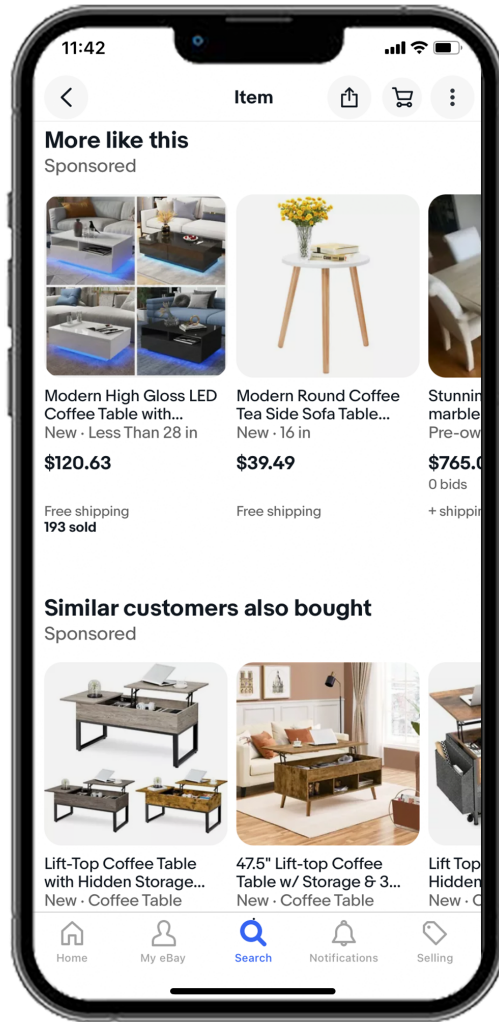
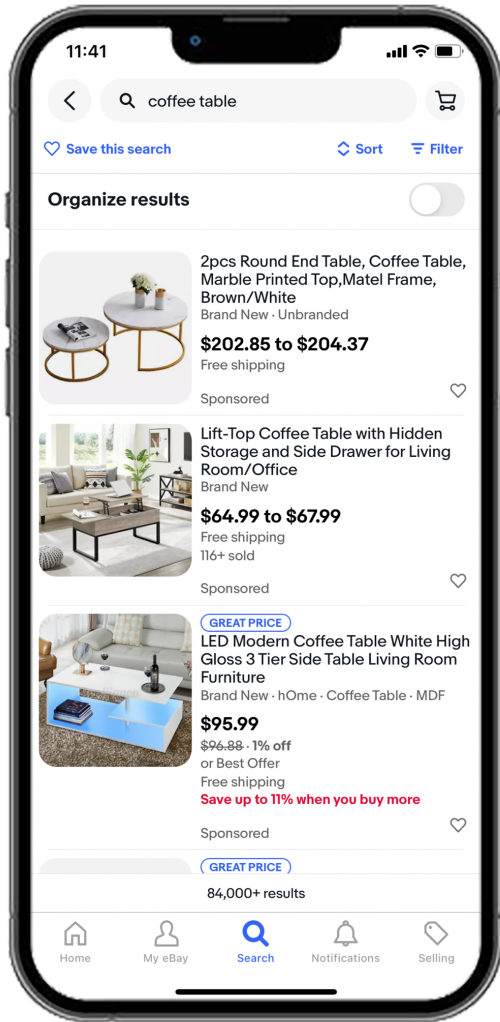


INVESTOR  
**DAY**  
2022

# Driving Growth With Advertising

Alex Kazim

VP, General Manager, Global Advertising



# Promoted Listings Standard

“Promoted Listings are truly a **game changer for sellers** looking to increase their sales!”

— Luigi Sosi

Shop Owner, Lou Mart



# Best Ad Format for Small Businesses

**Automated** keyword & product targeting

**Placements** in search and merchandising

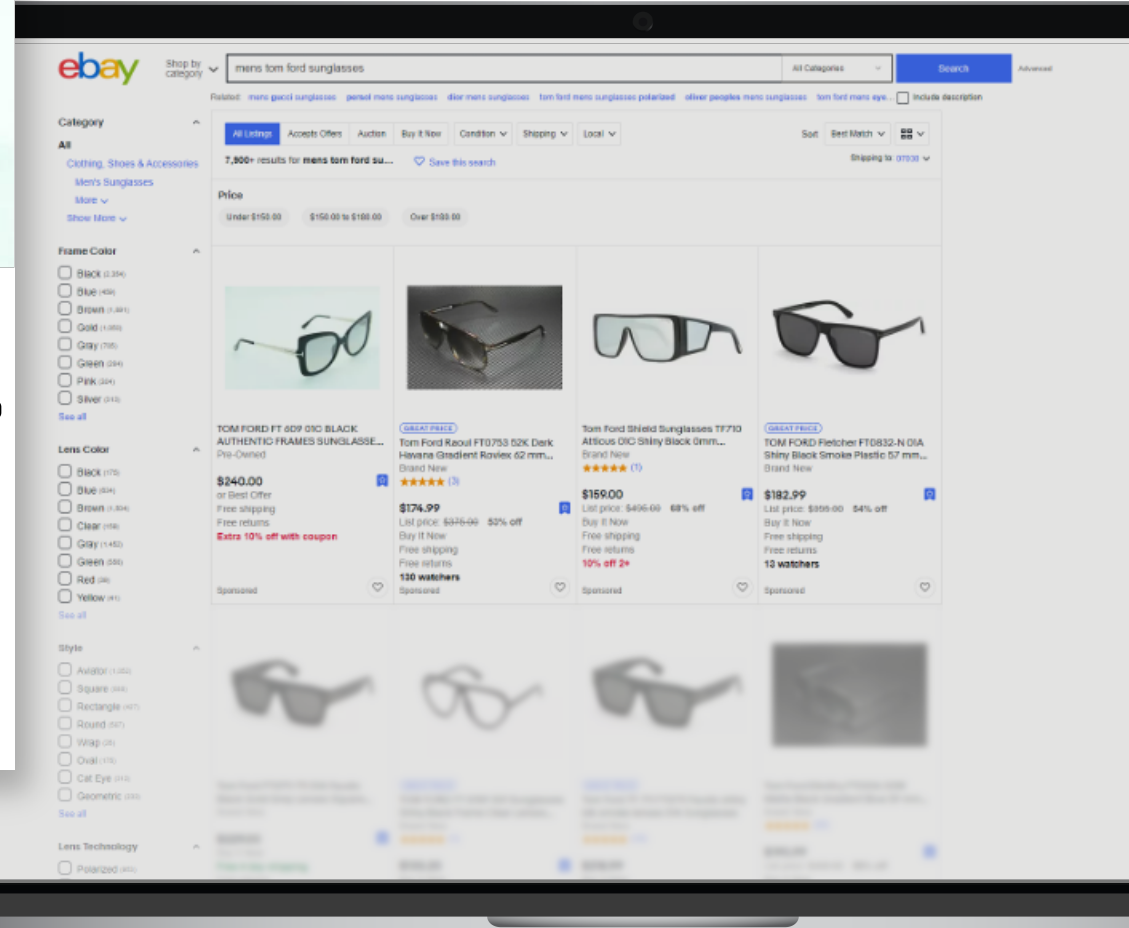
Cost per action:  
**ad fee only on sale**



**TOM FORD FT 609 01C  
BLACK AUTHENTIC  
FRAMES SUNGLASSES FT609 54-20**  
Pre-Owned

**\$240.00**  
or Best Offer  
Free shipping  
Free returns  
**Extra 10% off with coupon**

Sponsored



# Promoted Listings Success



**3M**

sellers used  
Promoted Listings

---

**++%**

sellers saw a double-  
digit lift in conversion

---

**\$800M**

revenue from  
Promoted Listings

### Create new campaign

Promoted Listings Advanced campaigns contain ad groups that have shared daily budget cost-per-click model.

#### Name your campaign

#### Set your daily budget

Enter the maximum amount that you are willing to spend each day for this campaign.

\$   
1.00 minimum

#### Set your dates

Select when you would like your advertising campaign to start and end.

Start date

End date

### Create your ad group

Group listings by common goals or advertising objectives. [See more](#)

#### Name your ad group

#### Select listings for your ad group

Add listings to your campaign by using the filters or by pasting your item IDs.

(0 listings selected)

# Promoted Listings Advanced

# Our Most Powerful Ad Format



Cost per click with  
**keyword auction**

---

**Control** over targeting  
and daily budgets

---

First look at **top slot**  
in search results

# Great Results for Beta



45%

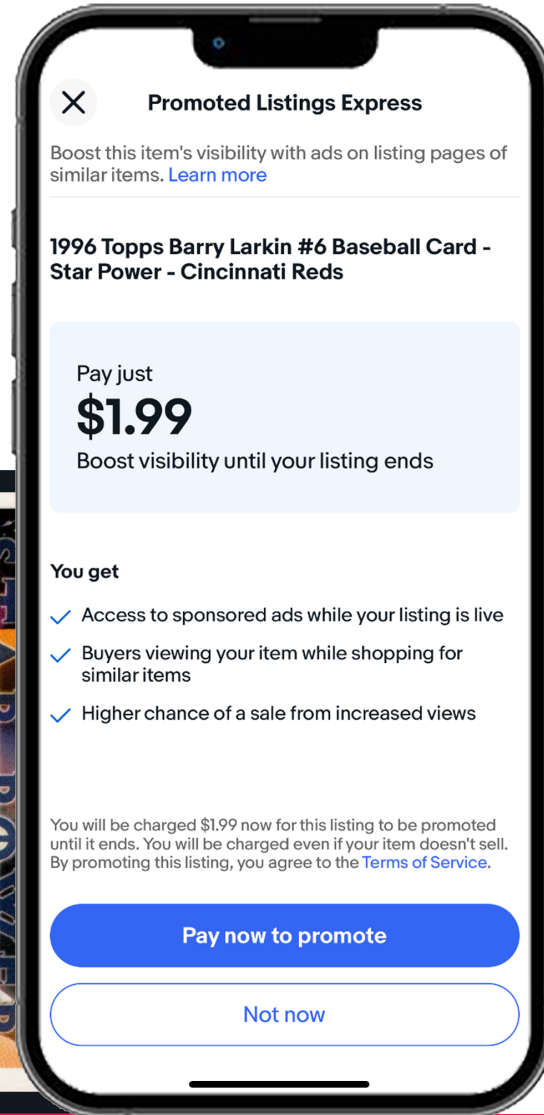
average increase  
in sales<sup>1</sup>





# Promoted Listings Express

# Our Easiest Ad Format



**One-click** setup

**Automated**  
product targeting

**Fixed-fee**, upfront cost

# Great Early Results



**50%**

average increase  
in **clicks**<sup>1</sup>

---

**~20%**

average increase  
in **bids**<sup>1</sup>

# Promoted Listings Offsite

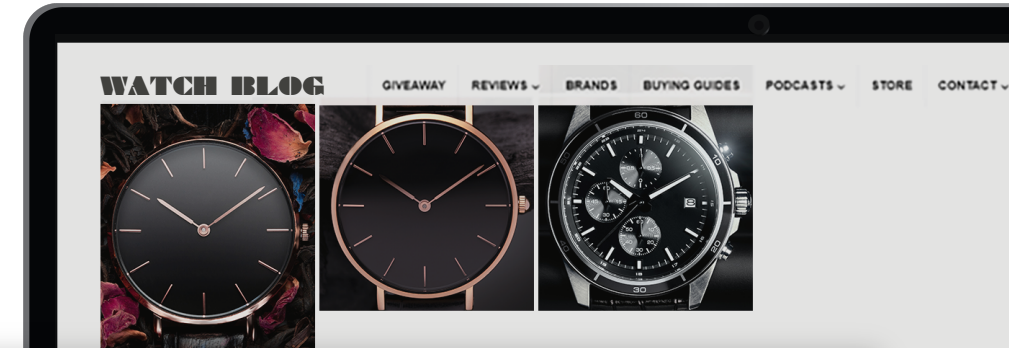


# Bringing Buyers to eBay


Performance  
**marketing channels**








**Automated** setup  
& targeting

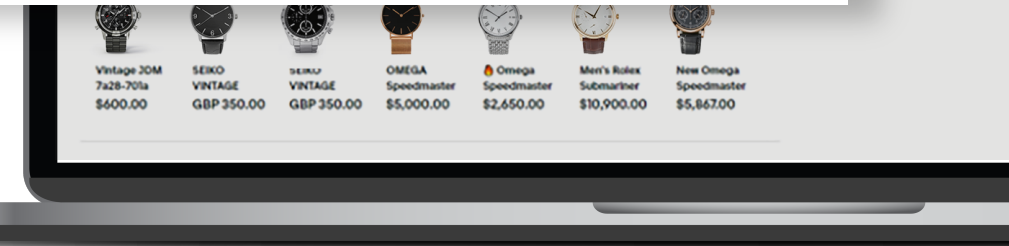
**Same ad fee**  
as onsite



Ad



						
Panerai Luminor 44mm \$25,600.00	SEICO VINTAGE GBP 350.00	Omega VINTAGE GBP 350.00	OMEGA Speedmaster \$5,000.00	🔥 Omega Speedmaster \$2,650.00	Men's Rolex Submariner \$10,900.00	New Omega Speedmaster \$5,867.00



# Win, Win, Win



**50%**

increase in buyer traffic

---

**Partners**

earn more by sending  
more traffic to eBay

---

**Marketing  
Flywheel**

spins even faster



# Long-Term Growth Plan

# Driving Innovation in 2022



## Advanced

automation, AI & tools

## Express

AI, reporting &  
in-product adoption

## Offsite Ads

new capabilities &  
seller control



# Promoting our Sellers' eBay Stores



SAMSUNG



BOSE

dyson



Caseology

bidadoo



CPO AMERICA'S LEADING ONLINE TOOL RETAILER

globalgolf



ZWILLING

QuickShip Golf



Microsoft



# What's Next

A woman with blonde hair is looking at a smartphone in a store. In the background, there is a blue display case containing a teddy bear.

## Advanced

expand the slots  
in Search

## Standard

drive adoption with  
smaller businesses

## Express

drive adoption  
with auction sellers

## Offsite Ads

expand go-to-market  
with affiliate partners



WE ARE

MAIN STREET

WELLS FARGO

eBay

**Double Ad  
Revenue  
\$2B by 2025**

# Promoted Listings

## Standard

## Advanced

## Express

## Offsite



The eBay logo is rendered in white lowercase letters on a red background. The letters are bold and sans-serif, with a distinctive slanted 'y'.

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2022

