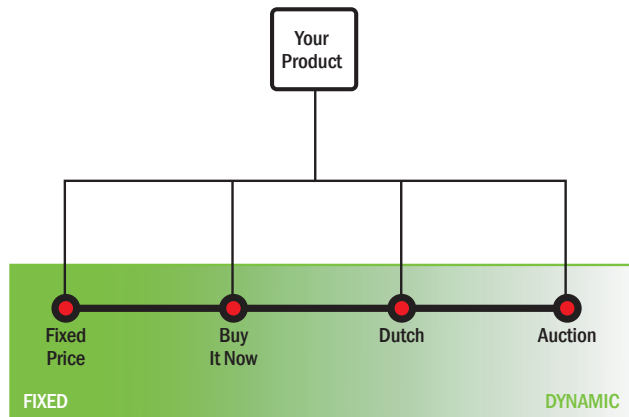


Use All Selling Formats

Different buyers prefer shopping in different ways. Some enjoy the thrill and excitement of an auction. Others like the immediate gratification of “Buying-it-Now”. If you only use one format, you will only reach a subset of eBay's total buying population. Reach the largest audience by using all of eBay's selling formats.



Offer Broad Range of Product

Users value eBay's unsurpassed selection of merchandise. You can tap into this by having a broad product offering. This also helps you increase your exposure since each listing is an advertisement for your eBay business. In fact, you should consider selling more low margin items to draw incremental traffic to your high margin products.



Manage Product Depth

Sellers can most effectively move deep inventory of an item with a multi-pronged approach, including:

- Using all selling formats
- Fixed price (especially Fixed price)
- Dutch auctions
- Wholesale
- Half.com
- Stores

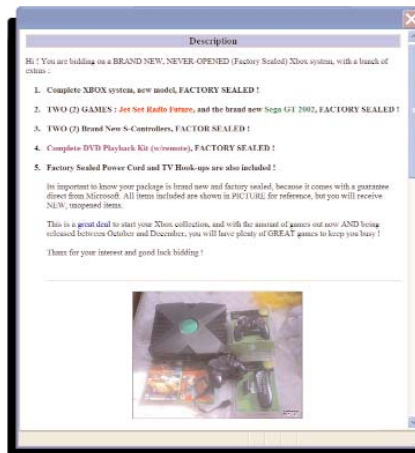
However, sellers should be careful not to list too many similar items at once since this can flood the market and depress prices. If you are considering selling deep inventories of a particular SKU, we recommend a longer term selling strategy to avoid flooding the market.



Bundle

Anticipate the needs of your customers by bundling products in the same manner that people purchase them in other channels. For instance, try listing products separately, with recommended accessories, and in packages with other complimentary goods to see which combinations yield the best results. Bundling different accessories with a product allows you to have more listings of an item without breaking the 10-item auction rule. Another effective bundling strategy segments customers into good, better and best needs. For example, you could bundle desktop computers with a 15-inch, 17-inch and 21-inch monitors to meet the needs of multiple customer segments.

Best Practice Example:



Maintain Consistent Product Flow

List a constant flow of products. Buyers prefer stores with a high level of activity and become frustrated if they find shelves empty. It is useful to keep complimentary products listed. Customers return to sellers they trust.

