

# EBAY PROMOTED LISTINGS

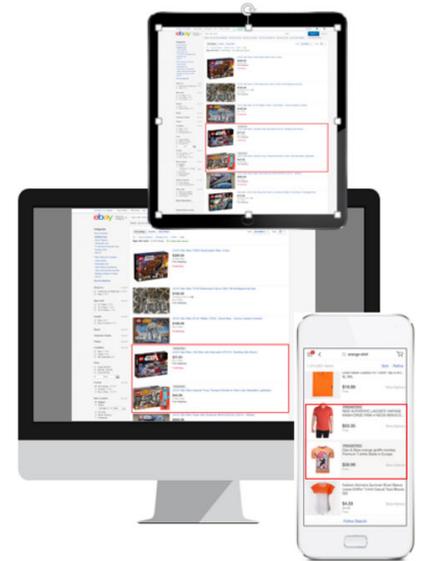
## Risk-Free Way to Boost eBay Listing Visibility

### BOOST ITEM VISIBILITY

When it comes to shopping on eBay, buyers don't want to scroll through hundreds of listings – they want to find the item they're looking for quickly and at the right price, then buy it and enjoy fast delivery. It's important to increase visibility of your items among interested buyers, which is exactly what eBay promoted listings can do for your products.

### INCREASE SALES LIKELIHOOD

Interested shoppers can't buy your products if they never see them. With promoted listings, you can put your best merchandise in front of buyers who are actively searching and shopping for those products. **You only pay when your ad is clicked on and a purchase is made.** No wasted expenses on clicks that are not driving revenue for your business. This is an easy and risk-free way to get your items promoted in the search results page on eBay and increase the likelihood of a sale.



### USING PROMOTED LISTINGS CAN HELP YOU:

- Boost item visibility
- Jumpstart new item ranking
- Raise brand awareness

### SCALE YOUR BUSINESS EFFICIENTLY

ChannelAdvisor's support of this functionality allows you to set it and forget it. With our filter functionality, you can scale your promoted listing integration using filters to control which products are part of an eBay campaign and using our integration to send more products through for each campaign configured. Our filters automatically add or remove products that meet the criteria a seller has set.

### OPTIMIZE WITH POWERFUL AND FLEXIBLE TOOLS

Our goal is to give you powerful tools that are flexible enough to meet your business's individual needs — all while keeping your e-commerce activities optimized and running efficiently.

To find out more about ChannelAdvisor Marketplaces and how we can help you grow your sales on eBay, email us at [info@channeladvisor.com](mailto:info@channeladvisor.com) or call 866-264-8594.

*Getting eBay Promoted Listings set up with ChannelAdvisor was extremely easy. These listings help increase product visibility and boost sales. We have been using promoted ads for less than a month and we're already seeing 15-20% growth in revenue. There is still room to optimize the ads, so we look forward to continued success.*

— Scott Guinand  
Director of e-Commerce