

**Powered by sellers,  
open for business.**

**ebay**

# Hello!



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**eBay today**

# How our global marketplace works





# eBay today

**25B**

GMV (\$)

**183M**

Number of active buyers

**1.6B**

Number of listings

**79%**

Percentage of items sold that are new



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# Commitment to small business





**Empowering  
small businesses  
to compete globally  
and thrive in the  
digital economy**



# Our unique value proposition

## PARTNERSHIP

- Allies, not competitors
- Clear policies and fair enforcement
- Seller protections
- Fair, transparent use of data

## REACH

- 181M+ active buyers
- Depth and breadth of consumer base, nationally and globally
- Diverse product range and consumer appeal

## FLEXIBILITY

- Effective platform for businesses of all types and sizes
- Opportunities to grow at your own pace, on your own terms

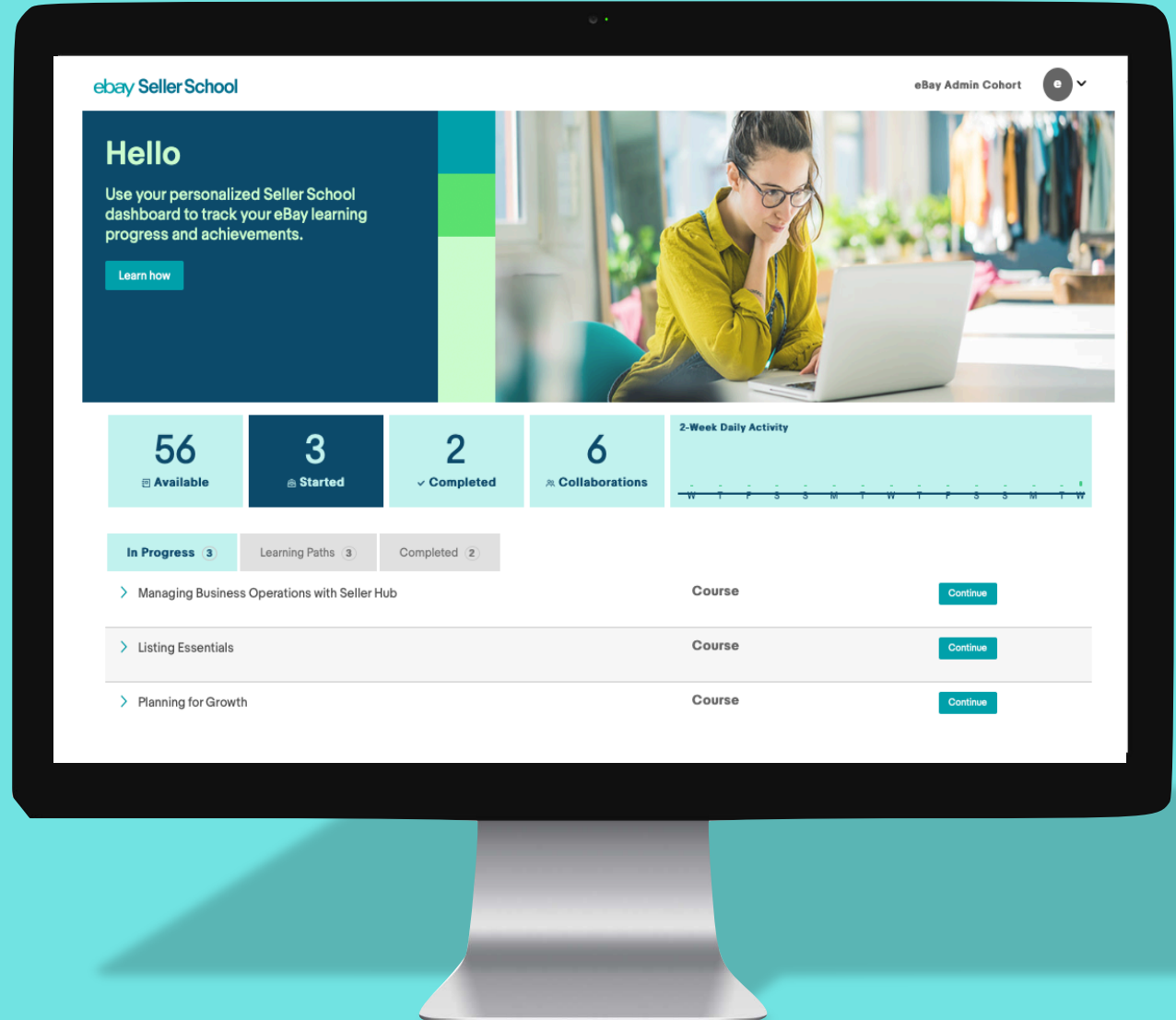
## TOOLS

- Domestic and global shipping
- Analytics, pricing and sourcing guidance
- Marketing and promotions
- Logistics software integration

## CONNECTION

- Enthusiastic community of buyers and sellers
- Outreach and engagement programs
- Small business policy advocacy

# eBay Seller School



# What you'll learn

1

## SALES

Create compelling listings that will stand out and sell

2

## LOGISTICS

Optimize your policies and practices to streamline operations and maximize profits

3

## MARKETING

Boost your visibility and sales with marketing and promotions tools

4

## ANALYSIS

Analyze and accelerate your business with your personalized data insights dashboard

5

## SCALE

Streamline your multi-channel sales operations



# Holidays

**A holiday season  
like none other**





# Big opportunity for online retailers



18.5%

Researchers forecast that online retail will grow 18.5% through the end of the year

70%

70% of buyers plan to do more of this year's holiday shopping online

65%

65% plan to spend the same or more this holiday than last year

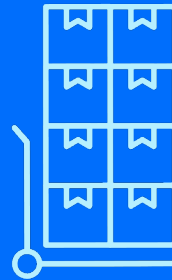
# The holiday hustle



**1** | No-risk listing



**2** | Product trends



**3** | Discounted shipping fees



**4** | Seller protections



**5** | Promotions tools

[ebay.com/smallbusiness](https://www.ebay.com/smallbusiness)

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**Thank you!**

