EBAY标准产品刊登流程

Product based commerce



eBay标准产品刊登(Catalog Listing)的品类范围 2.1



- 2018年8月中旬开始, eBay将会扩展指定的分类, 卖家在刊登时可以开始'绑定现有eBay标准产品', '申请新的eBay标准产品'
- 2018年9月中旬开始, eBay将会在指定的分类中强制卖家必须绑定eBay标准产品后才能刊登/修改(包括GTC刊登)
- API和SSP第三方工具同步支持

Cardio Equipment
Cell Phones & Smartphones
Computers/Tablets, Networking Tablets & eBook Readers
Humidifiers
Internet & Media Streamers
Major Appliances
Portable Fans
Programmable Thermostats
Small Kitchen Appliances
Space Heaters
TV, Video & Home Audio: Internet & Media Streamers
TVs
Voice-Enabled Smart Assistants



扩展eBay标准产品刊登(Catalog Listing)的品类范围 2.2



- 2018年10月中旬开始, eBay将会继续扩展指定的分类, 卖家在刊登时可以开始'绑定现有eBay标准产品', '申请新的eBay标准产品'
- 2019年1月中旬开始, eBay将会在指定的分类中强制卖家必须绑定eBay标准产品后才能刊登/修改(包括GTC刊登)
- API和SSP第三方工具同步支持

3D Printers & Supplies	Multipurpose Batteries & Power
CPUs/Processors	Portable Audio & Headphones (except Parts & Accessories)
Desktops & All-In-Ones	Printers
DJ Equipment	Pro Audio Equipment
Electrical Equipment & Supplies	Scanners
Heating, Cooling & Air	Surveillance & Smart Home Electronics (except Parts & Accessories)
Home Telephones & Accessories	Test, Measurement & Inspection
Karaoke Entertainment	Tools & Workshop Equipment (except Parts & Accessories)
Laptops & Netbooks	TV, Video & Home Audio (except Parts & Accessories)
Memory (RAM)	Video Games & Consoles (except Video Games)
Motherboards	Virtual Reality (except Parts & Accessories)



eBay标准产品刊登/修改流程

eba





绑定eBay标准产品 – Seller Hub提示修改在线刊登



Seller Hub -> Listing -> Requires product updates -> Products with a catalog match

- 不同站点的刊登将分开提醒,4大站点需要分别登录各自的Seller Hub查看
- eBay将会在刊登建议(Listing Recommendation)页面,提醒卖家有哪些刊登还没有绑定eBay标准产品
- 对于每一个刊登都会有智能推荐,推荐一个最适合绑定的eBay标准产品,卖家可以一键绑定
- 多属性刊登的每个属性都需要绑定eBay标准产品,整个刊登才能上线



绑定eBay标准产品 – Seller Hub提示修改在线刊登



eoay Shop catego	o by gory 🗸	Search for anything						All Cate	gories 👻	Search	Advanced
Seller Hub	Listi	ings Marketing	Performan	ce Growth ^{BETA}					M	essages (0)	Comments?
Inventory	Mana	age active listin	ngs (2,787	7)						Create listir	ng 🗸
LISTINGS	All li	stings Requires p	product update	əs (122)							
Active	G	122 of your listings ne	eed to be match	ed with a product from the eBay catalog. Learn	more						
Drafts	Res	sults: 1-50 of 122									
Scheduled		Edit				-					
Ended		Actions	Photo	Title	Status	Custom label	Format	Available qty	Current price		
SETTINGS Listing Templates		Find a product 💌	P	Hometech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home	Select a product from the eBay catalog	179528801*1	Ś	1	\$41.39		
Automation Preferences Business Policies		Find a product 💌		HOT LOGICOM L-ement Tab 741 7" 8GB Android Quad Core WIFI Tablet PC 2200mAh MP4	Select a product from the eBay catalog	257221901*1	4	1	\$29.69		
		Find a product 💌		Hot Portable Adjustable Angle Mini USB Fan 7 Blades Air Cooler Quite Compact US	Select a product from the eBay catalog	256257001*1	<u>&</u>	1	\$8.99		
		Find a product 💌		Low Temperature Vacuum Cooker Sous Vide PRECISE COOKING Thermal Immersion 800W	Select a product from the eBay catalog	225049303*1	R	1	\$68.39		





在线刊登需要绑定eBay Catalog, 点击'Find a product'搜寻eBay产品库,找到相应产品进行绑定

Actions	Photo	Title	Status	Custom label	Format	Available qty	Current price	
Find a product 🗨	J.	Hometech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home	Select a product from the eBay catalog	179528801*1	Š	1	\$41.39	

创建产品请求被拒绝,点击'Find a product'重新搜索eBay产品库

Find a product 🗨	CHUWI Hi10 10.1" Windows 10/ Android 5.1		194037401	s	10	\$189.99
	4+64GB Ultrabook Tablet PC 4core 2"Cam	() Your product request was declined.				Buy It Now or Best Offer
		Find a different product				

创建产品请求成功,点击'Add to listing'直接绑定





点击 'Find a product' 搜寻 eBay Catalog产品库



- 如搜寻到匹配的产品,可以 直接绑定
- 如没有搜寻到匹配的产品, 点击'Crete a new product'创建eBay Catalog product标准产品

Current listing details

\mathbf{N}	Home & Garden > Kitchen, Dining & Bar > Small Ki	tchen Appliances > Countertop Blenders
	UPC: Does not apply	Type: Soup Maker
	Blender Type: Work Top	Capacity: 56 Oz
	Brand: Unbranded	Power: 800W
	MPN: Does Not Apply	Color: Silver

Hometech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home X Search There are no results for your search Create a new product Continue without selecting a product



将eBay Catalog产品绑定在线刊登



	CURRENT LISTING DETAILS		PRODUCT DETAILS		
Brand:	Excelvan	Brand:	Excelvan		
MPN:	Does Not Apply	MPN:	KY \$338		
Power:	1200W	Power:	240W		
Color:	Black	Color:	White		
Model:	Bluetooth Car Charger BC-06				
Capacity:	12 Quart				
Voltage:	120V				
Frequency	60 Hz				



创建/修改 eBay标准产品



We recommend these product specifics Accept a

Band MPN Band
Image: Construction of the second
Biender Component Number of Speeds
v Capacity Type Capacity v Power Manufacturer Color Color Model
Type Capacity Type Capacity C
Power Manufacturer Color Color Model
Power Manufacturer Color Color Model
Color Model
Color Model
Country/Region of Manufacture Blender Type
Pulse Feature
70/00
7 0 7 0 0 Add additional product specifics
- Photos 🔘
0 of 12 Main shalo Top Boltom P
Back Right side Luft side D
Drag and drop your photos
Add from computer
Deted
Product description ()



创建/修改 eBay标准产品 – 最佳实践



符合以下要求能显著提高产品申请的通过率:

- eBay Catalog 产品库基于不同站点建立,如卖家在4大站点售卖都一款产品,需要分别在每一个站点创建产品并且分别绑定
- Category 品类信息准确填写,如刊登的品类信息和绑定的eBay Catalog产品不一致,无法绑定
- UPC/MPN必填,如没有可以填写Does not apply,填写真实UPC有助于快速通过审核
- eBay会推荐填写一些产品属性,虽不是必填项,但是请卖家尽量填写完整,可以参照在线刊登已经填写的属性,**全部填写完整,可以显著提高通过率**
- 请上传高质量图片,可以参考现有刊登图片,图片不符合规定将导致申请失败
- 物品描述请填写完整, 仅描述产品本身, 不要包含任何卖家和售后服务相关信息
- eBay标准产品库不从属于任一卖家,属于公开信息库,任何卖家都可以提出创建或修改申请,由eBay审核。 同样,任何卖家都可以绑定eBay产品库中的产品进行刊登



查看创建产品申请结果 Seller Hub – Listings - Products



iventory	Manage produc	t requests							
STINGS	You can review the status of	of any product tha	t you've submitted for eBay	to review. We'll let	you know if the product has be	een approved, if it's	still being reviewe	d, or if it's been	declined. Learn mor
ctive	All statuses	- All r	request types 🔹	ePID 🔹	Search	Q	Reset		
nsold									
rafts	Results 1-23 of 2	3							
cheduled	Actions	Photo	Product name		Status	Reason	ePID	Request type	Date created
nded	Create listing	A	Hometech Electric Jug Stain Machine Blender W/ 56 Oz H	less Steel Soup Make Iome	r Approved - Modified	See details	8022448429	New product	Aug 10
RODUCT EQUESTS	Create listing 💌		Professional 7.5" Electric Me Cutter Deli Food	at Slicer Blades Brea	d Approved - Modified	<u>See details</u>	27018676159	Update	Aug 10
ETTINGS	Revise request	Viti-Supervision	70g Electric Coffee Grinder (Sharp Stainless Steel Blades	One Button Operation s US	Declined	See details	2	New product	Aug 10
sting Templates utomation references	Create listing 💌	235 0 0 0 0 0	NEW Portable 600 Watt Elec Coarse Fine Medium CE List	ctric Meat Grinder Ste ted	al Approved - Modified	See details	24022435559	New product	Aug 10





查看创建产品申请结果 Seller Hub – Listings - Products



Approved - Modified 创建产品申请已经批准 ,但是eBay审核人员对于内容做了微调 ,具体结果可以点击详细内容 ,可以点击'Create Listing'创建刊登

Actions	Photo	Product name	Status	Reason	ePID	Request type	Date created	
Create listing		Hometech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home	Approved - Modified	<u>See details</u>	8022448429	New product	Aug 10	

Declined 创建产品申请被eBay拒绝,卖家可以点击详细内容看具体拒绝原因和整改意见,也可以点击'Revise request'修改原有申请,重新提交

Revise request	70g Electric Coffee Grinder One Button Operation Sharp Stainless Steel Blades US	Declined	<u>See details</u>	-	New product	Aug 10



修改创建产品申请,重新提交



修改产品申请页面会提示拒绝原因,便于卖家按照建议修改申请重新提交

<section-header> Product details Product details Product active solution of the eBay catalog that matched the changes you submitted. Product marker Change categories Product name Control of the details of the details</section-header>	reate a new product
Var previous product creation request was declined We found an existing product in the eBay catalog that matched the changes you submitted. Category Computers/Tablets & Networking > Tablets & eBook Readers Change category Related categories Related categories CHUWI Hi10 10.1* Windows 10/ Android 5.1 4 64GB Ultrabook Tablet PC 4core 2*Cam Parkat	Product details
Category Computers/Tablets & Networking > Tablets & eBook Readers <u>Change category</u> Related categories • Add related categories • Product name CHUWI Hi10 10.1" Windows 10/ Android 5.1 4 64GB Ultrabook Tablet PC 4core 2*Cam 79 / 80	Your previous product creation request was declined We found an existing product in the eBay catalog that matched the changes you submitted.
Related categories	Category Computers/Tablets & Networking > Tablets & eBook Readers Change category
+ Add related categories Product name ① CHUWI Hi10 10.1" Windows 10/ Android 5.1 4 64GB Ultrabook Tablet PC 4core 2*Cam 79 / 80 Product identifiers ①	Related categories ①
	+ Add related categories
CHUWI Hi10 10.1" Windows 10/ Android 5.1 4 64GB Ultrabook Tablet PC 4core 2*Cam 79 / 80 * Product identifiers ①	Product name ①
* Product identifiers	CHUWI Hi10 10.1" Windows 10/ Android 5.1 4 64GB Ultrabook Tablet PC 4core 2*Cam
* Product identifiers ()	79 / 80
UPC	Product identifiers ① UPC







如卖家遵照eBay标准产品刊登流程进行刊登和销售,遇到由于eBay Catalog标准产品信息内容错误导致的SNAD(非 卖家责任),eBay将会进行卖家保护,并退还卖家成交费和退货运费(需提交相应证明材料)。具体流程请参照eBay最 新买家保护政策更新。卖家需要针对单独案例向eBay进行申诉,从而获得相应保护

