

eBay標準產品刊登流程

Product based commerce

eBay標準產品刊登(Catalog Listing)的品類範圍 2.1



- **2018年8月中旬**開始, eBay將會擴展指定的分類, 賣家在刊登時可以開始' 綁定現有eBay標準產品', '申請新的eBay標準產品'
- **2018年9月中旬**開始, eBay將會在指定的分類中要求賣家必須綁定eBay標準產品後才能刊登/修改(包括GTC刊登)
- API和SSP協力廠商工具同步支援
 - 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

擴展eBay標準產品刊登(Catalog Listing)的品類範圍 2.2



- **2018年10月中旬**開始, eBay將會繼續擴展指定的**標準產品**分類, 賣家在刊登時可以開始' **綁定現有eBay標準產品**', ' **申請新的eBay標準產品**'
- **2019年1月中旬**開始, eBay將會在指定的**標準產品**分類中**要求**賣家必須綁定eBay標準產品**分類**後才能刊登/修改(包括GTC刊登)
- API和SSP協力廠商工具同步支援

3D Printers & Supplies

CPUs/Processors

Desktops & All-In-Ones

DJ Equipment

Electrical Equipment & Supplies

Heating, Cooling & Air

Home Telephones & Accessories

Karaoke Entertainment

Laptops & Netbooks

Memory (RAM)

Motherboards

Multipurpose Batteries & Power

Portable Audio & Headphones (except Parts & Accessories)

Printers

Pro Audio Equipment

Scanners

Surveillance & Smart Home Electronics (except Parts & Accessories)

Test, Measurement & Inspection

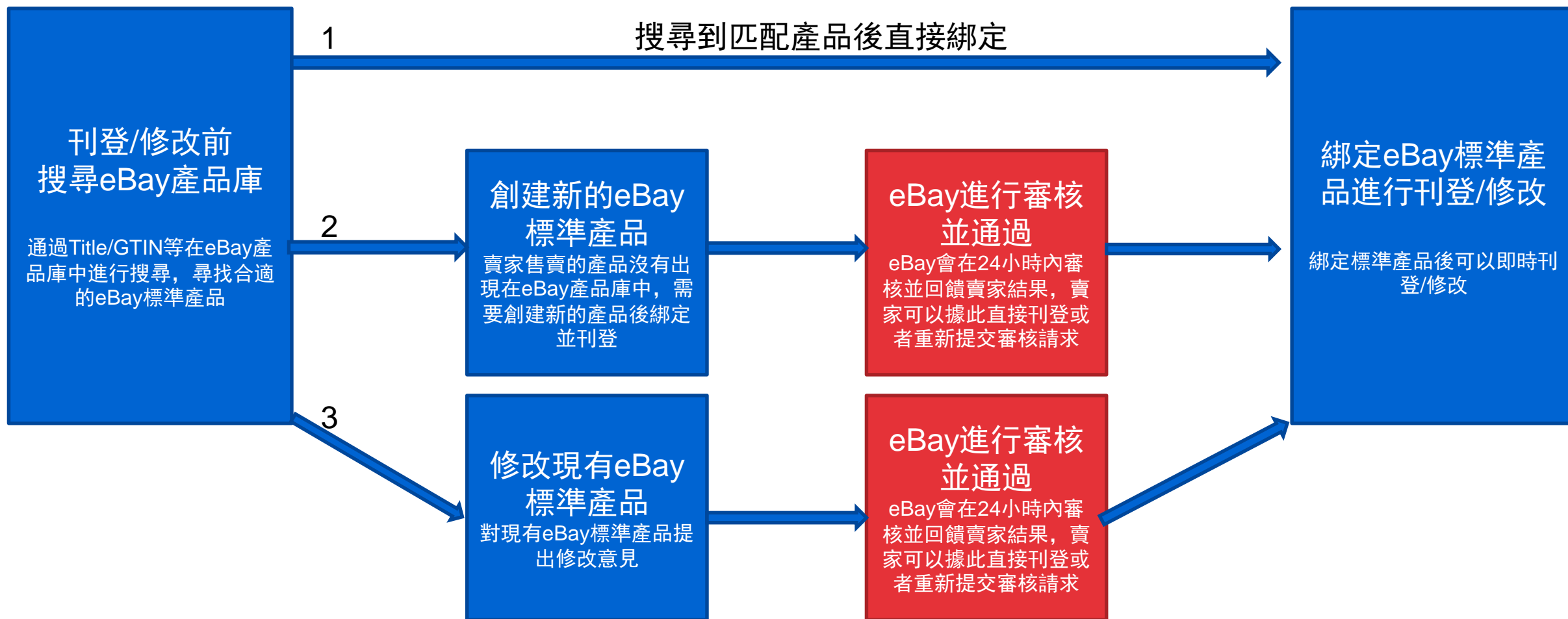
Tools & Workshop Equipment (except Parts & Accessories)

TV, Video & Home Audio (except Parts & Accessories)

Video Games & Consoles (except Video Games)

Virtual Reality (except Parts & Accessories)

eBay標準產品刊登/修改流程



綁定eBay標準產品 – Seller Hub提示修改線上刊登



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

- 不同eBay網站的刊登將分開提醒，而4大網站（美国、英国、德国、澳大利亚）需要分別登錄各自的Seller Hub查看
- eBay將會在刊登建議(Listing Recommendation)頁面，提醒賣家有哪些刊登還沒有綁定eBay標準產品
- eBay對於每一個刊登都會有智慧推薦，推薦一個最適合綁定的eBay標準產品，賣家可以一鍵綁定
- 多屬性刊登的**每個屬性**都需要綁定eBay標準產品，整個刊登才能上線

綁定eBay標準產品 – Seller Hub提示修改線上刊登



ebay Shop by category Search for anything All Categories Search Advanced

Seller Hub [Redacted]

Overview Orders Listings Marketing Performance Growth^{BETA} Messages (0) | Comments?

Inventory Manage active listings (2,787) Create listing

LISTINGS

Active

Unsold

Drafts

Scheduled

Ended

SETTINGS

Listing Templates

Automation Preferences

Business Policies

All listings Requires product updates (122)

122 of your listings need to be matched with a product from the eBay catalog. [Learn more](#)

Results: 1-50 of 122

Edit

<input type="checkbox"/>	Actions	Photo	Title	Status	Custom label	Format	Available qty	Current price
<input type="checkbox"/>	Find a product		Homitech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home	Select a product from the eBay catalog	179528801*1		1	\$41.39
<input type="checkbox"/>	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		1	\$29.69
<input type="checkbox"/>	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		1	\$8.99
<input type="checkbox"/>	Find a product		Low Temperature Vacuum Cooker Sous Vide PRECISE COOKING Thermal Immersion 800W	Select a product from the eBay catalog	225049303*1		1	\$68.39

綁定eBay標準產品 – Seller Hub提示修改線上刊登



線上刊登需要綁定eBay Catalog, 點擊' Find a product' 搜尋eBay產品庫, 找到相應產品進行綁定

<input type="checkbox"/>	Actions	Photo	Title	Status	Custom label	Format	Available qty	Current price
<input type="checkbox"/>	Find a product		Homitech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home	Select a product from the eBay catalog	179528801*1		1	\$41.39

創建產品請求被拒絕, 點擊' Find a product' 重新搜索eBay產品庫

<input type="checkbox"/>	Find a product		CHUWI Hi10 10.1" Windows 10/ Android 5.1 4+64GB Ultrabook Tablet PC 4core 2*Cam	<p> Your product request was declined.</p> <p>Find a different product</p>	194037401		10	\$189.99 Buy It Now or Best Offer
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創建產品請求成功, 點擊' Add to listing' 直接綁定


<input type="checkbox"/>	Add to listing		Electric 5 Tier Food Fruit Dehydrator Fruit/Vegetable Dryer Food Preserver 240W	<p> Your product request was approved, but we made some changes. View request</p> <p> Excelvan KYS-338 5 Tier 240W Electric Food Fruit Dehydrator Color: White Type: Fruit/Vegetable Dryer</p> <p>Add to listing</p>	182032101		50	
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點擊 'Find a product' 搜尋 eBay Catalog 產品庫



- 如搜尋到匹配的產品，可以直接綁定
- 如沒有搜尋到匹配的產品，點擊 'Create a new product' 創建 eBay Catalog product 標準產品

Current listing details



Homotech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home
Home & Garden > Kitchen, Dining & Bar > Small Kitchen 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

Find your product

× Search

There are no results for your search



Create a new product Continue without selecting a product

將eBay Catalog產品綁定線上刊登



Add product to listing

Updating your listing with a product from the eBay catalog puts your items in front of the right buyer. Your listing will still include your own title, photos, and description.

CURRENT LISTING DETAILS	PRODUCT DETAILS
	
Brand: Excelvan	Brand: Excelvan
MPN: Does Not Apply	MPN: KY S338
Power: 1200W	Power: 240W
Color: Black	Color: White
Model: Bluetooth Car Charger BC-06	
Capacity: 12 Quart	
Voltage: 120V	
Frequency: 60 Hz	

[Use this product](#)
[Find a different product](#)

創建/修改 eBay標準產品



Create a new product

Product details

Category

Home & Garden > Kitchen, Dining & Bar > Small Kitchen Appliances > Countertop Blenders [Change category](#)

Related categories [i](#)

+ [Add related categories](#)

* Product name [i](#)

Hometech Electric Jug Stainless Steel Soup Maker Machine Blender W/ 56 Oz Home

78 / 80

* Product identifiers [i](#)

UPC

+ [Add additional product identifiers](#)

Product specifics [i](#)

i We recommend these product specifics [Accept all](#)

Type Soup Maker [Add](#)

i We recommend these product specifics [Accept all](#)

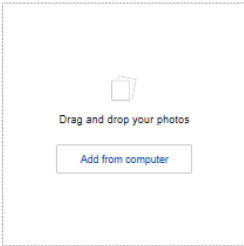
Type Soup Maker [Add](#)

* Brand	MPN
<input type="text"/>	<input type="text"/>
Blender Component	Number of Speeds
<input type="text"/>	<input type="text"/>
Type	Capacity
<input type="text"/>	<input type="text"/>
Power	Manufacturer Color
<input type="text"/>	<input type="text"/>
Color	Model
<input type="text"/>	<input type="text"/>
Non-Domestic Product	Applicable Regions
<input type="text"/>	<input type="text"/>
Country/Region of Manufacture	Blender Type
<input type="text"/>	<input type="text"/>
Pulse Feature	
<input type="text"/>	

[Add additional product specifics](#)

* Photos [i](#)

0 of 12

 <p>Drag and drop your photos</p> <p>Add from computer</p>	Main photo	Top	Bottom	Front
	Back	Right side	Left side	Detail
	Defect			

Product description [i](#)

創建/修改 eBay 標準產品 – 最佳實踐



符合以下要求能顯著提高產品申請的通過率：

- eBay Catalog 產品庫基於不同eBay網站建立，如賣家在4大網站售賣都一款產品，需要分別在每一個網站創建產品並且分別綁定
- Category 品類資訊準確填寫，如刊登的品類資訊和綁定的eBay Catalog產品不一致，無法綁定
- UPC/MPN必填，如沒有可以填寫Does not apply，填寫真實UPC有助於快速通過審核
- eBay會推薦填寫一些產品屬性，雖不是必填項，但是請賣家儘量填寫完整，可以參照線上刊登已經填寫的屬性，**全部填寫完整，可以顯著提高通過率**
- 請上傳高品質圖片，可以參考現有刊登圖片，圖片不符合規定將導致申請失敗
- 物品描述請填寫完整，僅描述產品本身，不要包含任何賣家和售後服務相關資訊
- eBay標準產品庫不從屬於任一賣家，屬於公開信息庫，任何賣家都可以提出創建或修改申請，由eBay審核。同樣，任何賣家都可以綁定eBay產品庫中的產品進行刊登

查看創建產品申請結果 Seller Hub – Listings - Products



Seller Hub [Redacted]

Overview Orders Listings Marketing Performance Growth ^{BETA}

Inventory **Manage product requests**

You can review the status of any product that you've submitted for eBay to review. We'll let you know if the product has been approved, if it's still being reviewed, or if it's been declined. [Learn more](#)

LISTINGS

Active

Unsold

Drafts

Scheduled

Ended

PRODUCT REQUESTS

All

SETTINGS





Listing Templates

Automation Preferences

Business Policies

All statuses All request types ePID Search... Reset

Results 1-23 of 23

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	See details	8022448429	New product	Aug 10
Create listing		Professional 7.5" Electric Meat Slicer Blades Bread Cutter Deli Food	Approved - Modified	See details	27018676159	Update	Aug 10
Revise request		70g Electric Coffee Grinder One Button Operation Sharp Stainless Steel Blades US	Declined	See details	-	New product	Aug 10
Create listing		NEW Portable 600 Watt Electric Meat Grinder Steel Coarse Fine Medium CE Listed	Approved - Modified	See details	24022435559	New product	Aug 10

Orders Listings Marketing Performance

Create listing

Inventory

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Ended


Products

Revise request

查看創建產品申請結果 Seller Hub – Listings - Products



Approved - Modified 創建產品申請已經批准，但是eBay審核人員對於內容做了微調，具體結果可以點擊詳細內容，可以點擊' Create Listing' 創建刊登

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	See details	8022448429	New product	Aug 10

Declined 創建產品申請被eBay拒絕，賣家可以點擊詳細內容看具體拒絕原因和整改意見，也可以點擊' Revise request' 修改原有申請，重新提交

Revise request		70g Electric Coffee Grinder One Button Operation Sharp Stainless Steel Blades US	Declined	See details	-	New product	Aug 10
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修改創建產品申請，重新提交



修改產品申請頁面會提示拒絕原因，便於賣家按照建議修改申請重新提交

Create a new product

Product details

! **Your 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 ⓘ
[+ Add related categories](#)

* Product name ⓘ

79 / 80

* Product identifiers ⓘ

[+ Add additional product identifiers](#)

eBay標準產品刊登流程保護政策



如賣家遵照eBay標準產品刊登流程進行刊登和銷售，遇到由於eBay Catalog標準產品資訊內容錯誤導致的SNAD（非賣家責任），eBay將給予賣家保護，包括退還賣家成交費和退貨運費(需提交相應證明材料)。具體流程請參照eBay最新買家保護政策更新。賣家需要針對單獨案例向eBay進行申訴，從而獲得相應保護