让卖家提升销量的新销售功能

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议程

1. 现已上线的售卖API
   - 批量购买折扣 (Volume Pricing)
   - 议价 (Best Offer)
2. 初步预览
   - 向买家发送议价 (Offers to Buyers)
   - 购物篮议价 (Basket Best Offer)
3. 演示

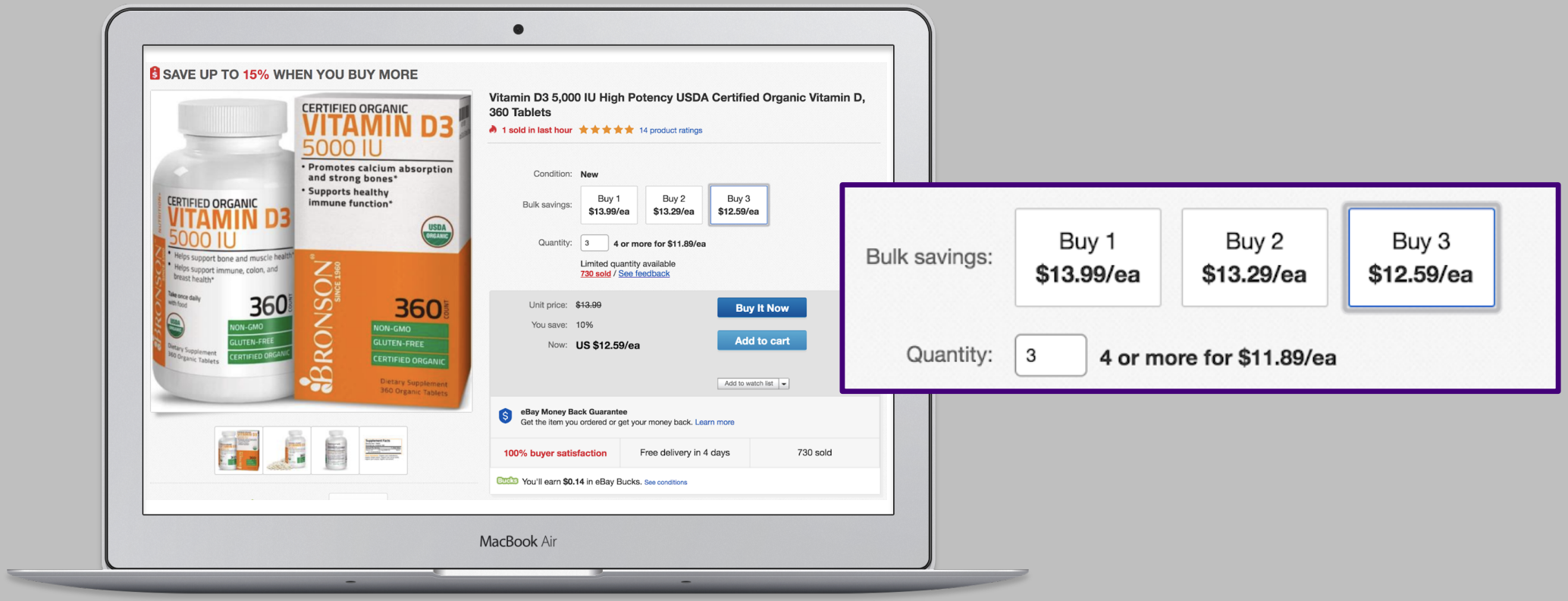
ebay

通过售卖API提高销售

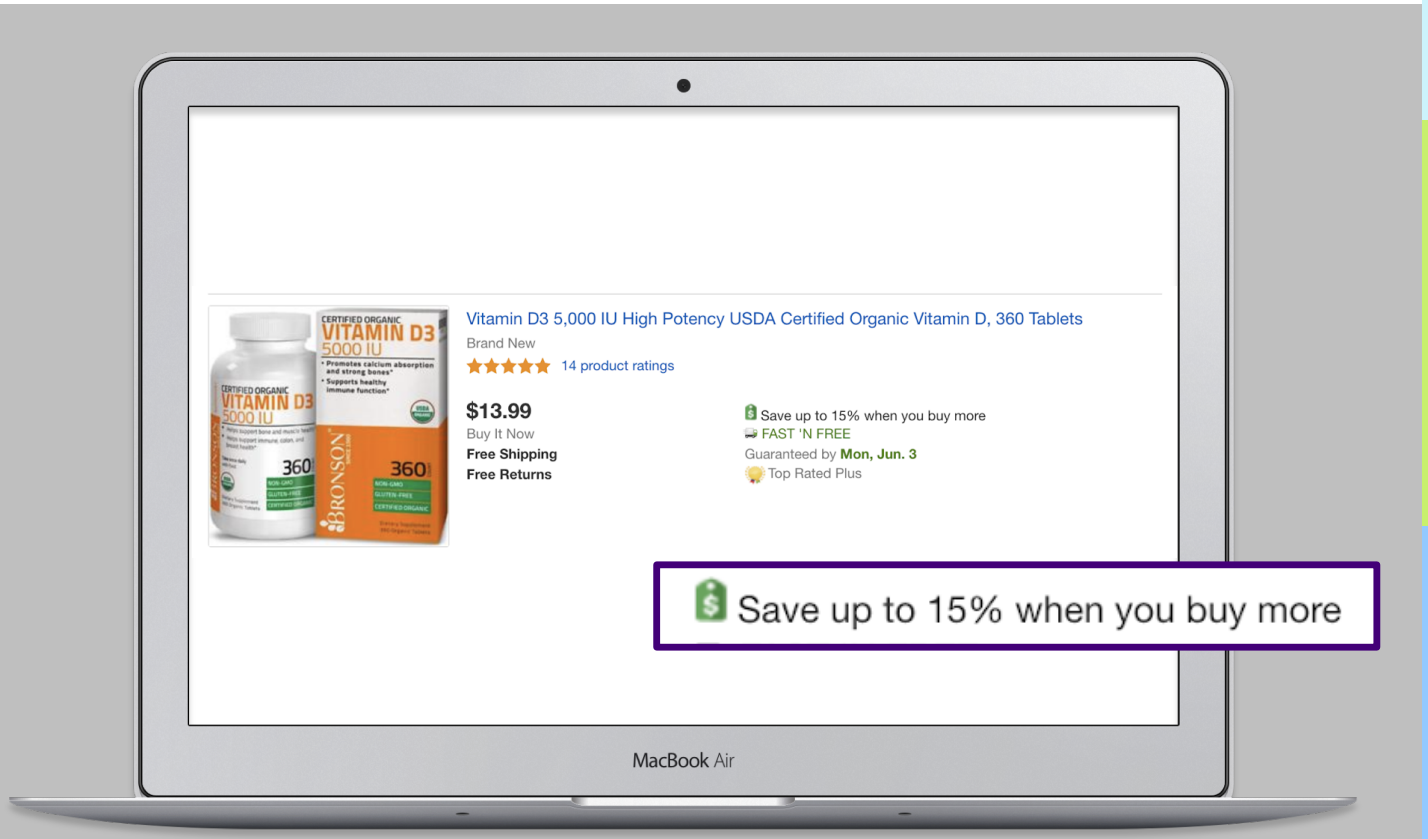
批量购买折扣（Volume Pricing）

什么是批量购买折扣（Volume Pricing）？

一种促销优惠，折扣随着购买数量增加而增加。



使用批量购买折扣 (Volume Pricing) 功能有哪些好处？



曝光率

在搜索结果中脱颖而出

提高销售量

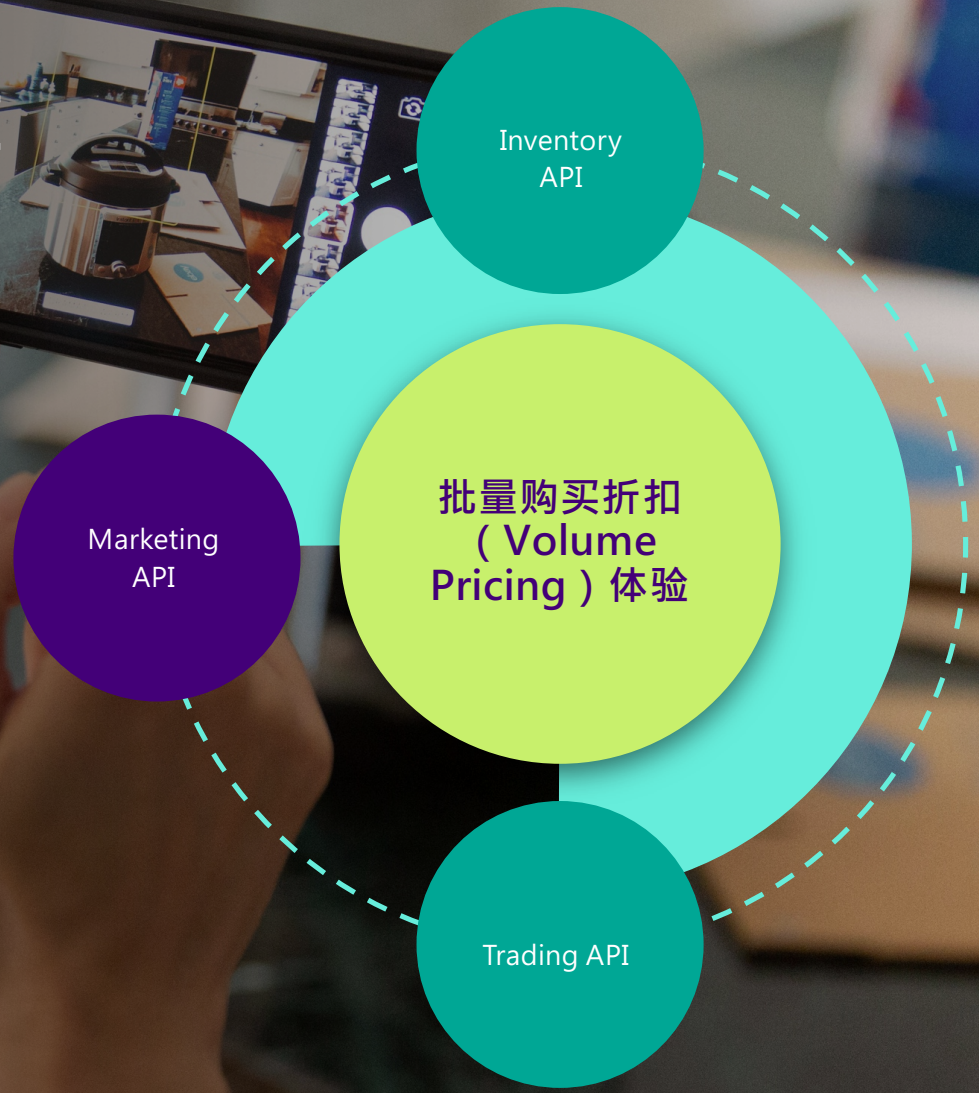
多数量购买

双赢

一笔不错的交易对买家和卖家而言是双赢！

适用于批量购买折扣（Volume Pricing）的API

Marketing API: 卖家可以向通过 Inventory API 或 Trading API创建的刊登添加批量购买折扣（Volume Pricing）功能 。



Marketing API：批量购买折扣（ Volume Pricing ）

POST
https://api.ebay.com/sell
/marketing/v1/item_promotion

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.marketing

```
{
   "name": "Volume pricing (Items)",
   "startDate": "2019-01-01T00:00:00.000Z",
   "endDate": "2019-01-31T23:59:59.000Z",
   "marketplaceId": "EBAY-US",
   "promotionStatus": "SCHEDULED",
   "promotionType": "VOLUME_DISCOUNT",
   "applyDiscountToSingleItemOnly": false,
   "inventoryCriterion": {
                "listingIds": [
                        "999999999999",
                        "999999999998"
                ],
                "inventoryCriterionType":
                "INVENTORY_BY_VALUE"
        },
```

Marketing API：批量购买折扣（Volume Pricing）

```
POST
https://api.ebay.com/sell
/marketing/v1/item_promotion

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.marketing
```

```
"discountRules": [
  {
        "discountSpecification": {
              "minQuantity": "1"
        },
        "discountBenefit": {
              "percentageOffOrder": "0"
        },
        "ruleOrder": "1"
  },
  {
        "discountSpecification": {
              "minQuantity": "2"
        },
        "discountBenefit": {
              "percentageOffOrder": "5"
        },
        "ruleOrder": "2"
        },
]
}
```

Marketing API 中发生了哪些变化？

Schema 变化

promotionType

注明所创建促销的类型。

VOLUME_DISCOUNT 必填

ORDER_DISCOUNT和 MARKDOWN_SALE 选填

applyDiscountToSingleItemOnly

使用Boolean标志注明折扣是适用于所有物品还是仅适用于多数量的单个物品。

VOLUME_DISCOUNT 选填(默认值为 false)

不适用于 ORDER_DISCOUNT 和 MARKDOWN_SALE

applyDiscountToSingleItemOnly = false

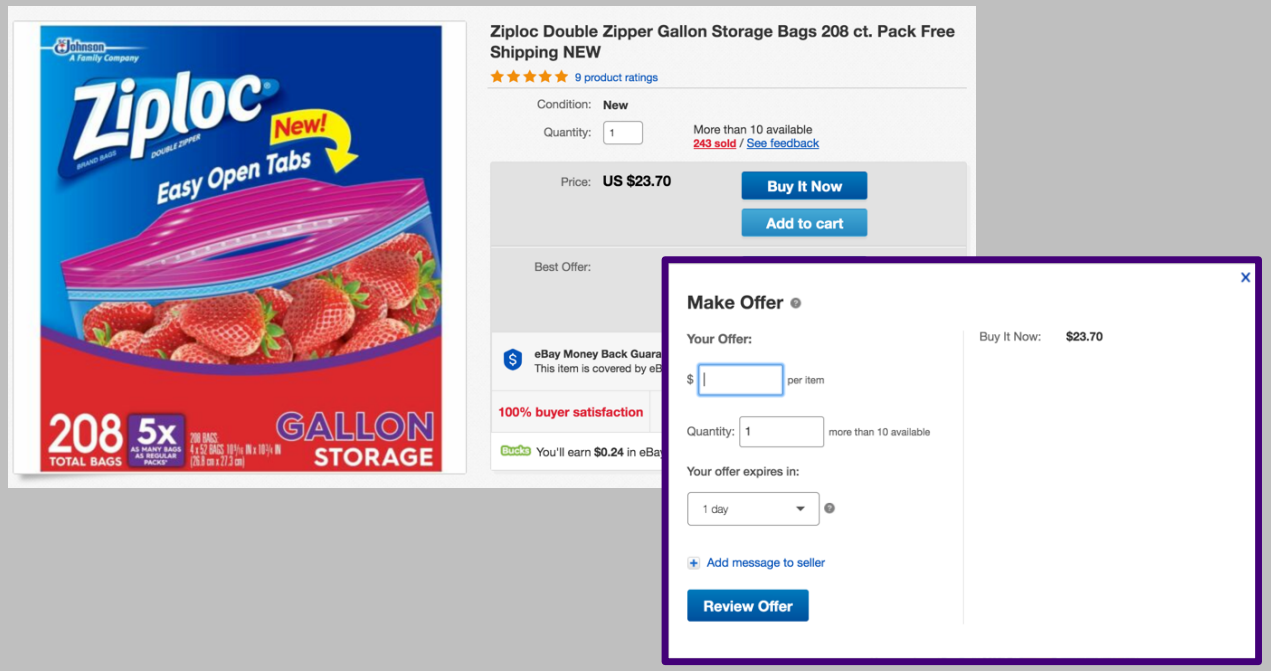
applyDiscountToSingleItemOnly = true

通过售卖API提高销售

议价 (Best Offer)

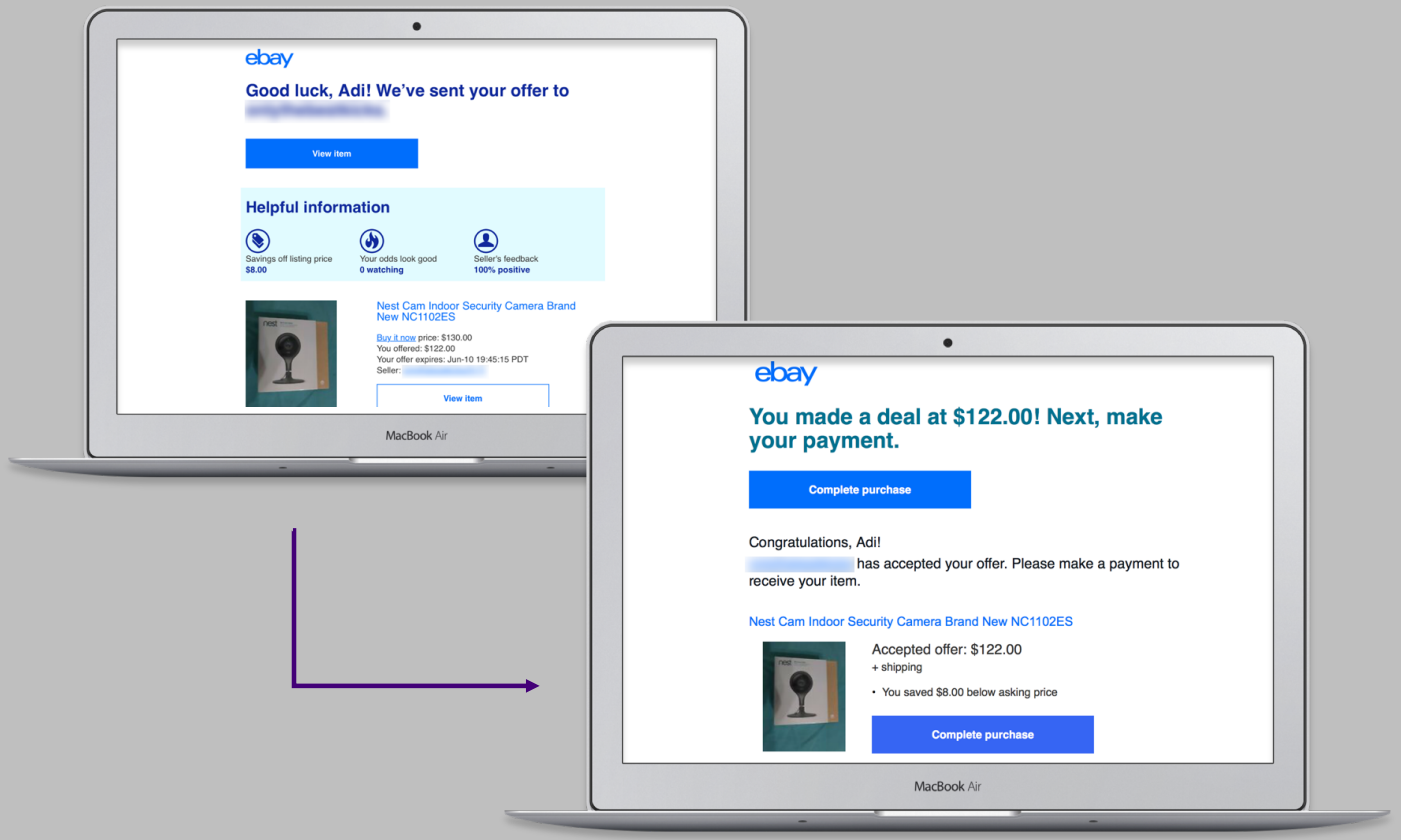
什么是议价 (Best Offer)?

以买家愿意支付的价格向卖家提供卖家可供出售物品的出价。



卖家决定是接受议价、拒绝议价还是还价。

使用议价 (Best Offer) 功能有哪些好处？



曝光率

买家被价值吸引 — 参与度和成交率将会提升。

自动规则

自动接受和拒绝阈值减少了手动干预的需要。

双赢

一笔不错的交易对买家和卖家而言是双赢！

适用于议价（Best Offer）功能的API

卖家可以向通过
Inventory API
或 Trading API创建的
物品刊登添加议价功能

Inventory API：议价 (Best Offer)

POST
https://api.ebay.com/sell
/inventory/v1/offer

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.inventory

```
{
        "sku": "3455632452345",
         "marketplaceId": "EBAY_US",
         "format": "FIXED_PRICE",
        "availableQuantity": 75,
        "categoryId": "30120",
        "listingDescription": "Lumia phone with a
                stunning 5.7 inch Quad HD display
                and a powerful octa-core
processor.",
         "listingPolicies": {
                "fulfillmentPolicyId":
"37967346010",
                 "paymentPolicyId": "37967344010",
                "returnPolicyId": "37967343010"
                },
        "pricingSummary": {
                "price": {
                        "currency": "USD",
                        "value": "272.17”
                },
```

Inventory API：议价 (Best Offer)

```
POST
https://api.ebay.com/sell
/inventory/v1/offer

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.inventory
```

```
"bestOfferTerms": {
            "bestOfferEnabled": true,
            "autoAcceptPrice": {
                "value": ”250.0",
                "currency": "USD"
            },
            "autoDeclinePrice": {
                "value": ”235.0",
                "currency": "USD"
            }
        },
    "quantityLimitPerBuyer": 2

}
```

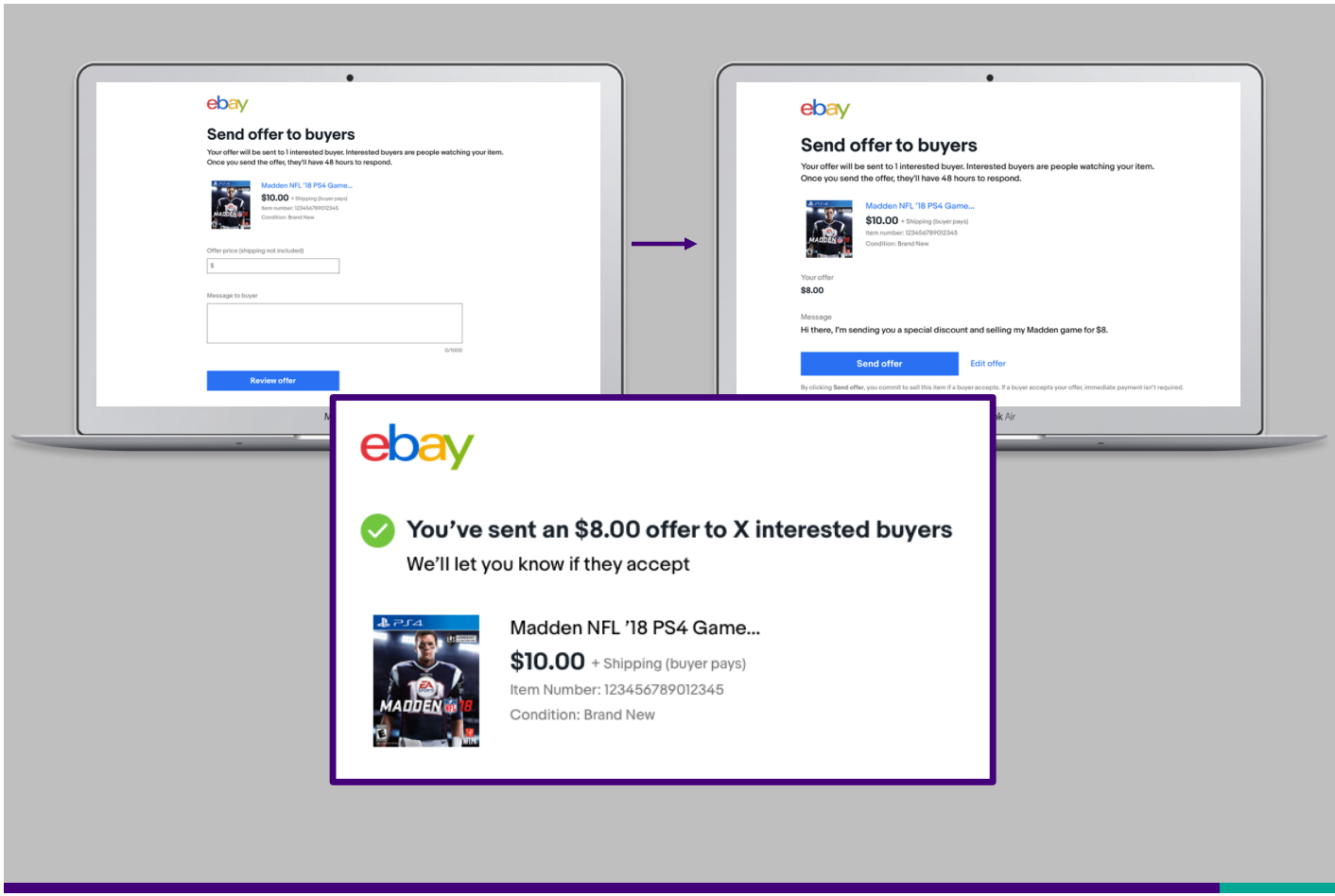
初步预览

向买家发送议价（Offers to Buyers）

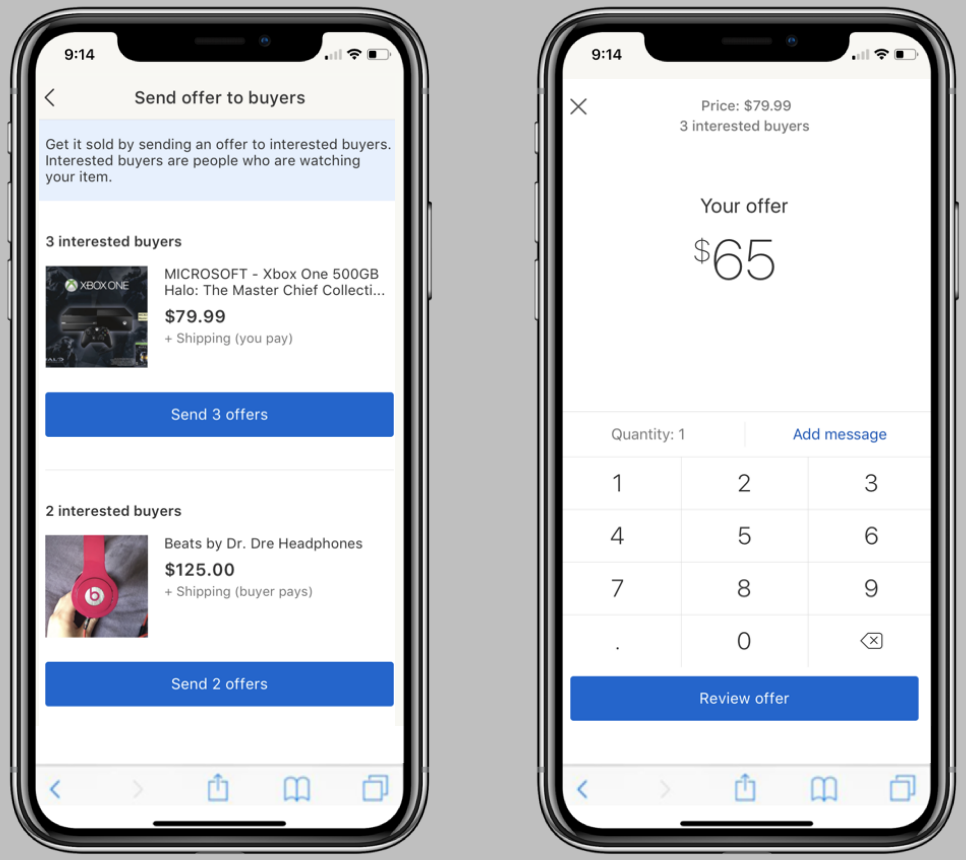
什么是向买家发送议价（Offers to Buyers）？

卖家可以向其物品的追踪者（Watcher)发送的议价信息

卖家设定价格，并向潜在买家发起议价



使用 “向买家发送议价”（Offers to Buyers）功能有哪些好处？



创造机会

激活可能已经在观望或在其他地方寻找物品的潜在买家。

控制销售

创造有针对性的机会来销售滞销商品，并更好地控制您的业务。

双赢

一笔不错的交易对买家和卖家而言是双赢！

Inventory API：向买家发送议价 (Offers to Buyers) – Q4

POST
https://api.ebay.com/sell
/negotiation/v1/send_offer_to_interested_buyers

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.inventory


```
{
  "offers": [
    {
      "message": "Hi there, I am sending you a special
discount on my Brand New Madden NFL'18 PS4 Game",
      "creationDate": "6/21/2019 10:13 AM",
       "initiatedBy": "greatebayer",
      "offeredItems": [
        {
          "quantity": "1",
          "listingId": "270010067293"
        }
      ],
      "offerPrice": {
        "value": “8",
        "currency": "USD"
      },
"buyer": {
        "username": "n***t",
         "maskedUsername": "true"
      },
      "offerStatus": "PENDING",
      "lastModifiedDate": "6/21/2019 10:13 AM",
     "offerId": "9654"
```

Inventory API：向买家发送议价信息（Offers to Buyers）

发布
https://api.ebay.com/sell
/negotiation/v1/send_offer_to_interested_buyers

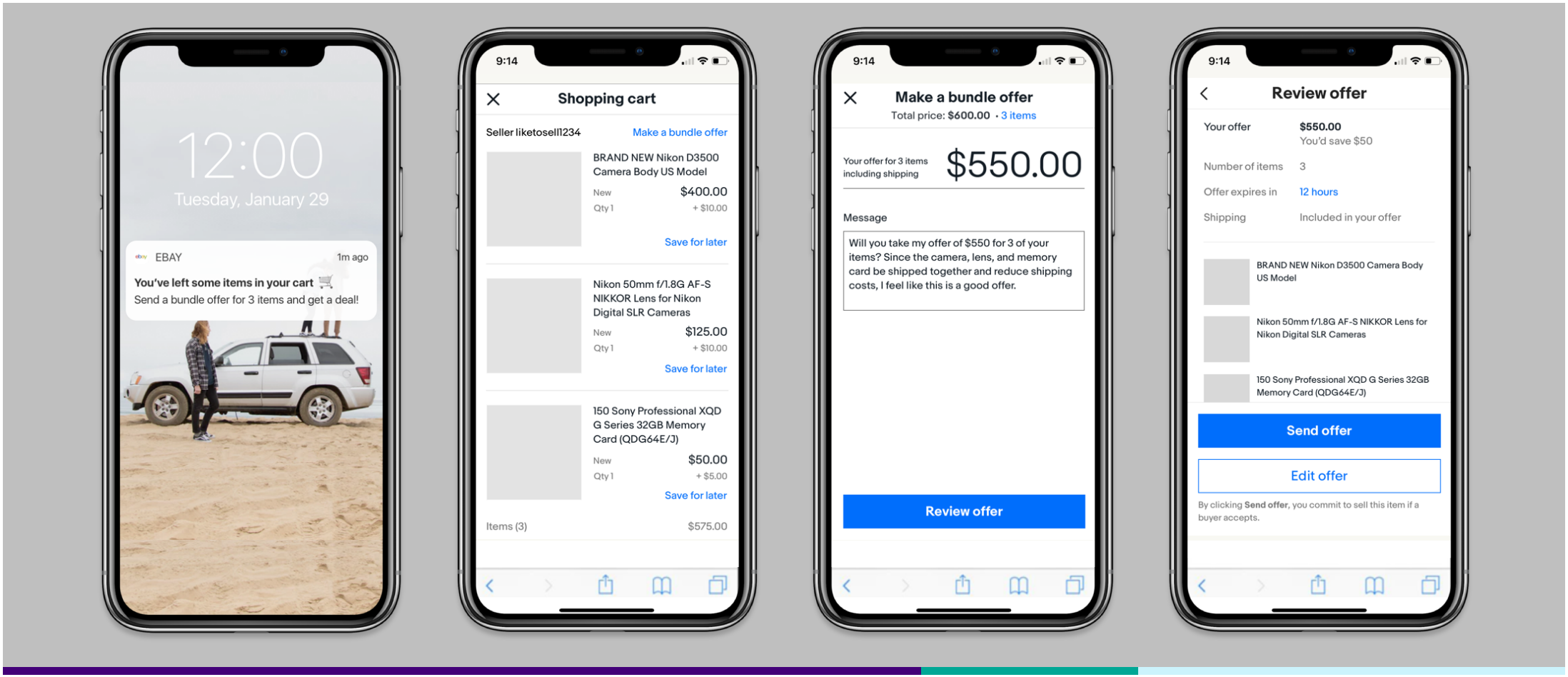
授权范围：
https://api.ebay.com/oauth/api_scope/
sell.inventory


```
{
 "offers": [
  {
   "message": "Hi there, I am sending you a special discount on my Brand New
Madden NFL'18 PS4 Game",
    "creationDate": "6/21/2019 10:13 AM",
    "initiatedBy": "greatebayer",
    "offeredItems": [
     {
      "quantity": "1",
      "listingId": "270010067293"
     }
    ],
    "offerPrice": {
     "value": “8",
     "currency": "USD"
    },
"buyer": {
     "username": "n***t",
     "maskedUsername": "true"
    },
    "offerStatus": "PENDING",
    "lastModifiedDate": "6/21/2019 10:13 AM",
   "offerId": "9654"
```

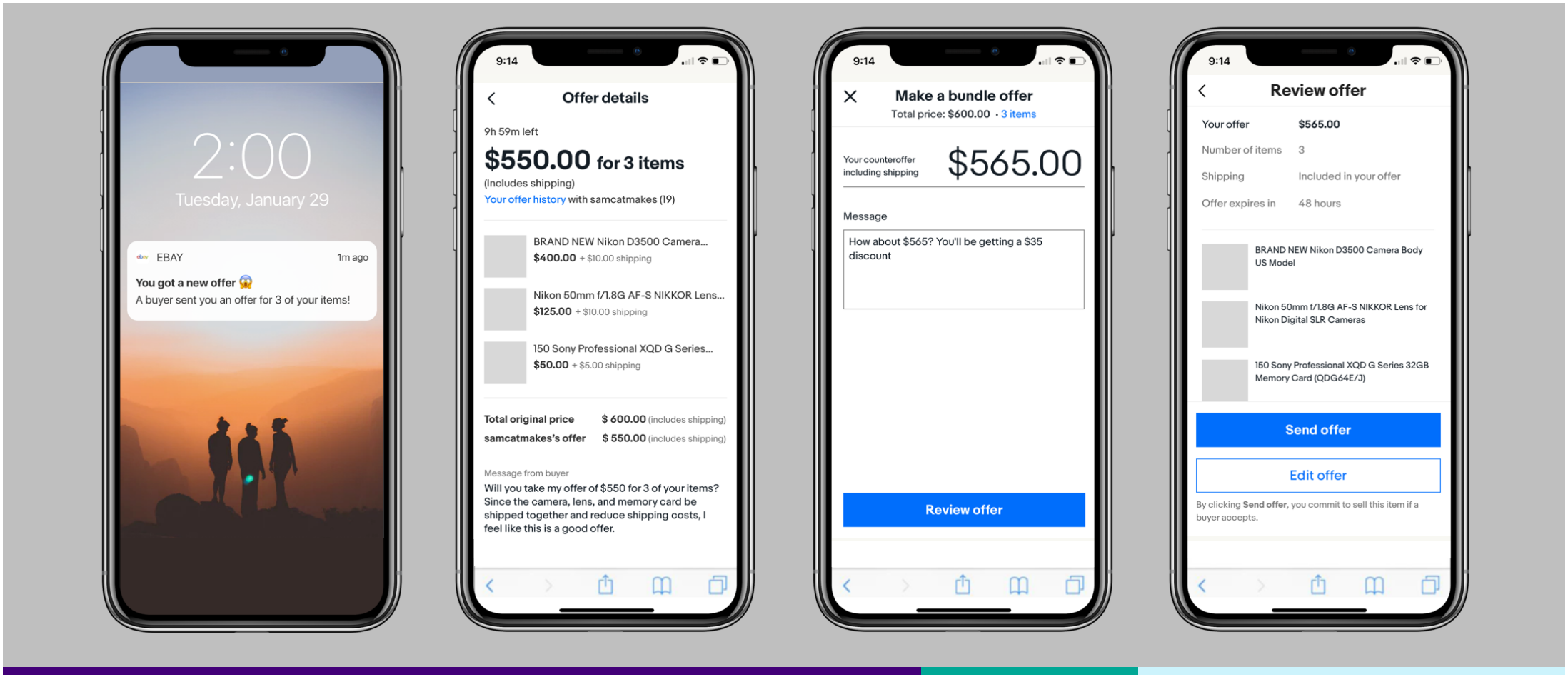
初步预览

购物篮议价 (Basket Best Offer)

什么是购物篮议价（ Basket Best Offer ）？



使用“购物篮议价”(Basket Best Offer功能有哪些好处？



演示

Marketing API
Volume Pricing

Inventory API
Best Offer

Negotiation API
Offers to Watchers

谢谢大家！

问与答