
What's New in Buying

Nicole Inouye
Director of Product Management,
Buyer Engagement & Personalization

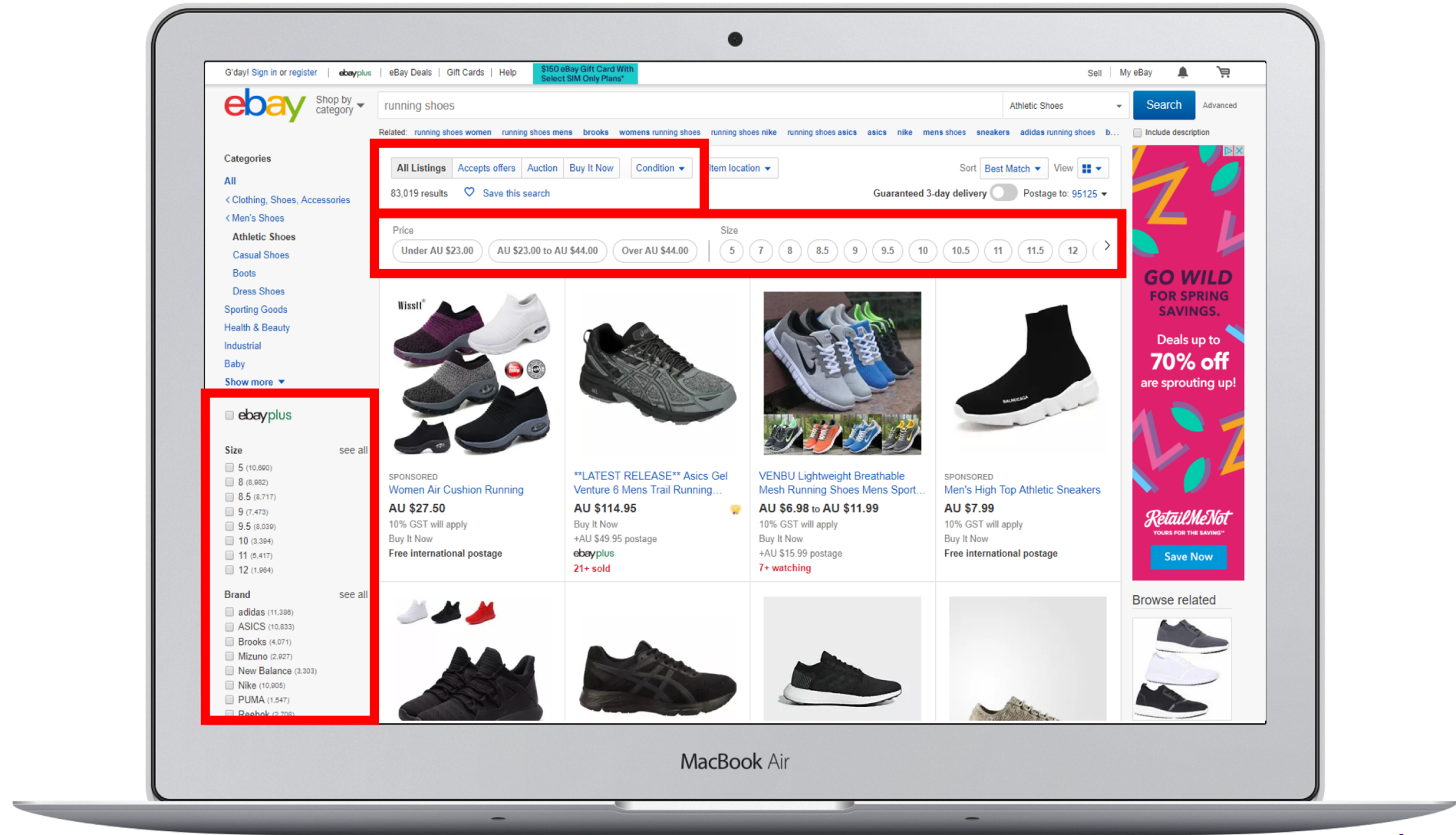
June 25, 2019

The eBay logo is displayed in a dark purple color, centered in the bottom right quadrant of the slide. The background of the slide is divided into several colored sections: a dark purple area on the left, a vertical bar with yellow, teal, and dark teal segments in the middle, and a light blue area on the right.

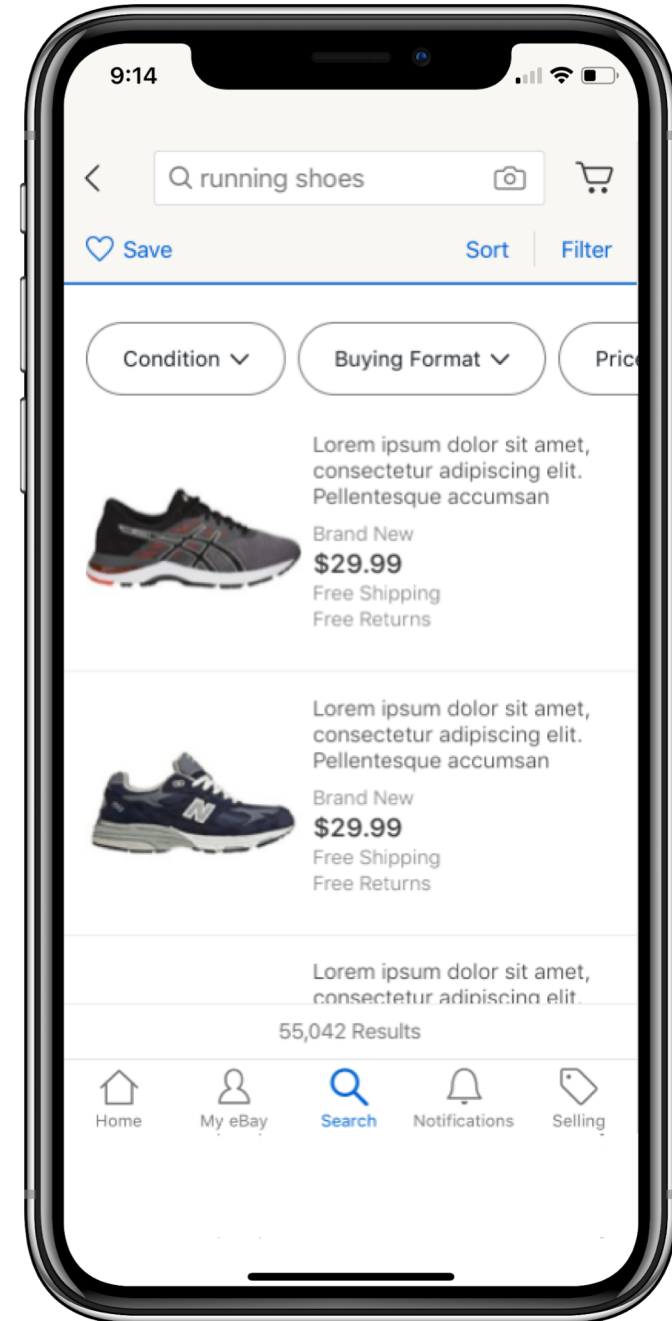


Search Experiences

Refine by Item Specifics



Refining Search Results



Search Results for New Customers

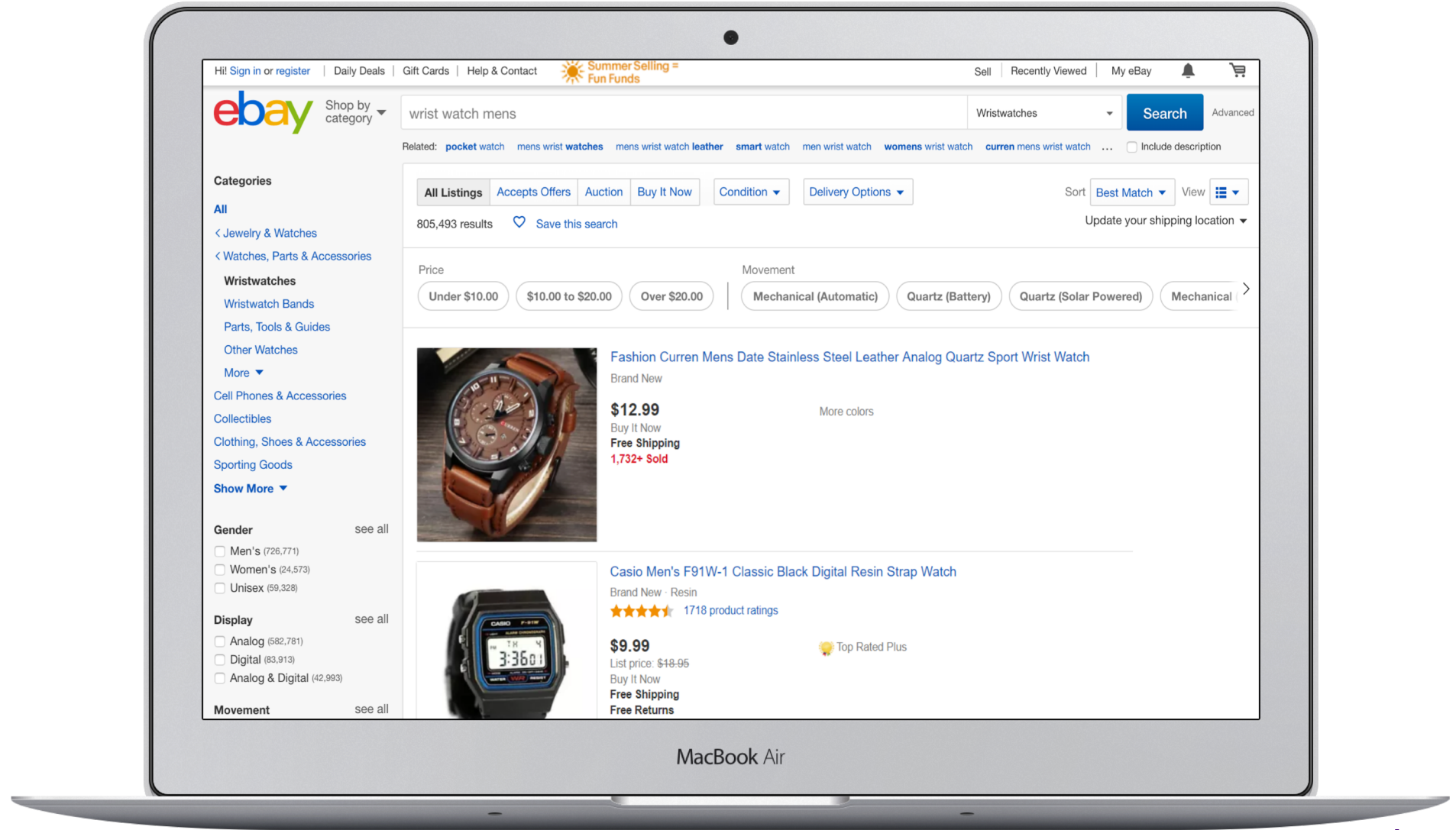
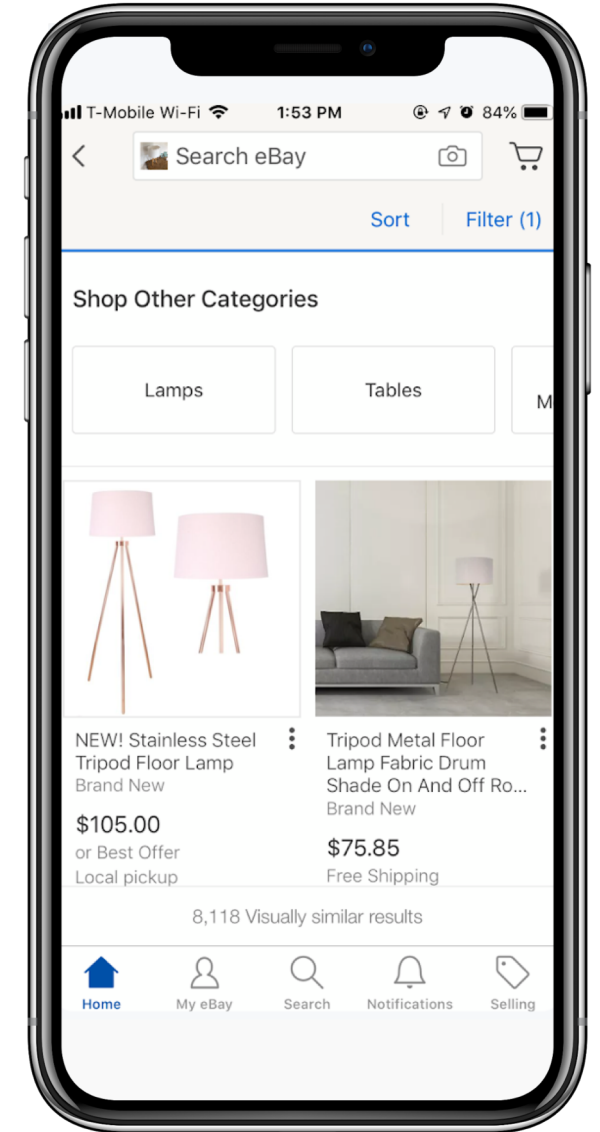
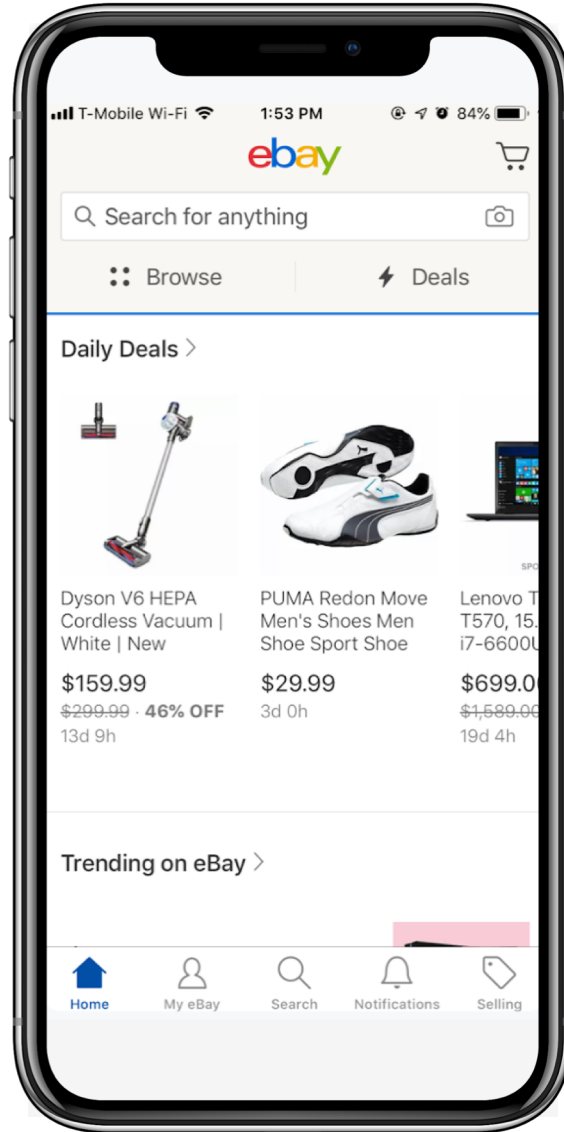
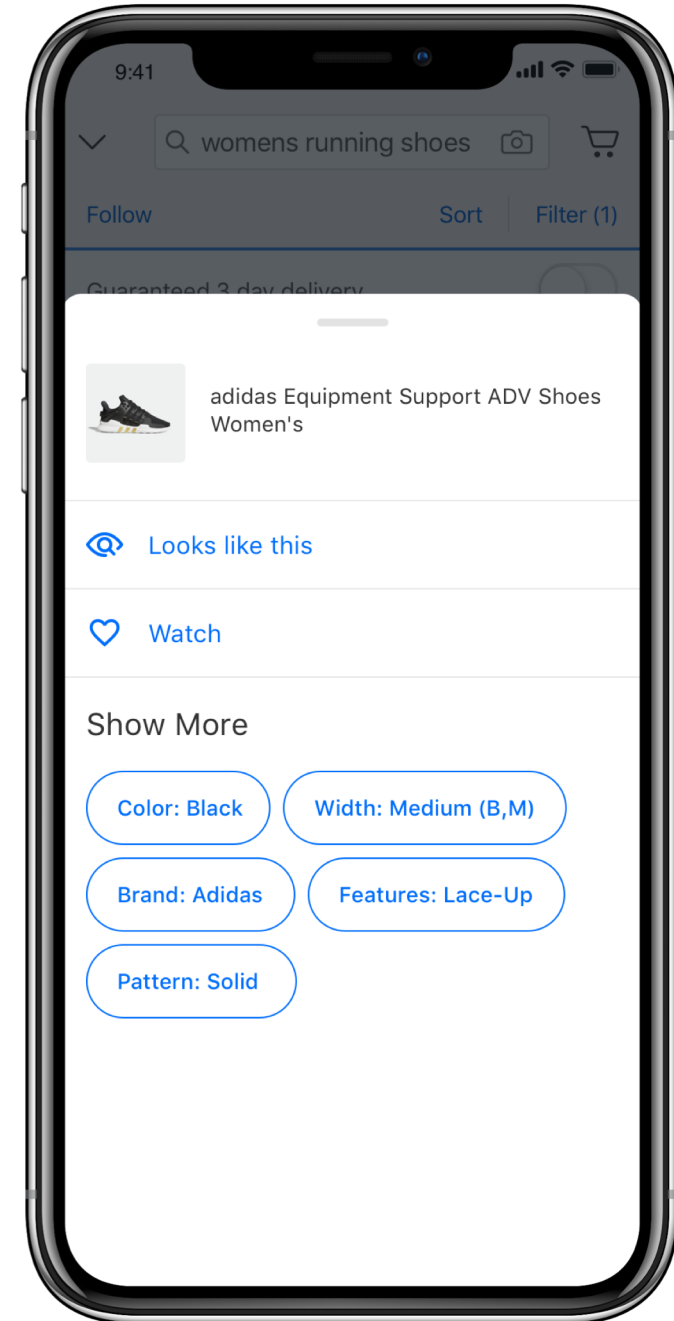


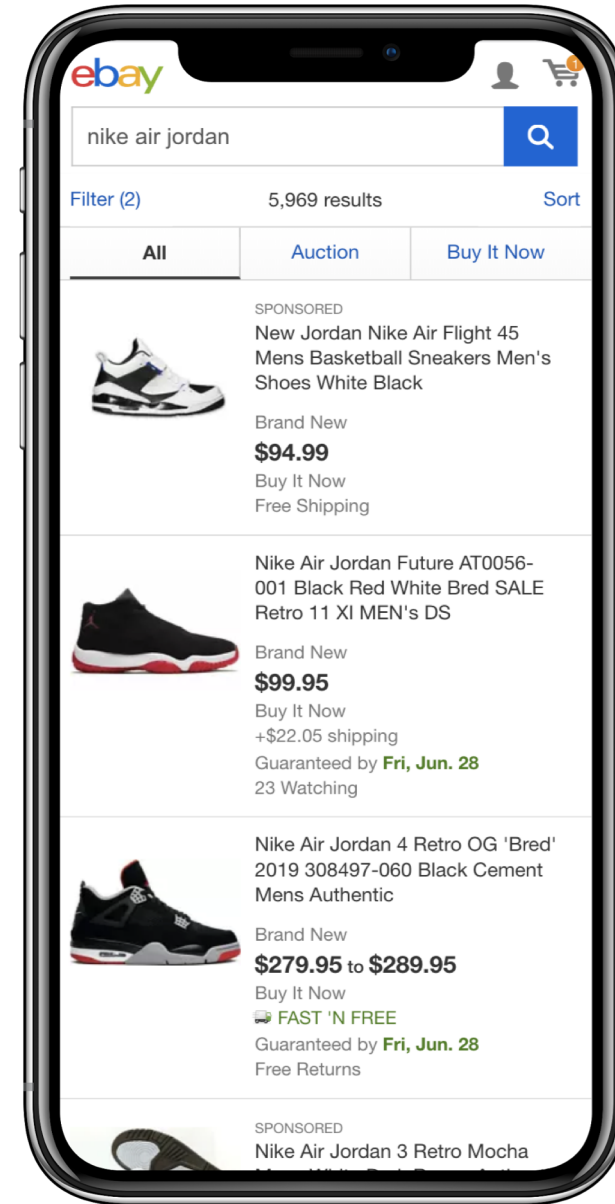
Image Search



Search by Item Specifics



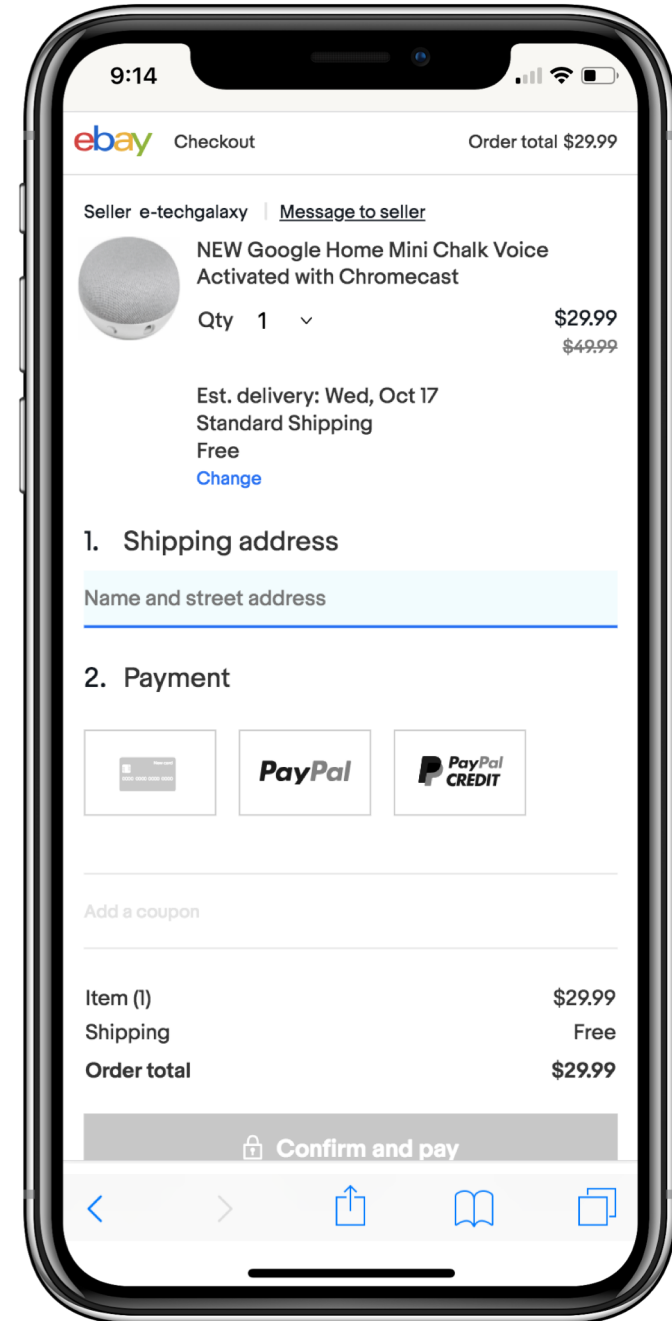
Promoted Listings on Search



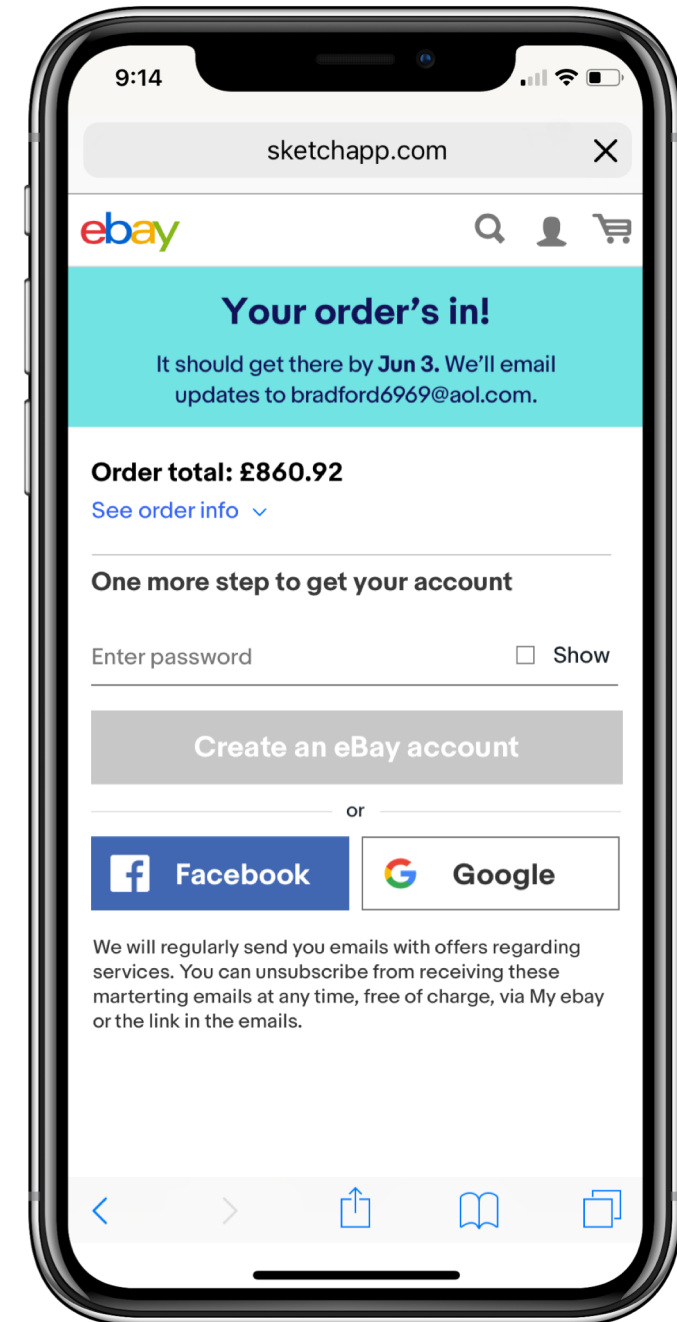


Improved Buying Experiences

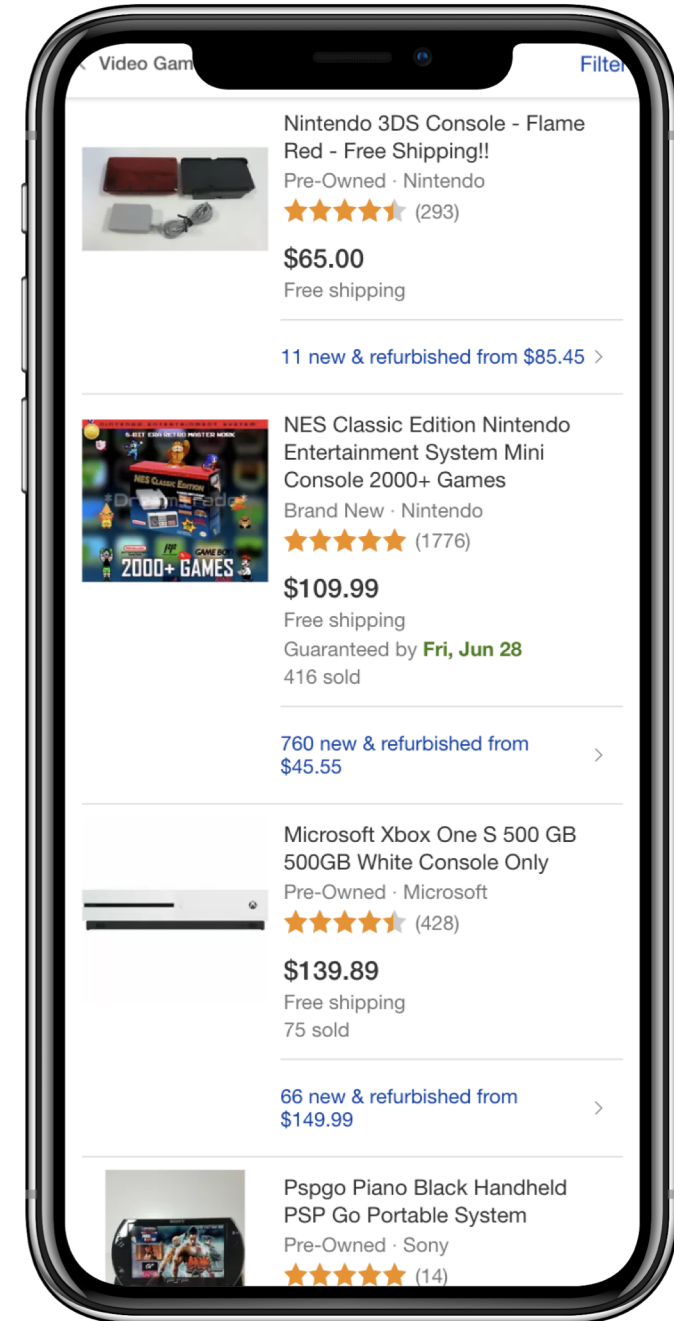
Guest Checkout



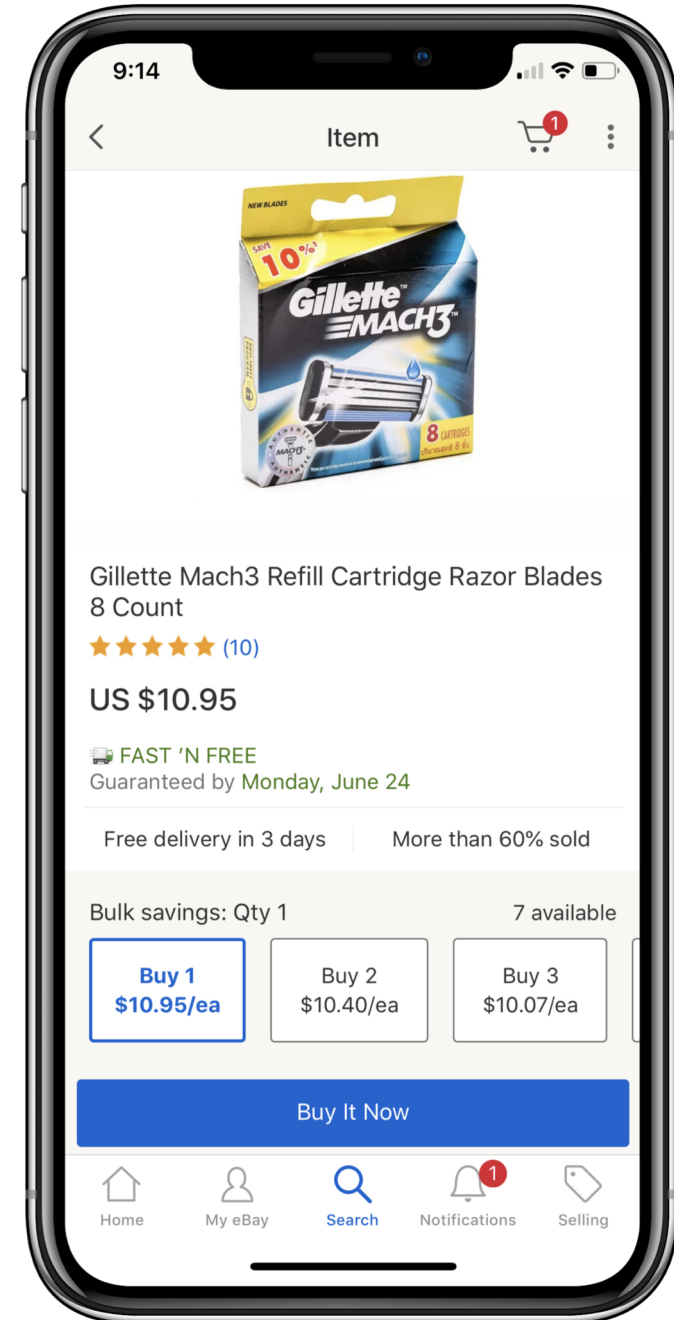
Guest to Member Upgrades



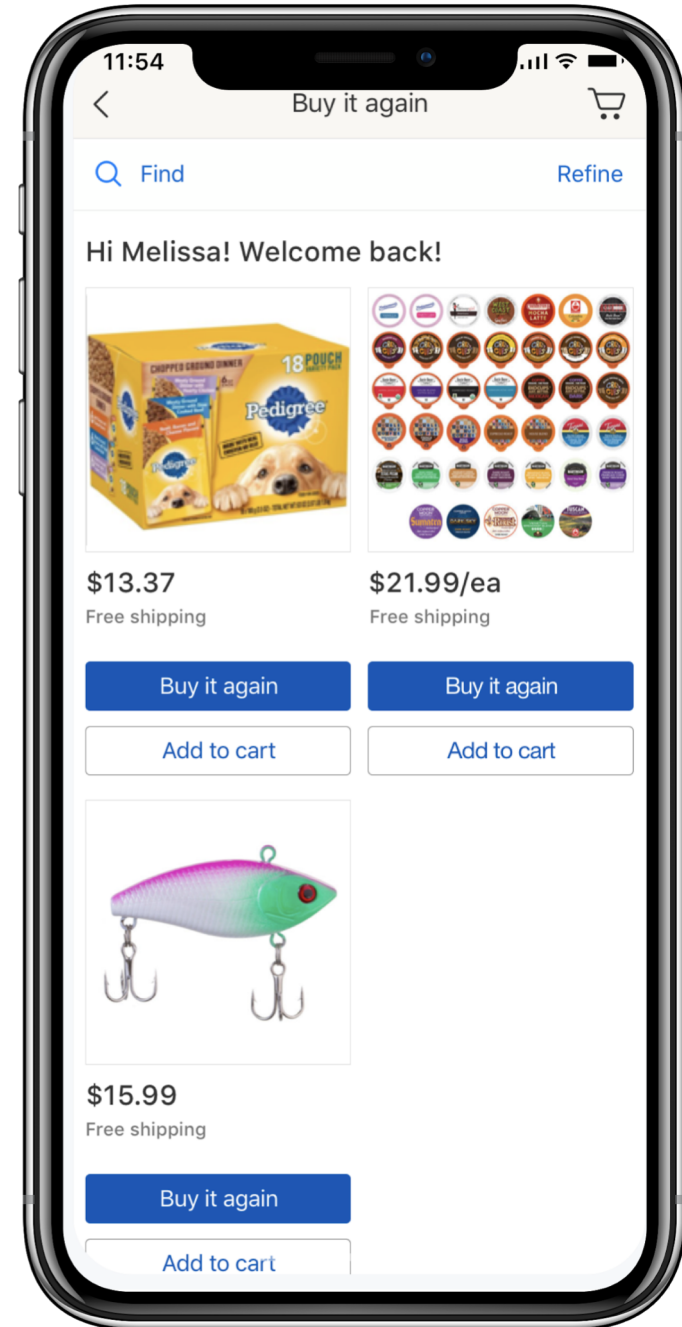
Compressed Browse Pages



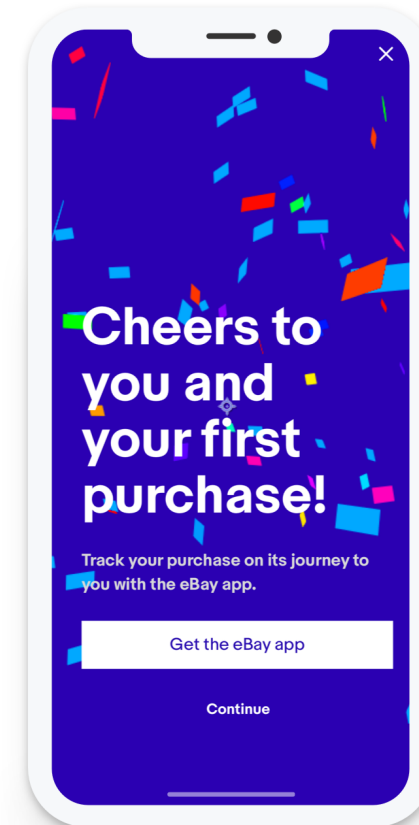
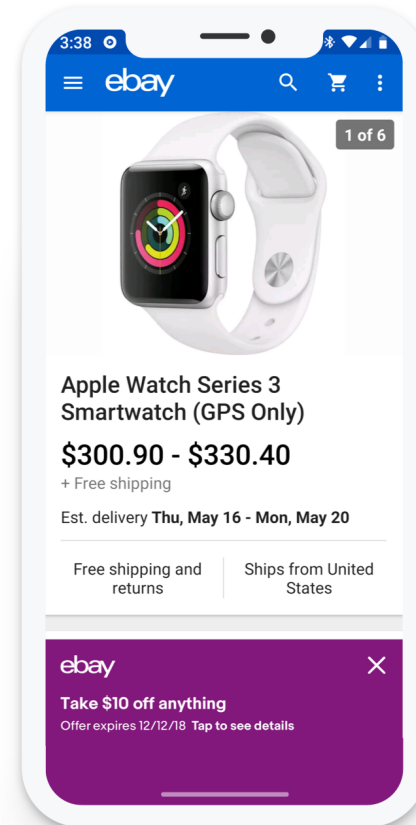
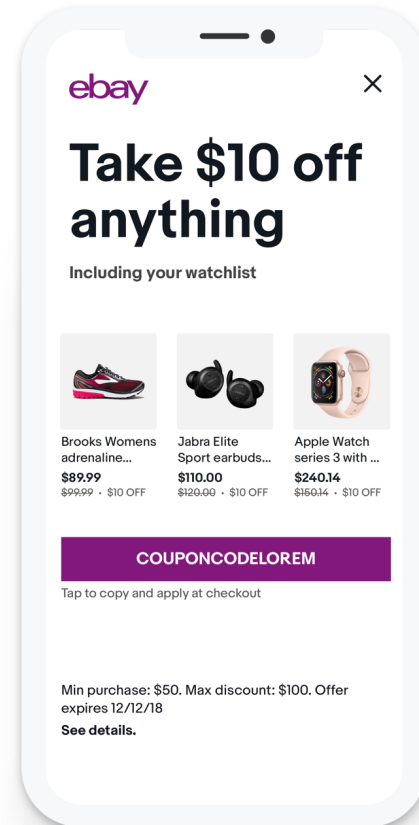
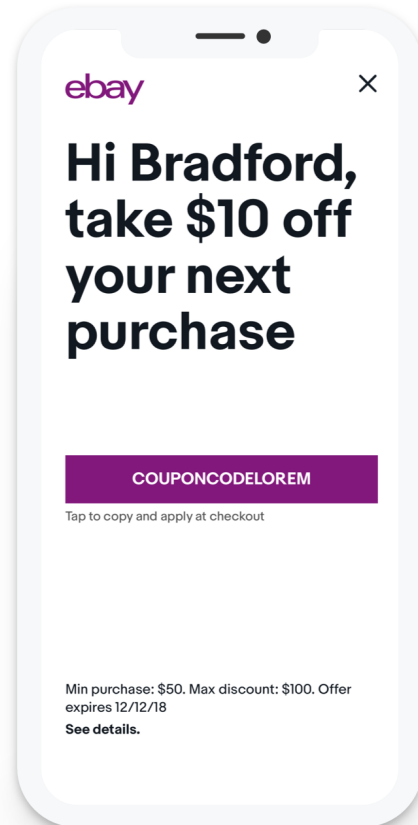
Volume Discounts



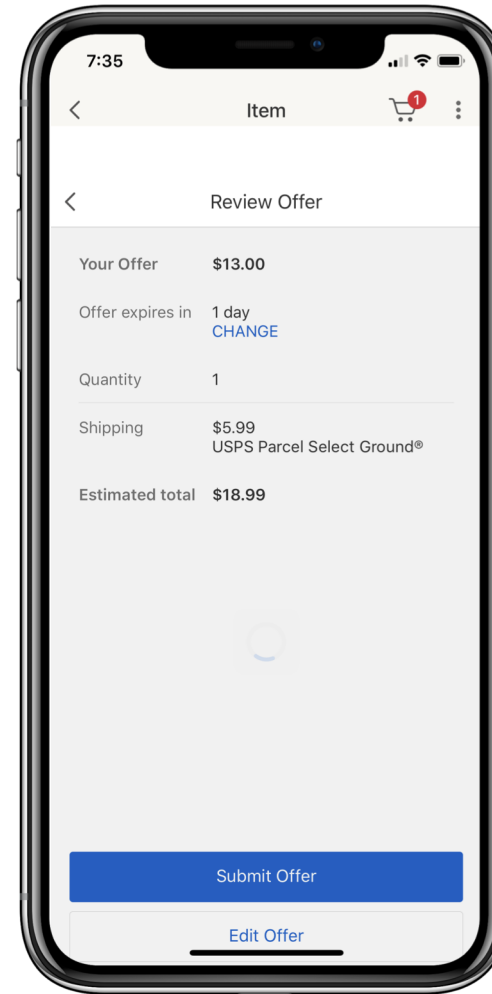
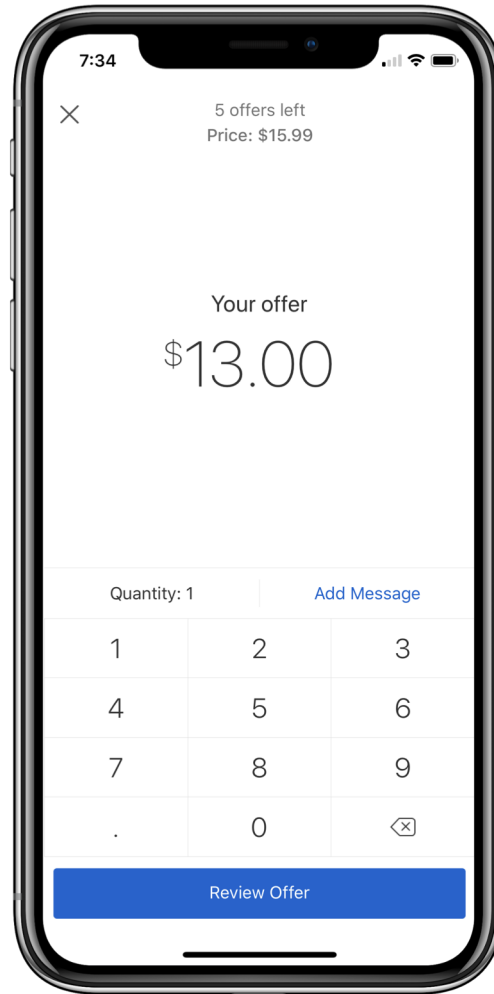
Buy it Again



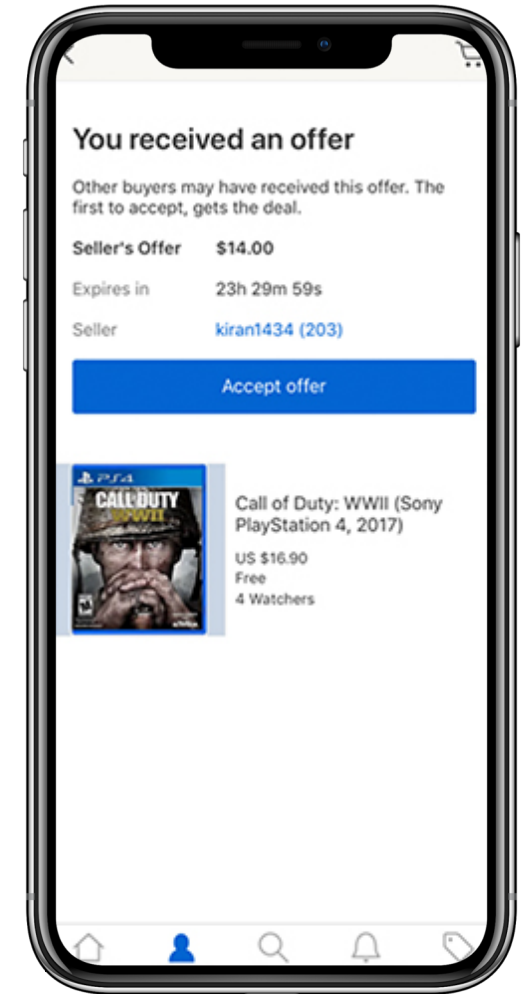
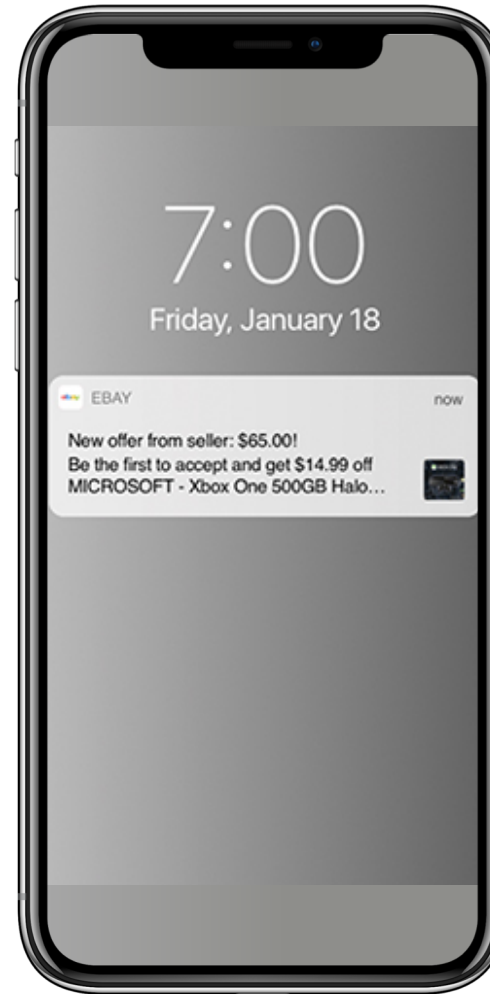
Coupons



Best Offer

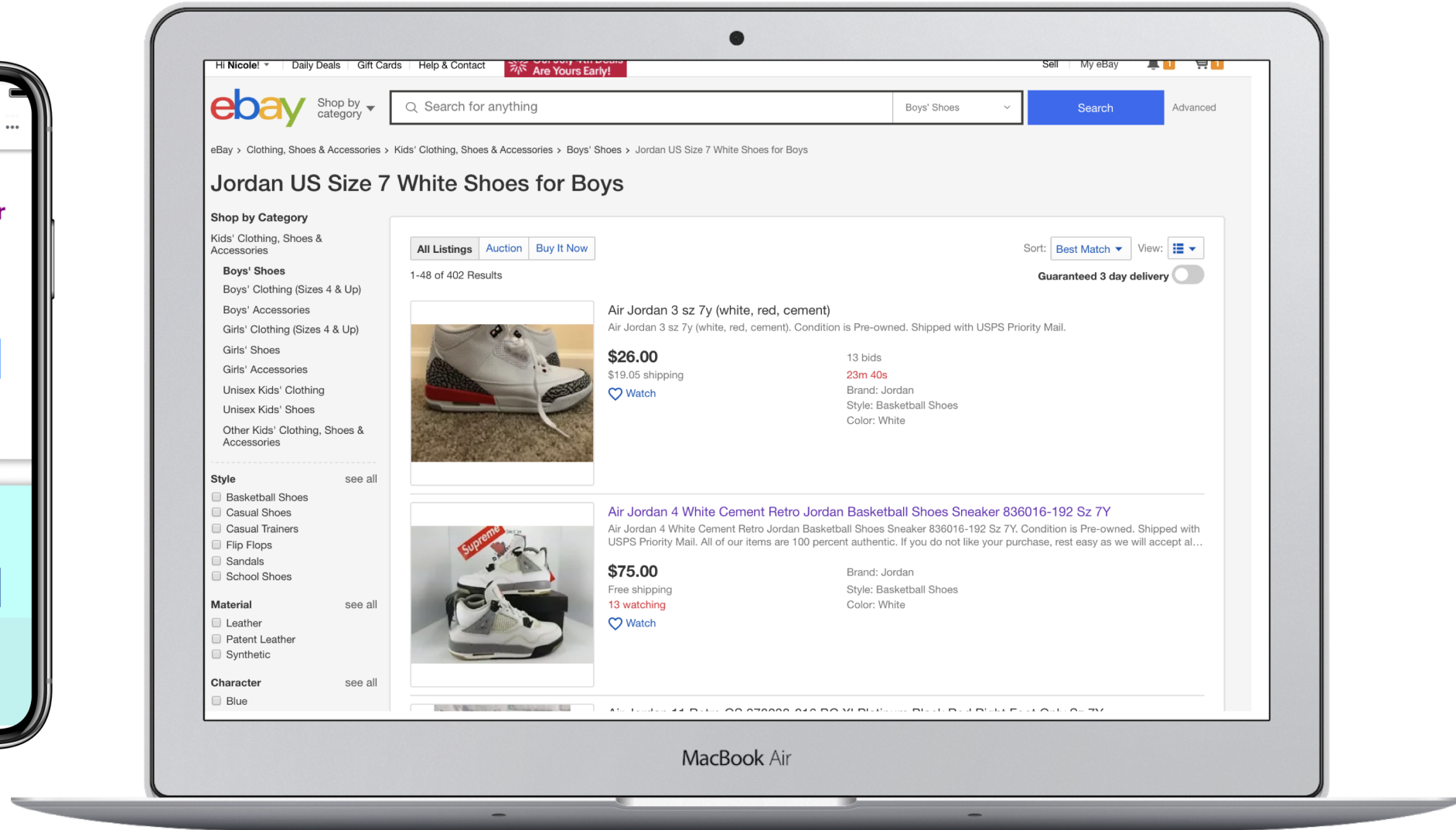
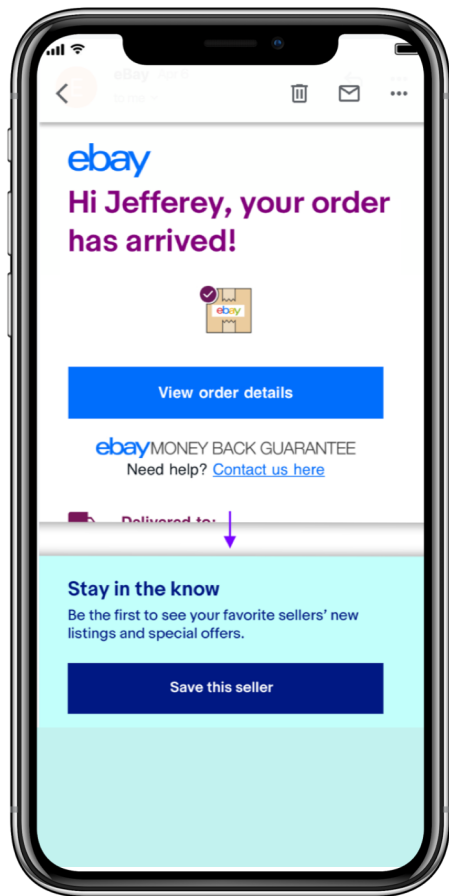


Offer to Buyers

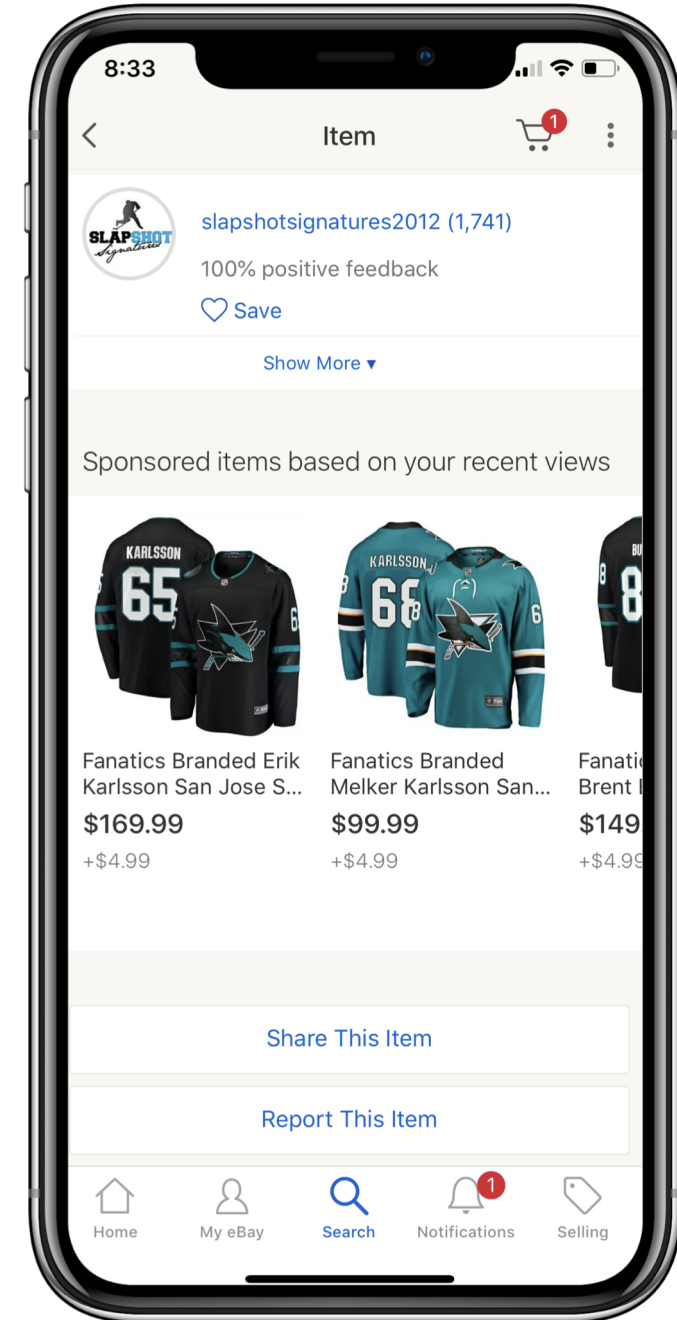


Personalized Experiences

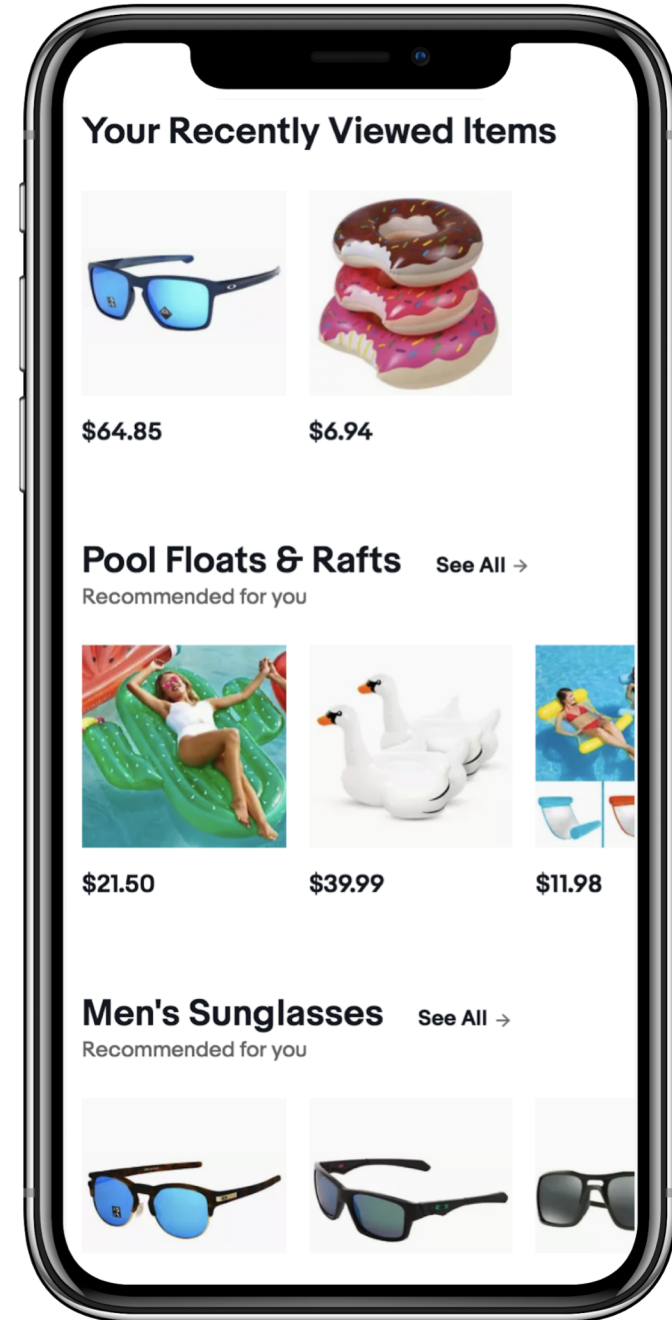
Improved Watching and Saving



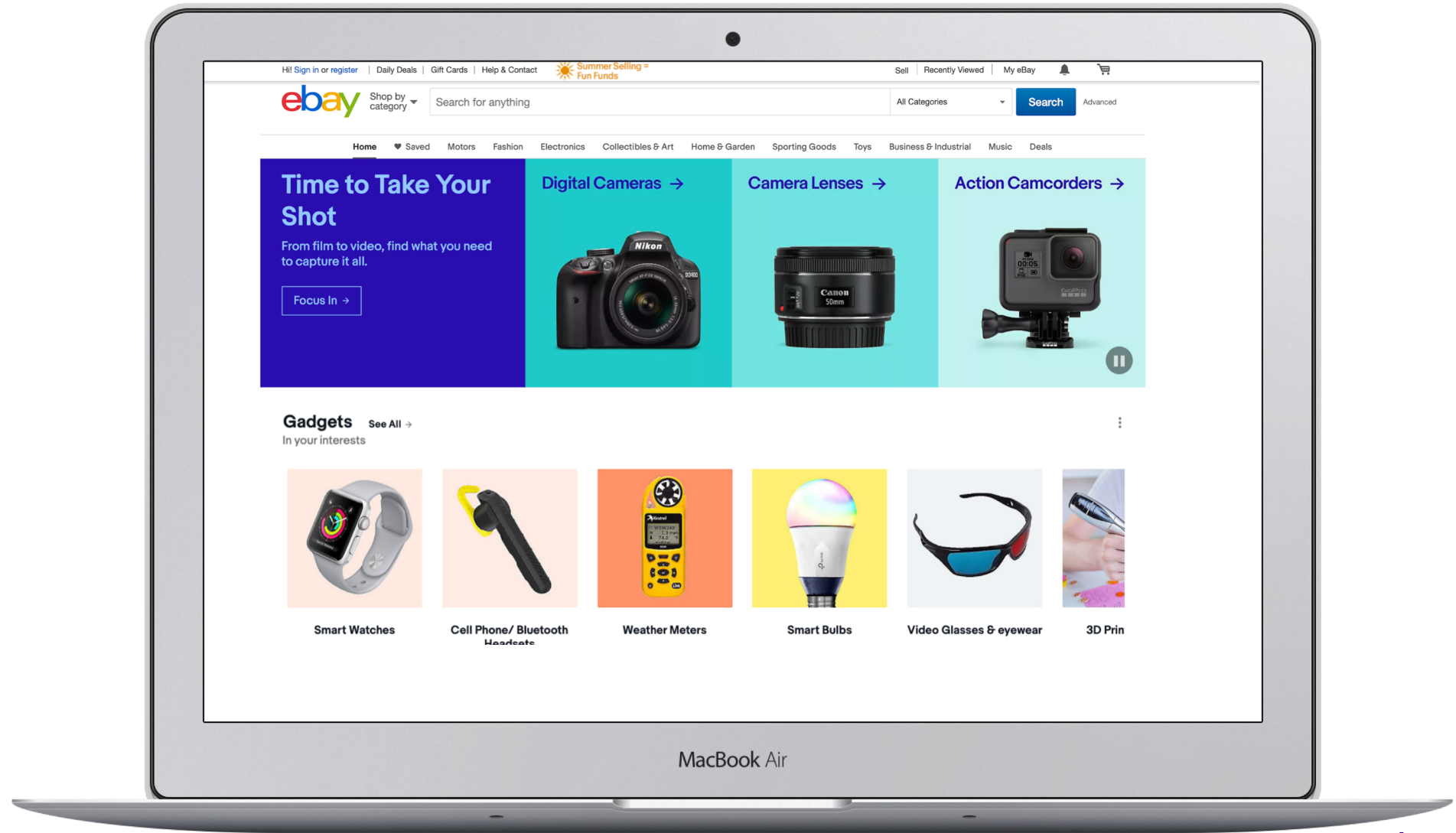
Personalized Promoted Listings



Guest Personalization



Improved Home Page Personalization



Trending in Your Interests

The image shows a MacBook Air laptop displaying an eBay advertisement. The ad is divided into two main sections. The top section is titled "Trending: Game of Thrones Adidas Ultra Boost" and includes a "See All" link. Below the title, it says "For you in: Men's Sneakers". This section features six product cards, each with an image of a sneaker and its price range. The bottom section is titled "Crave-Worthy Brands. Indulge-Worthy Prices." and features seven circular icons representing different luxury brands, each with a discount offer. The eBay logo is visible in the bottom right corner of the laptop screen.

Trending: Game of Thrones Adidas Ultra Boost | See All →
For you in: Men's Sneakers

Product Image	Price Range
	\$214.99 to 259.99
	\$239.99 to \$269.99
	\$399.62
	\$209.99
	\$239.99
	\$229.99

Crave-Worthy Brands. Indulge-Worthy Prices.

Brand/Item	Discount Offer
Rolex	Up to 30% Off
Louis Vuitton	Up to 20% Off
Patek Philippe	Up to 10% Off
Burberry	15% Off
David Yurman	Up to 30% Off
Chanel	Up to 20% Off
Fine Jewelry	Up to 70% Off

MacBook Air

ebay



Thank you!

Q&A

eBay Connect 2019

June 25-26, 2019

ebay