

# Product-Based Shopping Experience Playbook

---

## At a glance

- eBay is moving towards a Product-Based Shopping and Selling Experience in 2018.
- Sites impacted: US, UK, AU, and CA [English].
- Listings for select brands in specific categories will require association with an eBay catalog product starting in May 2018.
- Starting in August 2018, the requirement to create/revise a listing against an eBay catalog product will be applied to entire categories, and not just select brands within a category.
- eBay is releasing new functionality via API and UI to support this requirement.

## Table of Contents

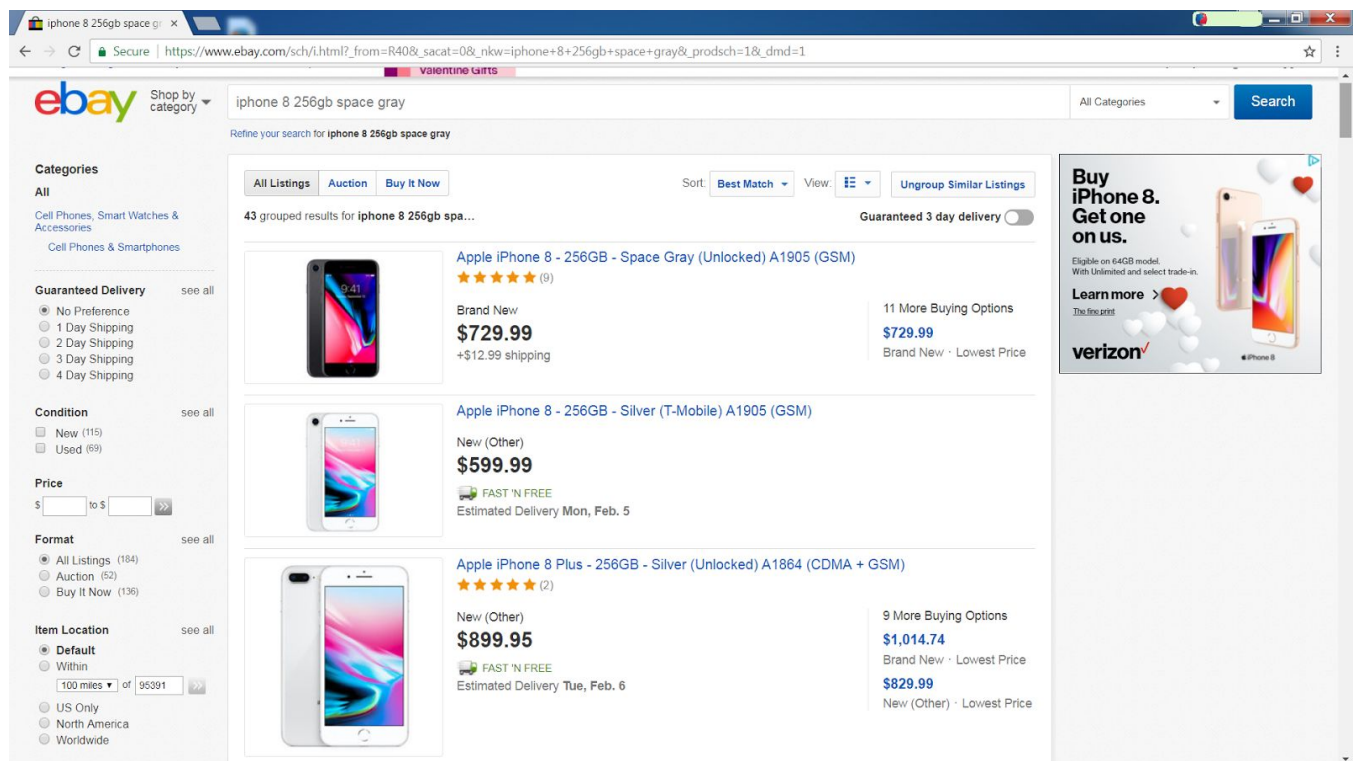
- [Shopping Experience](#)
- [Product-Based Selling - Wave 1](#)
- [Timeline and Highlights for Wave 1](#)
- [Affected Categories/Brands for Wave 1](#)
- [Requirements for Listing Against an eBay Catalog Product](#)
  - [Recommended Workflow](#)
  - [Behavior of GetCategoryFeatures and GetCategorySpecifics](#)
  - [Creating/Revising Listings with a Catalog Product](#)
    - [Creating Listings with a Catalog Product in the Trading API](#)
    - [Revising Listings with a Catalog Product in the Trading API](#)
    - [Creating Listings with a Catalog Product in the Inventory API](#)
    - [Revising Listings with a Catalog Product in the Inventory API](#)
- [Notes on Multiple-Variation Listings](#)
  - [Creating/Revising a Multiple-Variation Listing with Trading API](#)
  - [Creating/Revising a Multiple-Variation Listing with Inventory API](#)
- [Product-Based Selling - Wave 2](#)
- [Timeline and Highlights Wave 2](#)
- [FAQs](#)

## Shopping Experience

eBay is transforming the Shopping Experience to make it easier to browse and find the items buyers are looking for. This will be a Product-Based Shopping Experience vs the current Listing-Based Experience. The result will be a pleasant and consistent buying experience with improved conversion rate and better search engine optimization both on and off eBay.

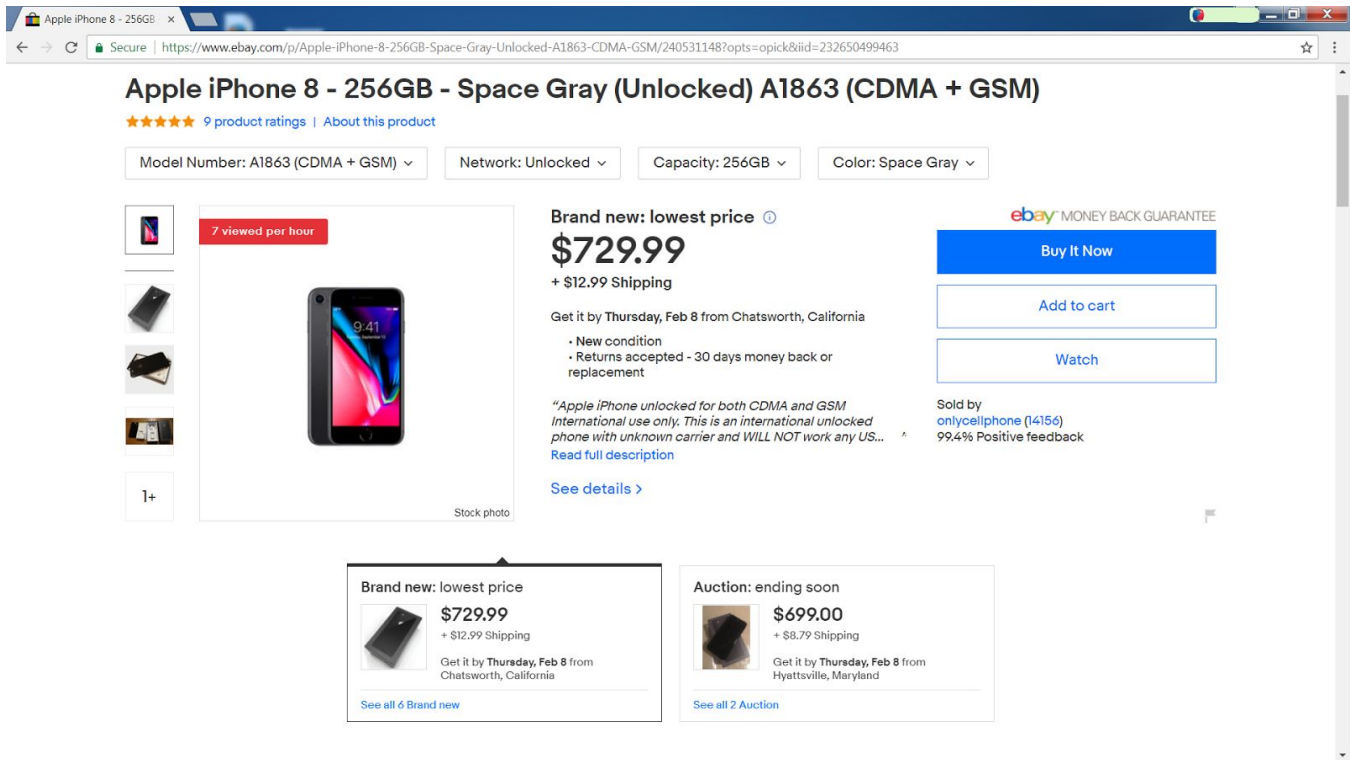
You can experience an early version of the Product-Based search today by selecting **Group Similar Listings** at the top of an eBay Search Results Page [currently on US, UK, AU, DE sites only.] Selecting this for a search that contains highly commoditized items such as iPhones will group individual listings into products. Selecting one of these products will display eBay's Product Page which rolls up all listings for that product into a consolidated view. The product information on this page comes from the eBay catalog, but the seller's item description is just a click away via **See details**.

Examples of a Product-Based Search Results Page and the Product Page for an iPhone 8 are shown below:



**Figure 1: Search Results Page with Product-Based Listings**

If the user selects one of these product cards, that particular one will be loaded into an eBay product page, as shown below:



**Figure 2: eBay Product Page for iPhone 8**

eBay will be rolling out new versions of this experience in the US, UK, AU, and CA (English) sites throughout 2018 and making it the default experience in some search results in coordination with new seller requirements as described below.

## Product-Based Selling - Wave 1

In order to expand the Product-Based Shopping Experience to every category, eBay's ultimate goal is for every listing to be associated with a product in the eBay catalog. This will enforce consistency across all listings for each product, meaning each listing will have the same product information and relationship to other products.

eBay will begin requiring that certain listings adopt eBay catalog data beginning with Wave 1 in May 2018. In Wave 1, sellers will be required to list against an eBay catalog product for specific brands within a select number of eBay categories. eBay is manually curating these products in the eBay catalog to ensure that the images, titles, descriptions, GTINs, and all other specifics are 100% accurate. See the [Affected Categories/Brands for Wave 1](#) table below for the full list.

Sellers listing these category + brands will be required to associate their listings with the eBay catalog data. This will apply to all item conditions and listing formats. To create a new listing, or to revise an existing listing against an eBay catalog product, the seller must either provide an eBay Product ID (also referred to as an ePID), or a GTIN (UPC, ISBN, EAN) at list/revise/relist time. If a GTIN is used, eBay will

attempt to match that GTIN to a product in our catalog. If eBay cannot find a 1:1 match in our catalog, the create/revise action will fail and the seller will need to try again with a different GTIN or an ePID.

eBay recommends that our partners start their workflow by searching the eBay catalog for the product and listing with the correct ePID as this will ensure the listing is successfully associated with the right product. See the [Recommended Workflow](#) section below.

**NOTE:** *Listings with variations [aka MSKU or Multi-SKU] will require a GTIN for each variation. There will be no method to supply an ePID for variations. See the [Notes on Multiple-Variation Listings](#) section for more information.*

Sellers will be able to continue to supply their own unique photos and relevant item specifics to a listing in addition to the photos and item specifics that are sourced from the eBay catalog data. Note that a seller will not be able to modify the value of an item specific that is defined in a catalog product. If a seller adds one or more of their own photos, the View Item page for the listing will only show the seller-provided photo(s) and not the stock photo. However, the Product Page will show both the stock and seller-provided photos.

## Timeline and Highlights for Wave 1

### February 2018

- **Catalog API** released for testing in Sandbox environment
- The **GetCategorySpecifics** call updated in Sandbox environment to return a flag to indicate if a product brand within a category enforces catalog product-based listings
- Sandbox environment will include enforcement on product-based category + brands

### March 2018

- **Catalog API** rolls out to Production environment.
- Sellers will start getting notified of non-compliant listings by various means such as My eBay Messages, by email, and in Seller Hub.
- A new **Compliance API** is scheduled to be released in mid-March 2018; with this API, sellers will be able to retrieve non-compliant listings and data by listing ID, SKU value, compliance due date, and other filters. Listings that will require eBay product adoption will be returned as non-compliant.

### May 2018

- The **GetCategoryFeatures** and **GetCategorySpecifics** changes roll out to Production environment.
- Enforcement will begin in Production. Sellers will be required to use a catalog product to list products that are included in the Wave 1 mandate. MSKU listings will require a GTIN for each variation in the Wave 1 category + brands.

## Affected Categories/Brands for Wave 1

The eBay Categories/brands affected by Wave 1 include the following. Please note that this list is subject to change before the May 2018 release:

Category Name	Category ID	Brand	Product Examples
Air Purifiers	43510	Dyson	Pure
Audio Docks & Mini Speakers	111694	Jawbone*	Jambox*
Humidifiers	71240	Dyson	AM Humidifier
Internet & Media Streamers	168058	Amazon	Fire Stick
Internet & Media Streamers	168058	Apple	TV
Internet & Media Streamers	168058	Google	Chromecast
Internet & Media Streamers	168058	Roku	Premier/Express/1/2/3/4
Portable Fans	20612	Dyson	AM Cooling Fan
Programmable Thermostats	115949	NEST*	Thermostat*
Space Heaters	20613	Dyson	AM Fan Heater
Voice-Enabled Smart Assistants	184435	Amazon	Echo
Voice-Enabled Smart Assistants	184435	Google	Home
Cell Phones	9355	Apple	iPhones
Tablets	171485	Apple	iPads
* Not required in UK or AU			

## Requirements for Listing Against an eBay Catalog Product

The Product-Based selling mandate will apply to all APIs, selling flows, listing tools, and item conditions. If the listing category and brand is included in the mandate, the seller must create new listings or update existing listings to associate them with a product in the eBay catalog. If the applicable category and brand is not included in the mandate, listing with a product in the eBay catalog product is not a requirement. However, the seller can and should still create and revise their listings with a product in the eBay catalog if a matching product record exists for their item. The following diagram and recommended workflow give an overview of the process involved to find the correct catalog product, then create/revise a listing based on this catalog product.

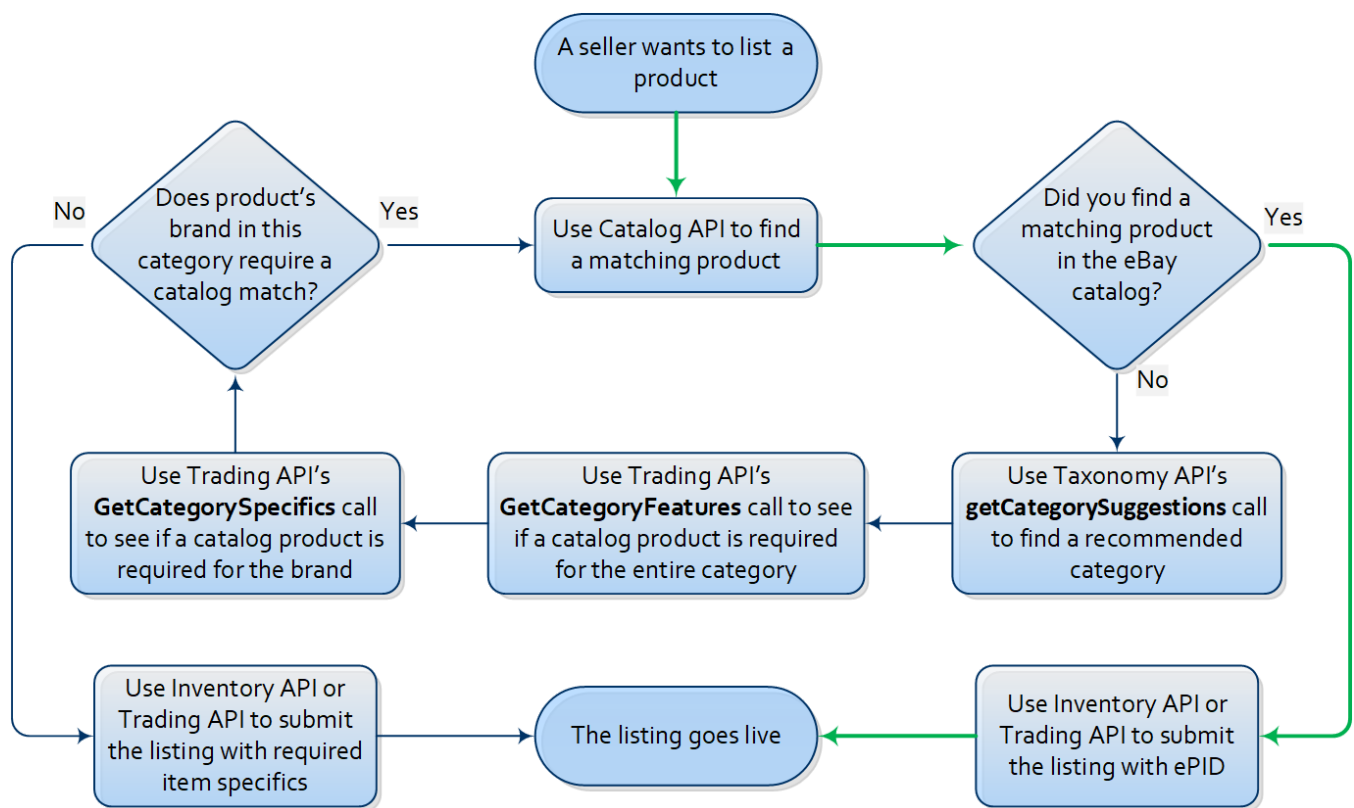


Figure 3: Finding and Listing with a Catalog Product

## Recommended Workflow

### Step 1

- Use the **search** call in the new **Catalog API** to search the eBay catalog for your product. The call will support search by GTIN, Brand + MPN, or by keywords. If you are already integrated with the **FindProducts** call of the **Shopping API**, you can still use that call, but this call only allows a keyword search. Below is an example of a keyword search in the **Catalog API**:

GET

[https://sandbox.api.ebay.com/commerce/catalog/v1\\_beta/product\\_summary/search?q=iPhone%20%20Space%20Grey%20256GB](https://sandbox.api.ebay.com/commerce/catalog/v1_beta/product_summary/search?q=iPhone%20%20Space%20Grey%20256GB)

- If your product is found, capture the eBay Product ID (ePID), and then go to **Step 5**.
  - **Note:** *If multiple products are returned with the **search** call, and you are unable to decide which is the correct product based on the data that is returned, you can use the **productWebUrl** field in the response to view the product details on the eBay site. The **getProduct** call of the **Catalog API** also returns full details on each product.*
- If your product is not found, go to **Step 2**.

## Step 2

- If you don't know the eBay **CategoryID** for your item, call [getCategorySuggestions](#) in the **Taxonomy API** (or [GetSuggestedCategories](#) in the **Trading API**) to find the appropriate category for your listing. Be sure to capture the **CategoryID** value, as this will be needed for other steps in the workflow. In both the [GetSuggestedCategories](#) and [getCategorySuggestions](#) calls, the supported eBay categories are returned in the response and they are sorted by relevance (most to least relevant). Once you have the **CategoryID**, you can continue to **Step 3**.

## Step 3

- Call [GetCategoryFeatures](#) to get information such as supported item conditions and check if the category requires product adoption by looking for the **ProductRequiredEnabled** field. You will use this response in conjunction with [GetCategorySpecifics](#) to determine if a product is required for your brand. See the [Behavior of GetCategoryFeatures and GetCategorySpecifics](#) section for more details. Continue to **Step 4**.

## Step 4

- Call [GetCategorySpecifics](#) in the **Trading API** to see if your brand requires a product. If [GetCategoryFeatures](#) returned the **ProductRequiredEnabled** field, then all brands require products except exclusions. If [GetCategoryFeatures](#) did not return the **ProductRequiredEnabled** field, then no brands require products except inclusions. See the [Behavior of GetCategoryFeatures and GetCategorySpecifics](#) section for more details.
  - If your brand does require a product, then return to **Step 1** and refine your product search to find a product in the eBay catalog. All Wave 1 category + brands that require a product will be in the eBay catalog.
  - If your brand does not require a product, you can create your listing with the seller defined aspects via the **Trading API** or **Inventory API** as described in the documentation for those APIs, and skip remaining steps.
    - NOTE: The eBay category may still require you to list your item with one or more GTIN types and/or with one or more required item specifics. See the [GetCategorySpecifics](#) documentation for more details

## Step 5

- Create or revise your listing with the ePID. See the [Creating/Revising Listings with a Catalog Product](#) section for more details.



## Behavior of GetCategoryFeatures and GetCategorySpecifics

<b>API Call</b>	<b>All brands required except exclusions</b>	<b>No brands required except inclusions</b>
GetCategoryFeatures	<ProductRequiredEnabled> is in the response	If <b>ProductRequiredEnabled</b> is disabled it will not be returned in the response at all
GetCategorySpecifics	All brands require products unless the <b>Recommendations.NameRecommendation.Name</b> value equals your brand and the corresponding <b>ProductRequired</b> value in the ValidationRules container is 'Disabled'	No brands require products unless the <b>Recommendations.NameRecommendation.Name</b> value equals your brand and the corresponding <b>ProductRequired</b> value in the ValidationRules container is 'Enabled'

## Creating/Revising Listings with a Catalog Product

Once you have the correct eBay catalog product and the ePID value, you are ready to create or revise your listing. You can create or revise your listing using the Trading API or Inventory API. The instructions for creating or revising your listing in both of these APIs are covered in the next two sections. Note that these instructions are for single-variation listings only. Notes on how the mandate affects multiple-variation listings is discussed in the [Notes on Multiple-Variation Listings](#) section. For more information on the differences between the Trading API and the Inventory API, see the [APIs for Selling Inventory on eBay](#) page.

For sellers who have active listings of products affected by the Wave 1 mandate, they will be required to revise these listings with the product details of a matching eBay catalog product. If the seller attempts to revise an active listing subject to the Wave 1 mandate, that revision action will be blocked unless the revision action includes updating the listing with an eBay catalog product.

There are several ways that a seller can discover which/how many of their active listings are affected by the Wave 1 mandate. These include the following:

- Checking the table in the [Affected Categories/Brands for Wave 1](#) to see if you sell any of the products in the table; if you do have one or more product lines that are affected, you can call [GetSellerList](#) of the Trading API to retrieve active listings in an affected eBay category; there is also an inclusive filter in this call to retrieve listings by seller-defined SKU values (up to 50 per call); this method is available now
- Beginning in March 2018, non-compliance notifications will start being sent to sellers through My eBay Messages and sent to sellers' email accounts, and a seller will also be able to check for non-compliant listings in Seller Hub
- A new Compliance API is scheduled to be released in mid-March 2018; with this API, sellers will be able to retrieve non-compliance data by listing ID, SKU value, compliance due date, and other filters



For instructions on how to update an existing listing with an eBay catalog product, see either the [Revising Listings with a Catalog Product in the Trading API](#) or [Revising Listings with a Catalog Product in the Inventory API](#) sections.

### Creating Listings with a Catalog Product in the Trading API

To create a new listing based on an eBay catalog product using the Trading API, you will use the [AddItem](#) or [AddFixedPriceltem](#) call to create your listing. In either of the 'Add' calls, you will need to do the following:

1. Use the **ProductListingDetails.ProductReferenceID** field to pass in the ePID value for the eBay catalog product; the ePID value can be found in the response of the **Catalog API** calls; note that a GTIN value can also be supplied in the **ProductListingDetails** container of an 'Add' call in attempt to find a matching catalog product, but the call may fail if eBay finds more than one catalog product with that GTIN value, or if eBay is not able to find any catalog product matches. So, an ePID value is always recommended if it is known by the seller.
2. Supply all other required data for the listing, including the listing country, the primary currency used in that country, listing duration, listing type, payment methods, shipping services, return policy, etc. See the [AddItem](#) call reference documentation for more information on creating listings using the Trading API.

A successful 'Add' call will use the supplied ePID value to associate the listing with the appropriate eBay catalog product and list the product into the proper category.

Please note that the **ProductListingDetails** container in the Add/Revise calls has a boolean field called **IncludeeBayProductDetails** which is set to 'true' by default. If this field is included in an Add/Revise call and set to 'false', for a category and brand that requires a product, the create/revise action will be blocked with an error instructing the user that an eBay catalog product must be used, even if a GTIN or EPID for an eBay product were included. If the seller passes in a GTIN or EPID for a product that is not part of the mandate, and has this flag set to 'false', eBay will attempt to create the listing based on any seller-provided (non-catalog) details. eBay recommends leaving the **IncludeeBayProductDetails** value set to 'true' in all cases.

For used or modified products, the seller might also want to add relevant pictures, item specifics, a "condition description", and/or a customized listing description to give prospective buyers a better idea of the product that they are purchasing. However, seller-provided details will only appear on the View Item page and not on the Product Page. Also note that the seller will not be able to overwrite any item specifics already defined in the catalog product.

### Revising Listings with a Catalog Product in the Trading API

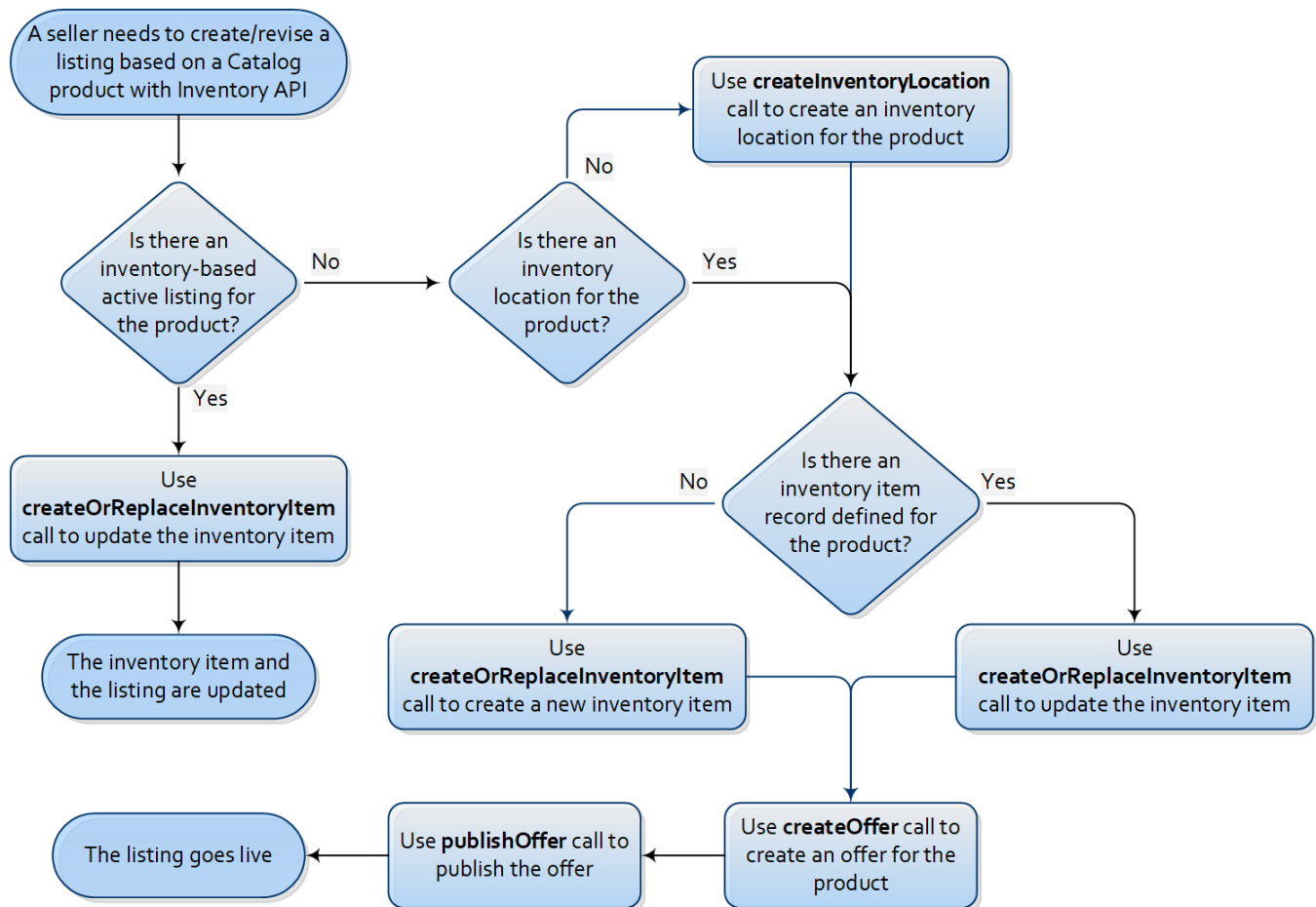
To revise an active listing with the product information defined in an eBay catalog product, use the [Reviseltem](#) or [ReviseFixedPriceltem](#) call. The following fields in a 'Revise' call must be set to update the listing with catalog product details:

- The Item ID value of the active listing to revise must be passed into the **ItemID** field; Trading's [GetItem](#) call can be used to get this **ItemID** value.

- Use the **ProductListingDetails.ProductReferenceID** field to pass in the ePID value for the eBay catalog product; the ePID value can be found in the response of the **Catalog API's search** call; note that a GTIN value can also be supplied in the **ProductListingDetails** container of a 'Revise' call in attempt to find a matching catalog product, but the call may fail if eBay finds more than one catalog product with that GTIN value, or if eBay is not able to find any catalog product matches. So, an ePID value is always recommended if it is known by the seller.

### Creating Listings with a Catalog Product in the Inventory API

The steps required to create the listing using the Inventory API will depend on whether or not you are already integrated with the Inventory API or not. The following flow diagram illustrates the process for creating or revising listings with the Inventory API using a catalog product.



**Figure 5: Creating/Revising Single-SKU Listings with Inventory API Using a Catalog Product**

If the seller is integrated with the Inventory API, and has already set up the desired Inventory Location, and the Inventory Item record for the product, the following would be the required process to create a listing based on an eBay catalog product:

1. Call [getInventoryItem](#) to retrieve all of the existing details for the Inventory Item record; when you use the [createOrReplaceInventoryItem](#) call to revise an Inventory Item, it does a complete

replace, so all defined data is required; capture the data in the response of this call, as it can be reused in the [createOrReplaceInventoryItem](#) call

2. Use the [createOrReplaceInventoryItem](#) call to revise the Inventory Item using the eBay catalog product definition; to specify which Inventory Item record to modify, you pass in the seller-defined SKU value for the product in the call URI; assuming that everything in the existing Inventory Item record is already current (available quantity, item condition, package weight and dimensions, etc.), the only new “data” that you will be adding to the Inventory Item record is the **product.epid** value; if the product is new, the **epid** field is the only field that should be included under the **product** container of the [createOrReplaceInventoryItem](#) call; if the product is used or modified, the seller must still provide the **epid** field, but is also allowed to keep/add additional pictures and item specifics that help to demonstrate the condition of the used product or the modifications that were made to a modified product; note that a GTIN value can also be supplied in the **product** container in an attempt to find a matching catalog product, but the call will fail if eBay finds more than one catalog product with that GTIN value, or if eBay is not able to find any catalog product matches. So, an ePID value is always recommended if it is known by the seller.
3. Create the offer for the product; the offer is created through the [createOffer](#) call; you can read more about the required and conditional fields for this call in the [createOffer](#) call reference documentation. A successful [createOffer](#) call will produce an **offerId** value in the response, and this value will be needed for the next step
4. Publish the offer/create the new listing by using the [publishOffer](#) call; the **offerId** value that is returned in the response of the [createOffer](#) call is passed in as part of the call URI; the call will look something like this: <https://api.ebay.com/sell/inventory/v1/offer/36445435465/publish>, where ‘36445435465’ is the actual **offerId** value of the offer to publish
5. A successful [publishOffer](#) call will produce an **listingId** value in the response, and this value is the unique identifier of the new listing

If the seller is not integrated with the Inventory API, the first logical step would be to create the Inventory Location (where the product will be shipped from). An Inventory Location is set up using the [createInventoryLocation](#) call. Note that the Inventory Location should be a physical address from where the seller will actually ship the product (like a warehouse or store). The next step would be to create the Inventory Item record for the product using the [createOrReplaceInventoryItem](#) call. Once the Inventory Location and Inventory Item objects are created by the seller, the seller would go onto to create and publish the offer. **Steps 3-5** in the procedure above discuss the requirements to do this.

### Revising Listings with a Catalog Product in the Inventory API

If you created the active listing using the Inventory API, you must use the Inventory API to revise the listing with the product details defined in the eBay catalog product. Once a listing is in the Inventory API model, the Revise/Relist/Verify item calls of Trading API cannot be used.

To update an active listing using the Inventory API, the seller will first want to run a [getInventoryItem](#) call to retrieve all of the existing details for the Inventory Item record. As mentioned in the previous section, when you use the [createOrReplaceInventoryItem](#) call to revise an Inventory Item, it does a

complete replace, so all defined data is required. Capture the data in the [getInventoryItem](#) call response, as it can be reused in the [createOrReplaceInventoryItem](#) call.

In the subsequent [createOrReplaceInventoryItem](#) call, you specify which Inventory Item record to modify by passing in the seller-defined SKU value for the product in the call URI. Assuming that you do not want to make any other changes to the Inventory Item record and active listing, the only new “data” that you will be adding to the Inventory Item record is the **product.epid** value; if the product is new, the **epid** field is the only field that should be included under the **product** container of the [createOrReplaceInventoryItem](#) call. If the product is used or modified, the seller must still provide the **epid** field, but is also allowed to keep/add additional pictures and item specifics that help to demonstrate the condition of the used product or the modifications that were made to a modified product. A successful [createOrReplaceInventoryItem](#) call will automatically update the active listing with the catalog product data. Note that a GTIN value can also be supplied in the **product** container in an attempt to find a matching catalog product, but in Wave 2, the call will fail if eBay finds more than one catalog product with that GTIN value, or if eBay is not able to find any catalog product matches. So, an ePID value is always recommended if it is known by the seller.

## Notes on Multiple-Variation Listings

Sellers can create multiple-variation listings with the products that are part of the mandate, but the process is a little different since the eBay product ID cannot be applied at the variation level. However, if the products are subject to the Wave 1 mandate, the seller will be required to supply GTIN values for each variation in a listing.

If the seller doesn't know a GTIN for a product, that seller will have to search for this information. There are multiple ways that the seller could discover this GTIN, but one way is to use a keyword or product aspect search with the **search** call of the new **Catalog API**. In addition to ePIDs, the response of the **search** call also returns all defined GTIN values for the catalog product. All GTIN values are returned under the **gtins** array in the call response. Please note that an MPN will not be enough to meet the requirements, so the seller must specify a UPC, ISBN, or an EAN.

### Creating/Revising a Multiple-Variation Listing with Trading API

The [AddFixedPriceItem](#) call must be used to create a new multiple-variation listing and the [ReviseFixedPriceItem](#) call must be used to update an existing multiple-variation listing with the applicable GTIN values for each product variation. Instead of passing in an ePID value in the **ProductListingDetails.ProductReferenceID** field of these calls, the seller will be using the **Variations.Variation.VariationProductListingDetails** container for each product variation to pass in the applicable UPC, ISBN, or EAN value into the corresponding fields.

### Creating/Revising a Multiple-Variation Listing with Inventory API

Creating a multiple-variation listing with the Inventory API is very similar to creating a single-variation listing with the Inventory API, except for the following exceptions:

- You have to use a separate [createOrReplaceInventoryItem](#) call to create an Inventory Item object for each product variation, and instead of passing in an epid value in the product container of this call, you pass in the applicable **isbn**, **upc**, or **ean** values
- A [createOrReplacementInventoryItemGroup](#) call must be used to link all inventory items together; in this call, the SKUs that define each inventory item in the group are declared, and the seller sets the aspects where each product variation differs (such as size and color), and the options available for these aspects
- You have to use a separate [createOffer](#) call to create an offer for each product variation; for each of [createOffer](#) calls, the eBay listing category, eBay listing site, Inventory Location, and Business Policies must be the same, but the SKU value must be unique for all inventory items, and the available quantity and price can also vary for each inventory item
- Instead of using a [publishOffer](#) call to create the listing, the [publishOfferByInventoryItemGroup](#) call is used to publish the multiple-variation listing

To revise an existing multiple-variation listing that was created with Inventory API, the seller will have to run a [createOrReplaceInventoryItem](#) call for each of the product variations, making sure to pass in the correct **isbn**, **upc**, and/or **ean** values. Remember that it is also a good idea to run a [getInventoryItem](#) call before a [createOrReplaceInventoryItem](#) call, since the [createOrReplaceInventoryItem](#) call does a complete replace of the Inventory Item record.

## Product-Based Selling - Wave 2

In Wave 2 of this initiative, targeted for release and enforcement in August 2018, eBay will expand the Product-Based Shopping Experience to whole categories (and not just select product lines). These categories will be published well in advance of the August enforcement.

Since this expansion will include less mature products in the eBay catalog and will include items that are not yet in the eBay catalog, eBay will release new functionality for sellers to add products and update products in the eBay catalog.

More information on Wave 2 features and requirements will be communicated to sellers and partners as the details and timing are finalized.

## Timeline and Highlights Wave 2

### Q1 2018

- API playbook for Wave 2 released

### Q2 2018

- All new APIs and features released in Sandbox Environment

### Q3 2018

- Enforcement wired on for Wave 2 categories

## FAQs

### **Why is eBay making this change?**

As eBay moves to a product-based, retail-standard marketplace, it becomes necessary for sellers to tell us exactly what items they are offering as buyers expect a more streamlined shopping experience online. The best way to achieve this is to select the appropriate product in the eBay catalog which includes carefully verified information about each product for the product lines listed above.

### **What is eBay Catalog?**

The eBay Catalog is a centralized repository of product information that allows buyers and sellers to achieve a common understanding of what is for sale.

### **How can I adopt a product that's in the eBay catalog?**

When you start a listing, you will be able to search for a product in the eBay catalog by using an identifier like UPC, EAN, ISBN, or keywords. Once you have selected the product from the catalog, you will continue with the rest of the listing experience. Starting in May, if we determine that you are selling a product in the product lines listed but you did not select a product from the catalog for it, you will be unable to complete the listing.

### **What are product identifiers?**

Most new branded items have unique identifiers that help buyers recognize and find them. Unique identifiers include the item's brand, manufacturer part number (MPN), and global trade item number (GTIN) such as UPC, EAN or ISBN.

### **What is a GTIN?**

GTINs (Global Trade Item Number) can include an item's Universal Product Code (UPC), European Article Number (EAN), or International Standard Book Number (ISBN).

### **When will I need to use the eBay catalog?**

We strongly encourage sellers to begin associating listings with the eBay catalog products now for the product lines listed above. Starting in May, you will be required to match your items with those products. Later this year, we will expand this requirement to more categories and product lines.

### **If I use an eBay catalog product, will I be able to customize my listing?**

This is determined by condition. For new products, additional pictures are optional. For other conditions (e.g. used, refurbished), sellers will be required to include additional pictures and item information to help buyers with their purchasing decisions.

### **What if I discover inconsistent information in a product entry?**

Seller Hub users can suggest changes to the information for a product within the listing flow by clicking a flag icon next to the product in question.

Alternatively, if you spot inaccurate information in the eBay catalog, please email us at [sdsupport@ebay.com](mailto:sdsupport@ebay.com).

### **Will I need to use the eBay catalog for multiple variations (multi-SKU) listings?**

Yes. In order to comply with the new catalog requirements, you are required to provide a valid GTIN (UPC, EAN or ISBN) for each variation in multi-SKU listings within the initial product lines. Later this year, we will expand this requirement to more categories and product lines.

### **Will I need to use the eBay catalog if I am selling my items in bundles?**

Yes. The way you should select a product in the eBay catalog will vary depending on what type of bundles you offer:

- Manufacturer bundles that are sold in a single package usually have a dedicated GTIN (UPC, EAN or ISBN) associated with them and should be found in the eBay catalog.
- For seller-created bundles with a clear primary product (e.g. Camera + accessories such as case, tripod, memory card, etc.), select the primary product from the eBay catalog as the product for your listing (in the above example, select the corresponding camera from the eBay catalog).
- For seller-created bundles with no clear primary product where all included items are related (e.g. a bunch of assorted DVDs), choose what you believe to be the most popular product in the bundle and select it from the eBay catalog as the main product for the listing and check the bundle checkbox.
- For seller-created bundles with no clear hero product and there is no clear relationship between products in the bundle (e.g. mystery boxes), don't list these items as a bundle, list each product as a separate listing.

In all of these cases, apart from selecting the right product from the catalog, you must also set the "Bundle Listing" item specific to "Yes" and clearly itemize what's included in the bundle in the item description field.



### Will I need to use the eBay catalog if I am selling my items in lots?

Yes. The way you should select a product in the eBay catalog will vary depending on what type of lots you offer:

- When listing a lot of a single-pack product (e.g. a set of 4 Nests):
  - Pick the product
  - Fill out the “Lot Size” field with the right value
  - In the above example, choose the appropriate Nest product and set Lot Size to 4.
- When listing a lot of a multi-pack product (e.g. a lot of 75 12-pack AA batteries):
  - Pick the appropriate product for the multi-pack
  - Fill out the “Lot Size” field with the right value
  - In the above example, choose the appropriate product for the 12-pack, AND set Lot Size = 75.

### How do I list a foreign product for initial product lines?

Sellers will select a “proxy” product for international versions available for every iPhone and iPad product and specify the exact carrier/network in the listing flow.

For example, if you want to list a UK version of an “Apple iPhone 6s 64GB Vodafone” on the US site with an EAN=888462563048 on the box, search for iPhone 6s 64GB Black during the US selling flow. You will see the following results, and select product e4:

EPID	Product Name	Brand	Carrier
e1	Apple iPhone 6s 64GB Black US Version AT&T	Apple	AT&T
e2	Apple iPhone 6s 64GB Black US Version Verizon	Apple	Verizon
e3	Apple iPhone 6s 64GB Black US Version T-Mobile	Apple	T-Mobile
e4	Apple iPhone 6s 64GB Black INTERNATIONAL Versions	Apple	Not Specified

If you search by GTIN (i.e. EAN=888462563048) instead, product e4 will display as the only result, which should then be selected.

If your product is locked to a specific network, or is unlocked, be sure to mention this in the title of your listing.

**What do you mean when you say that I won't show up in search? When?**

Starting in June, the new product-based shopping experience will only display listings for the initial set of product lines that have adopted a product in the eBay catalog.

**Will catalog information be accessible through all eBay listing tools, third party tools and APIs?**

All eBay listing tools and APIs will allow eBay catalog products to be associated with your listings. Third party tools will have access to this information via API. eBay is engaging with third party developers about this directly as well. If your third party tool does not support this today, we suggest you reach out to them and request that they build this functionality.

**Will this requirement apply for listings with all item conditions, aftermarket customization, bundles and lots?**

Yes, this requirement applies to all item conditions (i.e. new, used, refurbished), as well as customized items, bundles and lots.

---