
All In for Aspects

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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 a 2x2 grid of colored rectangles: purple (top-left), yellow-green (top-right), teal (bottom-left), and light blue (bottom-right).

Agenda

- 1 What we learned in 2018
- 2 Pivoting to item specifics
- 3 Case study
- 4 Findability
- 5 API overview



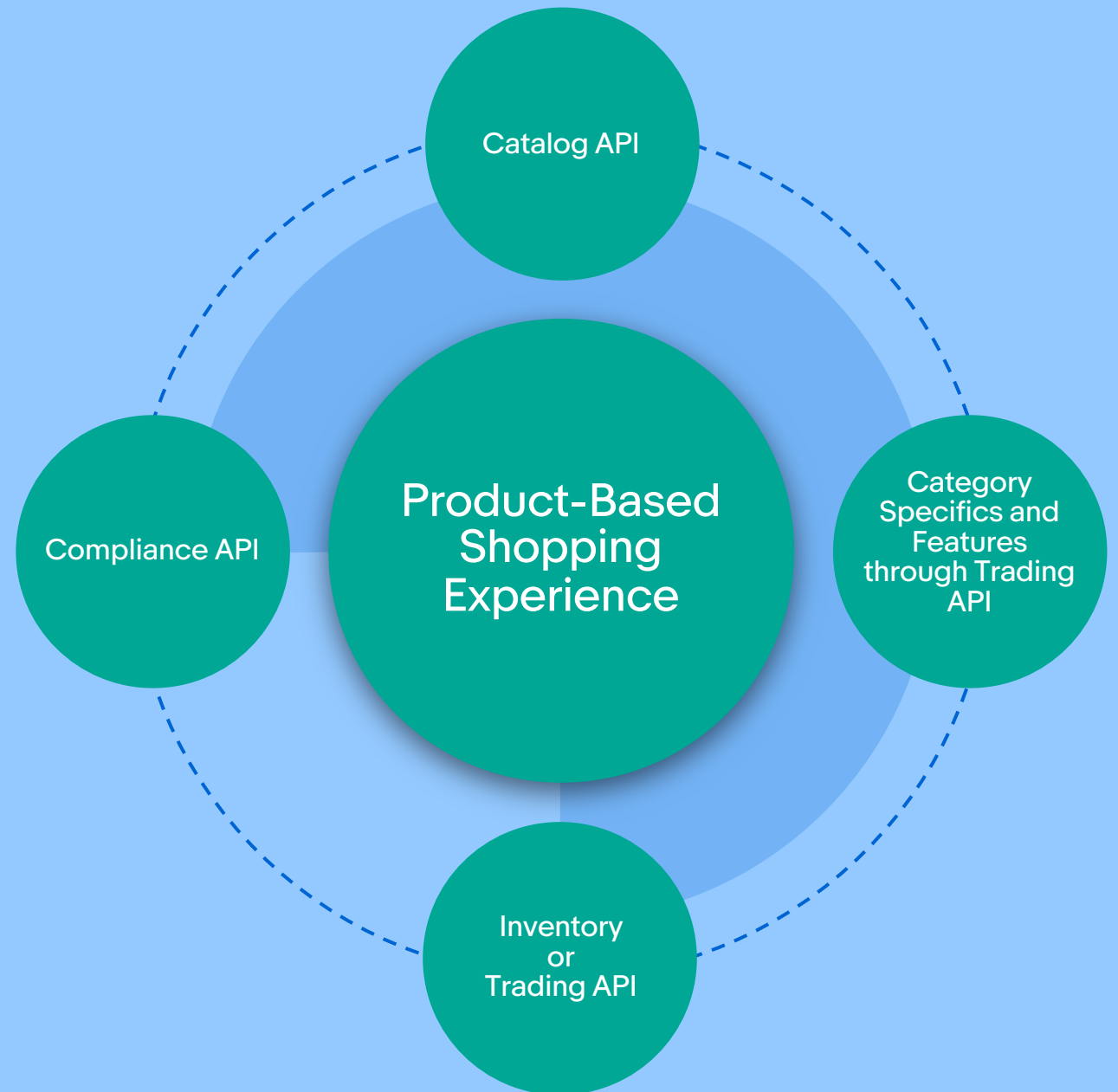
What we learned in 2018

2018 APPROACH

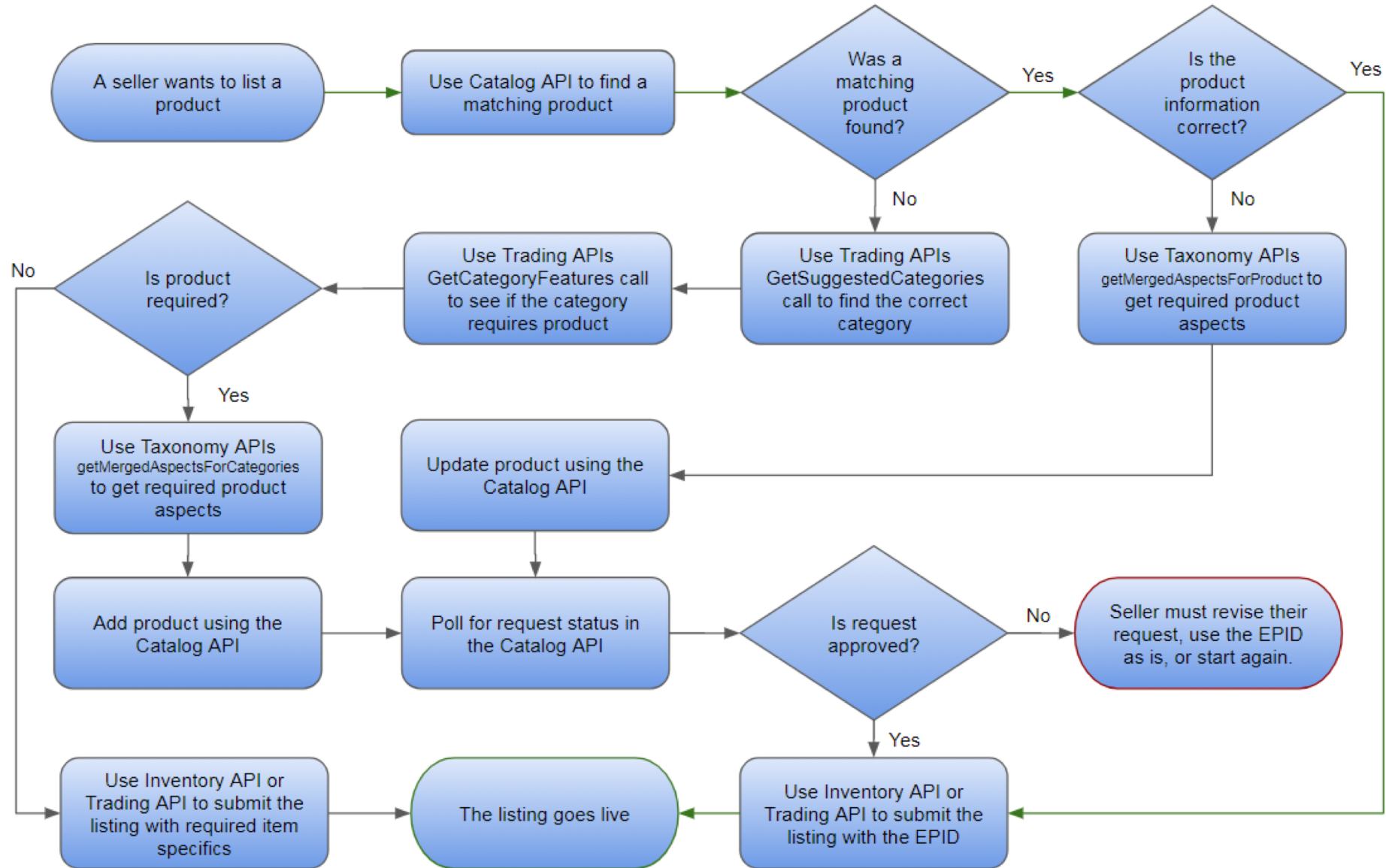
Explicit Association with Product Catalog

New APIs and capabilities to facilitate (and mandate) sellers to adopt products from eBay's product catalog.

eBay mandates compliance and shares violations.



New Listing – Recommended Workflow







We Hear You

Requiring sellers to pick an ePID and/or file a change request was problematic

Updated Approach



Top-Down ePID

Unique identifier specific to a product SKU

Links to an eBay-specific code

Change request to create or edit products

Bottom-Up Item Specifics

Use top item specifics to describe item

Improve relevance & findability

Enrich existing products with more aspects

Associate that grouping of aspects with a product—i.e., an ePID

Item Specifics

NAME

LABEL

VALUE

DESCRIPTOR

Brand

Levis

Size

34

Style

Bootcut



Item Specifics, Products, & Entity Types

PRODUCT LINE

CODY JAMES CASEY

Brand

Cody James

Size

11 Men's

Style

Boot

Material

Leather

Color

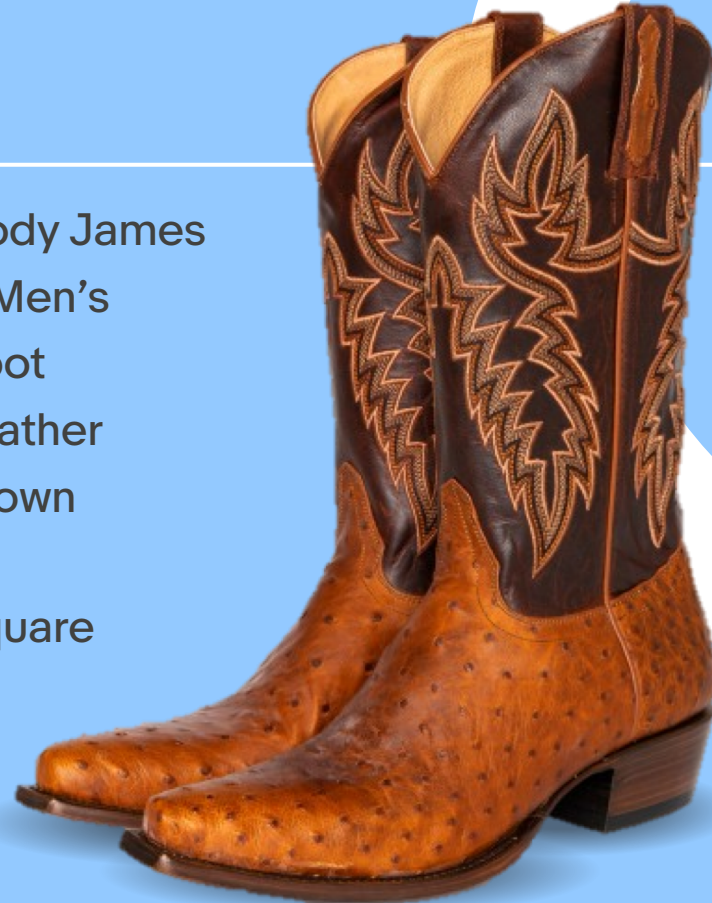
Brown

Heel height

3"

Toe type

Square



ENTITY TYPE

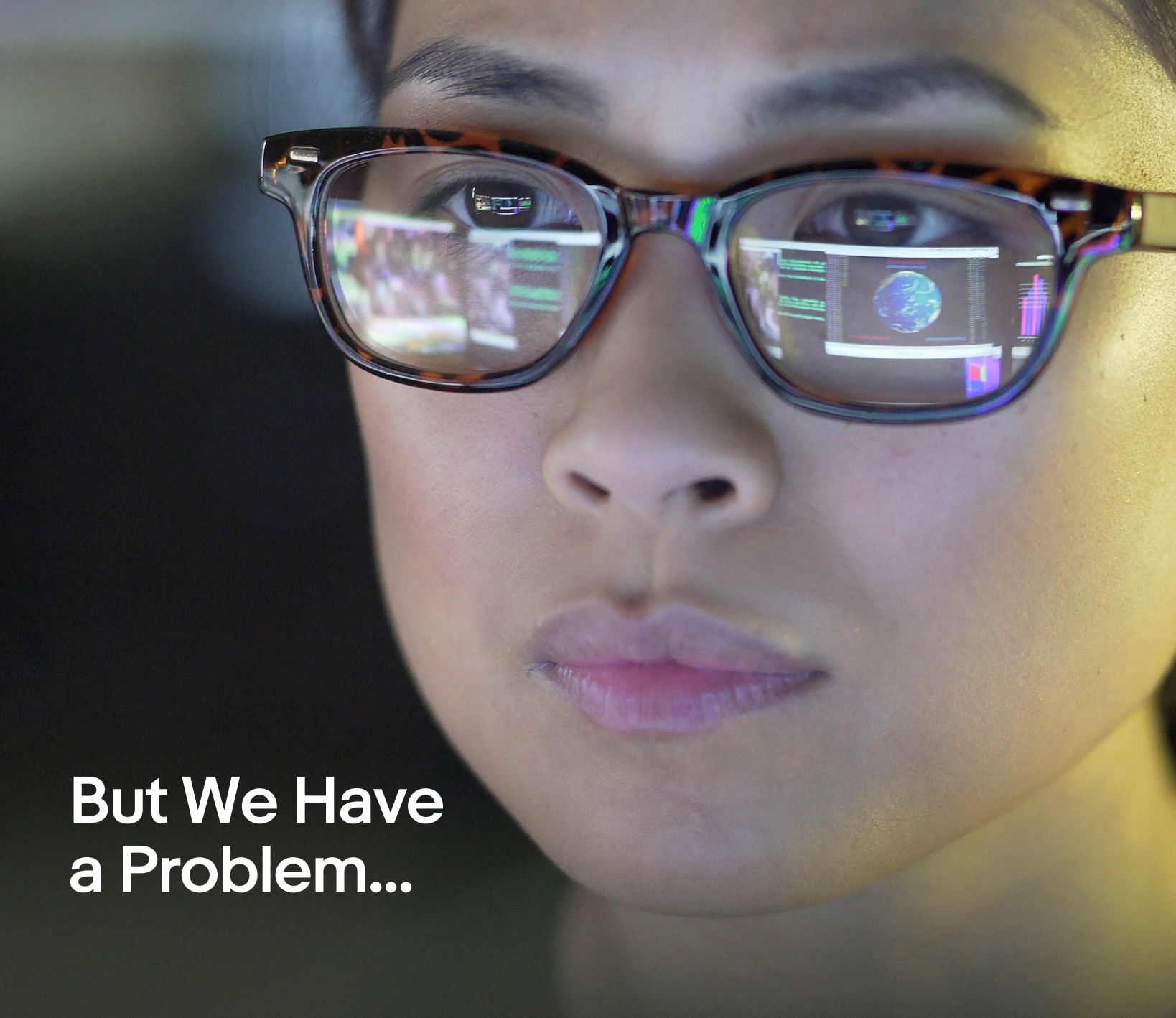
Product

Product

Product

Product

Blue: Required
Green: Preferred



**But We Have
a Problem...**

65–80%

of eBay inventory
do not have the
top 3 item specifics
& the listings
“unavailable in filters”
when buyers filter

UK Women's Dress Example

Filtering allows quick & easy identification of suitable products

80%

of customers use filters to search

Color

82%

Style

43%

Length

35%

UK Women's Dresses

Item specifics
up-rev results

- Women's dress
TEST
- Women's clothing
summer categories
CONTROL

Sales Year-Over-Year Outperformance





Findability Engine

1. Search recall enhancements
2. Filtered experiences & personalization
3. Demand based search engine indexing

API Updates: Trading API – GetCategorySpecifics

Request

```
<?xml version="1.0" encoding="utf-8"?>
<GetCategorySpecificsRequest xmlns="urn:ebay:apis:eBLBaseComponents">
  <WarningLevel>High</WarningLevel>
  <CategorySpecific>
    <CategoryID>9355</CategoryID>
  </CategorySpecific>
  <RequesterCredentials>
    <eBayAuthToken>TOKEN</eBayAuthToken>
  </RequesterCredentials>
  <MaxValuesPerName>400</MaxValuesPerName>
</GetCategorySpecificsRequest>
```

Response

```
<GetCategorySpecificsResponse xmlns="urn:ebay:apis:eBLBaseComponents">
  <Recommendations>
    <CategoryID>9355</CategoryID>
    <NameRecommendation>
      <Name>Brand</Name>
      <ValidationRules>
        <ValueType>Text</ValueType>
        <MinValues>1</MinValues>
        <UsageConstraint>Required</UsageConstraint>
        <MaxValues>1</MaxValues>
      </ValidationRules>
    </NameRecommendation>
```

Response

```
<NameRecommendation>
  <Name>Model</Name>
  <ValidationRules><ValueType>Text</ValueType>
    <MaxValues>1</MaxValues>
    <UsageConstraint>Recommended</UsageConstraint>
    <SelectionMode>FreeText</SelectionMode>
  </ValidationRules>
</NameRecommendation>
<NameRecommendation>
  <NameRecommendation>
    <Name>Style</Name>
    <ValidationRules>
      <ValueType>Text</ValueType>
      <MaxValues>1</MaxValues>
      <UsageConstraint>Optional</UsageConstraint>
      <SelectionMode>FreeText</SelectionMode>
    </ValidationRules>
  </NameRecommendation>
</Recommendations>
</GetCategorySpecificsResponse>
```

API Updates:

Taxonomy API – getItemAspectsForCategory

Request

```
POST https://api.ebay.com/commerce/taxonomy/v1_beta/category_tree/0/  
get_item_aspects_for_category?category_id=9355
```

Response

```
{  
  "aspects": [  
    {  
      "localizedAspectName": "Brand",  
      "aspectConstraint": {  
        "aspectDataType": "STRING",  
        "itemToAspectCardinality": "SINGLE",  
        "aspectMode": "FREE_TEXT",  
        "aspectRequired": true,  
        "aspectUsage": "RECOMMENDED",  
        "aspectEnabledForVariations": false  
      },  
      "aspectValues": [ ... ],  
    },  
  ],  
}
```

Response

```
{  
  {  
    "localizedAspectName": "Model",  
    "aspectConstraint": {  
      "aspectDataType": "STRING",  
      "itemToAspectCardinality": "SINGLE",  
      "aspectMode": "FREE_TEXT",  
      "aspectRequired": false,  
      "aspectUsage": "OPTIONAL",  
      "aspectEnabledForVariations": false  
    },  
    "aspectValues": [ ... ],  
  },  
  {  
    "localizedAspectName": "Style",  
    "aspectConstraint": {  
      "aspectDataType": "STRING",  
      "itemToAspectCardinality": "SINGLE",  
      "aspectMode": "FREE_TEXT",  
      "aspectRequired": false,  
      "aspectUsage": "RECOMMENDED",  
      "aspectEnabledForVariations": false  
    },  
    "aspectValues": [ ... ],  
  },  
}
```


Required, Recommended, Optional

Required

Recommended

Optional

This item specific is critical for buyer purchase decision making

Item specific is typical for this category & is highly influential to buyer purchase decision making

Item Specific may apply to smaller portion of the listings for this category

Must include to prevent getting blocked

Provide this to increase competitiveness within a category

Include it if the item specific is relevant for your inventory

—
Does Not Apply?!

A CLOSER LOOK AT 3P LISTINGS

High Volume, Low Fill, Low Precision



Luvs Ultra Leakguards Disposable Baby Diapers Newborn Size 1, 252 Count, ONE MON

🔥 2 watched in last 24 hours

Condition: **New**

size:

Quantity:

5 available / 5 sold

Price: **US \$37.69**

Buy It Now

Add to cart

Add to watch list

Free delivery in 4 days

More than 49% sold

30-day returns

Item specifics

Condition: New: A brand-new, unused, unopened, undamaged item in its original packaging (where packaging is ... [Read more](#)

Baby Weight: Does not apply

Number of Diapers: Does not apply

Product Dimensions: 11.1 x 20 x 9.9 inches ; 10.09 pounds

Shipping Weight: 10.3 pounds

Item model number: 10037000976803

item_width: 9.9

item_length: 20.0

Color: Does Not Apply

Manufacturer: Luvs

Model: 10037000976803

Brand: Luvs

UPC: 705354014054

EAN: 0744110519655

MPN: Does Not Apply

Root Cause Analysis

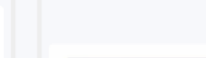





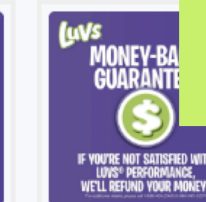
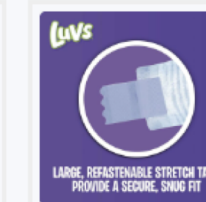
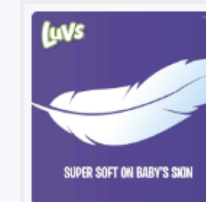
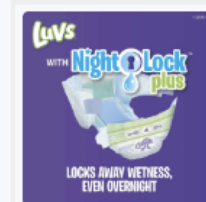


Suggested Category: ? Disposable Diapers ▼

Let me choose a Category ? Valid Categories Values

Manufacturer	Model	Brand	Color
<input type="text" value="Luvs"/>	<input type="text" value="10037000976803"/>	<input type="text" value="Luvs"/>	<input type="text" value="Does Not Apply"/>
MPN	UPC	EAN	
<input type="text" value="Does Not Apply"/>	<input type="text" value="705354014054"/>	<input type="text" value="0744110519655"/>	

Baby Weight ×	Number of Diapers ×	Product Dimensions ×	Shipping Weight ×	<input type="button" value="Add Item Specific"/>
<input type="text" value="Does not apply"/>	<input type="text" value="Does not apply"/>	<input type="text" value="11.1 x 20 x 9.9 inches ; 10.09 pounds"/>	<input type="text" value="10.3 pounds"/>	<input type="text" value="Enter Item URL or ID"/>
Item model number ×	item_width ×	item_length ×		<input type="button" value="Copy Specifics From eBay Listing"/>
<input type="text" value="10037000976803"/>	<input type="text" value="9.9"/>	<input type="text" value="20.0"/>		

Product Photos ?



Does Not Apply was pre-filled by the 3P Tool

Diapers has a 13% does not apply Rate!

Next Steps

To create the best experience for your sellers and their buyers



Adopt aspect usage metadata

Promote use of recommended item specifics

Revise existing listings using eBay recommendations

Stay in touch
erjohal@ebay.com

—
Thank you!

Q&A



eBay Connect 2019

June 25-26, 2019

The eBay logo is positioned in the bottom right quadrant of the image. It consists of the word "eBay" in a lowercase, sans-serif font. The "e" is a dark purple color, while the "Bay" is a light blue color. The logo is centered vertically within the light blue background area.