

ebay advertising

2018 eBay Retail Moments Guide

Helping marketers and brands
achieve retail success



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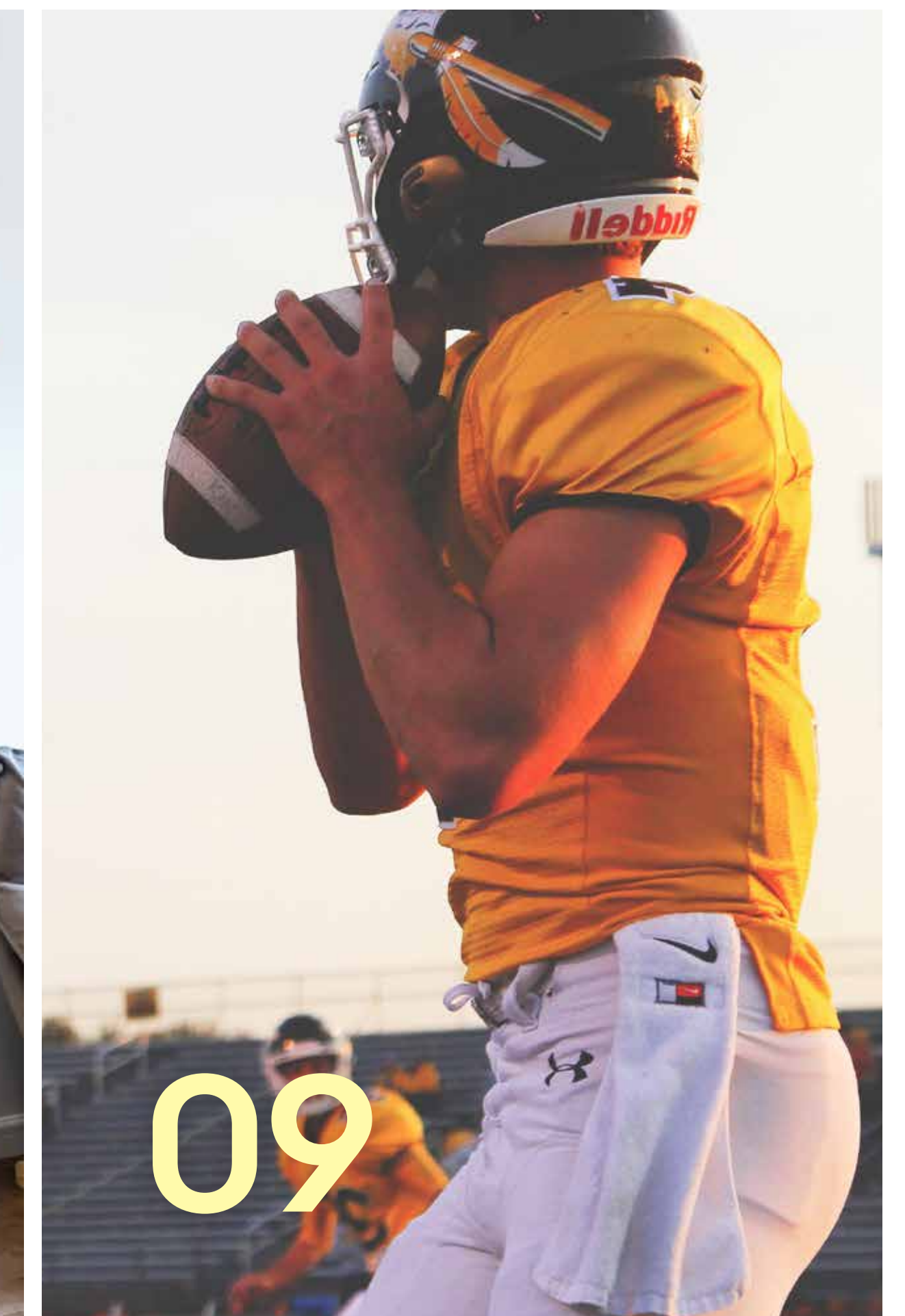


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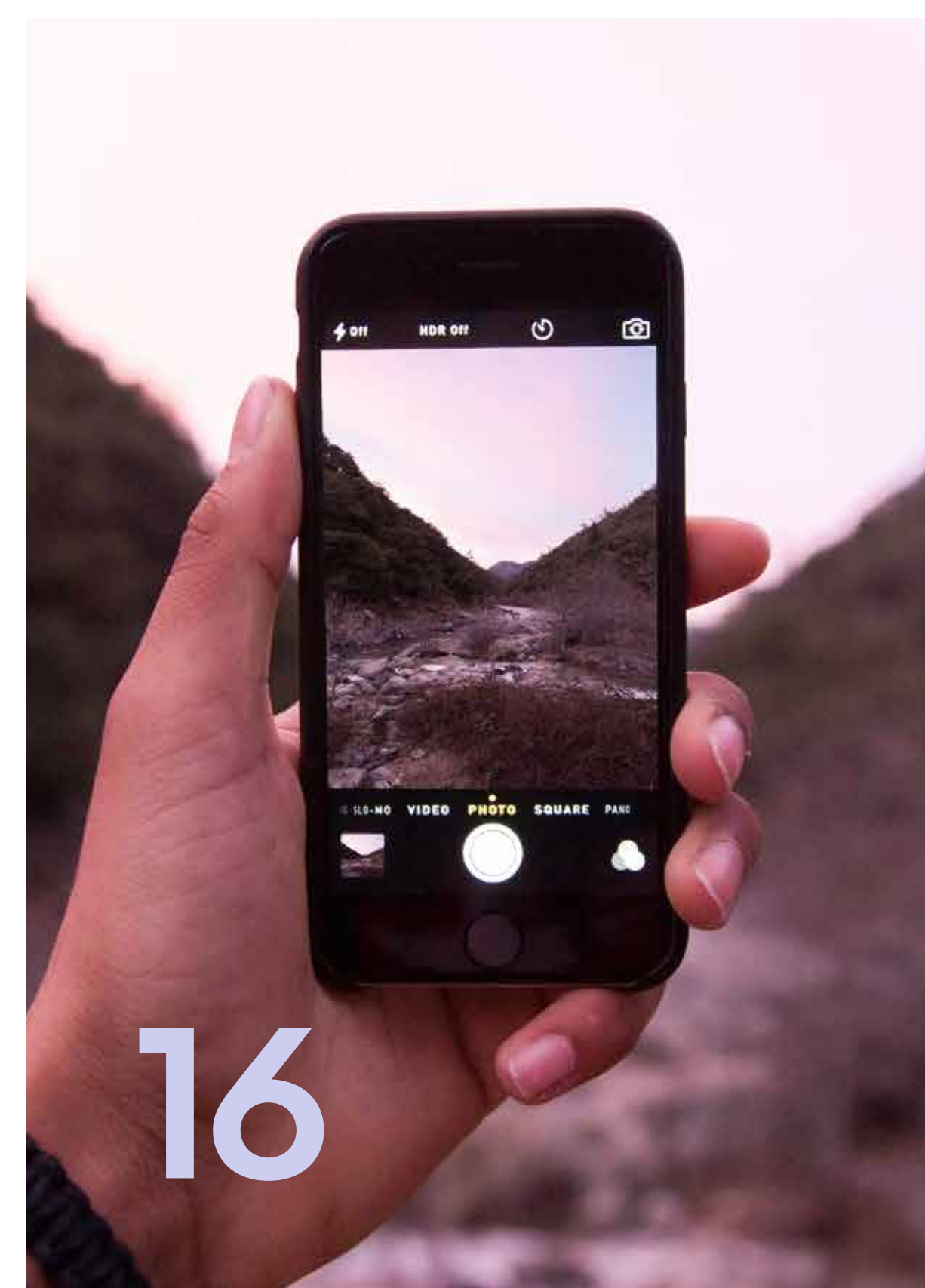
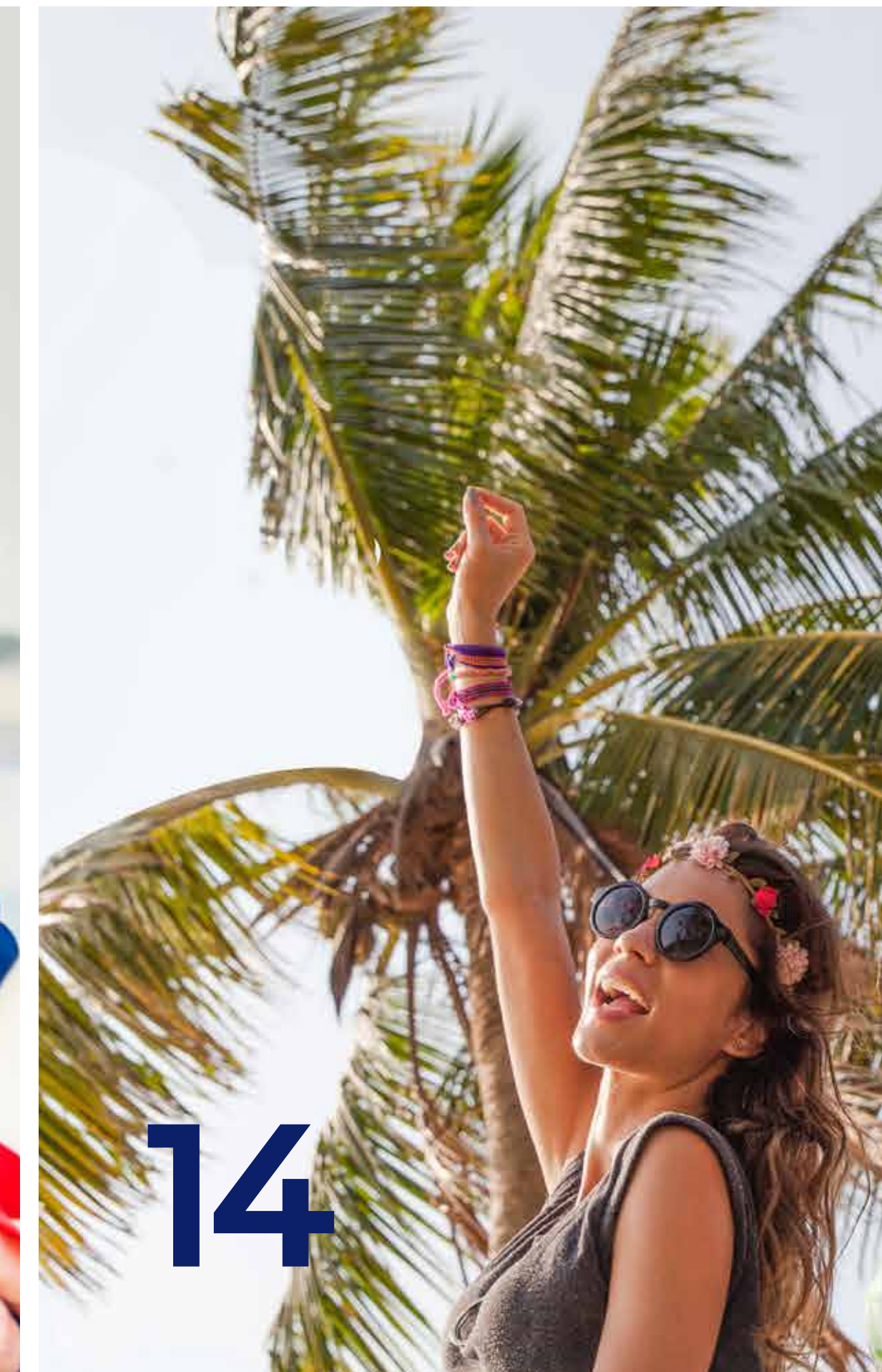
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Prologue

171M people from around the world converge on eBay, shopping for everything from a special gift, to the latest electronics, to a rare collector's item. One of the largest online retailers on earth, eBay is the destination for shoppers hunting for the perfect item.

Join us in connecting shoppers with the items that make them unique, engaging with them throughout the year's biggest moments and celebrations. Whatever your brand goals, let eBay help you engage with our passionate shoppers in the ideal way.

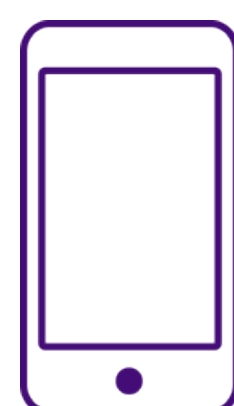


Help your brand shine, across any device.

Engage with loyal customers throughout their shopping journey and across their devices, from login all the way to final purchase. Reach shoppers at the ideal moment—as they hunt for their version of perfect.

Stay connected with shoppers through the seasons.

Tracking shoppers and buying behavior has never been easier. Since so many eBay users have a single, universal login, we can track customers on an individual level across devices. This wealth of knowledge of our user's interests and intent provides invaluable insights for your brand to utilize.



Did You Know?

eBay is transforming the world of connected commerce. Our shoppers are not just buying now—they're also buying new.

81% of products are sold brand new

88% of products are sold at a fixed price

68% are shipped for free



Ring in the New Year

New beginnings are made here

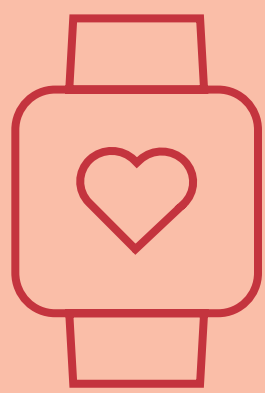
The new year means new goals, new habits, and new gear. From activewear for a new gym regimen, to sporting equipment for brushing up on game skills, consumers flock to eBay to bring their resolutions to life. With 77M searches in Sporting Goods during the start of the new year, this is the perfect opportunity to meet shoppers on their favorite shopping site and follow them through their journey.

21% Percentage of US consumers on eBay who bought vs. those who searched in the Sporting Goods category

77M The number of searches across Sporting Goods category from Dec 26 - Jan 10

eBay Insights

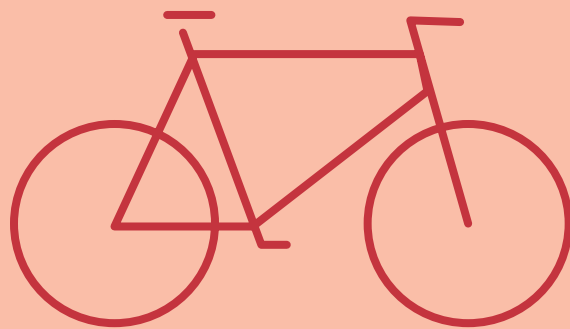
Top Searches



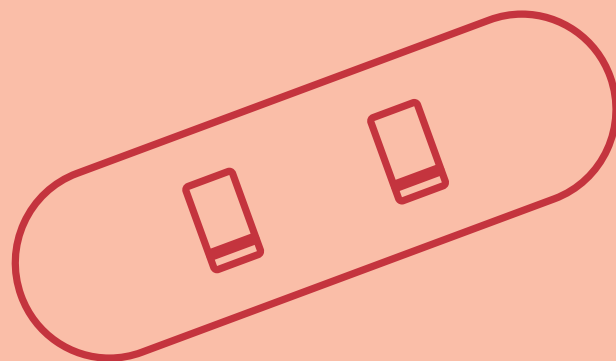
Fitbit



Hoverboard



Mountain Bike



Snowboard



Golf Clubs

Popular Brands



60 Fitness and Wellness related products searched each second

46% Of New Year's buyers are GenX (Ages 35 to 54)



CES Showcase

The latest in consumer technologies on display

Having just celebrated its 50th anniversary, this world-renowned technology tradeshow sweeps Las Vegas, Nevada, every January and features over 4,000 company exhibitions companies and 180,000 industry professionals. During the 2017 event, over \$197M was spent on eBay across Clothing, Shoes & Accessories, Motors, Home & Garden, Computers, Tablets & Networking, and Business & Industrial categories.

\$197M Amount spent across Clothing, Shoes & Accessories, eBay Motors, Home & Garden, Computers, Tablets & Networking, and Business & Industrial categories during the event

1.2M The number of transactions done across Clothing and Shoes & Accessories categories during the event

eBay Insights Top Searches



“iPhone 6”
searched every
1.4 seconds



MICHAEL KORS

“Michael Kors”
searched every
2 seconds



“Nike” searched
every 2.3 seconds

Popular Brands



Top Purchases

- 2 Auto Parts & Accessories products are purchased every second
- 11 athletic products are purchased every minute
- A Yard, Garden & Outdoor Living product is purchased every 2.6 seconds



The Big Game

Football, tailgates, and more

From lively touchdown moments to epic pre-game snacks, friends and family meet to cheer on their favorite teams and catch the memorable commercials, too! Fans know that a winning game plan for any party starts with fun decorations, sports team apparel, BBQs and party supplies, and of course the latest flat screen TVs.

\$317M

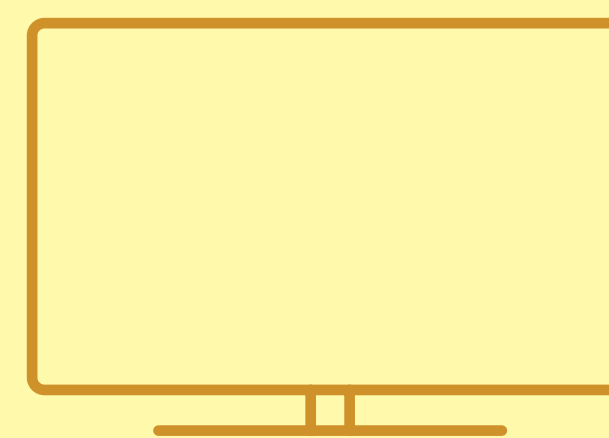
Amount spent across Consumer Electronics, Home & Garden, and Sports Memorabilia categories during the season

275M

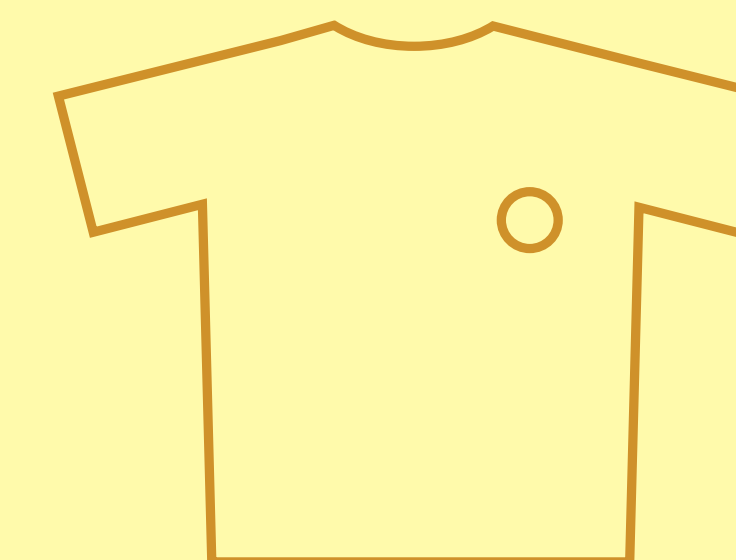
The number of searches done across Consumer Electronics, Home & Garden, and Sports Memorabilia categories during this season

eBay Insights

Top Searches



TV, Video & Home Audio Products
every 0.12 seconds



Fan Apparel & Souvenirs Products
every 0.16 seconds



Outdoor Cooking & Eating Products
every 2.9 seconds

Top Purchases

- 16 Baseball Cards purchased every minute
- Yard, Garden & Outdoor Living products purchased every 2.1 seconds
- TV, Video & Audio Accessories products are purchased every 4.7 seconds

“Dallas Cowboys” was the top searched keyword, followed by “NBA jersey” & “Tom Brady jersey”

3.5M

The number of active buyers in Home & Garden category



Valentine's Day

Celebrate love, your way

Love is everywhere on Valentine's Day. Shoppers are in search of the perfect present for a loved one, or even the ideal splurge to treat themselves. eBay shoppers in 2017 spent \$318M for Valentine's Day, across Clothing, Shoes & Accessories, Home & Garden, and Jewelry & Watches. Whether celebrating single-dom or buying for that special someone, this season is perfect for brands to engage with a variety of shoppers and gift-givers.

\$318M Amount spent across Clothing, Shoes & Accessories, Home & Garden, and Jewelry & Watches categories from 1 Feb to 14 Feb

422M The number of searches done across Clothing, Shoes & Accessories, Home & Garden, and Jewelry & Watches categories from 1 Feb to 14 Feb

eBay Insights

Top Purchased Brands



TIFFANY & Co.



See's
CANDIES



Necklace & Pendants purchase completed every 2.6 seconds



Wristwatch purchase completed every 4.7 seconds



\$17M spent across Handbags & Purses category during Valentine's Day



Basketball Madness

Cheer for your favorite college on the court

College basketball fans have given sweet sixteen a whole new meaning, as they cheer on their schools during this exciting competition. Besides looking to up their game with 20 athletic products purchased every second on eBay, over 2.2M searches for iPhone 6 and 7 are made during the tournament, indicating huge opportunities in categories like Cell Phones & Accessories and more.

\$3.4B Amount spent across Clothing, Shoes & Accessories, eBay Motors, Home & Garden, Health & Beauty, and Cell Phones & Accessories during March Madness

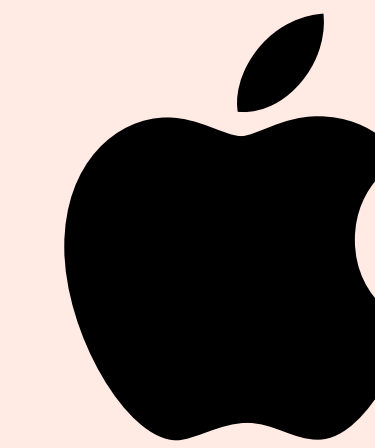
2.2M The number of searches done for iPhone 6 and 7 during March Madness

eBay Insights

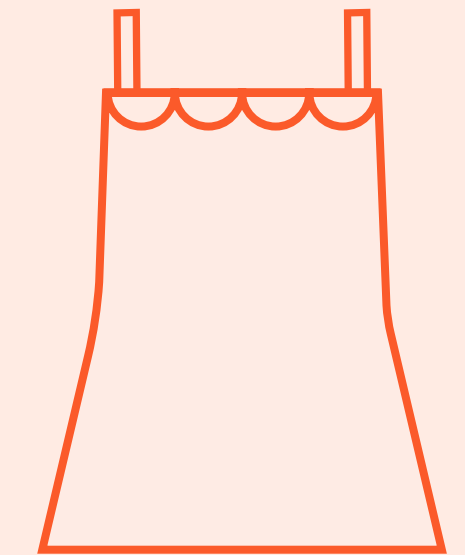
Top Searches



780 “Nike” products searched per hour



“iPhone 6” searched every 3.6 seconds



“Dress” searched every 5.3 seconds

Popular Brands



Top Purchases

- 20 Athletic products are purchased every second
- Cell Phone Accessories products purchased every 0.1 second
- Makeup products are purchased every 0.2 second



Mother's Day

Show gratitude for the special women in your life

Celebrate all that moms do, from cheering us on at our soccer games to taking care of us when we're sick. Finding the perfect gift for Mom isn't always easy, but eBay has it covered. From jewelry and handbags to frames and collectibles, last year eBay customers spent \$627M on Mother's Day gifts.

\$627M Amount spent across Clothing, Shoes & Accessories, Antiques, Collectibles, Gift Cards & Coupons, Healthy & Beauty, and Jewelry & Watches on Mother's Day

2M The number of searches done in the Gift Cards & Coupons category during Mother's Day

eBay Insights

Top Purchased Brands



Top Purchases

- 20 Tops & Blouses are purchased every minute
- Necklaces & Pendants products purchased every 2.4 seconds
- 30 Makeup products are purchased every minute

8.6M The number of transactions in Clothing and Shoes & Accessories categories during Mother's Day

55 Gift Cards & Coupons searches made on eBay every minute



Dads & Grads

Celebrate Father's Day and new grads, too

Surprise the special guy who taught you how to ride a bike, or celebrate the achievements of your favorite recent graduate. eBay users know where to find the best gifts for the special guy that has everything, or the hard-working new grad. These celebrations are ideal for connecting your brand with shoppers hunting for that perfect gift.

\$275M

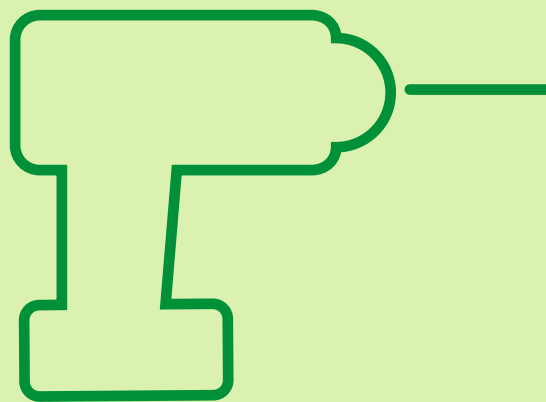
Amount spent on Clothing, Shoes & Accessories, Gift Cards & Coupons, Consumer Electronics and Home & Garden categories on Father's Day

82M

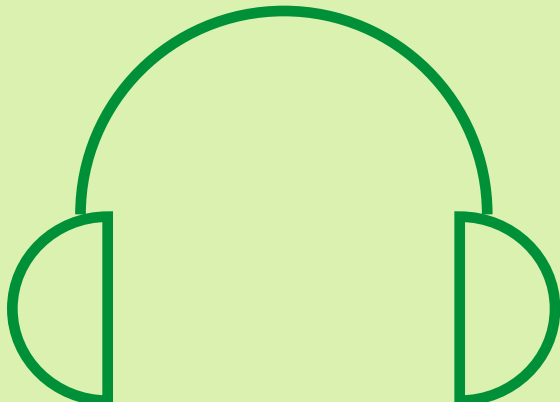
The number of searches done in Men's Clothing category on Father's Day

eBay Insights

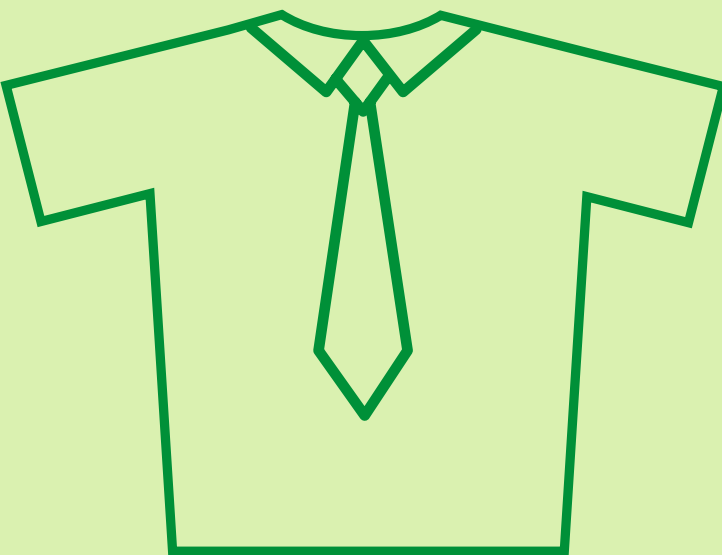
Top Searches



5 Home Improvement items are searched every second



Headphones are searched every 11 seconds



28 Men's Clothing Items are searched every second

Popular Brands

SONY



Cabela's



Honeywell

Top Purchases

- TV, Video & Audio Accessories are purchased every 5.7 seconds
- T-shirts are purchased every 4.2 seconds
- Belts and Wallets are purchased every 39 seconds



Summer

BBQs, family vacations, and endless sunshine

Summer camp, tropical getaways, and afternoon picnics are all back on the agenda as schedules slow down to enjoy balmy weather and sunny days. Shoppers look to eBay to help put their summer plans into motion, with over 6.7M searches in the Travel Product Category, in addition to uptakes in summer clothing, water sports gear, and more summertime staples.

\$11M Amount spent on Clothing, Shoes & Accessories, Home & Garden, Collectibles and Health & Beauty categories during summer

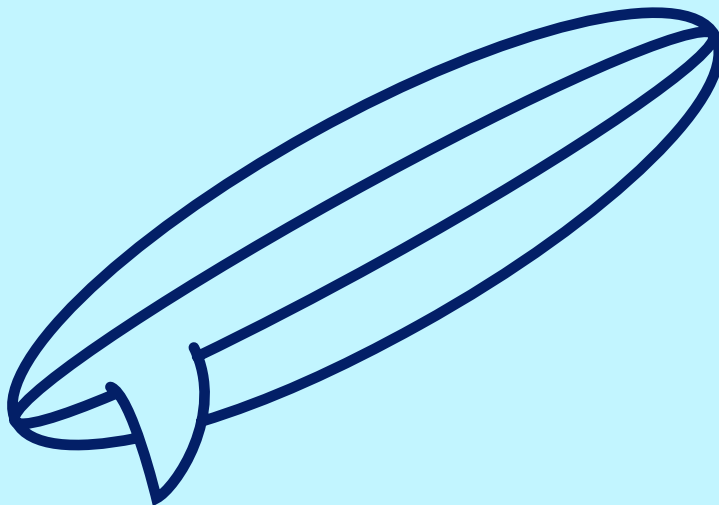
6.7M The number of searches done in Travel Product category during summer

eBay Insights

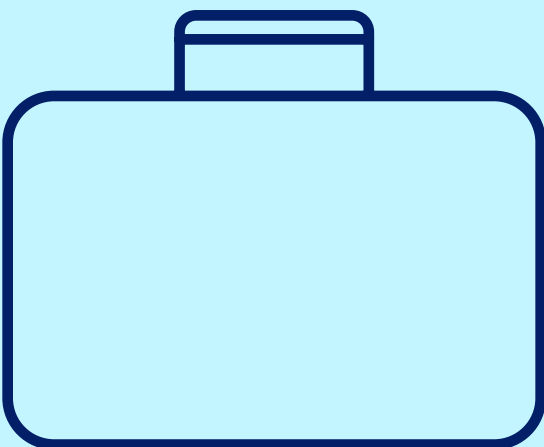
Top Searches



Summer Products are searched every 2.3 seconds



Water Sports Products are searched every second



Travel Products are searched every 1.2 seconds

Top Purchases

- Women’s Clothing products purchased every 13 seconds
- 3 Hats and 3 Sandals & Flip Flops are purchased every minute in summer products
- Yard, Garden & Outdoor Living products are purchased every 7 minute

\$1.2M Amount spent on “mermaid tail” purchases in Clothing, Shoes & Accessories, Home & Garden, and Sporting Good categories



Back to School

Gear up your favorite students

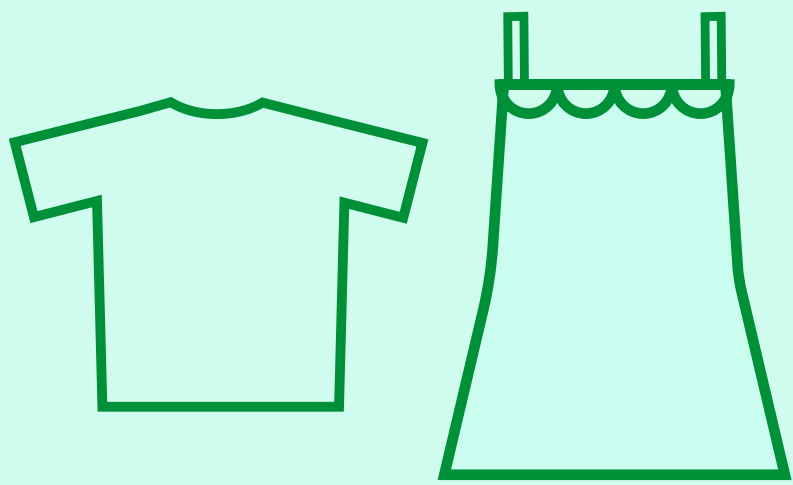
Students of all ages return to the classroom in the fall, shopping for supplies from crayons and glue to the latest laptops and software. eBay is the destination for parents and college students shopping for supplies and more from all the top brands. Whether upgrading their electronics with a new laptop, or shopping for a cool new backpack, this season is an ideal way to reach a wide range of shoppers across a variety of departments.

\$13M Amount spent in Kid's Shoes & Accessories category

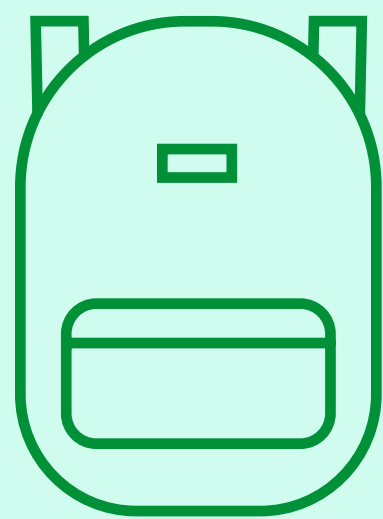
19M The number of searches done across Kid's Shoes & Accessories category

eBay Insights

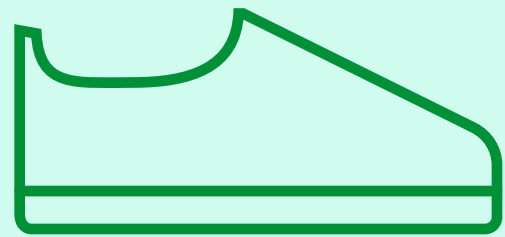
Top Purchases



7 Girl's & Boy's Clothing purchases made every minute



11 Kid's Shoes & Accessories purchases made every minute



2 Girl's & Boy's Shoes purchases made every minute

Popular Brands





iPhone Launch

New smartphones on the horizon

Join in the excitement as buzz builds around the latest iPhone to hit the market. In 2016, there were 21 Cell Phone & Smartphone searches every second on eBay. Connect with technology users in every stage of their journey, whether hunting for a great bargain on a smartphone or buying the latest phone accessories.

\$219M

Amount spent on iPhones and related products in Cell Phones & Accessories category during the 2016 iPhone launch period

139M

The number of searches for iPhone during the 2016 iPhone launch period

eBay Insights

Top Searches

- 21 Cell Phones & Smartphones searched every second during the launch period
- 28 Cell Phone Accessories searched every second
- 12 Bluetooth Headset searches each minute
- 51 “iPhone 6” searches every minute
- 11 Samsung Galaxy S7 Edge searches each minute
- iPhone 7 Plus Case Spigen searched every 2.4 seconds
- Galaxy Note 7 Case Spigen searched every 2.1 seconds

Popular Brands

- An iPhone is purchased every 11 seconds during the iPhone launch period
- Screen Protectors are purchased every 3.4 seconds
- 2 Cell Phone Accessories related products are purchased each second
- 58 Cases Covers & Skin are purchased every minute
- Cables & Adaptors are purchased every 4.6 seconds



Halloween

All things spooky from décor to costumes

The holiday of ghouls and goblins isn't just for kids anymore! Savvy eBay shoppers are on the hunt for decorations, supplies, and costumes for all ages, even pets. A Halloween costume is purchased on eBay every 6 seconds, and \$784M is spent on Clothing, Shoes & Accessories, and Home & Garden categories leading up to the spooky holiday.

\$784M Amount spent on Clothing, Shoes & Accessories and Home & Garden categories during Halloween 2016

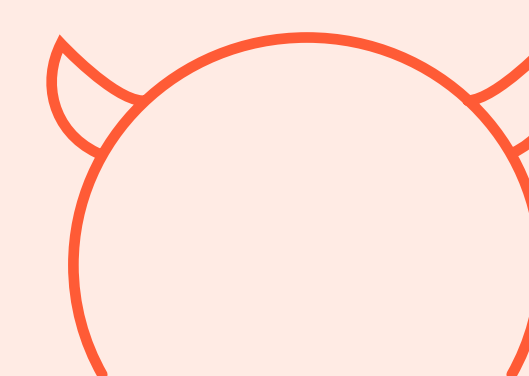
\$4.7B Total amount spent industry wide during Halloween 2016

eBay Insights

Top Purchases



Costume purchase completed every 6 seconds



6 Costume Accessories purchased every minute



Halloween Décor purchase completed every minute

Top Searches

- Halloween Holiday & Seasonal Décor searched every 2.8 seconds
- “Halloween Decorations” searched every 0.2 minutes
- 5 “Halloween Masks” searched every minute

“Women’s Halloween Costumes”, “Halloween Costumes”, “Harley Quinn Costume” are the top searched keywords in the Costumes category.

49% of Halloween product buyers are GenX (in the age group of 35 -54)

71% of Halloween product buyers are homeowners



Holiday

The season of family, fun, and festivity

It’s beginning to look a lot like the holiday season, which means special moments with family, festive decorations, and joyous gift-giving. This is one of the few seasons that boasts billion-dollar spending days, and no other site hosts a passionate blend of holiday shoppers like eBay. The holidays are a unique opportunity for exposure to an audience spending \$1.6B on gift-giving categories like Clothing, Cell Phones & Accessories, and Home & Garden.

\$1.6B

Amount spent on Clothing, Shoes & Accessories, Home & Garden, eBay Motors and Cell Phones & Accessories categories during the holiday season

\$4B

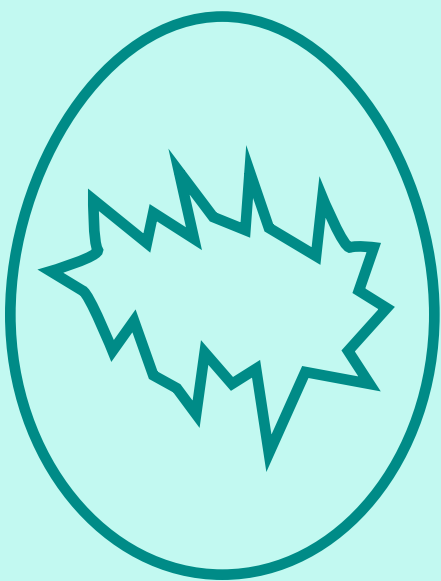
Total amount spent industry wide during the holiday season

eBay Insights

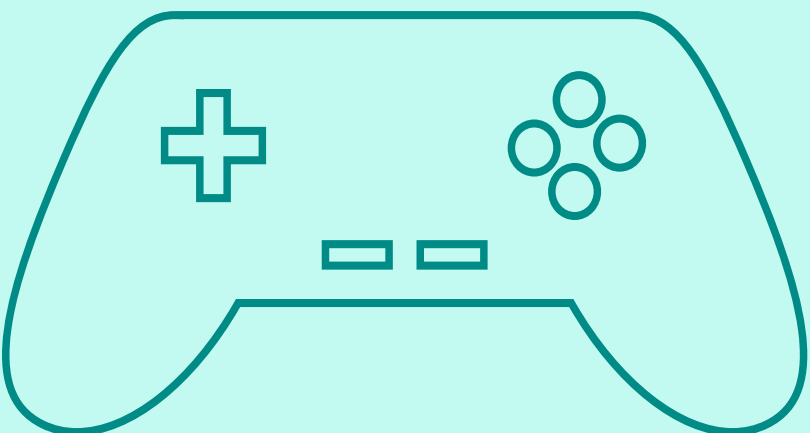
Top Purchases



Gift Cards & Coupons related searches every 0.7 seconds



2.5M “Hatchimals” keyword search in Toys & Hobbies Category



25 Video Games & Console related searches every second

Popular Brands



TRAXXAS



Top Purchases

- Necklaces & Pendants are purchased every 2.1 seconds
- Video Games & Consoles related products purchased every 1.4 seconds
- Women’s Clothing related products are purchased each second



Pop Culture Moments

Integrate your brand into important “can’t miss” moments throughout the year. From the World Series, to Comic-Con to the launch of a brand new Samsung smartphone, eBay can help maximize exposure and drive results for your brand during these important events.

Sports

Get shoppers in gear for the season with everything from fan-favorite memorabilia or rare trading cards to limited edition collectibles.

- March Madness
- NBA Finals
- NHL Stanley Cup Finals
- World Series
- NASCAR
- College Football
- NFL Kickoff and Championships
- Sneaker releases
- Unique autographed memorabilia limited-edition items

Entertainment

From sold-out concerts to thrilling festivals and cultural events, display your brand during these highly-visible peak moments.

- Award Shows (The Oscars, Grammys, Golden Globes)
- Movie Premieres, Anniversaries, and Special Edition Re-releases
- Music Festivals (Burning Man, Coachella, SXSW)
- Comic Con and other conventions

Other Holidays & Sales Events

Showcase your brand during these proven sales periods and interact with shoppers looking to celebrate, gift-give, and beyond.

- MLK Day
- Presidents' Weekend
- Memorial Day
- 4th of July
- Labor Day
- Columbus Day
- Thanksgiving
- Black Friday/Cyber Monday

New Product Releases

Tune in with the hottest new trends and boost sales during key release dates for the latest gadgets and tech items.

- iPhone & Samsung Phone Releases
- Game Console Releases
- Games and Enhancements
- Consumer Electronics Show (CES)



ebay advertising



Don't See Your Ideal 2018 Retail Moment Listed Here?

Don't worry—with hundreds of millions of item listings, eBay can customize an advertising experience unique for your brand and based on the exact audience you want to reach.

Integrated Solutions

Sponsorships and engagement beyond the banner

Customize your brand’s marketing strategies with unique opportunities through eBay’s Integrated Solutions. When you partner with eBay, you unlock co-branded opportunities designed to increase exposure and engagement.

Just Think of the Possibilities:

Social Media

Special Events

High-Profile Auctions

Sweepstakes

Content Alignment

Category Partnerships

Executions Unique to eBay

Custom Brand Experiences





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Discover what eBay's Retail Moments can do for your brand

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