



Advertiser Audience Guide.

Reach your audience in the
moments that matter the most.



No One Understands Shoppers Better than eBay.

168M

active buyers worldwide.¹

1B

live listings.¹

80%

of users logged-in.²

280M

hours of shopping and purchase behavior recorded monthly.³

Source: ¹eBay Fast Facts, Q3 2017, ²eBay Fast Facts, Q2 2017, ³comScore Q4 2016.

Target, Exclude, or Build Audiences Based on Your Specific Needs.

1. Essential Audiences

We've created over 550 evergreen audience segments across 13 categories.

2. Shop-Alike Audiences

Using our Shop-Alike capability, we'll help you reach new users that look like your existing shoppers.

3. Custom Audiences

Build your own custom segments based on your unique needs.



Essential Audiences.

For the full list of Essential audience segments, reach out to ebayads@ebay.com



Demographic & Household Audiences:

Segments are based on user traits, applied to refine an audience to specific demographics or household targets.

- Age
- Gender
- Income
- Household Size
- Children in Household
- Rent/Own
- Marital Status
- Ethnicity
- Occupation
- Home Age/Home Value
- Education
- Dwelling Type

Lifestyle Audiences:

These segments are meant to help us target users at key life stages, or with personal characteristics that could indicate a good match for a particular brand.

- Lifestage Audiences
- Shopping Habit Audiences
- Persona Based Shopper
- Demo Persona Audiences





Seasonal Audiences:

Valuable insights are available on our platform based on data from sellers who saw increased performance during various holidays, seasons, and events.

- New Year's
- The Big Game
- Valentine's Day
- Mother's Day
- Father's Day
- Summer
- Back to School
- Halloween
- Holiday
- Holiday Returns
- Pop Culture Moments
- Sporadic Shoppers

Shopper Audiences:

These segments integrate user shopping behavior to create groups based on various tendencies and trends.

- Shoppers by Top-Level Category
- Shoppers by Relevant Sub-Categories





Seller Audiences:

These audience segments are based on past seller behavior on eBay, and have been effective in allowing us to target specific verticals like shipping.

- eBay Seller Groups
- SMB Buyers
- Shipment History Based Audiences
- Potential Business Decision Makers



Active Buyer Audiences:

Users are categorized based on their buying history, having purchased an item in an eBay Leaf Category in the last 90 days.

- Buyers of Top-Level Category
- Buyers of Relevant Sub-Categories

Shopper Journey:

These segments indicate where users are in their shopping journey on eBay compared to others who have purchased specific items.

- Auto Shopper Journey
- Cell Phone Buyer Shopper Journey
- Laptop Buyer Shopper Journey
- Consumer Electronics Item \$500+ Shopper Journey
- H&G Shopper Journey
- Fashion Shopper Journey
- Beauty Shopper Journey
- Gamer Shopper Journey



Mobile Carrier Audiences:

Segments analyze eBay mobile users and target based on mobile carrier. This allows brands to reach the right mobile audiences based on carrier, with potential conquering. Segments can also target users who are more likely to switch carriers.

- Carrier Switchers
- Current Carrier
- Device Dominance





Auto Audiences:

These segments utilize our user's auto shopping behavior, allowing brands to target ideal shoppers.

- eBay Motors Shopper
- eBay Motors Buyers
- Body Style Shopped/Own
- Make/Model Data
- In Market for New/Used Car
- How Car was Purchased
- When Car was Purchased



Financial Audiences:

These segments are targeted based on volume of purchases, amount spent on eBay, or any 3rd party data about preferred payment methods and financial institute affiliation.

- Transaction Velocity Buckets
- Overall Spend Buckets
- Propensity to Spend More than \$X Buckets
- Credit Card Audiences
- Tax Prep Audiences
- Likely Bank Affiliation

Insurance Audiences:

As 3rd Party Data becomes available, this segment compiles audiences that could be valuable to insurance clients.

- Month of Renewal
- Insurance Segment Influences





Audience Propensity Segments:

Segments target customers shopping habits with Cross-Shopping Index categories for particular products. This includes the ability to reach the shoppers who have a strong likelihood of shopping for additional products based on their current shopping habits.

- Behaviorally targeting top shoppers for the cross-shopping categories

Brand Affinity Audiences:

These users have searched for specific brands in the past, and are categorized based on their brand leanings.

- Users who searched or navigated to certain brands



**Over 550 eBay
Essential Audiences.
Millions of Possibilities.**



Reach and Convert New Customers with Shop-Alike Audiences.

To help you reach eBay shoppers most in line with your existing customer base.

Choose from two Shop-Alike models:

1. Existing CRM data files.

2. Previous campaign performance.

Choose One of Three Ways to Execute a Match.

Preferred Method

Direct Match

Send us an encrypted email/device ID and we will match them with our proprietary tools.

Other Options

Server-to-Server

If you are using a DMP (Adobe or Bluekal) we will set up a cookie sync to target your audience.

Third-Party

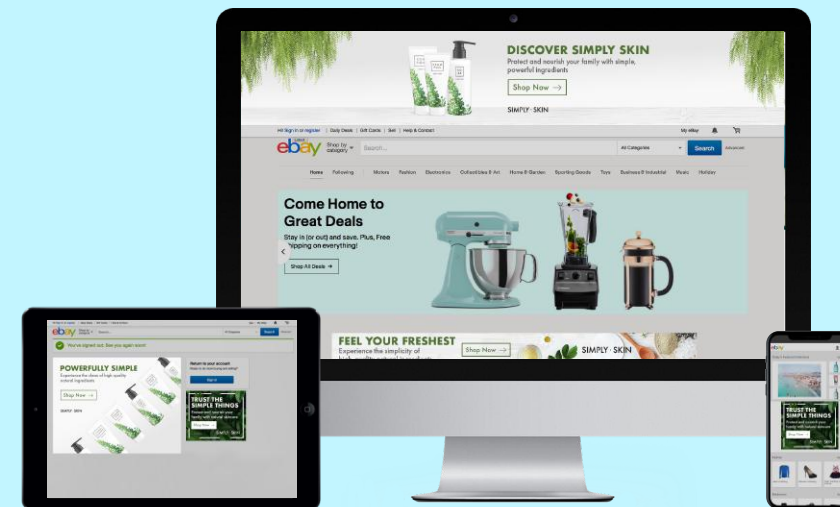
If your CRM file is with Acxiom, they will do the match, but note there may be an associated fee.



eBay Advertising Platform



Matched Audience



Your CRM targeted campaign is LIVE across all devices.



Custom Audiences.

Can't find an audience segment that suits you? If our collection of eBay Essential Audiences aren't your perfect fit, we can tailor a unique segment to your brand. By leveraging CRM data, we can identify and build user profiles to match your niche target segment.



Leverage your CRM Data for Shop-Alike and Custom Audiences.

We match your brand data, whether from a CRM system or customer contact list, with our first-party user profiles to reactivate latent customers, engage offline customers online, up-sell or exclude existing customers, or gain insights on matched users.



Contact Us

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