

Promoted Listings Drives Sales Velocity at \$43:1 ROI for TekReplay

ebay advertising



Objective

Increase sales and exposure for TekReplay's Apple products such as MacBooks, iPads, iPhones, Accessories, and more on eBay.

Strategy

- Promote listings with large quantity that are slow to sell
- Start with a 2-3% ad rate to fit margin constraint
- Run continuous campaigns to maximize visibility of live listings



TekReplay is a top rated eBay seller that specializes in quality refurbished Macs, iPhones, and iPads at competitive prices. A member since 2008, TekReplay takes pride in their dedicated customer service and product quality. With a 99.1% feedback score, and more than 11,432 followers on eBay, TekReplay knows how to create happy customers.

Promoted Listings Drives Volume Increase for Items Promoted

3X

Increase in
Overall Sales

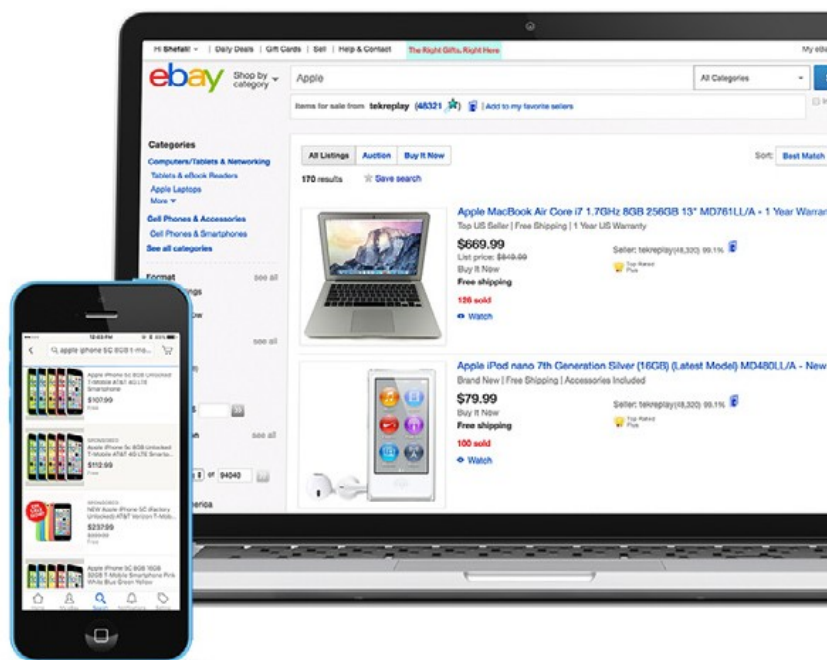
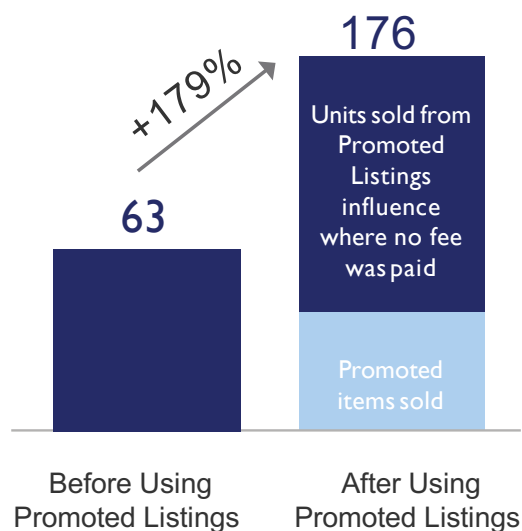
179%

Increase in
Items Sold

\$43:1

Return on
Ad Spend

Number of Units Sold per Day*



**Based on data measured from 4/1 to 6/30, one month before and after starting promoted listings. This is a best-case example. Results for individual sellers may vary depending on their inventory, category and item pricing.*

Get Started Now

ebay.com/promotedlistings

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