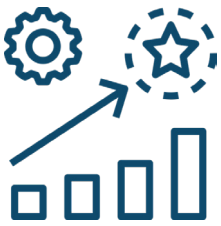


Start your Programmatic Partnership with eBay



eBay is perfectly positioned to help programmatic advertisers achieve success.

With massive reach and powerful, first-party shopper data, eBay helps drive real results. We connect your brand with highly-targeted audiences, all within a brand-safe and high-quality environment.








Audience activation for your specific needs.

To meet the needs of our advertisers, eBay Advertising's Media Strategy and Analytics team is constantly building new, turnkey audience segments as well as custom-built ones to drive KPIs.

- 900+ Essential Audiences: Off-the-shelf segments built from first-party shopper data
- Shop-Alike Audiences: Engage a new audience of consumers by targeting users that behave like your existing customers
- CRM-Matching: Quickly integrate your brand's targeting characteristics with eBay's behavioral data to build precisely matched audiences

Leverage eBay's adaptable programmatic offerings and gain access to our vibrant marketplace and unique shopper insights.

Activation Type	Description	Deal Type
 <p>Sponsorships & Takeovers</p>	High-Impact, Homepage Takeovers, and Category Roadblocks	<ul style="list-style-type: none"> • Programmatic Guaranteed
 <p>Brand and/or Product Category</p>	Increase exposure across relevant eBay categories such as: Automotive, Electronics, Luxury, and Home and Garden.	<ul style="list-style-type: none"> • Programmatic Guaranteed • Preferred Deal • Private Marketplace
 <p>Keyword & Content Channel</p>	Align messaging with specific user interests, following real-time keyword and content analysis	<ul style="list-style-type: none"> • Programmatic Guaranteed • Preferred Deal • Private Marketplace
 <p>Deterministic: eBay 1st-Party Data</p>	Custom, predefined and cross-device audiences using historical purchase behavior, browsing habits and self-declared user insights	<ul style="list-style-type: none"> • Programmatic Guaranteed • Preferred Deal • Private Marketplace
 <p>Client-owned & Supplemental Data</p>	Client CRM Matching, Shop-Alike Modeling, and third-party data overlay	<ul style="list-style-type: none"> • Programmatic Guaranteed • Preferred Deal • Private Marketplace

How do we partner to drive the best results from your eBay campaign?

- 1** We work with clients to develop a tactical approach based on campaign goals and KPIs.
- 2** We monitor and communicate performance trends throughout the campaign to uncover opportunities and optimize.
- 3** At campaign wrap, our analytics team evaluates performance and reports out actionable insights to inform future activation.

Contact our programmatic sales specialists and activate your brand on eBay today.