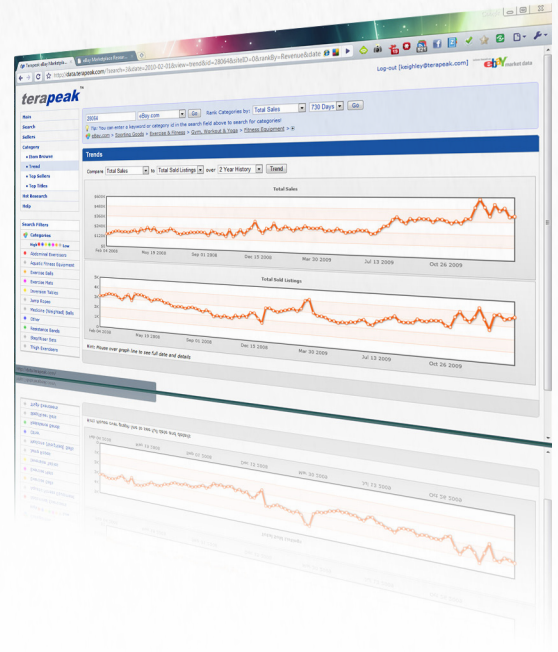


terapeak
FOR EBAY

eBay Marketplace Research
User Manual

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Why Terapeak?

Terapeak Marketplace Research enhances your selling and buying activity on eBay by providing up-to-date information on sales within the eBay marketplace. Your subscription provides access to 90 days of historical listing details, plus two years of category trends. This information will help you gauge activity within the existing market, trend any seasonality, and project the optimal sales price for your goods. Research will answer questions like: **How many similar items are currently available in the marketplace? At what rate/percentage is my item likely to sell? What is the average price of my item?**

Navigating Terapeak

Each of Terapeak's various research tools can be accessed through the main menu, located in the top left hand corner. (Figure #1)

Reading graphs and charts Terapeak's research is available in chart and numerical form. Charts in 90-day Search reports can be sorted by the following criteria: Total Listings, Average End Price, and Sell-Through.

If you float your mouse over the heading bar, a wrench icon will appear. (Figure #2) Click on the wrench to show a drop-down menu of display options. Select Show Table to view the data in numerical form. (Figure #3)

Check the size of the listing sample, and use the pricing data and success rate to pinpoint the most effective formatting for your listing.

FIGURE #1



click on heading to view different reporting options

FIGURE #2

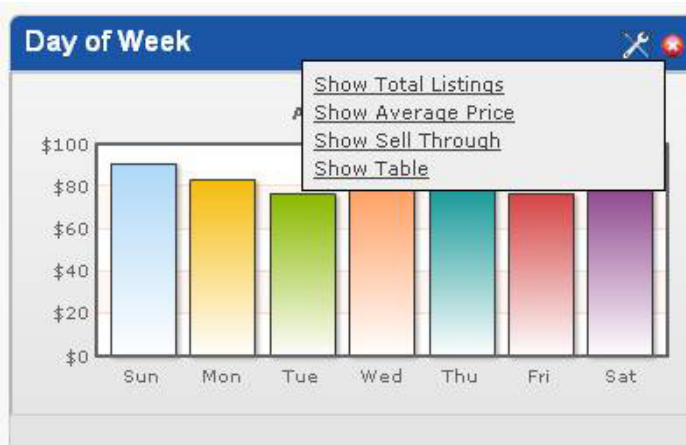


FIGURE #3

Day of Week	Total Listings	Average End Price	Sell-Through
Sun	1,822	\$90.84	39.85%
Mon	1,758	\$82.98	35.49%
Tue	1,669	\$76.21	35.35%
Wed	2,055	\$94.98	27.74%
Thu	1,597	\$87.94	31.25%
Fri	1,844	\$76.63	31.83%
Sat	1,843	\$80.59	28.16%

Two Year Trend

Two-year Trend reports are also graphical. You can float your mouse over any point within the graph to see detailed totals.

These graphs can be sorted by Total Sales, Total Listings, Total Sold Listings, Total Bids, Average End Price, Sell-Through, and Bids per Listing. Terapeak allows you to search two criteria at once, so you can compare and evaluate one result with another.



FIGURE #4

Category Browse

When looking at Category information, the Category Item Browse reporting is color-coded. Each category and sub-category is weighted by criteria of your choice: Total Sales, Total Listings, Total Bids, Average End Price, Sell-Through, or Bids per Listing.

These color codes visually emphasize the top performers within your search.

Here, you can use the color legend to judge which sub-categories are most lucrative.



FIGURE #5

Running a Top Seller Report

Run a Top Seller report to see a list of all sellers who have listed products matching your keywords. Alternatively, run a Category Top Seller report to see a list of all the sellers who have listed products in a particular category.

You can rank the sellers according to the following criteria: Total Sales, Successful Listings, Bids, and Items Sold.



Rank	Seller ID	Total Sales	Total Listings	Successful Listings	Bids	Items Sold	Average Price	Sell-Through
#1	cedseller	\$178,725	237	73	270	73	\$2,448.28	30.80%
#2	saddleonline	\$134,167	3035	746	4541	766	\$175.15	24.58%
#3	equiteric	\$119,832	15649	2897	15716	3126	\$38.33	18.51%
#4	bestequiteric			189	3100	189	\$589.17	55.10%
#5	leath			450	633	477	\$208.19	20.53%
#6	rider			302	889	613	\$160.84	46.39%
#7	saddledhorse	\$92,909	1426	819	10142	819	\$113.44	57.43%
#8	leathercity	\$82,499	4681	1395	2119	1413	\$58.39	29.80%
#9	saddlesmania	\$75,111	2280	514	1787	523	\$143.62	22.54%
#10	saddledall	\$72,760	1329	623	6694	623	\$116.79	46.88%

FIGURE #6

Floating your mouse over a seller’s name will give you the option to research similar items from this specific seller, research all of the seller’s items, or research the seller’s top titles.

Title Builder-Keyword Research

The Title Builder is an interactive tool that helps you build your eBay listing titles. Title Builder will count down your remaining characters and suggest additional keywords that match your own. Evaluate these words based on associated average price, and build your title accordingly.



Keyword	Listings	Avg. Price	Avg. Shipping	Max. Price	Min. Price	eBay
Atat	212	\$106.79	\$2.01	\$486.99	\$3.68	eb
New	211	\$102.88	\$2.26	\$699.99	\$3.98	eb
Gsm	155	\$110.43	\$2.51	\$1,019.00	\$4.74	eb
Motorola	150	\$26.99	\$1.19	\$222.00	\$2.98	eb
For	127	\$8.32	\$0.17	\$89.99	\$2.98	eb
Cingular	120	\$73.24	\$2.82	\$339.99	\$7.99	eb
Case	101	\$5.94	\$0.00	\$9.99	\$2.98	eb
T-mobile	82	\$117.35	\$1.92	\$255.00	\$4.90	eb
Unlocked	76	\$163.19	\$3.98	\$699.99	\$6.99	eb
Cover	70	\$5.89	\$0.00	\$9.98	\$2.98	eb

FIGURE #7

Basics of eBay Marketplace Research

Millions of listings end every day on eBay. Terapeak Marketplace Research allows you to review those listings based on keyword searches. Since there are so many listings on eBay, keyword searches alone may turn up irrelevant listings. It is therefore important to create a targeted search, using either a group of specific keywords and/or the search filters Terapeak provides.

Keywords

Terapeak searches all closed listing titles based on the keywords you enter. Certain Boolean expressions will narrow your search even further; for example, grouping words within quotation marks ("iPod Nano"), or placing hyphens before words (-case, - skin) to remove those words from your search. You may also search by USBN and UPC numbers.



The image shows a 'Price Ranges' filter interface. It has a title 'Price Ranges' with a small icon. Below the title, there are two sections. The first section is labeled 'End Price' and contains two input boxes: the first has '200.00' and the second has '600.00', with the word 'to' between them. The second section is labeled 'Start Price' and contains two empty input boxes, also with the word 'to' between them. At the bottom of the form is a 'Search' button.

FIGURE #8

Instead of searching for something basic like “black shoes”, you may wish to include the brand, style, or size of those shoes as well. This will ensure the most accurate results. Or, if searching for something more general, you can filter your results by setting pricing parameters. For example, when searching for “Apple iPhone”, limiting listings to include only those between \$200 and \$600 will remove most accessories and smaller items from your report. The Price Range filter can be found on the left hand side of your report.

- Use quotes only when searching an exact phrase
- Include the brand name or model number to target the most relevant listings
- Searches using uncommon keywords will exclude a large number of relevant listings
- Start with one or two common words, then add more keywords to narrow your search as required, or search through categories
- Using a plural form of your keyword may exclude single item listings, so choose your search terms carefully

Categories and Attributes

Along with filters, you may also use the Category drop-down menu to refine your search. This menu is located at the top of your report, and allows you to select specific categories within which to perform your search.

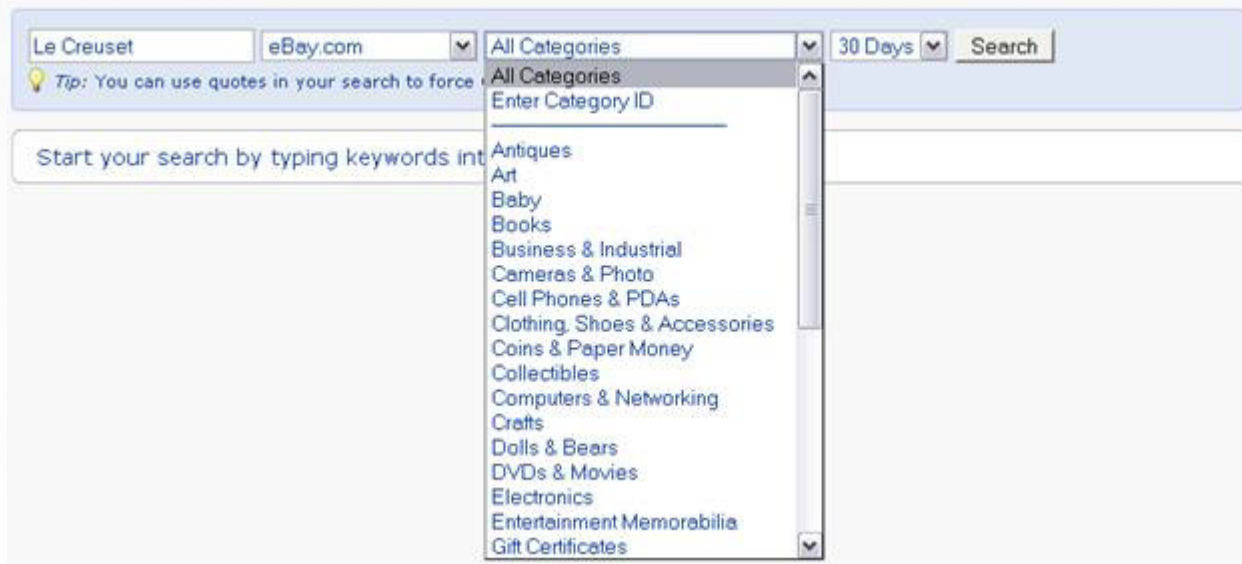


FIGURE #9

To the left of your report, under Search Filters, are sub-categories that allow you to further narrow your search.

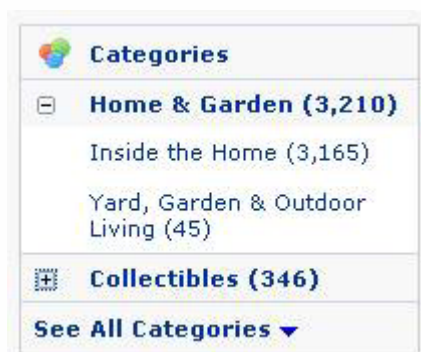


FIGURE #10

Click on a sub-category to run your search again, or click "+" or See All Categories to expand this menu.



FIGURE #11

Once your results are linked to a category with attributes, you can select options like Item Condition as filters. You can find these options on the left hand side of the report page.

Advanced Filters

The Search Filters on the left hand side of your report can help refine your results.

Additional Filters

Current Criteria
 "Le Creuset" items
 On eBay.com in USD
 In Category #46273
 Sep 25, 2009 - Oct 24, 2009

Pricing

Listing Durations

Listing Types

Time of Day

Seller ID

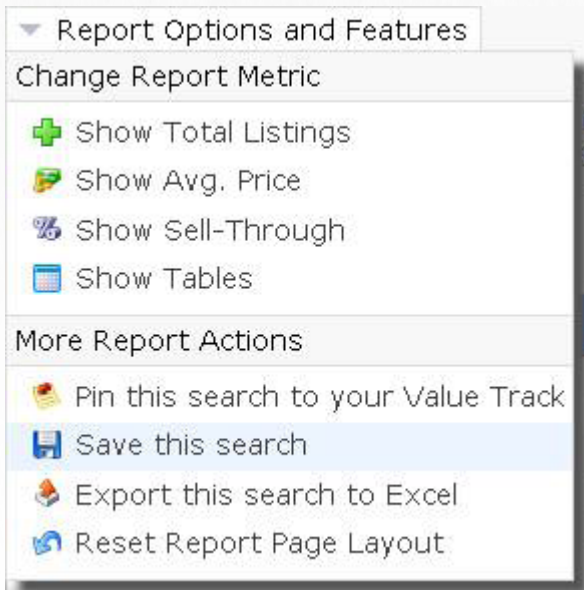
FIGURE #12

What keyword search filters do you support?

To search for:	Do this:	Example:
Items where two or more keywords are present	Enter the keywords with a space between them	New DVD player <i>Searches for items with all three words in the title in any order</i>
Items containing certain words in a particular order	Place quotation marks around the group of words, or join them with hyphens	"New York" or New-York <i>Searches for items with titles containing New York in that order only, but not those containing just New or just York or the words York New</i>
Items that don't contain a certain word	Place a minus sign immediately before the word to be excluded (no space after the minus sign)	Shirt blue -wool <i>Searches for items with titles containing the words shirt and blue but not containing the word wool</i>
Items that don't contain several words	Place a minus sign before the list of words separated by commas (with no spaces after the minus sign) and put in parentheses	Bowl -(black,green,purple) or bowl -black -green -purple <i>Searches for items with titles containing the word bowl but not containing the words black, green, and purple</i>
Items where one word or another is present	Enter keywords in parentheses separated by commas	(Purse,handbag) <i>Searches for items whose titles contain either the word purse or handbag</i>
Items that contain words starting with a particular sequence of letters	Enter the letter sequence followed by an asterisk	Book* <i>Searches for items whose titles contain words starting with book, such as books, bookshelf, and bookmark</i>
Items the contain words that follow a particular pattern	Enter the letter sequence with question marks where the letter may vary	Line <i>searches for items whose titles contain words like like, line, and live</i>

Building and Saving Search Queries

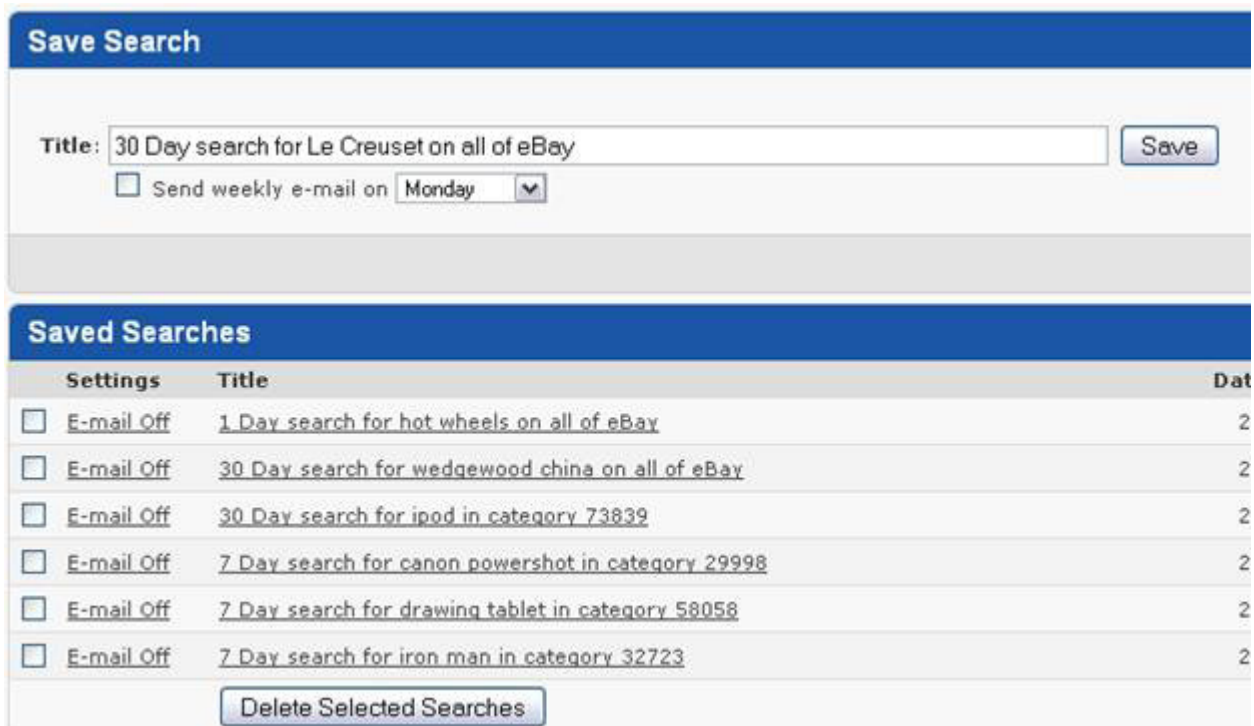
Saving your most frequently searched reports can save you time and effort. Simply perform a report, along with any filters you wish to include, and click the Report Options and Features drop-down menu. Then, select Save this Search.



If you would like Terapeak to automatically run your saved searches once per week, activate the option (by checking the square box) to have the report e-mailed to your log-in address.

FIGURE #13

Use Listing Durations to view only listings that ran for a certain amount of time (1 day, 7 days, etc.); use Listing Types to sort through different types of auctions (Bid Auctions, Store Listings, etc.); use Listing Promotions to view results that were listed with different promotions (Buy it Now, Homepage Featured, etc.); use Time of Day to filter by the hour of day during which items sold; and use Seller ID to narrow your results to include only a single seller's listings.



Settings	Title	Date
☐ E-mail Off	1 Day search for hot wheels on all of eBay	2
☐ E-mail Off	30 Day search for wedgewood china on all of eBay	2
☐ E-mail Off	30 Day search for ipod in category 73839	2
☐ E-mail Off	7 Day search for canon powershot in category 29998	2
☐ E-mail Off	7 Day search for drawing tablet in category 58058	2
☐ E-mail Off	7 Day search for iron man in category 32723	2

Delete Selected Searches

FIGURE #14

What Type of eBay User Are You?

The type of eBay user you are determines which features and data you will find most useful.

Seller of unique items

Unique items, such as antiques, collectibles and other used goods, can have many variations that potentially affect their value and selling price. These unique goods often cannot be directly compared with other items on eBay, and therefore, calculated metrics such as Average Sold Price provide little insight. Sellers of unique items tend to use the charts and metrics capabilities loosely, relying instead on individual listings completed within the past 90 days.

These completed listings typically show the specific nuances of each item, and help the seller gather approximate pricing information to directionally influence selling decisions. Also, because there are typically fewer items listed that can be loosely compared to unique items, sellers appreciate the extended completed listings history provided by Terapeak.

Two-year category trends can also help sellers of unique items view trends on a month-over-month basis, or year-over-year, to determine if there are seasonal considerations for their potential buying audience.

Seller of commodity or comparable items

New, commodity-type products have many comparable items moving through eBay. For sellers of these products, Terapeak provides additional insight by calculating product performance statistics. Sellers of these types of items find the reports on average pricing, sell-through percentage, and bids per listing valuable in assessing the marketplace. Additionally, the remainder of the reports will assist in building more successful and higher-value auction listings, as these will provide sellers with information on how to best target shoppers.

Buyer

Buyers are mostly interested in pricing information to ensure that they don't overpay for a product. Depending on the availability of an item within the eBay marketplace, a simple 7-day search may provide a good idea of average pricing. Alternatively, for rare items, shoppers may wish to review the past 90 days of completed listings. The 14-day free tool available on Terapeak or eBay's completed listings report may be sufficient for shoppers looking for high-demand items.

Assessing selling opportunities and the eBay marketplace

Before you start selling on eBay or stocking up on new inventory, it is wise to get an idea of the existing demand and size of the marketplace. You will also want to evaluate the average price your item fetches on eBay, and determine whether you can source and sell the product for a good return on your investment.