



eBay Israel

Utilizing Data for **Brands Success**

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Yuval Matalon

Our Profile

2 office locations – Netanya & TLV (~7500sqm),
~250 people

Expertise:

- Structured Data
- Innovation & New Ventures
- IL CBT BU
- Analytics
- Mobile



What Israelis sell on eBay?



What are we doing?

Close cooperation with

PayPal

for managed
accounts



Embracing **Israeli Technology**

to enhance sellers
performance



Setting up sellers
growth and
incentive
plans



**Export Portal &
Social Media**

export.ebay.co.il



Expose sellers to
eBay's corridor
opportunities

ebay **Motors**

green 

ebay
FASHION

AsiaDeals

DEALS ebay **deals**

By deals, little short.

What are we doing? Developing seller services



Store & listing design,
coding, user experience
& branding on eBay

Editorial - Unique content
development for stores, listings ,
items description & search optimization



Photographing

Data integration

API tools development, ERP,
CRM & Magento



**Market
research**



Internal **Process optimization**



and **customer
support** consulting



Design – Logo,
packaging, inserts
and greeting cards

What are we doing? Shipping & logistic solutions



Preferred rates for
eBay sellers & payment
with **PayPal**



Drop-Shipping from
**Hong-Kong &
China**



**Fulfillment centers
& hubs** in US & EU



1 Day
Shipping to
US & EU



The potential – Unique Israeli products



World wide known
and unknown

**Unique Israeli-
made products**

Diamonds, Jewelry &
Gemstones



Clothing,
Shoes &
Accessories



Health & Beauty



Expanding your
business
globally





Every 15 sec. an Israeli
sells a product on **ebay**[™]

Every 2 min. an item is shipped to the US



Every 20 min. a
Judaica item is
being sold



8.91 carat diamond was
recently sold by Israeli
seller for over
350,000 NIS



Did you know?

Every 4 sec. an
Israeli buys an
item on eBay





Dental clinic equipment

Donut production machine



Underwater scooter



Rolex gold watch
was bought for
277,000 NIS



Israeli bought a 458 Ferrari



Houses in Florida



small
country

BIG
opportunities



Product Research Tool
by **ebay**

- Market research and Product analysis Tool
- ebay eco system
- Manufacturing Brand point of view
- Harnesses structured and catalog data



Business Needs

- Support Business development win new business
- Support Account management expand existing businesses
- Help brands and manufactures make better decisions



Solution Tech Reqs

- Big Data - Support up to 5 billion rows
- Support up to 100 concurrent users
- Immediate response – less than 3 seconds
- Great UX
- Rapid development



Product Research Tool
by **eBay**



MARKET OVERVIEW

My Brand
My Growth
My Sales
Demographic
Categories Trends



SALES

Average Price Impact



PRODUCT LIFE CYCLE

Products Condition
Top Aspects Values

DEMAND

Product Demand

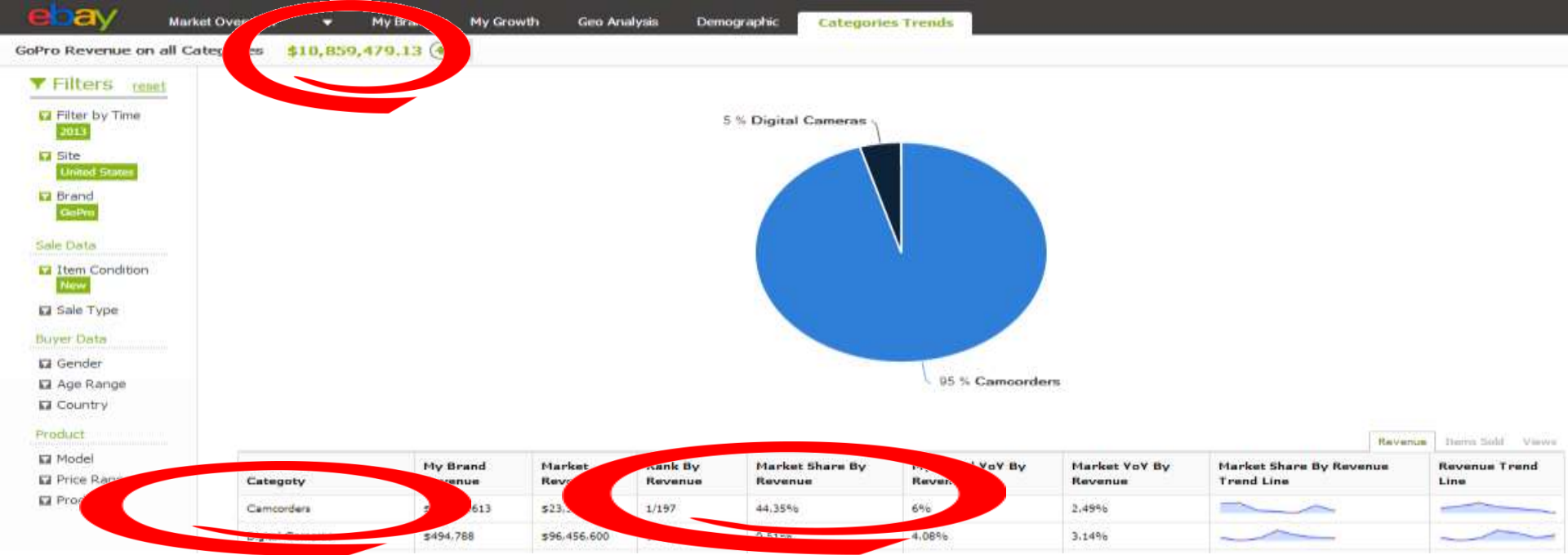
EXTERNAL RESEARCH

My Brand
My Growth
Categories Trends

Home Page

- Set filters:
 - Time - 2013
 - Site – united states
 - Brand – GoPro
 - Item condition - new

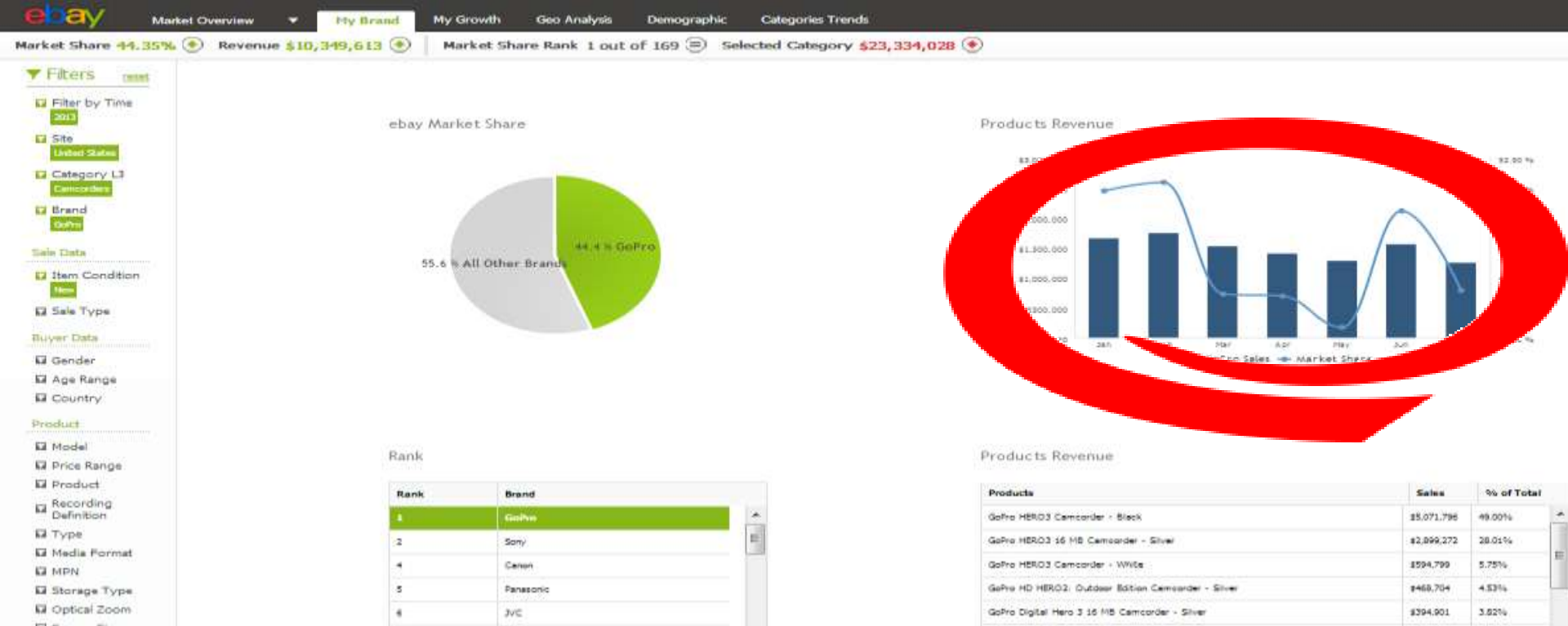




In Camcorders - GoPro brand is ranked #1 with a 44.35% ebay market share where is there additional potential for GoPro on ebay?

- Next step is **brand view on specific category** and Set filters:
 - Time - 2013
 - Site – united states
 - **Category – Camcorders**
 - Brand – GoPro
 - Item condition - new



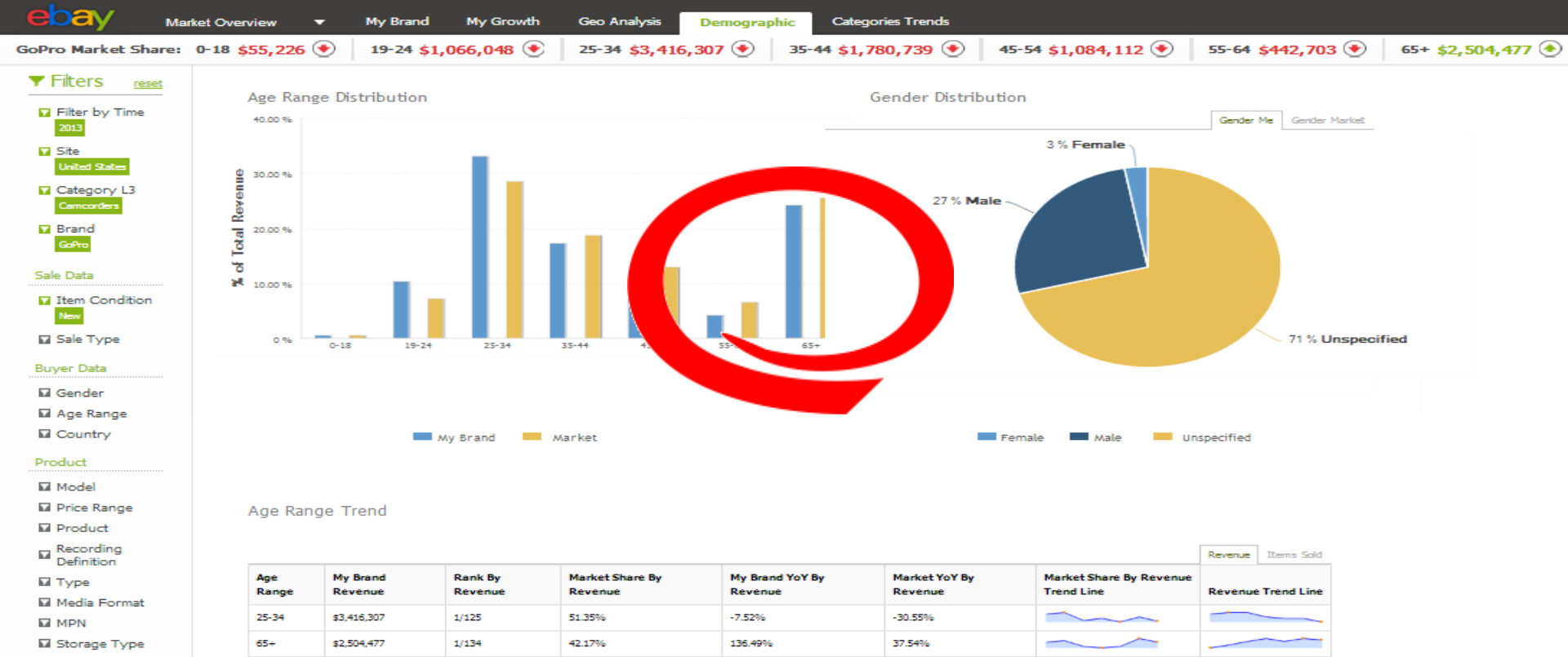


Note competing brands and top products

GoPro's market share started around 50% and went down to 41% by July



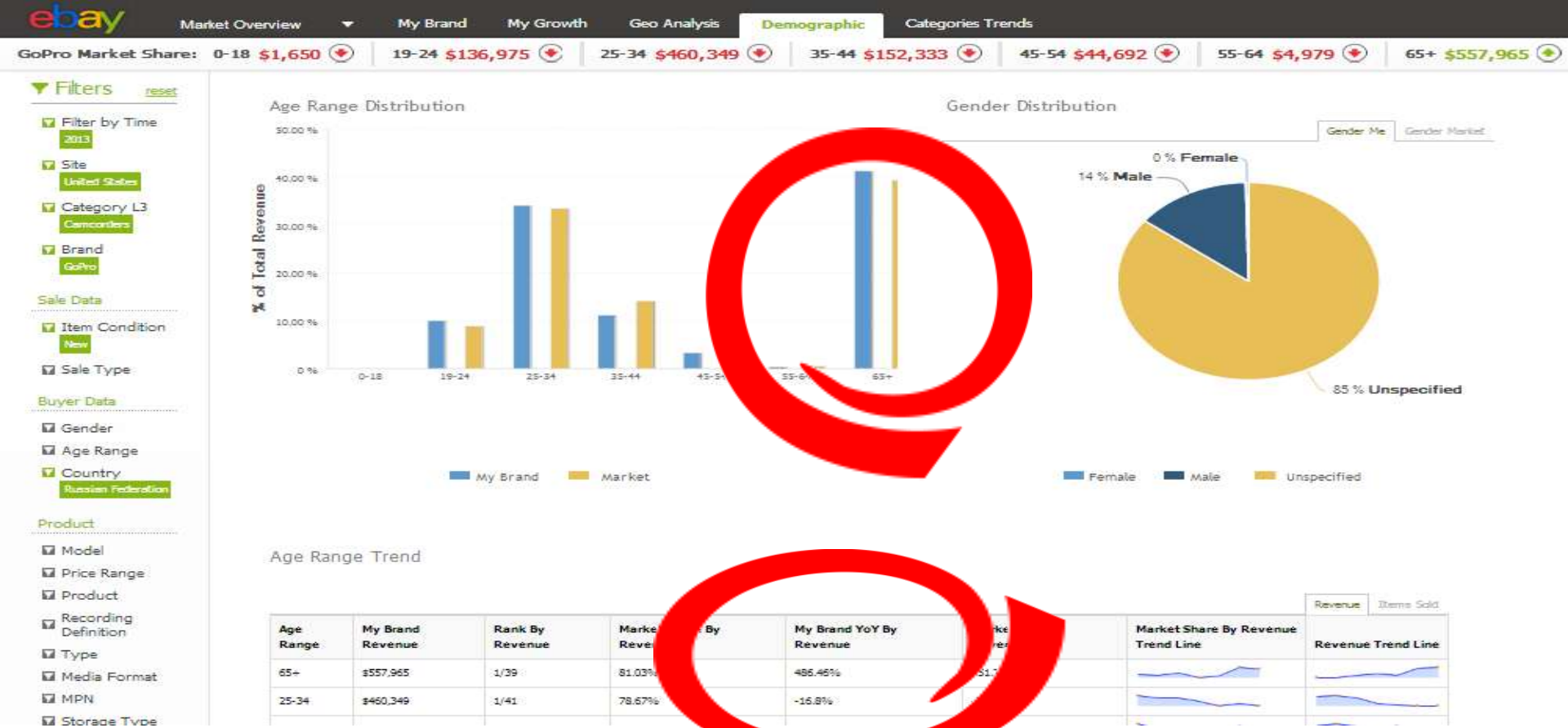
GoPro's growth gap compared to the market growth is shrinking



GoPro second best buyer age range is 65+?

- Check out the demographic tab but this time filter:
 - Time - 2013
 - Site – united states
 - **Country – Russian Federation**
 - Category – Camcorders
 - Brand – GoPro
 - Item condition - new





GoPro best buyer age range is the Russian Federation is 65+?
With YoY growth of 486%!!!

- Possible cause:
 - Russian drivers use GoPro camcorders as Dash Cams (corrupt legal system and [fake accidents](#))

- Suggestions for GoPro:
 - Sell directly in Russia
 - Create a logistic silo and move inventory to Russia
 - Create a Dash Cam dedicated product

Conclusions

- Utilizing BIG DATA
 - To create business tools
 - To enable brands and manufactures business growth on ebay
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Questions?

Market Share Growth Shipping

