

DaytodayeBay

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EBAY ACCOUNT IMPROVEMENT CASE STUDY

Richard Collections sells winter clothes and accessories on eBay. They approached us early in December 2016 to help them improve their eBay performance. We started with an Account Audit where we highlighted improvements that could be made in the product copy, listing title, item specifics, product description and promotion.



What we did to make improvements?

The main aim of the account audit was to pinpoint weaknesses and highlight the strengths. The account audit focused on the key areas outlined below:

- Product Ranking on eBay Search
- Email Marketing Opportunities
- Promotional Offers
- International Growth Opportunity

Account audit is our unique process to investigate what has been done in the past and how we can improve performance including competitor analysis. An Account Audit can be a standalone service [\[find out more\]](#)

Once we established a focus from the audit report, we commenced working and the results started to show within a few weeks time. We set a plan of action each week set out as a result of the audit. We reported back to the client every week with the improvements we made and the plan for the following week which kept them informed.

Some of these actions were:

1. Competitor analysis
2. Write new product information copy
3. Listing keywords optimisation
4. Item specifics improvement
5. Leverage promoted ads
6. Managed promotions

These key actions are unique to every account which we define after the initial account audit.

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The result - The client was aware that the result will appear in a long term however, in the following month, listing impressions were improved by 8.5 % and transactions went up by 10% which is a good testimony of our actions.



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The screenshot below shows additional £ 1,153.67 incremental sales with promotion.

Action	Promotion name	Promotion type	Status	Date range	Promotion sales (£)	Promotion sales rate (%)	Average order size	Display priority
<input type="checkbox"/> Copy	Shopwide - No minimum purchase	Extra 10% off Order discount	Active	09 Jan, 2017 28 Feb, 2017	1,153.67	100.00	1	--

Items per page 50

The screenshot below shows additional £1,033 incremental sales with sponsored ads.

eBay promoted ads improves pushes your ranking in search and also in competitor's listings. You will be charged only when you make a sale at a rate you fix. There is very little risk involved.

Campaigns								Create a new campaign
Name	Status	Start	End	Listings	Sold	Ad fees	Sales	
Trial	<input checked="" type="checkbox"/>	17 Dec 2016	No end date	496	99	£48.73	£1,033.91	Manage

Conclusion

eBay Audit work and optimisation takes time to bring results and it may not be what everyone needs but we can definitely help if you want a real improvement in your account.

All of these actions outlined above can be implemented by you and we teach you how to do this in our [eBay consulting session](#). What we do differently from others is audit your account and start making small improvements which creates result in the long term. Our unique *eBay Audit & Masterplan*, has been tried and tested and has helped many eBay sellers improve their performance. We can help you too! Please [get in touch](#) with Prabhat today.

Our *eBay Audit & Masterplan* outlines actions for us every month and also gives you an idea of what changes to expect. It is unique to everyone.



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