



ebay enterprise[™]

USING DATA TO DESIGN AND DELIVER TARGETED ONLINE ADVERTISING

June 19, 2014 | Eric Kingsbury

**“Creating ideas that spread
and connecting the disconnected
are the two pillars of our new society.”**

— Seth Godin, *The Icarus Deception*

EBAY INC



MARKETING SOLUTIONS

Affiliate • Display & Retargeting • Media Services • Email
Database & CRM • Analytics & Attribution • Studio
True Action Digital Agency

COMMERCE TECHNOLOGIES

Commerce Experience • Integrated Business User Controls
Distributed Order Management • Omnichannel Inventory
Payment Processing • Fraud Management • Reporting

OMNICHANNEL OPERATIONS

DC Fulfillment • Freight Management
Store-Based Fulfillment • Dropship Management
Customer Service

B2B COMMERCE SOLUTIONS

INTEGRATED COMMERCE DATA AND TECHNOLOGY

EBAY INC: COMMERCE AT SCALE

128MILLION
ACTIVE EBAY USERS

143MILLION
REGISTERED PAYPAL USERS

\$180BILLION
TOTAL PAYMENT VOLUME

200+MILLION
APP DOWNLOADS SINCE 2008

2+BILLION
ITEMS SOLD

88%GROWTH
IN MOBILE COMMERCE

EBAY INC: SHOPPING SEGMENTS



HOME AND GARDEN SEGMENT

65 Million
eBay shoppers per year

11 Million
Unique Buyers

1.3 Billion Dollars
Yearly Sales

18 Search
instances per shopper



EBAY DATA IN REAL-TIME



DISPLAY

(Not So) Radical Online Display Premises

The **expiration date is up** on digital display that does **not** leverage data and algorithmic logic to **deliver targeted messages to targeted audiences**.

It's never been easier than now to **programmatically provide brands** of all sizes **the ability to deliver the right message** to the right human being at the right time.

And **it's never been more important** to do so in such a way that both the brand and the human being **value the interaction**.

THE NEW MARKETING PARADIGM

“Most companies think in terms of campaigns. They periodically want to get interest in the marketplace, so they come out with something they want to promote, whether it’s on a quarterly, monthly, or maybe weekly basis. The reality is, though, that **at any given time you’re only pushing out something to those customers for whom that one thing is relevant. But most people sell a lot of things and could be a lot of different things to many different people. And what digital allows you to do is flip that model around and say for almost anybody, ‘There’s something about what we have to offer that should be connecting with them.’”**

— *David Edelman, Principal, Global Digital Marketing Strategy Group, McKinsey & Company*

DISPLAY: THE OLD PARADIGM

BRAND AND CONSUMER PROFILE



Consumer Profile

Name: Pollyanna Prescott

Age: 26

Status: Single

Location: Chelsea, London

Job: PR - London

Car: - Black cabs

Magazine: Vogue/ELLE

Music: Various - Michael Buble

Restaurant: The Ivy London

Café: Starbucks Takeaway

Nightlife: London clubs - china white

Hobbies: Pilates/skiing



BURBERRY LONDON

STATIC PRODUCT AD



PUBLISHERS WITH HYPOTHETICAL AUDIENCE AFFINITIES

TOMBOY SUMMER STYLE
FROM COCO TO DARIA

VOGUE VOGUEARCHIVE

SUBSCRIBE | FASHION | BEAUTY | PARTIES | CULTURE | FASHION SHOWS | VIDEOS | VOGUEPEDIA | MAGAZINE | PROMOTIONS

JUST IN



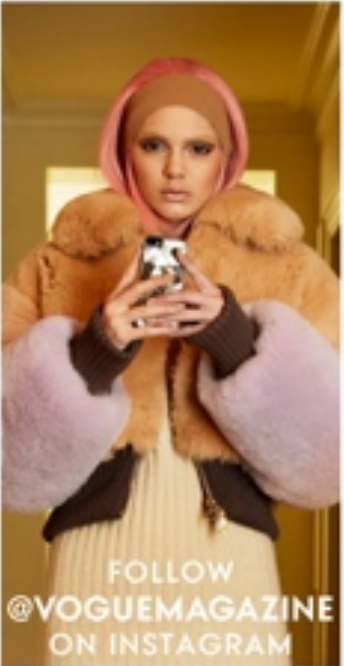
MUSIC
Even If You Don't Like Classical Music, You'll Love Electro String Quartet Clean Bandit



FASHION
Beyoncé Puts the '70s Suit into the Spotlight
Beyoncé channeled the spirit of seventies opulence and optimism in a Gucci suit at a performance of *A Raisin in the Sun* on Broadway this past Saturday. We show you how to get the look.
[read more >](#)

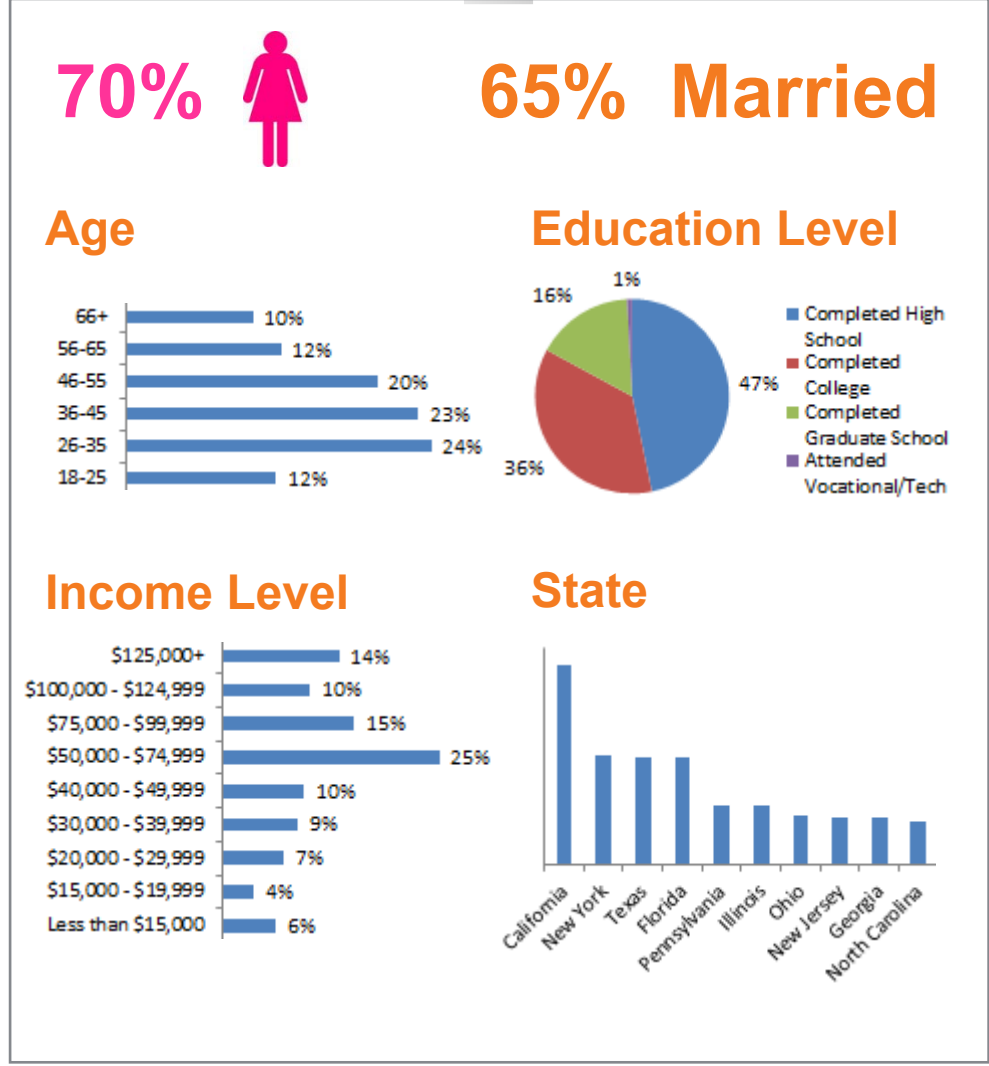
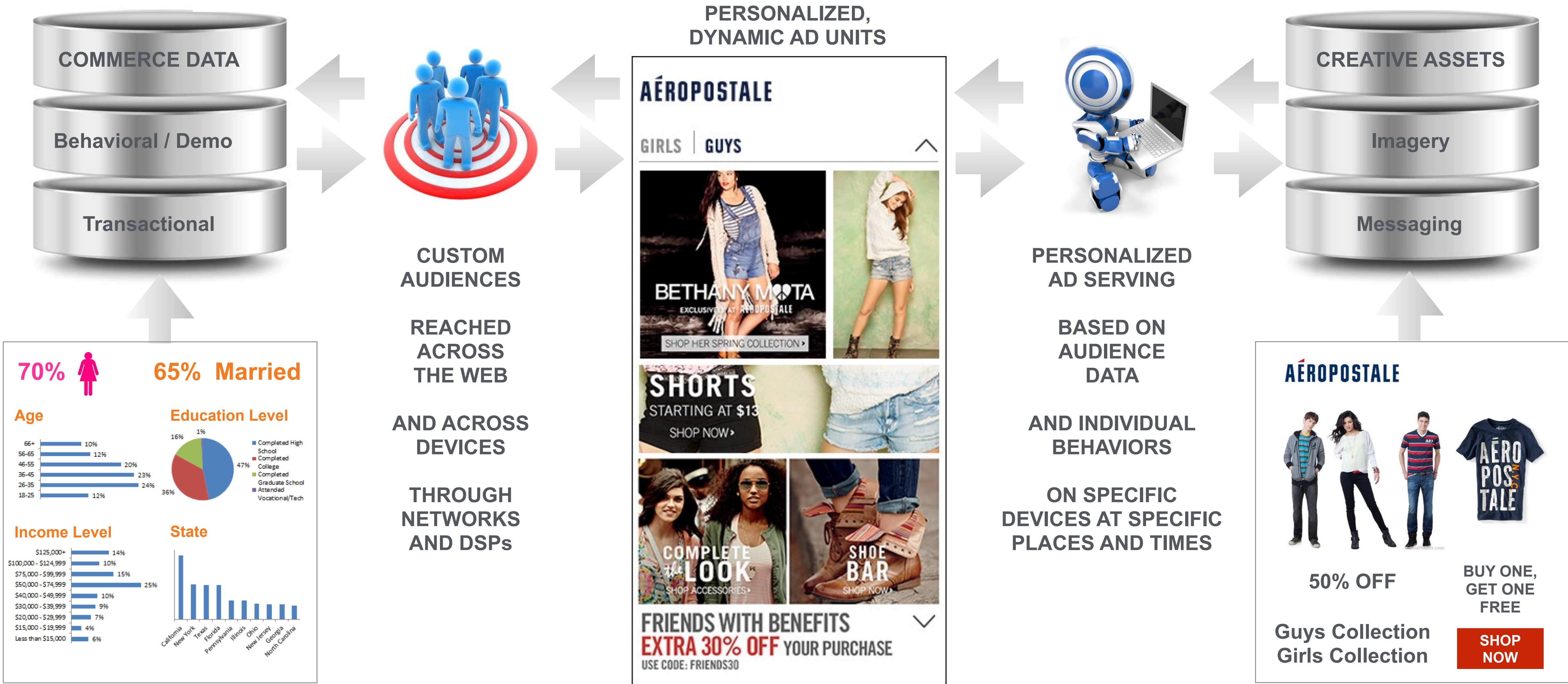
SUBSCRIBE
GIVE A GIFT
RENEW
INTERNATIONAL

FREE CLUTCH WITH YOUR VOGUE SUBSCRIPTION >>

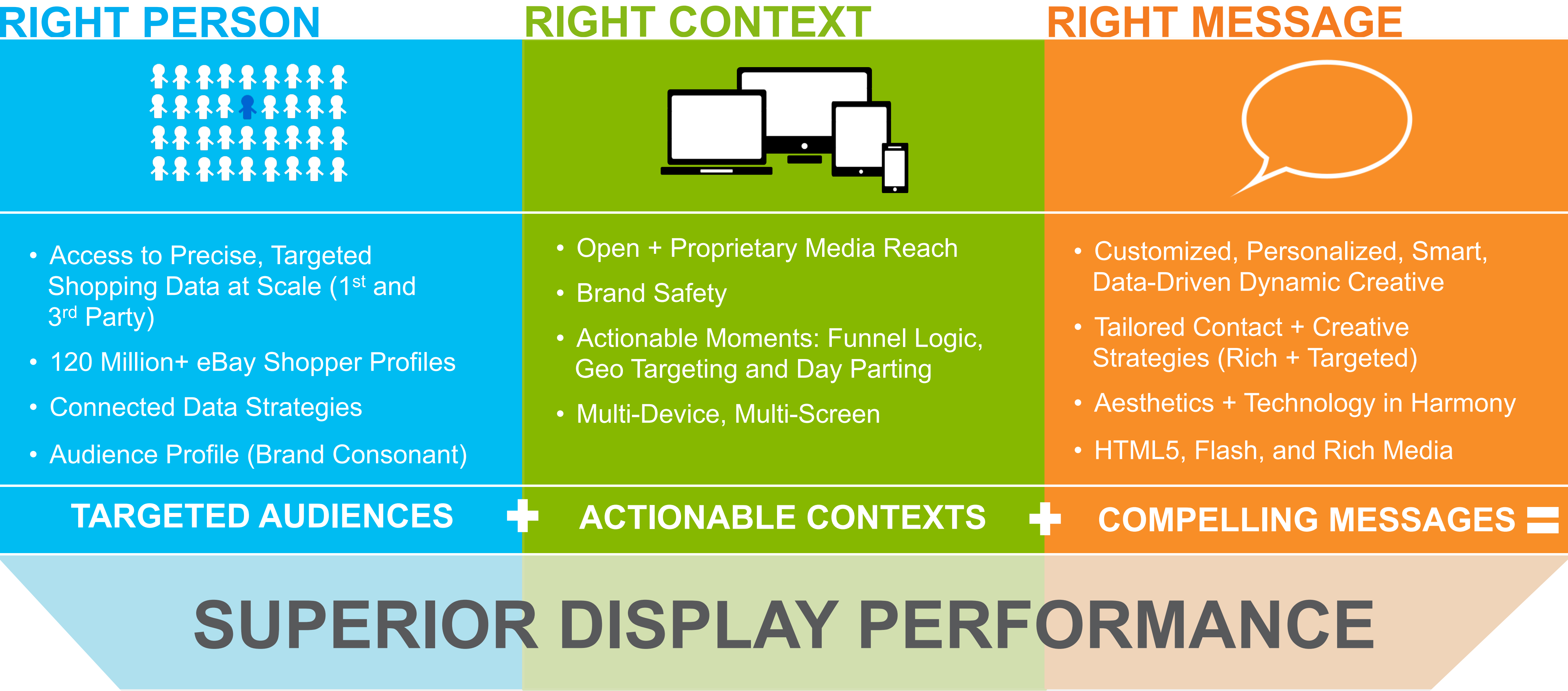


FOLLOW @VOGUEMAGAZINE ON INSTAGRAM

DISPLAY: THE NEW PARADIGM



OUR DISPLAY DIFFERENCE: SUPERIOR PERFORMANCE



SUPERIOR PERFORMANCE: A FULLY-MANAGED SOLUTION

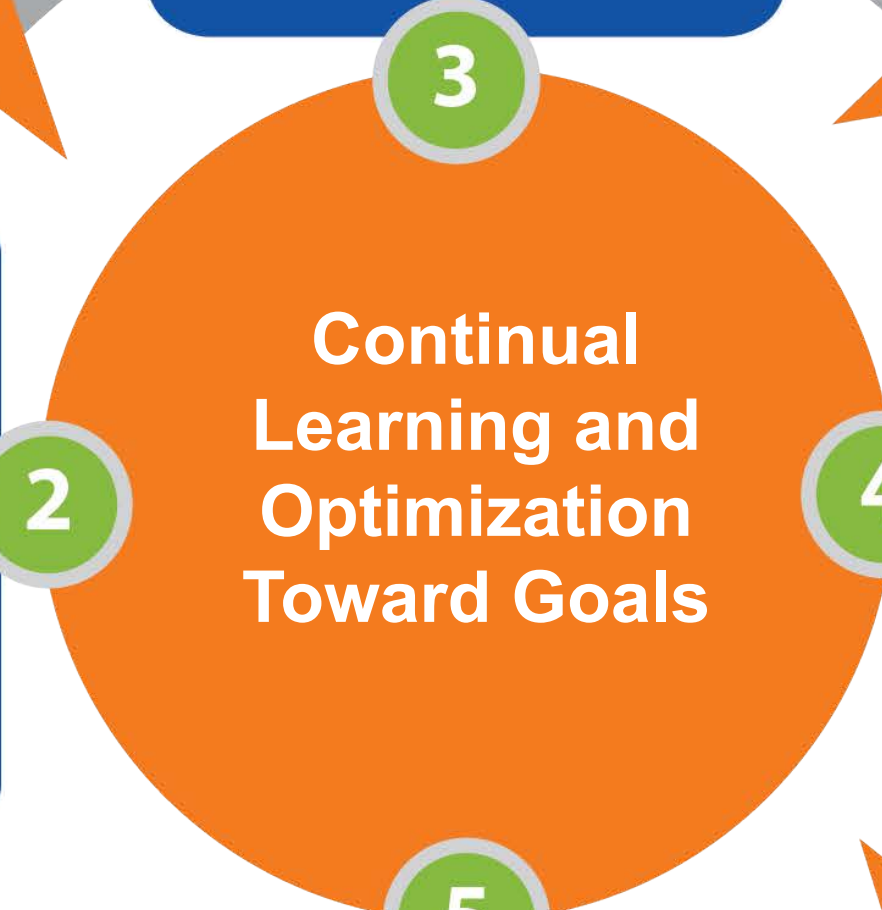
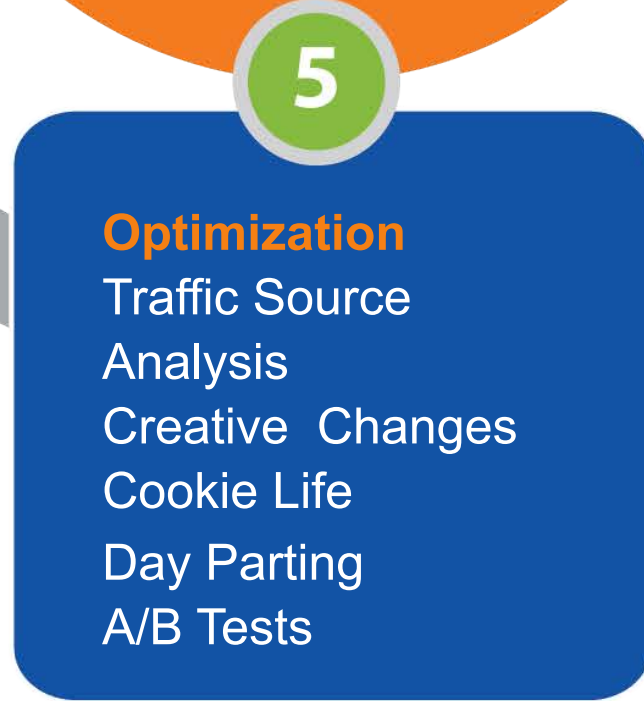
Superior Performance

What makes us different than other retargeting or display solutions?

Award-Winning Custom **Creative**
Segmented **Campaigns**
High-Touch **Account**
Management
Real-Time **Optimization**
Richer, Deeper **Data**



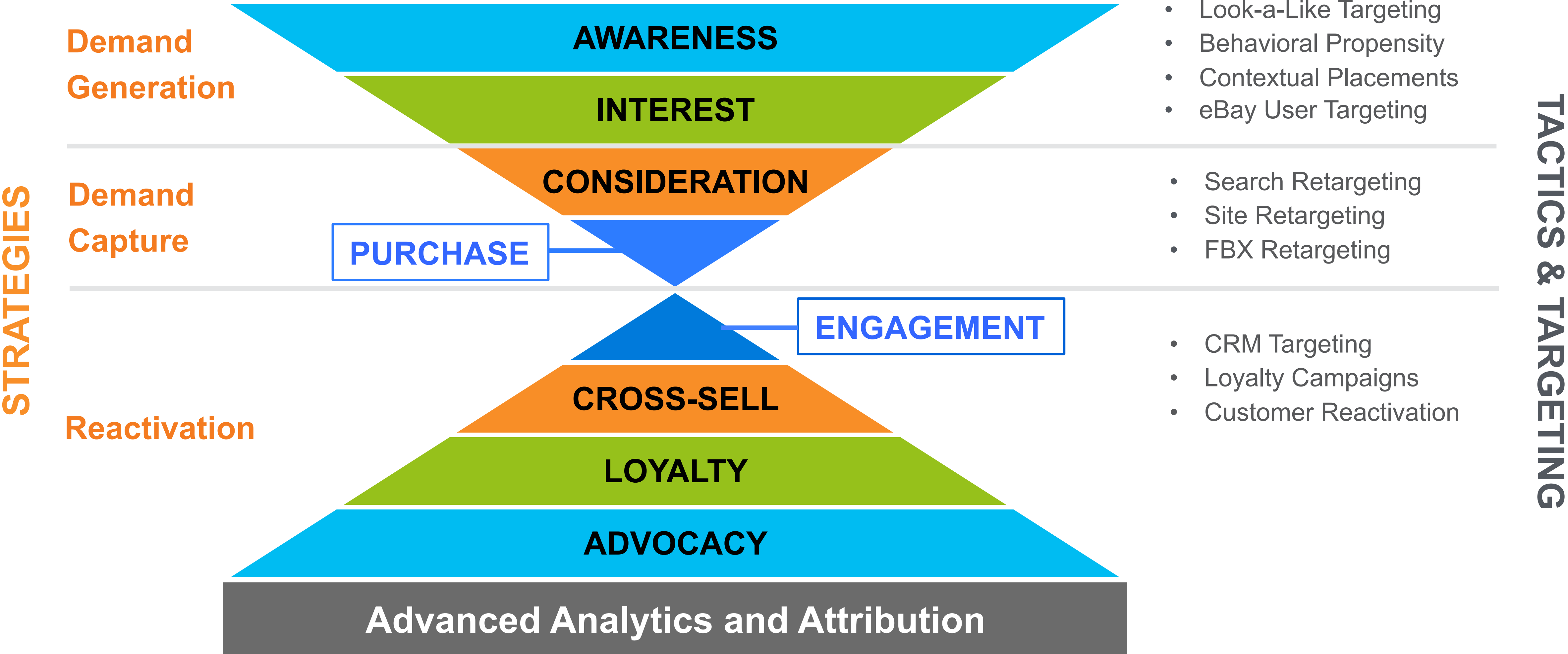
ebay
enterprise™



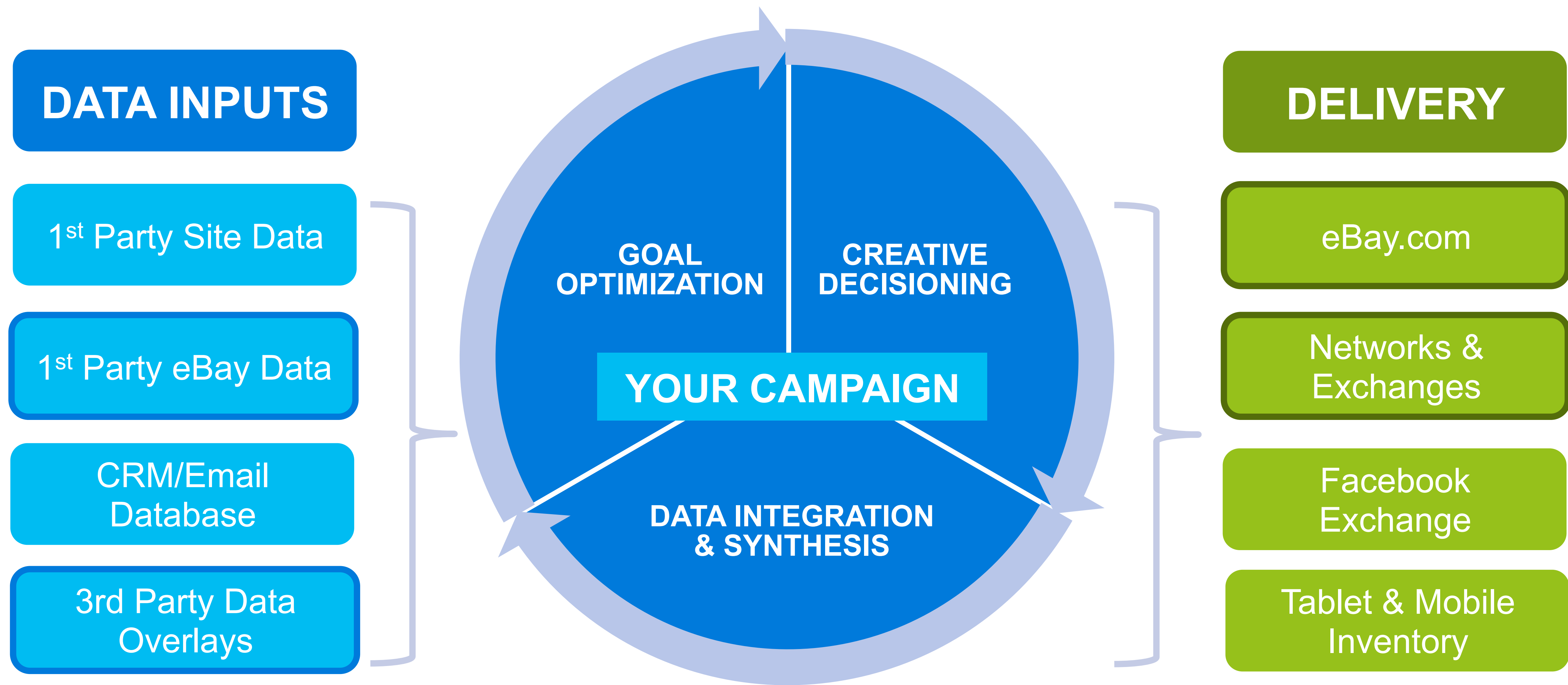
A Fully-Managed Solution

We combine the right data and creative with unlimited reach and continuous results analysis for a **customized display solution** that's **easier and more effective**.

STRATEGIC FRAMEWORK FOR BUILDING CAMPAIGNS



EBAY ENTERPRISE DISPLAY PLATFORM

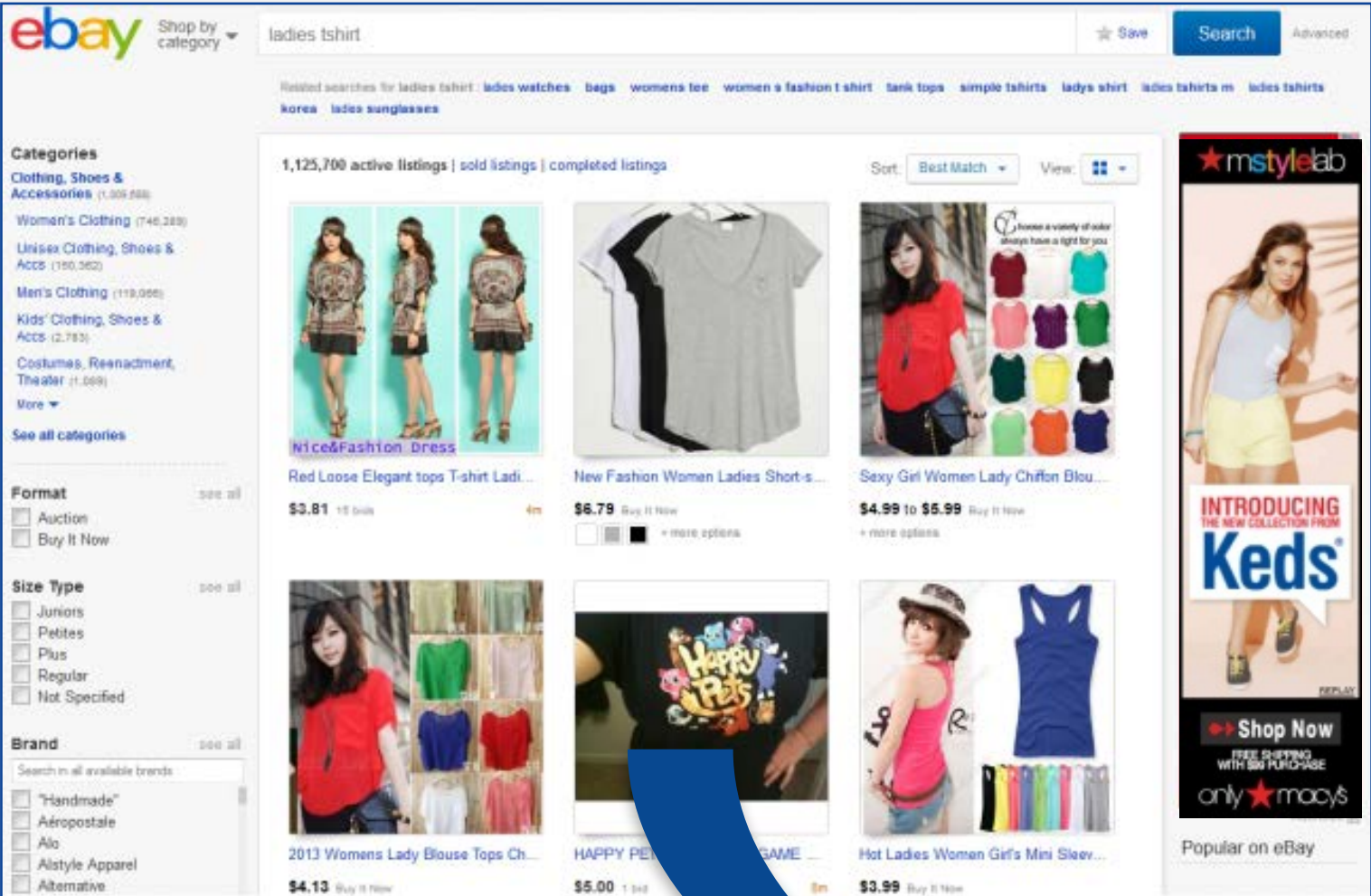


TARGETING THE RIGHT AUDIENCES

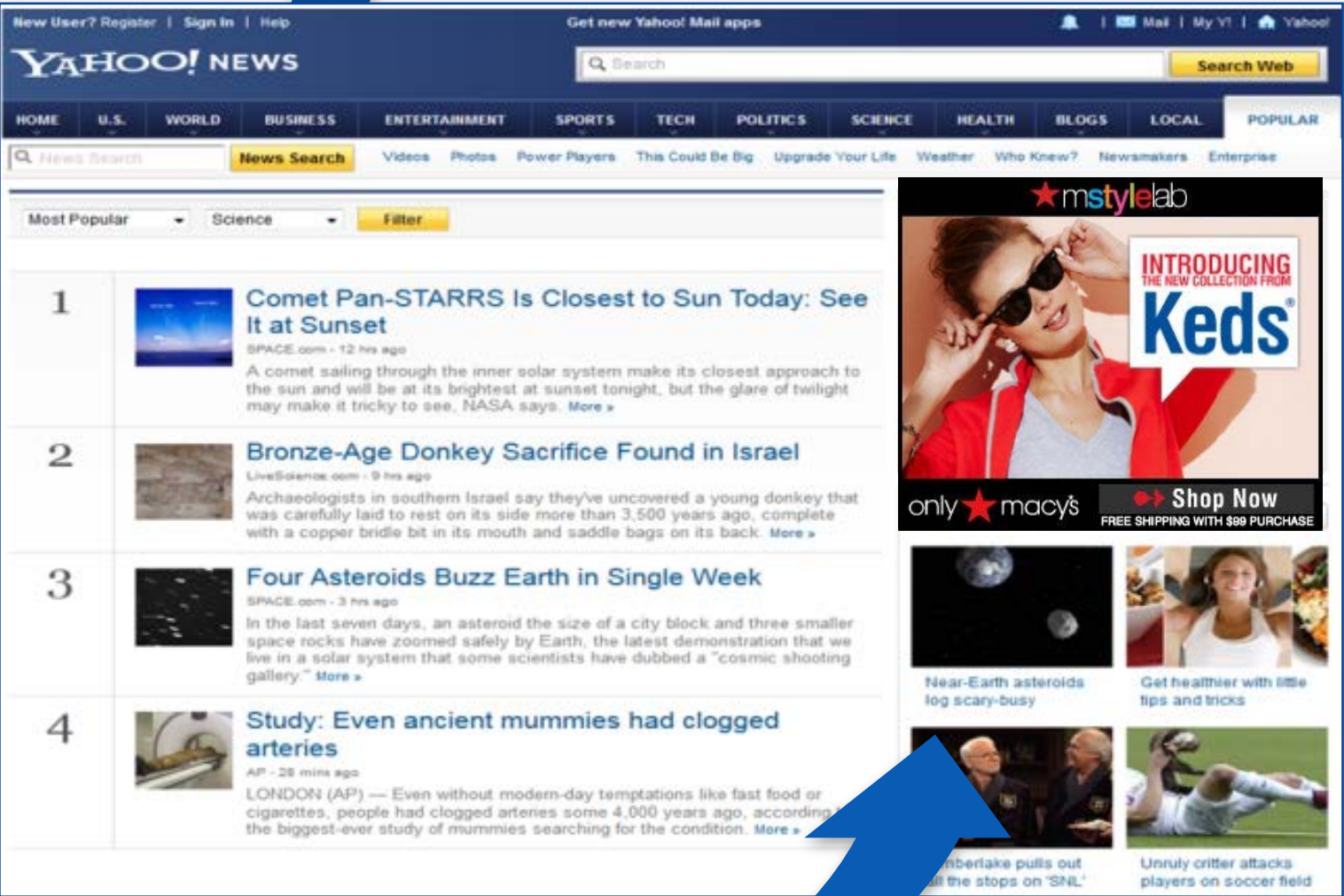


ON AND OFF EBAY CAMPAIGNS

Reach them on eBay.com.



Drive them to your site
at the point of purchase decision.



Use eBay data to reach
them off eBay.com.



SUPERIOR PERFORMANCE: CUSTOMIZABLE, DATA-DRIVEN DISPLAY

Chill Out, Arizona.



Stop by your neighborhood **Tempe, AZ** Starbucks between **11am and 4pm** on **March 1, 2012** for a **HALF-PRICE** Frappuccino.



[LEARN MORE](#)



Caramel Frappuccino® Caramel Frappuccino® Light Cinnamon Dolce Crème Frappuccino®



HAPPY HOUR



Chill Out, Arizona.



Stop by your neighborhood **Tempe, AZ** Starbucks between **11am and 4pm** on **March 1, 2012** for a **HALF-PRICE** Frappuccino.



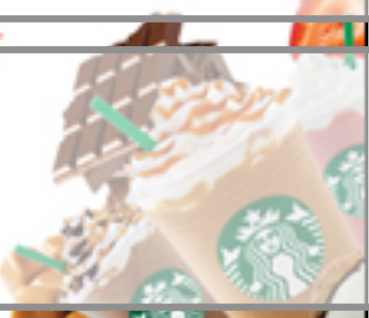
[LEARN MORE](#)



Caramel Frappuccino® Caramel Frappuccino® Light Cinnamon Dolce Crème Frappuccino®



HAPPY HOUR



Messaging
Change headlines and messaging based on audience demographics, geography or past purchases. Adjust for time of day and number of ads seen.

Imagery
Change imagery and/or graphic elements based on audience demographics, geography or past purchases.

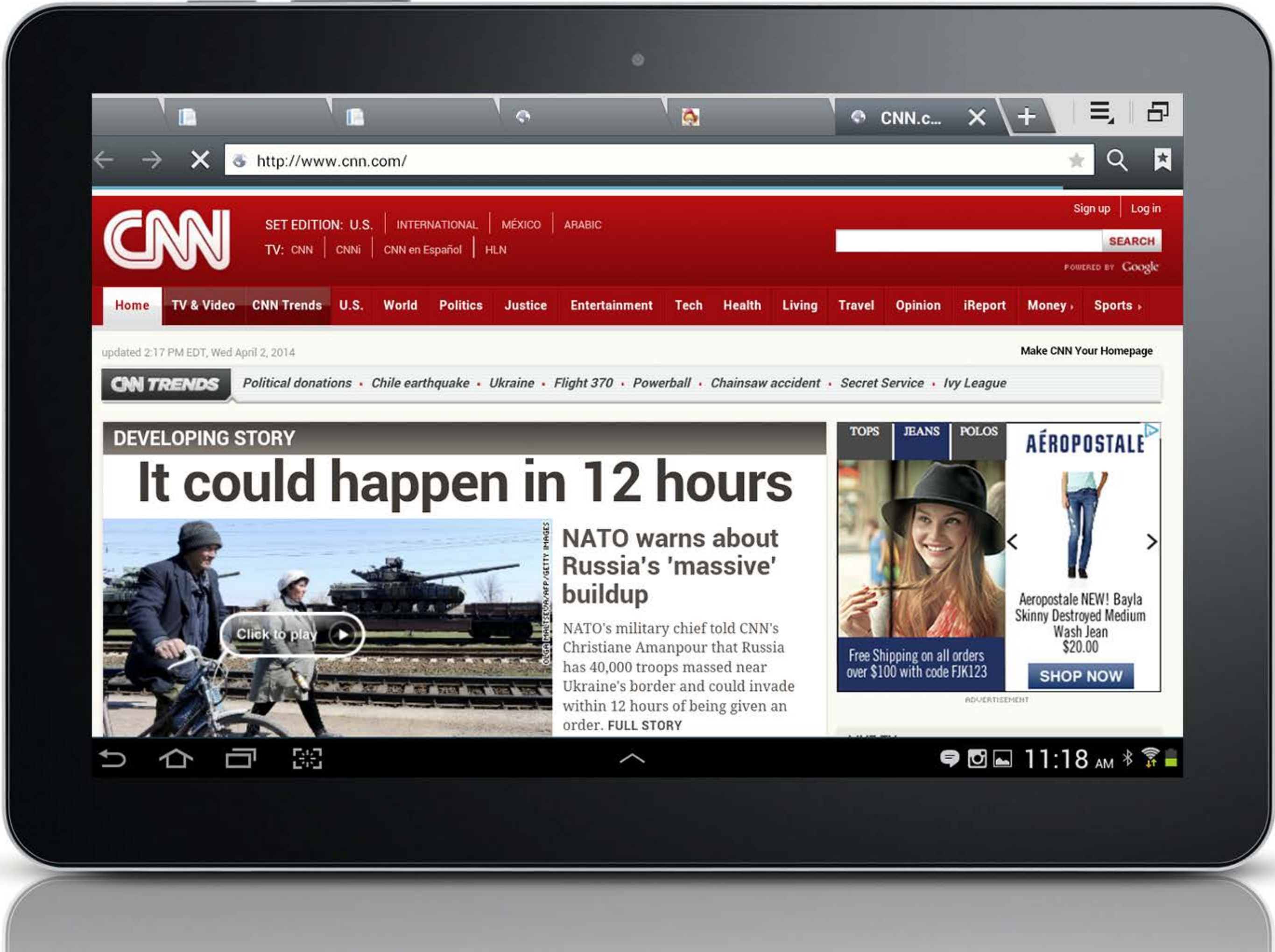
Dynamic Data
Product content can be displayed based on shopping cart abandonment, most-browsed products or recommendation engine selections.

Promotions
Targeted promotional content.

Dynamic, Data-Driven, Targeted Campaigns

More than 1,000 analytic points help us transform ad units into **powerful, precise content**. We actively change ad frequency based on response or traffic source conversion rates.

HTML5 AND TABLET CONNECT



CREATIVE

Our Creative Premises

Aesthetics and messaging are critical, but not enough.

Good digital display creative is inherently connected and should be designed with the complete online/offline consumer journey/brand experience in mind.

Therefore, it has to be smart and have interactive (technological) depth.

Display's highest value lies in how it contributes to an integrated omni-channel strategy; its highest, best use is not merely as an isolated direct-response tactic.



Picture the Possibilities
Upload your photos, create awesome stuff

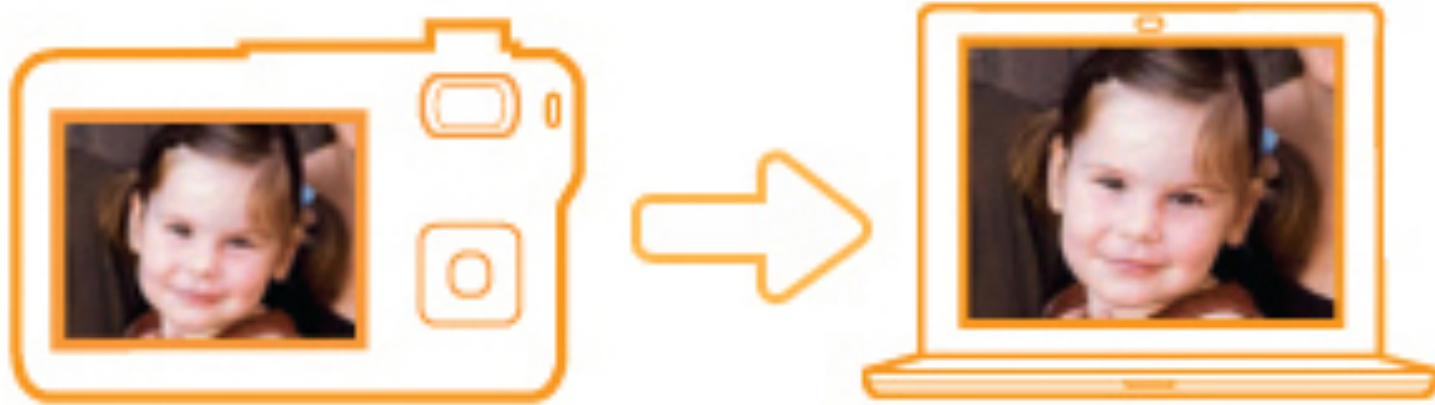


Picture Books Greeting Cards
Calendars Web Sites More



Join now
It's free to Join

Thanks for Joining
Upload your photos and make cool stuff!



Take pictures

Upload them
to shutterfly.com



Get Started
SAVE UP TO 30%

Personalize the Occasion
Use your photos to create one-of-a-kind messages



Photo Books **Cards & Stationery** **Share**

100% Satisfaction Guaranteed

Shop Now



FREE SHIPPING
ON ORDERS OF \$30+

Dynamic Qualified Sequential — We retarget with a “Join Now” ad first. Once a user joins, they will see a “Get Started” ad encouraging them to upload photos. Once they’ve uploaded photos, they will see a “Shop Now” ad featuring product categories.



search dictionary

Search

8,122,915 words searched today

Dictionary

Thesaurus

Word Dynamo ^{BETA}

Quotes

Reference

Translator

Spanish

The Hot Word

Daily Crossword

Word Games

Crossword Solver

Tools

Mobile

Android phone? Get our app.

WORD
DYNAMO™
by Dictionary.com

⚡ How many words do you know?

Start Now

X

Home Equity Lines
as low as
3.99%
with a Personal Interest
Checking Account

Learn more ▶



BMO A part of BMO Financial Group

Member FDIC NMLS#40700

Word of the Day

chelonian belonging or pertaining to the order Chelonia, comprising the turtles. [MORE](#)

EMAIL SIGN UP

Like

29k

Share it on



What's New

How would you do in high school?

- English
- American History
- European Geography
- Algebra
- Anatomy



What word did Mad Men mess up?

Mad Men is not as accurate as it may seem. What word problem confused the last episode?



Quiz: Tricky kitty vocabulary



Cut 4 letters. It sounds the same?



Embarrassing Mad Men word mistake

Quote of the Day

Who would not rather trust and be deceived? [MORE](#)

1SaleA Day

Toshiba Thrive
List Price ~~\$639.99~~
Savings \$390 (61%)
Price: \$249.99
[Buy It Now!](#)
This deal ends in:
12:51:06

[← Prev](#) | [Next →](#)

User Feedback

Search Trends

Twitter

ALL NEW
Android App

GEO-TARGETING



Groupon:

<http://imp.fetchback.com/serve/fb/preview?impUrl=http%3A//imp.fetchback.com/serve/fb/adtag.js%3Ftid%3D0%26crd%3D46210>

Nestle Waters:

<http://imp.fetchback.com/serve/fb/preview?impUrl=http%3A//imp.fetchback.com/serve/fb/adtag.js%3Ftid%3D0%26crd%3D34973>

AWARENESS CAMPAIGNS

Silkies - Awareness Campaign



Cover FX Awareness



Trukfit Awareness



Uniblue - Awareness Campaign



Mini of Baltimore - Awareness Campaign



ShipStation - Awareness Campaign



Birchbox - Awareness Campaign



Pampered Chef - Awareness Campaign



AWARENESS CAMPAIGNS

Aeropostale - Awareness Campaign



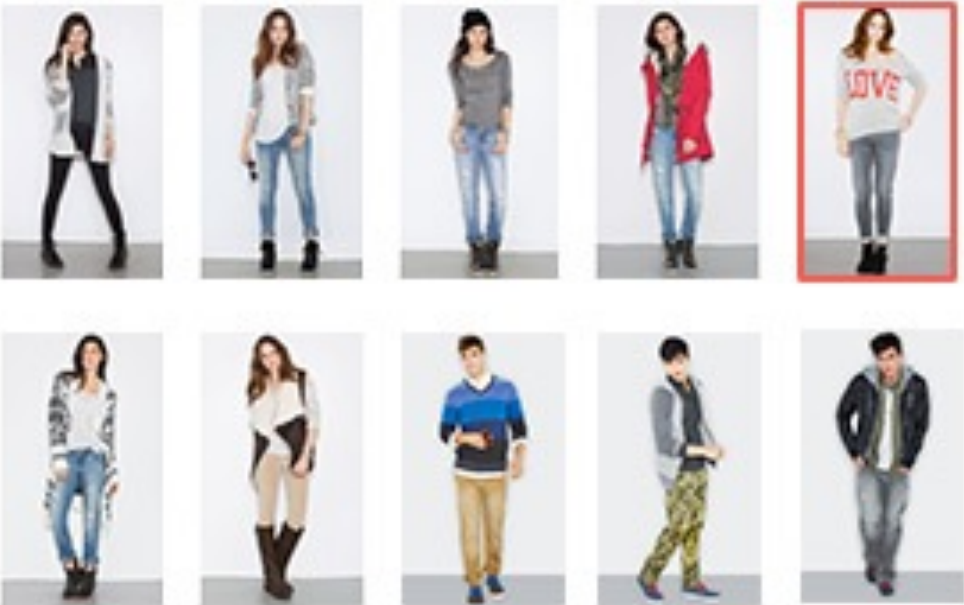
Chunky over Skinny

love sweater

lola grey wash jegging

studded moto bootie

SHOP THIS LOOK



AÉROPOSTALE



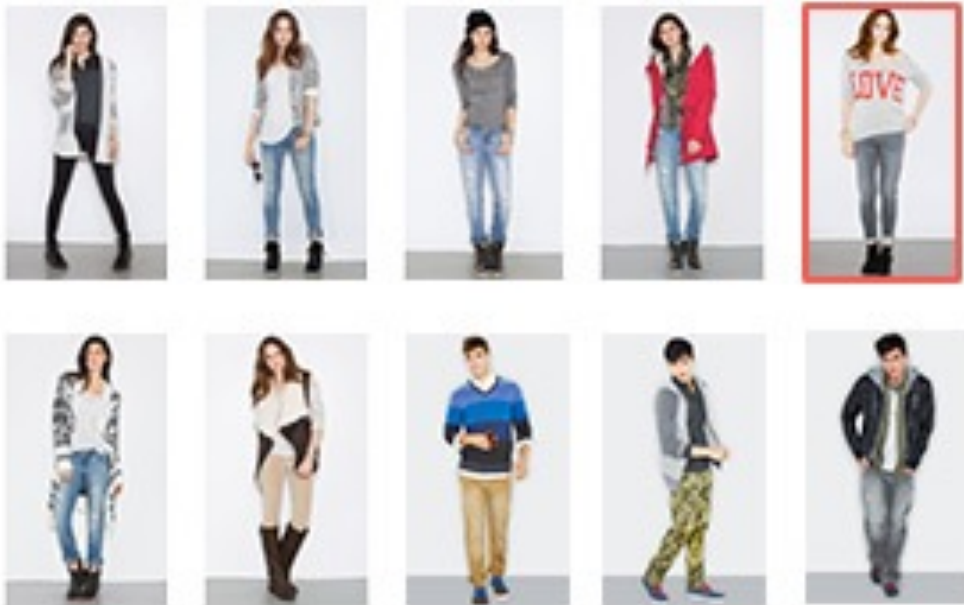
Layer up

varsity hoodie

motor bike graphic tee

rancher plaid shirt

SHOP THIS LOOK



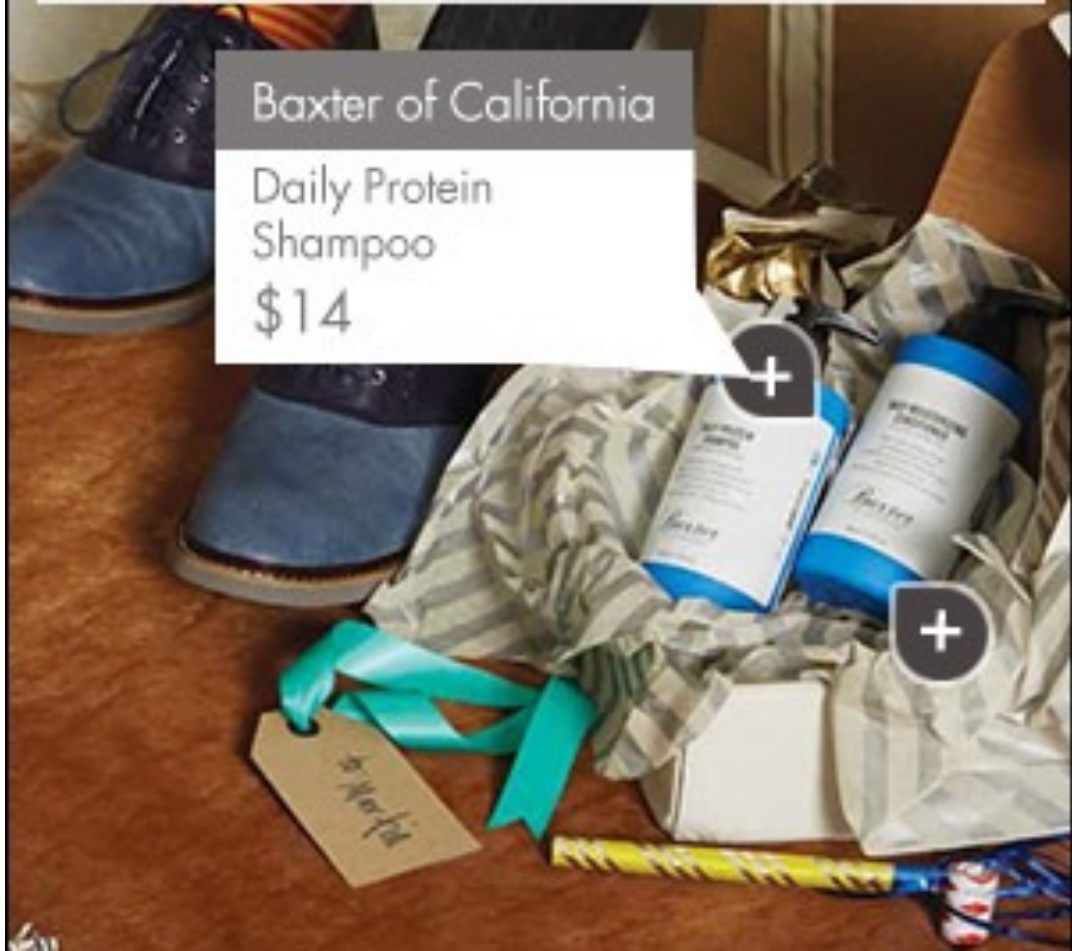
AÉROPOSTALE

Birchbox - Holiday Awareness Campaign

GIFTS FOR ALL!

The Birchbox Holiday Shop has something for everyone on your list.

GET STARTED



Baxter of California
Daily Protein Shampoo
\$14

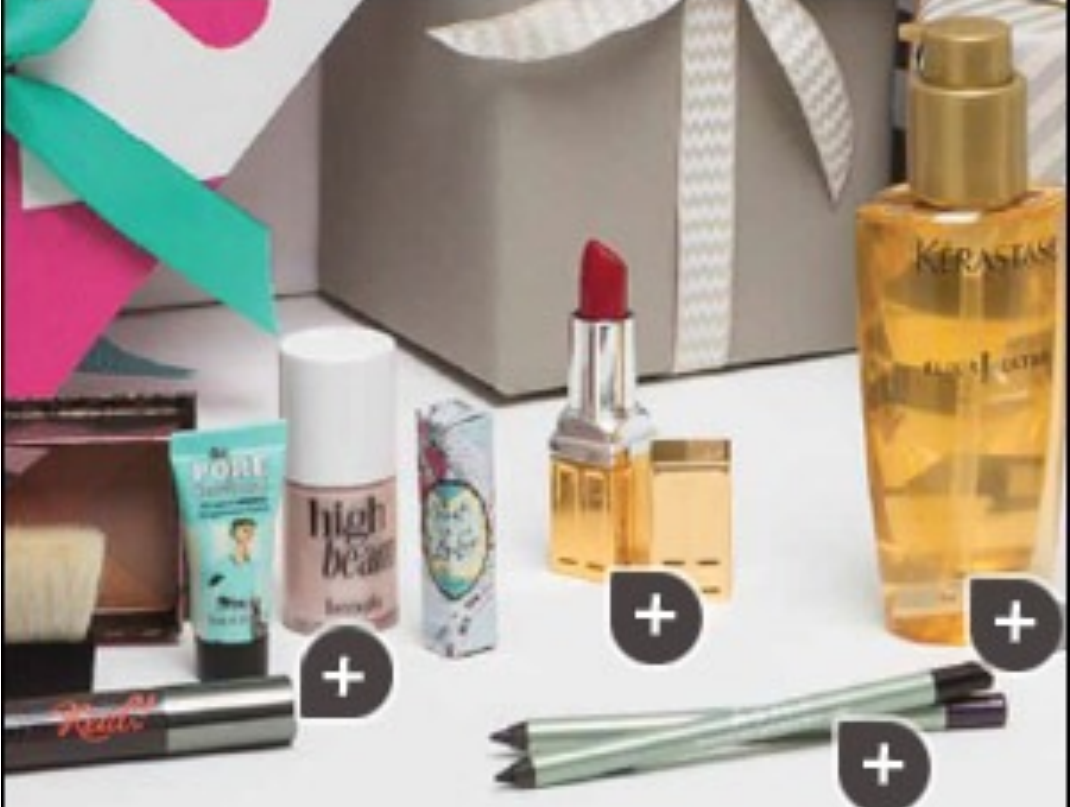
PRESENTS TO PUT HIM IN THE HOLIDAY SPIRIT!

BIRCHBOX

GIFTS FOR ALL!

The Birchbox Holiday Shop has something for everyone on your list

GET STARTED



HELP HER DISCOVER HER NEXT FAVORITE THING!

BIRCHBOX

AWARENESS CAMPAIGNS

Dazadi - Awareness Campaign

HEED THE
POWER OF
AWESOME

ENJOY THE MOST AWESOME
STUFF AROUND THE HOUSE

SHOP NOW

NY Philharmonic - Awareness Campaign

SEPT 17-21

THE ART
OF THE SCORE:

Film Week at the Philharmonic

▶ GET TICKETS

CREDIT SUISSE
Global Sponsor

ShipStation - Awareness Campaign

Plans start at
\$25/Month
& include an
Endicia Account

30 DAY
TRIAL
FREE

START YOUR FREE TRIAL

Lazydays - Awareness Campaign

IT'S WAITING SPECIAL OFFER SPECIAL PRICING

We have an RV for everyone.

Find Your
Class A RV
Today!

SHOP CLASS A's ▶

AWARENESS CAMPAIGNS

Sam Ash - Holiday Awareness Campaign



Memphis Grizzlies - Awareness



McAfee Mobile Security Awareness



NBA Store - Awareness Campaign



Wacoal - Awareness Campaign



Hoover - Awareness Campaign



Vocus - Awareness Campaign



AWARENESS CAMPAIGNS

Carfax – June Set



R1 Concepts - Category



Trenton Thunder – Awareness



Arts Club Theatre – Category



Violent Lips - Awareness Campaign



Oakland A's - Landing



AWARENESS CAMPAIGNS

Mixbook - Landing



Mixbook – Landing Slider



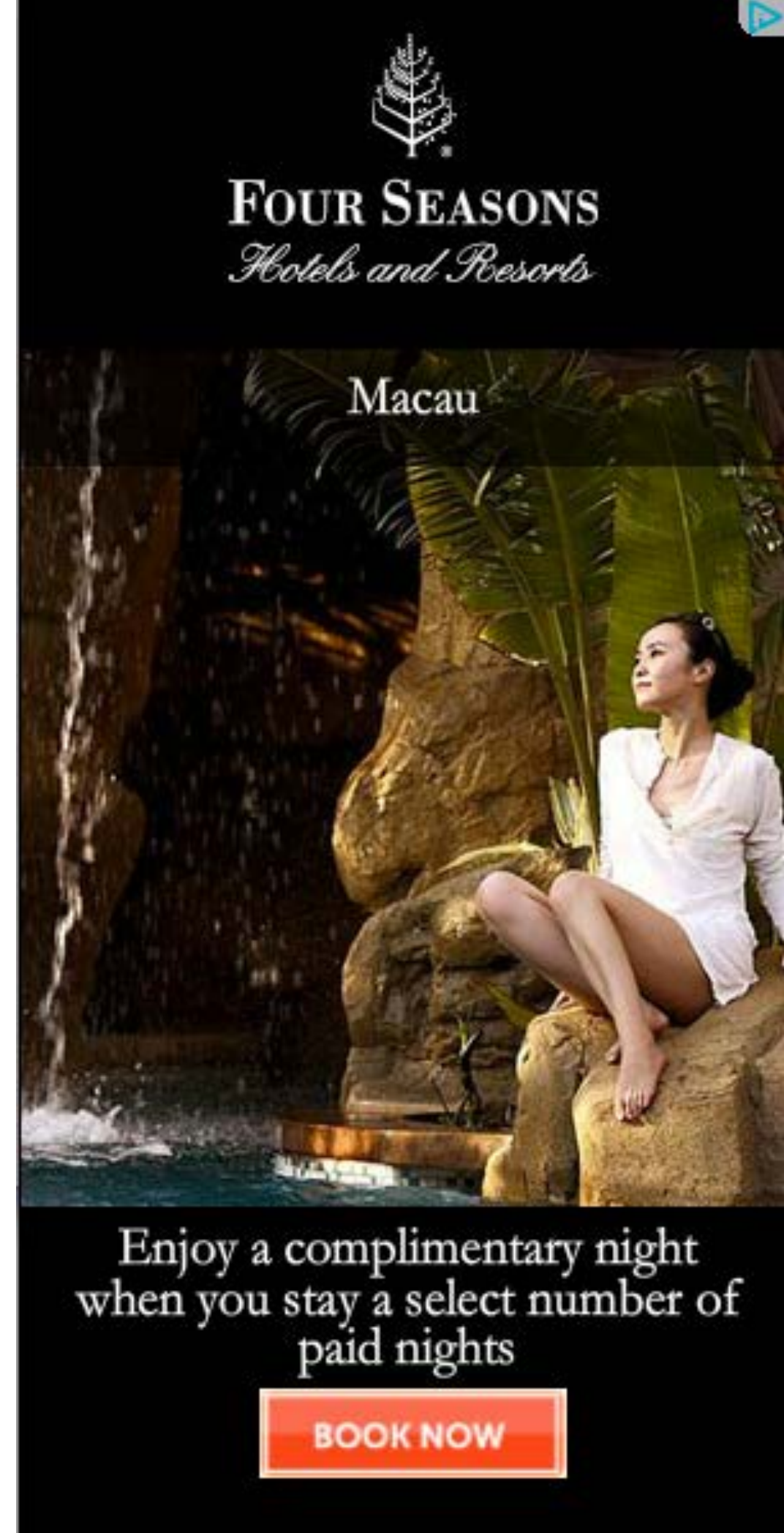
Nascar Superstore – Sprint Cup



Bath & Body Works – June Sale



Four Seasons – Imagination



DYNAMIC PRODUCT

Lucky Brand - Dynamic Product



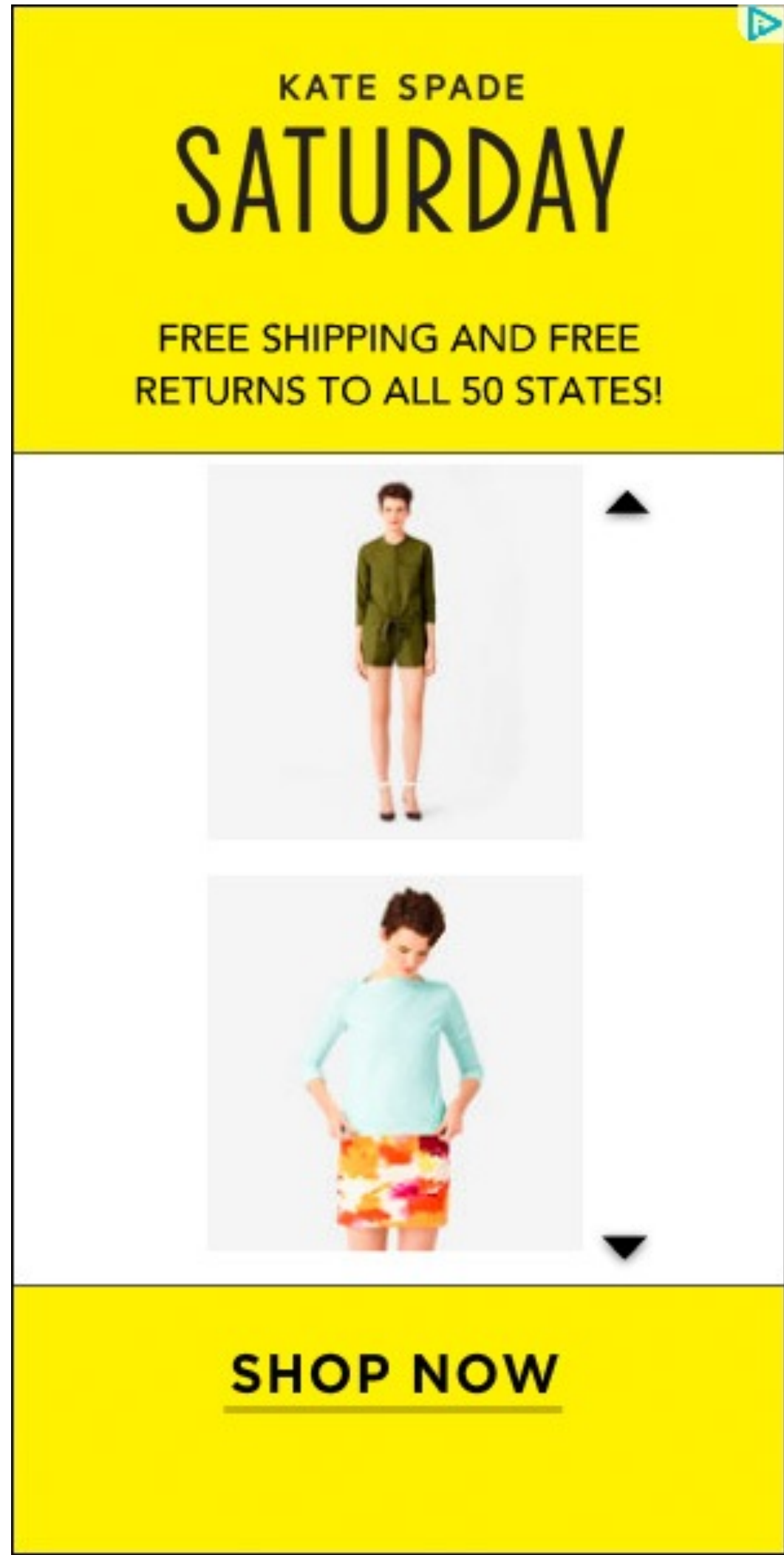
Lucky Brand

Fiesta Fever Tab Side Basic Bottoms
\$79.00

SHOP

20% Off Everything Plus Free Shipping

Kate Spade Saturday – Dynamic Product

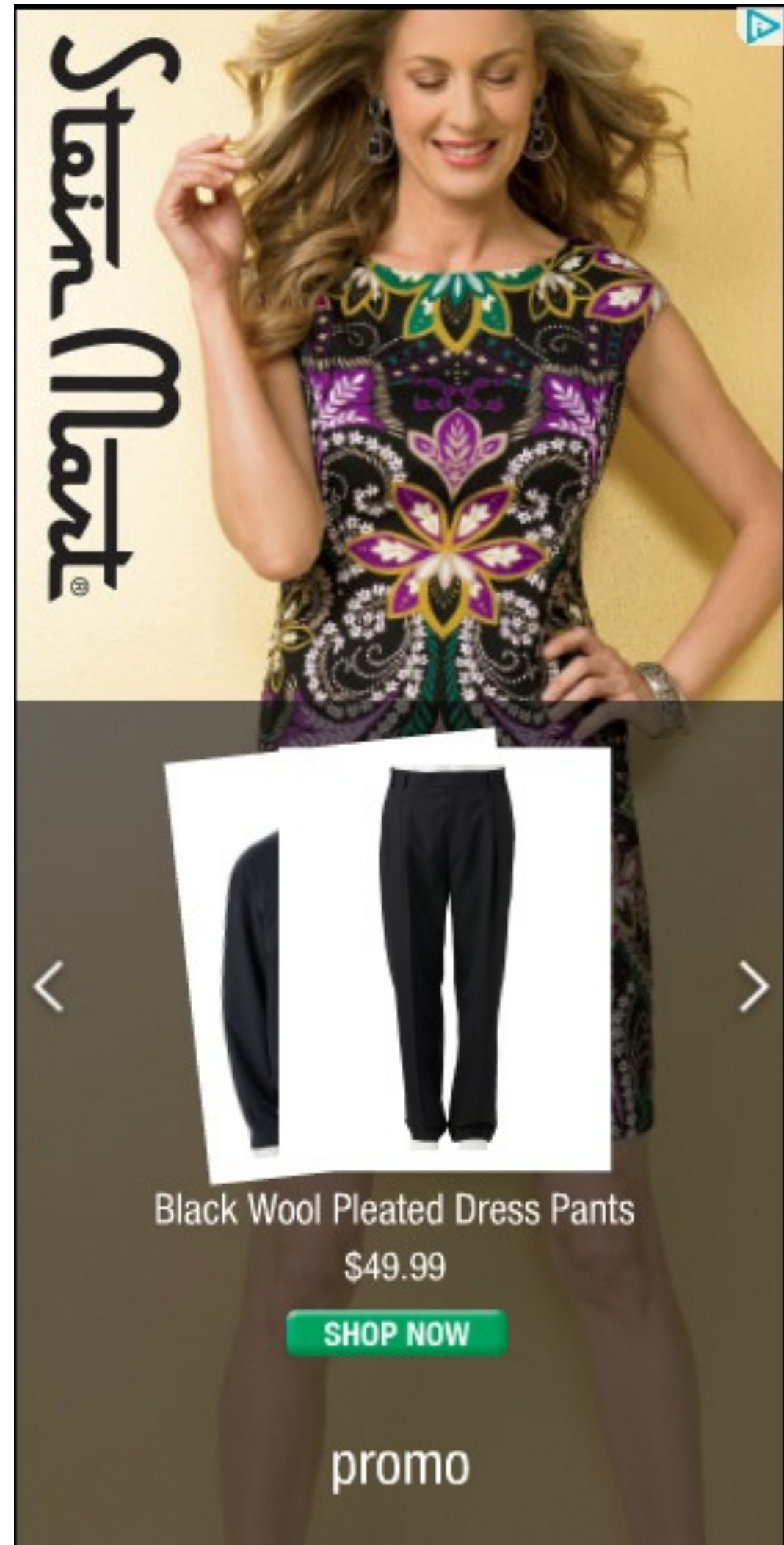


KATE SPADE
SATURDAY

FREE SHIPPING AND FREE RETURNS TO ALL 50 STATES!

SHOP NOW

Stein Mart – Dynamic Product



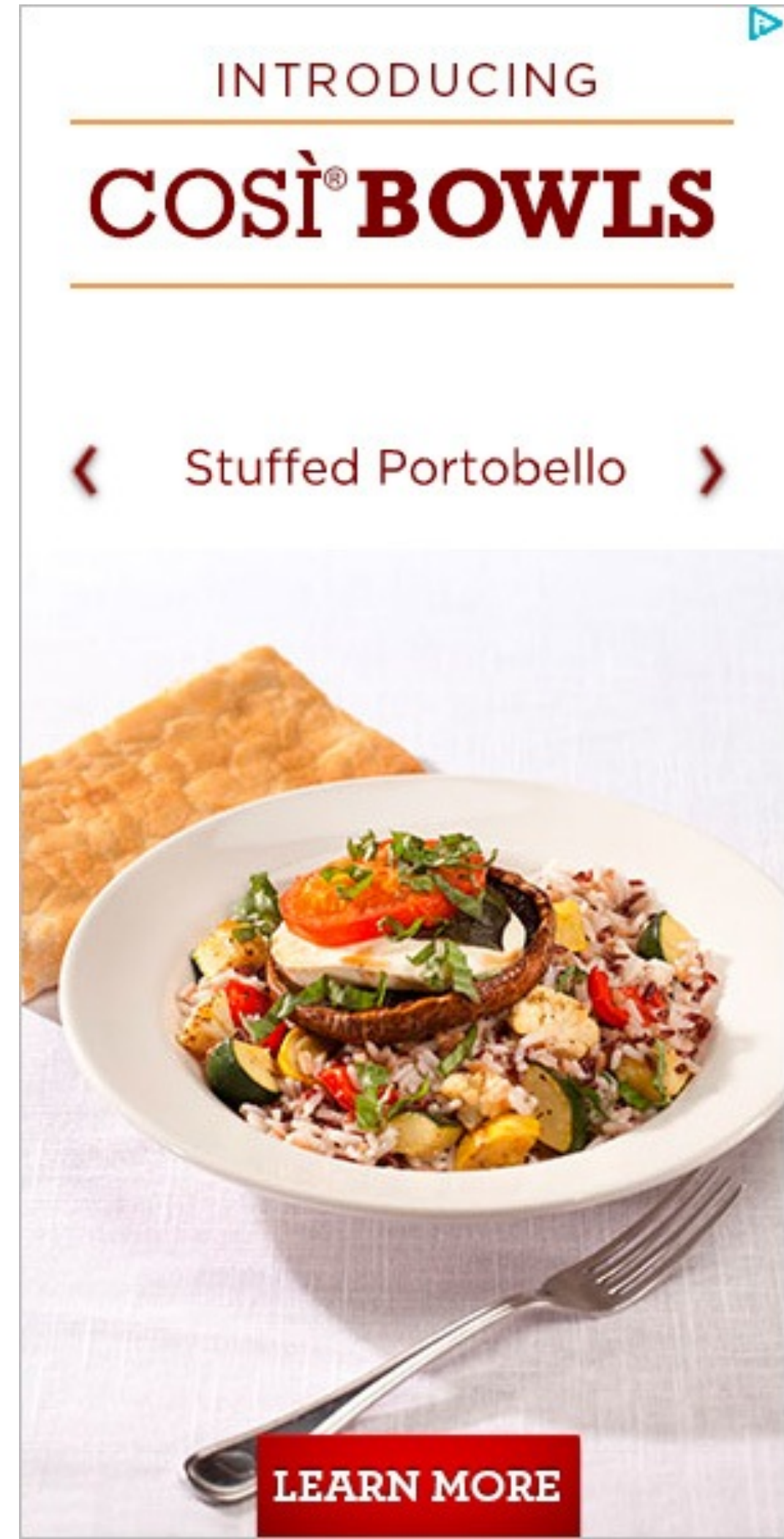
Stein Mart

Black Wool Pleated Dress Pants
\$49.99

SHOP NOW

promo

Cosi Bowls – Dynamic Product



INTRODUCING
COSÌ® BOWLS

Stuffed Portobello

LEARN MORE

NFL SHOP - Dynamic Product



NFL SHOP
NFLSHOP.COM

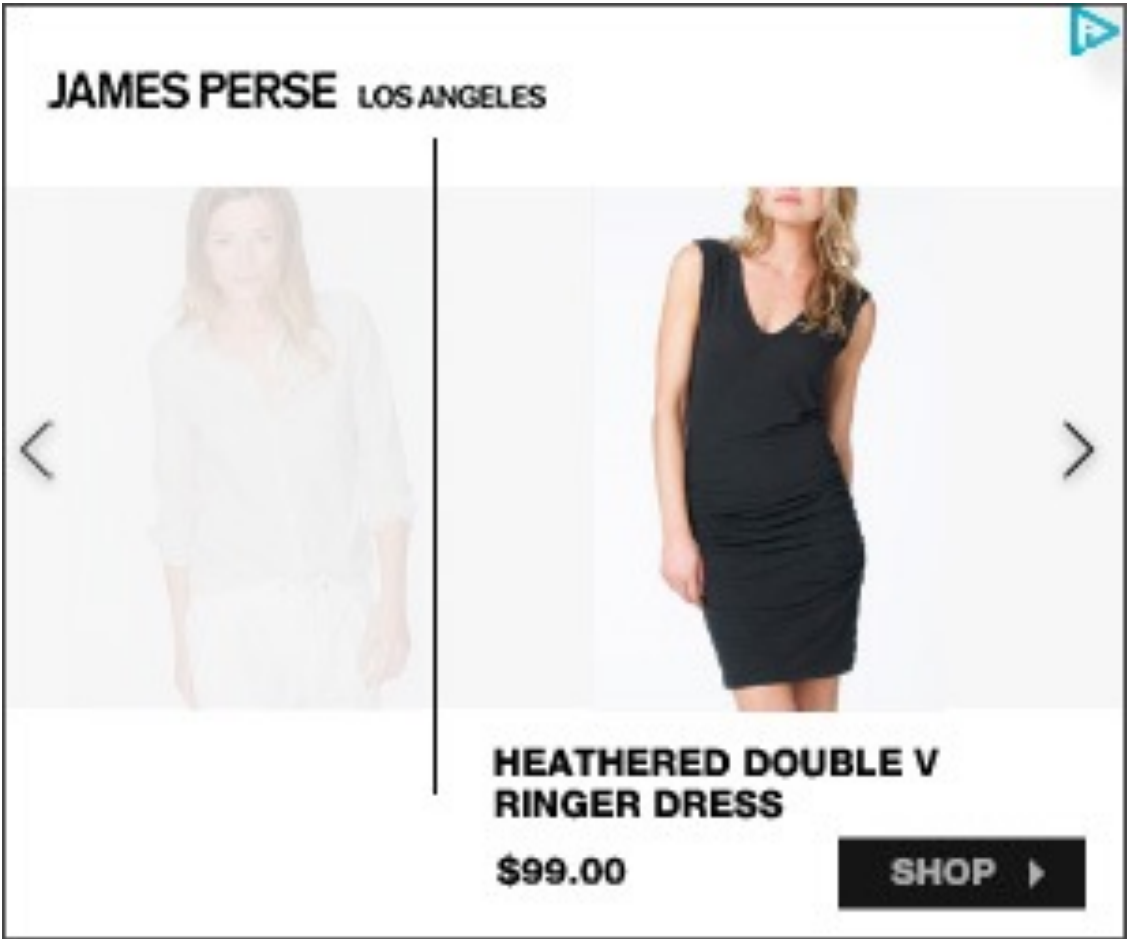
Pro Line Men's New York Giants Terrell Thomas Team Color Jersey
\$99.95

SHOP NOW

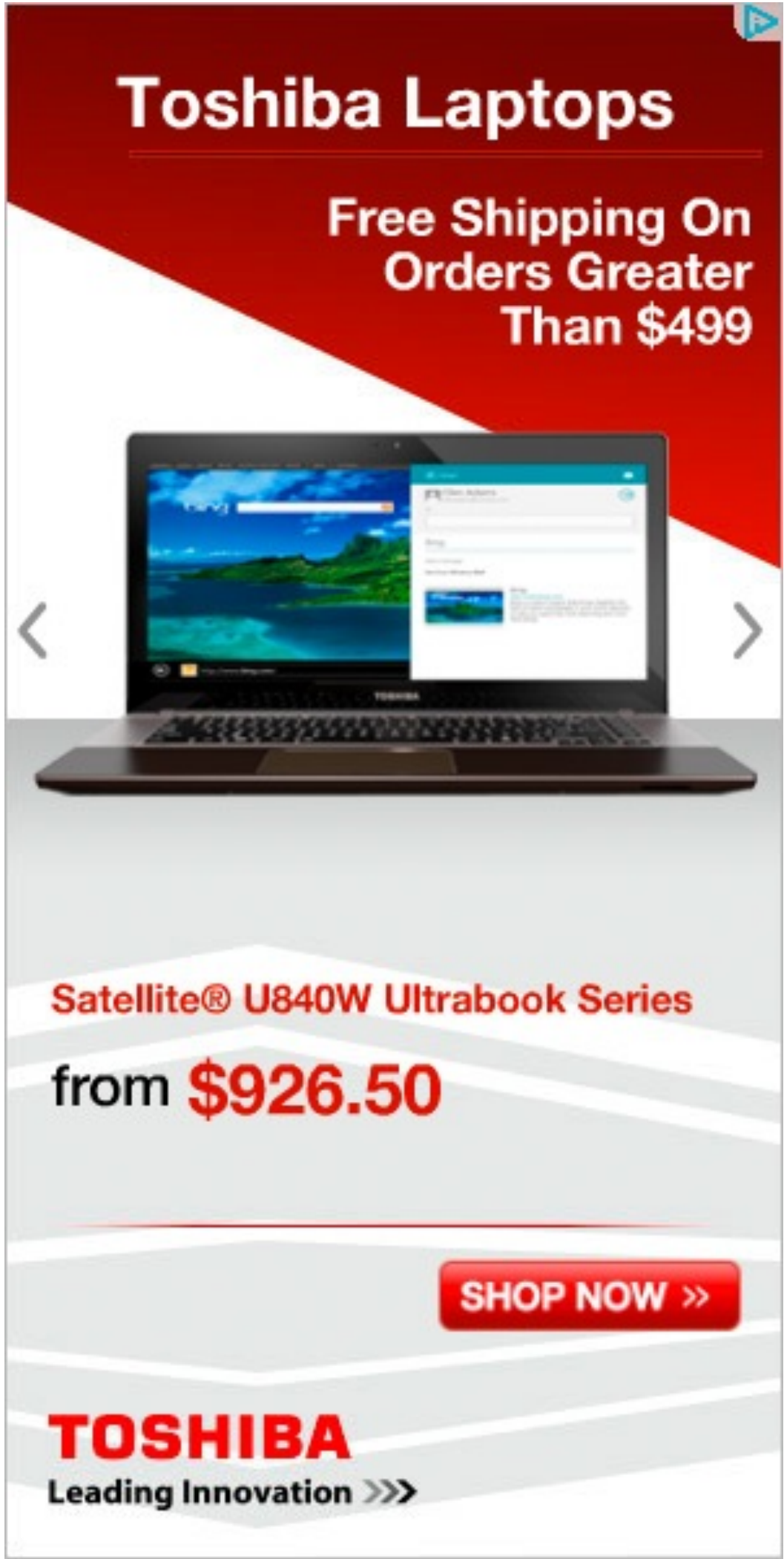
The Official Online Store of The NFL

DYNAMIC PRODUCT

James Perse - Faux Dynamic Product



Toshiba – Faux Dynamic Product



Smart Furniture– Dynamic Product



Shop NHL- Dynamic Product



Tumi- Faux Dynamic Product



Target Photo - Dynamic Product



FORM FILL

OfficeMax – Email Capture

OfficeMax®

Let's Reconnect!

Come back to OfficeMax and we will give you \$20 OFF \$125 or more plus Free Shipping.

enter your email address

SUBMIT



University of Arkansas - Form Fill

UAFS
UNIVERSITY OF ARKANSAS - FORT SMITH

EXPLORE YOUR INNER LION

BROWSE OUR PROGRAMS

SELECT A PROGRAM

SELECT A PROGRAM

Accounting

Animation Technology

Anthropology

Applied Science



Pacifica – Form-Fill

PACIFICA®

Join our email list
Sign up now and receive exclusive offers.
Receive a gift!

name: name...

email: email...

birthday: (mm/dd)...



Join Now!

CARFAX - Form Fill

CARFAX®

Buy Your Next Used Car at A CARFAX Advantage Dealer



Zip Code...

Distance:
Distance: ▾

Vehicle Make:
Make: ▾

Find your car now

Cufflinks.com – Web Search

browse

search



off the cuff.

Enter search term or item#

SEARCH



AÉROPOSTALE

Category Awareness

AÉROPOSTALE

GIRLS

GUYS

THIS SEASON'S OBSESSIONS

SHOP GIRLS >

COMPLETE the LOOK

SHOP ACCESSORIES >

FRIENDS WITH BENEFITS

EXTRA 30% OFF YOUR PURCHASE

USE CODE: FRIENDS30

AÉROPOSTALE

GIRLS

GUYS

BETHANY MOTA

EXCLUSIVELY AT AÉROPOSTALE

SHOP HER SPRING COLLECTION >

SHORTS

STARTING AT \$13

SHOP NOW >

COMPLETE the LOOK

SHOP ACCESSORIES >

SHOE BAR

SHOP NOW >

FRIENDS WITH BENEFITS

EXTRA 30% OFF YOUR PURCHASE

USE CODE: FRIENDS30

AÉROPOSTALE

GIRLS

GUYS

SPRING INTO NEW STYLE

SHOP GUYS >

FRIENDS WITH BENEFITS

EXTRA 30% OFF YOUR PURCHASE

USE CODE: FRIENDS30

AÉROPOSTALE

GIRLS

GUYS

50 NEW ARRIVALS

SHOP NOW >

ONE WORD

NEW! FENDER TEES

SHOP NOW >

COMPLETE the LOOK

SHOP ACCESSORIES >

UNIFORM APPROVED

SHOP NOW >

FRIENDS WITH BENEFITS

EXTRA 30% OFF YOUR PURCHASE

USE CODE: FRIENDS30

AÉROPOSTALE

GIRLS

GUYS

50 NEW ARRIVALS

SHOP NOW >

ONE WORD

NEW! FENDER TEES

SHOP NOW >

COMPLETE the LOOK

SHOP ACCESSORIES >

UNIFORM APPROVED

SHOP NOW >

FRIENDS WITH BENEFITS

EXTRA 30% OFF YOUR PURCHASE

USE CODE: FRIENDS30

Two tabbed banner that focuses on exclusives and offers in girls and guys categories. Ad also allows for video within the ad.

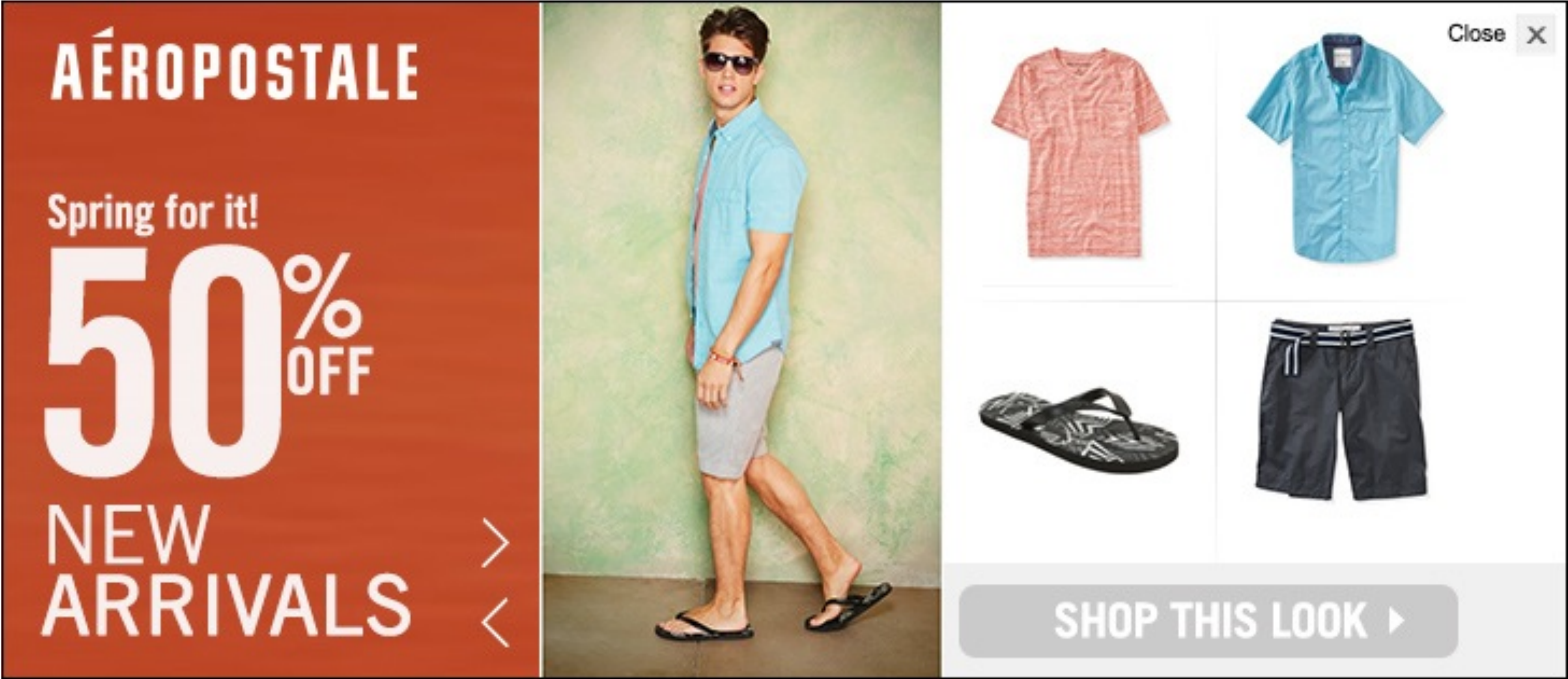
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enterprise™

AEROPOSTALE

Expandable



Expandable ad showcases specific looks from Aeropostale’s “Looks We Love” page. Products that make up the look can be viewed within the ad and allow for click through to specific product pages. Navigation can toggle through different looks.



AÉROPOSTALE

Expandable

AÉROPOSTALE



ROLLOVER TO SEE OUTFIT GUIDE

AÉROPOSTALE

#TBT





Heathered Drape Cardigan
now: \$29.70



Sheer Printed Hi-Lo Tank
now: \$18.25



High-Waisted Light Wash Denim Shorts
now: \$22.25

ADD THESE ITEMS TO BAG

The initial state features several outfits. Upon rollover, the ad expands to show the full image of one outfit. It also displays the outfit's name as well as the items (and their info) that make up that look. Users are able to scroll through several looks while in the expanded state.

AÉROPOSTALE

Tabbed

AÉROPOSTALE

1

2

3

<



>

roll over to view details

Spring for it!

50% OFF

NEW ARRIVALS



AÉROPOSTALE

1

2

3

Close X



Growl Muscle Tank

The racerback tank features a flowy fit, while a snarling cheetah's face and "Le Meow" text are printed on the front. Pair it with skinnies and sky-high sneaker wedges.

\$29.50

Now: \$12.00

SHOP NOW >

50% OFF NEW ARRIVALS!

AÉROPOSTALE

1

2

3



50% OFF NEW ARRIVALS!



WEB EXCLUSIVES

CHECK IT OUT >



f

t

Y

AÉROPOSTALE

1

2

3



MIX AND MATCH YOUR SUMMER!

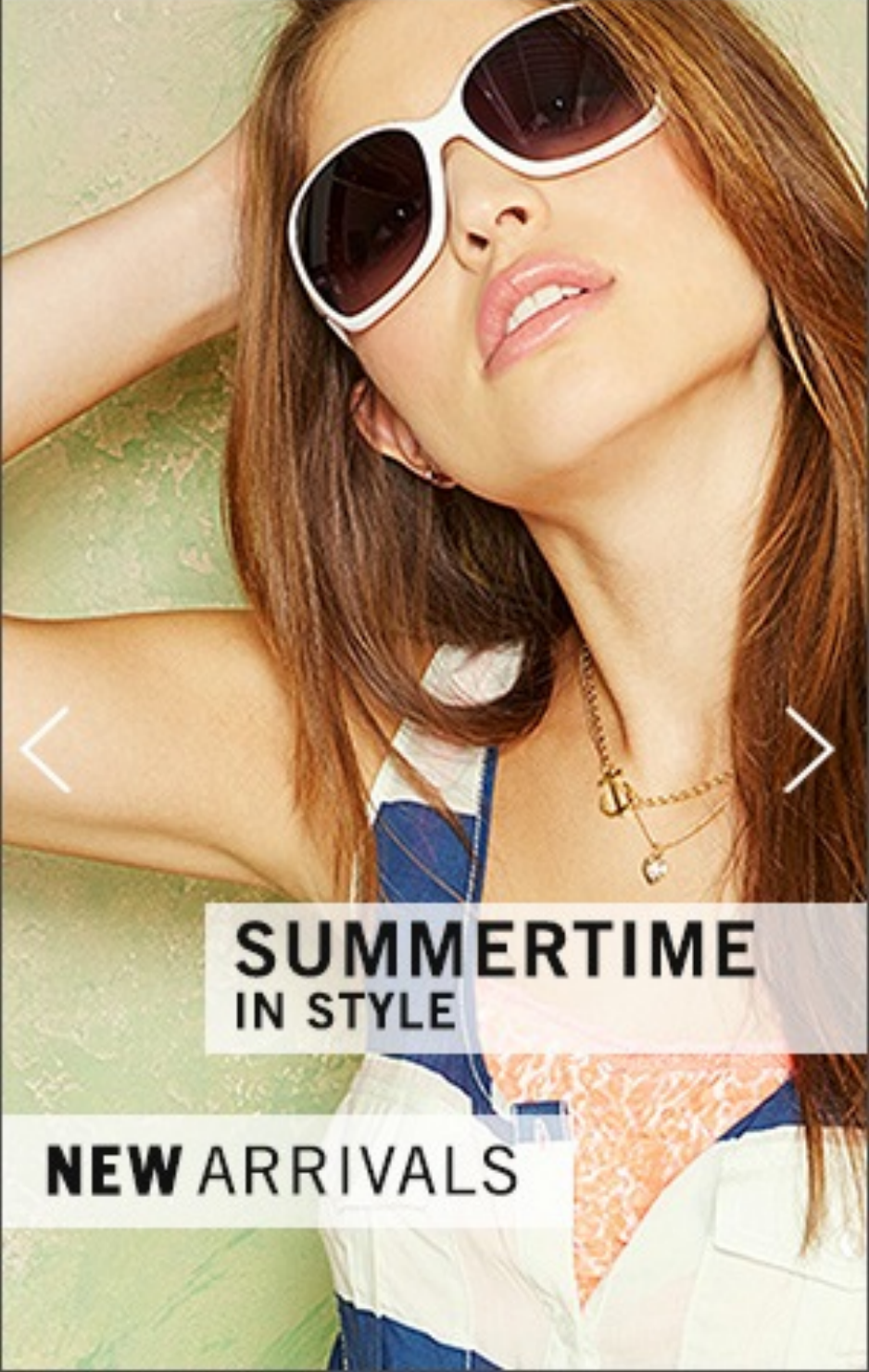
SWIM

AÉROPOSTALE

1

2

3



SUMMERTIME IN STYLE

NEW ARRIVALS

Tab 1 – dynamic ad where user can hover over product to display product details (description, price, etc.)

Tab 2 includes social icons and images that click through individual pages

Tab 3 – allows users to scroll through various categories and messaging

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enterprise™

AEROPOSTALE

Awareness

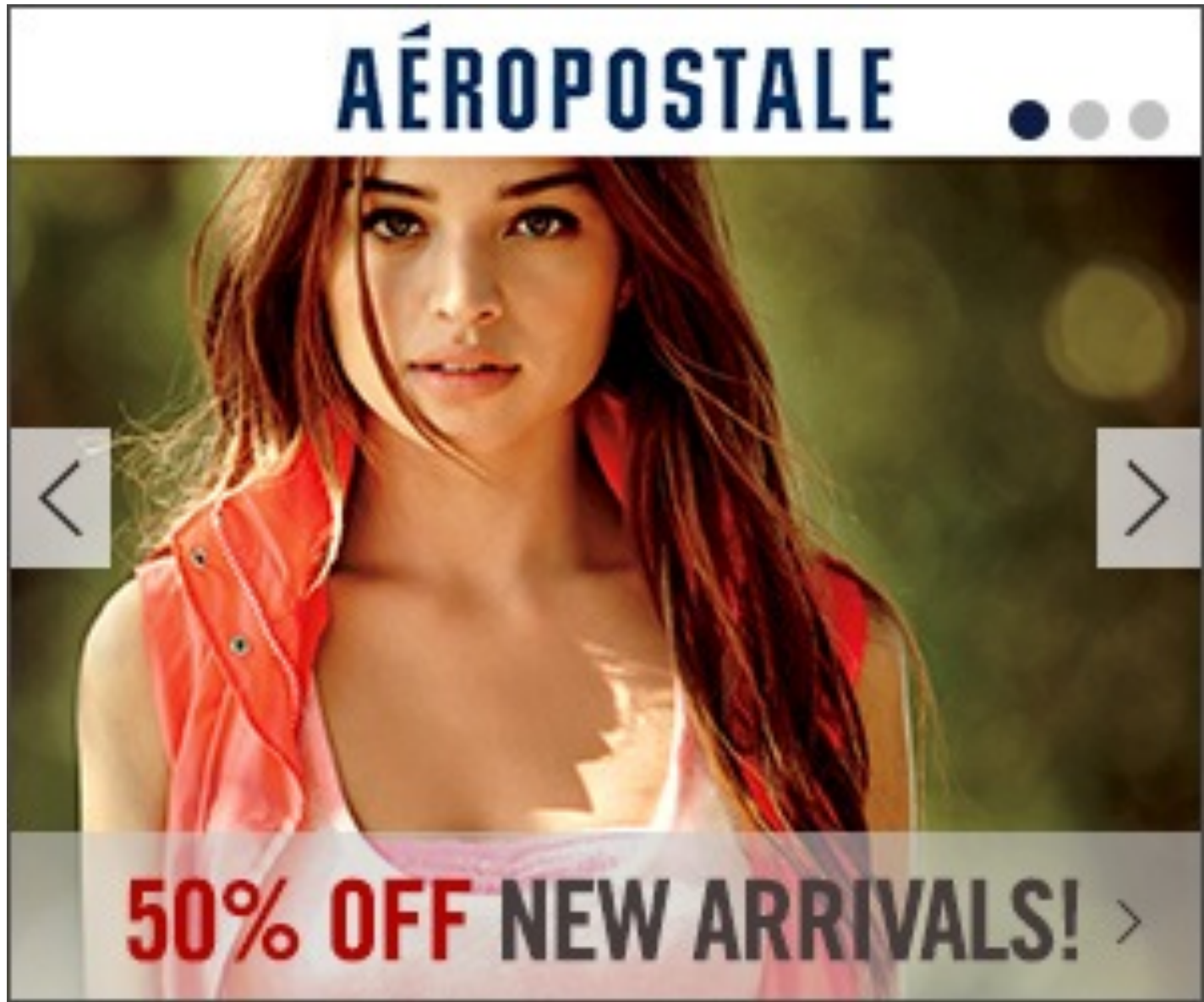


Upon hover-over (on either side), a new outfit will slide in over the previous one.

AÉROPOSTALE

Rising Star - Filmstrip

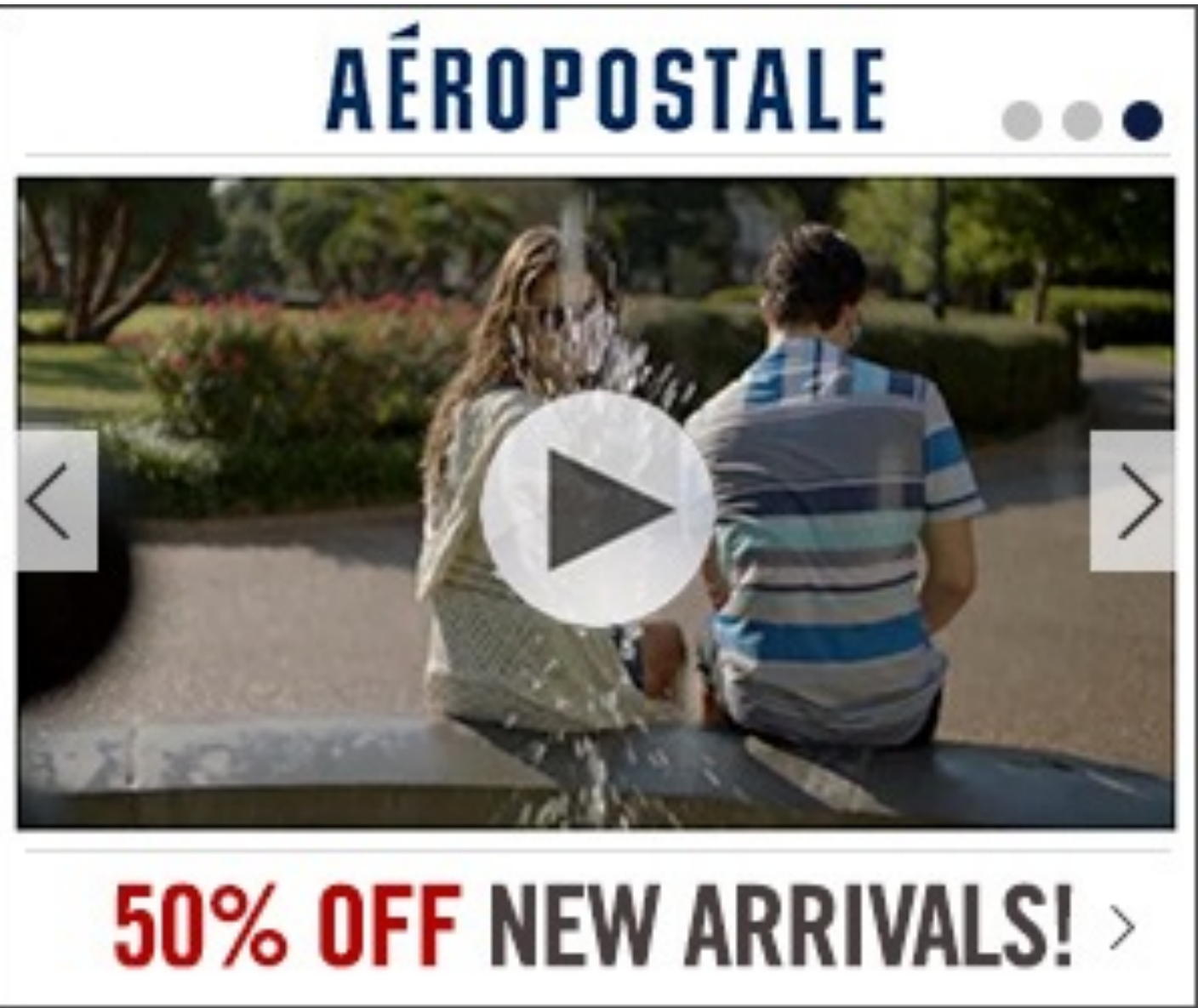
Awareness



Dynamic



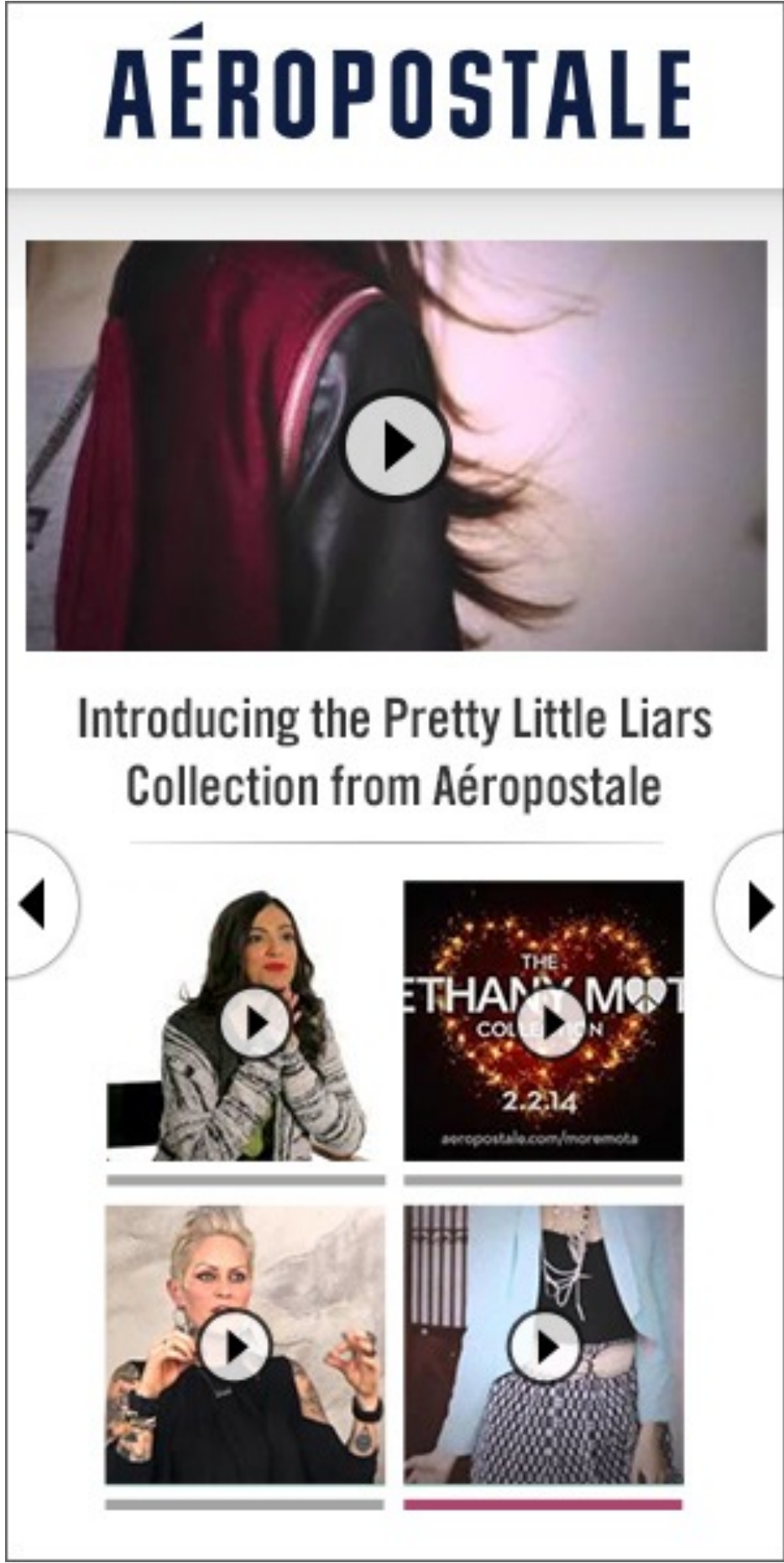
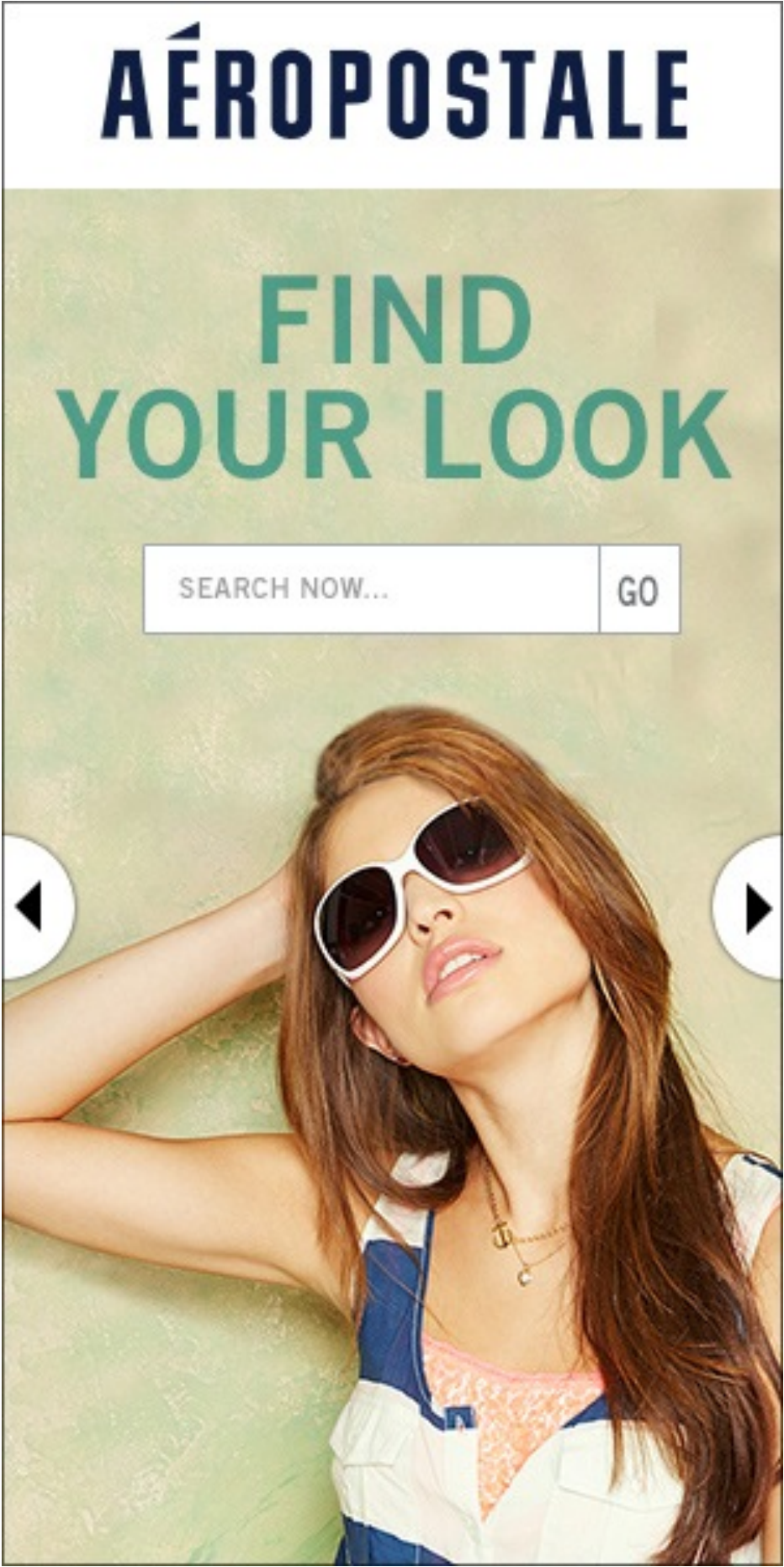
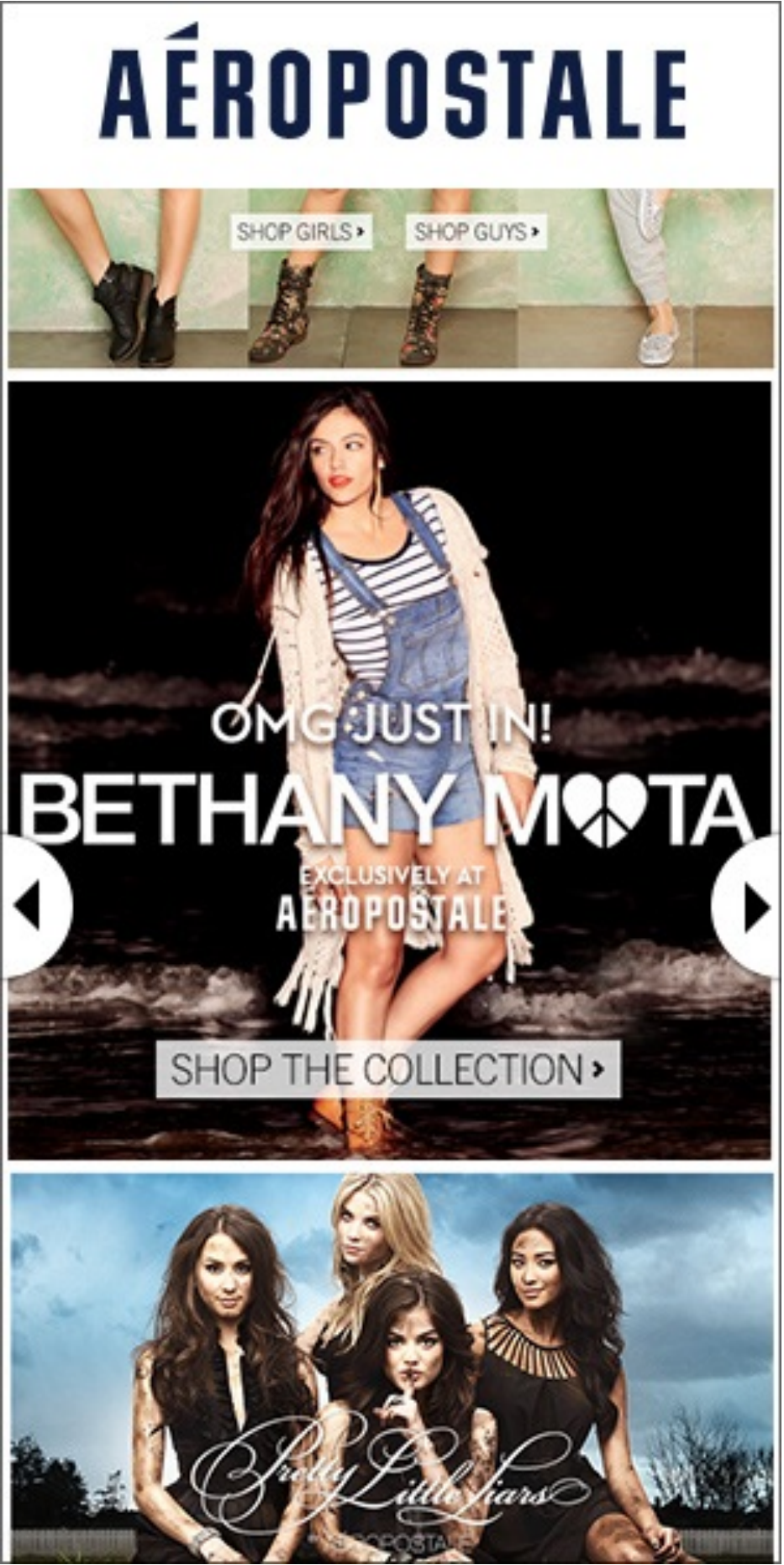
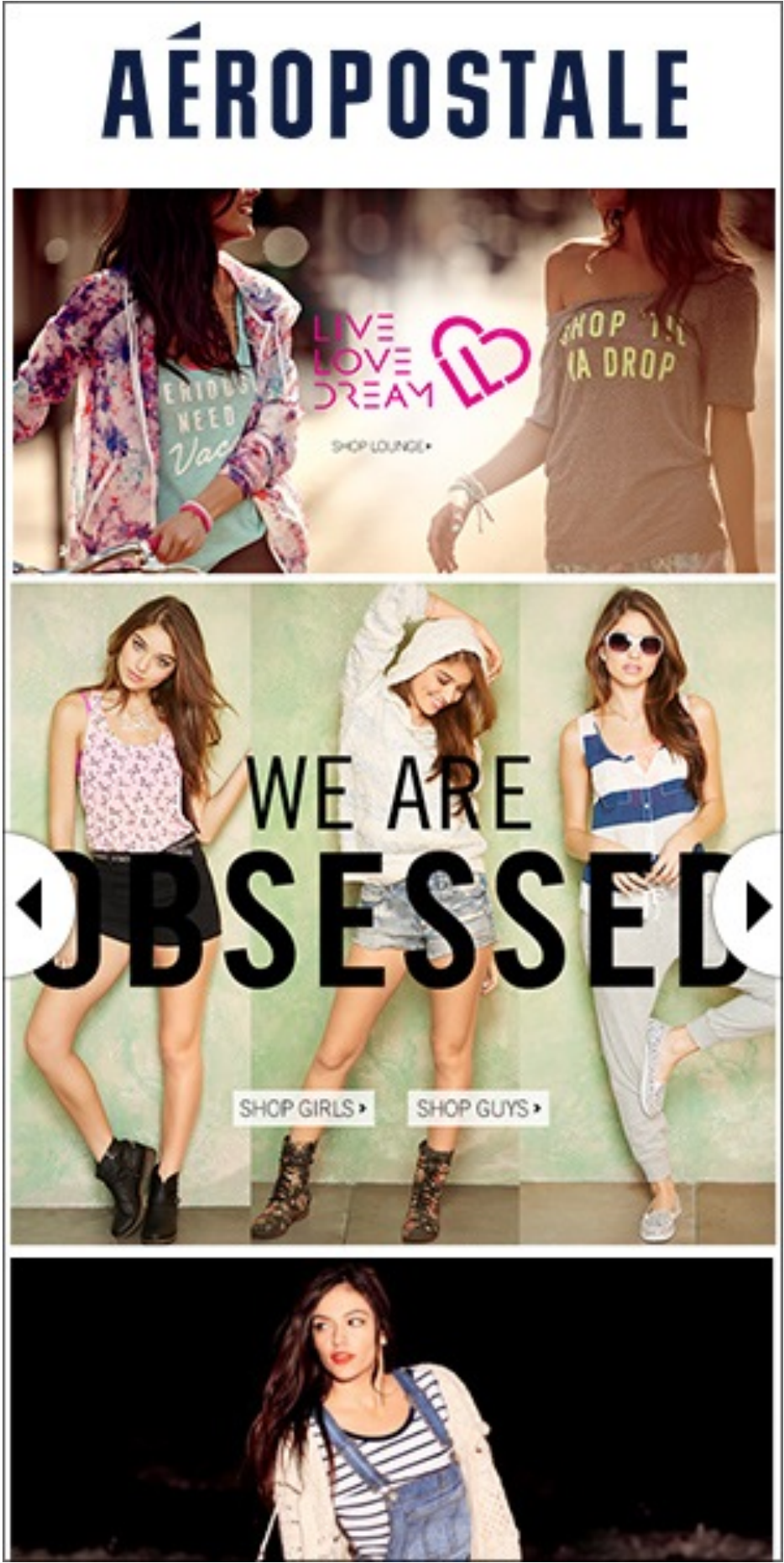
Video



Tab 1 – dynamic ad where user can hover over product to display product details (description, price, etc.)

AÉROPOSTALE

Rising Star - Filmstrip



Category / Landing ad allows the user to hover up and down to slide the images in vertical direction. Search ad will allow the user to search the site from the ad and will display results in a new window. Video ad will allow for the playback of a chosen video and 4 secondary videos.

The Big High-Level Takeaway

If you're not leveraging data to design and deliver highly customized and/or personalized digital marketing (including display advertising), you are missing tremendous opportunities to connect with consumers effectively and efficiently.



THANK YOU!

ERIC KINGSBURY

If you want to connect, find me on LinkedIn.

:)