



eBay File Exchange Quick Start Guide for New Half.com Sellers

eBay Inc.

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1 eBay File Exchange Features, Templates and Processes

File Exchange is eBay's flat-file tool that enables sellers to list on Half, eBay and eBay's international sites by submitting a comma-separated, semicolon-delimited, or tab-delimited flat file. A flat file may be created using excel, MS Access or other inventory software.

The benefits of File Exchange include faster file processing, better response files, the ability to view processing status, and more consistency in naming conventions.

Using the eBay File Exchange features, templates and processes, you can upload and manage a large number of listings, and the resulting sales, with a standard flat-file format. The File Exchange tool helps you quickly and efficiently:

- Create new listings
- Confirm that there are no errors in your listings before posting them
- Revise active listings
- End active listings
- Download sales

eBay File Exchange is an ideal tool if you:

- Have a lot of inventory items you want to list
- Already use software, such as Microsoft® Excel, Access or another program to manage your inventory and you want to use it to create a listing file too
- Are familiar with flat files and want to batch list several items in a single file

File Exchange Features

Flat-file Format

A flat file is an electronic data file used to exchange information between two systems. Data for each record is separated by a comma, semicolon, or tab. With File Exchange, you can use flat files to list in any eBay category.

Flat-file benefits include:

- **Platform independence:** Create and use flat files on any operating system.
- **Software independence:** Manage your inventory with almost any spreadsheet or database program.
- **Improved efficiency:** Batch list or update several listings simultaneously.

Downloadable Templates

Each file that you use must contain data organized into fields (also called “columns” and “headers”) that your system, Half.com and eBay’s systems, can recognize and interpret.

Using the File Exchange template, you can create one file that contains multiple actions; that is, you can add one listing, revise another listing, end a third, and so forth.

eBay has created data file templates that you can download, as described in the next sections.

Sales Management

File Exchange also helps you download and manage your item sales data at every stage of the listing process.

Becoming a Half.com Seller

In order to use File Exchange to sell on Half.com you must register for File Exchange and become a Half.com seller.

Go to the following page to register for File Exchange:

File Exchange: http://pages.ebay.com/file_exchange/

In addition, if you would like to automatically receive download files, you need to subscribe to Selling Manager Pro. Click here to learn about Selling Manager Pro:

http://pages.ebay.com/selling_manager_pro/

Changes Made to File Exchange to Support Half.com

Sellers can now use eBay File Exchange to sell on Half.com. To support Half.com, we have made the following changes to File Exchange:

- Uploads
 - New Half.com inventory loading template
 - New Half.com issue refunds template
- Downloads

- New Half.com orders download file
- New Half.com inventory snapshot file
- New Half.com pending payments download file
- New Half.com completed payments download file

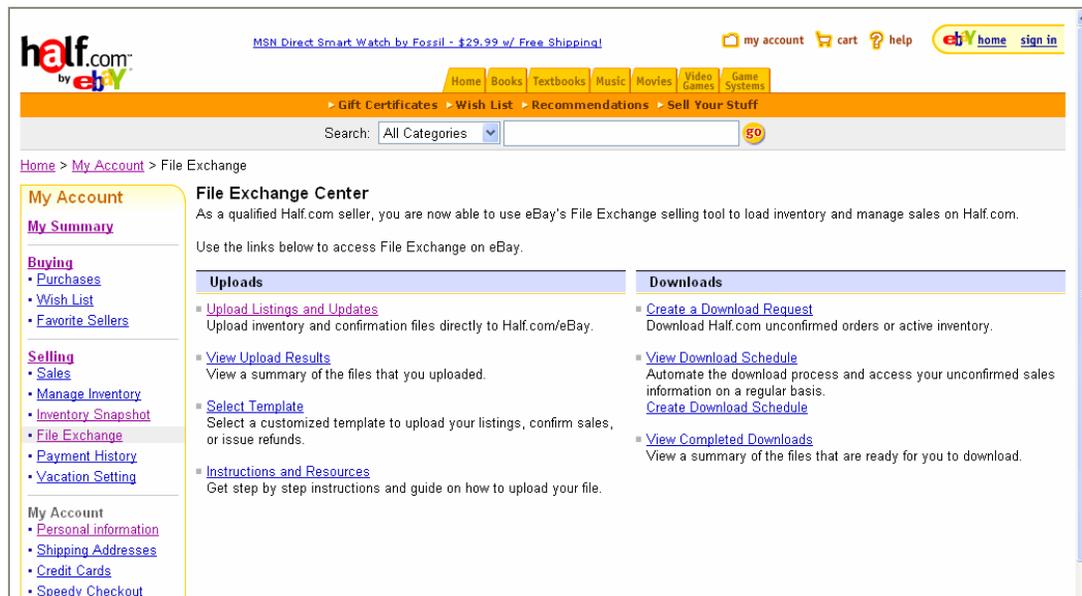
To load inventory on Half.com, you must use the Half.com-specific templates. In addition, to receive Half.com download files, you must select the Half.com options.

File Exchange Center

Half.com sellers can access the File Exchange templates via the File Exchange Center homepage. Files will be processed through this site using HTTP.

You can also upload files via HTTP Post. If you prefer to automate uploads via an HTTP post, please click on the File Exchange Center's *Instructions and Resources* link for more information.

The following image of the File Exchange Center on Half.com shows file Upload and Download options for a subscribed user. This page will be accessible within your Half.com *My Account* page if you are subscribed to File Exchange. It gives you convenient links to access File Exchange pages on eBay. You may also access File Exchange directly through the eBay site.



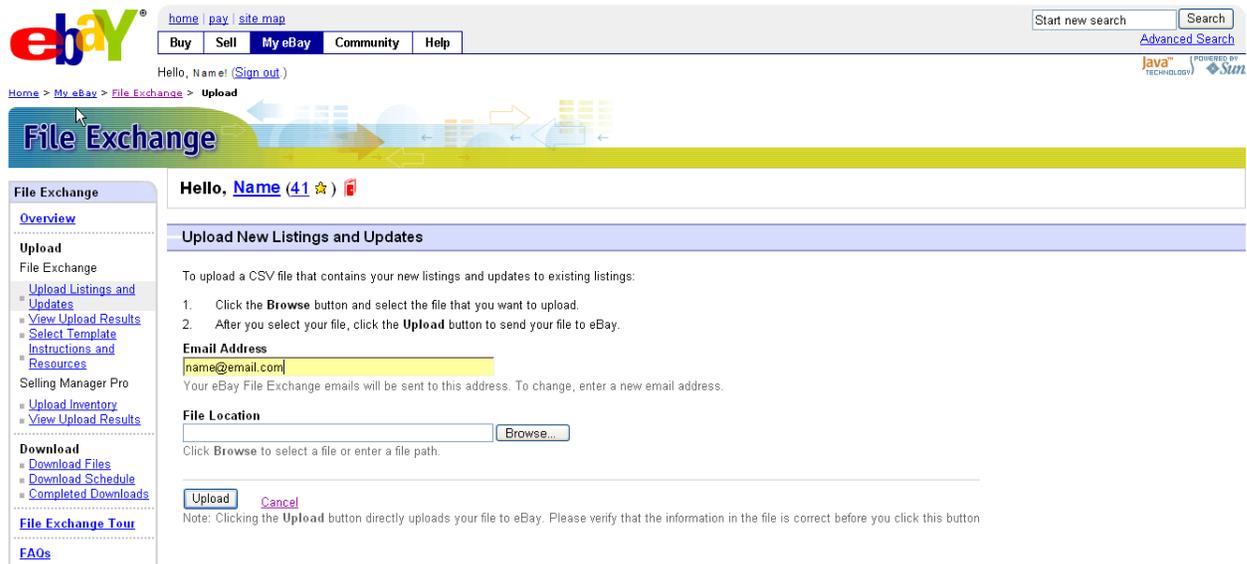
Upload Listings and Updates

Upload inventory and refund files directly to Half.com. Click on the *Upload Listings and Updates* link from the File Exchange Center Page to upload the following files:

- Inventory Files
- Refunds Files

Note: As of November 21, 2005 there is a bug in the system that sends the confirmation email to your registration email address and not to the email address that you select to specify. We are working on fixing this issue.

The following is an example of the *Upload New Listings and Updates* page.



View Upload Results

Click on *View Upload Results* from the File Exchange Center Page to view a summary and status of the files you've uploaded.

You can also download your upload response files from this page once it has completed processing.

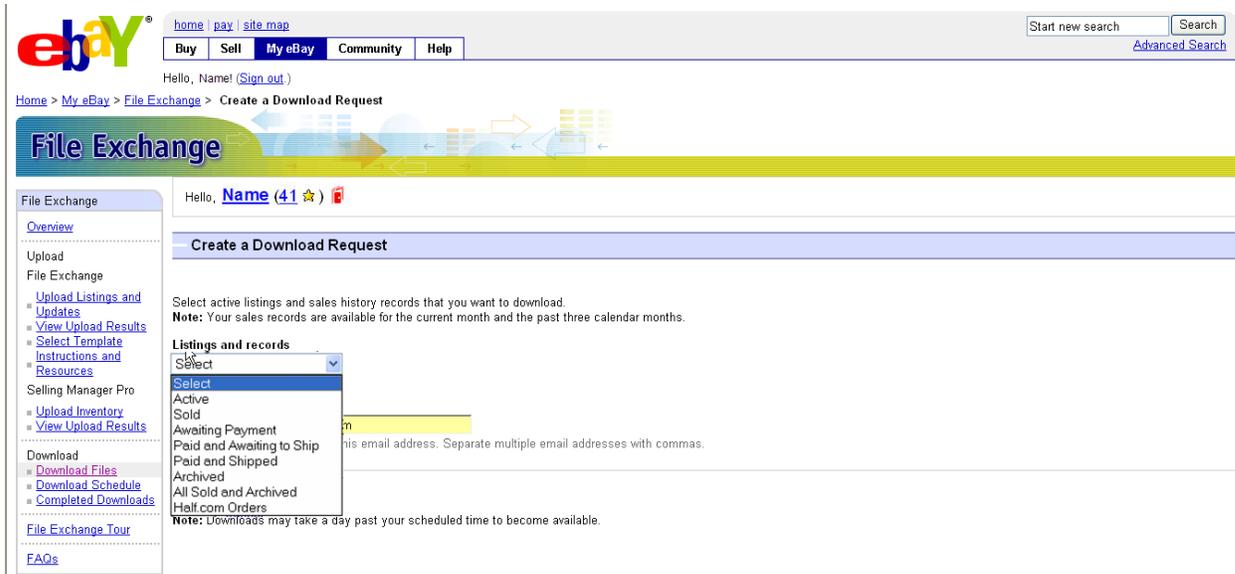
Create a Download Request

You can download the following Half.com file from the *Create a Download Request* page:

- Half.com Orders

NOTE: You need to be registered to sell on Half.com to see the "Half.com Orders" option in the *Listings and records* menu of the Create a Download Request page.

The following is an example of the *Create a Download Request* page.



Create a Download Schedule (for Selling Manager Pro subscribers only)

If you subscribe to Selling Manger Pro, you will have the option to create automated download schedules within File Exchange. You can automate the download process and access your updated sales information on a regular basis.

Four scheduling options are available, and depend on the file type selected. The current options are:

- Half.com Orders
 - Frequency: Daily, Hourly, Every 4 hours, Every 8 hours
- Half.com Inventory
 - Frequency: Daily, Weekly, Monthly
- Half.com Pending Payments
 - Frequency: Daily
- Half.com Completed Payments
 - Frequency: Twice Monthly; sent on the 6th and 22nd of every month

The following is an example of *Create a Download Schedule* with *Half.com Orders* selected.

The screenshot shows the eBay File Exchange interface. At the top, there's the eBay logo and navigation links like 'home', 'pay', 'site map', 'Buy', 'Sell', 'My eBay', 'Community', and 'Help'. A search bar is on the right. Below the navigation, there's a breadcrumb trail: 'Home > My eBay > File Exchange > Create a Download Schedule'. The main heading is 'File Exchange' with a decorative graphic. A sidebar on the left contains a 'File Exchange' menu with sub-items: 'Overview', 'Upload', 'File Exchange' (with sub-items 'Upload Listings and Updates', 'View Upload Results', 'Select Template', 'Instructions and Resources'), 'Selling Manager Pro' (with sub-items 'Upload Inventory', 'View Upload Results'), 'Download' (with sub-items 'Download Files', 'Download Schedule', 'Completed Downloads'), 'File Exchange Tour', and 'FAQs'. The main content area is titled 'Create a Download Schedule' and includes a greeting 'Hello, Name (41 stars)'. Below this, there's a section 'Listings and records' with a dropdown menu showing options: 'Select', 'Sold', 'Awaiting Payment', 'Paid and Awaiting to Ship', 'Paid and Shipped', 'Archived', 'All Sold and Archived', 'Half.com Orders', 'Half.com Inventory', 'Half.com Pending Payments', and 'Half.com Completed Payments'. There are also radio buttons for 'End by' (with dropdowns for Month, Day, Year) and 'No end date'. An 'Email address' field is present with the text 'Your downloads will be sent to this email address. Separate multiple email addresses with commas.' At the bottom, there are 'Save' and 'Cancel' buttons and a note: 'Note: Downloads may take a day past your scheduled time to become available.'

View a Download Schedule (for Selling Manager Pro subscribers only)

To view a summary of your download schedule, and a list of completed downloads, go to *Download Schedule*.

Half.com Upload Files

Click on the *Select Template* link to find a customized template to upload your inventory listings or issue refunds. Sellers can choose from the following templates to sell on Half.com:

- **Half.com Load Inventory:** Use this template to load inventory items to Half.com
- **Half.com Issue Refunds:** Use this template to issue refunds from Half.com

The following *Select Template* page contains all available templates. Sample templates with sample records are also provided.

Creating a File Exchange Inventory File

An **Action** must be associated with all of your Half.com listings.

NOTE: There are different data field requirements for listing on Half.com and eBay. Please refer to the File Exchange User Guide for the data fields that are required in your File Exchange template when listing on eBay.

Inventory Actions

Inventory Actions include **Add**, **VerifyAdd**, **Revise** and **End**.

NOTE: Using "Info" in the Action field denotes that this row is not requesting any action, but rather, is an informational (or comment) row. You can then use the Info row to "comment out" notes about the flat file, without risking any processing errors. This feature can be very useful in tying back a file loaded to your response file.

Add and Verify Add

For *adding* or *verifying* a new item, required fields include:

- Action = Add or VerifyAdd
- ProductIDType (e.g. ISBN, UPC)
- ProductIDValue (ISBN or UPC # for the product)
- A:Condition (Condition of your item)
- Price

Optional fields include:

- Quantity=1 (For Add: If no value is supplied, item will be listed with quantity=1)
- Notes
- Private Notes
- SKU

Revise

For *revising* an existing item, required fields include:

- Action = Revise
- ItemID or SKU (eBay/Half Item ID. This is used as a primary item key for Revise or End Actions; either ItemID or SKU are required.)

Optional fields include (note that these are the only fields that can be modified when you revise an item):

- Condition
- Price
- Quantity
- Notes
- Private Notes

End

For *ending* an existing item, required fields include:

- Action = End
- Item ID or SKU (eBay/Half Item ID. This is used as a primary item key for Revise or End Actions; either ItemID or SKU are required.)

The table below lists the Half.com File Exchange actions and corresponding required and optional fields.

Field Name	Description	Action where Required
*Action	Determines the purpose of the row: add item, relist item, revise item, end listing, mark an item's status, and verify an added item. Character limit: n/a Type: String Valid choices are: Add, VerifyAdd, Revise, End	All

*ProductIDType	<p>You must fill in the type of data contained in ProductIDValue (See the following data field.) If you upload an item that has multiple matches for its ISBN or UPC, you must resubmit the item using ProductIDType=ProductIdentifier. Refer to "Handling Multiple Matches in Catalog Listings" in the File Exchange User Guide for more information.</p> <p>Character limit: n/a Type: Text String Valid entry: ISBN, UPC, EAN Field Relationship: Based on ProductIDValue</p>	Add or VerifyAdd
*ProductIDValue	<p>Value of ProductIDType. This field will be either the ISBN or UPC number for the item you are listing. If you upload an item that has multiple matches for its ISBN or UPC, you must resubmit the item using ProductIDType=ProductIdentifier. Refer to "Handling Multiple Matches in Catalog Listings" in the File Exchange User Guide for more information.</p> <p>Character limit: n/a Type: String Valid entry: Integer Value for ISBN, UPC, EAN or String for ProductIdentifier (for example, 58640:2:1055:2281435410:39473100:30d76c76f23f6bf7325148c5088c3c46:1:1:1:1195808884) Field Relationship: Based on ProductIDType</p>	Add or VerifyAdd
*ItemID	<p>eBay/Half Item ID. This is a unique ID that is used as a primary item key for Revise or End Actions. Either ItemID or SKU are required for Revise or End.</p> <p>Character limit: n/a Type: Integer Valid entry: Integer Value</p>	Revise or End
SKU	<p>This is your own unique SKU number. SKU must be unique for every item listed. If supplied for Add, it may be used as a primary item key for Revise or End Actions. Either ItemId or SKU are required for Revise or End.</p> <p>Character limit: Max length 100 Type: any Valid entry: any</p>	None

Quantity=1	<p>Number of items being sold in the listing. For Add, if no item is supplied, then the item will be listed with quantity of 1.</p> <p>Character limit: n/a Type: Integer Valid entry: for example, 200</p>	None
Price	<p>Price item is being listed with. Minimum allowable price is \$0.75.</p> <p>Character limit: Max length 16, including decimal point or comma Type: Money Valid entry: for example, 10.00</p>	Add and VerifyAdd
*A:Condition	<p>Condition of item.</p> <p>Character limit: n/a Type: text Valid entry: Brand_New, Like_New, Very_Good, Good, or Acceptable</p>	Add and VerifyAdd
A:Notes	<p>Notes for the buyer regarding specifics about your item.</p> <p>Character limit: Max length 500 Type: any</p>	None.
PrivateNotes	<p>For your use only. PrivateNotes will be included in your order files.</p> <p>Character limit: Max length 1000 Type: any</p>	None.

Inventory Templates and Files

In addition to specifying Actions for your listings, you will use a *Load Inventory* template to load inventory items to Half.com. There are three files that can help you with your Half.com inventory.

- Load Inventory template
- Load Response file
- Inventory Snapshot (summary of your Active Listings)

Load Inventory Template

To access the *Load Inventory* template, go to the File Exchange Center page and click on the *Select Template* link. The following requirements apply to the Half.com Load Inventory template:

- Only supports Half.com inventory
- Half.com inventory template specifics
 - The Half.com Inventory template is made specifically for inventory on Half.com. All columns and column headings should be kept in the template. If the top row of the template is modified, it may result in the file failing on upload.
- Metadata
 - Metadata parameters are global settings for your file. The metadata information for your file is contained in parentheses in the first column in the header row of your file. Each element of metadata tells the system to apply that specific value to all listings in your file. The result is many fewer columns of information that you need to be included in each line.
 - The column header with metadata for the inventory load template is as follows (metadata is in bold):

Action (**SiteID=US** | **Country=US** | **Currency=USD** | **CC=UTF-8** | **ListingType=Half** | **Location=US** | **ListingDuration=GTC**)

The descriptions of each of these metadata parameters are as follows:

- SiteID=US
 - SiteID=US for Half.com listings
- Country=US

- Represents the country in which you are located
- Currency=USD
 - Represents the currency you want to list your item in
- ListingType=Half
- Location=US
 - Represents the location of your item
- ListingDuration=GTC
 - Represents the duration of your listing. GTC means “Good Till Closing;” your item will not end until you choose to end it.
- CC=UTF-8
 - Represents the character set of your template

Additional Details regarding Metadata can be found in the *File Exchange User Guide*.

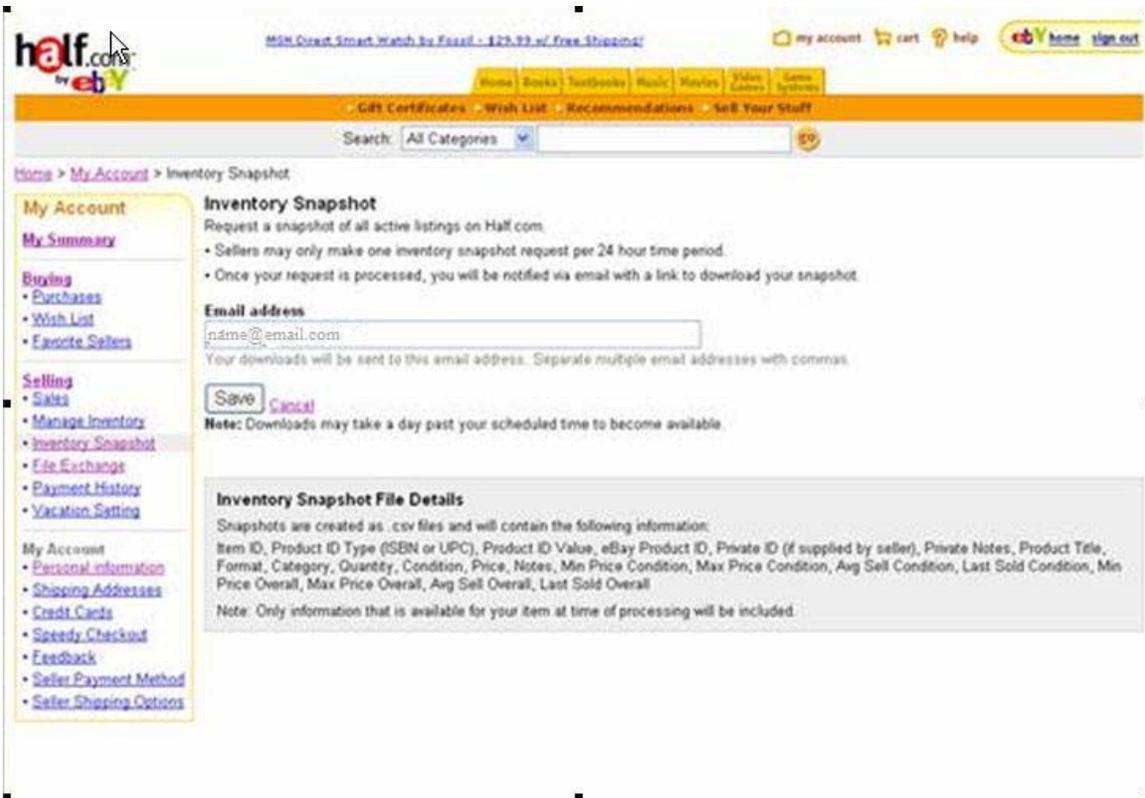
Load Response File

Upon loading a file and having it processed, a File Exchange Load Response File will be issued automatically. This report can also be requested through the File Exchange Center homepage.

Inventory Snapshot

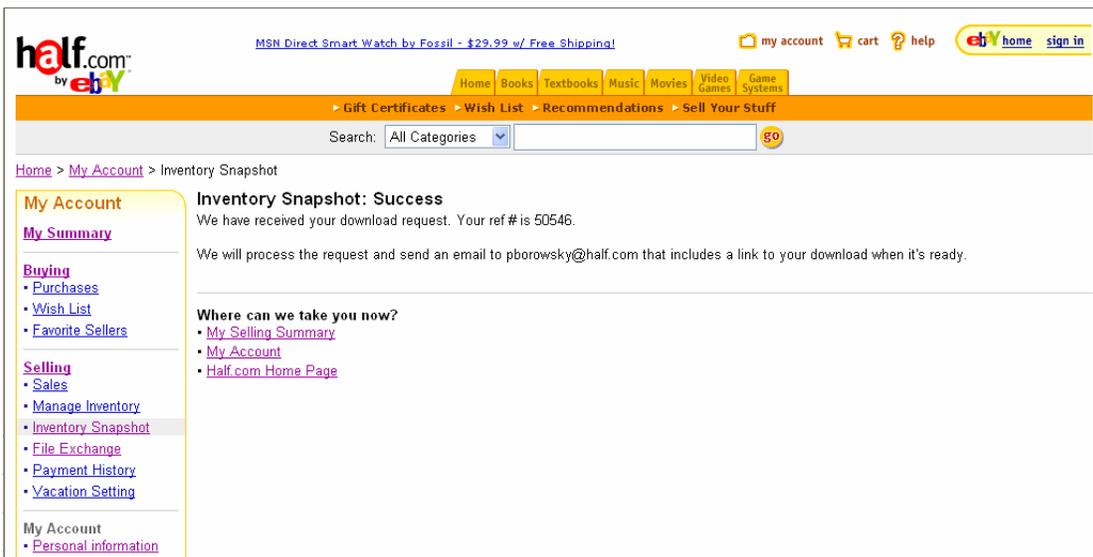
The Inventory Snapshot file includes a complete list of active listings (at the time of the request), and accompanying product and pricing data.

Select Inventory Snapshot from My Account in Half.com. The image below shows a sample Inventory Snapshot request form.



Inventory Snapshot Success

The following image is an example of what a successful Inventory Snapshot Request should look like. A reference number indicates that your download request was successfully received. In contrast, a Request Failure page, without a reference number, indicates that a download request cannot be processed. Sellers are able to request one inventory snapshot per 24 hour period.



Half.com Orders

From the File Exchange Center homepage, select **Download-> Download Files**. From the *Create a Download Request* page, select **Half.com Orders**.

Your order file will not contain orders that have been refunded or marked as shipped.

Below is a list of the fields in the order file.

Table: Order File Fields

Field	Description	Field Format
ItemID	This is the same eBay/Half ItemID that you will receive in your inventory response file for each listing. Along with ReferenceID, this number will serve as the unique identifier for each item sold, and will be included in "contact seller" emails. Is required for bulk refunds issued via file.	Number
ReferenceID	Combined with ItemID is a unique identifier for an individual item in a purchase. Will be included in "contact seller" emails. Is required for bulk refunds issued via file.	Number
OrderID	Represents all items from a particular buyer in the same order. (For single item orders, it will be the same as the ReferenceID.) Also the number you will most likely receive from buyers who contact you directly without using the Half.com site contact form.	Number
SKU	Your SKU as provided at time of uploading inventory	Any character – matches what you uploaded
ProductIDType	ISBN or UPC	"ISBN" or "UPC"
ProductIDValue	Value of ISBN or UPC	ISBN or UPC number format
Title	Product Title (including title, contributor, release year, and format)	Title: Contributor (Format, Publish Year)
Format	Examples: Hardcover, Paperback, VHS, DVD, etc	Letters
PrivateNotes	Your private notes you supplied when uploading your inventory	Any character – matches what you uploaded

TransactionPrice	Price your item was listed with and sold at. NOTE: this is not the total amount you received for the sale. For detailed information on amount credited to your account for each sale you should reference the Pending or Completed Payments file.	Currency format
OrderDate	Date and time order was placed. NOTE: Date and time in order files is in GMT.	YYYY-MM-DDTHH:MM:SS.000Z (in GMT) Example: 2005-11-18T13:47:26.000Z
ShippingService	USPSMedia or USPSExpressMail	“USPSMedia” or “USPSExpressMail”
ShipToName	Name on buyer shipping address	No character restriction
Street1	First line address on buyer shipping address	No character restriction
Street2	Second line address on buyer shipping address	No character restriction
CityName	City of buyer shipping address	Letters
StateOrProvince	State of buyer shipping address	Letters – 2 letter state abbreviation
Country	Country of buyer shipping address	Letters
PostalCode	Postal code of buyer shipping address	Postal code format
BuyerEmail	Buyers email address	Email address format

Half.com Payments

Payment files will be available only for Half.com sellers who are subscribed to Selling Manager Pro and have access to the scheduling page. The following types of payment files will be available:

Half.com Pending Payments

The pending payments file will be generated on a daily basis. It will include a total of all sales from the current pay period (either the 1st-15th of the month or the 16th – end of month). Each day the file should be replaced with an updated version, including the additional sales or charges from the new day. Files should be available by **6PM PST** the following day.

The file naming convention is: [email address]halfpending_[pay period start date]to[current date].
ie: half@half.compending_3_1_05to3_11_05.

Half.com Completed Payments

Upon a payment period being completed, a "closed" pay period file will be deposited into the seller's completed payments directory. The file will be in the same format as the Pending Payments file.

Example: File for pay period with last day on Tuesday would be available Thursday at 10am PST.

Table: Payment File Table

Field	Description	Field Format
ItemID	This is the same eBay/Half ItemID that you will receive in your inventory response file for each listing. Along with ReferenceID, this number will serve as the unique identifier for each item sold, and will be included in "contact seller" emails. Is required for bulk refunds issued via file.	Number
ReferenceID	Combined with ItemID is a unique identifier for an individual item in a purchase. Will be included in "contact seller" emails. Is required for bulk refunds issued via file.	Number
OrderID	Represents all items from a particular buyer in the same order. (For single item orders, it will be the same as the ReferenceID.) Also the number you will most likely receive from buyers who contact you directly without using the Half.com site contact form.	Number
SKU	Your SKU as provided at time of uploading inventory	Any character – matches what you uploaded
ProductIDType	ISBN or UPC	"ISBN" or "UPC"
ProductIDValue	Value of ISBN or UPC	ISBN or UPC number format
Title	Product Title (including title, contributor, release year, and format)	Title: Contributor (Format, Publish Year)
PrivateNotes	Your private notes you supplied when uploading your inventory	Any character – matches what you uploaded
PaymentType	Describes whether line is for a sale or a refund	"Sale" or "Refund"
TransactionPrice	Amount of item sale or refund.	Currency format

ShippingReimbursement	Amount of shipping reimbursement credited or debited to your account for the item sold or refunded	Currency format
Commission	Amount of commission deducted or credited from your sale for the item sold or refunded	Currency format
AmountPaid	Total amount credited or deducted to your account for the sale or refund.	Currency format
PaidTime	Date and time of sale or refund	YYYY-MM-DDTHH:MM:SS.000Z (in GMT) Example: 2005-11-18T13:47:26.000Z

Half.com Refunds

If you cannot fulfill an order, you'll need to issue the buyer a refund. The Refunds File gives you the ability to issue refunds in bulk.

Table: Refunds File Fields

Column	Description	Required
Action	Value should always be "IssueRefund". Should be populated for all lines.	Yes
ItemID	eBay/Half item ID supplied in your inventory load response file as well as your order file.	Yes
ReferenceID	Provided in your order file.	Yes
RefundReason	1,2,3,4,5,6	Yes
RefundType	1,2,3	Yes
RefundAmount (to buyer)	Required only if RefundType "3" selected	Only if "type" = partial. Allowed for any refund type and if value is present, it will override system calculated values.
RefundMessage	Comments passed on to buyer, max 4000 characters	No

The Refund Reason and Type codes are as follows:

Refund Reason Codes:

- 1 – Cannot ship the product
- 2 – Item returned, wrong item shipped
- 3 – Item returned, quality
- 4 – Item returned, damaged
- 5 – Buyer remorse
- 6 – Other Refund Type Codes:

Refund Type Codes:

- 1 – Full
- 2 – Full + return shipping (provide reference and examples)
- 3 – Custom/Partial Refund (requires amount to be populated)

NOTE: All reports will be sent to the email address you specify when making a request.

For each refunds file that you send, you will receive a **Refund Response File** with line by line success or failure notifications.

Table: Refund Response Table

Column	Description
Line Number	Corresponds to the line number in your upload file
Action	Will be populated with “IssueRefund”
Status	“Success” or “Failure”
ErrorCode	Error codes for refunds: 91, 92, 93
ErrorMessage	Use standard eBay FE error messages New Half.com error messages: 91: Invalid refund amount 92: Invalid refund reason 93: Invalid refund type
ItemID	eBay/Half item ID
ReferenceID	Transaction ID
RefundFromSeller	Included on any item with “successful” status. This is the amount debited from your account.
TotalRefundToBuyer	Included on any item with “successful” status. This is the total amount refunded to the buyer. It includes the amount from your account as well as the amount refunded from Half.com.

Scheduling Order Reports (for Selling Manager Pro subscribers only)

Scheduling orders will be available only for Half.com sellers who are subscribed to Selling Manager Pro.

Half.com sellers will be able to schedule the frequency with which they receive their order files. No two order files should include a duplication of the same order.

For example, if a seller has chosen to have order files generated every 8 hours, file #1 might have orders 1-320. File #2 should start at order 321, and include the rest of the orders for that time period. Scheduling will be done through the File Exchange Center front end.