Seller Central Report: How Buyers Use eBay
Introduction

eBay wants you to know your buyers better
--where they go, what they do, and what features they use most on eBay…

• This first in a series of detailed eBay usage reports highlights how your buyers use eBay.

• Use this information to better understand eBay Buyer behavior and refine your listing and merchandising strategies.

• In this presentation, we cover the following topics…
  – Number of unique visitors to eBay.com per month
  – Visit patterns (by day of week, category, and time spent)
  – Typical user paths through eBay.com
  – Visitor demographics
  – Market research on active eBay buyers
How many are coming?

- Just over one third of all Internet users in the U.S. visit eBay each month.
- eBay reaches more people in the U.S. than any other pure e-commerce property.

Source: Nielsen/NetRatings
When are they coming?

A well-timed listing will be live on a **Monday**, perhaps even two Mondays with a 10 day auction.

- More visitors tend to come on weekdays.
- Traffic is heaviest on Mondays and Sundays.

Consider timing your listings so that they close on a **Monday** or **Sunday** evening.

Source: Omniture, January - April 2005
How long are they on the site?

- Visitors spend more time on eBay than on other sites. Moreover, time spent on the site is increasing year-over-year.

Source: Nielsen/NetRatings
What do visitors do when they get to eBay?

This “branching tree” diagram illustrates the most popular paths visitors take through eBay.

- More than 54% enter eBay via the Home Page, Search page or Sign In page.
- Most visitors go directly to My eBay or loop between the Search and View Item pages.

**Source:** Omniture, April 2005
Which categories do they visit?

Unique Visitors per Month

Source: Nielsen/NetRatings
What are their demographics?

eBay reaches a wide variety of people, whose demographics largely mirror those of the typical American Internet user.

**Gender**
- Male: 53%
- Female: 47%

**Age**
- 18-24: 17%
- 25-34: 26%
- 35-44: 28%
- 45-54: 22%
- 55+: 7%

**Household Income**
- $0 - 25K: 5%
- $25K - 50K: 23%
- $50K - 75K: 31%
- $75K - 100K: 19%
- $100K - 150K: 14%
- $150K+: 8%
- $50K - 150K: 17%

Source: Nielsen/NetRatings, March 2005
Why do they shop on eBay?

**Buyer Values, Broad vs. Narrow Category**

- **Broad Category Buyers** (11+ categories) tend to be women and more experiential in their approach to eBay, deriving both practical and emotional benefits from their usage.

- **Narrow Category** buyers (1-4 categories), in contrast, are typically male, valuing eBay for its ease of use and selection of unique or hard-to-find items.

Based on most recent market research on eBay buyers, which surveyed top 25% of buyers

Narrow Buyers: (n=2182)  
Broad Buyers: (n=2667)
Additional Resources

- Seller Central: www.ebay.com/sellercentral
- eBay Pulse: http://pulse.ebay.com
- “Hot” Categories Report: www.ebay.com/hotlist
- Sales Reports: www.ebay.com/salesreports
- Solutions Directory: www.solutions.ebay.com

(Data Analysis, Marketplace Research)