



Alan Lewis: Hi there. I'm Alan Lewis. I'm the technical evangelist at eBay. I'm in no way involved with any official religious movement; just wanted to clear that up. There's been some confusion around what sort of evangelist I am. I'm here to talk about eBay's web services. I don't care what religion you are; I'm not trying to change whatever it is. Sorry, I'm getting a weird echo here.

My contact information, just FYI, you can search for Alan Lewis on any of your favorite search engines and I should be near the top, or you can go to my blog, alanlewis.typepad.com, which has my email address off of there. So feel free to contact me after the presentation, or during, if you get bored, to chat about whatever. Web services, eBay, books, sports. But I'm here to talk about the fact that if you forget all the rest of the presentation, and you probably will, if you can remember this bit, I will have succeeded. And that is that web services provide great opportunities for innovative affiliates to make money. Hopefully you will leave here not only... [microphone dies]

I can be like a real evangelist here with a hand held mic. Yes, I know there's no internet connection. So if you leave here today remembering that statement and knowing what all the words mean, then I will have succeeded. I just want to get a sense for the audience here. How many of you are affiliates. OK. Go figure, you're at an affiliate conference. How many of you have heard of web services before? Good. So most of the same people who were affiliates raised their hands. How many people have never heard of web services before or are kind of sketchy as to what they mean. Really. Are you sure? No embarrassment if you raise your hand. OK, fair enough. We'll test you at the end of the session.

The pitch here, and I think you'll get the sense as I go through the presentation, is that if you are technical, or if you have the ability to find other people who are technical who will work for you, then you are at an advantage compared to other folks who aren't. And you can use your technical ability, or other people's who you pay, to come up with great ideas, great applications, great websites, that can earn you money as an affiliate, whether it's with eBay or with some other person. I'm obviously going to be focusing on eBay because that's what I know. I didn't try to make this a pitch for eBay, although it will undoubtedly come off as that. But I want to emphasize up front that you can take what you learn here and apply it to anybody that offers web services that also has a way for you to use them to make money, i.e. through an affiliate program. So again that's the key message.

So today I'm going to talk about first what the eBay affiliate program is. You may have already heard of it before, but I'll review some of the key highlights and we have some newer stuff as part of the program that I want to highlight. I'll then talk about how affiliates can use eBay's API, which is another word for our web services, to do some of



the things they can do with it, so the different ways they can use it to make more money. Then I'll give an overview to our web services, explain what our offering is. And then I'll focus on exciting new products that we just announced last month at our developer's conference called the eBay AdContext. And then the final slide will just provide a bunch of links where you can write down those links to go off and learn more at your leisure.

The eBay affiliate program is a community of developers, webmasters, entrepreneurs, innovators, people who have websites that get a lot of traffic, who get paid basically to promote eBay. The way that they get paid is by sending folks to eBay and then those folks turn into people who bid and win an item on eBay or they become an active registered user. There are two main classifications of ways that people that you send to eBay that then go and do those activities, you as the affiliate get a percentage of eBay's revenue on those closed transactions, or you get a fixed dollar amount as of signing up as an active registered user. So it's not a pay per click model, it's a pay for activity model, and the specific activities take place on eBay.

The program has now been around for five years. It was launched in the US in 2001 and is now in 25 countries worldwide. One of the figures that I can share around how much affiliates actually make, this is one stat that we have is that the top 100 eBay affiliates globally average \$500,000 a year. Obviously the people at the very top make more, the people at the bottom make less, but it does average out to that amount. And I do know that there are people outside of that group that also make their living through this program. So it's not a surefire way to make money, you have to be smart or you have to have traffic, but it is a real program with some real dollars behind it.

So, the rest of the presentation will focus on ways that you can take advantage of this program. So here are just some basic stats and figures around how much we pay out for these activities. Again, the two buckets, the active registered users and the revenue share, the people who bid and win on items on eBay. These are actually prices that have changed recently, to make it easier to get into the higher percentage tiers. It used to be, I believe, 35% at the bottom tier, and now it's 40%, so it's sort of flattened out the range of percentages. But the affiliates that we've talked to have been very happy with this change, because most affiliates are starting out, they're trying to get into the higher tiers, and we wanted to help them get started, get into the higher tiers more quickly. I won't repeat the figures here; you can see that there is real dollars behind this. The simple act of getting an active registered user on eBay, if you're doing just a few dozen a month will get you \$12 per user. It's not too bad. You can see how if you have lots of traffic, if you have a great application, that you could actually get some real money behind converting this activity into eBay usage.

I should also note that these are US affiliate program numbers alone. The other



international countries have their own programs that you have to sign up for individually, but typically, affiliates don't usually play very much internationally. It's more focused more on one particular country, most often. So eBay's web services, I just want to give you an idea of this, eBay's developer's program also started in 2001. The developer's program supports our web services, not just for affiliates, but they're one of our largest sets of users within our developer's program.

Initially it started because auction tools that were out there, going back to 1998, 99, folks were building these applications to basically screen scrape the site, so we didn't have any official way to work with eBay, so they would screen scrape and basically had tools that automated that way. We wanted to support this activity because they were supporting sellers listing, more often, having a more effective business on eBay because of this, so we wanted to help them out and standardize the way that they interacted with eBay through XML. So we rolled out these web services in 2001 to basically give them an official way to work with eBay instead of having them having to reverse engineer how the site works. And this has been very successful.

Now 47% of the listings on eBay are actually made through eBay web services, either because eBay's own tools like Turbo Lister use web services, or third party tools like Channel Advisor, Marketworks, Vendio, some of the third parties that support listing on eBay, use eBay's web services to actually power their applications. Or if you're a large seller, you can use the web services directly to interact, to sort of make your own inventory system work with eBay.

We have 30,000 members in our developer's program, and those folks have created about 2200 live applications. So this has grown exponentially for the last couple of years. It was something like 20,000 just last fall, so it's grown very quickly. The total number of web services calls, this is the stat I have, in queue form last year was eight billion web services calls, and I've not seen any stats about anybody that comes close to that in terms of what people are willing to talk about. Now, that's the last I'll say about the seller focus stuff for this presentation, because most of the stuff for affiliates is focused on buyers, how do you get more buyers to come to eBay, because that's what our program is all about. So we started really rolling out buyer oriented web services, I believe it was in 2003, when we first exposed our search calls. It might have been before then, I'm not too sure about that. Sean might know.

Something that's important is that last fall; we made all of eBay's web services calls totally free. So you can make up to 1.5 million calls per day once your application is certified, and that's a free process to get certified, so if you're an affiliate out there building your application, in the past you would have had to worry about making sure that you were using only the few sets of calls that were free. Now all of our calls are free,



so you can do a lot more innovative stuff with them without having to incur any cost for using our web services.

So what our web services offer? Well, there's search, listing items, this is just a few examples with some visual representations here, so you can sell your item through our web services. You can manage transactions that come through, manage orders. You can manage all sorts of stuff about My eBay, getting a list of things you're bidding on, lists of things you're selling. You can do all sorts of stuff with your eBay store, manage your categories, manage the look and feel of your store; you can get eBay store listings. You can manage feedback, so you can get user's feedback scores, you can leave feedback for users, you can retrieve a specific feedback. You can get user's watch lists, you can add items. Almost anything you can do on the site now you can do through web services and those areas where we don't offer web services today; we are looking at adding them.

Now, I'm not going to dig into the real guts of how our web services work, but I do need to give you a sense for what the architecture is, how does it work. It's actually very simple. You pass in data as XML into the web service and you get data as XML out. The specific data that you pass in depends on the use case, so if you are doing a guest search results call to get eBay search listings, you're going to pass in a query in your XML. And I'll show you an example of this a little bit later on. And you'll get back a list of items formatted as XML. It all depends on the use case, and these use cases, we refer to them as calls. So each call has a name, whether it's add item for listing an item, get search results for getting search listings, get feedback for getting a feedback score. It's all very common sense names for these use cases, and if you know how eBay works, then it's very obvious what the calls translate to in terms of their functionality.

We have a web services schema, which is basically a data format description that defines common data types that are used in these multiple calls. So once you start building up your application to work with our web services, if you have an item in one call, that's the core data type for eBay is an item, which is basically one listing on the site, that describes like the title, the description, the price, starting price, once you integrate with that piece of data in one call, you can start to build out and use that integration in other calls as well. So it's a very well structured data schema that we offer.

Now, I'll come back to talk a little bit more about the web services, but I want to make sure to jump into the use cases very early on. So what are the things that you can actually do with our web services? This is probably the stuff that might get you thinking about how you could go and make use of them. One of them is getting data. The headline here is knowledge is power, which you are probably very familiar with. So you as an affiliate, if you have more knowledge than someone else, or if you have better knowledge, then that puts you at an advantage to where you can turn that knowledge into revenue. You



can use our web services to do this. This is a graphical representation of the sort of thing that you can do. It's actually a pre-built tool that uses, I don't know if it uses our web services, but it uses the same data sources that we offer to do keyword research.

So we have a call, Get Popular Keywords that can get per category what the top 1000 keywords are on eBay. And you can take that data and use it to build out your eBay tool or not. You could use it to do something totally different. But it helps you figure out what's hot, what are the new trends. You can take that data and use it for page search. You can do all sorts of stuff with it.

So the calls that will let you do this are, like I said, the Get Popular Keywords call. You can turn that data that you generate there and use it to generate search results. So our Get Search Results call, which is probably the main call that affiliates use. This Get Related Keywords, which is an upcoming call. I'm not sure when that's going to be released. But that obviously will help you take a keyword and get stuff that's related to it. There's Get Contextual Keywords, that's a supporting call that is part of the At Context Platform. I'll talk about that more in a little bit.

There's also access to historical data that you can get. Now this is not part of our standard web services offering. We have a third party called Data Unison which is our data reseller, actually a company in Vancouver. So it's a paid service to get access to our historical data. But they've actually taken our data feed and built an API around it.

They've done some great stuff there. I definitely would encourage you to look into using their service if you're interested in getting eBay historical data. I know that they have a trial period where you can test out their API for a limited number of calls so you can see if it's worth your while to use it.

So the API itself will give you access to a lot of data and I would encourage you to see what sort of things we can provide you and be creative.

Another one is content. You can use eBay's web services to get content. You should know what the power of content gives you. It can help you get indexed in search engines and can get you traffic that you can turn into revenue.

You can use web services to get quality content. You know it's quality because you have to pay to get a listing on eBay. That's how we keep the quality of content on eBay at a pretty high level and that's how you know that the content you're getting from eBay is



quality.

You also know that it's quality because we have standard product information as well. This screenshot here has this great cinematic masterpiece "Dodgeball, A True Underdog Story" with its standard product description, all the standard data here. eBay pays for that data feed and then exposes it for free through its web services.

You can use this for a shopping comparison site to show eBay search listings along with other listings from other shopping engines. You're free to do that. There are some great examples of people who've done that. You can use it to build content sites that you can just try to get indexed by search engines and then you take advantage of that traffic to get some revenue.

The key calls for this are the Get Search Results call, Get Categories. There's also Get Category Listings which helps you get any number of listings in a given category. Get Item which helps you get the complete data around any individual item once you have an item ID.

You can get that from the search results call. One of the takeaways is that is one of the largest sources of free content on the web. We used to say it was the largest source but we were unable to find any data that actually backed that up. But I'm sure that it is one of the largest if not the largest.

Here's another example. Not only can you get actual product or item pages like the example you saw, you can also now generate RSS feeds. This is a recent feature that we rolled out first for store listings and then a couple of months ago for search. So at the bottom of any search page on eBay right now you'll see an RSS button. It's actually very valuable.

There are some search engines out there that have RSS feeds enabled, but for eBay it's incredibly valuable because the data is changing all the time. New listings come on. Listings close. You can customize your search to search only a particular seller. You can use all sorts of advanced search options to get pricing filters and location filters and everything. And almost all that is supported through the RSS feeds you generate, the same sort of search data you can get through our web services, but RSS is very low technical bar.

It's a very low tech option to get this sort of data. So it doesn't give you the same



flexibility in the type of information that's shown. There's a standardized way that we format the feeds. But for a large percentage of the possible use cases, RSS feeds might fit the bill. And it's a lot easier to integrate with. Once you know how to integrate with one RSS feed, you know how to integrate with all of them. That's the great thing about RSS.

So you can test it out on the site itself. And I'll talk more about the way you can get affiliate tags put in those RSS feeds, because that's another thing that we offer now. I'll show you a screenshot of how to do that. But again you can use this content through an RSS feed as well. Here is an example of somebody who's done that through this browser. It's showing how the actual feed looks in a RSS aggregator.

Another one is communications. We've seen that a lot instant messenger products, Yahoo! Messenger, their latest one that just came out has an eBay plug-in installed in it. Instant messaging platforms are very interesting because they have a sort of real time interaction. Now, I don't know how many of you have your own instant messaging platform that you manage, probably not many. But it is definitely a growing opportunity.

I know that there are some third parties that have been able to get in with certain instant messaging platforms to integrate their own content. So I think that there is an opportunity here if you can come up with an innovative add-in to an instant messaging product. You can use eBay's own services or some other web services to do something clever, unique, fun.

It's basically an opportunity where you don't have to build a whole complete application in order to get a user base. If it integrates well with the instant messaging tool, if it provides something unique then there's an opportunity there. I think that instant messenger is just an example of that.

The general idea that you don't have to build a complete application. You don't have to build even a complete website. If you just build a small widget or a small plug-in or add-in that fits into something big like some big portal or some big tool like an instant messaging tool, there is opportunity there. Of course you can use eBay's affiliate program to turn the traffic you'd get as part of that tool into revenue for yourself. That would be the business model, the business reason why you would spend time using these tools.

Again the key call is Get Search results and then integrating with whatever API the instant messenger tool itself provides.



Mobile is another one that I think is definitely big and upcoming. I don't think that anybody has built the killer mobile application period. If they have I don't know about it. And definitely nobody has built the killer commerce application for mobile. So there's definitely opportunity here.

Mobile offers a lot of great advantages. The fact that there's presence information, there's possibility around there. The fact that the user is much more likely to be around their mobile phone at any given hour of the day.

We have a great example of a third party, called Unwired Buyer. It's not strictly tied to mobile but it makes sense most for mobile. You can sign up for the service and it's free. They will call you on your phone whenever an item on your eBay watch list is ending in three minutes. And then allow you to actually bid on the phone, using the touchtone keypad to actually bid on the item. So you don't have to run back to your computer to bid on it. And you don't have to sit around your computer all day waiting for the auction to end. It basically frees you up from having to be at your computer.

eBay actually signed a deal with Unwired Buyer where we're going to brand that as eBay Wireless or something. I forget what it's called, eBay Alerts or eBay Mobile or something. We announced this at our conference last month and they're actually getting paid through the affiliate channel. That's how they're making their money. Just a great example of an innovative application using our web services. They figured out a great business idea. They had expertise in that area. They went after that opportunity and it's a big win for everybody.

Some of the key calls here again, Get Search Results and Place Offer. It's been a long time that we've spent trying to roll out this feature, the ability basically to bid through our web services API. Obviously there are lots of trust and safety issues around that, a lot of security connotations. So it's been something we've been taking a very slow roll out of that. We have only a few trusted third parties that have access to it today. But we're trying to standardize a pilot program so we can roll it out more broadly to different users. So there's definitely opportunity in the mobile market as well.

Widgets and other platform integrations is another area of opportunity. We expose the whole platform for free. Building stuff for other platforms whether it's the desktop, the television set, desktop search, web widget portals like Google Personalized home page or Live.com, there's definitely opportunity there for affiliates to build innovative applications, again whether it's for eBay or some other web services vendor.



There's a visual example here of a search application that this guy in the UK built for eBay. If you're familiar with Apple Dashboard, basically it's a set of mini-applications that you can use on your Mac without having to open up a full application window. And this mini-application gives you access to search eBay within the widget itself. So you're don't have to open up a full browser window to search eBay. You can just hit a keystroke and then do a quick eBay search, all within this widget. And then another keystroke and it goes away.

It's a very interesting lightweight sort of concept. And it's a great use case. The way that this guy makes money is through the fact that these links have his affiliate ID so he gets part of the revenue on any of the winning bids that come through his application. So it's a very simple idea. So this is good, this is an eBay search widget.

But then again eBay has it's own search engine that's pretty good and it's own search interface on the site. Even better is coming up with features that eBay doesn't have on its own site. All the more reason to go and use this application, rather than going to the eBay site is to mix this data with some other data.

The sort of things that I would love to see more of are fun buying applications. The thing about eBay that people love is the quirky and unique stuff, the tie-ins with popular culture. Whenever there's an American Idol on, seeing all the items related to American Idol. Wouldn't it be great to have a mini-application or a website that let you search, or just give you a unique interface, not even search so you don't have to do that. You download or you go to a web page and use this application and it shows you eBay items in real-time related to whatever is on American Idol. Something like that.

You can use the web services to do those sort of ideas. To take filters of information or mix or match it in the ways that you really think will interest users. That's really the intent. We don't think that we're going to come up with all the great ideas to put on the eBay site. We want to open it up to everyone to do those sorts of things.

So just a few slides on getting some more details on how the web services actually work. You don't need to know any of this stuff. It doesn't matter if you don't know this. You can go back to the web site later and learn more about it. But I just wanted to go into a little more depth here.

We offer some different flavors of our web services. We offer both SOAP and XML. Both these flavors, I call them flavors or web services. They all offer the same calls, just the SOAP and XML variance format them a little bit different. They both go over a



secure connection because there is some private data that's passed back and forth, like if you're getting a users account information, like their eBay fees. That's one of the calls we offer. That's something that you'd want to have secured. And they go over an HTTP POST.

Now we have another option called our REST API. It's something that's relatively new. It doesn't go over secure lines. It also goes over HTTP GET. What that means is it's easier to integrate. So, if you're building a tool or a widget, it will almost certainly support our REST API whereas it may not support the other kinds.

A REST API does not support all calls and it probably never will because it's not a secure model. So it wouldn't be appropriate to pass back and forth any private information over it. It also, today, it only supports publicly accessible information. So the sort of information you could get from eBay.com without having to sign in is the same sort of information that you get using the REST API.

Get Search Results is there today. You can imagine Get Categories or Get Item Call in the future. And there are other calls that we're going to be rolling out in the near term as well.

Here's how an actual call looks. I'll get the pointer here. This is the actual body of a request XML document that you would send in. This is via the XML API. Some of the things to see here, the name of the call is specified here in the root node.

The authentication information, each call contains an authentication token that identifies the eBay user you're making the call on behalf of. If you're making a call that's not user specific, it doesn't matter who the user is. Let's say you're making a My eBay call, then you have to have gotten that user's permission to make a call on their behalf. There's a whole flow whereby you can get this token. It's all described in the docs and I won't go into detail here.

In this case I'm just doing a search so it doesn't matter. I just have a token that identifies who I am to eBay. Then the only data that I'm passing in for this case, this is the most simple case, is the query. Each call has its own set of tags that are allowed in the body of the call of the request.

So here I'm searching on iPod Nano. And here is the same call made on behalf of the REST API. So with the REST API you pass in the data in the actual URL, you're not



passing in an XML document. You're actually just doing a GET, so it's just in the URL and you pass in using name value pairs.

So here our request token equals 'ABC123', and here the same sort of thing, query equals 'iPod_nano' So key here is...

Sean says the wireless network... I can give you a live demo if in a little bit. Thank you Sean for that.

So the key thing here is these two calls, Get Search Results are formatted in different ways but it's the same data that's being passed it just works slightly different.

And here's the response. It's the exact same response for both. You pass back an XML document. And here are some of the key things to highlight. The Get Search Results response is here in the root and it will contain zero or more items depending on how many items are on your search. Each page on the response for this call can return up to 400 items. You can specify the minimum or maximum that get returned so you don't have a huge response to deal with.

Here's an example of one particular item and the sort of data you can get. There's the item ID. There's the bid count, the current price. You can also get a gallery image, a little thumbnail image that goes along with the item. You can get the title.

So you can imagine. This is the raw data that you get. You can take this data and do whatever you want with it. eBay search page specifies exactly the look and feel of each search result. But you can take this and choose to display certain fields or not. You can take this and combine it with other calls. The item ID allows you to get more information on any specific item. The call allows you to do things like pass in a zip code and only return items that are close to me. So you can imagine taking that sort of search and combining it with a map to put search items on a mapping implication. There are all sorts of options that can give you the ability to do more fine-grained searches. Then you take the data and do whatever you want with it.

So that's the basics of how the API works. Once you know how to make one call, you know how to make pretty much all of them. So I'll give you the URL to the developer program website at the end of the presentation where you can go and learn more.



Back to RSS for a little bit. Again it's a very low-tech API. You just saw how the Get Search Results call works. The REST API gives you the same sort of information though it doesn't allow you the same sort of flexibility in terms of how the data gets formatted. RSS defines the schema for RSS feed across the board. So eBay has its own schema for its own web services but RSS is standardized. So across Yahoo! and eBay and my blog and anybody else who has a feed, the RSS is going to look exactly the same. It will have a title and a body of each feed item and they'll be certain information about the feed at the top. We don't specify how the feed works, but what do choose what information to put in the body of the feed.

I would really just encourage you to go look at an eBay search page and click the RSS button and see what the information looks like. Try putting it in your RSS reader and you can start to get some ideas about things you could do with it. The feeds actually render very well in the feed reader depending on how well they interpret the HTML in the feeds.

One key is the way that you enable affiliate links in the feeds. You can build a feed and put you're affiliate ID in there. So if you take that feed and make some deal with a publisher or if you have traffic on your site, you can convert those clicks that turn into activity into revenue.

The way you do that is click Advanced Search Options on the page. Then towards the bottom there will be this section called affiliate tracking information. Click 'show' and it will expand here. Commission Junction is our affiliate partner. They manage all the account management and payout for our affiliate program. So you'll get a Commission Junction ID there. You may already have one, a lot of you probably already do. That's where you put in that ID. It basically identifies you in the link so that you get the payout.

Now let's go try to look at a few example websites. Bear with me just for a few moments here while I see if the wireless connection is working.

[pause]

You can talk amongst yourselves.

[pause]

No? That's OK.



[pause]

Nope, no wireless network sound. Luckily I have pre-loaded some of the URLs so I can show you some of what they would look like. I can do some hand waving and you can imagine what they look like.

[pause]

So what you're looking at right now is Verizon Super Pages, while I try to enable the wireless connection. This is actually an example of one of these search comparison sites. Verizon has a...

Oh here we go. Yes, yes. So that's hopefully working.

So Verizon, if you go to superpages.com, click on the shopping tab and then do a search. One of the places you'll get search items from is eBay. So you've got them from classic retailers and then you'll have eBay items as well, including auction and fixed price items.

So I did this search earlier. You can see I can compare getting a Nano here versus, oh there's some auction here with two minutes left. Great I can go bid on it. So the way they did this is...

Let me see if this is working again.

[pause]

Yes. So I refreshed it and notice the items change. There's always changing information here. Actually that looks really interesting. You can get an iPod Mini on eBay but you can't get iPod Minis anymore from most other vendors. So it makes sense. The inventory on eBay is incredibly broad. It's very deep. It has auctions as well as fixed price items. So it makes sense that if you were a shopping comparison site you'd want to have eBay as one of your search results.



You can get the same thing on EarthLink. They have a big shopping part of their website. Shopping.com, which actually eBay owns now, has eBay items in there as well. So this is definitely an emerging thing. So does anybody own a shopping comparison website out there? No?

Yes? So integrate eBay items.

That's good. [laughs] What's the website that you own?

Man 1: [inaudible]

Alan: I've not heard of that but maybe it will be the next big thing and we'll all be using it next year.

So the next example, and I'm glad that the connection is working. I can take credit for coming up with the URL for this. This is dudewheresmyusedcar.com. I didn't build the application but I came up with the URL. My boss wrote the application. What this is is a mash-up. You might have heard that term before. It's basically combining two or more web services to create a new application. A mash-up of eBay Motors and Google Maps. This is like the mapping use case that I mentioned before.

If I select a vehicle here. Let's do like a BMW five Series. Somebody give me a zip code.

Man 2: 80538.

Alan Lewis: 80538. And where is that?

Man 2: Colorado.

Alan: Colorado. 38, oh sorry. I don't know if that's a real zip code.

Oh apparently it is.

So I click search after putting in all the information and I get eBay listings. So I click on a listing and actually go and use the map to show me where it is. So I can say "Oh, this one looks like it's really close to me. It's just 55 miles away, 20,000 dollars. Great."

So let's say I want a used car on eBay, I want a BMW five Series. I don't want to have to go all the way across the country. This is a great use case for using eBay's web services because eBay doesn't have a mapping feature on its website today. So it's just an example



of how you can take the web services and do really cool, unique stuff with it. And it's a great URL too.

Here's another example. This is mycollectibles.caboodle.com. Caboodle is a site for collectors. They can put their collection up. They can see other people's collections. And they've actually integrated eBay functionality in a couple of ways. There's sort of like a content site. They have the content that's generated by users, their collectible items. And then they have integrated an eBay link here.

We actually have a deal with them to build this site so they didn't affiliate enable these links. But they could have built this all on their own and then used the affiliate channel to get revenue. So if I click 'For Sale on eBay' it will go and look at this actual item that somebody has put in their page.

They are also an example of using eBay's affiliate product; the current version is called Editor Kit. The new version is called AdContext, to show eBay listings within a sidebar or another part of the site. So these actually are affiliate enabled links. You can see what those look like. If I click on this item here, it will take me to that particular item on eBay.

I don't know where else on the web you can get a rusted license plate.

[laughter]

You can get it on eBay.

The other example I wanted show you is a...

Let me just refresh this page here.

This is one of the online widget portals that I mentioned earlier. This one is called live.com. Have any of you heard of this? This is Microsoft's newish portal site. This is actually something that we've been working on for a while. I started doing this for a talk I gave back at a Microsoft conference back in March. I needed something to talk about so I worked with a couple of guys at eBay to build this cool shopping widget.



It basically allows you to do an eBay search. Give me a search term. Anybody?

Man 3: License plate.

Alan: License plate. All right.

So it's very fast you notice. I can search for license plates on eBay and I can see what's ending. This one has one bid, there's one minute left. It's a Britney black vanity license plate. Yeah, these are real time.

Yeah, so it's allowing me search within my portal environment without ever leaving it, and has the added benefit of being incredibly fast. It's fast for a few reasons, one is it's only returning data as it's needed, and two, it's only doing eight search results per page instead of eBay which does like, fifty. So it's customized for this environment and you get the added benefits of yes yes, I know... Internet connection now, so it's complaining... So it's basically you know, I can just pick and chose the data fields that I need for my use case, and it makes this application really great for this environment. Other stuff that's cool is that you can do any of the eBay sites. eBay's web services work across I think it's 20+ sites, 23's the latest number including all of our biggest markets. Germany, China, France, Italy, UK, all those sites, Canada. So I can take, this is cool, I can search eBay China in French. [laughter]

OK, let's do this. So I can 'rechercher', research... and then the listings will come back. See here, so this is an item on eBay China and it's listed in 300 Yuan. And all these strings are in French. If I click on the item, you'll actually see, I mean iPod player's is universal. It's eBay China. Don't ask me why someone would be doing this, but they can, and that's cool. OK so... endless fun to play around with this sort of stuff. So you can try out this widget yourself if you go to microsoftgadgets.com, and click on the Gallery. It's one of the eBay widgets listed in there, you can also find out about it on my blog that I actually have a link to it, it's alanlewis.typepad.com. This whole presentation is to get more traffic to my blog; this eBay thing is just a day job.

OK, back to some more information, so it would be AdContext. This was announced at eBay's developers conference in June, just a month ago, we have the Beta of this starting very soon and for more info I recommend searching on eBay AdContext, I won't give you a URL here, cause you won't remember it. I'll give some URLs at the end but you can get more information, there's a page that we put up for it, you can find out more about it. It's basically contextual ads for eBay. And I'm very excited the fact that it's, it's not just a standalone product but it has open APIs as well, and that I think is probably unique in the contextual ads space.



So, you probably know what contextual advertising is, but in case you don't, a contextual ad is a targeted advertisement that dynamically appears on a website based on the content or context of the site, and the contextual ad system like AdContext will scan the text of the website for keywords, and then return ads based on those keywords. So that's the source, what does AdContext do? So it helps you monetize your site by displaying eBay listings basically, so these are the options the way that the ads can appear, so we have some pretty cool options, we have a flash variant as well, so this is the default so graphical, so pictures, plus titles and prices and time left, and then you can customize this as well from the look and feel colors, what items are shown.

You can make it contextual or not. Some contextual vendors have exclusive rights, so you can't run more than one contextual engines or ad engines on your site. You can turn off contextual if you need to although we hope that the contextual will convert better. You can get a text only, the flash one is really cool. They also have a search box, I don't know if they search with the widget or not, but that would be one thing that you could build yourself. If you wanted to do something like the search widget that I showed. So you can do all sorts of customization and then you place most of the network widgets out there, place the java script code on your website and it basically appears automatically.

So here are some examples, just types of ways you can use it, so this is a sports example. It's kind of a tacky example but it's a story on Kirby Puckett dying. And you can get eBay related ads, Kirby Puckett, put right in context on the page or related to baseball or if you're on a page of music you can get music related items, electronics, fashion... iPod is there in both cases but you know, for the fashion case you might get purses or shoes in the items that get returned there. It would all be based on the keywords on the site that generate searches which are run that return items in the AdContext widget. So it's very simple idea we hope that it will be very powerful, and we're going to obviously learn through the beta process of how well it converts. What we can do roll it out. I think we're shooting for this fall, roll it out to everybody, so we're pretty excited about that.

But I'm even more excited about the fact that we have, the platform that AdContext, the product its built on is itself open. So we have this call called get contextual keywords. You basically put in a URL to the call and it will pass back relevant keywords. Very simple idea and it's very cool so it uses the same back end system that AdContext the product uses. So you put in the URL and optional category hint to make it even more relevant. And it will return this set of ranked keywords and categories, so I think typically like 10 or so keywords and four or so categories, and it'll give you a ranking, so let's say on my blog, when I ran it the top keyword was iPhoto. So I've written some article about iPhoto, so they found a keyword on eBay that converts well so that was one of the ranked keywords.



The AdContexts the product... one of the reasons why it's cool is it's based on... we have all the data that eBay has on how well keywords convert so the keywords that we return, one of the things that weights what keywords to return is how well does that keyword actually convert on eBay. So over time, as we learn more and more we're going to send even better keywords to the network of people who are using this. So we won't return garbage keywords if they don't convert into any actual traffic. So it's better for eBay, better for the affiliate. It's better for everyone to return more and more relevant results based on keywords that convert well. So it is in beta right now, I would encourage you to go sign up for the beta, it's still open for applications.

Not only for the product, I mean there's a lot of people that sign up for the product. But also for using the API call as well, that get contextual keywords call, we're looking for people who have innovative ideas around what they might want to try doing with this call. And it's a much harder sale because you have to explain to people what a web service is, and how you use it. The response for the product, I think has been pretty big, we've had so far not as many people signing up for the API beta but that's something I think is an even bigger opportunity in the long run. Demo. I didn't have time to put together a demo because the network wasn't working. Sorry.

You can go back to my blog later and I will definitely blog it there first. There's an employee preview that's opening this week so you should see it there in a few days. But here is where you go to sign up. Sign up at affiliates.eBay.com for eBay's affiliate program. They also have links to commission junction, where you can sign up for commission junction if you haven't already, and then you can access the various affiliate related tools on eBay's site. And then here, this is the last slide, the pitch is to try one link on your site. Actually I would encourage you to try AdContext before it comes out because that would convert a lot better.

But you know, try it out, see how it works. If you have a site that gets traffic. Give it a try. You can go sign up on affiliates.eBay.com. Sign up for the eBay developer program at developer.eBay.com or you can search for eBay quick services at quick start on your favorite search engine that will get you to an easy three page, actually it's one webpage. They'll walk you through each and every step starting with eBay's developer program. Here's some other links up there, we have a few minutes for questions. Does anybody have any questions? No? Sean..

Man 4: As an eBay affiliate how do I get paid... [inaudible]

Alan: So, in ACSU ours, and don't quote me on the exact nature of it, but I think when you send a user to eBay, if that user hasn't signed up for eBay before and actually sign up on eBay. If they then have some activity within the next 30 days, I think they have to bid on an item, they don't have to win an item, as long as they bid that counts as an active



user, so then you'll get the credit for basically helping to create that new active user on eBay. And then the rev share is much easier to understand simply if the user clicks onto eBay and they bid on an item, and win, again within 30 days, seven days, thank you. If you were the last active affiliate that sent them to eBay you'll get credit for that, for that rev share. So, is that good?

Man 4: [inaudible]

Alan: Right, so eBay has a listing fee for each item. And then a close item, called the final value fee, so eBay ends up getting some percentage, you know it's like less than 10% usually, of the overall price of the item. So, let's say iPod player sells for \$150 bucks. eBay's revenue, say it's 10 bucks, just to be easy. If you're in the 40% bucket, then you'll get \$4 because of that so it's you know, it's serious money, obviously not every click turns into dollars. Some of them will be no money, some of them will be a fair amount, it's all based on if that converts into actual activity. Anybody else? Nobody wants to ask me about Google Checkout? [laughter] No?

Man 5: [inaudible]

Alan: I'm not allowed to talk about Google Checkout. [laughter]

Man 6: [inaudible]

Alan: Mmhmm? So I can tell you that eBay does have a partnership with Yahoo!, that they announced, actually there's some good information in the press releases that came out, I think it was a month or two ago. And the press releases talk about the ways in which we're partnering with Yahoo!. I think there's, I'm not too familiar with the ins and outs of it, but I know there's a payment aspect around PayPal being Yahoo!'s preferred or maybe even exclusive way to pay for certain services. And then there's deals with Yahoo's search results will be included on eBay in some form, yet to be decided. They're going to be testing various forms you know, towards the end of the year. So the press release is actually very good on certain terms on the time line and the main areas of focus. It's definitely a big deal and we're excited to be working with them.

Man 7: [inaudible]

Alan: I think that's another big part of it. eBay listings already are on Yahoo shopping as an example. I think that it involves some better integration... some expansion, I'm not sure about the details but that is part of it. Anybody else? Yeah.

Man 4: [inaudible]

Alan: Like sort of advanced ways... the question was about sort of advanced usage of eBay's editor kit, which is what AdContext was called before. So, product name is changing first to AdContext. So the name Editor kit is going away. Thank God, it was a horrible name. I love this name it's much better. That's a good question, I can basically get feedback to the team that something like that would be useful, I don't know if they've



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thought about it. Definitely as part of positioning this as an open platform, that would definitely be supported as much as we can, I don't know if we have put together a sort of advanced URL list yet, Sean's nodding his head, but we can definitely look at putting that together. Hey, I'll give you my business card for this. Anybody else? OK, 30 seconds left. Thank you very much for your attendance and feel free to come talk to me after the show.