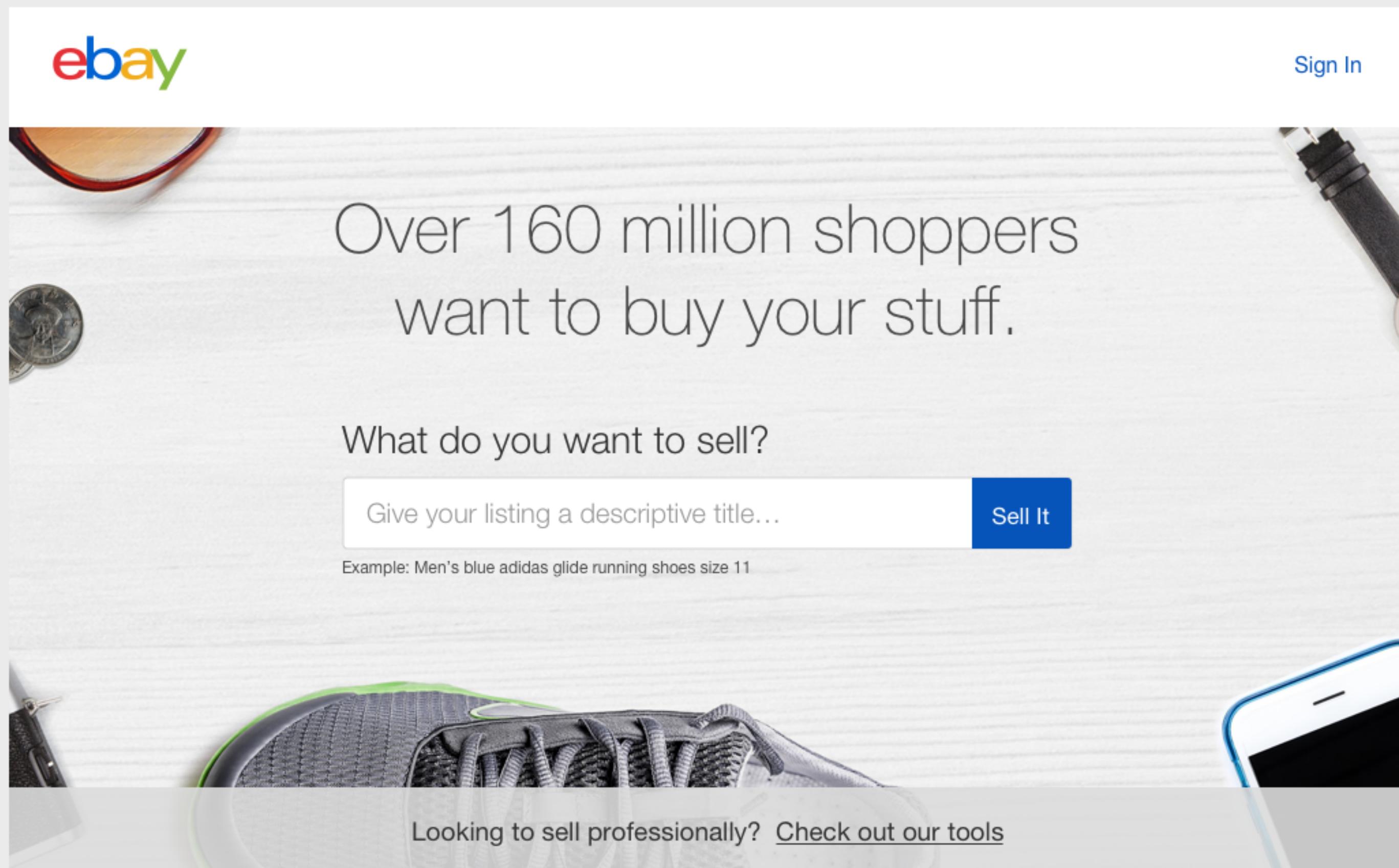


## END TO END CONSUMER SELLING EXPERIENCE: SELL LANDING PAGE

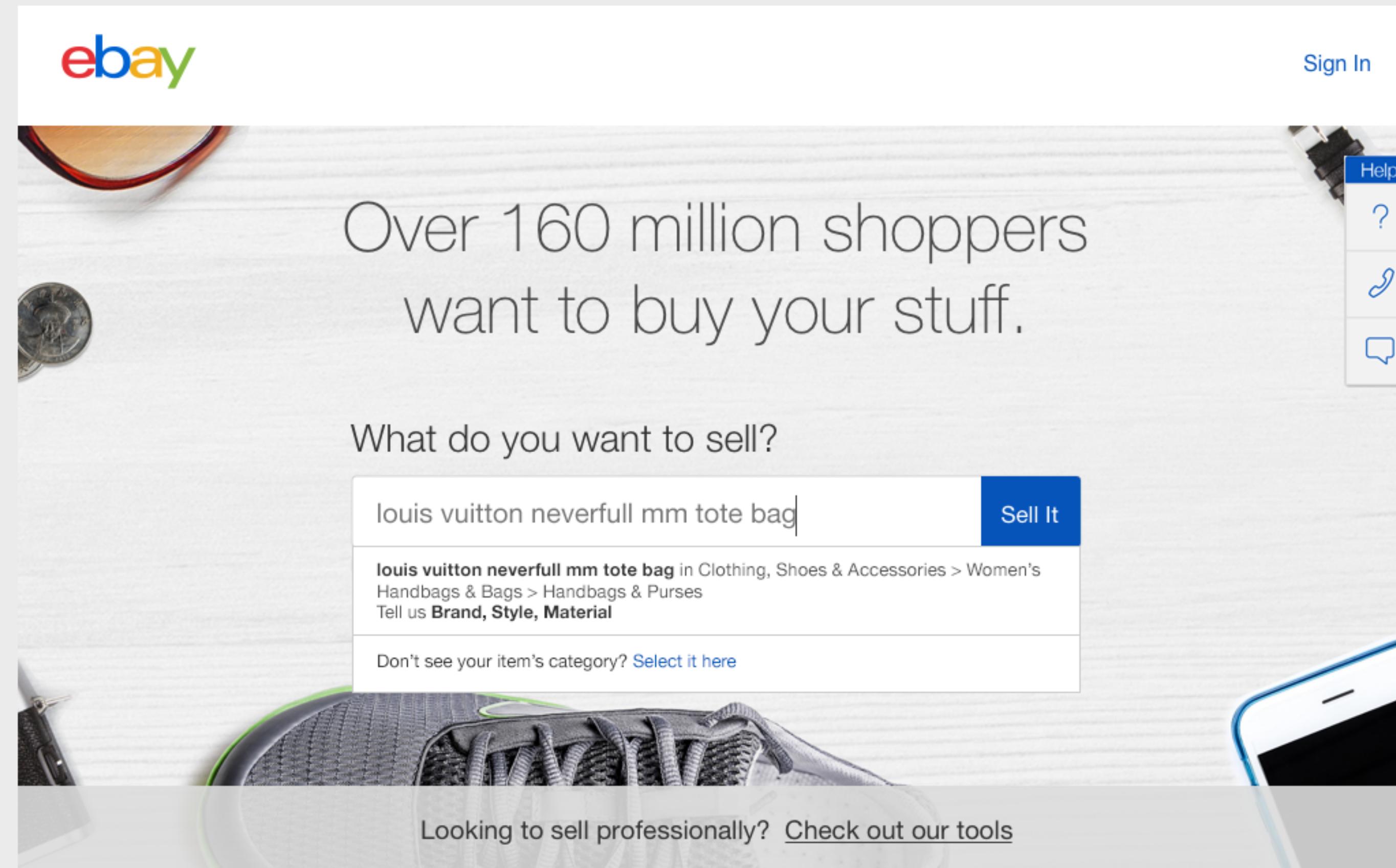


The image shows the eBay Sell landing page. At the top, the eBay logo is on the left and a 'Sign In' link is on the right. The main headline reads: 'Over 160 million shoppers want to buy your stuff.' Below this, a sub-headline asks 'What do you want to sell?' followed by a text input field with the placeholder 'Give your listing a descriptive title...' and a blue 'Sell It' button. An example text 'Example: Men's blue adidas glide running shoes size 11' is shown below the input field. A large image of a grey and green running shoe is centered. At the bottom of the main section, a call to action says 'Looking to sell professionally? Check out our tools'.



The image shows a vertical mobile view of the eBay Sell landing page. It includes a header with the eBay logo and a 'Sign In' link. The main content area features a headline about the size of the shopping audience, followed by sections on selling tools, professional selling, and community. At the bottom, there's a section for frequently asked questions and a 'Get in touch' footer.

## END TO END CONSUMER SELLING EXPERIENCE: SMART MATCH AUTO COMPLETE



The screenshot shows the eBay homepage. At the top, the eBay logo is on the left, and 'Sign In' is on the right. A large, semi-transparent overlay features the text 'Over 160 million shoppers want to buy your stuff.' in the center. In the bottom right corner of this overlay, there is a vertical 'Help' menu with icons for a question mark, a telephone, and a speech bubble. Below the overlay, the main content area asks 'What do you want to sell?' and shows a search bar with the query 'louis vuitton neverfull mm tote bag'. To the right of the search bar is a blue 'Sell It' button. Below the search bar, a list shows the item in the 'Clothing, Shoes & Accessories > Women's Handbags & Bags > Handbags & Purses' category, with a note to 'Tell us Brand, Style, Material'. At the bottom of this section is a link to 'Select it here'. The background of the page features a collage of various items including a coin, a pair of sunglasses, and a smartphone. At the bottom of the page, there is a call to action: 'Looking to sell professionally? Check out our tools'.

How to    Valet **NEW!**    Fees    Categories    Community    FAQ    Help

eBay is a vast worldwide marketplace. There's no equal.

## END TO END CONSUMER SELLING EXPERIENCE: SELL LANDING PAGE

The screenshot shows the eBay Sell landing page for a Louis Vuitton Neverfull MM Tote Bag. The page is titled "I'd like to sell my Louis Vuitton Neverfull MM Tote Bag". A green checkmark icon indicates that the listing is ready to go. The listing details are: Condition: New with tags, Brand: Louis Vuitton, Style: Select. Below these, there are category suggestions: Backpack Style, Clutch, Cosmetic Bags, Evening Bags, Hobo. The price range is listed as \$960 - \$1,240, with a note that 733 similar sold items were used to calculate this range. At the bottom, there are two buttons: "Sell it for me" (gray) and "Sell it yourself" (blue). Below the "Sell it for me" button, it says: "No time? Ship to eBay Valet for free. Selling experts do the work. You get paid." Below the "Sell it yourself" button, it says: "You're almost done! Just a few more steps and your item will be listed for sale."

ebay

◀ Clothing, Shoes & Accessories > Women's Handbags & Bags > Handbags & Purses

I'd like to sell my  
Louis Vuitton Neverfull MM Tote Bag

✓ Your listing is ready to go. Let's sell it!

Condition: New with tags   Brand: Louis Vuitton   Style: Select

◀ Pack Style   Clutch   Cosmetic Bags   Evening Bags   Hobo   ▶

**\$960 - \$1,240**

We found 733 similar sold items on eBay to calculate this range.

Sell it for me   Sell it yourself

No time? Ship to eBay Valet for free. Selling experts do the work. You get paid.

You're almost done! Just a few more steps and your item will be listed for sale.

# END TO END CONSUMER SELLING EXPERIENCE: LIST PAGE / PHOTO UPLOADER

ebay

Change your category, condition, or item

Descriptive title  
Try to use words people would search for when looking for your item.

Louis Vuitton Neverfull MM Tote Bag

35/80

Photos  
Add at least 6 photos to help your item sell faster. Include different angles to show off your item.

1 of 12 photos



MAIN PHOTO

BACK SIDE SIDE DEFECT

DETAIL

Help

?

Switch to HTML editor

Item description  
Add lots of details to help buyers find your item.

Arial 14 B / U

A great item description will help buyers find what you're selling. Include features such as brand, size, and color. Go into detail when describing unique features and/or flaws your item may have.

ebay

Change your category, condition, or item

Descriptive title  
Try to use words people would search for when looking for your item.

Louis Vuitton Neverfull MM Tote Bag

Photos  
Add at least 6 photos to help your item sell faster. Include different angles to show off your item.

1 of 12 photos



BACK SIDE SIDE DEFECT

DETAIL

Help

?

Switch to HTML editor

Item description  
Add lots of details to help buyers find your item.

A great item description will help buyers find what you're selling. Include features such as brand, size, and color. Go into detail when describing unique features and/or flaws your item may have.

Selling options and price  
\$960 - \$1,240 Market value based on 723 similar sold items

Best chance of selling  Items like yours tend to sell faster with these options.  
7-day Auction \$960.00 Starting price  
More options

Get the most money If you've got the time, choose this option. It can help you earn the high end of the market range.  
30-day Fixed Price \$1,240.00 Starting price

Sell it your way

Shipping options and cost  
Ship based on weight and dimensions  
Select a service  
\$8.91 - \$17.04  
USPS Parcel Select Ground  
2-3 business days  
Estimated based on location and package details  
4 lbs, 11 x 13 x 7 in  
Buyer pays   
You pay Buyer gets free shipping  
More options

Enter a fixed cost  
Offer local pickup only

How to get paid  
PayPal Address  
John.Doe@Email.com  
\$0.00  
See all selling promotions and discounts

By pressing List it, you agree to pay the fees, if any, above and a final value fee based on the total cost of the item to the buyer and the additional terms below.

List it Preview your listing Save for later

Price recommendation and ranges, if any, are based on similar items in the same condition that recently sold. Actual sale and price is not guaranteed.  
Your listing may not be immediately searchable (up to 24 hours in some circumstances), so eBay can't guarantee exact listing duration or placement.  
\*Estimated. Fees vary based on sale price and shipping cost. Learn more  
Check My eBay for discounts and promotions.

# END TO END CONSUMER SELLING EXPERIENCE: LIST PAGE / LISTING GUIDANCE

## Selling options and price

**\$960 - \$1,240** Market value based on 733 similar sold items

**Best chance of selling** Recommended  
Items like yours tend to sell faster with these options.

7-day Auction  
\$960.00 Starting price

[More options](#)

**Get the most money**  
If you've got the time, choose this option. It can help you earn the high end of the market range.

30-day Fixed Price  
\$1,240.00 Starting price

**Sell it your way**

## Shipping options and cost

**Ship based on weight and dimensions**

Select a service

**\$8.91 - \$17.04**  
USPS Parcel Select Ground  
(2 - 9 business days)  
Estimated based on location and package details  
4 lbs, 11 x 13 x 7 in

[Change](#)

**Buyer pays**

You pay (buyer gets free shipping)

ebay

Change your category, condition, or item

Descriptive title  
Try to use words people would search for when looking for your item.  
**Louis Vuitton Neverfull MM Tote Bag**

Photos  
Add at least 8 photos to help your item sell better. Include different angles to show off your item.  
1 of 12 photos



Item description  
Add lots of details to help buyers find your item.  
[Edit](#) [14](#) [B](#) [V](#) [E](#) [Switch to HTML editor](#)  
A great item description will help buyers find what you're selling. Include features such as brand, size, and color. Go into detail when describing unique features and/or flaws your item may have.

Selling options and price  
**\$960 - \$1,240** Market value based on 733 similar sold items

**Best chance of selling** Recommended  
Items like yours tend to sell faster with these options.

7-day Auction  
\$960.00 Starting price

[More options](#)

**Get the most money**  
If you've got the time, choose this option. It can help you earn the high end of the market range.

30-day Fixed Price  
\$1,240.00 Starting price

**Sell it your way**

Shipping options and cost  
 **Ship based on weight and dimensions**

Select a service

**\$8.91 - \$17.04**  
USPS Parcel Select Ground  
(2 - 9 business days)  
Estimated based on location and package details  
4 lbs, 11 x 13 x 7 in

**Buyer pays**

You pay (buyer gets free shipping)

[More options](#)

Enter a fixed cost

Offer local pickup only

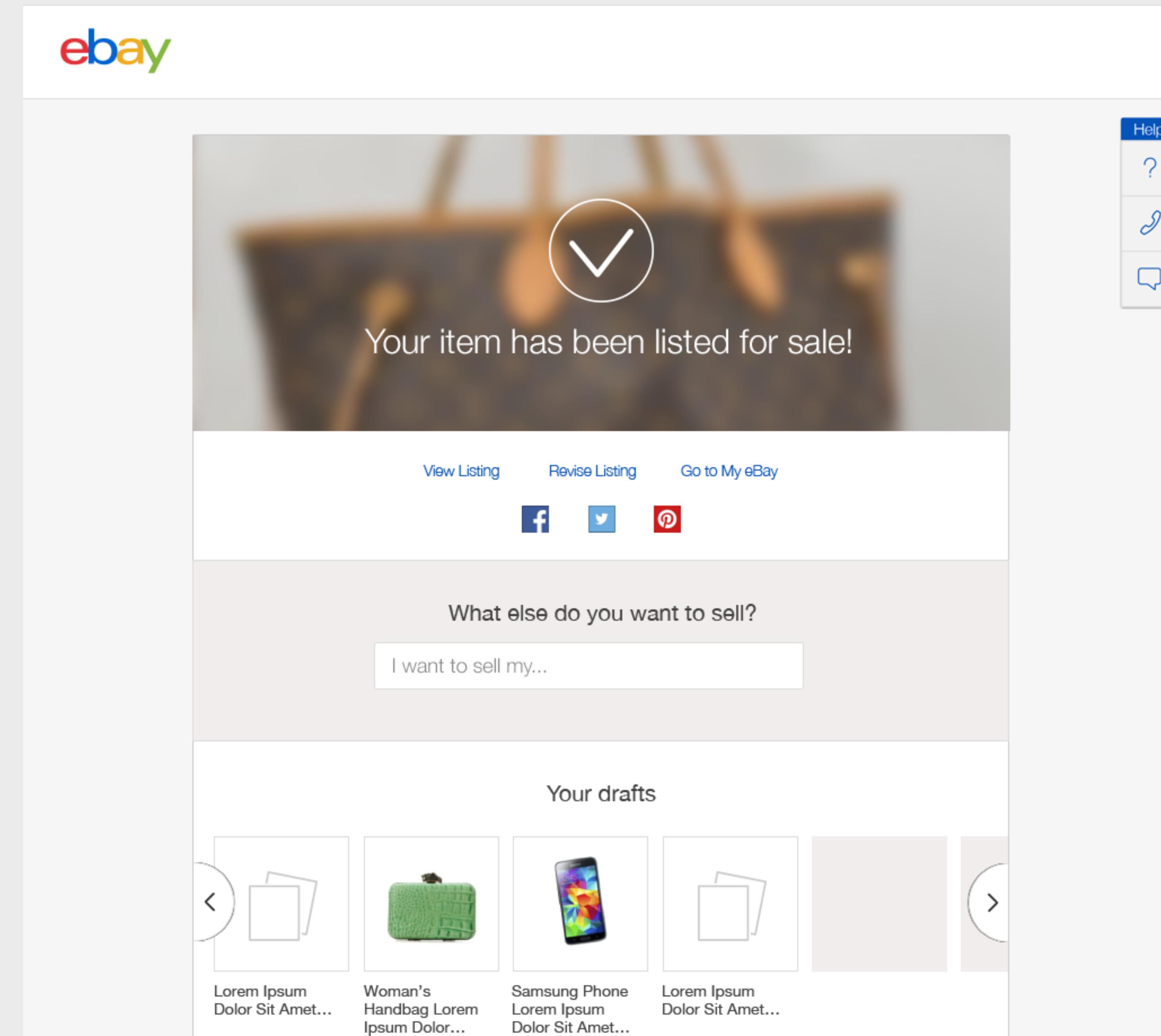
How to get paid  
PayPal Address: **John.Doe@email.com** \$0.00 Listing Fee

By pressing List it, you agree to pay the fees, if any, above and a final value fee based on the total cost of the item to the buyer and the additional terms below.

[List it](#) [Preview your listing](#) [Save for later](#)

Price recommendation and ranges, if any, are based on similar items in the same condition that recently sold. Actual sale and price is not guaranteed.  
Your listing may not be immediately searchable (up to 24 hours in some circumstances), so eBay can't guarantee exact selling date.  
\*Estimated. Fees vary based on sale price and shipping cost. Learn more  
Check My eBay for discounts and promotions.

## END TO END CONSUMER SELLING EXPERIENCE: LISTING SUCCESS PAGE



## END TO END CONSUMER SELLING EXPERIENCE: SAVE FOR LATER

The screenshot shows the eBay interface for a user who has listed an item for sale. The top navigation bar includes the eBay logo, a search bar, and a shopping cart icon with a red '5' notification. The breadcrumb navigation shows the item is in the 'Clothing, Shoes & Accessories > Women's Handbags & Bags > Handbags & Purses' category. A 'Help' menu is visible on the right.

The main content area displays the listing details:

- I'd like to sell my**
- Louis Vuitton Neverfull MM Tote Bag**
- Condition: New with tags**
- Brand: Louis Vuitton**
- Style: Select**
- Style Options:** Pack Style, Clutch, Cosmetic Bags, Evening Bags, Hobo (with navigation arrows on either side)
- Price Range:** **\$960 - \$1,240**
- We found 733 similar sold items on eBay to calculate this range.

At the bottom, there are three main buttons:

- Sell it for me** (gray button)
- Sell it yourself** (blue button)
- Save to sell later** (blue link)

Below the 'Sell it for me' button, the text reads: No time? Ship to eBay Valet for free. Selling experts do the work. You get paid. Below the 'Sell it yourself' button, the text reads: You're almost done! Just a few more steps and your item will be listed for sale.

## END TO END CONSUMER SELLING EXPERIENCE: SAVE FOR LATER

ebay

◀ Clothing, Shoes & Accessories > Women's Handbags & Bags > Handbags

I'd like to sell my

**Louis Vuitton Neverfull MM Tote Bag**

✓ Your listing is ready to go. Let's sell it!

Condition: New with tags   Brand: Louis Vuitton   Style: Select

< Pack Style   Clutch   Cosmetic Bags   Evening Bags   Hobo >

**\$960 - \$1,240**

We found 733 similar sold items on eBay to calculate this range.

Sell it for me   **Sell it yourself**

No time? Ship to eBay Valet for free. Selling experts do the work. You get paid.

You're almost done! Just a few more steps and your item will be listed for sale.

Save to sell later

Saved for later

Louis Vuitton Neverfull MM Tote Bag

Help

## END TO END CONSUMER SELLING EXPERIENCE: SAVE FOR LATER

ebay

6

< Clothing, Shoes & Accessories > Women's Handbags & Bags > Handbags & Purses

I'd like to

Help

?

Call

Message

Your Stuff

X

Valet box (3)      Saved for later (3)

Louis Vuitton Neverfull MM Tote Bag

\$960 - \$1,240    ▲12% 

List for sale | Move to Valet | Remove

Riedel 2 Wine Glass Box Set

\$32 - \$39    ▼3% 

List for sale | Move to Valet | Remove

Taylormade Junior Golf Club Set

\$544 - \$632    ▲4% 

List for sale | Move to Valet | Remove

No time? S

Save to sell later

