

How it Works:

eBay Plus Seller Express Postage Contribution

ebayplus



Why enable the eBay Plus badge?

Listings with an eBay Plus badge:

- See up to a +17% item view uplift.***
- Access eBay's most engaged buyers.

The Value of the eBay Plus Badge

An eBay Plus badge on your listings helps you stand out on eBay by letting buyers know you deliver a great shopping experience. We'll also recognise and reward you with extra benefits.

Which listings are eligible?

All fixed-price listings with an item price of \$9.90 or above are now eligible, provided they meet the other eBay Plus criteria.

See the full list of requirements here →

Why is an Express Postage option part of the criteria?

Buyers' expectations are changing. In fact, Australian shoppers are 45% more likely to purchase if they know the item will arrive in 2-3 days*. We recently updated our eBay Plus criteria to be in line with evolving retail standards to ensure we remain Australia's number one online shopping destination and continue bringing buyers to you.

**PayPal mCommerce Index Trends Report, 2017*



For buyers

eBay Plus members in metro areas will be automatically upgraded to free express delivery on your eBay Plus listings.



For you

To support you in providing this top level of service, eBay will fund up to \$4 of the express postage upgrade cost on these orders.

How does the express shipping subsidy work?

As part of the program's value proposition for eBay Plus items, metro buyers are upgraded to express shipping for free. This aligns with market expectations for this type of membership program and helps drive extra velocity for your listings.

Therefore, to earn the eBay Plus badge on your listings you need to offer free standard shipping and a reasonably priced express postage option to metro areas. To help you provide this great experience for buyers, we'll give you money back to help cover the cost of upgrading from free standard to express postage to metro buyers.

- **For your eBay Plus items with an item price of \$15 and above:**
There is no change to the amount you receive today. We'll continue to give you up to \$4 back for the cost of sending your parcels with express postage.
- **For your eBay Plus items with an item price between \$9.90 and \$15:**
We'll give you \$2.50 back for every eBay Plus transaction sent with express postage. See below for how we determined this amount.

How is the \$4 Calculated?

The \$4 is based on the upgrade cost from standard to express postage. For example, looking at Australia Post's band 2 MyPost rates, the cost to upgrade from standard to express on a small parcel being sent to a 'different city' zone (from a metro or regional location) is \$2.64 (from \$7.88 for standard to \$10.52 for express). The cost to upgrade on a large parcel is \$3.52 (from \$13.51 for standard to \$17.03 for express). For many sellers, this contribution will cover the cost to upgrade to express postage.

How Does the Express Contribution Work?

When an eBay Plus buyer in a metro location purchases one of your eBay Plus-badged listings, the order will come through with the item price plus up to \$4 for express postage from eBay (instead of the postage price indicated on the listing). For example, if your item sells for \$27.50, with eBay's \$4 express postage contribution, you'll receive a total of \$31.50. The express contribution is provided on a sku basis. This means you will receive up to \$4 for each sku purchased, with a maximum of 2 per transaction.

You'll only pay the difference between the express postage cost charged on the listing and eBay's contribution (if there is a difference) when an express postage order comes through for your eBay Plus listing.

The Cost of Express Postage

\$15 is the maximum express postage price you can set on your listings to qualify for the eBay Plus badge. However, we recommend you only charge buyers the upgrade cost from standard postage to express postage since you're already covering the cost of standard postage. In the examples above, the upgrade cost is fully covered by the contribution from eBay.

There may be scenarios where your upgrade cost is higher than \$4. In this case, you will be required to cover the difference between the contribution you receive from eBay and the express postage upgrade cost. Although you may incur a cost for your postage, you get rewarded for being a part of the program with extra exposure through exclusive promotions, extra seller protections and access to eBay's most engaged buyers. Remember that the eBay Plus program is run at a listing level, so you can choose not to include certain listings by simply not meeting all of the criteria.

How are Final Value Fees calculated?

Final Value Fees (FVF) will be calculated on the cost of the item and the postage cost paid to the seller. So, if we use the example above, the FVF will be calculated on the total \$31.50.

Where will I see the express postage contribution?

My eBay > Order Details

The screenshot shows the 'Order details' page for a Samsung C27R5 27" FHD LED LCD Freesync Curved Gaming Monitor. The postage service is 'Express delivery' via eBay Plus, with a postage contribution of AU \$4.00. The total order amount is AU \$299.00.

Home > My eBay > Order details

Tell us what you think Printer-friendly page

Order details

Bought by [redacted] + Show additional actions

Order number: [redacted]

Estimated delivery Monday 6 Apr 2020

Samsung C27R5 27" FHD LED LCD Freesync Curved Gaming Monitor HDMI VGA VA

Leave Feedback

Contact buyer

Item price AU \$295.00

Quantity 1

Item number 264517653245

Postage service Express delivery **ebayplus**

Delivery address

Hornsby New South Wales 2077 Australia

Order total

Subtotal AU \$295.00

Postage AU \$4.00

Total AU \$299.00

View PayPal transaction

Order placed on Wednesday 1 Apr 2020

Payment method PayPal

Payment date Wednesday 1 Apr 2020

My eBay > Sales Record

The screenshot shows the 'Sales Record' page for the same Samsung monitor. It displays the purchase details, postage details, and a summary table of items sold. The postage contribution is highlighted as AU \$4.00.

Order number [redacted]

Send by 2 Apr at 11:59pm AEDT

Make sure you post your order within the handling time you specified in the listing.

Print postage label

Purchase details

Buyer [redacted]

Email [redacted]

Phone [redacted]

Date sold 1 Apr 2020

Date paid 1 Apr 2020 via PayPal

Sales record number [redacted]

Postage details

Postage method Express delivery

Tracking Add tracking

Post to [redacted]

Street [redacted]

City Hornsby

State/province New South Wales

Postcode 2077

Country/region Australia

Copy full address to clipboard

Items

Item details	Feedback	Qty	Sold for	Total
<td>+1</td> <td>1 (80 available)</td> <td>AU \$295.00</td> <td>AU \$295.00</td>	+1	1 (80 available)	AU \$295.00	AU \$295.00

Item subtotal AU \$295.00

Postage AU \$4.00

Sales tax AU \$0.00

Discount AU \$0.00

Total AU \$299.00

If you use an integration partner, please reach out to them directly for guidance on where you can find the express postage contribution.

You can find out more about the eBay Plus program and how to enable express postage on your listings to enable the eBay Plus badge on our dedicated Seller Centre page.

PayPal

Order details		Quantity	Price	Subtotal
Item number	Mixcder E10 Wireless Active Noise Cancelling Headphones Bluetooth 5.0 Foldable O	1	\$99.95 AUD	\$99.95 AUD
			Purchase total	\$99.95 AUD
Payment details				
Purchase total				
Tax			\$0.00 AUD	
Shipping amount			\$4.00 AUD	
Handling			\$0.00 AUD	
Insurance			\$0.00 AUD	
Gross				
PayPal fee				
Net total				