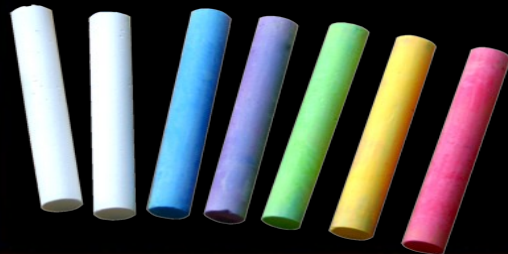


Bigger Business on eBay

*Using Market Sizing to:
expand current sales &
evaluate new opportunities*



How Big is the Market?

Knowing the size of the market is imperative to both:

- Evaluate current selling success
- Evaluate new markets and expansion opportunities

Remember that your current and real market is only as large as the eBay category or categories where you sell!



Let's Size a Market...Bowling Balls!

	Number of Listings	Listings with Sale	Listing Success Rate	Average Sales Price per Item	Total \$ Sales
6 to 11 Pound Balls	4043	1671	41.33%	\$40.18	\$68,751.94
12 to 14 Pound Balls	7855	4497	57.25%	\$43.96	\$201,083.73
15 Pound Balls	10365	7161	69.09%	\$61.63	\$457,567.34
16 Pound Balls	10358	4642	44.82%	\$43.09	\$202,317.29
Total	32621	17971	55.09%	\$47.22	\$929,720.30

This is the bowling ball market size on eBay over a period of 30 days



What Next?

1st Step

- Compare a 30-day revenue and see where you rank.

2nd Step

- Take a closer look at specific sellers in the subcategory where you compete or hope to compete.

This analysis will help you:

- Know what to do and what not to do
- Know who to imitate and who not to imitate



Let's look at the 6-11 Pound Sellers

Top Ten Volume Sellers:

- Account for **71.78%** of the 6-11 lb. listings
- Have an average listing success rate of **31.81%**
- Make an average of **\$30.24** per listing
- Account for **52.76%** of the total 6-11 lb. sales

Top Ten Revenue Sellers:

- Account for **63.96%** of the 6-11 lb. listings
- Have an average listing success rate of **37.16%**
- Make an average of **\$45.20** per listing
- Account for **59.07%** of the total 6-11 lb. sales

Seven sellers are in the top ten of both Volume and Revenue!!



Let's look at the 12-14 Pound Sellers

Top Ten Volume Sellers:

- Account for **70.17%** of the 12-14 lb. listings
- Have an average listing success rate of **56.18%**
- Make an average of **\$51.55** per listing
- Account for **63.71%** of the total 12-14 lb. sales

Top Ten Revenue Sellers:

- Account for **66.17%** of the 12-14 lb. listings
- Have an average listing success rate of **57.15%**
- Make an average of **\$59.63** per listing
- Account for **66.55%** of the total 12-14 lb. sales

Seven sellers are in the top ten of both Volume and Revenue!!



Let's look at the 15 Pound Sellers

Top Ten Volume Sellers:

- Account for **43.52%** of the 15 lb. listings
- Have an average listing success rate of **72.99%**
- Make an average of **\$72.63** per listing
- Account for **47.73%** of the total 15 lb. sales

Top Ten Revenue Sellers:

- Account for **40.15%** of the 15 lb. listings
- Have an average listing success rate of **78.22%**
- Make an average of **\$79.43** per listing
- Account for **48.97%** of the total 15 lb. sales

Seven sellers are in the top ten of both Volume and Revenue!!



Let's look at the 16 Pound Sellers

Top Ten Volume Sellers:

- Account for **69.52%** of the 16 lb. listings
- Have an average listing success rate of **38.91%**
- Make an average of **\$52.14** per listing
- Account for **55.19%** of the total 16 lb. sales

Top Ten Revenue Sellers:

- Account for **61.86%** of the 16 lb. listings
- Have an average listing success rate of **42.02%**
- Make an average of **\$74.19** per listing
- Account for **58.57%** of the total 16 lb. sales

Six sellers are in the top ten of both Volume and Revenue!!



What Can We Learn From This Sizing Exercise?

- In each category, 6 or 7 of the top players are excelling in both volume and profit.
- Higher grossing sellers always have a higher listing success rate
- 15 lb market has more sellers gaining market share and fewer with a big slice of the pie
- 15 lb has the highest success rate and the market size of this slice is more than double the size of any other category
- 15 lb. has the highest average sales price of any category
- 6-11 lb. balls make the smallest revenue per item.

Where would I like to compete, then?



What Can We Learn... Cont.

One of the most valuable rewards from this market sizing exercise is accurate benchmarks that can be used to gauge performance.

Now you can answer these key questions:

- Am I running fewer listings than the competition?
 - Should I boost my listing volume?
- Is my competition making more money per auction?
 - Should I re-evaluate my format, duration, close day... ?
- Do I have a lower auction success rate than my competition?
 - Again, should I re-evaluate my format, duration, close day... ?



What can I do with all of this info?

Now you can answer these key questions:

- Am I running fewer listings than the competition?
 - Should I boost my listing volume?
- Is my competition making more money per auction?
 - Should I re-evaluate my format, duration, close day... ?
- Do I have a lower auction success rate than my competition?
 - Again, should I re-evaluate my format, duration, close day... ?



Takeaways

- Detailed research on specific products and categories is the most efficient way to size eBay markets.
- With market size you can more clearly
 - Gauge your current market position and create efficient strategies to grow your business by improving your current selling strategies
 - Impartially evaluate new product lines or market expansion opportunities that arise, essentially risk-free



Take the time to visit
www.hammertap.com



 **HammerTap**
auction intelligence.

