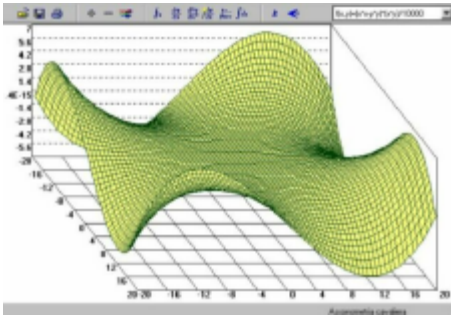


# Conducting eBay Market Research Using HammerTap

*“People’s Particular Product Preferences Provide the  
Power to Profit!”*

# Market Research Basics



- **Market research** is the process of systematically gathering, recording and analyzing data and information about customers, competitors and the market. Its uses include:
  - Creating a business plan
  - Launching a new product or service
  - Fine tuning existing products and services
  - Expanding into new markets.

- **Consumer marketing research** is a form of applied sociology that concentrates on understanding the behaviors, whims and preferences, of consumers in a market-based economy



# Value of Market Research

- Market research can be used to determine which portion of the population will purchase a product/service, based on variables like age, gender, location and income level.



- Questions that can be answered through market research are:
  - What is happening in the market?
  - What are the trends?
  - Who are the competitors?
  - How do consumers talk about the products in the market?
  - Which needs are important?
  - Are the needs being met by current products?



# HammerTap: eBay Specific Market Research Tool



## 1. What is HammerTap?

- The most powerful, comprehensive eBay market research tool available today

## 2. What Can eBay Market Research really do for me?

- Dispel the “Myths of eBay”
- Accurately reveal the most profitable listing duration, auction start, auction end, starting price, etc.
- Differentiate my products and listings from the competition



## 3. HammerTap can provide concise, accurate data on:

- Product lifecycle (early, middle, late)
- eBay supply and demand data for products
- Profit Margins
- Product Marketability

# Example 1-Ending Day: Trombone vs. Trumpet



Tuesday	
Average Price	% Sold
<b>\$210.83</b>	<b>53.23%</b>
<b>\$-18.18</b>	<b>+5.33%</b>

Sunday	
Average Price	% Sold
<b>\$287.40</b>	<b>49.70%</b>
<b>+\$58.39</b>	<b>+1.80%</b>

**Highest Success  
Ending Day**

**Highest Profit  
Ending Day**



Saturday	
Average Price	% Sold
<b>\$171.52</b>	<b>29.27%</b>
<b>\$-6.39</b>	<b>+8.47%</b>

Thursday	
Average Price	% Sold
<b>\$215.92</b>	<b>22.65%</b>
<b>+\$38.01</b>	<b>+1.85%</b>

# Example 2-Listing Duration: Hulk & Batman



Hulk Action Figures	Number of Listings	% of Total Auctions	Listing Success Rate	ASP per Item
1 day	24	2.40%	83.33%	\$21.31
3 days	120	12.00%	54.17%	\$11.58
5 days	118	11.80%	62.71%	\$16.92
7 days	578	57.80%	49.65%	\$12.58
10 days	11	1.10%	81.82%	\$21.49



Batman Action Figures	Number of Listings	% of Total Auctions	Listing Success Rate	ASP per Item
1 day	20	2.00%	65.00%	\$26.32
3 days	141	14.10%	37.59%	\$15.27
5 days	131	13.10%	51.91%	\$15.79
7 days	670	67.00%	35.07%	\$12.67
10 days	13	1.30%	69.23%	\$21.71

Takeaway: These action figures are amazingly similar!

- Very short and very long on duration yields the best listing success rate and highest average sales price
- **Why would you want to do anything other than a one day auction here ????????**

# Effective Market Research is a Process

***Effective eBay research will begin with quick, short research that should then progress into a more detailed “drill-down into market trends.***



## 1. Quick Research (15 minutes)

- This can give you great insights into best time, day, and way to list your product and give you a great profit boost in a short amount of time

## 2. Detailed Research (weekly, monthly, or yearly research)

- This can give you great insights into market trends, long-term profitability, and the competitive environment that you are selling in.

# Time/Value of Research



- eBay sellers have to establish the value of the information gained in order to justify the cost and time associated with conducting research.
- In almost every case, the cost of revenue lost far exceeds the expense of the research in time and monetary value when sellers opt to forego market research.
- Without feedback from the market, sellers will rarely adapt quick enough to changes and new challenges in the eBay marketplace.
- Accurate research is the best way to uncover insights and understand the dynamics that are at play in any given market.
- **ANYTHING ELSE IS JUST AN EDUCATED GUESS!**





Remember:

***Efficient and effective market research should be seen as a valuable investment of time not a cost!***

***The cost of lost opportunity will almost always exceed that of conducting sound market research.***

***Market Research = Competitive Advantage!!!***



Please take some time to  
visit:

[\*www.hammertap.com\*](http://www.hammertap.com)



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