

Revitalize with Research

HammerTap can transform ordinary listings into extraordinary, powerful, profit-making tools

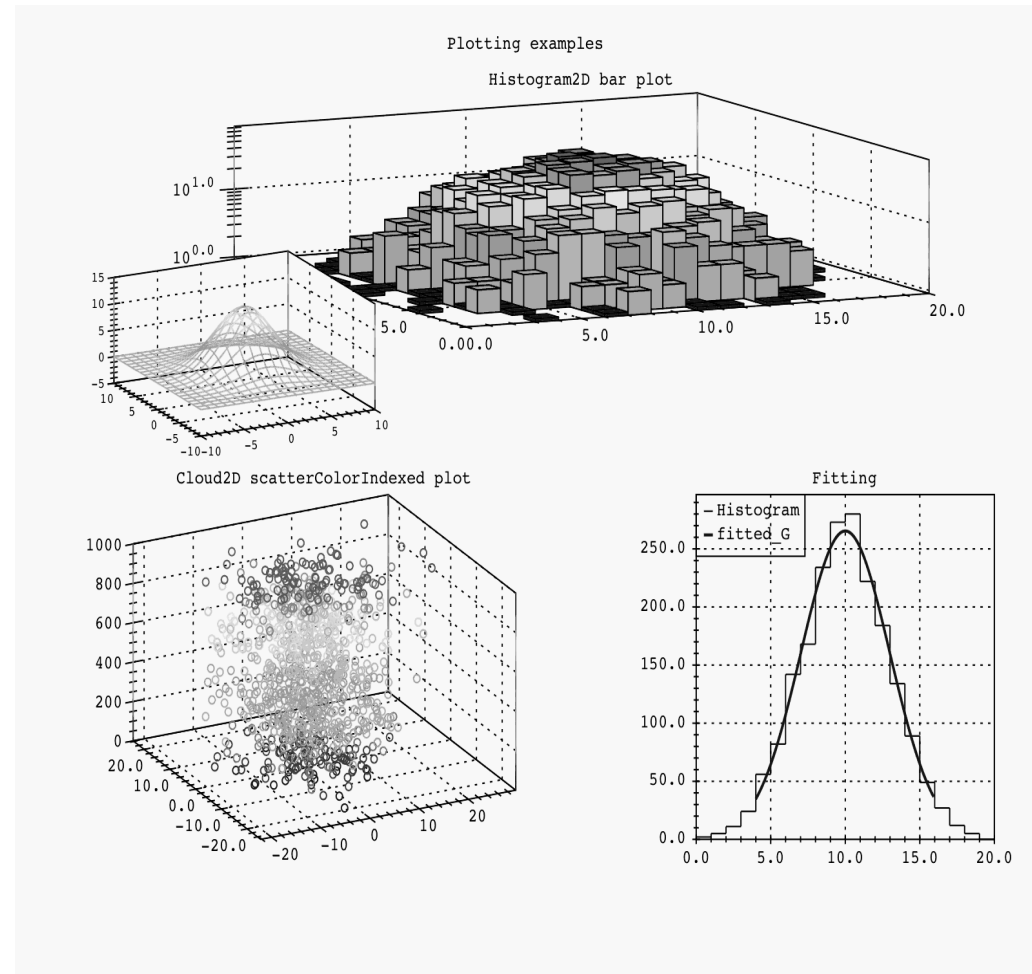
Understanding What Buyers Want is the Big Key

- In selling, **“differentiation”** is the process of distinguishing the differences of a product or offering from others, to make it more attractive to a particular target market.
 - What makes your listing or product different?
 - What sets you and your product apart?
 - What are the advantages you have over your competition?
 - Many sellers sell exactly the same thing; some thrive while others struggle or go out of business. What’s the difference?
- Effective differentiation must be **“buyer driven”** or in other words..it must be what the buyer wants to see, hear, and buy.
- Truth be told: Most sellers on eBay are **GUESSING** what the buyer wants.
- A good research tool will revitalize your listings because you now **KNOW** what the buyer wants!



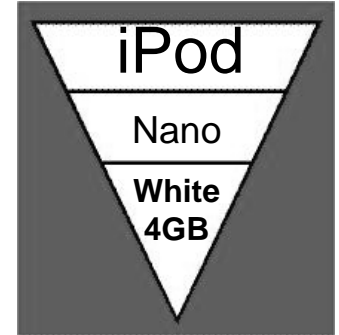
HammerTap: Allows Personalized Data Drill Down

- Data is great but without some analysis its probably not useful to most of us.
- HammerTap provides accurate eBay listing data and an amazing analytical tool that transforms thousands and thousands of data points into **actionable** information for your product



HammerTap Power-Tool Example #1

- Does HammerTap have iPod data?
 - In the first 12 days of August 2008:
 - 33,431 items were listed in the iPod category on eBay
 - 23,812 of these items sold successfully
 - **Sunday** was the best day to end your listing based on average selling price.
- Great! I'm selling an iPod Nano.
 - 10,827 items were listed in the iPod Nano category on eBay
 - 7,918 of these items sold successfully
 - Thursday was the best day to end your listing based on average selling price.
- Wow! I'm actually selling a white, 4 Gb, iPod Nano.
 - 150 items were listed in the iPod Nano category on eBay that included "white" and "4gb" as keywords
 - 86 of these items sold successfully
 - Wednesday was the best day to end your listing based on average selling price. Listings that ended on Wednesday averaged \$80.88 while \$68.61 was the average sales price for all days combined. This small exercise then, based on actual data, could increase your selling price by approximately **\$12.27!**



HammerTap: The Data Analysis is Already Done!

1. High Volume: Listing Success Rate (LSR)

Strategy: A higher volume of sales yields greater profit in the long run, even if the profit per listing is less. This strategy is great for bulk items.

2. High Profit: Average Selling Price (ASP)

Strategy: A greater profit per sale yields greater overall profit in the long run, even if the conversion rate is lower. This strategy is great for small inventories or less common items.

3. Balanced: LSR x ASP

Strategy: This strategy tries to strike a balance between increasing conversion rate and earning more per sale in order to get the greatest profit in the long run. This strategy is great for selling common items at non-bulk rates.



HammerTap Power-Tool Example #2

Nano Listing Success Rate

Saturday: High Success Start Day

Sunday: High Success End Day

7 Day: High Success Duration

Nano Average Sales Price

Friday: High Profit Start Day

Wednesday: High Profit End Day

3 Day: High Profit Duration

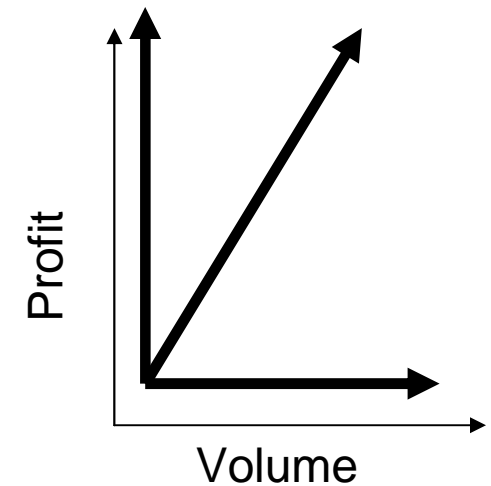
Nano Best Combo

Saturday: Best Combo Start Day

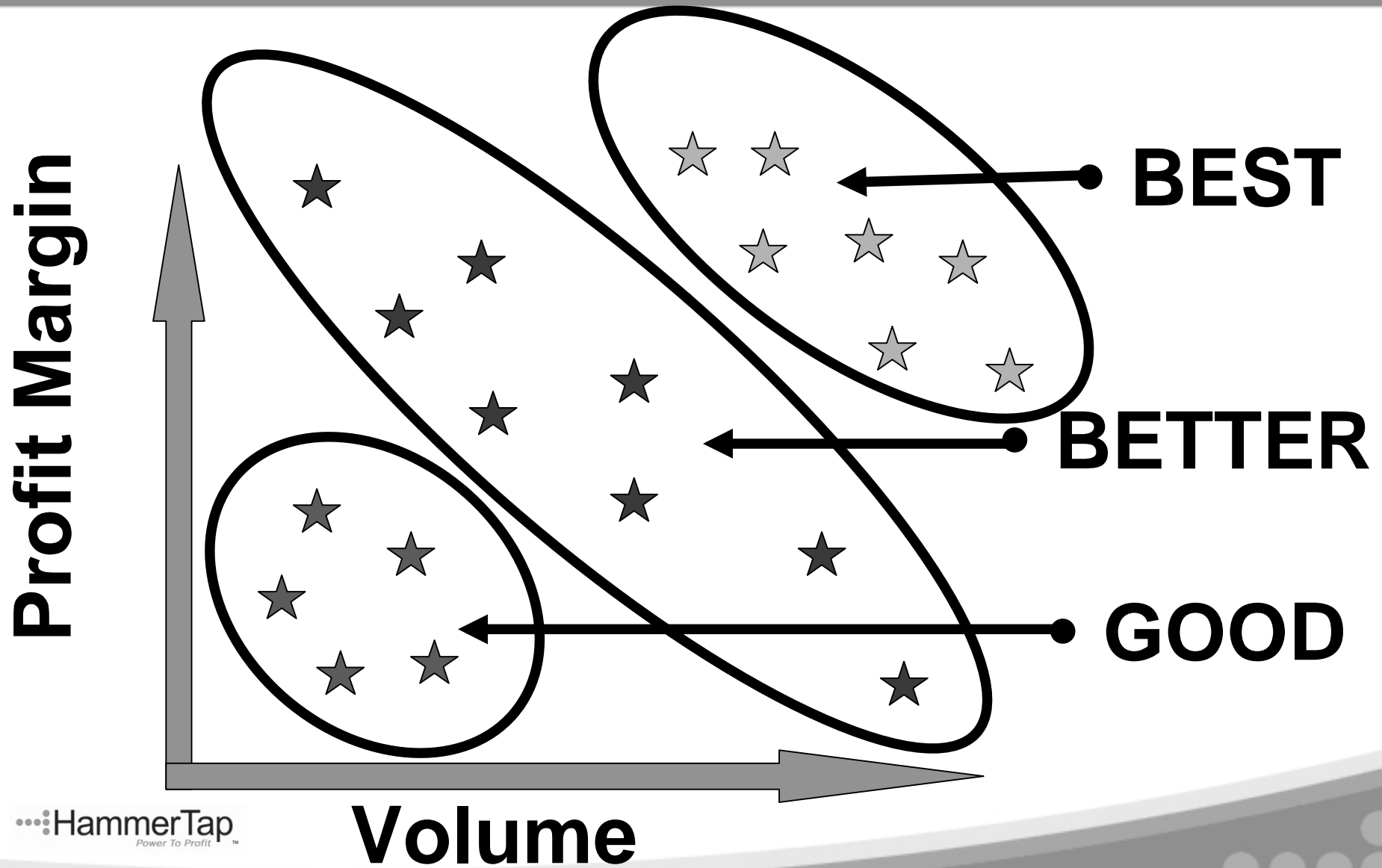
Wednesday: Best Combo End Day

7 Day: Best Combo Duration

| Option | LSR | | ASP | | Combo (LSR x ASP) | |
|----------------|-------------------|---------|--------------------|---------|-------------------|---------|
| ▶ Listing Type | Auction | 77.78% | Fixed-Price | \$84.79 | Auction w/BIN | 41.57 |
| ▶ Start Day | Saturday | 72.73% | Friday | \$78.66 | Saturday | 51.54 |
| ▶ End Day | Sunday | 73.68% | Wednesday | \$80.88 | Wednesday | 49.43 |
| ▶ End Hour | 01:00 - 01:59 | 100.00% | 16:00 - 16:59 | \$93.46 | 01:00 - 01:59 | 88.97 |
| ▶ Duration | 7 days | 100.00% | 3 days | \$76.56 | 7 days | 60.25 |
| ▶ Start Price | \$24.00 - \$31.99 | 100.00% | \$96.00 - \$103.99 | \$99.25 | \$88.00 - \$95.99 | 89.95 |
| ▶ Title Words | W | 100.00% | MIC | \$85.65 | W | \$66.30 |
| | IS | 100.00% | BONUS | \$85.65 | GENERATION | \$52.18 |
| | AS | 100.00% | FREE | \$85.65 | PLAYER | \$46.68 |
| | FIRST | 75.00% | USB | \$83.47 | MA005LL | \$45.15 |
| | 1ST | 72.00% | 4 | \$81.30 | USB | \$43.51 |



Without HammerTap Where Will You Be?



HammerTap: Example #3 Keyword Choice is a "no-brainer"!

| Keyword | # of Listings | Average Price | % Sold |
|------------|---------------|----------------------|--------------------|
| IPOD | 150 | \$68.61 (\$0.00) | 57.33% (0.00%) |
| 4GB | 150 | \$68.61 (\$0.00) | 57.33% (0.00%) |
| WHITE | 150 | \$68.61 (\$0.00) | 57.33% (0.00%) |
| NANO | 149 | \$68.61 (\$0.00) | 57.72% (↑ 0.38%) |
| APPLE | 143 | \$68.84 (↑ \$0.23) | 55.94% (↓ -1.39%) |
| GB | 114 | \$79.23 (↑ \$10.63) | 50.88% (↓ -6.46%) |
| MP3 | 111 | \$81.17 (↑ \$12.57) | 52.25% (↓ -5.08%) |
| 4 | 106 | \$81.30 (↑ \$12.69) | 50.94% (↓ -6.39%) |
| USB | 95 | \$82.98 (↑ \$14.38) | 52.63% (↓ -4.70%) |
| FREE | 66 | \$85.65 (↑ \$17.05) | 45.45% (↓ -11.88%) |
| BONUS | 66 | \$85.65 (↑ \$17.05) | 45.45% (↓ -11.88%) |
| MIC | 66 | \$85.65 (↑ \$17.05) | 45.45% (↓ -11.88%) |
| PLAYER | 42 | \$75.41 (↑ \$6.80) | 61.90% (↑ 4.57%) |
| A | 32 | \$68.97 (↑ \$0.36) | 62.50% (↑ 5.17%) |
| MA005LL | 30 | \$71.28 (↑ \$2.68) | 63.33% (↑ 6.00%) |
| 1ST | 25 | \$43.50 (↓ \$-25.10) | 72.00% (↑ 14.67%) |
| GEN | 21 | \$33.69 (↓ \$-34.92) | 71.43% (↑ 14.10%) |
| AS | 8 | \$8.85 (↓ \$-59.76) | 100.00% (↑ 42.67%) |
| IS | 8 | \$8.85 (↓ \$-59.76) | 100.00% (↑ 42.67%) |
| GENERATION | 7 | \$73.05 (↑ \$4.44) | 71.43% (↑ 14.10%) |
| FIRST | 4 | \$56.02 (↓ \$-12.58) | 75.00% (↑ 17.67%) |

Green = Good

Red = Not As Good

HammerTap: eBay Sellers need the “buyers combination”

- Ten possible digits (0 through 9)
- With three spaces available on my lock I would have:

$$10 \times 10 \times 10 = \mathbf{10,000 \text{ combinations!}}$$

What if I had 5 places, six, etc.??

$$5 \text{ digits} = 10 \times 10 \times 10 \times 10 \times 10 = \mathbf{100,000}$$

$$6 \text{ digits} = 10 \times 10 \times 10 \times 10 \times 10 \times 10 = \mathbf{1,000,000}$$



HammerTap can provide the best possible “buyer combination for any seller, any product, at any time.

Simply put: Without HammerTap research your selling will not be as effective and profitable as it could be!

Please take some time to
visit:

www.hammertap.com



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