

eBay Market Research **Cost or Investment**

by the HammerTap Market Research Team

*Insights into the real value
of time spent conducting
research*

eBay Market Research

There is an old saying regarding market research:

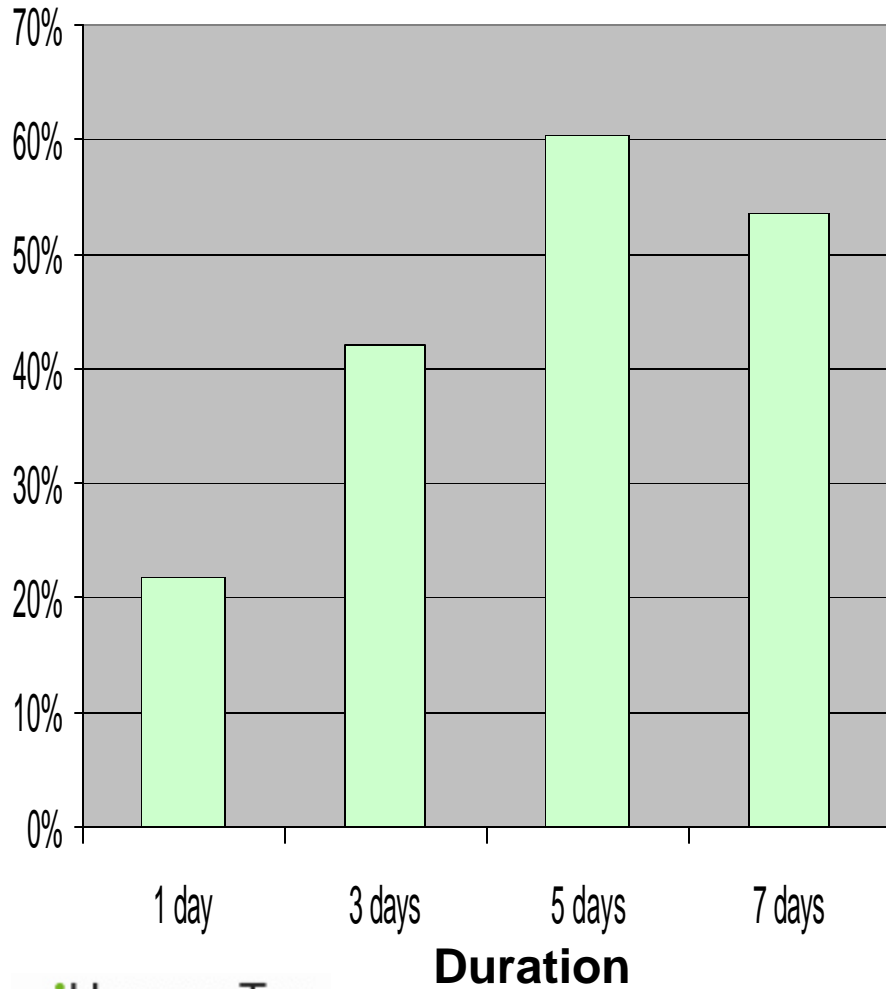
“Fast, easy, inexpensive: Pick two.”

By using HammerTap to conduct eBay market research, however, you can have your cake and eat it too.

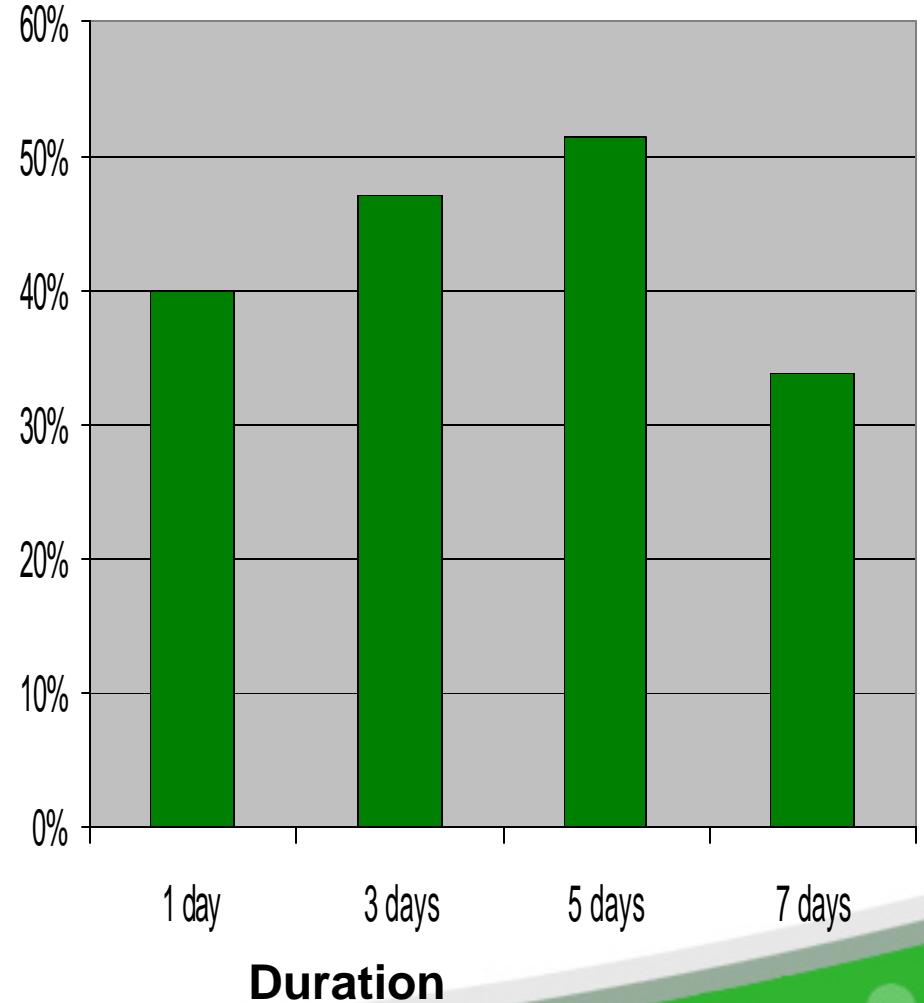


Watches-Listing Success Rate

Pocket watch Listing Success Rate

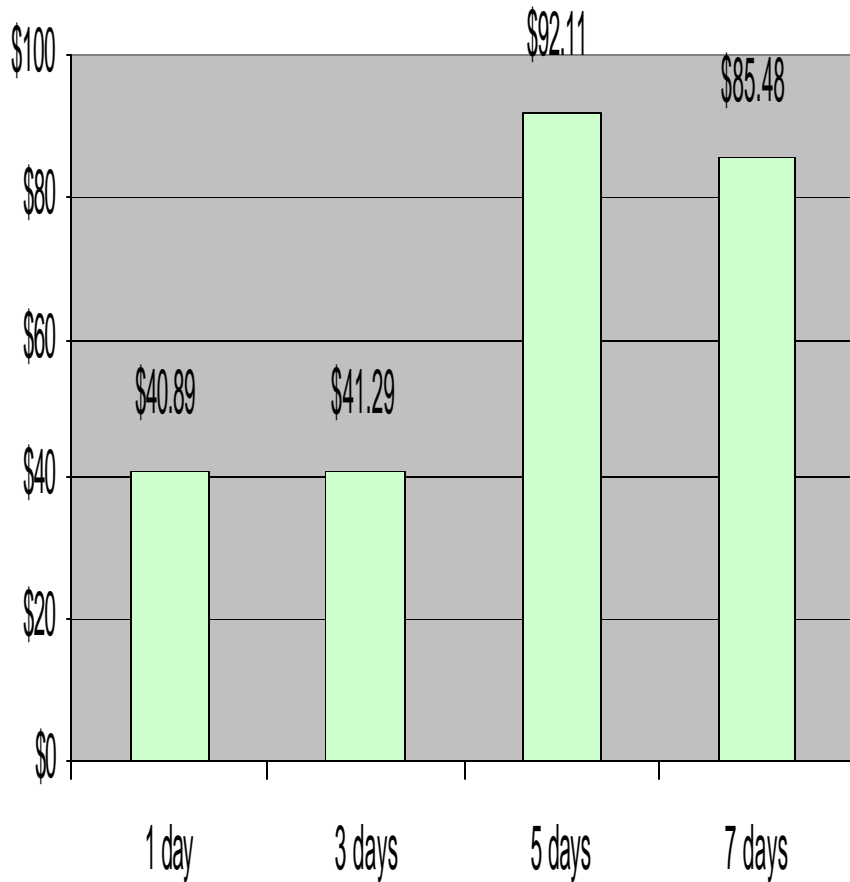


Wrist watch Listing Success Rate

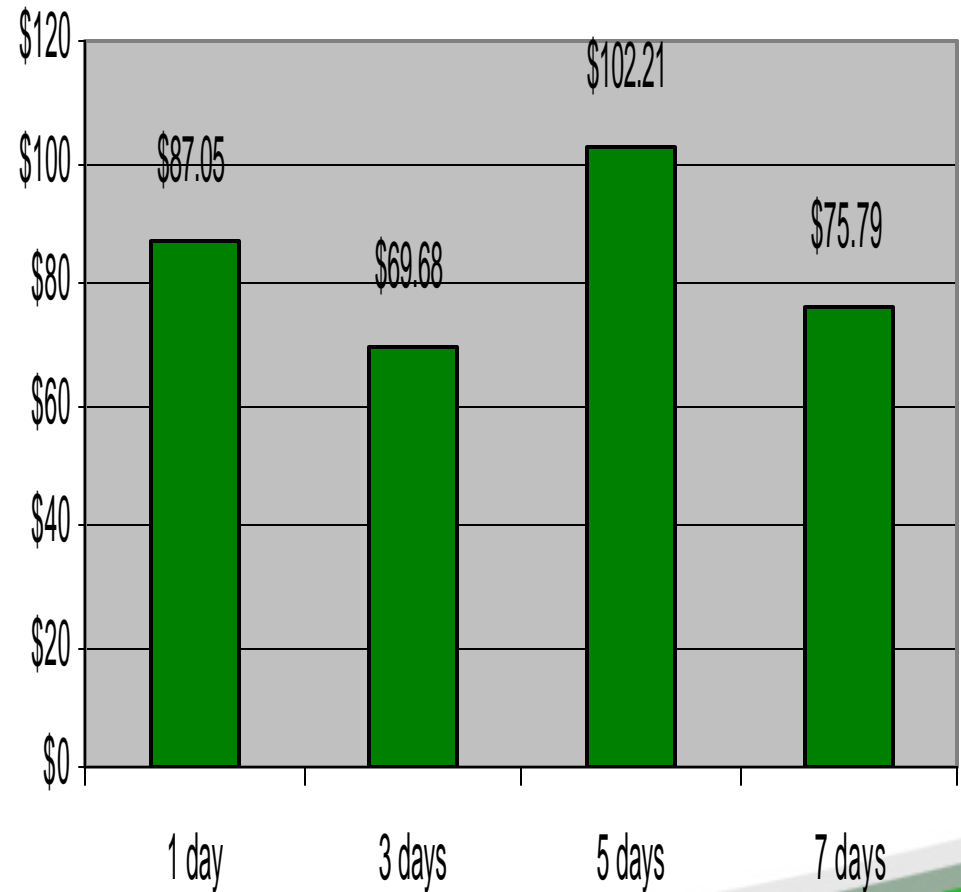


Watches-Average Sales Price

Pocket watch Average Sales Price



Wrist watch Average Sales Price



Value of 5 minutes of Research (LSR)

When we knew the right duration:

- Pocket watch listing success rate average increase of **21.2%**
- Wrist watch listing success rate average increase of **11.2%**



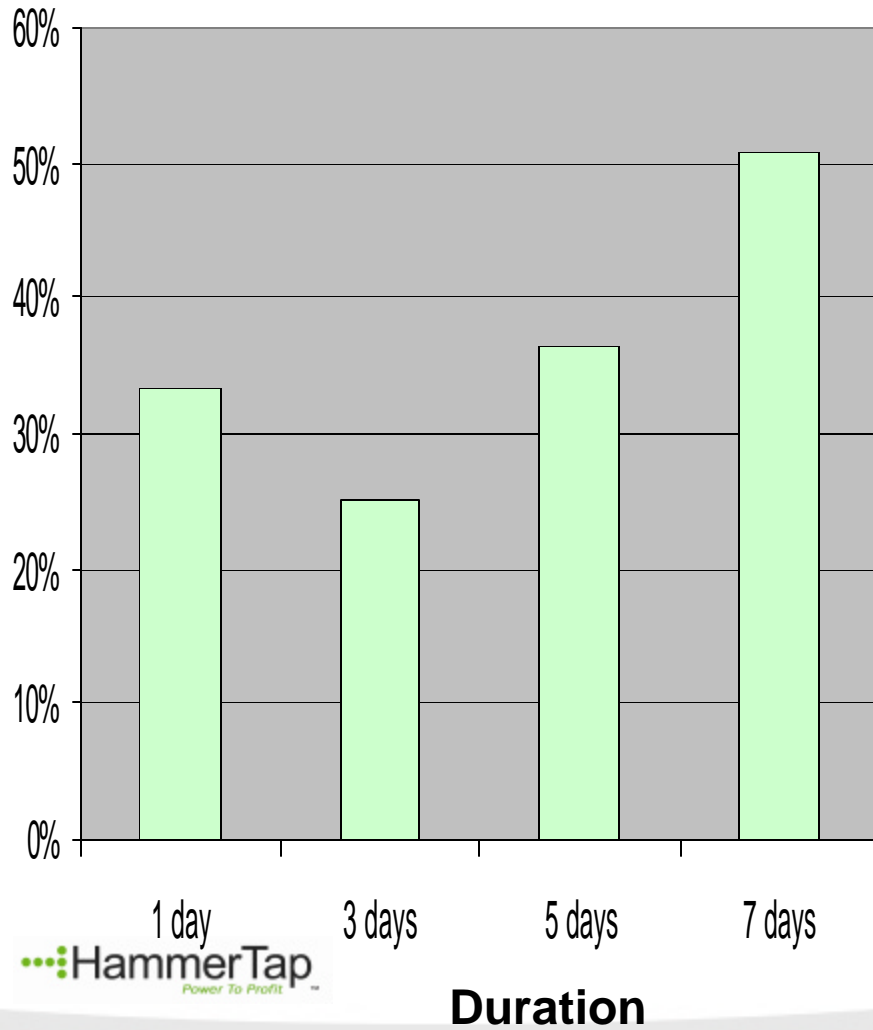
Value of 5 minutes of Research (ASP)

When we knew the right duration:

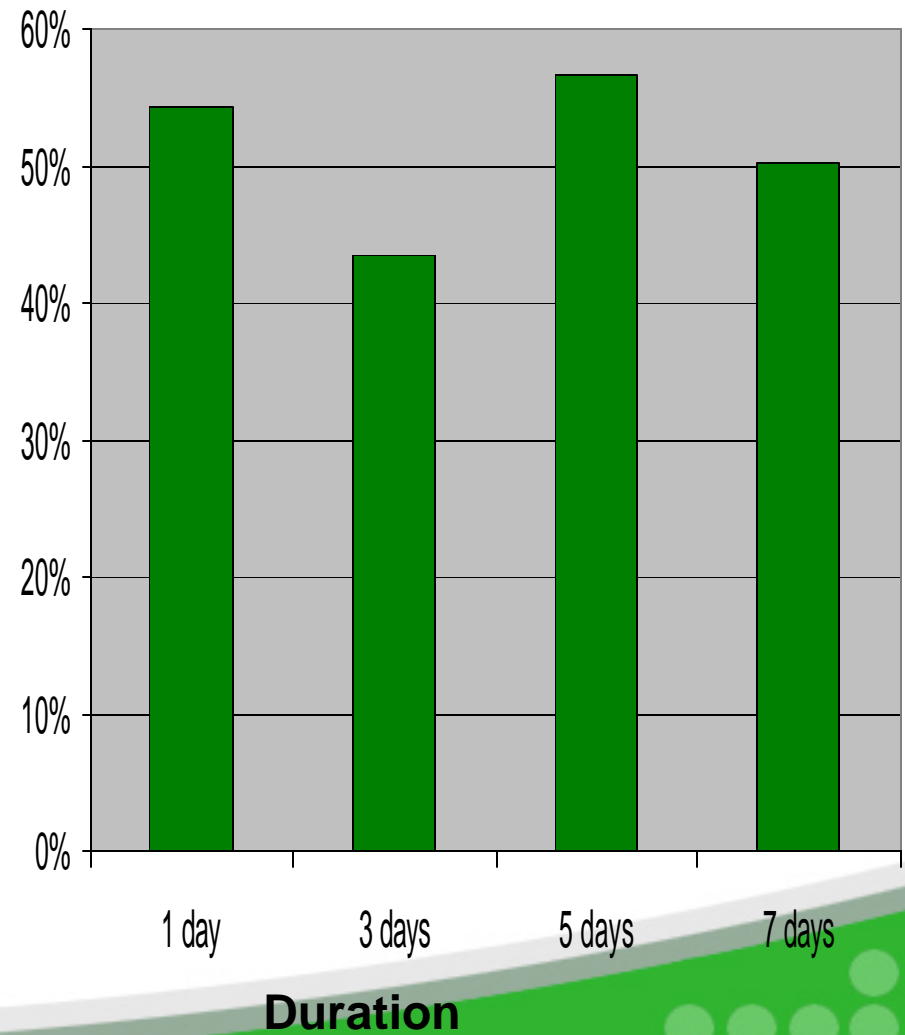
- Pocket watch average sales price (ASP) yielded an average increase of **\$36.22**
- Wrist watch average sales price (ASP) yielded an average increase of **\$24.70**

Dryers-Listing Success Rate

Gas Dryer Listing Success Rate

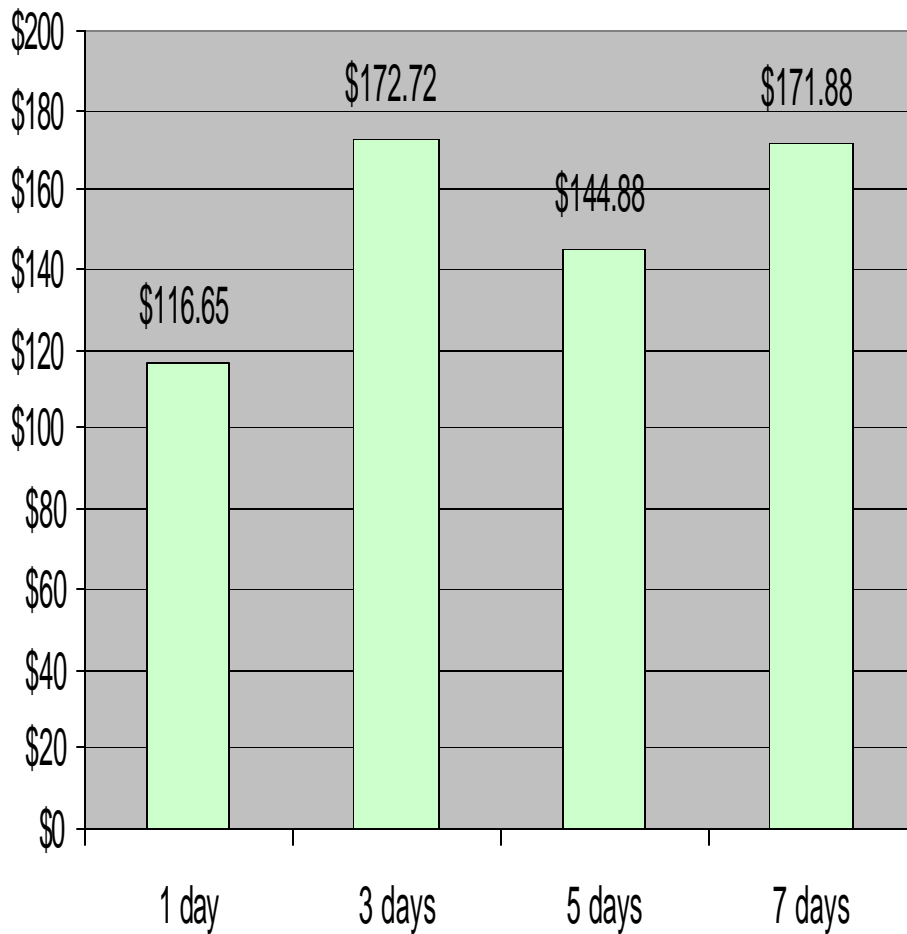


Electric Dryer Listing Success Rate

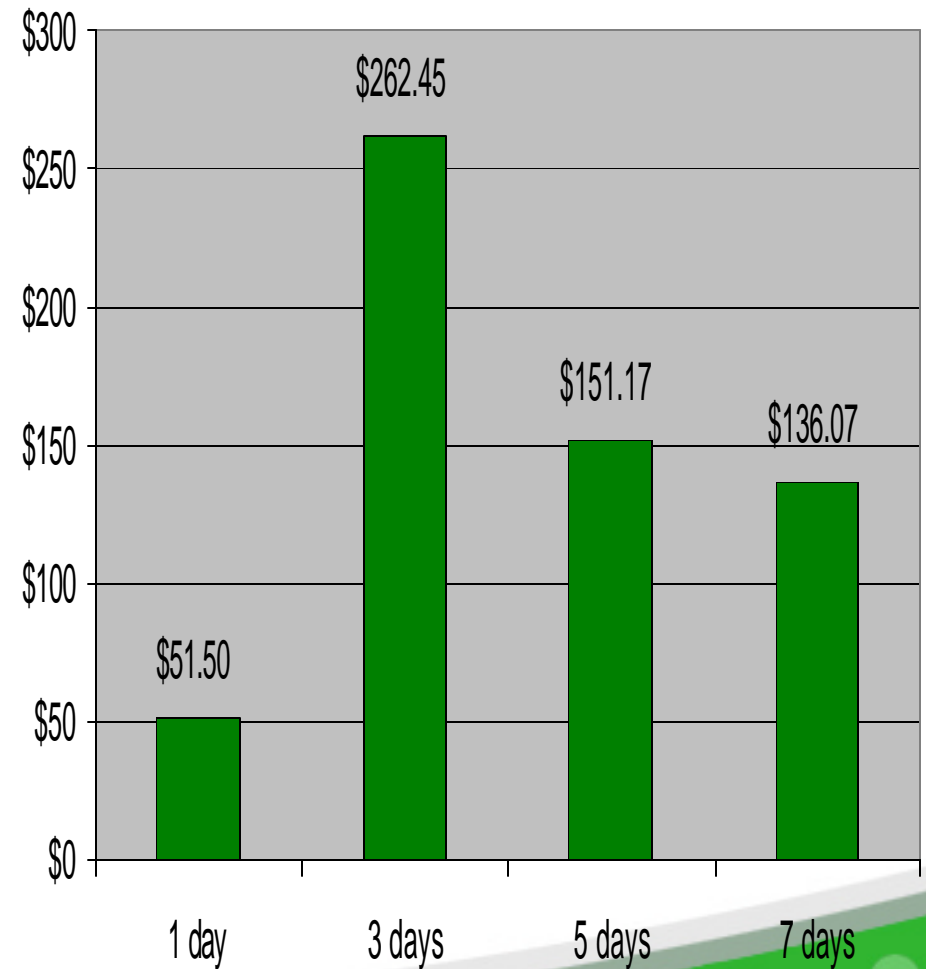


Dryers- Average Sales Price

Gas Dryer Average Sales Price



Electric Dryer Average Sales Price



Value of 5 minutes of Research (LSR)

When we knew the right duration:

- Gas Dryer listing success rate average increase of **19.3%**
- Electric Dryer listing success rate average increase of **7.3%**



Value of 5 minutes of Research (ASP)

When we knew the right duration:

- Gas Dryer average sales price (ASP) yielded an average increase of **\$28.25**
- Electric Dryer average sales price (ASP) yielded an average increase of **\$149.54**

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.**



eBay Market Dynamics

- **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.**



Takeaways

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.



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