

eBay Market Research: Where to Start

*Insights into the real value of using
HammerTap's market research tool
to sell better on eBay*

Start with Research

- Sellers who want to begin an eBay business or expand into a new product line can use market research to make the best possible choice.
- Research will help:
 - Minimize risk
 - Maximize profit
 - Eliminate guesswork and inefficient trial & error
- There is a saying regarding market research:
 - “Fast, easy, inexpensive: Pick two.”

However, by using HammerTap to conduct eBay market research, you can have a fast, easy and inexpensive access to this vital information!!!



What Type of Research do I Need?



I want to expand & grow my current eBay business and need research on new products and new markets.

I want to sell better & maximize my profits on the products I'm already selling on eBay.

SELL BETTER

Using market research to improve profit margins on current product sales

HammerTap allows eBay sellers to immediately conduct detailed “micro” research on any product

Five Minutes of Research to Decipher Buyer Behavior

With HammerTap and five minutes you can **KNOW** which listing features really influence buyer behavior

- *Home Page Featured*
- *Featured Plus*
- *10-day Auction Fee*
- *Bold*
- *Highlight*
- *Gift Services*
- *Item Subtitle*
- *Listing Designer*
- *Gallery*
- *Gallery Featured*
- *Listing in Two Categories*
- *Scheduled Listings*
- *Buy It Now*

Five Minutes to Learn All About Your Competition

Conducting a competitive analysis with HammerTap will help you quickly and efficiently answer these key questions:

1. Which of my competitors is performing best?
 - Should I imitate or try to innovate?
2. Am I running fewer listings than the competition?
 - Should I boost my listing volume?
3. Is my competition making more money per auction?
 - Should I re-evaluate my format, duration, close day... ?
4. Do I have a lower auction success rate than my competition?
 - Again, should I re-evaluate my format, duration, close day... ?

Five Minutes to Prepare for Changes in Market Dynamics

To create successful strategies that will help you stay ahead in a constantly changing market you must have a clear knowledge of:

- What are the influences shaping buyer behavior patterns?
- What trends and forces may be shaping my market?
- Who are my primary competitors?
- Is my product at the end of its life-cycle...the beginning...somewhere in between?
- What size is my market?

Accurate research is the best way to uncover insights and understand the dynamics that are at play in any given market.

Five Minutes to Discover Keys to Planning and Strategy

Success in today's dynamic markets demands rigorous, systematic approaches to strategy & planning.

Sellers need to define the key strategic facets of their business.

Research will both expedite and streamline this process by:

- Helping any seller assess the sensitivity of their market to price
- Showing sellers the most profitable listing practices that yield optimal returns
- Helping sellers better predict and forecast future market trends
- Revealing the most profitable pricing start and reserve points

Expand & Grow

Using market research to expand an eBay business and to gauge new product potential performance

HammerTap allows eBay sellers to conduct risk-free “macro” research on new markets and product categories to gauge potential profitability before costly investment.

Five Minutes to Understand Market Size

Knowing the size of the market allows a seller to:

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

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

Five Minutes to Understand Product Supply and Demand

HammerTap allows researchers to easily and efficiently gauge supply and demand within any eBay category.

- Research should start with a product analysis over time, not a snapshot
- Users can look for positive trends in:
 - Number of listings
 - Listing success rate
 - Increasing average sales price

Five Minutes to Select the Best Selling Strategy

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 Provides Risk-free, Accurate eBay Data

Imagine how your improved knowledge of a particular products performance can influence your sales plan.

With this knowledge, a seller will be able to:

- Decide whether to sell a specific product
- Decide whether to renew a product sourcing contract
- Decide when to enter and exit the market with specific products
- Maximize present and future profit from a product by deciding where it stands in its life cycle

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.

Please take some time to
visit:

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



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