

Seller's Guide

An Introduction to the Power of Auction Research

The screenshot displays the eBay Market Data software interface. At the top, there is a menu bar with 'File', 'Edit', 'Registration', and 'Help'. Below the menu bar is a toolbar with icons for file operations and help. The main window is titled 'Research:' and contains several input fields and buttons. The 'Keywords' field is set to 'battery charger'. The 'eBay Category Number' is '3270'. The 'Number of Auctions' is '500 Auctions'. The 'Start Date' is '06/04/2005' and the 'End Date' is '07/02/2005'. There are buttons for 'Data Estimate', 'Start', 'Stop', and 'Clear'. Below the input fields, there are tabs for 'Welcome', 'Findings', 'Report', 'Auction', 'Seller', and 'Keyword'. The 'Findings' tab is selected, and it shows a 'Findings Report' for the keyword 'battery charger'. The report includes the following information:

Findings Report
Research Conducted On **Date Unknown**
(date of saved file : **Wednesday, October 27, 2004 1:32:00 PM**)

Research Parameters

Time Period	15 days From Wednesday, October 6, 2004 2:53:39 AM To Wednesday, October 20, 2004 8:59:01 PM
Keywords	battery charger

Observed Overall Performance

Total Sales:	\$11,713.31
Number of auctions with sale:	361
Number of sellers with sale:	194
Average sales price per auction (ASP):	\$32.45
Auction Success Rate (ASR):	72.20%
Average number of sales per seller:	1.96

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Introduction to the Seller's Guide

This guide is designed to help you master the basics of auction research using DeepAnalysis. We'll teach you research techniques as you move through each section in the guide:

Guide Objectives

- ✓ **Tutorials:** Get a guided tour of the software as we walk with you through each step of the research process.
- ✓ **Getting Started:** Let us help you find out whether your product is likely to sell and at what price. Then, we'll show you where to look to find out which auction elements are most likely to boost your chances of selling and increase your profits.
- ✓ **Research Strategies:** Study our in-depth coverage of auction research strategies.
- ✓ **Tips for Reading Research Results:** Find tips on how to read your research results.

Common Terms

- Click:** Click once with the left button on your mouse.
- Right-Click:** Click once with the right button on your mouse.
- Select:** Click once on the item or link you want to select with the left mouse button.

Tutorial Overview

During this set of tutorials, we will conduct hypothetical research on boys' clothing. We will discover which brand, category, keywords, and listing times have historically performed the best for the auctions included in our research results.

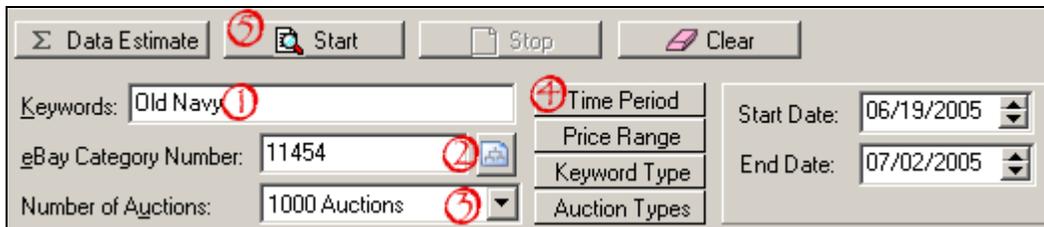
These tutorials are designed to help you start using DeepAnalysis right away. You'll learn how to research specific auctions that fit your search criteria, find products that are likely to sell, and boost auction earnings.

Lessons

- ✓ Lesson One: Requesting eBay Data
- ✓ Lesson Two: Finding a Product that's Likely to Sell
- ✓ Lesson Three: Determining the Optimal Auction Duration
- ✓ Lesson Four: Deciding the Best Time and Day to List
- ✓ Lesson Five: Choosing a Starting Price
- ✓ Lesson Six: Finding Successful Categories

Lesson One: Requesting eBay Data

During this lesson, let's request research data for auctions that included boy's clothing from Old Navy. Before we begin, click the  button to open the eBay research panel.

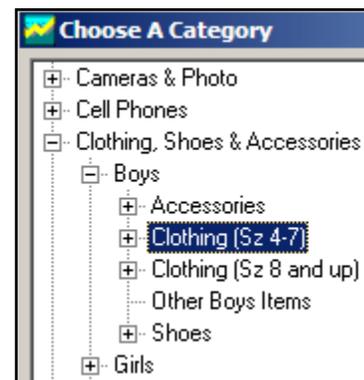


The screenshot shows the eBay research panel with the following fields and buttons:

- Buttons: Σ Data Estimate, Start, Stop, Clear
- Keywords: Old Navy (circled 1)
- Time Period button (circled 4)
- Start Date: 06/19/2005
- End Date: 07/02/2005
- eBay Category Number: 11454 (circled 2)
- Price Range, Keyword Type, Auction Types buttons
- Number of Auctions: 1000 Auctions (circled 3)

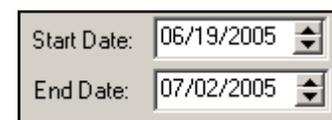
Your search panel should look like this after you have followed the instructions below.

1. On the eBay research panel, enter Old Navy in the Keyword field.
2. Click the  button. A window containing all the eBay categories opens. Click the Clothing category, then the Boys sub-category, and then the Clothing (Sz 4-7) sub-category, as shown to the right. Then click OK.



Note: The categories list is a replica of eBay's own category list.

3. Select 1,000 from the Number of Auctions dropdown list.
4. Click the  button. Start Date and End Date fields display to the right of the button. Click the up or down arrows next to the Start Date field until the date two weeks ago displays in this field. Today's date should



The screenshot shows the Start Date and End Date fields from the research panel. The Start Date is 06/19/2005 and the End Date is 07/02/2005.

display in the End Date field.

5. Click  to request the data.

Please be patient. The software is searching eBay.com licensed data for auction listings that fit our criteria (boys Old Navy clothing, size 4-7). The Status Bar lets you know the research engine is working. When the search is completed, the results display on the research results tabs located directly below the research panel.

Lesson Two: Finding a Product that's Likely to Sell

Now that we have successfully requested auction data from eBay, we are ready to look at the research results and narrow our research to a product that is more likely to sell.

1. Click the Report tab beneath the research panel.



2. Look at the Executive Summary on the Report tab. This report gives general information about the success of the product we are researching.

Executive Summary
This report describes all 500 auctions meeting the research parameters.

Total Sales for the 500 auctions is \$2,517.49 .
298 Successful Auctions sold a total of 298 items.
The Average Sales Price (ASP) per Item is \$8.45 (\$2,517.49 Total Sales / 298 Items Sold).

The Auction Success Rate is 59.60% (298 Successful Auctions / 500 auctions).
The ASP per Auction is \$8.45 (\$2,517.49 Total Sales / 298 Successful Auctions).

There were 334 Total Sellers, of which 211 had 1 or more sales.
The overall Seller Success Rate was 63.17%.

What we're interested in for this research task is the percentage of auctions that ended in a sale and the average dollar amount of those sales (as shown above).

3. Now let's request the research in the table below. Remember to click  each time you finish entering research criteria. Also, please save the files (File > Save) under the research file names listed in the table below.

To follow this research table, request one research file for each row in the table. For example, for Search 1, enter the keywords Old Navy, the category 11452 (boys clothing), 1000 auctions, a 2 week time period, and a minimum price of \$0.00. Save the research under the name Old_Navy_zero.da2.

Search	Keywords	Category #	Auctions	Time Period	Minimum Price	Save File Name As...
1	Old Navy	11452	1,000	2 Weeks	\$0.00	Old_Navy_zero.da2
2	Old Navy	11452	1,000	2 Weeks	\$25.00	Old_Navy_25. da2
3	Gap	11452	1,000	2 Weeks	\$0.00	Gap_zero.da2
4	Gap	11452	1,000	2 Weeks	\$25.00	Gap_25. da2

After conducting each line of research above, click the Report tab and look at the Executive

Summary. Find the information about the average sale price and the percentage of auctions ending in a sale. Determine which set of statistics represents the highest success rate.

To analyze the results, let's compare the brand name results and the minimum price results.

Brand Names: How do the search results for Old Navy compare to the search results for Gap? Use this information to determine which brand name is more likely to succeed.

Minimum Prices: How do the results for the \$25.00 price minimum compare to the results with no price minimum? If the research sets with a minimum price of \$25.00 had a higher success rate than the research sets with no minimum, look at the individual auctions on the Auctions tab to find out why. Perhaps the auctions with a minimum included larger lots of clothing. Decide if this means that auctions with larger lots are more likely to sell.

During this tutorial, we have compared name brands and auction contents to begin finding products that are likely to sell. Next, we will determine the optimal auction duration.

Lesson Three: Determining the Optimal Auction Duration

During this lesson, let's determine the optimal auction duration for the product we decided on during the previous tutorial.

1. Open the research file you decided represented the most successful product during the previous tutorial (i.e., Old_Navy_zero.da2, Old_Navy_25.da2, Gap_zero.da2, or Gap_25.da2).
2. Click on the Reports tab, find the Regular and Dutch Auction Duration charts to get duration statistics for those auction types.
3. Compare the different auction lengths to the Auction Success Rate, % of Total Auctions w/ Sale, and the ASP (average sales price) per Auction statistics.

Welcome Findings Report Auction Seller Keyword Filter This Report Check All Uncheck All Show All 9								
Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Reg. & Dutch Auction Duration								
1 day	1	0.49%	1	100.00%	0.53%	\$25.00	\$25.00	0.22%
3 days	12	5.91%	12	100.00%	6.38%	\$43.20	\$518.35	4.49%
5 days	43	21.18%	38	88.37%	20.21%	\$52.45	\$1,993.05	17.25%
7 days	127	62.56%	123	96.85%	65.43%	\$63.87	\$7,855.63	68.01%
10 days	7	3.45%	7	100.00%	3.72%	\$99.87	\$699.11	6.05%
Other	6	2.96%	5	83.33%	2.66%	\$45.99	\$229.97	1.99%

In the table above, the Regular and Dutch Auction Duration report shows an average success rate of over 96% for 7 day auctions. Then, it shows an average sales price (ASP) per auction of \$99.87 for 10 day auctions. Although this average sales price per auction is based on only seven auctions, it might be worthwhile to investigate longer auctions if it might yield a higher profit.

4. Decide which auction duration shows the most promise.

Once you have decided on the optimal auction duration for your auction, it is important to determine the best time and day to list the auction.

Lesson Four: Choosing the Best Time and Day to List

During this lesson, we'll determine which time and day are best to list an auction.

1. Open the research file you selected during the tutorial titled Finding a Product That's Likely to Sell.
2. Click on the Reports tab and find the Starting Day report to get statistics about which day is best to list a Gap boys clothing auction.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Starting Day								
Sunday	38	18.72%	35	92.11%	18.62%	\$71.82	\$2,513.68	21.76%
Monday	20	9.85%	16	80.00%	8.51%	\$52.78	\$844.52	7.31%
Tuesday	51	25.12%	48	94.12%	25.53%	\$62.85	\$3,016.69	26.12%
Wednesday	32	15.76%	30	93.75%	15.96%	\$51.81	\$1,554.41	13.46%
Thursday	19	9.36%	17	89.47%	9.04%	\$59.18	\$1,006.12	8.71%
Friday	19	9.36%	18	94.74%	9.57%	\$44.57	\$802.20	6.94%
Saturday	24	11.82%	24	100.00%	12.77%	\$75.56	\$1,813.50	15.70%

In the table above, the Starting Day report tells us that 100% of the auctions listed on Saturday sold, with a \$75.56 average sales price (ASP).

Note: The most successful listing day will be different depending on the search criteria you entered.

3. Scroll down to find the Ending Day report. Look at the Auction Success Rate column and the ASP (average sales rate) columns to determine which day is best to close the auction.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Ending Day								
Sunday	50	24.63%	46	92.00%	24.47%	\$61.50	\$2,828.78	24.49%
Monday	24	11.82%	21	87.50%	11.17%	\$60.25	\$1,265.32	10.95%
Tuesday	39	19.21%	38	97.44%	20.21%	\$71.29	\$2,708.85	23.45%
Wednesday	31	15.27%	30	96.77%	15.96%	\$52.76	\$1,582.67	13.70%
Thursday	19	9.36%	17	89.47%	9.04%	\$81.60	\$1,387.12	12.01%
Friday	14	6.90%	11	78.57%	5.85%	\$37.38	\$411.22	3.56%
Saturday	26	12.81%	25	96.15%	13.30%	\$54.69	\$1,367.16	11.84%

In the table above, the Closing Day report tells us that a higher percentage of auctions sold on Tuesdays (97.44%). On the other hand, auctions closing on Thursdays had the highest average sales price (ASP).

4. Scroll down to find the Ending Time report. Look at the Auction Success Rate column and the ASP (average sales rate) columns to determine which time is best to close the auction.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Ending Time								
00:00 - 00:59	1	0.49%	1	100.00%	0.53%	\$36.00	\$36.00	0.31%
01:00 - 01:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
02:00 - 02:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
03:00 - 03:59	1	0.49%	1	100.00%	0.53%	\$45.00	\$45.00	0.39%
04:00 - 04:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
05:00 - 05:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
06:00 - 06:59	3	1.48%	3	100.00%	1.60%	\$57.08	\$171.25	1.48%
07:00 - 07:59	4	1.97%	3	75.00%	1.60%	\$39.71	\$119.12	1.03%
08:00 - 08:59	7	3.45%	4	57.14%	2.13%	\$44.40	\$177.59	1.54%
09:00 - 09:59	8	3.94%	8	100.00%	4.26%	\$52.63	\$421.06	3.65%
10:00 - 10:59	17	8.37%	16	94.12%	8.51%	\$85.67	\$1,370.68	11.87%
11:00 - 11:59	10	4.93%	8	80.00%	4.26%	\$38.81	\$310.51	2.69%
12:00 - 12:59	8	3.94%	6	75.00%	3.19%	\$35.90	\$215.41	1.86%
13:00 - 13:59	13	6.40%	13	100.00%	6.91%	\$69.82	\$907.60	7.86%
14:00 - 14:59	15	7.39%	15	100.00%	7.98%	\$60.99	\$914.90	7.92%
15:00 - 15:59	16	7.88%	16	100.00%	8.51%	\$44.62	\$713.89	6.18%
16:00 - 16:59	16	7.88%	16	100.00%	8.51%	\$55.86	\$893.78	7.74%
17:00 - 17:59	16	7.88%	16	100.00%	8.51%	\$70.58	\$1,129.29	9.78%
18:00 - 18:59	20	9.85%	18	90.00%	9.57%	\$81.12	\$1,460.24	12.64%
19:00 - 19:59	15	7.39%	13	86.67%	6.91%	\$61.19	\$795.52	6.89%
20:00 - 20:59	16	7.88%	16	100.00%	8.51%	\$61.48	\$983.75	8.52%
21:00 - 21:59	12	5.91%	11	91.67%	5.85%	\$52.09	\$573.03	4.96%
22:00 - 22:59	3	1.48%	2	66.67%	1.06%	\$101.50	\$203.00	1.76%
23:00 - 23:59	2	0.99%	2	100.00%	1.06%	\$54.75	\$109.50	0.95%

In the table above, the Ending Time report tells us that most successful auctions closed between 1:00pm and 8:00pm, Pacific Time. The hour that showed the most consistently highest average sales price (ASP) was at 6:00pm Pacific Time. Notice, however, that auctions closing at 6:00 have a slightly lower success rate.

Lesson Five: Picking a Starting Price

During this lesson, let's pick a starting price for our auction.

1. Open the research file you selected during the tutorial titled "Finding a Product That's Likely to Sell."
2. Click the Auctions tab. This tab contains details about individual auctions.



3. To find the best starting price, we'll need to compare the Total Sales (the amount the auctions sold for) with the Start Price.

Welcome Findings Report Auction Seller Keyword Filter This Report Check All							
Drag a column header here to group by that column							
	Include	Item	Title	Total Sa	High Bid	Start Price	#
1	<input checked="" type="checkbox"/>	6755995746	BOYS Clothes Size 7 / 8 LE	\$325.00	\$325.00	\$0.99	
2	<input checked="" type="checkbox"/>	6755997672	NEW BOYS Clothes Size 4	\$265.00	\$265.00	\$0.99	
3	<input checked="" type="checkbox"/>	6757409444	100+HUGE LOT 7 8 BOYS	\$249.99	\$249.99	\$199.99	

- To compare the information, click on the Total Sales column heading and drag it into the gray area above the table. Then, click on the Start Price column heading and drag it into the gray area above the table. Your Auctions tab should look like this:

The screenshot shows a software interface with tabs: Welcome, Findings, Report, Auction, and Se. Below the tabs is a gray area containing two column headers: 'Total Sales' with a downward arrow and 'Start Price' with an upward arrow. Below this is a table with columns 'Include', 'Item', and 'Title'. The table contains ten rows, each starting with a blue '+' icon followed by 'Total Sales' and a dollar amount.

	Include	Item	Title
+ Total Sales : \$325.00			
+ Total Sales : \$265.00			
+ Total Sales : \$249.99			
+ Total Sales : \$212.61			
+ Total Sales : \$204.02			
+ Total Sales : \$202.50			
+ Total Sales : \$201.99			
+ Total Sales : \$200.00			
+ Total Sales : \$193.01			
+ Total Sales : \$192.50			

- The information in the table is now organized according to Total Sales and the Start Price. Click the + sign next to the top Total Sales amount to find out what the starting price was. Then, click the + sign next to the Start Price to see information about the auction.

The screenshot shows the same software interface as before. The 'Total Sales' column header now has a downward arrow, and the 'Start Price' column header has an upward arrow. The first row of the table is expanded, showing a blue '-' icon next to 'Total Sales : \$325.00', and a blue '-' icon next to 'Start Price : \$0.99'. Below the Start Price, there is a small table with columns '3', a checked checkbox, and '675599574'. The other rows of the main table remain collapsed with blue '+' icons.

	Include	Item	Title
- Total Sales : \$325.00			
- Start Price : \$0.99			
	3	<input checked="" type="checkbox"/>	675599574
+ Total Sales : \$265.00			
+ Total Sales : \$249.99			
+ Total Sales : \$212.61			
+ Total Sales : \$204.02			
+ Total Sales : \$202.50			

- Click on several Total Sales amounts to determine how the Start Price effected the ending sales price.
- To return the Auctions table back to its original state, click on the Total Sales rectangle (in the gray area of the Auctions tab), drag it up to the research panel and let it go. Then, drag the Start Price rectangle into the research panel and let it go. The Auctions tab should have returned to its original state:

Welcome Findings Report Auction Seller Keyword Filter This Report Check All							
Drag a column header here to group by that column							
	Include	Item	Title	Total Sa	High Bid	Start Price	#
1	<input checked="" type="checkbox"/>	6755995746	BOYS Clothes Size 7 / 8 LE	\$325.00	\$325.00	\$0.99	
2	<input checked="" type="checkbox"/>	6755997672	NEW BOYS Clothes Size 4	\$265.00	\$265.00	\$0.99	
3	<input checked="" type="checkbox"/>	6757409444	100+HUGE LOT 7 8 BOYS	\$249.99	\$249.99	\$199.99	

Lesson Six: Finding Successful Categories

During this lesson, we'll find categories that are likely to lead buyers who are looking for our product to our auction.

1. With the Auctions Tab still open, find the Category1 column heading. Drag it into the gray area above the table.
2. Drag the Total Sales column heading into the gray area, as well.

Welcome Findings Report Auction							
Category 1 Total Sales							
	Include	Item	Title	Total Sa	High Bid	Start Price	#
+ Category 1 : 11453							
+ Category 1 : 11456							
+ Category 1 : 11457							
+ Category 1 : 11459							

3. The information in the table is now organized according to Category1 and the Total Sales. Click the + sign next to the top Category1 amount to find out what the Total Sales price was. Then, click the + sign next to Total Sales to see information about the auction.

Welcome Findings Report Auction							
Category 1 Total Sales							
	Include	Item	Title	Total Sa	High Bid	Start Price	#
- Category 1 : 11453							
- Total Sales : \$52.50							
3	<input checked="" type="checkbox"/>	6753527289	G				
+ Total Sales : \$31.61							
+ Total Sales : \$25.00							
+ Category 1 : 11456							
+ Category 1 : 11457							

4. Click on several categories to determine which ones include the most successfully sold auctions with the highest sales prices.

Getting Started: Your First Time through DeepAnalysis

Ready to get started on your own research? This simple approach should only take about half an hour, start to finish.

We'll break it into five steps:

1. Narrow your research to include only the types of auctions that are similar to yours.
2. Determine whether the product is likely to sell and at what price.
3. Optimize your auction to increase your chances of selling and to increase your selling price.
4. Use the tables to perform cross-analysis on key information.
5. Increase your auction's chances of getting found on eBay.

Narrow Your Research

Why should you concentrate on narrowing your research first? Let's look at an example. If you wanted to find out the success rate and average sales price for Magellan Roadmate 300 GPS handheld systems, you wouldn't want prices and success rates for GPS accessories mixed in with your statistics, right? Of course not.

In order to get statistics for the specific item you want to sell or buy, you need to narrow your research to include only those auctions that match your criteria.

Fortunately, the software gives you a couple of ways to narrow your research: specific keyword research and filtering.

When you click the Keyword Type button on the research panel, you can choose to do either Simple Keyword Research or Advanced Keyword Research.



The screenshot shows a software interface for research. At the top, there are four buttons: 'Data Estimate' (with a summation symbol), 'Start' (with a magnifying glass), 'Stop' (with a square), and 'Clear' (with a pink eraser). Below these are several input fields and buttons: 'Keywords:' with an empty text box; 'eBay Category Number:' with an empty text box and a 'Category' button (with a blue folder icon); 'Number of Auctions:' with a dropdown menu set to '500 Auctions'; 'Time Period' button; 'Price Range' button; 'Keyword Type' button (circled in red); and 'Auction Types' button. On the right side, there are two radio buttons: 'Simple Keyword Search' (which is selected) and 'Advanced Keyword Search'.

Simple Keyword Research

To complete a Simple Keyword Search:

1. Click the Keyword Type button and select Simple Keyword Search (shown above).
2. Enter words you think will most likely be part of auction titles you want to research.

Note: Do not enter symbols to narrow your research, such as + or -, when you are doing Simple Keyword Search. These symbols only work in Advanced Keyword Search.

3. If you want to include only auctions that are in a particular category, click the  Category button and select the eBay category you want to search.

Research Tip: If you want your search results to reveal the best categories to list

your auction in, do not select a category.

4. Select the number of auctions you want to include in your research.
5. Click the Start button.

A screenshot of a search interface. At the top, there are four buttons: 'Data Estimate', 'Start', 'Stop', and 'Clear'. The 'Start' button is circled in red. Below the buttons, there are several input fields: 'Keywords' with the value 'Magellan 300', 'eBay Category Number' with the value '34288', and 'Number of Auctions' with a dropdown menu set to '500 Auctions'. To the right of these fields are four buttons: 'Time Period', 'Price Range', 'Keyword Type', and 'Auction Types'. Further right, there are two radio buttons: 'Simple Keyword Search' (selected) and 'Advanced Keyword Search'. The 'Advanced Keyword Search' radio button is circled in red. There are also some red circles with numbers 2, 3, and 4 pointing to the 'Keywords', 'eBay Category Number', and 'Number of Auctions' fields respectively.

In the research above, the search engine will find the first 500 auctions that match the search criteria. The auctions it returns will include the words “Magellan” and “500” in the titles and will be part of the GPS subcategory in the Consumer Electronics category.

When your research returns, click the Auctions tab to make sure that the search results only include auctions that match what you’re looking for.

Hint: If you click on the Title column heading, the auctions will be sorted by title, making it easier to scan the auctions.

A screenshot of the 'Auctions' tab interface. At the top, there are five buttons: 'Welcome', 'Report', 'Auction', 'Seller', 'Filter This Report', and 'Check All'. The 'Auction' button is circled in red. Below the buttons, there is a text prompt: 'Drag a column header here to group by that column'. Below this prompt is a table with three columns: 'Include', 'Item', and 'Title'. The table has three rows of data. The first row has '1' in the 'Include' column, a checked box in the 'Item' column, and the item ID '5782631041'. The second row has '2' in the 'Include' column, a checked box in the 'Item' column, and the item ID '5778011841'. The third row has '3' in the 'Include' column, a checked box in the 'Item' column, and the item ID '5777979732'. The 'Title' column contains blue hyperlinks for each row: 'Magellan Roadmate 300 GPS Navigation MFG W', 'Magellan Roadmate 300 GPS Navigation! Latest', and 'Magellan Roadmate 300 GPS Car Navigation Sys'.

Most likely, you will find several auction titles that do not meet your requirements. If there are many items you want to exclude, you should use the Advanced Keyword search to eliminate them. If there are just a few, use the filtering technique discussed later in this section.

Advanced Keyword Search

DeepAnalysis will let you make your research results as narrow as you’d like. For a complete list of symbols that will help you narrow your research, go to the online help and select Seller’s Guide > Research Strategies > Keyword Research > Keyword Research Symbols.

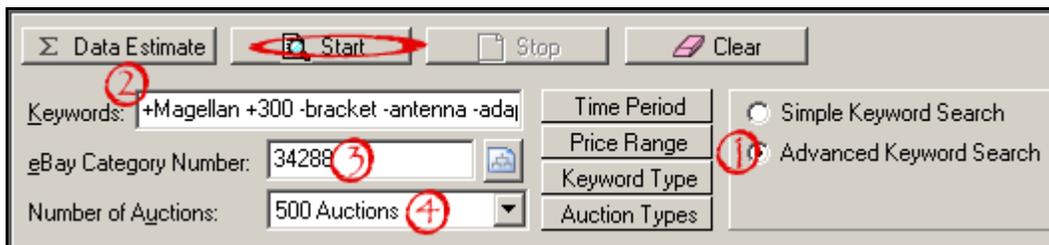
A screenshot of the search interface. At the top, there are four buttons: 'Data Estimate', 'Start', 'Stop', and 'Clear'. Below the buttons, there are several input fields: 'Keywords', 'eBay Category Number', and 'Number of Auctions' with a dropdown menu set to '500 Auctions'. To the right of these fields are four buttons: 'Time Period', 'Price Range', 'Keyword Type', and 'Auction Types'. Further right, there are two radio buttons: 'Simple Keyword Search' and 'Advanced Keyword Search'. The 'Advanced Keyword Search' radio button is selected and circled in red.

To complete an Advanced Keyword Search:

1. Click the Keyword Type button in the research panel and select Advanced Keyword Search (shown above).
2. Enter a + symbol or – symbol in front of the words you want to include and exclude from your search.

Note: Plus (+) means the auction search results will include auctions that have the specified word in the title. Minus (-) means the results will exclude auctions with the specified word in the title.

3. If you want to include only auctions that are in a particular category, click the  Category button and select the eBay category you want to search.
4. Select the number of auctions you want to include in your research.
5. Click the Start button.



In the search above, the search engine will find the first 500 auctions that include the words "Magellan" and "300" in the eBay category we've selected. It will also exclude auctions that include the words "bracket," "antenna," and "adapter."

In the DA2 help, we've published several symbols that will help you narrow your research even further.

Filtering

If there are only a few auctions that you want to exclude from your research results, just filter them out:

1. Uncheck the checkbox(es) next to the auction title(s).
2. Click the  Filter This Report button above the auctions list.



	Include	Item	Title
24	<input checked="" type="checkbox"/>	5780858951	BRAND NEW! MAGELLAN ROADMATE 300 GP
25	<input checked="" type="checkbox"/>	5782541870	BRAND NEW! MAGELLAN ROADMATE 300 GP
26	<input type="checkbox"/>	5778256529	DASH MOUNT MAGELLAN ROADMATE 700 50
27	<input type="checkbox"/>	5778256603	DASH MOUNT MAGELLAN ROADMATE 700 50
28	<input type="checkbox"/>	5780736994	DASH MOUNT MAGELLAN ROADMATE 700 50

DA2 recalculates the research statistics without the excluded auctions.

Find out Whether Your Product Will Sell and for How Much

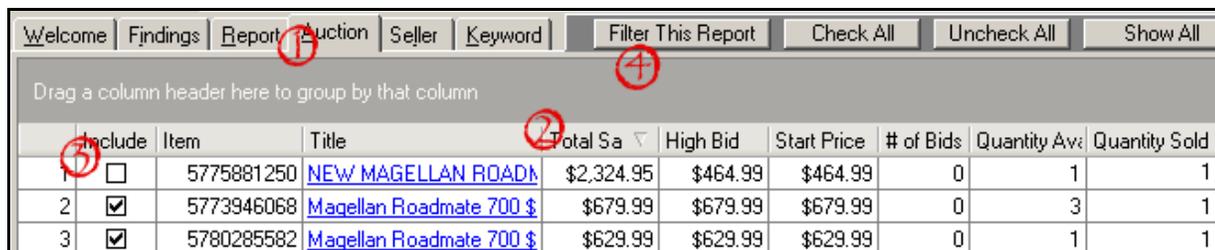
Now that you've narrowed your research to include only those auctions that match your criteria, it's time to find out whether the product is likely to sell and what the average selling price is. This step will help you decide whether you want to take the chance on auctioning the product or whether you need to search for another product to sell.

Eliminate Auctions that Will Skew the Statistics

First, let's make sure there aren't any auctions that are likely to skew the statistics:

1. Click the Auctions tab.
2. Click the Total Sales column heading to sort the table by the auction sales price.
3. Look at the auctions to see if any of the high-priced items might be over-inflated, thus skewing the statistics. For example, an auction that sells for three times the price of other auctions will make the day it sells on seem to be the best day of the week. (Remember to check the quantity of items available for the auction when deciding whether or not the price is inflated.)
4. Deselect the checkbox in the Include column that corresponds to the auction you want to eliminate.
5. Click the **Filter This Report** button.

DA2 will recalculate all of the statistics for every report, eliminating the auction you excluded.



Include	Item	Title	Total Sa	High Bid	Start Price	# of Bids	Quantity Av	Quantity Sold
<input type="checkbox"/>	5775881250	NEW MAGELLAN ROAD	\$2,324.95	\$464.99	\$464.99	0	1	1
<input checked="" type="checkbox"/>	5773946068	Magellan Roadmate 700 \$	\$679.99	\$679.99	\$679.99	0	3	1
<input checked="" type="checkbox"/>	5780285582	Magellan Roadmate 700 \$	\$629.99	\$629.99	\$629.99	0	1	1

Check Out the Executive Summary

Now comes the exciting part—the reward for all your labor. Let's find out, statistically speaking, whether your product is likely to sell and for how much.



1. Go to the Report tab.
2. Find the Executive Summary (shown below).
3. Look at the dollar amount for the Average Sales Price. This is the average amount that the auctions included in your research sold for. You want to make sure that, if this is the amount you sell your product for, you will still make a profit from it. Remember to figure in your eBay listing fees and your payment fees.
4. Look at the percentage for the Auction Success Rate. This is the percent of auctions included in your research that ended in a sale. If the percentage is fairly low, you can probably expect to list the auction more than once before it sells.

Executive Summary
 This report describes all **18 auctions** meeting the research parameters.

Total Sales for the 18 auctions is **\$4,653.01**.
10 Successful Auctions sold a total of **10 items**.
 The **Average Sales Price (ASP) per Item** is **\$465.30** (\$4,653.01 Total Sales / 10 Items Sold).

The **Auction Success Rate** is **55.56%** (10 Successful Auctions / 18 auctions).
 The **ASP per Auction** is **\$465.30** (\$4,653.01 Total Sales / 10 Successful Auctions).

There were **10 Total Sellers**, of which 5 had 1 or more sales.
 The overall **Seller Success Rate** was **50.00%**.

In the Executive Summary above (found on the Report tab), 55.56% of the auctions included in our research sold. The average selling price for those that sold was \$465.30.

Optimize Your Auction Listing

Now that you've found a product that is likely to sell and shows promise for an acceptable profit, you're ready to optimize your auction to increase its chances of selling and to boost the sales price.

Welcome	Findings	Report	Auction	Seller	Keyword	Filter This Report	Check All	Uncheck All	Show All
Research Report Index									
Auction Type			Starting Day			Regular and Dutch Duration			
Feature Analysis			Ending Day			BIN Auction Duration			
			Ending Time			Sellers			

The Report tab has several reports aimed at helping you make important decisions about what auction type has performed the best, which listing features are likely to help you, the best starting and ending day (down to the hour), and the optimal auction duration.

Reading a Report

Each of the reports on the Report tab are organized in the same way. Take a look at the Auction Type report to find out which auction type has been the most successful for the auctions included in your research:

1. Scroll down the Report tab to find the Auction Type report (or click its link at the top of the Report tab).
2. Look at the Auction Success Rate column to determine which auction type had the largest percentage of sales.
3. Look at the ASP (average sales price) per Auction column to determine which auction type had the largest average sales price.

Note: Sometimes one auction type yields the highest success rate, while another yields the highest sales price.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Auction Summary								
Total Auctions	500	100.00%	352	70.40%	100.00%	\$12.92	\$4,546.99	100.00%
Auction Type								
Regular Auctions	487	97.40%	347	71.25%	98.58%	\$12.98	\$4,503.52	99.04%
- with Buy It Now	70	14.00%	49	70.00%	13.92%	\$9.97	\$488.50	10.74%
- without Buy It Now	417	83.40%	298	71.46%	84.66%	\$13.47	\$4,015.02	88.30%
Dutch Auctions	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
BIN Auctions	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Personal Offers	11	2.20%	5	45.45%	1.42%	\$8.69	\$43.47	0.96%
Live Auctions	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Store Items	2	0.40%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%

In the table above, regular auctions without buy it now had both a higher success rate and a greater ASP (average sales price).

Be sure to read the other reports on this page to find out important information about:

- Auction listing features that might positively influence the sale of your auction.
- The best starting day.
- The best ending day.
- The best hour of the day to end your auction.
- The best auction listing duration.

Use the Tables to Sort the Data

The data on the Auctions, Sellers, and Keyword tabs are each set up in table format. The advantage of these tables is that you can sort the data in a variety of ways. Let's look at some common ways you might want to sort the data:

I want to find out...	How should I sort the data?
How did the starting price effect the ending price?	<p>To find out how the starting price effected the sales price:</p> <ol style="list-style-type: none"> 1. Go to the Auctions tab. 2. Click on the Total Sales column heading and drag it up into the gray area just above the table. 3. Click on the Start Price column heading and drag it up into the gray area just above the table.  <ol style="list-style-type: none"> 4. The table should now show just the total sales prices, listed in order. Click the + sign next to a sales price to see what the corresponding start prices were. Click the + sign next to the start price to view the auction information. 5. Look at several starting prices in

	<p>comparison to the sales prices to determine which starting price might be best for you.</p>
<p>What category yielded the best sales price?</p>	<p>To find out which category consistently yielded the best sales price:</p> <ol style="list-style-type: none"> 1. Go to the Auctions tab. 2. Click on the Category 1 column heading and drag it up into the gray area just above the table. 3. Click on the Total Sales column heading and drag it up into the gray area just above the table.  <ol style="list-style-type: none"> 4. The table should now show every category the auctions were listed in. Click the + sign next to a category to see what the corresponding sales prices were. Click the + sign next to the sales price to view the auction information. 5. Look at several categories in comparison to the sales prices to determine which category might be best for you.
<p>Will I make more money if I spend money on lots of fees?</p>	<p>To find out whether it is worth it to pay the fees, compare the total sales to one of the fees:</p> <ol style="list-style-type: none"> 1. Go to the Auctions tab. 2. Click on the Total Sales column heading and drag it up into the gray area just above the table. 3. Click on one of the Fees column headings (we've chosen Insertion Fees below) and drag it up into the gray area just above the table.  <ol style="list-style-type: none"> 4. The table should now show the selling prices, listed in order. Click the + sign next to a sales price to see what the corresponding fee amount was. Click the + sign next to the fee amount to view the auction information. 5. Look at sales amounts in comparison to the fee amounts to determine whether the fees seem to positively influence the sale.

There are many more ways that you can cross-analyze the data. DeepAnalysis will help you get as specific as you need to be.

Increase Your Auction's Chances of Getting Found

Even if you create the most wonderful auction listing, it doesn't mean buyers will find it. Here are a few pieces of data that will tell you where buyers are looking for your product:

1. First, find out which category buyers are looking in. For this, we will want to compare the categories with the sales price. Go to the Auctions tab for this information.
2. Click on the Category 1 column heading and drag it up into the gray area just above the table.
3. Click on the Total Sales column heading and drag it up into the gray area just above the table.



4. The table should now show every category the auctions were listed in. Click the + sign next to a category to see what the corresponding sales prices were. Click the + sign next to the sales price to view the auction information.
5. Look at several categories in comparison to the sales prices to determine which category might be best for you.
6. Now go to the Keywords tab. This tab shows every word included in every auction in your research. Here you'll discover which words buyers most likely used to search for auctions that match what you are selling.
7. Click the Auctions with Sales column heading. This will sort the keywords in order from the least to greatest number of auctions that sold that had the keyword in it. The higher the number of sold auctions that corresponds to a word indicates a stronger likelihood that buyers will find your listing when they are looking for products like yours.

Research Strategies

A good research strategy includes:

- Deciding what to sell,
- Learning how to study the competition, and
- Discovering ways to increase profits.

Deciding What to Sell

Even if you already sell a successful product on eBay, it's worthwhile to explore new products, because what's hot today may be luke-warm tomorrow. Keeping your ear to the ground (i.e., constantly researching) helps you identify selling trends on eBay.

To use DeepAnalysis to help you decide what to sell:

1. Click the Category List button for a list of eBay categories. Hunt the categories for sub-categories that might contain products you would be interested in selling.
2. When you find a sub-category you want, enter the category number in the eBay Category Number field (in DeepAnalysis) and click the Start button.
3. Browse through research on several sub-categories to identify new product opportunities.

Review the Report Tab

The Report tab provides an overview of the whole category. A small listing category could be a great place to get a foothold in a new market, while large categories represent an opportunity to find products in significant demand.

Review the Auctions Tab

Use the Auctions tab to find items with better-than-average selling prices. The Category 2 column suggests additional related categories for you to research.

Periodically review auctions on eBay.com through the Auctions tab. Pay special attention to examples of cross-selling and up-selling to get ideas for new items to add to your product line.

Visit eBay's Seller Central

Go to <http://pages.ebay.com/sellercentral/whatshot.html> on eBay's Seller Central. The Merchandising Calendar gives you a heads-up about what product categories they are going to spotlight throughout their site and when.

For example, if eBay plans to advertise their costume category for children, adults, and pets as October approaches, you may want to begin planning to have some Halloween costumes for pets ready for auction well in advance.

Then, there's the Hot Items link on the same page. Here, eBay reveals the items that are receiving the most attention right now. You might look into selling the same items, or look for related items that may be part of a new trend.

Studying the Competition

As you research successful auction elements, keep in mind that eBay prohibits research on an eBay seller without the eBay seller ID and password. You may still conduct statistical research on the accounts you manage, but not on others' accounts. Thus, unlike the previous version of this product, DeepAnalysis can no longer help you conduct research on a specific seller you do not have authorization to research.

So, how do you begin researching the competition? Even though the old approach of looking at a specific seller's accounts worked well enough, consider changing your perspective and taking a new approach.

The Old Approach

The old approach was to find successful sellers, and then analyze the elements of their auctions, and mimic those.

This approach would naturally increase your sales, but it has a fundamental flaw; even the most successful seller may not be using all the most effective auction elements (start day, reserve price, BIN, etc). The seller just uses a combination that sets them ahead of the pack. Modeling the successful seller does not allow you to be more successful than that seller. It only allows you to compete neck-and-neck—not pull ahead of the competition.

The New Approach

With the current version of this software, you can still conduct research on keywords and categories. That research can include auctions from any seller on eBay. So, how can you use this information to get ahead of the game?

Study the auctions and use the existing reports of the possible auction options to determine which auctions are the most successful. Then, mimic the successful auctions as a whole.

This approach is more reliable, since you will be modeling only the successful auctions. If you take all the components that make auctions successful and use them yourself, instead of being just as good as the best seller, your auctions will have every attribute of success.

Discovering Ways to Increase Profits

DeepAnalysis presents the data you request in many charts, tables, and graphs to help you analyze the statistics. However, you have to ask for the right information, know how to analyze the data, and develop skills that will help you draw conclusions about your data analysis. Your research conclusions should then lead to profitable courses of action.

Keep in mind also that sometimes your analysis might lead to more than one course of action that is statistically likely to increase your profits. When this is the case, try out each course of action to discover which method works best for you.

What auction types are the most successful?

To discover which auction type will most likely give you the best chances of success:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Click on the Report tab.



3. On the Report tab, go to the Auction Type report and graph.
4. On the Auction Type report, look at the percentage in the Auction Success Rate column. This is the percentage of auctions of each type that sold.
5. Also look at the dollar amount in the ASP (average sales price) column. This is the average dollar amount that each type of auction sold for.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Auction Summary								
Total Auctions	500	100.00%	352	70.40%	100.00%	\$12.92	\$4,546.99	100.00%
Auction Type								
Regular Auctions	487	97.40%	347	71.25%	98.58%	\$12.98	\$4,503.52	99.04%
- with Buy It Now	70	14.00%	49	70.00%	13.92%	\$9.97	\$488.50	10.74%
- without Buy It Now	417	83.40%	298	71.46%	84.66%	\$13.47	\$4,015.02	88.30%
Dutch Auctions	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
BIN Auctions	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Personal Offers	11	2.20%	5	45.45%	1.42%	\$8.69	\$43.47	0.96%
Live Auctions	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Store Items	2	0.40%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%

Use the Auction Success Rate and the ASP columns to help you decide which auction type yielded the highest success for the auctions included in your research.

Which brand name is the most successful?

Brand names are a large success factor on eBay. To find out which brand names will yield the best success rate and the best ASP (average sales price), try adding different brand names to the Keywords field in the research panel.

For example, if you wanted to know whether boys Old Navy or Gap clothing sells more often or yields a higher ASP, enter "Old Navy" in the Keyword field, enter the Boys Clothing category number in the Category field, and click Start. Then, compare results by opening

another instance of DA2 and entering "Gap" in the Keyword field instead of "Old Navy." You can leave both DA2 windows open simultaneously to compare the results more efficiently.

Research Tip: You could use this same technique to discover other offerings that achieve greater success. For example, you could enter the keywords "New," "NWT," "NWOT," and etc. to determine whether or not the market wants new products, products with or without tags, or used products.

Should I use a reserve price?

To decide whether or not to use a reserve price:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Visit the Report tab.



3. On the Report tab, scroll down to find the Feature Analysis report.
4. The Feature Analysis report contains statistics about the auctions included in your research that had a reserve price. Here, look at the percentage in the Auction Success Rate column. This is the percentage of auctions with a reserve price that sold.
5. Also look at the dollar amount in the ASP (average sales price) column. This is the average dollar amount that the auctions with a reserve sold for.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Feature Analysis								
Reserve Price	51	12.88%	23	45.10%	16.79%	\$364.18	\$8,376.23	19.27%
Featured	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Gallery Featured	1	0.25%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Gallery Picture	318	80.30%	115	36.16%	83.94%	\$327.91	\$37,709.32	86.75%
Bold	49	12.37%	17	34.69%	12.41%	\$385.05	\$6,545.88	15.06%
Highlight	10	2.53%	1	10.00%	0.73%	\$675.00	\$675.00	1.55%
Gift	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%

Use the Auction Success Rate and the ASP columns to help you decide whether a reserve price helped or hindered the success of the auctions included in your research.

Note: You can also use the information on this report to analyze the success of extra listing features, such as gallery featured, bold, and highlight.

What's the best starting price?

To find the best starting price for your product:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Go to the Auctions tab.



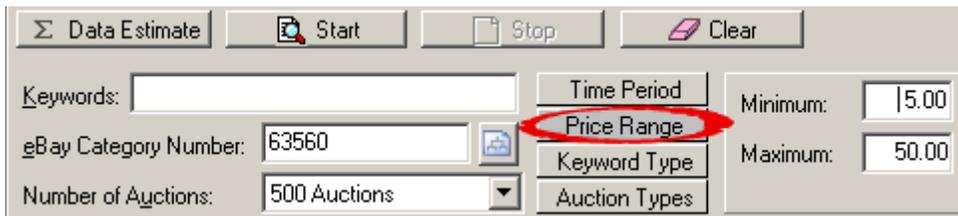
3. Click on the Total Sales column heading and drag it up into the gray area just above the table.
4. Click on the Start Price column heading and drag it up into the gray area just above the table.



5. The table should now show just the total sales prices, listed in order. Click the + sign next to a sales price to see what the corresponding start prices were. Click the + sign next to the start price to view the auction information.
6. Look at several starting prices in comparison to the sales prices to determine which starting price might be best for you.

What can I learn by searching by price range?

When researching a specific product using the eBay research option, don't overlook the Minimum Price and Maximum Price search fields. These fields will help narrow your research, as well as uncover general listing tips you may otherwise overlook.



Let's take an example of the Boys Clothing category with the keyword Gap, and limit our research to auctions that had a minimum price of \$25.00. When we visit the Executive Summary on the Reports tab, we discover that auctions in this price range sell better than at lower price ranges. As we continue to increase the price, we discover that the success rates are even higher. When we click on individual auction titles on the Auctions tab to find out why: the higher-priced listings include larger lots of clothing. Thus, we can conclude that larger lots of clothing are more likely to sell.

What is the best day to open my auction?

Depending on the eBay category and product, some initial listing days will bring greater success than others. To determine the best day to list your product:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Go to the Reports tab and find the Starting Day report.



3. On the Starting Day report, look at the percentage in the Auction Success Rate column. This is the percentage of auctions of that sold for each day of the week.
4. Also look at the dollar amount in the ASP (average sales price) column. This is the average dollar amount the auctions sold for each day of the week.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Starting Day								
Sunday	38	18.72%	35	92.11%	18.62%	\$71.82	\$2,513.68	21.76%
Monday	20	9.85%	16	80.00%	8.51%	\$52.78	\$844.52	7.31%
Tuesday	51	25.12%	48	94.12%	25.53%	\$62.85	\$3,016.69	26.12%
Wednesday	32	15.76%	30	93.75%	15.96%	\$51.81	\$1,554.41	13.46%
Thursday	19	9.36%	17	89.47%	9.04%	\$59.18	\$1,006.12	8.71%
Friday	19	9.36%	18	94.74%	9.57%	\$44.57	\$802.20	6.94%
Saturday	24	11.82%	24	100.00%	12.77%	\$75.56	\$1,813.50	15.70%

Use the Auction Success Rate and the ASP columns to help you decide which starting day yielded the highest success for the auctions included in your research.

What is the best day to close my auction?

Depending on the eBay category and product, some auction closing days will bring greater success than others. To determine the best day to close your auction:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Go to the Reports tab and find the Ending Day report.



3. On the Ending Day report, look at the percentage in the Auction Success Rate column. This is the percentage of auctions of that sold for each day of the week.
4. Also look at the dollar amount in the ASP (average sales price) column. This is the average dollar amount the auctions sold for each day of the week.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Ending Day								
Sunday	50	24.63%	46	92.00%	24.47%	\$61.50	\$2,828.78	24.49%
Monday	24	11.82%	21	87.50%	11.17%	\$60.25	\$1,265.32	10.95%
Tuesday	39	19.21%	38	97.44%	20.21%	\$71.29	\$2,708.85	23.45%
Wednesday	31	15.27%	30	96.77%	15.96%	\$52.76	\$1,582.67	13.70%
Thursday	19	9.36%	17	89.47%	9.04%	\$81.60	\$1,387.12	12.01%
Friday	14	6.90%	11	78.57%	5.85%	\$37.38	\$411.22	3.56%
Saturday	26	12.81%	25	96.15%	13.30%	\$54.69	\$1,367.16	11.84%

Use the Auction Success Rate and the ASP columns to help you decide which ending day yielded the highest success for the auctions included in your research.

What's the best time of day to close my auction?

Depending on the eBay category and product, some auction closing times will bring greater success than others. To pinpoint peak bidding times:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Go to the Reports tab and find the Ending Time report.

- On the Ending Time report, look at the percentage in the Auction Success Rate column. This is the percentage of auctions of that sold for each hour of the day.
Note: The time is based on Pacific Time, where eBay is headquartered.
- Also look at the dollar amount in the ASP (average sales price) column. This is the average dollar amount the auctions sold for each hour of the day.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Ending Time								
00:00 - 00:59	1	0.49%	1	100.00%	0.53%	\$36.00	\$36.00	0.31%
01:00 - 01:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
02:00 - 02:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
03:00 - 03:59	1	0.49%	1	100.00%	0.53%	\$45.00	\$45.00	0.39%
04:00 - 04:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
05:00 - 05:59	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
06:00 - 06:59	3	1.48%	3	100.00%	1.60%	\$57.08	\$171.25	1.48%
07:00 - 07:59	4	1.97%	3	75.00%	1.60%	\$39.71	\$119.12	1.03%
08:00 - 08:59	7	3.45%	4	57.14%	2.13%	\$44.40	\$177.59	1.54%
09:00 - 09:59	8	3.94%	8	100.00%	4.26%	\$52.63	\$421.06	3.65%
10:00 - 10:59	17	8.37%	16	94.12%	8.51%	\$85.67	\$1,370.68	11.87%
11:00 - 11:59	10	4.93%	8	80.00%	4.26%	\$38.81	\$310.51	2.69%
12:00 - 12:59	8	3.94%	6	75.00%	3.19%	\$35.90	\$215.41	1.86%
13:00 - 13:59	13	6.40%	13	100.00%	6.91%	\$69.82	\$907.60	7.86%
14:00 - 14:59	15	7.39%	15	100.00%	7.98%	\$60.99	\$914.90	7.92%
15:00 - 15:59	16	7.88%	16	100.00%	8.51%	\$44.62	\$713.89	6.18%
16:00 - 16:59	16	7.88%	16	100.00%	8.51%	\$55.86	\$893.78	7.74%
17:00 - 17:59	16	7.88%	16	100.00%	8.51%	\$70.58	\$1,129.29	9.78%
18:00 - 18:59	20	9.85%	18	90.00%	9.57%	\$81.12	\$1,460.24	12.64%
19:00 - 19:59	15	7.39%	13	86.67%	6.91%	\$61.19	\$795.52	6.89%
20:00 - 20:59	16	7.88%	16	100.00%	8.51%	\$61.48	\$983.75	8.52%
21:00 - 21:59	12	5.91%	11	91.67%	5.85%	\$52.09	\$573.03	4.96%
22:00 - 22:59	3	1.48%	2	66.67%	1.06%	\$101.50	\$203.00	1.76%
23:00 - 23:59	2	0.99%	2	100.00%	1.06%	\$54.75	\$109.50	0.95%

Use the Auction Success Rate and the ASP columns to help you decide which hour of the day yielded the highest success for the auctions included in your research.

What is the best listing duration for my product?

Listing duration (length of time) also influences an auction's success. Sometimes, the longer an auction runs, the better its chances of selling and the higher the amount it sells for. However, this is not always true.

To determine the best duration for your auction listing:

- Conduct research for your specific product, narrowing the results to match your own desired auction offering.
- Go to the Reports tab and find the Auction Duration report.

3. On the Auction Duration report, look at the percentage in the Auction Success Rate column. This is the percentage of auctions sold for each duration type.
4. Also look at the dollar amount in the ASP (average sales price) column. This is the average selling price for auctions in each duration type.

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Reg. & Dutch Auction Duration								
1 day	1	0.49%	1	100.00%	0.53%	\$25.00	\$25.00	0.22%
3 days	12	5.91%	12	100.00%	6.38%	\$43.20	\$518.35	4.49%
5 days	43	21.18%	38	88.37%	20.21%	\$52.45	\$1,993.05	17.25%
7 days	127	62.56%	123	96.85%	65.43%	\$63.87	\$7,855.63	68.01%
10 days	7	3.45%	7	100.00%	3.72%	\$99.87	\$699.11	6.05%
Other	6	2.96%	5	83.33%	2.66%	\$45.99	\$229.97	1.99%

Use the Auction Success Rate and the ASP columns to help you decide which auction duration yielded the highest success for the auctions included in your research.

Which categories should I list my auction in?

To find out which category consistently yielded the best sales price:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Go to the Auctions tab.



3. Click on the Category 1 column heading and drag it up into the gray area just above the table.
4. Click on the Total Sales column heading and drag it up into the gray area just above the table.



5. The table should now show every category the auctions were listed in. Click the + sign next to a category to see what the corresponding sales prices were. Click the + sign next to the sales price to view the auction information.
6. Look at several categories in comparison to the sales prices to determine which category might be best for you.

What words should I use in my title?

To boost your auction's chances of being viewed by more eBay shoppers, you need to know which words shoppers are using to find the product you are selling. Part of increasing your visibility to shoppers is knowing the best words to include in your auction title.

The Keywords tab includes statistics about every word included in each auction title in your research. To discover which keywords were the most successful:

1. Conduct research for your specific product, narrowing the results to match your own desired auction offering.
2. Now go to the Keywords tab. This tab shows every word included in every auction in your research. Here you'll discover which words buyers most likely used to search for auctions that match what you are selling.



3. Click the Auctions with Sales column heading. This will sort the keywords in order from the least to greatest number of auctions that sold that had the keyword in it. The higher the number of sold auctions that corresponds to a word indicates a stronger likelihood that buyers will find your listing when they are looking for products like yours.
4. Of the words that have been included in the largest number of auctions that sold, take a look at the ASP (average sales price) column.

Welcome Findings Report Auction Seller Keyword Filter This Report Check All Uncheck All 9										
Drag a column header here to group by that column										
	Keyword	# of Auctions	% of Total Auctions	Auctions w/Sold	% of Total Auctions	% of Total ASP/Item	ASP/Auction	Total Sales		
1	BOOKCASE	290	73.23 %	97	33.45 %	70.80 %	\$364.50	\$364.50	\$35,356.79	
2	OAK	130	32.83 %	49	37.69 %	35.77 %	\$295.75	\$295.75	\$14,491.95	
3	ANTIQUE	65	16.41 %	33	50.77 %	24.09 %	\$312.38	\$312.38	\$10,308.44	
4	GLOBE	62	15.66 %	32	51.61 %	23.36 %	\$239.24	\$239.24	\$7,655.56	
5	WERNICKE	59	14.90 %	32	54.24 %	23.36 %	\$239.24	\$239.24	\$7,655.56	
6	BARRISTER	65	16.41 %	31	47.69 %	22.63 %	\$272.44	\$272.44	\$8,445.76	
7	STACKING	40	10.10 %	20	50.00 %	14.60 %	\$162.55	\$162.55	\$3,251.01	
8	MAHOGANY	49	12.37 %	18	36.73 %	13.14 %	\$275.13	\$275.13	\$4,952.29	

Include words in your listing title that have shown the best success rate and a higher average sales price.

What presentation methods are successful for the product I am selling?

Once you have found auctions on the Auctions tab that are the most successful, and you have determined that the auctions make a similar offer to yours, click on auction titles to visit the auctions.

Study the listings to discover the color schemes, layouts, and pictures they used. Good questions to ask are:

- What color text did the auctions utilize?
- What information was bolded?
- What background colors were used?
- How was the text arranged on the page?
- What is the general "feeling" of the page?
- How many pictures did the listing include?

Mimic these elements in your own listings to boost your success.

Description of DeepAnalysis Fields and Features

Research Panel

The Research Panel, located at the top of the screen, just below the main menu, lets you conduct three types of research: eBay.com research, eBay.com Category research, and seller research.

Data Estimate Button—Estimates how many records your requested research will return.

Start Button—Initiates research.

Stop Button—Stops the search engine from researching.

Clear Button—Clears the research fields.

eBay Auction Button—Opens a research panel that lets you research all of eBay.com.

eBay Seller Button—Opens a research panel that lets you conduct research on a specific seller. According to eBay policy, you must have the seller's eBay ID and password.

eBay Category Button—Opens a research panel that lets you conduct research on a category level. This is good for doing initial research to find which product types are selling well or to reveal products related to your product that are selling well.

Keywords Search Text Box—When you enter words here, you are telling the search engine to find only those auctions that include these words in the titles. You can either enter simple keyword search terms here (with no symbols in front of the words) or you can conduct an advanced keyword search (with symbols in front of the words). See the *Keyword Type Button* description, below.

eBay Category Number Text Box—The category number you want to limit your search to.

Number of Auctions List Box—The number of auctions you want to study. For example, when you select "500," the search engine will find the first 500 auctions that match your search criteria. The higher the number of auctions you request, the longer it will take to return your results.

Time Period Button—Opens fields to the right that let you limit your research to a specific time period.

Price Range Button—Opens fields to the right that let you limit the price range for the auctions you want to study.

Keyword Type Button—Opens fields to the right that let you decide whether you want to conduct Simple Keyword Research (i.e., not to use special symbols in the Keywords field) or Advanced Keyword Research (i.e., to use the special research symbols in the keywords field).

AuctionTypes Button—Opens fields to the right that let you decide which auction types you want to include in the auction research results.

Findings Tab

Gives general indications about the auction elements that performed best for the auctions included in your research.

Caution: The indicators on the Findings tab are meant to give you a general direction to verify your research, not to pinpoint absolute success.

What's Hot Table—Indicates which keywords performed the best. The Maximize ASP section tells which keywords are likely to maximize your auction results according to sales price. The Maximize ASR section tells which keywords are likely to maximize your auction results according to sales rate.

Success Factors Tables—Indicates which auction elements are likely to positively (+) effect your auctions success according to sales price (ASP) or success rate (ASR).

Report Tab

The Report tab provides several reports to help you discover statistics about how the auctions in your research performed as a group.

Executive Summary—Provides a summary of the performance of the auctions in your research. Important figures to look at are the Average Sales Price Per Item and the Auction Success Rate (the percentage of auctions that sold).

Auction Type Report—Gives statistics about the success of different types of auctions.

Features Analysis Report—Gives statistics about the success of different listing features.

Starting Day Report—Tells which days of the week were the most successful (or the least successful) to start on.

Ending Day Report—Tells which days of the week were the most successful (or the least successful) to end on.

Ending Time Report—Tells which hours of the day were the most successful (or the least successful) to end on.

Duration Report—Gives statistics about the success of different listing durations.

Sellers Report—Gives general success statistics for the top 10 sellers who listed auctions included in your research.

Number of Auctions—The number of auctions matching the criteria. For example, on the Auction Type report, the Number of Auctions figure next to the Regular Auctions indicates how many regular auctions there were.

% of Total Auctions—The percent of the total auctions that match the criteria.

Auctions with a Sale—The number of auctions that match the criteria that ended in a sale.

Auction Success Rate—The percentage of auctions that matched the criteria that ended in a sale.

% of Total Auctions w/ Sale—The percentage of all the auctions included in the research (not just those matching the criteria of the report) that ended in a sale.

ASP per Auction—The average sales price per auction that matched the criteria.

\$ Sales—The dollar amount of auctions sold that matched the criteria.

% of \$ Sales—The percentage of the total sales that auctions matching the criteria represent.

Auctions Tab

This tab helps you analyze the details of the auctions included in the research.

Filter This Report Button—When you click this button, the statistics will be recalculated to exclude auctions that you have unselected in the “Include” column.

Check All Button—Click this button to select all the auctions for inclusion in the statistics calculations. Every box in the “Include” column will be checked (selected).

Uncheck All Button—Click this button to unselect all the auctions for inclusion in the statistics calculations. Every box in the “Include” column will be unchecked (unselected).

Show All Button—Click this button to show all the auctions that match the search criteria, whether the “Include” box is checked or not.

Show Included Button—Click this button to show only the auctions for which the “Include” box is checked.

Include Checkbox—When this box is selected, the auction’s statistics are calculated as part of the general research statistics. When it is unselected, the auction’s statistics are excluded from the general research statistics.

Grouping Auctions— You can sort, organize, and group the auctions returned in a search by the various column headings. Grouping the auctions will allow you to see how many people are using the feature that you have grouped by.

Title—The title of the auction. Use this information to help gather successful keywords to use in your own auction titles.

Research Tip: Click on the title link to see the listing as it appeared on eBay.

Total Sales-- Tells the total sales price for the auction. This means that if an auction sold 10 items for 3.00 each, the total sales price will be \$30.00.

High Bid—Tells the total sales price for the auction. This means that if an auction sold 10 items for 3.00 each, the total sales price will be \$30.00.

Start Price—Gives the start price for the auction listing. Use this information in coordination with the Top 10 and Bids fields to help determine successful starting prices for your own auctions.

of Bids—Tells the number of bids the auction listing received. Use this information to help determine the success of an auction.

Quantity Available—Gives the number of items included in a Dutch or multiple item Buy It Now auction.

Research Tip: Use this information in combination with the Total Sales and Quantity Sold columns to find out how much a seller sold each item for.

Quantity Sold—Tells the number of items sold in a Dutch or multiple item Buy It Now auction.

Research Tip: Use this information in combination with the Total Sales and Quantity Available columns to find out how much a seller sold each item for.

Reserve Met—Tells whether the reserve price was met. If the auction had a reserve, a Y (for yes) or N (for no) will display in this field. If there was no reserve price for an auction listing, this field will be blank.

Auction Type—Tells the auction type, such as Regular, Dutch, BIN (buy it now), Personal Offer, Live (real-time auctions taking place in an actual auction house), Store, or Real Estate Ad.

Insertion Fee—Shows the dollar amount of the initial eBay insertion fee for the auction listing. Use this information to help determine auction listing costs and to help in calculating projected profits.

Upgrade Fees—Shows the dollar amount of upgrade fees for the listing (such as a bolded listing, pictures in the gallery, etc.). Use this information to help determine auction listing costs and to help in calculating projected profits.

Final Value Fee—Shows the dollar amount of the auction closing fee, based on the final value of the auction, after the auction has sold. Use this information to help determine auction listing costs and to help in calculating projected profits.

End Date-- The day/month/year the auction ended. Look at this information in relationship to successful auctions to determine the optimal listing close date.

End Time—The time of day the auction ended.

Duration—How long the auction was listed on eBay. Look at this information in relationship to successful auctions to determine the optimal listing duration.

End Day—The day of the week the auction ended. Look at this information in relationship

to successful auctions to determine the optimal day to end an auction.

Category1—Shows the primary sub-category the auction was listed in. Use this information to discover categories that are likely to produce sales for listings that match your search criteria.

Research Tip: Sort the auctions by category and study the auctions listed in the category to determine if they are successful. Do many auctions in a category also belong to Top Ten sellers? Are the items in the auctions belonging to the Top Ten sellers similar to the item you are offering? If so, this may be a great category for you to list your auction in.

Category2—Shows the secondary sub-category the auction was listed in. Use this information to discover other categories that are likely to produce sales.

Top 10 by Sales—Indicates with a "Y" whether the seller of the auction is one of the top ten by the dollar amount of sales.

Research Tip: Because the top ten represents the total auctions for a seller, studying auctions belonging to sellers in this group can help you determine more elements of successful auction listings. This is particularly true if the seller also belongs to the Top Ten by Auctions group.

Top 10 by Start Price—Indicates with a "Y" whether the seller of the auction is one of the top ten by starting price.

Top 10 by # Auctions—Indicates with a "Y" whether the seller of the auction is one of the top ten by number of auctions listed.

Research Tip: If a seller belongs to this top ten and one of the other top tens, studying auctions belonging to this seller can help you determine more elements of successful auction listings.

Note: This field does not indicate that the seller has sold the auctions, only that the seller has listed them.

Top 10 by Auctions w/ Sale—Indicates with a "Y" whether the seller of the auction is one of the top ten by number of auctions ending in a sale.

Research Tip: Because the top ten represents the total auctions for a seller, studying auctions belonging to sellers in this group can help you determine more elements of successful auction listings. This is particularly true if the seller also belongs to the Top Ten by Auctions group.

Sellers Tab

This tab provides details about each seller included in the research results. For information about how to draw meaningful conclusions based on the data on this tab, see "[Deciding What to Sell](#)" and "[Discovering Ways to Increase Profits](#)."

Sellers—An encrypted value that represents the seller. This value complies with eBay's

policy to protect the identity of the seller.

of Auctions—The seller's number of auctions included in the research.

% of Total Auctions—The seller's percentage of the total auctions included in the research.

Auctions w/ Sale—The seller's number of auctions included in the research that closed in a sale.

Auction Success Rate—The seller's percentage of successful auctions.

% of Total Auctions w/ Sale—The seller's percentage of auctions that sold successfully.

ASP/Item—The seller's average sale price per item included in the research.

Note: Some auctions include more than one item.

ASP/Auction—The seller's average sales price per auction.

Total Sales—The total dollar sales amount the seller has made for the auctions included in the research.

% of Total Sales—The seller's percentage of the total sales included in the research.

High Bid—For the seller, the sum of the dollar amounts of the highest bids the auctions included in the research received.

Start Price—The sum of the seller's start prices for the auctions included in the research.

of Bids—The number of bids placed for the auction.

Avg # of Bids—For the seller, the average number of bids the auctions included in the research received.

of Items Offered—The number of items included in the research the seller offered.

of Items Sold—The number of items included in the research the seller sold.

% of Items Sold—The percentage of auctions included in the research the seller has sold.

Keyword Tab

This tab provides details about each Keyword used in the auction titles found in the research results. This tab is especially helpful in determining which words will boost your average sales or increase your average revenue.

Keyword—The keyword is taken from the words used in the titles of the auctions.

of Auctions—The number of auctions that include the keyword in the title.

% of Total Auctions—The percentage of the total auctions that include the keyword in

the title.

Auctions w/ Sale—The number of auctions with sales that include the keyword in the title.

Auction Success Rate—The percentage of successful auctions with the keyword in the title.

% of Total Auctions w/ Sale—The percentage of auctions with the keyword in the title that sold successfully.

ASP/Item—The average sale price per item included in the research.

Note: Some auctions include more than one item.

ASP/Auction—The average sales price per auction with the keyword in the title.

Total Sales—The total dollar sales amount for the auctions included in the research.

% of Total Sales—The percentage of the total sales included in the research.

High Bid-- The sum of the dollar amounts of the highest bids the auctions included in the research received.

Start Price—The sum of the start prices for the auctions included in the research.

of Bids—The number of bids placed for the auction.

Avg # of Bids—The average number of bids the auctions included in the research received.

of Items Offered—The number of items included in the auction the seller offered.

of Items Sold—The number of items included in the auction the seller sold.

% of Items Sold—The percentage of items sold included in the research.