Vendio Reviser – Strategy Guide

Last updated: 01/18/06.

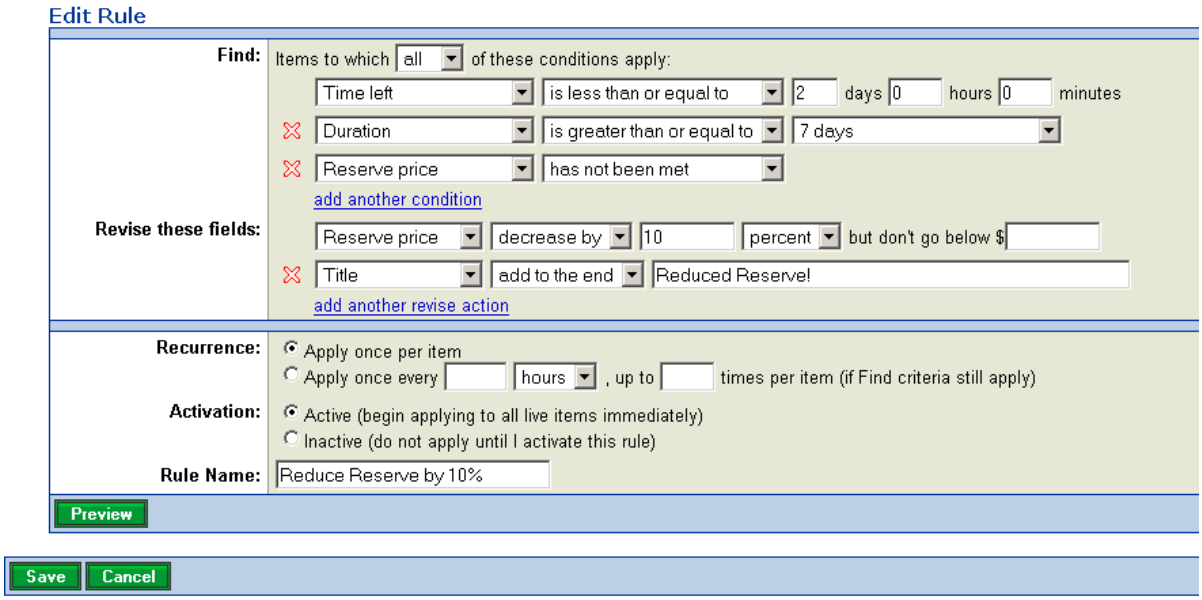
This strategy guide will help you set up an initial set of Auto-Revise rules so you can begin revising your active listings automatically based on revisions that are most commonly used.

Auto-Revise Strategies

Although there are hundreds of auto-revise strategies possible, we recommend setting up a few like the ones below. Note that each of the rules explained below may not match your exact selling strategies and may need to be set up differently.

Reduce the reserve price and modify the subtitle to increase item visibility

Vendio Reviser gives you the ability to reduce the starting price, reserve price, and Buy it Now prices for items that are close to ending or have no bids. You can leverage the title or the subtitle to capture buyer's attention and inform them of last minute price reductions. To set up this type of rule, refer to the illustration and explanation below:

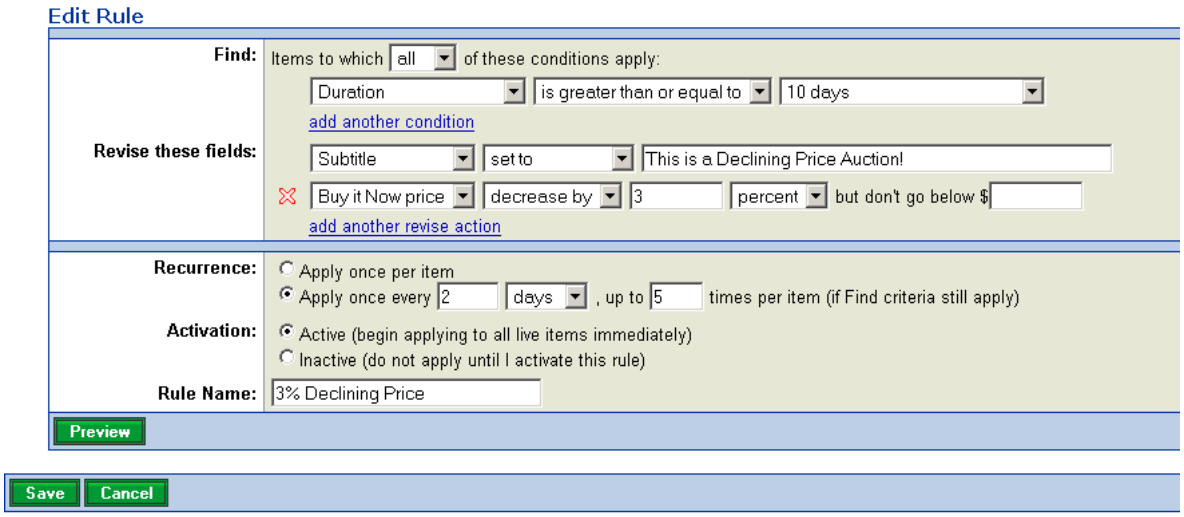


By selecting 'all' from the first dropdown menu in the illustration above, the items must meet all revision conditions in order for the revision action to take place. The revision conditions in this example mean that Auto-Revise will:

- Find items that have less than or equal two days remaining until they close.
- Find items where the duration is greater than or equal to 7 days.
- Find items where the reserve price has not been met.

Once all of the revise conditions are met for any live item, Auto-Revise will decrease the reserve price of 7 and 10-day items where the reserve has not been met by 10%, and add "Reduced Reserve!" to the end of each title (for titles where there are enough characters to do so).

Create declining price auctions that engage buyers waiting for the next price reduction
To keep buyers coming back to your listings, you can continuously decrease the Buy it Now price of your items by throughout their duration. This type of strategy also allows you to start your items at a higher Buy it Now price and take advantage of any sales that are made above your average selling price. To set up this type of rule, refer to the illustration and explanation below:

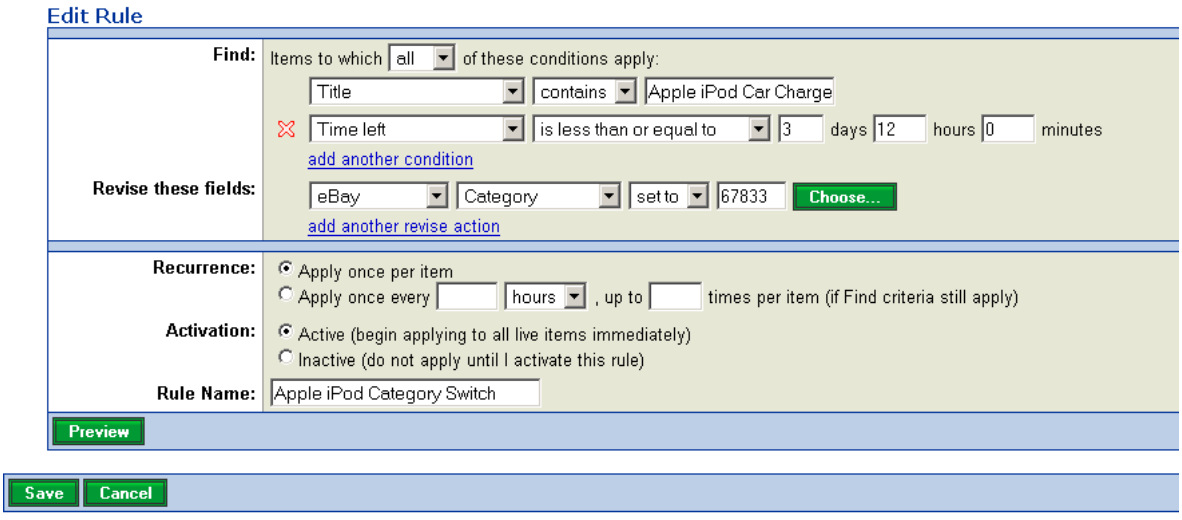


The revision condition in the illustration above means that Auto-Revise will:

- Find items that are a 10-day auction.

Once Auto-Revise finds items that are a 10-day auction, it will set the Subtitle to “This is a Declining Price Auction!” and decrease the Buy it Now price by 3% every 2 days until the item ends or is sold.

Switch the item’s category half way through the auction to increase item visibility
To maximize the visibility of your items, you can change the category your item appears in before it ends. To set up this type of rule, refer to the illustration and explanation below:

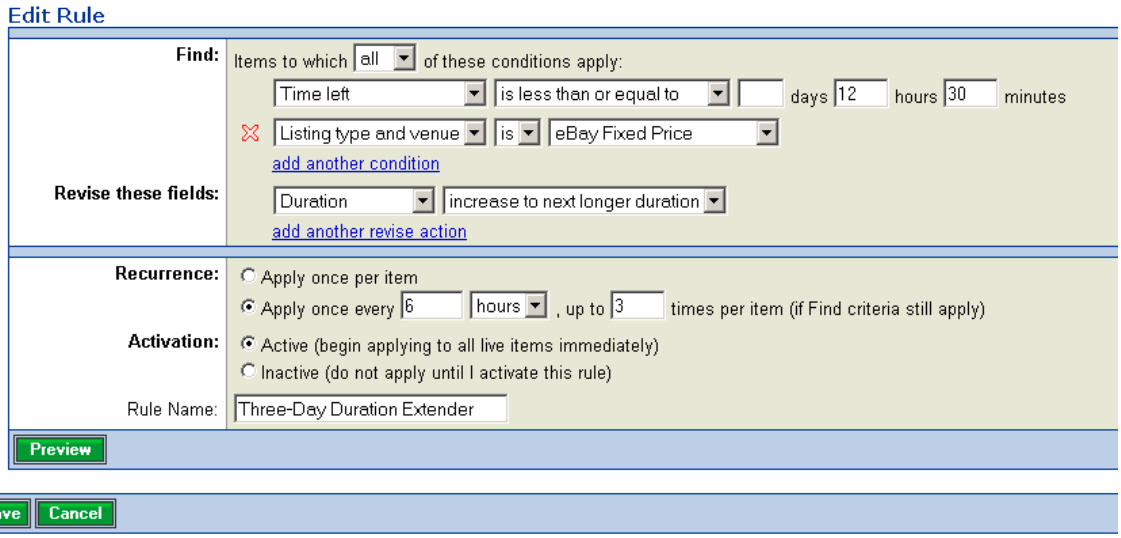


By selecting 'all' from the first dropdown menu in the illustration above, the items must meet both revision conditions in order for the revision action to take place. The revision conditions in this example mean that Auto-Revise will:

- Find items where the word "Apple iPod Car Charger" in the title.
- Find items that have less than 3 days and 12 hours left before they end.

Once both of the revise conditions are met for any live item, Auto-Revise will switch the category to (Consumer Electronics > MP3 Players & Accessories > MP3 Players > Apple iPod). Note that this strategy is ideal for 7-day auctions, since the category is switched half way through their durations.

Extend your durations so fixed price items appear nearer the top of eBay searches
Auto-Revise gives you the ability to keep all your fixed price items nearer the top of the sort order in eBay search results. This is accomplished by extending the duration of three-day fixed price items that are close to ending - first to a 5-day auction, then to a 7-day auction, and then to a 10-day auction. This effectively keeps your fixed price items nearer the top of eBay search results where more buyers can see them – all done automatically without you having to make manual revisions one-by-one at eBay. To set up this type of rule, refer to the illustration and explanation below:



By selecting 'all' from the first dropdown menu in the illustration above, the items must meet all revision conditions in order for the revision action to take place. The revision conditions in this example mean that Auto-Revise will:

- Find items that have less than or equal to 12 hours and 30 minutes of time left.
- Find fixed price items.

Once Auto-Revise finds fixed price items with less than 12 hours and 30 minutes remaining, it will increase them to the next longest duration. Note that we set a limit to how many times the revise action can be made per item (up to 3 times), as well as the amount of time that must pass before the revision can occur again (once every 6 hours). This means for three-day fixed price items, Auto-Revise will increase the duration for items up to 3 times, first to a 5-day auction, then to a 7-day auction, and then to a 10-day auction.

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