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I. Launching Items

Once you have defined inventory items, launching them to various sites as live listings can be done manually or through the use of auto-launch profiles. Launching items manually or automatically will decrement the “Quantity Available” and increment the “Quantity on Market” appropriately for the items, to help keep track of round-trip inventory. You should also take advantage of your Vendio Store as an economical venue for keeping items on perpetual display.

A. Using Your Vendio Store as a Perpetual Sales Display

If you have a Vendio Stores subscription, you can generate sales even BEFORE you launch your items to eBay. Without a Vendio Store, think of inventory items not launched to eBay as “sitting in your warehouse, and not visible to buyers”. With a Vendio Store, you can make all of your inventory items visible to buyers by selecting the appropriate Vendio Store category when you create your inventory item. This will make each inventory item available in your Vendio Store, 24 hours a day, 7 days a week. Vendio Stores have no listing fees and only a 1% final value fee and gives your items easy exposure on Froogle and other shopping sites.

Note that there is an approximately 1 hour lag between when changes are made to your inventory item definitions and when they are reflected in the Vendio Store display. For example, if you create or edit an inventory item and assign it to your Vendio Store, it may take up to an hour to be visible in your Vendio Store.

B. Manually Launching Items to Create Listings

You can manually launch items from the main inventory page at any time. Note that items launched manually will NOT be limited by any marketplace quantity limits that may exist in any Auto-Launch Profiles you may have attached to the item. For example, if you have an auto-launch profile that specifies a maximum quantity on market of 3, you can still manually launch a 4th listing. You may manually launch as many items as you wish. However, if the number of items of a specific listing format (eBay auction, eBay fixed-price, etc.), **including those launched manually**, exceeds any limits in the Auto-

Launch Profile, the Auto-Launches for that format will not proceed until the number of listings of that format again falls below the desired quantity on market limit.

Users should initially launch items either with Auto-Launch Profiles or Manually to ensure consistent application of marketplace limits when using Auto-Launch Profiles. More experienced users will quickly appreciate the ability to set limits generally, but manually override them in certain circumstances. Note also that Fixed-Price and Auctions are each considered an independent listing format, so the limits are independent as well. If you are launching listings of both formats for the same item, you should limit each to ½ the marketplace limit, if any such limit exists.

- Select the checkbox(s) of the item(s) you want to launch from the inventory view.
- Click 'Launch'.
- From the appearing dropdown menu, specify the items you want to launch (choose the items you have selected, or all the inventory items in your folder).
- Make sure you also specify the type of listing you want to create from each inventory item (eBay Auction, eBay Fixed Price, eBay Motors Auction, eBay Motors Fixed Price, or eBay Motors Stores).
- Click 'Launch'.
- On the Items to Launch page, set your Qty. Per Listing (1 for standard listings, >1 for multiple-quantity fixed-price or dutch auction listings).
- Set the Number of Listings you want to launch (each of which will become a separate listing).
- Optionally, set the Launch Interval to spread out each separate listing across time.
- Enter the Launch Date and Time for each item (or you can click "Set Interval" to spread out all your listings on this page across time).
- Optionally, preview to see how each item will look, and click 'Launch'.
- You can review the items you have scheduled to launch at any time by selecting Listings > Pending Listings in the left navigation bar. Pending listings created manually are marked as "Manual."

C. Automating Inventory Launches with Launch Profiles

Using auto-launch profiles, you no longer have to schedule launches for each item manually – simply set your desired launch schedule and assign your profile to a set of items, and Vendio will automatically launch the appropriate quantity of items at the exact times you've specified. A single profile can be used on multiple items to save you time. Any edits to the profile will affect pending launches for all items that have this profile attached. For instance, if you want to re-enable launches for a profile that expired, all you have to do is to edit the profile and adjust its end date. Or, if you want to change the launch schedules of all the items that use the profile, just edit the profile and enter the new listing strategy and schedule.

To create auto-launch profiles, click on Manage Profiles in the left navigation bar. On the Manage Profiles: Auto-Launch Profiles page, click 'New' to create a profile, or select the checkbox of an existing profile and click 'Copy & Edit'.

Once inside the Auto-Launch Profile page, you'll be able to:

1. Determine the Time-Period when Your Profile is Valid

Specify the exact date and time that your launch profile will begin, and the exact date and time it will end using the following date and time formats:

Date	Time
Apr 1, 2005	5:01 AM
Apr 01, 2005	05:01 pm
April 01, 2005	12:52 PM
Apr 1, 05	12:01 PM
04/01/2005	1 am
04/01/05	0101 am
4/1/05	12 pm
1645	

For example, you may specify that your launch profile should be valid from November 1st to December 18th, which would be an ideal profile to assign to holiday merchandise that you want to liquidate before the new year. When the profile becomes valid on November 1st, Vendio will launch the appropriate quantity of items at the times you've specified. When your profile expires on December 18th, no new launches of your items will occur. Note that if you do not explicitly set the time period for your profile, it will begin immediately and continue indefinitely.

Note that active auto-launch profiles affect the automatic renewal of images. If some inventory items use an active auto-launch profile, this will cause the images attached to those items be automatically renewed even if the item cannot launch. This prevents items from being launched without working images. However, if you don't set an end time for the profile, this may cause the images to be automatically renewed indefinitely for the items that use the profile, even if the items are not actively launching (due to availability constraints or other conditions).

2. Choose between Three Different Auto-Launch Strategies

You can choose between three different launch strategies to control when your items begin and end, as well as the quantity you have available on the market at any given time.

Fixed Schedule

The Fixed Schedule strategy will always adhere to your launch schedule, regardless of how many items are on the market. (i.e. items are launched according to your launch schedule until you sell out of your available quantity. If an item closes before the next scheduled launch, a new item will not launch until the next scheduled time. When your available quantity is exhausted, no new items will launch). If you launch an item manually, it will have no effect on the launch schedule – items will still launch according to your schedule. This strategy is ideal if you have a large supply of items that you want

to sell when you know demand is going to be strong (for example, Sopranos merchandise offered after weekly Sopranos television episodes).

Pros:

- You can control exactly when your listings start and end (if they are auctions).

Cons:

- If your items sell before the next scheduled launch, new items will not launch immediately (the auto-launcher will wait until the next scheduled launch).
- If your items do not sell, new listings will launch at the next scheduled time regardless (you may end up with more items on the market than you want).

Schedule-Quantity

The Schedule-Quantity strategy will always adhere to your launch schedule until you reach your desired maximum quantity on market. (i.e. items are launched according to your launch schedule, but only up to a certain quantity. If an item closes before the next scheduled launch, a new item will not launch until the next schedule time. However, once the auto-launcher has reached the maximum number of items you want on the market, it will not launch another item at the next scheduled time until the quantity on market has dropped below your maximum. When your available quantity is exhausted, no new items will launch). If you launch an item manually, it will have an effect on launch schedule unless you have exceeded your maximum quantity on the market, in which no items will launch according to your schedule until the quantity on market drops below your maximum. This strategy is ideal if you have a limited supply of items and want to make them available when you know demand is going to be strong.

Pros

- You can control exactly when your listings start and end (if they are auctions), while making sure that you never have more items on the market than you want.

Cons

- If your items sell before the next scheduled launch, new listings will not launch immediately (the auto-launcher will wait until the next scheduled launch).

Fixed Quantity

The Fixed Quantity strategy will always keep your specified quantity of items on the market at all times (i.e. items are launched according to your launch schedule until your fixed 'on market' quantity is reached. If an item closes early, another item will launch immediately to keep the fixed 'on market' quantity maintained. When your available quantity is exhausted, no new items will launch). If you launch an item manually, it will have an effect on the launch schedule – items will not launch again until the fixed 'on market' quantity is re-established. This strategy is ideal if you want to keep a set number of items on the market at all times (similar to how a supermarket keeps shelves fully stocked).

Pros

- You can control exactly how many items you have on the market at any time.

Cons

- If an item sells, for example, via a buy-it-now, a new listing will launch immediately. This gives you no control over when items launch, which can be an issue if you want last-minute bidding at peak times on your auctions.

3. Specify your Quantities

Depending on which strategy you select, you can specify the quantity of item you want to offer per listing and, for the schedule-quantity and fixed-quantity strategies, the total number of listings you want on a market at any one time. Note that the total number of listings on a market is computed as a total between both manual- and automatic launches. Therefore, manual launches of an item will affect the automatic launcher. For example, if you manually launch 4 listings of an item, and its associated auto-launch profile is defined with “quantity on market” set to 3, the auto-launch profile will not trigger any new launches until two of the manually-launched listings close.

4. Schedule Your Launches

To optimize the times at which your items reach the market, you can schedule your listings up to the exact day and time using the following formats:

5:01 AM
05:01 pm
12:52 am
12:01 PM
1 am
0101 am
12 pm
1645
0900

For each day that you schedule a listing, you can also specify a by-minute schedule to launch subsequent listings. This will help you ensure that your listings don't all end at the same time, giving buyers a second chance to purchase an item from you.

Use the # of listings field to specify the number of subsequent listings you want launched after the initial launch. Then use the Interval (min) field to specify the stagger, or gap until your subsequent item is launched.

Note that you can schedule automatic launches to go through the night. For example, you can schedule 10 launches every hour starting at 11:00 PM on Mondays, and these will continue through until Tuesdays at 8:00 AM. However, overnight launches that pass into the next day may not overlap with launches scheduled for the next day. So, in the example above, any launches scheduled for Tuesdays must start after 8:01 AM.

5. Set Auto-Adjustment Strategies for Launched Items

Auto-Adjustment strategies allow you to maximize sales by raising prices, reserves, and bins/store/fixed prices for launched items that have sold, and by lowering prices, reserves, and bins/store/fixed prices for re-listed items that have failed to sell. These automatic adjustments allow you to respond to changing market conditions automatically, without having to analyze your closed items and make these calculations and adjustments manually after each sale or close.

To enable Auto-Adjustments, select the 'Enable auto-Adjustments settings' checkbox. This will reflect your chosen strategies across all future items that use this profile.

Your price adjustments can be defined by a dollar amount, or by a percentage over the previous amount. To keep within limits determined by you, you can set how high or how low you want these price-adjustments to go.

A few notes about Auto-adjustments:

- For multiple-quantity or "dutch" auctions, the adjustments are done as follows:
 - If the quantity sold is equal to the quantity in the listing, increase prices.
 - If the quantity sold is 0, decrease prices.
 - If any quantity sells between 0 and the total quantity in the listing, then do not adjust prices.
- For multiple-quantity fixed-price listings, the adjustments are done exactly as stated above:
 - If the quantity sold is equal to the quantity in the listing, increase prices.
 - If the quantity sold is 0, decrease prices.
 - If any quantity sells between 0 and the total quantity in the listing, then do not adjust prices.
 - Any adjustments made are done only when the item closes, not for each transaction, thereby preventing multiple price adjustments for the item.
- All auto-adjustments are triggered by both manual and automatic events. For example, when a listing closes with a sale, it will trigger price increases for the next automatic launch, even if the listing was manually launched.

Save any changes to your profile by clicking 'Save' at the bottom of the page.

You can attach Auto-Launch Profiles when creating or editing items in the Bulk Editor or by using Find and Replace on the main inventory page. You can review the listings scheduled using Auto-Launch Profiles at any time by selecting Listings > Pending Listings in the left navigation bar. Pending listings created by Auto-Launch Profiles are marked as "Auto."