



# AUDIENCE BUYING GUIDE

Reach the audiences you want, at the scale you need.



# THE EBAY DIFFERENCE



## SCALE

With more than **8.7 million** Australian, monthly users, eBay provides you unparalleled scale.<sup>1</sup>

## ACCURACY

Through eBay's universal login, we can link users' shopping behavior to real humans without relying solely on cookies.

## CROSS-DEVICE TARGETING

Our direct relationship with our users naturally crosses devices, making eBay one of the only ad-targeting platforms that can provide deterministic cross-device marketing solutions **today**.

## FIRST-PARTY COMMERCE DATA

Our first-party data is based on the behavior of our users who make more than **250 million** product searches per day globally; we know a lot about shopping!<sup>1</sup>

## FRESHNESS

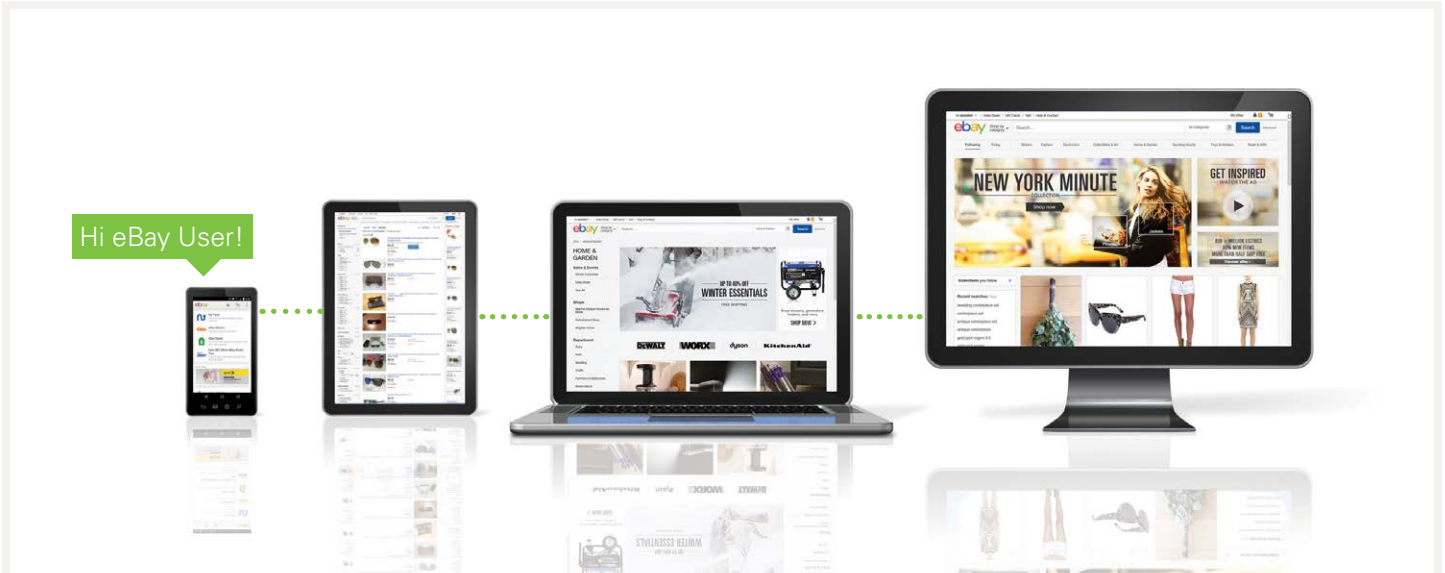
We process our first-party data in real time, helping you reach the right audience at the right time.

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Source: eBay First-Party Data, Q1 2015



# STAY WITH YOUR IDEAL AUDIENCE ACROSS DEVICES



eBay's single, universal login allows us to target and track across all devices using our first-party data.

## OUR AUDIENCES DELIVER ON ALL MARKETING OBJECTIVES



# INSIDE THIS DOCUMENT

## AUDIENCE TARGETING GUIDE FOR EBAY AUSTRALIA

### Profile

Demographic  
Geotribes  
Household  
Geographic  
Technographic  
Buyers  
Sellers

### Behavioral

Category targeting  
(In-Market Shoppers)  
Last searched, viewed  
or bid item

### Audience Segments

Choose from our popular segments built from our 1st party profile and behavioral data

### eBay Originals

We can help build a unique persona, 100% tailored to your brand

### Audience Matching

Using CRM data-matching technologies, we can identify past customers to re-engage or exclude



# PROFILE TARGETING

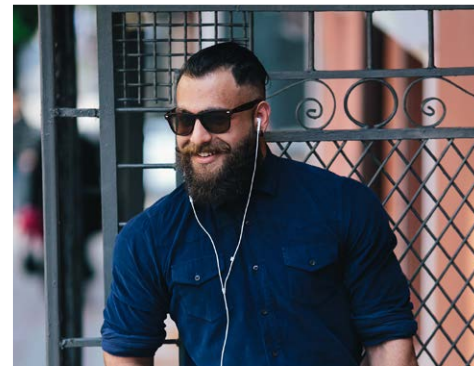
This is the DNA that makes up our audiences — and we've got first-hand access to user insights like no one else. eBay's first-party data enables us to understand our users on a deeper level. These building blocks are made up of Demographic, Geographic, Household and Technographic data. Each unique strand of a user's DNA contributes to building (and reaching) your ideal audience.





# PROFILE TARGETING

DEMOGRAPHIC	HOUSEHOLD	TECHNOGRAPHIC	GEOGRAPHIC
<b>GENDER</b> Male Female	<b>INCOME LEVEL</b> Bottom Tier Mid Tier Top Tier	<b>LAPTOP OWNERS</b>  <b>TABLET OWNERS</b>  <b>TELECOM CARRIER</b>	<b>DESKTOP LOCATION</b> Postcode Urban Suburban Rural
<b>AGE</b> 18–24 25–34 35–44 45–54 55–64 65+	<b>MARITAL STATUS</b> Married Not Married	<b>SMARTPHONE OWNERS</b> Android iPhone Other Phone	
<b>GEOTRIBES*</b> Achievers Boomers Crusaders Debt Stars Fortunats Grey Power Independents Preppies Rockafellas Slender Meanz Struggleville Suburban Splendour Survivors True Blues Twixters	<b>HOME OWNERSHIP</b> Homeowners New Movers Renters	<b>CELL PHONE OWNERS</b>	
	<b>PET OWNERS</b>		
	<b>PARENTAL STATUS</b> Dads Mums		



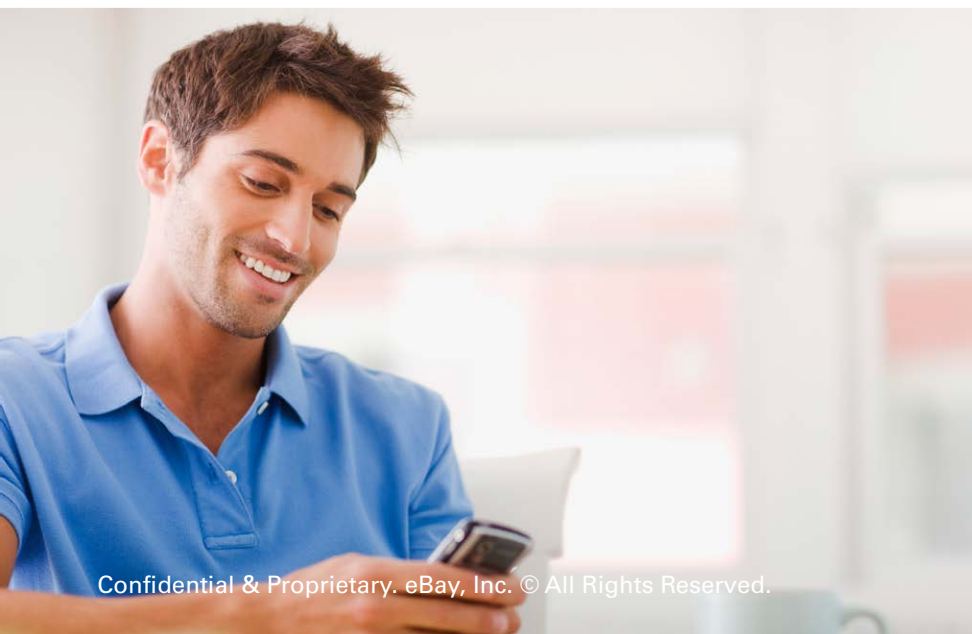
\*eBay Advertising uses geoTribes, an online geo-demographic targeting tool available to Australian marketers. Ask your eBay advertising rep for more information on these segments.

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# BEHAVIORAL TARGETING

Our first-party data is underpinned by the behavior of our users who make more than 250 million product searches per day - that's a lot of shopping! This 1st party data enables us to understand our users shopping intent on a deeper level.

Looking for tech-enthusiasts or fitness fanatics? Our data can help build the audiences that you need using past and present shopping behaviour.



# BEHAVIORAL TARGETING

## EBAY CAN OFFER THIS IN THREE WAYS

- CATEGORY BASED TARGETING
- ITEM SEARCHED, VIEWED OR BID
- SHOPPER ACTIVITY & SPEND LEVELS

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### CATEGORIES\*

- |                               |                     |                             |
|-------------------------------|---------------------|-----------------------------|
| Alcohol & Food                | Dolls & Bears       | Pottery & Glass             |
| Antiques                      | Electronics         | Services                    |
| Art                           | Gift Cards          | Sporting Goods              |
| Baby                          | Health & Garden     | Stamps                      |
| Books & Magazines             | Home Appliances     | Tickets & Travel            |
| Business                      | Home Entertainment  | Toys & Hobbies              |
| Cameras                       | Home & Garden       | Vehicle Parts & Accessories |
| Cars, Bikes & Boats           | Industrial          | Video Games & Consoles      |
| Clothing, Shoes & Accessories | Jewellery & Watches |                             |
| Coins                         | Movies              |                             |
| Collectables                  | Music               |                             |
| Computers                     | Musical Instruments |                             |
| Crafts                        | Phones              |                             |

### ITEM SEARCHED, VIEWED OR BID

- |               |                |
|---------------|----------------|
| Automotive    | Smartphones    |
| Baby Products | Technology     |
| Fashion       | Sporting Goods |
| Groceries     | Trade Products |
| Home & Garden |                |

### SHOPPER ACTIVITY

- Item In Basket
- Watching Item
- Buyer Spend Levels

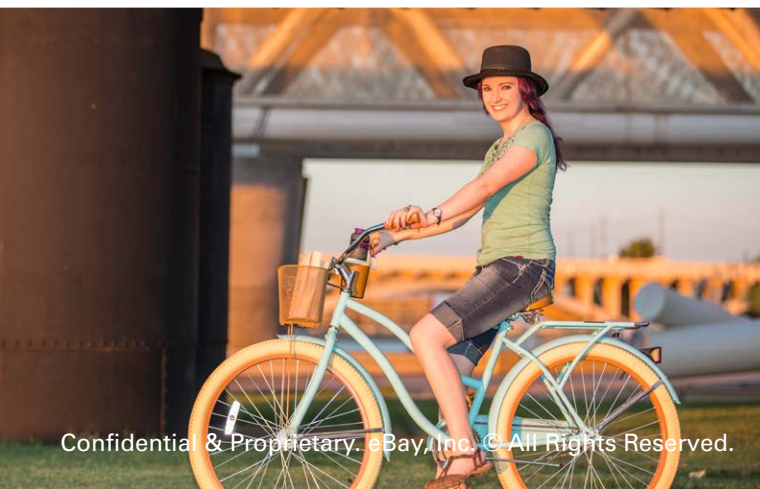
\*We have hundreds of sub-categories available. [Click here to view the full list](#)





# AUDIENCE SEGMENTS

Using a combination of profile and behavioral data, we have curated fifteen popular audience segments which are designed to help advertisers connect with their ideal audience. If you don't see your ideal audience, we can build you an eBay original.



# AUDIENCE SEGMENTS

## PERSONA

## DESCRIPTION

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Mums

Whether an expecting mum preparing the nest or buying toys to entertain a nine year old, mums look to eBay for the products their family need.



Dads

Lego, check. Bed time stories, check. Paddling pool, check! These dads love spending time with the kids and helping out around the house.



Sport Enthusiasts

Whether it's NRL, netball, or golf, these sporty individuals are constantly on the lookout for ways to play the games they love as a way to stay fit and meet new people.



Fitness Fanatics

Burning calories and building muscle are a way of life for these exercise gurus. Feel the burn!

Outdoor Adventurers

Whether cycling, boating, or camping, these active individuals can't contain their love for the great outdoors.

# AUDIENCE SEGMENTS

## PERSONA

## DESCRIPTION

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### Gamers

This audience plays a variety of games depending on their mood. They turn to eBay first when they're looking for new games, controllers, or consoles.



### Tech Enthusiasts

"Tech" is a second language for these gadget gurus. They practically live online, whether it's playing the latest role-playing game, comparing tablet models, or browsing eBay for the best deals from Australia's leading brands.



### Home Improvers

Bring on the next home-improvement project. This hands-on audience is always in the midst of planning or executing small and large weekend projects.



### Fashion & Beauty Shoppers

They're always up on the latest trends and are willing to spend what it takes to look their best.

### Luxury Shoppers

From investors to the big spenders, these shoppers seek quality and premium brands. Only the best will do.



# AUDIENCE SEGMENTS

## PERSONA

## DESCRIPTION

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Petrol Heads

Connect with this group of mechanically inclined 18-34 year-old guys, perfectly capable under the hood.



Auto Intenders

Whether they need more space for the new arrival, more power behind the ute or looking for something greener. eBay is a top destination for Auto intenders.

## BUSINESSES

Entrepreneurs

Besides looking to eBay for business products, it also offers Entrepreneurs a low cost ecommerce platform with scale.



Small Businesses

These small business owners turn to eBay for products and services that can help their business grow efficiently.



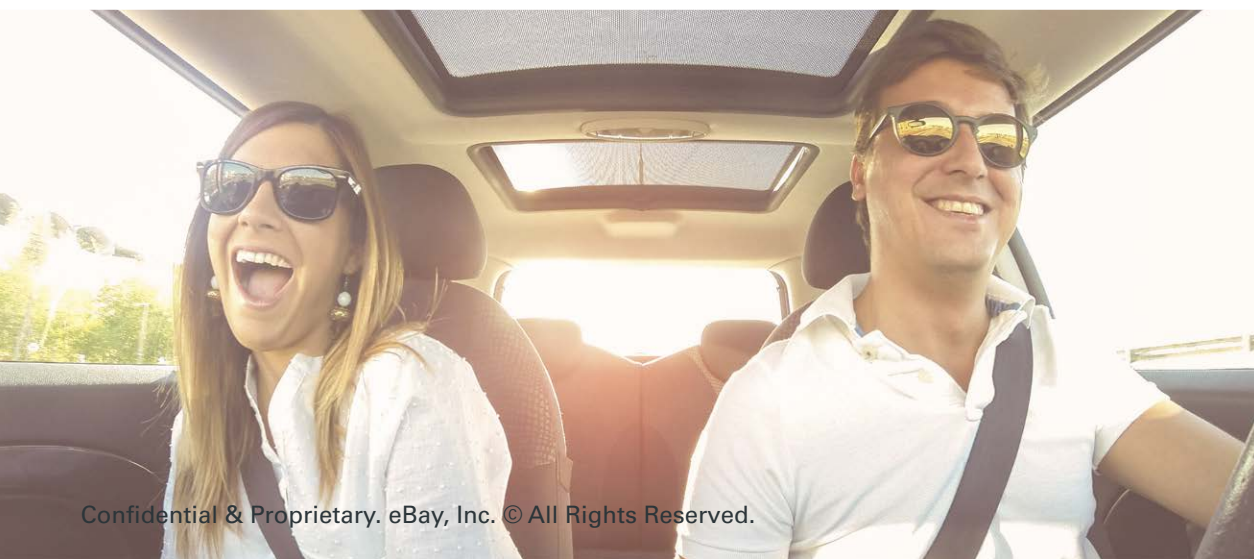
Merchants

These multichannel operations tend to have warehouses or physical stores and come to eBay for customer acquisition.



# EBAY ORIGINALS

We understand that our collection of audience segments may not fit every advertiser's unique needs. That's why we will customise and tailor a segment based on your needs and our first-party data.







# EBAY AUDIENCE MATCHING

By matching your CRM data with our first-party user profiles, we can identify your past customers for campaign inclusion and reactivation or exclusion. Our approach to data matching uses a neutral, third-party provider to help ensure the anonymity of both data sets.





# YOUR IDEAL AUDIENCE IS WAITING— START REACHING THEM TODAY

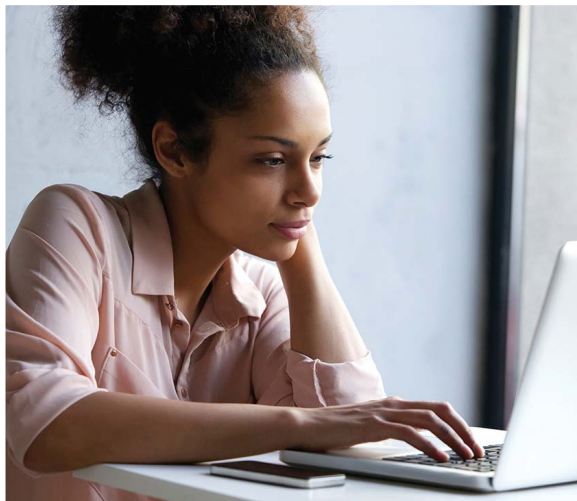
Because of eBay's massive first-party data and single, universal login, we can target and track the shopping and buying behavior of real people across devices. This allows us to stay with your ideal audience throughout the shopping journey.

We reach these eBay shoppers using high-impact placements, native experiences, content integration, custom solutions across desktop and mobile, as well as offering a breadth of programmatic buying solutions.

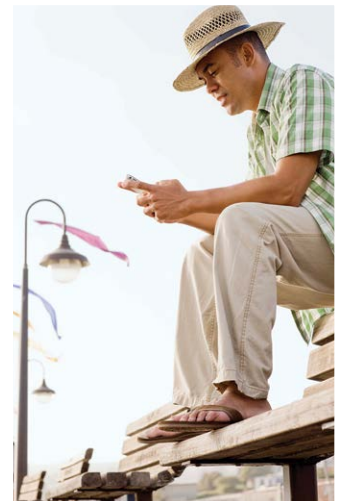
## DESKTOP DIRECT



## PROGRAMMATIC BUYING




## MOBILE




# LET'S GET STARTED

We leverage all of these products to help you reach your audience at scale in our premium, commerce environment.

## Contact us today.

 0499 150 140 Mitch Gross

 [ebayau@triadretail.com](mailto:ebayau@triadretail.com)

 Level 7, 1 York Street  
Sydney, NSW 2000



*Triad Retail Media is the authorised online media supplier for eBay*

# A WORD ON PRIVACY: FOR EBAY, USER TRUST COMES FIRST

eBay Advertising is dedicated to helping our advertising partners reach their ideal audience at scale and across devices. As a division of eBay Inc., we have exclusive access to eBay's unique search, browse, and purchase data for more than 157 million global users. Our integrated advertising solutions leverage this invaluable consumer data and proprietary targeting technology on behalf of our advertising partners. Access to eBay's first-party data is only available through a media buy. We do not sell our data to third parties for their marketing purposes.

At eBay, we value user trust first and foremost as it relates to our collection, use, and disclosure through the commitments we make in our Global Privacy Standards and Privacy Policies. We know this trust is perishable and must be continuously protected and maintained. All targeting capabilities outlined in this document and executed by our team are compliant with the scope of consent outlined in our privacy policy. Additionally, our users have control through our AdChoice program.