

How it Works:

eBay Plus Seller Express Postage Contribution

ebayplus



Why enable the eBay Plus badge?

Listings with an eBay Plus badge:

- See up to a +17% item view uplift.***
- Access eBay's most engaged buyers.

The Value of the eBay Plus Badge

An eBay Plus badge on your listings helps you stand out on eBay by letting buyers know you deliver a great shopping experience. We'll also recognise and reward you with extra benefits.

Which listings are eligible?

All fixed-price listings with an item price of \$2.50 or above are now eligible, provided they meet the other eBay Plus criteria.

See the full list of requirements here →

Why is an Express Postage option part of the criteria?

Buyers' expectations are changing. In fact, Australian shoppers are 45% more likely to purchase if they know the item will arrive in 2-3 days*. We recently updated our eBay Plus criteria to be in line with evolving retail standards to ensure we remain Australia's number one online shopping destination and continue bringing buyers to you.

*PayPal mCommerce Index Trends Report, 2017



For buyers

eBay Plus members in metro areas will be automatically upgraded to free express delivery on your eBay Plus listings.



For you

To support you in providing this top level of service, eBay will fund up to \$4 of the express postage upgrade cost on these orders.

How does the express shipping subsidy work?

As part of the program's value proposition for eBay Plus items, metro buyers are upgraded to express shipping for free. This aligns with market expectations for this type of membership program and helps drive extra velocity for your listings.

Therefore, to earn the eBay Plus badge on your listings you need to offer free standard shipping and a reasonably priced express postage option to metro areas. To help you provide this great experience for buyers, we'll give you money back to help cover the cost of upgrading from free standard to express postage to metro buyers.

- **For your eBay Plus items with an item price of \$15 and above:**
There is no change to the amount you receive today. We'll continue to give you up to \$4 back for the cost of sending your parcels with express postage.
- **For your eBay Plus items with an item price between \$2.50 and \$15:**
We'll give you \$2.50 back for every eBay Plus transaction sent with express postage. See below for how we determined this amount and postage options you can use for these items.

What postage options can I use on lower-weight items with express postage?

New Sendle 250g parcel

We understand that you may be using an untracked letter to post your items today. However the untracked letter service isn't a tracked or express service, both of which are required to earn the Plus badge.



eBay have partnered with Sendle to provide sellers with an affordable tracked express option. Sendle is launching a fully tracked, 250g express product[^] on the eBay Labels platform with pricing from \$4.28 in the same city^{^^} and \$5.28 for different cities.

Who is eligible for this service?

- To be eligible for this pick-up only service, the pick-up address must be located in an eligible postcode in Sydney, Melbourne, Adelaide and Brisbane.
- This service can only be used for orders with 10 or more labels within the same booking/manifest.

If you don't meet this criteria, you may still be eligible for Sendle business rates, which start at \$5.55 for an express service on the eBay Labels platform with no minimum order quantity. We'll continue to explore postage options for sellers on the platform, so you have more options for sending your eBay orders that work for your business.

With the eBay Plus express shipping subsidy, for your items under \$15, we will pay you \$2.50 to cover the upgrade from the current standard Australia Post letter you are using to Sendle's express 250g service. This means you shouldn't be incurring any additional cost.

As an added benefit, when you purchase labels on the eBay Labels platform, tracking is uploaded automatically.

Australia Post tracked letter

You also have the option of using an Australia Post tracked letter, for which you will also be required to purchase a 'Priority' sticker to make this service express and meet the criteria.

However please note, for this service you will still be required to manually enter the tracking number on eBay.



How is the \$4 Calculated?

The \$4 is based on the upgrade cost from standard to express postage. For example, looking at Australia Post's band 2 MyPost rates, the cost to upgrade from standard to express on a small parcel being sent to a 'different city' zone (from a metro or regional location) is \$2.64 (from \$7.88 for standard to \$10.52 for express). The cost to upgrade on a large parcel is \$3.52 (from \$13.51 for standard to \$17.03 for express). For many sellers, this contribution will cover the cost to upgrade to express postage.

How Does the Express Contribution Work?

When an eBay Plus buyer in a metro location purchases one of your eBay Plus-badged listings, the order will come through with the item price plus up to \$4 for express postage from eBay (instead of the postage price indicated on the listing). For example, if your item sells for \$27.50, with eBay's \$4 express postage contribution, you'll receive a total of \$31.50.

You'll only pay the difference between the express postage cost charged on the listing and eBay's contribution (if there is a difference) when an express postage order comes through for your eBay Plus listing.

The Cost of Express Postage

\$15 is the maximum express postage price you can set on your listings to qualify for the eBay Plus badge. However, we recommend you only charge buyers the upgrade cost from standard postage to express postage since you're already covering the cost of standard postage. In the examples above, the upgrade cost is fully covered by the contribution from eBay.

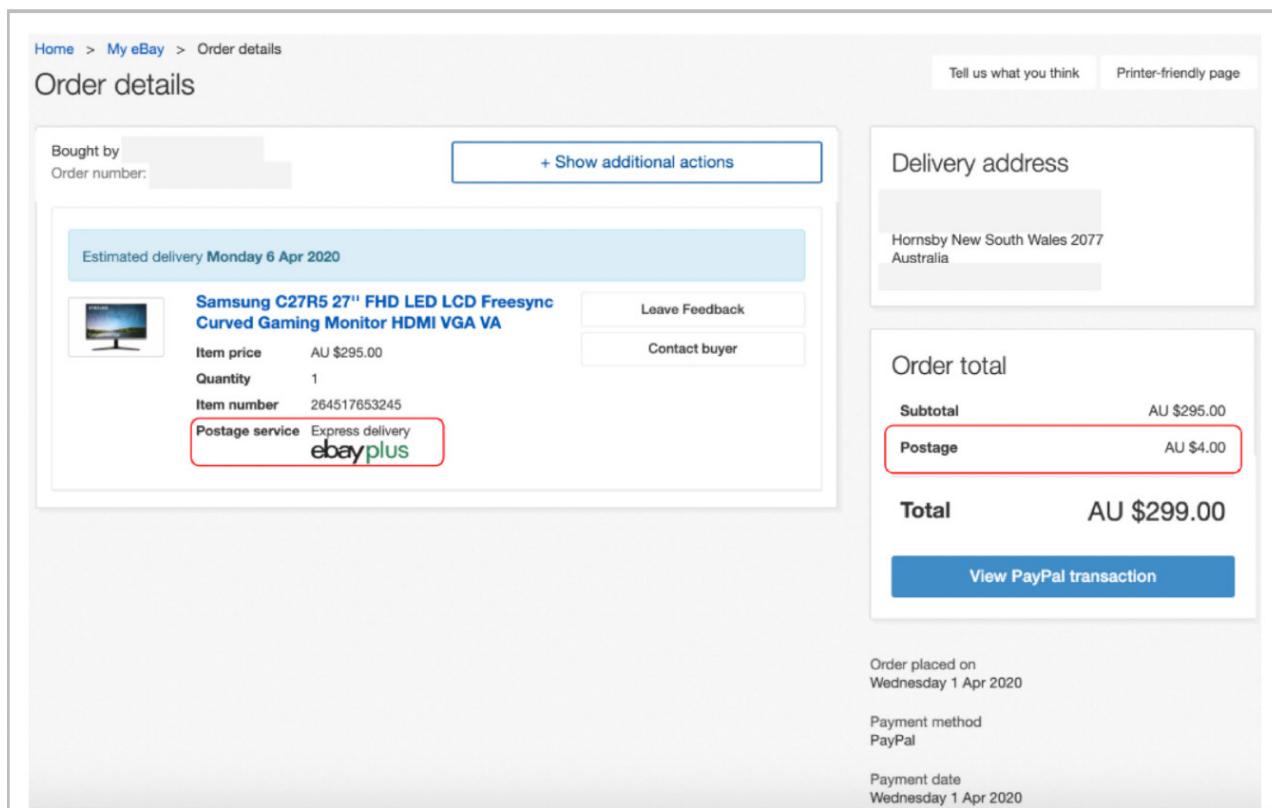
There may be scenarios where your upgrade cost is higher than \$4. In this case, you will be required to cover the difference between the contribution you receive from eBay and the express postage upgrade cost. Although you may incur a cost for your postage, you get rewarded for being a part of the program with extra exposure through exclusive promotions, extra seller protections and access to eBay's most engaged buyers. Remember that the eBay Plus program is run at a listing level, so you can choose not to include certain listings by simply not meeting all of the criteria.

How are Final Value Fees calculated?

Final Value Fees (FVF) will be calculated on the cost of the item and the postage cost paid to the seller. So, if we use the example above, the FVF will be calculated on the total \$31.50.

Where will I see the express postage contribution?

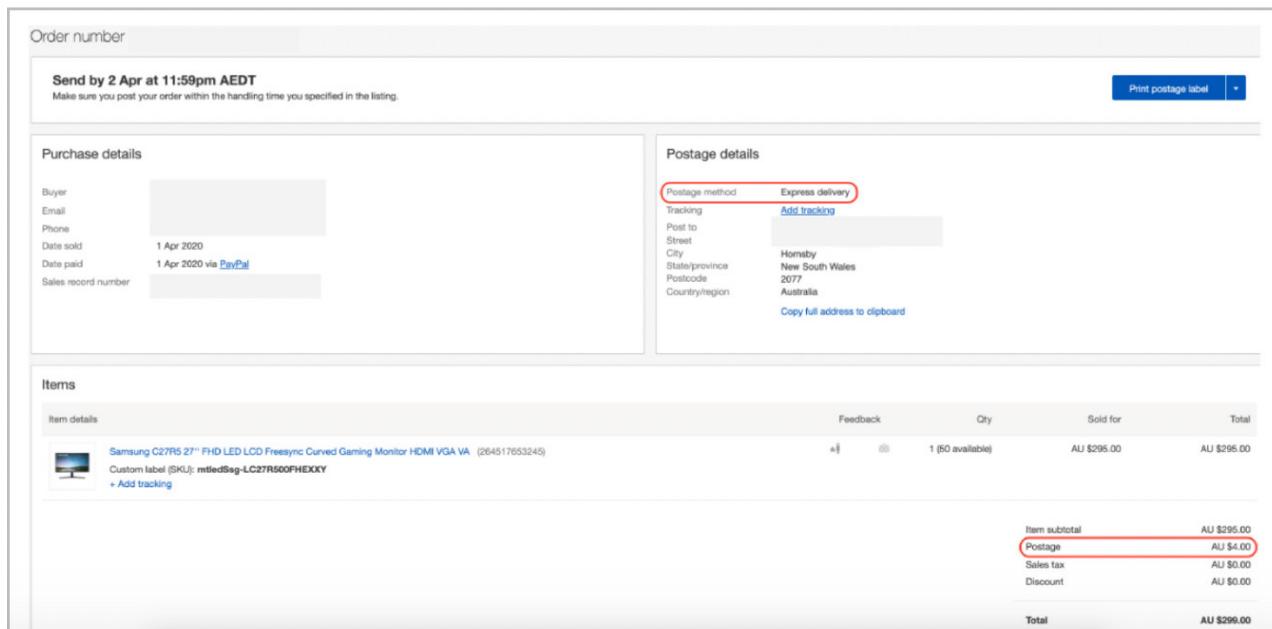
My eBay > Order Details



The screenshot shows the eBay Order Details page for a recent purchase. The item is a Samsung C27R5 27" FHD LED LCD Freesync Curved Gaming Monitor. The postage service used is eBay Plus Express delivery. The total order amount is AU \$299.00, with AU \$295.00 for the item and AU \$4.00 for postage.

Subtotal	AU \$295.00
Postage	AU \$4.00
Total	AU \$299.00

My eBay > Sales Record



The screenshot shows the eBay Sales Record page for a recent sale. The item sold was a Samsung C27R5 27" FHD LED LCD Freesync Curved Gaming Monitor. The postage method used was Express delivery. The total sales amount was AU \$299.00, with AU \$295.00 for the item and AU \$4.00 for postage.

Item subtotal	AU \$295.00
Postage	AU \$4.00
Sales tax	AU \$0.00
Discount	AU \$0.00
Total	AU \$299.00

If you use an integration partner, please reach out to them directly for guidance on where you can find the express postage contribution.

You can find out more about the eBay Plus program and how to enable express postage on your listings to enable the eBay Plus badge on our dedicated Seller Centre page.

PayPal

Order details	Quantity	Price	Subtotal
Item number [REDACTED]	1	\$99.95 AUD	\$99.95 AUD
Mixcder E10 Wireless Active Noise Cancelling Headphones Bluetooth 5.0 Foldable O			Purchase total \$99.95 AUD
Payment details			
Purchase total	[REDACTED]		
Tax		\$0.00 AUD	
Shipping amount		\$4.00 AUD	
Handling		\$0.00 AUD	
Insurance		\$0.00 AUD	
Gross	[REDACTED]		
PayPal fee	[REDACTED]		
Net total	[REDACTED]		