

CLIENT: eBay  
PROJECT: Seller email  
COPYWRITER: Mark Marinovich



The content in this document is presented as drafted in its original form.

[subject line]

Earn Promoted Listings credits with your RPI updates

[greeter]

Add product identifiers and get a 2.5¢ credit on eBay Promoted Listings with each update.

Dear [FirstName],

We recently let you know that as of <date>, at least <X,XXX> of your listings are missing product identifiers such as serial and skew numbers. Starting the week of February 29, product identifiers will be required to list or relist your products in a number of additional categories. To make sure you're ready, add these identifiers to your listings now, before the requirement takes effect.

As a reminder, product identifiers will be required on all new and Good 'Til Cancelled listings of new and manufacturer-refurbished items in certain categories. Note that this requirement applies to both single and multiSKU items.

In addition to a 2.5¢ Promoted Products incentive, there are other big advantages to adding product identifiers to your listings right away—before the requirement takes effect—including:

- **Greater visibility.** In general, sellers who add product identifiers to their listings benefit from better visibility in search results—both on eBay and in search engines like Google and Bing.
- **High-impact product reviews.** Product reviews associated with your item listing in the eBay catalog will automatically be added to your listing—and can turn interested shoppers into confirmed buyers.
- **Promotional opportunities.** Adding product identifiers now gives you a better chance of being included in eBay programs including marketing emails, merchandising, and special promotions.

Examples of opportunities for increased visibility when you include product identifiers:



[Call-out/box]

Limited time offer! Add product identifiers and get a 2.5¢ credit on eBay Promoted Listings for every listing you update.

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Get in on this special offer by adding product identifiers to your non-compliant listings and earn a 2.5 cent credit on eBay Promoted Listings for each updated listing. This special offer valid for 90 days—so update your listings and start earning credits now. [Learn more.](#) [[link to T&C page](#)]

Promoted Listings [[link to PL page](#)] allows you to:

- Get your inventory noticed
- Pay only when your item sells
- Determine your ad rate

Check out My eBay or the bulk listing and editing tool to find out which of your listings are missing product identifiers—then update them using your preferred listing tool. And don't forget to include product identifiers every time you list.

We wish you continued success in 2016. And, as always, thanks for selling on eBay.

Sincerely, eBay Seller Team

P.S. To learn more about product identifiers, be sure to watch our how-to video hosted by Jim "Griff" Griffith, read our recent eBay for Business blog post, and check out our Frequently Asked Questions.