

Add product identifiers to noncompliant listings and get a 2.5¢ credit on Promoted Listings for each update

As promised, we want to remind you that, starting the week of February 29, product identifiers will be required to list or relist in additional categories. If you're a seller who lists in these categories, we encourage you to find out if your listings are missing these identifiers—and add them to your listings now, before the requirement takes effect.

Remember, product identifiers will be required on all new and Good 'Til Cancelled listings of new and manufacturer-refurbished items in the following categories—and will apply to both single and multi-variation (also known as multi-SKU) items.

The good news is, there are significant advantages to adding product identifiers to your listings as soon as possible—before the requirement takes effect the week of February 29—including:

- Greater exposure. 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.
- Better chance of selling. If your item is listed in the eBay catalog and has associated product reviews, those reviews get added to your listing automatically—and can turn interested shoppers into confirmed buyers.
- Higher visibility in promotions. Adding product identifiers now gives you a better chance of being included in programs such as marketing emails, merchandising, and special promotions.

Here's how to start taking advantage of these benefits right away:

- First, use My eBay or the bulk listing and editing tool to find out which of your listings are missing product identifiers
- Then, update your affected listings using your preferred listing tool
- And don't forget to include product identifiers every time you list

[Call-out/box]

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

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.

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.

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