



CSS电商交易系统  
让跨境电商更便捷

## eBay账号注册及认知



深圳市轩飞扬网络科技有限公司

CSS

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## 一、账号注册

### 1、eBay账号

1) 登陆www.ebay.cn

(<https://reg.ebay.com.hk/reg/FullReg?firstname=&lastname=&userid=&email=&countryId=45>)

2) 手机认证：适用的手机号码仅限于中国移动和中国联通

3) 姓名：用拼音或英文填写

### 2、Paypal账号

1) 登陆www.paypal.com

2) 选择高级账户注册

3) 银行卡：建议工商银行

4) 建议使用与注册eBay账号时相同的电子邮件地址注册PayPal账户

账号基本信息：注册电话、注册邮箱、账号持有人



**Monthly selling limits**
Edit

---

You can sell up to 266 items or up to HKD 58,000.00 per month, whichever comes first.

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Your October selling activity	Items	Amount
You have sold	65	HKD 10,367.51
You have listed (active)	201	HKD 21,516.19
You can list	<b>0</b>	<b>HKD 26,116.30</b>
	Out of 266	Out of HKD 58,000.00

**!** You reached your selling limits for this month. Request a higher selling limit or check next month to see when you can list more items.

[How selling limits work](#) | 
 [Request higher selling limits](#) | 
 [Go to your Seller Dashboard](#)



## 如何申请提高销售限额?

1、点击 [这里](#) 进行视频认证申请。

2、用注册邮箱给eBay香港客服发邮件。

**P.S:** 销售限额申请间隔时间为30天，并且是已用完剩余限额。



## 刊登费 (Insertion Fee)+成交费(FVF:Final Value Fee)

US非店铺卖家:

Basic fees for auction-style and fixed price listings		
	Insertion fee (per listing, for any duration, including Good 'Til Cancelled*)	Final value fee (per item)
Your first 20 listings (per month)	Free (exclusions apply)	10% of the total amount of the sale  Maximum fee is \$750
All additional listings over 20 (per month)	<ul style="list-style-type: none"> <li>Your next 20 auction-style listings in collectibles categories: Free.</li> <li>Other auction-style and fixed price listings: \$0.30 (Insertion fee credited back if item sells)</li> </ul>	



## US 店铺卖家：（刊登费 Insertion Fee）

Insertion fees for Store listings Fees are per listing, for any duration, including Good 'Til Cancelled *				
Store type	Fixed price Number of free insertion fee listings per month (exclusions apply)	Auction-style Number of free insertion fee listings per month in collectibles categories	After using your free listings	
			Auction-style insertion fees (credited back if your item sells)	Fixed price insertion fees
Basic	150	100	\$0.25	\$0.20
Premium	500	100	\$0.15	\$0.10
Anchor	2,500	100	\$0.10	\$0.05

\* Good 'Til Cancelled listings renew automatically every 30 days until all of the items sell, you end the listing, or we end your listing. Insertion fees and advanced listing upgrade fees are charged every 30-day period. Good 'Til Cancelled listings count toward your monthly free-insertion-fee listing allotment. Fee amounts are based on the terms in effect when the listing goes live and when it renews.



## US店铺卖家：（成交费Final Value Fee）

Category	Final value fee
<b>Coins &amp; Paper Money</b> <b>Stamps</b>	6% of the total amount of the sale
<b>Musical Instruments &amp; Gear</b> <ul style="list-style-type: none"> <li>Except Pro Audio Equipment (see Consumer Electronics, Cameras &amp; Photo and more)</li> </ul>	7% of the total amount of the sale
<b>eBay Motors &gt; Parts &amp; Accessories and eBay Motors &gt; Automotive Tools &amp; Supplies</b> <ul style="list-style-type: none"> <li>Except Car Electronics (see Consumer Electronics, Cameras &amp; Photo and more)</li> <li>Except Apparel &amp; Merchandise (see Clothing, Shoes &amp; Accessories)</li> </ul>	8% of the total amount of the sale
<b>Select Computer/Tablets &amp; Networking and Video Game Consoles</b> See included categories below	4% of the total amount of the sale
<b>Select Consumer Electronics, Cameras &amp; Photo, and more</b> See included categories below	6% of the total amount of the sale
<b>Select Camera &amp; Photo Accessories, Cell Phone Accessories, and more</b> See included categories below	9% of the total amount of the sale
<b>Clothing, Shoes &amp; Accessories</b> <ul style="list-style-type: none"> <li>Includes Apparel &amp; Merchandise found in eBay Motors &gt; Parts &amp; Accessories</li> </ul>	9% of the total amount of the sale
<b>Books</b> <b>DVDs &amp; Movies</b> <b>Music</b>	9% of the total amount of the sale



费用网址链接：<http://pages.ebay.com/help/sell/fees.html>

店铺等级：

初级：月度：\$19.95/M，年度：\$15.95/M

中级：月度：\$59.95/M，年度：\$49.95/M

高级：月度：\$199.95/M，年度：\$179.95/M

US站卖家表现连续below>两个月，eBay系统会自动将店铺等级降为初级



## 账号表现（seller dashboard）

eBay卖家标准：不良交易率（Defect Rate）

评估日和周期即每月20日，当过去三个月的交易达到或超过400笔时，评估期为过去三个月；当过去三个月的交易不足400笔，评估期为过去一年。

不良交易率：

- 1) 卖家取消的交易——由于物品缺货或各种原因未能履约提供。
- 2) 卖家未处理而结束的纠纷——如果买家要求 eBay 介入并帮助解决“物品未收到”或退货请求纠纷，且 eBay 发现为卖方责任。
- 3) 发货延迟：
  - （1）追踪号显示物品在预计送达日后送达，且处理时间内没有收货扫描信息或者买家没有确认物品按时送达。
  - （2）买家确认物品在预计送达日后送达，且处理时间内没有收货扫描，或者物品未能按时送达。
- 4) 整体退货率



eBay Seller Standards (US)	Top Rated	All Sellers
Maximum transaction defect rate • Seller-cancelled transactions • Closed cases without seller resolution	<b>0.5%</b>	<b>2.0%</b>
<i>Maximum closed cases without seller resolution</i>	<b>0.3%</b>	<b>0.3%</b>
Maximum late shipment rate*	<b>3.0%</b>	<b>7.0%</b>
<b>Top Rated Plus Listings Requirements (effective May 1, 2016)</b> 		
30-day returns with money back**	✓	N/A
1-day or same-day handling	✓	N/A
<b>Returns Rate Included in Monthly Evaluation</b>	N/A	N/A



# 刊登

1、选品

2、刊登方式

3、Listing

4、促销



## 选品:

日常标准消费品or长期性产品:

产品分析: 什么产品做哪些国家——锁定国家——预估销售

如: 赛事产品适合欧洲国家, 可在英国站上架

全球买家购买排名前十的国家:

USA UK DE AU ITALY INDIA FRANCE CA SPAIN RUSSIA



## eBay允许的侵权次数:

青铜卖家: 4次

金银卖家: 5次

铂金卖家: 6次

钛金卖家: 7次

专利侵权记录三个月, 品牌侵权记录一年, 第一次是受限7天, 第二次是受限30天。

Seller Dashboard Summary		Edit ▾
		Status
Performance	Below Standard	
Discount	None	
PowerSeller level	Gold	
Account status	Current	



## 刊登方式:

刊登方式分为: 固价**GTC**和拍卖**Auction**

固价分为**3/5/7/10/30**天在线和长期在线:

- 1) **30**天在线: 时间到, 不自动续刊登
- 2) 长期在线: 时间到, 会自动续刊登

**P.S:**若已达到销售限额, 所有**listing**将不再续刊登。

拍卖: **1/3/5/7/10**天在线, 美国站**1/3**天需要额外再收取**1**美金的刊登费。



## Listing:

- 1) 标题
- 2) 分类
- 3) 物品属性
- 4) 图片
- 5) 刊登时间
- 6) 产品描述
- 7) 广告特色
- 8) 价格
- 9) 运输方式
- 10) 流量

## 促销:

打折产品的曝光量高于不打折产品

- 1) 针对listing设置折扣: 如 10%、20%
- 2) 满100减20
- 3) 买5送1
- 4) 买3包邮
- 5) 节假日促销



## eBay经营指导:

- 1、eBay后台操作讲解
- 2、如何控制账号表现和如何改善below账号
- 3、如何选品
- 4、如何优化listing
- 5、eBay最佳匹配 (Best Match)
- 6、促销



# 开启赚美刀之旅!





Thank  
you

End



Hotline : 400-8538-536



<http://www.chinasalestore.com>

