eBay Brings Offline Audience Segmentation to Online Advertising

Thursday 17 May 2012: Today eBay launched an industry-wideeducational campaign and microsite to highlight the power and impact of itsintroduction of geoTribes, a significant industry development, where for thefirst time Australian marketers can target ads online based on socio economicstatus, lifestage and needs.eBays head of advertising, JJ Eastwood, stated that only a company like eBay,with the ability to segment a largedatabase according to both age and address, could provide this type of offeringand implement it online at scale. Marketers who are familiar withoffline geo-demographical and needs-based segmentation, but have struggled tomap them to digital campaigns, now have a tool that brings offline audiencesegmentation to online advertising, said Eastwoode-commerce is now a $30 billion industry here in Australia and marketers arelooking for opportunities to connect with consumers while they shop online.Therefore its important that as we bring new advertising partners on-board, weconnect them with the right audience and in turn our customers receiveadvertising messages that are both relevant and meaningful to them.As the leading online shopping destination in Australia with 6.9 millionvisitors to the site in March alone[1],eBay is proud to lead the market into the next phase of online advertising,retail media, and offer - what we believe is - the most robust segmentation[2]available online, he said. To illustrate the outcomes that the eBay geoTribes approach can yield, Eastwoodunveiled results of rolling out the platform to existing clients in the sixmonths since his appointment. During the introduction phase, optimal results achieved have been four-foldincreases in CTR (click through rate) compared with prior performance and more importantly clients have informed eBay that their ROI has doubled as aresult of eBays geoTribes geo-demographic targeting. eBay stated thatclients who are achieving the best outcomes have followed a stepped processwhere they identify the correct geoTribe to target, then refine their messagingand offers to each tribe. The microsite http://advertise.ebay.com.au/geoTribes/illustrates the nature of each of the 15 Tribes, the accuracy of the targetingsystem and the reach and engagement that eBay can deliver. It incorporates aninteractive tool for marketers to generate a free report based on age, genderand geographic location with social media sharing capabilities. The company emphasised that its commitment to customer privacy remainsparamount and that it maintains a strict policy of never sharing memberspersonal information with third parties.Since 2007, eBays AdChoice program has been recognised as anindustry-leading solution for providing transparency and choice in the field ofbehavioural targeting, with prominent notice and a persistent opt-out.
Keyfacts:ForAdvertisers

eBayis Australias leading retail media platform

Broad reach: eBay.com.au reached 6.9 millionvisitors per month in March 2012(Source: Nielsen Netratings)

Highlyengaged audiences: 1h50 average per visitor per month (2.5 to 4 times more timespent on eBay than on Australian media sites and portals that host displayadvertising)

Highlyrelevant targeting: geoTribes is a proprietary system of independent researchcompany RDA Research. It groups Australians into 15 easy-to-rememberTribes based on socio economic status (SES) and Lifecycle stage.

Since2007, eBays AdChoice program has been recognised as an industry-leadingsolution for providing transparency and choice in the field of behaviouraltargeting, with prominent notice and a persistent opt-out. AdChoice lets users choose whether to receivecustomised advertising on eBay and on the websites of its advertising partners.If users prefer not to see customised advertisements, users can use AdChoice atany time to advise their preference, or not to receive targeted advertisements.

ForConsumers:

eBay.com.auis Australias leading online shopping destination

AteBay.com.au new products direct from the brands are a core offering. Today 83%of all products sold on eBay are new[3].

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Forfurther information or materials and requests for interviews with eBays JJEastwood, please contact:

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About eBayFounded in 1995, eBay Inc. connects hundreds of millions of people aroundthe world every day, empowering them to explore new opportunities and innovatetogether. eBay Inc. does this by providing the Internet platforms of choice forglobal commerce, payments and communications. Since its inception, eBay Inc.has expanded to include some of the strongest brands in the world, includingeBay, PayPal, Skype, StubHub, Shopping.com and others. eBay Inc. isheadquartered in San Jose, California. eBay.com.au is Australias OnlineMarketplace About RDA ResearchFounded in 1987, RDA Research <http://www.rdaresearch.com.au>provides advanced geodemographic targeting solutions for Australia, NewZealand, USA, Great Britian & Canada. geoTribes is a registered trademarkof RDA Research.

[1] NielsenNetratings 6.9 million unique visitors for the month of March 2012

[2] RDA ResearchsgeoTribes is unique amongst geodemographic segmentation systems because of theincorporation of factual age in its fitment thus providing a greaterdiscrimination for products and services with its lifestyle stage loading.

[3] Source:ebay.com.au, internal data, March 2012

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