



QUALITY CLICK PRICING FREQUENTLY ASKED QUESTIONS

General Questions

1) Why are you going to Quality Click Pricing (or a CPC based system)? What does this mean for the future of your affiliate program?

Our goal is to continue to make eBay Partner Network the best affiliate programs on the web. Quality Click Pricing is about simplifying our commission structure and improving the alignment of our payouts to the quality of traffic affiliates bring.

We see huge opportunity in the affiliate channel and have been actively encouraging the wider digital industry to increase investment in affiliates. Here are some of the ways we are investing in our affiliates:

- Expanding our internal team. Several new members have joined this year to help with account management, tool and platform development, and operations.
- Hiring third parties to provide program management support: PartnerCentric in the US, Canada and Australia, R.O.Eye in the UK and Ireland, NetBooster in France, Italy, Spain and Belgium and affilinet in Germany, Austria and Switzerland have been appointed to supplement our in-house teams to provide personalized account management to more affiliates. Read more about this on our [blog](#)
- Releasing a number of new tools in April and May, including product feeds, a new enhanced RSS tool, and a new Link Generator tool. Read more about [blog](#).
- Improving our blog. We have increased the frequency of posts and are adding more informative articles with help content, best practices, industry updates and guest bloggers like Wil Reynolds and Jake Becker (Winner of 2009 Star Developer Award)

2) What is Quality Click Pricing?

Quality Click Pricing replaces the current CPA (Cost Per Action) system of directly paying for new users and bids or revenue. In the new system, we pay publishers for clicks sent to eBay sites and the amount paid per click (EPC) on a daily basis will depend on the traffic's quality, i.e., the



amount of incremental revenue and long term value that the traffic generates for eBay. The quality of the traffic will be assessed by looking at both the short term and long term value of the traffic to eBay. Short term value is calculated by looking at the revenue associated with purchases that happen as a direct result of publishers' marketing efforts. Long term value is a measurement of the revenue that users direct to eBay beyond the first few days after a click. In essence this is the life-time value to eBay of the customers you drive. Essentially, the more incremental revenue and long-term value your traffic generates for eBay, the more you'll be paid per click.

Earnings per click (EPCs) will be set daily for the previous day's traffic. After an EPC is posted, it will not change.

3) What is quality?

When we assess traffic quality, we look at both the short term and long term incremental value that the traffic brings to eBay. This includes elements like bidding and buying activity and long-term value of new users, but also includes other sources of value to eBay like PayPal and advertising revenue.

Short term value is evaluated by looking at the amount of incremental revenue generated by purchases, PayPal and advertising, as well as the engagement of those users on eBay (for example, the amount of time they spend on the eBay site.) In particular, we look for purchases that happen as a direct result of the publisher's marketing efforts, which is most often indicated by sales that happen closer to the click. We do evaluate auctions and buy-it-now purchases differently as there are different behaviors that are typically observed for auctions.

Long-term incremental value is driven by new users who return to buy on eBay time after time. The more your new users return to eBay to buy, the more incremental value they drive for eBay, and the more you get rewarded.

4) How does the new way of calculating EPC and earnings differ from the old [CPA] way and how will this impact me?

Why am I getting paid a different average amount now vs. what I was under CPA?

Specifically, we have made four changes to how we calculate the value of traffic sent by an affiliate to eBay:

- Although we still have a 7 day cookie for sales, we no longer value all sales in a 7 day period equally. In general, sales that come toward the beginning of that period, close to the click, are



judged more incremental and therefore valued higher than sales that come towards the end of that period. Please note an adjustment is made for auction listings and certain categories, e.g. motors, which may take longer to convert.

- The lifetime value of new users is now calculated as an actual value rather than a set tier. For example, whereas before affiliates in the US might have received \$1, \$10, \$28, \$40 or \$50 for a new ACRU based on quality, or a certain payout tier based on volume in other countries, you will now receive an amount based on the actual average value of new users you bring to eBay in all countries.
- Certain health metrics are also taken into account in pricing. If the amount of credit card fraud, unpaid items, extremely low-value ACRUs, and a number of other variables resulting from traffic you send to the site is significantly higher than average, you will be notified and your EPC may be reduced.
- We now add a small amount to the EPC amount to compensate for revenue we make from advertising shown on eBay and when purchases driven by affiliates are paid through PayPal. For now this will be small in comparison to the revenue from items actually bought on eBay, but this may increase over time, and may become especially important for traffic to specific categories like Motors where eBay increasingly gets revenue from advertising fees rather than sold items.

Finally, although an EPC amount is posted the day after your clicks are delivered to eBay, when setting that EPC the algorithm takes into account historical data, such as the lifetime value of ACRUs and sales within the 7 day cookie lifetime, as well as the quality of yesterday's traffic. This means that you will see fewer fluctuations in your EPC on a day to day basis than on CPA. For example, if you have a large sale on one day, your EPC may not be as high as on CPA; if you have a day with low sales, your EPC might be higher than under CPA. Overall, however, publishers who drive more incremental sales and long-term value will earn more under the Quality Click Pricing system.

5) Wasn't the old system of paying on conversions and revenue generated already factoring for quality?

Yes and no.

While the Value-Based ACRU pricing that was implemented in the US was factoring in quality, the revenue share and bid components (depending on the program) were not directly related to traffic quality. Given the popularity of eBay, the old system could generate payouts for affiliates if they simply generated a high volume of low-quality links or placements, e.g., blog spam, forum spam, etc., etc. Paying out for lower-quality conversions under a traditional CPA payout system dilutes the amount that merchants can pay for high-quality conversions, i.e., conversions that



were incremental due to the affiliates' marketing efforts. By aligning our payment structure with incremental revenue, we are still able to compensate for auction transactions that happen up to 7 days from the affiliate link click, and we provide the right incentive for our affiliates to be successful by driving incremental revenue and incremental long-term value.

6) Is anybody staying on a revenue share + lead (ACRU) payment structure? Can I choose to stay with the old program?

We will ask certain loyalty and cashback affiliates to stay on the CPA payout structure, because as these types of publishers reward their customers per transaction, this model is not well suited for Quality Click Pricing.

We will contact key loyalty and cashback affiliates eligible to stay on the CPA structure individually. If you fall into this category and we have not contacted you, please contact customer service: ePN-cs-english@ebay.com

All other business models will transition to Quality Click Pricing.

7) Which programs does Quality Click Pricing affect? Does it affect non-eBay programs such as Half.com?

All eBay programs and countries currently on eBay Partner Network will transition to Quality Click Pricing. Half.com will continue with its current commission as a percentage of the sales generated through publishers' sites. Please refer to our blog post for the latest details.

8) Overall, are you paying less to your affiliates under QCP than you were before?

No, the concept behind Quality Click Pricing is to align our payment to publishers more closely to the value of the traffic to eBay, not to reduce the overall payout. If you take the affiliates we had as a group before we launched Quality Click Pricing, overall we will still be paying the same amount as we were under our old CPA pricing model. In fact, as a part of this move we will be paying our UK affiliates more on average than we were under CPA.

As a result, some affiliates will get paid more and some less under the new model.



Pricing Questions

9) Where do I find EPC pricing information?

Your EPC pricing is set daily for the previous day's traffic. To access this information, log into the eBay Partner Network and go to the "Programs" tab. Click on the "Payment Structure" link. You will see the screen displayed below. You will see "N/A" for your daily price if you have driven no clicks for that day.

10) How do I improve my EPC amount?

Here are some tips to help you improve the quality of your traffic:

- **Pick the right business model**

- The sites which work best are those that get people interested in buying and are more product-oriented. For example, sites where you can read reviews, compare prices, surface great deals or niche content sites.
- The sources of traffic to your site, whether paid for or organic, should be of high quality. If you have good quality traffic coming to your own site, this is likely to result in high quality traffic to eBay, but the reverse is also true. Therefore, if you buy traffic to your site, ensure that is well targeted and commerce-related. We have found that PPC campaigns and relevant natural search traffic generally perform better than buying from Ad Networks.

- **Create a good user experience**

- Develop relevant copy and regularly update it.
- Encourage user-generated content, such as product reviews.
- Integrate eBay listings into your site, as this generally performs better than creatives or text links.
- Use the data you have about your visitors' demographics and interests to showcase the most relevant listings.
- Always inform a user they are going to eBay.
- Do not offer your visitors an incentive to click on an eBay link or to register an account on eBay.

- **Landing Page optimization**

- Use the geo-targeting functionality to ensure your traffic is directed to the most relevant



eBay site.

- Consider which landing page you direct your traffic to carefully, as the eBay homepage is generally not the best option. For example, if your content is about model cars, try linking to a model car search result page.

- **Continually optimize**

- Try to give each placement or site a different campaign id, so you can monitor the metrics and EPC amount for each.

- Use this data to focus on campaigns that are performing well and optimize those that are of low quality.

- When testing new approaches, remember to set up a new campaign so you can check

11) Will there be any changes to when affiliates get paid every month?

No, affiliates will continue to get paid by the 25th of the month following when the commissions were earned.

12) Am I still getting paid for leads / ACRUs?

Yes. The new EPC algorithm factors in the longer term revenue that your new users bring to eBay.

13) How much can I make with the program under QCP?

Just as in the prior CPA system, there is no limit to the total amount you can earn under Quality Click Pricing. On average across eBay Partner Network, publishers make between \$0.06 and \$0.21 per click sent to eBay. Note that this varies among programs/countries based on the economics of each program. Publishers sending high quality, targeted traffic can make much more. We have hundreds of publishers earning more than \$0.40 per click. However, results will vary by business model as well as how targeted you are in driving traffic to your own site and then sending that traffic to eBay.



14) I had a large increase / decrease in the value of my EPC recently. I am not doing anything different. What happened?

As your EPC is calculated based on the behavior of the users you send to eBay, there will be normal statistical variation in the value of these users to our sites. This variation will be more pronounced if the volume of clicks that you deliver to eBay is low.

However, if there is a consistent and sustained drop or increase in your EPC, it will be due to a change in the short term and long term quality of your traffic, or in other words a change to the amount of incremental revenue delivered to eBay per click.

Here are a few things that may change the quality of your traffic and could be the cause of a drop in EPC:

- **Traffic Sourcing:** If you change the sources you use to drive traffic to your site, this may lead to changes in users' likelihood to buy on eBay and the types of products they are buying.
- **Ad Placement:** If you have changed the placement or layout of your website, this may affect the click-through-rate and conversion rate of your traffic.
- **Seasonality:** For example, Nintendo Wii's sell for higher prices and generate more fees around the winter holidays than in the middle of the summer, and our affiliates typically see better conversion rates during the holidays when consumers are more in the mood to shop.

The key to increasing your EPCs and then maintaining them at a high level is to continually optimize your content, placements and traffic sourcing. You can use the campaign ids and the campaign reports to help you to do this.

15) Do you still use the same tracking system for revenue?

Do you still drop cookies on users machines to determine how much revenue I'm driving to eBay?

Are these cookies still 7 day cookies for sales and 30 days for new users?

Yes, we still use the same system as we did under the CPA system, with Mediaplex tracking the number of sales, new users and amount of revenue that a particular affiliate brings to eBay.

Our tracking systems will remain the same as before, with a 7 day cookie for sales and a 30 day cookie for new active users (ACRUs). All of your reports will continue to show the standard eBay Partner Network metrics: impressions, clicks, CRU (30 days), ACRU (30 days), Bids / BINs



(7 days), winning bid (count), winning bid revenue and GMB.

Our EPC algorithm factors in the revenue from up to 7 days after the click, as well as longer-term revenue from the users you send to eBay. However, there will be more emphasis and weighting for revenue that comes in the first few days after the click and less weight on revenue that comes toward the end of the 7 days, as sales that are generated earlier in the 7 days are more likely to have happened as a direct result of the publisher's marketing efforts than sales later in this period. Please note that our algorithm takes into account the unique characteristics of auction listings which may take longer to convert.

16) Will I be impacted negatively if I send most of my traffic to auction listings rather than BINs?

You will not be impacted negatively if you send more traffic to auctions. Our algorithm factors in the unique characteristics of auction listings which may take longer to convert.

17) I'm a publisher who primarily drives traffic and sales to the motors (vehicles) category, how does Quality Click Pricing affect me?

We know that buyers in the Motors category, particularly those buying vehicles, behave differently from those in most other eBay categories, as the decision to purchase is generally less spontaneous and therefore could take place a longer time after the click. We also know that classified listings make up an increasing percentage of overall listings in the vehicles category. The algorithm takes into account both of these factors, so promoting eBay Motors remains rewarding.

18) I'm a publisher who primarily drives traffic to items with high average selling prices, how does Quality Click Pricing affect me?

If the average selling price for the goods you promote is high, this will still remain a positive factor as the revenue associated with these purchases is also high, and therefore it will not negatively affect your earnings.



19) NEW* Are higher ticket categories, such as Motors, and auction heavy categories, such as collectibles, adversely affected by the launch of QCP?

The motors category overall hasn't experienced more publishers whose earnings have declined when compared to winners than other categories and in fact, there are twice the number of motors affiliates who are earning more or about the same amount than there are losing under QCP. In general we see motors publishers bring in a bit less short term revenue (as the purchase cycle of vehicles tends to be longer than that of other items). However, this is balanced by the fact that their traffic's long term revenue tends to be greater than for other affiliates, which leads to these results.

When looking at the performance for segments of Motors affiliates, the results are very intuitive when taking into account the objectives of QCP. Motors affiliates who generate more than 50% of their revenue from the motors category tend to do better when compared to their CPA earnings. However, affiliates who send traffic to the motors category, but whose users tend to convert elsewhere generally see lower earnings when compared to CPA. So the sites that target motors visitors and help get them interesting in buying motors items on eBay do better!

20) Will seller promotions impact my EPC?

From time to time, eBay will run seller promotions such as zero or reduced listing fees for particular categories, which are designed to increase the number of listings and unique inventory on the eBay sites and therefore increase the chance that a user an affiliate sends to eBay will find what they want. They are a necessary and vital part of maintaining a large and diverse inventory on the eBay site and they offer you an opportunity to promote Free Shipping, unique inventory or reduced pricing.

Seller promotions may impact the revenue amounts that eBay collects from sellers. Just as with the CPA system, these promotions may temporarily bring down the revenue portion of your EPC payout for particular listings or categories.

21) Why am I seeing more variability in my EPC pricing than I did before Quality Click Pricing?

Why does my EPC not fluctuate as much as before?

I had a big day in sales yesterday, why didn't my EPC spike today?

In general, publishers should see less variability in their EPC than under the old CPA system, if you compare what you were actually paid daily on a per click basis. In fact, during the Beta for Quality Click Pricing, we saw a ~30% decrease in variability of EPCs. This is because your EPC



is based on the short term and long term quality of your traffic, so historic data, as well as the quality of the traffic your drove to eBay for that particular day are taken into account. As a result, if you have a large sale on one day, your EPC may not be as high as on CPA, and if you have a day with low sales, your EPC might be higher than under CPA.

Also, when looking at your QCP Preview reports that on any specific day there may be differences between the CPA model and the QCP model. Our beta publishers found it more helpful to look at longer periods of time, which is one of the main reasons we waited to issue the QCP Preview report, as we wanted to show you over a week's worth of data.

However, if you are a small publisher you may see more fluctuation than other publishers, just as you would have done under the CPA payment model. Also, if you're a very small publisher that is not sending enough clicks for us to calculate their value, then your earnings may be pooled with other small publishers and you will be given a default EPC. For more information on pooling for small publishers see question 26 in our FAQs

22) I had a big day in sales yesterday, why didn't my EPC spike today? I got an ACRU yesterday why did I not see a big jump in my EPC?

To calculate an EPC, the Quality Click Pricing system looks at the transactions and new users that occur from clicks that were driven historically, as well as yesterday's clicks. This is a shift from a traditional CPA model where payouts can be tied directly to individual sales and new users. QCP smoothes out the daily fluctuations in EPC that are more pronounced in a CPA system. For sales, this means that if you have a large sale on one day, your EPC may not be as high as under the CPA model, but if you have a day with low sales, your EPC might be higher. An ACRU on a particular day will not lead immediately to a higher EPC, as we take into account the historic value of your ACRUs, but if the ACRUs you bring in are consistently of high value, your EPC can increase over time.

23) I just generated an ACRU and my EPC hasn't changed – why? NEW

Your EPC is made up of both the short term value generated by sales and also the long term value from new users, so we're still looking at the quantity of ACRUs each publisher brings in and what those ACRUs are worth to eBay. However, what has changed is that we no longer simply add up the number of ACRUs, multiply by a monthly tier, and pay out for them. Instead we now use a combination of the number of ACRUs and the actual value of those ACRUs to determine the long-term value of your traffic. This is a factor that gets adjusted on an on-going basis as the quality and quantity of ACRUs evolves over time. Thus when you generate an ACRU, you may not see any impact on your EPC that day, since the ACRU value is realized over a longer period of time. In the long term, you will see an increase in your EPC if you drive either more ACRUs or the



value of those ACRUs increase.

24) Can I receive a fixed Earnings per Click (EPC)?

We do not give fixed EPCs. EPCs will fluctuate up and down to properly reward you for the actual sales you are driving to eBay and give you the ability to improve your traffic and increase your payout.

25) Are you paying certain groups of affiliates the same EPC?

In cases where there is not enough data to calculate an EPC amount, we may pool publishers' metrics and pay a default EPC amount. This will only affect our very smallest publishers that drive only a few dollars a day to eBay Partner Network on average. If you happen to fall into this very low volume click category and believe the quality of your traffic is above that of an average small publisher, we encourage you to drive more clicks to eBay so you can benefit from a higher EPC.

26) How do you have enough information the day after my traffic comes through to tell the value of my clicks?

The QCP algorithm uses a combination of metrics to assess the EPC that you will be paid for the traffic you have driven. In addition to looking at the revenue driven by yesterday's traffic, it also takes into account historical information, such as the long term value of the users that you bring to eBay and the value from sales that happened within the 7 day cookie latency. Therefore, the EPC is comprised of more than just the sales and ACRUs you brought in on any single day.

EPCs will move up or down over time. The more revenue you bring for a certain number of clicks, the higher your EPC will be over time. Less revenue for a certain number of clicks will result in lower EPC. In some cases the full commissions from a sale may not be reflected in your EPC that day. Instead it will serve to increase your overall EPC.

27) Why would a number of my campaigns all have the same EPC?

In cases where there is not enough data to calculate an EPC for a particular campaign, we calculate the EPC based on the overall quality of your traffic for that program which hasn't already been valued as a part of a specific campaign. As you begin to drive more clicks to that campaign, you will see an EPC that is specific to that campaign's activity.



28) How are data reporting issues addressed in QCP?

If there is a tracking or reporting issue, we may delay posting the EPC amounts until the issue has been resolved. If an issue is identified after EPCs have been posted, we may provide a makegood, as we have done in the old CPA system.

29) Are you rounding? How does that affect payout?

We use mathematical rounding to round EPC to the nearest cent (or equivalent in your account's currency) when showing the data in reports in the publisher interface. With any meaningful traffic and revenue over time, your overall payout will be almost exactly the same as if we had not rounded.

30) Do i need an impression pixel?

The impression pixel is a short HTML snippet of code, which enables click through rate (CTR) and effective earnings per thousand impressions (eCPM) to be calculated. These metrics will help both publishers and the eBay Partner Network to optimize ad placements and creatives and will also help in our evaluation of the quality of the clicks.

All our banners and widgets already have an impression pixel embedded, but now all new cut-and-paste links generated through the Link Generator will have the pixel automatically embedded as well.

We have developed a tool for you to create impression pixels for link generator links and other ads you have created that don't have them, which is available in the eBay Partner Network interface in the Tools tab.

Although we do not require an impression pixel with every ad at this time, impression pixels are the best way to track your impressions and determine your overall click through rate.

31) How does Click Through Rate (CTR) impact my EPC?

If you improve your CTR (conversion of impressions to clicks) for a given number of impressions, while maintaining the same quality of traffic and conversions, your commissions should increase as you will be driving more sales.

The impression pixel is available to track impressions that are not automatically tracked, and will help in determining your overall click through rate.



32) How does currency conversion affect my EPC?

The Quality Click Pricing algorithm calculates the EPC in the program currency and then uses the daily exchange rate to convert this into the publisher's currency. Therefore, your EPC amount can be impacted by fluctuations in the currency market.

33) Does conversion rate (Wbid / BIN per click) affect my EPC?

Your EPC is directly related to the revenue your clicks produce for eBay. Therefore, conversions from your clicks will be an important driver of EPCs just as they were under the CPA model.

34) Why calculate EPC as per click instead of per hundred clicks?

Given that we are now paying publishers per click, we believe calculating EPC at a per click level rather than per hundred clicks, offers more clarity.

35) Is eBay revenue still calculated in the same way as it was under the old pricing model?

eBay revenue is still calculated in the same way as it was under the old CPA system and is the sum of the fees that our sellers pay, including the fee for listing a product and the final value fee when a product sells. Learn more about seller fees.

36) Doesn't the new system just encourage me to send more clicks and not more sales?

With Quality Click Pricing, publishers are encouraged to drive high quality traffic, regardless of the volume of clicks. As revenue from purchases plays a big part in the QCP algorithm, driving sales is still important and will impact the EPC amount. Driving more clicks that don't convert or that are of lower quality will result in your EPC dropping.

37) What might cause my EPC not to post the next day?

The eBay Partner Network works on Mountain Standard Time (MST - United States), so if you live in another time zone, you will not necessarily see your EPC posted on the following day.



38) Are different types of links valued more highly in the QCP algorithm?

Different types of links will not be valued differently in the QCP algorithm, so a click delivered through a Custom Banner integration is not valued more highly than one that comes to eBay via a text link. However, what is valued differently is the value each click brings after you send the traffic to eBay. If clicks delivered to eBay convert into sales or highly engaged users then they are likely to receive a higher EPC than clicks that result in people bouncing from the site immediately.

Take an example of two different text links. If you have a text link embedded in some unique, targeted content that takes you to a keyword search results page that is highly relevant, then this would offer a good user experience. Alternatively, if you displayed a text link with the copy “click here to visit eBay” and dropped people off at the homepage, then this is unlikely to add any value to the shopper. Similarly, using Custom Banner to direct link to an item relevant to your users is a very good user experience, but direct linking to an irrelevant product is not.

Therefore, it is not the type of link that is important, but the value clicking on the links brings to the shopper and to eBay.

39) The time between click and purchase is important within the QCP algorithm – how can we view this?

To see the time stamps of clicks and purchases, you can view the Transaction Download report, which is available in the Reports tab in the eBay Partner Network interface. The Event Date is the date that the purchase or ACRU occurred and the Click Date the time when the click occurred.

When looking at the transaction download report, please remember that the algorithm does take into account that buyers of Motors or auction listings do behave slightly differently than those buying Buy it Now items.

40) If the time between click and purchase is so important within the QCP algorithm, should I send all my traffic to Buy It Now items rather than auction listings?

We want to reward purchases that happen as a direct result of the publisher’s marketing efforts and that means the algorithm values more highly purchases that happen closer to the click. However, it does take into account that people buying auction items or from categories such as Motors behave differently from those buying Buy it Now items. This means that in order to



maximize your earnings you should put the shopper first and send them to the most relevant listing, regardless of format or category.

41) Are you planning on providing more details about the algorithm you're using to calculate payouts?

Although it is true that the payout under QCP is no longer directly tied to individual sales and ACRUs, your earnings still very much depend on the revenue generated from sales and new users. Therefore we still provide all the data that was available to you under the CPA model in the Reports tab in the eBay Partner Network interface. There you can view the following metrics down to campaign level: clicks, impressions, number of bids and BINS, number of winning bids and BINS, revenue, GMB (Gross Merchandise Bought or Transaction Value) and your EPC amount. You also have access to the Transaction Download report, which shows you which products have been bought, including the date stamp, so you can measure the time between click and purchase.

42) Can I delete a campaign?

Currently there is no way to delete a campaign in the eBay Partner Network interface, so in order to stop a low performing campaign diluting your overall EPC, we recommend that you remove the campaign id from your site. However, we know this is not always feasible, therefore we plan to introduce this functionality in the future and we will let you know when it is available.

43) Are sales related to the category that my site is about more valued in the QCP algorithm?

The QCP system is designed to reward affiliates who get people interested in shopping on eBay, whether that is within a specific category related to an affiliate's site or more generally. The system is designed to reward the most for sales that happen as a direct result of a publisher's marketing efforts, whether that has been by highlighting to a user a particular product that they go onto buy, showcasing the Daily Deal or other great value items, or simply by bringing eBay back to the forefront of someone's mind.

You are likely to earn a higher EPC if you can answer yes to these questions, regardless of whether you promote a specific category or eBay more generally.

- Is your site providing content or a service that is a good fit with eBay? We find that the sites that do best are usually product related, such as a niche content or review sites, or help with the shopping process, for example a shopping comparison or deal site.



- Are you showcasing products that are relevant to the user, therefore are likely to be purchased? This could be a site about tropical fish keeping that shows aquariums, a site that shows a selection of the best value items on eBay, regardless of category.
- Does your site provide your visitors with a good user experience? Is the copy on your niche site accurate and regularly updated? Does your site offer a great service that they would not get elsewhere, for example a local portal that highlights eBay listings available in your visitor's neighborhood?

44) Why is my EPC zero for a campaign, despite it having posted winning bid revenue for that day? NEW

QCP is based on revenue, so just like in the old system there may be days when an affiliate has zero sales and therefore zero EPC. This is especially true with campaigns that have lower volumes of clicks. This said, there are a few specific reasons why you might see zero EPCs:

- Rounding for extremely low EPCs: If your EPC earnings divided by your number of clicks is less than 0.005 (in USD or any other currency) then the EPC will be rounded down to zero.
- Click spiking: The system has a built-in protection to ensure that people can't build up a high EPC level with a low volume of traffic and then profit by flooding ePN with high volumes of low quality clicks the next day. Therefore, when we see that a campaign has a significant increase in clicks (this also happens with new campaigns), the history for that campaign will be weighted less and we'll use shorter term revenues, and an estimate of longer term revenue, as a way to calculate the value of those clicks until we have more data to determine the quality of those clicks (usually a few days). If you have no short term revenue associated with those clicks, you may have a zero EPC until we can determine the actual value of the traffic.

45) NEW* Why does my EPC appear lower than usual when I split existing activity into multiple campaigns or start a new campaign?

When you first start a campaign, the system has very limited information with which to predict the value of your clicks, so it may take a few days' worth of data to reflect the actual value of your traffic. In some cases this may lead to us paying more than we would have if you had a full campaign history and in some cases less. This is because until you have built up a history, we use revenue generated very close to the click, with an estimate for long-term revenue, as a way to calculate the value of those clicks. The system will get up to speed more quickly with campaigns that have larger numbers of clicks and may take a bit more time with campaigns that have fewer numbers of clicks.



46) NEW* How can my EPC earnings amount be higher than the amount of 7 day winning bid revenue?

- There are other components to the QCP algorithm besides winning bid revenue, such as the long term value of ACRUs and PayPal and advertising revenue, which means that your earnings could be higher than your winning bid revenue. This could also have happened under the old CPA system.
- In addition to looking at the revenue driven by yesterday's traffic, the system also takes into account the value you have driven from sales historically, including from sales that occurred within the 7 day cookie latency. This means that although the winning bid revenue could be low for this day, the EPC also takes into account winning bid revenue you received on other higher winning bid revenue days, for example Sundays. Given the difficulty in making these comparisons, we recommend that you analyze your earnings over a longer period of time such as a week or month.

47) NEW* Why does my EPC fluctuate so much from day to day?

In general, publishers should see less variability in their EPC than under the old CPA system as the algorithm looks at historical data as well as what happened yesterday. In fact, we have seen about a 30% reduction on average for publishers. This said, there are a few cases where you may see more volatility in your EPCs:

- If you are a low volume publisher you may see more fluctuation than other publishers, just as you would have done under the CPA payment model. This is also the case if you are operating on one of eBay's smaller programs, such as Belgium, since traffic volumes on these programs tend to be lower. If you're a very low volume publisher that is not sending enough clicks for us to calculate their value, then your clicks and earnings may be pooled with other low volume publishers and you will be given a default EPC.
- If you have recently increased the number of clicks you are driving to eBay or started a new campaign, then your EPC is likely to fluctuate more than normal as you build up a history. This is because we use revenue generated very close to the click as a way to calculate the value of the new campaign or increased volume of clicks.



48) NEW* Does lack of referring URLs or not having your business model specially approved (where relevant) affect your EPC? NEW

At the current time, QCP does not factor referring URLs into your EPC. However:

- If you operate under a business model that requires special approval, you need to apply for and receive approval for that business model. These include electronic communications (e-mail), incentives, downloadable software, or “other”. Failure to do so may lead to you being expired from eBay Partner Network. You can find the special business model applications under the “Account” tab under “Business model applications”
- It is important that you take steps to enable us to see your referring URLs. You can find more information on ensuring we can see those here. While these don’t impact your EPC at the current time, we do look regularly at each account and its referring URLs, and whenever there’s any issue with an account, referring URLs are important inputs to ensure we understand where traffic is coming from and can take the appropriate action.

Click Filtering Questions

49) What is Click Filtering? Why are you filtering my clicks? Won’t this lower my compensation?

As we announced in July, we have expanded our capabilities in filtering clicks generated by bots and other invalid activity. These filters are calibrated to make sure that only valid clicks are included in your EPC. Invalid clicks are usually the result of automated or non-human activity that typically does not have any transactions associated with them, therefore our publishers would not have earned anything from these clicks.

All click filtering happens before clicks are posted to the interface.

50) Why does the number of clicks reported by eBay Partner Network differ from my own internal count or from the numbers I saw on affilinet/TradeDoubler?

When you compare two different sources of tracking, there are several known issues that can cause discrepancies between the number of clicks initiated and the number of clicks received



due to the latency between those two events.

In addition to these general discrepancies between tracking sources, the click counts that you see in ePN only include valid clicks as determined by our click filtering system.

51) What type of clicks do you filter?

Although we do not provide an exact list of all of our click filters, we have incorporated industry standards and best practices for detecting clicks from things like invalid HTTP protocol, known bots/spiders, and other activity that can be identified as automated or non-human activity.

Another such activity, for example, is link prefetching, which is a mechanism that some browsers use to preload a page or document into its cache in order to improve the page load time if the user clicks on that link. This preloading activity is not considered a valid click for that link.

As most networks do, we will continue to update this list over time as more bots/spiders and sources of automated and non-human activity clicks are identified, always according to industry best practices.

52) Can I test my own links?

You can test your own links to ensure that clicks are coming through from them. However, please note that if you are using automated software or bots to check your links, those clicks may be flagged and filtered.

53) How many clicks are you filtering vs. before?

This will vary by affiliate. The filters are designed to remove clicks generated by bots and invalid activity. Publishers with a large amount of invalid activity will see a higher than average percentage of their clicks filtered out.

54) Can I see my raw (un-filtered) click count?

We do not provide raw click data. Please note that the % of clicks filtered may vary by website and time of day, depending on the volume of bots scanning your site.



55) How do I report a bot?

If you believe that a bot is generating clicks that are not being filtered by eBay Partner Network, please contact Customer Service.

56) Does the amount of clicks I send matter?

The QCP algorithm measures both the short term and long term revenue generated by clicks delivered by a publisher, using both current and historical data. There are then a few other factors added to this revenue amount, such as Paypal and advertising. This amount is then divided by the number of clicks to get to the EPC amount. The total amount you earn is the EPC multiplied by the number of clicks. Therefore, if you have a bot clicking on your links for a day, then your overall EPC will drop, but the number of clicks you are getting paid for will go up, and net your overall earnings would be the same as if there had been no bot clicks.

57) NEW * Are my EPC amounts and my earnings affected if I am hit by a bot and my clicks increase?

We recently launched in mid-November additional real-time click filters that will help address a large number of clicks from these unknown bots, and we'll continue to work on additional filters to catch more of them. However, if a bot does hit your site and is not filtered, your EPC is still based on revenue, so although an increase in clicks due to bots will decrease your EPC, in most cases the overall amount you earn will remain the same. If you suspect a bot, you can contact customer service. Please include the website that was affected and the IP address. Our team will investigate for inclusion into our list of filtered bots.