

# eBay Commerce Network – Merchant FAQ

## General Questions

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### What is the eBay Commerce Network?

The eBay Commerce Network is the new brand replacing what currently exists as the Shopping.com Network. Now that Shopping.com, Inc. is fully integrated into our parent company eBay Inc., the eBay Commerce Network will continue to operate as the leading advertising platform offering performance marketing solutions to merchants via a network of leading publishers. You can expect the same advertising solution and service as part of the new brand and there is more to come as our investments are focused on enhancing our robust network with eBay's powerful commerce assets. Please reference the [eBay Commerce Network webpage](#) for more details.

### Why are you making this change?

Our business has evolved during the last 15 years from its legacy as a comparison shopping site to the robust network it is today. Our new "eBay Commerce Network" brand more accurately reflects our current business offering and the unique assets we offer merchants, including access onto eBay marketplaces. Additionally, the eBay Commerce Network is a key part of the eBay vision of enabling commerce by connecting buyers with sellers wherever they shop.

### Should I expect changes as part of this rebrand?

Today you will notice a [new website](#) and branding, but your campaign and contacts within the company will remain the same. As part of this reorganization, any agreement you may have with Shopping.com, Inc. has been assigned to eBay Inc.

Please login to the [Merchant Center](#) to review any applicable updated eBay Commerce Network terms and conditions and review our updated User Agreement and Privacy Policy.

### What will happen to the Shopping.com website?

We will continue to operate the Shopping.com, Epinions.com, DealTime.com and PriceTool.com domains and offer the same advertising solution and service. These sites will continue to operate as publishers within the eBay Commerce Network.

## Account specific

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### Will I need to make any changes as a result of this rebrand?

The following changes will need to be implemented, where applicable to you:

- a. If you're an invoiced merchant, you will need to update the vendor name in your accounts payable system from Shopping.com to eBay, Inc. Invoices will include a line item specifying the advertising activity is from the "eBay Commerce Network". All clicks generated after April 1<sup>st</sup>, 2013 will be billed from eBay, Inc.
- b. For your feed integration, the FTP location will change from a Shopping.com domain (<ftp://ftp.shopping.com/>) to eBay Commerce Network (<ftp://ftp.ebaycommercenetwork.com/>). While both domains/credentials will work, we recommend that you update your systems with the new eBay Commerce Network credentials by April 30<sup>th</sup>, 2013.
- c. For sales tracking, we recommend that you re-label your tracking URLs from Shopping.com to eBay Commerce Network by April 30<sup>th</sup>, 2013.

### Will my login information change?

Your login information for the Merchant Center will remain the same but the site URL will change from <https://merchant.shopping.com> to <https://merchant.ebaycommercenetwork.com> effective April 1<sup>st</sup>, 2013.

### Will I still have access to all my previous reporting?

Yes - all prior reports will be accessible through the Merchant Center.

### Who do I contact for questions?

Your contacts will remain the same. Please note that emails from eBay Commerce Network will now be sent from [@ebaycommercenetwork.com](mailto:@ebaycommercenetwork.com). For campaign questions, please contact the Merchant Support Team at [merchantsupport@ebaycommercenetwork.com](mailto:merchantsupport@ebaycommercenetwork.com).