

Oddcast Case Study

eBay Power Seller Steve Stewart

eBay ID: RockWonders-Dot-Com

The Power Seller and The Challenge

Steve Stewart, eBay Power Seller and skilled Gemologist, has been auctioning his hand cut gemstones on eBay since 1995 and in the early days of selling his stones on the auction site the competition was minimal. Steve knows that his product is one of the best, but there are a lot of other eBay sellers out there auctioning a similar product and claiming the same high quality. He also knows that the rules of the game have changed on eBay and he is continually searching for ways to differentiate his auctions and stand out in the crowd.

The SitePal for eBay Solution

In the past, Steve had tried a number of other auction tools, but ended up with little or no improvement in sales. During a search for other products on the auction site he stumbled across a seller using the SitePal tool. He was instantly impressed with the way the talking character was able to make this sellers auction stand out and immediately signed up so that he could do a test using the talking characters in his auctions. Steve wanted to see if the character would help to increase sales.



The Results

Average sales in the first few months of using SitePal for eBay were approximately 6% above monthly averages when compared to the prior 12 months of selling. However, when the character was discontinued sales declined by 3%. When Steve re-introduced the SitePal character his auctions sales shot right back up to the increases that he was seeing before.

Customer Testimonial

“Finally, my auctions are standing out in the crowd and for the first time ever I qualified as an eBay Power Seller while using this product. This is a major bonus and I would recommend SitePal for eBay to any seller looking to increase sales. Thanks SitePal.”

Steve Stewart, eBay Power Seller and Expert Gemologist

Auction Link

<http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&item=4990461514&rd=1&sspagename=STRK%3AMESE%3AIT&rd=1>