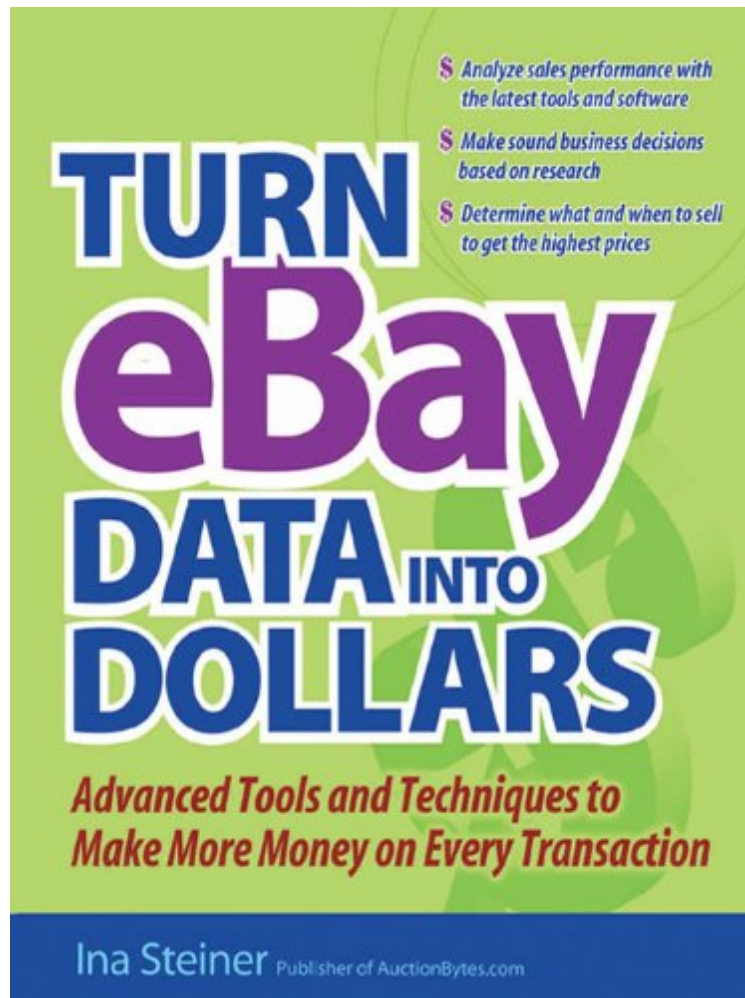


## Turn eBay Data into Dollars

Ina Steiner

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**Ina Steiner : Turn eBay Data into Dollars** before purchasing it in order to gage whether or not it would be worth my time, and all praised Turn eBay Data into Dollars:

3 of 3 people found the following review helpful. A Must Read for the Serious Ebay ResearcherBy R. F. ParkerThis book gives a solid overview of the subject of research on eBay. First it talks about the need to do research for eBay. It then reviews some basic caveats and 'gotchas' about eBay research. Then it reviews the 3 leading tools in great detail (Andale, Terapeak, and Hammertap). This alone makes the book worth it. Imagine if you had to spend money on each of those three tools to determine whether you liked them or not? With the detailed coverage of their various features in the book, you can make a decision about which one you might like to use. This book is a must-read for anyone who is serious about selling on eBay and staying competitive. I don't understand the negative review on this book. I suspect the writer of that review has some axe to grind or did not actually read the book.11 of 12 people found the following review helpful. Belongs on an serious, analytical seller's shelfBy CustomerIf anyone is qualified to write a book on

this topic it's Ina. She's analytical, informed, and easy to read. She shows you what works, and what doesn't; including how not to be misled, an essential skill for any swim through the murky waters of statistical data, eBay or elsewhere. You will learn about eBay Marketplace Research, Store Reports, and much more. She even takes us "off of eBay" to learn about third-party resources such as Andale, Terapeak and others. This one probably belongs on a serious, analytical seller's shelf.

2 of 2 people found the following review helpful. This book is just user's manual of all the research programs combined.

**By BargainSupplies** This book is a boring read for anyone who has basic knowledge of eBay. After reading the first two Chapters, I felt like writing a review about this book, but then I stopped myself and decided not to discredit the book so early, so I kept on reading until I finished the book. After all the reading it from cover to cover I still couldn't change my personal opinion about this book. This book is basically composed of all the different research programs that eBay sellers can use to improve their eBay auctions. If you want to save yourself the money just read the user's manual (free training/information) of the different research programs available. This book is just that, but in the author's words. Don't believe me? Scroll back up to the top of this page and click on "Search inside this book" (below the image of the book), and click "Table of Contents". You'll see starting from Chapter 4 the author gives some a nice Title to each eBay Research program the author touches base on. For example, Chapter 4 - All About Andale (ignore the first few words "Evaluating Research Tools, and"). If you really want to know all about Andale (if you type in andale.com it will switch you to vendio.com) you can go to their website and learn all about it there. Andale teaches you all you need to know about their research program. Who wouldn't want you have this info for free? At andale's site, there's a tab called "Education Training Center" click on that and read all you want about Andale research tools. You'll learn everything it can do for your eBay auctions and also how to understand and use the data/information provided. Why pay for someone else to explain it to you when it's readily available on the provider's site? Another example? Chapter 5 - eBay Selling with Terapeak (again, ignore the first few words "Taking the Guesswork out of"). Alright, go to [...] click on "Help", then click "How can I learn how to use Terapeak?". There you have it. The same information you'll find in this book. And no, you don't have to log in to access this information. It's available for free! You can find out how it can help your eBay listings and how to use and understand Terapeak's data/information it provides. Now look at the subtitles of each Chapter and see if you can uncover what the author is referring to by using the information provided free on the provider's website. Any novice would be able to figure/search it out. What about Chapter 6? and 7? It's the same exact thing. Chapter 8-11 just touches base on the data/information that eBay provides to you that you can use to determine the best eBay auctions formats, keywords, and time. I wouldn't say the information is Advanced Strategies and it is readily available on eBay's site. Chapter 1-3, is basically about understanding eBay and how to use eBay to figure out what are the average sales price for items, sell through ratios, and a few other things that a little research and common sense would tell you. This is just my opinion. However, if you know nothing about eBay (eBay's Help Section has all the info. you need) and the research tools available you may find this book useful and also if you prefer to have all the research programs user's manual all consolidated into one book.

You already have the answer to boosting your eBay sales and profits... You just have to know where to look. Turn eBay Data into Dollars shows you how to use the powerful tools available on eBay to sell smarter and make more money on every sale. Learn to mine sales data from tools such as Andale Research Tools, Terapeak, and DeepAnalysis. Generate sales and traffic reports using eBay and Sellathon ViewTracker so you can easily analyze your data and make informed business decisions. You'll learn to apply the results of your research to your eBay listing and marketing strategies. Then, you can better determine what to sell, how much to charge, how to improve traffic, and how to stay ahead of the competition.

From the Back Cover You already have the answer to boosting your eBay sales and profits... You just have to know where to look. Turn eBay Data into Dollars shows you how to use the powerful tools available on eBay to sell smarter and make more money on every sale. Learn to mine sales data from tools such as Andale Research Tools, Terapeak, and DeepAnalysis. Generate sales and traffic reports using eBay and Sellathon ViewTracker so you can easily analyze your data and make informed business decisions. You'll learn to apply the results of your research to your eBay listing and marketing strategies. Then, you can better determine what to sell, how much to charge, how to improve traffic, and how to stay ahead of the competition. Measure and analyze your sales performance to increase profit margins Discover what eBay data can--and can't--tell you Apply data to fundamental listing strategies Learn the basics of data mining and analysis Find the most effective keywords for your listing titles Make better inventory acquisition decisions Market your business like a PowerSeller Improve traffic and conversion rates Use competitive intelligence techniques to get a leg up on the competition Learn how PowerSellers are increasing revenue through data analysis

About the Author Ina Steiner, M.B.A., is cofounder and editor of AuctionBytes.com, the most trusted source of information for the eBay community. She has been quoted widely as an eBay authority in the Wall Street Journal, the New York Times, Smart Money, and on Public Radio's "Marketplace."