



BEHAVIORAL SERVICE & SUSTAINABLE PRODUCTS




WHY

eBay is enabling its customers to support charitable causes when buying and selling items online through its Giving Works program.

HOW

- The Giving Works program makes it easy for its users to donate money to charities of their choice.
- When sellers list their items for sale, eBay asks them to donate a proportion of their sales to a charity of their choice. Buyers are also prompted to donate when they pay for purchases.
- The service also enables nonprofits to connect with over 100 million eBay community members and engage new supporters.

BUSINESS VALUE

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|  REPUTATION | Brand sentiment – Helping users support charities of their choice has driven a positive brand sentiment for eBay. |
|  SALES | Penetration – Sellers using the Giving Works program are more valuable eBay customers. |
|  INNOVATION | Technology – integrating the Giving Works program into the existing platform developed new technology. |

CONSUMER VALUE



FUNCTIONAL

Users are able to support charities that are important to them.



EMOTIONAL

Customers making use of the Giving Works program feel they are playing a part in making a difference.

RESULTS

- Over 4.7 million individuals in 199 countries took at least one charitable action on eBay.com in 2012. Source: eBay Interview
- eBay buyers who donate spend 26% more than non-donors. Source: eBay Interview
- eBay sellers who donate sell 29% more than non-donors. Source: eBay Interview
- To date the Giving Works program has raised over \$340 million for more than 25,000 charities worldwide. [Source](#)