Vendio Merchant’s Guide

Second Chance Offers

Vendio Services, Inc. | 2800 Campus Drive | San Mateo, CA 94403 | www.vendio.com
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Second Chance Offers

Second chance offers allow you to send your underbidders an email offer to sell the item. You can automatically send second chance offers (SCOs) to your bidders, according to eBay’s SCO rules and the criteria you set.

There are two methods for sending out Second Chance Offers with Vendio. You can manually send them from the Channels > Second Chance Offer page or you can automate second chance offers (SCO) as part of your listing process.

Manual Second Chance Offers

Manual second chance offers are sent from Channels > Second Chance Offers. Select your preference, select the email to send and select “send”.

SCO Preferences

Select your preferences and select the offer (s) to send. Preferences include the ability to set a minimum feedback score, a duration and inventory conditions.

Minimum Feedback

This option can be used if you want to limit SCOs to bidders with a minimum number of feedbacks eBay.

Duration of SCO

The SCO duration limits the availability of the offer to the number of days you specify. SCOs availability can be set to 1, 3, 5, or a maximum of 7 days. Keep in mind that if you are using Vendio to track inventory, the item will be reserved for eBay only, and will be considered an active listing during this duration.
Inventory Check
You may elect to send SCOs only if you have enough inventory to cover the possibility that all offers will be accepted. The default is set to quantity “1” in stock, but you may enter any amount in this field. Additionally, you may also elect to send SCOs to all eligible bidders regardless of inventory levels.

Using Multiple eBay IDs
Vendio offers the ability to manage multiple eBay accounts from one Vendio account. When using multiple accounts, select the ID associated with the account to view the buyers who are eligible for SCO. Eligible bidder’s eBay Market ID are displayed in the grid view.

You can add a new eBay ID to your account under Preferences > Channels.

Grid View

<table>
<thead>
<tr>
<th>Item Title</th>
<th>eBay Item ID</th>
<th>Qty. Available</th>
<th>Site</th>
<th>End Date</th>
<th>Reserve Price</th>
<th>Offers Unsent</th>
<th>Offers Sent</th>
</tr>
</thead>
</table>

Item Title
This field displays the title of the eBay Item.

eBay Item ID
This field displays the eBay Item number.

Qty. Available
This field displays the quantity of available inventory.

Site
This field displays the eBay site where the item was originally listed.

End Date
This field displays the ending date of the original listing.

Reserve Price
This fields displays any reserve price that was on the original listing.

Offers Unsent
This field displays any offers that can be sent, but have not been sent yet.
**Offers Sent**
This field displays that the offer has been sent.

**Automating Second Chance Offers**
Second chance offers can be automated within eBay Launch Profiles. As you create ads, you can attach second chance offers (SCO) to your listings to automate them.

**eBay Launch Profiles SCO**
eBay Launch Profiles are located within the Create Items form, or created ahead of time under **Items > Profiles > eBay Launch Profiles**. You can automatically send second chance offers (SCOs) to your bidders, according to eBay’s SCO rules and the criteria you set.

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**Send to How Many Underbidders**
Specify how many SCOs are sent. You may elect to send SCOs to “all eligible” underbidders, or limit offers to a specific number of underbidders. If you are an inventory based seller, you may want to select “all eligible” unless your inventory is limited.

**Base on Inventory**
You may elect to send SCOs only if you have enough inventory to cover the possibility that all offers will be accepted. The default is set to quantity “1” in stock, but you may enter any amount in this field. Additionally, you may also elect to send SCOs to all eligible bidders regardless of inventory levels.
Duration of SCO
The SCO duration limits the availability of the offer to the number of days you specify. SCOs availability can be set to 1, 3, 5, or a maximum of 7 days. Keep in mind that if you are using Vendio to track inventory, the item will be reserved for eBay only, and will be considered an active listing during this duration.

Copy to Seller
Select “copy email to seller” if you would like to receive a copy of each automatically generated SCO.

Consider Feedback Rating
This option can be used if you want to limit SCOs to bidders with a minimum number of feedbacks eBay.

Send Second Chance Offers Based on
Select the pricing criteria on which you will base your SCOs. Multiple options are available for you to choose from, and you also have the ability to base your offers on a percentage or flat dollar amount.