



4.smart shopper tutorial

sell smarter

smart shopper

Thank you for choosing Terapeak - the world's leader in eBay research technology. This tutorial is one of a series produced by the Terapeak team to help you learn how to perform and interpret research results using the variety of tools available on the Terapeak website. Please visit us at www.terapeak.com to access the other tutorials in our series.

1. Getting Started with Terapeak
2. Keyword Research with Terapeak
3. Using Terapeak to find Hot Products
4. [Terapeak Smart Shopper](#)

Terapeak helps you save money on eBay with Smart Shopper, a totally FREE tool that helps buyers locate and evaluate the best deals on eBay. In a matter of seconds, Smart Shopper will go through all of the live listings on eBay.com and only return the best deals that pertain to your keyword search.

Smart Shopper can be found on the Terapeak homepage at www.terapeak.com

The trick to using Smart Shopper is to understand how to use Smart Shopper's other filters to narrow in on the items you wish to find. In this tutorial, we are going to take you through a search from start to finish and show you how to get the best results with Smart Shopper.

terapeak delivers powerful
market *knowledge* you need
to *save money*
shopping on *eBay*

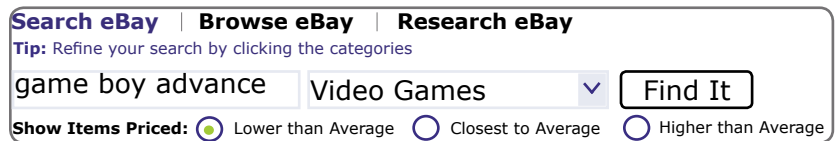
finding items

We begin by looking for the best deal on a gameboy advance. First we will enter the keywords “game boy advance” into the search box and click the “Find It” button. (image 1). This takes us to the results screen which displays all the live eBay listings that relate to your search (image 2). By default, the returned results are sorted by soonest end times. You can use the “Sort By:” scroll down menu to sort the results by newest listed, highest price or lowest price.

Unless you began with a very detailed set of keywords your first search will most likely return listings for items that are not what you are looking for. For example, in this tutorial our results all have the words “gameboy advance” in their titles, but this includes everything from game-boy advance cases to link cables. You need to narrow your results to be more specific. There are two tools to help with this: minus keywords and category filters. To minus certain words simply type in the “-“key then the word you want to filter out. For example typing “-case” in will remove all titles that contain the word “case”.

Category filters enable you to use category structure to narrow your results. Since we are only interested in game systems, we filter the results by clicking on the “Systems” link under the “Matching Categories” tab on the left (image 3). Results will be narrowed down to the just the systems category. Using both techniques will help you narrow your search to get the most accurate information.

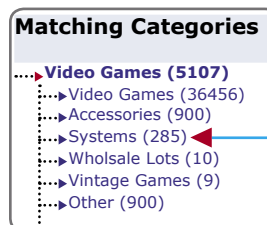
- 1 Begin by entering the keywords into the search box and choosing your category from the drop-down menu.



- 2 Live listings give you an idea on what keywords you should use to narrow your search.

	GAME BOY ADVANCE SP	\$56.00	12	57m 2s
	GLACIER GAME BOY ADVANCE SYSTEM NEW SCREEN!	\$25.50	10	1h 16m 48s
	Nintendo Game Boy Advance SP (Cobalt) *MINT CONDITION*	\$51.00	7	1h 25m 3s
	PURPLE GAME BOY ADVANCE SYSTEM NEW SCREEN!	\$26.52	14	1h 28m 44s

- 3 on the left side of the screen are the categories items were found in. Click a category to drill into it further.



reading results

Once you are satisfied with the search results, it is time to evaluate these listings in order to find the best deals available right now on eBay.

Smart Shopper displays a historical pricing figure, located above the search results, (image 4) that displays the historical average price for the item. Terapeak is an eBay certified service provider that gets closed listing data directly from eBay. Smart Shopper examines this closed listing data in order to determine this average price based on the same search parameters your used to find live listings. In this tutorial you can see the current market price for gameboy advance systems are \$61.32. With this knowledge, Smart Shopper enables you to filter live listings for items that are selling for less than the market average.

Another interesting feature of smart shopper is the "Good Deal" button located on the bottom left of the page under the popular searches. Clicking on this button takes you directly to the auction with the lowest Buy-it-now price for the set of keywords and filters you have chosen.

You can browse these listings exactly as you would on eBay.com. When you find a listing that you would like to purchase simply click on it and it will take you directly to the listing on eBay.

- 4 Average price is calculated on-the-fly according to the search criteria (in bold) used.

eBay.com | Video Games | Systems

\$61.32 Average Price for **game boy advance -case** FROM **127** sampled listings in **Systems** last week

- 5 The good deal text will take you to the best buy-it-now deal for the item you are looking at.

Find the Right Product?
Click Here for a
GoodDeal

conclusion

Thank you for taking the time to learn more about Smart Shopper. We hope this tutorial had made it easier to find the best deals on things you want to buy on eBay. For more on Terapeak and the eBay research services we offer, please visit the terapeak website at www.terapeak.com

If you are interested in learning more about how our other products work please see our tutorials on Designing Better Listings, Performing Better Research, and Using Terapeak to find Hot Products at www.terapeak.com

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about terapeak

Founded in 2003, Terapeak has quickly established itself as the technology leader in eBay marketplace intelligence. Specializing in web-based, real-time solutions, www.terapeak.com enables eBay sellers to sell smarter and make more money in the eBay marketplace. With proprietary 'smart search' technology, Terapeak crunches hundreds of millions of data points to deliver pertinent market information to online businesses. Terapeak is an eBay certified service provider and participant in eBay's data licensing program.