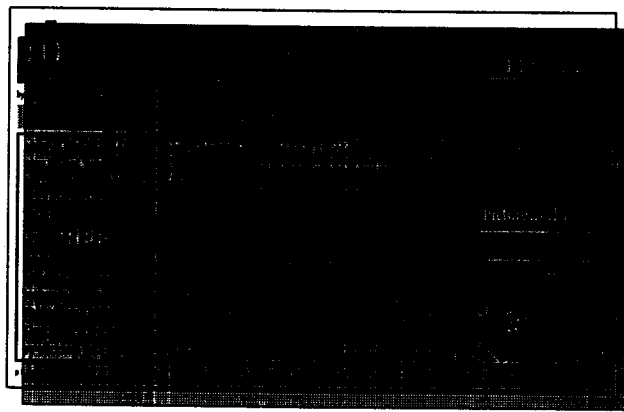


# *pbay Marketing Plan*



PictureWorks Technology, Inc. Confidential  
March 24, 1999

# ***p*bay Marketing Plan**

## **Objective:**

Integration of *p*bay service into eBay and eventually other auction sites

## **Target Audience**

- 1) First time and experienced auctioneers on eBay
- 2) 80% will have novice to intermediate computer skills and web 'savvyness'
- 3) They are prone to purchasing 'enhancements' to their auctions such as premier placement, bold listings, photo gallery, etc...
- 4) They are digital image enabled with the following capability in priority order
  - a) Digital Camera and/or Scanner
  - b) Process Film to Floppy
  - c) Send Images to service for scanning
  - d) Process Film to Internet site
- 5) They auction unique items (not auctioning the same item over and over)

## **Key Benefits:**

- 1) Pictures sell - 'Pictures Work' – eBay and their auctioneers will be more successful
- 2) PictureWorks makes adding images to eBay auctions effortless
  - a) Click and Select
  - b) Instant Preview
  - c) Drag and Drop for modern Browsers
  - d) Auto Size
  - e) Auto Formatting
  - f) Time Saving
  - g) No Experience Required
  - h) Turn 20mb files into 15 second uploads
  - i) Thumbnail Gallery
- 3) Reliable and Robust
- 4) Extensible with value added services
- 5) FREE – limited time offer
- 6) Special Promotional Incentives – Give-aways – to get people to try service
- 7) Supported by eBay community leaders (goal)
- 8) Expanded service for other auction sites planned
- 9) Supported by eBay as preferred photo service (goal)

## Competitive Analysis

pbay's key strength at launch is the ease in which you can add photos to your auctions. The user does not need to pay any attention to sizing, format, or even naming structure of their images. The extensibility of pбай will enable pбай to match and exceed the capabilities of all competitive sites. Reliability will be key point of differentiation. We need to investigate the systems that are in place for our competitors to see if we have a competitive advantage to tout.

Below is a high level chart outlining the competitive features offered by the leading picture services for eBay.

Benefit	pbay Picture Services	Auction Watch	myitem	Pixhost	Pongo
Click and Select (Browse)	✓	✓			
Drag & Drop	✓				
Instant Preview	✓				
Auto Size	✓				
Auto Format	✓				
Image Gallery	✓ - thumbnail	✓ - full size			
Browser Support	MSIE 4, NS 4	MSIE 3+,NS 3+			
File Format Support	JPG, BMP				
Scanning Services					
View Counter					
Reliability	✓				
Auction Forms					
Email Auction Activity					
Multiple Photos in Auction					
Auction Sites Supported	eBay		eBay		
Discussion Groups					
Photo Descriptions					
Other					
Cost	Free				

PictureWorks has dramatically simplified the process of including pictures in an eBay auction. A visit to <http://www.pbay.com> reveals how simple it is. Register, select a photo, preview the photo in the web page, click the send button, and your finished. The image is automatically sized and formatted to eBay recommendations and stored on *pbay*'s hosting servers. A URL s provided to the auctioneer to include in their auction description and the photo is displayed inside their auction page for every potential buyer. And for a limited time, PictureWorks is offering the service FREE of charge.

Quotes from eBay enthusiasts (and eBay corporate if possible)

Quotes from Scott

Technology paragraph outlining power and extensibility

Quotes from Lisa

Intentions for supporting other Auction sites

Test Drive and Promotion

### ***eBay community support message***

***pbay* Receives Praise from eBay Auctioneers and Support  
*pbay* recommended as easiest photo hosting service for eBay auctions**

Quotes from eBay support

Description of *pbay* service

Quotes from eBay user community

Future enhancements

FREE and promotions mention

### ***eBay corporate endorsement message***

**eBay's Phenomenal Success Generates new Supporting Business  
*pbay* from PictureWorks enhances eBay auction service with photo services for auctioneers**

Online auction category spawning new businesses to enhance functionality.

eBay pleased to see *pbay* service enhance auctions on their site.

eBay statistics on value of photos in auctions.

eBay quotes on value of *pbay* and fit in corporate direction

Value added services planned by PW

Test Drive and promotional mention

## Messaging

**Slogan** - Ease of use comes through clearly

*pbay* is The Fastest and Easiest way to add Photos to eBay Auctions

~~*pbay* is to eBay as the mouse is to the computer~~

~~*pbay*, photo auctions have never been easier~~

*pbay*, Picturebay for eBay auctions – Fast, Easy, Reliable

~~Pictures Work, Photos Sell, *pbay* makes eBay photo auctions easy~~

~~Easily add photos to eBay auctions with *pbay*~~

### Introduction Message

PictureWorks Technology's *pbay* Picture Hosting Service Enhances eBay Auctions with Photos / *pbay* Solves #1 Frustration of eBay Users, Adding Photos to Auctions

***pbay* is The Fastest and Easiest way to add Photos to eBay Auctions - 'Pictures Work' to increase Auction Sales**

PictureWorks Technology announced today *pbay*, the picture hosting service for eBay auctions.

As the number one auction site on the Internet, eBay is serving nearly two million actions. Auctions with photos result in more bids, higher sales price, and faster sales, reportedly up to 200% better than auctions without photos.

*pbay*'s goal is 100% of auctions will have photos and *pbay* will provide hosting for 50% of all auctions by the end of the year.

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