Andale Research Getting Started Manual

Avg. Selling Price

Items Listed vs. Items Sold

Success Rate

Chapter 1 : Getting Started

Welcome to Andale Research!!

This manual is a step-by-step Guide to Andale Research. As you read through this manual, you will notice tips that will assist you in determining your options, but these are not required.

1. Log Into Your Andale Account

Once you have registered for Andale Research, you will need to log into your Andale account to begin researching items. From the www.andale.com website, sign in with your user name and password.

FIGURE I.   Log into Your Andale Account

FIGURE II.

Tip: Your Andale User ID will appear at the top of the page if you are correctly signed in.

2. Andale Research Start Page

Once you have logged in, select the RESEARCH Tab. This is the Start Page for all the Andale Research Tools. Select the RESEARCH navigation link or begin

your search from this page. You can begin your Research from either the Research Tools Start Page OR the Andale Research Start Page.

FIGURE III.   Andale Research Navigation

2.1 Research Prices on eBay

Enter keywords in the Research Items Box to begin your research. Once you have typed in keywords, Andale will generate a report based on the keywords you have typed into the Research items box. You may refine and enhance your research data from your Results Page.

FIGURE IV.   Type in the Keywords to begin your Research

Tip: Type in keywords that you would use to find your item on eBay. Don't use words that will not enhance your results. Example: wow, good, mint. These types of words are not related to your actual product.

2.2 View your Most Recent Research

Andale will save your most recently researched items and display them on your Andale Research Start page. If this data is no longer relevant, you may select CLEAR to remove the data.

Most Recent Researches   clear
harry potter
vintage fiesta bowl
fiesta vintage
frankoma boot
frankoma

FIGURE V.   View your Recent Research

2.3 View your Saved Research

Andale Research provides a Saved Research page for items that you wish to save as your do your research. The Andale Research Start page will display a few of your Saved Researches. To go directly to all your saved items, select the View All link.

Saved Research   View All...

| Name | Avg. Price | %
Successful |
|---|---|---|
| nasa | $19.33 | 17.00% |
| titan | $73.93 | 5.00% |
| Nokia 3100 | $4.65 | 2.00% |
| Camphor Wood | $46.82 | 12.00% |

FIGURE VI.   View your Saved Research

3. Research Results Page

Once you have typed in your keywords, Andale will generate your research results and allow you to refine and enhance your research using the Advanced options, All Item or Andale Smart Research, Refine Results and Trending options.

Home >> Research Tools >> Research >> Research Results

Research Item: Frankoma   Research

FIGURE VII.   Research Results Page

3.1 Advanced

Select the Advanced link to quickly eliminate or enhance your results. Choose new keywords, type of search, price range and category.

Base your research on either Andale Smart Research or All Items Data Search. All item data search returns all results based on your keywords, Andale Smart Research eliminates items based on your keywords that you are not likely to want to view. An example would be searching for a Nikon Camera; Andale Smart Research would eliminate Nikon Camera Bags. Using Andale Smart research will shorten the time it takes you to refine your search, while All Item Data Search will return more results.

Exclude Words are words you enter to eliminate items from your results. An Example would be if you were researching a Nikon Camera but did not want Nikon Camera Kits, you would type the word kit into the Exclude Words box.

Price Range will allow you to set a price range for your Research Results.

Specific Category will allow you to choose a top level or leaf category for your items.

FIGURE VIII.   Select Your Advanced Options

Tip: You can toggle between Andale Smart Research and All Item Data Search from your results page. You may also enter exclude words, price range and select specific category from the Refine Items section.

3.2 All Items Data Search

The All Items Data Search will return all items that contain your Research keywords that you have entered. The All Items Data is the default search. Clicking on All Items Data Search will toggle Andale Smart Research results.

FIGURE IX.   All Item Data Search

3.3 Andale Smart Research (Product Research)

Andale Smart Research will return the most likely results for your Research Keywords. Clicking on All Items Data Search will toggle Andale Smart Research results.

All item data search returns all results based on your keywords, Andale Smart Research eliminates items based on your keywords that you are not likely to want to view. An example would be searching for a Nikon Camera; Andale Smart Research would eliminate Nikon Camera Bags. Using Andale Smart research will shorten the time it takes you to refine your search, while All Item Data Search will return more results.
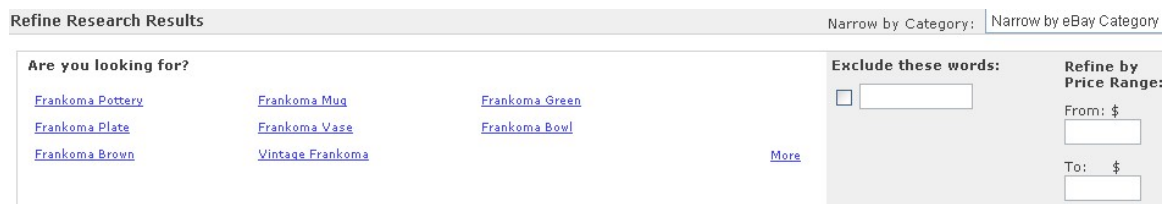

FIGURE X. Product Research (Andale Smart Research)

3.4 Refine Search Results

Once you have typed in your keywords, Andale research will allow you to refine your results. Choose to narrow by category, enter words to exclude, set a price range or utilize the Are You Looking For Section to drill down into the correct results.

FIGURE XI. Refine Your Search Results

Tip: Advanced link will also contain these options. Use general research terms to complete your first research and utilize the refine results to quickly drill down to achieve more accurate results.

3.5 Price Summary

Once you have drilled down into the most accurate results for the product you are researching, you will want to view the results. The first section will display the Price Summary.

The Price Summary will include the Average Selling Price, the Number of Listings, the Number of Items listed, the Items Sold and the Success Rate of the item.

FIGURE XII.   View Price Summary

Tip: The number of listings will not typically match the number of items. The number of listings is how many auctions have been listed, and the number of items will include Dutch auctions, which contain multiple items, so the number of items will typically be higher.

3.6 Price Summary Trends

Andale Research provides graphs that will display the trends for the item. These graphs are the Average Selling price, Items Listed vs. Items Sold and the Success rate. These graphs can quickly provide the overview of an item displaying at- a- glance if the price or success is on the rise, or in decline.

FIGURE XIII.   View Trends

3.7 Price Summary Closed Items

Andale Research provides a list of viewable closed auction that are the basis for the Andale Research Results. You may click on any auction to view the details in a new window.

Closed Items

Completed Auction Title	Price	Bids
1963 FRANKOMA MAYAN-AZTEC BOTTLE & STOPPER / PG / #7JH	$ 40.00	FP
FRANKOMA INDIAN CHIEF MASK	$ 20.49	6
VINTAGE FRANKOMA DINNER PLATES SET OF 4 PLAINSMAN	$ 17.76	9
FRANKOMA * CANDLE STICK AND SALT SHAKER	$ 10.50	11
Frankoma WAI Warmer or Candle Holder	$ 7.99	FP
VINTAGE FRANKOMA BOWLS ROBIN EGGS BLUE SET 2	$ 5.00	FP
Frankoma Pink Toothpick Holder-FP-IT	$ 4.00	FP
Frankoma Horn of Plenty	$ 3.99	1

FIGURE XIV.   View Closed Items

Tip: View the closed results to help you choose exclude words for the most accurate results. If you are Researching Delonghi Toaster, you may find results for toaster covers, that you do want, and can use exclude to remove all the results for covers.

3.8 How to Sell Summary

The How to Sell Summary will provide recommendations on How to Sell your item for the best results based on the research results. Choose either to receive recommendations based on the getting the highest price for your item, or based on a higher chance of success.

The How to Sell Summary Recommendations include what category to list your item in, the day and time to list your item, what eBay Marketing features to use, what listing type to use, and the best starting price for you item. These recommendations are displayed in Trends in graph form as well as in a chart form so you can view the details of the recommendations to help you make the best choices for listing your item.

Category:	Pottery & Glass > Pottery & China > Art Pottery > Frankoma, Gracetone
Day and Time:	List on Wednesday, between 12noon to 4 pm PST and choose 3 day auction.
Features:	Use Gallery
Listing Type:	Auction, no Reserve
Price:	Between $0.01 and $2.92 opening bid and no reserve

FIGURE XV.   View How to Sell Summary

Tip: View both the results that maximize price and maximize success. Use the graphs in trending to determine which results are right for you.

3.9 How to Sell Trends

The How to Sell Trends provides both a graph and a chart of the details used to create your How to Sell Summary. This data includes the % of Listings, the Average Price and the % Successful.

The graph and the bolded section of each Trends section are based on your selection of what you wanted to maximize (price or success). You may view the Trends for either price or success by selecting the radio button beside the summary section.

Top Categories	% of Listings	Avg. Price	% Successful
Pottery & Glass > Pottery & China > Art Pottery > Frankoma, Gracetone	50.00%	$ 19.98	48%
Pottery & Glass > Pottery & China > China, Dinnerware > Frankoma, Gracetone	50.00%	$ 15.01	47%
View listings used in calculation			

Start Day	% of Listings	Avg. Price	% Successful
Sunday	20.50%	$ 20.55	42%
Monday	18.63%	$ 14.95	34%
Tuesday	12.11%	$ 15.77	58%
Wednesday	13.66%	$ 23.05	65%
Thursday	12.42%	$ 15.96	55%
Friday	7.76%	$ 10.46	56%
Saturday	14.91%	$ 16.59	39%
View listings used in calculation			

FIGURE XVI.   View How to Sell Trends

3.10 How to Sell Closed Items

Andale Research provides a list of viewable closed auction that is the basis for the Andale Research Results. You may click on any auction to view the details in a new window.

Closed Items		
Completed Auction Title	Price	Bids
1963 FRANKOMA MAYAN-AZTEC BOTTLE & STOPPER / PG / #7JH	$ 40.00	FP
FRANKOMA INDIAN CHIEF MASK	$ 20.49	6
VINTAGE FRANKOMA DINNER PLATES SET OF 4 PLAINSMAN	$ 17.76	9
FRANKOMA * CANDLE STICK AND SALT SHAKER	$ 10.50	11
Frankoma WAI Warmer or Candle Holder	$ 7.99	FP
VINTAGE FRANKOMA BOWLS ROBIN EGGS BLUE SET 2	$ 5.00	FP
Frankoma Pink Toothpick Holder-FP-IT	$ 4.00	FP
Frankoma Horn of Plenty	$ 3.99	1

FIGURE XVII.   View Closed Items

4. Andale Category Research

Andale Category Research will generate reports based on the eBay Category you select. The data is available for leaf level categories and we will provide the same charts, graphs and recommendations that are available in Andale Product Research. Additionally, Andale provides a breakdown of the top seller (the user ID of the top seller is not displayed).

FIGURE XVIII.   Category Research

4.1 Choosing Categories

When creating a Category Research Report, choose a category by drilling down on the left navigation panel to the category you would like to research.
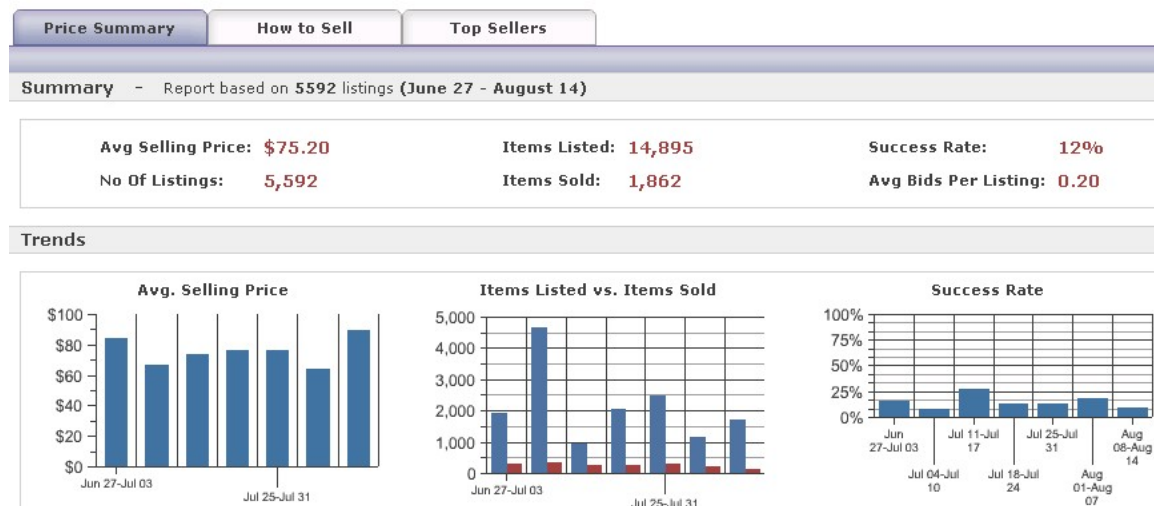
FIGURE XIX.   Choose a Category

4.2 Category Price Summary

The Category Report for your selected Category will contain much of the data that is available in your product research.

The Price Summary will include the Average Selling Price, the Number of Listings, the Number of Items listed, the Items, the Success Rate of the item, as well as the Trending Reports for the Category.

| Price Summary | How to Sell | Top Sellers |

Summary – Report based on **5592 listings (June 27 - August 14)**

Avg Selling Price: $75.20	Items Listed: 14,895	Success Rate: 12%
No Of Listings: 5,592	Items Sold: 1,862	Avg Bids Per Listing: 0.20

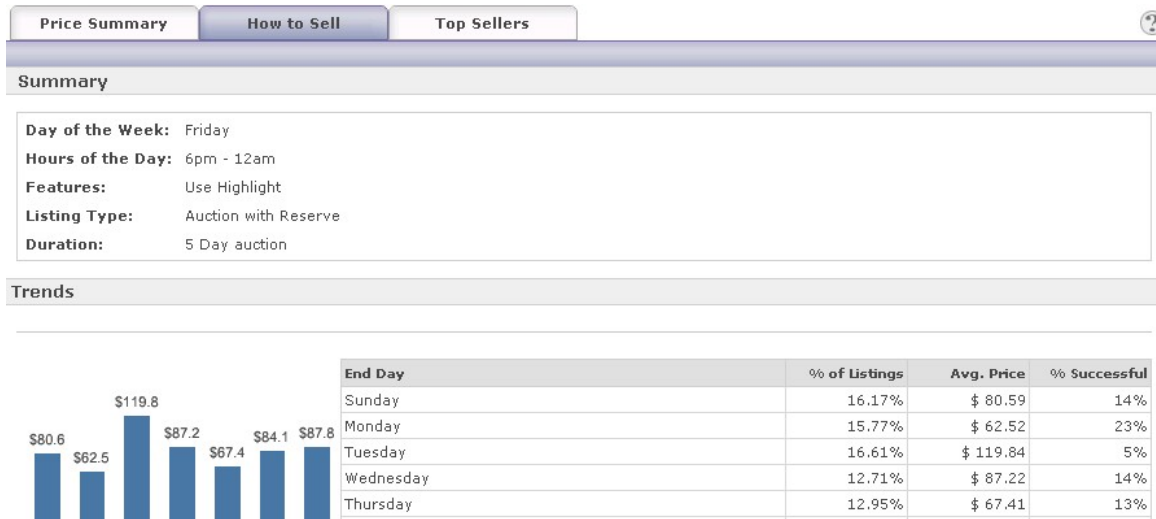**Trends**

FIGURE XX.   View Category Price Summary

Tip: Category Research is a great way to quickly view the success and average price of any category on eBay. This is valuable when researching new product lines or types of products that you are thinking about selling.

4.3 Category How to Sell

The How to Sell Category Summary will provide recommendations on How to Sell your item in a particular category.

The How to Sell Summary Category Recommendations includes the day and time to list your item, what eBay Marketing features to use, what listing type to use, the best starting price for your item, as well as the best duration.

These recommendations are displayed in Trends in graph form as well as in a chart form so you can view the details of the recommendations to allow you to make the best choice for listing your item.

| | Price Summary | How to Sell | Top Sellers | |

Summary

Day of the Week:	Friday
Hours of the Day:	6pm - 12am
Features:	Use Highlight
Listing Type:	Auction with Reserve
Duration:	5 Day auction

Trends

End Day	% of Listings	Avg. Price	% Successful
Sunday	16.17%	$ 80.59	14%
Monday	15.77%	$ 62.52	23%
Tuesday	16.61%	$ 119.84	5%
Wednesday	12.71%	$ 87.22	14%
Thursday	12.95%	$ 67.41	13%

FIGURE XXI.   View Category How to Sell

4.4 Category Top Sellers

The Category Top Sellers section will display the Top Sellers by the selected Category. The user names are not displayed.

Data includes the rank of the seller; the GMV (gross merchandise value = selling price), the percentage of Market Share based on the GMV, the number of listings by the seller, and percentage of listings in the category are by the seller.

Price Summary	How to Sell	Top Sellers	

Top Category Sellers (Total number of sellers 10205)

Seller Rank	GMV	% Market Share by GMV	# of Listings	% of Listings
1	$30.25	0.02%	27	0.48%
2	$49.85	0.04%	15	0.27%
3	$63.91	0.05%	9	0.16%
4	$0.00	0.00%	5	0.09%
5	$0.15	0.00%	5	0.09%
6	$0.00	0.00%	4	0.07%
7	$778.51	0.56%	3	0.05%
8	$243.80	0.17%	3	0.05%
9	$0.00	0.00%	3	0.05%
10	$0.00	0.00%	3	0.05%
Others	$138,854.89	99.17%	5515	98.62%

FIGURE XXII.   View Category Top Sellers

5. Andale Saved Research

Andale Research allows you to save and categorize your Product Research items. Using Saved Research, you are able to customize your view, filter your results, create and manage folders for your Saved Research items as well as renaming the items for future reference.

Saved Research Reports   customize |

View   **Add** or **Manage Folders**

Search for: [   ] in folder [All Folders ▼] in [All Categories ▼] [Search]

21 Saved Research Reports   (*Based on data from July 18 to August 14)

✓All	Name ▲	Folder	Avg. Sale Price*	# Listings*	% Successful*
☐	AGAVE CACTUS SUCCULENT PLANT1	Test1	$7.0444	27	33%
☐	AIR FORCE ONE SHOE	Test2	$55.71	259	55%

FIGURE XXIII.   Saved Research Report

5.1 Customize Saved Research

Andale Saved Research allows you to customize how many items you are wish to view on one page. The default is 25, but choose any number from the drop down and select SAVE to change the default.

FIGURE XXIV.   Customize Your Results

5.2 Filter Your Results

Andale Research allows you to quickly retrieve your Saved results by using a filter. If you are looking for a particular item, type in the name, select a filter or use both.

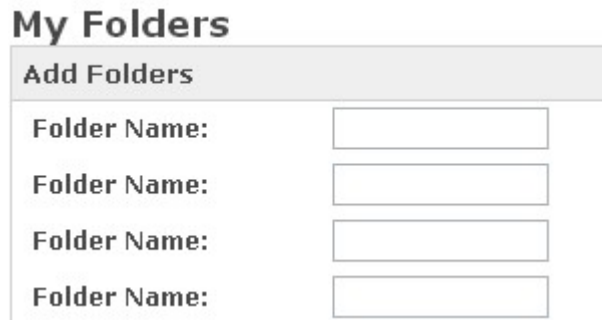
FIGURE XXV.   Filter Your Results

Tip: If you only have a few items in your folder view, select only the folder filter. If you maintain a large library of saved searches, name them for quick retrieval and place in the correct folder for fast retrieval.

5.3 Add or Manage Folders

Andale Research allows you to create folder for your saved items. If you are saving many researched items you may wish to create folders to quickly retrieve your items.

Select ADD folder to and type in a name to create a new folder or select Manage to delete an unused folder.

FIGURE XXVI.   Add a Folder

5.4 Delete Item

If you would like to delete a saved search, simply click on the checkbox beside the item and select the delete button at the bottom of the page. You will be asked to confirm before the item is deleted. Deleted items will no longer be displayed on your Saved Research Page.

FIGURE XXVII.   Delete a Saved Item

5.5 Edit Item Name

Andale Saved Research allows you to change the name of the item for quicker retrieval.

Select the item by using the checkbox beside the item and click on the edit name button at the bottom of the Saved Research page.

FIGURE XXVIII.   Change an Item Name

Tip: Use this function to label your Saved Researches for quick retrieval. If you are researching Fiestaware by are only interested in Turquoise. You could create a folder named Fiesta Turquoise and in that folder change the names to the type of dinnerware (mixing bowl, platter, plate).

6. Andale Research Beta 2.0

Andale Research Beta is the next generation of Andale Research. It includes all the great features that are in the original Andale Research but ads a left navigation

pane and includes attributes. It is available in limited categories at this time, but will be expanded in the near future.

FIGURE XXIX.   Andale Research Beta 2.0