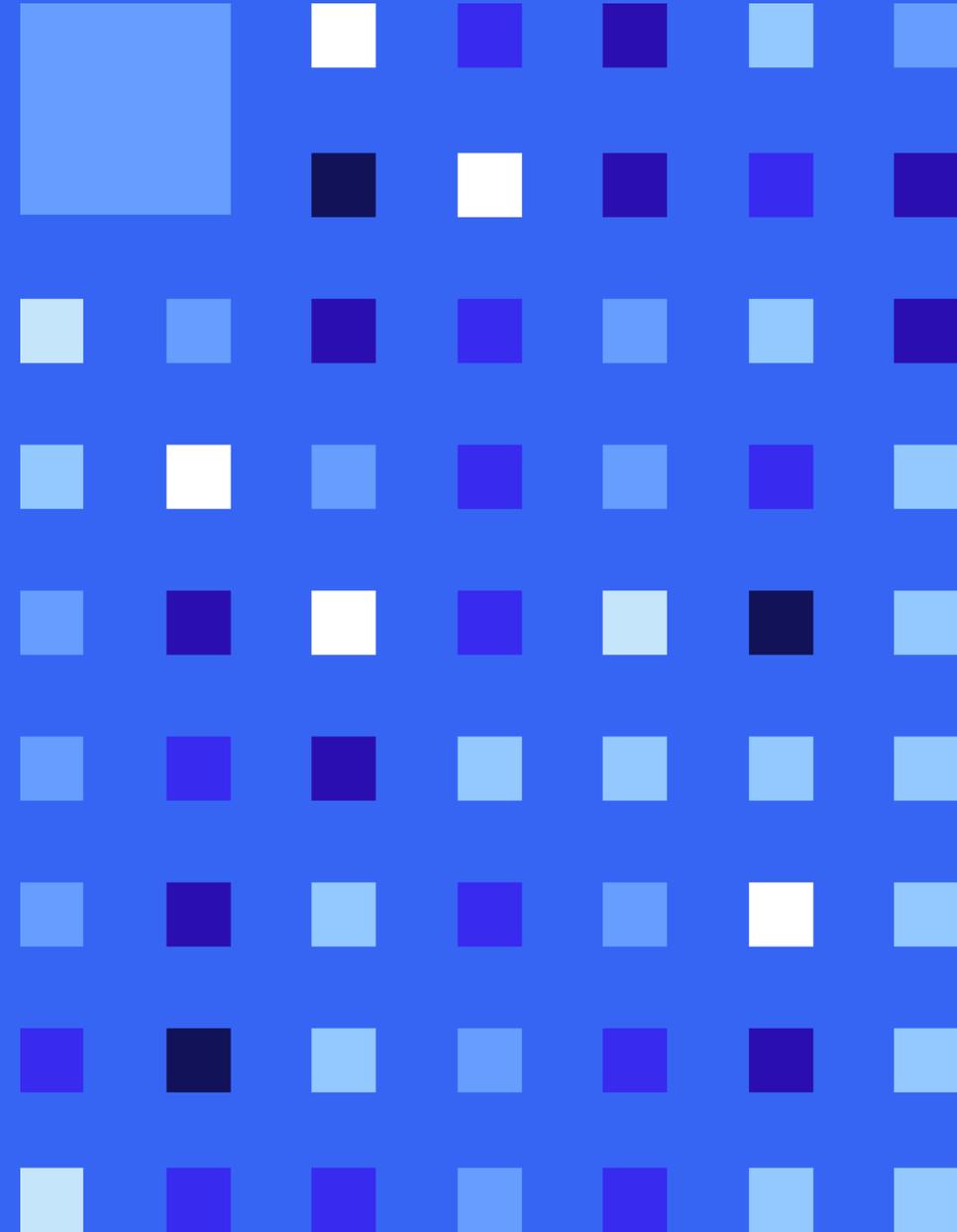

eBay Connect 2022

AI

Nitzan Mekel
VP, Chief AI Officer, CoreAI



eBay Connect 2022

Agenda

Updates

Foundations

Image Similarity

Text Translation

Video Moderations

Updates - Last 12 Months

Image Similarity

- New fields added to the response. Image similarity pipeline has been updated with further improvements coming.

Text Translation

- Launched translation between 13 language pairs

Video Moderation

- Videos moderated in < 48 hrs.

Core AI Services

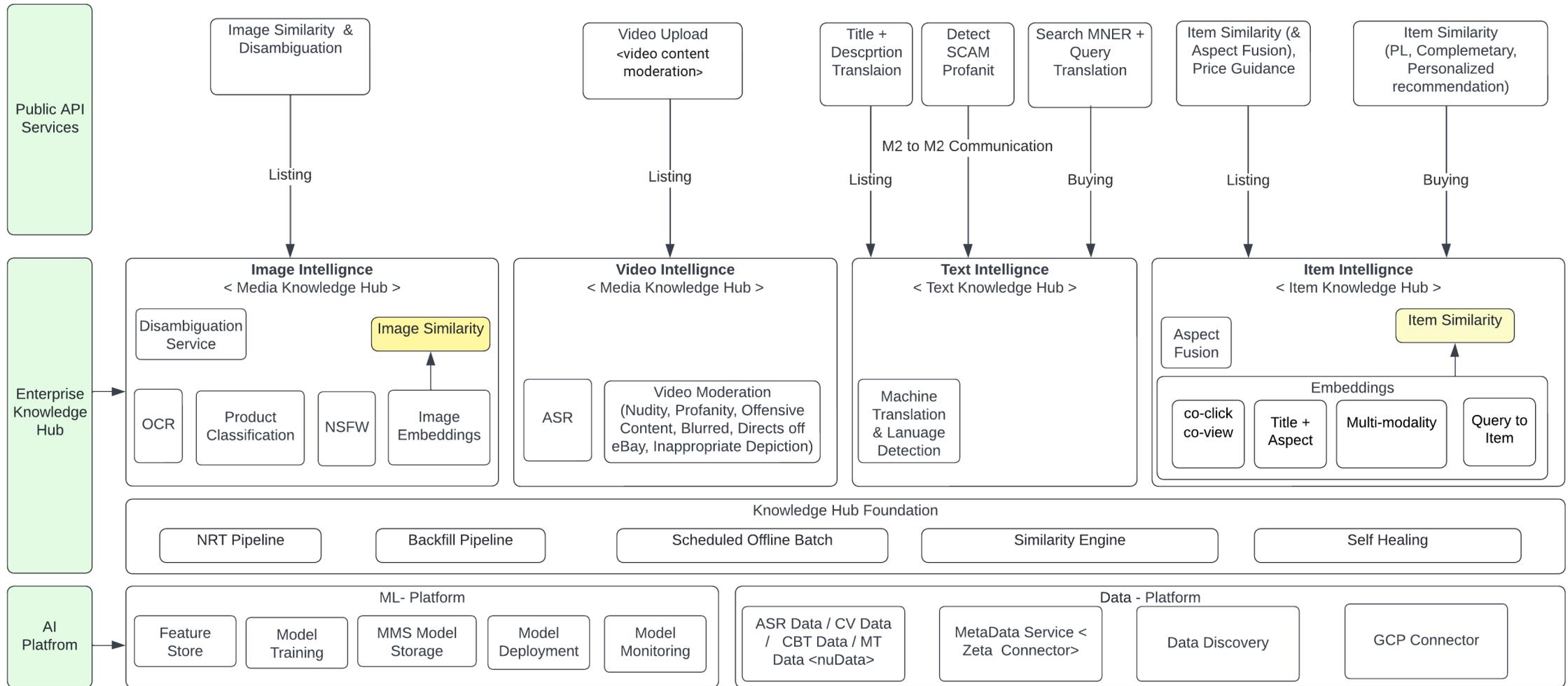


Image Similarity

Customer Opportunity

Finding items by text is hard, especially when the customer doesn't know how to describe the item clearly. Text based search is also hard for non-native speakers or people who have trouble reading and writing.

Solution

Use an image to find similar items. The items are found based on item-based visual similarity between the input image and the primary image of the items.

Benefit to Customers

Buyers: Find similar items using an Image.

Sellers: Find aspects from the item image. Make listings more relevant.

Status

Live as of now



Input

Output

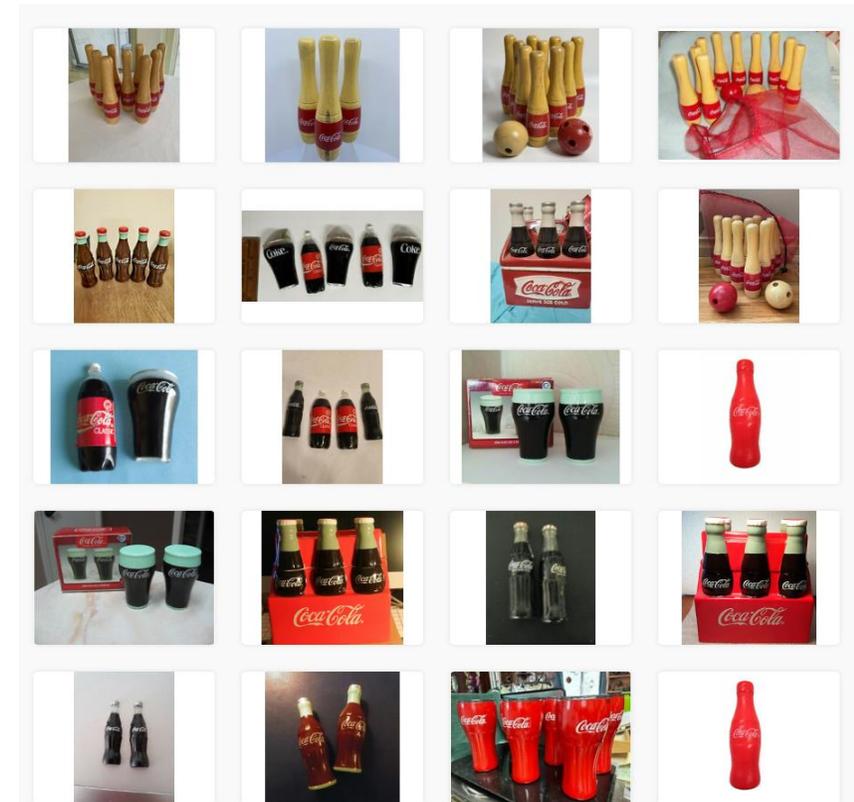


Image Similarity

Input

- Base64 String of an Image (jpeg)
- Limit
- Sort

Method

POST

`https://api.ebay.com/buy/browse/v1/item_summary/search_by_image?&limit=3&sort=-price`

Output

List of items.

```
$cat input-str.json
```

```
{  
  "image": "Base64 encoded image"  
}
```

```
$curl -s -H "Authorization: Bearer $AUTH_TOKEN" -H "Content-Type: application/json" -H "Accept: application/json" "https://api.ebay.com/buy/browse/v1/item_summary/search_by_image?limit=3&sort=price" -d "$jsonstr" | jq .
```

```
{  
  "href": "https://api.ebay.com/buy/browse/v1/item_summary/search_by_image?limit=3&sort=price&offset=0",  
  "total": 21992,  
  "next": "https://api.ebay.com/buy/browse/v1/item_summary/search_by_image?limit=3&sort=price&offset=3",  
  "limit": 3,  
  "offset": 0,  
  "itemSummaries": [  
    {  
      "itemId": "v1|133798300191|0",  
      "title": "Staples Office Chair With Wheels, Swivel, And Height Adjustment",  
      "leafCategoryIds": [  
        "257900"  
      ],  
      "categories": [  
        {  
          "categoryId": "257900",  
          "categoryName": "Chairs & Stools"  
        },  
        {  
          "categoryId": "12576",  
          "categoryName": "Business & Industrial"  
        },  
        {  
          "categoryId": "25298",  
          "categoryName": "Office"  
        }  
      ],  
      "image": {  
        "imageUrl": "https://i.ebayimg.com/thumbs/images/g/v0sAA0SwFyRg10uK/s-1225.jpg"  
      },  
      "price": {  
        "value": "5.00",  
        "currency": "USD"  
      },  
      "itemHref": "https://api.ebay.com/buy/browse/v1/item/v1%7C133798300191%7C0",
```

Text Translation

Customer Opportunity

Customers often don't find the items in their market. But the same item may be available in a different market and listed in a language that the buyer doesn't understand.

Solution

Seller can translate the item title and description and then list the item in a different market / language. This enables [cross-border trading](#).

Benefit to Customers

Buyers: Enables them to buy items from other markets.

Sellers: Expands the reach of sellers.

Status

Live as of now

Available Language Pairs

From	To
(en) English	(de) German
(en) English	(zh) Chinese (Mandarin)
(en) English	(ja) Japanese
(en) English	(fr) French
(en) English	(it) Italian
(en) English	(pt) Portuguese
(en) English	(es) Spanish
(en) English	(ru) Russian
(de) German	(en) English
(de) German	(fr) French
(de) German	(it) Italian
(de) German	(es) Spanish
(ja) Japanese	(en) English

Text Translation

Input

- "from" Language
- "to" Language
- "text": Text to be translated
- "context": Title or Description

Method

POST

https://api.ebay.com/commerce/translation/v1_beta/translate

Output

Original text and translated text.

```
$curl -s -H "Authorization: Bearer $AUTH_TOKEN" -H "Content-Type: application/json" -H
"Accept:
application/json" "https://api.ebay.com/commerce/translation/v1_beta/translate" -d
'{"from": "en", "to": "ja", "text": ["Welcome to eBay" ], "translationContext":
"ITEM_TITLE" }' | jq .
{
  "from": "en",
  "to": "ja",
  "translations": [
    {
      "originalText": "Welcome to eBay",
      "translatedText": "EBayへようこそ"
    }
  ]
}
```

Video Moderation

Customer Opportunity

eBay listings can have videos attached to them. However, videos may have inappropriate content in them. So, the videos must be vetted before they can be shown to users.

Solution

Seller uploads the videos. A backend system processes the uploaded videos for any inappropriate content. If the video is good, it will be displayed to the users. If not, sellers can upload a new video. The entire process takes < 48 hours.

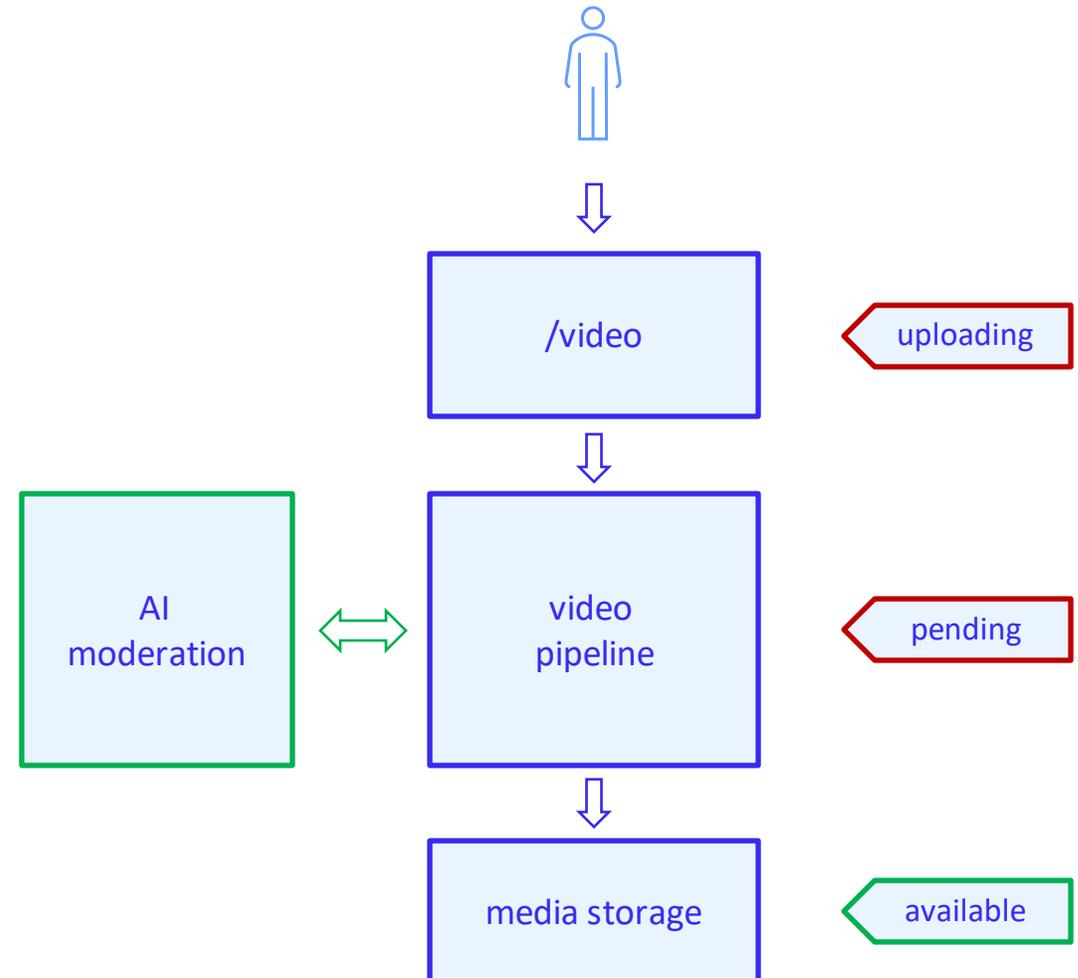
Benefit to Customers

Sellers: Provides feedback about the uploaded videos.

Buyers: Provides a better shopping experience.

Status

Live as of now



ebay