

Hi everyone,

I'm happy to announce the launch of L1 Category Browse Pages on the Lexington Platform in the US, UK, DE, and AU!

Overview

Category Browsing used to live exclusively on RPP Flexihub. Last year, the Browse team created Browse Nodes for L2-L7 Categories as well as Cross-Category and Category + Aspect pages; however, L0s, L1s and Virtual Categories continued to live on RPP Flexihub.

L0s and L1s are the top-level category browse pages on eBay. These pages are high-touch with manual curation because they represent the first step into category-browsing; therefore the site merchandisers work hard to curate the best content eBay has to offer. This allows eBay to put its best foot-forward.

This year, the Verticals team and Browse team are partnering to migrate L0s, L1s and Virtual Categories from RPP Flexihub onto Lexington in order to continue making the best Category Browse experience in ecommerce!

Why this matters

The goal of this project is to bridge the gaps between the algorithmic curation of Browse Nodes and the manual curation of RPP Flexihubs in order to create a hybrid of algorithmic and manual content on top-level category browsing. Moving to Lexington not only gives the Business Unit more flexibility, but it also gives our customers more exposure for on the core shopping experience.

An added benefit of this migration is moving experiences out of Kiosk (the old Content Management System for Deals, Events, and RPP Flexihubs) and onto Spotlight, which is a newer, faster, and smoother platform.

This migration optimizes for both internal customers through Spotlight and external customers through Lexington.

What was launched

Manually Curated L1s on Browse Nodes launched with the following new modules on Lexington:

1. Curated Visual Navigation
 - a. <http://www.ebay.com/rpp/camera-photo>
 - b. <https://drive.google.com/open?id=0B76oYR4IPdNnVmpFLWixS3JGMW8>

Shop by Category



DSLR Cameras



Camera Drones



Mirrorless Digital Cameras



Point & Shoot Cameras



Action Camcorders



Film Cameras



Camera Lenses



Photo Studio & Lighting



Camera & Photo Accessories



Camcorders

2. Promotional Banners

- <http://www.ebay.com/rpp/mens-clothing>
- <https://drive.google.com/open?id=0B76oYR4IPdNnakFZTEV4bnVBRIU>

Prime Time. Every Time.

Price matching. Free Shipping. And no membership fees.

Shop Fashion Deals →



3. Event Doorways (featuring multiple Events)

- <http://www.ebay.com/rpp/tv-video-audio>
- <https://drive.google.com/open?id=0B76oYR4IPdNnTDBxR0VoYXg3T0U>

Featured Events



Wireless Audio for \$199 or Less
Shop top brands like Bose, LG, Vizio and more



Smart Home Security
From Amcrest, Nest, and Zmodo

4. Curated Guides

- a. <http://www.ebay.com/rpp/camera-photo>
- b. <https://drive.google.com/open?id=0B76oYR4IPdNnd2M4bHpVW00bGc>

Photography Guides



5 Digital Cameras That Will Up Your Social Media Game

by thoughtcatalog

5 Digital Cameras That Will Up Your Social Media GameYour social media is a reflection of your b...



Fly High With These 5 Snazzy Drones
by thoughtcatalog

Fly High With These 5 Snazzy DronesLooking for a new hobby to improve your social life (and...

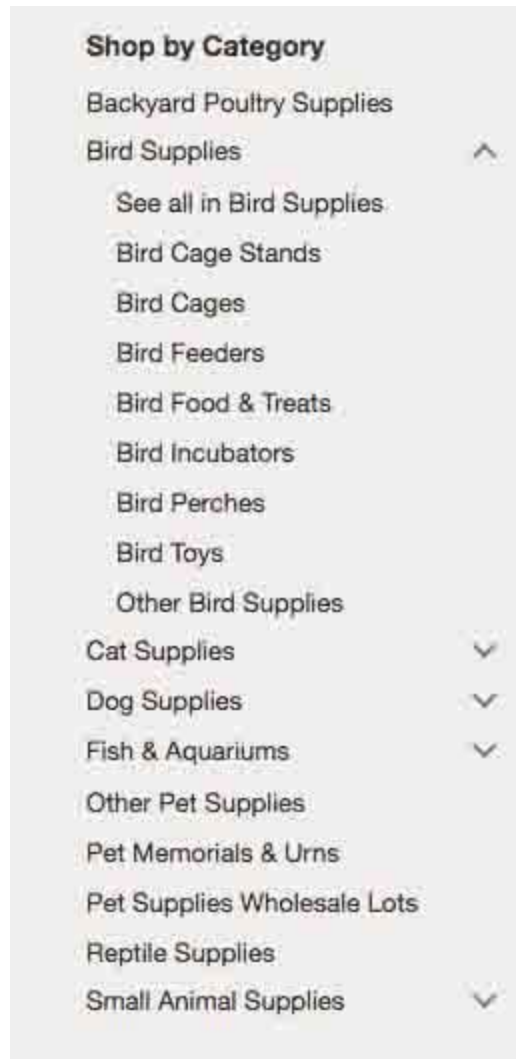


5 Cameras For Your Inner Film Buff
by thoughtcatalog

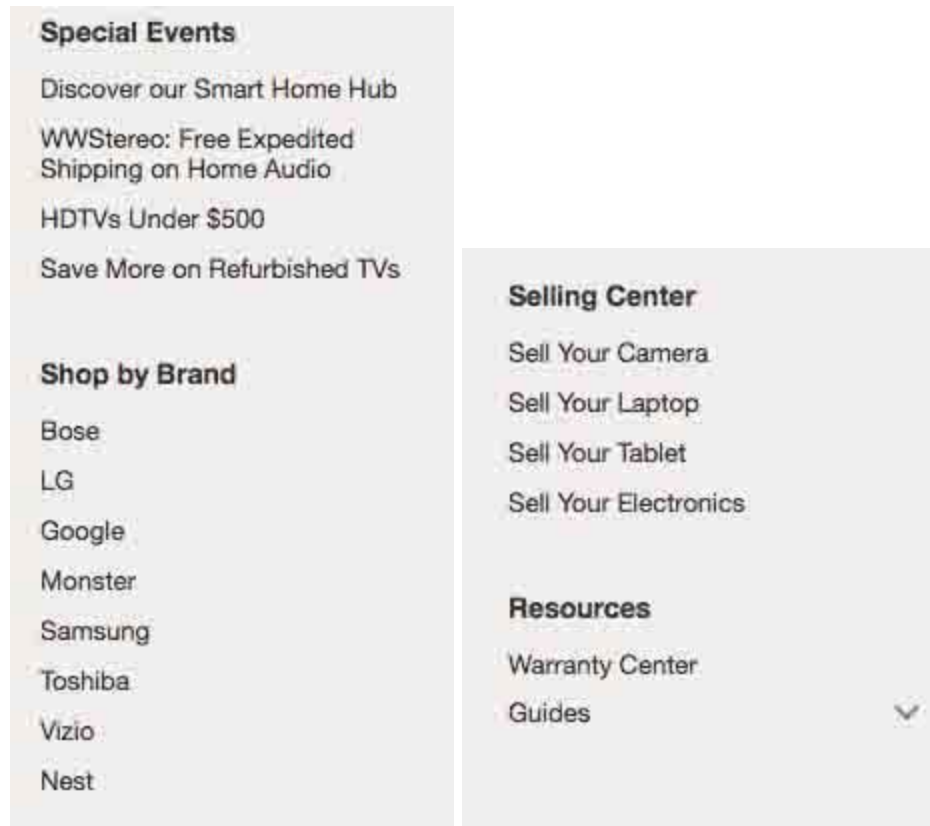
5 Cameras For Your Inner Film BuffYou've seen all the greatest movies, so now it's time to make...

5. Accordion Left Hand Navigation Category Navigation

- a. <http://www.ebay.com/rpp/pet-supplies>



6. Accordion Structured Links
 - a. Linking to Brands
 - b. Linking to Events
 - c. Custom Links
 - d. <http://www.ebay.com/rpp/tv-video-audio>



New features for L1s

L1s on Browse Nodes gained the following new capabilities that were not available on RPP Flexihub:

1. Top Deals
2. Top Products
3. Save On
4. Event Banner with Listings
5. Curated Products
6. Curated Browse Guidance Module
7. C2C Banner
8. AMP Layout on mobile (coming soon)
9. Accessible from Native Apps (coming soon)

The Magic

Below are some examples of L1s that are live today!

Before - <http://www.ebay.com/rpp/camera-photo>

Desktop

Hi! | Daily Deals | Gift Cards | Help & Contact | Your Prime Deals | Our Everyday Deal | Set | My eBay | Cart

ebay Shop by category Search... Camera & Photo Search Advanced

Home | Electronics | Camera & Camcorders

Cameras & Photo

Shop Cameras & Photo

- Binoculars & Telescopes
- Camcorders
- Camera & Photo Accessories
- Camera Cranes
- Digital Cameras
- Digital Photo Frames
- Film Photography
- Flashes & Flash Accessories
- Lenses & Filters
- Lighting & Studio
- Camera Manuals & Guides
- Other Camera & Photo
- Replacement Parts & Tools
- Tripsods & Supports
- Video Production & Editing
- Vintage Movie & Photography
- Wholesale Lots

Popular Searches

- VHS-C
- Rhyght
- Polaroid Instant Digital Camera
- Infrared Binoculars
- Lowepro Camera Bag
- Letz
- Costin

Top Stores

- Adornacamera
- Birdig
- GoPro_Certified
- Reelgainers

Shop by Brands


- Canon
- Nikon
- Sony
- GoPro

Resources

- Warranty Center
- Sell Your Camera and Lenses
- Guides

Nikon Kits and Cameras

Up to 40% off, plus Free Shipping







Shop Now →

Learn how to earn \$30 back










as a statement credit if you are approved for a new eBay Extras MasterCard® account.

Learn More →

Shop Cameras & Photo Deals


 <p>Canon EOS 5D Mark IV Digital SLR Camera Body Only \$2,749.99 (suggested retail price)</p>	 <p>Canon EOS 60D Camera + 18-200mm Lens + 30 Accessories \$1,169.99 (suggested retail price)</p>	 <p>Canon EOS 7D Mark II / MK 2 Camera Body Only 20-2MP DSLR \$1,174.99</p>	 <p>DEAL: Limited Time & Stock: Sony Alpha a7S II Mirrorless Camera \$2,199.99 (suggested retail price)</p>
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Shop By Category


 <p>DSLR Cameras Canon Nikon Sony</p>	 <p>Camera Drones DJI Parrot</p>	 <p>Action Cameras GoPro Sony</p>
 <p>Mirrorless Cameras Fujifilm Sony Olympus</p>	 <p>Camcorders HD 4K 360 Cameras</p>	 <p>Point & Shoot Nikon Canon Sony</p>
 <p>Lenses Zoom Telephoto Wide Angle</p>	 <p>Home Studio Tripsods Backgrounds Editing</p>	 <p>More Categories Binoculars Film Cameras Cases & Bags</p>

Canon Photography Essentials

Up to 50% off Canon bundles, cameras and more



HEROS BLACK IS SIMPLY THE BEST GOPRO, EVER. FUND YOUR UPGRADE. SELL YOUR OLD GOPRO HERO4 FOR UP TO **\$294**

List now 

The suggested price is calculated in the US and based on the lowest price for the same item on Amazon.com. It does not include shipping. ©2017 GoPro, Inc. All rights reserved. GoPro and HERO5 are trademarks of GoPro, Inc.

Mobile

Cameras & Photo

Nikon Kits and Cameras

Up to 40% off, plus Free Shipping



Shop Now →

Shop Cameras & Photo Deals



Yuneec Q500 4K Typhoon Quadcopter Drone RTT
\$399.99
~~\$449.00~~



Canon EOS 5D Mark IV Digital SLR Camera (Do...
\$2,749.99
~~\$3,149.00~~



DJI Phantom 3 4K WP Quadcopter (DJI)
\$429.00
~~\$724.00~~



Nikon D750 Digital SLR Camera (Body Only) 1545
\$1,399.99
~~\$1,599.00~~

Shop By Category



DSLR Camera



Camera Drones



Action Camera



Mirrorless Camera

[Kiosk](#)

eBay
 Kiosk RPP Tool
 Inventory Management
 Event Management

Event Management

Events ➤ Create event group

Cameras & Camcorders

URL & Breakdowns

Specify the URL for this event group
 This URL is based on an event group name

Specify Global Header Category
 Specify the 11 category for global header
 Cameras & Photo

Select Template

Collective Hub Page
 This template provides a full featured hub page for all products

Inventory Hub Page
 This template provides a full featured inventory hub page with product detail

Event Hub Page
 This template provides a full featured event hub page for selected items

Deals Event Hub Page
 This template provides a full featured event hub page for selected items

Customize hub pages below Hub Setup Help?

Title: Cameras & Photo
 Page Type: Category
 Category: 500 Edit

Shop Cameras & Photo

MSB
Nikon Kits and Cameras
 Up to 40% off, plus Free Shipping
[Shop Now](#)

MOBILE
Nikon Kits and Cameras
 Up to 40% off, plus Free Shipping
[Shop Now](#)

TABLET
Nikon Kits and Cameras
 Up to 40% off, plus Free Shipping
[Shop Now](#)

MFE Placement ID: 100615

Deal Strip
 Selected Deal Categories: Tech➔Cameras & Photo

RTM ID: 19866

After - <http://www.ebay.com/rpp/camera-photo>

Desktop

eBay - Camera & Photo

Cameras & Photo

Shop by Category

- Binoculars & Telescopes
- Camcorders
- Camera & Photo Accessories
- Camera Drone Parts & Accessories
- Camera Drones
- Camera Flashes & Flash Accessories
- Camera Lenses & Filters
- Camera Manuals & Guides
- Camera Replacement Parts & Tools
- Camera Tripods & Supports
- Digital Cameras
- Digital Photo Frames
- Film Photography Equipment
- Other Camera & Photography Equipment
- Photo Studio & Lighting Equipment
- Video Production & Editing Equipment
- Vintage Movie & Photography Equipment
- Wholesale Camera Lots

Popular Searches

- DSLR-C
- Ringlight
- Polaroid Instant Digital Camera
- Infrared Binoculars
- Leovapro Camera Bag
- Leitz
- Contra

Top Stores

- Adoracamera
- Buydig
- GoPro_Certified
- Redgocamera

Shop by Brands

- Canon
- Nikon
- Sony
- GoPro

Resources

- Warranty Center
- Get Your Camera and Lenses Guides

Save up to 40% on DJI Drones
New and refurbished camera drones
Direct from the manufacturer



[Shop Now](#)

Shop by Category



DSLR Cameras | Camera Drones | Mirrorless Digital Cameras | Point & Shoot Cameras | Action Camcorders

Film Cameras | Camera Lenses | Photo Studio & Lighting | Camera & Photo Accessories | Camcorders

The Best Deals in Tech

Free shipping. No membership fees.

[Shop Event](#)



\$99.99 | \$754.99 | \$665.99

Discover the latest from DJI



Introducing the Spark mini camera drone, starting at \$499.
Learn more about its features and capabilities.

Featured Events



Take Cool Pix with Nikon
Save up to 40% off Nikon cameras and kits



Canon Photography Essentials
Up to 50% off Canon bundles, cameras and more

Coveted Cameras: Sony



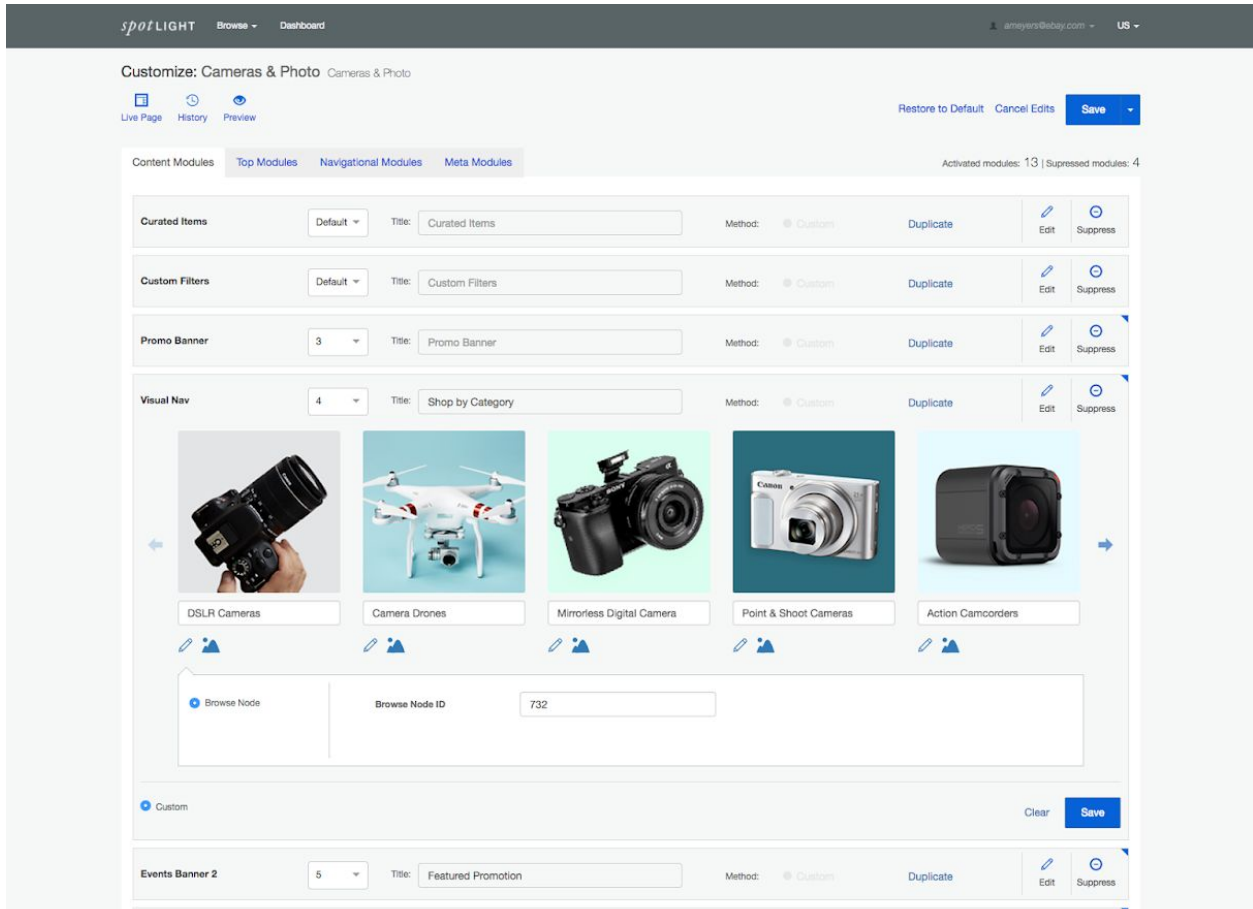
Sony Alpha a5300 24.2MP Digital SLR Camera - Black (L)
★★★★★ (45)
Trending Price **\$829.99 New**
\$834.99 Used

Sony Alpha 47 1/4-S/P Digital SLR Camera - Black Body
★★★★★ (30)
Trending Price **\$1,349.00 New**
\$1,102.10 Used

Mobile



Spotlight



Some Example Pages

1. <http://www.ebay.com/rpp/mens-clothing>
2. <http://www.ebay.com/rpp/tv-video-audio>
3. <http://www.ebay.com/rpp/camera-photo>
4. <http://www.ebay.com/rpp/pet-supplies>
5. <http://www.ebay.com.au/rpp/home-decor>
6. <http://www.ebay.com.au/rpp/womens-clothing>
7. <http://www.ebay.de/rpp/spielzeug>
8. <http://www.ebay.co.uk/rpp/mobile-home-phone>

More Improvements

- **Bradford Shellhammer, Stephen Bamonte, and Antonio Aguiar** have been working with **Katie Carroll** and myself to revamp imagery on our L1 Browse Pages to match the new Brand.
 - This is reflected in the US Fashion and Electronics Verticals. This will carry over to all Verticals globally.

- Time to first byte is down 100ms, and perceived page load performance is about 1500-2000ms improvement.
- L1s will maintain their RPP URLs until Google re-indexes the pages with their new page content. Then the URL will flip from RPP to each page's respective Browse Node URL.
- Page performance metrics are still being compiled based on the new experience.

What's next

1. Finish migrating individual L1s that were delayed for unique business use-cases
2. Launch 3P Ad Placement on L1s (which will be reused for L0s)
3. Build additional modules for the L0 Launch on Lexington in Q3
4. Expose L0s and L1s in native apps
5. Migrate Virtual Categories to Lexington
6. Migrate Retail Moments and other RPP Flexihub use cases to Lexington
7. Launching L1s on Lexington in FRITES

Special Thanks

This project spanned almost every team in Buyer Experience in Product, Engineering and Design. It also touched upon every Vertical in all of the regional BUs. This was a massive team effort that could not have happened without everyone's support.

Super mega kudos to **Katie Carroll**, **Yaniv Shimony**, and **Venkat Medapati** who respectively led efforts with coordinating the Global Business Unit requirements and roll-out plan, managed the Browse engineering flow and requirements, and managed the Spotlight engineering flow and requirements.

PD

- Browse
 - Winfred Jebasingh
 - Prashanth Patlolla
 - Bokai Chen
 - Sujith Mankala
 - Aadhith Ramesh
 - Shikha Khare
- Verticals
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 - Ramneet Bhatia
 - Vidit Aggarwal
 - Senthil Manoharan
 - Boski Shah
 - Anu Vermuri

- Kalyana Gundamaraju
- Shiv Chandrashekhar
- Shane Yong
- ATM
 - Ani Khanna
 - Dhaval Patel
- More in Buyer Experience
 - Chuck Zheng
 - Lakshimi Duraivenkatesh

QE

- Browse
 - Ramesh Venkata
 - Ram Arunjunairajan
 - Lili Yeung
 - Kandakumar Doraisamy
 - Amanpreet Ghotra
 - Srikanth Rentachintala
- Verticals
 - Krishna Abothu
 - Ann Del Rio
 - Ting Tong
- ATM
 - Sagar Shah
 - Devesh More

Design & Operations

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 - Greg Levinson
 - Jennie Tat
- Browse
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 - Erin Strange
- Marketing
 - Heidi Ware
 - Sara Carbone
 - Wendy Lui
 - Pauline Tran
 - Paul Rebello
 - Gianmarco Leoncavallo
 - Sheryll Dotillos
 - John Vastrad
 - Christa Jones
- More in Buyer Experience
 - Drew Moore
 - Brent Leffew
 - Michael Lenahan

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 - Lenny Cohen
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 - Sven Krause
 - Effie Harland
 - Kaja Unger
- AU
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Product

- Browse
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 - Enoch Chen
- SEO
 - Stefan Rabsch
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 - Pete Dainty
- Engagement
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 - Jonatan Kedar
- ATM
 - Jeff Chow
 - Jasper Kamperman
 - Jean-Dominique Boffa
 - Beck Kloss
- More in Buyer Experience
 - Shervin Moghaddam
 - Patricia Garcia-Rubio
 - Rami Amir
 - Mohan Patt

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Alex Meyers