Auction X2

(Microsoft ® Windows 9x, ME, 2000, XP)

User Guide

Version 1.0

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About This User Guide

Welcome to the Auction X2 1.0 User Guide. By reading the chapters in this guide you will be able to learn how to get the best out of Auction X2 and be on the way to discovering how to sell more effectively on ebay and of course to make more profit!

This user guide covers all the features found within Auction X2 and includes a handy Getting Started guide at the beginning just in case you want to leave reading the guide more fully until a little later.

Amongst the new features we have added to version 1.0 of Auction X2 by far the most exciting is the new Marketing tools which provide features to allow you the ebay seller to automate emails to your previous buyers when you have new items for sale similar to those they have bought from you before.

Note For further information relating to Auction X2 please visit us at www.auctionx2.com

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Getting Started

When you start Auction X2 for the first time you will be presented with the following window.

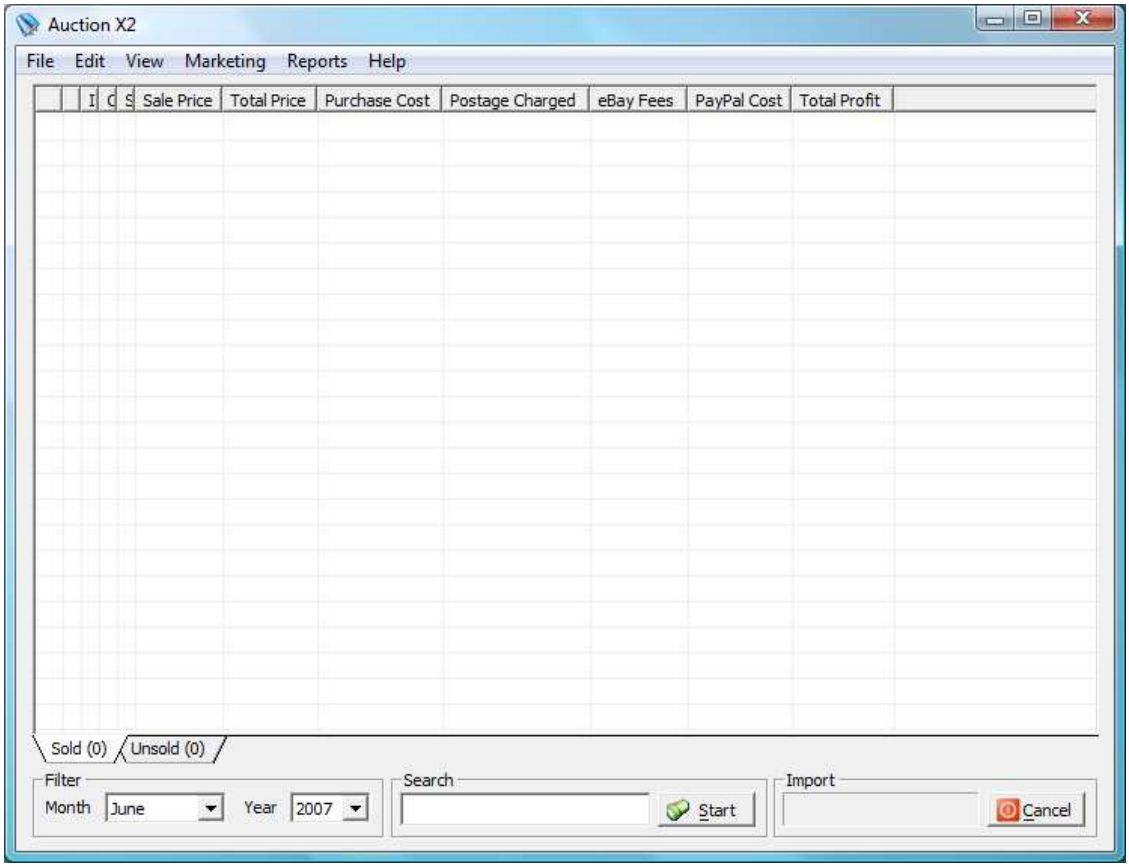

Fig 1.1 Auction X2 without ebay item data.

Note Please ensure you are connected to the Internet before attempting to use any of the Import features within Auction X2.

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Auction X2 works by importing your sold and unsold item data from ebay using the Import Menu Option. Before importing your Sold Item data, there are a couple of changes that you may need to make to customise your Sold Items ebay page which will allow Auction X2 to successfully import your data.

Which ebay page you customise depends on whether or not you use ebay's Selling Manager or not. If you do not use ebay's Selling Manager please read on. If you are an ebay Selling Manager user then please read ahead to page 15 to see how to import your sold and unsold items.

Note You can configure Auction X2 to look for its data on ebay either in the basic ebay pages or alternatively within ebay's Selling Manager pages. Auction X2 will prompt you which you prefer when it is first launched and you may also set this preference from the Options screen in Auction X2.

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To configure Back To Basics ebay Sold Items page

1. Using your preferred Internet Browser (i.e Internet Explorer) Log on to ebay and go to "My ebay".

2. Click on "Sold Items".

3. To the right of your screen click on "Customise Display".

4. The following view will be shown.

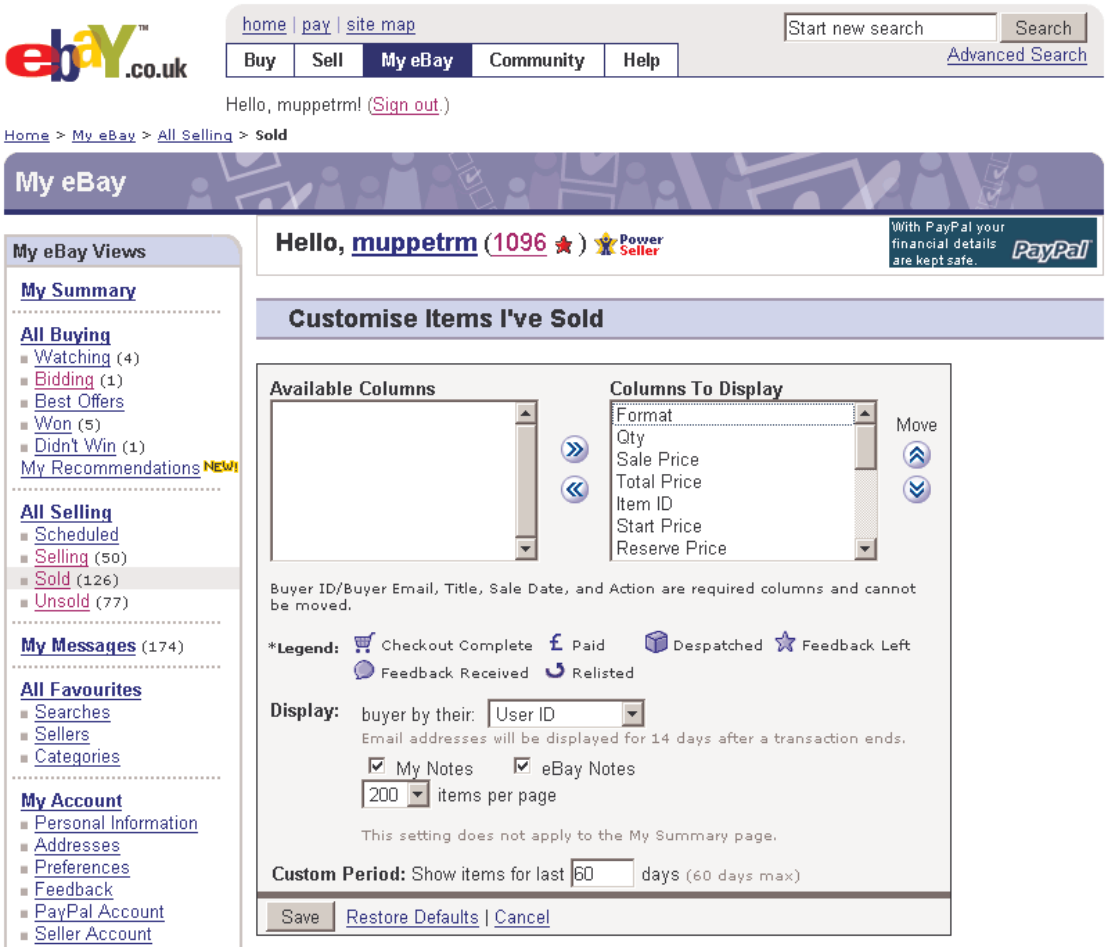

Fig 1.2 My ebay Customise Items I've Sold

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5. Ensure that in the "Columns To Display" list all of the available columns are included as shown in Fig 1.2 above.

6. Ensure your other settings are the same as in Fig 1.2 above.

7. Ensure you Click on "Save" to remember these settings.

8. You are now ready to start importing your recent sales from the last 60 days into Auction X2!

How to import your sold items to Auction X2

1. From the Auction X2 main window click on the File menu.

2. Move to the Import menu and then click on the Sold Items menu option.

3. A secure browser window will now appear asking you to logon to ebay. Logon to ebay.

Note If you were previously logged onto ebay already then the Auction X2 browser will take you straight to your sold items page.

Security Assurance: Auction X2 uses the Microsoft Internet Explorer browser engine during all item imports.

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4. When the ebay Sold Items page is displayed in the Auction X2 browser window as seen below, then simply press the "Start" button to import your sold items.

Fig 1.3 Import Sold Items dialog within Auction X2

Note If after Items I've Sold (xxx items) you can see a button or link stating view all items then please click on this in order that Auction X2 can also import all visible sold items.

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5. Once the import has finished Auction X2 will pop up a dialog box informing you of how many sold items were successfully imported.

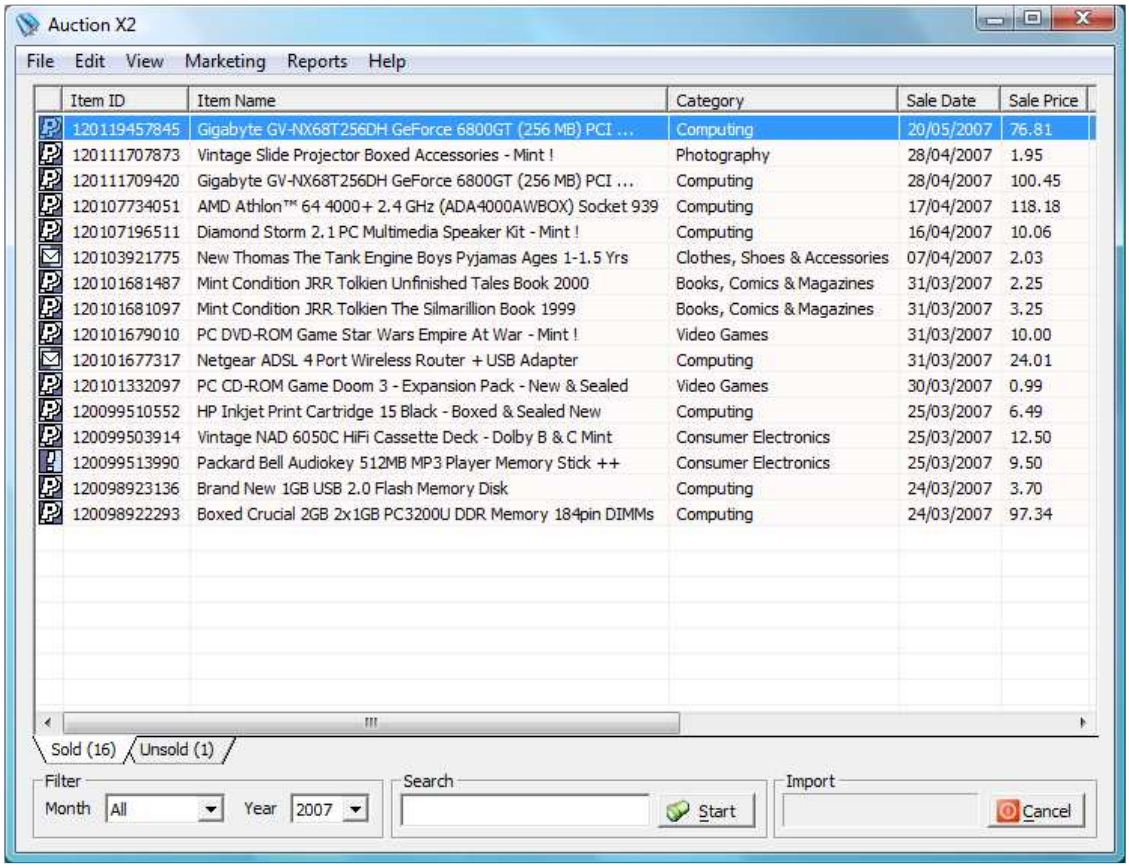

Fig 1.4 Auction X2 displaying imported sold items from ebay.

Note Auction X2 will automatically resize its columns to fit all of your imported sales data into view. You can continue working with Auction X2 whilst importing for example you may want to run a report whilst your sales are being imported.

You may also have some Unsold Items in ebay, which Auction X2 can also import to provide you with a more complete picture of how well you are doing.

The next section of Getting Started will help you to import this information also.

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Before importing your Unsold Item data, there are a couple of changes that you need to make to customise Unsold Items ebay page which will allow Auction X2 to successfully import your data.

To configure Back To Basics ebay Unsold Items page

1. Using your preferred Internet Browser (i.e Internet Explorer) Log on to ebay and go to "My ebay".

2. Click on Unsold Items.

3. To the right of your screen click on Customise Display.

4. The following view will be shown.

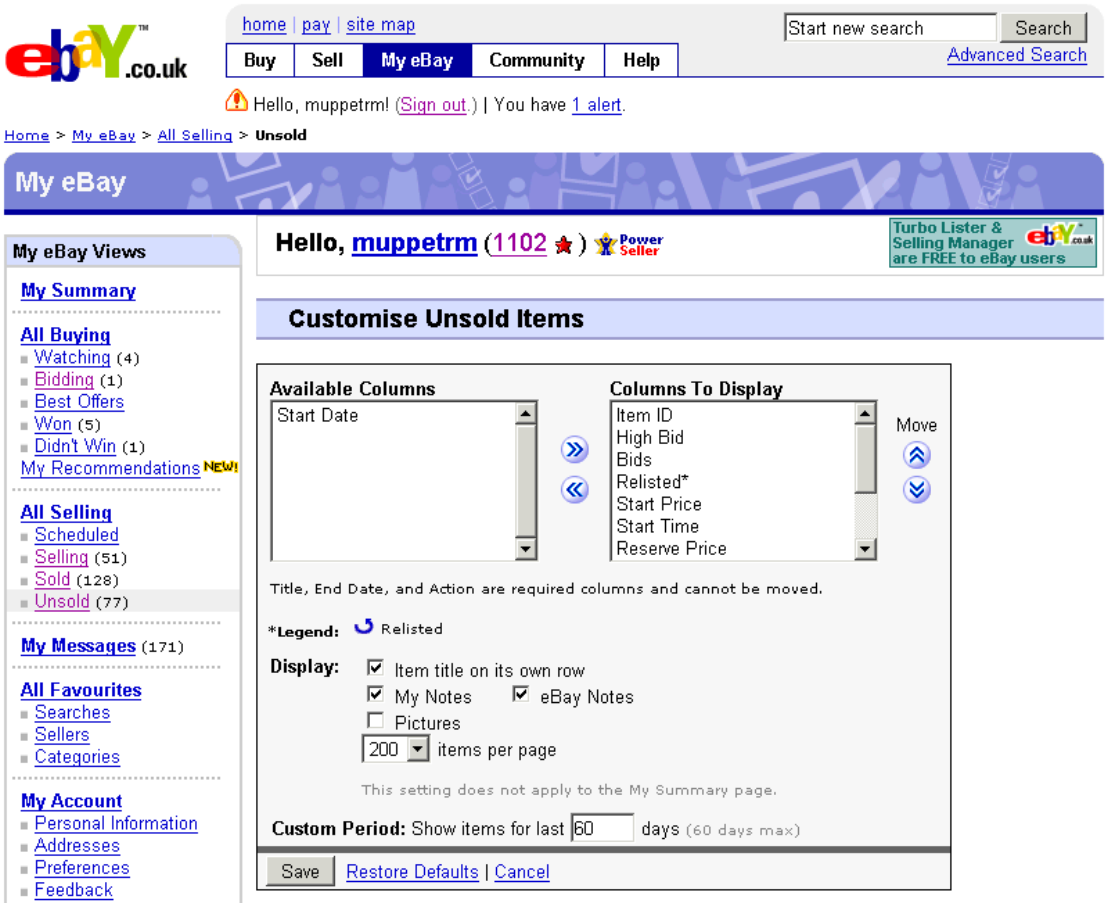

Fig 1.5 My ebay Customise Unsold Items

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5. Ensure that in the Columns To Display List all of the available.

6. Ensure your other settings are the same as in Fig 1.5 above.

7. Ensure you click on "Save" to remember these settings.

8. You are now ready to start importing your recent Unsold items into Auction X2!

How to import your unsold items to Auction X2

1. From the Auction X2 main window click on the File menu.

2. Move to the Import menu and then click on the Unsold Items menu option.

3. A secure browser window will now appear asking you to logon to ebay. Logon to ebay.

4. When the ebay Sold Items page is displayed in the Auction X2 browser window as seen below, then simply press the "Start" button to import your Unsold items.

Note If you were previously logged onto ebay already then the Auction X2 browser will take you straight to your unsold items page.

Security Assurance: Auction X2 uses the Microsoft Internet Explorer browser engine during all item imports.

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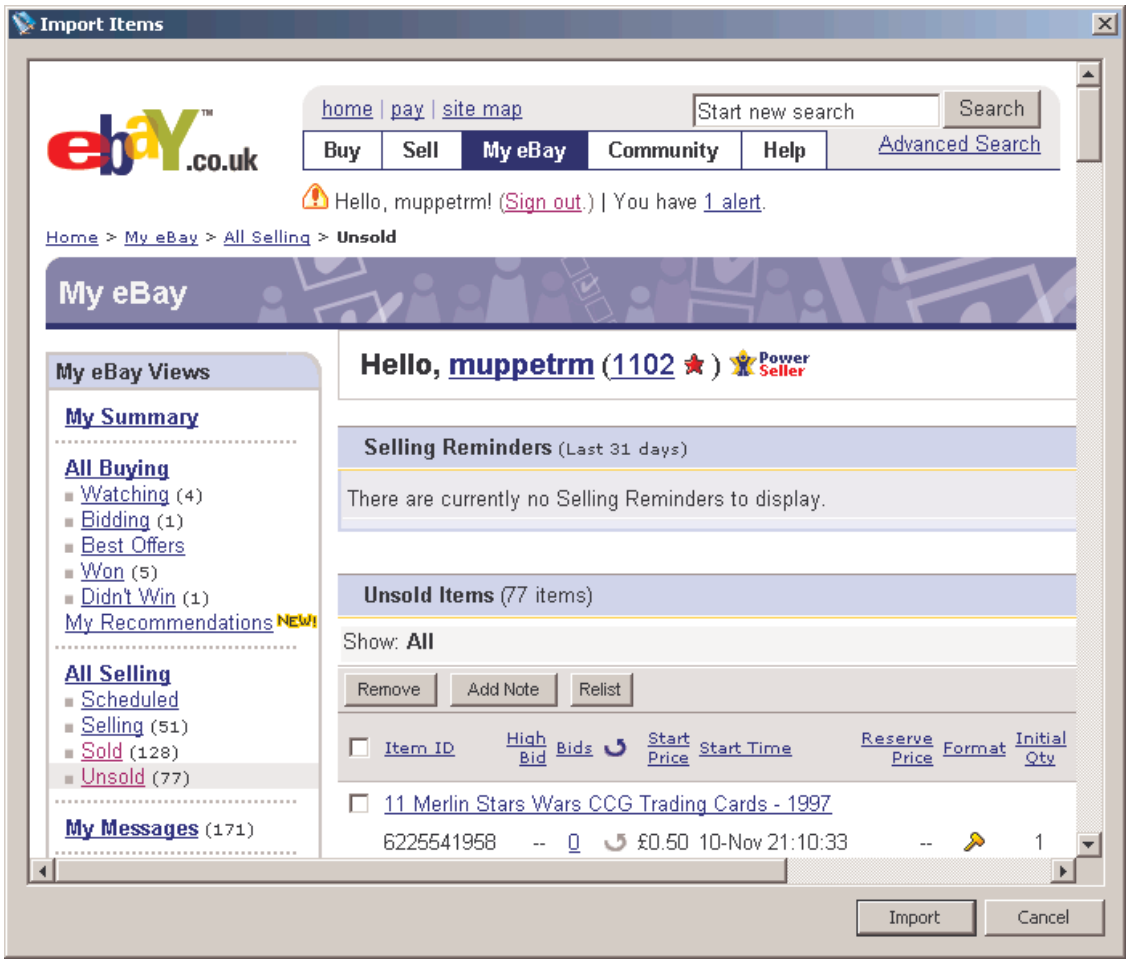

Fig 1.6 Import Unsold Items dialog within Auction X2

Note Also, if after Unsold Items (xxx items) you can see a button or link stating view all items then please click on this in order that Auction X2 can also import all unsold items.

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Once the import has finished Auction X2 will pop up a further dialog informing you of how many unsold items were successfully imported.

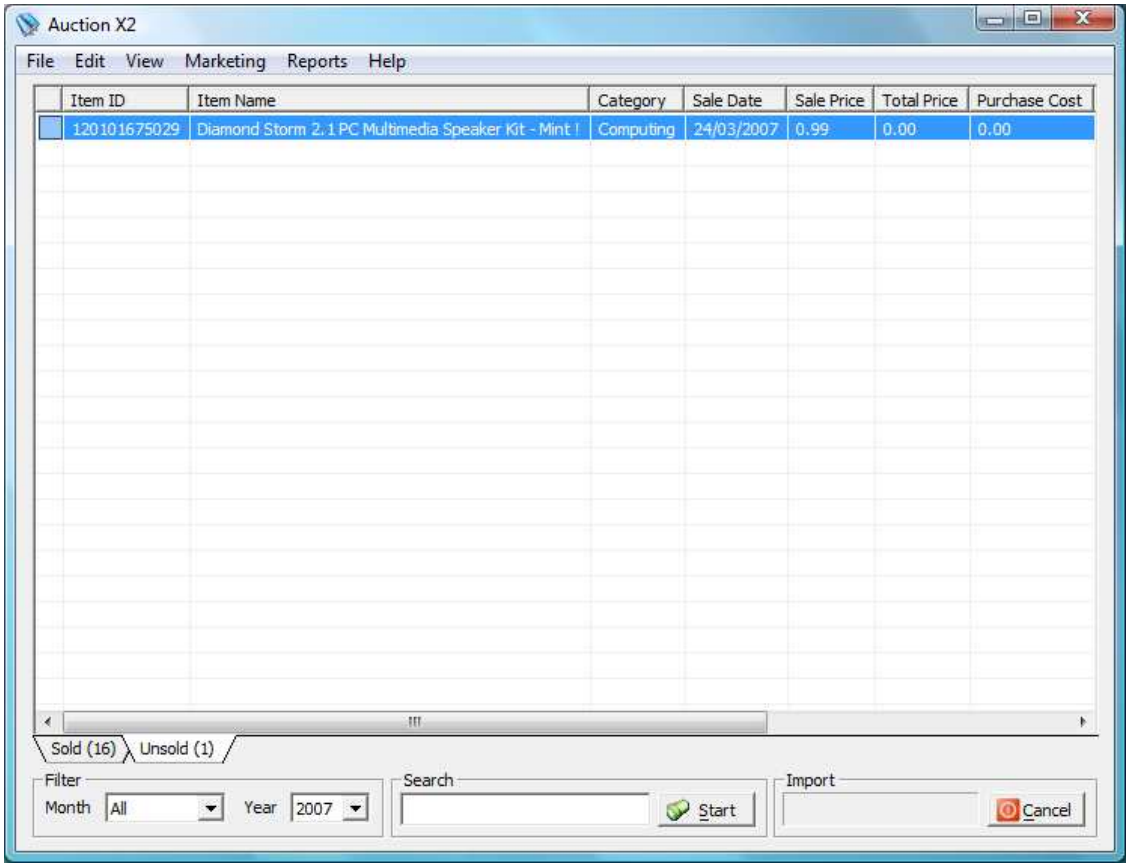

Fig 1.7 Auction X2 displaying imported unsold items from ebay.

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To configure ebay Sold Items page using ebay's Selling Manager

1. Using your preferred Internet Browser (i.e Internet Explorer) Log on to ebay and go to "My ebay".

2. Click on "Sold" found under Selling Manager.

3. To the right of your screen click on "Customise Display".

4. The following view will be shown.

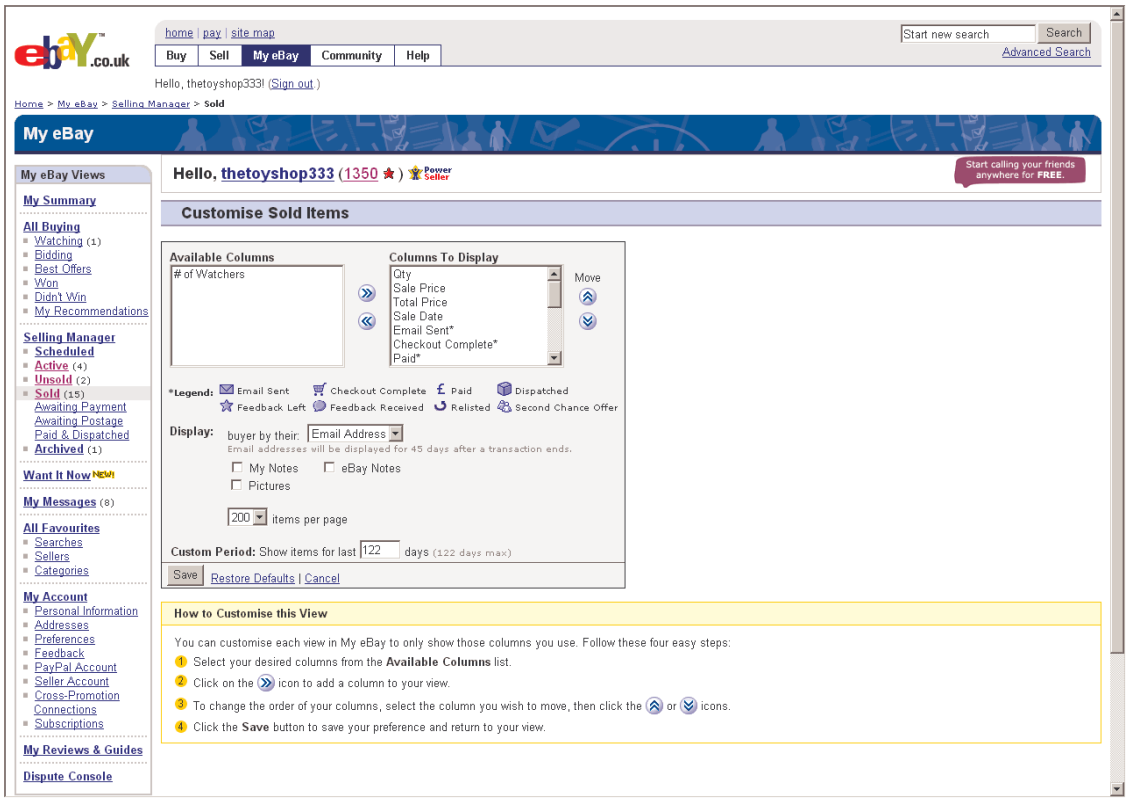

Fig 1.8 My ebay Customise Items I've Sold

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5. Ensure that in the "Columns To Display" list all of the available columns are included as shown in Fig 1.8 above.

6. Ensure your other settings are the same as in Fig 1.2 above.

7. Ensure you Click on "Save" to remember these settings.

8. You are now ready to start importing your recent sales into Auction X2!

How to import your sold items to Auction X2

This step is carried out in exactly the same way as described above.

To configure ebay Unsold Items page using ebay's Selling Manager

1. Using your preferred Internet Browser (i.e Internet Explorer) Log on to ebay and go to "My ebay".

2. Click on Unsold found under Selling Manager.

3. To the right of your screen click on Customise Display.

4. The following view will be shown.

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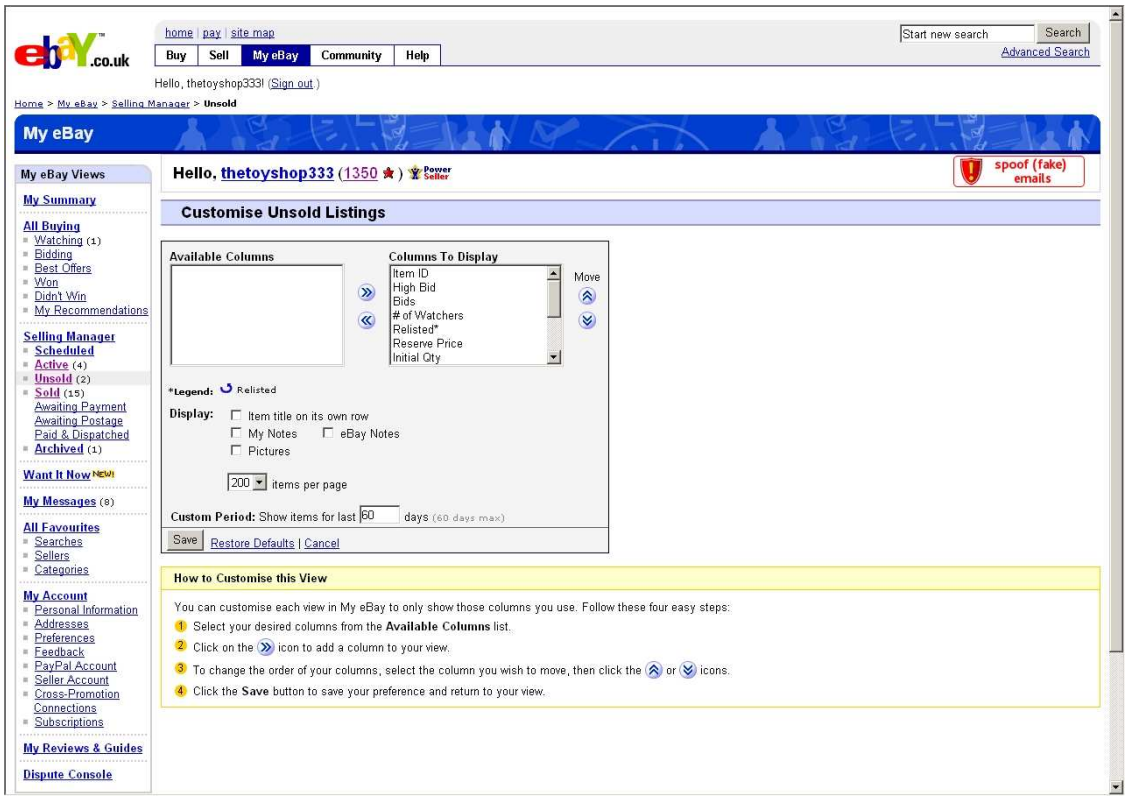

Fig 1.9 My ebay Customise Unsold Items

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5. Ensure that in the Columns To Display List all of the available columns are included as shown in Fig 1.9 above.

6. Ensure your other settings are the same as in Fig 1.5 above.

7. Ensure you click on "Save" to remember these settings.

8. You are now ready to start importing your recent Unsold items into Auction X2!

How to import your unsold items to Auction X2

This step is carried out in exactly the same way as described above.

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How to import your categories into Auction X2

Now that you have successfully imported your recent sold and unsold items from ebay you will need to import category and description information for all of your items.

1. From the Auction X2 main window click on the File menu.

2. Click on Import Categories & Descriptions.

Your category and description information will now be imported. The import progress bar in Auction X2 will keep you up to date of progress.

Congratulations! You are now ready to start expertly analysing your sales by making use of Auction X2's range of reports that can all be found under the Reports menu.

Note Read on to see how you can import your ebay invoices into Auction X2 to add further detail to your reports.

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Importing your ebay Invoice Data

This section details how you can import your ebay Invoices into Auction X2. Please refer to the Getting Started section for importing sold items, unsold items and categories and descriptions.

Auction X2 can import five different types of ebay data. These are:

Sold items

Selling items

Unsold items

Categories and Descriptions

ebay Invoices

How to import your ebay invoice into Auction X2

1. Using your preferred Internet Browser (i.e Internet Explorer) Log on to ebay and go to "My ebay".
2. Click on "Seller Account" in the left hand menu.
3. Click on the link "View Account Status".
4. From the Account Status page click on the Download option towards the top right hand of the screen.
5. You will now be prompted to save your current invoice as follows.

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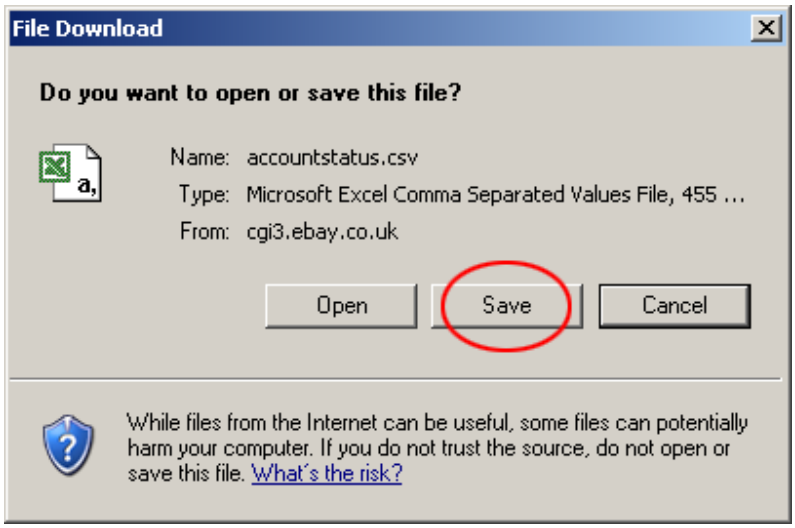

Fig 2.1 Saving your ebay invoice

6. Save the invoice file to your computer and take note where it is saved e.g. "My Documents" folder.

7. From the Auction X2 main window click the File menu.

8. Click on the Import menu and then the Invoice menu option.

9. A file open dialog will appear, use the dialog to locate and open your invoice file that you saved earlier. e.g. "My Documents" folder.

10. Your invoice information will now be imported into Auction X2. During the import the progress bar will update accordingly and once finished Auction X2 will popup a dialog telling you how many fees have been imported.

Congratulations! If you have worked through all of the getting started sections, you are now ready to start expertly analysing your sales by making full use of Auction X2's range of reports that can all be found under the Reports menu.

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Automated Marketing

Automated Marketing works by comparing items you have previously sold to items you are currently selling and then generating Emails to send to your previous buyers to let them know where to find your for sale items.

There are two features in the new marketing menu the first of which is an Email designer which allows you to put a template together that forms the basis of your marketing Email to previous buyers.

The Email designer screen appears as below.

Fig 3.1 Designing your marketing Email

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The designer allows you to key in your email with the added benefit of placing templates into the mail that get replaced with actual selling item information when Auction X2 creates your Emails for you. The following templates can be inserted in the Email anywhere and as many times as you like. The templates are:

- Item Web Link – places an http web link to your selling item in the Email. This allows your previous buyers to go straight to your item by simply clicking on the link in the Email sent to them by Auction X2.

- Sale Days Left – places the time your auction has left to run in the Email e.g. 6d 5h 44m would represent 6 days, 5 hours and 44 minutes.

- Current Price – places the current bid price of your selling item in the Email.

- Description – places the selling item's decription in the Email.

- Number of Bids – places the current number of bids your selling item has received in the Email.

- Prev Buyer Id – places the ebay name of the previous buyer of similar item(s) in the Email.

Once you have designed your template, and Auction X2 comes with a sample template to help you then press OK and move on to the next feature in the Marketing Menu which is View Pending Emails.

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View Pending Emails is where Auction X2 lists for you all the matches it has found between items previous buyers bought from you and similar items you currently have for sale.

When you start the View Pending Emails option you are presented with the following screen as shown below.

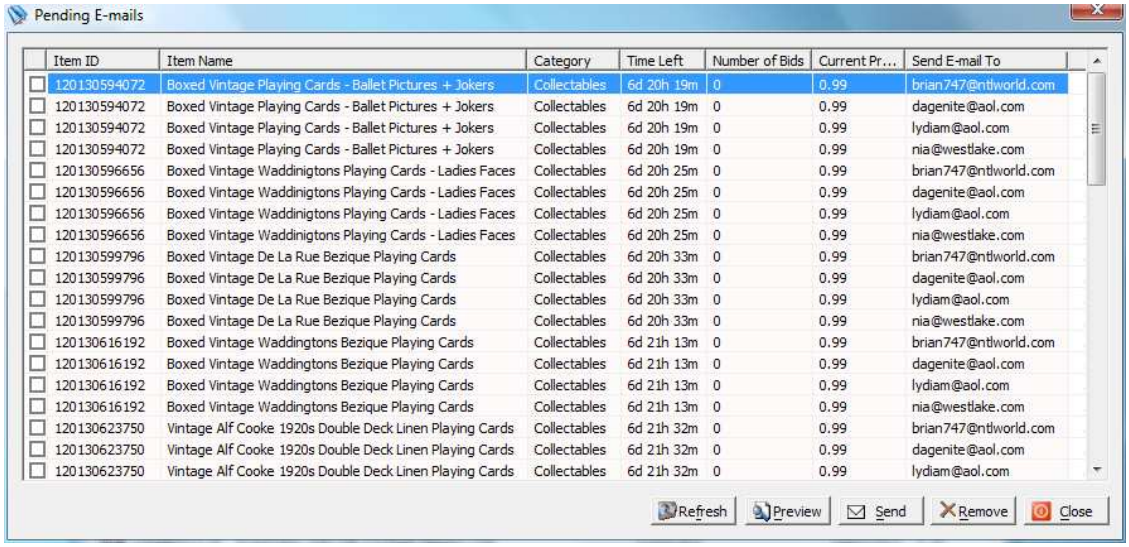

Fig 3.2 Managing your pending Emails

Pending Emails shows you a list of Emails it can send for you to previous buyers. The details shown in the list are for items you currently have for sale that are similar to items previous buyers have bought from you.

A match is only found if a valid buyers Email address is present for previously sold items. If you use Auction X2 with ebay's Selling Manager then Auction X2 will import buyer's Email addresses for you automatically.

If you are using the basic ebay pages you can still use Automatic Marketing in Auction X2 but you must provide buyer's emails against sold items by double clicking on a sold item in the main screen of Auction X2 and entering the buyer's Email address where indicated.

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A number of buttons are provided in the View Pending Emails screen these are:

- Refresh – imports selling item information and looks for new matches.

- Preview – allows you to click on any item in the list and preview how the Email will appear going to the previous buyer as shown below

Fig 3.3 Previewing a pending Email

- Send – to send any Emails click on the check box to the far left of each item to indicate you want to send that Email. When you have selected one or more Emails press send and Auction X2 will then send Emails to your previous buyers.

- Remove – allows you to click on any item in the list and remove it preventing it from ever being sent as an Email.

- Close – closes the Pending Emails screen.

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Searching For Items

Searching for a previously imported item couldn't be easier using Auction X2.

You will see two tabs near the bottom of the main window you can click on these to switch between your sold items and unsold items.

Search criteria is applied to the items in the currently selected tab.

You can search for an item in three different ways by typing search information in the search box at the bottom of the main window:

Use an ebay item number

Use part of an item description or full item description
e.g. comp or computer

Use part of a category name or full category name
e.g. collect or collectables

After typing in your search criteria press the search button or hit the enter key and the available data will be quickly filtered to match your search criteria.

By combining your search criteria with the filter options of Month and Year you are able to quickly locate the item or items you need.

Note Many of the reports in Auction X2 are filtered by the filter options and search criteria you select. This provides you with the powerful ability to extensively interrogate your sales.

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Filtering Items

Further filtering your list of items within Auction X2 can be done using search criteria that you type into the search box. Additionally you can further refine the filtering by the month and year you are interested in examining.

The month and year filter boxes can be found in the bottom left hand part of the main window.

The month drop down box provides you with any given month but in addition at the top of the list you can select 'All' which will filter all data for the currently selected year.

The year drop down box allows you to filter your sold and unsold items by year.

All of the search criteria and filter options can be combined to provide a very powerful tool to view your sales.

Note When you close Auction X2 all of your filter settings and any configured options will be saved.

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Exporting Sales To Excel (CSV)

Auction X2 allows you to export (Save a file) in Excel Comma Separated Format (CSV) of all of your currently filtered sales data.

To export your currently selected sales

1. From the Auction X2 main window click on the File menu.
2. Select the Export menu and then click on the Export sales to CSV menu option.
3. A file save as dialog window will now appear asking you to name the export file and prompting for a location to save the file to.
4. Once the file has been exported you can then open it with applications such as Microsoft's Excel.

Note To obtain the best results from exporting your data please ensure you have imported your ebay invoices, which informs Auction X2 of all of your fees for your sold and unsold items.

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Backing Up Your Data

It is important to periodically back up or save copies of your Auction X2 data. Over time you build up a valuable view of your business, which it is important to retain in the event that your computer fails for some unforeseen reason.

To create a back up of your Auction X2 database

1. From the Auction X2 main window click on the File menu.

2. Click on the Backup Database menu item.

3. A file save as dialog window will now appear prompting for a location to save the file to. Your backup file is automatically named for you using the current date time.

4. Once the file has been backed up you can then restore it back into Auction X2 using the Restore Database menu item.

Note It is recommended that you save your back up file in a separate location for example copy it to a different directory on your PC or better still copy it to a CD.

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Restoring Your Backup Data

If you need to restore a previous backup of your Auction X2 data it is important to realise that a restore "**Will Overwrite All**" of the information currently present in Auction X2.

To restore a back up of your Auction X2 database

1. From the Auction X2 main window click on the File menu.
2. Click on the Restore Database menu item.
3. Auction X2 will prompt you to ensure you want to carry out the operation.
4. If you click yes a file open dialog window will now appear prompting for a location of a back up file that you would like to restore.
5. Open the back up file and your back up will be restored to Auction X2.

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Printing Your Sales Data

Auction X2 allows you to print your currently filtered sold items. To do this

1. From the Auction X2 main window click on the File menu.
2. Click on the Print menu item.
3. The Windows Print dialog will appear prompting you to choose a printer.
4. Press the print button to print out all of your currently filtered sales information.

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Compacting Your Database

Auction X2 provides the facility to compact its database each time you close the application. It is useful to do this periodically to ensure your database is running as efficiently as possible.

To compact your database on exiting

1. From the Auction X2 main window click on the File menu.

2. Click on the Exit & Compact Database menu item.

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The Auction X2 User Interface

In the previous sections we have already discussed some of the features found in the main Auction X2 user interface. This is the main window you see when you launch Auction X2. So far we have described the import and export, searching and filtering functions that let you import your sales data from ebay and then start to filter and search through it.

This section will go on to discuss the other additional features of the Auction X2 user interface. Firstly, lets take a further look at the main window and annotate the functions so you can see what is available at a glance.

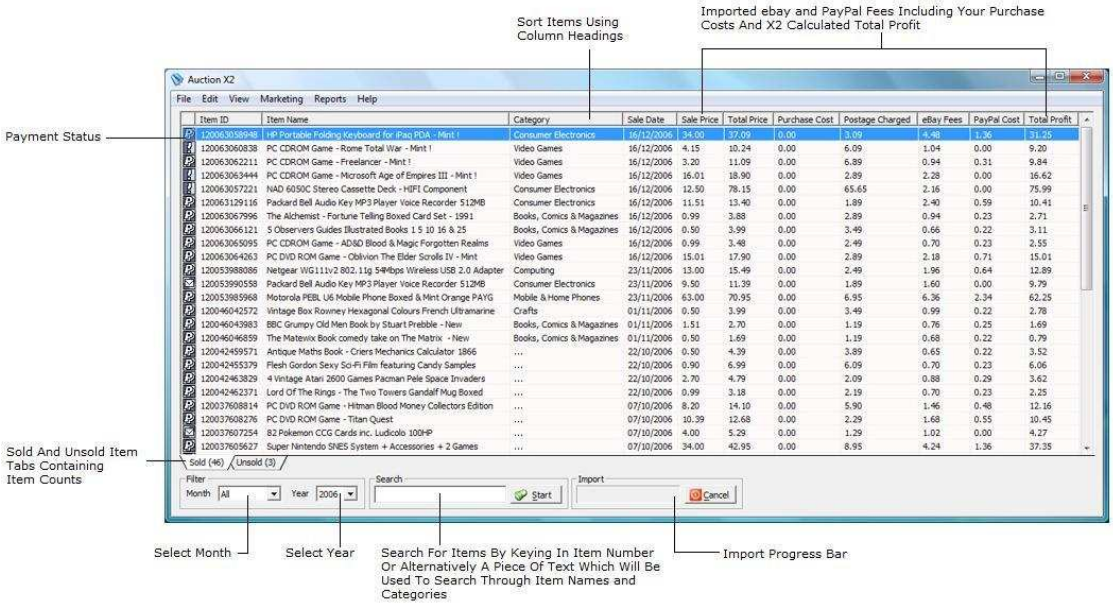

Fig 4.1 The main Auction X2 window

Additional features & information available from the main window of Auction X2 excluding the menu options are listed below.

1st column key

How an item was paid for

Buyer paid using PayPal

Buyer paid with cheque, postal order or cash

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Buyer has not yet paid for the item

The filter drop down boxes of Month and Year with Month containing an 'All' option at the top of the list.

The Search box allowing you to enter further search criteria.

The Import Progress Bar and Cancel button, which allows you to cancel any imports that are in progress.

You can click on any column in the view to change the order in which it is sorted for example in Fig 3.1 above the sale price has been clicked on to list the items in descending order of sale price. It could be clicked on again to reverse the order.

You can right click on any item or multi selected items which will open the following menu

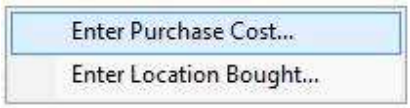

Fig 4.2 The shortcut menu

By clicking on Enter Purchase Cost… the following dialog is displayed

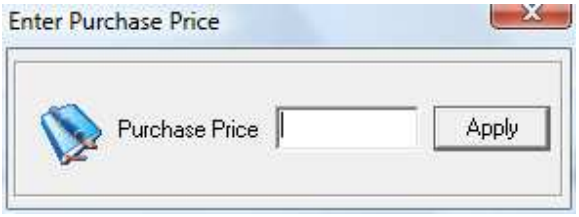

Fig 4.3 Enter Item(s) Purchase Price Dialog

You can now enter a purchase price for the currently selected item(s) and press the Apply button to save the price.

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By clicking on Enter Location Bought… the following dialog is displayed

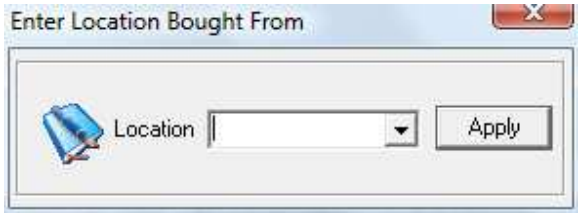

Fig 4.4 Enter Item(s) Location Bought From Dialog

You can now select the location bought from for the currently selected item(s) and press the Apply button to save the location.

Note The location bought from dialog will need you to configure your buying locations. Please refer to the section on Managing Locations and Overheads.

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You can double left click on any item which will open the following detailed item dialog

Fig 4.5 Update Item Dialog

All of your fees can be imported into Auction X2, however you still have the option to change these if required through the Update Item Dialog shown in Fig 3.5 above.

This dialog provides you with the following

A link to take you straight to your item on ebay's web site.

The date your item sold or if an unsold item the date the item's listing ended.

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A link to allow you to contact the buyer directly in ebay.

The Buyer's email, if you are an ebay Selling Manager user this will be imported automatically for you.

The ebay category that your item was in.

The item description.

A drop down box allowing you to record the location you bought your item from.

The purchase price.

The sale price.

The Postage Cost i.e. what it cost to send.

The Postage Charged i.e. what you charged on ebay to post.

The PayPal fees if any.

The total ebay fees for this item.

The total profit you have made on the item.

The postal service you shipped the item with.

The delivery service used.

Any tracking number issued.

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Managing Locations

Auction X2 allows you to manage a list of all of the locations or sources you purchase your items from. This information is then used for the reports provided by Auction X2 for example the Profit By Location Bought report, which tells you which locations you have bought items from are the most profitable.

You are also able to manage the types of locations and Auction X2 has some types built in for you already. These are

Market

Car Boot Sale

Auction

Antique Fair

House Clearance

Internet

You may of course want to remove some of these types or indeed add to the list your own types. To manage locations two menu items are available in the Edit menu of Auction X2 these are

Locations

Location Types

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Choose the "Location Types" menu option in the Edit menu and a sub menu will appear with two options

Add New Location Type…

Edit Location Type…

Click on the "Add New Location Type" menu item and the following dialog is shown

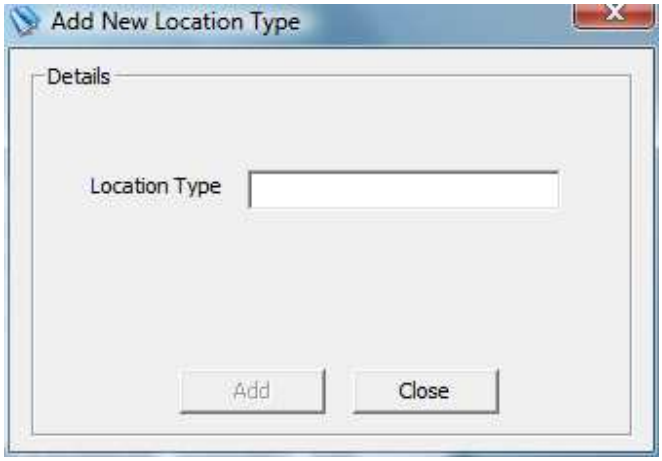

Fig 5.1 Add New Location Type Dialog

Type in the new location type you want to create for example "High Street Shop" and click on the Add button. The new type will be created and available for selection as a location type elsewhere in Auction X2.

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To change a location type choose "Location Types" from the Edit Menu and select "Edit Location Type".

The following dialog is shown

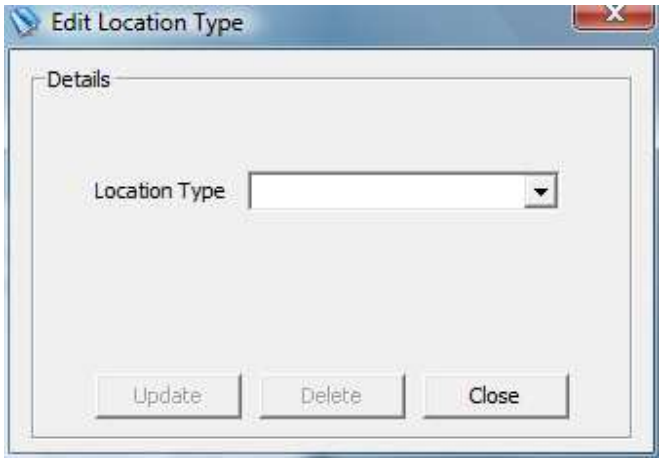

Fig 5.2 Edit Location Type Dialog

Select an existing location type by choosing it from the drop down box and then editing. Once you have finished making your changes press the Update button to save them.

From this dialog you are also able to select a location type and then delete it by pressing the Delete button.

Now that you have created your location types you are able to add and edit some actual locations.

Warning: If you choose to Delete a "Location Type" it will permanently remove "location type" association (link) to any item(s) using it in the Auction X2 database.

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Choose the "Locations" menu option from the Edit menu and a sub menu will appear with two options

Add New Location
Edit Location

Click on the Edit menu and choose the "Location" menu option and select "Add New Location".

The following dialog is shown

Fig 5.3 Add New Location Dialog

To create a new location, type in a location name and then select a location type from the drop down list. Press the Add button and your location is created ready to be used elsewhere in Auction X2.

e.g.
Location Name: The Red Lion Pub
Locations Type: Car Boot

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To edit a location choose "Locations" from the Edit Menu and select the "Edit Location" menu item.

The following dialog is shown

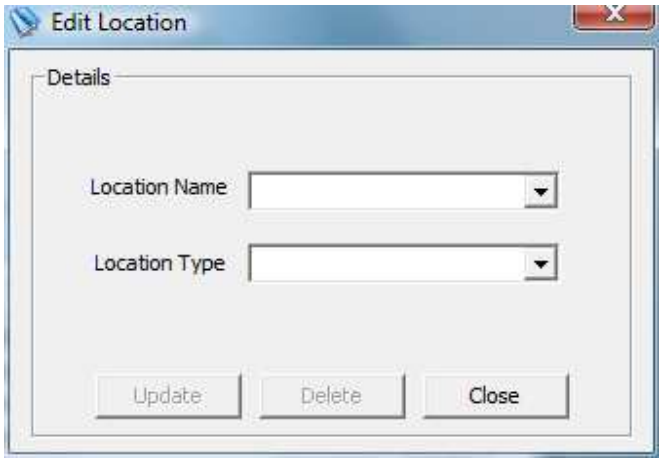

Fig 5.4 Edit Location Dialog

You can select an existing location by choosing it from the location name drop down box and then editing. You may also choose a different location type for your location if needed. Once you have finished making your changes press the Update button to save them.

From this dialog you are also able to select a location and then delete it by pressing the Delete button.

Warning: If you choose to Delete a "Location" it will permanently remove "location" association (link) to any item(s) using it in the Auction X2 database.

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Managing Overheads

Auction X2 allows you to manage all of the overheads or additional costs you incur outside of your ebay and PayPal fees, which you have previously imported into Auction X2. This information is then used for the reports provided by Auction X2 for example the Annual Overheads and the Annual Profits Graphs.

You are also able to manage the types of overheads and Auction X2 has some types built in for you already. These are

Postage

Software

Refunds

Repairs

Packaging

Internet

You may of course want to change some of these types or indeed add to the list your own types. To manage overheads two options are available from the Edit Menu of Auction X2.

Overheads

Overhead Types

Choose "Overhead Types" from the Edit Menu and a sub menu will appear with two options.

Add New Overhead Type…

Edit Overhead Type…

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Click on the "Add New Overhead Type" option and the following dialog is shown

Fig 6.1 Add New Overhead Type Dialog

Type in the new overhead type you want to create for example Shipping Labels and click on the Add button. The new type will be created and available for selection as an overhead type elsewhere in Auction X2.

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To change an overhead type choose the "Overhead Types" menu option and select "Edit Overhead Type"

The following dialog is shown

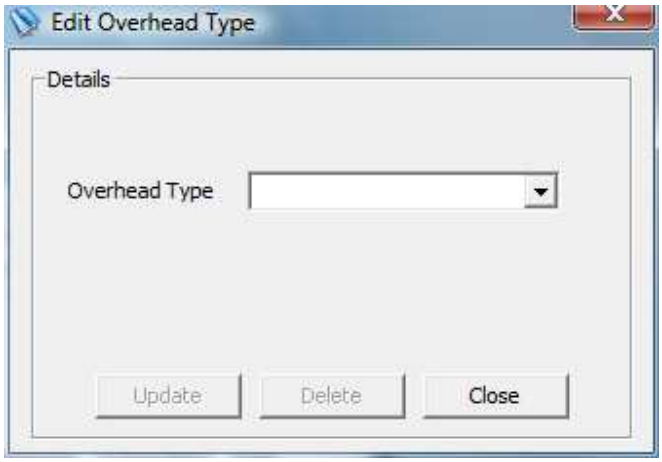

Fig 6.2 Edit Overhead Type Dialog

Edit an existing overhead type by choosing it from the drop down list. Once you have finished making your changes press the Update button to save them.

From this dialog you are also able to select an overhead type and delete it by pressing the Delete button.

Note: Now that you have created your overhead types you are able to add and edit some actual item overheads.

Warning: If you choose to Delete an "Overhead Type" it will permanently remove the "Overhead Type" association (link) using it in the Auction X2 database.

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Choose the "Overheads" menu option from the Edit Menu and a sub menu will appear with two options

Add New Overhead
Edit Overhead

The following dialog is shown

Fig 6.3 Add New Overhead Dialog

To create a new overhead select an overhead type from the drop down box and then key in the amount of the overhead. Finally using the date picker, which is opened by clicking on the Date Paid drop down you can select a date that the overhead was incurred.

Press the Add button and your overhead is created ready to be reported on in Auction X2.

e.g.

Overhead Type: Software
Over Cost: 24.95

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To edit an overhead choose the "Overheads" menu option from the Main Menu and select "Edit Overhead".

The following dialog is shown

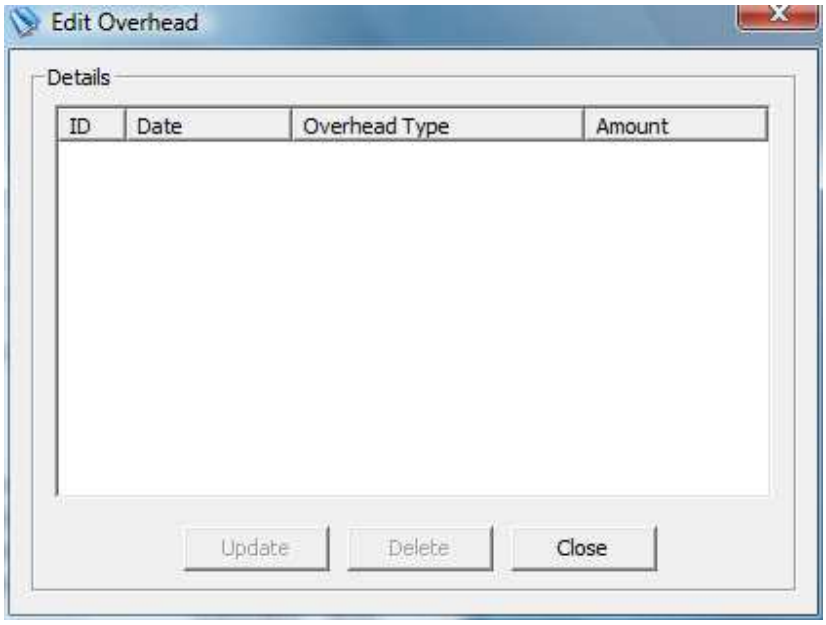

Fig 6.4 Edit Overhead Dialog

Edit an existing overhead by clicking on it in the overhead list shown above in Fig 5.4. Doing this will take you to the Edit Overhead Dialog and allow you to alter the overhead type, the overhead amount or cost and the date the overhead was incurred.

Once you have finished making your changes press the Update button to save them.

From this dialog you are also able to select an overhead by clicking on it in the list and then delete it by pressing the Delete button.

Note Overheads have date(s) they were incurred; the data shown in the dialogs above will be filtered by your currently selected Month and Year in Auction X2.

Warning: If you choose to Delete an "Overhead" it will permanently remove the "Overheads" association (link) using it in the Auction X2 database.

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Options

To configure the options within Auction X2 choose "Options" from the Edit Menu.

The following options are available.

Are you a PayPal member?

Do you want to record itemised postage information in Auction X2.

Your ebay Username.

The options dialog appears as below in Fig 6.1

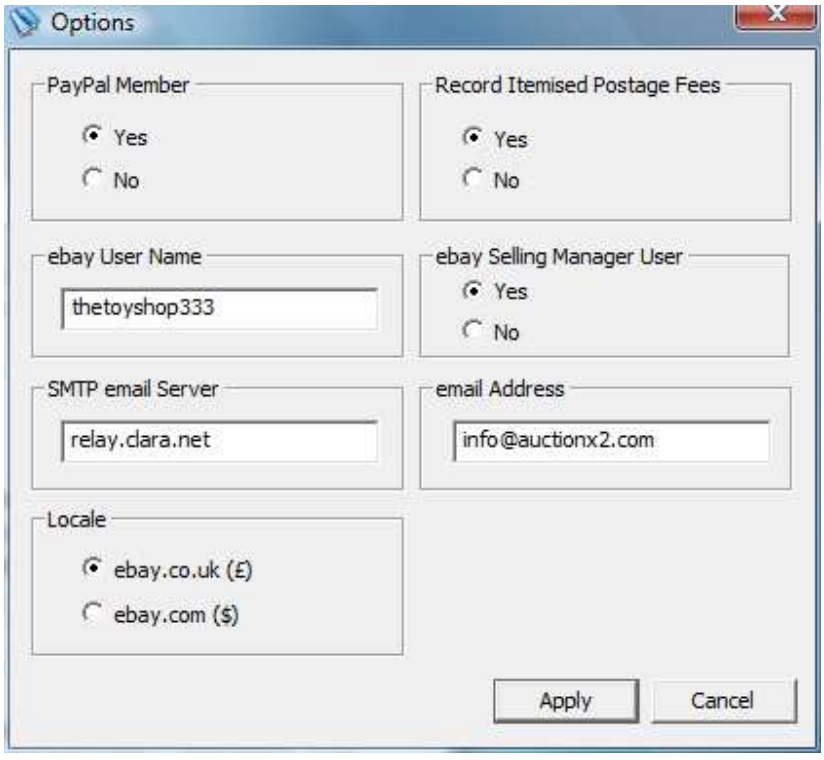

Fig 7.1 Options Dialog

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The PayPal member option allows you to import PayPal status updates on whether your items are paid or not using PayPal and also allows PayPal fees to be calculated where applicable.

Recording itemised postage fees if set to Yes will allow you to record individual item postage costs. If set to No you should use the add new overhead menu item to enter postage costs.

Supplying your ebay username simply allows Auction X2 to take you through the Import windows more rapidly.

ebay Selling Manager User informs Auction X2 whether to import data from the basic ebay pages or from the ebay Selling Manager pages. Uses ebay Selling Manager has the benefit of allowing you to automatically capture buyer's email addresses. These are vital for Auction X2's Automatic Marketing feature which sends email to your previous buyers.

SMTP E-Mail Server allows you to specify the smtp address of your mail server for outgoing emails. This is needed for Auction X2's Automatic Marketing feature.

Email Address is your email address and again this is used by Auction X2's Automatic Marketing feature.

The Locale allows you to set Auction X2 up for either ebay.co.uk where pound sterling fees will be used or ebay.com where dollar fees will be used.

Note Any information you supply to Auction X2 is entirely private and only ever retained locally on your PC for your own personal use.

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Other Menu Items

From the "Edit Menu" the following Items are also available.

"Select All" – selects all items currently listed (displayed) in the Auction X2 Main Window.

"Delete Item(s)" – will delete any items selected in the main Auction X2 window. You will be prompted that you are sure you want to delete before proceeding. This will "Permanently" delete the selected item(s) from Auction X2.

From the "View Menu" the following menu items are available.

The "View Item Description" dialog displays the ebay description you used for the sale of the selected item, which includes any formatting characters (HTML). This can prove useful if you are re-listing a similar item and want to copy and paste an existing description into your new listing. This menu item applies to any "one" currently selected item in the main Auction X2 window.

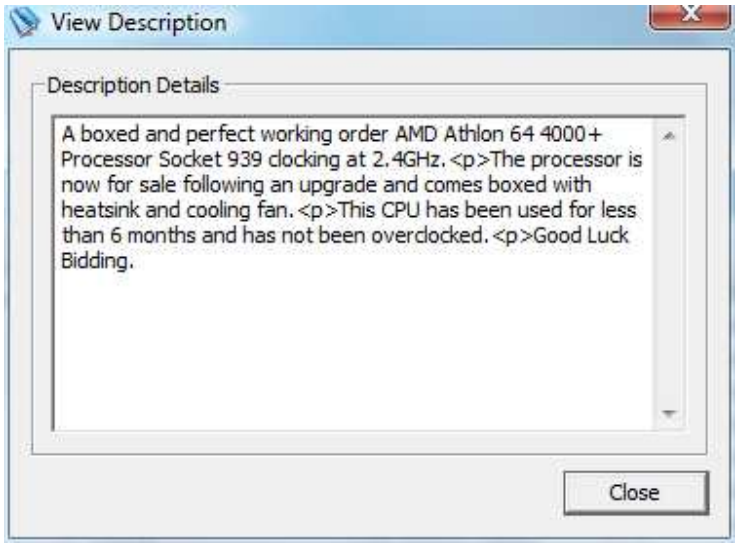

Fig 8.1 View Item Description

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Highlight Rows – provides alternating coloured banding across the main Auction X2 window. This is useful if you are reading all the way across an item. The highlighted view appears as shown below

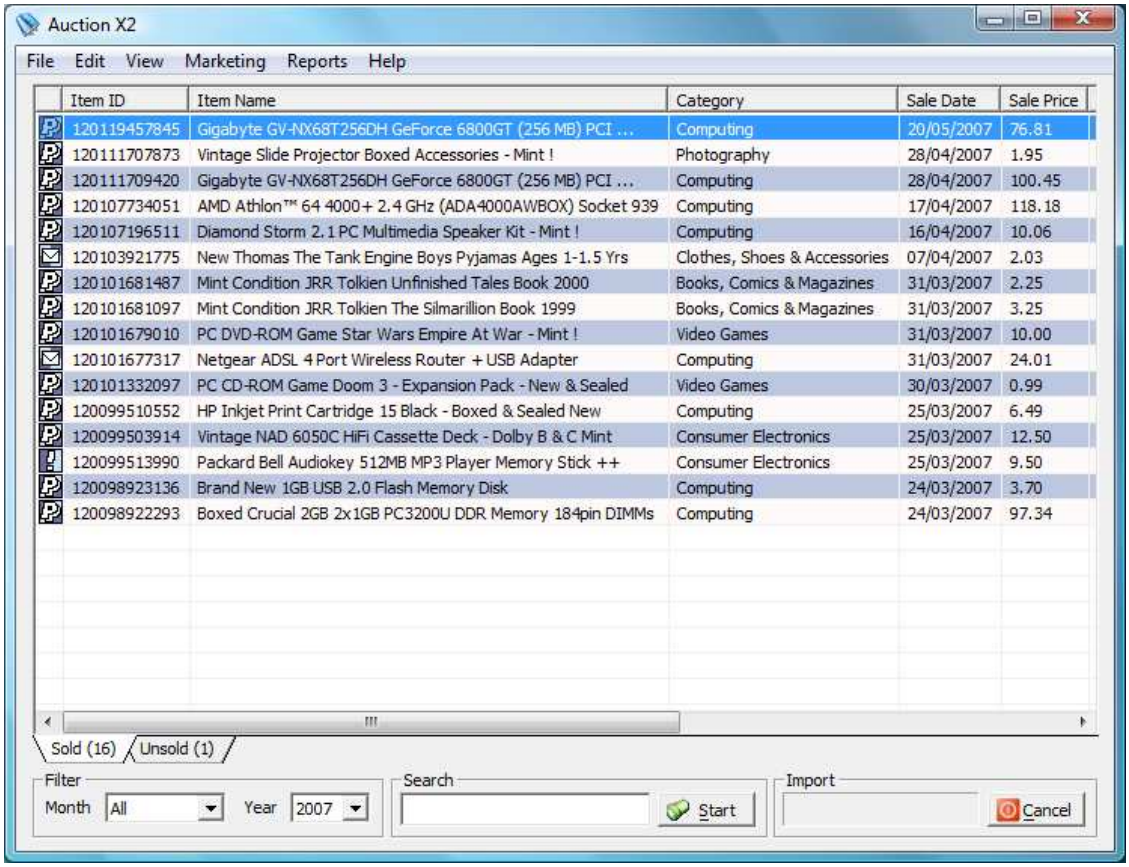

Fig 8.2 Highlighted Auction X2 main window

Toggle Grid Lines – this menu item allows the grid lines in the main Auction X2 window to be switched on or off.

Refresh – this menu item manually updates the data in the main Auction X2 window.

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Reporting

Auction X2 provides an extensive range of reports that allow you to examine your sales data from many different angles and provide you with the business information you need to improve your sales. For example:

Q. What is the best day of the week for me to end listed items to maximise profit?

Q. What is the best time of the day for me to end listed items to maximise profit?

Q. Who are my returning buyers and what types of item are they interested in?

Q. What are my most profitable types of sales i.e. what categories should I focus on more?

Q. How many pictures do I need to buy from ebay when listing items to maximise my profit?

These are just a small selection of the business questions to which Auction X2 provides you with answers. The following selection takes you through all of the reports available and explains the business information that each report provides.

Note Many of the reports in Auction X2 can be filtered by month, year and search criteria allowing you to expertly 'drill' into your data.

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Profit Cost Analysis

The Profit Cost Analysis report can be displayed as either a Bar Chart or Pie Chart and you will be prompted to select which format you would like to use and also to save this selection as a preference if required.

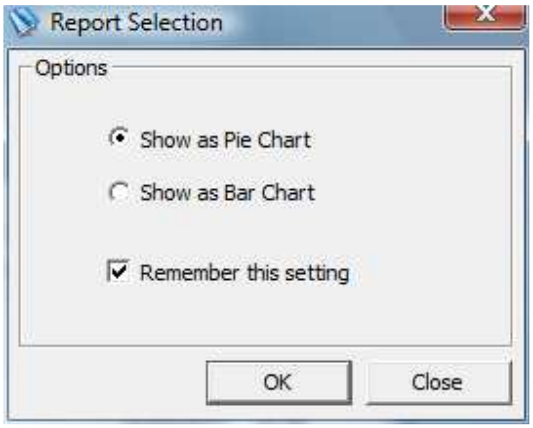

Fig 9.1 Report Style Selection Dialog

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As a pie chart the Profit Cost Analysis Report will appear as something similar to below

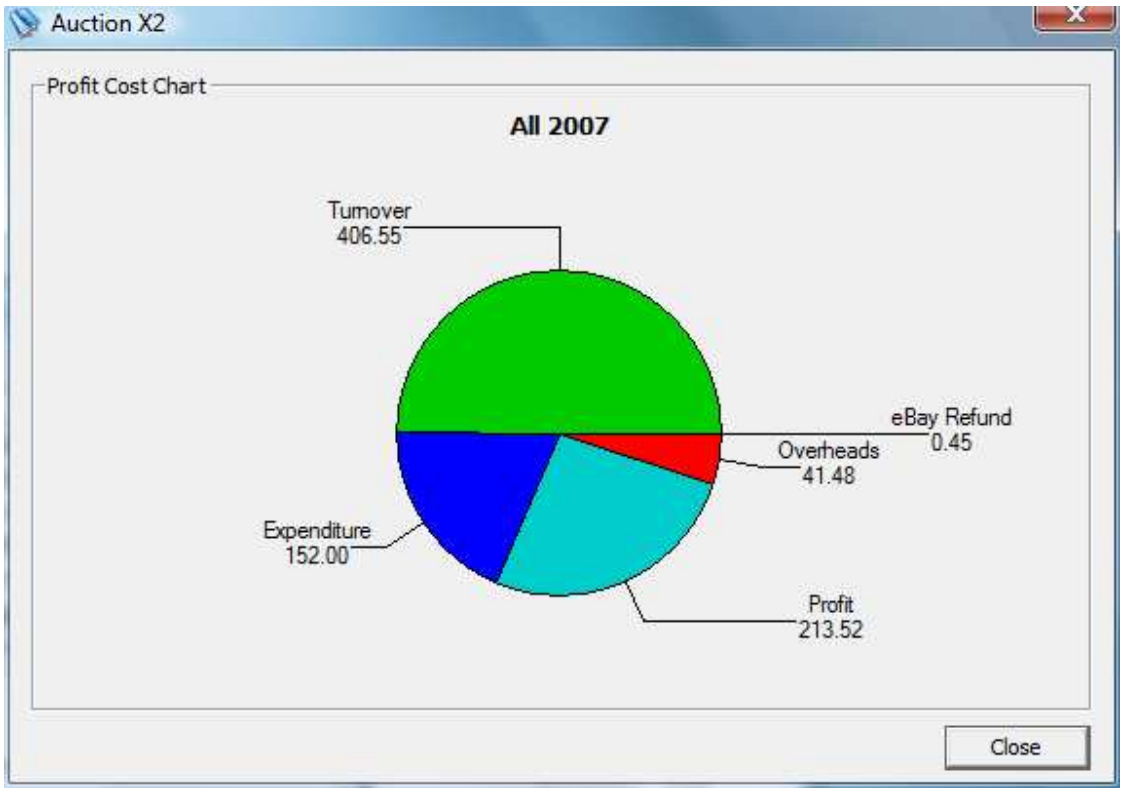

Fig 9.2 Profit Cost Pie Chart

The chart provides a visual break down of turnover i.e. how much money have you received in total, expenditure i.e. what you have spent in acquiring or manufacturing items, overheads i.e. additional expense you have incurred which includes all of your ebay and PayPal fees, any ebay refunds and finally your total profit!

Note: This report can be filtered by month and year. To show a complete year's analysis select 'All' as the month and then the year you are interested in seeing.

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Alternatively you can view the same report as a bar chart as shown below

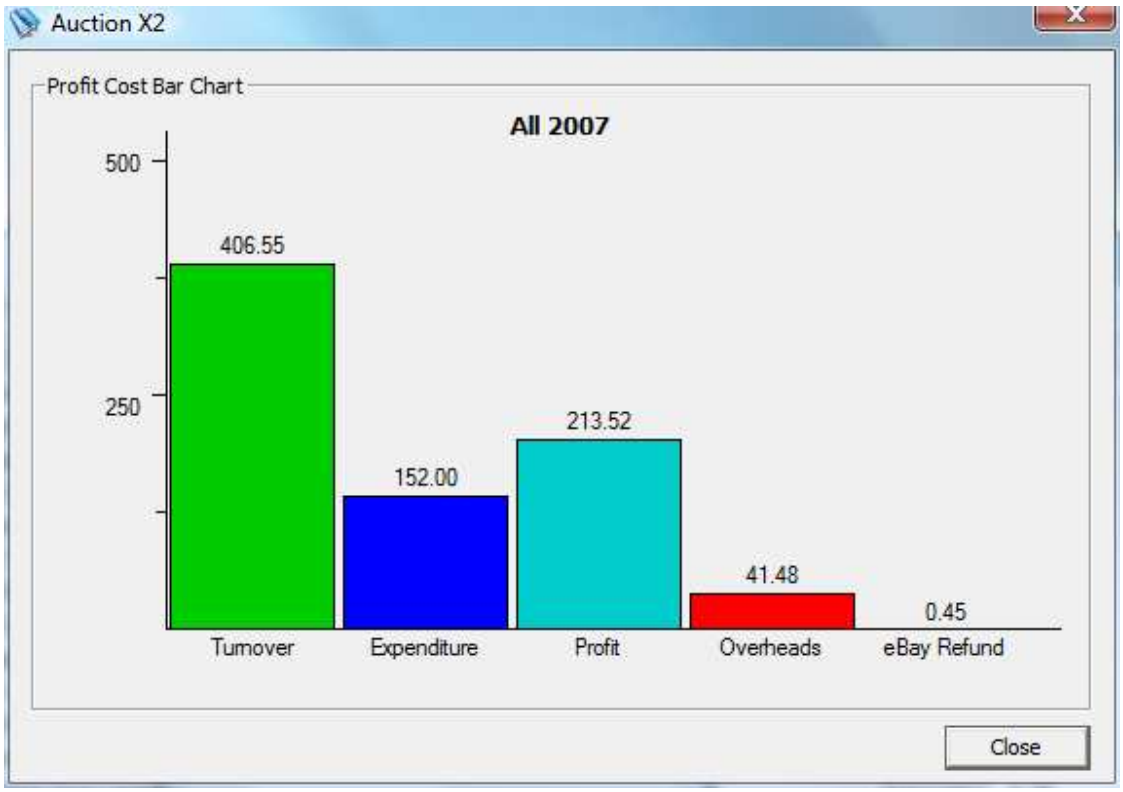

Fig 9.3 Profit Cost Bar Chart

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Overheads Analysis

The Overheads Analysis report can be displayed as either a Bar Chart or Pie Chart and you will be prompted to select which format you would like to use and also to save this selection as a preference if required.

The Pie Chart appears as shown below

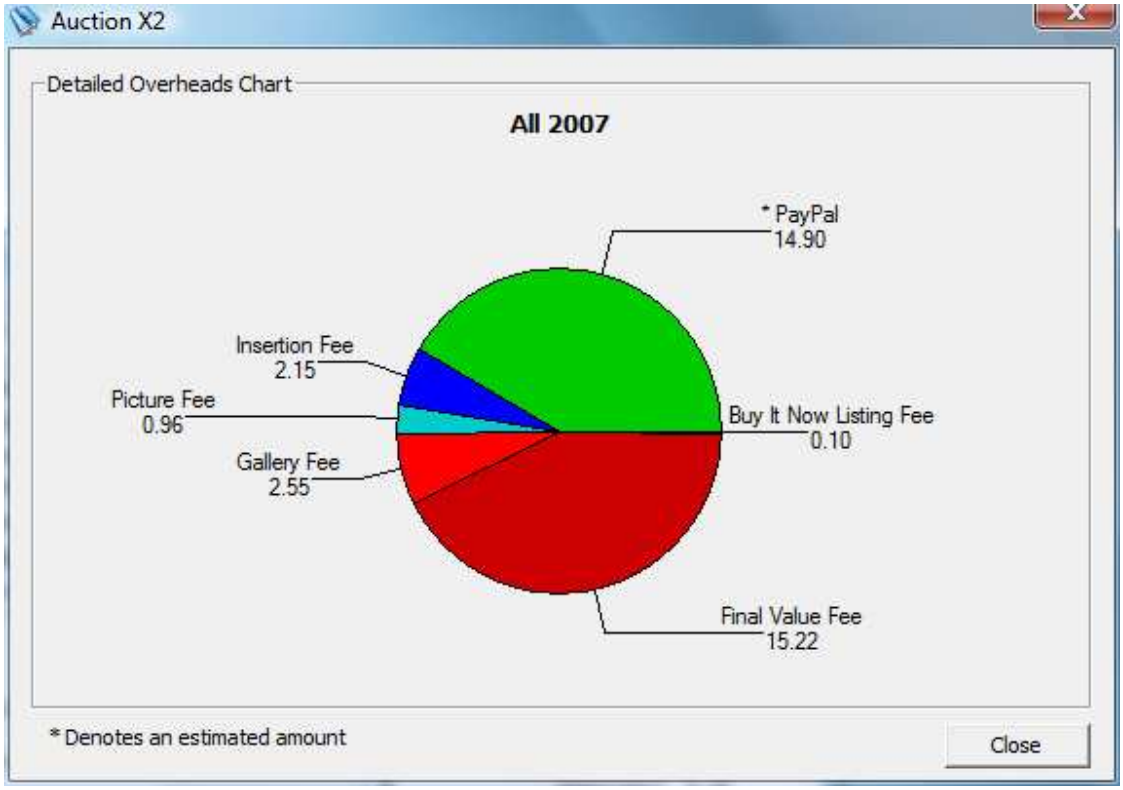

Fig 10.1 Overheads Analysis Pie Chart

The Overheads Analysis chart provides a visual guide to the amount of expenditure incurred for all types of ebay and PayPal fees. The chart also includes any further overheads you may have entered through Add Overheads; in Fig 9.1 above an example of "Internet Overheads" for November 2005 can be seen of 39.99.

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The Overheads Analysis chart can also be seen as a bar chart as shown below.

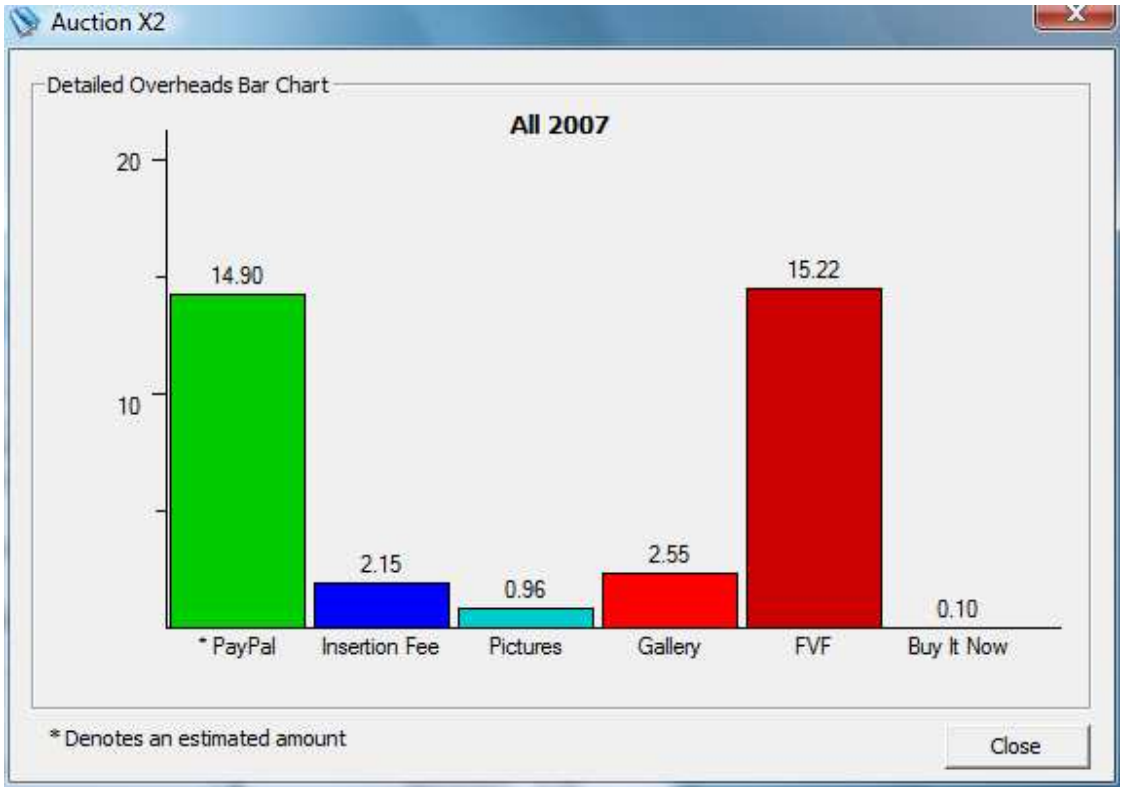

Fig 10.2 Overheads Analysis Bar Chart

Note PayPal fees in Auction X2 are accurately "estimated" but can be manually adjusted through the Update Item Dialog. In the current release Auction X2 does not take currency conversion of PayPal fees into account.

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Annual Profit Graph

The Annual Profit Graph provides a bar chart view for the total profit you have made for the currently filtered year displayed by month i.e. January through to December. The chart appears as shown below

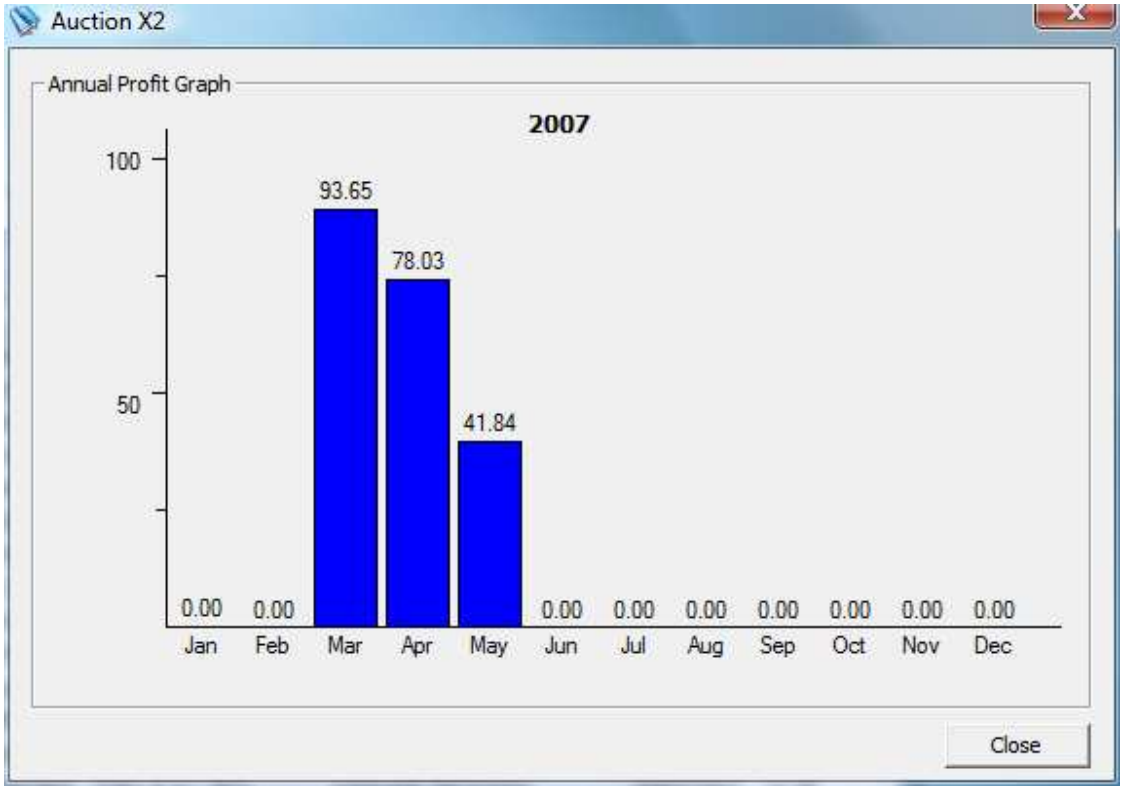

Fig 11.1 Annual Profit Graph

From the chart above it can be seen that no profit was earned for January and February 2007 and we are yet to make any sales June.

This report is useful in that it provides you with a very quick overview of how well your business is performing month on month and also highlights any seasonal effects.

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Annual Overheads Graph

The Annual Overheads Graph provides a bar chart view for the total overheads you have incurred for the currently filtered year displayed by month i.e. January through to December. The chart appears as shown below

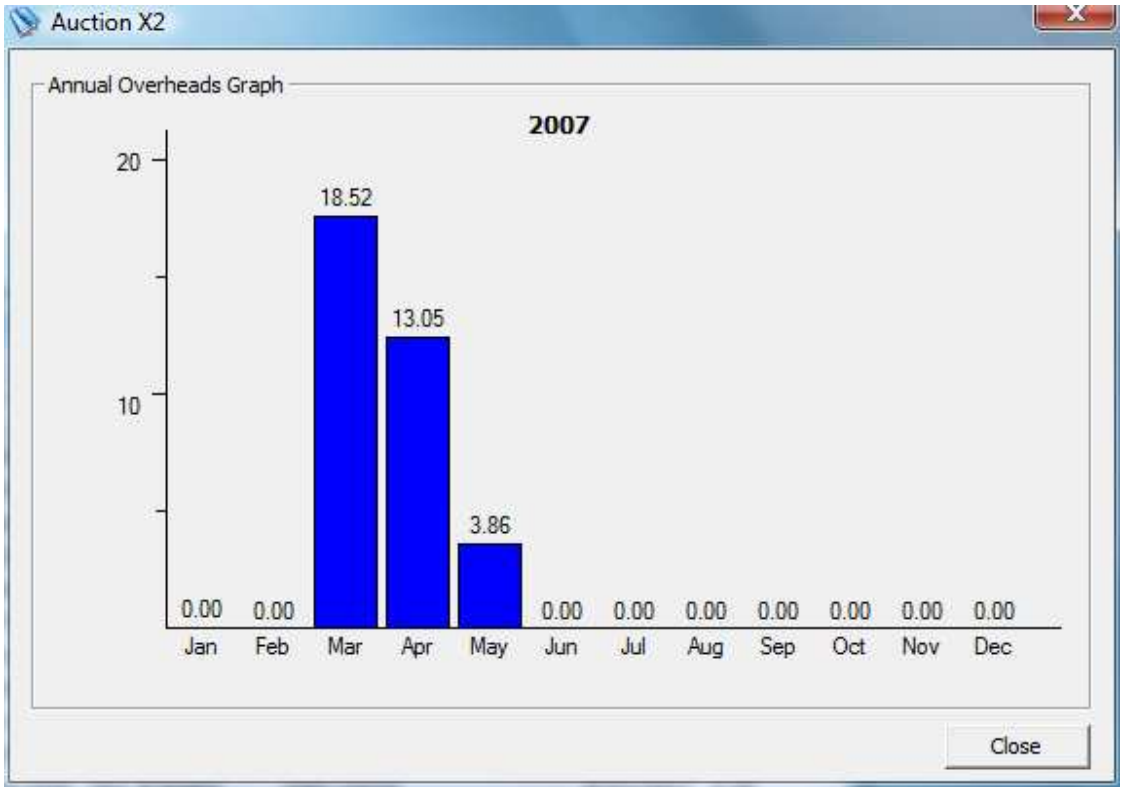

Fig 12.1 Annual Overheads Graph

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Returning Buyers Report

The Returning Buyers Report allows you to see quickly which of your buyers have made repeat purchases from you and what those purchases were. The buyer with the highest number of repeat purchases appears at the top of the report and the repeat buyer with the lowest number of repeat buys at the bottom.

The Returning Buyers Report can be filtered by both month and year and appears as shown below.

Fig 13.1 Returning Buyers Report

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Profit By Location Report

The Profit By Location Report allows you to see quickly which of your location that you buy items from have gone on to sell and make you the most profit. The location with the highest profit appears at the top of the report and the location with the lowest profit at the bottom.

The Profit By Location Report can be filtered by both month and year.

Fig 14.1 Profit By Location Report

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Profit By Category Report

The Profit By Category Report allows you to see quickly which category of sales have made the most profit for you. The category with the highest profit appears at the top of the report and the category with the lowest profit at the bottom.

The Profit By Category Report can be filtered by both month and year and appears as shown below.

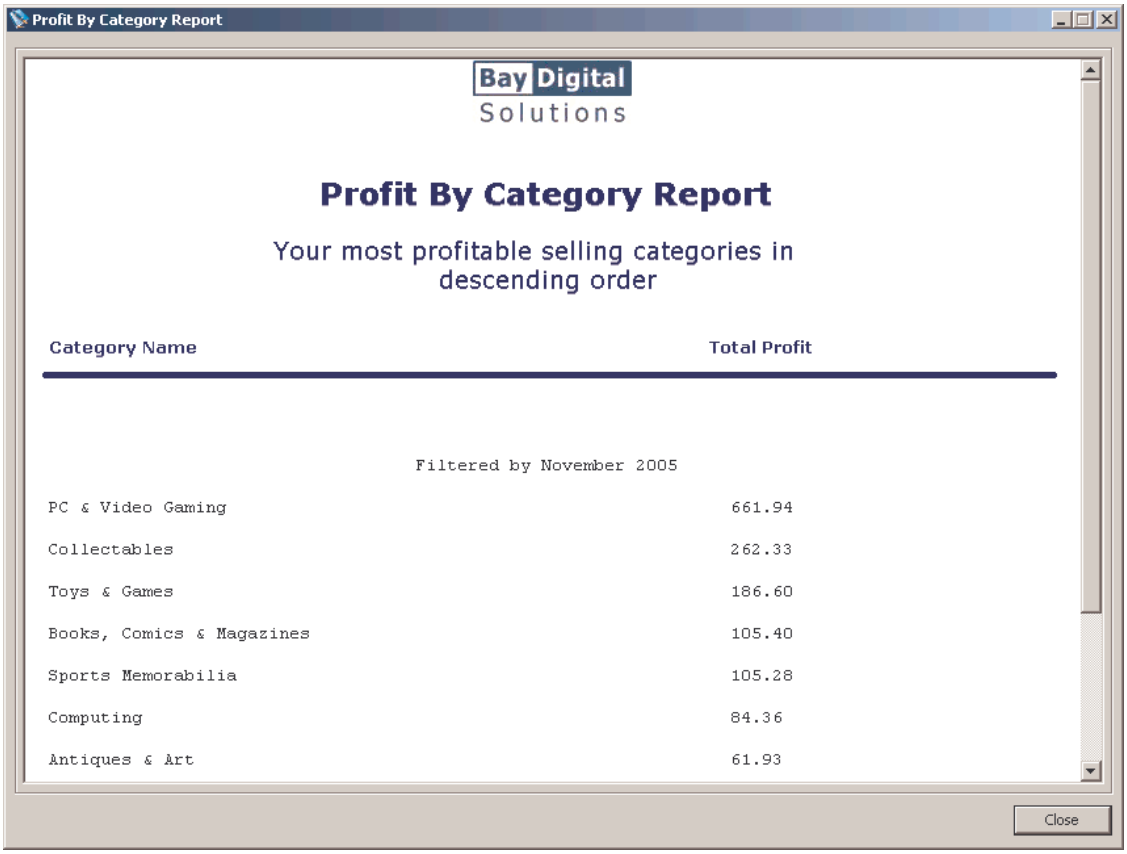

Fig 15.1 Profit By Category Report

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Profit By Hour Of Listing Report

The Profit By Hour Of Listing Report allows you to see quickly which hour of listing in any given day is the most profitable for you taking into account the number of items sold in that hour.

The first column of the report is the hour listing ended starting at 00:00:00 which represents midnight and moving down all the way to 23:00:00. The second column shows the number of items sold in each hour and the third the total profit for each hour listing ends.

The Profit By Hour Of Listing Report can be filtered by both month and year and appears as shown below.

Based on the report (below), our sample data highlighted that no sales occurred during the early hours of the day.

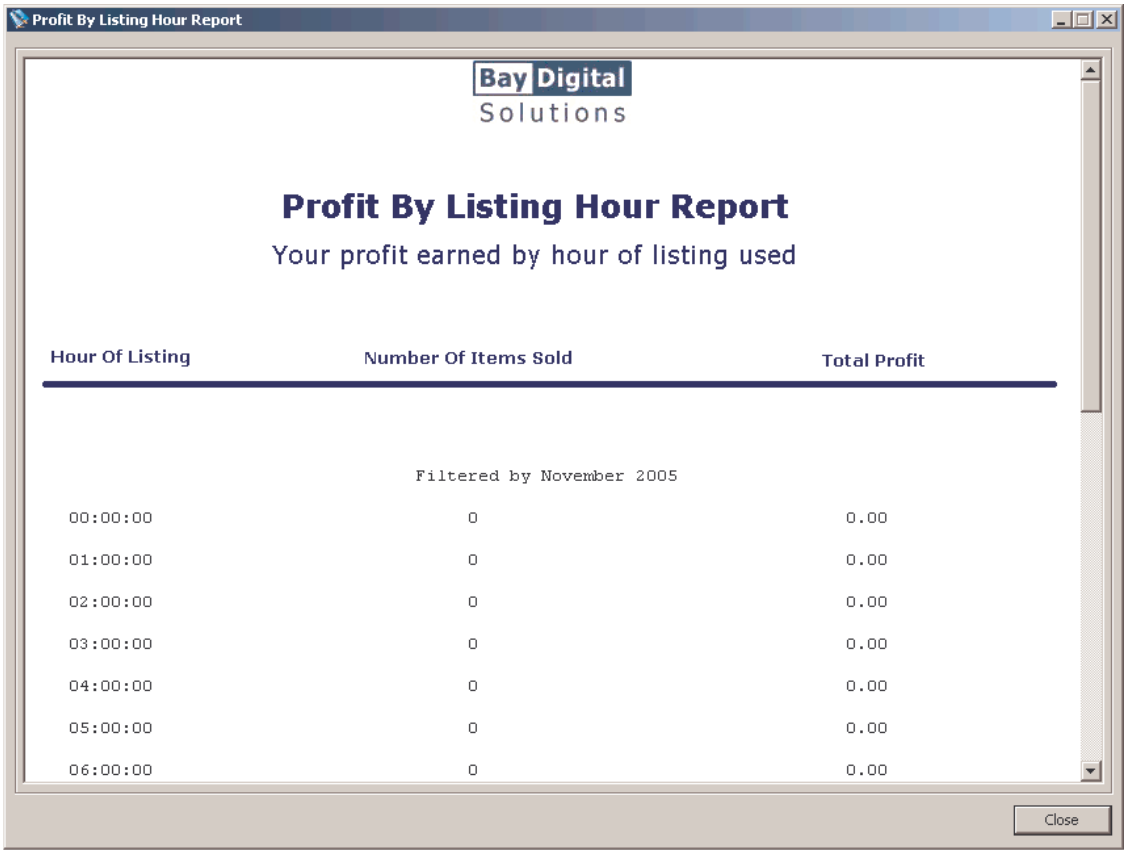

Fig 16.1 Profit By Hour Of Listing Report

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Profit By Day Of Listing Report

The Profit By Day Of Listing Report allows you to see quickly which day of listings ending in any given week is the most profitable for you taking into account the number of items sold using that day of listings ending.

The first column of the report is the day listed starting at Monday and moving down to Sunday. The second column shows the number of items sold in each day and the third the total profit for each day listing ends.

The Profit By Day Of Listing Report can be filtered by both month and year and appears as shown below.

Fig 17.1 Profit By Day Of Listing Report

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Profit By Pictures Bought Report

The Profit By Pictures Bought Report allows you to see quickly how many pictures you need to buy from ebay when listing your items. This report can help save you money by ensuring you don't buy too many pictures needlessly.

The first column of the report shows the number of pictures you have bought per item. The second column shows the number of items sold for each volume of pictures bought and the third the total profit for each volume of pictures bought.

The Profit By Pictures Bought Report can be filtered by both month and year and appears as shown below.

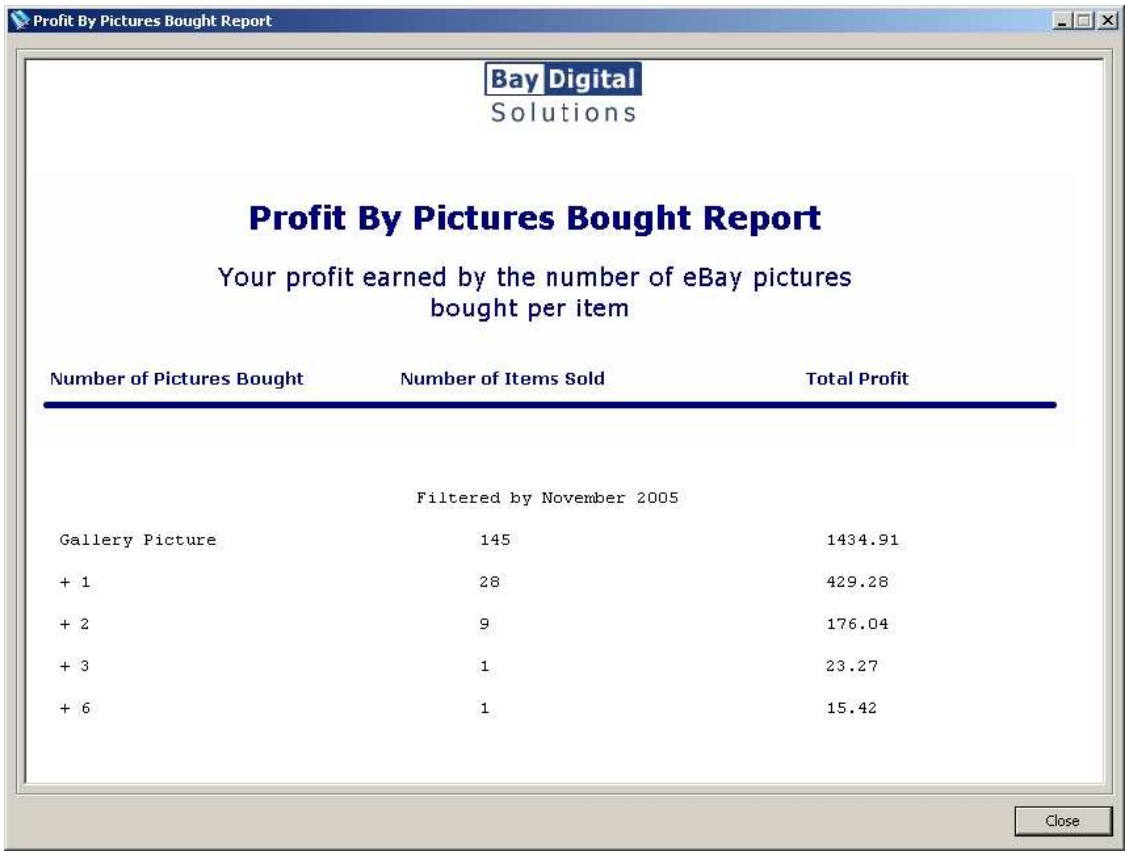

Fig 18.1 Profit By Pictures Bought Report

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Ten Most Profitable Items Report

The Ten Most Profitable Items Report simply lists your top ten sales by profit and can be filtered by month and year. The report appears as shown below

Fig 19.1 Top Ten Sales Report

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Bottom Ten Sales Report

The Ten Least Profitable Items Report simply lists your bottom ten sales by profit and can be filtered by month and year. The report appears as shown below.

Fig 20.1 Bottom Ten Sales Report

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In Summary

Auction X2 provides you as a seller with a quick and easy way to produce management information reports.

The Auction X2 reports will allow you to analyse your business efforts thoroughly and tell you what works well and what perhaps isn't working quite so well.

Auction X2 allows you to focus your efforts and to work out exactly how much profit you are really making!

Using Automatic Marketing we hope you will find Auction X2 a powerful tool in helping you to maximise your profits through ebay.

We trust you will enjoy using Auction X2 as much as we have enjoyed developing it.

Sincerely,

The Auction X2 Team.

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