



Mirakl Seller Onboarding Guide

Mirakl Customer Success

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 - Excel Template
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 - API
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Useful Links

[The Range Marketplace Zendesk](#)

[Mirakl One Help](#)

[Mirakl Connect for Sellers](#)

[The Range Customer Service Helpdesk](#)

[The Range Marketplace Seller T&Cs](#)

[The Range Marketplace Seller KYC](#)

Go Live Checklist

Before your account can go live, you will need to make sure the following criteria has been met:

- Shop Settings Complete
- All Documents Provided
- KYC Complete
- At Least 1 Offer Uploaded
- Account information Complete

Mirakl Shop Creation

Mirakl Shop Creation

There are three ways for you to set up your Mirakl Shop:

Create shop directly through Mirakl Connect account

Fill out Shop Account Creation form through your email

Check your email inbox for an automated email sent from The Range

Migrated Accounts: If your account has been migrated from our previous platform onto the Mirakl platform, your account will already be set-up, and you will receive a link from a Range email address.

The link will provide access to your account on MMP.

Migrated Accounts – shop set-up

If your account has been migrated from our previous platform onto the Mirakl platform, your account will already be set-up. You will need to load all of your Stock and Offers (Pricing) information onto the products which will already be on the new platform.

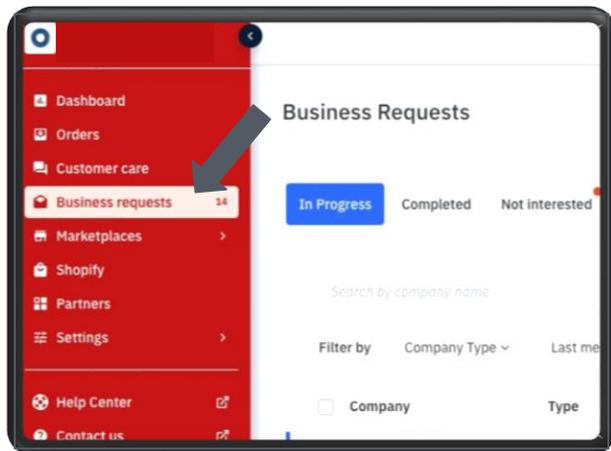
- You will receive an email to set your password
- Click the link inside the email
- Follow the onscreen instructions to set a password

Next Steps:

[Sign in to your shop account](#)

[Provide all required documentation for your shop to be opened](#)

Mirakl Connect Shop Creation (not applicable for Migrated accounts)



1. Log in to Mirakl Connect
2. Go to Business requests
3. Click on The Range Marketplace
4. Click on Create Store

**You will also receive an email notification from Mirakl Connect*

Next Steps:

Sign in to your shop account

Provide all required documentation for your shop to be opened

The "Shop Account Creation" form: Overview

(not applicable for Migrated accounts)

In your email inbox, click the link you received to open the **"Shop Account Creation"** form

Fill in the form, please note the points below:

- Email: We recommend you use a professional contact email address such as "contact@seller.com"
- Shop account name: This is your shop name that will be displayed on The Range's website
- For further instructions, please review slides 10-16

Click "Save"

You will receive an email to set your password
Click the link inside the email
Follow the onscreen instructions to set a password

Next Steps:

[Sign in to your shop account](#)

[Provide all required documentation for your shop to be opened](#)

The "Shop Account Creation" form: General Information

(not applicable for Migrated accounts)

This section will contain all the vital information about your store:

Website: We recommend you use a professional website such as www.seller.com

Company Name: This needs to match your registered company name on Companies House.

Company Registration Number: This needs to match your registration on Companies House.

VAT Number: This needs to be registered to your company name and an affiliated address.

The screenshot shows a form titled "General Information" with the following fields and options:

- Shop account name ***: Text input field containing "The Range Marketplace (Test)".
- Website**: Text input field containing "https://www.mywebsite.com".
- Professional** ⓘ
- Company Name ***: Text input field (empty).
- Company registration number ***: Text input field containing "E.g. 44268625900078".
- VAT number ***: Text input field (empty).

The "Shop Account Creation" form: Contact Details & Address

(not applicable for Migrated accounts)

This section will contain the details of your primary contact:

Title, Last Name & First Name: We recommend inputting the details for your primary contact.

Shop email address: This can be different to the account email address; it will usually be the email address for your primary contact.

Phone: We recommend including at least one phone number

Address: This needs to match your registered company address.

The screenshot displays a form titled "Contact Details" and "Address". The "Contact Details" section includes fields for Title (with a dropdown menu), Last name, First name, Shop email address (with an external link icon), Phone, Secondary Phone, and Fax number. The "Address" section includes fields for Address, Address (continued), Postcode, City, County, and Country (with a dropdown menu). A note above the form states "These details will be displayed on your invoices."

Shop Account Information: Additional Information Part 1

(not applicable for Migrated accounts)

This section will ask for the following information relating to your shop:

- Company Information

Date of establishment

The establishment or incorporation date of your company

Do you have a fixed or business establishment within the UK?

This is deemed by either of the following:

A business establishment is in the UK and is the place where essential management decisions are made and the business's central administration is carried out. OR
A business has a fixed establishment in the UK. This is a permanent physical presence with the human and technical resources to make or receive taxable sales.

Do VAT and Companies House Addresses Match?

Does your address registered on Companies House match the address registered to your VAT number?
Reason if not matching; If your Companies House address and VAT registered address do not match

Person of significant control

Name the nominated 'Person of Significant Control' as registered on Companies House. You will need to provide a copy of their identification - see [Required Documents](#)

Ultimate Beneficial Owner

Information regarding your UBO - including (but not limited to) name, address, and contact information

The "Shop Account Creation" form: Additional Information Part 2

(not applicable for Migrated accounts)

This section will ask for the following pieces of information relating to your shop:

- Addresses

Registered Company
Address

This must match Companies House. PO boxes and virtual addresses will not be accepted.

Primary Location of Goods

Provide the full address for your primary warehouse/location of goods at the point of sale. Proof of this address will be required - see [Required Documents](#).

Secondary Location of
Goods

If you dispatch from any other locations that are based outside of the UK, provide the full address, including the country of dispatch.

- Key Contacts

Customer Care Contact

The contact details of your key customer care representative.

Account Management
Contact

The contact details of your Key Account Management Contact - this information will be used for all account enquiries, including any urgent/escalated issues.

The "Shop Account Creation" form: Additional Information Part 3

(not applicable for Migrated accounts)

This section will ask for the following pieces of information relating to your shop:

- Marketplace Information

What other marketplaces do you sell on?

List any other marketplace platforms where you sell your products.

Your total revenue (GBP)

Your total revenue across all marketplace platforms over the last 12 months in GBP

Aggregator integration

If you use an aggregator (such as Linnworks) as your integration tool

- Regulatory Compliance

GPSR - Required if selling to Northern Ireland/Republic of Ireland

please enter the details of a single point of contact for authorities and customers to address product safety issues: Company name, address, phone number and email address

Ultimate Beneficial Owner

Information regarding your UBO - including (but not limited to) name, address, and contact information

WEEE registration number

EPR registration number

The "Shop Account Creation" form: Documents

- These documents are critical for verifying your shop.

Bank Statement	Must be dated within the last 3 months, include address, sort code and account number and be registered to the named company.
Identification	A copy of the identification for the nominated Person of Significant Control. This needs to be valid and can be a passport, UK drivers license or national identity card.
Selfie with Identification	A photo is needed of the Person of Significant Control holding the ID previously provided. Both the person and ID need to be seen clearly.
Proof of Registered Office Address	We require proof of address in the form of a utility bill dated within the last 3 months, this cannot be a mobile phone bill.
Proof of Warehouse Address	We require proof of address for the location of your goods at the point of sale. This can be in the form of a utility bill dated within the last 3 months and cannot be a mobile phone bill. If you use Third Party Logistics (3PL) and cannot provide a utility bill, please provide a signed service agreement or contract with the provider, clearly showing your company name and the address in use.
Proof of Employment	Correspondence showing you have registered with HMRC for PAYE dated within 3 months, OR PAYE demand from HMRC or screenshot of PAYE return submission, accompanied by payslip or P60 for the employee dated within 3 months.

The "Shop Account Creation" form: Documents part 2

If your shop lists specific items or brands you may be required to provide proof that you have the right to sell these items.

Plant Passports

These are required for any live plant being sold in the UK. If you intend to list plants on our website we need an in-date certificate of authorisation to issue plant passports from the Animal & Plant Health Agency.

Brand Licenses

In order for you to be able to list major brands, you will need to show evidence that you have permission from that brand to sell their products.

FSC Certification

FSC certification that shows forest-based products like wood and paper come from forests managed in an environmentally responsible, socially beneficial, and economically viable way.

Please note that all document requirements are subject to change.

Next Steps:

[Sign in to your shop account](#)

[Provide all required documentation for your shop to be opened](#)

Logging in to your Mirakl seller account

Signing into your Mirakl seller back-office

To log in to Mirakl, go to your Mirakl environment and sign in with your seller credentials.

The mirakl platform link will be emailed to you separately.

You need an email address as your user name and a password. During your initial onboarding, you received a link to create a new password for your account.

Completing KYC and Setting up your Shop

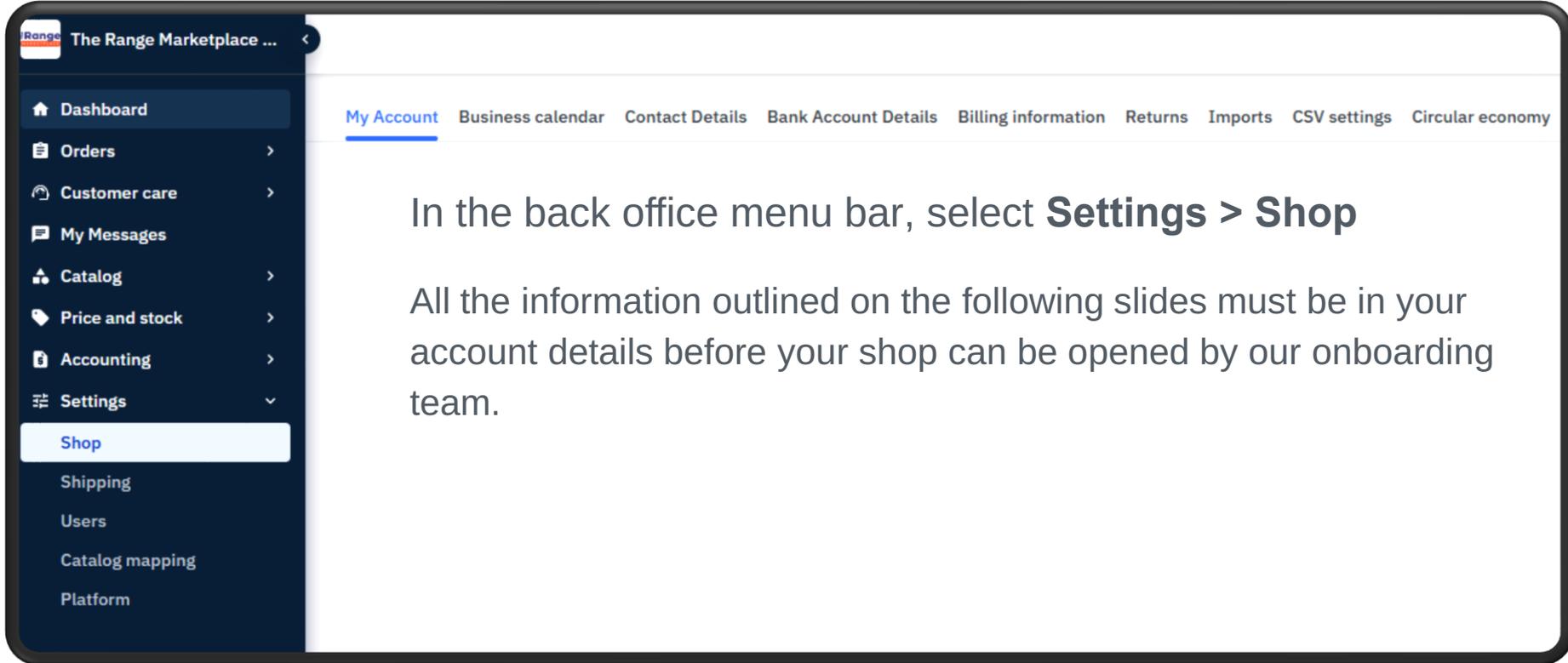
Completing KYC

KYC (Know your customer) is a set of identity checks that confirm your business is verified to trade.

To activate your account and enable payments via our payment provider, this step must be completed as part of onboarding.

For a complete guide on completing KYC, please see the KYC article on our [helpdesk](#).

Setting up a Seller Shop account - for ALL sellers



The screenshot shows the Range Marketplace back office interface. On the left is a dark blue navigation menu with the following items: Dashboard, Orders, Customer care, My Messages, Catalog, Price and stock, Accounting, and Settings. The 'Settings' item is expanded, showing a sub-menu with 'Shop' (highlighted in light blue), Shipping, Users, Catalog mapping, and Platform. The main content area has a white background with a top navigation bar containing 'My Account' (underlined), Business calendar, Contact Details, Bank Account Details, Billing information, Returns, Imports, CSV settings, and Circular economy. Below this bar, the text reads: 'In the back office menu bar, select **Settings > Shop**' and 'All the information outlined on the following slides must be in your account details before your shop can be opened by our onboarding team.'

My shop account: My account

The Range Marketplace ...

Dashboard
Orders
Customer care
My Messages
Catalog
Price and stock
Accounting
Settings
Shop
Shipping
Users
Catalog mapping
Platform

My Account Business calendar Contact Details Bank Account Details Billing information Returns Imports CSV settings Circular economy

Shop

- Confirm store name is displayed correctly. (This also contains a section for you to set your business as temporarily closed)

Shipping & Returns

- Country shipped from should be United Kingdom, if otherwise, please [get in touch](#).
Return policy: Enter your detailed return policy. This will be displayed on The Range website.

Additional Information

- Add in any missing information during the initial sign up - your account cannot go live without this information. [Click here for guidance](#).

Documents

- Add in any documents that were missing during the initial sign up - your account cannot go live without these documents. [Click here for guidance](#).

My shop account: Business Calendar

The screenshot displays the 'My Account' settings page for 'The Range Marketplace'. The 'Business calendar' link is highlighted with a red circle. The page content includes sections for 'Business Days and Hours' and 'Business Holidays', each with a list of bullet points explaining their purpose and requirements.

Business Days and Hours

- This is where you can customise your operating hours.
- This will impact what days and times you receive alerts and notifications.

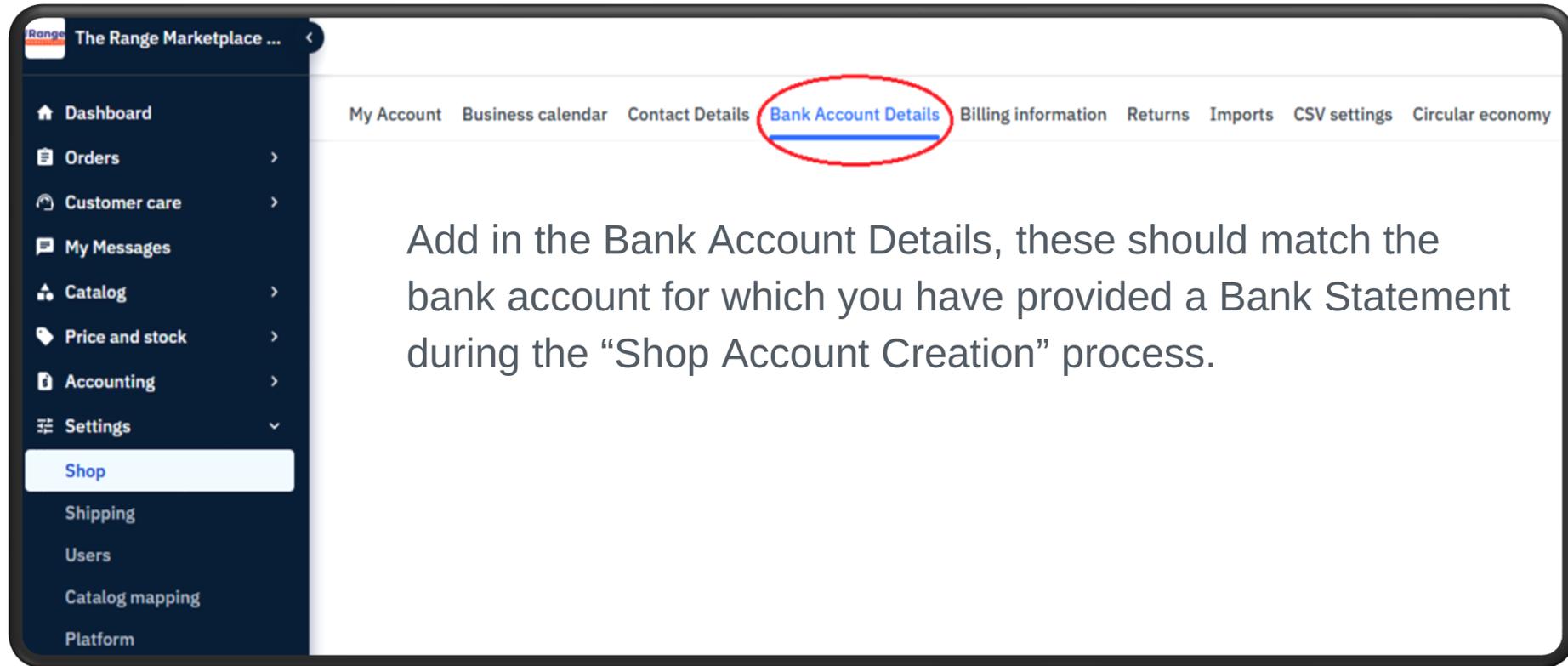
Business Holidays

- This is where you can add in any days that your business will not be open. This will be pre-populated with standard bank holidays.
- Note: As part of The Range Marketplace, you will be required to respond to customer queries within 9 business hours.

My shop account: Contact details

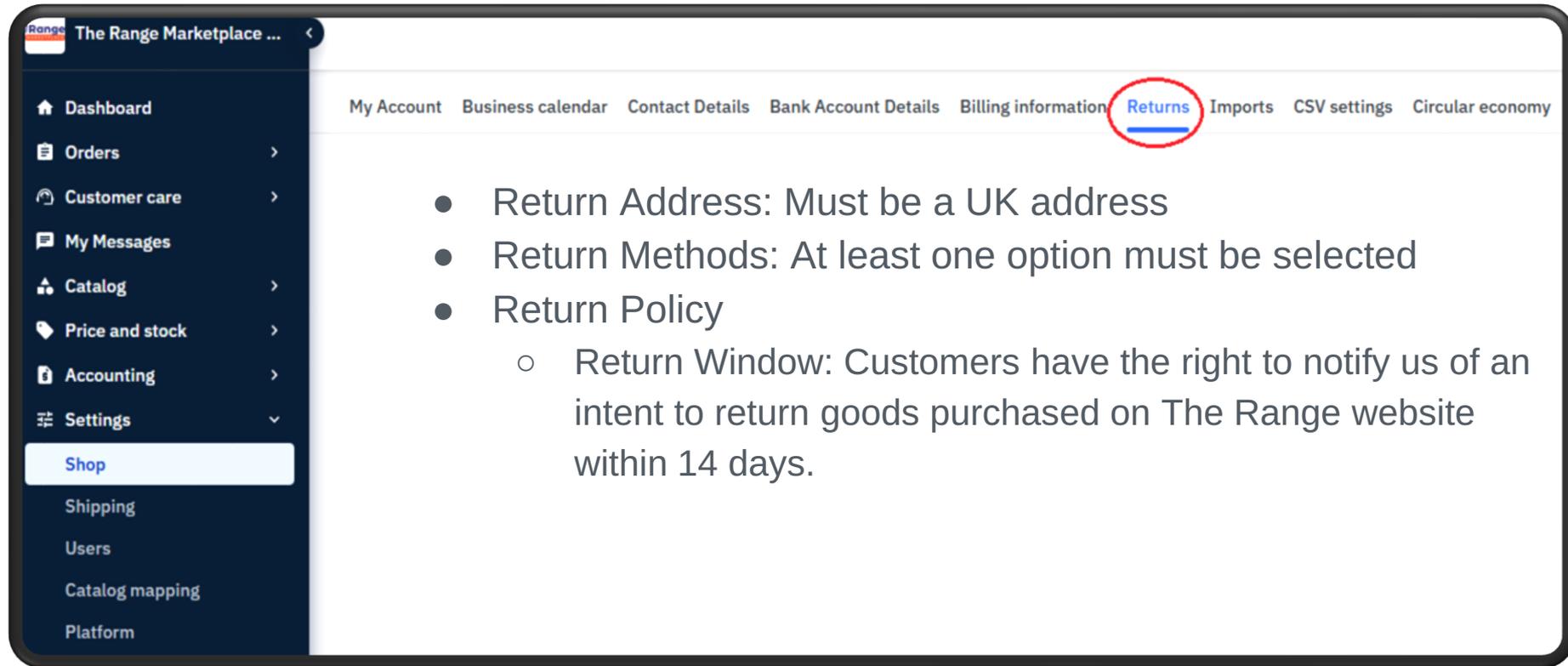
The screenshot shows the 'My shop account: Contact details' page. The top navigation bar includes links for 'My Account', 'Business calendar', 'Contact Details' (circled in red), 'Bank Account Details', 'Billing information', 'Returns', 'Imports', 'CSV settings', and 'Circular economy'. The left sidebar menu is open, showing options like 'Dashboard', 'Orders', 'Customer care', 'My Messages', 'Catalog', 'Price and stock', 'Accounting', 'Settings', 'Shop' (highlighted), 'Shipping', 'Users', 'Catalog mapping', and 'Platform'. The main content area contains the text: 'Confirm the **contact information** you provided in the Shop Account creation form is correct'.

My shop account: Bank Account Details



The screenshot shows a web interface for 'The Range Marketplace'. On the left is a dark blue sidebar menu with items: Dashboard, Orders, Customer care, My Messages, Catalog, Price and stock, Accounting, Settings, Shop (highlighted), Shipping, Users, Catalog mapping, and Platform. The main content area has a top navigation bar with links: My Account, Business calendar, Contact Details, Bank Account Details (circled in red), Billing information, Returns, Imports, CSV settings, and Circular economy. Below the navigation bar, the text reads: 'Add in the Bank Account Details, these should match the bank account for which you have provided a Bank Statement during the “Shop Account Creation” process.'

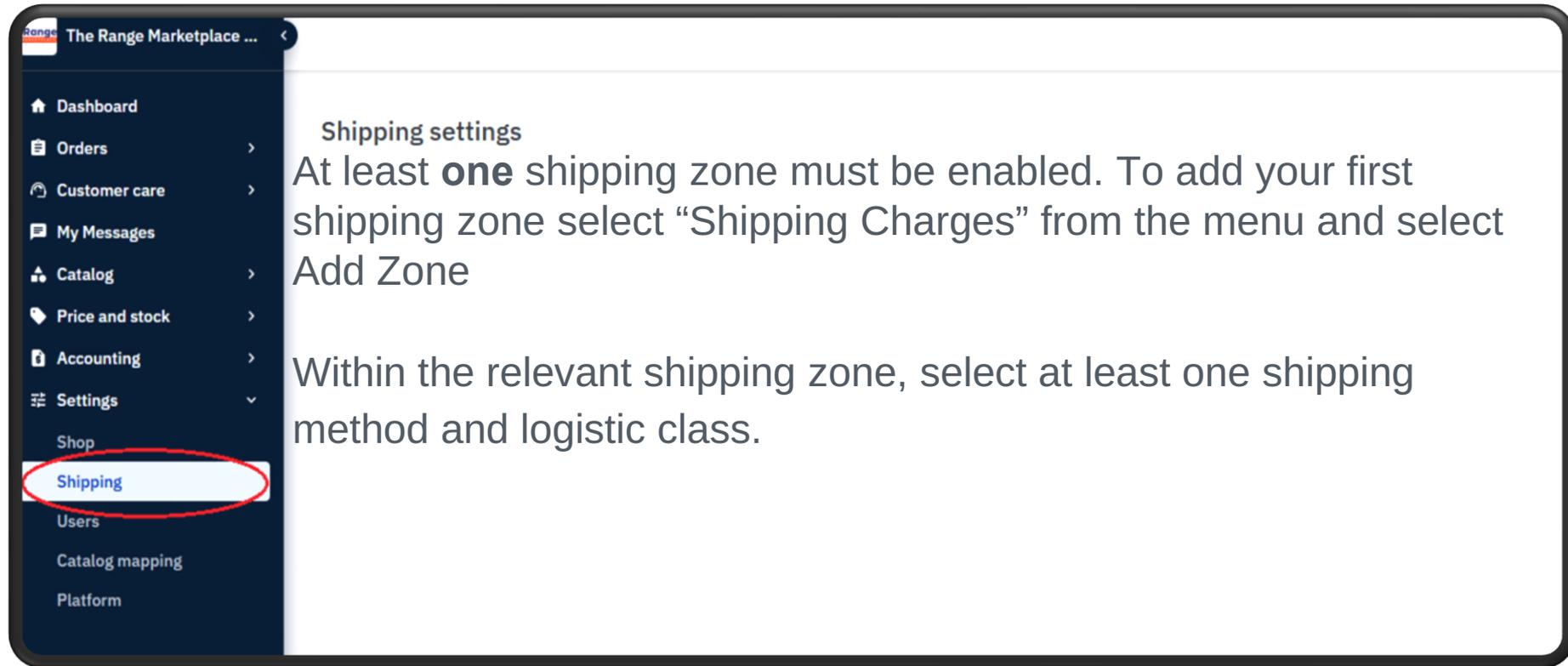
My shop account: Returns



The screenshot shows the 'My Account' section of 'The Range Marketplace' interface. The 'Returns' menu item is highlighted with a red circle. The main content area lists three required items for the Returns configuration:

- Return Address: Must be a UK address
- Return Methods: At least one option must be selected
- Return Policy
 - Return Window: Customers have the right to notify us of an intent to return goods purchased on The Range website within 14 days.

My shop account: Shipping configuration



The Range Marketplace ...

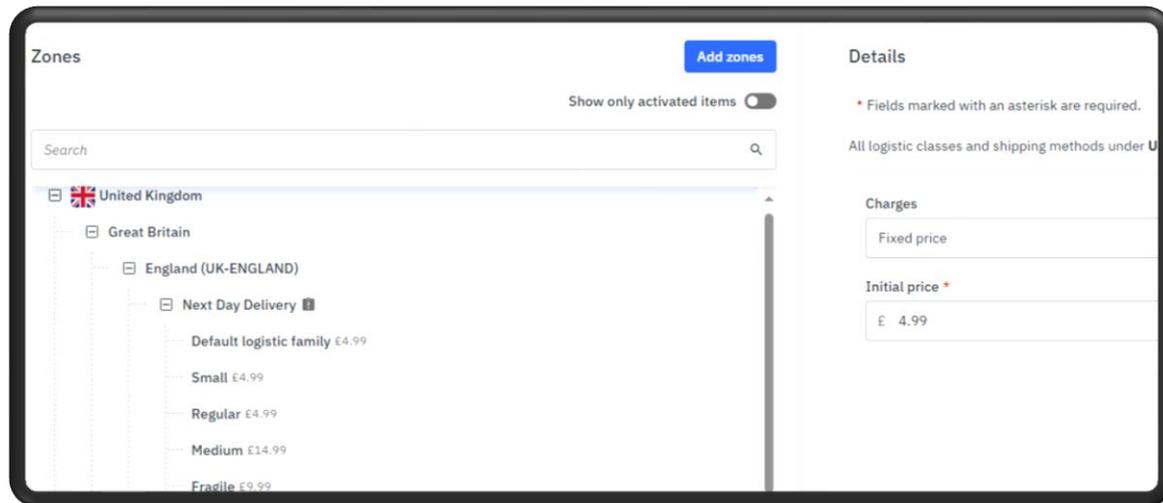
- Dashboard
- Orders >
- Customer care >
- My Messages
- Catalog >
- Price and stock >
- Accounting >
- Settings v
- Shop
 - Shipping**
 - Users
 - Catalog mapping
 - Platform

Shipping settings

At least **one** shipping zone must be enabled. To add your first shipping zone select “Shipping Charges” from the menu and select Add Zone

Within the relevant shipping zone, select at least one shipping method and logistic class.

My shop account: Shipping charges

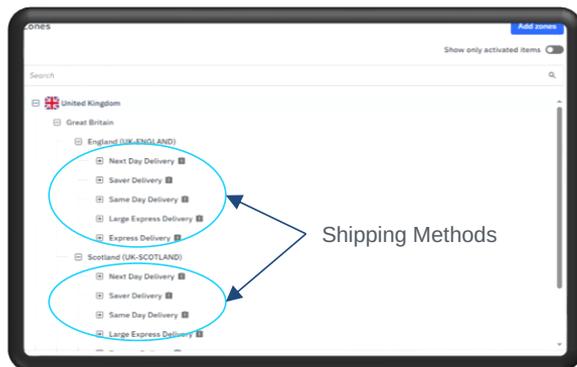


Once you have added a zone, you can set up your charges on various levels, from zone wide to logistic class (size class) specific. The Initial price is how much the customer will pay for the first item on the order. You can also charge an additional price for any further items they order.

Free shipping is strongly recommended for all orders.

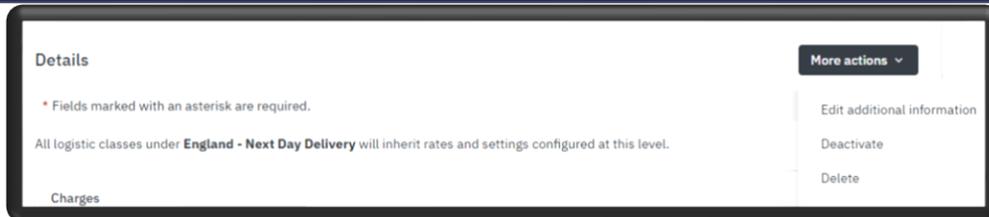
To offer free shipping to a specific zone/logistic class, select Free Shipping from the drop-down menu under “Charges”. Alternatively, to offer free shipping to all orders, view the Shipping Options menu and tick the box for “Offer free shipping for all orders”

My shop account: Postcode Exclusions



If you are unable to offer delivery to a specific area you are able to remove postcodes from your delivery zones on a Shipping Method level.

With the Shipping Method highlighted, click More actions and “Edit additional information”



Here you will be able to list postcodes that will be excluded from this zone. This will need to be repeated for each shipping method.

My shop account: Shipping options

This page will allow you to set up your lead times and cut-off times.

Lead Time to ship: This is how long it takes your warehouse to dispatch the product once an order is received.

Order cut-off time: This allows you to control the last time a customer can place an order with the expectation of a specific delivery lead time.

Shipping Options: This is where you can manage the lead time for every shipping method and shipping zone. (It is also where you can turn on shop-wide free shipping)

My shop account: Users

This page will allow you to add as many users as you require for your business operations. Each user can be given any combination of the following permissions.

- **Shop Administration** - Access to "Dashboard Statistics", access to the "Settings", "Information", and "User Management" menus, ability to call Shop API.
- **Inventory Management** - Access to "Inventory" dashboard, management and messages, and "Mapping Configuration".
- **Order Management** - Access to "Message", "Order" and "Revenue" Dashboards, and Order Management.
- **Accounting** - Access to "Statements" and "Transaction History".
- **Support** - Access to "Message" and "Orders" dashboards, ability to upload order documents and edit seller order references.

NOTE: Only Administrators have access to sensitive documents and KYC – Please ensure the correct person is the dedicated admin

Seller Dashboard

Seller Dashboard: Overview

When you log in to The Range Marketplace Platform, you arrive on your dashboard.

The **dashboard** is intended to provide you with important and useful information that can help you manage your shops efficiently.

The dashboard is divided into sections (cards) with charts and statistics about the different activities on the platform. The information in these cards is updated in real time.

You can use filters to fine-tune the information displayed.

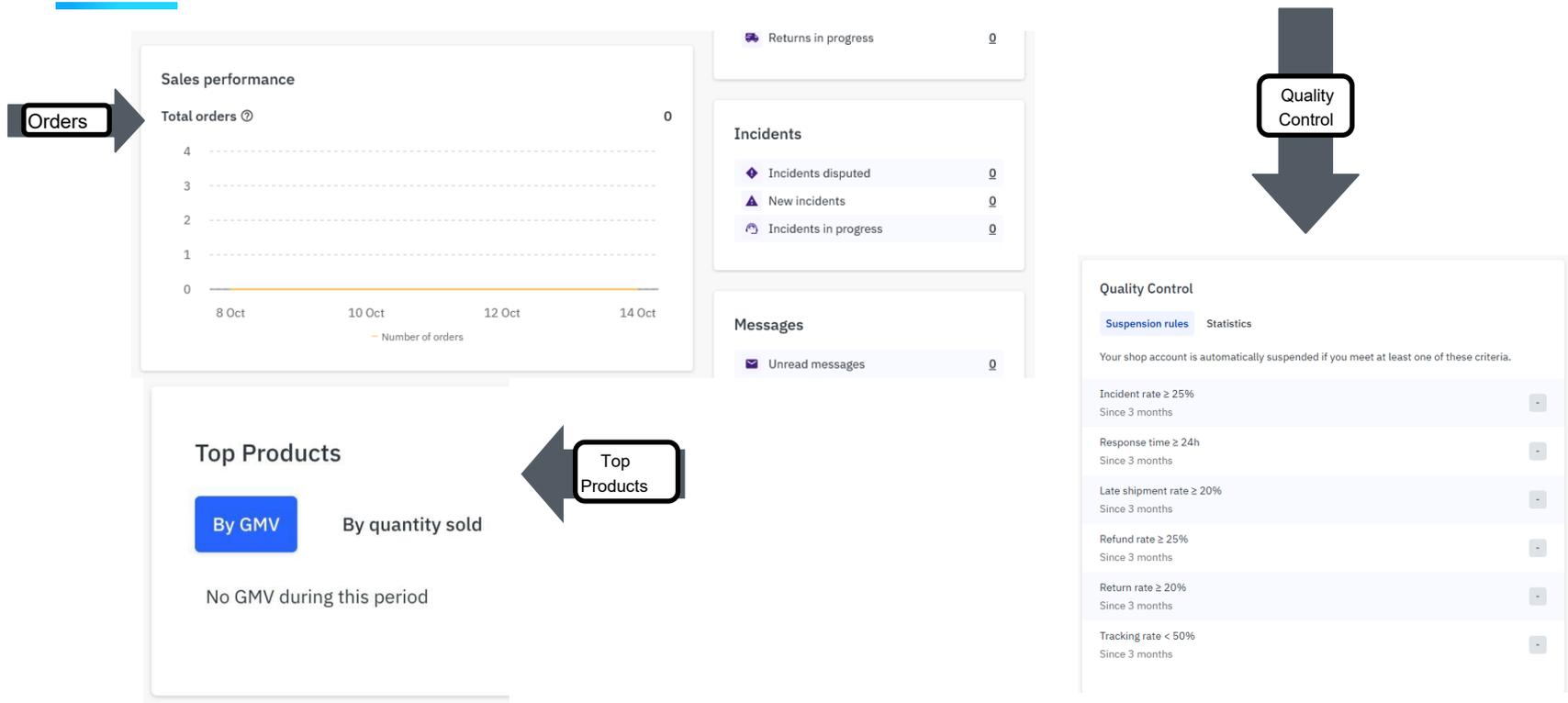
The dashboard also has a "call to action" section that highlights areas that require your immediate attention.

Seller Dashboard: Overview

The screenshot displays the Seller Dashboard for 'The Range Marketplace (Test)'. The interface includes a dark sidebar with navigation options: Dashboard, Orders, Customer care, My Messages, Catalog, Price and stock, Accounting, and Settings. The main content area features a welcome message, a 'Pending approval' status, and buttons for 'Create product' and 'Contact operator'. Key sections include:

- PAYMENTS:** A row of three cards showing 'Balances' with values: £0 Pending balance, £0 Payable balance, and £0 Paid balance.
- ACTIVITY:** A section with filters for 'Last 7 days', 'Category', and 'GMV settings'. It includes a 'Sales' callout and a 'Performance Overview' callout. A 'Call to Action' callout points to the 'Overview' chart.
- Overview:** A line chart showing GMV and Active offers from 8 Oct to 14 Oct. The y-axis ranges from £0 to £4.
- Orders:** A list of order statuses: 'Late orders' (0), 'Orders awaiting shipment' (0), and 'Orders awaiting acceptance' (0).
- Returns:** A list of return statuses: 'Return requests' (0) and 'Returns in progress' (0).

Seller Dashboard: Overview



Seller Dashboard: Filters

Filters are provided to help you fine-tune data to only display the most relevant information. There are three types of filters:

- **Time-related filters:** Using date ranges, allow you to display information in relation to specific periods of time
- **Business-related filters:** Allow you to filter information displayed in relation to sales channels and categories of products sold in your shop on the platform
- **GMV display-related filters:** Allows you to configure the GMV (Gross Merchandise Volume) you want to calculate and display on your dashboard. This configuration is saved locally and allows you to always have the same type of GMV displayed on your dashboard. You can return to the default display when necessary

Seller Dashboard: Payments

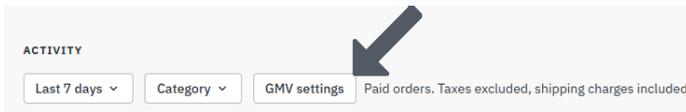
This section displays different information relating to your shop's financial balance that can help you better manage your store activity. There are three cards in this section:

- **Balance Pending:** This is the amount that was debited by The Range for shop orders placed, that customers have not yet received, from your shop. When you click the balance amount you are redirected to the "My Transaction History" page. This page is pre-filtered using the Payable payment status to display the orders for which customers have been debited but you have not yet received payment.
- **Payable Balance:** This is the amount for all of the shop orders that were received by customers but for which you have not yet received payment. This amount will be paid by the next billing cycle on the date indicated. When you click the amount you are redirected to the "My Transaction History" page that is pre-filtered using the "Payable" status to display the transactions corresponding to the payment to be made to you
- **Paid Balance:** This is the amount that The Range last paid the store for orders placed on the store. The date of the payment is also displayed. When you click the amount you are redirected to the "My Transaction History" page that is pre-filtered with the "Paid" payment status to display the last generated invoice.

Seller Dashboard: Performance Overview

This section has general information about the performance of the platform. It offers statistical information about the GMV (Gross Merchandise Volume) and active offers in the shop on the platform.

- **GMV Calculation:** This is calculated based on your [GMV settings](#) selection configurable on the Dashboard



- **Active Offers:** These are the total number of active offers on the platform on the last day of the specified period. This is either the last day of the month or the current day if the month is not yet complete

Seller Dashboard: Orders

This card displays a table of the total number of orders that were created on the platform over specific periods of time.

The statistics displayed on this table shows the evolution of order creation over time. By default, this information is for all the shops of all the different channels of the platform.

Seller Dashboard: Sales

This section displays information about the overall sales revenue of the store over specific periods. This information includes the GMV and the average amount for baskets. The actual sales revenue corresponds to the total sales amount of paid orders, according to your GMV display configuration (GMV amount) minus refunds.

Calculations:

- **Sales revenue** = The total sales amount of paid orders minus refunds, according to your GMV display configuration
- **GMV** = The total sales amount which is the total sales amount of orders before refunds, according to your GMV display configuration
- **Average basket** = GMV divided by commercial orders (only paid orders are taken into account)

Seller Dashboard: Top Products

The **Top products** card displays the top 10 products that generated the highest GMV in the store over specific periods, according to the GMV display configuration. After setting your "filters" and depending on the tab selected, the following is displayed:

- By GMV tab: The top ten products that are responsible for a large percentage of the GMV, and the GMV amount generated by each of these products
- By quantity sold tab: The top ten products whose sales generated a large percentage of the GMV, and the quantity (amount) of each product that was sold to account for the GMV percentage

Seller Dashboard: Quality Control

The information in this section can help you better understand how you can improve shop quality. It also informs you of the different quality rules that are applied on the platform so you can comply with these rules and perform better on the platform. This section contains two tabs:

- **Platform Rules:** This tab displays the premium and suspension quality control rules defined by The Range. It also shows the shop's scores in relation to these rules. A shop's score in relation to these rules determines whether it becomes premium or gets suspended:
 - A shop becomes premium if it meets all of the "premium" criteria defined by The Range
 - A shop account is suspended if it meets at least one of the suspension criteria set by The Range
- **[Statistics:](#)** Displays all the quality control statistics used to calculate the shop's performance. These statistics can be filtered by channel or category and/or date.

Alerts: If there are quality issues with your shop, you will receive an alert and a banner will appear at the top of your dashboard such as this one:



▲ **Quality issues detected**

Your store account performance is lower than expected for the following reason:

- Late shipment rate (since 3 months) \geq 3%

You must improve your performance as soon as possible.

[View your statistics](#)

Seller Dashboard: Quality Control

Quality control statistics	
Statistic	Description
Acceptance rate	The number of accepted order lines divided by the total number of order lines (excluding orders awaiting acceptance)
Acceptance time	<p>The average time period between when an order notification is sent to store account and when the order is accepted</p> <p>i Acceptance time calculation This is equal to the acceptance time: total (date/time an order was accepted - date/time when an order status changed to "Pending Acceptance") / total accepted orders</p>
Incident rate	The number of order lines with at least one incident divided by the total number of accepted order lines
Refund rate	The number of order lines with at least one refund divided by the total number of accepted order lines
Late shipment rate	The number of late orders divided by the total number of orders (orders sent after the deadline date or fully refunded after the shipping date)
Time to ship	<p>The average time period in which an order with the "Shipping in progress" status is shipped for store account</p> <p>i Time to ship calculation This is equal to the Time to ship: total (date/time when an order was shipped - date/time when an order status became "Shipping in progress") / total shipped orders</p>
Auto-refused rate	The number of consecutive orders automatically rejected
Response time	The average time period in which a store account responds to an order-related message (message sent by a customer, not by an operator). The configured business closing days are excluded from this statistic.

Seller Dashboard: Quality Control

Criteria	An alert will be triggered if:	Your shop will be suspended if:
Incident Rate	≥ 15% since 1 month	≥ 25% since 3 months
Response Time	≥ 9 hours since 1 month	≥ 24 hours since 3 months
Late Shipment Rate	≥ 10% since 1 month	≥ 20% since 3 months
Refund Rate	≥ 15% since 1 month	≥ 25% since 3 months
Return Rate	≥ 10% since 1 month	≥ 20% since 3 months
Tracking Rate	< 80% since 1 month	< 50% since 3 months

Seller Dashboard: Calls to Action

The call to action section is in the panel to the right of the screen. This section allows you to quickly identify areas that require your immediate attention. You can then access the corresponding pages on the platform from the dashboard. The information displayed in this section can include the numbers for the following:

Orders

- late orders
- orders awaiting acceptance
- orders awaiting shipment

Incidents

- new incidents
- incidents in progress
- incident submitted for dispute

Messages

- unread messages
- pending and rejected offer prices

About Products & Offers

Products vs. Offers

Products

A product is a sellable item and has associated characteristics and unique references such as -

- A title
- A description
- A category
- A brand
- An image
- A logistic class
- A unique identifier such as EAN/GTIN

Offers

An offer is a product sold by a seller. It has -

- A condition
- A price
- A stock quantity
- Other characteristics such as discount price, promotion dates, etc.

An offer is always linked to a product

Products vs. Offers Example

1 HOMCOM Flip Up Mirror Dressing Table - White by HOMCOM

Product code: 2113417

R MARKETPLACE Sold & Shipped by MH STAR UK LTD

2



Features

- Flip top mirror can be opened, fixed by 90 degree
- Mirror can be closed when not in use
- This vanity table features multiple storage space
- Designed with one large compartment and 2 drawers
- Compact design

Information

The 2-in-1 dressing table from HOMCOM allows you to transform usage between a chic dressing table and a spacious writing desk with the flip top design. A large compartment and two slide-out drawers offer generous space for storing your cosmetics, jewellery and essential makeup accessories. Its compact size and stitching color make it a modern stylish addition to your bedroom. [Read More](#)

Specification

- Model Number: 831-183
 - Length: 60cm
 - Width: 50cm
 - Height: 85.5cm
 - Number of Drawers: 2
 - Material: MDF, Pine
 - The Range Marketplace: Yes
- [Read More](#)

[Additional Information](#)

CDS (Superstores International) is not a lender and acts only as an introducer. The credit product is provided by Klarna Financial Services UK Limited (publ). Credit is only available to permanent UK residents aged 18 and over, depending on their status. Terms and conditions apply. Please note that Pay in 30 days and Pay in 3 months are not available for this product.

3

£57.99

1

or 4 payments of £14.50 with [clearpay](#) [Learn more](#)

Klarna

3 payments of **£19.33** at 0% interest with Klarna [Learn more](#)

Colour: White



FREE Click & Collect
Click & Collect is not available for this product



Home Delivery
Available for delivery
Estimated delivery:
Delivery to: [OX2](#) **21st October**
Free Delivery

2



Add To Basket

[View the \[returns options\]\(#\) for this item](#)

Product

1. Product Name
2. Image
3. Brand

Offer

1. Price
2. Delivery

Product Data Quality

Taxonomy

- All products must be mapped to the **lowest category level** to be accepted
- You cannot load products into multiple categories.
- It is your responsibility to properly map your products. Your onboarding associate will not do this for you.
- If you cannot find your preferred child category in the selected root categories, try a different relevant root category. If you still need assistance, or believe a new category needs to be created, please [get in touch](#).

Attribute Comments

Attribute	Definition / Comments
Category	This should be the most appropriate category for your product, mapped to the lowest possible category level.
Product Name	<ul style="list-style-type: none">• Follow the correct format - Brand, Model, Name, Size, Volume• Not too long or too short - There is a max limit of 80 characters, though the ideal product name length is 70 characters or less.• States what the product is - Whilst descriptive words are great, the product title should also include what the product actually is.• No keyword stuffing - Bulking your product name out with keywords will result in penalisation by search engines.• No specification information - including colour, dimensions or materials is unnecessary and bloats the product title• No abbreviations or special characters
Colour Hex Code	This needs to be as close as possible to the actual colour of the product.
Product description	The product description should be the largest body of text on the page. If a customer has been drawn in by the image and brief key product features, they will then dedicate more time to reading the description, especially for high-value items.
Dimensions	Product dimensions need to be included in the product description and the dimension attribute. Do not include the dimensions in the Product Name
The Range Marketplace	This attribute should always be marked as “Yes” so that your product can be identified as a marketplace product and be displayed with your company details.
Economic Operator	If you provide any delivery services to EU/Republic of Ireland, the Economic Operator details must be included or your product will not be able to be approved on the platform.
Variant Group Code	The variant group code is the unifying factor between variants of the same product. This will need to be the same for all variants of a product.

Product Variant Example | In Mirakl

✓ Correct Variant Set-up

These product variants HAVE been set up correctly

1. Style # / VGC: These variant products are all grouped by the same variant group code (VGC)
2. Product Name: All products have the same name, regardless of size or color
3. NRF Color Code & NRF Size Code: The seller used the NRF color and size codes to distinguish between different colors and sizes

Product	Product ID
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	1 <input type="checkbox"/> SKU: 825624896248 VGC: BLKMR414753 UPC: 825624896248
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	<input type="checkbox"/> SKU: 825624896309 VGC: BLKMR414753 UPC: 825624896309
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	<input type="checkbox"/> SKU: 825624896361 VGC: BLKMR414753 UPC: 825624896361
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	<input type="checkbox"/> SKU: 825624896217 VGC: BLKMR414753 UPC: 825624896217

Product	NRF Color Code	NRF Size Code	Status
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Light Beige	3 Twin XL	<input type="checkbox"/> Published
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Blue	Queen	<input type="checkbox"/> Published
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	White	Twin XL	<input type="checkbox"/> Published
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Blue	California King	<input type="checkbox"/> Published
<input type="checkbox"/>  Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Light Beige	King	<input type="checkbox"/> Published

Product Variant Example | In Mirakl

X *Incorrect Variant Set-up*

These product variants have NOT been set up correctly

1. Style # / VGC: Variant products need to be grouped using the same Style # / variant group code (VGC)
2. Product Name: If your product has variants, the product name needs to be the exact same for each product and the size and color should not be in the product name
 - Correct Product Name: Deluxe Class Wood and Chrome Pirate Ship Wheel Clock

<input type="checkbox"/>	Product	Product ID
<input type="checkbox"/>	 Deluxe Class Wood and Chrome Pirate Ship Wheel Clock 18" HomiCraft For_the_Home / Electronics / Clocks	1 VGC: 1c275247-9d43-40dd-9286-0540e9112005 UPC: 3471544122416
<input type="checkbox"/>	 Deluxe Class Red Wood and Chrome Pirate Ship Wheel Clock 18" HomiCraft For_the_Home / Electronics / Clocks	2 VGC: ce896ef0-83e6-4cbc-90e6-f851bfff17ea UPC: 3471534192986
<input type="checkbox"/>	 Deluxe Class Wood and Chrome Pirate Ship Wheel Clock 24" HomiCraft For_the_Home / Electronics / Clocks	VGC: 0c7e52d4-5b0c-467a-80b2-0c6b3259b074 UPC: 3471544122409

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Product & Offer Import

Importing Products and Offers

There are several ways to integrate your products and offers to Mirakl. Depending on your technical maturity and willingness / interest to automate, there is a solution for you

[Manual Method:](#)

Choose this option if you have a very small number of products to add and you have very little technical knowledge.

[Using The Range Excel Template:](#)

Choose this option if you have more than 50 products to create on the Marketplace and you do not already have a defined product template of your own. No specific technical knowledge is required for this integration method

[Excel, CSV, or XML Files:](#)

Choose this option if you already have a product catalog with your attributes and lists of values and you do not want to adjust to The Range's specific format. You'll use Mirakl's mapping tool. The mapping process will only need to be done once, then you will upload your own file to the system for future uploads.

[Automate through FTP and HTTP](#)

This allows some automation for product and offer creation and updates. Rather than connecting daily to Mirakl to add new products or upload stock levels, you can automate this process by setting up your own FTP server so the Mirakl platform can fetch seller files once an hour.

[Automate through API](#)

This is the easiest way to complete a seamless automation of Marketplace activity but requires additional time up front and a technical integration.

[Mirakl Connectors](#)

Connect through Linnworks for Mirakl Channel Connectivity.

Product & Offer Import Manual

[Mirakl Documentation](#)

Start adding your product

To add a new product and offer go to **Price and stock > Offers > Add a product**

The screenshot shows the 'Offers' management interface. On the left is a dark sidebar menu with the following items: Dashboard, Orders, Customer care, My Messages, Catalog, Price and stock (expanded), Offers (highlighted with a blue bar and a grey arrow pointing to it), and File imports. The main content area is titled 'Offers' and contains a sub-menu with 'Offers', 'Pending offers', and 'Favorite offers'. Below this is a 'Filter' section. The main table area shows a table with columns: Product, Offer SKU, Condition, and Prices. The table is currently empty, displaying 'No results found'. At the bottom of the table are two buttons: 'Confirm' and 'Delete selected offers'. In the top right corner of the main content area, there is a search bar with 'Ctrl + k' and a refresh icon, and a blue button labeled '+ Add product' with a grey arrow pointing to it.

Create a product - finding your category

To add a product, you need to first decide where you wish for it to be displayed on the website, ie, what category does the product live in? The categories are split into Root categories and subsequent child categories.

If you are unable to find the desired child category for your product in the root category you have selected, please try another root category that may be applicable.

Some products may fit into more than one category. You will only be able to select one category for your products when uploading. If your products are suited for other pages also, we will manage this during the product approval process, you will not need to flag this to us.

1. Select Product Category

Category

1. Select Product Category

Category

Child category

Child category

Create a product - Product Characteristics and Variants

This is the section that will hold all of the core information for your product. You will need to fill out anything marked with an asterisk. If you miss an attribute marked with an asterisk, the product will be invalid.

If your product comes in multiple sizes, colours or designs you need to list these as variants. To add a variant product, you will need to first identify which attributes will be different for your variants using “Select variant attributes” (a product that is exactly the same, except for colour will only have colour selected).

3. Variants configuration

Select variant attributes

+ Add a variant

Once you have confirmed which attributes will differ amongst your variants, you can add as many variants as you wish using the “Add a variant” button.

Offer Characteristics

If your product is a single SKU, you will need to fill out the Offer Characteristics in step 4. If you have Variants, the Offer Characteristics will be part of the Variant details list.

This will include the product condition, stock and price.

This section will also allow you to set up optional defined stock availability dates if your product is seasonal, quantity alerts so that you can be notified when you reach “low stock” and limited time product discounts

Once everything is filled out, click Submit for Approval

Product information is sent to the item approval team for validation. The product must be approved before the offer will be visible on your offer list

Imagery

When you are uploading imagery you must select 1 main image (this will be the image displayed in search results for the product) and you can then add in each subsequent image in the order you would like to see them displayed on your product page.

Remember: if you have different images for different variants, you will need to select the image “attribute” as a variant attribute so that you can add in the images on a variant level rather than a product level.

Main Product Image* New Hampshire 1.jpg x



Key Features

Image1 New Hampshire 2.jpg x



Image2

Image3

Image4

Updating offers

To update offers manually, go to **My Inventory > Offer List**

- To update the quantity for an offer, enter the desired value in the “Qty” column
- To update the offer price -
 - Click on the offer and click the Pricing tab
 - On a price row, click the more actions button and select Edit
 - Enter the new default price
 - Click Save to validate the new price
 - More details can be found [here](#) on how to add or edit specific prices
- To delete an offer, check the box on the left side of the offer and at the bottom of the page, click “Delete selected offers”

Updating products

If you have created a product, you will be able to make amendments via the portal. To do this go into **Price & Stock > Offers**

Click on the “Offer SKU” and it will bring you to a page with 2 tabs:

- Price & Stock – here you can amend your stock information and offer price, including adding a discount period if you wish to put this offer on “sale”.
- Product details, this is where you can review and edit your product’s features, description and attributes.

Product & Offer Import The Range's Excel Template

[Mirakl Documentation](#)

Download the Excel template

To download the template, go to **Price & Stock > Offer Imports**

On the right hand side within the “Products and offers” section, click “Excel template”

The screenshot displays the 'File imports' section of the 'The Range Marketplace' interface. On the left, a dark sidebar contains a navigation menu with 'Price and stock' expanded to 'Offer Imports', where 'File imports' is highlighted. Two grey arrows point to this menu item. The main content area is titled 'File imports' and includes sub-tabs for 'Import file', 'Track offer imports', 'Track price imports', and 'Deactivated identifiers'. The 'Import file' tab is active, showing a form to 'Import an inventory file'. The form includes a 'Source' field with a 'Select file' button, a 'File content' dropdown menu set to 'Offers', and an 'Import mode' section with radio buttons for 'Normal' (selected) and 'Delete and replace'. A grey arrow points to the 'Normal' option. Below the form is an 'Import' button. On the right, a 'File templates' panel provides instructions and lists templates under 'Products and offers': 'Excel template' and 'CSV/XML template'. Below this, 'Offers' and 'Prices' sections also list 'Excel template' and 'CSV template' respectively.

Download the Excel template

There are three types of template “Products” – which includes the details for the products without the offers. “Offers” – which includes your offer details without the products. “Products and Offers” – which includes the details of both the product and the offer.

When uploading products via either sheet, you will need to choose which attribute level you wish to see on the sheet and select the categories that are relevant to you and click “Generate template”.

Attribute level - we recommend selecting “All” and filling in as much as possible.

When the template has been generated, it appears at the top of the page. Click “Download”

Requirement level

All (required, recommended, optional) ▼

All (required, recommended, optional)

Required

Required and recommended

Explanation of Excel template

Open the excel template that was downloaded

In the "Data" sheet, when you select a category from the dropdown list in column A, the colors indicate for each category whether an attribute is:

- Required (red color)
- Optional (white color)
- Irrelevant (gray color)

In the "Columns" sheet, you can view for each column:

- The label
- The description
- An example of values
- The requirement level of attributes for each category

Filling out the Excel template

In the “Data” sheet, add a row for every product. Your first product will go on row 3, your second product on row 4, and so on

Make sure you provide information for all required attributes (red columns)

The screenshot shows an Excel spreadsheet with the following columns: Category, Shop SKU, Product Name, Color, Short Description, Brand, Variant Group Code, Size Description, and Color. The first three columns are highlighted in red, indicating they are required attributes. The word "Illustrative" is written in red across these columns. Three arrows point to the bottom of the spreadsheet, labeled "Required attribute", "Optional attribute", and "Irrelevant attribute".

Category	Shop SKU	Product Name	Color	Short Description	Brand	Variant Group Code	Size Description	Color
category	shop sku	product name	color	short description	brand	variant group code	size description	EPHS_COLOR_11928.1913
Household Appliances/Climate Control Appliances/Fans/Ceiling Fans								
Household Appliances/Climate Control Appliances/Fans/Desk & Pedestal Fans								
Household Appliances/Climate Control Appliances/Outdoor Misting Systems								
Household Appliances/Climate Control Appliances/Space Heaters								

Upload Excel template

When you're done adding products and offers, save the file

Go to **Price & Stock > Offer Imports**
> **Import a File**

In "Source," select the file you just uploaded

In "File Content," select "Offers AND products"

Click "Import"

The screenshot shows the 'File imports' section of the 'The Range Marketplace - Pre-Pr...' interface. The left sidebar contains a navigation menu with 'Price and stock' expanded to show 'File imports' selected. The main content area has tabs for 'Import file', 'Track offer imports', 'Track price imports', and 'Deactivated identifiers'. The 'Import file' tab is active, displaying a form titled 'Import an inventory file'. The form includes a 'Source' dropdown with a 'Select file' button, a 'File content' dropdown set to 'Offers', and an 'Import mode' section with radio buttons for 'Normal' (selected) and 'Delete and replace'. An 'Import' button is at the bottom right. Arrows indicate the flow from the sidebar to the 'Import file' tab, then to the 'Select file' button, the 'File content' dropdown, and finally to the 'Import' button.

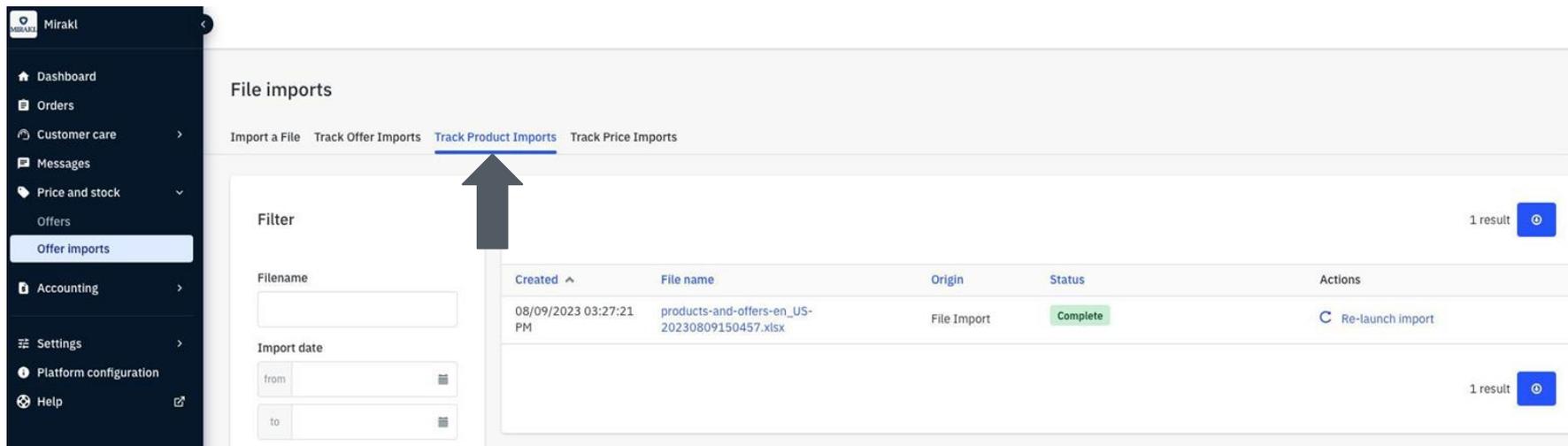
Upload Errors

If there are errors in your uploads there will be an error report in the File Import section of the platform.

You will also receive an email advising you of the errors.

Track product and offer imports

Under **Price and stock** > **Offer Imports**, click on “Track Product Imports” You can see the file you just imported and its status
Your products will now be validated by the item approval team



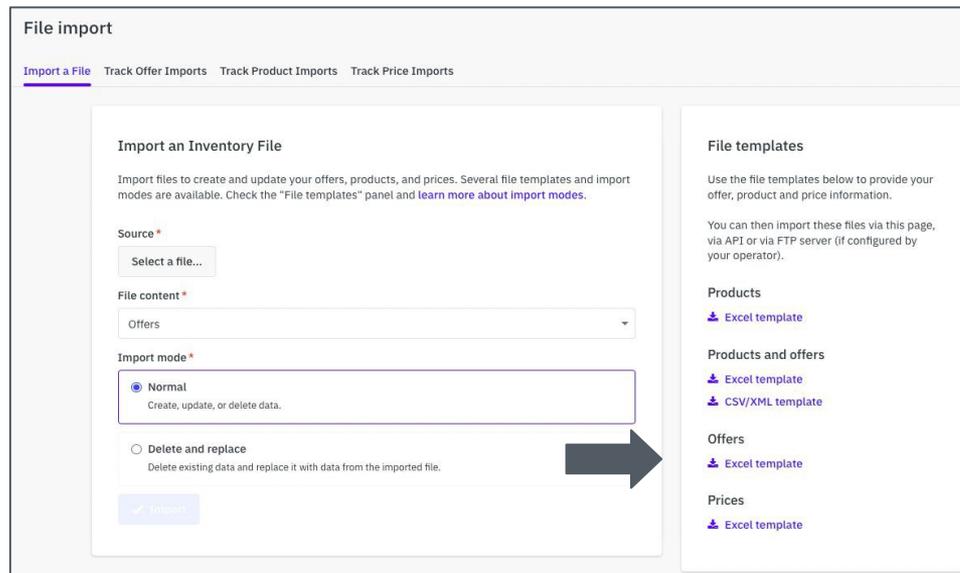
The screenshot shows the Mirakl interface for managing file imports. The left sidebar contains navigation options, with 'Offer imports' selected. The main content area is titled 'File imports' and has four tabs: 'Import a File', 'Track Offer Imports', 'Track Product Imports' (which is active and underlined), and 'Track Price Imports'. Below the tabs, there are filter options for 'Filename' and 'Import date'. A table displays the import results:

Created	File name	Origin	Status	Actions
08/09/2023 03:27:21 PM	products-and-offers-en_US-20230809150457.xlsx	File Import	Complete	Re-launch import

At the bottom right of the table, there is a '1 result' indicator and a blue button with a refresh icon.

Updating offers - Download template

Download the Excel template file for offers: **Price & stock** > **Offer Imports**
On the right-hand side, under “File Templates” and “Offers” click “Excel template”



The screenshot shows the 'File import' interface. On the left, the 'Import an Inventory File' form is visible, with fields for 'Source', 'File content' (set to 'Offers'), and 'Import mode' (set to 'Normal'). A large grey arrow points from the 'Import mode' section towards the right sidebar. The right sidebar, titled 'File templates', contains instructions and links to download templates for 'Products', 'Products and offers', 'Offers', and 'Prices'. The 'Offers' section has a link for 'Excel template'.

File import

[Import a File](#) [Track Offer Imports](#) [Track Product Imports](#) [Track Price Imports](#)

Import an Inventory File

Import files to create and update your offers, products, and prices. Several file templates and import modes are available. Check the "File templates" panel and [learn more about import modes](#).

Source *

Select a file...

File content *

Offers

Import mode *

Normal
Create, update, or delete data.

Delete and replace
Delete existing data and replace it with data from the imported file.

File templates

Use the file templates below to provide your offer, product and price information.

You can then import these files via this page, via API or via FTP server (if configured by your operator).

Products

[Excel template](#)

Products and offers

[Excel template](#)
[CSV/XML template](#)

Offers

[Excel template](#)

Prices

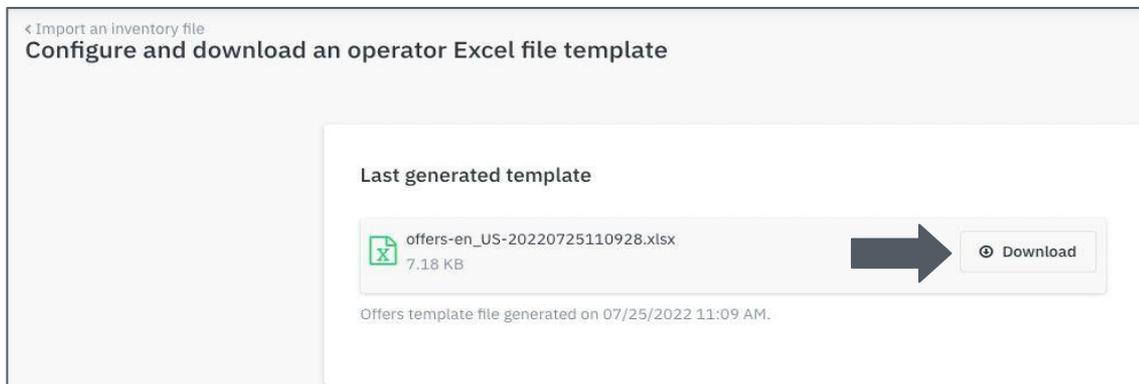
[Excel template](#)

Updating offers - Download template

Click “Generate template”

When the template has been generated, it appears at the top of the page.

Click “Download”



Updating offers - Filling out the template

- Open the file you just downloaded
- To create, update, or delete an offer, enter the offer SKU in column A
 - If the SKU entered does not match an existing offer, a new offer will be created
 - If the SKU entered does match an existing offer, the offer will be updated
- The Product ID (column B) and Product ID Type (column C) link an offer to a product
 - These fields are only required when creating a new offer
- If an attribute is not provided in the template, then the value will not be updated
 - Example - If you do not need to update the offer price then you can keep the Offer Price (column F) blank
- When you are done adding / updating offers, save the file

Updating offers - Uploading the template

To upload the offer template, go to **Offer Imports** > **Import from File**

In “Source,” select the file you just uploaded

In “File Content,” select “Offers”
Click “Import”

The screenshot displays the Mirakl user interface. On the left, a dark sidebar menu is open, with 'Offer imports' highlighted. The main content area is titled 'File imports' and has four tabs: 'Import a File', 'Track Offer Imports', 'Track Product Imports', and 'Track Price Imports'. The 'Import a File' tab is active. Below the tabs is a form titled 'Import an Inventory File'. The form contains the following elements:

- Source ***: A 'Change file' button followed by the text 'offers-en_US-20230809155411.xlsx' and a close icon.
- File content ***: A dropdown menu with 'Offers' selected.
- Import mode ***: Two radio button options: 'Normal' (selected) with the subtext 'Create, update, or delete data.', and 'Delete and replace' with the subtext 'Delete existing data and replace it with data from the imported file.'
- Import**: A blue button with a checkmark icon.

Grey arrows indicate the flow of the process: from the 'Offer imports' menu item to the 'Import a File' tab, then to the 'Source' field, the 'File content' dropdown, and finally to the 'Import' button.

Product & Offer Import Excel / CSV + Mirakl Mapping Wizard

[Mirakl Documentation](#)

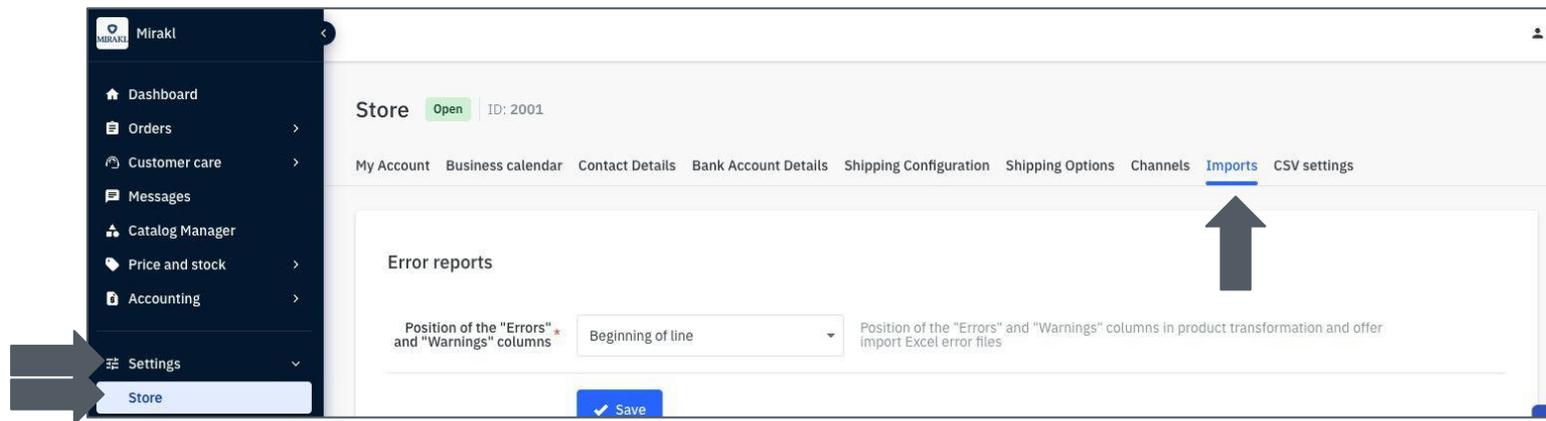
Import File Format

Before importing products, select your import format:

- CSV (UTF-8)
- XLSX
- XML
 - If using, you must set the XML tag. [Setting the product tag for XML file import](#)

Setting the product tag for XML file import

- You must define the name of the XML tag that contains the product data. This tag is called the “Product tag” and the tag name is “Product.” This is how Mirakl knows where the product information starts and ends
- In your seller back-office, go to **Settings > Store**
- Click on the “Imports” tab



Setting the product tag for XML file import

- In the “Product tag” field, enter the name you want to give to the tag
 - For example, you can prefer to name this tag "artifact" instead of "product", to better match your catalog
- Click “Save”

Define Product Tag for XML File Imports

 Product tag*

XML file example

```
<catalog>
<product>
  <attribute>
    <code>title</code>
    <value>Product name</value>
  </attribute>
  ...
</product>
</catalog>
```

In this case, the tag to provide is: *product*.



Mapping Wizard Overview

This is the fastest way to add, upload, and modify your product catalog BUT **the mapping tool should only be used if all mandatory attributes exist in your product data**

You will define a correlation table between your product information and the information required. Once the mapping is created, you can upload your products without needing to transform them

Using the Mapping Wizard

Key notes before starting:

- Before starting the mapping process, you must make sure that **all mandatory attributes required** for each category are present in your product data
- Only use the Mapping Wizard for your **initial mapping and product import**. Once the mapping is defined, there is no need to use the mapping wizard again unless the products in your file refer to new categories

Step 1 - Use the Mirakl Wizard

In the back-office, go to [Settings > Catalog mapping](#)

Click on “**Use the Mapping Wizard**”

It is the fastest way to add, upload, and modify a product catalog. Thanks to the mapping tool, we define a correlation table between the seller's product information and the information operators require. Once the mapping table is created, sellers can upload their own product feed without having to transform it

This is also accessible through the Product Import Page – underneath templates

[Documentation](#)

The screenshot displays the Mirakl back-office interface. On the left is a dark navigation sidebar with the following menu items: Dashboard, Orders, Customer care, Messages, Catalog Manager, Price and stock, Accounting, Marketing Documenta..., Settings (expanded to show Supplier, Users, and Catalog mapping), Platform, Platform configuration, and Help. The 'Catalog mapping' option is highlighted. The main content area is titled 'Catalog structure mapping' and features a vertical list of seven steps: 1. Import Product File (highlighted in blue), 2. Categorization, 3. Category Mapping, 4. Attribute Mapping, 5. Value Mapping, 6. Define Rules, and 7. Summary and Validation. To the right of this list is a white panel titled 'Import your product fi' with a sub-header 'Welcome to the mapping wiz' and a list of instructions: 'import your product files', 'set up your configuration', and 'add your products to the M'. Below the instructions is a text prompt 'Import the file containing the' and a yellow warning box with an exclamation mark icon that reads 'Your file must be eith'. A dashed-line box is visible below the warning.

Step 2 - Import your product file

Sellers must upload their catalog

They don't need to transform it to the operator format first

Import your product file

Welcome to the mapping wizard. This wizard helps you to:

- import your product files
- set up your configuration
- add your products to the Marketplace

Import the file containing the products to add to the marketplace first.

 Your file must be either in XLSX format or in CSV format and encoded as UTF-8.

Drag and drop a file

or

[Select a file...](#)

 data (5).xlsx 

[✓ Next step](#)

Step 3 - Use the auto-mapping feature for categories

Let's map the catalog categories!

In this example, 3 categories need to be mapped

Sellers can manually drag and drop them or can review the AI auto-mapping by clicking "Review suggestions"

3
Categories to map



■ To be mapped (3)
■ Mapping OK (0)

My Categories Mapping to do

Search for a category

3 category mapping suggestions Review suggestions

- Root 
- Dresses
- Handbags
- Shoes

Step 4 - Review category AI automap suggestions

Seller reviews the suggestions and chooses the appropriate categorization. For example,

✓ Seller's categories Handbags matched at 100% with Handbags & Accessories from the operator taxonomy. Same for Shoes. AI is correct

✗ Dresses matched at 92% with Dog dresses. It proposes other suggestions: Girls' dresses is the one the seller selects

Once the seller has reviewed suggestions and made modifications as needed, click "Apply all and close"

Category mapping suggestions

My Categories	Match	Platform category mapping suggestions	Match
Root > Dresses	✓	Root > Apparel > Kids' Apparel > Kids' Cloth...	86 %
Root > Handbags	✓	Root > Apparel > Handbags & Accessories ...	100 %
Root > Shoes	✓	Root > Apparel > Shoes	100 %

1 - 3 of 3 suggestions

Buttons: Close, Apply all and close

Dropdown for Root > Dresses:

- Root > Pet Supplies > Dog Supplies > Dog ... 92 %
- Root > Pet Supplies > Dog Supplies > Dog Clothes & Shoes > Dog Dresses 92 %
- Root > Apparel > Kids' Apparel > Kids' Clothing > Kids' Dresses & Rompers > Girls' Dresses 86 %
- Root > Sports & Outdoors > Athletics & Team Sports > Dance > Dancewear > Dance Dresses 78 %
- Root > Apparel > Women's Apparel > Petite > Petite Dresses 77 %
- Root > Apparel > Wedding & Bridal > Wedding 76 %

Step 5 - Automap the attributes

Mirakl AI will look for auto-mapping opportunities between the operator's and seller's attributes and display high-relevance mapping suggestions

The Attribute Mapping step of the configuration wizard has been improved with the following UI changes:

- Operator attributes are displayed on the left side of the page and Seller attributes are displayed on the right
- You can now filter attributes by requirement level and display only unmapped values
- The tool tip has been redesigned when hovering on unmapped attributes
- Attributes are mapped by selecting one of the operator attributes and clicking on the corresponding seller attributes

If there are no results using AutoMap, you can click the correct attribute

The screenshot displays the 'Operator attributes' section on the left and 'My attributes' on the right. The 'Operator attributes' section includes a search bar, a filter dropdown set to 'All requirements', and a list of attributes under a 'High-relevance mapping suggestions found' heading. A blue arrow points to the 'Automap' button. The 'My attributes' section shows a search bar and a list of suggestions and all attributes.

Operator attributes (Only unmapped)

Search for an operator attribute All requirements

High-relevance mapping suggestions found

Root

- Country
- Description (en_GB)
- EAN
- Main image
- Size
- Title (en_GB)
- Description (fr_FR)
- Title (fr_FR)
- Image 2
- Man
 - Care
 - Main Material
 - Size

My attributes

Search for your attributes

SUGGESTIONS

- Cleaning instructions

ALL ATTRIBUTES

- Author
- Brand
- Care instructions
- Cleaning instructions
- Color
- French Title
- Image
- Image 2
- Instructions
- International Article Number
- Large Image
- Long Description
- Main size

Step 5 - Automap the attributes

Auto-mapping has been triggered successfully and attributes with a high relevance score have been mapped

 The robot indicates it has been mapped by the Mirakl AI. If a suggestion is manually mapped, it will NOT have a robot icon

The grey text represents the seller's attribute

 Means the mapping was successful

Operator attributes

Only unmapped

Root

- Brand - Brand  ✔
- Color - Color  ✔
- Country - Manufacturer  , Country  ✔
- Description (en_GB) - Description  ✔
- EAN - International Article Number  ✔
- Main image - Image  ✔
- Size ✔
- Title (en_GB) - Title  ✔
- Description (fr_FR)
- Image 2 - Image 2  ✔

Man

Woman

Home

Deco

Garden

My attributes

SUGGESTIONS 

Main size

ALL ATTRIBUTES

Author

Brand

Care instructions

Cleaning instructions

Color

French Title

Image

Image 2

Instructions

International Article Number

Large Image

Long Description

Main size

Step 6 - Automap the Value Lists

Similar to categories, the AI will look for auto-mapping value lists

The AI looks for automatic matches. Values that can't be auto-mapped need to be mapped manually by the seller. Click on "Automap" to apply the AI mapping to the seller's value list

My Values Unmapped values only

Analysing your values for automapping

This could take a few minutes.

We are using the power of Mirakl Artificial Intelligence to accelerate your catalog mapping.

1. Import Product File >

2. Categorization >

3. Category Mapping >

4. Attribute Mapping >

5. Value Mapping >

6. Define Rules >

7. Summary and Validation >

My Values Unmapped values only

ALL VALUE LISTS

Mapping suggestions found with a high reliability score **Automap**

seller_brandkey - Brand	0/499
seller_color - Colour	0/28
seller_country - Country of origin	0/189
seller_labels_mkp - List of labels	0/20
seller_unit - Packaging unit	0/5
seller_unit - Volume unit	0/5

746 Values to map

Mapping OK (0)

To be mapped (746)

Step 6 - Automap the Value Lists

Value lists are mapped

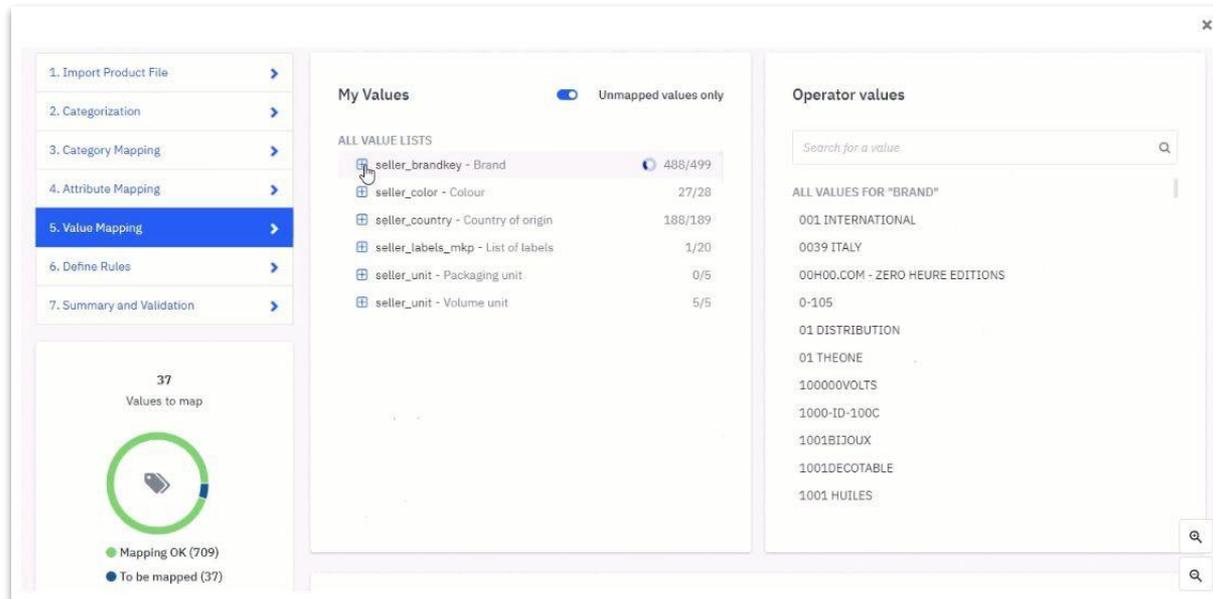


The robot indicates that the value has been mapped by the Mirakl AI

The grey text represents the operator value

 Means the mapping was successful

Click “Unmapped values only” and finish mapping “To be mapped” values manually



The screenshot shows the Mirakl Mapping Wizard interface. On the left, a sidebar lists steps: 1. Import Product File, 2. Categorization, 3. Category Mapping, 4. Attribute Mapping, 5. Value Mapping (highlighted), 6. Define Rules, and 7. Summary and Validation. The main area is titled 'My Values' and has a toggle for 'Unmapped values only' which is turned on. Below this, a table lists 'ALL VALUE LISTS' with columns for the attribute name and the number of values. The first row, 'seller_brandkey - Brand', is highlighted and shows 488/499 values. Other rows include 'seller_color - Colour' (27/28), 'seller_country - Country of origin' (188/189), 'seller_labels_mkp - List of labels' (1/20), 'seller_unit - Packaging unit' (0/5), and 'seller_unit - Volume unit' (5/5). On the right, the 'Operator values' section has a search bar and a list of values for 'BRAND', including '001 INTERNATIONAL', '0039 ITALY', '00H00.COM - ZERO HEURE EDITIONS', '0-105', '01 DISTRIBUTION', '01 THEONE', '100000VOLTS', '1000-ID-100C', '1001BIJOUX', '1001DECOTABLE', and '1001 HUILES'. At the bottom left, a summary card shows '37 Values to map' with a circular progress indicator. A legend indicates that green represents 'Mapping OK (709)' and blue represents 'To be mapped (37)'.

Product & Offer Import FTP and HTTP

[Mirakl](#)
[Documentation](#)

Product & Offer Import API

[Mirakl](#)
[Documentation](#)

Mirakl API Documentation

[Here](#) is the Mirakl documentation about Seller APIs

[Here](#) is the Mirakl API documentation

If you are integrating through Linnworks, please click [here](#)

Product & Offer Import Linnworks for Mirakl Channel Connectivity

Linnworks for Mirakl Channel Connectivity - The Benefits

The benefits of using Linnworks for Mirakl channel connectivity:

- **Stronger, Better Supported Integration:** Our Mirakl integration is developed and maintained by a third-party provider, Fulfillin. Compared to the current, direct integration, this solution offers a much more robust connector with expanded functionality, including listings.
- **300+ Global Marketplaces & Ecosystem:** Unlock access to hundreds of marketplaces, including giants like Home Depot. Unlike other providers, as soon as a new marketplace goes live on Mirakl, you have instant access to it in Linnworks. For more information on the full Mirakl ecosystem, you can head [here](#).
- **Proven Seamless Transition:** Linnworks has hundreds of sellers already selling on Mirakl through the Fulfillin application, meaning you're in good hands for a smooth and stress-free transition.



LINWORKS™

Linnworks for Mirakl Channel Connectivity - Set Up

To use Linnworks for Mirakl Channel Connectivity, you need to Head to the [Linnworks App Store](#) and install the Mirakl app, powered by Fulfillin. Follow the documentation [here](#).

[This video guide](#) walks you through connecting the app to your Mirakl Account

Linnworks for Mirakl Channel Connectivity - Support

Any seller needing support in using the Mirakl integration for Linnworks with The Range can reach Fulfillin:

- 1) by chat at fulfillin.com;
- 2) or by email - linnworks@fulfillin.com

For more information:

Documentation available at:

<https://docs.linnworks.com/articles/#!/documentation/documentation>

Help and support available at:

<https://help.linnworks.com/support/home>



| Thank you!