Mirakl Seller Onboarding Guide

Mirakl Customer Success

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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.

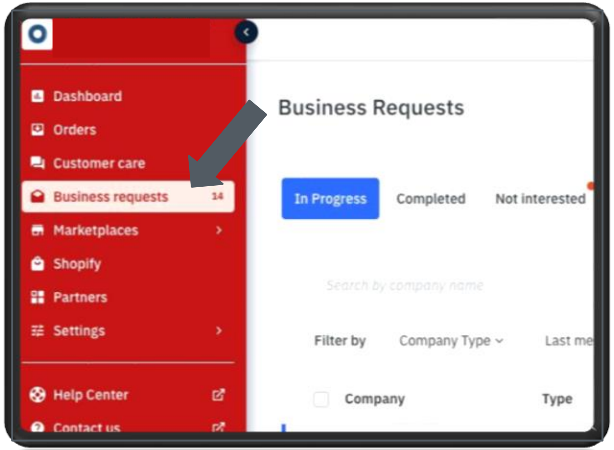
Migrated Accounts – shop set-up

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)

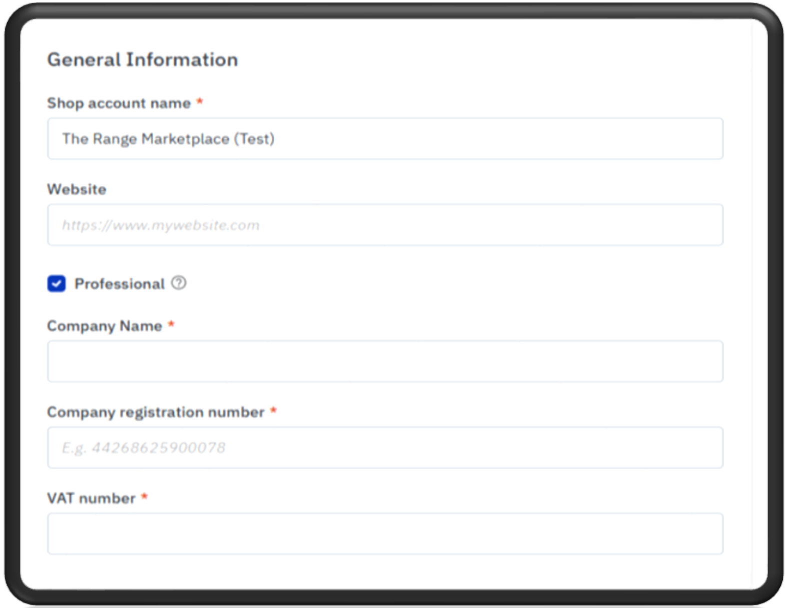
This section will contain all the vital information about your store:

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.


General Information

Shop account name *

The Range Marketplace (Test)

Website

https://www.mywebsite.com

Professional

Company Name *

Company registration number *

E.g. 44268625900078

VAT number *

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

(not applicable for Migrated accounts)

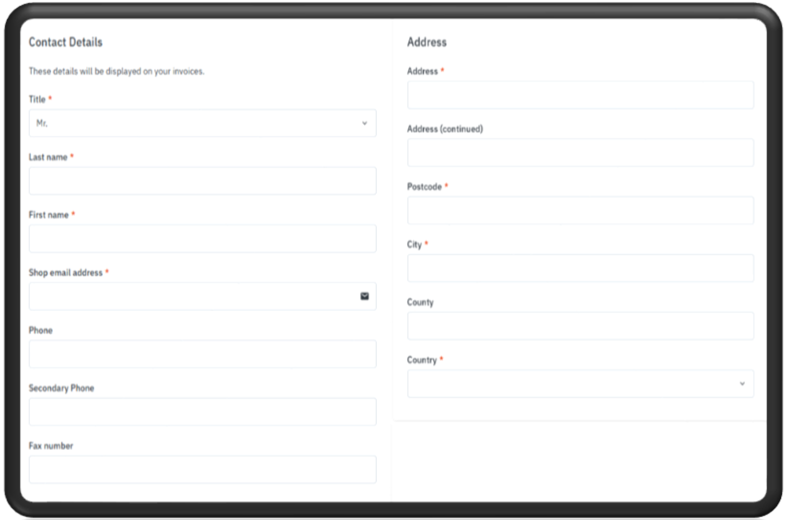
This section will contain the details of your primary contact:

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.



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

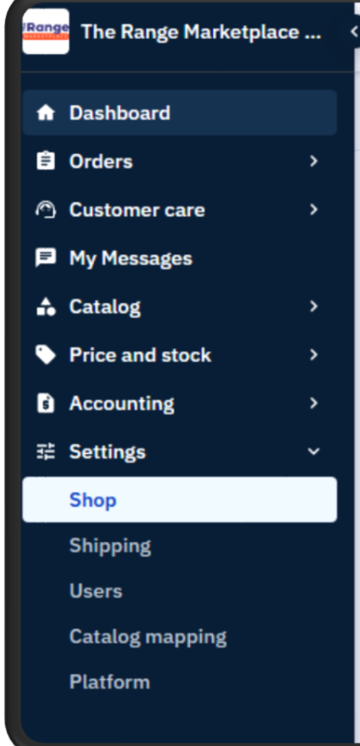
Completing KYC

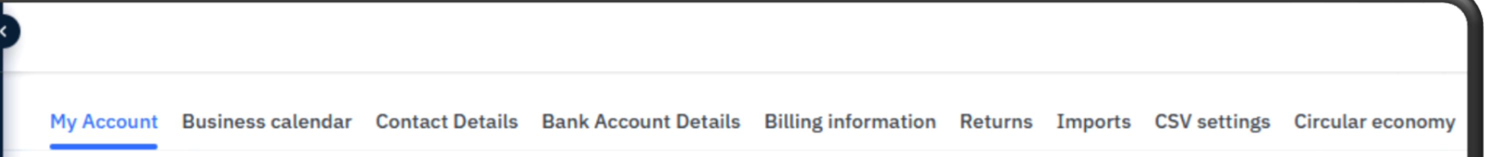
KYC (Know your customer) is a set of identity checks that confirm your business is verified to trade.

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



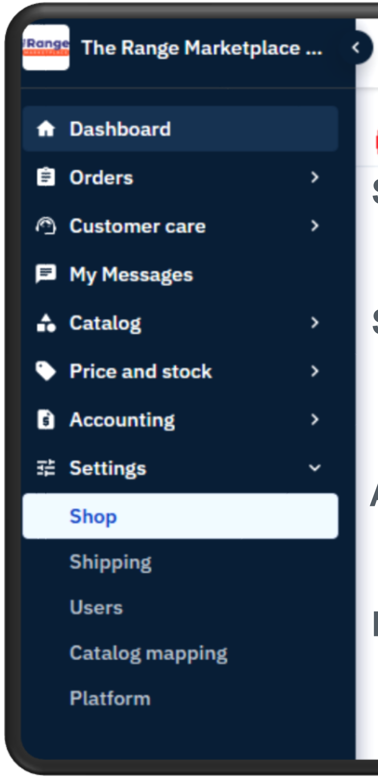


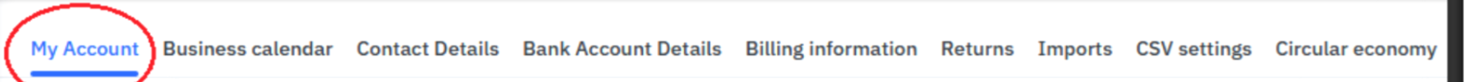
In the back office menu bar, select **Settings > Shop**

All the information outlined on the following slides must be in your account details before your shop can be opened by our onboarding team.

Required information

My shop account: My account





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

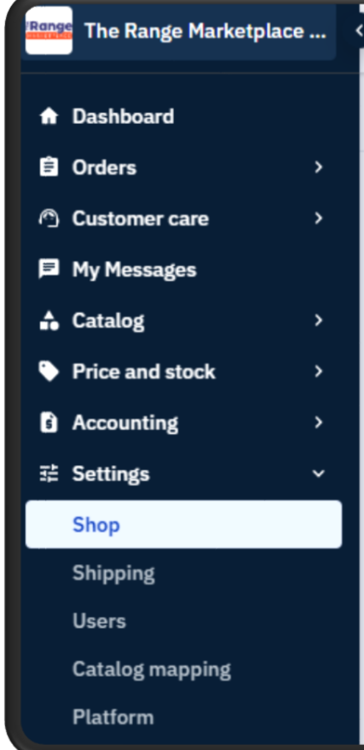
- Add in any missing information during the initial sign up - your account cannot go live without this information. Click here for guidance.

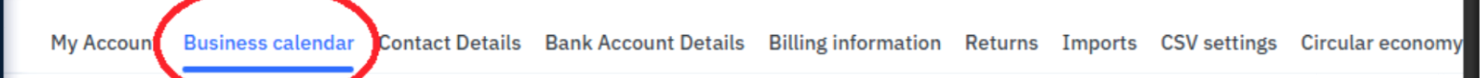
Documents

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

Required information

My shop account: Business Calendar





Business Days and Hours

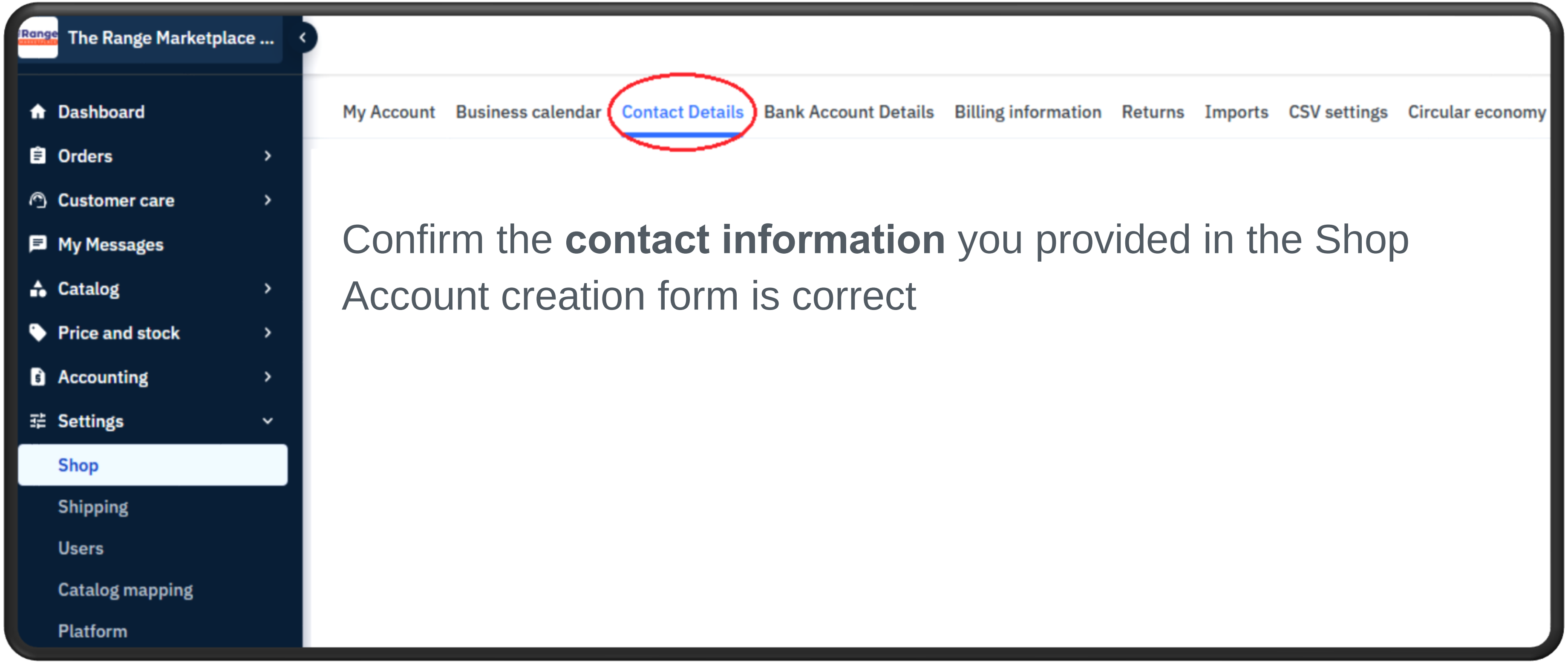
- This is where you can customise your operating hours.
- This will impact what days and times you receive alerts and notifications.

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.

Required information

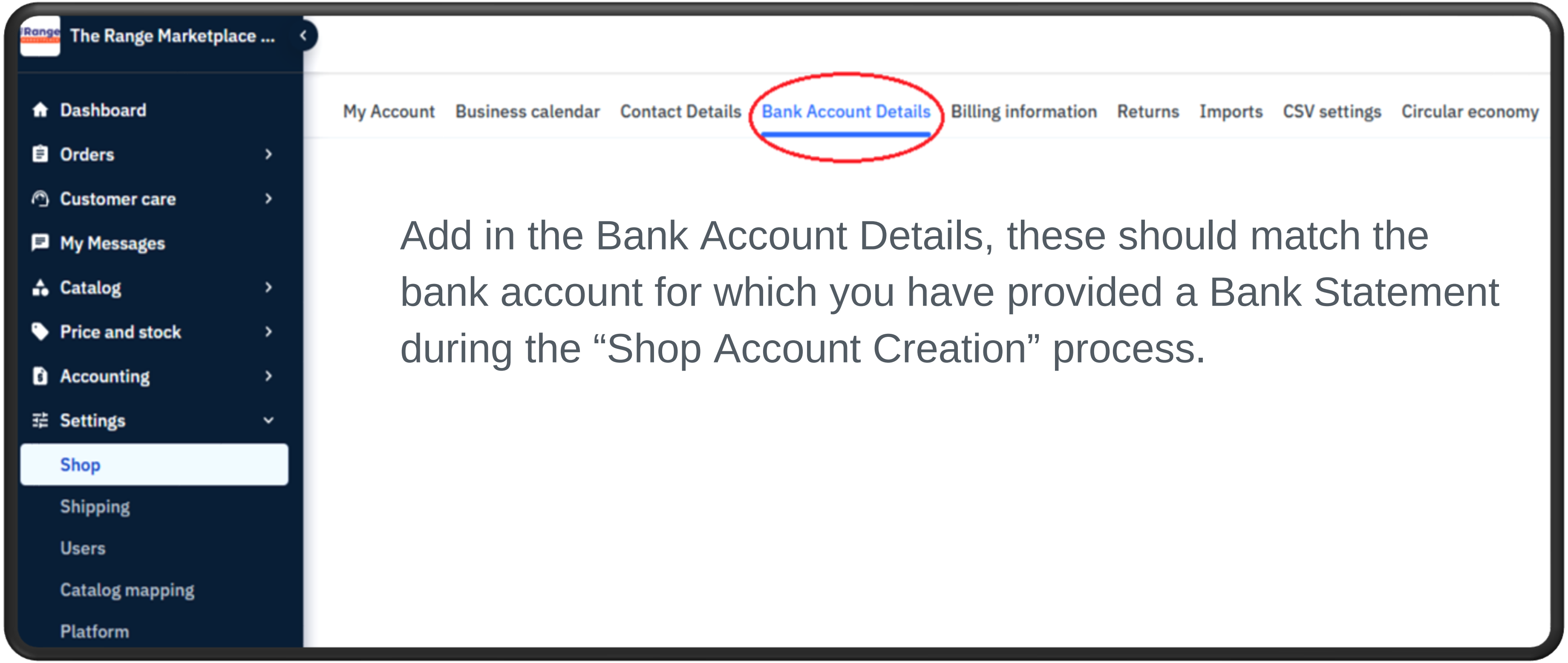
My shop account: Contact details



Confirm the **contact information** you provided in the Shop Account creation form is correct

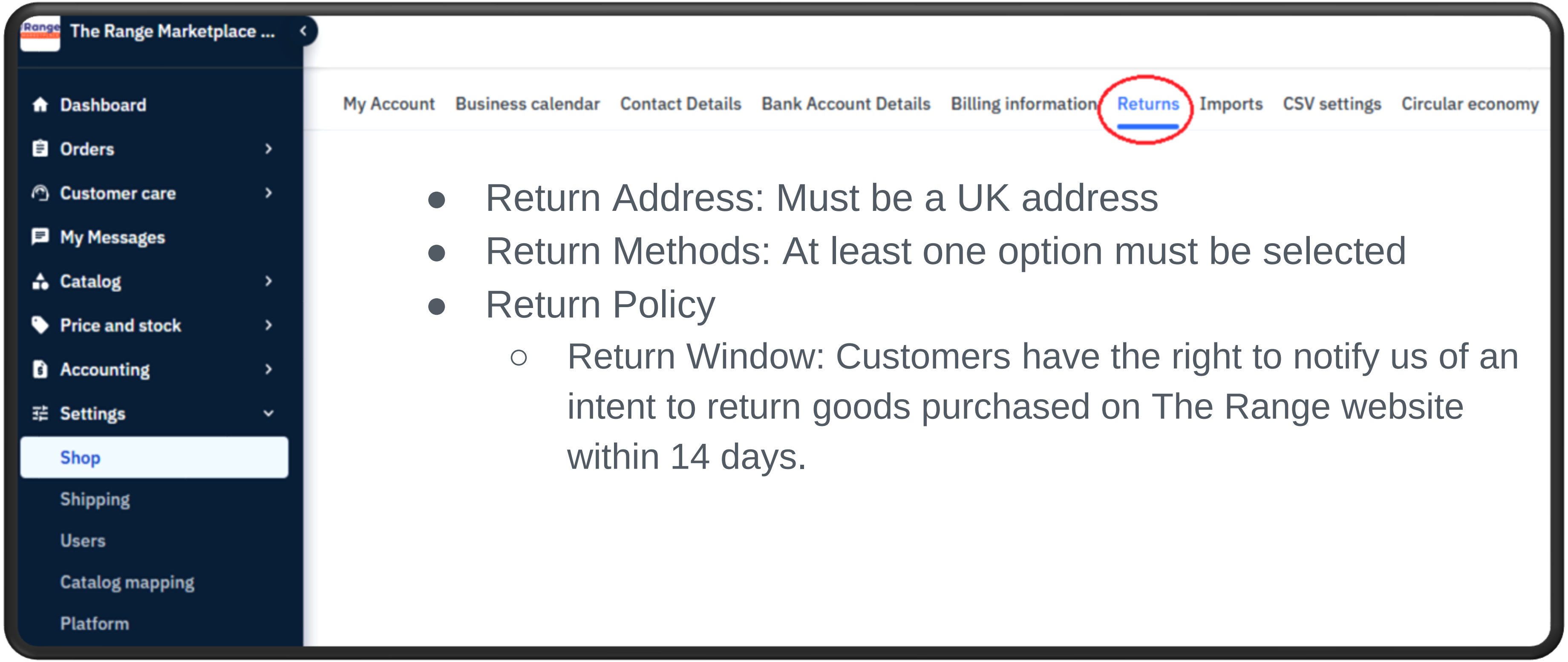
Required information

My shop account: Bank Account Details



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.

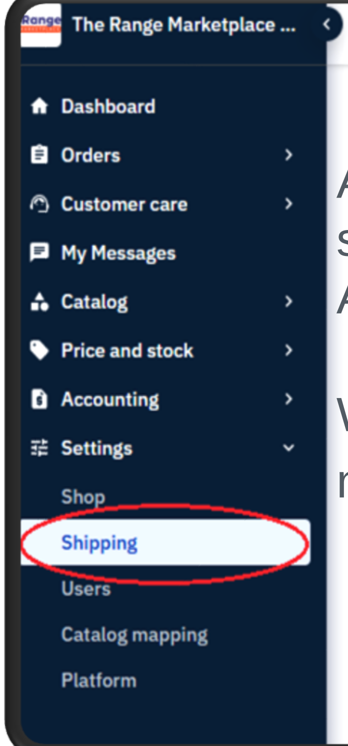
My shop account: Returns



- 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.

Required information

My shop account: Shipping configuration



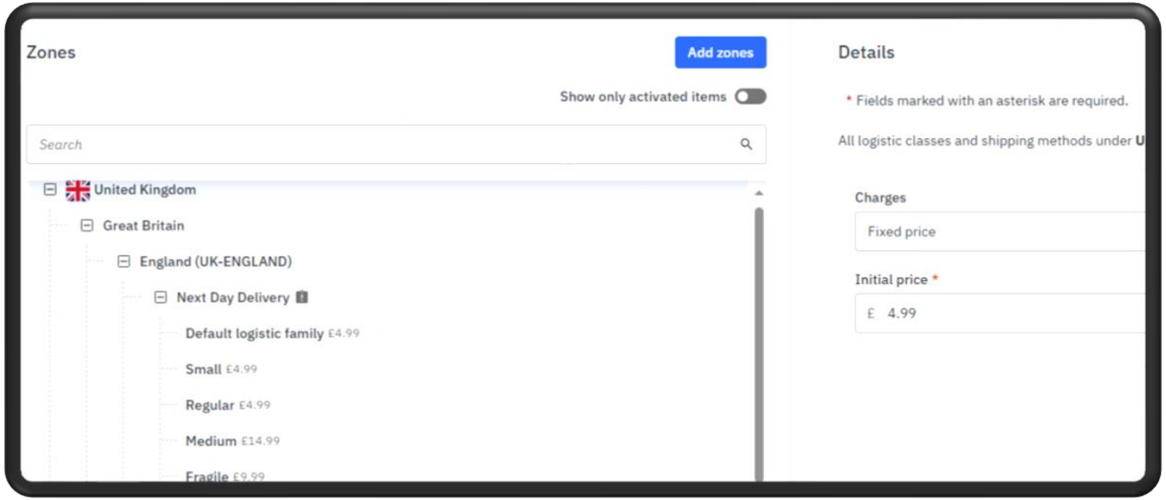
Shipping settings

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.

Required information

My shop account: Shipping charges

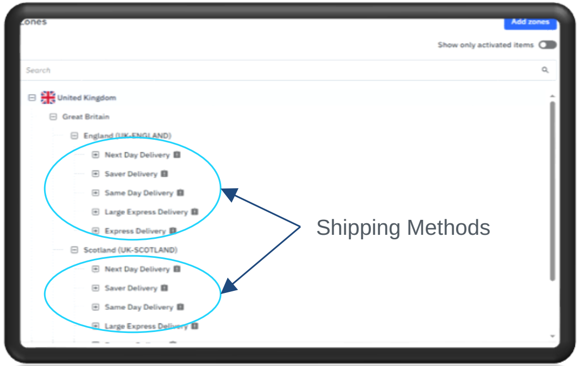


Once you have added a zone, you can set up your charges on various levels, from zone wide to logistic class (size class) specific.
The Initial price is how much the customer will pay for the first item on the order. You can also charge an additional price for any further items they order.

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”

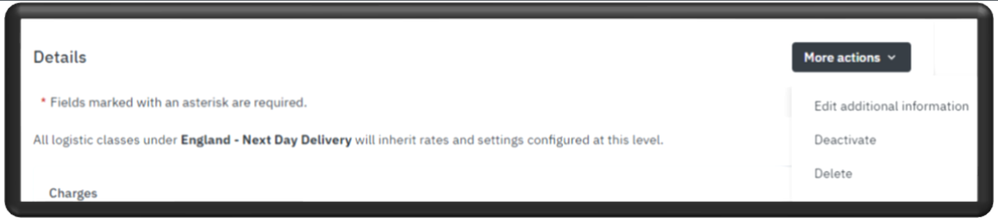
Required information

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.

Required information

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.

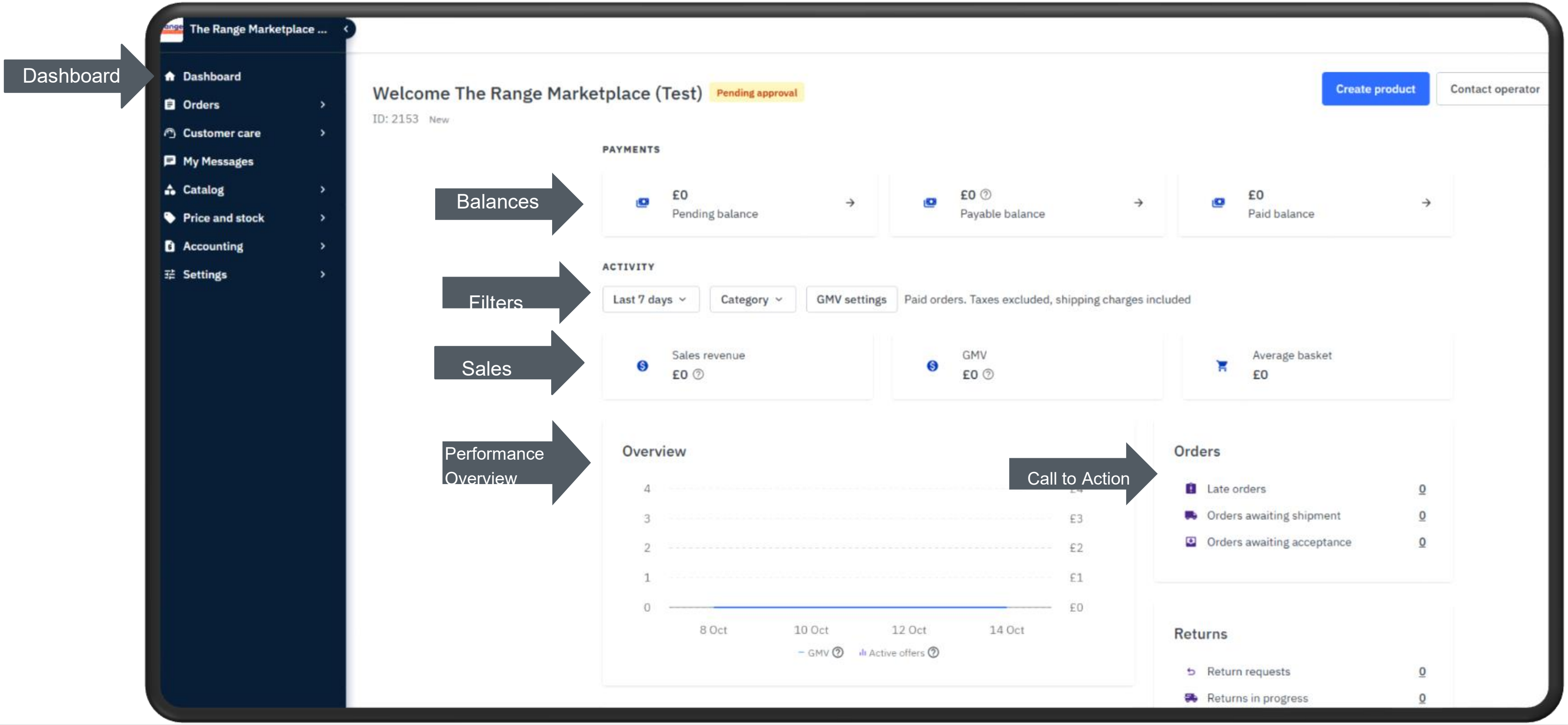
The **dashboard** is intended to provide you with important and useful information that can help you manage your shops efficiently.

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.

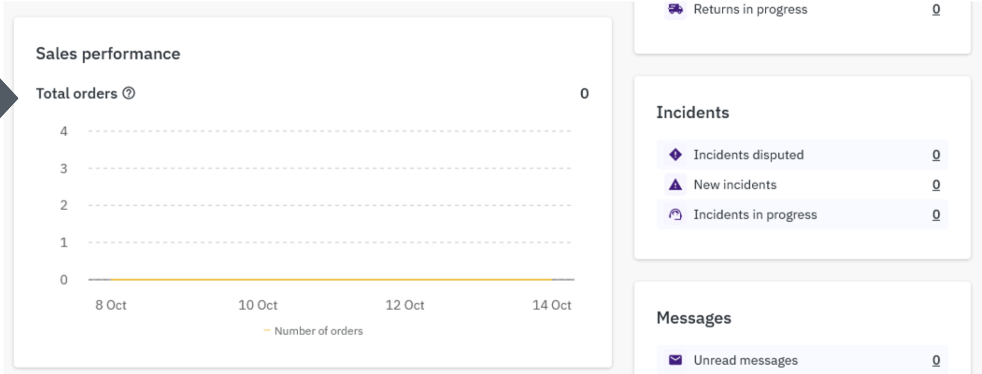
The dashboard also has a "call to action" section that highlights areas that require your immediate attention.

Seller Dashboard: Overview

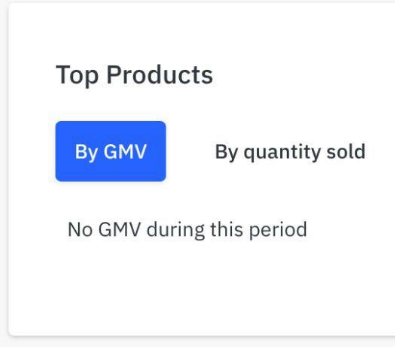


Seller Dashboard: Overview

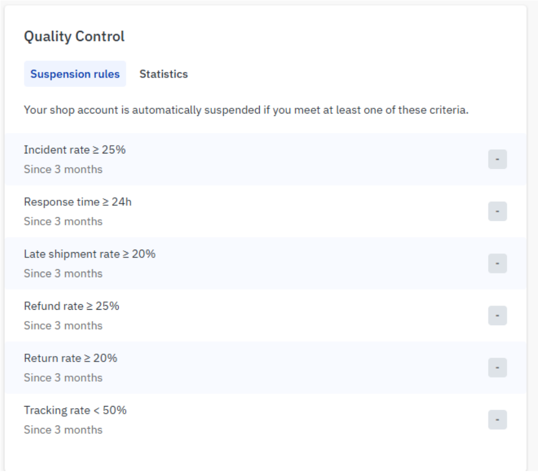
Orders



Top Products



Quality Control



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

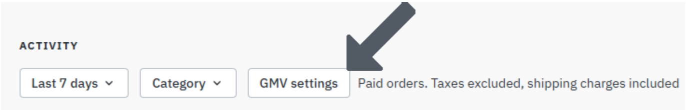
This section displays different information relating to your shop's financial balance that can help you better manage your store activity. There are three cards in this section:

- **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:

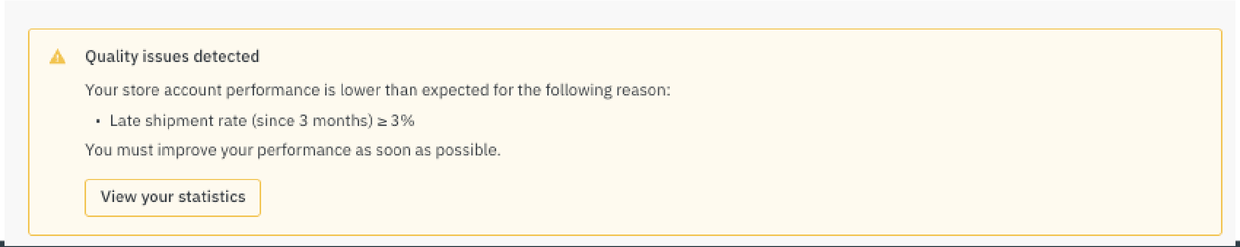
- By GMV tab: The top ten products that are responsible for a large percentage of the GMV, and the GMV amount generated by each of these products
- By quantity sold tab: The top ten products whose sales generated a large percentage of the GMV, and the quantity (amount) of each product that was sold to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



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	The average time period between when an order notification is sent to store account and when the order is accepted **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
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	The average time period in which an order with the "Shipping in progress" status is shipped for store account **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
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

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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

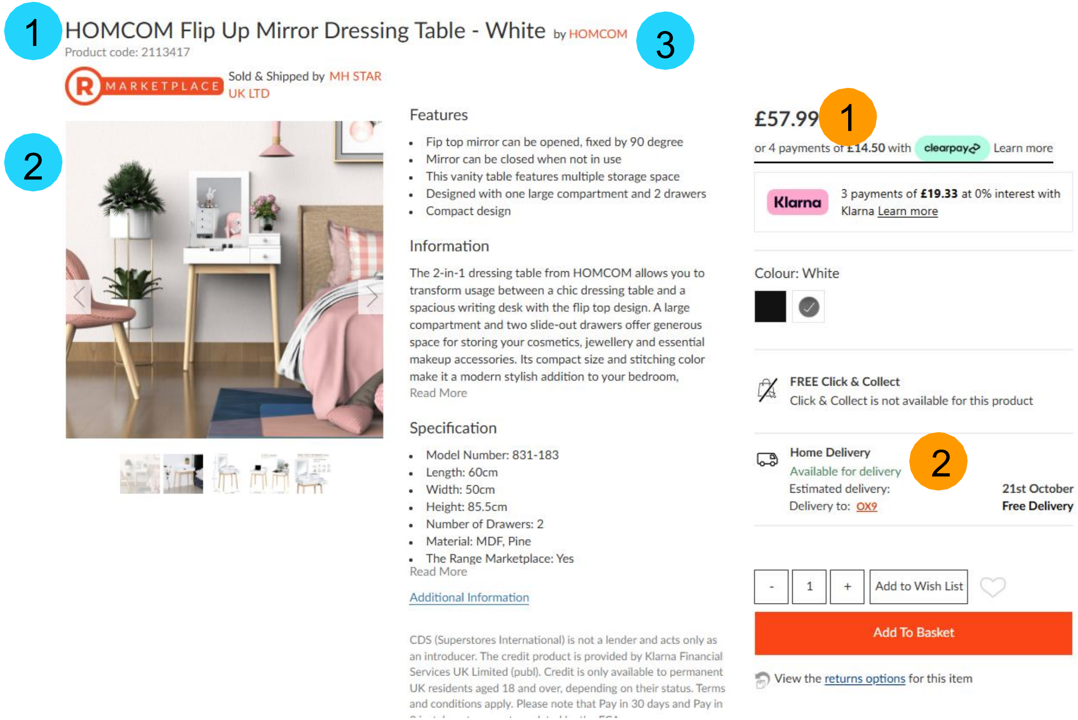
Offers

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



Product

1. Product Name
2. Image
3. Brand

Offer

1. Price
2. Delivery

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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	• 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
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	SKU: 825624896248 VGC: BLKMR414753 UPC: 825624896248
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	SKU: 825624896309 VGC: BLKMR414753 UPC: 825624896309
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	SKU: 825624896361 VGC: BLKMR414753 UPC: 825624896361
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	SKU: 825624896217 VGC: BLKMR414753 UPC: 825624896217

Product	NRF Color Code	NRF Size Code	Status
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Light Beige	Twin XL	Published
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Blue	Queen	Published
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	White	Twin XL	Published
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Blue	California King	Published
Heavyweight Flannel Sheet Set Egyptian Linens For_the_Home / Bed_and_Bath / Bedding	Light Beige	King	Published

Product Variant Example | **In Mirakl**

✗ 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

Product	Product ID
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
Deluxe Class Red Wood and Chrome Pirate Ship Wheel Clock 18" 2 HomiCraft For_the_Home / Electronics / Clocks	VGC: ce896ef0-83e6-4cbc-90e6-f851bfff17ea UPC: 3471534192986
Deluxe Class Wood and Chrome Pirate Ship Wheel Clock 24" HomiCraft For_the_Home / Electronics / Clocks	VGC: 0c7e52d4-5b0c-467a-80b2-0c6b3259b074 UPC: 3471544122409

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.

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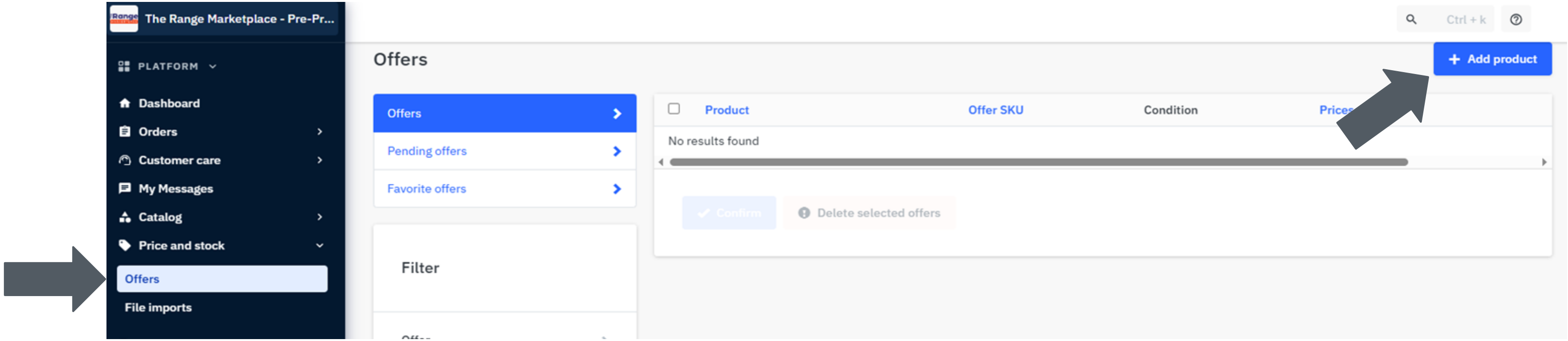
Product & Offer Import **Manual**

Mirakl Documentation

Start adding your product

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

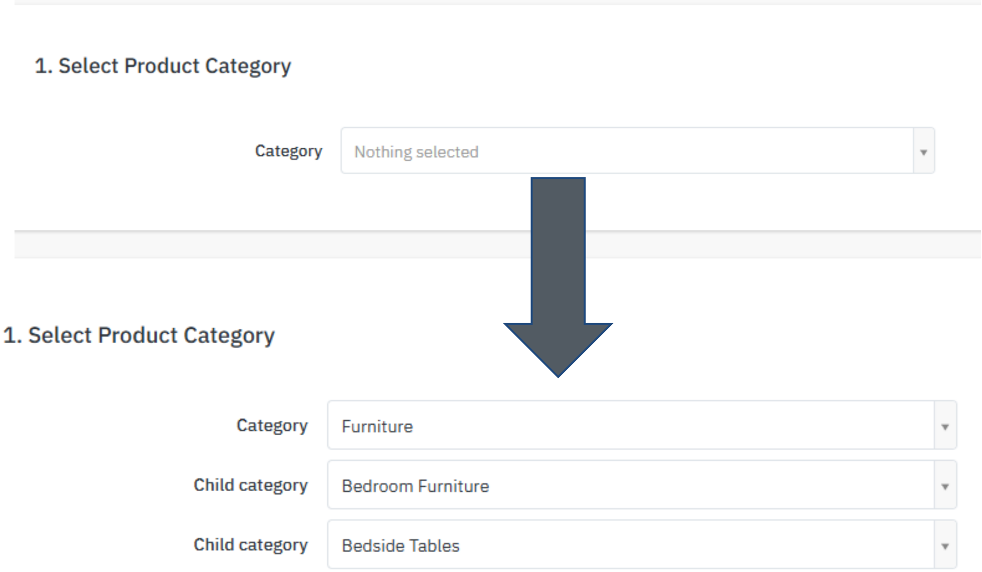


Create a product - finding your category

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.



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).

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

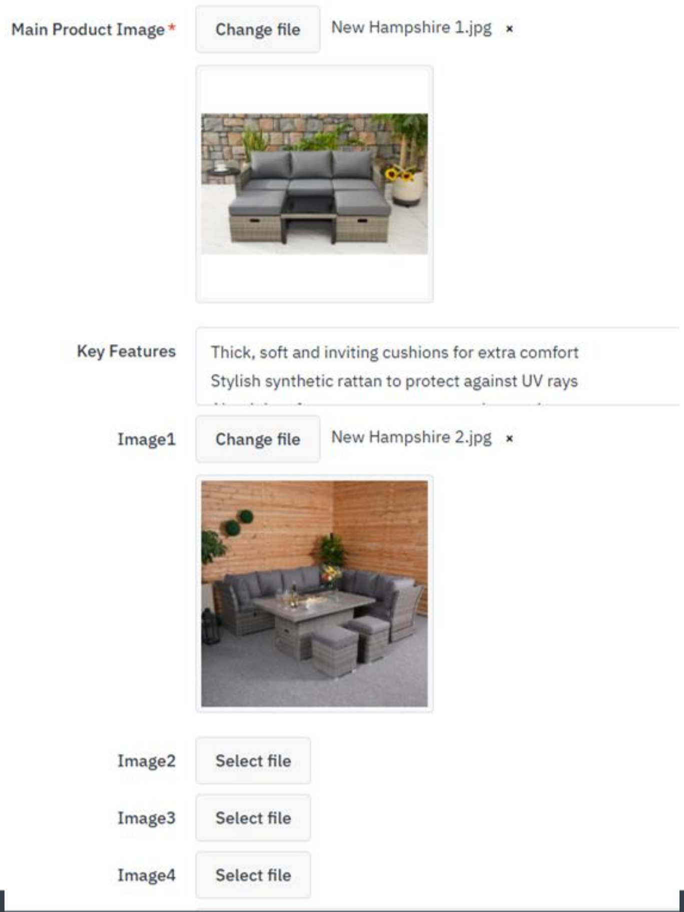
Once everything is filled out, click Submit for Approval

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.



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.

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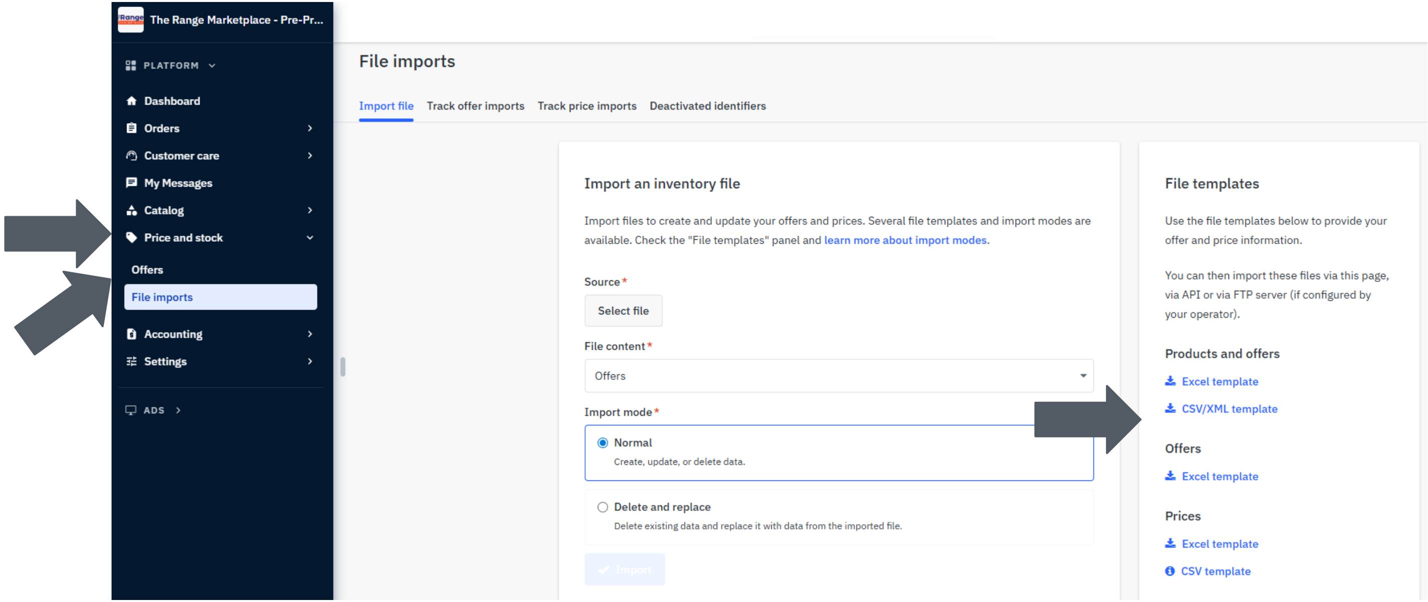
Product & Offer Import
The Range's Excel Template

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”



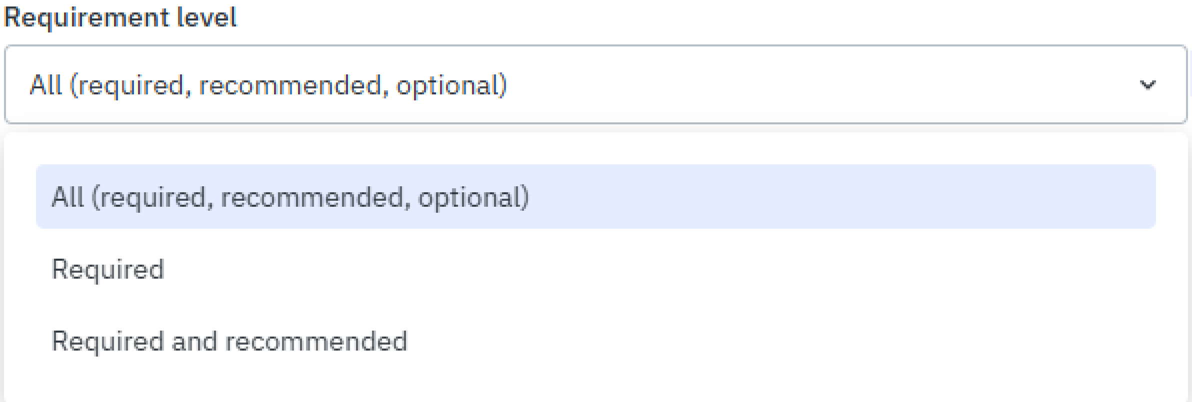
Download the Excel template

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”



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)

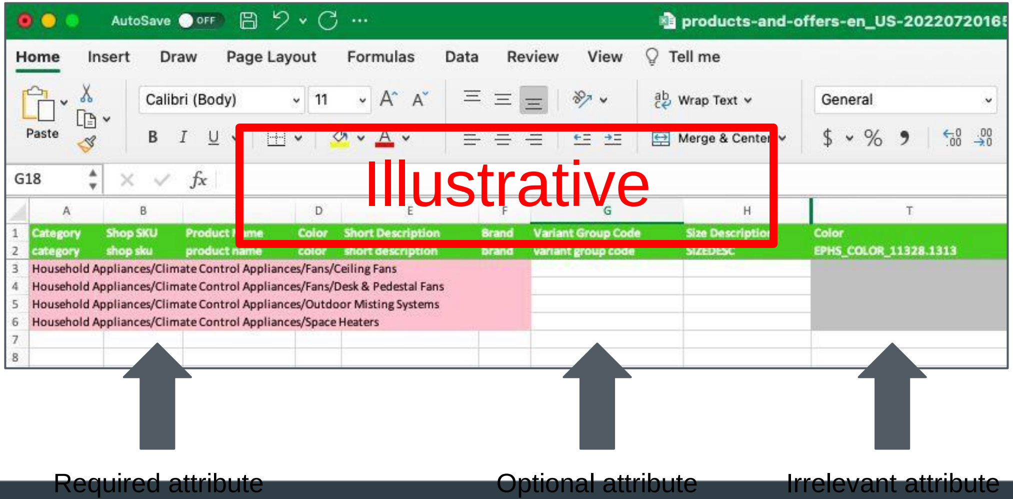
In the "Columns" sheet, you can view for each column:

- 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)



Upload Excel template

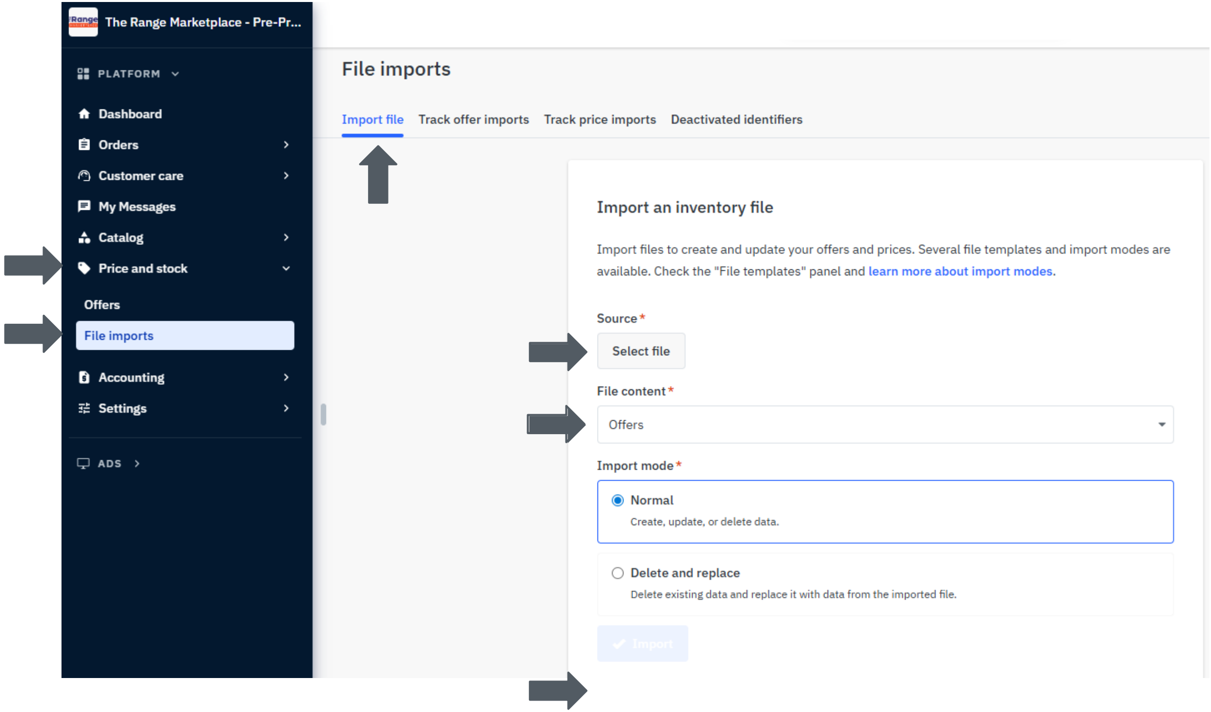
When you’re done adding products and offers, save the file

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”



Upload Errors

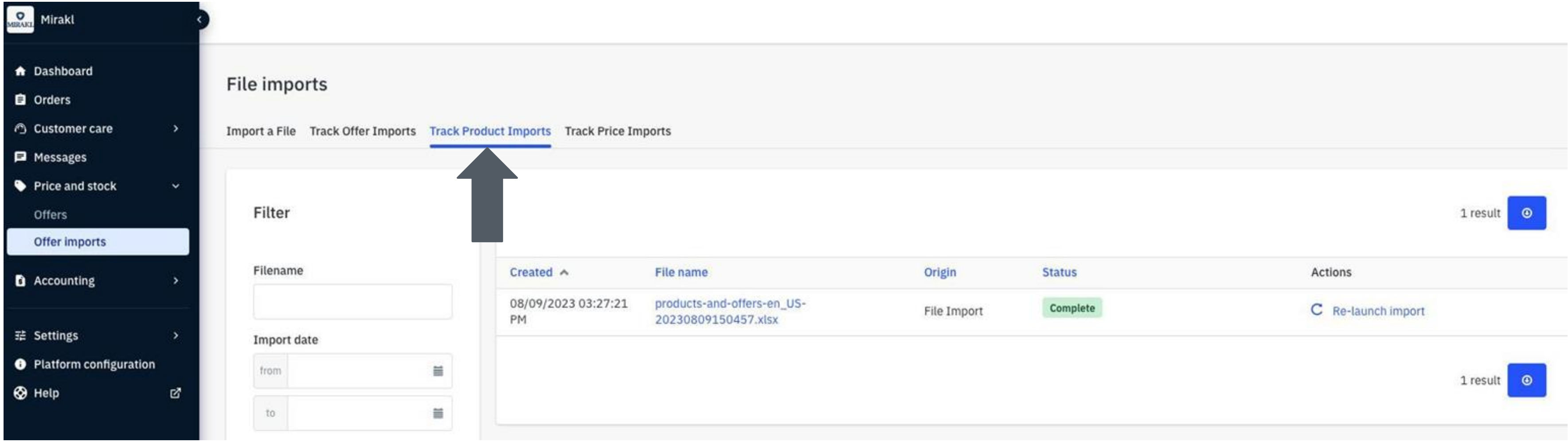
If there are errors in your uploads there will be an error report in the File Import section of the platform.

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 can see the file you just imported and its status

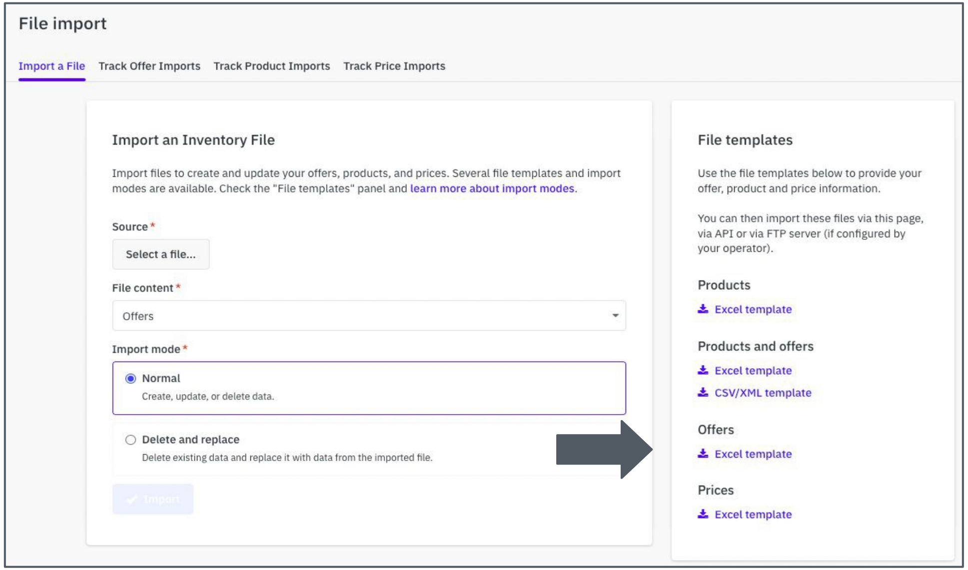
Your products will now be validated by the item approval team



Updating offers - Download template

Download the Excel template file for offers: Price & stock > Offer Imports

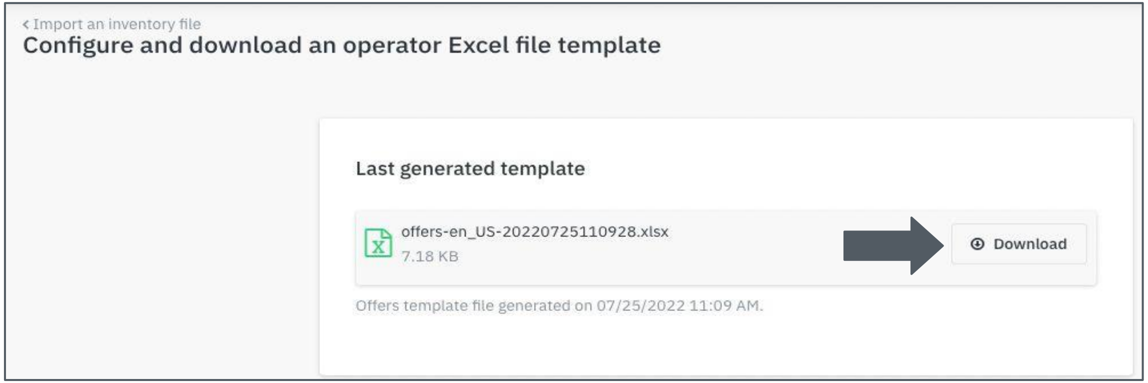
On the right-hand side, under “File Templates” and “Offers” click “Excel template”



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

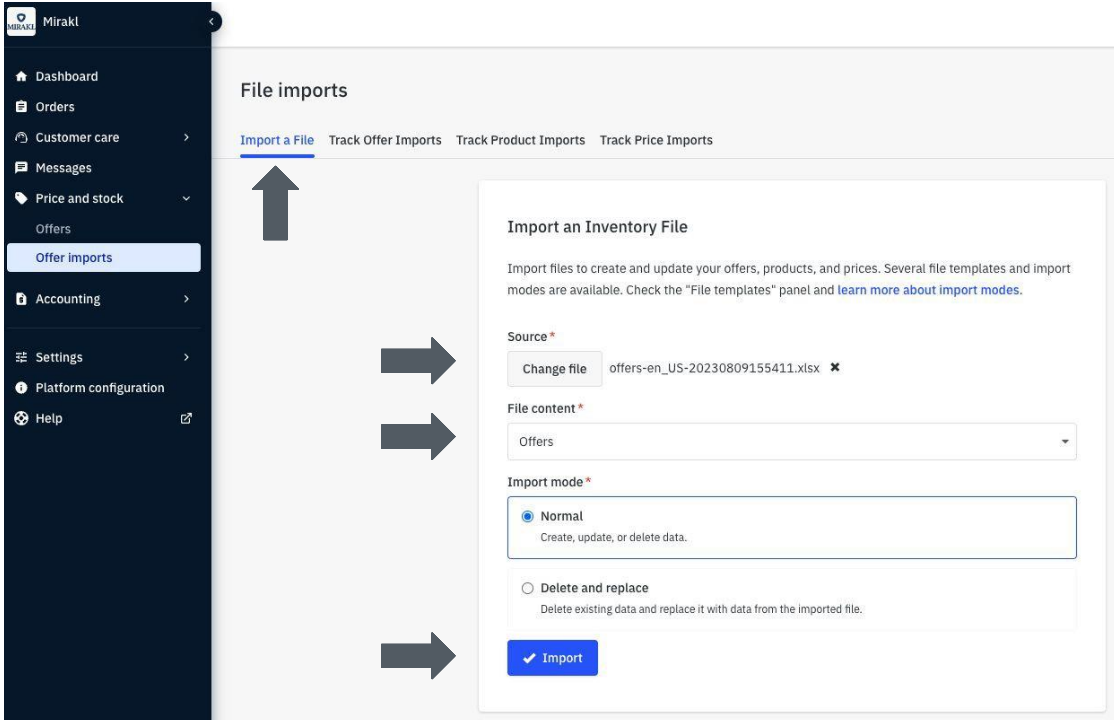
- Open the file you just downloaded
- To create, update, or delete an offer, enter the offer SKU in column A
  - If the SKU entered does not match an existing offer, a new offer will be created
  - If the SKU entered does match an existing offer, the offer will be updated
- The Product ID (column B) 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"



Product & Offer Import
Excel / CSV +
Mirakl Mapping Wizard

Mirakl Documentation

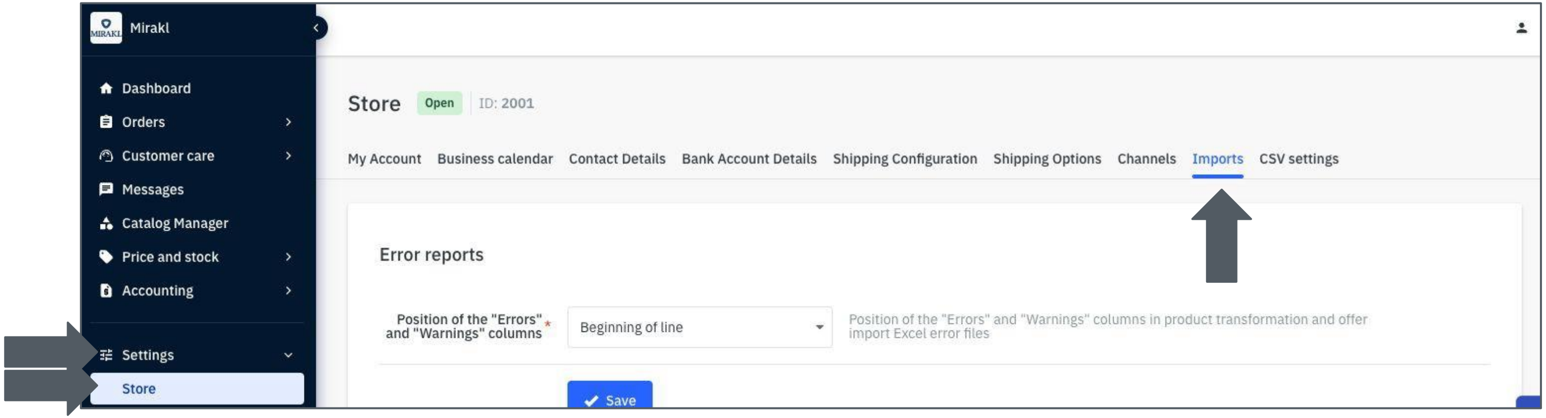
Import File Format

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

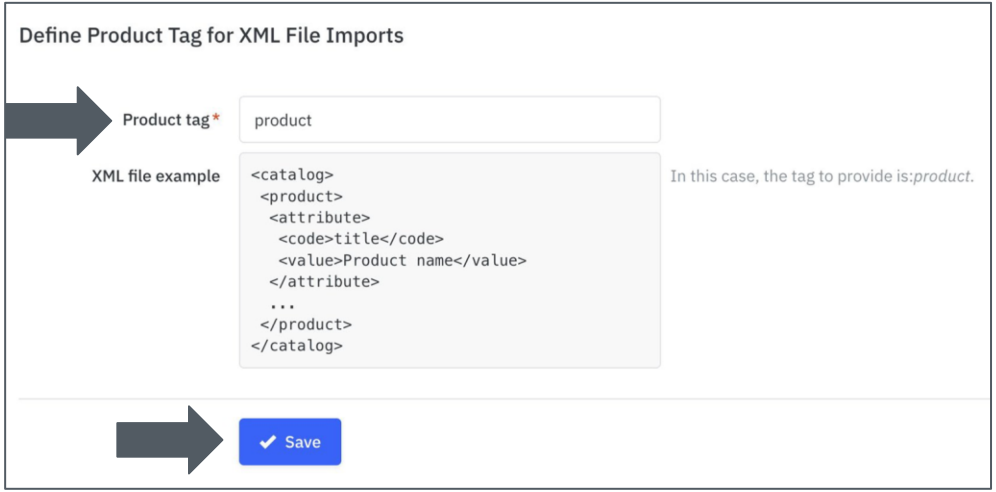
Setting the product tag for XML file import

- 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”



Mapping Wizard Overview

[Mirakl Documentation]

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

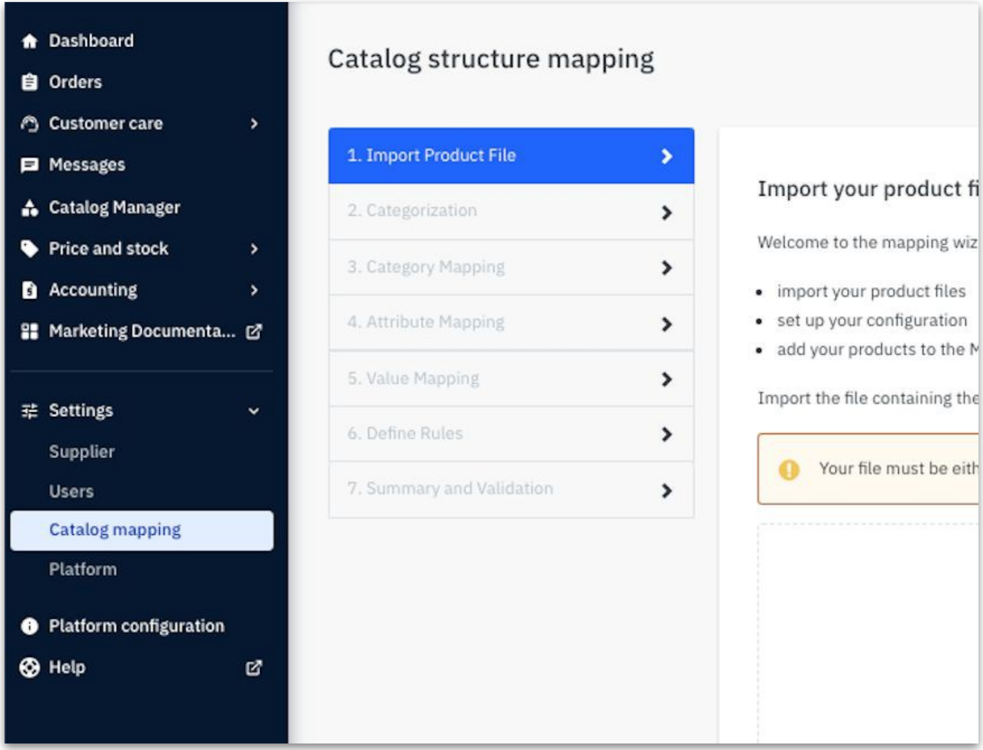
Step 1 - Use the Mirakl Wizard

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

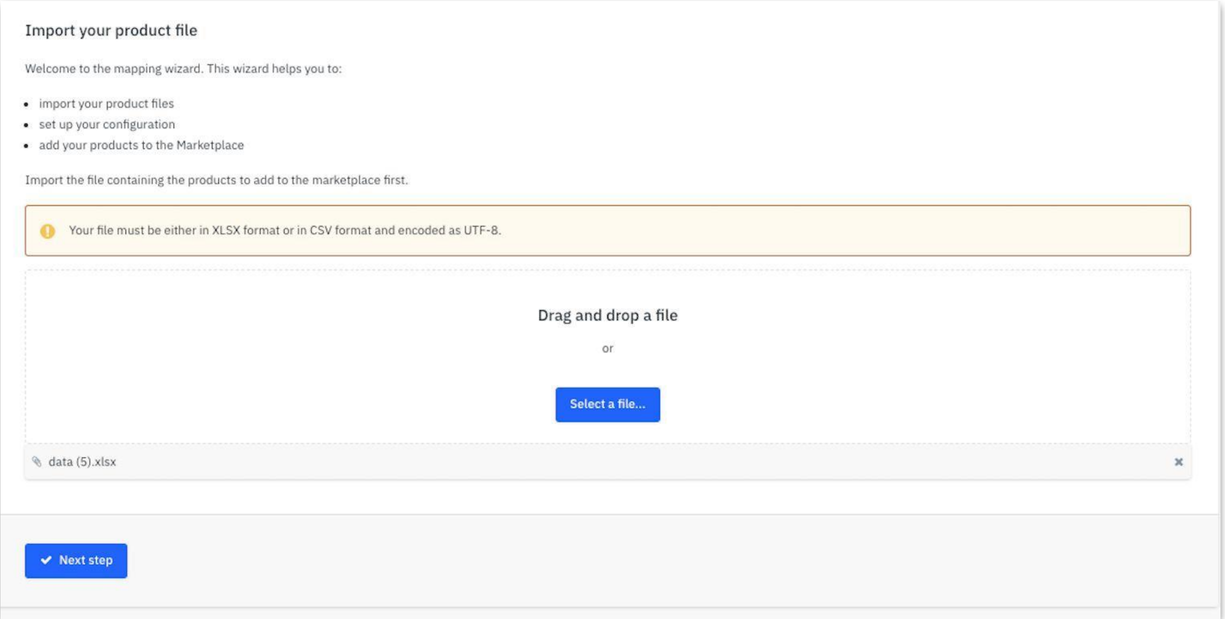
[Documentation]



Step 2 - Import your product file

Sellers must upload their catalog

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

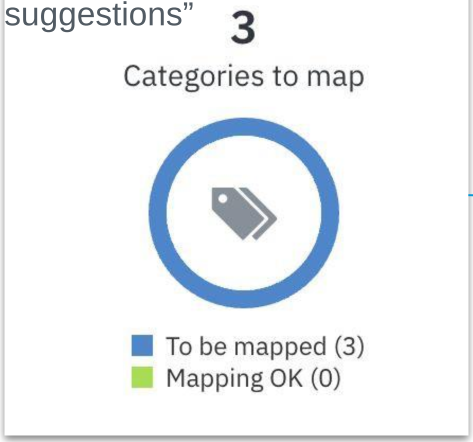


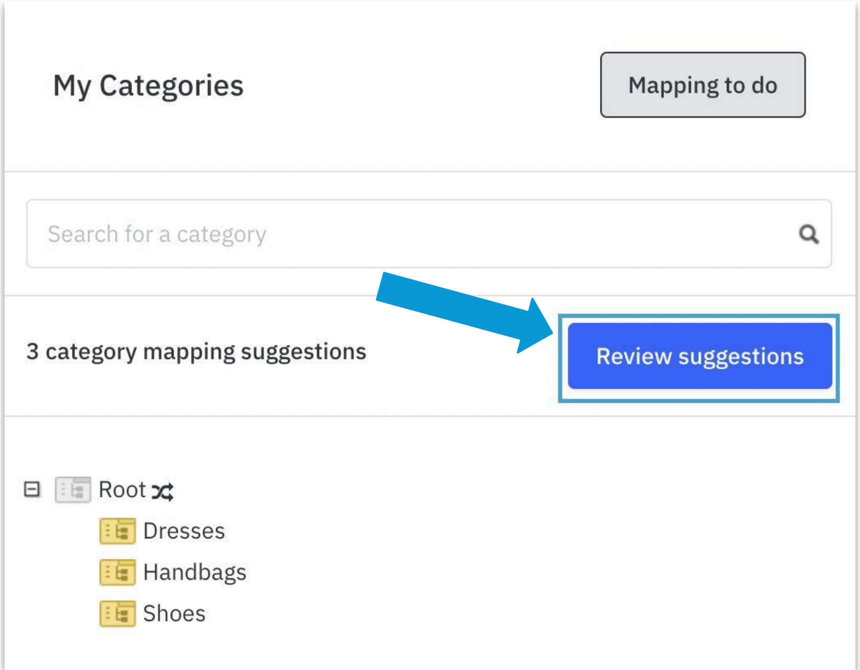
Step 3 - Use the auto-mapping feature for categories

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”





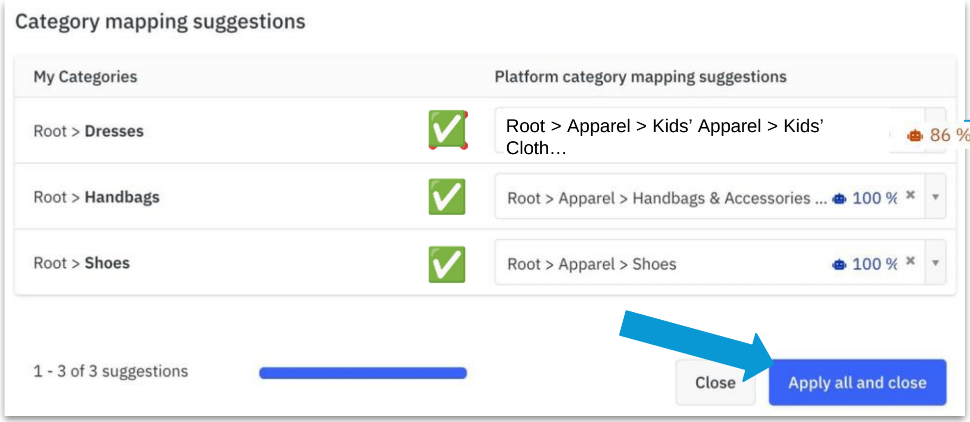
Step 4 - Review category AI automap suggestions

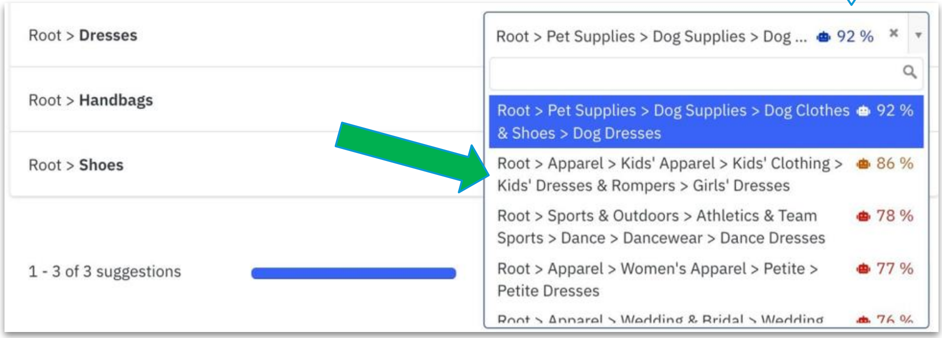
Seller reviews the suggestions and chooses the appropriate categorization
For example,

✅ 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"





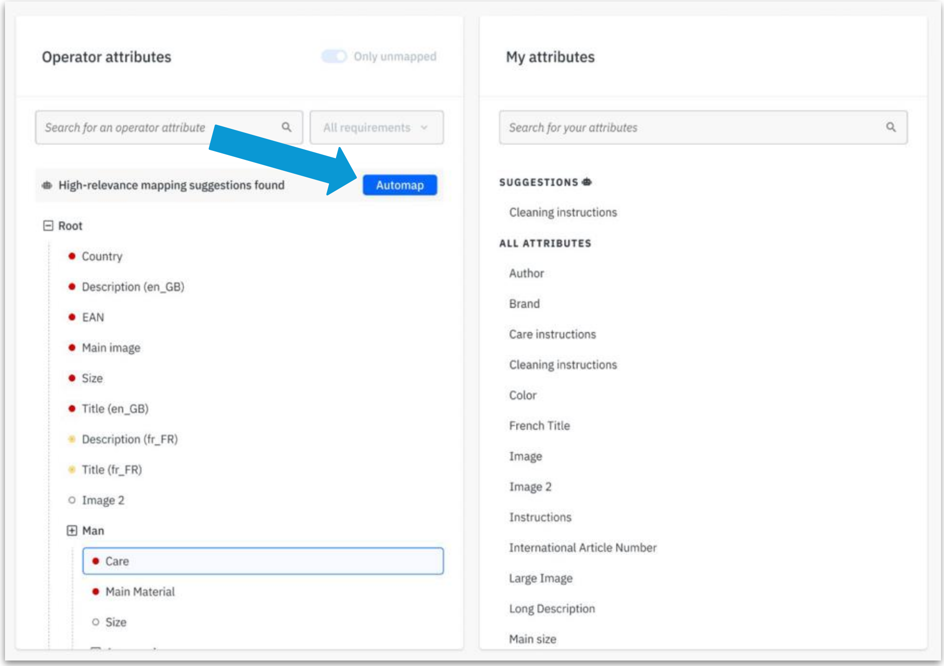
Step 5 - Automap the attributes

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



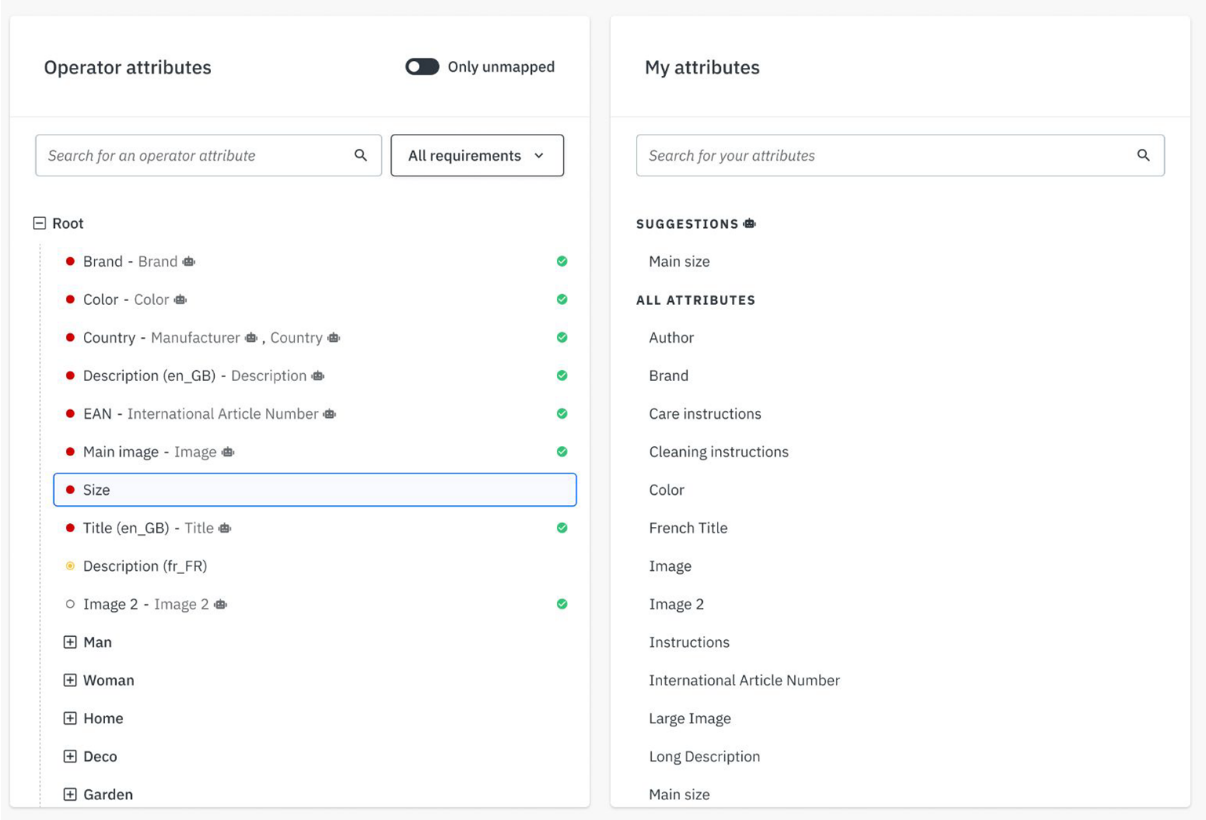
Step 5 - Automap the attributes

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

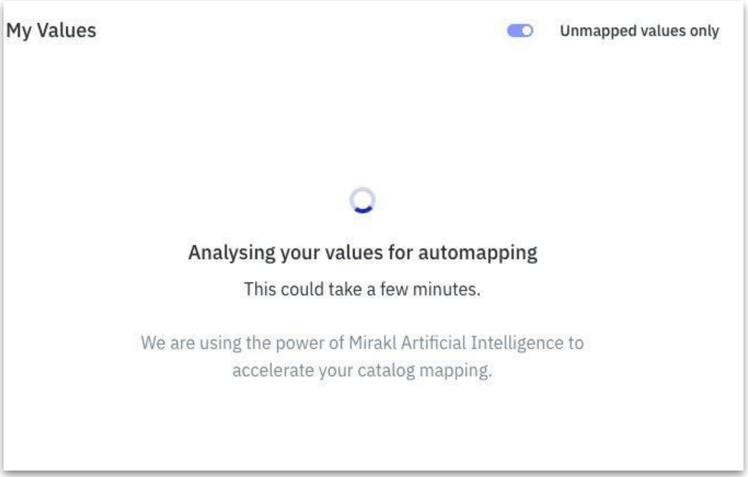
✅ Means the mapping was successful

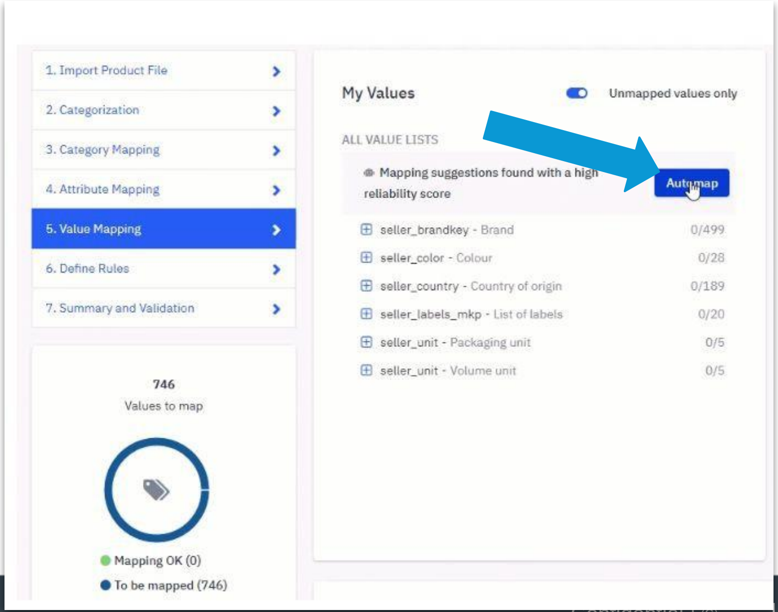


Step 6 - Automap the Value Lists

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





Step 6 - Automap the Value Lists

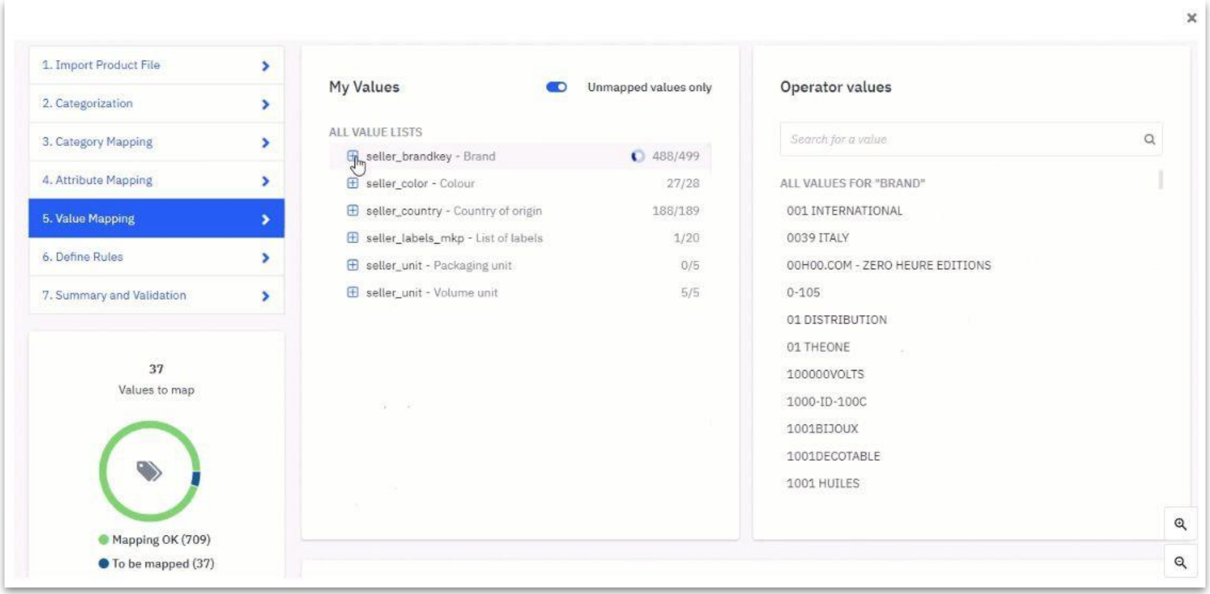
Value lists are mapped

🤖 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



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FTP and HTTP

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Product & Offer Import
API

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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](#)

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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, Fulfilin. 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.

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 Fulfilin:
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!