



Managed Marketplaces and Managed Webstores Services Description

Last Updated: January 22, 2025

All capitalized terms not defined herein shall have the meaning set forth in the applicable OF and the Terms.

1. General

Provider will provide the following Services to help manage marketplace Channels identified in the OF (and where applicable, webstore Channels identified in the OF) on Clients' behalf:

Managed Marketplaces Services allows Client to manage products on multiple marketplace Channels from a single user interface, with features including inventory and listing management, order and fulfillment management, and performance reporting. Unless otherwise specified in the applicable OF, Managed Marketplaces Services supports listing quantities of up to 250,000 products on a supported marketplace Channel.

Managed Webstore Services allows Client to manage product listings on a supported webstore from the Provider user interface, with features including inventory and listing management, order and fulfillment management and performance reporting. Unless otherwise specified in the applicable OF, Managed Webstore Services supports listing quantities of up to 250,000 product for each online store.

2. Implementation

For the initial implementation Services, Client will work with Provider to complete a "Get Started" questionnaire. The parties will work together to create an implementation plan, which will detail implementation milestones and a checklist of tasks for each party.

3. Managed Marketplaces Services Description

3.1 Provider will maintain the campaigns associated with Client's Channel account(s) by providing some or all of the following, where applicable:

3.1.1 Campaign Maintenance

- a.** Template Mapping Updates: Provider will update inventory or Channel template mappings as needed based on Channel changes or as requested by Client.
- b.** Content Changes: Provider will update content on the Channels provided by Client.
- c.** Error Resolution: Provider will monitor and address Channel(s) errors that occur based on information provided by Client.
- d.** New Inventory: If Provider will list new product catalog data or inventory items to the appropriate Channel(s) utilizing the inventory Feeds provided by Client.

3.1.2 Campaign Monitoring

- a.** Performance Trends: Provider will monitor and review Client's Channel accounts based on Client's goals and performance.
- b.** Monitor Post-Sale Process: Provider will review post-sale processes and provide guidance on Client metrics.
- c.** Live Listing Counts: Provider will monitor consistency of live Channel listing counts based on available inventory in Client's catalog.

3.1.3 Campaign Enhancements

- a.** Promotional Listings: Client will provide Provider with its approved promotional listing details and Provider will post details that meet site requirements. Client is responsible for identifying SKUs to submit for promotional placement.

- b. Content Enhancement: Provider will work with Client on optimizing and adding any required, highly recommended, or optional data points to help maximize search visibility and sales on a Channel. Client acknowledges that Channels control which content is displayed on Client's listings.
- c. New Integrations: Provider will provide consultation on the process, ownership of tasks, and timeline for a new integration to a Channel, if required.
- d. Adoption of New Features: Provider will provide guidance to Client on new Channel features and implement such features where appropriate and where possible.

3.1.4 Campaign Reporting and Analytics. In addition to Provider's standard reporting and upon request by Client, Provider will provide regular performance reporting to Client. Custom reporting is subject to additional fees.

4. Add-On Service: Managed Webstores Services Description

4.1 Provider will maintain the campaigns associated with Client's Channel account(s) by providing some or all of the following, where applicable:

4.1.1 Campaign Maintenance

- a. Template Mapping Updates: Provider will update inventory or Channel template mappings as needed based on Channel changes or as requested by Client.
- b. Content Changes: Provider will update content on the Channels provided by Client.
- c. Error Resolution: Provider will monitor and address Channel(s) errors that occur based on information provided by Client.
- d. New Inventory: If Provider will list new product catalog data or inventory items to the appropriate Channel(s) utilizing the inventory Feeds provided by Client.

4.1.2 Campaign Monitoring

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4.1.3 Campaign Enhancements

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- b. New Integrations: Provider will provide consultation on the process, ownership of tasks, and timeline for a new integration to a Channel, if required.
- c. Adoption of New Features: Provider will provide guidance to Client on new Channel features and implement such features where appropriate and where possible.

4.1.4 Campaign Reporting and Analytics. Client will receive access to Provider's standard reporting. Custom reporting is subject to additional fees and may require installation of Channel pixels on Client's online store.

5. What's Required from Client

5.1 Provider will not install any pixels or develop code on Client's behalf. Provider will work with Client to validate that pixels installed by Client and that Channel account configurations are successfully exchanging Client Data with the Services.

5.2 Client must have one-to-one SKU-per-item relationship in place. Provider will either use an existing unique SKU value (which cannot exceed 40 characters in length) or generate a unique SKU for each item.

- 5.3** Client must provide up to 2 Inventory Feeds in a format that meets Provider’s specifications or approval and must contain product page URLs of a single domain. “Inventory Feed” means a transfer of product data from Client to Provider by means of FTP or API.
- 5.4** The Client must update each Inventory Feed at least weekly.
- 5.5** If Client would like to utilize Provider’s APIs, then Client is responsible for integrating with Provider’s API. All documentation is provided via Provider’s Knowledge Center (<https://knowledge.channeladvisor.com/kc>).
- 5.6** Client shall set up the applicable payment processing (e.g., PayPal account) and fulfillment accounts and provide processing account guidance to Provider as needed.
- 5.7** Client must be able to accept cleared payment from Channels.
- 5.8** Client is responsible for handling Channel customer service inquiries. Client will provide Provider a contact email for the escalation of product questions and inquiries requiring further research or information.