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1. Introduction

The purpose of this document is to inform the regional and country onsite merchandisers of the tools and functionality currently available for shop-in-shop execution and share related guidelines and best practices.

The intended audience for this document is anyone who's involved in SIS design and execution—country category merchandisers, regional category merchandisers, country onsite & campaign team, regional onsite & campaign team and country product managers.

2. Campaign & SIS manager overview

The **Campaign and SIS Manager** (Figure 1) is a tool in BOB that allows you to create listing pages, define a URL key, and assign a catalogue of SKUs to the URL key (cross-listing).

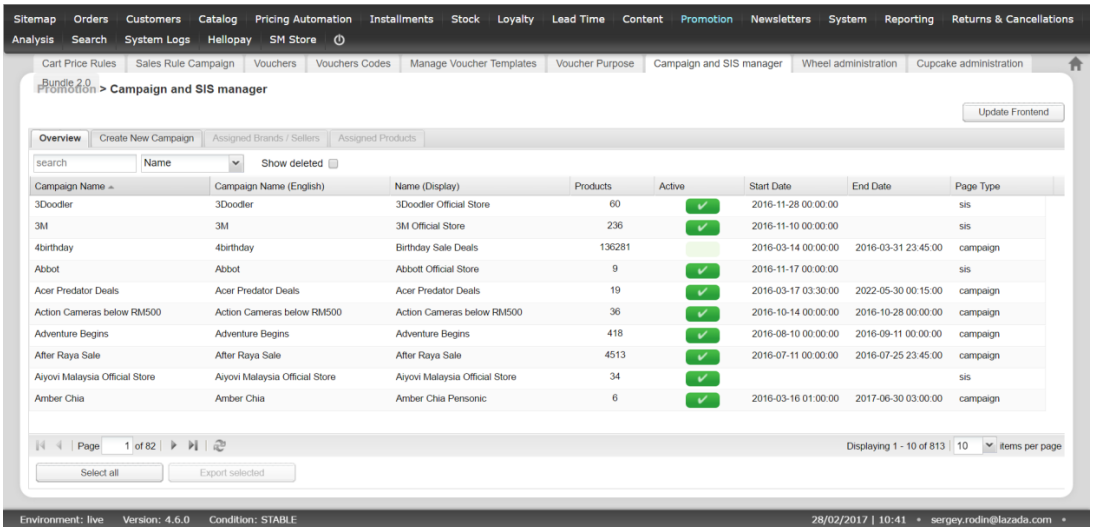

Figure 1. Campaign & SIS manager view

The manager consists of four tabs:

- **Overview** (Figure 2) – This tab lists all available campaigns, active and inactive.

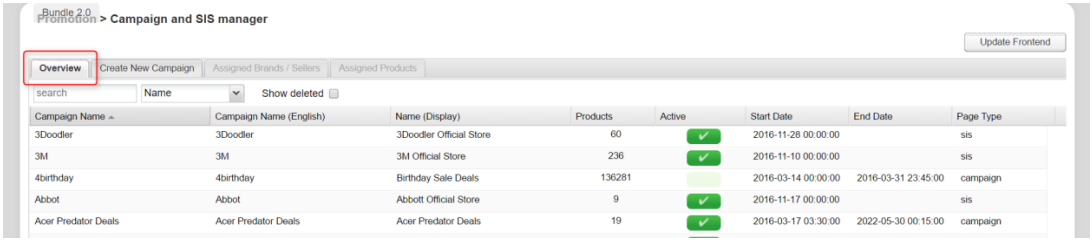

Figure 2. Campaign & SIS manager – Overview tab

- **Create New Campaign** (Figure 3) – This tab allows you to create/edit a campaign/SiS.

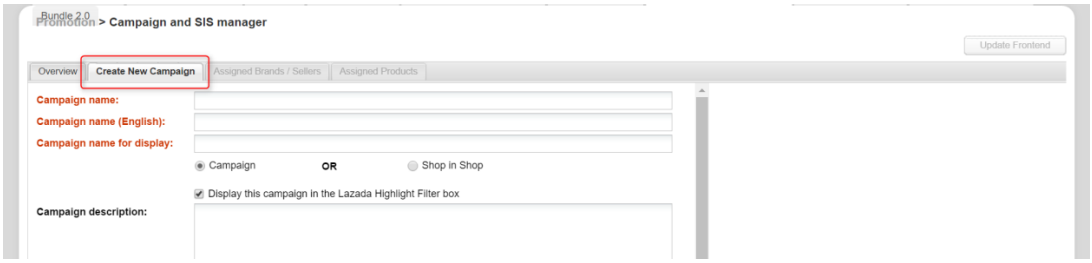

Figure 3. Campaign & SIS manager – Create New Campaign tab

- **Assigned Brands / Sellers** (Figure 4) – This tab allows to quickly create SKU lists from a seller or a brand. When viewing an existing campaign/SiS, this tab displays the brands/sellers that have been previously assigned. However, when creating a new campaign/SiS, the **Assigned Brands / Sellers** tab remains disabled until you fill in the general details of the campaign/SiS on the **Create New Campaign** tab.

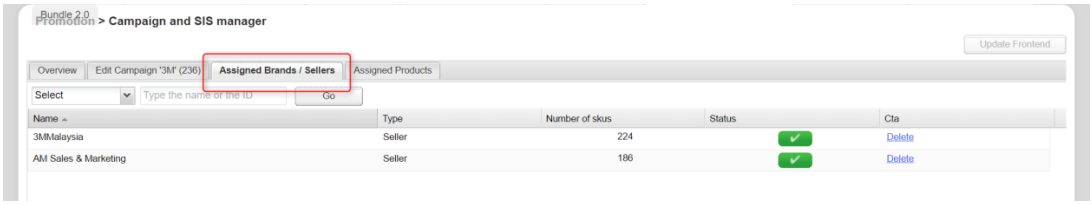

Figure 4. Campaign & SIS manager – Assigned Brands / Sellers tab

- **Assigned Products** (Figure 5) – This tab lists all products of the brands/sellers assigned to the campaign/SiS.

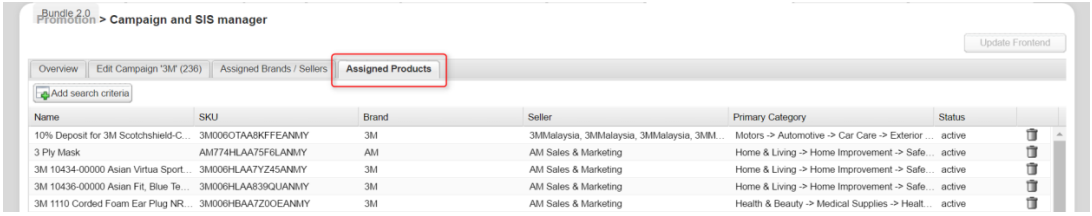

Figure 5. Campaign & SIS manager – Assigned Products tab

3. Setting up a new SiS

The chapter provides step-by-step guidance on creating a SiS. Noteworthy that SiS, as well as campaign pages, are Web pages of the 'highlights' type. That is, a catalog page with the 'highlight' model.

3.1. Creating a URL Key

To obtain a URL key for a SiS, first you need to create such a page. We'll be doing it in the Campaign & SIS manager. In this guide, we'll be creating a test SiS called 'Kwan Official Store'. So let's get going:

1. Go to **Promotion** > **Campaign & SIS manager** (Figure 6).

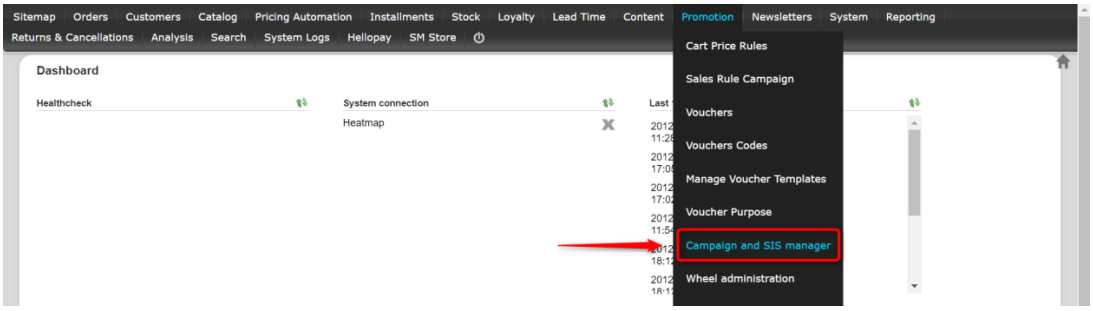

Figure 6. Locating Campaign & SIS manager in BOB

2. Click **Create New Campaign** (Figure 7). This opens a new menu, where we're going to set basic configuration details of the new SiS.

Figure 7. Selecting Create New Campaign tab

3. Enter the following information:
   - Select page type **Shop in Shop** (Figure 9, icon 1).
   - **Campaign name** (Figure 9, icon 2) – Enter the name of the SiS in the `<Brand> Official Store` format. This value cannot be changed once entered and saved.
   - **Campaign name (English)** (Figure 9, icon 3) – Paste the value from the **Campaign name** field. This value cannot be changed once entered and saved

> **Campaign name for display** (Figure 9, icon 4) – Paste the value from the **Campaign name** field. This name will be displayed on Web on top of the catalogue. Once entered and saved, the campaign name cannot be changed.

- Clear **Display this campaign in the Lazada Highlight Filter box** (Figure 8; Figure 9, icon 5). This checkbox sets whether or not the page is displayed in the Lazada Highlights filter box on Web. Always *clear* the checkbox when configuring a SiS.

Figure 8. Keep the checkbox clear to hide the SiS from the filter box

- As soon as you enter the name of the SiS (Figure 9, icon 2), the **URL key** (Figure 9, icon 6) field is populated with a key by which the page can be accessed. The key must abide by the `<brands>-official-store` format.
- For **Custom ID** (Figure 9, icon 7), use the format `name-of-the-campaign_date` (as in `kwan-official_store_DDMMYY`), where `DDMMYY` is the today's date.
- Select **Active** in the **Status** field (Figure 9, icon 8).
- Ignore the start/end dates, as we don't need these for a SiS.

4. Click **Save** (Figure 9, icon 9) to save the new SiS in the system.

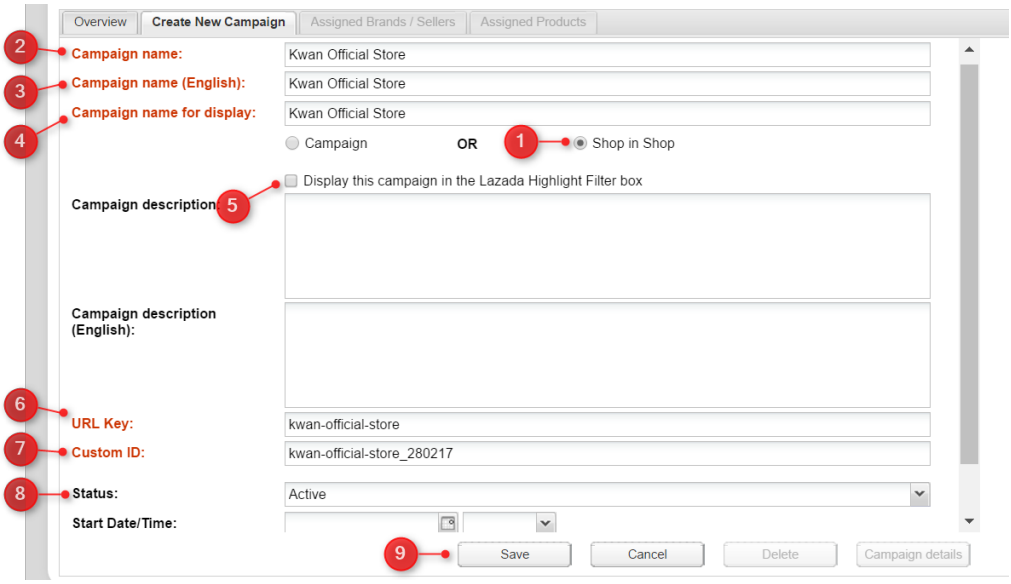

Figure 9. SiS creation interface

The page's general information has been successfully saved in BOB. Now let's move on to creating the layout, and adding brands and sellers to our SiS.

> Ignore the **Update Frontend** button in the top right corner of Campaign & SiS manager for now—all the details that we have just filled in, including the URL key of the page, sync to Web automatically. You can even see the empty page now (Figure 10).

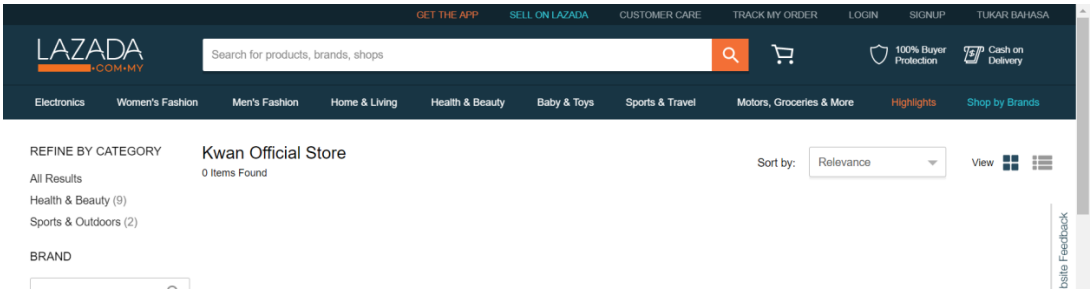

Figure 10. Newly created SiS with no products

3.2. Adding a catalogue to the new SiS

Now that we have created a new SiS, we need to fill it. The following steps detail the process of adding a catalogue of products to this page.

1. Still in Campaign and SIS manager, search for the SiS that you want to add brands/sellers to (Figure 11).

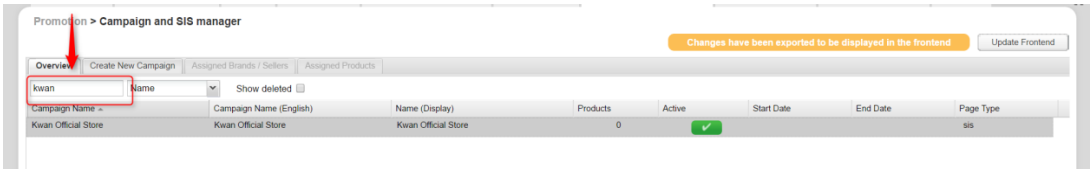

Figure 11. Searching for a SiS in Campaign & SIS manager

2. Once found, double-click the page's entry in the table. The **Edit Campaign** tab opens (Figure 12).

Figure 12. Opening a record of the created SiS

3. Select the **Assigned Brands / Sellers** tab (Figure 13; Figure 14).

Figure 13. Selecting the tab for assigning brands/sellers

This is where we'll be selecting brands and sellers to pull their products.

Figure 14. Assigned Brands / Sellers tab for the new SiS

4. Let's assign one brand and one seller to the SiS:
   - Select **Brand** in the leftmost drop-down list (Figure 15). To assign a seller, select **Seller** instead). This will enable search among all the brands stored in BOB.

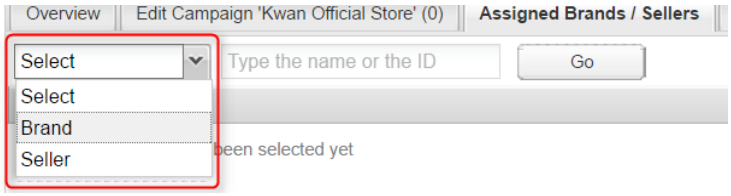

Figure 15. Selecting the object to assign

   - Type in the name or the ID of the brand, say 'Nike Perfume', in the text field on the right, and click **Go** (Figure 16).

Figure 16. Typing in a brand's name to search

   - Locate 'Nike Perfume' in the search results, and click **Add** in the **Cta** column (Figure 17). The brand only has 10 SKUs—best for our tutorial.

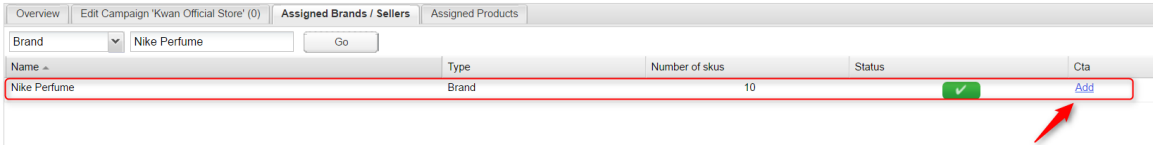

Figure 17. Assign the brand to the SiS

   - The **Add** button has changed to **Delete** (Figure 18), indicating that the brand has been successfully added, and all its SKUs, the number of which you can see in the **Number of skus** column, pulled to the SiS along.

Figure 18. Brand has been assigned

5. Repeat step (4) for a seller. For the sake of this tutorial, we'll add a seller specialized in golf equipment, which has 6 SKUs in stock.
6. Add as many sellers and brands as needed by repeating steps (4) and (5).
7. We have now assigned brands and sellers, which can be clearly seen by looking at the **Type** column (Figure 19).

Figure 19. A seller and a brand assigned to the SiS

8. Switch back to the **Edit Campaign <SiS Name>** tab, and click **Save** at the bottom right (Figure 20).

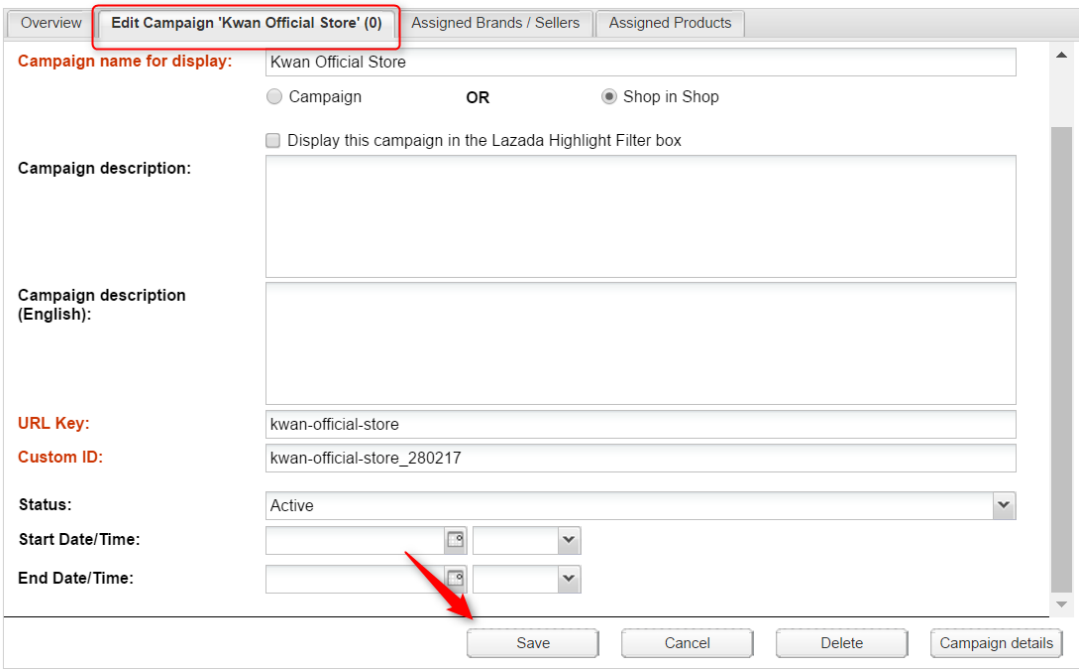

Figure 20. Saving changes after the brands and seller have been assigned

The number of products assigned to the SiS has increased to 16 (10 for the brand + 6 for the seller, Figure 21).

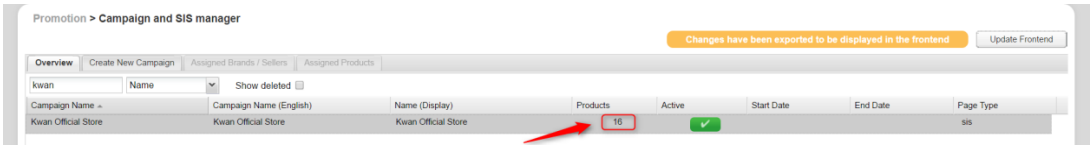

Figure 21. Verifying the number of SKUs assigned to the SiS

This completes the process of populating the SiS with a catalogue of products. The catalogue synchronizes with Web (Figure 22) automatically after 1-5 minutes. The SIS can be found by the URL key that we created earlier, or by the name, and it displays all visible config SKUs of the assigned brands/sellers (visibility for each product is set in Product Editing Tool (PET) in BOB under **PET** > **Catalog** > **Overview** > **Visible**).

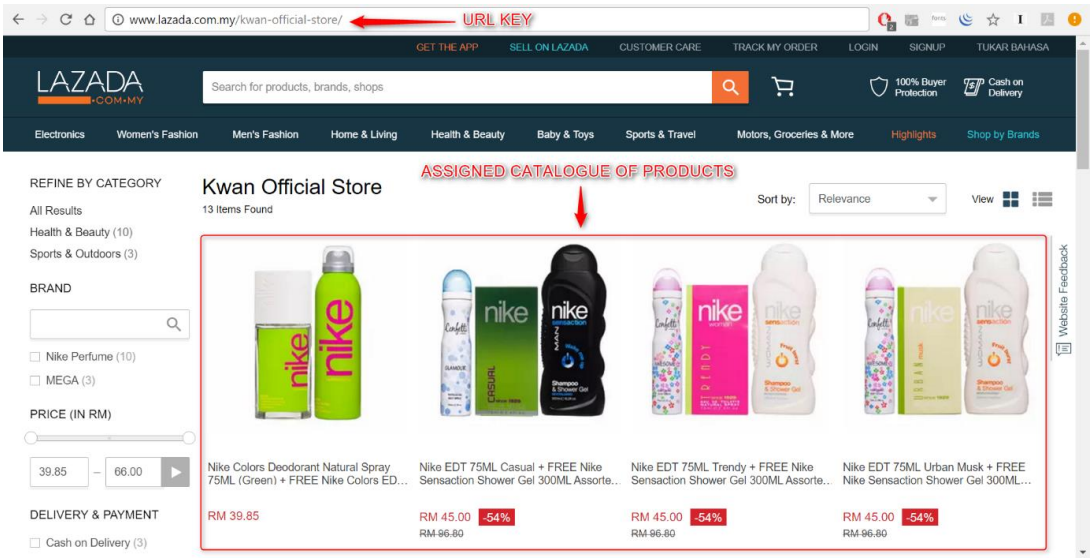

Figure 22. A very primitive SiS on Web

The number of products seen on the SiS on Web can be different from the count displayed in the **Products** column in Campaign & SIS manager.

The automatic synchronization of a catalogue only happens when you add the catalogue for the first time and to a new SiS/campaign page, that is, to the page that has never contained any products. All the subsequent updates require a manual action, which we'll cover in next two chapters.

3.3. RACI matrix for SiS creation

Below is a RACI matrix of roles in charge of SiS creation (more about RACI can be found in https://en.wikipedia.org/wiki/Responsibility_assignment_matrix#Key_responsibility_roles_.28RACI_model.29). Accountable parties are business owners / requesters for the process. Responsible party is in charge of execution.

Step	Responsible	Accountable	Consulted	Informed
Creating URL key	Country PM	Local Cat. Merch.	Reg. Cat. Merch.	
Assign brands and sellers	Country PM	Local Cat. Merch.	Reg. Cat. Merch.	Reg. Cat. Merch.
Assign products / manual cross-listing	Country PM	Local Cat. Merch.	Reg. Cat. Merch.	RCD
Save campaign	Country PM	Local Cat. Merch.	Reg. Cat. Merch.	LCM, CD, RCD

3.4. Best practices

When creating or editing a SiS, use the following principles and statements for guidance.

- How to entitle a SiS:
  - Campaign name (which is also a page name on Web): `<Brand> Official Store` (Figure 23)

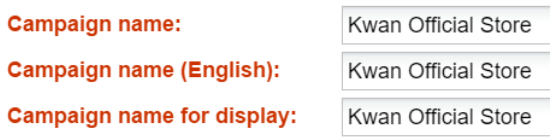

Figure 23. SiS name preferred format

  - URL Key (Figure 24): `<brand>-official-store`

Figure 24. URL key preferred format

- How to configure SiS manager while setting up a SiS:
  - Clear the checkbox for **Display this campaign in the Lazada Highlight Filter** (Figure 25).

Figure 25. The checkbox must be cleared for the SiS

  - Ignore start and end date/time (Figure 26).

Figure 26. Start and date fields must be ignored

- While building a SKU list to be displayed in the SiS, select SKU list by 'sellers' to the extent possible (Figure 27).

Figure 27. Assign sellers to the SiS rather than brands

  Adding SKU list by 'brand' adds all assortment of the brand, that is, same as the 'brand page'.

- Use manual cross-listing option in instances where only part of sellers' assortment is to be included in the SIS. See how to cross-list in chapter Cross-listing an SKU to multiple SiS .