Integration Guide

Version 5.3
6/25/2015

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Document Version History

Version 5.4

- Section 9.3 updated with warning

Version 5.3

- Section numbers added back

Version 5.2

- Reformatted
- Title renamed from “quick start integration guide” to “Integration Guide”
- Getting Started section removed
- Seller Portal section removed
- Data Feed Types & Formats removed
- Data field definitions moved to Appendix
- All sections updated with brief step-by-step instructions
- Batch Update Price section added

Version 5.1

- Section 13.6.6 updated for Processing Result File.
- New Index section.
- “Batch Upload Inventory” updated to “Batch Update Inventory”.
- Website Short and Long title definition updated.
- Selling price, MSRP, MAP price definition updated.
- Home/Summary page updated.

Version 5

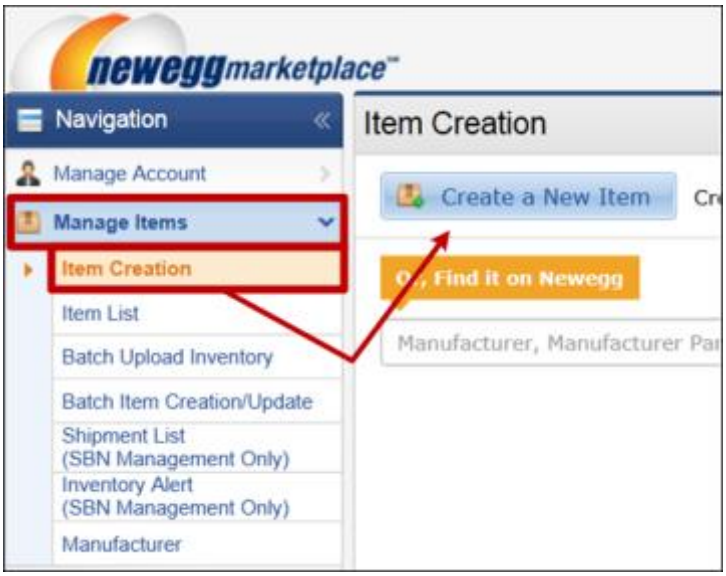
- Integration Guide reformatted.
- Screenshots updated.
- Getting Started – Sell on Newegg.
- Seller Portal – Quick Reference.
- Data Fields – Definitions.

1. Create Items with Seller Portal

You can create and update items directly into our web-based Seller Portal.

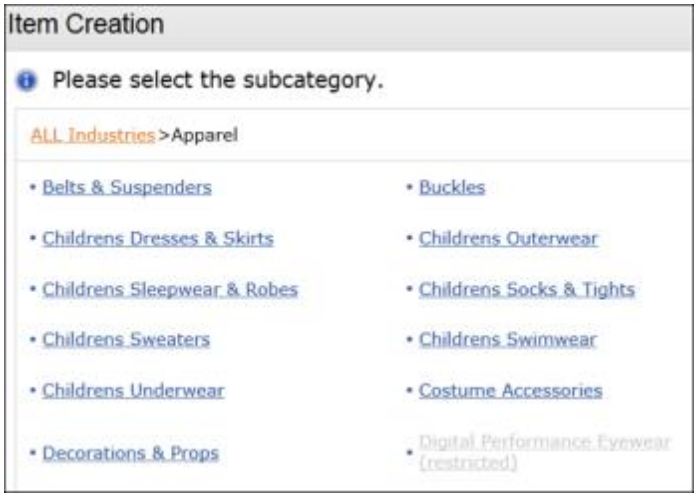
1.1. Create a New Item

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click Manage Items
   b. Click Item Creation
3. Click the **Create a New Item** button

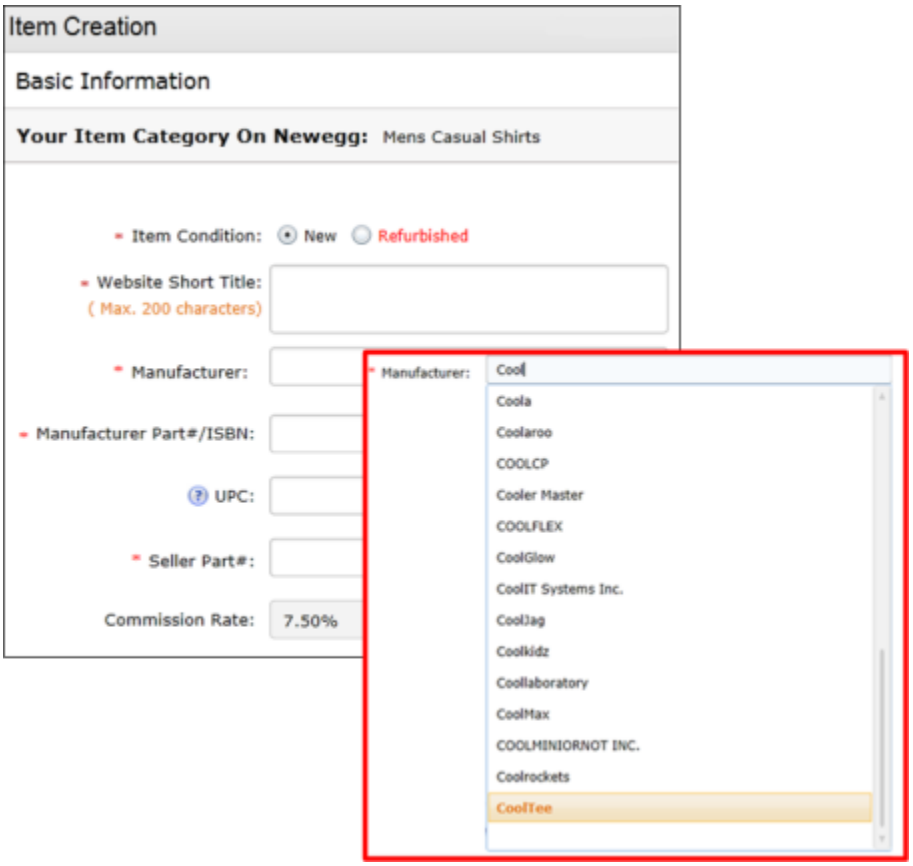


4. Select the industry

5. Select the subcategory



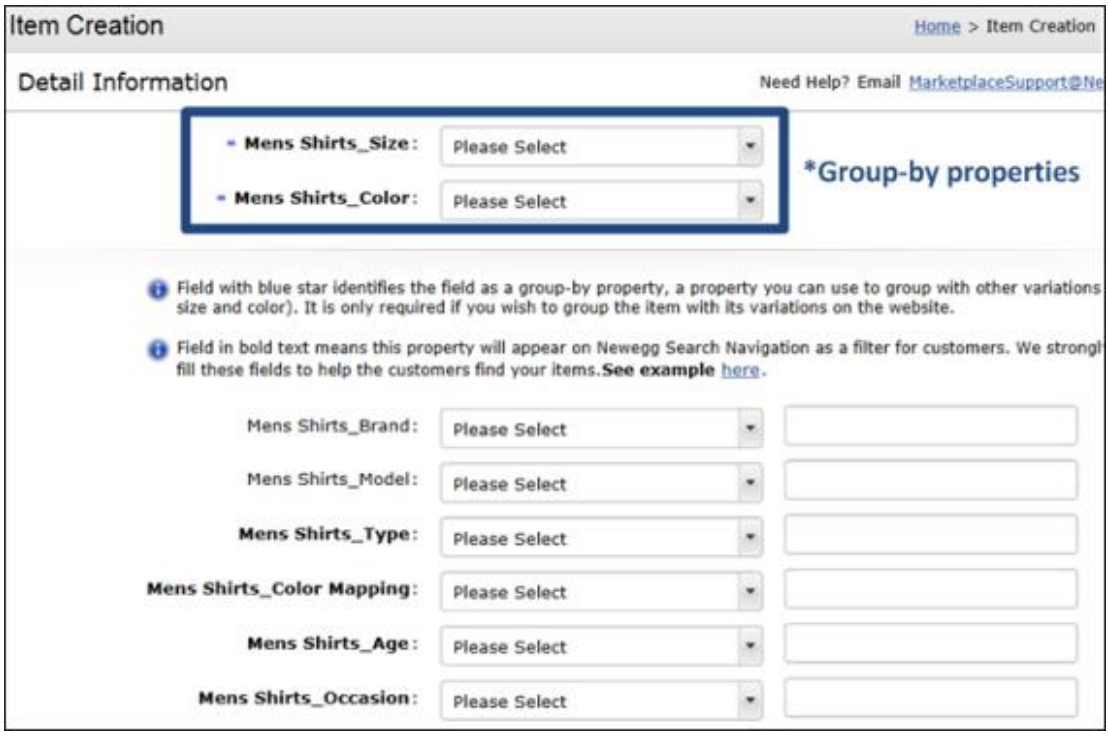
6. Fill out Basic Information



The manufacturer field will also begin to autocomplete once you start to type; you must select one of the given values from the drop-down menu.

7. Fill out Specific Information

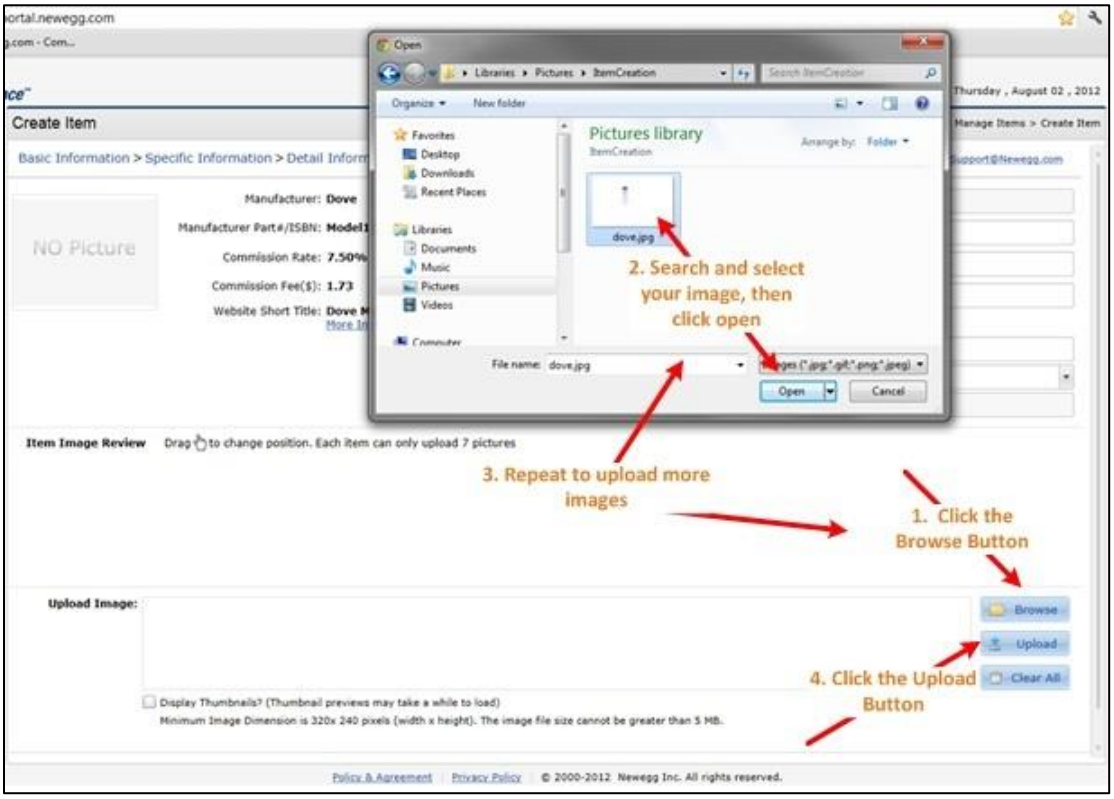
8. Fill out Detail Information



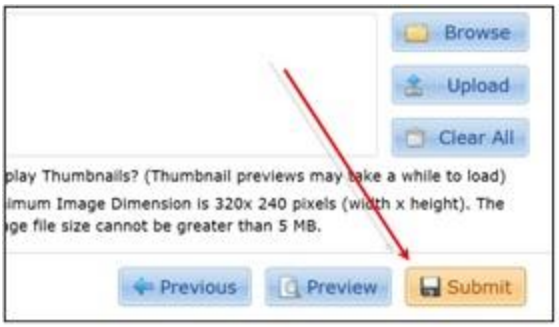
9. Input Price, Inventory, and Shipping

10. Upload Images (see Figure below)

1. Click the Browse button
2. Pop-up window will appear
3. Search and select your image
4. Click the Open button
5. Repeat steps 1-5 to upload more images
6. Click the Upload button



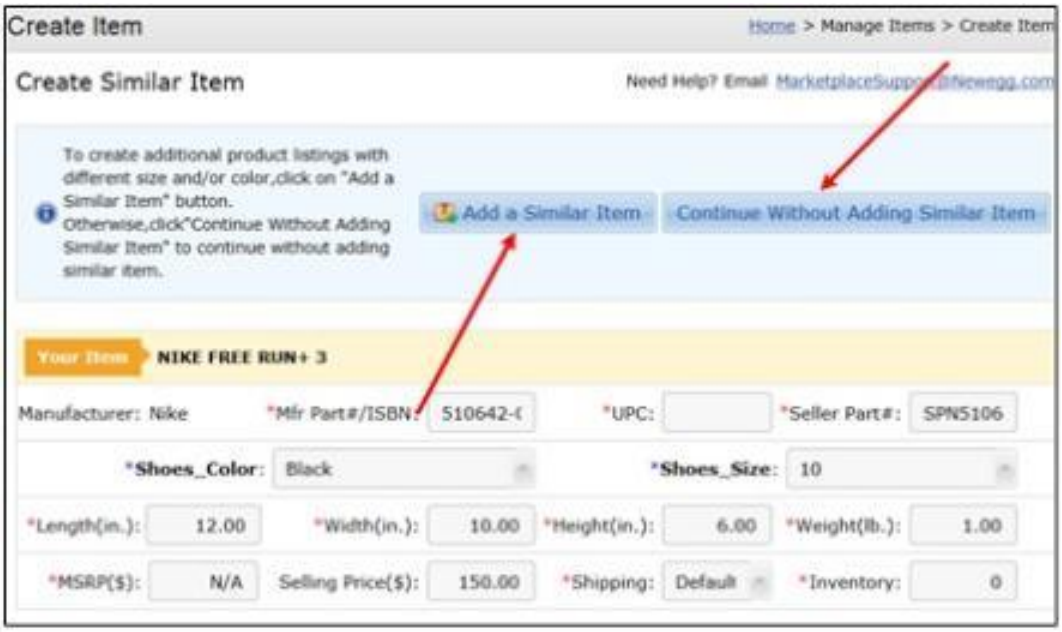
11. Click on Submit button



12. Click OK to Confirm update(s)

Item will NOT be saved until you reach the very last step. Follow instructions all the way through below.

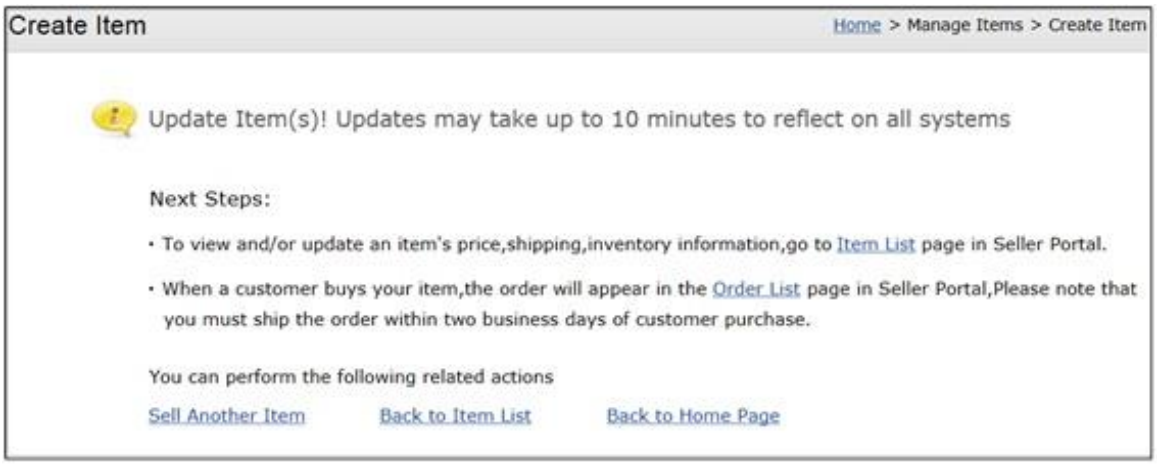
13. Add a Similar Item Option



Depending on the subcategory, Create Similar Item option may not be available.

14. Final Step

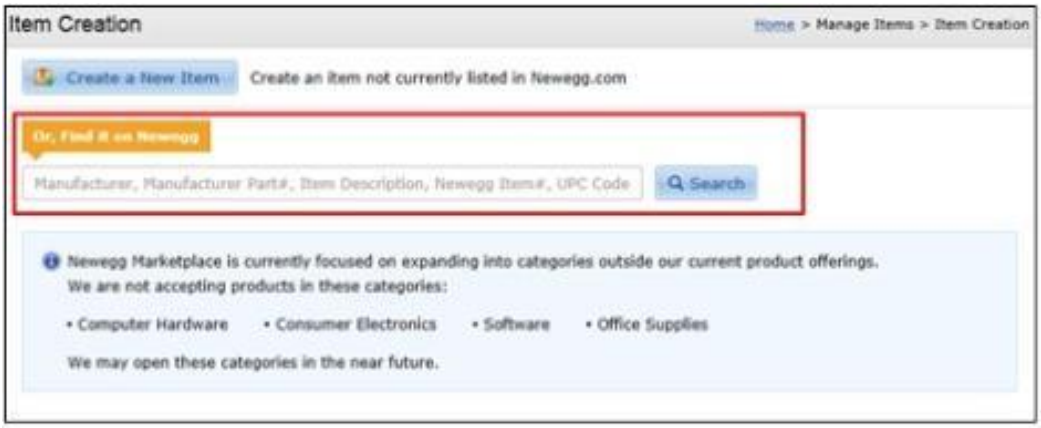
You will receive the following confirmation page once the item has been successfully submitted.



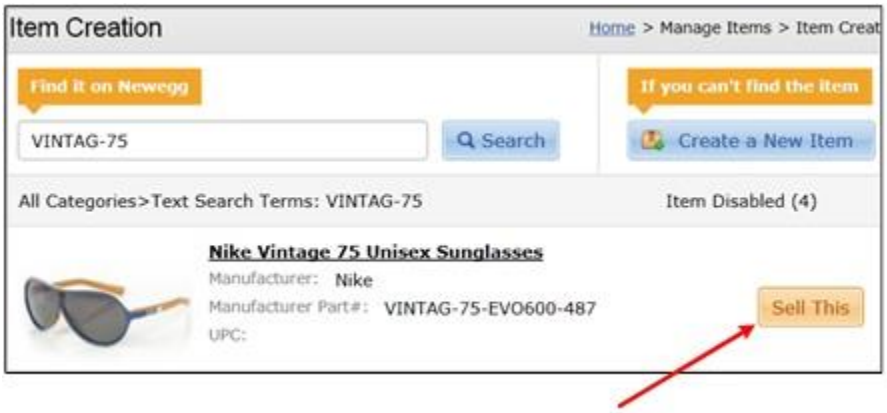
1.2.Or, Find it on Newegg

Quickly sell the same item that already exist on Newegg!

1. Logon to Seller Portal
2. From the **Navigation** panel
   a. Click Manage Items
   b. Click Item Creation
3. Find it on Newegg



4. Click the **SellThis** button



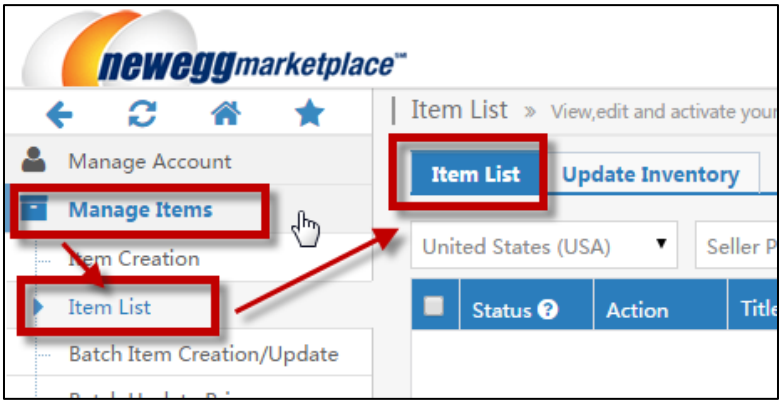
5. See Fill out Detail Information section to continue steps.

2. Manage Items with Seller Portal

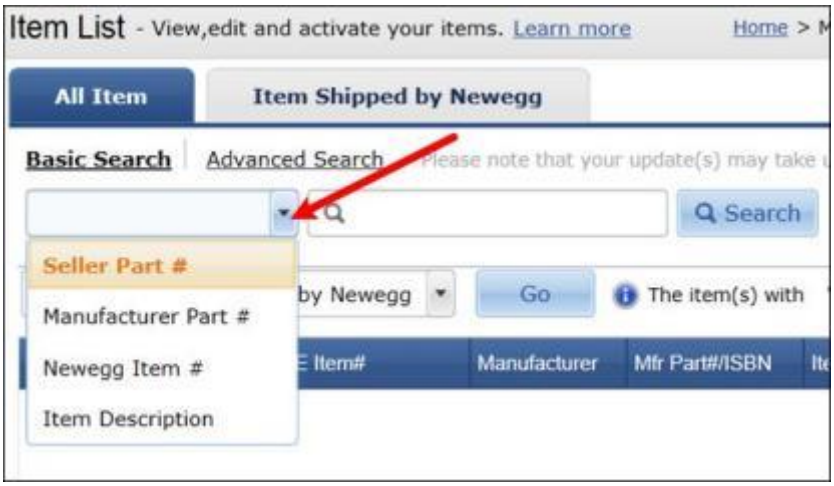
2.1. View Item List

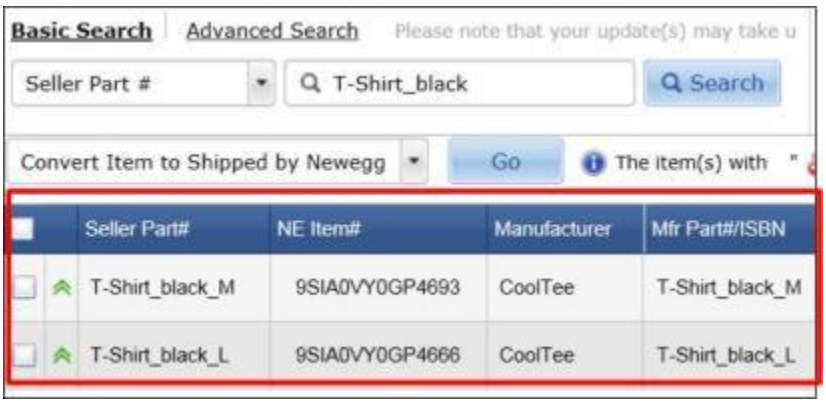
The Item List page is where you can view all the items that you currently have on your Newegg account. The page also allows you to edit, activate/deactivate, and delete your item from your account.

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Item List**
3. Select the **Item List** tab (default)

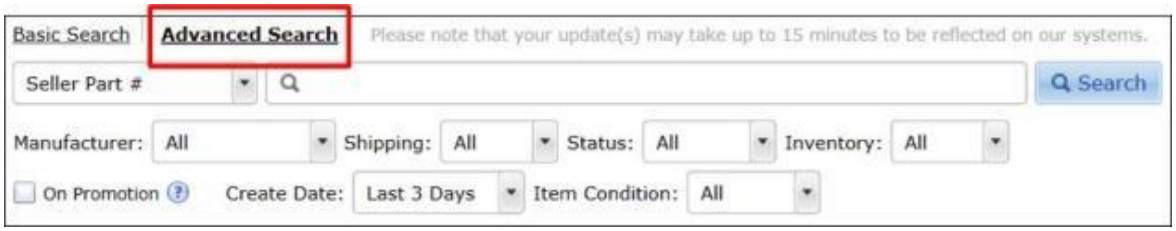


4. Search for item(s) by:
   a. Seller Part #
   b. Manufacturer Part #
   c. Newegg Item #
   d. Item Description (title)

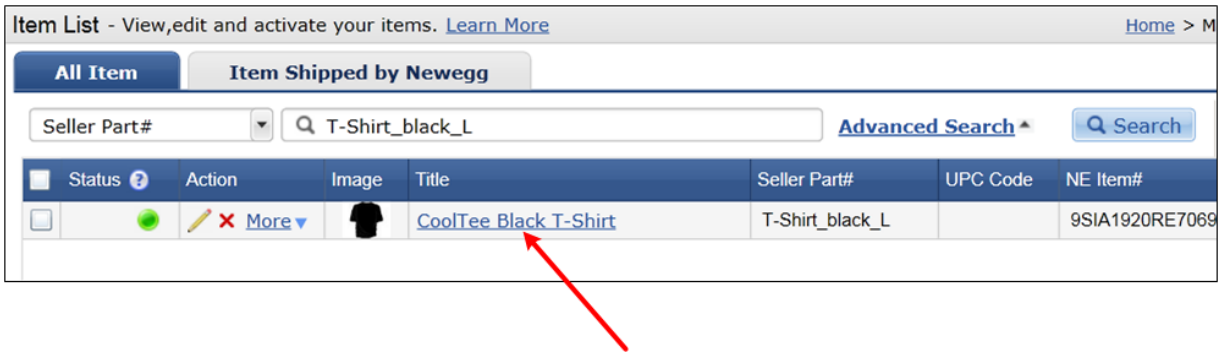




The Advanced Search option will allow you to filter your search results with different attributes.



To view the item's product page listing, click on the clickable product title. *Only active items can be viewed.*



2.2.Add Variation Items

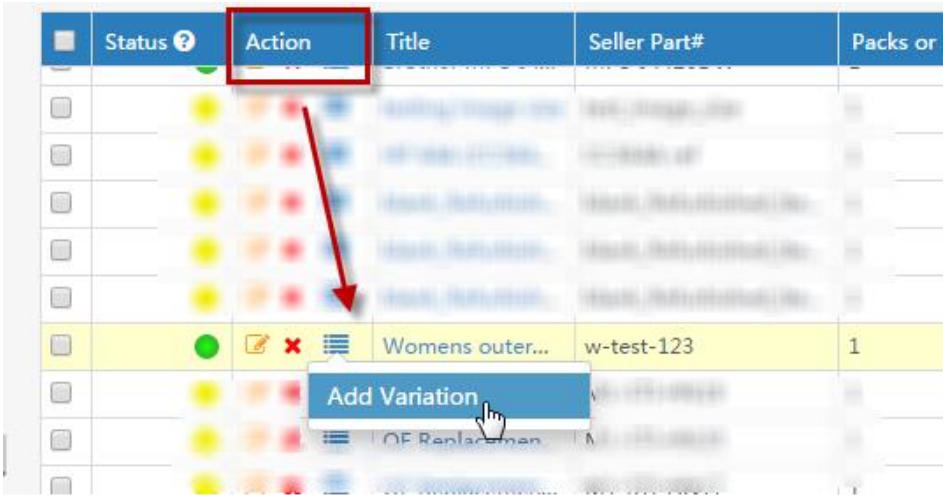
One variation from the group of items must exist before other variants can be added. See "Create a New Item" in this guide for further instructions.

1. Go look up item from Manage Items>Item List

2. Under the Action column

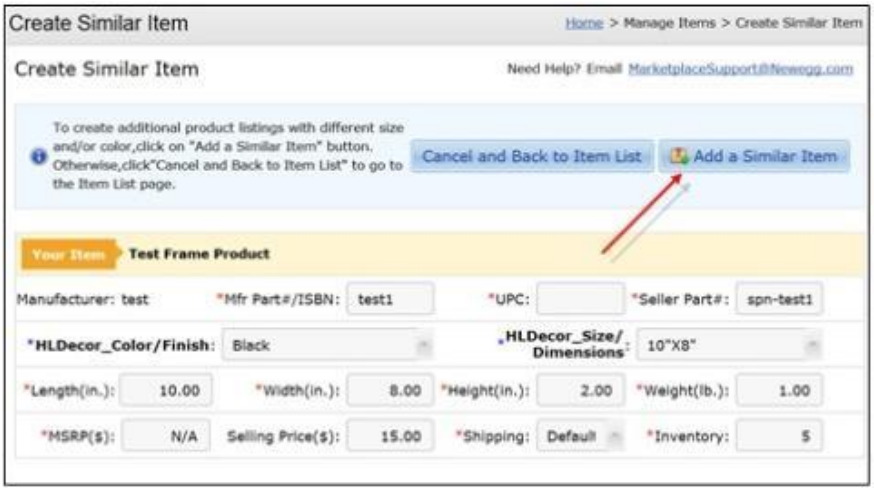
   a. Hover cursor over the icon

   b. click "**Add Variation**"



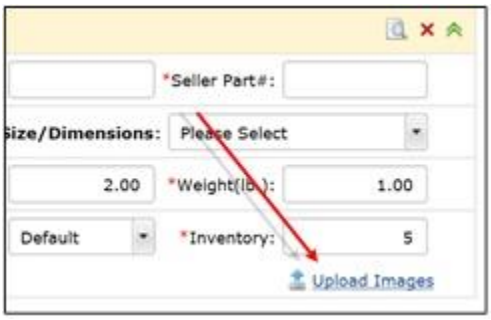
Depending on the subcategory, Add Variation option may not be available.

3. Click **Add a Similar Item** button



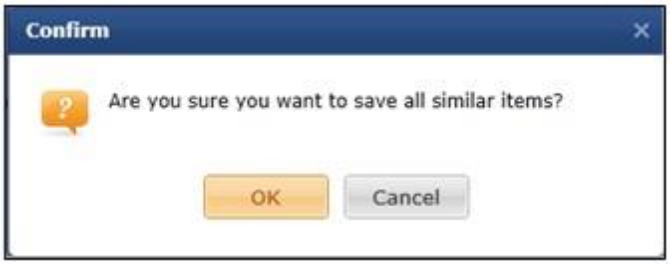
4. Enter Similar Item's Information

5. Upload Images for Similar Item



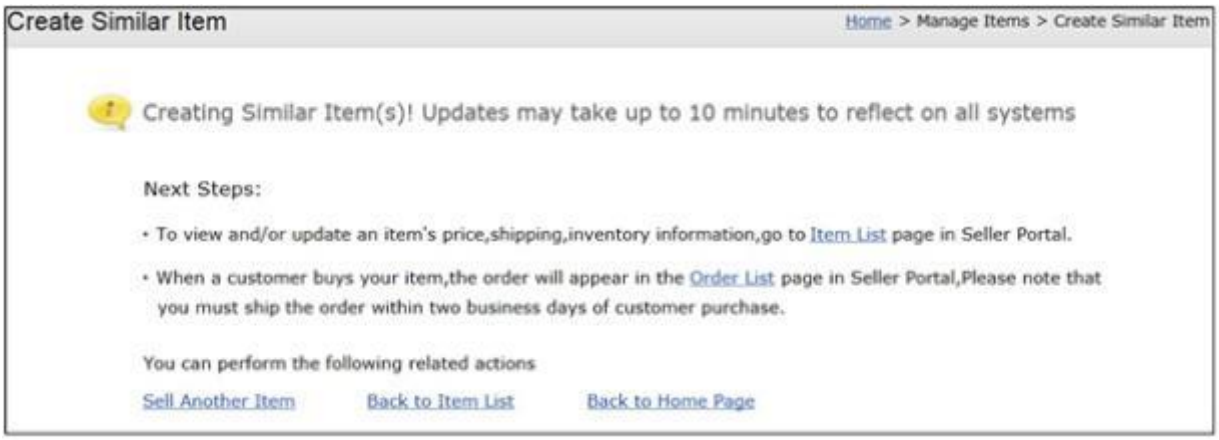
6. Click on the **Save All** button

7. Confirm Similar Item Creation



8. Final Step

You will receive the following confirmation page once the item(s) has been successfully submitted.



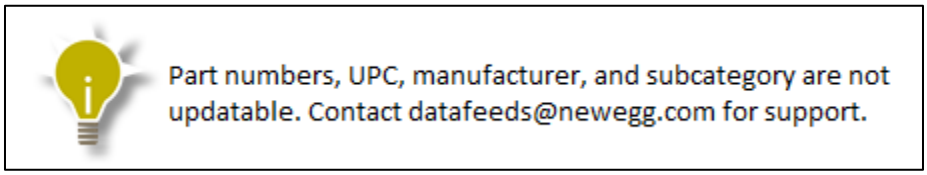
2.3.Edit/Delete Item

1. Look up item from Item List

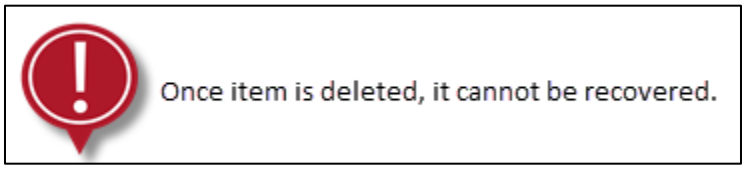
2. Under Action column

a. To Edit, click the icon

See Fill out Basic Information to continue steps.



b. To Delete, click the icon



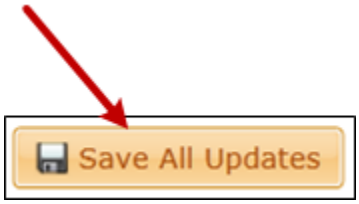
2.4.Update Price and Shipping

1. Look up item(s) from Item List

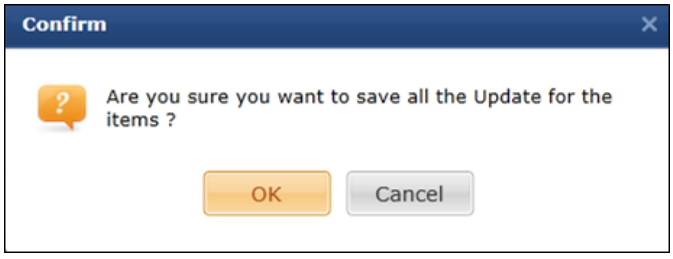
2. Update values straight to the Selling Price and Shipping cells

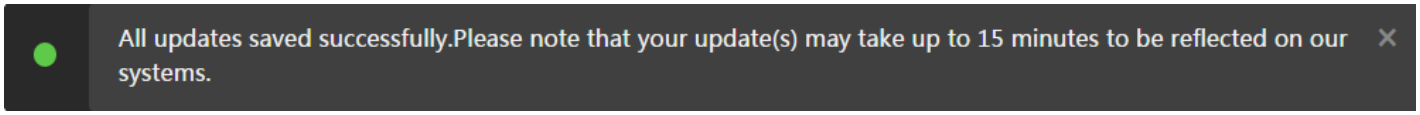
Selling Price	Est.Ship	Shipping
$ 15.00	$ 7.99	Default
$ 15.00	$ 0.00	Default
$ 20.00	$ 0.00	Free
$ 20.00	$ 4.99	Default
$ 10.99	$ 4.99	Free
$ 20.00	$ 4.99	Default

3. Click Save All Updates button



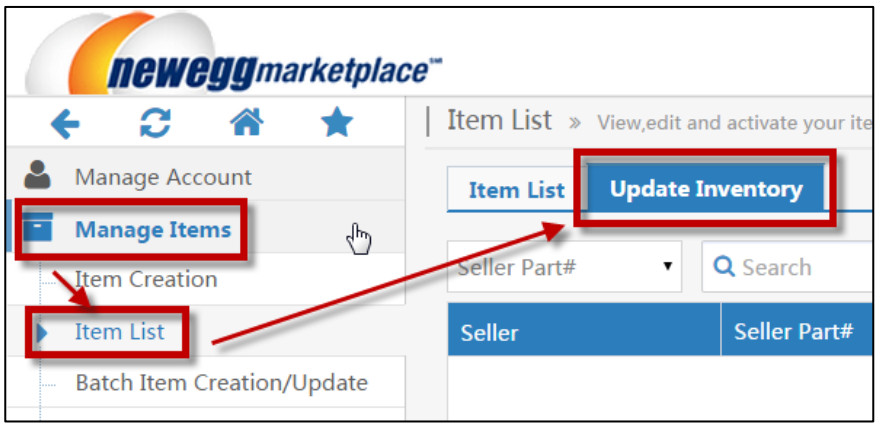
4. Confirm Update



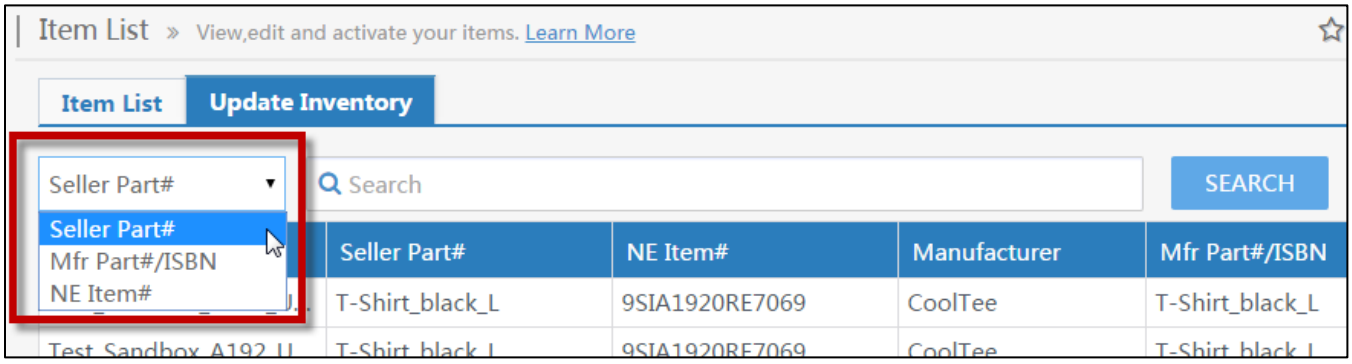


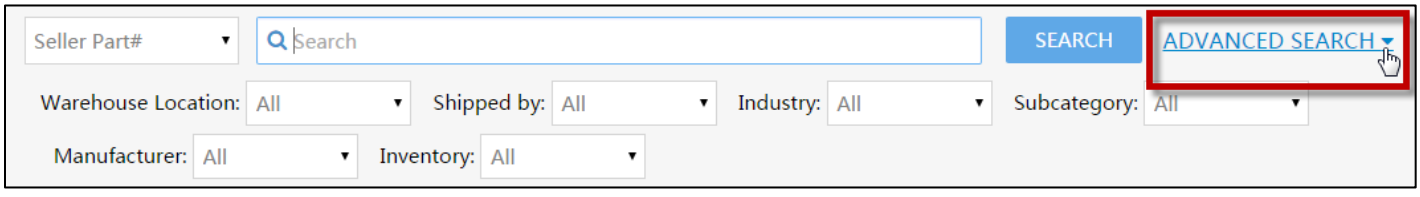
2.5.Update Inventory

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Item List**
3. Select the **Update Inventory** tab

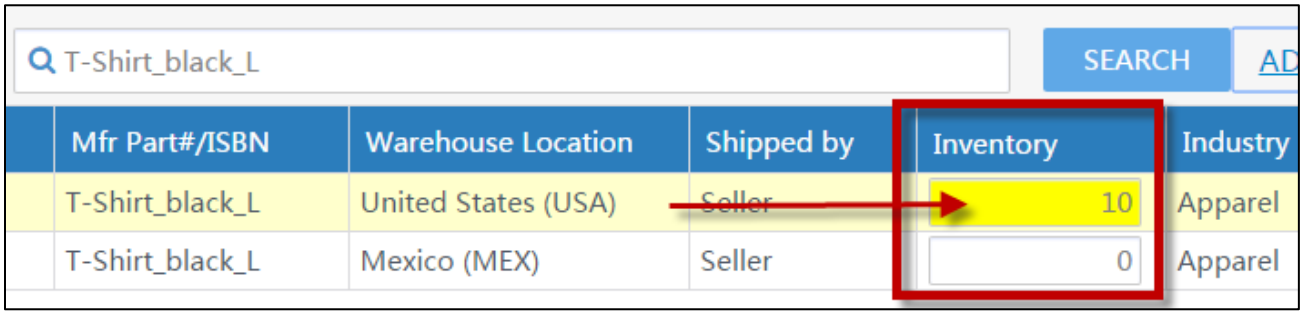


4. Search for item(s) by:
   a. Seller Part #
   b. Manufacturer Part #
   c. Newegg Item #

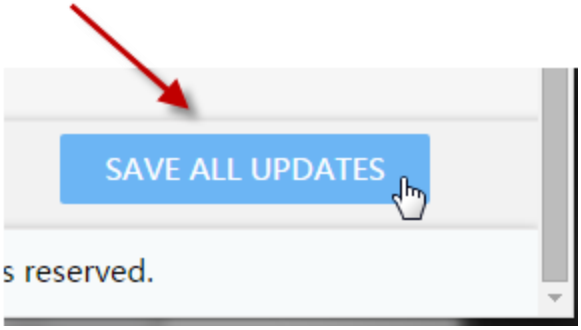




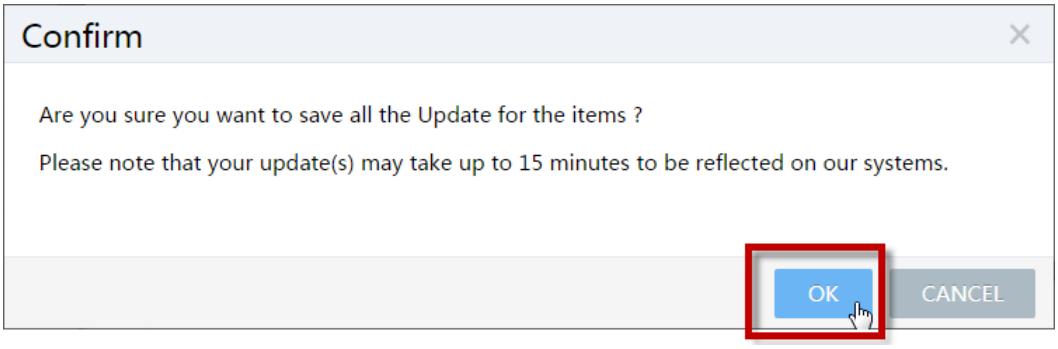
5. Update values straight into the **Inventory** cell for the specific **Warehouse Location**



6. Click **SAVE ALL UPDATES** button



7. Confirm Update



2.6.Activate/Deactivate Item

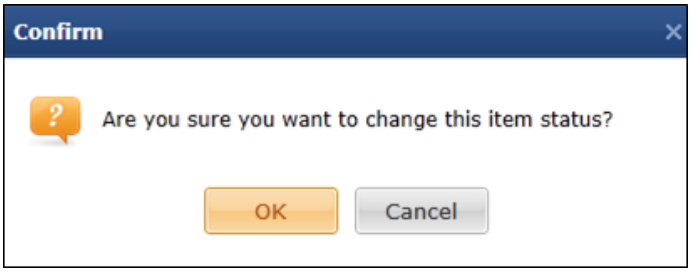
1. Look up item(s) from Item List
2. Under Status column, click activation button

The item's status will show a green light for active (online) and yellow light for inactive (offline). Click the light to change the status.

Activated Item

Deactivated Item

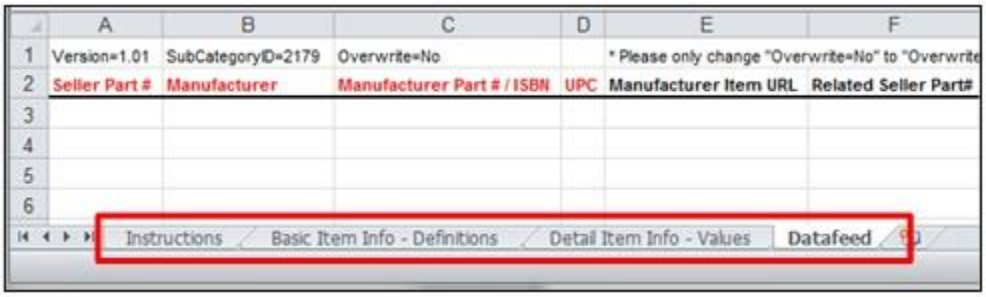
3. Confirm Status Change



3. Batch Create and Update Item Content

3.1. Batch Item Update/Creation Template

Regardless of the data feed format you decide to use (xls, csv, txt, xml), it is highly suggested to download the template in the MS Excel (xls) format. The Excel Template includes the following worksheets that contain valuable information you will need to properly fill out the Datafeed. Template should not be altered in any way otherwise, data feed upload will fail.



- Instructions

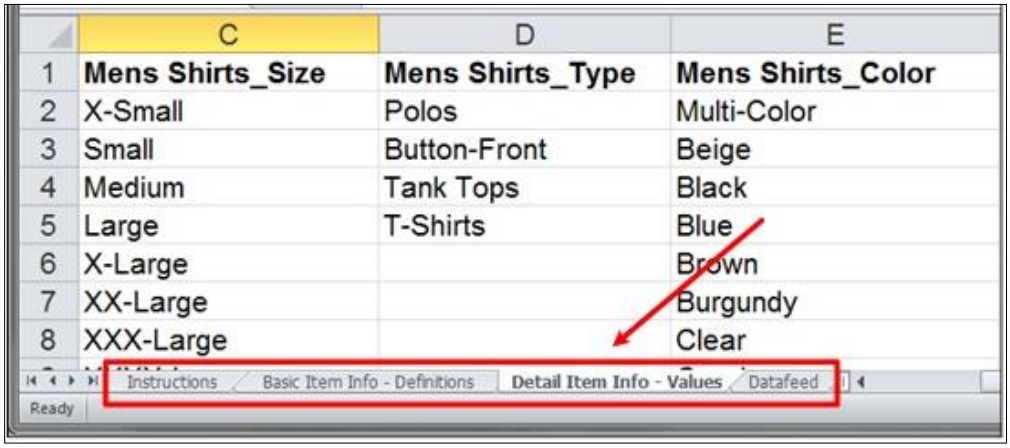
The Instructions sheet provides an overview of how to use the template.

- Basic Item Info – Definitions

This sheet includes definitions and accepted values for all common fields across all data feeds.

- Detail Item Info – Values

This sheet includes accepted property field values that have been pre-defined for the respective subcategory (i.e. Mens Shirts). The worksheet is only included in the Item Creation/Update Data Feed Template. It's best to only use the values found under this sheet for the respective property. If the value you need is not listed, kindly send a request to add your value to mktp.content@newegg.com.



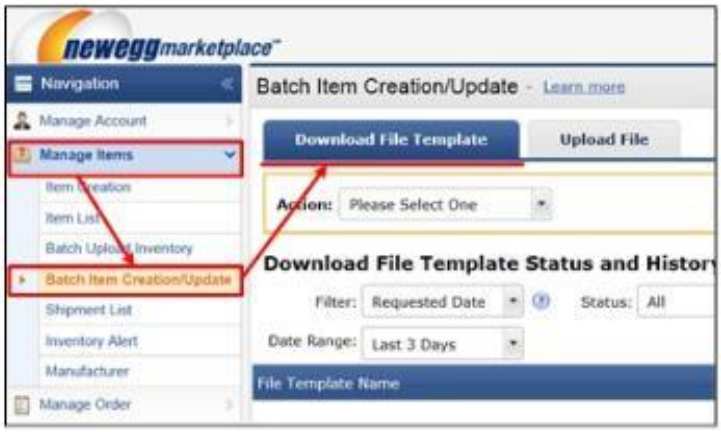
- **Datafeed**

This is the actual worksheet that will be used to enter your product information to create new items or update the items that already exist on your account. The worksheet clearly marks all required fields with header names in red font and group-by properties with header names in blue font.

3.2. Download Data Feed Template

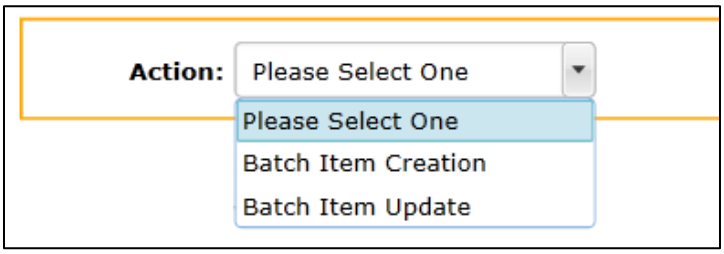
1. Logon to Seller Portal

2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Batch Item Creation/Update**



3. Select the **Download File Template** tab (default option)

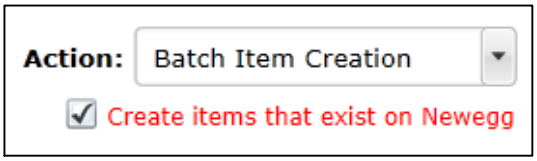
4. Select the **Action**



a) "**Batch Item Creation**"

To download an empty item creation/update or existing item creation data feed template.

To download an Existing Item Creation Template
Check the box where it says:
"Create items that exist on Newegg"



b) "**Batch Item Update**"

To download all your existing items from your Newegg Marketplace account. All items will be downloaded into one data feed for each respective subcategory. This Action can only be performed once every 24 hours.

5. Select the **Template File Format**

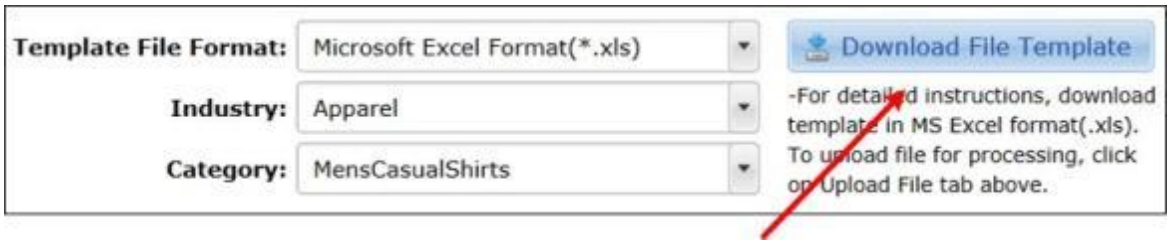
> Under the "Batch Item Update" action, item can only be downloaded in Excel, Text, or CSV templates. XML is not available.

> The MS Excel (*.xls) Template File Format provides further information and details including data definitions and values.

6. Select the **Industry** (i.e. Apparel)
7. Select the **Category** (i.e. MensCasualShirts)

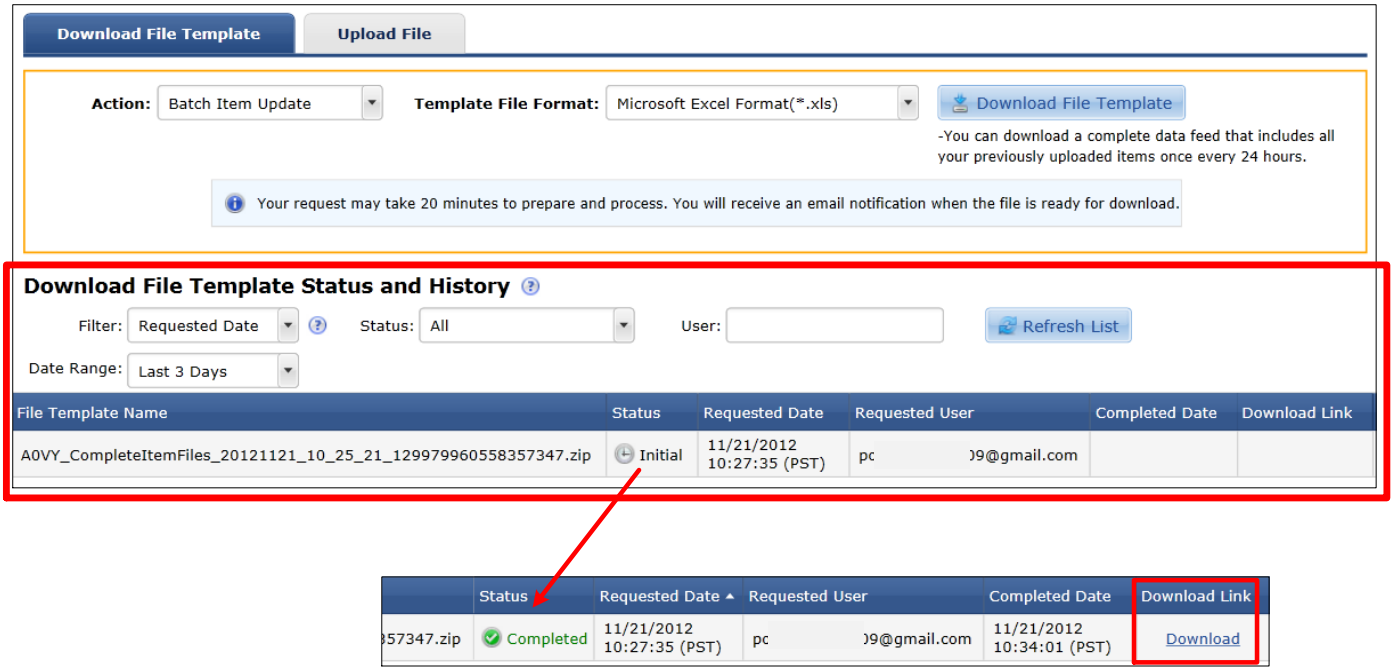
> **Industry** and **Category** menus are unabled when the action "Batch Item Update" is selected.

8. Click the Download File Template button



9. Under the **Download Link** column From the **Download File Template Status and History** Click the **Download** link.

> Time to generate zipped package containing all items in their respective subcategory data feed template will vary.



3.3.Populate Data Feed

1. Enter Item Information

   a. Required fields are marked with red header names and must be properly entered to prevent the item from failing.

   b. To create variation items, see section Batch Group Related/Variant Items for more information.

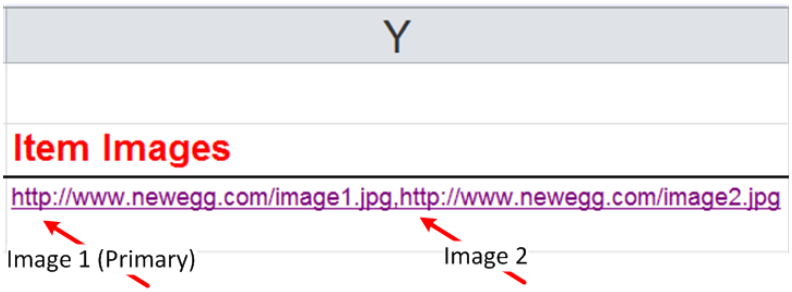
> All subcategory related property/attribute fields are located towards the end of the feed. Missing any of these values may cause your item to be excluded from shopper's search results.

2. Input Image Links

   a. Provide HTTP link to direct image.

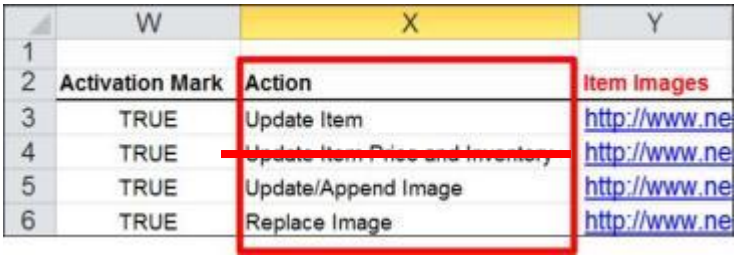
   b. Separate multiple links with comma only. Maximum of seven.

   c. See Item Images definition for image requirements.



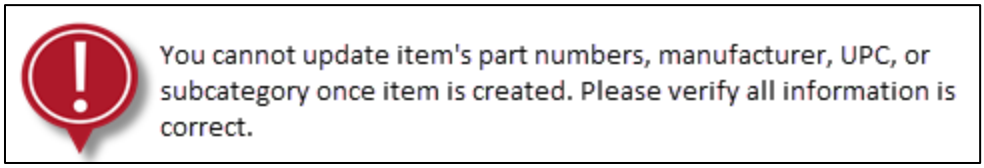
3. Set Activation Mark.

4. Set Action field accordingly.



	W	X	Y
1			
2	**Activation Mark**	**Action**	**Item Images**
3	TRUE	Update Item	http://www.ne
4	TRUE	[illegible]	http://www.ne
5	TRUE	Update/Append Image	http://www.ne
6	TRUE	Replace Image	http://www.ne

5. Upload Data Feed



3.4.Batch Group Related/Variant Items

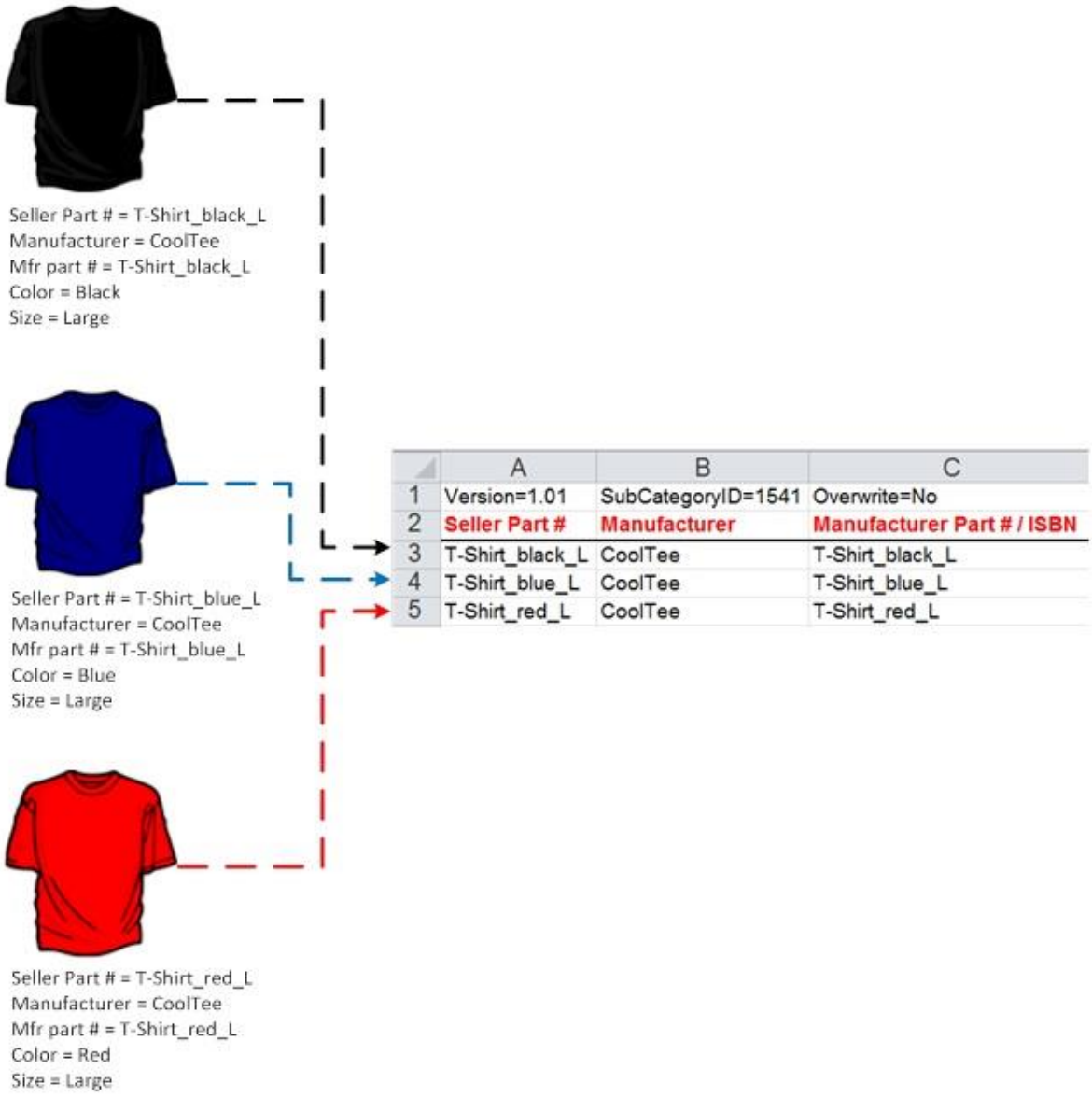
If you offer your item in different variants (i.e. size, color, etc.) then we highly recommend that you group those related items together. This will allow consumers to select each variant from one product page rather than viewing each variant from its own separate listing.

1. Download Data Feed Template in the MS Excel (xls) format

   Download each subcategory's respective data feed to determine its required group-by properties.

2. Input each variant item

   Each variant item needs to be inputted on its separate row and assigned its own unique values for the seller part #, manufacturer part #, and UPC. All items inputted should be real items NOT virtual items.



3. Setup variant item's relationship

Consider the first variant item listed from the group to be the "parent" or "original" item. All other items are considered to be a "child" or "similar" item. Enter the parent's seller part # into the child's Related Seller Part #* field. The parent item should be an actual item for sale NOT a "place-holder" or virtual item. Leave the <u>parent</u> item's **Related Seller Part #** field BLANK.

Parent

Seller Part # = T-Shirt_black_L
Manufacturer = CoolTee
Mfr part # = T-Shirt_black_L
Color = Black
Size = Large

Child

Seller Part # = T-Shirt_blue_L
Manufacturer = CoolTee
Mfr part # = T-Shirt_blue_L
Color = Blue
Size = Large

Child

Seller Part # = T-Shirt_red_L
Manufacturer = CoolTee
Mfr part # = T-Shirt_red_L
Color = Red
Size = Large

	A	E	F	G
1	Version=1.01	* Please only change "Overwrite=No" to "Overwrite=Yes" if you are sure you		
2	Seller Part #	Manufacturer Item URL	Related Seller Part#	Website Short Title
3	T-Shirt_black_L			CoolTee Black T-Shirt
4	T-Shirt_blue_L		T-Shirt_black_L	CoolTee Blue T-Shirt
5	T-Shirt_red_L		T-Shirt_black_L	CoolTee Red T-Shirt

4. Fill in ALL group-by properties

A “group-by” property is an item’s detail property that will be used as one of the variant attribute options that will allow consumers to select from one product page. Each subcategory has its own set of group-by properties. **The Data Feed Template in the MS excel format will mark all of the subcategory’s group-by properties with header names in blue font**. Only values found in the Detail Item Info – Values worksheet can be used for the respective group-by property field.

Parent

Seller Part # = T-Shirt_black_L
Manufacturer = CoolTee
Mfr part # = T-Shirt_black_L
Color = Black
Size = Large

Child

Seller Part # = T-Shirt_blue_L
Manufacturer = CoolTee
Mfr part # = T-Shirt_blue_L
Color = Blue
Size = Large

Child

Seller Part # = T-Shirt_red_L
Manufacturer = CoolTee
Mfr part # = T-Shirt_red_L
Color = Red
Size = Large

Group-By properties

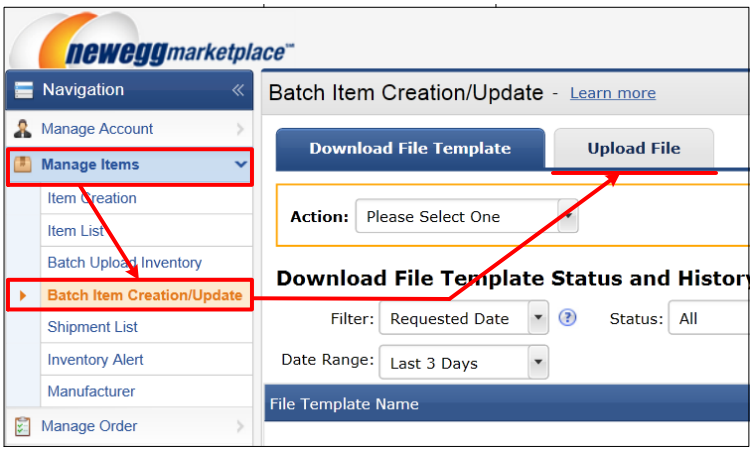
	AI	AJ	AK
1			
2	**Mens Shirts_Size**	**Mens Shirts_Type**	**Mens Shirts_Color**
3	Large	T-Shirts	Black
4	Large	T-Shirts	Blue
5	Large	T-Shirts	Red

5. Final Product page with grouped items

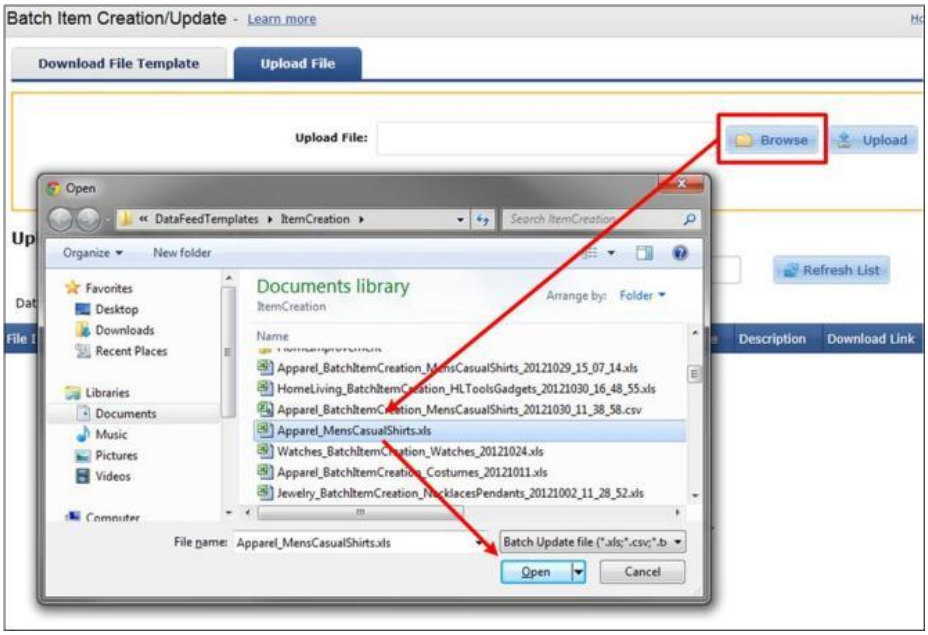
   The product page shows variant options.

3.5.Upload Data Feed

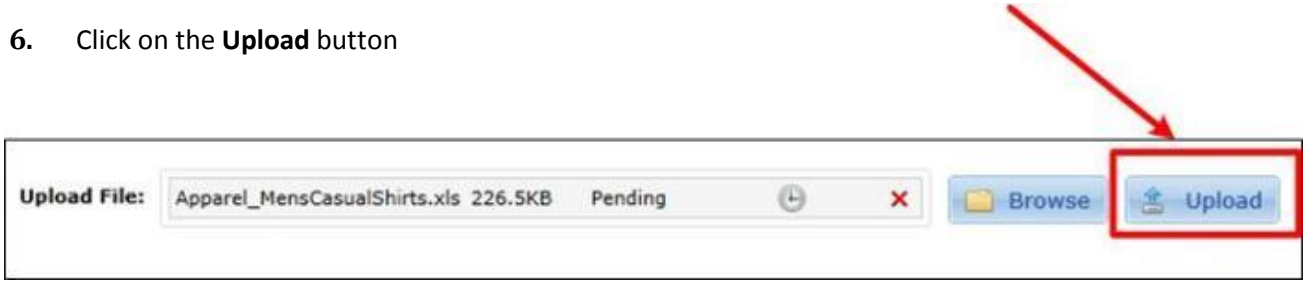
1. Logon to Seller Portal
2. From the **Navigation** panel
   a. Click Manage Items
   b. Click Batch Item Creation/Update
3. Click on the **Upload File** tab



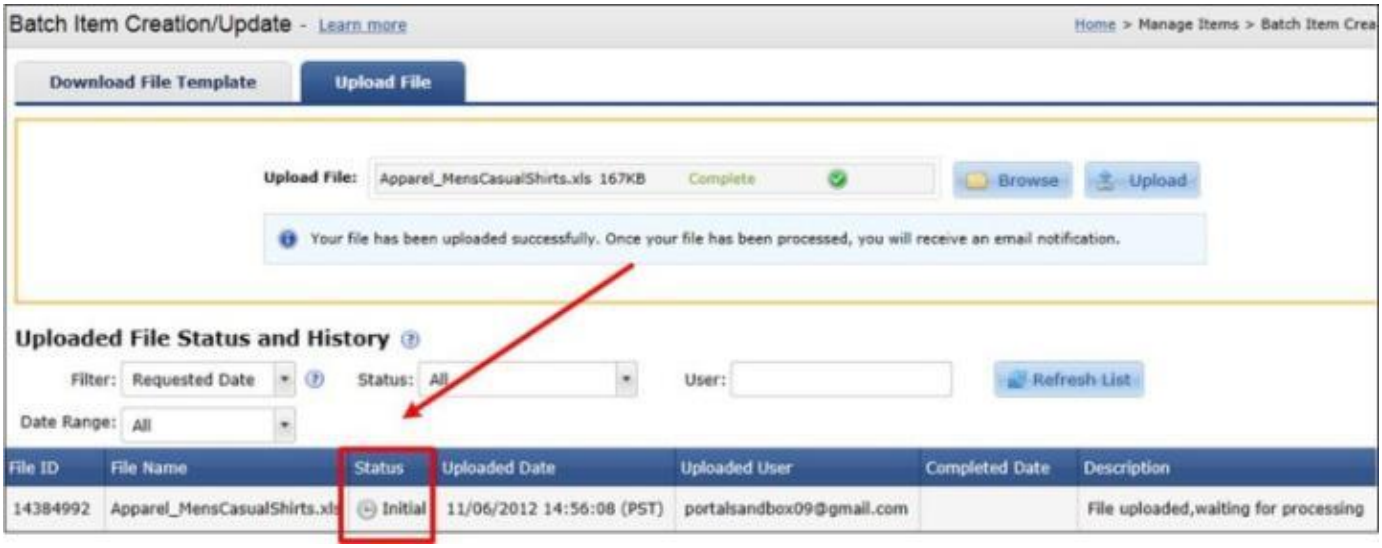
4. Click the **Browse** button
5. From the **Open** pop-up window
   a. Search for and select your data feed
   b. Click the **Open** button



6. Click on the **Upload** button



7. Check feed status under Uploaded File Status and History



Processing times may vary depending on size and number of jobs in process queue.

3.6. View Processing Errors

Check the status and processing errors of data feeds uploaded from the past 60 days.

1. Logon to Seller Portal
1. From the **Navigation** panel
   a. Click Manage Items
   b. Click Batch Item Creation/Update
2. Click the **Upload File** tab

3. Under **Upload File Status and History** Search for uploaded feed

4. Under the Download Link column, click on the >> View Details link

Completed Date	Description	Download Link
11/07/2012 12:35:20 (PST)	Total Records: 4, Successfully Uploaded Records: 2	>> View Details

5. Open Processing Result File

File will contain items that received an error only with description of the error.

	A	B	C	D	E	F
1						
2	ProcessedCount:4	SuccessCount:2	WithErrorCount:2			
3						
4	SubCategoryID	SellerPartNumber	ManufacturerPart NumberOrISBN	UPC		
5	1541	JT1234	JT1234		Error(s). Item not created.	Manufacturer - Manufacturer does not exist! Please submit your manufacturer
6	1541	T-Shirt_blue_XL	T-Shirt_blue_XL		Create SimilarItem Failed.	SellerPartNumber [T-Shirt_blue_XL] is missing value for [MENSSHIRTSSIZE]

4. Batch Update Price

4.1. Batch Item Price Update Template

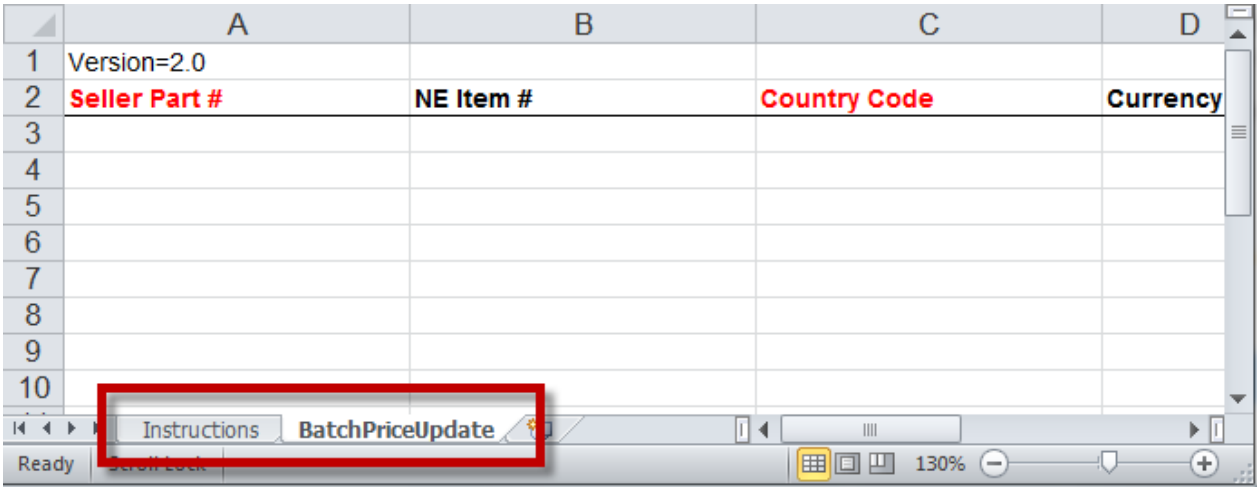
Regardless of the Price feed format you decide to use (xls, csv, txt, xml), it is highly suggested for first time users to download the template in the MS Excel (xls) format. The Excel Template includes the following worksheets that contain valuable information you will need to properly fill out the Price Feed.

- Instructions

  The Instructions sheet provides an overview of how to use the template.

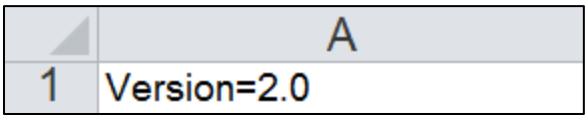
- BatchPriceUpdate

  This is the actual worksheet that will be used to enter your product information. Do not rename the tab otherwise the system will not process your feed.



- Template Header

  The template header includes the version number on the first row. Do not modify or remove from template.

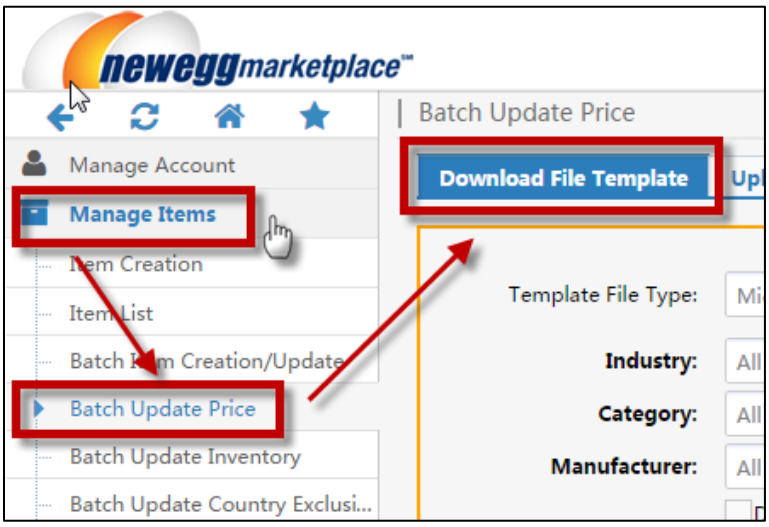


- Data field Header Names

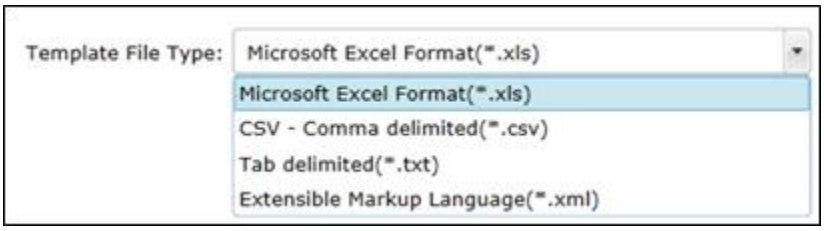
  All data fields should be included. Do NOT modify the format or remove any fields from your price feed. Doing so may cause your items from being properly updated or to fail completely. If the field does not pertain to your item then simply leave the field blank.

4.2.Download Price Feed Template

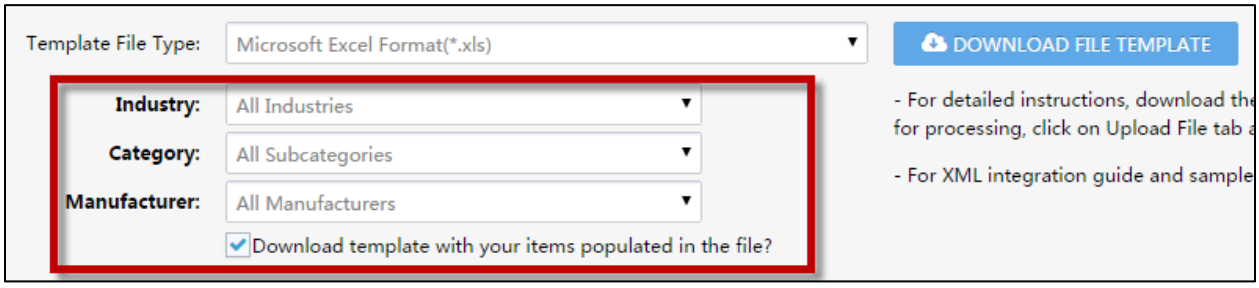
1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Batch Update Price**
3. Click on the **Download File Template** tab (default)



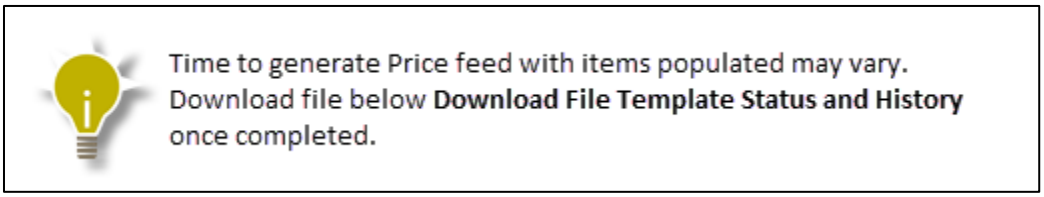
4. Select the **Template File Type**



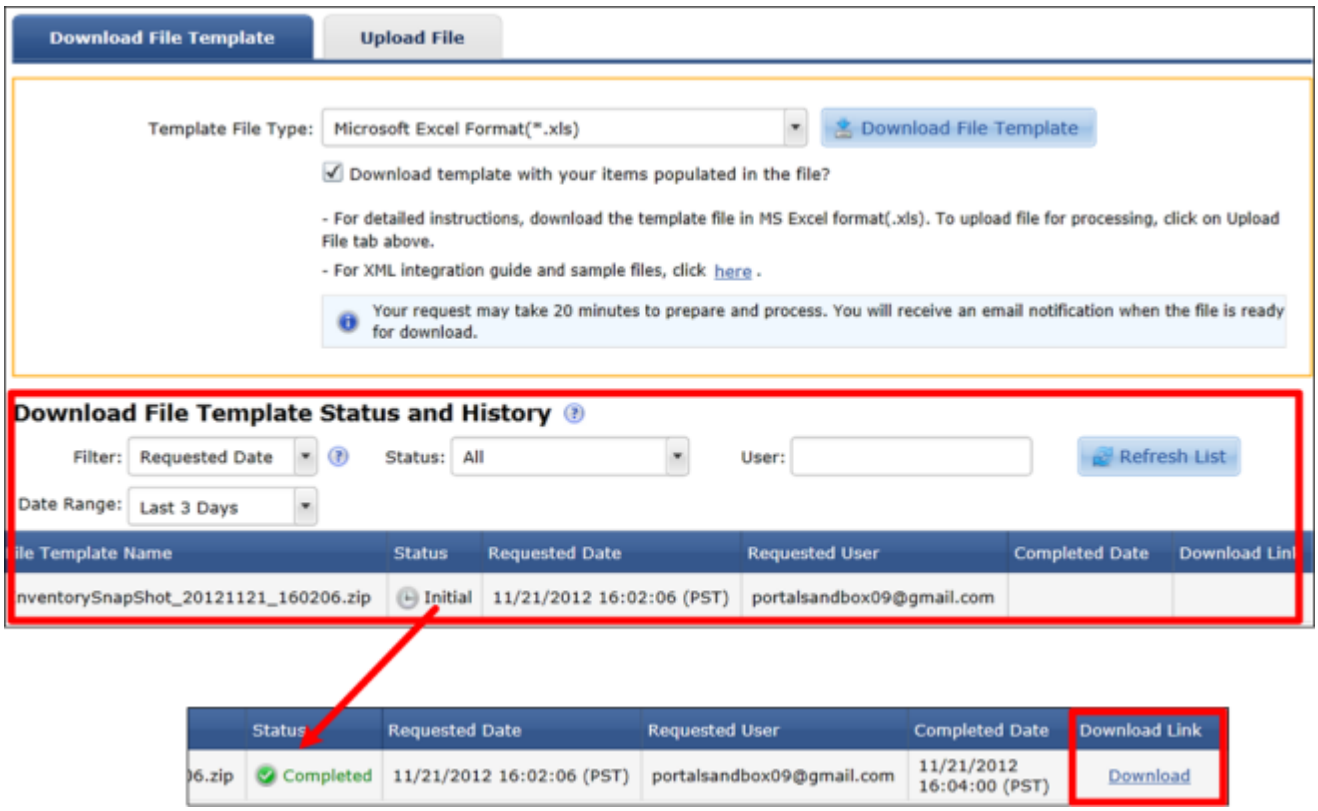
5. Choose settings to **Download template with your items populated in the file**
   a. To Download blank template, uncheck box.
   b. To Download template with your items, keep box checked and set Industry, Category, and Manufacturer options.



6. Click on the **Download File Template** button



7. Click the Download link under the **Download Link** column below the **Download File Template Status and History**



4.3.Populate Price Feed

1. Enter/Update Item Information

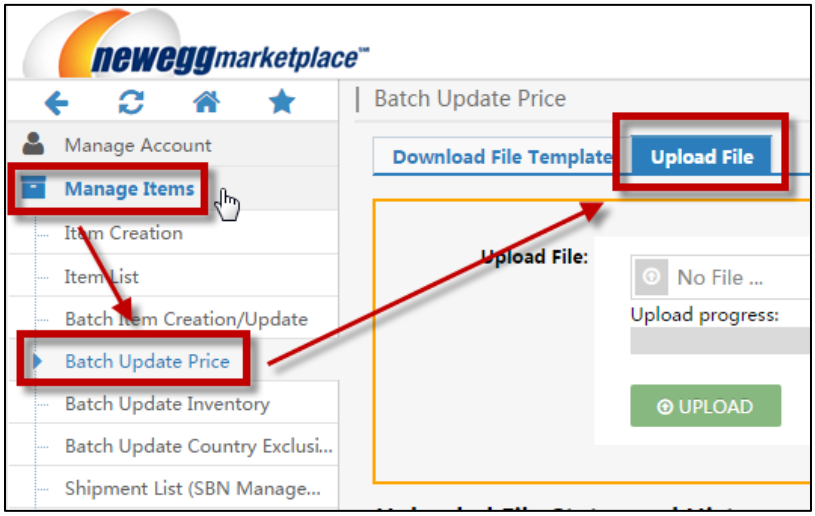
   a. Required fields are marked with red header names and must be properly entered to prevent the item from failing.

	A	B	C	D	E	F	G	H	I	J
1	Version=2.0									
2	**Seller Part #**	**NE Item #**	**Country Code**	**Currency**	**MSRP**	**MAP**	**Checkout MAP**	**Selling Price**	**Shipping**	**Activation Mark**
3	A001	9SIA1923281210	USA	USD	5.00	0	False	5.00	default	True
4	A001	9SIA1922KG2918	AUS	AUD	6.45	0	False	6.45	default	True
5	A002	9SIA1922KG2917	USA	USD	10.00	0	False	10.00	default	True
6	A003	9SIA1922KG2916	USA	USD	9.99	0	False	9.99	default	True

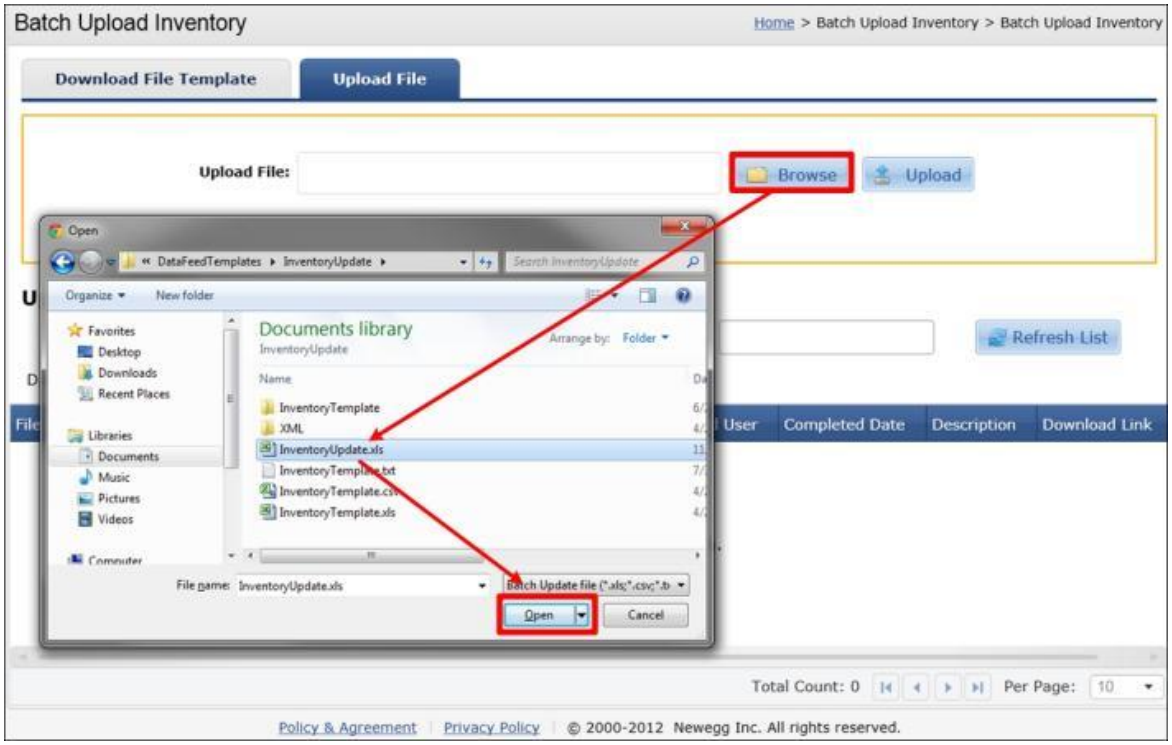
See **Instruction** sheet in the MS Excel (*.xls) Template for further data definitions and instrutions.

To Activate or Deactivate an item, set the its **Activation Mark** field to **TRUE** or **FALSE** respectively.

4.4.Upload Price Feed

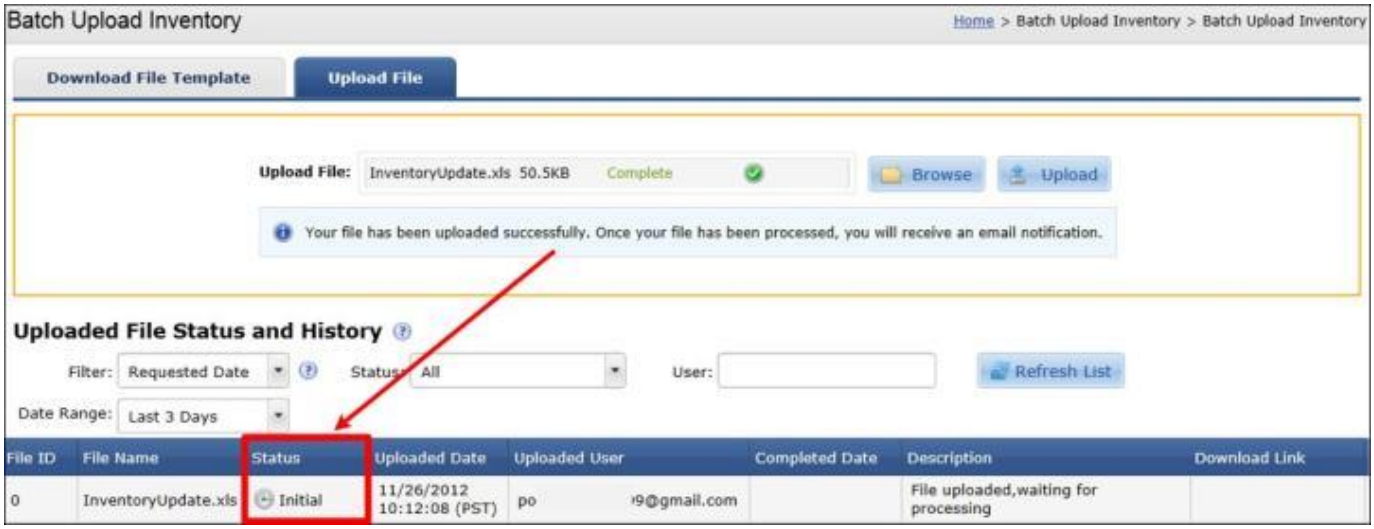


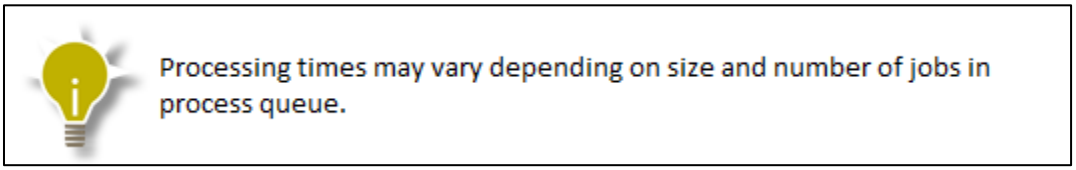
1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Batch Update Price**
3. Click on the **Upload File** tab
4. Click the **Browse** button
5. From the **Open** pop-up window
   a. Search for and select your data feed
   b. Click the **Open** button



6. Click on the **Upload** button

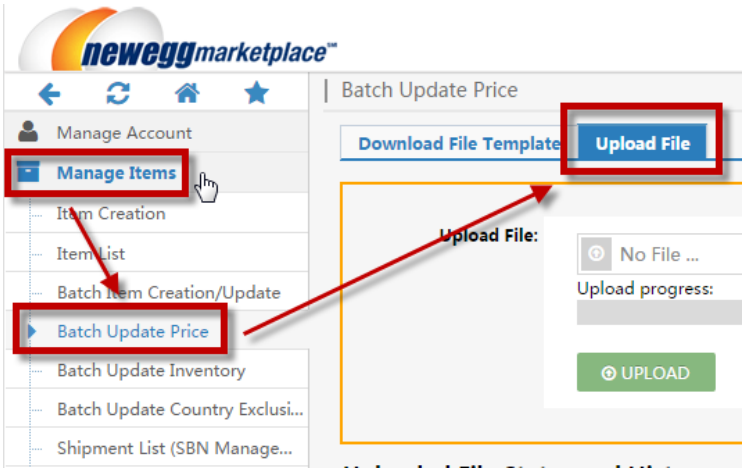
7. Check feed status under Uploaded File Status and History





4.5.View Price Processing Errors

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Batch Update Price**
3. Click the **Upload File** tab



4. Search for file under the **Uploaded File Status and History**

5. Click on the >> View Details link under the **Download Link** column

6. Open Inventory Processing Result File

   File will contain items that received an error only with description of the error.

5. Batch Update Inventory

5.1. Batch Item Inventory Update Template

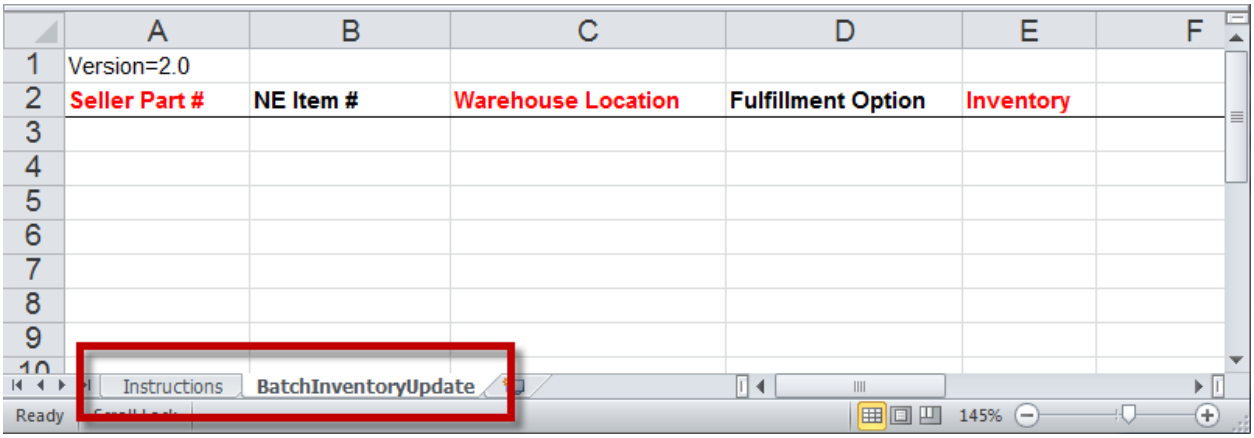
Regardless of the Inventory feed format you decide to use (xls, csv, txt, xml), it is highly suggested for first time users to download the template in the MS Excel (xls) format. The Excel Template includes the following worksheets that contain valuable information you will need to properly fill out the Inventory Feed.

- Instructions

  The Instructions sheet provides an overview of how to use the template.

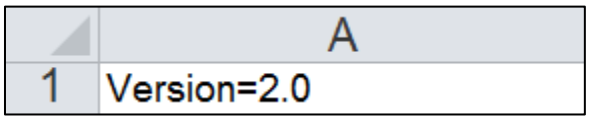
- BatchInventoryUpdate

  This is the actual worksheet that will be used to enter your product information. Do not rename the tab otherwise the system will not process your feed.



- Template Header

  The template header includes the version number on the first row. Do not modify or remove from template.

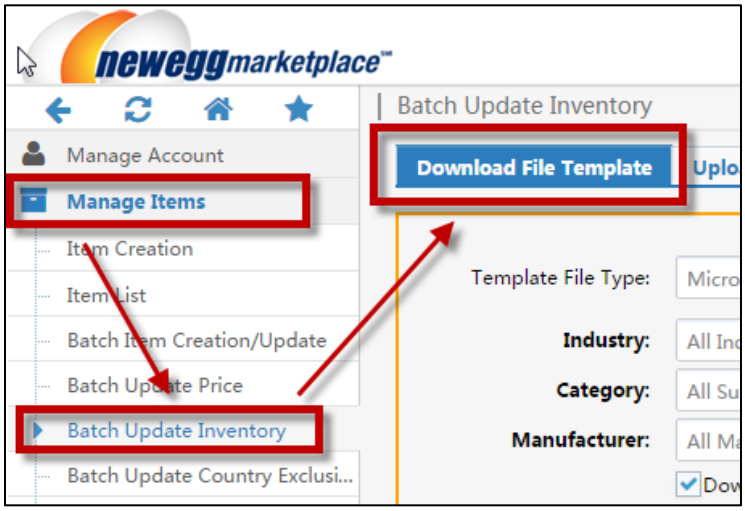


- Data field Header Names

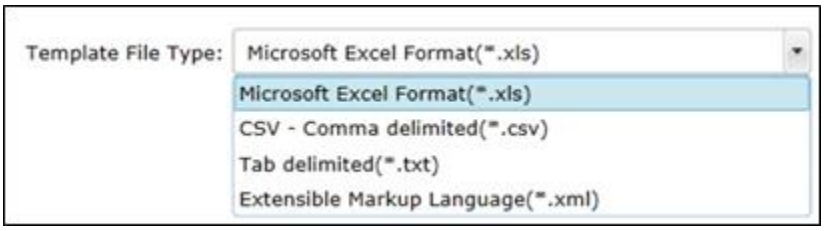
  All data fields should be included. Do NOT modify the format or remove any fields from your inventory feed. Doing so may cause your items from being properly updated or to fail completely. If the field does not pertain to your item then simply leave the field blank.

5.2.Download Inventory Feed Template

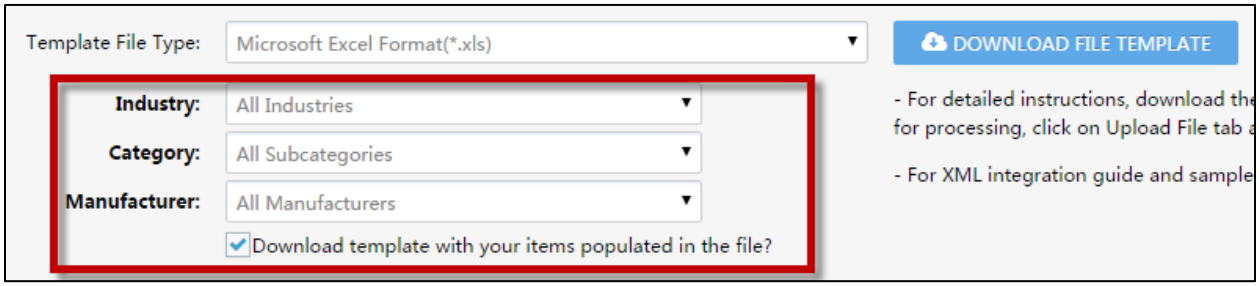
1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Batch Update Inventory**
3. Click on the **Download File Template** tab (default)



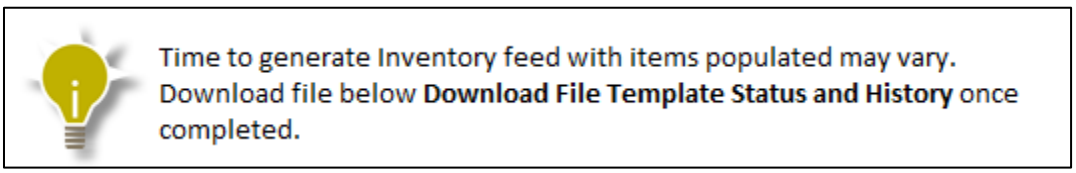
4. Select the **Template File Type**



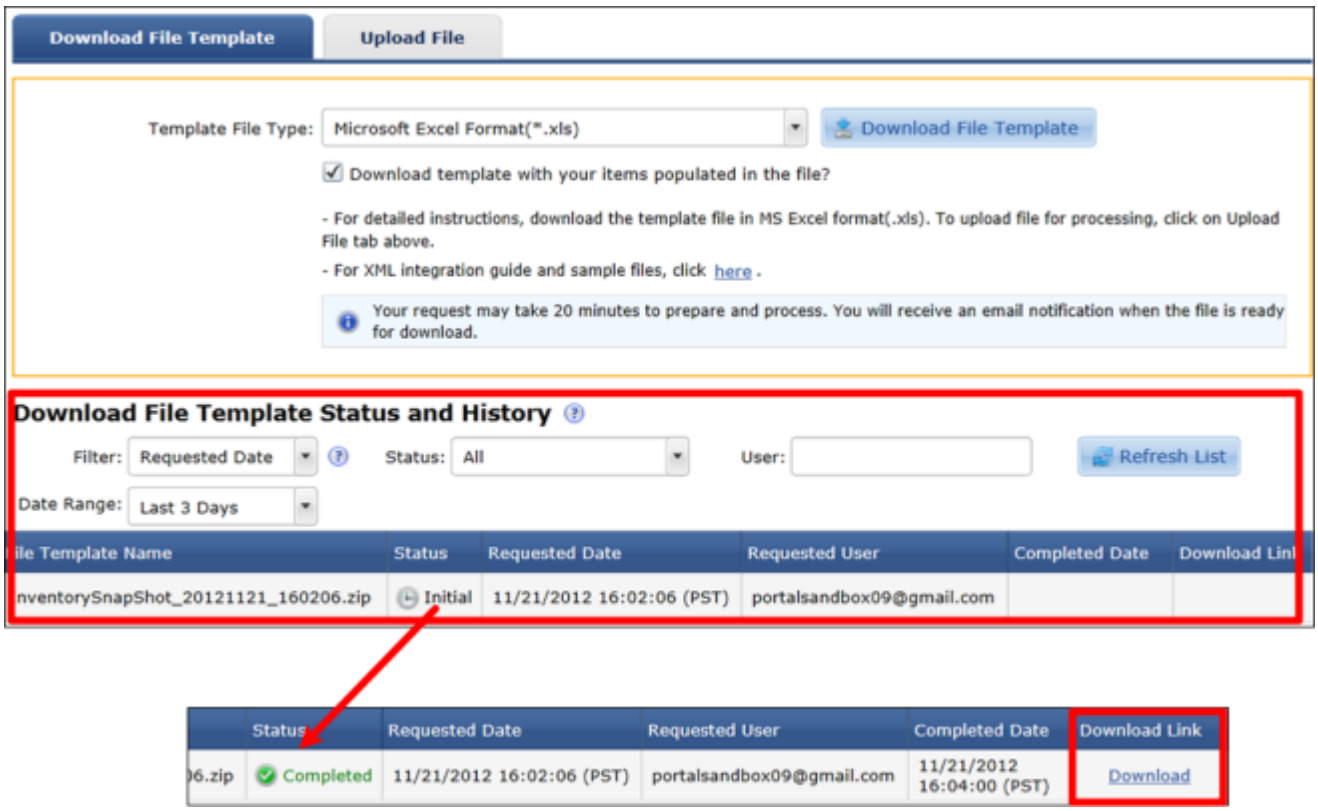
5. Choose settings to **Download template with your items populated in the file**
   a. To Download blank template, uncheck box.
   b. To Download template with your items, keep box checked and set Industry, Category, and Manufacturer options.



6. Click on the **Download File Template** button



7. Click the Download link under the **Download Link** column below the **Download File Template Status and History**



5.3.Populate Inventory Feed

1. Enter/Update Item Information

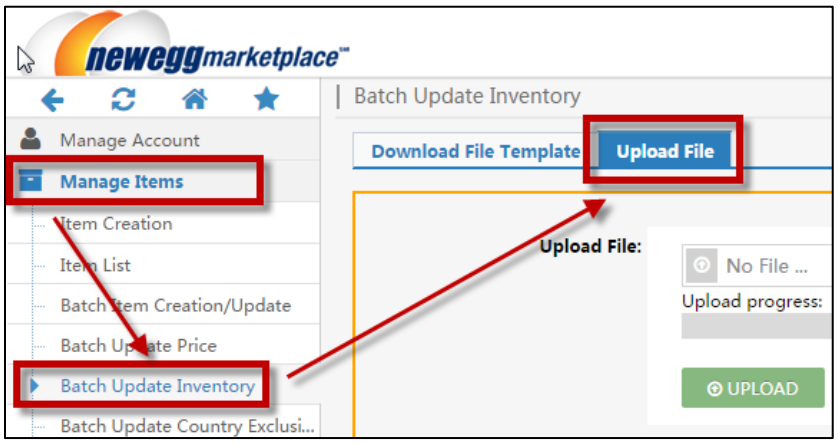
   a. Required fields are marked with red header names and must be properly entered to prevent the item from failing.

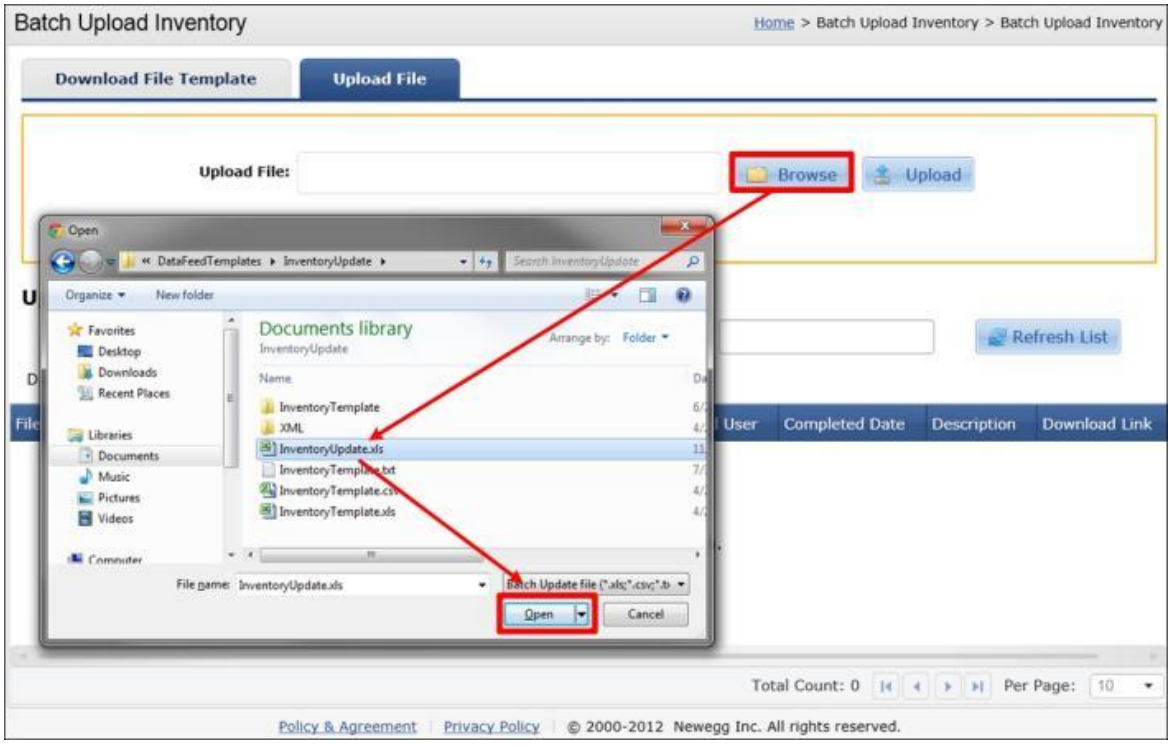
	A	B	C	D	E
1	Version=2.0				
2	**Seller Part #**	**NE Item #**	**Warehouse Location**	**Fulfillment Option**	**Inventory**
3	A001	9SIA1923281210	USA	Seller	25
4	A001	9SIA1922KG2918	MEX	Seller	10
5	A002	9SIA1922KG2917	USA	Seller	20
6	A003	9SIA1922KG2916	USA	Seller	51

See **Instruction** sheet in the MS Excel (*.xls) Template for further data definitions and instrutions.

5.4.Upload Inventory Feed

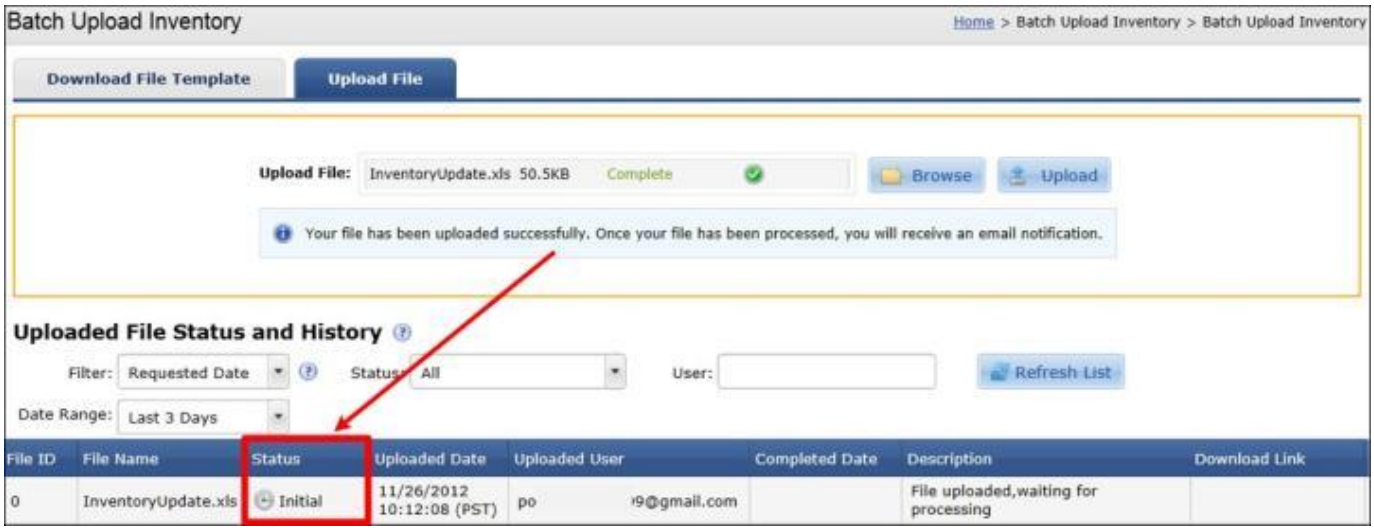
1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Batch Update Inventory**
3. Click on the **Upload File** tab
4. Click the **Browse** button
5. From the **Open** pop-up window
   a. Search for and select your data feed
   b. Click the **Open** button





6. Click on the Upload button

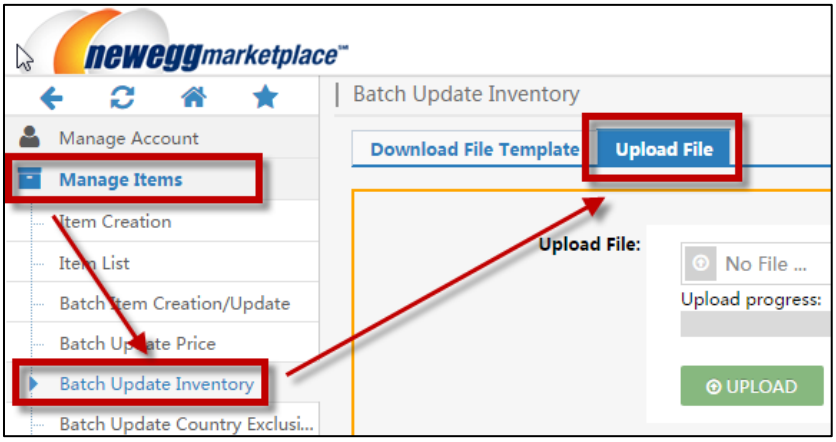
7. Check feed status under Uploaded File Status and History



Processing times may vary depending on size and number of jobs in process queue.

5.5.View Inventory Processing Errors

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Batch Update Inventory**
3. Click the **Upload File** tab



4. Search for file under the **Uploaded File Status and History**

5. Click on the >> View Details link under the **Download Link** column

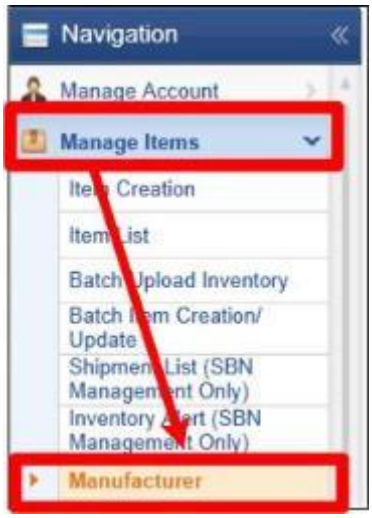
6. Open Inventory Processing Result File

   File will contain items that received an error only with description of the error.

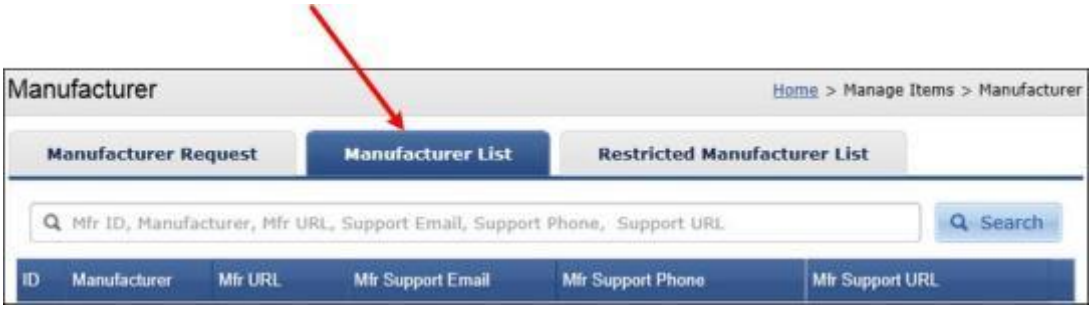
6. Manufacturer List

All manufacturer/brand names must be pre-approved before they can be used to create an item. In Seller Portal, you can search through our database of accepted manufacturer names and/or submit a request to add a new one.

6.1. Look up Manufacturer



1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Items**
   b. Click **Manufacturer**
3. Click the **Manufacturer List** tab



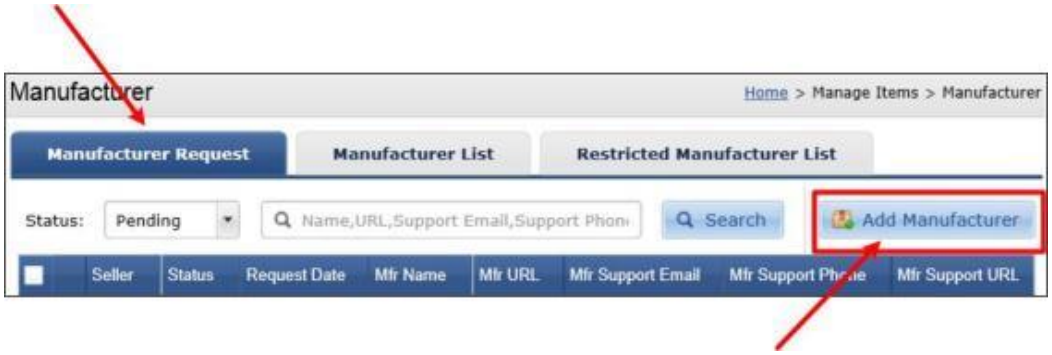
4. Search for manufacturer by:
   a. Manufacturer ID (Newegg's internal identification)
   b. Manufacturer Name
   c. Manufacturer URL
   d. Manufacturer Support Email
   e. Manufacturer Support Phone
   f. Manufacturer Support URL

For best search results, enter part of the manufacturer name instead of the entire name (i.e. "Sony" vs. "Sony Electronics Inc.").

6.2.Manufacturer Request

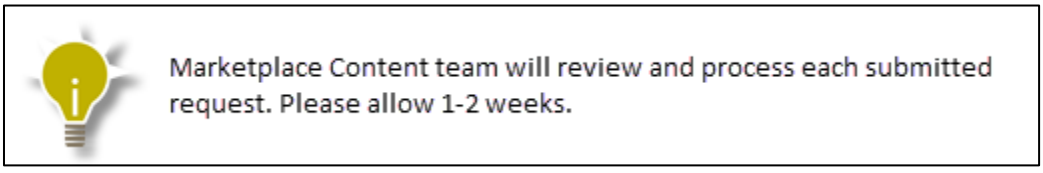
Sumbit request to add a new Manufacturer name to the approved Manufacturer List.

1. Go to **Manage Items**> **Manufacturer**
2. Click **Manufacturer Request** tab
3. Click the **Add Manufacturer** button



4. Enter all requested information

5. Submit request
   a. Click "**Submit & New**" to submit request and add another manufacturer.
   b. Click "**Submit & Close**" to submit request and return to Seller Portal.



7. Manage Order with Seller Portal

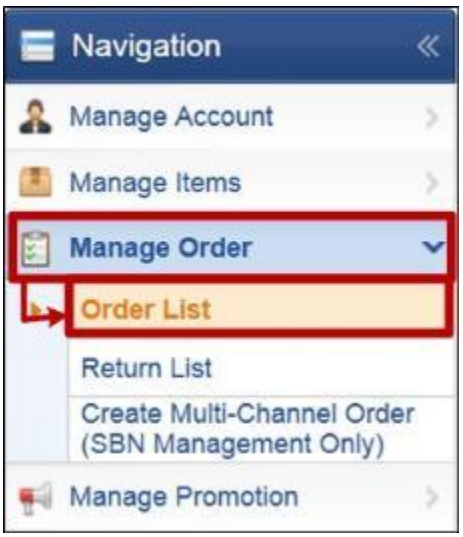
After a customer places an order, Newegg Marketplace will verify the payment information and order details. Once the order is verified, Newegg Marketplace will notify you by:

a. Sending a notification email to your default account. Please also check your seller account in Seller Portal for current order status.

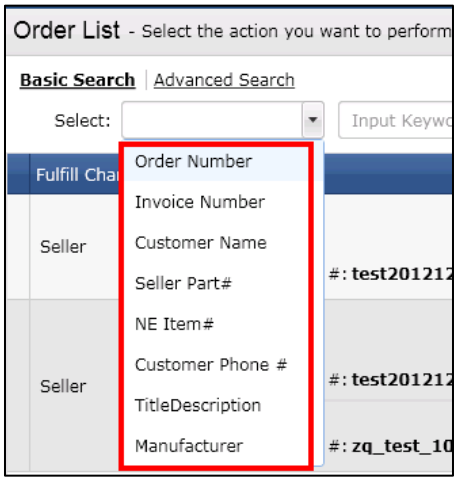
b. For FTP users, Newegg will also upload an order file every hour to your directory /Outbound/OrderList/

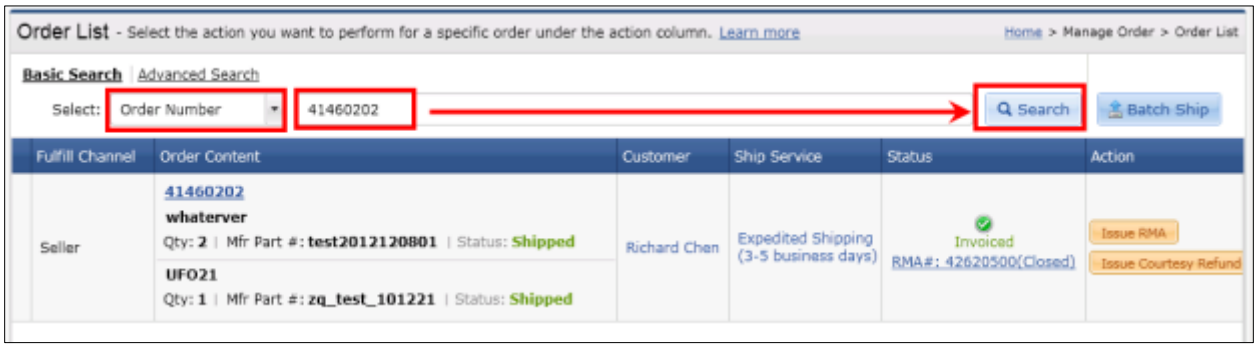
7.1.Ship/Void Order

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Order**
   b. Click **Order List**



3. Search Order(s) by:
   a. Order Number
   b. Invoice Number
   c. Customer Name
   d. Seller Part #
   e. NE Item #
   f. Customer Phone #
   g. Title Description
   h. Manufacturer

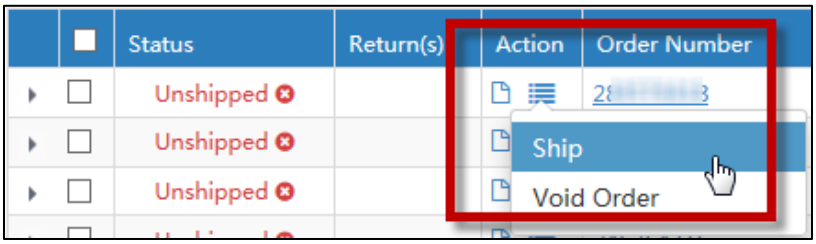




4. Under the **Action** column, hover cursor over the icon

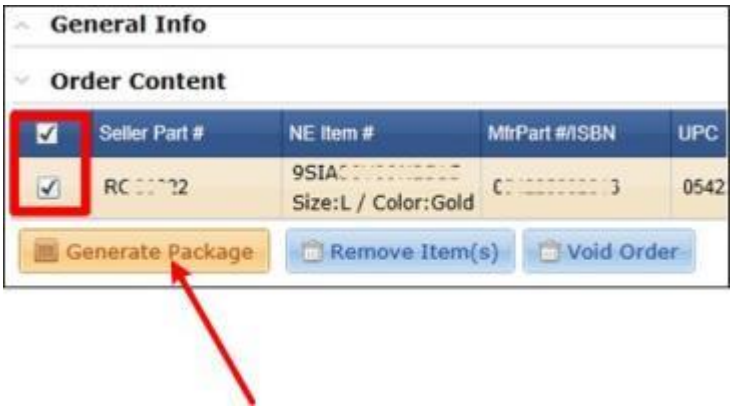
   a. To ship order, "**Ship**"

   b. To void order, Click "**Void Order**"



5. Under Order Content, select item(s) to include in package list

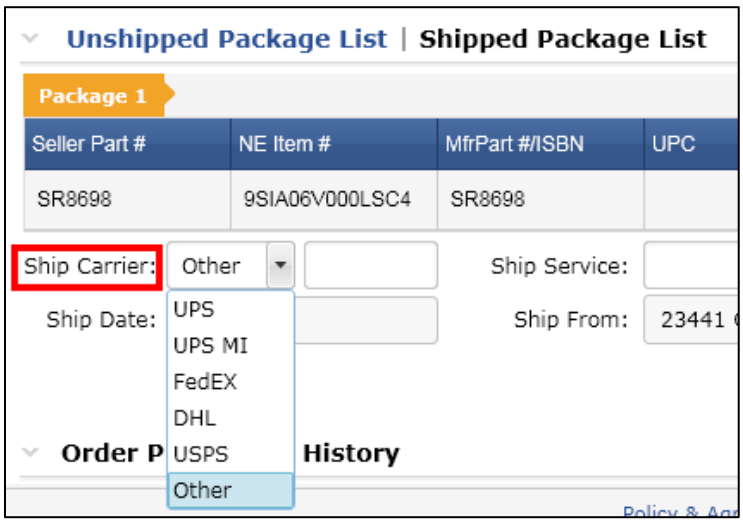
6. Click **Generate Package** button



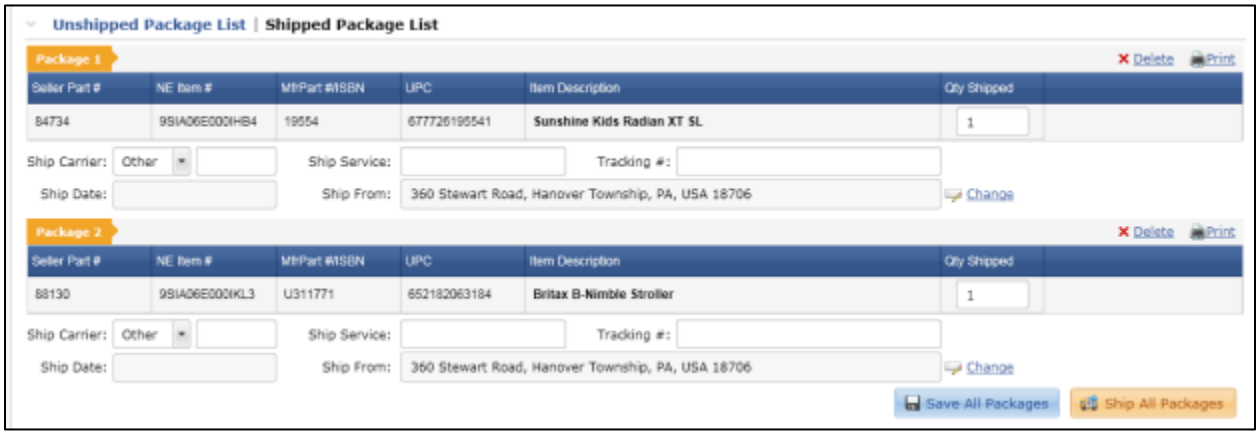
Multiple packages may be generated.

Generated Packages will appear under **Unshipped Package List.**

7. Select the package's **Shipping Carrier**
8. Enter the Shipping Service (i.e. "Ground")
9. Enter the **Tracking #**



10. Print Package List
11. Click **Ship All Packages** button



Order will not be processed by clicking the "**SAVE ALL PACKAGES**" button. You must click the "**SHIP ALL PACKAGES**" for the order to by processed.

8. Batch Ship Orders

8.1. Batch Order Shipping Template

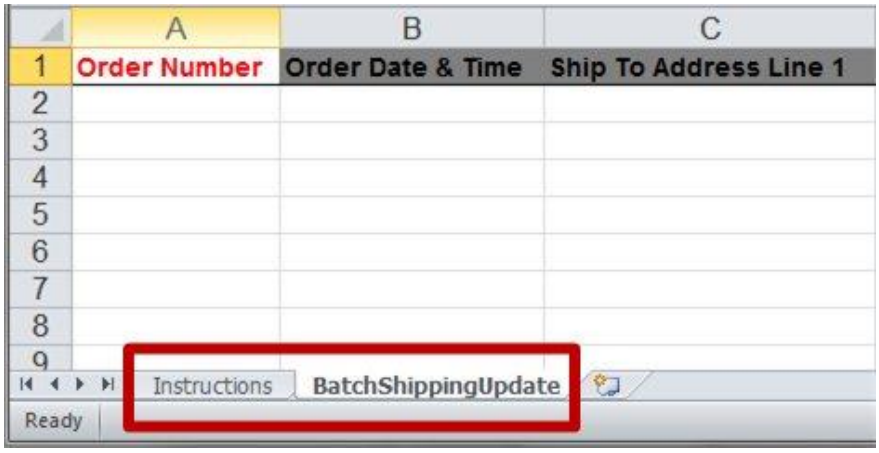
Regardless of the format you decide to use (xls, csv, txt, xml), it is highly suggested to download the template in the MS Excel (xls) format. The Excel Template includes the following worksheets that contain valuable information you will need to properly fill out the Batch Shipping file.

- Instructions

  The Instructions sheet provides an overview of how to use the template including a detailed review of each field in the template.

- BatchShippingUpdate

  This is the actual worksheet in which you enter your Shipping info, using the specifications listed in the Instructions tab. This worksheet contains column headings (field names) representing each of the fields in your Ship Notice file. It has color-coded column headers to indicate whether the field is **required (red) or desired (black).**

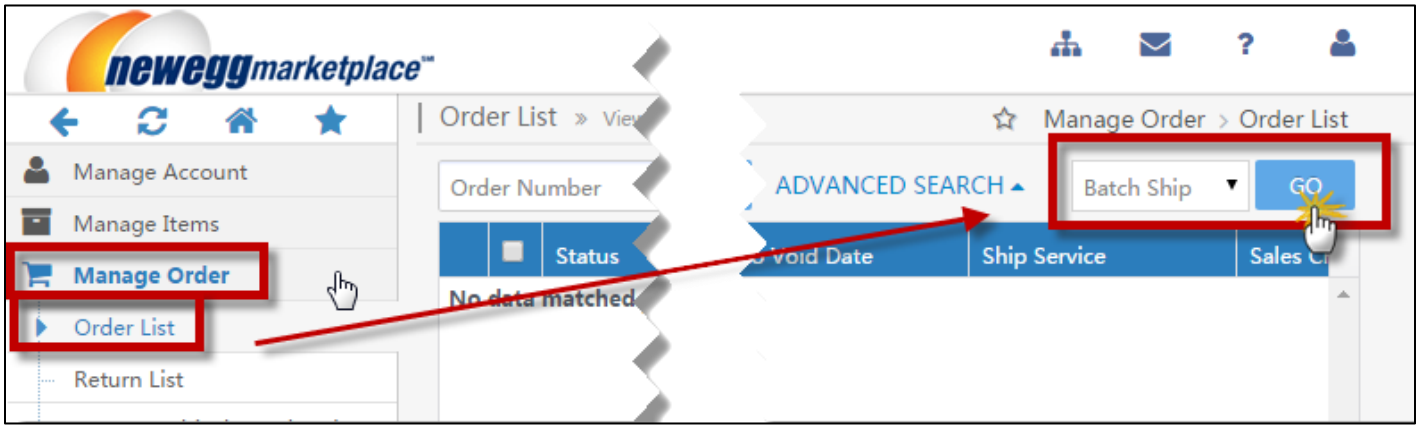


- Data field Header Names

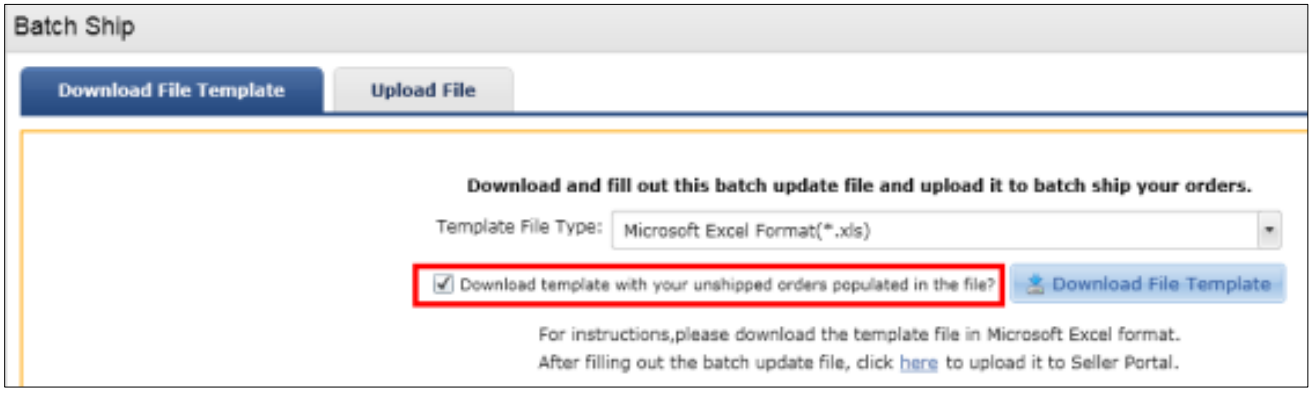
  All data fields should be included. Do NOT modify the format or remove any fields from your inventory feed. Doing so may cause your items from being properly updated or to fail completely. If the field does not pertain to your item then simply leave the field blank.

8.2. Download Order Shipping Template

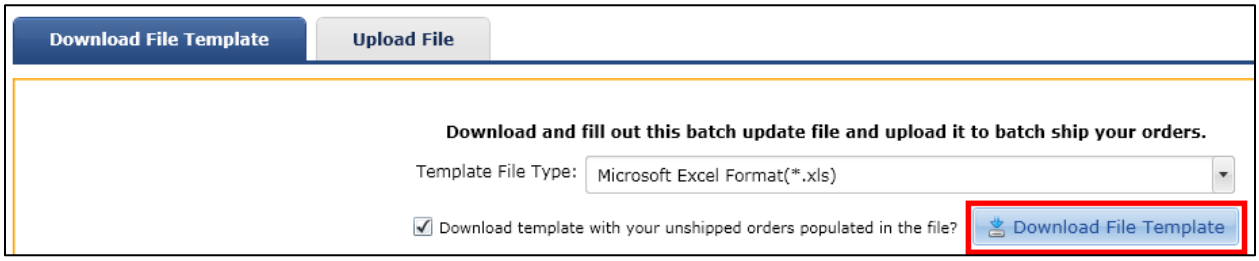
1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Order**
   b. Click **Order List**
3. Select "**Batch Ship**" from drop-down menu (default)
4. Click the **GO** button

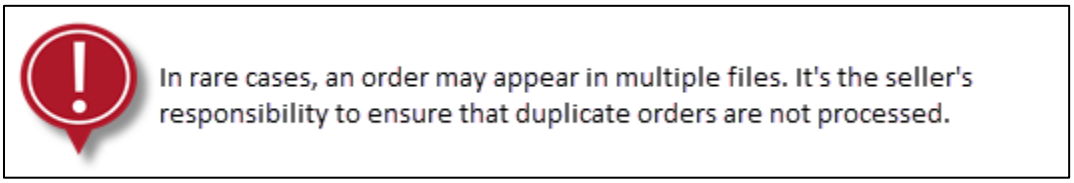


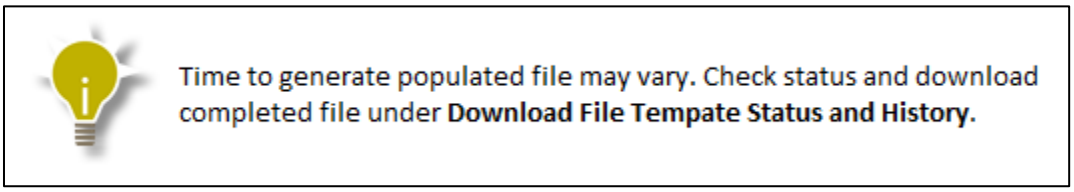
5. Select download options
   a. Select the **Template File Type** (i.e. xls, csv, txt, xml)
   b. Check box to download template with your unshipped orders populated in the file (default)
   c. Uncheck box to download empty order/shipping template

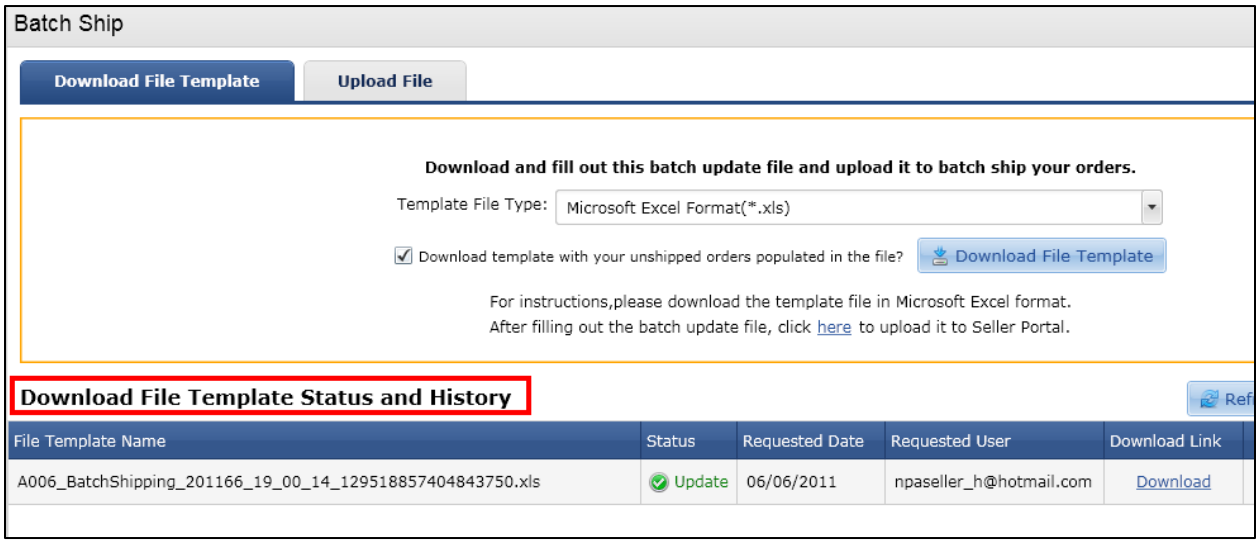


6. Click the **DOWNLOAD FILE TEMPLATE** button









8.3. Complete Batch Shipping File

1. Complete Required Order Shipping Details

a. Quantity Shipped

Number of units the item was shipped in this package

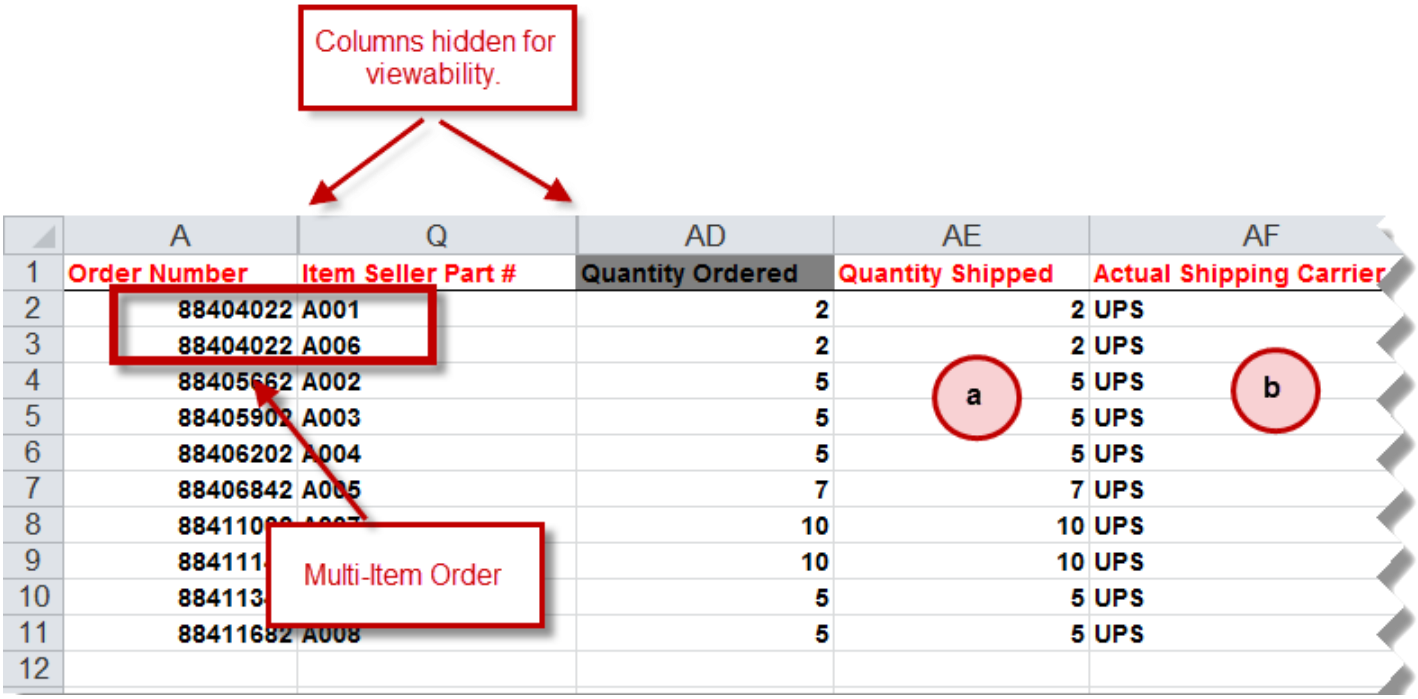
An item that has been ordered with a multiple quantity must be shipped and processed entirely. Items may be shipped in multiple packages with different tracking #'s but the must be processed in the same file.

b. Actual Shipping Carrier

c. Actual Shipping Method

d. Tracking Number

The tracking number of this package. The tracking number cannot reused from previous orders.



	A	Q	AD	AE	AF
1	Order Number	Item Seller Part #	Quantity Ordered	Quantity Shipped	Actual Shipping Carrier
2	88404022	A001	2	2	UPS
3	88404022	A006	2	2	UPS
4	88405662	A002	5	5	UPS
5	88405902	A003	5	5	UPS
6	88406202	A004	5	5	UPS
7	88406842	A005	7	7	UPS
8	88411		10	10	UPS
9	88411		10	10	UPS
10	88411		5	5	UPS
11	88411682	A008	5	5	UPS
12					

Multi-item Orders will be provided on multiple rows with the same order number. If multiple items were shipped in the same package then they must be included in the same ship notice/batch ship file with the same tracking number.

AG	AH
Actual Shipping Method	Tracking Number
Ground	dadfra654daf54a5d46
Ground	dadfra654daf54a5d46
Ground	am6t841g6s54a6s[d]4f
Ground	am6t841g6s54a6s[d]4f
Ground	g6h549s8a69sdf6h51sg
Ground	dadfra654daf54a5d46
Ground	g6h4j69hd51j6d5s6dgh5
Ground	am6t841g6s54a6ssz6d54f
Ground	am6t841g6s54a6ssz6d54f
Ground	g6h549s8a69sdf6h51sg

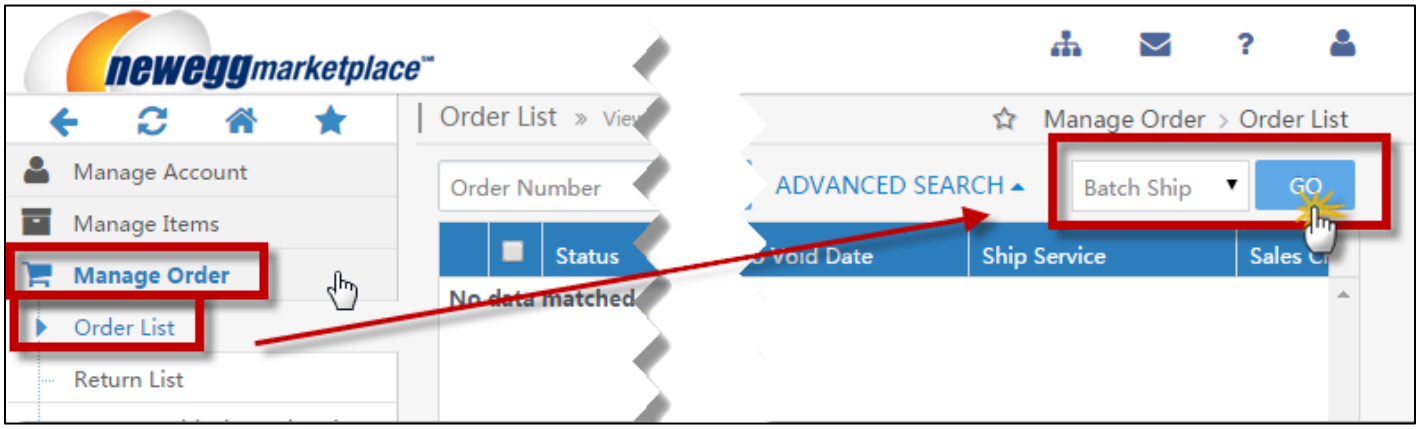
c

d

2. Upload Batch Shipping File

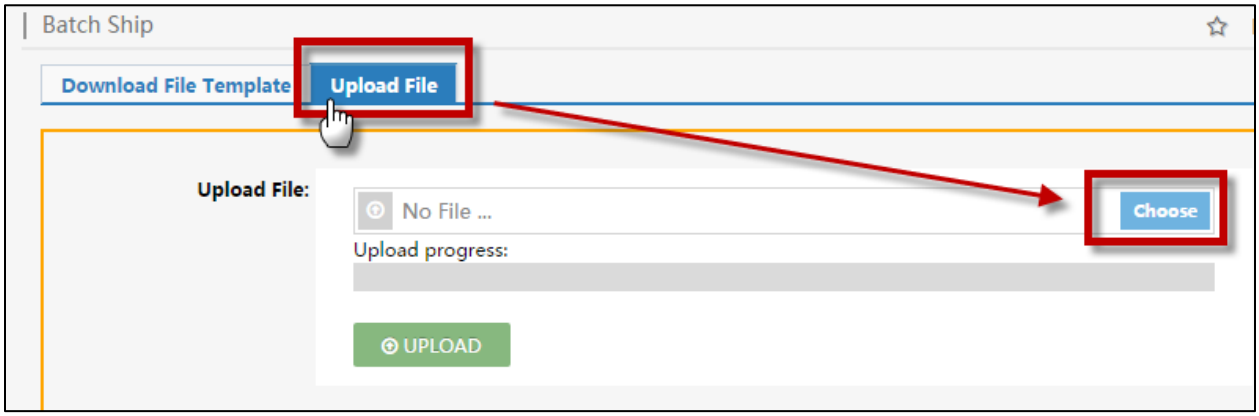
8.4. Upload Batch Shipping File

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Order**
   b. Click **Order List**
3. Select "**Batch Ship**" from drop-down menu (default)
4. Click the **GO** button



5. Click the **Upload File** tab

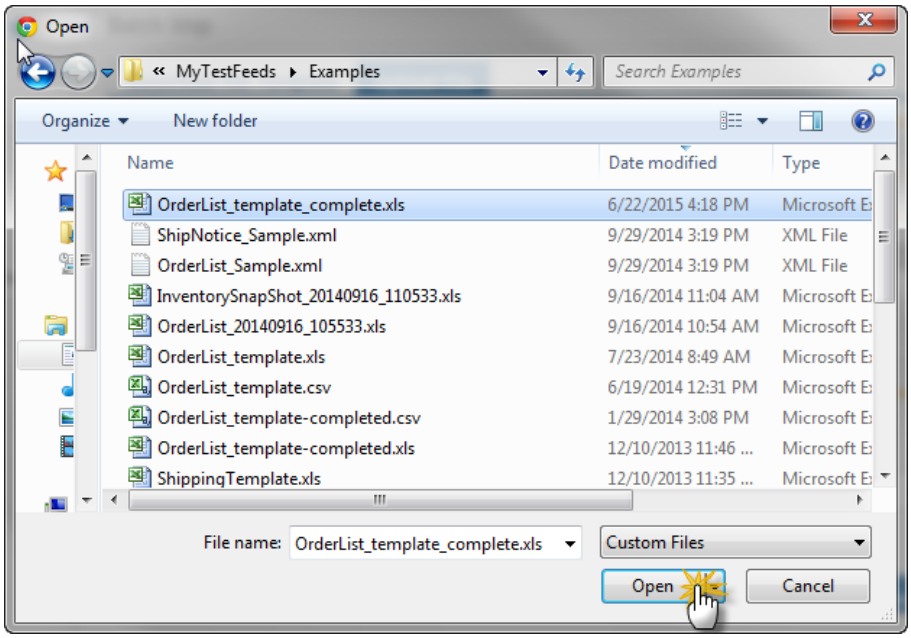
6. Click the **Choose** button



7. From the **Open** pop-up window

   a. Search for and select your data feed

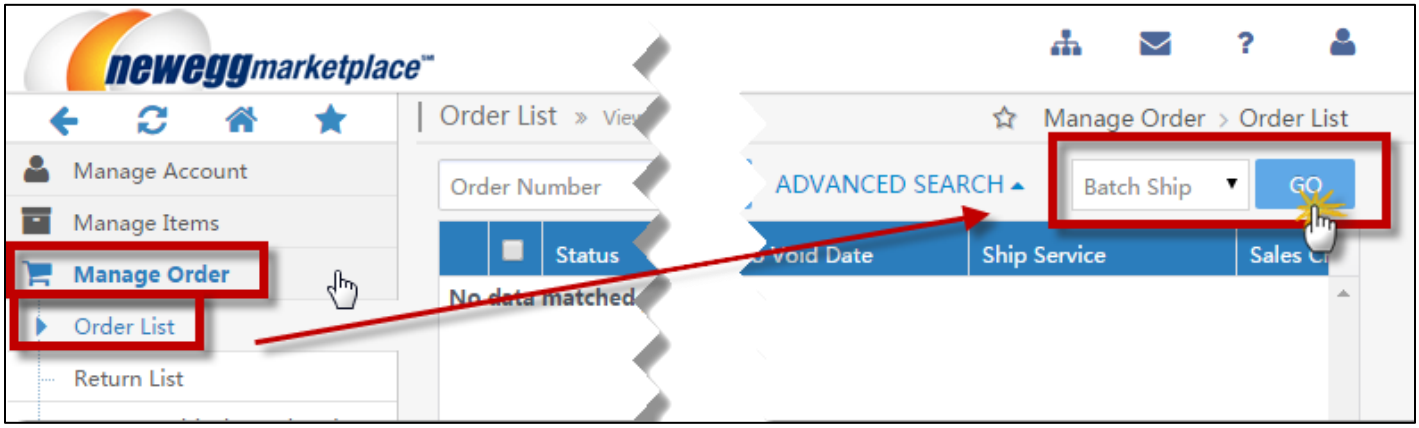
   b. Click the **Open** button



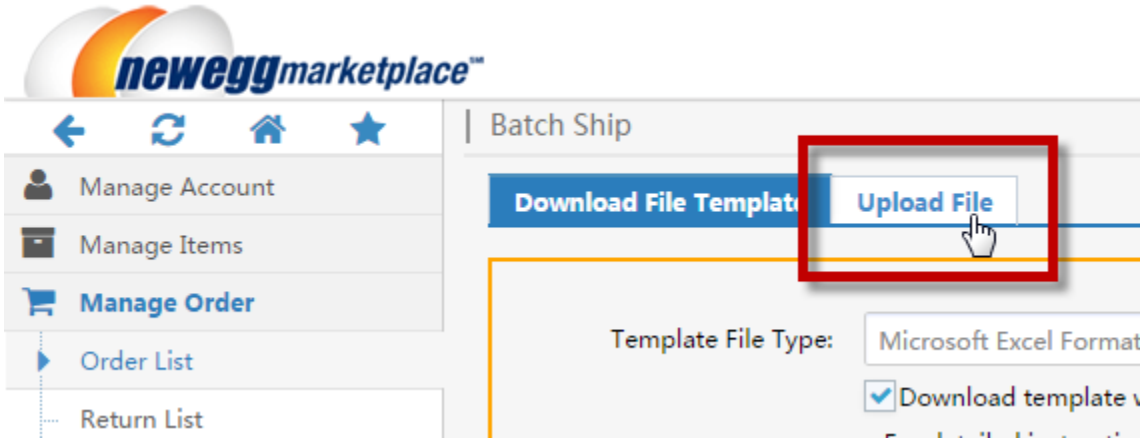
8. Click the **Upload** button

8.5. View Order Processing Errors

1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Order**
   b. Click **Order List**
3. Select "**Batch Ship**" from drop-down menu (default)
4. Click the **GO** button



5. Click the **Upload File** tab



6. Search for file under the **Uploaded File Status and History**

7. Click on the >> View Details link under the **Download Link** column

8. Open Order Processing Result File

   File will contain orders that received an error only with description of the error.

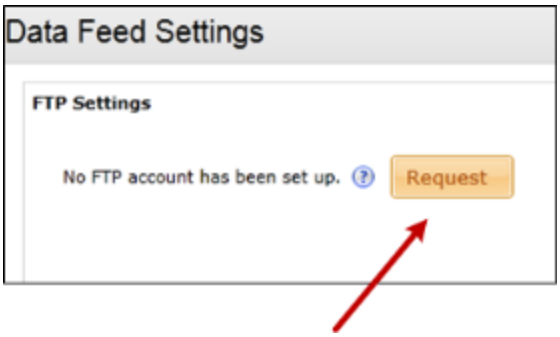
9. Integrate via FTP

File Transfer Protocol (FTP) is a simple way for users to transfer files from one host to another host over the internet. Using FTP gives sellers an alternative method to sync their data feed operations with Newegg's system which includes downloading and processing orders.

9.1.Setup FTP Settings

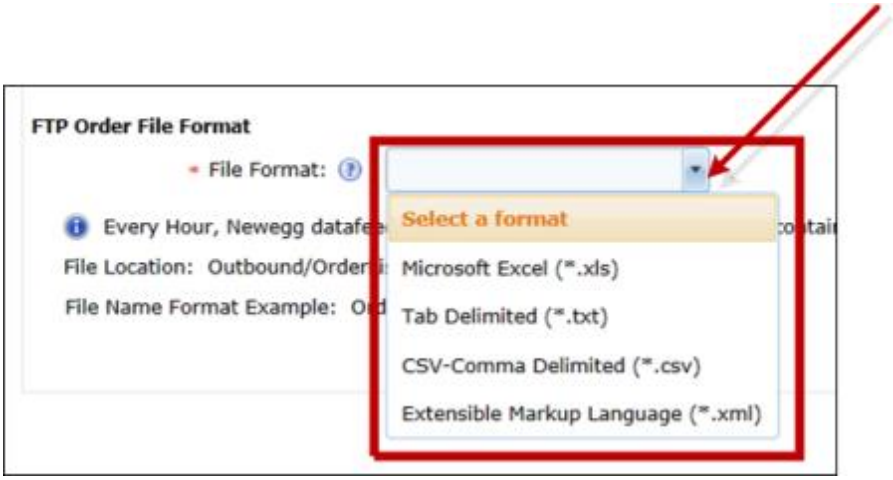
1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Account**
   b. Click **Data Feed Settings**

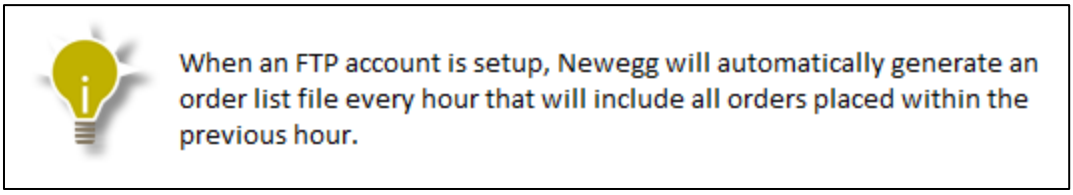
3. Click the **Request** button



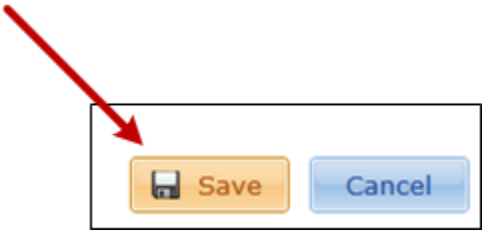
4. Enter the desired password that will be associated with the FTP account
5. Re – enter Password for confirmation

6. Select the **FTP Order File Format**





7. Click the **Save** button



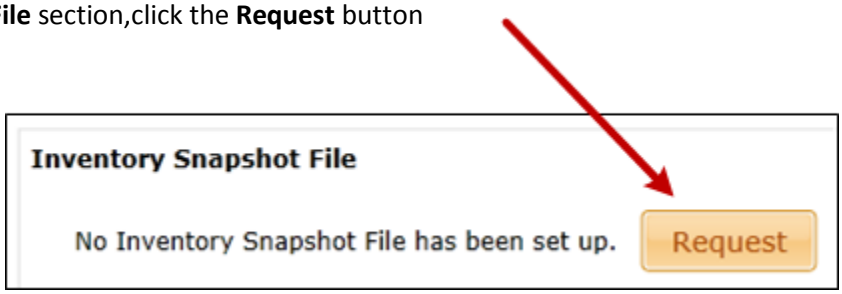
9.2.Inventory Snapshot File

Sellers may request to have inventory snapshots automatically generated to download from their FTP account. You can specify the file format, generation start time, and generation frequency. The inventory snapshot file will be available for sellers to download on the /Outbound/Inventory/directory.

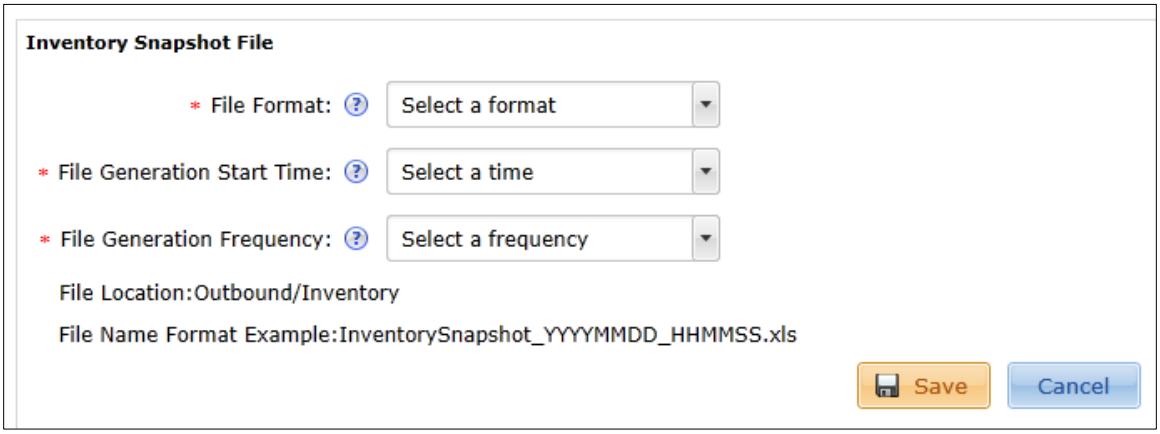
1. Logon to Seller Portal
2. From the Navigation panel
   a. Click **Manage Account**
   b. Click **Data Feed Settings**

FTP account must be setup prior to setting up your Inventory Snapshot File. See section **Setup FTP Settings** above.

3. Under the **Inventory Snapshot File** section,click the **Request** button



4. Select the desired **File Format** (xls, csv, txt, xml)
5. Select the **File Generation Start Time**
6. Select the **File Generation Frequency**
7. Click the **Save** button



Time to generate Inventory Snapshot File may vary.

The Inventory Snapshot Files will be available to download from your FTP account under **/Outbound/Inventory/**.

9.3.FTP Directory Structure

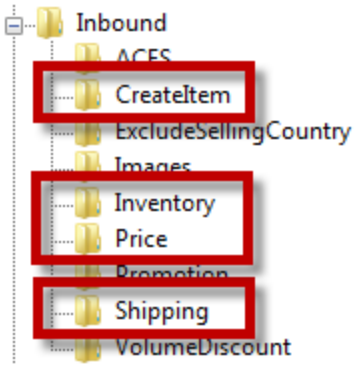
/Inbond/CreateItem/

This directory is designated for all Batch Item Update/Creation Templates uploads.This includes:

a. Batch Item Update/Creation Template, version 1.00/1.01

b. Batch Item Creation Template for Existing Items , version 2.0

c. Batch Item Update Template, version 3.0



/Inbound/Inventory/

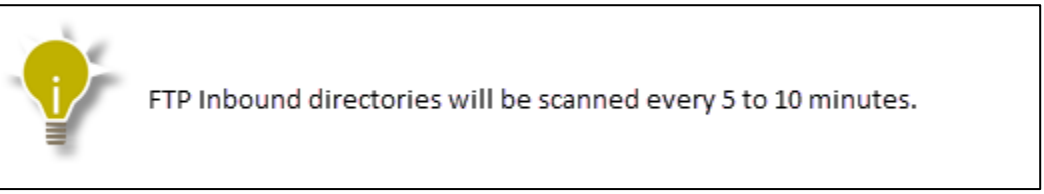
This directory is designated for Batch Item Inventory Update Template uploads only.

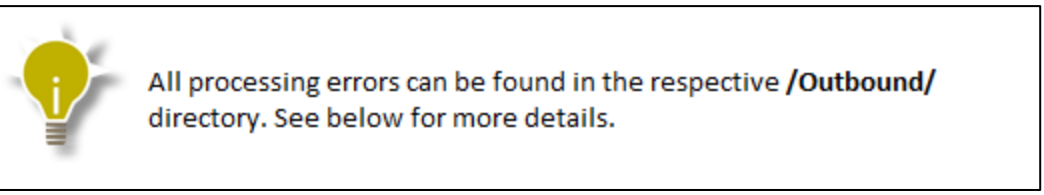
/Inbound/Price/

This directory is designated for Batch Item Price Update Template uploads only.

/Inbound/Shipping/

This directory is designated for Batch Order Shipping Template uploads only.





/Outbound/CreateItem/

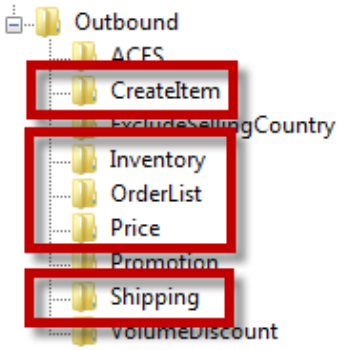
This directory is where you can download all Processing Result Files for Batch Item Update/Creation Template uploads.

/Outbound/Inventory/

This directory is where you can download the following:

a. Inventory Snapshot File

b. The processing result files for Batch Item Inventory Update Template uploads.



/Outbound/OrderList/

This directory is where you can download Batch Order Shipping Templatefiles containing new orders received during the previous hour.

/Outbound/Price/

This directory is where you can download the processing result files for Batch Item Price Update Template uploads.

/Outbound/Shipping/

This directory is where you can download the processing result files for Batch Order Shipping Templateuploads.

All Outbound files including Order list files will be purged after 90 days.

10. Appendix - Data Field Definitions

Seller Part #

Enter a unique identification number for each item. This value is assigned by the seller and must be unique for every item, including variations of the same product (for example, if item A comes in both red and blue, then red one must have a different Seller Part # than the blue one). This field is not editable after item creation. Max length: 40 characters.

Manufacturer

Enter the manufacturer name for the item. Manufacturer names need pre-approval before they can be used. You can check the list of acceptable manufacturers or request a new manufacturer to be added through the Manufacturer page in Seller Portal. Bulk request may be sent to mktp.content@newegg.com. This field is not editable after item creation.

Manufacturer Part#/ISBN

Enter the manufacturer's unique part number or ISBN. This number must be unique for every item with the same manufacturer name, including variations of the same product (for example, if item A comes in both red and blue, then the red one must have a different Manufacturer Part#/ISBN than the blue one). This field is not editable after item creation. Max length: 20 characters.

The Manufacturer Part#/ISBN is only required if the UPC is not provided. Both are recommended.

UPC

Enter the item's 12 digit numeric Universal Product Code (UPC) or the 13 digit European Article Number (EAN). This field is not editable after item creation.

The UPC is only required if the Manufacturer Part#/ISBN is not provided. Both are recommended.

Newegg Item #

The Newegg (NE) Item # is the unique identification number assigned to each item by Newegg. All Marketplace NE item #'s will begin with, **9SI+ SellerID+ 7-alphanumeric code** (i.e. **9SIA0VY0GP4666**).

*Action**

The Action field tells our system how you want the item processed. Below are the five different values that the Action field will accept.

a. Create Item

   This action will create a new item listing not currently in your item list. If the item exists in your item list and this action is selected, no further action will be taken.

b. Update Item

* Data feed only

This action will allow you to update your item's content including the detail property fields. This action will NOT update the item's pricing information, inventory, shipping, activation or images.

c. Update/Append Image

This action will allow you to update your existing item's image(s) or append new image(s). When this action is selected, the system will only process the information provided in the Item Images and Activation Mark fields. All other information, including Selling Price, will be ignored.

d. Replace Image

This action will allow you to replace and reorder all your previously uploaded images. Any images uploaded by Newegg or other marketplace sellers cannot by replaced. When this action is selected, the system will only process the Item Images field and Activation Mark; all other information will be ignored.

If item does not exist in our system and the action is left blank, then the action will automatically default to "Create Item". If the item does exist in our system and the action is left blank, then no action will be taken.

Inventory

This field is used to input the item's inventory or quantity that is in stock and available for sale.

Item Length

The dimensions must be entered for each individual unit in inches. The fields will accept a number with up to 6 digits to the left of the decimal point and 2 digits to the right of the decimal point. Do not use commas, units of measurement, or any other symbols.

Item Width

The dimensions must be entered for each individual unit in inches. The fields will accept a number with up to 6 digits to the left of the decimal point and 2 digits to the right of the decimal point. Do not use commas, units of measurement, or any other symbols.

Item Height

The dimensions must be entered for each individual unit in inches. The fields will accept a number with up to 6 digits to the left of the decimal point and 2 digits to the right of the decimal point. Do not use commas, units of measurement, or any other symbols.

Item Images

At least one image is required to activate the item. See Content Policy page for image requirements.

Item Weight(lb.)

Enter the shipping weight for an individual unit in pounds. Do not include commas, unit of measurements, or any other symbols.

Product Description

Enter a detailed description to be featured on the product page's overview. This description should state the features and functions of the product. Items in the same product family should contain the same product description. Maximum: 4,000 characters, including spaces. Accepts the following basic HTML tags only:

<ol>,<ul>, <li>,
, , <b>, <i>, <u>, , , <sub>, <sup>

HTML must be well-formatted. All open tags (i.e.) must be closed ( ) except for <br>.

The product description must adhere to our Product Description Policy and Guidelines and Offensive Content Policy.

Selling Price

The selling price is the actual price at which the item is listed for sale. This field accepts a number from 0.01 to 99999.00 with a maximum of 2-digits to the right of the decimal point. Do not use commas, dollar signs, or any other symbols.

Shipping

Based on your shipping settings, the system will calculate your shipping charge for the item if this field is set to "Default". Or, you may set the shipping to "Free". Shipping settings may be managed via Seller Portal: *Manage Account>Shipping Settings*.

Website Short Title

Enter a short and easily identifiable title for the item. The Website Short Title is the title that will appear on the product page and search results. Maximum: 200 characters, including spaces. The title must adhere to our Website Short Title Policy & Guidelines and Offensive Content Policy.

*Activation Mark**

The Activation Mark field allows the seller to control the item's activation. Setting the Activation Mark to "True" will activate the item to go online. Setting the field to "False" will deactivate the item to go offline (consumers will not be able to see any deactivated items on Newegg.com). If left blank, the default is "True".

Age 18+ Verification

Certain items have an age restriction on use. If the item you are creating has such a restriction, set this value to Yes. Otherwise, set it to No. The default is No.

CheckoutMAP

If Checkout MAP is marked as True (checked) and the Selling Price is below MAP, then the website will ask customer to add item to shopping cart AND go to checkout page to see the item's price.

Choking Hazard

* Data Feed only

Certain items contain or are a choking hazard for children. If the item you are creating is such a hazard, please specify the type of choking hazard here. For more information, please refer to CPSIA for details.

Please note: if the item is a small ball, it cannot contain a small ball. Acceptable values include the following.

a. Small parts
b. Is a small ball
c. Contains a small ball
d. Contains balloons
e. Is a marble
f. Contains a marble

*Currency**

The currency of the item's selling price and instant rebate. Currently, the only option available for this field is USD. If left blank, system will default currency to USD.

Item Condition

Set the item's condition to "New" or "Refurbished". The default is "New".

Item Package

Enter either "Retail" or "OEM". The default is "Retail".

MAP

Minimum advertised price.

If the Selling Price is below the defined MAP, the website will ask customer to add item to shopping cart to see the item's price. This field accepts a number from 0.00 to 99999.00 with a maximum of 2-digits to the right of the decimal point. Do not use commas, dollar signs, or any other symbols. Set field to 0 to remove.

Please note: When an item's MAP is set by Newegg, the system will force all items listed under the same item to follow Newegg's MAP.

MSRP

The manufacturer's suggested retail price (MSRP) or list price for the item. This field accepts a number from 0.00 to 99999.00 with a maximum of 2-digits to the right of the decimal point. Do not use commas, dollar signs, or any other symbols. Set field to 0 to remove.

Proposition 65 (California)

Certain items contain chemicals that are known to the State of California to cause cancer or reproductive toxicity. If the item you are creating contains such chemicals, set this value to Yes. Otherwise, set it to No. The default is No. For more information please go to: http://www.oehha.ca.gov/prop65.html for list of chemicals.

*Related Seller Part #**

This field is used to group items that are similar but vary in size, color, etc. It's highly recommended and in some cases required that sellers group any related items together so that they can be listed under one product page/listing. See the section Batch Group Related/Variant Items for more information. This field is not editable after item creation.

Shipping Restrictions/Hazardous Materials

Certain items have shipping restrictions where the item cannot be shipped via air. If the item you are creating has such a restriction, set this value to Yes. Otherwise, set it to No. The default is No.

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