Integration Introduction Email

Dear Seller:

Welcome aboard! Now that you have finished the registration process and set up your account in our Seller Portal Website, it is time to begin the Integration process. This document will help you understand how to get started with integration. Integration concerns item creation, item update, inventory management, and order processing.

**Integration Documentation:**

Some of these documents can be found in the Seller Portal help website (Seller Portal Home > Help) at <https://sellerportal.newegg.com/Pages/Help/OverView.aspx>

1. Quick Start Guide. This document gives you complete and comprehensive information about all aspects of the integration process including item creation, item update, inventory management, and order processing using the Seller Portal website. The document also covers our content requirements. This reading is required.
2. Taxonomy. This is a list of the subcategory structure that specifies properties and property values. This will help you map your structure to our datafeed structure and prevent miscategorization. This is essential reading if your SKUs span multiple areas.
3. Subcategory List. Similar to taxonomy, but this specifies what subcategories are open, limited, and closed to Marketplace sellers.
4. FTP Seller Guide. This document serves as a reference guide to using FTP with Newegg. All the FTP information is included in the Quick Start Guide, but the FTP Seller Guide is easier to use. Please contact Newegg Integration at [datafeeds@newegg.com](mailto:datafeeds@newegg.com) for FTP documentation and assistance.
5. Technical Integration Guide. This document is for sellers who will use XML datafeeds. Reading this document is required because the Quick Start Guide does not provide sufficient detail. Please contact Newegg Integration at [datafeeds@newegg.com](mailto:datafeeds@newegg.com) for XML documentation and assistance.
6. API Developer Guide. This document is for sellers who will use API. If you plan to use API, reading this document is required because the Quick Start Guide does not provide sufficient detail. Please contact Newegg Integration at [datafeeds@newegg.com](mailto:datafeeds@newegg.com) for API documentation and assistance.

**Integration Contact Information:**

For any questions or problems related to integration including datafeed errors or other technical issues, please send an email to [datafeeds@newegg.com](mailto:datafeeds@newegg.com). We have a dedicated integration team ready to answer your questions.

**Before Integration:**

**Category Restrictions:**

Please follow the instructions from your category manager when it comes to the integration process. At the category manager’s discretion, he/she may restrict a seller to particular subcategories. Some industries such as Consumer Electronics, Home Improvement, and Outdoor & Garden have subcategories with special requirements that make them unavailable to most sellers. Please contact your category manager for any questions regarding any subcategory restrictions that may be on your seller account.

**Datafeed Review:**

The category manager may require that a seller submit their initial datafeeds for review before submitting them for processing. The purposes are to reduce the number of datafeed processing errors, ensure the SKUs are properly categorized, and to verify that the content meets our QA standards.

Newegg Marketplace is currently increasing our content standards. Please see the Quick Start Guide for information.

**Best Practices:**

* **Send us a list of your TOP 50 manufacturers.** All manufacturers you supply must exist in our system before you can create an item. Using the Manufacturer template (Excel) that your Category Manager has provided to you, please populate the required fields for the TOP 50 manufacturers that you will be uploading items for. The required fields on this template are **MfrName** and **MfrURL**. Please submit this list to our Content Team at: [mktp.content@newegg.com](mailto:mktp.content@newegg.com)

If you only have a handful of manufacturers, you can create them directly in Seller Portal, under Manage Items > Manufacturer > Manufacturer Request tab, [Add Manufacturer] button to the right of the screen.

* **For any remaining manufacturers not in your TOP 50**, please submit this directly to your Category Manager for review.
* **Please make sure you read the Taxonomy documentation** and/or the Excel datafeed for each subcategory you intend to sell in. These specify the required properties, group-by properties, as well as valid values for those properties.
* **Send us a list of all property values for the items you plan to upload**, using the Add Values template (Excel). You can also obtain this template from your Category Manager. All columns in this template are required. These include required and group-by properties such as “type”, color, and size/dimensions. Please refer to the taxonomy or the datafeed for specifics. Send this information to [mktp.content@newegg.com](mailto:mktp.content@newegg.com). We must have the property name and values in our system before your datafeed will process correctly.
* **Group like-SKUs together.** SKUs that only vary by size or color should be grouped together. This enhances the online shopping experience for customers.
* **Fill out as many properties as possible.** Even if a property is not required, using more properties increases the visibility of your SKUs.
* **Include a thorough product description.** The more information customers have about a product, the more confident they will feel about making a purchase decision. Therefore, we encourage you to be as thorough and descriptive as possible when writing the product description. We currently restrict some html tags available for formatting. Please consult the Quick Start Guide for more information.
* **Website Short Title.** If you are grouping SKUs, make sure you follow instructions found in the Quick Start Guide.
* **Consider adding product videos for some of your SKUs.** Product videos may increase conversion ratios. Adding product videos cannot be done through a datafeed. Contact [datafeeds@newegg.com](mailto:datafeeds@newegg.com) for more information.

**After Integration:**

After you create your SKUs, they may still be deactivated by default until the category manager activates your seller account. During this time while your store is deactivated, your SKUs will go through a content QA process. If your SKUs pass the QA process, the category manager will activate your seller account.