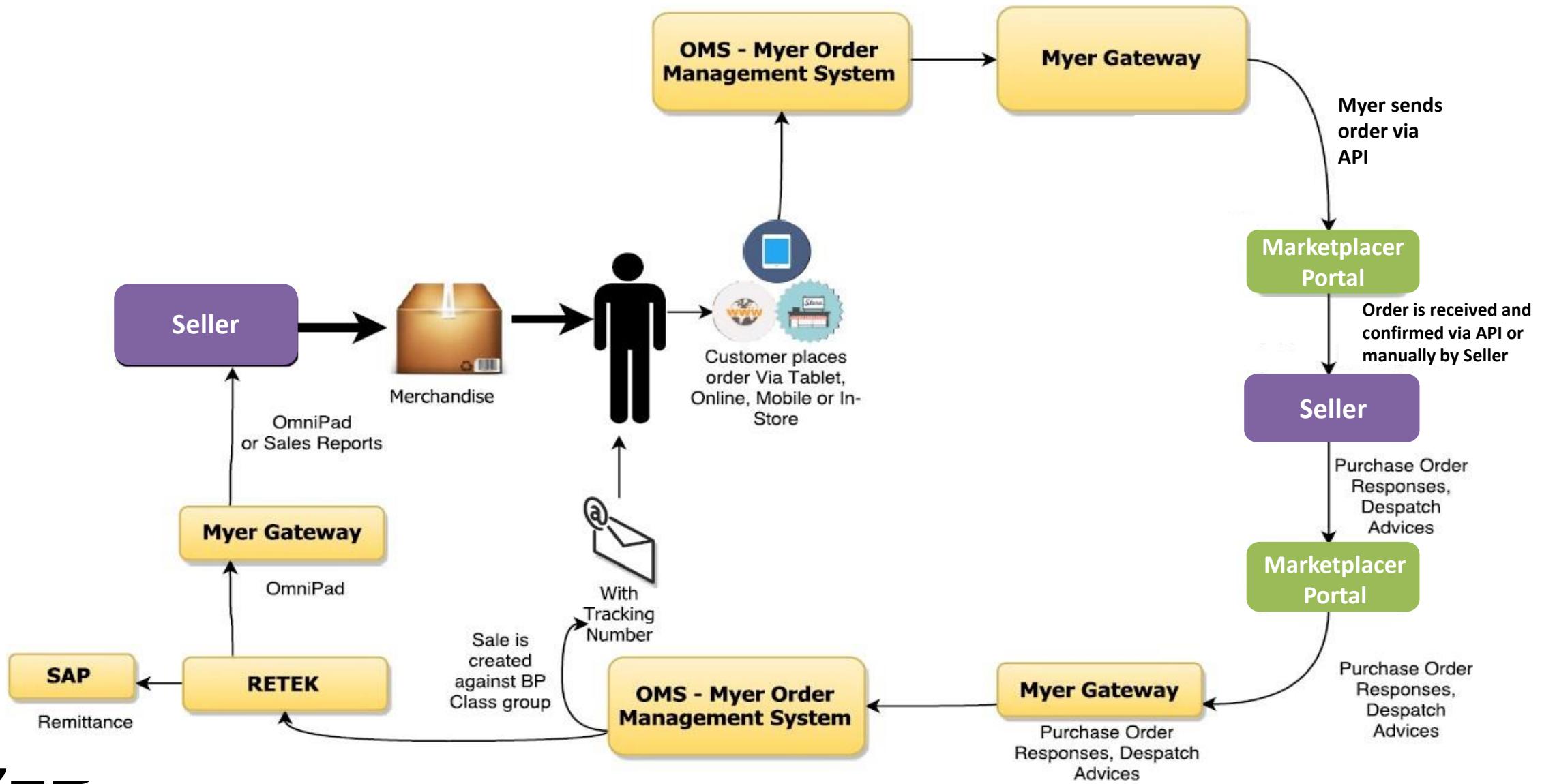


JANUARY, 2021

MYER - MARKETPLACE

TECHNICAL OVERVIEW

MYER - MARKETPLACE CONNECTION



INTEGRATION & MANUAL UPLOAD

INTEGRATION

There are two different methods of integration that can be adopted for sellers that wish to automate the placement of adverts and manage inventory on myer.com.au.

VIA SPREADSHEET

Sellers also have the option of adding, removing, and editing their range of adverts using the spreadsheet uploader.

MANUAL

The process involves adding, removing, or editing adverts through the Seller portal, on a one-by-one basis.

1. INTEGRATION

There are two different methods of integration that can be adopted for sellers that wish to automate the placement of adverts and manage inventory on myer.com.au.

a. 'Push Model'

- Allows sellers or their representatives to develop code at their end which connects to The Marketplacer platform via an API and uploads adverts. Documentation about the API can be found here <http://api.marketplacer.com/v2/>
- Uploaded adverts still use the mapping as defined in the mapping tool
- An authentication key is required, which is available in the Seller Portal

INTEGRATION & MANUAL UPLOAD

b. 'Pull Model'

Allows Marketplacer to connect to third party inventory management systems and retrieve products and inventory information. If a seller is operating their own ecommerce business on one of the below platforms there are existing integration solutions the Marketplacer team have available making this integration approach easier:

If a seller is not on one of the above ecommerce platforms, a more detailed discussion with The Marketplacer account manager should be had to find a solution that works for both parties.



2. VIA SPREADSHEET

The process involves adding, removing, or editing adverts through the Seller portal using a bulk upload process. If the manual option does not suit your business you may want to try this approach. This approach provides sellers with an option that is more automated than the one-by-one manual approach, but does not require integration with Marketplacer. Sellers are not locked into an integration approach, they may choose to try the manual method and then switch to spreadsheet uploads.

SPREADSHEET UPLOAD

Step 1 Create a spreadsheet that details your ads
The upload Multiple Adverts functionality allows you to perform bulk uploads and changes using a spreadsheet format.

Existing ads [Download](#) Ads with errors [Download](#) New ad template [Download](#)

Step 2 Upload your spreadsheet

Attach File [Choose file](#) No file chosen

NOTICE Files must now be uploaded in CSV (Comma Separated Value) format. You can export an Excel Spreadsheet as a CSV file by following these instructions from Microsoft.

Tick if you would like to remove all adverts and variants from your account which are not included in the uploaded CSV file

[Upload ads](#)

LOADING ADVERTS

1. MANUAL

The process involves adding, removing, or editing adverts through the Seller portal, on a one-by-one basis. It also provides the capability to manage their stock levels at a singular item or update stock levels of all of the seller's range in bulk. This option is available to all sellers, but is best suited to smaller sellers with a limited range of products for sale.

CREATE ADVERTS

CREATE A NEW PRODUCT ADVERT

Product details
This is how people will find your product on the site. [Sell your advert faster with these pro tips.](#)

Category
Select...

Brand
Select...

Availability
In Store **Year (optional)**
Select...

The Buy Online and Click & Collect options require stock to be available online and are not available for some brands.

Pricing and shipping
Know your product! Be sure to keep your base price accurate and sale price competitive.

Base price **Sale price (optional)** **Price type** Actual **Price unit** As displayed

REVIEW AND EDIT ADVERTS

MY ADVERTS

Notice: Classified and Hire adverts now require stock to appear online.

New Product Advert **New Event Advert** **New Service Advert**

Advert ID **Advert Title** **Brand** All

Year All **Status** All **Type** Select...

Code

Has customisation?

Search **Reset**

Total Adverts: 8

Wooden kennel



ad: 100000019
Type: Cats - Cat Services
Price: \$0.00
Tickets: 0 / 0

Created: 2017-05-17
Status: Not Published

LOADING ADVERTS

REVIEW & PUBLISH ADVERTS

REVIEW & PUBLISH

Advert summary
Double-check that everything is correct in the summary below. If anything appears incorrect, [go back to edit](#).

Title	Double Dog Kennel
Category	Dogs - Housing - Kennels
Description	beautiful dog kennel, perfect for 2 best friends.

Variants

You can create different variants for your product.

Description	Base price	Sale price	QTY	SKU	Settings
Brown / Medium	\$100.00		1		  

[Create another variant](#)

MANAGE STOCK LEVELS

UPDATE STOCKLEVELS

Brand Year Advert ID Status

All	All		All
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Type

Search

Quickly and easily update your store stocklevels using the below table. Simply click on the quantity and type in the current stocklevel.

ID	Type	Brand	Title	Variant	Stock
100000019	Cats - Cat Services	Other	Wooden kennel	Add FIRST	
100000018	Dogs - Housing - Kennels	Other	Double Dog Kennel	Brown / Medium	1
100000016	Dogs - Housing - Kennels	Other	Horrible metal kennel	Dark Brown	1
100000015	Dogs - Housing - Kennels	Other	Beautiful wooden kennel	Brown	1
100000014	Dogs - Food	Other	Fish - Salmon Spinach Carrot	12	5
100000013	Dogs - Food	Advance	Dog Adult Active	11	5
100000001	Dogs - Accessories - Collars, Leads & Harnesses	Other	Get Blingy with It Collar	Pink / Small	100
				Pink / Medium	1
				Pink / Large	1
				Multicoloured / Small	1
				Multicoloured / Medium	1
				Multicoloured / Large	1

LOADING ADVERTS

**SELLERS DOWNLOAD EXISTING ADVERTS IN THE TEMPLATE,
MAKE CHANGES AND UPLOAD**

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Ad ID	Custom Code	External ID	Display (yes/no)	*New or Used	Show On Home Page (yes/no)	Gender (m/f)	*Type	Type 2	Type 3	Type 4	*Brand	Option Name 1	Option Value 1	Option Name 2	Option Value 2	Stocklevel	Variant ID	Variant External ID	Variant Price
100000000		Yes	Now	No		unisex	Dogs	Housing		Other						100	1		
100000001		Yes	Now	No		unisex	Dogs	Accessories	Collars, Leads & Harnesses	Other	Colour	Pink	Size	Small	100	2			
100000001										Colour	Pink	Size	Medium	100	3				
100000001										Colour	Pink	Size	Large	100	4				
100000001										Colour	Multicoloured	Size	Small	100	5				
100000001										Colour	Multicoloured	Size	Medium	100	6				
100000001										Colour	Multicoloured	Size	Large	100	7				

USEFUL TEMPLATES

A blank template of the CSV format can be downloaded from the Seller Portal. Sellers can then extract data from their own systems and populate the template, or manually populate to upload via the console.

LOADING ADVERTS

1. DIRECTLY

- Sellers are sent via email a copy of all orders/invoices that have been created on myer.com.au for their product as soon as the order is accepted.
- Sellers can log into the seller portal and retrieve their inbound orders/invoices, and update the status of the order once it has been picked and shipped.

2. 'PUSH MODEL'

- Sellers can connect to our API and retrieve invoices and update the status of those invoices.

<http://api.marketplacer.com/v2/>

3. 'PULL MODEL'

- We can connect to 3rd party fulfilment systems and push orders directly into them if their systems support such an integration. Each of these need to be assessed on a case by case basis as different 3rd party systems have different data and security requirements.

MYER MARKET - INTEGRATIONS & MAPPING

CSV COLUMNS EXPLAINED

Advert ID: Marketplacer Advert ID. You will not need to fill this column in when uploading new adverts.

External ID: Any External ID's.

Display (Yes/No): Publish all adverts (once uploaded) or leave undisplayed. (NOTE: As Myer use the Marketplacer portal as a source of data, choosing Yes or No does not affect adverts displaying on Myer.com)

New or Used: Add whether an advert is new from stock or used/ second hand.

Gender (m/f): Set whether the product is for males, females or unisex.

***Type/2/3/4:** This is the Marketplace categories and subcategories (or taxonomy). You will need to ensure that you are mapping the products into the correct categories.

***Brand:** The brand who made this product, this will need to be mapped to the brands, any difference in spelling will cause the upload to fail.

Option Name: This is the variant name i.e Colour.

Option Value: This is the variant value i.e Red.

Option Name 2/3/4: Use these options if adverts have more than one variant. For example colour and size. Please note that this will need to match the site architecture if variants are added incorrectly the spreadsheet will fail to upload.

Stock level: Update the stock level of current adverts, or new adverts.

Variant ID: For downloaded adverts, this is the ID associated with any advert variants (i.e the same product in a different colour). This does not need to be added for new adverts.

Variant External ID: Any Variant External ID's.

Variant Price: The price of any variants, i.e an Oak table may cost more than an iron table of the same design. *Please Note: If bulk updating advert prices, ensure both the price and the variant price is updated.*

Variant Sale Price: The sale price of any variants. *Please Note: If bulk updating advert prices for a sale, ensure both the price and the variant price is updated.*

Barcodes: GTIN Barcodes.

SKU: Advert SKU.

Variant Notes: Variant Notes assist when mapping products, an example of a variant note is 'Colour: Red' this will let you know what colour the variant item is. There is no need to update this when adding or updating an advert.

TERMINOLOGY

MARKETPLACER TERMINOLOGY EXPLAINED:

ADVERTS/ PRODUCTS

- An advert is an advertisement for a product that is being sold on myer.com.au. An advert has some attributes above and beyond those of the core product, such as the cost to ship the product, the type of advertisement (standard or featured) and the duration of the advert.

MAPPING

- Typically, the categorisation of products used by sellers in their own merchandising systems or on their own websites do not align to the category names or schema used on myer.com.au.
- Myer.com.au has a pre-defined category structure and naming convention (known as taxonomy) which applies to all products advertised on the platform. This means that for each new seller, the categories of their products needs to be assessed and, most likely, mapped to myer.com.au taxonomy. This process needs to be completed by all sellers during the on-boarding process, however ongoing changes only need to be made should you expand your categories or restructure your own merchandise taxonomy.
- The Seller Portal includes a mapping tool, which allows each category that the seller has products in to be mapped to an appropriate category on myer.com.au (for example, a seller may have a category called “Bed linen” whereas myer.com.au category name is “Bedding” and these would need to be mapped to each other as a once-off activity). This process ensures that adverts placed by a seller are located with other similar products in the right category on myer.com.au. (once-off activity). This process ensures that adverts placed by a seller are located with other similar products in the right category on myer.com.au.
- Any adverts that are loaded to an unmapped category will not be displayed on myer.com.au until the category becomes mapped.
- To ensure consistent Brand naming conventions across the platform, Brand mapping is also part of this process. This ensures that when customers are searching for product there are not multiple spelling variations of the same brand (for example, “Kitchen Aid” may be how a seller stores this brand in their system, while “KitchenAid” is how it is presented on myer.com.au)