

Marketplace guidebook

RUE DU
COMMERCE

Quick access to an information

The following pages will allow you a quick access to the information you want by clicking on the keywords.

You can also chose to read the full guidebook starting page 10

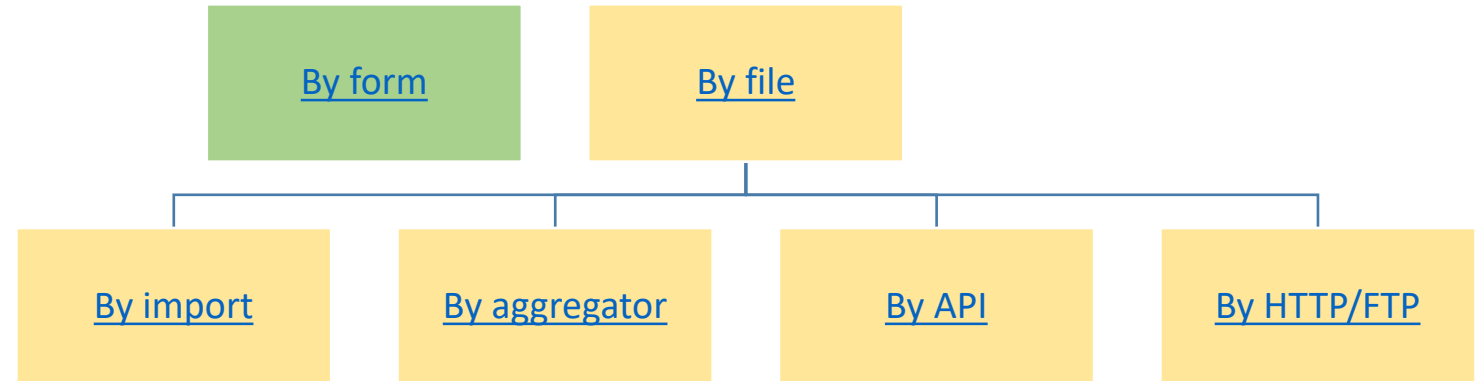
Presentation of the integration process



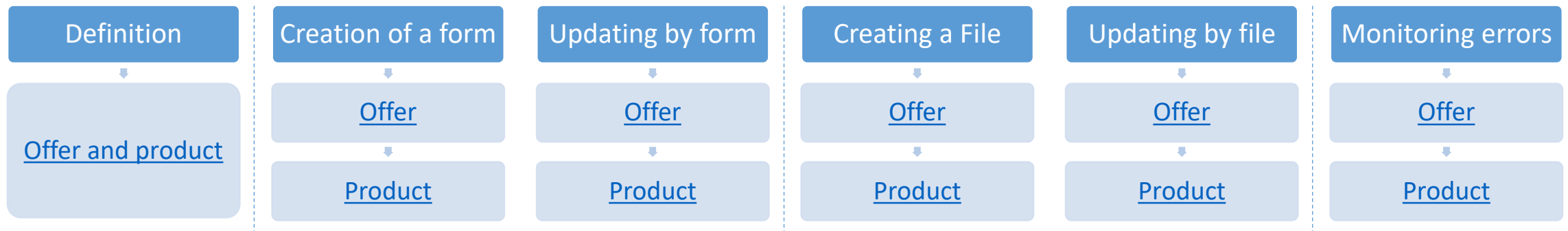
You can do those steps in the order of your choice. However, the shop won't be online until all of them are fully done

Creating and publishing the catalog

Here are the different methods to create or update your catalog. We invite you to click on the option you wish to know more about.



To know more about the different steps on the creation and the update of your catalog:



You can also have informations on **Mapping configuration** [here](#).

Moreover, you can find information on the concept of **second-hand and/or reconditioned products** [here](#) and recommendations for **setting up your shipping times** [here](#).

In addition, we provide you with information on **energy labels** [here](#) and on **reparability index** [here](#)

How to optimize your sales

Our business team has prepared advices that will help you optimize your sales:

[Your catalog](#)



[Visuals of your product sheets](#)



[Description of your product sheets](#)



[Attributes of your product sheets](#)



[Pricing and Buybox](#)



[The importance of crossed out prices](#)



[Deliveries and reviews](#)



[Sales promotions and discount codes](#)



[Flash sales and how to set them](#)



[How to set up sales on your shop](#)



[How to be paid faster](#)

Shop management

Introduction to the shop

- [How to access the shop?](#)
- [Menu presentation](#)
- [Support KPI](#)
- [Quality and business KPI](#)
- [Temporarily closing your shop](#)

User management

- [How to access user management?](#)
- [How to manage a user's accesses?](#)
- [How to create new users?](#)

Financial management

- [Where to find the transaction log?](#)
- [When are the bank transfers done?](#)
- [Where to find your invoices?](#)
- [How to change your bank account details?](#)
- [How to change your contact details?](#)
- [What changed with the VAT reform?](#)
- [Where to check all of your Commission rates? Where to check it on an order?](#)
- [How to get an invoice for orders made before 12/15/2020](#)

Order life cycle

Customer places order

Order acceptance

The order is shipped

You have 5 days to accept or reject the order

The order is waiting to be shipped

You have to notify the order as shipped in real time and specify the tracking informations.

The customer isn't debited yet

The order is debited, you can now process it

15 days after the order has been shipped, it is available for payment

Order management

Managing the order

- [How to accept an order?](#)
- [How to ship a product?](#)
- [How to ship several orders at the same time?](#)
- [How to refund a customer?](#)
- [How to contact a customer?](#)
- [How to notify a customer about its delivery?](#)
- [How to send a customer its invoice?](#)

Managing the after-sales service

- **On Mirakl:**
 - [What is the deadline to answer a customer?](#)
 - [What is an incident?](#)
 - [What is the deadline to provide a solution?](#)
 - [What is a dispute?](#)
 - [How to identify an order with an incident or a dispute?](#)
 - [How to see my shop's reviews?](#)
- **For the older orders**
 - [How to access the orders?](#)
 - [How to contact a customer?](#)
 - [How to refund a customer](#)

Quality of your shop

- [What are the observed KPI?](#)
- [What are the penalties?](#)
- [How to optimise the quality of your shop?](#)

Your contacts on Rue Du Commerce

For technical support

- Service.Marchands@ruecommerce.com

To adress a problem on an order

- scgm@ruecommerce.com

To adress sales promotions

- marketplace@ruecommerce.com

To adress the quality of your shop

- Qualite-marketplace@ruecommerce.com

To adress accounting issues

- Galerie.compta@ruecommerce.com

Detailed guidebook

Summary

- I. [Integration of your shop](#) page 12
 - a) [Creation de your shop](#) Page 13
 - b) [Mangopay validation](#) page 15
 - c) [Creation and publication of the catalog](#) page 21
 - d) [Configuring the logistic grid](#) page 48
 - e) [Configuring the shipping and delivery times](#) Page 51
 - f) [Competitive intelligence](#) page 55
- II. [Sales and commercial animation](#) page 58
- III. [Shop management](#) page 81
 - a) [Shop presentation](#) page 82
 - b) [User management](#) page 88
 - c) [Financial management](#) page 93
- IV. [Order management and customer relationship](#) page 102
 - a) [Order management on Mirakl](#) page 103
 - b) [Customer service on Mirakl](#) page 113
 - c) [On the older system](#) page 117
 - d) [Shop Quality](#) page 118
- V. [Mirakl help portal](#) page 123

Integration of your shop

Creation of your shop

Creation of your shop

The screenshot displays the 'My shop account' interface. At the top, there's a navigation bar with 'My Account' and 'Settings' (highlighted in a dropdown menu). The main content area is titled 'Shop' and contains a form with the following fields:

- Name ***: Service Marchands
- Closed**: from [calendar icon] to [calendar icon]
- Description (in French)**: [empty text area]
- Shipping & Returns**
 - Country shipped from**: Nothing selected
 - Return policy (in French)**: [empty text area]

Your shop is automatically created once the form is filled.

The informations you will have written will automatically fill the corresponding areas in you Shop. If you hadn't filled every informations in the form, please remember to do so afterward in My Account>[Settings](#).

Do not forget to [create accounts](#) for your team if necessary and to give them the correct acreditations.

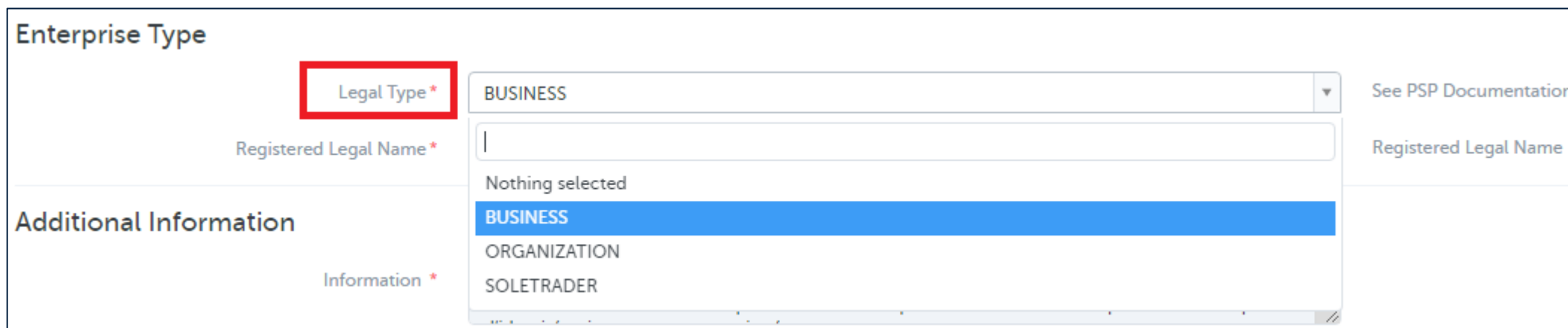
Every user will be able to decide which notifications he wishes to get from Mirakl in his [notification preferences](#). You will find more details on notifiations on page [61](#).

Mangopay validation

How to fill the informations

Here are the most important information to know to correctly fill your informations in [your account](#).

- Every field marked with a red asterisk is **mandatory**.
- Be careful to fill the type of legal entity. It determine the kind of documents needed for your validation.



The screenshot shows a form titled "Enterprise Type" with two main sections: "Enterprise Type" and "Additional Information".

- Enterprise Type:**
 - Legal Type ***: A dropdown menu with "BUSINESS" selected. A red box highlights the label "Legal Type *".
 - Registered Legal Name ***: An empty text input field.
 - See PSP Documentation**: A link.
 - Registered Legal Name**: A label for the input field.
- Additional Information:**
 - Information ***: A label for the dropdown menu.
 - Nothing selected**: Text above the dropdown options.
 - BUSINESS**: Selected option, highlighted in blue.
 - ORGANIZATION**: Option.
 - SOLETRADER**: Option.

- SOLETRADER is to be chosed if you are self employed.
- If it isn't your case, then please chose BUSINESS.

Required documents

Country of registration for the company	SOLETRADER	BUSINESS
France	<ul style="list-style-type: none"> * Copy of an identity document (both sides of an ID card or of a passport) * A business registration dated less than 3 month 	<ul style="list-style-type: none"> * Copy of an identity document (both sides of an ID card or of a passport) * Last version of the company statutes signed and certified compliant * Mangopay's declaration of beneficiaries completed and signed
Other countries	<ul style="list-style-type: none"> * Copy of an identity document (both sides of an ID card or of a passport) * A business registration certificate 	<ul style="list-style-type: none"> * Copy of an identity document (both sides of an ID card or of a passport) * A business registration certificate * Last version of its statutes of association signed and certified compliant * Déclaration des bénéficiaires Mangopay complétée et signée

Only the documents in the following languages will be accepted:

- French
- English
- German
- Spanish
- Italian
- Portugese
- Dutch

An english translation will be mandatory for the documents in another language.

UBO

UBO means Ultimate Beneficiary Owner and represent all physical persons holding 25% or more of shares or voting rights of a company. Under the laws against money laundering and terrorism financing, we must verify the identity of these users.

déterminer 25% ou plus des actions ou des droits de vote d'une société. Dans le cadre des lois contre le blanchiment d'argent et le financement du terrorisme, nous devons vérifier l'identité de ces utilisateurs.

UBO means Ultimate Beneficiary Owner and represent all physical persons holding 25% or more of shares or voting rights of a company. Under the laws against money laundering and terrorism financing, we must verify the identity of these users.

Vendor subject to UBO declaration *	<input type="text" value="No"/>	As part of AML and
Beneficial owner 1 - First Name	<input type="text" value="Nothing selected"/>	if the Enterprise
Beneficial owner 1 - Last Name	<input type="text" value="Yes"/>	The beneficial ov
Beneficial owner 1 - Address Line 1	<input type="text" value="No"/>	The beneficial ov
Beneficial owner 1 - Address Line 2	<input type="text"/>	The beneficial ov

- If you are **SOLETRADER**, you are not subject to the declaration
- If you are **BUSINESS**, you must fill the declaration in the corresponding fields.

Information modifications

Informations related to the legal representative as well as the UBO declaration **must not be changed** once they are validated. For legal reasons, any change related to the legal representative submit the profile of the shop to a new check of every documents.

Those informations are:

- Name
- First name
- Date of birth
- Nationality

A modification on a validated profile will get it disabled and will generate a check of all the documents.

If you change on or more of those 4 informations, you will have to suppress the uploaded documents and upload new ones. They will have to be consistent with the modifications with the modifications made that day.

The other informations like the mailing adress and the email adress can be modified without any approval.

The image shows a form for entering legal representative information. The fields are as follows:

- First name of the legal representative * (highlighted in red)
- Last name of the legal representative * (highlighted in red)
- Address line 1 of the Legal representative * (highlighted in green)
- Address line 2 of the legal representative (highlighted in green)
- City Legal Representative * (highlighted in green)
- Legal Representative Region * (highlighted in green)
- Postal code of legal representative * (highlighted in green)
- Country of the legal representative * (highlighted in green)
- Legal Representative Birthday * (highlighted in red)
- Legal Representative Email * (highlighted in green)
- Nationality of legal representative * (highlighted in red)
- Country of residence of Legal representative * (highlighted in green)
- Company Form * (highlighted in green)

The form contains the following data:

- First name: John
- Last name: Doe
- Address line 1: 4 rue de la tour des dames
- Address line 2: (empty)
- City: Paris
- Region: IDF
- Postal code: 75008
- Country: FR
- Legal Representative Birthday: 01/01/2019
- Legal Representative Email: john@doe.com
- Nationality: FR
- Country of residence: FR
- Company Form: A renseigner

Can be modified without repercussion

Any modification will lead to a new check

Documents to be uploaded

Documents

GENERAL MANAGER ID CARD [IDENTITY_PROOF.pdf](#) ✕

ARTICLES OF ASSOCIATION [ARTICLES_OF_ASSOCIATION.pdf](#) ✕

SHAREHOLDER_DECLARATION [SHAREHOLDER_DECLARATION.pdf](#) ✕

REGISTRATION PROOF [905311643_2903_EXTRAIT_RCS.pdf](#) ✕

General Terms and Conditions of Sale

Select a file...

CGV Maximum file size: 10 MB

Bank statement [9367009_ReceivingAccountStatement_0302.pdf](#) ✕

Remember to upload the mandatory documents at the end of the form. Otherwise, your shop will not be activated!

Creation and publication of the catalog

What is a product and an offer

The characteristics of a product:

They are the fundamental components of the product. They will stay the same, no matter who sells the product:

- Name of the product
- Pictures
- Product description
- Attributes (Size, color and so on)
- Product ID, EAN code and so on

The characteristics of the offer:

They are the components that are specific to the seller.

- Product condition (new, , refurbished and so on)
- Price
- Quantity
- Delivery methods
- Delivery time

APPLE - iPhone 11 - 64 Go - Noir
★★★★☆ 3.1/5 - 27 avis

Version de l'appareil :
Version internationale

DESCRIPTION FICHE TECHNIQUE AVIS

Reconditionné - Très bon état
Ecran 6.1"Réseau 4G+Certifié IP68iOS 13Processeur Hexa-coeur Apple A13 BionicMémoire Interne de 64 GoMémoire RAM de 4 GoAppareil Photo Principal Double Capteur de 12 + 12 MpxAppareil Photo Secondaire Dou...

Voir toute la description

7% DE REMISE IMMÉDIATE

RECONDITIONNÉ

Très bon état

Prix avant promo : 649,99€
604€49* -7%

* Promo GM-NOEL2020-7FR incluse

Livré dès le **mercredi 16 déc.** chez vous
Livraison **GRATUITE** possible
Détail des modes de livraison ▶

En stock

AJOUTER AU PANIER

Vendu et expédié par
TheKeePars (France) ★★★★★ 0 avis

Éligible au paiement en 4x

Garantie 18 mois

6 Neufs & Occasions à partir de **604,49€** ▶

Publicité
Club Med
En ce moment
Jusqu'à **-700€*** sur votre hiver

Offer

Managing by form

Add an Offer

Search for a product in our catalogue

Enter a product name, a brand, item code, and so on.

OR

Create a product

[+ Create a product](#)

If it does not exist in our catalogue.

In My Inventory > [add an offer](#)

Search by keyword or EAN for the product you want to sell. Click on “Sell yours”. If the search did not yield any results, click on “[create a product](#)” Products and/or offers will be added one by one. Creating offers by form is only recommended if you have few references.

Enter your selling price, the quantity in stock, the state of the product (these fields are mandatory). You can also enter your SKU (this reference must be unique), a delivery time (the time taken to prepare the order), a discounted price (promotional price), etc.

Finally you can click on “Create offer”. It will then be visible in My Inventory > [Offer list](#)


To modify an offer: you can search for the offer by keyword or SKU > click on the title > then modify the information. Click on save at the bottom of the page, to confirm the changes.

Offer List

[+ Add an Offer](#)

Offer List >
Pending Offers >

50 on 1,114 results 1 2 3 4 5 .. 23 > [refresh] [print]

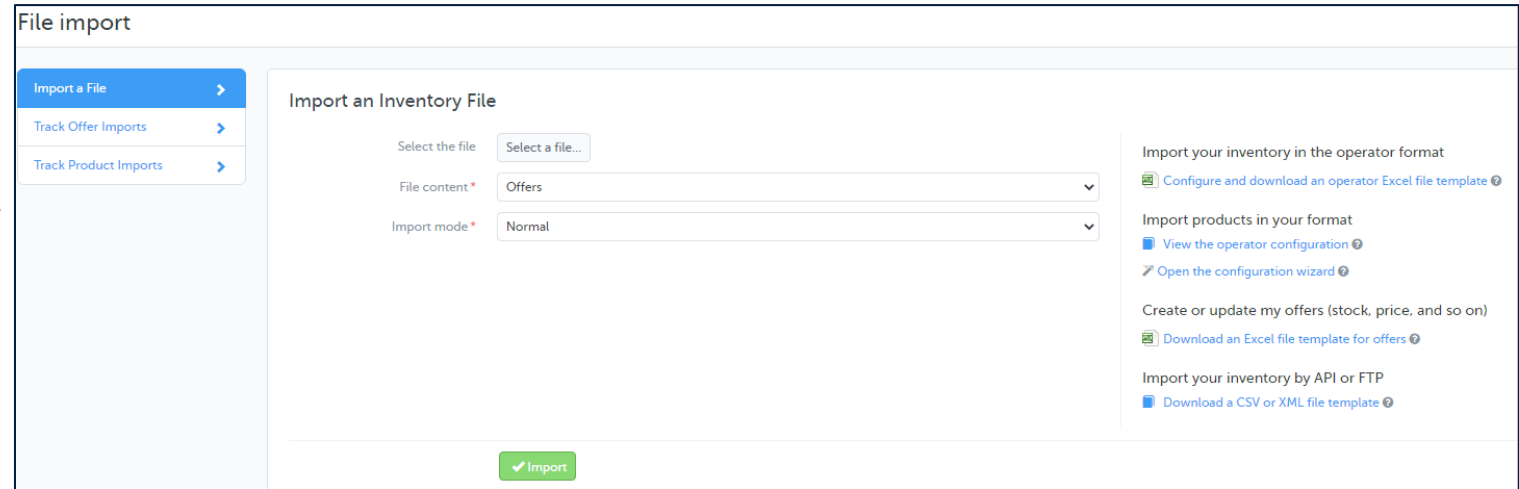
<input type="checkbox"/>	Product	Offer SKU	Condition	Prices	Qty
<input type="checkbox"/>	 K65 RAPIDFIRE RGB Speed - Mécanique (s-2233-CH-9110014-FR) Category Claviers pour PC et tablettes Brand CORSAIR Reason(s) for deactivation : Out of stock	S134639	New	Default € 175.00	0
<input type="checkbox"/>	Krups Piccolo XS KP1A3 (s-2233-8059617525835) Category Cafetière électrique Brand KRUPS	S31362	New	Default € 9999.00	10

Managing by file

Several methods are available:

Import:

You will import all your files from My Inventory > [Import from file](#)



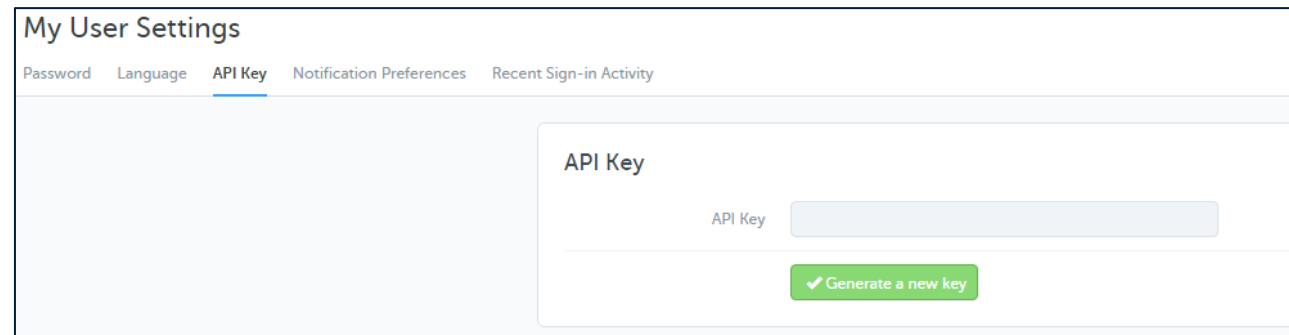
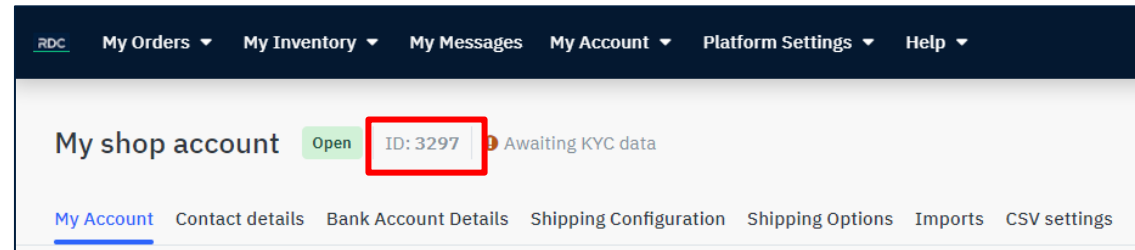
Aggregator:

Each aggregator gives you a guidebook on how to connect your shop to their system.

They usually ask you to give them your shop ID, which is available in My Account > [Settings](#)

As well as the [API key](#).

You will do most of the settings on their interface. As soon as the connection is done, we should receive your feed in the Mirakl shop.



Creation of offers per file & update

In My Inventory> File [import](#).

We suggest you download the matrix by clicking on « [Excel template](#) ». On this new page, click on "**Generate template**", then upload the file.

In this file, you should fill in at least these 6 fields:

SKU Offre sku	ID Produit product-id	Product ID Type product-id-type	Prix Offre price	Quantité Offre quantity	Etat Offre state	Prix remisé discount-price
B1234	3700194417376	EAN	49,99 €	12	Neuf	

To display a crossed-out price on an offer, all you need to do is fill in columns F (price) and N (discount-price). Complete this file with all the offers you wish to put on sale, then save.

Import it from [this page](#)

- File content: Offers
- Import mode: Normal

Update: to update an offer (price, quantity, etc.), you can simply **modify your file** and import it.

File templates

Use the file templates below to provide your offer, product and price information.

You can then import these files via this page, via API or via FTP server (if configured by your operator).

Products

[Excel template](#)

Products and offers

[Excel template](#)

[CSV/XML template](#)

Offers

[Excel template](#)

Prices

[Excel template](#)

[CSV template](#)

Creation of offers by API & HTTP/FTP

API:

You can manage your offers and products by API.
Your API key is available [here](#).

With that data, your IT should be able to set up that method.
Mirakl provides you with a documentation [here](#).

You can contact us at Service.Marchands@ruedcommerce.com to ask for a test environment.

HTTP/FTP:

You can [host your import files by HTTP or FTP](#).

Simple links will allow you to create/update your offers and products (1 link for offers and/or 1 for products). Mirakl will attempt to get the files every hour and, if modifications are found, your catalog will be updated.

Do not hesitate to contact us to set up the settings and test the connector (URL address, authentication and the like)

Monitoring offer errors

More often than not, besides the creation of offers by form or the update of offers in your inventory, an integration report will be generated. You will be able to check the smooth functioning and download an error report. The errors are in the last column of the file.

The report is available [here](#) for offers.

File import

Import a File >

Track Offer Imports >

Track Product Imports >

Filter

Filename

6 results

Created	File name	Origin	Mode	Status	Errors
25/11/2020 - 14:13:36	offers-en_GB-20201125141310.xlsx	File Import	Replacement	Import complete	
29/10/2020 - 11:01:56	offers-fr_FR-20201020125758.xlsx	File Import	Normal	Import complete	
30/09/2020 - 18:17:23	y_cd.xlsx	File Import	Normal	Import complete	

The next 2 pages will give you access to the complete list of error messages. An explanation of the problem and a solution will also be provided for each of them.

If you need further assistance, you can contact our catalog support at service.marchands@rueducommerce.com

Error Message	Description	Cause / Solution
The product does not exist	In your file, you must indicate the "product-id" and "product-id-type" to match your offers with the product. If you got this error message, it is because no product with this identifier exists in Mirakl	<ul style="list-style-type: none"> check with the operator to make sure the type of the identifier is correct (it can be EAN, ISBN, SKU, SHOP_SKU...) or if the product has been correctly created you can use API P31 to check if the product exists with the couple "product-id product-id-type" You need to create the product
This import type does not allow the use of the 'update-delete' column	You cannot use the "update-delete" column with the current import mode.	Use the "NORMAL" import mode to use the "update-delete" column in your file.
No existing offer to update	<ul style="list-style-type: none"> You are trying to create an offer and the offer SKU does not match an offer existing in Mirakl You are trying to create an offer but the "product-id" and/or "product-id-type" fields are not entered correctly or do not exist 	<ul style="list-style-type: none"> Check if the SKU is correct Add the columns "product-id" and "product-id-type" with valid values
The state of the product is unknown	The product state you entered does not exist. here is the list of existing states at Rue du Commerce: Neuf – Reconditionné – Occasion	You must enter the state code, not the label. Check if you properly filled the state code and not the label. Neuf - code: 11 Reconditionné - code: 10 Occasion - code: 12
The value of the field "{0}" is not part of the allowed values	You are trying to indicate the grade or shipping country of your offer, but the value is not known for this field	Grade: great – good – premium Shipping country ISO code, ex: FRA – DEU – CHN - ITA
The format of field "{0}" is not correct	You are trying to enter characters that do not correspond to a number or you have left this field empty	Specify a correct value (number), ex: <ul style="list-style-type: none"> 15€ (false) 15 (true) 12 months (false) 12 (true)
The 'price' field is mandatory	The "price" field is not found in the file. This information is mandatory to create an offer.	If you have added this field, check if it is properly written. <ul style="list-style-type: none"> Check if the price column exists Check if a price is indicated in the price column
The 'sku' field is duplicated in the source file	The SKU already exists in the file.	You cannot duplicate a SKU in the file. The SKU must be used only once
The logistic family is unknown	The logistic family you entered does not exist.	Specify an existing logistic family. https://mirakl-web.groupe-rueducommerce.fr/mmp/shop/platform-setting/shipping/charge
This product is not available for sale	The operator has temporarily or definitively decided not to sell this product.	Check the sale setting of the product. Ask your contact to know more.

Famille A (A0W1)
Famille A

Famille B (BRT3)
Famille B

Error Message	Description	Cause / Solution
The product linked to the new offer is different from the product linked to the existing offer	You are trying to change the product linked to an existing offer	You must delete the existing offer , wait for the offer-product assignment delay to be over (48h) , and then recreate the offer on the new product. Or You can create a new offer with another ID
The product linked to the new offer is different from the product linked to an old offer which has the same shop id	You are trying to create an offer using the ID of a deleted offer. The new offer is linked to a different product than the product the deleted offer was linked to.	You can create a new offer with another ID to avoid waiting There is a waiting period (48h) defined by the operator before you can create the new offer.
The format of field "discount-end-date" is not correct OR The format of field "discount-start-date" is not correct	The date format is not correct, the fields concerned can be: discount-start-date, discount-end-date, available-start-date, available-end-date, sales-start-date-1, sales-end-date-1, sales-start-date-2, sales-end-date-2, sales-start-date-3, sales-end-date-3, sales-flash-start-date, sales-flash-end-date	<ul style="list-style-type: none"> the date format is "yyyy-mm-dd" <p style="text-align: center;"> 2022-01-10 (ok) 10/05/200 (ko) </p>
The available date range is incorrect OR The discount date range is incorrect	You specify a date range, but it is not valid	Check if: <ul style="list-style-type: none"> the start date is prior or identical to the end date ex: <p style="text-align: center;"> 2022-01-01 to 2022-01-10 (ok) 2022-01-10 to 2022-01-01 (ko) </p>
The discount price is incorrect: must not be null or must be lower than price	You cannot specify a discount price equal or greater than the original offer price.	Check if the discount price is less than the offer price or the discount dates are filled in without the discount price. If you get this message during price update, first check if any discount is still associated to the offer. <ul style="list-style-type: none"> if yes and if the promotion is outdated, remove it before updating the price if not or if the promotion is still relevant, adjust the price and the discount together
The 'leadtime-to-ship' field has an invalid value. The value must be a positive integer and must not exceed the limit defined by the operator	The "leadtime-to-ship" field value is incorrect.	<ul style="list-style-type: none"> change the value of the "leadtime-to-ship" field (maximum value: 64 days) The value must be a number <p>More info: this is the time you need to prepare the order before shipping. More info about global delivery time here: le lien sera dans le guide complet</p>
The 'product-id' field is mandatory when 'product-id-type' is filled	Types of product-id-type: <ul style="list-style-type: none"> SHOP_SKU EAN SKU 	The "product-id" and "product-id-type" fields are linked together and cannot be separated. The "product-id-type" is used to know the type of the product reference you filled in the "product-id" field.

Second-hand products

Our marketplace allows you to sell reconditioned or used products.

When you create your offers, you must specify the grade of your products:

Second hand in very good condition = Functional product with some traces of use

Second hand in good condition = Functional product with strong traces of use

Reconditioned Premium = The product has been professionally reconditioned

Reconditioned in very good condition = The product has been professionally reconditioned. Presents some traces of minimal wear and tear, possible micro-scratches.

Reconditioned in good condition = The product has been professionally reconditioned. Good aesthetic condition with scratches



Please note:

The condition of the product must never be mentioned in the name of the product or in its description. The product sheet must remain neutral, only the offer part can allow you to specify the conditions and grades.

Whether the product is reconditioned or used, the legal warranty period is a minimum of 6 months.

Products

Creating the form

Add an Offer

Search for a product in our catalogue

Enter a product name, a brand, item code, and so on.

OR

Create a product

+ Create a product

If it does not exist in our catalogue.

In My Inventory> [Add an offer](#)

Search by keyword or EAN for the product you wish to sell and if you cannot find it, click on "[Create a product](#)".

1. Select Product Category

Category

2. Product Characteristics

Please select a product category.

3. Offer Characteristics

Please select a product category.

Shipping Charges

Shipping charges will be calculated after the product creation. Prices will be visible on your offer detail page.

You will first be asked to select the product category, then the full form will be displayed. Fill in at least the mandatory fields (they are indicated by an asterisk), but we encourage you to send as much information as possible (several images, specific attributes, etc.).

At the end of the form you will also be asked to create an offer for this product. Fill in the necessary fields (Price, Quantity, Condition), then validate the form.

The product will be submitted for validation by our services. The offer will be put on hold. It will be added to the product as soon as it has been accepted.

Mapping configuration

That part is reachable by clicking on My Account > [Mapping Configuration](#)

If you already have a file with all the mandatory informations:

- Category
- SKU
- EAN code
- Title
- Description
- Brand
- Picture URL

The screenshot shows a web interface titled 'Product Flow Mapping'. On the left, there is a vertical sidebar with seven steps: 1. Import Product File (highlighted in blue), 2. Categorization, 3. Category Mapping, 4. Attribute Mapping, 5. Value Mapping, 6. Define Rules, and 7. Summary and Validation. The main content area is titled 'Import your Products File'. It contains a welcome message: 'Welcome to the product import wizard. This wizard helps you to:' followed by a bulleted list: 'import your product files', 'set up your configuration', and 'add your products to the Marketplace'. Below this, it says 'Import the file containing the products to add to the Marketplace first.' A yellow warning box states: 'Your file must be either in XLSX format or in CSV format and encoded as UTF-8.' At the bottom, there is a 'File to import' label, a 'Select a file...' button, and a blue 'Send' button with an upload icon.

It is then possible to do a mapping of that file in your shop, which is adapting its framework so that it is accepted.

The configuration wizard will give you all of the steps to follow, but our Support team is available should you need help.

Your original file will probably evolve over time and it will be necessary to recharge it so that it can map new values (categories, brands and so on).

Creating a file

In My Inventory > [Import by file](#) > [Excel template](#)

File templates

Use the file templates below to provide your offer, product and price information.

You can then import these files via this page, via API or via FTP server (if configured by your operator).

Products

[Excel template](#)

On this new page:

- Select the file template to be uploaded: Products
- Select the requirement level: All
- Select the categories (maximum 100 categories)
- Click on "Generate template".

You can now upload the template file. Complete this file with all the products you wish to create and save.

Import the file in My Inventory > Import from File content: Products
Check the integration report in Product import tracking.

Select a file template to download

Products

Select the requirement level of attributes

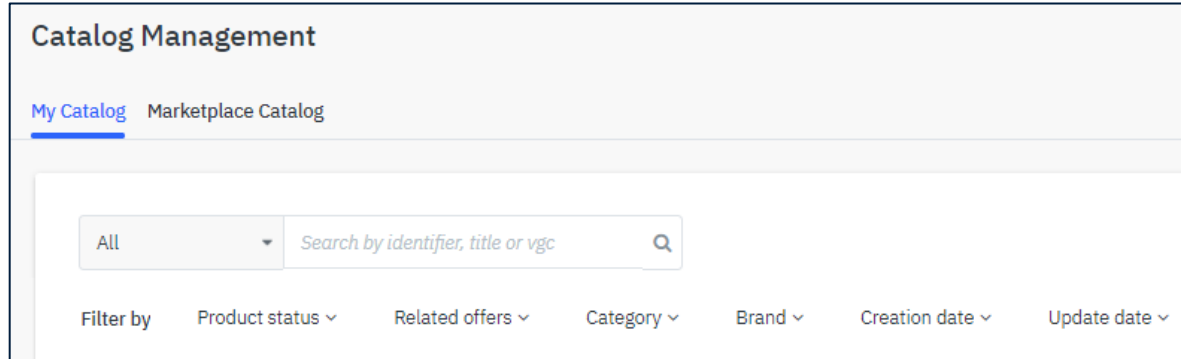
All (required, recommended, optional)

Select the categories

Filter...

- Accessoires et consommables
- Aménagement extérieur
- Animalerie

Product update



The screenshot shows the 'Catalog Management' interface. At the top, there are two tabs: 'My Catalog' (which is selected and underlined) and 'Marketplace Catalog'. Below the tabs is a search bar with a dropdown menu set to 'All' and a search input field containing the placeholder text 'Search by identifier, title or vgc'. Below the search bar is a 'Filter by' section with several dropdown menus: 'Product status', 'Related offers', 'Category', 'Brand', 'Creation date', and 'Update date'.

You can view the products you have created in My Inventory > My Catalog

Search for the product by keyword or EAN, click on the product to view it. Click on "**Edit**" to start making changes, then save to update the product.

If you are working with a file, it is easier to make the changes in the file. You can then see in this interface that the products have been modified.

Whether by form or by file, in order to transmit these modifications to the product files on Rue du Commerce, **it will be necessary to contact** service.marchands@rueducommerce.com

Tell us if it is a question of a few products (**by sending us the EAN**) or if it is the whole catalogue.
We will schedule an update of the products within 24 hours.

E-merchandising: Optimization of product sheets and sales optimization

In order to optimize your sales and customer experience on Rue du Commerce, we would like to share with you the best practices to adopt when creating a product. You will find in the following slides, the information explaining the construction of a product sheet, and the indications to follow so that it is complete and ideal in the eyes of our customers.

What are the advantages when a product sheet is correctly filled in?

- **Visibility**

When all the mandatory and **optional** characteristics of a product sheet are indicated, accompanied by a structured and detailed description, the product sheet optimizes its ranking in the results of a customer search, including in a search using the sorting filter.

- **Customer Experience**

A customer consulting a complete product sheet will be more **reassured** and confident in his purchasing process.

- **Customer service**

Product returns will be reduced. A customer who knows what he is buying and who is informed about the characteristics of his product, is a customer who will not call your customer service for a possible return.

The number of incidents that your customer service must manage will decrease, as well as your incident rate at Rue du Commerce.

- **Sales optimization**

A **detailed product sheet** is a **reassuring element** on the product, which **decreases the obstacles that a customer** may encounter in his buying process.

Rules of invalidity of products

All the products that you create or update are moderated by the Rue du Commerce merchant service.
The purpose of this service is to validate or refuse temporarily or permanently the new products that arrive on the marketplace.

Final refusal

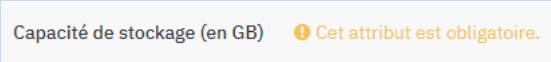
Grounds for refusal	explanation of refusal	Resolution
Product disabled on the marketplace	The product is disabled on the marketplace because it is a source of technical conflicts	Re-create the product with the official EAN
Category does not exist	You have associated your product to a non-existent category because this type of product is not eligible for sale on Rue du Commerce. See at the bottom of the page: What product categories are not eligible for sale?*	None
Product forbidden to be sold	The product you wish to sell is prohibited in France	None
Defect of intellectual property	You do not have resale rights, or you have used protected images	Contact the brand corresponding to your product to obtain the rights. You will need to provide us with proof of authorization for exploitation or resale.
Offensive or discriminatory product	You have created a product contrary to the values of Rue du Commerce	None
Unofficial EAN	The EAN you have indicated is not official	Please contact the brand to obtain an official EAN and recreate the product

Which product categories are not eligible for sale on Rue du Commerce ?

- Household linen
- Fashion/clothing
- Art of the table
- Cultural products CD / Books /DVD etc.

Rules of invalidity of products

Temporary refusal

Grounds for refusal	explanation of refusal	Resolution
Image quality	<ul style="list-style-type: none"> - The imported images are not of good quality and/or do not match the product description/EAN. - Blurred images, too small, wide borders, amateur photo, presence of a logo or warranty/delivery information or other, the image is a logo. 	Get in touch with your product brand or supplier to get a quality image for your product.
Lack of attribute values	Mandatory attribute values are missing.	<p>The yellow notification on your product page indicates which value is missing. Edit and add a value to solve this problem.</p> 
Description in a foreign language	Your description or title is in a foreign language	Descriptions and titles must be in French.
Lack of visual	You have not imported any product images	Import an image corresponding to the product
The brand is mandatory	You did not indicate a brand, the brand indicated does not correspond to the product	Specify a valid trademark. If the brand is not available in the list, contact the merchant service to have it created. service.marchand@ruedcommerce.com
The long description is empty	The long description is empty or provides very little information about the product	Please provide a long detailed description, allowing a good understanding of the product
Presence of the brand in the product title	You have indicated the brand in the title (short name)	Remove the brand from the title. It is not necessary to indicate the brand in the title, because it is indicated in the "brand" field when the product is created.
Title not explicit	Your title is too short or too long or you indicate terms related to a warranty, product grade, delivery, etc.	Include the model number + product type + relevant terms. We recommend a title of about 40 characters
The product is not in the right category	The category you have associated to your product is not the right one	You must associate the right category when you create your product. Otherwise, the product will be automatically rejected and lost.
EAN missing on the product	You have not indicated an EAN	Indicate a valid and official EAN.
Incomplete description	The entire description of your product sheet is incomplete	Please check your entire product file and complete the yellow notifications
Non-compliance with regulations	You have created a product that is subject to a specific regulation requiring certain information: SAR, reparability index.	Please indicate in the SAR and reparability index fields the information corresponding to the product

Short designation (title)

0 1 2 3

SONY - FW-43BZ35J Téléviseur 43" 4K UHD LED

[Poser une question](#)



[DESCRIPTION](#) [FICHE TECHNIQUE](#) [QUESTIONS / RÉPONSES](#)

Note: if you work with **FlixMedia** - **1worldwync** - **Cnet** for the creation of your digital content, you can authorize them to broadcast your rich content on your product sheets.

Short designation (title)

0. No need to indicate the brand in your title, it will be automatically indicated after the creation of the product
1. Indicate the model number. This will help customers to make their purchases.
2. Indicate the type of product to optimize the results of a search.
3. You can indicate relevant terms (no more than 4) to optimize the title, such as: color, dimension, specific functionality, etc.

Please note: a quality title should not contain more than **255** characters. Do not indicate the product's condition grade, energy class or information that may change over time

Images

The images should be large and sharp enough so that customers can easily visualize the products and that they do not represent a hindrance in the purchasing process.

Images representing the product from all angles are recommended. Give preference to ambient images for products of the home universe.

What Rue du Commerce expects on image formats:

JPEG - PNG - GIF

Maximum size : 1600 x 1600

Minimum size : 800 x 800

Maximum file size : **10240ko (important)**

Long description of the product

[DESCRIPTION](#) [FICHE TECHNIQUE](#) [AVIS CLIENTS](#) [QUESTIONS / RÉPONSES](#)

Description - TV 40" à 43" - Sony - FW-43BZ35J Téléviseur 43" 4K UHD LED

Points forts Sony FW-43BZ35J Téléviseur 43" 4K UHD LED

L'écran BRAVIA FW-43BZ35J 43" associe de superbes images 4K lumineuses à des fonctionnalités adaptées aux entreprises. Doté du puissant processeur 4K HDR X1 de Sony, le FW-43BZ35J offre une superbe qualité d'image, avec des images immersives qui améliorent les trois principaux éléments de la qualité d'image : la clarté, la vivacité des couleurs et le contraste. Robuste et stable, le FW-43BZ35J est conçu pour un large éventail d'applications B2B. Il est doté d'un design intelligent qui combine un cadre avec une partie inférieure plate et une position latérale du logo, idéal en mode portrait ou incliné, notamment dans les applications d'affichage. Le puissant système d'exploitation Android intégré à l'écran sur une plate-forme SoC garantit un démarrage rapide ainsi qu'une grande fluidité pour les applications, les animations et l'expérience utilisateur. Le mode Pro permet une personnalisation rapide et facile pour s'adapter à différents environnements, notamment les entreprises, l'enseignement et l'affichage dynamique, tandis que la configuration en une étape optimise les paramètres d'affichage pour la signalisation et les salles de conférence d'une simple pression sur un bouton.

Fonctionnalité:

- A travers des images quatre fois plus détaillées que la Full HD et une résolution de plus de 8 millions de pixels, la 4K apporte davantage de clarté à l'affichage dynamique et aux écrans utilisés en entreprise et dans le milieu de l'enseignement.
- La technologie 4K X-Reality PRO rapproche les images d'une véritable qualité 4K. La netteté des images est améliorée en temps réel pour révéler des détails cachés sur les images à résolution plus faible.
- L'affichage TRILUMINOS PRO génère des couleurs à partir d'une palette plus étendue, reproduisant fidèlement un monde aux nuances et aux tons plus riches et plus réalistes.
- La configuration en une étape permet un gain de temps considérable dans les environnements d'entreprises : elle optimise les paramètres d'image et de réseau pour s'adapter aux salles de réunion et aux applications de signalisation d'une simple pression sur un bouton.
- BRAVIA est conçu pour un fonctionnement fiable 24 heures sur 24 dans les environnements de présentation d'entreprise et audiovisuels les plus exigeants.

Spécifications:

- Marque: Sony
- Couleur: Noir
- Taille de l'écran: 43 Pouces
- Type de connecteur: Wi-Fi
- EEK Spectre: A à G
- Consommation en veille: 2 watt
- Largeur du produit: 96,4 cm
- Hauteur du produit: 56,3 cm
- Profondeur du produit: 6,9 cm
- Poids du produit: 10,2
- Temps de réponse: 6 ms
- Format: 16,9
- Contraste: 4000 , 1
- Code EAN: 4548736124035
- Connectivité: Wi-Fi, LAN, Bluetooth
- Système d'exploitation: Android OS
- Nombre de ports USB: 2
- Luminosité: 580 cd/m²
- Technologie de rétroéclairage LCD: Direct LED
- Format d'affichage: 4K UHD (2160p)
- Résolution: 3840 x 2160
- Consommation d'énergie annuelle: 105 kWh
- Classe énergétique: Classe G

1. Product presentation

You can present your product or indicate the presentation of the product made by the brand.

2. Presentation of the technologies

In this part the technologies are indicated and presented: 4k X-Reality PRO, Triluminos PRO. Other technologies that could have been presented for a television: Dolby Atmos & Vision, Ambilight, HDR 10, Nano Led etc.

3. Product features

Even if the characteristics are indicated in the data sheet, it is important to state them all in the long description.

Indeed, it is possible for a product that some fields allowing to indicate a specific characteristic do not exist. This characteristic will not appear in the technical sheet, but will be visible in the description if you have indicated it.

Please note: the description is limited to 60,000 characters. Do not indicate the product's condition grade, energy class or information that may change over time

The long description must be different from the short description. Otherwise, the product description will be invalid.

Note: when creating your product, it is possible to include HTML and CSS language as well as to integrate images and videos in your long description.

Product characteristics (data sheet)

Search filter

Catégories

- TV 32" et moins
- TV 32" à 39"
- TV 40" à 43"
- TV 50" à 55"
- TV 56" à 65"
- TV 66" et plus
- TV 44" à 49"

Marque

Panasonic (15)

Sony (5)

Samsung (83)

LG (59)

Benq (1)

Grundig (2)

Hyundai (?)

Couleur

Taille d'écran TV pouces

- 55 (80)
- 65 (46)
- 43 (42)
- 50 (33)
- 75 (13)
- 48 (10)
- 58 (9)

Compatible Google Assistant

RUE DU COMMERCE
La Tech pour tous !

DESCRIPTION **FICHE TECHNIQUE** AVIS CLIENTS QUESTIONS / RÉPONSES

Fiche technique - TV 40" à 43" - Sony - FW-43BZ35J Téléviseur 43" 4K UHD LED HDMI USB Noir

Information générale	Caractéristique principale
Classe énergétique : G	Couleur : Noir
Dolby Vision : Compatible Dolby Vision	
Incurvé : Non incurvé	
Marque : Sony	
Nombre d'entrées HDMI : 4	
Norme d'affichage TV : 4K UHD	
Vesa : 200 x 200 mm	
Dimension	Affichage
Taille d'écran TV cm : 109	Contraste : 4000:1
Communication / Réseau	Connectique
Bluetooth : Avec bluetooth	Nombre d'entrées DVI : 0
Wi-Fi : Wi-Fi	Port USB : Port USB
Consommation	Ecran
Consommation en veille (en W) : 0,5 W	Ecran tactile : Ecran non tactile
	Taille d'écran TV pouces : 43
	Technologie d'écran TV : LED
Multimédia	
Résolution de l'écran : 3840 x 2160 pixels	

URL notice pdf [Modifier](#)

Pas de valeur fournie

Note:

Indicating **optional features during the creation of a product**, will increase its **visibility** and improve its **ranking in the search results**, when a customer uses the **sorting filters**.

Indicating the characteristics of a product has several advantages:

- Optimize the search filter and its results
- Optimize the search result (search bar)
- Reassure a customer before/after sale
- Optimize your sales
- Reduce the risk of product returns

To reassure your customer on his purchase you can indicate in the product characteristics, the link leading to the manual or the manufacturer's sheet of the product.

Energy label

Since March 1, 2021, for better readability, the **energy labels** for home equipment have been revised. The **A+**, **A++** and **A+++** classes disappeared in favor of a scale from **A** to **G**.

The European Union has revised the classification of 5 categories of products:

- Refrigerators, freezers and wine storage devices
- Dishwashers
- Washing machines and washer-dryers
- Televisions and screens
- Bulbs and LEDs

More information [Here](#).

The energy class should not be mentioned in the title of the product or in its description (short and long).

To indicate the energy class, you must fill in the following fields in the [creating products](#)

A pictogram will automatically appear on the product sheet as well as in the product data sheet:

The screenshot shows a product data sheet form with the following fields:

Information générale	
Avis Client :	5
Nb d'étoiles de chaque compartiment :	4
Position du congélateur :	En bas
Classe énergétique :	E
Etiquette énergétique :	Voir le document
Marque :	Bosch

Below the form, there is a small image of the energy label for a Bosch refrigerator, which shows a scale from A to G and a red arrow pointing to the 'E' class.



Reparability index

Since January 1, 2021, the Ministry of Ecological Transition has implemented the **reparability index**. It is a note on 10 mandatory to appear on products at the time of purchase. This note is assigned by the manufacturer of the device based on predefined criteria.

The product categories involved are:

- Electric lawnmowers
- Laptops
- Washing machines
- TVs
- Smartphones

More information [Here](#)

The screenshot shows a product page for a Bosch washing machine (model waj24008ff) on the BUT website. The price is 399,99 €. A green badge indicates a reparability index of 7.3. A red box highlights the 'Vérifier la disponibilité en magasin BUT' button. Below the product image, a technical specification table is visible, with the 'Indice de réparabilité (note sur 10)' highlighted in red and set to 7.3. A red dashed line connects this value to the text 'Caractéristique à compléter' on the right.

Information générale	
Avis Client :	5
Capacité au lavage :	8
Classe énergétique :	A+++
Affichage du temps restant :	Avec affichage du temps restant
Fin différé :	Fin différé
Connecté :	Non connecté
Départ différé :	Sans départ différé
Porte(s) réversible(s) :	Sans porte(s) réversible(s)
Indice de réparabilité (note sur 10) :	7.3
Etiquette indice de réparabilité	voir le document

Cette note est liée à la caractéristique : ce sera corrigé automatiquement si on modifie la caractéristique indice de réparabilité

Caractéristique à compléter

You must fill it in this field when creating the product [Creating the product](#)

Indice de réparabilité

Specific Absorption Rate (SAR)

In accordance with Article 1 of Decree No. 2010-1207 of October 12, 2010 on the display of the specific absorption rate of radio equipment, you must fill in the SAR limb and trunk in addition to the SAR head, on your product information.

DAS tête (en W/Kg) *	<input type="text"/>
DAS membre (en W/Kg)	<input type="text"/>
DAS tronc (en W/Kg)	<input type="text"/>

Since March 1st, no new product can be created on the Smartphone and Tablet categories without these 3 fields being filled.

Monitoring product errors

More often than not, besides the creation of offers by form or the update of offers in your inventory, an integration report will be generated. You will be able to check the smooth functioning and download an error report. The errors are in the last column of the file.

The report is available [here](#) for offers.

16/12/2021 - 02:42:24	mirakl_import_products_31452_0eebc104-df74-4174-8532-85395fd9b24b.csv	API	<p>Complete</p> <p>⚠ Errors occurred during file transformation.</p> <ul style="list-style-type: none">• Lines read: 9,102• Lines processed: 9,102• Lines with errors: 33• Synchronized products: 8,685• Invalid products: 8• Rejected products: 362• Products not synchronized on time: 47	<ul style="list-style-type: none">⬇ Download the integration error report⬇ Download transformation error report⬇ Download transformed file⬇ Download transformed file in Excel⬇ Download added products report🔄 Launch the import again
-----------------------	---	-----	---	--

When you import a product file into Mirakl, if there are any errors, several reports can be downloaded to identify and correct your errors. It is important to check these reports to ensure that all your products go live:

1 **Transformation error report:** when transformation fails and products do not follow the guidelines => "Download transformation error report"

- Examples of errors :
 - 2019|The attribute 'ean13' (EAN 13) must be a valid product reference: EAN-13
 - 1000|The attribute 'arrangement_number' (Nombre de rangements) is required

2 • **Integration error report:** means that the integration has failed, i.e. products are rejected by us => "Download integration error report" They require a new action from you.

- Examples of errors :
 - MCM_BAD_CATEGORY|Le produit n'est pas rangé dans la bonne catégorie
 - MCM-05000|The 'short_description' attribute is required.,MCM-05000|The 'full_description' attribute is required.

3 • **The added products report** concerns the products published by us.

Configuring the logistics grid

Logistics grid

Shipping Configuration

Depending on the platform settings, enable or disable shipping zones, methods and logistic classes. You can specify shipping charges for each active combination from the page of each shipping zone.

Shipping Zone	Enable
> France (hors Corse) France Hors Corse	Edit shipping charges <input checked="" type="checkbox"/>
▼ Corse Corse	Edit shipping charges <input type="checkbox"/>

Shipping Methods

Livraison standard à domicile Livraison standard à domicile (2-3 jours)	<input type="checkbox"/>
Livraison Express à domicile Livraison Express à domicile (1 jour)	<input type="checkbox"/>
Livraison en point de proximité avec Relais Pickup Livraison en point de proximité avec Relais Pickup	<input type="checkbox"/>
Livraison en point de proximité avec Mondial Relay (2-3 jours) Livraison en point de proximité avec Mondial Relay (2-3 jours)	<input checked="" type="checkbox"/>
Livraison en point de proximité avec Relais Colis (2-3 jours) Livraison en point de proximité avec Relais Colis (2-3 jours)	<input checked="" type="checkbox"/>

The configuration of the [logistics grid](#) is a critical step to the publication of your offers.

No offer without shipping method can be published on Rue Du Commerce, you will always get an error message.

2 delivery zones are available:

- France (Mainland only)
- Corse (Corsica)

Zones can be enabled and disabled by clicking on the rightmost box in the row. Clicking on the zone gives you access to the list of delivery methods and logistic classes in order to determine which ones are desired. **Please note however** that activating a previously inactive delivery zone (for instance Corsica) activates all delivery methods by default. It is therefore imperative to check that only the desired methods are active.

Clicking on « **Edit shipping charges** » allows you to determine the amounts charged for each method and logistic classes. More details are available next page.

Every product classification is associated to a class (For instance, Smartphones are associated to Class B)

As such, 2 methods are available to configure your logistics grid:

- Creating offers and configure only the concerned classes.

To easily identify the concerned classes, you can do an export of your inventory in My Inventory > Offer list.

The « Logistic class » column will provide you with a code. The first letter of that code is the name of the classe (for instance, AQW1 for classe A).

- Configuring your method and shipping costs in the logistic grid and associating your offers to each class. That can be either when creating offers (by form or file) or when updating them.

Important : By CSV or XML files, you will have to send the class code in the Logistic-class field. These fields are available on [that page](#).

As soon as an offer is associated to a logistic class, you will have to activate a shipping method for that class.

Each method has its own delivery time. Here are the main ones:

- Livraison standard à domicile (standard delivery at home) : 3 days
- Livraison express (express delivery) : 1 day
- Livraison point relais (pickup point delivery): 3 days
- Livraison transporteur pied d'immeuble (delivery in front of the building) : 4 days
- Livraison transporteur dans la pièce (delivery in the customer's room) : 4 days

Those delivery times are configured in calendar days.

Important : We add that time to the time to ship (associated to the offer) to give our customers an estimated date of delivery.

Configuring shipping and delivery times

Setting up your shipping times properly

The product description gives the customer an estimated delivery date:

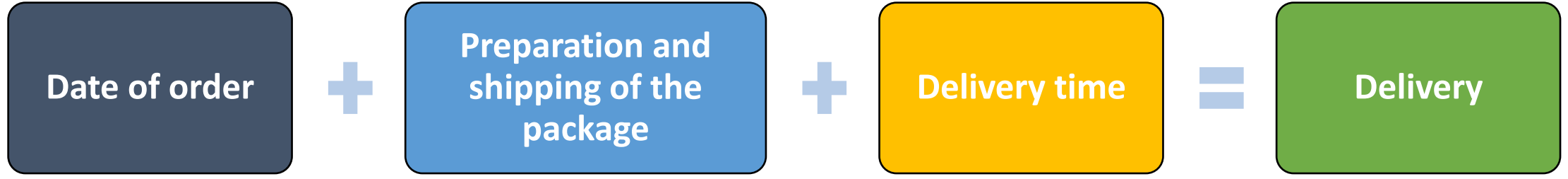
The screenshot shows a product page for an Apple iPhone 13. The price is 900,89€, with a 0.05€ eco-contribution. A shipping modal titled "Modes de livraison" is open, showing "Livraison standard à domicile" with a delivery window of "Livré entre le 14/04/2022 et 16/04/2022" and "Livraison gratuite". The background page also shows a delivery date of "Livré chez vous à partir du 14/04/2022" and "Livraison OFFERTE".

To calculate this date, Rue Du Commerce relies on 3 datas:

- **Lead time to ship:** You must set the number of working days required to ship the package for each offer.
- **Delivery time:** **Rueducommerce** sets a delivery time for each delivery method. However, it is important to check that the methods you have chosen for your shop are the most coherent in terms of designation and time.
- **Shipping country:** the delivery time linked to each delivery method depends on the shipping country specified for the product.

This date has an impact on your acquisition of the Buybox, so it is important to choose consistent deadlines and not to deliberately leave yourself too much of a safety margin.

Delivery date: How RDC recalculates it



Calculated using the Lead Time to ship that you have set for the offer. This time is calculated by deducting the 1st weekend and public holidays

Calculated using the delivery method time (**programmed by RDC**) and the shipping country (programmed by you). This period runs from Monday to Saturday, excluding public holidays.

RDC adds 2 days to the resulting date to create a range of delivery dates. It runs **from Monday to Saturday** excluding public holidays.

Special cases:

1. If you do not enter a shipping time, Mirakl will automatically enter a value of 2.
2. If you enter a shipping time of 0, Mirakl will automatically enter a value of 1.

- Delivery methods**
1. Livraison express à domicile
 2. Livraison standard à domicile
 3. Livraison transporteur express
 4. Livraison transporteur pied d'immeuble
 5. Livraison transporteur

From Europe

1.	1D
2.	3D
3.	2D
4.	4D
5.	7D

From Asia

1.	7D
2.	12D
3.	12D
4.	12D
5.	12D

Delivery date: Examples

Order placed on April 3rd , 2023

Shipping time = 2 days

Delivery method = Livraison express à domicile

Declared shipping area	04/03/2023	04/04/2023	04/05/2023	04/06/2023	04/07/2023	04/08/2023	04/09/2023	04/10/2023	04/11/2023	04/12/2023	04/13/2023
Europe	Order	Preparation	Shipping	Delivery							
Asia	Order	Preparation	Shipping	Transport	Transport	Transport		Transport	Transport	Transport	Delivery

Order placed on April 3rd , 2023

Shipping time = 2 days

Delivery method = Livraison standard à domicile

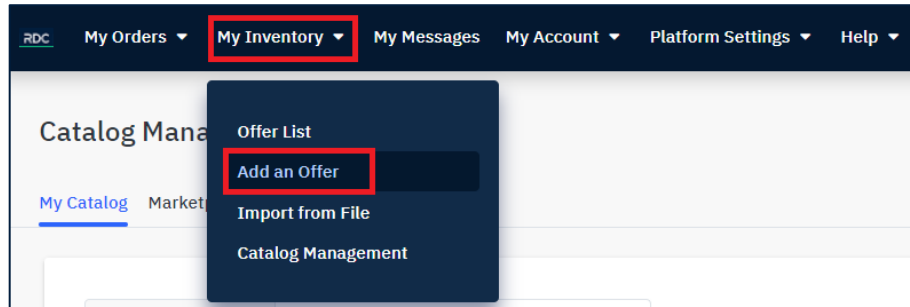
Zone d'expédition déclarée	04/03/2023	04/04/2023	04/05/2023	04/06/2023	04/07/2023	04/08/2023	04/09/2023	04/10/2023	04/11/2023	04/12/2023	04/13/2023	04/14/2023	04/15/2023	04/16/2023	04/17/2023	04/18/2023	04/19/2023
Europe	Order	Preparation	Shipping	Transport	Transport	Delivery											
Asie	Order	Preparation	Shipping	Transport	Transport	Transport		Transport	Transport	Transport	Transport	Transport	Transport		Transport	Transport	Delivery

Please note: **The country of shipment indicated in the offer has priority over the country of shipment of the shop.** It will therefore be possible to differentiate between the stock you have in Europe and the stock you have in Asia.

Competitive intelligence

Manually monitor your competitors' offers

When creating an offer, Mirakl gives you the possibility to check your positioning compared to that of your competitors:




Search for a product in our catalogue

Enter a product name, a brand, item code, and so on.



SMARTPHONE NU APPLE IPHONE12MINI-128-BK

Category: Téléphones / Téléphones Mobiles / Smartphones
Brand: APPLE
EAN: 0194252121948
SKU: a-3782-0194252121948
smartphone nu de la marque apple. en achetant ce produit, vous profiterez d'une garantie de 2 ans !



Stock

Condition* Refurbished Stock Quantity* 1

Competing Offers

15 New
from €697.00 + €9.99 Shipping
from €857.93 + €0.00 Shipping

Monitoring your competitors' offers via API

Mirakl's API P11 allows you to easily obtain the details of your competitors' offers for a given EAN. You can get more informations on that subject in [that article](#) from the Mirakl Helpdesk.

That will give you an XML file with the following informations for every sellers on that product:

- Price : discounted prices, discount period
- Shipping method and shipping price
- Description
- Delivery time
- Product stat
- Shop name
- Stock

```
<leadtime_to_ship>4</leadtime_to_ship>
<min_shipping_price_additional>0.00</min_shipping_price_additional>
<min_shipping_price>0.00</min_shipping_price>
<min_shipping_type>Domicile1</min_shipping_type>
<min_shipping_zone>FR</min_shipping_zone>
<price>328.29</price>
<price_additional_info xmlns:xsi="http://www.w3.org/200
<state_code>11</state_code>
<total_price>328.29</total_price>
<nb_evaluation>0</nb_evaluation>
<is_professional>true</is_professional>
<shop_grade xmlns:xsi="http://www.w3.org/2001/XMLSchema
<shop_name>ABCD1234</shop_name>
<channels/>
<discount xmlns:xsi="http://www.w3.org/2001/XMLSchema-i
<logistic_class xmlns:xsi="http://www.w3.org/2001/XMLSc
<min_quantity_alert xmlns:xsi="http://www.w3.org/2001/X
<offer_additional_fields/>
<offer_id>0</offer_id>
<premium>false</premium>
<quantity>999</quantity>
```


Sales and commercial animation

Our core business categories



**Computers
& tablets**



**Components
& Gaming**



Smart home



Smartphones



TV & Video



Audio



Photo



**Small & Major
domestic appliances**



Furniture & Decoration



Garden & DIY

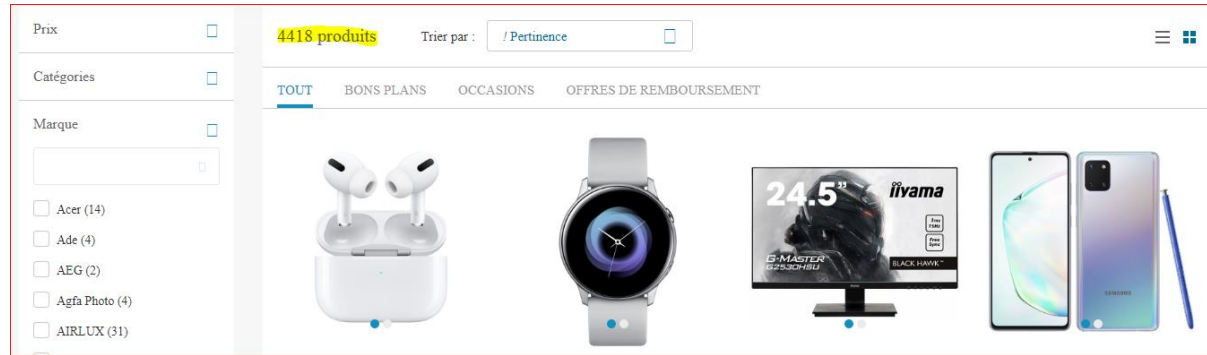


Fitness (digital)

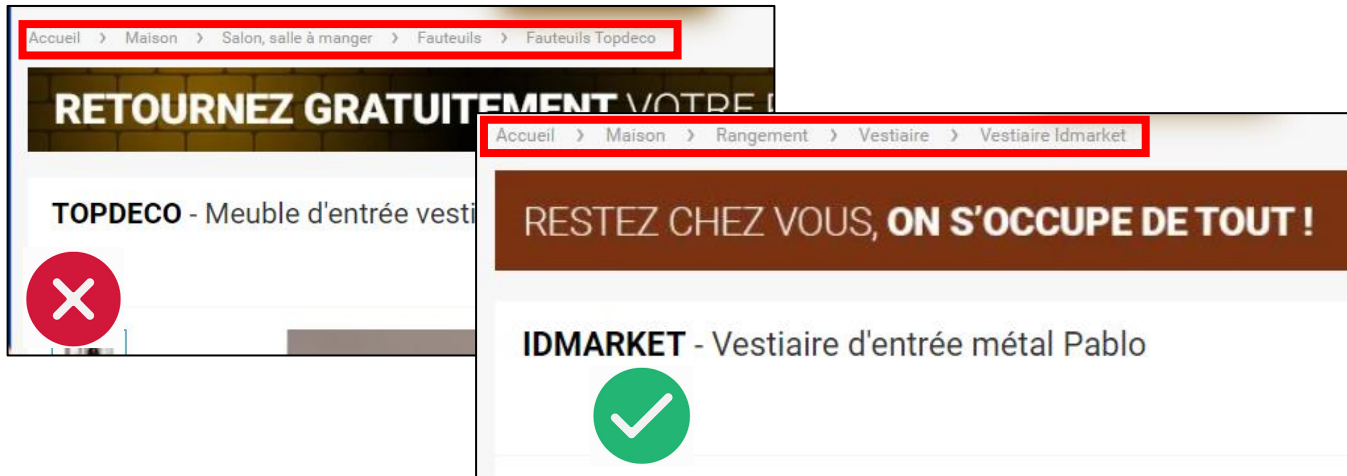


Refurbished

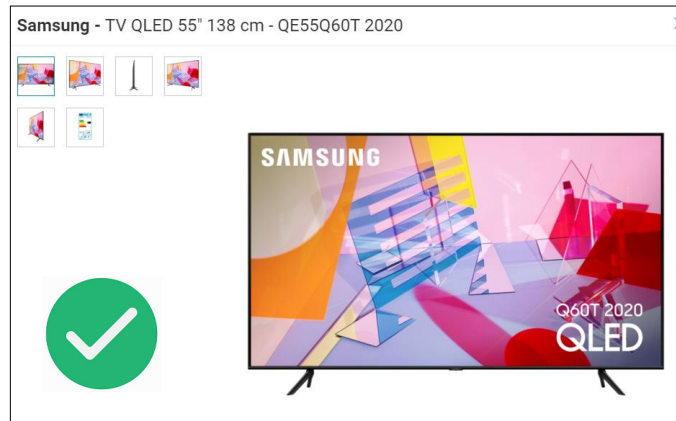
Your catalog



- To sell on our marketplace, you need to have a catalog with a good range to answer the needs of as much customers as possible.
- The more offers you have, the better your chances to sell.
- For that, it is paramount to categorize your offers in the right category with the right price and availability.
- The more your catalog will be well referenced, the more our customers will find your products.
- As such, you need to match your products classification to our arborescence.



Visuals of your product sheets



- To make it on a marketplace, it is important to have a wide catalog with at least 50 products to attract as much customers as possible.
- It is also important to have quality product sheets to get in the search engine (Product sheet, HD pictures and mostly good content).
- Here are some advices regarding the pictures:
 - Several pictures from different angles.
 - If possible, they should be with a white background / cut out.
 - Showing the contents of the package / the accessories
 - A video can be a plus

Descriptions of your product sheets

- Have a layout / form for more readable and pleasant content
- Watch out for bad translations, repetitions and copy/paste errors
- Include visuals to energize the content
- A content written in french without spelling mistakes

DESCRIPTION FICHE TECHNIQUE AVIS CLIENTS QUESTIONS / RÉPONSES

Description - CLATRONIC - Robot Pâtissier Boulangerie Cuisine Ménager Multifonction Bol 5L 1100W KM 3711

Garantie 2 ans

Mixeur/Pétrin/Fouet puissant avec 1000 watt max. et bras multifonction orientable à 35° Bol en acier de 5 litres au goût neutre pour max. 2.5 kg de préparation 3 Crochets accessoires (mélangeur, crochet, fouet) Particulièrement facile à nettoyer et à utiliser Robot Multifonction 5 litres / 1000W / 3 Crochets accessoires Mélangeur en aluminium moulé sous pression **mélange égal même** avec de grandes quantités de pâte Crochet en aluminium moulé sous pression pour par ex. les pâtes lourdes comme la levure et la pâte à pain Fouet en acier inoxydable pour les ingrédients aérés, tels que les blancs d'œufs ou la pâte à biscuit Robuste équipement spécial Matériau du bol: Acier inoxydable (inox) Couvercle de protection contre les éclaboussures transparent Contrôle électronique de la vitesse Verrouillage du bras multifonction Fusible de sécurité Recouvrement sécurisé de la mécanique d'entraînement Position stable grâce aux pieds antidérapants Alimentation: 230 V, 50 Hz Balance de cuisine Surface de pesée en verre / Fonction tare **Apagado automático** Surface de pesée en verre de haute qualité Ecran LCD clairement lisible Dimensions (LxHxP): environ: 150 x 17 x 220 mm. Poids de 5 kg (1 g mise à l'échelle) Unités de mesure réglables: g, lb-oz, ml, fl oz Arrêt automatique Interrupteur marche / arrêt Fonction Tare (fonction pondérée additif) Haute stabilité grâce **pieds caoutchoutés** Indicateur de batterie faible Fonctionnant sur batterie: 1x CR 2032 (batterie fournie **Détalles Fouet Fouet** en acier inoxydable pour les ingrédients aérés, tels que les blancs d'œufs ou la pâte à biscuit **Crochet Crochet** en aluminium moulé sous pression pour par ex. les pâtes lourdes comme la levure et la pâte à pain. Mélangeur Mélangeur en aluminium moulé sous pression - mélange égal même avec de grandes quantités de pâte. Couvercle de protection Couvercle de protection contre les éclaboussures transparent.



Simplicité et efficacité au quotidien

Réussissez simplement vos blancs en neige, vos crèmes fouettées et autres préparations grâce au **mouvement de rotation planétaire** du robot. Les différents accessoires que vous pouvez attacher robot tournent sur eux-mêmes mais, aussi dans le bol ce qui permet d'obtenir des préparations homogènes.

Equipé d'un **moteur à transmission directe** pouvant produire **une puissance de 800W**, vous ne perdrez pas de puissance peu importe la vitesse à laquelle vous êtes parmi **les huit disponible**. Ce robot pâtissier se révélera être un atout de poids dans votre cuisine, peu importe la complexité de la recette que vous souhaitez réaliser il répondra présent à tous les défis que vous lui lancez.

Avec son **écran LCD et son minuteur intégré**, plus besoin de le surveiller ! Choisissez le temps ainsi que la vitesse voulue et il fera le travail à votre place. Il dispose également d'un **bol en acier inoxydable** d'une **contenance de 5.2L** qui conviendra à la plupart de vos préparations culinaires.

Parmi les accessoires fournis vous trouverez un **couvercle anti éclaboussure**, afin de garder votre zone de travail toujours propre. Vous trouverez également kit de pâtisserie contenant un fouet, un batteur, un crochet. Avec cela vous serez paré à toutes les éventualités.



Attributes of your product sheets



Fiche technique - Samsung - Galaxy S10 Plus - 128 Go - Bleu Prisme

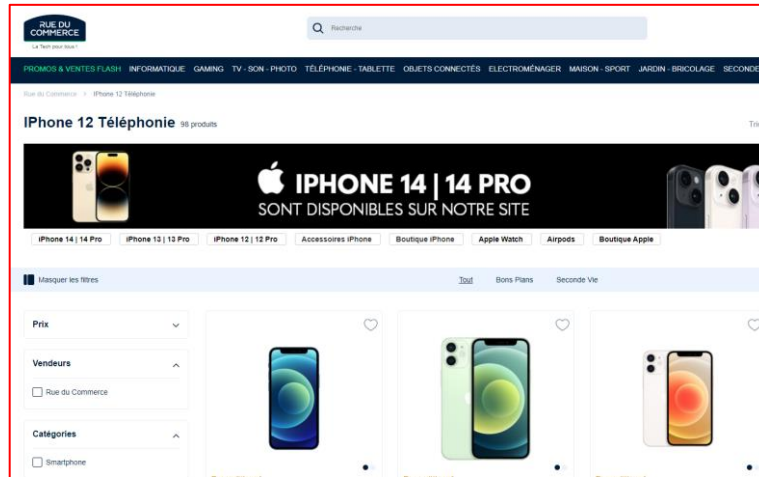
Poids	500
Couleur	Bleu
Système d'exploitation	Android
Résolution du capteur numérique en Mpx	0
Capacité de la mémoire vive	0
Mémoire intégrée (ROM)	128
Système d'exploitation mobile	Android
Débit d'Absorption Spécifique	0
Taille d'écran (pouces)	0
Mémoire vive installée	0
Résolution de l'écran	0
Résolution max de l'appareil photo	0
Réseau internet	4G+
Modèle de smartphone	Samsung Galaxy S10 Plus
Version de l'appareil	Version internationale

Fiche technique - Samsung - Galaxy S20 - 4G - 128 Go - Bleu

Couleur	Bleu
Résolution max de l'appareil photo	64
Nombre de capteurs photo arrière	3
Nombre de capteurs photo avant	1
Charge sans fil (induction)	Avec charge sans fil
Capteur : Reconnaissance faciale	Reconnaissance faciale
Prise casque (jack)	Sans prise casque
Marque de processeur smartphone	SAMSUNG
Qualité de verre d'écran	Gorilla Glass 6
Résolution de l'écran smartphone	Quad HD Plus
Spécifications audio	Haut-parleurs stéréo AKG; Son compatible Dolby Atmos
Spécifications appareil photo selfie	10MP Dual Pixel; Ouverture f/2,2; Autofocus; HDR10+
Version de l'appareil	Version française
Résolution du capteur numérique en Mpx	64
Version de l'OS	Android 10
Taille Maximale prise en charge	1000
Technologie d'écran smartphone	Dynamic AMOLED

When creating a new offer, you must fill the mandatory attributes. It is advised to fill in the other attributes on Mirakl to improve customer, particularly through the various filters.

Pricing and Buybox*



- Your pricing is an essential element for your sales. The price is the primary motivation of the online shopper. (Source : Etude BVA)
- Beside your delivery time, the more relevant your pricing, the more likely you are to have the add to cart button in your favor.
- During a search, it is the seller with the most relevant offer regarding those 2 criteria who will be in the best position to sell to the customer.

Autres offres

TOUT	NEUF	OCCASION
i-Bazaar Lyon - Neuf	877,00 €	LIVRAISON GRATUITE
ZOOMICI - Neuf	1 068,17 €	LIVRAISON GRATUITE
la-eboutique - Neuf	1 076,71 €	LIVRAISON GRATUITE
Egadget Central - Neuf	1 076,71 €	LIVRAISON GRATUITE
REALLYPHONES - Neuf	898,90 €	LIVRAISON GRATUITE
Ruedutronics - Neuf	946,00 €	+ 9,99 € de frais de port
RoyalPrice - Neuf	1 111,19 €	LIVRAISON GRATUITE
Rue du Commerce - Neuf	909,00 €	LIVRAISON GRATUITE

Methods to optimise your pricing are provided **page 43 and 44**.

** The buybox is managed by an algorithm which weights these different criterias but not only. The allocation formula is not known to our departments for more equity between sellers.*

The importance of crossed out prices

The **sales price** is the main **purchasing criterion** of our customers. We therefore recommend that you adopt the most attractive **pricing strategy** possible in relation to your competitors.

We offer you the solution of **crossed-out prices**, here's how it will work:


- The **crossed out** price will be present as well as the **current price**
- A sticker will automatically be displayed indicating the difference between the 2 prices.
- Following the latest amendments to the French Consumer Code (article L.121-1), pricing regulations changed on May 28th 2022. **The reference price is now the lowest price charged during the last 30 days prior to the application of the price reduction.** As an exception, in the event of successive price reductions during a given period, the previous price is the one charged before the first price reduction was applied. **It is up to the Merchant Partners of the marketplace to take account of these latest legal regulations when setting the reference prices.** RUE DU COMMERCE informs the Merchant Partners of the marketplace that it does not store the prices charged by the merchants and that it cannot automatically cut off offers in the event of abusive promotions. RUE DU COMMERCE cannot under any circumstances be held responsible for the failure of vendors to comply with their legal obligations. In the event of non-compliance with these regulations, Rue du Commerce reserves the right to take all necessary measures, such as the suspension of offers or the suspension of seller accounts.



Msi - 27" LED Optix G271

Ecran PC Gamer - 1920x1080 - Dalle IPS - 1 ms - 144 Hz - AMD Freesync - Flicker Free - HDMI/DisplayPort



 Livraison gratuite

 Pack REPRISÉ

Deliveries and reviews



- Price isn't everything. Services are as important to gain customer loyalty and reassure him regarding its next sells.
- Customers are more interested in free deliveries as well as the delivery time.
- 75 % of online shoppers check shipping costs before considering buying (Source : JDN)
- It is of the outmost importance to correctly configure your shipping times according to the type of product and delivery method (standard or express).
- It is important to respect those deadlines in order to create trust within the customer and assure yourself good reviews.
- Customer reviews are very important at Rue Du Commerce and clearly influence the purchasing decision of e-consumers. The idea is therefore to offer an optimal customer experience (delivery, customer service, stocks and so on) which will impact your rating and your sales on our platform.
- Reading customer reviews is a primordial information source for 38% of the consumers. 88% of french consumers consults online reviews before buying (Source : étude trustpilot)



Vendu et expédié par

★★★★★ 0 avis



Vendu et expédié par

★★★★★ 1855 avis

Sales promotions

25% DE REMISE IMMÉDIATE

Prix avant promo : 421,98€

316€49* ⓘ

-25%

* Promo GM-NOEL2020-25 incluse

noël

LE MEILLEUR DE NOS MARCHANDS

JUSQU'À

-25%

POUR S'ÉQUIPER !

JE CRAQUE

5% DE REMISE IMMÉDIATE

7% DE REMISE IMMÉDIATE

10% DE REMISE IMMÉDIATE

- To boost your sales, Rue du Commerce regularly sets up **global** or **targeted** sales operations via **promotional codes** displayed directly on your product page, which allow you to offer promotions by taking advantage of the site's animation levers.
- These **promotional codes** are **100% financed** by the **merchant** and set up by our teams, the merchant does not have to make any manipulations in his flows. All that is required is to formalise the participation by signing a **contract** for the operation or **by writing us an agreement email** from a **decision maker**.

Sales promotions : Promotional codes → Modus Operandi

- As a reminder, all the **parameters** of the operation are **taken care of** by **Rue du Commerce**, so the merchant (seller) does not have to make any manipulations in his flows.
- If you wish to participate in the operation, the merchant (seller) will receive by e-mail a **contract** allowing you to take note of the **conditions of the promotional event**.
- You have the possibility to choose **different discounts** for your promotional codes, 100% financed by yourself or partially financed* by Rue du Commerce * *subject to negotiation with your Merchant Manager*:
➔ -5% / -10% / -15% / -20% / -25%
- These promotional codes can be **applied to your entire catalogue** or **just a part** of it.
 - ➔ It is up to you to choose what you want to do and to include it in your contract.
 - *Example 1: It is possible to apply the code only to one product*
 - *Example 2: It is possible to apply the code only on Computers except for Apple Computers*
- The promotional codes are applied to the **prices including VAT** of your chosen products for the Operation and do not affect the **shipping costs**.
- To finalise your participation, you must return the **duly completed and signed contract** before the deadline indicated in the e-mail announcing the operation to the following general address: marketplace@ruecommerce.com or to your usual Merchant Manager

Sales promotions : Promotional codes → Modus Operandi

In the contract, you will need to fill in your company's details in the box on the front page

Rue Du Commerce ou « Le Mandataire » Société par actions simplifiées Capital de 2.823.837 euros RCS Bobigny 422 797 720 44/50 avenue du Capitaine Glarner 93400 Saint-Ouen Représentant : Guillaume VOIRIOT Directeur commercial	Le Marchand ou « Le Mandant » Dénomination sociale : Forme juridique : RCS : Adresse: Tél: Représentant :
---	--

Article 1. Modalités de mise en œuvre

- Période : Du... au....
- Nom de l'Opération : Opération Fin du mois
- Montant du code promotionnel : % sur tout le catalogue
- Financement du marchand :
 -%

Dates to be filled in


Choose your promotional code on the second page

Then sign at the end of the contract

Pour le Marchand
(Cachet + signature)

Pour Rue du Commerce
(Cachet + signature)

Flash sales




DAAN TECH - Bob le mini lave-vaisselle Pack Premium Silver

Bob est un mini-lave vaisselle autonome, qui ne nécessite pas d'arrivée d'eau, conçu pour les foyers d'une à deux personnes et fabriqu...

VENTE FLASH

02j 09h 10m 19s

479€00*
439€90 - 6%

 Livraison gratuite

Prix

Prix* € Prix remisé

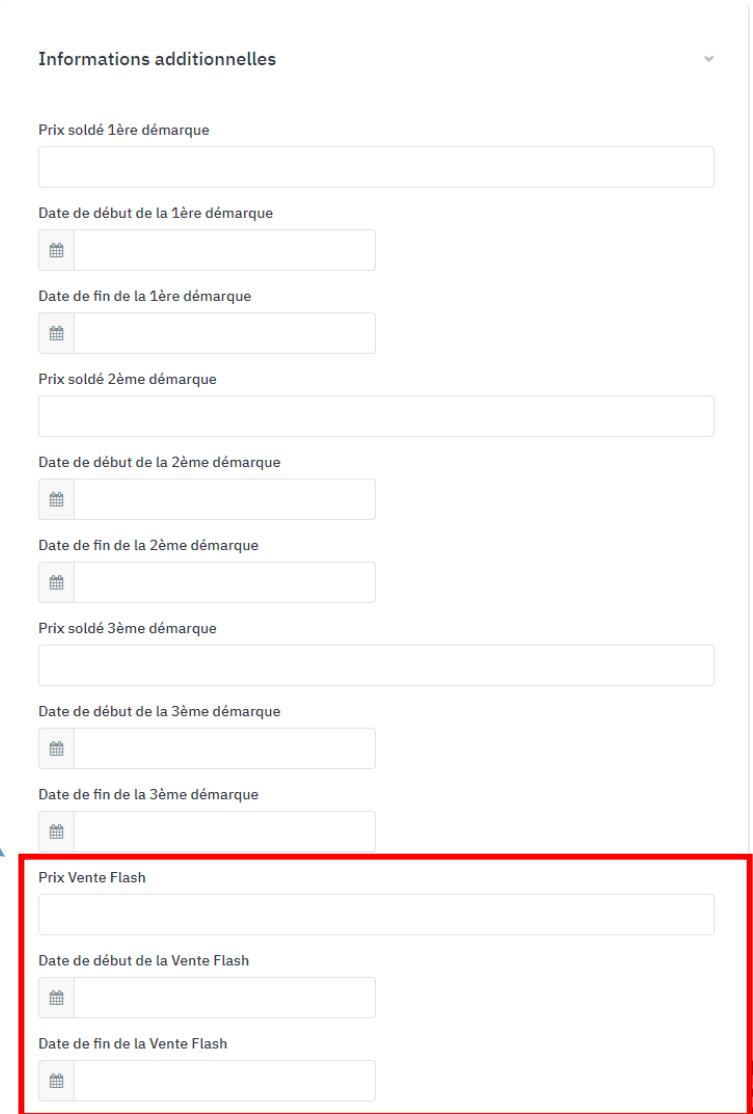
Période de remise ⓘ
du au

Information sur le prix ⓘ

- Flash sales will allow you to boost your sales. You can set them from your Mirakl Back office. Visitors are very fond of those promotions that are limited in time.
- The bargains and the flash sales categories are the most visited of our website.
- You can configure your flash sales directly on your offer on Mirakl (72h at the most)

Flash sells → How to make the settings?

A) **Manually:** Set up Flash Sales directly in Mirakl from the list of offers in the "Additional Information" tab by entering your product.



The screenshot displays the 'Informations additionnelles' (Additional Information) section of a Mirakl offer configuration. It contains several input fields for setting up flash sales:

- Informations additionnelles** (Section header)
- Prix soldé 1ère démarque** (Input field)
- Date de début de la 1ère démarque** (Date picker)
- Date de fin de la 1ère démarque** (Date picker)
- Prix soldé 2ème démarque** (Input field)
- Date de début de la 2ème démarque** (Date picker)
- Date de fin de la 2ème démarque** (Date picker)
- Prix soldé 3ème démarque** (Input field)
- Date de début de la 3ème démarque** (Date picker)
- Date de fin de la 3ème démarque** (Date picker)
- Prix Vente Flash** (Input field, highlighted with a red box)
- Date de début de la Vente Flash** (Date picker)
- Date de fin de la Vente Flash** (Date picker)

A blue arrow points from the text on the left to the 'Prix Vente Flash' field.

Flash sells → How to make the settings?

B) **In mass:** Setting up Flash Sales by importing a file into your Mirakl account

Import products in your format

[View the operator configuration](#)

[Open the configuration wizard](#)

Create or update my offers (stock, price, and so on)

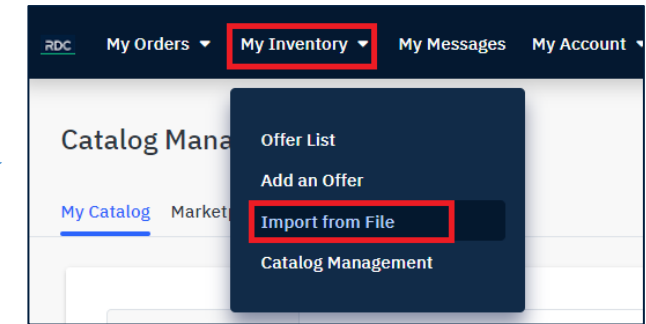
[Download an Excel file template for offers](#)

Import your inventory by API or FTP

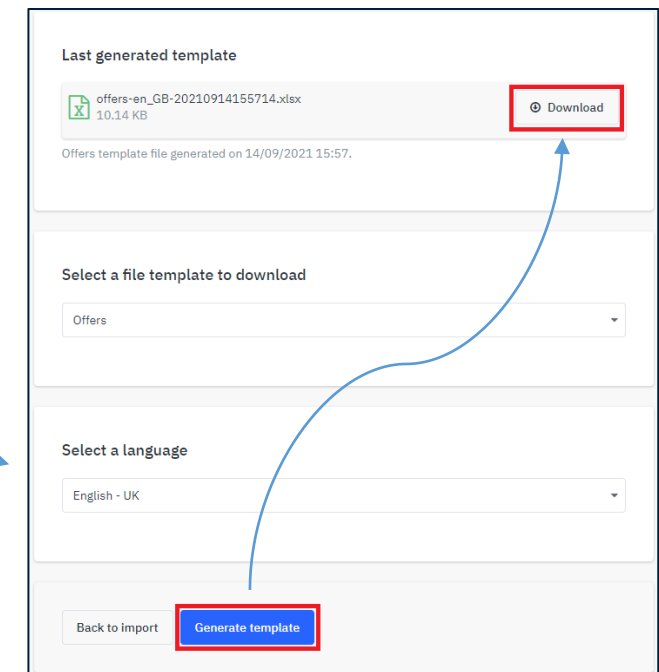
[Download a CSV or XML file template](#)

AB	AC	AD
Prix Vente Flash sales-flash-price	Date de début de la Vente Flash sales-flash-start-date	Date de fin de la Vente Flash sales-flash-end-date

Click on My Inventory and then
1 Import from file



2 Download a sample offer file in Excel format



3 Generate a template

4 Fill in the pink columns and the Flash Sales columns



SOLDES

Prix avant promo : 150,00€

100,00 €

-33%

- Find twice a year the **Sales** which take place on RueDuCommerce at the **beginning of the year** (January-February) and in the **middle of the year** (June-July): they are framed by prefectural decrees **with dates fixed** and **starting times** by the government with particular conditions to respect (see next page).
- You have the possibility to join by setting all or part of your catalogue so that your **offers** are flagged "Sale".

Sales → Conditions to be respected

→ Which products can be sold?

➤ Products offered for sale and paid for more than 30 days ago

Payment can be deferred as long as the invoice is issued at least 30 days before the start of the sales.

➤ Products marketed 30 days before the sales

It is forbidden to replenish the stock during the sales. Products put into stock during the sale may never be sold during the period, even after one month of sale.

Following the latest amendments to the French Consumer Code (article L.121-1), pricing regulations changed on May 28th 2022. **The reference price is now the lowest price charged during the last 30 days prior to the application of the price reduction.** As an exception, in the event of successive price reductions during a given period, the previous price is the one charged before the first price reduction was applied. **It is up to the Merchant Partners of the marketplace to take account of these latest legal regulations when setting the reference prices.** RUE DU COMMERCE informs the Merchant Partners of the marketplace that it does not store the prices charged by the merchants and that it cannot automatically cut off offers in the event of abusive promotions. RUE DU COMMERCE cannot under any circumstances be held responsible for the failure of vendors to comply with their legal obligations. In the event of non-compliance with these regulations, Rue du Commerce reserves the right to take all necessary measures, such as the suspension of offers or the suspension of seller accounts.

→ When to fill in your sales?

- As soon as you are able to add them to the catalogue, please let us know so that we can make sure that everything is correct and that the sold out offers can be online as soon as they open.

The inclusion of sales does not result in an immediate increase in the discounted price. The launch date will be programmed by Rue Du Commerce and will be communicated to you as soon as the prefectoral decree has determined it.

→ To be noted

- Make sure that flash **promotions/sales** such as offers included in an **End Of Month operations do not conflict with sales.**
- If you **set up sales** in your feeds and you participate in our **commercial operation, the code will be applied to the price already sold.** Please take this into account in your settings.
- **Reference prices** take into account all recent promotions, flash sales and private sales, at least in the last 30days.

Sales → How do I make the settings?

A) Manually: setting up sales directly in Mirakl from the list of offers in the "Additional information" tab

Please note that the start and end dates are mandatory

N.B. : 3 **markdowns** are possible but be careful with the **dates** and **prices** which must be consistent

Example: 1st markdown: 100€ from 01/12 to 01/19

2nd markdown: 80€ from 01/20 to 01/26

3rd markdown: 60€ from 01/27 to 02/08

Informations additionnelles

Prix soldé 1ère démarque

129.99

Date de début de la 1ère démarque

12/01/2022

Date de fin de la 1ère démarque

08/02/2022

Prix soldé 2ème démarque

Date de début de la 2ème démarque

Date de fin de la 2ème démarque

Prix soldé 3ème démarque

Date de début de la 3ème démarque

Date de fin de la 3ème démarque

En Temps 2)

En Temps 3)


Sales → How do I make the settings?

B) **In mass:** setting up sales by importing files from your Mirakl account

Import your inventory in the operator format

 [Configure and download an operator Excel file template ?](#)

Import products in your format

 [View the operator configuration ?](#)

 [Open the configuration wizard ?](#)

Create or update my offers (stock, price, and so on)

 [Download an Excel file template for offers ?](#)

Import your inventory by API or FTP

 [Download a CSV or XML file template ?](#)

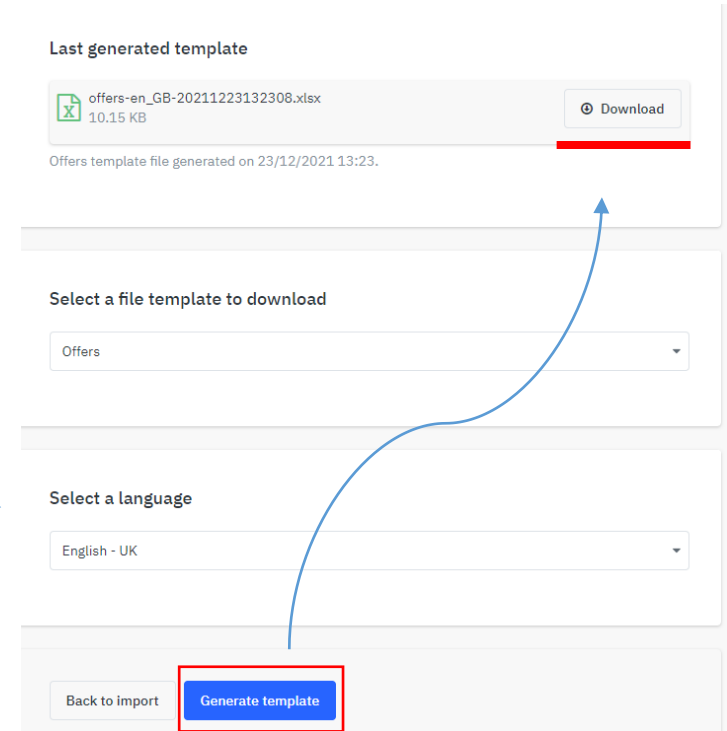
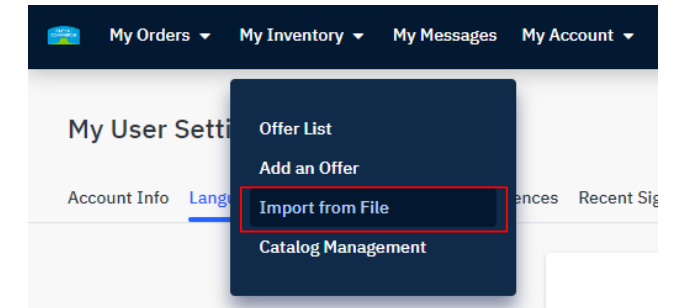
S	T	U
Prix soldé 1ère démarque	Date de début de la 1ère démarque	Date de fin de la 1ère démarque
sales-price-1	sales-start-date-1	sales-end-date-1
129.99	12/01/2022	08/02/2022

Click on My Inventory then
1) Import from File

2) Download a sample offer file in Excel format

3) Generate a template

4) Fill in the pink columns and the Flash Sales columns



Please note: the start and end dates are mandatory

N.B.: the expected format in CSV/XML is YYYY-MM-DD (e.g. 2022-01-12)

Sales → How do I make the settings?

General Recommendations:

Make sure you always send consistent information, for instance:

- **Discounted price** should **not** be **equal** to or **higher** than your **selling price**
- Do not **reverse** the **start** and **end dates**
- If you have several markdowns, do not send the same dates for each one: they must follow each other

If you work with an **integrator**, configuration will have to be done from their **interface**, we recommend you to consult their **documentation**.

In addition, some offer a configuration wizard to save you time.

In any case, if you encounter any difficulties or if you wish to check the correct settings, please do not hesitate to contact our technical department: service.marchands@ruedumcommerce.com

New : Payment within 24 hours



- Allows you to collect your **payments faster** and thus allows you to restock your **Best Sellers** faster in order to exceed your sales objectives on **Rue du Commerce!**
- To help you with this, **Rue du Commerce** has teamed up with **C2 Capital**: you will be able to collect payment for your orders in one day, after they have been shipped, without waiting for the usual deadlines.
- The promise is simple: **Ship today, get paid tomorrow!**



This allows you to:

- Buy back inventory more quickly from your suppliers
- Expand your product lines
- Reduce stock-outs
- Accelerate your sales



For instance, sellers who have subscribed to the C2 Capital offer achieve an average growth of +128% in the first 4 months.

- For the launch of this partnership, C2 Capital and Rue du Commerce are offering you **3 months of free subscriptions**: a discount of **€597 excluding VAT!**

→ Find [the Powerpoint presentation by clicking here](#)

New : Payment within 24 hours

To start getting paid on D+1 :

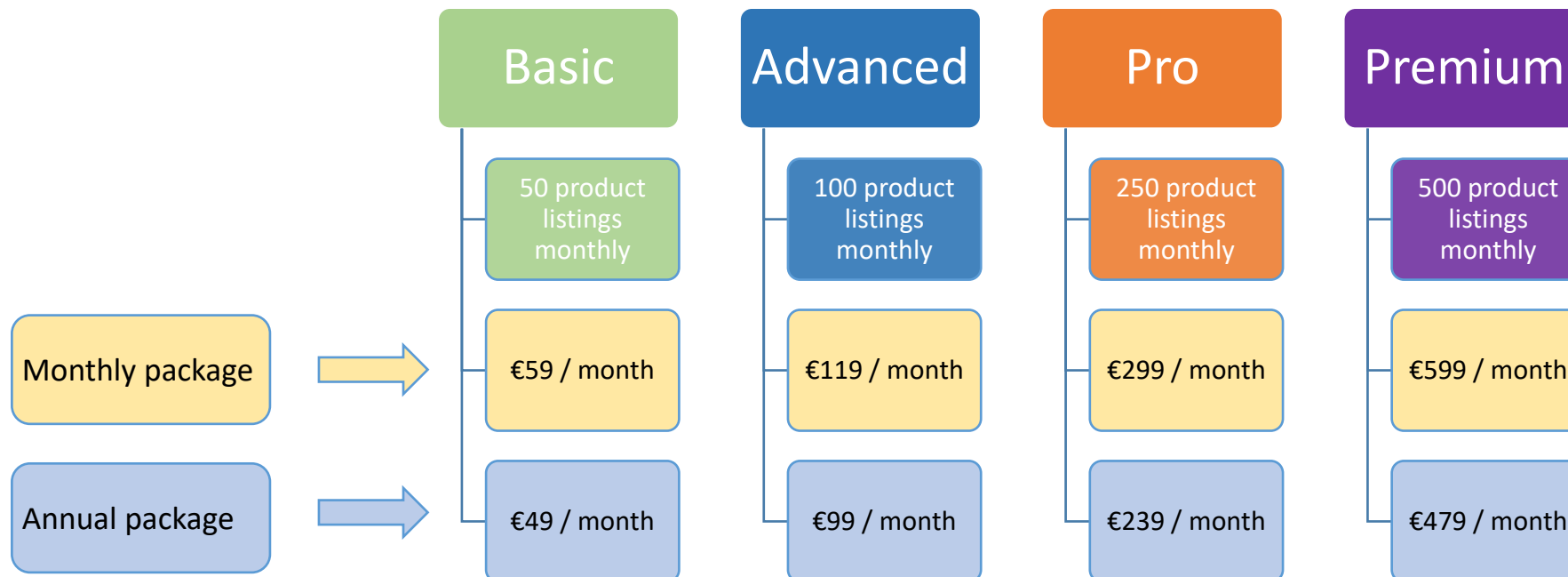
- **Step 1:** Check your eligibility in 2 minutes [by clicking here](#)
- **Step 2:** You will be contacted within 24 hours to discuss and obtain all the information
- **Step 3 :** Create your C2 Capital account and start collecting payments every day

For more information, schedule a phone appointment now at a time that suits you [by clicking here](#)



New: Automated product creation service

- As you know, **creating your products** on the Marketplace can sometimes be **tedious** (categorisation, attribute mapping, information on characteristic values, description layout, etc.), especially if French is not the language of your catalogue.
- To help you with this, **Rue du Commerce** has teamed up with **Silverback**, an automated product creation solution.
- The **automated creation of your products** by Silverback relieves you of this time-consuming task and allows you to **distribute your entire catalogue** on our Marketplace in a qualitative and economical way.



- Get a free **30-day trial** and a **special discount** by visiting the following link: <https://seller.silverback.ai/?language=fr&platform=ruecommerce>

Shop management

Shop presentation

Shop presentation

The dashboard is titled "Service Marchand" and includes a navigation bar with "My Orders", "My Inventory", "My Messages", "My Account", "Platform Settings", and "Help". A "+ Add an Offer" button is located in the top right corner.

Key Metrics:

- Unread:** 0 unread messages. Includes sub-metrics for "On offers (0)" and "On orders (0)". Action: "Check messages".
- Orders:** 0 orders. Includes sub-metrics for "Pending orders (0)", "In progress (0)", and "With incidents (0)". Action: "Manage my orders".
- Offers:** 3 offers. Includes sub-metrics for "Active (2)" and "Inactive (1)". Action: "Manage my offers".
- Current balance:** €0.00. Includes sub-metrics for "Payable (€0.00)" and "Pending (€0.00)". Action: "Transaction history".

Statistics (from 23/12/2020):

- Filter:** Order's creation date (23/12/2020), Predefined period (Previous day), Custom date range (08/12/2020 to 23/12/2020). Includes "Clear" and "Refresh" buttons.
- Rates:** Acceptance rate (n/a), Incident rate (n/a), Refund rate (n/a), Refused rate (n/a), Auto-refused rate (n/a).
- Deadline:** Acceptance time (n/a Hours), Time to ship (n/a Hours), Response time (n/a Hours).
- Sales:** Total Orders (0), Revenue (excl. shipping) (€0.00), Revenue (incl. shipping) (€0.00), Average order value (excl. shipping) (n/a), Average order value (incl. shipping) (n/a).

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[The home page](#) of your shop gives you an instant access to many useful informations that will help you in the daily management of your shop. The next pages will give you more details about them.

Menu

[RDC](#)

[My Orders](#) ▼


[My Inventory](#) ▼

[My Messages](#)


[My Account](#) ▼

[Platform Settings](#) ▼


[Help](#) ▼




Gives you access to the orders. Several filters are available: orders to be shipped, disputes and so on.




Allow your to manage your catalog




Gives you access to the customers complaints.



Gives you access to the transaction history, the mapping configuration, the user management and the shop's settings.



Gives you access to the management of shipping costs, commission rate, subscription and so on.

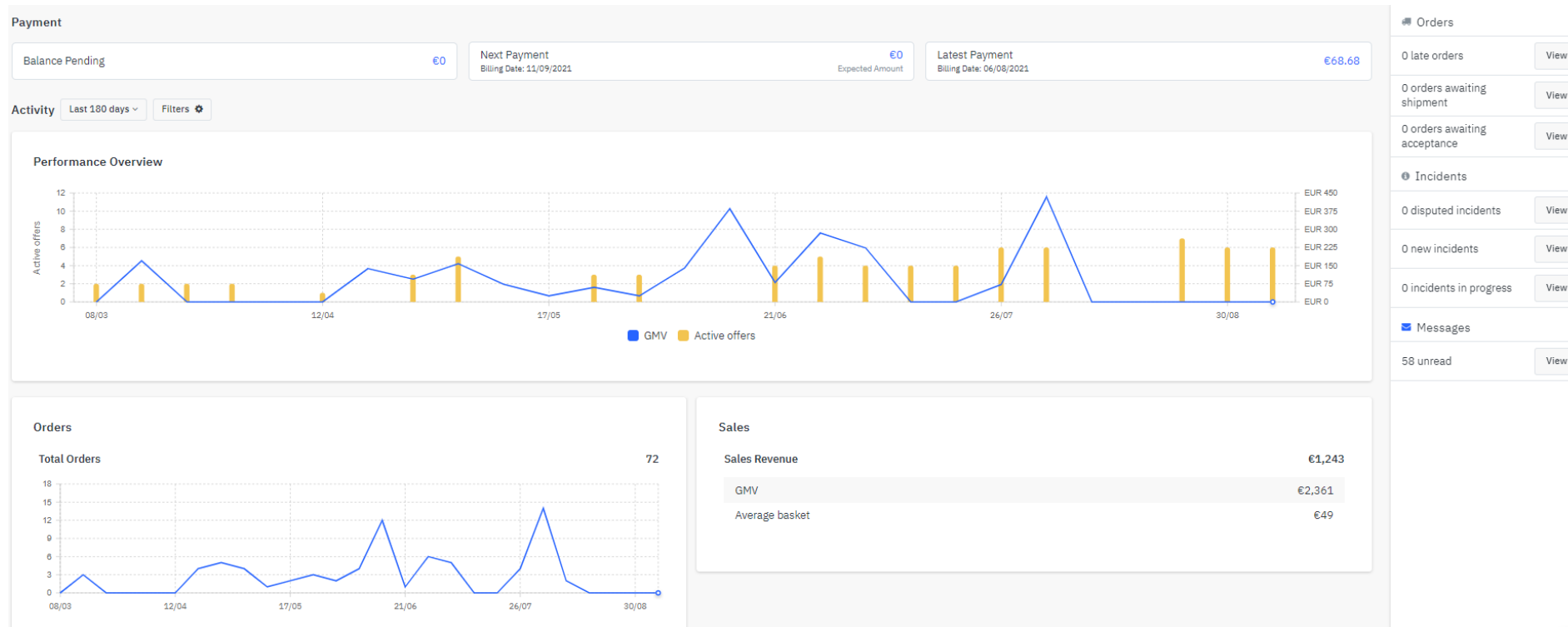


Gives you access to the Mirakl help portal

Support KPI

That second part of the homepage gives you quick access to the important informations for your support team:

Your current balance (pending, payable, paid) and the date for the next payment



Number of orders to be shipped and/or in incident. That tab will also specify if the orders are late.

Number of unread emails on your inbox

Business informations and the top products for the time period

Each of these tabs will also give you shortcuts to the concerned sections (inbox, orders and so on).

Quality and business KPI

That third part allows you to follow on the period of your choice:

The platform rules that might automatically suspend your shop and your current rate for those indicators.

Your current rating for all of the quality indicators monitored on Mirakl



Quality Control

Platform Rules

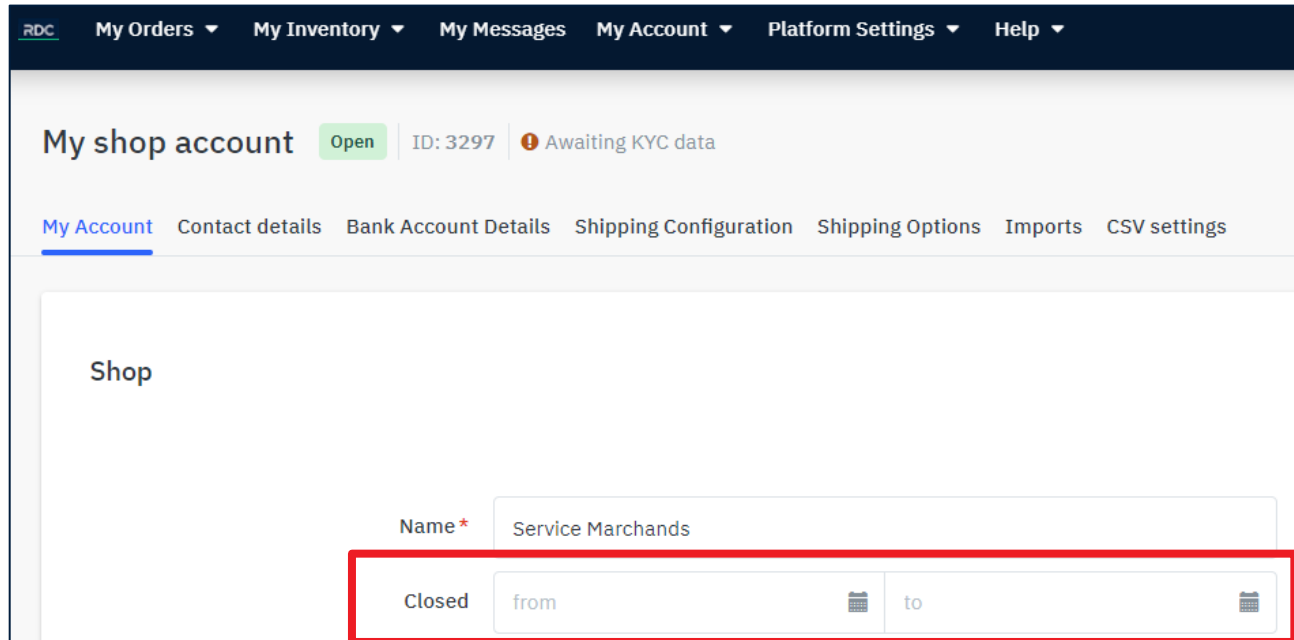
Statistics

Metric	Your value	Metric	Your value
Acceptance rate	67.05%	Acceptance time	2h 48m
Incident rate	8.47%	Time to ship	1d 22h 22m
Refund rate	49.15%	Response time	3d 23h 22m
Late shipment rate	4.17%	Auto-refused rate	0%

Temporarily closing your shop

To temporarily close your shop, you need to clicking on My account > [Settings](#)

You then need to go to « closed » and put a starting date and a finishing date:



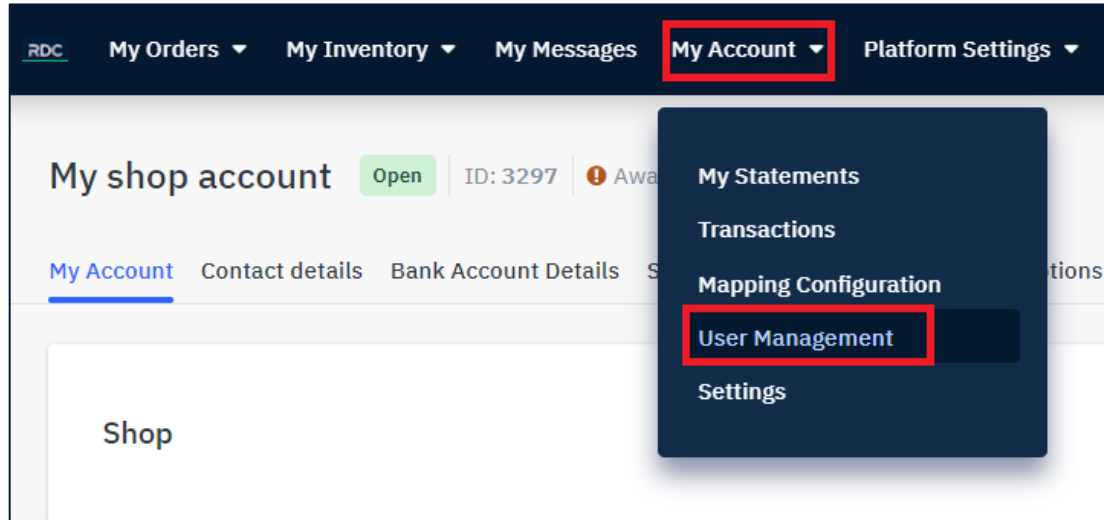
The screenshot shows the 'My shop account' settings page. The top navigation bar includes 'RDC', 'My Orders', 'My Inventory', 'My Messages', 'My Account', 'Platform Settings', and 'Help'. The main content area is titled 'My shop account' and shows a status of 'Open' with ID: 3297 and a warning 'Awaiting KYC data'. Below this, there are tabs for 'My Account', 'Contact details', 'Bank Account Details', 'Shipping Configuration', 'Shipping Options', 'Imports', and 'CSV settings'. The 'Shop' section is visible, with a 'Name*' field containing 'Service Marchands'. A red box highlights the 'Closed' section, which includes a 'from' date field and a 'to' date field, both with calendar icons.

Careful though, closing your shop will prevent new orders from being sent to you but the customers from previous orders will still be able to contact you.

Your customer service must therefore remain active during the period.

User management

User management

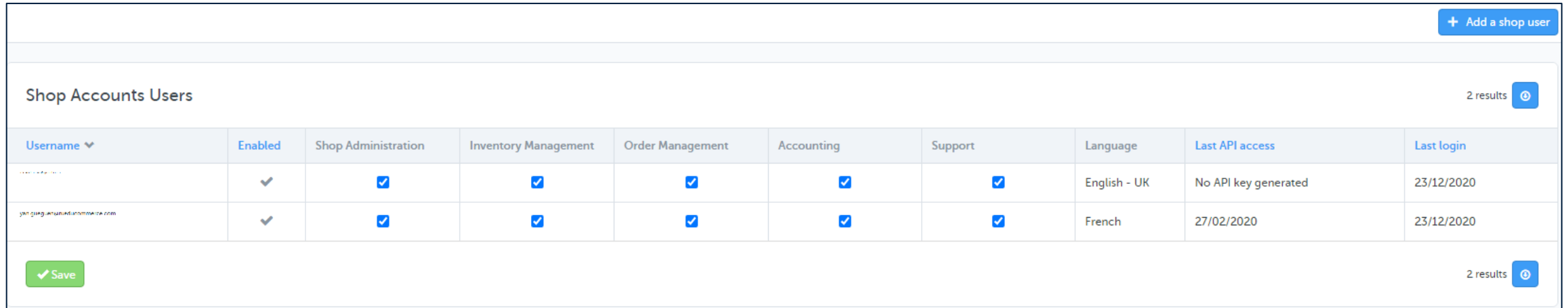


You can manage your users at all time by clicking on My account > [User Management](#).

That will allow you to:

- Update existing users access rights
- Create new users

Managing existing users



Username	Enabled	Shop Administration	Inventory Management	Order Management	Accounting	Support	Language	Last API access	Last login
[redacted]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	English - UK	No API key generated	23/12/2020
yan.piguenard@ruecommerce.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	French	27/02/2020	23/12/2020

That part will allow you to access your user list and their access rights. You can change these rights at all time by checking or unchecking the boxes and saving.

Shop Administration : Access to Dashboard Statistics, access to the Settings, Information, and User Management menus, capability to call Shop API.

Gestion de l'inventaire : Access to Inventory dashboard, management and messages, and Mapping Configuration.

Administration des ventes : Access to Message, Order and Revenue Dashboards, and Order Management.

Comptabilité : Access to Statements and Transaction History.

Support : Access to Message and Order dashboards, plus read-only access to Orders (capability to upload documents on orders) and read-write access to Messages.

Each user will be able to configure the notifications he wishes to receive (new order, message, import errors and so on) by clicking on its user name on the upper right part of the page.

Creating new users

Add a shop user

Email *

New password * 12 characters minimum, with one digit, one lowercase letter, one uppercase letter and one symbol

Confirm password *

Language *

Roles

<input type="checkbox"/> Shop Administration	Access to Dashboard Statistics, access to the Settings, Information, and User Management menus, capability to call Shop API.
<input type="checkbox"/> Inventory Management	Access to Inventory dashboard, management and messages, and Mapping Configuration.
<input type="checkbox"/> Order Management	Access to Message, Order and Revenue Dashboards, and Order Management.
<input type="checkbox"/> Accounting	Access to Statements and Transaction History.
<input type="checkbox"/> Support	Access to Message and Order dashboards, plus read-only access to Orders (capability to upload documents on orders) and read-write access to Messages.

Clicking on « [Add a shop user](#) » will lead you to that page. There, you will be able to configure:

- The user's email address
- Its password
- Its language
- Its user rights

Notifications

The screenshot shows the Mirakl user interface. At the top, there is a navigation bar with links for 'My Inventory', 'My Messages', 'My Account', 'Platform Settings', and 'Help'. On the right side of the navigation bar, the user's email address '@gmail.com' is displayed next to a lock icon. Below the navigation bar, there is a sidebar with links for 'API Key', 'Notification Preferences', and 'Recent Sign-in Activity'. The 'Notification Preferences' link is highlighted with a red box. The main content area is titled 'Notification Preferences' and contains the instruction 'Select the notifications you want to receive by email.' Below this, there is a section for 'Order notifications' with a checked checkbox. Underneath, there are two notification types listed: 'Order message received' (with a checked checkbox) and 'Order cancelled' (with a checked checkbox). The description for 'Order cancelled' is 'An order for which the customer was not yet debited has been canceled.'

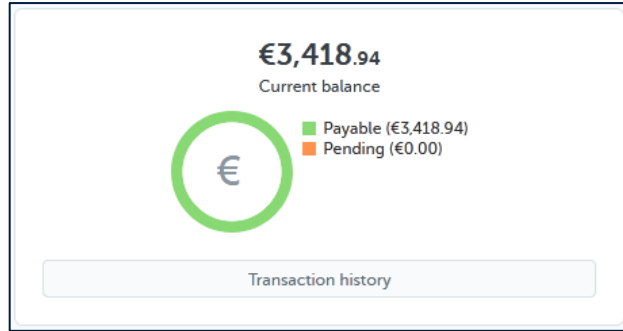
Mirakl automatically sends notifications by emails regarding different event. For instance:

- You have a new order
- A customer sent you a complaint
- Your deadline to accept an order is nearing
- An order is going to be late.
- An incident has be opened.
- The stock import has an error
- The shop has been suspended

And lots of other useful informations. Each user can configure its needs by clicking on [its ID](#) on the upper right side of the page.

Financial management

Transaction history



The homepage allows you to instantly know what what is you current balance:

- **Payable** = The amount that will be paid at the next transaction.
- **Pending**= The amount that does not yet meet the payment criterias

The transaction history button will redirect you to the appropriate section. It is also reachable by clicking on My Account > [Transaction history](#).

My Transaction History

€0.00 Balance Pending €3,418.94 Balance Payable €0.00 Balance Paid

Search by order, document number or payment reference

Filter by: Payment status Created

Created	Received on	Order no.	Invoice no.	Qty	Description	Type	Amount	Payment status	Payment reference	Debit	Credit	Balance
12/08/2020 1:00 AM	n/a	n/a		n/a	Subscription tax for the period between 11/07/2020 and 12/07/2020 (Tax 20.00%)	Subscription tax	-€8.00	Payable		-€8.00		€3,418.94
12/08/2020 1:00 AM	n/a	n/a		n/a	Subscription fee for the period between 11/07/2020 and 12/07/2020	Subscription fee	-€40.00	Payable		-€40.00		€3,426.94
11/08/2020 1:00 AM	n/a	n/a		n/a	Subscription tax for the period between 10/07/2020 and 11/07/2020 (Tax 20.00%)	Subscription tax	-€8.00	Payable		-€8.00		€3,466.94

That section is a full history of every transaction done on your shop with an order level details

You can do a search by order, document number or payment reference and do exports.

Bank transfers and statements

Bank transfers are done **3 times a month** at fixed dates:

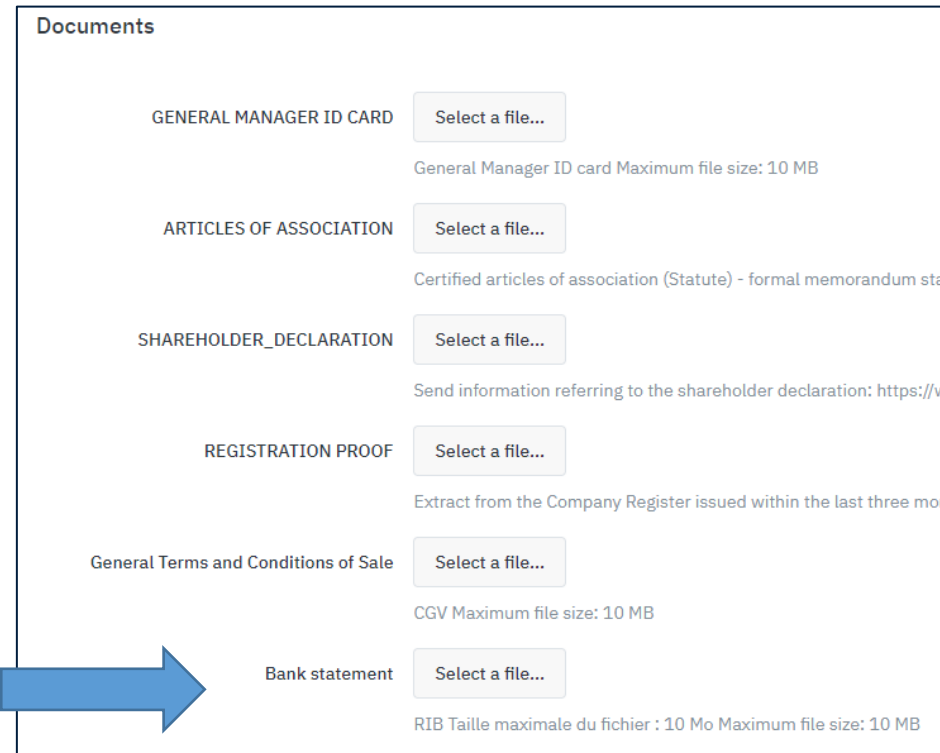
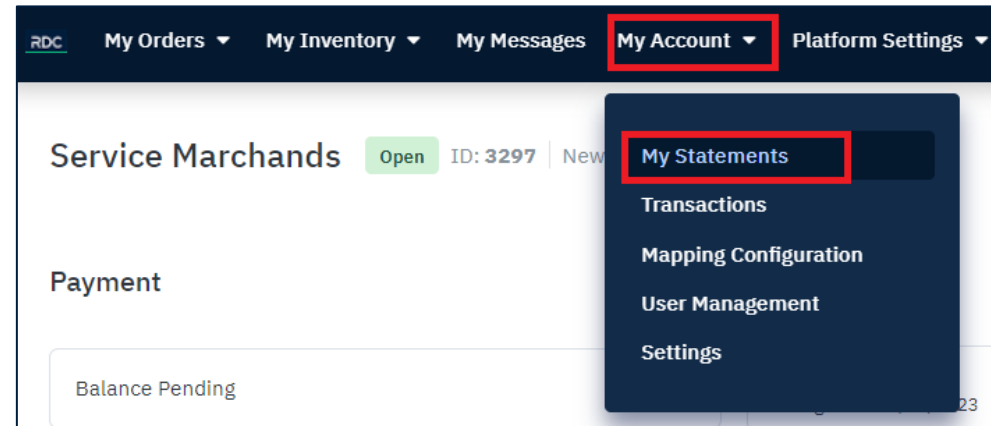
- 1st day of the month
- 11th day of the month
- 21st day of the month

To meet the payment criterias, an order must:

1. Have been shipped for 15 days
2. Have tracking informations (when the carrier permits it)

Once a bank transfer is done, the statements will be uploaded in My Account > [My statements](#).

To make sure that payment can be realized in the best possible situation, please remember to upload an official bank identification statement [on your shop](#):



Changing bank account details

To update your bank account details, you must click on My Account > [Settings](#)

The screenshot shows the 'My shop account' interface. The top navigation bar includes 'My Orders', 'My Inventory', 'My Messages', 'My Account', 'Platform Settings', and 'Help'. The 'My Account' dropdown menu is open, showing options like 'My Statements', 'Transaction History', 'Mapping Configuration', 'User Management', and 'Settings'. The 'Settings' option is highlighted. Below the menu, the 'Bank Account Details' form is displayed with the following fields: 'Bank account owner name *', 'Bank name *', 'Bank address', 'Postcode', 'City', 'IBAN *', and 'BIC *'. A green 'Save' button is located at the bottom of the form.

Changing your bank account details **will instantly suspend your payments** until your new informations are checked by our accounting department.

Be careful though, our accounting department will still need an official bank identification statement.

As such you must send it at the same time to galerie.compta@rueducommerce.com and upload it on the list of documents [on your shop](#):

The screenshot shows the 'Documents' section of the shop account settings. It lists several document types with 'Select a file...' buttons: 'GENERAL MANAGER ID CARD' (Maximum file size: 10 MB), 'ARTICLES OF ASSOCIATION' (Certified articles of association (Statute) - formal memorandum sta), 'SHAREHOLDER_DECLARATION' (Send information referring to the shareholder declaration: https://v), 'REGISTRATION PROOF' (Extract from the Company Register issued within the last three mo), 'General Terms and Conditions of Sale' (CGV Maximum file size: 10 MB), and 'Bank statement' (RIB Taille maximale du fichier : 10 Mo Maximum file size: 10 MB). A blue arrow points from the 'Settings' option in the previous screenshot to the 'Bank statement' document type.

Changing your contact details

To change your contact details, you will need to click on My Account > [Settings](#)

My shop account | Open | ID : 3297 | Awaiting KYC data

My Account | **Contact Details** | Bank Account Details | Shipping Charges | Shipping Options | Imports | CSV Delimiter

Contact Details
These details will be displayed on your invoices.

Title * Mr. [v]
 First name * []
 Last name * []
 Email * []
 Phone []
 Secondary Phone []
 Fax []
 Professional

Address * 123 Rue du Commerce
 Address (continued) []
 Postcode * 93400
 City * Saint-Ouen
 Country []
 Country * France
 Website []

All modification must **mandatorily** be notified to our accounting departement on galerie.compta@rueducommerce.com

Important:

Changing your contact informations can have consequences on the running of your shop

The fields to be modified	Impact	Comment
bank identification statement or contact adress	No change of store.	Payments suspended until checks are done by our accounting department.
Changing company (new company name)	Creation of a new shop and closure of the old one. The General Terms and Conditions must be accepted again.	You can wait until the new product feed is in place on the new company before closing the initial one. That way there won't be any cut-off from the online catalog.
Modification of the company statutes	No change of store.	no
Changing the manager	No change of store.	no
Changing the name of the shop	No change of store.	Mandatory: Warn our accounting department
Changing the legal representative's informations (First nam, last name, birthday, country)	No change of store. KYC invalidation, payments suspended	Mandatory: Warn our accounting department

VAT management

The 07/01/2021 new regulation changed the way VAT is collected in the E-Commerce. Marketplaces are now charged to collect the VAT for the seller in 2 cases:

- The seller has its headquarter in the European Union and ships from outside of the EU.
- The seller has its headquarter outside of the European Union, whether or not they ship from the EU.

It is **mandatory** to specify your shipping country in the settings of your shop and it can also be specified in each offer. While integrating the order, Mirakl will privilege the country specified on the offer if there is one, and will use that of the shop if there is none. You can still change the shipping country on the order until you accept it. The table below will give you more information:

Fields to fill in Mirakl	In your boutique (shop)	In your feeds - flux Offres (offers)	in your Commandes (orders)
Designation	Pays d'expédition / Country Shipped From	Pays d'expédition / Shipping Origin	Lieu d'expédition / Shipping Origin
API	shipping_country	shippingfrom	shipping_from
Type	Liste de valeurs (Value list)	Liste de valeurs (Value list)	Liste de valeurs (Value list)
Presentation	<p>Mandatory</p> <p>Fill in your default dispatch country (ship from country)</p>	<p>Optional</p> <p>- If all your products are shipped from the same location, the information in your shop is all you need to fill!</p> <p>- Otherwise you can specify different shipping locations for each offer.</p>	<p>Optional</p> <p>This field will be pre-filled according to the information available in the other two fields for each line of the order.</p> <p>If necessary, you can modify it as long as the order has not been accepted.</p>

Should you want to automate your processing, you may find the following APIs useful:

OF01 : add the country of dispatch to the offer if necessary

OR11 : Collection of the order with the country of dispatch and the VAT information.

OR07 : Update the country of dispatch on the order if necessary

VAT management

Please note that VAT will be collected on the products as well as on the shipping costs.

The amount collected will be declared by Rue du Commerce at the import-one-stop-shop (IOSS). To allow customs clearance, you will need to provide the Rue du Commerce IOSS registration number on your customs declaration.

This number is **IM2500000794**

NB: It can only be used for transactions facilitated by Rue du Commerce and validly covered by a contract between the merchant and Rue du Commerce. In the event of misuse of this number, Rue du Commerce reserves the right to take the necessary actions with the competent authorities.

In case of shipment from outside the EU zone, **you must** indicate the IOSS number (**IM2500000794**) and the VAT number (**FR26422797720**) on the package.

Please note that if the value of the order exceeds 150€, it may be subject to possible customs duties.

Please note that **if your headquarters and shipping country are in Europe, it is mandatory to fill in your intra-community VAT number**. If you do not fill in this information, Mirakl will systematically deduct VAT from the commission.

In case of VAT collection by Rue du Commerce, it will be deducted from your payments in the same way as the commission.

You can also access reports on the VAT collected over a period of your choice by clicking on [My account>Tax Reports](#)


Mes rapports					
				1 résultat	Créer
Nom	Date de référence	Période	Date d'expiration	Statut	
mirakl-18de0b00-5673-43f7-885c-e91f0d732bba.zip	Date de confirmation du paiement	Du 01/07/2021 au 01/08/2021	23/09/2021	En cours	⊕

VAT management

Every order will state who collected the VAT (Rue Du Commerce or the seller) and its amount:

krups - yy3878fd

Category: Cafetière électrique | Product SKU: a-3014-3700342431193 | Shop SKU: 3700342431193 | Offer SKU: 3700342431193



Status: Received

Shipping origin: France

Condition: New

Description:

Qty: 1	Unit produc...: €18.75	Total Product Price (excl. taxes):	€18.75
VAT 20% collected by the Seller:			€3.75
Shipping Charges (excl. taxes):			€9.92
VAT 20% collected by the Seller:			€1.98
Total (excl. tax):			€28.67
Total Taxes:			€5.73
Total:			€34.40

Details of output VAT by order will also be available in the [Transaction History](#) exports

N° de pièce

Rechercher par n° de pièce

🔍

Export

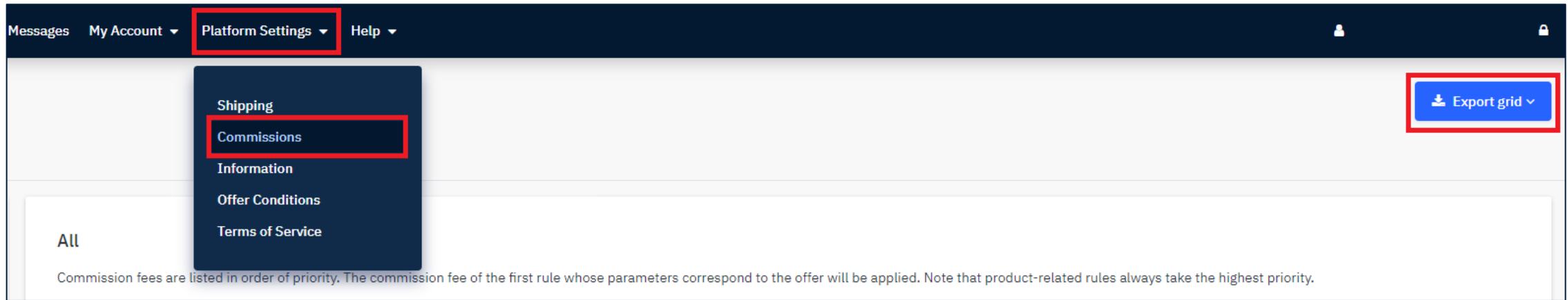
100

< >

Filtrer par : Statut du paiement ▾ Créée le ▾ Date du cycle de paiement ▾

Créée le	Reçue le	Date du cycle de paiement	N°/réf de commande	Réf de commande	N° de facture	Qté	Description	Type	Montant	Statut du paiement	Sold
12/09/2021 09:00	n/a	n/a	42680480-A	Boutique : - Client : -	n/a	1	Taxe sur commission (TVA 0,00%)	Taxe sur commission	0,00 €	En attente	7768,55
12/09/2021 09:00	n/a	n/a	42680480-A	Boutique : - Client : -	n/a	1	Commission (HT)	Commission	-31,20 €	En attente	7768,55
12/09/2021 09:00	n/a	n/a	42680480-A	Boutique : - Client : -	n/a	1	Taxe sur frais de port (collecte-par-RDC-20) reversée par l'opérateur	Taxe sur frais de port reversée par l'opérateur	0,00 €	En attente	7799,75

Export a commission grid



In the Mirakl menu bar head to the Platform **Data tab**, then click on [Commission](#).
In the upper right corner click on **Export Grid**, then fill in the requested fields.

Select the rules you want to export from the drop-down list:

- **Category**
- **Product**
- **All**

The commission grid is **exported to a CSV file**.

You can export commission grids to help you with the following:

- Audits
- Data analysis: you can simulate changes to analyze their impact on GMV and commission amounts
- Fee anticipation
- Pricing strategies: Sellers can adjust their prices based on commissions

Order management and customer relationship

Order management on Mirakl

Order life cycle

The customer orders

Order acceptance

The order is shipped

You have 5 days to accept or refuse the order

The order is waiting to be shipped

You have to notify the order as shipped in real time and specify the tracking informations.

The customer isn't debited yet

The order is debited, you can now process it

15 days after the order has been shipped, it is available for payment

Accessing orders

MIRAKL My Orders My Inventory My Messages My Account Platform Settings Help

Orders

Import Shipment Confirmation File

1 - 18 of 18 results 50

	Created	Order number	Details	Qty	Amount	Shipping deadline	Status	
<input type="checkbox"/>	11/16/2020 02:58 PM	TEST123456-A	Asus vw193D : LCD 19" Noir (Product SKU : a-2233-DSK-ASUSVW193D_NDX Offer SKU : S2160)	1	€149.00	11/16/2020 Livraison standard à domicile (2-3 jours)	Rejected	
<input type="checkbox"/>	09/14/2020 10:27 AM	1840508-A	Apple iPhone 5S (Product SKU : a-2233-3700755201413 Offer SKU : S2157)	1	€300.00	09/19/2020 Livraison standard à domicile (2-3 jours)	Closed	
<input type="checkbox"/>	09/14/2020 10:15 AM	2505538-A	Apple iPhone 5S (Product SKU : a-2233-3700755201413 Offer SKU : S2157)	1	€300.00	09/19/2020 Livraison standard à domicile (2-3 jours)	Received	
<input type="checkbox"/>	09/14/2020 10:13 AM	1603762-A	Apple iPhone 5S (Product SKU : a-2233-3700755201413 Offer SKU : S2157)	1	€300.00	09/19/2020 Livraison standard à domicile (2-3 jours)	Closed	
<input type="checkbox"/>	09/14/2020 10:10 AM	7984617-A	Apple iPhone 5S (Product SKU : a-2233-3700755201413 Offer SKU : S2157)	1	€300.00	09/19/2020 Livraison standard à domicile (2-3 jours)	Closed	

Filter

Order number

Customer last name

Orders

Order amount

Status

Orders with Incidents

Clicking on any options in the My Orders menu gives you access to that dashboard.
Several search filters are available to find the order of your choosing.



To access the order's detail, you just have to click on its reference.

Accepting orders

Order no. 32076400-A from 24/12/2020 - 16:16:42


Details Messages History Documents Notifications

Order to check: before accepting the order, please check the prices, quantities, lead time to ship and shipping charges.

Shop  Customer  Commercial no. **32076400**

GF63 Thin 10SCXR-687XFR - Noir Reject Accept

Category: Ordinateurs portables | Product SKU: a-2233-4719072743857 | Offer SKU: 622557

 Status: **Pending Acceptance**

Condition: New

Description: PRODUIT NEUF - Vendeur professionnel - Expédié sous 24/48h - Livraison en France Métropolitaine - Facture avec TVA envoyée par mail - Garantie constructeur 2 ans

Qty: 1	Unit product price: €949.21	Total product price: €949.21
Shipping Charges: €0.00		

Each order is subject to your acceptance.

You have up to 5 calendar days to accept or reject the order, in which case the relevant offer will be suspended. Once that deadline is passed, the order will automatically be refused.

You can chose to refuse part of the order by clicking on reject beside the product.

Warning! Rue Du Commerce may suspend your shop if the 5 days dealdine is not held.

You can automate the acceptance of orders via API in 2 steps:

- The OR11 API will allow you to list the orders
- The OR21 API will allow you to accept or reject them.

Mirakl has provided documentation [here](#) to help you with this.

Presentation of an order

The screenshot shows an order page with the following elements:

- 1:** A navigation bar at the top with tabs: Details, Shipment, Messages (3), History, Documents (1).
- 2:** A product card for "StarTech.com Câble SATA avec verrouillage 15 cm" with a "Refunded" status, shipping origin of "United States", and condition of "New".
- 3:** A "Shipping" section on the right containing shipping address, zone ("France (hors Corse)"), method ("Livraison standard à domicile"), and deadline ("01/08/2021").
- 4:** A pricing table showing: Total Product Price (excl. taxes): €8.33; VAT 20% collected by RDC: €1.67; Shipping Charges (excl. taxes): €0.00; VAT 20% collected by RDC: €0.00; Total (excl. tax): €8.33; Total Taxes: €1.67; Total: €10.00.
- 5:** A summary section at the bottom showing: Total item(s): 1; Total amount: €10.00 Tax incl. (Includes shipping charges: €0.00); Total commission: €1.20 Tax incl.

The order page gives you intuitive access to these informations:

1: These tabs will allow you to notify the shipment of the order, access its history, to contact the customer and access the documents that were uploaded for the order.

2: This tab gives you informations about the products that were ordered.

3: That tab gives you access to the customer's informations (adress, phone number), the shipping method and the shipping deadline. Please note that the customers informations will only be visible after the order has been accepted.



4: You will find here details about the money that was collected. It will also tell you who collected the VAT (Rue Du Commerce or the seller). As a reminder, with the new VAT reform, marketplaces now have the obligation to collect the VAT in some cases. More details are available on page 71.

5: That tab notify you about amount of commission for this order.


Shipping the order

Order no. 32075764-A from 24/12/2020 - 13:24:55

Details **Shipment** Messages History Documents (1) Notifications

Shop  Customer  Commercial no. **32075764** Status **Shipping in Progress**

Lot de 4 dalles carrées 51,5x51,5cm à lester - Pour parasol déporté avec pied type "croix"
Category: Dalles parasol | Product SKU: a-2032-HUBASE4SQPC | Shop SKU: HUBASE4SQPC | Offer SKU: HUBASE4SQPC

 Status: **Shipping in Progress**
Condition: New
Description:

Qty: 1	Unit product price: €69.90	Total product price: €69.90
Shipping Charges:		€0.00
Total:		€69.90

Total item(s): 1 Total amount: €69.90 Tax incl. (Includes shipping charges: €0.00)

✓ Proceed to shipment

Shipping

Shipping address

Shipping zone
France (hors Corse)

Shipping method
Livraison standard à domicile

Shipping deadline
26/12/2020

Billing

Billing address

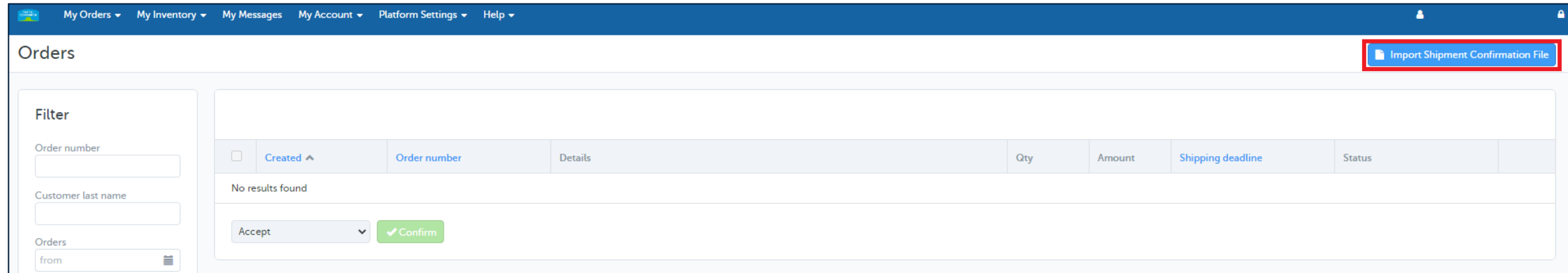
There are 2 ways to notify the order as shipped :

- Click on the Shipment tab, chose the carrier and fill in the blanks
- Click on the *Proceed to shipment* button below the product, chose the carrier and fill in the blanks

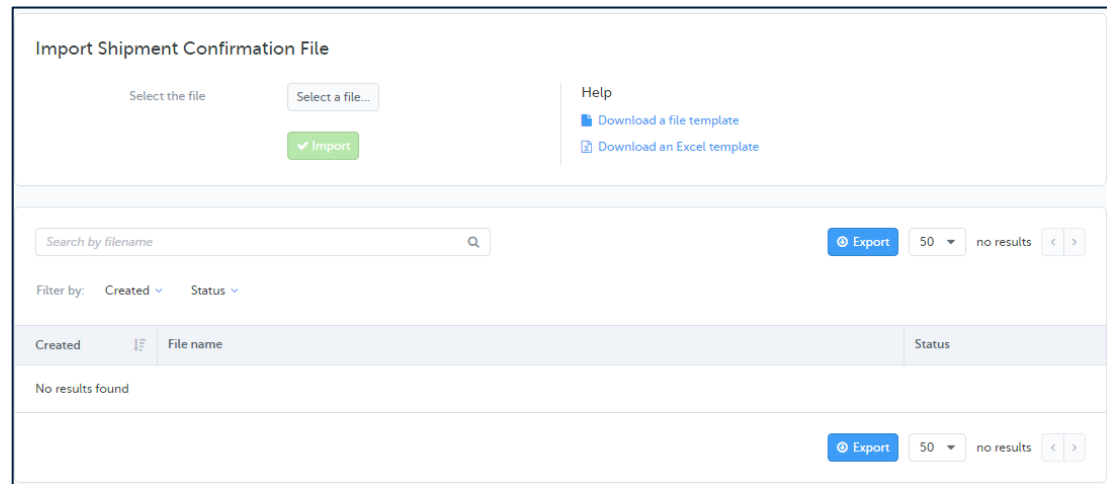
Should your carrier not be in the list, chose « other » and fill in the blanks.

Shipping multiple orders

You can notify batch shipments in the dashboard by clicking on the Import Shipment confirmation file button:



[That page](#) will allow you to upload a file with the shipping informations. A template is provided:



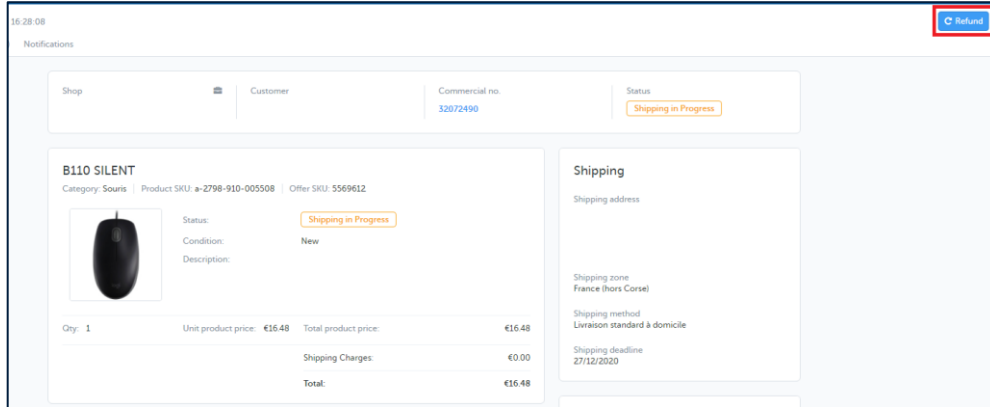
The carrier codes are their own name for the ones on the list:

- Colissimo
- Chronopost
- DPD
- UPS
- TNT
- Mondial Relay
- Colis Privé
- Cchezvous
- Cubyn
- Cainiao
- Fedex
- GLS
- DHL

Should you wish to use another carrier, you will just have to fill its name, the package number and the tracking URL if you have one.

Refunds

To refund a customer, you just need to click on the refund button.



You then have the possibility to do a **full refund** for a product. A motive will have to be notified.

Request a refund

B110 SILENT Category: Souris | Product SKU: a-2798-910-005508 | Offer SKU: 5569612

Qty: 1 Product: €16.48 Shipping: €0.00 Cancel

Refund Reason *
Out of stock

Cancel Confirm

Or you can chose to do a **detailed refund**:

In that case, you can:

- Enter a specific quantity of product, in which case the amount will appear in the 2nd field. You can change it if needed.
- Directly specify the amount you wish to refund.
- Enter a value in the shipping costs filed if you want to refund them independently from the reste of the order.

Request a refund

B110 SILENT Category: Souris | Product SKU: a-2798-910-005508 | Offer SKU: 5569612

Qty: 1 Product: €16.48 Shipping: €0.00 Cancel

Qty Product * Shipping * Refund Reason *
€ € Select a reason...

Total €0.00 + €0.00 = €0.00

Cancel Confirm

A motive for the refund will always have to be specified.

How to communicate with the customer

Order no. 32072490-A from 23/12/2020 - 16:28:08

Start a conversation Refund

Details Shipment **Messages** History Documents (1) Notifications

Shop: ASDISCOUNT SARL
Customer: 1 Sylvain Perochena
Commercial no.: 32072490
Status: Shipping in Progress

Search by subject [] 50

Filter by Last message date

Participants	Topic	Last message date
No results found		

To contact a customer, you will have to get in the order, click on the Messages tab and then on the Start a conversation button. Your conversation will then be found in the messages tab.

MIRAKL My Orders My Inventory **My Messages** My Account Platform Settings Help

Conversations

Unread All

Reference Search by reference []


Filter by Customer Last message date Type Awaiting reply since

Participants	Topic
Operator, Joseph test, Peter Parker (4)	Order 98001-A - Livraison


Every conversation with the customers can also be accessed from your inbox by clicking on [My Messages](#) in the menu. A tab will allow you to separate the unread messages from the rest.

The homepage's KPI will also let you know if you have unread messages.

Notifications from the carriers and customer invoices

Customer  Commercial no. Status **Shipped**

Sveglia Casio TQ-148-2EF
Category: Réveil digital et station météo | Product SKU: a-4960-0010139 | Offer SKU: 3626

 Status: **Shipped** **Full Refund**
Condition: New
Description:

Qty: 1	Unit product price:	€12.00	Total product price:	€12.00
Shipping Charges:			€3.49	

Shipping
Shipping address
Shipping zone
France (hors Corse)
Shipping method
Livraison standard à domicile
Shipping deadline
15/12/2020 🕒

An **encrypted email address** is automatically provided to you with each order. We invite you to provide it to your carrier when shipping. That way they will be able to more easily schedule the delivery with the customer.

Provided that a tracking has been notified, this will allow you to limit customer requests for this reason as much as possible.

This address can be retrieved by clicking on the envelope symbol at the top of the page, or with the **OR11 API** (« customer_notification_email » field)


Attention! It is strictly forbidden to use that address to :




- Ask for consumer review
- Do advertising
- Send transactional emails (Confirmation for the order, shipping notice, etc.)

Order no. 28952240-A from 09/12/2020 - 10:35:27

Details Shipment Messages History **Documents (1)**

Customer  Commercial no. 28952240 Status **Shipped**

Documents
 [delivery-28952240-A.pdf](#) (Delivery slip - 09/12/2020 - 13:10:12) ✕

Upload a Document
Document type * Nothing selected

You can **upload the customer's invoice** to the order, which makes it available directly on their customer area. This in turn will allow you to avoid requests from customers or our customer service on this subject.

To do this, click on « Document » in the order, choose Upload a document > Document type > Invoice and select the document.

The document can also be uploaded with the **OR74 API**.

Customer service on Mirakl

Messages, Incidents and Disputes

Every complaints from the customers will be adressed to [your Mirakl Inbox](#). The number of unread messages will also be available directly on your [homepage](#).

All messages must be answered within 2 working days. Should a message still have no answer by the **3rd working day**, the complaint will be considered an **incident**.

Complaints with complex issues will automatically be considered as incidents.

In that situation, you will keep interacting with the customer as you would with a simple complaint. You will however be asked to provide a suitable solution for the customer within 8 working days. In the event that that deadline would not be held, the case will become a **dispute**.


An incident will also become a dispute if you have'nt answered the customer **within the first 3 working days**.

Please note that you can mark an incident as resolved.

Major III Marron - Casque arceau Bluetooth ✓ Mark as resolved

Category: Casque Audio | Product SKU: a-3737-MARMAJORIIIBLTBROWN | Offer SKU: S57052

⚠ Incident opened on 12/04/2021 18:20:10 - Reason: Item not as ordered



Status: Incident Open

Condition: New

Description:

Qty: 1	Unit product price:	€66.00	Total product price:	€66.00
			Shipping Charges:	€0.00
			Total:	€66.00

In the event of a **dispute**, Rue Du Commerce will put you on notice to provide us with a suitable solution within the next working day, otherwise our customer service will impose one.

Every dispute will be notified to you by Mirakl and will be identified in My Orders > [Incidents in progress](#)

Warning! Once a solution is imposed by Rue Du Commerce, **it will not be questioned.**

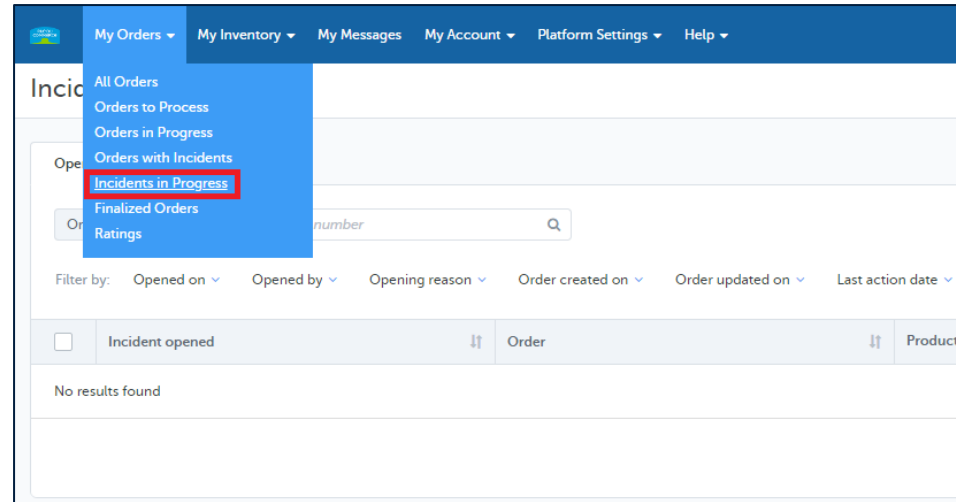
We would also like to point out that you can't initiate a recovery process from the customer without the express permission of Rue Du Commerce. We are the exclusive financial contact for your services and our customers.

How to identify an order with an incident

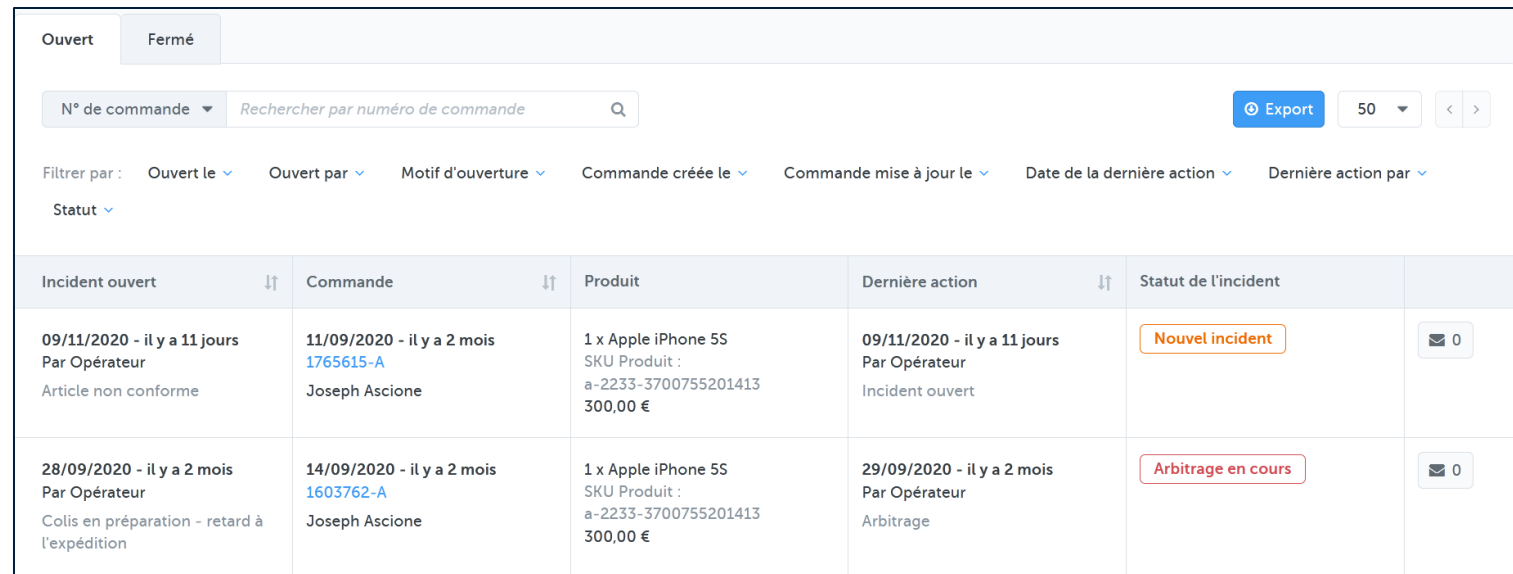
How to identify an order with an incident:

You will receive a notification for every order that will be put in incident or in dispute. The order's informations will be reminded there.

You can also access directly to the list of orders that are currently in incidents by clicking on My Orders > [Incidents in progress](#)



That page will give you access to every orders currently in incident and their statuses (incident, dispute and so on) and incidents that are closed.

A screenshot of the 'Incidents in Progress' page. It features a search bar, filter options, and a table with columns: Incident ouvert, Commande, Produit, Dernière action, Statut de l'incident, and a notification icon. Two incidents are listed, both for Apple iPhone 5S.

Incident ouvert	Commande	Produit	Dernière action	Statut de l'incident	
09/11/2020 - il y a 11 jours Par Opérateur Article non conforme	11/09/2020 - il y a 2 mois 1765615-A Joseph Ascione	1 x Apple iPhone 5S SKU Produit : a-2233-3700755201413 300,00 €	09/11/2020 - il y a 11 jours Par Opérateur Incident ouvert	Nouvel incident	0
28/09/2020 - il y a 2 mois Par Opérateur Colis en préparation - retard à l'expédition	14/09/2020 - il y a 2 mois 1603762-A Joseph Ascione	1 x Apple iPhone 5S SKU Produit : a-2233-3700755201413 300,00 €	29/09/2020 - il y a 2 mois Par Opérateur Arbitrage	Arbitrage en cours	0

How to manage customer reviews

Each of your customers will be offered to rate you.

That rating will not be given from Mirakl, therefore it will not be possible for you to check it from your shop.

However, you will be able to check your rating and reviews from your merchant page, reachable by clicking on the name of your shop on the product sheet.

7% DE REMISE IMMÉDIATE

Prix avant promo : 234,91€
217€91* -7%

* Promo GM-NOEL2020-7FR incluse
Dont 2,50€ d'éco contribution

Livré dès le **jeudi 10 déc.** chez vous
Livraison **GRATUITE** possible
Détail des modes de livraison ▶

En stock

AJOUTER AU PANIER

Vendu et expédié par
FRANCIS (FR) ★★★★★ 61 avis

SERVICE PACK REPRISE OFFERT
Reprise à 174€33 soit 80% de sa valeur à l'achat pendant 1 an*.

Eligible au paiement en 4x

Garantie 3 ans



VENDEUR
Accéder à la boutique ▶

Contact
75010 Paris
France
Aux horaires suivants : Lundi au Vendredi de 9h30 à 18h30

Informations légales
Ci dénommée la société au capital de 30 000,00 euros, immatriculée au registre du commerce et des sociétés sous le numéro 750837932 et sous le numéro de TVA FR81 750 837 93

Évaluation ★★★★★

Nombre de ventes * 6 827

Nombre d'avis 61

Inscrit depuis le 04/09/2012

EVALUATIONS CONDITIONS GENERALES DE VENTES FONCTIONNEMENT GALERIE

You will not have the possibility to answer a review.

If one of them seems unfair to you, you can contact the customer and try to find a settlement. If you do, the customer will be able to change its rating.

Regarding orders from the previous system

If you were already present on our marketplace before our technical migration on 12/15, the old back office isn't available anymore.

- **Customer's complaints** will be sent to your customer service with as much informations as possible. We ask that you answer them within 48 opened hours. You can also contact our customer service at ccgm@ruedocommerce.com should you need additional informations.
- Should you need to **contact a customer**, you can send a message to scgm@ruedocommerce.com with the reason of the contact and the order numbers.
- To **notify an order as shipped**, send an email to scgm@ruedocommerce.com with the order number, date of the shipping and tracking informations.
- To **refund a customer**, please send an email to scgm@ruedocommerce.com wit the order number and the amount to be refunded.
- To get **invoices**, please send an email to galerie.compta@ruedocommerce.com

Shop quality

Presentation of indicators and authorized thresholds

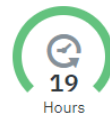
Several indicators are monitored on your shop, and most of them can be observed on the [homepage](#) of your shop.



Acceptance time



Time to ship



Response time

- **Acceptance rate:**
You must accept at least **97%** of the orders forwarded to you.
- **Incident rate:**
Your incident rate must not exceed **20%**.
- **Dispute rate:**
your dispute rate must not exceed **3%**
- **Refund rate:**
Your refund rate for reasons of stock shortage or disputes must not exceed **3%**.
- **Refused rate:**
You must not refuse more than **3%** of the orders forwarded to you.
- **Auto-refused rate:**
Should you not accept or reject an order for **5 days**, the order is automatically refuse. Our marketplace does not observe that indicator in the form of a rating but we may decide to suspend your shop should that happen.
- **Delay rate:**
Your delay rate must not exceed **3%**
- **Acceptance time:**
Your average acceptance time must not exceed 72 hours.
- **Time to ship:**
The time to ship is not contractually monitored, but it is a good data for you to configure your catalog accordingly.
- **Response time:**
You must answer customer complaints or our messages within 2 working days.

Possible sanctions

If your store does not meet the quality criteria set by Rue Du Commerce, we could suspend your store. If necessary, you would be notified by Email and the problematic indicators would be specified there.

You may contact us à any time regarding the quality of your shop by sending an email at qualite-marketplace@ruedocommerce.com

Furthermore, Rue Du Commerce may decide to apply financial penalties on your store under the following conditions:

Quality problems	Sanctions
Your refund rate for reasons of stock shortage or disputes exceeds 3% of your orders on a calendar month.	Payment of the shortfall resulting from the lack of commission for all orders canceled above the 3% threshold
Your delay rate exceeds 3% of your orders on a calendar month.	Penalty of 2% of turnover for orders processed late (with a minimum of 500€)
More than 3% of the messages you have received in a calendar month are left unanswered for more than 2 working days.	Fixed penalty of 500€
Your dispute rate exceeds 3% of your orders on a calendar month.	Fixed penalty of 500€

Should that happen, a formal notice will be sent to you by registered mail before the penalty is applied.

Optimize the quality of your store: Order management

To avoid exceeding the authorized acceptance time

- Enable automatic acceptance and refusal of orders through the OR11 and OR21 APIs. More information [here](#).
- Enable a selection of notifications in your user settings. Feel free to create a new user for this. More information about this [here](#) and [here](#).
- Even if you're running on an API, log in to your store regularly to make sure everything is working properly.

To avoid stock-outs and shipping delays

- Make sure that the [lead time to ship](#) of your offers is sufficient.
- Make sure that the inventory entered for your offers is consistent.
- Update your offers several times a day.
- Don't hesitate to set a minimum quantity for your offers (Field in "settings" in case of management by form, column I in case of management by file). Once this quantity is reached, an email will be automatically sent by Mirakl to your users who have checked the "Stock alert" notification. This method can be useful for requested products with a common stock for several marketplaces.

Settings

SKU

4894223215862

Quantity alert ⓘ

E.g. 10

Availability ⓘ

from



to



Stock alert

The quantity of an offer is below the low stock alert quantity defined on the offer details page.



Optimize the quality of your store: Customer service

To avoid claims

- Systematically enter a tracking number for the [shipment](#).
- Provide the [encrypted email address](#) provided by Mirakl with the order to your carrier. This will allow them to notify the customer of their delivery progress and schedule an appointment if necessary.
- Systematically [upload the invoice](#) to the order via Mirakl or via the OR74 API.
- If your stock is not in the European Union, remember to ensure that your shipping time is long enough to meet the delivery date announced to the customer. More information [here](#).
- Be proactive: If there is a problem, let the customer know without waiting for them to come to you.

To respond in a timely manner

- Activate the [notifications](#) you are interested in in your user settings and deactivate the rest so as not to be polluted. Each notification will generate an email to the relevant users. Also, make sure that users activate the relevant alerts according to their role.
- In order to receive alerts for urgent problems (e.g. when acceptance or response times are exceeded) and not to have them fall into the mass, feel free to [create a specific user](#). For example, your address vs. the customer service address.
- Log in to the Mirakl dashboard regularly to see if you have any pending posts.

Mirakl help portal

Mirakl also provides you with an [Help portal](#):



Setting Up and Using Your Store
in Mirakl



Importing and Updating
Your Products and Offers



Managing Orders,
After Sales and Customer Care



Mirakl Connectors
and API Integration



Mirakl Platform for
Services Providers



Frequently Asked
Questions