



MIVA MERCHANT

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**Miva Merchant**  
**eBay Marketplaces Getting Started Guide**

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version 1.6

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## *Scope*

This document describes how to set up an eBay Marketplace listing for your Miva Merchant store.

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## *New Features*

The following features were introduced in **Miva Marketplace v1.0003**:

- **Listing** list now displays the product associated with the listing
- When editing a product on the **Marketplace - eBay Product Listings** tab, only listings that match either the SKU or product code will be displayed. All other listings will appear on the **Marketplace - eBay Listings** tab under **Utilities**
- Billing fields now populate with the shipping fields if the customer does not have a relationship with Miva
- Miva **Calculated Shipping** policies no longer allow cost/each additional to be set
- Miva **Shipping Policies** now have a **Handling Cost** associated with **Calculated Shipping** types only
- Notifications are now enabled
  - ◆ Notification of an order coming in from eBay now imports the order based on the eBay settings
  - ◆ Notification when an order is placed updates the listings sold count
  - ◆ Notification when a bid is received now updates the listing
  - ◆ Notification when a user ID is changed now updates the accounts associated
- “Good Until Cancelled” listings now share inventory with Miva
  - ◆ All inventory is sent to eBay upon listing creation (regardless of inventory allocation setting)
  - ◆ Inventory is not allocated upon listing creation (regardless of inventory allocation setting)
  - ◆ Listing must have a duration of “Good Until Cancelled”
  - ◆ Only applies to listings created after v1.0003 of Marketplaces (will not work on currently active GTC listings created in a previous Marketplaces module version)
  - ◆ Setting “Share Inventory With eBay on Good Until Cancelled Listings” must be checked on **Marketplace - eBay Settings** tab
  - ◆ Product inventory must be tracked

The following features were introduced in **Miva Marketplace v1.0002**:

- Weight can now be set on the **Item Settings** level without affecting the main product weight
- Images no longer required to save **Item Settings** (still required for creating a listing)
- Default duration is now 7 days

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## Miva Merchant

### *The Marketplaces Module*

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- New Feature – **Miva Business Policies** (see [Miva Business Policies on page 23](#))
- New Feature – **Global Product Header/Footer** (see [eBay Product Header & Footers on page 28](#))

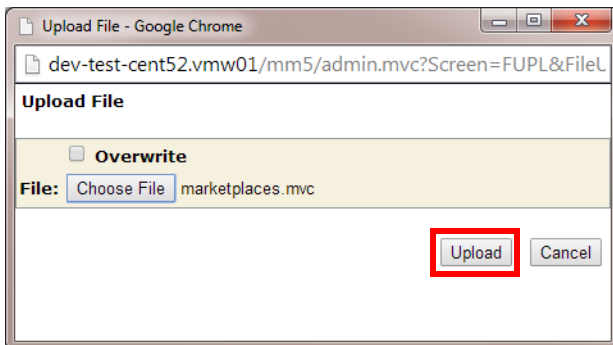
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## *The Marketplaces Module*

To install and enable the **Marketplaces** module, perform the following steps.

1. Install the **Marketplaces** module.
  - a. Download the **Marketplaces** module from Miva Central.
  - b. Under **Global Settings**, select the **Module [Add]**.
  - c. Click the **Upload** button.

The **Upload File** dialog appears.
  - d. Click **Choose File** and select the **marketplaces.mvc** file.
  - e. Click **Upload**.



*Figure 1:* Upload File dialog

2. Enable the **Marketplaces** module.
  - a. Under **Utilities**, check the “Assigned” box next to the **Marketplaces** module.
  - b. Click **Update**.

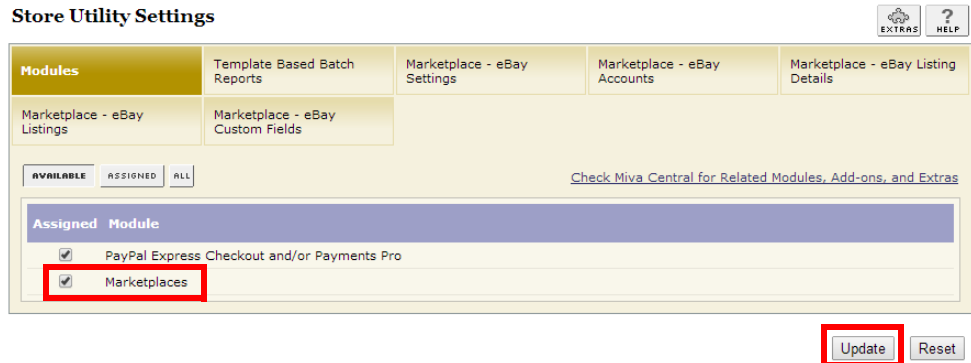


Figure 1: Store Utility Settings – Modules tab

3. Link your eBay Seller account.

**Note:** To use the sandbox environment, you must have an eBay developer account and create a sandbox user under that account. True eBay accounts cannot be used in the sandbox environment. See [Creating an eBay Developer Account on page 20](#) for details on setting up an eBay developer account.

- a. Under **Utilities**, select the **Marketplace - eBay Accounts** tab.
- b. Click **Add Account**.

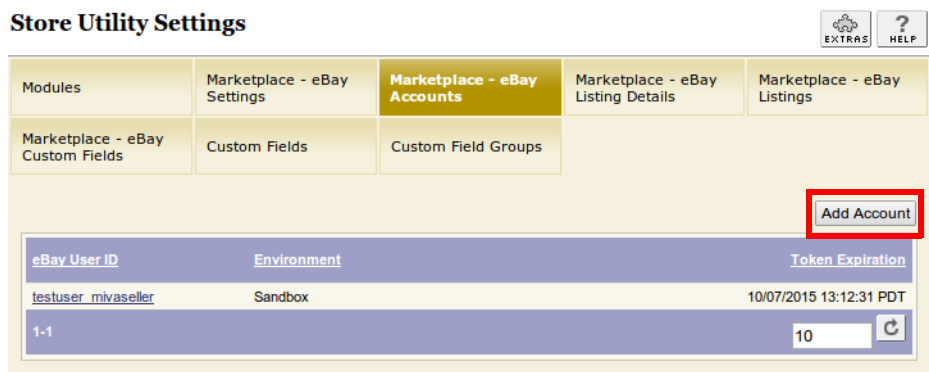


Figure 2: Store Utility Settings – Marketplace - eBay Accounts tab

The **Add Account** dialog appears.

- c. Set your **Environment** (“Sandbox” or “Production”).
- d. Set your **Error Language Country**. The **Error Language Country** defines the country dialect to be used for error messages (e.g., United Kingdom, United States, etc.)
- e. Click **Retrieve Account**.

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## Miva Merchant

### The Marketplaces Module

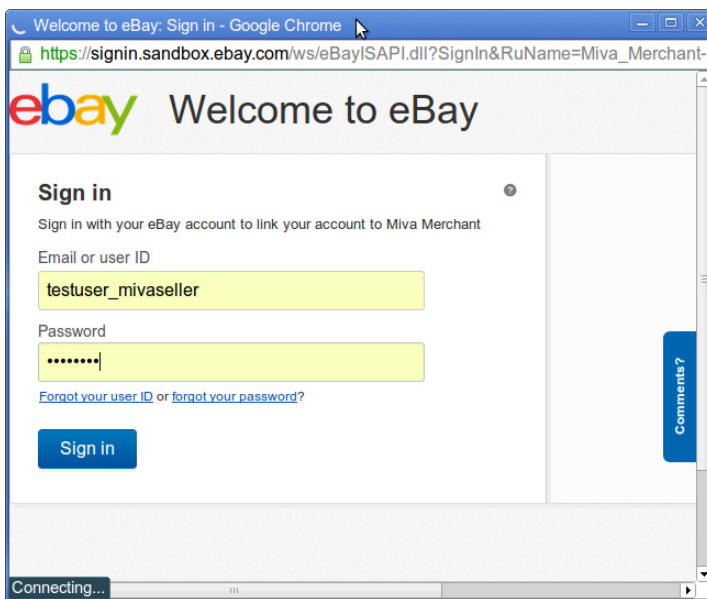
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**Figure 3:** Add Account dialog

An eBay sign in dialog appears.

- f. Log into your eBay account.



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**Note:** If the **eBay Sign in** login dialog does not appear, verify that your browser allows pop-ups.

After you log into eBay, a consent agreement dialog appears asking you to grant access to Miva Merchant.

- g. Click **I agree** to share your eBay data with Miva Merchant.

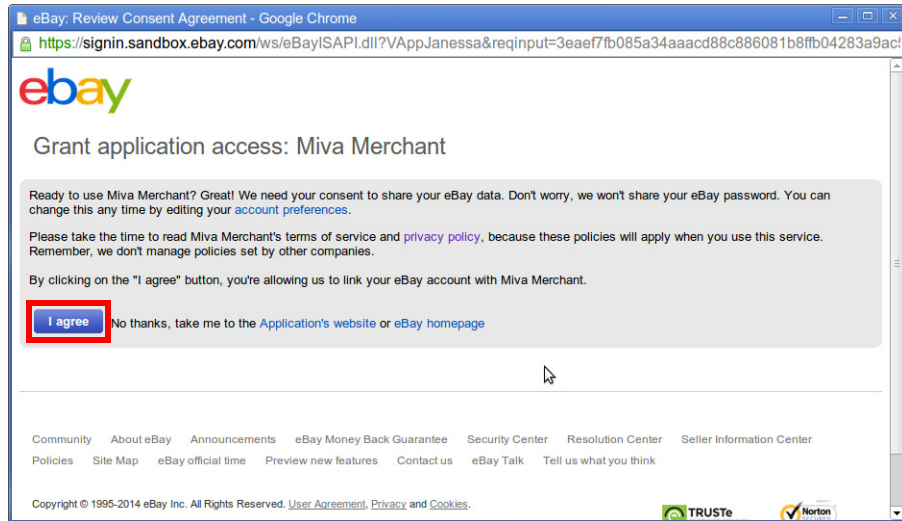


Figure 4: eBay Consent Agreement dialog

If you consented to sharing eBay data with Miva Merchant, the **Confirm Access** dialog appears.

- h. Click **Yes**.



Figure 5: Confirm Access dialog

Your eBay **User ID** now appears in the **Add Account** dialog.

- i. Click **Add**.

Your eBay Seller account is now linked to your Miva Merchant store.

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## Creating a Policy on eBay

You must have at least one policy configured in your eBay account before you proceed. To create a policy, perform the following steps.

1. Log into your eBay Seller account.
2. Click on the **Account** tab and select **Business Policies** from the drop-down list.

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## Miva Merchant

### Marketplace eBay Listing Details

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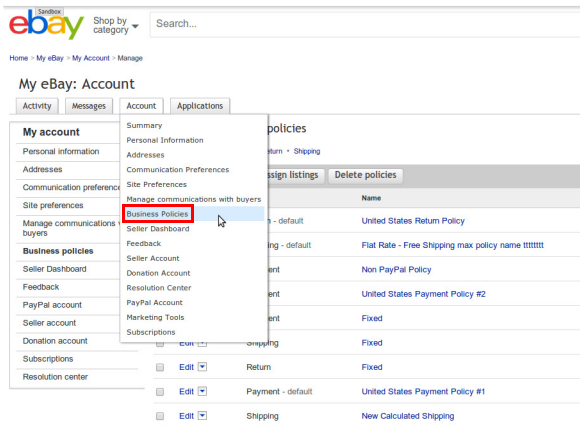


Figure 6: eBay Account Business Policies

3. Click **Create policy** and select **Payment** from the drop-down list.
4. Fill out the necessary settings and click **Save**.
5. Repeat steps 3 & 4 selecting **Return** and **Shipping** from the drop-down list.

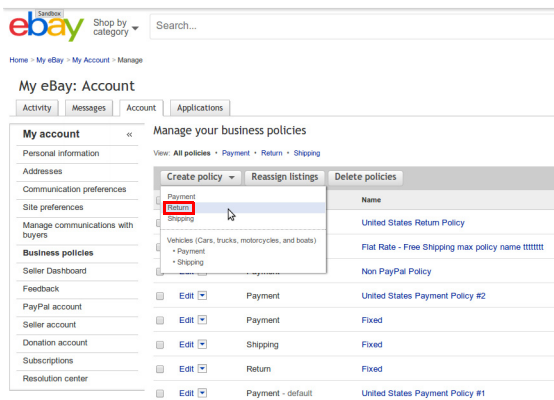


Figure 7: eBay Create Policy

You can now create eBay Listing Details in Miva Merchant.

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## Marketplace eBay Listing Details

Once your eBay Seller account is linked to your Miva Merchant store, you must create at least one eBay Listing Detail in Miva Merchant.

To create an eBay Listing Detail, perform the following steps.

1. Under **Utilities**, select the **Marketplace - eBay Listing Details** tab.
2. Click **Add Detail**.



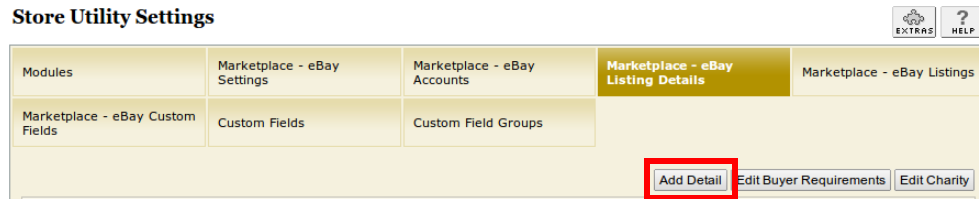


Figure 8: Marketplace - eBay Listing Details tab, Add Detail button

The **Add Detail** dialog appears.

3. Configure the eBay Listing settings as desired.
4. Click **Add**.

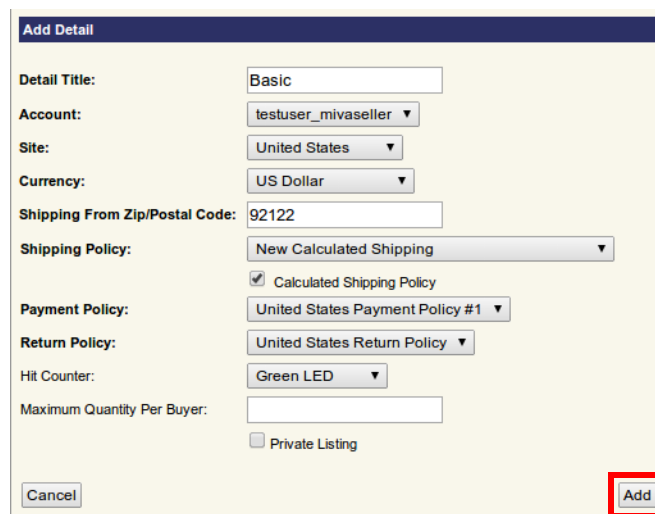


Figure 9: Add Detail dialog

5. To edit the Buyer Requirements, perform the following steps.
  - a. Select the Detail whose buyer requirements you wish to edit.
  - b. Click **Edit Buyer Requirements**.



Figure 10: Marketplace - eBay Listing Details tab, Edit Buyer Requirements button

The **Edit Buyer Requirements** dialog appears.

- c. Change the settings as desired and click **Save**.

## Miva Merchant

### Marketplace eBay Listing Details

**Edit Buyer Requirements**

Buyer requirements can help you reduce your exposure to buyers who might make transactions more difficult or expensive.  
**Important:** Select buyer requirements carefully - they may reduce your selling success.

Disable Buyer Requirements

Linked PayPal Account (Block buyers who don't have a PayPal account)

Minimum Feedback Score: <Select One> ▼

Block buyers who have a feedback score of <Minimum Feedback Score> or lower.  
 This requirement can help you avoid buyers who have received more negative than positive feedback from other eBay members bidding on your item.

**Maximum Buyer Policy Violations**

Count: <Select One> ▼

Period: <Select One> ▼

Block buyers who have <Count> Policy violation report(s) within <Period> month(s).  
 This requirement can help you block buyers who have been reported to have violated eBay policies.

**Maximum Items**

Count: <Select One> ▼

Minimum Feedback Score: <Select One> ▼

Block buyers who are currently winning or have bought <Count> of my items in the last 10 days.  
 Only apply this block to buyers who have a feedback score of <Minimum Feedback Score> or lower.  
 Consider selecting this requirement if you are selling expensive items and don't want to sell over a certain number to any single buyer.

**Maximum Unpaid Item Strikes**

Count: <Select One> ▼

Period: <Select One> ▼

Block bidders and buyers who have received <Count> Unpaid Item strike(s) within <Period> month(s).  
 This requirement can help you avoid bidders and buyers with a history of not paying for the items they have agreed to purchase.

Figure 11: Edit Buyer Requirements dialog

6. To edit the Charity settings perform the following steps.
  - a. Select the Detail whose charity settings you wish to edit.
  - b. Click **Edit Charity**.

**Store Utility Settings**

EXTRAS
?

Modules	Marketplace - eBay Settings	Marketplace - eBay Accounts	Marketplace - eBay Listing Details	Marketplace - eBay Listings
Marketplace - eBay Custom Fields	Custom Fields	Custom Field Groups		

Title	Account	Site	Currency	Last Updated
<input checked="" type="checkbox"/> Imported Detail	testuser_mivaseller	United States	US Dollar	04/15/2014 15:09:42 PDT

Figure 12: Marketplace - eBay Listing Details tab, Edit Charity button

The **Edit Charity** dialog appears.

- c. Change the settings as desired and click **Save**.

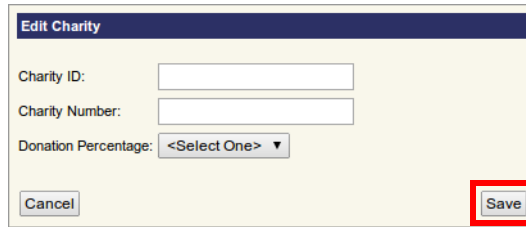


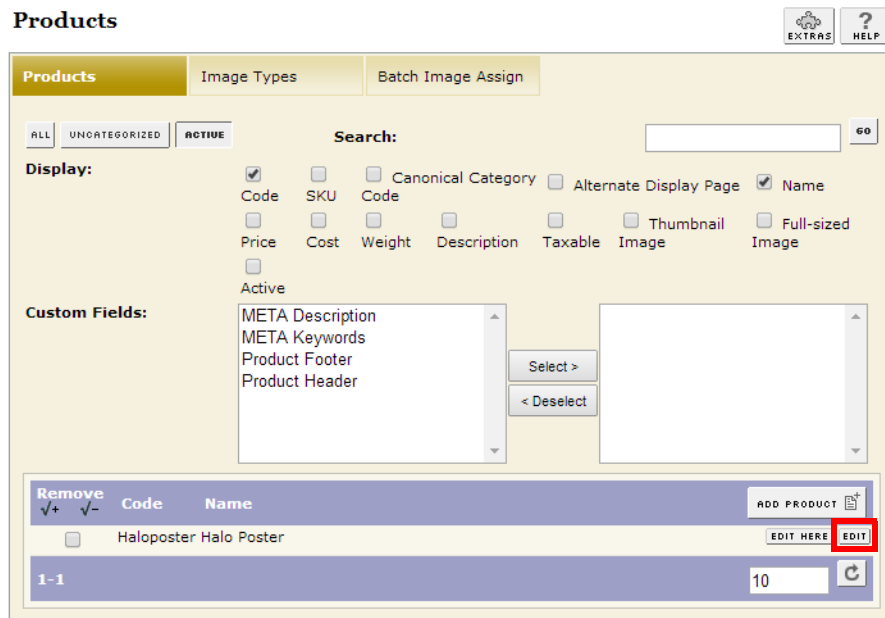
Figure 13: Edit Charity dialog

Your eBay Listing Detail is now active.

## eBay Product Listing Settings

Next you must set the Product Listing Settings. To do so, perform the following steps.

1. Edit a product in your store.
  - a. Under **Products**, select the product you wish to edit and click the **Edit** button.



The screenshot shows the 'Products' tab with the following elements:

- Buttons: EXTRAS, HELP
- Tabs: Products, Image Types, Batch Image Assign
- Filters: ALL, UNCATEGORIZED, ACTIVE
- Search: Search: [ ] GO
- Display:  Code,  SKU,  Canonical Category,  Alternate Display Page,  Name,  Price,  Cost,  Weight,  Description,  Taxable,  Thumbnail Image,  Full-sized Image,  Active
- Custom Fields: META Description, META Keywords, Product Footer, Product Header, Select >, < Deselect
- Table:

Remove	Code	Name	ADD PRODUCT
<input type="checkbox"/>		Haloposter Halo Poster	EDIT HERE EDIT
- Footer: 1-1, 10, Refresh

Figure 14: Products tab

- b. From the **Edit Product** page, select the **Marketplace - eBay Listing Settings** tab.

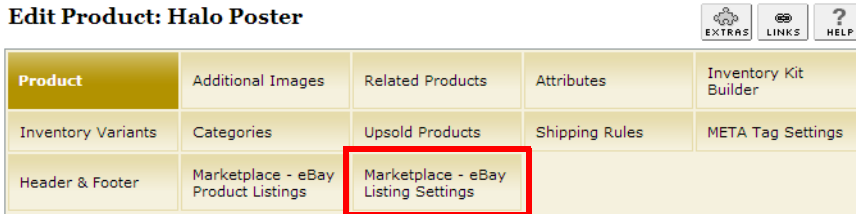


Figure 15: Marketplace - eBay Listing Settings tab

- c. Configure the listing settings as you wish them to appear.
- d. Once the listing settings are as you want them, click the **Update** button in the lower right corner of the screen.

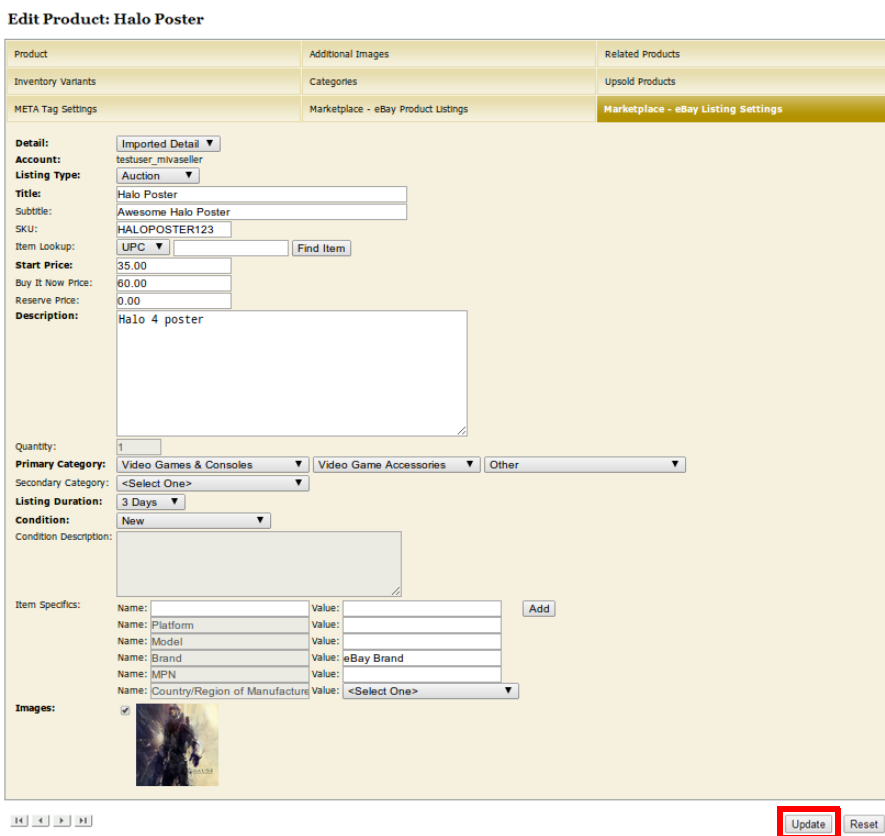


Figure 16: Edit Product – Marketplace - eBay Listing Settings

Your eBay Product Listing Settings are now active.

## Creating a Listing

The next step is to create a listing. This can be done in one of two ways: through the **Edit Product** page or through **Utilities**.

### Creating a Listing Through the Edit Product Page

Perform the following steps.

1. Under **Products**, select the product you wish to edit (see [Figure 14](#)).
2. From the **Edit Product** page, select the **Marketplace - eBay Product Listings** tab.

#### Edit Product: Halo Poster

<b>Product</b>	Additional Images	Related Products
Inventory Variants	Categories	Upsold Products
Header & Footer	<b>Marketplace - eBay Product Listings</b>	Marketplace - eBay Listing Settings

Figure 17: Marketplace - eBay Product Listings tab

3. Click **Create Listing**.

Additional Images	Related Products	Attributes	Inven
Categories	Upsold Products	Shipping Rules	META
<b>Marketplace - eBay Product Listings</b>	Marketplace - eBay Listing Settings		

Figure 18: Create Listing

4. After processing, a confirmation dialog appears showing the total fees to create this listing.

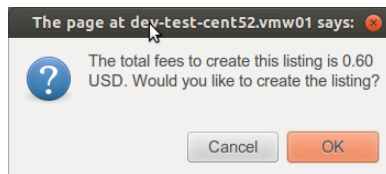


Figure 19: Listing fees confirmation dialog

5. Click **OK** to accept the fees and create the listing.

This creates your listing and adds it to the list of eBay product listings.

Title	Listing Type	Site	Status	Quantity	Sold	Current Bid	# of Bids	Time Left
<input type="checkbox"/> Halo Poster	Auction	United States	Active	1	0	\$10.00	1	2 days 23 hours 59 minutes 14 seconds
<input type="checkbox"/> Halo Poster	Fixed	United States	Active	10	8	N/A	N/A	2 days 23 hours 57 minutes 31 seconds
<input type="checkbox"/> Halo Poster	Fixed	United States	Completed	10	0	N/A	N/A	0 days 0 hours 0 minutes 0 seconds
<input type="checkbox"/> Halo Poster	Auction	United States	Completed	1	0	\$0.00	0	0 days 0 hours 0 minutes 0 seconds

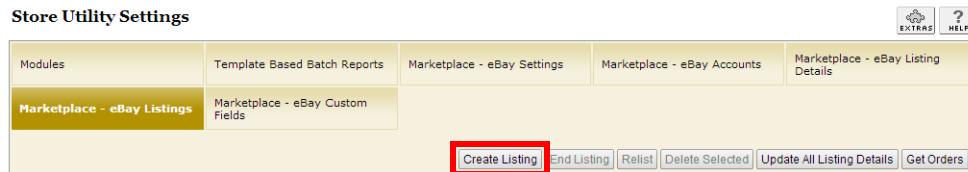
1-4 10

Figure 20: eBay Product Listings

## Creating a Listing Through Utilities

Perform the following steps.

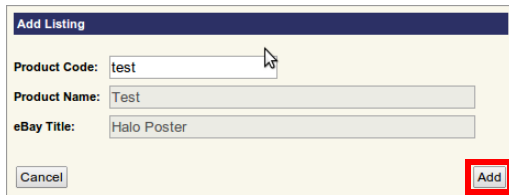
1. Under **Utilities**, select the **Marketplace - eBay Listings** tab.
2. Click **Create Listing**.



**Figure 21:** Marketplace - eBay Listings tab

The **Add Listing** dialog appears.

3. Enter the **Product Code** for which you wish to create a listing.
4. Select the Product.
5. Click **Add**.



**Figure 22:** Add Listing dialog

6. After processing, a confirmation dialog appears showing the total fees to create this listing (see [Figure 19:](#)).
7. Click **OK** to accept the fees and create the listing.

This creates your listing and adds it to the list of eBay product listings (see [Figure 20:](#)).

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## Importing Orders From eBay

Once you have completed the previous setup procedures and created a listing, you can import orders from eBay into Miva Merchant.

### Order Import Settings

To set your eBay Order Import settings, perform the following steps.

1. Under **Utilities**, select the **Marketplace - eBay Settings** tab.

**Store Utility Settings**

Modules	Template Based Batch Reports	<b>Marketplace - eBay Settings</b>
Marketplace - eBay Listings	Marketplace - eBay Custom Fields	

**Figure 23:** Store Utility Settings – Marketplace - eBay Settings

2. Select the appropriate option from the **Order Import** drop-down list:
  - ◆ Do Not Import eBay Orders
  - ◆ Import eBay Orders if at Least One Matching Product is Found
  - ◆ Import All eBay Orders

**Note:** Only the second and third option will import orders from eBay.

**Store Utility Settings**

Modules	Template Based Batch Reports	<b>Marketplace - eBay Settings</b>
Marketplace - eBay Listings	Marketplace - eBay Custom Fields	
<p><b>Order Import:</b> <input type="text" value="Import All eBay Orders"/> ▼</p> <ul style="list-style-type: none"> <li>Do Not Import eBay Orders</li> <li>Import eBay Orders if at Least One Matching Product is Found</li> <li style="background-color: #0070C0; color: white;">Import All eBay Orders</li> </ul>		

**Figure 24:** Order Import drop-down list

## Importing Orders

There are two ways in which orders can be imported from eBay into Miva Merchant.

### *Automatic Import*

With the Automatic Import method, eBay sends a notification of the order and the module then creates the order automatically. This occurs when an auction ends or a fixed price item sells. This is the default behavior and no further configuration is required.

### *Manual Import*

If you do not wish to wait for eBay notification for an order to be imported into Miva Merchant, you can trigger orders manually. Perform the following steps.

1. Under **Utilities**, select the **Marketplace - eBay Listings** tab,  
**OR**  
 Select the **Marketplace - eBay Product Listings** tab while editing a product.
2. Click the **Get Orders** button.

**Miva Merchant**  
*Importing Orders From eBay*

The screenshot shows a table of eBay listings with columns: Title, Listing Type, Site, Status, Quantity, Sold, Current Bid, # of Bids, and Time Left. The 'Get Orders' button in the top right is highlighted with a red box.

Title	Listing Type	Site	Status	Quantity	Sold	Current Bid	# of Bids	Time Left
<a href="#">Halo Poster</a>	Auction	United States	Active	1	0	\$10.00	1	2 days 16 hours 55 minutes 30 seconds
<a href="#">Halo Poster</a>	Fixed	United States	Active	10	9	N/A	N/A	2 days 16 hours 53 minutes 47 seconds
<a href="#">Halo Poster</a>	Fixed	United States	Completed	10	0	N/A	N/A	0 days 0 hours 0 minutes 0 seconds
<a href="#">Halo Poster</a>	Auction	United States	Completed	1	0	\$0.00	0	0 days 0 hours 0 minutes 0 seconds

Figure 25: eBay Listings

The **Import Orders From eBay** dialog appears.

- Set the criteria for order import and click **Get Orders**.

The dialog box contains the following options:

- Get Orders:**
  - Created in the last number of days: 05
  - Created between dates: Apr 21 2014 - Apr 21 2014
  - Modified between dates: Apr 21 2014 - Apr 21 2014
  - Enter eBay order IDs: (separate multiple order ids by a comma)

The 'Get Orders' button is highlighted with a red box.

Figure 26: Import Orders From eBay dialog

- Any pending orders from eBay that have not already been created in Miva Merchant will be processed.
- To view the orders that were imported, go to **Manage Orders**.
- Select an order from the list by clicking the **Order #** link.

**Manage Orders**

The screenshot shows a table of orders with columns: Order #, Date, Customer Name, Customer Email, Status, and Total. The order with ID 1001 is highlighted with a red box.

Order #	Date	Customer Name	Customer Email	Status	Total
<a href="#">1006</a>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending	\$17.30
<a href="#">1005</a>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending	\$2.30
<a href="#">1004</a>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending	\$17.30
<a href="#">1003</a>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending	\$17.30
<a href="#">1002</a>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending	\$120.75
<a href="#">1001</a>	4-21-2014	David Carver	dcarver@mivamerchant.com	Shipped	\$342.00
<a href="#">1000</a>	4-21-2014	David Carver	dcarver@mivamerchant.com	Pending	\$129.95

The **Order** dialog appears.



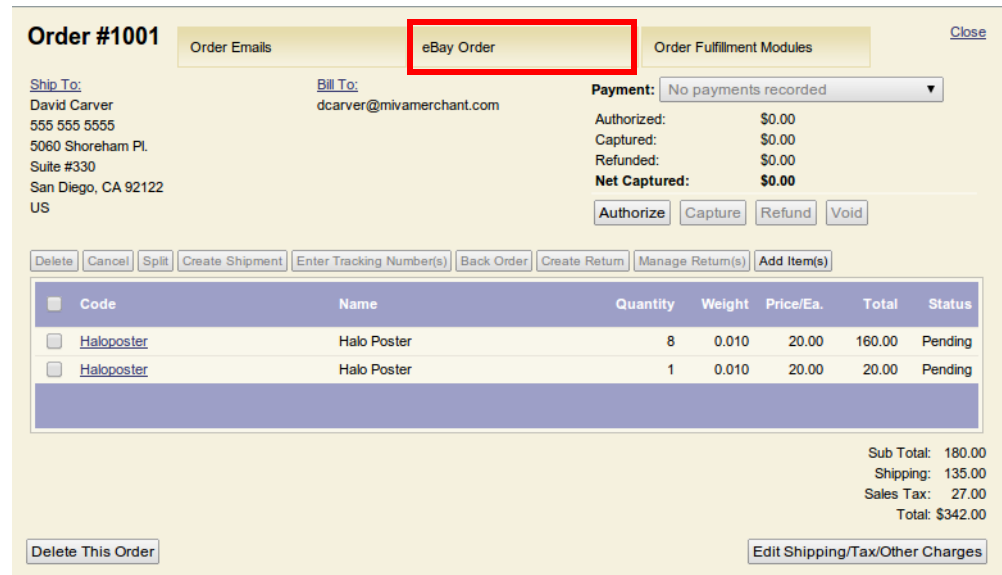


Figure 27: Order dialog

7. Select the **eBay Order** tab to view eBay specific order details.

The **eBay Order** dialog appears.



Figure 28: eBay Order dialog

8. To set the order as paid, click the **Mark Order as Paid** button.
9. When finished processing, click the **Close** button to return to the **Order** dialog.
10. To create a shipment, select the items you wish to ship and click **Create Shipment**.

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**Miva Merchant**  
*Importing Orders From eBay*

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Order #1001

Order Emails    eBay Order    Order Fu

Ship To: David Carver, 555 555 5555, 5060 Shoreham Pl, Suite #330, San Diego, CA 92122, US

Bill To: dcarver@mivamerchant.com

Buttons: Delete, Cancel, Split, **Create Shipment**, Enter Tracking Number(s), Back Order, Create Return, Manage Ret

Code	Name
<input checked="" type="checkbox"/> Haloposter	Halo Poster
<input checked="" type="checkbox"/> Haloposter	Halo Poster

**Figure 29:** Order dialog – Create Shipment

A shipment is created.

11. To set a tracking number, select the items to be tracked and click **Enter Tracking Number(s)**.  
The **Enter Tracking Number(s)** dialog appears.

Enter Tracking Number(s)

Shipment	Shipped Tracking	Link	Cost
01001-20140421-00001	<input checked="" type="checkbox"/> ebaybasicguide	UPS	0.00

Buttons: Cancel, **Save**

**Figure 30:** Enter Tracking Number(s) dialog

12. Set the fields for tracking, shipping method and cost and click **Save**.
13. To confirm the shipment on the eBay side, log into the eBay Seller account linked to the given order.
14. Select the **Activity** tab.
15. Under **Sell**, select the **Sold** link.

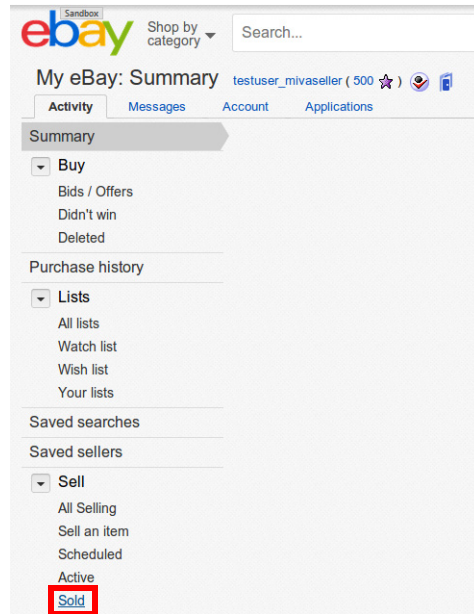


Figure 31: eBay Summary page

16. Find the item referenced on the **Sold** page.
17. Confirm that the **Tracking number** matches the **Tracking** field set in [Figure 30](#).

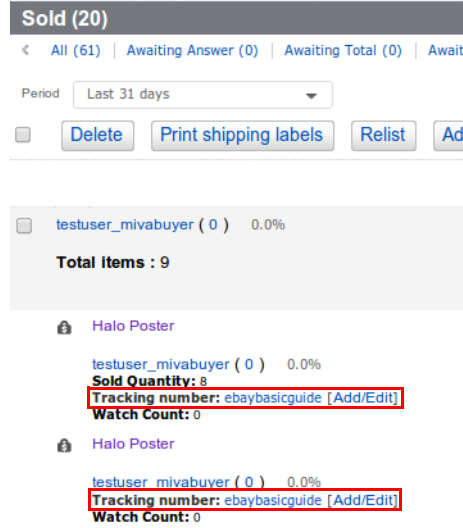


Figure 32: eBay Sold page

The **Tracking number** link takes you to the external shipping page (e.g., FedEx, UPS) with tracking information.

## Creating an eBay Developer Account

If you wish to set up your eBay Marketplace account in a test environment prior to going live, you must establish a Sandbox account. This requires an eBay developer account. To create an eBay developer account, perform the following steps.

1. Register at <https://developer.ebay.com/join/>.
2. Log into your developer account and go to <https://developer.ebay.com/DevZone/sandboxuser/>.
3. Create the sandbox account. Note the username prefix: **TESTUSER\_**
4. This account can now be used for the Sandbox environment mode when linking an account in Miva Merchant.

## Creating a Listing with Variations

Instead of creating separate eBay listings for an item with multiple options (for example, different colors or sizes), you can create a single listing with variations for certain categories (e.g., clothing, crafts, sporting goods). To create a listing with variations, perform the following steps.

1. Edit the product for which you wish to create a variation listing. The product must have attributes and must follow the following guidelines:
  - ◆ **Text Field** and **Text Area** attributes *must not* be required (these attribute types will not appear in the listing)
  - ◆ **Radio Buttons**, **Drop-down List** and **Swatch - Drop-down List** *must* be required

**Note:** These guidelines apply to Attributes and Attribute Templates.

Edit Product: Test Shirt

Product	Additional Images	Related Products	Attributes	Inventory Kit Builder
Inventory Variants	Categories	Upsold Products	Inventory	Shipping Rules
Header & Footer	META Tag Settings	Marketplace - eBay Product Listings	Marketplace - eBay Listing Settings	

Show Order

Remove	Code	Prompt	Image	Type	Price	Cost	Weight	D	R	I	ADD ATTRIBUTE
<input type="checkbox"/>		attemptate		Attribute template	N/A	N/A	N/A				EDIT HERE
<input type="checkbox"/>	size	Size		Drop-down List	N/A	N/A	N/A	✓			EDIT HERE ADD OPTION
<input type="checkbox"/>	s	Small			0.00	0.00	0.00				EDIT HERE
<input type="checkbox"/>	m	Medium			0.00	0.00	0.00				EDIT HERE
<input type="checkbox"/>	l	Large			1.00	0.00	0.00				EDIT HERE
<input type="checkbox"/>	color	Color		Swatch - Drop-down List	N/A	N/A	N/A	✓			EDIT HERE ADD OPTION
<input type="checkbox"/>	green	green			0.00	0.00	0.00				EDIT HERE
<input type="checkbox"/>	blue	blue			0.00	0.00	0.00				EDIT HERE
<input type="checkbox"/>	tagless	Tagless		Checkbox	0.00	0.00	0.00	✓			EDIT HERE
<input type="checkbox"/>	note	Note		Text Field	0.00	0.00	0.00	✓			EDIT HERE
<input type="checkbox"/>	cloth	Cloth Type		Radio Buttons	N/A	N/A	N/A	✓			EDIT HERE ADD OPTION
<input type="checkbox"/>	cotton	cotton			0.00	0.00	0.00				EDIT HERE
<input type="checkbox"/>	poly	polyester			0.00	0.00	0.00				EDIT HERE
<input type="checkbox"/>	message	message		Text Area	0.00	0.00	0.00	✓			EDIT HERE

Figure 33: Edit Product screen

2. Ensure that the **Marketplace - eBay Listing Settings** Listing Type is set to “Fixed Price”.

**Edit Product: Test Shirt**



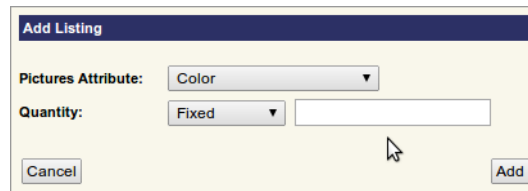
**Figure 34:** Marketplace - eBay Listing Settings tab

3. Select the **Marketplace - eBay Product Listings** tab.
4. Click the **Create Variation Listing** button.



**Figure 35:** Marketplace - eBay Product Listings tab

The **Add Listing** dialog appears.

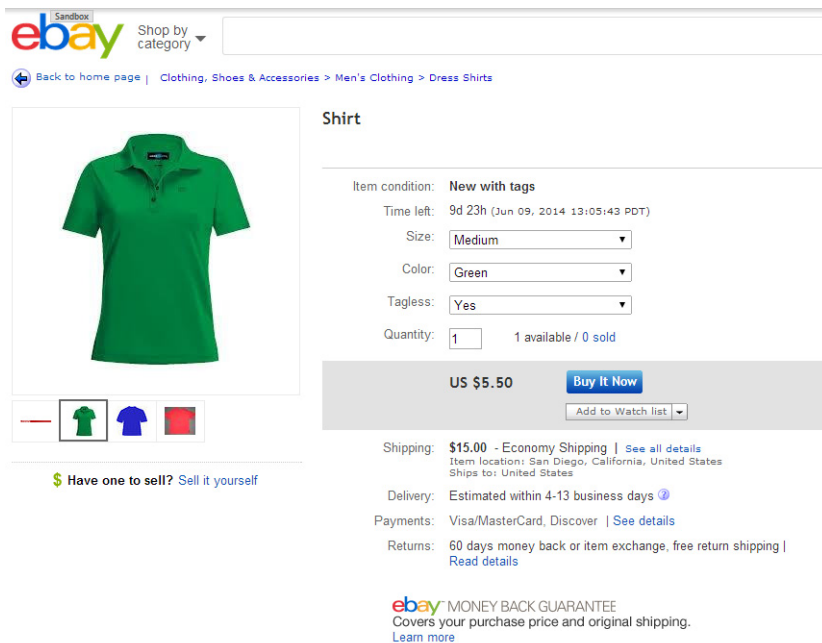


**Figure 36:** Add Listing dialog

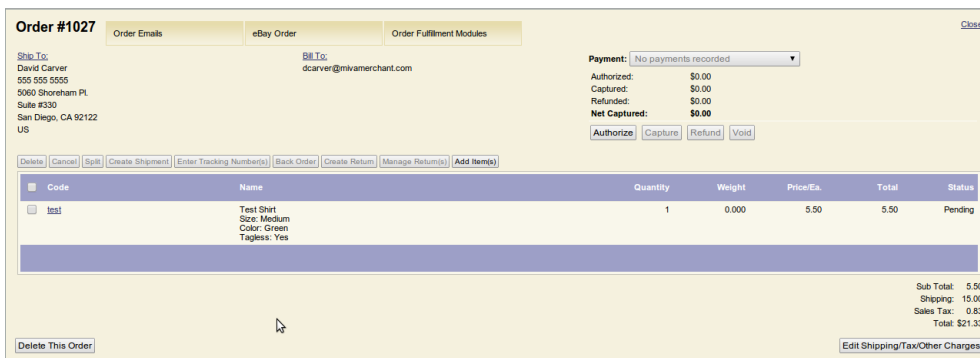
- ◆ **Pictures Attribute** is the main attribute with which pictures are associated. For example, if you select “Color” as your Pictures Attribute, for each variation, all pictures of a specific color are now associated with the given variation.
  - ◆ **Quantity** – There are two ways to create quantity in a listing:
    - Set a fixed amount for each variation
    - Give a percentage amount to allocate for each variation (if all of your variations use inventory and have inventory levels above 0)
5. Select your **Pictures Attribute** and the **Quantity** type and amount.
  6. Click **Add**.
  7. After processing, a fee amount appears for you to confirm.
  8. Accept the fee amount and your listing will be created with variations.

## Notes

- Every possible variation will be sent to eBay.
- **Text Area** and **Text Field** attributes are not sent to eBay but counted as empty with inventory allocation.
- Inventory allocation is based on the **eBay Settings** under **Utilities** in your store.
- Inventory will not be taken from your main product.
- Variation Listings prices are identical to the prices set for your store.
- Order Import functions the same way, but if the listing is a variation, the attribute/options will be applied to the order as well.



**Figure 37:** eBay Listing with Variations



**Figure 38:** Order with Variations

## Miva Business Policies

**Miva Business Policies** are the Miva Marketplace equivalent to eBay Business Policies. They are sorted by type, account and site. You can create as many policies as required. Miva Business Policies are set on the detail level, based on account and site.

There are three types of Miva Business Policies:

- Shipping
- Payment
- Return

### Shipping Policy

To create a shipping policy, perform the following steps.

1. Under **Utilities**, select the **Marketplace - eBay Policies** tab.



**Figure 39:** Store Utility Settings - Marketplace - eBay Policies tab

2. Click **Create Shipping Policy** or select an existing shipping policy to edit.



**Figure 40:** Create Shipping Policy

The **Add Shipping Policy** (or **Edit Shipping Policy**) dialog appears.

3. Configure the shipping policies.

The screenshot shows the 'Add Shipping Policy' dialog box. It contains the following fields and options:

- Title:** A text input field.
- Account:** A dropdown menu with 'testuser\_mivaseller' selected.
- Site:** A dropdown menu with 'United States' selected.
- Handling Time:** A dropdown menu with '0 Days' selected.
- Shipping Services:** A dropdown menu with 'Flat: Same cost to all buyers' selected.
- Service:** A dropdown menu with 'Standard Shipping' selected.
- Cost:** A text input field with '0.00'.
- Each Additional:** A text input field with '0.00'.
- Free Shipping:** A checkbox that is unchecked.
- Priority:** A text input field with '1'.
- International Shipping Services:** A dropdown menu with 'No international shipping' selected.
- Buttons:** 'Cancel' and 'Add' buttons are located at the bottom of the dialog.

**Figure 41:** Add Shipping Policy dialog

- a. **Title** – Title of the shipping policy

- b. **Account** – Account for which to create a shipping policy
- c. **Site** – Location of the eBay site associated with the shipping policy
- d. **Handling Time** – The number of days for domestic shipping services
- e. **Shipping Services** – The shipping service type:
  - **Flat**: Same cost to all buyers
  - **Calculated**: Cost varies by buyer location

---

**Note:** The available Services change based on the type of Shipping Service selected.

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- f. **Service** – The shipping service
- g. **Cost** – The cost of shipping
- h. **Each Additional** – The cost of each additional item above 1
- i. **Free Shipping** – Check this box if shipping is free
- j. **Priority** – Priority of the shipping service (if there is more than one)
- k. **Add Service** – click the **Add Service** button to add another shipping service. The new service will be added to the Service list. You can set the **Cost**, **Each Additional**, **Free Shipping** and **Priority** fields after the **Service** is added.

Service	Cost	Each Additional	Free Shipping	Priority	
UPS Ground	0.00	0.00	<input type="checkbox"/>	1	Add Service
UPS Ground	2.00	3.00	<input type="checkbox"/>	1	Remove

**Figure 42:** Shipping Services

- l. **Remove** – click the **Remove** button to remove a shipping service previously added via the **Add Service** button.
- m. **International Shipping Services** – Optional international shipping services
  - **No international shipping**
  - **Flat**: Same cost to all buyers
  - **Calculated**: Cost varies by buyer location
- n. If **Flat** or **Calculated** is selected, the **Service**, **Cost**, **Each Additional**, **Priority** and **Add Service** options become available, which are set as described in steps **f**, **g**, **h**, **j** and **k** above.
- o. You must select at least one shipping destination from the **Ship To** list for international shipping. You can select and deselect shipping destinations via the **Select >** and **< Deselect** buttons. Click **Add Service** to add the international service to the list.

International Shipping Services: Flat: Same cost to all buyers

Service	Cost	Each Additional	Priority	
USPS First Class Mail Intl / Firs	2.00	0.00	1	Add Service

Ship To:

- Canada
- Europe
- Germany
- Japan
- Mexico
- None
- United Kingdom
- Worldwide

Asia  
Australia  
N. and S. America

Select > < Deselect

Cancel Add

**Figure 43:** International Shipping Services



**Note:** You may have as many as 4 domestic shipping services and 5 international shipping services configured. You must have at least 1 domestic shipping service.

- Once all desired services have been configured, click **Add** (or **Save** if editing an existing shipping policy).

**Figure 44:** Add Shipping Policy

Your shipping policy is now available to link to a detail.

## Payment Policy

To create a payment policy, perform the following steps.

- Under **Utilities**, select the **Marketplace - eBay Policies** tab (see [Figure 39](#)).
- Click **Create Payment Policy** or select an existing payment policy to edit.

**Figure 45:** Create Payment Policy

The **Add Payment Policy** (or **Edit Payment Policy**) dialog appears.

- Configure the payment policies.

**Add Payment Policy**

Title:

Account: testuser\_mivaseller

Site: United States

Payment Methods:  
*Note: Payment methods are subject to the category selected for the listing. Only category accepted payments will be sent per listing creation.*

PayPal

PayPal Email:

Payment Methods: All other online payments, American Express, Cash on delivery, Credit Card, Diners, Direct Debit, Direct transfer of money, Discover Card

Select > < Deselect

Cancel Add

**Figure 46:** Add Payment Policy dialog

- a. **Title** – Title of the payment policy
  - b. **Account** – Account for which to create a payment policy
  - c. **Site** – Location of the eBay site associated with the payment policy
  - d. **PayPal** – Check this box to include PayPal as a valid payment method
  - e. **PayPal Email** – If PayPal box checked, enter PayPal email address
  - f. **Payment Methods** – Select all the payment methods you wish to support
4. Click **Add** (or **Save** if editing an existing payment policy).

Your payment policy is now available to link to a detail.

---

**Note:** Payment methods are subject to the category selected for the listing. Only category accepted payments will be sent per listing creation.

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## Return Policy

To create a return policy, perform the following steps.

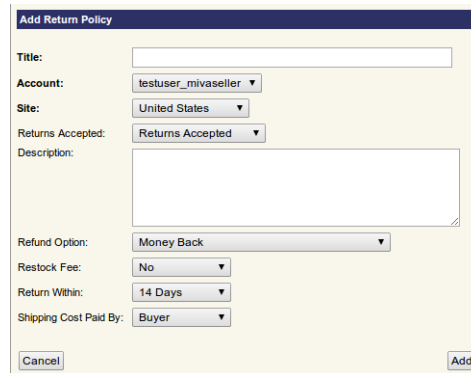
1. Under **Utilities**, select the **Marketplace - eBay Policies** tab (see [Figure 39](#)).
2. Click **Create Return Policy** or select an existing return policy to edit.



**Figure 47:** Create Return Policy

The **Add Return Policy** (or **Edit Return Policy**) dialog appears.

3. Configure the return policies.



**Figure 48:** Add Return Policy dialog

- a. **Title** – Title of the return policy
- b. **Account** – Account for which to create a return policy
- c. **Site** – Location of the eBay site associated with the return policy
- d. **Returns Accepted** – **Returns Accepted** or **No returns accepted**
- e. **Description** – Enter a description of the return policy
- f. **Refund Option** – Indicates how the seller will compensate the buyer for a returned item
- g. **Restock Fee** – Fee charged to restock the item returned
- h. **Return Within** – Time period within which the buyer can return an item (starting from the day they received the item)
- i. **Shipping Cost Paid By** – Party who pays the shipping cost for a returned item

---

**Note:** Fields **f** – **i** are based on the eBay site. Not all eBay sites have these values.

---

4. Click **Add** (or **Save** if editing an existing return policy).

Your return policy is now available to link to a detail.

## Linking Miva Business Policies to a Detail

After creating Miva Business Policies, you must link them to an eBay Listing Detail. To link your Miva policies to a detail, perform the following steps.

1. Under **Utilities**, select the **Marketplace - eBay Listing Details** tab (see [Figure 8](#)).
2. Click **Add Detail** or select an existing detail to edit.

The **Add Detail** (or **Edit Detail**) dialog appears.

If the account/site selected matches that of your Miva policies, the policies will appear in the **Policy** drop-down list(s).

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## Miva Merchant

### eBay Product Header & Footers

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Figure 49: Add Detail dialog

3. Configure the eBay listing detail.
4. You can select any combination of **Shipping**, **Payment** and **Return** policies from either eBay or Miva Merchant.
5. Click **Add** (or **Save**, if editing an existing **Detail**).

Your Miva business policies will now be used when creating a listing.

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## eBay Product Header & Footers

The **eBay Product Header & Footers** are global header/footers that you can associate to a product's **Item Settings Description**. The header/footer will wrap around the item settings description.

To create an eBay Product Header & Footer, perform the following steps.

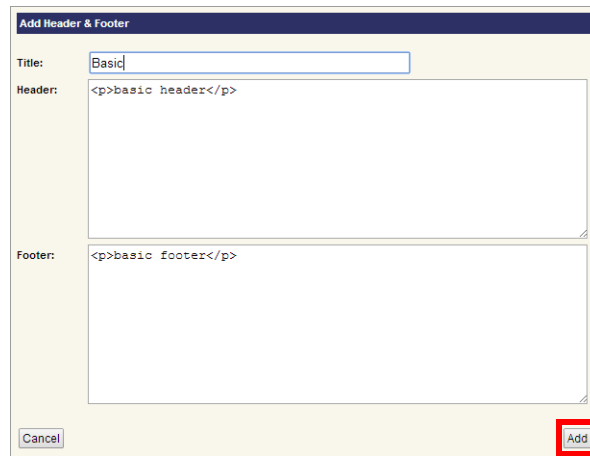
1. Under **Utilities**, select the **Marketplaces - eBay Header & Footers** tab.
2. Click **Create Header & Footer** (or select an existing header & footer to edit).



Figure 50: Marketplace - eBay Product Header & Footers tab

The **Add Header & Footer** (or **Edit Header & Footer**) dialog appears.

3. Enter the **Title**, **Header** and **Footer** in the appropriate fields and click **Add** (or **Save** if editing an existing header & footer).

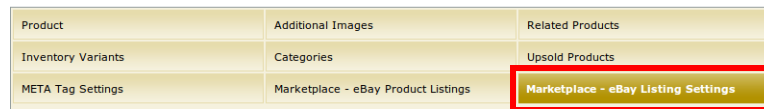


**Figure 51:** Add Header & Footer dialog

After creating the eBay product header & footer, you must link it to a product. Perform the following steps.

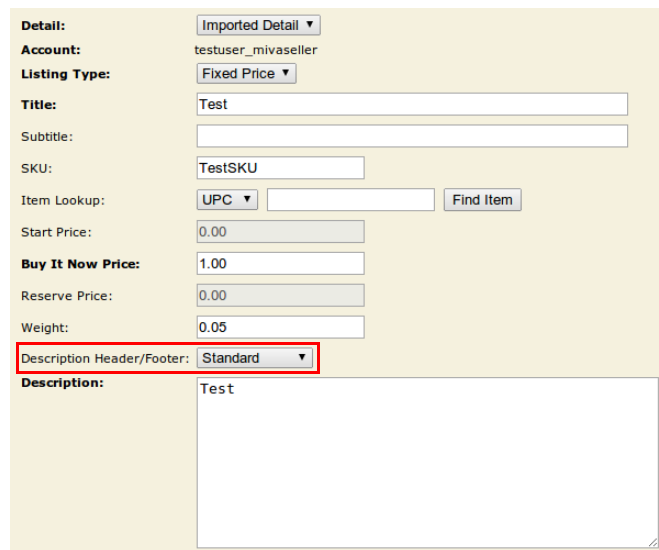
1. Under **Products**, select a product to edit and click the **Edit** button.
2. Select the **Marketplace - eBay Listing Settings** tab.

**Edit Product: Test**



**Figure 52:** Marketplace - eBay Listing Settings tab

3. Select the header/footer from the **Description Header/Footer** drop-down list.



**Figure 53:** Description Header/Footer

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**Miva Merchant*****eBay Product Header & Footers***

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4. When the eBay listing is configured as you want it, click **Update**.

Your eBay Product Header & Footer is now set and will be sent upon listing creation.