

# MIVA MERCHANT

# **Miva Merchant**

# eBay Marketplaces Getting Started Guide

version 1.6

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eBay Marketplaces Getting Started Guide

## Scope

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

# 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

- 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)

# 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.

### eBay Marketplaces Getting Started Guide

Modules	Template Based Batch Reports	Marketplace - eBay Settings	Marketplace - eBay Accounts	Marketplace - eBay Listing Details
Marketplace - eBay Listings	Marketplace - eBay Custom Fields			
AVAILABLE ASSIGNED AL	L)	Cł	heck Miva Central for Related I	Modules, Add-ons, and Extra
Assigned Module PayPal Expre	ess Checkout and/or Payments	Pro		
Marketplaces				

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.

Store Utility Set	tings			EXTRAS HELP
Modules	Marketplace - eBay Settings	Marketplace - eBay Accounts	Marketplace - eBay Listing Details	Marketplace - eBay Listings
Marketplace - eBay Custom Fields	Custom Fields	Custom Field Groups		
				Add Account
<u>eBay User ID</u>	<u>Environment</u>			Token Expiration
testuser mivaseller	Sandbox			10/07/2015 13:12:31 PDT
1-1				10 C

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.

Add Account		
Environment:	Sandbox 🔻	
User ID:		Retrieve Account
Error Language Country:	United States 🔹	
Cancel		Add

Figure 3: Add Account dialog

An eBay sign in dialog appears.

f. Log into your eBay account.



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.

BeBay: Review Consent Agreement - Google Chrome	- • ×
🔒 https://signin.sandbox.ebay.com/ws/eBayISAPI.dll?VAppJanessa&reqinput=3eaef7fb085a34aaacd88c886081b8ffb0	4283a9ac!
Grant application access: Miva Merchant	
Ready to use Miva Merchant? Great! We need your consent to share your eBay data. Don't worry, we won't share your eBay password. You can change this any time by editing your account preferences.	1
Please take the time to read Miva Merchant's terms of service and privacy policy, because these policies will apply when you use this service. Remember, we don't manage policies set by other companies.	
By clicking on the "I agree" button, you're allowing us to link your eBay account with Miva Merchant.	-
l agree No thanks, take me to the Application's website or eBay homepage	
4	
Community About eBay Announcements eBay Money Back Guarantee Security Center Resolution Center Seller Information Center Policies Site Map eBay official time Preview new features Contact us eBay Talk. Tell us what you think	
Copyright © 1995-2014 eBay Inc. All Rights Reserved. User Agreement, Privacy and Cookies.	i -

Figure 4: eBay Consent Agreement dialog

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

h. Click Yes.

Add A	ccount	
Enviro	Confirm Access	
User I	Did you grant application access?	Retrieve Account
Error	No	
Canc	el	Add

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.

# 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.

e > My eBay > My Account > I	Manage		
Ay eBay: Accou	int		
Activity Messages	Account Applications		
My account	Summary	policies	
Personal Information Personal Information Addresses		turn * Shipping	
Addresses	ddresses Communication Preferences		ete policies
Communication preferences Site preferences Manage communications with buyers			
		rs	Name
Manage communications	Business Policies Seller Dashboard	1 - default	United States Return Policy
Business policies	Feedback	ing - default	Flat Rate - Free Shipping max policy name tttttttt
Seller Dashboard	Seller Account Donation Account	ent	Non PayPal Policy
Feedback	Resolution Center	ent	United States Payment Policy #2
PayPal account	PayPal Account	ent	United States Payment Policy #2
Seller account	Marketing Tools Subscriptions	ent	Fixed
Donation account		phag	Fixed
Subscriptions	Edit Re	tum	Fixed
Resolution center			1 1000

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.

Shop by category -	Search			
ne > My eBay > My Account > Manage My eBay: Account				
Activity Messages Acco	unt Applications	1		
My account «	Manage your b	usiness policies		
Personal information	View: All policies • P	ayment · Return · Shipping		
Addresses	Create policy	- Reassign listings	Delete policies	
Communication preferences	Payment			
Site preferences	Return	R	Name	
Manage communications with buyers		cks, motorcycles, and boats)	United Stat	tes Return Policy
Business policies	Payment	ona, motorojenoa, una counaj	Flat Rate -	Free Shipping max policy name tttttttt
Seller Dashboard	Shipping	,	Non PayPa	al Policy
Feedback	Edit 💌	Payment	United Stat	tes Payment Policy #2
PayPal account		- dynan	childs of a	too r dymone r diroy n2
Seller account	🔲 Edit 💌	Payment	Fixed	
Donation account	Edit 💌	Shipping	Fixed	
Subscriptions			Fixed	
Gubachpiona	Edit 💌	Return		

#### Figure 7: eBay Create Policy

You can now create eBay Listing Details in Miva Merchant.

# 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.

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

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.

Add Detail	
Detail Title:	Basic
Account:	testuser_mivaseller V
Site:	United States T
Currency:	US Dollar 🔹
Shipping From Zip/Postal Code:	92122
Shipping Policy:	New Calculated Shipping
	Calculated Shipping Policy
Payment Policy:	United States Payment Policy #1 V
Return Policy:	United States Return Policy V
Hit Counter:	Green LED 🔻
Maximum Quantity Per Buyer:	
	Private Listing
Cancel	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.

Store Utility Setting	s				EXTRAS HELP
Modules	Marketplace - eBay Settings	Marketplace - e Accounts	Bay	Marketplace - eBay Listing Details	Marketplace - eBay Listings
Marketplace - eBay Custom Fields	Custom Fields	Custom Field Gr	oups		
				Add Detail Edit Buye	er Requirements Edit Charity
Title	Account	Site	Currency		Last Updated
Imported Detail	testuser_mivaseller	United States	US Dollar		04/15/2014 15:09:42 PDT

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.

Edit Buyer Requirements	
	p you reduce your exposure to buyers who might make transactions more difficult or expensive, quirements 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=""> ▼</select>
	eedback score of <b><minimum feedback="" score=""></minimum></b> or lower. ou avoid buyers who have received more negative than positive feedback from other eBay members bidding on your item.
Maximum Buyer Policy Vi	iolations
Count:	<select one=""> ▼</select>
Period:	<select one=""> T</select>
	ount> Policy violation report(s) within <period> month(s). ou block buyers who have been reported to have violated eBay policies.</period>
Maximum Items	
Count:	<select one=""> T</select>
Minimum Feedback Score:	<select one=""> ▼</select>
Only apply this block to buy	ently winning or have bought <b><count></count></b> of my items in the last 10 days. rers who have a feedback score of <b><minimum feedback="" score=""></minimum></b> or lower. irrement if you are selling expensive items and don't want to sell over a certain number to any single buyer.
Maximum Unpaid Item St	rikes
Count:	<select one=""> ▼</select>
Period:	<select one=""> ▼</select>
	who have received <b><count></count></b> Unpaid Item strike(s) within <b><period></period></b> month(s) rou avoid bidders and buyers with a history of not paying for the items they have agreed to purchase.
Cancel	Save

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 Setting	S				ේධා E×TRAS HE
Modules	Marketplace - eBay Settings	Marketplace - e Accounts	Bay	Marketplace - eBay Listing Details	Marketplace - eBay Listing
Marketplace - eBay Custom Fields	Custom Fields	Custom Field Gr	oups		
				Add Detail Edit Buye	er Requirements Edit Charit
Title	Account	<u>Site</u>	Currency		Last Updated
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.

Edit Charity
Charity ID:
Charity Number:
Donation Percentage: <select one=""></select>
Cancel

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.

Products				extras
Products	Image Types	Batch Image Assig	gn	
ALL UNCATEGORIZED	ACTIVE	Search:		60
Display:	Code SKU	Code	gory 🗌 Alternate Display	
		t Weight Descriptio	n Taxable Image	bnail 🔲 Full-sized Image
Custom Fields:	Active META Descri META Keywo Product Foot Product Head	ords er	Select > < Deselect	*
Remove Code	Name	•		ADD PRODUCT 📑
V+ V-	r Halo Poster			EDIT HERE EDIT
1-1				10 C

Figure 14: Products tab

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

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

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.

Edit Product:	Halo Poster		
Product		Additional Images	Related Products
Inventory Variants		Categories	Upsold Products
META Tag Settings		Marketplace - eBay Product Listings	Marketplace - eBay Listing Settings
Detail: Account: Listing Type: Title: Subtitle: SKU:	Imported Detail V testuser_mivaseller Auction V Halo Poster Awesome Halo Poster HALOPOSTER123		
Item Lookup: Start Price: Buy It Now Price: Reserve Price:	UPC ▼         I           35.00         60.00           60.00         0.00	Find Item	
Description:	Halo 4 poster		
Quantity: Primary Category: Secondary Category: Listing Duration:	1 Video Games & Consoles Select One> 3 Days		•
Condition: Condition Description:	New T		
Item Specifics:	Name: Platform Name: Model Name: Brand Name: MPN Name: Country/Region of Manufactu	Value: Add Value: _	
Images:			
н ( ) н			Update

*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

Product	Additional Images	Related Products
Inventory Variants	Categories	Upsold Products
Header & Footer	Marketplace - eBay Product Listings	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
Marketplace - eBay Product Listings	Marketplace - eBay Listing Settings		
		Create Listing End Listing Relist Delete Se	elected

#### 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.

						Create Listin	ng End Listing	Relist Delete Selecte	d Update All Listing Details Get Ord
		Listing Type		<u>Status</u>		Sold		<u># of Bids</u>	
	Halo Poster	Auction	United States	Active	1	0	\$10.00	1	2 days 23 hours 59 minutes 14 secor
	Halo Poster	Fixed	United States	Active	10	8	N/A	N/A	2 days 23 hours 57 minutes 31 seco
	Halo Poster	Fixed	United States	Completed	10	0	N/A	N/A	0 days 0 hours 0 minutes 0 seco
	Halo Poster	Auction	United States	Completed	1	0	\$0.00	0	0 days 0 hours 0 minutes 0 seco
1-4									10



### **Creating a Listing Through Utilities**

Perform the following steps.

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

Store Utility Settings				Contraction Contra
Modules	Template Based Batch Reports	Marketplace - eBay Settings	Marketplace - eBay Accounts	Marketplace - eBay Listing Details
Marketplace - eBay Listings	Marketplace - eBay Custom Fields			
		Create Listing End List	ting Relist Delete Selected Upd	ate All Listing Details Get Orders

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.

	N	
Product Code:	test kð	
Product Name:	Test	
Bay Title:	Halo Poster	

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:).

# 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	Marketplace - eBay Settings
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	Marketplace - eBay Settings
Marketplace - eB	ay Listings	Marketplace - eBay Custom Fields	
Order Import:	Import All eBay Orders	•	
		st One Matching Product is Found	
	Import All eBay Orders		

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.

		Create Listing		Listing	elist Dele	te Selec	opdate	All Listing I	Details Get Orde
		Listing Type		<u>Status</u>	<u>Quantity</u>	<u>Sold</u>	Current Bid	<u># of Bids</u>	<u>Time Le</u>
	Halo Poster	Auction	United States	Active	1	0	\$10.00	1	2 days 16 hours 5 minutes 30 second
	Halo Poster	Fixed	United States	Active	10	9	N/A	N/A	2 days 16 hours 5 minutes 47 second
	Halo Poster	Fixed	United States	Completed	10	0	N/A	N/A	0 days 0 hours minutes 0 second
	Halo Poster	Auction	United States	Completed	1	0	\$0.00	0	0 days 0 hours minutes 0 second
1-4									10 0

Figure 25: eBay Listings

The Import Orders From eBay dialog appears.

3. Set the criteria for order import and click Get Orders.

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

#### Figure 26: Import Orders From eBay dialog

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

#### Manage Orders

Search:	Date Range 🔻	No Time Limit	▼ All Orders ▼ Search	Create Batch Batch Report	Create Shipment Back Order	Capture Payment	Archive	New Order
	- <u>Order#</u>	Date	Customer Name	Customer Email	<u>Status</u>			<u>Total</u>
	<u>1006</u>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending			\$17.30
	1005	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending			\$2.30
	<u>1004</u>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending			\$17.30
	<u>1003</u>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending			\$17.30
	<u>1002</u>	4-22-2014	David Carver	dcarver@mivamerchant.com	Pending			\$120.75
	<u>1001</u>	4-21-2014	David Carver	dcarver@mivamerchant.com	Shipped			\$342.00
	<u>1000</u>	4-21-2014	David Carver	dcarver@mivamerchant.com	Pending			\$129.95
1-7							10	C

The Order dialog appears.

Order #1001	Order Emails eBay Order	Order Fulfillment Modules
<u>Ship To:</u> David Carver 555 555 5555 5060 Shoreham Pl. Suite #330 San Diego, CA 92122 US	Bill To: dcarver@mivamerchant.com	Payment:       No payments recorded         Authorized:       \$0.00         Captured:       \$0.00         Refunded:       \$0.00         Net Captured:       \$0.00         Authorize       \$0.00         Authorize       \$0.00         Net Captured:       \$0.00         Authorize       \$0.00
Delete Cancel Split	Create Shipment Enter Tracking Number(s) Back Orde	r Create Return Manage Return(s) Add Item(s)
Code	Name	Quantity Weight Price/Ea. Total Status
Haloposter	Halo Poster	8 0.010 20.00 160.00 Pending
Haloposter	Halo Poster	1 0.010 20.00 20.00 Pending
		Sub Total: 180.0 Shipping: 135.0

Figure 27: Order dialog

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

The eBay Order dialog appears.

eBay Order	
This order was place	d through eBay.
Miva Order #:	1001
eBay Order #:	270122010
Order Creation Tim	e: 2014-04-21T21;14:53.000Z
Order Status:	Completed K
eBay Seller ID:	testuser_mivaseller
eBay Buyer ID:	testuser_mivabuyer
	Mark Order as Paid
Cancel	Save

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.

Order #1001	Order Emails		eBay Order		Order F
Ship To; David Carver 555 555 555 5060 Shoreham PI. Suite #330 San Diego, CA 92122 US				<u>I To:</u> arver@mivamerch	iant.com
Delete Cancel Split	Create Shipment	Enter Tracking Num	ber(s) Back Orde	Create Return	Manage Re
Code				Name	
Haloposter				Halo Poster	
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	✓ ebaybasicguide	UPS T	0.00
Cancel			Sav

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.

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body Sho	egory <del>v</del> Search
My eBay: Sum	IMARY testuser_mivaseller ( 500 😭 ) 🌚 🥫 ges Account Applications
Summary	
<ul> <li>Buy</li> <li>Bids / Offers</li> <li>Didn't win</li> <li>Deleted</li> </ul>	
Purchase history	
Lists     All lists	
Watch list Wish list	
Your lists Saved searches	
Saved sellers	
- Sell	
All Selling	
Sell an item	
Scheduled	
Active Sold	

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*:.

Sold (	20)
< All (	61)   Awaiting Answer (0)   Awaiting Total (0)   Await
Period	Last 31 days 👻
	Delete Print shipping labels Relist Ad
□ test	tuser_mivabuyer (0) 0.0%
_	tal items : 9
10	
Ô	Halo Poster
	testuser_mivabuyer (0) 0.0%
	Sold Quantity: 8 Tracking number: ebaybasicguide [Add/Edit]
	Watch Count: 0
â	Halo Poster
	testuser mivabuyer (0) 0.0%
	Tracking number: ebaybasicguide [Add/Edit] Watch Count: 0
	watch Count: 0

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.

oduct			Additional Images	Related Products	Attributes	Inventory Kit Builder
ventory	Variants		Categories	Upsold Products	Inventory	Shipping Rules
eader & F	Footer		META Tag Settings	Marketplace - eBay Product Listings	Marketplace - eBay Listing Settings	
iow Orde	<u>ir</u>					
Remove	Code	Prompt	Image Type		Price Cost	Weight D R I ADD ATTRIBUTE
	attemplate	e Attribute templat	e		N/A N/A	N/A EDIT H
	size	Size	Drop-down List		N/A N/A	N/A V EDIT HERE ADD OFTION
	s	Small			0.00 0.00	0.00 EDIT HERE
	m	Medium			0.00 0.00	0.00 EDIT HERE
	1	Large			1.00 0.00	0.00 EDIT HERE
	color	Color	Swatch - Drop-down List	8	N/A N/A	N/A V SDIT HERE ADD OPTION
	green	green		W <sup>2</sup>	0.00 0.00	0.00 EDIT HERE
	blue	blue			0.00 0.00	0.00 EDIT HERE
	tagless	Tagless	Checkbox		0.00 0.00	0.00 🗸 EDIT H
	note	Note	Text Field		0.00 0.00	0.00 V EDIT H
	cloth	Cloth Type	Radio Buttons		N/A N/A	N/A V EDIT HERE ADD OFTION
	cotton	cotton			0.00 0.00	0.00 EDIT HERE
	poly	polyester			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

Product	Additional Images	Related Products	Attributes
Inventory Variants	Categories	Upsold Products	Inventory
Header & Footer	META Tag Settings	Marketplace - eBay Product Listings	Marketplace - eBay Listing Settings
Detail: test  Account: testuser_mivaseller Listing Type: Fixed Price			

Figure 34: Marketplace - eBay Listing Settings tab

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

Related Products	Attributes					
Upsold Products	Inventory					
Marketplace - eBay	Marketplace -					
Create Listing Create Variation Listing						
<u>Status</u>	<u>Quantity</u>	<u>Sold</u>	N <sup>4</sup> <u>Cui</u>			

Figure 35: Marketplace - eBay Product Listings tab

The Add Listing dialog appears.

Add Listing			
Pictures Attribute:	Color	¥	
Quantity:	Fixed <b>v</b>		
Cancel		\$	Add

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.

### Miva Merchant *Creating a Listing 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.

	Shirt	
	Shirt	
ATT	Item condition:	New with tags
	Time left:	9d 23h (Jun 09, 2014 13:05:43 PDT)
	Size:	Medium
	Color:	Green
	Tagless:	Yes
	Quantity:	1 1 available / 0 sold
		US \$5.50 Buy It Now
1 🕈 🔳		Add to Watch list
Have one to sell? Sell it yourself	Shipping:	\$15.00 - Economy Shipping   See all details Item location: San Diego, California, United States Ships to: United States
Have one to sell? Sell it yoursell	Delivery:	Estimated within 4-13 business days ③
	Payments:	Visa/MasterCard, Discover   See details
	Returns:	60 days money back or item exchange, free return shipping   Read details



Order #1027	Order Emails	eBay Order	Order Fulfillment Modules					
Ship To: David Carver		Bill To: dcarver@mivamerch	ant.com		Payment: No payme Authorized:	Payment: No payments recorded Authorized: \$0.00		
555 555 5555 5060 Shoreham PL Suite #330					Captured: Refunded:	Captured: \$0.00 Refunded: \$0.00	Captured: \$0.00 Refunded: \$0.00	Captured: \$0.00 Refunded: \$0.00
San Diego, CA 92122 US					Net Captured:			
Delete Cancel Split	Create Shipment Enter Tracking Nu	mber(s) Back Order Create Return	Manage Return(s) Add Item(s)					
Code								
test	5	Test Shirt Size: Medium Color: Green Tagless: Yes			1	1 0.000	1 0.000 5.50	1 0.000 5.50 5.50
		\$						
Delete This Order		~						Edit Shipping/Ta:

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.

Store Utility Settings

Modules	Template Based Batch Reports	Marketplace - eBay Settings	Marketplace - eBay Accounts
Marketplace - eBay Listings	Marketplace - eBay Custom Fields	Marketplace - eBay Log Console	Marketplace - eBay Policies

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

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

Marketplace - eBay Accounts	Marketplace - eBay Listing Details		
Marketplace - eBay Policies	Marketplace - eBay Product Header & Footers		
Create Shipping Policy Create Return F	Policy Create Payment Policy Delete Selected		

Figure 40: Create Shipping Policy

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

3. Configure the shipping policies.

Add Shipping Policy		
Title:		
Account:	testuser_mivaseller T	
Site:	United States	
Handling Time:	0 Days	
Shipping Services:	Flat: Same cost to all buyers	
	Service Cost Each Additional Priority	
	Standard Shipping    O.00  O.00  Free Shipping  Add Service	
International Shipping Services:	No international shipping	
Cancel		Add

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.

- 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)
- 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	I	Priority	
UPS Ground	0.00	0.00	Free Shipping	1	Add Service
UPS Ground	2.00	3.00	Free Shipping	1	Remove

Figure 42: Shipping Services

- I. 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.
- 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.</li>

International Shipping Services:	Flat: Same cost to all buyers	•				
	Service USPS First Class Mail Intl / Firs V Ship To: Canada	Cost 2.00	Asia	Priority 1	Add Service	
	Europe Germany Japan Mexico None United Kingdom Moduluirle	Select > < Deselect	Australia N. and S. America	Ŧ		
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.

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

ïtle:	testshipping					
ccount:	testuser_mivaseller 🔻					
ite:	United States 🔻					
andling Time:	1 Day					
hipping Services:	Flat: Same cost to all buyers	•				
	Service	Cost	Each Additiona	1	Priority	
	Standard Shipping 🔹	0.00	0.00	🗹 Free Ship	ping 1	Add Service
ternational Shipping Services:	Flat: Same cost to all buyers	•				
	Service	Cos	t Fach	Additional	Priority	
	USPS First Class Mail Intl / Firs V	0.0				Add Service
	Asia Australia Canada Europe Germany Japan Mexico Y	Select > < Deselec	t		•	
	USPS First Class Mail Intl / First C Canada Europe Germany Japan Mexico None United Kingdom Worddwide	Select > < Desele	Asia Australia N. and S. A		Remove	

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.

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

Marketplace - eBay Accounts	Ма	rketplace - eBay Listing	Details	
Marketplace - eBay Policies		Marketplace - eBay Product Header & Footers		
Create Shipping Policy	Create Return Policy	Create Payment Policy	Delete Selected	

Figure 45: Create Payment Policy

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

3. Configure the payment policies.

Title:		
Account:	testuser_mivaseller V	
Site:	United States T	
Payment Methods: Note: Payment metho per listing creation.	ods are subject to the category selected for the listing. Only category accep	oted payments will be sent
	PayPal	
PayPal Email:		
Payment Methods:	All other online payments American Express Cash on delivery Credit Card Diners Direct Debit	4
	Direct transfer of money	

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.

### **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.

Marketplace - eBay Accounts	Marketplace - eBay Listing Details		
Marketplace - eBay Policies	Marketplace - eBay Product Header & Footers		
Create Shipping Policy Create Return P	Policy Create Payment Policy Delete Selected		

Figure 47: Create Return Policy

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

3. Configure the return policies.

eBay Marketplaces Getting Started Guide

Add Return Policy	
Title:	
Account:	testuser_mivaseller V
Site:	United States V
Returns Accepted:	Returns Accepted
Description:	
Refund Option:	Money Back
Restock Fee:	No T
Return Within:	14 Days 🔻
Shipping Cost Paid By:	Buyer V
Cancel	Add

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
- 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).

etail Title:	
ietali litle:	
account:	testuser_mivaseller <b>▼</b>
Site:	United States <b>v</b>
Currency:	US Dollar 🔹
Shipping From Zip/Postal Code	
Shipping Policy:	Miva Shipping Policy
	Calculated Shipping Policy
Payment Policy:	Miva Payment Policy
Return Policy:	Miva Return Policy
Hit Counter:	No Hit Counter 🔻
Maximum Quantity Per Buyer:	
	Private Listing
	Enable Store Categories

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.

# 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).

Marketplace - eBay Accounts	Marketplace - eBay Listing Details	
Marketplace - eBay Policies	Marketplace - eBay Product Header & Footers	
	Create Header & Footer Delete Selected	

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).

Add Heade	er & Footer
Title:	Basic
Header:	basic header
Footer:	basic footer
Cancel	Add

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

Product	Additional Images	Related Products
Inventory Variants	Categories	Upsold Products
META Tag Settings	Marketplace - eBay Product Listings	Marketplace - eBay Listing Settings

Figure 52: Marketplace - eBay Listing Settings tab

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

Detail:	Imported Detail V
Account:	testuser_mivaseller
Listing Type:	Fixed Price V
Title:	Test
Subtitle:	
SKU:	TestSKU
Item Lookup:	UPC  Find Item
Start Price:	0.00
Buy It Now Price:	1.00
Reserve Price:	0.00
Weight:	0.05
Description Header/Footer:	Standard •
Description:	Test

Figure 53: Description Header/Footer

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.