



**Miva Merchant
Marketplaces Getting Started Guide**

Miva Marketplaces v1.0004

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Purpose

The **Miva Marketplaces** module allows you to link to marketplace accounts on Amazon or eBay. You can link your Amazon or eBay seller account to Miva Merchant to directly control listings and orders from within the Miva Merchant store admin.

This document describes how to set up a listing for your Miva Merchant store with **eBay Marketplaces** or **Amazon Marketplace**.

Note: The steps and figures in this guide illustrate running **Marketplaces** in a Miva Merchant 5.5 installation. Alternate steps are provided where the procedures are significantly different in Miva Merchant 9. These steps are prefaced by “[MM9](#)”.

New Features

The following features were introduced in **Miva Marketplaces v1.0004**:

- Miva Marketplaces module is **eBay Certified**
- eBay **Item Settings** packaging weight now supports decimal values and values under 1 lb.
- eBay can send variation pictures based on image types
- eBay now provides the number of orders returned when using **Get Orders**
- **Marketplaces** now available under **eBay** and **Amazon** under **Utilities** in the left navigation pane or in the menu under **Home > Marketplaces - Amazon > Settings** in Miva Merchant 9
- Can now send shipping information to eBay manually from the **Listings** page
- International handling costs can now be set for calculated international eBay shipping policies
- Orders coming into Miva from other marketplaces create a payment method for the marketplaces (previously, no payment methods shown)
- **Images** section on the eBay product **Item Settings** tab now show picture size to help differentiate between images
- Support for **Amazon Marketplace**
 - ◆ Link Amazon Seller accounts
 - ◆ Link your Amazon products based on your account
 - ◆ View inventory and price of an item
 - ◆ Get orders from Amazon
 - ◆ Create shipments
 - ◆ Update inventory of a listing
 - ◆ Update price of a listing
 - ◆ Share inventory with Amazon

Miva Merchant

New Features

The following features were introduced in **Miva Marketplaces 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 33](#))
- New Feature – **Global Product Header/Footer** (see [eBay Product Header & Footers on page 38](#))

Installing 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 Apps store at apps.miva.com.
 - b. Under **Global Settings**, select the **Module [Add]** link.

MM9: Under **Modules**, click the (**Add Module**) button.

- c. Click the **Upload** button.

The **Upload File** dialog appears.

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

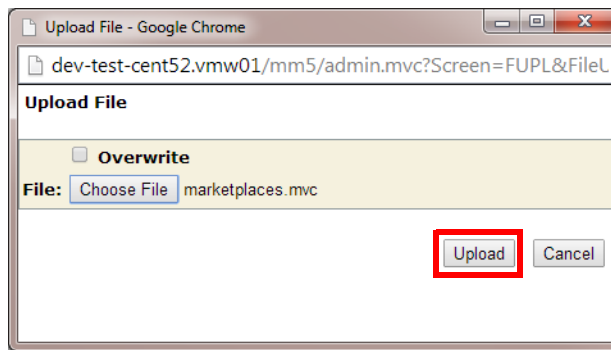


Figure 1: Upload File dialog

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

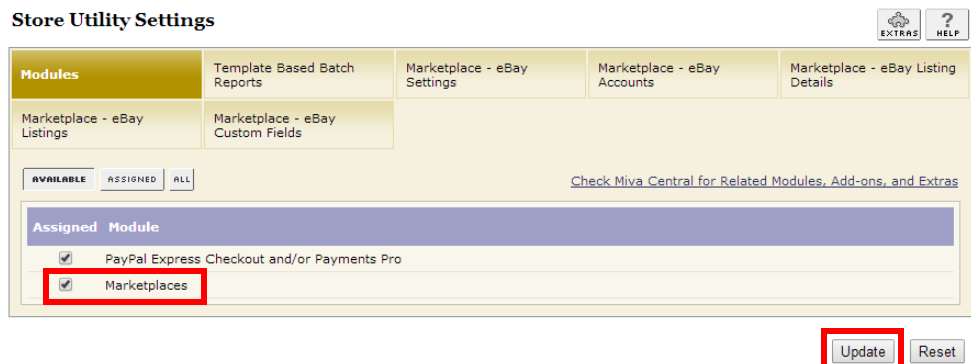



Figure 2: Store Utility Settings – Modules tab

Miva Merchant

Amazon Marketplace

MM9: Click + **Add**. Under **Home > Utility Settings > Add/Remove Modules**, look for **Marketplaces** among the **Available Modules** and click the  button.

After installing and enabling the **Marketplaces** module, you can link a seller account and create marketplace listings in Miva Merchant. To link an **Amazon Marketplace** account to your Miva Merchant store, see [Amazon Marketplace on page 6](#). To link an **eBay Marketplaces** account to your Miva Merchant store, see [eBay Marketplaces on page 15](#).

Amazon Marketplace

This section describes the necessary steps to link an Amazon Marketplace account to Miva and administrate it from your Miva Merchant admin. To link an eBay Marketplaces account to Miva, see [eBay Marketplaces on page 15](#).

Note: Before you can link an Amazon Marketplace account to Miva Merchant, the Amazon Marketplace account must exist and the Amazon Seller account must already be established. See <http://services.amazon.com> for information on setting up an Amazon Seller account.

Linking Your Amazon Account to Miva

After installing and enabling the **Marketplaces** module, you must link your Amazon seller account to your Miva Merchant store. Perform the following steps.

1. Under **Utilities**, select the **Amazon** link.

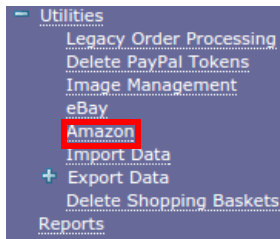


Figure 3: Utilities > Amazon

2. On the **Marketplaces - Amazon** page, select the **Accounts** tab.

MM9: Under **Home > Marketplaces - Amazon > Settings**, select the **Accounts** tab.

3. Click **Add Account**.

Marketplaces - Amazon

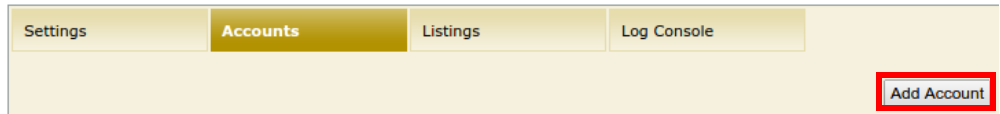


Figure 4: Marketplaces - Amazon – Add Account

The **Add Account** dialog appears.

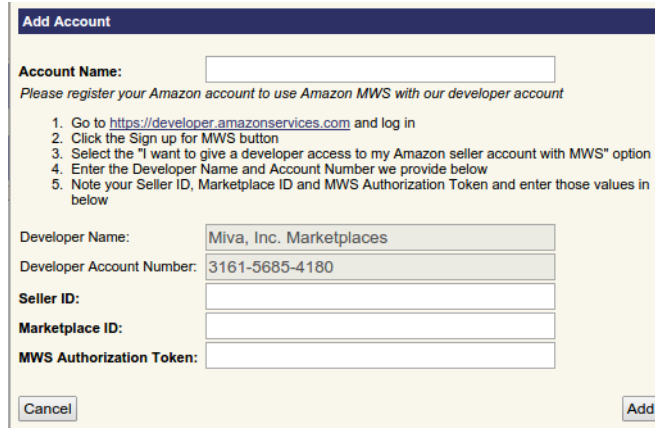


Figure 5: Amazon Add Account dialog

4. Enter an **Account Name** in the appropriate field.
5. Go to <https://developer.amazonservices.com/> in another browser window or tab.
6. On the **Amazon Services** page, click the **Sign up for MWS** button.

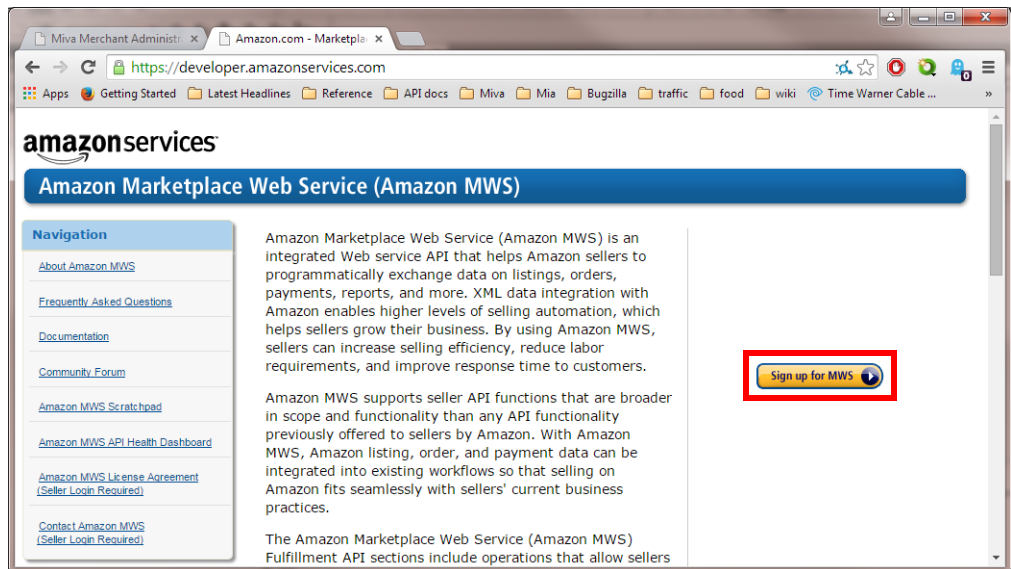


Figure 6: Amazon Services page

7. Log into your Amazon seller account and follow the prompts to set up Amazon MWS.

Amazon Marketplace Web Service (Amazon MWS)

I want to access my own Amazon seller account with MWS.

I want to use an application to access my Amazon seller account with MWS.

Application Name:

Application's Developer Account Number: For example: 1234-1234-1234 or 123412341234

I want to give a developer access to my Amazon seller account with MWS.

Developer's Name:

Developer Account Number: For example: 1234-1234-1234 or 123412341234

Figure 7: Amazon Marketplace Web Service

- a. Select **I want to give a developer access to my Amazon seller account with MWS**.
 - b. Enter the **Developer Name** and **Account Number** displayed in the **Add Account** dialog (*Figure 5*).
 - c. Make a note of the **Seller ID**, **Marketplace ID** and **MWS Authorization Token** provided by Amazon.
8. Return to the Miva Merchant admin tab and enter the values noted in step **7c** in the appropriate fields in the **Add Account** dialog in *Figure 5*.
 9. Click **Add**.

Your Amazon seller account is now linked to your Miva Merchant store.

Linking a Miva Merchant Product to an Amazon Listing

Note: Before you can link an Amazon listing to **Miva Marketplaces**, the Amazon listing must already exist in an Amazon Seller account.


Linking a Miva Merchant product to an Amazon listing can be done in one of two ways:

- via the **Edit Product** page
- via **Utilities**

Linking Through the Edit Product Page

To link a listing through the **Edit Product** page, perform the following steps.

1. Under **Products**, select the product you want to edit and click the **EDIT** button.

MM9: Under **Home > Catalog > Products**, click the  button next to the product you want to edit.

2. From the **Edit Product** page, select the **Marketplace - Amazon Product Listings** tab.
3. Click **Add Amazon Product**.

The **Add Amazon Product to Miva** dialog appears.

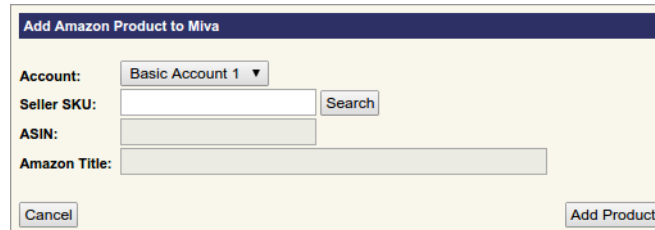


Figure 8: Add Amazon Product to Miva dialog

4. Enter the **Seller SKU**.

Note: Your Seller SKU can be found on your Amazon Seller account. See [Figure 9:](#)

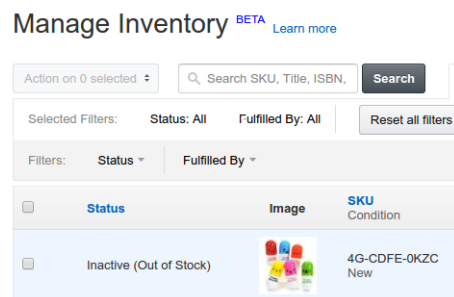


Figure 9: Amazon Manage Inventory screen

5. Click **Search**.

If found, the **ASIN** and **Amazon Title** will be displayed.

6. Click **Add Product**.

Linking Through Utilities

To link a listing through **Utilities**, perform the following steps.

1. Under **Utilities**, click **Amazon** and select the **Listings** tab.

MM9: Under **Home > Marketplaces - Amazon - Settings**, select the **Listings** tab.

2. Click **Add Amazon Product**.

Marketplaces - Amazon

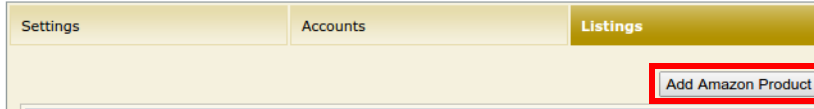


Figure 10: Listings – Add Amazon Product

The **Add Amazon Product** dialog appears.

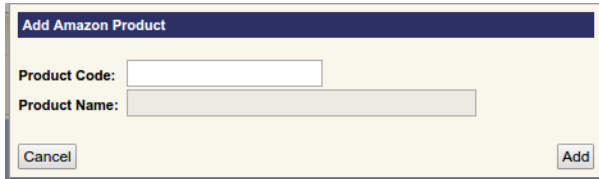


Figure 11: Add Amazon Product dialog

3. Enter the Miva **Product Code** (the **Product Name** field autofills for the given **Product Code**).
4. Click **Add**.

The **Add Amazon Product to Miva** dialog appears.

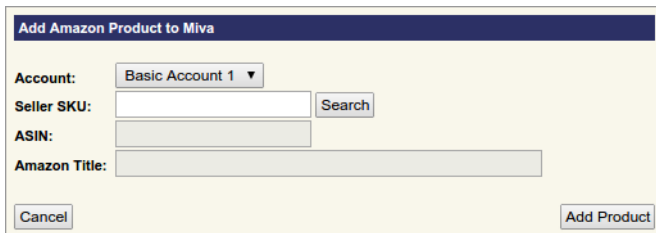


Figure 12: Add Amazon Product to Miva dialog

5. Enter the **Seller SKU**.

Note: Your Seller SKU can be found on your Amazon Seller account. See [Figure 9](#).

6. Click **Search**.

If found, the **ASIN** and **Amazon Title** will be displayed.

7. Click **Add Product**.

Your Amazon product is now linked to your Miva Merchant store.

Now that your Amazon Marketplace product is linked to Miva, you can perform admin functions, such as price and inventory adjustments, from within the Miva Merchant store admin.

Note: **Quantity** and **Price** can take up to 45 minutes to be reflected in your listing list. Initially they will be set to 0.

Update Amazon Listing Inventory

To update your Amazon listing's inventory, perform the following steps.

1. Under **Utilities**, click **Amazon** and select the **Listings** tab.
2. Select the listing for which you wish to update the inventory.
3. Click **Update Inventory**.

Marketplaces - Amazon

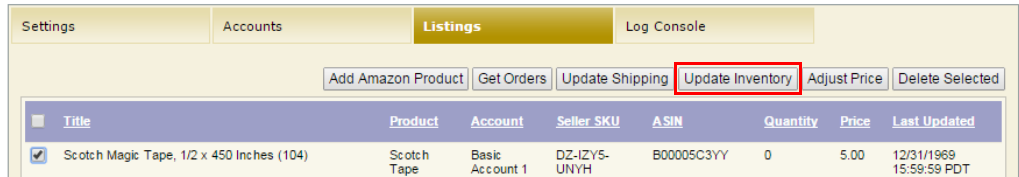


Figure 13: Marketplaces - Amazon – Update Inventory

A dialog appears that allows you to adjust the inventory of the given product.

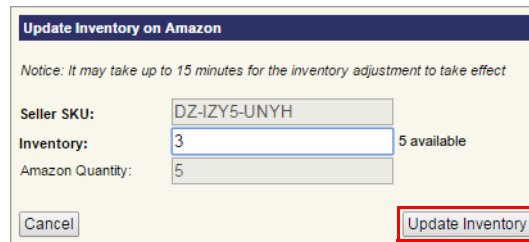


Figure 14: Update Inventory on Amazon dialog

4. Enter the **Inventory** you want to add to the Amazon listing.
5. Click **Update Inventory**.

The inventory adjustment is sent to Amazon. It may take up to 15 minutes to take effect.

Adjust Amazon Listing Price

To update your Amazon listing's price, perform the following steps.

1. Under **Utilities**, click **Amazon** and select the **Listings** tab.
2. Select the listing for which you wish to adjust the price.
3. Click **Adjust Price**.

Marketplaces - Amazon

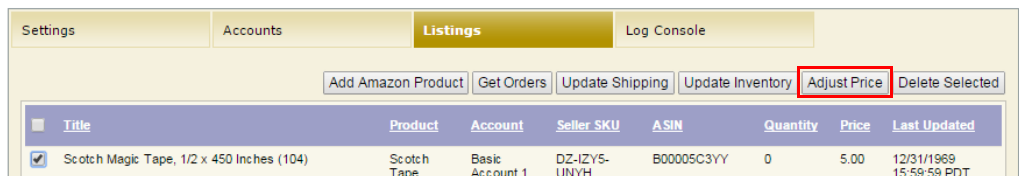
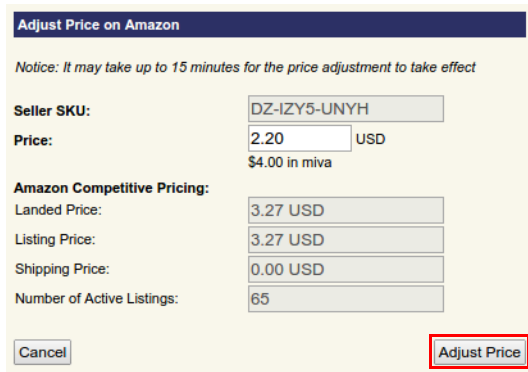


Figure 15: Marketplaces - Amazon – Adjust Price

A dialog appears that allows you to adjust the price of the given product.



Adjust Price on Amazon

Notice: It may take up to 15 minutes for the price adjustment to take effect

Seller SKU: DZ-IZY5-UNYH

Price: 2.20 USD
\$4.00 in miva

Amazon Competitive Pricing:

Landed Price: 3.27 USD

Listing Price: 3.27 USD

Shipping Price: 0.00 USD

Number of Active Listings: 65

Cancel Adjust Price

Figure 16: Adjust Price on Amazon dialog

4. Enter the **Price** that you want the Amazon Marketplace listing to have.
5. Click **Adjust Price**.

The price adjustment is sent to Amazon. It may take up to 15 minutes to take effect.

Note: The **Amazon Competitive Pricing** fields are displayed for reference. These indicate the lowest available prices of competing products selling on Amazon.

Importing Amazon Orders

This section describes how to import orders from Amazon into your Miva Merchant store.

Automatic Import

The Marketplaces module does not currently support importing orders automatically.

Manual Import

To import orders from Amazon manually, perform the following steps.

1. Under **Utilities**, click **Amazon** and select the **Listings** tab.
2. Click **Get Orders**.

Marketplaces - Amazon

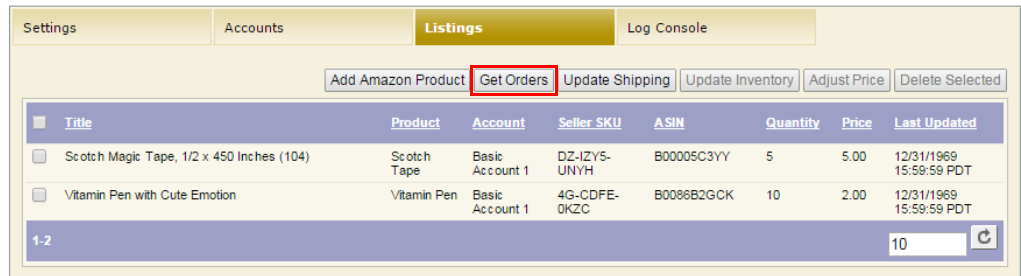


Figure 17: Marketplaces - Amazon – Get Orders

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

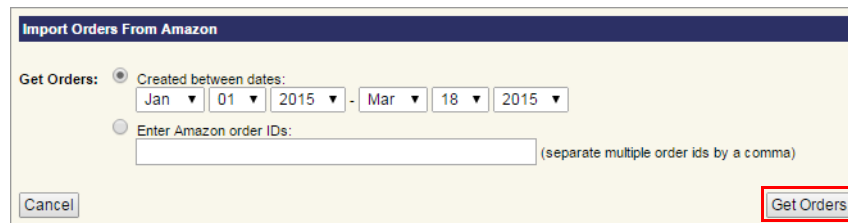


Figure 18: Import Orders From Amazon dialog

3. Select orders to import in one of two ways:
 - ◆ by selecting a date range;
 - ◆ by entering the Amazon order IDs as a comma separated list.
4. Click **Get Orders**.

A dialog appears showing how many orders were imported.



Figure 19: Order Import Notification

The Amazon orders are now in your Miva store.

5. To view an Amazon Marketplace order, go to **Manage Orders** and select the appropriate **Order #** from the list.

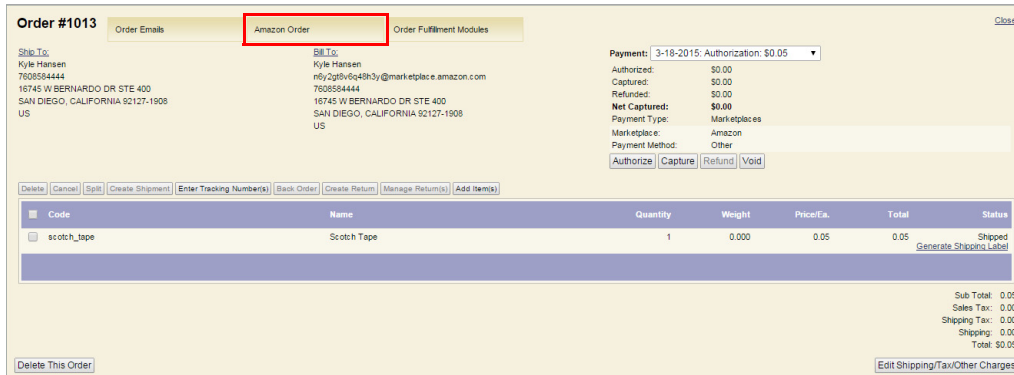


Figure 20: Order screen

6. Select the **Amazon Order** tab to view order details.

An **Amazon Order** dialog appears.

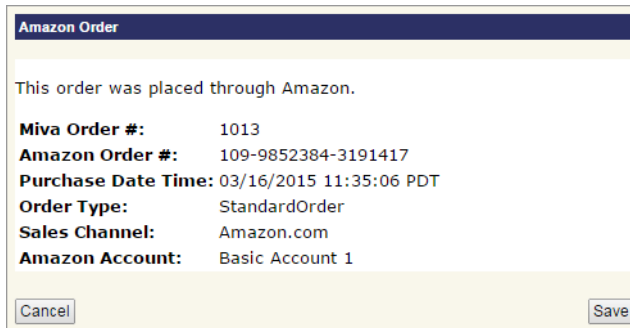


Figure 21: Amazon Order details

Sharing Inventory

When you share inventory between your Miva store and your Amazon Marketplace store, your inventory is linked. This can be seen in three ways:

- When updating inventory on Amazon, inventory **is not** decremented from your Miva store;
- When an order is imported from Amazon, inventory **is** decremented from your Miva store;
- When an order is placed in Miva, inventory **is** adjusted on Amazon (the inventory level will be the current stock level in Miva).

Note: These inventory settings only affect products that track inventory.

When you do not share inventory between your Miva store and your Amazon Marketplace store, the following conditions apply:

- When updating inventory on Amazon, inventory **is** decremented from your Miva store;
- When an order is imported from Amazon, inventory **is not** decremented from your Miva store;
- When an order is placed in Miva, inventory **is not** adjusted on Amazon.

eBay Marketplaces

This section describes the necessary steps to link an eBay Marketplaces account to Miva and administrate it from your Miva Merchant admin. To link an Amazon Marketplaces account to Miva, see [Amazon Marketplace on page 6](#).

Note: Before you can link an eBay Marketplaces account to Miva Merchant, the eBay Marketplaces account must exist and the eBay Seller account must already be established. See <http://pages.ebay.com/sellerinformation> for information on setting up an eBay Seller account.

Linking Your eBay Seller Account to Miva

Before linking your eBay Seller account to Miva, you must install and enable the **Marketplaces** module. See [Installing the Marketplaces Module on page 5](#) if you have not already done so. After installing and enabling the **Marketplaces** module, you must link your eBay seller account to your Miva Merchant store.

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 30](#) for details on setting up an eBay developer account.

Perform the following steps.

1. Under **Utilities**, select the **eBay** link.

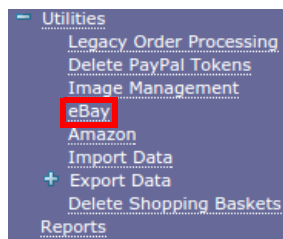


Figure 22: Utilities > eBay

2. On the **Marketplaces - eBay** page, select the **Accounts** tab.

MM9: Under **Home > Marketplaces - eBay > Settings**, select the **Accounts** tab.

3. Click **Add Account**.

Marketplaces - eBay



Figure 23: Marketplaces - eBay – Accounts tab

The Add Account dialog appears.

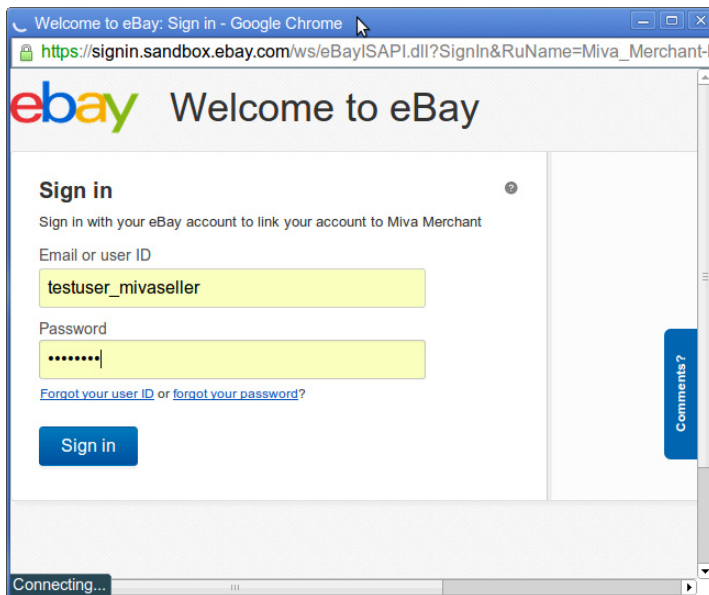
4. Set your **Environment** (“Sandbox” or “Production”).
5. Set your **Error Language Country**. The **Error Language Country** defines the country dialect to be used for error messages (e.g., United Kingdom, United States, etc.)
6. Click **Retrieve Account**.



Figure 24: Add Account dialog

An eBay sign in dialog appears.

7. 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.

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

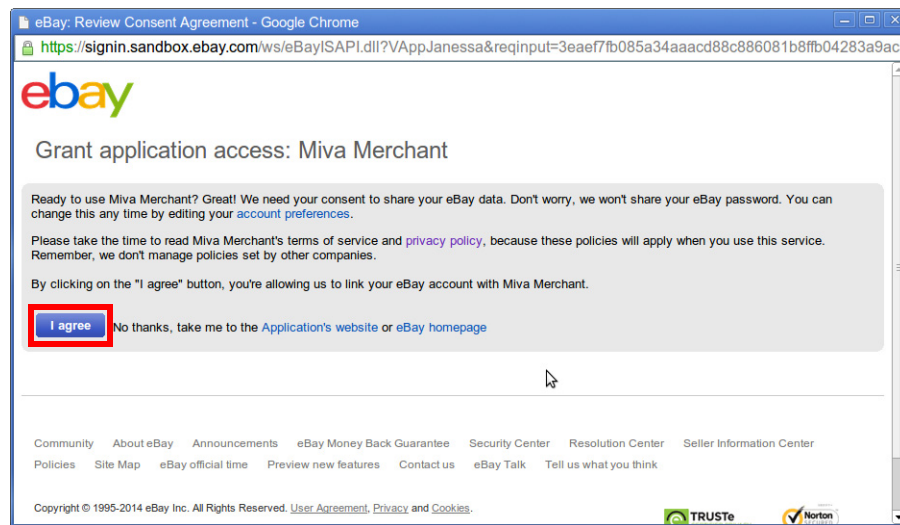


Figure 25: eBay Consent Agreement dialog

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

9. Click **Yes**.

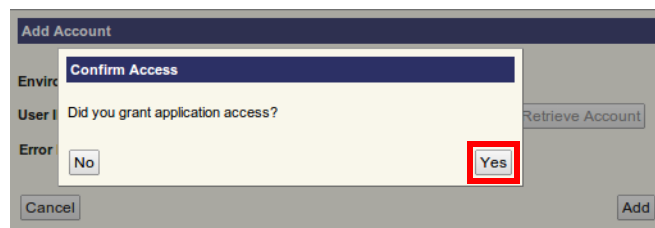


Figure 26: Confirm Access dialog

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

10. 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.

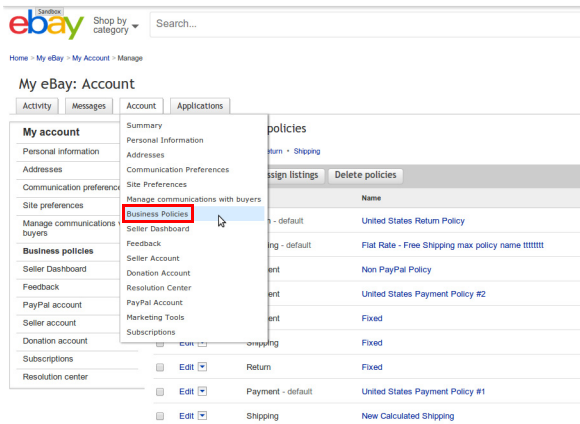


Figure 27: eBay Account Business Policies

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.

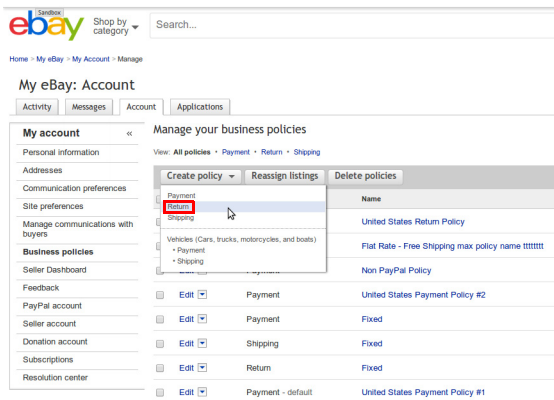


Figure 28: eBay Create Policy

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**, click **eBay** and select the **Listing Details** tab.
2. Click **Add Detail**.

Marketplaces - eBay



Figure 29: Marketplace - eBay Listing Details tab, Add Detail button

The **Add Detail** dialog appears.

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

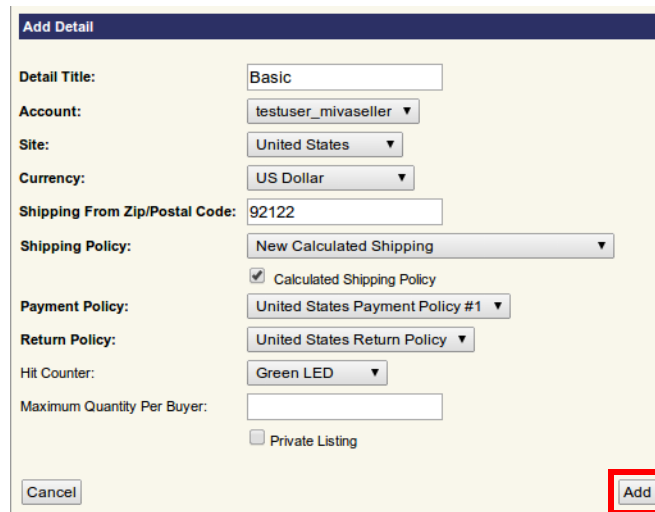


Figure 30: Add Detail dialog

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

Marketplaces - eBay



Figure 31: Marketplaces - 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

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.

Cancel Save

Figure 32: Edit Buyer Requirements dialog

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

Marketplaces - eBay

Settings	Accounts	Listing Details	Listings	Custom Fields
Log Console	Policies	Product Header & Footers		
Add Detail Edit Buyer Requirements Edit Charity				
Title	Account	Site	Currency	Last Updated
<input checked="" type="checkbox"/> Basic Detail	testuser_mivaseller	United States	US Dollar	02/18/2015 10:27:26 PST
1-1			100	

Figure 33: Marketplace - eBay Listing Details tab, Edit Charity button

The **Edit Charity** dialog appears.

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

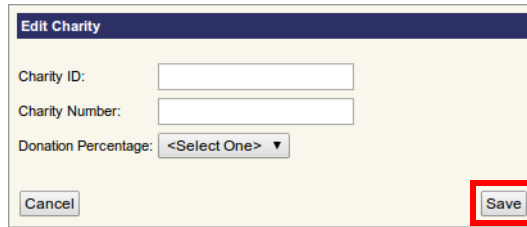



Figure 34: Edit Charity dialog

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 want to edit and click the **EDIT** button.

MM9: Under **Home > Catalog > Products**, click the  button next to the product you want to edit.

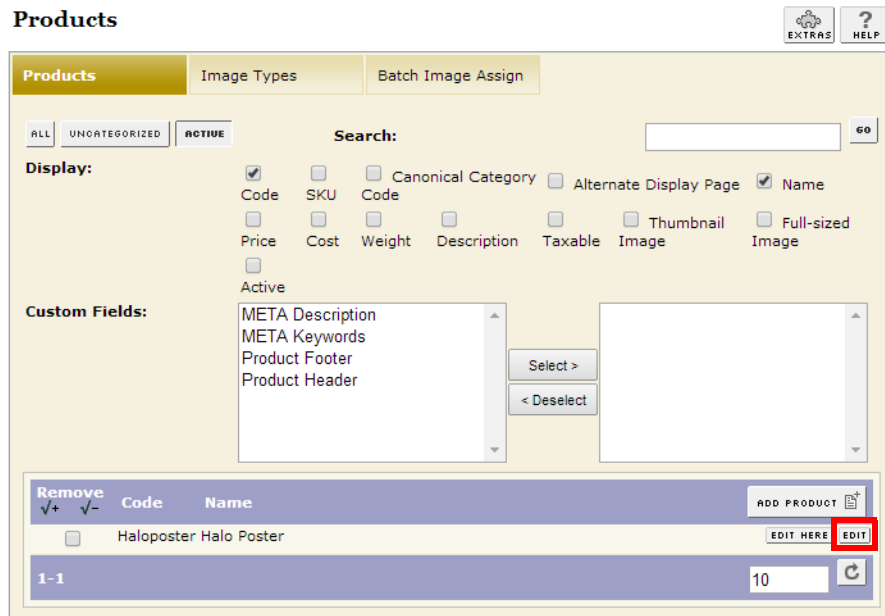


Figure 35: Products tab

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

Edit Product: Halo Poster



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 36: Marketplace - eBay Listing Settings tab

- c. Configure the listing settings as you want 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

Figure 37: 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 want to edit (see [Figure 35](#)).

MM9: Under **Home > Catalog > Products**, click the  button next to the product you want to edit.

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 38: 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		

Figure 39: Create Listing

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

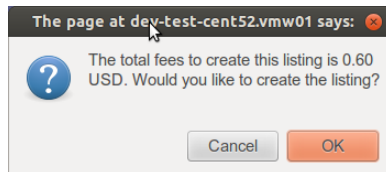


Figure 40: Listing fees confirmation dialog

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 41: eBay Product Listings

Creating a Listing Through Utilities

Perform the following steps.

1. Under **Utilities**, click **eBay** and select the **Listing Details** tab.

MM9: Under **Home > Marketplaces - eBay > Settings**, select the **Listing Details** tab.

2. Click **Create Listing**.

Marketplaces - eBay

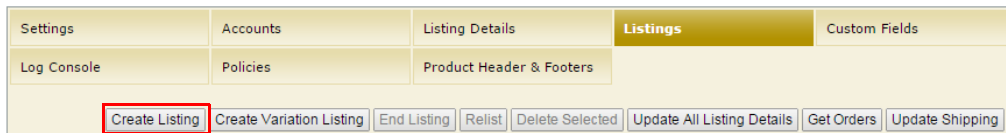


Figure 42: Marketplace - eBay Listings tab

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**.

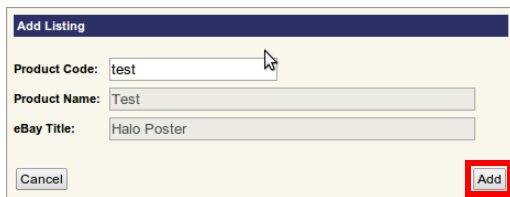


Figure 43: Add Listing dialog

6. After processing, a confirmation dialog appears showing the total fees to create this listing (see [Figure 40:](#)).
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 41:](#)).

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**, click **eBay** and select the **Settings** tab.

Marketplaces - eBay



Figure 44: Marketplaces - eBay – Settings tab

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.

Marketplaces - eBay

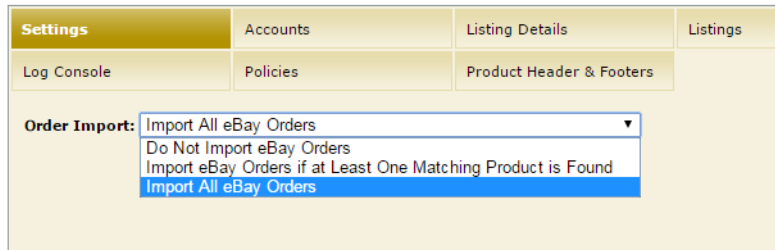


Figure 45: Order Import drop-down list

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 want 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.

	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 16 hours 55 minutes 30 seconds
<input type="checkbox"/>	Halo Poster	Fixed	United States	Active	10	9	N/A	N/A	2 days 16 hours 53 minutes 47 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 46: eBay Listings

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

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

Import Orders From eBay

Get Orders:

- Created in the last number of days:
- Created between dates: -
- Modified between dates: -
- Enter eBay order IDs: (separate multiple order ids by a comma)

Figure 47: 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

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

1-7 10

The **Order** dialog appears.

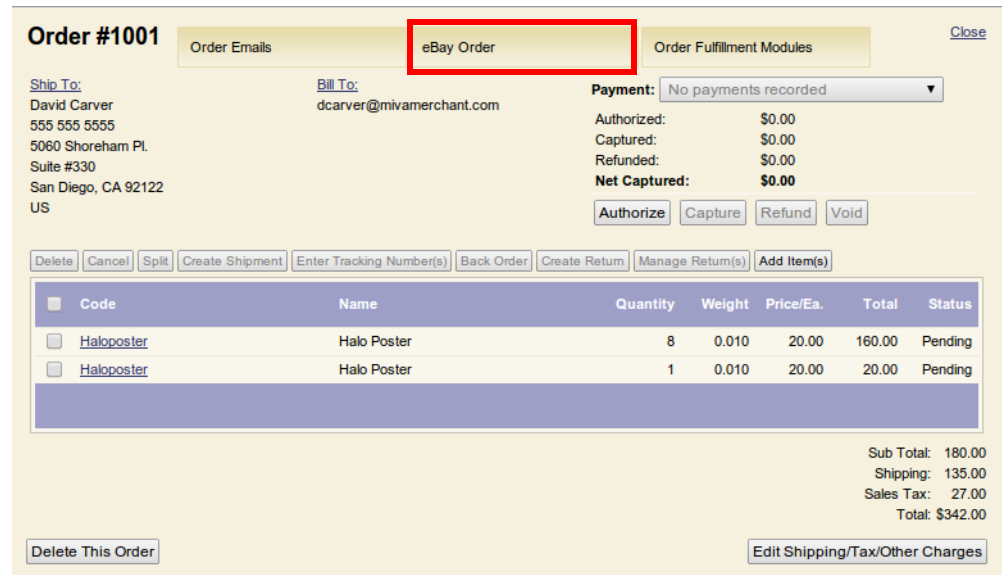


Figure 48: Order dialog

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

The **eBay Order** dialog appears.



Figure 49: 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 want to ship and click **Create Shipment**.

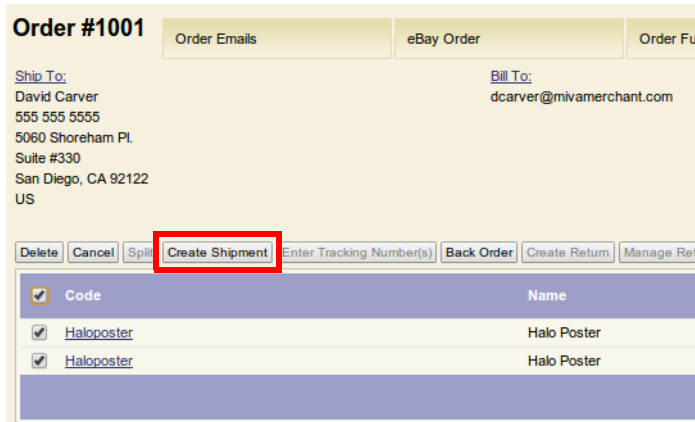


Figure 50: Order dialog – Create Shipment

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.

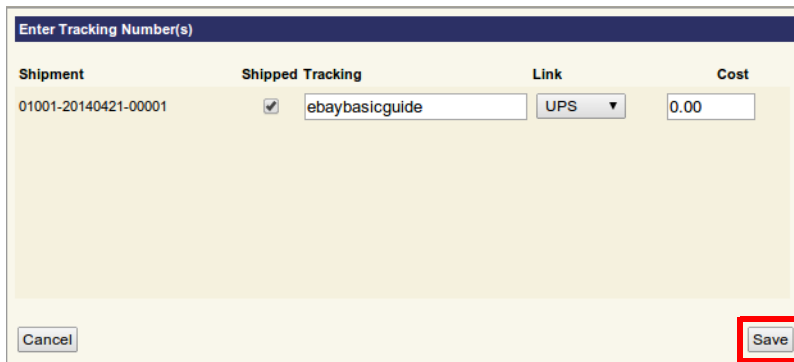


Figure 51: Enter Tracking Number(s) dialog

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.

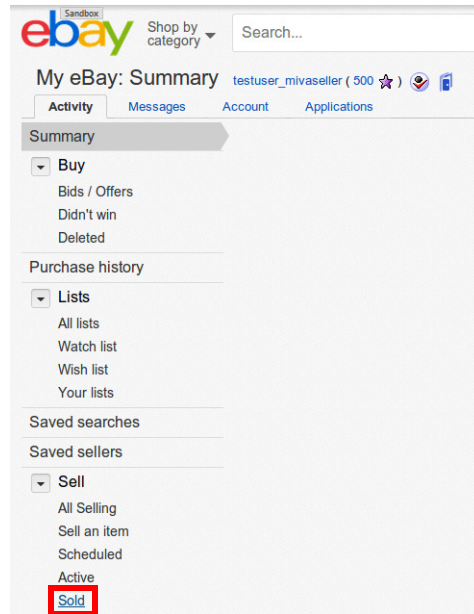


Figure 52: eBay Summary page

16. Find the item referenced on the **Sold** page.
17. Confirm that the **Tracking number** matches the **Tracking** field set in [Figure 51](#).

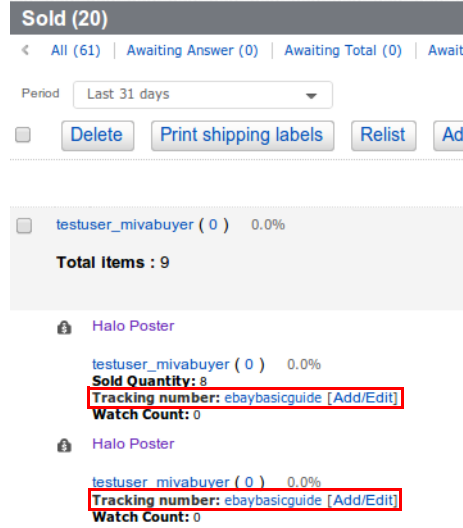


Figure 53: eBay Sold page

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 want 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 54: Edit Product screen

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

Edit Product: Test Shirt



Figure 55: Marketplace - eBay Listing Settings tab

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

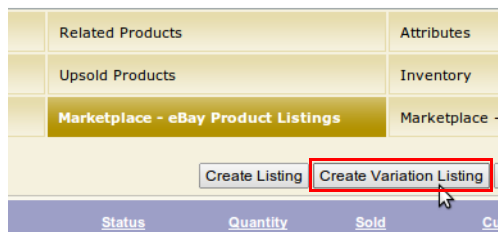


Figure 56: Marketplace - eBay Product Listings tab

The **Add Listing** dialog appears.

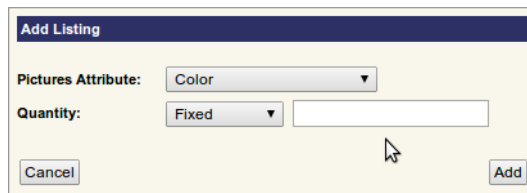


Figure 57: Add Listing dialog

- ♦ **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.

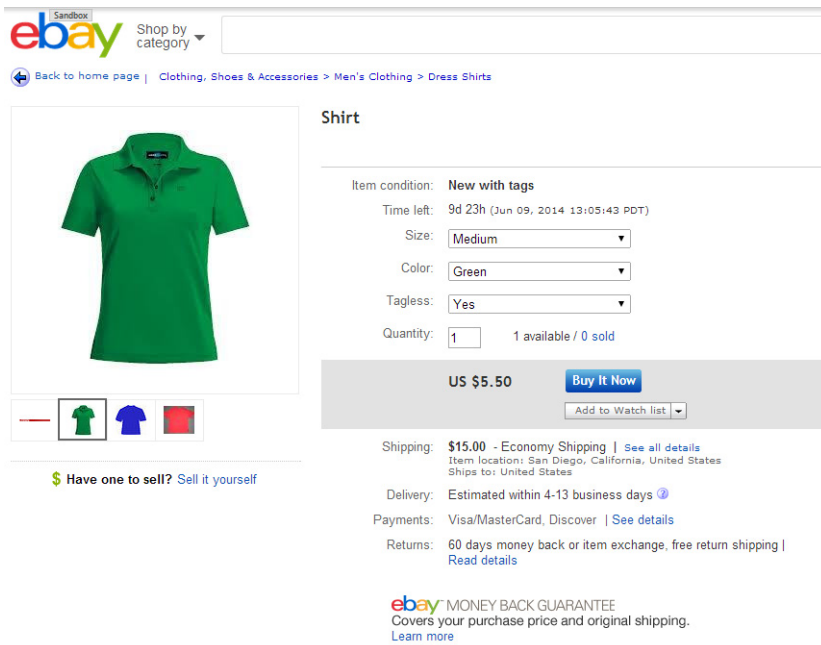


Figure 58: eBay Listing with Variations

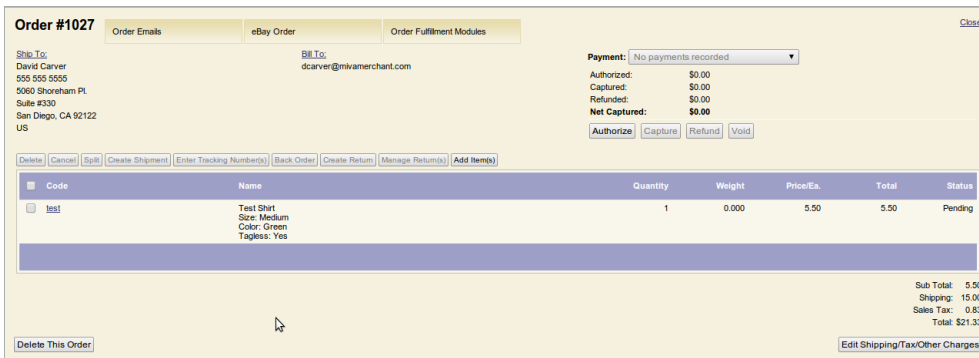


Figure 59: Order with Variations

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 **eBay** link.
2. On the **Marketplaces - eBay** page, select the **Policies** tab.

Marketplaces - eBay



Figure 60: Marketplaces - eBay – Policies tab

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

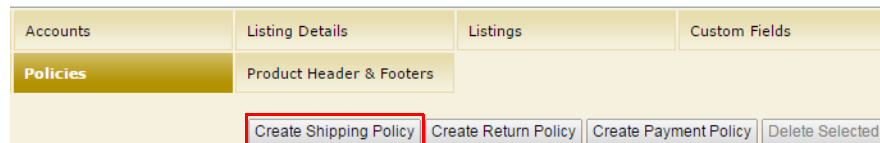


Figure 61: Create Shipping Policy

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

4. Configure the shipping policies.

Figure 62: 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)
- 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.

Figure 63: 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.

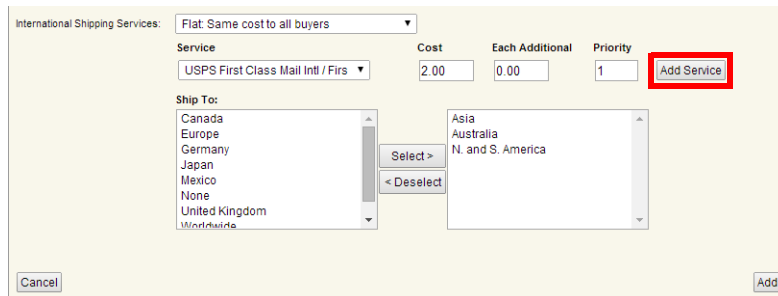


Figure 64: International Shipping Services

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.

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

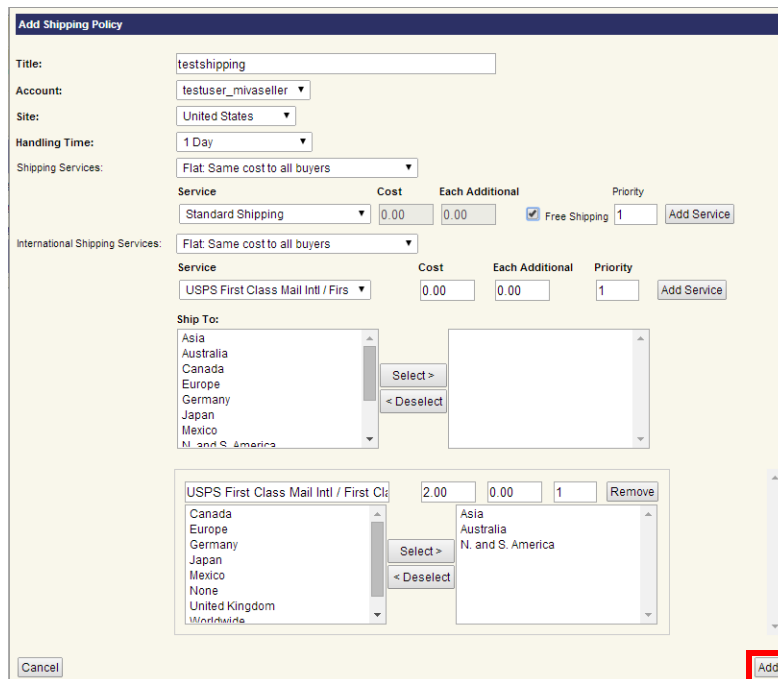


Figure 65: Add Shipping Policy

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 **eBay** link.
2. On the **Marketplaces - eBay** page, select the **Policies** tab (see [Figure 60](#)).
3. Click **Create Payment Policy** or select an existing payment policy to edit.



Figure 66: Create Payment Policy

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

4. Configure the payment policies.

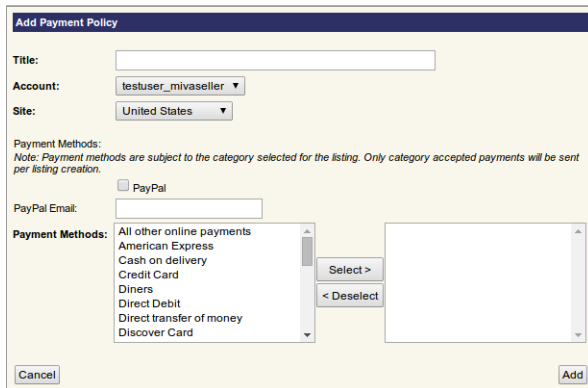


Figure 67: Add Payment Policy dialog

- 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 want to support
5. 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 **eBay** link.
2. On the **Marketplaces - eBay** page, select the **Policies** tab (see [Figure 60:](#)).
3. Click **Create Return Policy** or select an existing return policy to edit.

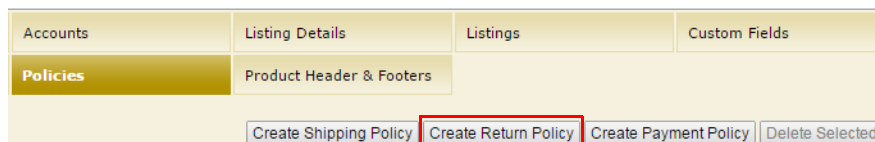


Figure 68: Create Return Policy

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

4. Configure the return policies.

Figure 69: Add Return Policy dialog

- Title** – Title of the return policy
- Account** – Account for which to create a return policy
- Site** – Location of the eBay site associated with the return policy
- Returns Accepted** – **Returns Accepted** or **No returns accepted**
- Description** – Enter a description of the return policy
- Refund Option** – Indicates how the seller will compensate the buyer for a returned item
- 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)
- 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.

5. 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 **eBay** link.
2. On the **Marketplaces - eBay** page, select the **Listing Details** tab (see [Figure 29](#)).
3. 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).

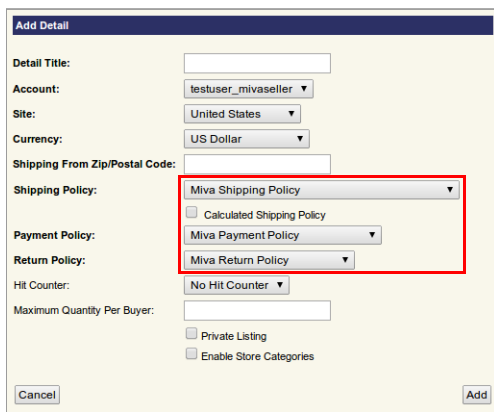


Figure 70: Add Detail dialog

4. Configure the eBay listing detail.
5. You can select any combination of **Shipping**, **Payment** and **Return** policies from either eBay or Miva Merchant.
6. 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 **eBay** link.
2. On the **Marketplaces - eBay** page, select the **Product Header & Footers** tab.
3. Click **Create Header & Footer** (or select an existing header & footer to edit).

Marketplaces - eBay



Figure 71: Marketplaces - eBay – Product Header & Footers tab

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

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

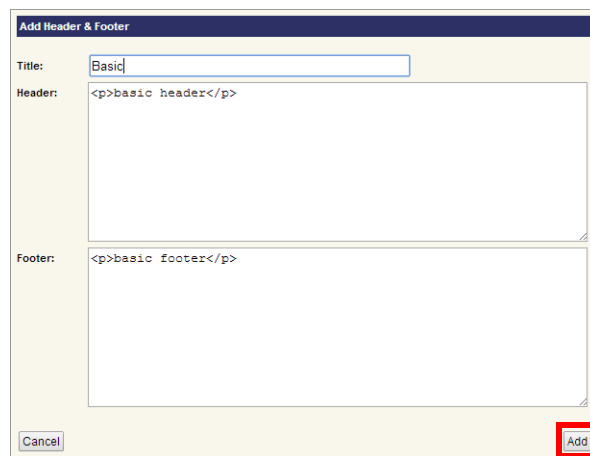


Figure 72: Add Header & Footer dialog

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

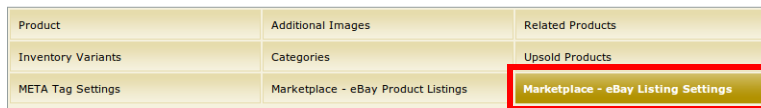


Figure 73: Marketplace - eBay Listing Settings tab

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

The screenshot shows a form for configuring an eBay listing. The fields are as follows:

- Detail:** Imported Detail (dropdown)
- Account:** testuser_mivaseller
- Listing Type:** Fixed Price (dropdown)
- Title:** Test
- Subtitle:** (empty)
- SKU:** TestSKU
- Item Lookup:** UPC (dropdown) with an empty input field and a 'Find Item' button
- Start Price:** 0.00
- Buy It Now Price:** 1.00
- Reserve Price:** 0.00
- Weight:** 0.05
- Description Header/Footer:** Standard (dropdown, highlighted with a red box)
- Description:** Test

Figure 74: 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.