

Vendio User's Guide

Create Items



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Introduction

The Vendio Platform Create Item page is a listing tool that can be completely customized to match the needs of each individual seller. Each section on the Create Items page features fields that can be added or removed at any time, allowing the form to be simple or complex based on your selling needs. Additionally, each section can be saved and reused for maximum efficiency.

Concepts of the Vendio Platform

Understanding a few key concepts of the Vendio Platform can help you as you move through setting up and using Create Items to its fullest potential.

Complete Customization

Each section in Create Items is completely customizable. Clicking on the gear icon (located on the top righthand side of each section's title bar) to add or remove fields allows you to create your own customized listing form.

Item Info and Inherit From Core

Item info is the “core” information about your product that can be used in multiple marketplaces. For example, after you have added an image to the Item Info section, selecting “Inherit from Item Info” when creating an eBay item will “inherit” the image from the Item Info section. Conversely, if you wanted a different image for your eBay listings, you would uncheck “Inherit from Item Info” to add the alternate image.

Profiles

Profiles are segments of listing information that you pre-define and use when creating items. Each profile can be named and saved and will be available in the profile drop-down menu.

Items Are Always Available

Items that are not committed to a market can automatically be available for purchase in your Vendio Store. For example, if you have listed an item to eBay, and it ended without a sale, the item will automatically be available for purchase in your Vendio Store until you recommitted the item to a market (relisted the item).

Getting Started

Vendio Create Items can be completely customized to meet your business needs. We recommend that you customize the Create Items page to suit your needs before you start creating items. We also recommend creating and saving at least one profile for each section that you will be using.

Click the gear icon in each section to open a list of the available fields, and check each field you will be using to create items. Be sure to save your changes.

Item Info

The Item Info is essentially the “core” item information, most of which can be inherited within the specific market sections. For instance, the title entered in Item Info can be populated into your Store, eBay ads and Amazon ads by selecting “inherit from core” or “inherit from Item Info” as your default setting. You will see this option next to certain fields within each section as you create your item.

Types of Profiles

There are nine customizable profiles available as reusable templates:

Shipping Profile – Shipping Profiles include your domestic and international shipping, handling and insurance for all your selling markets.

Payment Profile – Payment Profiles include your payment methods and policies for all your selling markets.

Tax Profile – Tax Profiles include your tax information for all your selling markets.

Policies Profile – Policies Profiles include your selling policies, your business information and logos for all your selling markets.

eBay Ad Info – The eBay Ad Info section contains information which can be used to list your items to the eBay marketplace.

eBay Market Profile – eBay Market Profiles include your region, gift services, GivingWorks options and the available eBay marketing features such as bold and highlight.

eBay Launch Profile – eBay Launch Profiles include advanced scheduling, relist options and second chance offer automation.

Amazon Ad Info – The Amazon Ad Info section contains items which can be used to list your items to the Amazon marketplace.

Amazon Market Profile – Amazon Market profiles include start and end dates, rebate and gift settings.

Item Info

View Options

The Item Info section is where you will enter the core item information. By clicking the gear icon, you can customize this section to include only fields that you will use when creating your items. For example, if you ship from a warehouse you can simply check the “Warehouse Location” box to populate the form with the warehouse location field. Save your selections, and they will appear by default each time you create a new item.



Product Identifier

The Product Identifier field is used for catalog information (pre-fill) for both the Amazon and eBay marketplaces. When using catalog information, data will be populated into the following fields:

Amazon

- Item Info – Product Identifier, Title, Price, Brand, Manufacturer and Part #
- Amazon Ad Info – Title and Price

eBay

- Item Info – Product Identifier, Title, Price, Brand, Manufacturer and Part #
- eBay Ad Info – Category, Title, Starting Bid, Images and Attributes (Item Specifics)

Title

The Title field is a mandatory field which can be inherited into your Store, eBay, or Amazon ads, by selecting “inherit from Item Info” in those sections. You may need to adjust the title according to marketplace restrictions. For example, eBay has a 55 character limit for titles, so if the title in Item Info is longer than this you will need to adjust it for eBay.

Subtitle

The Subtitle field can be used with your Vendio Store and the eBay marketplace. To use the subtitle in your Store or eBay, select “inherit from core” in those sections.

Internal Name

The internal name is not visible externally on listings, but can be entered for your own reference. The internal name is searchable on the My Items page.

SKU

The SKU (stock-keeping unit) is the inventory number of your product. Enter your own SKU, or use the unique SKU that Vendio applies automatically as you create your items.

Quantity in Stock

The quantity in stock reflects the number of items you have in stock. Vendio will decrement or increment the inventory as needed, as it is sold or restocked.

Cost to Seller

Enter the price you paid for an item in Cost to Seller.

Price

Use the Price field to enter a fixed price amount for your item. To use the same price for your Store or Amazon ads, select “inherit from Item Info” in those sections.

Images

Add uploaded images to your items by selecting Standard or ZoomStream Images from the drop-down menu and clicking “Add Image”. Select the images to add by clicking on them (you can use shift+click or ctrl+click to highlight multiple images) and clicking the “Attach Image” button. The images will then be displayed in the Item Info section. To remove an image from the Item Info section, select the image by clicking on it, and click the “Remove Image” button. To use these images for your Store, Amazon or eBay items, select “inherit from Item Info” in those sections.

Item Description

Enter your core item description. This section is the “text” part of your description. You can change the fonts and colors, add a hyperlink, spell check, and more from the HTML editor. To use this description for your Store, eBay or Amazon, select “inherit from Item Info” in those sections.

Condition

This optional field allows you to select from pre-defined conditions and will be displayed in your Vendio Template.

Condition Notes

Condition notes can be entered to provide additional condition information.

Inventory Folder

Select a folder for your item. All items are visible from **Items > My Items** and folders are visible on the left navigation pane. Adding an item to an appropriate folder can make searching and sorting items easier.

Allow Overselling

When determining how to distribute available inventory across marketplaces other than eBay, there are three options. Note that quantity values in each marketplace must be defined to use the "Do not allow overselling" and "Allow overselling if it can't be avoided" settings:

Do not allow overselling: This option manages inventory quantity strictly across marketplaces to ensure there will never be a chance of selling more than your available quantity in stock. When this option is selected, quantity fields for all marketplace listings must be specified and your core inventory quantity in stock will be allocated accordingly across these listings and your Vendio store.

Allow overselling if it can't be avoided: This option does not place strict restrictions on inventory quantities in your marketplace listings. When this option is selected, non-eBay marketplace listings will have unspecified quantities available for sale, enabling maximum sales utilization across all channels. As soon as the total available quantity in stock reaches 0, all marketplace listings will be updated accordingly, but there is a minimal risk that a sale may occur before such an update is complete, which could lead to an oversold situation.

Allow overselling: This option allows all non-eBay marketplace listings to have unspecified quantities available for sale, enabling maximum sales utilization across all channels. When this option is selected, marketplace listings are *not* updated if the total available quantity in stock reaches 0, so oversold situations are more likely.

Additional note: eBay listings require a specific quantity value when they launch. This limits our ability to automatically distribute items to eBay without specific quantity data. You may, however, set up an auto-launch profile for eBay listings in the eBay Ad Info section. Auto-launch profiles will launch new items to eBay according to the schedule and criteria that you define.

Inventory Notes

Add any additional inventory notes that you want to be able to reference.

Labels

Labels are quick reference terms that can be searched from **Items > My Items**. For example, if you sold Gold State Charms, your label could be the state. When viewing items, you could search "California" to view all your California charms.

Website

Enter the website where you purchased your item for future reference.

Year Made

Enter the year your item was made for future reference.

Where Made

Enter the manufacturer location of your item for future reference.

Manufacturer

Enter your supplier or the manufacture of your item for future reference.

Brand

Enter the brand of your item for future reference.

Manufacturing Part Number

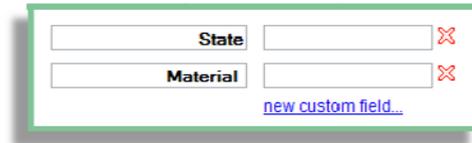
Enter the manufacture part number of your item for future reference.

Warehouse Location

Enter the warehouse location of your item. This allows you to quickly determine the item's location.

Custom Fields

Create a custom field for more specific searchable fields. For example, if you sold state charms, you could create custom fields for State and Material. When you create your item, you would be able to enter the state and the material the charm was made from.



The image shows a screenshot of a web interface for creating custom fields. It features two input fields: the top one is labeled 'State' and the bottom one is labeled 'Material'. Each input field has a small red 'X' icon to its right. Below the 'Material' field, there is a blue hyperlink that reads 'new custom field...'. The entire form area is enclosed in a thin green border.

Custom fields are searchable from **Items > My Items**.

Shipping Profile

Profile Name

You will find the shipping profile names displayed in the drop-down menu at the top of the Shipping Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the menu. For example, if you name your shipping profiles “Domestic Shipping” and “International Shipping”, you will know at a glance which profile contains only US shipping details, and which can be used for items you will ship internationally.

Shipping Profile

Profile Name

Ship From Location

Country United States

State/Region/Province

ZIP/Postal Code

Domestic Shipping Methods Fixed Costs

Destination: United States

Carrier	Method	Shipping cost	Per additional item
USPS <input type="button" value="v"/>	First-Class Mail® <input type="button" value="v"/>	\$ <input type="text"/>	\$ <input type="text"/> <input type="button" value="x"/>

[add another shipping method](#)

International Shipping Methods Not Offered

UPS Options

Account [Set up account](#)

UPS Drop Off / Pick Up Daily Pickup Service

UPS Packaging Your Packaging

FedEx Options

Account [Set up account](#)

FedEx Drop Off / Pick Up Regular Pickup

FedEx Packaging Your Packaging ?

FedEx Rate Display Display FedEx rates to my buyers ?
 Display my business shipping rates ?

FedEx Delivery Signature (Optional) Select signature type... ?
 Treat all customers as businesses ?

FedEx Home Delivery FedEx Evening Home Delivery

Insurance (Domestic) Not offered Rates Use carrier rates [\(see carrier rates\)](#)

Insurance (International) Not offered Rates Use carrier rates [\(see carrier rates\)](#)

Domestic Handling No markup
 \$

International Handling No markup
 \$

Handling Time 1 business days

Combinable Can be combined with other items for shipping

Shipping Policy

Special Discounts Free with BIN Auctions
 Free with eBay/Vendio Stores

[Adjust these settings for eBay](#)

[Adjust these settings for Amazon](#)

Ship-From Location

The ship-from location denotes the shipping location of an item and is used in calculating weight based shipping. If you are shipping from several locations or warehouses, you can create multiple profiles to accommodate each location.

Domestic Shipping Methods

You will define the carriers and methods used to ship your items domestically under Domestic Shipping Methods. If you use calculated shipping for certain items and fixed shipping for others, you can create multiple profiles and select the appropriate profile as you are creating your items.

Domestic Shipping Methods Calculated Costs

Destination: United States

Carrier	Method	Shipping cost
USPS	Priority Mail®	Calculated ✖
FedEx	First Overnight®	Calculated ✖

[add another shipping method](#)

International Shipping Methods

You can define the carriers and methods used to ship your items internationally under International Shipping Methods. If you charge different rates for different international regions, use Destinations to enter carriers and amounts by region.

Note: eBay prohibits mixing fixed and calculated shipping costs within domestic shipping and international shipping; however, if you specify all fixed shipping options for domestic shipments, you can specify all calculated shipping options for international shipments (and vice versa).

International Shipping Methods Calculated Costs

Destination: Worldwide [edit destination](#) ✖

Carrier	Method	Shipping cost
USPS	First-Class Mail Intl®	Calculated ✖

[add another shipping method](#)

Destination: Worldwide [edit destination](#) ✖

Carrier	Method	Shipping cost
USPS	Express Mail Intl®	Calculated ✖

[add another shipping method](#)

Sales Tip: Best practice for heavier items that will be shipped to both US and international locations is to offer fixed rates for domestic shipments, and calculated for international. This is because the international shipping rates can be significantly higher depending on the region.

UPS Options

UPS is available as a shipping method for sellers who want to offer UPS shipping. In order to offer calculated UPS rates, you will need to have an active UPS account. Once your account is registered, update your shipping profile with both the account

information and the UPS options that you will be offering. You can use the “Set up account” link to register your account if you have not done so already.

Account

Your UPS account information will appear in the drop-down menu. If you only have one account, it will be displayed by default. If you have multiple UPS accounts, you can select the account you want to use from the drop-down menu.

UPS Drop Off / Pick Up

“Daily pick up” should be specified if UPS regularly comes to your business to pick up packages. “Counter service” should be specified if you bring packages to UPS to be shipped. Note that there is a rate difference between pick up and counter service.

UPS Packaging

Select either “your packaging” or one of the available UPS packaging options if you use UPS packaging materials.

FedEx Options

FedEx is available as a shipping method for sellers who want to offer FedEx shipping. In order to offer calculated FedEx rates, you will need to have an active FedEx account. Once your account is registered, update your shipping profile with both the account information and the FedEx options that you will be offering. You can use the “Set up account” link to register your account if you have not done so already.

Account

Your FedEx account information will appear in the drop-down menu. If you only have one account, it will be displayed by default. If you have multiple FedEx accounts, you can select the account you want to use from the drop-down menu.

FedEx Drop Off / Pick Up

“Regular pick up” should be specified if FedEx regularly comes to your business to pick up packages. “Request courier” should be specified if you normally call FedEx to arrange a pick up. If you do not use FedEx pickup services, specify where you drop your packages off by selecting either “Drop Box”, “Business Service Center”, or “Station”. Note that there is a rate difference for each of the above options.

FedEx Packaging

Select either “your packaging” or one of the available FedEx packaging options if you use FedEx packaging materials.

FedEx Rate Display

Select which rates to display to your domestic buyers. Choose to display business rates or standard residential rates when a buyer checks out or uses the FedEx shipping calculator. Note that business rates are typically less expensive than residential rates. Business rates will always be quoted for international shipments.

FedEx Delivery Signature

Select the signature method you prefer. FedEx may impose additional charges for some signature options, so we recommend that you check your FedEx account and confirm the cost prior to making a selection.

Optional (Treat all Customers as Businesses)

This option will allow you to charge all customers at business rates. Typically business rates are less expensive than residential rates. Please be aware that if you choose this option, the shipping amount charged to your buyers may be less than the amount you are charged by FedEx.

FedEx Home Delivery

Select the home delivery method you prefer to use. FedEx may impose additional charges for certain home delivery times, so we recommend that you check your FedEx account and confirm the cost prior to making a selection.

Insurance (Domestic and International)

Specify how insurance for domestic and international shipments will be applied to an order. Choose the insurance options that will be presented to the buyer from the drop-down menu. The choices for insurance are Not Offered, Required, Optional, or Included in Shipping & Handling. Insurance rates can be applied based on carrier defined rates, a user defined fixed amount, or a user defined rate table. If you are using custom shipping carriers, you will need to define your own rate table to be used with all carriers.

Note: For eBay sales, if you offer fixed shipping rates you will need to also offer fixed insurance; however, if you use calculated shipping rates you can offer either fixed or calculated insurance. This applies to both domestic and international shipping.

Sales Tip: It is generally good practice to either require insurance for high value items, or strongly encourage buyers to choose insurance if it's optional. For eBay sales it is best not to include insurance in shipping & handling, as this will increase the shipping cost displayed in search results.

Handling (Domestic and International)

Specify your handling charges, if any. Handling charges are extra charges that could be applied to cover packaging and handling time costs, and are added to the shipping amount in the customer's invoice. It is generally recommended that you keep handling costs to a minimum.

Handling Time

Handling time denotes the maximum number of days from the date payment is received to the date the item is shipped.

Combinable

Check “combinable” to specify that the item can be combined with other items purchased by the same buyer during checkout. This setting allows items to be combined in one shopping cart.

Best Practice: Offer the ability to combine items as a general rule, but restrict combining for heavier or bulkier items that cannot be easily packaged together.

Shipping Policy

The shipping policy information does not currently appear anywhere publically, but it will eventually be added as a field that will appear in eBay and Vendio Store listings.

Special Discounts

Special discounts can be used to offer promotional free shipping for eBay BIN (Buy It Now) listings, or your eBay and/or Vendio Store.

Adjust These Settings for eBay

The eBay marketplace has settings and rules which are applicable only to eBay. If you are launching items to eBay, or plan to do so in the future, you may need to adjust the main profile settings to work with the eBay marketplace. If the settings in your main shipping information comply with eBay rules and your shipping carriers appear in the order you prefer for eBay, there is no need to make any adjustments.

eBay View of Shipping Carriers

The eBay view of shipping carriers section displays the shipping carriers that will be offered in your eBay listings. Currently, eBay allows only three shipping carriers each

for both domestic and international shipping. Place the three carriers of your choice at the top of the list, as these are the three that will be sent to eBay. We recommend placing the least expensive shipping carrier in the first (topmost) position, as this carrier is what eBay will use to calculate the shipping charges that are displayed in various eBay buyer searches. Note that changing the order of shipping carriers in the eBay view will not affect the shipping carrier display in other marketplaces.

Additional Ship-To Locations

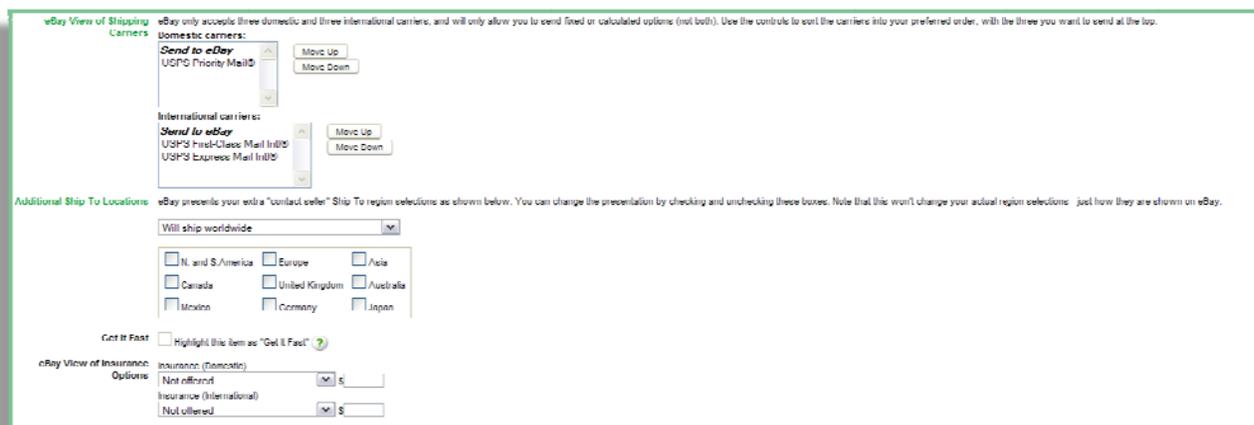
Because eBay allows only three shipping carriers to be offered for international shipping, you may want to specify additional options for international buyers in locations outside of those covered by the offered carriers. You can use the additional ship-to locations to notify buyers in specified regions that they need to contact you directly to get a pricing quote. Note that if you specify additional ship-to locations, it does not change the ship-to regions specified under the destinations defined in the main profile information, and will not affect the three eBay international shipping carriers above.

Get it Fast

“Get it Fast” is an eBay promotional option which requires sellers to agree that they will offer at least one overnight shipping service (such as US Postal Service Express Mail or UPS Next Day Air) as a carrier, and that they will ship the item within one business day of receiving payment.

eBay View of Insurance

Set eBay-specific insurance options from the drop-down menu and select the appropriate amount. You only need to do this if the insurance options you offer for eBay differ from the insurance specified in the main shipping information section.



Adjust These Settings for Amazon

Amazon shipping settings are generally set globally for your Amazon Merchant Account, but some item-specific settings may be defined

Amazon Maximum Aggregate Shipping Quantity

The maximum aggregate shipping quantity is the number of the same item that can fit in one box.

Amazon Shipping Overrides

Amazon shipping overrides allow you to set alternative methods that will override the standard Amazon shipping method and amount. For example, if you want to charge an amount different than the Amazon defined amount for shipments expedited to Alaska/Hawaii, you will need to use an override.

Select the shipping method and location, select “Change rate...” and enter the amount. The amount can either be added to the current shipping amount (for example, add \$5.00 for expedited shipments to Alaska/Hawaii), or replace the current amount.

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

Payment Profile

You can use payment profiles to define the payment methods you offer, as well as your payment policies for all available markets.

Customize These Settings

On the Payment Profile top toolbar (on the Create Items form) you will notice a “Customize these settings” link. This link will allow you, if necessary, to create a new profile as you create your item. If you don’t find a profile in your list that has the correct settings for the item you’re creating, click “Customize these settings” and make the necessary changes. At the bottom, enter the name you want to use for the new profile in the “Save this profile as” box and click “Save”. The profile will now be available for future use in your list.

Profile Name

The profile name will be displayed in the drop-down menu in the Shipping Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you create two payment profiles and name them “PayPal Only” and “All Methods”, you will know at a glance which profile to use if you want to accept PayPal only for certain items.

Payment Types Accepted

For each payment type accepted, select a payment type from the drop-down menu, enter the appropriate account information, and any specific instructions to the buyer. Note that you need to have a payment gateway account such as Payflow Pro (Verisign/PayPal) or Authorize.net, and a merchant account to accept direct credit card payments.

Payment Information Details

You can use the Payment Information Details section to enter payment instructions for your buyers. For example, if you accept checks, you should enter the address where you will receive the payments so the buyer can complete the transaction. Please note

that payment related rules and regulations in each marketplace may vary, so you may need to adjust the settings for different marketplaces.

Payment Policy

The payment policy information does not currently appear anywhere publically, but it will eventually be added as a field that will appear in eBay and Vendio Store listings.

Adjust These Settings for eBay

The eBay market has payment options which are eBay specific. If you are launching an item to eBay or plan to do so in the future, you will need to adjust the payment types defined above to match the eBay marketplace requirements.

eBay View of Payment Types

eBay View of Payment Types

The checked payment types will be sent to eBay. Uncheck any you don't want shown on eBay.

These payment types will be sent only to eBay.

Type	Additional Info	Instructions to Buyer
-		

[Add a payment type just for eBay](#)

Additional Checkout Instructions displayed on eBay

Require Immediate Payment Require immediate payment on [qualified listings](#)

Because eBay restricts and/or requires certain payment types, eBay View of Payment Types will allow you to define which payment options will be visible on your eBay listings and during checkout from eBay. For example, eBay no longer allows paper-based payments such as check or Money Order to be accepted in certain categories, and also requires that all listings include at least one electronic payment option.

You may wish to remove some of your accepted payment types from the “Payment Types Accepted” list above, or add an additional payment type, only when listing on eBay. To remove an accepted payment type only for eBay, uncheck the checkbox in front of that payment type in the list that appears.

To add additional payment methods that you may not offer in other markets, select “Add a payment type just for eBay”. Just be sure that the payment types you enter are allowed on eBay.

If you meet eBay’s selling requirements and wish to require PayPal immediate payment, select the checkbox for “Require Immediate Payment”.

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

Tax Profile

You can use tax profiles to define your state sales tax information (if applicable) for all available markets.

The screenshot shows a 'Tax Profile' form with the following elements:

- Profile Name:** A text input field.
- Tax Table:** A table with two columns: 'State/Province' and 'Rate'.

State/Province	Rate
Alabama (AL)	%
- Below the table are two links: [add another state/province](#) and [show all states/provinces](#).
- A checkbox labeled 'Include shipping & handling when calculating tax'.
- A button at the bottom left labeled [Adjust these settings for eBay](#).

Profile Name

The profile name will appear in the drop-down menu when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you have a business location in Kansas and New York, you would need to charge sales tax for residents in both of these states. Naming your tax profiles “Kansas” and “New York” will allow you to easily locate the appropriate profile as you create your items.

Tax Table

The tax table is where you will set the State/Province tax rate that will be charged to buyers. When applying sales tax, you will need to determine if your state requires sales tax on the shipping and handling charges. If you are required to apply sales tax to shipping and handling, check the “Include shipping & handling when calculating tax” box.

Adjust These Settings for eBay

The eBay market has tax options that are specific to eBay. If you are listing on eBay, or plan on doing so in the future, you will need to adjust your tax specifications above to match the eBay marketplace's requirements.

Tax Settings for eBay

If you have already defined and stored a Tax Table for your eBay account, you can apply your tax preferences based on that table by checking the “Charge Tax according to the Tax Table already defined in my eBay account” option. If you have not yet defined a tax table for your eBay account, or want to replace a previously stored table with the one defined in this profile, you may update the tax table for any of your eBay ID's by selecting the appropriate eBay ID and hitting the “Send” button. This will send the tax preferences defined in your profile to eBay for the selected eBay ID.

The screenshot shows a form titled "eBay View of Tax Table". It contains two radio button options. The first option, "Charge Tax according to the Tax Table already defined for my eBay ID", is selected. Below this option, there is a text field with the value "vendiotest08" and a dropdown arrow, followed by the text "to use the tax table defined above." and a blue link "Send Tax Table to eBay Now". The second option, "Charge tax defined above, but only in", is unselected and followed by a dropdown arrow.

If you only need to charge tax for eBay sales in one of the locations defined in your tax table, select the “Charge tax defined above, but only in” radio box and select the location where you want to charge tax.

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

Policy Profile

Policy profiles can be used to define your return policies, business information, logos, etc. for all available markets.

Policy Profile

Profile Name

Business Name

Business Phone

Business Website

Skype ID Allow buyers to contact me via Skype

"About Us" Message Display this message in my marketplace listings that support it

Font Size Font Family

Use HTML Editor

Profile Name

The profile name will be displayed in the drop-down menu in the Policy Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you create two policy profiles and name them "Vendio Store" and "eBay Store", you will be able to easily identify which profile to use as your create items for your Vendio and eBay Store.

Business Name

The Business Name field will allow you to display your business name instead of the proper name that you entered when you registered. For example, you might prefer to use your business name instead of your proper name to sign your emails to buyers. Your Business Name can be used in various areas, such as eBay listings, your Vendio Store, your Gallery, "About Us" pages, invoices and emails.

Business Phone

Enter your business phone number here. Your business phone will be used in various areas such as on your Store, Gallery, About Us pages, invoices and emails. You should only enter a phone number if you want it displayed publically.

Business Website

Enter your business website URL. Your business website URL will be displayed in various areas such as on your Store, About Us pages, invoices and emails.

Skype ID

If you want eBay buyers to be able to contact you via Skype, specify your Skype ID, and your preferred method of contact.

Skype (an eBay company) is a software application that will allow you to talk to anyone, anywhere, for free using your computer and internet connection. You can also use Skype to chat with buyers. Go to eBay to download the application and create a Skype ID.

About Us Message

In this section you can create an “About Us” message that will appear in supported marketplaces. About Us messages are generally used to convey information about you and your business to customers and potential buyers. The About Us message field supports HTML, but you may use the HTML editor for basic formatting.

Business Logo

None
 Hosted Image

Remove Add Images

URL:

About Us Image

None
 Hosted Image

Remove Add Images

URL:

Additional Marketing Graphic

None
 Hosted Image

Remove Add Images

URL:

Legal Disclaimer

Return Policy

I do not accept returns (all sales final)
 I accept returns

Items must be returned within 3 days

Refund will be given as: Money back

Refund policy details

[Adjust these settings for eBay](#)

Business Logo

You may upload your business logo to Vendio (recommended) or enter the image URL if your logo is hosted elsewhere. The business logo will appear in your Vendio Store and other areas where applicable.

About Us Image

You may upload an “About Us” image to Vendio (recommended) or enter the image URL if your image is hosted elsewhere. The About Us image will appear in your Vendio Store “About Us” section.

Additional Marketing Graphic

You may also upload an additional marketing graphic to Vendio (recommended) or enter the image URL if your image is hosted elsewhere. The additional marketing graphic is a larger graphic and is generally used for eBay Motors vehicles.

Legal Disclaimer

Describes any legal language needed with the product. For example: “Residents of NJ, VT, MA, and MI, must be at least 18 and over to purchase.” The legal disclaimer is used for the Amazon marketplace.

Return Policy

Enter your return policy here and select the appropriate items from the drop-down menu. If you accept returns, specify how quickly the item must be returned, and how you will handle the refund or credit. If there are additional details, you may enter them in the Return policy details box.

Adjust These Settings for eBay

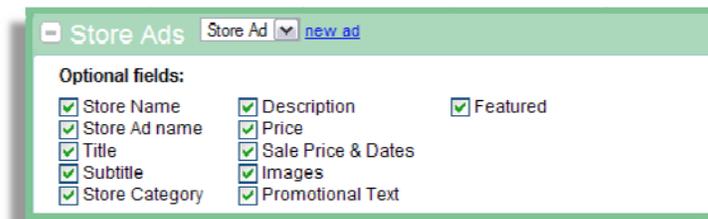
The eBay market has return policy options and requirements which are eBay specific. If you are listing on eBay, or plan to do so in the future, you may wish to create an eBay specific return policy that differs from your standard return policy.

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

Store Ads

The Store Ads section includes specific data that will apply only to your Vendio Store. Click the gear icon to customize this section and include only fields that you will use when creating your Vendio Store items. Vendio Store Ads contain the following fields:



Store Name

This field displays the name of your Store. The name of your Store is set under **Items > Store Designer**.

Store Ad Name

The Store ad name is an internal name and is not externally visible to buyers. Using “Store Ad name” you can create multiple ads for the same item. For example, if you sell cell phone accessories, you may wish to create one ad for “Samsung” and another for “Nokia”. Both ads will be displayed in your Vendio Store (depending on inventory quantity and overselling settings) and inventory will be decremented automatically as sales occur from each ad.

Title

The title for your Store ad can be entered here.

Inherit from Item Info checkbox – When this box is checked, the title you entered in the Item Info section will populate into the title field automatically.

Subtitle

Enter your subtitle in this field. Subtitles are typically used to convey additional product information that is not contained in the title.

Inherit from Item Info checkbox – When this box is checked, the title you entered in the Item Info section will populate into the title field automatically.

Store Category

Select the category for your item. Categories and subcategories are created from **Items > Store Designer**. Once saved in Store Designer, any categories that you have created will be available in the category selector.

Description

Enter your item description. This section is the “text” part of your description. You can change the fonts and colors, add a hyperlink, use spell check, and more from the HTML editor.

Inherit from Item Info checkbox – When this box is checked, the description you entered in the Item Info section will populate into the description field automatically.

Price

Enter the base price of your item. This can be overridden by adding a sale price and date.

Inherit from Item Info checkbox – When this box is checked, the price you entered in the Item Info section will populate into the price field automatically.

Sale Price & Dates

Enter a sale price and date duration to place your item on sale and offer a discounted price.

Images

To add images to your Store ad, select the “Add Images” button. Images should be uploaded to Vendio prior to creating your ad.

Inherit from Item Info checkbox – When this box is checked, the images you entered in the Item Info section will populate into the image field automatically.

Featured

To feature this item on your Store home page, select this checkbox.

Select Different Profiles for This Ad

You can override a selected profile for this ad by clicking on the link “Select different shipping, payment, tax or policies for this ad”.

Visible on Store

By default, all available items are always available for purchase from your Vendio Store.

Available items are further defined by how you have set “Allow Overselling” under Item Info.

Select “Don’t Show on Store” when you want your item to appear at a later time. You can change this to “Show on Store” from **Items > My Items**.

eBay Ad Info

The eBay Ad Info section includes specific data that will apply only to your eBay listings. Click the gear icon to customize this section and include only fields that you will use when creating eBay ads. eBay Ad Info contains the following fields:

The screenshot shows the 'eBay Ad Info' configuration panel. At the top, there is a gear icon and a dropdown menu set to 'new ad'. Below this, the section is titled 'Optional fields:' and contains a grid of 16 checkboxes, all of which are checked. The fields are:

<input checked="" type="checkbox"/> eBay Ad Name	<input checked="" type="checkbox"/> Listing Format	<input checked="" type="checkbox"/> eBay Categories and Item Specifics	<input checked="" type="checkbox"/> Layout, Theme, and Counters
<input checked="" type="checkbox"/> eBay Site	<input checked="" type="checkbox"/> Best Offer Options	<input checked="" type="checkbox"/> Before Description	<input checked="" type="checkbox"/> Promotional/Specials Text
<input checked="" type="checkbox"/> eBay Account	<input checked="" type="checkbox"/> Duration	<input checked="" type="checkbox"/> Description	<input checked="" type="checkbox"/> Gift Idea
<input checked="" type="checkbox"/> Title	<input checked="" type="checkbox"/> Price	<input checked="" type="checkbox"/> After Description	<input checked="" type="checkbox"/> Fine Print
<input checked="" type="checkbox"/> Subtitle	<input checked="" type="checkbox"/> Quantity per listing	<input checked="" type="checkbox"/> Images	

eBay Ad Name

The eBay ad name is an internal name and is not visible to your buyers. Using “eBay Ad name” you can create multiple ads for the same item. For example, if you sell cell phone accessories, you may wish to create one ad for “Samsung” and another for “Nokia”.

eBay Site

Select the eBay site where you want to launch your item (eBay US or eBay Store).

eBay Account

Vendio supports the use of multiple eBay accounts. To add a new eBay account, go to **Preferences > Channels Preferences** and select “Add New”. From Channels Preferences, you can set a default account that will appear in the drop-down menu as the default. When creating your ad, select the eBay account you want to launch from if it is different than the default account.

Title

The title for your eBay ad can be entered here. When using Prefill Product Info (catalog) the title is prefilled.

Inherit from Item Info checkbox – When this box is checked, the title you entered in the Item Info section will populate into the title field automatically.

Subtitle

Enter your subtitle in this field. Subtitles are typically used to convey additional product information that is not contained in the title.

eBay charges an additional fee for subtitle. You can check the fees for subtitles from eBay's website.

Listing Format

Choose the listing format for your items (auctions or fixed price).

Best Offer Options

To offer buyers the ability to make an offer on your item, check the "Enable Best Offers when possible in this listing's category" option. You can choose to automate the Best Offer process by entering in the lowest amount that you will accept automatically.



Best Offer Options Enable Best Offers when possible in this listing's category.
 Automatically accept Best Offers greater than \$

Duration

Set the duration for your eBay listing. Available durations vary by market (eBay US or eBay store) and by listing type (fixed price or auction).

Price

Set the price and pricing options for you listing. Determine which format applies to your listing:

- Starting Bid – Used for the auction format
- Buy It Now/Fixed Price – Used for fixed price listing or auctions with BIN (buy it now)
- Reserve – Used for auction format
- Store – Used for the store format

Quantity per Listing

Enter the quantity you want to launch for this listing. A quantity over one in the auction format is considered a "dutch auction".

eBay Categories and Item Specifics

Select the eBay category and enter any item specifics or custom item specifics for your item.

Item specifics are determined by the category in which you sell your item. For example, the item specifics available in an apparel category would be related to size and style, while item specifics in a CD music category would refer to genre and condition.

Custom item specifics are created by the merchant, and offer the ability to add additional information about your product. To add a custom item specific, click “Add a Custom Detail” and enter a label and attribute. For example, a label could be “Year” and the attribute could be “1960”.

Before Description

Because the main item description can be inherited from the Item Info section, we have included the ability to enter additional information before and after the description that may be specific to eBay listings.

When you add “before description” information, the information will appear before (above) the core description in the eBay listing.

Description

Enter your item description. This section is the “text” part of your description. You can change the fonts and colors, add a hyperlink, use spell check, and more from the HTML editor.

Inherit from Item Info checkbox – When this box is checked, the description you entered in the Item Info section will automatically populate this field.

After Description

Because the main item description can be inherited from the Item Info section, we have included the ability to enter additional information before and after the description that may be specific to eBay listings.

When you add “after description” information, the information will appear after (beneath) the core description in the eBay listing.

Images

To add images, click the “Add Images” button. Images should be uploaded to Vendio prior to creating your ad.

Inherit from Item Info checkbox – When this box is checked, the images you entered in the Item Info section will populate into the image field automatically.

Layout, Themes and Counters

Select your layout (arrangement of images in your ad), theme (the “look and feel” of your ad) and your counters.

Click on “Larger Preview” to view the themes and layouts in greater detail.

Promotional/Specials Text

Enter any promotional or specials text. For example, if you are offering “Free Shipping” you can enter it in this section to prominently display this promotion in your template.

Gift Idea

Select this box to add “makes a great gift” in your template.

Fine Print

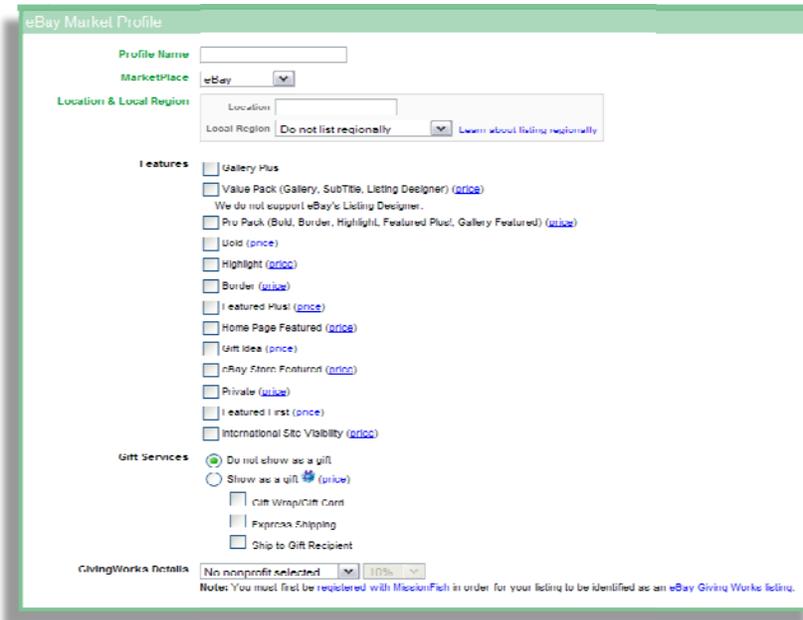
Add any fine print specific to your eBay ad that you want included in addition to any policy profile you have created.

eBay Market Profiles

eBay market profiles allow you to set eBay market-specific information, such as your region, gift services, and other available eBay features such as bold, highlight, Featured Plus, etc. You can also set any GivingWorks details in your eBay market profiles.

Profile Name

The profile name will be displayed in the drop-down menu in the Market Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you create two eBay market profiles and name them “No Features” and “Featured Plus”, you will know at a glance as you create your item which profile to use if you want to include Featured Plus.



Profile Name

The profile name will be displayed in the drop-down menu in the Market Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you create two eBay market profiles and name them “No Features” and “Featured Plus”, you will know at a glance as you create your item which profile to use if you want to include Featured Plus.

Marketplace

Select eBay or eBay Stores for the marketplace. Note you should only use eBay Stores if you have an eBay Store set up. This is not a standard eBay listing type.

Location & Local Region

Enter your location and determine if you want to list regionally. Normally you would only list regionally if you are selling large items that cannot be shipped easily. Buyers can search by region, so select the region closest to your location.

Features

Select any extra listing features that you wish to use. Please note that eBay features incur additional eBay fees based upon the feature and listing duration.

Gift Services

When choosing gift services, eBay provides an icon next to your item in search. As a seller you can offer to gift wrap an item, offer express services, or offer to ship directly to the gift recipient.

GivingWorks Details

Vendio supports eBay GivingWorks, a non-profit organization which allows sellers to donate a portion of the final sale price to a charity of their choice. eBay GivingWorks requires that you have an account with MissionFish.

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

eBay Launch Profiles

Use eBay launch profiles to set up launch scheduling preferences, relist options, and enable second chance offers.

The screenshot shows the 'eBay Launch Profile' configuration window. It includes the following options:

- Profile:** A text input field for naming the profile.
- Launch Time:** Three radio button options: 'Now', 'Later: Date Today' (selected), and 'Advanced Schedule'. The 'Later' option includes a date dropdown set to 'Today' and a time dropdown set to 'Now' with a 'PT' suffix.
- Auto Relist:** A checkbox labeled 'Auto Relist' followed by a dropdown menu set to '1' and the text 'times'.
- Second Chance Offers:** A checkbox labeled 'Use Second Chance Offers when available' with a help icon.

Profile Name

The profile name will be displayed in the drop-down menu in the Policy Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you create two profiles and name them “Every Weds 10PM” and “Every Sat 3PM”, you will know at a glance as you create your item which profile to use if you want it to launch every Wednesday at 10:00 pm.

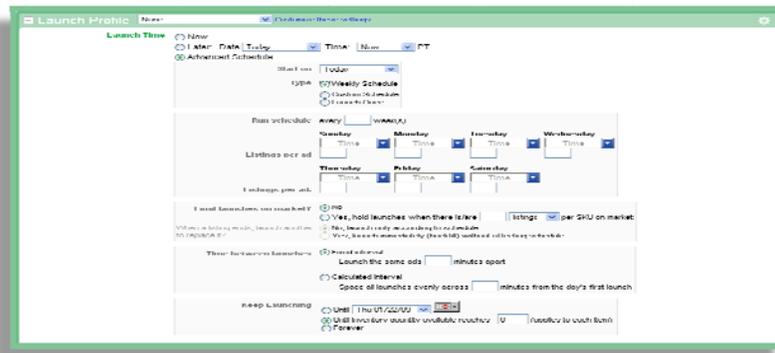
Launch Time

There are three options available when choosing how to launch your item. Launch “Now” will launch the item as soon as you have completed and saved it. Launch “Later” allows you to specify a later time and/or date to launch. “Advanced schedule” allows you to set a launch schedule for your item based on very specific criteria.

Advanced Schedule

“Start On” Date

When creating an advanced schedule profile, you will need to select the “Start on” date (you can specify a date up to six months from the date you created the profile.) In addition, you will need to choose the type of schedule you want to apply.



Type: Weekly Schedule

Use Weekly Schedule to set a repeating launch schedule based on a 7 day week.

Run Schedule

Weekly schedules can be set to run every week, or every “x” weeks. For example, if you enter “1” in this field, the schedule will run every week, and if you enter “2” a bi-weekly schedule will be created. You can choose to run the schedule at any weekly interval using this option.

Listings Per Ad

Once you set the day and time of launch for the schedule, you need to specify how many listings will be launched at each specified time. “Listings per ad” refers to how many listings will be launched at that specified time, not how many items will be included in each listing. The launch schedule will not create multi-item listings (you’ve already set the “Quantity per listing” value in the main eBay Ad Info section.) For example, if you create an item and specify “2” in “Quantity per listing”, and you attach a weekly profile that launches three listings on Monday at 12:00 pm, every Monday at 12:00 pm three separate listings will launch each with quantity 2 available.

Limit Launches on Market?

Using this option, you may control the number of items you have on eBay at any given time. Selecting “No” will allow unlimited listings to be launched according to your defined schedule. Selecting “Yes, hold launches when there are “x” Listings/Quantity per SKU on market” will allow you to inhibit launches once a certain number of items are on eBay. If you are launching multi-item listings, you will most likely want to use the Quantity value to define the number of items on market. When the “x” Listings/Quantity

per SKU on market” value is met, the launch schedule will halt until listings close or are otherwise ended. Once Listings/Quantity on market is less than the value “x”, the schedule will resume at the next upcoming day/time.

Keep in mind, the “Allow Overselling” setting in the main Item Info section will be factored into whether items launch. If “Do not allow overselling” is selected, we first check to determine if there is adequate inventory available. If there is not, we will not launch an item even if you do not limit the quantity on market.

When a Listing Ends, Launch Another

You will notice that if you select “Yes, hold launches...” the option “When a listing ends, launch another to replace it?” becomes available. This allows you to determine when to launch a new listing. You can override the schedule by choosing “Yes, launch immediately...” to backfill the item immediately on close, rather than wait for the next scheduled launch time/day. You will also notice that if you choose “Yes, launch immediately...” the Auto-Relist option below the profile details is removed. The functionality is basically the same so there is no need to have both these options available. Vendio Advanced Scheduler will automatically determine if there is a relist available, and if so will launch the relist instead of creating a new listing.

Time Between Launches

This allows you to specify a specific time interval between launches.

The “Fixed Interval” option will launch items every “x” minutes apart (value for “x” is set by you.) For example, if you enter “5” in this field, and your schedule specifies 4 listings every Monday at 12:00 pm, on Monday at 12:00 pm your first listing will launch, another listing will launch at 12:05, another at 12:10, another at 12:15, and the last listing will launch at 12:20.

The “Calculated Interval” option will spread launches evenly across the specified number of minutes, starting from the earliest launch time in the schedule. Use this option if you want to ensure that you have an even distribution of listings available across a given time period.

For example, if you enter “240” minutes in this field, and your schedule specifies 6 listings starting with the first launch on Monday at 12:00 pm, then on Monday at 12:00 pm your first listing will launch, another listing will launch at 12:40, another at 1:20, another at 2:00, another at 2:40, with the sixth and last listing launching at 3:20. Effectively, this option takes the number of minutes you specify and adds it to the earliest launch time, and then divides by the number of items being launched. In the above example, 240 minutes (4 hours) was added to 12:00, and the 6 items were launched at a rate of 1 every 40 minutes, starting at 12:00.

Keep Launching

You can specify when your launch schedule will end using the Keep Launching option. You can specify a date, an inventory quantity available, or simply choose “Forever” if you do not want the launch schedule to be ended automatically.

Type: Custom Schedule

Use Custom Schedule to set a repeating launch schedule based on the number of days that you specify.

A custom schedule can be used if you want to set a schedule that repeats at non-standard intervals. For example, you could create a five day schedule that begins on Monday, repeats on Saturday, repeats again on Thursday, etc.

Launch

With a custom schedule, you can choose to launch every “x” days, or every weekday (Monday – Friday.) If you want to launch an item every day including weekends, you would enter a value of “1” in the “launch every “x” days” option (or you could use a weekly schedule instead.)

Launch Time

Set the time that you want your listings to launch each specified day.

Listings per Ad

Once you set the launch day and time for the schedule, you need to specify how many listings will be launched at each specified time. “Listings per ad” refers to how many listings will be launched at each specified time, not how many items will be included in each listing. The launch schedule will not create multi-item listings (you’ve already set

the “Quantity per listing” value in the main eBay Ad Info section.) For example, if you create an item and specify “2” in “Quantity per listing”, and you attach a custom profile that launches three listings each weekday at 12:00 pm, every day Monday through Friday at 12:00 pm three separate listings will launch, each with quantity two available.

Limit Launches on Market?

Using this option, you may control the number of items you have on eBay at any given time. Selecting “No” will allow unlimited listings to be launched according to your defined schedule. Selecting “Yes, hold launches when there are “x” Listings/Quantity per SKU on market” will allow you to inhibit launches once a certain number of items are on eBay. If you are launching multi-item listings, you will most likely want to use the Quantity value to define the number of items on market. When the ““x” Listings/Quantity per SKU on market” value is met, the launch schedule will halt until listings close or are otherwise ended. Once Listings/Quantity on market is less than the value “x”, the schedule will resume at the next upcoming day/time.

Keep in mind, the “Allow Overselling” setting in the main Item Info section will be factored into whether items launch. If “Do not allow overselling” is selected, we first check to determine if there is adequate inventory available. If there is not, we will not launch an item even if you do not limit the quantity on market.

When a Listing Ends, Launch Another

You will notice that if you select “Yes, hold launches...” the option “When a listing ends, launch another to replace it?” becomes available. This allows you to determine when to launch a new listing. You can override the schedule by choosing “Yes, launch immediately...” to backfill the item immediately on close, rather than wait for the next scheduled launch time/day. You will also notice that if you choose “Yes, launch immediately...” the Auto-Relist option below the profile details is removed. The functionality is basically the same so there is no need to have both these options available. Vendio Advanced Scheduler will automatically determine if there is a relist available, and if so will launch the relist instead of creating a new listing.

Time Between Launches

This allows you to specify a specific time interval between launches.

The “Fixed Interval” option will launch items every “x” minutes apart (value for “x” is set by you.) For example, if you enter “5” in this field, and your schedule specifies 4 listings every weekday at 12:00 pm, every Monday through Friday your first listing will launch at 12:00 pm, another listing will launch at 12:05 pm, another at 12:10 pm, another at 12:15 pm, and the last listing will launch at 12:20 pm.

The “Calculated Interval” option will spread launches evenly across the specified number of minutes, starting from the earliest launch time in the schedule. Use this

option if you want to ensure that you have an even distribution of listings available across a given time period.

For example, if you enter “240” minutes in this field, and your schedule specifies 6 listings every weekday starting with the first launch at 12:00 pm, then every Monday through Friday at 12:00 pm your first listing will launch, another listing will launch at 12:40, another at 1:20, another at 2:00, another at 2:40, with the sixth and last listing launching at 3:20. Effectively, this option takes the number of minutes you specify and adds it to the earliest launch time, and then divides by the number of items being launched. In the above example, 240 minutes (4 hours) was added to 12:00, and the 6 items were launched at a rate of 1 every 40 minutes, starting at 12:00.

Keep Launching

You can specify when your launch schedule will end using the Keep Launching option. You can specify a date, an inventory quantity available, or simply choose “Forever” if you do not want the launch schedule to be ended automatically.

Type: Launch Once

Use the Launch Once option to simplify the process if you want to launch multiple listings only once (instead of using the more complex weekly schedule.) This schedule is best for items you want to sell multiples of within a limited timeframe, and not necessarily on a recurring schedule. As an example, if you sell football jerseys you may want to heavily promote only the jerseys for the competing team’s right before Super Bowl Sunday. Launch Once will allow you to easily accomplish this.

The screenshot shows the 'Launch Profile' configuration window for item 'Nines'. The window has a title bar with 'Launch Profile' and 'Nines' and a 'Customize these settings' link. The main content area is titled 'Launch Time' and contains the following options:

- Launch Time:**
 - Now
 - Later: Date [Tuesday] Time: [Now] [PT]
 - Advanced Schedule
- Start on:** [Today]
- Type:**
 - Weekly Schedule
 - Custom Schedule
 - Launch Once
- Launch time:** [Time]
- Listings per ad:** [1]
- Replace Listing:** When each listing ends, launch another to replace it.
- Time between launches:**
 - Fixed interval: Launch the same ads [] minutes apart
 - Calculated interval: Space all launches evenly across [] minutes from the day's first launch
- Keep Launching:**
 - Until: [Fri 01/23/09] []
 - Until inventory quantity available reaches: [] (applies to each item)
 - Forever

Launch Time

Set the time that you want your listings to launch. The schedule will start on whichever day is specified above in the “Start on” date.

Listings per Ad

Once you set the day and time of launch for the schedule, you need to specify how many listings will be launched. “Listings per ad” refers to how many listings will be launched at the specified time, not how many items will be included in each listing. The launch schedule will not create multi-item listings (you’ve already set the “Quantity per listing” value in the main eBay Ad Info section). For example, if you create an item and specify “2” in “Quantity per listing”, and you attach a Launch Once profile that launches three listings on Monday at 12:00 pm, on Monday at 12:00 pm three separate listings will launch, each with quantity two available.

Replace Listing

The Replace Listing “When a listing ends, launch another to replace it?” checkbox allows you to determine if you want to launch a new listing when one ends. You will notice that if you choose “Replace Listing”, the Auto-Relist option below the profile details is removed. The functionality is basically the same so there is no need to have both these options available. Vendio Advanced Scheduler will automatically determine if there is a relist available, and if so will launch the relist instead of creating a new listing.

Time Between Launches

This allows you to specify a specific time interval between launches when launching multiple listings.

The “Fixed Interval” option will launch items every “x” minutes apart (value for “x” is set by you.) For example, if you enter “5” in this field, and your schedule specifies four listings to launch Monday at 12:00 pm, on Monday at 12:00 pm your first listing will launch, another listing will launch at 12:05, another at 12:10, another at 12:15, and the last listing will launch at 12:20.

The “Calculated Interval” option will spread launches evenly across the specified number of minutes, starting from the earliest launch time in the schedule. Use this option if you want to ensure that you have an even distribution of listings available across a given time period. For example, if you enter “240” minutes in this field, and your schedule specifies 6 listings starting with the first launch on Monday at 12:00 pm, then on Monday at 12:00 pm your first listing will launch, another listing will launch at 12:40, another at 1:20, another at 2:00, another at 2:40, with the sixth and last listing launching at 3:20. Effectively, this option takes the number of minutes you specify and adds it to the earliest launch time, and then divides by the number of items being launched. In the above example, 240 minutes (4 hours) was added to 12:00, and the 6 items were launched at a rate of 1 every 40 minutes, starting at 12:00.

Keep Launching

You can specify when your launch schedule will end using the Keep Launching option. You can specify a date, an inventory quantity available, or simply choose “Forever” if you do not want the launch schedule to be ended automatically. Note that the Launch Once schedule will not continue to launch new listings indefinitely, it will stop once the “Listings per Ad” value is reached and there are no more unsold items to relist or list in replacement listings.

Second Chance Offers

You can automatically send second chance offers (SCOs) to your bidders, according to eBay’s SCO rules and the criteria you set.

Use Second Chance Offers when available [?](#)

Send to How Many Underbidders: All Eligible
 The highest underbidder(s).
Note: We will automatically only send as many as you have in inventory. If you choose to “Base on Inventory.”

Base on Inventory? Only send SCOs if my inventory has at least quantity in stock
 Send to all eligible bidders, regardless of my inventory level.

Duration of SCO: days. Offers will expire after this many days.

Copy Email To Seller: Seller receives copy of notification email sent to the recipient bidder.

Consider Feedback Rating? Only send SCO to buyers with feedback of at least

Send Second Chance Offers based on Item Cost
 Starting Price
 High Bid Amount
 Reserve Price

Send Offer if underbid is at least \$ Or % above my cost

Send Offer if underbid is at least \$ Or % above my starting bid price

Send Offer if underbid is within \$ Or % below the winning bid amount

Send offer if underbid is at least \$ Or % above the reserve price

Send offer if underbid is within \$ Or % below the reserve price

Send to How Many Underbidders

Specify how many SCOs are sent. You may elect to send SCOs to “all eligible” underbidders, or limit offers to a specific number of underbidders. If you are an inventory based seller, you may want to select “all eligible” unless your inventory is limited.

Base on Inventory

You may elect to send SCOs only if you have enough inventory to cover the possibility that all offers will be accepted. The default is set to quantity “1” in stock, but you may enter any amount in this field. Additionally, you may also elect to send SCOs to all eligible bidders regardless of inventory levels.

Duration of SCO

The SCO duration limits the availability of the offer to the number of days you specify. SCOs availability can be set to 1, 3, 5, or a maximum of 7 days. Keep in mind that if you are using Vendio to track inventory, the item will be reserved for eBay only, and will be considered an active listing during this duration.

Copy to Seller

Select “copy email to seller” if you would like to receive a copy of each automatically generated SCO.

Consider Feedback Rating

This option can be used if you want to limit SCOs to bidders with a minimum number of feedbacks eBay.

Send Second Chance Offers Based on

Select the pricing criteria on which you will base your SCOs. Multiple options are available for you to choose from, and you also have the ability to base your offers on a percentage or flat dollar amount.

Select Different Profiles for This Ad

You can override a selected profile for this ad, by clicking on the link “Select different shipping, payment, tax or policies for this ad”.

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

Amazon Ad Info

The Amazon Ad Info section includes specific data that will apply only to your Amazon listings. Click the gear icon to customize this section and include only fields that you will use when creating Amazon ads. Amazon Ad Info contains the following fields:

Amazon Ad Info

Optional fields:

- | | | | |
|--|--|--|---|
| <input checked="" type="checkbox"/> Title | <input checked="" type="checkbox"/> Minimum Advertised Price | <input checked="" type="checkbox"/> Platinum Keywords | <input checked="" type="checkbox"/> Quantity for sale on Amazon |
| <input checked="" type="checkbox"/> Description | <input checked="" type="checkbox"/> Sale Price | <input checked="" type="checkbox"/> Memorabilia | <input checked="" type="checkbox"/> Search Terms |
| <input checked="" type="checkbox"/> Price | <input checked="" type="checkbox"/> MSRP | <input checked="" type="checkbox"/> Autographed | <input checked="" type="checkbox"/> Product Tax Code |
| <input checked="" type="checkbox"/> Image | <input checked="" type="checkbox"/> Launch and Discontinue Dates | <input checked="" type="checkbox"/> Serial Number Required | |
| <input checked="" type="checkbox"/> Category-Specific Attributes | <input checked="" type="checkbox"/> Release Date | <input checked="" type="checkbox"/> Catalog Match | |
| <input checked="" type="checkbox"/> Key Product Features | <input checked="" type="checkbox"/> Restock Date | <input checked="" type="checkbox"/> Category | |

Title

The title for Amazon ads can be entered here. When using Prefill Product Info (catalog), the title is prefilled.

Inherit from Item Info checkbox – When this box is checked, the title you entered in the Item Info section will populate into the title field automatically.

Description

Enter the description for your item. When using Prefill Product Info (catalog), the description is prefilled.

Inherit from Item Info checkbox – When this box is checked, the description you entered in the Item Info section will populate into the description field automatically.

Price

Enter your normal selling price. If you wish to discount this price for sale events, you can do so under “Sale Price”.

Inherit from Item Info checkbox – When this box is checked, the price you entered in the Item Info section will populate into the price field automatically.

Images

To add images to your Amazon ad, select the “Add Images” button. Images should be uploaded to Vendio prior to creating your Ad.

Amazon has specific requirements for images, such as a white background. For additional information about image requirements, log into your Amazon seller’s account and visit:

Help > Publisher & Vendor Guides > Add Images > Amazon Image Standards

Category-Specific Attributes

Some Amazon categories have specific attributes that can be selected when available.

Key Product Features

Key product features that are available for your category are available from your Amazon account under Sellers Guide. The Item Classification Guide (ICG) will help assure that your inventory items are defined properly.

Use the online ICG to search or browse for elements that you want to associate with your products. Once this information is identified, add the data to key product features. The ICG can be accessed from the Advanced Features option in the Inventory tab of your Amazon seller's account.

Minimum Advertised Price

Minimum advertised prices are the prices set by manufactures of items. To adhere to your manufacture's price, enter the minimum advertised price here to prevent selling below that price.

Sale Price

Sale prices can be set if you want to offer your item at a lower price than you have entered in the "Price" field. Set a launch and discontinue date to end the sale.

MSRP

MSRP is the Manufacturer's Suggested Retail Price and can be entered if you are purchasing from a manufacturer.

Launch and Discontinue Dates

Setting a launch and discontinue date determines the start date and end date for having your product visible on the Amazon marketplace.

Release Dates

Release dates are used to enter the release date of the product you are selling. Typically release dates are used when selling a product that has a specific future release date, such as a DVD that is due to be released on the fifth of next month.

Restock Date

The restock date is typically used for items that sell out quickly and you have a standing order, or where you know the date you will be receiving more.

Platinum Keywords

Platinum keywords that are available for your category are available from your Amazon account under Seller's Guide. The Item Classification Guide (ICG) will help assure that your inventory items are defined properly.

Use the online ICG to search or browse keywords that you want to associate with your products. Once this information is identified, add the data to the platinum keywords. The ICG can be accessed from the Advanced Features option in the Inventory tab of your Amazon seller's account.

Memorabilia

Check this box if your item is considered memorabilia.

Autographed

Check this box if your item is an autographed item.

Serial Number Required

Check this box if your item requires a serial number for each item sold.

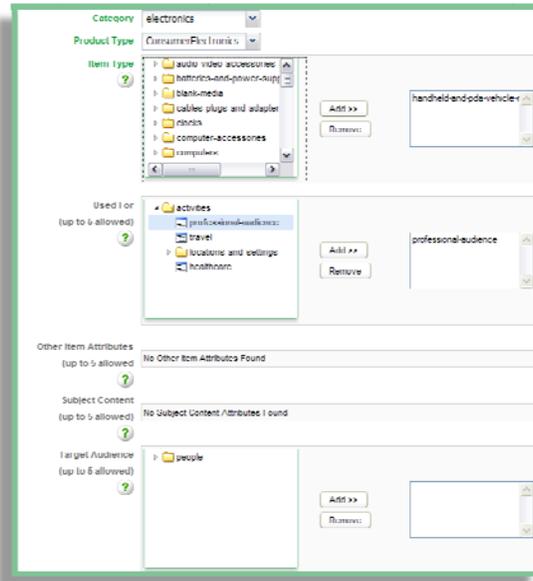
Catalog Match

Catalog match (prefill) information is pre-populated into the Amazon marketplace. When selecting to use the catalog information, the data is populated into the following fields:

- Product Identifier, Title, Price, Brand, Manufacturer and Part # (can be populated into Item Info)
- Title, Price (populated into Amazon Ad Info)

Category

Amazon allows only one category selection for an item. Select a category and click the "Add" button to add the category. In addition, other fields such as "Used For", "Other Item Attributes", "Subject Content" and "Target Audience" may become available after you have selected your initial category. These additional fields are populated by Amazon and will display any available selections and options.



Quantity for Sale on Amazon

Set the inventory quantity you want to be made available for sale on Amazon. To determine how you want to handle inventory quantities, please see **Item Info > Allow Overselling** in this document (page 10).

Search Terms

Search terms that are available for your inventory item are available from your Amazon account under Seller's Guide. The Item Classification Guide (ICG) will help assure that your inventory items are defined properly.

Use the online ICG to search or search terms that you want to associate with your products. Once this information is identified, add the data to the search terms. The ICG can be accessed from the Advanced Features option in the Inventory tab of your Amazon seller's account.

Product Tax Code

Product tax codes are used to set the tax properties of your item. Product tax code classifications are available from your Amazon seller's account.

Amazon Market Profiles

Use Amazon market profiles to enter start and end dates for promotional sales, rebate information, gift settings, and other miscellaneous information pertinent to Amazon listings only. Save and name the profile to reuse for future ads.

Amazon Market Profile Custom Value

Sale Start & End

Start: 01/21/2009

End: 01/21/2009

Rebate

Name: _____

Start: _____

End: _____

Message: _____

Gift Settings

Gift wrap is available for this item

A gift message can be included for this item

Discontinued by Manufacturer Discontinued by manufacturer, but still in stock

Proposition 65 Subject to Prop 65 rules and regulations

Save this profile as New Profile 1 Save

Profile Name

The profile name will be displayed in the drop-down menu in the Policy Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you create two profiles and name them “Prop 65” and “Amazon Standard”, you will know at a glance as you create your item which profile to use if your item is subject to Proposition 65 rules and regulations.

Sale Start & End

Set the start and end date for any promotional sale you would like to associate with your items. Keep in mind that the sale information will only be effective if the date specified is a future date. If you use sales, we recommend that you create a separate profile for each sale and name them appropriately (for example, “March sale” or “Christmas sale”.) This way you’ll be able to identify sales, so you can update the profile after the sale takes place.

Rebate

If there is a manufacturer’s rebate available for your Amazon items, you may enter the rebate information here. Valid entries must be made in each of the available fields. The rebate will become effective on the start date and will expire on the end date. Use the message area to describe the rebate, such as “Mail-in rebate for \$25 off is available for this product.”

Gift Settings

Gift settings are optional and can be used if you are supplying a gift message or gift wrapping service for the item.

Discontinued by Manufacturer

This indicates whether or not the manufacturer is still producing the item.

Proposition 65

You must inform Amazon if your product is subject to Proposition 65 rules and regulations. Prop 65 is a legal requirement for merchants to provide California consumers with a special warning for products that contain chemicals known to cause cancer, birth defects, or other reproductive harm, if those products expose consumers to such chemicals above certain threshold levels. The default value for this option is "no", so if you do not populate this column then we assume your product is not subject to this law. Please view the California Office of Environmental Health Hazard Assessment website for more information: <http://www.oehha.ca.gov/>

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

Show on Amazon

Select "Show on Amazon" if you want your item to appear on Amazon. Note that populating the information to Amazon can take few hours as feeds are not sent instantly on update.

Select "Don't Show on Amazon" when you want your item to appear at a later time. You can change this to "Show on Amazon" from **Items > My Items**.