

# Shop Premium Outlets **Shopify Connector**

## MARKETPLACE OVERVIEW

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Shop Premium Outlets (SPO) is a channel for retailers to sell their products to a highly engaged audience. Retailers will integrate onto the platform to provide automated catalog feeds, accept orders, and to communicate order related information. Retailers are responsible for managing their own products, pricing, inventory, and promotions on SPO.

### FULFILLMENT & SHIPPING

- Retailers are responsible for all aspects of each customer order. This includes acceptance, fulfillment, packaging, labeling, shipping, return acceptance/processing, cancellations and fulfillment-related chargebacks.
- Retailers will need to offer free standard ground shipping for customers in the continental United States.

### CUSTOMER SERVICE

- SPO is responsible for general customer service inquiries, including initiating returns.
- SPO will provide first contact customer support. SPO Customer Service will escalate issues to retailers directly using the “Messages” tool in the SPO portal. It is expected that retailers will handle these customer direct inquiries to the same standards it does its own customer service.

### REFUNDS & RETURNS

- Retailers will need to offer free returns for customers in the continental United States.
- SPO will provide the customer with a pre-paid return label with a carrier of SPO’s choice and a return packing slip.
- Retailers will process refunds and adjustments for orders that are cancelled and returned in SPO Retailer Portal.

### FINANCIAL RECONCILIATION

- SPO will collect all amounts due from customer for products ordered on platform.
- SPO will issue payment to retailers based on net sales less commissions, return shipping and service-related chargebacks. Payment will be directed to bank account listed in SPO portal.
- SPO will calculate, collect, and remit to applicable tax agency any sales taxes on the sale of retailer’s products on the SPO platform.

# ONBOARDING OVERVIEW

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## DISCOVERY

- Execute SPO contract.
- Review onboarding requirements/timeline.
- Determine SPO launch assortment and tag with “SPO” in your Shopify store.
- SPO creates portal account and provides access to your team.

## MIRAKL CONNECT

- [Create an account with Mirakl Connect](#), this is where you will gain access to Shopify Connector. Please make sure to use the same credentials as your SPO portal.
- Sync your Shopify store with Mirakl Connect.
- Complete configuration setup in Mirakl Connect.
- Create SPO listing in Mirakl Connect
- Export launch assortment & map file into SPO portal using Mapping Wizard.
- Review initial import data and resolve any errors in the SPO portal.
- Conduct final review & make sure your offer and order synchronization are activated.

## SPO STOREFRONT

- Send SPO team required creative assets
- SPO team completes brand storefront build.

## LIVE OPERATIONS

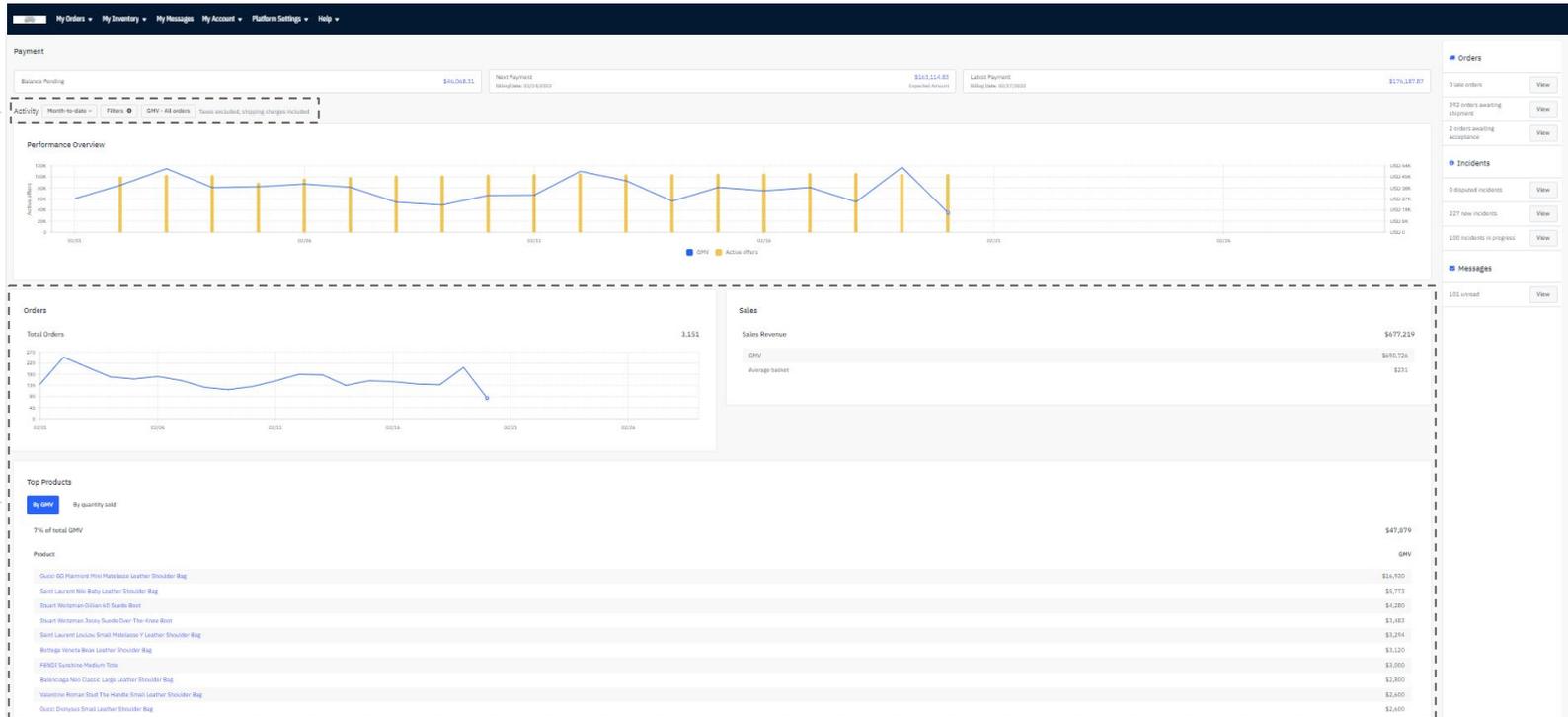
- The following tasks are executed automatically based on the default Shopify Connector cron job schedule.
  - Export all Price & Stock: every 15 minutes
  - Import and synchronize orders: every 15 minutes
- The connector allows you to review and manage the orders you are receiving on the SPO marketplace in your Shopify store.
- Following the steps on page 6 - 7, brands will need to use Mirakl Connect each time they wish to add new products to the SPO portal.
- Refunds must be manually processed in the SPO portal.
- Review [common connector FAQ](#) and troubleshooting topics. For additional support you can consult with the [SPO onboarding team](#) or [contact Mirakl Support](#).



# SPO PORTAL

As a seller, you will have your own designated SPO portal account that will serve as a home base for business reporting, reviewing your product data and inventory position, managing customer service escalations, and financial reconciliation. The portal's main dashboard is where you can access business reporting tools. *SPO Portal Login:* <https://marketplace.spo.com/login>

Filter your sales data by date, category, and shipment status.



Business reporting and sell through metrics located on main dashboard.

SPO Portal Main Dashboard

## Connecting To Your Shopify Store to Mirakl Connect

To install, log into your Mirakl Connect account and click the “Shopify Catalog” tab. This will start the installation process and you will be prompted to enter your Shopify Shop URL (i.e. storename.myshopify.com). If you do not see this tab, please let SPO know.

## Shop Premium Outlets

Locate Shop Premium Outlets in the “Marketplaces” section under ‘Shopify Feed.’ Click “View” to start the configuration process.

The screenshot displays the Mirakl Connect dashboard. At the top, a navigation bar includes 'My Profile', 'Customer Care', 'Shopify Catalog', 'Marketplaces', 'Partners', 'Business Requests', 'Administration', and 'Help'. The main content area is titled 'Marketplaces' and features a 'Shopify Feed' tab highlighted with a dashed box and a callout box that reads 'Click “Shopify Feed” tab to find Shop Premium Outlets.' Below this, there are four summary cards: 'Marketplaces' with 1 active marketplace, 'Synchronized offers' with 1680 offers, and 'Offers in error' with 258 offers. A legend indicates 'Success' (green), 'Missing Field' (orange), and 'Error' (red). The 'Shop Premium Outlets' card for SPO shows 1938 listed products, 38% of the catalog, and a progress bar with 1680 success, 0 missing fields, and 258 errors. A 'View' button with a gear icon is highlighted with a dashed box and a callout box that reads 'Click “View” to start the configuration process.'

## Configuring the SPO Marketplace in Mirakl Connect

In order to sync your inventory and order data with Shop Premium Outlets, you will need to follow these steps :

### 1. General Product Settings

- Condition = New
- Marketplace product identifier = SKU
- Product Identifier = SHOP\_SKU

### 2. Offer Synchronization

- Activate offer synchronization
- Synchronization Mode - Select 'Price' & 'Stock'

### 3. Offer Price Rule

- Use this field to create a discount on all SPO products - always on sale price and/or extra % off promotions.

### 4. Order Synchronization

- Activate order synchronization
- Synchronization options - Default is to select all options
- Activate refund synchronization

Click Save To Complete Configuration Setup.

The screenshot displays the Mirakl Connect configuration interface for Shop Premium Outlets (SPO). The page is divided into several sections:

- General product settings:** Includes dropdown menus for 'Condition of the products of your catalog' (set to 'New'), 'Marketplace product identifier' (set to 'SKU'), and 'Matching source product identifier' (set to 'SHOP\_SKU').
- Offer synchronization:** Features a toggle for 'Activate offer synchronization' (checked), a 'Synchronization mode' dropdown (set to 'Price & Stock'), and checkboxes for 'Price' and 'Other custom fields' (both checked).
- Offers custom fields:** Includes input fields for 'Product Tax Code' and 'Location Inventory'.
- Offer price rule:** A dashed box highlights this section, which includes a 'Price' dropdown (set to 'Does not change') and a 'Rounding Strategy' dropdown (set to 'No rounding'). A callout box points to this section with the text: 'Use this field to create a discount % on your SPO assortment.'
- Order synchronization:** Features a toggle for 'Activate order synchronization' (checked) and several checkboxes under 'Synchronization options' (all checked): 'Include taxes in order prices', 'Include shipping cost in order prices', 'Include shipping taxes in order prices', and 'Include commission in order prices'. There is also a checkbox for 'Refund synchronization' (checked) with the label 'Activate refund synchronization from Mirakl to Shopify'.

Callout boxes on the right side of the screenshot provide additional instructions:

- 'Activate offer synchronization' points to the 'Activate offer synchronization' toggle.
- 'Activate order synchronization' points to the 'Activate order synchronization' toggle.

A 'Save' button is located at the bottom right of the configuration page.

## Create SPO Listing

Build your SPO assortment for specific SPO categories through the filtering of your Shopify product catalog using Tags, Collections, Product Type, and keywords in Titles. You will create a “Rule” for each applicable category.

**Annotations:**

- Total skus mapped:** 1938 / 4993 (39% of the whole assortment)
- SPO category 'Rule' maps to:** Marketplace Categories / Womens / Womens Clothing / Womens Outerwear / Womens Coats & Jackets
- Set of 'Rules' comprising your SPO assortment:** A collection of rules for various categories like Accessories, Beauty & Wellness, Bottoms, Dresses & Sundresses, Jackets & Outerwear, Layering Tops, Sweaters & Knits, Tops, and Knit Tops - Loungewear.
- Make sure to 'Apply Changes' after creating new 'Rules':** Located in the top right corner of the configuration area.
- Create 'conditions' to filter your skus to an SPO assignable category:** Conditions include 'If Tag contains one of SPO' and 'And if Product type contains one of Outerwear'.
- Total skus included in 'Rule':** 12 products mapped with this rule.

Product / Brand	Product ID	Categories
	SKU: 135283 GTIN: 598207922467	Tag: Color: Beige, Color: Black, Disabled, Fabric: Faux Fur, Fit: Semi-Fitted, Gender: ... Collection: Womens, Made in USA, Onsale/Make - Recommended Products, Jackets & Outerwees... Product type: Outerwear
	SKU: 135289 GTIN: 598207922199	Tag: Color: Beige, Color: Black, Disabled, Fabric: Faux Fur, Fit: Semi-Fitted, Gender: ... Collection: Womens, Made in USA, Onsale/Make - Recommended Products, Jackets & Outerwees... Product type: Outerwear

## Export Data To SPO Portal

After building your SPO assortment using the product listing 'Rules', the next step is to create an export file that will be used for mapping your catalog into the SPO portal. The mapping exercise will take place in SPO Portal using the mapping wizard.

### Step 1: Select the products to export

- During onboarding you will select 'All products.'
- Once live it is recommended you use the date filter when adding new products.

### Step 2: Download products file

- A file will download from Mirakl Connect allowing you to review before mapping/importing into SPO portal.
- It is recommended you double check the file to make sure all required product attributes are included in file.

Use the date filter to narrow-down the product data included in the export file. During onboarding you will select 'All products.'

Step 1: Select the products to export on Shop Premium Outlets

All products

New products since @ 2022-09-04

Step 2 (Optional): Edit and upload your product file

If Shop Premium Outlets has defined required attributes that are not in your product database, your products need to be enriched in order to be exported. If you don't need to add additional information, you can skip this step.

- Download your product file and open it in a spreadsheet
- Manually add the missing attributes as new columns
- Upload it using the button below.

Select your CSV delimiter:

comma

[Download products file](#)

Upload your products file [Select a file...](#)

Step 3: Complete your product export

You will be red directed to step 3 of the product flow mapping on the Shop Premium Outlets store to:

- Finalize your mapping configuration (steps 4 to 6)
- Import your products (step 7)
- Finalize your mapping exercise

[Access your store on Shop Premium Outlets](#)

Click here to import your data into the SPO mapping wizard

### Step 3: Complete your export

- Select "Access your store on Shop Premium Outlets" to begin the mapping exercise.
- You can also import the export file directly into the mapping wizard in the SPO portal.

# DATA INTEGRATION

## SPO Mapping Wizard

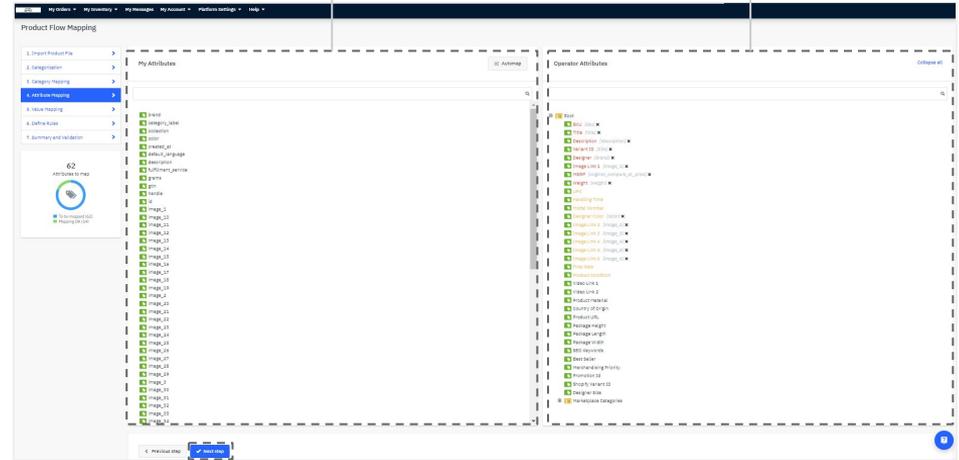
*SPO Portal: My Account > Mapping Configuration*

The final step to integrate your product catalog into the SPO portal is to define a correlation table between your product information and the required attributes on Shop Premium Outlets. You will need to follow these same steps any time you add new products to the portal.

### Steps To Map Your Product Catalog:

1. Export file from Mirakl Connect
2. Import Product File
3. Categorization
4. Category Mapping
5. Attribute Mapping
6. Value Mapping
7. Define Rules
8. Summary and Validation

*If you select "Access your store on Shop Premium Outlets" from Mirakl Connect you will automatically skip to step 5 - Attribute Mapping. The category mapping was completed when 'Rules' were set up during configuration.*



Click 'Next Step' to save all updates and move forward.

Click and drag Categories, Attributes, and Values from Seller to SPO

Seller Attributes

SPO Attributes

### Prerequisite To Mapping

Prior to starting the mapping process, make sure all mandatory attributes for each category you wish to add are present in your product file.



## DATA INTEGRATION

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### Orders, Fulfillment, & Refunds

The Shopify connector allows retailers to review and manage orders they are receiving through the SPO vendor portal.

#### Key functionalities include:

- View all SPO orders and details in real-time
- Synchronize order status and send basic shipping tracking information into SPO portal.

#### Using the Shopify connector, a usual order workflow will look like this:

1. Customer places order on SPO, the order is created in your SPO vendor portal.
2. In Shopify, the retailer goes go **Orders > All Orders** and filter by “Tagged With”. Mirakl orders will be tagged with “Simon Property”
3. The retailer reviews and manages the order by clicking on the Order.
4. Once a product is shipped, the seller creates a shipment in Shopify for this order which will update the status in SPO Portal to “Shipped.”

#### Refunds

1. SPO will initiate all refunds and provide the customer with a prepaid return label to retailer’s distribution center.
2. Once return is accepted by retailer, the retailer will need to complete the refund in the SPO portal.

# DATA INTEGRATION

## Orders, Fulfillment, & Refunds

### SPO Order in Shopify

The screenshot displays the Shopify admin interface for order management. The browser address bar shows the URL: `myshopify.com/admin/orders/2817210023989?orderListBeta=true`. The main content area shows the order ID **GO3010238419** with a status of **Fulfilled (1)**. The order is tracked via FedEx (tracking number 181890509876) and is marked as **Delivered**. The order details include one item: **EVERAFTER Legging** (1 / Blue, SKU: 15113905080000) priced at \$4.99. The right-hand panel contains a **Notes** section (no notes from customer) and an **ADDITIONAL DETAILS** section. The 'ADDITIONAL DETAILS' section includes fields for 'Order placed from' (Simon Property), 'Shipment warning', 'Marketplace Order Status' (CLOSED), 'Shipping deadline' (2020/10/07), 'Expected delivery date' (2020/10/10 to 2020/10/17), 'Paid by customer' (4.99 USD), and 'Partial fulfillment support' (allowed). A callout box labeled **SPO order tag** points to the 'Order placed from' field.

Navigation sidebar (left):

- Home
- Orders (1,566)
- Drafts
- Abandoned checkouts
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS
- Online Store

Order details (center):

**Fulfilled (1) GO3010238419-F1**

FedEx tracking: 181890509876 **Delivered** [Show more](#)

**1** EVERAFTER Legging  
1 / Blue  
SKU: 15113905080000  
\$4.99 x 1 = \$4.99

[More](#)

**Paid**

Subtotal	1 item	\$4.99
Shipping	Free (0.36 lb)	\$0.00
Tax	Shipping tax MPFSTATE 0%	\$0.00
	MPFSTATE 0%	\$0.00
<b>Total</b>		<b>\$4.99</b>
Paid by customer		\$4.99

Notes (right):

**Notes** [Edit](#)

No notes from customer

**ADDITIONAL DETAILS** [Edit](#)

Order placed from: Simon Property

Shipment warning: The shipment is managed by the Marketplace operator

Marketplace Order Status: CLOSED

Shipping deadline: 2020/10/07

Expected delivery date: 2020/10/10 to 2020/10/17

Paid by customer: 4.99 USD

Partial fulfillment support: allowed

**SPO order tag** (points to 'Order placed from')

# ROADMAP TO LIVE

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## TARGET GO LIVE DATE:

### DISCOVERY

- Execute SPO contract
- Determine onboarding kick-off call date

### WEEK 1:

- SPO Portal account setup completed
- Mirakl Connect account setup completed
- Tag SPO assortment in Shopify with 'SPO' tag
- Send SPO team required creative assets

### WEEK 2:

- Create SPO product listings in Mirakl Connect
- Initial data mapping completed in SPO Portal
- Ingestion errors resolved from initial imports
- Activate offer synchronization
- Activate order synchronization
- SPO team completes brand storefront build

### WEEK 3:

- Brand Manager introduction

## SAMPLE MEETING SCHEDULE:

### Week 1 - Onboarding Kick-Off Call

- Onboarding Timeline
- Requirements
- Next Steps

### Week 2 - Connector Configuration

- Shopify Connector setup
- Import launch assortment to SPO

### Week 3 - Brand Manager Intro

- Go-Live Review
- Brand Manager Intro
- Promotions Management
- Live Operations Tip & Tricks

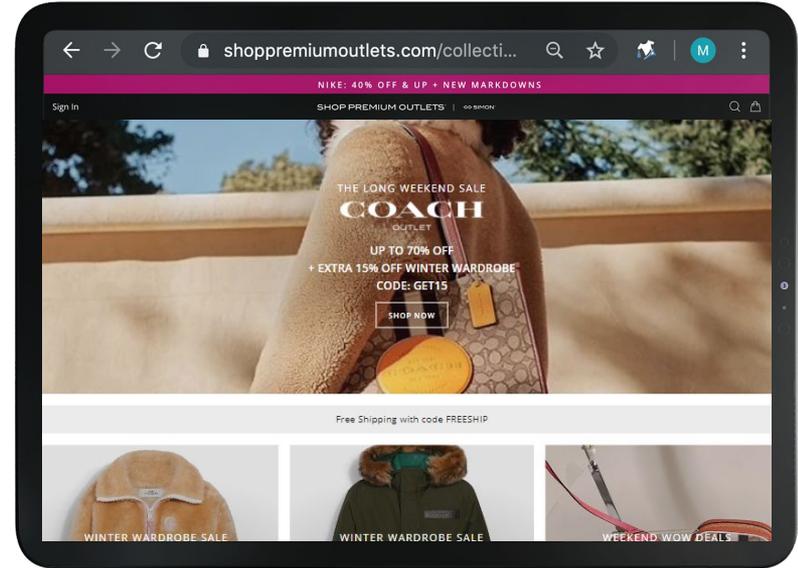
# STORE LAUNCH

## Live! Now What?

**Congratulations!** You have successfully completed onboarding and indicated your approval and readiness to go live on Shop Premium Outlets.

### Next steps are:

- SPO will accept and activate your brand into our front end according to the mutually agreed upon go live date.
- You will be introduced to your dedicated SPO Brand Manager and establish optimal method for your business to communicate about SPO performance, marketing opportunities, and operational details.
- Once your products have been published, you are able to create promotions either using the 'Offer Price Rule' in Mirakl Connect or within the SPO portal using an Offer file template and the discount fields.
- You will need to continue to monitor the SPO site to ensure your product catalog is displaying as you intended.
- SPO will issue a month-end financial statement followed by a direct payment within 30 days following the end of each month.



# SHOP PREMIUM OUTLETS®

◇◇ SIMON®

Thank you for your partnership!

Please contact the SPO Operations  
team for additional support.

[spooperations@sspo.com](mailto:spooperations@sspo.com)