



SHOP SIMON™

**Implementation Guide:
Shopify / Mirakl Connect**

Marketplace Overview

The ShopSimon™ marketplace brings the Simon experience online. We deliver an elevated, brand-safe environment for premium and luxury brands like yours to sell full-price, on-sale, clearance, and/or outlet inventory direct to a targeted customer. 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 ShopSimon™.

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

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

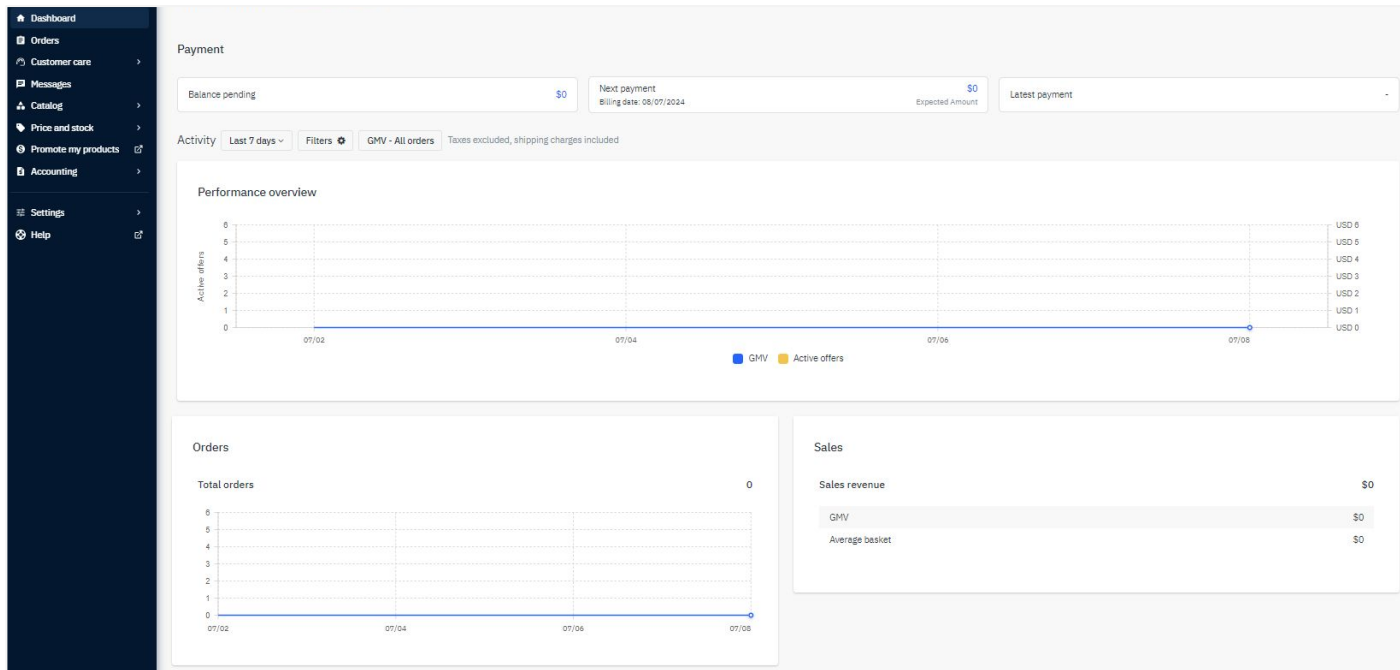
REFUNDS & RETURNS

- ShopSimon™ will provide the customer with a pre-paid return label and a return packing slip.
- Retailers will process refunds and adjustments for orders that are cancelled and returned in ShopSimon™ Retailer Portal.

FINANCIAL RECONCILIATION

- ShopSimon™ will collect all amounts due from customer for products ordered on platform.
- **ShopSimon™ 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 the ShopSimon™ portal.**
- ShopSimon™ will collect and remit to applicable tax agency any sales taxes on the sale of retailer's products.
- Retailers may provide ShopSimon™ their internal order number. This will be featured on return labels and financial reports.

As a seller, you will have your own designated ShopSimon™ [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.



Main Dashboard

To complete account setup in the ShopSimon™ [portal](#), there is required business information we need from each brand partner.

Key Sections to complete in ShopSimon™ portal:

- **Returns Information** - the address input in this section will be listed on return labels and ultimately where returns will be shipped.

Returns Information		
Address	<input type="text"/>	The addressee for returns (if different than your shop name)
Return Address Line 1	20 Channel Center	1st line of return location address
Return Address Line 2	<input type="text"/>	2nd return address line (if necessary)
Return City	Boston	City name for return address
Returns State	MA	State abbreviation for return address (i.e. AL = Alabama, KY = Kentucky, etc.)
Returns Zip Code	02110	Postal code for returns location
Returns Contact Email	<input type="text"/>	The Returns contact within your business that the Shop PO Operations team can contact with any outstanding returns related questions.

- **Your Team** - Key contact information by department
- **Customer Service** - Used for customer service escalations

Customer Service		
This information will be used by Shop PO to support Shop PO customers with any issues with your products		
Customer Service Contact Email	info@spotest.com	The Customer Service contact within your business that the Shop PO Customer Service team can contact with any customer service related questions.
Customer Service Phone	+1-888-445-4532	The Customer Service phone number that Shop PO Customer Service team can call for any customer service related questions.
Operating Hours	M-F 9:00-5:00 MST	Hours and time zone that your Customer Service is typically available. For example, M-F 9:30-5:00 EST

- **Contact Details** (separate tab) - Business details, including Tax ID # and Business Registration Number
- **Payment Details** (separate tab) - Enter bank account where ShopSimon™ payment will be sent

We will also need a copy of your W9 and a bank verification letter to complete setup with our finance team.

Onboarding Overview

ADMINISTRATIVE

- Execute contract.
- Complete account profile in portal.
- W9 and bank verification letter submitted.

DISCOVERY

- Review onboarding requirements/timeline.
- Determine ShopSimon™ launch assortment and tag with “SIMON” in your Shopify store.

MIRAKL CONNECT

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

STOREFRONT

- Submit required creative assets
- ShopSimon™ team completes brand storefront build.

LIVE OPERATIONS

- The following tasks are executed automatically based on the default Shopify Connector cron job schedule.
 - Price, stock, and orders synchronize: every 15 minutes
- Following the steps on page 9-11, brands will need to use Mirakl Connect each time they wish to add new products to the portal.
- The connector allows you to review and manage the orders you are receiving on the ShopSimon™ marketplace in your Shopify store.
- Cancels must be manually processed in Shopify and the ShopSimon™ portal.
- Refunds must be manually processed in the ShopSimon™ portal.
- Review [common connector FAQ](#) and troubleshooting topics. For additional support you can consult with [the ShopSimon™ team](#).

Connecting Your Shopify Store to Mirakl Connect

To install, login to your Mirakl Connect account and click the “Shopify” link on the left toolbar. This will start the installation process and you will be prompted to enter your Shopify Shop URL (i.e. storename.myshopify.com).

Access the Shopify Connector

Installing the Shopify app

The Shopify app allows you to easily integrate your Shopify with Mirakl Connect and manage your activities on all Mirakl Marketplaces directly from your Shopify.

This includes the following features:

- Connect to one or more Mirakl Marketplaces
- Synchronize your prices and stocks on your different Mirakl Marketplaces
- Manage your Marketplaces orders directly from your Shopify

Enter your Shopify store URL

store.myshopify.com

Enter Shopify URL

Install

Click Install to establish sync

[Click here for additional information](#)

ShopSimon™ Configuration

Click on *Shopify > Feed* to find the ShopSimon™ marketplace. Click 'Configure ShopSimon™' to start the configuration process. If you do not see ShopSimon™ listed, please go to *Marketplaces > My Stores* and hit the "Import Stores" button at the top right of the page to import the marketplace.



[Click here for additional information](#)

ShopSimon™ Configuration

In order to sync your inventory and order data with ShopSimon™, 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 ShopSimon™ 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.

[Click here for additional information](#)

The screenshot shows the 'Product Synchronization Report' configuration page in the Mirakl Connect interface. 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 points to this section with the text: 'Use this field to create a discount % on your 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 checked checkbox for 'Refund synchronization' with the label 'Activate refund synchronization from Mirakl to Shopify'.

At the bottom right, there is a 'Save' button. Callouts with arrows point to the 'Activate offer synchronization' and 'Activate order synchronization' toggles, and the 'Offer price rule' section.

Create Listings

Build your ShopSimon™ assortment for specific 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.

Configuration | **Rules** | Product Export | Product Synchronization Report

1938 / 4933 36% Of the skus mapped

Rules ➤ Create a rule

Jackets & Outerwear Valid rule Delete rule

Choose a marketplace category to sell your products on.

Title of the rule*

Jackets & Outerwear

Marketplace category*

Marketplace Categories / Womens / Womens Clothing / Womens Outerwear / Womens Coats & Jackets

Product Mapping Custom Fields Price Rule

Select your products to map with the marketplace category by adding conditions.

If Tag contains one of Splo x Delete

And if Product type contains one of Outerwear x Delete

➤ Add condition

12 products mapped with this rule

Total skus included in '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, OrderBy: Price - Recommended Products, Jackets & Outerwear, ... Product type: Outerwear
	SKU:135288 GTIN:598207922199	Tag: Color: Beige, Color: Black, Disabled, Fabric: Faux Fur, Fit: Semi-Fitted, Gender: ... Collection: Womens, Made in USA, OrderBy: Price - Recommended Products, Jackets & Outerwear, ...

Total skus mapped

Set of 'Rules' comprising your ShopSimon™ assortment. In order for a sku to export to ShopSimon™, it must be included in a 'Rule.'

Make sure to 'Apply Changes' after creating new 'Rules.'

Create 'conditions' to filter your skus to a ShopSimon™ assignable category.

[Click here for additional information](#)

Export Data

After building your ShopSimon™ 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 ShopSimon™ portal. The mapping exercise will take place in ShopSimon™ portal using the mapping wizard.

Step 1: Select the products to export

- During onboarding you will select 'All products.'
- Once live it is recommend 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 ShopSimon™ portal.
- It is recommended you double check the file to make sure all required product attributes are included in file.

Step 3: Complete your export

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

The screenshot shows the 'Product Synchronization Wizard' interface in the ShopSimon™ portal. The interface is divided into three main steps:

- Step 1: Select the products to export on Shop Premium Outlets**
 - Radio button selected: All products
 - Radio button: New products since @ 2022-09-04
- Step 2 (Optional): Edit and upload your product file**
 - Text: "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."
 - Text: "Download your product file and open it in a spreadsheet:"
 - Bulleted list:
 - Manually add the missing attributes as new columns
 - Upload it using the button below.
 - Text: "select your CSV delimiter:"
 - Dropdown menu: comma
 - Button: [Download products file](#)
 - Text: "Upload your products file:"
 - Button: [Select a file...](#)
- Step 3: Complete your product export**
 - Text: "You will be red directed to step 4 of the product flow mapping on the Shop Premium Outlets store to:"
 - Bulleted list:
 - Finalize your mapping configuration (step 4 to 6)
 - Import your products (step 7)
 - Add new products
 - Button: [Access your store on Shop Premium Outlets](#)

Annotations on the screenshot:

- A dashed box highlights the Step 1 section with the text: "Use the date filter to narrow-down the product data included in the export file. During onboarding you will select 'All products.'"
- A box at the bottom highlights the Step 3 button with the text: "Click here to import your data into the ShopSimon™ mapping wizard"

[Click here for additional information](#)

ShopSimon™ Mapping Wizard

ShopSimon™ Portal: [Settings > Catalog Mapping](#)

The final step to integrate your product catalog into the portal is to define a correlation table between your product information and the required attributes on ShopSimon™. 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 ShopSimon™” 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 here for additional information](#)

Click and drag Categories, Attributes, and Values from Seller to ShopSimon™

ShopSimon™ Attributes → Seller Attributes

Marketplace attributes

Unmapped values only

My attributes

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

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.



Orders, Fulfillment, & Refunds

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

Key functionalities include:

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


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

1. Customer places order on ShopSimon™, the order is created in your ShopSimon™ vendor portal.
2. In Shopify, the retailer goes to **Orders > All Orders** - orders will include the ShopSimon™ order number as well as identify the source as "ShopSimon™."
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 ShopSimon™ Portal to "Shipped."

Refunds

1. ShopSimon™ will initiate all returns 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 ShopSimon™ portal.

ShopSimon™ Order in Shopify



- Home
- Orders 6
- Drafts
- Shipping labels
- Abandoned checkouts
- Products
- Customers
- Finances
- Analytics
- Marketing
- Discounts
- Sales channels >
- Online Store
- Apps >
- Settings


← #1090 ● Paid ● Fulfilled Archived
Refund Return items Edit More actions ▾
◀ ▶

January 8, 2023 at 6:56 pm from Mirakl Marketplaces App (via import)

✔ Fulfilled (1) #1090-F1
⋮

Fulfilled
January 9, 2023

USPS
[420956169300110944101833752362](#) In transit Show more ▾



1
[18k Gold Multi Shape Semi Precious Gemstone Necklace](#)
 SKU: N-34230

\$313.60 × 1

\$313.60

Mirakl order line ID: 4782475706428-A-1

Reprint label

✔ Paid

Subtotal	1 item	\$313.60
Shipping	Free (0.58 lb)	\$0.00
Tax	MPFSTATE 7.25%	\$22.74
Total		\$336.34
Paid by customer		\$336.34

Notes Edit

No notes from customer

Additional details Edit

Order placed from

Tenant_id
simonproperty2-prod

Order_id
4782475706428-A

Marketplace Order Status
SHIPPED

Shipping deadline
2023/01/14

Expected delivery date
2023/01/17 to 2023/01/21

Order total price
336.34 USD

Fulfillment_center_code
DEFAULT

Mirakl order link
<https://marketplace.sspo.com/mmp/shop/order/4782475706428-A/>

discount-amount (4782475706428-A-1)

Roadmap To Live

MIRAKL CONNECT/SHOPIFY

TARGET GO LIVE DATE:

DISCOVERY

- Execute contract
- Determine onboarding kick-off call date

WEEK 1:

- ShopSimon™ Portal account setup completed
- W9 & bank verification letter submitted

WEEK 2:

- Mirakl Connect account setup completed
- Tag ShopSimon™ assortment in Shopify with 'SIMON' tag
- Sync Mirakl Connect to your Shopify store
- Send ShopSimon™ required creative assets and brand bio
- Brand Manager introduction

WEEK 3:

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

WEEK 4:

- ShopSimon™/Retailer approval to go live

SAMPLE MEETING SCHEDULE:

Week 1 - Onboarding Kick-Off Call

- Onboarding Timeline
- Requirements
- Next Steps

Weeks 2 - 4: Status Updates x Q&A

- Connector configuration
- As needed

Week 3: Brand Manager Intro

- Brand manager Intro
- Promotions management

Week 4: Go Live Discussion

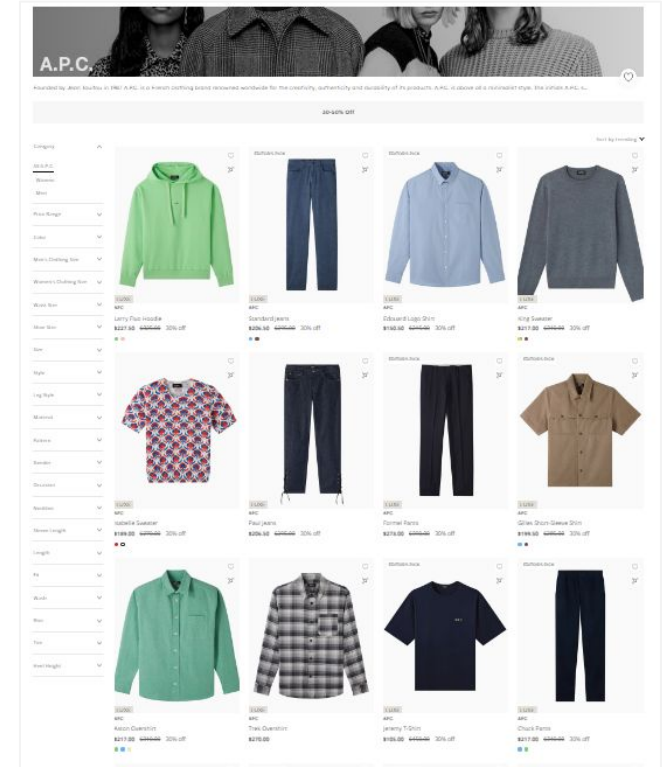
- Prepare to launch
-

Live! Now What?

Congratulations! You have successfully completed onboarding and indicated your approval and readiness to go live on ShopSimon™.

Next steps are:

- ShopSimon™ 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 Brand Manager and establish optimal method for your business to communicate about ShopSimon™ performance, marketing opportunities, and operational details.
- You will need to continue to monitor the ShopSimon™ site to ensure your product catalog is displaying as you intended.
- ShopSimon™ will issue a month-end financial statement followed by a direct payment within 30 days following the end of each month.



Retailer Hub

[Click here to access the ShopSimon™ Retailer Hub.](#) This self-service knowledge base provides merchants instant access to information about the marketplace and best practices for common tasks you will encounter managing your ShopSimon™ store.



[Getting Started](#)

[Product Listing Requirements](#)

[Orders & Fulfillment](#)

[Live Operations](#)

[Shopify Connector](#)

[Other Connectors & Aggregators](#)

[Managing Your Account](#)

[Frequently Asked Questions](#)

[Internal Procedures](#)

Common Questions

[Managing Final Sale Products](#)

[How To Activate Expedited Shipping](#)

[Download Portal Templates](#)

[Adding New Products](#)

[Building An Offer File](#)

[Monitoring Import Files and Error Reports](#)

[Common Shipping Errors](#)

[Returns Process](#)

[How To Add/Remove Users](#)

[Manage Portal Notifications](#)

[Update Bank Account Information](#)

[Operational Tips & Tricks](#)



Thank you for your partnership!

Please contact the ShopSimon™
Operations team for additional support.

sellersupport@shopsimon.com