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.
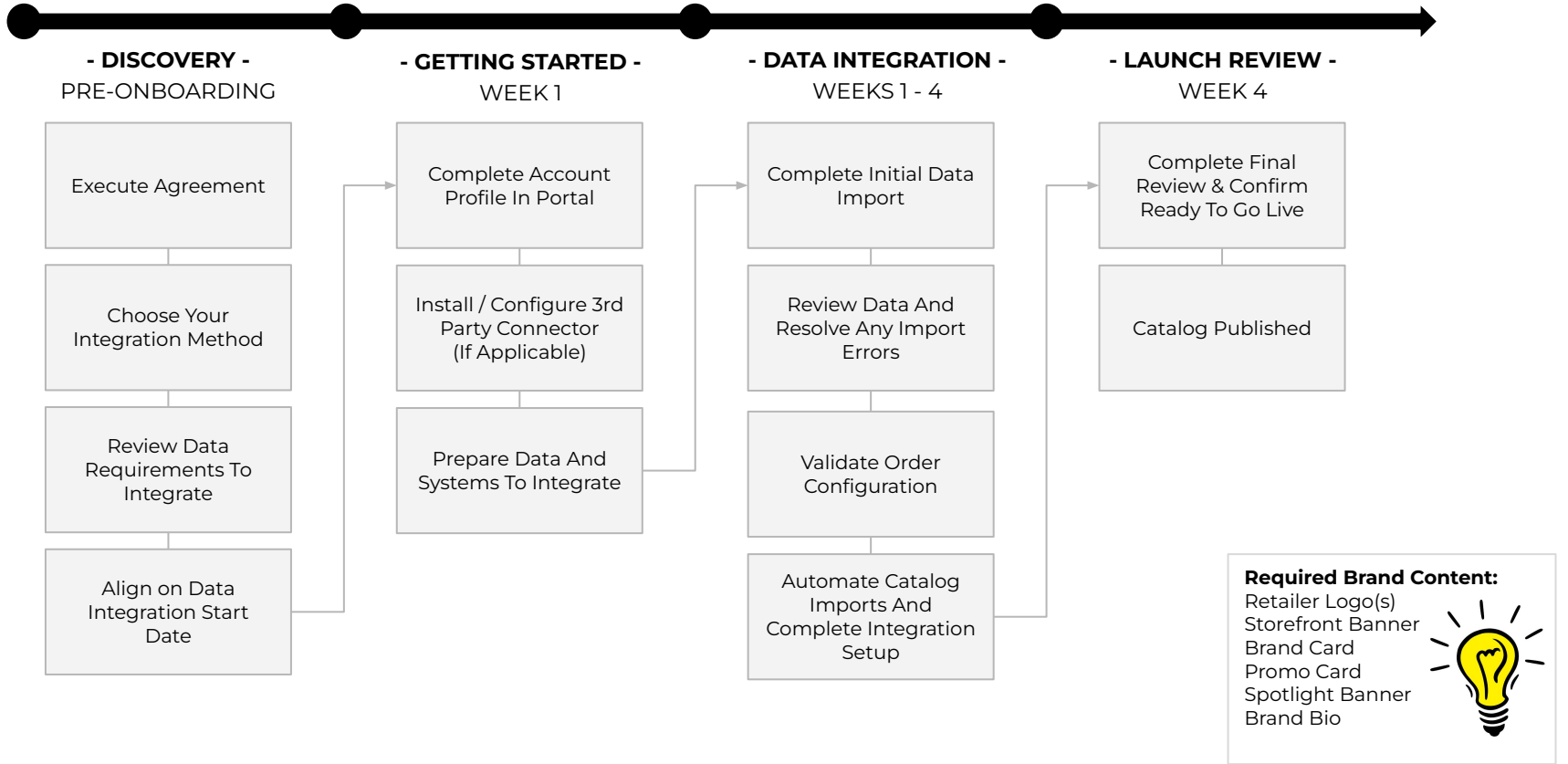
REFUNDS & RETURNS
- ShopSimon™ will provide the customer with a pre-paid return label and a return packing slip.
- Retailers will process refunds and adjustments for orders that are cancelled and returned in ShopSimon™ Retailer Portal.
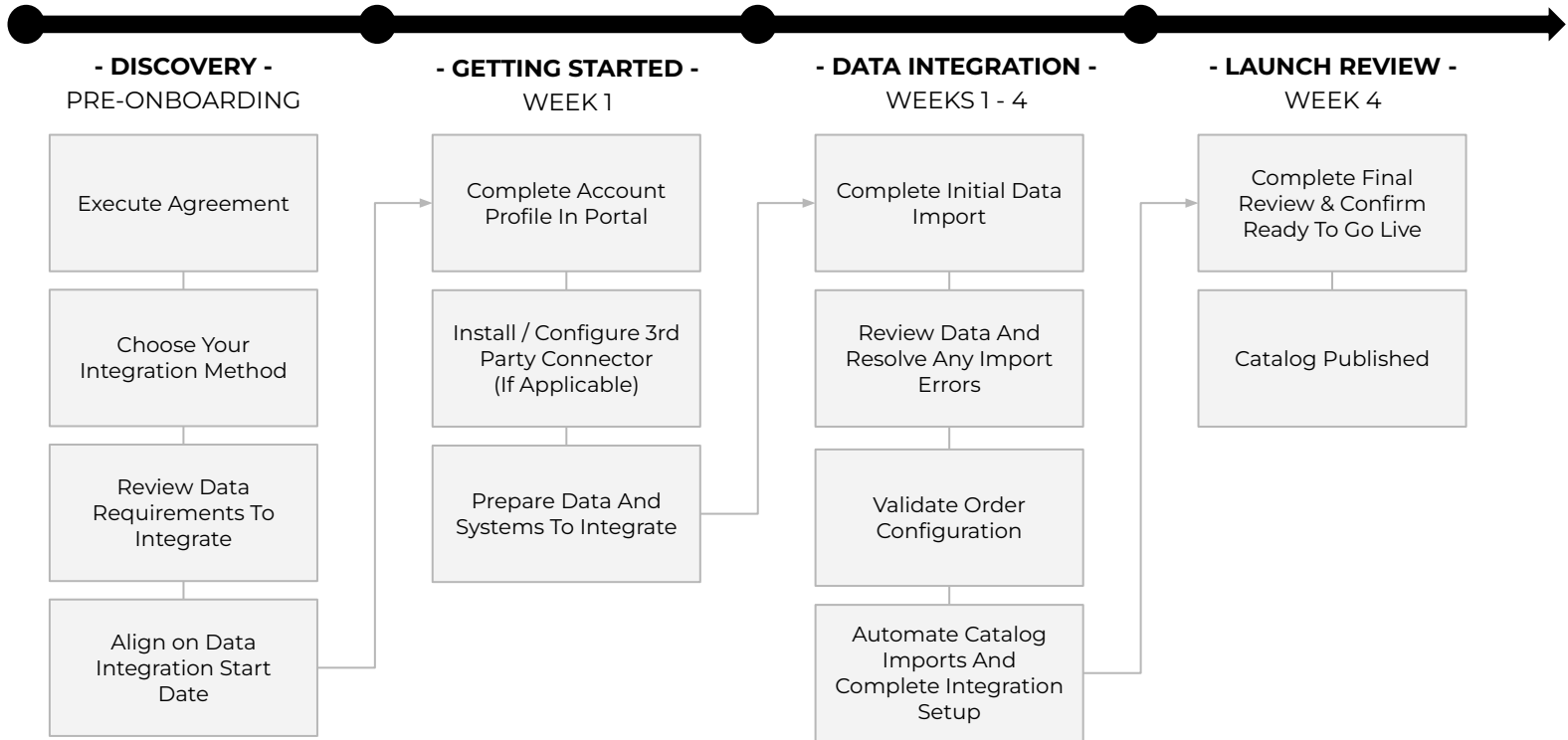
FINANCIAL RECONCILIATION
- ShopSimon™ will collect all amounts due from customer for products ordered on platform.
- **ShopSimon™ will issue payment to retailers based on net sales less commissions, return shipping and service-related chargebacks. Payment will be directed to bank account listed in the 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.

Onboarding Overview

- DISCOVERY -
PRE-ONBOARDING

- GETTING STARTED -
WEEK 1

- DATA INTEGRATION -
WEEKS 1 - 4

- LAUNCH REVIEW -
WEEK 4

Execute Agreement

Choose Your Integration Method

Review Data Requirements To Integrate

Align on Data Integration Start Date

Complete Account Profile In Portal

Install / Configure 3rd Party Connector (If Applicable)

Prepare Data And Systems To Integrate

Complete Initial Data Import

Review Data And Resolve Any Import Errors

Validate Order Configuration

Automate Catalog Imports And Complete Integration Setup

Complete Final Review & Confirm Ready To Go Live

Catalog Published

Required Brand Content:
Retailer Logo(s)
Storefront Banner
Brand Card
Promo Card
Spotlight Banner
Brand Bio

Onboarding Overview

- DISCOVERY -
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Catalog Published

Go Live Checklist

DATA INTEGRATION
- ❏ Integration method identified
- ❏ Product catalog integrated
- ❏ Offer data integrated
- ❏ Order integration completed

BRAND/MARKETING
- ❏ Storefront creative and brand bio submitted
- ❏ Size guide/conversion information submitted

CUSTOMER SERVICE
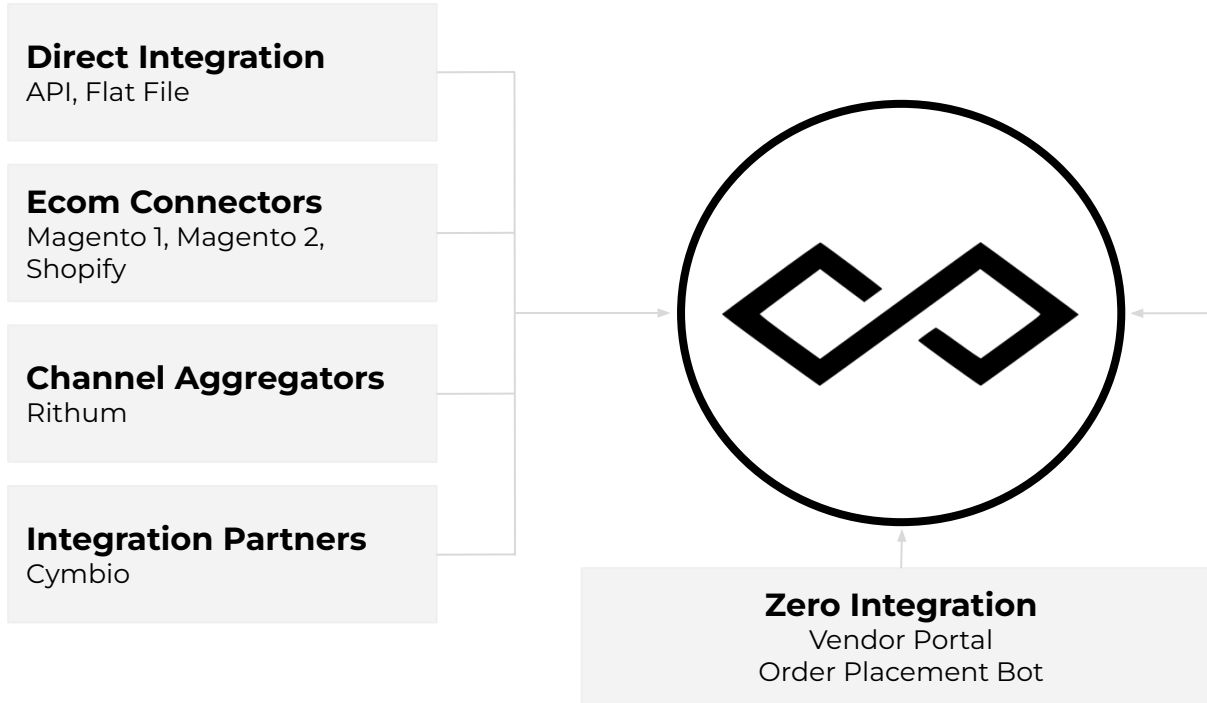- ❏ Enter customer service contact information in vendor portal

ADMINISTRATIVE
- ❏ Agreement executed
- ❏ Account profile setup completed
- ❏ W9/W8 submitted
- ❏ Bank verification letter submitted
- ❏ Retailer approval to go live
- ❏ ShopSimon™ approval to go live

Integration Options

ShopSimon™ provides several different options to get your products in front of customers - these options can be combined based on your business processes and systems.

Product Catalog and Inventory

Direct Integration
API, Flat File

Ecom Connectors
Magento 1, Magento 2, Shopify

Channel Aggregators
Rithum

Integration Partners
Cymbio

Orders and Returns

Direct Integration
API, Flat File

Ecom Connectors
Magento 1, Magento 2, Shopify

Channel Aggregators
Rithum

Integration Partners
Cymbio

Zero Integration
Vendor Portal
Order Placement Bot
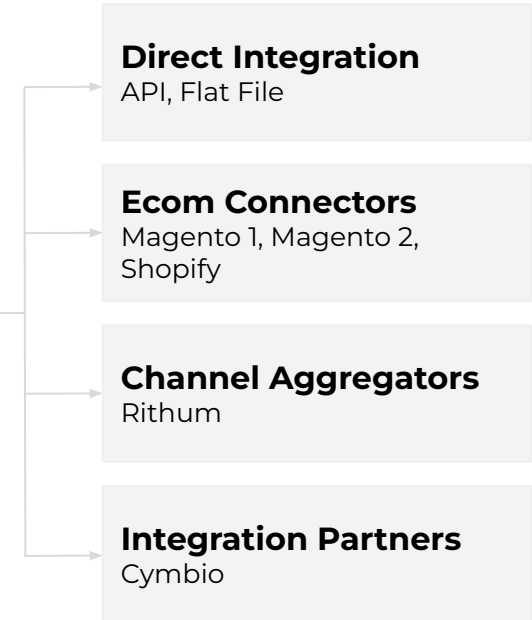
Depending on integration method, onboarding can take 2 - 6 weeks to complete.

Data Requirements

Products vs Offers

To sell on the ShopSimon™ marketplace, it is essential to know what differentiates an offer from a product.

What Are Products?

A product contains the details of the item being sold.

All products are made up of the below criteria:
- Product Name
- Images
- Description
- Product ID / EAN / UPC / ISBN
- Size / Color
- Retailer SKU

Mapping your catalog data using the Product Configuration Wizard is the first step of importing your product data.

What Are Offers?

An offer attaches your price and inventory to an available product.

All offers are made up of the below criteria:
- Condition (new, used, etc)
- Price
- Available Inventory
- Discount Price
- Retailer SKU

After the mapping is complete, and your products are approved by ShopSimon™ team, you will then upload your offers.

Data Requirements

Preparing your 'product' data prior to starting integration is a fundamental step to listing successfully on the ShopSimon™ Marketplace. See below for a list of required 'product' attributes.

Field Name	Description
Category	Category value with gender as part of the categorization - Ex. Mens Polos, Womens Rings
Sku	Retailer product sku identifier. It must be a unique value.
Title	Title for the product. Will be viewable on the PDP & PLP. _Title should not include SKU, Color, or Size._
Description	Detailed description for the product. HTML format is strongly recommended.
Variant ID	Parent product code used to group skus together. Please use same code on all skus you want to appear on same PDP.
Designer	This is the designer/brand of the product.
Image Link 1-4	Valid URL which links to a product image. At least 800 x 800 pixels to enable zoom. 2 images are required. Max = 4000x4000
MSRP	Compare at price, will be slashed out on ShopSimon™ site.
Weight	Weight of shipped product in lbs. Will be used to help estimate return shipping charges. Round to 1 decimal.
Normalized Color	The color closest to 'Designer Color' from standard color list.
Size	A size value is required for most products. Each category will have a specific size attribute along with specific values
Designer Color	Designer color description for the particular sku. This will be a variant value displayed on the PDP.
Final Sale	Use this field to identify whether the product can be returned. If final sale = true, if returnable = false.

Notes:
- Click here to download a product file template.
- The file will be in .xls format.
- A header row with the column names ("Field Name") listed is required in the file. Column names are case-sensitive.
- Titles and variant groupings cannot be modified once published. Product data must be deleted and reimported to update.
- Size guides will be requested during onboarding to enhance our customer experience.
- Click here for a list of 'Restricted Products.'

Click here for additional information

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Data Requirements

'Product' Template

ShopSimon™ Category

The Variant ID field is used to group child skus together. Use the same value to group skus together

MSRP is used as a compare at price. This value is what the discount % shown on site is calculated from.

Category	SKU	Title	Description	Variant ID	Designer	Image Link 1	Image Link 2	MSRP	Weight	Designer Color	Normalized Color	Mens Clothing Bottoms Size
category	sku	title	description	variantId	designer	image-link-1	image-link-2	msrp	weight	color	normalized-color	mens-clothing-bottoms-size
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_M	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	Medium
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_L	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	Large
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_XL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	XLarge
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_XXL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	XXLarge
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_M	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	Medium
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_L	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	Large
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_XL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	XLarge
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_XXL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	XXLarge

HTML format is strongly recommended, particularly if you are using bullet points. Please include fabric content in your description wherever possible.

Designer color will be displayed on the PDP and is used as a checkout variant for color.

Data Requirements

Preparing your 'offer' data prior to starting integration is a fundamental step to listing successfully on the ShopSimon™ Marketplace. See below for a list of required (and highly recommended) offer attributes for offers.

Field Name	Description
Offer Sku	Retailer product sku identifier. It must be a unique value.
Product ID	Retailer product sku identifier. The sku value is repeated in this field.
Product ID Type	Code that must be set to "SHOP_SKU" for all offers.
Offer Price	Actual retail price for the sku, what the customer will pay. Must not include shipping or tax charges.
Offer Quantity	Available quantity for the sku.
Offer State	State of the product - "New"
Discount Price	Short-term promotional price, must be lower than 'offer price' field.
Discount Start Date	Start date of short term promotion, tied to 'discount price' field.
Discount End Date	End date of short term promotion, tied to 'discount price' field.

Notes:
- Click here to download an offer file template.
- The file will be in .csv format.
- A header row with the column names ("Field Name") listed is required in the file. Column names are case-sensitive.

Data Requirements

'Offer' Template

'Offer Sku' and 'Product ID' will always be the same value

The 'Offer Price' must be lower than the MSRP. The Offer Price is your everyday sale price and is what the ShopSimon™ customer will pay on site.

Offer SKU sku	Product ID product-id	Product ID Type product-id-type	Offer Price price	Offer Quantity quantity	Offer State state
SS371_BLK_M	SS371_BLK_M	SHOP_SKU	$29.00	32	New
SS371_BLK_L	SS371_BLK_L	SHOP_SKU	$29.00	22	New
SS371_BLK_XL	SS371_BLK_XL	SHOP_SKU	$29.00	5	New
SS371_BLK_XXL	SS371_BLK_XXL	SHOP_SKU	$29.00	14	New
SS371_BLU_M	SS371_BLU_M	SHOP_SKU	$29.00	6	New
SS371_BLU_L	SS371_BLU_L	SHOP_SKU	$29.00	4	New
SS371_BLU_XL	SS371_BLU_XL	SHOP_SKU	$29.00	2	New
SS371_BLU_XXL	SS371_BLU_XXL	SHOP_SKU	$29.00	6	New

Product ID Type always equals SHOP_SKU

ShopSimon™ Portal

Retailers will have their own designated portal that will serve as a home base for product data, orders, and other business functions. Integration method will also determine how much work retailers do in the portal on a day to day basis.

Common tasks managed in the portal:

- Add/update product listings
- Download data template files
- Import error analysis
- Add/update inventory
- Order fulfillment
- Partial shipments
- Order cancellations
- Refund processing
- Managing CS escalations
- Monthly statements
- Financial reconciliation
- Add/manage user roles
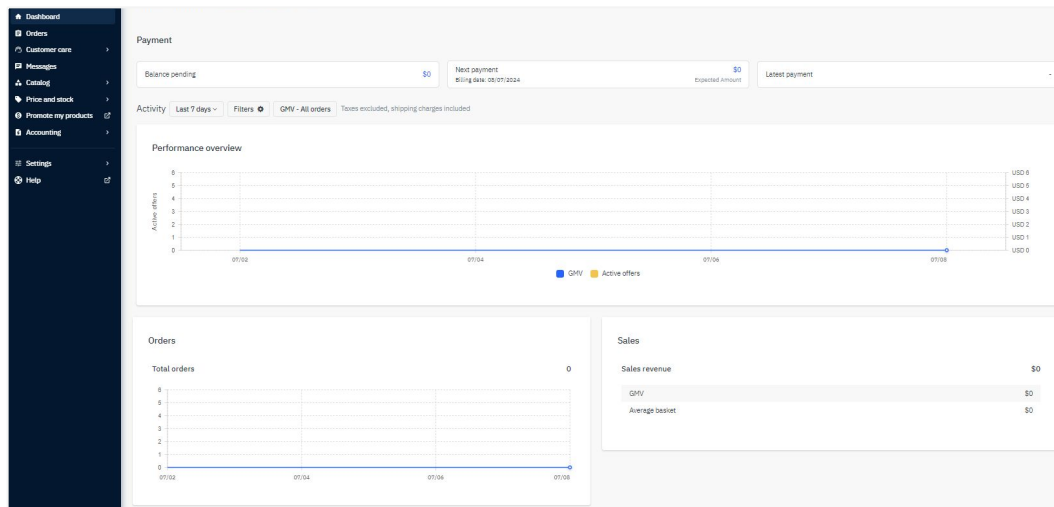
During onboarding a registration link will be sent to your team. Please have the following information ready to complete the registration process: business address and key contacts, US Tax ID, W9, banking information, return address, and contact information for customer service and fulfillment.

Click here for additional information

Order Management

When an order has been placed on ShopSimon™, retailers will receive an order notification letting them know an order is pending and needs shipped. Retailers can also monitor order activity directly in the ShopSimon™ portal: Orders > All Orders.

All orders are expected to ship within 2 days following order placement. **Retailers are responsible for all aspects of each order including shipping costs.** ShopSimon™ only considers an order fulfilled once the order is shipped with a valid tracking number. This tracking number must be uploaded to the order at the time of shipment.

FULFILLMENT & SHIPPING
- Retailers are responsible for all aspects of each customer order.
- Retailers will need to offer free standard ground shipping for customers in the continental United States.
- Orders that have not shipped by the 7 day mark are subject to cancellation.
- Shopify & Magento Brands - Using the connector, retailers are able to manage all orders directly in your ecom store.
- **Expedited shipping is available for all retailers.** Please let your onboarding specialist know you would like to activate this option for your store.

PACKAGING
- ShopSimon™ does not require special packaging or packing slips. Retailers may use their standard packing slips, download a packing slip from the ShopSimon™ portal, or choose not to include one. **If a packing slip is included, it must not contain any return information, especially a return label.**

RETAILER ORDER NUMBER
- Retailers may provide ShopSimon™ their internal order number. This will be featured on return labels and reconciliation reports.

Click here for additional information

Customer Service

ShopSimon™ will provide first contact support for all general customer service inquiries. If escalation is needed, we will send directly to retailer. It is expected that retailers will handle these customer direct inquiries in a timely manner and to the same standards it does its own customer service.

CUSTOMER PORTAL
- ShopSimon™ customers will have access to a self-service knowledge base that will provide necessary information to resolve order related issues and have the ability to print return labels on eligible items.

COMMUNICATION PLAN
- The ShopSimon™ customer service team will utilize the portal messaging tool to communicate order related issues/questions. **Please make sure there is a plan in place to respond to these inquiries in a timely manner.**

REFUNDS & RETURNS
- Returnable items can be returned within 30 days of receipt of shipment.
- **It is the retailer's responsibility to designate final sale products**.
- ShopSimon™ will provide the customer with a prepaid return label and packing slip.
- An email will be sent to retailer when a return is in progress. This will contain an Excel file listing all open returns.
- Retailers will process adjustments for orders that are cancelled and returned.

BACKORDERS & EXCHANGES
- **Back-orders and exchanges are not currently offered on ShopSimon™.**

Marketing & Promotions
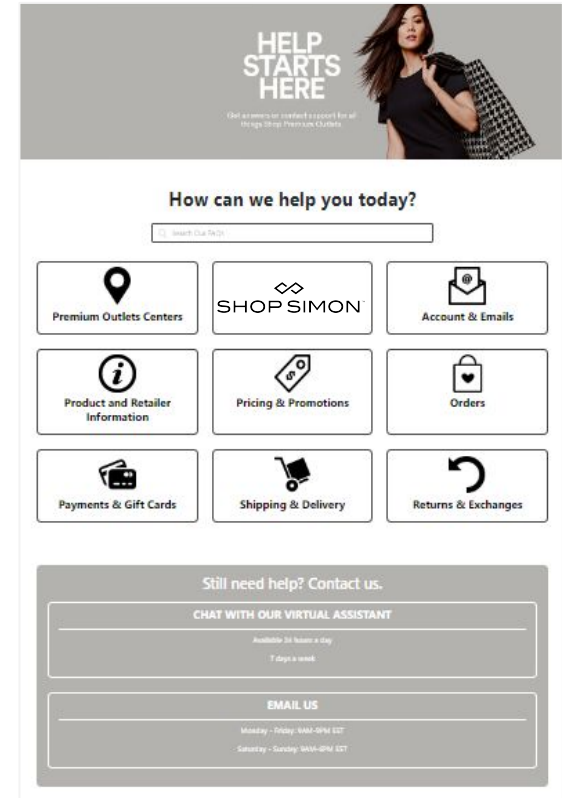
DEDICATED RETAILER STOREFRONT
- Each retailer will receive a dedicated storefront with logo and brand Imagery - minimum style count is required.
- Click here for a list of required creative assets we will collect during onboarding.

COLLABORATION
- Share your marketing strategies and key business drivers to help maximize sales.
- **A dedicated brand merchant will be assigned to your account** and will work with your team to identify opportunities to feature your products and promotions.

PROMOTIONS
- Once your storefront is live you will be able to create promotions directly in your ShopSimon™ portal.
- Work with your dedicated brand merchant to establish communication cadence and process based on your promotional strategy.

SOCIAL MEDIA
- Additional marketing opportunities on the following social channels:
  - LinkedIn
  - Instagram
  - Facebook
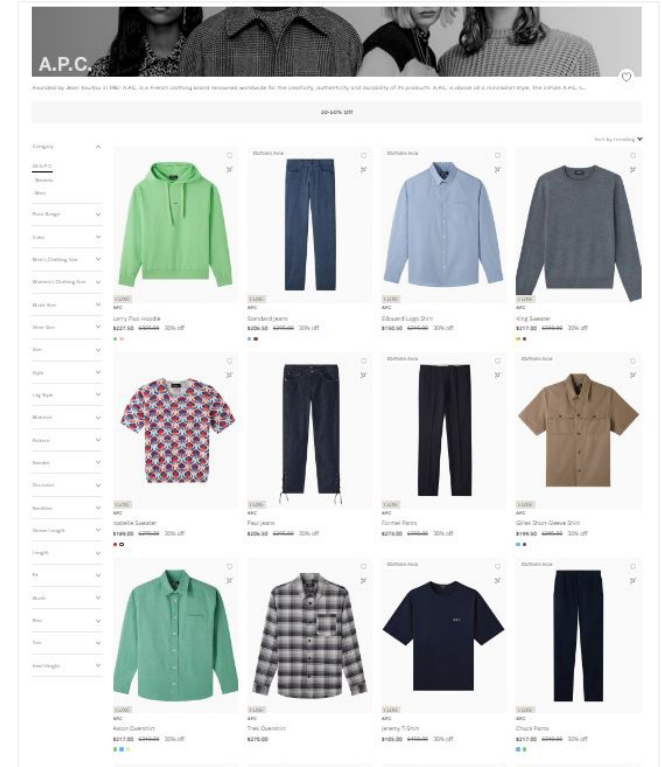
Payment Process

VERIFICATION PROCESS
- During onboarding we require a bank verification letter to validate account information. We will also need a copy of your W9.

FEES/COMMISSION
- **There are no setup, subscription or monthly fees.** ShopSimon™ deducts a commission fee for all shipped orders on our site.

MONTHLY STATEMENTS
- **ShopSimon™ will issue a monthly statement on the 7th day of each month for all shipped orders** from the previous month's activity. ShopSimon™ will then issue payment based on net sales less commissions, appeasements, returns, refunds, return shipping, and service-related chargebacks. Additional resources are available in the portal for financial reconciliation review.
  Click here to view your monthly statements

TAXES
- Sales tax is calculated, collected, and remitted by ShopSimon™ for all transactions made through the platform on your behalf. **Retailers do not need to file anything with the tax authorities or remit any funds to them.** It is the retailer's responsibility to provide ShopSimon™ the correct information regarding its products so we can correctly determine the taxability and appropriate sales tax rate for the sale of products on the platform.

Sample Monthly Statement

Description	Qty	Amount excl. taxes	Tax	Tax amount
Commissions of completed orders from 07/29/2020 to 09/15/2020	1	USD 1,628.25	Tax 0.00 %	USD 0.00
		Total excl. taxes		USD 1,628.25
		Tax 0.00 %		USD 0.00
		Total incl. taxes		USD 1,628.25

Summary of transactions	Excl. taxes	Taxes	Incl. taxes	Total
Payable orders [1]	USD 10,682.02	USD 777.91	USD 11,459.93	USD 11,459.93
Taxes remitted by operator		USD -777.91	USD -777.91	USD -777.91
Commission on orders [1]	USD -2,136.45	USD 0.00	USD -2,136.45	USD -2,136.45
Refunded orders [1] [2]	USD -2,540.99	USD -158.81	USD -2,699.80	USD -2,699.80
Refunded taxes remitted by operator [2]		USD 158.81	USD 158.81	USD 158.81
Commission on refunded orders [1] [2]	USD 508.20	USD 0.00	USD 508.20	USD 508.20
			Total	USD 6,512.78

Amount to be transferred (BAN: 706305679, ABA: 071000013)	USD 6,512.78

[1] Includes shipping charges if applicable
[2] Includes orders for the previous period and the current period

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.

🔍 Search

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

SHOP SIMON™

Thank you for your partnership!

Please contact the SHOP SIMON™
Operations team for additional support.

sellersupport@shopsimon.com