

vendio

**Vendio Handmade Merchant's Guide**

**Create Items**

**Sell on eBay Manual**

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# Create Items Overview

The Vendio Platform Create Items page is a listing tool that allows a merchant to sell on multiple-marketplaces without having to create a listing for each marketplace. Reusable information is stored in “profiles” which are applied when creating items. Merchants select the marketplaces, inventory and variations options to determine which areas of Create Items are displayed, and advanced fields for each area are available by clicking “more” vs. having to skip over fields that do not pertain to your item.

Shared inventory across markets ensures accuracy and the flexibility of inventory control allows a merchant to determine how inventory will be handled on an item basis.

## Create Items Concepts

**Marketplace Selection** – Select ALL the marketplaces where you will be selling your items. When you select the marketplace, it will be added to your created items and you will be asked to select the main category for each marketplace selected.

**Inventory & Variations** - The inventory options displayed in Create Items have two modes. Inventory is the default and will display the inventory fields (optional) that you can use to track normal inventory. When selecting Variations, the section name changes to Inventory & Variations and will contain fields used for item variations.

**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.

**Inherited Fields** - When you enter “core” information about your product that can be used in multiple marketplaces, it will be populated into the various marketplaces. For example, when you add a title, it will be populated into eBay, Amazon and Etsy.

**More Options** - Required fields and the most typically used items are visible as you move through the create items fields and additional optional fields are available when you select “Advanced” or “More” options.

**Inventory Control** - Inventory control and handling can be determined on an item basis and is not confined to a global setting.

# Marketplaces Tab

The marketplace tab is where you begin to build your listing by selecting your marketplace and inventory options.

The screenshot shows the 'Marketplaces' tab interface. On the left is a sidebar with 'Product Information' (expanded), 'Marketplaces', 'Item Info', and 'Inventory'. The main content area has three sections: 'Product Identifiers' with input fields for UPC, ISBN, and ASIN, a 'Catalog Match' button, and a note about using the catalog match; 'Inventory' with a checked checkbox and a note about adding items to inventory, and an unchecked checkbox for variations; and 'Channels' with instructions on selecting channels and categories, and checkboxes for eBay, Amazon, and Etsy.

## Product Identifiers

The Product Identifiers fields are used for catalog information (pre-fill) for Amazon, eBay, and Etsy marketplaces.

This close-up shows the 'Product Identifiers' section. It includes input fields for UPC, ISBN, ASIN, EAN, JAN, and GTIN. A 'Catalog Match' button is present, along with a note: 'If your item is in our catalog, you could save a lot of work. Note: Use the Catalog Match to find products in the Amazon catalog that match your items. This is the simplest and recommended method to get your items listed on Amazon.' There is also a '...less' link below the ASIN field.

Associate your item to marketplace catalogs and use the data to simplify the listing process. Using the catalog searches offered by Amazon and eBay you can:

1. Attach your item to the catalogs on eBay and Amazon to ensure buyers find your item.
2. Use the catalog information to pre-fill fields on the create items form.

What fields will be prefilled:

**For Amazon:**

Product Identifier, Title, Price, Brand, Manufacturer, Manufacturer Part Number

**For eBay:**

Product Identifier, Title, Price, Brand, Manufacturer, Manufacturer Part Number

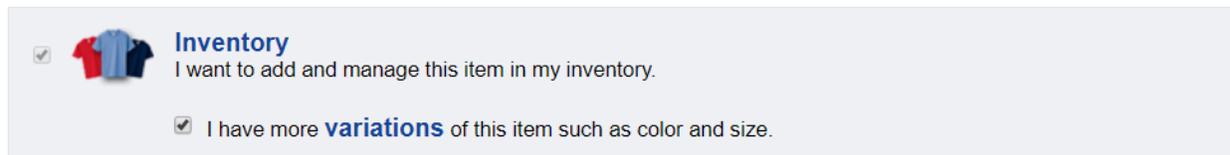
**For Etsy:**

Title, Price

For both eBay and Amazon the description and images will be present when the items are launched or made visible.

## Variations

Variations are an optional selection. Select Variations if you will be using variations in your listing such as sizes or colors.



The screenshot shows a light gray rectangular box containing two checked options. The first option is 'Inventory', accompanied by a small icon of a red and blue t-shirt. Below it is the text 'I want to add and manage this item in my inventory.' The second option is 'Variations', with the text 'I have more variations of this item such as color and size.'

When variations are not checked the default view will display Inventory only, while checking variations will change the display to Inventory & Variations.

## Sell on eBay

When you select to sell on the eBay market, your category tree will be displayed and you can select your main category.

### Channels

For **new** items, click checkboxes below to select your channel(s) and choose your categories. Once checked, a tab will appear at left to **enter or edit** channel info.

- Once channel info is entered and saved, **new listings** can be generated from channel info or the [My Items](#) page.
- To **end active listings**, use the [My Listings](#) page (located under the Channels tab).

ebay     amazon     Etsy

US     Motors

eBay Product Categories > Art > Art Posters

Ebay Category   Previously Used

Antiques ->	Art Drawings	
<b>Art -&gt;</b>	Art NFTs	
Baby ->	Art Photographs	
Books & Magazines ->	<b>Art Posters</b>	<b>Art Posters</b>
Business & Industrial ->	Art Prints	<input type="button" value="Select"/>
Cameras & Photo ->	Art Sculptures	
Cell Phones & Accessories ->	Folk Art & Indigenous Art	
Clothing, Shoes & Accessories ->	Mixed Media Art & Collage Art	
Coins & Paper Money ->	Other Art	

The main category will determine which variations are visible when you are using variations. The eBay second category and eBay store categories can be chosen under the “Sell on eBay” tab that will be visible when you select to sell on eBay.

If you have previously created listings, you can select a category you have recently used by using the “previously used” drop-down menu.

## Sell on Amazon

When you select to sell on the Amazon Market, the Amazon Info section will appear in your navigation.

**Channels**

For **new** items, click checkboxes below to select your channel(s) and choose your categories. Once checked, a tab will appear at left to **enter or edit** channel info.

- Once channel info is entered and saved, **new listings** can be generated from channel info or the [My Items](#) page.
- To **end active listings**, use the [My Listings](#) page (located under the Channels tab).

ebay     amazon     Etsy

US     Handmade

If you are selling on Amazon Handmade, then check the box for "Handmade". After creating the item you can launch to Amazon Handmade from the "My Vendio Handmade" section of your account.

**Channels**

For **new** items, click checkboxes below to select your channel(s) and choose your categories. Once checked, a tab will appear at left to **enter or edit** channel info.

- Once channel info is entered and saved, **new listings** can be generated from channel info or the [My Items](#) page.
- To **end active listings**, use the [My Listings](#) page (located under the Channels tab).

ebay     amazon     Etsy

US     Handmade

Option to create/edit the Amazon Handmade product becomes available after saving the item in Vendio

## Sell on Etsy

When you select to sell on the Etsy Market, your category tree will be displayed and you can select your Etsy category. Upon selecting to sell on Etsy, the Etsy Info section will appear in your navigation.

### Channels

For **new** items, click checkboxes below to select your channel(s) and choose your categories. Once checked, a tab will appear at left to **enter or edit** channel info.

- Once channel info is entered and saved, **new listings** can be generated from channel info or the [My Items](#) page.
- To **end active listings**, use the [My Listings](#) page (located under the Channels tab).



Etsy Product Category > Art & Collectibles > Drawing & Illustration > Pen & Ink

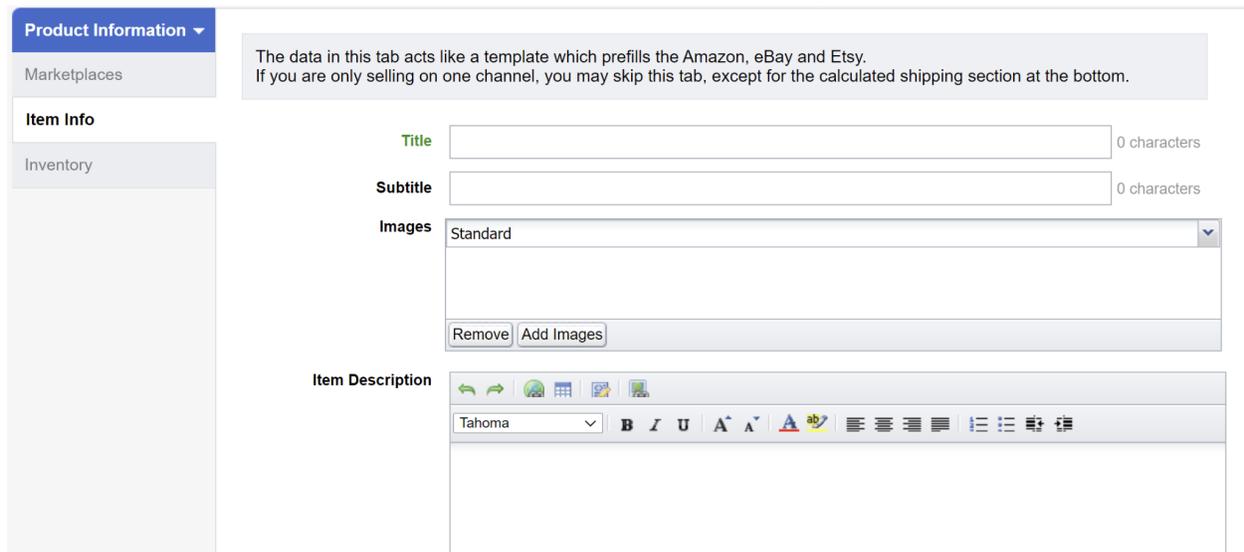
Artist Trading Cards	Architectural Drawings	<b>Pen &amp; Ink</b> <b>Select</b>
Collectibles ->	Charcoal	
Dolls & Miniatures ->	Digital	
<b>Drawing &amp; Illustration -&gt;</b>	Marker	
Fiber Arts ->	Pastel	
Fine Art Ceramics	<b>Pen &amp; Ink</b>	
Glass Art ->	Pencil ->	
Mixed Media & Collage ->		
Painting ->		

### **Selling Tip:**

eBay, Amazon and Etsy require a “token” or authorization for Vendio to perform actions on your behalf. To update your eBay, Amazon, and Etsy information, please click on your username at the top right of the page, select Preferences, and then select "Channels" from the drop-down box at the top of the page.

# Item Info Tab

The Item Info tab is essentially the “core” item information, most of which will be populated into the market info sections. For instance, the title entered in Item Info will be populated into your eBay, Amazon and Etsy Info sections. In each section where the information is populated from your core item info, there will be a “chain link” icon. Clicking on the “chain link” icon in these sections will allow you to edit on a marketplace level.



## Title & Subtitle

The Title field is a mandatory field which will be populated into your eBay, Amazon or Etsy section. In each market (eBay, Amazon and Etsy) where the information is populated from item info, there will be a “chain link” icon. Clicking on the “chain link” icon in these sections will allow you to edit on a marketplace level.

**Title**  0 characters

**Subtitle**  0 characters

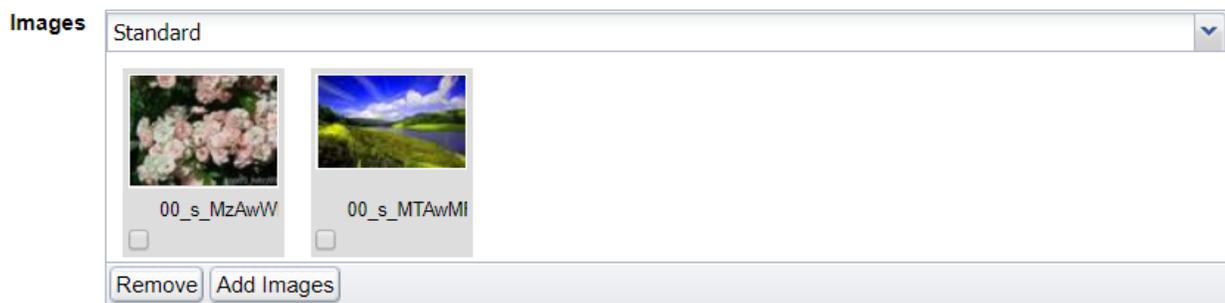
You may need to adjust the title according to marketplace restrictions. For example, eBay has a 55 character limit for titles, so if the title in Item Info is longer than this you will need to adjust it for eBay.

**Important Note:**

eBay charges a fee for the use of Subtitle and Vendio will not automatically populate your subtitle into the eBay Info section.

## Images

Add images to your items by selecting Standard or ZoomStream Images from the drop down menu and clicking “Add Image”.

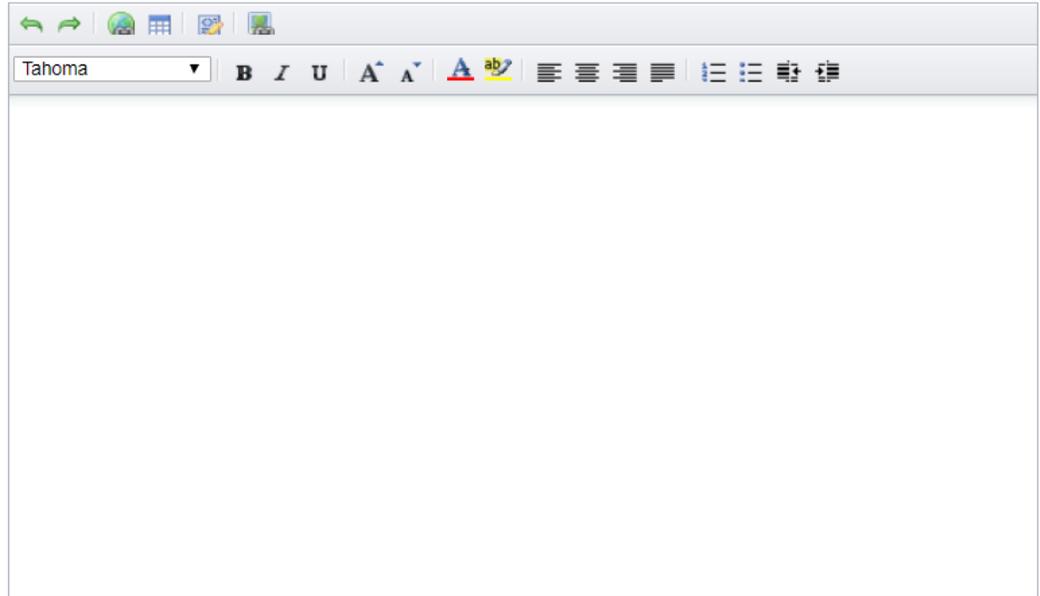


Select the images to add by clicking on them (you can use shift+click or ctrl+click to highlight multiple images) and clicking the “Attach Selected” button. You can also upload images by selecting “Upload Images” if your image has not yet been uploaded. The images will then be displayed in the Item Info section. To remove an image from the Item Info section, select the image by clicking on it, and click the “Remove Image” button.

## 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.

#### Item Description



You can view the editor options by mousing over them and viewing the tooltip display.

#### **Best Practice:**

Enter only your product information in item description. If you need to add additional text that is specific to a marketplace, you should do so by editing your description in that section.

## Price

Use the Price field to enter a fixed price amount for your item which will be populated into your eBay, Amazon, and Etsy Info sections.

**Price**

In each section (eBay, Amazon, and Etsy) where the information is populated from Item Info, there will be a “chain link” icon. Clicking on the “chain link” icon in these sections will allow you to edit on a marketplace level. The price for variations will be editable from the variations grid in your Inventory & Variations tab.

## Condition & Condition Notes

The Item Info condition and condition notes are optional fields.

**Condition**  

**Condition Notes**

## Profiles

**Shipping**         **Tax**   

**Payment**         **Policies**   

## Shipping Profiles

Shipping Profiles include your domestic and international shipping and handling for all your selling markets.

You can use Shipping Profiles to define the shipping methods, carriers that you offer, as well as setting your international and domestic options for all markets.

Profiles greatly expedite the create item process by allowing you to:

- Avoid having to enter repetitive information
- Name and save any number of profiles for future use
- Easily apply saved information while creating items

### Profile Name

The profile name will appear in the drop-down menu when you use “Create Items”. It is important to create descriptive profile names so you can easily identify them in the list. 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.

## 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.

## Handling Time

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

## eBay-Specific Settings

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.

**Shipping Profile**

Profile Name

Ship-From Location

Country: United States

State: Sele...

ZIP Code:

Handling Time: 3 business days  ?

— eBay-Specific Settings

Domestic Shipping: Select a value

## Domestic Shipping

Calculated Costs 

Carrier	Method	Shipping cost
USPS 	First-Class Mail® 	Calculated <input type="checkbox"/> Free 
USPS 	First-Class Mail® 	Calculated 

[Add New Shipping Carrier](#)

Handling cost

## International Shipping

Fixed Costs 

**NOTE:** Your eBay global excluded shipping locations ALWAYS apply.  
(When listing to eBay, eBay will prevent buyers in your excluded countries from buying your items irrespective of your Vendio shipping settings)

### International carriers

Use eBay's Global Shipping Program for eligible listings and countries. **Note:** Global Shipping cannot be enabled on your listings until the feature is enabled in your eBay account. [Read more](#) about eBay Global Shipping Program.

Destination	Carrier	Method	Shipping cost	Each additional
Worldwide 	USPS 	First-Clas... 	<input type="text"/>	<input type="text"/> 

[Add New Shipping Carrier](#)

### eBay-Specific Combined Shipping Discounts

eBay Account	Domestic Profile	International Profile
Select an account 	Select a profile 	Select a profile  

[Add New Shipping Discount](#)

### Shipping rate tables

eBay Account	Apply Domestic Shipping Rate Table 
Select an account 	Select an option  

[Add New Shipping Rate](#)

## **eBay Carriers**

The eBay view of the shipping carriers section displays the shipping carriers that will be offered in your eBay listings. Currently, eBay allows only four shipping carriers for domestic shipping and five carriers for international shipping. 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.

## **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.

## **eBay-Specific Combined Shipping Discounts**

With this setup you can associate your combined shipping discounts profile you have previously defined on eBay with the products you want to launch from Vendio to eBay. Before using this option you must first define the discounts at eBay. Select the eBay account from the eBay Account menu then choose the corresponding Domestic profile and/or International profile from the drop-down menu.

## **Shipping Rate Tables**

Choose your eBay account with the domestic shipping rate tables to apply for your listings. Before using this option you must first define the custom rate tables at eBay.

## **UPS Settings**

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.

### *UPS 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 Settings**

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.

#### *FedEx 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.

## **Amazon-Specific Settings**

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.

— Amazon-Specific Settings  

---

Amazon Maximum Aggregate Shipping Quantity

Amazon Shipping Overrides

Override 1 
Method & Locale <input type="text" value="Select a type"/> <input type="text" value="Select a locale"/>
<input type="radio"/> Don't offer this shipping option
<input checked="" type="radio"/> Change rate for this shipping option
Ship Amount: <input type="text"/>
<input type="radio"/> Add to current amount
<input checked="" type="radio"/> Replace current amount

[Add 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.

## Payment Profiles

Payment Profiles include your payment methods and policies for selling on eBay. You can use payment profiles to define the payment methods you offer, as well as your payment policies for eBay.

Profiles greatly expedite the create item process by allowing you to:

- Avoid having to enter repetitive information
- Name and save any number of profiles for future use
- Easily apply saved information while creating items

### **Profile Name**

You will find the Payment profile names displayed in the drop-down menu at the top of the Payment Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the menu.

### **eBay-Specific Settings**

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-Specific Payment Types*

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.

## Payment Profile

Profile Name

eBay-Specific Settings

[Review eBay's Accepted Payments Policy](#) to determine which payment options are allowed.

**Note:** Offline payment methods (Visa, Mastercard, American Express, Discover) are not supported for eBay Motors vehicle listings.

Type	Additional Info	Instructions to Buyer (optional)
<input type="text" value="Select a method"/>	N/A	<input type="text"/> 

[Add new payment type](#)

Additional Checkout Instructions displayed on eBay

Require Immediate Payment

Require immediate payment on [qualified listings](#)

To add payment methods 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”.

## Tax Profiles

Tax Profiles include your tax information for eBay.

Tax profiles allow you to set one profile and save it as a default so that you will not need to open and edit tax for any future listings. In addition, if you charge tax for multiple locations, you can create a profile for each location and select the appropriate tax profile as you are listing your item – with no need to open the tax section.

### 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.

## eBay-Specific Tax Settings

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.

### 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 the table already on eBay by checking the "Use the tax table already defined in my eBay account" option.

#### Tax Profile

---

Create or edit a tax profile to specify how you charge taxes and have it automatically applied when creating items.

Profile Name

eBay Specific Tax Settings

Use the tax table already defined in my eBay account

Charge sales tax according to this:

State/Province

Alabama



Rate

Include shipping & handling when calculating tax

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.

## Policies Profiles

Policies Profiles include your return policy for selling on eBay

Policy profiles allow you to set one profile and save it as a default so that you will not need to open and edit it for any future listings. In addition, if you use different return policies for a product line, you can create a profile for each product line and select the appropriate policy profile as you are listing your item – with no need to open the Policy section.

### Profile Name

The profile name will be displayed in the drop-down menu in the Policy Profile section when you use Create Items. It is important to create descriptive profile names so you can easily identify them in the list.

## eBay Return Policy

You also have the option of creating a market 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.

## Use Calculated Shipping

When using weight based or calculated shipping, entering the Item Weight, Shipping Weight, Dimensions and Package size into Item Info ensures that your calculated shipping is available for all markets and you will not need to open your shipping profile when items have different weights.

[Use Calculated Shipping? Add size, weight, and package details](#) 

These fields are required if you offer calculated shipping for this item. Otherwise they're optional, but we recommend filling them in if you ever intend to offer calculated shipping in the future.

<b>Item Weight</b>	<input type="text"/>	lbs.	<input type="text"/>	oz.		
<b>Shipping Weight</b>	<input type="text"/>	lbs.	<input type="text"/>	oz.		
<b>Dimensions</b>	<input type="text"/>	x	<input type="text"/>	x	<input type="text"/>	inches
<b>Package Size</b>	<input type="text" value="Not Specified"/>					
	<input type="checkbox"/> Irregular Shape					

## Inventory Tab

(If using Variations, please see the next section: **Inventory & Variations**)

The Inventory tab contains the core information about your item. If you do not wish to track inventory, you can bypass this tab. The only mandatory fields when using inventory are:

- SKU (SKUs are automatically generated, but you can change them if you use your own system).
- Total Inventory Quantity
- Item Allocation Strategy

Product Information ▾

Marketplaces

Item Info

Inventory



SKU  12 characters ?

Total Inventory Quantity  ?

Quantity Available for Sale 1 ?

Item Allocation Strategy  ?  
The launch quantities for eBay/Amazon (FBM) listings are independently specified by the seller and reserved from total quantity. Your Vendio Store gets the remaining available quantity. Sales and new listing launches for the item stop when reserved or available quantities reach 0 or cannot fulfill the specified launch quantity.

Cost to Seller \$  ?

My Items Folder None ✎ [Change this](#)

Inventory Notes

Bin/Warehouse Location

[Advanced...](#)

## 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.

## Total Inventory Quantity

Total Inventory Quantity represents the total amount of the item that you have on hand, including any that are sitting idle, are currently listed on a channel, or are reserved for open orders that need to be shipped. You set this initial value and can adjust it later as needed.

## Quantity Available for Sale

### **(info only data, non editable)**

The quantity available for sale is the amount of items that you have on hand, less any open orders that need to be shipped, and less any quantities that are listed on a channel using the

committed or unlimited listing strategy. This is a calculated value that only the Vendio system updates.

## Item Allocation Strategy

This option allows you to decide how you want to allocate your item quantity when selling on multiple channels. There are three different strategies: committed, shared and unlimited

### *COMMITTED*

This is a conservative selling strategy with a low risk of overselling. Quantities are committed by the seller to each specific channel and item, and that selling stops when an item's quantity reaches zero.

- a. The item quantity for eBay Fixed Price/Amazon (Fulfilled by Merchant)/Etsy listings is specified by the seller. Whether or not these listings are launched/published, these amounts are committed and reserved for each channel's listing.
- b. Vendio does **not** automatically update live listings on marketplaces to reflect the current available quantity.
- c. Live eBay/Amazon/Etsy listings **end** when their duration is over or when their individually specified quantity reaches zero.
- d. New listing launches are **stopped** when available quantity is less than the quantity specified for a listing.

For example, if you are listing an item with a quantity of one (1) to eBay, one (1) to Amazon, and one (1) to Etsy, you must have an available quantity of four (3).

### *SHARED*

This is a moderate selling strategy with a medium risk of overselling. Quantities are to be shared between eBay, Amazon, and Etsy.

- a. The item quantity for one (1) eBay Fixed Price listing, one (1) Amazon (Fulfilled by Merchant) listing, and one (1) Etsy listing is equal to the available quantity, is **not** specified, and is shared between the marketplaces.
- b. Live eBay/Amazon/Etsy listings **end** when their duration is over or when their quantity reaches zero.
- c. New listing launches are **stopped** when available quantity reaches zero.

For example, if you are listing a quantity of one (1) to eBay, one (1) to Amazon, and one (1) to Etsy, you must have an available quantity of one (1). When that

item sells on any of the four marketplaces, **Vendio will automatically remove it for you from the other four marketplaces.**

Please note: When using the Shared strategy, only a single eBay Fixed Price listing will be allowed regardless of any account settings that allow duplicate listings or listings you have scheduled to launch automatically.

### *UNLIMITED*

This is an aggressive selling strategy with a high risk of overselling. With this strategy, selling can continue even when Available Quantity goes below zero.

- a. The item quantity for eBay Fixed Price, Amazon (Fulfilled by Merchant) and Etsy listings is specified. These amounts are allocated for each channel's listings, and are not shared, but can be greater than the available quantity. This has the potential to cause the available quantity to become negative.
- b. Vendio does **not** automatically update live listings on marketplaces to reflect the current available quantity.
- c. Items **do not stop** selling on your Amazon (Fulfilled by Merchant) or Etsy when available quantity reaches zero.
- d. Live eBay listings **end** when their duration is over or when their individually specified quantity reaches zero.
- e. New listing launches are **not stopped** even after available quantity reaches zero, so inventory quantities can become negative (representing an oversold or backlog situation).

For example, if you are listing a quantity of one (1) to eBay, one (1) to Amazon, and one (1) to Etsy, available quantity can be zero or even negative. When an item sells on any of the four marketplaces, **Vendio will not remove it for you from the other three marketplaces.**

## Cost to Seller

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

## My Items 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.

## Inventory Notes

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

## Bin/Warehouse Location

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

## Advanced Inventory Options

Additional optional fields are available when you select "Advanced Inventory" options.

Labels   

- Willie McCovey
- Baseball
- San Francisco Giants
- Baseball
- San Francisco Giants
- Packers
- L\_1
- testLabelinRow1
- testLabelinRow2

Website

Year Made

Where Made

Manufacturer

Brand

Manufacturer Part Number

### 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.

**Manufacturer Part Number**

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

**Custom Fields**

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

## Inventory & Variations Tab

The Inventory & Variations tab contains the core information about your item. Any inventory & variations created can be used to create listings for eBay. The variations created in the Inventory & Variations tab will be populated into your selected markets (eBay or Etsy), and you can set which variations will be displayed on your markets, as well as pricing and the quantity that will be available on the marketplaces.

**Product Information** ▾

Marketplaces

Item Info

**Inventory & Variations**

**SKU** V89C-2QE-YAO 12 characters ?

**Variations**

Identifier: UPC ▾ Predefined attribute sets... ▾  Save set as...

<input type="checkbox"/> Image	Identifiers	Total Qty	Avail Qty	Price
 <b>Add new attribute!</b>				

**Item Allocation Strategy** Committed ?

The launch quantities for eBay/Amazon (FBM) listings are independently specified by the seller and reserved from total quantity. Your Vendio Store gets the remaining available quantity. Sales and new listing launches for the item stop when reserved or available quantities reach 0 or cannot fulfill the specified launch quantity.

**Cost to Seller** \$  ?

**My Items Folder** None  [Change this](#)

**Inventory Notes**

## 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.

## Variations

Product variations allow you to set attributes for your items, such as size and color that your buyers can select when checking out.

### Add Attribute

To get started entering variations, you'll need to create your attributes, which are then saved and available from the drop-down menu.

For example, if you wanted to offer variations for sizes, your attribute would be "Size" and the Attribute Values would be the various sizes.

Once you have set your attribute, and attribute values, select "OK" to continue.

### Generate Variation

Once you have created your attributes and attribute values, select the Generate Variations button to add your item.

**Variations** Identifier:  Predefined attribute sets...  Save set as...

<input checked="" type="checkbox"/> Image	Identifiers	Total Qty	Avail Qty	Price	Size
<input type="checkbox"/> No Image	SKU <input type="text" value="V89C-2QE-YAO_1"/> UPC <input type="text"/> MPN <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	S
<input type="checkbox"/> No Image	SKU <input type="text" value="V89C-2QE-YAO_2"/> UPC <input type="text"/> MPN <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	L
<input type="checkbox"/> No Image	SKU <input type="text" value="V89C-2QE-YAO_3"/> UPC <input type="text"/> MPN <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	L

In the image above, we have added the attribute “Size” and the attribute values of S, M and L, and selected the “Generate Variations” button.

#### Add Variations

You can add additional variations by selecting the “Add Variations” button to add additional products.

#### Add Attribute

If you wish to enter an attribute that you have not set yet (such as size XL), click on the “Add Attribute” button, select size from the drop-down menu and add any additional sizes you may want to utilize.

#### Remove attribute

To remove an attribute from the grid, click on the bin icon.

**SKU**  12 characters ?

**Variations** Identifier:  Predefined attribute sets...  Save set as...

<input type="checkbox"/> Image	Identifiers	Total Qty	Avail Qty	Price	Size
<input type="checkbox"/> No Image	SKU <input type="text" value="V89C-2QE-YAO_1"/> UPC <input type="text"/> MPN <input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	S <input type="button" value="Remove attribute from grid"/>

### Delete variations

To delete variations from your list, select the variations you wish to remove and click on the delete variations button.

**Variations**

Identifier: UPC ▾ Predefined attribute sets... ▾  Save set

<input type="checkbox"/>	Image	Identifiers	Total Qty
<input type="checkbox"/>	No Image	SKU V89C-2QE-YAO_1 UPC MPN	0
<input type="checkbox"/>	No Image	SKU V89C-2QE-YAO_2 UPC MPN	0
<input checked="" type="checkbox"/>	No Image	SKU V89C-2QE-YAO_3 UPC MPN	0



**Item Allocation Strategy**

### Save Set as:

If you frequently use an attribute such as color or size, you can save your attributes for future use using “save set as...”

For example, you have 2 sets of sizes that you will be using often and save them as “men’s sizes” and “women’s sizes”. When you are listing something that requires women’s sizes, you can select that set from the Predefined variations drop-down menu.

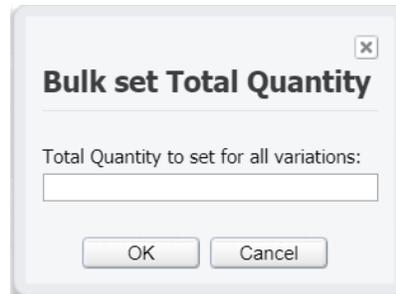
## Total Quantity

### (Total inventory quantity)

Total Inventory Quantity represents the total amount of the item that you have on hand for each variation, including any that are sitting idle, are currently listed on a channel, or are reserved for open orders that need to be shipped. You set this initial value and can adjust it later as needed.

*Update total quantity in bulk for all variations*

Click on the pen icon to set the total quantity for all variations. If some of the variations have a different quantity you can edit it in line.



## Available Quantity

### **(Quantity Available for Sale - info only data, non editable)**

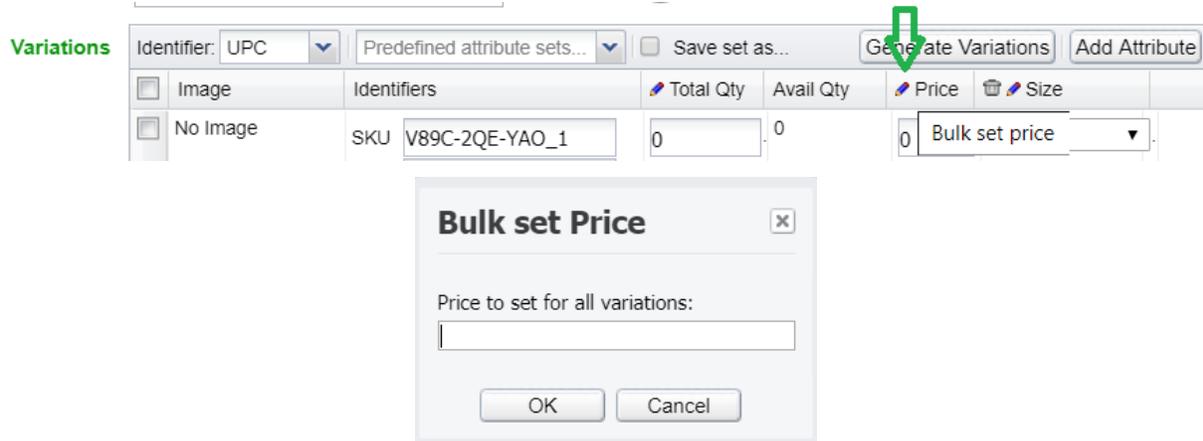
The quantity available for sale is the amount of items that you have on hand, less any open orders that need to be shipped, and less any quantities that are listed on a channel using the committed or unlimited listing strategy. This is a calculated value that only the Vendio system updates.

## Price

Use the Price field to enter a fixed price amount for your item which will be populated into your eBay, Amazon, and Etsy Info sections and can be updated in each marketplace as needed.

### *Update price in bulk for all variations*

Click on the pen icon to set the same price for all variations. If some of the variations have a different price you can edit it in line.



## Item Allocation Strategy

This option allows you to decide how you want to allocate your item quantity when selling on multiple channels. There are three different strategies: committed, shared and unlimited

### *COMMITTED*

This is a conservative selling strategy with a low risk of overselling. Quantities are committed by the seller to each specific channel and item, and that selling stops when an item's quantity reaches zero.

- e. The item quantity for eBay Fixed Price/Amazon (Fulfilled by Merchant)/Etsy listings is specified by the seller. Whether or not these listings are launched/published, these amounts are committed and reserved for each channel's listing.
- f. Vendio does **not** automatically update live listings on marketplaces to reflect the current available quantity.
- g. Live eBay/Amazon/Etsy listings **end** when their duration is over or when their individually specified quantity reaches zero.
- h. New listing launches are **stopped** when available quantity is less than the quantity specified for a listing.

For example, if you are listing an item with a quantity of one (1) to eBay, one (1) to Amazon, and one (1) to Etsy, you must have an available quantity of four (3).

### *SHARED*

This is a moderate selling strategy with a medium risk of overselling. Quantities are to be shared between eBay, Amazon, and Etsy.

- d. The item quantity for one (1) eBay Fixed Price listing, one (1) Amazon (Fulfilled by Merchant) listing, and one (1) Etsy listing is equal to the available quantity, is **not** specified, and is shared between the marketplaces.
- e. Live eBay/Amazon/Etsy listings **end** when their duration is over or when their quantity reaches zero.
- f. New listing launches are **stopped** when available quantity reaches zero.

For example, if you are listing a quantity of one (1) to eBay, one (1) to Amazon, and one (1) to Etsy, you must have an available quantity of one (1). When that item sells on any of the four marketplaces, **Vendio will automatically remove it for you from the other four marketplaces.**

Please note: When using the Shared strategy, only a single eBay Fixed Price listing will be allowed regardless of any account settings that allow duplicate listings or listings you have scheduled to launch automatically.

#### *UNLIMITED*

This is an aggressive selling strategy with a high risk of overselling. With this strategy, selling can continue even when Available Quantity goes below zero.

- f. The item quantity for eBay Fixed Price, Amazon (Fulfilled by Merchant) and Etsy listings is specified. These amounts are allocated for each channel's listings, and are not shared, but can be greater than the available quantity.
- g. Vendio does **not** automatically update live listings on marketplaces to reflect the current available quantity.
- h. Items **do not stop** selling on your Amazon (Fulfilled by Merchant) or Etsy when available quantity reaches zero.
- i. Live eBay listings **end** when their duration is over or when their individually specified quantity reaches zero.
- j. New listing launches are **not stopped** even after available quantity reaches zero, so inventory quantities can become negative (representing an oversold or backlog situation).

For example, if you are listing a quantity of one (1) to eBay, one (1) to Amazon, and one (1) to Etsy, available quantity can be zero or even negative. When an item sells on any of the four marketplaces, **Vendio will not remove it for you from the other three marketplaces.**

## Cost to Seller

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

## My Items 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.

## Inventory Notes

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

## Bin/Warehouse Location

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

## Advanced Inventory Options

Additional optional fields are available when you select "Advanced Inventory" options.

Labels   

- Willie McCovey
- Baseball
- San Francisco Giants
- Baseball
- San Francisco Giants
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- L\_1
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Year Made

Where Made

Manufacturer

Brand

Manufacturer Part Number

**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.

**Manufacturer Part Number**

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

**Custom Fields**

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

# Sell on eBay

(If you are using variations, please scroll down to the Sell on eBay With Variations section instead.)

The “eBay Info” tab displays the fields you will need to sell on eBay.

The screenshot shows the 'eBay Info' tab in a listing form. On the left is a sidebar with a menu: Product Information (selected), Marketplaces, Item Info, Inventory, and eBay Info. The main content area contains the following fields:

- Categories:** None. [Change this](#). Note: changing the category resets the attributes - review them lower in the page.
- eBay Second Category:** None. [Change this](#) [Reset](#)
- eBay Store Category:** None. [Change this](#) [Reset](#)
- Second eBay Store Category:** None. [Change this](#) [Reset](#)
- Listing Format:** Fixed Price (dropdown menu)
- Quantity per listing:** 1 (text input)
- Fixed Price:** \$ (text input)
- Duration:** 7 days (dropdown menu)
- Title:** (text input) 0 characters
- Subtitle:** (text input) 0 characters

## Categories

The category field is where you choose the eBay category where your item will be listed. This category was previously selected in the Marketplaces tab. If you decide to change your category, click on the “Change this” link. If you change the category, be aware that any category specific attributes that you have already entered will be lost.

## eBay Second Category

Some items may benefit from being displayed in a second eBay category. To add a second eBay category (or edit one that you have already entered), click on the “Change this” link.

## eBay Store Category

If you have an eBay store, you can select the eBay store category that you would like to use with the item here. eBay store categories are created within your eBay account. If you are not seeing an eBay store category that you have already created on eBay, go to

the Vendio Channels Preferences page and click the Update Store Categories button in the eBay section.

## Second eBay Store Category

If you are putting the item into two eBay store categories then you can select the second category here.

## Listing Format

eBay listing formats are either Fixed Price or Auction. Vendio will display the correct pricing options once you have selected either Fixed Price or Auction.

## Quantity per listing

Enter the quantity for sale for your fixed price listing. If you have selected the Auction format then the quantity must be 1.

## Starting Bid

If you have selected the Auction format, then you will need to enter the starting bid for your auction here.

## Buy Now

If you have selected the Auction format, and you want to offer a “Buy It Now” price to your bidders, then you can enter that price here.

## Reserve

If you have selected the Auction format, and you want to have a reserve price, then you can enter that reserve here. A reserve price may be used on your item if you do not want to sell below a certain amount.

## Fixed Price

If you have selected the Fixed Price format, then you will need to enter the price that you are selling the item for here.

## Duration

Choose the duration for your listing (the amount of time the listing is active before it ends).

## Title

The title for your eBay listing can be entered here. The Title is a mandatory field which is linked from the Item Info tab if you have used that tab. If you have not yet entered a title, you can type your title into this section. You can also enter a different title from the one you entered into the Item Info tab, if needed.

## Subtitle

The Subtitle for your eBay listing can be entered here, if you are using this option. Note that eBay charges an additional fee when using a subtitle. The Subtitle is an optional field which is linked from the Item Info tab if you have used that tab. You can also enter a different Subtitle from the one you entered into the Item Info tab, if needed. Subtitles are typically used to convey additional product information that is not contained in the title.

## Condition Notes/Description

This field is linked to the Item Info section. If you have entered information into the Condition Notes section of Item Info then it will appear here. You can click on the chain link icon to change this field for your eBay listing only. This field is typically used on eBay when required by eBay for your item's condition to comply with their policies.

## UPC/ISBN/EAN (Does not apply checkbox)

Check this box if the product does not have a product identifier and you list in an eBay category that requires product identifiers. An identifier (UPC, ISBN, or EAN) provided in any other section will be ignored when listing to eBay if this box is checked.

## MPN (Does not apply checkbox)

Check this box if the product does not have a manufacturer's product number and you list in an eBay category that requires it. An MPN provided in any other section will be ignored when listing to eBay if this box is checked.

## ePID

This is the eBay product identifier number. Using this identifier, your product will be matched in the eBay catalog. You can also match your item to the eBay catalog using the Catalog Match option in the Marketplaces tab.

## Custom Item Specifics

The custom item specifics options that you are presented with will depend on the eBay category that you have selected. Fields that are in green are required.

## Layout, Theme, Counters

### Layout and Theme

None - No template will be used and only the text that you type into the description section will be displayed on your listing.

Last Used - Quick reference to the last template that you used. Useful if you always use the same template.

Favorites - You can mark templates as favorites (under the Items → eBay Templates menu) and they can then be selected here.

Custom templates - If you have created your own custom templates then you can select one here.

Choose your own - Browse the templates available for your use when listing to eBay.

## Counter

Style drop-down box - Select the style of counter that you would like to use. If you don't want the counter visible to your buyers then select the "Hidden" style.

Smart Counter - Only counts page views by unique visitors.

Page Counter - Counts every time the page is viewed, even if it is by the same person.

## More eBay Options

Clicking this link will display additional fields that you can edit if needed.

## Profiles

Typically you will have already selected the profiles you want to use under the Item Info tab. If you want to use a different profile for eBay than for your other marketplaces, then you can click on the chain link icon and select a different profile. You can also create a new profile using the green plus button, or edit an existing profile using the pencil icon. Be aware that if you edit an existing profile then the changes will apply to all inventory items that are using that profile. Also note that if you are using eBay Managed Payments and have let Vendio know by selecting the setting on the Channels Preferences page, then your Payment Profile will be ignored for the purpose of your eBay listings.

## eBay Account

Vendio may allow multiple eBay accounts per Vendio account. You can set your default eBay account from the Channels Preferences page. If you have more than one eBay account and want to use one that is not your default, then you can select it here.

## 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" box. You can choose to automate the Best Offer process by entering in the lowest amount that you will accept automatically.

## Mobile Item Description

The Mobile Item Description is an optional feature that allows you to specify a brief summary of your item description when viewed from a mobile device, without your buyer having to click through to the full description. This will also be shown on the full view of your item description.

## Description

The description that you entered into the Item Info section will be displayed here. If you want to use a different description for eBay than other marketplaces, then you can click the chain link icon to break the link with the Item Info section. Then you can make your changes as needed.

## Images

The images that you entered into the Item Info section will be displayed here. If you want to use different images for eBay than other marketplaces, then you can click the chain link icon to break the link with the Item Info section. Then you can add or remove images as needed.

## Title & Gallery Images

Select an image to use for eBay's Gallery and Title Bar that you are using in this listing. The first image is the default, but if you wish to use a different image, select which image to use (second, third, etc). Choose the Select from Image Hosting radio button if you wish to use an image that is different from any you are using in this listing and select that image instead.

## eBay Market Profile

Select the eBay Market Profile that you would like to use here. eBay market profiles allow you to set eBay specific information for listings, such as any optional paid features that you want to offer. You can also set any GivingWorks details in your eBay market profiles. eBay Market Profiles can be created from the Items → Profiles menu, or by clicking the green plus button in the eBay Market Profile section of the eBay Info tab when creating new items. In this same section you can edit an existing eBay Market

Profile using the pencil icon. Be aware that if you edit an existing profile then the changes will apply to all inventory items that are using that profile.

### Profile Name

The profile name will appear in the drop-down menu when you create or edit an inventory item. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you name your eBay market profiles “no features” and “private”, you will know at a glance which profile to use when selling an item that is using the private feature.

### Marketplace

Select eBay or eBay Motors for the marketplace, depending on where you are selling the item.

### Features

Select any extra listing features that you wish to use. Please note that eBay features incur additional eBay fees that vary depending on what you select here.

### 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.

## Preview at eBay

It is always recommended that you preview your listing before you launch it. Click the Preview at eBay button to see what your listing will look like on eBay. A summary of your eBay fees associated with the listing will also be displayed. If there is an error associated with one of the fields on the eBay Info page, then that field will be displayed in red so that you can easily find it.

## Launch Options

### Don't launch right now

Selecting the “Don't launch right now” option will save your existing listing for future editing or launching. Once saved, your listing will be available under Items → My Items.

## Launch single listing

Selecting the “Launch single listing” option provides the ability to schedule an item and to add auto-relist, or to launch immediately upon save.

- Launch when I save - Will launch the listing when you save it, without scheduling the listing to automatically relaunch.
- Launch at a specified time - Allows you to specify the date and time (pacific time) when you want the listing to launch.
- Auto-relist up to X times - When selecting to launch single listings, you can add auto-relist (for listings that end without a sale) by selecting the checkbox. The default is to auto relist one time. However you can choose to schedule more than one relist by selecting a number from the drop-down menu.

## Schedule repeat launches using an eBay Launch Profile

Select this option if you want to automate your listings based on rules, using an eBay Launch Profile. eBay Launch Profiles can be created from the Items → Profiles menu, or by clicking the green plus button in the eBay Launch Profile section of the eBay Info tab when creating new items. In this same section you can edit an existing eBay Launch Profile using the pencil icon. Be aware that if you edit an existing profile then the changes will apply to all inventory items that are using that profile.

### *Types of Launch Profiles*

There are three types of repeat launch schedules available:

- Weekly Schedules are used to create launch attempts that repeat on a weekly basis.
- Custom Schedules are used to create launch attempts that repeat on a regular basis, but are more flexible than weekly schedules. For example, you can set a custom schedule to repeat every three days.
- Launch Once is used to list an item and then automatically relist it when it ends.

### *Weekly Schedule*

#### **Start on**

Specify the date you wish to begin running your listing schedule. You can specify a date up to six months from the date you created the profile.

#### **Type**

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

### **Run Schedule Every \_\_ Week**

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**

Set the launch day and time for the schedule. Determine 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). For example, to launch five of the SAME listing, enter 5 in the Listings Per Ad box (the numbers of items in each listing is set under “Quantity per Listing” under eBay Info in the inventory item).

### **Limit Launches on Market**

Using this option, you may control the number of listings or quantities of an item that you have on eBay at one time.

Select “No” to allow unlimited listings/quantities to be launched according to your defined schedule.

Select “Yes, hold launches when there is/are \_\_ listings/quantity per SKU on market” to inhibit launches once a certain number of listings/items are on eBay. When you do wish to halt the schedule, enter the quantity that you do not want to exceed. Once the quantity on market is less than the value you have entered, the schedule will resume at the next scheduled day/time that you have entered above. Keep in mind, the inventory allocation strategy for the item in the main Item Info section will be factored into whether items launch. If the shared or committed strategy is being used, we will 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**

When using Best Offer or BIN, you can choose to have another launch as soon as the item ends without affecting your schedule.

It is important to note that if you choose to “Launch Immediately (backfill), without affecting my schedule”, that your normal schedule will still apply. Thus, if you launch 10 listings, and have a repeat schedule, and 5 of them end with a BIN purchase, 5 additional listings would be placed on the marketplace. It is recommended that if you use this option, that you use “Limit Launches on Market” to prevent an unwanted amount of listings.

### **Time between Launches**

This allows you to specify a specific time interval between launches of the same item.

- Fixed Interval 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.

- Calculated Interval 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.

### *Custom Schedule*

#### **Start on**

Specify the date you wish to begin running your listing schedule. You can specify a date up to six months from the date you created the profile.

#### **Type**

Use the Custom Schedule to set a repeating launch schedule based on the number of days between Schedules. For example, create a custom schedule to run every 3 days.

#### **Launch Every**

With a custom schedule, you can choose to launch every “x” days, or every day.

#### **Launch Time**

Select the time of day (in pacific time) that you would like the listing to launch.

#### **Listings Per Ad**

Determine 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). For example, to launch five of the same listing, enter 5 in the Listings Per Ad

box (the number of items in each listing is set under “Quantity per Listing” in the eBay Info tab when editing/creating an inventory item).

### **Limit Launches on Market**

Using this option, you may control the number of listings or quantities of an item that you have on eBay at one time.

Select “No” to allow unlimited listings/quantities to be launched according to your defined schedule.

Select “Yes, hold launches when there is/are \_\_\_ listings/quantity per SKU on market” to inhibit launches once a certain number of listings/items are on eBay. When you do wish to halt the schedule, enter the quantity that you do not want to exceed. Once the quantity on market is less than the value you have entered, the schedule will resume at the next scheduled day/time that you have entered above. Keep in mind, the inventory allocation strategy for the item in the main Item Info section will be factored into whether items launch. If the shared or committed strategy is being used, we will 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**

When using Best Offer or BIN, you can choose to have another launch as soon as the item ends without affecting your schedule.

It is important to note that if you choose to “Launch Immediately (backfill), without affecting my schedule”, that your normal schedule will still apply. Thus, if you launch 10 listings, and have a repeat schedule, and 5 of them end with a BIN purchase, 5 additional listings would be placed on the marketplace. It is recommended that if you use this option, that you use “Limit Launches on Market” to prevent an unwanted amount of listings.

### **Time between Launches**

This allows you to specify a specific time interval between launches of the same item.

- Fixed Interval 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.
- Calculated Interval 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.

### *Launch Once*

#### **Start on**

Specify the date you wish to begin running your listing schedule. You can specify a date up to six months from the date you created the profile.

#### **Type**

Use the Launch Once option to list an item and then automatically relist it when it ends.

#### **Launch Time**

Select the time of day (in pacific time) that you would like the listing to launch.

#### **Listings Per Ad**

Determine 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). For example, to launch five of the same listing, enter 5 in the Listings Per Ad box (the number of items in each listing is set under “Quantity per Listing” in the eBay Info tab when editing/creating an inventory item).

#### **Replace Listing**

When using Best Offer or BIN, you can choose to have another launch as soon as the item ends without affecting your schedule.

#### **Time between Launches**

This allows you to specify a specific time interval between launches of the same item.

- Fixed Interval 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.

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### **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.

### *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.

### **Send to**

Specify how many SCOs are sent to eligible underbidders. You may elect to send SCOs to all eligible underbidders, or limit offers to a specific number of underbidders.

### **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 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. SCO 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 Email 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 feedback on 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.

# Sell on eBay With Variations

The “eBay Info” tab displays the fields you will need to sell on eBay.

The screenshot shows the 'eBay Info' tab in a listing creation interface. On the left is a sidebar with navigation options: Product Information (selected), Marketplaces, Item Info, Inventory & Variations, and eBay Info. The main content area includes:

- Categories:** None, with a 'Change this' link. A red note below reads: 'Note: changing the category resets the attributes - review them lower in the page'.
- eBay Second Category:** None, with 'Change this' and 'Reset' links.
- eBay Store Category:** None, with 'Change this' and 'Reset' links.
- Second eBay Store Category:** None, with 'Change this' and 'Reset' links.
- Listing Format:** A dropdown menu currently set to 'Fixed Price'.
- UPC/ISBN/EAN:** A checkbox labeled 'Does not apply' with a help icon.
- MPN:** A checkbox labeled 'Does not apply' with a help icon.
- Search eBay Catalog:** A blue button.
- Variations:** A section with buttons for 'Hide Variations...', 'Unhide Variations...', and 'Choose eBay Images'. Below is a table with columns for 'Image', 'Identifiers', 'Qty', and 'Price'. The table is currently empty.
- Duration:** A dropdown menu currently set to '7 days'.
- Title:** A text input field with a character count of '0 characters'.
- Subtitle:** A text input field with a character count of '0 characters' and a help icon.

## Categories

The category field is where you choose the eBay category where your item will be listed. This category was previously selected in the Marketplaces tab. If you decide to change your category, click on the “Change this” link. If you change the category, be aware that any category specific attributes that you have already entered will be lost.

## eBay Second Category

Some items may benefit from being displayed in a second eBay category. To add a second eBay category (or edit one that you have already entered), click on the “Change this” link.

## eBay Store Category

If you have an eBay store, you can select the eBay store category that you would like to use with the item here. eBay store categories are created within your eBay account. If you are not seeing an eBay store category that you have already created on eBay, go to the Vendio Channels Preferences page and click the Update Store Categories button in the eBay section.

## Second eBay Store Category

If you are putting the item into two eBay store categories then you can select the second category here.

## Listing Format

eBay listing formats are either Fixed Price or Auction. Only the Fixed Price format can be used with listings that have variations.

## UPC/ISBN/EAN (Does not apply checkbox)

Check this box if the product does not have a product identifier and you list in an eBay category that requires product identifiers. An identifier (UPC, ISBN, or EAN) provided in any other section will be ignored when listing to eBay if this box is checked.

## MPN (Does not apply checkbox)

Check this box if the product does not have a manufacturer’s product number and you list in an eBay category that requires it. An MPN provided in any other section will be ignored when listing to eBay if this box is checked.

## Search eBay Catalog

If your item is already in eBay's catalog, then you can use the Search eBay Catalog button to associate your listing with that catalog item.

## Variations

Variations which you have created under the Inventory & Variations tab will be displayed under "Variations" in the eBay Info tab.

### Hide/Unhide

If there is a variation that you do not wish to have available in your eBay listing, you can select to hide the item from view using the Hide Variations button. Items that have been hidden from view are displayed in pink and items that will be available in your eBay listing are displayed in green. If you have hidden a variation and change your mind, then you can unhide it using the Unhide Variations button.

### Price

The prices for your variations were copied over from where you entered them in the Inventory & Variations tab. However, you can edit them for the purpose of your eBay listing if needed.

### Qty

If you need to edit the quantities of your variations, you may do so here, either singly or in bulk.

### Choose eBay Images

Use this button to choose specific images for each variation for the purpose of your eBay listing.

## Duration

Choose the duration for your listing (the amount of time the listing is active before it ends).

## Title

The title for your eBay listing can be entered here. The Title is a mandatory field which is linked from the Item Info tab if you have used that tab. If you have not yet entered a title, you can type your title into this section. You can also enter a different title from the one you entered into the Item Info tab, if needed.

## Subtitle

The Subtitle for your eBay listing can be entered here, if you are using this option. Note that eBay charges an additional fee when using a subtitle. The Subtitle is an optional field which is linked from the Item Info tab if you have used that tab. You can also enter a different Subtitle from the one you entered into the Item Info tab, if needed. Subtitles are typically used to convey additional product information that is not contained in the title.

## Condition Notes/Description

This field is linked to the Item Info section. If you have entered information into the Condition Notes section of Item Info then it will appear here. You can click on the chain link icon to change this field for your eBay listing only. This field is typically used on eBay when required by eBay for your item's condition to comply with their policies.

## ePID

This is the eBay product identifier number. Using this identifier, your product will be matched in the eBay catalog. You can also match your item to the eBay catalog using the Catalog Match option in the Marketplaces tab.

## Custom Item Specifics

The custom item specifics options that you are presented with will depend on the eBay category that you have selected. Fields that are in green are required.

## Layout, Theme, Counters

### Layout and Theme

None - No template will be used and only the text that you type into the description section will be displayed on your listing.

Last Used - Quick reference to the last template that you used. Useful if you always use the same template.

Favorites - You can mark templates as favorites (under the Items → eBay Templates menu) and they can then be selected here.

Custom templates - If you have created your own custom templates then you can select one here.

Choose your own - Browse the templates available for your use when listing to eBay.

### Counter

Style drop-down box - Select the style of counter that you would like to use. If you don't want the counter visible to your buyers then select the "Hidden" style.

Smart Counter - Only counts page views by unique visitors.

Page Counter - Counts every time the page is viewed, even if it is by the same person.

## More eBay Options

Clicking this link will display additional fields that you can edit if needed.

## Profiles

Typically you will have already selected the profiles you want to use under the Item Info tab. If you want to use a different profile for eBay than for your other marketplaces, then you can click on the chain link icon and select a different profile. You can also create a new profile using the green plus button, or edit an existing profile using the pencil icon. Be aware that if you edit an existing profile then the changes will apply to all inventory items that are using that profile. Also note that if you are using eBay Managed Payments and have let Vendio know by selecting the setting on the Channels Preferences page, then your Payment Profile will be ignored for the purpose of your eBay listings.

## eBay Account

Vendio may allow multiple eBay accounts per Vendio account. You can set your default eBay account from the Channels Preferences page. If you have more than one eBay account and want to use one that is not your default, then you can select it here.

## 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” box. You can choose to automate the Best Offer process by entering in the lowest amount that you will accept automatically.

## Mobile Item Description

The Mobile Item Description is an optional feature that allows you to specify a brief summary of your item description when viewed from a mobile device, without your buyer having to click through to the full description. This will also be shown on the full view of your item description.

## Description

The description that you entered into the Item Info section will be displayed here. If you want to use a different description for eBay than other marketplaces, then you can click the chain link icon to break the link with the Item Info section. Then you can make your changes as needed.

## Images

The images that you entered into the Item Info section will be displayed here. If you want to use different images for eBay than other marketplaces, then you can click the chain link icon to break the link with the Item Info section. Then you can add or remove images as needed.

## Title & Gallery Images

Select an image to use for eBay's Gallery and Title Bar that you are using in this listing. The first image is the default, but if you wish to use a different image, select which image to use (second, third, etc). Choose the Select from Image Hosting radio button if you wish to use an image that is different from any you are using in this listing and select that image instead.

## eBay Market Profile

Select the eBay Market Profile that you would like to use here. eBay market profiles allow you to set eBay specific information for listings, such as any optional paid features that you want to offer. You can also set any GivingWorks details in your eBay market profiles. eBay Market Profiles can be created from the Items → Profiles menu, or by clicking the green plus button in the eBay Market Profile section of the eBay Info tab when creating new items. In this same section you can edit an existing eBay Market Profile using the pencil icon. Be aware that if you edit an existing profile then the changes will apply to all inventory items that are using that profile.

### Profile Name

The profile name will appear in the drop-down menu when you create or edit an inventory item. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you name your eBay market profiles "no features" and "private", you will know at a glance which profile to use when selling an item that is using the private feature.

### Marketplace

Select eBay or eBay Motors for the marketplace, depending on where you are selling the item.

### Features

Select any extra listing features that you wish to use. Please note that eBay features incur additional eBay fees that vary depending on what you select here.

## 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.

## Preview at eBay

It is always recommended that you preview your listing before you launch it. Click the Preview at eBay button to see what your listing will look like on eBay. A summary of your eBay fees associated with the listing will also be displayed. If there is an error associated with one of the fields on the eBay Info page, then that field will be displayed in red so that you can easily find it.

## Launch Options

### Don't launch right now

Selecting the “Don't launch right now” option will save your existing listing for future editing or launching. Once saved, your listing will be available under Items → My Items.

### Launch single listing

Selecting the “Launch single listing” option provides the ability to schedule an item and to add auto-relist, or to launch immediately upon save.

- Launch when I save - Will launch the listing when you save it, without scheduling the listing to automatically relaunch.
- Launch at a specified time - Allows you to specify the date and time (pacific time) when you want the listing to launch.
- Auto-relist up to X times - When selecting to launch single listings, you can add auto-relist (for listings that end without a sale) by selecting the checkbox. The default is to auto relist one time. However you can choose to schedule more than one relist by selecting a number from the drop-down menu.

### Schedule repeat launches using an eBay Launch Profile

Select this option if you want to automate your listings based on rules, using an eBay Launch Profile. eBay Launch Profiles can be created from the Items → Profiles menu, or by clicking the green plus button in the eBay Launch Profile section of the eBay Info tab when creating new items. In this same section you can edit an existing eBay Launch

Profile using the pencil icon. Be aware that if you edit an existing profile then the changes will apply to all inventory items that are using that profile.

### *Types of Launch Profiles*

There are three types of repeat launch schedules available:

- Weekly Schedules are used to create launch attempts that repeat on a weekly basis.
- Custom Schedules are used to create launch attempts that repeat on a regular basis, but are more flexible than weekly schedules. For example, you can set a custom schedule to repeat every three days.
- Launch Once is used to list an item and then automatically relist it when it ends.

### *Weekly Schedule*

#### **Start on**

Specify the date you wish to begin running your listing schedule. You can specify a date up to six months from the date you created the profile.

#### **Type**

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

#### **Run Schedule Every \_\_ Week**

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**

Set the launch day and time for the schedule. Determine 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). For example, to launch five of the SAME listing, enter 5 in the Listings Per Ad box (the numbers of items in each listing is set under “Quantity per Listing” under eBay Info in the inventory item).

#### **Limit Launches on Market**

Using this option, you may control the number of listings or quantities of an item that you have on eBay at one time.

Select “No” to allow unlimited listings/quantities to be launched according to your defined schedule.

Select “Yes, hold launches when there is/are \_\_\_ listings/quantity per SKU on market” to inhibit launches once a certain number of listings/items are on eBay. When you do wish to halt the schedule, enter the quantity that you do not want to exceed. Once the quantity on market is less than the value you have entered, the schedule will resume at the next scheduled day/time that you have entered above. Keep in mind, the inventory allocation strategy for the item in the main Item Info section will be factored into whether items launch. If the shared or committed strategy is being used, we will 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**

When using Best Offer or BIN, you can choose to have another launch as soon as the item ends without affecting your schedule.

It is important to note that if you choose to “Launch Immediately (backfill), without affecting my schedule”, that your normal schedule will still apply. Thus, if you launch 10 listings, and have a repeat schedule, and 5 of them end with a BIN purchase, 5 additional listings would be placed on the marketplace. It is recommended that if you use this option, that you use “Limit Launches on Market” to prevent an unwanted amount of listings.

### **Time between Launches**

This allows you to specify a specific time interval between launches of the same item.

- Fixed Interval 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.
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### **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.

## *Custom Schedule*

### **Start on**

Specify the date you wish to begin running your listing schedule. You can specify a date up to six months from the date you created the profile.

### **Type**

Use the Custom Schedule to set a repeating launch schedule based on the number of days between Schedules. For example, create a custom schedule to run every 3 days.

### **Launch Every**

With a custom schedule, you can choose to launch every “x” days, or every day.

### **Launch Time**

Select the time of day (in pacific time) that you would like the listing to launch.

### **Listings Per Ad**

Determine 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). For example, to launch five of the same listing, enter 5 in the Listings Per Ad box (the number of items in each listing is set under “Quantity per Listing” in the eBay Info tab when editing/creating an inventory item).

### **Limit Launches on Market**

Using this option, you may control the number of listings or quantities of an item that you have on eBay at one time.

Select “No” to allow unlimited listings/quantities to be launched according to your defined schedule.

Select “Yes, hold launches when there is/are \_\_\_ listings/quantity per SKU on market” to inhibit launches once a certain number of listings/items are on eBay. When you do wish to halt the schedule, enter the quantity that you do not want to exceed. Once the quantity on market is less than the value you have entered, the schedule will resume at the next scheduled day/time that you have entered above. Keep in mind, the inventory allocation strategy for the item in the main Item Info section will be factored into whether items launch. If the shared or committed strategy is being used, we will 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**

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When using Best Offer or BIN, you can choose to have another launch as soon as the item ends without affecting your schedule.

It is important to note that if you choose to “Launch Immediately (backfill), without affecting my schedule”, that your normal schedule will still apply. Thus, if you launch 10 listings, and have a repeat schedule, and 5 of them end with a BIN purchase, 5 additional listings would be placed on the marketplace. It is recommended that if you use this option, that you use “Limit Launches on Market” to prevent an unwanted amount of listings.

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### **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.

### *Launch Once*

### **Start on**

Specify the date you wish to begin running your listing schedule. You can specify a date up to six months from the date you created the profile.

### **Type**

Use the Launch Once option to list an item and then automatically relist it when it ends.

### **Launch Time**

Select the time of day (in pacific time) that you would like the listing to launch.

### **Listings Per Ad**

Determine 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). For example, to launch five of the same listing, enter 5 in the Listings Per Ad box (the number of items in each listing is set under “Quantity per Listing” in the eBay Info tab when editing/creating an inventory item).

### **Replace Listing**

When using Best Offer or BIN, you can choose to have another launch as soon as the item ends without affecting your schedule.

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This allows you to specify a specific time interval between launches of the same item.

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### **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.

## *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.

### **Send to**

Specify how many SCOs are sent to eligible underbidders. You may elect to send SCOs to all eligible underbidders, or limit offers to a specific number of underbidders.

### **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 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. SCO 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 Email 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 feedback on 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.