Vendio Merchant's Guide

Preferences

# Contents

Introduction

Preferences are global settings that apply to specific areas of your Vendio account. Preferences offer the ability to customize your Vendio services and automate certain processes in order to improve productivity and increase sales. It is important to review your account preferences and set them up according to your business requirements.

Navigating Preferences

Preferences are grouped by workflow and product area, and can be accessed from within any service or page that has a preference set associated with it by clicking on the "Preferences" link on the top right hand side of the page, under the menu bar.

Once inside preferences, you will see a menu titled "Choose Preferences page:" at the top of the page.
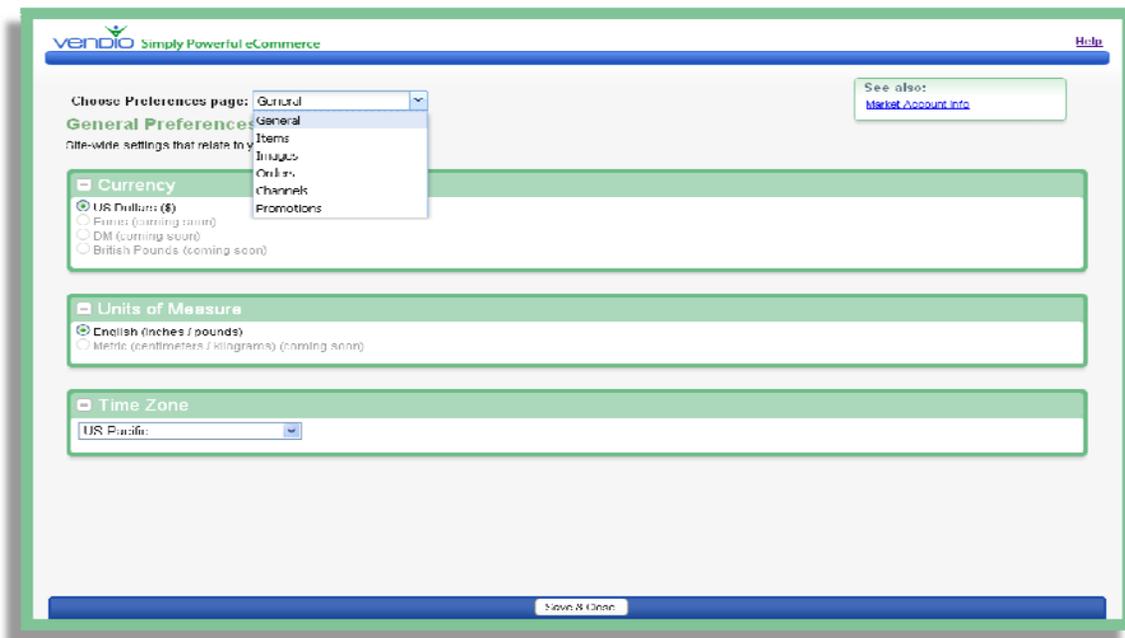
Each set of preferences can be accessed using this menu, allowing you to easily navigate to other preference sets without having to use the navigation tabs. For example, if you are in Items Preferences, and you want to view preferences related to orders, you can use the menu to access Orders Preferences without having to go to the Orders page to access the Preferences link.

As you make changes to multiple preference areas, any changes you make will be saved when you navigate to a new preference set using the menu. When you are finished making changes to all preferences, click the "Save and Close" button at the bottom of the page to navigate out of preferences.

You will also notice that most preferences pages contain quick links to other related preferences for easy access. These appear at the top of the page in a box titled "See also". For example, at the top of the Orders preferences page, there is a quick link to Discount Coupon Automation. If you click this link you will land on the Promotions Preferences page, bypassing the standard navigation steps.

General Preferences

General preferences allow you to set your currency, units of measurement and time zone. Currently only US dollars ($), English (inches / pounds) and US Pacific time zone are supported, with other options pending future release.

Items Preferences

Items Preferences encompass settings for Vendio Store email notifications, eBay and Google Checkout options, Vendio Research "Selling Recommendations" option, and custom fields that can be used for inventory management.

Email Notification of Store Sales

Determine whether or not you want to send a confirmation email to the buyer when they purchase an item from your Vendio Store. You may also choose to receive a copy of the confirmation email by selecting "send a copy of the email to me".

Customize Notification of Store Emails

The default Vendio Store sale confirmation emails can be customized by clicking the "Customize" button and making the desired changes. The "Custom Fields" list on the right hand side of the page will allow you to insert [macros], which automatically display the associated values in your email. By using the macros to automatically personalize your emails, you will save time and more importantly, leave a positive impression with your buyer.

You will notice that by default, some tags that appear in the Custom Fields list are already inserted in the email. There are also tags that do not appear in the Custom Fields list, such as [Store Space Decorator]. You may remove these macro's, however, doing so can impact the formatting of the email. Use the "Preview" button to preview the email before you save your customizations.

eBay Checkout

eBay Checkout preferences allow you to enable eBay Checkout Redirect (which redirects buyers through your Vendio Checkout even if they use eBay's "Pay Now" button), include a Vendio Checkout link and winning bidder instructions in your eBay listings, and configure Winning Bidder and eBay Stores Notification emails preferences. The email customization options are similar to those outlined above (under Store Emails). You will notice two options at the bottom of the customize Winning Bidder email page:

- Include the checkout page right in your emails – Displays the checkout page in html in the email to buyers.
- Take my buyers to my Shopping Cart before they Checkout – Displays a summary of the checkout so that a buyer can edit their shopping cart.

Google Checkout

Google Checkout is available for use with **your Vendio Store (Google checkout is not currently supported by eBay or Amazon).** To set up your Google Checkout preferences, first register an account at Google (be sure to follow the instructions regarding the "Integrate via the API" option), or confirm that your existing Google Checkout account is properly set up, then enter your Google Merchant Id and Key into the provided fields. Be sure to check the "Add Google Checkout Button" option.

Once this is set up, when buyers purchase from your Vendio Store, they will be offered the option to pay using Google Checkout. Items paid via Google Checkout will appear under Orders > Sold Items along with all other Vendio Store purchases.

Vendio Recommendations

If you are signed up for Vendio Research, you can automatically use Research "recommendations" to populate fields such as start day and time, starting price, and category into the Create Item page.

If you select "always accept Vendio Selling Recommendations" the applicable fields will be prefilled / selected as you create items, but can be changed on the fly if you prefer other options.

Custom Fields

Custom fields are used to create labels for your items that continuously change, such as the item's size. For example, if you sell shoe's you could create a custom field named "Size" and enter the sizes as you create your listings.

□ Custom Fields

You can create up to 20 custom fields that will appear on the Create Item form for all your items. **Note:** renaming or deleting a field here will change/remove the field within all existing items that are using it.
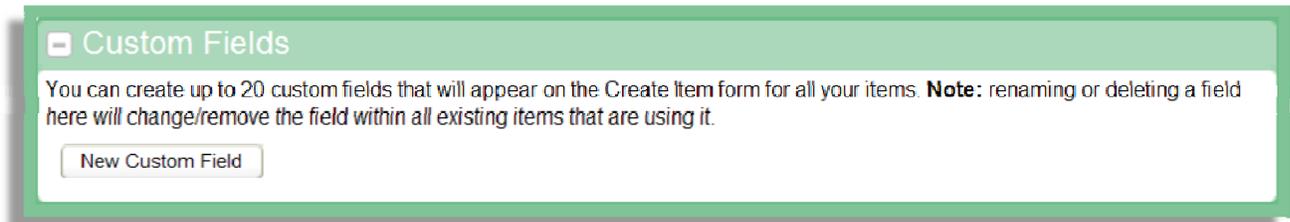
[New Custom Field]

To create a custom field, click on the "New Custom Field" button and enter the display name of the custom field you are creating. For example, if you sell diamond rings, you can create a custom field named "size". This field will now appear on the Create Items form, and you can enter the ring size as you create or edit your items.

Images Preferences

Images Preferences allow you to set image and image folder related preferences for Standard images. ZoomStream related settings can be found on the ZoomStream page under the Images menu.

Image Preferences

Auto-Delete Images

The Auto-Delete option can be used to automatically delete images that have not been viewed or renewed for the specified number of days. This option is recommended if you do not reuse images after an item sells, and would prefer to maximize your image storage space and avoid additional image hosting charges.

Auto-Renew Images

The Auto-Renew option will renew images automatically no matter how long the image has been idle. If you turn Auto-Renew on, you will need to manually delete the images you no longer need as they will not be deleted automatically. Note that changes to this setting will only apply to future uploads, and will not affect existing images. The Auto-Renew option for existing images can be set directly on the Images page.

Folder Preferences

Auto-Name Folders

The Auto-Name Folders setting will automatically name folders as you create them using the following date format (date followed by folder number, in these examples, 001):

- yyyy - Year (Example: 2004_001)
- yyyy-mm-dd - Month, Day, Year (Example: 2004-12-25_001)
- mm-dd - Month, Day (Example: 12-15_001)
- mm - Month (Example: 12_001)

Folder Preferences

Auto-Name Folders
This conveniently prefills new folders names with the date format you choose. For example, if you select yyyy-mm-dd, a new folder you create on October 26, 2004 will be automatically named "2004-10-26". To turn Auto-Name on, check the box, and choose a date format from the dropdown menu. To turn it off, just uncheck the box.

☑ Name folders automatically using the date.
Format:
[mm ▼]

Auto-Delete Folders
Auto-Delete Folders saves you time by pruning folders that have been empty for a time period you select. This features works well with Auto-Name Folders by automatically deleting date-based folders after they are empty and no longer needed. To turn Auto-Delete Folders on, check the box and choose a time period from the dropdown menu. To turn it off, just uncheck the box.

☑ Delete folders when they have been empty for
[30 ▼]
days

Default Folder
Select the folder you want to open automatically when you click the Image Hosting tab or the Standard Images link in the Image Hosting menu. Your default folder is also the folder selected during image upload when no other folder is specified.

Default folder:
[Unfiled ▼]

Auto-Delete Folders

Auto-Delete folders will automatically delete any image folders if they have been empty for the specified period of time. Use the drop-down menu to select the number of days to keep empty folders active before they are deleted.

Default Folder

Select the folder you will use most often as your default, as this folder will open automatically when you land on the Images page. The default folder will also be the first, open folder when you add an image from the Create Items form, and it will be the default folder in "Upload to folder" when you upload new images.

Orders Preferences

Set up and edit post-sale emails to buyers, shopping cart options, combined shipping discounts, and automate your eBay Feedback under Orders Preferences. In addition, you will find instructions for setting up PayPal IPN (Instant Payment) options in this section.

Order Management Emails

Order Management Emails are post-sale email notifications that can be sent automatically based on criteria you set, or manually from the Orders page.
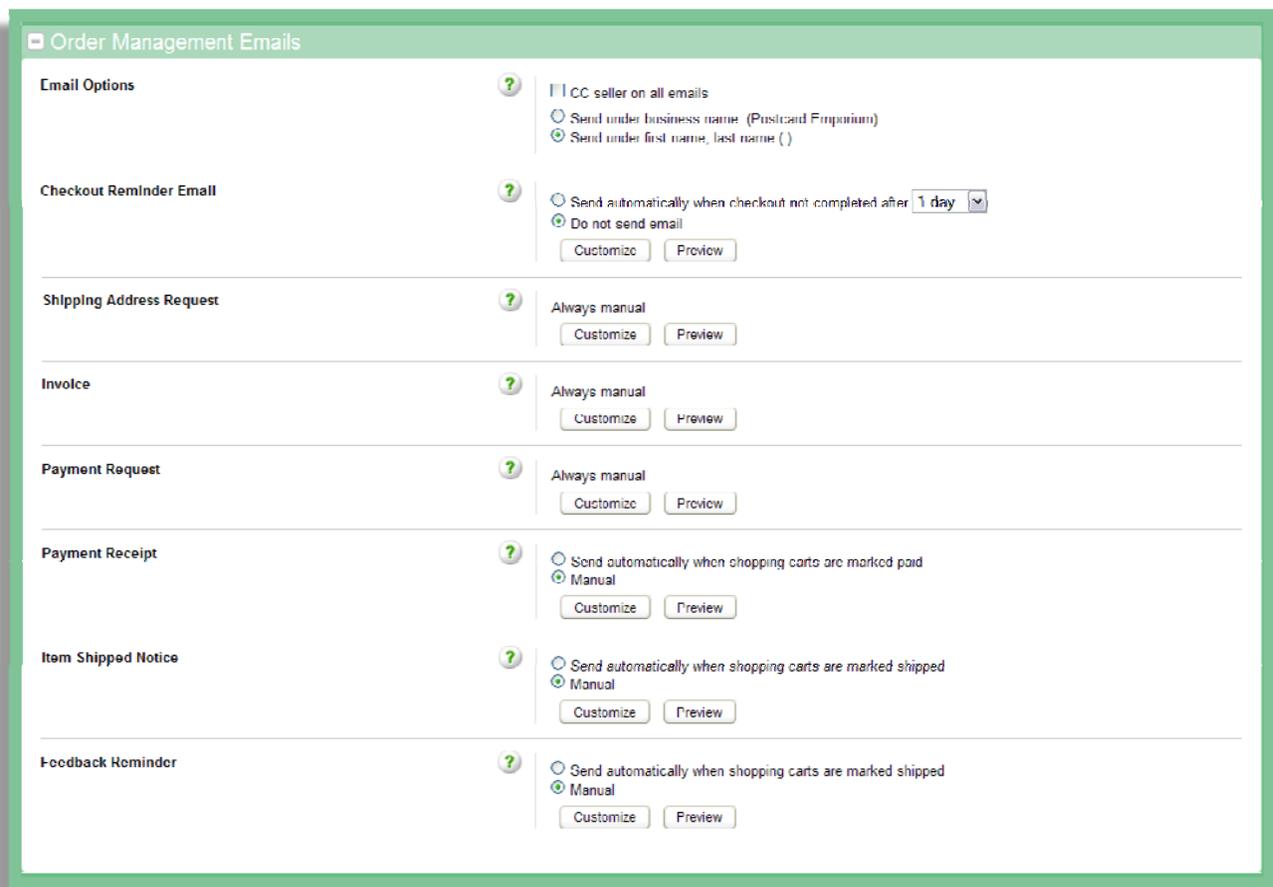
Email Options

CC Seller on all emails: Select this option if you would like to receive a copy of the email notifications sent to your buyers through our system.

Send Under: Choose to display your business or first and last name as the signatory in your email notifications. Your business name can be set under **Items** > **Profiles** >

Policy, and your first and last name is the name you used when registering your Vendio Account.

Checkout Reminder Email

Checkout reminder emails can be sent to eBay buyers who have not paid in a specified number of days. These can be automated or sent manually.

For automated emails, select the number of days you want to wait before sending a checkout reminder. The reminder email will be sent automatically for all eBay orders that have not been marked paid in the specified timeframe.

If you prefer to send the emails manually, go to **Orders** > **Sold Items** and check the box next to the order(s). Then, click the 'Email' button, and choose "Checkout Reminder". You can check any number of orders to send multiple reminders simultaneously.

Shipping Address Request Email

Shipping Address Request emails are only available to be sent manually, and can be used to request a shipping address from your buyer.

To send Shipping Address Request emails, go to **Orders** > **Sold Items** and check the box next to the order(s). Then, click the 'Email' button, and choose "Shipping Address Request". You can check any number of orders to send multiple reminders simultaneously.

Invoice

Invoices emails are only available to be sent manually, and can be used to send the buyer an additional copy of his order details.

To send Invoice emails, go to **Orders** > **Sold Items** and check the box next to the order(s). Then, click the 'Email' button, and choose "Purchase Confirmation/Invoice". You can check any number of orders to send multiple reminders simultaneously.

Payment Request

Payment Reminder emails are only available be sent manually, and can be used to request a payment from a buyer if they have not responded to your Checkout Reminder email.

To send Payment Reminder emails, go to **Orders** > **Sold Items** and check the box next to the order(s). Then, click the 'Email' button, and choose "Payment Reminder". You can check any number of orders to send multiple reminders simultaneously.

Item Shipped Notice

Item Shipped Notices can be sent automatically when you mark an order as "shipped", or they can be sent manually.

To send Item Shipped Notice emails, go to **Orders** > **Sold Items** and check the box next to the order(s). Then, click the 'Email' button, and choose "Item Shipped Notice". You can check any number of orders to send multiple reminders simultaneously.

Feedback Reminder
Feedback Reminder emails can be automatically sent when you mark an order as "shipped", or they can be sent manually.

To send Feedback Reminder emails, go to **Orders** > **Sold Items** and check the box next to the order(s). Then, click the 'Email' button, and choose "Feedback Reminder". You can check any number of orders to send multiple reminders simultaneously.

Customize Order Management Emails
The default Order Management emails can be customized by clicking the "Customize" button next to each email type and making the desired changes. The "Custom Fields" list on the right hand side of the page will allow you to insert [tags], which are essentially 'macros' that automatically display the associated values in your email. By using the custom field tags to automatically personalize your emails, you will save time and more importantly, leave a positive impression with your buyer.

Shopping Cart Duration

The Shopping Cart Duration is the amount of time you will allow a shopping cart to remain open, so a buyer can add more eBay and Vendio Stores items to an order before checking out. Carefully consider this setting, as specifying a longer duration may increase the likelihood that the buyer will add more items, but may also prolong the amount of time before payment is received.

Default Payment Account

Because Vendio allows you the flexibility to associate different payment types with different ads, there is a possibility that a buyer may end up adding items that have different payment types specified to an order. Setting a default payment account will eliminate this potential conflict as the payment would be processed through the default payment account, regardless of the settings in each individual item.

PayPal Integration Instructions

Use these instructions to set up PayPal IPN. IPN is a 'relay' between PayPal and Vendio, which will automatically authenticate and record payment information for orders that

were paid via PayPal, thus saving you from having to check PayPal and manually record the payments.

Combined Shipping Discounts

Use Combined Shipping Discounts to specify how you will handle multiple purchases made by the same buyer.

Domestic Discounts
Domestic discounts apply only to purchases shipped domestically. You may choose not to offer a discount, or if you do offer a discount, choose from the following options:

Fixed Discount
The Fixed Discount allows you to specify a dollar amount or percentage off the shipping cost. Select "Do not apply a discount to the item with the greatest shipping cost" to charge full price for the item with the greatest shipping cost.

For example, if you charge $10.00 shipping for all items, and you only want to charge $5.00 (rather than $10.00) for each additional item in an order, you would select Fixed Discount, enter $5.00 off the shipping cost of each item, and check the "do not apply a discount to the item with the greatest shipping cost" box. With these settings if a buyer purchased three items, the total shipping would be $20.00 rather than $30.00.

Weight-Based Discount

This option will calculate a single shipping cost based on the weight of each individual item in an order (i.e. Instead of two separate 5 lb packages, the shipping calculation would be based on one 10 lb package.) Typically, weight-based discounts are used when you can combine items into one package. There is no field under this option to enter a percentage or dollar amount because the discount will be reflected in the single-package shipping calculation.

Fixed Amount Discount

This option allows you to specify a fixed discount only if an order totals a minimum dollar amount, or a minimum number of items in the order.

For example, if you charge $5.00 shipping for each item, but want to offer a $10.00 discount when a buyer purchases at least 5 items (which would normally total $25.00 in shipping costs), you would enter $10.00 in the amount field, and select "at least 'x' items" field, and enter 5 for 'x'. In this case you would leave the "at least $'x'" field blank as these options are mutually exclusive.

Discount Tiers

Discount Tiers allow you to specify different discount rates based on the number of items and cost (per item or total.)

For example, if you want to charge $10.00 for 1 to 3 items, $20.00 for 4 to 10 items, $25.00 for 11 to 20 items, and $30.00 for any number of items over 21, you could set up the tier as below.

Typically, discount tiers are used when many items can fit in a single box, such as DVDs, Video Games, or CDs.

Multiple Quantity Rules

Multiple quantities rules are set up if you typically sell multiple quantities of the same item from a Store or by using multiple-item type listings on eBay.

You can select to "Charge shipping for each multiple quantity" or "Charge shipping for the first multiple-quantity item only. In addition, you can set how you would like any handling charges applied. Choose to charge handling for each item or for the first item only.

International Discounts

International Discounts are exactly the same as the Domestic options, but since International and Domestic settings would never apply to the same shipment, you may offer different discounts for each. For example, you may offer a Fixed Discount for Domestic shipments and a Weight Based discount for International.

Multiple Item Insurance

Set up how you handle insurance for multiple item purchases. Insurance can be calculated for each item separately or based upon the total price of all insured items.

Invoice and Label Formatting

Set up your invoice and labels sizes and determine what information you want displayed on your Invoice.

Labels and Invoices are defaulted to the standard size; however, you may change to fit your specific needs by selecting the size in the drop down menu. You may preview how the invoices and labels will appear by clicking on the "Preview" button.

Select to include your customer service policy and your logo. The Customer Service Policy (Return Policy) and your logo are located under Items > Preferences > Policies.

eBay Feedback Messages & Automation

Set up automatic eBay feedback messages and set the criterion to automatically leave positive buyer feedback.

Positive Feedback Messages
Enter up to 6 positive feedback messages. eBay allows 80 characters for positive feedback and you can select to cycle between your comments.

Automatically Send
Choose when you would like to automatically leave feedback from the drop down menu. Send when the item is marked paid, marked shipped, marked paid and shipped or choose to only automatically leave feedback when a buyer has left you positive feedback.

Rotate Feedback

Select to cycle through your positive feedback messages or choose one of your positive feedback messages as the default message.

Negative Feedback Notification

Select to be notified if you receive neutral or negative feedback.

Unpaid Item Email

Vendio can send an email overview of all your eBay unpaid items. Select to receive these emails weekly or monthly.

Channels Preferences

Channels Preferences are where you set up your Vendio account to be used with the various marketplaces (eBay, Amazon). These systems, created by eBay and Amazon allow Vendio to perform actions on your behalf, such as listing an item to eBay.

eBay Market IDs

Enter your eBay User ID and set an eBay token that allows Vendio to perform actions on your behalf (such as listing items). Multiple eBay user IDs are permitted.

Re-Authorize

eBay tokens expire approximately every 18 months or when you change eBay account information such as your password. In these cases, you will need to re-authorize so that Vendio can continue to perform work on your behalf.

If you have changed your eBay User ID, delete the old ID and select "Add New".

Add New

Select the Add New button to add your eBay account to your Vendio account. You can use multiple eBay accounts with your one Vendio account by selecting the "Add New" button and adding all the accounts you wish to use. This will take you though the authorization process and allow Vendio to perform actions on your behalf such as listing items.

Set Default

When using more than one eBay ID, select the eBay ID that you will use most often. As you create items or perform other functions, your available eBay IDs will be available in a drop down menu. Setting the default ID will display the ID selected as the "default" eBay.

Delete

Use the delete button to delete accounts you no longer wish to use or accounts that are no longer valid (changed ID, no longer selling on that account, etc.).

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eBay Market IDs

Log into your eBay account from Vendio to set an "authorization token". This is necessary to allow Vendio to perform eBay related actions on your behalf, such as launching eBay listings, making revisions to eBay listings, adding a Gallery to your eBay listings, etc.

Use the "Add New" button to enter multiple eBay accounts. If you use multiple eBay accounts, set the default account (the one you use most often) by checking the radio button next to the account and clicking the "Set Default" button.

Use the "Re-Authorize" button if you need to reset your authorization token. Note that eBay invalidates tokens periodically. You will generally receive an alert from Vendio if your token expires or is scheduled to expire.

Re-Authorize	Add New	Set Default	Delete

eBay ID	Token Status	Token Expiration
⦿ postcardemporium(Default Account)	Valid	09/02/2010

Amazon Market ID

Enter your Amazon User ID and set up your Amazon account with Vendio, which allows us to perform actions on your behalf (such as updating quantities). It is important that you fill out all sections of the Amazon Market ID.

□ Amazon Market ID

Start selling on Amazon in a few steps. You can get a detailed guide that provides more info about setting up an Amazon selling account and linking it to Vendio.

1. Get a Seller Account if you don't already have one!
   (An Amazon Pro Merchant account is required to enable Vendio integration. *Books, Music, Video and DVD sales are **not** supported.*)

2. Ensure you have added your bank account information into Amazon for settlement purposes.

3. IMPORTANT: Send an e-mail using the form at https://sellercentral.amazon.com/gp/contact-us/contact-amazon-form.html requesting two account actions (you can copy and paste these two requests below)

   - I would like to request my orders be transmitted in XML format to enable Vendio to receive information on my orders.
   - I would also like my settlement reports be formatted and sent in XML format to enable Vendio to receive this information to ensure my orders in Vendio order management are properly marked as "complete."

4. Check the "Enable" checkbox and enter your Amazon info below.

☑ Enable my Amazon Account

Amazon Merchant Name	PostCard Emporium
Password	●●●●●●
Merchant Token	Merchant Token ?
Amazon Email	youremail.com
Returns Period	☑ Returns allowed within 7 days

Please make sure that this is consistent with the Policies Profile you use for Amazon listings.

Selling in Restricted Categories
☐ gourmet-food
☐ beauty
☐ jewelry
☐ apparel

Note that you must fulfill these requirements before your Amazon account will be successfully integrated on Vendio:

- You must be signed up for an Amazon Pro Merchant account
- Your Amazon account must be configured properly to use XML notifications (please contact Amazon for directions)
- You must have banking/credit card information on file at Amazon

Note: When you set a Returns Period, it is important to maintain consistency with the Policies Profile(s) you may use with your Amazon listings, as this data does not populate to profiles.

If you are selling in restricted categories, please select any of those that apply as well.

Promotions Preferences

Promotions are where you set up coupon automation for Vendio Store and eBay sales. Additionally, you can set up WebLoyalty or Unwired buyer.

Discount Coupon Automation

The easiest way to distribute coupons is to automate the process. When you choose to automate coupons, buyers from both eBay and your Vendio Store will receive a coupon based upon the criterion you define.

Discount Coupon Title

The discount coupon title is not visible to buyers and is for your internal use only. The title is a searchable field that is displayed on the Manage Coupons page. It is generally best to choose a descriptive title that you will remember. For example, you could use titles like "20% off next purchase", or "$5.00 off next order".

Discount Value

Discount coupon values can be defined in dollar amounts or percentages. When using percentage-based coupons, the discount will be applied to the order total, excluding shipping, handling, and insurance.

Validity Period

The validity period defines how long the buyer has to redeem their coupon. You can choose to limit the validity period to 30 or 60 days, or let the coupon remain valid forever. The coupon start date is defined as the date the coupon is sent to the buyer. Expired coupons can be viewed under Promotions > Coupons, using the "Expired" filter.

Valid if Cart Value is:

You can limit coupons to apply only to sales within a specific value range by choosing a cart value minimum and maximum. This allows you to control whether a coupon can be applied depending on the cart total. For example, if you offer a $5.00 discount coupon, you may wish to set your minimum cart value to $20.00; likewise, if you offer a 20% discount, and your profit margin decreases for your higher-dollar items, you may wish to set your maximum cart value to a specific amount.

Number of Times Coupon Can Be Used

Define how many times a buyer can use a coupon. The default value for a coupon is for a single use, but you may extend the coupon to be used multiple times if you wish.

Issue Coupon only if Cart Value is more than:

You can set a minimum cart value that will be required in order to trigger sending a coupon. For example, you may want to limit discount coupons to buyers who have spent at least $20.00 on an order. In this case, you would enter $20.00 in the box next to "Issue Coupon only if the current cart is more than".

Send Coupon to Buyer

Set the cart condition that will trigger a coupon email to your buyer. You can set the coupon to go out when the shopping cart is marked as paid, as shipped, or as paid and shipped. Note that items are automatically marked as paid when a buyer makes their payment using an integrated service such as PayPal or Authorize.net.

Creating a Custom Coupon Email

You can customize your coupon email under Preferences > Promotions. Click on the customize button next to "Coupon Email Text". There are two ways to customize your coupon email. You can choose to either edit the pre-created coupon text, or create your own unique coupon by using HTML. Note that Custom Fields can be used with either text or HTML based emails.

Custom fields automatically populate the data you defined when creating a coupon into the coupon email, such as discount value and validity period. For example, if you use the [Discount Value] custom field, and you are sending coupons with a 20% discount, the [Discount Value] tag will be replaced with "20%" in the coupon email text.

You can change the pre-created coupon email by revising the text, and/or by moving the custom fields to change the layout. When you are satisfied with your changes, click "Save".

You can also use HTML and the custom fields to create a completely customized email. Just click the "view HTML" radio button to edit the raw HTML. We recommend using this option only if you are familiar with using HTML formatting.

Customizing Coupon Cancellation Emails

Cancellation emails can be sent to your buyer if you need to cancel a coupon for some reason. You can set up a customized cancellation email by going to Preferences > Promotions and clicking the Customize button next to "Cancellation Email Text".

As with coupon emails, you can use custom fields to automatically populate the data you defined when creating a coupon into the cancellation email, as well as use HTML to format the email if you want a completely customized email.

You can change the pre-created coupon cancellation email by revising the text, and/or by moving the custom fields to change the layout. When you are satisfied with your changes, click "Save".

Unwired Buyer Promotion

Unwired Buyer is a free service that allows a buyer to bid on your auctions via their cell phones. Checking this option will place an unwired buyer logo in your eBay listings, which allows a buyer to click and bid.

Webloyalty Promotion

Webloyalty is a web marketing program that you can participate in to earn credit towards Vendio services while at the same time offering your buyers a cash back reward on their future purchases from you.

Webloyalty Promotion

Increase profits and reward customers at no cost to you!

Now you can earn $10.00 per 100 completed Vendio Checkouts! Vendio has teamed up with Webloyalty, the Internet's largest consumer loyalty company with over two million memberships, to bring you this exciting new program that will allow you to quickly lift profits for your online business.

$10.00 for your customer...   ⦿ Yes! I want to participate in the Webloyalty program to increase profits and incent customers!
                                   ◯ No, I don't want to participate in the Webloyalty program to increase my profits.

$10.00 for you.

                                   Business Name to use on Cash Back Rebate
You both win!   PostcardEmporium

Status: Enabled

How does it work?

1. The customer makes a purchase from you and completes the order using Vendio Checkout.
2. The customer is presented with a Webloyalty offer in two locations -- in a pop window just before the order confirmation page, and with an offer banner on the order confirmation page.
3. In both presentations, the customer is offered a 30-day free trial membership to a Webloyalty service. If the customer is already a member of one service, another service will be offered.
4. If the customer wants to accept the terms of the free trial membership, then the customer will enter their email address twice and click the "Yes" button to agree to having their name, address and credit or debit card information securely passed from your Checkout process to the Webloyalty service for billing and benefit processing. They are provided with a $10 Cash Back Rebate good toward their next purchase from you. A customer can cancel the membership at any time. There is no obligation to remain in the program beyond the 30-day free trial period in order to use the rebate. If a member does not cancel the membership, it will continue at a $12.00 a month charge paid directly to Webloyalty.
5. Customer care is always the first priority. Customers receive an email notice before their trial is over reminding them they will be billed if they continue the membership.

For more details please see Webloyalty Program Overview page.

Choose whether you wish to participate in the program and provide the appropriate business name to be used on your customers' cash back awards. The rest is automatically taken care of and managed through the program.