GROUPON
Goods® Marketplace

BEST PRACTICES
for HOLIDAY PERIOD

Happy holiday shopping season! The *Good Marketplace* team has compiled some quick tips to address merchants' frequently asked questions about *Gateway*, and help you get the most out of this exciting period.

Please review this information closely, as there may be information in this Best Practices guide that is new to you. Thank you, and happy holidays!

Handling Customer Tickets

CUSTOMER TICKETS *MUST* RECEIVE A MERCHANT REPLY WITHIN 24 HOURS

CHECK YOUR TICKETS DAILY!

- Whenever you customer sends you a message, you must provide a response within 24 hours. This includes new tickets AND existing unresolved tickets.

- Failure to respond within a 24 hour timeframe will result in tickets being escalated!

- Be sure you have "**notify@r.groupon.com**" whitelisted on the email client associated with your merchant account, so you don't miss any notifications.

Tickets Escalated to Customer Service

When a ticket does *not* receive a response within 24 hours, it is automatically escalated to Customer Service, who will attempt to assist the customer in your absence.

Merchants *can* still add new replies to "Escalated" tickets, but must search "Escalated" In the Filters field to find them.

[Click here for a video walkthrough of how to find your Escalated tickets in *Gateway.*](#)

Tickets escalated due to an unresponsive merchant often result in refunds, so reply promptly, and check for "Escalated" tickets daily to avoid payment reversals!

Merchant Graduation during Holiday Period

If you weren't already aware, we have implemented significant increases to the sales thresholds that trigger automatic graduation reviews, with respect to both Units and GB.

Graduation Level	Standard Threshold (Units)	Holiday Threshold (Units)	Standard Threshold (GB)	Holiday Threshold (GB)
Level 1	100	100	$1,000	$1,000
Level 2	500	**1,000**	$5,000	**$10,000**
Level 3	2,500	**5,000**	$25,000	**$50,000**
Level 4	12,500	**25,000**	$125,000	**$250,000**
Level 5	Unlimited	Unlimited	Unlimited	Unlimited

These new sales limits are outlined in the table above. This means our high-performing merchants can now sell *twice as much* before being temporarily suspended for evaluation.

Suspended for Graduation Review?

During the holiday period, we will work with our top-performing merchants to reduce interruptions to your selling experience.

> If you're suspended for Graduation Review, and the following criteria are satisfied...
>
> - **most recent Merchant Scorecard has a total score of *0.90 or higher***
> - **have replied to ALL customer tickets**
>
> ...open a new support ticket with the subject line "Peak Period Graduation Appeal".

In this support ticket, **include a screenshot of your most recent scorecard.** If all information checks out, a Merchant Success agent may restore activity ahead of schedule.

Managing Product Inventory

Each product in your inventory is assigned a *Merchant Available QTY,* a *Groupon Available QTY*, and a *Sold QTY*.

Please read the brief support article **"Maintaining Your Product Inventory"** so you can educate yourself on this system and avoid issues during holiday period.
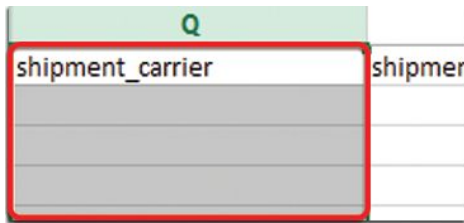
This article also explains how to work around a commonly reported issue that has prevented merchants from setting product's quantity to "0".

Tracking Information

Are you using the correct Carrier Codes?

Currently, the most common cause for broken tracking is inaccurate Carrier Codes.

Your order will NOT track properly unless you use the correct **Carrier Code** in the *shipment_carrier* field when uploading tracking information.

Updating Tracking Information

If you need to change the tracking number on an existing order, you will need to complete a Tracking Update template, then create a ticket on our Support Portal.
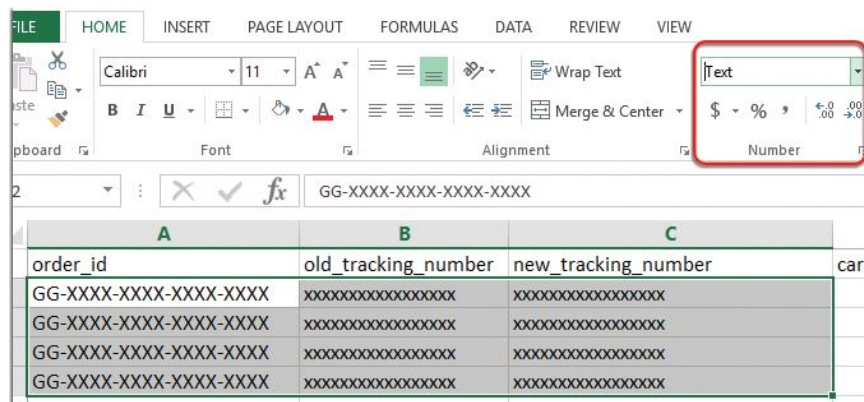
These steps are all outlined in the new support article "**Updating Tracking Information**".

Paused Deal Listings

Are your listings being "Paused"?

If you find that any of your listings are being "Paused" by our system during the holiday period, this indicates your fulfillment metrics associated with those products are currently not at a satisfactory level.

Consider these pausings a courtesy warning about the need for improved performance, and closely review your individual Deal Scorecards in addition to your overall Merchant Scorecards.
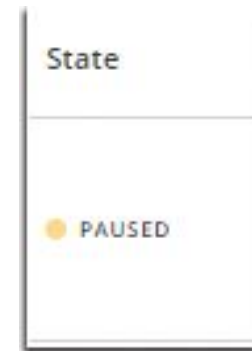
If this deal's performance for On-time Tracking Uploads, On-time Movement, On-time Delivery, Return Rate, Cancellation Rate, etc., fails to improve, it may be "Closed."

How do I unpause a Paused listing?

These "Paused" listings can be "Unpaused" by the merchant at any time. This can be done from the Product Groups page, **using the instructions found here**.