Groupon Goods Vendor Transition to 3rd Party Marketplace

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General Requirements	Highlights	Important Guides	Special Callouts	Additional Articles
Provide a Name For your Marketplace Store	• Create a unique business name to market your products • A strong name can help you attract and connect with customers • Your store name will appear below your deal title and in the fine print	Naming your Marketplace Store and Fulfillment Location	Goods Marketplace does require the merchant to provide the legal name in Gateway (that is tied to the TIN provided) to verify the account owner	Setting up your Gateway Account
Set up your own AvalaraTax Account	• Merchants will have the ability to collect tax on their marketplace sales through Groupon's platform • An Avalara account is offered free-of-charge and must be created to activate • Merchant must be compliant with applicable Local, State, and Federal Tax Laws	Groupon Marketplace Sales	Through Groupon's partnership with Avalara, Groupon is responsible for sales and use tax collection and remittance as a marketplace facilitator.	Setting up AvalaraTax
Inventory and Pricing Controls	• Merchant's **are responsible for** all Inventory Updates, which is managed via Bulk Upload or EDI integration. • Merchant's **are responsible for** all Reference Price and Sale Price per option • Accounts default into pre-authorized sell price bands per the MSA (*Can opt-out at Account Level). • Merchant will be able to adjust price band % value at any time on their profile within the Gateway portal (Default is 10%)	Product Catalog Management	Understanding the unique function of each of these fields will help you accurately track sales, adjust inventory, and avoid oversells.	Product Detail Rules
Commission Rates by Category	• Instead of negotiated margins per feature; Marketplace operates on a Category-Specific Commission Structure. • The Commission Fee is based on a deal's sell price + shipping fee. • CO-OP / Promotional fundings are negotiated separately for each specific permalink or event.	Deal Commission Rates (Effective 7/6/20)	These commission rates are specific to Goods Marketplace and the model offers commission rates from 6% to 30% based on Sale Price + Shipping Fee and is withheld at the time of merchant payment.	Product Value - Reference Price and Discount
Customer Contacts & Refunds Handling	• Manage Customer Contacts via a Gateway Portal Ticketing Queue • Resolve Deal-Related Disputes/Issues directly with the customer • Merchant can contact customers when needed. • Visibility/Accountability into your Customer Service Satisfaction Score.	Customer Care Support	Merchants responsible for all customer service contacts with a 1-business day SLA; Groupon will monitor accordingly for compliance.	Customer Ticketing Guide
Order Fulfillment & Shipping	• Manage Order Cancellation and Customer Refunds via CI. • Merchant can provide a Pre-Paid Return Label to customers in packaging. • Facilitate Order Refunds/Returns via Marketplace Guidelines. • Shipping SLAs Expectations - Refer to Order Fulfilment Guide.	Order Fulfillment Guide	The Fine Print on your product's deal page is the **Final Word** on both returns and other fulfillment responsibilities. There are no custom return policies, and no partial refunds. Your fulfillment obligations follow what is listed in the Fine Print.	Cancellations/Refunds in CI

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Product Listing via Single or Bulk Upload	• Merchant is responsible for creating **ALL** deal content based on Gateway attributes & taxonomy. • To maintain merchant liability, GRPN editorial can **NO** longer provide and/or edit deal content or images. • Merchant can use HTML to enhance product description content but with GRPN guidelines • 100% of deal content checked by the product review team • Merchant can continue to use Gateway Portal for single product Portal or Bulk files to manage the catalog.	Bulk Product Upload Guide	Merchants are responsible for creating all Images and deal content based on GRPN fields and taxonomy. Merchant Cannot request Groupon to create hero images, or make edit request on your listing, except MRT, to maintain Merchant liability.	Getting Started Product Creation Guide
Enhanced Product Screening Process	• To streamline your product going live as quickly as possible, avoid product rejections by understanding the product screening process. • Product screening process can take up 2 to 7 business days • All product listings will be subjected to a full review of the merchant provided images and descriptions. • All live deal content edits will trigger the deal to come offline and automatically re-enter the product screening process.	Best Practices for Product Content	The product screening process is vital to our mission of ensuring a positive customer experience on Goods Marketplace. All products must successfully clear this process before they can go live on our customer-facing portal.	Product & Product Group Creation
Merchant Scorecard For Your Business	• Merchants will receive a holistic view of their overall account performance through periodic evaluation. • Merchants' scorecard reflects the account compliance policy issues per customer order. • This performance score makes it easy for operations to measure your account progress and track how you compare based on orders. • Merchants will be subject to fees on orders that are not handled correctly or create a poor customer experience.	Merchant Performance Standards	To allow time for accounts to acclimate to any changed fees, metrics, or thresholds no fee will be assessed until the first week of September.	Viewing Your Merchant Scorecard
Promotions and Sitewide Sales Eligibility	• Merchants will continue to be eligible for ILS participation. • High performing and/or in-demand deals receive increased site exposure. • Merchant who select $0 for shipping costs, may qualify for additional promotional campaigns. • Merchants can choose to opt-out qualified Groupon incentives including Select, Sitewide Sales, and CRM events.		Groupon will absorb the cost of incentives including Select, Sitewide Sales, and CRM events. Merchants will be paid your full sale price (Minus Commission, Non-Compliance and/or Co-Op Fees).	