

HEYFAQ

FREQUENTLY ASKED QUESTIONS

On the following pages you will find frequently asked questions that may help you deal with various topics. If you have any further questions, please do not hesitate to contact your onboarding or partner manager.

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1. General

What are the advantages of an integration with heyconnect in comparison to a standalone integration with a platform?

Speed and scaling: With heyconnect you have the possibility to connect your products to more than 50 marketplaces within 3 months - even without your own technical interface and with only one contact person. In addition, we are continuously expanding our extensive portfolio of marketplaces.

Cost savings: heyconnect allows you to connect on numerous platforms without having to invest in technology, without spending a lot of time and without having to build up resources and skills.

Quality edge: We are experts and have been in the platform business for 15 years. This means we can run this complex business more effectively in all areas, from logistics to content creation, than a brand that has to experience this learning curve itself.

With whom do I enter a contractual relationship as a brand?

The contractual relationship exists only with heyconnect – we in turn hold the contracts with the platforms. A commission business arises between the partner and heyconnect. Heyconnect is merchant of record on the platforms.

How long is the contract period?

The contract is concluded for an indefinite period with a minimum term of 12 months, beginning with the month of signing. After the first 12 months, the contract may be terminated by either party with three months' notice to the end of the month.

Does heyconnect have more favorable platform commissions compared to a direct connection?

Normally, heyconnect has more favorable commission rates due to the strategic partnerships with the platforms. However, if a brand receives better conditions through direct contact with a platform, we can adopt these for the respective brand and take them into account for the billing. Please contact your partner manager for this.

What does it mean to work with heyconnect in terms of a commission business?

We have set up the commission business in accordance with commercial and VAT law. We separate the commission relationship (internal relationship - heyconnect to partner/commission agent) and the execution business (external relationship - heyconnect as commission agent to the platforms/end customers). The background of the transaction is that it is in the name of heyconnect and for the account of the partner. Therefore, we are the external contracting party for sales and therefore also the invoicing party ("in the name of heyconnect"), while the economic benefit accrues to the principal ("for the account of the partner").

What does it mean that heyconnect is "Merchant of Record"?

Heyconnect is a contractual partner to the outside for sales and therefore also an invoicing party.

1. The contract with the marketplace is concluded by heyconnect.
2. heyconnect acts as a seller on the marketplaces.
3. All financial transactions as well as contacts go through the seller heyconnect.

Therefore, it is important to know: It is not apparent to anyone, at any point in the process, that the brand is acting as a principal.

What are the basic processes in the collaboration?

1. The brand enters text and image content as well as price data via the PIM system.
2. After receiving the article master data the goods are ready for delivery. The brand announces the delivery. heyconnect releases the delivery and the goods are shipped.
3. The storage and article activation takes place.
4. heyconnect transmits the article data and inventories to the platforms.
5. The platforms put the articles online.
6. The platforms report the orders received to heyconnect.
7. heyconnect handles the platform sales logistically - by shipment to the end customer or collective deliveries to the platforms, which in turn supply the end customers.
8. If the end customers return the shipped goods, heyconnect takes over the returns handling.
9. The brand receives a monthly statement.

Can I use the customer data of the end customers?

Due to the DSGVO, unfortunately no customer data may be transmitted.

Which items are excluded from sale via heyconnect? (Real fur etc.)

For a complete list of prohibited materials, please refer to our "Do's and Dont's" guide. You can find the "Do's and Dont's" in our partner portal as well as on the onboarding landing page Content.

2. Content

Where can I see my previously imported articles in iPIM?

In iPIM you have three options to view your previously imported articles:

1. Via the search function by selecting the search parameters that are suitable for you
2. Via the worklists (in case you need to make corrections)
3. Via the category structure of the heyconnect primary classification in the Taxonomies tab.

Are subsequent adjustments to the content, titles or images possible?

If you want to adjust your product data retrospectively, please note the following:

1. If the fourth traffic light in iPIM is still on red, no export of the article data to the middleware has taken place yet and the data set can be adjusted in iPIM as desired.
2. If the article has already been exported to the middleware, which you can recognize by a green fourth traffic light, it is not possible to transfer the adjustments automatically to all marketplaces, because this is prevented by the marketplaces.

In addition, not all information can be changed subsequently. In the PIM manual you will find an overview of which article data can be subsequently adjusted.

Please discuss any subsequent adjustments with your contact person in order to find a possible solution together. A manual effort on the platform side is necessary for the correction. Depending on the channel, it takes up to ten working days for the change to be displayed online.

Since the subsequent adjustment of product data is very time-consuming and, in some cases, not possible, please adhere to the principle of maintaining your article data as accurately and correctly as possible from the beginning in order to keep subsequent adjustment efforts as low as possible. We ask for your understanding that subsequent changes to already exported articles will be charged with 65 €/hour according to the contract.

Why is the same content not played out on all platforms? (Long texts, bullet points)

Each platform plays out the item data according to their own condition. While Otto requires long texts, Zalando does not. Some differentiate between different color tones (e.g. navy, azure), while others only display the parent colors (e.g. blue). This results in your items being displayed differently on each platform. We have no influence on the display of the content on the platforms.

I can't find the right category for my product - how do I proceed now?

Please first check our category tree in the "Taxonomies" tab in iPIM. There you will find our current data model as well as all currently available product types.

If you are missing a category or product type, please fill out the familiar Monday form, which you can find on the content landing page in the onboarding or in the partner portal.

After approval by heyconnect, the required categories or product types are created in the iPIM system by the heyconnect data governance team. The creation takes about four weeks. We will inform you after successful implementation.

I am missing suitable option values for certain attributes in the context of value mapping in iPIM Supply or data refinement in iPIM - what do I have to do?

Please contact your onboarding or partner manager with missing option values.

How do I get information about the status of my articles in iPIM?

Please see chapter 8.1 in the PIM manual.

How and when are content services invoiced?

Content services are billed at irregular intervals after they have been implemented. You can see the conditions in your contract appendix 1.

2.1. Article data

Where can I find the ArticleMaster template?

You can find the template either on the content landing page in Onboarding or in the partner portal.

Where can I find help if I have questions about filling out the ArticleMaster template or data refinement in iPIM?

Via the partner portal or the onboarding landing page Content you can download the PIM manual, which explains in detail the system-based article data creation via the two systems iPIM and iPIM Supply.

How are the individual columns of the ArticleMaster template to be understood?

A detailed description of the columns and their meaning can be found in the ArticleMaster template in the first worksheet (instructions).

Is the structure of the ArticleMaster template fixed or can I still change it? Can I delete irrelevant columns or leave them empty?

Yes, the structure of the ArticleMaster template is fixed. Please do not change the structure of the template, i.e., delete/add columns or rename columns. Otherwise, you will get the error message "Import process failed - The import file does not contain all defined attributes" during the import into iPIM Supply. In addition, all columns must be filled to ensure a successful import.

A detailed explanation of how to fill the ArticleMaster template can be found in the PIM manual.

How can I display the relevant attributes for data refinement in the worklists in iPIM?

This is explained to you in chapter 3.4. in the PIM manual. At this point we would like to give you some more detailed information:

To make the data import as precise as possible, we work with so called "attribute profiles" in iPIM. Attribute profiles allow you to manage larger amounts of data at the same time without having to assign new attributes. They contain a fixed selection of attributes that support you in mass data processing.

heyconnect has predefined system-wide attribute profiles for all users, which are opened when the system is initially loaded.

If you overwrite attribute profiles locally in the different views, you may experience discrepancies in the recommended data management processes. To recreate the predefined attribute profiles, there are two options available to you:

1. Clear your browser cache and log in again.
2. Reload the attribute profile into the system.

For the second option, proceed as follows:

1. Click on "Attributes".

The screenshot shows the 'heyconnect PIM' interface. The main content area is titled 'ARBEITSLISTEN' and displays a table of article data. The table has the following columns: Digital-Asset, Produktnummer, Artikelnummer, Bezeichnung, Lieferanzprodukt, Std_EAN, Hersteller, and Saison. The table contains several rows of data, including articles with product numbers like 100000080, 100000082, 100000084, 100000086, 100000252, and 100000254. On the left side, there is a sidebar with a search bar and a list of tasks under 'Dynamische Arbeitslisten', such as '1. Artikelstamm korrigieren', '2. Verkaufsanlässe prüfen', '3. Bestände pflegen', '4. Preise pflegen', '5. Assets vervollständigen', '5. About You Pflichtcontent', '5. Amazon Pflichtcontent', '5. BOL Pflichtcontent', '5. Breuninger Pflichtcontent', and '5. Content Service abnehmen'. The top navigation bar shows 'heyconnect PIM' and 'ARBEITSLISTEN'. The top right corner has a language dropdown set to 'Deutsch (DE)' and a user profile icon.

2. Select the attribute profile via dropdown:

SICHTBARE ATTRIBUTE AUSWÄHLEN

Attributprofil

Filter

Amazon_Attribute WB_CONTEXT_AMAZON

Assetfehlerkorrigieren ASSET_VALDN_MSG

Assetsvervollstaendigen WB_CONTEXT_CHECK_MEDIA

AY_Attribute WB_CONTEXT_ABOUTYOU

Bestaendepflege WB_CONTEXT_CHECK_OFFER_STOCK

Bol_Attribute WB_CONTEXT_BOL

Breuninger_Attribute WB_CONTEXT_BREUNINGER

Abwaschbare Teile
+ Typ: Boolean
Datenebene: Produkte

Akkukapazität

Profilname

LÖSCHEN ERSTELLEN SPEICHERN

Sichtbare Attribute

Attribute profiles are named appropriately and the name is based on the work list.

Can I tag my articles with "sustainability"? Are there other tags?

Some of our platforms can display certain tags, such as "sustainability", on the product. If there are certificates for your brand that you would like to display please find out about the existing possibilities in our certification guide. You can find the guide in our partner portal as well as on the onboarding landing page Content.

For the display of the tag "Sustainability" it is mandatory to fill out the corresponding sustainability template and submit it to heyconnect via the [form "Sustainability"](#). In addition, we require the original sustainability certificate as a pdf file with the upload. heyconnect then transmits the evidence and data bundled to the platforms and asks for the display of the corresponding tag. An automatic payout by the platform is not possible.

General note: If you cannot provide proof of official certifications, no references to this may be made in the text content. The platform will only support the display if we can provide them with proof.

In addition to the Sustainability tag, the "Plussize" or "Premium" tag can also be added. In this case, the first two requirements do not apply.

Not all platforms are able to play out these tags. Please feel free to contact us about this topic.

Are there any restrictions or character limits in the Article Master Template or iPIM that need to be paid attention to?

Depending on the type of content, there are the following limits:

Extended text: 750

Bullet Points: 50

Product title: max. 100 characters

Manufacturer article number: max. 20 digits

Color name: max. 20-digit

What is a customs tariff number and why is it important?

The customs tariff number is relevant for shipping abroad. It indicates the type and material of the product. We need this number in 8-digit format. You can find more detailed information at zolltarifnummern.com.

What is the composition of the titles on the platforms?

Platforms use different components to assemble their titles. You can find a title configurator in our "Do's and Dont's". You can find the "Do's and Dont's" guide in our partner portal as well as on the Content onboarding landing page.

Does heyconnect also translate content for foreign platforms?

First of all, it is not necessary for all foreign platforms to transmit foreign-language content. For example, Zalando, AboutYou, and Amazon translate the text content themselves albeit in a somewhat minimized form.

The only platform that requires foreign language text content is bol.com. Dutch translations of the product titles as well as the product descriptions are required for a Go Live. The translations must be provided to us on an EAN basis as a CSV file. You can download a corresponding translation template in the partner portal or on the onboarding landing page Content. You can then send the completed file to your onboarding or partner manager.

Is there a problem with the size grid for double sizes?

No, if the correct size grid is selected there is no problem.

In which unit are dimensions specified?

Unless otherwise noted in the ArticleMaster template, cm measurements are used.

Please leave a space between the value and the unit of measurement (e.g. "60 cm" not "60cm"). The weight must be specified in grams.

Is there a difference between handle(s) and shoulder/carry strap for bags?

Handles are usually short, not removable and often not adjustable in length as with handle bags, hobo bags and shoppers. Shoulder straps (or shoulder straps) are rather long, adjustable in length and can often be removed.



2.2. Article images

Which formats do the logos need to have?

There are different format requirements depending on the channel:

- Zalando: jpg or png
- Sports check: ai
- Van Graaf: eps
- Görtz: eps
- Otto Market: formats: eps, png or jpg, logos in png and jpg formats must be at least 1000 pixels wide
- Douglas: 2 logos - 130 x 35 px (JPG) and 184 x 49 px (JPG)

Can I outsource the production of the images to heyconnect?

Yes, it is possible to have images produced via heyconnect. Together with a service provider we create image sets that meet all the requirements of the platform. However, this is only an optional solution. In cooperation with our content team we will be happy to determine the most straightforward and cost-effective option for you.

Do I have to submit a separate image set for each EAN?

No, we need only one image set per color variant. You can choose any EAN of the color. Our system will automatically assign the corresponding image set to all EANs of this color variant.

Do you need proof of CE label?

Yes, Zalando and bol.com indeed require proof for all items with CE marking (including watches and glasses). The requirements for CE labels can be found in the image guide.

Why do we have to send you different sets of images?

Each platform has a different look and therefore they also have different requirements for the image material. We have tried to summarize the individual platform requirements for you as best as possible. However, this is not possible for all platforms.

To be able to successfully go live on all platforms we need up to four different sets of images.

Are lifestyle images allowed?

Lifestyle images are not allowed due to technical requirements.

2.3. Article prices

Where can I find the PriceMaster template?

You can find the template either on the content landing page in onboarding or in the partner portal.

Why are purchase prices queried in the ArticleMaster template?

The purchase prices are relevant information for our warehouse insurance since the insurance value is calculated with this. We use the purchasing prices exclusively for this purpose and do not pass this information on to the platforms.

Can we offer our items at different prices abroad?

Yes, this is possible. Please maintain the different prices in the PriceMaster template. The template can be found on the partner portal or the corresponding onboarding landing page. The upload of the populated PriceMaster template is done via iPIM Supply. A detailed explanation of the exact procedure can be found in chapters 5.1 and 5.2 of the PIM manual.

As there are higher delivery costs for shipping to foreign countries, we ask you to include these directly in your calculations.

Note: If you want to go live in countries with foreign currencies, such as Zalando Denmark or Switzerland, we always need foreign prices in the respective local currency to enable a go live. The upload is also done via the PriceMaster template in iPIM Supply.

Is it enough if I send you only Euro prices instead of the prices in the respective national currencies?

No, unfortunately this is not sufficient. Since you have the pricing sovereignty, it is mandatory that you provide us with the prices in the respective national currencies. Currently, this concerns platforms for Switzerland and Denmark. An automatic conversion of the prices in our system is not possible.

How long does it take for price changes to be displayed on the platforms?

Depending on the platform the transfer of prices takes up to 48 hours. Please calculate this time if you want to participate in a sale promotions, for example.

How do I enter a price correctly? Is it necessary to enter the EAN for each channel separately?

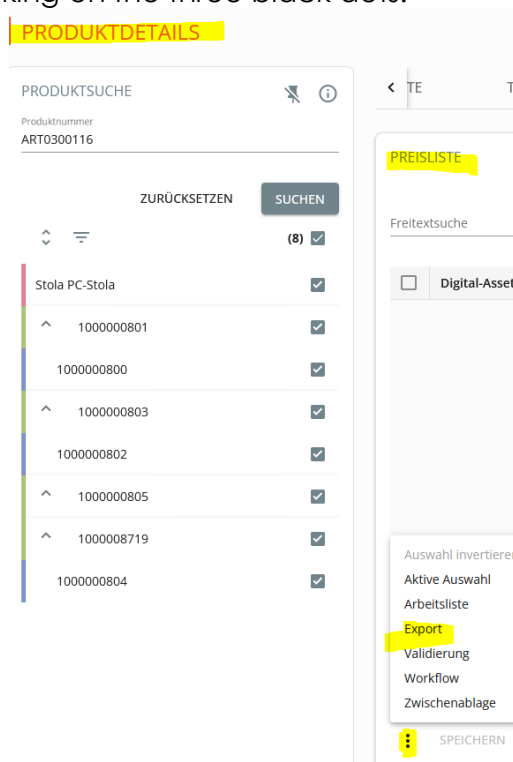
The price import in iPIM Supply takes place in two steps. In the first step, you import Euro base prices via the ArticleMaster template. If no additional sales channel-specific prices are maintained, these sales prices apply across all platforms for all marketplaces with euro pricing.

The individual sales channel-specific prices as well as prices in foreign currencies can be transmitted in the second step via the Excel file "PriceMaster Template" provided by heyconnect. It is also possible to maintain price reductions and strike prices as well as price increases.

Per EAN and channel always one line has to be filled in the PriceMaster Template. If the same price should be offered on each platform with Euro prices, the field "sales channel" can be left blank.

Can I view my prices in iPIM?

You can view your prices in the product detail listing under the "Prices" tab. You can create an export by clicking on the three black dots:



How can I transmit basic prices for beauty items?

Base prices are maintained via the following attributes in iPIM:

- "Base price unit": here the unit is specified with which the base price is to be determined. You can choose between: KG, liters or pieces.
- "Basic price quantity": Here the quantity of the article is indicated. Matching the unit. E.g. 0.7, if "Liter" was selected as the unit and the article is 700ml in size.

Calculation and display then takes place via the middleware on the sales channel.

2.4. System handling iPIM and iPIM Supply

How can I create an export of my articles?

You can filter the product detail view and export it by clicking on the three black dots:

The screenshot shows the 'PRODUKTDDETAILS' view for product 'ART0300116'. On the left, there is a 'PRODUKTSUCHE' sidebar with a search bar and a list of filters for 'Stola PC-Stola' with various IDs (1000000801, 1000000803, 1000000805, 10000008719). The main area is divided into 'DASHBOARD', 'ATTRIBUTE', and 'TEXTE' tabs. The 'ATTRIBUTE' tab is active, showing a table of 35 attributes for the product. A context menu is open over the table, with 'Export' highlighted. The table columns include 'Attribut', 'ART0300116', and '100000'. The 'Export' menu options are: 'Auswahl invertieren', 'Aktive Auswahl', 'Arbeitsliste', 'Export', 'Validierung', 'Workflow', and 'Zwischenablage'.

Attribut	ART0300116	100000
Verpackungsgewic...	0,08 g	
Verpackungsbreite	24,00 cm	
Ursprungsland	Indien	
Trocknen/Pflegehi...	Nicht im Wäschetrockn...	
Tradebyte: Letzter E...	04.08.2022, 13:29:26	
Std_EAN		
Stammdaten volls...		
Sportart	keine Sportart	

How do I take items offline on marketplaces by myself?

If you want to remove your articles cross-platform, i.e. from all platforms, please proceed as described in chapter 6.1.2. in the PIM manual.

However, you can also deactivate individual sales channels at EAN level. Instructions can be found under chapter 7.1.2 in the PIM manual.

How do I delete articles from the system?

If you want to delete articles, a support request must be sent to heyconnect (case type: article deletion), because the article is then already blocked and only editing by heyconnect is possible.

How can I reset my iPIM password?

If you want to reset your password (for example because your initial password expired or you forgot your password), please contact iPIM Support via pim@heyconnect.de.

If you want to update your password, there are two options. These password guidelines apply to both:

- 12 - 20 characters
- At least one upper and lower case letter each
- At least one number
- At least one of the defined special characters (,;:;!\$%&()=?+#!@_-*)

For further information on password management, please refer to chapter 1.4.4. of the PIM manual.

Where can I find support if I have technical difficulties?

The PIM support structures are explained in detail in chapter 1.4.6. in the PIM manual.

Where can I find support if I have problems with data editing?

The PIM support structures are explained in detail in chapter 1.4.6. in the PIM manual.

I have my own PIM - is it possible to connect to the heyconnect PIM?

If you want to work outside the standard processes (article master creation via iPIM Supply and data maintenance in iPIM), it is possible to implement an individual article data connection. For this, the implementation of an individual connection is necessary. The project includes:

1. scoping + discovery system landscape and data requirements
2. setup of the supplier export as catalog
3. creation of supplier-specific mapping profile
4. setup of hotfolder process for data exchange
5. maintenance and operation of the interface

If you are interested in an integration, please contact your onboarding or partner manager to coordinate a joint discovery call to discuss the system landscape and data requirements. Implementation and pricing on request.

3. Marketplaces

Can I connect to any platform I want?

This is only possible with open marketplaces such as Amazon or eBay. For the other curated marketplaces an approval is required.

Can I make subsequent platform requests or changes?

Yes, it is possible to both deactivate and request platforms at any time. However, depending on the platform delays may occur during the go live process. If it is a new platform request, we cannot guarantee an approval. Extending existing approvals to additional foreign channels, such as About You or Zalando, is usually not a problem.

Is there a limit on items I can put live via heyconnect?

No, there is no limit to the number of items. Our warehouse only needs free capacity to the desired extent.

Is it possible to select assortments and display different articles on different platforms?

With the help of the PIM system, it is possible to select assortments and thus offer different articles on different platforms. Via the ArticleMaster template you can control

on which channels your articles should be sold. However, this requires prior approval of the desired platforms. After initial management of the sales channels via the ArticleMaster template you have the possibility to activate your assortments on EAN level in iPIM for further sales channels or to remove unwanted sales channels.

Can heyconnect manage our own platform account?

Yes, this is generally possible. Please contact us to talk about your individual setup.

Are there additional/monthly costs for a certain number of channels?

As soon as the corresponding approvals of the marketplaces are available, you can use most of the channels connected to heyconnect without additional costs. However, additional costs are incurred for the following marketplaces:

amazon

Additional costs depend on the selected setup

bol.com

+ 1% customer service

+ a fee net for returns in the amount of 1%.

ebay

+ 1% customer service

MediaMarkt/Saturn

+ 1% customer service

+ a fee net for returns in the amount of 1%.

Can a platform dictate the assortment?

No, the brand specifies the product range and can decide which products it wants to sell via the platforms. However, different platforms have restrictions and do not offer every product group. These can be found in the platform insights.

Who has the price and product range sovereignty?

The partner has price and assortment sovereignty at all times. However, About You and Douglas represent an exception. The platforms reserve the right to refuse prices or articles without further justification.

How long does it take for new articles to go live on the platforms?

After the fourth traffic light status in iPIM has been set to green, the live-setting duration, i.e., the time between export to the middleware and display on the platforms, is around 10 working days and depends on the respective platform. Please understand that we cannot influence the live-setting duration.

Why are there more items displayed on some platforms and much fewer on others?

At Zalando and About You the individual color variants are displayed separately, at Otto or Galeria they are combined. This results in a different presentation.

Are we informed about the connection of new channels?

Yes, we'll keep you up to date on new platforms in our monthly newsletter.

Can you also manage our own online store?

No, unfortunately this is not possible at the moment.

Can we sell through our own Seller Central?

Yes, this is possible on Amazon. Feel free to contact us.

Can you influence the shipping time on the platforms, such as on Zalando 7-9 days standard delivery?

Mostly not because the shipping times are set by the platforms for the merchants. However, since we follow different SLAs than displayed on the platform it is possible for us to ship faster. One exception is Amazon where we can adjust the shipping time ourselves.

Are we allowed to refer to our products on the platforms in our own online store?

Yes, but the Zalando logo must not be used.

How high are the return rates on average for the individual platforms?

The return rates of the individual platforms can be found in our Platform Insights.

Do you have a way to sell our leftovers from old seasons through special platforms /outlets?

A sale of leftovers from old seasons with reduced prices is possible on all platforms except Breuninger and Zalando.

Are there any characteristics during the article go live that can hinder or block the live setting?

Yes, depending on the platform there are different aspects that need to be considered.

Zalando

If your items have been live on Zalando in the past via yourself or another Zalando partner this can complicate the onboarding of your articles via heyconnect. Feel free to name all items that have been sold on Zalando before when starting the onboarding process. In addition, these aspects can hinder going live on Zalando:

- Incomplete or incorrect content submission
- Incomplete size runs:
 - For textiles, three consecutive sizes require a stock > 1
 - For shoes, five consecutive sizes require a stock > 1
 - For children, four consecutive sizes require a stock > 1

If you plan to supply only 1 piece per size variant please keep in mind that the small stock per size can be quickly sold off via other platforms, even before the item has gone through onboarding at Zalando. As a result, the size run of 3-5 consecutive sizes would no longer exist. In this case, the entire color variant will not go live until the missing stock follows. Therefore, we recommend ensuring sufficient inventory to allow for a go live across all platforms. Please also note that heyconnect reserves the right to deactivate affected items for Zalando after a reasonable period of time until stock follows, as delayed item onboarding may result in a warning letter from Zalando.

If you also want to go live on the foreign channels Zalando Switzerland and Denmark, please remember to submit the prices in the corresponding local currency to heyconnect. Without prices in Swiss francs or Danish kroner, going live on these channels is not possible.

In addition, all items must comply with Zalando's ethical guidelines. The platform does not tolerate any offensive or illegal content on the products offered. For example, discriminatory depictions, images of political extremism, glorification of violence, sexualization, drug use or inappropriate language are prohibited. If an item displays any of these symbols, Zalando will block the go live.

Breuninger

To set an item live on Breuninger, 80% of the size run must be in stock. In addition, Breuninger only accepts items from the current season and NOS merchandise.

Peek & Cloppenburg/Van Graaf

A minimum stock of 10 pieces per style (color variations & sizes included) is required for an item to go live.

Happy Size

Since Happy Size is considered a specialist for fashion in large sizes only items from size 42 can be set live.

Görtz

For shoes the following applies: In a size run with whole sizes (e.g. 36; 37; 38; 39; 40) at least 2 sizes must be in stock. For a size run with half sizes (e.g. 36.5; 37; 37.5; 38; 38.5; 39; 39.5; 40) at least 5 of the sizes must be in stock.

bol.com

The product name as well as the product description of an item must be submitted to heyconnect in Dutch.

3.1. Zalando

What is retagging at Zalando?

The background of the retagging is that old seasons are taken offline by Zalando, so that only new goods and NOS remain online. The retagging gives you the opportunity to rewrite your items to the new season.

Example: An article was originally imported with the season HW20 and could be rewritten to the season FS21 by retagging.

The advantage of retagging is that your item can remain online with the black price.

Zalando checks the following requirements and assigns the new season or rejects the request on this basis:

- 85% traffic on the item detail page of Zalando (this key figure is only checked internally at Zalando, the data basis for this is not made available to heyconnect)
- Minimum sales of 5 items in the last season

Your partner manager will approach you in time for each retagging phase and ask you for a list. In this list, we will present you all the articles that can be considered for the request for retagging. We only need the info which articles should be retagged to which season.

In the best case, the item is retagged and receives the new season status. If the article is rejected, there is a solution that the article must be reduced by at least 20% to remain online. Your partner manager will let you know in time when the price reductions need to be imported to our system.

What is the Dynamic Partner Selection at Zalando?

Dynamic Partner Selection is a new tool from Zalando. With the help of this tool, you have the possibility to display your items online that overlap with Zalando Wholesale or other marketplace partners through the lowest price. The Dynamic Partner Selection is usually only active during sale periods. Your partner manager will inform you about these times.

To beat the price of Zalando Wholesale or ZFS items and thus be allowed to sell your items, the price must be at least 5% lower than the item offered by Zalando Wholesale or via ZFS. Other marketplace sellers can already be beaten with a minimal reduction (e.g. -1 cent).

Are there any special features regarding brand approvals and rejections?

At Zalando there are the following special features:

- An approval at Zalando.de leads to an automatic approval at Zalando's foreign sales channels.
- If the brand is already online at Zalando, the brand is automatically approved and does not need to be requested again.

What is ZFS and how can I use it?

Zalando Fulfillment Solutions (ZFS) gives you access to Zalando's excellent logistics network and enables a customer-friendly one-box solution for deliveries and returns. Your items are stored in one of Zalando's five German logistics locations and can thus be shipped together with Zalando Wholesale products and other partner items in one package. Prerequisite for the use of ZFS is a brand release on Zalando. For further information, please contact your partner manager.

Which countries are available via Zalando?

We can sell in the following countries: DE, AT, BE, CH, DK, FR, IT, NL. More countries are planned.

How is the product title composed at Zalando and what specialties are to be considered?

Zalando only needs the proper name of the product to create the title (see screenshot: "Article Name"). The product category ("Zalando categorization of the article") is selected by Zalando itself. There are only certain categories that can be selected here.



Components such as material, color, gender, product category or special characters like 'ß' are not allowed in the title. If these components are nevertheless included, this leads to the title being adjusted, changed or deleted by Zalando. The title is played out on product level (style) and not variant level (style color). Unfortunately, the "Zalando categorization of the article" cannot be deleted but it is possible to change it.

Is it possible to display different titles per Zalando foreign channel?

No, that is not possible. The same title is displayed on all Zalando channels. Only the "Zalando Categorization of the Article" (see previous screenshot) is translated.

What content can be played out on the item detail page at Zalando?

Bullet points and product descriptions (extended texts) are not being displayed on Zalando. In addition, only certain attributes can be displayed on Zalando. The articles must pass a multi-stage article check which consists of automatic and manually steps. The better and more complete the article data is, the faster the articles are live. We have no influence on the quality of the checks performed by Zalando employees during the manual checking process. Therefore, verification errors are unfortunately unavoidable.

What happens if my items have been live on Zalando before - for example, by other competitors, Zalando Wholesale or myself?

If individual items have already been sold on Zalando, the content that we submit to Zalando as heyconnect (e.g. images, attributes, size grid, season, title, etc.) is not transferred. The existing content will still be played out. If desired, the content can be adapted upon request from heyconnect by Zalando afterwards. If you know that there are items that you want heyconnect to set live on Zalando but they have been sold there before please send a list on EAN basis to your onboarding or partner manager.

Which attributes are played out?

Depending on the category, the attributes and attribute values vary widely and are often limited. Please contact your onboarding or partner manager so that they can provide you with a list of attributes for your items.

Can you offer an item in two different categories (for example, sweater and T-shirt)?

No, unfortunately this is not possible. The item can be displayed only in one category.

Our items are unisex and have both men's model pictures and women's model pictures. Can we display the images to match the category in each case?

No, the same images are displayed in both categories. Please decide if you want to show the women or men model picture first.

We want to update our keywords (search results in Zalando search). How can we do that?

Unfortunately, Zalando does not offer a keyword update for items that are already live. Therefore, we ask you to add all desired keywords during the initial data refinement in iPIM. Once the item has a SKU, the search results cannot be changed. Unfortunately, Zalando cannot implement this technically.

Our items are displayed in the wrong category, can this be adjusted?

In each category, the items get a so-called Zalando tag. For example: Category - T-Shirt, Tag - Print T-Shirt. A category and tag change is possible on Zalando but your desired category and tag must exist on Zalando. New categories and tags cannot be added.

Is it possible to adjust the image order?

In general, Zalando will set the image order according to the Zalando image requirements of the image guide. If the image sequence submitted by us does not meet Zalando's requirements, Zalando will adjust the sequence. If you would still like to change the image order, we can request this from Zalando without obligation. Please provide your onboarding or partner manager with a folder containing all images. These must always have the EAN in the file name as well as the image sequence by means of numbers, e.g. EAN_1, EAN_2, EAN_3 etc.

Our articles are sustainable. How can we have appropriate sustainability labels played out on the items?

Zalando has certain requirements and not all certifications are accepted. Please check our certification guide if your sustainability label can be displayed by Zalando and follow the steps from the guide.

How long will the tag 'NEW' be displayed on Zalando?

New items keep the tag 'NEW' on Zalando for around 2 weeks.

The prices of our items have been reduced. How do we get the strike price shown next to the reduced price at Zalando?

In the heyconnect PriceMaster template, both the sales price (in the screenshot the reduced price) and the old price (in the screenshot the strike price) must be entered. The price can be reduced by a maximum of 79%. If a product is reduced by more than 79%, the item will be blocked by Zalando.

Freizeitkleid

30% sparen

118,97 € ~~169,95 €~~ inkl. MwSt.

How do I participate in Zalando sale promotions?

All you have to do is fill in the heyconnect PriceMaster template, taking into account the reduction level specified by Zalando, e.g. at least 10%. Then upload the completed template via iPIM Supply. If the prices have been imported successfully,

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you will automatically participate in the promotion. If you want to remove your reductions again, please upload the PriceMaster template with the original prices after the end of the promotion.

I have seen that on Zalando some items are displayed with moving images or videos. Can I also upload such videos for my items?

No, unfortunately it is not possible to display videos or images that don't match the image requirements mentioned in the image guide. These special permissions for videos etc. apply exclusively to Zalando Wholesale customers.

3.2. Görtz

How much do banners cost at Görtz?

This depends on the chosen banner display. The costs range from 500€ to 5.000€ per season. Please contact your partner manager for more information.

3.3. Van Graaf

What are the image requirements for Van Graaf?

The aspect ratio is 1:1.33, with a gray background. Only full-face model images are allowed. Further specifications can be found in the picture guide.

What is Peek & Cloppenburg North?

There are two independent companies Peek & Cloppenburg with headquarters in Düsseldorf and Hamburg. Our cooperation is with the Peek & Cloppenburg KG group of companies in Hamburg, whose locations can be found at <https://www.vangraaf.com/de/haeuser/haeuser-uebersicht/>. The affected online platform is <https://www.peek-und-cloppenburg.de/>

3.4. Otto Market

Do we need a brand approval from Otto?

No, we can create brands ourselves and there are fixed commissions per product category. However, some brands are excluded and cannot be offered. Furthermore, there are other brands where only certain assortments may not be offered at Otto or brands where a license must be proven. For a complete list please contact your partner manager.

How high are the commissions on Otto Market?

Information about the commission on Otto Market can be found in our Platform Insights. If you have any further questions, please do not hesitate to contact your partner manager.

Is competition on the article possible at OTTO Market?

Yes, several suppliers can offer the same EAN.

There is not only a ranking who wins the BuyBox but also a ranking who wins with his content. The rankings work independently from each other, so our content can win, but we don't necessarily have to win the BuyBox and vice versa. If another competitor wins with their content, we have to accept their content.

Which categories are possible via OTTO Market?

At the moment we can already display apparel, accessories, shoes and jewelry, as they are compatible with our data model. Other product groups have to be checked in advance but are mostly possible.

Are Otto.at, Quelle.at, etc. are accessible via OTTO Market?

No, unfortunately this is not possible.

What is the returns process?

Currently we can only work with one return warehouse which is why all returns first need to be shipped to heyconnect. A redirection of the affected goods to external warehouses takes place afterwards.

3.5. AboutYou

Is it possible to go live exclusively on the About You foreign channels, for example About You Netherlands and About You Austria?

If you want to go live via About You Netherlands and/or Austria, you must also go live in Germany. An approval for About You Germany leads to an automatic approval for the foreign channels.

Is it possible to deactivate my articles/brand for the foreign channels afterwards?

Unfortunately, this is only possible if no other retailer or About You itself sells the goods at About You. However, if this is the case, About You can no longer exclude items or brands for individual countries once the data has been submitted.

Why are articles blocked by About You?

Sometimes About You blocks articles for a certain time for strategic reasons. Mostly this happens when they want to promote their own assortment. The platform also blocks items where the prices are unclear. This means, for example, if About You determines that an exceptionally high price has been set for an item. After confirming these prices, however, the items are usually unblocked again.

Why are my prices or reductions on About You not played out the way I imported them?

About You has the pricing sovereignty and can therefore adjust the prices themselves or not accept price reductions.

3.6. Galeria

Why is my item being sold by another merchant?

This problem occurs as soon as we do no longer offer the cheapest price. By adjusting the price heyconnect becomes the leading seller again.

What do I need to know about the brand approval process?

If your brand has not yet been created at Galeria, it must first be approved and set up in the Galeria backend. This process can take up to 2 weeks. If your brand is already known and approved by Galeria, the go live process is usually faster.

3.7. Amazon

What can I do if my item is sold by another merchant?

In this case a price reduction makes sense. The lowest price has significantly higher chances of regaining the buybox.

When does Amazon require trademark registration?

If Amazon does not know the brand yet, this is necessary.

3.8. Sportscheck

Is it possible to make subsequent changes to the article data?

Subsequent changes to size and color in the mapping cannot be made, otherwise articles will go offline. Changes in the content are automatically transferred to Sportscheck and played out.

3.9. Klingel

When can I reduce my items?

Reductions are possible during Klingel's official sale phase. Items that are reduced outside of this timeframe will be taken offline. For more information about the specific dates please contact your partner manager.

3.10. limango

How do limango promotions work?

The campaigns usually have a duration between 3-5 days, depending on when the promotion starts. Mostly the period Monday to Wednesday or Thursday to Sunday is chosen. The final date is specified by limango but the dates can be coordinated in advance with the marketplace – however, the theme of the promotion must fit into the desired period.

The marketplace promotion will be displayed on the limango homepage and additionally advertised in the newsletter.

You can plan a promotion with limango three times a year free of charge. All promotions beyond that are possible via marketing development funds or AdSales. On a monthly basis the platform plans which product ranges are currently interesting and could represent an attractive promotion in the following weeks.

What are the requirements to participate in a limango promotion?

- limango requires a minimum discount between 30%-50%.
- One third to two thirds of the total assortment should be reduced – limango prefers two thirds of the assortment.
- There should be 8-10 pieces of stock per style (including size and color variations).
- The size runs of the items should be complete as far as possible.
- The promotion prices must be entered 4 days before the start of the campaign.

- In principle, all brands are eligible as promotion partners, however, brands with a wide range of at least 100 items are preferred by limango.

To best promote a campaign the platform requires mood images and a brand logo. Below we have summarized the requirements for the visuals.

Mood pictures

- Size/Dimensions:
 - Width at least 1100 px,
 - Height at least 550 px → the bigger the better
- Quality: 300 dpi
- Landscape format with focus on the product
- Exclusively color images

Brand logo

- Horizontal logos: at least 400 px wide
- Vertical logos: at least 250 px high

3.11. Douglas

Are there special conditions regarding Douglas?

Square images are mandatory for a go live on Douglas. You can find the technical requirements for these image sets in our image guide. In addition, a base price must be entered for each item, including bags, for example. Articles with 3 dimensions, such as pants, can unfortunately not go live on Douglas.

4. Logistics

What does my logistics need to be able to do so that I can manage the fulfillment by myself?

In order to carry out fulfillment yourself you need a end-customer capable logistics network that must deliver in specified timeframes and meet existing platform SLAs. If you are interested, we would be happy to forward you a guide to connect an external warehouse. It lists all the specific requirements.

How expensive is it to integrate my own warehouse?

The costs for an own warehouse integration are effort-related, depending on which interfaces are already available and in which form the warehouse can be linked to our systems. The costs would amount to approximately 10,000€. If you are interested, please contact your onboarding or partner manager.

What conditions must be met for the delivery of goods to heyconnect?

Each delivery must be accompanied by a delivery bill. This should contain at least your name and address, the delivery number and a list of all items sent.

The item listing must include the item number, EAN code, item description and quantity. Further information is welcome.

Please attach the delivery bill from the outside using a delivery bill pocket or make it clear on one of the shipping cartons in which the delivery bill is located. Your name (sender) and the delivery number should be recognizable on the package or pallet label in order to be able to assign the delivery to the correct delivery announcement as quickly as possible.

The indication of the number of packages is also very beneficial in case one of the boxes does not find its way to us or possibly is delivered to us late.

Where should we send our goods?

The warehouse address will be provided to you during the onboarding process. In addition to this the delivery address is stated in the delivery confirmation for each delivery announcement.

Is it possible to arrange fixed delivery slots so that I can deliver every week/month or at regular intervals without approval?

Yes, this is possible for replenishment deliveries when the article data is already available in our system.

It is necessary to specify a maximum delivery quantity which must not be exceeded in regular deliveries. Nevertheless, the delivery must be announced in advance on EAN basis. For new articles, delivery without approval is not possible. Please contact your onboarding or partner manager to arrange a regular delivery.

How do the products need to be packed and shipped to heyconnect?

Every single product must have an outer packing (polybag, shoe box, carton or similar) to protect the product from dust and dirt. All products should be shipped to us bundled in shipping cartons. The shipping cartons should be stable and not heavier than 20kg. Larger shipments (> 10 cartons) should be delivered on pallets if possible. If there are any uncertainties, please do not hesitate to contact us.

Can you do an inventory for us?

Yes, an inventory is possible at any time digitally or manually (annual stocktaking). Please keep in mind that we need at least 4 weeks lead time for an annual stocktaking. We can provide digital inventories with a maximum lead time of one week. The costs can be found in the contract.

Do we have to send a delivery announcement to you in advance for each delivery?

Yes, this is always required before any delivery. Please ship the goods only after receiving our delivery release to the address provided.

Do you have the option to include other return reasons on the return slip?

No, the platforms provide the return slips.

Will we be notified when the goods have arrived and have been stored?

You will not receive confirmation of the receipt of goods but you will receive an automatic confirmation as soon as the delivery is completely stored.

How long does it take for returns to be processed and ready to ship again?

In general, it takes around 24 hours for returns to be processed. In high-turnover periods up to 48 hours can be expected.

Can we use the following services: ZFS, FBA?

Yes, we offer ZFS. Please contact your partner manager if you are interested. FBA is currently not available.

Can you also send B2B orders?

Unfortunately, this is not possible at the moment.

Can we add for example brand flyers or coupons to the customer orders?

No, this is not allowed on the part of the platforms.

How long does it take to store our items in your warehouse?

When a shipment has been properly announced and sent on the approved delivery date we specify the following storage times.

- Delivery < 300 parts = 99% of the items are stored within 48 hrs.
- Delivery 300 to 1,000 parts = 99% of items are stored within 72 hrs.
- Delivery 1.000 to 4.000 parts = 99% of the items are stored within 96 hrs.
- Delivery > 4,000 parts = 99% of the items are stored within 120 hrs.

Only working days are valid. Weekends (Saturday and Sunday) are excluded.

The storage status is considered exclusively from the logistics point of view. Availability on the online marketplaces is not considered in this context.

Please understand that storage may be delayed if we receive shipments that have not been announced or that deviate from the announcement. Delays also occur when products that have not been properly packed or labeled are shipped to us.

What happens if I can't meet the delivery date?

Please notify us of this deviation and we will assign a new delivery date. If you deliver on a deviating delivery date it may happen that the delivery is rejected.

Do the goods have to arrive duty paid at the heyconnect warehouse?

Yes, we only accept goods that have already been cleared through customs. In our logistics guide you will find further information on the customs procedure for shipments from other EU countries.

How does heyconnect handle customer complaints?

If returned articles cannot be reconditioned, they are booked as so-called "non-stockable returns" to our complaints department. We will return those goods to you at regular intervals. Alternatively, we can dispose of the goods for you. Please do not hesitate to contact us.

How long do we have to wait for a delivery release?

We will respond to each delivery announcement within two business days and provide feedback on whether you can deliver on your requested delivery date or on an alternative date.

In which intervals should we send you goods to the warehouse?

The delivery interval depends on the sales quantity and the respective stock. We will be happy to assist you in estimating this. In general, you should make sure that you replenish the stock in time if you want to continue selling the corresponding items. At least one week will pass from your planning to restocking.

5. Reporting

How do we identify items in reporting that are not resalable? What happens to the inventory? Are they treated differently systemically?

Non-sellable items are booked to our reclamation/complaints department. At regular intervals, we process the reclamation goods and return the items to you or dispose the products if desired. Subsequently, we book the affected quantities out.

When will the updated data be available in the data feed?

In general, the previous day's data is available in the data feed between 9:00 and 11:00 a.m.

How does the data package work?

With our three-step data package we provide you with various information about your sales, turnover and also stock quantities. It consists of a dashboard, six reports and three data feeds. The dashboard as well as the six reportings are provided to you automatically every Wednesday by mail in the form of PDF documents. The three data feeds can be updated daily with the data of the previous day using a download link.

The data package is designed to enable you to better manage day-to-day business and derive strategic decisions based on data. The data is prepared and updated using the flexible analytics database minubo. A detailed explanation can be found in our data package manual. You can download this document on the partner portal as well as on the onboarding landing page.

6. Accounting

What costs does heyconnect settle with the partner on a monthly basis?

The settlement between the partner and heyconnect takes place in a B2B transaction. heyconnect roughly settles the following positions:

- Net sales after returns
- Marketplace commissions
- Heyconnect commission
- Middleware commission
- Provided that the logistics are handled via heyconnect:
 - Logistics costs
 - Carrier shipping costs (DHL etc.)

These items are split into two statements. Every month you will receive a logistics cost statement about your logistics and shipping costs (if you use our logistics services) as well as a sales statement about your net sales after returns minus all commissions (marketplace, heyconnect as well as middleware). Further details about the

transactions (individual transactions, DSGVO-compliant) are sent to the partner by e-mail with each statement.

If you have used our content or marketing services these will be invoiced needs based.

How does the exchange of billing-relevant data work with heyconnect?

The receipts for credit notes and invoices are provided in aggregated form. In addition, heyconnect also provides an overview of the individual billing items in the monthly statement. Customer data may not be transferred to the partner according to the DSGVO, as there is no compelling need for the exchange. The detailed information does not need to be processed by the partner.

How does the exchange of reporting data work with heyconnect?

In order to monitor sales, returns and stock levels on a daily basis, we provide you with a data package. The included data feeds allow a daily exchange of sales data from the previous day via Excel CSV report (standard procedure). On request and for a fee, the setup of an EDI interface is also possible. The Inventory Report (INVRPT) can be used to update the stock quantity on a daily basis. The Sales Report (SLSRPT) is provided once a month. Due to a time delay in bookings and reporting this report is not suitable for financial accounting systems.

What is included in the heyconnect commission?

Our revenue commission covers all costs of platform connectivity, data management including quality assurance and mapping, management of logistics and content services, 1st and 2nd level customer service for the majority of platforms and key account management towards the platforms and the partners.

In case no positive turnover was achieved in one month heyconnect will charge a minimum commission instead of the turnover commission, usually this is 800€.

Costs for additional content production or special activities related to logistics, on the other hand, are incurred on an expense basis.

Does the minimum commission imply additional monthly costs?

No. To cover license and IT costs heyconnect charges a monthly minimum commission, usually in the amount of € 800.00 plus statutory VAT. The minimum commission is compared with the heyconnect sales commission in the respective month. If the sales commission is cumulatively below the minimum commission the minimum commission will be charged. As soon as the threshold is exceeded only the heyconnect sales commission will be invoiced.

Example 1:

Net sales/month = 10.000€

heyconnect commission = 11.5%

Minimum commission = 800€

Invoice:

$10.000€ * 11,5\% = 1.150€$

The 800€ minimum commission is exceeded and heyconnect invoices 1.150€ heyconnect commission.

Example 2:

Net sales/month = 5.000€

heyconnect commission = 11.5%

Minimum commission = 800€

Invoice:

5.000€ * 11,5% = 575€

The 800€ minimum commission is undershot and heyconnect charges 800€ minimum commission.

What is the middleware transaction fee?

A Middleware is a solution provided by third party service provider that ensures a connection between the platforms and heyconnects ERP system. For our technical integration via middleware systems, a commission is charged based on net annual sales after returns and excluding VAT. The exact amount depends on the cost rates regulated in your partner contract. The fee is due with the monthly statement of sales.

Why do I receive different statements (logistics, content, revenue, marketing)? Can the statements be combined?

These are different services which also have to be treated differently for VAT purposes. In the commission model sales and returns are settled in a credit voucher together with the associated commissions for legal and tax reasons. Other services such as content or marketing costs are settled in invoices.

When will I receive my sales statement?

In accordance with the contract sales are invoiced on the 7th working day of the following month. Logistics costs are always invoiced on the 4th working day of the following month. Content or marketing costs will be invoiced according to expenditure.

What are the payment conditions?

The agreed payment terms can be found in the contract appendix 1. According to the contract credits are generally due for payment and paid 30 days after the settlement has been created. heyconnect reserves the right to pay out credits within 10 days against a discount deduction of 2% (standard procedure). The date of the outgoing payment made by heyconnect is decisive.

Invoices are due within 7 days.

Why do different payment conditions apply to the partner and heyconnect?

Credits are usually paid out 30 days after settlement. This corresponds to the payment period of the marketplaces to heyconnect. Invoices are usually due within 7 days as heyconnect has usually paid these costs in advance. The terms of payment are regulated in the partner contract.

Why are credits not been paid out?

In principle, the contractually agreed payment conditions apply. However, from the second billing month onwards, we will charge the credit notes and invoices as described below. The prerequisite for this is that a positive net turnover was achieved and the minimum commission of 800€ was exceeded.

Procedure: Credit notes from the previous month are offset against the current month's logistics settlement. For example, the November sales revenue credit minus the December logistics settlement is paid out. If the logistics settlement exceeds the credit, no payment is made. A payment request will then be made.

Why are not all invoices offset against the credits?

In general, credit notes that have already been created are offset against invoices that followed. Otherwise, due invoices can't remain unpaid until a positive invoice can be offset against this. Invoices are usually due within 7 days.

What is the period to which the graduated heyconnect commission is applied? How does the graduated commission work?

The commission rates for heyconnect relate to the annual sales in the relevant sales level. The year is deemed to run from the first day of the first month of the contract.

Example: If the contract is concluded March 15, 2022, the first year runs from March 1, 2022, to February 28, 2023. When the sales thresholds are reached future sales within the current contractual year's sales are settled with a lower heyconnect sales commission. The second contract year then starts again on March 1, 2023 and ends on February 29, 2024. It will start again at the highest contractually agreed commission rate.

What is the difference between a self bill invoice and an invoice?

Self Bill Invoice refers to the credit notes for the partner. This credit note can be positive (usually the normal case, more sales than returns) or negative (more returns than sales). An invoice is a normal invoice.

How are large platform promotions, such as About You Black Week, being settled?

For this a period of 100 days after the end of the promotion has been agreed with the platforms, as soon as the return period of the end customers has elapsed and the marketplace has created its differential settlement. As we are dependent on the platforms' differential settlement, it may take considerably longer than 100 days before we can settle. Once we have received the settlements from the platforms we aim to settle with the partners within 4 weeks.

Differential billing is necessary because the platforms initially send us the regular prices instead of the discounted prices and we initially pass these on to the partner unchanged. The partner is thus credited with higher sales than he is actually entitled to. This is corrected by means of a differential settlement. At the same time, dependent commission costs (heyconnect commission) are also corrected.

I have a European VAT ID but my goods are delivered from a non-EU country, what do I have to consider?

heyconnect is unfortunately not authorized to give tax advice. We would ask you to discuss this issue with your tax advisor.

Can we start our partnership with heyconnect without a VAT ID and EORI number?

No, unfortunately this is not possible.

Which part of the tax return is handled by heyconnect?

heyconnect declares and pays VAT for the sales on the marketplaces.

How are the invoices and credit notes structured?

Sales accounting + commission

Umsatzabrechnung Plattform		Beträge		
Posten	USt. Satz	Netto	USt.	Brutto
Verkaufserlöse an Partner aus Verkaufslieferungen* *(Reihengeschäft zwischen Partner, heyconnect und Endkunde, Zuordnung der warenbewegten Lieferung zu heyconnect nach Endkunde entsprechend §3 Abs. 6a S.4 2.HS UStG, Sitz des Endkunden gem. einzelner Verkaufsposition)	19%	180.000,00 €	34.200,00 €	214.200,00 €
Verkaufserlöse an Partner aus Verkaufsrücksendungen* *(Reihengeschäft zwischen Partner, heyconnect und Endkunde, Zuordnung der warenbewegten Lieferung zu heyconnect nach Endkunde entsprechend §3 Abs. 6a S.4 2.HS UStG, Sitz des Endkunden gem. einzelner Verkaufsposition)	19%	-150.000,00 €	-28.500,00 €	-178.500,00 €
Zwischensumme Verkaufserlöse		30.000,00 €	5.700,00 €	35.700,00 €
Provision der Kanäle	19%	-6.000,00 €	-1.140,00 €	-7.140,00 €
Gebühren für Retouren (nur Amazon)	19%	0,00 €	0,00 €	0,00 €
Provision Middleware	19%	-240,00 €	-45,60 €	-285,60 €
Provision heyconnect	19%	-1.350,00 €	-256,50 €	-1.606,50 €
Zwischensumme Provisionen	0	-7.590,00 €	-1.442,10 €	-9.032,10 €
Gesamtbetrag	Gutschrift**	22.410,00 €	4.257,90 €	26.667,90 €

**HINWEIS: positive Beträge werden ausgezahlt; negative Beträge sind zur Zahlung fällig

Logistics cost accounting

Abrechnung Logistik- & Versandkosten				
Posten	USt. Satz	Netto	USt.	Brutto
Warenauslieferung	19%	0,00 €	0,00 €	0,00 €
Retouren	19%	0,00 €	0,00 €	0,00 €
Wareneingang	19%	0,00 €	0,00 €	0,00 €
Lagerhaltung	19%	0,00 €	0,00 €	0,00 €
Sonderpositionen	19%	0,00 €	0,00 €	0,00 €
Warenauslagerung	19%	0,00 €	0,00 €	0,00 €
Gesamtbetrag	(Rechnung)	0,00 €	0,00 €	0,00 €

7. Retail Media

Can we book marketing via heyconnect? Which marketing measures are offered?

Yes, this is possible and a useful tool for more attention and increased sales on the platforms. Feel free to contact us if you are interested in marketing campaigns on the platforms or send us your inquiry directly via the ["Marketing inquiry" form](#). Our Retail Media team or our partner agency Nakoa will contact you and advise you.

What marketing services do the platforms offer?

On the one hand, the platforms offer platform promotions about which we inform you regularly by e-mail. On the other hand, the scope of the retail media offerings varies

per platform. This includes performance measures as well as branding opportunities that can achieve different goals - from increasing sales to expanding brand awareness. Please contact us for further information on the individual platforms from our team.

What are Sponsored Product Ads?

Sponsored Product Ads (short "SPA") are product ads mostly on the upper ranks of a platform. The products are placed higher in search results and category pages. This means that they can be seen more quickly by the customer and therefore receive more attention which can lead to higher clicks and sales.

The method is very performance oriented as it aims to increase attention to individual products and consequently sales. The product ads are billed on a cost-per-click (CPC) basis. This billing model means that a certain amount of cents is charged as soon as a customer clicks on the product and is directed to the article detail page.

At the beginning of a campaign a budget is set which is then spent through these ads.

I want to increase my brand awareness through marketing – what can I do?

The platforms offer different ways to increase brand awareness. These can include placements in the form of banners or teasers that are displayed on the homepage, the category pages, the search results or similar (depending on the budget).

Your brand or your products are presented with visuals and/or short texts depending on your budget. In addition, there are various social media options, for example. These placements are then usually settled on a Cost-per-Mille basis ("CPM") or per fixed price.