

# Mercent Retail Marketplace for Sellers on eBay



Mercent has a long, successful history of working with retailers to integrate and sell through online marketplaces. Years of experience with retailers combined with the power of the Mercent Retail on-demand platform, provide you with the best tools and processes for driving sales.

Mercent worked with eBay to develop eBay's new Large Merchant Services (LMS) API, giving Mercent the ability to handle the scalability needs of large sellers, including larger catalogs and transaction volumes than was previously possible for sellers. Designed from the ground up, the Mercent Retail platform easily handles the complex and unique challenges of multiple data feed exchanges, connecting your retail systems with the sophisticated eBay platform. From automatic order processing and data feed monitoring to a seamless integration with PayPal, the Mercent Retail platform provides the easy to use tools and processes necessary for growing your revenue on eBay quickly and efficiently.

Mercent understands what drives your success on eBay:

- A solid integration by an experienced team
- High-quality information that is always in sync with your retail systems, including product attributes, inventory, order and fulfillment feeds
- Automated monitoring and management of your data feeds including performance alerts
- Innovative and easy-to-use classification tools for launch and ongoing changes to your product assortments

## Mercent Retail Platform Features

### Solid Integration

Accurate Information	• Accurate real-time product data, inventory, price information
Timely Fees	• Inventory and pricing feeds sent every 15 minutes; order reports pulled every 15 minutes
Automatic Order Processing	• Order information is integrated with your backend system for optimal operational effectiveness
Paypal	• Mercent automatically manages communications with PayPal including orders and adjustments

### Data Feed Management

Activity Logs	• Monitor and verify data transactions exchanged between your systems and eBay as well as Paypal
Feed Monitoring	• Automated feed quality assurance ensures well-formatted feeds every time
Email Alerts	• Enable automatic email notifications based on feed conditions and changes in order volume or product catalog size

### Performance Reports and Analytics

Account Dashboard	<ul style="list-style-type: none"><li>• Customize graphs and charts to track your most important business metrics</li><li>• View campaign performance over time with trend analysis charts</li><li>• View high-level summary and granular performance charts and graphs</li></ul>
Deep Analytics	• Drill down to view performance by category, individual product SKU, published ad and more
Advanced Custom Reporting	<ul style="list-style-type: none"><li>• Create customized reports to gain insight into performance</li><li>• Generate reports by channel or across channels</li><li>• View performance against a wide range of marketing, financial, and web-traffic metrics</li><li>• Select date and trending options</li></ul>

### Comprehensive Data Mapping

Product Catalog Management	<ul style="list-style-type: none"><li>• Browse entire product catalog, view details on a specific product, or search for products based on a variety of content, operational, and performance criteria</li><li>• Easily edit content for one product or multiple products simultaneously</li></ul>
Optimized Data	• Optimized product attributes for the eBay marketplace
eBay Classification Tools	<ul style="list-style-type: none"><li>• Automatically categorize your entire catalog by mapping your categories to the appropriate categories on eBay</li><li>• Product-level category mapping to override the category-level mapping through the selection of a browse node for an individual product</li><li>• Support for eBay Stores</li></ul>



2701 1st Ave, Suite 500  
Seattle, WA 98121  
P: 206-832-3900  
F: 206-832-3901

**Sales Inquiries**  
sales@mercent.com  
206-832-3924

**Press Inquiries**  
press@mercent.com

**Partnership Inquiries**  
partners@mercent.com

**General Inquiries**  
info@mercent.com

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