



Managed Retailer Content Services Description

Last Updated: January 22, 2025

All capitalized terms not defined herein shall have the meaning set forth in the applicable OF and the Terms.

1. General

Provider will provide the following Services to help manage Provider's Retailer Content functionality on Clients' behalf.

Provider's Retailer Content Services help Client convert its original content into retail product content in the required format of the retailer Channel Vendor Portal. "Vendor Portal" means a third-party site that is used to submit product data for the purposes of a wholesale relationship; any terms applicable to Channel under the Terms or the OF will equally apply to Vendor Portals.

The Services includes up to number of hours per calendar month identified in the OF. Hours will reset at the beginning of each calendar month and shall not roll over to the next month; provided the foregoing hours limitation does not apply to Amazon Vendor content templates. Additional hours may be purchased by Client and are subject to a mutually signed writing.

2. Implementation

For the initial implementation Services, Client will work with Provider to complete a "Get Started" questionnaire. The parties will work together to create an implementation, which will detail implementation milestones and a checklist of tasks for each party.

3. Services Description

- 3.1** Provider will utilize proprietary methodologies and Provider's Materials to provide some or all of the following, where applicable:
 - 3.1.1** Provider will compile and update data for Client's Vendor Portal account(s).
 - 3.1.2** Provider will access Client's Vendor Portal account(s) and retrieve the current template, or use Provider's feed templates for new item uploads.
 - 3.1.3** Provider will map Client's data appropriately to the applicable Vendor Portal template or Provider's feed templates. In the event of data gaps, Client will provide additional product data as requested by Provider.
 - 3.1.4** In the event of errors/rejection, Provider will research the errors and provide a recommended solution to Client; where available, Provider will either use feed automation or upload a SKU feed to the Vendor Portal(s), or provide the SKU export file to Client so that Client can upload such file to its Vendor Portal directly. Client will provide additional information as requested in order to aid in resolving errors.
 - 3.1.5** Provider will generate a list of recommended changes to product data using Provider's feed templates.
 - 3.1.6** Provider will use feed templates to add or edit existing information on the Vendor Portal account(s).

4. What's Required from Client

- 4.1** Client must have no more than 1,000 unique categories.
- 4.2** Client must have one-to-one SKU-per-Item relationship in place. Provider will either use an existing unique SKU value (which cannot exceed 40 characters in length) or generate a unique SKU for each item.

- 4.3** Client must provide up to 2 Inventory Feeds in a format that meets Provider's specifications or approval and must contain product page URLs of a single domain. "Inventory Feed" means a transfer of product data from Client to Provider by means of FTP or API.
- 4.4** The Client must update each Inventory Feed at least weekly.
- 4.5** If Client would like to utilize Provider's APIs, then Client is responsible for integrating with Provider's API. All documentation is provided via the Provider Developer Network Google Group/Forum (<http://developer.channeladvisor.com>) and on the Provider Knowledge Center.
- 4.6** Client is responsible for the design and identification of SKUs for promotions and marketing materials.