

ma Merchant Quick Start Guide

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Become a ma Merchant in five easy steps!

- 1 Complete an ma Merchant application and accept the agreement
- 2 Configure your account details
- 3 Integrate your product data into our online product database
- 4 Set up your ma Payment information
- 5 Order notification and tracking

1 ma Merchant Application

Please complete the ma Merchant application to provide us with more information about your company and the products you want to promote and sell online. The information we need from you to get started includes:

- Business Name
- Address
- City
- State
- Country
- Contact Name
- Contact E-mail
- Contact Phone Number
- Web site URL
- User ID
- Password



Are you missing out on potential online sales? Welcome to maMerchant!

Expand your Web presence and increase market share by becoming an maMerchant. Take advantage of a unique opportunity to position your business at the forefront of a world of shoppers who are looking for quality products and services. We provide easy-to-use tools to help you manage your account, integrate your product catalog and manage your orders and payments received.

How it works:

Customers purchase your products from a Market America Web Portal and check out using our convenient Universal Shopping Cart process. You are then notified when an order is placed; all you need to do is ship the products to the customer. It's that simple!

maMerchant features:

- Heightened exposure for your business and products
- Access to our extensive network of Preferred Customers
- Cross-sell and upsell products through new venues
- Real-time payments
- Immediate access to funds after a completed sale
- Manage your account from anywhere with just an Internet connection
- Free to join

Click "Join Now" to start expanding your presence on the Web today!

[Join Now!](#)

2 Configure Your Account Details

You will enter your shipping charge preferences and tax requirements in the account details section. You will also find other important information in this section pertaining to order notification and tracking, handling refunds and product returns, and providing your company's policies to Market America.

Product Shipping Options

Market America offers several shipping options for ma Merchants. These choices work for most product lines. However, if an option you need does not currently exist, we will work with you to create a custom shipping arrangement.

Flat Rate

Charge customers a flat amount on all products ordered. This option works well when selling products with very low shipping weights. (For example, a company that sells collectible baseball cards may charge a flat rate of \$7.50, whether one card or 20 are ordered.)

Order Percentage

Calculate shipping costs by a set percentage of the total order amount. This is the most popular option and works well for merchants with a wide range of products.

Per Product

Set a specific shipping cost for each product ordered. Optionally, specify a different amount for the first product ordered. (For example, the first product can be set to \$10.00 and each additional item to \$4.00.)

Sales Tax Requirements

Complete Control Over Sales Tax Requirements

Our Universal Shopping Cart solution offers several sales tax options. Market America will not mandate any specific tax configuration. ma Merchants are responsible for configuring the sales tax options to meet any applicable tax collection requirements.

Each product configured for the Universal Shopping Cart requires taxing instructions. This enables you to further customize the products you offer. Please consult your tax professional when making decisions concerning tax requirements.

No Tax

No sales tax is collected.

Single-State Tax

Sales tax is collected in only one state.

Multi-State Tax Exemption

Select the states where there is a sales tax exemption. By default, if the Multi-State Tax option is selected then sales tax is collected for all 45 states that currently require it.

Return Policies

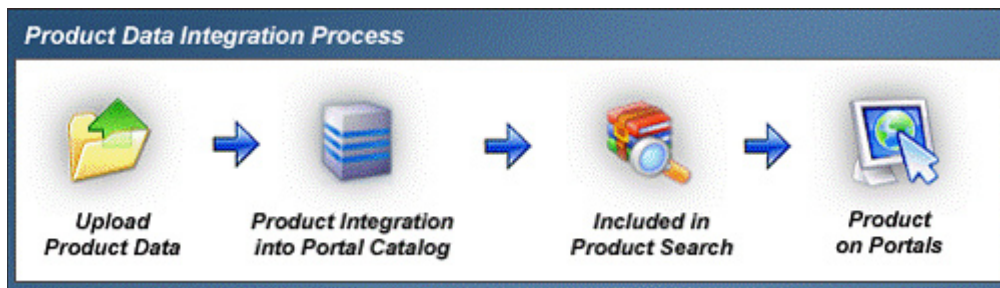
As an **ma** Merchant, you are responsible for establishing your own product return policy. Your policy statement must be submitted to Market America so we can provide it to customers upon request. We include your return policy in various Market America communications to customers, as well as on our invoices sent electronically to **ma** Merchants for fulfillment and shipping. If you use your own shipping invoice, it must clearly display your return policy.

Referral Fee

During the **ma** Merchant sign-up process, you will be prompted to enter your proposed referral fee that you will pay to Market America as a percentage of each sale. This fee will be automatically deducted at the time of the sale so you will never be billed for this fee.

3 Integrate Your Product Data

This step is where you will download your existing product data feed template or an Excel spreadsheet of your products so they can be evaluated and added to our shopping site. It is a crucial part of the planning process to ensure everything goes smoothly. Please use the contact information at the end of this guide should you have questions. Additionally, if you have unique requirements, please let us know so we can understand your needs and work with you throughout the data integration process.



Use Your Existing Data Feeds

We have built flexibility into our product data integration system. If you already have an existing data feed format, our team can analyze your file to ensure it contains all of the required information for our Portal. Our custom mapping process transforms your existing data feed to automatically ensure compatibility, thus avoiding time-intensive manual modifications.

The screenshot shows a Microsoft Excel spreadsheet titled "Sample Data Feed" with the following data:

	A	B	C	D	E	F	G
1	Product ID	Category	Name	Retail	Wholesale	Unit	Description
2	0003_800_a	flora_1	Flora by P & B Textiles	14.76	0.00	yd	100% cotton. Jungle green b:
3	0003_800_aa	flora_1	Flora by P & B Textiles	14.76	0.00	yd	100% cotton. Olive green ba
4	0003_800_rr	flora_1	Flora by P & B Textiles	14.76	0.00	yd	100% cotton. Crimson backi
5	0008_10871_blu1	circus	Magic Station by Red Rooste	11.15	0.00	yd	100% cotton. Cyan backgrou
6	0008_10871_gre1	circus	Magic Station by Red Rooste	11.15	0.00	yd	100% cotton. Seafoam gree
7	0008_10871_yel1	circus	Magic Station by Red Rooste	11.15	0.00	yd	100% cotton. Yellow with a i
8	0008_4647_55	novelty_group	Marcus Brothers	11.15	0.00	yd	100% cotton. Tan backgrou
9	0008_5287_1	twine_tan	Marcus Brothers	8.95	0.00	yd	100% cotton. Black backgrou

Upload Product Data Updates

Keeping your product information current is an essential component to provide customers with the latest information and will also help to maximize your success. Our product integration method makes uploading new product information quick and convenient.

If you have questions about setting up your **ma** Merchant account, please contact us at partners@marketamerica.com. We look forward to working with you.

4 ma Payment

At sign up, you will also need to provide us with your bank information (account number, routing number, etc.) in which your sales proceeds will be deposited. At the time you create your **ma** Merchant account, two small amounts will be deposited into the bank account you give us for purposes of verification. When you see these amounts appear in your bank account (usually within two to four business days), you must return to the site to enter those exact amounts to authenticate that it is your account. Once the account is verified, you are ready to use **ma** Payment. At least one bank account is required in order to become a **ma** Merchant.

ma Payment is the tracking center for all of your transactions, credit card charges, deduction of any fees and where your net funds will be available for transfer to your bank account.

Order Notification and Tracking

ma Merchants receive e-mail notifications of product orders as an attachment in a tab delimited file. All order notifications contain the following information:

- Market America order number
- Timestamp when order was placed on our system
- Product SKU identifier
- Product options (size/color)
- Quantity of product ordered
- Product description
- Ship to street address and contact phone number
- Selected shipping method
- Tax amount collected
- Shipping amount collected
- Sale amount

Through your ma Merchant login, you will be able to view and manage your orders, including marking them as shipped or back ordered, and also perform refunds from this function. Order updates, maintenance and notifications can be handled from here or you can do them via data feeds.

Additional information about orders can be provided based on your specific needs. Customized data formatting, transmission methods or scheduling are also options that are available and can be tailored to meet your operational requirements.

Handling Refunds and Product Returns

Customer refunds that may be required will be administered from your Order Management screens.

Refund Policies

Our refund policy reflects our commitment to world class service and protects both our customers and merchants. If a purchased item cannot be shipped at the close of the sale, you must provide a full refund directly to the customer. You are expected to provide the refund promptly; and in no case later than thirty (30) days following the purchase. You can make refunds directly from the ma Merchant Order Management function.

No Hidden Costs or Fees

As an ma Merchant, you only pay fees when you sell an item. There are no initial setup fees or hidden costs that are often associated with other programs.

Essentially, the only cost to you is the time it takes to fill out an application and send us your data file so that we can integrate it into our Universal Shopping Cart System.

Manage Your Account

You have instant access to your ma Merchant account from any Internet connection through our intuitive Web interface. Our online account management tools allow you to control every facet of your account. Detailed activity reports let you see sales trends quickly.