



# Tesco Marketplace Seller Guide.

# Getting started.

## Welcome to selling on Tesco Marketplace

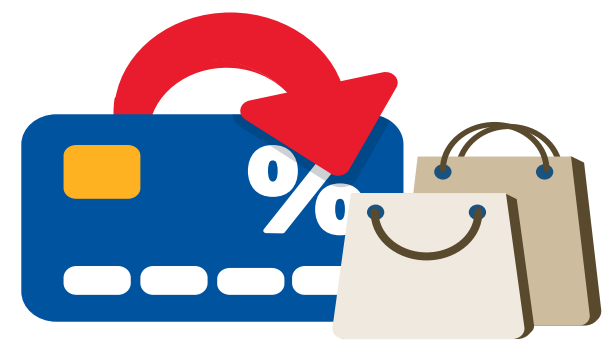
We're excited to welcome you to our community of sellers! At Tesco, we're proud to be the UK's leading grocer, serving millions of loyal customers every week. By partnering with us, you'll tap into our extensive customer base and the robust infrastructure of Tesco.com—helping your products reach more shoppers. Together, we'll deliver an unbeatable shopping experience, offering customers a wide range of products all in one place. We look forward to supporting your growth on Tesco Marketplace. Welcome aboard!



**1b+** annual  
Tesco.com visits



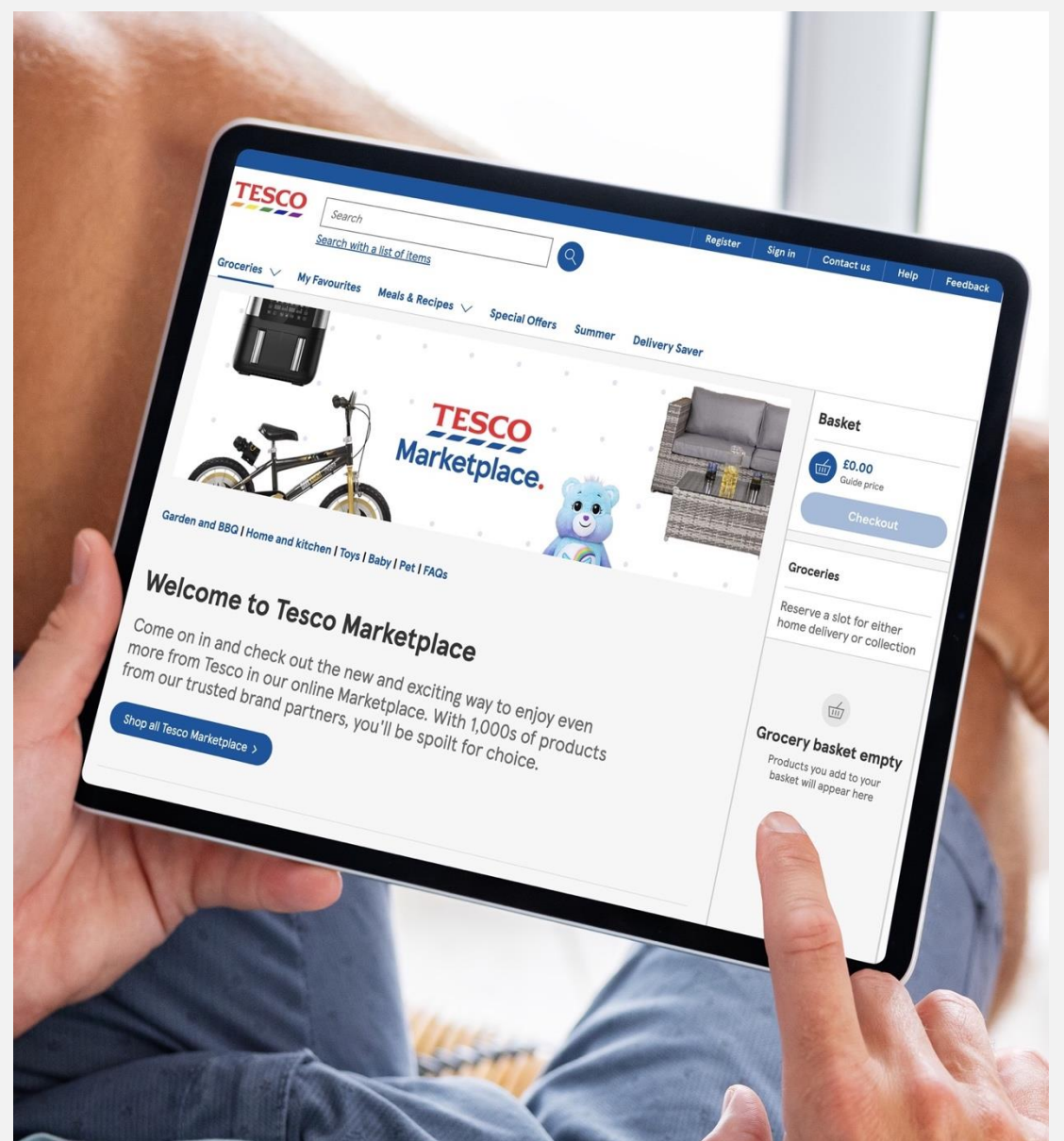
**1.2m** weekly  
online orders



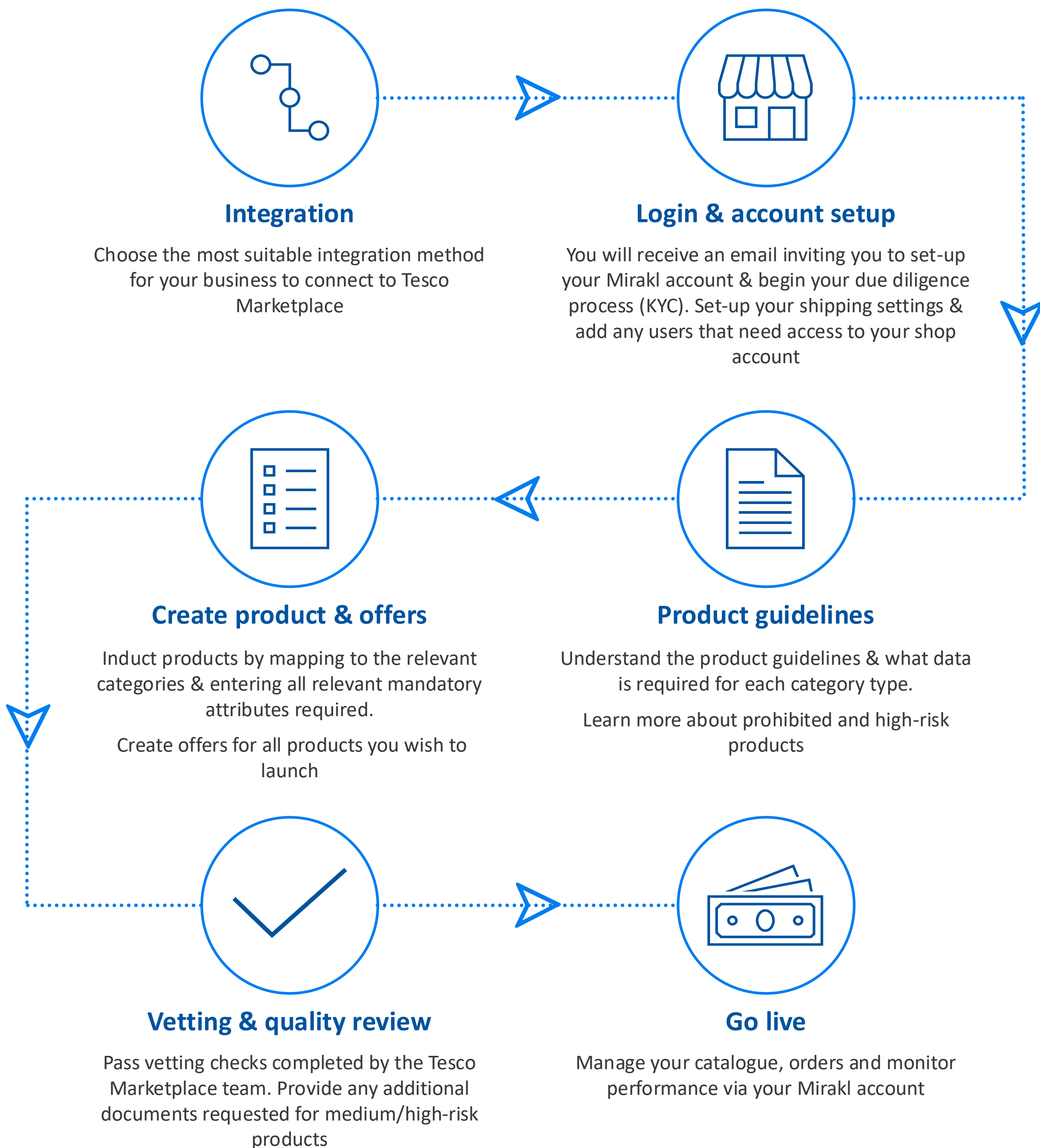
**26m** loyal Clubcard  
customers

## Contents of this onboarding handbook

- [1 Overview of the onboarding process](#)
- [2 Choosing your integration method](#)
- [3 Setting up with Mirakl](#)
- [4 Listing on Mirakl](#)
- [5 Building your Product Detail page](#)
- [6 Requirements for launch](#)
- [7 Managing your account once live](#)
- [8 Answering your FAQs](#)



# Overview of the onboarding process.



# Choosing your integration method.

We offer 4 integration methods to allow sellers to connect their own systems to Tesco Marketplace's system.

	Manual	M-Connect	Custom Built API	Channel Manager
		Charges may apply		
Requirements	<ul style="list-style-type: none"> <li>1-2 digitally savvy, CSV literate team members</li> <li>1-2 weeks dependent on data quality</li> <li>Existing product data required</li> </ul>	<ul style="list-style-type: none"> <li>1-2 digital savvy team members</li> <li>2-10 days dependent on data quality</li> <li>Site must be hosted on an M-Connect recognized platform</li> </ul>	<ul style="list-style-type: none"> <li>3-4 experienced developers</li> <li>3+ weeks</li> <li>Existing 3<sup>rd</sup> party site / ERP / PIM &amp; ongoing development resources required</li> <li>Requires order testing</li> </ul>	<ul style="list-style-type: none"> <li>1 technical project manager</li> <li>4+ weeks</li> <li>existing 3<sup>rd</sup> party site / ERP / PIM</li> <li>Requires order testing</li> </ul>
Pros	<ul style="list-style-type: none"> <li>✓ Quick and easy setup</li> <li>✓ Low cost</li> <li>✓ Suitable for sellers with less than 50 products</li> <li>✓ No development needed</li> </ul>	<ul style="list-style-type: none"> <li>✓ Integrates with existing system</li> <li>✓ Faster than custom integration</li> <li>✓ Uses seller data that already exists</li> <li>✓ Orders and stock can be managed through the seller's platform</li> </ul>	<ul style="list-style-type: none"> <li>✓ Scalable</li> <li>✓ Meets seller &amp; Tesco's needs</li> <li>✓ No need to log into platform if fully built</li> <li>✓ Maintain through own systems</li> <li>✓ Allows for regular updates</li> </ul>	<ul style="list-style-type: none"> <li>✓ Tesco can partner with Channel Managers</li> <li>✓ Scalable and customisable</li> <li>✓ No need to log into the platform if fully integrated</li> <li>✓ Maintain through own systems</li> <li>✓ Allows for regular updates</li> </ul>
Cons	<ul style="list-style-type: none"> <li>✗ Not suitable for high numbers of SKUs</li> <li>✗ Harder to maintain</li> <li>✗ Higher margin of error</li> </ul>	<ul style="list-style-type: none"> <li>✗ Costs may apply</li> <li>✗ Integrators limitations</li> </ul>	<ul style="list-style-type: none"> <li>✗ Requires dev team</li> <li>✗ Ongoing support needed</li> <li>✗ Expensive setup</li> <li>✗ Increased go-live time</li> </ul>	<ul style="list-style-type: none"> <li>✗ Cost for new Managers</li> <li>✗ Coordination with Tesco and Mirakl needed</li> <li>✗ Depends on support agreement for returns</li> <li>✗ Functionality limited by Channel Manager's platform</li> </ul>

Docs

Article

[Manual integration](#)

Article

[Mirakl Connect Guides](#)

Article

[API supporting docs](#)

Please contact your Channel Manager directly to confirm they are integrated with Mirakl



If you are new to Mirakl Connect, use Tesco's exclusive 10% off discount code: **TESCO-CONNECT-2025**

# Setting up with Mirakl.



## What is Mirakl?

Mirakl is the technology platform that powers Tesco Marketplace. It provides the necessary tools & infrastructure to connect you with millions of customers efficiently and effectively.



## How will Mirakl help you?

- Fast and easy launch
- Flexible seller onboarding
- Easy marketplace management
- Safe, secure payouts via Mangopay

## Your Mirakl account will be created automatically

Once you log in, simply follow the tasks below to complete your setup

**Onboarding tasks** Skip

Task 1/5

Create your seller account

Add your seller account information

Fill in the information required by this platform to start selling.

Add your bank account details

Review your shipping settings

Add your first offer

**Discover platform configuration**

Get to know this platform's configuration to successfully set up and launch your store.

**Accepted categories**

Discover which product categories you can sell. View

**Accepted offer conditions**

Learn which conditions (new, refurbished, etc.) are allowed. View

**Commission fees**

View commission fees configured for your categories and products. View

**Platform settings**

Find out how this platform is set up (payments, taxes, business days, etc.). View



Need support? [Access Mirakl Chat and Knowledge](#) from your seller dashboard for quick answers.

# Setting up with Mirakl.

## Check your company information and add bank details

Some of the information you provided in your registration form has been added to your account

1

### Enter your bank details to set up for secure payments

- You'll be prompted to do this when you first log in to Mirakl
- Or go to **Settings > KYC & Bank Information** to add or manage bank details
- For security, any bank detail updates require two-factor authentication

2

### Set up your user accounts and roles








Confirm user profiles and access permissions are accurate and aligned with your business team.

3

### Verify company information

- We have added your company information for you
- Check your company registration, VAT number, legal entity number and other business details are correct. If they are not, please contact onboarding support.

## Configure your settings

	Have you added?	What you need to do
	<b>Shipping methods &amp; Logistics classes</b>	Configure standard, express and specialist options
	<b>Delivery times</b>	Set order cut-off times and delivery leads times (min/max)
	<b>Shipping charges</b>	Match charges to logistics classes and shipping methods
	<b>Business hours</b>	Specify your working days and go to "Edit additional information" to set carrier delivery days - or delivery will show as every day
	<b>Business holidays</b>	Configure your business holidays and display accurate delivery times
	<b>Carriers</b>	Add carriers according to the options available in Mirakl.
	<b>Return address</b>	Complete the return address that will be communicated to customers



Ensure the above information is configured in your account.

# Know Your Customer (KYC).

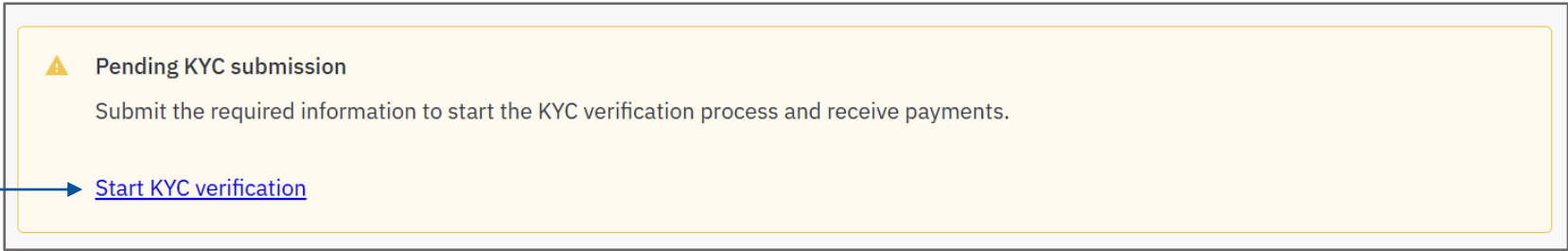
## What is KYC?

KYC is a standard process of identity verification and due diligence used to assess and monitor customer risk. This step must be completed as part of onboarding to activate your account and enable payouts via Mangopay.

## How to start KYC

When you skip past the Onboarding Task screen you will see your Mirakl dashboard.

Click 'Start KYC verification' on your Mirakl dashboard to begin the process.



▲ Pending KYC submission  
Submit the required information to start the KYC verification process and receive payments.  
[Start KYC verification](#)

## Key things to know

- 1 Submit required documents and information for KYC
- 2 Track submission progress using the banner at the top of your dashboard
- 3 You will get feedback within two business days and be notified via your dashboard if there are any errors that need fixing
- 4 To submit KYC, you must have account admin rights; if you do not have these, your company's admin can provide you with these access rights through making you an administrator
- 5 The banner on your dashboard will confirm when your KYC is complete

[View KYC support guide](#)

 Your KYC status must be 'Passed' before your store can be launched.

# Setting up your shipping settings.

To begin reviewing your shipping charges please navigate to:

**Settings > Shipping > Shipping Charges**



## Shipping charges To do

The shipping charges are the cost paid by the customer when placing the order. They are defined across shipping zones, shipping methods, logistic class and currencies.

## How to configure shipping settings

- 1 Click 'Add Zones'
- 2 Select 'United Kingdom'
- 3 Set **shipping methods** available for selected zones by selecting 'Only selected methods'
- 4 Expand selected **Zones** by clicking on the + beside each zone until you can see the shipping methods (**STANDARD**, **EXPRESS**, etc)
- 5 Disable any regions or shipping methods you would not like to offer by selecting it and under the 'More actions' dropdown selecting 'Deactivate'
- 6 Configure custom shipping charges per logistics class by changing the 'Initial price' field (see *default charges on next page*).  
If you would like to offer free shipping, please select it from the 'Charges' dropdown
- 7 Click on each method & under Details click 'More actions' & then 'Edit additional information'
- 8 Configure the days your Delivery Partner delivers by Selecting 'Yes' or 'No' from the dropdown lists
- 9 Click 'Save'

Details More actions ▾

\* Fields marked with an asterisk are required.

All logistic classes under **Great Britain - EXPRESS** will inherit this at this level.

Charges

Fixed price ▾

Initial price \*

Additional price \*

Edit additional information

Deactivate

Delete



If your shipping prices exceed the maximum allowed, Tesco Marketplace Compliance will take action on your account.

# Setting up your shipping settings.

## What are the default shipping charges?

Shipping Type	Timeframe	Max. Delivery Price
Regular	Standard	£3.00
	Express	£6.00
Specialist (For products that require additional services e.g., Big & Bulky)	Standard	£10.00
	Express	£20.00

## Shipping checklist

Make sure you have:

- Configured your logistics classes within your shipping options and disabled any that aren't relevant
- Checked the settings under your **shipping options** (cutoff time (cutoff times and default lead time
- Checked the **logistic class** applied to your **offers** (this will determine which shipping options are available to customers)

**In order to remain competitive and optimise conversion on Tesco Marketplace, we encourage all sellers to offer customers free delivery.**

### Shipping options

Specify your delivery times per shipping method for each shipping zone.

Offer free shipping for all orders

By checking this box, you will offer free shipping to your customers.

**Want to offer free delivery for all orders?**

Go to Settings > Shipping > Shipping Option to set



When **creating an offer** in Mirakl, the Shipping Charges are automatically assigned based on the specifications of the product (size).

# Listing on Mirakl.

## Difference between products and offers



### Products

A product is a sellable item and has associated characteristics and unique references such as a title, category, a brand, etc.



### Offers

An offer is a product sold by a seller. It has a price, stock quantity & other characteristics such as discount price, etc.

## Mapping your categories

Use the Tesco Marketplace [Data Dictionary](#) to:

- Find the category for each of your product types on tab '*Category List*'
- **Check the 'Attributes' tab** to identify the **required product attributes** for each category
- **Check the brands** you plan to induct are currently available. If not, your induction will fail. To add a new brand to the list, please speak to the Onboarding Team

## Product and offer Guidance

**We recommend you import products & offers together.** If you choose to list your products and offers separately, your products will need to be approved by our team before your offers can be created.

### To import products and offers together

- [View combined product & offer import guidance](#)

### To import products and offers separately

- [View product import guidance](#)
- [View offer import guidance](#)

## Product variants

To add different variations of the same product (e.g. a different colour of the same nail polish), link them using the same product attribute 'VARIANT\_GROUP\_CODE'.

[View full instructions on how to create product variants](#)

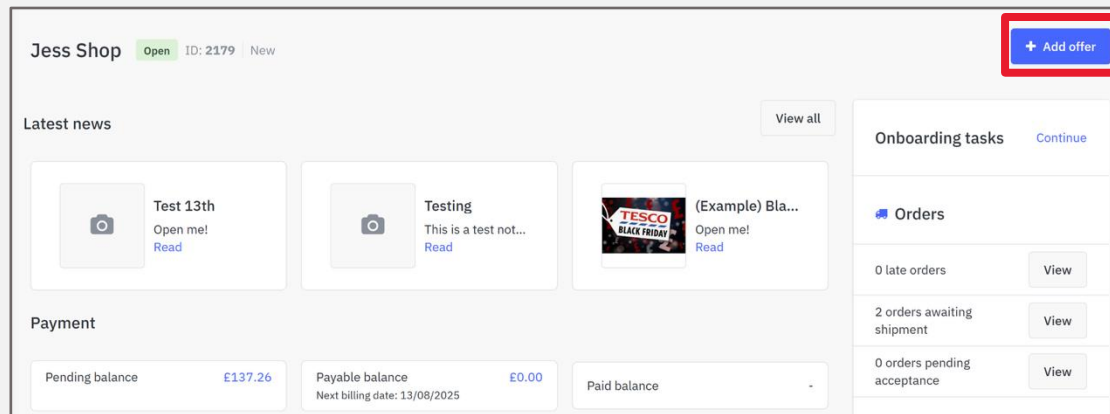


Already have a product catalog? [Learn how to import it to your Tesco Marketplace Mirakl account](#)

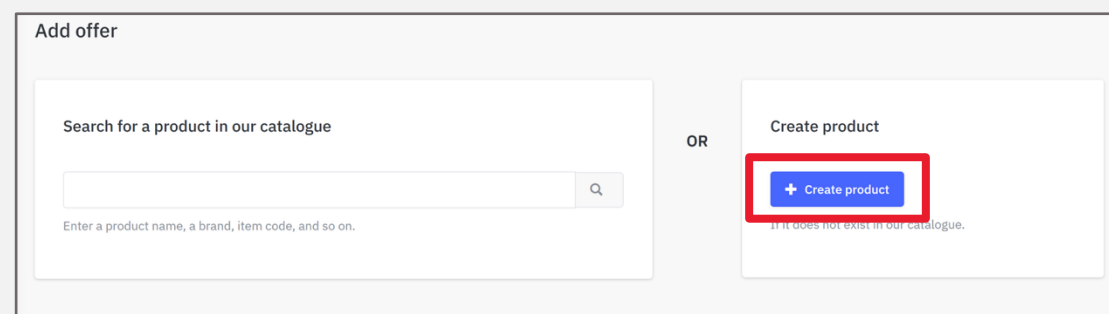
# Inducting/creating products.

## Manual product process

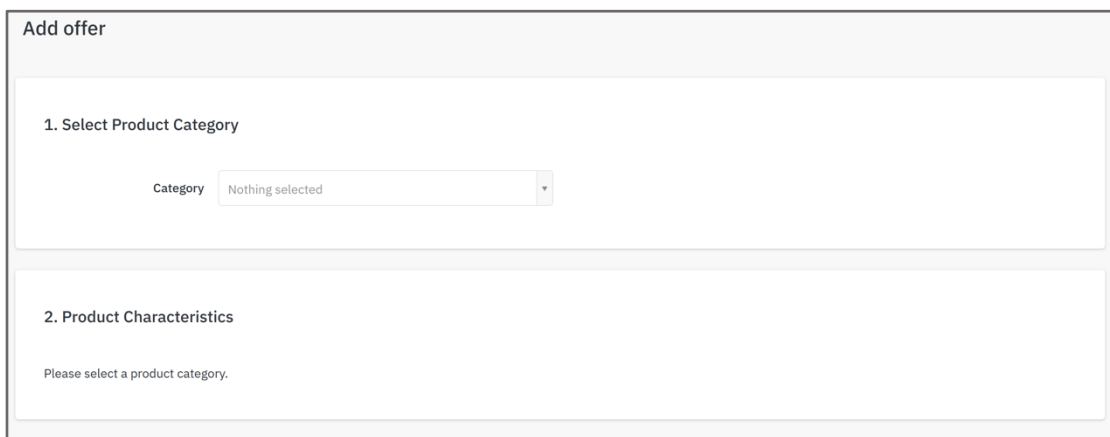
1 Click 'Add offer' button



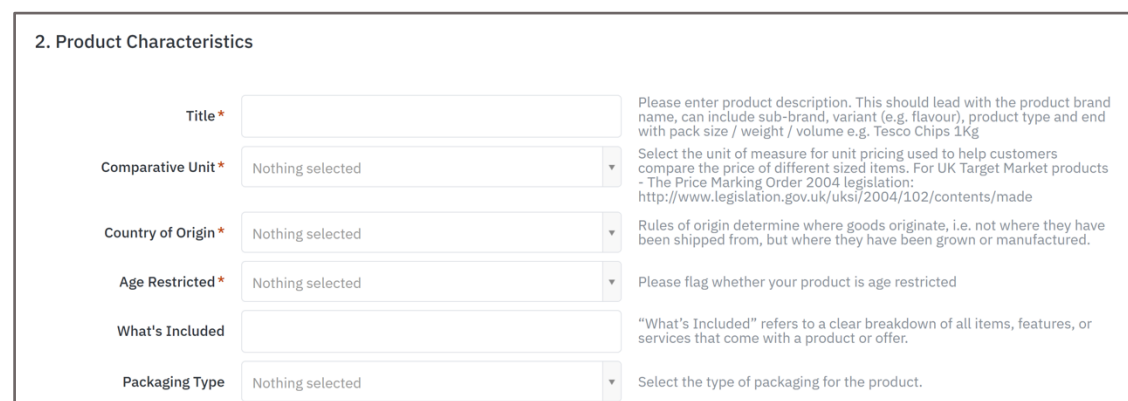
2 Select 'Create product'



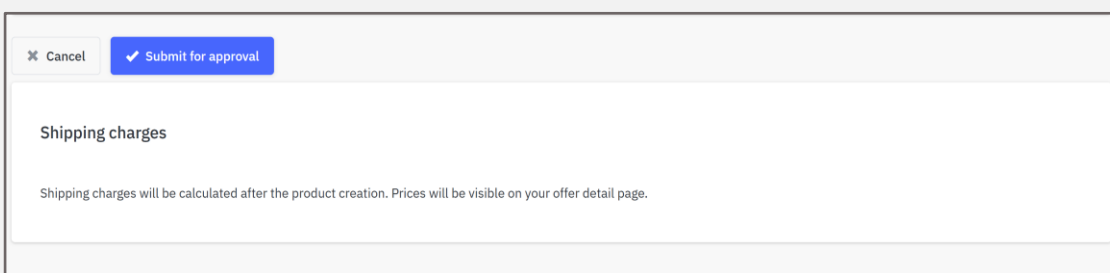
3 Fill in the details for the new product to be created



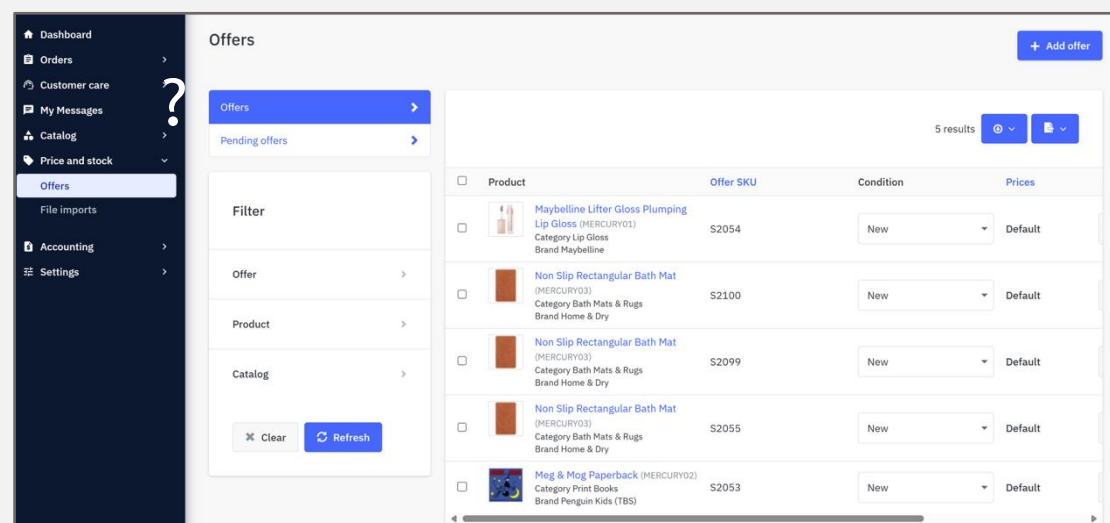
4 Add product attributes



5 Submit product for approval at the bottom of the 'Add offer' page



6 Review added products and offers in 'Offers' tab



## Product process via API or bulk import

To upload products via API

➤ [View product import API documentation](#)

To bulk import products & offers via Excel

➤ [Start your bulk product & offer import](#)



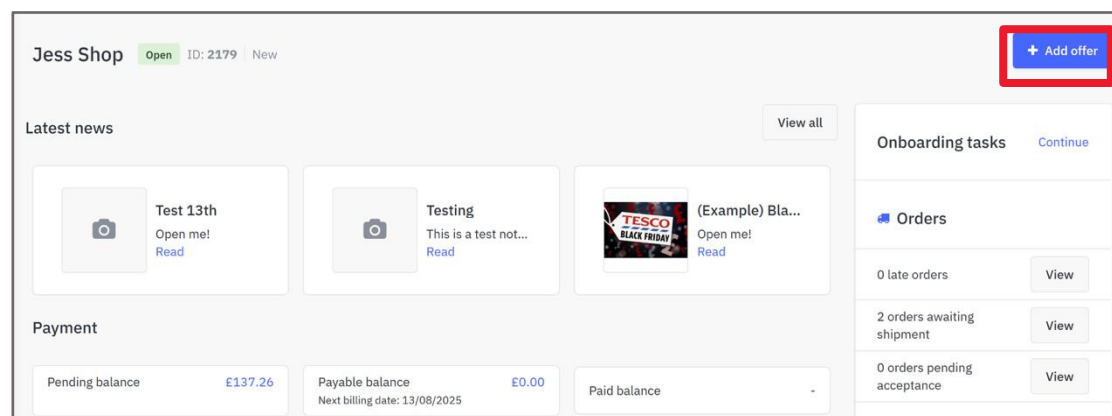
When adding a product by API/CSV import, the 'product\_id\_type' must be a GTIN



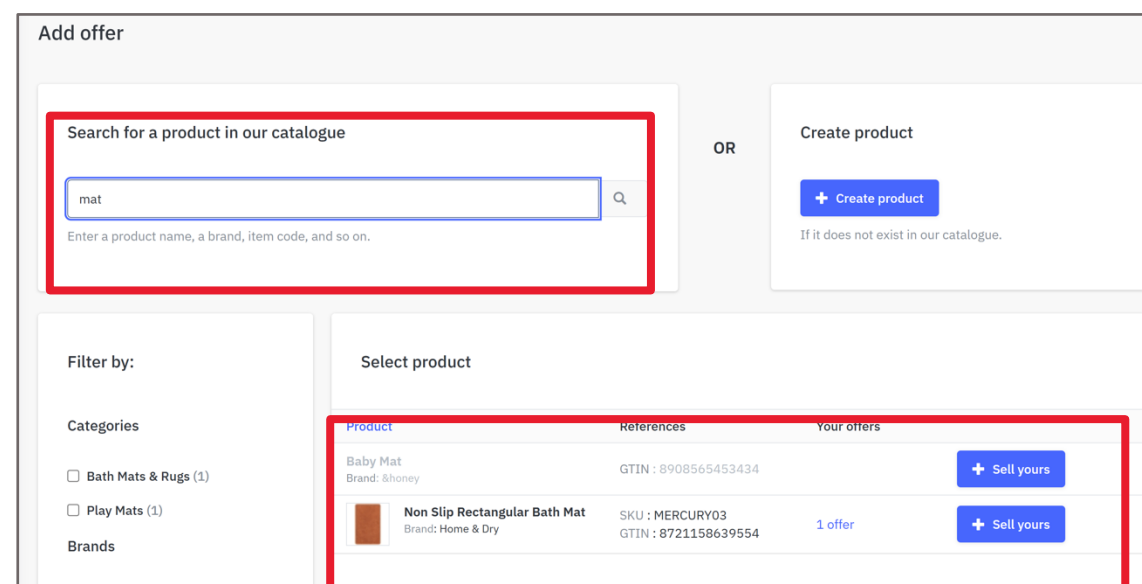
# Creating offers.

## Manual offer creation process

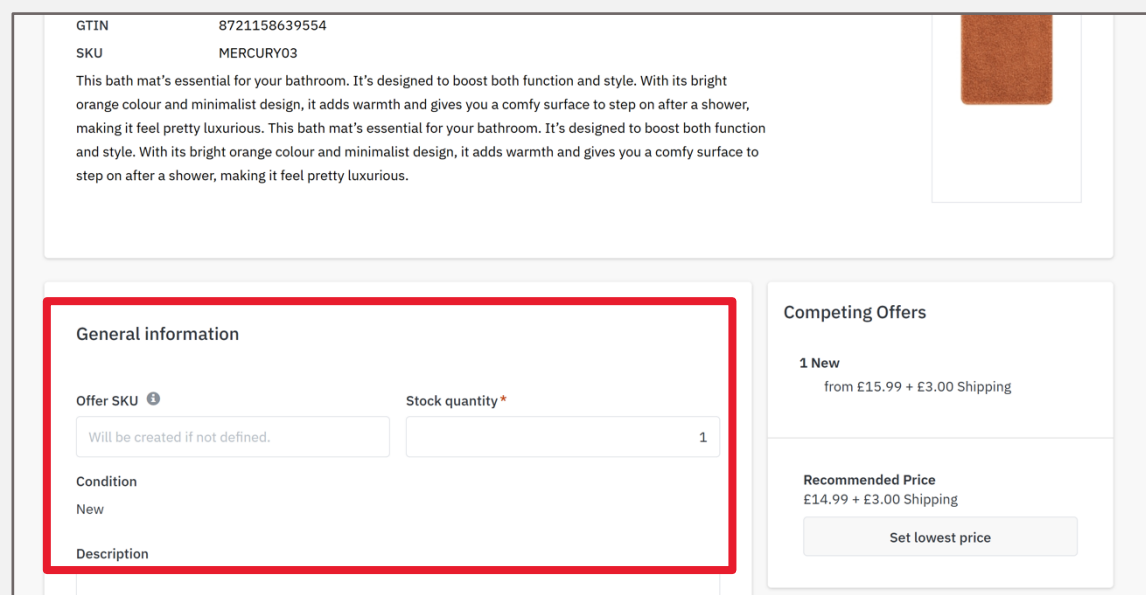
1 Click 'Add offer' button



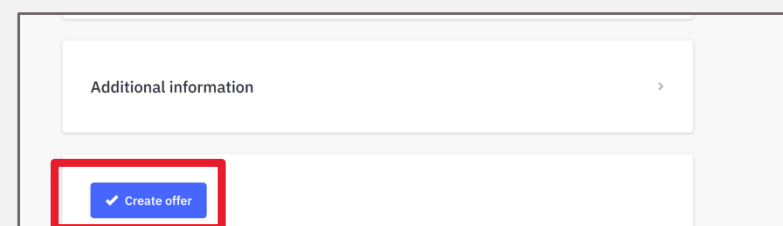
2 Search for and select an existing product in the platform



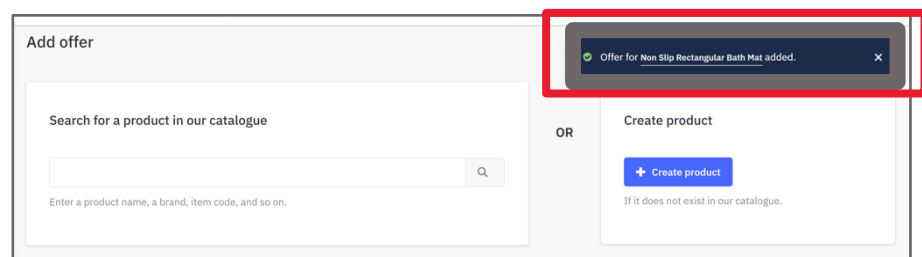
3 Fill in required offer details



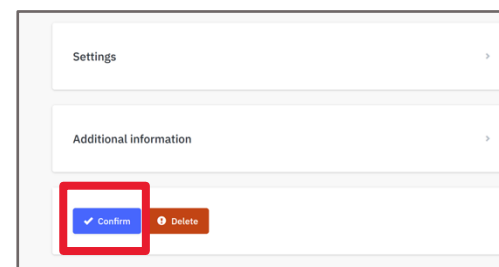
4 Click the 'Create Offer' button at the bottom of the selected product page to add an offer.



5 Select newly added offer



6 Review the added offer and click 'Confirm'



## Offer process via API or Bulk import

To add offers via API

➤ [View offer import API documentation](#)

To bulk import offers via an **Excel template**

➤ [Start your bulk offer import](#)



For guidance on how to add a discount price to an offer, [view the Promotions guide](#)

# Offers: Things to know.

## Key things to know

- 1** **GTIN requirement for existing products:** When adding an offer to an existing product, the `product_id_type` must be **GTIN**.
- 2** **There is no multi-seller:** If a product already has an offer from a different seller, any new offer you add will not go live.
- 3** **To remove an active product from sale on Tesco Marketplace, delete the offer.** Products themselves cannot be deleted.
- 4** **Make sure to select your logistics class at the offer level** (not the product level).
- 5** **You can add promotions to any offer, including Clubcard pricing.** Note: Promotions are called 'discounts' in Mirakl. [View the promotions guide](#)



## Troubleshooting

If you get any of the error messages listed below, use this troubleshooting guide to fix them.

Error reason	Troubleshooting
The mandatory additional field is missing	Add all mandatory fields – these will be highlighted in pink. Fields highlighted in amber are 'nice to have' but not essential.
The product does not exist	Check the product exists and is active in <b>Inventory &gt; Product list</b> . <b>If the product does exist but is in status 'New' this product will need to be approved before an offer can be created for it.</b>
No existing offer to update	The offer SKU does not match any existing offer, or required fields are missing. Check the SKU and ensure <b>product-id</b> and <b>product-id-type</b> are filled.
The state of the product is unknown	Use the correct state code from <b>Settings &gt; Catalog &gt; Inventory &gt; Conditions</b>
The 'sku' field is duplicated in the source file	Duplicate SKUs in the file; ensure all SKUs are unique.
The available date range is incorrect	Use the format <code>yyyy-mm-dd</code> and ensure the start date is before or equal to the end date.
The discount price is incorrect: must not be null or must be lower than price	Discount price is missing or not less than the original price. Enter a valid discount price.
The logistic family is unknown	Use an existing logistic class that has already been set in your <b>Settings &gt; Shipping &gt; Logistic classes</b> (e.g. small, medium, large).




Need additional support? [Access Mirakl Chat and Knowledge](#) from your seller dashboard.

# Mandatory attributes checklist.

There will be a minimum of **12 mandatory attributes required** for every product.



## Minimum mandatory attributes for every product

<b>Title</b> Tesco Inflatable Lounge Chair Grey	<b>Barcode/GTIN</b>	<b>Price</b> £20.00 £20.00/each		
<b>Image</b> 	<b>Product Desc.</b> Tesco Inflatable Lounge Chair Grey Suitable for indoor or outdoor use Flocked top with vinyl sides and bottom Chair H85xDia.74cm, footstool H58xDia.57cm	<b>Comparative Unit</b>		
<b>Base Colour</b>	<b>Variant Group Code</b>	<b>Category</b>	<b>VAT rate</b>	<b>Age Restriction</b>

## Certain categories require additional information for product listings

### Example categories

Food & Drink  
Alcohol  
Electronics  
Internet-connected products  
Barbeques and solid fuels  
Cosmetics

Pets  
Blankets  
Bikes & E-Scooters  
Think 25 products  
Toys  
Sport equipment

*This is not a complete list.*

Certain categories and products also have specific **compliance** requirements

### Check your categories

Please review our Product Data Guide to ensure you include all the required information in your product listings.

**Products cannot go live without the required data.**

[View Product Data guide](#)



All mandatory attributes must be completed & valid before a product is ready for vetting.

# Product due diligence: Quality Assurance process.

Tesco customers expect products that are made to high standards, responsibly sourced and safe to use. They trust us to make sure everything we sell meets all relevant laws and regulations.

We are committed to not only meeting these expectations but exceeding them.

All products listed on Tesco Marketplace are checked before they go live and monitored once they're on sale, so we can maintain the quality and safety our customers rely on.

## Pre-launch checks

Whenever you add products to be uploaded to Tesco Marketplace, your SKU lists will go through a checking process. This includes an **automated risk assessment** on the products you intend to upload. The assessment considers:

Product safety and/or regulatory compliance risks

Whether the products violate our **Prohibited Products List**

Availability and accuracy of legally required **Point of Sale (POS) information**

## Product risk levels

Once your products go through our automated risk assessment, they're placed into low, medium or high-risk categories. Each category has specific follow-up actions, which are outlined below.

**Low risk**

No further pre-market checks

**Medium risk**

Tesco Product Declaration of Conformity (PDoC) must be signed prior to launch

**High risk**

Specific document sampling will be requested on a sample of product and PDoC must be signed ahead of launch

**Find out about our QA process and learn which products not to sell**

[View QA Product Risk guide](#)

[View prohibited products list](#)



The Marketplace Team will let you know if additional documentation is required.



# Quality Assurance FAQs.

## Answers to common QA questions

**Do the pre-launch checks only apply to that single product?** No, if you sign the PDoC and/ or pass specific sample documentation checks for the products selected – you can supply into that category.

**What if I can't supply specific documentation for one of the products selected?** We will select another product to request specific documentation for and ask that one product not be listed. This process will be carried out a maximum of 3 times, after which point, if you are still unable to provide documentation, then you won't be allowed to sell products within that category.

**What If I want to expand my product portfolio?** When you upload new products, the Marketplace Team will put those new products through the automated risk assessment process to identify 1) if you've been previously approved for the product category, if yes, products can go live immediately and 2) if no, the new products will go through the whole pre-launch checks.

### Key QA guides

Find out about our QA process and learn which products not to sell

[View QA Product Risk guide](#)

[View prohibited products list](#)



The Marketplace Team will let you know if additional documentation is required.

# Product vetting.

## Why do we vet your products?

As part of our ongoing commitment to delivering great value, quality, and service for our customers, we want to ensure that all products offered by our seller partners on Tesco Marketplace meet customer needs and expectations. All products submitted for vetting are subject to checks to confirm they meet our quality standards, as detailed in our [Product Data guidelines](#).

Tesco reserves the right to decide which products are listed on Tesco Marketplace and may remove any products added in error or those that should not be listed, in line with the criteria outlined below.

## Reasons why a product could be rejected

This isn't an exhaustive list

### Incorrect category

Product not inducted against the correct Tesco Marketplace category.

- [Use Data Dictionary](#) to correctly map categories

### Non-compliant product

Product doesn't comply with product restrictions.

- [View prohibited product list](#)

### Duplicate product

This product is a duplicate of an item already in the Tesco database. If this is the case, please contact the Onboarding Team.

### Invalid data

All Mandatory data fields have not been completed

### Documentation check failed

Documentation checks failed / incomplete for high-risk products.

- [View QA Product Risk guide](#)

### Brand not approved

You've introduced a new brand that Tesco has not signed off.



If a product is rejected, you will be provided with details for the rejection and advised if there is something you can do to resolve this.

# What good looks like for Product detail pages.

We are committed to providing the best quality and the most accurate product information for every item that appears on Tesco. To help you display your products effectively, it's important that you submit all the required data.

## What is the product detail page and why is it so important?

This is where customers find all the key information about a specific item. As you build your product detail pages, think about what will help customers:



Find your products easily



Get answers to their questions



Make confident choices

## Example Product Detail Page with requirements and key guidance

Marketplace > Cook & Dine > Glassware > Bormioli Rocco Ypsilon Glass Carafe With Cor...

**1** Bormioli Rocco Ypsilon Glass Carafe With Cork Lid - 1.1 Litre

☆☆☆☆ No ratings yet [Write a review](#)

Sold and sent by Rinkit  
Delivered by post or courier

FREE standard or express delivery on this product

[Find out more about Marketplace](#)

£15.00 £15.00/each

**3**  [Add](#)

**2**

**4** Product Description

Bormioli Rocco Ypsilon Glass Carafe With Cork Lid - 1.1 Litre

The Bormioli Rocco carafe offers everyday usability and durability combined with a sleek modern design that will be a welcome addition to your dinner table.  
Designed with a wide base for stability. Holds 285ml  
Perfect for serving drinks at parties, dinner, BBQ or events.

Specifications

Safety Information

Marketplace delivery and returns

1. Titles should be clear and concise to ensure they are easily discoverable by our customers. We recommend the consistent naming convention of **[Brand] [Model/Product Name] [Type/Size]**
2. Main image should be on a **white background** and clearly show product. Additional images should show different angles and use cases
3. Products should be competitively priced to provide great value for our customers
4. Descriptions should give customers more details about the product to encourage conversion. It should be **SEO compliant** and not include **subjective language** or mention any other products



For guidance on optimising your Product Listings, [view the Product Data guide](#)

# Go-live checklist.

Once you've completed everything on this list, you're ready to go live!

## Have you...

### Integration

- Chosen the most suitable integration method for your business?

### Account setup

- Received the credentials to your Mirakl account?
- Completed all onboarding tasks?
- Ensured your account details on Mirakl are correct?
- Configured your settings? Including setting up your Carriers, adding your returns address, etc?
- Ensured you've passed KYC?

### Product guidelines

- Read the Product Data Guide and ensured your products have been listed according to the guidelines for your categories?

### Product induction & offer creation

- Used the correct Tesco Marketplace category taxonomy for each product?
- Completed all mandatory fields?
- Checked your title and product descriptions meet our guidelines & have been optimised for search?
- Created offers on all products you would like to launch on Tesco Marketplace?
- Checked if you have listed any products in categories that require additional documentation & have the documentation ready to be checked during the QA process?

### Next steps:

If you have completed the above checklist, then your products should be ready for vetting & brand review.

# You're live.

Your Tesco Marketplace Onboarding contact will send you an email once your shop is open & your products are available for customers to purchase.

## Three things need to happen before listings can go live

1

### Products

Must be 'published'.

2

### Offers

Must be added to products.

3

### Shop status

Must be 'Open'.

## What you'll see on Mirakl


On your Catalog Management page, your products available on Tesco Marketplace, will show as 'published' & have an active offer against them.

Catalog Manager Import products

[My catalog](#) [To review](#) [Platform Catalog](#)

All  50 of 714 results

Filter by Product status Related offers Category Brand Creation date Update date

Product	Product ID	Creation date	Update date	Condition(s)	Quantity	Unit Price(s)	Product status
<input type="checkbox"/>  80s Camo Cool Phone Case iPhone 13 Pro Max Tough True Cases Electronics / Communications / Telephony / Mobile & Smart Phone Accessories / Mobile Phone Cases	TC10041 GTIN: 5063787081667	27/08/2025 11:19	29/09/2025 10:38	1 New	100	£10.00	Published

Your shop status will be 'OPEN'

3

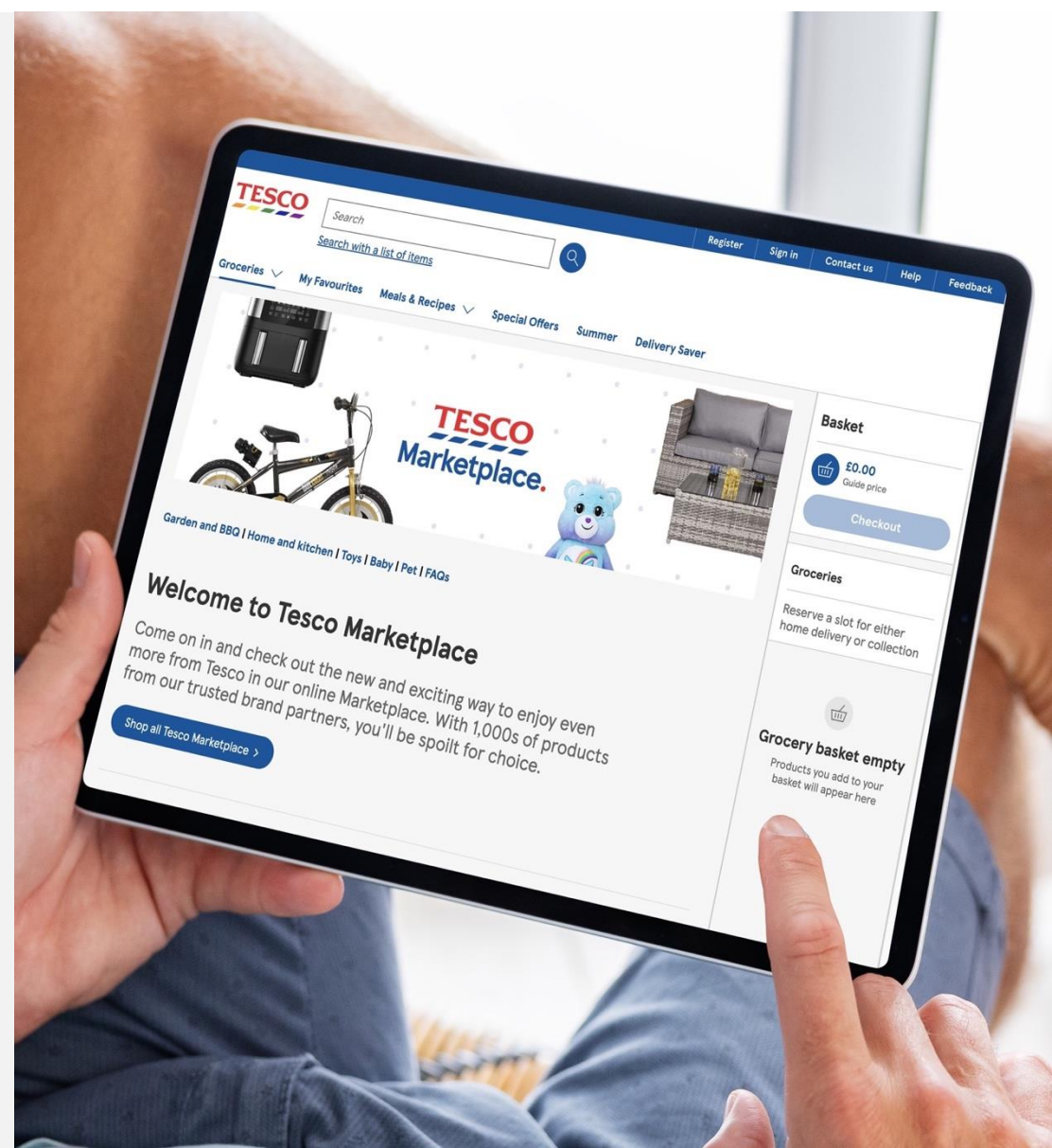
Welcome OB\_Test Open

ID: 2100 New

# Launch Guide

## You're live – what's next?

Find out what you need to know about selling on Tesco Marketplace.



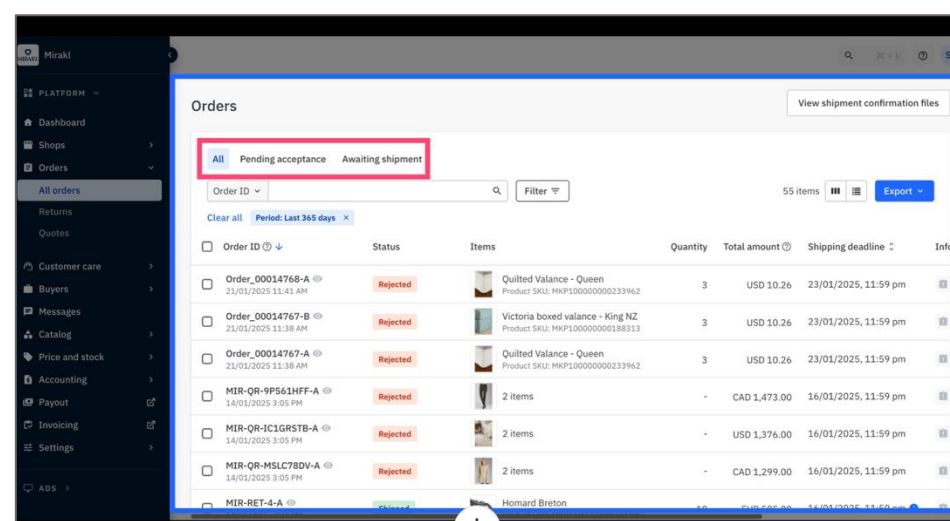
# Ready to sell.

1

## Manage your orders

Manage your orders in the Orders section on Mirakl:

1. **View All Orders:** Access a centralised list of orders across all your channels.
2. **Order Details:** Click on an order to see full details, including items, status, shipping deadline, and customer info.
3. **Process Orders:** Accept or refuse orders, mark them as shipped, add tracking info, and handle returns or incidents.
4. **Bulk Actions:** Accept, ship, or cancel multiple orders at once.
5. **Export Orders:** Download order data for reporting or reconciliation.



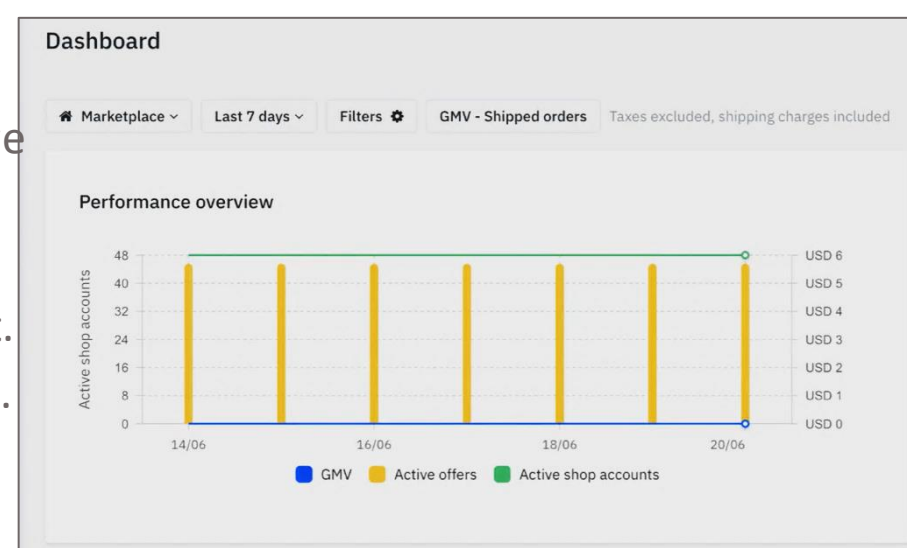
Additional information on managing your orders:  
[Order management](#) | Ago

2

## Monitor your performance

Monitor performance using your Seller Dashboard:

1. **Performance Overview:** Track GMV (Gross Merchandise Volume), active offers, and sales revenue.
2. **Top Products:** See your best-selling products by GMV or quantity.
3. **Balances:** Check pending payments, next payment, and latest payment.
4. **Calls to Action:** Quickly spot late orders or messages needing attention.



Your Seller Performance SLAs report will be emailed to you each week by the SP Team. Please disregard the Quality Control metrics on this dashboard.

# Performance management.

To maintain high service and quality standards for Marketplace customers, we will track seller performance through a **Seller Performance Scorecard**, based on key service metrics.

1

## Weekly performance reviews

Weekly performance reviews will be available to sellers.

2

## Seller responsibility

Sellers are responsible for maintaining high standards.

3

## Issue resolution approach

If performance drops, our team will work with you to resolve issues, prioritising collaboration before suspension.

## What we will review on a weekly basis

TYPE OF METRIC	METRIC	TARGET (28DAY AVG)	DEFINITION
Order Management	Seller-initiated cancellations <sup>1</sup>	1.4% or below	Percentage of items that you have cancelled after receiving the order from Tesco.
	Dispatched within 48hrs <sup>2</sup>	98% or above	Order status is updated to dispatched.
	Tracking rate	99% or above	Tracking details are provided to Tesco via the seller portal to enable customers to track their delivery.
	Product availability	85% or above	The number of out-of-stock products visible to customers with customer impressions on the GHS platform.
Customer Management	Contact to order <sup>3</sup>	3% or below	The number of contacts to the Tesco Customer Engagement Centre regarding seller's orders.
	Fault return rate	3% or below	Percentage of orders refunded for reasons the seller is responsible for (e.g. damaged or incorrect item).
	Refund action rate <sup>4</sup>	97% or above	Amount of time taken to approve a refund to the customer following the item being received by the seller.

1. Excludes customer-driven and Tesco-driven cancellations

2. Excludes items for next-day delivery

3. Customer to Tesco contact rate

4. Excludes suspicious activity, Tesco needs to be notified of the reason for non-approval

## What we will send you on a weekly basis

The Seller Performance team will be sending you weekly reporting via email. This will be a password protected document; the password will be provided in a separate email following your first report.



[Refer to our Operations Manual](#) for more information on Seller Performance Metrics.

# Stock management.

## When stock runs out: What you need to know

1

### What happens when stock is 0

If an offer's quantity is 0, it is considered out of stock.

2

### Unavailable for purchase

Out-of-stock offers are not available for customers to buy.

3

### Hidden from Tesco customers

The offer remains visible in Mirakl but will not be displayed to customers on Tesco.com.



To make the offer available again on Tesco.com - update the quantity to greater than 0.

## How to handle stock status



### Temporarily out of stock

**What to do:** Set the offer status to **inactive (INACTIVE\_OFFER)** rather than deleting it.

This keeps the offer in Mirakl and allows you to reactivate it when stock becomes available.



### Permanently out of stock

**What to do:** Delete the offer.

Deleted offers are removed from the offer list and cannot be selected for future campaigns.



**Tip:** If you're unsure about restocking, do not delete - set the offer to inactive instead.

# Customer Care.

## Customer care process

Providing excellent customer support is essential to delivering a great Marketplace experience. Here's what's expected of you as a seller.

1

### Customer contact responsibility

Customers will be directed to you, as the seller, as the first point of contact for queries.

2

### Availability requirements

Marketplace customers must be able to contact your Care team during your working hours. Please ensure your team is trained to deal with queries.

3

### Escalation process

If an issue cannot be resolved with the seller, **Tesco's Customer Engagement Team will step in to assist.**



## Things to do: Check your contact details

Once your shop is live, your contact details will be available for customers to contact you from our [Partner Directory & Marketplace contact details page](#).

Please check these details are correct

# Now you've made a sale: Receive payments.

## Payment terms



### Payment release schedule

Sale proceeds (after commission and deductions) are released on **Tesco's 14-day payment terms**.



### Payment initiation

Payments are initiated every Monday.



### Processing time

Payments take **3 business days** to process.



### Commission calculation

Commission is calculated on the full item price (including VAT & delivery income).



### VAT on commission

VAT applies to commission where relevant.



### Further details

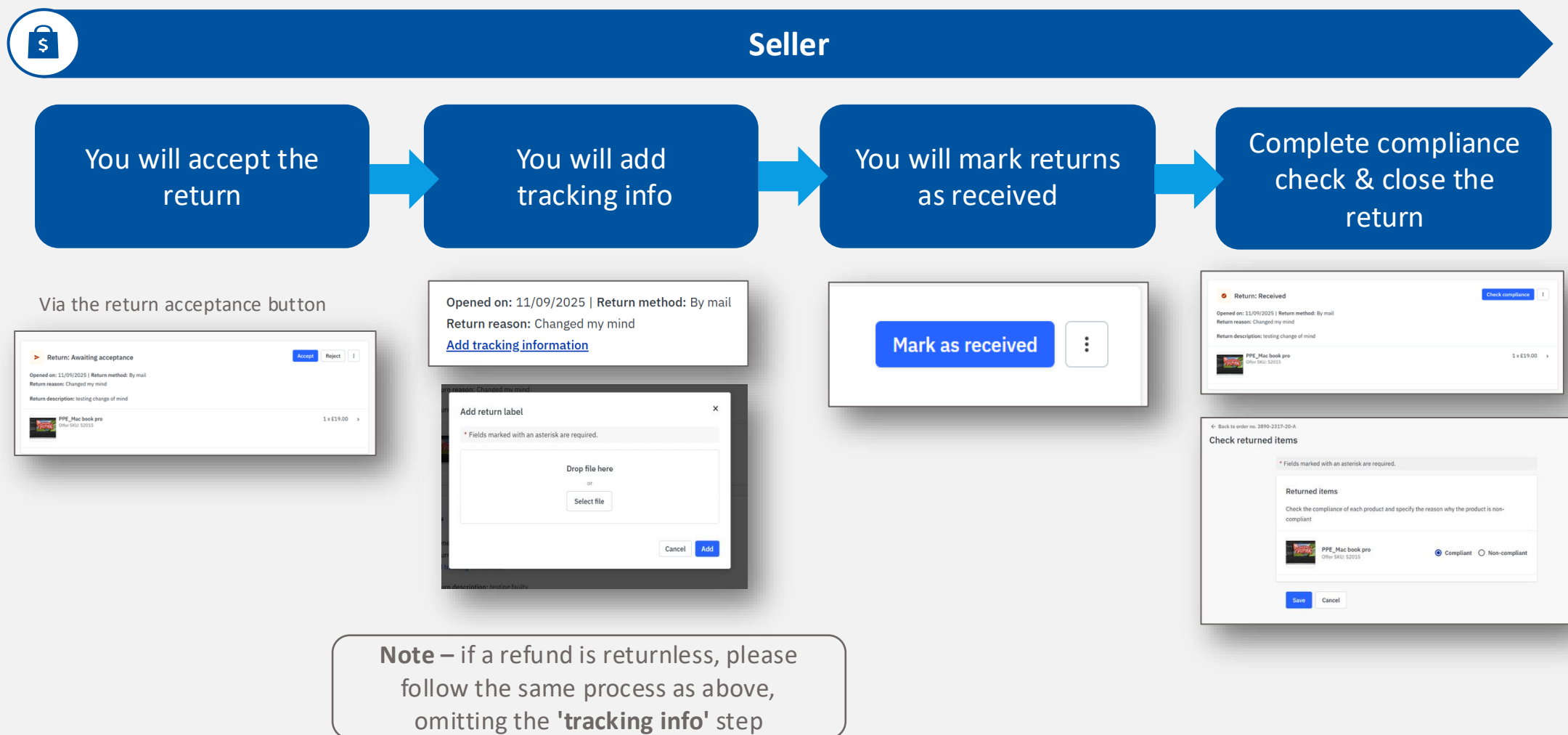
Please refer to the [Operations Manual](#) for full details.

[Learn how to download invoices & transaction history](#)

# How to process returns & refunds.

## Returns and refunds overview

Returns and refunds can be processed from the Orders menu.



## Key things to know

### PARTIAL REFUNDS

**Partial refunds** are not available and should not be offered to customers. Only full refunds are permitted.

### RETURN COSTS

When a customer wishes to return an item for ANY reason, including change of mind or a fault, you, as the seller, will be responsible for managing the customer return and covering all associated costs.

### COMPLIANCE CHECKS

If you close a return without completing the Compliance Check, the return will be treated as eligible for a full refund, which will be issued to the customer automatically.

### CANCELLATIONS

In Mirakl, this is called **REFUNDS** (true cancellations in Mirakl are not possible).

### REJECTING REFUNDS

Wait up to 30 days from the delivery date for a customer response. If rejecting, allow 5 working days for the customer to accept or dispute the rejection.

[View Returns & Refunds guide](#)

[View Cancellations guide](#)

# Boosting your sales: Promotions and range extension.

Tesco is committed to offering customers quality products at the best value. As a Tesco Marketplace seller you have the option to offer customers promotional deals by using the discount functionality available.

## Marketplace sellers can enable the following discounts for customers

	1 Reference discount	2 Clubcard discount
<b>Definition</b>	Price promotions which demonstrate good value by referring to another price	Exclusive discount price offered to Tesco Clubcard holders only for a limited time
<b>Example</b>	'was/now' prices, which compare an advertised price to a price previously charged for the product	Shows as 'Clubcard Pricing' on PDP
<b>To note</b>	Sellers must be able to show that the quoted saving is genuine thus is fair. Sellers are responsible for ensuring prices and promotions follow Trade regulations <sup>1</sup>	Sellers must be able to show that the quoted saving is genuine thus is fair. Sellers are responsible for ensuring prices and promotions follow Trade regulations <sup>1</sup>

[View Promotions guide](#)

## What to do when you want to extend your range?

- To extend your range please refer to our [guidance on product induction](#).
- Once you have inducted your new products according to our guidelines, please let the Tesco Marketplace Team know so they can begin the vetting & QA process.

[View Product Data guide](#)

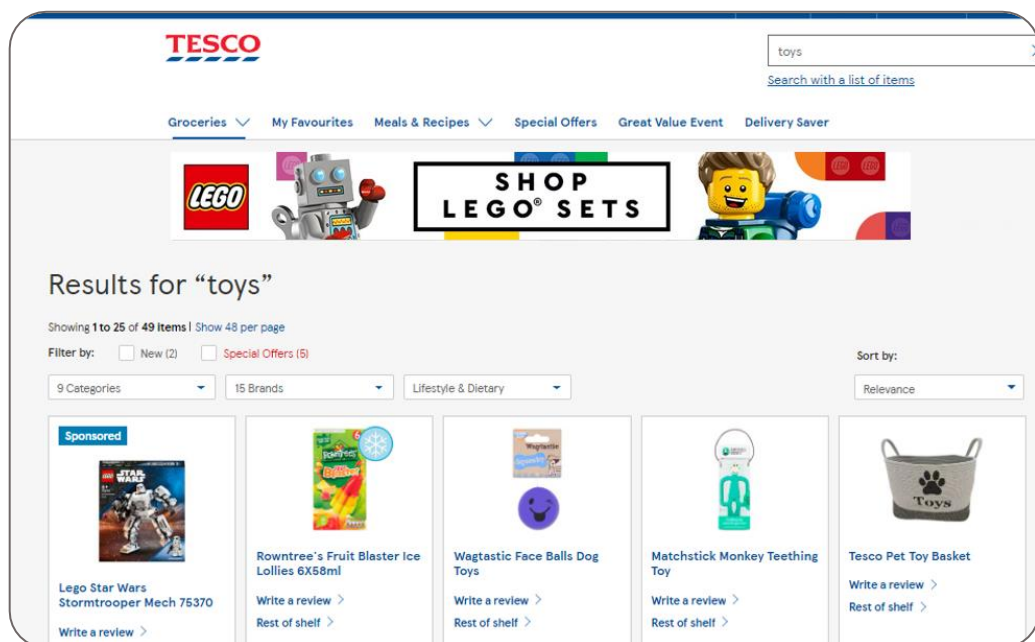
[View Induction checklist](#)

1. Please refer to guidance published by the [Chartered Trading Standards Institute](#) regarding pricing practices which focuses on the obligations of trades under the Consumer Protection from Unfair Trading Regulations 2008

# Boosting your sales – Media opportunities.

Through our Tesco Media offering, we are proud to offer sellers 4 media opportunities to enhance offerings and boost sales. Packages and rate cards to be discussed with Tesco Media directly.

1



## Display media and pending sponsored products

Sponsor placements on the following pages:  
Grocery Home, Search Marketplace Home, Special Offers

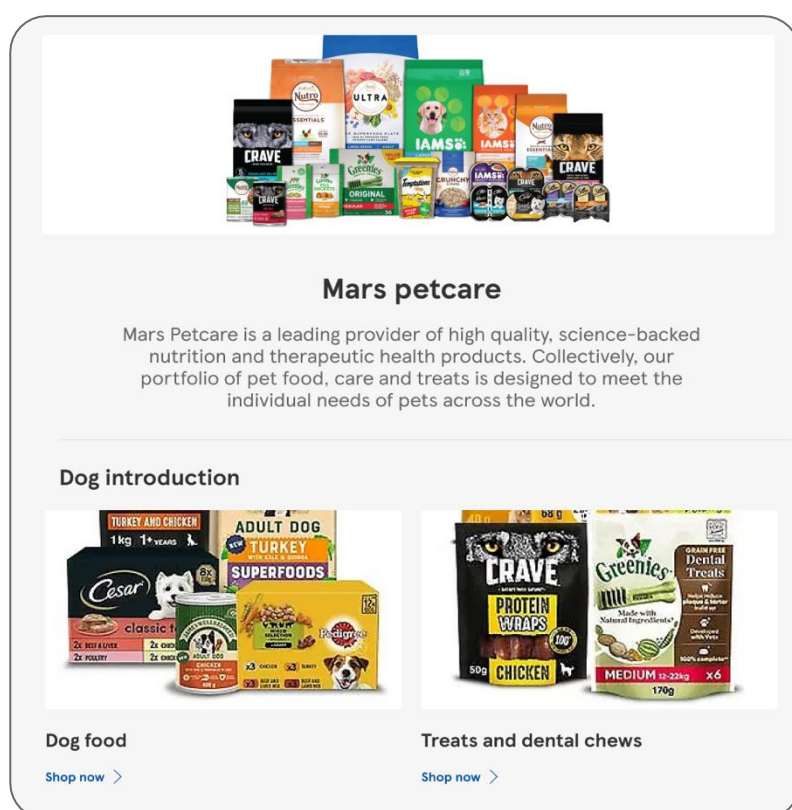
2



## Seasonal events and zone pages

Sponsor space or thumbnails on these pages which all customers can see

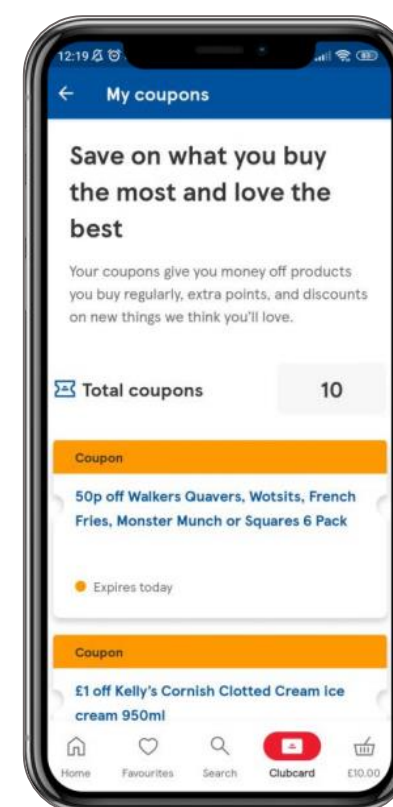
3



## Seller & brand pages

Create personalised seller and brand pages to promote products, We direct customers to these pages through placements and marketing emails

4



## Personalisation

Target specific customers with Clubcard overlays and drive engagement through our app



For more information, contact Tesco Media: [TescoMarketplace@dunnhumby.com](mailto:TescoMarketplace@dunnhumby.com)



# Onboarding FAQs.



## Account setup and integration

### Where do I enter my account details so I can receive payment from Tesco?

When you first log in to Mirakl, you'll be prompted to add your bank details. You can also manage them anytime via a self-service form in **Settings > KYC & Bank Information**, handled by Mangopay (our payment service provider). For security, any updates require two-factor authentication.

### Can I complete order management testing?

We recommend order management testing for sellers who have integrated with custom API only. Please [contact the Onboarding Team](#) for test orders.

### What due diligence checks does Tesco perform?

In order to provide our customers with a shopping experience they can trust, Tesco performs due diligence checks on all our marketplace sellers. We work with our third-party payment providers to perform financial due diligence. We also perform product due diligence before a product can launch.



## Product management and listings

### How will I know once my products are live?

A member of the Onboarding Team will be in touch with you as soon as they are live.

### Can I upload multiple variants per product?

Yes, you can add variations to all products. Each product must be listed individually and connected using the attribute Variant\_Group\_Code. [Learn how to list variants](#).

### Do you have BuyBox functionality?

We currently do not allow more than one offer per product; however, this is something we are actively working on and will let you know once the functionality is ready to use.

### How will I know if products do not meet the product data requirements?

If your products do not meet data requirements, they will be rejected with a reason code. Please review the Product Data Guide for full details on Tesco Marketplace's data requirements.

### Can I import my product catalog from another external Marketplace?

Yes, you can. Please [follow these instructions](#) on how to map your existing catalogue so it can be inducted in Mirakl

# Onboarding FAQs.



## Sales, promotions and support

### Can I run my own promotions?

Yes, you will be able to offer discount promotions on all products listings. Please refer to our [Promotions guide](#) for more information.

### What marketing tools are available to boost my sales?

We offer promotions, media opportunities and range extensions. Please refer to the [Boosting your sales](#) portion of this Handbook for more information



## Operations and fulfillment

### Why can't I find my item when I search Tesco.com?

There are various reasons why an item might not be published, please see [why a product could be rejected](#)

### How do I manage customer service for my products?

We require all sellers to have an active, trained Customer Service offering between Monday and Friday from 9am to 5pm UK time

### Does Tesco offer in-house fulfillment services?

Currently, we do not offer in-house fulfillment, but this is in our roadmap to be offered shortly, and you will receive communications on this closer to its launch

### Can I export VAT invoices from Mirakl?

No. Sellers are expected to use their own systems/data for the purposes of HMRC returns and providing customers with VAT invoices,.



### Get Mirakl support anytime

Find tutorials, guides, and tips in Mirakl Chat and Knowledge. Access them by clicking the '?' icon in the top-right corner of your seller dashboard.

➤ [Go to Mirakl Chat and Knowledge](#)

# Mirakl terminology glossary.



## Key Mirakl terminology

### Mirakl Connect

- A centralised seller portal that allows brands and sellers to connect with multiple Mirakl-powered marketplaces through a single interface.

### KYC

- 'Know Your Customer' (KYC) is a verification process required by Mirakl to confirm the identity and legitimacy of sellers, typically involving documentation like ID, business registration and bank details.

### Sandbox environment

- A testing version of the Mirakl platform where sellers and operators can safely trial features, integrations and processes without affecting live data.

### Production environment

- The live version of the Mirakl platform where real transactions and operations take place with actual customers and data.

### Offer

- Proposed by a seller for a given product, it is characterised by a price, a condition and a stock quantity available.



## Other useful terms

Term	Description
Product	A sellable item identified by unique references and described by its characteristics. It always includes at least one mandatory characteristic, typically the product name. A product can have multiple offers attached to it and must exist in the operator's product catalogue. One or more sellers can propose offers for a product by setting its price, stock and condition.
Mirakl Payout	A solution designed to simplify the global payout process for marketplace operators.
Seller dashboard	A centralised interface for sellers to manage their store, inventory and orders.
Mirakl Catalog Integrator (MCI)	A feature designed to streamline the integration and synchronisation of product catalogs within a Marketplace environment.
Mirakl Catalog Manager (MCM)	A feature designed to simplify the integration of product and service catalogs from multiple sources within a Marketplace environment.
Logistic class	A classification assigned to a product that determines how shipping rates are calculated for that product. Logistic classes typically represent the size or type of an item, such as 'Small', 'Medium', 'Large', or 'Oversize'. Each logistic class can have different shipping charges associated with it.
Mirakl Delivery Manager	A feature designed to enhance the delivery experience by providing real-time visibility and automation for shipments and returns.

[View full Mirakl glossary](#)

Thank you.