



multi-channel integration with...



helping you sell on...



coming soon...



Contents

- 1) **Who and what is ChannelUnity?**
- 2) **Channels supported**
- 3) **How it works**
- 4) **Other features of ChannelUnity**
- 5) **Getting an Amazon and eBay account**
- 6) **Help & Support**
- 7) **Pricing**

1) Who and what is ChannelUnity?

ChannelUnity provides a way for your website to link with a wide variety of market places like ebay, Amazon, etsy, Google Shopping, Fruugo, Tesco, Cleverboxes and NewEgg

ChannelUnity are a company based in Manchester, UK that provide a system allowing your website and a series of “channels” to all sync up. This means that using our websites and our integration with ChannelUnity, you can add a product to your website and have it appear on all these “channels”, then have all your stock information synchronized between them all. As the solution allows your website to synchronise with multiple channels, this is why this solution is commonly referred to in the industry as “Multi Channel”.

This means:-

- 1) **You can synchronise product information between your website and various channels (eg Amazon, eBay etc)**
 - a) This means you can have the same product listed on your website, Amazon, ebay and more
 - b) You’ll only need to enter in the product information once

- 2) **Stock levels synchronise. So for example...**
 - a) Let’s say you have an item which has 10 in stock
 - b) Then somebody buys two on ebay
 - c) ChannelUnity will then update your website, Amazon and other channels to tell them that there are now only 8 in stock
 - d) This provides the benefit of:-
 - i) You not having to manually update stock levels
 - ii) Preventing over-ordering

You can find out more about ChannelUnity at <http://www.channelunity.com/>

Please note that ChannelUnity is a third party company, and not owned by uporium eCommerce websites.

2) Channels supported

ChannelUnity currently support these channels:-



Total worldwide users reached over 304 million in Q4 2015.



USA



UK



Canada



France



Germany



Spain



Italy



China



Japan



Total worldwide users reached over 162 million in Q4 2015.



USA



UK



Canada



Ireland



France



Germany



Spain



Italy



Netherlands



Belgium



Switzerland



Austria



Poland



India



Malaysia



Singapore



Hong Kong



Philippines



Australia

Plus:-



Coming soon:-



3) How it works

Getting set up...

1. **You buy a website from uporium** (if not already a client). You will need our "Large" plan.
2. **You add all your products to your uporium website via the website manager**
3. **You set up an account with ChannelUnity**
4. **Using ChannelUnity you:-**
 - a. Set up the channels you want to use
 - b. Import your products from your website
 - c. Load your products from ChannelUnity into the channels you've selected

Note - if you're already selling on ebay/Amazon etc, but don't yet have a website then it's also impossible to import your products from those platforms into your website if you don't have a website with us yet.

When orders are placed...

1. **When an order is placed on any of the channels, ChannelUnity will...**
 - a. Add that order to your website
 - b. Update stock levels
 - c. You will then need to mark that order as dispatched in either your uporium website manager, or in the channel where the order was placed (eg Amazon or eBay)
2. **When an order is placed on your website**
 - a. Your uporium website will tell ChannelUnity that an order has been placed
 - b. ChannelUnity will update the stock levels among all the channels you're using

4) Other features of ChannelUnity



Create and Manage Marketplace Listings

Create new listings using the data already contained within your uporium eCommerce site in order to save time. Manage your marketplace listings from ChannelUnity's simple and easy to use interface.



Amazon repricer

ChannelUnity include a lightning fast, real-time repricer as an integral part of their Multichannel Sales Software. Maximise your profit and sales figures by ensuring that you're winning orders at the best price.

<http://www.channelunity.com/amazon-repricer/>



eBay Listing Theme Design and Control

Make your listings beautiful. ChannelUnity's Multichannel Sales Software includes some easy to use - lovely looking - eBay Listing Themes. They also provide a design tool and the ability to import a third party listing template for use with ChannelUnity.

<http://www.channelunity.com/ebay-listing-designer/>



30+ Connected Worldwide Marketplaces

Sell worldwide with ChannelUnity. Connect 30+ marketplaces without adding reams of administrative work. Safe in the knowledge that their Multichannel Sales Software is keeping stock up to date and importing orders to your cart

<http://www.channelunity.com/marketplace-integrations/>



Total Marketplace Inventory Control

To fulfil your potential for marketplace selling it's important to be able to modify inventory volumes on marketplaces. ChannelUnity gives you full control over listing a greater or lesser number of items, regardless of cart availability.

<http://www.channelunity.com/multichannel-inventory-tools/>

5) Getting an Amazon and eBay account

Getting an account with Amazon, eBay, or any of the other channels supported by ChannelUnity will be down to you to organise directly with that channel.

To give you a headstart, you can find out more information at the web addresses below.

Amazon Pro Merchant

You will need a Pro Merchant account in order to be able to use ChannelUnity. Details are at:-

<https://www.amazon.co.uk/gp/help/customer/display.html?nodeId=3150241>

eBay

All you need is an eBay account which supports selling. Very simple. Details are at:-

<http://sellercentre.ebay.co.uk/private/how-to-register>

And details of making sure you have a seller account:-

<http://pages.ebay.co.uk/help/sell/sell-getstarted.html#create>

6) Help & Support

Please find outlined below who will provide help and support with ChannelUnity and the integration:-

<p>Help with your website</p>	<p>This is provided by uporium.</p> <p>As always, either give us a call or log a support ticket via your uporium website manager.</p>
<p>Help with ChannelUnity</p>	<p>All help with ChannelUnity will be provided by ChannelUnity themselves.</p> <p>Telephone support and a demo are available from ChannelUnity whilst you're in the process of first getting setup with Channel Unity.</p> <p>After you're set up and running, their primary support method is by email. They also offer other support options such as live chat and phone (see details in pricing section).</p> <p>There is also a knowledgebase / FAQ at http://help.channelunity.com/</p> <p>Uporium will not be able to help you with any queries directly relating to the use of ChannelUnity.</p>
<p>Help with the integration between your website and ChannelUnity</p>	<p>If there is a problem or query with how your website integrates with ChannelUnity or vice versa, it may be difficult for you to know which of us to ask for help. So give us (uporium a call) in the first instance or raise a support ticket via your uporium website manager and we'll help you.</p> <p>If it's something we can help with at our end then we'll do so ASAP.</p> <p>If the query is something that you'll need to ask ChannelUnity for help on, then we'll advise so.</p>

7) Pricing

Please find pricing for each of the different parties involved below:-

Uporium

- We plan to make ChannelUnity integration available with our “Ultimate” plan which is £95/month+VAT
- Our fees are exclusive of any fees you pay to ChannelUnity, or the channels (eg ebay, Amazon, Google etc) that you’re selling on. Please read on for details.

ChannelUnity

- **Service fee**
 - They charge a 1% service fee for sales made through the channels you link to your ChannelUnity account
 - For example, if you sell £5,000/month of good through ebay & Amazon, then at 1% you would pay a £50/month service charge to ChannelUnity
 - For larger volume sellers, they also offer a fixed service fee which is priced on request
- **There is also a monthly fee which is:-**
 - £15/month for email-only support
 - £50/month for email and live chat support
 - Telephone support is also available (pricing on request). Telephone support and a demo are available from ChannelUnity whilst you’re in the process of first getting setup with Channel Unity.
- **There are additional costs for:-**
 - Setup if you’re going to integrate with Tesco
 - Google Shopping (small fixed monthly charge of £35/month)
- *Please note the ChannelUnity pricing we have is correct at time of pricing. Fees to ChannelUnity are paid directly to them. If you have any pricing queries please contact ChannelUnity directly, and reference uporium/ph9.*

Channels

Please note pricing is correct at the time of writing

- **eBay**
 - <http://sellercentre.ebay.co.uk/private/fees>

- **Amazon**
 - You will need an Amazon Pro Merchant account which is £25/month+VAT
 - More pricing information can be found at <https://services.amazon.co.uk/services/sell-online/pricing.html>

- **Google Shopping**
 - Google Shopping's model is based on pay per click
 - The budget is set by you. So it can cost you £1 a day, £1 a month, or more than £100 a day, depending on how much visibility you want your products to have. However, keep in mind that if your costs on Google Shopping are low, you also will have low Google Shopping ad visibility.
 - More info at:-
 - <https://moz.com/blog/google-shopping-feed-cost-and-ppc-best-practices-16918>

- **Facebook**
 - Facebook's shop section is free to use, and they don't take a percentage of what you earn
 - More information at
 - <https://www.facebook.com/business/help/846547442125798>

- **Other Channels (etsy, Tesco, Newegg, WayFair, Fruugo etc)**
 - Please contact ChannelUnity for details