JB HI-FI Marketplace

# Integration Guide

What you need to know about connecting and onboarding to our Marketplace.

V.2.2024

# Contents

# How to use this guide

This guide has been prepared to help authorised third party sellers (*Sellers* or *you*) understand how to set up their Marketplace store and how to create and submit Product data. It also provides an overview of different available integration methods.

This guide, together with each Seller's JB Hi-Fi Marketplace Seller Agreement (*Seller Agreement*), the Seller Handbook and any other documents referred to in them, make up the overall terms governing your use of the JB Hi-Fi Marketplace. Reading this guide is not a substitute for reading and being familiar with the Seller Agreement and the other documents referred to above. If there is any inconsistency between the content of this guide and the Seller Agreement, then the Seller Agreement prevails. Capitalised terms used but not defined in this guide have the definitions given to them in the Seller Agreement.

Most links and URLs provided in this guide are linked to the Seller Portal Help Centre. These links will not be accessible until you have a Seller Account. The information accessible via the links / URLs in this guide is for reference only and does not make up part of the overall agreement between JB Hi-Fi and you. We do not warrant the accuracy or completeness of that information.

# Other Available Resources

In addition to the information contained in this guide, you can refer to a few other documents to help you understand how to set up, integrate, and maintain your Marketplace store.

1. **Seller Handbook:** This covers the operational and business requirements and standards for Sellers operating on the Marketplace. For example, in this guide we speak to how to configure your shipping grid, and in the Seller Handbook we speak to what Seller shipping expectations are.
2. **Product Content Guide:** This guide covers in-depth visual (marketing) requirements for creating products on JB Hi-Fi.
3. **Platform Help Centre:** Provides in-depth guidance on operating your Seller Account. We will provide links to articles throughout this guide. Note that you need to be logged in to your store (i.e. your Seller Account) to access these links.
4. **Postcode Mapping File:** this shows you which postcodes are mapped to which shipping zones. See more about the importance of shipping zones on p.9 'Shipping Setup'.

It's important to review these resources regularly to ensure you have the most up-to-date information. Please refer to the 'documents' page in your Seller Portal to check for any updated file versions.

# Getting Started: Onboarding

## What the Platform Supports

We use the **Mirakl Platform** to power our Marketplace. If you're familiar with Mirakl, you'll know it supports a wide range of features. This table provides a brief overview of the features we support to streamline the onboarding process.

When reviewing the Seller Portal Help Centre (powered by Mirakl), please note that **not all referenced features are enabled on our Marketplace**.

| Supported | Not Supported |
|---|---|
| Product Content | Custom Bundles |
| Product Offers | Promotional Call-Outs *(Was/Now, BOGO)* |
| Multiple Shipments | Multiple Stock Locations |
| Simple HTML Formatting | Complex HTML |
| Seller Defined Lead Times | Express Shipping |
| Product Variations | Seller Ratings |
| Automated Order Acceptance | Multiple Tracking IDs per SKU |
| Mandatory barcodes | Unbranded/white label |
| Refunds *(Full and Partial)* | Product Deletion by Seller |
| Incidents and Disputes | Mirakl Returns Feature |

## Getting Started

To operate on the Marketplace, you need a Seller Account**. After completing the application** with our Recruitment Team and **receiving your store creation invitation**, our Operations Team will support you through onboarding.

Onboarding begins once your team is ready to work closely with ours. We'll confirm your team has the right resources and availability, taking into account any planned leave or internal priorities. **If you're not ready to start straight away,** please let us know so we can pause and agree on the best time to begin.

Whether you're using the Seller Portal to upload product data or integrating via API, the following steps apply to launching every Marketplace store.


✔ Allocated to onboarding support team member

✔ Kick-off call offered

At this stage, you will have received your **Authorised Range,** this is confirmed **before onboarding begins**.
It is the seller's responsibility to ensure they only creates products in the seller portal, from within this range.

# Onboarding FAQs

**How long does onboarding take?**
Onboarding can take from one day up to four weeks for more complex integrations (such as APIs). The more dedicated and responsive your team is, the faster you'll be live.

**Why is my store in a 'Suspended' state?**
All newly created stores start in a 'Suspended' state. This does not affect onboarding — it simply prevents your store from appearing on the site until everything is ready. Your store will move to 'Open' when we begin the go-live process, after product listings, store setup, and shipping are confirmed by our team.

**Can I start with just one product?**
No — we require at **least 85% of your pre-authorised range** to be created during initial onboarding. To ensure a complete range is visible to customers & internal teams at launch.

**Can I place a test order?**
Yes. Once your store is live, we'll let you know, and you're welcome to place your own test order. If integrating via API through our testing platform, you'll have access to test orders during onboarding – these are placed by our team.

**What if my team isn't ready to start onboarding?**
If your team isn't yet resourced or available to work closely with us, please let us know. We can pause and agree on the best time to begin onboarding.

**What support will I receive during onboarding?**
Our Operations Team will guide you through store setup, product listing creation and uploads, and shipping configuration during onboarding. After launch, and once you receive your first order, we'll check in—at that stage or just before launch, additional portal training is available on request by the Seller.

**What happens if we encounter issues during onboarding?**
We'll work with you to identify and resolve any blockers quickly. This may involve troubleshooting product data, store configuration, or integration settings.

**When can I expect my store to go live?**
Once your store setup, product listings, and shipping settings meet all requirements, we'll work with you to schedule your go-live date. At this stage, you can request additional Seller Portal training if needed—for example, on managing orders or messages.

**How are shipping rates calculated?**
Our platform does not offer calculated (e.g., by dimensions, weight, and postcode) shipping when an order is placed. Sellers must set up a proactive shipping rate grid before going live, using predefined logistic classes and shipping zones. These rates will be shown to the customer at checkout and cannot be adjusted once the order is placed.

# Selecting an Integration Method: How You'll Connect

Your **integration method** defines how you connect to and operate within the Seller Portal. You can:

1. Use the portal directly via the interface
2. Upload bulk spreadsheets
3. Integrate via API or third-party connectors (e.g., Shopify, Magento)

This method also applies to areas like **stock, pricing, and order management**. You can **mix methods** to suit your setup—for example, upload products via spreadsheet and manage offers via API.

### Key Considerations:

1. **Complexity** – Does your team have technical capability (e.g., developers)?
2. **Volume** – How much data do you handle, and how often?
3. **Automation** – Do you need automated stock/order sync?
4. **Scalability** – Will this scale with your business?

Choose the integration method that best fits your platform, team resources, and future plans. If your needs evolve, you can update your method at any time to enable more automat

> **Note:** This is general guidance only. Sellers are responsible for selecting and managing their integration setup.

### Manual Integration Options

| Method | Who It's For | Benefits | Limitations |
|---|---|---|---|
| Direct in Portal | Sellers with a very small range & no tech skills<br>e.g. niche brands | No setup required<br>Quick and simple interface | Manual entry only<br>Not scalable for growth |
| Templates (Spreadsheet Upload) | Sellers managing 50–500 SKUs via spreadsheets<br>e.g. growing brands | Bulk uploads supported<br>Supports automation via FTP | Must upload regularly<br>Limited real-time sync |

### Automated Integration Options

| Method | Who It's For | Benefits | Limitations | Examples |
|---|---|---|---|---|
| API (Dev Portal) | High-volume sellers with internal developers<br>e.g. retailers with IT teams | Full automation of products, stock & orders<br>Real-time sync | Requires technical setup<br>Ongoing maintenance | Direct system-to-system integration |
| Connectors | Sellers using common ecommerce platforms<br>e.g. Shopify, Magento | Platform-specific integration<br>Reduces manual work | Varies by platform<br>Setup & feature limitations | Mirakl Connect (see next page) |
| Mirakl FTP | Moderate-volume sellers wanting automation<br>No API team, but want scale | Semi-automated uploads<br>Supports product, stock & offer updates via FTP | Not real-time<br>Requires scheduled file transfers | Mirakl FTP Import/Export Services |

# Our Integration Partners

To help streamline your setup, we work with a number of integration partners who support marketplace connectivity, product feeds, stock updates, fulfillment, and order syncing. These partners can simplify your integration process, offering automation to your internal systems —especially if you're already using platforms like Shopify, Magento, or BigCommerce.

Each provider offers different capabilities and levels of automation. We suggest choosing a partner that aligns with your current tech stack, team capacity, and future growth plans.

| Partner | Positioning | Supported Platforms | Service | Contact |
|---|---|---|---|---|
| Channel Engine | *"Your connection to every marketplace"* | View here | Managed | Request demo here |
| ChannelWiz | *"The fastest way to sell your products on ALL marketplaces - Built by sellers, for sellers'* | Magento, Shopify, Salesforce, Maropost, BigCommerce, Woo, .WMS & custom available | Managed | tali@channelwiz.com |
| Cresco Data | *"Solutions Connecting Global Commerce"* | View here | Managed | Request demo here **OR** devin.anand@pb.com |
| Intelligent Reach | *"A complete Product & Data Feed Management platform, to boost your product visibility, expand commerce connectivity and enhance performance"* | Contact partner | Managed | Book demo here |
| Marketplace Maximiser | *"One Process, One App. Any Marketplace You Sell On"* | View here | Self Serve or Managed | **Sign-up here** **OR** devin.anand@pb.com |
| Mirakl Connect | *"A simple and scalable way to sell across hundreds of marketplaces."* | View here *(Free with usage caps)* | Self Serve | Our team can support you & provide a specific guide to start setup. |
| Omnivore | *"Designed to make selling easier"* | Magento, Shopify,, Maropost, BigCommerce, Woo, eStar & custom available | Managed | Request demo here **OR** kGregory@omnivore.co |

**Note:** We cannot make specific recommendations. **Fees and charges will vary between partners** – please contact the integration partner directly to discuss suitability.

# Your Seller Portal Setup: Creating Your Store

Once your Seller Application is approved, you'll receive a link to set up your Seller Portal (i.e. your Marketplace store). **This link is only valid for 48 hours.**

### Store Setup Guidelines

- You are responsible for the accuracy of all information entered.
- Some fields (e.g., shop description, shipping policy) will be visible to customers.
- Do **not** include Contact details, Warehouse information, **OR**
    - Terms that contradict the Seller Agreement, Seller Handbook, or Standard Terms of Sale
    - Anything that could damage the reputation of JB Hi-Fi or its Marketplace

### Formatting

- Store pages: use **Markdown**
- Product descriptions: use **HTML**

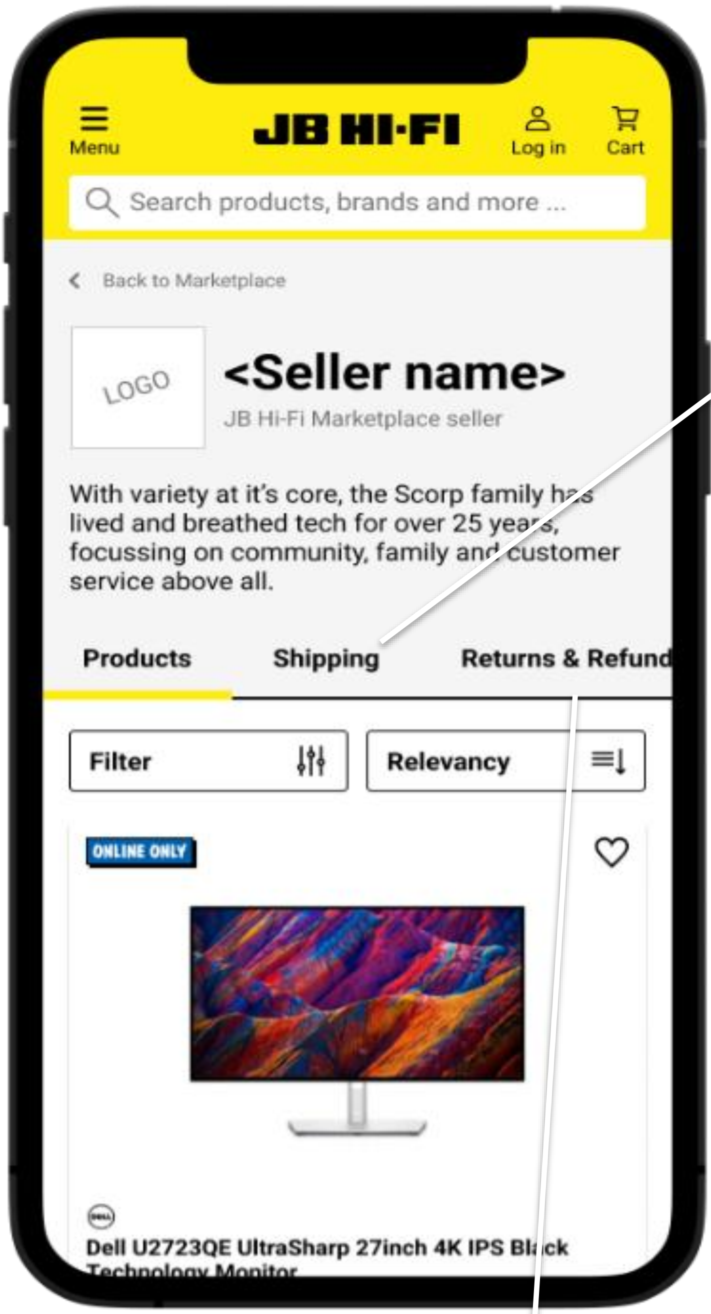
> **Ensure your store name is final** – do not change it after setup unless discussed with our team.
> **Do not use superlative language** (e.g. "best", "cheapest", "fastest") in any content on the Marketplace.

| Name | Description | Example |
|---|---|---|
| **Description** | • Brief intro to your business<br>• Location (no warehouse details)<br>• How long you've been operating<br>• **Must not** include contact details. | Discover a curated selection of premium tech, designed to enhance your everyday life. |
| **Returns Policy** | We will populate this field with standardized text, beyond this:<br>○ You **may** offer a change of mind returns policy that is more generous than our 30-day Change of Mind Returns Policy.<br>○ You **must not** include any information that is inconsistent with, or less than, our Change of Mind Returns Policy. | To view our Marketplace, Return & Refund Policies, refer to the Marketplace Terms of Sale. |
| **Shipping Policy** | • Where are you shipping from?<br>• Who is your carrier?<br>• Dispatch timeframe (max 2 business days) | **Sub-Heading in Bold<br><br>Text<br><br>Text<br><br>*(multiple lines ok)* |
| **Returns Address** | • Full warehouse return address (used for in-store returns by our internal team – **not visible to customers**)<br>• You must keep this up to date & notify us of any changes by email. | **Required Format:** [Business Name], [Name], [Unit/Street No.], [Street Name], [Suburb], [State], [Postal Code] |
| **Logo** | Optimal image size: 300 x 300, max. file size: 512 KB, supported file formats: jpg, jpeg, png. | |
| **Banking Details** | BSB, Account Numbers, ABN & Registration Numbers | |
| **Bank Details Verification** | Recent bank statement or account certificate on bank letterhead (max file size: 10 MB) showing the seller as the store owner. | |

# How Your Store Appears to Customers

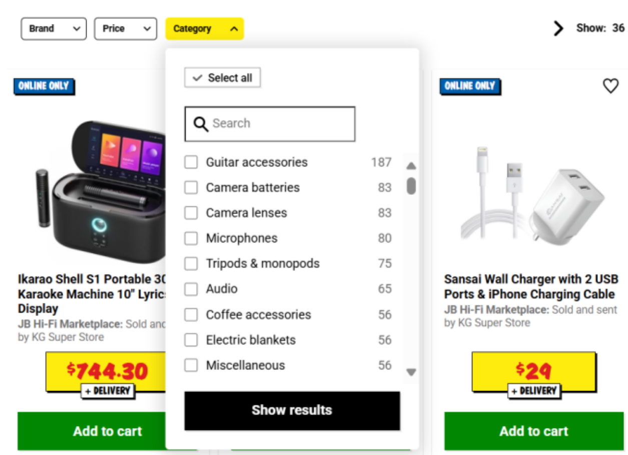
Below is an example of how your store page will appear to the JB Hi-Fi customer on the website.

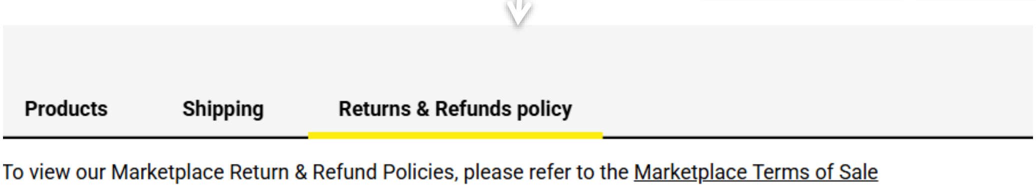
**STORE PAGE EXAMPLE**





**CATEGORY FILTERING**



# Setting up Shipping

# Understanding Shipping Options

Refer to your **Seller Agreement** and the **'Shipping & Dispatch'** section of the **Seller Handbook** for policies and standards relating to shipping.

The following provides information for you to complete the configuration of each tab in your Seller Portal. This shipping setup occurs within: **Settings > Shipping**

### Shipping Method

Define how Products are shipped (e.g. Standard, Express).

- Only **'Standard'** is supported at launch.
    - Use of express tracking improves customer experience but **will not** be displayed on the Marketplace or supported as a selectable field.

### Lead Time

- Required default value for your store
    - **OR** optionally, apply a specific value per offer in your Offer Import for products with a longer lead time than your default setup.
- Refer to the **Seller Handbook** for lead time requirements. (read here)

### Estimated Delivery Time

- Required per shipping zone (min & max days).
- Must be kept up to date if delivery estimates change. (read here)

# Understanding Shipping Charges

These components define how you charge for delivery across Australia:

### Shipping Zones

- Defined postcode groups managed by us.
    - Download this list via: **Catalog > Product Imports > Templates and Documents**.
- **Disabling Zones**
    - You may disable entire zones if you cannot service them.
    - *Individual postcode exclusions are not supported.*

### Logistic Classes

- Used to group Products by delivery fee tiers (e.g., Small, Medium, Large).
    - Labels are flexible and not tied to weight/dimension logic.
        - *(e.g., you can define "Small" based on your own shipping logic—as long as it's applied consistently and you can track it internally)*
        - Fees must reflect actual shipping costs per zone.
        - You can assign different Products to the same class if they share the same fee.
        - A separate additional item rate can be added when multiple units are purchased (see following pages)

If you import offers via CSV, JSON or XML, use the **Code** values for Logistic Classes/Carriers. (view codes)

# Carriers

Add the carriers that you work with from our pre-defined list (see Seller Handbook) **– custom carriers are not supported.**

**Need more help?** See Article

## Configuring Shipping Charges

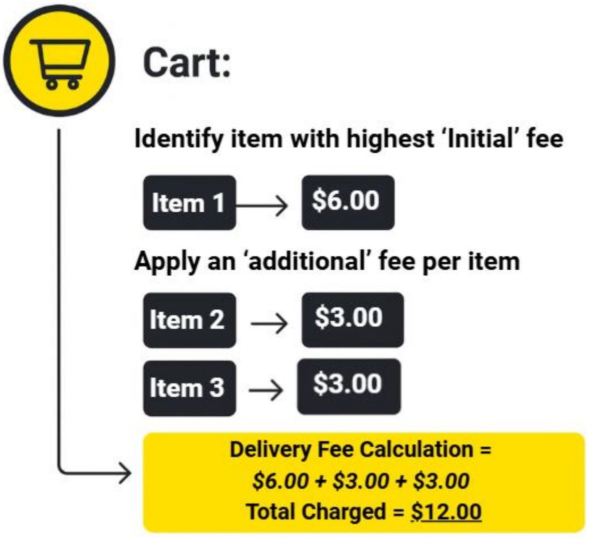
In your Seller Portal, you can set two types of delivery fees for each logistic class:

- **Initial**: The base delivery fee for the first unit shipped in an order.
  - Ensure this covers your full shipping cost for the first item.
- **Additional**: The fee for each extra unit shipped in the same order.
  - Use this to account for incremental shipping costs when multiple units are purchased.

When a customer adds your Products to their cart, the Marketplace calculates delivery fees as follows:

- The Product with the highest 'Initial' fee sets the base delivery cost for the order.
- The 'Additional' fees from all other Products are then added on top.

This ensures customers are charged fairly while covering your combined shipping costs.




## How to set Free Shipping

Use the **Free Shipping** tick box to override your shipping charges—either **temporarily** or **permanently**—and offer free shipping across all orders.


**To enable free shipping:**

- Go to your Seller Portal:
- **Shop > Shipping Options > Offer free shipping for all orders**
- Tick the box to activate.
  - This is required for the **'Free Delivery'** icon to appear on your listings. This option currently applies **storewide only**. You cannot display the Free Delivery icon for individual products.

If you plan to offer permanent free shipping:

- Ensure **all shipping zones are active** in your shipping grid
- Tick the **Free Shipping** box to activate the icon display.

**Need more help?** See Article

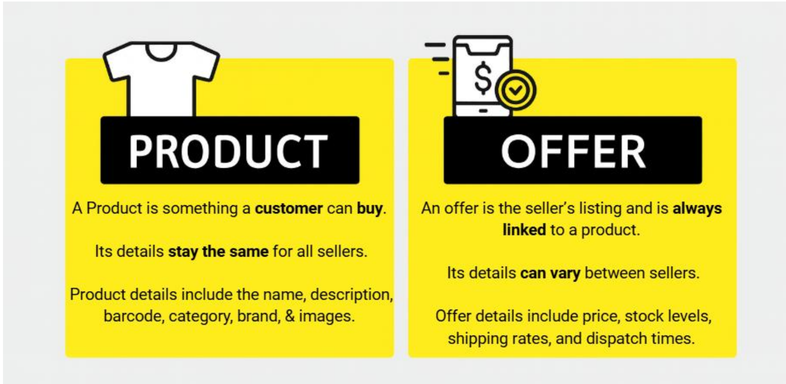
JB Hi-Fi Marketplace Integration Guide

# Structuring Product Listing Data for

# JB Hi-Fi

## Products and Offers

A key concept to understand is what we consider a *Product*, as this may differ from your interpretation. For us, when we refer to *Products*, we mean the information shown below.




Every product in our Marketplace is placed in a **category path** within our taxonomy, which determines the attributes and values you'll need to provide. Next, we'll explain how attribute requirements work at different levels — from mandatory fields to sub-category-specific fields.

## JB Hi-Fi Taxonomy Explained

Our taxonomy is the structure we use to organise product information on our website.

Every product is placed in a **category path** (e.g., *Electronics > Photography > Digital Cameras*). This path determines which attributes (fields) we'll need you to complete when creating or updating products.

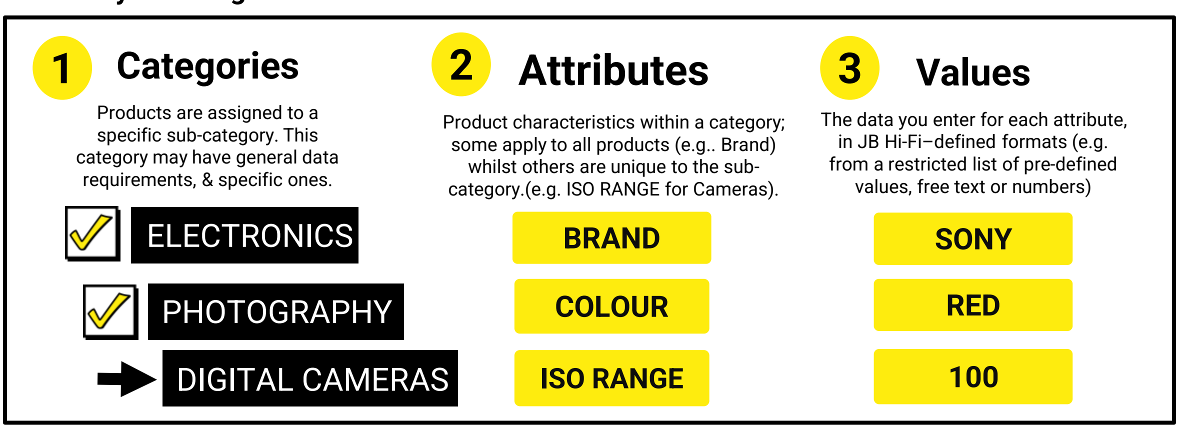
This information is used for product pages (PDP), filters/facets, search, and more.

Our taxonomy has three parts:

1. **Categories** – Products are assigned to *leaf categories* in the Seller Portal. Each leaf category contains a mix of general attributes and product-specific attributes.
2. **Attributes** – Product characteristics within a category. Some apply to all products (e.g., *Brand*, *Colour*), while others are unique to that sub-category (e.g., *ISO Range* for Digital Cameras).
3. **Values** – The data you enter for each attribute, in JB Hi-Fi's defined format (e.g., from a restricted list, as text, a number, or a decimal).

**Note:** On-site categories seen by customers may differ from Seller Portal sub-categories. On-site categories are *curated* by our Merchandise Team to improve the shopping experience and may change over time based on trends, seasons, and demand. They utilise a blend of both Seller Portal categories and attribute data, as provided for each product by the seller.

**Here's how they work together:**




Aligning your product data with our taxonomy ensures your products appear in the **right** categories, filters, and search results. On the following pages, we share how to achieve this alignment.

# Align Your Product Data to the JB Hi-Fi Taxonomy

*How to structure your products to match JB Hi-Fi's taxonomy*

When listing products on our Marketplace, your data (or taxonomy) may be organised differently from ours. Alignment (or 'Mapping') may be needed at all levels:

- **Categories** – Your "Photography > Cameras" category may need to be matched to our "Electronics > Photography > Digital Cameras."
- **Attributes (field names)** – Your field "Maker" might need to be mapped to our "Brand" attribute, or "Colour Name" to our "Colour Group" attribute.
- **Values (what's entered in the fields)** – Your value "Cherry Red" may need to be updated to match our accepted format "Red." Some values also require specific formats (e.g., sizes in centimetres, weights in grams, dates in YYYY-MM-DD) to match how we present products in navigation and filters.
    - Sometimes, there may not be a relevant value for your product. In those cases, you can contact our team. This does not apply if our format differs—for example, if you have 'Sony' but we require 'SONY,' you must map to our preferred format.

By aligning or mapping at each level, you ensure your product data can be created accurately in the Seller Portal (Mirakl) and **easily found by customers.**

## Two Ways to Align (Map) Your Data

| Method | Best For | What You Do | Pros | Considerations |
|---|---|---|---|---|
| **Mapping** *(see p.17)* | Sellers with existing product data in spreadsheets or systems | Upload your product file into the Seller Portal mapping tool and match each field to our taxonomy | Keeps your original data format; once mapping is set up, it's stored so you can keep submitting product data in your own format — unless you add a new category or new fields, which will need to be mapped in the tool. | More setup time |
| **Templates** *(see p.18)* | Sellers starting fresh or with minimal product data | Download our category-specific template from the Seller Portal, paste your data in. | Quick to start, less technical | Must reformat or copy your data into our template |

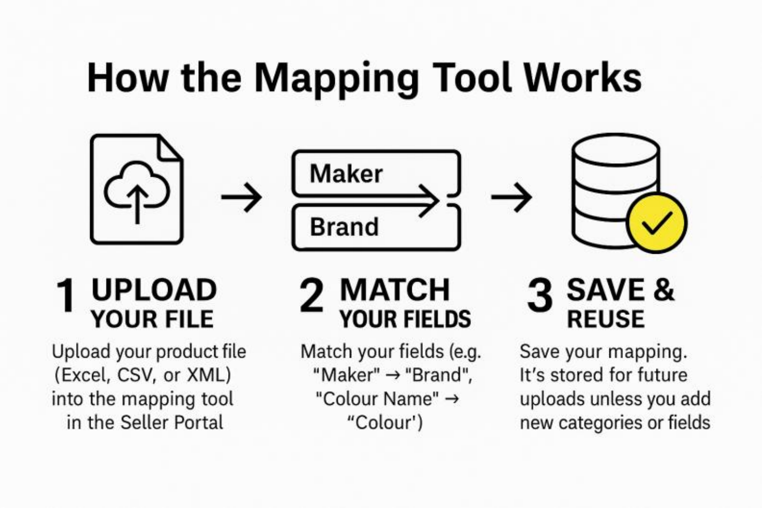
Once you've chosen one of the above methods, in downloading your template or setting up your mapping file, follow the **Product Attribute Requirements** from p.19 and our **Content Guide** to learn how to complete each field correctly.

**Tip**: If you use an integration partner or connector, they may complete this alignment for you.
For API users: you can also map internally using our taxonomy APIs (H11, PM11, VL11)

# Product Mapping

*How to keep your existing product data format while matching JB Hi-Fi's taxonomy*

Product mapping lets you align your existing product data with our taxonomy without changing your file format. You'll use the mapping tool in the Seller Portal to match your fields to ours. Once set up, your mapping is stored so you can keep submitting product data in your own format — unless you add a new category or new fields, which will need to be mapped in the tool.




## Prerequisites

- **Flexibility** – Ability to add new fields/attributes if our minimum needs aren't met. Update your mapping when new attributes are added.
- **Rich Product Information** – Detailed product information in your system (PIM). If your data isn't detailed enough, you'll need to add new fields.

## Accepted File Formats for the Mapping Tool

- **Mapping Task**: Excel or CSV (default delimiter is ";" — can be changed if needed).
- **Import File**: Excel, XML, CSV (UTF-8 encoded).

## Create a Mapping File

Use the most detailed product data extract available, including all relevant fields (exclude offer details like pricing, stock, warehousing, etc.).

## Begin the Mapping Task

1. Access the mapping tool from the Seller Portal:
    1. Go to **Settings > Catalog Mapping** in the Seller Portal.
    2. Click **Use the mapping wizard**.
    3. Follow the wizard instructions (available here).
        - Mandatory fields (attributes) are highlighted as you progress.

## Update Your Mapping

Only update when:

- You add new attributes (fields) to your product data system, or
- We notify you of new required attributes.
    - *Previously mapped fields will be retained.*

# Product Templates

Unlike **mapping**, where you start with your own product file and match your columns to JB's attributes, **templates** start with JB's file.

You'll download a blank template for your chosen categories, then enter your product data into the correct fields. If you don't yet have product information, the template acts as a checklist — showing exactly what details you'll need to collect.

You can select **up to 100 categories per template**. We recommend working from **one master template** that includes all your categories for JB Hi-Fi. This keeps your Marketplace product content in one place, making updates easier and ensuring consistency.

The template highlights: **Required fields (pink)**, **Optional (white)**, and **Not used (grey)**.

## Steps to Download a Template:

### 1. Choose Template Type:

- Offer – For pricing/stock updates only.
- Price – For price updates only.
- Product & Offer – For full product and offer data.
    - When uploaded together, these offers are placed in **"Waiting" (pending)** status until the corresponding product is published by our Product Team. If the product isn't published within 10 days — for example, if product content is **rejected due to missing information** — the offer will **time out and be deleted.**
    - In this case, you'll **re-upload the file as an 'Offer' import** once the product is **published**.

### 2. Download a Template *(example template shown to right)*

- Go to **Catalog > Product Imports > Templates & Documents > Generate Product Template**
- Select your **Template Type** *(see above)*
- Select a **Requirement Level** of 'All'
- Select up to 100 categories *(see above recommendations)*
- Click **Generate template**.


### 3. Complete Your Template:

- Download the most comprehensive extract from your own system and copy across any relevant information.
- Make sure to complete as many fields as possible; each impacts your visibility on JB Hi-Fi.

See the following pages of this guide and our **Content Guide** for more information on completing.

### 4. Import Your Template:

- Go to **Catalog > Product Imports > Import Products** (top right).
- Click **Select the file** and upload.
- Check the **Product Imports** tab for errors.
    - For fixes, see Error help article.

### Optional: Automate Uploads with FTP/HTTP

- Store your file on an FTP/HTTP location to skip manual uploads.
- You'll still log in to check import results and errors.
- Works for Product and Offer imports only. Read more.

# Product Attribute Requirements

In our Marketplace, attribute requirements can exist at different levels. Some are mandatory for all products (e.g., Product Name, Brand, Barcode), while others apply only to specific sub-categories.

Additional attributes may apply at the **sub-category level**, based on the specific product type you select (e.g., ISO Range for Digital Cameras). Completing **as many attributes as possible** ensures your products are placed accurately, appear in relevant filters, and reach more customers.

## Providing complete, accurate data ensures:

- **Accurate placement** – Products are positioned in the right categories, collections, and sub-categories
- **Better discoverability** – Products appear in relevant filters and searches when attributes like Colour or Size are filled in. If you do complete this information, **your range will be filtered out of the results** should a customer engage with these features on the website – **increased** data equals **higher visibility.**

| Attribute | Type | Description | Example |
|---|---|---|---|
| **Category** | LIST | Select the most specific category for your product. Then further specify via attributes. | Electronics/Computers/Desktops |
| **Seller SKU** | Text | Your own stock-keeping unit, unique to each individual product. | |
| **Product Name** | Text | See **Content Guide** | |
| **Product Description** | Text | See **Content Guide** | |
| **Brand** | LIST | Select the brand of your product from the list provided. If the brand isn't available, please submit a request to add. | Samsung |
| **Barcode** | Numeric | Enter a verified, standardised GTIN. **Must not use** a non-verified barcode. | 89787624 |
| **Model Number** | Text | The manufacturer's unique identifier for this product (e.g., part number, model code). | |
| **Images 1-10** | URL | See **Content Guide** | |
| **Button Cell Batteries** | YES/NO | Select 'Yes' or 'No' | |
| **Manufacturer's Warranty** | TEXT | The overall product warranty covered by the manufacturer. Must be in months. For example: 24 months, NOT 2 years. | 24 Months |
| **Colour Group** | LIST | Select the group your product's colour belongs to. This is used for site filters | White |
| **Contains Lithium Batteries** | Yes/No | Does this product contain lithium batteries? | No |
| **Key Feature 1 - 3** | Short Text | One short statement with a key selling feature (e.g., '15.6" Full HD LED'). Limit to 70 characters. | Screen - 15.6" Full HD (1920 x 1080) |
| **Box Contents** | Text | List (using dot points) and describe in free text, the contents of the package. | 1 x Headphones<br>1 x Charge Cord |
| **Pack Quantity** | INTEGER | Number of complete products in one pack (box, carton, blister, etc.), with one barcode. **This is not your stock quantity.** | Bic Pens (Blue) [12 Pack] = value of 12 |
| **Primary Intended Use** | LIST | If the product has a specific purpose (e.g., gaming), select the relevant use. | Gaming |
| **Smart Features** | YES/NO | Does the product contain Smart Features? | |

# Creating Variant Products (a.k.a. "Parent/Child")

A **Variant Group** links 'parent' and 'child' products that share most details but differ in SKU, barcode, and one or more variant attributes (e.g., Colour, Size). This lets products display together on the product page while still **appearing individually in search results.**

Variant attributes are available for all Marketplace products, though some sub-categories have limits on the configuration types we accept. Check your category in the Seller Portal for details. In some high-volume categories, at least one variant attribute may be mandatory — you'll be advised during onboarding if this applies.

## The Variant Group Code

To link child products together, use a **Variant Group Code**.

- This ID can be any format but must be the same for all child SKUs in the group.
    - The group code ID must be entered last. For example, if you add a group code first and then variant attributes like colour, the platform will not group the products on the website.
- Variant attributes (e.g., *Variant Colour + Screen Size (inches)*) create drop-downs for customers on the product page.

## Variant Product Guidelines

- **Variant SKUs** are displayed individually in search and grouped on the product page.
- Product names must match the SKU exactly, including variant details.
- Limit each group to **three variants** maximum.
- All SKUs in a group must use the **same combination** of variant attributes (e.g., Colour + Length (metres))
- **No two SKUs** in the same group can **have identical variant attribute values.**

### Example Variant Attributes:

*These are examples only, refer to your specific sub-category for all available options.*

| Product Groups | Field Name | Description |
|---|---|---|
| **All Products** | Variant Colour | The specific colour of the SKU within a variant or configurable product group. **Example:** Sunset Red |
| **All Products** | Custom Variant Size | Free text for defining a specific size if a standard attribute isn't available in your sub-category. Not available if a matching predefined attribute exists (e.g., GB in Desktops). |
| **Cables and cords** | Length (meters) | Product length in meters, rounded to one decimal place. **Example:** 1.0 |
| **Cameras, Monitors, Mobile Phones, E-Readers, Tablets, Laptops** | Screen Size (inches) | Maximum screen size in inches, rounded to one decimal place. **Example:** 18.5 |
| **Desktops, Laptops, Mobile Phones, E-Readers, Tablets** | Internal Memory | Select the internal memory in MB, GB, or TB from the list of allowed values. **Example:** 10TB |
| **All Small Kitchen Appliances** | Total Capacity (L) | Capacity in litres, as a 1 place decimal. **Example:** 5.5 |
| **Home Security** | Included storage (GB) | Included storage capacity in GB. **Example:** 500 |

### Example Product Data:

| Seller SKU<br>sellersku | Barcode<br>barcode | Model Number<br>modelnumber | Brand<br>brand | Product Name<br>productname | Variant Group Code<br>variantgroupcode | Variant Colour<br>variantcolour |
|---|---|---|---|---|---|---|
| ABC123 | 85263568 | c25365 | SAMSUNG | Test mobile phone product name | ABC123 | Sky Blue |
| ABC124 | 85694567 | c45554 | SAMSUNG | Test mobile phone product name | ABC123 | Midnight |
| ABC125 | 85412364 | c56655 | SAMSUNG | Test mobile phone product name | ABC123 | Sunset Red |

# Product Rejection Reasons

The following are the rejection reasons you may receive when submitting product content to be published in the Seller Portal. Most can be resolved by reviewing our **Content Guide** **(see p.3)**

## TEMPORARY

| Reason | Description |
|---|---|
| **Incorrect Category** | Product is in the wrong category. |
| **Image Standards Not Met** | Images don't meet Marketplace rules (e.g., watermarks, poor quality, incorrect background). See **Content Guide.** |
| **Brand Information Incorrect** | Brand name is incorrect, misspelled, or irrelevant. Update to correct registered brand. |
| **Missing Compliance Information** | Required compliance text or images are missing. |
| **Description Incomplete** | Description is too short or missing key product details. |
| **Description Spelling/Grammar Errors** | Fix spelling or grammar issues. |
| **Description Formatting Issues** | See **Content Guide** |
| **Description Contains External Links** | Remove links or references to other websites. |
| **Product Name Standards Not Met** | See **Content Guide** |
| **Variant Structure Required** | This product type must be set up as a variant group. |
| **Variant Value Missing** | Variant option (e.g., colour or size) missing for some SKUs. |
| **Duplicate Variant Value** | Two SKUs, in same group, have same variant attribute value |
| **Invalid Barcode** | Barcode is invalid or not a recognised GTIN. |
| **Range Approval Required** | Product not yet approved in range submission. Submit before listing. |
| **Unsupported Characters in Description** | Replace unrecognised (unencoded) characters with standard ones. |
| **Multiple Issues – See Comments** | Multiple problems. Check comments for details. |

## TEMPORARY (CONDITIONAL)

| | |
|---|---|
| **Not Submitted for Range Approval** | Product must be submitted for range pre-authorisation, prior to being uploaded to the Seller Portal. |
| **Pending Ethical Sourcing** | Range approved but needs ethical sourcing documents to be completed. |

## DEFINITIVE

| | |
|---|---|
| **Restricted Product** | Exists in JB Hi-Fi's catalog but not authorised for Marketplace sale. |
| **Range Approval Declined** | Product was rejected during range approval process. |
| **Product Type Not Accepted** | This product type is not accepted on Marketplace (e.g., assorted, random packs). |
| **Declined for Compliance or Safety** | Rejected for safety, compliance, or quality concerns. |

# Operating Your Live Store

# Managing Orders

Once your products, offers, store, and shipping settings are in place, it's time to **manage your Orders.**

If you use an integration, this may be automated. If you manage your store via the Seller Portal, you'll need to complete a few key steps manually.

All order processing steps — from checking and exporting to confirming shipment — are explained in our platform's Support Portal, with videos and step-by-step guides.

Please also **review the Seller Agreement** for your JB Hi-Fi obligations when handling Orders.

**Check Your Orders** (Read article)

**Exporting Orders** (Read article)

**Process Orders Manually** (Read article)

**Bulk Processing Orders** (Read article)

## Submitting Product Listings to Seller Portal

Before you create a product listing in the Seller Portal, **you must first submit your range for approval.** Your range includes **all SKUs, brands, and colour or size variants** you intend to sell.

Range approval is managed by our Recruitment Team (usually your initial Marketplace contact).

> Only after range pre-authorisation can you upload full products into the Seller Portal.

### How the Approval Process Works

1. **Submit your range** via the agreed process.
2. Once you've been authorised to range (sell) the product, **create your product listing** in the Seller Portal.
3. Our team will process your listing if it meets **minimum standards:**
    - At least one compliant image
    - Accurate, complete product data
    - All other standards as outlined in the **Product Content Guide** and **Seller Handbooks.**

### Possible Outcomes

- **Approved** – This product has passed our team's validation and checks and is now published. To make it available for sale, you must now attach an Offer make the product listing sellable.
- **Rejected** –
    - **Permanent**: this product cannot be sold on JB Hi-Fi
    - **Temporary**: The product fails minimum standards. The Seller Portal will display a rejection reason so you can fix and resubmit.

We may reject any product or service at our discretion, with or without explanation. Approval for sale on the Marketplace does not validate its legality or compliance and does not override your obligations under the Seller Agreement.

*The following page outlines the rejection reasons you may see and how to resolve them.*

JB Hi-Fi Marketplace Integration Guide

# Direct API Access – Getting Started

# Direct API – Process Overview

## 1 Request API

- Request API integration
- Read documentation
- Book kick-off call

## 2 First Steps

1. Plan your approach
2. Select your APIs
3. Confirm data content

## 3 Build & Test

- Create test products
- Request test orders
- Validate setup
  *(with our support)*

## 4 Production

- Move to Production
- Review Store Setup
  *(Shipping, Store Details)*
- Request go-live
- Review live listings
- Place live test order

# Core Available APIs

*Whilst there are more available, these are the most frequently used.*

| API Name | Purpose |
|---|---|
| Offers (Stock & Pricing) | Update pricing & inventory. **Testing example (OF24)**: https://jbhifiau-preprod.mirakl.net/api/offers |
| Orders | Retrieve & manage orders (including refunds). |
| Products | Create & update product listings. Must refer to **Content Guide** for requirements. |
| Messaging Customers | Communicate directly with customers. See **Seller Handbook** for guidelines. |
| Invoicing & Accounting | Retrieve invoices & payment info. See **Seller Handbook** for reconciliation and payment info. |

# Links and Support

**All technical documentation and links** are available in your Seller Account under the **Help** tab, or by clicking this link

- **API Key**
  - **Where to find:** Log in to the Seller Portal → click your username (top right).
    - Separate keys for **testing** and **production**. (read more here).
      - Authorization: YOUR_API_KEY
- **JB Hi-Fi URLs:**
  - **Production**: https://marketplace-jbgroup.mirakl.net
  - **UAT (Testing)**: https://jbhifiau-preprod.mirakl.net/
    - *Switch base URL from UAT to Production when going live.*
- **Integration Strategy**
  - Choose **Pure API** set or **SDK (Software Development Kit)** (read more here)
- **Developer Portal**
  - Dive into our detailed API guides and find everything you need to integrate seamlessly with the Mirakl marketplace platform
- **Postman Collection**
  - How to import Mirakl API library
  - Download Postman collection (under **Downloads** section)

## General API Information

| Topic | Details |
|---|---|
| Backward Compatibility | New versions don't break existing integrations. |
| Authentication | Required for all requests. Authorization: YOUR_API_KEY |
| Request & Response Content-Type | Must be specified. |
| HTTPS Only | All requests must use the HTTPS protocol. |
| UTF-8 Encoding | Text data is encoded in UTF-8. |
| Date Formats | Standardised date format required. |
| Locale | Define language/region preferences. |
| Pagination & Sort | Offset pagination supported. |
| URL Parameters | Lists of values accepted. |
| Rate Limits | Mirakl APIs are protected by rate limits. Each API has a dedicated section displaying its rate limit. |
| API Return Codes (see below) | Full list available in docs. |

## Taxonomy Overview (Advanced)

If you're using internal mapping and structured product data via API (not templates or mapping tool):

| Component | Code | Notes |
|---|---|---|
| Categories | H11 | Category hierarchy reference. |
| Attributes | PM11 | Many codes use parentheses ('). |
| Values Lists | VL11 | Reference for attribute values. |

## API Return Codes – Quick Reference

| Code | Type | Meaning |
|---|---|---|
| **200** | Success | Request succeeded. |
| **201** | Success | Resource created. |
| **202** | Success | Request accepted for processing. |
| **204** | Success | Success, no content returned. |
| **400** | Client Error | Missing/invalid parameter or bad usage of resource. |
| **401** | Client Error | Missing or invalid authentication. |
| **403** | Client Error | Access to the resource is denied. |
| **404** | Client Error | Resource or URI not found for current user. |
| **405** | Client Error | HTTP method not allowed for this resource. |
| **406** | Client Error | Invalid Accept header value. |
| **410** | Client Error | Resource permanently removed. |
| **415** | Client Error | Unsupported Content-Type header value. |
| **429** | Client Error | Rate limit exceeded (see limits against each call in Developer Portal) |
| **500** | Server Error | Unexpected server error. |

JB HI-FI Marketplace

# SELECT YOUR METHOD

### Use Mapping Wizard (via Seller Portal)

1. Upload your product CSV/XLSX (UTF-8) to Mirakl's catalog-mapping interface
2. Map your product fields—categories, attributes, values—against Mirakl's taxonomy
3. Supports auto-mapping for matching names; manual drag-and-drop for unmatched ones
4. Once mapping is stored, future uploads auto-apply it (you only need to update when fields change)

See p. 17 'Product Mapping'

Upload file → map categories/attributes/values manually → stored mapping re-applied to future uploads.

**OR**

### Build Files Matching API Schema (Internal Mapping)

1. Query Mirakl via API (e.g., H11 for category tree, PM11 for attributes, VL11 for allowed values)
2. Use that schema to construct your product import file so it aligns exactly with expected fields
3. Recommended for advanced integrations with tight control and repeatability via API

See p.18 'Product Templates'

Fetch schema from API → build compliant CSV/JSON → upload via product import APIs for reliable, precise automation.

# SEND YOUR PRODUCTS

### What's a Product?

A Product is something a Customer can buy. Its details do not change from Seller to Seller. Product details include Name, Description, Category, Brand, and Image. The product must have an associated offer to be sold.

**Note:** Many of our attributes utilize parentheses ('). Ensure your code can handle these.

### Import the products

**P41 – (POST)**

Consumes multipart/form-data (CSV, XML, or XLSX)

**Recommended:** Send all products in one batch each hour (as product data changes infrequently)

**Our platform limits the number of product files processed per seller each hour. Consolidate updates into batches to avoid slowing down import processing.**

LEARN MORE

### Check Import Status

**P42 - (GET)**

LEARN MORE

1) Sent – Processing timeframes can be up to 2hrs

2) Complete = file integration successful

### Download Error Report for Failed Imports

**P47 - (GET)**

LEARN MORE

During stage one, your product file is integrated into the Mirakl Catalog Manager. If the integration is successful, there will be no response. The data will then be sent to internal systems for further integration and enrichment.

### Check product statuses

**CM11- (GET)**

LEARN MORE

CM11 retrieves the ongoing status, errors, and warnings for product data after import, helping monitor & confirm which products are LIVE/NOT LIVE *(if product is 'published')*. Use after P41, P42, and P47, and run regularly for ongoing monitoring.

☑ Your products are now created, please let us know!

# SEND YOUR OFFERS

### What's an Offer?

An offer is a Seller's listing with dynamic details like price and stock levels. These details can change frequently and vary between Sellers. An offer is always linked to a Product.

### OF24 – (POST)

**Create, update or delete offers**

Create/update offers via JSON/XML.

**Products:** Offers only.

**Consumes:** `application/json` or `application/xml`.

**Recommended:** Every 5 mins.

**Max:** Once per minute.

**Returns:** Import ID to track status.

**Note:** Must send all fields – missing fields will be blank when converted to CSV (`api_content.csv`).

LEARN MORE

### OF01- (POST)

**Import a file to add offers**

Add or update offers via CSV. Supports partial updates.

**Products:** Can also create products using with_product.

**Consumes:** multipart/form-data.

**Recommended:** Every 5 mins.

**Max:** Once per minute.

**Returns:** Import ID to track status.

**Best for:** Full imports, partial updates, or offers + products.

LEARN MORE

### OF02 – (GET)

**Get details about an import**

This call is used to track the status of an offer import made with OF01.

**Recommended:** After each OF01 call, every 5 mins

**Maximum:** Once per minute

LEARN MORE

### OF03 – (GET)

**Get the error report file**

Get the error report file for each offer import

**Recommended:** After each OF02 call, every 5 mins

**Maximum:** Once per minute

LEARN MORE

= Minimum Recommended APIs

# PROCESS YOUR ORDERS

Use the below APIs to list the available shipping zones and carriers

- SH11 – List all active shipping zones
- SH21 – List all carriers
- SH31 – List logistic classes

## You have a new order!

### OR11 – (POLL)

LEARN MORE

**Asynchronous**: Every 5 minutes

**Synchronous:** At each order page display

## Reject lines of an order

### OR21 – (POST)

LEARN MORE

Order acceptance is automated by our platform. You will then see the following order states in the order as they are mentioned:

- **Waiting Debit:** is preparing to process payment
- **Waiting Debit Payment:** Payment is being processed
- **Payment Collected:** has successfully collected payment

# CHOOSE THE NUMBER OF SHIPMENTS

## SINGLE SHIPMENT

### OR23 (POST)

**Send a tracking number**

This must be sent before OR24, otherwise, the tracking number will not be shared with the customers.

LEARN MORE

### OR24 (POST)

**Confirm you've shipped the order**

LEARN MORE

### OR28 (POST)

**Process a refund**

As a seller, I need to process a refund to customer.

Request a refund on order lines, either:

- Full refund
- Partial line-item refund

LEARN MORE

## MULTIPLE SHIPMENTS

### ST01 (POST)

You want to create shipments with corresponding tracking details and directly ship them or not.

LEARN MORE

### ST11 (GET)

For each shipment, you want to retrieve the tracking details and the associated quantity per shipment.

LEARN MORE

### ST23 (POST)

Update carrier tracking information for shipments. You want to update information about the carrier, for one or multiple shipments.

LEARN MORE

### ST24 (PUT)

**Confirm the shipments as shipped.**

You want to confirm the shipment of one or several orders.

LEARN MORE

# MANAGING CUSTOMERS

### OR43 (POST)

**Create a new message thread on an order.**

LEARN MORE

### OR74 (POST)

**Send a document**

*Document filenames must be distinct.*

Only the following types of documents are supported: csv, doc, xls, xlsx, pdt, odt, ods, odp, txt, rtf, png, jpg, gif, zip, mov, mp4.

An order can have a maximum of 50 documents. In the API output, we only include documents with errors. All other documents are successfully uploaded.

**Recommended**: At each document upload on an order.

**Maximum:** At each document upload on an order.

LEARN MORE

### M10 (GET)

**Retrieve a message thread from an order.**

LEARN MORE

### M11 (GET)

**List all the message threads with messages sent to a seller about an order.**

LEARN MORE

### M12 (POST)

**Reply to a message thread.**

LEARN MORE

### M13 (GET)

**To download message attachments.**

LEARN MORE