



A+ Content Services User Guide

Version 2.0
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A+ Content Services Overview

Enhance Your Pitch

Newegg Marketplace offers customized A+ Content Services to guide customers to make the right buying choice by improving their shopping experience with more informative descriptions, easier to read formatting, and illustrative images. Combined with an array of other powerful marketing services (ie. banners, promotional vehicles, and campaigns) Newegg Marketplace offers, A+ Content Services will ensure your listing shines.

Customer Benefits

- Enhanced images and aesthetically pleasing layouts.
- Thorough product features and specifications.
- Comparison tables for quick shopping decisions.
- Demonstrative videos to explore all product functions.

Seller Benefits

- Build web presence to maximize exposure.
- Increase customer confidence in purchasing.
- Secure sales with authoritative and error-free descriptions.

Start Publishing

Review our comprehensive A+ Content Services guides to get started:

- A+ Content Services User Guide
- [A+ Content Assets Guidelines](#)
- Marketing Development Fund Agreement
- Terms and Conditions

We are here to assist you in exploring solutions to build your brand, highlight your product, and increase your revenue. For general inquiries and guidance, please reach out to your Account Manager. For technical support, please email mktg.content@newegg.com.

A+ Content Services Portal Introduction

Welcome to the A+ Content Portal

You may access the A+ Content Portal in one of two ways:

1. Enter the URL address: <https://crowds.newegg.com/sellerlogin>, or
2. From Seller Portal > Add-on Services > A+ Content > Click on “Get Started with A+ Content”

newegg marketplace™

Navigation << A+ Content

- Manage Account >
- Manage Items >
- Manage Order >**
- Manage Promotion >
- Manage Store >
- Business Report >
- Other Reports >
- System Health >
- Manage Message >
- User Manage >
- Seller Manage >
- Content Manage >
- Demo Manage >
- WebStore Management >
- Add-on Services ▾**
- A+ Content**

A+ Content services offer customized product Overviews that are visually pleasing to customers to understand. With more information than a typical listing, A+ Content helps you make informed purchase decisions and helps you grow sales.

Benefits of A+ Content:

- Extended and more detailed product descriptions
- Multiple images, comparison charts, and tables all within product detail
- Clean layout for quick content review
- Highlights product use and benefits
- Supports increased product page conversion
- Promotes brand awareness and customer interest retention

Let our in-house team of qualified designers create your enhanced content that you want it - starting at \$60* per product SKU.

*Volume discounts may apply. Please contact your Newegg Marketplace Account Representative for more information.

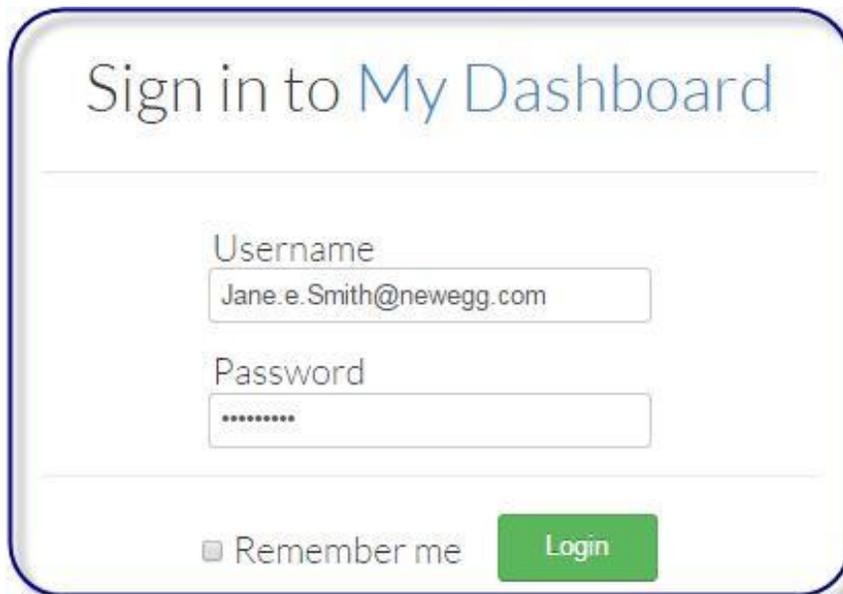
Let's Get Started:

Step 1 – Please review the User Guide to learn about our process: [USER GUIDE](#)

Step 2 – When you are ready, [click here to start your A+ Content request!](#)

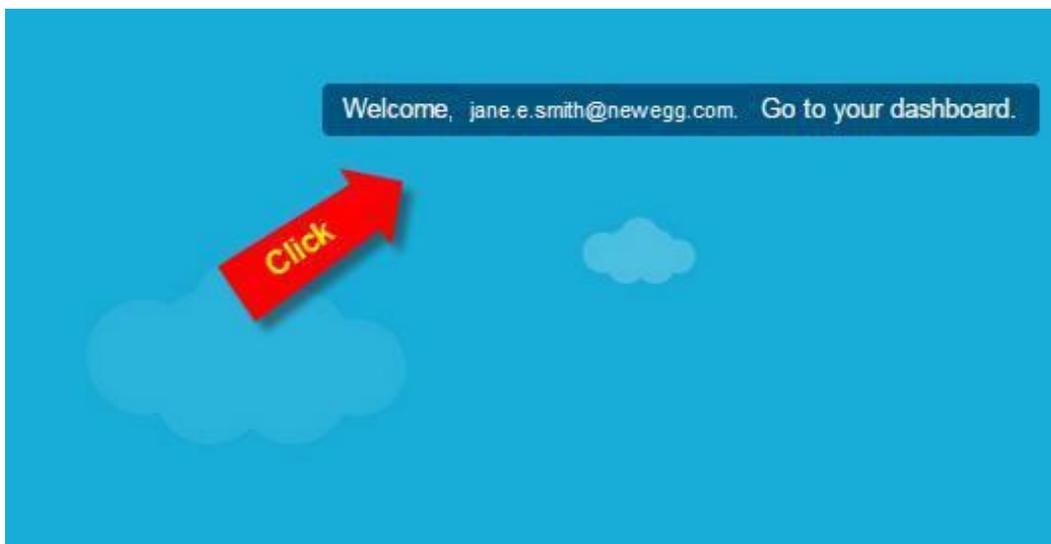
Logging In

- Use your associated Newegg Marketplace Seller Portal Account Username and Password to log in (payment settlement will be tied to the seller account associated with your login). A registered Seller Account is required.
- Ex.
Username: Jane.e.Smith@newegg.com
Password: selleraccountpassword



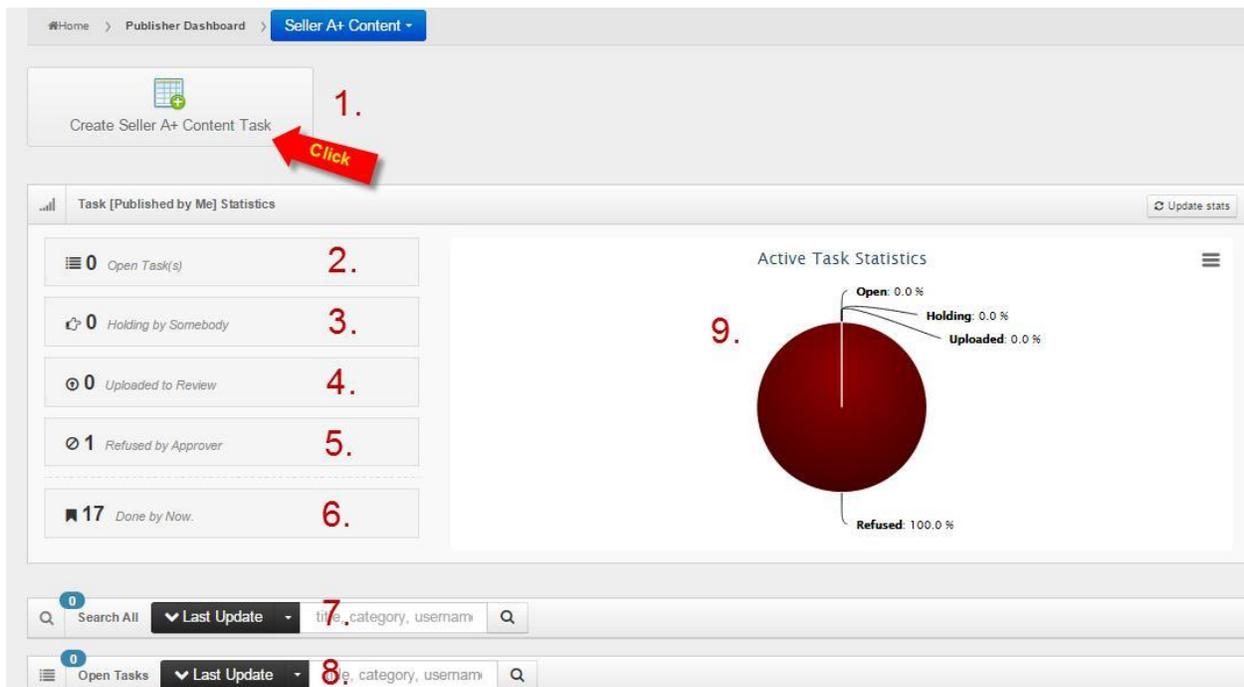
The image shows a login form titled "Sign in to My Dashboard". It features two input fields: "Username" with the text "Jane.e.Smith@newegg.com" and "Password" with masked characters "*****". Below the fields is a checkbox labeled "Remember me" and a green "Login" button.

- Once logged in, click on the top right corner to enter your Publisher Dashboard.



Publisher Dashboard Overview

Via your Publisher Dashboard controls, you can access your new, pending, and completed requests - all in one place.



1. **Create Seller A+ Content Task** – click here to submit a new request.
2. **Open Task(s)** – number of new tasks, not yet accepted by any designer.
3. **Holding by Somebody** – number of tasks accepted by designers, but not yet started.
4. **Uploaded to Review** – number of tasks ready for your review.
5. **Refused by Approver** – number of tasks rejected due to quality assurance issues.
6. **Done by Now** – number of completed tasks.
7. **Search All** – search your entire task history by Newegg Item Number (ie. 9SIAXXXXXXXXXXX).
8. **Search Open Tasks** – search only your Open Tasks by Newegg Item Number.
9. **Active Task Statistics** - graphical representation of all your Active Tasks.

Create a Task Request

Click  to start your request.

#Home > Publisher Dashboard > Seller A+ Content

Close

Seller A+ Content Editor

- Newegg Item Number
Please enter either one of [Newegg Item Number] or [Seller Part Number], the rest field will be auto-populated
- Seller Part Number
- Parent Item Number
- Request Details
- Category
- Brand
- Login UserID
- Estimate Delivery Date
Current minimum lead time to complete an A+ Content request is 2 weeks. Please select a delivery deadline of at least 2 weeks later.
- Attachment

Before you may participate in, and submit content assets to the Newegg Marketplace A+ Content Marketing Development Program, you must review and agree to the terms of our [Marketing Development Funds Agreement](#), including that you agree to payment of Marketing Development Funds of \$60 per product SKU for the A+ Content enhancement services you request. You must indicate your acceptance of the terms of this agreement by clicking here: I agree

- Newegg Item Number** – enter Newegg Item Number (9SIAXXXXXXXXXXX) for the item you would like to enhance with A+ Content.
- Seller Part Number** – your Seller Part Number will auto-populate.
- Parent Item Number** – the Parent Item Number will auto-populate. This number is for internal reference only.
- Request Details** – enter any special notes or directions for the designer completing your request.

Examples:

Please create A+ Content using the attached file for reference.

Please create A+ Content using this website as reference:

<http://www.citizenwatch.com/en-us/watches/watch-detail/?model=EM0320-59D>.

Please include this video after the first paragraph: <https://www.youtube.com/watch?v=afSzf23HuQY>
Please include images of all color variations of this product.

5. **Category** – the category will auto-populate. As a Newegg Marketplace item, the Category will show “MKPLS.”
6. **Brand** – this field will auto-populate the brand of your item.
7. **Login UserID** – this is your Seller Account ID. Please ensure this is the correct account for payment settlement.
8. **Estimate Delivery Date** – production process requires 2 weeks minimum, so please choose a delivery date of 2 weeks or later. This is only an estimate delivery date, with possible delays depending on the quality of the assets submitted.
9. **Attachment** – the asset attachment function only accepts one file, so if you have multiple files, please submit in .zip format

*Before proceeding, please review our [A+ Content Asset Guidelines](#) to ensure your asset is not rejected and the request is completed in a timely manner. Final content quality will always be dependent on the quality of your submitted assets.
10. **Agreement** – please carefully review our Marketing Development Funds Agreement before clicking “I agree.” Seller must agree to proceed with task request.
11. **Reset** – clears all fields.
12. **Publish Task** - please carefully review all fields before you click . Once a task is published, you will not be able to edit it. If you have made an error, you must contact Newegg Marketplace Content Team at mktp.content@newegg.com.

Production Process

The A+ Content production process will require approximately two weeks to complete. Below is an overview of all the steps we take to ensure your content quality is top notch. You may track this progress in the A+ Content Services Portal.

Open



When you publish your new task, it will be open for designers to review your request and accept the task. At this initial step in the process, you are still able to “Delete” your task if you choose to cancel the A+ Content request.

Designer Designation



Progress bar will move to “Accepted” when a designer accepts your request, or if you had initially assigned a task to a specific designer.

To change designers, you may choose “Abandon” to retrieve the task from the accepting designer and wait for a different designer to accept your task.

To cancel your A+ Content request, you may choose to “Delete” the task.

Product Upload



Once the designer completes and uploads the A+ Content, the task will be pending your preview and approval. Click  to preview.

Once a preview has been uploaded, you will no longer be able to “Abandon” or “Delete” your request.

Seller Preview



If everything is to your satisfaction, please approve by clicking “Accept” .



If there is anything you are dissatisfied with, you may “Reject”  the initial draft. In this scenario, the designer will be notified and (s)he will work on a new draft for you to review. You may also contact the designer directly with further instructions or questions by clicking .

Quality Assurance



There are two parts to our quality assurance (QA) procedure: 1) code review and 2) content quality review. An A+ Content task needs to pass both criteria to be acceptable for publishing.



Otherwise, the task will be rejected and revert to Step 1 for the designer to improve upon. You may review all activity history in the “Task History” .

This strict quality assurance procedure ensures your listing is free of errors, accurately reflects your submitted reference assets, and embodies your brand and product in its best light.

Publishing



When your task has passed the rigorous QA process, it will be ready to publish! Please allow 2-3 days for your completed A+ Content to be live on Newegg.com.

Payment Settlement

Once your task has reached the last step of the Production Process and is ready to publish, billing information will be posted to your seller account associated with your seller ID login. Within 24 hours, a payment settlement report will be accessible through:

Seller Portal > Business Report > Payment Reports > “Enter Your Seller ID” > Transaction Detail Tab > Transaction Type = “Merchandising Fee”

Payment Reports Home > Business Report > Payment Report

Seller Store Name: [Clear Selection](#) [Find Seller](#) Focus on current seller

Summary **Transaction Detail** Storage Detail Settlements Credit Card Commission Reference

Order Numbe Transaction Type:

Data Range:

Date	Transaction Type	Order ID	Invoice ID	Seller Part#	Newegg Item #	Item Description	Condition	Amount(\$)
08/05/2014	Merchandising Fee		V001A19Z0814001			POR#:3111937		(3,000.00)
10/29/2014	A+ Content	taskID1234		Test1234	9SIA19Z123456	Test product		(60.00)

Total Count: 1 Per Page: 25