

Running Pre-order Campaign with Newegg Marketplace

You can now release your brand new products with pre-order campaigns on Newegg Marketplace. Pre-order campaigns are designed for customers who are interested and making purchases before release to the general public. You can run pre-order campaigns in all Newegg Marketplace platforms except different regions other than U.S.

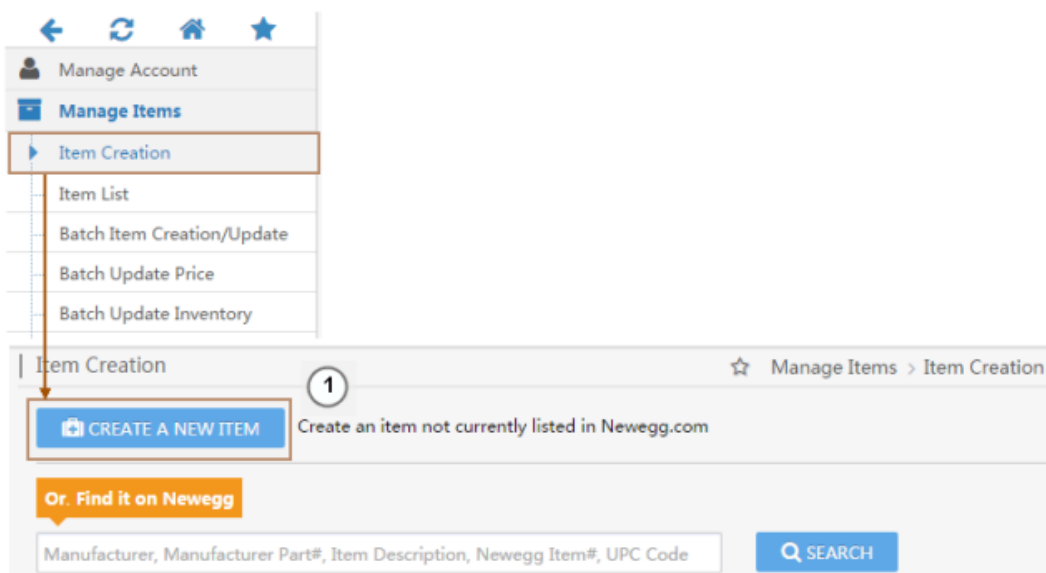
How to Start

Follow the steps below to run pre-order campaigns:

- [Adding pre-order items to your item listings](#)
- [Working with your Newegg marketplace category manager to setup pre-order campaigns](#)
- [Manage existing pre-order campaigns](#)

Adding Pre-order Items to Your item Listing

1. Go to [Newegg Seller Portal](#) > **Navigation** > **Manage Items** > **Item Creation**. Click "Create a New Item" to create a brand new listing. You will need to provide the following information:
 - Industry
 - Sub-category
 - Basic Information
 - Specific Information
 - Detail Information – sub-category related properties
 - Price, Shipping, and Images. Please note: inventory has to be 0 for pre-order items.
 - **Please note: Items created in Used or Refurbished condition will not be accept for pre-order campaigns.**



- Using Item Creation in Seller Portal is a 1 by 1 process. If you are ready to create items in bulk, please review the Seller Portal Help section of Creating New Items by Batch at https://mkpl.newegg.com/wiki/doku.php/manage_items#create_new_items_by_batch for more details.

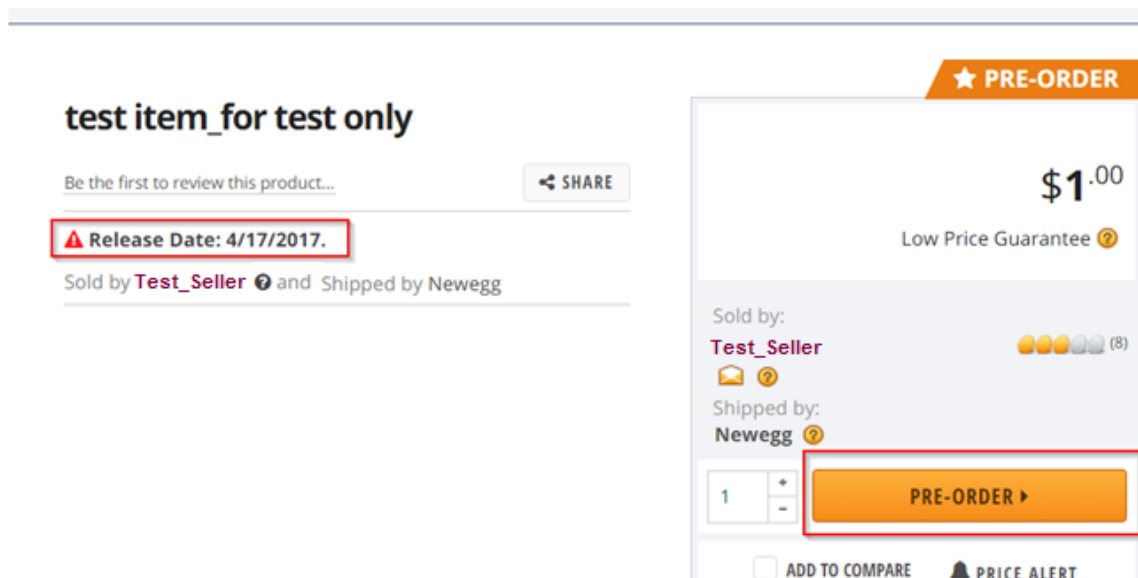
Working with Your Newegg Marketplace Category Manager to Setup Pre-order Campaigns

After adding items for pre-order, you are ready to notify your Newegg Marketplace category manager for setting up pre-order campaigns. Please provide the following information for Newegg Marketplace category manager:

- **Start Time:** The schedule when a pre-order campaign starts.
- **Release Time:** The schedule when your new product is ready to be released for the general public.
- **Order Converting Time:** Newegg system will start to convert pre-order to the regular orders that you can process. The default order converting time is 24 hours BEFORE the Release Time. If you have different schedule, please specify.
- **The Total Available Inventory for Pre-order (Max. Quantity):** The total inventory quantity available for customers to purchase during the pre-order campaign period.
- **The Total Order Quantity for Each Customer (Limit Quantity):** The maximum purchase allowance for each customer in 48 hours.

Manage Existing Pre-order Campaigns

Once the pre-order campaign has started, Newegg will display a special product detail page as following for customers to place pre-orders.



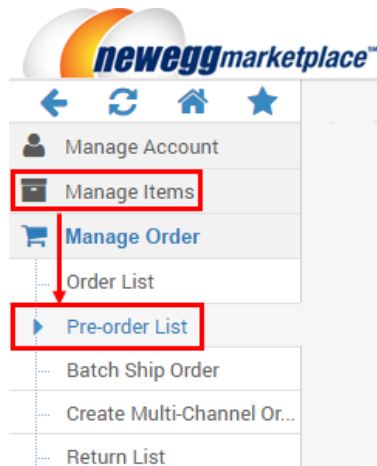
Pre-Order Process Overview

When customers purchased your pre-order items, Newegg process these orders with following steps:

- [Accept pre-orders from customers](#)
- [Converting pre-orders to regular sales orders for sellers to process](#)
- [Complete pre-order campaign](#)

Accept Pre-orders from Customers

1. When customers purchased your pre-order items, a pending pre-order will be created with a unique number, similar to regular order number.
2. You can monitor available pending pre-orders in the Seller Portal at **Manage Order > Pre-order List**.
3. There are three different types of the status for pre-orders:
 - **Pending:** The default status when a pre-order is placed.
 - **Void:** a pre-order was cancelled by either customer or seller.
 - **Converted:** When a pre-order has been converted to a regular sales order.



Pre-order List Home > Manage Order > Pre-order List

Pre-order Number SEARCH ADVANCED SEARCH Batch Void Pre-orders GO

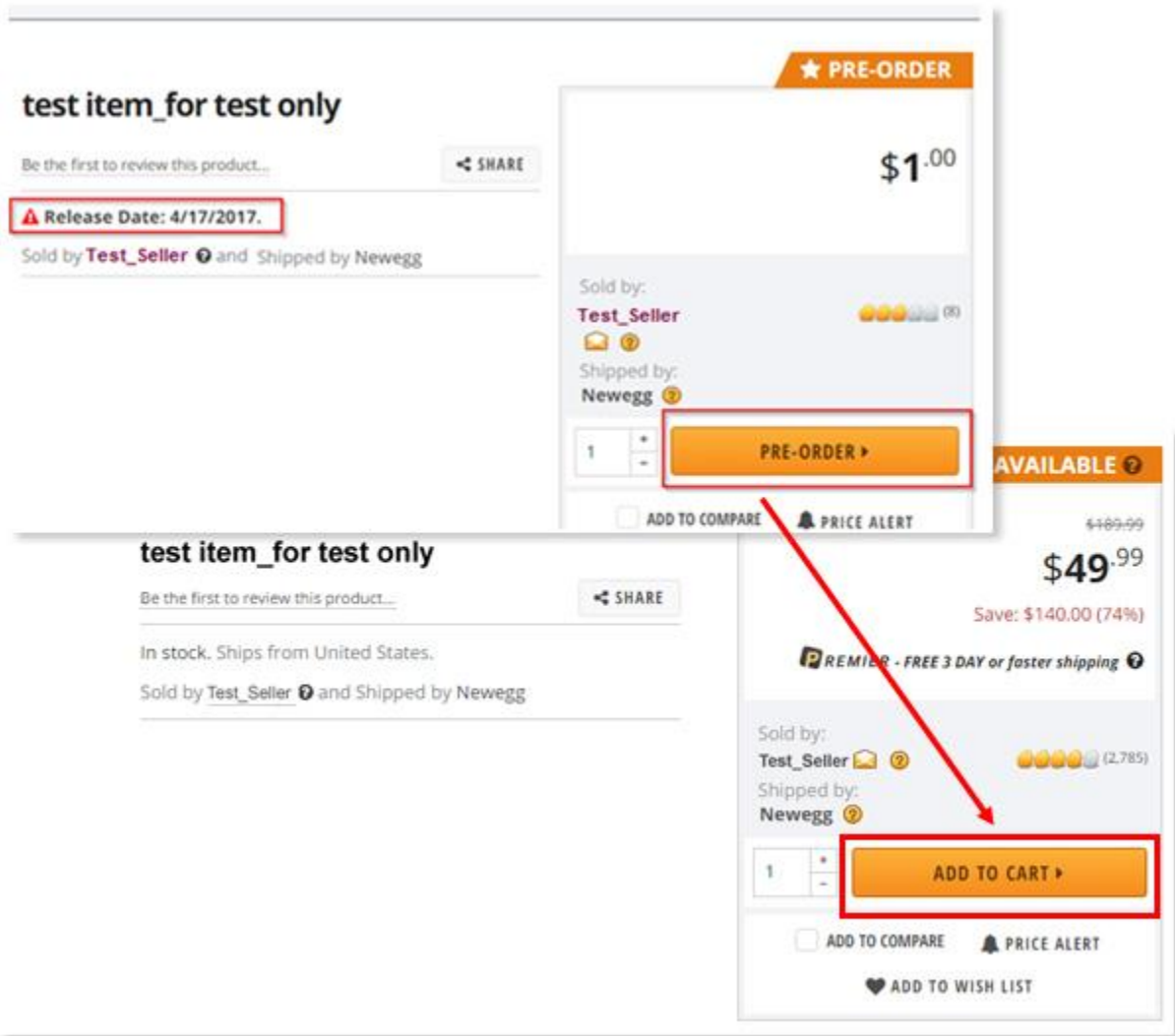
Status	Action	Pre-order Number	Original Pre-order Number	Pre-order Time	Convert Time	Order Number	Ship to Country	Ship Service	Customer
Converted		384400	2025205	04/05/2017 14:59:01	04/06/2017 14:06:05	107767800 (Unshipped)	United States	Standard Shipping (5-7 business da..	Test Customer
Converted		2025205		04/05/2017 14:59:01	04/06/2017 15:06:03	107770400 (Unshipped)	United States	Standard Shipping (5-7 business da..	Test Customer
Void		2025185		04/05/2017 14:57:11			United States	Standard Shipping (5-7 business da..	Test Customer
Converted		2025165		04/05/2017 14:55:42	04/06/2017 15:06:03	107770380 (Unshipped)	United States	Standard Shipping (5-7 business da..	Test Customer

Converting Pre-orders to Regular Sales Orders for Sellers to Process

1. Newegg system will start converting pending pre-orders to regular sales orders at **the Order Converting Time** as scheduled. Please note: all pre-orders will be carefully verified by Newegg during the converting process. Newegg will void a pre-order if verification was failed. Newegg will not notify seller when a pre-order is void, other than recording the order as Void in Pre-order List. No further action is necessary.
2. Regular sales order can be processed at **Manage Order > Order List**. Once a regular sales order is available, you can either fulfill or void the order. **Please note: void orders will result receiving negative feedback from customers and affect your Seller Performance.**

Complete Pre-order Campaign

1. Newegg system will complete a pre-order campaign at the **Release Time** as scheduled.
2. All pre-order items will be available for customers to make regular purchases.
3. The "PRE-ORDER" button will transition to one of the following on the product detail page:
 - **Add to Cart:** When all available pre-orders are converted to regular orders. Or
 - **Out of Stock:** This will be displayed when there are pre-orders in pending status.



Contact Us

For technical questions, please email us at datafeeds@newegg.com

For general questions, please reach out to your Category Manager or email us at marketplacesupport@newegg.com