Getting Started

with SellerActive
And Deliverr

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Welcome to SellerActive

We are excited that you chose to work with us and we hope that you will love your experience with SellerActive.

This guide will provide step-by-step assistance to get you started with SellerActive and Deliverr. By the end, you will know how to set up your Deliverr account and list your Amazon products Walmart. This guide is geared towards current Amazon sellers, who want to list to Walmart and use Deliverr. If this does not fit what you are looking to accomplish, it might be a good idea to attend our webinars to learn how to add products into SA. Once your products are added to SellerActive you can follow this guide step by step.

You may use the Table of Content to jump ahead to specific sections, but since this is a step-by-step guide, skipping steps may create confusion. Use the following steps to complete your set up.

1. Set up your Deliverr account
2. Integrate Walmart and other Selling Channels
3. Set up your shipping integration
4. Read through "How SellerActive and Deliverr work together
5. (Optional) Set up repricing
6. Prepare Amazon listings for listing to Walmart
7. Categorize your listings
8. Fix Incomplete listings
9. Turn on "Update Price & Quantity" in integrations
10. Publish listings to Walmart
11. Build and ship first Deliverr shipment

Let's get started and begin your SellerActive journey!

**Please note: If any of the following apply to you, please contact
support@selleractive.com prior to getting started:**

- **If you're coming from another inventory management solution and use ghost SKUs /alternateSKU**
- **You have FBA inventory**
- **You use SkuVault**
- **You have multiple instances of a single sales channel (i.e. three Shopify stores)**
- **You have split shipments**

Logging In to SellerActive

Log in to SellerActive [HERE](). For your reference, the URL is [https://app.selleractive.com/](). We suggest bookmarking this login page, so you don't need to refer back to this document every time you want to use SellerActive. It is also a good idea to check the Remember Me checkbox so you won't have to kep trying to remember your password.

Enter the username and password that was provided to you by your Salesperson. If you can't find it, your username will generally be the email account you signed up with. The **default password** is Password1!

To create a secure password, you will want to change it once you have logged in for the first time.

1) Select the email address in the left-hand navigation pane
2) Select **Change Password** from the drop-down menu
3) Enter your current password
4) Enter your new password twice

Password Requirements

Your password is required to use certain characters. You will need a lowercase letter, an uppercase letter, a number, and a special character. Each password must be at least 8 characters long. Since you now know where the account information is you may also update your time zone and store information. Select the **Store Profile** and add the correct information.

API Credentials

If you need your API credentials, they live in your Store Profile. You will need these if you are working with a SellerActive Partner or building your own API connection.

Go Live Checklist

Integrations

- [ ] All Sales channels have been integrated. Default settings are checked.

    - [ ] Gather Orders

    - [ ] Gather Inventory and competitive data

    - [ ] Update Shipping

    - [ ] Price & Quantity sync (should be unchecked as of right now)

- [ ] Shopping Carts have been integrated

- [ ] Shipping Providers have been integrated, if applicable

- [ ] Deliverr is set up to communicate with SellerActive.

- [ ] Build and ship first Deliverr Shipment

Pricing

- [ ] Pricing strategies have been set up for each sales channel (You will need to determine how you will be using the minimum and maximum Price fields, using either Dynamic or Manual)

- [ ] Min and Max Prices have been added if not using Dynamic min and max

- [ ] A Preferred Price has been added

- [ ] Cost has been added

- [ ] Min, Max, Preferred Price and Pricing Strategies have been applied to your Inventory via bulk upload

- [ ] NOTE: You may go live once all your items are in SellerActive with the correct quantity and you've set up any bundles and/or variations and added pricing (with min/max, and preferred).

Products Workspace

- [ ] Amazon items are staged to Walmart (or selected items you are listing to Walmart)

Listing Workspace

- ☐ Items are categorized.
- ☐ Incomplete items are identified and resolved.
- ☐ Items are in Ready to List status.
- ☐ Selected items are Published.
- ☐ Errors are addressed and resolved

Going Live

Price & Quantity sync is the difference between Sandbox mode and Live mode. **Once this is turned on you will need to change all prices and quantity from within SellerActive.**

- ☐ The support team has been contacted (via email or chat) with your request for the Price & Quantity sync be enabled on the backend

- ☐ Update Prices & Quantities has been checked for each sales channel in the top section SellerActive Specific Settings

- ☐ You have clicked to save

- ☐ Update Quantities and Update Prices have been checked in the bottom sales channel Integration Settings

- ☐ You have clicked to save

- ☐ You are now Live!

Integrating Your Sales Channels

Navigate to manage your integrations by selecting **Settings > Integrations** from the left-hand navigation pane. Click the tiles of each sales channel you wish to integrate. Once completed, your inventory will automatically pull in from the sales channel.

Amazon

1. Click the Amazon tile
2. Click **Add Account** (You will be redirected to the Amazon MWS page to log in to their system)
3. Click the checkbox and then **Okay**
4. Click **Okay** again to be returned to SellerActive

ebay

1. Click the ebay tile
2. Click **Add Account** (You will be redirected to ebay to log in to their system)
3. Click the checkbox and then **Okay**
4. Click **Okay** again to be returned to SellerActive

Walmart

1. Sign in to your [Developer Center](#) account
2. After signing in, navigate to the [API Keys](#) page
3. Select SellerActive in the Solution Providers list and click **Add Provider**
4. Change the access options for each permission set to Full Access where available or View Only if Full Access is not available
5. Refresh the Delegate Access page to confirm that all permission changes were saved successfully
6. Click the API Key link and copy the Client ID and Client Secret into appropriate fields

Jet.com

1. After creating a Jet.com account and filling in your partner details, navigate to the [integration setup](#)
2. Select Third-party Integrator from the list and choose SellerActive as your integrator
3. Click **Continue**
4. Copy the fulfillment node and return node from your Jet partner portal into the corresponding fields below. SellerActive is currently only able to work on a single fulfillment node, more than one fulfillment node will be ignored.

5. Click **Continue** in the Jet partner portal and copy your API User, Secret and MerchantID keys below and click **Save**.

Shopify

1. Enter your Shop Name
2. Click **Add Account**
3. Confirm the link to Shopify in the new window
4. Grant access to SellerActive by clicking **Allow Access** on Shopify. You will then be redirected back to SellerActive to continue your setup.

Integrating Your Shipping Solutions

ShipStation

1. Select your SellerActive preferences fields provided then click **Save**
2. Log in to your ShipStation account
3. From the top navigation bar, click the gear icon on the far right
4. Under Import Orders, click **Selling Channels**
5. Click **Connect a Store or Sales Channel** then select the SellerActive channel from the list
6. For username, enter (You will get this number once you select **Add Account**. This will be in the instructions on the Integrations page)
7. For password, enter (You will get this number once you select **Add Account**. This will be in the instructions on the Integrations page)
8. Click **Finish**

Desktop Shipper

You will need to reach out to Desktop Shipper. They will build the integration from their end. Do you remember where your API Credentials are? HINT: [Where can I find my API Credentials](#)

Integrating Your Partner Integrations

SkuVault

1. Enter your SkuVault email and password in the fields provided.
2. Click **Save**
3. After successfully completing these steps, click **Activate** in the upper right-hand corner to enable the SkuVault integration

Setting Up Deliverr

1. Open your Deliverr account (sellerportal.deliverr.com)
2. Set up your Deliverr account – (email, Password, business phone)
3. In the Listing Tool or Shopping Cart, select SellerActive.
4. In another tab, open SellerActive.
5. Grab your API and Account Number. You can find instructions here for finding your API and Account credentials.

Setting Up Sales Channel Integrations

When you first integrate a sales channel with SellerActive there will be some very important settings for you to know. You can leave these settings alone at the very beginning. However, having a thorough understanding of them and what they do will go a long way in helping you keep your inventory and pricing safe.

By default, there are three settings applied automatically under the SellerActive Specific Settings:

1. **Gather Orders**
   This will enable SellerActive to pull in the last 30 days of orders from integrated sales channel.

2. **Gather Inventory & Competitive Data**
   This allows SellerActive to pull in your inventory and the data we use for repricing.

3. **Update Shipping**
   This allows SellerActive to push tracking information to the integrated sales channel.

Update Prices & Quantities will not be turned on. Before turning this on, finish working through this Getting Started guide to better understand whether you will want this setting turned on. By default, Update Prices & Quantities is left unchecked to protect you and your business. There is a lot of power in this setting that could potentially harm your listings. Basically, this setting is the difference between a Sandbox mode and a Live mode. **When this is unchecked, we only pull in data from the integrated sales channels. We do not push any data to the sales channels.**

When Update Price & Quantities is checked, only then, will we push data to the integrated sales channels. This means if you are attempting to list, change quantity or reprice to a given sales channels we will not update price, quantity or add listings to a sales channel and you will not be able to go live until this is checked.

I see Update Quantities and Update Prices checked in the Sales channel Integration Settings. Why is this checked?

The SellerActive Specific Settings are the master controller for all settings. This means that if the Update Prices & Quantities is unchecked any other setting below is not currently active.

The Amazon specific settings are disabled are inactive until the Update Quantity and Prices is checked and saved.

If you want to delve a bit deeper into the settings in SellerActive's integrations, I highly suggest attending the General System Training Webinar. You can sign up HERE. If the times don't work for you, feel free to download a recorded Pricing Webinar HERE.

How SellerActive and Deliverr Work together

SellerActive and Deliverr have a process to integrate your accounts. You will be able to establish the connection from Deliverr using your Seller ID and API Key.)

Deliverr gathers SKUs from SellerActive's platform every hour and creates these items within your Deliverr account.

Deliverr will automatically import the SKUs you have within SellerActive. If you need to perform any SKU adjustments on your listings, you will want to do this prior to integrating with Deliverr, as you cannot delete SKUs out of Deliverr at this time.

When you are ready to ship your inventory over to Deliverr's warehouse, you will create an inbound shipment from within Deliverr's interface. This will create a Deliverr Location within SellerActive, and once your physical inventory reaches Deliverr's warehouse, Deliverr will send updated quantities to SellerActive.

Once an order is placed for a SKU that has a Deliverr location, you will see the order locally within SellerActive. Deliverr will constantly check for new orders, and when an order is made, Deliverr will automatically grab this order from the SellerActive Order Manager.

When the order is shipped by Deliverr, they will send an update to SellerActive and then SellerActive will send a tracking update to the marketplace.

Fees and shipping costs are not currently sent to SellerActive for reporting purposes, but you will be able to track your fees within Deliverr directly.

Setting Up Repricing

There are too many repricing options to list them all in this guide. Repricing is such an important topic that we highly recommend attending one of our Repricing Webinars. If you aren't able to join one of them, you may download a previously recorded webinar HERE and watch it as many times as you need.

The most important repricing decision you will need to make will revolve around how you plan to calculate your **Minimum** and **Maximum** prices. You will want to set up a **Preferred Price** which is the price you set for the item when there aren't any competitors or there isn't a Buy Box option available for the strategy to reprice against.

Here are a few links to our online help documents that deal strictly with repricing:

Amazon Repricing Strategies

Algorithmic Buy Box Strategy
Algorithmic Buy Box Settings
Target Rank
Target Rank Best Practices

ebay Repricing Strategies

Target Rank
Target Rank Best Practices

Walmart Repricing Strategies

Currently, we only offer one option for Walmart repricing which is the Algorithmic Buy Box. This strategy looks for the Walmart Buy Box price and then undercuts it by a penny. This is generally good enough to win you the Buy Box.

Shopping Carts and Non-Competitive Market Pricing

Price Mirror
Velocity Pricing

Adding Cost, Min, Max and Preferred Prices and Pricing Strategies

You're almost ready to **Go Live** once you've set up your pricing strategies. Next you will need to apply them to your listings as well as add your cost, min, max and preferred pricing.

Cost is what you had to pay to obtain an item. This can either be your **True Cost** or a **Modified Cost**.

Adding Cost One-at-a-Time

Either enter the cost directly in the grid from the Products Workspace or from the SKU pane Inventory tab.

Importing Cost in Bulk

1. Export your Products from the Products Workspace via the Export button. You will be given the option to export either Products or Inventory. Select the radio button option for Products.

2. When the file has finished compiling, you will see a notification at the top of your screen. The file will be located under **Tools > My Files** (accessible from the left-hand Navigation Pane.) Select the Exports tab and then the Download button by the file of your choice.

3. Once the file is downloaded you can open it and add your Cost to the cost column. Feel free to delete any column that you are not changing at this point, except for the mandatory SKU column.

4. Upload your updated cost file via **Tools > File Uploads**. Do not use the Import button from the Products Workspace because cost is not currently available as part of that import method. Once back on the Products Workspace you will see the updated costs reflected in the grid.

Adding Min, Max and Preferred Prices and Pricing Strategies

1. Export your Listings from the Listings Workspace via the Export button.

2. Your file will be saved and available to download from the Exports tab on **Tools > My Files**.

3. Enter your min, max and preferred prices under the appropriate columns in the downloaded file. If you are using a strategy with Dynamic Min and Max, you can skip this step. **DO NOT MODIFY THE DYNAMIC MINIMUM AND DYNAMIC MAXIMUM COLUMN IF YOU ARE USING THE DYNAMIC FEATURE.**

4. Enter the name of the pricing strategy as you named it in SellerActive when setting up your pricing strategies under the Pricing Name column of the file.

5. Upload your updated cost file via **Tools > File Uploads**.

Preparing Your Listings for Walmart

The first step towards this is to stage listings for your products so that SellerActive will know which products you want to sell and on which sales channel as well as gather any additional information it can to help prepare the listings to be published. Staging will create a line item in the Listings Workspace grid for each product per sales channel and display their status. Some of them may be ready to publish and some may need additional information before you can publish them.

Staging Your Products

1. In the Products Workspace, make sure you are viewing all your products by making sure **All Products** is selected in the top filter.

2. Select the Products you want to list on and Walmart by using the checkbox on the left-hand side of the grid. If you plan to eventually list all of your Amazon Products to Walmart you may wish to stage all of your products now. In order to do this, click the top left-hand checkbox on the same row as the grid column headers to select all your products. This will select products across all grid pages.

3. Then select the **Stage Listings** button and in the drop-down check Walmart and then select the **Stage Now** button.

4. A green toast notification will appear at the bottom of your screen to let you know how many products were staged. Click the **View Now** link on the toast notification to be redirected to a filtered view of those staged listings in the Listings Workspace.

Resolving Any Incomplete Statuses in the Listings Workspace

Either filter the grid results by Incomplete or hover over the status icons to view those which are incomplete. An incomplete status means the staged listing is missing vital information in order to be listed to that sales channel. It will need to be completed before the status updates to Ready to Publish. The first thing to check is to make sure all your listings have been categorized.

Categorizing Your Listings

If the category is empty in the Category grid column then those listings need to be categorized per sales channel. You can categorize one-by-one or in bulk. At this time, we are unable to update the category through a file upload.

Categorizing Listings One-by-One
1. Open the SKU pane

2. Navigate to the Product tab
3. Select **Unassigned** next to ebay
4. Search using the search box or use the dropdown menus to add a category
5. Repeat steps 3 and 4 for Walmart if necessary

Categorizing Listings in Bulk

This method works well if all your items fall into the same category. For instance, if you are a bike seller and only sell bike components, you could bulk categorize all your uncategorized SKUs using this method. **You may wish to tag your products in the Products Workspace to help you find similar types of products in order to bulk categorize them in the Listings Workspace.**

1. After filtering to create a set of similar products you want to categorize in your listings grid, use the select all checkbox. WARNING: You can only bulk categorize 100 items at a time.
2. Select the **orange bulk edit button**
3. Select **Categorize per sales channel**
4. Select **Unassigned** next to ebay
5. Search using the search box or use the dropdown menus to add a category
6. Repeat steps 3 and 4 for Walmart, if necessary

Working with Items That are Incomplete After Categorization

If an item is still incomplete after categorization, there are required channel-specific properties missing. It may be missing a shipping weight or UPC identifier. By opening the SKU pane and selecting the Products tab you can determine which fields are incomplete by looking for the fields that have a red dot next to them. Red dots signify required properties that have not yet been answered. Once filled in, the red dots will turn green. The required properties are listed at the top. Only optional fields are displayed below the blue line.

Going Live

Now that you have integrated your sales channels, cleared up any ebay duplicates, ensured all listings have been pulled in, verified the quantities and added pricing strategies you are ready to go live and publish your staged listings.

Next, you will need to reach out to our support team to have them enable the Update Prices & Quantities option. You may contact us via the support chat in the bottom right-hand corner of SellerActive. Share that you are ready to go live and that you have followed this guide up until this point.

Once the support team lets you know that your account is ready to go, navigate to the Integrations page. **You will need to open each sales channel's integration and check the checkbox to turn on the Update Prices & Quantity sync in the SellerActive Specific Settings**. Now click Save in the upper section.

You are now in Live mode and SellerActive is in full control of Prices & Quantities. **You will no longer update the sales channel directly. All work will need to be done through SellerActive. This is very important. If you update the sales channels directly, we will not be able to pull in that information.**

Publishing Your Listings to Walmart

Listings which are available for publishing can be viewed with the pre-built filter **Ready to Publish** at the top of the Listings Workspace. Select any items in the grid you wish to publish and then click the **Publish** button. Your Listings will then move through a variety of states on their way to being Published:

- **Queued**
  We are generating the file that will be sent to the sales channel

- **Publishing**
  The file has been sent and received. We are waiting for the sales channel to accept or reject the listing.

- **Published**
  Your item was accepted by the sales channel. You will need to verify with the specific sales channel whether the item is active or not.

- **Publishing Error**
  The sales channel returned an error. To view the error, open the SKU pane to the Listings tab and select the sales channel where the error occurred. The error will be displayed in red text.

Go Live Checklist

Integrations

- [ ] All Sales channels have been integrated. Default settings are checked.

    - [ ] Gather Orders

    - [ ] Gather Inventory and competitive data

    - [ ] Update Shipping

    - [ ] Price & Quantity sync (should be unchecked as of right now)

- [ ] Shopping Carts have been integrated

- [ ] Shipping Providers have been integrated, if applicable

- [ ] Deliverr is set up to communicate with SellerActive.

- [ ] Build and ship first Deliverr Shipment

Pricing

- [ ] Pricing strategies have been set up for each sales channel (You will need to determine how you will be using the minimum and maximum Price fields, using either Dynamic or Manual)

- [ ] Min and Max Prices have been added if not using Dynamic min and max

- [ ] A Preferred Price has been added

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- [ ] Min, Max, Preferred Price and Pricing Strategies have been applied to your Inventory via bulk upload

- [ ] NOTE: You may go live once all your items are in SellerActive with the correct quantity and you've set up any bundles and/or variations and added pricing (with min/max, and preferred).

Products Workspace

- [ ] Amazon items are staged to Walmart (or selected items you are listing to Walmart)

Listing Workspace

- ☐ Items are categorized.
- ☐ Incomplete items are identified and resolved.
- ☐ Items are in Ready to List status.
- ☐ Selected items are Published.
- ☐ Errors are addressed and resolved

Going Live

Price & Quantity sync is the difference between Sandbox mode and Live mode. **Once this is turned on you will need to change all prices and quantity from within SellerActive.**

- ☐ The support team has been contacted (via email or chat) with your request for the Price & Quantity sync be enabled on the backend

- ☐ Update Prices & Quantities has been checked for each sales channel in the top section SellerActive Specific Settings

- ☐ You have clicked to save

- ☐ Update Quantities and Update Prices have been checked in the bottom sales channel Integration Settings

- ☐ You have clicked to save

- ☐ You are now Live!

Support Tips

There are a few ways to get assistance when using SellerActive. We have provided a list of tools below.

1) Use the SellerActive [Knowledge Base](#) to gain a deeper understanding of the software.
2) Attend the training webinars. You can see a schedule of current webinars in our [Knowledge Base](#).
3) Use the chat window in SellerActive to chat with one of our Support staff. The chat window is located in all SellerActive screens in the bottom right-hand corner.
4) Email our support team. The email address is support@selleractive.com.

Here are a few tips that can assist you in getting help faster.

1) Describe what you are seeing in detail to our support team. The more details the better. A good way to describe the issue is by what you are seeing and what you expect to see. This can help us rule out a few potential issues off the bat.
2) Provide SKUs. We are a SKU based system and SKUs are the best way for us to track an item in our system.
3) Screenshots are not always helpful. We recommend asking before sending these. We have found that a SKU will be sufficient for troubleshooting.
4) It is a good practice to create a Sales Channel login for SellerActive to use so we can jump into your account if there is an issue that requires us to verify a feed or check on a SKU.
5) Patience. Software issues are not always a simple fix. Occasionally we need our developers to check and see where a problem originates. An escalation to our developers is usually not an issue that can be resolved in just a few minutes.
6) If you are looking for something specific that our software does not do, we invite you send our support team an email specifying this is a feature request. They will submit it to our Product team for review.

FAQ's

Order Management

1) Why aren't my Walmart orders being pushed to Deliverr from SellerActive?
   - Please check and make sure your Deliverr account is set up with SellerActive. If it is connected and we are still not pushing orders you will need to reach out to our support team. You can reach them out at support@selleractive.com. You will need to send them the order number.
2) Why does SellerActive not have the tracking information from Deliver?
   - Please email our support team@selleractive.com with the order number.
3) Why are orders not being pulled into SellerActive from Walmart?
   - First, check the integration and make sure Gather Orders is checked in the Walmart Integration.
   - If your Walmart account is still connected to another software make sure that Import Acknowledged Orders is checked in the Walmart Integration.
   - If none of these has solved the issue then reach out to Support@selleractive.com

Inventory Management

1) I am an FBA Seller and want to list my FBA items on Walmart for Deliverr fulfillment. How can I do this?
   - Right now, Walmart/Deliverr skus must be separate from FBA skus. If they are the same please reach out to support@selleractive.com for the best practice here.
2) I have local inventory for my Products and want to Prioritize the fulfillment center for each marketplace. How can I have ebay and Walmart fulfilled by Deliverr and Amazon filled out of my warehouse?
   - There are setting we can put into place for you. A simple email to support@selleractive will start the process.
3) Why do my Deliverr quantities not match what is in SellerActive?
   - There are a few possible reasons here. Deliverr does not send inbound shipments to SellerActive and this is, generally, the reason why the qty may be different.

Set up

1) I cannot find my account Number or API key in SellerActive.
   - You can read THIS to find your API and account numbers.
2) I already have a Deliverr account connected to another software how do I switch my Deliverr account to recognize SellerActive as my current Marketplace management tool?
   - You will need to reach out to Delieverr support and they will switch the account for you.
3) I don't know how to set up my Walmart account.
   - Instructions are located HERE.

Glossary of Useful Terms

Username
This is generally the email address you used to sign up with SellerActive.

Default Password
Our default password is Password1! Don't forget to change it.

Integration
A direct connection to a sales channel that is used for Prices and Quantities. In the case of Amazon, ebay and Walmart this also allows for Listing purposes.

API Credentials
These are used for setting up some shipping solutions or for building your own connection into SA.

Duplicate SKUs
These are not allowed in SellerActive and will create and error if imported in from an integrated sales channel. ebay is the only market that allows duplicate SKUs. This is a common error when integrating with ebay for the first time.

SKU Pane
The SKU Pane contains all information about a given item.

Bundle
A group of items, sometimes known as a kit, that are sold together under one SKU.

Categorization
Each sales channel differs in how they group products on their site. Categorization refers to the channel-specific grouping assigned to your listings, or the mapping that you have created for your products.

Dynamic Minimum & Maximum
SellerActive can take certain fields from your inventory and add Amazon fees (plus a markup percentage) to calculate Minimum Price. If your Cost regularly changes, setting a Dynamic Minimum is beneficial, as it will help you alleviate the need to re-calculate minimum and maximum prices when updating Cost.

Maximum Price
The highest Price you are willing to sell an item for. In SellerActive, this is not a mandatory field.

However, it is highly suggested that a Maximum Price be included when using an Algorithmic Buy Box pricing strategy.

Minimum Price
The lowest you are willing to sell an item for and still make a profit. This is the lower boundary of a pricing strategy. SellerActive will not reprice below this number.

Preferred Price
The price SellerActive will automatically default to when there is either no competition on a listing, or no eligible competition as set by your pricing strategy settings.