

*... helpful information for  
the onboarding process*



**Do you have any questions?**

**write to: [contact form](#)**















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# Overview

We are pleased that you have chosen OTTO Market. With this document we will provide you a first overview to simplify your start.

At the same time, we would like to familiarize you with our **partner helpdesk**, which you can use with access to our partner portal "OTTO Partner Connect" (OPC). Therefore, we have adapted the structure of the document from this portal. Please consider this document as a snapshot. With access to the OPC you get access to the partner helpdesk (top right via the question mark symbol).

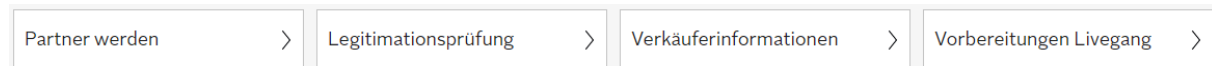
 OTTO Payments > Informationen zu Anbindung und Zahlungsabwicklung.	 Onboarding > Alles rund um Ihren Start bei OTTO Market.	 Produkte > Erfahren Sie, wie Sie Produkte einstellen und verwalten.
 Aufträge > Alles rund um die Abwicklung von Aufträgen und Retouren.	 Kundenkommunikation > Hier finden Sie alles zur Partner-Kundenkommunikation.	 Finanzen > Alles rund um die Zahlungsabwicklung (abseits der PEG).
 Services > Hier finden Sie alles rund um buchbare Services.	 Administration > Alles rund um Ihr Profil sowie Kontoeinstellungen.	 Analysen > Erfahren Sie mehr zu den Möglichkeiten der Kennzahlenanalyse.
 Schnittstellen > So arbeiten Sie über technische Schnittstellen mit OTTO Market.	 Richtlinien > Informationen zu den Richtlinien für den Verkauf auf OTTO Market.	 Nachhaltigkeit > Alles Wissenswerte rund um Nachhaltigkeit bei OTTO Market.
 Support > Informationen rund um den OTTO Market-Support.	 English Articles > The most read knowledge articles in English.	

## Selling at OTTO Market - It's that easy!

1. You place your products for sale on otto.de (products= Produkte)
2. As soon as a customer orders from your range, you receive the order information from OTTO (Orders= Aufträge)
3. OTTO creates the invoice on your behalf, and you ship the ordered item directly to the customer (finance= Finanzen)
4. OTTO credits your profit to your clearing account and charges you a sales commission
5. OTTO will pay you the sales proceedings less commission and basic fee on a monthly basis to your bank account.
6. OTTO provides you with key figures about your offers and your sales. Use these to optimize your offer and generate further sales.

To increase your sales, we offer you various services that you can book via our partner portal. How to receive answers to your questions and problems can be found under the last bullet point (Support).

## Onboarding



Becoming a partner of OTTO Market is easy. The first steps are explained below.

### Register at OTTO Market

From OTTO you will receive a link to a registration form. Fill out this form with your contact details and register.



**Currently only one contact profile is possible!** Please take this into account when entering contact details. This contact will be used e.g., for finances.

After a successful registration, you will receive an automatically generated email with your username and a link to the partner portal "OTTO Partner Connect". At that point you will be guided through the further steps.



**You didn't receive an email? Please also check your spam folder.**

### Log in to the partner portal (OPC)

Open the link in your email. OTTO recommends a desktop computer and the browsers Apple Safari, Google Chrome, Microsoft Edge, or Mozilla Firefox for using the partner portal.

As soon as you have opened the partner portal, you will be asked to enter a new password and confirm it. If your password has been successfully changed, you will be taken to the next step "Maintain company profile" in the partner portal.



Please keep in mind that there is currently only **one access to the partner portal** per company. However, you can subsequently create several users (multi-user).

## 2-factor authentication

After creating the password & setting up the 2-factor authentication, you can log in to the partner portal.

The most important information briefly:

- **Additional account protection** that ensures the security of your data
- At the **first log in** you must **configure** a second factor
- At every log in you must authenticate with the **second factor**
- OTTO works with the apps **Google Authenticator** and **FreeOTP Authenticator** (App Identity is not supported by OTTO)
- It is mandatory that the person who logs into the partner portal is the same person on whose device the authentication app has been configured.

### Procedure

First, the usual log in to the partner portal takes place using your log in data. **Each time you log in, you must authenticate yourself with a second factor** after entering your log in data. You must configure this factor the first time. For this purpose, please install one of the corresponding authentication apps on your smartphone or tablet. Use the barcode scanner included in the app to scan the barcode now shown. When using the FreeOTP Authenticator app, please be sure to use the exact app of the same name "FreeOTP Authenticator". This has a blue icon in most cases.



The person who logs into the OTTO Partner Portal (OPC) must be the **same person** on whose smartphone or tablet the authentication app has been saved and configured. Only one device can be linked to the OPC account for authentication purposes.



You have successfully completed the initial configuration but still experience problems logging in? Then the article "Problems with two-factor authentication" in our partner helpdesk will help you.

**Note:** You can add up to **4 additional user** accounts. You can learn how this works in the multi-user article (see our helpdesk article).

## Onboarding process

After you have successfully registered as a new partner, logged in to the partner portal and set up 2-factor authentication, you go through the onboarding process via the partner portal.

In doing so, you must pass the following steps:

1. Set up your company information
2. Set up your seller information
3. Conclusion of the contract with OTTO (platform terms of use)
4. Legitimation process by OTTO Payments
5. Going live



At this point, you **have full access to our partner helpdesk**. You can find it in the upper right corner within the question mark icon. All assistance will be provided there.

## Set up your company information

To be able to provide you with a contract offer, OTTO requires further information about your company at this point. To do this, please complete your **company profile** in the partner portal. Depending on the legal form you have selected, you will be asked to enter information specific to that legal form. This includes, among other things, your complete **company name** (incl. legal form) as well as the **company address** and other **legal form-specific information** about your company. OTTO compares the data you enter here with the information stored at the Federal Central Tax Office (BZSt).

- i** **Valid German legal forms:** AG, sole proprietorship without trade registration, e.K., GbR, GmbH, GmbH & Co.KG, GmbH & Co.KGaA, KG, KGaA, OHG, SE, UG (limited liability).
- i** Unfortunately, **small businesses** (Kleinunternehmer §19 UStG) **can't** be considered.

The details can only be changed again once the legitimation check has been completed as part of the onboarding process. Therefore, please check your details carefully before clicking on "Submit".

In general, it is important that you enter your current company data with which you are registered at the **Federal Central Tax Office**. This article in the helpdesk provides assistance: "Notes on the correct data entry in the company profile".



In your **company profile** you can view your partner ID as well as the data you entered during onboarding. The address can be changed at any time **by yourself**.

**Please note** that the company address in our systems currently also corresponds to your billing address. Different addresses are not possible.

**Note:** All other changes such as PartnerID, company name and legal form cannot be changed independently. Please **create a ticket** for this purpose.

## Seller information

In order to contact you internally due to customer inquiries and invoices, OTTO requires your **contact information** in the next step of the onboarding journey. Your email address and telephone number for the imprint will be displayed to customers in the OTTO app and on the OTTO website. The connection also requires information on legal requirements, such as the system participation of your packaging, the return of old appliances, and the FSC sustainability seal. You also have the option of entering your seller name, which is displayed to customers directly on the product, and an addendum to the OTTO data protection declaration.

-  You can change the data you enter here in your profile. Email addresses are excluded.
-  If you do not yet have a LUCID registration number, you can find more information, for example, at the *Stiftung Zentrale Stelle Verpackungsregister*.

## Conclude contract

As soon as you have submitted your whole company profile, the following **requirements** for a contract offer are automatically checked:

- **Company headquarters and warehouse** is in Germany
- **Legal form** (to receive a contract offer, the legal form mustn't be "Other")
- **German tax identification number** (USt-IdNr.) is available
- **Assortment** can be offered on OTTO Market

Do you meet all requirements? If so, OTTO will provide you with the **"Terms & Conditions"** directly in the partner portal. These correspond to the contract you conclude with OTTO to be able to sell on OTTO Market.

Essential parts of the contract respectively "Platform Terms of Use" are:

- **Business Partner Declaration on Sustainability** - includes, in addition to the statutory regulations and the Otto Group/ amfori BSCI Code of Conduct, also essential requirements that meet our standards for ethically correct conduct,
- **Commission model** - includes all information on commissions and basic fees,
- **List of prohibited products** - contains assortments that may not be offered on otto.de,
- **Partner SLAs** - contains concrete agreements on processing performance to ensure uniformly good customer service,
- **End customer GTCs** (General terms and conditions) - corresponds to the generally applicable GTCs for otto.de customers,

- **Agreement on order processing** - requirements based on the German Data Protection Regulation (DSGVO).

Please note that the contract is subject to the condition precedent of an effective conclusion of the payment service provider contract with OTTO Payments and the existence of a valid, German tax identification number. **Attention: Organizations** with one German tax ID can't be connected, or the tax ID of the controlling company can't be used. The payment service provider contract with OTTO Payments is added in the next step to be able to process all payment activities at OTTO for you.

\*To receive a contract, offer, the legal form must not be "Other".

### Legitimation process by OTTO Payments



**After successful completion of the connection to OTTO Payments, the monthly basic fees will be due after the first calendar month (for details, please refer to the fee model in the platform terms of use).**

For the exact procedure, please refer to the helpdesk articles under "OTTO Payments".

#### **For the legitimation process you need:**

- An Internet-enabled device with a camera
- Your valid identity card
- A German VAT certificate from the tax office
- If your company is a GbR, the shareholders' agreement is required



You do not have a **valid VAT certificate**? Please submit a corresponding application to your tax office.

In order to successfully complete the legitimation process to OTTO Payments, four various individual checks are necessary. As a trusted partner, OTTO Payments performs the legitimation process and then transfers your data to CRIF GmbH.



**Several days** may be required for the result of the legitimation check.

If you have any open tasks, you will receive an email with appropriate instructions. Please check your mailbox regularly.

You can track the status of these checks at any time in the partner portal. **You still have unanswered questions? Please post a ticket in the subcategory "OTTO Payments".**

## Going live



After successful completion of the legitimation check, you have full access to the partner portal. **Please note that from the successful connection to OTTO Payments, the monthly basic fee will be charged!**

Initially, your ability to sell is still restricted. To remove this restriction, please provide your **shipping and returns information**, place a **test order**, and learn about the ordering process. If any additional information is required, you will also be notified via the tiles visible in the Partner Portal. Once you have established your solvability, you can start selling your products.

## Shipping and returns settings

Before you can start selling items via OTTO Market, OTTO needs information from you about:

- **Shipping** - Who is your carrier and what are the shipping costs for the customer? You can find a more detailed explanation in our partner helpdesk.
- **Returns** - What information does the customer need from you to return an item to you? You can find a more detailed explanation in our partner helpdesk.

## Payment information

Please specify here to which **bank account** the balance of your clearing account should be paid. The specified bank account must be in the **European payment area (SEPA)**.

# Products

Anlage & Bearbeitung >

Datenqualität >

Auslobung auf otto.de >

**Note:** Unfortunately, now it is not yet possible to upload products via CSV file in the UI.

### Media data

In addition to the content-related product data, the so-called media data is essential for the complete creation & presentation of your articles on otto.de. For a product to go live, **at least one image** must be provided per variant.

To ensure successful processing of the images, **a limit of 10 images** per variant should not be exceeded.

### Technical requirements:

- For product images, the file type to be used is **JPG or PNG**; for documents, **PDF**.



- The minimum dimensions for images are **480x960 px** (also applies to color tiles and energy labels).
- The file name must **not contain special characters or umlauts**.
- Only images with the **RGB** color space can be processed. Other color spaces such as CMYK are technically not permitted.
- The maximum page length for images is **4500 px**.

**Content requirements:**

- The product image may only show the product matching the product description and must correspond to the **associated product variant**.
- The product image has a light, neutral image background (example: light gray, white, off white, light beige, etc.).
- The product makes up **85% of the image area**.
- Use few or no props (and be sure to make it clear that they are not included).
- Energy efficiency information must be submitted as such and must not be shown in the product images



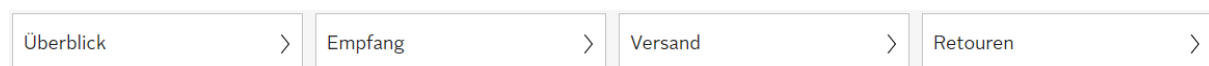
In the future, other media data, such as videos and animations, can also be uploaded.

In the partner helpdesk you can find further information under: "**Create new product**"

## Labeling sustainable products

At OTTO, social commitment and environmental protection are integral parts of the corporate culture. Together with partners and customers, a sustainable contribution is to be made. This includes giving sustainably produced products more visibility on otto.de, e.g. by **highlighting sustainability categories** such as sustainable raw materials or environmentally friendly production, as well as **assortment and brand stores**.

## Orders



It is possible to arrange orders via the API as well as the manual user interface (UI) directly in the partner portal. It is not possible to export the data in the UI. Please check the order overview regularly, as there is no automatic notification when an order is received. A set status (Sent, Returned) cannot be undone and should be set with care.

See the helpdesk article: "End-to-end order management" for more information and your illustrative chart.

The most important information at a glance:

- All orders and deliveries can only **be carried out within Germany**. Please note the tax restrictions for entering the **place of departure**.
- If the customer has **placed several individual orders with the same delivery address**, these products can be shipped in one package. To do this, the orders must be marked and processed together.
- It is possible to **ship** forwarding and parcel logistics items from one customer order **together**.
- A delivery must only be carried out to the address mentioned in the order. A subsequent **change of the delivery address** at the customer's request is **also not permitted**.

## Shipping

As soon as the order is ready for dispatch and has left your warehouse, you send a shipping confirmation to OTTO. The shipping confirmation must contain the **place of departure** (zip code, city, country), **the carrier** as well as the **tracking** and **return tracking number**.

## Place of departure

For each delivery to a customer, the place of commencement of transport or dispatch (country and place) must be documented. You are responsible for providing the correct information. Below is a more detailed explanation of the **place of departure** so that you receive the best possible understanding of it.

### **Definition of place of commencement of carriage or dispatch.**

This is the place where the **actual transport of goods** to the end customer begins. This place can also be abroad, if, for example, at the beginning of the transport at the supplier's premises it is already known for which end customers the goods are intended. In this case, the place where the transport/dispatch starts would not be assigned to any logistical consolidation point on the route. Please note that for the indication of the **place of departure the country definition** of the **VAT application** decree applies.

Exempels:

- A customer orders a sofa. The production of the sofa is completed in Poland after the customer order and then (even if it is handled through a German warehouse) it is sent to the final customer. The place of the beginning of the transport/shipment is therefore the **place in Poland**.
- A customer orders four chairs. At the time of the order, these four chairs, which have already been produced, are stored in Holland. The place of commencement of

transport/dispatch for this delivery is therefore the **place is the Netherlands**, as the four chairs are dispatched from there explicitly for this customer's order.

Please also note the following examples:

- If a customer orders a table, the individual parts of which are stored in Poland and the **final assembly** of which is carried out in **Germany**, then the place where the transport/shipment begins is in **Germany** (the place where the shipment of the fully assembled table to the customer begins).
- If, for example, you produce 100 lamps in England and then bring all 100 lamps without end customer reference to Germany, store them there and then, after the customer has ordered a lamp, ship it from the **German storage** location to the customer, then the location in **Germany** must be entered as the place where the transport/dispatch begins.

If the product requires shipping in **several packages** (only then), it is mandatory that a separate **return label** be enclosed **for each package shipped**, since for technical reasons customers can currently only be provided with one return label when submitting returns.



This is an exception. For orders consisting of only one package, **no return label must be enclosed**.

## Carrier and Shipment tracking

Currently you can use the following carriers. Shipment tracking must always be guaranteed. Further information can be found in the partner helpdesk under: "**Overview of possible shipping service providers**".

Hinweg	Rückweg
DHL (inkl. DHL Warenpost)	DHL
DHL Express	
GLS	GLS
Hermes	Hermes
UPS	
DPD	

Small-volume products can be sent by **merchandise mail (Warenpost)**. It is possible to transmit the tracking number of the merchandise mail by means of the shipping type parcel.

**Attention:** The merchandise post costs correspond to the maintained standard shipping costs, as currently no additional shipping costs can be maintained.

The return address must be in Germany (recipient, street, house number, postal code and city), whereby it must be **a real existing address** or business address (recipient, postal code and city) and not a "fictitious" address known only to a certain carrier for forwarding and sorting purposes.

## Packing Slip



- You may **not include a physical return label** with the package itself
- You may **not enclose an invoice receipt** with the package
- You may **not include advertising** with the package
- Please include a package insert with each order explaining the return procedure to the customer

OTTO will create the return label for you. This is created digitally from the master data you specified under **Shipping and Returns**, and the information provided in the respective shipping confirmation. The shipping confirmation must therefore contain the package number of the return (return tracking number). Therefore, you cannot specify carrier X for returns during onboarding and use carrier Y in shipment.

Customers can register the return via the customer account after receiving their shipment. **OTTO generates the return label and makes it available to customers as a PDF.** It is available there for up to 30 days after receipt of the shipment.



Please also note: OTTO does not access your number range, but only creates one label per shipment from the information you provide.

In order to avoid customer confusion about the "return process", we provide you with a text for **a packing slip** and ask you to enclose this with every package you send. Furthermore, you have the option of enclosing **a delivery and returns bill** in the shipment for your customers. Here you must follow some important guidelines.

This template and further information can be found in the helpdesk under "Explanation of the returns process for customers" and "Package insert explaining the returns process".

Dokument	Paketbeilage erlaubt?	Weitere Informationen
Retourenlabel bei einzelnen Paketstücken	Nein	<a href="#">Retourenlabel</a>
Retourenlabel bei mehreren Paketstücken	Ja (ist Pflicht)	<a href="#">Sendungen (mehrere Packstücke)</a>
Rechnungsbeleg	Nein	<a href="#">Paketbeilage</a>
Werbung	Nein	<a href="#">Paketbeilage</a>
Lieferschein	Ja (ist freiwillig)	<a href="#">Paketbeilage</a>
Retouren-Begleitschein	Ja (ist freiwillig)	<a href="#">Paketbeilage</a>

## Receive returns

The customer can return the delivered orders up to the end of the return period of **30 days** without giving reasons. With the help of the **return tracking number**, which you have transmitted to OTTO in the context of the **shipping confirmation (in advance)**, OTTO generates a return label for the customer and makes it available as a PDF. To arrange a return of shipping goods, the customer will be shown the contact details you have entered in the return information under "My account" on otto.de under Shipping and returns information.

To arrange a return of **forwarding goods**, the contact details you have provided in the returns information under Shipping and Returns Information will be displayed to customers on otto.de under "My Account".

As soon as you have received a return, you are contractually obliged to report the status of the returns within **48 hours**. You can either mark individual items or the entire order as returned. After confirming the return, OTTO will arrange for the customer to be credited.



**Important:** Set the returns status once after checking the returned items. It is not possible to change this status later. You have the option **to reject a return by specifying a reason**.

## Finance


Abrechnung >	Provision & Gebühren >	Auszahlung >
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In this section you will learn everything about the payment processing of your sales proceeds, shipping costs and applicable fees.

## Commission

### Monthly basic fee (Service Charge)

All merchants who sell their assortment via OTTO Market are charged a basic fee - regardless of how many articles you offer in your assortment. **The basic monthly fee is 39,90 €.** This is calculated for the **first time on the 1st of the following month after the successful connection to OTTO Payments.** The monthly basic fee will be invoiced to you plus VAT and will be settled by OTTO as soon as the central clearing account has enough credit from your sales.

 **Attention:** The suspension or reduction of the basic fee is generally not possible.

### Sales fee (Commission)

**In addition,** when a product is successfully sold, you pay a standard market commission, which is determined according to the product range. The calculation basis for the percentage sales fee (commission) is the sales price of the sold product including VAT. **The calculated amounts of the sales fee (commission) plus VAT will be invoiced daily.** The sales fee (commission) will be retained by OTTO from your sales balance before OTTO disburses it from the central clearing account to your reference account.

A **commission is also charged on shipping costs.** This amounts to **16%** plus VAT by default. This will be charged in the same way as the partner commission.

The payment fee is already included in the commission but will be invoiced separately. This does not result in any additional costs for you.

## Invoicing

Invoicing of marketplace fees takes place **weekly on Wednesday at 00:00** and includes all services of the previous week. In this case, services are all order items whose dispatch you have confirmed in the service period, see the article "Dispatch orders" in the Partner Helpdesk.

You will receive the invoices by email to the address of the invoice recipient. You can enter and change the recipient in the partner portal. We are currently working on making the invoices and CSVs available in the partner portal and via the API.

### Invoicing (invoice correction)

In the case of returns, OTTO will refund the commission originally claimed. You will receive the invoice correction as well as the invoice as PDF and CSV in a separate email - not together with any commission invoice. Commission corrections are due within 14 days, irrespective of the date of dispatch.

### Content of the invoicing email

Attached to each email are detailed listings in CSV format (format CSV: windows-1252). The commission amounts invoiced to you will be offset by OTTO Payments GmbH against the amount on your clearing account on the next Thursday after the due date. If you have received customer returns before the due date of the commission invoice, the invoice correction will be considered before it is posted to your clearing account. Usually, no referral is necessary.

### Settlement of the shipping costs

You determine the **amount of the shipping costs** by entering them in the partner portal. If you offer goods for forwarding, enter a **forwarding surcharge** in addition to the **standard shipping costs**.

Customers will be charged the shipping costs accordingly when they place their order.

1. If the customer orders items that are delivered by a **parcel service**, they will be charged the standard shipping costs.
2. If the customer orders items that are delivered by a **freight forwarder**, they will be charged the standard shipping costs and also the forwarding agent's surcharge.
3. If the customer orders items that are delivered by **parcel service** and a **freight forwarder**, they will be charged the standard shipping costs and the freight forwarding surcharge.

**Shipping costs are only fully refunded** if all items of an order have been returned. For more information on the differentiation between full and partial returns as well as the refund for partial returns and other scenarios (e.g. returns of shipping items and products with standard shipping), please visit the partner helpdesk under "Settlement of shipping costs".

### Clearing account

OTTO will maintain a clearing account for you through which all payments will be processed and the balance of which will be paid to you.

The following payments are processed for you via the clearing account:

- sales revenue
- shipping costs
- refunds of returns
- fees (commission, basic fees)

## Payment

**Once a week - always on Thursdays** - all due items are offset against each other. This can result in a payment or a direct debit. The transfer is made to the deposited payout bank account, the direct debit is made from the deposited collection bank account.

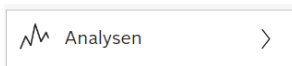
You will always receive precise documentation with all the details of your payout or direct debit by email. The information contained is made available to you both as a PDF and as a CSV file. In addition, you can also download the documents contained in the email in the partner portal in the Finances section. It takes approx. 14-20 days until payment or collection (14 days due date + x days until the next Thursday).

## Customer invoice

You do not need to worry about creating the customer invoice. OTTO does this on your behalf and uses the information you have provided in your company profile. These purchase receipts or refund receipts can then be viewed by customers in their customer account and at the same time your financial processes can be tracked.

The customer invoice is always **partner-, order- and shipment-clean**. It never contains products from different orders. However, this does not mean that all products of an order can always be found on a customer document. For example, an order can be split into several customer documents due to delivery conditions.

## Analysis



OTTO provides you with all the relevant key figures on your offer and sales in the OTTO app and on the OTTO website in the analysis module of the partner portal. When you open the analyses in a browser for the first time, the tutorial starts automatically to give you a quick introduction to the analysis.

The analytics module includes an overview page and five tiles: SLA quotas, controlling, customer behavior, product data analysis, logistics.

## Services

To increase your visibility on otto.de, we have developed various services to conveniently book via the partner portal in the Service module. Here is an overview of the most important products:

### **Create, optimize and track independently Sponsored Product Ad campaigns (SPAs):**

- You thus increase the visibility and boost the sales of your products on otto.de.



- You increase the findability of your products through top placements in the search results and product lists above the organic results and on product detail pages. Your advertising will appear in the right context and reach customers on otto.de who are genuinely interested in buying.
- You can measure the success of your SPA campaign using relevant performance KPIs such as impressions, clicks, CpC, sales and ROAS (return of advertising spend). In the corresponding dashboard, you will find all key figures over time and down to the product level at a glance, updated daily. This guarantees the optimization of your performance campaign!

### Advertising with Sponsored Display Ads

- You generate a high level of attention and visibility through targeted online advertising for your products at over 250 premium partner sites such as Handelsblatt, Stern and many more.
- The display is based on your product data as a co-branded display ad that is generated automatically - you do not have to create any advertising material for this.
- You reach potential customers who are not on otto.de via desktop and mobile.
- You gain new customers and increase your sales.
- You can easily book your advertising campaign with Sponsored Display Ads yourself via your OTTO Partner Connect in the Service module.

### Booking discount campaigns

- Play out your own discount campaign on otto.de. You determine the campaign period, the discount amount and the product range.
- We will automatically place your discount promotion for you on otto.de.
- A discount promotion gives you even more visibility for your own product range, makes your products more attractive to customers, and increases sales.

You can easily book your discount promotion yourself via the partner portal in the service module.



**Note:** Services are not billed through the clearing account. The service bookings must be paid by invoice or bank transfer.

## Customer communication

In addition to sending your customer inquiries to the email address you have submitted in your seller profile, OTTO also makes them available to you in the partner portal under the menu item "Customer inquiries". This means that you are free at any time to process the queries in the partner portal or by email.

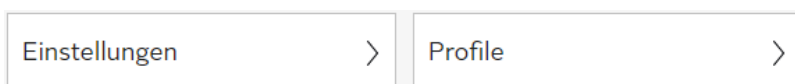
As soon as you answer an inquiry, your reply will be forwarded directly to the customer's email address. Please always address the customer directly in person in your reply.

### Important:

- When corresponding with your customers, the response times from the contractually agreed **partner SLAs** (SLA = Service Level Agreement - you can find the SLAs in your contract) always apply, as well as the use of a consistent language in accordance with the Customer Communication Guide. All customer requests must be processed within the contractually agreed period of 48 hours on weekdays.
- All communication (whether direct or via the OTTO Customer Service) shall be **in German only** and in accordance with the correct spelling and grammar. Communication may be in English if the End Customer contacts you as a seller in English.
- The use of GIFS, logos and emojis is not allowed.

In the partner portal, you can create special users for processing customer inquiries, which are exclusively activated for the menu item "**Customer inquiries**". Currently, you can create up to five users.

## Administration



Under this section you will learn how to change your password, edit your profiles and make settings.

### Change password

To change your password, please use the "Forgot password"(Passwort vergessen) function when logging in to the partner portal.

### Profile

OTTO distinguishes between the company profile and the seller profile.

## Company profile

OTTO needs the information from your company profile for the following aspects, among others:

- Conclusion of contract
- legitimization process
- customer invoice
- Invoice

## Seller profile

The information on "Seller information" and "Imprint" stored in the seller profile is made available to customers on otto.de at the article. In addition, you can add an addendum to the OTTO privacy policy.

The information on "Contact and Advice" is only used internally by OTTO Market to contact you in case of customer inquiries. (See Customer Communication)



In addition, user profiles with limited rights can be assigned (user administration).

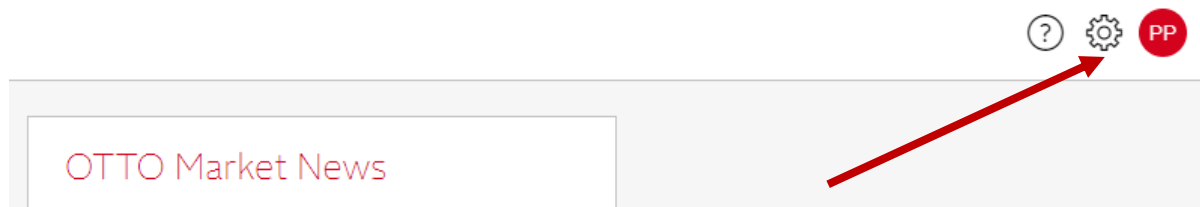
**You can currently only enter the company and seller profile details during onboarding.** If there are any changes after onboarding, please post a ticket with your change request.

## Settings

In the partner portal, you can set your company-specific details on shipping, returns, payments and user management under Settings. You can edit this information at any time.

## Shipping and returns

Click the 'wheel' on the partner portal to change your shipping and returns settings.



## Shipping information

Via the shipping information you can set per shipping method (parcel, forwarding), with which carrier you work together, and which shipping costs are incurred.

Shipping costs are charged according to the shipping method, not on the item level. For forwarding goods, please note that the shipping costs for the customer consist of the

standard shipping costs and the forwarding surcharge. (See also settlement of shipping costs)

### **Return information**

OTTO uses the information provided under returns information to generate

- the return labels for parcel goods and
- arrange for the collection of parcel goods.

### **Payment settings**

OTTO uses the bank details entered in the payment settings to pay you the balance of your clearing account. Do you want to adjust your payment information? You can easily change the following information yourself:



**The specified bank account must be in the European payment area (SEPA).**

**Note:** Service bookings are excluded from this and must be paid by invoice. The invoice will be sent to the email address stored there.

### **User administration**

In the partner portal you have the possibility to **edit your profiles**. In the user administration you have the possibility to individualize the access rights of all users and to **reset the two-factor authentication by yourself**.

A distinction is made between full access, i.e., with all rights belonging to the respective category, and no access in a category. This gives you the option of assigning access rights to **different users for selected categories only**.

Create the users by entering their personal data and assign the corresponding access rights individually. Click on "Send invitation" to inform the new user about his or her user profile.

**Note:** If you are the only user of your account, it is not possible to reset the two-factor authentication yourself. In this case, you will find all relevant information [here](#).

**Note:** Please note that you can currently create up to ten active users.

## Interfaces



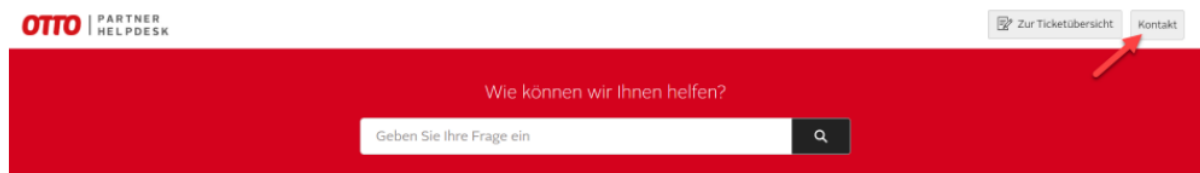
You do not want to handle the sale via OTTO Market manually? Then you can also set up the data transfers via our technical interface (API). In general, **parallel use of both** interfaces is possible.

If you decide to use the API, you will need an API access with the **corresponding access data**. After you have gone through all the onboarding steps, you will receive the information on this by email and must first assign a new password.

You can then authenticate with the API user and access the API endpoints shown above. Further information on authentication can be found via the separate [API-Dokumentation](#).

You would like to benefit from the advantages of data transfers via API, but do not have enough knowledge for the development and connection to an API? Then OTTO recommends working with a **service provider**. You can find out more about this [here](#).

## Support



OTTO is always very interested in the satisfaction of its partners and therefore offers you the possibility to contact the partner support at any time in case of questions. At the same time, OTTO trusts in your assistance to find a solution to your concern as quickly as possible.

How can you help clarify your issue in advance? Have you already read the existing articles in the partner helpdesk? If you still have not found a suitable solution, feel free to submit a request via the ticket tool in the partner helpdesk.

Please make sure that your request contains all the **information** necessary to clarify your issue. The more detailed your request and the information provided, the faster the problem can be analyzed and resolved. This is the only way to ensure that OTTO can help you **as quickly as possible**.

## Everything important about OTTO Market- stay up to date!

Receive news and important information about OTTO Market. We inform you about new functions, technical updates, and information about promotions and marketing opportunities on otto.de. You will find the [newsletter registration](#) in the partner portal OTTO Partner Connect directly on the start page.

## Key account support

As a key account at OTTO, you will receive individual support from a personal contact person. Your key account manager will focus on the following points in the collaboration, among others, to focus on joint growth and the best possible result:

- Targeted monitoring and joint optimization of key figures
- Joint annual planning and preparation for high-turnover days and seasons
- Optimization of product ranges
- Content optimization to improve visibility
- Joint action planning as well as individual consulting and creation of campaigns
- Tying up individual marketing packages

**i** The status "Key Account" is achieved by an **annual net turnover** of more than **2.5 million** euros. In this case, you will be contacted proactively by OTTO.

**Please note:** The above services are examples of possible aspects of key account support, but there is no general entitlement to them. The status "Key Account" can be withdrawn at any time.

## Important notes:

**Service provider:** If you are working with a service provider and your concern relates to the technical interface, please contact your service provider first.

**Communication:** OTTO attaches great importance to a cooperative partnership and communication at eye level. Therefore, it is important to us that communication between OTTO and you are always respectful.

**One topic per ticket:** Please avoid placing multiple topics in the same ticket. Please select one category per topic from the ticket tool (products, orders, etc.). This is relevant for internal monitoring at OTTO. In addition, the processing of different topics is often the responsibility of different employees at OTTO.

**Avoid additional work:** Please do not post multiple tickets for the same topic. This will not speed up the processing of your request but will cause considerable additional work for OTTO.

### Tip: Take a look at our OTTO Market webinar

Would you like to listen to all the information about OTTO Market again? Then take a look at our OTTO Market webinar.

There we will introduce you to our marketplace OTTO Market and show you step by step how to become a seller at OTTO. Find out what benefits you'll gain from it and what requirements you'll need to meet. We will also give you an insight into our partner portal and have plenty of time for your questions at the end. Please note, that the webinar is in German only.

[Click here to register](#)