

OTTO market

*... helpful information for the
onboarding process*



**Do you have any questions?
write to: support@otto.market**

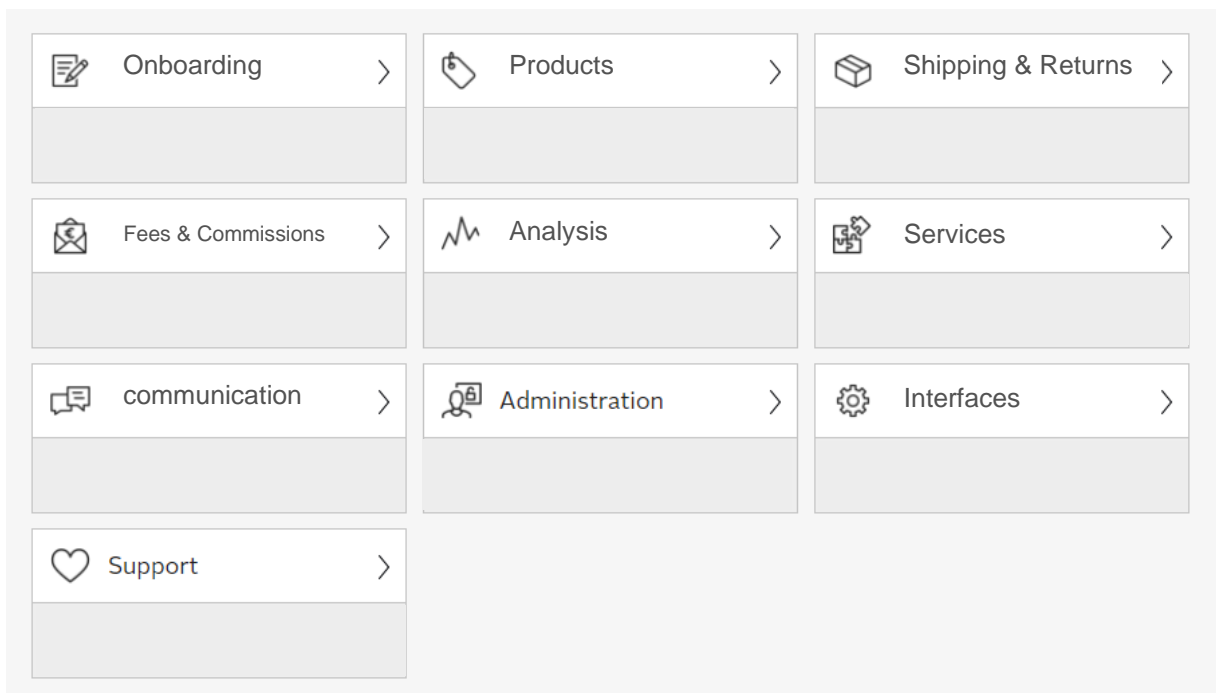
last update: June 2022

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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 **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 Helpdesk (top right via the question mark symbol). Unfortunately, the helpdesk is only available in German language so far. In addition, if you have any questions before accessing the partner portal, **please feel free to contact support@otto.market**.



Selling at OTTO Market - It's that easy!

1. You place your products for sale on otto.de (products)
2. As soon as a customer orders from your range, you receive the order information from OTTO (Orders)
- 3 OTTO creates the invoice on your behalf and you ship the ordered item directly to the customer (Orders: Shipping and Returns)
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. (Finance)

OTTO will provide you with key figures about your offered products and your sales. (Analysis). You can use these to optimize your offer and generate further sales. To increase your sales, we offer you various services (Services) that you can book via OPC 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 - our onboarding is done **in 12 steps**:

1. Register on Otto Market (if you registered via the contact form, this step is already done)
2. Log in to the partner portal (OTTO Partner-Connect OPC)
3. Set up company profile
4. Do 2-factor authentication (only for multi-user)
5. Sign the contract
6. complete seller profile
7. Enter shipping and returns information
8. Enter payment information
9. Start legitimation process by SolarisBank
10. start legitimation check by OTTO payment service provider
11. check of your german sales tax identification number (automatically)
12. Click "Start now"

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 successful registration, you will receive an automatically generated e-mail 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

Open the link in your e-mail. OTTO recommends a desktop computer and the browsers Apple Safari, Google Chrome, Microsoft Edge or Mozilla Firefox for using 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).

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.

Set up company profile

In order 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.



Valid German legal forms: AG, sole proprietorship without trade registration, e.K., GbR, GmbH, GmbH & Co.KG, GmbH & Co.KG&A, KG, KG&A, OHG, SE, UG (limited liability).



Unfortunately small businesses (Kleinunternehmer §19 UStG) can not 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.

2-factor authentication

The most important information briefly:

- **Additional account protection** that ensures the security of your data.
- At the **first login** you have to **configure** a second factor
- At every login you have to 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 logging into the partner portal is the same person on whose device the authentication app has been configured.

Procedure

First, the usual login to the partner portal takes place using your login data. **Each time you log in, you must authenticate yourself with a second factor** after entering your login 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 logging 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.



If you still have any problems logging in after successful configuration, please contact support@otto.market.

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

Conclude contract

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

- **Company headquarter** 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 in order to be able to sell on OTTO Market.

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

- **Declaration on Sustainability** - includes the "amfori BSCI Code of Conduct" as well as essential requirements for ethically correct actions,
- **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).

In addition, there is a separate **"Payment Services Agreement"**. This is necessary so that OTTO can handle customer payments for you. This contract is signed between you and **Hanseatic Bank**. As soon as you accept the " Terms & Conditions " and the "Payment Services Agreement", you **can sign the contract online**.



From mid-May 2022, the transfer to the new OTTO payment service provider will begin. This will create the basis for the future standardization of the payment processes in the OTTO app and on the OTTO website and offer you as a partner and our joint customers attractive process improvements, such as the shortening of payment periods. You can find more information on this in the OTTO Partner Portal. There will be no extra barriers for you as a new partner.

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

Start your legitimization process



Please note: **The contract is subject to a positive legitimization process.**
Upon conclusion of the contract, 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 help desk articles under "Legitimation process".

For the legitimization 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.

Do you have everything together? Then you can start the legitimization check via the partner portal. You will be automatically redirected to a new page of our partner - **solarisBank**.

SolarisBank is responsible for the legitimization process for OTTO. Please follow the instructions provided by solarisBank. For the result of the legitimization check, solarisBank needs **several days**. As soon as the verification is completed, you will receive an e-mail and can view the result in the partner portal.

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 at the partner helpdesk.
- Returns - What information does the customer need from you to return an item to you? You can find a more detailed explanation at the 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 located in the **European payment area (SEPA)**.

Complete seller profile

Enter more information about your seller profile here.

- **Imprint** – Who is the seller?
 - Seller name (please do not use domains)
 - FSC® certification number
 - LUCID registration number
 - Request for return of old (technical) equipment
- **Privacy policy** - Do you want to add something to OTTO's privacy policy?
- **Contact and advice** - How can we get in contact with you?



Data that you enter here can be changed under your profile. Email addresses are excluded.

Products

Note: Unfortunately, at the moment 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 500x1000 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, offwhite, 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.

Labeling sustainable products

It is possible to label sustainable products with a "Sustainable" badge. Further information on this can be found in the helpdesk: "**Labeling of sustainable products**" and "**CO2-neutral shipping at otto.de**".

Orders

It is possible to arrange orders via the API as well as the manual user interface (UI) directly in the partner portal.

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 may 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.

Examples:

- 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 in Holland, 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.

Outbound	Return
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 located 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 14 days after receipt of the shipment.

If you have to send the return label to a customer by mail, the postage will not be paid by OTTO. With the carrier Hermes, customers can already return the package without a printer, using a QR code. Work is already underway to introduce this function to the other carriers as well.

 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 have to 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".

Receive returns

The customer can return the delivered orders up to the end of the return period of **14 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 returns information under "My account" on otto.de under Shipping and returns information.

As soon as you have received a return, please send us the status of the return delivery **within 48 hours** (SLA compliance). After confirmation of the return, OTTO will initiate the credit note for the customer.

 **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

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 uniform 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 according to the technical capability of the marketplace activity. 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.

Settlement of the commission

For our brokerage services OTTO will charge you a standard commission based on your assortments (product categories). The commission is calculated on the gross sales price. The net commission will therefore be charged to you plus 19% VAT.

A commission is also charged on shipping costs. This amounts to **15%** plus VAT by default. This will be charged in the same way as the partner commission.

The commission amounts invoiced to you will be settled by OTTO on the **due date** (after 30 days, always on Thursdays) with the amount on your settlement account. If, prior to the due date of the commission invoice, customer returns have been received by you, the invoice correction will be taken into account before being posted to your clearing account.



No bank transfer is necessary

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

You will receive a **payout** from your clearing account **once a week**. OTTO always instructs the payout **on Thursdays**. The payment will be made to the bank account you have specified in the payment settings.

The amount paid out, which is always consolidated for one week, results from the credits and debits due on your clearing account. Credits and debits that are not due are not taken into account in the disbursement. For example, sales revenue payouts are due no earlier than 31 days to allow for clearing on the clearing account in the event of a return. It takes a maximum of 37 days from confirmation of dispatch to payment.

For each payout you will also receive a **detailed documentation** of your payout by e-mail.



The amount paid out results from the credits and debits due on your clearing account, which is always consolidated for one week. Credits and debits that are not due are not considered in the payout.

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.

Billing of shipping costs

You determine the **amount of shipping** costs by entering them in your partner portal. If you offer **freight forwarding (palletised shipping / two-man handling)**, you can add this **surcharge** to the standard shipping costs.

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

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

Shipping costs will be fully refunded only if all items of an order are 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. return of shipping items and products with standard shipping), please visit the Partner Helpdesk under "**Billing of shipping costs UI/ API**".

Analysis

In this section of the partner portal, we provide you with interesting key performance indicators (KPIs) about your offer and your sales on otto.de.

On the overview page, you can already see the first KPIs relating to your **controlling, store performance, product data quality, logistics and individual analysis**.

Services

To increase your visibility on otto.de, we have developed various services to conveniently book via the OTTO Partner Connect 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 in the OTTO Display Network

- 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 for the OTTO Display Network 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 your OTTO Partner Connect in the service module.



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

Customer communication

In addition to sending your customer inquiries to the e-mail 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 e-mail.

As soon as you answer an inquiry, your reply will be forwarded directly to the customer's e-mail 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
- legitimation 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.

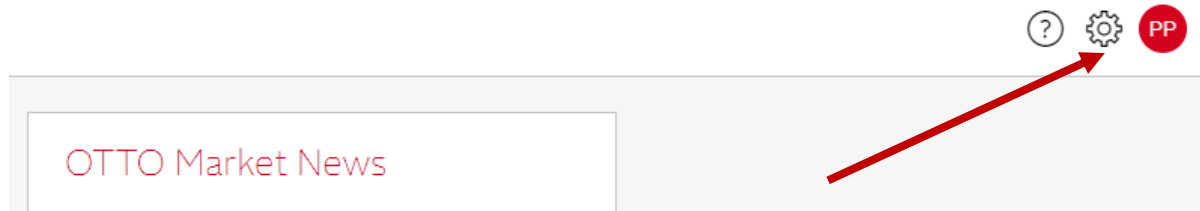
If there are any changes after onboarding, please post a ticket with your change request.

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

- generate return labels for parcel goods,
- 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.

In case your clearing account ever has a **negative balance**, OTTO requires a SEPA direct debit mandate from you to clear the balance. To do this, please confirm the corresponding checkbox.

A negative balance can occur if a debit arises from a return after a payment of your credit on the clearing account. Should this occur, you may request a refund of the debited amount **within eight weeks**, beginning on the date of the debit. The conditions agreed with your credit institution apply.



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

User administration

In the partner portal you have the possibility to **edit your profiles**. Via the user administration you have the possibility to individualize the access rights of all users.

A distinction is made between **full access**, i.e. with all rights associated with 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.

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 mail and must first assign a new password.

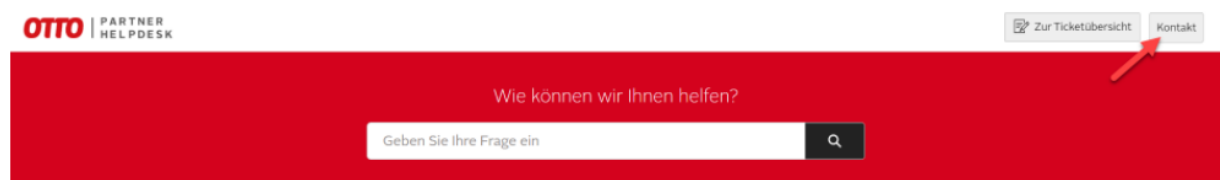
You can then authenticate with the API user and access the API endpoints shown above.

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 **data 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**.

Important information about OTTO Market - stay up to date!


Would you like to receive all the latest news and important information about OTTO Market and never miss a single thing?

You will find the [newsletter registration](#) in our partner portal OTTO Partner Connect directly on the start page. You will receive regular news from us via our partner portal OTTO Partner Connect, such as new functions or changes, but also information about technical updates or newly activated assortment groups. You will also receive information about promotions on otto.de and new services for marketing your products.

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, in order 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

 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 is 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.