jet

SELLING ON JET.COM

GETTING STARTED GUIDE

Partner.jet.com

What is Jet?

Jet is a next generation e-commerce marketplace that gives members a better way to better prices. Jet Members will have access to millions of items from trusted Retail Partners.

Jet is a retailer-friendly marketplace focused on empowering both Jet Members and Jet Retail Partners to create a mutually beneficial shopping experience. Jet uses a dynamic pricing engine to match each shopper's cart to the optimal retailer for each transaction.

Rather than asking shoppers to select a retailer to fulfill their products, Jet uses its pricing algorithm to select the optimal retailer for shoppers depending on a variety of factors, such as basket size and location. A portion of commissions are passed through to shoppers as savings, driving great value for our members.

Requirements to Sell

Jet's third-party Retail Partner Team considers several factors when reviewing applications. Approved retail partners will abide by our Agreement & Policies and can meet the below Retail Partner Requirements:

- Authorized reseller of approved Jet products (Right now we do not sell used or refurbished items or prohibited products)
- Able to fulfill orders from fulfillment locations within the contiguous 48 United States.
  - We are not yet selling internationally
- Have a valid, 9-digit United States Business Tax Identification Number. (Note that sole proprietors can provide their SSN in lieu of a tax id).
- Compliant with Jet's Trust and Safety standards
- Capable of fulfilling orders to Jet Members within 5 business days of purchase.
- While it is not a requirement for selling on Jet, previous success on other e-commerce platforms is a plus!

Integration

What's an API?

The JET API is a set of routines and protocols that has been set up for retailers and will be the method by which you list products, accept orders and send us tracking information. Retailers who wish to sell on Jet need to have a developer or a technical resource from their business to set up this up. The routines and protocols are put to the test in our **"TEST API"** phase of the account set up where all the calls that are needed to integrate are tested. Once the "test" is passed we will give you access to the live environment.

We do not offer a *"seller central"* portal that allows you to add excel files, create listings, ship orders, and process returns. Everything needs to come through the JET API. Check out the Jet Developer Portal for all the details your developers will need to connect with the Jet APIs.

Jet does not currently support any manual file upload for inventory management. However, Jet does have a file upload API and supports JSON file uploads via this API.

Options to Integrate

If a retailer cannot currently integrate with Jet directly via API through their own developers, we also offer connection to the Jet platform through integration partners. Feel free to explore our [Preferred Partner Integration Program](#) featuring the following integration partners:

Premier Integration Partners	Preferred Integration Partners	
ChannelAdvisor	GeekSeller	SolidCommerce
CommerceHub	Zentail	SellerActive
	SellerCloud	CoMerchant
	Slick Central	Sweet Valley Venture
	Teapplix	4PSite
	ListingMirror	FarApp

(*Jet is not responsible for the representations and actions made by 3rd parties. Retailers should evaluate each vendor based on their business needs and enter independent relationships with such vendors).

What is needed to list a SKU?

Jet requires that Retail Partners provide information for each item listed on Jet.com and encourage our Retail Partners to provide as many data fields as possible to ensure a positive consumer experience and to ensure products are listed quickly and to improve the quality of listed products. The following are always required:

- Merchant SKU (the Retail Partner's unique identifier)
- Unique IDs (ISBN, UPC, EAN, etc.)
- Product Title (≤ 500 characters)
- Product Image (Formats: .jpeg; Size at least 40,000px and at least 150px on each side)
- Multi-Pack Quantity
- Brand
- Item Price
- Inventory
- If SKU is in the Clothing & Shoes category node (9000000), attributes are required.

If the product does not match an existing item in the Jet Catalog, the following additional fields are required and indication of these required fields is communicated through the Jet Partner Portal:

- Jet Browse Node ID
- Product Description (≤ 2000 characters)
- Shipping Weight (if shipping rates are set per pound)

In order for Jet to list products there are certain necessary attributes. In the Partner Portal SKUs that are listed under "Attribute Data Required." are products that Jet does not have enough existing information to list, and you may need to provide the additional attribute data before your product can be listed.

For more information on listing SKUs, please check out the [Product Listing Reference Guide](#) to help aid your understanding of the Do's and Don'ts of listing items on Jet.com.

Prohibited Items*

As Jet continues to build a curated assortment geared towards its target customer, there are some products that we prohibit the sale of on the Jet Marketplace. Illegal, unsafe, offensive, or highly regulated items may be prohibited. Jet reserves the right to prohibit any item that does not meet Jet's vision for the Jet Marketplace. Furthermore, Jet prohibits the listing of the following:

- Anything illegal
- Alcoholic beverages
- Live animals
- Automobiles
- Currency, Coins, or electronic delivery Gift Cards
- Drugs or controlled substances
- Explosives
- Hazardous chemicals
- Human body parts
- Weapons, guns, gun parts, or ammunition
- Many medical goods
- Real Estate
- Recalled Products
- Stocks and other securities
- Tobacco

*This is a live list and subject to change at Jet's discretion.

Unified Product Catalog

Jet will maintain a unified catalog, presenting only one listing per product, designed to declutter Members' shopping experience. The listing detail is maintained by Jet and will leverage your product information to build the catalog.

When a member searches for a product on Jet and views a listing, there is no associated retailer indicated on that listing. The retailer that will fulfill the order, based on the optimal economics for the member's transaction, will only be confirmed once the member is finished shopping. Only upon checkout will the member be shown the retailer(s) selected to fulfill the order because the retailer(s) will only be determined once the shopper's basket is complete.

Selling

Orders

Jet first receives every order and then transmits that order and shipping information via API to the Retail Partner selected for fulfillment. The order will first be in a created state for 30 minutes while Jet does a fraud check, after which it will move to the ready state. Once in the ready state, the Retail Partner should acknowledge the order.

In order for the Retail Partner to earn credit for the sale, the Retail Partner must notify Jet when the product has been shipped and provide all shipping and tracking information to Jet via API.

Please ensure that all SKUs in the original order are accounted for across one or many shipped messages. Tracking numbers need to be unique for each shipment.

Returns

Jet Members have the right to request product returns at no additional charge within 30 days after the initial delivery date. At this time Jet does not process exchanges, only returns and refunds.

In order to exercise this policy the returned item must meet the following requirements:

- The item is not on Jet's list of Non-Returnable Products and Product Categories.

- The item must still be like new, in the original packaging and with the original tags still attached.

The Jet Returns Process

1. Member initiates return.

2. The retail partner will need to poll for created returns through the API.

3. Jet will generate a return shipping label. Jet will use a returns hierarchy to determine which returns location shows up on the label (see here for more information). In addition, that label will include a return ID (see here for more information).

4. Retail partner receives the returned item and validates the legitimacy of the return. Once they've done so, they'll send an API message indicating the return is complete.

For returns of undamaged/non-defective items:

It is expected that retail partners mirror their existing return shipping cost policy on Jet. If return shipping is free whether by policy or common practice, then the retail partner is expected to pay for return shipping costs. For retail partners that do not offer free returns, Jet will cover the cost of shipping.

For returns of damaged/defective items:

If a return was requested due to an error made by the retail partner, Jet will charge the retail partner a return charge for the return, typically equal to the cost of the return shipping label.

If upon receiving a return, you believe there is a reason that the return charge should not be charged to you, you may indicate this via API and provide Jet with a reason for why you dispute this charge. Your explanation must be consistent with fair expectations and the spirit of the marketplace. Jet reserves the right to adjust the refund amount if appropriate.

The Rules Engine

Retailers can control their competitiveness and margins by adjusting their commissions in the Jet Rules Engine. By using the Rules Engine, you are able to modify your offer to be more competitive for the orders that are most profitable for you.

The Rules Engine allows you to indicate how you wish to modify your offer based on three different factors: shipping zone (i.e. distance from fulfillment center), order size, and item returnability.

- **Shipping Distance Rules:** Be more competitive in winning orders that are closer to your fulfillment nodes and therefore have lower shipping costs
- **Basket Building Rules:** Encourage shoppers to build bigger baskets
- **Waive-Returns Rules:** Incentivize shoppers to reduce the frequency of product returns

Shipping Distance Rule

The Shipping Distance Rule enables you to increase your competitiveness and control your profitability by modifying your commissions.

Retailers can make these modifications based on the distance between your fulfillment center and the customer placing that order.

Shipping Distance Rule
Attract orders near your fulfillment centers
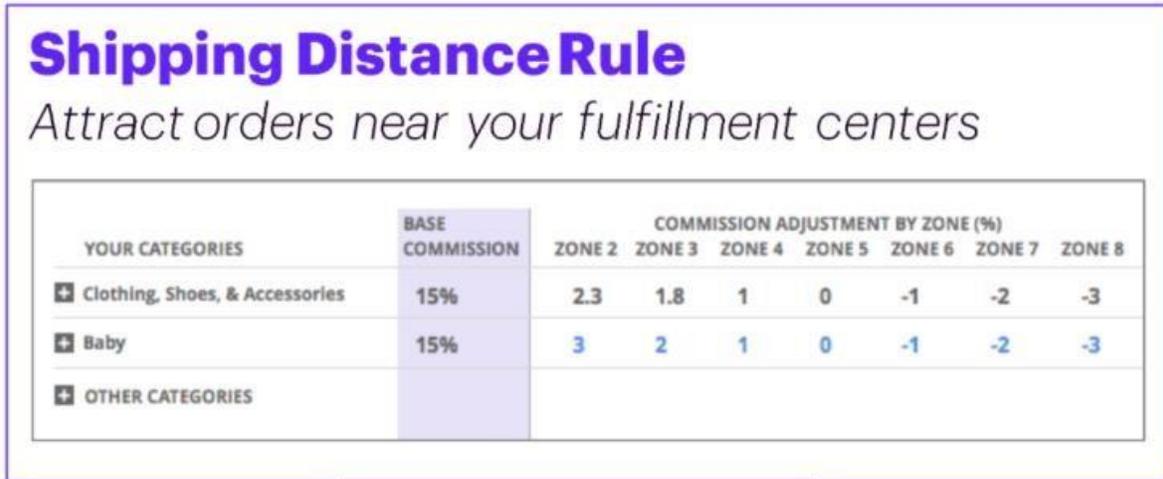
YOUR CATEGORIES	BASE COMMISSION	COMMISSION ADJUSTMENT BY ZONE (%)						
		ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8
Clothing, Shoes, & Accessories	15%	2.3	1.8	1	0	-1	-2	-3
Baby	15%	3	2	1	0	-1	-2	-3
OTHER CATEGORIES								

Basket Building Rule

The Basket Building Rule enables you to modify your commissions, and therefore your economic offer, on orders based on the number of items in the basket and/or the total basket value.

You can create customized order size ranges based on dollar value and/or minimum number of units and assign a commission adjustment for each range.

The basket building rules are reflected in messages in the shopping experience that encourage customers to build bigger baskets. To learn more about the Basket Building Rule, **click here.**

Waive Returns Rule

The Waive Return Rule enables you to modify your economic offer via commissions on orders where the customer waives their right to return items.

The Waive Returns Rule is reflected in an additional savings opportunity that is presented to the member when they add an item to their cart.

The Rules Engine includes a Returns Commission Calculator to help you determine commission adjustments. You can use the commission calculator to determine suggested returns commission adjustments for each category. To learn more about the Waive Return Rule, **click here.**

Fulfillment

Fulfillment Options

Jet Retail Partners have the option to fulfill orders from their own fulfillment centers or from third-party drop shippers. Retailers will be able to choose specific operational settings for each of the fulfillment centers they setup. **NOTE:** *Jet does not offer fulfillment services on behalf of retailers.*

Jet Partner Performance Program

New Seller Performance Standards have been implemented to ensure an excellent customer experience on Jet.com.

What are the new Seller Performance Standards?
- All Sellers should maintain an Order Defect Rate (ODR) of 2% or lower to meet the minimum Seller Performance Standards. The ODR is the number of orders with any defect divided by your total number of POs. If you'd like to learn about what metrics are taken into consideration for the ODR, you can head here.
- Sellers will be given a 60-day grace period to adhere to the new standards, unless they are committing egregious violations of these policies.

ODR Rate	Compliant with Standards	Recommendation
0% - 2%	Yes	Keeping doing great work!
2% - 6%	No	Proactively address metrics causing defects
Above 6%	No	Address metrics causing defects to prevent account suspension

In addition to the above, the following performance metrics will also be used to review the account health:

Metric Name	Required Compliance
On Time Acknowledgement Rate (w/in 15 mins; 100% in 2 hours)	>99%
Order Processing Time (within 24hrs)	>99.3%
Valid Tracking Rate	100%
Inventory Update Frequency (Send SKU-level inventory update minimum every 24 hours)	N/A

Shipping

Shipping Rates

The shipping rates you set in your Retail Partner Portal (or using the Shipping Exception method via API) are used in conjunction with your item prices and commission settings to determine the Retail Partner with the best overall economic value for a specific order. Retailers have the option to indicate either general shipping levels, or specific ship methods.

There are two methods for setting shipping rates for an individual FC: 'Price banded' and 'per item or per pound.'

The $35 threshold offered to Jet Members for free shipping will not affect the prices you have set for the individual items you sell on Jet or the shipping rates you have set for your fulfillment centers.

Similarly, the charge of $4.99 for orders under $35 will not affect the outcome of the retailer chosen to fulfill an order, and will not affect the amount a retailer is compensated for fulfillment of that order.

Shipping Exceptions

Shipping rates can be set at the SKU level with the Shipping Exceptions method via the Product API.

The Shipping Exceptions method provides our Retail Partners with the ability to configure shipping exceptions by SKU. This feature includes the ability to define what shipping level, carrier, or method is to be used to ship a specific SKU when an order is placed.

Additionally, an extra charge to normal shipping rates set in the Retail Partner Portal may be applied to a SKU or the normal shipping rates can be superseded when the customer places an order.
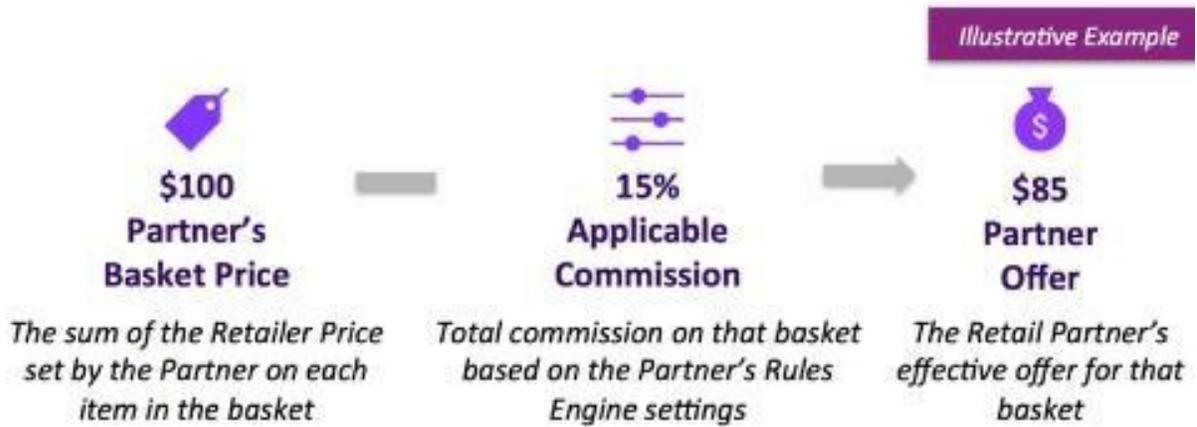
Check out the section on [Defining Shipping Exceptions](#) under the Products section of API Explanations in the Jet Developer Portal for instruction on field definitions and required fields for the Shipping Exceptions method.

Settlement

How do Commissions work on Jet?

For any item sold on Jet, the commission rate = a Base Commission Rate based on the item category + Commission Rate Adjustments made in the Rules Engine = the Applicable Commission Rate.

A portion of the Applicable Commission Rate is passed back to the Jet Member placing the order as Jet Member Savings. Ultimately, a Retail Partner's offer on a basket of goods is a result of both their pricing and their applicable commission.

Illustrative Example

$100 Partner's Basket Price
The sum of the Retailer Price set by the Partner on each item in the basket

15% Applicable Commission
Total commission on that basket based on the Partner's Rules Engine settings

$85 Partner Offer
The Retail Partner's effective offer for that basket

Commissions

All Base Commissions on the Jet Marketplace are 15% unless explicitly noted in the table below.

Jet Category	Product Examples	Base Commission
Apparel & Accessories	Activewear, coats, jackets, dresses, jeans and accessories	• 17% - All
Appliances	Large and small appliances, appliance parts and accessories	• 15% - Portion of the Retailer Price <= $300 • 8% - Portion of the Retailer Price > $300
Automotive Parts & Accessories	Tools, equipment, oils, tires, wheels	• 10% - Tires and wheels • 12% - Powersports & other automotive parts
Electronics	TV's, audio, office electronics, computers	• 6% - Personal computers • 8% - All other electronics
Electronic Accessories	Cameras and photo, cords, cables, remotes	• 15% - Portion of the Retailer Price <= $100 • 8% - Portion of the Retailer Price > $100
Jewelry	Bracelets and charms, earrings, necklaces, rings, sets	• 20% - Portion of the Retailer Price <= $250
Industrial and Scientific	Raw materials, occupational products, service equipment	• 12% - All
Shoes	Boots, booties, espadrilles, sneakers and athletic	• 18% - Portion of the Retailer Price > $75
Tools & Home Improvement	Hand and power tools, hardware, measurement devices	• 12% - Base equipment power tools • 15% - All other tools & home improvement

Payment Calculation

At a given point in time, your account with Jet will contain credits (amounts owed to you by Jet) and debits (amounts you owe Jet). The components of this account balance are as follows:

- *Amounts owed to you* = cumulative Retailer Price of items sold to Jet for resale to Jet Members.

- *Amounts you owe Jet* = commissions, monetary incentives offered by Retail Partners via the Jet Rules Engine relating to a sale, refunds and return shipping costs if applicable.

For items sold, the date at which the sale of the item is recognized is the shipping confirmation date. This date is also the moment at which any commissions are calculated and recorded for a given transaction.

Payment Remittance Process

Jet operates on a weekly settlement basis. Upon the conclusion of a given week, Jet will reconcile the amounts due to you and remit the balance to the bank account provided in the Partner Portal. This balance transfer will be sent via Automated Clearinghouse (ACH)

Settlement weeks are start at 12:00 am UTC on Saturday and end at 12:00 am UTC on the following Saturday. ACH Payments for that week will be sent the following Thursday and available the next business day.

Refund Settlement

If Jet refunds money to a Jet Member for a return or refund, Jet will debit the Retail Partner account for the amount originally credited to the Retail Partner. In addition, Jet will also debit your Jet account for return shipping costs that are deemed your responsibility (if any).

Unlike other major marketplaces, for refund amounts debited against your account, Jet will also refund back to you the commission fee originally charged on the refunded amount.

If you accept the return to your fulfillment center, but do not believe the full amount requested should be refunded to the Jet Member, you may provide Jet the amount you feel is appropriate and an explanation of your reasoning. Jet may accept or adjust the lesser refund amount provided by the Retail Partner.

Communication with Jet

Customer Service

Jet Member Services serves as the single point of contact for all Jet Member support needs, including shipping, return, or refund related questions. Jet Retail Partners should not communicate with Jet Members directly, which takes the burden off of retailers and ensures a consistent customer experience for our Jet Members.

Jet Retail Partners will receive information about Jet Members and related third parties to complete sales transactions. However, Retail Partners may use this Jet Member personal information only to fulfill their obligations as a retailer for specific orders

NOTE: For Retail Partners to get in contact with the Jet Heads, we are available at your convenience through the **partner.jet.com support request form** and from **9am to 9pm EST at 1-844-JET-SELL.**

More specifics about selling on Jet.com can be found in the [Retail Partner Agreement and Policies.](#)

Jet Gifting Policy

At Jet, we truly value our Retail Partners and the relationships we build while working with them. To help reinforce our commitment to saving people money, we're now asking partners to skip sending us gifts, and instead, pass those savings on to our customers.

Our relationships with our Retail Partners are critical to Jet's success, but Jet employees cannot accept gifts from retailers. Besides, we already know that with your collaboration and cooperation that we make a great team.

If you feel inclined to express your thanks, please put your money towards passing savings down to our customers. We thank you for being a part of the Jet family.