



MYER

MYER MARKETPLACE
ONBOARDING GUIDE

 **MIRAKL**

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SETTING UP YOUR STORE

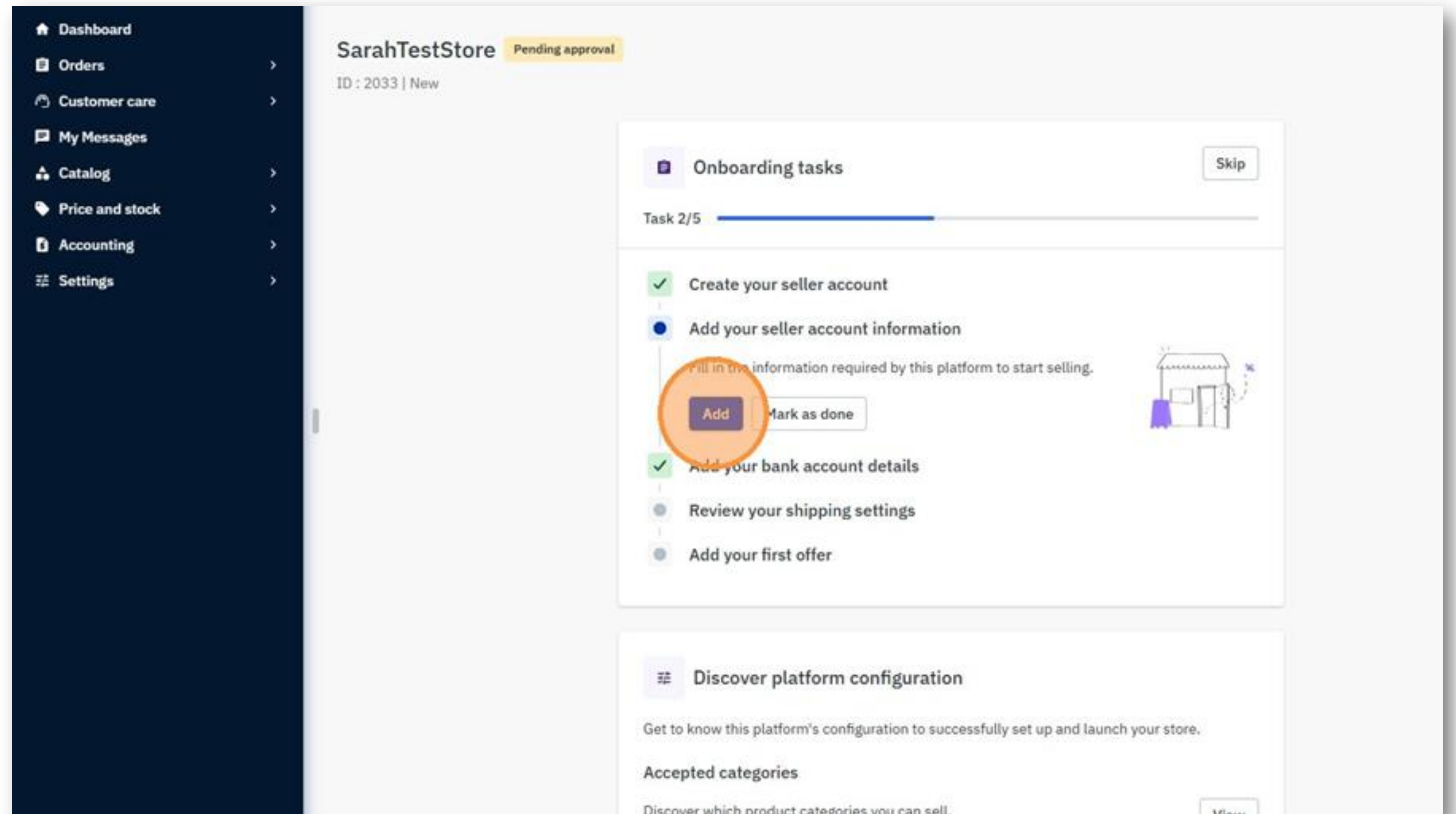
SETTING UP YOUR STORE

First, you will need to finish setting up your store if you have not already done so.

Trouble logging in? Visit <https://myerau-prod.mirakl.net/login> to get started.

If this is your first time logging in, you will be required to complete the 'Onboarding Tasks' from your store dashboard.

- There are 4 Tasks to complete initially:
 - Create your seller account (this has been done for you)
 - Add your seller account information
 - Add your bank account details (this may have already been added for you)
 - Review your shipping settings
- Click the 'Add' to get started

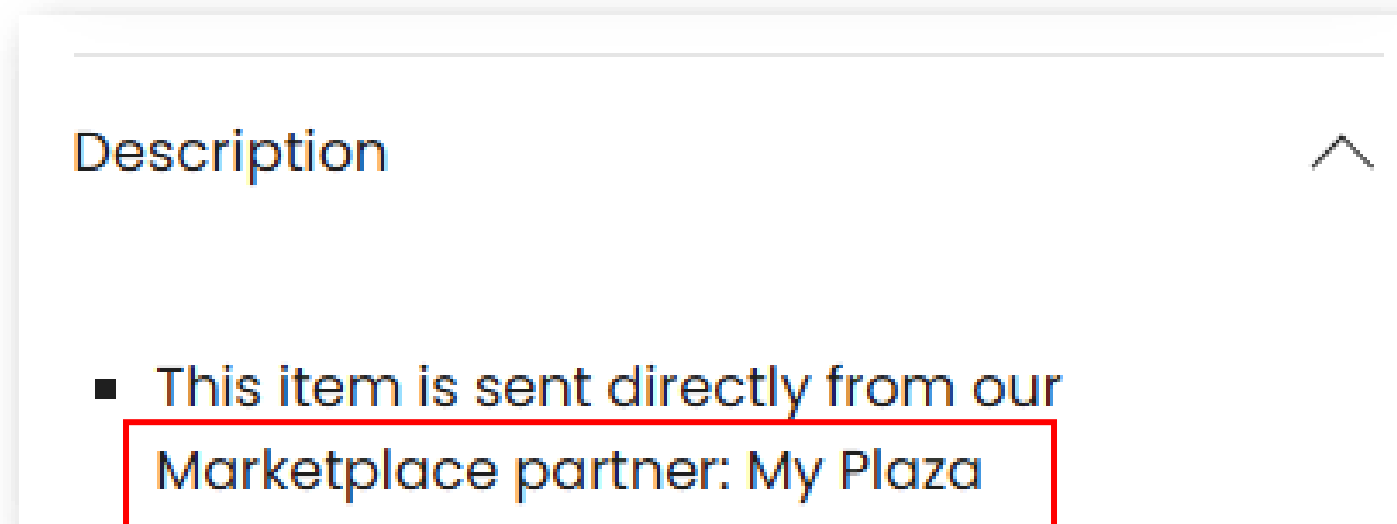


The screenshot displays the 'SarahTestStore' dashboard with a 'Pending approval' status. The left sidebar contains navigation options: Dashboard, Orders, Customer care, My Messages, Catalog, Price and stock, Accounting, and Settings. The main content area features an 'Onboarding tasks' section with a progress bar at 'Task 2/5'. The tasks listed are: 'Create your seller account' (completed), 'Add your seller account information' (current task, with an 'Add' button highlighted by an orange circle), 'Add your bank account details' (completed), 'Review your shipping settings', and 'Add your first offer'. Below this is a 'Discover platform configuration' section with a 'View' button.

SETTING UP YOUR STORE

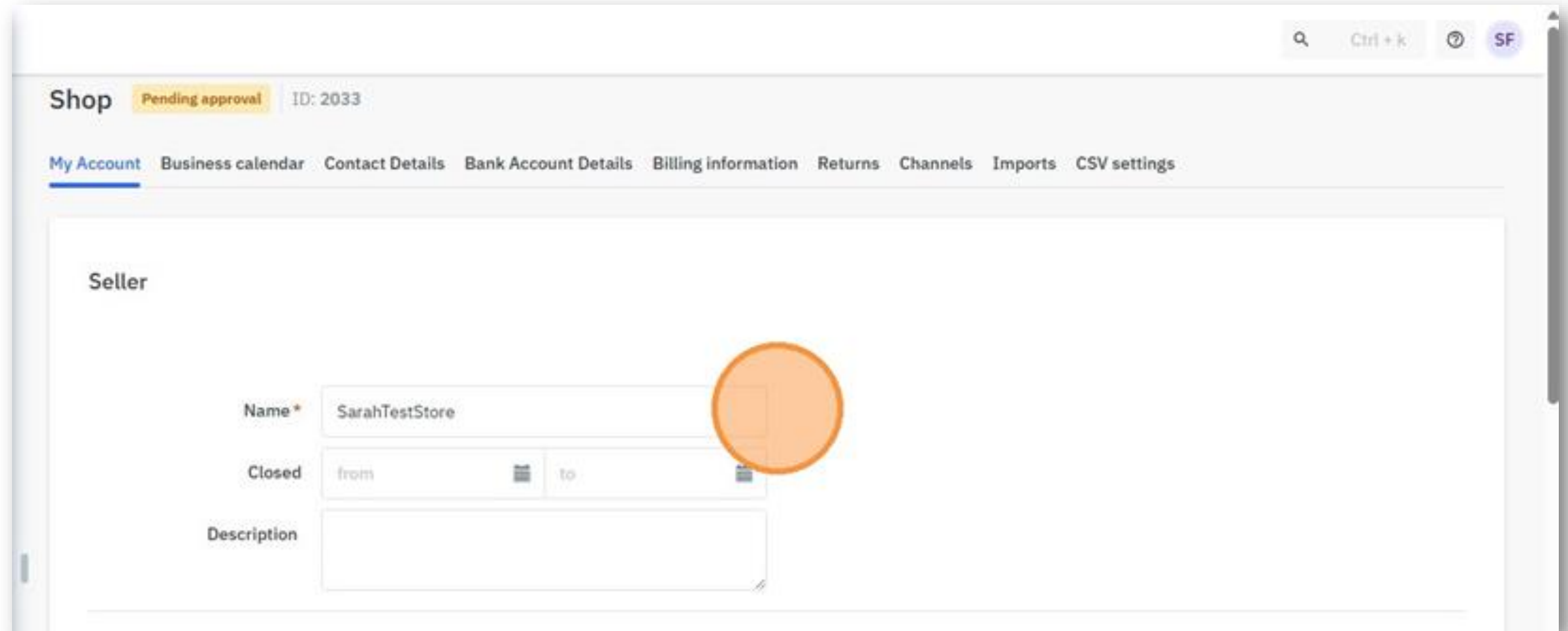
Under **My Account**, check the name of your store has been entered correctly.

Please note: Use the store name you want displayed on product description pages. It will appear on all products you list on the Myer Marketplace (as below).



Then, move on to **Additional Information** and complete the following:

- Return Phone
- Return Email
- Remittance Email
- Seller Bio
 - This should be a short description of the company – who you are, what you sell. Please limit this to 500 characters.



SETTING UP YOUR STORE

Complete the **Technical Specifications** details:

- Website Platform
- Preferred Integration Method

Then click 'Save'.

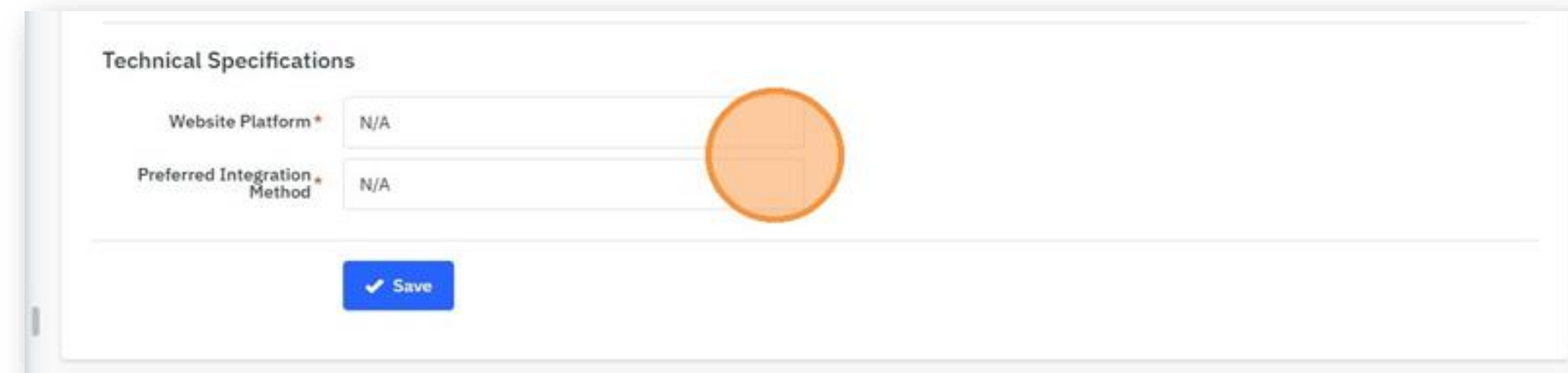
Please note: You are not required to upload any documents at this time. You also do not need to add a Logo or Banner.

Once this section is complete, you can now move on to **Business Calendar** where you will be able to set your business hours and load any holiday closures.

Under **Business days and hours** specify the days of the week your business is in operation and the opening hours.

Underneath your standard business hours, you will also be able to add any specific holidays for your business through the **Add** button.

Once this section is complete, you can now move on to **Contact Details**.



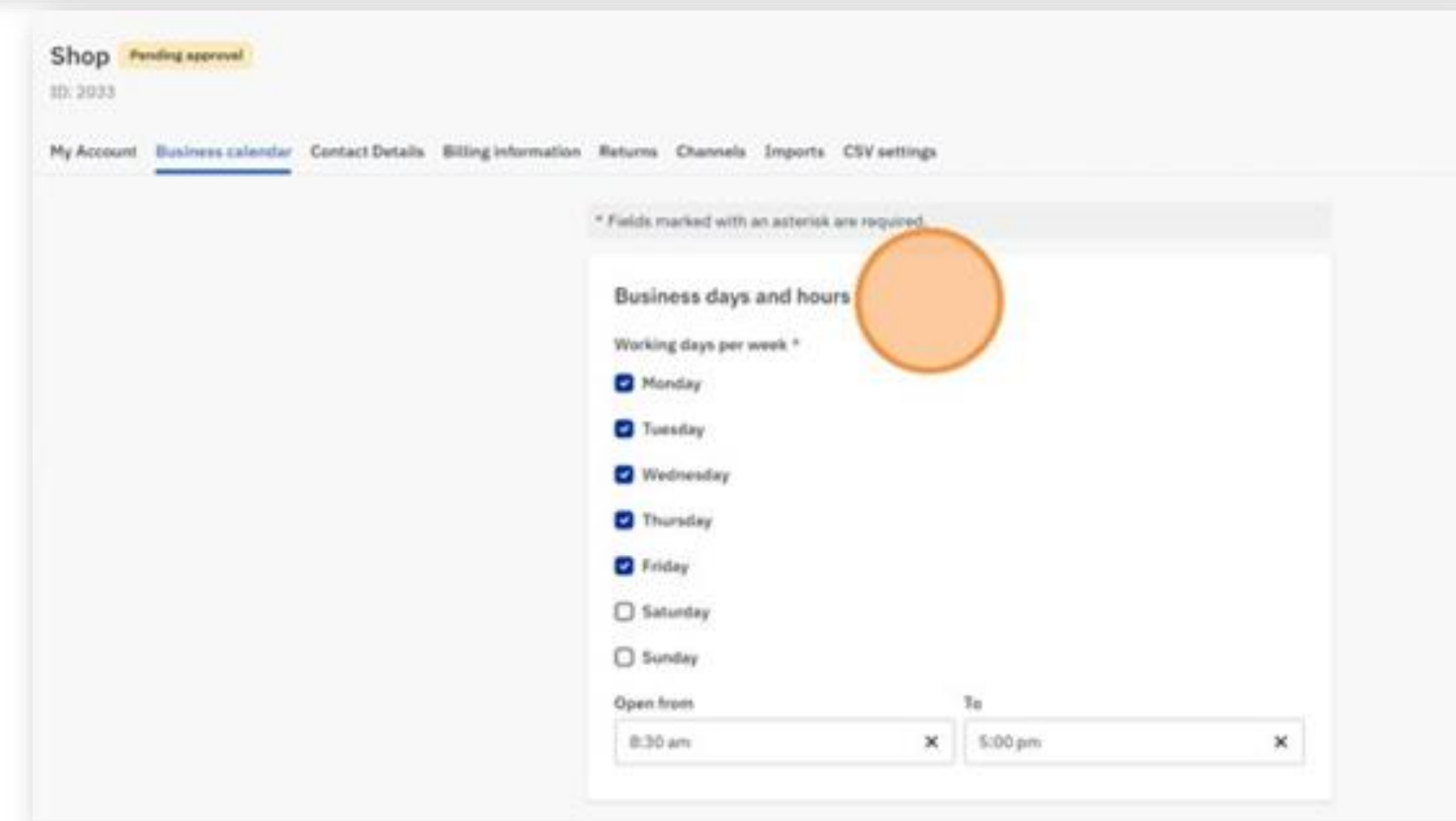
Technical Specifications

Website Platform* N/A

Preferred Integration Method* N/A

Save

This screenshot shows a form titled 'Technical Specifications'. It contains two input fields: 'Website Platform*' and 'Preferred Integration Method*', both with 'N/A' entered. A blue 'Save' button is located at the bottom right of the form. An orange circle highlights the right side of the form.



Shop Pending approval
ID: 2033

My Account Business calendar Contact Details Billing information Returns Channels Imports CSV settings

* Fields marked with an asterisk are required.

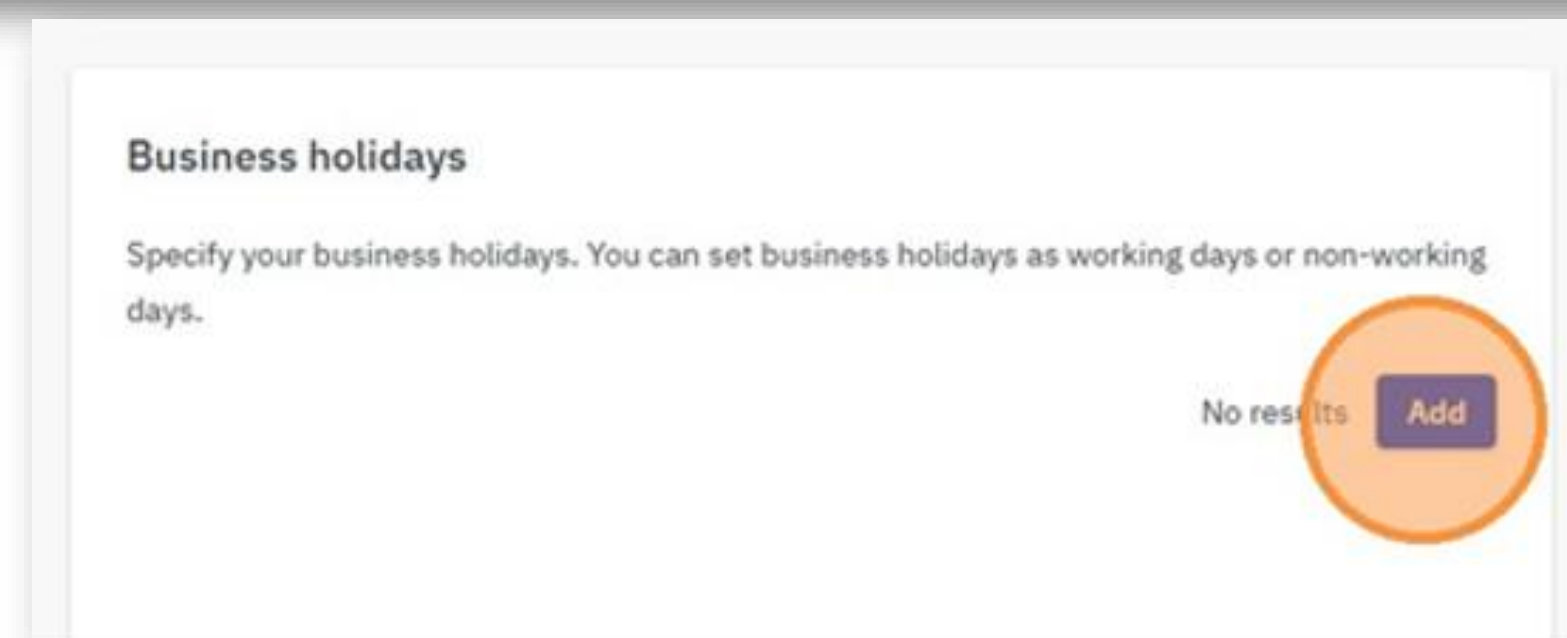
Business days and hours

Working days per week *

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

Open from 8:30 am To 5:00 pm

This screenshot shows the 'Business Calendar' section of a shop setup. It includes a navigation menu with 'Business calendar' selected. The main content area is titled 'Business days and hours' and contains a list of days with checkboxes. Monday through Friday are checked, while Saturday and Sunday are not. Below the list are two time input fields: 'Open from' (8:30 am) and 'To' (5:00 pm). An orange circle highlights the right side of the form.



Business holidays

Specify your business holidays. You can set business holidays as working days or non-working days.

No results Add

This screenshot shows the 'Business holidays' section. It contains a text input field for specifying holidays and an 'Add' button. The text 'No results' is displayed next to the button. An orange circle highlights the right side of the form.

SETTING UP YOUR STORE

Contact details for your account may have already been added, if so please check to ensure the right details have been entered.

If this information has not been completed, please fill out all fields marked with an *:

- Title
- First Name
- Last Name
- Email
- Address
- Postcode
- Suburb
- State
- Country

The screenshot displays the Myer Seller account setup interface. On the left is a dark blue navigation sidebar with the Myer logo at the top. The sidebar menu includes: Dashboard, Orders, Customer care, My Messages, Catalog, Price and stock, Accounting, Settings, Seller (highlighted), Shipping, Users, Catalog mapping, and Platform. The main content area is titled 'Contact Details' and features a breadcrumb trail: My Account > Business calendar > Contact Details > Bank Account Details > Billing information > Returns > Channels > Imports > CSV settings. A note at the top of the form states: '* Fields marked with an asterisk are required.' The form fields are: Title * (dropdown menu), First name * (text input), Last name * (text input), Email * (text input), Address * (text input, containing '1000 La Trobe St'), Address (continued) (text input), Postcode * (text input, containing '3008'), Suburb * (text input, containing 'Docklands'), State (text input, containing 'VIC'), and Country * (dropdown menu, containing 'Australia'). Two orange circles highlight the dropdown arrows on the Title and Country fields.

SETTING UP YOUR STORE

Your bank account details may have already been uploaded against your store, under the 'Bank Account Details' section. However, should you see any discrepancies in the details listed, please contact your **Marketplace Manager** to update these details.

If these fields are blank, please complete each field marked with an * - these details should match the bank statement you submitted as part of the onboarding documentation.

Please note: Any future changes that you attempt to make to these will suspend payments on your account. For any changes or updates required, please contact your account manager.

* Fields marked with an asterisk are required.

Bank Account Details

Bank account owner name *

Bank name *

Bank address

Postcode Suburb

Payment Methods
Australia BSB

BSB *

Branch code (6 digits)

Bank Account Number *

Account number (6 to 10 digits)

SETTING UP YOUR STORE

Under the 'Return' section, complete all the fields marked *:

- Address
- Postal Code
- City/Town
- State
- Country

Please note: This address will not be visible to customers.

The current process for returns for marketplace orders remains the same: Items can be returned to any Myer Store and we will arrange for them to be sent to your warehouse. This does not apply for selected sellers.

Once these details have been completed, return to your **Dashboard** and select **Mark as done** under the **Seller Account Information** section of your Onboarding Tasks.

ntact Details Bank Account Details Billing information **Returns** Channels Imports CSV settings

* Fields marked with an asterisk are required.

Return address

Complete the return address that will be communicated to customers.

Address *

Address (continued)

Postal code * City/Town *

State/Province/Region Country *
-- Select --

Onboarding tasks Skip

Task 2/5

- ✓ Create your seller account
- Add your seller account information
Fill in the information required by this platform to start selling.
Add Mark as done
- ✓ Add your bank account details
- Review your shipping settings
- Add your first offer

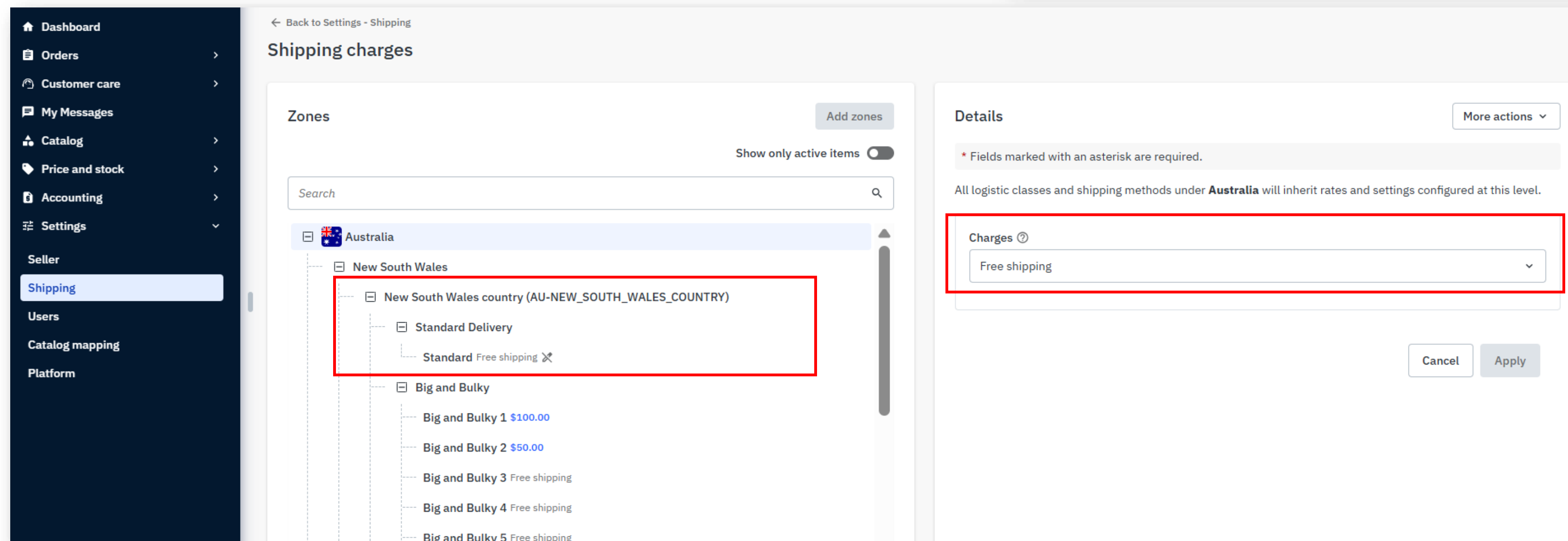
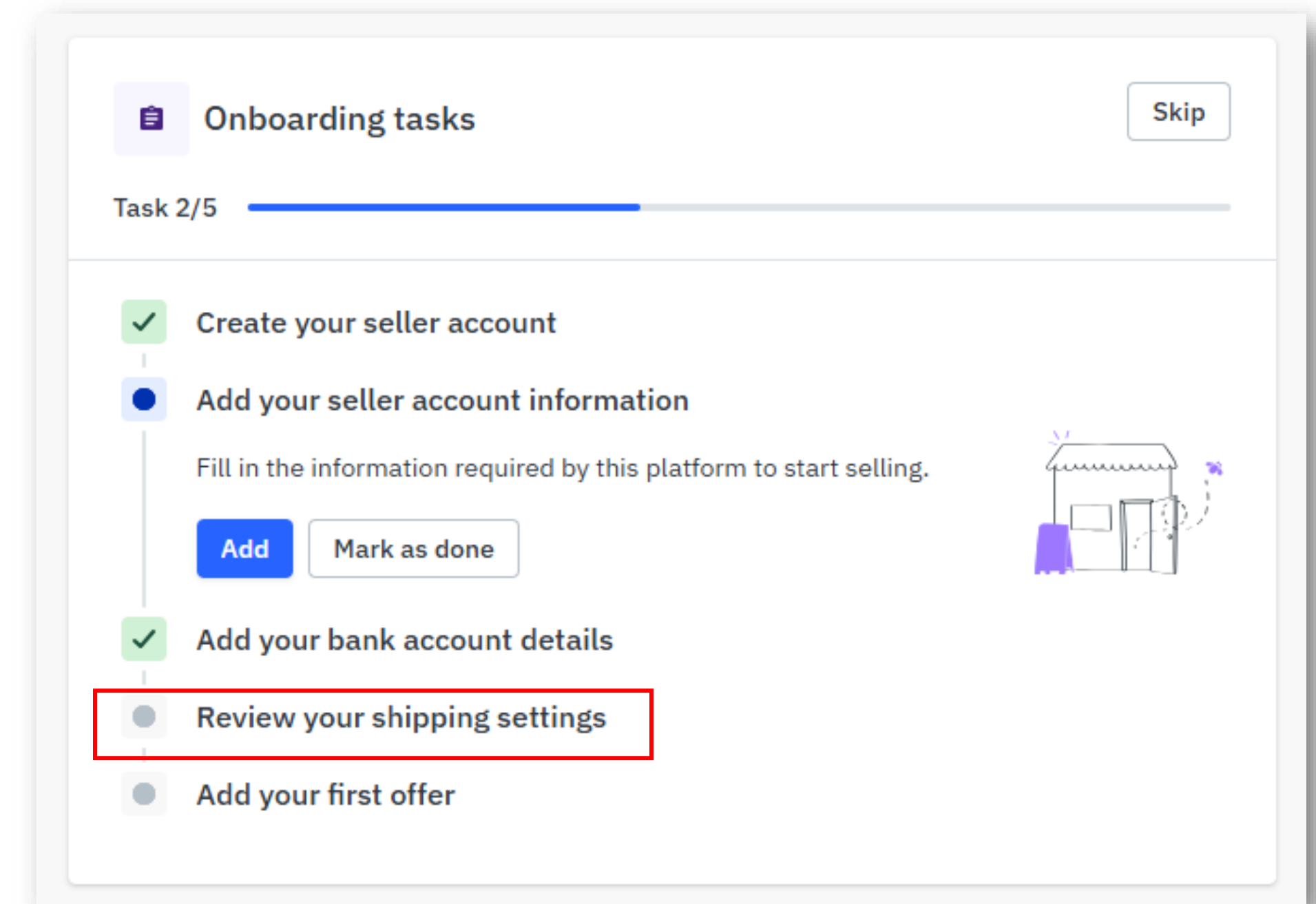
SHIPPING CONFIGURATION

SHIPPING CONFIGURATION

After completing the seller account information section of your set up tasks, you must then review your shipping settings from the dashboard.

Please note: All standard items must offer **free standard shipping** on all products sold on Myer.

For Big & Bulky items, you can apply additional shipping charges using the newly introduced logistics classes.



SHIPPING CONFIGURATION

← Back to Settings - Shipping

Shipping charges

Zones Add zones

Show only active items

Search

Australia

- New South Wales
 - New South Wales country (AU-NEW_SOUTH_WALES_COUNTRY)
 - Standard Delivery
 - Big & Bulky
 - Big and Bulky 1 \$75.00
 - Big and Bulky 2 \$75.00
 - Big and Bulky 3 \$75.00
 - Big and Bulky 4 \$75.00

Details More actions

* Fields marked with an asterisk are required.

Shipping charges and configuration for **New South Wales country - Big & Bulky - Big and Bulky 1.**

Charges ?

Fixed price

Initial price *

Additional price * ?

Cancel Apply

How to configure your shipping charges against a logistic class:

1. Select the Logistics Class based on the zone
2. Allocate your Charges based on the selection above
 - Initial price: the shipping fee charged for the first item in the order (for that zone/class)
 - Additional price: the extra shipping fee charged for each additional item in the same order.

SELLER DASHBOARD

SELLER DASHBOARD

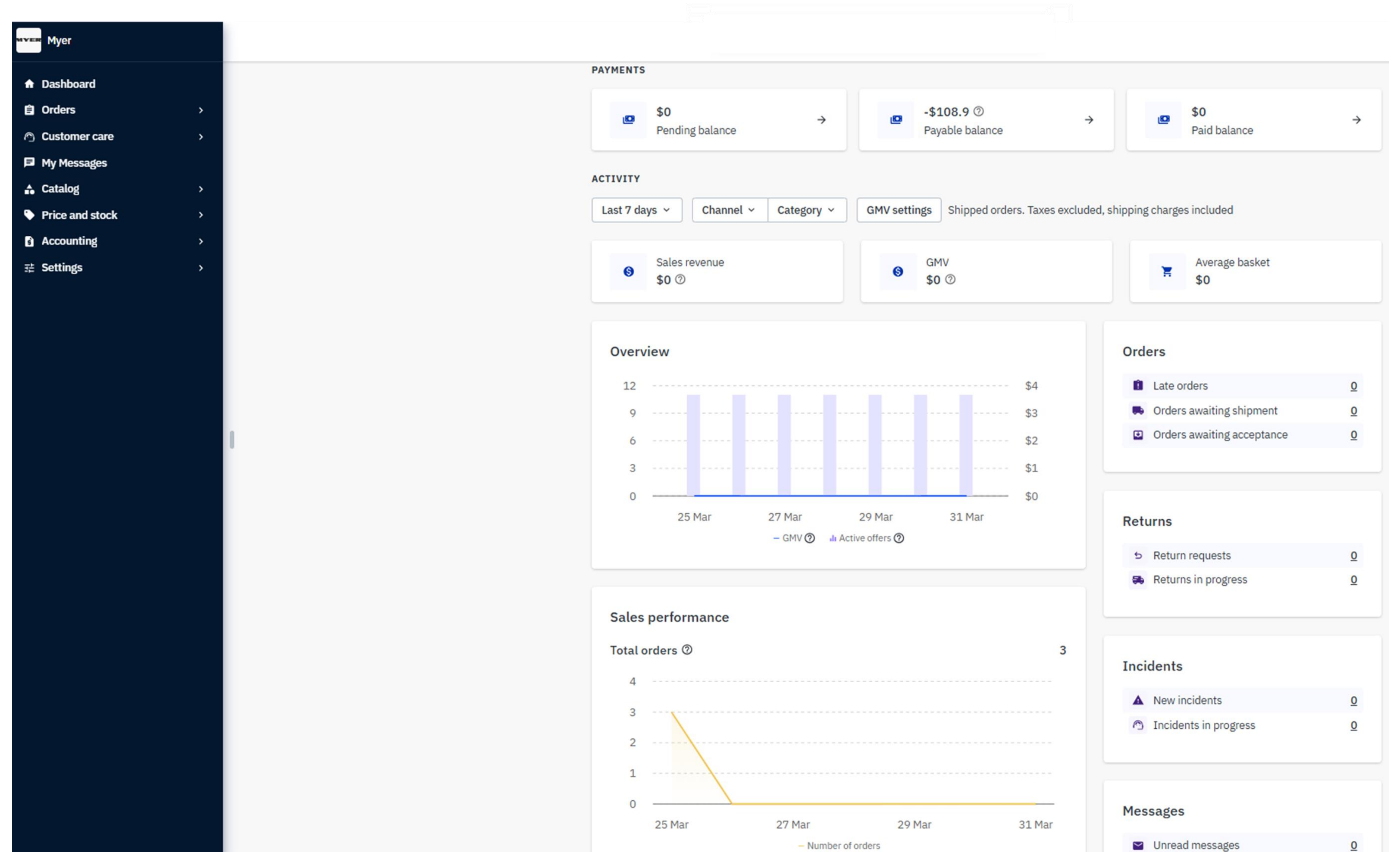
The **Seller Dashboard** provides sellers with important and useful information that can help you manage your stores efficiently.

It is divided into interactive cards displaying key metrics, with filtering options available to refine insights and a dedicated call-to-action section highlighting items requiring immediate attention.

The information in these sections is updated in real time.

Key Parameters

- Order Details
- Active Offers
- Sales Performance
- Top Performing Products
- Payments and Remittances



PRODUCT & OFFER IMPORT

PRODUCT & OFFER IMPORT

To enable product flow to MYER, products must first be available in your Mirakl account. You can connect to Mirakl in several ways, allowing you to import products and offers, as well as efficiently manage orders within the platform.

What product and offer import method is right for you?

Mirakl supports the main import methods, for both marketplace experts and companies beginning their journey in e-commerce

Choosing the right import and synchronization methods to manage inventory and sales

= Synchronized

	Manual	File	Semi Automation	Mirakl Connector	APIs	Aggregator
DESCRIPTION	Create products/offers manually, and manage orders directly from your back office.	Use files to upload product data information and offer information (price/stocks)	Set a protocol (FTP or HTTP) for Mirakl to fetch your product/offer files every hour.	Synchronize your offers (prices, stocks, etc) between your CMS to any Mirakl marketplace.	Automate any part of your marketplace activity using APIs provided by Mirakl.	Partner with an aggregator to synchronize tasks ranging from data updates to order management.
PRODUCTS	'Add one product' at a time	Upload product files (template or mapped file)	Update product information directly from your product file.	Product upload is usually uploaded on the back office through a file.	Automate the updates of your catalogue data directly from your system.	Automate the updates of your catalogue data directly from your system.
OFFERS	'Add one offer' at a time	Upload offer files	Update product information directly from your offer file.	Prices and Stocks are synchronized with your e-commerce.	Automate the updates of prices and stocks directly from your system.	Automate the updates of prices and stocks directly from your system.
ORDERS	Manage orders and shipments manually through the Mirakl back office.	Manage orders manually with possibility to update tracking URLs with file.	Manage orders manually with possibility to update tracking URLs with directly on file.	Manage your orders directly from your e-commerce.	Automate the order acceptance, shipping confirmation & tracking number.	Automate the order acceptance, shipping confirmation, tracking number, and invoicing.
Time						
Cost						
Relevancy	<20 products	20> products	20> products	Any size catalogue	Any size catalogue	Any size catalogue

PRODUCT & OFFER IMPORT

GETTING STARTED

For ALL Sellers

To start listing products in your Myer Mirakl store, you'll first need to **select an integration method**. There are several options available to help you get started, and we already partner with a range of integration providers.



To learn more about the different integration methods available, please visit: <https://doc.pep.myer.com.au/>

Existing Sellers

Your enriched product data is now sitting in the Myer Platform Catalog in Mirakl. However, you will still need to integrate into your Myer Mirakl Store and add your products to your store catalog as you would when setting up on any new marketplace. You may also begin loading new products into your catalog and we will shortly begin the internal enrichment process.

New Sellers

Once your integration method has been set up, you may begin loading products into your store catalog and we will shortly begin the internal enrichment process.

Please note: Any new products added to your catalog that are not currently live on the Myer website will only go live on the launch date.

PRODUCT & OFFER IMPORT

WHAT IS THE DIFFERENCE BETWEEN PRODUCTS AND OFFERS?

A **PRODUCT** is a sellable item and has associated characteristics and unique references such as:

- A title
- A description
- A category
- A brand
- An image
- A logistic class

An **OFFER** is a product sold by a seller. It has:

- A condition
- A price
- A stock quantity
- Other characteristics such as discount price, promotion dates, etc.

An offer is always linked to a product!

The screenshot shows a product page for a 'Nylon Bomber Jacket in Olive'. The main image shows a model wearing the jacket. A 'View Similar' button is visible. The price is '\$129.95' with a '+258 MYER one Points Join Now' offer. A 'MYER one Member Offer' banner states 'Save 25% off the original price when you buy two or more items on selected men's clothing, footwear and accessories.*'. The 'Colour' section shows 'Olive' with four color swatches. The 'Size' section shows options: XS, S, M, L, XL, XXL. An 'Add to Bag' button and a 'Risk free shopping 30-day return policy' are also present. A description box says 'Please select a colour/size to check in-store and delivery'. The 'Description' section lists fabric details: 'Fabrication: Shell: 100% Nylon; Lining: 100% Polyester; Rib: 97% Polyester, 3% Elastane;'. Annotations 1-6 point to: 1. Product Name/Title, 2. Price, 3. Description, 4. Color variants, 5. Size variants, 6. Price.

Product

1. Brand
2. Product Name/Title
3. Product Description
4. Color variants–Populate the **shop_by_colour** attribute with the same value to map colour options together on the website
5. Size variants

Offer

6. Price

PRODUCT DATA QUALITY

PRODUCT DATA QUALITY

TAXONOMY

All products must be mapped to the lowest 'child' category level to be accepted.

Add offer

1. Select Product Category

Category: Women

Child category: Clothing

Child category: Pants

Child category: Tights

Some products require the 'online style' attribute to be populated to ensure the products appear in website filters. If this attribute appears in the list, please ensure it is completed. This is a multi-select attribute.

Tights Online Style *

- Work Tailored Pants
- Casual Pants
- Cargo Pants
- Leggings
- Trackpants

- Complete all mandatory attributes at a minimum. We also recommend providing as much information as possible, including optional attributes, to improve your product’s visibility and discoverability online.
- As the seller, you are responsible for correctly mapping your products. The Myer onboarding team cannot do this on your behalf.

PRODUCT DATA QUALITY

ATTRIBUTE COMMENTS

Mandatory Attributes for all Products	Definition / Comments
Category	The product classification that best represents your item, determining where it appears on the website and which mandatory attributes, filters, and requirements apply to it.
Digital Supplier Style (VPN)	The supplier's internal product identifier (Vendor Part Number) used to uniquely identify and manage the item within your ERP or internal systems.
Online Product Name	The product title displayed on the website, which must follow MYER's naming guidelines and include key details such as product type, style, colour, and other relevant identifiers (e.g., High Waisted Straight Fit Jean in Black). DO NOT include sizes in this section as this is a variant
Digital Brand	The brand name that will be displayed online and associated with the product listing.
EAN	13-digit GS1 barcode number used to uniquely identify your product; if you have a 12-digit UPC, add a leading "0" to submit it as a 13-digit EAN.
Online Image 1	The primary product image shown first in the image gallery and on the product listing page, which must meet MYER's image guidelines of 1551px (W) × 2000px (H)
Online Long Description	The full product description displayed online, outlining key features, benefits, specifications, and important details using clear sentences and bullet points where possible. Please format the product description using HTML. Use <p> for paragraphs, for line breaks, for bold text, and for bullet lists, and for links.
Product Model Code	Also called VGC (Variant Group Code), is the value used to link all Variants of the same product together (for e.g. the same colour dress in different sizes) should have the same VGC so they're grouped as one product with variants in Mirakl. Sellers can use any internal product code they wish, to map products with size variants together. VGC helps Myer identify products that have size variants during the product registration process



Please ensure the **Size 1** attribute is populated for all applicable size-based categories (e.g. Apparel, Shoes, Mattresses, etc.). Where relevant, populate the **Size 2** attribute if you need to display a secondary size (for e.g. categories like Bras, where both a primary size and secondary cup size may be relevant).

PRODUCT DATA QUALITY

PRODUCT VARIANT SET UP

Product variants can be created with the below available list of variant attributes:

1. Size 1: Size variants of your product (e.g. S, M, L, etc)
2. Size 2: Primarily used for products like Lingerie, Footwear, etc in addition to Size 1 (e.g. different Cup sizes for Bras in addition to the main size available)

✓ CORRECT VARIANT SET-UP

These product variants **HAVE** been set up correctly:

1. 'ean' is unique for all SKUs (including Variants)
2. 'product_model_code' (or VGC) is unique to each colour. These size variant products are all grouped by the same variant group code (VGC)
3. 'supplier_style' (VPN) is unique for each SKU
4. 'online_name' is unique for each colour. Size variants share the same name
5. 'shop_by_colour' have the same value across both colour options enabling it to be mapped together on the website as colour options

1	2	3	4			5
ean	product_model_code	supplier_style	online_name	product-id	sku	shop_by_colour
8607090104039	112233445566	01TEST-RED-S	Boxy Fit Polo Tee in Red	01TEST-RED-S	01TEST-RED-S	222333444555
3406090104091	112233445566	01TEST-RED-M	Boxy Fit Polo Tee in Red	01TEST-RED-M	01TEST-RED-M	222333444555
9456090104114	112233445566	01TEST-RED-L	Boxy Fit Polo Tee in Red	01TEST-RED-L	01TEST-RED-L	222333444555
4416090104121	778899112233	02TEST-BLACK-S	Boxy Fit Polo Tee in Black	02TEST-BLACK-S	02TEST-BLACK-S	222333444555
2376090104145	778899112233	02TEST-BLACK-M	Boxy Fit Polo Tee in Black	02TEST-BLACK-M	02TEST-BLACK-M	222333444555
5466090104152	778899112233	02TEST-BLACK-L	Boxy Fit Polo Tee in Black	02TEST-BLACK-L	02TEST-BLACK-L	222333444555

PRODUCT DATA QUALITY

PRODUCT DISPLAY PAGE (PDP)

The attached screenshot shows key information displayed on the website

1. Online Product Name
2. Offer price
3. Supplier Colour
4. Size 1 variant options
5. Other colour options mapped by 'shop_by_colour' attribute

SHOP BY COLOUR

MYER accepts 'Size' variants only, not 'Colour' variants. If you have multiple colourways of the same product, input a common unique value in the '**shop_by_colour**' attribute across all colour options of the product to display other colour options in the PDP as in the screenshot.

The screenshot displays a product page for a 'Blag Sheer Detail Short Sleeve Knit Top in White'. The product is shown in two main images: a full-body view on the left and a close-up view on the right. The product information panel on the right includes the following details:

- Product Name:** Blag Sheer Detail Short Sleeve Knit Top in White
- Price:** \$69.95
- Offer:** MYER one Member Offer: Save 25% off the original price when you buy two or more items on selected women's clothing, footwear, accessories and handbags.
- Color:** White
- Size:** AU XXS, AU XS, AU S, AU M, AU L, AU XL
- Action:** Add to Bag
- Description:**
 - Fabrication: Upper: 53% Cotton, 47% Acetate. Body: 89% Viscose, 11% Nylon
 - Care and Use Instructions: Dry clean only. Warm iron under cloth.
- Features:**
 - Sheer detail design
 - Short sleeve silhouette
 - Designed in Australia
- Product code:** 272085460

CUSTOMER SERVICE & INCIDENTS

CUSTOMER SERVICE & INCIDENTS

Customer service tickets are managed within the Mirakl platform under the **My Messages** section of your store.

Each ticket is raised on behalf of the customer by the Myer Customer Service team, but your responses and resolutions will be communicated directly back to the customer.

For order-related issues requiring support from Myer's Customer Service team (MXC), sellers can contact the operator directly for help within the message portal.

Please note: We require all sellers to respond to tickets **within 24 business hours** and expect all open issues to be **resolved within 3 business days**.

Failure to adhere to these SLA's may lead to the suspension of your store.

The screenshot shows the 'My Messages' interface in the Mirakl platform. The sidebar on the left contains navigation options: Dashboard, Orders, Customer care, My Messages (highlighted), Catalog, Price and stock, Accounting, and Settings. The main content area is titled 'Messages' and includes a 'Contact operator' button. Below this, there are tabs for 'Unread' and 'All', a search bar with 'Reference' and 'Search by...' options, and a 'Filter' button. A table displays the message results:

Participants	Message count	Customer organization	Type	Topic	Last message date
Operator, EcoThreads	2	-	Order	1118865006-A Question about delivery	08/04/2026, 10:04 am
Operator, EcoThreads	2	-	Order	1118863098-A Question about delivery	07/04/2026, 5:12 pm

At the bottom of the interface, there is a footer with the text: 'MIRAKL | Copyright © 2026 Mirakl, All Rights Reserved - Strictly Confidential | © Copyright 2026 Myer Pty Ltd'.

NEED MORE HELP?

NEED MORE HELP?

Mirakl One Help

Mirakl One Help is a centralised 24/7 support hub that gives sellers easy access to guidance, documentation, and assistance within the Mirakl platform. It helps streamline issue resolution and onboarding by providing quick answers and support resources in one place.

<https://help.mirakl.com/>

FAQs

Over the coming days we will be compiling a list of questions following our information sessions. You can access these via the following link shortly:

<https://doc.pep.myer.com.au/>

COMING SOON

MCM (Mirakl Catalog Manager) – While you have been provided access to this feature already, watch this space for further information on how this will be of great benefit to your product creation and cataloging process.

Mirakl Catalog Manager (MCM) is a catalog module that lets you manage and improve your product data directly from your seller back office. It's mainly useful when you need to browse, enrich, and fix product content without relying only on file imports or APIs. Some of the key feature include:

- Enrich product content (attributes like title, description, brand, images, technical specs) directly in the back office
- Fix data quality issues faster by focusing on products in To review and filtering by rejection reasons
- And more.....

