

Launch Services Description

Last Updated: July 21, 2025

All capitalized terms not defined herein shall have the meaning set forth in the applicable OF and the Terms.

1. General

For the specific Launch Services package included in the OF, Provider will provide the integration and setup services described in more detail below, to assist Client with setting up certain elements of Client's account with Provider ("**Launch Services**"). During the Services Term applicable to the Launch Services, as indicated on the OF, Client will be assigned to a Provider launch team ("**Launch Team**") and will be able to contact its Launch Team via email. Each capitalized term not defined below has the meaning given to it in the Terms or in the relevant OF, as applicable.

2. What's Required from Client

2.1 Prerequisites. In order for Provider to provide the Launch Services, in addition to the requirements set forth in the applicable OF, Client must:

- 2.1.1** Set up applicable shipping tables, tax calculations, and checkout processes.
- 2.1.2** Complete necessary revisions to its inventory data (quality and accuracy of Client's inventory data can affect success of listings).
- 2.1.3** Have stock available, be ready to ship orders, and have a clear and established order fulfillment plan.
- 2.1.4** Have one SKU/inventory number per item relationship. SKU format and limits are based on each Channel's requirements. Client must provide inventory data and attributes required by a Channel (e.g., variation data, catalog data, GTIN data such as UPCs, EANs, ISBNs and other attributes required by such Channels as applicable).
- 2.1.5** Be familiar with software tools to manage Client's catalog data and uploads to Provider (e.g., Excel or similar spreadsheet applications, PIM, ERP, OMS, etc.).
- 2.1.6** Be an established Channel seller in at least one locale.
- 2.1.7** Provide a URL for hosted images in proper format (ex: <https://url/name.jpeg>) or via other collaborative sharing tools acceptable to Provider and the applicable Channel (i.e., FTP transfer, etc.) and provide Channel with images that comply with the requirements for their category and product, including but not limited to, size and quality (e.g., some Channel categories require images with white backgrounds, some categories prohibit the use of mannequins in images).
- 2.1.8** Provide SKU parent/child variation relationships as required by Provider for SKU attributes and other items that apply.
- 2.1.9** Provide data ready to import and in a standard data format acceptable to Provider (e.g., CSV, headers, and full data feeds).
- 2.1.10** Provide at least one point of contact who can make decisions on behalf of Client and who is able to communicate to Provider in English.

2.2 Resources. The Launch Services offered by Provider is only a supplement to the documentation available on Provider's knowledge center (<https://knowledge.channeladvisor.com/kc>) ("**Knowledge Center**") and Client is responsible for familiarizing its personnel with this resource. All Provider documentation and technical support is provided via the Knowledge Center and Provider's client support portal.

2.3 Posting Account. The Launch Services are limited to one account used within the Provider platform to post information on Channels.

3. Launch Services Packages

Launch Complete (full Provider platform integration with Channel launch)		
Deliverables	Provider will provide (via email) Client with a project plan and weekly status updates that outline due dates and task ownership. During the Services Term applicable to the Launch Services, Provider will: <ul style="list-style-type: none">• host two 1-hour calls per week (with at least 1 status call)• typically respond to Client inquiry emails within 1 business day• train Client on Commerce Solutions for Brands’s basic functionality and prepare Client to test for Commerce Solutions for Brands certification, as well as training on Channels included in the Launch Services• where applicable, Provider will record live training sessions with Client Upon project completion, the Launch Team will transition Client to Provider’s client support team, who will then handle technical and other support case inquiries.	
Launch Team Lead	Launch Manager	
Steps and Responsibilities		
Step	Task	Responsible Party
1 – Initial Setup	Internal kickoff call	Provider
	Project kickoff with Client	Provider, Client
	Setup Channel account, including setting up shipping and returns (including applicable shipping tables); Client reviews Knowledge Center articles for Channel	Client
	Set up applicable legal and tax prerequisites (e.g., setting up VAT/applicable tax)	Client
	Input Channel credentials into Commerce Solutions for Brands	Client
	Review incoming Client data from Channel	Provider
	Update Client data set for Channel	Client
	Confirm Channel approval and perform Channel health check	Provider
	Mapping for incoming data (e.g., design, price, quantity, content), orders and fulfillments design, and order adjustments design	Provider, Client
2 – Provider Platform Integration	Map incoming data templates for Channel(s)	Provider
	Finalize pricing and quantity update process	Client
	Finalize content update process	Client
	Test order processes with test SKU set	Provider, Client
	Test fulfillment processes with test SKU set	Provider, Client
	Test order adjustment process with test SKU set	Provider, Client
3 – Channel Integration	Where applicable, establish migration path for Amazon, eBay, Zalando, and Shopify Channels	Provider, Client
	Develop pricing plan	Client
	Create pricing plan logic (and other business rules)	Provider
	Map to Channel template in Commerce Solutions for Brands	Provider
4 – Channel Go-Live	Activate Channel feed with test SKU set	Provider, Client
	Troubleshooting and error resolution (Client consults Knowledge Center as needed)	Provider, Client

	Re-testing as needed	Provider, Client
5 – Data Optimization	4 weeks of post-launch training, which includes: <ul style="list-style-type: none"> Reviewing the Commerce Solution for Brands integration process Reviewing Channel templates in Commerce Solutions for Brands Training on Provider platform repricer, deal planner, and, where applicable, ad console functionalities 	Provider, Client
	Launch remaining Channels (see Steps 3 and 4)	Provider, Client
	Call to introduce Client to Provider support	Provider, Client
6 – Q&A; Delivery	30-day period for Client inquiries. Launch Services delivered.	Provider

Launch Channel Expansion (third-party Channel launch only)		
Deliverables	Provider will provide Client (via email) with a Project Plan and regular status updates at a cadence agreed to by the parties not more frequently than weekly, which outline due dates and task ownership. During the Services Term applicable to the Launch Services, Provider will: <ul style="list-style-type: none">• host one 1-hour status call at the cadence discussed above• typically respond to Client inquiry emails within 1 business day• train Client on Commerce Solutions for Brands’s basic functionality and prepare Client to test for Commerce Solutions for Brands certification, as well as training on Channels included in the Launch Services• where applicable, Provider will record live training sessions with Client Upon project completion, the Launch Team will transition Client to the Provider’s client support team, who will then handle technical and other support case inquiries.	
Launch Team Lead	Launch Manager	
Steps and Responsibilities		
Step	Task	Responsible Party
1 – Initial Setup	Project kickoff with Client	Provider, Client
	Setup Channel account, including setting up shipping and returns (including applicable shipping tables); Client reviews Knowledge Center articles for Channel	Client
	Set up applicable legal and tax prerequisites (e.g., setting up VAT/applicable tax)	Client
	Input Channel credentials into Commerce Solutions for Brands	Client
	Review incoming Client data from Channel	Provider
	Update Client data set for Channel	Client
	Confirm Channel approval and perform Channel health check	Provider
2 – Provider Platform Integration	Test order processes with test SKU set	Provider, Client
	Test fulfillment processes with test SKU set	Provider, Client
	Test order adjustment process with test SKU set	Provider, Client
3 – Channel Integration	Where applicable, establish migration path for Amazon, eBay, Zalando, and Shopify Channels	Provider, Client
	Develop pricing plan	Client
	Create pricing plan logic (and other business rules)	Provider

	Map to Channel template in Commerce Solutions for Brands	Provider
4 – Channel Go-Live	Activate Channel feed with test SKU set	Provider, Client
	Troubleshooting and error resolution (Client consults Knowledge Center as needed)	Provider, Client
	Re-testing as needed	Provider, Client
5 – Data Optimization	4 weeks of post-launch training, which includes: <ul style="list-style-type: none"> Reviewing the Provider platform integration process Reviewing Channel templates in Commerce Solutions for Brands Training on Provider platform repricer, deal planner, and, where applicable, ad console functionalities 	Provider, Client
	Launch remaining Channels (see Steps 3 and 4)	Provider, Client
	Call to introduce Client to Provider client support	Provider, Client
6 – Q&A; Delivery	30-day period for Client inquiries; Launch Services delivered	Provider

Launch Support (add-on hours only)		
Scope and Responsibilities	During Services Term applicable to the Launch Services, Provider will provide up to 8 hours of personnel hours over 4 calendar weeks, which may comprise hands-on consulting services within Client's Commerce Solutions for Brands account, email support, and/or phone calls. Phone calls are limited to 1 hour per calendar week.	
Launch Team Lead	Launch Manager	

First Party Launch		
Deliverables	Provider will provide Client (via email) with a project plan and weekly status updates that outline due dates and task ownership. During the Services Term applicable to the Launch Services, Provider will: <ul style="list-style-type: none">typically respond to Client inquiry emails within 1 business daywhere applicable, Provider will record live training sessions with Client Upon project completion, the Launch Team will transition Client to Provider’s client support team, who will then handle technical and other support case inquiries.	
Launch Team Lead	Launch Manager	
Steps and Responsibilities		
Step	Task	Responsible Party
1 – Initial Setup	Add Channel to Client’s Platform Account	Provider
	Project kickoff with Client (as needed)	Provider, Client
	Client provides Provider with end-to-end testing plan	Client
	Client reviews Knowledge Center articles for Channel	Client
2 – Provider Platform Pre-Testing	Assign product items to applicable label in Provider’s platform	Provider
	Train Client on template mappings	Provider
3 – Establish Channel Connection and Pre-Testing	Shares applicable Channel credentials	Provider
	Enable activity logging in Provider Platform	Provider
	Channel confirms credentials and EDI Certificate to Provider	Channel

	Channel provides applicable vendor IDs to Provider if Client cannot provide such IDs	Channel, Client
	Provider and Channel each load applicable certificate to establish connection	Provider
	Channel sends test ping/Purchase Order ("PO") to Provider Platform	Channel
	Provider receives and processes ping/PO	Provider
4 – Validation Testing	PO is accepted by Provider Platform. Provider sends acknowledgement to Channel	Provider
	Packing slip and shipping labels validated with applicable Channel	Provider
5 – Go Live	Client sends confirmation email to Provider that all testing is successful and Channel is ready to activate	Client
	Final confirmation on Provider Platform settings	Provider, Client
	Update Channel connection to live production	Channel, Provider
6 – Q&A; Delivery	Provider confirms data transmissions to Channel are occurring	Provider, Client
	Troubleshooting and error resolution for 2 business days	Provider, Client
	Handoff email to introduce Client to Provider support	Provider, Client

Fulfillment Solutions Launch		
Deliverables	Provider will provide Client (via email) with a project plan and weekly status updates that outline due dates and task ownership. During the Services Term applicable to the Launch Services, Provider will: <ul style="list-style-type: none">• typically respond to Client inquiry emails within 1 business day• Establish connections to defined vendor or warehouse locations Channels to Provider’s platform• record live sessions with Client Upon project completion, the Launch Team will transition Client to Provider’s client support team, who will then handle technical and other support case inquiries.	
Launch Team Lead	Launch Manager	
Steps and Responsibilities		
Step	Task	Responsible Party
1 – Initial Setup	Client provides credentials for applicable Channel	Client
	Provider configures Channel within Provider Platform and upload credentials	Provider
	Client provides quantity file to Provider; Provider uses quantity file to verify credentials with applicable Channel	Provider, Client
2 – Establish Channel Connection	Provider adds applicable Channels within Provider Platform	Provider
	Provider creates Channel Provider Platform label, which will be used to assign to products	Provider
	Provider works with Client to configure applicable settings in Provider’s platform, including shipping mappings	Provider, Client
3 – Channel Connection Testing	Provider works with Client to apply Channel labels to Client products to be fulfilled by such Channel. Test	Provider, Client

	quantity updates and troubleshoot label errors (e.g., brand and MPN are not matching Channel details)	
	Provider works with Client to create routing rules (e.g., for product costs and shipping cost) and shipping rules in Provider's platform	Provider, Client
	Provider works with Client to create minimum cost business rules for bulk edits and set up automated tasks for populating product information	Provider, Client
	Provider works with Client to test orders from Provider's platform to applicable Channel	Provider, Client
	Provider confirms successful shipping update; re-testing and troubleshooting as needed	Provider, Client
4 – Go Live	Client adds Channel to its distribution center priority page in the Provider's platform, which authorizes usage with Provider's marketplace functionality	Client
	Provider and Client review orders and confirm accurate updates are transmitted to Provider	Provider, Client
	Handoff email to introduce Client to Provider support	Provider, Client

Launch Complete - Essential (full Provider platform integration with 1 Channel launch)		
Deliverables	Provider will provide (via email) Client with a project plan and weekly status updates that outline due dates and task ownership. During the Services Term applicable to the Launch Services, Provider will: <ul style="list-style-type: none">• host one 1-hour call per week• typically respond to Client inquiry emails within 1 business day• provide Client access to training resources on Commerce Solutions for Brands - Essential’s basic functionality and prepare Client to test for Commerce Solutions for Brands - Essential certification, as well as hosting a 1-hour Q&A call prior to pushing the Channel live and a 1-hour Q&A once the first product is listed on such Channel.• where applicable, Provider will record live training sessions with Client Upon project completion, the Launch Team will transition Client to Provider’s client support team, who will then handle technical and other support case inquiries. The Services will not include any Rithum or third-party API implementation support.	
Launch Team Lead	Client Success Engineer (“CSE”)	
Steps and Responsibilities		
Step	Task	Responsible Party
	Project kickoff with Client; Client receives access to training resources, including Knowledge Center	Provider, Client
	Setup Channel account, including setting up shipping and returns (including applicable shipping tables); Client reviews Knowledge Center articles for Channel	Client
	Where applicable to Channel, Client prepares for migration to Services (e.g., remove duplicate SKU, match Client’s channel SKU with Client’s SKU data, etc.)	Client

	Set up applicable legal and tax prerequisites (e.g., setting up VAT/applicable tax)	Client
	Input Channel credentials into Commerce Solutions for Brands - Essential	Client
	Assist Client with loading data into Commerce Solutions for Brands - Essential	Provider
	Update Client data set for Channel	Client
	Guide Client on mapping for incoming data mapping to Commerce Solutions for Brands - Essential	Provider
	Mapping for incoming data (e.g., design, price, quantity, content), orders and fulfillments design, and order adjustments design	Client
2 – Provider Platform Integration	Map incoming data templates for Channel	Provider
	Finalize pricing and quantity update process	Client
	Finalize content update process	Client
	Test order processes with test SKU set	Provider, Client
	Test fulfillment processes with test SKU set	Provider, Client
	Test order adjustment process with test SKU set	Provider, Client
3 – Channel Integration	Where applicable, establish migration path for the Channel	Provider, Client
	Develop pricing plan	Client
	Create pricing plan logic (and other business rules)	Provider
	Map to Channel template in Commerce Solutions for Brands	Provider, Client
4 – Channel Go-Live	Activate Channel feed with test SKU set	Provider, Client
	Guide Client on error types and suggested resolutions	Provider
	Troubleshooting and error resolution (Client consults Knowledge Center as needed)	Client
5 – Post Channel Go-Live	1 week of post-launch support, which includes 1 Q&A call for Channel-specific questions and	Provider, Client
	Introduce Client to Provider support and CSM	Provider