

Managed Fast Last Mile Services Description

Last Updated: April 17, 2026

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

1. General

Managed Fast Last Mile Services allows Client to manage products on multiple Channels from a single user interface. Managed Fast Last Mile Services supports the following:

- Listing quantities of up to 100,000 unique products (or “SKUs”) on a supported Channel cumulatively across all Stores;
- Up to the total number of Client’s physical store locations (“Stores”) per Channel, as specified in the applicable OF; and,
- The features for managing inventory, catalogue, and order management per Channel, as specified in the applicable OF.

2. Implementation

For the initial implementation of the Services, the parties will work together to create an implementation plan, which will detail implementation milestones and a checklist of tasks for each party.

Client acknowledges that any agreed upon timelines in the implementation plan are contingent on: (a) timely and comprehensive responses from, and the availability of, Client and the Channels, (ii) on Client’s strict adherence to approved file formats during the data import process, and (iii) Provider having access to functional and relevant test accounts for the Channel.

3. Managed Fast Last Mile Services Description

Provider will maintain the campaigns associated with Client’s Channel account(s) by providing some or all of the following, where applicable:

3.1 Campaign Maintenance

- a. **Template Mapping Updates:** Provider will update inventory or Channel template mappings as needed based on Channel changes or as requested by Client.
- b. **Content Changes:** Provider will update content on the Channels provided by Client.
- c. **Error Resolution:** Provider will monitor and address Channel errors for existing mapped fields and product listings, based on information provided by Client.
- d. **New Inventory:** If Provider will list new product catalog data or inventory items to the appropriate Channel(s) utilizing the inventory feeds provided by Client.

3.2 Content Enhancement: Provider will work with Client on optimizing and adding any required, highly recommended, or optional data points to help maximize search visibility and sales on a Channel. Client acknowledges that Channels control which content is displayed on Client’s listings, and that Client may need to work directly with the Channel to add new Stores.

3.3 New Integrations: Provider will provide consultation on the process, ownership of tasks, and timeline for a new integration to a Channel, if required.

4. What’s Required from Client

4.1 Provider will not develop code on Client’s behalf. Provider will work with Client to validate that Channel account configurations are successfully exchanging Client Data with the Services.

- 4.2** Client must have one-to-one SKU-per-item relationship in place. Provider will either use an existing unique SKU value (which cannot exceed 40 characters in length) or generate a unique SKU for each item.
- 4.3** Client must provide all data in a format that meets Provider's specifications (as provided to Client) or has been approved in advance by Provider; for inventory data only, such data must be provided in a flat file format specified by Provider. Any deviations from the specified format may result in processing or data updating delays.
- 4.4** The Client must update each Inventory Feed at least daily.
- 4.5** If Client is using the Services for order management, Client must utilize Provider's API and/or webhooks; for inventory file delivery, Provider's API is recommended to decrease queue time, but is not required. Client is responsible for integrating with Provider's API. All API documentation can be found at <https://api.channeladvisor.com/apidocs>.
- 4.6** Client must provide, or make available to, Provider with all Store operating hours.
- 4.7** Client is responsible for handling Channel customer service inquiries. Client will provide Provider a contact email for the escalation of product questions and inquiries requiring further research or information.
- 4.8** In order to perform certain portions of the Services, such as error resolution, Client must provide Provider with access to its Merchant Portal, or similar named account, on the applicable Channel. Access solely to a Developer Portal is insufficient.
- 4.9** Client must dedicate the personnel and effort necessary to configure and utilize the Services in a timely manner and promptly inform Provider of any potential impacts of changes to its personnel, Channel accounts, or program goals.