Basic Guide - B2C Project Implementation

VTEXbook



VTEX The True Cloud Commerce Platform

Third Edition

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This edition applies to VTEX The True Cloud Commerce Platform

Comments may be addressed to:



4,440 Brigadeiro Faria Lima Ave, 10th Floor Itaim Bibi, São Paulo, Brazil, 04538-132

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Sumary

1	Introduction	P. 10	>
1.1	Standard Schedule	P. 11	$\left(\right)$
2	General	P. 23	>
2.1	Project Phases	P. 24	$\left(\right)$
2.2	Main Pages	P. 25	$\left(\right)$
2.3	Institutional Texts	P. 25	$\left(\right)$
2.4	Registration Planning) P. 26	$\left(\right)$
2.5	Pages Stcructure	P. 27	$\left(\right)$
3	Hands-on	P. 28	>
3.1	VTEX	P. 29	$\left(\right)$
3.2	Account Management - Account	P. 29	$\left(\right)$
3.3	Account Management - Account - Company Datacount - Company Data	P. 31	$\left(\right)$
3.4	Store Setup - Settings) P. 32	$\left(\right)$
3.5	Store Setup - Settings - General	P. 32	$\left(\right)$
3.6	Store Setup - Settings - SEO	P. 33	$\left(\right)$
3.7	Account Management) P. 33	$\left(\right)$
3.7.1	Account Management - Access Profile) P. 34	$\left(\right)$
3.7.2	Account Management - Users	P. 36	$\left(\right)$
3.8	Catalog	P. 37	$\left(\right)$
3.8.1	Catalog - Brands	P. 38	$\left(\right)$
3.8.2	Catalog - Categories	P. 39	$\left(\right)$
3.8.3	Catalog - Categories Content) P. 41	$\left(\right)$
3.8.4	Catalog - Gruops	P. 42	$\left(\right)$
3.8.5	Catalog - Product Especifications	P. 44	$\left(\right)$
3.8.6	Catalog - Products and SKU's	P. 46	$\left(\right)$
3.8.7	Catalog - SKU's) P. 50	$\left(\right)$
3.8.8	Catalog - Images) P. 53	$\left(\right)$
3.8.9	Catalog - Videos	P. 54	$\left(\right)$

3.8.10	Catalog - SKU Specifications	P. 55	$\left(\right)$
3.8.11	Catalog - Advanced Configurations	P. 55	$\left(\right)$
3.8.12	Catalog - Import and Export	P. 56	$\left(\right)$
3.9	Inventory & Shipping	P. 58	$\left(\right)$
3.10	Pricing	P. 65	$\left(\right)$
3.11	Rates and Beneftis	P. 66	$\left(\right)$
3.12	Payments	P. 69	$\left(\right)$
3.12.1	Payments - Gateway Afiliations	P. 70	$\left(\right)$
3.12.2	Payments - Conditions	P. 71	$\left(\right)$
3.12.3	Payments - Notifications	P. 72	$\left(\right)$
3.12.4	Payments - Transactions	P. 72	$\left(\right)$
3.13	Message Center	P. 73	$\left(\right)$
3.13.1	Message Center - Senders	P. 73	$\left(\right)$
3.13.2	Message Center - Templates	P. 74	$\left(\right)$
13.14	Marketplace	P. 77	$\left(\right)$
13.14.1	Marketplace - Settings	P. 78	$\left(\right)$
3.15	Midias and XML	P. 79	>
3.16	Master Data	P. 82	$\left(\right)$
3.17	Redirect 301	P. 83	$\left(\right)$
3.17.1	Redirect 301 - Migration	P. 84	>
3.18	Google Tools	P. 85	$\left(\right)$
3.19	Google Search Console	P. 88	$\left(\right)$
3.20	Quality Assurance	P. 89	$\left(\right)$
3.21	Go Live	P. 94	$\left(\right)$
3.21.1	Go Live - DNS	P. 95	$\left(\right)$
3.21.2	Access without www	P. 96	$\left(\right)$
4	Case: New Balance	P. 98	

Images

Image 1	Partner) P. 12	$\left(\right)$
Image 2	Shopkeeper) P. 13	$\left(\right)$
Image 3	Pages) P. 27	$\left(\right)$
Image 4	VTEX) P. 29	$\left(\right)$
Image 5	Accounts) P. 30	$\left(\right)$
Image 6	Users) P. 30	$\left(\right)$
Image 7	Company) P. 31	$\left(\right)$
Image 8	Store) P. 31	$\left(\right)$
Image 9	Store Settings) P. 32	$\left(\right)$
Image 10	Store Setup) P. 32	$\left(\right)$
Image 11	SEO) P. 33	$\left(\right)$
Image 12	Access) P. 34	$\left(\right)$
Image 13	Profiles) P. 35	$\left(\right)$
Image 14	New Profile) P. 35	$\left(\right)$
Image 15	Profile) P. 36	$\left(\right)$
Image 16	New User) P. 36	$\left(\right)$
Image 17	Save User) P. 37	$\left(\right)$
Image 18	Catalog) P. 38	$\left(\right)$
Image 19	Brands) P. 38	$\left(\right)$
Image 20	Menu) P. 39	>
Image 21	New Category) P. 41	>
Image 22	Category Content) P. 41	$\left(\right)$
Image 23	Category Configurations) P. 43	$\left(\right)$
Image 24	Filters) P. 44	$\left(\right)$
Image 25	Description) P. 44	$\left(\right)$
Image 26	Painel Category) P. 45	$\left(\right)$
Image 27	Save Category) P. 45	$\left(\right)$
Image 28	Field) P. 46	$\left(\right)$
Image 29	Valors) P. 47	$\left(\right)$

Image 30	Product Page) P. 48	>
Image 31	Product and Skus) P. 48	$\left(\right)$
Image 32	New Product) P. 48	$\left(\right)$
Image 33	Skus) P. 50	$\left(\right)$
Image 34	New Sku) P. 51	$\left(\right)$
Image 35	Image) P. 53	$\left(\right)$
Image 36	Image 2) P. 53	$\left(\right)$
Image 37	Videos) P. 54	$\left(\right)$
Image 38	Especifications) P. 55	$\left(\right)$
Image 39	Advanced) P. 55	$\left(\right)$
Image 40	Import) P. 56	$\left(\right)$
Image 41	Import 2) P. 57	$\left(\right)$
Image 42	Export) P. 57	$\left(\right)$
Image 43	Inventory) P. 58	$\left(\right)$
Image 44	Logistics) P. 59	$\left(\right)$
Image 45	Dock) P. 60	$\left(\right)$
Image 46	Save Dock) P. 60	$\left(\right)$
Image 47	Transportation) P. 61	$\left(\right)$
Image 48	Save Transportations) P. 62	$\left(\right)$
Image 49	Freight) P. 63	$\left(\right)$
Image 50	Inventories) P. 64	$\left(\right)$
Image 51	Price) P. 65	$\left(\right)$
Image 52	Promotions) P. 66	$\left(\right)$
Image 53	Promotions 2) P. 67	$\left(\right)$
Image 54	Payments) P. 69	
Image 55	Conditions) P. 70	$\left(\right)$
Image 56	Notifications) P. 71	$\left(\right)$
Image 57	Messege Center) P. 72	$\left(\right)$
Image 58	Senders) P. 73	$\left(\right)$
Image 59	Templates) P. 74	$\left(\right)$

Image 60	Email) P. 75	>
Image 61	Emails) P. 76	>
Image 62	Marketplace) P. 78	>
Image 63	XML) P. 80 🔿	>
Image 64	Masterdata) P. 82	>
Image 65	Masterdata Export) P. 82	>
Image 66	Masterdata Import) P. 82	>
Image 67	301) P. 85	>
Image 68	DNS) P. 95	>
Image 69	Account) P. 96	>
Image 70	Case - Schedule) P. 100	>
Image 71	Case - Layout) P. 101	>
Image 72	Case - Menu) P. 102	>
Image 73	Case - Products) P. 102	>
Image 74	Case - Checkout) P. 103	>
Image 75	Case - Payments) P. 103	>
Image 76	Case - E-mails) P. 104	>



All the editions of this pinkbook were produced by specialists from around the world.

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PREFACE

This pinkbook provides information to facilitate the implementation of an affiliate commercial model at VTEX. It contains a description of the VTEX functions that are customized and used....

This book is intended for system specialists who will evaluate the product s possibilities and for systems programmers who will plan for, install, and customize the product. The concepts of TCP/IP for MVS and the tasks required to make the product operational are illustrated by numerous practical.

IN TRO DUC TON

This VTEXBOOK addresses the Shopkeeper's journey during the implementation of the e-commerce project using the VTEX platform.

The focus is on the key requirements the project must meet in order to have all the necessary functions implemented on the platform.

The goal is to understand the Shopkeeper role, the VTEX functions that need to be parameterized, the activities performed during the project and, finally, to know the risks and establish the strategies to have a fluid and consistent e-commerce implementation.

VTEX Project Implementation:

Once the VTEX platform is hired, there are a number of operational processes that must be performed before basic e-commerce functions can be published and used online.

The implementation project consists of the following steps:

- i. Organize the necessary information.
- ii. Parameterize platform features.
- iii. Register as needed.
- iv. Approve what was done.
- v. Ensure everything is working within the VTEX platform for online operation to begin.

Key Implementation Requirements :

The main requirements for the e-commerce implementation are:

- i. Training.
- ii. User registration.
- iii. Payment Services.
- iv. Freight Services.
- v. Category and Filters Registration.
- vi. Product Registration.
- vii. Email Settings.
- viii. Promotions.

- ix. Layout.
- x. Google Tools.
- xi. Domain Parameterization.

VTEX Approved Partners - Agencies:

It is recommended to have the implementation done by a VTEX approved partner:

http://store.vtex.com/agencias/implantacao-de-layout/

Today the platform provides an ecosystem of over 200 certified and approved partners. They are commonly known as Agencies, and have been trained and certified by VTEX. And that's why they have all the technical guidelines to carry out projects in conjunction with the Shopkeepers. The role of the VTEX Approved Partners, as a service provider, is to create and implement layout, to instruct the Shopkeeper regarding the project's needs and mainly to enable the E-commerce operation.

All project needs should be addressed to the partner, who will then provide a contract based on the scope.



The shopkeeper is the key to the implementation process. Although the approved partners have the technical knowledge to carry out the necessary tasks, the shopkeeper has to:

- i. Provide creative material (logo, branding).
- ii. Approve layout.
- iii. Contract the platform and the partner.
- iv. Establish the project needs based on your business rules.
- v. Hire third party services to be implemented (shipping and payment, for example).
- vi. Be responsible for all the information about the products.
- vii. Approve the project with the partner.

viii. Absorb the knowledge needed to manage the e-commerce using native platform features.

It is very important to have an alignment between the shopkeeper and the agency so that all hiring, parameterization and validations can be done according to schedule.



1.1 Standard Schedule:

VTEX has a standard schedule made available to partners to be used as a implementation base. The length of tasks may vary depending on the project scope and methodology applied by the partner as well as specific customer needs.

Contract and Training:

Tasks	Resp.
Contract	
Contract Acceptance	Shopkeeper
VTEX CRM System Registration	Shopkeeper
Environment release	VTEX

Tasks	Resp.
Training	
Concepts, Logistics, Payments, Settings, and Basic OMS	Shopkeeper
Operations Management (Categories, Products, SKUs and Pricing)	Shopkeeper
Basic Marketing Management (Promotions, Portal, Banners and Collections, Advanced OMS)	Shopkeeper

Standard Schedule - Accounts / SMTP e SPF:

Tasks	Resp.
ACCOUNTS	
Register password for first login	Shopkeeper
Create new users	Shopkeeper
Create Access Profiles	Shopkeeper

Tasks	Resp.
SMTP E SPF	
Configure SMTP	Shopkeeper
Configure SPF in DNS Manager	Shopkeeper

Standard Schedule - Payments & Logistics:

Tasks	Resp.
Payments - Choose and configure the connectors	
Gateway and Card Acquirers	Shopkeeper
Bank slip	Shopkeeper
Intermediator	Shopkeeper
Anti Fraud	Shopkeeper
Set up notifications (such as a chargeback)	Shopkeeper

Tasks	Resp.
Logistics – choose and configure the logistics scenarios	
Register inventory	Shopkeeper
Register dock(s)	Shopkeeper
Register carrier(s)	Shopkeeper
Prepare spreadsheets of carriers freight and delivery time	Shopkeeper

Default Schedule - General Settings:

Tasks	Resp.
General Settings - e-commerce	Shopkeeper
System	Shopkeeper
SEO System	Shopkeeper

Standard Schedule - VTEX Manager External Configuration":

Tasks	Resp.
Access data for Google and Facebook Conect	Shopkeeper
VTEX Manager External Configuration	Shopkeeper
Share Google Analytics account with "sistema@vtex.com.br"	Shopkeeper
Set up sales funnels in Google Analytics	Shopkeeper
Set up Google Tag Manager (GTM)	Shopkeeper
Share "sistema@vtex.com.br" with GTM	Shopkeeper
Set up Google AdWords with GTM	Shopkeeper
Set up E-bit script with GTM	Shopkeeper
Set up Google Analytics with GTM	Shopkeeper
Set up Google Webmaster Tools	Shopkeeper
Share Webmaster Tools account with "sistema@vtex.com.br"	Shopkeeper
Access data for Google and Facebook Conect	Shopkeeper

Standard Schedule - Categories:

Tasks	Resp.
Categorization	
Categorization	Shopkeeper
Plan category tree	Shopkeeper
Plan product attribute groups and SKUs	Shopkeeper
Register Product and SKU Category Tree, Groups, and Attributes	Shopkeeper

Standard Schedule - Products & Images:

Tasks	Resp.
Products	
Products	Shopkeeper
Register brands	Shopkeeper
Register products (manual, spreadsheet or webservice)	Shopkeeper
Change product listings and SKUs(Meta tag , Title,)	Shopkeeper

Tasks	Resp.
Images	
Prepare product images in high definition (1000 x 1000 px, 200kb maximum)	Shopkeeper
Publish product images to an FTP	Shopkeeper
Prepare and import the Image Import Worksheet	Shopkeeper

<u>Standard Schedule – Additional Registration:</u>

Tasks	Resp.
Additional Registration	
Import redirect spreadsheet 301	Shopkeeper
Update CPC Campaigns	Shopkeeper
Create XMLs for Partners	Shopkeeper
Register final promotions	Shopkeeper
Register final product collections	Shopkeeper

Standard Schedule:

Tasks	Resp.
LAYOUT	
Apply HTML, CSS and JS layout	Agency
Layout Notification Emails	Agency
QA and Settings	Agency
General Validations	Shopkeeper
Make final adjustments	Agency
Perform final approval	Shopkeeper
Register final banners	Shopkeeper

Standard Schedule - Layout & Development:

Tasks	Resp.
LAYOUT	
Create Main Pages (Home and Products)	Agency
PSDs and JPGs layouts creation	Shopkeeper
Conduct layouts review and forward considerations	Shopkeeper
Make adjustments to layouts	Agency
Approve layouts	Shopkeeper
Prepare institutional texts	Shopkeeper
Write institutional texts	Shopkeeper
Send all texts to the agency	Shopkeeper
Create other pages	Agency

Tasks	Resp.
INTEGRATIONS	
ERP x VTEX	
Integrate Test Communication via SOAP and REST Technologies	ERP
Products Integration (Soap)	ERP
SKUs Integration (Soap)	ERP
Pricing Integration (Rest)	ERP
Stock Integration (Rest)	ERP
Orders Integration (Rest)	ERP
Invoices Integration (Rest)	ERP
Tracking Integration (Rest)	ERP
Connect / flip database for production	Shopkeeper
Configure Scheduling Routine	ERP
Perform the validations of the integrations	Shopkeeper
Make fine adjustments to integrations	Shopkeeper

Tasks	Resp.
Run Agency / Client Test	Agency / Shopkeeper
Vtex / Agency Validation	Agency
Perform final adjustments	Agency
Final Validation	Shopkeeper

GO LIVE	
Perform DNS entry and generate certificate (Preferably on Mondays or Tuesdays)	Shopkeeper
Register New Sitemap on WebmasterTools	Shopkeeper
Hire N1 Service	

Standard Schedule - Closing:

Tasks	Resp.
Validate if all tasks are completed on schedule	Agency
Go into Production (License Manager>Accounts)	Shopkeeper
Run the Trigger in Production	Shopkeeper

GENERAL

In this topic, on a project management level, the main phases and deliverables will be covered, as well as the project risks, training, layout, institutional brand and the registration planning.

2.1 Project phases:

Every project consists of phases, activities and deliverables, according to what has been agreed between the shopkeeper and the partner in the project scope.

The scope of the project may vary according to the business needs of each company. The phases and activities outlined below apply generally to most projects:



2.2 Main Pages:

i. Home: the e-commerce gateway often provides product carousels and promotional banners, menu, search and mini cart.

ii. Category: segments products by specific sales sector, for example: t-shirts, pants, and caps.

iii. Product: this page show to the user what the brand actually offers for consumption.

iv. Cart: The summary of the order.

v. Checkout: where the user have all the information required to close the purchase. Order Placed: known as the thank you page when an order is placed.

- vi. Search: page where the search terms are returned.
- vii. Account: user profile and purchase information.
- viii. Institutional: content page, usually text and image.
- ix. 404 and 500: Error Pages.

2.3 Institutional Texts:

It is recommended that the shopkeeper writes or contracts a service to create the e-commerce institutional texts.

These texts are usually located in the toolbar at the bottom of the page so that the buyer can easily access them.

Some commonly developed texts are:

- i. Who we are
- ii. Exchange and Returns Policy
- iii. Payment Policy
- iv. Delivery Policy
- v. Our stores
- vi. Security policy

2.4 Registration Planning:

The shopkeeper has available on the platform a panel so that all necessary entries for navigation and sale of products can be performed. These entries are:

- i. Brands.
- ii. Categories.
- iii. Subcategories.
- iv. Groups.
- v. Product Specifications.
- vi. Product Variation (SKU).
- vii. Product SKU.

Based on the instructions of the partner, the shopkeeper must carry out the registrations planning, providing all the information to be available, such as categories, products and specifications, and the filters and variations that these products have.

It is recommended that the planning be done before in a spreadsheet, so that later it can be assertively registered in the VTEX platform.

2.5 Pages structure:



Image 03 - Pages

Hands-on

3.1 VTEX PLATFORM

The VTEX platform is a unified system that provides modules for e-commerce to be implemented and managed.

After hiring the platform, VTEX will send the Admin to the shopkeeper's email. This is the home screen :



See on the left side that we highlighted the area where the Platform Modules are, which are used for implementation and management.

Access to VTEX is via browser, i.e., you must type in your browser AccountName. myvtex.com/admin.

3.2 Account Management - Account

The general Account Data setting is the company legal information that must be completed in Admin Vtex. To configure general account data, the user must Access:

VTEX > Account Management > Account.

*	ACCOUNT SETTINGS	
	Authentications	
	Account management	`
	Overview	
	Access profiles	
	Users	
	Accounts	
	Billing	>
	Apps	

Image 05 - Accounts

Then the user must access the account by clicking on its name:

Accounts		
Search		
Account name .	License	ID
Maeztra	E-Commerce Unlimited	338c9c39d63f4a228a0583ec9194d241

Image 06 - Users

3.3 Account Management - Account - Company Data

Trading Name, Company Name and Tax ID must be completed:

Account Name:: * 🔞	Trading name:: *	Company name: *	Tax Id: *	
omnicore	Maeztra	Maeztra Online Sales	27.563.239/0001-26	

- Image 07 Company
- i. Trading Name: the name by which your company is known.
- ii. Company Name: is the corporate name of your company.
- iii. Tax Id: is your FEIN (Federal Employer Identification Number).

omnicore		
onineore	Maeztra Online Sales	
Hosts:	Store aliases:	
www.loja.com.br	omnicoreconsult	
loja.com.br		

Image 08 - Store

- i. LV: this field should not be filled.
- ii. Trading Name: the name by which your company is known.
- iii. Currency: must be completed with the currency in which payments will be accepted.
- iv. Domain: fill in the domains that will be used to access the store, with www and without.

<u>Important</u>: The shopkeeper must contract a company that provides domains.

3.4 Store Setup

To access the VTEX General Settings area, the user must take the following path: Vtex > Layout > Settings

STORE SETUP
Trade policies
CMS
Layout
Settings
Checkout

Image 09 - Store Settings

3.5 Store Setup - Settings - General

Settings	stexts File types Geographical areas	
Fill with information about system	em. Any change may take about 5 minutes to take effect.	
Store name Home Page title (Tag Title)	Maeztra Maeztra Consultoria Maeztra Consultoria	
XML Text	Meetria Consultona Home Title, #NAME STORE#	
Buy together max quantity Show buying notes	2 Show note of buying and cart	
Max quantity of SKUs at cart	500 between 0 and 300	
Show "Let Me Know" when out of stock		
Activate links with UTMI - Inside navigation Monitoring. Reward Program (Loyalty)		
Maximum percentage for use of the Affiliate Program		
Unit of mass	kg	
Unit of length		
Save		

Image 10 - Store Setup

i. Store Name: name of the virtual store

ii. Home Page title (Tag Title): this is the name that will appear on the browser tab Max quantity of SKUs at cart: maximum quantity of the same SKUs at the same cart (recommended 5).

iii. Show "Let Me Know" when out of stock: displays on the product page the "Notify me when available" form for out-of-stock products.

3.6 Store Setup - Settings - SEO

Settings	e texts File types Geographical areas	
Home / Settings	e contra - ne type a coographilitat areas	
Keywords (Meta Tag Keyword)	Adicionar aqui palavras que serão utilizadas pelos mecanismos de busca, para indexar sua loja virtual. Separe-as com vírgula.	Usage of Meta Tag. Words for search engine, separate the words with Comma
leta Tag Description	Adicionar aqui uma boa descrição da sua loja virtual. Esta descrição será mostrada nos resultados de busca do Google.	
Category Description (Meta Tag Description)	Adicionar aqui uma boa descrição da sua loja virtual. Esta descrição será mostrada nos resultados de busca do Google.	Used by default in the Meta Tag Description of categories
obots.txt	# Disallow all crawlers access to certain pages.	
	If you are running on vtexcommerce the robots will be the default: User-agent: " Disallow: /	
Save		

Image 11 - SEO

i. Keywords (Meta Tag Keyword): add here words that will be used by search engines to index your online store. Separate them with commas.

ii. Meta Tag Description: add here a good description of your online store. This description will be shown in Google search results.

iii. Category Description (Meta Tag Description): add here a good description of your categories. This description will be shown in Google search results.

iv. Robots.txt: this is the file that governs what searchers (Google) will read about your site. It is recommended to include the store name and also to have its configuration reviewed by the partner.

3.7 Account Management

This topic presents, on an operational level, how the shopkeeper makes access available to users in VTEX and how this access can be segmented according to user role.

The module is Account Management.

3.7.1 Account Management - Access Profile

Account Management is the module responsible for managing the access and the user profiles.

Access Profile is a set of modules and functions grouped together, so that a registered user can get access to some functions pertinent to what he /she will perform within the platform.

It is recommended that accesses granted to users contain only the functions they will perform. To perform the creation and management of Access Profiles :

VTEX > ACCOUNT SETTINGS > Account management > Access profiles:



Image 12 - Access

VTEX has some predefined user profiles that can be used to perform this control. Some of them are:

- i. Super Admin: store-wide access.
- ii. Admin Portal: access that allow front-end editing
- iii. Admin Home: view the admin home page.

To create a new Profile, click "New User".

Access profiles New Profile

Profile name 🔺	Product	Actions
Admin Portal	Catalog, Portal	2
Admin SuperV2 (Catalog - Full access)	Catalog	2
Billing Full	Billing	2
Call center operator	Catalog, OMS	2
inStore Sales Person	Catalog, PCI Gateway, +2	2 1
Maeztra FULL	Catalog, PCI Gateway, +18	8
Nivel 1 (Message Center - Template Manager)	Message Center	8 ê
Owner (Admin Super)	Catalog, PCI Gateway, +30	2 1
Teste SAC i9	PCI Gateway, OMS, +1	2 1
Teste TM	PCI Gateway, OMS, +1	6

Image 13 - Profiles

New Access profile	← Go back to access profiles list	
Choose access profile: Select ~		
Profile name: *		
Products and Resources		
Choose a Product: Select		
Isers		
dd users for this access profile: E-mail Add		
Save Cancel		Image 14 - New Pro

VTEXbook 35

i. Profile name: enter the desired profile name.

ii. Choose a product: select which module, feature and permission you want to make available to the user :

Choose a Product:			
Catalog	~		
Resources * 🕢			
Conteúdo 0/31	Product management	Category	Brands Management
	Product Form	Categories Management	SKUs
Administração 0/3	Change SKU Pricing	Similar Category	Enable Product and SKU
Marketing 0/7	SKUs images management	Similar Categories Management	Category Management
-	Product and SKU Management	Price range	Similar Category Management
Configurações 0/8	Reviews list	Price Range Management	Brand Management
Comercial 0/10	Reviews management	Providers	Insert or Update Group
Comprehensive	Fields list	 Supplyer Management 	Field validation
Área Não Informada 0/2	Attributes Management	Groups	Value field validation
Relatórios 0/7	Value fields list	Group Management	
Relatorios 0/7	Attribute values management	Brands	
Televendas 0/1			
Marketplace 0/3			
Collection 0/2			

Image 15 - Profile

It is recommended that the users profiles be created only after training so that the users are knowledgeable about the modules, features and permissions. Click on "Save" so the User Profile can be saved.

3.7.2 Account Management - Users

To perform user creation go to: VTEX > ACCOUNT SETTINGS > Account management > Users:



Image 16 - New User
To input new user go to:

New user			← Go back to users list
mail	Full name		
ccess profiles			
Select one or more profiles:	.	Este usuário não possui um perfil de acesso.	
Admin Portal			
Admin SuperV2 (Catalog - Full access)			
illing Full			
Call center operator			
nStore Sales Person			
laeztra FULL			
vel 1 (Message Center - Template Manager)			
Wner (Admin Super)			
este SAC i9			
Feste TM			
ate an access profile for this user			
			Image 1

- i. Email: user's email.
- ii. Full Name: full name of the user.
- iii. Access Profile: user access profile.

After clicking "Save", the user will receive an email stating that the access has been granted as well as the link for the VTEX environment.

3.8 Catalog

This topic discusses on an operational level how the shopkeeper will register the entire product structure. The interface provides forms so that brands, categories, products, specifications and variations can be registered. The registration order is:

- i. Brand.
- ii. Category.
- iii. Group.
- iv. Field (product).
- v. Field (SKU).
- vi. Product.
- vii. SKU.

Catalog
Products and SKUs
Categories
Brands
Import and export
List types
Attachments
XML integration
Reports
Commercial conditions
Suppliers

Image 18 - Catalog

3.8.1 Catalog – Brands

To register brands, go to "Brands" and then "New Brand":

≡	omnicore -				VEXTORE Image: Imag							
H	ORDERS Orders management	>										^
	Inventory & shipping Subscriptions	>	Brands									
	TRANSACTIONS	I	Home / Content / Brands / Add Brand									
	Payments	>	Fill in the information about the Brand.									
	Customer Credit	>	Name *									
ı,	PRODUCTS	ı	Replacement Words (use words that have the same semantics)									
	Catalog	1	Examples: Electronic -> Electronics;									
	Products and SKUs	ı	Fridge -> Cooler; Calvin Klein -> Calvin Klain;	Words related to the brand, will I	be used in search, separate the words with co	immas (.)						
	Categories	d.	Important: These words will be used on Internal searches and also search engines	•								
	Brands	1	Brand Description (Meta Tag Description)									
	Import and export				4							
	List types Attachments		Brand Page Title (Tag Title)		Title Format (Imarca_titulo) - (dicionario	pageTitle})						
	XML integration		AdWords Remarketing Code									
	Reports		Lomadee Campaign Code		Attention! Your store is registered in loma	idee with the code and the lomade	o campaign is active on V	Vtex, even if the field r	ext to it is	not filled.	the products w	nil bo
	Commercial conditions			sold using the default campaign.								
	Suppliers		Score (used to order the search)									
				0								
	Prices Rates & benefits		Save Book									
.lı	ANALYTICS									VTF	X Convright @ 20	06-2020
	Insights	~										~

Image 19 - Brands

i. Name: name of the brand.

ii. Replacement Words: words used as similar terms or synonyms used to perform the search.

iii. Brand Description (Meta Tag Description): description of the brand used for search engines (eg Google)

iv. Brand Page Title (Tag Title) : tag page title, used for search engines and page tab title.

v. AdWords Remarketing Code: code used for Google Adwords campaign.

vi. Lomadee Campaign Code: code used for Buscapé campaigns.

vii. Score: value used to set the priority of the brand on the search result page. Display in Home Menu: the brand will appear in your store menu.

vii. Enabling brands: brands are visible and ready for use on registered products.

3.8.2 Catalog - Categories

Exemple:



Image 20 - Menu

- i. Department: the first level of the menu, in the example above "Male".
- ii. Category: the second level of the menu, in the example above, tennis.
- iii. Subcategory: the third level of the menu, in the example above, running shoes.

In this module, the tree that was previously planned in excel must be registered.

To register Departments and categories, click Categories> Include

* For data integrity reasons, a department or category cannot be deleted manually after being created, only by completely cleaning the database.

= 🔻 omnicore 🗸			VISIT STORE	R	0 -	EN M-
Inventory & shipping	Categories					^
Paymonts > Customer Credit >	Home / Product Management / Categories					
PRODUCTS Catalog	Categories - 8 - Carnarão 3 - Carros	Search category				
Products and SKUs Categories	- 1 - Eletrônicos - 2 - Moda • 5 - Tintas	2 - MORA ACTIONS 66t 0 Include Similar				
Brands Import and export List types		Include Norwp Field (Induct) Field (Induct) Field Statu				
Attachments XML integration		Kinikation Hite range				
Reports Commercial conditions						
Suppliers Prices Rates & benefits						
ANALYTICS					VTEX Copyr	ight & 2006 - 2020
Insights						~

Image 21 - New Category

3.8.3 Catalog - Categories Content

		VISIT STORE	5	0	H EN	M-
	* Field required					
Name *						
Similar words (use words with the same semantic meaning)						
Examples: Eletronic -> Eletronics; Fridge -> Refrigerator; Calvin Klein -> Calvin Klain;	Words that will be used to search this Category. Separate the words with commas "*					
Important: These words will be used for internal and also external SEO purposes						
Category Page Title (Tag Title)						
Category Description (Meta Tag Description)						
AdWords Remarketing Code						
Lomadee Campaign Code						
Parent Category	Moda SelectCategory Clear selection					
VIEX Global Category *	Vestuário e acessórios Select Vtex Global Category Clear selection					
Why fill VTEX Global Category?						
Menu	Category appears in the top menu and side menu of the Site					
Active	Category is active on site					
Menu with active link	Category has an active link on the Site					
Brand Filter	Category has Brand filter					
Score (used for search ordering)						
Product display mode	List of SKUs 🗸					

Image 22 - Category Content

i. Name: the name of the category on the site, also used to generate the URL that will be available in the menu.

ii. Similar words: synonyms or terms related to the name given to your department or category. Do not use special characters (eg *, #, \$).

iii. Category Page Title (Tag Title): text that is in the browser tab and corresponds to the category page title.

iv. Category Description (Meta Tag Description): description used to display on Google when an user makes a search.

v. AdWords Remarketing: code used for Google Adwords campaigns (not required) .

vi. Lomadee Campaign Code: code used by Buscapé Campaigns (not required).

vii. Parent Category: enter the parent category if it is a subcategory (eg Shoes> Sneakers). If it is a department (first level, eg Footwear) the field must be blank.

viii. VTEX Global Category: category tree that will be used to integrate products with Google Shopping, Buscapé and marketplaces.

ix. Menu: the category or department will appear in the top menu and side menu of your store.

x. Active: when you select this item, the category or department is enabled or disabled in your store.

xi. Menu with active link: the category or department is active and clickable on the site for the customer to navigate through.

xii. Brand Filter: the category or department now can be filtered by brands. Score (used for search ordering): value used to set the priority on the search result page.

xiii. Product display mode: defines how SKUs will be displayed on the product page. "Following definition of the SKU specification" is recommended

3.8.4 Catalog - Groups

Creating a Group within a category represents a set of definitions and characteristics about products and SKUs. Example:

- i. Category: T-shirt.
- ii. Group: piece care.
- iii. Values: material, type, washing and drying recommendations.

To register: Categories > Group > New.

🗧 💙 omnicore 🗸	^					
Inventory & shipping Subscriptions						
TRANSACTIONS	Categories					
Payments	Home / Product Management / Categori	2.0				
Customer Credit	Vide all I there all					
PRODUCTS	Hide all Show all Categories 2	Search cate	igory 🔺 🖌 🔍			
Catalog	8 - Camarão	Search cat				
Products and SKUs	- 1 - Eletrônicos	8 - CAMAR	ÃO ACTIONS	`		
Categories	– 2 - Moda	🖌 Edit		3		
Brands	5 - Tintas	Include Si Include	Tillar			
Import and export		Sroup Field (Pro	duct)			
List types		tield (Sku) ★ Evaluation				
Attachments		Price rang	0			
XML integration Reports						
Commercial conditions						
Suppliers						
Home / Content / Catego	ories / Groups					
Categoria» Camarão						
Position						
IEspecificações			Mama			
			Name			Field
	ory position click on the icon and drag to the	desired position:	Name			Field
	pry position click on the icon and drag to the	desired position:	Name			Field
1 To change the categ	ory position click on the icon and drag to the	desired position:				N
To change the category Position		desired position:	Name Name			N
1 To change the categ		desired position:				N
To change the category Position		desired position.				N
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I To change the catego Position There are no groups for Back	this Category	desired position.				N
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I To change the catego Position There are no groups for Back	this Category this Category you have been been been been been been been be					N
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To change the catego Peakse Peakse There are no groups for Back Content / Categories / Gro III in the information about the peakses	this Category this Category you have been been been been been been been be					N
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I To change the catego Peolise There are no groups for Bick	this Category this Category you have been been been been been been been be					N
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I To change the catego Peolise There are no groups for Bick	this Category this Category you have been been been been been been been be					N

Image 23 - Category Configuration

3.8.5 Catalog - Product Specifications

Product Specifications are attributes that can be registered on products and / or SKUs. They are commonly used for both filters and extra product descriptions. Filter Example:

		47% OFF	47% OFF		
RECOMENDADO PARA Cesuel Corride	^				
COR	^	Ténis New Balance 410 I Casual Masculino R\$ 200,09 IR\$ 150,09 ou 3k de R\$ 53,33	Ténis New Balance 410 I Casual Masculino 85 209,09 115 159,99 ou 3x de R\$ 53,33	Ténis New Balance Fresh Foam 1080/10 I Corrida Masculino R\$ 799,99 ou 6x de K\$ 133,23	Ténis New Balance Fresh Foam 1080/10 i Corrida Masculino R\$ 799,99 ou 6x ce K\$ 133,53
TECNOLOGIA		47% OFF	47% OFF		43% OF
Fresh Foam FuelCell FuelCore				N	-
MODELO 005 009	Â				
050		Ténis New Balance 410 Casual Masculino	Tênis New Balance 410 Cesual Masculino	Ténis New Balance 500 Casual Masculino	Ténis New Balance X90 Casual Masculino
1500		Casual Masculino			
		R\$ 299.99 R\$ 159.99	R\$ 299.99 R\$ 159.99	R\$ 279.99	R\$ 600.00 R\$ 399.99

Image 24 - Filters

Example of Additional Descriptions:



Image 25 - Description

To register, select the category, click on "Actions" and then "Fields (Sku)" or "Fields (Product)":

Home / Product Management / Categories	
Hideall (show all Categories - 8 - Carnarão 3 - Carnos	Search category Search category Image: Comparison of the search category
 - 1 - Elerônicos - 2 - Moda 2 - 5 - Tintas 	CATEGORIES ACTIONS Édit Include Similar Include Include Torop Frield (Broducci) Frield (Bku) Include Price range Price range
	VTEX Copyright @ 2016 - 202

Image 26 - Painel Category

To register, select "New Field" and fill in the information:

Categories		
Home / Content / Categories / Grou	ips /	Fields / Add Field
/ Fill in the Field information.		
		'Required Field
Name*		
Text *		
Туре	Co	mbo 🗸
Group	Es	pecificações 🗸
Filter		(It will be used as a filter in site navigation)
Required	\checkmark	
Show Specification		(The field is shown on the product screen in the specification area)
Link in the Top Menu		(Link to the values of the field is shown in the main menu of the site)
Link in the Side Menu		(Link to field values is shown in the side menu)
Active		
Save Back		

Image 27 - Save Category

Nova aba 🛛 🗙	📅 Catego	ories X a tenis feminino hedgehog - X +								-	6
-) → ଫ @	U	https://omnicore.myvtex.com/admin/Site/Campo.aspx?FlagSku=1&ldCateg	poria=0					… ⊚ ☆		± II\	•
omnicore	*							VISIT STORE	Ş	0	EN
Subscriptions											
TRANSACTIONS		Catalog									
Payments	>										
Customer Credit	~	Home / Content / Categories / Groups / Fields									
PRODUCTS	- 1	Categoria									
Catalog		$I\!\!I$. To change the position of the field, type the desired position in	the text box and click ORDER.								
Products and SKUs	- 1										New Field
Categories		Position	Name	Туре	Active	Display	Filter	Mandate	ну	Ed	lit
Brands	- 1	Group - Especificações	Tamanho (28)	Radio	Yes	Yes	Yes	Yes		Edit 💌	
Import and export	- 1		lamanno (28)	Hadio	105	Tes	105	105	Values		
List types	- 1	Order Return							Creation	in Category	
Attachments	- 1										
XML integration											
Reports											
Commercial conditio	ns										
Suppliers											
Prices											
Rates & benefits											

Image 28 - Field

- i. Name: name of the field that is being created, available in the product register.
- ii. Text: text to be displayed in the layout.
- iii. Type: field type, which can be SKU only or SKU ratio.
- iv. Text: a field to type a short text.
- v. Large Text: a field to enter long texts.
- vi. Number: a field to enter numbers.
- vii. Combo: checkbox with predefined dropdown options.
- viii. Ratio: single selection buttons, predefined options.
- ix. CheckBox: multiple checkbox.

x. Indexed Text or Indexed Large Text: they technically follow the same rules as Text and Large Text fields (respectively), but the content will also be available for final customers searching on Google.

xi. Default Value: already defined at field creation (does not appear for Radio, Combo or Checkbox).

- xii. Group: name of the previously created group.
- xiii. Filter: will be used as a filter in the site navigation.
- xiv. Required: even if the value is optional, SKU fields will always be required.

xv. Show Specification: this field is shown on the product screen in the specification area.

xvi. Link in the Top Menu: link to field values is shown in the main menu of the site.

xvii. Link in the Side Menu: link to field values is shown in the side menu. Active: enter or remove this field in product registration.

The "Combo", "Radio" and "Checkbox" field types require predefined values to be activated. To register, go to:

Categories > Product/SKU Fields > Values:

Categories	
Home / conteúdo / categorias / grup	os / campos / valores do campo / incluir valor do campo
Fill in the values for field one on each line	* Required field
Name *	Blue Yellew Black Red
Save Back	

Image 29 - Values

In "Values", enter "New Value" and then fill in the field. In the print below an example showing how the mass registration of values is done. Exemple:

Product Specification: ColorType: CheckboxValues: Blue, Yellow, Red, Pink.

3.8.6 Catalog - Products and SKU's

After performing all platform pre-registrations (department, category, brand, group and specifications), we have all the information needed to perform the product and SKU registration.

In the VTEX platform, we define product as being the registration in the catalog for marketing purposes, and the SKU the information to be used in sales. One single product can have N SKUs.



Image 30 - Product page

To register products, go to: Catalog> Products and SKU's> Add Product:

=	💙 omnicore 🗸									VISIT STORE	Å	0	⊕ EN	M-
	ORDERS Orders management	>	Pro	oducts and Sk	(Us									
	Inventory & shipping	>												
	Subscriptions	>	Home	Product and SKU Management	/ Products									
-	TRANSACTIONS	L		ults or do a search										
	Payments	>	Quick los	okup filters - saved filters [0]										
	Customer Credit	>											Add Produ	ct
	PRODUCTS					Improved SKU impor	rt and export report! Click here to be directed t	to most complete and organized SKU	s Report option.					
[Catalog Products and SKUs Categories						First Previous I Next Last						1 Product Fi	ound
	Brands	L	Image	> Name		Sku			Status	Index date	Edit			
	Import and export			Camarão In Natura 10g open on website		800 00	amarão in Natura 10g (10751)		Active	01/28/2020.1-55-07 PM	UPDATE	•		
	List types Attachments						First Previous 1 Next Last						1 Product F	ound
	XML integration													
	Reports													
	Commercial conditions													
	Suppliers Prices											v	TEX Copyright @ 200	06 - 205

Image 31- Product and Skus

To create a new product, select "Add Product" and fill in the fields for product registration:

Products and Sk	(Us
Home / conteódo / produtos / adicio	ner produto
Product Specifications	
∦ Fill with product information	
	* Required Field
Name *	
Substitute words (use words that have the same semantics)	
Examples: Flectronic -> Flectronics; Rofrigerator > Fridge; Calvin Klein -> Calvin Klain;	Words related to the product, will be used for search, separate the words with commas ;*
Important: these words will be used in internal searchs and also in Search sites	
toxtLink *	(Used to build the Url Product) Do not use accents nor spaces!
Page Title (Tag Title)	
Product Description	
Description (Meta Tag Description)	

Image 32- New Products

i. Name: product name to be displayed on the site.

ii. Substitute words: keywords, terms related to the name given to be used in the store search.

iii. TextLink: product URL.

iv. Page Title (Tag Title): text that is in the browser tab and corresponds to the product page title.

v. Product Description: description of the most important information about the product.

vi. Description (Meta Tag Description): short description of the category. It's recommended not to exceed 150 characters so that search engines can display it correctly on the result pages.

vii. Brand: type or search for the brand name then add it to the register. Category: select the category to which the product belongs.

viii. Global Category VTEX: category tree that will be used to integrate products with Google Shopping, Buscapé and marketplaces.

ix. Trade policies: check what trade policies this product is ruled by. If this field is not marked, the platform understands that the product can be ruled by all of them.

x. Provider: enter or search for the name of the provider to add it to the register.

xi. Market Launch date: the date when the product was launched. It serves to search for the latest releases on the page.

xii. Show on site: turns on or off the visibility of a product in your store.

xiii. Show out of stock: this function makes a product, even when sold out, appear in your store, and provides a back in store notification form for the customers.

- xiv. Additional Description: short description of the product.
- xv. Tax Code: product reference code.

xvi. Score (used for search order): value used to set the product priority according to its search results.

3.8.7 Catalog – SKUs

To register a SKU you must first have a registered product. Then click SKU> New SKU:



Image 33- Skus

Products and S	KUs	
Home / Content / Products / SKU /	/ Add SKU	
SKU Images Videos Specification	ns Advanced Settings	
Fill with the information about Si	ĸu	
* Required field		
Product Name (Id) Inventory Date of Management Name *	Camarão In Natura 10g View Inventory (logistics) 28/01/2020	
Loyalty value		Corresponding Value to be credited on Loyalty card to be used in future purchases.
EAN/UPC		
Reference Code		
Freight Weight *		
Freight Height *		
Freight Width •		
Freight Length *		

Image 34- New Sku

i. Product Name: appears filled with the name of the product the SKU belongs to.

ii. Name: SKU name, i.e., the product variation, which has already been registered. Ex: Product - Blue Sneakers - Size P.

iii. Loyalty value: this field has been discontinued.

iv. EAN / UPC: SKU unique identification code (barcode), accepts up to 13 numeric characters.

- v. Reference Code: SKU reference code.
- vi. Freight weight (in grams): the weight of the purchase to calculate the shipping cost.
- vii. Freight height (in centimeters): the height of the purchase to calculate the freight.
- viii. Freight width (in centimeters): the width of the purchase to calculate the freight.
- ix. Freight length (in centimeters): the length of the purchase to calculate the freight.
- x. Net weight (in grams): actual weight of the product.
- xi. Net height (in centimeters): actual height of the product.

xii. Net width (in centimeters): actual width of the product.

xiii. Net Length (in centimeters): actual length of the product.

xiv. Coming soon expected on: in case of pre-orders, enter the expected arrival date of the product, in dd / mm / yyyy format.

xv. Accessories: adds new SKUs to the SKU being registered. If you are registering a dress, include a belt as an accessory. Its particularity is to generate a checkbox where the customer can click and buy both items at the same time.

xvi. Suggestion: suggest new SKUs to the SKU being registered. If you are registering a dress, suggest a belt to go with it. However, the customer cannot buy them together.

xvii. Similar (products similar to): this field has the function of showing on the product page other similar options. Limit of 50.

xviii. Show together: displays suggested product SKUs for joint purchase. Commercial

xix. Condition Code: used to define specific promotions / installment rules to SKUs.

xx. Measurement Unit: used only in cases where it is necessary to convert the unit of measurement (m - cm, pounds - kilos, etc).

xxi. Activate SKU if Possible: this field activates the SKU if it meets all the requirements for activation.

xxii. SKU Activated?: defines whether the existing SKU is active or not. It does not allow any changes and is only used for consultation.

xxiii. Manufacturer Code: provided by the manufacturer to identify the product. If any product has a specific code, this field must be completed.

3.8.8 Catálogo - Cadastro de Imagem



Image 35- Image

- 1. Click Images.
- 2. Then Insert.
- 3. Select your image from Choose File.
- 4. Fill in the Text field.
- 5. Fill in the Label field.
- 6. Click Send.

How to associate an existing image with a SKU:

Products and SKUs		
Home / Content / Products / SKU / Edit SKU		
	Changes only will be considered after you click on save button	
N T	It's necessary to upload at least one image for each size to activate SKU	2
SKU Images Videos Specifications Advan	ced Settings / 3	2
/ SKU Images		
The Field "Texte" Will be used on features "title" e "alt" of image after Proc	het måe.	Insert Link to existing images
Skus that have images Camari	io in Natura 10g <a> (ALL existing images will be replaced by the selected SKU images)	
Associ	ate images4	
Archive/Image(Preview)	Name / Label / Link	Edit
	Annteren_2020_01_01_01_16.0137	Drincinal

Image 36- Image 2

- 1. Click Images.
- 2. Then Link to Existing Images.
- 3. Select a SKU.
- 4. Finally click on Associate images.

3.8.9 Catalog - Videos

The Videos tab acts as an input to URLs. These URLs can be used by the site developer on the product page:

				Changes only will be considered after you
				It's necessary to upload at least one image
SKU Images	Videos	Specifications	Advanced Settin	ngs
del en en sud en en line en sue s	to 6 are allowed	ı. 9shAqD		

Image 37- Videos

3.8.10 Catalog - SKU Specifications

The SKU specifications registered in the category tree will be available in the register. Filling is required:

Home / Content / Products / SKU / Edit S	KU Construction of the second s
	Changes only will be considered after you click on save button
	It's necessary to upload at least one image for each size to activate SKU
SKU Images Videos Specifications A	dvanced Settings
/ Fill with product references: Camarão In	Natora 10g
* Required Field	
Especificações	
Tamanho 🔿 P	○ M ○ G ○ P ○ M ○ G ○ 35 ○ 36 ○ 37 ○ 38 ○ 39 ○ 40 ○ Único
Return Save	

Image 38- Especification

3.8.11 Catalog - Advanced Settings

Tab used for advanced configurations of products having the following information:

= 🔻 omnicore -					VISIT STORE 🖓 🧭) 🌐 EN	M
Search CTRL+K	SKU Images Videos Specification	Advanced Settings					
Home	/ Fill with SKU information	After selecting this option and saving, this cannot be un	done.				
Orders management >>	Bundle with SKUs sold separately						
Subscriptions	Credit with gift card?	⊖ Yes ⊛ No					
Payments Customer Credit		Select YES only if this sku is intended for use in the List of e Caution: Improper use of this field will undermine the norm	vents of the type that generates credits to gift cards. al process of selling this item.				
ត្ [ា] PRODUCTS	Modal O	v					
Catalog							
Products and SKUs	Attachments	An Attachment is used to add custom information from cus					
Categories		An Attachment is used to add custom information from our Example	stomer or a service or of the purchased item				
Brands		Item Purchased -> "Official shirt of the Brazilian team "					
Import and export		Attach name -> " Custom " key 1 -> key Name. " name "Maximum characters allowed. 2	0				
List types		key 2 -> key Name: "Number " allowed values: "5,79,10,11 " This means that an official abirt of the Brazilian Team will be	sve an Attachment called "Custom", mandatory or not, whose keys				_
Attachments		are the "name" and "Number" to be printed on the shirt put	rchased as the customer's choice. The customer can enter a name ve to choose between numbers 5, 7, 9, 10 and 11 (can not enter the				
XML integration		If you want to register a new Attachment not yet existing in	the System clique aqui				
Reports							
Commercial conditions		Associate	Name	Active Yes	Required		
Suppliers			Sobrenome Recorrência	Yes	Yes		
Prices			Teste	Ves	No		
Rates & benefits	Recurn Seve						
I ANALYTICS							

Image 39- Advanced

i. Activate Bundle: defines whether the SKU of the product in question is composed of one or more SKUs, becoming a Kit. Once activated, it is not possible to reverse the flag.

ii. Bundle with SKUs sold separately: The Kit items may be sold separately, for example, if the end customer does not want a product of this kit.

iii. Credit on gift card?: defines that the SKU will generate credit on a voucher.

iv. Attachments: shows an attachment options you can select.

3.8.12 Catalog - Import and Export

This module is used to import and export to and from the platform through spreadsheets. It can be used with products and SKUs, images, and product specifications. To access the module, simply select : Catalog > Import and Export:

omnicore -					VISIT STORE	() () () () () () () () () () () () () (IN N
earch CTRL+K							
Home	Import and export						
ORDERS	Products and SKUs Product specifications SK	Uspecifications Import images		timates Export product reviews			
Orders management		U specifications Import images	Expo	t images Export product reviews			
Inventory & shipping	Home / Reports / Export and Import SKUs and Products						
Subscriptions	Filter results or do a search						
TRANSACTIONS	Quick lookup filters - saved filters [0]						
Payments >	Export / Import						
Customer Credit	support of import						SKU found: 7
PRODUCTS		First Previous 1 2	3 4 1	lext Last			
Ostatop.							
Dreducts and GKUs	Product ID Product	Active Product	SKU ID	SKU	Active SKU	Category	Brand
Products and SKUs	Product ID Product 1 iPhone & Rose	Active Product Yes	SKU ID	SKU iPhone 6 Rose	Active SKU Yes	Category Eletrônicos	Brand
Categories			1				
Categories Brands	1 iPhone 6 Rose	Yes	1	iPhone 6 Rose	Ycs	Eletrônicos	Niko
Categories	1 iPhone 6 Rose 2 Maeztra Online Sales Consulting	Yes	1 2 3	iPhone 6 Rose Meeztra Online Sales Consulting	Yes Yes	Eletrônicos Carros	Nike
Gategories Brands	iPhone 6 Rose 2 Maeztra Online Sales Consulting 3 Bife Ancho Pribol Maturatia Entrecote	Yes Yes Yes	1 2 3 4	iPhone & Rose Maeztra Online Sales Consulting Bife Ancho Friboi Maturatta Entrecote 1,7 kg	Yes Yes Yes	Eletrônicos Carros Eletrônicos	Niko Nike Nike
Categories Brands Import and export	I IPhone & Rose 2 Maestra Online Sales Consulting 3 Bife Ancho Prihoi Maturatia Entrecole 4 Occa-Cola	Yes Yes Yes Yes	1 2 3 4 5	liPhone & Rose Maeztra Online Sales Consulting Bilfe Ancho Filboi Maturatia Entrecote 1,7 kg 600ML	Yes Yes Yes Yes	Eletrônicos Carros Eletrônicos Eletrônicos	Niko Nike Nike Niko
Categories Brands Import and export List types	ir/bone e Bose Meetra Colling Seles Consulting Bife Ancho Pribol Materials Intracete Goes-Oble Shampoo Hidratente Tropicalia 230mL	Yos Yes Yos Yos Yes	1 2 3 4 5 6	lPhone o Rose Meeztra Online Sales Consulting Bife Ancho Pilooi Maturatta Entrecote 1,7 kg 600ML Shampoo Hidratante Tropicalis 230mL	Yos Yes Yes Yos Yos	Eletrônicos Carros Eletrônicos Eletrônicos Eletrônicos	Niko Nike Niko Niko Nike
Categories Brands Import and export List types Attachments	I IPhone & Stose 2 Mascito Online Sales Cossulting 3 Bille Ancho Phiol Maturata Entrecote 4 Ocos-Oula 5 Shampoo Hideratante Tropicalia S30mL 6 Kit de componentes	Voa Ves Ves Voa Ves	1 2 3 4 5 6 7	IPhone & Hose Maestra Chillee Sales Consolding Bille Anchor Pi Bol Maturatia Entrecorde 1,7 kg 600ML Mampoon Hidnetante Tropicalis 20ml. Kit de Componentes	Yos Yes Yos Yos Yes	Eletrônicos Carros Eletrônicos Eletrônicos Eletrônicos Montadora	Nike Nike Nike Nike Nike

Image 40 - Import

To import a product spreadsheet, for example, simply select Export / Import, select Import, follow the instructions given by the platform, and use the template spreadsheet as an example. Remember that the spreadsheet fields are the same as those mentioned in the product registration and SKU.



Image 41 - Import 2

Export:

≡	💙 omnicore -							VISIT STORE	61	0 B E	N M
Sco				UnidadeMedida (UnitMeasur MuttiplicadorUnidade (UnitM ExibeSemEstoque (DisplayWi	ultiplier) 📜 Deso (Weight) 📜	(JdMarca (Br Altura (Height)	andid) (_lettoLink (Link Toxt)), Largura (Width) (Comprimenco (Length)),				ŕ
Ħ	Home				that should NOT be chang		ter de ser se de la constante d				
Έ	ORDERS				ActiveSKU) ProdutoAtivo (Act						
	Orders management			IdDepartamento (Departmen	Ud)						
	Inventory & shipping			The import will not run if a	ny necessary column is bla	ank in the s	haat				
	Subscriptions				d the example spreadshee						
-	TRANSACTIONS			Upload File for	Import						
	Payments >	Exer	nple Spreadsheet	Excel 97-2003 (.xls) (max 4							
	Customer Credit				🚍 Choose file						
ø	PRODUCTS			Email for Notification:							
	Catalog			marcos.jr300@gmail.com							
	Products and SKUs			IMPORT							
	Categories										
	Drands										SKU found: 71
	Import and export				first Previous 1 2	3 4	Next Lost				
	List types	Product ID	Product		Active Product	SKU ID	SKU		Active SKU	Category	Brand
	Attachments	1	iPhone 6 Rose		Yes	1	iPhone 6 Rose		Yes	Eletrônicos	Nike
	XML integration	2	Maeztra Online Sales Consulting		Yes	2	Maeztra Online Sales Consulting		Yes	Carros	Nike
	Reports	3	Bife Ancho Friboi Maturatta Entrecote		Yes	3	Bife Ancho Fribol Maturatta Entrecote 1,7 kg		Yes	Eletrônicos	Nike
	Commercial conditions	4	Coca-Cola		Yes	1	600ML		Yes	Eletrônicos	Nike

Image 42 - Export

For more information on import and export spreadsheets, we recommend you visit the VTEX Platform Help and see the necessary steps:

https://help.vtex.com

3.9 Inventory

In this module we register the e-commerce stock, delivery services, and docks (distribution centers). To access it click: Orders > Inventory & Shipping.

🔲 💙 omnicore 🦂			VISIT STORE	r 0	EN
Search CTRL+K	Carriers New carrier	Loading Docks New loading dock	Warehouses New warehouse		
Home	Delivery Normal	Doca Principal Cost: 2 days, Overhead: 0 days	Estoque Negativo Doca Principal / 0 days		
ORDERS	Delivery Secundario Normal Retirada A Retirada em loja	3 transportadoras associadas	Estoque Principal Deca Principal / 4 days		
Orders management		Cost: 0 days, Overhead: 0 days 1 transportadora associada	Estoque Secundário Doca Secundário		
Dachboard		Retirada na Loja A Cost: 1 day, Overhead: 0 days	Retire na Loja A Retirada na Loja A / 0 days		
Shipping rates Shipping simulator		1 transportadora associada	Retirada na Loja A / U days		
Inventory					
Geolocation shipping					
Holidays					
Settings Pickup points					
Subscriptions					
TRANSACTIONS					
Payments > Customer Credit >					
ק PRODUCTS					
Catalog					
Products and SKUs					

Image 43 - Inventory

i. Warehouse: the physical space used for the storage of the e-commerce goods. It is the place for the inputs of new items in the inventory and the release of orders. It is possible to have a view of the inventory.

ii. Loading Docks: A dock is a logistics step that lies between inventory and carriers. It functions as an outlet for products coming from a distribution center.

iii. Carriers: Carriers are the companies responsible for distributing the products sold by an e-commerce. It is common for a store to have multiple associated carriers. This is because carriers' operating and fleet profiles vary according to the route, lead time and type of product they will deliver.

To create a warehouse, dock or carrier, simply click "New" next to the item you want to create.

Carriers New carrier		Warehouses New Warehouse
Delivery (tormat Delivery Secundario (tormat	Doca Principal Cost. 2 days, Overhead: 0 days 3 transportadoras associadas	Estoque Negativo Doca Principal / 0 days
Retirada A Retirada em loja	Doca Secundária	Estoque Principal Doca Principal / 4 days
	Cost: 0 days, Overhead: 0 days 1 transportadora associada	Estoque Secundário Doca Secundária / 0 days
	Retirada na Loja A Cost: 1 day, Overhead: 0 days 1 transportadora associada	Retire na Loja A Retirada na Loja A / 0 days

Carriero -	Loading Docks	Marahousas	
New warehouse			Х
✓ Warehouse Enabled Id (optional):			
Name:*			
Delivering from.* Doca Principal			
VTEX inStore's settings			
Save Cancel			

Image 44 - Logistics

Corriore	Loading Docks	Marahousas
New loading dock		x
Loading Dock Enabled Id (optional).		•
Name:*		
Trade Policy:*		
Select trade policy	include	
	Include	
Processing time." (a) (b) days Time non-host * (a) (b) days		
Priority 0 o		
low > high		
< Save Cancel		3

Image 45 - Dock

- i. Id: dock id field. If not filled, it will be created automatically.
- ii. Name: dock name.
- iii. Sales channel: the commercial policies met by this dock.
- iv. Associated carriers: carriers assigned to a dock.
- v. Processing time: time to be considered in the freight calculation.

vi. Time overhead: time not used for freight calculation, but to be considered when choosing the most advantageous dock.

vii. Priority: Tiebreaker value for dock selection. The higher the priority of the dock, the greater the chance of it being selected for delivery.

viii. EndPoint WMS: used to integrate an external WMS software (warehouse management system) to the order processing flow.

New loading dock × Provise w * Image: State of the state of th
Bidga Pointy 0 @ Image: Image
Image: Street Image: Street Addess Country Country Potal code Street Image: Street Image: Street Image: Stree
Placky Ø @ Bre > high ExefPrace VMAS Contry Potal code Street Number Complement Number Complement Number Complement Namber Chy State
low → high EndTelet WMD: Addess County Potal code Street Rumber Coppenent Rumber Coppenent Rumber Coppenent
bor > hgh ExdPrint WMS
ExdPaint WMS:
Address Country Petral code Street Table Complement Runder Complement Runder Complement Runder Cody Otate
Addess Country Petital code Street Table Complement Rumber Complement Humber Complement Humber Complement Comp
Country Postal code Street Description Complement Number Complement Image: Street Str
Country Postal code Street Description Complement Number Complement Image: Street Str
Number Complement Handler Complement Haighborhood City Gate City
Namber Complement
Neighbothood City Otate
4 · · · · · · · · · · · · · · · · · · ·
Save Cancel
Cancel

Image 46 - Save Dock

New carrier		Looding	Docks	14	larahausas (Nana manakana sa	x
Carrier enabled							0
Name: *		ld:					
Shipping method *							
Ex: Normal, Expressa, Sede:	Scheduled Del	livery					
Shipping Rates							
Model spreadsheet download							
No file selected Bro	owse						
The spreadsheets generated on the		epted. The maximun size is 10 N	IB. Tip:				
Download the registered spreadshe	eet for edition.						
⊖ Use carrier cut-off times							
Use carrier business hours	3						
Sunday	Monday	🖂 Tuesday	Wednesday	I Thursday	Friday	Saturday	
00:00	00:00	00:00	00:00	00:00	00:00	00:00	
23:59 2	23:59	23:59	23:59	23:59	23:59	23:59	
Accept purchases outside We'll add the time until the		ior.					
iven add ble time und ble	e camera begina to deim	61					
Freight options							
Save Cancel							

Image 47 - Transportations

i. Carrier enabled: flag to indicate whether the carrier is enabled or not.

ii. Name: internal name of the carrier.

iii. ID: Internal identifier. Must be filled with letters and numbers only. If not filled in, an ID will be created automatically.

iv. Delivery type: name that will be displayed on the checkout to the client.

v. Scheduled Delivery: allows the definition of custom delivery periods, and can define specific deadlines and prices.

vi. Shipping Table: a table with the values and terms assumed by the carrier.

vii. Use carrier cut-off times: times when the products will be removed from the Dock. It's used to optimize freight calculation.

viii. Use carrier business hours: days and time the carriers will operate.

ix. Accept purchases off working hours: allows the carrier to accept purchases outside its defined business hours.

x. Sum of measures H+W+L: are the maximum limits accepted by the carrier. Upon reaching this value, either delivery is divided into packages or is not delivered by this carrier. xi. Largest edge measure: this is the largest measure accepted by the carrier. Upon reaching this value, either delivery is divided into packages or is not delivered by this carrier.

xii. Cubic weight factor: a factor that will be used to calculate cubed weight. Use cubic weight only if weight exceeds: from this weight limit on, the calculation of the cubed weight will be considered for the shipping rate.

xiii. Carrier delivery or non-delivery on weekends: informs whether the carrier delivers on weekends. This option includes holidays.

xiv. Only delivers if the total of items of the shipment is a multiple of: if delivery is divided into shipments, this field will limit the minimum number of items for assembling it. If this number is not reached, the delivery will not be performed by this carrier.

xv. Delivery modal: determines the modal attended by this carrier. This field is available only if you have modes enabled in your logistics configuration.

xvi. Choose pickup points: select this field to open the Pickup points option. Click the dropdown and select a registered pickup point. Click Include to link the pickup point to this carrier. If you want to use a tag registered at the pickup point to relate to the carrier, in Tags, select a tag and click Include.

Shipping ranges, weights and values are fed into VTEX platform based on a spreadsheet. To download the model, click "Model spreadsheet download" and fill in the fields with the necessary information.

Edit carrier	х
Delivery Id: 10225a5	
Carrier	^
☑ Carrier enabled	
Name: *	
Delivery	
A Shipping method *	
Normal Scheduled Delivery	
Shipping Rates	
Download spreadsheet Update spreadsheet	
O Use carrier cut-off times	

Image 48 - Save Transportation

			ç			,	4	ж	1	1	6	- L	м
	TipCodeStart	ZipCudeEnd	PolygorName	1000224151	(HeightEnd	AbsoluteMoneyCost	PricePercent	PricellyExtrailleight	MaxWolume	TimeCost	Country	Minimum/Valuelneurance	
2	10880080	500880088		8,008008	508,088008	18.080080	1,508808	1,808800	TROOMCOME SHOOMS	5.00.00.00	1995	1,008008	
8	108800880	Scottoon		501.008008	1008.088008	16.000000			180080088 380086	5.08.08.08	IBRA .	8,008008	
4	10880080	50080088		1001.008008	See cencer	16,980080	1,508808	1,000000	NECOSICOSE DECOSIC TROOMCOSE DECOSIC	5.08.08.08	1895A	18.008008	
5.0	6	1	comedua/upp	8,008008		16.000000	1,608808				IBRA .	8,088008	
1	0		nomedra/wave	501,008008	1008.088008	16,000000	1,508808	1,008000	WOOMCOME SHOOME	5.00.00.00	(8/8A	5,008008	
2													
8.4													
2													
<u>8</u>													
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18													
9													
31													
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22													
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23. 34													
23													
20 27													
27													

Image 49 - Freight

- i. ZipCodeStart: zip code range start.
- ii. ZipCodeEnd: zip code range end.

iii. PolygonName: identification of the polygon defined in the geolocation function.

iv. WeightStart: the weight range start, in grams, for the respective zip code range.

v. WeightEnd: the weight range end, in grams, for the respective zip code range.

vi. AbsoluteMoneyCost: absolute freight price to be charged, i.e., at least this amount will always be charged.

vii. PricePercent: additional shipping fee according to cart price. PriceByExtraWeight: additional shipping fee according to cart weight in grams.

viii. MaxVolume: maximum volume, in centimeters, to be carried by the carriers.

ix. TimeCost: order delivery time, in the format DD.HH: MM: SS.

x. Country: country where products will be delivered. Must be completed with the 3 digit ISO country code.

xi. MinimumValueInsurance: this is an absolute value freight add-on, which will be compared to the value entered in PricePercent and multiplied by the cart value. The larger value will be the one added to the freight. To access through Logistics, you must go to "Inventory and Shipping"> "Inventory", then enter the product name, ID or SKU name, then select which SKUs you want to edit:

	N	lanage Items in Inver	ry					+ Back	to dashboard	
Dashboard		se one of the fields below to find you product								
Shipping rates			(5).							
Shipping simulator		Product Camarão In Natura 10g	or	Items in inventory below : Units 😫 Q						
Inventory										
Geolocation shipping		Edit Gelected								
Holidays										
Settings		Products		Quantity	Reserved	Handled Reservations	Available	Actions		
Pickup points		Camarão In Natura 10g			0	0		Edit only this		
ubscriptions	>									
RANSACTIONS		Camarão In Natura 10g Leste		~	0	0	~	Edit only this		
ayments	,	ID Product 12687 ID SKU 10752								
ustomer Credit		Edit Selected								
RODUCTS										
atalog										
Products and SKUs										
odate Inventor	Y Need help?							+ Back		
u date Inventoi arão In Natura 10g	Y Need help?							← Back		
	Y Need help? Last count	Reserved Items	Handling Items	Quantity f	or sale	L	lpdate co			
date inventor arão in Natura 10g dulo 12687 D SKU 10751		Reserved Items	Handling Items	Quantity f	or sale	l				
date Inventor arão In Natura 10g duto 12687 0 SKU 10751 arehouses Estoque Negativo	Last count				or sale			unt		
date Inventor	Last count oo		•	60	or sale			eunt		
date Inventor arão In Natura 10g Meio 12667 D. SKU 10751 archouses Estoque Negativo Infinite inventory Estoque Principel	Last count	•	•	00	orsale			unt O		

Image 50 - Inventory

After selecting the SKUs to be changed, simply place the quantities of products in stock. You can use the option "Infinite inventory" when the stock of a product has no limit (a digital book, for example). For a better identification of the status of each product, we have the following columns:

i. Last count: total sum of the other columns.

ii. Reserved items: products that have been reserved, but have not been handled yet.

iii. Handling items: products that have gone from reserved to handling, just waiting for delivery to definitely leave stock.

iv. Quantity for sale: how much of this product can still be sold, after considering the items reserved and in handling.

3.10 Pricing

Here you can register the price of each SKU manually through admin, in mass by importing from an Excel spreadsheet or through a API. To register the prices of products, you must access: Prices > Price List.



Image 51 - Price

Here we can enter the prices on the product SKUs:

- i. Cost price: cost price for markup calculation.
- ii. Initial markup: percentage of profit over cost price.
- iii. Base price: price that the product will be sold at the store (also known as "Price Per").

iv. List price: price that will be shown on the website demonstrating that the product is costing less than normal value (also known as "Price From").

Products can be filtered in the top bar of the module, making it easy to change specific products posteriorly. It's also possible to change prices through export and import spreadsheets.

3.11 Rates and Beneftis

This module is responsible for registering store promotions, which can be activated with specific conditions, UTMs (URL parameters), coupons, etc. To access the module, click Rates and Benefits > Benefits:



Image 52 - Promotions

To register new promotions, click "New Benefit" and select which promotion you want to use:

i. Regular Promotion: this type of promotion is widely used because it can cover many possibilities of discounts, and it has a wide variety of conditions in its fields.

ii. Buy Together: it is a promotion used to give a discount on products placed at the same time in the cart.

iii. Take More For Less: this type of promotion is used to give a discount to customers purchasing many units of the same SKU.

iv. Progressive Discount: this type of promotion is used when it's given a discount for a certain amount of products in the cart.

v. Buy & Win: this type of promotion is used to offer a gift if a particular product is purchased. vi. Campaign Benefit: this type covers all types of promotions featured in the Regular Promotion, and a few more configurations, such as free shipping, promotional price tables, and gifts.

There is a big number of possible promotion scenarios. for more information got to: https://help.vtex.com

No hig On which i Categories	tems this benefits will be applied to ?
Equal to:	✓ Select a category (CategoryA OR CategoryB)
Brando	AND
Equal to.	Select a brand (DrandA OR DrandD)
	AND
Collections	
Equal to:	Select a collection (CollectionA OR CollectionB)
	AND
Products	
Equal to:	Select a product (ProductA OR ProductB)
	Browse No file selected. (* tot file with one entry per line)
3 What are t	he conditions for the benefit to be valid?
Order's mir value	imal

Image 52 - Promotions 2

- i. Categories: defines which categories will participate in a promotion.
- ii. Brands: defines which brands will participate in a promotion.
- iii. Collections: defines which collections will participate in a promotion.
- iv. Products: defines which products will participate in a promotion.

v. Minimum and maximum value of the order: the promotion will be applied taking into account the "gross" value of the cart, without considering any other promotions or shipping.

vi. Also consider items that are not part of the promotion: This field is available when the minimum order value field or the maximum order value field is selected. This field is to allow a certain promotion to consider all the products in the cart, even those not listed in the "Categories", "Brands", "Collections" or "Products" fields. vii. Accumulative purchases: the discount will be granted if the total amount of all purchases already made by a customer reach the amount filled in this field.

viii. Item value between: the discount will be granted if the item value is meeting the range of filled values.

ix. "From" and "to" prices are the same or "from" and "to" prices are different: only one option can be selected. It refers to the product registration values.

x. BIN restriction: discount will be granted if the card BIN is listed in this filled.

xi. Create coupon with the UTMs above: create a coupon with the registered UTMs to give the customer access to a promotion only with the coupon code.

xii. Utmi_cp: the discount will be granted if navigation is performed with the registered utmi_cp (case sensitive).

xiii. Only on the first purchase: the discount will only be granted on the customer's first purchase.

xiv. Apply this discount even if the client is not logged in: this field is available when the field "Only on first purchase" is selected. If this field is checked, the promotion will be applied even if the consumer has not entered their email and password.

xv. Usage limit: limits the number of times the promotion will be applied. Enable usage limit per client: enables the number of times each customer can receive the promotion.

xvi. Allow accumulation of promotions: allows more than one promotion with the same type of discount to be awarded at the same time.

xvii. Allow accumulate with manual prices: allows the promotion to be applied to products whose prices have been manually entered by telesales.

3.12 Payments

The module Payments is responsible for managing store transactions, gift cards and settings so that payment services can be used. To access Payment settings go to: VTEX > Transactions > Payments > Settings.

-	TRANSACTIONS			
	Payments		`	
	Transactions			
	Bank conciliati	on		
	Gift card			
	Settings			
	Customer Credit		>	Image 52 - Payments

Payment service settings are divided into three steps:

- i. Gateways
- ii. Affiliations Payment Conditions
- iii. Notifications

The VTEX platform has its own gateway and has natively several integrations with other gateways, acquirers and even banking services.

This means that to use them, there is no need to develop an integration with the service - just hire a payment service that is already natively plugged into VTEX and perform the necessary settings.

Each payment service has its own hiring conditions and services. The client must hire the one that will meet your business needs.

- i. The most common are:
- ii. Payment Intermediaries
- iii. Acquiring Banks
- iv. Bank slips
- v. Anti-Fraud Service

3.12.1 Payments - Gateway Afiliations

	▼ - Search for payr	ment rules and systems					•						
		Payment Conditions	Custom payments	Gateway Affiliation	s Notifications								
			Add new paymen	t condition for			×						
			CREDIT	CARD									
American Express	Visa	Diners	Mastercard	Discover	Aura	Hipercard							
Banricompras		Cabal	Nativa	Naranja	Nevada	Shopping	Credz						
			INVO	NCE									
			Boleto Bancário	FichaDeposito									
DEBIT CARD													
		Visa Electron	Débito Online	Maestro	Mastercard Debit								
	OTHER												
PayPal	Vale	Promissory	Mercado Pago	Alignet	PagSeguro	Peela	Webpay						

After hiring the Payment Service, the parameterization must be performed by clicking on the desired payment service and filling in the necessary information. Each Payment

Service operates according to its technological characteristics, so each of them will require the inclusion of specific information within the VTEX platform so that it can be tested and published.

Below an example of the required fields for Adyen acquirer:

Affiliation name			Configure data from PayPal	
PayPal - New configuration		>	API username	
Test Live/Production	O Do not use the test mode on production environments		API password	
			Signature	
			Currency Brasil Real (BRL)	~
			Location Brasil	~
			Use online refund Cal processor retund API if available. For Manual option, notify the administrator about the pending retund by e-mail. $s_{1, \ast}$	

Image 53 - Gateway

Once the Payment Intermediary / Gateway is contracted and parameterized, the payment terms, banners and services must be configured and linked.

Access Payments > Settings > Payment Conditions and click "+" at the top right corner of the page.

3.12.2 Payments - Conditions

Access the payment term you want to make available in your store so that the form with the required information opens and can be set up.

In the example below we will discuss the parameterization of a MasterCard Credit Card in 12 installments:

Payme	rt Conditions	Eustom payment	ts Gateway Affilia	tions Notificat	ions	
Payment Conditions > Masterca	rd > Mast	tercard -	A vista			
Status Active		Prepaid i	n full or in installments	5?		
₩ Process with affiliation:	> .		Prepaid in fu	•	In insta	allments
Test omnicore 🗸		Total inst	allments Interval (1-12)	or single(1,3,0,12)	Min. Installment*	Billing *
		1-12			\$	Begin of the peric~
			Installment(s)	Interest(%)		
			1 [5]	0		0
			Installment(s)	Interest(%)		
			2	•		۲
			Installment(s)	Interest(%)		
			3 0	•		۲
			Installment(s)	Interest(%)		
			4 🔄	•		*
			Installment(s)	Interest(%)		
			6 <u>(</u>)	•		۲
			Installment(s)	Interest(%)		
			0 (¢)	•		۲
			Installment(s)	Interest(%)		
			7	0		۲

Image 55 - Conditions

i. Rule Name: payment identification name.

ii. Status: active or inactive for online store sales.

iii. Process with affiliation: defines the payment service that will process the credit card brand and the payment conditions.

iv. Prepaid in full or In installments: defines whether the payment will be paid in installments or in cash.

- v. Total installments: defines the number of installments.
- vi. Min. Installment: defines the minimum value accepted per installment.
- vii. Billing: defines when the customer will be charged for interest.
- viii. Interest: defines the percentage of interest to be charged per installment.

3.12.3 Payments - Notifications

This PCI configuration area defines which email will receive notifications about actions that need to be taken by the merchant regarding store payments.

	Payment Conditions	Custom payments	Gateway Affiliations	Notifications
Notifications				
Email@ OMy Vtex email @Other email	@gmail.com email@host.com			
				Save

Image 56 - Notifications

The email registered in this section will be notified whenever there is a problem with any payment. Two examples are: a chargeback that didn't work out and needs to be done manually, and a capture that didn't work correctly.

3.12.4 Payments - Transactions

The transaction area is responsible for storing all transactions and attempts made during the checkout process. In a store supported by VTEX, a transaction begins each time a user chooses a payment condition and closes an order. From there, the purchase data is sent for validation by each of the process members. You can track each step of the transaction flow in Payments and see exactly the status of a payment through the displayed status. You can also validate if there was an error in the purchase attempt.
3.13 Message Center

The Sender is the email that will be used to trigger the platform communications with users / buyers. To perform sender registration: "Message Center" > Senders.

e 🗸 omnicore	*			VISIT STORE 😴 💮 🕀 EN M
PRODUCTS	^	Providers		New Provider ==
Catalog			VTEX-DEFAULT	
Prices				
Rates & benefits			NTEX	Own VIEX
ANALYTICS				
Insights			Test	
CUSTOMER				
Master data				
Message center				
Templates				
Senders				
STORE SETUP				
Trade policies				
CMS	>			
Cheokout				
MARKETPLACE				
Sellers RFTA	>			
Integrations	>			
Mercado Libre	>			
COUNT SETTINGS				

Image 57 - Message Center

In the print above, the highlighted card is the default VTEX sender. To request a check and be sure the sender is working, click on the test button. When selecting "New Provider", two options will appear: to use your own SMTP (if the store owns one) or the VTEX native.

* We recommend using VTEX SMTP.

3.13.1 Message Center - Senders

ender id		
Sender		
Name:		
Email: *		
Reply to:		
☐ This is the default sender		

Image 58 - Senders

When selecting VTEX provider, the following fields will have to be filled in:

- i. Sender id: created sender id.
- ii. Name: sender's name.

iii. Email: an email that will be used to send transactional emails to clients. It will need to be a valid email, so when registering and clicking on "Test", a verification will be sent to this email.

iv. Reply to: where replies for this sender will be sent to.

v. This is the default sender: check this field to use this sender as default for all transactional emails.

3.13.2 Message Center - Templates

Email Templates are layouts that will be sent to customers in case of purchase, payment approved, among others. To access, Message Center" > Templates:



Image 59 - Templates

In the search bar you can easily find the templates . If you are looking for a specific one, use the filter to have the templates organized by types. Each card represents a different transactional email and VTEX provides a basic and responsive layout for all messages, with information needed to communicate properly with your customer, but it is possible to edit them according to the brand communication standard. If you want to create a new template, click "New template".

It is recommended that the storeowner requests the agency to include the e-commerce logo and contact information.

E-mail sent when the order is completed.			
E-mail SMS			
E-mail sending? E-mail Title: * Seu pedido de ((subjectitemAttach	Sender: * Juninho	✓ Use default sender	
To: • [{orders.0.clientProfileData.email}}	Cc:	Bcc:	
Html *		JSON Data (Example)	
3* <html xml<br="" xmlns="http://www.w3.org/1999/xhtml">4 xmlns:v="urn:schemas-microsoft-com:vml"</html>	<pre>ssteat-size-adjust: 100%; -webkit-font-smoothing: antia 'text/html; charact=U/F-8" /> t=~1E-edge" /> c=width; initial-scale=1.0" /> e></pre>	3 - { 4 "package": null,	":),), 900,

```
Image 60 - Email
```

i. Template Name: name given to the template for a better understanding of what it does.

ii. Enable email sending?: enable or disable the email in question.

iii. Sender: which sender will be used (active only if "Use default sender" is unchecked).

iv. Use default sender: will use the sender marked as default or whatever is selected in the previous field.

v. Email Title: subject of the email that will be sent to customers.

vi. To: to whom it will be sent (by default it is used the parameter that locates the related customer's email).

- vii. Cc: copy another email.
- viii. Bcc: blind carbon copy.
- ix. Html: the code used to create the template to be sent.

x. JSON Data (Example): an example that shows the information used by the template that can be used as a parameter in the Html email.

E-mail Title: Seu pedido de Bife Ancho F To: c1dd5f696ed941b0884208b5fee5c71b		Preview
		Ŷ
	PEDIDO REALIZADO COM SUCESSO! realizado em: 27/01/2020	
	Olá Thiago!	
	Seu pedido foi realizado com sucesso! Só precisamos confirmar seu pagamento! :) Fique de olho nos e-mails que em breve seu pedido estará pronto para ser	
	entregue!	
	Acompanhe seu pedido	
		Preview
E-mail Title: Seu pedido de Bife Ancho Fr To: c1dd5f696ed941b0884208b5fee5c71b		Preview
		Preview
	@ct.vtex.com.br Produto Quantidade Preço Maeztra Online Sales	
	@ct.vtex.com.br Produto Quantidade Preço Maeztra Online Sales Bife Ancho Friboi Maturatta Entrecote 1,7 kg 1 R\$ 0,32	
	@ct.vtex.com.br Image: Produto image: Produce	
	@ct.vtex.com.br Produto Quantidade Preço Maeztra Online Sales Bife Ancho Friboi Maturatta Entrecote 1,7 kg 1 R\$ 0,32 Subtotal R\$ 0,32 Desconto R\$ 0,00	
	@ct.vtex.com.br Produto Quantidade Preço Maeztra Online Sales Maeztra Online Sales 1 R\$ 0,32 Bife Ancho Friboi Maturatta Entrecote 1,7 kg 1 R\$ 0,32 Subtotal R\$ 0,32 Desconto R\$ 0,00 Valor da entrega R\$ 0,10	

You can see above a preview of how emails will reach end customers. They can be viewed on a desktop, mobile and tablet .

Image 61 - Emails

3.14 Marketplace

Vtex Marketplace is the module responsible for ready-made platform integrations. They are supported by VTEX itself and do not require hiring an e-builder to be used.

Today the platform has natively the following partners:

- 1. Amazon
- 2. Buscapé
- 3. Carrefour
- 4. Dafiti
- 5. Facebook
- 6. Google Shopping
- 7. Magazine Luiza
- 8. Mercado Livre
- 9. NetShoes
- 10. B2W
- 11. ViaVarejo
- 12. Zoom

The Marketplace is not always a design premise. This parameterization can be performed later for new stores that do not yet have a digital presence and do not have sales through any online channels.

For customers migrating to the VTEX platform, it is important that it is priorly parameterized and tested.

To access Marketplace setup area : Marketplace > Integrations > Settings.



Image 62 - Marketplace

3.14.1 Marketplace - Settings

Each partner demands specific configurations that evolve according to each platform features.

It is recommended that it is done based on the updated VTEX Platform Help documentation: https://help.vtex.com.

3.15 Mídias and XML

This topic will cover the concept of XML, and some external media tools that are considered important during the implementation process.

XML is a data structure standard commonly used by media tools so that the e-commerce catalog can be integrated with external tools. The most commonly used platforms for this type of integration are price comparison websites.

Below are some examples of external tools that use the XML framework to communicate with the platform:

- 1. Buscapé
- 2. Clickaporter
- 3. Criteo
- 4. Facebook
- 5. Fashinera
- 6. Google Shopping
- 7. llovecommerce
- 8. Jacotei
- 9. Kuantokusta
- 10. Lomadee
- 11. Muccashop
- 12. Terra
- 13. Uolshopping
- 14. Zoom

Some of these tools provide an integration through the Marketplace module, or via XML. To access the XML area go to: Catalog > XML Integration.

It is recommended to use the models already available as a base, but the user can register a new one:

XML integration

Home /	Marketing	Collections XML
--------	-----------	-----------------

								New XMI
XML File ID	File Name	Collection ID	Collection Name	URL	List Unavailable	Number of SKUs in the XML		Edit
1	buscape.xml	No Collection	No Collection	No Collection			Modify	•
2	oliokaporter.xml	No Collection	No Collection	No Collection			Modify	•
4	criteo.xml	No Collection	No Collection	No Collection			Modity	•
7	facebookexchange.xml	No Collection	No Collection	No Collection			Modify	•
8	fashionera.xml	No Collection	No Collection	No Collection			Modify	•
10	googleshopping.xml	No Collection	No Collection	No Collection			Modify	•
11	iloveecommerce.xml	No Collection	No Collection	No Collection			Modify	•
25	instagram.xml	141	Todos	[Maeztra] http://omnicore.myvtex.com/XMLData/instagram.xml [Maeztra Teste] http://omnicore.vtex.commercestable.com.br/XMLData/instagram.xml	no	15	Modify	•
12	jacotei.xml	No Collection	No Collection	No Collection			Modify	•
13	kuantokusta.xml	No Collection	No Collection	No Collection			Modify	•
	lamadaa yool	No Collection	No Collection	No Collection			Modify	

Image 63 - XML

XML has a number of technical specifications and it is recommended that it is configured by someone who has knowledge on the subject.

Google Adsense:

Google Adsense is the leading tool in digital ads. It allows you to generate traffic for e-commerce in various channels such as Google search, Display, Youtube, among others.

The tool has a lot of relevance in e-commerce indicators. When properly structured generates qualified traffic, and can leverage sales. It uses store URLs as the basis for ad creations.

During implementation, it is not a prerequisite to GO LIVE, but it is recommended to start as soon as possible. For migration projects, it is important that campaigns be restructured using new platform-generated URLs after migration.

Google Shopping:

Google Shopping is a price comparison service that showcases Google searches.

It is a highly qualified tool for traffic generation and conversion increase and it uses XML or integration via API.

The VTEX platform offers both ways. it is not a prerequisite for implementation projects, but as it is a highly qualitative tool it is recommended to start using it as soon as the store goes live.

For migration projects, it is important to redone the integration and have the XML reviewed before going live.

Facebook Ads:

Facebook Ads tool consists of using social network traffic to maximize e-commerce metrics.

As it is a social database, it plays a key role in generating qualified traffic.

Facebook Ads is either XML or Native Integration based, but both depend on installing a PIXEL (Javascript code snippet) so that information can be measured during the purchase process.

In the VTEX platform we have three ways to use PIXEL:

1. VTEX CMS - Hardcoded Pixel usage based on direct installation in the store source code.

2. VTEX CMS - Google Tag Manager Pixel installation through GTM.

3. VTEX IO - APP + GTM - when it comes to VTEX IO, it is necessary to install the pixel, but pages such as cart and checkout still require deployment via GTM.

It is recommended to hire a partner to install the tool.

3.16 Master Data

Master Data VTEX is an application that is natively used to store general platform information but is also widely used for customizations that require information storage, front-end API queries, and even external data feed integrations.

The customer base, for example, is registered in this application. To access, click on: Customer > MasterData. Then click on "Customers" form in Profile System to query buyer records:

Aplicações Orders					
Quick links					
• Create applications	🖈 Import	Exportations	2 Reload ap	plications 🔒 Advan	ced settings
Customizados Orde		Deat	1.		
Customizados Orde	o	Prof Syst		€nde	ereços
			-		

Image 64 - Masterdata

In order to maintain the customer base, it is recommended to use MasterData import mode, so buyers from the previous site can be structured in a spreadsheet and imported into the platform: Master Data > Applications.

First, export the customer table:



Master Data VTEX also provides an interface to create:

i. Entities: entities are nothing more than tables. You can create a table called Newsletter for example, where the subscribers' names and emails will be captured.

ii. Additional Fields: fields can be added to the user profile and used on the store front end to capture more specific information such as gender. In the example cited in entities, name and email would be additional fields.

iii. Triggers: these are actions that can be parameterized in the interface and can be used, for example, to send a welcome email to a new buyers.

iv. Forms: Once an entity is created with its proper fields, a form can be added to serve as a query base within the platform.

Making these features available within the platform opens up a wide range of new features that can be structured to meet specific e-commerce needs and should be widely explored. We recommend that you align with the contracting partner ways of exploring these resources in favor of the business.

3.17 Redirect 301

In this topic we will cover: how the VTEX URL builder works its importance and platform migration projects.

Redirect is a native feature of VTEX that provides a dashboard for the user to redirect a platform internal link to another internal link permanently.

It is commonly used when a link no longer exists in e-commerce, for example, when a product has been discontinued, or the product category will no longer be available in the store. It is a strong ally when considering SEO. This process is recommended when there used to be a category or product available, but not anymore. It is likely they have been indexed by search engines, meaning that they can be searched by Google or similar tools. When this product or category is discontinued, if the user tries to access them, they will come across an error page.

"Redirect" comes in to cover this error. The old link that is no longer available for access can be redirected to the new link using the VTEX tool.

Another use for Redirect is when the project is a migration, i.e., the store was on another platform and is migrating to VTEX. In this scenario it is recommended that all links that have some level of expression (access) be redirected to new links within the VTEX platform.

To perform this process, it is recommended to cross old Google Analytics navigation data (if so) with tools like Google Search Console and SEMRush.

3.17.1 Redirect 301 - Migration

Another very big use for Redirect 301 is when the project is a migration, i.e., the store was running on another platform and is migrating to VTEX.

In this scenario, it is recommended that all links that have some level of expression (access) be redirected to new links within the VTEX platform.

To accomplish this process, we recommend cross-checking Google Analytics navigation data from the last 90 days with tools that measure page relevance, such as Google Search Console and SEM Rush, for example.

Redirect 301 is the process that ensures in a platform migration that the store has as few negative impacts on SEO as possible and should be interpreted as a critical design point. The storeowner should give high priority to this task. To access: Store Setup> CMS> Layout. When accessing, it is recommended to export the spreadsheet by clicking on the button below for the template to be made available for filling.

Image 67 - 301

Spreadsheet fields are:

i. Url From: URL to be redirected (it should not contain the domain) .

ii. Url To: URL to which the browser will be redirected (it should not contain the domain).

iii. Start Date: the date when mapping will begin to be considered .

iv. End Date: the date when mapping will no longer be considered Active: enabled or disabled mapping.

3.18 Google Tools

This topic will cover operationally what are the recommended tools for site implementation, what should be configured and, on a macro level, how they can be helpful when the store is in production. The VTEX implementation project aims to materialize the publication of a virtual store with all the necessary functionality to operate the e-commerce, using the platform resources. In addition to the e-commerce publication, there are highly recommended external tools that have compatible integration with the platform. Here we will cover the three main Google tools:

- 1. Google Tag Manager
- 2. Google Analytics
- 3. Google Search Console

Google Tag Manager:

Google Tag Manager is a tool that provides a dashboard for deploying tags and scripts in e-commerce, without having to be in touch with the source code of the site, which guarantees a certain level of security.

The source code of a site is extremely sensitive as it dictates all the behavior of the screens that are made available for user browsing.

Google Tag Manager is very useful for securely deploying external tools, and some of them already exist on the platform. They are:

i. Google Analytics: data analysis (you can have more detail on Vtexbook).

ii. Google Ads (Conversion): sponsored links platform. A place where you manage your search ads, shopping, and google partner network.

iii. Google Ads – (Remarketing): product sales suggestion based on browsing history.

iv. Google Optmize: Google's A / B test tool.

Google Tag Manager can be installed in three ways:

1. Source Code: When creating an account on Google Tag Manager, it provides a script (code snippet) that should be made available for the agency to proceed with installing on pages.

2. VTEX Configuration: For VTEX CMS stores, the platform natively provides a field where the Google Tag Manager ID will be included and it can be used from there.

3. VTEX Help provides a step-by-step on how to configure it.

https://help.vtex.com

Google Analytics:

Google Analytics is a tool that provides traffic and number analysis on key e-commerce KPIs. It is a tool provided by Google that even in its free version generates information about:

i. Traffic Analysis: measures the total volume of users visiting your site, and you can also filter by more specific pages and conditions.

ii. Conversion Funnel: the steps the buyer takes within e-commerce to place an order.

iii. Conversion Rate: this is the rate that measures the ratio of conversions to the number of sessions. It is one of the key business metrics.

- iv. Average Ticket: the average value of purchases made in the store.
- v. Revenue: the monetary amount captured by e-commerce.
- vi. Public: provides information about the online store users.

vii. Devices and Browsers: access volume numbers divided by phones, tablets, computers, and their respective browsers.

Apart from these forms described above, other several types of reports and data are possible.

Google Analytics can be installed in three ways:

1. Source Code: When Google Analytics has its account created, it provides a script (code snippet) that should be made available to the agency to install on the pages.

2. Google Tag Manager: Google Tag Manager natively makes an app available which can be parameterized directly in the tool for installing Google Analytics. VTEX Help provides a step-by-step to accomplish this implementation.

3. VTEX IO APP: When the store uses VTEX IO technology, Google Analytics is installed through an APP that is available from the platform repository: https://github.com/vtex-apps/google-analytics

We recommend that the installation be done by the partner agency.

3.19 Google Search Console

The Google Search Console is a widely used tool to understand how your site is performing in terms of search engine positioning (Google) and how well structured and optimized it is.

GSC monitors and provides reports so that users with account access can identify errors, have insights on how to improve the site, and mainly show how relevant pages are, based on overall site numbers.

It works as a pair for Google Analytics. While one focuses on user behavior, the other addresses search engine positioning issues. Together they form a powerful combination for decision making and e-commerce performance improvements.

Google Search Console has some installation methods available. The most used one is the inclusion of an HTML meta tag in the site header. Exemple: <meta name = "goo-gle-site-verification" content = "autogenerated code" />

It is recommended that the installation be requested by the partner agency.

<u>Note</u>: If the store uses VTEX IO technology, the installation is also performed via APP:

https://github.com/vtex-apps/google-search-console

3.20 Quality Assurance

The Q.A. is the process of approval of the store. It proposes routines and tests to certify that the virtual store is ready to go live.

Each partner has a methodology and each project has its own particularities and due attention levels.

This process consists of performing all validations and configurations required for e-commerce to be published.

Below are some tools that can help while running:

1. Performance:

https://developers.google.com/web/tools/lighthouse/?hl=pt-brhttps://webpagetest.org

2. SEO:

https://developers.google.com/web/tools/lighthouse/?hl=pt-brhttps://chrome.google.com/webstore/detail/mozbar/eakacpaijcpapndcfffdgphdiccmpknp?hl=pt-BR

3. CrossBrowser e Cross Device: https://browserstack.com https://app.crossbrowsertesting.com In the scenario of a B2C project, where e-commerce sells its products to the final consumer, we list below 44 important points to be evaluated by the agency and the storeowner before publishing the store:

Freight	validate if freight services have been tested and are consistent with actual carrier values
Pick UP Points	validate if the key configured in Logistcs is in fact the production key generated in APP
Pick UP Points	validate if all pickup points are properly registered in the platform
Categories	validate if all categories are registered, have at least one product to be active, and are correctly linked in the menu
Brands	validate if all brands are registered, have at least one product to be active, and are correctly linked in the menu
Filters	test on different pages how filters work and check if they are being applied correctly
Products	validate disposition of different types of products in the store, check if there is any registration or front-end correction that should be made (ideally one of each category)
Inventory	Verify if inventory (Inventory Count) is correct
Price	validate if the price is properly registered

Payments	check in VTEX Payments settings if cancellation email has been set
Payments	validate if an order is being placed for each payment service, and if captures and installments meet business needs
Google Tag Manager	validate if Google Tag Manager is set up and working on all pages
Google Tag Manager	validate with the customer what key tags are fundamental to meet the business rules and make sure they are in place and working
Google Analytics	verify whether tag is deployed and working on all pages
Google Analytics	perform Shopping Funnel Setup
Meta Tags	validate Home, Department, Category, Product and Institutional, and if targets H1, H2, H3, Title and Description are implemented
Login	validate if login with email and password, passkey, Facebook and Google are working
Transacional E-mails	place an order and proceed through all steps (including cancellation) to make sure that transactional emails are applied correctly, both desktop and mobile
E-mail Sender	validate if the email sender has been configured and validated. Also check with the storeowner if VTEX SPF has been added to DNS zone
Redirect 301	cross report from Google Analytics (last 90 days) with SEM Rush and Google Search Console and check if all these URLs have been redirected to VTEX
XML	check with the storeowner which platforms are integrated via XML, validate if they were created on the platform and follow the feed processing with the tools

Promotions	check if all promotions required have been created (eg free shipping, payment discount)
On-shelf Products	verify if all shelves are created and registered with their respective products.
Banners	verify if all production banners are posted (desktop and mobile) and if their links are correct
Favcon	verify if favicon is inserted on all store pages
Layout - Header	validate Logo, Menu, Search, My Account, My Orders, Cart
Layout - Footer	validate newsletter, links to institutional pages, payment banners, links to social networks
Layout - Home	navigate through the Home components, interact with them and check if there are no layout breaks for both desktop and mobile versions.
Layout - Category	browse through breadcrumb components, filters, orders, shelves, hover, banner display, pagination and check if there are no layout breaks for both desktop and mobile versions
Layout - Product	browse through breadcrumb, images, titles, prices, features, add to cart button, description, shipping info, buy together, related products, photoslurp, fixed bottom bar and check if there are no layout breaks for both desktop and mobile versions

Layout - Cart	perform navigation with a single product, with three and then with ten products. Check if there are no layout breaks for both desktop and mobile versions.
Layout - Cart	validate shipping calculation button, coupon, shipping preview, quantity, price, subtotal, discount, checkout button, reduced header and footer and check if there are no layout breaks for both desktop and mobile versions
Checkout - Profile	perform profile navigation with existing and non- existent users and check if there are no layout breaks for both desktop and mobile versions
Checkout - Delivery	perform shipping navigation using cart address and with a new address at checkout, test zip code button and check if there are no layout breaks for both desktop and mobile versions
Checkout - Payment	perform Payment navigation, form completion test for all payment services, and check if there are no layout breaks for both desktop and mobile versions
Checkout – Order Summary	perform order summary navigation, both desktop and mobile, and check if there are no layout breaks for both desktop and mobile versions
Confirmed Order	navigate confirmed order page and check if there is any layout break in the order data presentation, as well as the links to my account / my orders and product, desktop and mobile versions
Institutional Pages	navigate the store's institutional pages, check if there are wrong words and if there are no layout breaks for both desktop and mobile versions
Triggers	validate if form-related triggers and emails are working
Domain Manager	validate if Domain Manager Access is working

3.21 Go Live

This topic will cover the process that must be performed for the store to be published and accessible by the domain. The online store publishing process is highly responsive, requires operational knowledge on e-commerce, technique on domain management, development and platform.

There are variables that can cause problems during this process, so the Go Live should be scheduled in advanced with all the professionals involved.

A War Room practice is commonly adopted to perform this process. It consists of having all individuals involved in the GO LIVE process allocated in the same place, physically or on a conference call.

It is recommended to have the following professionals present to optimize the synergy of the team in case any issue or doubt arises:

1. Developer.

- 2. Infrastructure Manager (Domain Management).
- 3. Project manager.
- 4. Responsible for the operation.
- 5. Responsible for campaigns and paid media.

By having these professionals in real time, GO LIVE has its risk minimized.

This should not be terminated when the store is in production. It is recommended that staff continue to monitor to ensure no oscillations occur.

When we are talking about a migration project (other platforms to VTEX), extra attention must be given:

- 1. If the actual requests are working.
- 2. If users are able to access what they're looking for.
- 3. If redirects are working in production.
- 4. If media campaigns have been reactivated and are performing.

3.21.1 Go Live - DNS

Once the store is implemented, it's time to set up the DNS zone.

DNS Zone is a domain pointing manager. Today most domain providers and hosting services provide an interface for these settings to be made.

Below we will list the steps to point a domain to VTEX.

1 - Register the Domain in the Account. As stated in the General Settings chapter, the domain must be configured at: ACCOUNT SETTINGS> Account management> Accounts

Store		
Store name: * omnicore	Trading name: * Maeztra Online Sales	8
Hosts:	Store aliases: • omnicoreconsult	

Image 68 - DNS

2 - Request the technical responsible for the domain to include the Certification Authorities:

domain.com. CAA 0 issue "letsencrypt.org" domain.com. CAA 0 issue "comodoca.com" domain.com. CAA 0 issue "digicert.com" domain.com. CAA 0 issue "globalsign.com

3 - Request the domain manager to create a CNAME entry pointing to the VTEX CDN. Below are some examples:

Store Address: www.mysite.com

- Entry (subdomain): www
- Type: CNAME
- Destination: www.mySite.com.cdn.vtex.com

Store Address: www.mysite.com

- Entry (subdomain): www
- Type: CNAME
- Destination: www.mysite.com.cdn.vtex.com

Store Address: Loja.meuSite.com

- Entry (subdomain): Store
- Type: CNAME
- Destination: shop.mySite.com.cdn.vtex.com

Store Address: www.loja.meuSite.com.br

- Entry (subdomain): www.store
- Type: CNAME
- Destination: www.loja.meuSite.com.br.cdn.vtex.com

4. Put the store in production.

To put the store in production, go to: ACCOUNT SETTINGS> Account management> Accounts

Edit account		← Go back to account
O Active		
	Is it in production 🕐 No	

Image 69 - Account

After clicking the button above, click Save and the store will be published. The deadline for publication may vary depending on the domain and hosting service, usually a deadline of 42h to 72h.

3.21.2 Access without www

A recommendation made by the VTEX platform is that access without "www" be configured using a redirection service. The most used one is Direcionar.com.br. There are other similar services, and the domain manager can choose any other that suits the business. The example below, using Direcionar.com requires the creation of two entries in the DNS zone.

1. Type A record for domain root (can be represented by @ or just mySite.com) pointing to 52.8.174.221

2. CNAME record of redirect (or "redirect.meusite.com") pointing to www.mysite.com.optsuri.direct.com.

If there is more than one address that should be pointed to the site, the Direcionar. com can also be used by the domain manager as shown in the templates below:

From "www.dominioantigo.com" to "www.novodominio.com":

CNAME www entry: From: dominioantigo.com To: www.novodominio.com.opts-uri.direct.com.

From "loja.algumendereco.com" to "www.site.com":

CNAME store entrance From: algumendereco.com.br To: www.site.com.opts-uri.direccionar.com.br.

CASE

New Balance



New Balance Brazil

New Balance, established in Boston in 1906, has been in e-commerce since 2008, recently underwent a platform lockout process and began operations with VTEX on 08/2019. The main objectives established for the project were:

- 1. User Browsing and Purchase Ease.
- 2. Speed in store loading time.
- 3. Agility in integration with marketplaces.

The VTEX platform's goals of choice served as a backing for a store that improves its financial metrics and also for increased audience engagement related to its visual identity and layout functionality.

A very important measure was also achieved, which is the autonomy over the layout management and the e-commerce promotions and information by the operation.

The main post-measured gains in these three months were:



99

Schedule:

New Balance went through a deployment process that took about 9 months before the store could begin operations using the VTEX platform. Dividing into phases, we had approximately:

. Layout: 60 Days

. Development: 120 Days

. Configurations and Registration: 120 Days (in parallel with development)

. CRM and Media Integrations: 60 Days

. Approval: 30 Days

The project period always varies according to development needs, below an example 5 month schedule:



Image 70 - Case - Schedule

Layout:

The layout was created respecting the visual identity of the global brand. All colors, fonts, typography and applications were strictly followed for the Brazilian e-commerce to maintain the visual characteristics that the brand has in other countries.

In addition, the new layout has the role of being more attractive and practical for the public and the platform's flexibility at the development level was key to achieving this result.



Image 71 - Case - Layout

Development:

VTEX platform CMS enables higher performance and store evolution, the development capabilities provided by the platform are continuously evolving, bringing higher performance to e-commerce.

Admin generates easy content management, CMS has a lot of flexibility to develop new features, which implies better user experience and navigability.

Features like Quick Purchase, Landing Pages, Shelf Color Visibility, Template Menu have been added.

Categorization and Menu:

The native features of the VTEX platform allow the store menu to be created based on the tree of categories recorded in the catalog, collections, banners and more specific results such as age filter, for example:



Image 72 - Case - Menu

Products:

The platform's registration structure was populated by the integration of the ERP used with all the necessary information so that the product page layout could be assert-ively structured:

DESCONTO PROGRESSIVO: 20% 30%	e 40% <u>Contra conditões</u>		🏺 Encontrar uma loja
FEMININO MASCULINO INFANTIL MODELOS SALE NY MARATHON FUELCELL	Buscar	Q	🔝 LOGIN/ENTRAR 📋
Home / Feminino / Ténis / Casual / Ténis New Barance 9975 Casual Feminino			
	Tênis New Balance 997S Casual Fem sku: ws997ALC348	inino	
	R5-649,99 R\$ 399,99		
<u></u>	ou 6x do R\$ 66,66 Cor: Amarelo		
	A Provador Virtual Tabela de medidas		
-	Tamanho: 34 34 35 36 37 38 39		
DESCRIÇÃO DO PRODUTO			
- Nos demos ao nosso popular modelo 997 um update com o 997 Sport. Petito com énfase tanto na tecnología quanto	no estilo, o perfil mantém o seu design característico com alguns detalhes inovado	es. Seu solado chunky	
encapsula o essilo reminiscente dos anos 90.			
PRODUTOS RELA	CIONADOS		
38% OFF	8% OFF		Atendimento
			Atomanio
	A A		
	SAVE /	1	
<		>	
× ×			
Tênis New Balance 9075 Casual Tênis New Balance 9075 Casual Feminino Feminino Feminino	Tônis New Balance 574 Casual Chinelo New Balance Feminino Feminino	Casual	
reminino reminino R5662:99 R\$ 399,99 R\$ 549,99	R\$ 379.99 R\$ 349.99 R\$ 129.99		
ou tax de M\$ 66,06 ou tax de M\$ 90,06	ou tax de R\$ 58(,33 ou 2x de R\$ 54,9		
•			

Image 73 - Case - Products

Delivery services:

The Logistics module of the platform was used to parameterize the delivery services used by the distribution center. It is available at checkout so the buyer can select the service they wish to receive. Freight is calculated based on the zip code of receipt and weight of goods:

	MINHA SACOLA			
Produto	Entrega	Preço	Quantidade	Total
Tênis New Balance 997S I Casual Feminino Amarelo - 34	a calcular	De R\$ 649,99 Por R\$ 399,99	O 1 O	R\$ 399,99 🗙
Tênis New Balance Fresh Foam Zante Pursuit I Corrida Masculino Verde - 39	a calcular	R\$ 499,99	• 1 •	R\$ 499,99 🗙
ENTREGA		Adicionar cup	om de desconto	
Veja as opções de entrega para seus itens, com todos os prazos e valores.			Subt	otal R\$ 899,98
CALCULAR			тот	AL R\$ 899,98
			ESCOLHER MAIS PROD	UTOS FECHAR PEDIDO
			LOODE IEN MAIST ROD	TECHAR FEDIDC

Image 74 - Case - Checkout

Payment Services:

The VTEX Payments module was used to set the payment services required so that the user can have the most convenient purchase options in the checkout process:

Dados pessoais		ß	Entrega	ľ	Resumo do pedido	
if.valarini@gmail.com Dartagnan Valarini 11) 97542-0333			Rua Pedro de Araújo Lima 52, apto 23 Vila Guiomar - Santo André - SP 09091-025	Grátis	Tênis New Ba	lance 997S Casual teis R\$ 399,99
			Em até 7 dias úteis		Tênis New Ba	lance Fresh Foam Z
			Alterar opções de entre	ga	Em até 7 dias ú	teis R\$ 499,99
			·	'	Subtotal	R\$ 899,98
					TOTAL	R\$ 899,98
Pagamento						
Adicionar vale-presente						R COMPRA
			VISA 🜨 📰			
PAYPAL						
CARTÃO DE CRÉDITO	_		or que comprar com PayPal?			
BOLETO BANCÁRIO		Proteção ao Comprador seu produto entregue ou você pode recebe o pagamento de volta	e seu e-mail e senha não ser r cadastrados. compar	idos financeiros		

Payments

Transactional Emails:

Store branding has also been applied to the communication of transactional emails that are automatically triggered for the user as the order flow is handled in VTEX OMS:

3 m	SCULINO FEMININO	INFANTIL	Encontre 📀 urna loja			
PEDIDO RECEBIDO						
Olá, Dar	tagnan					
Recebernos	o seu pedido.					
O número d	o seu pedido é: 1006672189	9812-01				
	Mantenha sempre em mãos com você para acompanhar todas as etapas da sua compra por meio do nosso site.					
PEDIDO RECEBIDO	•	•	-•			
÷			0			
FRETE GRÁTIS* *Acima de R\$ 499	PARCELE EM ATÉ 6x SEM JUROS* *Parcela minima de R\$ 50	FALE CONOSCO	ENCONTRE UMA LOJA			
por meio desta mensage sempre o preço na págir	s no e-mail são meramente ilustrat m As condições de venda poden na do produto do site antes de con uto entre o e-mail e o site, a condiç	n ser alteradas após o envio d nprar. Caso haja diferença no	essa mensagem Confira preço ou na descrição do			

Redirect 301:

New Balance started its operation at VTEX from a platform migration project. As we explored in the Ebook, the 301 redirect procedure is critical to ensuring that organic store traffic is maintained, as it has a lot of revenue representation.

In order to maintain this traffic, the redirection process was done using tools such as Google Search Console and SEM Rush so that relevant URLs could be raised and redirected to new URLs generated on the VTEX platform, thus preserving existing traffic on the previous platform.

Image 75 - Case - E-mails

VTEXbook

