

How to set prices correctly in the eMAG Marketplace

04 June 2021

eMAG Marketplace



How should changes to be applied in accordance with our Pricing Policy in the eMAG Marketplace?

04 June 2021





New price definitions

- **Sale Price:** the final price for a unit of the Product offered for sale on eMAG Platform, or a given quantity of the Product, including VAT and all other taxes.
- **Prior Price:** the lowest price applied by the Seller for a certain Product offered for sale on eMAG Platform during a period of time not shorter than 30 days prior to the application of the price reduction.
- Where the product has been on the market for less than 30 days, a shorter period will be taken into consideration for calculation of the prior price that may not be less than 15 days prior to the application of the price reduction. When the price reduction is progressively increased, the prior price is the price without the price reduction before the first application of the price reduction. The rules referred to above shall not apply to general volume or value based discounts and other not price related marketing strategies (such as gifts for purchase, free delivery offers, three for the price of two promotion, buy one get one free, etc.).
- **Recommended Retail Price** – which can be displayed for the cases the suppliers/producers choose to make a recommendation in what regards the retail price. The display of this price will be available only for those products where the suppliers/producers made a recommendation. The Recommended Retail Price shall be displayed in the site as is.



What is changed?

- The ~~Original Sale Price~~ used so far in determining the price of products will be replaced by the **Prior Price** name in the eMAG Marketplace.
- The **Prior Price** is a **reference price** for which the **30-day rule** is applied. The prior price is that price, which was applied for a specified period before the price reduction, so that this period may not be less than 30 days, thus the Prior Price is the most competitive selling price in the last 30 days prior to the price reduction.
- The **Prior Price** must be included in all discount communications, even if you set a reduced price (crossed out price) for a product outside campaigns, at product level.
- If there is **no discount for the product**, only the sale price will be displayed on the platform.



Where can I set the price of the products in the eMAG Marketplace platform?

- Within the Products menu:
 - My Products
 - Add product
 - Feeds
- Within My offers menu:
 - General
 - Prices
- Within My opportunities menu:
 - In the Associate Offer window
- Within Promotion menu:
 - Product promo – when creating a campaign manually or by using a template file
 - Campaigns – also when uploading offers manually or by using a template file

Products menu

- Dashboard
- My account
- Products**
- My products
- Add product
- Feeds
- Product categories
- Import XLS
- My offers
- My opportunities
- Orders 103
- Logistics
- Promotion
- Message center

6. Price & stock

Sale price *	Prior price
11803.1490 HUF	Ex: 157.34 HUF

Price validation: Minimum threshold	Price validation: Maximum threshold
9000.0000 HUF	14000.0000 HUF

VAT *	Stock *
27%	20

Number of days needed to ship the product ?	Number of days needed to restock the product ?
2	14

Warranty
6

Update schedule
<input type="text"/>

Status
ON

Other offers

Sale price :

- Product sale price, without VAT. Values up to 4 decimals are accepted.

Prior price

- Prior price without VAT. During promotional periods, we recommend you to fill in this field the old sale price.

Price validation: Min/Max threshold :

- Minimum and maximum price fields are necessary for price checks and are mandatory when creating a new product or when adding an offer for the first time. We recommend you send values for these fields only when you want to change them. The product sale price will be compared with Minimum and Maximum Price values and any offer that is outside these limits will be rejected. IMPORTANT! The Minimum Price should be your price without risks attached, basically the minimum sale price for which you will suffer no losses.

VAT :

- Choose an appropriate value, according to the product or to your company's profile, from the dropdown list.

Stock :

- Please specify the available stock for this product. You must decide on a value that correctly reflects your true stock; you should not list product for which you do not have stock.

Number of days needed to ship the product :

- Number of days needed from the moment an order is received until issuing the AWB, finalizing the order and handing over the products to the courier. Does not include the shipping time needed from courier pick-up until delivery to the customer.

Number of days needed to restock the product :

- Number of days needed to restock the product, from order placement to the supplier or production order, until product reception in the warehouse.

My offers menu

Dashboard
My account
Products
Import XLS
My offers
General
Prices
Stocks
Content quality
Reviews
My opportunities
Orders 105
Logistics
Promotion
Message center
Notifications
Claims 1
Returns 3

Prices Helper

Filter

Category: Brand: Product identifier: Name: Status: 5 items selected

Offers in campaigns: Product performance (30 days): Buy-button rank: Best price: Sales potential: Sale price between:

Price invalidation reason: Availability: Price invalidation date: Available price suggestion:

Number of results: 625 [Advanced filtering](#) [Search](#) [Reset](#)

All offers Price drop opportunities Available Invalid price Unavailable

Put up for sale Remove from sale Validate price [XLS download](#) [XLS upload](#)

	Image	Product	Status	Orders value	Performance	Price	Prior price	Sales potential
<input type="checkbox"/>			Active	Last 14 days: 11.000,00 Last 30 days: 16.496,07	Hot Buy button 1 out of 1	Sale price: 5488.19 Prior price: 7866.14	5488.19 HUF	Medium

My opportunities menu

Dashboard

My account

Products

Import XLS

My offers

My opportunities

Orders 106

Logistics

Promotion

Message center

Notifications

Claims 1

Returns 3

Financial

eMAG Academy

My opportunities

Filter

Category:

Brand:

VAT:

Product performance (30 days): Super Hot, Hot

Number of active offers: Choose an option

Last active off: 4 Items sold

Stock:

Number of days needed to ship the product: 0

Number of days needed to restock the product: 14

Number of results: 5.000 out of 13.962

EAN:

Warranty:

Update schedule:

Price validation: Minimum threshold: Ex: 115.23

Price validation: Maximum threshold: Ex: 142.95

more

★ Mandatory fields

Save Close

Associate offer

Falk traktor utánfutóval és pedállal, Zöld

Sale price ★ Ex: 128.22 HUF

Prior price Ex: 157.34 HUF

XLS upload

etails

without VAT

is: 0 -06-07

+ Add offer

Promotion menu

- Dashboard
- My account
- Products
- Import XLS
- My offers
- My opportunities
- Orders 106
- Logistics
- Promotion**
- Product promo
- Campaigns
- Message center
- Notifications
- Claims 1
- Returns 3
- Financial
- eMAG Academy

Product promo

Filter

Promo ID	Promo duration between	Type	Status	Issues type	Promo with issues
<input type="text"/>	<input type="text"/>	Choose an option	<input type="radio"/> Choose an option	Choose an option	All
Main product category	Product identifier	Product name			
<input type="text"/>	ID, EAN, PNK, Part number	<input type="text"/>			

Number of results: 0 Search Reset

- All promos Draft Future scheduled Active Auto suspended Closed Processing Technical error

[Go to Product categories](#)

[XLS upload](#)

[+ Add new promo](#)

No promotions found. Please use the available search criteria if you haven't already done so.

My offers (manual upload)

Dashboard

My account

Products

Import XLS

My offers

General

Prices

Stocks

Content quality

Reviews

My opportunities

Orders 106

Logistics

Promotion

Message center

Notifications

Claims 1

Returns 3

Prices Helper

Filter

Category

Brand

Offers in campaigns

Product performance (30 days)

Buy-button rank

Price invalidation reason

Availability

Price invalidation date

Number of results: 625

All offers Price drop opportunities Available Invalid price Unavailable

Put up for sale Remove from sale Validate price XLS download

Image	Product	Status
		Active

Campaign offer proposal

Available campaigns

In campaign status

Offer in campaign

Sale price HUF

Prior price HUF

Stock

Max quantity per order

Quick actions

Propose the lowest price in the last 30 days offer (computed using only your offer prices)

Propose the best current offer price (computed using all sellers offers)

Offer post campaign

Post campaign product price HUF

Sale price with VAT: 6990.00 HUF

Post campaign base price HUF

Post campaign base price with VAT (no discount text): 9990.00 HUF

Available post campaign

Mandatory fields

The campaign template file

Fájl Kezdőlap Beszúrás Lapelrendezés Képletek Adatok Véleményezés Nézet Súgó Megosztás Megjegyzések

J20

	Offer in campaign					Offer post campaign				Sales uplift - read only	Offer details - read only	
validation_name	campaign_id	sale_price	prior_price	stock	max_qty_per_order	post_campaign_sale_price	post_campaign_prior_price	lot_available_post_campaign	campaign_gmv_uplift	CMMP-X	product_status	
Mandatory	Mandatory	Mandatory	Mandatory	Optional/Mandatory	Optional/Mandatory	Mandatory	Optional	Optional	Info	Info	Info	
Product name validation	Campaign ID	Sale price	Prior price	Stock	Maximum quantity per order	Post campaign product price	Post campaign prior price	Post campaign offer's availability	Sales uplift potential	Lowest price	Status	
						1944.8800	3141.7300			1944.88	Active	
						3519.6900	6291.3400			3133.86	Active	
						1078.7400	3141.7300			1078.74	Active	
						5488.1900	7866.1400			5488.19	Active	
						3519.6900	7078.7400			3519.69	Active	
						4307.0900	6291.3400			4307.09	Active	
						4700.7900	9440.9400			4700.79	Active	
						4700.7900	9440.9400			4700.79	Active	
						2732.2800	3929.1300			2346.46	Active	
						763.7800	2362.2000			763.78	Active	
						3125.9800	5661.4200			3125.98	Active	
						1157.4800	2354.3300			692.91	Active	
						2732.2800	6763.7800			2732.28	Active	
						37771.6500	47236.2200			37771.65	Active	
						37771.6500	42511.8100			37771.65	Active	
						37787.4000	42511.8110				Inactive	



Where can I check the prior price?

- Use the Campaign template file to check the lowest selling price in our system for the last 30 days, for your own offer, at product level
- Because this is a dynamically changing value, it is necessary to generate a fresh template file on a daily basis
- Promotion – Campaigns – Campaign proposals button
- CMMP-X; Lowest price (P column)



Questions:

[slido.com](https://www.slido.com)
#636385

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**Thank you for your
attention!**



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