

Getting Started with Jet.com Marketplace: Your Questions Answered



Here's an Interview with Murli Pawar, V.P., Technology Solutions, SunTec India, and software architect for IntelList, The Intelligent Product Listing API to set up product feeds to Jet.Com.

Question

Before we begin with IntelList, which you say is a Listing API to Set up Product Feeds to Jet.Com, could you please first tell us a little about Jet.com?

Answer

Jet.com is an emerging online marketplace, that's challenging Amazon. And that's what makes it interesting.

It promises to offer the cheapest prices available on the web. Launched in July 2015, it has acquired in no time the status as one of the top competitors for Amazon. The shopping website uses a mix of money saving techniques and real time pricing algorithm to provide shoppers with huge discounts on products.

To know more about JET, and how it works, you can directly visit jet.com/how-jet-works.

So if I want to sell on JET, why do I need IntelList?

The JET marketplace does NOT provide sellers with an administrator panel to manage their orders and inventory. Jet.com expects sellers to opt for one of the following in order to manage their inventory:

- **Option 1-** Develop your own backend, which actually means a skilled developer putting in months of efforts, in developing system and then some more effort in maintenance every month, since JET keeps updating and adjusting their API regularly.
- **Option 2-** Take the help of third party companies that offer integration with JET. Opting for the service can be really expensive with fees, commission, etc., included as part of service contract.

This is why we are giving you the third option – **IntelList** - A quick and hassle free way to start selling on JET marketplace straight away.

Question

Why don't you give us a little background view of InteList?

Answer

As I told you InteList is an intelligent product listing for Jet.com. It simplifies the task to create product listings, manage order, inventory and customer data, as well as help retailers keep a tab on customer behavior & sales through performance reports and customer insights.

Other than that, it is a product owned by SunTec India. We are multi-process IT Outsourcing Company located in New Delhi, India. We offer a wide range of IT support services, including eCommerce solutions, bespoke Software, websites, SmartPhone apps, and more.

InteList.net is our latest venture, to help eCommerce entrepreneurs quickly launch their merchandise, manage their inventory and orders on Jet.com together with maintaining control of their offer and product flows.

How does InteList work?

Once you log in to your Jet.com account, you will notice that JET does not provide an administrator panel to manage your inventory. JET wants sellers to develop their own infrastructure that is capable of handling orders, managing inventory and listing data.

InteList is an intelligent listing application program interface (API) that allows sellers to interact with their Jet.com account. InteList helps you set up product feeds, list your products and also manage your product listings on JET. InteList has a ready-to-use panel that can connect you to your JET account, doing away with the need to build your own backend system or taking help from a third party company.

Apart from all these basic functionalities, InteList provides many additional features, like allowing sellers with order & inventory management, price modulation, and reporting systems.

In the next phase, we're also planning to fulfill JET orders via third party fulfillment solutions such as Amazon FBA, etc, which is not provided by JET and sellers are expected to develop these on their own.

Question

Answer

So far so good. Now, how do I get started on Jet.com, if you could please walk me step-by-step?

It can be a bit tricky to get started with JET, however IntelList can help you get things right.

Begin by following these steps:

STEP 1- Request for Jet partner account, if you do not have your JET merchant account yet. Always review and then sign the Jet Retail Partner Agreement and Policies. Account authentication may take anywhere between 1-2 weeks' time. Contact the Jet team if you face any registration issues. During the registration process, in the section where you have to fill in "How you will connect with JET marketplace?" select the 'other' option and type 'IntelList.'

STEP 2- After you have received an approval and have JET Merchant account, you will need IntelList account. You can register with us at intelist.net

STEP 3- IntelList support team will provide assistance to help you upload your product listings quickly and easily. We provide you with multiple options to import your products, including CSV file import.

STEP 4- It can take anywhere between 1-4 weeks for JET to review and approve your product listings. When your product listings go live, use the IntelList administrator panel to manage your orders and inventory.

Can you help me with some additional information like how much is JET.com commission fees?

JET charges base commission at rate of 15% on most sales made using the platform. However, the rates can change, depending on the category to which the item belongs. For instance, appliance sellers on Jet pay a commission of 15% on all products sold under \$300, whereas 8% on all products over the threshold limit.

What are IntelList.net's commission fees?

IntelList works via a monthly subscription business model with a free trial offer for 15 Days.

That means, you don't have to make long term commitments to join IntelList, we provide monthly membership, and merchants can cancel their accounts anytime. We do not charge any upfront or setup fees, and no limitations on order amounts or IntelList stored SKUs.

Question

Answer

Does IntelList connect sellers to other marketplaces?

At present, IntelList only focuses on helping sellers to sell on JET.com, but we are definitely working on adding more marketplaces to IntelList platform.

How can sellers import products to IntelList?

We provide you with numerous ways to upload your products to our system, which includes a manual one by one entry, importing products from Shopify, Amazon as well as offering a CSV file import feature.

About IntelList.com – The Jet Product Listing API

The IntelList API offers a multitude of features to help eCommerce entrepreneurs maintain control of their offer and product flows. It easily integrates the backend system with the store's frontend on Jet platform, and provides retailers with a unified interface between product catalogs, order & inventory management, price modulation, and reporting systems. It can also be customized as per users' requirements to simplify centralized product listings management across different retail channels.

- **Simplified Product Upload/ Product Listing Management:** It enables retailers to bulk list the items, manage categories, personalize product titles & descriptions, bulk upload images and add additional attribute fields.
- **Order and Inventory Management:** The application makes it easy for merchants to manage orders, returns & refunds, and browser through multiple filters like customer name, order states, warehouse location, order tags, etc. It also simplifies inventory management and provides an automatic update whenever there is a change in the stock level.
- **Access Performance Reports:** With an interactive dashboard, IntelList enables retailers to track total orders, find out about revenue earned per category, understand consumer behavior, and more!

For more information

To book a demo or ask for a free trial, please contact the IntelList team at: info@intelist.net.