March 2024 features update

We've made some enhancements to SurfSeller which will be coming your way in the next few days.

Product catalogue

The product catalogue page can now store additional information about your products and will also facilitate future reporting features.

Notes
Any notes you wish to write.

Main supplier
Select from a list of suppliers. A supplier maintenance feature is planned, although as an transition the choices will be suppliers used in the creation of LiveShip PO's.

Product owner
You may find it useful to assign an owner to a product. The choices are the users you have in you SurfSeller account "Settings" > "User accounts".

Reporting categories

Three additional "reporting categories" can be used for whatever makes sense for your business and products, for example product lifecycle, marketing, purchase incentives etc. Initially named "Reporting Category A, B and C" these can be named as desired in "Settings" > "Merchant settings" with the selectable values being added in "Data" > "Reporting category A/B/C (or whatever you've named it)".
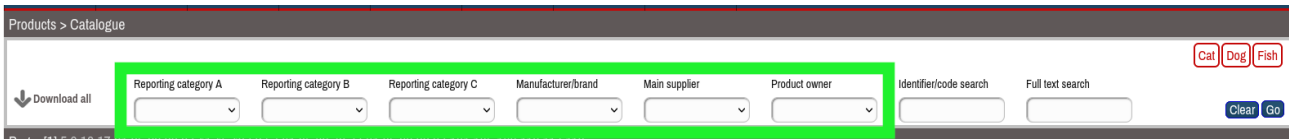

Item specifics

The item specifics used for eBay have grown into a huge list slowing the loading of the catalogue page and making it harder to find the items you commonly use. Item specifics are now taken from a list you define in "Data" > "Item specifics".

Here you can choose from the same list as currently or just create your own.

<u>Catalogue filters</u>
The filters found in "Products" > "Catalogue" now include the additional product items "Main supplier", "Product owner" and "Reporting category A/B/C" as well as the existing item "Manufacturer/brand".
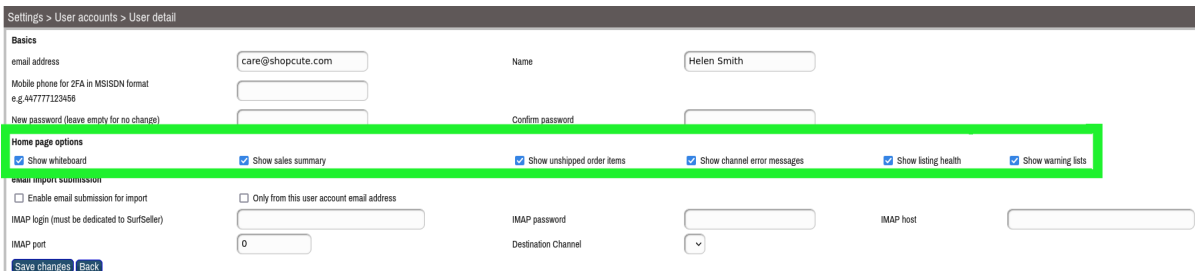

Download reports

- "Main supplier", "Product owner", "Reporting category A/B/C", "Catalogue buying price", "Currency", "Dropship supplier" and dimensions added to "Reports" > "Products and stock" and also the product catalogue download.

- Order destination country added to "Sales" > "Sold" (Download) report.

Home page

If your session times out, when you log back in, SurfSeller will take you back to the page you were on rather than the home page.

The sections shown on the home page can be selected for each user in "Settings" > "User accounts" (Update):

Optional new "Sales summary" section available showing order counts and values

Channel	Orders			Sales		
	24 hours	7 days	30 days	24 hours	7 days	30 days
Amazon UK	0	27	269	0.00GBP	528.37GBP	5,665.41GBP
Amazon France	0	5	48	0.00EUR	110.54EUR	1,178.60EUR
Amazon Germany	0	16	190	0.00EUR	363.41EUR	3,465.01EUR
Amazon Spain	0	0	0	0.00EUR	0.00EUR	0.00EUR
Amazon Netherlands	0	0	0	0.00EUR	0.00EUR	0.00EUR
Amazon Canada	0	10	81	0.00CAD	453.46CAD	3,645.76CAD
Amazon Sweden	0	0	8	0.00SEK	0.00SEK	1,236.54SEK
Amazon Poland	0	0	0	0.00PLN	0.00PLN	0.00PLN

Pricing Manager BETA

Customers have asked for features to explore sales, profitability and stock for product categories and owners as well as having a quick way to act on this by adjusting product prices.

We've brought these requests together into a feature you'll find in "Products" > "Pricing Manager". There is the full selection of product filters and immediate update to prices and automated pricing plans.

We're sure once you try this feature you'll have suggestions, so let us know how it goes and what you'd like to see.

Other changes

- State/province data item now included in orders retrieved from Magento 2.

- To support additional features using the latest purchase price, using the supplier "Returns" for a LiveShip PO will cause it to be ignored in setting this value.

- Where the buying price is missing from the stock record or not provided by the warehouse system on stock allocation, the value from the product catalogue page will be used set the cost price of the stock on the order line.

- Further tuning to the "Smart buy box" automated pricing feature means faster and better targeted regain of the buy box if lost.

We hope you find these changes useful and thank you for using SurfSeller. We're here at care@shopcute.com.