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WELCOME!

Dear Vendor, the simMarket Team welcomes you and thanks you for choosing our platform to sell your products. We are one of the leading places in the Flight Simulation Add-on business and we will be happy to work with you to achieve successful sales for your products.

For you this Portal will become the main instrument of your work on simMarket. The powerful tool will help you manage your product portfolio and maintain it updated at any time.

This manual is designed to help you add your first product or/and to edit an existing one and how to manage your accounting data so you can begin to sell quickly. It can be used as reference and will be updated accordingly.

Sincerely The simMarket Team



How to login to your account?

By now you will have already read our vendor programs and created your vendor account <u>here</u>.

To login to your Vendor Account use the link: <u>https://vendor.simmarket.com/login.php</u>.

We recommend adding this link to your "Favorites" of your browser. How to do this you will find in your browser documentation.

Before you can log in you need to enter your E-mail and Password which you set while creating an account.

SIMMARKET.	Vendor-Login
Your Email:	
Bridge and the second	
Your Password:	
Login	Password forgotten?
Ba	ck to simmarket com
Ba	



To enter the Vendor Portal click on the **"Login"** button.

If in some case you forgot your password we can generate a new one for you, just click on **"Password forgotten"** to set a new password. All your details are stored safely, but we always recommend <u>setting a strong password</u>!

You are now logged in! Time to see what we have here for you!



VENDOR PORTAL FEATURES OVERVIEW

When you just login you'll see a welcome screen with the most important information about your sales and news from the simMarket Team.

IMMARKE	PRODUCTS ACCOU	NT				I∗ GO
Welcome	influesa.com	!				
	Sales Summary			ment accented on		
Total products for sale:	n/a	0	15.06.2018	8 (server time)	Download PDF	
Total products sold:	n/a					
Current commission:	%					
Total payout in Euro:						
Vews	SAVE TICKETS	2018	3-08-25	Pinned		
				2018-08-25 YOU MUS	T CLOSE/SAVE TICKETS	
Please note that you mus updating your files by click	t create a ticket after editing products king the 'SAVE' button.	or after just uploading, de	eleting or	2018-08-25 Introducir	ng New Product Editing Tool	íi
We can only work your tic	kets and confirm your changes if the ti	icket has been created!		2018-06-15 Rules for	Specials on simMarket	
Thank You.				2018 2019 09 25 YOU MUS		
				2018-08-25 Introducir	a New Product Editing Tool	Li
				2018-06-20 Attention	Hardware Vendors: Tracking	g
				2018-06-15 Rules for	Specials on simMarket	
				2018-06-15 Rules for	Specials on simMarket	

We have created the Vendor Portal as an instrument to improve your productivity and save time.



Use the **"Products"** button on top to manage your products. You will use it to add a new product or edit existing ones, you can update prices, change update pricing rules and many other useful things. How to do this is explained in the next chapter.

Click the **"Account"** button to edit your vendor account data, payment information or to access your sales reports. We will talk more about this below.

In **"Sales Summary"** you can see live data of how many products you have currently in your simMarket portfolio and their sales numbers, your current commission and your total payout so far.

In the middle are our news for vendors. We are kindly asking you to read these small bulletins, here you will find a ton of useful information for Vendors such as changes and updates in the Vendor Portal and other useful information. Just click on bulletin title to read the full text. Real important items are marked red.

Don't forget to click **"Logout"** when you finish work. Safety first!

Let's get started!



MANAGE YOUR PRODUCTS: NEW PRODUCT

Now it's time to add your first product to your simMarket portfolio, It's very easy to do this.

Step one: click the **"Products"** button on top. Here you will see the list of all your products or none if it is your first. You can use the **"Search"** feature, show all or display only 20 or 60 products per page.

But for now we need a big blue button called **"Create new product".** Press it now!

SIM	ARKET	PRODUCTS	ACCOUNT				Star III 🗱 🗖
Display Al	I▼ records per page		Create new product			Search:	
showing pa	ge 1 of 1	ct's name		÷ 😸	🕴 Key	s 🔶 last change	
	0			×	0	2018-08-27	
Showing pa	ge 1 of 1						

A new window will open. Here you will fill in the details about your new product.

Look at the left panel, it contains a menu that contains all the necessary steps to enter details. Let's explain them one by one:



START

The first one is **"Start"**. Here you can enter any optional comment and instructions about your product to us, this really helps us! Please also include instructions for building the installer if you wish to use it.

Product Ed	it	Product's Name: Access Status: Editing enabled.
Start Pricing Info Description Product Screenshot Product Videos	ts	Product's ID: new_product Ticket-ID: new_product Ticket Status: This will open a new edit ticket for this product.
File Manager Product Reviews		Optional comment goes here
cancel	0	
CONTINUE	0	



PRICING

The next step is **"Pricing"**. Here you will enter the price that customers will pay for your product.

IMPORTANT I: <u>minimum price for products on simMarket is</u> €5.00!

IMPORTANT II: we deal in $\in \in \in$ **Euros only** and when you enter the products price do not forget about it. You will need to convert from your currency to Euros.

Products Price (EUR)

Fill the "Products Price (EUR)" field.

Product Edit	Product's Name: Access Status: Editing enabled.	
Start Pricing Info Description	Products Price (EUR) 1 *	
Product Screenshots Product Videos File Manager Product Reviews		
cancel Ø	Product Update Path A Update Price (EUR): 0.00 This price applies when updating from the following product(s):	
	Clear Reset	
	Product Update Path B Update Price (EUR): 0.00	
	This price applies when updating from the following product(s):	
	Select one or more products if you wish to offer this special price	
	Clear Reset	



UPDATE PRICING

If you already have a product and now have a new version, for example you have version for FSX and Prepar3Dv3 and now completed the development of the same addon, but for Prepar3Dv4. It's a good idea to offer some discount for users who already bought your original product on simMarket.

For that use the **"Product Upgrade Path A"** and if required also the **"Product Upgrade Path B"** areas.

What is the difference? You can use several scenarios to offer upgrade discounts. For example, if a customer already has the previous version of your product for Prepar3Dv3, then you can offer a special price.

Product Upgrade Path A: Choose one or more previous products from the list offered and enter the upgrade price.

Product Upgrade Path B: Or maybe the customer owns an even older version of that product that is not on sale anymore? You could offer a different discount in that case. Select the product and set the price!



You can use several products for upgrade discount, you can combine upgrade plans to make your customers happy. Use it wisely, but remember, <u>the minimum upgrade price is 5€!</u>



INFO

Here you will enter some details about your product.

Product Edit	Product's Name: Access Status: Editing enabled.	
Start Pricing	File Size *	•
Info Description	Date Available	0
Product Screenshots Product Videos	Expires on	6
File Manager Product Reviews	salesVersionNr 0.000000	6
	Tags (separated by ,) *	0
cancer	Developer (separated by ,)	0
	Language (separated by ,)	6
	Demo Download	6
	Input fields marked with a * must be filled out	

Size (required)

First of all, give users information about the file size. Enter number in **"Size"** field and don't forget to add "MB" for megabytes or "GB" for gigabytes.

Date Available (REMOVED)

The second field is **"Date Available"**. You can set a date in the future when your product should become available. Leave empty in most cases.

Expires on

Limited availability? Not a problem! Set a date and the product will stop to be listed in the shop on that date.



salesVersionNr

This just helps us and you to keep track of versions.

Tags (required)

In our days SEO is important for sales. Tags will help users finding your product easily by using the shops search engine or Google, etc.

We suggest entering keywords not included in the products title like: airport name, ICAO and IATA codes, city and country where this airport is located, etc.

All tags must be separated by a comma (",") like this: XXXX,YYYY,ZZZZ.

Developer

Here you can include the name of the product developers if you wish.

All elements must be separated by a comma (",") like this: XXXX,YYYY,ZZZZ.

Language

If your product supports different languages tell users about it!

All elements must be separated by a comma (",") like this: XXXX,YYYY,ZZZZ.

Demo Download

Some developers like to offer "try-before-buy" versions of their



products, if you have one just paste the direct link into the **"Demo Download"** field and this link will appear on your product page. <u>Take a note: simMarket is not responsible for the</u> <u>content of this links</u>, if you accidentally place a link to the full <u>version of the product and / or another product. Be sure to</u> <u>check the link before posting!</u>

All set? Let's go to the next section.



DESCRIPTION

Now it's time to time to describe your product to your customers. Click on the **"Description"** field.

Product Ed	it	Product's Name: Access Status: Editing enabled.
Start Pricing Info Description Product Screenshot Product Videos File Manager Product Reviews	is	Product's Logo * Upload Logo Here (Width 200 x Height 282 pixels) or drop a new image here.
cancel	0	
CONTINUE	0	E Set all descriptions to English
	>	Description

Product's Logo (required)

Create your logo wisely, it is the first step to sales. Use images in the JPG or PNG formats with 200x282px only.

To upload click on the "Upload Logo Here" button or simply drag and drop it to drag-n-drop zone specified.

Product Title and Description

Now a few words about descriptions. As you know we are a multilanguage and multinational website, currently simMarket



offers English, German, French, Chinese and Russian versions. It is a good idea to fill descriptions in all languages. Just click on the flags to switch between tabs.

If you want to set all descriptions in English just click on **"Set all descriptions to English"** checkbox on the right side.

Let's start to fill out the description.

Title of Product (required)

Your Vendor name will be pre-filled automatically and will always be shown before the products title in the shop.

Enter the product name. <u>Remember: nobody likes long names.</u>

Description (required)

The first large field is for the product description Here you can tell customers about your product, about the awesomeness of your addon and here you can write everything you want to help a user make the right decision. The text should include a description of the purpose of the product, the scope of it and its features.

We offer you a powerful WYSIWYG editor. Use different font styles, use lists, add interactive elements. We give you an instrument – use it! All elements of the editor have tooltips with



small explanation or you can use <u>this link</u> to know more about CKEditor.

NOTE: Larger fonts, font and background colors may not be supported by our current shop's layout and will not be used in the final product shop page.

	Q 💱 🗒	₩,- B 1	I	1= := +	E ÷E 99	₿V I	1 2 4	•¶	話•
•	Обычное 🔹	Шрифт -	Pa	- <u>A</u> - C	3- X S	0 ?			

Product Requirements (required)

The next large field entitled **"Product Requirements"** is where you need to enter exact details about the requirements needed for your product to work, e.g. for what simulator version, what OS, hard disk space used, etc.

Please, fill this correctly and double check simulator compatibility. You don't like to do refunds, right?





Order Email Text

Here you may enter additional information that will be included in the order confirmation email sent to your customer.



PRODUCT SCREENSHOTS

Now we go to the "Product Screenshots" section.

Product Screenshots (required)

Here you will show your product to your customers. To upload screenshots, use the drag-n-drop area or button.

Product Ed	lit	Product's Name: Access Status: Editing enabled.
Start Pricing Info Description Product Screensho Product Videos File Manager Product Reviews	ts	То upload new images, either drop them here or select them through the button below. Выбрать файлы Файл не выбран Products need at least one screenshot. *
cancel	0	
CONTINUE	0	

Let us give you some tips about screenshots:

- Do not upload too many screenshots. 5-10 is usually enough
- Screenshots are accepted in PNG and JPG formats. only.
- Don't edit your screenshots. Lying to your customers is not a good idea;
- Show the most impressive parts of your product. Small details are important;



- Don't use big-size screenshots. 500-800 kilobytes are best file size for quick opening of the product page.
- Use screenshots with the same size. Better user experience always leads to better sales;
- Best format for screenshots is JPEG. Good quality and small size.

Any product needs at least one screenshot before publishing.



PRODUCT VIDEOS



Product Videos

What about showing more? Click on **"Product Videos"** to add video to your product page. Press on **"+"** button to add video.

We currently approve videos hosted on YouTube <u>ONLY</u>. In the field you can enter full link, video ID or short URL. After this don't forget to click on "✓" button to confirm. Your video will appear on your product page. You also can drag the "Double arrows" button to arrange order of videos or use "Pencil" button to edit. Or "Recycle bin" to remove video from product page.

FILE MANAGER



Now it's time to add your product files. Click on the **"File Manager"** to proceed. Here are 3 tabs: Product Files, Update Files, Partial Uploads.

Product Files

Used to upload your files. Here you can add your product as ZIP or EXE file. We do not encourage you to use RAR or 7-ZIP, many customers will not know what it is or how to use it, increasing your support work later due to their questions. ZIP is the most popular format and is supported by all operating systems without additional software.

Also use File Manager to upload your serial keys for a new product.

Short note about serials:

- We accept plain text files and CSV;
- Each line must contain exactly one key;
- Keys have to be between 6 and 80 characters long;
- Keys must only contain alphanumeric characters, "-", "_",
 ":", ";", ",", "." and spaces;
- The file must contain at least 100 keys

If you would like to use our simMarket's active installation package on your product please use the comment section to request it.



For file upload use button **"+ Select Files"** or drag-n-drop zone.

In the bottom you will see **"Product File History"** here is list of files of your product which you upload to simMarket. You can download or remove them here.



What is **"Partial Uploads"**? It's very useful feature for vendors who have bad Internet connections. This will help you to restart file upload from the moment when the connection was lost, that way you don't need to upload the entire file again. Also good for big-size products.

We will talk about "**Update Files**" in the next chapter.

PRODUCT REVIEWS

We are almost ready! In "Product Reviews" you can paste links



to product reviews published about your product in any simulation related websites such as simFlight Network.

By the way, as you already know simFlight is our "news and reviews branch" and you can use the email news@simflight.com to contact the editorial team of any simFlight website to provide press-copies and to suggest professional reviews of your product. It's free of charge.

CONTINUE	0	Device Link		
cancel	0	Description		_]
Product Reviews		Title		0
Start Pricing Info Description Product Screenshot Product Videos	ts	Here you can a will be shown c	add links and small excerpts to reviews of your product, these lin on the product page	ks
Product Ed	lit	Product's Name: SI Access Status: Edit	MRUSSIA.COM - TEST1 ing enabled.	

In the best case both the Title and the Description fields will be automatically filled in. If not, please copy & paste the title and a short excerpt of the **FULL** review here, 150-200 characters in the **"Description"** field will be enough.



REVIEW YOUR PRODUCT BEFORE SENDING FOR MODERATION

Now we are all set! Press **"CONTINUE"** button to proceed. In the new window you'll see the preview of your product page on simMarket. Check all the details. Here is sample checklist for you:

 Product priceset Product screenshotsset Product videosas required Available sincechecked and set Developer namechecked Descriptionset Delivery Methodchecked (all hardware vendors need to contact simMarket team) Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
 Product screenshotsset Product videosas required Available sincechecked and set Developer namechecked Descriptionset Delivery Methodchecked (all hardware vendors need to contact simMarket team) Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
 Product videosas required Available sincechecked and set Developer namechecked Descriptionset Delivery Methodchecked (all hardware vendors need to contact simMarket team) Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
 Available sincechecked and set Developer namechecked Descriptionset Delivery Methodchecked (all hardware vendors need to contact simMarket team) Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
 Developer namechecked Descriptionset Delivery Methodchecked (all hardware vendors need to contact simMarket team) Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
 Descriptionset Delivery Methodchecked (all hardware vendors need to contact simMarket team) Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
 Delivery Methodchecked (all hardware vendors need to contact simMarket team) Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
 Filesizechecked Registration keychecked. For new addons with serial this field will change after approvement
Registration keychecked. For new addons with serial this field will change after approvement
Demo downloadas required/checked
► Languageset

Fields "Order Email Text" and "Files" are shown only for you and will not will be displayed on the product page.







If all looks good and you are ready to submit your product then press **"Save & Submit"** button, otherwise press **"Return to editor"** button to make necessary changes.

Now your new product or update is sent to our team for moderation. Usually we approve new products in 4-12 hours depending on the time of the day and the staff currently available.

Once we approve your product you'll get a confirmation mail. If we have any questions about your product you will receive the ticket back with our comments or questions for your revision.

We are trying to keep emails to a minimum now and there will soon be an improved internal messaging system to do just that.

But for now you can still contact us at <u>team@simmarket.com</u> of course.



Сответить Соорональные с	асем 🕒 Переслать dontreply@simmarket.com> alex alex
Your ticket for	has been updated
New Status: accepted	
This is an automatically g	generated email, please do not reply.
simFlight GmbH	- 10
24568 Kaltenkirchen	. 28
Deutschland	
USt-ID: DE258678599	



MANAGE YOUR PRODUCTS: EDIT PRODUCT

Once you start sales on simMarket from time-to-time you will need to edit or update your product. It's really easy if you read the first part of this manual. All elements which you use to create the a new product will be the same for editing it. You are now able to edit all products in your portfolio.

Common elements in the products listing

Open your Vendor Portal and click on the **"Products"** button. You'll see the list of all your active and inactive products. All active products are marked as green **"**√" symbol, all inactive with red **"X"** symbol.

By default, all products with pending tickets will be listed on top. You can change the listing order by using the various arrows on top of the list, by product name, status, amount of available keys and last change.

Also, you can change order from descending or ascending. If you press green **"+"** symbol you can review short details about selected product, to close details use the red **"-"** symbol.





How to add new product keys

If your product uses keys from a key list it is very important to keep an eye on the "Keys" column. Here you can see how many keys are left for your product. If keys are running out we will notify you in advance by e-mail. Then you need to upload a new keys file.

To do this press **"Pencil"** button on the right side of the keys counter and upload the new file.

Short note about serials:

- We accept plain text files and CSV;
- Each line must contain exactly one key;
- Keys have to be between 6 and 80 characters long;
- Keys must only contain alphanumeric characters, "-", "_", ":", ";", ",", "." and spaces;
- The file must contain at least 100 keys

Please, do not ignore our mails and be sure that <u>@simmarket.com</u> is in your white list. The email will have a subject like this: SIMMARKET WARNING: Registration Keys for %Product_Name%.



If the system runs out of keys for your product it will be automatically made not available on simMarket.



MAKING CHANGES IN YOUR PRODUCT

Now click on product name which you want to change. We ask you to use the **"New Comment"** section to send any special instructions to us.

You can change prices, descriptions, screenshots, etc here.

Once completed click the **"CONTINUE"** and **"SAVE & SUBMIT"** buttons to submit the ticket to the simMarket team.

We will then confirm and commit the changes or if there are any questions revert the ticket to you with our comments and questions.



LEGEND FOR TICKET STATUS

۲	ticket -
۲	ticket 🗸
۲	ticket +
۲	ticket +

Grey – ticket is opened and wait for simMarket teams reaction
Blue – ticket is opened and the simMarket team is working on it
Orange – ticket is opened and waiting for vendors reaction
Yellow – ticket is opened and waiting for vendors revision



UPLOAD PRODUCT UPDATES & FIXES

If you need to upload a smaller update or fix for your product there is no reason to make new installer.

Go to **"File Manager"** and switch to tab **"Update Files"** here you can upload fix with **"+Select Files"** button or use drag-n-drop zone.

If your fix is required only for the customers who already have installed your product, then click on the checkbox **"new update files are not required for new customers"**. That means that your new installer already includes this fix and this file is not shown to newer customers.

All your files will be stored on our server and you can manage them in the **"Update File History"** list.





SPECIALS & PROMO ACTIVITIES

If you'd like to offer promotion for your products then you need to take these steps:

- In "Start" section fill comment with all promo details such as date of start and end, discount size in % or new price;;
- Upload banner for promo via "File Manager". <u>Banner</u> <u>dimensions is 731x363. JPEG format.</u>
- Once we confirm all details of the promo we will add "discount ribbons", add your banner to the slider on the home page.

Promo activities are a very important part of sales which increase the loyalty of customers. Keep your eyes on the calendar and give discounts in national celebrations, memorial dates or on monthly basis.



ACCOUNT MANAGEMENT

Now it's time to talk about your vendor account. To open account settings use "Account" button. On the first page called "Summary" you will see the same information as on the home page of the Portal.

Let's start from "Account Details". Here you can change your personal information: name, e-mail, postal address. Please, fill details with care otherwise no payment will be made.

For GDPR countries you need to set radio button next to "Mail Order Confirmation". Also, you can add e-mail for sales report and it can be different from your primary e-mail.

Next two set of fields are very important:

here you need to add your payment details. PayPal or bank account.

Note: Paypal is only available for non SEPA/IBAN countries

One of the most important part of any product, for any vendor is support. Use the fields "Your site", "Your Support Forum" and "Your Support Email" to enter this details and give directions to the users who have any questions about your product.



And in the last fields here you can enter any description about your company and add a logo. This information appears on the simMarket vendor pages.

Click the required checkbox to agree to our Conditions for Sales. Once you complete just press "Continue".

Summary	Account Details	Sales Reports	All Sales	Products Sold	Change Password
Your Account De	etails				
You may edit any infor	mation below:				
		YC	UR DETAILS		
COMMERCIAL NAME					
LAST NAME: *			r i i i i i i i i i i i i i i i i i i i		
FIRST NAME: *					
EMAIL-ADDRESS: *			-		
STREET ADDRESS: *					
POSTCODE: *					
TOWN/CITY: *					
COUNTRY:			-		•
* marks required fields.					
You must fill in your	correct address, otherwis	se no payments can be r	nade		
	MATION	<u> </u>			
MALE ORDER CONFIR	IMA HON.	0	øyes ⊚no		
SALES REPORT EMA	IL ADDRESS:	0			
			PAYPAL		
ACTIVATE PAYPAL:		0			
PAYPAL E-MAIL:			and the second		



SALES REPORTS

We are here to sell and earn money. And simMarket can offer a few analysis instruments to you.

The first one is called **"Sales Report"**. Here you will find details how much money you earned, payment status and can review sales reports by products and countries.

Summary	Account Details	Sales Reports	All Sales	Products Sold	Change Password
Your Sales Repo	rt Data				
Show 15 • entries				Search:	
Payment-ID 🔶	Date Issued	Your Earnings 🔶	Payment Status	CSV-Export	Print
	-	100 100	Paid	Country Report Sales Report	Country Report Sales Report
			Paid	Country Report Sales Report	Country Report Sales Report
	and the second se		Paid	Country Report	Country Report

All reports are issued on a monthly basis.

The next one is **"All Sales"** and here you will find the **"Individual Sales"** by products. This report can be generated in any time you like and you can use filters for date periods and order status.



Summary	Account Details	Sales Reports	All Sale	s	Produc	ts Sold	Change P	assword
Individu	al Sales				Download	CSV-Exp	ort of current	view
Search:	Customer Email or Order #							
	Period: 2000 Jan v 01	▼ - 2018 Au	ıg 🔻 27	×	Stat	us: All	۲	ОК
Show 60	• entries							
Showing 1 t	to 60 of 30,581 entries			Previous	1 2	3 4	5 5	10 Next
Order # ∲	Product	¢	Quantity 🔶	Price	Date	Order Status	SalesReport	Shipping Status
-	ATTAC AND ADDRESS AND	1. The State	1	-	08/27/2018	Completed		shipped
-	the second second	100000000000000000000000000000000000000	1	100 March 100	08/27/2018	Completed		shipped
			1		08/27/2018	Completed		shipped

Very useful for developers who want to know about customers interest and start promotions, reports can be downloaded as CSV-files.



And the last one, it's **"Products Sold"**. With this report you can find information about sales by product. Just set the period for analysis and check what makes your product most interesting for customers.

Summary	Account Details	Sales Reports	All Sales	Products Sold	Change Password
Products Sol	ld				
Period 2018	Jan 🔻	27 🔻 - 2018	Aug 🔻	27 🔻	C
Show All • e	ntries				Previous 1 Ne
Product					Quantity
	11-1,-120-17 (June	1.00			1
-	Contraction of the local	and the second	-		61
					19
	and the second second	and the second state of the			678



We hope this manual was useful for you. We will keep updating it as things progress and change.

If you have any problems or questions please contact us via <u>team@simmarket.com</u>.

The simMarket Team