



Welcome to dynacart Accelerate

If you are reading this welcome pack then you have probably already read the Accelerate FAQ at <https://dynacart.com/accelerate>, but if you haven't we recommend visiting the page to read the latest updates on the Accelerate program.

To be able to access your reward from the dynacart Accelerate program you will first need to list your brand on the dynacart storefront at www.dynacart.com. Once that this listing is complete, your account manager will liaise with you directly to build your free no-obligation online marketing campaign to drive traffic to your products.

We recommend that you list a minimum of ten of your best-selling items, though you are welcome to list up to fifty items. For each item we need information from you which we will use to populate your pages. Once that we have built your product listings, our SEO team will review every product and optimise your listings for the greatest chance of online conversions. Please read the FAQ at <https://dynacart.com/accelerate> for more information about happens after that.

We can accept information in whatever format is most convenient for you. If you would like an Excel sheet to fill in, then please ask your account manager. Otherwise any document containing information and download links for relevant imagery is acceptable, and your account manager will revert with any questions.

Telling us about your brand

We need to know about your brand:

- Brand name
- Brand page title (eg/ Smiths Shoes: Handmade English Leather Shoes)
- Brand keywords (for SEO)
- Meta description (what will appear as your brand description in Google results).
- Search keywords (for SEO) – they might be the same as your brand keywords!
- Do you have some high-resolution images that can be used in a 1800px x 800px banner? If yes, please share a Dropbox (or equivalent) download link.

Telling us about your products

For each of your products we must know:

- Product imagery.

- Please share a Dropbox (or equivalent) download link with the images relating to each product organised into folders, with each folder name matching the relevant product name.
- Default price (excluding taxes)
 - Taxes will be calculated automatically based on the buyer's location. Eg/ 20% VAT will be added to your product price in the UK.
 - Please specify if you do not wish to apply taxes to any product, for example, if your business is in the UK but is VAT-exempt.
- Product weight in KGs.
- Product dimensions once packed for shipping.
- Product category Eg/ Jewellery, Accessories.
 - Please list all relevant categories.
 - New product categories can be added based on your suggestions.
- Product description.
 - A long description containing lots of key words.
 - Bullet points.
 - Images to integrate into the description (in addition to product images).
 - Please provide as much detail as possible for each description.
 - Videos can also be integrated into each product description.
- Product page SEO information including:
 - Page title. Eg/ The Classic English Loafer by Smiths Shoes.
 - Meta description that will appear in Google search results

For each of your products you may also wish to provide this optional information:

- SKU
- Manufacturer Part Number (MPN)
- Product UPC
- Global Trade Number (GTN)
- Bin Picking Number (BPN)
- Variant options. Eg/ Different sizes available.
 - We recommend listing different sizes as variants (when applicable).
 - We recommend listing different colours as separate products.
- Personalisation options (if applicable)
- Availability text (eg/ Usually ships within 48 hours)
- Warranty information
- Please specify if any product is only available as a pre-order.
- Is gift wrapping available?
- Minimum/maximum purchase quantity.

Please send all of this information by email to support@dynacart.com.



Telling us about your shipping preferences

The dynacart storefront is built so that customers can order multiple items from multiple brands and receive a bespoke shipping quote based on where each brand will be shipping from. If you have an account with a carrier (such as DHL) then shipping quotes can also be automatically generated.

To enable your correct shipping charges, we need you to tell us:

- The address that you are shipping from.
 - Please also specify if this is a residential address.
 - Please also specify if any of your items ship from a different address.
- Whether you wish to auto-calculate shipping for your items or use flat rates.
 - If you wish to auto calculate, please confirm your carrier.
- If you use flat rates, please confirm for each product:
 - Whether your shipping rate applies to an entire order or per item.
 - The shipping rate/amount within your home country.
 - The shipping rate/amount for other zones (eg/ Europe, North America).
 - Please also confirm if there are any countries that you do not ship to.

Telling us about your social media and content

In addition to the promotion of your brand as part of the dynacart Accelerate program, we are also seeking content to promote on the new @dynacartstore social media channels. We would like to champion your brand (at no cost) as we build these channels, but we need lots of content and suggested posts from you.

Please share with us the first ten suggested posts and any associated content that you would like to see on social media. dynacart will be promoting these as paid posts on @dynacartstore social media channels at no cost to you. We can start championing your brand even before we launch the new dynacart storefront at no cost to you whatsoever.

Timescales

We are very aware of the importance of getting things right when it comes to presenting your brand. We will not start promoting your brand until we have optimised each of your product pages and sought your feedback and approval.



Once that everything is ready, your account manager will be in touch to agree a strategy for using your award from the dynacart Accelerate program to launch an online promotional PPC campaign. Information about the timing and duration of your campaign can be found in our FAQ: <https://dynacart.com/accelerate>.

A note on taxes

dynacart.com is a consignment store facilitating the sale of your items. Sales on dynacartstore.com should therefore be recorded as your own revenue for accounting and taxation purposes. The 5% sales commission which dynacart deducts from any sales on dynacart.com should be treated as a cost of sale.

Your contract

Your account manager will send you a contract governing your obligations and ours.

Need support or have further questions?

You can find out more about dynacart by following the 'About' links in the footer of dynacartstore.com. Your account manager can also offer you direct support.

If you need specialist technical support, then your account manager will introduce you to a technician, or you can alternatively email support@dynacart.com.

Thank you

The dynacart team would like to thank you for joining us on this journey, and we look forward to generating new online sales for you and your brand.