

A man with a beard and a woman are looking at a computer screen in an office. The man is in the foreground, leaning over the desk, and the woman is behind him, also looking at the screen. The scene is dimly lit, suggesting an evening or indoor lighting. The man is wearing a blue long-sleeved shirt, and the woman is wearing a red top and a grey jacket. A white keyboard is visible on the desk in front of the man.

**Sales Guide**

**allegro**

# Agenda

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We are happy to see that you would like to join **Allegro**, Poland's **most loved marketplace!**

This info pack will help you:

- register and set up your account,
- list, promote and advertise offers,
- maintain a high sales quality and customer satisfaction level.

Follow the steps outlined in this document to prepare effective content and **sell your products to over 20 million Polish e-consumers.**

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A photograph of two young women sitting on a dark bench. The woman on the left is wearing a white top and blue polka-dot jeans, looking at a laptop. The woman on the right is wearing a yellow sweater and white ripped jeans, looking at a tablet. The image has a semi-transparent dark overlay.

**First steps**

**allegro**

## Allegro Terms and Conditions

There is **no physical contract** that you need to sign. Register an account and accept the terms to start operating on the platform.

## Check the Allegro Welcome Program

for new business accounts to see what we prepared for our new partners.

The Welcome Program is designed to make your first months on Allegro as comfortable as possible, giving you various discounts **(including a lower commission)** to make sure you can find the sales strategy that works for you.

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## Account Registration

Register and activate your Allegro account:



[Registration process  
for companies from the EEA](#)



[Registration process  
for companies outside of the EEA](#)

### Remember that:

- You **cannot change your login** once the account has been set up;
- Verification documents should have been **issued in the last 4 months**;
- **EEA:** documents should be in English or Polish;
- **Non-EEA:** documents should be in English and in your language.

Register your account [here](#).

You will also set your **payouts account** during the process.

## Account Activation

To activate your sales you will need to verify your bank account details via a bank transfer.

**For non-EEA sellers only:** you can use a third party payment provider, like Payoneer, LianLian or PingPong and activate your account by connecting to your provider.

Just a few days after you are fully registered, you will receive your **Welcome Program**. Watch [how to activate it](#).

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## Offer-based structure

Allegro has an offer and not product-based structure. **For example**, if you search for an iPhone 11, you will see multiple offers of that product from different merchants. Knowing how to create effective offers and improve your position on the listing is very important.

### Category tree:

- 14 main categories.

### Search engine:

- Takes the offer title, category and parameters into account.

### Listing:

- **Sorting by relevance** is turned on by default. An offer's position is based not only on the offer itself but also the overall merchant sales quality.

The screenshot shows a search results page on Allegro for 'Nintendo Switch'. The page is divided into several sections:

- Podkategorie (Subcategories):** A sidebar on the left showing 'Konsole' (403 items) and a search bar with 'szukasz: nintendo switch kon...'. Below are filters for 'Allegro Smart!', 'stan' (nowe: 287, używane: 106, po zwrocie: 3, powystawowe: 6, uszkodzone: 1), 'rodzaj oferty' (kup teraz: 391, licytacje: 9, ogłoszenia: 4), and 'cena (zł)'. A 'wyczyść' button is also present.
- Sortowanie (Sorting):** A dropdown menu set to 'trafność: największa' (relevance: highest).
- Page Navigation:** Shows '1 z 7' (1 of 7) items.
- Offers:**
  - Offer 1:** 'KONSOLA NINTENDO SWITCH RED BLUE +ZELDA +AKCESORIA' by 'Super Sprzedawcy' (New). Price: 1 839,00 zł SMART z kurierem. Includes financing options: 183,89 zł x 11 rat, 1 847,99 zł z dostawą. 'otrzymasz 2 monety' (you will receive 2 coins). 'dostawa pojutrze' (delivery tomorrow). '1 osoba kupiła' (1 person bought).
  - Offer 2:** 'NOWA KONSOLA NINTENDO SWITCH NEON + Minecraft' by 'Super Sprzedawcy' (New). Price: 1 689,00 zł SMART z kurierem. Includes financing options: 168,89 zł x 11 rat, 1 697,99 zł z dostawą. 'otrzymasz 2 monety'. 'dostawa pojutrze'.
  - Oferty promowane (Promoted offers):**
    - Offer 3:** 'KONSOLA NINTENDO SWITCH NEON 32GB - PELEN KOMPLET' by 'Super Sprzedawcy' (Used). Price: 1 379,90 zł SMART. Includes financing options: 69,00 zł x 20 rat, raty zero (details in offer), 1 388,89 zł z dostawą. 'dostawa pojutrze'. '11 osób kupiło' (11 people bought).

## Offer listing and management

### Multiple ways to list your offers:

- Using the [dedicated listing form](#)
- Via [flat files](#) (allows for listing up to 10 000 offers at once and provides basic offer titles and descriptions for products in our database)
- Using our [API](#) (recommended for sellers with a developer team)
- Via [integrators](#) (for sellers who want to manage multiple platforms in one place)

### In the My offers tab, you can:

- Edit offers in bulk
- Add them to sales campaigns, the deal zone or 0,5% commission program
- Resume them
- Add labels and tags for easier management
- [Link offers with products](#)

## Language

All the offers on Allegro need to be in Polish.

### Need help translating offers into Polish?

- You can use [flat files](#) to upload offers with a basic Polish title and description if the product you are selling is in our database.
  - You can also use our [Service Provider Network](#) to find a translation agency.
-



## Account Settings

Before you get started, take a look at these settings and adjust them to make managing your account easier.

- Account Settings [resources and articles](#);
- Adding an [employee](#) to manage your Allegro account;
- Changing your [account details](#);
- Allegro [notification](#) settings and how to [update](#) them.

## Sales Settings

While adjusting these settings, make sure to pay special attention to the “About the Seller” tab, as well as Returns and Complaints terms. You need to fill them out to be able to list offers.

### **About the Seller:**

- Provide contact information for buyers and write a few sentences about your company to build customer trust;
- You can add your store policy in the last section.
- This section is your calling card

### **Do Not:**

- Add links to external sites/shops;
  - Ask buyers to ‘call about discounts/negotiate the price/check stock’, etc.;
  - Add social media links if you sell through them.
-

## Returns:

- In Poland, buyers have the [right to return items](#) within 14 days from the date of purchase and get a full refund.

## Complaints:

- For new products, the liability period is [2 years](#).

## Remember:

You need to fill out the Return and Complaint policies to list your first Allegro offer.

## Warranty:

- Not obligatory to list offers but should be included if you can [offer it](#).

## Size Charts:

- You can create multiple size charts for different product types;
- All the measurements should be in centimeters;
- Use this tool to create size charts and do not include additional ones in the offer.

The screenshot shows a web browser window with the title 'Complaints'. The main heading is 'Complaints'. Below the heading, there is a paragraph: 'Create your complaints policy and attach it when posting offers. You can create different policies for different product groups. Note: when editing complaint policies, the changes will be automatically updated in all offers where it is used. Providing information about complaints is a legal requirement. [See what to write in complaints.](#)'

Below the text, there is a form with two columns:

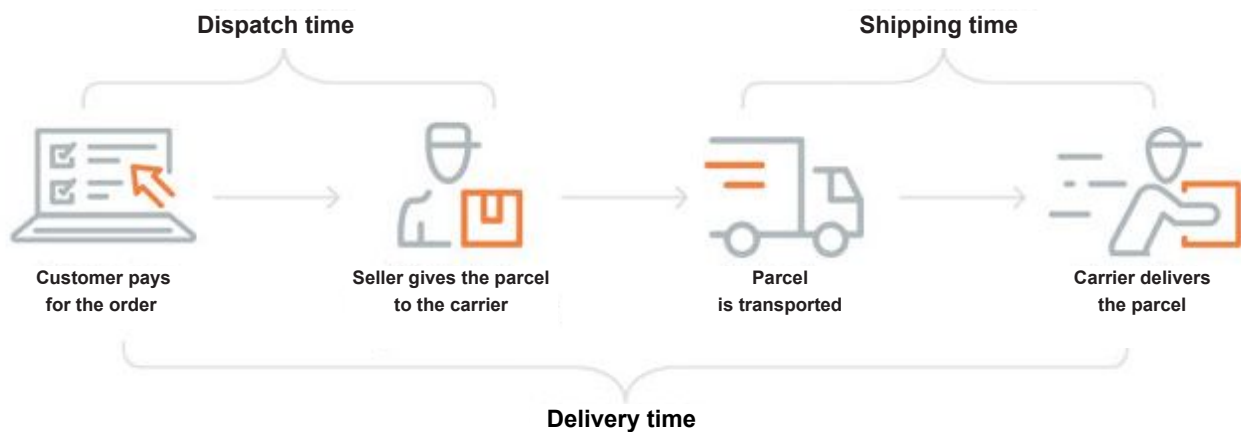
TIME TO SUBMIT A WARRANTY CLAIM	WARRANTY ADDRESS
1 year	Address 1 Street 1234 01-234 Warsaw

At the top left of the form, there is a text input field containing 'name 2'. At the top right, there is an 'EDIT' button.

**Align your policies** with the Polish law and regulations.

## **Shipping Settings:**

- You can enable **free shipping** for selected offers or all of your offers;
- If a buyer purchases two or more items with different shipping prices, you can decide which pricing option applies to the whole purchase;
- When **adding price lists**, **check one of the options** that allows time settings to be edited.



Remember, you are only setting the shipping time here. When listing offers, you **additionally set dispatch time** for them. The customers will see the total delivery time when looking at your offers.

## **Additional services:**

- If you or your courier provide any additional services you can offer to Polish customers, you can add them in this tab.

# Check-in

### **By this time you have:**

- read our Terms and Conditions,
- registered your Allegro account,
- sent the required documents and set up your account for payouts
- adjusted account settings,
- added information about your company, return, warranty, complaints policies and shipping in your Allegro backend.

**Well done, you can now prepare **your Allegro offers!****

After listing  
your first offer

allegro

## Position on the listing

What to do to see your offers **higher on the listing**?

**The most important factors impacting your position on the listing:**

- **Categories and subcategories** – make sure you assign your offers to correct categories;
- **Parameters (product features)** – add as many parameters as possible. They allow you to distinguish one object from another and are used to specify variants of the same product;
- **High-quality offers** (titles, descriptions, thumbnails);
- **Offer attractiveness** (views, purchases, price, etc.);
- Your **Sales Quality**;
- **Promoting and advertising**.

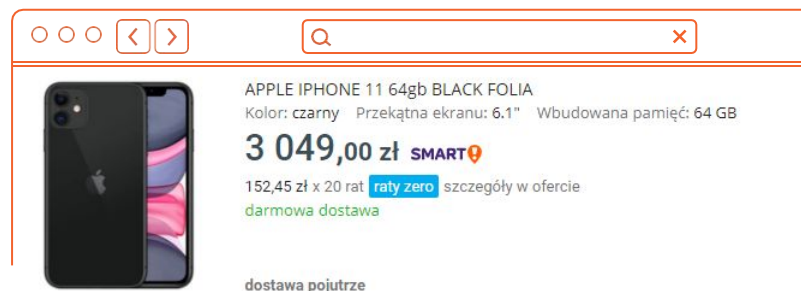
## Allegro offers – title

**A good offer title should:**

- Be in Polish;
- Have up to 50 characters;
- Describe exactly what the offered item is.

**Remember not to:**

- Add too many keywords to the title (most will be covered by parameters);
- Manipulate keywords (e.g. 'NEW', 'almost like Prada');
- Add information that should be included in dedicated tabs (return policy, whether you issue invoices, etc.).



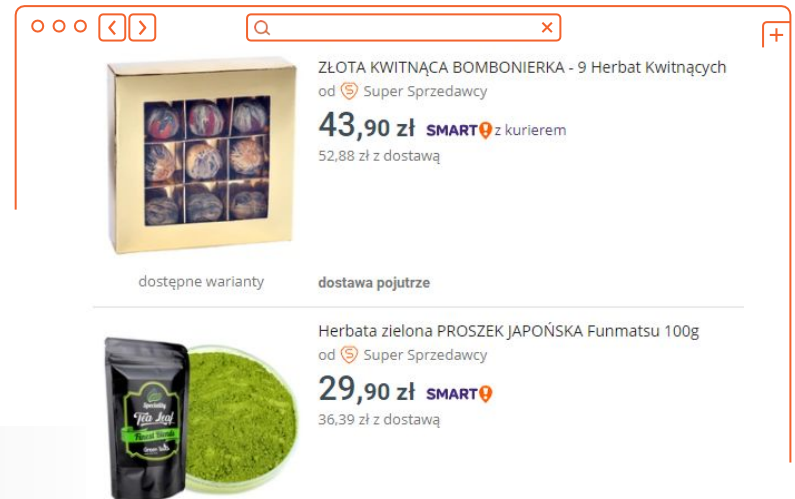
**You cannot change** the offer title  
after the first purchase.

## Allegro offers – thumbnails

- Must have a white background (RGB 255 255 255);
- Must show only the item offered;
- Can show people modeling clothes or presenting accessories.

### Remember not to:

- Add any text or additional elements.



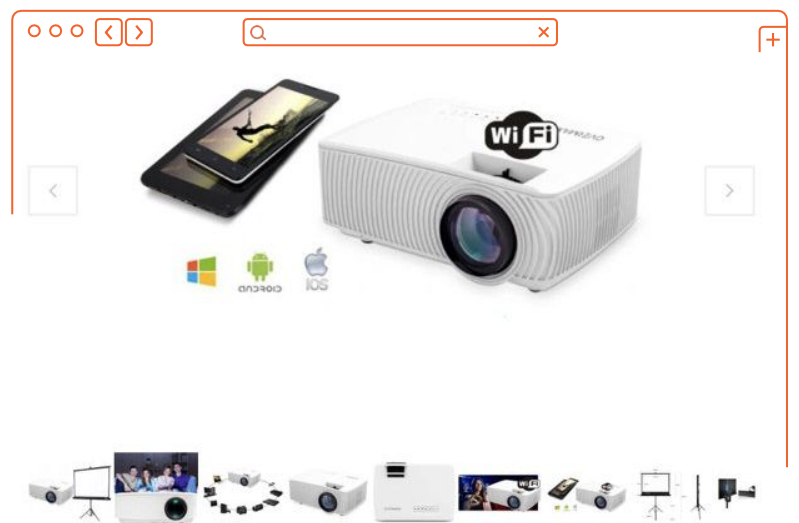
## Allegro offers – gallery pictures

You can add more pictures to the offer gallery or description.

The background for gallery pictures does not need to be white.

### You can also show:

- Packaging;
- Brand/product/technology logos;
- Color and pattern identification;
- Certificates and numbers;
- Graphic elements, e.g. a close-up, cross-section, arrows, etc.



### Remember not to add:

- Store logos or text.

## Allegro offers – description

### A good offer description should:

- Be in Polish;
- Concern only the item you offer;
- Be informative, easy to read, and visually attractive.

Use **bullet point and bolding** to make the description more attractive and user friendly. You can **add photos** from the gallery to the description.

Check Allegro's [description rules](#) and tips on [how to create an item description](#).

### Remember not to add:

- Information about returns, complaints or warranties;
- Your contact details;
- Information about shipping times or prices.

**Do not add** direct links to your online store or suggest that buyers should contact you before making a purchase.

## Multi-variant offers

Combine multiple offers of the same product with some different parameters (usually color, size, or weight) into **multi-variant offers**. Most Fashion offers are combined automatically after listing.

### Why create multi-variant offers?

- Higher customer retention;
- Higher position on the listing.

Find out more about Allegro **multi-variant offer good practices**.

### By this time you know how to:

- choose the right categories for your offers,
- improve your offers' position with detailed parameters,
- create a good offer title,
- choose thumbnails and gallery photos for your offers,
- create an informative and attractive offer description,
- combine your offers into multi-variant offers.

**Great job! Let's find out how you can promote your offers and attract more customers.**

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## Post-sales management and fulfillment

You are in charge of the process (storage, delivery, and returns) and can manage it directly, use third-party providers, or check our **Service Provider Network**.

In the **Orders** tab, you can:

- See all the important order information;
- Add **tracking numbers** and change statuses;
- Export order data;
- Print shipping labels and shipping lists.
- Issue refunds to buyers

## Customer Satisfaction

Remember that Polish customers expect responses in Polish.

### **Allegro Message Center**

You will find messages and questions from buyers here.

### **Discussions**

Buyers can open a discussion within **1 hour and up to 180 days** after purchase if:

- They haven't received their parcel;
- The product is not as advertised;
- The shipping cost differs from the one in the offer.

Discussions are essentially customer disputes and it is vital to **reply to them in a timely manner**. A high number of unsolved discussions can get your account suspended and your offers can fall lower on the listing.

**Remember that** you have **to reply** to all messages and discussions within **24 hours**.

## Buyer reviews and ratings

Buyer reviews, comments, and seller answers **are visible to everyone** on the platform. You can translate them from Polish into English and the other way round.

### Ratings:

- Customers can [rate the transaction](#) and leave a review;
- You can ask the customer to [delete their review](#) once if needed. It is a good practice to message the customer privately first and help solve their issue before asking them to delete a review;
- Allegro may delete a review in a few [specific instances](#).

Customer satisfaction impacts your overall performance and sales quality level.

The screenshot displays the Allegro seller dashboard. At the top, it shows a 100.0% recommendation rate from buyers in the past 12 months. Below this, there are three key performance indicators (KPIs) with 5.0/5 star ratings: Compliance with the description, Customer service, and Delivery cost. A note indicates that dispatch time ratings are no longer displayed, but estimated delivery time is available. Other metrics include 'ON ALLEGRO for 1 month' and 'LAST SIGNED IN today at 8:56'. The 'List of ratings' section shows a single rating from 'cantilava' on August 12, 2020, with 5 stars for both compliance and delivery cost, and a comment in Polish: 'Polecam tego allegrowicza!' (I recommend this Allegro seller!). A 'Translate' button is visible next to the comment. At the bottom right, a notice states that the time to request removal of the rating has expired (21 days from posting).

## Sales Quality: analyzing your performance

**Sales Quality impacts the offer position on the listing** and in search results. It also counts if you want to qualify for Allegro campaigns, e.g. Black Week, etc. Monitoring your Sales Quality is vital on Allegro.

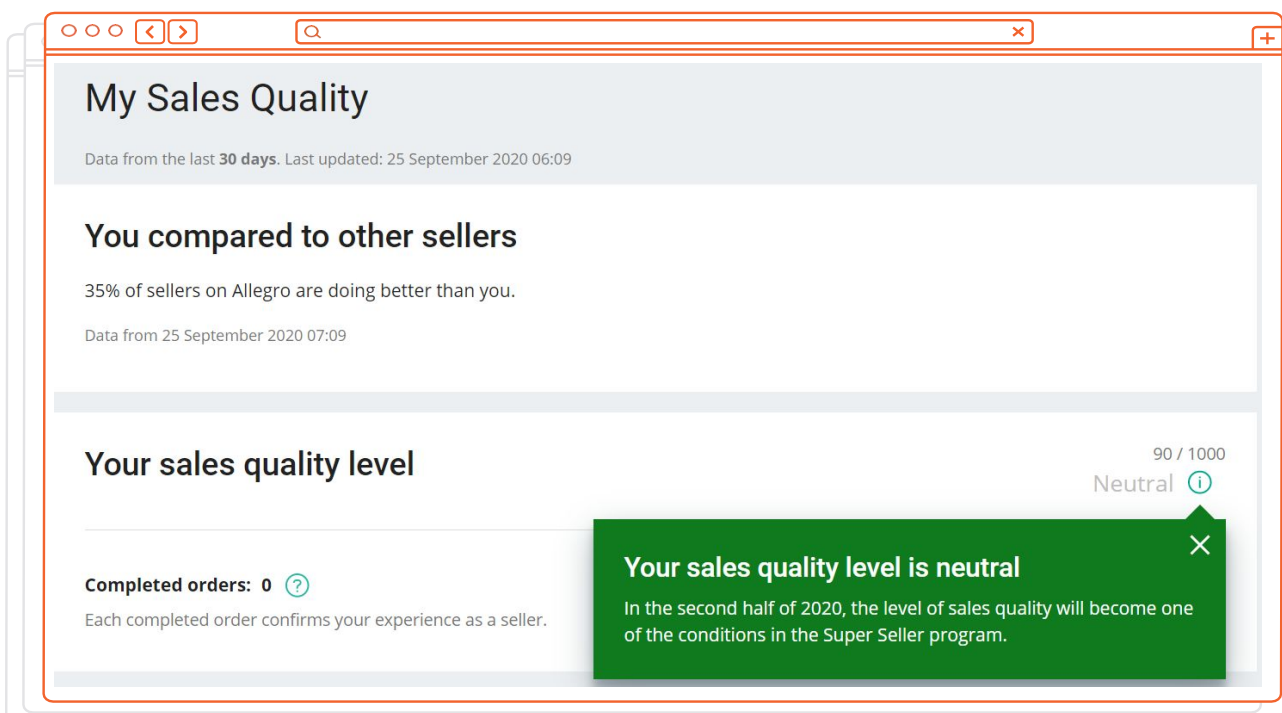
### Sales Quality:

- Metrics indicating how well you are doing;
- Account, service, and offer-related.
- Discussions and customer messages are a big part of the overall score.

### My Sales Quality dashboard:

- Details on the **account's performance**;
- Tips on **how to improve**;

It is **extremely** important to monitor your Sales Quality. A low score **affects your position on the listing and can get the account suspended**.



The screenshot shows a browser window displaying the 'My Sales Quality' dashboard. The dashboard is titled 'My Sales Quality' and includes the following information:

- Data from the last 30 days. Last updated: 25 September 2020 06:09**
- You compared to other sellers**
  - 35% of sellers on Allegro are doing better than you.
  - Data from 25 September 2020 07:09
- Your sales quality level**
  - 90 / 1000
  - Neutral ⓘ
- Completed orders: 0** ⓘ
  - Each completed order confirms your experience as a seller.

A green notification box is overlaid on the dashboard, stating: **Your sales quality level is neutral**. In the second half of 2020, the level of sales quality will become one of the conditions in the Super Seller program.

# Finances

## E-wallets:

- Your funds are stored in the [PayU wallet](#) created for you upon registration;
- A [P24 wallet](#) (EEA only) is available for purchases with installments (you need to activate payouts from this wallet separately);
- You can change your payout account [here](#).

## Payouts:

- Payouts to bank accounts are made on the 1<sup>st</sup> and 14<sup>th</sup> day of each month;
- Payouts to non-EEA bank accounts are made with a 45-day [delay](#) that can later be shortened;
- Third-party payment service providers available for non-EEA sellers. They enable more frequent payouts.

## Fees and Commissions:

- There is **no listing fee** and only a success fee in most Allegro categories;
- You will find details on the commission fees in [Appendix no. 4 Fees and commissions](#);
- You can also use the [Fee Calculator](#) to easily see the commission percentage for your offers.

The screenshot shows a browser window with a search bar and navigation icons. The main content is a table titled "Podsumowanie kosztów" (Summary of costs). The table has three columns: "Kwota" (Amount) and "Procent wartości sprzedaży" (Percentage of sales value). The rows include: "Wystawienie przedmiotu" (Listing item) with 0,00 zł and 0,00%; "Opłata naliczana jest co 10 dni, za każdy rozpoczęty cykl." (Fee calculated every 10 days for each cycle); "Prowizja od sprzedaży" (Commission on sales) with 225,00 zł and 4,50%; "Suma" (Total) with 225,00 zł and 4,50%; and "Prognozowana wartość sprzedaży dla zamówień z darmową dostawą" (Forecasted sales value for orders with free shipping) with 10 items and 5000,00 zł (500,00 zł / item). Below the table, there is a note about discounts and a link to "Sprawdź dostępne zniżki" (Check available discounts). At the bottom, there is a disclaimer: "Podana wycena jest szacunkowa i opiera się na aktualnej konfiguracji cennika Allegro oraz danych wpisanych w tym kalkulatorze. Zasady naliczania opłat oraz ich wysokość opisane są w regulaminie Allegro w załączniku nr 4. Ostateczna wysokość opłaty dla oferty dostępna będzie po jej zatwierdzeniu w zakładce: Moje konto > Rachunki > Rozliczenia z Allegro." (The given valuation is estimated and based on the current Allegro price list configuration and data entered in this calculator. The rules for calculating fees and their amount are described in the Allegro terms and conditions in attachment no. 4. The final fee amount for the offer will be available after its confirmation in the tab: My account > Accounts > Settlements with Allegro.)

	Kwota	Procent wartości sprzedaży
Wystawienie przedmiotu	0,00 zł	0,00%
Opłata naliczana jest co 10 dni, za każdy rozpoczęty cykl.		
Prowizja od sprzedaży	225,00 zł	4,50%
Prezentowana wycena dotyczy zamówień z darmową dostawą.		
Suma	<b>225,00 zł</b>	<b>4,50%</b>
Prognozowana wartość sprzedaży dla zamówień z darmową dostawą	10 przedmiotów	5000,00 zł 500,00 zł / przedmiot

Powyższa wycena uwzględnia aktywowane na koncie zniżki.

[Sprawdź dostępne zniżki](#)

Podana wycena jest szacunkowa i opiera się na aktualnej konfiguracji cennika Allegro oraz danych wpisanych w tym kalkulatorze. Zasady naliczania opłat oraz ich wysokość opisane są w regulaminie Allegro w załączniku nr 4. Ostateczna wysokość opłaty dla oferty dostępna będzie po jej zatwierdzeniu w zakładce: Moje konto > Rachunki > Rozliczenia z Allegro.

## Finances

### Refunds:

- You are responsible for refunding buyers;
- Use the balance in your wallet to refund the buyer; if you do not have enough funds, you process the refund from your bank account;
- Partial refunds available.

### Commission refunds

- If you sell an item but the buyer withdraws from the contract later, you can [apply for a commission refund](#);
- **In most cases**, the process is automated. In some, we may contact you and the buyer to gather more information;
- If your application is not successful, you can appeal the decision.

### Invoices:

- **Issued** until the 15<sup>th</sup> of the month of the next month;
- **EEA sellers:** paid by money transfer;
- **Non-EEA sellers:** automatic deduction from the e-wallet.

**Remember to regulate payments**  
on time to avoid an account  
suspension.

For advanced  
merchants

|allegro

## Promotion tools

We have a wide variety of promotion tools. You can feature your offers so they stand out on the listing, create attractive bundles, make your store look more attractive, join the best deals on the platform in the Deal Zone, create paid ads and many, many more.

### Offer promotion tools:

- Feature/Promo Package;
- **Bundles** and **quantity discounts**.

### Allegro Coins:

- Points to collect and use with the next purchase.

### Deal Zone:

- Particularly attractive offers.

### Brand Zone:

- Professional **stores of well-known brands**;
- Your account will be marked as an **official brand store**.

Strefa Okazji Najlepsze promocje na Allegro

Smart okazje Elektronika Moda Dom i ogród Supermarket Działka Uroda Zdrowie Kultura i rozrywka Sport i turystyka Motoryzacja Firma

Okazje dnia kończą się za:

09 : 16 : 59  
GODZIN MINUT SEKUND

Smart okazja	Smart okazja	Smart okazja	Smart okazja	Smart okazja	Smart okazja	Smart okazja
17,90 zł	45,00 zł	56,00 zł	115,00 zł	40,00 zł	119,00 zł	115,00 zł
SMART z kurierem	SMART z kurierem	SMART	SMART	SMART z kurierem	SMART	SMART z kurierem
ECOMAX ZEN-SZEN SYBERYJSKI 500MG 90 KAPS NA STRES	BETLEWSKI Portfel męski skórzany RFID skóra suwak	Duża torba damska na ramię torebka miejska	MENZERNA 1000 2500 3000 + PADI   ZESTAW POLERSKI	DD68 roz. L GŁADKA BLUZA MĘSKA Z KAPTUREM	Sztuczne kwiaty STROIK NA GROB + BUKIET Zestaw LUX	Buty damskie Puma Vikky Platform Ribbon 3649791
23,40 zł z dostawą 11 osób kupiło	52,99 zł z dostawą 16 osób kupiło	64,99 zł z dostawą 13 osób kupiło	123,99 zł z dostawą 8 osób kupiło	48,99 zł z dostawą 23 osoby kupiły	127,99 zł z dostawą 3 osoby kupiły	121,50 zł z dostawą 52 osoby kupiły

ZOBACZ WIĘCEJ

# Allegro subscription

## Allegro subscription:

- Various tool bundles to help you boost your sales, e.g. sales statistics, logotype, banner, Allegro Ads Campaign planner;
- Available options of subscription: Basic / Professional / Expert.

## Your Store available with Allegro Subscription:

- Create your **virtual shop** and arrange it the way you like;
- Choose and customize various elements:
  - **banners**;
  - **product series**;
  - **offer tags** and many more.
- Different options for offer carousels (e.g. bestsellers or new products, offers with 0% installments).

The screenshot displays a virtual store interface with the following elements:

- Header:** Navigation icons (back, forward, search, close, plus) and a search bar.
- Main Image:** A living and dining room setup. A white overlay box on the left provides store statistics:
  - firma 94 oferty
  - 99.8% poleca 1210 ocen
  - dostawa za OZ! powyżej 2999 zł
- Navigation:** Tabs for OFERTY, OCENY I KOMENTARZE, and SKLEP (selected).
- Left Sidebar:**
  - OBSERWUJ SKLEP (star icon)
  - DOM I OGRÓD
  - Meble 94 (dropdown arrow)
  - funkcja spania
  - kanapa rozkładana
  - Narożnik rozkładany
  - pojemnik na pościel
  - styl skandynawski
  - WIĘCEJ
  - Wyprzedaż
  - Image of a teal sofa.
- Product Series (Serie produktowe):**
  - Narożniki (sofa)
  - Kanapy (sofa)
  - Pufy (teal ottoman)
  - Łóżka (bed)
  - Fotele (armchair)
- Bestsellers:**
  - Spring icon: 149,00 zł
  - Armchair: -40% 4 000,00 zł / 599,00 zł
  - Teal sofa: 1 099,00 zł
  - Teal sofa: -9% 4 099,00 zł / 999,00 zł



## Allegro Smart!

Allegro's **loyalty program** used by millions of people. For a small fee, it offers buyers free delivery and free returns to pick up points, lockers and by courier. There are additional benefits such as daily SMART! deals, dedicated SMART! week shopping events, exclusive pre-sales, etc.

### Read about:

- What you need to do [to join Smart!](#) and boost your sales
- How [Smart! courier](#) deliveries work
- How to [correctly send](#) Smart! parcels
- Smart! [delivery methods](#) and their pricing
- How you [receive money back](#) for Smart! deliveries



**Allegro fully covers** Smart!  
delivery costs for sellers (and partially  
covers Smart! courier deliveries)

## Allegro Ads

### Advertising tool for your Allegro offers:

- **Allegro Ads** helps you create paid **advertising campaigns**. The ads are picked and shown contextually in **the best spots on the platform** (web and mobile);
- Set up your daily budget and **only pay per click**;
- Monitor **statistics in real-time**.
- **Create campaigns** on Allegro, Google and Facebook

### Ads Express:

- A simplified version of the full tool in 'My Allegro';
- Set a daily budget and let the algorithm choose the best offers to promote;
- Easily start and stop campaigns;
- Get a **bonus** for using Ads Express.

## Check-in

### By this time you know how to:

- promote your offers,  
-----
- join Smart!,  
-----
- create your virtual store,  
-----
- start your first paid ad campaign.

**Amazing! Let's find out **how to sell effectively**, serve your customers and grow on Allegro.**

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## Super Seller

The best merchants on Allegro can become **Super Sellers**. If you are a consistent and reliable seller, we want to reward you with more buyer trust and interest, as well as free Coins based on revenue. We hope to see you join the program!

### Learn:

- [How to become](#) a Super Seller
- How you can get [free Coins](#) for Super Sellers
- How we [verify](#) the Super Seller title every month



## Allegro resources

If you want to learn more about Allegro, join our free merchant webinars and courses or visit our help center. We want to see you succeed on the platform so all the resources are yours to use.

[Allegro Academy](#) (a training platform for sellers with links to **free** webinars)

[Allegro Help Center](#) (fully in English, with links to our contact form below each article)

[Allegro Academy Youtube](#) (has dedicated playlists with video tutorials that help you operate on the platform)

[Service Provider Network](#) (a list of partners who help with logistics/translation, etc.)

[API Documentation](#) (all the information your developers need about our API)

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| See you on allegro

