
1. 此次培训的开幕式将于3月26日举行，请大家届时参加。

2. 此次培训满分为100，考勤和测试分别占比为50%，总分60以上将获得合格学员证书，80分以上将获得优秀学员证书，且有机会获得线下实习的机会。

3. 此次直博将会以直博与录播的形式呈现，若有同学无法来参加直播，可自行通过录播补齐相关课程。

CROSS-BORDER

E-COMMERCE

2022

速卖通平台基础运营

AliExpress Platform Basic Operations

罗嘉颖

Jiaying Luo

讲师介绍 Introduction of the Specialist

罗嘉颖 (Wing)

- 海信电器国际营销部 | 欧洲区域经理
Hisense International Marketing Department |
Regional Manager for Europe
- 阿里巴巴阿里学院 | 资深培训师、项目负责人
Alibaba Ali College | Senior Trainer, Project Leader
- 阿里巴巴国际事业部 | 运营专家
Alibaba International Division | Operations Specialist
- 杭州艾外普电商 | 联合创始人&总经理
Hangzhou Aiwaipu E-commerce | Co-founder & Managing Director
- 北京方舟英才教育科技有限公司资深讲师
Senior Lecturer Beijing Ark Yingcai Education Technology Group Co., LTD



课程介绍 Course Introduction

1. 账号注册 Account Registration
2. 买家视角 Buyers' Prospective
3. 平台站点介绍 Platform and Site
4. 费用 Costs
5. 刊登 Product Release
6. 售前 Pre-sale
7. 售中 In Sale
8. 售后 After Sale
9. 政策 Policies
10. 促销 Promotion



01.账号注册

Account Registration

账户注册的模块

Account Registration Modules

资料准备 Materials Preparation

账号注册 Account Registration

国际支付宝注册 Escrow Registration

可能遇到的限制 Potential Limitations

账户注册

Account Registration

模块一：资料准备

**Module One:
Materials
Preparation**

账户注册的资料准备

Preparation of Account Registration Materials

公司信息 Company Information

- 公司注册名称 Registered Name of the Company
- 公司注册地址 Registered Address of the Company
- 税务登记号 (VAT号) 以及税务文件 VAT Number and Documents

注：所有填写的信息必须与提交的资料上信息吻合，及公司注册地址必须在欧盟地区（否则平台会将代征税款）。 Note: all information filled in must match with the submission. And the resgistered address must be in the European Union regions. (Otherwise, the platform will collect the taxes)

Documento firmado electrónicamente (Real Decreto 1671/2009) por la Agencia Estatal de Administración Tributaria, con fecha de Verificación Autenticidad verificable mediante Código Seguro en www.agenciatributaria.gob.es.



TARJETA DE IDENTIFICACIÓN FISCAL

Número de Identificación Fiscal:

Apellidos y nombre:

Código Electrónico:

MINISTERIO DE ECONOMÍA, INDUSTRIA Y COMPETITIVIDAD
CENTRO DE INFORMACIÓN Y RED DE CREACIÓN DE EMPRESAS
DOCUMENTO ÚNICO ELECTRONICO

NIF:

Autónomos - Alta

REGISTRO ENTRADA Y PAE

Registro de Entrada: PAE:

DATOS PERSONALES

Doc. Identidad: Nombre: Apellidos:
Nacionalidad: Sexo: Fecha de nacimiento:
S.S. Nº (NSS/NAF): Estado Civil:

DOMICILIOS

Domicilio Residencia:
Domicilio Fiscal:
Domicilio Notificaciones:

Ayuntamiento de "Nombre del Municipio" **LICENCIA DE APERTURA DE ESTABLECIMIENTOS**

SECRETARÍA GENERAL

Por RESOLUCIÓN DE LA ALCALDIA de fecha 10 de ABRIL de 2017, se ha autorizado a Limpiezas Limpio S.L. para la apertura de un establecimiento denominado El Limpio destinado a FABRICACION DE LEJIAS, BIOCIDAS, PLACUICIDAS, con emplazamiento en Polígono Industrial, Calle Ceuta, 17 de este municipio. "Nombre del Municipio", a 10 de ABRIL de 2017.

Vº Bº:
El Alcalde/a Alcalde/a El Secretario/a Secretaria

Esta licencia permanecerá colocada en sitio visible del establecimiento

账户注册的资料准备

Preparation of Account Registration Materials

公司法人和联系人信息

Information of Corporate Legal Representative and Contact

- 姓名 Name
- 国籍 Nationality
- 出生日期 Date of Birth
- 身份证/护照号码 ID/ Passport Number
- 手机号码 Phone Number
- 电子邮箱 E-mail
- 居住地址 Residential Address

注：法人和联系人可以是同一人

Note: The legal representative and contact can be the same person

账户注册

Account Registration

模块二：账户注册

**Module Two:
Account
Registration**

账户注册的流程

Account Registration Process

Step1: 打开速卖通官方网址 www.aliexpress.com

Step1: open the webside of AliExpress www.aliexpress.com

The screenshot displays the AliExpress homepage. At the top, a blue banner reads "Save on sports today" and "Enjoy up to 50% off!". Below this is a navigation bar with links for "Sell on AliExpress", "Help", "Buyer Protection", "App", "English / USD", "Wish List", and "Account". The main header features the AliExpress logo, a search bar containing "sexy dress", and a shopping cart icon with a "0" notification. Below the search bar are category suggestions: "backpacks", "bag", "gym bag", "diy", "party dresses", and "dresses".

The main content area is divided into several sections:

- Categories:** A vertical list on the left includes Women's Fashion, Men's Fashion, Phones & Telecommunications, Computer, Office & Security, Consumer Electronics, Jewelry & Watches, Home, Pet & Appliances, Bags & Shoes, and Toys, Kids & Babies.
- Live Super Deals:** A large banner for "Rock any outdoor sport" featuring a person fishing, a snowboarder, and a tent, with the text "Explore & enjoy up to 50% off".
- User Profile:** A section on the right greets the user "Hi, Law" and provides quick access to "Account", "Orders", and "Messages".
- Exclusive offers:** A yellow banner at the bottom right says "Just for new AliExpress members!" and shows various sports gear.

At the bottom left, a yellow banner says "Welcome newcomers!".

账户注册的流程

Account Registration Process

Step2: 在Sell on AliExpress栏选择Non-Chinese Seller Registration

Step2: click the Non-Chinese Seller Registration on Sell on AliExpress

The screenshot displays the AliExpress homepage with a focus on the 'Sell on AliExpress' dropdown menu. The menu is open, showing options for 'Seller Log In', '中国卖家入驻' (Chinese Seller Registration), and 'Non-Chinese Seller Registration'. The 'Non-Chinese Seller Registration' option is highlighted with a red box. The main page features a banner for 'Save on sports today' with a 50% off promotion, a search bar with 'sexy dress' entered, and a navigation menu with categories like 'Women's Fashion', 'Men's Fashion', and 'Phones & Telecommunications'. A 'Welcome newcomers!' section offers a \$1.00 coupon and several items for \$0.01. A 'Hi, Law' user profile is visible on the right, along with 'Exclusive offers' for new members.

账户注册的流程

Account Registration Process

Step3: 在新页面右上角点击“注册”

Step3: click “Register” at the top of the new page

AliExpress 全球速卖通

中文

注册

登录

Step4: 按提示创建账号并认证

Step4: follow the prompts to create an account and authenticate it

AliExpress Language ▾ User Manual | Help Center | Seller Log In

1 Create account 2 Business information 3 Application review

Create account

Shop tax country
Spain
Country cannot be changed after registration

Email Address
[Redacted]

Login Password
[Redacted]

Confirm Password
[Redacted]

Agree to [Membership Agreement](#)

CONTINUE

1 Create account 2 Business information 3 Application review

Create account

Shop tax country
[Redacted]

Verify email address

Email Address:
[Redacted]

Verification Code:
Please input checkcode.

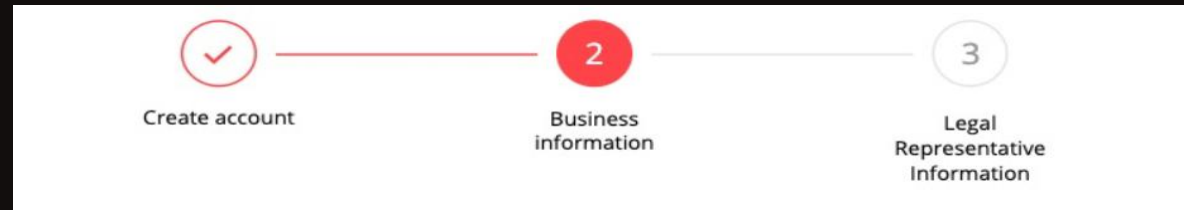
Checkcode has been sent to your email, please check your mailbox. [Re-send \(54 s\)](#)

Submit

账户注册的流程

Account Registration Process

Step5: 填写公司信息 fill in the company information



Company information

> Kindly also provide the following

Business type

- State-owned business
- Publicly-listed business
- Privately-owned business
- Sole Trader

Business license no.

Company name

Company Full Name


Mandatory Information. Please add.

Business license no.

The number should match the business license.

Mandatory Information. Please add.

Photograph of business license



Upload

Only 'jpg.' or 'png.' is allowed, upload at least 1 and up to 5, and each file cannot exceed 10M. e.g. Tax File-NIF, TAX 036 Document, TAX 037 Document, CIRCE

Sample

VAT NO.

9873333

Registered company address

Spain Madrid

Ajalvir ES-28036

EstadioSantiagoBernabeuAvda.ConchaEspina1

Company registration date

2020-03-01

Company phone number

Area Code +34 461391

Business or store name

Offline or online store name

Company address

Country State/province/county

City Post/zip code

House number, street name, etc.

Industry type

Home and Garden

Name of the company director

Raul

Certificate Type(Optional)

Please Select

Certificate NO. (Optional)

Director or Legal Representative Certificate NO.

账户注册的流程

Account Registration Process

Step6: 填写法人信息
Step6: fill in the legal representative's information

Step7: 提交后等待审核
Step7: submit and wait for review

The image displays two screenshots from an account registration process. The left screenshot shows Step 6, 'Details of contact person', with a progress bar indicating 'Personal Information' is the current step. The right screenshot shows Step 7, 'Information Review', with a progress bar indicating 'Initial review stage' is the current step.

Step 6: Details of contact person

Progress bar: Register (✓), Company information (✓), Personal information (3), Information (4)

Legal representative's details

- Full name: Raul
- Nationality: Spain
- Country of birth: Spain
- Date of Birth: 2000-03-01
- ID type: Certificate ID
- ID no.: 8888888888
- Business license expiry date: Short-term validity, Long-term Validity

Details of contact person

Tap here to autofill with your legal representative's details

- Full name: Contact Person Full Name
- Phone number: Area Code +34, Please enter the contact phone
- E-mail: Please enter the contact email

+ Add a new UBO

Check this box to confirm you have read our Account Registration Agreement

Buttons: Save, Go back, Continue

Step 7: Information Review

Progress bar: Register (✓), Company information (✓), Personal information (✓), Information Review (4)

Initial review stage (red bar), Further review stage (grey bar), Open an Alipay account (grey bar)

Additional information received and we're currently reviewing. This will take 1-3 days and your patience is appreciated!

Click here to study the basic functions of seller portal in advance

账户注册

Account Registration

模块三：国际支付宝注册

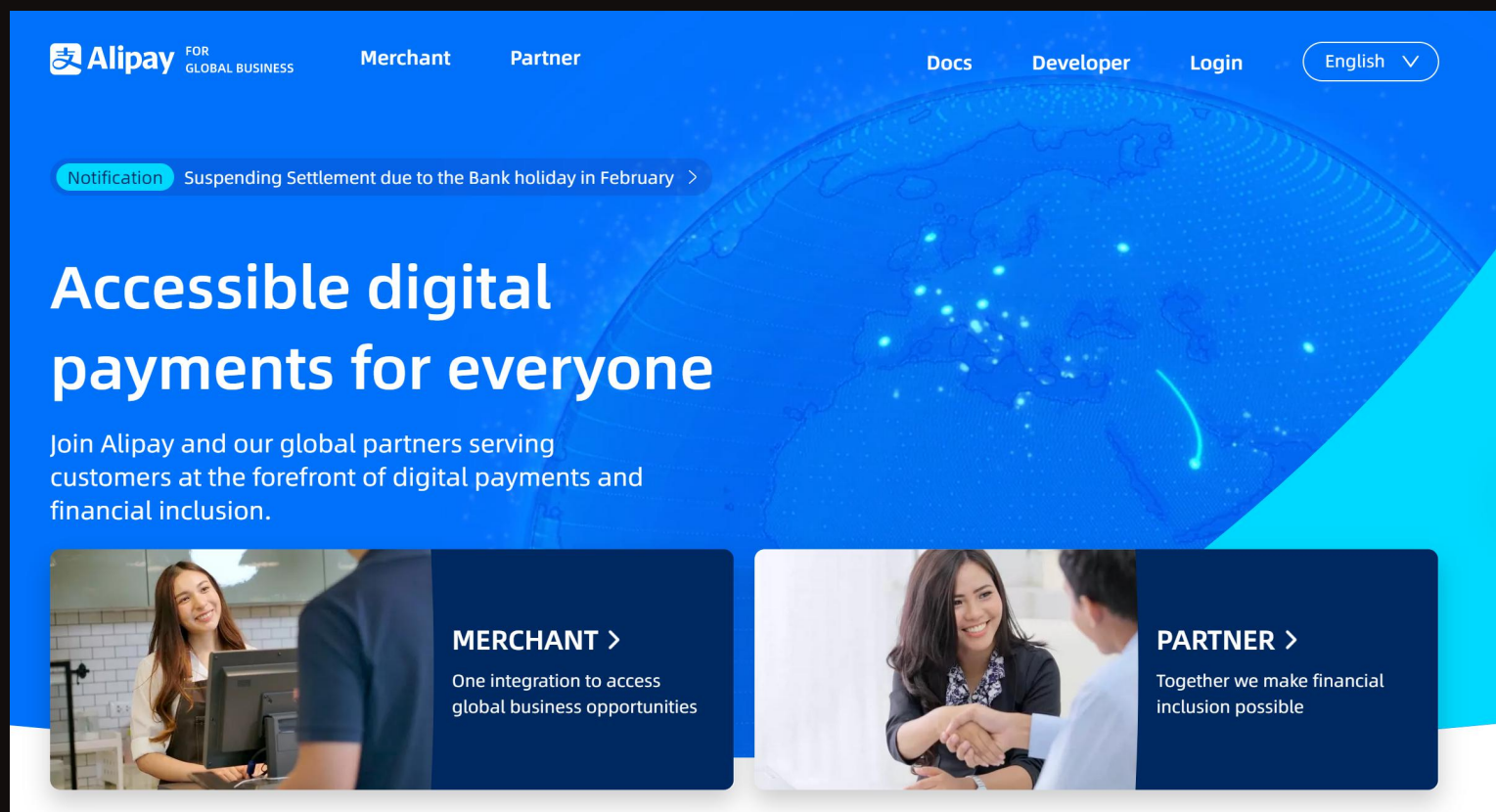
**Module Three: Escrow
Registration**

国际支付宝注册

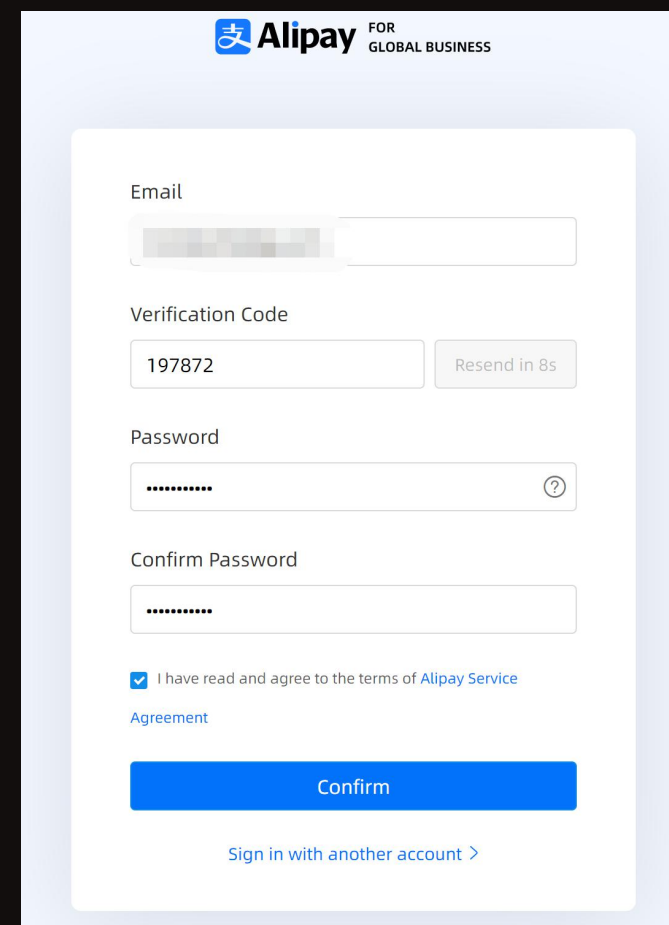
Escrow Registration

Step1: 打开国际支付宝 open the Escrow
https://global.alipay.com/platform/site/ihome

Step2: 填写邮箱注册账户
Step2: register an account with e-mail



The screenshot shows the Alipay Global Business website homepage. The header includes the Alipay logo, navigation links for Merchant, Partner, Docs, Developer, and Login, and a language selector set to English. A notification banner mentions a suspension of settlement due to a bank holiday in February. The main content area features the headline "Accessible digital payments for everyone" and a sub-headline "Join Alipay and our global partners serving customers at the forefront of digital payments and financial inclusion." Below this are two call-to-action buttons: "MERCHANT >" with the text "One integration to access global business opportunities" and "PARTNER >" with the text "Together we make financial inclusion possible".



The screenshot shows the Alipay Global Business registration form. The form includes the following fields and elements:

- Email:** A text input field with a blurred placeholder.
- Verification Code:** A text input field containing "197872" and a "Resend in 8s" button.
- Password:** A text input field with a masked password "....." and a help icon.
- Confirm Password:** A text input field with a masked password ".....".
- Agreement:** A checked checkbox with the text "I have read and agree to the terms of Alipay Service Agreement".
- Confirm:** A blue button labeled "Confirm".
- Sign in with another account >** A link at the bottom of the form.

账户注册

Account Registration

模块四：可能遇到的限制

**Module Four:
Potential Limitations**

可能遇到的限制

Potentail Limitations

AliExpress Language ▾ User Manual |

1 ————— 2 ————— 3

Create account Business information Application review

Create account

Shop tax country

Select your Country ^

- China
- Spain
- Italy
- Turkey
- France
- Brazil

注册限制

Limitations on Registration

- 目前速卖通只支持图中的6个国家区域（中国、西班牙、意大利、土耳其、法国和巴西）注册
- Currently AliExpress only supports registration in China, Spain, Italy, Turkey, France and Brazil.

解决方法 Solutions

- 找您当地的服务商或者中国的服务商帮忙注册申请账号
- Find service providers in available countris to help regitster and apply for an account



02. 买家视角 Buyers' Prospective

买家视角的模块

Buyers' Prospective Module

站点页面介绍 Website
Introduction

卖家中心介绍 Sellers
Center Introduction

买家视角

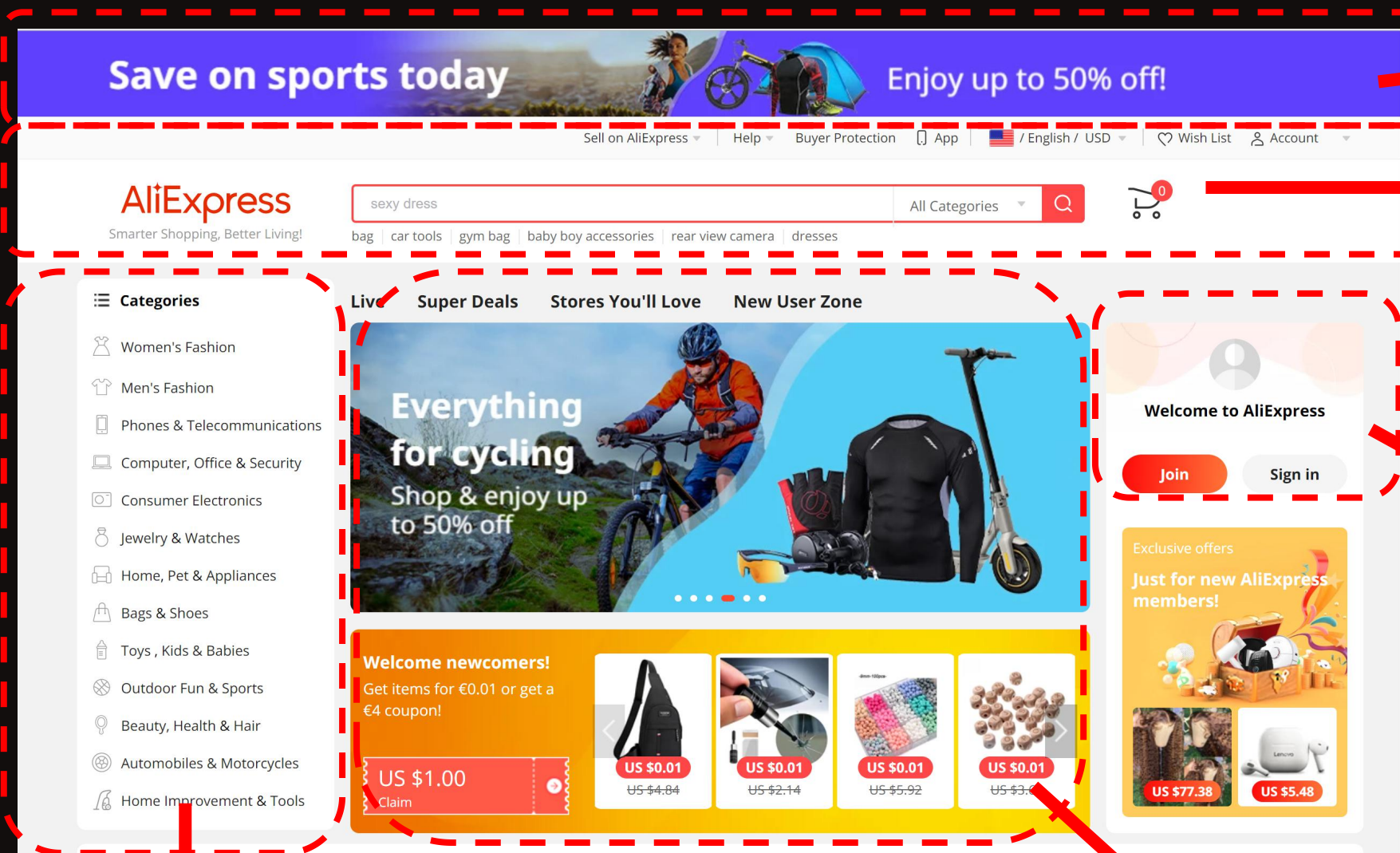
Buyers' Prospective

模块一：站点页面介绍

**Module One:
Website
Introduction**

站点页面介绍—前台页面构成（上部）

Website Introduction- Composition of the Front Desk Site (top)



大促活动Banner
Promotions

搜索栏
Searching Bar

- 70%的买家通过搜索栏搜索商品
- 70% of buyers search products with searching bar

账号注册和登录
Account registration and login

商品类目区域，部分买家喜欢按类目搜索商品







Comodity category area, some buyers prefer to search products by comodity category

平台营销活动区域 Marketing Area






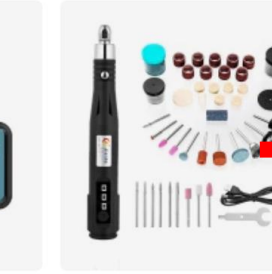
站点页面介绍—前台页面构成（中部）

Website Introduction- Composition of the Front Desk Site (middle)

SuperDeals Top products. Incredible prices. **01:33:44** [View more](#)

 <p>-42%</p>	 <p>-49%</p>	 <p>-67%</p>	 <p>-54%</p>	 <p>-53%</p>	 <p>-42%</p>
\$1.25 US \$2.16 1 orders	\$277.43 US \$543.99 10 orders	\$4.12 US \$12.47 17 orders	\$10.87 US \$23.64 3 orders	\$7.83 US \$16.65 146 orders	\$46.02 US \$79.35 4377 orders

Top Selection [View more](#) **New arrivals** [View more](#)

 <p>Mixi Men Sling Backpack O...</p>	 <p>Gym Bag Waterproof Fitness...</p>	 <p>Brand Large Capacity Male...</p>	 <p>High Quality Nylon Men...</p>	 <p>WiFi Dash Cam HD GPS...</p>	 <p>Electric Drill Dremel Grinde...</p>
US \$28.72	US \$5.84	US \$21.79	US \$16.34	US \$32.15	US \$14.77

SuperDeals促销区域

新品推送区域
New Arrivals Area

优质商品推送区域 Top Selection Area

站点页面介绍-前台页面构成 (下部)

Website Introduction- Composition of the Front Desk Site (end)

Featured Categories

The 'Featured Categories' section is a grid of six product categories. The 'Fashion' category is highlighted with a red background and features a woman in a black dress and a black bag. The other categories are: 'Sports' (T60 bag, bicycle, skateboard), 'Home' (desk lamp, power tools, home decor), 'Tech' (earbuds, smartphone, camera), 'Vehicles' (VIPCAMOX camera, JOHNEISE device), and 'Maintenance & repairs' (car parts, tools, equipment).

特色类目推荐区域
Featured Categories
Recommendation Area

More To Love

The 'More To Love' section displays six product recommendations in a grid. Each item includes an image, a title, a price, and a rating. The products are: 'Rainbow Teething Toys Safe ...' (US \$4.34, 3 sold, 5 stars), '50/100/200pcs 10mm Rando...' (US \$1.96, 470 sold, 4.5 stars), 'Home Wedding Decoration 1...' (US \$2.29, New User Deal, 119 sold, 4.8 stars), 'Fish Eye Lens CVBS Vehicle R...' (US \$11.19, 2198 sold, 4.8 stars), '100pcs small mini Size wood ...' (US \$2.26, 8 sold, 5 stars), and 'TYRY.HU 20-100PC Wooden ...' (US \$0.01, New User Bonus, 4708 sold, 4.9 stars).

搜索匹配推荐区域
Matching Products
Recommendation Area

站点页面介绍—前台页面构成（底部）

Website Introduction- Composition of the Front Desk Site (bottom)

The screenshot displays the bottom section of a website footer, organized into several columns and sections. At the top, there are six feature highlights, each with an icon and a brief description. Below these are four main service categories: 'Stay connected' (with social media icons), 'Shopping with us' (with sub-links for payments, delivery, and protection), 'Customer service' (with sub-links for service, agreement, and survey), and 'Collaborate with us' (with sub-links for partnerships and affiliate programs). The bottom section is divided into two columns: the left column contains 'Help' (with a list of topics), 'Browse by Category' (with a list of categories), and two app download buttons for Google Play and the App Store; the right column contains 'AliExpress Multi-Language Sites' (with a list of supported languages), 'Alibaba Group' (with a list of group entities), and another app download button for the App Store.

Great value
We offer competitive prices on over 100 million items.

Worldwide shipping
We ship to over 200 countries and regions, and our site comes in 12 languages.

Safe payment
Pay with the world's most popular and secure payment methods.

Shop with confidence
Our Buyer Protection policy covers your entire purchase journey.

Help center
Round-the-clock assistance for a smooth shopping experience.

Shop better
Download the app for mobile-only features such as image search and discount games.

Stay connected
f t i m w

Shopping with us
Making payments
Delivery options
Buyer Protection

Customer service
Customer service
Transaction Services Agreement
Take our feedback survey

Collaborate with us
Partnerships
Affiliate program

Help
Customer Service, Disputes & Reports, Buyer Protection, Report IPR infringement

AliExpress Multi-Language Sites
Russian, Portuguese, Spanish, French, German, Italian, Dutch, Turkish, Japanese, Korean, Thai, Vietnamese, Arabic, Hebrew, Polish

Browse by Category
All Popular, Product, Promotion, Low Price, Great Value, Reviews, Blog, Seller Portal, BLACK FRIDAY, AliExpress Assistant

Alibaba Group
Alibaba Group Website, AliExpress, Alimama, Alipay, Fliggy, Alibaba Cloud, Alibaba International, AliTelecom, DingTalk, Juhuasuan, Taobao Marketplace, Tmall, Taobao Global, AliOS, 1688

Google Play App Store

平台服务推荐区域

Platform Service Recommendation Area

买家视角

Buyers' Prospective

模块二：卖家中心介绍

**Module Two: Sellers
Central Intrudocion**

卖家中心介绍—登录后台

Sellers Center Introduction-Backstage Login

Save on sports today Enjoy up to 50% off!

Sell on AliExpress | Help | Buyer Protection | App | English / USD | Wish List | Account

AliExpress Smarter Shopping, Better Living!

sexy dress All Categories

bag | car tools | gym bag | baby boy accessories | rear view camera | dresses

Categories

- Women's Fashion
- Men's Fashion
- Phones & Telecommunications
- Computer, Office & Security
- Consumer Electronics
- Jewelry & Watches
- Home, Pet & Appliances
- Bags & Shoes
- Toys, Kids & Babies
- Outdoor Fun & Sports
- Beauty, Health & Hair
- Automobiles & Motorcycles
- Home Improvement & Tools

Live Super Deals Stores You'll Love New User Zone

Everything for cycling Shop & enjoy up to 50% off

Welcome newcomers! Get items for €0.01 or get a €4 coupon!

US \$1.00 Claim

US \$0.01 US \$4.84

US \$0.01 US \$2.14

US \$0.01 US \$5.92

US \$0.01 US \$3.61

Welcome to AliExpress Join Sign in

Exclusive offers Just for new AliExpress members!

US \$77.38 US \$5.48

Welcome to AliExpress! Join Sign in

My Orders

Message Center

Wish List

My Favorite Stores

My Coupons

Join Sign in

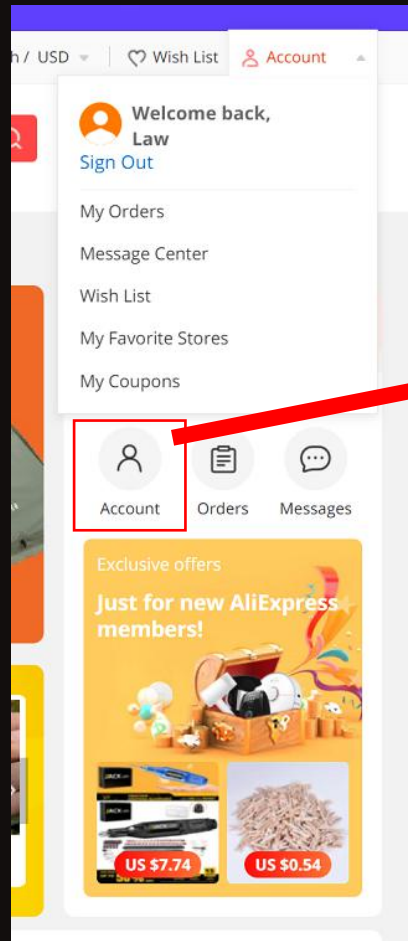
exclusive offers Just for new AliExpress members!

US \$18.04 US \$13.86

两个登录入口
Two Login Portals

卖家中心介绍-登录后台

Sellers Center Introduction-Backstage Login



AliExpress Seller Center Dashboard

Dashboard Products Orders Store Marketing Account Business Advisor Violations Help Center Law

Home-Decor-Wholesale Store

订单量未达到考核值, 请继续努力

Store

Messages	Orders	Logistics
0 Instant messages	0 New orders	0 Awaiting Shipment
0 Important Notices	0 Pending payments	0 Awaiting Buyer Confirmation
0 Declined Payments	0 To be canceled	0 Violation Records
0 Refunds & returns	0 Awaiting Evaluation	0.0 Pay Liquidated Damages
0 System Messages		Cainiao Logistics

Refunds & returns	Products	Violations
0 In dispute	0 Unapproved	0 To be Appealed
0 Ongoing disputes	0 Out-of-stock	0 Waiting for Proof
	0	0

Объявления

- 巴西无忧简易包邮激励计划延长公告 02-23
- 物流单关闭或取消联动交易订单关... 02-23
- 优选仓俄罗斯订单定向优惠方案 02-23
- 特货带电合单多国拓展公告 02-17
- 关于欧向海外仓入库管控和历史入... 02-17
- 关于承诺达下标后7个自然日冷静期... 02-16

AliExpress 12 Anniversary
328周年庆全球营销大促
火热报名中
点击报名

Быстрый доступ

- Post Product
- Manage Products
- All Orders
- Refunds & Disputes
- Manage Feedback

Purchased Service

卖家中心介绍-后台模块

Sellers Center Introduction-Backstage Module

选择合适的语言

Select the Appropriate Language

AliExpress Seller Center

Dashboard Products Orders Store Marketing Account Business Advisor Violations Help Center Law

Home-Decor-Wholesale Store

订单量未达到考核值, 请继续努力

Messages

Instant messages 0

Important Notices 0

Declined Payments 0

Refunds & returns 0

System Messages 0

Orders View All

New orders 0

Pending payments 0

To be canceled 0

Awaiting Evaluation 0

Logistics View All

Awaiting Shipment 0

Awaiting Buyer Confirmation 0

Violation Records 0

Pay Liquidated Damages 0.0

Cainiao Logistics

Refunds & returns View All

In dispute 0

Ongoing disputes 0

Products View All

Unapproved 0

Out-of-stock 0

Violations View All

To be Appealed 0

Waiting for Proof 0

Быстрый доступ Изменить

Post Product

Manage Products

All Orders

Refunds & Disputes

Manage Feedback

Purchased Service

Help Center Law

Preview My Store

Объявления

Account Settings

Language

AliExpress Learning Center

Third-party Services

AliExpress Regulations

AliExpress Open Platform

Privacy Policy

AliExpress domestic entity license

Sign Out

Switching languages

English

Español

简体中文

Italiano

Русский

Türkçe

Français

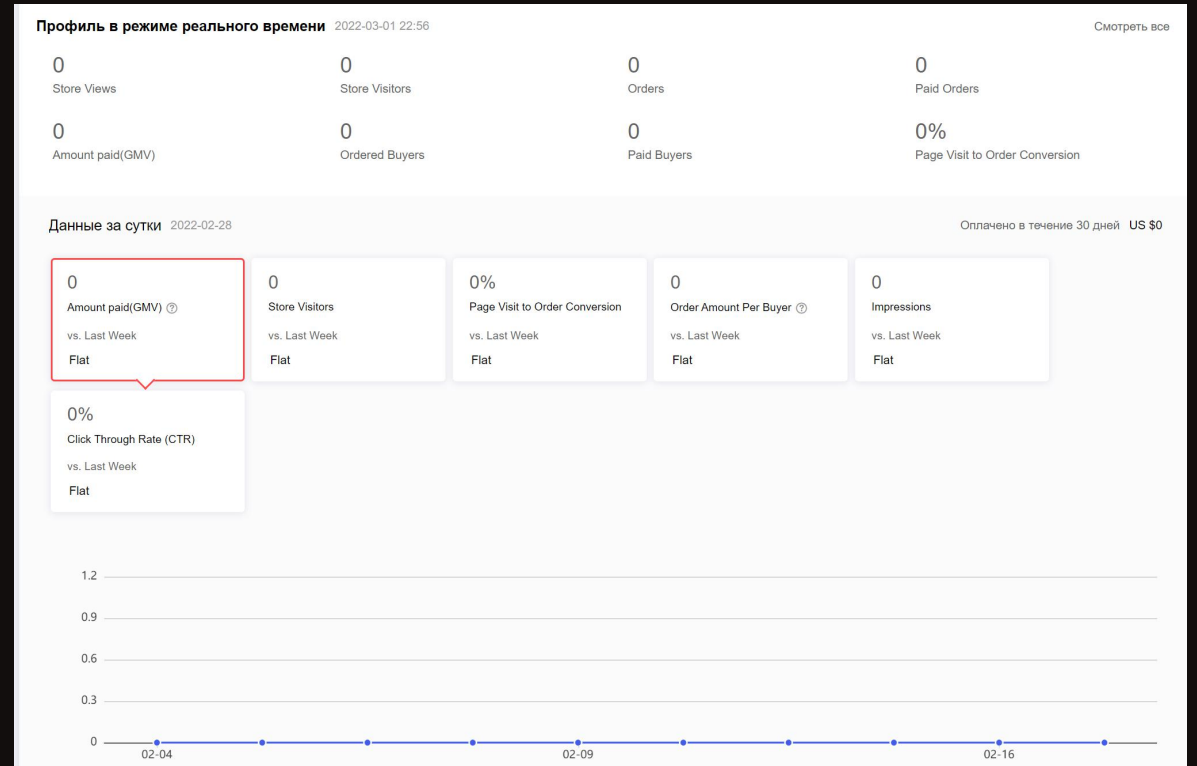
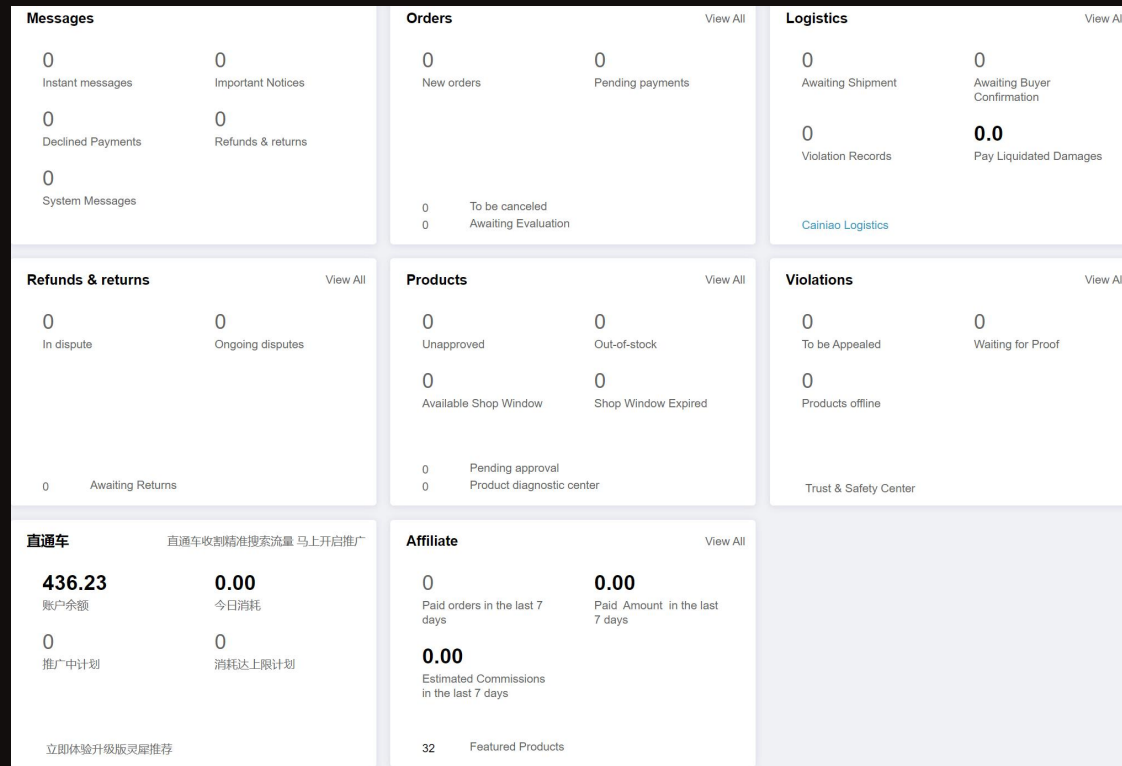
Português

OK Cancel

卖家中心介绍-后台模块

Introduction to Seller Center - Backstage Module

店铺综合数据看板 Shop Integrated Data



卖家中心介绍—后台模块

Introduction to Seller Center - Backstage Module

商品页面 Product Page

The screenshot displays the AliExpress Seller Center interface. At the top, the navigation bar includes 'Мой AliExpress', 'Товары' (highlighted), 'Заказы', 'Магазин', 'Продвижение', 'Аккаунт', 'Данные', and 'Нарушения'. On the right, there are links for 'Помощь и онлайн-чат', a chat icon, a notification bell, and a 'Law' dropdown.

The left sidebar contains a menu with categories: 'Товары' (with sub-items: 'Добавить товар', 'Мой список товаров', 'Медиа-библиотека', 'Диагностика товаров'), 'Шаблоны' (with sub-items: 'Шаблон доставки', 'Таблицы размеров', 'Шаблоны описания товара', 'Послепродажное обслуживание'), 'Category Planning' (with sub-items: 'Category opportunity', '新锐品牌商品'), 'Центр поиска и рекомендаций' (with sub-items: 'Рейтинг продукции', 'Бустеры'), 'Совместное управление товарами' (with sub-item: 'Квалификационный центр'), and 'Управление поставками' (with sub-item: 'Совместная платформа по управлению поставками').

The main content area is titled 'Product Management' and features three buttons: 'Добавить новый товар', 'Загрузка через Excel', and 'История загрузок'. Below this is a 'Полезная информация' section with an information icon and the text 'tr(s-wb-product@listOnline)'. A status bar shows: 'В продаже (0)', 'Черновик (0)', 'На рассмотрении (0)', 'Заблокированы (0)', and 'Снято с продажи (110)'. Another 'Полезная информация' section contains the email 'tr(msr_eu@manage_tip)'. A search and filter bar includes dropdowns for 'Группа', 'Категория', 'Owner', 'Local Pricing', 'Stock', 'Шаблон доставки', and 'tr(msr_eu@manage_tip)', along with an 'ID' dropdown and a search input.

Below the search bar, a row of action buttons is shown: 'Выбрано: 0', 'Снять с продажи', 'Удалить', 'Назначить менеджера', 'Шаблоны описания', 'Изменить группу товара', 'Массовое обновление', and 'Экспорт'. Further down are 'Выгрузить все' and 'Export History' buttons.

A table header is visible with columns: 'Название и ID товара', 'Группа', 'THE EU BINDED', 'Цена', 'Остаток', 'Шаблон доставки', 'Последнее изменение', and 'Действия'. The table body is currently empty, with a message: 'В настоящий момент записи отсутствуют.'

卖家中心介绍-后台模块

Introduction to Seller Center - Backstage Module

交易信息页面 Transaction Information Site

The screenshot displays the 'Все заказы' (All Orders) page in the AliExpress Seller Center. The interface is in Russian and includes a top navigation bar with links for 'Мой AliExpress', 'Товары', 'Заказы', 'Магазин', 'Продвижение', 'Аккаунт', 'Данные', and 'Нарушения'. A right-hand navigation bar offers 'Помощь и онлайн-чат' and notification icons. A left-hand sidebar lists various management tools under categories like 'Заказы', 'Логистика', 'Финансы', and 'Управление отзывами'. The main content area features a summary section with six metrics, all showing '0': 'Новые за сегодня', 'Ожидают оплаты', 'Ожидается отправка', 'Ожидают отмены', 'В состоянии спора', and 'Подлежит проверке'. Below this is a search and filter section with a dropdown for 'Все статусы', date range filters, and a search bar. The core of the page is a table with columns: 'Информация о заказе', 'Покупатель', 'Информация о товаре', 'Количество', 'Сервис', 'Стоимость', and 'Статус заказа'. Three orders are listed, all with a status of 'Завершено' (Completed). The first order is for 'Wall Plaques for Easter' (B-0010-02), the second is another 'Wall Plaques for Easter' (B-0015-01), and the third is 'Unpainted Wood Ornaments for Christmas' (Model 7 + China). Each row includes a 'Детали заказа' (Order Details) link.

Информация о заказе	Покупатель	Информация о товаре	Количество	Сервис	Стоимость	Статус заказа
2021-03-28 06:11 AliExpress App	[Redacted]	Decorative Wall Plaques for Easter fr... Конфигурация: He has Risen B Артикул: B-0010-02	x1	[Redacted]	[Redacted]	Завершено Детали заказа
Мои заметки: Править	[Redacted]	Decorative Wall Plaques for Easter fr... Конфигурация: He is Risen Артикул: B-0015-01	x1	[Redacted]	[Redacted]	[Redacted]
2021-02-21 09:47 AliExpress App	[Redacted]	Unpainted Wood Ornaments for Ch... Конфигурация: Model 7 + China	x1	[Redacted]	[Redacted]	Завершено Детали заказа
Мои заметки: Править	[Redacted]	Unpainted Wood Ornaments for Ch...	x1	[Redacted]	[Redacted]	Завершено Детали заказа

卖家中心介绍—后台模块

Introduction to Seller Center - Backstage Module

店铺装修页面 Platform Decoration Page

The screenshot displays the 'Мой магазин' (My Store) management interface in the AliExpress Seller Center. The top navigation bar includes 'Мой AliExpress', 'Товары', 'Заказы', 'Магазин' (highlighted), 'Продвижение', 'Аккаунт', 'Данные', and 'Нарушения'. The left sidebar lists various management options under 'Магазин', 'Анализ', 'Специальные программы', and 'Сотрудничество продавцов'. The main content area is titled 'Мой магазин' and features a profile picture upload section with a 'Загрузить изображение' button and a link to 'Изменить название магазина'. Below this, there are settings for 'Тип магазина' (Store Type), 'Доменное имя второго уровня' (Second-level domain name), and 'Режим отпуска' (Vacation Mode), which is currently turned on. A 'Возможности магазина' (Store Features) section includes links to 'Обновить магазин' and 'Другие возможности магазина'. At the bottom, there is a preview of a smartphone displaying the store's mobile interface.

卖家中心介绍—后台模块

Introduction to Seller Center - Backstage Module

账户认证页面 Account Authentication Site

The screenshot displays the AliExpress Seller Center interface. At the top, the navigation bar includes the AliExpress logo, the text 'Seller Center', and menu items: 'Мой AliExpress', 'Товары', 'Заказы', 'Магазин', 'Продвижение', 'Аккаунт' (highlighted), 'Данные', 'Нарушения', and 'Помощь'. A left sidebar contains a 'Счет' (Account) section with options like 'Управление субаккаунтами' and 'Категория магазина', and a 'Бренды' (Brands) section with options like 'Мои заявки' and 'My Brands'. The main content area is titled 'Настройка учётной записи' (Account Settings) and is divided into three sections: 1. 'Основная информация' (Basic Information) showing 'Ваш ID: cn1000149589gtlae' and 'Профиль' with 'Ред.' (Edit) links. 2. 'Центр Обслуживания' (Service Center) with links for 'Сменить пароль', 'Задать вопрос безопасности', and 'Настройка бизнес-лицензии'. 3. 'Дебетовые настройки аккаунта' (Debit Account Settings) with a notice about a migrated logistics deduction account binding function and a link to 'Access new features'. The bottom section is 'Уведомления по эл. почте' (Email Notifications) with links for 'Уведомления по эл. почте' and 'Привязать аккаунт в DingTalk'.

AliExpress
Seller Center

Мой AliExpress Товары Заказы Магазин Продвижение **Аккаунт** Данные Нарушения Помощь

Счет

- Счет
- Управление субаккаунтами
- Счета
- Категория магазина

Бренды

- Мои заявки
- My Brands
- Регистрация торговой марки
- New Key Account
- EU Responsible person info
- VAT
- My Info

Настройка учётной записи

Основная информация

Ваш ID: cn1000149589gtlae

Профиль: [Ред.](#)

[Ред.](#)

Центр Обслуживания

[Сменить пароль](#) [Задать вопрос безопасности](#) [Настройка бизнес-лицензии](#)

Дебетовые настройки аккаунта

The logistics deduction account binding function has been migrated, please go to the new page to view and set the binding account: [Access new features](#)

Уведомления по эл. почте

[Уведомления по эл. почте](#) [Привязать аккаунт в DingTalk](#)

卖家中心介绍—后台模块

Introduction to Seller Center - Backstage Module

生意参谋页面Data Analysis

The screenshot shows the AliExpress Seller Center interface. The top navigation bar includes 'Мой AliExpress', 'Товары', 'Заказы', 'Магазин', 'Продвижение', 'Аккаунт', 'Данные' (highlighted), 'Нарушения', 'Помощь и онлайн-чат', and utility icons for chat, notifications, and a profile. The left sidebar contains a menu with categories like 'Основная информация', 'Магазин', 'Анализ транзакций', 'Анализ промоакций', 'Логистика', and 'Анализ рынка'. The main content area is titled 'Домашняя страница' and displays a 'Real-time Overview' for the store 'Home-Decor-Wholesale Store'. It features a summary bar with 'Sum paid today exceeded' (0.00%), 'Competitor ratings in real-time' (200+), and 'Time of update' (2022-03-01 23:14:44). Below this are three columns of metrics: 'Paid amount' (0.00), 'Visitors' (0), and 'Orders paid' (0), each with a percentage change and a 'Yesterday' value. A second set of metrics includes 'Taxes' (0.00), 'Page views' (0), and 'Paid orders' (0). On the right, a 'Store Level' section shows 'Sales in the last 30 days' (0.00) and 'Sales rating in the last 30 days' (200+), with a comparison bar indicating the store's performance relative to competitors (0%).

Основная информация

- Дашборд
- Обзор в реальном времени
- Bargain Analysis

Магазин

- Основная информация
- Страница магазина
- Товарный трафик

Анализ транзакций

- Эффективность товаров
- Товарная аналитика
- CommodityInsight

Анализ промоакций

- Монитор промоакций

Логистика

- Материально-обзор
- Логистика распределения
- Logistics Overseas Warehouse

Анализ рынка

Домашняя страница

Ваш магазин: Home-Decor-Wholesale Store Основные Начальный Отрасли: Дом и сад Основные вторичные отрасли: Принадлежности для праздника и вечеринки

Обзор в режиме реального времени

Время обновления (Тихоокеанское время) 2022-03-01 23:14:44

Сумма, выплаченная сегодня, превысила **0.00%** Сверстники продавцов, в реальном времени вторичные Отраслевые рейтинги **200+**

Оплаченная сумма 0.00 Приложение % 0.00% Вчера 0.00	Посетители 0 Приложение % 0.00% Вчера 0	Оплатившие заказ 0 Приложение % 0.00% Вчера 0
Налоги 0.00 Приложение % 0.00% Вчера 0.00	Просмотры страниц 0 Приложение % 0.00% Вчера 0	Оплаченные заказы 0 Приложение % 0.00% Вчера 0

Уровень магазина

Время обновления (Тихоокеанское время) 2022-03-01

Продажи за последние 30 дней **0.00**

Рейтинг продаж за последние 30 дней

200+ Рейтинг Нет.0Уровень

Рейтинг по сравнению с предыдущим днем **0 Рейтинг**

чем у конкурентов 0%

卖家中心介绍—后台模块

Introduction to Seller Center - Backstage Module

违规页面 Violation Alert

AliExpress Seller Center

Мой AliExpress Товары Заказы Магазин Продвижение Аккаунт Данные **Нарушения** Помощь и онлайн-чат Law

Нарушения

- Обзор
- Создать жалобу
- Создать жалобу
- Мои жалобы
- Отчёт

Просмотреть штрафы

Нарушения Манипуляция поисковой выдачей Нарушения аккаунта

Ожидание ответа: Текущее привлечение к штрафам: **0**
Ожидание штрафа: **0**

Нарушение правил публикации товаров:	0.00	12 баллов отправят магазин в заморозку на неделю	<p>Ссылки на официальную документацию про нарушения со стороны продавцов:</p> <ul style="list-style-type: none">Условия прав на интеллектуальную собственностьОсновные принципы в области интеллектуальной собственностиПеречень запрещённых и подпадающих под ограничения товаровПринципы ограничения продажНарушение сделок и информации о продукции <p>Если вам нужна дополнительная информация о штрафах и апелляциях, зайдите в Центр помощи — Штрафы и апелляции.</p>
Нарушения интеллектуальной собственности и продажа запрещённых товаров:	0.00	1 балл — предупреждение	
Нарушения правил торговли и прочее:	0.00	12 баллов отправят магазин в заморозку на неделю	
Серьёзное нарушение прав интеллектуальной собственности:	0 раз	Магазин может быть заморожен три раза	

Подробности можно найти по номеру

Категория наруш: Подкатегория на: Статус нарушения: Всего баллов выч: За последние 365: Статус апелляции:

1 of 1 Page.

Номер дела	Категория нарушения	Подкатегория нарушения	Набранные очки/Количество	Время начисления баллов	Статус нарушения	Действие
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03.平台和站点介绍 Platform and Site

店铺装修模块

Shop Decoration Module

平台介绍

Platform Introduction

主要站点介绍

Mainsite Introduction

平台介绍

Platform Introduction

AliExpress 全球速卖通

BRAND DAY
Amazing home appliances
Check out deals at up to 60% off

AliExpress
Smarter Shopping, Better Living!

mobile phones
audi a4 | phone | e90 | e92 | watch for men | dress

Categories

- Women's Fashion
- Men's Fashion
- Phones & Telecommunications
- Computer, Office & Security
- Consumer Electronics
- Jewelry & Watches
- Home, Pet & Appliances
- Bags & Shoes
- Toys, Kids & Babies
- Outdoor Fun & Sports
- Beauty, Health & Hair
- Automobiles & Motorcycles
- Home Improvement & Tools

Live Super Deals Stores You'll Love New User Zone

Bulk deals
Up to 50% off with offers from hot sellers

Welcome newcomers!
Get items for €0.01 or get a €4 coupon!

US \$1.00
Claim

US \$0.01
US \$0.01
US \$0.01
US \$0.01

Welcome to AliExpress
Join Sign in

Exclusive offers
Just for new AliExpress members!

US \$0.01
US \$0.99

主要销售市场 Main Market

- 俄罗斯 Russia
- 西班牙 Spain

平台主销类目

Platform Kingpin Category

服装服饰、手机通讯、鞋包、美容健康、珠宝手表、消费电子、电脑网络、家居、汽车摩托车配件、灯具等

Clothing, mobile communication, shoes and bags, beauty and health, jewelry and watches, consumer electronics, computer network, home, automobile and motorcycle accessories, lamps, etc

平台特色: Platform feature

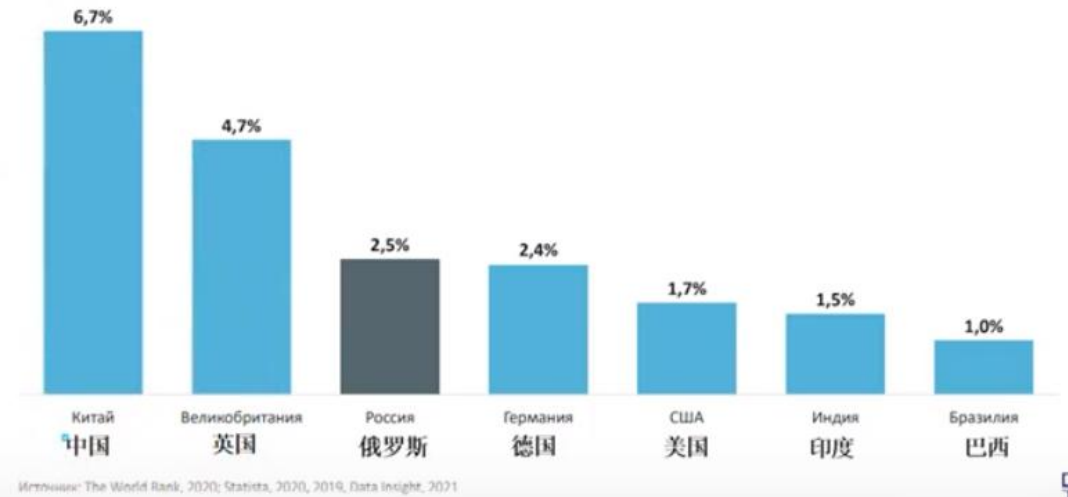
1. 阿里系平台, 会员基数庞大, 流量大 Alibaba platform with a large membership base and immense traffic
2. 一店卖全球 One store for the entire world
3. 店铺后台数据化程度高 Intense backstge store data
4. 价格竞争比较激烈 Intense Price Competition

主要站点介绍—俄罗斯站 (https://aliexpress.ru)

Introduction to Main Sites - Russia Station

1 / Сравнение рынков:

доля eCommerce B2C в ВВП



特点 Features

- 1.网民数量众多, 市场增长潜力巨大, 年复合增长率达34% with a large number of netizens and huge potential market growth, the annual compound rate reaches 34%
- 2.速卖通的重点市场, 可以选择平台的核心物流服务, 获得额外的曝光和补贴 Russia is one of the key markets of AliExpress. Can choose the platform's core logistics services to gain additional exposure and subsidies
- 3.阿里巴巴和VK共同持股 Alibaba and VK share the stake

主要站点介绍—西班牙站 (https://aliexpress.ru)

Introduction to Main Sites - Spain Station

主要品类分布

1. 24岁以下

- 优势类目: Fashion Jewelry、Mobile Phone Accessories、Auto Replacement Parts
- 潜力类目: Home Decor、Mobile Phones、Sneakers、Dresses

2. 24-35岁

- 优势类目: Mobile Phone Accessories、Cycling、Fishing
- 潜力类目: Home Decor、Car Electronics、Auto Replacement Parts

3. 35岁以上

- 优势类目: Mobile Phone Accessories、Fishing、Home Audio & Video
- 潜力类目: Car Electronics、Home Decor、Auto Replacement Parts

特点 Features

1. 网民数量众多, 24-35岁为主要购物人群, 注重性价比 a large number of netizens, 24-35 years old is the main shopping group, they pay attention to cost-effective
2. 喜欢运动、时尚、音乐等话题, 喜欢逛社交平台 they prefer sports, fashion, music and social media
3. 速卖通重点市场, 本地化物流服务和社交流量倾斜 Spain is another main market of AliExpress, have localized services and enough social traffic



04.费用 Cost

费用

Cost

基本费用 Fixed Cost

可选费用 Optional Charges

查看账单 Bill Search

基本费用 Fixed Cost

平台基本费用 Platform Fixed Cost

1. 保证金 Deposit

- 大部分类目为10000元，个别类目为50000元
- 保证金主要用于违规时的罚款，如关店会在30天内退回
- Most categories are 10000 yuan and some categories are 50000 yuan
- The deposit is mainly used for fines in case of violation. If the store is closed, it will be returned within 30 days

2. 类目佣金 Commission Category

- 成交订单时平台的抽佣，根据类目不同费率在5%-8%
- The commission rate of the platform is 5% - 8% according to different categories

3. 提现手续费 Withdrawal Fee

- 如通过企业支付宝进行美元提现，收取15美元/笔
- If the US currency is used for withdraw, it will be charged \$15 / Withdraw.

可选费用

Optional Charges

可选费用 Option Charge

1. 营销费用 Marketing Expenses

- 直通车广告费：根据投放广告商品的点击数和定价进行扣费
- 联盟营销费用：开通速卖通后台联盟营销推广后，如通过该渠道下的的订单会按比例收取费用
- Direct Advertising Fee: the fee will be deducted according to the number of clicks and pricing of the advertised goods
- Alliance Marketing Fee: after launching the backstage alliance marketing promotion of express, the platform will charges in profit proportion if orders are made through this channel

2. 物流费用 Logistics Cost

- 如选择平台海外仓储服务会收取对应的费用
- If the platform is selected, corresponding fees will be charged for overseas warehousing services

查看账单 Bill Searching

The screenshot shows the AliExpress Seller Center interface. The top navigation bar includes 'Dashboard', 'Products', 'Orders' (highlighted), 'Store', 'Marketing', 'Account', 'Business Advisor', and 'Violations'. On the right, there are links for 'Help Center', a chat icon, a notification bell, and a 'Law' icon. The left sidebar contains sections for 'Orders', 'Logistics', and 'Funds Account'. The main content area is titled 'All Orders' and features a 'Dashboard' with four metrics: 'New today' (0), 'Unpaid' (0), 'waiting cancellation' (0), and 'In dispute' (0). Below the dashboard is a search bar with 'All' selected and a 'Start Date' field. A dropdown menu is open over the search bar, listing 'Account', 'Manage Sub Accounts', 'Invoices', 'Category Index', 'My Applications', 'My Brands', 'Register for Trademark', and 'Add a Trademark'. The 'Account' menu item is highlighted with a red box. Below the dropdown is a table with columns for 'Order Details', 'Buyer', 'Quantity', 'Services', 'Amount', and 'Order Status'. The first row shows an order with ID '8128416810538988', buyer 'Sandy Manneh', quantity '1', amount 'US \$84.58', and status 'Completed'. A 'Details' link is provided for this order.

This screenshot shows a close-up of the 'Account' dropdown menu. The menu items are: 'Account', 'Manage Sub Accounts', 'Invoices', and 'Category Index'. The 'Account', 'Manage Sub Accounts', and 'Invoices' items are highlighted with a red box. Below this menu, the 'Brands' section is visible, listing 'My Applications', 'My Brands', 'Register for Trademark', 'New Key Account', 'EU Responsible person info', 'VAT', and 'My Info'.



05.刊登
Product
Release

发布商品的模块

Modules of Product Release



发布商品的模块

Modules of Product Release

模块一：类目

**Module One:
Category**

发布商品的路径

Modules of Product Release

FRESH FINDS Tech Debuts Grab the latest picks up to 60% off **Shop now**

Sell on AliExpress | Help | Buyer Protection | App | / English / USD | Wish List | Account

AliExpress Smarter Shopping, Better Living!

paperclips All Categories

mini wooden pegs | pegs clips | paper clip | photo clips | mini clothespins | wooden pegs

Categories

- Women's Fashion
- Men's Fashion
- Phones & Telecommunications
- Computer, Office & Security
- Consumer Electronics
- Jewelry & Watches
- Home, Pet & Appliances
- Bags & Shoes
- Toys, Kids & Babies
- Outdoor Fun & Sports
- Beauty, Health & Hair
- Automobiles & Motorcycles
- Home Improvement & Tools

Live Super Deals Stores You'll Love New User Zone

Great home appliances for less

Shop top brands for up to 60% off

Smartmi JASSY ROIDMI Lofans

Welcome newcomers!

Get items for €0.01 or get a €4 coupon!

US \$1.00 Claim

US \$0.01	US \$0.01	US \$0.01	US \$0.01
US \$1.09	US \$2.29	US \$1.95	US \$2.64

Welcome back, Law

Sign Out

My Orders

Message Center

Wish List

My Favorite Stores

My Coupons

Join Sign in

Exclusive offers

Just for new AliExpress members!

US \$0.88 US \$0.55

发布商品的路径

Pathway to Product Release

AliExpress Seller Center

Dashboard **Products** Orders Store Marketing Account Business Advisor Violations Help Center Law

Product Management

2 Add New Product Batch Upload Upload History

Note

Online Products (0) Draft (0) Pending Approval (0) Not Approved (0) Offline Products (110)

Explanation

Please review your product information before you publish them. Kindly follow all the Intellectual property rights, or else you might be penalized or banned from posting products on our site.

AliExpress Seller Center

Dashboard **Products** Orders Store Marketing Account Business Advisor Violations Help Center Law

Product Information

* Language English

* Title Please enter a title 0/128 Add multi-languages

* Category Type product name (e.g. mp3) or product ID or URL of an existing product

发布商品的类目:选择商品的展示语言

Category of Released Product: Select Display Language

Основная информация

* Язык

* Название товара

* Категория

атрибуты 0/128 [На других языках](#)

[Недавно использованные](#)

- ✓ английский
- португальский
- русский
- индонезийский
- немецкий
- корейский
- тайский
- вьетнамский
- иврит
- турецкий

**针对商品主要市场国进行精细化设置
make an elaborate setting for the main market countries**

发布商品的类目—方法1：直接选择

Category of Released Product - Option 1: Direct Selection

Основная информация

* Язык ?

* Название товара ? 0/128 [На других языках](#)

* Категория [Недавно использованные](#)

Ключевое слово	Ключевое слово	Ключевое слово	Ключевое слово
Ремонт и обустройство	Садовые принадлежности	Ручные кухонные комбай...	Чашки для взбивания мо...
Дом и сад	Домашний текстиль	Посуда для напитков	Кувшины
Лампы и освещение	Хранение и порядок	Посуда	Трубочки для напитков
Инструменты	Товары для дома	Кухонная утварь	Изготовленный На Заказ...
Мебель	Кухня, столовая и бар	Измерительные приборы...	Стекло
Правы для наращивания	Украсения для дома	Домашнее виноделие	Прочие флаги

Выбранная категория: [Дом и сад](#) > [Кухня, столовая и бар](#) > [Посуда для напитков](#) > [Чашки для взбивания молока](#)

Подайте [заявку](#) на открытие категории или напишите в [онлайн-чат](#).
[Как выбрать категорию?](#)

发布商品的类目—方法2：关键词推荐

Category of Released Product-Option 2: Keywords Recommendation

Основная информация

* Язык  английский

* Название товара  wooden clip 11/128

[На других языках](#)

Может подойти Дом и сад >> Принадлежности для праздника и вечеринки >> События и вечеринки >> Украшения «сделай сам» для вечеринок и праздников

Дом и сад >> Украшения для дома >> Товары для декора >> Статуэтки и миниатюры

Ремонт и обустройство >> Крепеж и скобяные изделия >> Мебельная фурнитура >> Ручки для шкафов

Дом и сад >> Хранение и порядок >> Подставки для хранения и стеллажи

Дом и сад >> Искусство, ремесла и шитье >> Пошив одежды и ткани для рукоделия >> Ленты

Дом и сад >> Искусство, ремесла и шитье >> Пошив одежды и ткани для рукоделия >> Ткань

* Категория



[Недавно использованные](#)

发布商品的属性—方法3：同类商品参考

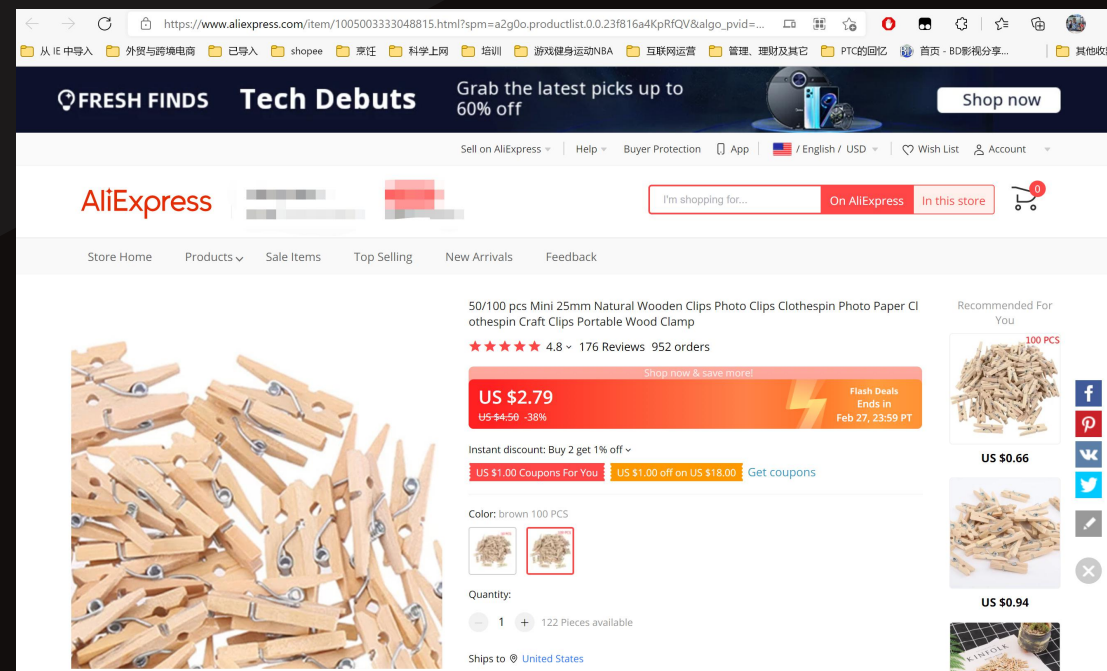
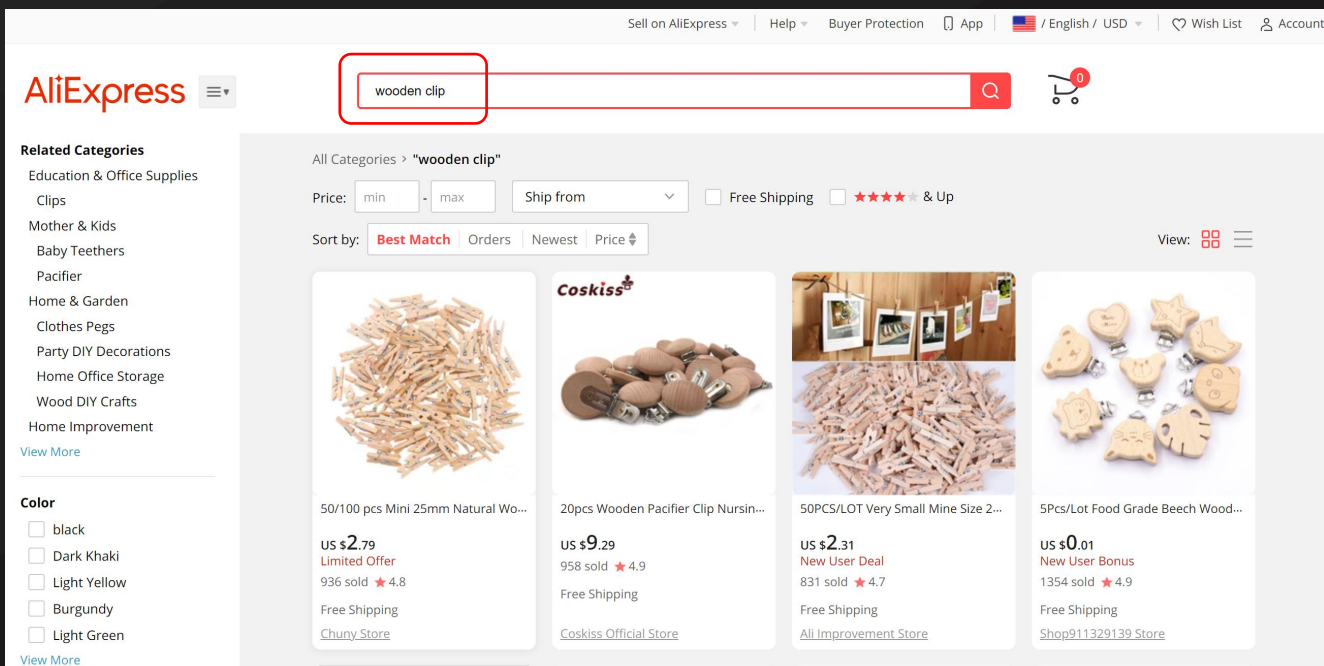
Property Released Products-Option 3: Reference of Similar Products

Step1: 网站搜索同类产品

Step1: Search similar products

Step2: 点击产品进入详情页

Step2: Go to information page



Step3: 复制网址上的产品ID

Step3: Copy Product ID

https://www.aliexpress.com/item/1005003333048815.html?spm=a2g0o.productlist.0.0.23f816a4KpRfQV&algo_pvid=...

发布商品的属性—方法3：同类商品参考

Property Released Products-Option 3: Reference of Similar Products

Step4: 将产品ID粘贴到Category栏搜索

Step4: Paste ID to "Category" and search

Основная информация

* Язык ? английский

* Название товара ? Категория + бренд + артикул + атрибуты 0/128 [На других языках](#)

Пожалуйста, заполните необходимую информацию.

* Категория 1005003333048815 × Q [Недавно использованные](#)

Ремонт и обустройство / Отопление и вентиляция / Вентиляция

小结: Summary:

1.错选类目会降低商品曝光度

1. Wrong category will reduce the exposure of products;

2.当没有把握的时候, 建议采用方法2或方法3选择类目

2. Take Option 2 or 3 if you have difficulty in selecting category

发布商品的模块

Modules of Product Release

模块二：标题

**Module Two:
Title**

发布商品的标题：标题出现的位置

Title of Released Product: Where the title is

AliExpress

wooden clip

Related Categories

- Education & Office Supplies
- Clips
- Mother & Kids
- Baby Teethers
- Pacifier
- Home & Garden
- Clothes Pegs
- Party DIY Decorations
- Home Office Storage
- Wood DIY Crafts
- Home Improvement

All Categories > "wooden clip"

Price: min - max Ship from Free Shipping & Up

Sort by: Best Match Orders Newest Price

View: [Grid] [List]

50/100 pcs Mini 25mm Natural Wo... US \$2.79 Limited Offer 936 sold ★ 4.8 Free Shipping Chuny_Store	20pcs Wooden Pacifier Clip Nursin... US \$9.29 958 sold ★ 4.9 Free Shipping Coskiss Official Store	50PCS/LOT Very Small Mine Size 2... US \$2.31 New User Deal 831 sold ★ 4.7 Free Shipping All Improvement Store	5pcs Nipple Chain Accessories Mo... US \$3.14 2789 sold ★ 4.9 Free Shipping Shop4962021 Store	5Pcs/Lot Food Grade Beech Wood... US \$0.01 New User Bonus 1354 sold ★ 4.9 Free Shipping Shop911329139_Store
Made in China 25mm 35mm 45mm... US \$0.66 1260 sold ★ 4.8	10/20/30pcs Baby Wooden Clips P... Top selling in AliExpress US \$4.8 New User Bonus 953 sold ★ 4.7	1/5pcs Baby Pacifier Clips Metal W... US \$1.38 410 sold ★ 4.8	1pc New Arrival Lovely Wooden Pa... US \$0.86 1378 sold ★ 4.9 Free Shipping	10/20/36pcs Wooden Blank Book... New in... US \$1.42 New User Bonus 64 sold ★ 5

- 商品标题是平台评估买家搜索的商品与卖家售卖的商品是否匹配的重要参考因子
- The Product title is an important factor for the platform to evaluate if seller's product matches what buyers' searches

发布商品的标题：如何设置商品的标题

Title of Released Product: How to Set the Title

1.标题必含内容 Required Content

- 核心词（提升相关性）+属性词（排名和精准流量）+引流词（引流）
- Keywords（Enhance relevancy）+ Property words（ranking and accurate traffic）+ Traffic Drawing words（traffic drawing）

例子：夹子 Clip

Example: Clip

- **核心词**Keyword: **Clip**
- **属性词**Property word: **Wooden、Colorful**
- **引流词**Traffic Drawing: **For Christmas**

标题Title: **Wooden Colorful Clips For Christmas**



发布商品的标题：如何设置商品的标题

Title of Released Product: How to Set the Title

2.标题设置通用格式 General Format

- 核心词1 (精准) +属性词+核心词2 (相似) +属性词+核心词3 (热门) +属性词/流量词
- Keyword1 (accurate) +Property word + keyword2 (similar) + Property word +Keyword 3 (hot) + Property/Traffic drawing

* Title ? Please enter a title 0/128 Add multi-languages

例子Example: 夹子 Clip

- **核心词Keywords: Clip、Clamp**
- **属性词Property: Wooden、Colorful、Star、Pentagram、Yellow、Red、Green...**
- **引流词Traffic drawing: For Christmas、For Kitchen, DIY Crafts**



扩充词库, 尽量用
满128个字符

最终标题Final Title: **Natural Wooden Clips Star Shape Colorful Clamps Pentagram Red Clip For Christmas Party Home Decoration**

发布商品的标题：如何设置商品的标题

Title of Released Product: How to Set the Title

3.标题设置的注意事项 Tips

- 每个单词的首字母要大写； Capitalize the initial letter of each word
- 数量尽量用阿拉伯数字，比如尽量使用“3”而不是“Three”；
Use Arabic numerals, like using “3” instead of “Three”;
- 单位用单词表达，而不用符号，比如表达“英寸”时请使用“inches”而不是符号； Use words instead of signs, like using “inches” instead of its sign;
- 只写产品相关的信息，不要包含一些卖家自己才知道的信息，如产品编号等；
Only include product related information, do not include the information which only the seller knows
- 128字符尽量填满，获得更多搜索流量； Try to use up all 128 characters to get more search traffic;
- 避免单词拼写错误 Do not make a wrong spelling.

发布商品的模块

Product Release Modules

模块三：主图

**Module Three:
Main Photo**

发布商品的模块：主图的构成


Product Release Modules: Components of Main Picture

Основная информация

* Название товара ? 🌐 [На других языках](#)

* Категория ✕ 🔍 [Недавно использованные](#)

* Фотографии ?



1. Размер: менее 5 МБ.
2. Поддерживаемые форматы: JPG, JPEG или PNG.
3. Необходимое соотношение сторон (Ш x В): 1:1.
4. Минимальное разрешение: 800 x 800 пикселей (рекомендованное: 1000 x 1000 пикселей)
5. Предпочтителен белый или отображающий реальную обстановку фон.
6. Не используйте изображения с водяными знаками, рамками или маркетинговыми копиями
7. Если на вашем товаре есть изображения, защищенные авторским правом, (кроме ваших, например, изображение персонажа из мультфильма на футболке), обратитесь в онлайн-чат для получения авторизации

注意事项Tips:

1.图片格式只能是jpeg或png Picture format must be jpeg or png;

2.图片大小不能超过5MB Picture must NOT exceed 5MB

3.图片纵横比例1:1 (像素1000x1000) 或3:4 (像素750x1000) ; 所有图片比例要一致

Aspect ratio must be 1:1 (pixel 1000x1000 or 3:4 (pixel 1000x750); Aspect ratio of all pictures must be consistent

发布商品的模块：主图的注意事项

Tips for Main Picture

1. 建议纯白色背景 White background is suggested

- 适当添加镜像或阴影做卖点突出或质感升级，与同行差异化
- Some picture correction to highlight selling points or quality will make your product outstanding among the others.



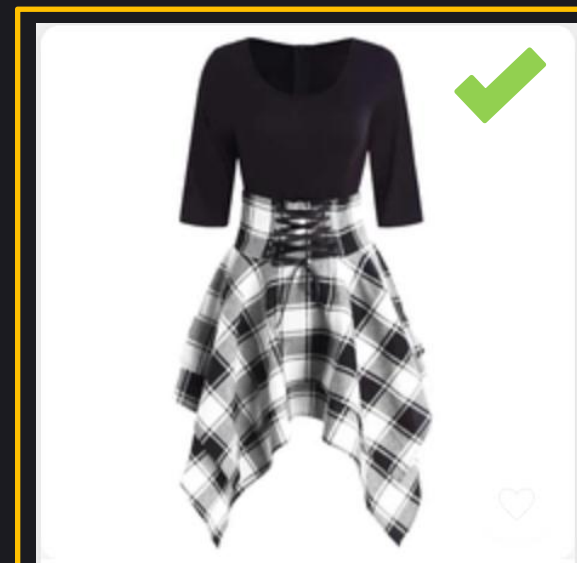
发布商品的模块：主图的注意事项

Tips for Main Picture

2.主图不要出现容易让买家误会的元素

Do NOT include anything confusing

- 如配件、赠品等 Such as giveaway, accessories, etc.



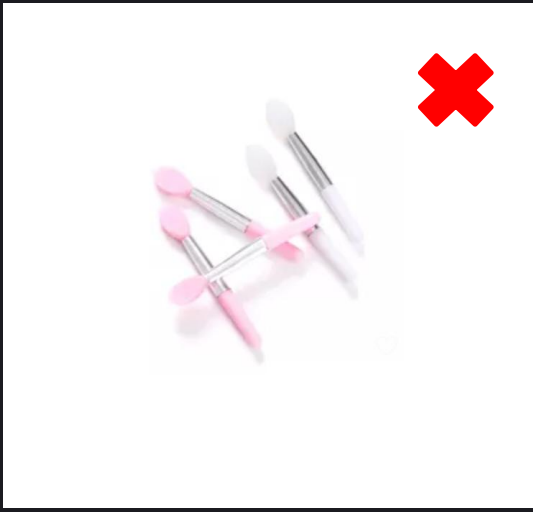
发布商品的模块：主图的注意事项

Tips for Main Picture

3. 产品在图片中的比例为85%左右

Set proportion of product in the picture to around 85%.

- 结合买家在手机端搜索产品的体验
- This is experience from mobile customer.



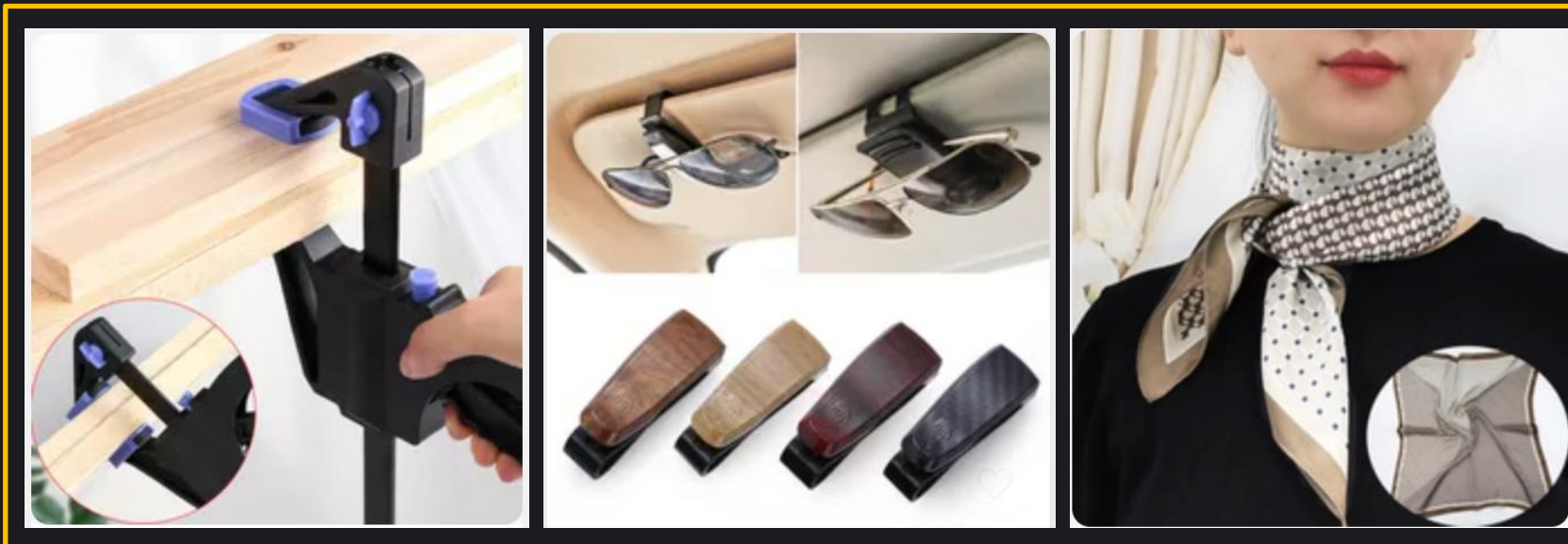
发布商品的模块：主图的注意事项

Tips for Main Picture

4.不同的商品可以不用的场景衬托

Use various scenes to set off different products

- 不是所有产品都要使用白底
- 当要突出商品的应用时可以考虑现实背景
- Background doesn't necessarily have to be white
- Consider to use the real background when you want to highlight the application of products



发布商品的模块

Product Release Modules

模块四：营销图

**Module Four:
Marketing
Picture**

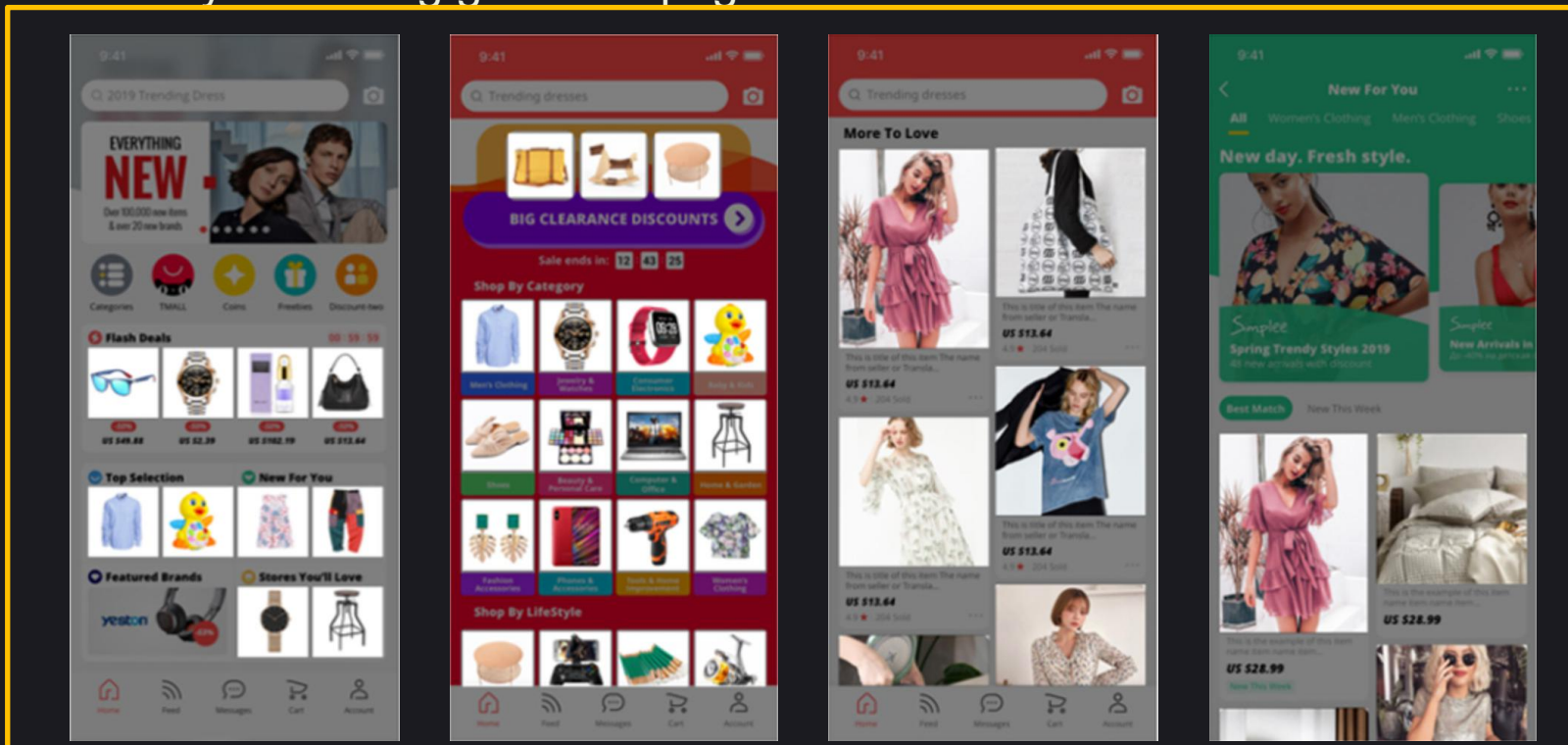
发布商品的模块：什么是营销图

What is a Marketing Picture

平台在导购营销场景下引用的产品图

A product photo referenced by the platform for marketing guidance

- 主要体现在无线端 It's mainly for mobile customers
- 符合规范的营销图在导购场景有优先展示机会 A qualified marketing photo has a better chance to be referenced by marketing guidance page



发布商品的模块：营销图的构成

Product Release Modules: Composition of Marketing Map

Если загрузить дополнительные изображения, товары получат больше показов в поиске, рекомендациях, каналах, промоакциях.

Для рекламы



Формат 1:1

Формат 3:4

1.左图为1:1的产品白底图
The left figure is a 1:1 whitebackground of the product

2.右图为3:4的产品场景图
The right figure is a 3:4 product scenario

Видео

До 30 сек и 2 Гб, avi, 3GP или mov.
Чтобы видео отображалось правильно везде, его формат должен совпадать с фото (1:1 или 3:4)

注意事项: Attention

1.图片格式只能是jpeg或png The picture format can only be JPEG or PNG

2.图片大小不能超过5MB Picture size cannot exceed 5MB

3.产品图必须是白底,横纵比例1:1 (>像素800x800)

The product drawing must have a white background with a horizontal and vertical scale of 1:1 (> 800X800 pixels)

4.场景图必须是纯色底或实景底, 横纵比例3:4 (像素750x1000)

The scene map must be solid color bottom or real scene bottom, with a horizontal and vertical scale of 3:4 (750x1000 pixels)

发布商品的模块：营销图的构成

Product Release Modules: Composition of Marketing Map

1.不要带有LOGO、水印、边框以及促销等信息 Do not present logo, watermark, outer frame, promotion info and other information



发布商品的模块：营销图的构成

Product Release Modules: Composition of Marketing Map

2. 不出现违禁商品、政治和宗教等信息

Contraband, political and religious information are prohibited



发布商品的模块

Product Release Modules

模块五：视频

**Module Five:
Video**

发布商品的模块：视频的位置和注意事项

Product Release Modules: the Position of Video and Attentions

Для рекламы

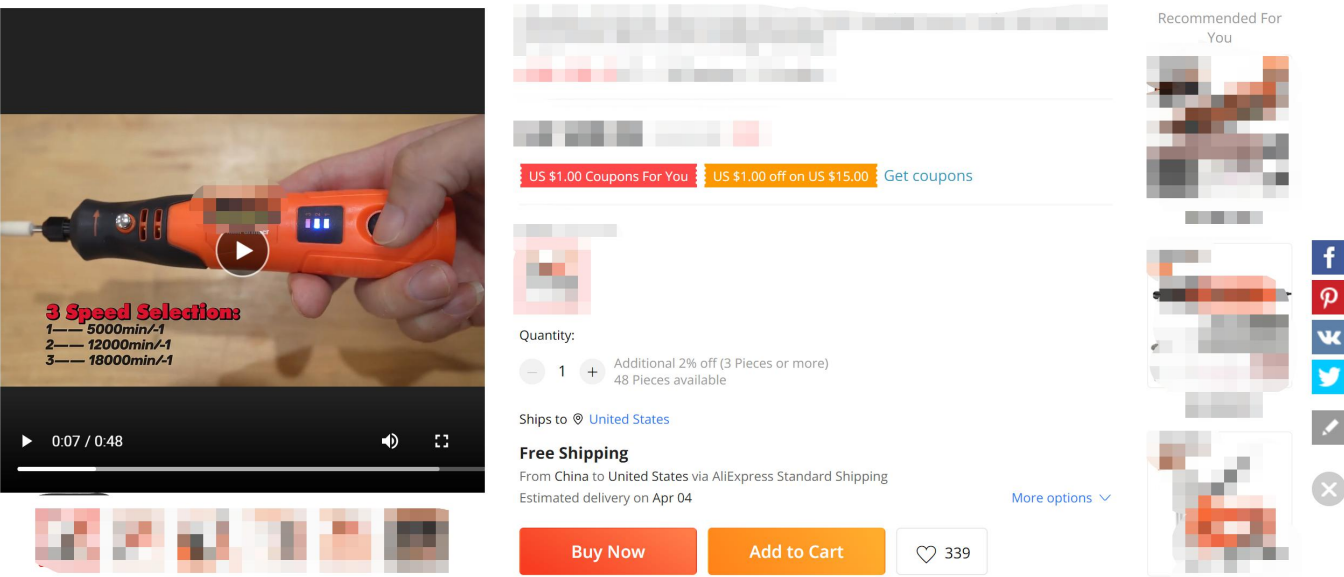
Если загрузить дополнительные изображения, товары получат больше показов в поиске, рекомендациях, каналах, промоакциях.

Формат 1:1

Формат 3:4

Видео

До 30 сек и 2 Гб, avi, 3GP или mov.
Чтобы видео отображалось правильно везде, его формат должен совпадать с фото (1:1 или 3:4)



注意事项 Attentions:

- 1.视频画面比例为1:1, 3:4, 9:16 the video screen ratio is 1:1, 3:4, 9:16
- 2.时长在30秒内, 大小在2GB内 the length of the video is within 30 seconds, the size is under 2GB
- 3.视频的题材可以考虑以下几个方面 consider the following tips for your video

- 产品细节和操作展示 product details and operating tips
- 产品生产过程展示 product production process
- 产品拆箱过程 product unpacking process
- 产品测试视频 product testing video
- 产品的用途、使用场景、效果 the purpose, scenario and effect of product
- 新旧产品、色差、材料差异对比等 new and old products, color difference, material difference, etc

发布商品的模块

Product Release Modules

模块六：属性

**Module Six:
Attributes**

发布商品的模块：属性的展示位置

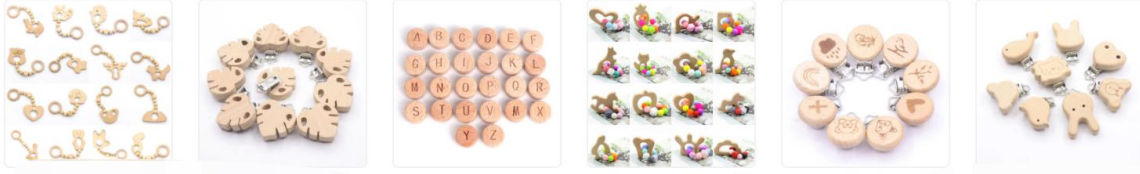
Product Release Modules: Position of Attributes Display

Store Categories

- 00
- 20-50
 - 20
 - 30
 - 40
 - 50
- 60-100
 - 80
 - 90
 - 100
 - 60
 - 70
- 110-150
 - 130
 - 140
 - 110
 - 120
 - 150
- 160-200
 - 180
 - 190
 - 160
 - 170
 - 200
- 210-250
 - 250
 - 210
 - 230

97.9% Positive Feedback
705 Followers
[Contact](#)


[+ Follow](#) [Visit Store](#)



OVERVIEW CUSTOMER REVIEWS (1061) **SPECIFICATIONS** Report Item

Brand Name: [Redacted]	Material: Beech Wood
Origin: CN(Origin)	Age: > 4 months
Age Range: 0-6m	Age Range: 7-12m
Pattern Type: Animal	Model Number: Pacifier accessories
Packaging: 5PCs	Type: Pacifier
Material Feature: BPA Free	Material Feature: PVC Free
type: Pacifier	

Seller Recommendations



发布商品的模块：属性的作用

Product Release Modules: the Role of Attributes

* Атрибуты ? Карточка товара заполнена на
Чтобы покупатели увидели товар, заполните карточку на 70% и больше.
Чтобы добавить новые атрибуты для будущих товаров, напишите в [онлайн-чат](#).

* Название бренда ? Нет
Нет вашего?
[Добавьте в список](#)

Происхождение Китай

Индивидуальное изготовление YES

Стиль Классический

Форма Несимметричный

Номер модели A-0013

Материал Дерево; деревянный

Новый атрибут

Name	Small wooden clip with blackboard	Удалить
Pattern	Blackboard	Удалить
Material	Birch and plywood	Удалить
Size	100 pieces / lot	Удалить
Printing method	Roll painting and silkscreen printing	Удалить
Festival	Universal	Удалить

+ Добавить Добавленные атрибуты сохраняются только для этого товара

1. 平台默认属性 Platform Default Attributes

- 当买家按照属性分类搜索时
获得更多的曝光
buyers get more
recommendations when
searching by attribute

2. 自定义属性 customized attribute

- 更精确的获得搜索曝光
get search recommendations
more accurately

发布商品的模块

Product Release Modules

模块七：定价及库存

**Module Seven: Pricing
and Inventory**

发布商品的模块：定价和库存的构成


Product Release Modules: Composition of Pricing and Inventory

在前台展示的位置 Display Position

US \$23.64 ~~US \$52.54~~ -55%

US \$1.00 Coupons For You US \$1.59 off on US \$20.70 [Get coupons](#)

Color: Khaki



Size: M

S M L XL XXL

Quantity: Additional 10% off (6 Pieces or more)
98 Pieces available

Ships to [United States](#)

Free Shipping
From China to United States via AliExpress Standard Shipping
Estimated delivery on Apr 02

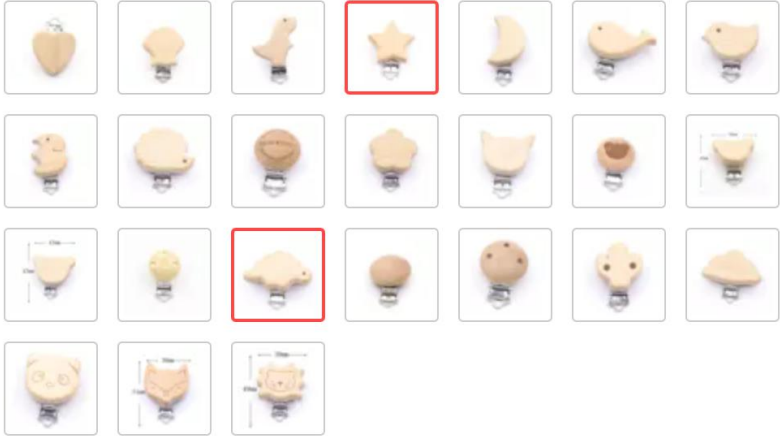
Shop now & save more!

US \$2.94 ~~US \$4.99~~ -41%

Flash Deals
Ends in
Mar 6, 23:59 PT

US \$1.00 Coupons For You [Get coupons](#)

Color: 5PCs



Quantity: 258 Pieces available

Ships to [United States](#)

发布商品的模块：定价和库存的构成1

Product Release Modules: Composition of Pricing and Inventory 1

Основная информация | Цена и количество | Подробное описание | Упаковка и доставка | Другие настройки




Цена и количество **1**

* Единица измерения: штука/штуки

* Метод продаж: Лотами

* Количество в лоте: 6

Цвет **2**

<input checked="" type="checkbox"/>	Белый	▼	Reindeer A		Удалить фотографии
<input checked="" type="checkbox"/>	Желтый	▼	Reindeer B		Удалить фотографии
<input checked="" type="checkbox"/>	Красный	▼	Reindeer C		Удалить фотографии
<input type="checkbox"/>	Выберите цвет	▼	Назовите цвет		

В названии цвета используйте буквы или цифры. Для каждого цвета загрузите одно изображение, 1:1 или 3:4, не более 200 Кб, JPG или JPEG

Смотреть пример

Размер **3**

Универсальная сетка

<input type="checkbox"/>	40x30 см	<input type="checkbox"/>	20x30 см	<input type="checkbox"/>	L	<input type="checkbox"/>	M
<input type="checkbox"/>	S	<input type="checkbox"/>	XL	<input type="checkbox"/>	XS	<input type="checkbox"/>	50x30 см
<input type="checkbox"/>	60x30 см	<input type="checkbox"/>	60x40 см	<input type="checkbox"/>	60x60 CM	<input type="checkbox"/>	30x30 см

1.销售方式 Sale Methods

- 最小单位：按单件还是批量
Minimum unit: retail or wholesale
- 单件还是打包销售single or sets
- 每包（套）包含的件数
number of items in each set

2.样式名称和图片 style name and image

- 展示同一产品下不同的样式
show different styles of the same product
- 按商品主图的要求上传图片
upload pictures according to the requirements of the main picture of the product

3.商品尺寸描述 discription of the size of product

- 清晰的尺码表可以帮助买家准确选择商品
clear size table can help buyer choose products more accurately

发布商品的模块：定价和库存的构成2

Product Release Modules: Composition of Pricing and Inventory 2




Доставка из ?

CHINA ×

选择发货地
select the place of dispatch

选择销售国家
select the selling country

Estimated VAT-inclusive selling price: in accordance to European Union and United Kingdom law and regulation regarding pricing display, here below we help you calculate the estimated VAT-inclusive selling price of your product as it will be displayed to EU countries customers. Afghanistan ▾

Цвет	Доставка из	* Розничная цена товара (USD)	* Остаток	Артикул или штрихкод товара	Estimated VAT-inclusive price
 Reindeer A	CHINA	<input type="text" value="0.80"/>	<input type="text" value="10000"/>	<input type="text" value="0/50"/>	0.80
 Reindeer B	CHINA	<input type="text" value="0.80"/>	<input type="text" value="10000"/>	<input type="text" value="0/50"/>	0.80
 Reindeer C	CHINA	<input type="text" value="0.80"/>	<input type="text" value="10000"/>	<input type="text" value="0/50"/>	0.80

Общее количество: 30000

set the price

set inventory quantity

设定商品编号

set product number

estimate the tariffs

设定单价

设定库存数

预估关税

发布商品的模块：定价和库存的构成2

Product Release Modules: Composition of Pricing and Inventory 2 Inventory

定价公式 Pricing Formula

● 商品售价=成本/汇率* (1+利润率) / (1-平台费率) / (1-活动折扣)

product prices=cost/exchange rate*(1+profit rate)/(1-platform rate)/(1-discount)

■ 成本：商品生产（进货）成本、国内（国际）运费、杂费等

cost: producing(purchasing)cost, domestic(international)freight, incidentals, etc

■ 汇率exchange rate: 本国货币与美元汇率exchange rate between local currency and US dollar

■ 利润率profit rate: 商品利润profit of product

■ 平台费率platform rate: 订单成交时平台抽取的佣金commission extracted by the platform when a deal is done

■ 活动折扣discount: 店铺促销、平台活动时给予到买家的折扣 store promotion and platform discount

● 例子：一件女士上衣重量0.6kg，进货价50元，国内运费5元，运费单价96元/kg，汇率为人民币:美元=7:1，利润率22%，平台费佣金5%，活动折扣20%

ex: a woman's coat weighs 0.6kg, the purchase price is 50 RMB, the domestic freight is 5 RMB, the international freight is 96 RMB/kg, exchange rate is RMB:US dollar=7:1, profit rate is 22%, platform rate is 5%, discount is 20%.

包邮价格 cost for free delivery

= (进货价+国内运费+国际运费) / 汇率* (1+利润率) / (1-平台费率) / (1-活动折扣)

= (purchase price+ domestic freight+international freight) / exchange rate* (1+profit rate) / (1-platform rate) / (1-discount)

= (50+5+0.6*96) / 7* (1+22%) / (1-5%) / (1-20%) = \$ 25.82

发布商品的模块：定价和库存的构成2

Product Release Modules: Composition of Pricing and Inventory 2

设定价格的注意事项

Considerations for Setting Prices

1.参考竞争对手和类似产品的价格区间

1.Refer to the price ranges of competitors and similar products

- 利用公式算出价格后，要搜索平台上的同类商品价格进行对比
- Use the fomula to calculate the price, then search the platform for the price of similar products for comparison

2.为后续的营销成本留下价格空间

2. Leave room for subsequent marketing costs

- 常见的营销场景：店铺折扣、老会员优惠、平台大促、竞价排名等
- Common marketing strategy: store discounts, VIP prices, platform promtions, paid listing etc.

3.注意价格的尾数 Pay attention to the price mantissa

- \$9.98 vs \$10

发布商品的模块：定价和库存的构成3

Product Release Modules: Pricing and Inventory Composition3

Цена для других стран

Выбрать

1.不同国家可以有不同售价 (针对性报价)

Different countries can make different prices(targeted quotation)

Оптовая цена (без учета акций магазина и платформы)

Добавить

При покупке от

100

шт., дополнительная скидка от цены продажи

5

%

Цвет	Доставка из	Розничная цена(USD)	Мин. количество, шт.	Оптовая цена (без учета акций магазина и платформы)(USD)
Reindeer A	CHINA	0.8	100	0.76
Reindeer B	CHINA	0.8	100	0.76
Reindeer C	CHINA	0.8	100	0.76

2.可以设定批发价

Can set wholesale prices

Основная информация

Цена

Reindeer C

Общее колич

Цена для других стран

Выбрать

Оптовая цена (без учета акций магазина и платформы)

Добавить

Цвет

Reindeer A

Reindeer B

Reindeer C

CHINA 0.8 100 0.76

Пожалуйста, выберите

Поиск

Выбрано 1

Russian Federation

United States

Canada

Spain

France

United Kingdom

Israel

Brazil

Chile

Australia

Ukraine

Belarus

Japan

Thailand

Singapore

South Korea

Indonesia

Malaysia

Philippines

Vietnam

Italy

Germany

Saudi Arabia

United Arab Emirates

Poland

Turkey

Portugal

Отмена Подтвердить

例：针对俄罗斯单独报价
ex: quotation for Russia

Цена для других стран

Изменить

Russian Federation x

Метод корректировки цен

Котировка

Котировка

Коэффициент корректировки

Сумма корректировки

Доставка из

Russian Federation Розничная цена товара (USD)

Заполнить для всех

Reindeer A CHINA

Reindeer B CHINA

Reindeer C CHINA

发布商品的模块

Product Release Modules

模块八：详情页

**Module Eight:
Details Page**

发布商品的模块：详情页的操作模块和流程

Product Release Modules: Operation Modules and Processes for Details Page

Подробное описание

Язык описания Английский(Original Langu...
Если вы хотите сделать описание на русском, выберите Русский, но тогда автоперевод на другие языки работать не будет.

Импортировать мобильное описание Preview

Header DefaultFont Default...

1.主语言选择 main language selection

3.导入无线端的内容 import wireless content

1. PC端详情页操作模块

PC details page operation modules

Описание в мобильном приложении

Импортировать описание на сайте

Пустой шаблон

Шаблон для категории Дом

2.无线端模块选择和设计 wireless modules selection and design

2.无线端详情页操作模块

wireless details page operation modules

发布商品的模块：详情页的操作模块和流程

Product Release Modules: Operation Modules and Processes for Details Page

无线端详情页操作模块

Wireless Deatail Pages Operation Modules

AliExpress Seller Center

当前编辑语言: Английский

所有模块 使用中模块

装修 模板

1. 选择要编辑的模块
select the module to edit

2. 根据模块输入文本和图片
enter text and images according to the modules

3. 保存或确认提交
save of submission confirm

取消 预览 保存 提交, 返回商品发布页

Изображение и текст

Название (необязательно)
Пожалуйста, введите название

高级设置

Содержание (необязательно)
Пожалуйста, введите текст

高级设置

Загрузить изображение
Минимальная ширина и высота 260 px, поддерживаются форматы JPG и PNG, максимальный размер 2 МБ, можно загрузить до 10 изображений

Добавить изображение

HERE IS THE TITLE

Describe the selling point or other information of your product, which may attract your potential users and build trust for your product.

Use your product image

发布商品的模块：详情页包含的模块

Product Release Modules: Details Page Contains Modules

1. 商店公告shop announcement
2. 相关营销related marketing
3. 产品介绍（图文并茂）products introduction(text and images)
4. 产品尺寸products' sizes
5. 产品的真实拍摄real shooting of the products
6. 产品细节products' details
7. 产品（或尺寸图）的建议测量方法measurment method suggestion (or measurment chart)
8. 用户反馈 users' feedback
9. 物流优势和时效预估 logistic advantages and timeliness estimation
10. 产品包装 product packaging
11. 购物流程 shopping process
12. 付款方式 payment term
13. 退款政策 refund policy
14. 维修/维护方式 repair/maintenance mode
15. 品牌故事 brand stories

注意事项 Attentions

1.详情页需要充分展示商品和交易的细节，以促成买家下单。

Details page should fully displa the products and transaction details, toencourage buyers to order

2.上述模块作为参考模板，可根据自身产品情况进行增减。

The above modules serve as reference modules, could be changed according to real situations

3.可搜索平台类似商品的详情页面进行参考

can search the details page of similar products for reference

发布商品的模块：详情页设计的原则

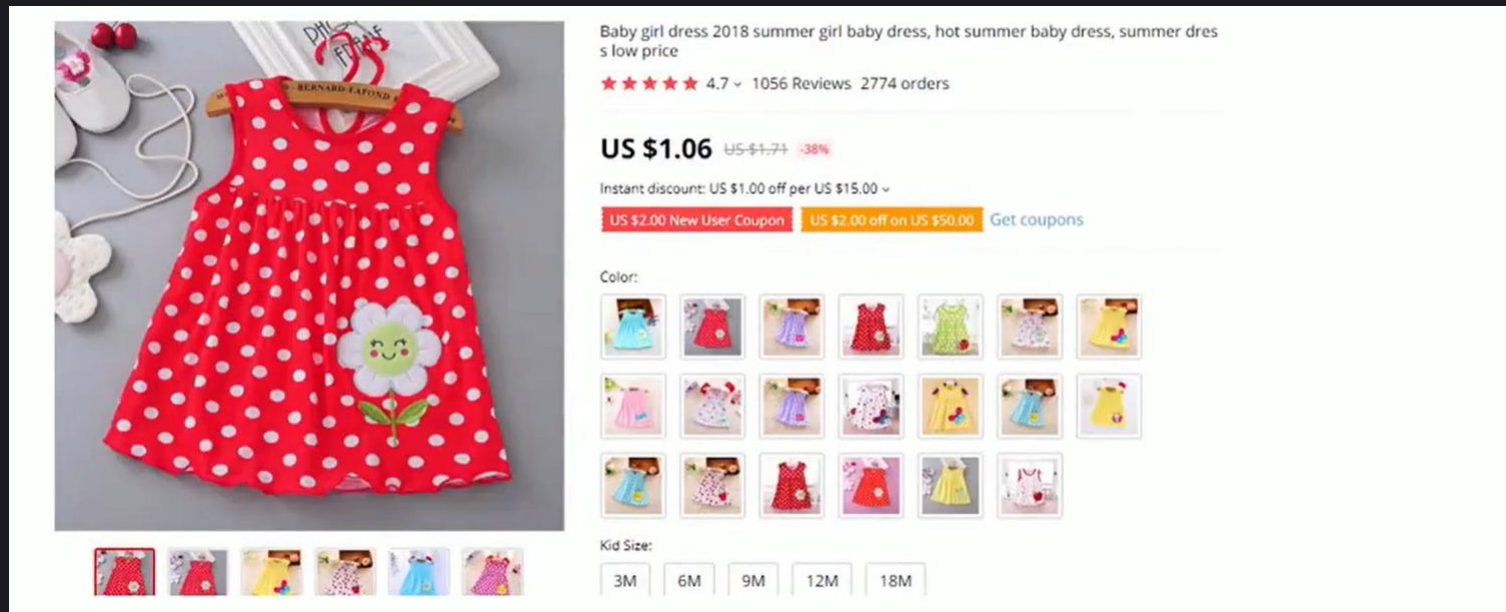
Product Release Modules: Details Page Design Principles

1.标题、主题和详情页页面必须相互匹配

Titles, subjects and the details page must match each other

2.设计前做好市场调研，分析买家的消费能力、消费偏好和需求痛点

Do market research before design, analyze buyers' spending power, consumption preference and demands



发布商品的模块：详情页设计的原则

Product Release Modules: Details Page Design Principles

3.要给产品一个明确的定位，并针对相应的消费群体设计详情页

Give the product a clear positioning, and design the details page for the corresponding consumer groups



发布商品的模块：详情页设计的原则

Product Release Modules-Details Page Design Principles

4.充分挖掘并展示产品的卖点

fully explore and demonstrate the selling points of the product



发布商品的模块

Products Release Modules

模块九：包装及物流

**Module
Nine: Packaging
and Logistics**

发布商品的模块：包装及物流板相关模块

Products Release Modules: Packaging and Logistics Modules

Основная информация Цена и количество Подробное описание **Упаковка и доставка** Другие настройки

1.设置发货时间 set the time of dispatch

* Время подготовки заказа 7 дн.

* Вес в упаковке 0.06 кг / шт

Индивидуальная настройка

При покупке 1 или менее, стоимость доставки рассчитывается как {вес брутто * n}

При покупке 1 и более ед., за каждую единицу добавлять 0.03 kg

Размер в упаковке 20 X 12 X 2 480 см³ за штуку

* Шаблон доставки Выберите шаблон доставки Создать новый

Приблизительная стоимость доставки 1 товара

Из Пожалуйста, выберите в Пожалуйста, выберите

Транспортная компания	Цена	Время прибытия
Нет данных		

[Смотреть детали шаблона доставки](#)

* Возврат По умолчанию Создать шаблон услуг

Сервис	Когда и как работает
Возврат	Если вид товара не соответствует описанию, покупатель может вернуть деньги или товар

2.设置包装尺寸和重量 set package size and weight

3.运费模板设置 feight module setting

4.服务模板设置 service module setting

1.设置发货时间

set the time of dispatch

- 以7天为例，收到买家订单付款后的7天内要在平台填写发货信息
- the delivery information should be filled in the platform within 7 days after receiving the buyer's payment

2.设置包装尺寸和重量

set package size and weight

- 用以计算国际运费
- to calculate international freight
- 可勾选“自定义计重”让计费重量更加准确 can select “customized weight” to make the weight charging more accurate

3.运费模板设置 freight module setting

- 用以选定物流服务商
- to choose logistics service providers
- 不同国家可选择不同的服务商
- different countries can choose different service providers

4.服务模板设置 service module setting

- 建议选择平台提供的新手模板即可 we recommend to select the beginner's template provided by the platform

发布商品的模块：运费模板设置

Products Release Modules: Freight Template Setting

各模板的特点和差异 features and differences of each template

1. Basic:

- 适合重量轻、货值低的商品
suitable for light and low value products
- 没有目的国包裹投递信息
no package delivery information for destination country

2. Economy:

- 提供邮政简易挂号服务，有关键环节物流信息
provide simple postal registration service, with key logistics information
- 可选服务商很少 minimal service provider options

3. Standard (建议suggest) :

- 包含邮政和专线服务 includes postal and special line service
- 全程物流信息可以查询 whole logistics information can be inquired
- 较多的物流服务商可选 more service provider options

4. Oversize:

快递服务，适合高货值产品 express service, suitable for high value products

5. Others:

自己提供物流方案 sellers provide their own logistics solutions

The screenshot shows the 'Freight Template Setting' interface. A red box highlights the 'Template Name' input field with the placeholder text 'Please enter template name.' and a character count '0/128'. Another red box highlights the 'Ship from: China (2)' section, which includes tabs for 'Basic (1)', 'Economy', 'Standard (1)', 'Oversize', and 'Others'. The 'Standard (1)' tab is selected. Below this, there is a list of shipping methods with checkboxes, including 'AliExpress Standard Shipping' which is checked. At the bottom, there are radio buttons for 'Standard fee (buyers pay)', 'Free Shipping (seller pays)', and 'Customize'. A table at the bottom shows 'Country/Region' (Applied to all delivery countries/regions), 'Freight Rule' (Discount 0% Not deducted), and 'Committed Delivery Time' (Standard Time, 60-90 Day(s)). At the very bottom, there are 'Create Shipping Template' and 'Cancel' buttons.

1.填写模板名称
fill in the name of the template

2.选择合适的模板
select the suitable template

发布商品的模块：属性的作用

Product Release Module: Role of the Attribute

* Атрибуты Карточка товара заполнена на
Чтобы покупатели увидели товар, заполните карточку на 70% и больше.
Чтобы добавить новые атрибуты для будущих товаров, напишите в [онлайн-чат](#).

* Название бренда	Нет <input type="text"/>	* Происхождение	Китай <input type="text"/>
	Нет вашего? Добавьте в список		
Индивидуальное изготовление	YES <input type="text"/>	Стиль	Классический <input type="text"/>
Форма	Несимметричный <input type="text"/>	Номер модели	A-0013 <input type="text"/>
Материал	Дерево; деревянный <input type="text"/>		

Новый атрибут

Name	Small wooden clip with blackboard	<input type="text"/>	<input type="text"/>	<input type="text"/>	Удалить
Pattern	Blackboard	<input type="text"/>	<input type="text"/>	<input type="text"/>	Удалить
Material	Birch and plywood	<input type="text"/>	<input type="text"/>	<input type="text"/>	Удалить
Size	100 pieces / lot	<input type="text"/>	<input type="text"/>	<input type="text"/>	Удалить
Printing method	Roll painting and silkscreen printing	<input type="text"/>	<input type="text"/>	<input type="text"/>	Удалить
Festival	Universal	<input type="text"/>	<input type="text"/>	<input type="text"/>	Удалить

Добавленные атрибуты сохраняются только для этого товара

1. 平台默认属性

Platform Default Attribute

- 当买家按照属性分类搜索时获得更多的曝光

Buyers get more recommendations when they search by attribute

2. 自定义属性

Customized Attribute

- 更精确的获得搜索曝光
- Get search recommendations more accurately

发布商品的模块

Product Release Module

模块十：其它设置

**Module Ten: Other
Settings**

发布商品的模块：其它设置

Product Release Module: Other Setting

Другие настройки

Вычет запасов После заказа После оплаты

Alipay Поддерживается
Alipay обеспечивает безопасность транзакций для покупателей и продавцов на платформе

* Условия публикации товара Я прочитал следующие условия и согласен с ними
[Договор оказания транзакционных услуг](#)
[Соглашение об услугах оплаты Alipay](#)

设置库存扣减的方式，建议采用右边的“付款减库存” set the method of inventory deduction, suggest to use the “after payment” on the right

是否支持支付宝 whether supports Alipay

阅读平台交易和支付条款，并勾选 read the platform transaction and payment terms and check it

点击提交，发布商品

click submit to release products

Отправить



06.售前
Pre-sales

店铺装修模块 Shop Decoration Module

店铺装修的价值 Value of Shop Decoration

店铺的风格设计 Shop Style Design

店招 Shop Signs

店铺的分类导航 Shop Classification Navigation

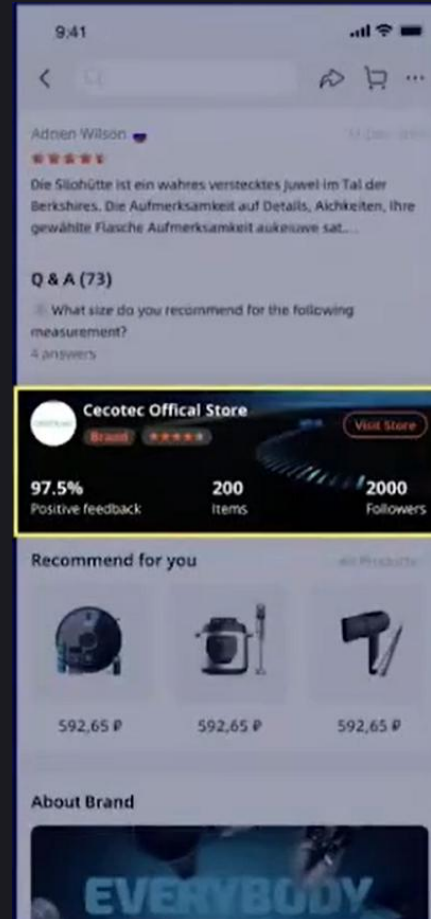
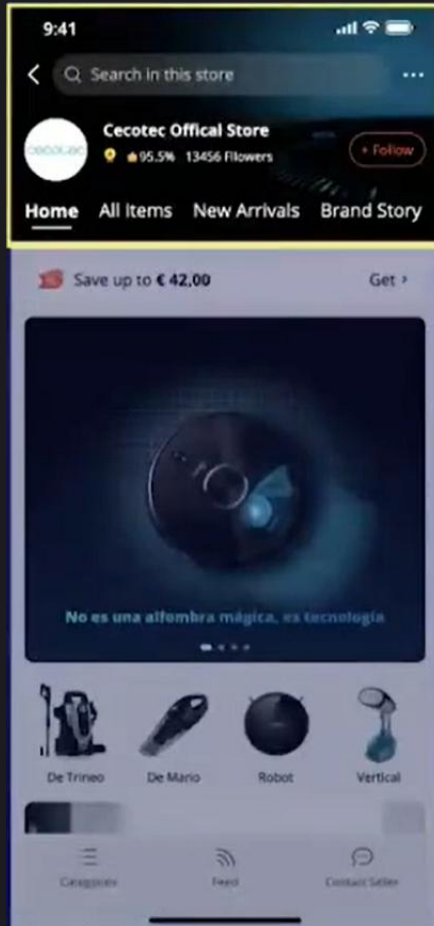
店铺装修 Shop Decoration

模块一：店铺装修的价值

**Module One: Value of
Store Decoration**

店铺装修的价值 Value of Shop Decoration

从买家的角度看到的店铺 shop page on buyer's screen



店铺名

XXXXX Official Store

店铺名控制在30个字符
shop names should
within 30 characters

店铺logo



Logo要完整显示
Logo should be
displayed completely

店招背景



用深色或简单的底色做
店招
use dark or simple
base colors

店铺装修的价值 Value of Shop Decoration

店铺装修的操作路径 Operation Pathway of Shop Decoration

店铺名

XXXXX Official Store

装修路径:

店铺——店铺资产——店铺名称

店铺名称

您当前的店铺名称是: lejiaquoji Store

修改店铺名称

店铺名称规范已升级, 如您的店铺名称尚未以Store结尾, 请抓紧时间升级。

店铺logo



装修路径:

店铺——店铺资产——店铺头像

店铺头像 NEW

店铺头像会在多个页面中使用, 包括 Feed / Messages / 店铺 / 详情等场景, 请确保无误后再发布。 图片尺寸120 x 120px, 建议大小 100K 左右, 图片格式 JPG、JPEG、PNG。

请在发布前仔细阅读[详情内容](#)。

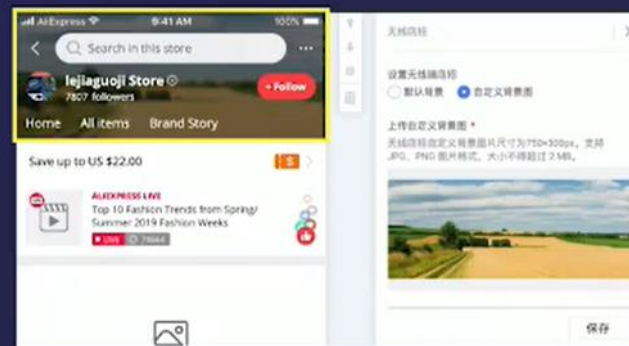
选择您要上传的头像

店招背景



装修路径:

店铺——店铺装修——首页——装修页面 (包括APP与PC)



店铺装修的价值 Value of Shop Decoration

店铺装修的操作路径 Operation Pathway of Shop Decoration

The screenshot displays the AliExpress Seller Center interface. The top navigation bar includes 'Dashboard', 'Products', 'Orders', 'Store' (highlighted with a red box), 'Marketing', 'Account', 'Business Advisor', and 'Violations'. The left sidebar lists various store management options. The main content area, titled 'My store', shows the store's profile, including a name field with an 'Edit store name' link, store type ('Others'), and domain name settings. A 'Vacation mode' toggle is also visible. Below this, a 'Global' section features a '+ Add country' button. The 'Store decoration' section shows the last published and edited dates, with the 'Edit decoration >' button highlighted by a red box. A mobile phone mockup on the left shows the store's mobile storefront.

店铺装修的价值 Value of Shop Decoration

店铺装修的操作路径 Operation Pathway of Shop Decoration

The screenshot displays the AliExpress Store management interface. At the top, the 'AliExpress Store' logo is visible, along with a notification for a 'New version of Operation guide for store decoration'. The user's profile 'Wing' is shown in the top right corner. The main navigation bar includes 'Home', 'New Arrivals Page', and 'Custom Pages'. The 'Current Version' section shows a preview of the 'Smart Home Page' with a red box highlighting the 'Edit' button. The 'Other versions' section lists previous versions of the page, including one titled '首页' (Home) updated on 2019-09-24. A '+ Create a new version' button is also present.

AliExpress Store 《New version of Operation guide for store decoration》 Country: Global Material center Help center Wing

Language English

Home New Arrivals Page Custom Pages

Current Version

Smart Home Page(2020-01-13 12:02:...) Last updated: 2020-01-13 00:02:47 **Edit** More

Other versions + Create a new version

Search the page name...

首页 Last updated: 2019-09-24 05:33:42 Edit More

首页 Last updated: 2019-09-24 05:33:41 Edit More

店铺装修的价值 Value of Shop Decoration

店铺装修的操作路径 Operation Pathway of Shop Decoration

The screenshot displays the AliExpress shop decoration interface. At the top, the AliExpress logo and the page title "Smart Home Page(202..." are visible. The source language is set to English. Navigation options include "Switch template", "Live", "Preview", and "Publish".

Add module

- Picture (6)**
 - Text (0/20)
 - Banner (0/20)
 - Dual Banners (0/20)
 - Slideshow (0/20)
 - Hot Zone Pict... (0/20)
 - Video Uploa... (0/1)
- Marketing module (5)**
 - Bundle Deals (1/5)
 - Exclusive Co... (0/1)

Sections

The modules you saved will be online once released

- Sync PC / Mobile ?
- Store signboard
- Coupon
- LIVE
- Top sellers
- Bundle Deals
- Smart Groups
- NEW ARRIVALS
- Picked for You
- AliExpress footer

Mobile Preview

The mobile preview shows a store page with the following elements:

- Search bar: "Search in this store"
- Follow button: "+ Follow"
- Customer reviews: "0% Customer reviews >"
- Home / All items navigation
- Discount: "Save up to US \$2.00"
- ALIEXPRESS LIVE: "Top 10 Fashion Trends from Spring/ Summer 2019 Fashion Weeks" (LIVE, 74664 views)
- Explore Top Sellings
 - Item 1: Bag, US \$19.99 (was US \$200.00), 15 Sold
 - Item 2: Sneaker, US \$19.99 (was US \$200.00), 15 Sold
 - Item 3: Sunglasses, US \$19.99 (was US \$200.00), 15 Sold
- Bundle Deals: "Buy more to save up to 20%"

店铺装修 Shop Decoration

模块二：店铺的风格设计

Module Two: Shop Style Design

店铺的风格设计 Shop Style Design

如何设计店铺的风格 How to design the shop style?

1. 分析竞品风格，提炼亮点

analyze the style of competing products and refine the highlights

2. 塑造店铺风格差异化

mould the shop style differentiation



店铺的风格设计 Shop Style Design

如何设计店铺的风格 How to design the shop style?

1.选择主题色系

choose a theme color scheme

关键词：黑白简约，运动风

Keywords: black and white, simple, sports

2.图片展示与确定风格一致

the picture display should be consistent with the confirmed style

模特图/白底图/场景图

picture of models, white background and scenes



店铺的风格设计 Shop Style Design

如何设计店铺的风格 How to design the shop style?

1.提炼目标客户使用场景

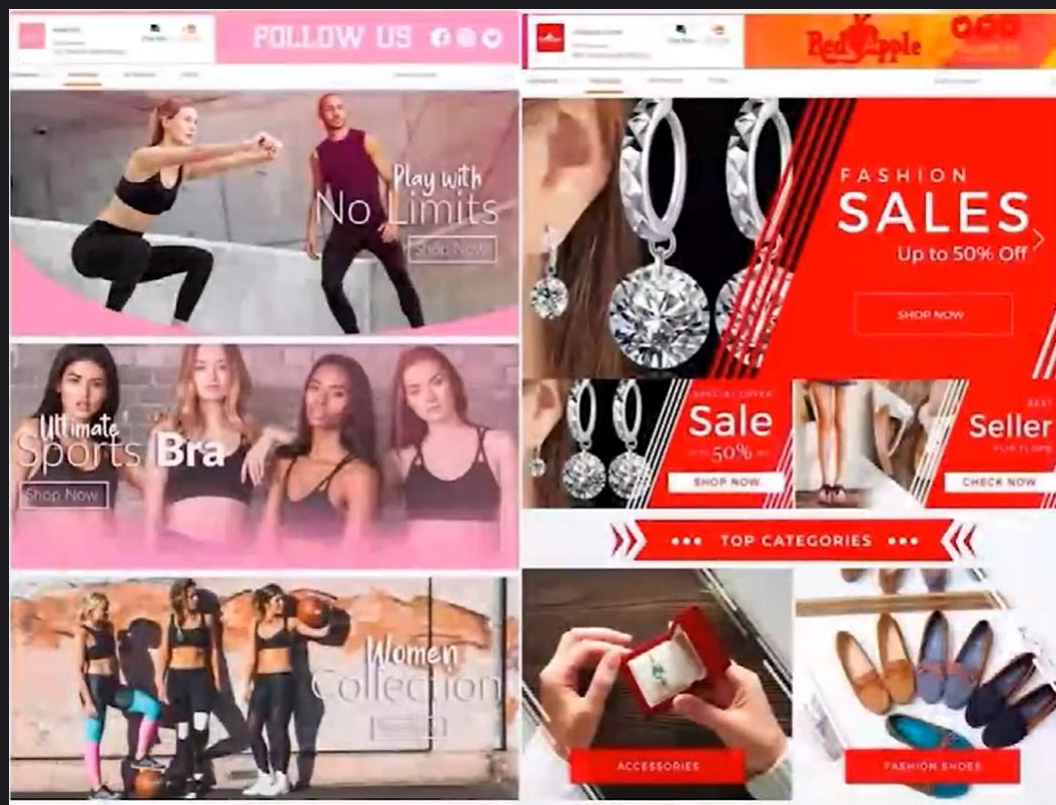
refine usage scenarios for target customers

2.营造沉浸式消费体验

create an immersive consumer experience


节日/活动大促 holiday/ activity

promption




店铺的风格设计 Shop Style Design


US \$5
off on orders
over US \$169




US \$10
off on orders
over US \$299



Giveaways:
Comment 2 Win Laptops




Follow to get **\$5** off



CHUWI

**Chuwi te brinda
creación y eficiencia**

2020-09-15 08:30



**Code
\$99-\$10**


FEATURED PRODUCTS

Sept 15th, 00:00 - Sept 16th, 23:59 PT

AllExpress
**BRAND
FEST**







CHUWI LarkBox

World's Smallest 4K Mini PC
Intel quad-core | 6G+128GB | WIN10 OS



169.99 283.32

Add to Cart

	Only 127g Light Weight		Intel Celeron J4115 CPU		Intel UHD Graphics 600
	6GB RAM 128GB ROM		Ultra-Silence Cooling Fan		Support WIN10/ Linux

店铺装修 Shop Decoration

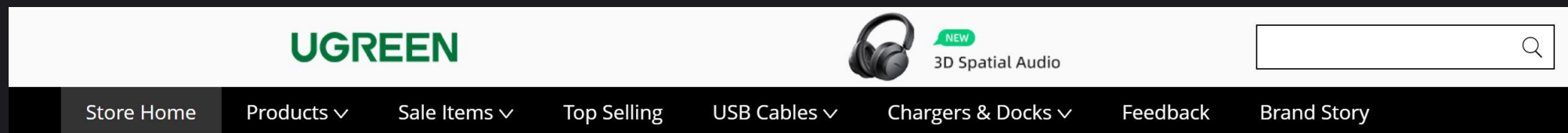
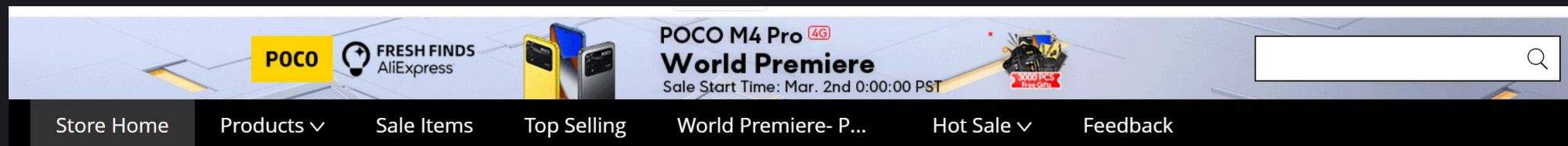
模块三：店招

Module Three: Shop Signs

店铺装修—店铺导航 Shop Decoration: Shop Navigation

店铺导航栏的作用 Role of the Navigation Bar

- 可以让到店的买家更方便的找到想要的商品，减少买家浏览时间，提高购物目的性，促进交易完成 make it more convenient for buyers to find products they want, reduce buyers' browsing time, improve buyers' shopping purpose, facilitate transaction completion



店铺装修—店招的设计案例

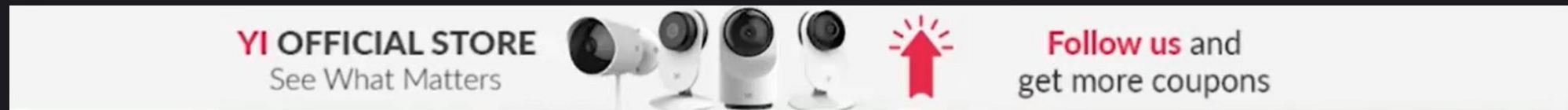
Shop Decoration-Design Case of Shop Signs



优点: 1. 店铺logo 2. 搜索框 3. 社交平台联系二维码 4. 优势展示 (发货快)
缺点: 没有产品信息



优点: 1. 店铺logo 2. 产品信息 3. 大促活动时间 4. 折扣
缺点: 产品信息



优点: 1. 店铺名称和logo 2. 店铺slogan 3. 引导买家收藏

店铺装修—店招的设计案例

Shop Decoration-Design Case of Shop Signs



优点: 1. 店铺名称和logo 2. 产品信息 3. 搜索框 4. 优惠信息 5. 仓储物流 6. 质保
Advantages: 1. Shop name and logo 2. product information 3. search bar 4. special offers 5. warehouse logistics 6. quality guarantee

店招制作几大要点 Tips for shop sign making

- 店名 (店铺logo) shop name (logo)
- 主营类目 main product categories
- 主推产品二维码 QR code for main recommended product
- 优惠券 discount coupons
- 关键词搜索框 key word searching bar
- 大促活动、节假日活动的提示 notification of promotions
- 店铺的客服服务、物流服务等 customer service and shipment service, etc

店铺装修—Banner及海报图常用版式

Shop Decoration-Common Formats of Banner and Poster



两栏式：左文右图或左图右文

Two columns: text on left and images on right or text on right and images on left

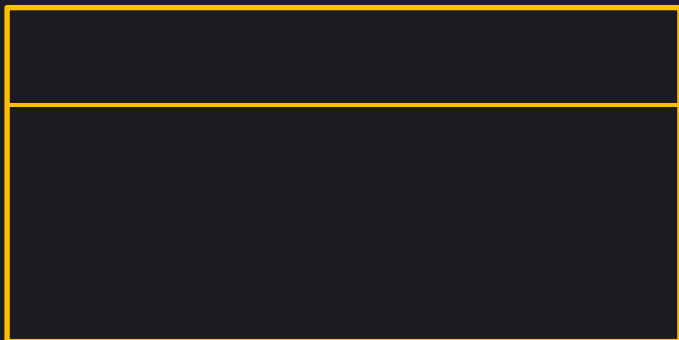


三栏式：中间文字 两边图片

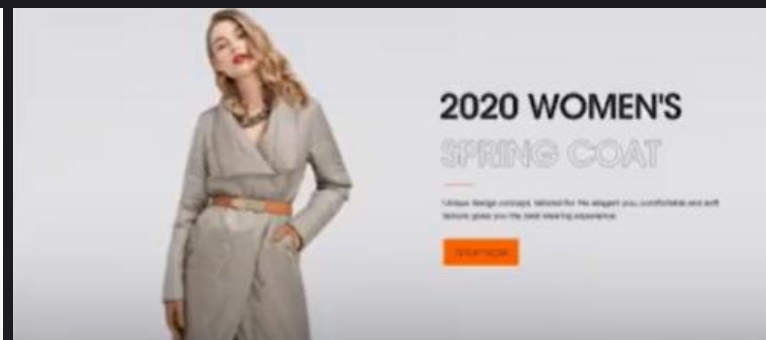
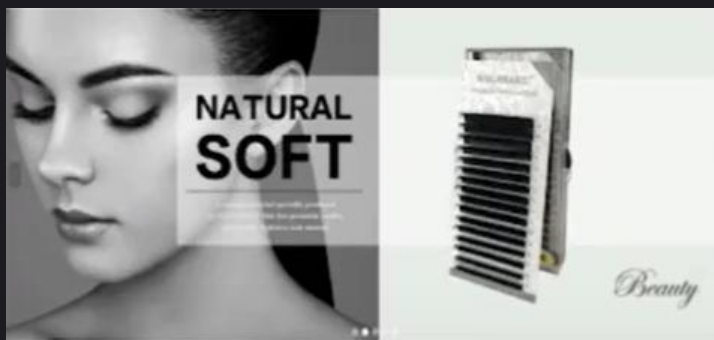
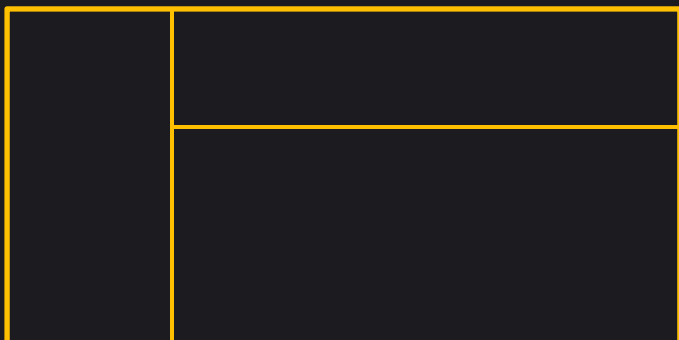
three columns: text in the middle, images on the sides

店铺装修—Banner及海报图常用版式

Shop Decoration-Common Formats of Banner and Poster



上下式up and down type: 上面文字 下面图片 text on the top, images below
上面图片 下面文字 images on the top, images below



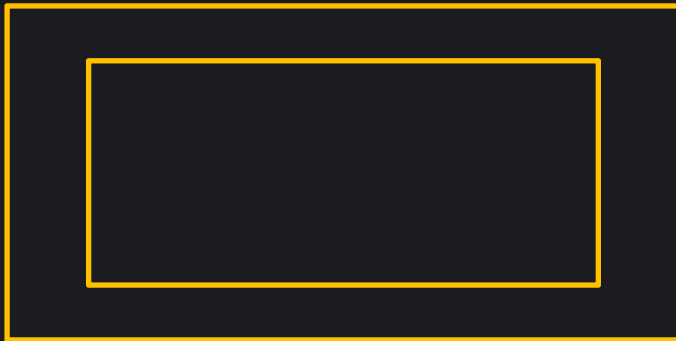
组合式1: 模特+文字+图 combined type1: model+text+image

店铺装修—Banner及海报图常用版式

Shop Decoration-Common Formats of Banner and Poster



组合式2：两边模特+文字+图 combined type 2: model on sides+text+image



纯文字+背景图 pure text+ background image

店铺装修 Shop Decoration

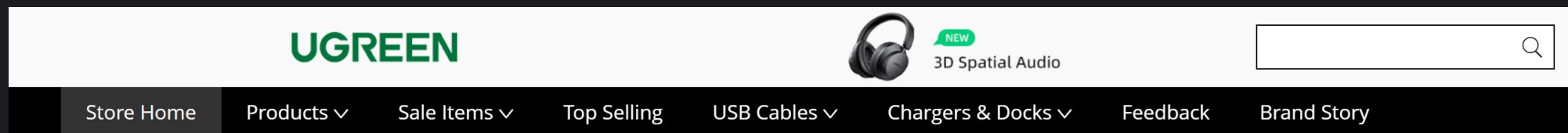
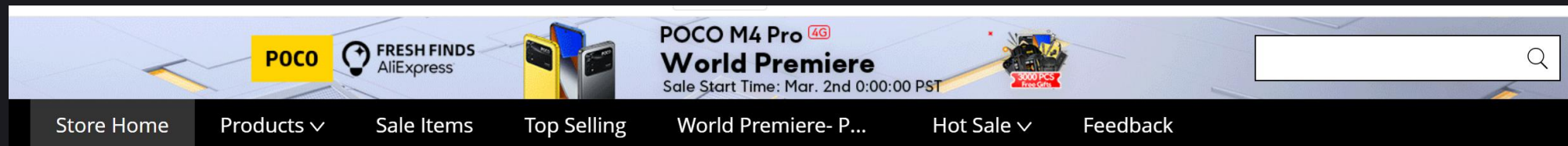
模块四：店铺分类导航

**Module Four: Shop
Classification
Navigation**

店铺装修—店铺导航 Shop Decoration-Shop Navigation

店铺导航栏的作用 Role of Shop Navigation Bar

- 可以让到店的买家更方便的找到想要的商品，减少买家浏览时间，提高购物目的性，促进交易完成 make it more convenient for buyers to find products they want, reduce buyers' browsing time, improve buyers' shopping purpose, facilitate transaction completion





07.售中
In Sale

查看订单状态 Check Order Status

AliExpress Seller Center

Dashboard Products **Orders** Store Marketing Account Business Advisor Violations Help Center

Orders

- All Orders
- Refunds & Disputes
- Export Orders**
- Shipping Risk Assessment

批量导出订单

- Aliexpress Logistics Introduction
- Logistic center
- Logistics Service
- Air Mail Orders
- Cainiao Seller Workbench
- Logistic Solution Look-up

Funds Account

- Change to RMB
- Finance Report(Offline Soon)
- Fund Center(New)
- Advance Fund Management
- Advance Fund Pay Back
- Alipay International Account
- Balance & Withdraw

All Orders

Dashboard

0	0	0	0	0	0
New today	Unpaid	Awaiting shipment	Awaiting cancellation	In dispute	To review

已下单未付款, 催客户付款
ordered but not paid, urge customer to pay

取消的订单
cancelled orders

有纠纷的订单
orders in dispute

All Start Date - End Date

Order ID	Product name	Buyer name	Tracking number	Q	Reset
----------	--------------	------------	-----------------	---	-------

Order Details	Buyer	Product Information	Quantity	Services	Amount	Order Status
Order ID: 8128416810538988		 ve Wall Plaque for Easter fr... Product properties: He has Risen B Product Code: B-0010-02	x1		US \$84.58	Completed Details
Order date: 2021-03-28 06:11	Mobile phone order	 (null) Product properties: He is Risen Product Code: B-0015-01	x1			
My notes: Edit Note						
Order ID:		 Unpainted Wood Ornaments for Ch...	x1		US \$2.87	Completed



08.售后 After Sale

退款与纠纷

Refunds and Disputes



Orders

All Orders

Refunds & Disputes

Export Orders

Shipping Risk Assessment

Logistics

Aliexpress Logistics
Introduction

Logistic center

Logistics Service

Air Mail Orders

Cainiao Seller Workbench

Logistic Solution Look-up

Funds Account

Change to RMB

Finance Report(Offline
Soon)

Fund Center(New)

Advance Fund Management

Advance Fund Pay Back

Alipay International Account

Balance & Withdraw

Refunds & returns

0

Being processed

0

Waiting for
response

0

Awaiting buyer
return

0

Chargeback orders

Status of all dispu... ▾

AliExpress handles ▾

Order ID

Buyer name

Product ID

Search

Reset

Order information	Buyer name	Product	Quantity of products	Dispute submission time	Status of dispute
Order ID 78296793298851 Order creation time 2016-09-07 09:58	 vrilov... Contact buyer		x1	2016-10-27 04:02	Complete View detail
Order ID 77925807179570 Order creation time 2016-08-28 05:20	 d os... Contact buyer		x1	2016-10-19 07:35	Complete View detail
Order ID 75271257093142 Order creation time 2016-05-12 21:38	 Contact buyer		x1	2016-07-04 21:39	Complete View detail

物流订单状态查询

Shipment Order Status Inquiry

AliExpress Seller Center

Dashboard Products **Orders** Store Marketing Account Business Advisor Violations Help Center

Orders

- All Orders
- Refunds & Disputes
- Export Orders
- Shipping Risk Assessment

Logistics

- Aliexpress Logistics Introduction
- Logistic center**
- Logistics Service
- Air Mail Orders
- Cainiao Seller Workbench
- Logistic Solution Look-up

Funds Account

- Change to RMB
- Finance Report(Offline Soon)
- Fund Center(New)
- Advance Fund Management
- Advance Fund Pay Back
- Alipay International Account
- Balance & Withdraw

Air Mail Orders

Withholding account binding settings | perform withholding

《常见异常订单类型商家操作指南》

All Order Status: Yesterday's order, Nearly a week, Last month, **All orders 12**

Normal orders: Pending tracking number creation 2, Pending shipment 2, Linked to handover sheet 0, Picked up 1, Received at warehouse 1, Processed at the warehouse 1, Shipped from warehouse 0, Handovered to airline 0, Arrive destination country 0, Import clearance success at destination country 0, Delivered 0, Handover to pickup station/locker, waiting for consignee to pick up 0

Operate: Pending payment 0, Pending Report as shipped 0, Awaiting link to Handover sheet 0, lacking package information after creating the logistic order for more than 48h 2, case complained 0, case customer appeal 0

Abnormal orders(Multiple choice): Pick up failed 0, Receipt at warehouse failed 0, Warehouse processing failed 3, Shipping from warehouse failed 0, Failed handovered to airline 0, Order closing in progress 0, Closed 0, Import clearance failure at destination country 0, Undeliverable 0, Overseas sorting abnormal 0

Return situation(Multiple choice): returned to the collection site 0, returned unsuccessfully 0, returned successfully 0, start to return 0, Return address fail 0, return to be picked up 0

Buyer Order Number, Tracking Number, Shipping Order Number, Shipping Method

Warehouse, Order Status, Created Time

评价管理

Evaluation Management

AliExpress Seller Center

Dashboard Products Orders Store Marketing Account Business Advisor Violations Help Center

Logistics Service

Air Mail Orders

Cainiao Seller Workbench

Logistic Solution Look-up

Funds Account

Change to RMB

Finance Report(Offline Soon)

Fund Center(New)

Advance Fund Management

Advance Fund Pay Back

Alipay International Account

Balance & Withdraw

Credit Loan

AliExpress Business Loan

Manage Feedback

Manage Feedback

Manage Feedback

Dashboard Products Orders Store Marketing Account Business Advisor Violations Help Center

Manage Feedback

[View My Feedback P](#)

Guidelines

1. You can leave feedback for buyers within 30 days for completed orders in "Orders Awaiting My Feedback".
2. During the upgrading of the review system from July 13, the two functions of reviews overview and single product analysis are temporarily unavailable

Reviews About You (0) | **Reviews By You** | **Orders Awaiting My Feedback**

Sort by: in one month | all | all | Order No: | Product ID: **Search**

Order Details	Feedback	Feedback Status	Action
No active feedback			



09.政策 Policies

VAT

AliExpress Seller Center

Dashboard Products **Orders** Store Marketing Account Business Advisor Violations Help Center [User Profile]

VAT Help Center

[Help link](#)

Pursuant to the relevant European Union (EU) new e-Commerce VAT rules, starting from 1 July 2021, AliExpress is required to collect VAT on sales of goods delivered to EU consumers from outside of the EU with order value of up to EUR150.

Quick query

Eu one-stop style Service Number ***** Click to view	NW VOEK Revenue Service Number ***** Click to view	French VAT Number ***** Click to view
--------------------------------------------------------------------------------	------------------------------------------------------------------------------	-----------------------------------------------------------------

Transaction data for filling (not open for TR sellers)

All [Dropdown] All [Dropdown]

Order payment/refun - Order payment/r [Calendar]

[export details](#)

VAT Info List

[Create](#)

Country	VAT Company Name	VAT ?	Status	Refuse to reason	Action ?
No Data					

Tax Management (highlighted in red box)

- Product Tax-code
- VAT Help Center (highlighted in red box)

违规侵权 Illegal infringement

AliExpress Seller Center

Dashboard Products Orders Store Marketing Account Business Advisor **Violations** Help Center

Violations

My Violations

Report

Report Now

Reported Violations

Received Report

My Violations

Infringements Anti-spam Account Penalties

Awaiting response: All penalties **0** Pending penalties **0**

Product Listing Quality Violations:	0.00	12 points will result in a 7-day freeze
Intellectual Property Rights (IPR) and Prohibited Product Violations:	0.00	1 point will result in a warning
Trade Rules Violations and Others:	0.00	12 points will result in a 7-day freeze
Serious violation of IPR Infringements:	0 Times	Accounts can be frozen for up to 3 times

If Intellectual Property Rights infringements, product listing violations, trade rules violations and other forms of violations reach 48 points, your right to operate will be terminated. [View more](#)

To find specific details, you can search by

Category Sub category Status Total points deduc In the last 365 day Appeal status

1 of 1 Page

Case No.	Category	Sub category	Frequency	Start date	Status	Action
----------	----------	--------------	-----------	------------	--------	--------

Go to Page.



10.促销

Promotion

促销模块 Promotion Module

平台营销活动

Platform Marketing Activities

店铺营销活动

Shop Marketing Activities

促销模块 Promotion Module

平台营销活动

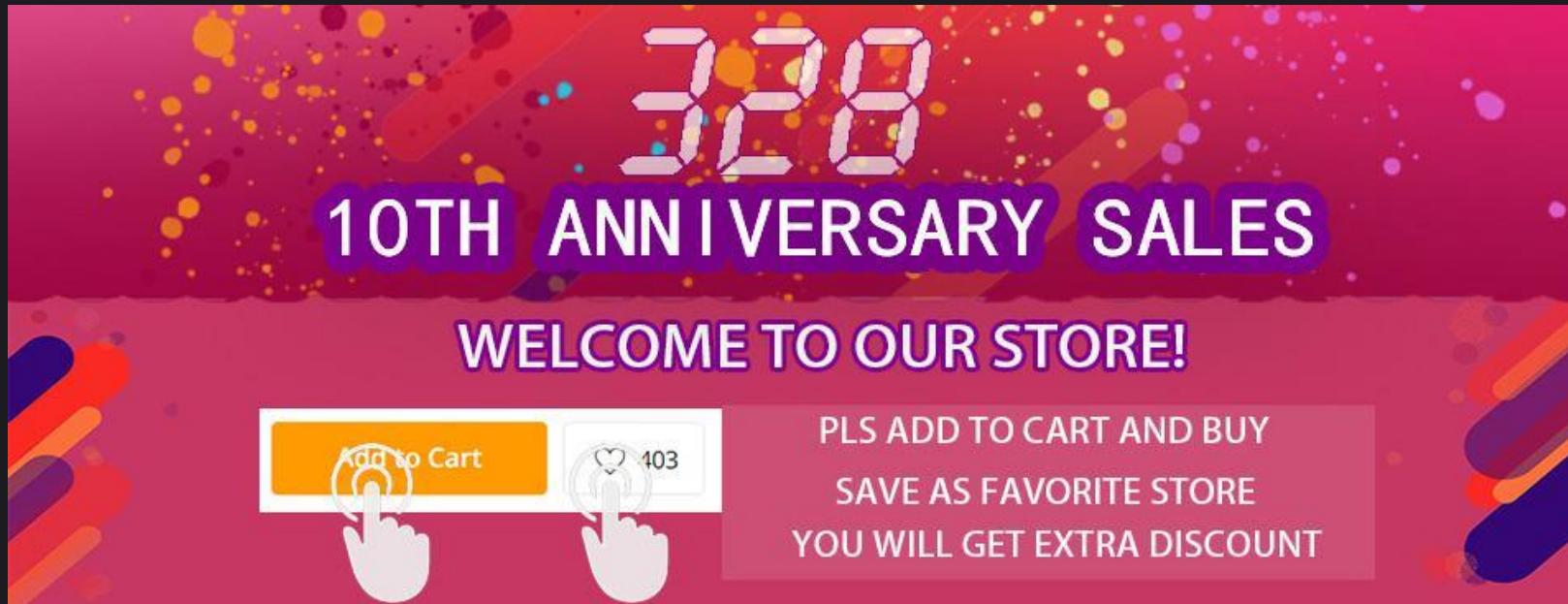
Platform Marketing Activities

平台营销活动 Platform Marketing Activities

平台营销活动分类 Classification of Platform Marketing Activities

1.促销活动 Promotion

- 大型促销活动 Large Scale Promotional Activities
- 日常促销活动 Daily Promotional Activities





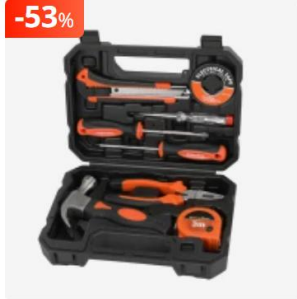



平台营销活动 Platform Marketing Activities

平台营销活动分类 Platform Marketing Activities

2. 频道活动 Channel Activity

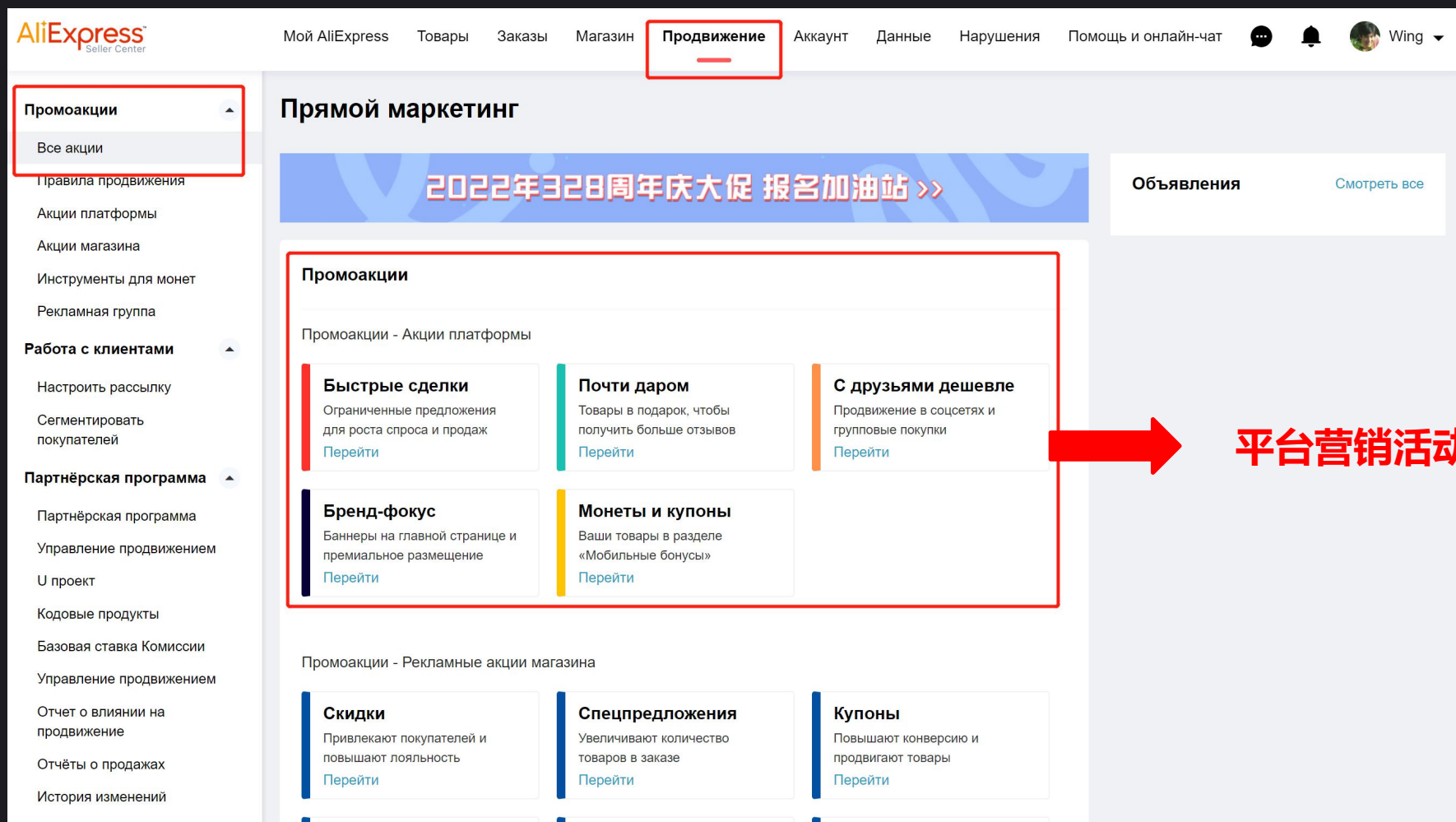
- Super Deal、团购、试用等 Super Deal, Group purchase, Trial Phase, etc

SuperDeals Top products. Incredible prices. **06:03:59** [View more](#)

 <p>-42%</p> <p>\$1.25 US \$2.16 51 orders</p>	 <p>-51%</p> <p>\$6.83 US \$13.94 4 orders</p>	 <p>-53%</p> <p>\$12.21 US \$25.98 412 orders</p>	 <p>-33%</p> <p>\$59.36 US \$88.59 36 orders</p>	 <p>-66%</p> <p>\$22.40 US \$65.89 71 orders</p>	 <p>-43%</p> <p>\$13.69 US \$24.02 102 orders</p>
----------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------

平台营销活动 Platform Marketing Activities

平台营销活动后台



AliExpress Seller Center

Мой AliExpress Товары Заказы Магазин **Продвижение** Аккаунт Данные Нарушения Помощь и онлайн-чат

Промоакции

- Все акции
- Правила продвижения
- Акции платформы
- Акции магазина
- Инструменты для монет
- Рекламная группа

Работа с клиентами

- Настроить рассылку
- Сегментировать покупателей

Партнёрская программа

- Партнёрская программа
- Управление продвижением
- U проект
- Кодовые продукты
- Базовая ставка Комиссии
- Управление продвижением
- Отчет о влиянии на продвижение
- Отчёты о продажах
- История изменений

Прямой маркетинг

2022年328周年庆大促 报名加油站 >>

Объявления [Смотреть все](#)

Промоакции

Промоакции - Акции платформы

- Быстрые сделки**
Ограниченные предложения для роста спроса и продаж
[Перейти](#)
- Почти даром**
Товары в подарок, чтобы получить больше отзывов
[Перейти](#)
- С друзьями дешевле**
Продвижение в соцсетях и групповые покупки
[Перейти](#)
- Бренд-фокус**
Баннеры на главной странице и премиальное размещение
[Перейти](#)
- Монеты и купоны**
Ваши товары в разделе «Мобильные бонусы»
[Перейти](#)

Промоакции - Рекламные акции магазина

- Скидки**
Привлекают покупателей и повышают лояльность
[Перейти](#)
- Спецпредложения**
Увеличивают количество товаров в заказе
[Перейти](#)
- Купоны**
Повышают конверсию и продвигают товары
[Перейти](#)

平台营销活动入口

平台营销活动 Platform Marketing Activities

平台营销活动后台 Backstage Platform Marketing Activities

AliExpress Seller Center

Dashboard Products Orders Store **Marketing** Account Business Advisor Violations Help Center

Find and join promotional activities on our newly upgraded AliExpress promotions page

All In review Ongoing Ended Not approved

Registration type
Product Material

Activity type
All Promotion Channel Games

Channel Type
All Flash Deals Super Deals Featured Brands Group Buy Freebies Coins New Arrivals Bargain

Low-cost channel for Russia only

Eligibility
All Eligible Invited Requirement

Status
All Registered Not registered

Total activities you're eligible for: 0

Search by activity name

Activity name	Activity type	Registration period	Activity period	Status	Actions
---------------	---------------	---------------------	-----------------	--------	---------

选择某个活动点进去后，可以根据条件筛选出想参与的店铺活动

After selecting an activity, you can filter out the store activities you want to participate in according to the requirements.

结果显示0代表没有匹配的活动

平台营销活动 Platform Marketing Activities

平台营销活动后台 Backstage Platform Marketing Activities

The screenshot displays the AliExpress Seller Center interface for managing marketing activities. The top navigation bar includes links for Dashboard, Products, Orders, Store, Marketing (highlighted), Account, Business Advisor, and Violations. The right side of the top bar shows a Help Center, notification icons, and a user profile for 'Wing'.

The left sidebar menu is organized into three main sections:

- Marketing:** Home, Promotion Rules, AliExpress Promotions, Store Promotions, Coin Tools, Marketing Product Groups.
- Customer Management and Marketing:** Customer Marketing, Customer Management.
- Affiliate Program:** Affiliate Overview, Promotion Management, U Project, Code Products, Base Commission Configuration, Promotion Plan Management.

The main content area features several filter sections:

- Registration type:** Product (selected), Material.
- Activity type:** All (selected), Promotion, Channel, Games.
- Eligibility:** All (selected), Eligible, Invited, Requirement (?).
- Status:** All (selected), Registered, Not registered.

Below the filters, a summary states: "Total activities you're eligible for: 37". A search bar labeled "Search by activity name" is located to the right.

The main table lists marketing activities with the following columns: Activity name, Activity type, Registration period, Activity period, Status, and Actions. Two activities are visible, both marked as "Ineligible".

Activity name	Activity type	Registration period	Activity period	Status	Actions
【A】 Member Day Activity View all					
3 yue Member Day Spring Theme Investment-New Products 0315-0319	Platform Limited Time Limit	2022-03-03 03:00:00 2022-03-13 23:59:59	2022-03-15 00:00:00 2022-03-19 23:59:59	Not registered Ineligible ▼	View details
3 yue Member Day Spring Theme Investment 0315-0319	Platform Limited Time Limit	2022-03-03 03:00:00 2022-03-13 23:59:59	2022-03-15 00:00:00 2022-03-19 23:59:59	Not registered Ineligible ▼	View details

At the bottom, another activity is partially visible: 【A】 Supermarket Day of 12th-13th March [View all](#).

平台营销活动 Platform Marketing Activities

平台营销活动后台 Backstage Platform Marketing Activities

The screenshot shows the AliExpress Seller Center interface for Marketing Activities. The top navigation bar includes Dashboard, Products, Orders, Store, Marketing (highlighted), Account, Business Advisor, and Violations. The right side of the navigation bar shows Help Center, a chat icon, a notification bell, and a user profile for 'Wing'.

The left sidebar menu is organized into three main sections:

- Marketing**
 - Home
 - Promotion Rules
 - AliExpress Promotions (highlighted)
 - Store Promotions
 - Coin Tools
 - Marketing Product Groups
- Customer Management and Marketing**
 - Customer Marketing
 - Customer Management
- Affiliate Program**
 - Affiliate Overview
 - Promotion Management
 - U Project
 - Code Products
 - Base Commission Configuration
 - Promotion Plan Management
 - Statistics
 - Sales Report

The main content area is titled 'Introduction' and contains the following text:

Introduction

1, Members Enjoy A- Class Marketing Activity, Activity Traffic Magnitude 200w Horizontal, by Member Channel Undertake, has a Class A Resources Support (Home, First Focal, Boot Screen, Push, EDM Etc.).

2, Member Day Resources-Bit Main Push Single Product, Brand Set Pit, Theme Activity Area Algorithm through Products, A Line of Three Area Algorithm through Products, Waterfall Flow through Product

3, Activity time: 03.15 -03.17

Below the introduction, there are two sections for sub-activities:

- Eligible sub activities(0)
- Ineligible sub activities(2)
 - 3月会员日春季主题招商 0315-0319
 - 3月会员日春季主题招商-新品 0315-0319 (highlighted with a red box)

The bottom section is titled 'Sub Activities' and displays details for the highlighted activity:

Sub Activities
3月会员日春季主题招商-新品 0315-0319

Target countries: All countries

Registration period: 2022-03-03 03:00:00 - 2022-03-13 23:59:59

Activity period: 2022-03-15 00:00:00 - 2022-03-19 23:59:59

A '截图(Alt + A)' button is visible at the bottom right of the activity details.

平台营销活动 Platform Marketing Activities

平台营销活动后台 Backstage Platform Marketing Activities

Activity requirements			
活动要求	活动要求描述		
Payment time limit	1day (Brazil:5 day;)		
Overlay Gap Type	The lowest price in the last 30 days Calculation for the lowest price in the last 30 days can include the original price that has been in effect from the last 30 days, prices after 'Product' discounts and prices during 'Platform Limited/Time Limited' discounts. Please note that prices for 'Mega' sale activities are not included. 查看最低价规则		
Image	Picture size:800*800px;Picture format:JPG,PNG;Picture storage: Less than 5M		
Store requirements			
Whether requirement is met	Requirement	Details	Current status
⊗ Not met	Main category	Main category must in Home Appliances Computer & Office Home Improvement Home & Garden Sports & Entertainment Office & School Supplies Toys & Hobbies Security & Protection Automobiles, Parts & Accessories Jewelry & Accessories Lights & Lighting Consumer Electronics Beauty & Health Weddings & Events Shoes Electronic Components & Supplies Phones & Telecommunications Tools Mother & Kids Furniture Watches Luggage & Bags Women's Clothing Men's Clothing Apparel Accessories Hair Extensions & Wigs Underwear Motorcycle Equipments & Parts	-911 -911 -911 -911
⊙ Met	Region of the merchant	Region of the merchant must in Hong Kong,China China Taiwan,China Macau,China	China
⊙ Met	Second-level main category of Merchants	Second-level main category of Merchants must not in Beauty & Health>Tattoo & Body Art Beauty & Health>Sex Products	
⊙ Met	SNAD dispute initiation rate in the last 30 days	SNAD dispute initiation rate in the last 30 days must <=0.08	0

平台营销活动 Platform Marketing Activities

平台营销活动后台 Backstage Platform Marketing Activities

Product requirements [Click here](#) to view ineligible products

Requirement	Product requirements
First online item time	First online item time must >2022-01-01
Category 1 release	Category 1 release must in Home Appliances Computer & Office Home Improvement Home & Garden Sports & Entertainment Office & School Supplies Toys & Hobbies Security & Protection Automobiles, Parts & Accessories Jewelry & Accessories Lights & Lighting Consumer Electronics Beauty & Health Weddings & Events Shoes Electronic Components & Supplies Phones & Telecommunications Tools Mother & Kids Furniture Watches Luggage & Bags Women's Clothing Men's Clothing Apparel Accessories Hair Extensions & Wigs Underwear Motorcycle Equipments & Parts

Requirement

Whether requirement is met	Requirement	Details
		No Data

Other requirements

1、会员专享的A级营销活动，活动流量量级200w左右，由会员频道承接，有A级资源支持（首页、首焦、开机屏、push、edm等）。2、会员日资源位有主推单品、品牌定坑、主题活动区算法透品、一行三专区算法透品、瀑布流透品 3、活动节奏：03.15 -03.19

平台营销活动 Platform Marketing Activities

小结 Summary

1.参与平台营销活动能获得更多的曝光和流量

Participating in platform marketing activities can gain more exposure and traffic for the shop.

2.越是大的活动，对卖家的要求越高。新手卖家需要定期筛选看看有没有适合参与的平台活动。

The larger the activity, the higher the bar for the seller. Novice sellers need to be screened regularly to see if there are platform activities suitable for participation.

促销模块 Promotion Module

店铺营销活动

Store Marketing Activities

店铺营销活动 Shop Marketing Activities

店铺营销活动 Shop Marketing Activities

- 优惠券、折扣、满减等 Coupons, Discounts, Special Offer, etc

The image shows a screenshot of the AliExpress Seller Center interface. On the left is a navigation menu with categories like Marketing, Customer Management and Marketing, and Affiliate Program. The main area is the Marketing dashboard, which features a 'Promotion tools' section with cards for Product discounts, Special offers, Coupons, Product bundles, Games, and Promo code. Each card includes a visual example of the promotion and a 'Create' button. On the right, a product page for an 'M11 Ultra Smartphone' is visible. The price is highlighted as US \$96.53, down from US \$197.00 (-51%). Below the price, there are coupon banners for 'US \$1.00 Coupons For You' and 'US \$5.00 off on US \$100.00'. The product details include 'Condition: New', 'Bundle: 8GB 128GB', and storage options: '8GB 128GB', '8GB 256GB', and '16GB 1TB'. The color is set to 'Black Cell phones', and the quantity is set to 1, with a note that a maximum of 2 pieces can be purchased per customer.

店铺营销活动 Shop Marketing Activities

店铺营销活动设置 Shop Marketing Activity Settings

Store Promotions > Discount promotions >

Create

1

Edit promotion information

2

Add products and set discounts

Promotion information

Promotion name ?

Maximum 200 characters

0/200

设置活动名称 set activities name

Period ?

Time zone: Pacific Time (PT)

Start Date

-

End Date



设置活动时间 set activities time

Please read the contents of all the clauses hereof carefully.

店铺营销活动 Shop Marketing Activities

店铺营销活动设置 Shop Marketing Activity Settings

Store Promotions > Discount promotions >

Edit

1 Edit promotion information

2 Add products and set discounts

Details
Promotion name: Good
Period(PST): 2022-03-04 00:00:00 - 2022-03-19 23:59:59

i According to the requirements of EU laws and regulations, the platform will assist you to superimpose VAT on the basis of the set price so that it can be displayed to consumers.

Select Products Set discount by product group Batch Import **Export products & discounts**

Set discount Set Purchase Limit Delete All selected products Product ID Search

You can add up to 100 products. You've added 0.

<input type="checkbox"/>	Applicable products	Original price	Edit	Edit	Limit per buyer	Actions
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感谢观看
Thank you