

# Common Integrations

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# Affiliates

Your Affiliates Feed will be available via the [Integrations](#) section.

This can be downloaded as a file for manual import, or accessed via a URL for a live feed.

## Integrations

Google Shopping	<b>Affiliate Feed</b>	Sitemap	eBay	Instagram	StoreFeeder
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### Affiliate Feed

↓ [Download affiliate CSV file](#) (right click and 'save target as').

URL for live feed: <https://ixo.iconography.co.uk/feeds/directories.csv>

# Storefeeder

This third party service is used to link an IXO Commerce system to third party marketplaces like Amazon and eBay.

## Primary Functionality

- All standard products sent to StoreFeeder by default
- Updates stock
- Updates pricing
- Downloads Sales Orders into CMS

Product listings can not be created in third party marketplaces; they can only be updated via the Storefeeder integration

## Points of note

- SKU needs to match what's set in IXO Commerce for updates to work
- Listings are downloaded from a marketplace into StoreFeeder
- Basic product data is uploaded from IXO Commerce into StoreFeeder to create a link between marketplace listing and the IXO
- Listing and products from IXO Commerce must be mapped manually
  - Stock shared across all marketplaces
  - Pricing shared across all marketplaces but this can be optional if required
  - Stock and prices updates every 15 minutes
  - Special pricing comes across as normal price
- Despatch notifications are passed to StoreFeeder to pass onto marketplaces
  - Cancellation and returns not triggered to StoreFeeder
- Items cancelled or returned on marketplace will be downloaded to IXO

## Setup

You must connect your own account.

## Connect StoreFeeder to Amazon

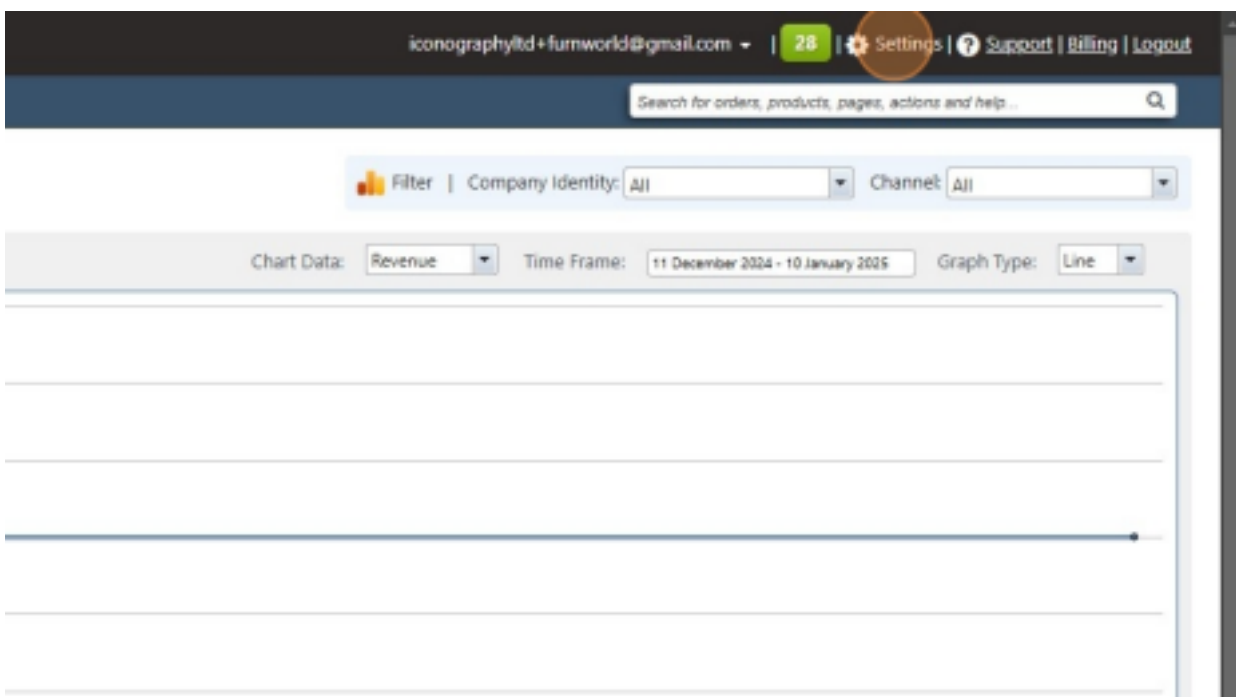


# Integration

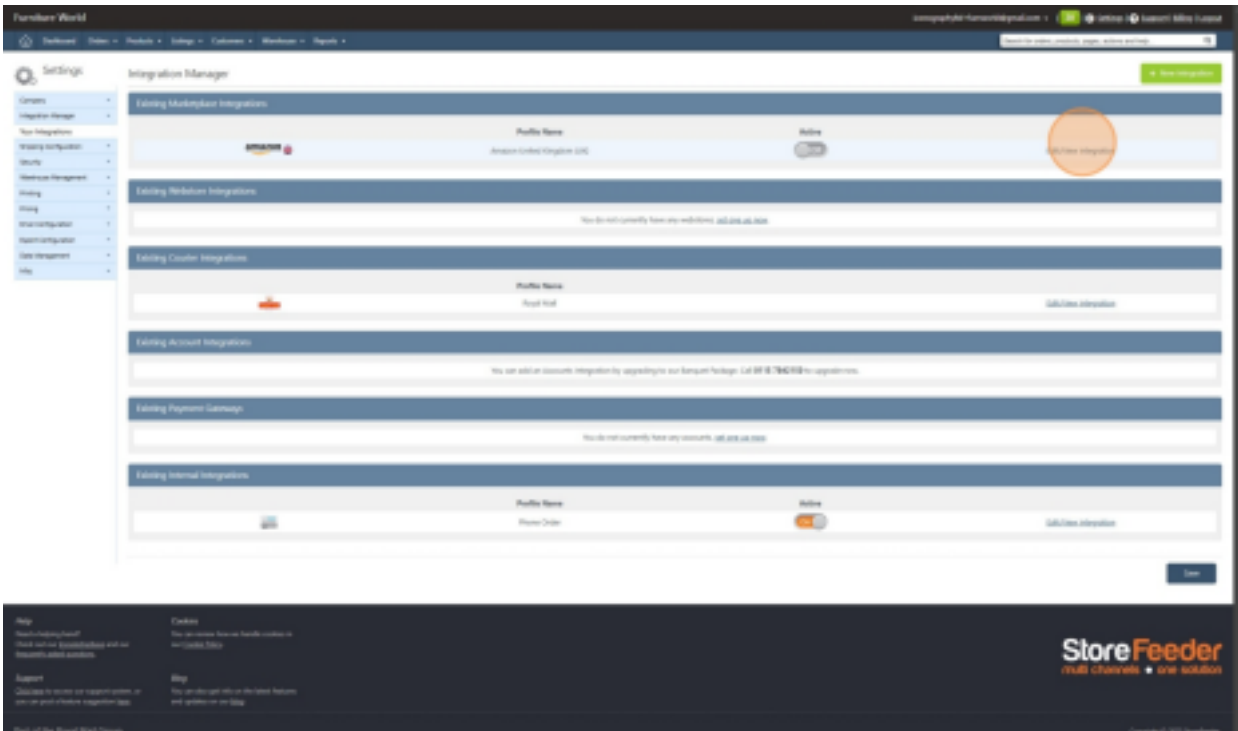
Check your emails for a email from "support@storefeeder.com" with the subject "StoreFeeder Account Creation" select Activate Account and enter a password.

1 Navigate to <https://my.storefeeder.com/Dashboard.aspx>

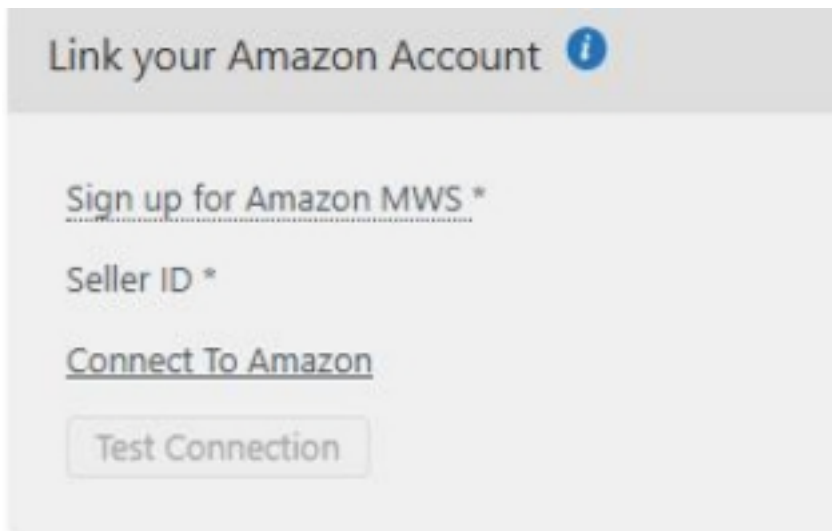
2 Click "Settings"



3 Click "Edit/View Integration"



4 Click "Connect To Amazon"



5 Login into your Seller Central account

### Sign in

Email or mobile phone number

Continue

By continuing, you agree to Amazon's [Conditions of Use & Sale](#). Please see our [Privacy Notice](#), our [Cookies Notice](#) and our [Interest-Based Ads Notice](#).

Cancel

Need help?

New to Amazon?

Create your Amazon account

6 Click "United Kingdom"

### Select an account

You can choose a different account at any time by using the in-site header navigation.

- (XO Commerce)
  - Australia (pending registration)
  - France
  - Germany
  - Italy
  - Japan (pending registration)
  - Netherlands
  - Poland
  - Spain
  - Sweden
  - United Kingdom**
  - United States (pending registration)

Select account

CS0- A03CHWYNDWH RED- H679407F64C3988E7

7 Click "Select account"

gistration)

Select account

4DTFRW45J8G8887

### Buyer Communication ⓘ

Note: Authorising an application gives an application the ability to view or edit business and take action on your Selling Partner account.

Note: Any use of your data by StoreFeeder is subject to StoreFeeder's own Terms of Use. StoreFeeder may share information with other parties or applications. For more information, see StoreFeeder's Terms of Use or Privacy Notice. You can review and change your preferences on the

[Manage your Apps page](#)

I direct Amazon to provide StoreFeeder access to my Selling Partner account. I am responsible for any actions taken by the application.

Once you confirm, StoreFeeder will be authorised to access selling data on your account.

 Download the Amazon Seller mobile app

tools (collectively, 'cookies') to provide services to you, including authenticating you and preserving your settings. Other Amazon sites and services may also use cookies.

9 Click "Confirm"

Application gives an application the ability to view or edit information about your Amazon account on your Selling Partner account.

StoreFeeder by StoreFeeder is subject to StoreFeeder's own Terms of Use and Privacy Notice. This information is not shared with other parties or applications. For more information, please refer to our Terms of Use or Privacy Notice. You can review and change your authorizations at any time from your account.

I hereby authorize StoreFeeder to access my Selling Partner account and related data. I am aware of the actions taken by the application.

StoreFeeder will be authorised to access selling data on your behalf.



Review your settings. Other Amazon sites and services may use cookies for additional purposes; to find out more about how Amazon uses cookies, please see our cookie policy.

- Variant Attributes
- Map Variant Attributes
- View Variant Attribute sets
- View Variant Attributes

Profile name \* Amazon United Kingdom

Link your Amazon Account ⓘ

Sign up for Amazon MWS \* <http://developer.amazon.com>

Seller ID \* A3889FPETX225Q

[Reconnect Channel](#)

✖ Connection Failed.

Amazon Specific Settings

Import unpaid orders

Fees exclusive of VAT

Upload images to Amazon

## 11 Click "Test Connection"

file name \* Amazon United Kingdom (UK)

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your Amazon Account ?

Sign up for Amazon MWS \* <http://developer.amazonservices.co.uk/>

seller ID \* A3889FPETX225Q

connect Channel

test Connection ✓ Connection tested successfully.  
Last Connected Successfully: 10/01/2025 17:11:35

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Amazon Specific Settings

Support unpaid orders  On

Prices exclusive of VAT  Off

Load Images To Amazon  Off

**12** Please inform Iconography that your account is connected to StoreFeeder

Amazon United Kingdom (UK) Company identity \*

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<http://developer.amazonservices.co.uk/> Amazon Store

A3889FPETX225Q MarketplaceID

✓ Connection tested successfully.  
Last Connected Successfully: 10/01/2025 17:11:35

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On Fulfillment by Amazon

Off Automatically retry Match

Off

# eBay

The eBay integration allows for feed to and from eBay.

To reauthorise your account use the [Integrations](#) section of the CMS.

For this tab to be visible, this Product must be linked to a Category that has been mapped to the eBay category hierarchy

Individual Products may be managed via the [eBay](#) tab and eBay Fulfilment Latency is managed via [Site Settings](#).

## How it works

The eBay integration will:

- Create new listings via individual Products (includes description, images and variant options)
- Update listings with Stock and Prices
- Import new Sales Orders from eBay
- Push Sales Order updates to eBay

## Reauthorisation

If reauthorisation is needed, click this button in [Integrations](#).

### Integrations

Google Shopping	Affiliate Feed	Sitemap	<b>eBay</b>	Instagram	StoreFeeder
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**eBay**  
You need to link your eBay account with Iconography eCommerce. Click below to authorise...

[Authorise with eBay here](#)

# Permitted Third Party Domains

This is a list of whitelisted domains for use within IXO Commerce. These are typically linked to integrations.

Domain	Service
vimeo.com	Vimeo video embeds
ampproject.org	AMP blog pages
clarity.ms	Microsoft Clarity
gstatic.com	Google Fonts
googleapis.com	Google Fonts
google.com	Google Pay
google.co.uk	Google Pay
google-analytics.com	Google Analytics
googletagmanager.com	Google Tag Manager
googleadservices.com	Google Analytics
googlesyndication.com	Google Ads
g.doubleclick.net	Google Ads
googlecommerce.com	Google Commerce
bing.com	Bing tracking
facebook.net	Facebook Pixel
trustpilot.com	Trustpilot
feefo.com	Feefo
chimpstatic.com	Mailchimp
klaviyo.com	Klaviyo
sibautomation.com	Brevo
omnisnipet1.com	Omnisend
ddlnc.net	Dotdigital
trackedlink.net	Dotdigital

Domain	Service
trackedweb.net	Dotdigital
dotdigital-pages.com	Dotdigital
postcodeanywhere.co.uk	Loqate (PCA Predict / Postcode Anywhere)
opayo.cloud	Opayo
elavon.com	Opayo
stripe.com	Stripe
dnapayments.com	DNA Payments
blinkpayment.co.uk	Blink Payment
api.ipify.org	Blink Payment
applepay.cdn-apple.com	Apple Pay
cardstream.com	Cardstream
handepay.co.uk	Handepay
morphpay.com	Morphpay
paydough.me	Paydough
tponlinepayments.com	Takepayments
universaltp.com	UTP
paysafe.com	Paysafe
worldpay.com	Worldpay
paypal.com	PayPal
paypalobjects.com	PayPal
dekopay.com	Deko Finance
afterpay.com	Clearpay Finance
payments-amazon.com	Amazon Pay
zdassets.com	Zendesk Chat
zendesk.com	Zendesk Chat
zopim.com	Zendesk Chat
zendesk-eu.my.sentry.io	Zendesk Chat
smooch.io	Zendesk Chat
olark.com	Olark Chat
hotjar.com	Hotjar tracking

# Finance

eCommerce finance integrations are available. If implemented, finance will be available at checkout.

A finance calculator will be shown on relevant Product pages, and as part of the checkout journey.

Individual [Products](#) may be disabled from finance if necessary.

Minimum order values, etc., are managed via [Site Settings](#).

## Supported Integrations

The logo for Novuna, featuring the word "Novuna" in a white, sans-serif font with a registered trademark symbol (®) to the upper right of the 'a'. The text is centered on a solid purple rectangular background.

Novuna<sup>®</sup>

# Google

## Google Adwords

Managed via [Site Settings](#).

## Google Analytics

Managed via [Site Settings](#).

## Google Maps API

Managed via [Site Settings](#).

## Google Shopping

Your Google Shopping feed will be available via the [Integrations](#) section.

You may either download this file for manual upload, or enter a URL for live product/local inventory feeds.

[Categories](#) must be mapped to Google Shopping categories for this feed to function.

Products within Categories mapped to Google Shopping categories will be output in this file.

Manage Google Shopping information per [Product](#).

# Integrations

[Google Shopping](#) [Affiliate Feed](#) [Sitemap](#) [eBay](#) [Instagram](#) [StoreFeeder](#)

## Google Shopping

↓ [Download Google Shopping XML file](#) (right click and 'save target as').

URL for live product feed: <https://ixo.iconography.co.uk/feeds/google.xml>


URL for local inventory feed: <https://ixo.iconography.co.uk/feeds/google-inventory.xml>

## Google Store Reviews

Support has been added for Google Store Reviews.

To function, reviews must be enabled with your Merchant Centre account, and you must enter your Merchant Id in Site Settings.

This will add a floating, expandable, review widget to your website:

 **Store quality**  
by Google

These scores show how this store stacks up against other stores for things like shipping speed and return policies.

Shipping	● Great
Returns	● Good
14-day returns for most items	
Competitive pricing	● Great
Payment options	● Exceptional
PayPal, Apple Pay <a href="#">+ 1 more</a>	
Website quality	● Exceptional

[More about this store](#)

In addition, successful orders will be sent to Merchant Centre for automated follow up.

## Google Tag Manager

Managed via [Site Settings](#).



# Instagram

The Instagram integration allows for an Instagram image feed.

To reauthorise your account use the [Integrations](#) section of the CMS.

## Integrations

Google Shopping	Affiliate Feed	Sitemap	eBay	Instagram	StoreFeeder
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### Instagram Image Feed

✔ Your Instagram account [iconographyltd](#) is connected!

Reauthorize

# Sitemap

Your Sitemap will be available via the [Integrations](#) section.

You may either download this file for manual upload, or enter a URL for a live feed.

## Integrations

Google Shopping

Affiliate Feed

Sitemap

eBay

Instagram

StoreFeeder

### Sitemap

↓ [Download sitemap XML file](#) (right click and 'save target as').

URL for live feed: <https://ixo.iconography.co.uk/feeds/sitemap.xml>

# Staingard

Orders will be submitted directly to Staingard via their API (as per documentation 'Staingard Warranty System API Documentation v1'). The whole order will be submitted once the first item on that sales order has been marked as delivered.

The warranty number will be returned via the API; this will be recorded as a note against the sales order.

It will not be possible to further update or cancel a warranty via the API.

Where an order upload fails, that Sales Order will be marked as 'Awaiting Action'.

# StoreFeeder

StoreFeeder is a third party plug in that allows for the download of Sales Orders from multiple marketplaces.

## How it works

All listings must be created directly within the marketplace - there is no automated listing creation available via this service.

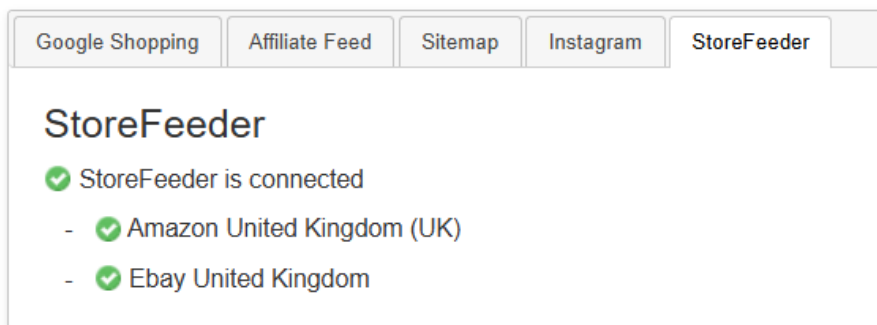
IXO Commerce will import all Sales Orders from linked 3rd party marketplaces, and push updates when those Sales Orders are despatched.

IXO Commerce will push pricing and stock updates to existing listings.

## Status

The current status of the StoreFeeder link is visible within the [Integrations](#) section.

### Integrations



The screenshot shows a navigation bar with tabs for Google Shopping, Affiliate Feed, Sitemap, Instagram, and StoreFeeder. The StoreFeeder tab is selected, displaying the following information:

- StoreFeeder**
- ✔ StoreFeeder is connected
  - ✔ Amazon United Kingdom (UK)
  - ✔ Ebay United Kingdom

Integrated Marketplaces

amazon

ebay

TikTok

Etsy

NET ON  
THE HIGH ST.

OnBuy.com

The Range

ManoMano

TESCO  
Marketplace.

B&Q

Debenhams

MIRAKL

TEMU

Carrefour

catch.com.au

COOLSHOP

DECATHLON

frugo

GAME

MOUNTAIN  
WAREHOUSE

SEPHORA

# Xero

The scheduler calls the following functions, in this order:

## **getItems**

Gets default cost price of all items in Xero

## **getOrdersForXero**

Get all orders from IXO that haven't been acknowledged already, excluding draft, abandoned, cancelled or quotes.

Creates the customer as a contact in Xero if it doesn't already exist.

Ensures all sold products exist in Xero. Adds them if not.

Posts an invoice to Xero as "draft" status

## **getReturnsForXero**

Gets all returned items that haven't been acknowledged already.

Ensure the customer exists in Xero. Adds one if not.

Creates Credit Note in Xero as "draft" status

## **getPurchaseOrdersForXero**

Gets all submitted purchase orders that haven't been acknowledged.

Ensures supplier exists as a contact. Adds one if not.

Ensures all products exist as items in Xero.

Creates a Purchase Order in Xero.

Purchase Order lines will inherit the IXO Commerce Nominal Code as the Xero Account Code

## **getUnpaidInvoices**

Gets a list of unpaid invoices from Xero.

Compares payments in IXO against the Sales Order ID.

Creates a payment in Xero if one exists.

## **getUnpaidCreditNotes**

Gets a list of unpaid credit notes from Xero.

Compares refunds in IXO against the Sales Order ID.

Creates a payment in Xero if one exists.

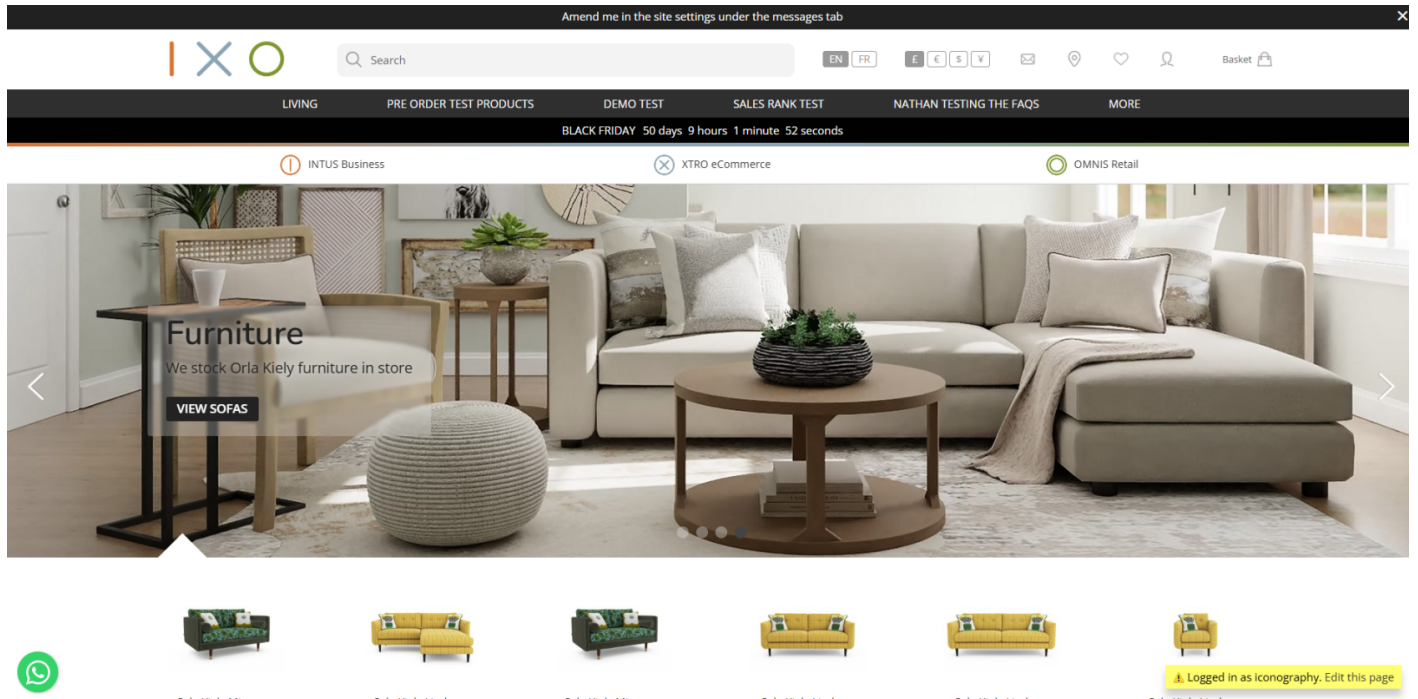
# Configs

All Sales Order invoices can either be created as draft invoices, or as authorised.

There is a config that will change this. If created as draft invoices, they can be automatically updates to 'authorised' once all non cancelled lines on a Sales Order are marked as completed.

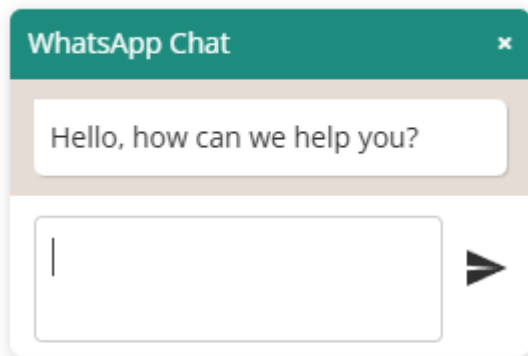
# Whatsapp

If a WhatsApp social media Phone number has been entered in Site Settings, a pop up will display on the website.



## Behaviour

On mouseover (or tap for touchscreen devices), this will open as below.



The customer will then be able to enter a message. When sent it will either:

- open the Whatsapp app on their device (if available)
- open Whatsapp for web

# Customisation

It is possible to amend the colour of:

- Title
- Title background
- Message
- Button image
- Position (left and right)