

# 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

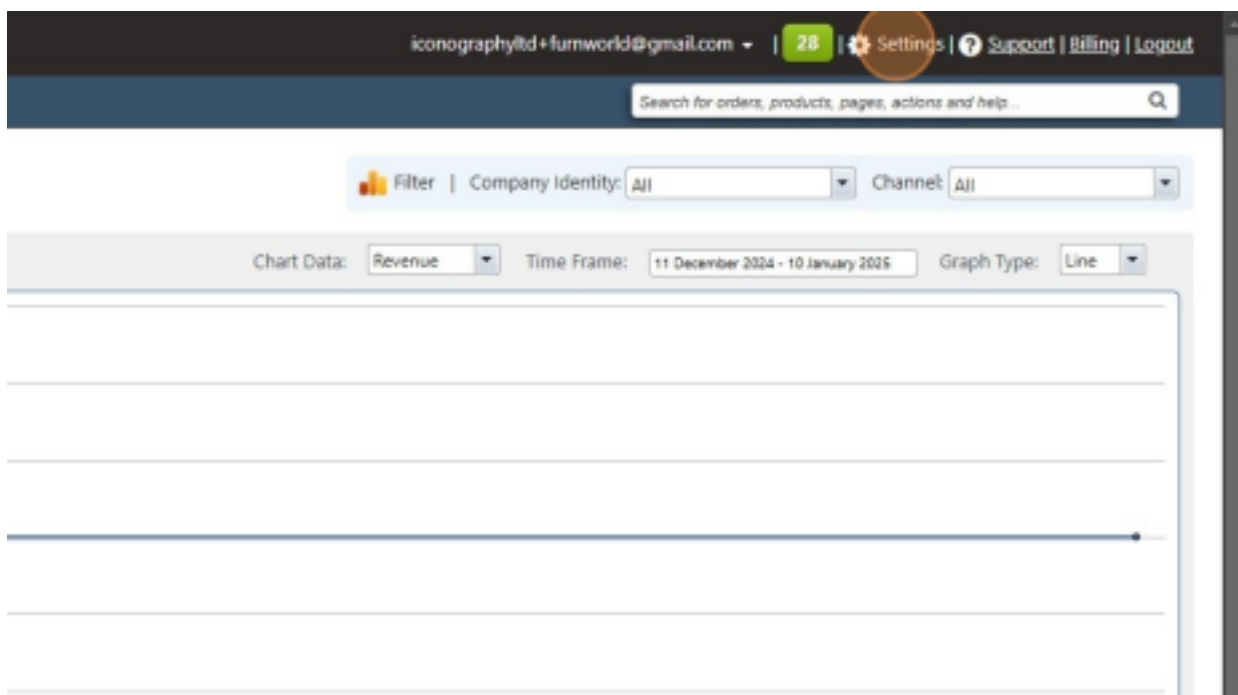


# Integration

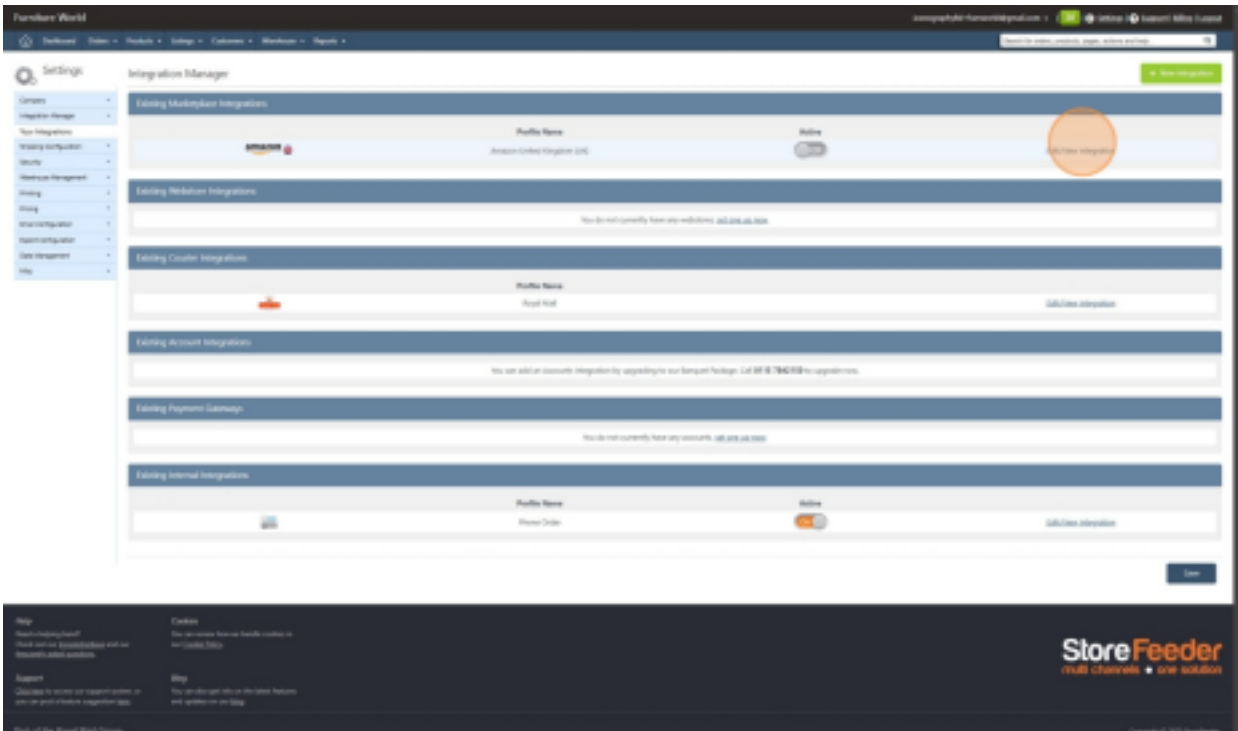
Check your emails for a email from "support@storefeeder.com" with the subject "StoreFeeder Account Creation" select Activate Account and enter a password.

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

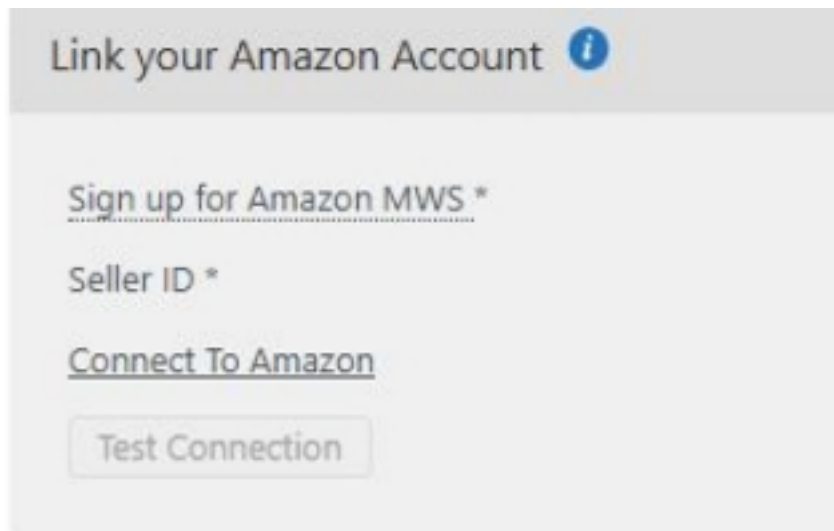
2 Click "Settings"



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?

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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 is subject to StoreFeeder's own Terms of Use and Privacy Notice. Information with other parties or applications. For more information, please refer to Terms of Use or Privacy Notice. You can review and change your authorizations at any time from your account.

I 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](#)

[Test Connection](#) ❌ 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 Off Off Fulfillment by Amazon

Off Automatically retry Match

Revision #2

Created 3 April 2025 10:24:22 by Mike

Updated 23 June 2026 16:26:56 by Mike