

# How to create an OTTO merchant account and unlock products

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## FAQ-Artikel-Ausdruck

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### Schlüsselwörter

OTTO account registration credentials api

### Frage (öffentlich)

How can I get activated as a merchant for selling on the OTTO marketplace?

### Lösung (öffentlich)

To be able to sell as a merchant on the OTTO Marketplace, follow the steps below:

#### 1) Merchant registration

If you would like to register as a new merchant on the OTTO marketplace, follow the registration steps provided by OTTO at <https://www.otto.market/en/howitworks/registration.html>

#### 2) Getting to know the marketplace

After registration, you will first be assigned a restriction. This means: Products that you list in the marketplace backend (OTTO Partner Connect) are not visible to end customers. OTTO wants you to be able to familiarize yourself with the marketplace interface. For example, you can list products and see how they are displayed in the marketplace.

#### 3) Remove restriction

To start selling on OTTO, the above restriction must be removed. You can find detailed instructions on how to do this at <https://account.otto.market/s/article/Vorbereitungen-Livegang>. To access this link, you must be logged in to your merchant account.

Short summary of the steps to remove the restriction:

A. Create a customer account in addition to your OTTO seller account (background: you need to trigger a test order).

B. Create a product with stock in the OTTO backend.

C. Due to the restriction, the created product is not visible on the OTTO marketplace. However, you will find a direct link (deep link) to the created product in the OTTO backend. Open this link.

D. Order the product from your customer account created under A.

#### 4) Confirmation of understanding the ordering process

Before your products can go live, OTTO needs a "Confirmation of technical understanding of the order process" from you. To do this, you must open a new support ticket under the following link in the OTTO backend: <https://account.otto.market/s/ticketanlegen>

Now write the confirmation text. You can use and individualize the following sample text for this purpose:

"Dear OTTO Team, I would like to go live with my products and hereby confirm that I have read the PDF file "Shipment Request" and understood the ordering process. Kind regards XY"

#### Important notes:

- The process described above for unlocking products may be changed by OTTO at any time. The latest information on this can be found by logging into your OTTO merchant account and accessing the following link: <https://account.otto.market/s/article/Vorbereitungen-Livegang>

- Products uploaded by magnalister will not be displayed on the OTTO Marketplace until you have removed the restriction described above.