

# Newegg Seller Success Guide

Get to your first sale faster with this step-by-step guide and tips. Learn what it takes to set yourself up for growth and success on Newegg.



Haven't signed up as a seller yet?

[Sign up](#)

# Contents

Click each title to jump directly to each section:

<a href="#"><u>Sign up as an Elite Seller</u></a>	3
<a href="#"><u>Upload and optimize your product listings</u></a>	4
<a href="#"><u>Enroll in Shipped by Newegg (SBN)</u></a>	6
<a href="#"><u>Engage customers with promotions, campaigns, and ads</u></a>	7
<a href="#"><u>Act on account health, reviews, and analytics</u></a>	9
<a href="#"><u>Deploy pricing strategies and safeguards</u></a>	11
<a href="#"><u>Any other questions?</u></a>	12

# Step 1: Sign up as an Elite Seller

Newegg offers three membership levels that offer you the option to sell a few or several thousand items. When you first sign up with Newegg Marketplace, your membership will default to Non-Elite. You can upgrade at any time to either Professional or Enterprise, both of which provide more access to tools, functions, and discounts.

Enterprise \$99.95 / Month	Professional \$49.95 / Month	Non-Elite \$0.99 / Unique Item Sold
Select Enterprise Tier	Select Professional Tier	Select Non-Elite Tier
Seller Portal?	Seller Portal?	Seller Portal?
Datafeed ?	Datafeed ?	Datafeed ?
On-Site Promotions?	On-Site Promotions?	On-Site Promotions?
Fee per Unique SKU Sold per Month Waived	Fee per Unique SKU Sold per Month Waived	API(Limited)?
<b>NEW!</b> A+ Content?	<b>NEW!</b> A+ Content?	Sales and Traffic Report(Limited)?
API	API	<b>Up to 100</b> Item Listings
Sales and Traffic Report?	Sales and Traffic Report?	
Premium Seller Store?	Premium Seller Store?	
Curated Marketing Programs?	Curated Marketing Programs?	
Personalized Post-Purchase Email?	<b>5% Discount</b> Shipped by Newegg Fulfillment?	
<b>8% Discount</b> Shipped by Newegg Fulfillment?	<b>5% Discount</b> Newegg Shipping Label Service?	
<b>8% Discount</b> Newegg Shipping Label Service?	<b>UPGRADED</b> <b>Up to 6,000</b> Item Listings	
<b>UPGRADED</b> <b>Up to 12,000</b> Item Listings	Select Professional Tier	Select Non-Elite Tier

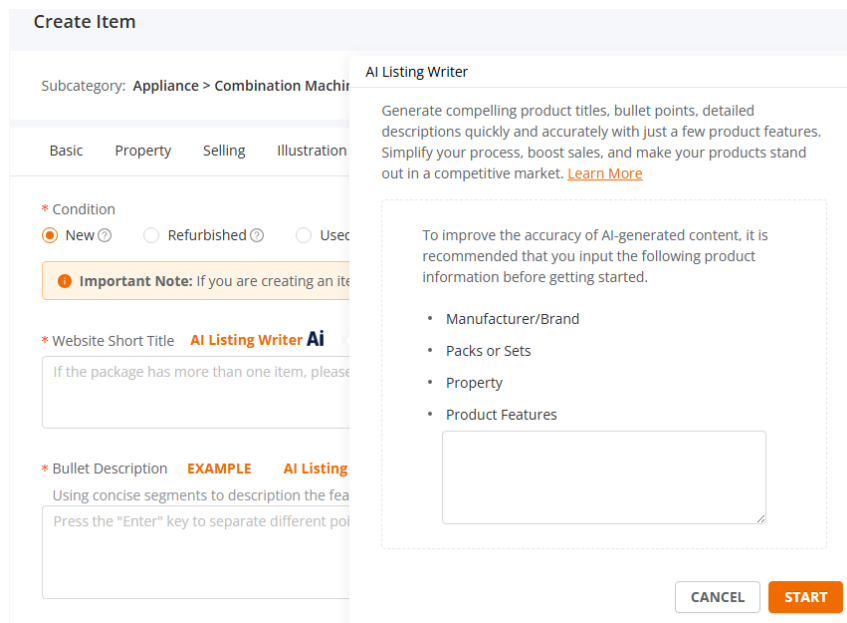
For more info, visit [Elite Seller – Newegg Marketplace](#) and [Elite Seller Program - Newegg Marketplace Seller Academy](#).

# Step 2: Upload and optimize your product listings

You need to create product listings to sell on Newegg. You can create either [new listings](#) (if you are the first to sell) or [existing listings](#) (if other sellers already sell the same item on Newegg).

## AI Listing Writer

To save time, you can use our AI Listing Writer to recommend and generate info such as categories, titles, descriptions, and more. You will need info on the required fields (\*) but we recommend you fill out as many fields as you can, as this contributes to your customers' experience and product visibility.



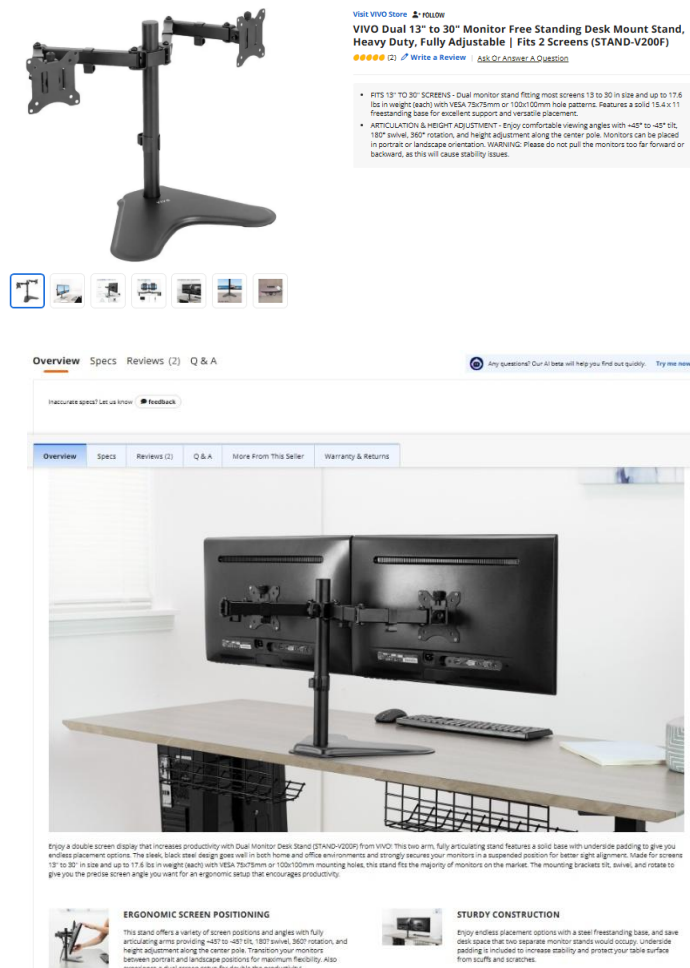
The screenshot shows the 'Create Item' form in the Newegg seller interface. The 'Subcategory' is set to 'Appliance > Combination Machine'. The 'Basic' tab is selected. The 'Condition' field has radio buttons for 'New' (selected), 'Refurbished', and 'Used'. An 'Important Note' states: 'If you are creating an item, please use the AI Listing Writer to generate compelling product titles, bullet points, and detailed descriptions quickly and accurately with just a few product features. Simplify your process, boost sales, and make your products stand out in a competitive market. [Learn More](#)'. The 'Website Short Title' field is labeled 'AI Listing Writer AI' and has a placeholder: 'If the package has more than one item, please...'. The 'Bullet Description' field is labeled 'EXAMPLE AI Listing' and has a placeholder: 'Using concise segments to description the fea... Press the "Enter" key to separate different poi...'. The 'AI Listing Writer' modal is open, showing instructions: 'Generate compelling product titles, bullet points, detailed descriptions quickly and accurately with just a few product features. Simplify your process, boost sales, and make your products stand out in a competitive market. [Learn More](#)'. It also lists recommended input fields: 'Manufacturer/Brand', 'Packs or Sets', 'Property', and 'Product Features'. At the bottom of the modal are 'CANCEL' and 'START' buttons.

If you have a lot of items or are integrating your products/store, please refer to:

- [Batch Item Creation/Update](#)
- [Integration Partners](#) and [Newegg Marketplace API – Newegg Developer Portal](#)
- [SellingPilot | AI-Powered ERP for North America Ecommerce - All-in-One Solution](#)

## A+ Content

Along with product attributes, we recommend you create [A+ Content](#) for your listings. Product pages with A+ Content are shown to have more page views, and higher conversion than those without, leading to greater sales and customer experience.



## Brand Authorizations

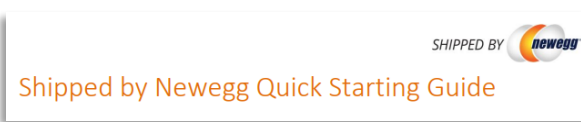
If you sell branded items or are a brand owner, we also recommend you sign up for [brand authorization](#) to sell your items effortlessly. Brand owners and manufacturers that are eligible can also syndicate reviews on Newegg.

For more info about Items, please visit [Items - Newegg Marketplace Seller Academy](#).

## Step 3: Enroll in Shipped by Newegg

[Shipped By Newegg \(SBN\)](#) is Newegg's fulfillment program where we store, pick, pack, ship, handle returns and exchanges, and offer 24/7 customer service. You can increase your customer reach and save time and costs through SBN, and we ship 99.6% of SBN orders within 24 hours.

**Get Started with SBN with these guides:**



[Download](#)



[Download](#)

### SBN Alternative: Shipping Label Service

If you already have a functional in-house logistics team or have products that require special packing and shipping handling, consider our alternative, cost-effective [Shipping Label Service](#). We provide a print-ready shipping label at a discounted rate, and you then attach the label to your package and ship it.

**Get Started with Shipping Label Service with this guide:**



[Download](#)

**Professional and Enterprise sellers also receive discounts for using SBN and Shipping Label Service!**

# Step 4: Engage customers with promotions, campaigns, and ads

Newegg offers various marketing vehicles to help increase your products' visibility:

## Promotions

You can access Newegg's various promotion options such as setting up product discounts, promotion codes, and pre-orders. These all provide ways to capture customer interest to get you closer to your first sale.

The screenshot displays the Newegg Marketing Tools interface, which is organized into a grid of promotional options. Each option includes a thumbnail image, a title, a brief description, and buttons for 'Create' and 'Manage'. A 'Learn More' link is also present for each option.


- Product Discount:** Set daily discounts with control over the discount amount and duration. Includes a thumbnail showing a product with a discount tag.
- Promotion Code:** Create a promo code to offer item-based discounts or free shipping. Includes a thumbnail showing a promo code.
- Pre-order:** Release new products with pre-order campaigns designed to capture interest before an item is released to the general public. Includes a thumbnail showing a pre-order campaign.
- Make an Offer:** Manage a list of items you'll allow customers to submit offers to, which you can also review and make a counter offer to. Includes a thumbnail showing an offer.
- Newegg Campaigns:** Register your items to upcoming marketing campaign to generate interest and boost sales. Includes a thumbnail showing a campaign.
- Free Gift:** Pair items with a free digital or physical gift with a qualifying purchase. Includes a thumbnail showing a free gift.
- Combo:** Create product combos for compelling deals that attract more customers and maximize sales. Includes a thumbnail showing a product combo.

For more info about promotions, visit [Marketing Tools - Newegg Marketplace Seller Academy](#).


## Marketing Campaigns

You can [submit items to Newegg marketing campaigns](#) that appear on Newegg's website pages. A type of promotion, campaigns vary in duration, product criteria, and theme, and you can view how your campaign items perform.

**Upcoming Marketing Campaigns** [See All](#)

**PRIMARY SALE**

**WK49 12/3-12/7 Cyber Week**  
Campaign Duration: 12/03/2025 - 12/07/2025  
Submission Due Date: 11/17/2025 11:59 PM PT  
[Register](#)  
Registration ends in 11 hour(s)

**PRIMARY SALE**

**WK49 12/8-12/14 DEALCEMBER: Stockings Full Of Tech**  
Campaign Duration: 12/08/2025 - 12/14/2025  
Submission Due Date: 11/24/2025 11:59 PM PT  
[Register](#)  
Registration ends in 8 day(s)

## Sponsored Product Ads (SPA)

In addition to site-wide marketing campaigns, you can also [create Sponsored Product Ads](#) that promote your listings more prominently on search result pages. SPAs use keyword targeting to match a customer's search within the relevant sponsored product listings and help drive increased visibility for high-intent searches to enhance conversion.

**All Campaigns** BETA Available Credit: \$ 0.00 [CREATE REPORT](#) [KEY](#)

[Learn About Sponsored Ads](#)

**Filters** Campaign Type: All Active Status: All Date Range: Today [?](#)

[CREATE CAMPAIGN](#) [Enroll Offsite Ads](#) [UNPIN COLUMNS](#) [Columns](#)




**Barebone PCs** [Today's Best Deals](#) [Email Deals](#) [Back to the Office](#) [Work from Home Site](#) [Our Response to COVID-19](#) [Build a PC](#)

[Home](#) > [Search Results: "barebone pc"](#)


**"BAREBONE PC"**


**Ship From Country**  
**Seller**  
☐ Newegg (52)  
☐ HUSH Computer (210)  
☐ PC Store (108)  
☐ Elk Store (103)  
☐ NothingButAn... (77)  
☐ Technology Galaxy (89)  
[SHOW MORE](#)


**Department**  
☐ Any Category  
☐ Barebone PCs (374)  
☐ Barebone / Mini Computers  
☐ Mini-PC Barebone (993)  
☐ Desktop Computers

**You May Also Be Interested In:** "build your own pc", "barebones pc", "barebones desktop"  
 **ASRock DESKMINI A300W AMD Socket AM4 AMD A300 1 x HDMI Barebone System** [View Details](#)  
 **ASRock Forge - Intel B-960K - ASRock Z390 Phantom Gaming 45AC - Gamulus ARGUS...** [View Details](#)  
 **Intel NUC (Next Unit of Computing) BOXNUC8BEK Black Mini / Booksize Barebo...** [View Details](#)

**Sold By:** ☒ Newegg ☐ All Sellers ☐ Direct from Manufacturer ☐ On Sale ☐ In Stock **Sort by:** ☒ Featured name

**ASRock DESKMINI A300W AMD Socket AM4 AMD A300 1 x HDMI Barebone System** [View Details](#)

**ASRock Forge - Intel B-960K - ASRock Z390 Phantom Gaming 45AC - Gamulus ARGUS...** [View Details](#)

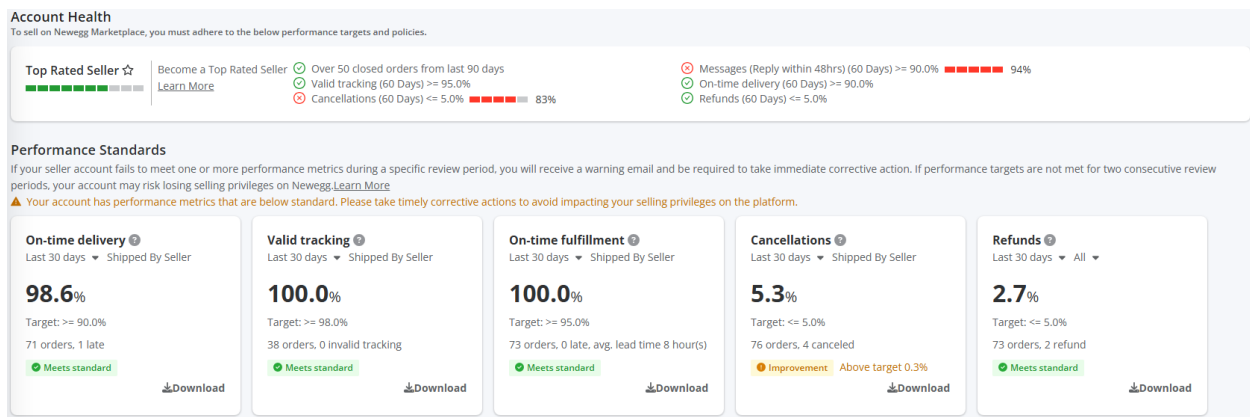
**Intel NUC (Next Unit of Computing) BOXNUC8BEK Black Mini / Booksize Barebone System** [View Details](#)



# Step 5: Act on account health, reviews, and analytics

## Account Health

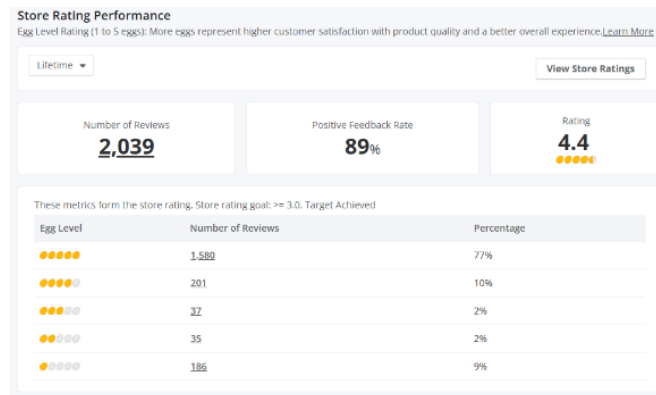
To maintain good performance on Newegg, your seller performance will be reviewed monthly. Your store's health includes metrics such as on-time delivery, valid tracking, on-time fulfillment, cancellations, and on-time message responses. Improving your account's health can also help increase customer satisfaction.



For more info on Account Health and criteria, visit [View Seller Account Health Dashboard - Newegg Marketplace Seller Academy](#).

## Reviews

You can monitor and interact with customer reviews for your store. Your Store Rating Performance (access [here](#)) includes your overall store Egg Level Rating (1 to 5 eggs), number of reviews, and positive feedback rates. Addressing reviews can help increase your store's trust, credibility, and identify feedback on items, order, and shipping.



Reviews Home Account Health Reviews

NE Item:  Order ID:  Date: All SEARCH

	30 Days	60 Days	90 Days	180 Days	365 Days	All
Average	★★★★ (5.0 eggs)	★★★★ (5.0 eggs)	★★★★ (5.0 eggs)	★★★★ (5.0 eggs)	★★★★ (4.9 eggs)	★★★★ (4.4 eggs)
Total	1	4	4	14	10	33
5 Eggs - Excellent	1	4	4	10	10	39
4 Eggs - Good	-	-	-	-	1	1
3 Eggs - Average	-	-	-	-	-	2
2 Eggs - Poor	-	-	-	-	-	2
1 Egg - Very Poor	-	-	-	-	-	2

**View Rating Detail**

Date	Eggs	Comments	Action	Order ID	Customer
11/13/2025	★★★★ (5.0 eggs)	Would do business with these guys any day of the week. Unfortunately, the product I ordered turned out to be incompatible with my setup. Only gives 140 days back in the RMA that was to be emailed. Got full refund, and in a timely fashion. Decent.	<a href="#">RESPOND</a>	580331-09	Anonymous

## Analytics

You can view dashboards and reports related to sales, marketing, traffic, items, inventory, void orders, and returns. Many of these have filters by date, item, category/subcategory, and region. Use Analytics to evaluate which of your items do well in sales and visibility on Newegg.

## BONUS: Selling Advisor

Selling Advisor provides recommendations in areas such as Inventory Forecast, Suggested Pricing, Recommended Items, and Brand Analytics. Recommended Items, for instance, is a great tool to refer to when you are considering which new SKUs to add to your store.

# Step 6: Deploy pricing strategies and safeguards

It is important to make sure your items are competitively priced. While you can manually change prices and conduct your own pricing research, it can be time-consuming and more error prone. Consider the following features that lead to faster updates, less manual research, and fewer errors:

## Automate Pricing

Enable your item prices to automatically adjust to a repricing formula setup. You can set this up to price compare between multiple sites and set up strategies based on buy box and external price. Moreover, you can set how much you want to beat pricing by in terms of percentage or USD.

For more info on Automate Pricing, visit [Automate Pricing - Newegg Marketplace Seller Academy](#).

## Pricing Safeguards

To avoid costly pricing errors that can lead to revenue loss, you should set pricing safeguards, either on an item level or account level. Item level safeguards take higher priority over account level safeguards.

For more info on Pricing Safeguards, visit the following:

- [Item Safeguard Setting - Newegg Marketplace Seller Academy](#)
- [Batch Item Price Safeguard - Newegg Marketplace Seller Academy](#)
- [Account Safeguard Setting - Newegg Marketplace Seller Academy](#)



## **Any other questions?**

Visit Newegg's [Seller Academy](#)

Contact [MarketplaceSupport@newegg.com](mailto:MarketplaceSupport@newegg.com) or your Account Manager