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Market Segments

Jennifer S - 2019-03-18 - in ESP Updates

Previously, if as a supplier, you wanted to list products for both the US and Canadian Markets a second ASI membership was required. We have introduced the Market Segment which eliminates the need for multiple memberships.

You now can purchase multiple market segments under one ASI number. Based on the Market Segment(s) you purchase, a market segment can be added to each of your products so that buyers know where the product can be shipped to.

On the Basic Details tab, there will be a drop down list which will include all market segments you have purchased. This is a required field. Click the dropdown list and check the market segments where the product can be shipped.

A screenshot of a web interface showing a navigation bar with four tabs: 'Basic Details' (selected), 'Attributes', 'Imprinting', and 'Pricing'. Below the navigation bar, there is a form section titled 'Product Details'. Within this section, there is a label 'Countries you ship to (Market Segments):' followed by a dropdown menu. The dropdown menu is open, showing a list of options: 'Canada, USA' (the current selection), 'Canada' (checked), and 'USA' (checked).

Note: This is a required field. While the product can be Saved; it cannot be Made Active without choosing a Market Segment.