

Merchant Score System Breakdown

Scoring Breakdown:

| Grade | Overall Score (Points) |
|------------------|-------------------------------|
| All-Star | 15–17 |
| Good | 11–14 |
| Some Concerns | 7–10 |
| Needs Evaluation | 6 & Below |

How the score is calculated:

Your TpO (Tickets per Orders) is determined by the total number of customer inquiries we receive for your products within a given category (Tracking, Defects, etc.) compared to the overall number of orders you sold in a given month. For example, a rate of less than 1% of tickets per order related to tracking in the month of June would give your account 7/7 possible points in the Tracking category.

| Physical | TpO* | Weight |
|-----------------|-------------|---------------|
| Tracking | | |
| | < 1% | 7 |
| | 1–2% | 4 |
| | 2–2.5% | 2 |
| | > 2.5% | 0 |
| Defects | | |

| | | |
|--|---------------|-----------|
| | < 0.5% | 3 |
| | 0.5%–1% | 1 |
| | > 1% | 0 |
| Customer Escalation // Non-Responsive | | |
| | < 0.25% | 2 |
| | > 0.25% | 1 |
| Average Product Rating | Rating | |
| | > 3.5 | 5 |
| | 3–3.5 | 3 |
| | 2–3 | 1 |
| | < 2 | 0 |
| Total Points Possible | | 17 |

*TpO: Tickets per Orders (%)

Performance Goals:

For information on what steps you can take to improve, see the full breakdown of each score metric and its respective performance goal below.

| Metric | Definition | Goal | Best Practices |
|---------------------------------------|--|-------------------|--|
| Overall Performance | Overall Scorecard Health | 0% TpO | |
| Late Orders | Tracking information must be uploaded within the maximum number of business days after a Purchaser's Order Date. Please reference the corresponding Promotional Agreement. | < 2% | Tracking information will not be processed unless you are using a supported shipping carrier and inputting details in the proper format. Please reference the Partner Portal FAQ for an overview of the StackCommerce fulfillment process. |
| Tracking Movement On-Time Rate | Product(s) must be shipped within 24 hours once tracking is uploaded and must show consistent movement. | < 2% | It's important to your customers that their orders are handled with urgency and transparency. If your carrier is consistently causing delayed shipments or failing to properly update tracking information, reach out to them for a solution or switch to a more reliable carrier. |
| Wrong Tracking Number Uploaded | Each tracking number must correctly reflect shipping details of the order shipped. | 0% | Accurate and valid tracking is required. Please make sure each order has the correct tracking information prior to uploading. |
| Order Transit Ship Time | The average time elapsed between the purchase order date and the date that the | < 5 Business Days | If your orders are arriving late, then consider changing carriers, utilizing a different fulfillment center, or shipping orders at a higher priority level. If the tracking number does not |

| | | | |
|--|--|-------------------|--|
| | order tracking number is uploaded. | | show movement within 5 business days of tracking being uploaded, StackCommerce will issue refunds. |
| Customer Escalation On-Time Response Rate | The rate at which tickets and messages created by our customer support team receive a response. | < 2 Business Days | You must respond to all customer support emails and messages within 2 business days. Check your emails daily to avoid failing to meet this standard. Please reach out to your Vendor Success team for an overview of handling customer tickets. |
| Cancellation Rate | The rate at which order units are placed then canceled by the merchant prior to tracking upload. Customer refunded due to vendor-faulted reasons (including but not limited to late, lost-in-transit). | < 0.5% | <p>If you are issuing cancellations due to stock shortages, please email our Vendor Success team and your Account Manager to avoid negatively impacting your metrics. Please advise your Account Manager prior to launching in regards to any inventory issues so the promotion is launched with a conservative estimated Start Date.</p> <p>This metric excludes orders canceled by StackCommerce due to Customer Fraud and cancellations initiated by customers prior to being uploaded into the partner portal.</p> |
| Product Quality // Return Rate | The rate at which successfully placed order units are returned/refunded after tracking has been uploaded. Customer | < 0.5% | Your customers should always know exactly what they're purchasing. Your listings must provide detailed, accurate descriptions. Include references such as model numbers and measurement-based sizing charts when applicable. Run routine quality |

| | | | |
|-------------------------------|--|--------|--|
| | returns due to vendor-faulted reasons (including but not limited to received damaged, defective, not as advertised). | | control checks on your inventory. Improve packaging if items are being damaged in transit. |
| Overall Product Rating | The overall Product Rating of customers who purchased your product(s). | > 3.5 | Customer Product Rating will only be considered once customers' orders have been fully received. Ratings will be available 6–8 weeks from the date an order is placed. |
| Delivery Time Accuracy | The rate of units delivered within 14 calendar days of the agreed-upon delivery time from the time an order is placed. | < 2.0% | If your orders are arriving late, then consider changing carriers, utilizing a different fulfillment center, or shipping orders at a higher priority level. Discuss any delays or expected delays with your Account Manager prior to the start of a promotion to avoid chargeback penalties. |