

September 2025 features update

Ticketing trial

We're trialling a ticketing solution to help us keep on top of the requests we receive.

If you want to request a change to your configuration or have a fault to report the new email address is team@surfseller.com.



eBay automated pricing beta

The initial release of our eBay price matching is now available. Price matching on eBay is in it's infancy and is nowhere near as dynamic as Amazon. Also the eBay product catalogue is not as strictly enforced, so the results are less predictable matching on the ePID, however as time goes on it's anticipated eBay will become more like to Amazon.

This feature may or may not suit your products or goals, so you're invited to try it out.

Automated price plans are set up much like one for Amazon with price matching to all, business and/or "top rated" sellers.

When creating an automated price plan choose new eBay plan and set up as desired.

A screenshot of the configuration interface for an automated price plan. On the left, there are two buttons: 'New Amazon plan' and 'New eBay plan', with the latter highlighted by a green box. The main configuration area includes:

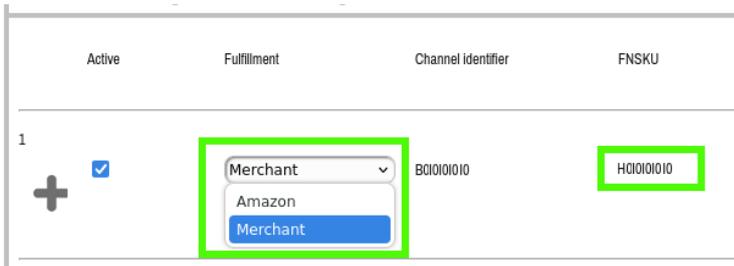
- 'Rule set C' set to 'Low price' and 'and beat by' with an empty input field.
- 'For this hour (UK time)' with a grid of dropdown menus for hours 00-06.
- 'Mon-Fri rule set' and 'Weekend rule set' each with a row of seven dropdown menus.
- 'Competition selection' section with two checkboxes: 'Only business' and 'Only "Top Rated"', both highlighted by a green box.
- 'Postage rule' section with two radio buttons: 'Match price only' (selected) and 'Match on total price including postage'.
- 'Cannot price match: Constrained by minimum price' section with a radio button for 'Use minimum price'.

Product Catalogue

Amazon identifier behaviour

The behaviour of the ASIN lines in identifier/categories has been changed to better support FBA and in line with the latest Amazon API.

If FBA is configured for your SurfSeller account you may switch a SKU between Merchant fulfilled and FBA. SurfSeller will fetch the FNSKU from Amazon once its set up.



Additionally, when an ASIN line is made inactive, the listing stock is set to zero, but a placeholder is left in Amazon Seller Central. Only if the ASIN line is deleted or if the whole channel is made inactive is the listing completely removed.

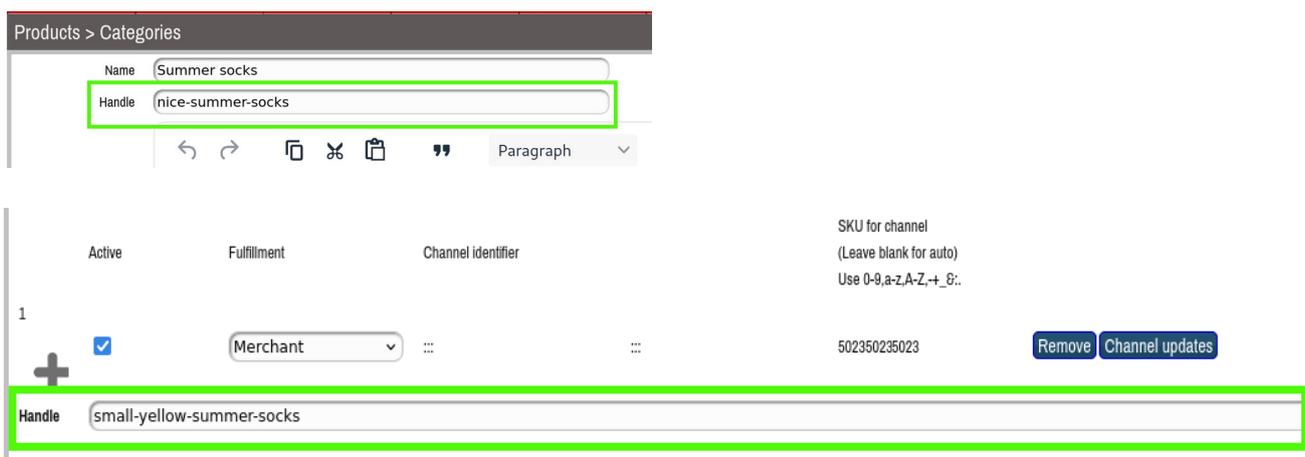
Free products

There may be a need to offer free products on your website, so SurfSeller now allows the price to be zero and to help avoid mistakes an "Allow zero price" option has been added. This is available for Magento, Shopify and Woo-commerce.



Handles

Some website platforms support handles, so SurfSeller can now store these for product categories and channel identifiers. It's anticipated we'll use these in a future release to enable control over these values.



Sales

Sold orders list

In the order list in "Sales" > "Sold" or search results the order tags are now shown next to the order number. This includes both system and customer defined tags.

  25/09/2025 11:25	<u>777777</u>	<u>360-2360360-3600360</u> 5888888888888888 High value Suspicious Refunded	Nik
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Report download

The download report now includes Dropship and B2B indicators. The buyer name has been removed to reduce the risk of leaking Personally identifiable information.



For LiveShip customers we've also added some new features.

Suppliers

It's now possible to add account number, email address and website for suppliers.

Reference	ACME01
Short name	ACME
Account number	8273645
Legal name	ACME South plc
Address	The Hilltop
Town/City	St Ouen
Postcode	JE99 1AA
Country	jersey
Phone	01534 123456
email	sales@amce-south-plc.com
Back	

Purchase orders

A new method of purchase order receipt is available. This introduces the concept of a storage bin being associated with a product and works with scanned receipt. The new option is selected in "Settings" > "Merchants" and is "Scan product barcode, use default bins".

Basic

Name: Super Seller

Full name: Super Seller International

Goods in

PO receipt method: Scan product barcode, use default bins

Goods out

Maximum batch size:

Use smart instead of sequential pick

Use bulk document despatch instead of scanned

Save

SKU	Supplier code	Description	Supplier SKU	PO Qty	Previous Qty	This Qty	
50000000	015015		015015	6	6		B8-2 G0657
50000000	015018		015018	12	12		B8-2 E0655
50000000	015021		015021	6	6		B8-2 F0656

The bin can be changed up the point of (Update stock) and is remembered, so it becomes the default for the product. The default Bin is also updated when move stock is move between bins.

We hope you find these changes useful and thank you for using our products. We're here at care@shopcute.com.