



## Supplier Success Best Practices

We want you to succeed! Surfacing your products and solutions to customers is the first step, but here are some other ways you can help influence your success as a Marketplace supplier with Digi-Key.

### International Shipping

- Tap into the International Marketplace – Top Marketplace suppliers are each selling into 170+ countries in 11 different currencies through our site. [Learn how to participate.](#)

### Product Information

- Thorough Product Detail Pages – The first impression a customer gets from your product is through the product detail page. Make sure you have good photos, full parametric data, and provide technical documentation to encourage that customer to purchase. As a reference, here is a [video](#) around providing detailed parametric data. Updates for products already on the site can be sent to us at [suppliersuccess@digkey.com](mailto:suppliersuccess@digkey.com)
- Up to date Inventory – We strongly encourage daily inventory updates and showing your full available quantity on the site. [Learn how to adjust your offers](#) Top suppliers by order volume almost all utilize API functionality to streamline their processes, [learn more here](#).
- Increase Offerings – If you have it on the shelf let's add it! You can grab a current upload template from the [documents section](#) of the myDKstore.com page.
- Offer Tiered Pricing - Encourage volume purchasing by offering tiered pricing for your products. We strongly recommend offering at least 4 price breaks. [Learn how to adjust your offers](#)

### Shipping

- Decrease Lead Time to Ship – Many customers are looking for product that ships quickly. Reducing your lead time and processing time can help bring in more orders. [Learn how to adjust your offers](#)
- Offer Free Shipping - There is a direct correlation between cart conversions and free shipping. Many suppliers have amortized their shipping costs into the unit price in order to advertise free shipping. Shipping set up guide can be found [here](#).

### Marketing

- Utilize Your Marketing Center – This is your sandbox to host relevant resources to aide customers in the purchasing decision. You can also promote specific SKUs or series of products with featured product section. [This will get you started.](#)