

Store Best Practices Playbook

A guide to optimizing your account and driving sales on Best Buy Marketplace

General Account Health

- [Confirm](#) your store profile, logo, seller description, customer support contact, and main categories are complete.
- Make sure priority [Products](#) are live, visible, buyable, and mapped to the correct category.
- Complete all [Required Attributes](#) and relevant optional attributes to support search, filters, and browse placement. Review [Category-specific attributes](#) as well.
- Use clear titles, accurate descriptions, 5 strong feature bullets, and multiple high-quality images. Add manufacturer content, videos, documents, compatibility details, manuals, or warranty information where applicable per our [Product Data Standards](#).
- Confirm inventory is available for offers and listings are synced correctly.
- Compare your price, shipping costs, and fulfillment timing against similar products on Best Buy and other major marketplaces.

Reviews

- Identify products with no reviews or low review counts. Prioritize review support for your highest-potential selling SKUs.
- [Explore Options for Reviews](#) like syndication, Review Accelerator or review sampling opportunities.
- Respond to customer questions through the [Connections Program](#).

Promotions

- Align offers with Best Buy [Promotional Moments](#), category seasonality, and customer shopping windows. Revisit your promotional calendar monthly.
- Confirm promotional SKUs have strong content, competitive pricing, available inventory, and review coverage.

Note: You must be logged in to Seller Hub to view this content, or you will get an error message.

Catalog and Offer Health

- Check for sync errors, missing attributes, and products stuck in review. Ensuring your items have valid data reduces setup delays and accelerates approval.
- Products with valid data will be reviewed within 3–5 business days.
- Confirm products published in Mirakl are visible on BestBuy.com.
- The email used for your store's contact details may receive notifications to update content or change a category — please action these promptly to prevent products from being hidden from BestBuy.com.

Sponsored Products

- **My Ads** is your self-service advertising platform for Best Buy Marketplace — helping you boost product listings on BestBuy.com, reach high-intent shoppers and drive sales. [Click here](#) for information on how to get started.
- Tips for success:
 - Start with a focused group of SKUs. Advertise products that are live, buyable, competitively priced, and supported by strong content. Allow campaigns time to learn before making major changes.
 - Monitor impressions, clicks, conversion rate, spend, sales, and return on ad spend.
 - If your ads drive clicks but not sales, review the product page, price, reviews, and shipping promise before increasing bids.

Store Best Practices Playbook

Fulfilment and Shipping

- Review [Shipping Best Practices](#) and use the shortest accurate lead time to ship.
- Leverage this [Quick Start Guide](#) to optimize your settings.
- Avoid shipping ranges — the longest date in a range is reflected in the customer's promised "get it by" date.
- Confirm Mirakl business hours and cutoff times are set correctly in Central Time and ensure you're following [Fulfillment Guidelines](#).
- Reach out to Marketplace@bestbuy.com to learn about the Shipping Promise Optimization program, where Best Buy optimizes your shipping settings on your behalf for a more accurate customer "get it by" date across all of your products

Managing Returns

- Your store must follow Best Buy's return policy and offer all return methods that Best Buy supports: in-store, by mail and customer address pickup.
- Know how to [Properly Process](#) all return methods within the established SLAs.
- Submit any [Return Disputes](#) within 60 days of seller payment.

Ongoing Optimization

- Review [reporting available in the Seller Hub](#), including Featured SKU Pricing, Product Detail Page Engagement, Delivery Report, and additional reports.
- Create a weekly/monthly rhythm to refresh pricing, promotions, ads, reviews, fulfillment settings, and catalog health.
- Regularly review [Seller Quality Metrics](#) in the Mirakl dashboard to help identify and address issues before they put your store at risk of suspension.

Note: You must be logged in to Seller Hub to view this content, or you will get an error message.

Need Help? Contact Marketplace Support

- [Account Support – Partner Portal](#)
- [Payment Reconciliation – Partner Portal](#)
- [Get Help Promoting Products – Partner Portal](#)