



Cascade materials: February 2026 Best Buy Marketplace Seller Webinar
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Cascade Guide:

- **Introduction: Jonathan Greer**
 - [Click here](#) to view slides
 - Best Buy is continuing to invest heavily in Marketplace growth; sellers can optimize assortments, pricing, and operations to capture rising traffic.
 - Customer engagement with Marketplace is accelerating; sellers can prepare for increased visibility as search and promo improvements roll out.
 - Holiday trends show strong demand in CE and emerging 'surprise and delight' categories; sellers can expand into these fast-growth areas.
 - Inventory gaps across key CE categories create openings for sellers to fill customer needs.
 - Consistent growth underscores the importance of maintaining competitive offers to win customer adoption.
 - Best Buy will continue expanding tools and insights, giving sellers more visibility and support throughout FY27.

- **Assortment Focus areas: Taylor Vander Aarde**
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 - Best Buy is seeing rapid adoption of Marketplace items; sellers can unlock growth by uploading their full assortments.
 - Priority categories—small appliances, toys/accessories, outdoor cooking, tools/hardware, mini-PCs—offer strong expansion opportunities.
 - Trending categories such as wellness, gaming accessories, and seasonal décor provide diversification paths.
 - Older-generation CE products with strong content offer quick conversion opportunities once offers go live.

- Sellers can differentiate by providing competitive value options in memory/storage as component costs rise.
- Aligning with Best Buy's promo calendar helps sellers benefit from enterprise-level traffic.

- **Technical enhancements & Seller quality metrics: Zach Cohen & Michael Rozek**
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 - Seller Hub will offer clearer metrics and insights; sellers can use this data to find growth opportunities.
 - Fulfillment enhancements—granular templates, predictive delivery promises, potential carrier rates—help sellers improve on-time delivery.
 - New rich-content features like video support give sellers ways to differentiate PDPs.
 - Refurbished and hazmat programs will unlock new assortment paths for eligible sellers.
 - Best Buy Ads investments will expand placements and improve campaign performance visibility.
 - Daily monitoring of quality metrics helps sellers stay ahead of thresholds.
 - The updated 4% incident rate requires tighter operational accuracy and will go into effect 3/9.
 - Seller storefront ratings now influence Marketplace health—quick review responses improve performance.
 - Shipment reporting helps identify late-delivery risks.
 - Seller Support is available to help resolve questions before issues escalate.

- **My Ads Updates: Richard Green & Romney Allen**
 - [Click here](#) to view slides
 - Best Buy is evolving into a full-funnel retail media network; sellers can use these tools to reach high-intent CE shoppers.
 - Sponsored Products drives discoverability using CPC bidding and automated optimizations.
 - Campaigns with 12+ SKUs perform better due to optimization efficiency.
 - Review Accelerator helps sellers rapidly build review volume for new items.

- Early review momentum leads to stronger conversion and lower return rates.
 - New self-service ad formats (Brand Banners, onsite display) will expand visibility options.
 - Keyword optimization enhancements help sellers target and bid more effectively.
 - Unified permissions across Seller Hub and My Ads streamline team management.
 - Improved financial visibility makes budgeting and planning easier.
- **Returns & Disputes Process: Kellie Breyer**
 - [Click here to view slides](#)
 - Sellers can reduce risk by ensuring accurate return addresses and monitoring return flows.
 - In-store returns refund customers immediately; sellers should track associated shipping charges.
 - Mail-in returns require processing within 48 hours to avoid auto-refunds.
 - Clear documentation on non-compliant returns strengthens dispute outcomes.
 - Submitting full evidence on disputes accelerates review timelines.
- **Catalog Uploads: Sheila Umland & Courtney Wente**
 - [Click here to view slides](#)
 - New embedded-battery fields support compliance; sellers should audit current catalog entries. Products not properly updated will be blocked in California starting March 16th.
 - Best Buy's automated WERCs registration will speed up item setup by obtaining WERCs information on your behalf. Phased category approach through March; monitor for updates.
 - Ensuring your items have valid data reduces setup delays and accelerates approval.
 - Category/content corrections may occur after an item has been published—sellers should monitor for email notifications.

- **Q&A & Wrap Up: Zach Cohen & Jonathan Greer**
 - **Question 1: Where should I go if I have questions related to my account?**
 - If you have questions about your account, there are a few different ways to get support.
 - If you have a general question on the status of your account or a non-technical issue, the best place to start is to visit our seller hub which can be found at www.bestbuy.com/sellerhub.
 - Within the seller hub there are a variety of helpful documents that can help you with troubleshooting issues and within the support section there is the ability to submit a request for support and one of our operations team members will get back to you.
 - If you have more technical questions associated with your integration, another great resource is within Mirakl you can access “Mirakl One Help” which is an AI tool that can provide a lot of insight on questions you may have specific to your settings/configuration within Mirakl.
 - **Question 2: How can I win the buy box?**
 - Like other marketplace platforms our buy box ranks offers using a variety of different criteria with the main components being price, fulfillment timing and seller quality metrics. To ensure you have the best chance at winning the buy box you will want to ensure you are as competitive as possible across each of these dimensions.
 - **Question 3: What integrators or connectors are you compatible with?**
 - As we look to make integrating with our marketplace as easy as possible, we are constantly adding new integrators/connectors for sellers. Today we support numerous widely used integrators such as Mirakl Connect, Rithum, Seller Cloud, Channel Engine, Acenda just to name a few. You can find a full list of supported integrators and connectors on our seller hub.

Additional FAQs submitted during the event can be found beginning on the next page.

Event Q&A:

- **Are you looking into the ability for sellers to use discounted FedEx rates?**
 - Yes, we are actively working to negotiate improved FedEx shipping rates for Best Buy Marketplace sellers. Additional details will be shared as they become available.
- **At which point can we charge a return fee/ shipping fee to the customer? For example, if a customer is returning because the item is no longer needed, different than what they need, doesn't fit etc.**
 - Return shipping fees cannot exceed the cost of forward shipping. For example, if you offered free shipping on the order, you cannot charge a fee or deduct from the customer's refund to cover your return shipping cost.
- **How can we contact Payoneer if we need support?**
 - Email: CustomerServiceManager@Payoneer.com
 - Phone: 1-646-658-3695
 - Live Chat: Available after logging into your Payoneer account during business hours
 - [Payoneer Support Portal](#): Submit a request online Submitting a request
- **Can you explain how payouts work with Payoneer? What is the cadence?**
 - Payouts are issued on a 14-day payment cycle, with payments processed three times per week.
- **Do you work with PowerReviews?**
 - At this time, Best Buy Marketplace does not support PowerReviews. However, we do offer review syndication through Bazaarvoice, and sellers may also enroll in our Review Accelerator program. For more information on both options, please refer to this article in Seller Hub: [Gathering Reviews for Best Buy Marketplace - Partner Portal](#)
- **Currently, advertising fees cannot be deducted from your available sales balance. Could you consider adding the option to pay advertising costs directly from sales proceeds instead of being billed separately?**
 - You will need a credit card on file to participate in Best Buy Ads.

- **How can I get an Account Manager?**
 - A dedicated Account Manager is assigned to some sellers based on a variety of factors, including overall performance and growth opportunities. These assignments are reviewed on a quarterly basis. If an Account Manager is assigned to your account, they will proactively reach out to introduce themselves and partner with you.
 - If you are not currently assigned an Account Manager, you are still fully supported. You have access to a robust set of resources in [Seller Hub](#), along with our ticketing system for account-specific questions and guidance. These tools are designed to help you get timely support and continue growing your business on the Best Buy Marketplace. All support forms can be found [here](#).

- **How do you view the on-time- shipment metric?**
 - You can view your on-time shipment metric directly in your Mirakl Dashboard. To access the on-time delivery report specifically, use the Shipments Report found under the Orders section in Mirakl.

- **Where can I download a sales report?**
 - You can view sales performance directly in your Mirakl dashboard. You also have the option to download all store order data from the “Orders” screen.

- **What categories currently allow sellers to run a sale price?**
 - Sellers can apply discounts to products in any category at any time by using the Discount Price field in Mirakl.
 - Additional guidance on updating offers can be found on the Seller Hub [here](#).

- **Is there a way we can report or request a review to be removed?**
 - Customer reviews are rarely removed; however, exceptions may be made in limited cases where the feedback is related to factors outside of a seller’s control, such as Best Buy return policy timelines. If you believe a review qualifies for removal, you may submit a request [here](#) for review.