Conrad Marketplace Integration in M2E Cloud

Mirakl Marketplaces · https://docs.m2ecloud.com/docs/conrad-marketplace-integration-in-m2e-cloud/

Use this guide to connect and set up Conrad Marketplace in M2E Cloud.

You'll learn which settings to configure in M2E Cloud and what to expect from Conrad as a Mirakl-based marketplace.

> ℹ Many of the same rules apply to other Mirakl marketplaces connected through M2E Cloud.

What happens outside M2E Cloud

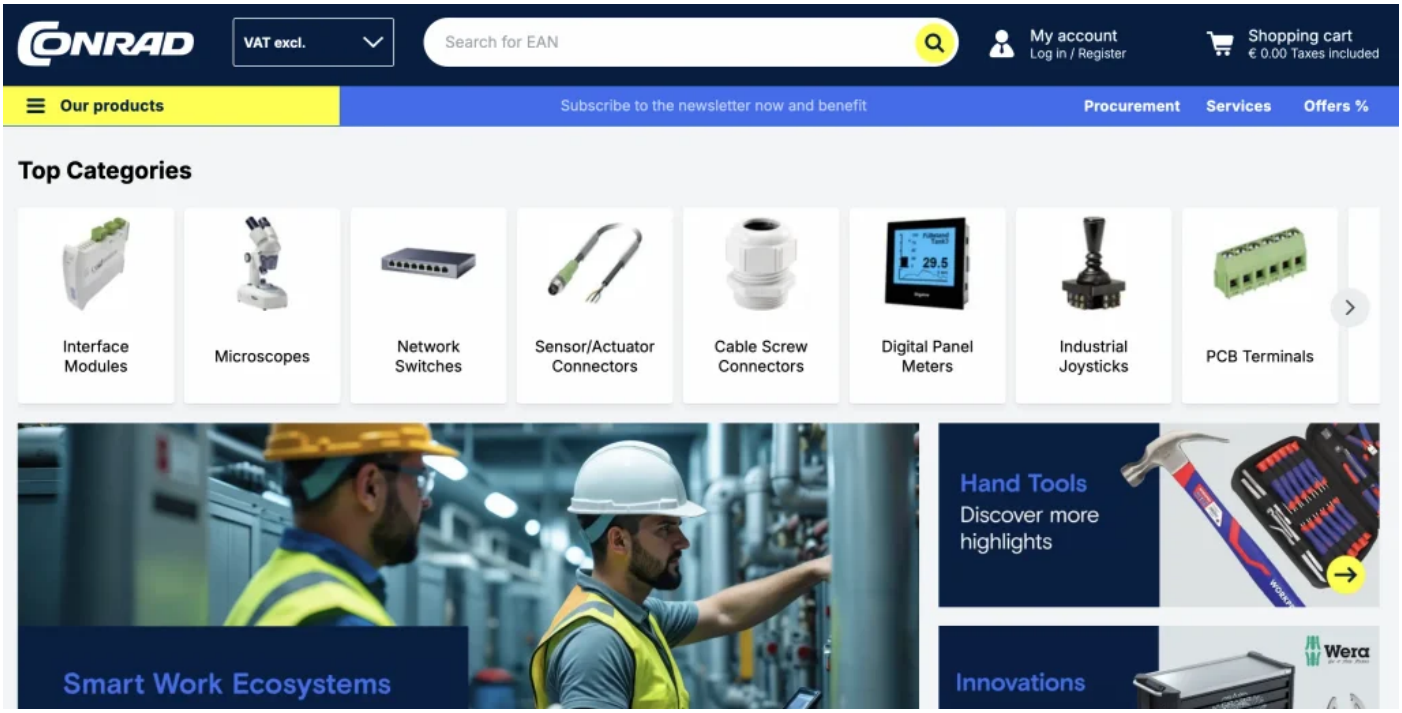
Conrad is a European B2B marketplace focused on electronics, technology, industrial equipment, and technical components. It connects professional sellers with businesses, procurement teams, engineers, and other technical buyers.

Conrad serves customers in:

- Austria
- Belgium
- France
- Germany
- Italy
- the Netherlands

The marketplace supports product content in Dutch, French, German, and Italian. Prices and payments are managed in EUR.

Conrad is powered by Mirakl. This affects how sellers manage product data, offers, prices, stock, orders, invoices, shipments, and tracking information before connecting the marketplace to M2E Cloud.



Is Conrad right for your catalog?

Conrad is a strong fit for sellers that offer:

- Consumer and professional electronics
- Electronic components
- Industrial and technical equipment
- Tools and measuring devices
- Cables, connectors, and power supplies
- Automation and engineering products
- Products with detailed technical attributes and valid manufacturer part numbers

Conrad places strong emphasis on product data quality. Sellers should be ready to provide accurate titles, images, units of measurement, VAT details, technical specifications, and product identifiers.

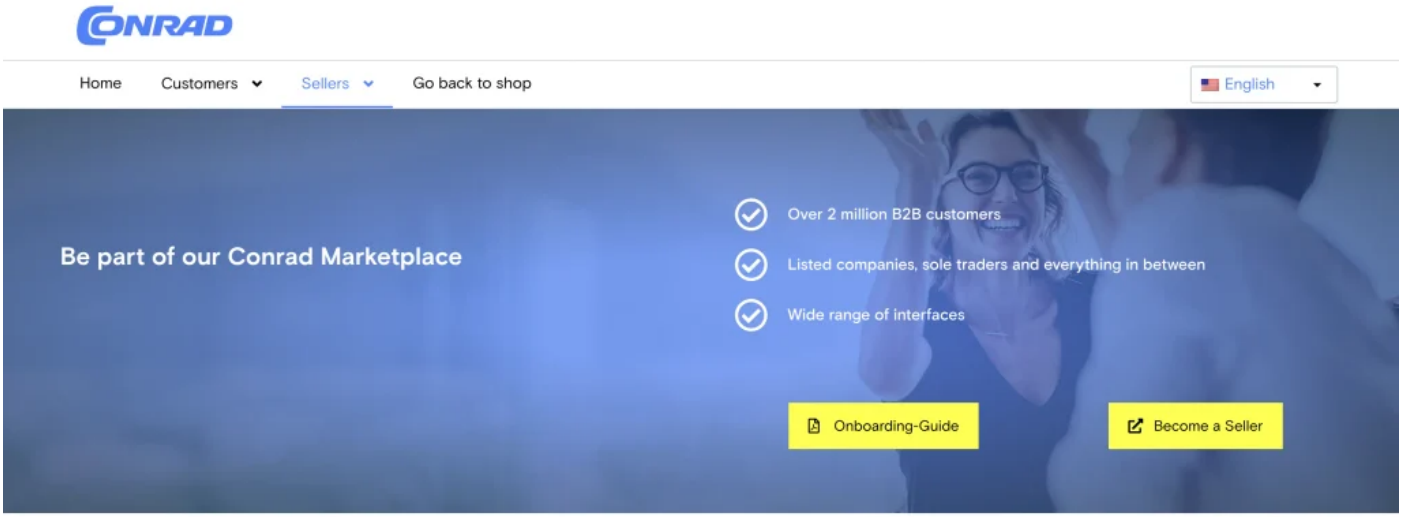
Requesting a Conrad seller account

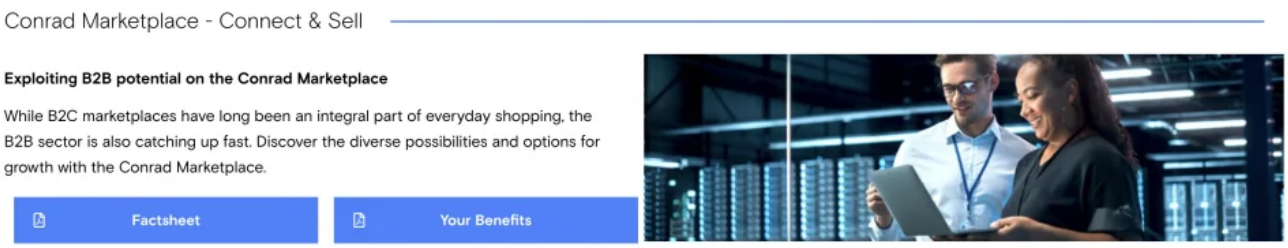
You need to apply directly to Conrad before connecting the marketplace to M2E Cloud. The official Become a Seller page explains the full registration process.

German sellers must complete the Conrad contact form and may need to provide:

- A German tax number

- A commercial register extract
- A legal identification document
- A bank account statement
- Information about logistics operations in Germany
- Confirmation that individual orders can be shipped





Dutch sellers must complete the local seller application form. They generally need:

- A Dutch VAT number
- A warehouse in the Netherlands
- Company and bank details
- Information about their products and logistics setup

After you submit the form, a Conrad business developer reviews your application and explains the next onboarding steps.

Once Conrad approves your account, you receive access to Mirakl. You need this access to connect Conrad to M2E Cloud.

> ℹ Conrad controls seller approval, category access, and product acceptance. Some products may require additional compliance information.

Costs and marketplace terms

Conrad doesn’t charge a setup fee.

Other costs include:

- A monthly marketplace fee
- A commission based on the product category

Conrad pays sellers three times per month, usually on the 5th, 15th, and 25th. Exact fees and commercial terms are confirmed during onboarding.

What happens inside M2E Cloud

After Conrad approves your seller account, you can connect it to M2E Cloud and prepare your marketplace workflow.

The setup covers four main areas:

- Product content and category mapping
- Offers, prices, stock, and delivery settings
- Order imports and cancellations
- Shipments, invoices, and tracking updates

M2E Cloud keeps your ecommerce store at the center of this process. Product changes and order updates can move between your store and Conrad without repeated manual uploads.

With the M2E Cloud Mirakl integration, you can:

- Choose products from your store catalog
- Export complete product content or offers only
- Match store categories with Conrad categories
- Map required attributes, units, brands, MPNs, and VAT data
- Apply price rules and convert prices to EUR
- Set discounts and promotional periods

- Synchronize available stock
- Receive Conrad orders in your store
- Update order status, shipment details, invoices, and tracking numbers
- Check rejected products and export feedback

You can decide whether to send full product information or only offer data for products that already exist in Conrad's catalog.

Before you connect the marketplace

Make sure your Conrad account is active, and your product information is ready for export.

> ℹ Your store must run on an M2E-supported platform. This may include Shopify, BigCommerce, PrestaShop, or another available platform. M2E apps are available in the official app listings.

You will also need:

- Access to the Conrad Mirakl portal
- Valid marketplace authorization details
- A Conrad Shop ID
- Product identifiers, including EAN or GTIN where required
- MPNs for products sold under a registered brand
- Product titles that follow Conrad's length and content rules
- Correct selling units and package quantities
- EUR prices
- Stock, lead time, shipping, and VAT information

Products without complete identifiers or required attributes may appear as invalid and will not be published.

> Use M2E Cloud pricing rules if you need to add a markup, convert currencies, or create different prices for Conrad.

How to connect Conrad to M2E through Mirakl

Conrad is added to M2E Cloud as a Mirakl-based marketplace.

To connect it, you need access to your Conrad Mirakl seller account and the required authorization details.

How to link Conrad:

1. Open M2E Cloud.
2. Go to **Connect Mirakl Account**.
3. Search for **Conrad** in the Select marketplace tab.
4. Sign in to the Conrad Mirakl Seller Admin.
5. Copy or generate the authorization details (**API key**) required by M2E Cloud.
6. Enter the details in your M2E account.
7. Provide the **Shop ID** if several shops are connected to one account.
8. Confirm the connection by clicking **Connect**.

After validation, Conrad becomes available in M2E Cloud. You can then create a product selection and continue with category, attribute, offer, pricing, and order settings.

> See the dedicated M2E Cloud Mirakl connection guide for a full walkthrough.

Troubleshooting the connection

If M2E Cloud can’t validate the account, review the following:

- The seller account has completed Conrad onboarding
- The authorization details belong to the correct Conrad shop
- The Shop ID is correct
- The Mirakl account has sufficient permissions
- The credentials have not expired or been regenerated
- No extra spaces were added when copying the details

> ℹ Mirakl credentials must stay current. Update the connection in M2E Cloud whenever Conrad or Mirakl issues new authorization details.

Once connected: What happens next?

Once the connection is active, you can start building your Conrad workflow in M2E Cloud.

The setup covers catalog preparation, offer management, pricing, inventory, orders, shipping, and marketplace feedback.

1. Select products from your store

Create a product selection in M2E Cloud and choose which store products should be available on Conrad.

For new products, prepare:

- A unique SKU
- A valid EAN or GTIN where required
- A manufacturer part number for branded products
- A clear product title
- Product images
- Units and package quantities
- VAT information
- Complete technical data

2. Connect existing offers

If you already sell products on Conrad, link those offers to the correct products in your store.

Automatic linking works when the marketplace SKU and store SKU match.

You can use CSV linking when:

- The SKUs are different
- Some products were not matched
- You need to connect many offers at once

Once linked, your store becomes the source for Conrad prices and inventory.

> Check out the full guide on how to list products on Mirakl marketplaces.

3. Complete category and attribute mapping

Assign every new product to a Conrad category. Then map the fields Conrad needs to create and classify the product.

Core fields may include:

- Brand name
- Manufacturer article ID
- Product title
- Product ID
- Selling unit of measure
- Content unit
- Number of content units
- VAT rate

Conrad also provides optional technical attributes for each category. Mapping these fields improves product quality and helps buyers find the right item.

For product families, map the variant group and variant value where applicable.

> You can learn more about how product data is synced between your store and the marketplace in the Synchronization Policy guide.

4. Create your Conrad offer rules

Set up Selling Policies for the commercial data sent to Conrad.

You can control:

- Base price
- Currency conversion to EUR
- Stock quantity
- Offer condition
- Discount price
- Discount period

Use separate policies when product groups need different pricing rules.

5. Prepare order synchronization

Choose how Conrad orders should move into your store. Order settings determine:

- When orders are imported
- Which store status is assigned

- How order lines are handled
- How cancellations and refunds are processed
- When shipment details are sent back
- How tracking data is updated

Because Conrad focuses on B2B buyers, orders may include extra company, VAT, invoice, and customer reference information.

6. Set up fulfillment data

Configure the shipping details required for each Conrad offer and order.

This may include:

- Shipping method and carrier
- Tracking number
- Lead time to shipment
- Shipping class
- Shipment confirmation
- Invoice

These settings help keep delivery information in sync across your store, M2E Cloud, and Conrad.

7. Check listings and fix errors

Use the Listings page to follow each product after export.

The page helps you identify:

- Missing required data
- Invalid EANs or GTINs
- Incorrect SKUs
- Category and attribute errors
- Price and stock issues
- Rejected offers

Review marketplace feedback, correct the source data, and resubmit the product.

> Learn more about the features available in M2E Multichannel Connect.

What happens in the marketplace back-end?

Conrad runs on Mirakl. Product content, offers, prices, stock, orders, invoices, shipments, and tracking data must pass Conrad and Mirakl validation before publishing.

M2E Cloud sends and synchronizes the data. Conrad decides whether the product information meets its catalog, technical, and compliance requirements.

Conrad marketplace features

Conrad supports the main tools needed to manage B2B marketplace sales.

Supported features include:

- Product content
- Product offers based on SKU
- Orders with split order lines
- Shipments and tracking updates
- Merchant cancellations
- Merchant returns and refunds
- Product variations
- Carrier mapping
- Limited HTML formatting
- Invoice uploads
- Settlements

> ℹ Sellers manage their own fulfillment, returns, cancellations, prices, stock, invoices, and carrier settings.

Required product mappings

To create products on Conrad, map these fields in M2E Cloud:

- **Product title** – clear and descriptive
- **Product ID** – your SKU, up to 40 characters

- **Brand name**
- **Manufacturer article ID** – the MPN
- **Selling unit of measure** – piece, pair, pack, set, meter, etc.
- **Content unit and quantity**
- **VAT rate**

Branded products should include a valid MPN. Products without a brand may appear as ‘No name’ items.

Product titles

Titles must contain 20-120 characters, clearly describe the product, and avoid repeated information or unnecessary capital letters. Conrad recommends staying close to 70 characters.

Suggested structure: *Product type + brand + manufacturer number + model + key features*

Descriptions

Add the main description to the Commercial text field. Conrad supports paragraphs, lists, bold text, emphasis, and line breaks.

Descriptions are optional, but strongly recommended.

Images must:

- be at least 400 px in height or width;
- use JPG, PNG, TIF, or GIF format;
- have a public URL;
- show the product clearly.

> ℹ Mirakl may mark images as optional, but Conrad still expects them.

Product variations

Conrad uses two attributes:

- **Variant-group identifier** – connects related products;
- **Variant** – defines the difference, such as size, color, voltage, or capacity.

For up to 25 variations, the group identifier is usually enough. For larger families, map both fields. Conrad may display these products as separate links instead of a dropdown.

Category-specific attributes

Technical attributes aren’t always required, but they improve search visibility and may reduce rejections.

Depending on the category, they can include:

- ports and connections;
- dimensions, weight, and materials;
- compatibility and operating conditions;
- capacity and measurement ranges.

Offer requirements

Conrad supports **discounts** through Mirakl.

The discount price must be below the regular price and include valid start and end dates. Bulk discounts must use a quantity above one.

With Mirakl **Pricing v2**, the regular price is usually sent as the strike price, and the promotional price is configured separately.

Shipping and logistics classes

Conrad uses logistics classes for shipping costs and conditions, including:

- parcels under 10 kg;
- parcels from 10.1 to 15 kg;
- parcels from 15.1 to 31.5 kg;
- bulky goods from 31.6 to 40 kg;
- pallets from 40.1 to 500 kg;
- free or custom shipping.

Use the Conrad logistics class code, not only the label shown in Mirakl.

Carrier mapping

Carrier mapping is optional on Conrad.

If your carrier isn’t available in Conrad’s Mirakl list, contact the marketplace and ask whether they can add it.

FAQ

What do I need to connect Conrad Marketplace to M2E Cloud?

You need an approved Conrad seller account, access to the Conrad Mirakl portal, valid authorization details, and your Conrad Shop ID. Your ecommerce store must also be connected to M2E Cloud through a supported platform.

Which product attributes does Conrad Marketplace require?

Required fields may include the product title, SKU, brand, manufacturer article ID, selling unit, content unit, package quantity, and VAT rate. Exact requirements can vary by Conrad category.

Can I get help with my Conrad integration?

The M2E support team can help you connect your Conrad account, configure product mappings, review synchronization settings, and troubleshoot export or order errors. Conrad remains responsible for seller approval and product acceptance.