LULU STEP-BY-STEP GUIDE

Sell on Amazon, eBay and Etsy (Marketplace Connect)

For store owners and QA testers: what the Marketplaces page shows today, how the Marketplace Connect app (free while your store is in development) and its paid Unlimited sync tier work, why Amazon, eBay and Etsy say “Coming soon”, and how to connect and test a marketplace once a platform administrator has enabled it.

For: Everyone · About 8 minutes · 8 steps · Updated November 20, 2026

Before you start Marketplaces is backed by an App Store app, “Marketplace Connect” (handle `feedsync-marketplace-channels`) — free while your store is in development, with paid upgrades. You can browse the page and see each marketplace's status without it — the read view is open — but connecting, syncing and managing listings need the app installed. On a development store you can install it free; on a live store, installing starts a 14-day trial of the paid “Unlimited sync” tier ($99), because the free tier is development-store-only. On top of that, each marketplace needs its own developer application credentials added by a platform administrator in the platform console before any store can connect to it at all — until that happens, every store sees the same “Coming soon” state described below.

Steps at a glance

1. Open Sales channels → Marketplaces
2. Understand why it says "Coming soon"
3. Install Marketplace Connect (and the live-store trial)
4. Once enabled: connect your seller account
5. Test listing sync
6. Test order import
7. Check Messages and Reviews
8. Cross-region pricing and the "Marketplace Connect" app

STEP 1

Open Sales channels → Marketplaces

In your admin sidebar, under Sales channels, click “Marketplaces” (`/admin/channels/marketplaces`). This page is readable even without the Marketplace Connect app installed. You'll see a card for Amazon, eBay, and Etsy — click a marketplace's name (or “View details”) to open its own page — each with a status badge: “Coming soon” (the platform hasn't enabled this marketplace yet), “Not connected” (enabled, but you haven't connected your seller account), “Connected”, or “Reconnect needed”/“Attention” if something went wrong with an existing connection.

STEP 2

Understand why it says "Coming soon"

Each marketplace needs its own developer application registered with Lulu (an SP-API app for Amazon, equivalent developer apps for eBay and Etsy) before any store can connect a seller account through it. A card showing "Coming soon" means a platform administrator hasn't added that marketplace's Client ID / App ID / Client Secret in the platform console (Marketplace Channels, under Super) yet. Clicking into a "Coming soon" card opens that marketplace's page, which shows the same "Coming soon" badge and the same explanation: "[Marketplace] connections are not enabled on this platform yet. The platform operator must add the [marketplace] developer credentials in the platform console (Marketplace Channels)." Its Sync activity section stays hidden until the marketplace is enabled.

- This is an important, deliberately-built feature, not a placeholder page — the connect flow, listings sync, bulk listing tools, and order import described below already exist; they're just gated behind the platform operator completing a one-time setup per marketplace, and behind the Marketplace Connect app itself for the write actions (connect, sync, publish, messages, reviews).

STEP 3

Install Marketplace Connect (and the live-store trial)

Click “Install Marketplace Connect” (development store) or “Choose a plan” (live store) on the install card — a live store cannot pick the free tier directly, because it's development-store-only; choosing a plan there starts a 14-day trial of Unlimited sync ($99/month) instead. Bulk listing management and cross-region marketplace pricing are Unlimited sync features; the base connect/sync/order-import flow works on the free (dev-store) tier too.

- A store that already had a marketplace connection before this app existed was auto-installed at the free tier by the migration, so it keeps working without a surprise trial.

STEP 4

Once enabled: connect your seller account

When a marketplace's card shows "Not connected" instead of "Coming soon", click into it and click "Connect". This sends you through that marketplace's own OAuth authorization flow (sign in to your Amazon Seller Central / eBay / Etsy account and approve access), then returns you to Lulu with the seller account linked.

STEP 5

Test listing sync

On a connected marketplace's page, open the Listings tab. Search or filter by listing state, select one or more products, and publish them — each result shows success or failure per item, with failed items retryable individually. Bulk actions (Unpublish, Set price override, Set quantity buffer) are available from the same toolbar; very large bulk operations may require the store's Growth plan, shown as an upgrade banner if you're below it.

STEP 6

Test order import

Open the Orders tab on the connected marketplace's page. Place or simulate a test order on the marketplace itself (most offer a sandbox/test-order mode), then confirm it appears here and as a normal order in your main Orders list, tagged to that marketplace channel.

STEP 7

Check Messages and Reviews

If the marketplace supports it, the Messages tab surfaces buyer messages from that marketplace inside Lulu, and Reviews shows marketplace reviews for your listings. Not every marketplace's API supports every tab — a tab shows a note like "[Marketplace] does not support publishing listings through its API" when a capability isn't available there.

STEP 8

Cross-region pricing and the "Marketplace Connect" app

For stores selling into multiple marketplace regions, cross-region pricing lets you set different prices per marketplace/region rather than syncing one flat price everywhere. Cross-region pricing is an Unlimited sync feature. This whole feature area — connect, sync, bulk tools, order import, cross-region pricing — comes from the Marketplace Connect app (made by Lulu, installed from the App Store), just as it does on Shopify: the Marketplaces page under Sales channels is where you use it, but connecting, syncing and listing need the app installed (steps 2–3).

Check your work

- Marketplace Connect is installed (free on a development store; a live store is on its 14-day Unlimited sync trial or a paid plan).
- The platform administrator has added that marketplace's developer credentials in the Super console (Marketplace Channels), so the card no longer shows "Coming soon".
- A seller account is connected via OAuth and the card shows "Connected".
- At least one product publishes successfully to the marketplace from the Listings tab.
- A test order placed on the marketplace appears in both the marketplace's Orders tab and the main Orders list.
- Messages/Reviews show real data where that marketplace's API supports them.

Troubleshooting

Every marketplace shows "Coming soon" and there's no Connect button anywhere.

That's expected until a platform administrator adds that marketplace's developer credentials in the Super console. There's nothing to configure on the store side until then — ask the platform admin to complete that one-time setup per marketplace.

Connect fails partway through the OAuth flow.

Make sure you're signed in to the correct seller account on the marketplace's own site before starting, and that the seller account is in good standing there (suspended or unverified seller accounts are often rejected by the marketplace itself, not by Lulu).

A bulk publish action is greyed out or shows an upgrade banner.

Large bulk listing operations can require the store's Growth plan. Either reduce the batch size, or upgrade the plan if you need to manage listings at scale.

A tab (Messages, Reviews, or Listings) is missing or shows a notice.

Not every marketplace's API exposes every capability — the page shows a note explaining which capability that marketplace doesn't support rather than hiding the tab silently.

On a live store, I can't install Marketplace Connect for free.

That's expected — the free tier is development-store-only. On a live store, installing starts a 14-day trial of the paid Unlimited sync tier instead; use a development store if you specifically need to test the free tier.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.