

ZALORA

Zalora Interactive Store (ZIS)



Zalora Interactive Store

Adding New ZIS

Enhance your store profile by decorating your shop to make your shop's appearance more attractive to customers on ZALORA Marketplace.

ZIS Components

What needs to be filled in:

A. Logo and Header

B. Storefront:

- Single Banner
- Poster
- Carousel / Slide banner
- Video

Saving & Publishing ZIS

Things that need to be done so that ZIS can be successfully displayed

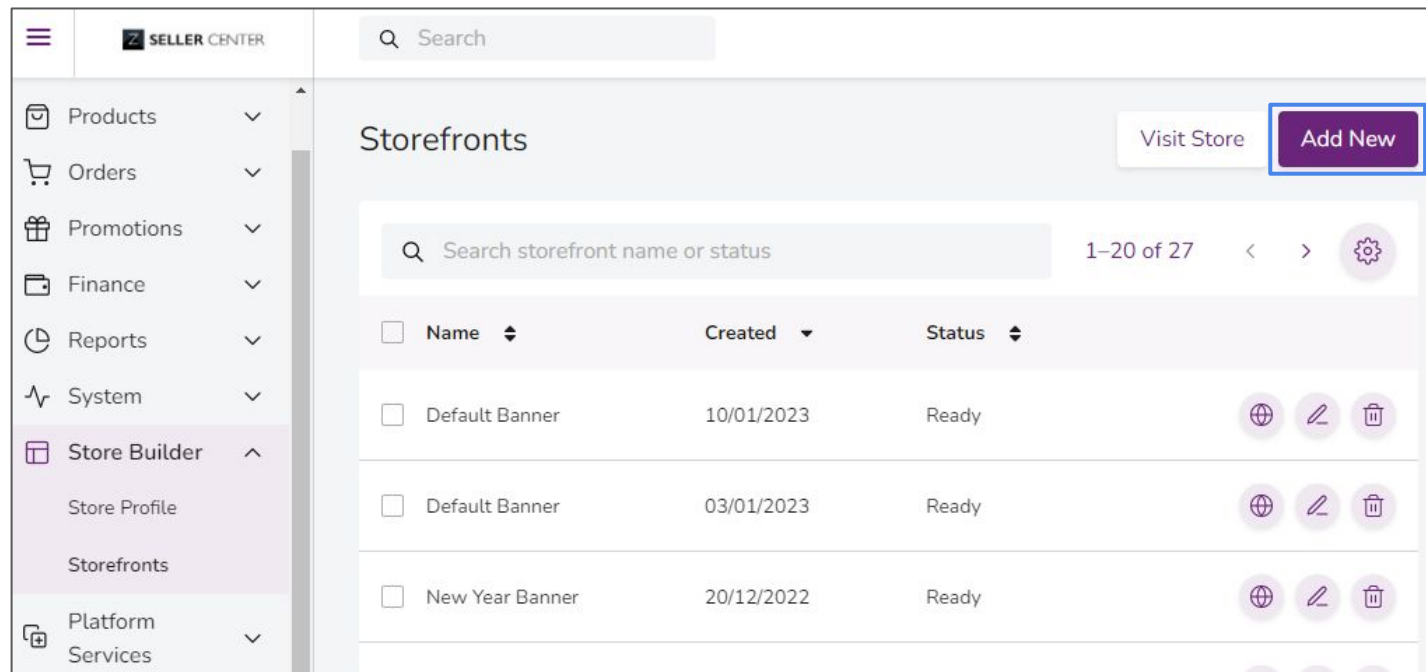
ZALORA

**Adding New
ZIS**



Adding New ZIS (1/2)

1 Home > Store Builder > Storefronts > **Add New**



The screenshot shows the 'Storefronts' management interface in the Seller Center. On the left is a sidebar with navigation options: Products, Orders, Promotions, Finance, Reports, System, Store Builder (expanded), and Platform Services. Under 'Store Builder', 'Storefronts' is selected. The main content area is titled 'Storefronts' and includes a search bar, a 'Visit Store' button, and a highlighted 'Add New' button. Below this is a table listing storefronts with columns for Name, Created, and Status. Each row also has icons for edit, delete, and a globe icon.

☐	Name	Created	Status	
☐	Default Banner	10/01/2023	Ready	  
☐	Default Banner	03/01/2023	Ready	  
☐	New Year Banner	20/12/2022	Ready	  

1

Adding New ZIS (2/2)

2 Fill in the **storefront name** as needed

3 Select the template you want to use. There are 4 templates available, namely:

A. **Campaign**

- Focus on banner design
- Suitable for sellers who want to hold a campaign / promotion

B. **Products**

- Focus on providing product recommendations to customers
- Featuring new products, editor's picks and best sellers

C. **Brand Story**

- More placements available

D. **Your Own Design**

- Sellers can create and independently manage the placements they will use.

Or you can use a template that you have created before by clicking '**From existing storefronts**'.

4 Click '**Create**'

The screenshot shows the 'New Storefront' creation interface. At the top, there is a back arrow and the text '< Storefronts'. Below this is the title 'New Storefront' and a 'Create' button in the top right corner. The interface is divided into two main sections. The first section, labeled '1. Enter the name of your storefront', contains a text input field labeled 'Storefront name'. The second section, labeled '2. Select a template or an existing storefront to get started', is titled 'From templates' and displays four template cards: 'Campaign', 'Product', 'Brand story', and 'Your own design'. Each card has a preview image and a list of bullet points describing its features. At the bottom of this section is a button labeled 'From existing storefronts'. Numbered callouts 2, 3, and 4 are overlaid on the image: 2 points to the 'Storefront name' input field, 3 points to the template selection area, and 4 points to the 'Create' button.

< Storefronts

New Storefront

4 Create

2 1. Enter the name of your storefront

Storefront name

3 2. Select a template or an existing storefront to get started

From templates

Campaign

- Focus on the banner content
- Perfect for Sellers launching recurring campaign events

Product

- Focus on the product recommendations
- Perfect for new product launch

Brand story

- Focus on the content banner
- More placements across page
- Perfect for Sellers representing a single /multiple large brands

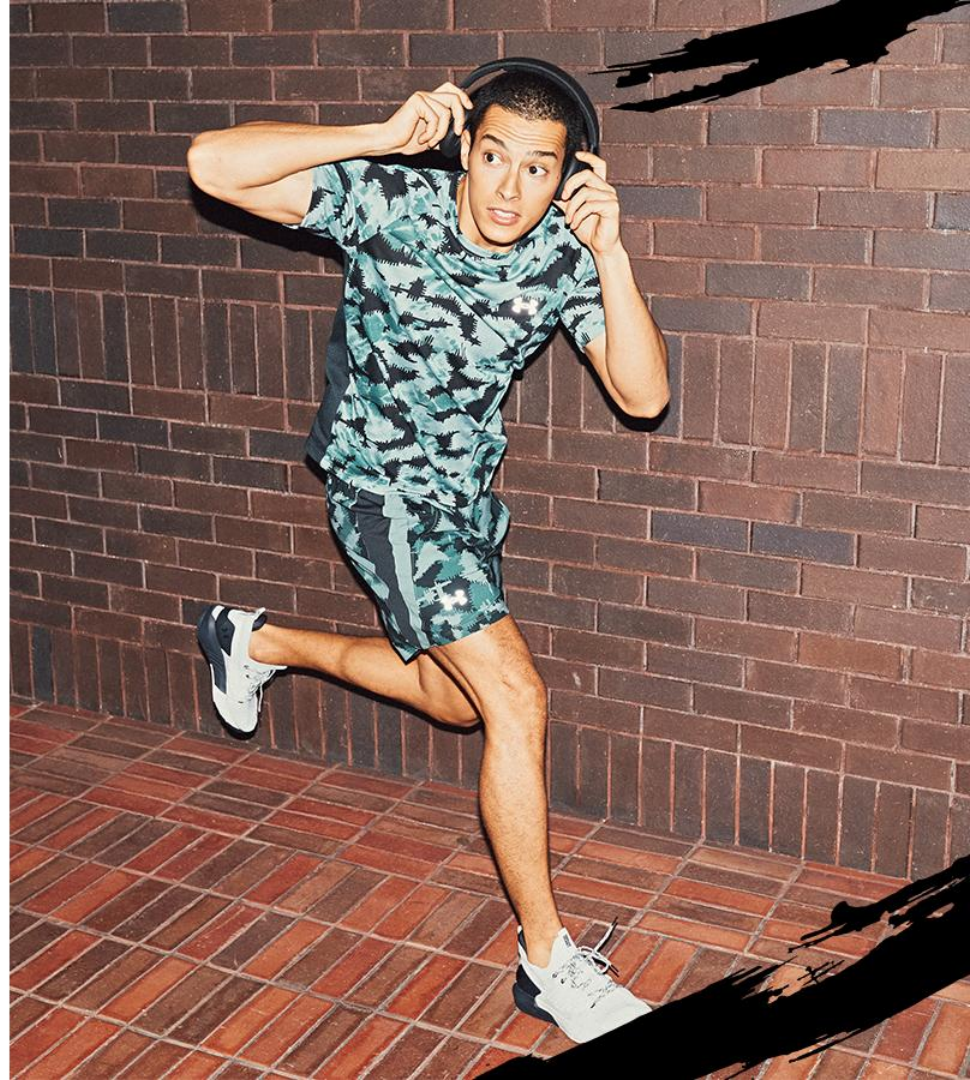
Your own design

- Start with a blank draft

From existing storefronts

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ZIS Components



ZIS Components - Upload Header & Logo (1/2)

1 Home > Store Builder > Storefronts > Add New > Create

The screenshot displays the ZIS Store Builder interface. On the left is a vertical sidebar with a list of navigation items: Home (highlighted with a purple background), Catalog, Orders, Promotions, Finance, Reports, Zalora Ads Platform, System, Store Builder (expanded to show Store Profile, Storefronts, and Platform Services), and Platform Services. The main content area is titled '< Storefronts' and shows a storefront named 'ZALORA PH Test'. To the right of the name are edit and warning icons, and a purple 'Save' button. The storefront preview shows a black header with the 'ZALORA' logo in white, where the 'Z' is inside a circular icon.

Home

Catalog

Orders

Promotions

Finance

Reports

Zalora Ads Platform

System

Store Builder

Store Profile

Storefronts

Platform Services

< Storefronts

ZALORA PH Test

Save

ZALORA

ZIS Components - Upload Header & Logo (2/2)

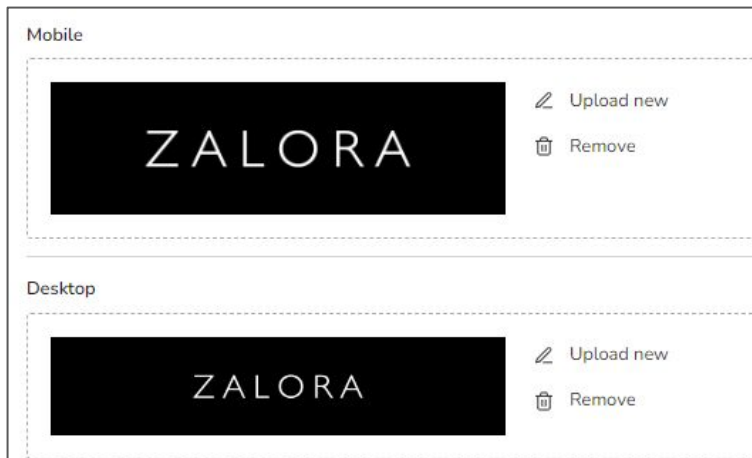
2 Upload each component

- **Header Mobile**

Minimum size: 720 x 208 px

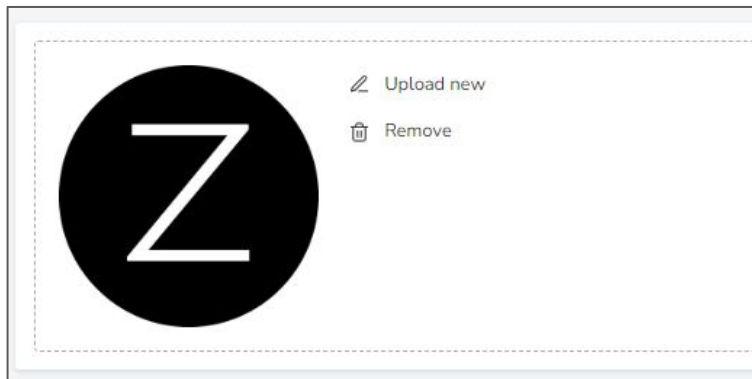
- **Header Desktop**

Minimum size: 1280 x 278 px



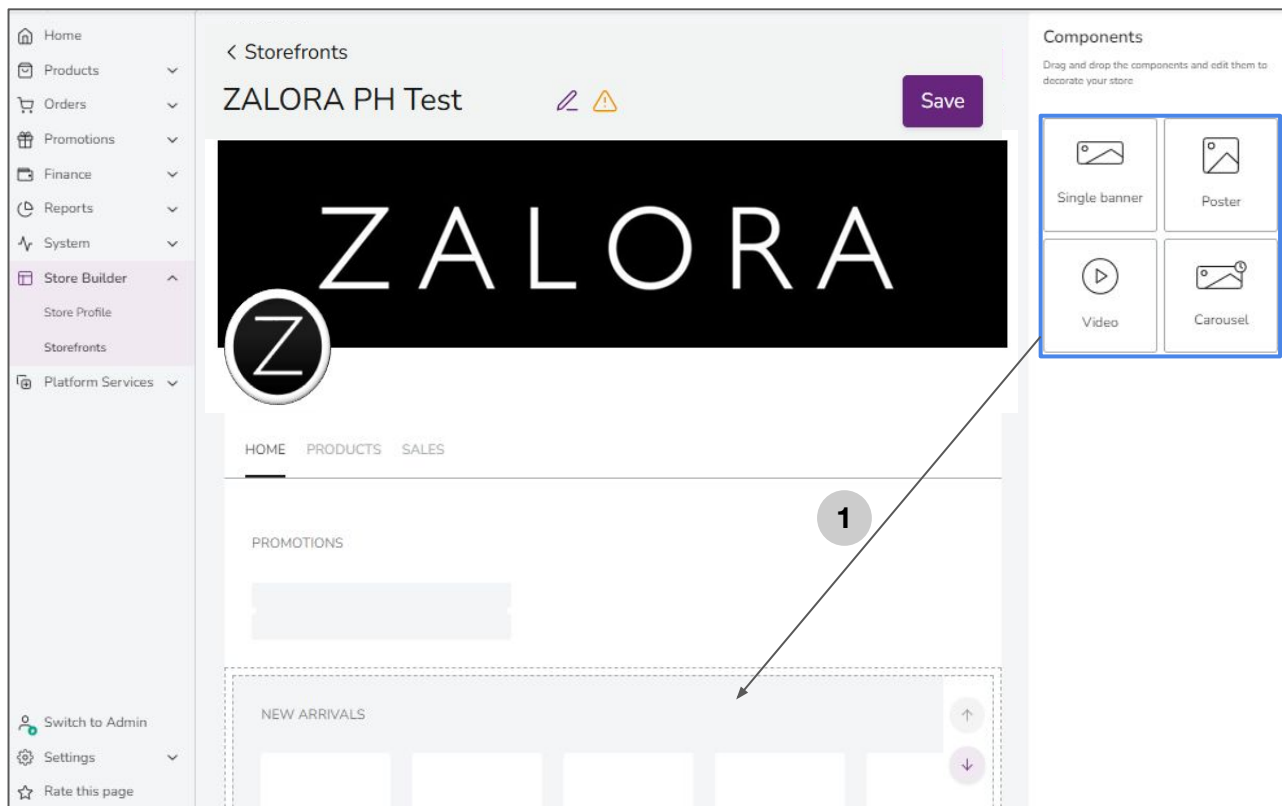
- **Logo**

Minimum size: 224 x 224 px



ZIS Components - Upload Storefront (1/5)

- 1 Drag and drop the components you want to use into the center of your seller center page.



ZIS Components - Upload Storefront (2/5)

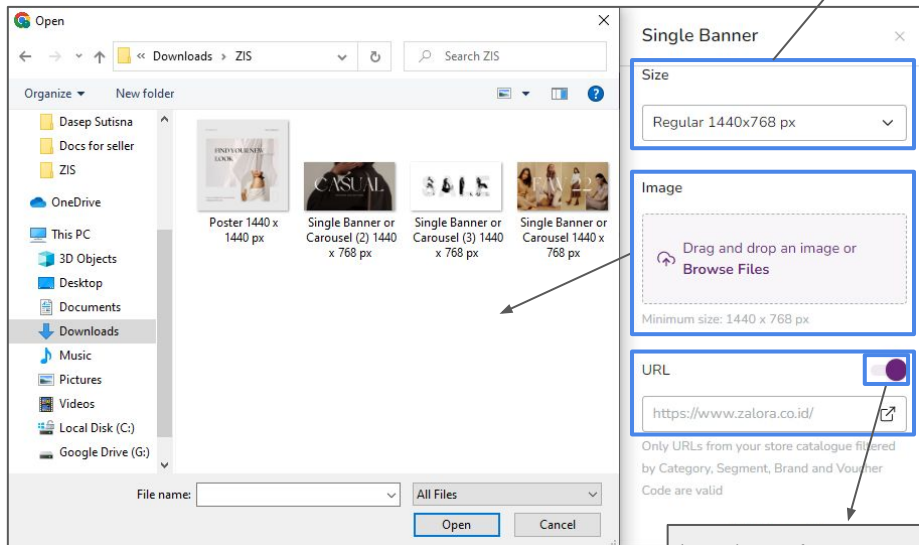
Single Banner

Poster

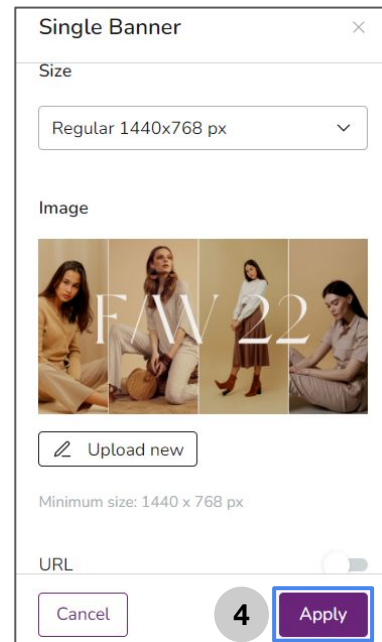
Carousel / Slide Banner

Video

- 1 Select the '**Size**' to use
- 2 Select '**Image**' according to the size you have chosen
- 3 Enter the **URL link** if there is one
- 4 Click '**Apply**'



In each storefront component, sellers can insert URL links.



ZIS Components - Upload Storefront (3/5)

Single Banner

Poster

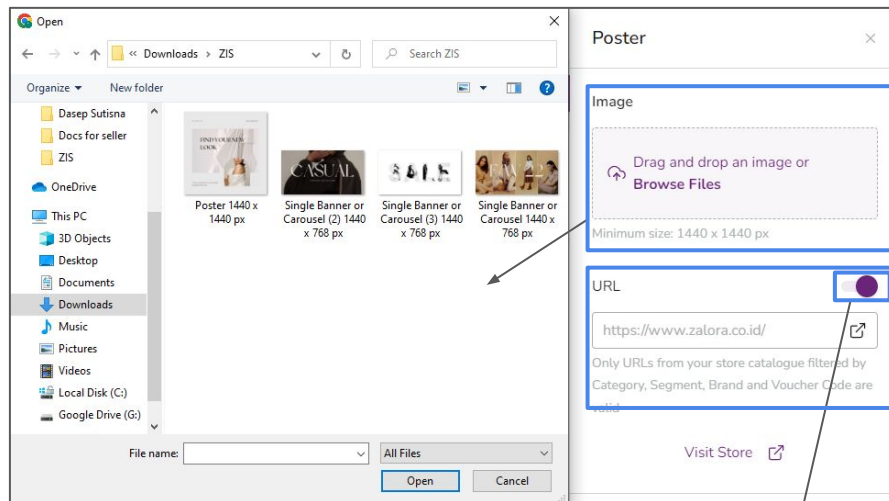
Carousel / Slide Banner

Video

1 Select the **'Image'** to be used

2 Enter the **URL link** if any

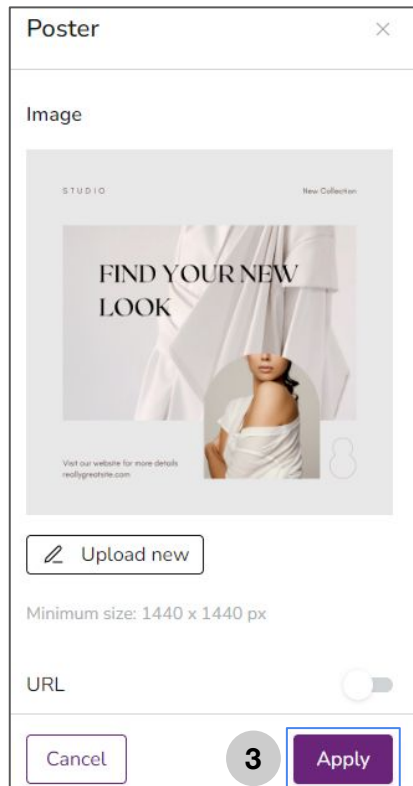
3 Click **'Apply'**



1

2

In each storefront component, sellers can insert URL links.



ZIS Components - Upload Storefront (4/5)

Single Banner

Poster

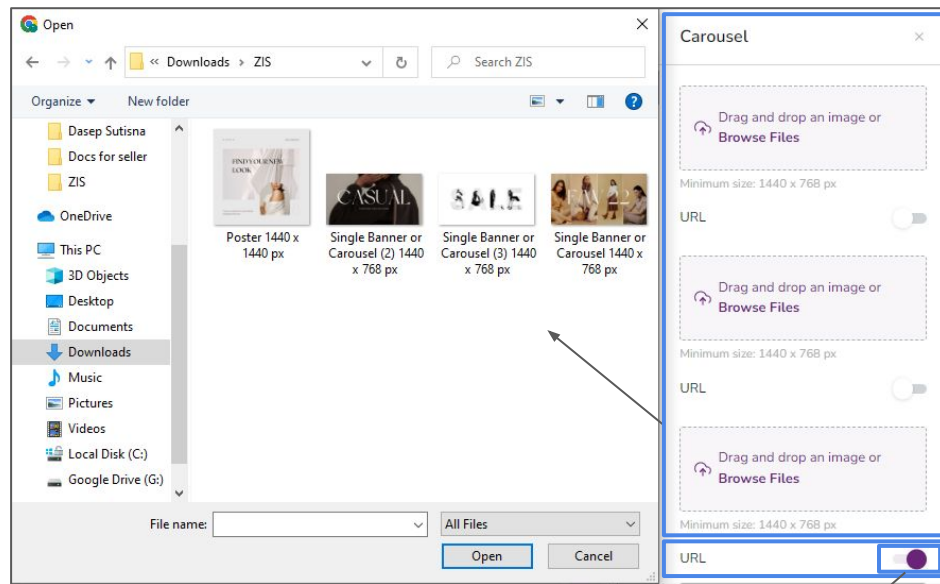
Carousel / Slide Banner

Video

1 Select the **'Image'** to be used

2 Enter the **URL link** if any

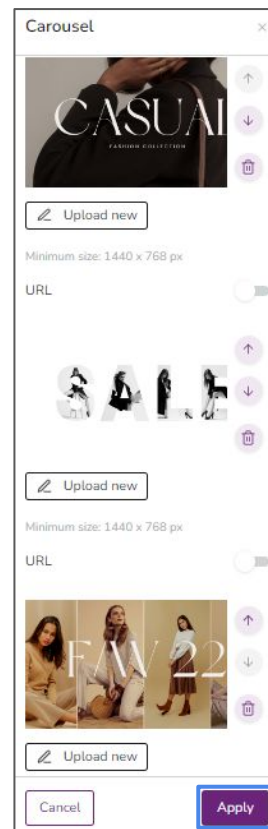
3 Click **'Apply'**



1

2

In each storefront component, sellers can insert URL links.



3

ZIS Components - Upload Storefront (5/5)

Single Banner

Poster

Carousel / Slide Banner

Video

1 Select **'Source'** > Youtube

2 Enter **URL link**

3 Click **'Apply'**

Video

Source

1 Youtube

2 https://

Video

Source

Youtube

https://youtu.be/2ySes_Uc6wY



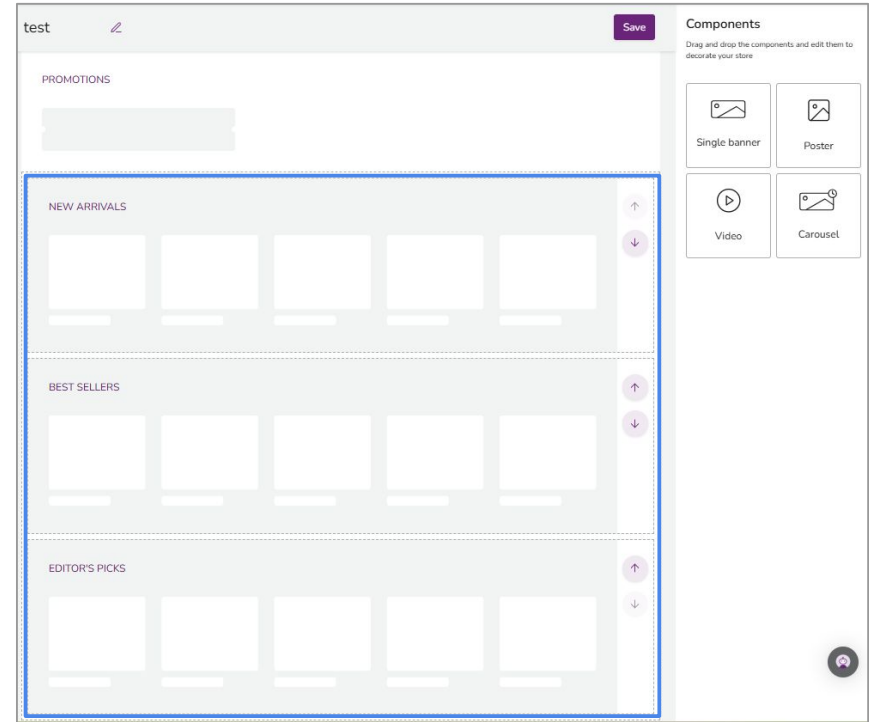
Cancel Apply

3

Storefronts (New Arrival, Best Seller, Editor's Pick)

Storefront Homepage Settings

- **New Arrival and Best Seller** will be automatically filled by the system.
- For the Editor's Pick section, sellers need to select 8 featured products.
- The selected products will be displayed on the store homepage under the Editor's Pick section.



Storefronts (Editor's Pick) - How to Set Featured Products

Select your featured products under **Catalog > Additional Information > Storefront Option**.

Tick the Featured Product checkbox in the Storefront Option section to mark the product as featured on your storefront.

Home

Catalog

- All Products
- Add Product
- Manage Images
- Restricted Brands
- ZALORA Production Services (ZPS)

Orders

Promotions

Finance

Reports

Zalora Ads Platform

System

Store Builder

Platform Services

Edit Automation test Premium Shorts

Save and Copy Submit

Additional Product Data Show more

Earth Edit (Sustainability) Show more

Pre-Loved Luxury Product Attributes Show more

Weight & Dimensions Show more

Filter Options Show more

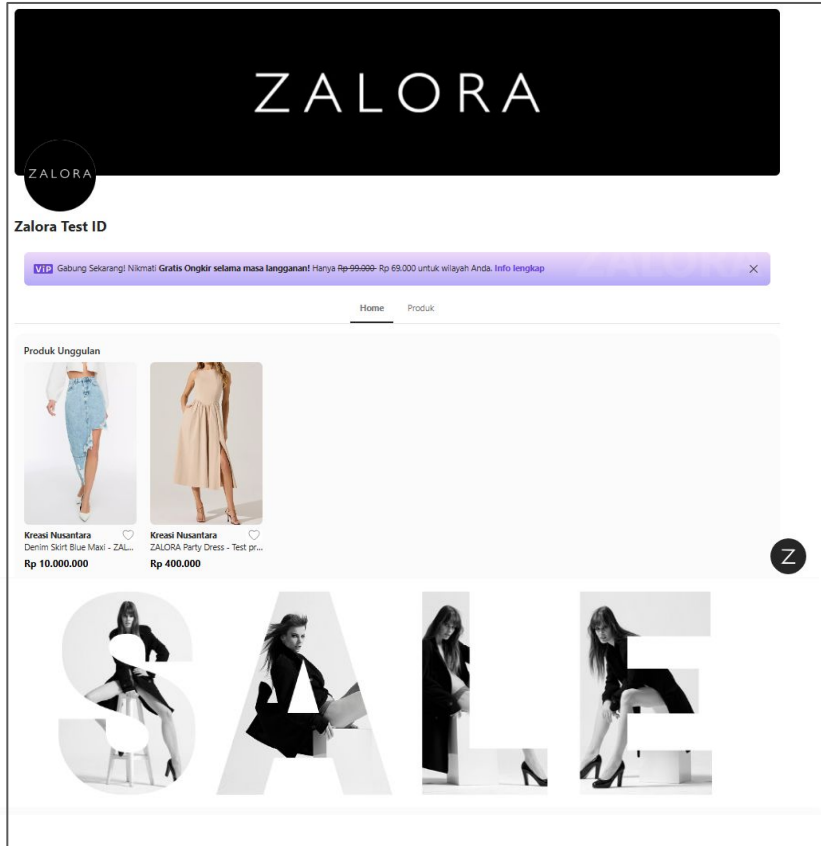
Storefront Option Show less

☐ Produk Unggulan

Tick this option if you would like to include the product in this section of your storefront values

Shop SKU Show more

Storefronts (Editor's Pick) - How to Set Featured Products



To display featured products on the store page, you must enable the Storefront/Store Banner in the Store Builder menu.

Once the store banner has been successfully uploaded, the featured products will automatically appear on the store page.

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Store Builder: Promotion Strip and Curated LP Seller Guide

June 2026



Storefront Landing Page Overview

Use the **Storefront Landing Page** tool to design a shop layout that reflects your brand. Start with a template or build from scratch, with full control over your page. Here's what you can do:

1

Custom Landing Pages

Create your own custom landing pages and link them to banners like single images, carousels, or posters.

2

Movable Promotion Strip

Move your promotion strip around to any spot on your store page that works best for you.

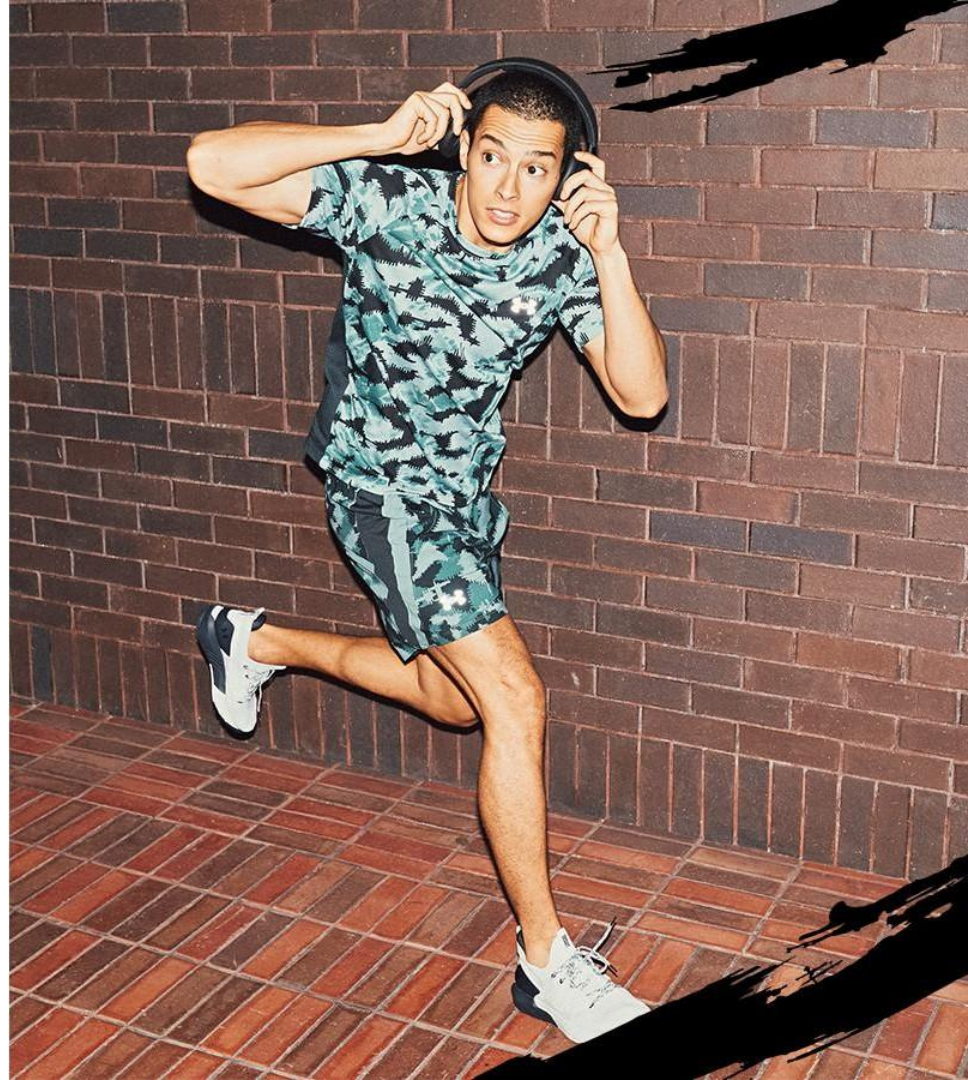
3

Flexible Banner Links

Easily link your banners to any existing page or product within your ZALORA shop.

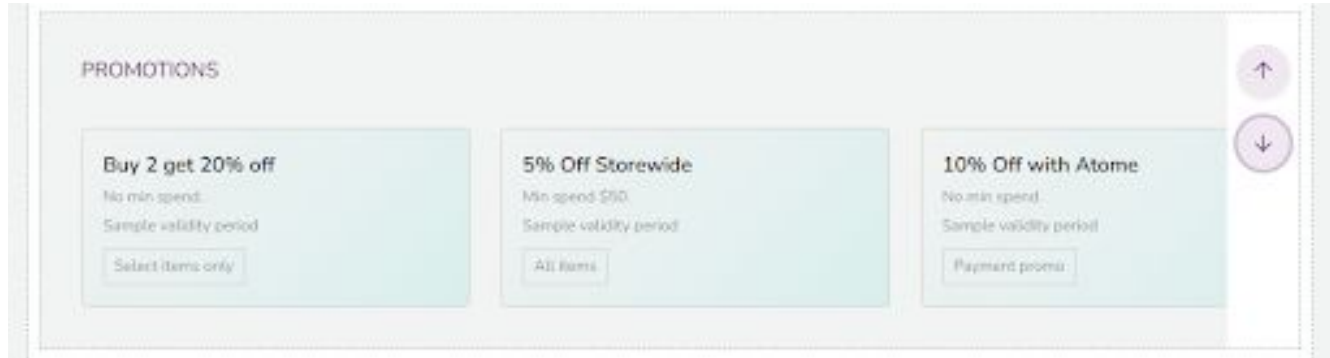
ZALORA

The Promotion Strip



The Promotion Strip (1/2)

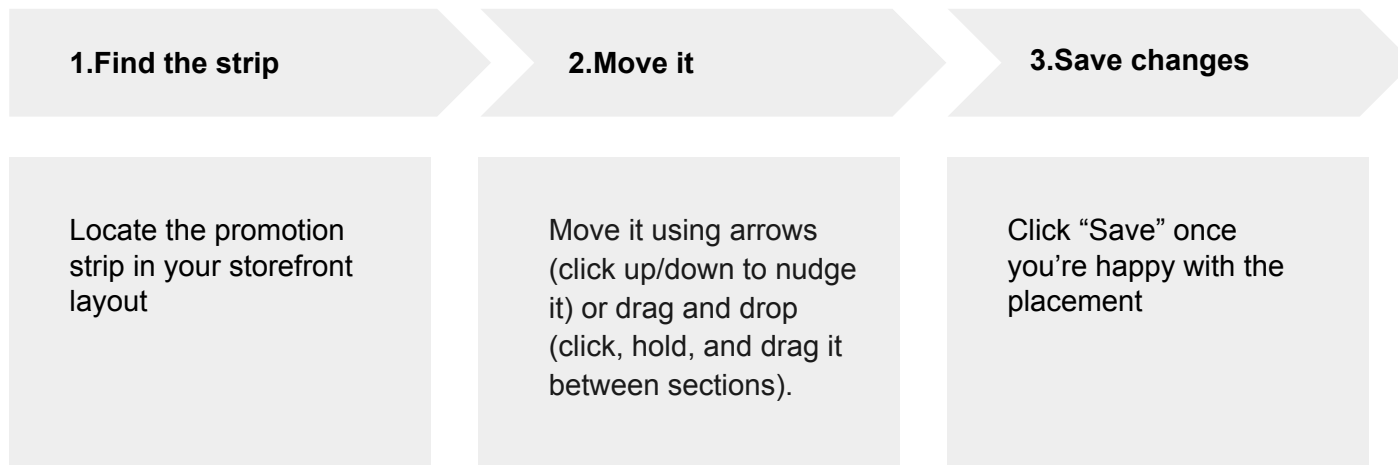
- **The Promotion Strip** is a flexible module that lets you showcase vouchers, discounts, and co-funded promotions in your storefront layout.
- It can be placed anywhere on the page to perfectly match your store's design.



Example of promotion strip on a storefront

The Promotion Strip (2/2)

Moving the Promo Strip:



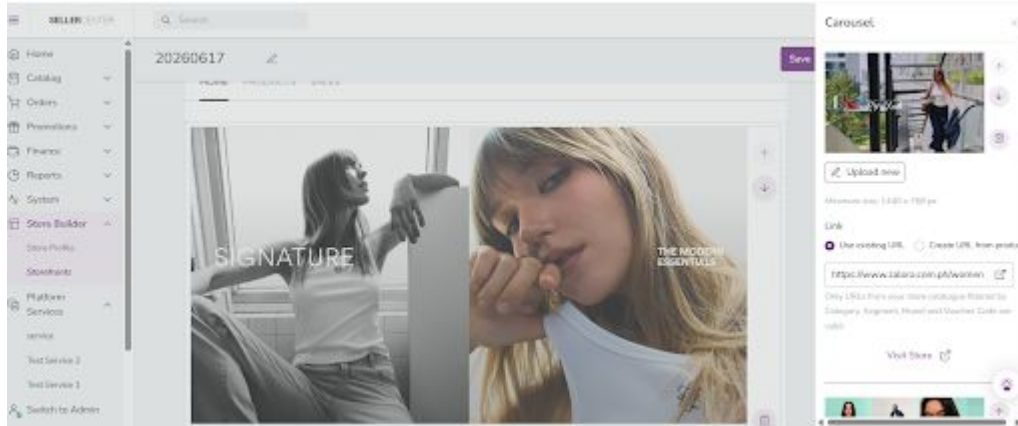
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Creating Clickable Banners



The Clickable Banners (1/2)

Make your **banners** more interactive by **linking** them to your shop pages, product selections, or **curated landing pages**.



Key Points:

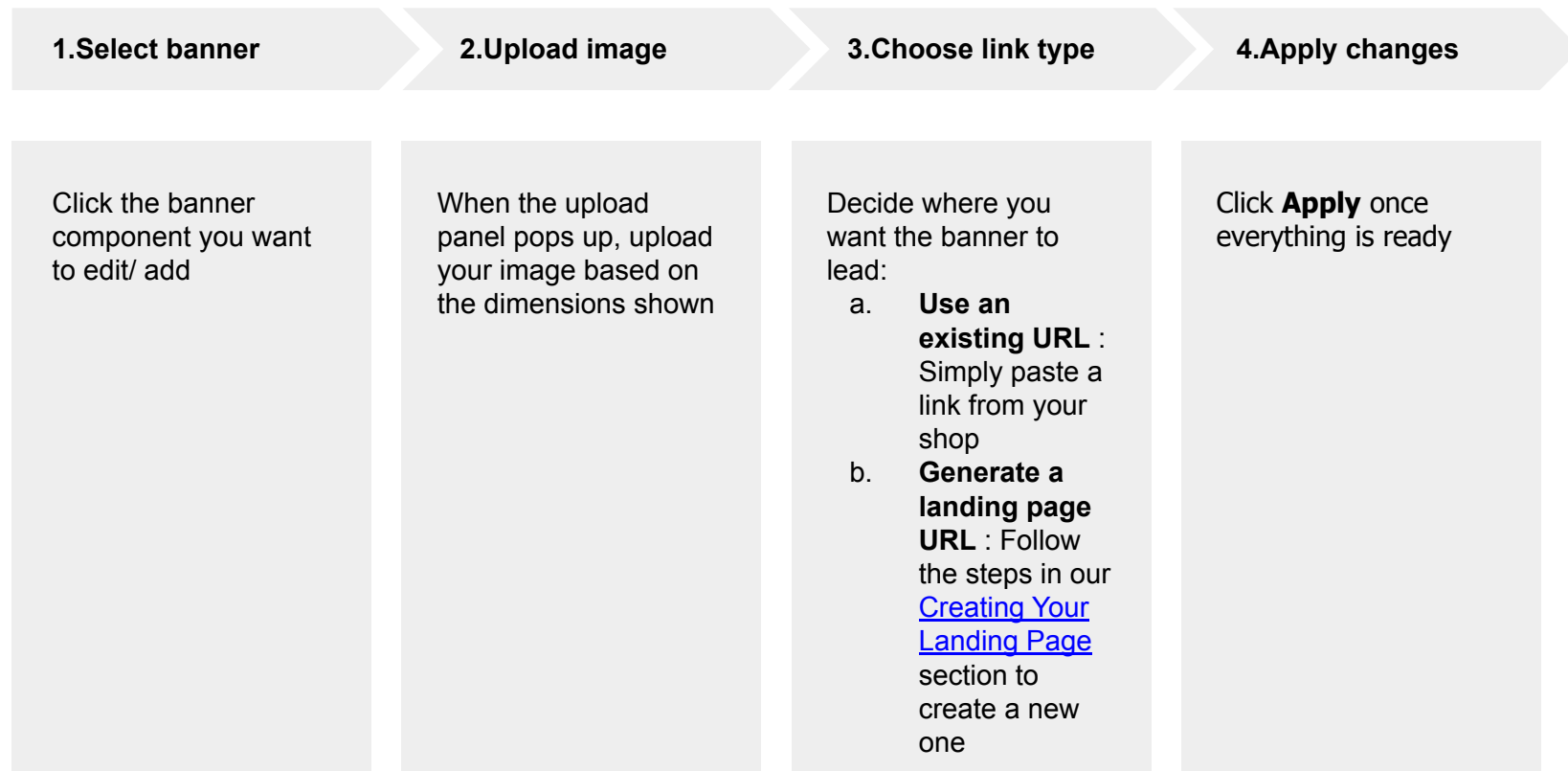
Works for carousel, single banner, and poster components

Each banner can have its own image and link

Links can lead to an existing page or a newly created landing page

The Clickable Banners (2/2)

How to Set Up Clickable Banners:



Creating Your Landing Page (1/3)

To build your landing page, you can choose the method that's easiest for you — either enter your SKUs manually or use our bulk SKU import feature:

Manual SKU Entry

Smaller products
selections or quick
edits

Bulk Import

Larger product lists or
campaign collections

Note: You can use both methods for different banners on the same storefront. Just pick whichever one is most convenient for the number of products you're linking!

Creating Your Landing Page (2/3)

Manual SKU Entry:

1. Click on Create URL from Product
2. Select Generate URL. This will create the specific URL for your curated landing page that your banner will link to.
3. Click on "SKU" to start typing in your products.
4. Select the SKUs you want to include. When you're finished adding them, click "Update Changes"
5. Finally, click "Apply Changes" once you're done customizing your banner.

Link

☐ Use existing URL ☒ Create URL from product

[Generate URL](#)

✓ URL Generated

<https://staging.ph.zalora.net/c/a>

[Visit Store](#)

How to:
Choose one method only to add products:
SKU or Import. The URL's products will be updated when you edit the SKU list.

☒ SKU ☐ Import

Total Config SKU added:
0

[Update changes](#)

Creating Your Landing Page (3/3)

Add Products Using Bulk Import:

1. Click on Create URL from Product, then select Generate URL.
2. Choose the "Import" option and click the "Import" button. This opens a window where you can download a sample template to fill out.
3. Download the template as shown in the screenshot below.
4. Fill in the "Shop SKU" column using the format from our sample.
5. Save your template, then head back to the Store Builder to upload your completed file.
6. Just wait for the message: "Upload of SKUs is successful."
7. Click "Apply" to finalize everything!

Link

☐ Use existing URL ☒ Create URL from product

Generate URL

Import Product Catalogue

*To get your SKU list, please navigate to **Catalog** and export your product list. Once exported, copy the **Zalora SKU** column, paste it into the import template, and ensure the column header is renamed to **Shop SKU** before uploading the file here.*

Drag and drop a file (.xlsx) or **Browse a file***

Import

Download Template

Shop SKU
8FD93AAD727841GS-075ZTW
8FD93AAD727841GS-094JSN
8FD93AAD727841GS-092NBN

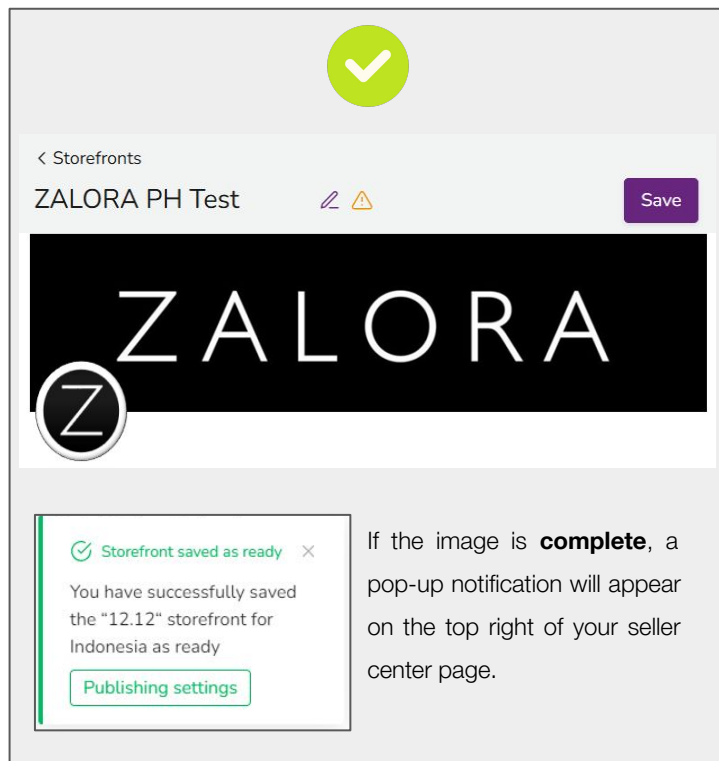


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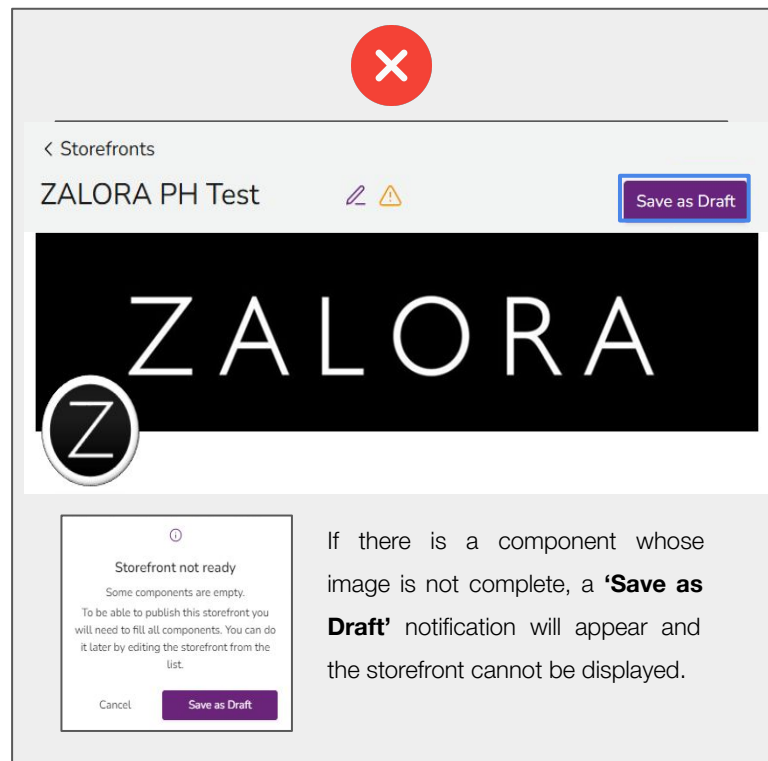
Saving & Publishing ZIS

Saving & Publishing ZIS (1/5)

1 After successfully uploading the image into the component, click **'Save'**



1



Saving & Publishing ZIS (2/5)

2

To display the storefront, click



☐ Name ▾	Created ▾	Status ▾	
☐ Year End	25/01/2023	Draft	 
☐ 12.12	19/01/2023	Active	 
☐ Upcoming Storefronts	10/01/2023	Ready	  

If the status is **'Draft'**, then there are still components that have incomplete images.

If the status is **'Active'**, then the storefront has been successfully displayed.

If the status is **'Ready'**, then the storefront is ready to be displayed.

Saving & Publishing ZIS (3/5)

3 Select a **time** to display the storefront

4 Click '**Publish**'

Publish settings [X]

Publish at

Right now [v]

The selected Marketplace time is 19 Jan 2023 18:16

This storefront will be active until you publish another one

Publish

Publish at

Right now [^]

Right now

Specific date

✔ Storefront saved as active [X]

You have successfully saved the "12.12" storefront for Indonesia as active

If the storefront is successfully displayed, a **notification pop-up** will appear at the top right of your seller center page.

Storefronts				Publishing Calendar	
Visit Store		Add New		Showing data for Indonesia in the Marketplace time	
Q Search s...		1-2 of 2	< > ⚙		
☐	Name ▾	Created ▾	Status ▾		
☐	12.12	19/01/2023	Active		
☐	Upcoming Storefronts	10/01/2023	Ready		

Active storefront

12.12

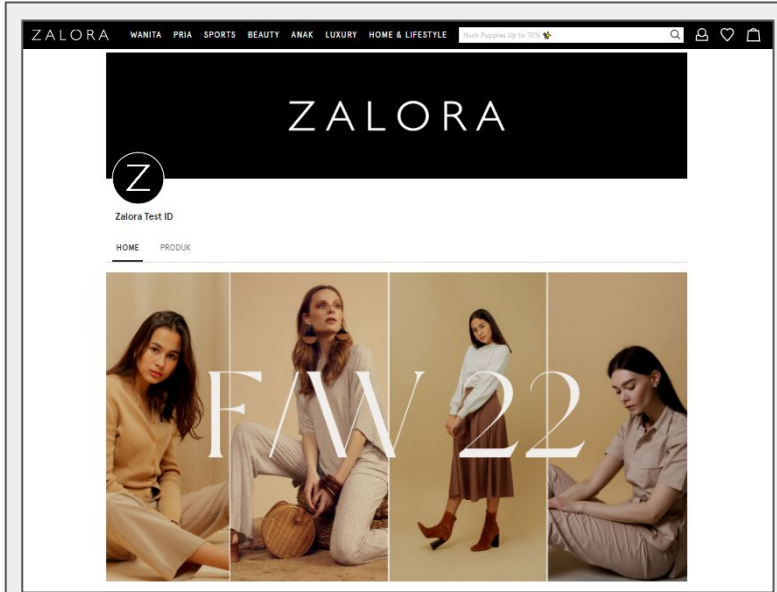
26 Jan 2023 16:51

Upcoming Storefronts

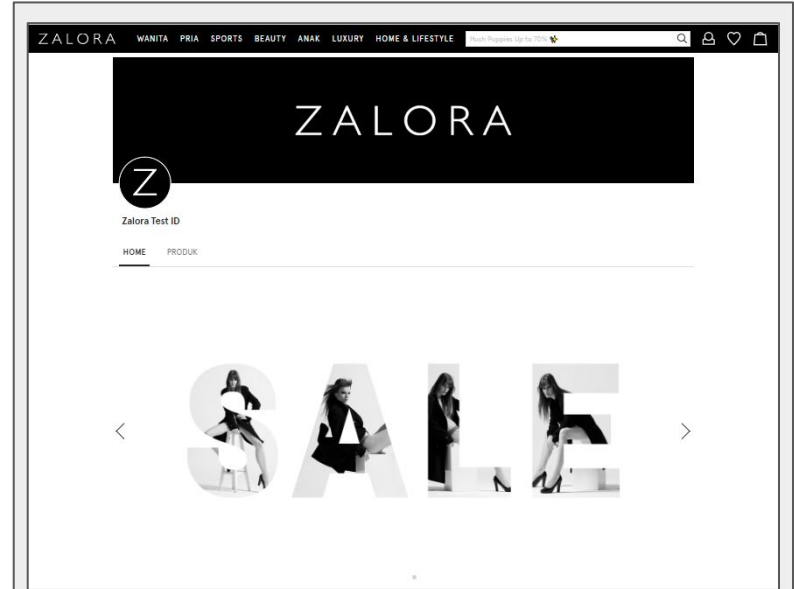
Storefront currently **active**

Storefront that will be **active** according to the time you have specified

Example of ZIS that has been successfully displayed on your store page



Single Banner



Carousel / Slide Banner

Example of ZIS that has been successfully displayed on your store page

ZALORA

WANITA

PRIA

SPORTS

BEAUTY

ANAK

LUXURY

HOME & LIFESTYLE

Z

Zalora Test ID

HOME

PRODUK

ZALORA Styling Challenge | Styling 6 Occasions ft. Elena & Natasha

ZALORA

Styling Challenge

Ft. Elena & Natasha

Watch on

YouTube

Video

ZALORA

WANITA

PRIA

SPORTS

BEAUTY

ANAK

LUXURY

HOME & LIFESTYLE

Z

Zalora Test ID

HOME

PRODUK

STUDIO

New Collection

FIND YOUR NEW
LOOK

Visit our website for more details
reallygreatsite.com

Poster

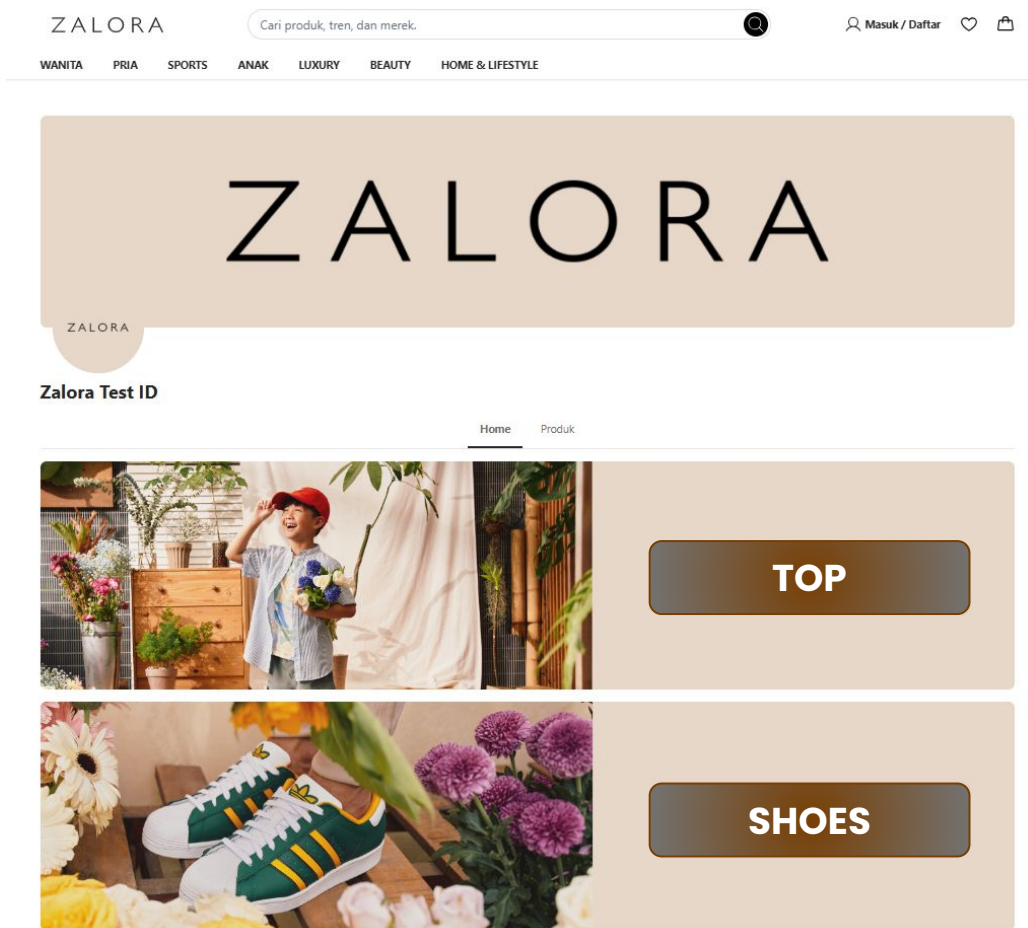
**Go Extra With
Your ZIS!**



Highlight Your Products Category

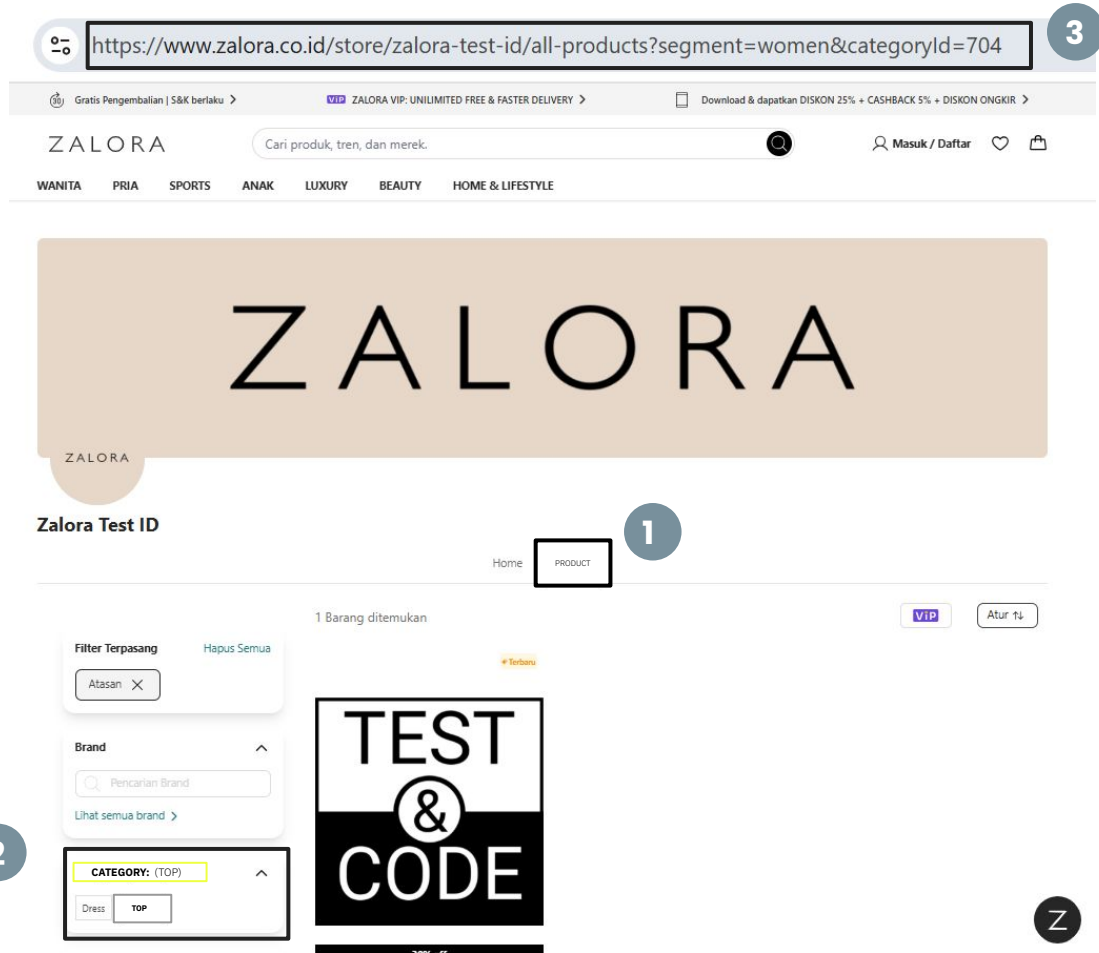
Utilize the **Single Banner** component to showcase your **top product** categories on the storefront.

Customize the number of banner components to align with the specific product categories you wish to feature.



How to input Category URL to Storefronts?

- 1 Navigate to the '**Products**' section within your shop dashboard.
- 2 Use the '**Category**' menu to curate and select the primary product lines you want to promote to your customers.
- 3 Copy the **URL** provided in the sidebar navigation.



How to input Category URL to Storefronts?

- 4 Select your target banner for URL integration.
- 5 Turn on the URL button
- 6 Enter the URL in the column provided
- 7 Click 'Apply'

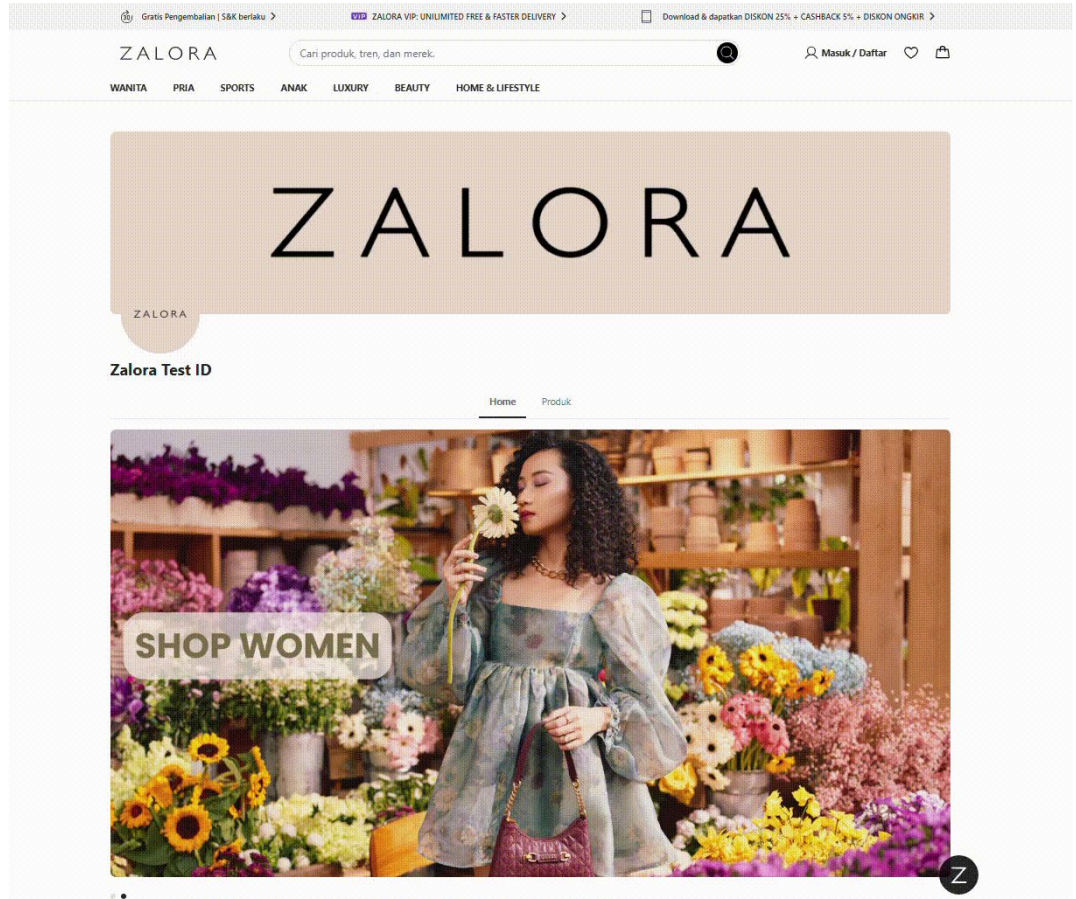
The screenshot displays the Zalora storefront editor. At the top, a search bar and a 'Zalora webinar test ZIS' header are visible. Below the header, there are three banner slots. The first slot, labeled 'TOP', is selected and highlighted with a blue circle '4'. The second slot, labeled 'SHOES', is also visible. The third slot is labeled 'NEW ARRIVALS'. To the right of the banners, there are up, down, and delete icons. On the far right, a 'Single Banner' configuration panel is open. It shows the banner size as 'Skinny 1440x338 px'. Below the size, there is an 'Image' section with a thumbnail and a 'TOP' button. An 'Upload new' button is also present. The 'URL' section has a toggle switch turned on (indicated by a blue circle '5') and a text input field containing the URL 'https://www.zalora.co.id/store/zalora-t' (indicated by a blue circle '6'). Below the URL field, there is a note: 'Only URLs from your store catalogue filtered by Category, Segment, Brand and Voucher Code are valid'. At the bottom of the panel, there is a 'Visit Store' link and an 'Apply' button (indicated by a blue circle '7'). A 'Cancel' button is also present.

Highlight Your Products Segment

Enhance product discoverability by highlighting Product Segments alongside your main categories.

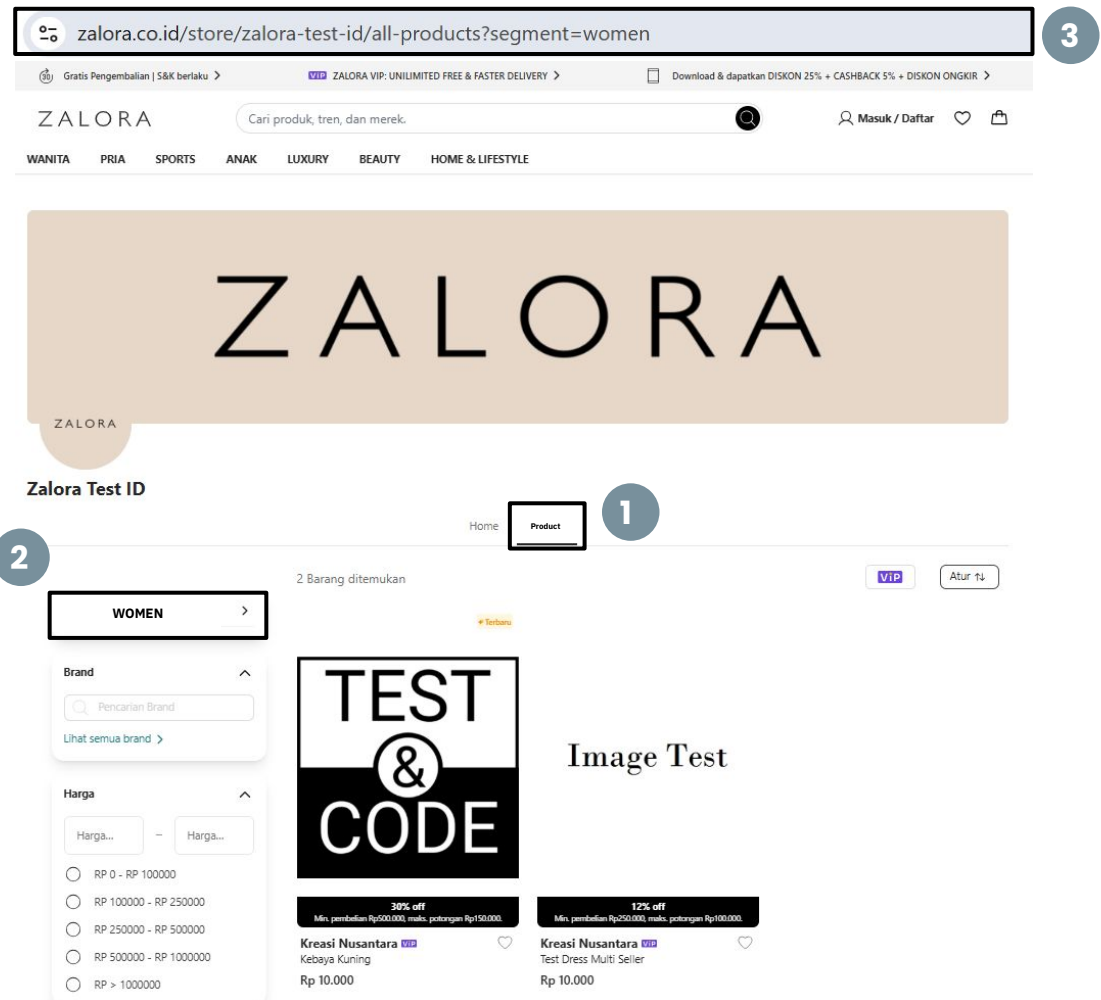
Configure the number of banner slots to match the number of product segments you have identified for promotion.

Sellers have the **flexibility** to utilize either **Single Banner** or **Carousel** components to strategically highlight their product segments.



How to input Segments URL to Storefronts?

- 1 Select the **'Products'** tab from your shop's main navigation.
- 2 Select your target audience from the **'Gender Segment'** options to **highlight** them on the page.
- 3 Copy **URL** on sitebar



How to input Segments URL to Storefronts?

- 4 Select your **target banner** for URL integration.
- 5 Turn on the **URL button**
- 6 Paste the copied **URL into the link** configuration column provided.
- 7 Click **'Apply'**

Search

Zalora webinar test ZIS

Save

SHOES

4

SHOP WOMEN

5

6

7

Carousel

Upload new

Minimum size: 1440 x 768 px

URL

Upload new

Minimum size: 1440 x 768 px

URL

<https://www.zalora.co.id/store/zalo>

Only URLs from your store catalogue filter
Category, Segment, Brand and Voucher Code

Cancel

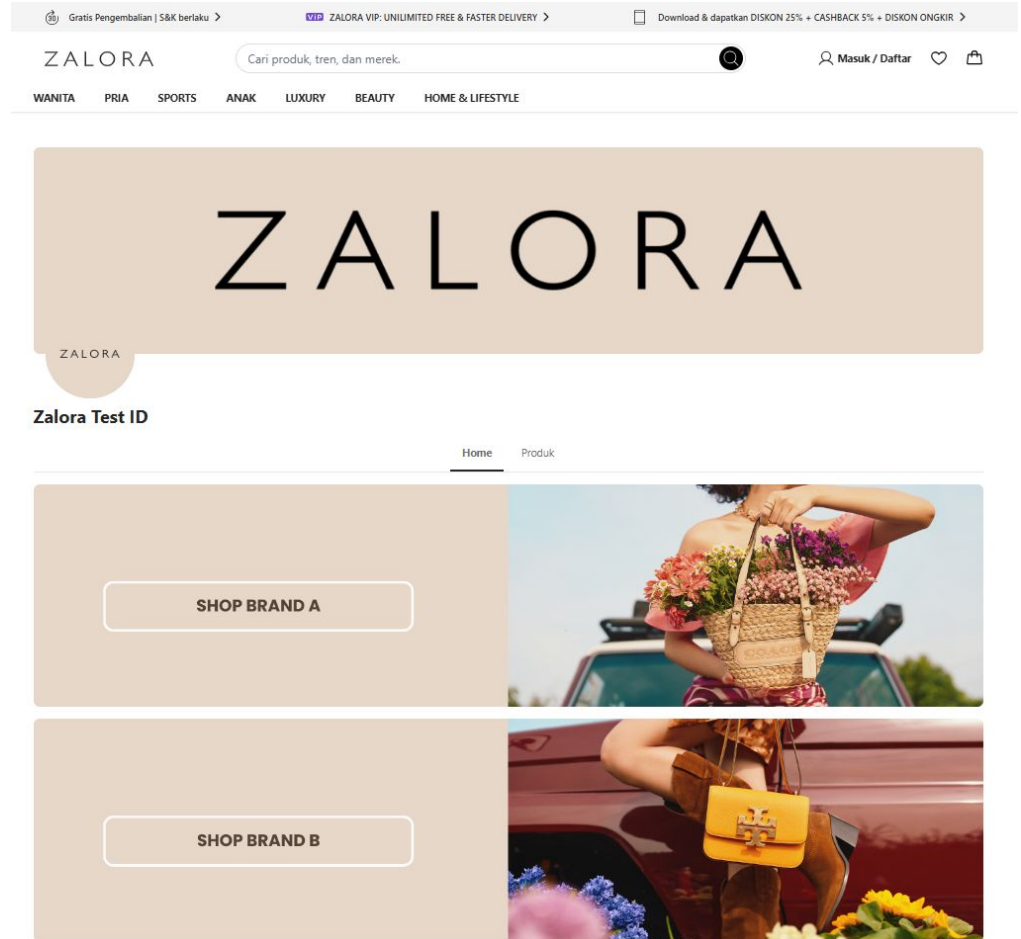
Apply

Highlight Your Multiple Brands

Sellers with multiple brands can utilize ZIS to showcase each brand distinctly, making it easier for customers to browse specific labels within a single shop.

Customize the number of banner components to align with the specific brand portfolio you wish to feature.

Sellers have the ***flexibility to utilize*** either **Single Banner or Carousel** components to strategically showcase their ***brand identity***.



How to input Brands URL to Storefronts?

3

1

Select the **'Products'** tab from your shop's main navigation.

2

Use the **'Brand'** tab to curate which of your brands will receive **primary visibility**.

3

Copy the **URL provided** in the sidebar navigation.

The screenshot displays the Zalora storefront interface. The URL in the browser is `zalora.co.id/store/zalora-test-id/all-products?brandIds%5B%5D=5896`. The interface includes a main navigation bar with categories like WANITA, PRIA, SPORTS, ANAK, LUXURY, BEAUTY, and HOME & LIFESTYLE. A search bar is present with the text "Cari produk, tren, dan merek." and a "Masuk / Da" button. The Zalora logo is prominently displayed. Below the logo, the text "Zalora Test ID" is visible. The main content area shows a "Produk" tab selected, with a "2 Barang ditemukan" (2 items found) notification. A "Brand" sidebar is open, showing a search bar "Pencarian Brand" and a list of brands, with "Kreasi Nusantara" selected. The main content area features a "TEST & CODE" banner and a "Image Test" section. Below the banner, there are two product listings for "Kreasi Nusantara" with a "30% off" and "12% off" discount. The bottom of the page has a "Hapus" (Remove) button and a "Tambah" (Add) button.

3

zalora.co.id/store/zalora-test-id/all-products?brandIds%5B%5D=5896

ZALORA

Cari produk, tren, dan merek.

Masuk / Da

2

Brand

Pencarian Brand

K

✓ Kreasi Nusantara

1

Produk

2

Brand

Pencarian Brand

Lihat semua brand >

Harga

Harga... - Harga...

RP 0 - RP 100000

RP 100000 - RP 250000

RP 250000 - RP 500000

RP 500000 - RP 1000000

RP > 1000000

Vouchers

TEST & CODE

Image Test

30% off

Min. pembelian Rp500.000, maks. potongan Rp150.000.

Kreasi Nusantara

Kebaya Kuning

Rp 10.000

12% off

Min. pembelian Rp250.000, maks. potongan Rp100.000.

Kreasi Nusantara

Test Dress Multi Seller

Rp 10.000

Hapus

Tambah

How to input Brands URL to Storefronts?

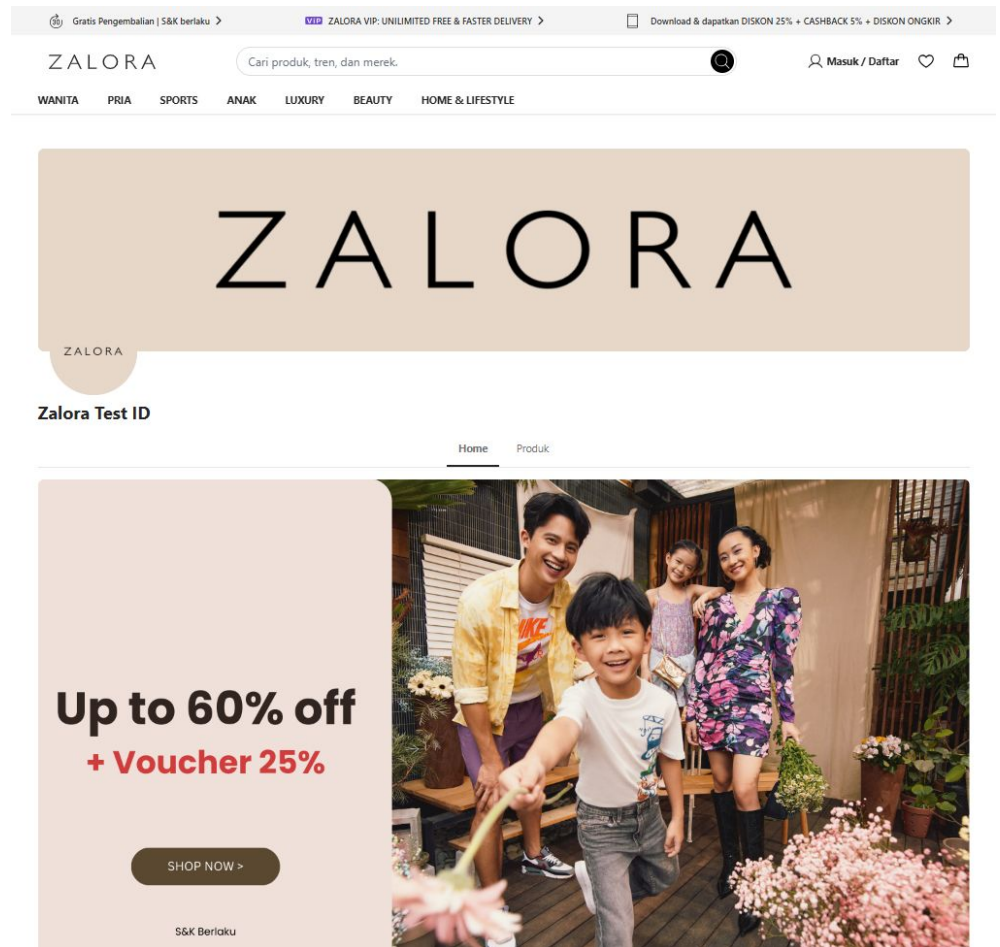
- 4 Identify the **specific banner** component where you wish to embed the destination URL.
- 5 Turn on the URL button
- 6 Input the **destination URL** into the designated field.
- 7 Click '**Apply**'

The screenshot displays the Zalora storefront editor. At the top, a search bar and the text 'Zalora webinar test ZIS' are visible, along with a 'Save' button. Below this, three banner components are shown in a list. The first banner, labeled 'SHOP BRAND A', is highlighted with a blue circle and the number 4. The second banner, labeled 'SHOP BRAND B', is also visible. The third banner features a family photo and the text 'Up to 60% off + Voucher 25%'. To the right, the 'Single Banner' configuration panel is open. It shows the 'Size' set to 'Skinny 1440x338 px'. Under the 'Image' section, there is a preview of the banner and an 'Upload new' button. Below this, the 'URL' field is turned on (indicated by a purple toggle) and contains the URL 'https://www.zalora.co.id/store/zalora-t', which is highlighted with a blue circle and the number 6. At the bottom of the panel, there are 'Cancel' and 'Apply' buttons, with the 'Apply' button highlighted by a blue circle and the number 7. A 'Visit Store' link is also present.

Highlight Your Promotions!

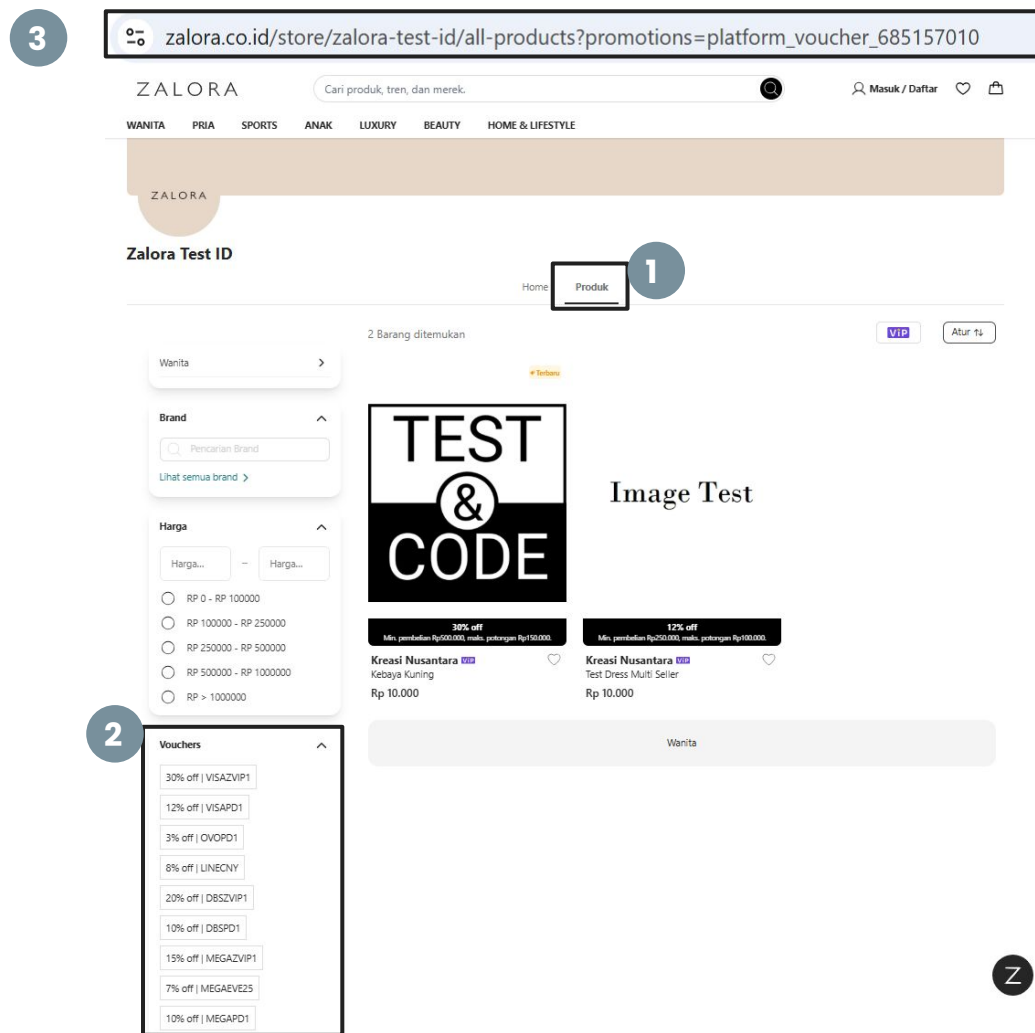
Sellers can drive **higher engagement** for active vouchers by using **custom-themed banners** to highlight promotions prominently on the storefront.

Use the **Voucher Code Segment URL** to provide a direct link from your storefront to your **voucher-eligible** inventory.



How to input Vouchers URL to Storefronts?

- 1 From your shop home page, click on the **'Products'** menu to begin your configuration.
- 2 Use the **'Vouchers Segment'** tab to curate which active store vouchers will receive primary visibility for your customers.
- 3 Copy the **URL provided** in the sidebar navigation.



How to input Vouchers URL to Storefronts?

- 4 Select the banner you want to insert the URL into
- 5 Turn on the URL button
- 6 Enter the URL in the column provided
- 7 Click 'Apply'

Search

Zalora webinar test ZIS

Save

4

Up to 60% off
+ Voucher 25%

SHOP NOW >

SSK Berkatu

ATASAN

SEPATU

Single Banner

Size

Skinny 1440x768 px

Image

Up to 60% off
+ Voucher 25%

Upload new

Minimum size: 1440 x 768 px

5

URL

6

<https://www.zalora.co.id/store/zalora-t>

Only URLs from your store catalogue filtered by Category, Segment, Brand and Voucher Code are valid

Visit Store

7

Cancel

Apply



Do's and Don'ts when using ZIS

Tips for Creating Logo and ZIS Designs

Include your brand name on your store logo and banners

Use the right font according to your brand concept

Choose the appropriate color because each color has a different message or meaning.

Add illustrations if necessary



H&M Official ID



Bally Outlet Indonesia

Understanding Store Logo & ZIS Policy

4 Things that are prohibited in making Logos and ZIS:

1. It is forbidden to include names, logos, links to other shopping sites/applications and personal contacts (phone numbers, WhatsApp numbers, addresses) in your shop's logo and banner.
2. It is forbidden to include information that is not in accordance with the terms and conditions of selling on Zalora (can pre-order, can chat directly between sellers and buyers).
3. It is forbidden to use vulgar images/videos or contain pornographic elements (indecent, obscene, or sexually degrading) on your shop's logo and banner.
4. It is forbidden to use inappropriate, prohibited, sensitive images, or images containing SARA (ethnicity, religion, race, and inter-group) elements on your shop's logo and banner.

Tips for Creating Logo and ZIS Designs:

1. Include the brand name
2. Use the right font according to your brand concept
3. Choose the right color because each color has a different message or meaning
4. Add illustrations if necessary

ZALORA