

ZALORA

# Zalora Interactive Store (ZIS)

June 2025



# Zalora Interactive Store

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## 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

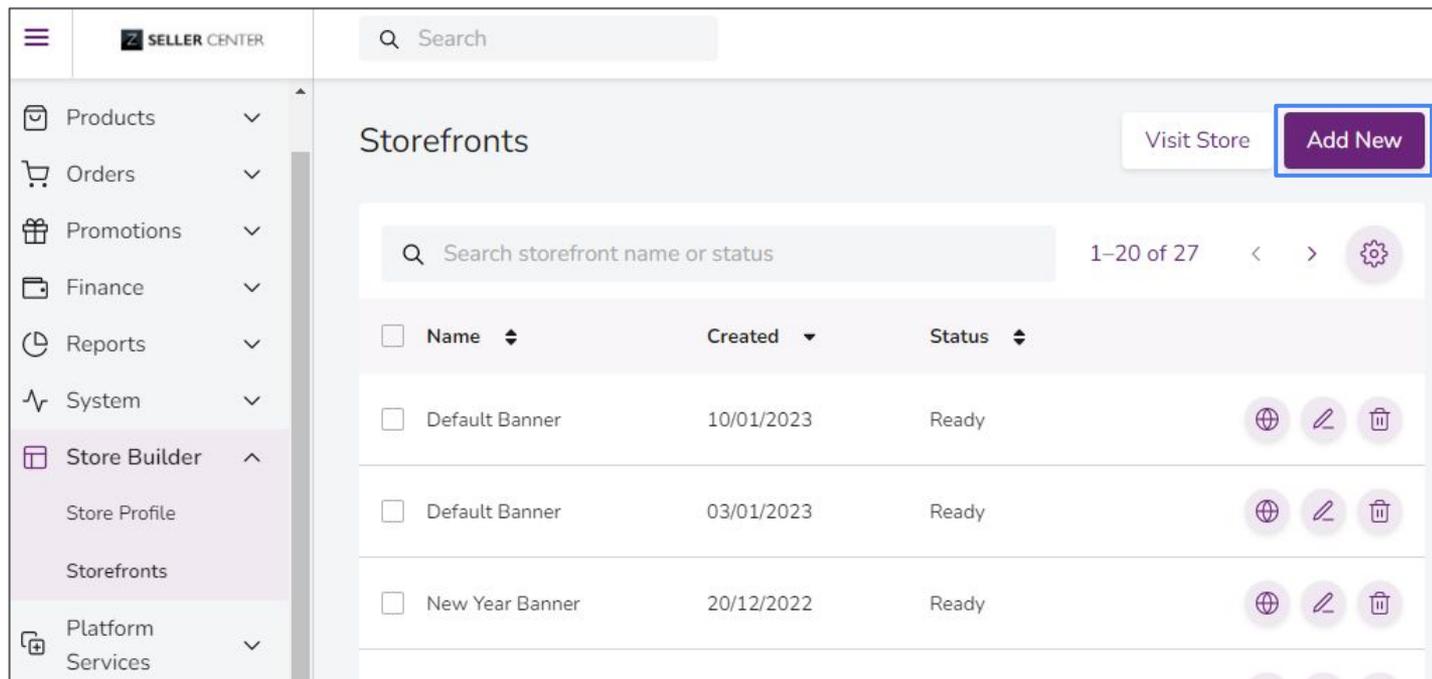
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**Adding New  
ZIS**



# Adding New ZIS (1/2)

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



The screenshot shows the Seller Center interface. On the left is a navigation menu with categories like Products, Orders, Promotions, Finance, Reports, System, Store Builder, and Platform Services. The 'Store Builder' section is expanded, showing 'Store Profile' and 'Storefronts'. The main content area is titled 'Storefronts' and features 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, along with action icons for each row.

<input type="checkbox"/>	Name	Created	Status	
<input type="checkbox"/>	Default Banner	10/01/2023	Ready	  
<input type="checkbox"/>	Default Banner	03/01/2023	Ready	  
<input type="checkbox"/>	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.

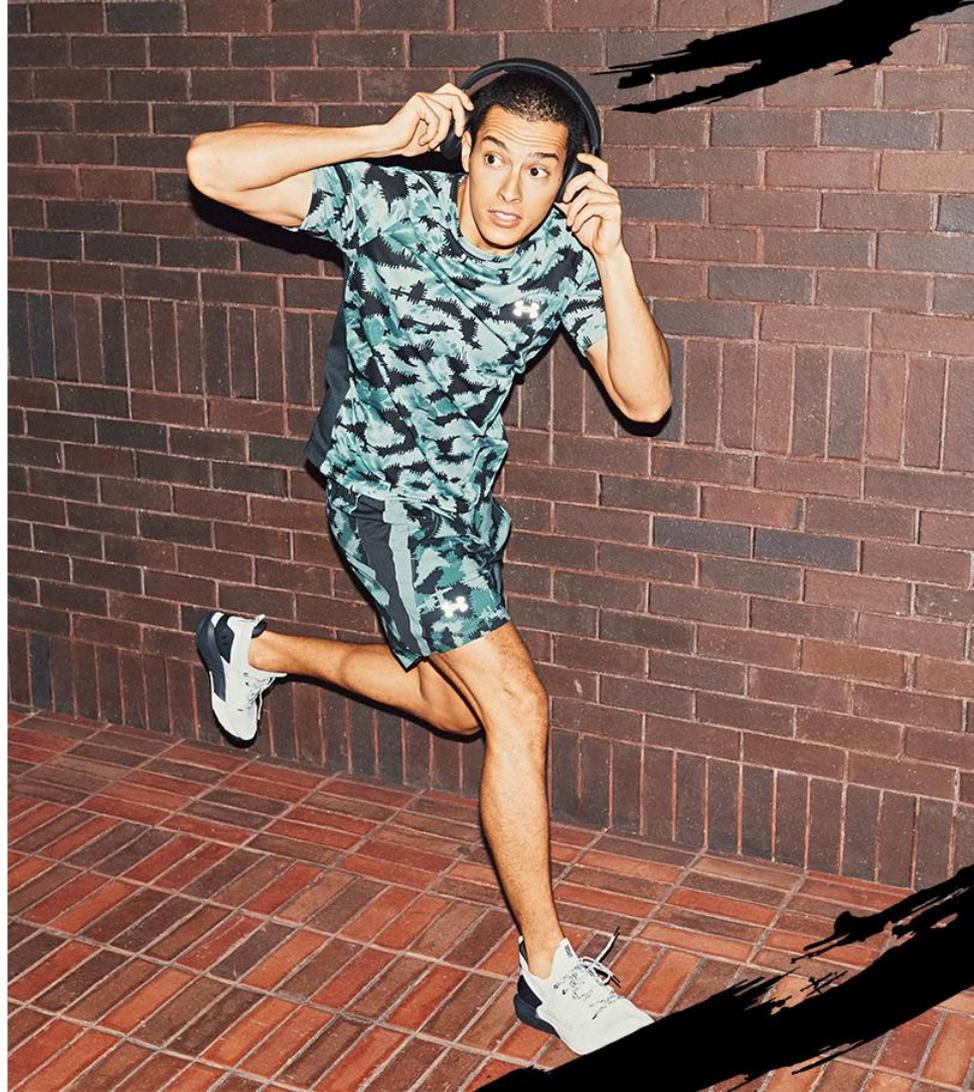
Or you can use a template that you have created before by clicking **'From existing storefronts'**.

4 Click **'Create'**

The screenshot shows the 'New Storefront' page in a web application. At the top left, there is a back arrow and the text '< Storefronts'. The main heading is 'New Storefront'. In the top right corner, there is a 'Create' button. The page 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, there is a button labeled 'From existing storefronts'. A '4' in a circle is positioned in the top right corner of the interface, pointing towards the 'Create' button.

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**ZIS**  
**Components**



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

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

The screenshot shows the ZIS Store Builder interface. On the left is a navigation sidebar with the following items: Home, Catalog, Orders, Promotions, Finance, Reports, Zalora Ads Platform, System, Store Builder (expanded), Store Profile, Storefronts, and Platform Services. The main content area is titled '< Storefronts' and shows a preview of a storefront header for 'ZALORA PH Test'. The header features the text 'ZALORA' in white on a black background, with a circular logo containing a white 'Z' on the left. A purple 'Save' button is located in the top right corner of the preview area.

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

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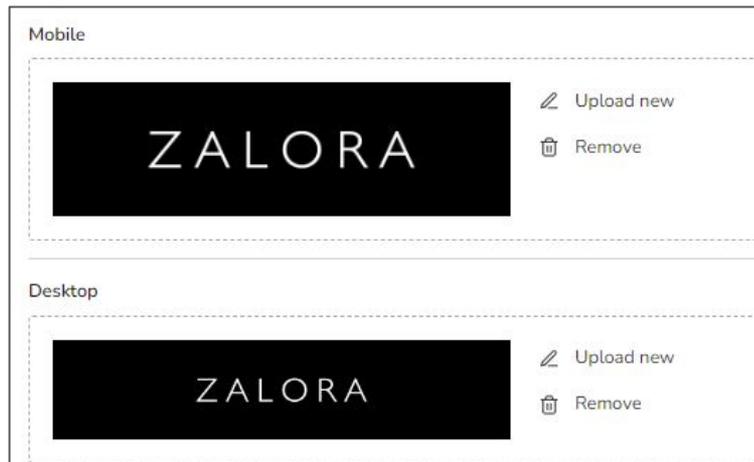
### 2 Upload each component

- **Header Mobile**

Minimum size: 720 x 208 px

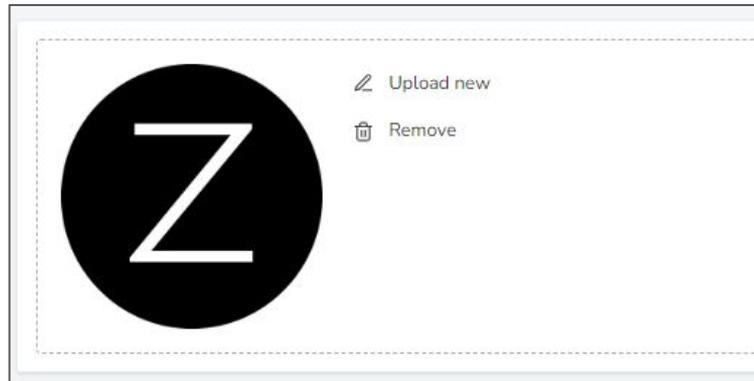
- **Header Desktop**

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.

The screenshot displays the ZIS Storefront Builder interface. On the left is a navigation sidebar with options: Home, Products, Orders, Promotions, Finance, Reports, System, Store Builder (highlighted), and Platform Services. The 'Store Builder' section includes 'Store Profile' and 'Storefronts'. The main area shows a storefront for 'ZALORA PH Test' with a large black banner featuring the 'ZALORA' logo. Below the banner are sections for 'HOME', 'PRODUCTS', 'SALES', 'PROMOTIONS', and 'NEW ARRIVALS'. On the right, a 'Components' panel is visible, containing four component options: 'Single banner', 'Poster', 'Video', and 'Carousel'. A blue border highlights these four options. A circular callout with the number '1' is positioned over the 'NEW ARRIVALS' section, with an arrow pointing from the 'Components' panel to it, indicating where to drag and drop the selected components.

# ZIS Components - Upload Storefront (2/5)

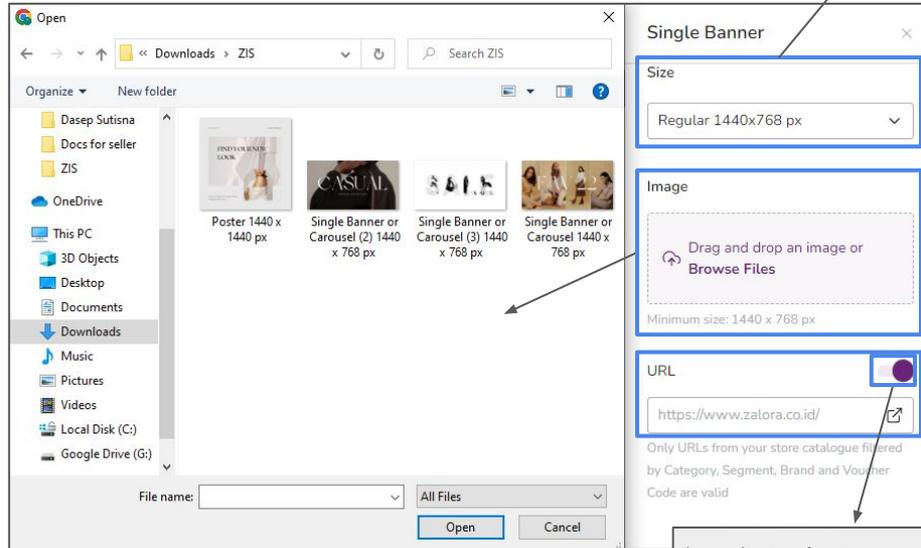
Single Banner

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'**

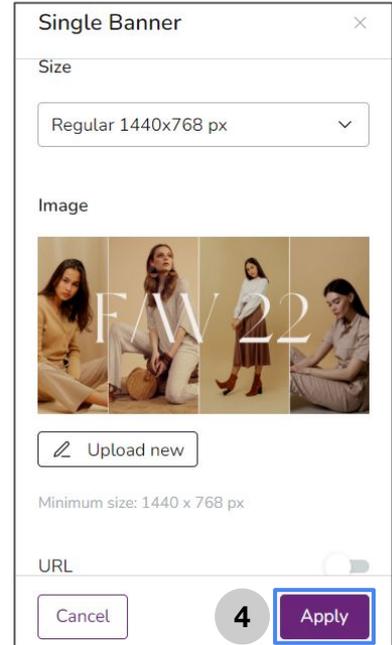


1

2

3

In each storefront component, sellers can insert URL links.



4

# ZIS Components - Upload Storefront (3/5)

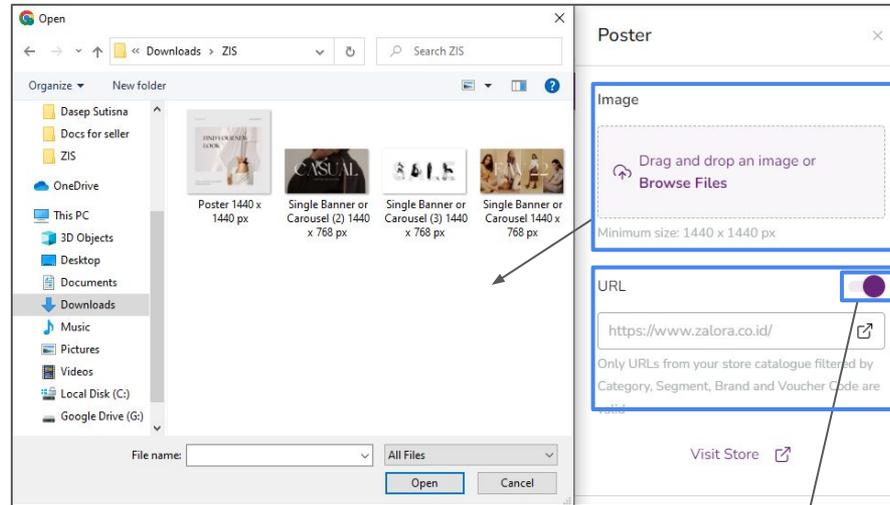
Single Banner

**Poster**

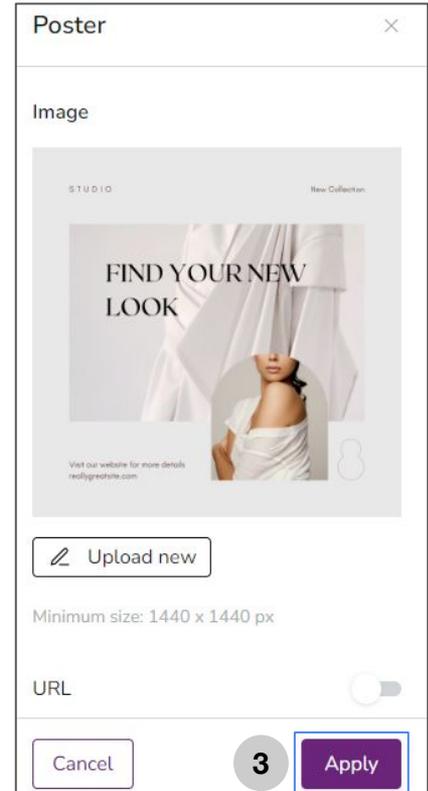
Carousel / Slide Banner

Video

- 1 Select the **'Image'** to be used
- 2 Enter the **URL link** if any
- 3 Click **'Apply'**



In each storefront component, sellers can insert URL links.



# ZIS Components - Upload Storefront (4/5)

Single Banner

Poster

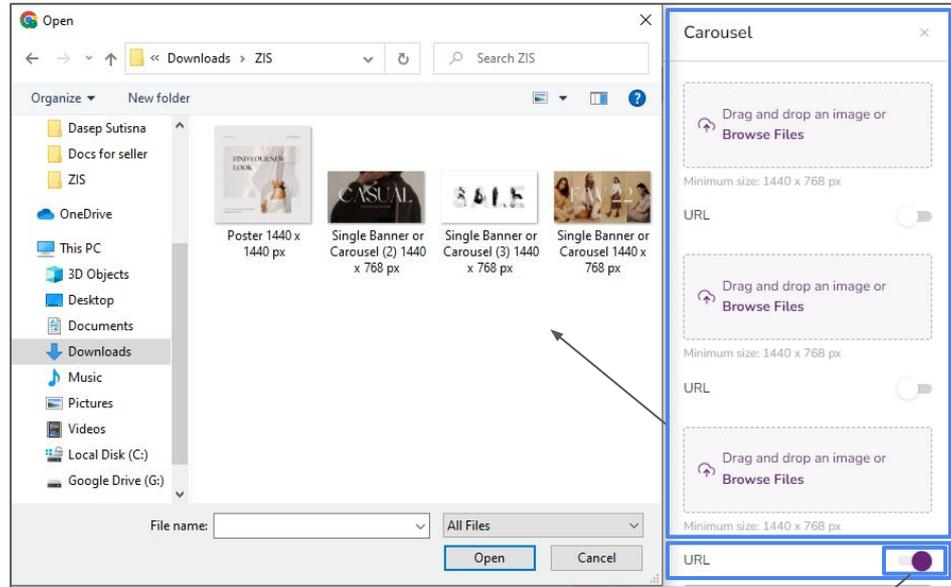
**Carousel / Slide Banner**

Video

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

2 Enter the **URL link** if any

3 Click **'Apply'**



In each storefront component, sellers can insert URL links.



# 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](https://youtu.be/2ySes_Uc6wY)



Cancel Apply

3

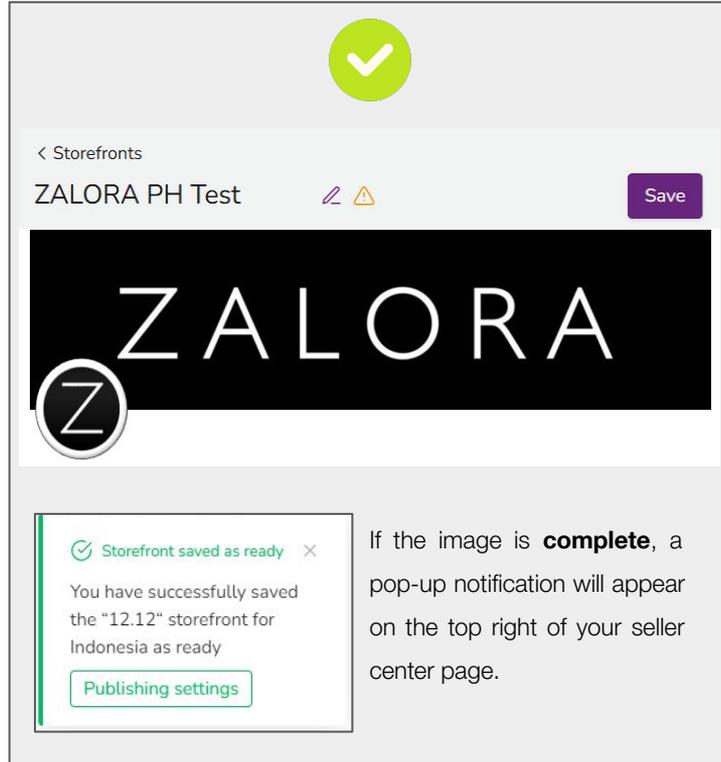


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## **Saving & Publishing ZIS**

## Saving & Publishing ZIS (1/5)

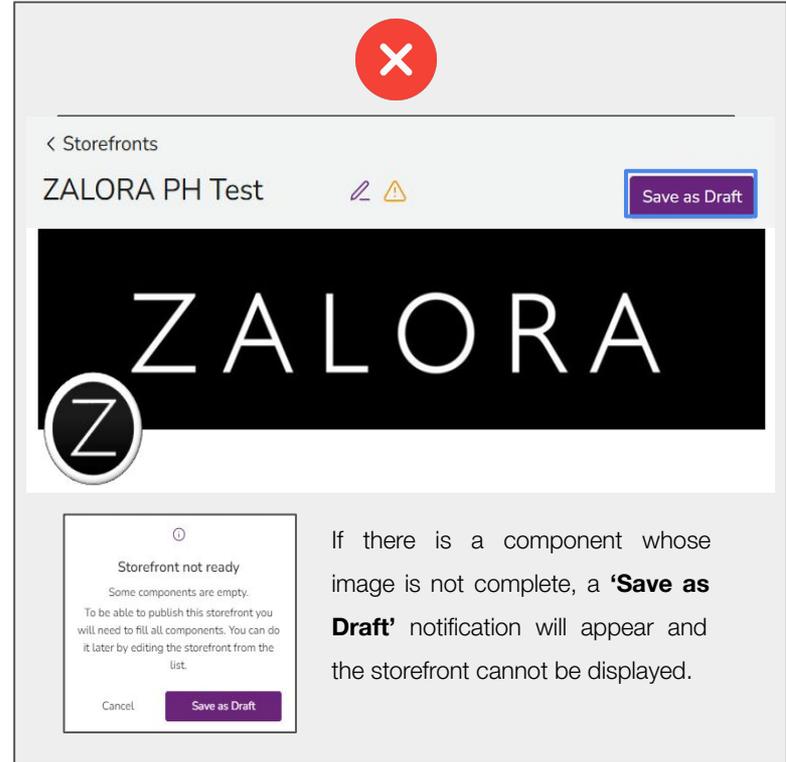
1 After successfully uploading the image into the component, click **'Save'**



The screenshot shows the storefront editor interface for 'ZALORA PH Test'. At the top right, there is a green checkmark icon. Below the header, there is a 'Save' button. The main content area displays the 'ZALORA' logo on a black background. A circular callout with a 'Z' is positioned over the logo. A notification box at the bottom left contains the following text: 'Storefront saved as ready', 'You have successfully saved the "12.12" storefront for Indonesia as ready', and a 'Publishing settings' button.

If the image is **complete**, a pop-up notification will appear on the top right of your seller center page.

1



The screenshot shows the storefront editor interface for 'ZALORA PH Test'. At the top right, there is a red 'X' icon. Below the header, there is a 'Save as Draft' button. The main content area displays the 'ZALORA' logo on a black background. A circular callout with a 'Z' is positioned over the logo. A notification box at the bottom left contains the following text: 'Storefront not ready', 'Some components are empty.', 'To be able to publish this storefront you will need to fill all components. You can do it later by editing the storefront from the list.', and buttons for 'Cancel' and 'Save as Draft'.

If there is a component whose image is not complete, a **'Save as Draft'** notification will appear and the storefront cannot be displayed.

## Saving & Publishing ZIS (2/5)

2

To display the storefront, click



<input type="checkbox"/> Name	Created	Status	
<input type="checkbox"/> Year End	25/01/2023	Draft	
<input type="checkbox"/> 12.12	19/01/2023	Active	
<input type="checkbox"/> 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**

Publish at  
Right now

The selected Marketplace time is 19 Jan 2023 18:16

This storefront will be active until you publish another one

**Publish**

Storefront saved as active

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** Visit Store Add New

Search s... 1-2 of 2

Name	Created	Status
12.12	19/01/2023	Active
Upcoming Storefronts	10/01/2023	Ready

**Publishing Calendar**  
Showing data for Indonesia in the Marketplace time

Active storefront 12.12

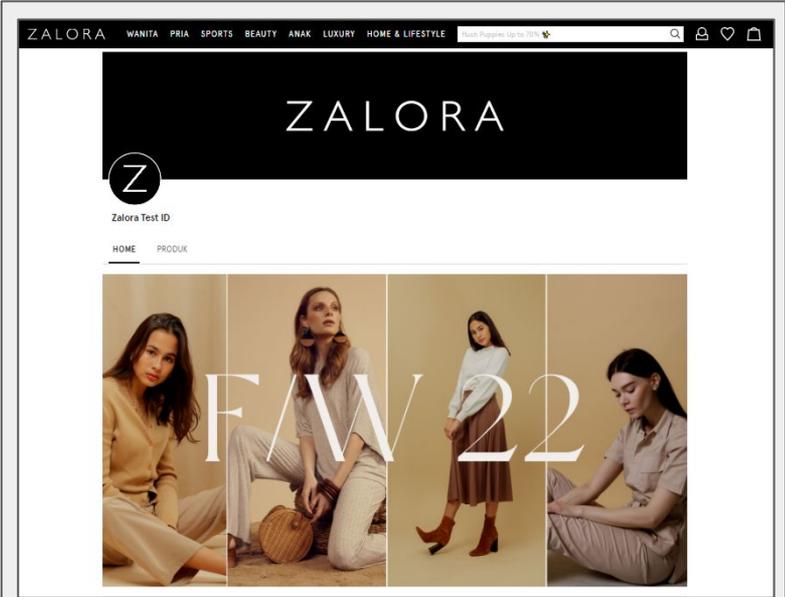
26 Jan 2023 16:51  
Upcoming Storefronts

Storefront currently **active**

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

# Saving & Publishing ZIS (4/5)

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

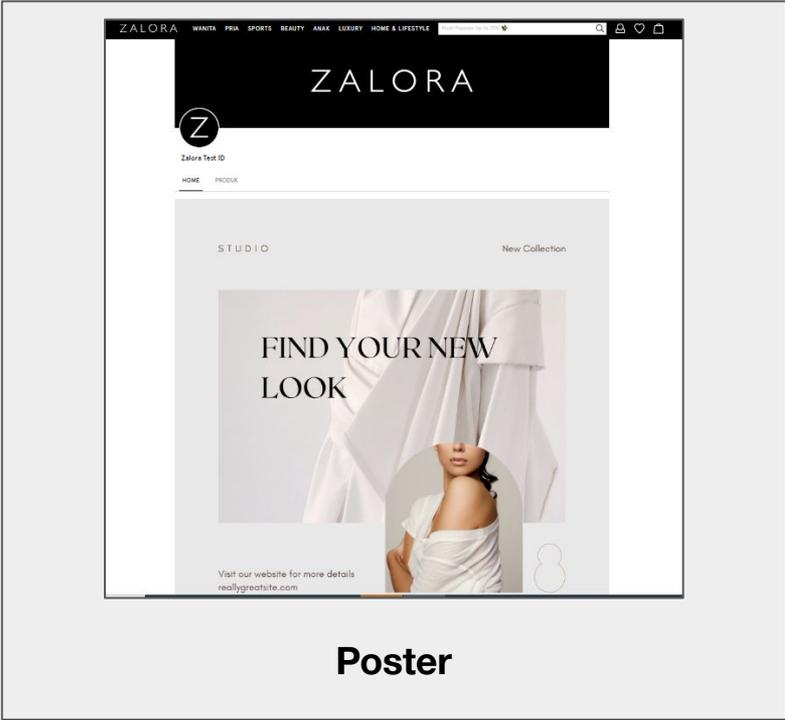
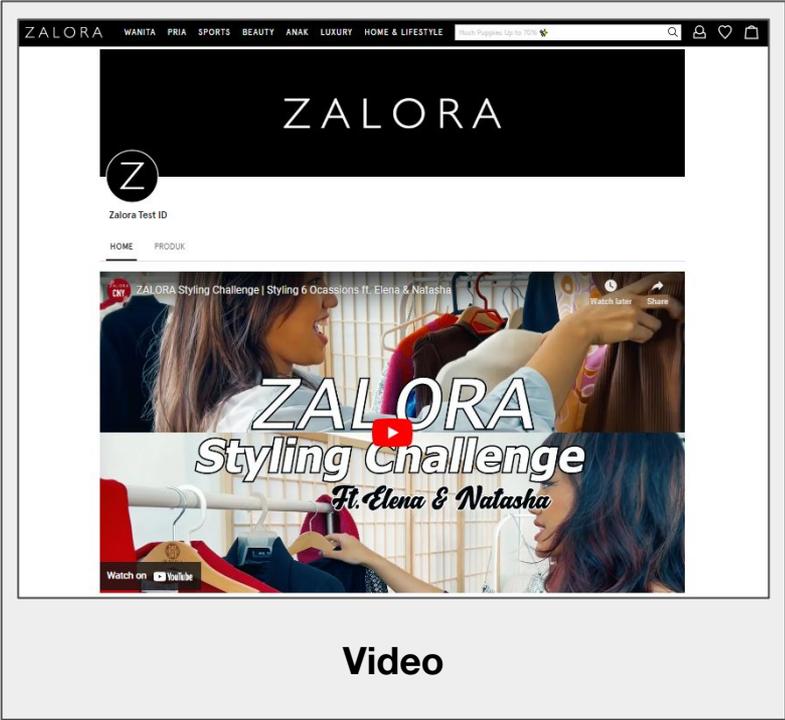


Single Banner



Carousel / Slide Banner

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



# Understanding Store Logo & ZIS Policy

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## 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

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