

# **Manager Account**

Kick-off Guide

**bol.**



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# Introduction

We know that agencies support many retailers with different tasks, such as advertising, content, and pricing.

That often means: multiple accounts, separate login details, and lots of switching back and forth. It takes time and makes it harder to keep an overview.

That's why we're introducing the **Manager Account**.

With this tool, you can manage multiple retailers from one place.

This way, you stay in control of your accounts and gain faster insights into all the data you need.



# 1. What is the Manager Account?

The Manager Account is a tool that allows an agency to manage the accounts of their retailers (and later also suppliers). With this, we aim to support agencies in creating even more impact for retailers on bol.

## How does it work?

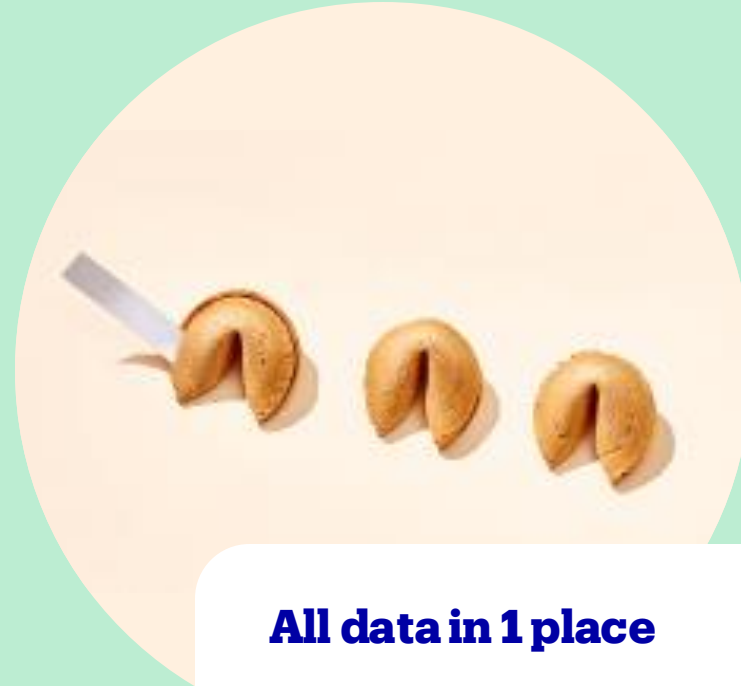
You log in to the Manager Account and immediately see an overview of all your connected retailers. In the current beta version, you can easily switch between retailers—no need to log in again each time. With just one click, you switch from one account to another.



# 2. Why is it interesting?

## **Quick switching**

With the Manager Account, you no longer need to keep logging in and out. This saves time and lets you take action faster in the right accounts.



## **All data in 1 place**

Right now, the main benefit is the ability to easily switch between accounts. But more is on the way. Think of downloading data from your retailers and making faster adjustments to content and pricing.

# 3. Future developments

It will soon be possible to track the data of all your connected retailers in one place.

We are developing a dashboard that shows all your data at a glance, including benchmarks that highlight where improvements are needed. From this dashboard, you can take action immediately: adjust settings and resolve challenges. This helps your retailers continue to grow on our platform.

By joining now, you'll be among the first to access the innovations we're developing, and we'll involve you in discussions and interviews to further improve the Manager Account.



# 5. Step-by-step overview

1

## Create a user account (optional)

- First, make sure you have a unique user account. Don't have one yet? Create one [here](#).

2

## Request a Manager Account

- Follow the steps on [page 8](#)
- Once bol has created your account, you can log in to your Manager Account using your own credentials.

3

## Request access from the retailer

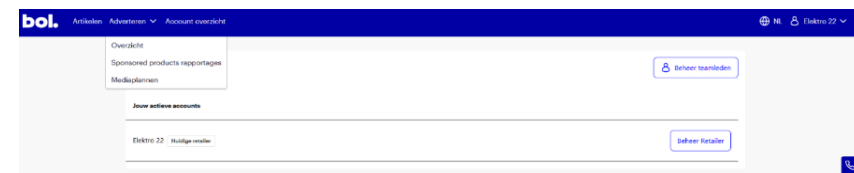
- As an agency or admin, you need access to the retailer's account to carry out your activities. Ask the retailer to add you to their account. They can do that [here](#)

*\*Discuss with the retailer which permissions you need.*

4

## Add agency team members

- Lastly, add your agency to the account. You can do that [here](#)

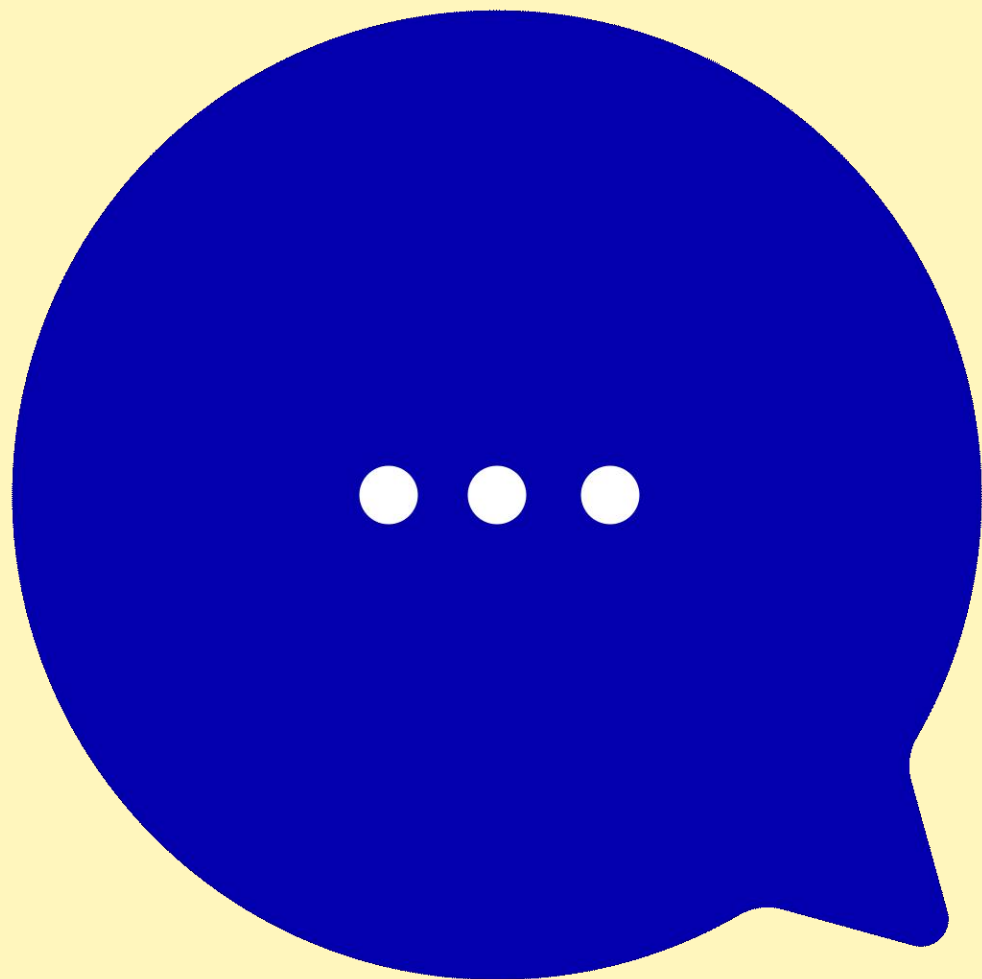


# 4. How do I create a Manager Account?

**To create a Manager Account for you, we need the following information:**

- **A unique email address:** this cannot be linked to any other Retailer, Partner, or Supplier account. Please use a personal email address for each user rather than a general one. Need to create a new account? You can do that [here](#)
- **The name of your agency:** the name must match the official company name and be unique in our system. This ensures the account is created for the correct agency.
  - **For NL:** your Chamber of Commerce (KVK) and VAT number
  - **For BE:** your VAT number

Please fill in all your details via [this form](#). We aim to have the account ready within 3 working days. Once it's set up, you'll receive a confirmation by email.



# **Any Questions?**

Feel free to get in touch with your  
**contact person at bol.**

Don't have a direct contact person?  
Get in touch with Partner Services  
at:  
**[zakelijkverkopen@bol.com](mailto:zakelijkverkopen@bol.com)**

Our experts are happy to help!

**Thank you  
&  
Good Luck**

