

ASOS Integration – Feature & Process Guide

Last updated 23 Sept 2026

ASOS is one of the Mirakl-based marketplaces connected to Pentagon Connect. Rather than running a bespoke ASOS API, the integration talks to ASOS's own Mirakl-hosted operator instance through the standard Mirakl seller interface — the same pattern used for other Mirakl marketplaces such as La Redoute — with ASOS's own business rules layered on top: a wider set of accepted product conditions (including four Refurbished tiers), RRP-based discount pricing, per-product protect flags, and a courier list and reason-code set specific to ASOS's own back office.

This page describes what the ASOS integration supports — which product, pricing, order and refund actions are available, what data we capture, and what isn't currently supported.

Quick Reference

Product Management

Capability	Supported	Notes
Create new products	Yes	Matched to ASOS's own product catalogue by EAN; a populated EAN is required for the listing-create check to pass
Update product content (title, description, images, attributes)	Yes	Runs through the same offer-update call used for price/stock
Update price	Yes	Automatically split into a "with price" and "without price" feed depending on the Protect Price flag
Update stock/quantity	Yes	
Lock price from being overwritten	Yes	Protect Price flag
Lock stock from being overwritten	Yes	Protect Quantity flag
Lock the whole item from updates	Yes	Stock-only updates still go through; price and full updates are skipped
Pause/deactivate a listing	Yes	Zero-stock update, full delisting, or the stronger "Closed" flag — see Deactivating / removing products below
Product variants (size/colour groups)	Yes	Grouped using a shared Supplier Reference across the variant's product records
Multiple product images	Yes	Main image plus additional images

Capability	Supported	Notes
Product condition other than "New"	Yes	New, Excellent, Very Good, Good, Sufficient, and four Refurbished tiers

Pricing & Stock

Capability	Supported	Notes
RRP / strike-through pricing	Yes	Shown as a discount whenever RRP is higher than Start Price
Automatic discount date window	Yes	Defaults to "now" through "now + 2 years" if no dates are set
Multi-channel / multi-currency pricing	No	Hardcoded to the GB channel only
Per-country VAT	Not documented	Not covered in the current ASOS source material
Eco-tax / eco-contribution	Not documented	Not covered in the current ASOS source material

Orders & Fulfilment

Capability	Supported	Notes
Automatic order import	Yes	New orders and status changes on existing orders are pulled in via two separate, continuously-running processes
Order acceptance	Yes	Order lines are accepted automatically by default
Order phone number captured	Yes	Both billing and shipping contact
Customer email captured	Yes	Marketplace-anonymised notification address
Billing & shipping address captured	Yes	Full address, including company name where given
Ship orders (tracking + mark shipped)	Yes	
Carrier & tracking number	Yes	See Carriers Supported below
Partial shipment	No	An order always ships in full in one call to ASOS

Refunds, Returns, Cancellations & Claims

Capability	Supported	Notes
Order cancellation	Yes	Two different calls depending on whether the customer has already been debited — see Cancellations below
Full refund	Yes	
Partial refund (quantity or amount)	Yes	
Refund shipping charges	Yes	Can be included alongside a product refund
Returns	Yes	Handled through the refund flow with a dedicated "Item returned" reason, not as a separate return type
Claims / incidents	Yes	Marketplace "Incident" mechanism, tracked per order line — see Claims / incidents below

Product Management

Creating products

Products are sent to ASOS as a product record first, matched to ASOS's own product catalogue by EAN. ASOS maintains the authoritative product master on their own system; Pentagon Connect's job is to push a record ASOS can match against it, not to own the full catalogue. A populated EAN is mandatory — without one, the listing-create check fails outright and no listing can be created.

A product carries category, SKU, name, description, brand, EAN, one or more images, colour, and — for items that belong to a variant group (e.g. the same style in different sizes or colours) — a shared Supplier Reference that groups the individual product records together. A sellable offer is created separately once the product exists, carrying SKU, price, quantity, condition, availability dates and logistics class.

- There are no further enforced validations or mandatory attribute rules on ASOS product creation beyond a populated EAN — the product taxonomy currently in use for ASOS covers a small, fixed set of five categories, and none of them carry required item-specific attributes.
- Once a product is successfully created, its SKU becomes the permanent identifier used for all further matching — there's no separate marketplace listing ID to track.

Updating products

ASOS has no separate "update" mechanism — an update reuses the same call used to create a product and offer, simply flagged as an update. What actually changes on ASOS depends on which fields are included in that update, which in turn depends on the protect flags set on the product.

- **Updates are always split into two feeds.** Mirakl won't accept a single feed that mixes offers carrying price data with offers that don't, so every update run is automatically split: one feed for offers where Protect Price is off (full data, including price and discounts), and one for offers where Protect Price is on (price fields stripped out entirely).
- **Price sent to ASOS** is normally the Start Price, unless an RRP is set and is higher than the Start Price — in that case RRP is sent as the price and the discount fields are populated so the item shows as reduced from RRP.
- **Discount window** is only populated when RRP is higher than price. If explicit discount dates are set those are used; otherwise the window defaults to "now" through "now + 2 years" — worth knowing, since it can put a long discount live if dates aren't set deliberately.
- **Pricing is GB-only for now** — there is no multi-channel or multi-currency pricing wired up for ASOS.
- **Logistics class** is taken from the product if one is set there, otherwise it falls back to the account-level default.
- **Availability dates and internal descriptions** aren't currently mapped, so changes to those fields won't reach ASOS.
- If an update fails, the reason is captured and shown against the product so support can see why without needing to chase it separately.

Product condition. Unlike some Mirakl marketplaces that only accept "New", ASOS accepts several condition levels: New, Excellent, Very Good, Good, Sufficient, and four tiers of Refurbished (like new, very good, good, acceptable). These map to Pentagon Connect's own condition values — the "Refurbished – acceptable" tier needed a brand-new condition value to be created specifically to support ASOS, since ASOS's condition set doesn't line up one-to-one with the platform's defaults out of the box.

Protect flags. These only apply to offers that already exist on ASOS — a product that hasn't been created yet ignores them.

- **Protect Quantity** — a stock-only update is skipped entirely; a price-only or full update still goes out, but with stock left out.
- **Protect Price** — mirror behaviour: a price-only update is skipped; a stock-only or full update still goes out, but with price left out.
- **Protect the whole item** — a stock-only update still goes through; a price-only update is skipped; a full update is skipped entirely.

Deactivating / removing products

Three mechanisms exist, from softest to hardest:

- **Zero-stock update** — pushes quantity down to zero, which takes the listing off-sale on ASOS while keeping the product record in place. It can be reversed by sending a positive stock update again.
- **Delisting (End Listing)** — removes the offer entirely rather than just zeroing its stock.
- **"Closed" flag** — the strongest option. It stops all further updates to that product apart from pushing stock down to zero, and it applies even to products that were never successfully listed

in the first place. This is the closest ASOS equivalent to a full pause/delete.

Pricing & Stock Sync

- **RRP-based discounting:** if an RRP is set and it's higher than the Start Price, ASOS shows the item as discounted (RRP is sent as the price, with the discount fields populated). If no discount dates are set, the window defaults to two years from today.
- **GB-only pricing:** pricing is currently only sent for the GB channel — there's no multi-channel or multi-currency pricing configured for ASOS.
- **Condition:** ASOS accepts New, Excellent, Very Good, Good, Sufficient, and four Refurbished tiers, each mapped to its own condition value.
- **VAT and eco-tax:** not documented for ASOS's pricing/offer side in the available source material. Order data does capture separate sales-tax, marketplace-VAT and internal-VAT figures (see Order information we store below), but how VAT is calculated or applied when sending prices to ASOS isn't covered — treat any question about VAT or eco-tax on ASOS pricing as unanswered rather than assuming other Mirakl marketplaces' rules apply.

Order Management

Getting orders

Orders are pulled from ASOS through two separate, continuously-running processes:

- **New orders** — the first run looks back 90 days; after that, each run picks up anything created since the last successful run, so new orders are brought in continuously without a manual import step.
- **Modified orders** — re-checks orders from the last 30 days that aren't yet in a final state (i.e. not yet Closed, Cancelled or Shipped) and updates their status, delivery and payment details as they progress. This process only updates orders already in Pentagon Connect; it never creates new ones.

Marketplace order and line statuses are translated into plain order statuses in Pentagon Connect:

- Awaiting acceptance, awaiting debit, and awaiting debit payment → **Pending** (something still needs to happen before the order can ship — acceptance, or clearing payment)
- Shipping (ready to ship) and "to collect" → **Ready for Shipping**
- Shipped and received → **Shipped**
- Refused, cancelled, and refunded → **Cancelled**
- Closed → handled case by case: if the order was already Ready for Shipping, its lines are checked for refunds/cancellations to decide whether it should now read as Cancelled or Shipped, since a "Closed" order status on its own doesn't say which

- An open incident is tracked as a flag on the affected order line, independent of the order's main status (see Claims / incidents below)
- Test/staging orders are kept separate and not treated as real customer orders

Order acceptance: by default, Pentagon Connect accepts all incoming order lines automatically. Lines that are already cancelled or refunded on ASOS's side are correctly excluded from acceptance rather than causing an error. Internal teams can also flag a specific order line for rejection so it's excluded from the automatic accept step. An "acknowledged" flag is tracked per order (pending/sent/completed/error) so the same acceptance is never sent to ASOS twice.

Order information we store

For every order, Pentagon Connect stores:

- Marketplace order ID, order status, currency, channel, created date, paid date, shipping deadline
- Buyer email (marketplace-anonymised) and buyer ID
- Payment method, order subtotal, order total, shipping cost, discount amount/type, marketplace fee/commission
- **Billing address:** name, phone number, company, country, state, street (2 lines), city, postal code
- **Shipping address:** name, phone number, company, country, state, street (2 lines), city, postal code
- Carrier, tracking number, tracking URL, shipped date
- Per line item: SKU, product title, category, item price, quantity, line status, shipping cost, commission, whether that line is eligible for a refund or cancellation
- Sales tax, marketplace VAT and internal VAT are tracked as three separate figures at both order and line level, so different tax views can be reconciled independently
- Refund and cancellation history per line, including amount, quantity, reason and status

Shipping orders

Once an order is accepted and ready, Pentagon Connect pushes the carrier and tracking details to ASOS and then marks the order shipped, as two steps run back to back in a single automated cycle.

- **Carrier matching:** the carrier on the order is matched against ASOS's registered carrier list; if there's a match, the mapped ASOS carrier is sent. If there's no match, an account-level default carrier is used if one is set. If neither applies, the carrier name and tracking number are still sent through under a generic "Other" carrier code, so tracking information is never lost even when the exact courier isn't registered with ASOS.
- **Partial shipment is not supported** — Mirakl always ships the full order in a single shipment. Pentagon Connect can still record multiple internal shipments against an order, but only one, full shipment reaches ASOS.
- If ASOS already shows the order as shipped by the time Pentagon Connect tries to confirm shipment (e.g. it was actioned directly in ASOS's own back office), that's treated as success

and the order is simply marked shipped on our side too.

Cancellations

Which cancellation request is used depends on whether the customer has already been debited for the order:

- **Not yet debited** — the order is cancelled at order level, and only a full cancellation is allowed; a partial cancellation isn't possible for an order that hasn't been charged yet.
- **Already debited** — cancellation happens at order-line level, using the same mechanism as a refund, and can be partial.

Two flags on the order — whether it can be cancelled, and whether it can be refunded — combined with whether the customer has been debited, determine which of these two paths applies for a given order at any point in time.

Refunds & returns

Refunds are requested per order line and can be full or partial (by quantity or amount), and can cover the product only or the product plus shipping charges. A fixed list of refund reasons is used (see Return & Refund Reason Codes below); a customer return is handled as a refund with the reason *Item returned*, rather than as a separate return type.

Because ASOS can process a refund as several separate transactions behind a single request, a refund can complete only partially: if some but not all of the underlying transactions succeed, the refund is marked "Partially Completed" overall, with each individual line marked Completed or Error so it's clear exactly which part failed.

Claims / incidents

ASOS's Mirakl "Incident" mechanism can be opened by the customer or by ASOS once an order line is shipping, shipped, or received. An incident is tracked per order line rather than as a whole-order status change, and it exists independently of the line's normal refund/cancellation status.

- Reasons for **opening** an incident include: item not received, item not as ordered, defective item, right to retract the order, counterfeit item, and delivery taking longer than expected.
- Reasons for **closing** an incident include: client did not respond, order finally received, item fit the description after all, replacement item received, agreement made with the vendor, solution found by the operator, and customer service handled by the vendor.

If an order isn't yet paid when an incident is raised on it, we don't get paid for it — a useful thing to know when an order looks stuck with an open incident.

Carriers Supported

Carriers aren't a fixed list we maintain — they're whichever couriers ASOS has registered on their side, which Pentagon Connect reads live from ASOS (examples seen include FedEx, UPS and Evri). A carrier used on an order is matched against that live list via an internal carrier-mapping table, or an account-level default carrier if no mapping matches; if it doesn't match anything registered, the carrier name and tracking number are still sent through under a generic "Other" carrier so tracking information isn't lost.

Return & Refund Reason Codes

Refund reasons (as shown in ASOS's own back office):

- No response from the shop
- Out of stock
- Cancelled by the client prior to shipping
- Item returned
- Item not received
- Agreement found with the vendor

Cancellation reasons:

- Cancelled by the client prior to shipping
- Unable to ship — out of stock
- Cancelled due to late shipment (system-generated)
- Customer cancelled via seller

Known Limitations

- **No partial shipment** — every order ships to ASOS as one complete shipment, a Mirakl platform constraint rather than a configurable choice.
- **Pricing is GB-only** — no multi-channel or multi-currency pricing is wired up for ASOS.
- **Every product update goes out as two separate feeds** (with prices and without), driven by the Protect Price flag — this is a Mirakl platform constraint, not a configurable choice.
- **Discount dates default to a 2-year window** whenever RRP is higher than price and no explicit discount dates are set — this can put an unintended long-running discount live if dates aren't populated deliberately.
- **VAT and eco-tax handling on pricing/offers is not documented** for ASOS specifically — order-level tax figures are captured, but how tax is calculated or applied when sending prices to ASOS is unconfirmed.
- **Availability dates and internal descriptions** aren't mapped from Pentagon Connect to ASOS, so changes to those fields won't reach the marketplace.

- **No documented rate-limit behaviour or credential-rotation process** — authentication uses a single API key issued from the ASOS seller account, with no documented process for rotating it or handling rate limits.
- **Condition mapping required a new value:** ASOS's "Refurbished – acceptable" condition didn't have an equivalent and needed a new one created — a reminder that ASOS's condition set doesn't map cleanly onto the platform's defaults.

Source Materials

This guide was built from ASOS's Mirakl integration specification documents covering authentication, taxonomy, product and offer creation, price and stock synchronisation, order retrieval and status mapping, order shipment and carrier matching, and the refund, cancellation and incident (claims) flow.