



TuaTop
Merchant Manual

TuaTop Merchant User Manual

How to top up Wallet, create campaigns, hire creators, use escrow, calculate fees, manage affiliate campaigns, handle tax documents, and work safely on TuaTop.

Version 3.0

Updated 1 June 2026

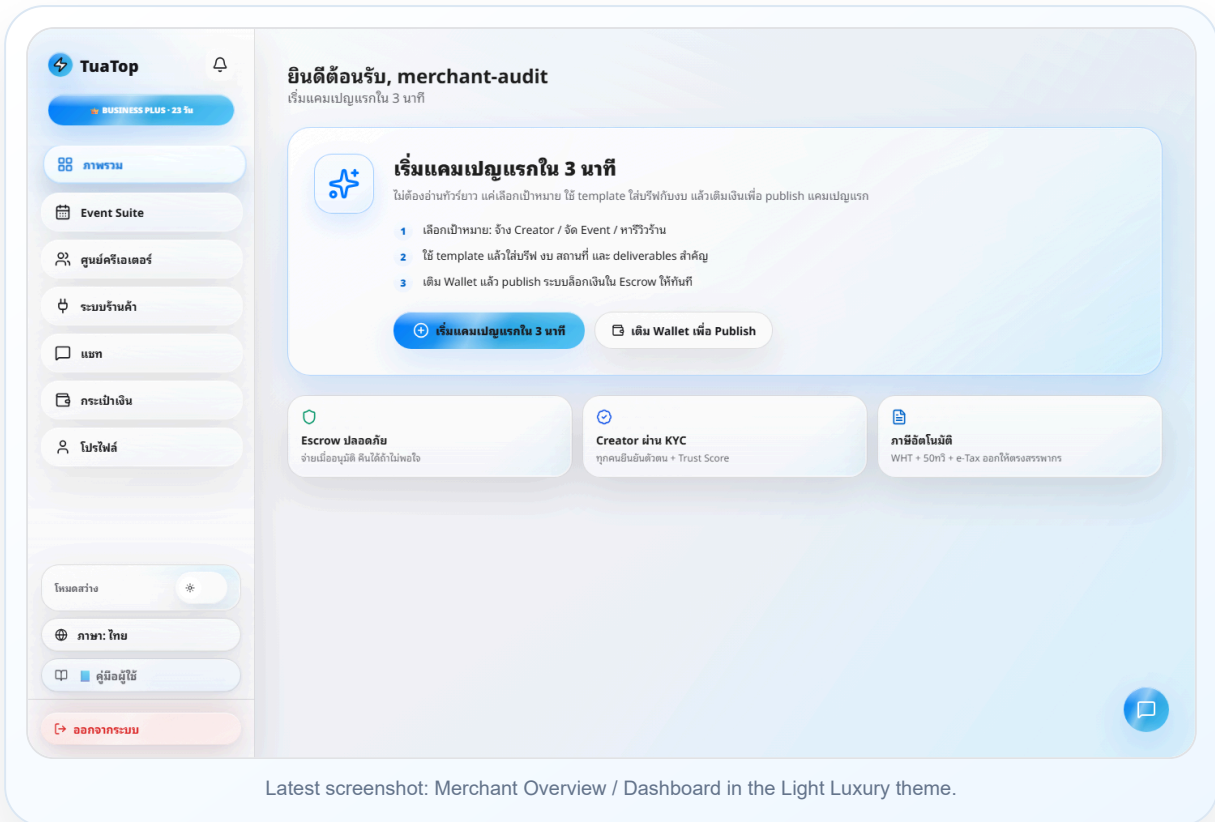
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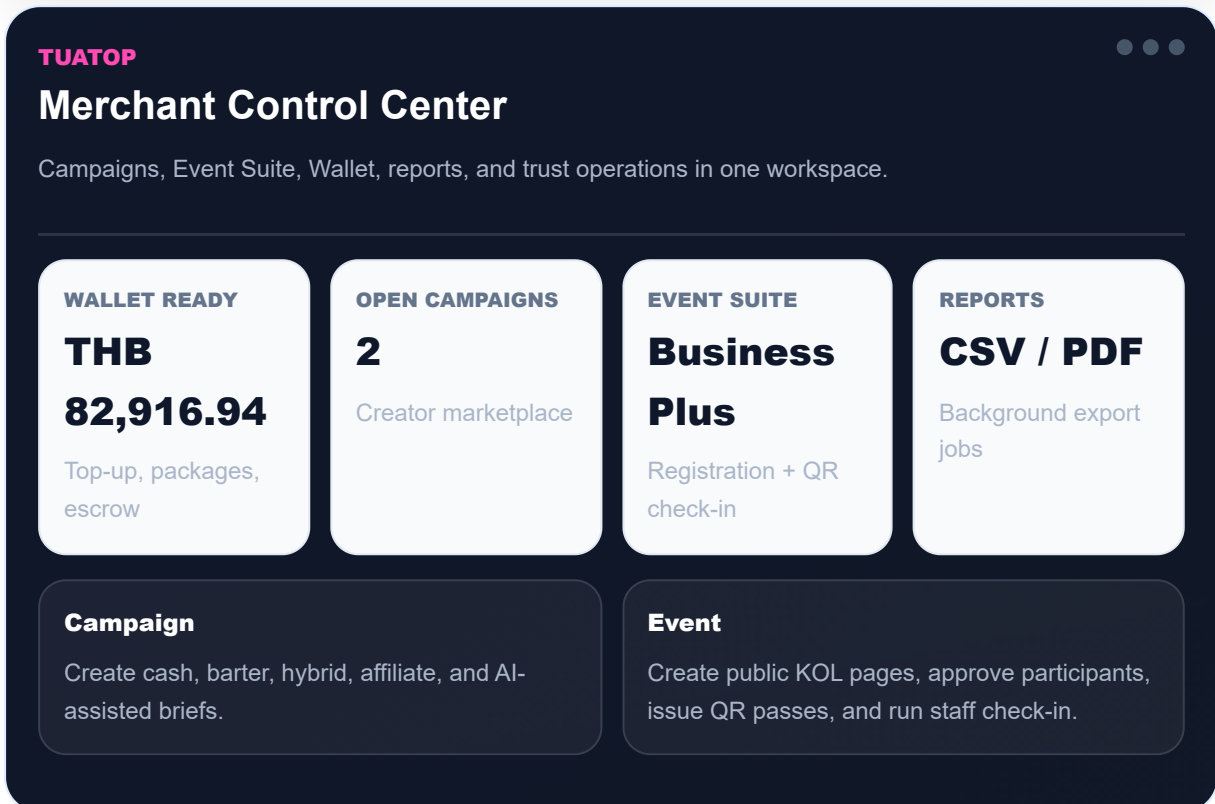
This English manual should match the current product behavior. If on-screen values differ, use the live system value and contact Support Chat for review.

Current Merchant Features

This update summarizes the live merchant workflow after Business Plus, Event Suite, Event Quest, Wallet purchase, profile safety, and export improvements. Use it as the first reference before launching a campaign or event.



Latest screenshot: Merchant Overview / Dashboard in the Light Luxury theme.



Area	What it does	Before launch
Profile / KYB	Business identity, address, phone, documents, bookbank	Business name and bank account should match evidence.
Wallet	Top-up, package purchase, campaign payment, unused balance refund	Slip verification and payer identity should be visible to admins.
Campaigns	Brief, deliverables, budget, creator approval, content review	Brief must be clear, safe, and complete.
Event Suite	Event builder, KOL page, registration, approval, QR, staff scanner, export	Publish the event before creators can register.
Event Quest	Booth missions, Gift Pass QR, daily limits, stock control	Use Event Scale 5K or Booth Mission add-on.
Reports	Campaign, event, check-in, mission, reward, and payout exports	Large exports run as background jobs.

Business Plus, Event Suite, and Event Quest

TuaTop Business Plus includes Event Suite as one package. **Event Scale 5K** is a per-event add-on for large 1,000-5,000 person operations. **Event Quest** adds booth missions, Gift Pass QR, and daily booth limits.

The screenshot displays the 'Create Event' workspace in the TuaTop Event Suite. The interface is divided into several sections:

- Header:** 'EVENT SUITE' and 'Create Event' title. Action buttons include 'ดูข้อมูล Event', 'Refresh', 'Save Draft', and 'Publish Event'.
- Summary Cards:** 'ACTIVE EVENTS 5/mo', 'REGISTRATIONS 2,000', 'APPROVED 1,000', 'STAFF 10', and 'GATES 1'. A green badge indicates 'วันหมดอายุ Business Plus: 23/6/2569'.
- Event Workspace:** 'Create a new Event Suite page' with a '+ New Event' button.
- Navigation Bar:** 'ตั้งค่า Event' (สร้าง แก้ไข Preview ...), 'ภาพรวม' (Metrics, funnel, lau...), 'ผู้สมัคร' (Approve, reject, wa...), 'เช็คอิน' (QR/manual check-l...), 'ภารกิจ/ส่งงาน' (Submission review ...), 'Event Quest' (Booth mission and ...), and 'ข้อความ' (Broadcast and rer...).
- Create event Section:** 'Start from template' button. A 'Basics' step (01) with instructions: 'Set the public identity for this event: title, URL slug, host, and the cover that creators will see first.' Fields include 'EVENT NAME *' and 'SLUG' (brand-launch-2026, auto from name - lock).
- LAUNCH PANEL:** 'Live preview & publish readiness' with a progress indicator '7 / 20 fields ready'. Buttons for 'Save', 'Preview', and 'Publish'. Note: 'Autosave starts after the first draft save.' A 'PUBLIC PAGE PREVIEW' button is also visible.

Latest screenshot: Event Suite workspace for create, publish, register, approve, QR check-in, mission review, and export.

Event Suite

Draft → Publish → Register → Approve → Check-in → Mission → Reward → Export.

REGISTERED

1,430

KOL applications

APPROVED

1,000

QR pass issued

CHECKED-IN

760

Staff scanned

SUBMITTED

510

Mission content

1

Build event

Cover, details, dates, venue, capacity, deadline, target roles, terms.

2

Publish page

Creator can see the event card and public registration form.

3

Approve

Approved participants receive Event Pass QR.

4

Check-in

Staff scans QR or uses manual fallback.

5

Export

Reports are generated after the event.

Package	Who it fits	Main limit
Pro	Normal creator campaigns	Event Suite not included.
Business Plus	Campaign + small-to-mid events	5 active events/month, 2,000 registrations/event, 1,000 approved/event, 10 staff/event, 5 missions/event.
Event Scale 5K	Large 1,000-5,000 person events	10,000 registrations, 5,000 approved, 50 staff, 10 gates, wave/group, large export.
Event Quest	Multi-booth gift and mission operations	Default Daily Booth Limit: 5 booths/event day/creator.

Event Quest / Booth Mission

Event Quest uses three separate QR types: Event Pass QR for entry, Booth Start QR to begin a booth mission, and Gift Pass QR for redemption after proof is submitted.

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Event Quest Dashboard

Control booth missions, gift redemption, stock, and anti-replay rules.

BOOTHS 50 CSV import supported	MISSION CLAIMED 6,800 Creators started booths	GIFT REDEEMED 3,750 Stock deducted	LIMIT FULL 420 5/5 reached
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Creator

Check in, scan Booth Start QR, submit proof, receive Gift Pass QR.

Booth staff

Scan Gift Pass QR, verify identity, redeem gift, record audit log.

- Creators must be checked in before starting a booth mission.
- The server checks quota, active mission count, booth status, stock, and duplicate booth redemption.
- Gift Pass QR can be used once. Duplicate scans return safe duplicate status and do not deduct stock again.
- Staff can redeem only for assigned booths or gates.
- Daily Booth Limit is enforced on the server at redemption time.

Merchant Launch Checklist

Area	Ready state	Evidence to keep
Business account	KYB, bookbank, phone, address, latest terms accepted	Verified profile screenshot.
Wallet	Enough balance for campaign, package, boost, reward, or event	Payment intent, wallet transaction, slip verification.
Campaign	Brief, deliverables, budget, usage rights, deadline, location, safety pass	Preview and cost breakdown.
Event Suite	Published event, KOL page, registration, approval, QR, check-in, export tested	UAT report and screenshots.
Event Quest	Booths, stock, staff, Gift Pass redeem, duplicate reject, 5/5 limit tested	Redemption and stock evidence.
Notifications	Web, LINE, and email reminders for signup, approval, 1 day before, 1 hour before, post-event	Delivery log or screenshot.

1. Merchant Quick Start

This manual is the English version for merchants using TuaTop. It covers Wallet, campaign creation, creator selection, affiliate tracking, fees, tax documents, support chat, safety rules, and the current Free/Pro limits.

WALLET TOP-UP

**Full
deposit**

No VAT at top-up
stage

FREE FEE

8%

Platform fee incl. VAT

PRO FEE

5%

Platform fee incl. VAT

AI DAILY LIMIT

**20 /
unlimited**

Free / Pro

1 Create or log in to a Merchant account

Use your business email and keep the profile name aligned with your KYC or KYB documents.

2 Complete KYC or KYB

Individuals complete KYC. Registered businesses should complete KYB so tax documents and invoices match the legal entity.

3 Top up Wallet

Use bank transfer, upload a slip, and wait for verification. QR top-up is hidden until the team enables it again.

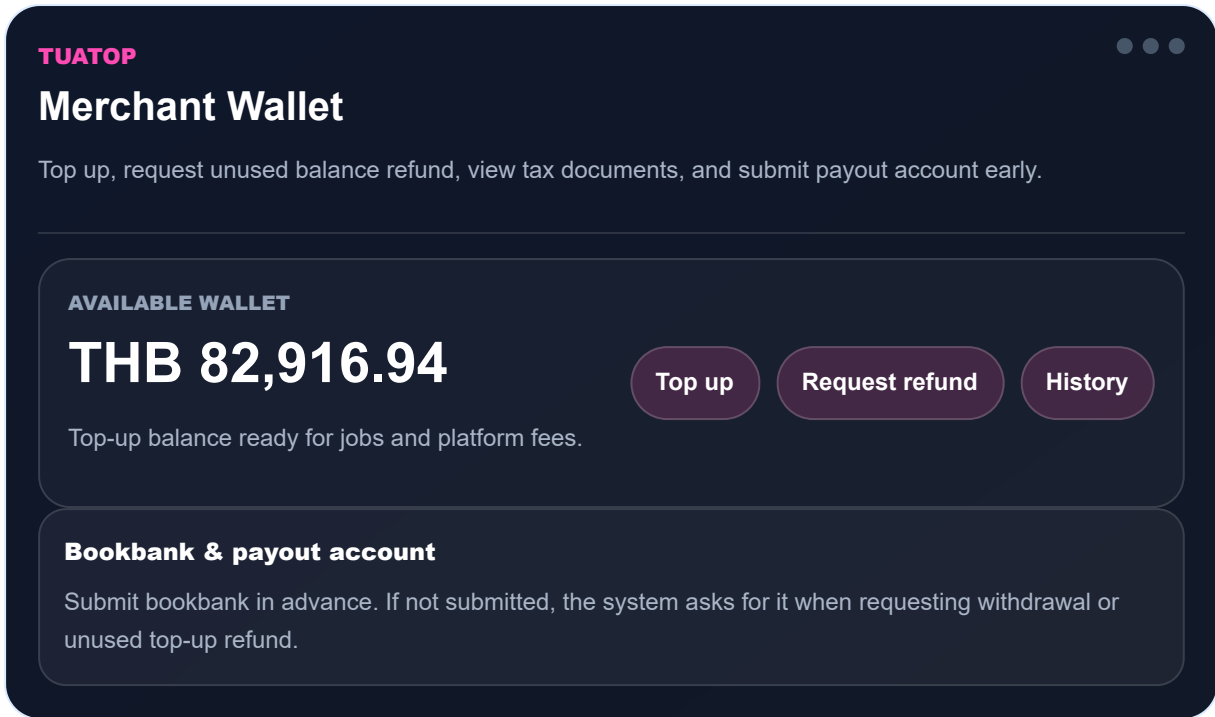
4 Create a campaign

Choose the campaign goal, product or service category, budget, brief, creator count, deadline, files, and optional affiliate settings.

5 Manage creators

Use Creator Hub to review applicants, negotiate offers, approve creators, and track the job board.

2. Wallet, Bookbank, and Refunds



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Merchant Wallet

Top up, request unused balance refund, view tax documents, and submit payout account early.

AVAILABLE WALLET

THB 82,916.94

Top-up balance ready for jobs and platform fees.

[Top up](#) [Request refund](#) [History](#)

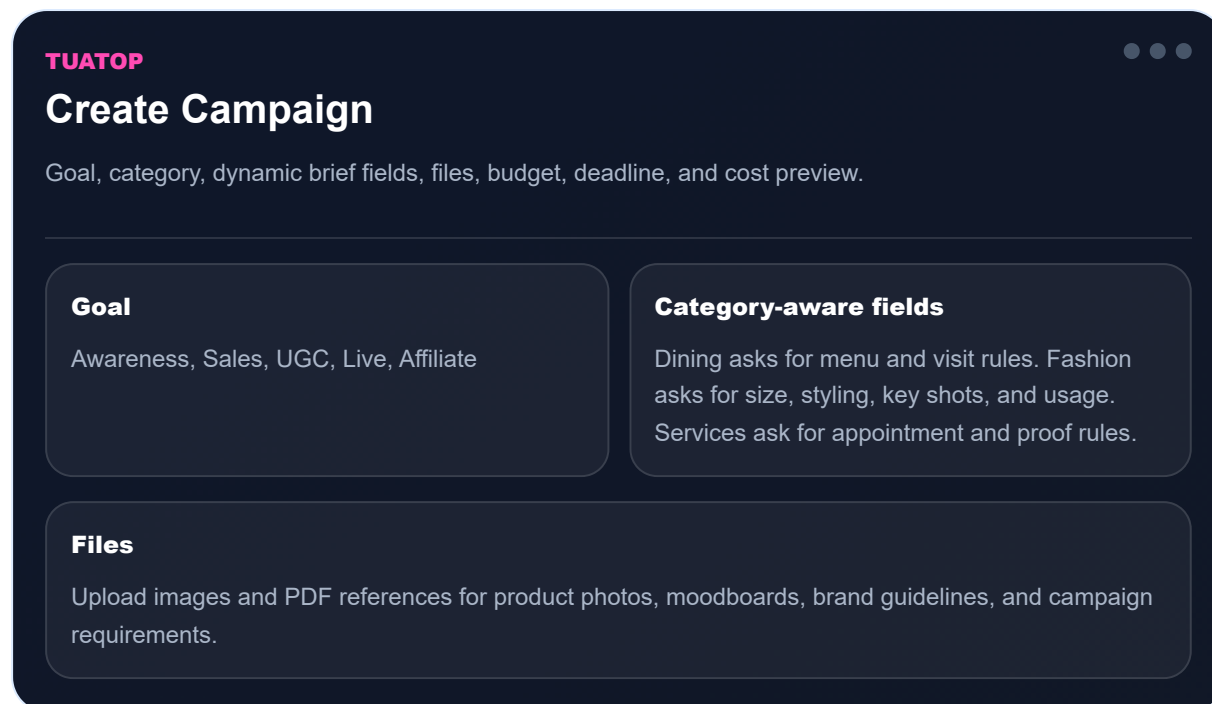
Bookbank & payout account

Submit bookbank in advance. If not submitted, the system asks for it when requesting withdrawal or unused top-up refund.

- Unused Wallet top-up refund requires a bank account page or bookbank file.
- Admin transfers the refund within 48 hours after verification.
- Refund is sent only to the bank account that originally transferred the top-up when this can be verified.
- Refund of unused top-up is a deposit return and does not create VAT.
- Refund of an already invoiced platform fee requires a later credit note flow.

3. Campaign Creation Flow

The Create Campaign form changes its required details based on goal and category. Dining, fashion, beauty, service, venue, event, product, and affiliate campaigns ask for different B/C/D/E/F/G brief fields so creators receive useful instructions without extra back-and-forth.



Campaign type	What to prepare	System output
Cash	Budget per creator, deliverables, deadline	Escrow reserve = creator pay + platform fee
Barter	Product or service value, redemption rules	Platform fee calculated on product or job value
Hybrid	Cash pay + product value	Creator pay plus platform fee on relevant value
Affiliate	Commission rate, cookie days, product link or SKU, terms	Conversion tracking and commission calculation
License	Usage scope, duration, channels, creative asset requirements	Content usage record and creator agreement context

4. Fees, VAT, and Withholding Flow

Platform fee is shown as VAT included. It is not deducted at Wallet top-up. It is recorded when the fee is actually charged for a platform service.

Scenario	Creator payout	Merchant-paid platform fee incl. VAT	VAT portion	Wallet needed by merchant
Free tier direct hire	THB 10,000.00	THB 800.00	THB 52.34	THB 10,800.00
Pro tier direct hire	THB 10,000.00	THB 500.00	THB 32.71	THB 10,500.00
Affiliate order example	Commission: 10% of sale	5% of commission incl. VAT	Included in fee	Commission + platform fee

Tax position used by the platform

Wallet top-up is treated as a customer deposit or prepaid balance. The merchant receives the full top-up amount in Wallet. VAT is calculated only when a platform fee or other taxable platform service is actually deducted.

1

Top up Wallet

Merchant transfers money and uploads a slip. Wallet balance increases by the full verified amount.

2

Create job or campaign

Required creator pay and platform fee are reserved or shown before launch.

3

Work is approved

Creator pay is released according to job rules. Withholding tax is handled where applicable.

4

Platform fee is deducted

TuaTop fee is inclusive of VAT by default. The VAT portion is recorded for the tax invoice and VAT return.

5

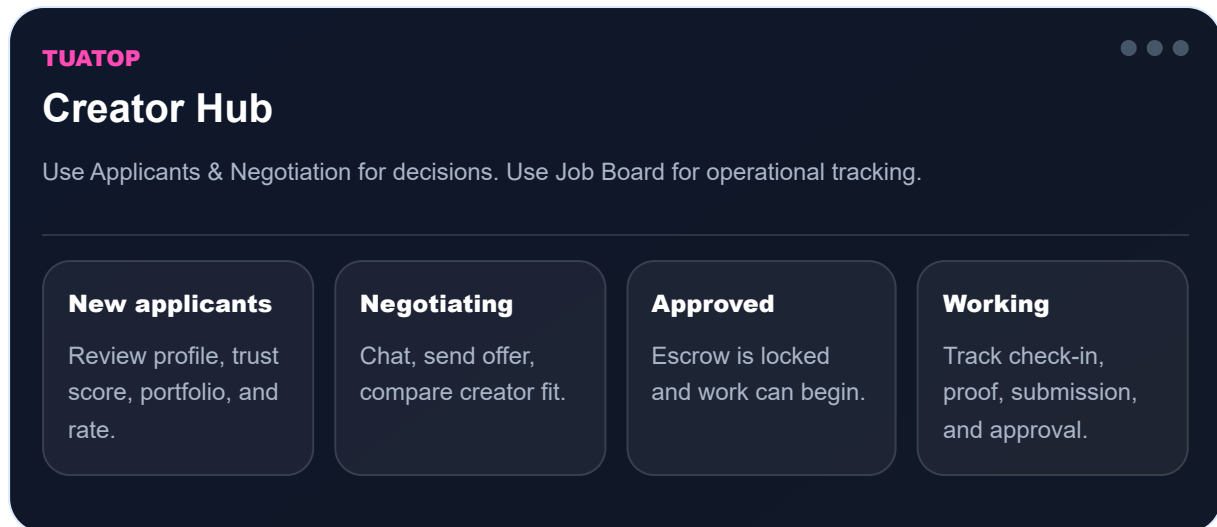
Tax documents and reports

E-tax invoice, WHT certificates, VAT return data, withholding return data, and reconciliation are available for accounting review.

Accounting reminder

This manual explains the platform workflow only. For final filing treatment, especially withholding tax and VAT credits, confirm with your accountant or tax advisor.

5. Creator Hub: Applicants, Negotiation, and Job Board



- Smart Match should open creator recommendations based on campaign brief, category, location, and creator profile data.
- Location refresh should request browser permission and update nearby jobs or creator relevance when location access is allowed.
- Silver, Gold, and Platinum tier cards can be opened to see the next requirements and benefits.
- Deleted users are hidden from active marketplace surfaces whenever possible, but historical records may remain for audit.

6. Affiliate and Commerce OS

Affiliate in TuaTop has two meanings: Product Affiliate, where merchants pay creators commission on verified sales, and Referral Affiliate, where a user invites new merchants or creators and earns a share of eligible TuaTop revenue.

Core rule

TuaTop normally does not deduct platform fees from creator payouts. Referral commission is calculated from eligible TuaTop revenue such as merchant-paid platform fees, Pro subscriptions, or eligible paid services, not from creator pay.

Product Affiliate

Product affiliate campaigns let creators earn commission from tracked sales. Lazada connection is enabled in Commerce OS. Other platforms may use pixel snippet, webhook, or manual Add Sale while waiting for API approval.

Lazada Integration Tip

When the Lazada OAuth login window opens, please click the flag/country selector at the top-left of the login box and select "Thailand" (or your store's country) instead of "Crossborder" before entering credentials. This avoids Lazada server errors (temporary failure of the server).

1 Enable affiliate

Turn on affiliate in the campaign form and choose commission percent or fixed commission.

2 Set cookie and return window

Cookie decides attribution period. Return window decides when commission becomes payable.

3 Track conversion

Use Lazada, pixel snippet, webhook, coupon code, or manual Add Sale depending on the shop setup.

4 Wallet deduction

Merchant Wallet must cover commission plus 5% platform fee on commission, VAT included.

5 Creator payout

Creator receives commission after the return window and platform checks pass.

Referral Affiliate Examples

Case	Commission basis	Example
Invited merchant	Platform fee paid by the merchant to TuaTop	THB 10,000 job, 5% fee = THB 500, STANDARD 10% earns THB 50
Invited creator	Eligible TuaTop revenue tied to that creator activity	Creator receives THB 10,000 pay, merchant pays THB 500 platform fee to TuaTop, referrer earns THB 50 from TuaTop revenue
Pro subscription	Eligible Pro subscription revenue	THB 990 Pro, STANDARD 10% earns THB 99

7. Support Chat, AI, and Safety

The chat system supports creator conversations and support chat. Users can ask for admin help. AI answers first when it can, and if it cannot answer, the system notifies an admin.

- Messages, posts, campaign briefs, and public text are screened for profanity, explicit sexual content, harassment, and abusive language.
- Blocked content is not sent or posted. The user sees what rule was triggered.
- Repeated spam in chat more than 5 times can trigger a 3-day account ban.
- Keep negotiation, proof, disputes, and payment conversation inside TuaTop to preserve escrow evidence.

8. Free vs Pro Feature Rules

Feature	Free	Pro
Platform fee incl. VAT	8%	5%
Creators per campaign	10 creators	500 creators
Escrow per job	THB 10,000	Unlimited
Featured campaign	Not available	Available with 40% discount
AI Veo video	Not available	Available
AI image quality	1K HD	4K UHD
AI calls per day	20	Unlimited
Pro badge, ROI dashboard, export reports, 20-person invite	Not available	Available

9. Inactive Wallet Policy

A merchant wallet with no qualifying activity for 12 consecutive months may become an inactive wallet and later be eligible for a wallet maintenance fee, only if the merchant accepted the latest Wallet Terms that clearly include this policy and the required advance notices were sent.

- Maintenance fee amount: THB 100 per month.
- Fee can only be deducted from available Wallet balance.
- Wallet balance never becomes negative.
- If balance is less than THB 100, only the remaining balance is deducted.
- The fee stops automatically when balance reaches zero or the account is reactivated.
- Users can avoid the fee by logging in, creating a campaign, withdrawing remaining balance, updating profile, contacting support while logged in, or another qualifying user-initiated activity.

Legal review required

Wallet Terms clauses and dormant wallet policy text should be approved by legal counsel before production enforcement.

This manual explains platform workflows and product behavior. It is not legal, tax, or accounting advice. For tax filing, employment, commercial, or regulatory treatment, consult your professional advisor. Contact: admin@tuatop.com.