

A man and a woman are looking at a piece of clothing in a store. The man is smiling and pointing at the item, while the woman looks on. They are surrounded by various clothing items on hangers. The background shows a store interior with shelves and other customers.

POWERED
BY

depop

@SOOK

Frequently Asked Questions

Q&A

FREQUENTLY ASKED QUESTIONS

- **Will Depop charge the 10% fee on my sales made at the event?**
 - No. Depop will not be charging any fees for participation.
- **Am I eligible for the SOOK: Powered By Depop Discount?**
 - You will need to fit in to at least one of the following criteria:
 - You have sold at least 20+ in the most recent month before applying
 - You are an active Top Seller
 - All sellers participating sellers must also be an active Depop Amplifier (you can join Depop amplified later in the Powered By Depop application process)
- **What is the Depop Amplified and why do I have to join it to take part in Powered By Depop?**
 - By signing up to Depop Amplified and the portal, sellers are able to view the performance of the promotional content that they are sharing across their social media channels in the lead up to their event.
 - The portal allows Depop to view of all the content that includes the hashtags #poweredbydepop and #depopamplified
 - Here are the [terms and conditions](#) you agree to when signing up for Depop Amplified
- **How much lead time should I give myself from booking the space until the event date?**
 - We recommend giving at at least 3 weeks to prepare. Make sure to give enough time to manage stock and promote your event.
 - Some SOOK spaces do book up quickly and far in advance, especially during peak times i.e. Holidays, Sale times, weekends.
- **Will Depop promote my event across their marketing channels?**
 - Depop can not commit to promoting all Powered By Depop event across the Depop Social or CRM channels. However, we will reshare Instagram story posts on an ad hoc basis.
 - To help increase the chances of your event being featured on our social media channels, remember to tag @depop and use the #poweredbydepop.
- **Can I invite other sellers to take part in the event with me?**
 - Yes. However, all sellers must fit in to the at least one of the eligibility criteria outlined in question 2 on this page.
- **Will Depop be providing any marketing material for my event?**
 - Yes, you will be required to use the Depop screen designs in the space. SOOK will manage the process of uploading these files so you will don't have to worry about creating or uploading these ahead of time.
 - Sellers are permitted to use one screen to project their own branded image. This must be a still graphic with no video motion and must include the Powered By Depop logo. You will need to provide this to SOOK 72 hours before your event opens
- **Can we invite drinks sponsors to provide beverages for our pop-up?**
 - Sellers are allowed to work with non-alcoholic beverage sponsors. Alcohol is not permitted at the pop-ups
 - However Depop will not be able to promote any third party logos on Depops marketing channels or within our marketing materials.