



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

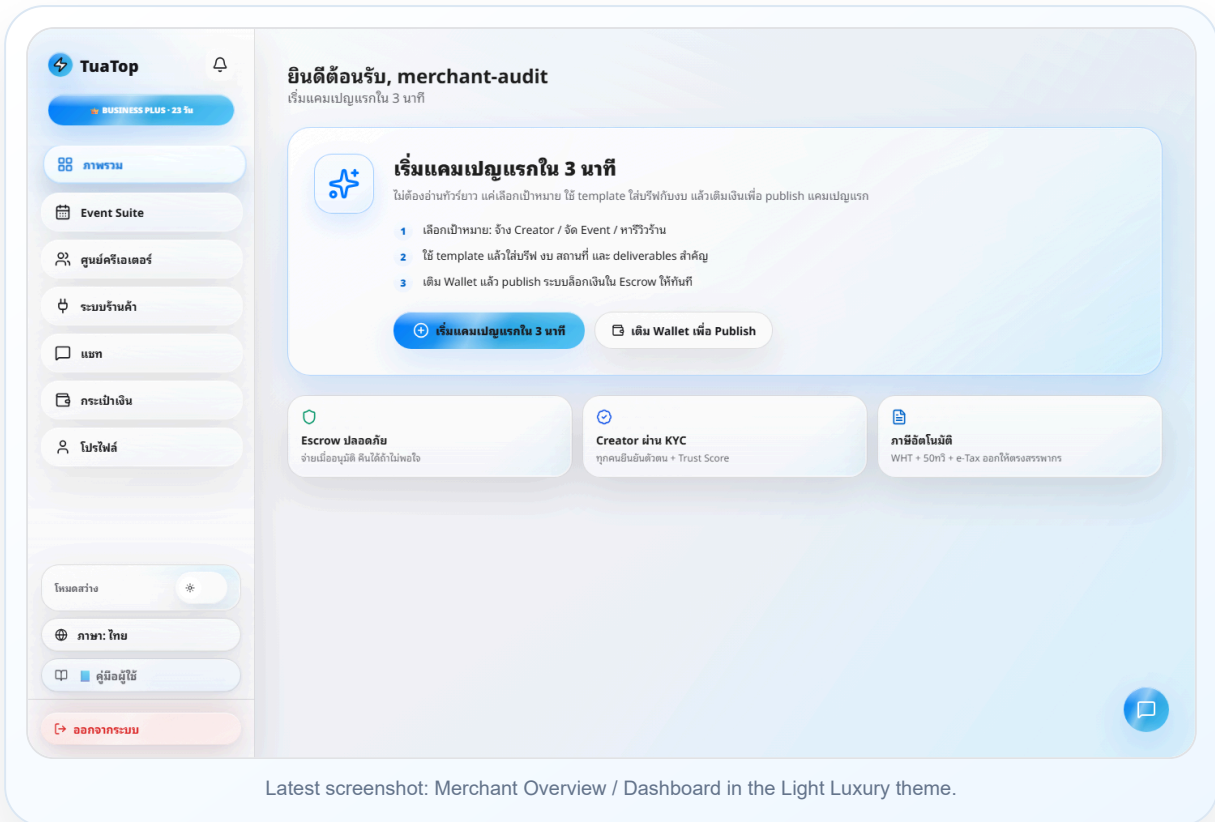
Cloud Connect Asia Co., Ltd.

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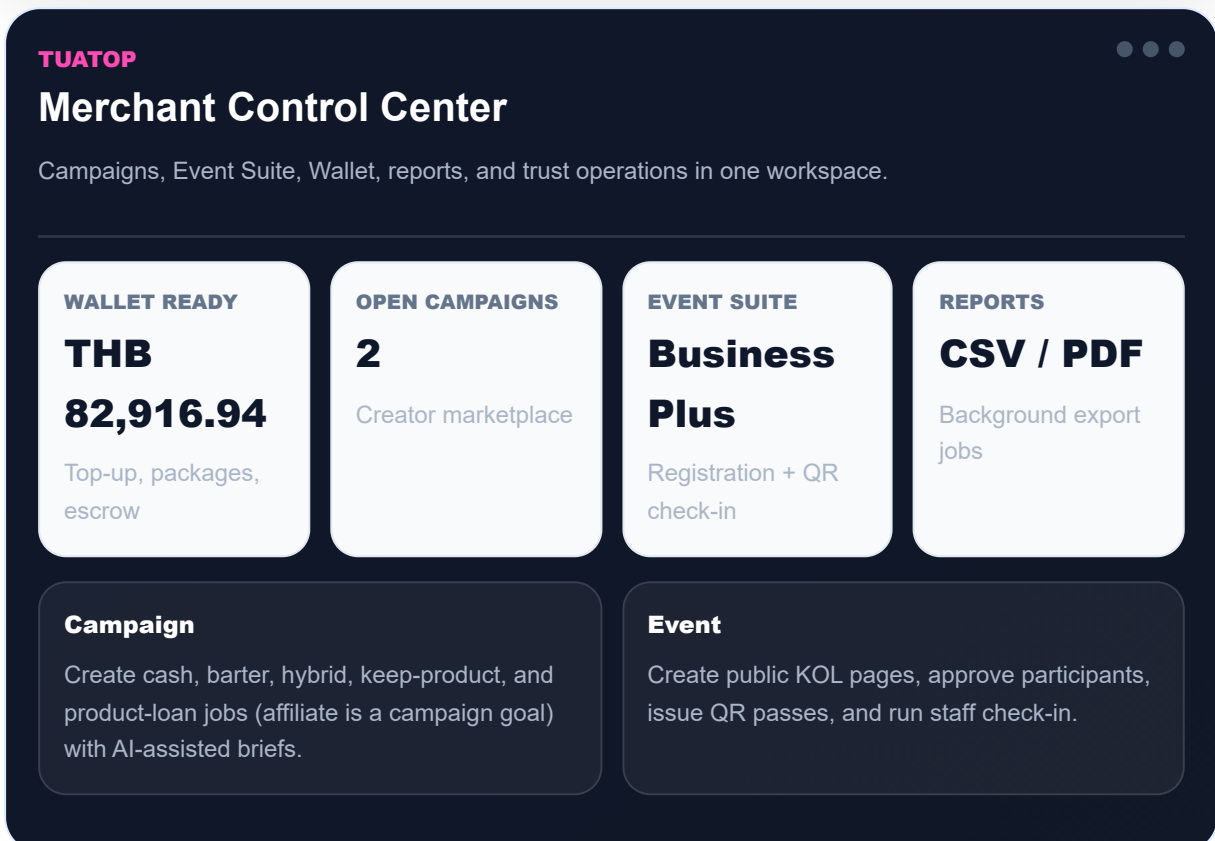
This English manual should match the current product behavior. If on-screen values differ, use the live system value and contact Support Chat for review.

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.



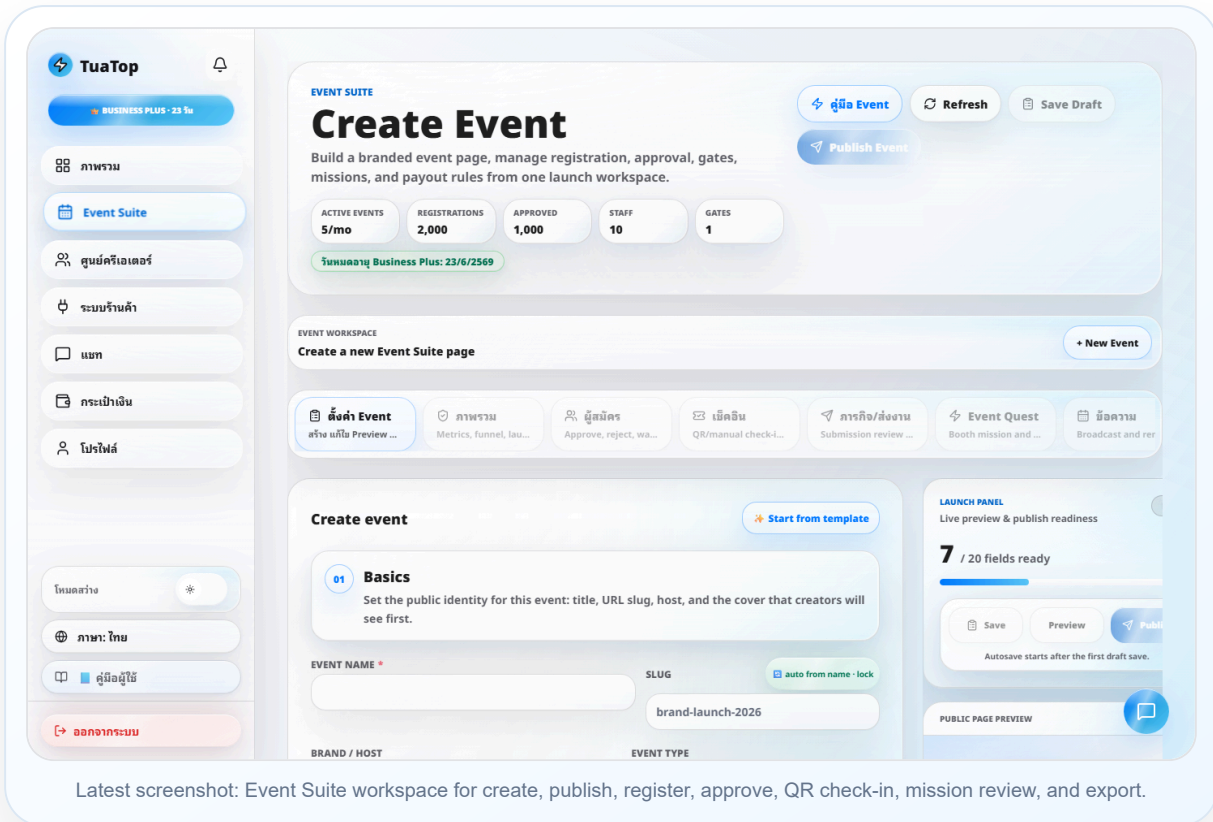
Latest screenshot: Merchant Overview / Dashboard in the Light Luxury theme.



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.



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

Top up with PromptPay QR or bank transfer (min THB 100, max THB 100,000 per top-up), upload a slip, and wait for verification. See section 3 for details.

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 Find creators to review applicants, negotiate offers, approve creators, and track the job board.

2. KYC, KYB, and Bookbank

Before you can launch campaigns and move money, complete identity verification. Individuals complete KYC. A registered company completes KYB so tax invoices and documents match the legal entity. Submit your payout bookbank early so it is ready when you withdraw or request a refund.

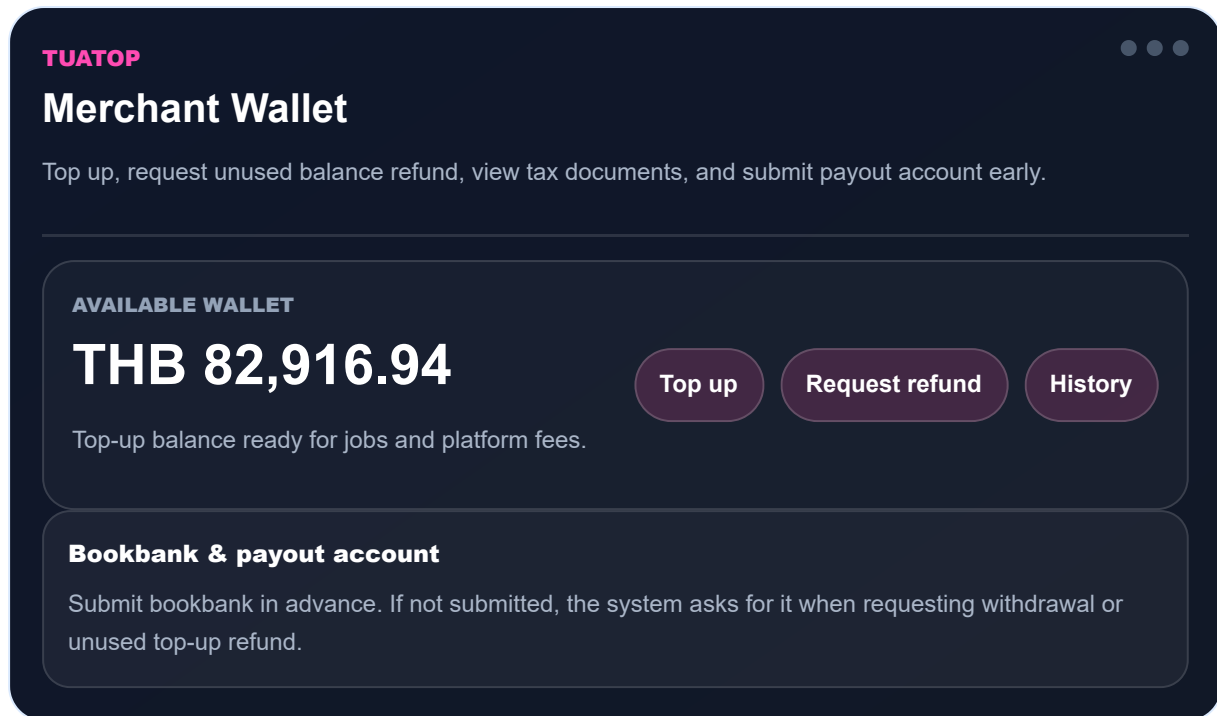
Check	Who	What to prepare
KYC	Individual merchants	ID document, selfie, and basic personal details so admins can verify the payer.
KYB	Registered companies	Company affidavit (certificate of incorporation), Tax ID, and Por.Por.20 (Phor.Phor.20 / VAT registration certificate) if you are VAT-registered.
Bookbank	Both	Bank account page image. The holder name should match your KYC or KYB name.

- Submit the bookbank in advance. The system reuses it for payout setup, but every refund request still asks you to re-enter and re-upload account details (see section 3).
- An AI check compares the bank account holder name against your KYC or KYB name. A mismatch goes to manual review.
- Por.Por.20 (for VAT-registered entities) is what unlocks full Section 86/4 tax invoices in your company name. Without it you receive abbreviated E-tax receipts only.

Why this matters for tax

Only VAT-registered merchants (with Por.Por.20 on file) can use the full Section 86/4 tax invoice to claim input VAT in the Phor.Phor.30 return. Non-registered merchants get an abbreviated receipt. See section 5 for tax documents.

3. Wallet, Bookbank, and Refunds



Topping up your Wallet

The top-up screen supports two methods. The PromptPay tab is selected automatically when it is available; otherwise use bank transfer.

1 Choose a method

PromptPay QR — scan and pay in any banking app; the amount is locked into the QR. Or Bank transfer — transfer to TuaTop's receiving account.

2 Enter the amount

Minimum THB 100 and maximum THB 100,000 per top-up.

3 Add the reference code (bank transfer)

For bank transfer you must put the reference code shown by the system into the memo/note field of your banking app, and transfer the exact amount.

4 Upload the slip

Upload your transfer slip within 24 hours. For PromptPay, paying less or more than the locked amount is rejected.

5 Verification credits Wallet

SlipOK/AI checks the amount, time, and destination account. On pass, the full amount is credited to Wallet.

Company / KBIZ slip without a QR

If a corporate or KBIZ slip has no QR (it cannot be auto-read), the request is sent to admins for manual review within 24 hours. Do not transfer again — the item stays in the Top-up Slips queue.

- If you leave the top-up screen mid-flow, unfinished items stay as Pending top-ups. Reopen the top-up screen to resume uploading a slip, or cancel them. There is a 5-pending cap and pending intents expire.
- 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.

What the refund form asks for

Every refund request makes you re-enter the bank code, account name, and account number, and upload a fresh bank account page image, plus tick a confirmation — even if you submitted a payout bookbank earlier. The refund form is not pre-filled from the saved bookbank. Use the same account that funded the top-up.

4. 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.

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Create Campaign

Goal, category, dynamic brief fields, files, budget, deadline, and cost preview.

Goal
Awareness, Sales, UGC, Live, Affiliate

Category-aware fields
Dining asks for menu and visit rules. Fashion asks for size, styling, key shots, and usage. Services ask for appointment and proof rules.

Files
Upload images and PDF references for product photos, moodboards, brand guidelines, and campaign requirements.

Job type is separate from **campaign goal**. There are exactly five job types, and Affiliate is a campaign goal/option, not a job type.

Job 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
Keep Product	Product value, what the creator keeps, content rules	Platform fee calculated on the product value
Product Loan	Loaned item value, return rules, deadline	Platform fee on the agreed value; item is returned after the job

Affiliate is a campaign goal, not a job type

Set the campaign goal to Affiliate to pay creators commission on tracked sales (commission rate, cookie days, product link or SKU, return window). See section 8 for the full affiliate flow.

5. 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.

Tax documents you can download

Open **Wallet** → **Tax Documents** to download the merchant-facing tax documents yourself.

Document	What it is	Who issues it
Service receipt (E-tax)	Abbreviated tax invoice for the platform fee you paid.	TuaTop to the merchant
Full tax invoice (Section 86/4)	Full B2B tax invoice. Eligible for input VAT credit in the Phor.Phor.30 return only if you are VAT-registered (Por.Por.20 on file).	TuaTop to the merchant
Auto-Gen 50 Tawi (WHT certificate)	Withholding tax certificate at 3% for Thai creators (individual/juristic) and 15% for foreign creators. Proof that you paid the creator and withheld tax.	Merchant to the creator they paid

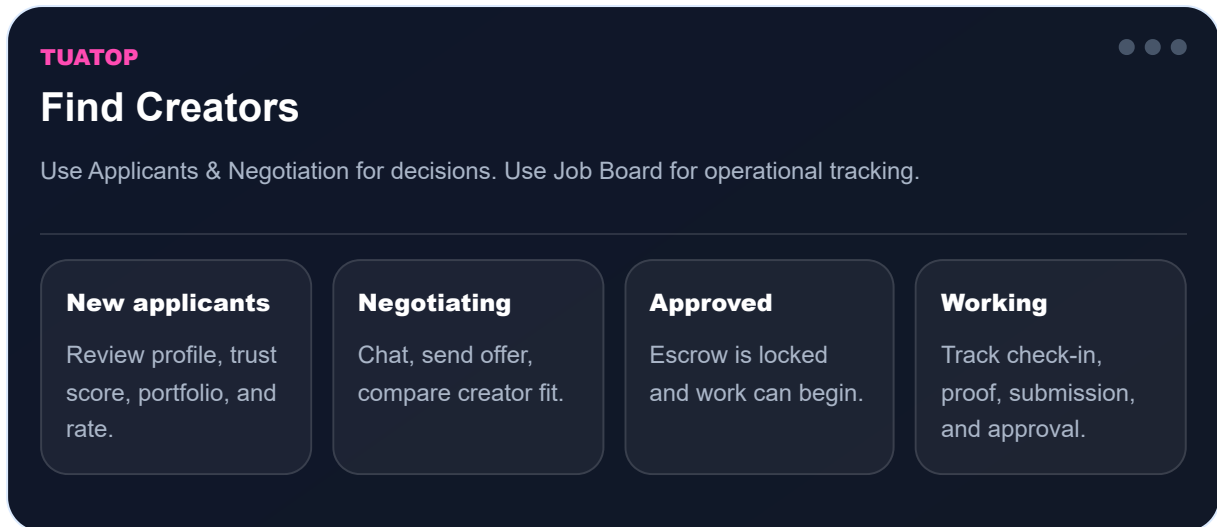
- VAT-registered merchants: use the full Section 86/4 invoice to claim input VAT. Non-registered merchants get the abbreviated E-tax receipt only (the full invoice is issued but gives no VAT credit until you register and file Por.Por.20).
- A monthly ZIP export of per-transaction Section 86/4 invoices is available for accounting.
- The 50 Tawi withholding rate is 3% for Thai creators and 15% for foreign creators.

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.

6. Find Creators: Applicants, Negotiation, and Job Board

The merchant menu tab is now labeled **Find creators** (formerly "Creator Hub"). Use it to review applicants, negotiate offers, approve creators, and track the 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.

7. Escrow, Work Review, and Disputes

When you approve a creator, the job pay is held in escrow. The creator delivers and submits proof; you review it and either approve, request one revision, or open a dispute. If you do nothing, the system auto-approves after the deadline so payout is never blocked indefinitely.

1

Creator submits proof

Live post link, screenshots, and deliverables are attached to the job.

2

You review the proof

Open the live post, sync TikTok stats, and compare against the brief.

3

Decide

Approve, request one revision, or open a dispute.

4

Auto-approve

If you do not respond within 72 hours, the system auto-approves and releases escrow.

5

Payout

Escrow is released to the creator; tax evidence is recorded.

How to review proof

1

Open the live post

Confirm the post is public and belongs to the assigned creator.

2

Sync TikTok stats

The system pulls views, likes, comments, and shares through the creator's TikTok connection.

3

Compare against the brief

Check deliverables and attachments against your checklist.

AI Verification works on images only

The AI Verification button checks proof images against the brief. It does not analyze video — the button is disabled for video proof.

Revisions and auto-approve

- You can request exactly ONE revision per job. After that, you must either approve the work or open a dispute. The revision reason must be at least 5 characters.
- If you do not respond within 72 hours after the creator submits, the system auto-approves and releases escrow to the creator. A cron checks every 10 minutes.

Disputes

- You can open a dispute only on a job that is in progress (IN_PROGRESS) or submitted (COMPLETED). The reason must be at least 10 characters.
- Opening a dispute immediately holds the job's escrow, and the admin team reviews within 24 hours.

- After a dispute is open, both the merchant and the creator can attach extra evidence — a note (at least 5 characters) plus an optional image — up to 20 evidence entries per job, so the admin has more than the opener's reason to judge by.

Dispute outcomes — no monetary bank refund

An admin can resolve a dispute four ways: REFUND_MERCHANT (full escrow released back into the merchant's Wallet available balance, job cancelled), PAY_CREATOR (creator paid in full), SPLIT (partial to each), or REJECT_DISPUTE (creator paid). A "merchant refund" returns money to your TuaTop Wallet balance — it is not wired back to a bank account.

8. Affiliate and Commerce OS

Affiliate in TuaTop has two separate meanings: **Product Affiliate**, where merchants pay creators commission on verified sales, and **Referral** (refer a friend), where a user invites a new merchant or creator and earns a flat bonus when they sign up and complete their first job.

Core rule

TuaTop normally does not deduct platform fees from creator payouts. The affiliate platform fee on commission is paid by the merchant from their Wallet.

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 a flat 5% affiliate platform fee on commission, VAT included.

5 Creator payout

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

Affiliate platform fee is a flat 5%

The affiliate platform fee is a FLAT 5% (VAT included) on commission, for both Free and Pro merchants. This is different from the JOB platform fee, which is 8% (Free) or 5% (Pro). Example: a THB 150 commission incurs a THB 7.50 fee, so the Wallet is reduced by THB 157.50.

Referral (Refer a Friend)

Referral is a separate program from Product Affiliate. Share your referral link; when a friend signs up through it and completes their first job, you earn a flat **THB 100** bonus paid straight into your Wallet. There are no revenue-share tiers and no percentage.

Step	What happens
Share your link	Find the "Refer Friends · Earn THB 100" tab in your profile and share your link.
Friend signs up and works	They sign up through your link and complete their first job successfully.
You earn THB 100	A flat THB 100 bonus is credited to your Wallet automatically. The same THB 100 applies whether you invite a merchant or a creator.

9. 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.

- Chat messages and support/AI messages are screened for profanity, explicit sexual content, harassment, and abusive language. Job briefs, profile bios, product info, and ratings are reviewed by admins, not auto-blocked by this guard.
- Blocked content is not sent. The user sees what rule was triggered.
- Sending 5 or more chat messages within about 60 seconds auto-suspends the account for 3 days. A suspension blocks all sending and posting until it expires.
- Keep negotiation, proof, disputes, and payment conversation inside TuaTop to preserve escrow evidence.

10. 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

11. 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.