



ZELVAYA TikTok ERP + MCN OS

Public Application Product Requirements and Reviewer Guide

Review build: Release 104 | Target market: United Kingdom

Application type	Public ERP service for TikTok Shop merchants
Production URL	https://zelvaya.tfine.shop
Reviewer help	https://connect.zelvaya.tfine.shop/review/tiktok-shop
OAuth callback	https://connect.zelvaya.tfine.shop/api/integrations/tiktok-shop/oauth/callback
Webhook endpoint	https://connect.zelvaya.tfine.shop/api/webhooks/tiktok-shop

1. Product purpose and scope

Purpose

ZELVAYA gives multi-country TikTok Shop operators one place to manage commerce and MCN workflows after a merchant grants the required permissions.

- Unify authorized stores, products, orders, inventory, fulfillment, returns and finance.
- Connect products to localized content planning, creators, affiliate collaboration and performance review.
- Expose TikTok Ads and GMV Max management through a controlled integration boundary.
- Keep real channel data, internal operational data and explicit mock-adapter data visibly separate.

Supported users

The service is designed for an organization operating one or more TikTok Shop stores.

- Operations managers supervise markets, stores and exception queues.
- Product operators collect, enrich, publish and maintain listings.
- Order teams review, fulfill and trace orders and after-sales cases.
- Content and creator teams plan localized creatives and collaborations.
- Growth operators review campaigns, GMV Max and performance diagnostics.

Out of scope and safety boundary

The product does not create synthetic merchant performance when authorization is absent or an upstream API is unavailable.

- Agents cannot call third-party APIs directly.
- Price, inventory, listing status, fulfillment, refund, promotion and advertising changes require approval and audit.
- Cross-store writes are split into store-specific actions and read back after execution.

2. Reviewer journey

Step	Area	Expected action
1	Open	Open the production URL and enter the operations home page.
2	Connect	Go to Integrations and start TikTok Shop authorization for the reviewer store.
3	Verify stores	Confirm authorized account, shop, market, token, permission and webhook status.
4	Review products	Open Product Center to inspect images, listing details, price, inventory and status.
5	Review orders	Open unified Orders, filter a store and inspect order, package, after-sales and financial sections.
6	Review MCN	Select a product and open Content Factory or Creator Collaboration for planning workflows.
7	Review growth	Open Ads and GMV Max; read-only data loads when the related advertising account is authorized.

ZELVAYA
TikTok ERP + MCN OS - AI
COMMERCE OS

首页 产品 订单 托管 广告 数据 采购 仓库 物流 授权 MCN 内容 更多

同步 接口 帮助 待办

首页

今日经营

任务中心

待审批

异常中心

搜索订单、SKU、达人或广告计划

2 / 4 条已连接

今日经营

集中处理多国家店铺、商品、内容、广告、订单和利润。

2026/8/25

处理今日任务

国家/地区

店铺

渠道

币种

日期

全部国家

全部店铺

全部渠道

全部币种

今天

店铺

同步 SKU

订单

TikTok Shop

TikTok Ads

妙手 ERP

1 个已接入

12 个

4 条

已连接

待授权

应用中

真实数据

以下指标来自已落库的第三方同步记录，模拟记录仅供参考。

最近同步 2026/8/25 03:05:51

运营收件箱

按影响范围排序，只显示需要处理的事项

查看全部

来源	状态	影响范围	下一步行动
接通 TikTok Ads 与 GMV Max	待配置	当前经营范围	立即处理 →
完成妙手 ERP 接入	待配置	当前经营范围	立即处理 →
推进 1 条经营任务	执行队列	当前经营范围	立即处理 →

快捷工作台

直接进入日常运营动作

查看全部店铺

管理全球店铺连接与状态

商品与上架

维护 SKU、Listing 与跨境上架

内容生产

创建脚本、素材与发布任务

广告计划

管理 Ads、GMV Max 与调价审批

统一订单

处理多渠道订单与履约异常

利润核对

按币种核算收入、费用与利润

最近真实同步

0 个 Webhook 待处理或失败

连接管理

时间	来源	任务	状态	运营说明
2026/8/25 03:05:51	TikTok Shop	Token 刷新	成功	同步记录已落库

跨国店铺矩阵

1 家符合当前筛选

查看全部

国家/地区	店铺	渠道	连接状态	真实经营记录
GB	ZELVAYA GBP	TikTok Shop	已连接	11 Listing - 4 单

连接与权限

系统设置

真实记录、真实空状态、外部账号配置

Release 104 - Operations home and country/store operating matrix.

Stores and authorization

- Store identity, market, currency, timezone, language and fulfillment mode are retained per shop.
- Shop, Ads, GMV Max, Analytics and Affiliate status are displayed separately.
- Expired tokens, missing permissions, empty results and API failures have different user-visible states.

Operators can collect a source product into a shared inbox, enrich the global SPU/SKU record, then create country-specific listings for authorized stores.

- Images, video, title, description, category, attributes, variants, price, inventory and logistics data.
- Draft, review, active, inactive, rejected, deleted and recovered listing states.
- Batch price, inventory and listing-status actions with store scope, approval and audit.

Release 104 - Product operations, image-based listing cards and editable business fields.

Unified orders

- Search by order, package, tracking, purchase order, product, SKU, buyer or store.
- Status queues for review, printing, handover, shipped, completed, cancelled and after-sales.
- Detail sections for items, buyer and address, amount split, tax, promotion, package, logistics, returns, finance, customs, warehouse and audit log.

- Apply for tracking, print labels, confirm handover, sync upstream tracking and export.
- Retain raw channel fields, source timestamps, currency and write-after-readback evidence.
- Sensitive buyer fields are protected by role scope and access auditing.

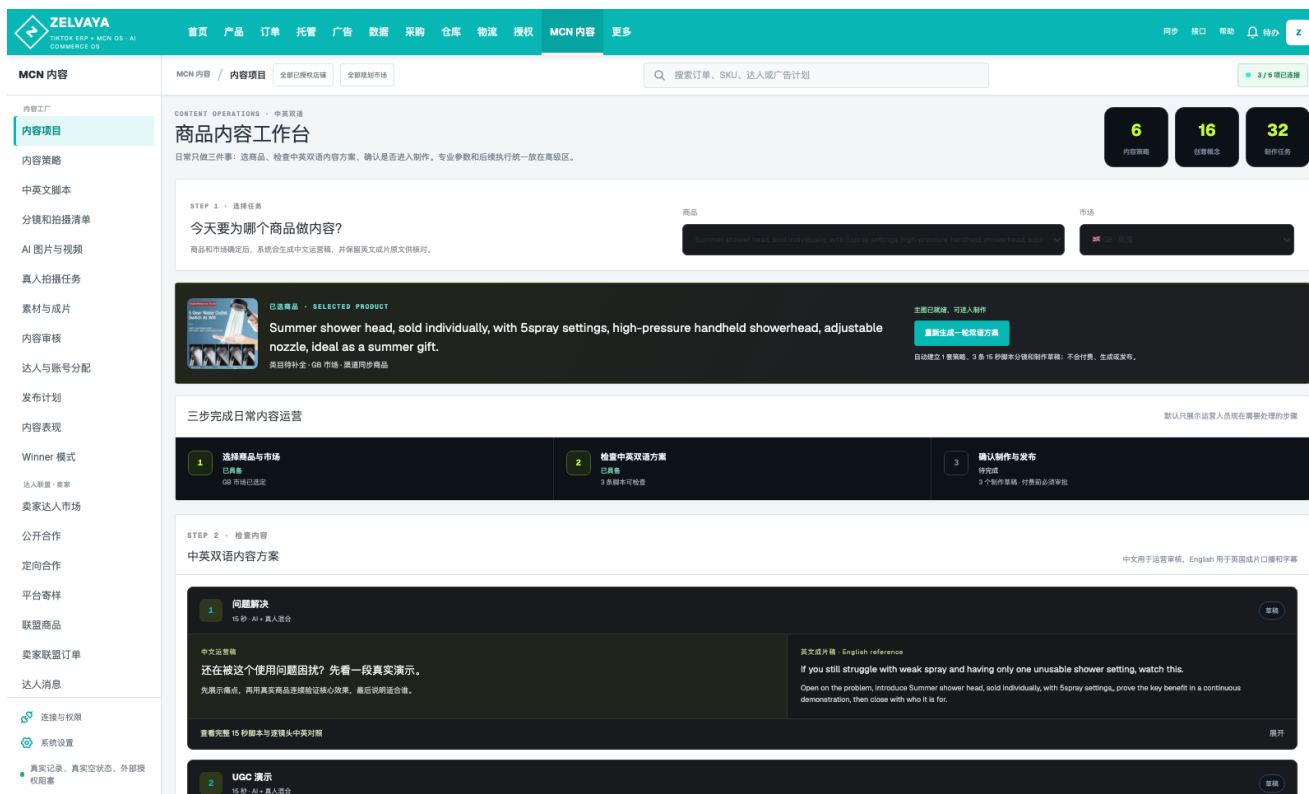
Release 104 - Unified order processing with live-record counts, store filters, status queues and controlled actions. Order identifiers are redacted in review material.

5. MCN content, creators and affiliate workflows

Content factory

A selected product can start a localized content plan for a target market, with Chinese and English references for the operator.

- Audience, selling points, hook, script, shot list, captions, voice-over, CTA and publishing guidance.
- Creative concept, production task, version, approval, publishing record and performance linkage.
- Every content item links back to product, market, creator, campaign and resulting orders when available.



Release 104 - Simplified bilingual content workbench started from a selected product.

Creators and affiliate

Creator discovery and collaboration records support outreach, samples, commission, contracts, affiliate orders and follow-up.

- Store and market filters are preserved throughout the collaboration lifecycle.
- Creator, content, product, campaign and order entities remain traceable.

6. Ads, GMV Max and controlled growth

Advertising management

Authorized advertising accounts expose campaign, ad group, ad and creative performance views together with GMV Max product and live promotion states.

- Filter by account, market, store, advertising account, campaign status and time range.
- Diagnose low ROI, exhausted budget, no conversion, creative fatigue and tracking issues.
- An agent may create a recommendation, but cannot bypass policy limits, approval, integration service or readback.

The screenshot displays the ZELVAYA TikTok Ads & GMV MAX interface. The top navigation bar includes links for 首页 (Home), 产品 (Products), 订单 (Orders), 托管 (Management), 广告 (Advertising), 数据 (Data), 采购 (Procurement), 仓库 (Warehouse), 物流 (Logistics), 授权 (Authorization), MCN 内容 (MCN Content), and 更多 (More). The left sidebar lists various modules: 广告 (Advertising), 广告账户 (Advertising Accounts), 广告管理 / Campaign (Advertising Management / Campaign), Ad Group, Ads, Creative, GMV Max, 预算和目标 ROI (Budget and Target ROI), 自动规则 (Automatic Rules), 广告数据 (Advertising Data), 商品和订单归因 (Product and Order Attribution), 异常预警 (Anomaly Warning), and 操作记录 (Operation Record). The main content area is titled "TIKTOK ADS & GMV MAX 广告增长中心·Campaign" and includes a search bar, filters, and a table of campaigns. The table has columns for 店铺 (Store), 活动 ID (Activity ID), 活动名称 (Activity Name), 是否开启 (Whether to start), 活动起止时间 (Activity start and end time), and 创建时间 (Creation time). The current view shows 0 results, indicating that the user is not authorized to view the data.

Release 104 - TikTok Ads and GMV Max operations surface with explicit authorization state.

7. Integration and data flow

Layer	Responsibility	Control
Operator UI	Lists, details, filters, tasks and approvals.	Shows source, market, shop and sync state.
Integration Service	Only component allowed to call TikTok Shop APIs.	Scope checks, rate limits, idempotency and audit.
Workers	Analytics, order, Ads, GMV Max, webhook and token tasks.	Retries, dead-letter handling and run records.
Database	Connections, external accounts, sync runs, events and business entities.	Encrypted tokens and store-scoped business data.
Approval Service	Queues external write proposals.	Human approval before execution and readback.

API and webhook coverage

The app requests only the packages needed for its disclosed ERP and MCN functions.

- Authorization, shop, product, order, fulfillment, logistics, returns/refunds, finance, promotion and analytics.
- Webhook events are verified and persisted before asynchronous processing.
- Tokens are stored through an encrypted token abstraction and refreshed by a scheduled worker.

8. Security, privacy and acceptance criteria

Security principles

ZELVAYA uses least privilege and fails closed when authorization or data provenance is uncertain.

- Secrets are environment-only and are not included in browser code, screenshots or review materials.
- OAuth state is signed; tokens use encrypted storage; webhooks are verified before processing.
- Role and shop scope guard access to merchant and buyer data.
- External writes require approval, immutable audit metadata and write-after-readback checks.
- The system supports data update and deletion requests subject to merchant and platform instructions.

Acceptance criteria

The following conditions are used to validate the reviewed build.

- An authorized account returning multiple shops shows all shops and a unified order view.
- Filtering by country or shop applies consistently to metrics, lists, exports and details.
- Order detail calls use the order's own Shop ID.
- A write without an explicit shop is rejected; cross-shop writes are split per shop.
- Unauthorized, missing permission, expired token, empty result and API failure remain distinct.
- No virtual order, product, revenue or advertising result replaces a real empty state.

Reviewer note

Release 104 screenshots in this document were captured from the production ZELVAYA pages prepared for the TikTok Shop public-app review. No buyer data, order identifier, address, phone number, secret or access token is included.