



25300 Al Moen Drive
North Olmsted, OH 44070

Authorized Etailer Application Form

This application must be filled out in its entirety for an Authorized Etailer to be considered for authorization. Please forward the completed and signed form to PolicyAdmin@moen.com for processing, review and, if applicable, approval.

Company Profile:	
Legal Business Name:	
Tax ID#	
Online DBA(s):	
Parent Owner (if any):	
Primary Contact / Title:	
Email:	
Phone:	
Moen Account #:	
URL(s):	
Supplier(s) (if any):	
Specific Data Requirements:	
Total Ecommerce Annual Revenue	
Ratio of Sales - Online vs B&M	
Unique Visitors (12mo):	
Bounce Rate:	
Conversion Rate:	
Time Spent on Page:	
Pages per visit:	
% of Sales PPC Spend	
# of Email Subscribers:	
Customer Sales/Service via Phone? (yes/no)	

Completing this form and submitting the requested information does not guarantee approval as an Authorized Etailer. Moen Incorporated reserves the right, in its sole discretion, to approve, withhold or withdraw its authorization of online retailers and/or modify the requirements.

I certify that the details in this Application are accurate and complete and that if any of the above information changes, I will submit an updated form to Moen, Incorporated.

Signature: _____
Name (please print): _____
Date: _____