

Catalog SOP: Unauthorized Merging of Two Parent ASINs

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Who is this for? This is intended for individuals who needs to resolve the merging of two-parent ASINs that were not authorized.



Objective: The purpose of this is to provide guidance regarding the correct process for separating two parent ASINs on Amazon's platform, to ensure that all required actions are carried out with precision and effectiveness.

NOTE: From time to time, Amazon will merge 2 variations and assign them to one of the two's parent ASINs.

This is what it looks like on the Inventory Page:

The screenshot shows the Amazon Seller Central 'Manage Inventory' page. The table lists two parent ASINs, PB-DR-PARENT and PB-AB-NS-PARENT, each with 5 variations. The 'Listing ID' column for both parents shows a red box around 'DED_Keto French', indicating that variations from both parents have been merged under a single listing ID. The table columns include Status, Image, SKU, Listing ID, Product Name, Date Created, Available, Inbound/In, Unfulfillable, Reserved, Estimated Price + Shipping, Business Price, Sales Rank, FNSKU, Fulfilled By, Your Minimum Price, and Your Maximum Price. The page also shows navigation options like 'Add a Variation' and 'Add a product', and a search bar with '2 products' found.

This is what the parentage looks like in the Variation Wizard:

What do you want to do?

➔ Add to or update an existing variation family

Search for an ASIN

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Parentage	ASIN	SKU	Product Name	External Product Id Type	External Product Id	Variation Theme	Size	Size Map	Condition	Quantity	Price	Actions
parent		PB-AB-NS-PARENT				SizeName						
parent		PB-DR-PARENT				SizeName						
child		PB-A080 (FBA)-Stickerless		upc		SizeName	184 g (Pack of 1)		New	0	\$ 11.99	<input type="button" value="Edit"/>
child		PB-090-DR (FBA)-Stickerless		upc		SizeName	453 g (Pack of 1)		New	0	\$ 14.39	<input type="button" value="Edit"/>
child		PB-090-DR (FBA)		upc		SizeName	453 g (Pack of 1)		New	0	\$ 14.39	<input type="button" value="Edit"/>
child		PB-101-DR (16 oz 2 ct)		upc		SizeName	453 g (Pack of 2)		New	0	\$ 22.79	<input type="button" value="Edit"/>
child		PB-080-DR-Stickerless		upc		SizeName	200 g (Pack of 1)		New	0	\$ 9.59	<input type="button" value="Edit"/>
child		PB-080-DR		upc		SizeName	200 g (Pack of 1)		New	0	\$ 9.59	<input type="button" value="Edit"/>
child		PB-080-DR-stickerless		upc		SizeName	200 g (Pack of 1)		New	0	\$ 9.59	<input type="button" value="Edit"/>
child		PB-A101-N		upc		SizeName	1 Pound (Pack of 2)		New	0	\$ 41.99	<input type="button" value="Edit"/>
child		PB-A101-N (2 Pack) (FBM)		upc		SizeName	1 Pound (Pack of 2)		New	0	\$ 51.59	<input type="button" value="Edit"/>
child		PB-A101-N-Stickerless		upc		SizeName	1 Pound (Pack of 2)		New	0	\$ 41.99	<input type="button" value="Edit"/>
child		10528451166136-Stickerless		gtin		SizeName	6.5 Ounce (6 Count)		New	0	\$ 54.00	<input type="button" value="Edit"/>
child		PB-A080 (Case) (FBM)		gtin		SizeName	6.5 Ounce (6 Count)		New	0	\$ 71.99	<input type="button" value="Edit"/>
child		PB-090-DR (Case)-Stickerless		gtin		SizeName	16 Ounce (Pack of 6)		New	0	\$ 57.59	<input type="button" value="Edit"/>
child		PB-090-DR (Case) (FBM)		gtin		SizeName	16 Ounce (Pack of 6)		New	0	\$ 59.99	<input type="button" value="Edit"/>

There is no known reason why this happens at the moment. But by observation, this generally happens when 2 variations are closely similar or almost identical. The problem here is if the missing parent ASIN has an active set of child SKUs these child SKUs will appear inactive on the PDP—making the products unavailable to the buyers. This is an Amazon system glitch and we can only fix this using these 2 methods.

Instructions:

Method 1 - Rebuilding Variations with Seller Support Assistance

This is the best option when immediate action is needed:

- Pros: Faster option
 - Con: Requires a lot of communication w/ Seller Support Catalog Dept, time-consuming
1. Keep the 2 merged Parent SKUs together so that all child listings will appear in the Variation Wizard. Seller Support will not see what our Inventory Page looks like, so they need to see what we're talking about using the Variation Wizard.
 2. File a case and document what happened. Attach a screenshot of your inventory page on the case.
 3. Call Seller Support using the case you just opened and ask to be transferred to the Catalog Department.
 - Explain the situation by starting with "Amazon somehow merged 2 parent SKUs under 1 Parent ASIN. Please check the variation wizard so that you can see what I'm talking about."
 4. Ask them to manually delete the 2 Parent SKUs so that you can rebuild the entire parentage the way we want it to look. Do not accept their rebuttal when they say that you can delete these SKUs on your end. Simply say that you've tried doing it countless times and it did not work. Ask them to manually do it using their own tools and system so that when we rebuild the parentages again, we won't be picking up old parentage contributions.
 5. After Seller Support deletes the 2 Parent SKUs, stay on the line. These changes will reflect immediately after 5

minutes. Do not end the call without seeing the two parent SKUs being broken apart or else you will have to start all over again.

6. Once you can see that the 2 parent SKUs have been broken up, you can now end the call and start rebuilding the variations, this time, under a different parent SKU. We need to create a different parent SKU in order to generate new Parent ASINs to avoid this incident from happening again.

Note: It will take you at least 2-3 calls before a seller support agent can really help you with the deletion. Do not give up after 2-3 tries.

Method 2 - Delete and Relist for 24 hours

We can use this method when immediate action is not needed.

- Pros: We don't need to get Seller Support involved, convenient
- Con: It will take more than 24 hours to fix

If you're not in a hurry to get this issue fixed, or if both parentages that got merged under 1 Parent ASIN have zero "0" inventory, we can opt for a delete-relist method.

1. Simply delete both parent SKUs
2. Wait 24 hours
3. Rebuild the 2 variations using new Parent SKUs using a full update flat file (including the children SKUs)

Important notes to remember:

- *Do not delete 1 SKU and leave the other. Both must be deleted and rebuilt using new SKUs*
 - *Make sure you wait for a little over 24 hours before relisting the products*
 - *Download a Category Listings Report for backup*
 - *Use a full update flat file when re-listing*
 - *Always use ASIN as the identifier*
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