

Listing Creation & Management SOP: Parentage Creation

03/17/2025 8:51 am CDT



Who is this for? This is for the Account Specialists who are tasked to create a variation.

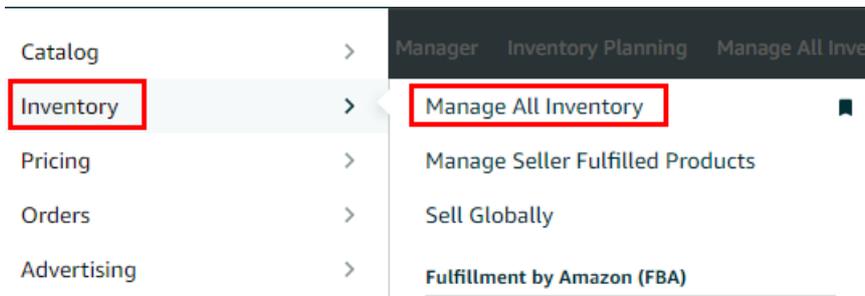


Objective: To make sure that Account Specialists are equipped with the knowledge to utilize the Category Specific template in creating product variations, which involves establishing connections between products on Amazon, such as connecting a variation to its parent product listing.

1. Download a category-specific template.
2. Identify the SKUs that you want to add to the parentage (both FBA and FBM)

We need to identify the SKUs that we will be adding to the parentage and ensure that both the FBA and FBM SKUs are added to the template upload file to make the catalog more organized.

1. When you have your complete list of ASINs that need to be parented, go to Inventory > Manage All Inventory



- b. Search for each one in the catalog and grab the SKU of each item under that ASIN (make sure that the "Status" and "Fulfilled by" are set to "All").

Manage Inventory [Learn more](#) | [Take the tour](#)

Action on 0 selected | Search 2 product(s)

Filters: Status: All Active Inactive Incomplete Listing Removed Search Suppressed

<input type="checkbox"/>	Save all	Status	Image	SKU Condition	Listing ID	Custom	Product Name ASIN
<input type="checkbox"/>	Edit	Inactive (Out of Stock)		<input type="text"/>	0123AVC279F	Disabled	<input type="text"/> This is the Way Wine or Coffee Tumbl.
<input type="checkbox"/>	Edit	Active		<input type="text"/>	0123AV5FRVX	Disabled	<input type="text"/> This is the Way Wine or Coffee Tumbl.

*Untitled - Notepad

File Edit Format View Help

ASINs
 B0BSV8C6
 B0BT7ZRX

c. Identify the variation names to be used for the parentage based on the variation theme provided. (SKUs with the same ASIN will have the same variation name).

ASINs
 B0BSV8C6
 B0BT7ZRX

SKUs -- Variation Theme -- SizeName

WAYTUMBLER -- 12 OZ

WAYTUMBLER -- 12 OZ

LARGE-WAYTUMBLER - 30 OZ

LARGE-WAYTUMBLER - 30 OZ

d. Open the flat file and fill out the necessary information.

3. Fill out the data needed for Parent and Child ASINs.

A. Parent Listing

I. Product Type

This can be found in the first column of the flat file.

Reminder: Choosing the correct product type on a template, will give you valid values or dropdown options to choose from on some attributes.

A	
TemplateType=fptcust Ve	
Product Type	
feed_product_type	
	▼

II. Parent SKU Create a unique parent SKU by identifying the common elements between all of the child ASINs and adding the keyword "PARENT" Then add the new SKU to the template in the "Seller SKU" section for the Parent ASIN. For clients that have specific naming conventions, confirm if they have a Parent SKU preference.

B	
Version=2023.0203	
Seller SKU	
item_sku	
	-PARENT

III. Brand Name

The exact brand of the product. Populate this field so your brand name is displayed on the Amazon.com site.

IMPORTANT: Make sure that the brand name of the parent listing should match the child Asins' brand name.

C	
TemplateSignature=RFJJI	
Brand Name	
brand_name	

IV. Parent Title

Sometimes the Parent SKU title is visible on the detail page so we need to make sure that the title is not variation or SKU-specific. Remove all of the terms that would identify the item as a specific variation.

Example:

Child Title:

This is the Way Wine or Coffee Tumbler 12 oz

Updated Parent Title:

This is the Way Wine or Coffee Tumbler

V. Item Type Keyword

Use this to specify what your item is. This field is primarily used for browse classification.

H
ws are for Amazon.c
Item Type Keyword
item_type
tumblers

VI. Variation Data For Parent SKU:

1. Parentage: Parent
2. Parent SKU: (Leave this blank)
3. Relationship Type: (Leave this blank)
4. Variation Theme: Select from the dropdown Ex. Size

NOTE: In the Variation theme field, enter the same value that you entered for Variation Theme on the parent (this value will be the same for all child items).

Z	AA	AB	AC	AD
Variation				Basic
Parentage	Parent SKU	Relationship Type	Variation Theme	Record Action
parent_child	parent_sku	relationship_type	variation_theme	update_delete
Parent			SizeName	Update

VII. Update_Delete

Choose "Update" if you're in the process of creating the parent listing, or "PartialUpdate" if the parent SKU you want to use already exists.

	AD	
	Basic	
Theme	Record Action	Pro
theme	update_delete	gti
	Update	
	Update	
	PartialUpdate	
	Delete	

VIII. Fulfillment Center ID

Always leave this blank for the parent SKU.

GW
Offer (US, CA)
Fulfillment Channel Code (US, CA)
fulfillment_availability#1.fulfillment_channel_code

IX. Item Condition - A numerical entry that indicates the condition of the item.

GP
Item Condition
condition_type
New

B. Child ASINs

I. Child SKUs

B
Version=2023.0203
Seller SKU
item_sku
<input type="text"/> PARENT
<input type="text"/> 7263-FBM
<input type="text"/> 7263
<input type="text"/> 7256FBM
<input type="text"/> 7256

II. Variation Data

1. Parentage: Child
2. Parent SKU: WAYTUMBLER-PARENT (this is the unique parent SKU that we created)
3. Relationship Type: Variation
4. Variation Theme: Size (variation theme we choose)

Z	AA	AB	AC	AD
Variation				Basic
Parentage	Parent SKU	Relationship Type	Variation Theme	Record Action
parent_child	parent_sku	relationship_type	variation_theme	update_delete
Parent			SizeName	Update
Child	PARENT	Variation	SizeName	PartialUpdate
Child	PARENT	Variation	SizeName	PartialUpdate
Child	PARENT	Variation	SizeName	PartialUpdate
Child	PARENT	Variation	SizeName	PartialUpdate

III. Variation Name

You will need to find the attribute column that corresponds with the variation name. In this example, we are using "size name". Following this, locate the size column on the flat file and paste the size names of each child SKU.

Press CTRL + F to bring up the Find tool and enter "size" (or your variation theme) to find the size attribute.

IV. Update_Delete

PartialUpdate

This column should be filled with PartialUpdate for all child SKUs. We can use Update on the parent if the parent listing does not exist in the account yet, otherwise use PartialUpdate for the Parent Row. If you use "Update" instead of "PartialUpdate", Amazon will likely erase the data for attributes that are left blank on the template.

AD
Basic
Record Action
update_delete
Update
PartialUpdate
PartialUpdate
PartialUpdate
PartialUpdate

V. Fulfillment Center ID (optional)

Under the Fulfillment Center ID column, use **AMAZON_NA** (NA for North America, CA for Canada, MX for Mexico, etc) if it's Fulfilled by Amazon and **DEFAULT** if it's Fulfilled by Merchant.

B	GW
Version=2023.0203	Offer (US, CA)
Seller SKU	Fulfillment Channel Code (US, CA)
item_sku	fulfillment_availability#1.fulfillmer
PARENT	
FBM	DEFAULT
7263	AMAZON_NA
FBM	DEFAULT
7256	AMAZON_NA

REMINDER:

For any seller-fulfilled inventory, enter DEFAULT in this column. For Fulfillment by Amazon inventory, enter either AMAZON_NA, AMAZON_EU, AMAZON_JP, or AMAZON_IN depending on your marketplace.

This is a sample preview of what your parentage would look like when you completed filling out the necessary information for creating a parentage.

A	B	C	D	H	Z	AA	AB	AC	AD	BB	GW	
Template Version: 2023.0203		Template Settings: attributeRow: 38			Variation			Basic				Offer (US, CA)
Product Type: Seller SKU		Brand Name	Product Name	Item Type Key	Parentage	Parent SKU	Relationship	Variation Type	Record Action	Size	Fulfillment Channel	
feed_prod_id	item_sku	brand_name	item_name	item_type	parent_child	parent_sku	relationship	variation_type	update_delete	size_name	fulfillment_availability	
drinkingcup		PARENT	lated Tumbler	tumblers	Parent			SizeName	Update			
		7263-FBM			Child		PARENT	Variation	SizeName	PartialUpdate	12 oz	DEFAULT
		ER-7263			Child		PARENT	Variation	SizeName	PartialUpdate	12 oz	AMAZON_NA
		ER-7256FBM			Child		PARENT	Variation	SizeName	PartialUpdate	30 oz	DEFAULT
		IDLER-7256			Child		PARENT	Variation	SizeName	PartialUpdate	30 oz	AMAZON_NA

4. Save the flat file and upload it on Seller Central. Go to Inventory > Add Products via Upload > Upload your Inventory File. Refresh the page first before attaching the file and make sure you're on the right Amazon store. Then click **Upload file**.

Amazon will process the file and could take 15 minutes to an hour to complete.

Important Note:

- **Monitor the Upload Status.** If it says “Complete Drafts”, download the Processing Report to see what caused the error and fix it accordingly.

5. Verify Parentage Creation

Download your processing report and check for errors. Find the newly-created parentage in the catalog and check whether the child SKUs are connected well.

You can verify the successful creation of the parentage from these options:

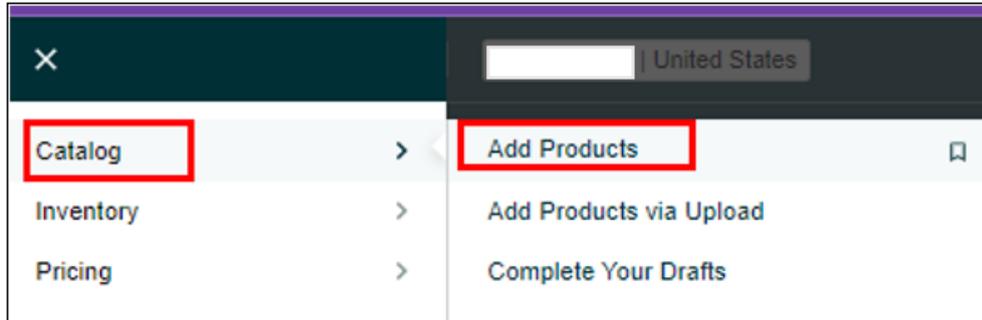
a. Manage All Inventory

1. Go to Seller Central > Inventory > Manage All Inventory and search for the parent SKU.
2. Make sure that the Status and Fulfilled by are set to “ALL”.
3. Click the dropdown next to the Parent SKU and verify that all of the child SKUs are present.

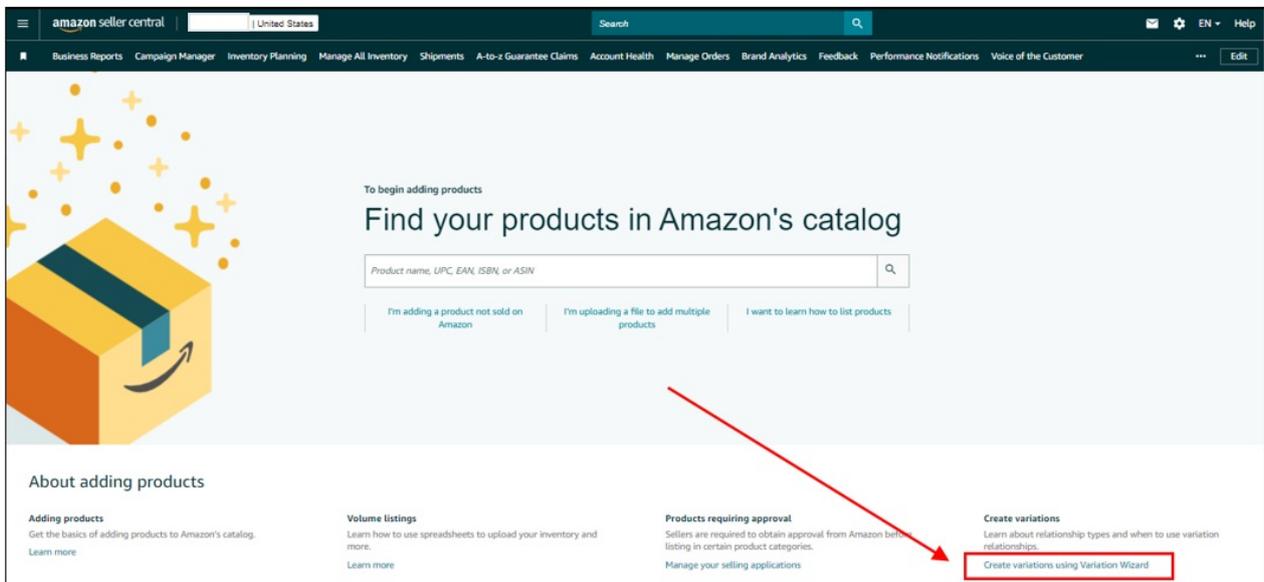
b. Variation Wizard

To access the Variation Wizard, follow the steps below:

i. On the Inventory link in your Seller Central account, select Add a Product.



ii. In the Add Products page, click on create variations using Variation Wizard



iii. Click the option “Add to or update an existing variation family” to search for an ASIN

Variation Wizard [Learn more](#)

What do you want to do?

- Add to or update an existing variation family**

Search for an ASIN [i](#)

iv. This is how a parentage setup looks like in ‘Variation Wizard.’

Variation Wizard [Learn more](#)

What do you want to do?

● Add to or update an existing variation family

Search for an ASIN

Parentage	ASIN	SKU	Product Name	External Product Id Type	External Product Id	Variation Theme	Size	Size Map	Condition	Quantity	Price	Actions
parent		-PARENT-	is is the Way Wine or Coffee Tumbler - Valentines Gift for Husband, Insulated Tumbler Boyfriend Mug Valentines Day Gifts for Men, Stainless Steel Tumblers			SizeName						
child		-7265-	is is the Way Wine or Coffee Tumbler 12 oz - Valentines Gift for Husband, Insulated Tumbler Mandalorian Mug Valentines Day Gifts for Men, Stainless Steel Tumblers	UPC		SizeName	12 oz		New	1000	\$ 14.99	<input type="button" value="Edit"/>
child		-7265-	is is the Way Wine or Coffee Tumbler 12 oz - Valentines Gift for Husband, Insulated Tumbler Mandalorian Mug Valentines Day Gifts for Men, Stainless Steel Tumblers	UPC		SizeName	12 oz		New	0	\$ 14.99	<input type="button" value="Edit"/>
child		JMBLER-	is is the Way Wine or Coffee Tumbler 30 oz - Valentines Gift for Husband, Insulated Tumbler Mandalorian Mug Valentines Day Gifts for Men, Stainless Steel Tumblers	UPC		SizeName	30 oz		New	1000	\$ 29.99	<input type="button" value="Edit"/>
child		JMBLER-	is is the Way Wine or Coffee Tumbler 30 oz - Valentines Gift for Husband, Insulated Tumbler Mandalorian Mug Valentines Day Gifts for Men, Stainless Steel Tumblers	UPC		SizeName	30 oz		New	0	\$ 29.99	<input type="button" value="Edit"/>

c. Amazon Detail Page

Go back to the inventory page and click on the title of the Parent SKU. This will bring up the parentage. If all of the variations appear together, then you have successfully created an optimized parentage!

Home & Kitchen › Kitchen & Dining › Dining & Entertaining › Glasware & Drinkware › Tumblers & Water Glasses



This is the Way Wine or Coffee Tumbler 12 oz - Valentines Gift for Husband, Insulated Tumbler Boyfriend Gift, Mandalorian Mug Valentines Day Gifts for Men, Stainless Steel Tumblers

Visit the Age of

\$14⁹⁹

Get a **\$100 Amazon.com Gift Card** upon approval for the Amazon Business American Express Card. Terms apply.

Size: 12 oz

12 oz \$14.99	30 oz \$29.99
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Brand

Capacity 12 Ounces

Style Modern

Product Care Instructions Machine Wash, Hand Wash Only

Unit Count 1.0 Count

Roll over image to zoom in

