Listing Creation & Management SOP: Parentage Creation

03/17/2025 8:51 am CDT

> **i** **Who is this for?** This is for the Account Specialists who are tasked to create a variation.
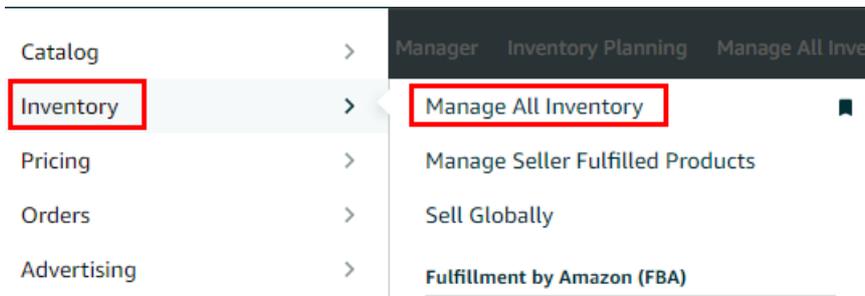
> **✓** **Objective:** To make sure that Account Specialists are equipped with the knowledge to utilize the Category Specific template in creating product variations, which involves establishing connections between products on Amazon, such as connecting a variation to its parent product listing.

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").

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).

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.

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.

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.

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.

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.

VIII. Fulfillment Center ID

Always leave this blank for the parent SKU.

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

B. Child ASINs

I. Child SKUs

B
Version=2023.0203
Seller SKU
item_sku
PARENT
7263-FBM
7263
7256FBM
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 filed 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
TemplateT	Version=2023.0203		TemplateSigr settings=attributeRow=38		Variation				Basic		Offer (US, CA)
Product Typ	Seller SKU	Brand Name	Product Nam	Item Type K	Parentage	Parent SKU	Relationship	Variation The	Record Action	Size	Fulfillment Channel
feed_prodt	item_sku	brand_name	item_name	item_type	parent_child	parent_sku	relationship	variation_th	update_delete	size_name	fulfillment_availabil
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
	IBLER-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.

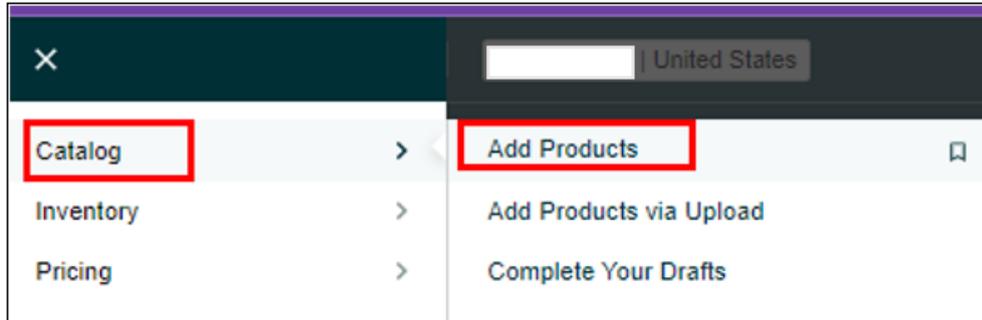You can verify the successful creation of the parentage from these options:

<u>a. Manage All Inventory</u>

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.
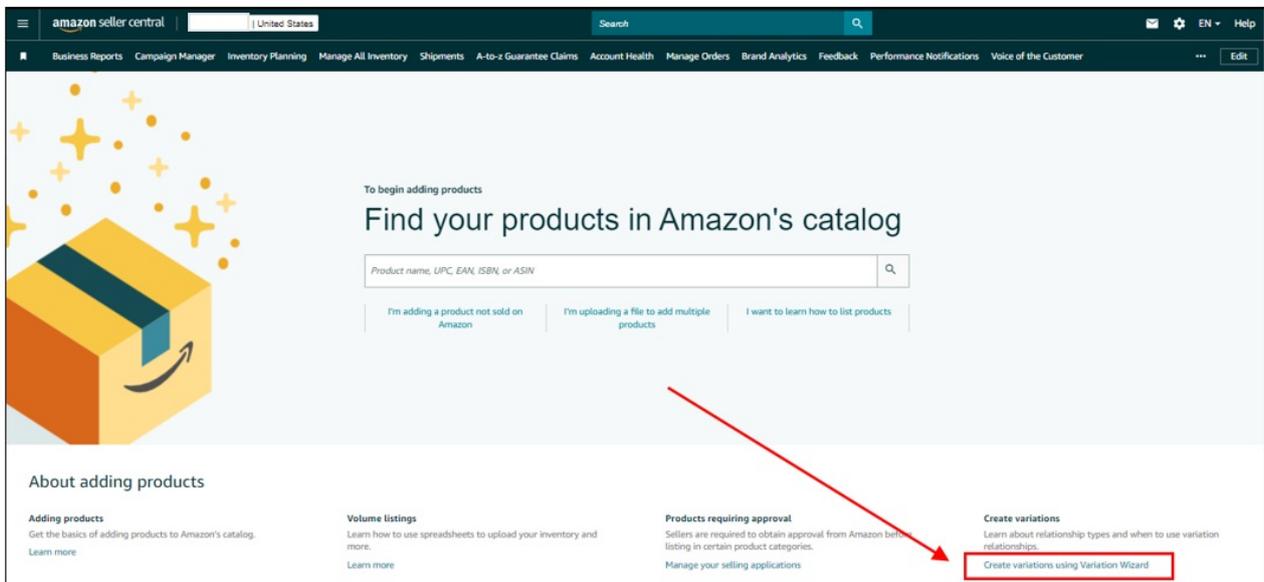
b. Variation Wizard

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

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

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!