

Catalog SOP: How to Merge ASINs

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Who is this for? Individuals who wanted to merge identical listings.



Objective: The purpose of this document is to present a step-by-step guide to merging the ASINs.

Overview:

- ASIN merging is a valuable strategy for Amazon sellers who want to protect their brand against unauthorized sellers or clean up their catalog listings.
- There are 2 ways to merge duplicate ASINs, but the simplest and most effective method is through the **Merge Duplicate Product Page** and contacting Amazon's Catalog Team to do the merge for you via Seller Support.

NOTE : Amazon will only merge products when it is clear that they are one and the same and have the same identifying attributes such as **categories, brand names, titles, images, and all other attributes except UPC in most cases.**

Instances for when to merge ASIN's

- If there is a change in UPC
- Mistakenly created a duplicate listing or we want to merge the reviews.

Instructions:

1. Make sure that all attributes are the same before submitting a merge request.
2. Download the CLR and compare if the ASINs have the same attributes.
3. Submit an ASIN merge request, follow these steps:

Note : We Usually retain the **Old ASIN** since it has all the sales history and reviews

Go to Search Bar and search Merge duplicate product page to pull up the Merge ASIN tool.

Take Note:

ASIN 1: ASIN that needs to be merged

ASIN 2: Target ASIN (ASIN which we want to keep)

If Amazon will reject your request, resort to opening a manual case

Go to **Help > Get help and resources > My Issue is not listed > Describe Your Issue**

- Provide the ASIN **which we want to keep** and the **ASIN which needs to be merged**.
- Provide a short description as to why the ASINs need to be merged.

Here's a sample email for reference:

Amazon,

Please merge our ASINs. These are identical products. They are both brands XXXX and have used identical images. These products are the same product from the same brand and should be combined into a single listing.

ASIN we want to merge:

ASIN we want to keep:

How will Amazon Seller Support respond?

There are different template responses Amazon will make.

- Refusal
- Acknowledging a listing that has 'Amazon Catalog Team' control
- Completion of the request.

If you are truly accurate in your assessment, don't be afraid to open a new case using the same method.
