

# Catalog SOP: Breaking a Phantom Parentage

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**Who is this for?** This SOP for Breaking a Phantom Parentage is intended for those who have encountered phantom parentage issues and need guidance on resolving them.



**Objective:** The objective of this SOP is to provide a clear and efficient process for identifying and resolving phantom parentage issues on Amazon.

## Here are some steps that you can take to identify the issue:

Phantom parentage refers to a situation on Amazon where another seller has created a listing or variation for your ASIN, causing issues in making proper changes. It occurs when historical data from another seller remains in the system, leading to the creation of a duplicate listing, even if you have Brand Registry or are the sole seller of that product. This problem can also arise when the Amazon catalog team has locked the listing, which is more common on Vendor Central.

Check the variation wizard and if you come across an ASIN or variation that is not supposed to be in the listing, it indicates a 'phantom parentage' problem.

## How to find the variation wizard:

- Under Inventory click Manage All Inventory

The screenshot shows the Amazon Seller Central interface for 'Age of Sage | United States'. The left-hand navigation menu is open, and the 'Inventory' option is highlighted with a red box. A sub-menu is displayed, with 'Manage All Inventory' also highlighted with a red box. The main dashboard area shows various metrics and widgets, including 'BUYER MESSAGES', 'BUY BOX WINS' (94%), 'IPI' (556 - 848), and 'GLOBAL PROMOTION' (\$0.00). There are also sections for 'Case Log' (3 cases), 'Customer Experience' (207 issues), and 'Low Inventory'.

- Click Add a variation

- Click Add to or update an existing variation family

### Variation Wizard [Learn more](#)

What do you want to do?

**Add to or update an existing variation family**

Create a new variation family by combining existing stand-alone listings within your catalog?

- Paste your ASIN in the search box

### Variation Wizard [Learn more](#)

What do you want to do?

**Add to or update an existing variation family**

Search for an ASIN <sup>i</sup>

Create a new variation family by combining existing stand-alone listings within your catalog?

- You can see your variation tree as shown below:

What do you want to do?

**Add to or update an existing variation family**

Search for an ASIN <sup>i</sup>

Parentage	ASIN	SKU	Product Name	External Product Id Type	External Product Id	Variation Theme	Color Map	Color	Condition	Quantity	Price	Actions
parent		SM-PARENT	Age of Sage Mario Travel Coffee Mug - 30 oz Stainless Steel Insulated Travel Tumbler with Lid, Bros Kids Tumbler, Stainless Steel Wine Tumbler, Stainless Steel Sippy Cup, Mario Collectibles Metal Cup			ColorName						
child		SM-LOGD-RED30-6860-FBM	Mario Travel Coffee Mug - 30 oz Stainless Steel Insulated Travel Tumbler, Bros Kids Tumbler, Stainless Steel Wine Tumbler, Stainless Steel Sippy Cup, Mario Collectibles Metal Cup, M Logo, Red	UPC		ColorName		Red Mario	New	999	\$ 29.99	<a href="#">Edit</a>
child		SM-LOGD-RED30-6860	Mario Travel Coffee Mug - 30 oz Stainless Steel Insulated Travel Tumbler, Bros Kids Tumbler, Stainless Steel Wine Tumbler, Stainless Steel Sippy Cup, Mario Collectibles Metal Cup, M Logo, Red	UPC		ColorName		Red Mario	New	0	\$ 29.99	<a href="#">Edit</a>
child		SM-BW5R-BLK30-6877	Mario Travel Coffee Mug - 30 oz Stainless Steel Insulated Travel Tumbler, Bros Kids Tumbler, Stainless Steel Wine Tumbler, Stainless Steel Sippy Cup, Mario Collectibles Metal Cup, Black Bowser	UPC		ColorName		Black Bowser	New	0	\$ 29.99	<a href="#">Edit</a>
child		SM-BW5R-BLK30-6877-FBM	Mario Travel Coffee Mug - 30 oz Stainless Steel Insulated Travel Tumbler, Bros Kids Tumbler, Stainless Steel Wine Tumbler, Stainless Steel Sippy Cup, Mario Collectibles Metal Cup, Black Bowser	UPC		ColorName		Black Bowser	New	999	\$ 29.99	<a href="#">Edit</a>
child		SM-M5HRM-RED30-6853	Mario Travel Coffee Mug - 30 oz Stainless Steel Insulated Travel Tumbler, Bros Kids Tumbler, Stainless Steel Wine Tumbler, Stainless Steel Sippy Cup, Mario Collectibles Metal Cup, Mushroom Design, Red	UPC		ColorName		Red Mushroom	New	0	\$ 29.99	<a href="#">Edit</a>
child		SM-M5HRM-RED30-6853-FBM	Mario Travel Coffee Mug - 30 oz Stainless Steel Insulated Travel Tumbler, Bros Kids Tumbler, Stainless Steel Wine Tumbler, Stainless Steel Sippy Cup, Mario Collectibles Metal Cup, Mushroom Design, Red	UPC		ColorName		Red Mushroom	New	1000	\$ 29.99	<a href="#">Edit</a>

[Add Variation](#)

## How to Use Auto Tool:

- Go to: [https://sellercentral.amazon.com/help/hub/support/SOA\\_Listings\\_Incorrect\\_listing\\_variation](https://sellercentral.amazon.com/help/hub/support/SOA_Listings_Incorrect_listing_variation)

## Help [Rate this experience](#)

[Help](#) > [Get support](#) > [Selling on Amazon](#)

### Get Support

Customer or Non-FBA Orders ▶

Products, Listings, or Inventory ▼

[Merge duplicate or split product pages.](#)

[Fix a product page](#)

[Change a product's category](#)

[Listing Not Active](#)

[Climate Pledge Friendly](#)

**[Incorrect listing variation](#)**

[Add or remove newer model link on detail page](#)

### Having trouble with variations?

#### What are you trying to do?

- Remove a child ASIN from a variation family
- Add a child ASIN to existing variation family
- Learn how to create a variation family
- Fix issue with variations out of order
- Synchronize customer reviews across ASINs

Next

Need more help with this issue? [Contact Us](#)

- Choose to Remove a child ASIN from a variation family
- Enter the ASIN and submit the case.

## How to Ticket Amazon:

1. Create separate tickets for both Seller Central and the Brand Registry Portal.

- Create Ticket from Seller Central and Brand Registry  
[Catalog SOP: How to Submit a Ticket to Brand Registry](#)  
[Catalog SOP: How to File a Ticket in Seller Central](#)
- Use the ADMIN Seller Central email when creating a ticket
- Finally, call Amazon from the created ticket (request for the captive team) and ask them to action it.

2. Use the template below as a starting point, and adjust it to fit your specific scenario:

*Dear Amazon Seller Support,*

*We are having issues with phantom parentages on our listings which prevent us from making proper changes on our listings.*

*Entity ID: (Enter this)*

*Merchant ID: (Enter this)*

*We are the administrator for the brand: (Enter brand name)*

*For the Following ASINs:(the child ASINs we want to remove)*

*We would like these ASINs removed from the PARENT ASIN (Enter parent ASIN from wizard) See screenshot from the Variation Wizard: (Take a screenshot and show Amazon)*

*Please action this request and let us know when done.*

*Thanks,*

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