

Merchandising SOP: Download a Category Specific Template

10/09/2024 12:29 pm CDT

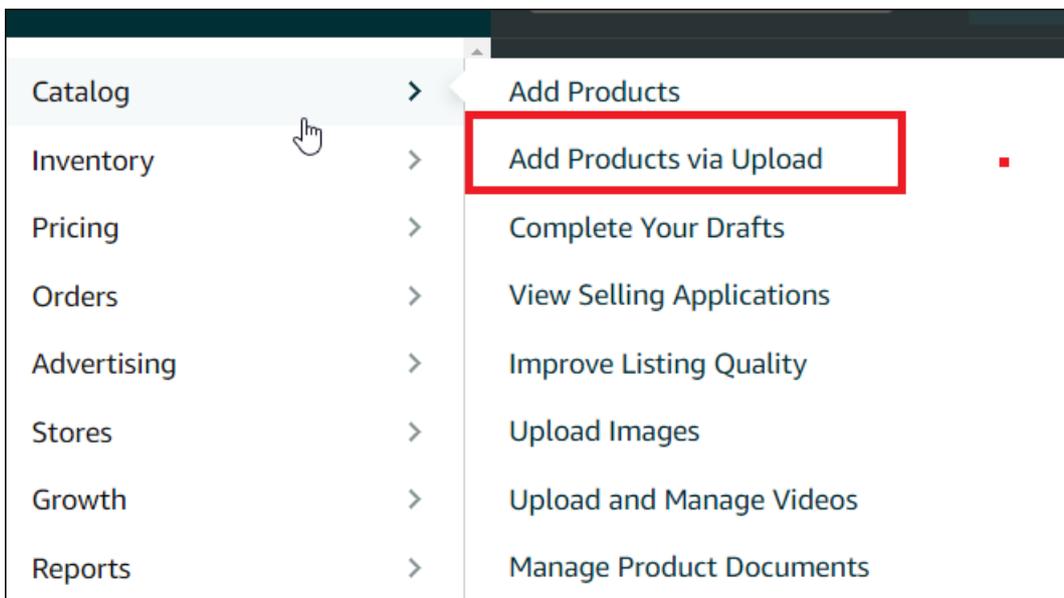


Who is this for? This is for Amazon sellers and other individuals responsible for updating listing information or creating new listings on Amazon in bulk.

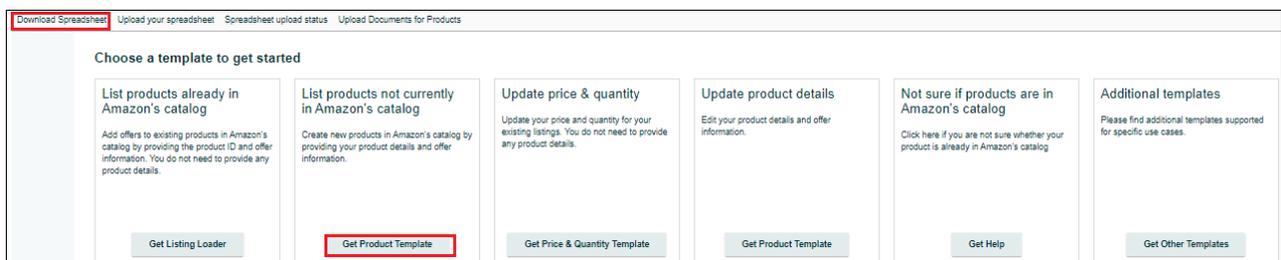


Objective: Ensure accurate categorization of products by assigning them to a specific category, while providing pre-defined information fields specific to the selected category by the use of the valid values tab found on each category template.

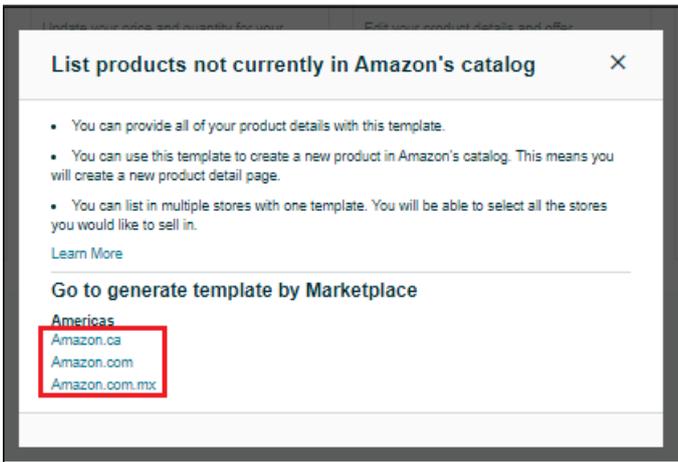
1. Go to Catalog and then select Add Products via Upload.



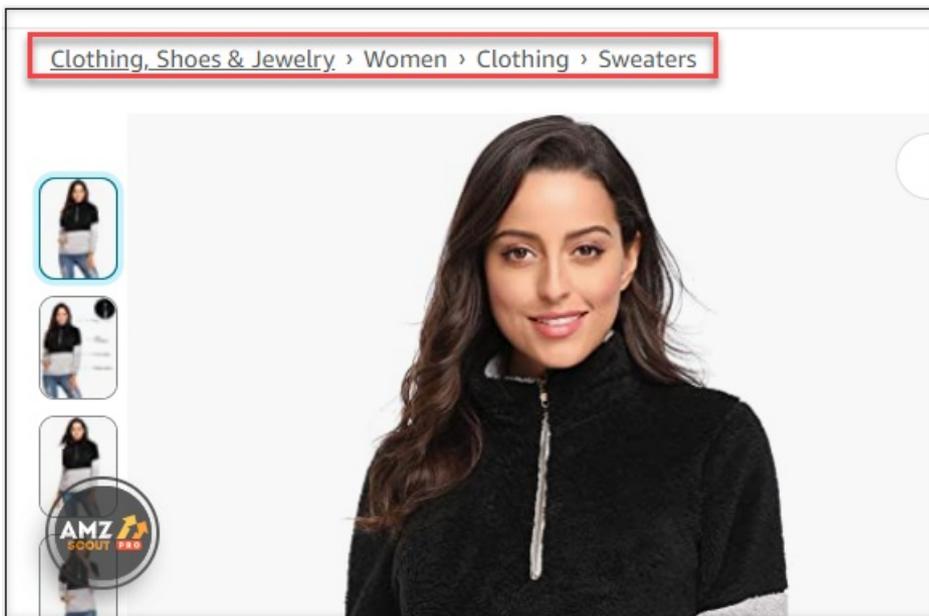
2. From the "Add a Product via Upload" page, select the "Download Spreadsheet" tab, and then click on "Get Product Template" as highlighted below.



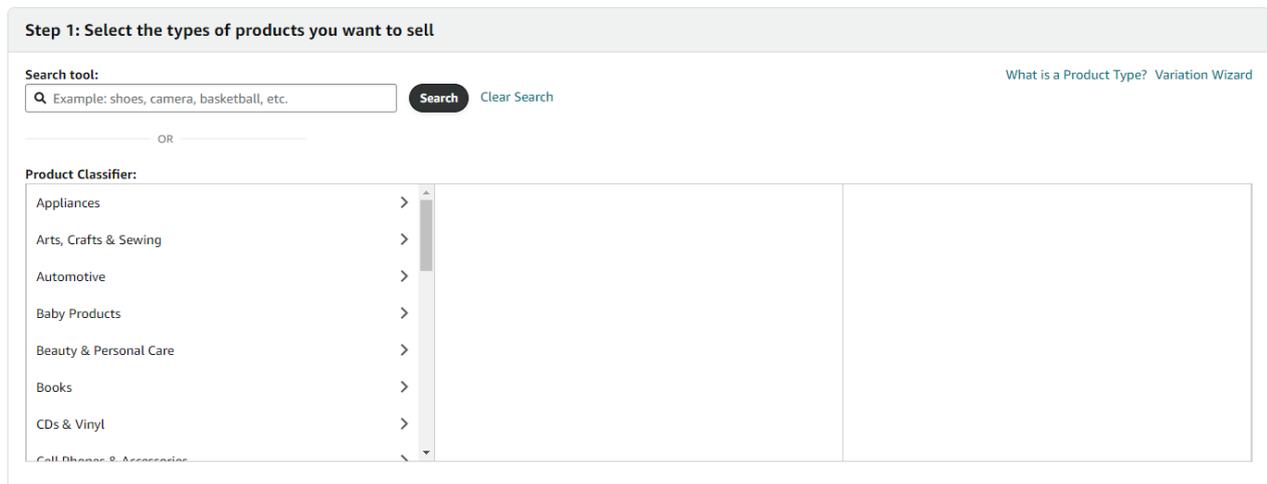
3. Choose the correct marketplace for the products.



4. On a separate tab, go to the detail page of the ASIN you need to update by using amzn.com/dp/ASIN and note the category tree of the product.



5. Select the main category of the product, and the correct subcategories until the whole tree is completely selected.



6. You can add multiple product types in one template, by going into the product classifier as many times as necessary until you have added all the different product types for all of your SKUs. This will allow you to update all of your products efficiently in one template.

OR

Product Classifier:
 Clothing, Shoes & Jewelry > Shoe, Jewelry & Watch Accessories > Watch Accessories

Baby	Jewelry Accessories	Batteries	Select
Boys	Shoe Care & Accessories	Cabinets & Cases	Select
Costumes & Accessories	Watch Accessories	Pocket Watch Chains	Select
Girls		Repair Tools & Kits	Select
Luggage & Travel Gear		Watch Bands	>
Men		Watch Winders	Select
Novelty & More			
Shoe, Jewelry & Watch Accessories			

Summary of your selected products

Remove All	Selected classifications	Product Type	Field Name	Valid Values
X	Pullovers	SWEATER	department	womens
			item_type_keyword	pullover-sweaters

7. Once all product types are selected, tick the correct marketplace and click “Generate Template”.

FEEDBACK

Summary of your selected products

Remove All	Selected classifications	Product Type	Field Name	Valid Values
X	Tumblers & Water Glasses	DRINKING CUP	item_type_keyword	tumblers

Step 2: Select marketplaces

Select from your available marketplaces below. Selecting additional marketplaces will add offer data columns such as price for each. Product data you provide will apply to the listing in the marketplace in which you submit your template. If a detail page for your listing does not yet exist in the other marketplaces, Amazon will attempt to translate and create it automatically, which can take up to 48 hours. If you use Build International Listings, please review your connection settings as they may overwrite selections made in individual file uploads.

Americas

Amazon.com

Amazon.ca

Amazon.com.mx

⚠ Global Selling Tool Overlap

One or more marketplaces are target marketplaces of active Build International Listings connections, if offers are submitted against these marketplaces using a global template they will be excluded from BILL: Amazon.ca, Amazon.com.mx

Step 3: Select the type of template

Template Language
 English instructions and I will enter English product information

Please select a mode.

Advanced Custom

The Advanced option contains all attributes groups associated with the above selected products. This option includes “Required”, “Preferred”, and “Optional” attribute groups.

Generate Template

