Listing Creation & Management SOP: Listing Customization Tutorial

03/17/2025 8:54 am CDT
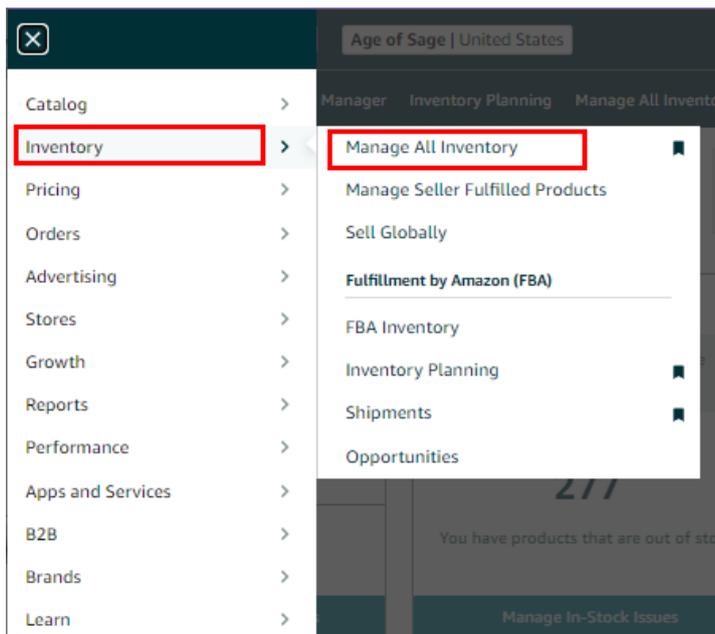
> **i** **Who is this for?** This is intended for the Account Associates who will be creating listing customizations.
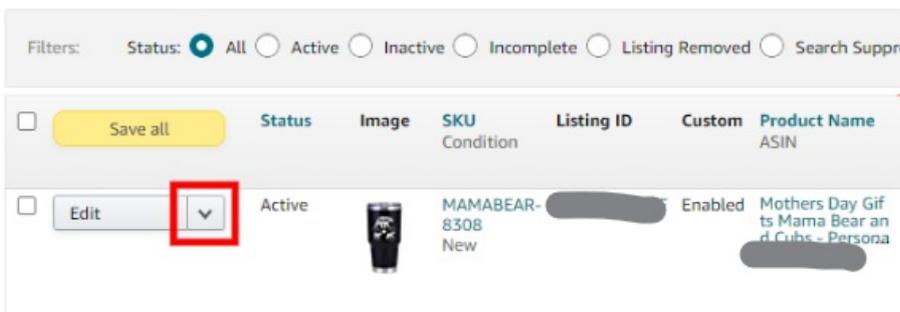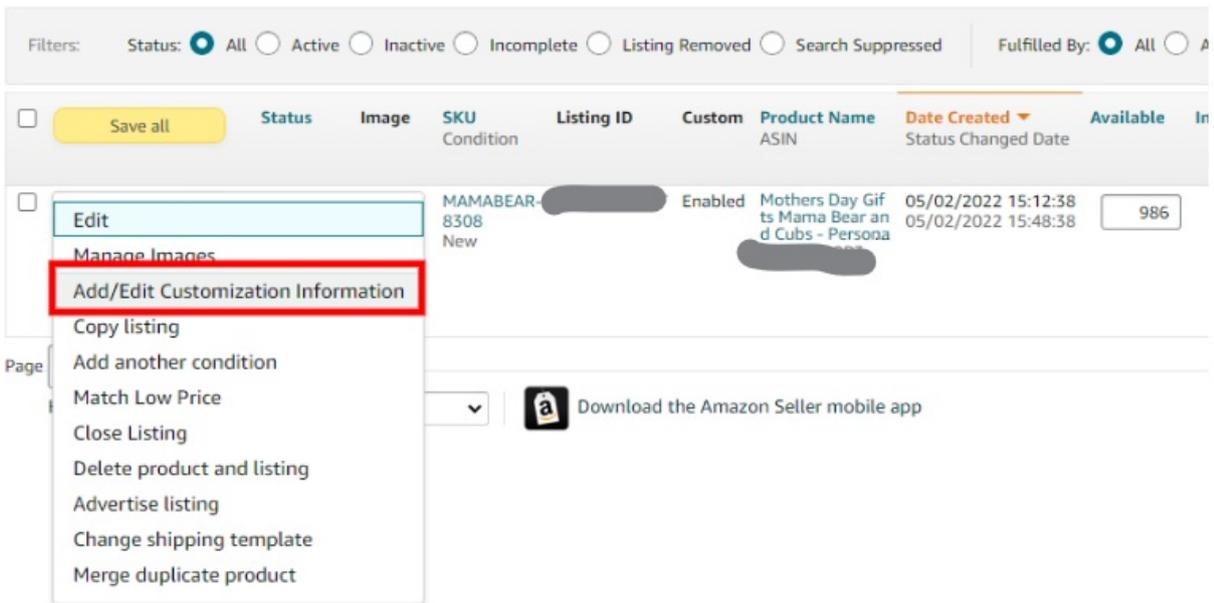
> **✓** **Objective:** To ensure that Account Associates have the necessary knowledge and tools to effectively create listing customizations.

1. Create your listing. Check this tutorial on how to do this: **SOP: Listing Creation.** If you already have one, you can skip this step.

2. Once you have created the skeleton listing, look for it on Inventory > **Manage All Inventory**.

3. Click the arrow to reveal the dropdown menu. Select **Add/Edit Customization Information**.

Important Note:

- This needs to have a purchasable offer before you can customize the listing. You should have available inventory and the Offer Start Date, Release Date, and Launch Date should not be set to a future date.

4. Use the title on the **Label** field and just trim it if it's too long. Upload the main image in the image section.

5. Click Add Customization and select the appropriate customization template for your product. You can use up to 15 customizations. Once done, just click **Publish**.

Add customization   ✕

Capacity	**Color**	**Item Shape**
Allows customers to choose the capacity.	Allows customers to choose the color.	Allows customers to choose the Item Shape.

Material	**Pattern**	**Text**
Allows customers to choose the Material.	Allows customers to choose the Pattern.	Allow buyers to add their personalized text on your product. Ideal for names printed on a surface.

Data	**Image**	**Option Dropdown**
Allow buyers to provide input about your product that does not affect the image preview. Ideal for notes.	Allow buyers to personalize your product by uploading their own image.	Allow buyers to choose from different sets of options that you offer.

[Add customization]

Here are samples of customizing the listing.

1	✏ Color			Change order 🗑 ⌄

Add colors that you would like to offer customers.

Label ⓘ
Color

Instructions *(Optional)* ⓘ

Instructions

You have 200 of 200 characters remaining

Options list   ⊞ Add many options | ⊞ Add option

Order	Option name *	Thumbnail ⓘ	Image ⓘ	Price difference ⓘ	Delete
⇕	Black — You have 45 of 50 characters remaining	🖼	🖼	$ + 0.00	🗑
⇕	White — You have 45 of 50 characters remaining	🖼	🖼	$ + 0.00	🗑
⇕	Green — You have 45 of 50 characters remaining	🖼	🖼	$ + 0.00	🗑

⊞ Add many options | ⊞ Add option

2 ✎ **Number of Kids**   Change order 🗑 ⌄

☑ Make this required for buyers ⍰

Label * ⍰
Number of Kids
You have 86 of 100 characters remaining

Instructions *(Optional)* ⍰
Instructions
You have 200 of 200 characters remaining

Options list   ⊞ Add many options | ⊞ Add option

Order	Option name *	Thumbnail ⍰	Image ⍰	Price difference ⍰	Delete
⇕	1 Kid — You have 25 of 30 characters remaining	📷	📷	$ + 0.00	🗑
⇕	2 Kids — You have 24 of 30 characters remaining	📷	📷	$ + 0.00	🗑
⇕	3 Kids — You have 24 of 30 characters remaining	📷	📷	$ + 0.00	🗑
⇕	4 Kids — You have 24 of 30 characters remaining	📷	📷	$ + 0.00	🗑

⊞ Add many options | ⊞ Add option

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3 ✎ **Kid Names**   Change order 🗑 ⌄

Data Input
Enter the specifics of your data requirements.

☑ Make this required for buyer

Label * ⍰
Kid Names (separate each by comma)
You have 66 of 100 characters remaining

Instructions *(Optional)* ⍰
Please separate each name with a comma and verify spelling
You have 142 of 200 characters remaining

Sample text *(Optional)* ⍰	Characters allowed * ⍰	Character limit * ⍰		Lines of text allowed * ⍰
Sample text	All characters excluding emojis ⌄	1	99	1 ⌄
You have 30 of 30 characters remaining	Allow all characters except emojis	Min	Max	

6. If the customization is properly built, there will be a **Customize Now** button on the PDP. Customers should click this first before they can purchase the product.

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

Mothers Day Gifts Mama Bear and Cubs - Personalized 30oz Stainless Steel Tumbler - Mothers Day Gift For Mom - Custom made Cup with Children Names 1-4 - Travel Mug for Hot and Cold Drinks
Visit the ▮▮▮▮ Store

$29⁹⁹

Get $100 off instantly: Pay $0.00 $29.99 upon approval for the Amazon Prime Store Card. No annual fee.

Brand ▮▮▮▮
Material Stainless Steel
Capacity 1.9 Pounds
Number of Items 1
Unit Count 1.0 Count

About this item
• FUN WINE TUMBLER: This stainless steel insulated tumbler is a must-have for a Mom who doesn't yet have her cub tumbler! It will surely become her favorite cup.
• DOUBLE WALL INSULATION: Our cup features unique double-

This product needs to be customized before adding to cart.
Customize Now

Have one to sell?
Sell on Amazon

Mom and Dad Gifts, Gifts for...
⭐⭐⭐⭐ 22
$21.99 ✓prime
Sponsored ⍰

The image below shows how customers view the customization options.

Customization options   ✕

Mothers Day Gifts Mama Bear and Cubs - Personalized 30oz Stainless Steel
Tumbler - Mothers Day Gift For Mom - Custom made Cup with Children Names 1-
4 - Travel Mug for Hot and Cold Drinks

Price: $29 ⁹⁹

Qty: 1 ▾

Add to Cart

Add to List ▾

Note: Display is an approximate preview.

* Color

Black	White	Green

* Number of Kids

1 Kid	2 Kids	3 Kids	4 Kids

* Kid Names (separate each by comma)

Please separate each name with a comma and verify spelling

99 character(s) left