

# Catalog SOP: Full Update Flat File

10/09/2024 2:08 pm CDT



**Who is this for:** This is intended for Amazon Sellers and employees who are responsible for updating listings on Amazon.



**Objective:** The objective of this SOP is to provide clear guidance on the process of conducting a Full Update for listings on Amazon. This includes identifying when a Full Update is necessary, and the specific instructions for conducting a Full Update. The ultimate goal is to ensure accurate and up-to-date product listings for customers and to maintain the competitiveness of the brand on Amazon.

**Overview:** Full update is usually done when a listing has issue/s which include, but are not limited to the following:

1. Category update
2. Copy/Search terms update
3. Parentage update
4. Price Per Unit (PPU) update
5. Merging reviews
6. Brand Name change

## Conditions:

1. Does the listing have no issues > Full Update? = **No**
2. Listing needs troubleshooting > Partial Update > Issues weren't solved > Full update? = **Yes**

## Full Update Process

1. Download the **Category Listings Report (CLR)**. Go to Inventory > Inventory Reports. On the dropdown menu, select Category Listing Report then click Request Report.

MARKETPLACES

3

OPEN ORDERS

351

### Restock Inventory

**HOLSTIT Hand Gun Holster - Made...**  
SKU: OWB-P-S&Wm&p2.0-BL-FB-RH-O  
ASIN: B09VVC3TJM Dismiss

Sales in the last 30 days	1
Days of Supply	7
Total Inventory	1
<b>Recommended Quantity</b>	<b>11</b>

Restock Now

< Back
Next >

- Manage Inventory
- Manage FBA Inventory
- Improve Listing Quality
- Inventory Planning
- Add a Product
- Add Products via Upload
- Inventory Reports
- Sell Globally
- Manage FBA Shipments
- Upload Images
- Upload and manage videos
- Manage Product Documents

< Back
Dismiss

Select Report Type: Category Listings Report

Download a Category Listings Report for a list of items belonging to a particular category

Select Category: All

Select Report Format:  Excel  
 Text

Listings Created After:  📅

Select Status Filter: All

Category Listing Report is in BETA. Please note that the report and its features may be changed or removed at any time.

Request Report

2. Once the report is generated, click "Download".

Report Type	Batch ID	Date & Time Requested	Date & Time Completed	Report Status	Download
Category Listings Report (All)	208141019119	5/8/2022 00:52:27 GMT+0800 (China Standard Time)	5/8/2022 00:53:00 GMT+0800 (China Standard Time)	Ready	Download
Active Listings Report	207172019119	5/7/2022 18:28:09 GMT+0800 (China Standard Time)	5/7/2022 18:28:29 GMT+0800 (China Standard Time)	Ready	Download
All Listings Report	207015019119	5/7/2022 17:07:59 GMT+0800 (China Standard Time)	5/7/2022 17:08:42 GMT+0800 (China Standard Time)	Ready	Download
All Listings Report	207007019119	5/7/2022 17:05:28 GMT+0800 (China Standard Time)	5/7/2022 17:05:44 GMT+0800 (China Standard Time)	Ready	Download
All Listings Report	206999019119	5/7/2022 17:01:16 GMT+0800 (China Standard Time)	5/7/2022 17:01:47 GMT+0800 (China Standard Time)	Ready	Download
All Listings Report	206992019119	5/7/2022 17:00:00 GMT+0800 (China Standard Time)	5/7/2022 17:00:25 GMT+0800 (China Standard Time)	Ready	Download
All Listings Report	206722019119	5/7/2022 14:26:55 GMT+0800 (China Standard Time)	5/7/2022 14:27:16 GMT+0800 (China Standard Time)	Ready	Download
Referral Fee Preview Report	206683019119	5/7/2022 14:05:23 GMT+0800 (China Standard Time)	5/7/2022 14:05:59 GMT+0800 (China Standard Time)	Ready	Download
Active Listings Report	206571019119	5/7/2022 13:06:38 GMT+0800 (China Standard Time)	5/7/2022 13:07:24 GMT+0800 (China Standard Time)	Ready	Download
Active Listings Report	206138019119	5/7/2022 09:15:02 GMT+0800 (China Standard Time)	5/7/2022 09:15:21 GMT+0800 (China Standard Time)	Ready	Download

3. Create a copy of the file and rename it to set it apart from the original copy.



Momstir - Mama Bear - Full Update.xlsx

5. Open the file and click "Enable Editing".

Product Type	Seller SKU	Brand Name	Product Name	Product ID	Product ID Type	Item Type	Keyword	Unit of Measure (Per Unit Pricing)	Unit Count (Per Unit Pricing)	Standard Price	Quantity	Number of
feed_product	item_sku	brand_name	item_name	external_id	external_product_id	item_type		unit_count_type	unit_count	standard_price	quantity	number_of
drinkingcup	EROBICS396	Momstir	ique Gifts for H		UPC	wine-glasses				13.99	1	WINE AEROI
drinkingcup	ALONE8773	Momstir	e Wine Stemle		UPC	wine-glasses		Fl Oz	1.00	13.99		
drinkingcup	ANIMALS	Momstir	s with Funny Pet Sayings			wine-glasses				0.00	0	
drinkingcup	RMYL8852	Momstir	green tumbler		UPC	tumblers				26.99		
drinkingcup	JNC-SHARK	Momstir	Wine Glass with Sayings for Gruncle, Funcl			wine-glasses						
sporttarget	Target Stand-Parent	Adjustable Target Stand				hunting-targets-and-accessories				0.00	0	
recreationball	BALLMOM-	Momstir	Baseball Mom		UPC	tumblers		Fl Oz	12.00	26.99		1
recreationball	LLMOM-84	Momstir	Baseball Mom		ASIN	tumblers		Fl Oz	12.00	26.99	0	1
drinkingcup	DM-SHARK-	Momstir	lass with Sayings for Moms, Birthday, Chri			wine-glasses						
drinkingcup	BECAUSE	Momstir	ause Wine Glas		ASIN	wine-glasses				0.00	0	

6. Delete all the rows of the SKUs that you don't need.

From this:

Product Type	Seller SKU	Brand Name	Product Name	Product ID	Product ID Type	Item Type	Keyword	Unit of Measure (Per Unit Pricing)	Unit Count (Per Unit Pricing)	Standard Price	Quantity	Number of Items	Main Image URL	Product Description	Manufacture	Model Name	Item Type Name	Key Product Features
feed_product	item_sku	brand_name	item_name	external_id	external_product_id	item_type		unit_count_type	unit_count	standard_price	quantity	number_of_items	main_image_url	product_description	manufacture	model_name	item_type_name	bullet_point1
drinkingcup	EROBICS396	Momstir	ique Gifts for H		UPC	wine-glasses				13.99	1	1		WINE AEROBICS - and repeat, and repeat... Witty wine g			IE AEROBICS - and repeat, and repeat... Witty wine g	
drinkingcup	ALONE8773	Momstir	e Wine Stemle		UPC	wine-glasses		Fl Oz	1.00	13.99				Dog Is Home Stemless Wineglass THE DOG IS HOME - This stemless wine glass will make a p				
drinkingcup	ANIMALS	Momstir	s with Funny Pet Sayings			wine-glasses				0.00	0			Wine Glass with Funny Pet				
drinkingcup	RMYL8852	Momstir	green tumbler		UPC	tumblers				26.99								
drinkingcup	JNC-SHARK	Momstir	Wine Glass with Sayings for Gruncle, Funcl			wine-glasses								shwasher safe as well, for your convenience. Our stemless wine glass is the perfect versatile gift. It's				
sporttarget	Target Stand-Parent	Adjustable Target Stand				hunting-targets-and-accessories				0.00	0							
recreationball	BALLMOM-	Momstir	Baseball Mom		UPC	tumblers		Fl Oz	12.00	26.99		1						
recreationball	LLMOM-84	Momstir	Baseball Mom		ASIN	tumblers		Fl Oz	12.00	26.99	0	1						
drinkingcup	DM-SHARK-	Momstir	lass with Sayings for Moms, Birthday, Chri			wine-glasses								shwasher safe as well, for your convenience. Our stemless wine glass is the perfect versatile gift. It's				
drinkingcup	BECAUSE	Momstir	ause Wine Glas		ASIN	wine-glasses				0.00	0							

To this:

Product Type	Seller SKU	Brand Name	Product Name	Product ID	Product ID Type	Item Type	Keyword	Unit of Measure (Per Unit Pricing)	Unit Count (Per Unit Pricing)	Standard Price	Quantity	Number of Items	Main Image URL	Product Description	Manufacture	Model Name	Item Type Name
feed_product	item_sku	brand_name	item_name	external_id	external_product_id	item_type		unit_count_type	unit_count	standard_price	quantity	number_of_items	main_image_url	product_description	manufacture	model_name	item_type_name
drinkingcup	MAMABEAR-8308		ers Day Gift		UPC	tumblers		Count	1.00	29.99	991	1					

NOTE: When performing a "full update," utilize the ASIN of the listing instead of the UPC. Using a product ID other than the ASIN may result in an instance where a new ASIN is generated, which could result in the loss of any associated reviews and a decrease in the BSR.

7. The cells highlighted in red are required and should have values. The CLR only picks up the values inside the seller contribution box and not the values on top of it (what's currently saved on Amazon). This is why the cells for these columns are blank. Check the backend and use the values on top of the box.

**Columns are for Amazon.com use only. Do not modify or delete the top 3 rows.**

Unit of Measure (Per Unit Pricing)	Unit Count (Per Unit Pricing)	Standard Price	Quantity	Number of Items	Main
unit_count_type	unit_count	standard_price	quantity	number_of_items	main

\* Number of Items ? 1

The value specified is invalid.

\* Unit Count (Per Unit Pricing) ? 1.0

\* Unit of Measure (Per Unit Pricing) ? Count

8. Check the other attributes as well. If the seller contribution box is blank but there's value on top of it, just copy and paste it into the appropriate column of the file.

**Key Product Features**  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.

*Delicious honey-apricot glaze*

DOUBLE WALL INSULATION: Our cup features unique double-walled insulation. The tumbler is designed to keep drinks hot for up to four (4) hours and cold for up to ten (10) hours! In addition, it has a sweat-free exterior that will keep your hands dry and prevent water rings on tables.

*Delicious honey-apricot glaze*

DURABLE TUMBLER CUP: To prevent breaking and denting, our tumbler for women is made out of 18/8 stainless steel. It also has a non-slip bottom that will prevent the occasional accidental spill. Its rugged, compact design makes it the perfect travel cup.

*Delicious honey-apricot glaze*

TAKE IT ANYWHERE: The Age of Sage tumbler with lid is versatile, sleek and stylish. The insulated travel mug works great in an office, by the pool or when you're in the car running errands. Take this modern cup with you wherever you go and get noticed!

*Delicious honey-apricot glaze*

AGE OF SAGE: Our company prides itself on making stemless wine glasses and steel tumbler cups that are perfect for any occasion. The funny graphics are sure to get a laugh at the party, office, or any celebration.

*Delicious honey-apricot glaze*

[Add More](#) | [Remove Last](#)

9. If applicable, include the Sales Price attribute as well as this does not populate on CLR automatically. If this is left blank on the CLR, it will override the existing data in the backend.

<b>Sale Price</b> 	USD\$	13.00
<b>Sale Start Date</b> 		10/17/2022
<b>Sale End Date</b> 		11/17/2022

<b>* Your Price</b> 	USD\$	14.99
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 Lowest price

10. Check for duplicate bullets on bullet\_point6 to bullet\_point10, then remove the duplicates if there are any.

	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH
1												
2	Bullet Point	Bullet Point	Bullet Point	Bullet Point	Bullet Point	Bullet Point	Form Factor	Each Unit Cou				
3	bullet_point1	bullet_point2	bullet_point3	bullet_point4	bullet_point5	bullet_point6	bullet_point7	bullet_point8	bullet_point9	bullet_point10	form_factor	each_unit_co
4	THE GIFT TH	TOP QUALIT	DISHWASHE	MONEY BAC	LET'S GO HUNT - For every shark in the family, baby shark, mommy shark, dadd	THE GIFT TH	AT KEEPS ON GIVING - What					
5	THE GIFT TH	TOP QUALIT	DISHWASHE	MONEY BAC	LET'S GO HUNT - For every shark in the family, baby shark, mommy shark, dadd	THE GIFT TH	AT KEEPS ON GIVING - What					
6	THE GIFT TH	TOP QUALIT	DISHWASHE	MONEY BAC	LET'S GO HUNT - For every shark in the family, baby shark, mommy shark, dadd	THE GIFT TH	AT KEEPS ON GIVING - What					
7	THE GIFT TH	TOP QUALIT	DISHWASHE	MONEY BAC	LET'S GO HUNT - For every shark in the family, baby shark, mommy shark, dadd	THE GIFT TH	AT KEEPS ON GIVING - What					
8	THE GIFT TH	TOP QUALIT	DISHWASHE	MONEY BAC	LET'S GO HUNT - For every shark in the family, baby shark, mommy shark, dadd	THE GIFT TH	AT KEEPS ON GIVING - What					
9	THE GIFT TH	TOP QUALIT	DISHWASHE	MONEY BAC	LET'S GO HUNT - For every shark in the family, baby shark, mommy shark, dadd	THE GIFT TH	AT KEEPS ON GIVING - What					
10												

11. Ensure that the correct Unit Count and Unit Count Type are encoded so that the Price Per Unit (PPU) on the product detail page will show the correct value.

**Unit Count** ?

\* **Unit Count** ?

\* **Unit Count** ?

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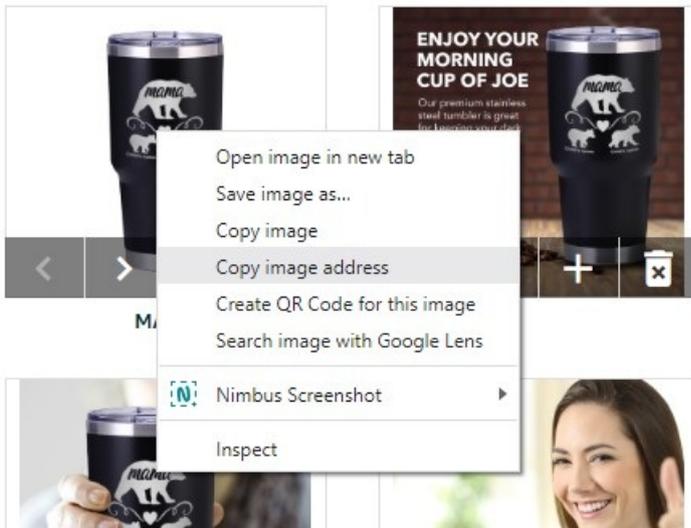
Unit Count Type

\* **Unit Count Type** ?

Count

12. The images are also not picked up on the CLR. To add the images, go to the **Images** tab on the backend, right-click on the images, and select "Copy image address". Then, paste the links on the cells. **Main Image URL** column for the main image and **Other Image URL** columns for the secondary images.

**Caution!!!** This step is optional but on rare occasions, Amazon wipes out images when conducting a full update flat file on EU listings. If you are working on EU listings, make sure to fill up the image URL columns.



Main Image URL  
 main\_image\_url

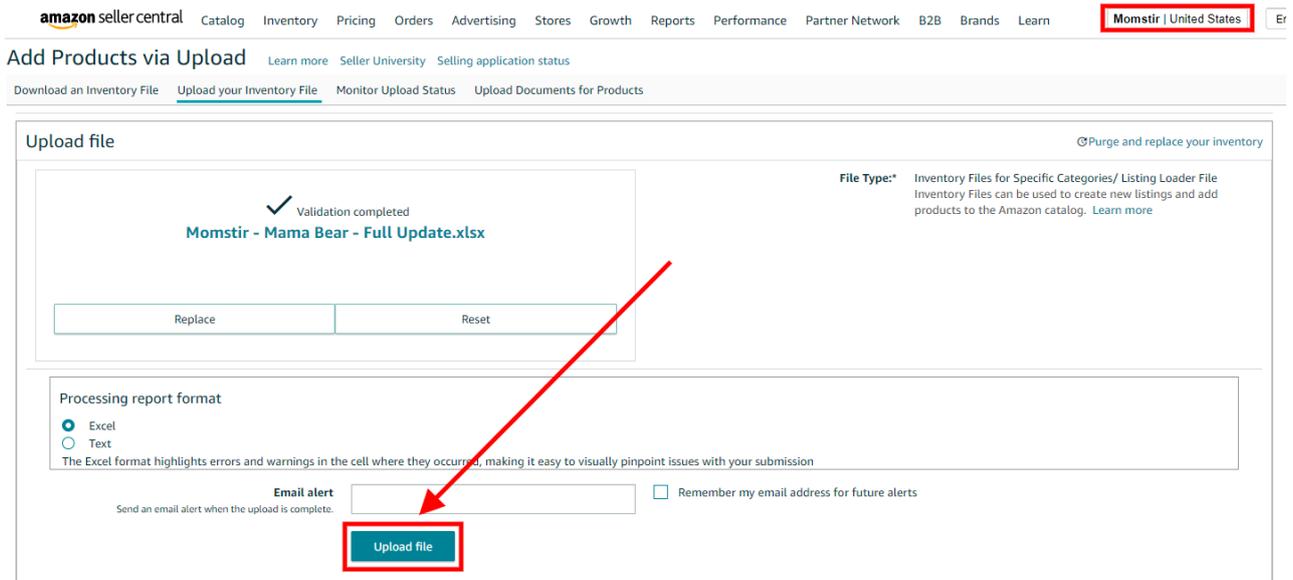
Other Image URL1	Other Image URL2	Other Image URL3	Other Image URL4	Other Image URL5	Other Image URL6	Other Image URL7	Other Image URL8
other_image_url1	other_image_url2	other_image_url3	other_image_url4	other_image_url5	other_image_url6	other_image_url7	other_image_url8

13. Change the value of the “Update Delete” column to **Update**.

Update Delete  
update\_delete  
Update

14. Save this repurposed CLR and upload it on Seller Central.

15. Go to Catalog> Add Products via Upload > Upload your Spreadsheet. Refresh the page first before attaching the file and make sure you’re on the right Amazon store. Then click **Upload file**.



16. It may take some time for the updates to reflect on the PDP or to stick to the backend. Just continue to monitor the listing. To know if the values are sticking on the backend, use Ctrl + F (Windows) or Command + F (Mac) then paste them. The values on the seller contribution box, as well as those on top (currently saved on Amazon), should be highlighted as seen below.

Search Terms  **mama bear cup mother tumbler customized customised mug cubs child names travel mug personalized 30oz mother day cup boys girls custom engraved grandma stainless steep personalizado vaso baso regalo**  
**mama bear cup mother tumbler customized customised mug cubs child names travel mug pers**

#### NOTES:

If a full update flat file has been submitted but the changes are not reflected, proceed with troubleshooting the listing.

- You can submit a ticket to Amazon Seller Support to solve the issue. You can view this [SOP](#).
- If the issue persists after several attempts, you may proceed with a delete-relist.