Create Products From a Channel

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Overview

In Sellercloud, you can **add specific products directly from your sales channels**. This process is different for each channel. There are four methods you can use to add products:

- **From a URL or Keywords** (Amazon, eBay, Walmart Marketplace) – Use these channels' product catalogs to add products to Sellercloud, importing products directly, along with any information such as descriptions and images. To make this process easier, you can enter a listing URL, which automatically populates the **Keywords** field, allowing you to use keywords to import the product.
- **From a SKU** (Overstock, Shopify) – Enter a product's channel-specific SKU.
- **From a File** (Overstock, Sears, Wayfair) – Export products from these channels to a file and then import the file to Sellercloud.

The keyword method is often used to create products from other sellers' listings. You can also bulk import your own existing listings from various channels into Sellercloud. See Import Product Information and Import Channel Catalog to learn more.

From a URL or Keywords

You can use specific keywords to search for listings on the following channels:

- **Amazon** – Search by **ASIN**.
- **eBay** – Search by **Item Number**.
- **Walmart Marketplace** – Search the **Affiliate API**, **Catalog**, or an **Active Listing**.

To add products from keywords:

1. Go to **Catalog > Add New Product**.

2. Keep the **Creation via Channel** tab selected.

3. Select the **Channel** – **Amazon, eBay, or Walmart Marketplace.**

4. Type in the channel-specific **Keywords.** To simplify this process, you can enter a listing's **URL**, which automatically populates the **Keywords** field.

    a. For **Walmart Marketplace**, you must also select the **Search Source**.

5. Click **Search** or **Find Product**.

6. Select the product when it appears below.

7. Click **Create Product** or **Add Selected Products**.

8. Type a **SKU.**

   a. For **Amazon**, you must also select the item **Type**.
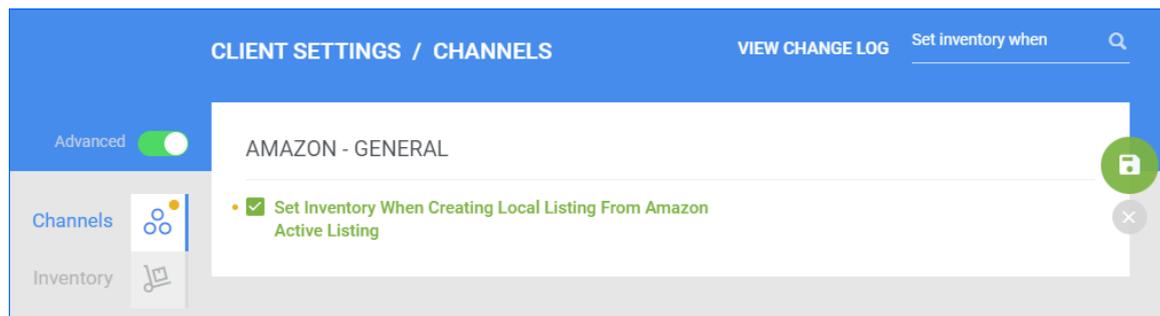
9. Click **Add Products**.

Amazon

When adding a product from Amazon, consider the following:

The Client Setting **When Creating Product From Amazon, Do Not download Images Less Than "X"** controls which images get imported into Sellercloud upon product creation.

The Client Setting **Enable Update Weights And Dimensions From Amazon** determines whether the products will be created with the weight and dimensions from Amazon. This only applies when you import information from your own listings.

The Client Setting **Set Inventory When Creating Local Listing From Amazon Active Listing** determines whether your warehouse inventory quantity will be updated based on the quantity on the listing. This only applies when you import
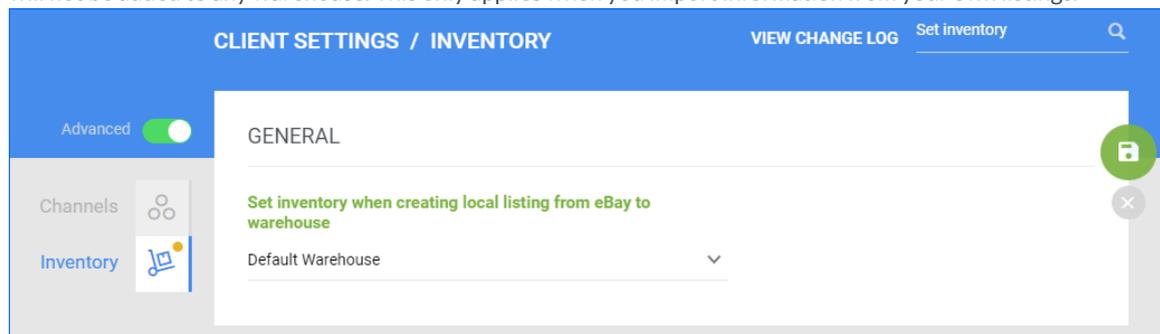
information from your own listings.

eBay

When adding a product from eBay, the following will occur:

- The **eBay Title**, **Images**, **Price**, **Ship Weight**, and **Dimensions** (if available) will be imported.
- The **eBay Category** and **Item Specifics** will be added from the listing.
- The entire **eBay Description** (**Product Description** and Description Template) will be imported to the **Product Description** field on the eBay Product Properties page. Because eBay bundles it all together, this cannot be used as a regular description.
- **Shipping** and **Description Templates** will be created based on listing information and applied to the product. This occurs even if you have default shipping and description templates.

Before adding the product, choose the warehouse where inventory is imported using the Client Setting **Set inventory when creating a local listing from eBay to warehouse**. The default value is **None**. If you keep this value, the inventory of the listing will not be added to any warehouse. This only applies when you import information from your own listings.

From a SKU

You can add products from a channel-specific SKU. This method is supported for Overstock and Shopify.

To add products from a SKU:

1. Go to **Catalog > Add New Product**.

2. Keep the **Creation via Channel** tab selected.

3. Select the **Channel** – **Overstock** or **Shopify**.

4. Select the **Company** to add products.

5. If you set the channel to:

    a. **Overstock** – select the product's **SKU** on Overstock.

    b. **Shopify** – select a **Product Type**, enter the current **Shopify Product ID**, and specify the **Product ID To Create** in Sellercloud.

6. Click **Create Product**.

From a File

You can add products from a file directly obtained from your sales channel. This method is supported for Overstock, Sears, or Wayfair, accommodating their distinct file formats. You can upload an Excel, CSV, or TXT file.

To add products from a file:

1. Go to **Catalog > Add New Product**.

2. Keep the **Creation via Channel** tab selected.

3. Select the **Channel** – **Overstock**, **Sears,** or **Wayfair**.

4. Select the **Company** to add products to.

5. Click **File** and select your products file.

6. Click **Upload File**.

To integrate a channel with existing listings into Sellercloud, you can Import Your Channel Catalog, complete with product information.