

Launch Channel Listings

04/30/2025 3:21 pm CDT

Overview

Sellercloud's **Launch on Channel** feature enables you to seamlessly list your products on various channels using a single interface. Before listing a product, it is necessary to integrate the selected channel with your Sellercloud account and ensure that your products are [Ready to Post](#).

Following the launch, Sellercloud provides a comprehensive set of tools to [Manage your Channel Listings](#), allowing you to execute diverse actions tailored to the specific requirements of each marketplace.

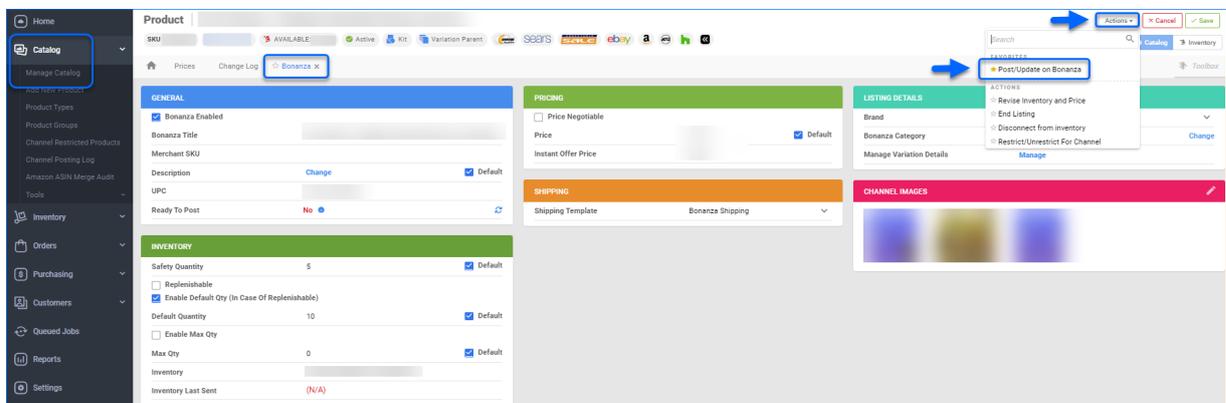
Launch Channel Listings

When products are **Enabled** and [ready for posting](#), you can use the **Launch on Channel** option to list them, either individually or in bulk. Alternatively, you can automate the process using Sellercloud's [Product Publishing Tool](#).

Individually

You can also post products individually:

1. Access **Catalog > Manage Catalog** and open your product.
2. From its **Toolbox** choose the required Channel.
3. Click **Actions** and select **Post on Channel/List on Channel**.

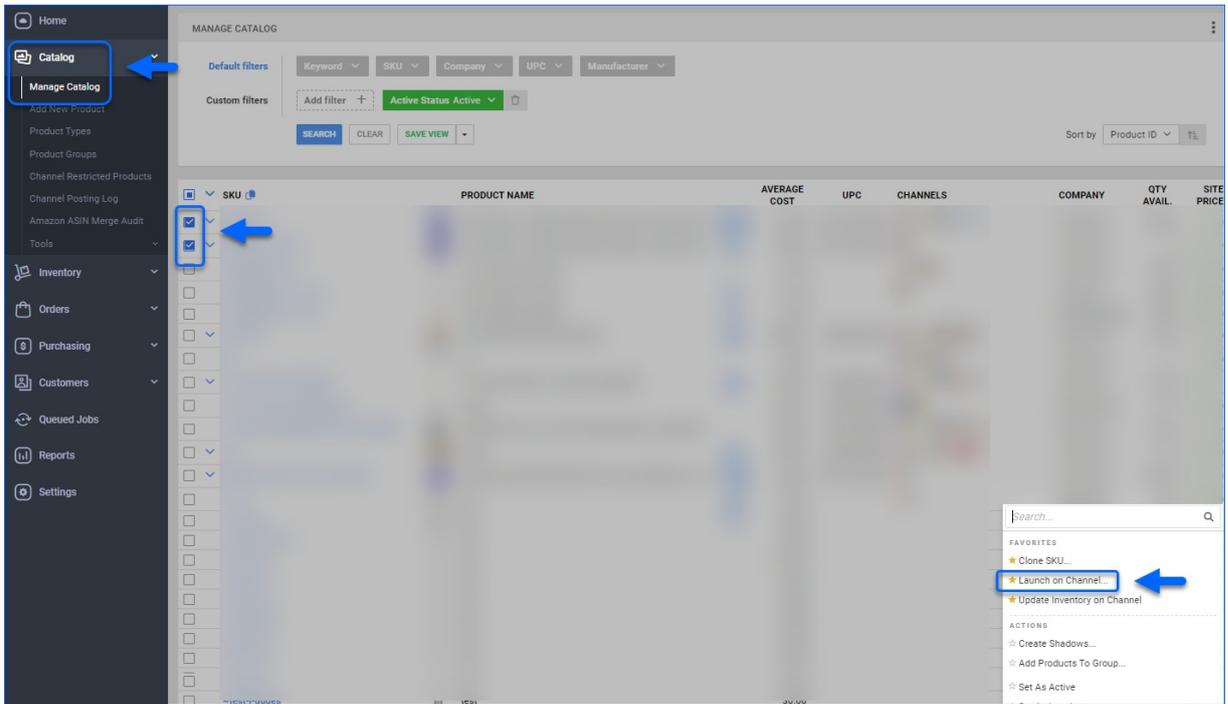


Depending on the channel, you may see a different action in the drop-down menu. If the option to post to your chosen channel is not available, it may be due to integration limitations.

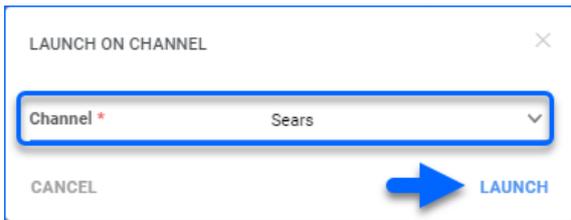
In Bulk

If required, you can launch multiple products on your chosen retail Channel:

1. Access **Catalog > Manage Catalog > Select your products**.
2. Click the **Action** menu and choose **Launch on Channel**.



3. Select the desired **Channel** from the dropdown menu and click **Launch**.

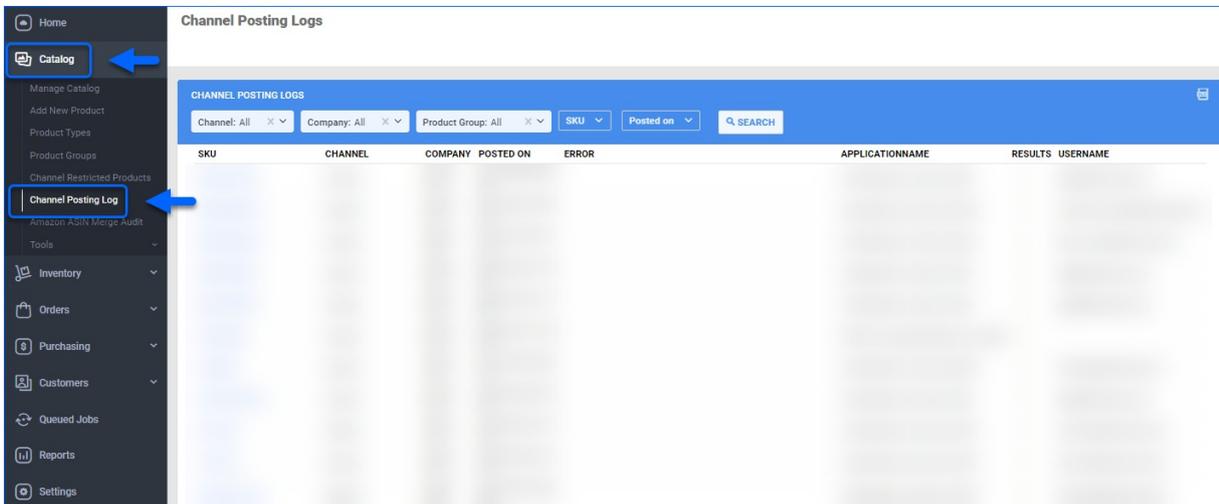


A **Queued Job** is created and when completed, your products will be posted on the selected channel.

Channel Posting Log

Every time you post a listing on a channel, for example Amazon or Walmart Marketplace, a record of the action is registered in Sellercloud's **Channel Posting Log**.

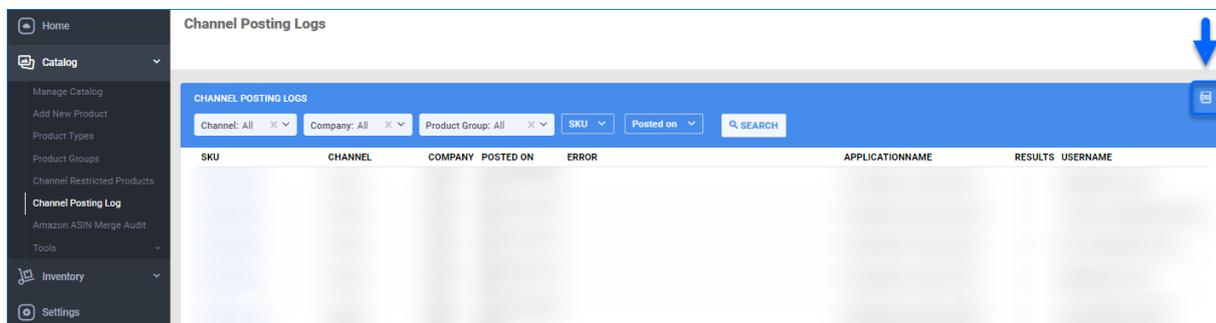
To locate your company's posting records, navigate to **Catalog** and click **Channel Posting Log**.



You can limit the number of displayed logs, by using the available filters and clicking the **Search** button.

Export to Excel

If you wish to export your channel posting logs list, click the **Export to Excel** button.



The exported Excel file will contain the following columns:

1. **ProductID** – Product's SKU.
2. **ErrorMessage** – If the listing launch is unsuccessful, the reason will be displayed in this field.
3. **PostedOn** – This is the date on which the posting was attempted.
4. **Username** – The email of the person who attempted to post the listing.
5. **ApplicationName** – The way the posting was requested (e.g. via a [Queued job](#)).
6. **IsSuccess** – If the posting was successful, the value in this field will be **True**. In case of an error, it will be **False**.
7. **Company Name** – The company associated with the posting.
8. **Channel Name** – In this field, you can find on which channel the listing was published.

You can also locate posting records from channels other than Amazon and Walmart Marketplace, in their respective company's [Channel documents](#).

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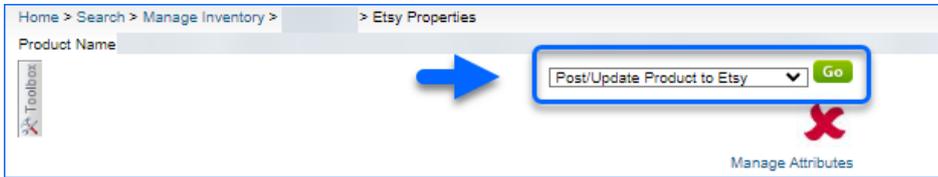
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Individually

You can also post products individually:

1. Access **Inventory > Manage Inventory** and open your product.
2. From its **Toolbox** choose the required Channel.
3. Click **Select Action > Post/List Product to Channel** and press **Go**.



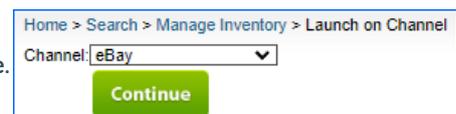
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In Bulk

If required, you can launch multiple products on your chosen retail Channel:

1. Access **Inventory > Manage Inventory > Select your products**.
2. Click the **Select Action** menu, choose **Launch on Channel** and press **Go**.

3. Select the desired **Channel** from the dropdown menu and click **Continue**.

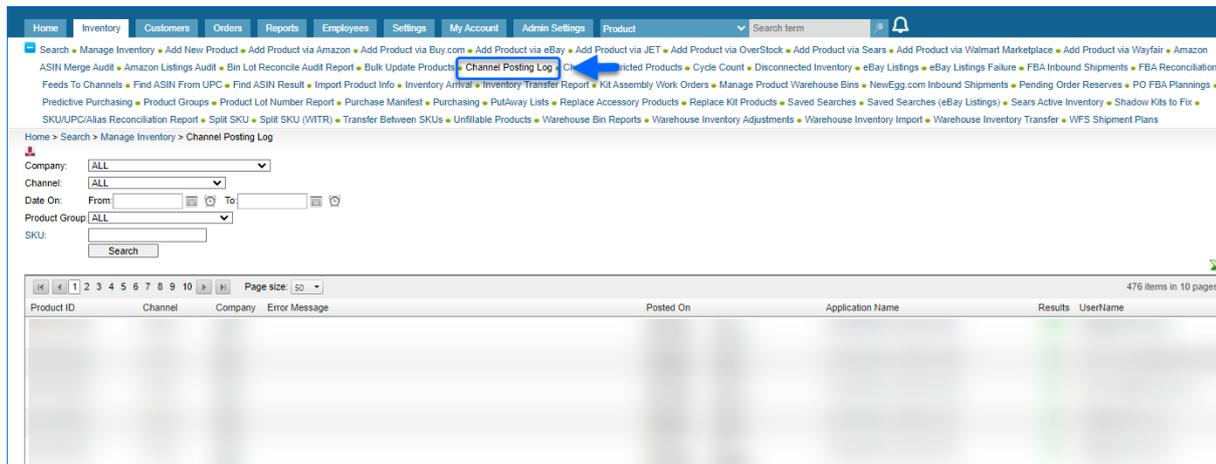


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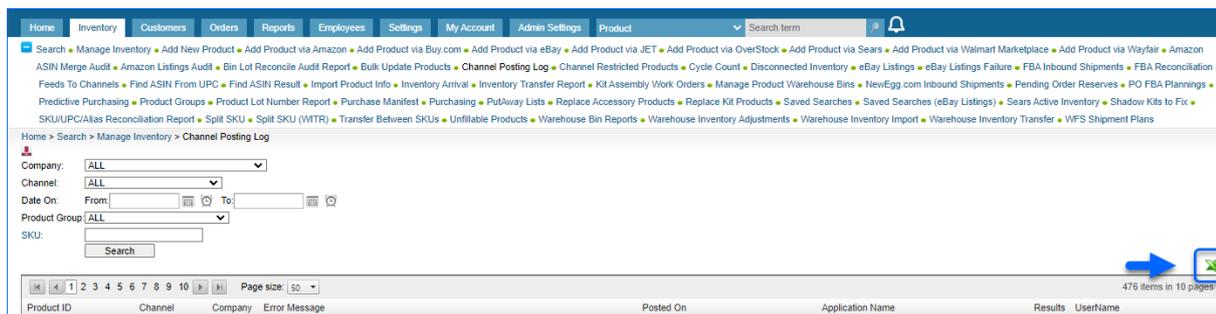
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