

Use Different UPCs for Channels

04/30/2025 3:21 pm CDT

Overview

[Universal Product Code \(UPC\)](#) is a unique 12-digit numerical code assigned to a specific product.

Sellercloud core integrations allow you to use different UPCs for the same product when listed on different channels. This function exists for:

- [Amazon](#)
- [eBay](#)
- [Newegg](#)
- [Sears](#)
- [Walmart Marketplace](#)

Some plugin integrations also allow channel-specific UPCs through [Custom Product Columns](#), for [Macy's](#). The availability of this option typically depends on the configuration of the plugin.

Client setting **Enable UPC for Channel** must be enabled for this workflow. To enable the setting, navigate to **Settings > Client Setting > General Settings > Search**.

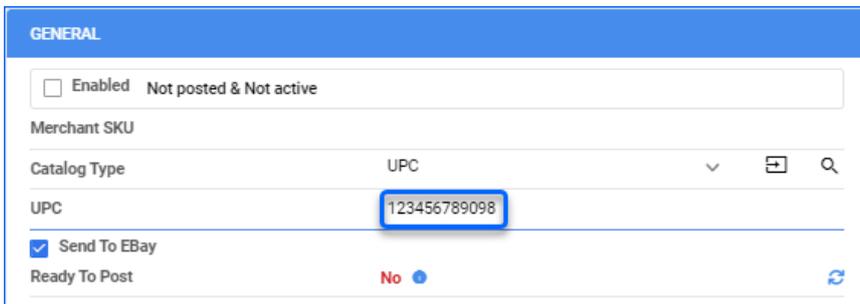
UPC Setup per Channel

Sellercloud allows you to set different Universal Product Codes per channel for a single product, or import a populated spreadsheet to update the UPCs of several products and channels.

Individually

To set a channel-specific UPC per channel for a single product:

1. In the Product Summary > Select **Toolbox > Channel Properties**.
2. Click **Edit**. In the **General** window, input the UPC and click on **Save**.



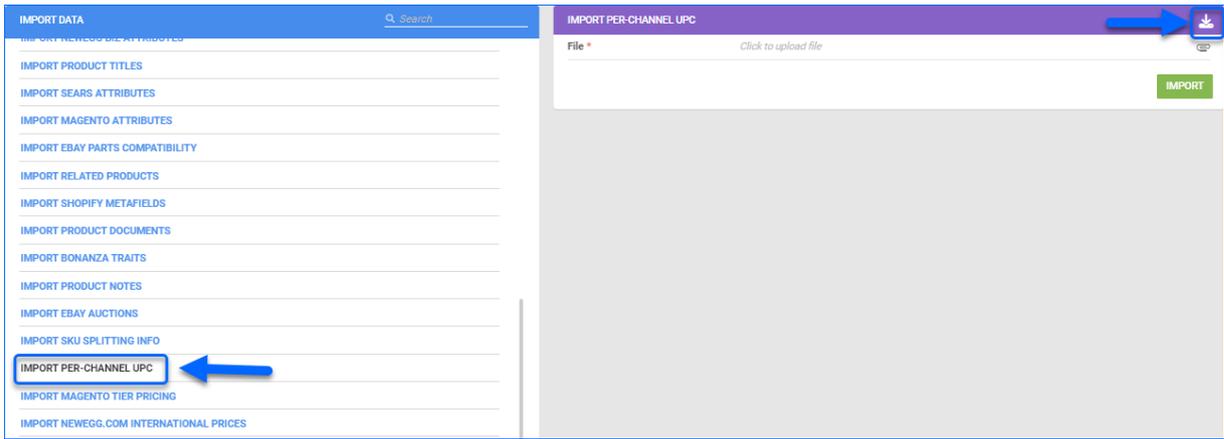
The screenshot shows a 'GENERAL' settings window. At the top, there is a blue header with the word 'GENERAL'. Below the header, there is a section with a checkbox labeled 'Enabled' and the text 'Not posted & Not active'. Underneath, there are fields for 'Merchant SKU', 'Catalog Type', and 'UPC'. The 'UPC' field contains the value '123456789098' and is highlighted with a red box. At the bottom, there is a checkbox labeled 'Send To EBay' which is checked, and a 'Ready To Post' status indicator showing 'No' with a blue dot. There is also a refresh icon in the bottom right corner.

When you post or update the product, the Channel-specific UPC overrides the UPC from the Product Properties Page.

In Bulk

To define multiple products UPCs for multiple channels:

1. Click **Catalog > Tools > Import Product Info**.
2. Select **Import Per-Channel UPC > Download Template** (available file formats are Tab Delimited, CSV, or Excel).



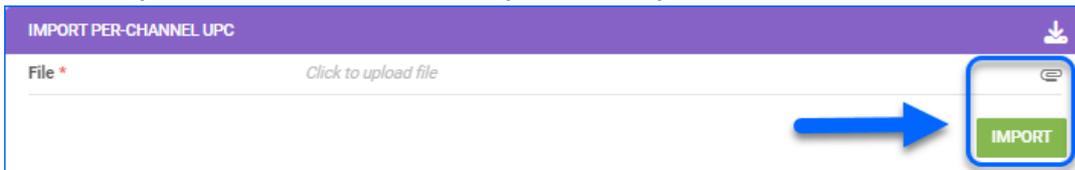
3. Populate the fields:

- a. **ProductID**
- b. **Channel** – Enter each channel name exactly as follows without spaces to process the update correctly:
Amazon, eBayOrder, Sears, Newegg, Walmart_Marketplace, or GoogleExpress.
- c. **UPC**
- d. Make sure to remove the word **(required)** from the headers.
- e. If you want to add **Channel UPCs** for multiple channels on the same product, they need to be on separate lines, where each line has the same Product ID entered for column 1.

	A	B	C
1	ProductID (required)	Channel (required)	UPC (required)
2			
3			
4			

4. Save your file.

5. Return to **Import Per-Channel UPC** > **Click to upload file** > **Import**.



A **Queued job** will be created and can be reviewed on your **Manage Queued Jobs** page. When the same products are posted to those channels, these UPCs are now prioritized and updated accordingly.

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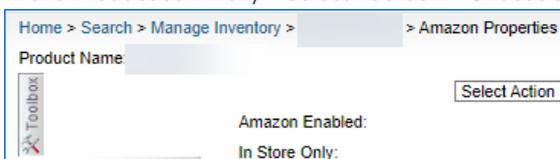
UPC Setup per Channel

Sellercloud allows you to set different Universal Product Codes per channel for a single product, or import a populated spreadsheet to update the UPCs of several products and channels.

Individually

To set a channel-specific UPC per channel for a single product:

1. In the Product Summary > Select **Toolbox** > Choose the appropriate **Channel Properties**.



2. Find the field **UPC for Channel** and input the dedicated UPC ID and click **Save**.



When you post or update the product, the Channel-specific UPC overrides the UPC from the Product Properties Page.

In Bulk

To define multiple products UPCs for multiple channels:

1. Click **Inventory > Manage Inventory > Import Product Info**.
2. Select **Update UPC For a Channel > Download Template**.



3. Populate the fields:
 - a. **Channel** – Enter each channel name exactly as follows without spaces to process the update correctly: Amazon, eBayOrder, Sears, Newegg, Walmart_Marketplace, or GoogleExpress.
 - b. **ProductID**
 - c. **UPC**
 - d. If you want to add **Channel UPCs** for multiple channels on the same product, they need to be on separate lines, where each line has the same Product ID entered for column 1.

	A	B	C
1	Channel	ProductID	UPC
2			
3			
4			
5			
6			

4. Save your file.

5. Return to **Import Per-Channel UPC** > Click **Choose File** > **Update UPCs for channel**.



A **Queued job** will be created and can be reviewed on your **Queued Jobs** page. When the same products are posted to those channels, these UPCs are now prioritized and updated accordingly.
