

Description Templates

04/30/2025 3:21 pm CDT

Overview

Sellercloud's **Description Templates** allow you to create customizable, reusable templates for product listings across platforms. These templates ensure consistency in the description content and can include details such as titles, images, shipping details, and more. You can tailor them to product type or seasonal themes using dynamic placeholders and static data.

Templates are sent as HTML-formatted documents with product information and company branding. Description templates are available for [eBay](#), [Walmart Marketplace](#), [Shopify](#), [Bonanza](#), and [Reverb](#).

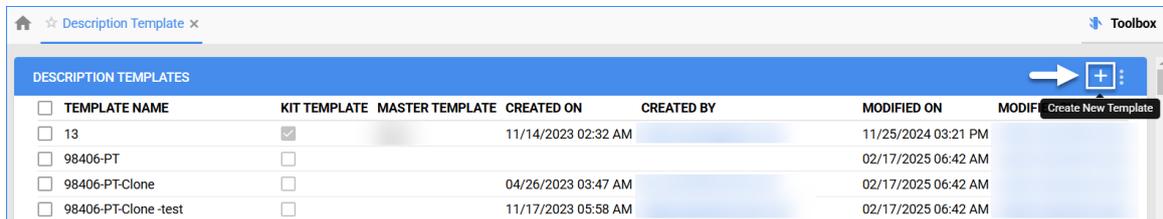
Manage Description Templates

You can easily create, edit, clone, and delete templates. Additionally, the **Description Template** tab provides information related to the latest modifications.

Create Description Templates

To create a new **Description Template**:

1. Go to [Company Settings](#).
2. From the **Toolbox** > Click **Description Template**.
3. Click on the **+** icon in the panel header.



<input type="checkbox"/>	TEMPLATE NAME	KIT TEMPLATE	MASTER TEMPLATE	CREATED ON	CREATED BY	MODIFIED ON	MODIFY
<input type="checkbox"/>	13	<input checked="" type="checkbox"/>		11/14/2023 02:32 AM		11/25/2024 03:21 PM	
<input type="checkbox"/>	98406-PT	<input type="checkbox"/>				02/17/2025 06:42 AM	
<input type="checkbox"/>	98406-PT-Clone	<input type="checkbox"/>		04/26/2023 03:47 AM		02/17/2025 06:42 AM	
<input type="checkbox"/>	98406-PT-Clone -test	<input type="checkbox"/>		11/17/2023 05:58 AM		02/17/2025 06:42 AM	

4. In the pop-up modal:
 - a. Fill in the **Template name**.
 - b. (Optional) Select **Master Template** from the drop-down menu to assign a [master template](#).
 - c. Select **Single Product Template** or **Kit Product Item Template**. If you choose the Kit Product Item Template, you will have two editors to work with.
 - d. Add **Static data** to your template. This refers to elements that would be identical for all products, such as company information, logos, messages, formatting, etc.
 - e. Add **Dynamic data** to your template. This refers to information that would change based on the product it is set on. See the [Placeholders](#) section below for more information.

5. Click **Preview** to preview your template.

The Preview allows you to see the format of your template. However, placeholders will not be mapped to a specific product's details.

6. Click **Save**.

Clone Description Template

The **Clone Template** functionality allows you to copy existing templates into a different company and keep all the placeholders and static data.

To clone a **Description Template**:

1. Go to [Company Settings](#).
2. From the **Toolbox** > Click **Description Template**.
3. Select templates from the grid and click the three dots menu in the panel header > **Clone template**.

<input type="checkbox"/>	TEMPLATE NAME	KIT TEMPLATE	MASTER TEMPLATE	CREATED ON	CREATED BY	MODIFIED ON
<input type="checkbox"/>	13	<input checked="" type="checkbox"/>	new n	11/14/2023 02:32 AM		11/25/2024
<input type="checkbox"/>	98406-PT	<input type="checkbox"/>				02/17/2025 06:42 AM
<input type="checkbox"/>	98406-PT-Clone	<input type="checkbox"/>		04/26/2023 03:47 AM		02/17/2025 06:42 AM
<input type="checkbox"/>	98406-PT-Clone -test	<input type="checkbox"/>		11/17/2023 05:58 AM		02/17/2025 06:42 AM

4. In the pop-up modal:

- a. **Template Name** – Displays the name of the existing template you are cloning.
- b. **New Template Name** – By default, this will be [TemplateName]-Clone. You can edit this field if necessary.
- c. **Clone to Company** – Select which company the clone would be created in.
- d. Click **Continue**.

CLONE DESCRIPTION TEMPLATES ×

TEMPLATE NAME	NEW TEMPLATE NAME
eBay Description	<input type="text" value="eBay Description-Clone"/>
Test	<input type="text" value="Test-Clone"/>
Clone To Company	Select ▼

CANCEL **CONTINUE**

Set Description Templates

You can select a description template for your products individually or in bulk.

Individually

To set a **Description Template** for an eBay, Walmart Marketplace, Website, or a Bonanza product:

1. Go to **Catalog > Manage Catalog > Open a Product**.
2. From the **Toolbox**, depending on the channel, select one of the following:
 - a. **eBay Properties**.
 - b. **Walmart Marketplace**.
 - c. **Website Properties**.
 - d. **Bonanza**.
3. Click **Edit**.
4. In the **Listing Details** panel > **Description Template** > Select your template from the dropdown menu.
5. Click **Save**.

Product Sellercloud T-Shirt

SKU SC-Tees AVAILABLE: 1454

Actions Cancel Save

Catalog Inventory

Home eBay

GENERAL

Enabled Not posted & Not active

Merchant SKU

Catalog Type UPC

UPC

Send To EBay

Ready To Post No

INVENTORY

Channel Qty 16

Disconnected From Inventory

Avail. Qty 1454

Fixed Price QTY 16 Default

Safety QTY 0 Default

Replenishable

Inventory Last Sent (N/A)

LISTING DETAILS

EBay Site Code US

UPC For Channel

Approved Titles

Top Title 80 chars left

Top Title Approved

Product Description [Change](#)

Channel Specific Description 0 chars

Description Template **eBay Description Template**

Manufacturer SKU 123TestSKU

EBay Category 1 184642 : Jacks & Plugs [Change](#)

EBay Category 2 101554 : Alto Horns [Change](#)

Store Category 1 Select

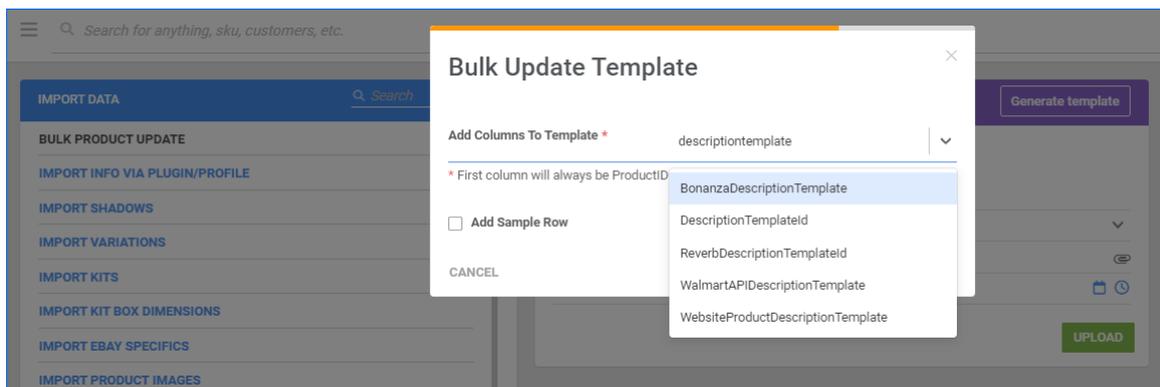
Store Category 2 Select

Item Specifics [Select](#)

In Bulk

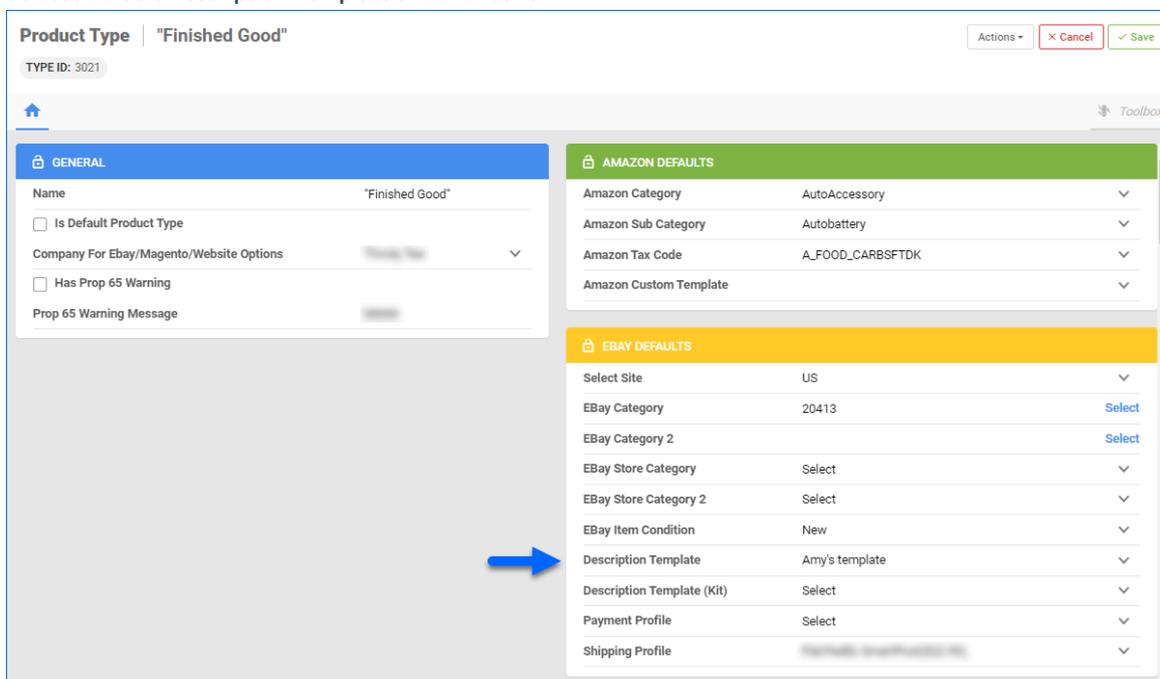
To set a **Description Template** for multiple products, you can use our [Bulk Update](#) tool:

1. Navigate to **Catalog > Import Product Info**.
2. Select a **Bulk Product Update**.
3. Click on **Generate Template**.
4. Select **Create New Template** and choose your desired format.
5. Select the applicable column from the dropdown menu:
 - a. **BonanzaDescriptionTemplate**
 - b. **DescriptionTemplatedID** (for eBay)
 - c. **ReverbDescriptionTemplateID**
 - d. **WalmartAPIDescriptionTemplate** (for Walmart Marketplace)
 - e. **WebsiteProductDescriptionTemplate**
6. Populate the newly created template and go back to Sellercloud to upload it.



You can also set a default description template for all your eBay products under a specific **Product Type**:

1. Navigate to **Catalog > Product Types > Choose a Product Type**.
2. Click **Edit** and navigate to the **eBay Defaults Panel**.
3. Select a default **Description Template** and click **Save**.

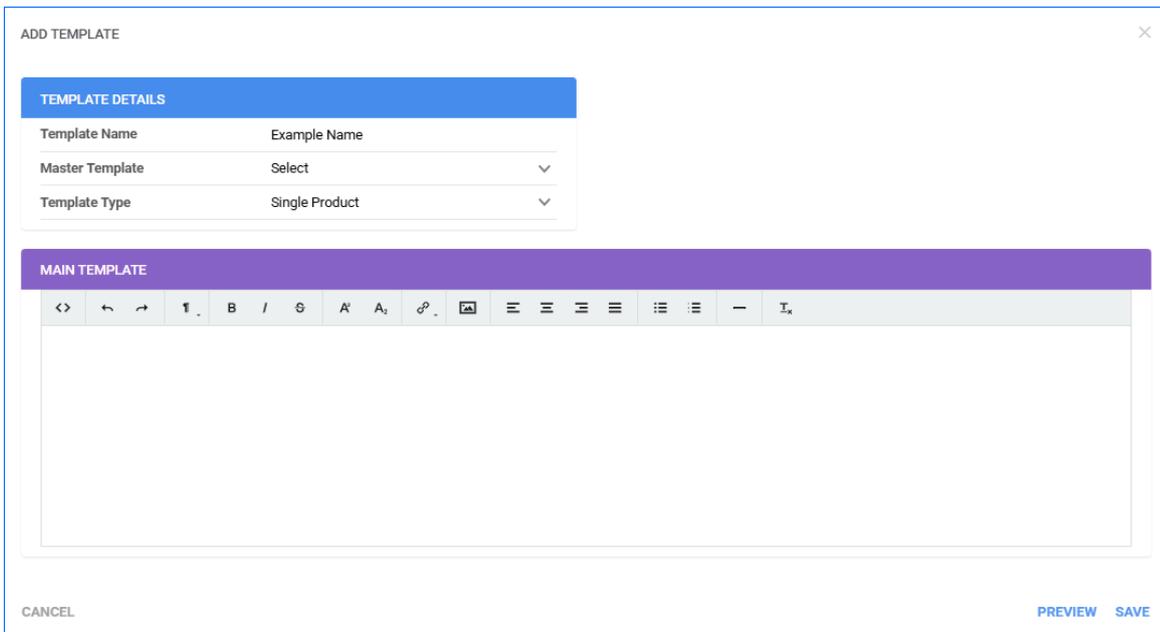


Types of Templates

There are different types of templates available in Sellercloud. You can configure **Description Templates**, **Master Templates**, and **Kit Templates**.

Description Template

Description Templates enable you to make reusable templates for your products, ensuring that you maintain consistent information across your listings and platforms.



You can add placeholders when creating templates to insert dynamic data, which will change for each SKU.

[Custom Columns](#) can be used as placeholders. For example, user-defined **Age Rating**, can be placed in the description template as **#?AGERATING?#**. After you complete the fields on the individual product properties pages, you can add them to the description template by referencing the Custom Column as a placeholder.

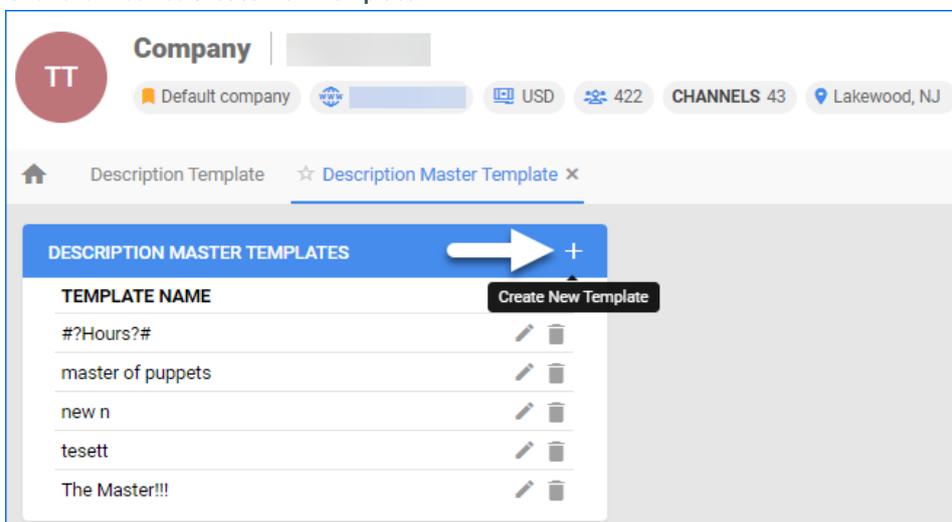
You can also create [Custom Tags](#) for templates to use as shortcodes for static data. You can include text and images and then use the tag the same way as a placeholder.

Master Template

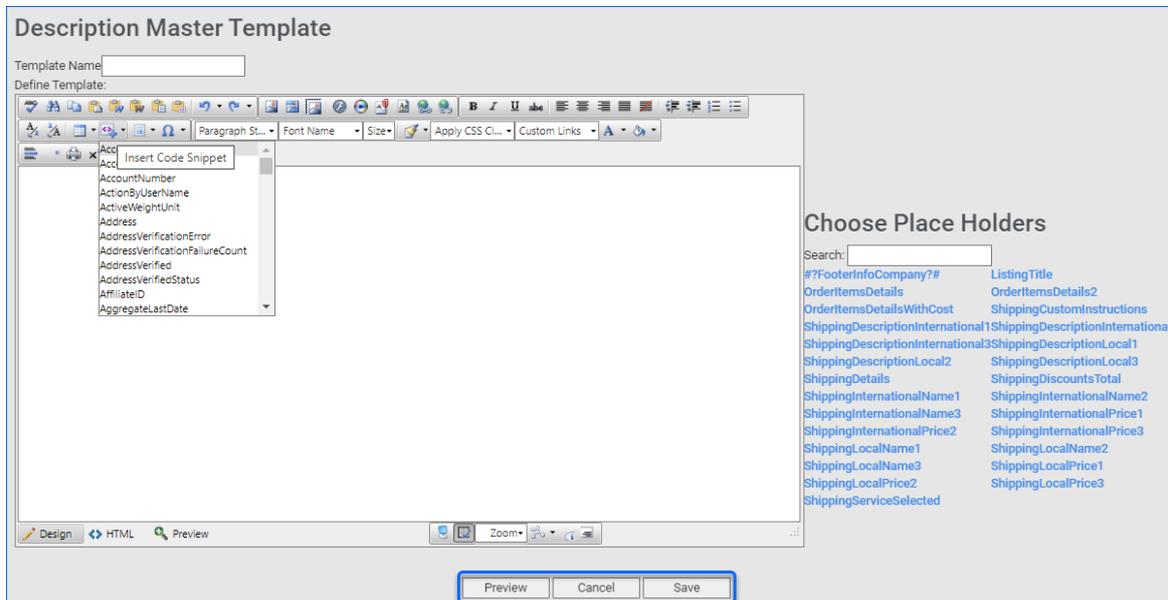
Master Templates act as a “parent” to regular **Description Templates**. For example, if the header information and company logo will be the same across your whole catalog, you can add them to one master template, while the linked regular templates can still have different sets of placeholders or custom messages.

To create a **Master Template**:

1. Go to **Settings > Companies > Manage Companies > Select a Company**.
2. **Toolbox > Description Master Template**.
3. Click the + icon to **Create New Template**.



4. Enter your **Template Name** and add your template information. You can input placeholders by searching and choosing from the list on the right or by clicking **Insert Code Snippet** and scrolling for the correct placeholder.
5. Click **Preview** to preview your template.
6. Click **Save**.



Kit Template

Kit Products use a different type of **Description Template**, in order to accommodate the fact that the parent consists of other unique SKUs. Kit templates have two separate editors:

- **Kit Parent** – Any placeholders in this editor will pull product details only from the Kit Parent. Adding **#?BundledItemsDetail?#** and **#?BundledItemsDetailNotMainItem?#** to this editor allows you to pull the component information you will enter in the **Kit Children** editor below.
- **Kit Children** – Placeholders in this editor will pull product details from the kit components. This allows your kit description to contain titles, images, and item specifics of the children. To ensure this information is in your product description, you must include **#?BundledItemsDetail?#** or **#?BundledItemsDetailNotMainItem?#** in the parent editor.

applicable for the [Amazon Bullet Points 1-5](#).

- **##?OtherAttributes1?# / ##?OtherAttributes2?# / ##?OtherAttributes3?# / ##?OtherAttributes4?# / ##?OtherAttributes5?#** – Applicable for the [Amazon Bullet Points 1-5](#).
- **##?AmountDifferenceBetweenListPriceAndFixedPrice?#** – Calculates the amount difference between the **List Price** and **BuyItNowPrice**.
- **##?PercentageDifferenceBetweenListPriceAndFixedPrice?#** – Calculates the percent difference between the **List Price** and **BuyItNowPrice**.
- **##?MagentoAttribute_name_attributeName?# / ##?MagentoAttribute_attributeName?#** – Replaces attributeName with attribute code name in Magento Admin to place the front name in templates. For example, **##?MagentoAttribute_name_color?#** will place Color in the template. Replace attributeName with attribute code name in Magento admin to pull value. For instance, **##?MagentoAttribute_color?#** will place Blue in the template.
- **##?PartsCompatibilityGrid?#** – Display the part compatibility chart for eBay Motors items. Additionally, the following tags can be defined in CSS classes to beautify the HTML.
- **##?EBayItemConditionName?#** – eBay condition name selected on the [eBay Properties Properties page](#).
- **##?ProductConditionInHouseName?#** – [Product Condition](#) name used internally in Sellercloud.
- **##?Variation1Price?#** – Pulls price for variation of Matrix parent. Up to 19.
- **##?Variation1FixedPriceQty?#** – Pulls quantity for variation of Matrix parent. Up to 19.
- **##?Variation1Dimension?# / ##?Variation1DimensionValue?#** – Pulls Dimension Value for variation of Matrix parent. Up to 19.
- **##?RelatedProductItemID1?#** – Pulls the **SKU** of the first related item. Similarly, you can change to **RelatedProductItemID2** to pull information from the second related product.

Image-Related Placeholders

- **##?DescriptionDefaultImage?#** – The main description image grabs the entire image HTML tag.
- **##?DescriptionDefaultImageURL?#** or **##?ImageFileMedium?#** – Shows the URL of the main image of the product.
- **##?OtherImage01?#** – Shows additional images of the product. For example, you could show the condition of the product. Up to 20.
- **##?SupplementalImage01?# / ##?SupplementalImage02?#** – Creates a full image tag of the first/second product image marked supplemental.
- **##?SupplementalImageURL01?#** – URL of the image. Corresponds to the count of images, not their numbers. If your images are numbered as 1,5,9, the placeholders should be **##?SupplementalImageURL01?#**, **##?SupplementalImageURL02?#**, **##?SupplementalImageURL03?#**.
- **##?SupplementalImageResized01?# / ##?ImageFileMediumResized?#** – Resized main product image, with maximum dimensions defined in the eBay Client Settings. If the image is rectangular with a width greater than the height, it will set the width to the maximum dimension defined in the Client Settings and then calculate the height so the image stays to scale.
- **##?HostedImageURLOnlyDescription?#** – URL of the main image if you use third-party hosting, like Flickr.
- **##?HostedImageURL01?#** – URL of the supplemental image if using third-party hosting.

Kit-Related Placeholders

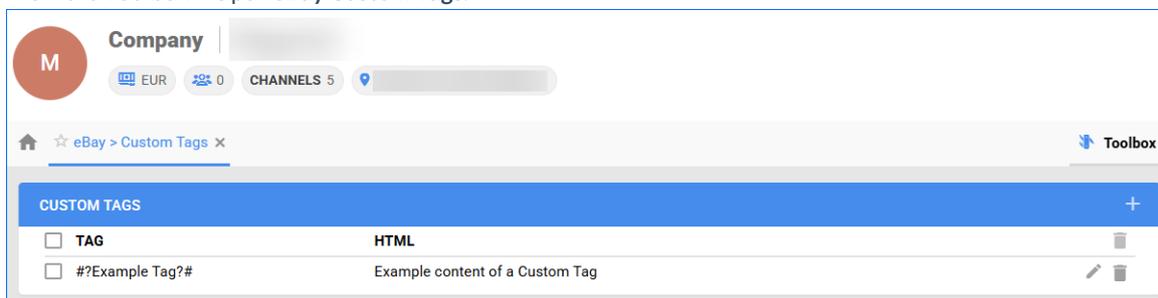
- **##?KitIncludesGallery?#** – List of images of all child items.
- **##?KitIncludesGalleryNotMainItem?#** – List of images of all child items (excluding the main item).
- **##?KitIncludesNotMainItem?#** – Product names of all child products (excluding the main item).
- **##?BundledItemsDetail?#** – Bundle Items description.
- **##?BundledItemsDetailNotMainItem?#** – References tags in the bottom editor, excluding the main item.
- **##?KitMainItemIncludes?#** – Main Kit Item details.
- **##?KitMainItemDescription?#** – Description of the main item in the kit.
- **##?KitMainItemCustomProductSpecific?#** – Pulls the custom product specifics of the main item in the kit.
- **##?KitIncludesDescriptionImage01?#** – Pulls the description image. Up to 40.
- **##?KitIncludesShortTitle01?#** – Pulls the product's Short Title. Up to 40.
- **##?KitIncludesItemQtyCurrent?#** – Displays the kit components with their quantity in the kit.

Custom Tags

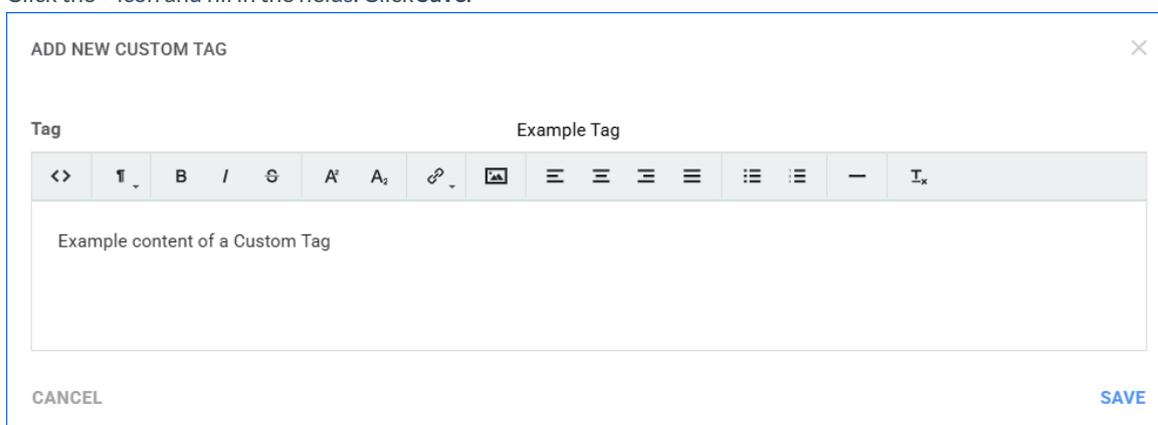
The **Custom Tags** functionality allows you to create your own placeholders for **eBay Description Templates**.

To create a new **Custom Tag**:

1. Go to [Company Settings](#).
2. From the **Toolbox** > Open **eBay Custom Tags**.



3. Click the **+** icon and fill in the fields. Click **Save**.



The custom tags let you prepare static data, including company information and images, that is easily accessible as a short placeholder.

Overview

Description Templates allow you to create multiple reusable templates for all your selling needs and ensure that you provide consistent information across your listings. Description Templates can consist of product descriptions, listing titles, images, shipping details, and more. You can create ready-to-use templates for different types of products or for different seasons to showcase seasonal information.

Templates work by sending HTML-formatted documents with product information and company branding. Description templates are available for [eBay](#), [Walmart Marketplace](#), [Shopify](#), [Bonanza](#), and [Reverb](#).

Bonanza reuses eBay's templates. [Client Setting Reuse eBay Description template for Bonanza](#) must be enabled for this workflow.

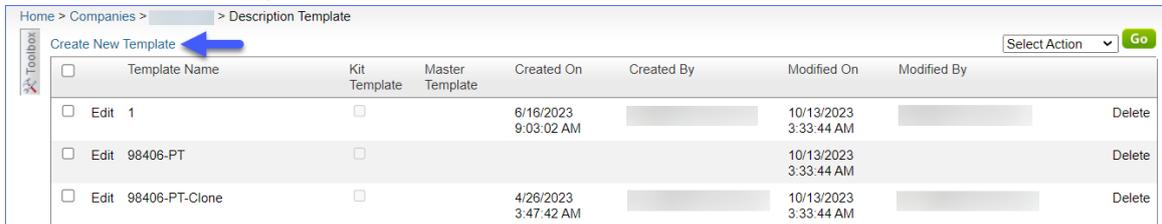
Configure Description Templates

You can easily create, edit, and delete templates, as well as view important details such as the template name, type, creation date, last modified date, and the user who modified it.

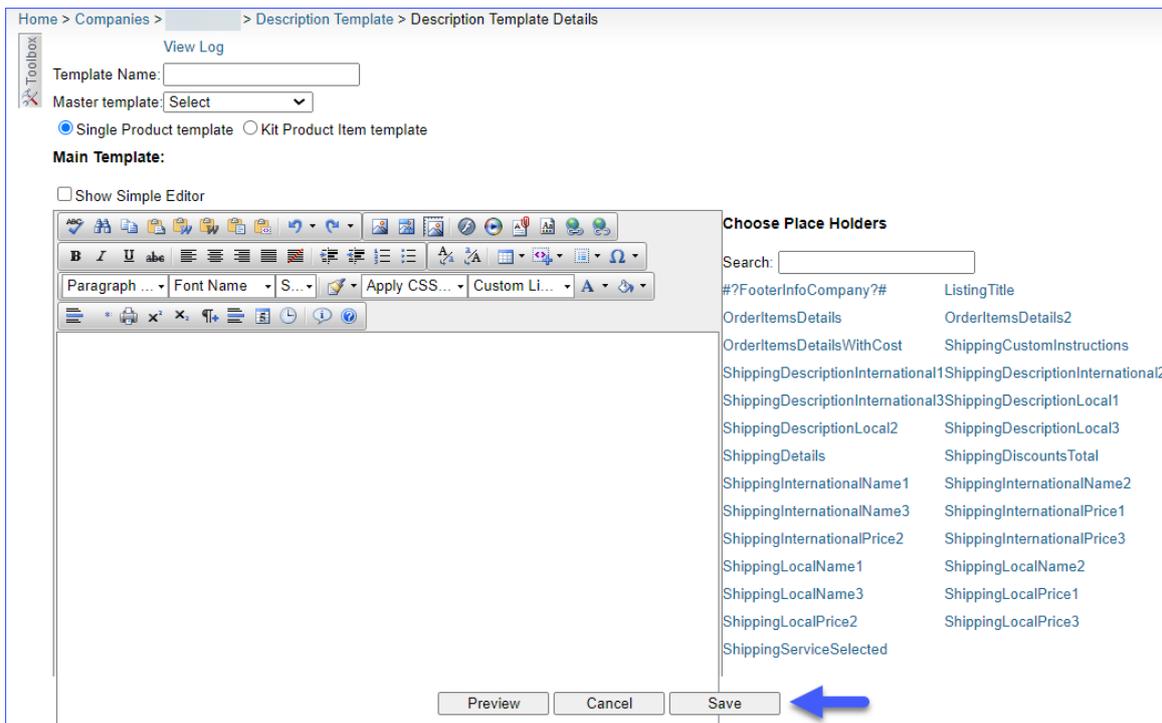
Create Description Templates

To Create a description template, navigate to:

1. **Settings** > Select a **Company**.
2. **Toolbox** > **Description Template**.
3. Click on **Create New Template**.



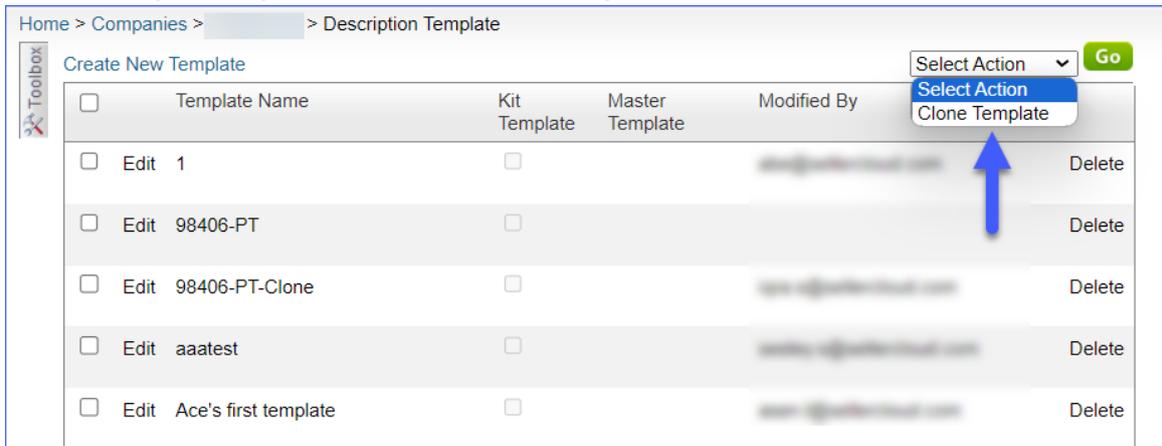
4. Enter the following details:
 - a. **Template name**
 - b. Optional: Select **Master Template** from the drop-down menu to assign a master template. Read more about these templates below.
 - c. Select **Single Product Template** or **Kit Product Item Template**. If you choose the Kit Product Item Template, you will have three editors to work with.
 - d. Optional: Check/uncheck **Show Simple Editor** to view placeholders.
 - e. You can input placeholders by searching and choosing from the list on the right or by clicking Insert Code Snippet and scrolling to the correct placeholder. You can also choose to write your text without placeholders.
 - f. Enter your Static Data or Dynamic Data. Static Data is content that does not change between products. For example, a company logo or contact information. Dynamic Data is content that is unique to each product.
5. Click **Preview** to preview your template.
6. Click **Save**.



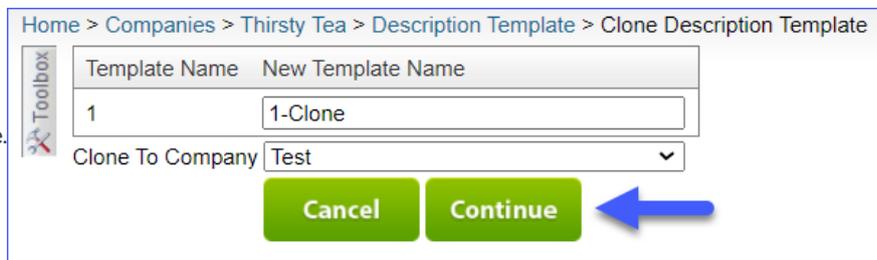
Clone Description Templates

You can clone similar description templates to your company. To copy an existing template to your company, navigate to:

1. **Settings** > Select a **Company** > **Toolbox** > **Description Template**.
2. Select a **Description Template** > **Action Menu** > **Clone Template** > **Go**.



3. Enter the **New Template Name** and select a **Company** from the dropdown menu.



4. Click **Continue**.

Manage Description Templates

You can select a description template for your product/s individually or in bulk.

Individually

Let's say you want to set a default template for an **eBay**, **Walmart Marketplace**, **Website**, or a **Bonanza** product.

1. Go to **Inventory** > Open a **product**.
2. From the **Toolbox**, depending on the channel, select one of the following:
 - a. **eBay Properties** for eBay
 - b. **Walmart Marketplace** for Walmart
 - c. **Website Properties** for Shopify
 - d. **Bonanza** for Bonanza

Bonanza reuses eBay's templates. [Client Setting Reuse eBay Description template for Bonanza](#) must be enabled for this workflow.

3. Click **Edit** > **Listing Details** > **Description Template** > Select your template from the dropdown menu.
4. Click **Save**.

Home > Search > Manage Inventory > 123 > eBay Properties

Product Name: Demo Product

Toolbox

eBay Enabled

Merchant SKU:

Catalog Type:

UPC: Send to EBay

UPC for Channel:

Manufacturer SKU: Send to eBay

eBay SiteCode:

Paypal Email:

Shipping Discount Profile ID: Use Default

Shipping Policy:

Payment Policy:

Return Policy:

Description Template:

Included Components:

- broken screen
- cracked glass
- screws loose
- wobble

Company: 

Last Modified: Never

Description: Default

Gallery: Default

No Image Selected 

In Bulk

To set a default description template for multiple products, you can use our **Bulk Update Products Tool**.

1. Navigate to **Inventory > Bulk Product Update**.
2. Click on **Get Template File**.
3. Select your **desired format** and select the applicable column from the dropdown menu:
 - a. **BonanzaDescriptionTemplate**
 - b. **DescriptionTemplatedID** (for eBay)
 - c. **ReverbDescriptionTemplateID**
 - d. **WalmartAPIDescriptionTemplate**
 - e. **WebsiteProductDescriptionTemplate**
4. Click **Download Template**.
5. Populate the newly created template and go back to Sellercoud to upload it.

Bulk Update Template

Below you can download a template file which you can fill in and re-upload to bulk update products.

Select Template: [Delete](#)

First Column is UPC First Column is Product ID

Format:

Select fields you want to update

Available Fields

- BonanzaDescriptionTemplate
- DescriptionTemplateId
- ReverbDescriptionTemplateId
- WalmartAPIDescriptionTemplate
- WebsiteProductDescriptionTemplate

Selected Fields

Add sample row

Save as Template: [Save as Template](#)

[Download template](#) [Close Page](#)

You can also set a default description template for all your eBay products under a specific [Product Type](#).

1. Navigate to **Settings** > Product Types > Choose a Product Type.
2. Navigate to the **eBay Default Panel**, and select a default description template.
3. Scroll down and click **Save**.

eBay Defaults

Select Site:

eBay Category: [Select](#)

eBay Category 2: [Select](#)

eBay Store Category:

eBay Store Category2:

eBay Item Condition:

Description Template:

Description Template (Kit):

Payment Profile:

Shipping Profile:

Returns Policy Profile:

Item Specifics Category:

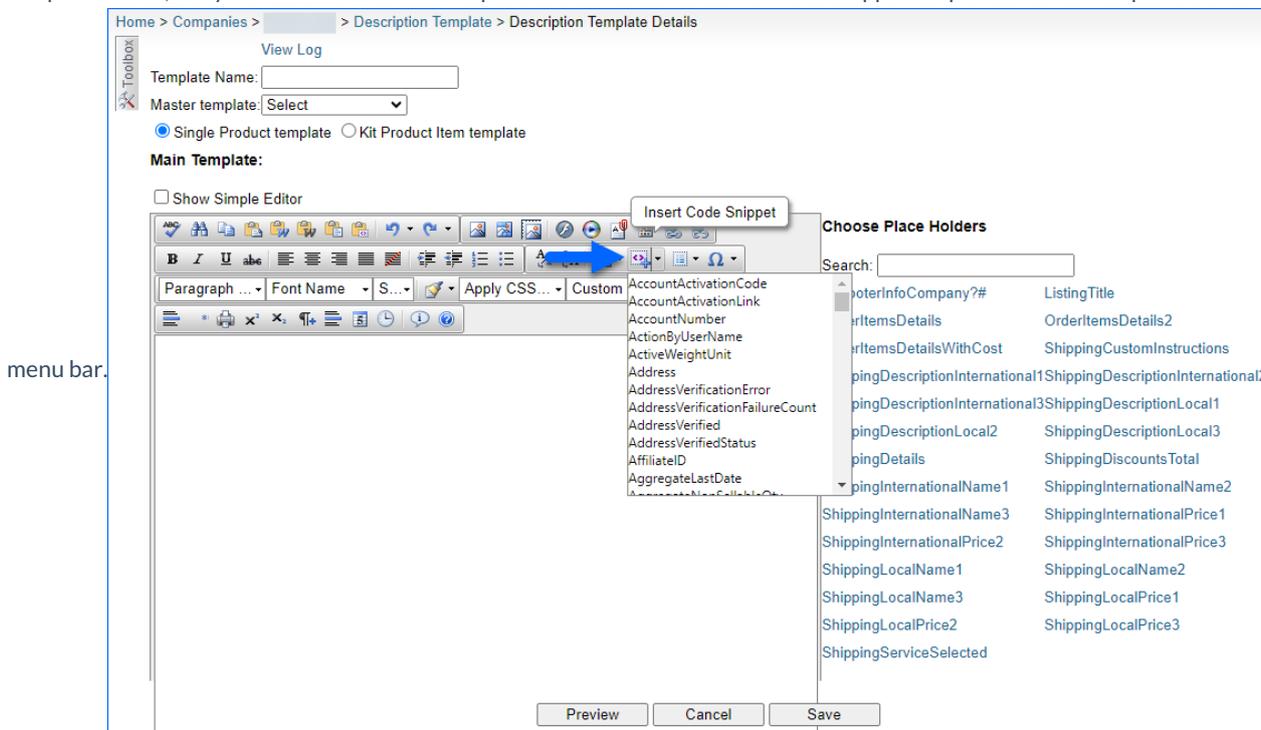
Types of Templates

There are different types of templates available in Sellercloud. You can choose between **Description Templates**, **Master Templates**, and **Kit Templates**.

Description Template

Description Templates enable you to make reusable templates for your products, ensuring that you maintain consistent information across all your listings.

You can add placeholders when creating templates. Common placeholders are available on the right side of the description template editor, but you can access a full list of placeholders from the Insert Code Snippet dropdown on the template editor's



Custom Columns can be used as placeholders. For example, user-defined **Age Rating**, can be placed in the description template as `#?AGERATING?#`. The actual columns can be added by the System Administrator or [Sellercloud Support](#) and set up in the **Custom Columns** page under the Setting tab. After you complete the fields on the individual product properties pages, you can add them to the description template by referencing the Custom Column as a placeholder.

You can create custom tags in templates for referencing placeholders. They're useful for adding static information, like a logo, to multiple templates. Simply insert the custom tag as a placeholder in the template, and it will display the logo across all templates.

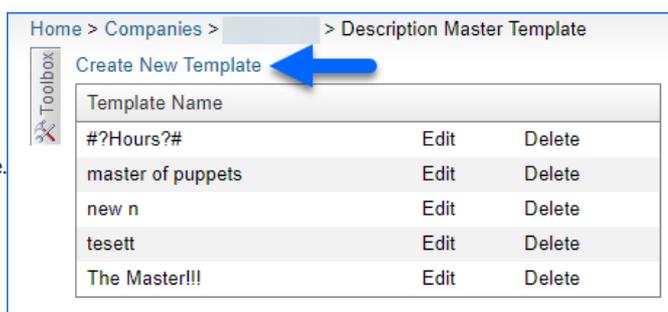
Master Template

When creating Description Templates, some information may overlap between products. For example, your header and footer information may all be identical. This is when a Master Template comes in handy. It acts as a "parent" to the description template.

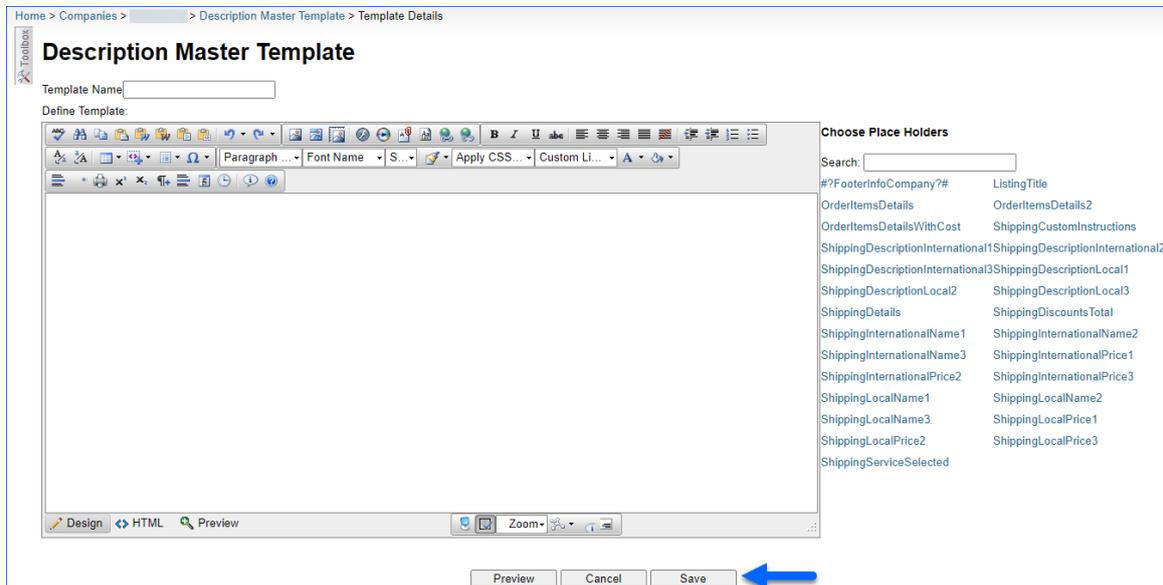
To create a Master Template, navigate to:

1. **Settings > Select a Company.**
2. **Toolbox > Description Master Template.**

3. Click on **Create New Template.**



4. Enter your **Template Name** and add your template information. You can input placeholders by searching and choosing from the list on the right or by clicking **Insert Code Snippet** and scrolling for the correct placeholder.
5. Click **Preview** to preview your template.
6. Click **Save**.



Kit Template

Kits use a different type of Description Template. Kit templates have three HTML editors:

- The **top HTML editor** is used to hold the main HTML information and has placeholders that refer to the bottom editors (**#?BundledItemsDetail?#** or **#?BundledItemsDetailNotMainItem?#**). You can set these placeholders where you want to have that component information appear. All formatting and branding are configured in the top template.
- The **middle HTML editor** is used to style the kit component squares/image gallery. It is referenced in the top editor by the tag **#?KitIncludesGallery?#**.
- The **bottom HTML editor** is called the **Kit Item Template**. In this template, you enter placeholders that refer to individual products, like **#?TopTitle?#** and **#?LongDescription?#**. The placeholders entered here must be referenced in the top HTML editor by the placeholder **#?BundledItemsDetail?#** or **#?BundledItemsDetailNotMainItem?#**.

Placeholders and Definitions

Here, you can read more about the different placeholders and their definitions.

Placeholders

We have the following placeholders available for your templates:

- **#?TopTitle?#** – This will be your Listing title.
- **#?LongDescription?#** – This will be the HTML description of the product.
- **#?ItemIncludesDescription?#** – This will be your item description.
- **#?ProductSpecificName1?# / #?ProductSpecificValue1?#** – These placeholders populate Item Specifics in your eBay template, Name and Value. Up to 35.
- **#?ProductSpecifications?#** – This one creates a table with all Item Specifics.
- **#?CSSGallery?#** – Shows the main image with a gallery of thumbnails of the other images, revealing other images when hovering over thumbnails. There are some Client Settings to control thumbnail size and position. **Do not** add to description templates intended for eBay Listings.
- **#?ListingSubTitle?#** – Listing Subtitle.
- **#?ListingShortTitle?#** – Listing Short Title.

- **##?BrandLogo?#** – Logo image of the product’s manufacturer as defined in the manufacturer profile.
- **##?BrandDescription?#** – Description of the product’s manufacturer as defined in the manufacturer profile.
- **##?ManufacturerURL?#** – URL of the product’s manufacturer as defined in the manufacturer profile.
- **##?ListPrice?#** – [MSRP](#) or Regular Price.
- **##?BuyItNowPrice?#** – eBay Buy it now price.
- **##?StartPrice?#** – Product Start Price.
- **##?ProductBullet?# / ##?ProductBullet2?# / ##?ProductBullet3?# / ##?ProductBullet4?# / ##?ProductBullet5?#** – These are applicable for the [Amazon Bullet Points 1-5](#).
- **##?OtherAttributes1?# / ##?OtherAttributes2?# / ##?OtherAttributes3?# / ##?OtherAttributes4?# / ##?OtherAttributes5?#** – Applicable for the [Amazon Bullet Points 1-5](#).
- **##?AmountDifferenceBetweenListPriceAndFixedPrice?#** – Calculates the amount difference between the **List Price** and **BuyItNowPrice**.
- **##?PercentageDifferenceBetweenListPriceAndFixedPrice?#** – Calculates the percent difference between the **List Price** and **BuyItNowPrice**.
- **##?MagentoAttribute_Name_attributeName?# / ##?MagentoAttribute_attributeName?#** – Replaces attributeName with attribute code name in Magento Admin to place the front name in templates. For example, **##?MagentoAttribute_Name_color?#** will place Color in the template. Replace attributeName with attribute code name in Magento admin to pull value. For instance, **##?MagentoAttribute_color?#** will place Blue in the template.
- **##?PartsCompatibilityGrid?#** – Display the part compatibility chart for eBay Motors items. Additionally, the following tags can be defined in CSS classes to beautify the HTML.
- **##?EBayItemConditionName?#** – eBay condition name selected on the [eBay Properties Properties page](#).
- **##?ProductConditionInHouseName?#** – [Product Condition](#) name used internally in Sellercloud.
- **##?Variation1Price?#** – Pulls price for variation of Matrix parent. Up to 19.
- **##?Variation1FixedPriceQty?#** – Pulls quantity for variation of Matrix parent. Up to 19.
- **##?Variation1Dimension?# / ##?Variation1DimensionValue?#** – Pulls Dimension Value for variation of Matrix parent. Up to 19.
- **##?RelatedProductItemID1?#** – Pulls the **SKU** of the first related item. Similarly, you can change to RelatedProductItemID2 to pull information from the second related product.

Image-Related Placeholders

- **##?DescriptionDefaultImage?#** – The main description image grabs the entire image HTML tag.
- **##?DescriptionDefaultImageURL?#** or **##?ImageFileMedium?#** – Shows the URL of the main image of the product.
- **##?OtherImage01?#** – Shows additional images of the product. For example, you could show the condition of the product. Up to 20.
- **##?SupplementalImage01?# / ##?SupplementalImage02?#** – Creates a full image tag of the first/second product image marked supplemental.
- **##?SupplementalImageURL01?#** – URL of the image. Corresponds to the count of images, not their numbers. If your images are numbered as 1,5,9, the placeholders should be **##?SupplementalImageURL01?#, ##?SupplementalImageURL02?#, ##?SupplementalImageURL03?#**.
- **##?SupplementalImageResized01?# / ##?ImageFileMediumResized?#** – Resized main product image, with maximum dimensions defined in the eBay Client Settings. If the image is rectangular with a width greater than the height, it will set the width to the maximum dimension defined in the Client Settings and then calculate the height so the image stays to scale.
- **##?HostedImageURLOnlyDescription?#** – URL of the main image if you’re using third-party hosting, like Flickr.
- **##?HostedImageURL01?#** – URL of the supplemental image if using third-party hosting.

Kit-Related Placeholders

- **##?KitIncludesGallery?#** – List of images of all child items.
- **##?KitIncludesGalleryNotMainItem?#** – List of images of all child items (excluding the main item).
- **##?KitIncludesNotMainItem?#** – Product names of all child products (excluding the main item).
- **##?BundledItemsDetail?#** – Bundle Items description.
- **##?BundledItemsDetailNotMainItem?#** – References tags in the bottom editor, excluding the main item.
- **##?KitMainItemIncludes?#** – Main Kit Item details.
- **##?KitMainItemDescription?#** – Description of the main item in the kit.

- **#?KitMainItemCustomProductSpecific?#** – Pulls the custom product specifics of the main item in the kit.
 - **#?KitIncludesDescriptionImage01?#** – Pulls the description image. Up to 40.
 - **#?KitIncludesShortTitle01?#** – Pulls the product's Short Title. Up to 40.
 - **#?KitIncludesItemQtyCurrent?#** – Displays the kit components with their quantity in the kit.
-