Shadow Products

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Overview

A **Shadow Product** is an alternative product profile for an item. Creating a shadow lets you manage separate listings and details for a single product and is often used when maintaining multiple listings for a product on a single marketplace or when managing multiple fulfillment settings for a product.
Shadow Products mirror the available inventory of their parent. Any inventory movement for the parent will automatically reflect on the Shadow.

Shadow Use Cases

A **parent SKU** can have one profile, whereas the **shadow SKU** can have a different **Product ID**, **description**, **images**, and **title**. That is an innovative and handy way to list a product in alternative venues.

Amazon and eBay allow a single **SKU** to be listed only once under one category. The product can be listed in multiple categories by creating a **Shadow SKU** or various **shadows**.

When selling the product to multiple companies, **ProductIDs** must be unique. A product can only be associated with a single company, so **Shadow SKUs** can be used to link products from numerous companies.

You can share Product details such as title and description from parent to shadows based on **shadow persistency settings**, which keeps product information consistent between profiles.

Creating shadows to list a product on multiple channels within one company is not necessary.

Create and Manage Shadows

You can create shadows individually, via file import, or in bulk.
A shadow of a shadow is not allowed.

Individually

1. Open a product and go to **Toolbox** > **Shadows**.

   a. From here, you can also view the existing shadow relationships.

2. Select **Assign Parent SKU** to choose a **parent SKU.** To add shadows, click **Add Shadows**.
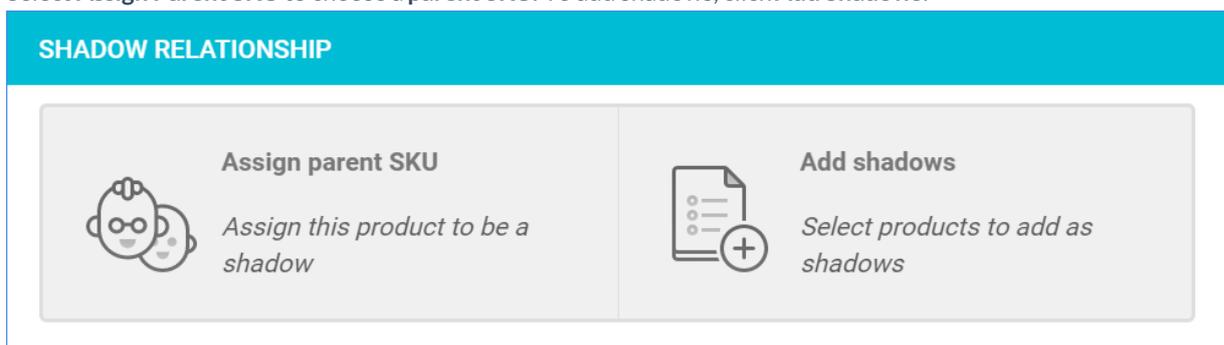
3. If you select **Assign Parent SKU**, search for the product > add filters (if necessary) > select the item > and press

Assign.

4. If you select **Add Shadows**, select **Enter SKU** to create new Shadow **SKUs** or **Existing products** to assign existing **SKUs** as shadows.

Via File Import

You can easily bulk-import **Shadow Products** using the **Import Product Shadows Template** file.

1. Go to **Catalog** > **Tools** > **Import Product Info**.

2. You can either import your own file or download the template.

3. Insert the product information into the file columns as follows:

   a. **Parent SKU** – Enter the main **SKU** of the product.

   b. **Shadow SKU** – Enter the alternate **SKU** (e.g., for another ASIN or for a product from another company).

      i. Existing Product IDs in your catalog entered under this column will be linked to parents as shadows. Product IDs that do not exist in your catalog will be created and linked to the defined parent as a shadow.

   c. **Company ID** (optional) – Enter the company the shadow is associated with.

d. **Fulfilled By** (optional) – Enter either Amazon or Merchant.

e. **Action** (optional).

	A	B	C	D	E
1	ParentSKU	ShadowSKU	CompanyID	FulfilledBy	Action
2					
3					
4					
5					
6					
7					
8					
9					
10					

4. Once you upload the file, click **Import.**

You can enter a non-existing shadow SKU under the Shadow SKU column of the template. A new product will be created and linked to the defined parent in the Parent SKU column as a shadow.

Click to download the Excel template.

This will generate a **queued job**. Once the job is complete, the **shadow SKUs** will be created along with the **shadow relationships**.

When viewing a **parent SKU**, all **shadows** will be displayed in the Shadows panel. Click **Manage Shadows** to edit the shadow configuration. When viewing a **shadow product**, the **parent SKU** will be referenced with a link right below the **Shadow's Product Name**.

In Bulk

Navigate to **Catalog** > **Manage Catalog** > **Choose products** > **Action Menu** > **Create Shadows**.

From the **Manage Catalog** page, you can only create new shadow SKUs. If the SKU exists, it will not work.

1. Select your desired shadow parent(s) and press the **Action** icon.

2. Press **Create Shadows** and fill in the credentials. Press **Create**.

3. You should enter a prefix **or** suffix for the shadow. If the **shadow's parent SKU** is **ABC** and the **prefix** is **123**, the shadow **SKU** will be **123ABC**. If the **suffix** is **123**, then the **shadow SKU** will be **ABC123**.

From **Catalog** > **Manage Catalog**, you can search for **shadow-related** products by selecting the custom filter **Shadows** and selecting an option from its drop-down menu.

Disconnect and Remove Shadow Relationships

You can disconnect or remove shadow relationships individually, via file import, or in bulk.

Individually

Open your shadow or parent product and go to **Toolbox** > **Shadows**. Then, select **Disconnect from this parent SKU** (in the shadow) or **Unlink** (in the shadow parent).

Via File Import

You can use the **Import Product Shadows Template** file to **un-shadow** products in bulk by entering this exact text in the

Action column: **_REMOVE_SHADOW_**. This action will unlink a shadow SKU from a shadow parent.

	A	B	C	D	E
1	ParentSKU	ShadowSKU	CompanyID	FulfilledBy	Action
2					_REMOVE_SHADOW_
3					
4					
5					
6					
7					
8					
9					
10					

In Bulk

You can also remove shadow relationships in bulk from the **Manage Catalog** page by selecting a shadow SKU(s) and pressing **the Action** menu > **Unshadow from Parent.**

Shadow Properties and Inventory Specifics

The Shadow Inventory mirrors the available Parent Inventory, and the total Inventory summed between all products display on the **Product Home** page. This Inventory is also the quantity used when updating Inventory to channels. Sellercloud uses the sum aggregate quantity of all related products as available Inventory of the parent. It is strongly advised to manage the inventory levels of the parent exclusively, so you can keep track of your inventory accurately and avoid discrepancies.

Exceptions

There are two exceptions to the rule (when Inventory is not controlled under the parent):

1. When you have **FBA Inventory** or **WFS Inventory**.

    a. In such cases, where Amazon or Walmart hold your inventory and fulfill orders, the Inventory will always show in the SKU marked as **Fulfilled by Amazon**/**WFS Enabled**, regardless of if the SKU is a **Shadow** or a **Shadow Parent**.

2. In cases where you don't have the **Always deduct Inventory from Shadow Parent** setting enabled

    a. In these cases, if you have negative values in the shadow aggregate quantity, you can navigate to the **Action menu** on the **Manage Inventory** page and merge the shadow inventory into the parent inventory (**Merge Shadow Inventory**).

Kits and Shadows

A product can be **shadowed** to a **kit**. However, this is rarely recommended since it will copy the inventory dependency to the **shadow product**.

An example scenario would be shadowing **Merchant Fulfilled** and **Amazon Fulfilled** products that are also kits. Whenever the **Merchant Fulfilled** product is an **All Component** or **Main Component** kit, it should not be shadowed to the **Amazon Fulfilled** SKU. That is because the **Amazon Fulfilled** product should be an **Independent Kit** to manage Inventory properly.

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When selling the product to multiple companies, **ProductIDs** must be unique. A product can only be associated with a single company, so **shadow SKUs** can be used to link products from numerous companies.

You can share Product details such as title and description from parent to shadows based on **shadow persistency settings**, which keeps product information consistent between profiles.

Creating shadows to list a product on multiple channels within one company is not necessary.

Create and Manage Shadows

You can create shadows individually, via file import, or in bulk.
A shadow of a shadow is not allowed.

Individually

1. Navigate to **Inventory** > **Manage Inventory** > **Chose a Product** > **Toolbox** > **Shadows**.

In Bulk

Navigate to Inventory > **Manage Inventory** > **Choose Products** > **Action Menu** > **UnShadow** > **Go** > **Continue**.
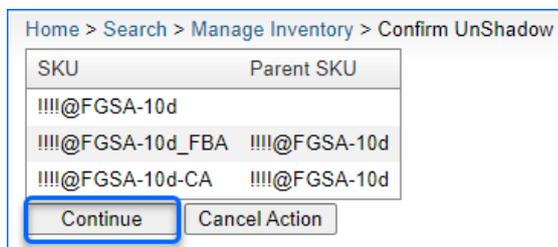
Via File Import

You can easily create shadows in bulk using the **Import Product Shadows Template** file.

1. Go to **Inventory** > **Manage Inventory** > Import Product Info > **Import Shadows**.

2. You can either import your own file or download the **template**.

3. Insert the product information into the file columns as follows:

   a. **Parent SKU** – Enter the main **SKU** of the product.

   b. Shadow SKU – Enter the alternate SKU (e.g., for another ASIN or for a product from another company).

      i. Existing Product IDs in your catalog entered under this column will be linked to parents as shadows. Product IDs that do not exist in your catalog will be created and linked to the defined parent as a shadow.

   c. Company ID (optional) – Enter the company the shadow is associated with.

   d. Fulfilled By (optional) – Enter either Amazon or Merchant.

   e. Action (optional)

4. Once you upload the file, click **Import Shadows**.

Click to download the Excel template.

This will generate a **queued job**. Once the job is complete, the **shadow SKUs** will be created along with the **shadow relationships**.

When viewing a **parent SKU**, all **shadows** will be displayed in the Shadows panel. Click **Manage Shadows** to edit the shadow configuration. When viewing a **shadow product**, the **parent SKU** will be referenced with a link right below the **Shadow's Product Name**.

Disconnect and Remove Shadow Relationships

You can disconnect or remove shadow relationships **individually**, **via file import, or in bulk**.

Individually

Open your shadow or parent product and go to **Toolbox** > **Shadows** > **Check the tickbox under Disconnect Shadow Persistancy** > **Remove** > **Update Shadow Persistancy**.

Via File Import

You can use the **Import Product Shadows Template** file to **un-shadow** products in bulk by entering this exact text in the **Action** column: _REMOVE_SHADOW_. This action will unlink a shadow SKU from a shadow parent.

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Exceptions

There are a few exceptions to the rule (when Inventory is not controlled under the parent):

1. When you have **FBA Inventory** or **WFS Inventory**.

   a. In such cases, where you're shipping products from Amazon or Walmart, the Inventory will always show in the shadow.

   b. In such cases, where Amazon or Walmart hold your inventory and fulfill orders, the Inventory will always show in the SKU marked as **Fulfilled by Amazon**/**WFS Enabled**, regardless of if the SKU is a **Shadow** or a **Shadow Parent**.

2. In cases where you don't have the **Always deduct Inventory from Shadow Parent** setting enabled, and there's a negative value in the shadow aggregate quantity, you can navigate to **Manage Inventory** > **Action Menu** > **Merge Shadow Inventory** and merge the shadow inventory into the parent inventory.

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