Product Data

Key Steps

- Set up your integrations

- Export your product information, adding recommended fields for publishing and then re-import.

- Add Product data to Parent SKUs (If applicable)

- Add attributes to parent SKUs (if applicable)

- Stage your products to the desired marketplaces you want to list to and start the listing process

- Categorize your listings

- Publish "Ready to Publish" items

- Troubleshoot "Incomplete" items

- Troubleshoot "Errors"

Data Review

- Export all products from the Products Workspace
  - In the Product workspace, select Export
  - Go to Tools > My Files > Exports to download the file
  - Open excel file
  - Most common fields needed for listing
    - UPC
    - Description
    - Shipping Weight Unit and Value
    - Brand and Manufacturer
    - Primary Image"

Import New Data

- In the Product Workspace select the Import button

- Select Products

- Upload the file

- Map the column headers

- Select Next to finalize import process

Tips

- Adding category Tags to your items if you list in multiple categories. This will make it easier to add categories in Step 4.

- Tags can be added to the file by adding column name Tag_1

- If you do not have UPC and are listing to ebay, use "Does Not Apply" in the UPC field. This will not work for Walmart.

- Remove columns from spreadsheet you are not updating. This will speed up the import process.

Resources

- Exports
  - https://www.selleractive.com/support/how-to-export-inventory-from-selleractive
- Importing
  - https://www.selleractive.com/support/product-imports
- Support email – support@selleractive.com
- Support articles – www.selleractive.com/support