Discussion 9

Etsy developed a "Morgue tool" as part of its internal process for managing product listings and optimizing its marketplace. The Morgue tool was created as a way to handle listings that were underperforming or were removed for various reasons, such as violations of Etsy's policies or low sales performance. The Morgue tool was originally designed to help Etsy track listings that were removed from the platform, typically due to low sales or violation of guidelines. It allowed the team to see which items were "dead" in the marketplace, i.e., those that weren’t generating enough attention, clicks, or sales. Etsy needed a way to clean up or "kill" product listings that no longer met marketplace standards or were no longer relevant. These listings could be taken down, reviewed, or archived in the Morgue. This helped Etsy maintain a clean and curated marketplace, ensuring that only quality or active listings appeared in search results. By analyzing listings that had low visibility or engagement, Etsy could better understand its algorithms and improve how search results were ranked and displayed to customers. This helped Etsy prioritize active, high-quality listings and improved the overall user experience for buyers.

Over time, the Morgue tool evolved from a simple internal tool into a more strategic mechanism for managing listings and understanding seller performance. It is used for the following purposes: optimization of listings, analyzing patterns, inventory management and data-driven decisions. While the Morgue tool has been beneficial for Etsy in terms of maintaining a clean, high-quality marketplace, it has also generated some controversy. Sellers may feel frustrated if their listings are removed due to poor performance without clear reasons, or they may struggle with optimizing their products to meet Etsy's ranking criteria. The tool, while useful, sometimes caused sellers to feel that their efforts weren’t being adequately supported or that they were being penalized for factors beyond their control, like changing market trends.