CATM: Sales Channel Publishing (SCP)

The process and activities associated with creating and publishing sales listings to multiple sales channels from a single catalog.

- SCP01: Sales Listing Lifecycle
- SCP02: Selling Unit Configuration (Pack of 'n', Kits, Assemblies, Virtual and Variant Products)
- SCP03: Dynamic Auto-Matching
- SCP04: Dynamic Listing Creator
- SCP05: Link to Sales Listing using Product Identifier (ISBN, UPC/EAN, Sales SKU/Product ID/ASIN)
- SCP06: Link to eBay Catalog using Automotive Fitment Details
- SCP07: Publishing a Sales Listing

Core Principles Associated with Sales Channel Listing Creation

Before we review the EVP capabilities, it is essential to understand several core principles that every on-line seller should be aware of. These core principles apply if you are a Brand selling via a few hundred high-quality listings or a Reseller who has 100,000's of master items selling on millions of sales listing across ten sales channels.

Effort Needs to be Propositional to the Benefit

While this may seem obvious, a seller must always remember that not every sales channel or sales listing has the same potential or benefit, so the effort/cost to create the listing should be proportional to its benefit. Chasing the 'Why did this sales listing not publish' effort is only relevant if it has the potential to be a top seller. As publishing 100,000 items on ten sales sites could create 1 million listings with anywhere from a 5 to 30% error rate depending on what is the validation criteria of the sales channel. So do you take the easy win of 700,000 new listings or try to figure out why 300,000 did not. The first decision to make would be their patterns in the errors, i.e., missing a 2nd image that is mandatory on a

sale channel, need to extend the description to a minimum of 100 characters. Fixing these types of errors could get another 150,000 sales listing to publish, but the remainder could be due to 1,000's of different reasons at which point the 5% - 95% rules kick in, i.e., do you want to spend 10's of hours trying to work through the issue one at a time. The simple answer is NO!

Master Item 1:n Relationship With Sales Channel

A core dimension that an on-line seller needs to consider is that in a store a product is typically sold at an each/package level with a static price, but within the Digital Commerce environment there is a need to consider that each item could be sold in multiple UOM configuration; as a kit/assembly or a sales, a listing can be fulfilled using several different versions of the same supplier master item.
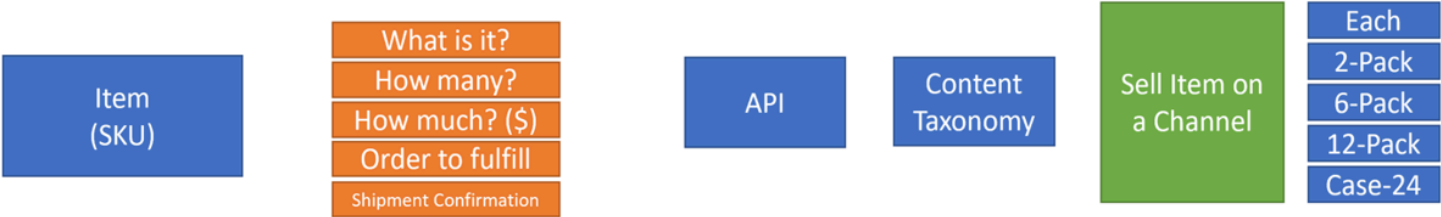
Master Sales Channel

While is it is not always true; there is typically a sales channel that is more important to an on-line seller than any other, typically driven by these criteria:

- ·70%+ of sales are driven by this channel; usually, this is Amazon or occasionally eBay

- Level of effort/content required to create a sales listing

- Has the best item-level sales content

- Is the best source of marketplace pricing

- Is our corporate website associated with our brand

Before the creation of sales listing or even linking to current ones, it is best to review and answer this question as it will dictate how you configure and run various publication processors. The remainder of this section assumes Amazon is the master channel due to the level of sales, easy of listing creation, and access to market pricing.

Catalog on Auto-pilot

The ultimate goal for an extensive catalog is to implement the EVP Capabilities, so they can effectively run on 'auto-pilot' in the following sequence:

1. Supplier catalog is loaded on an as-needed basis typically via Catalog Source

2. If a new Master Item is created and it has access to an inventory source which may not happen for some time; it will trigger several downstream sales publishing activities that first will try to create one

or more sales listing on the master channel (Amazon using Dynamic Auto-matcher) with relevant inventory level, i.e., if ten each available for sale an Each listing would publish 10, a Pack of 2 would publish five and a Pack of 4 would publish 2. Dynamic restriction rules will be applied so if the item is too heavy, too big, for a specific brand, etc. it will not be created on the sales channel

3. Typically before publishing a sales price, EVP will be calculate and publish a price which is the last step involved in making the sales listing active on the sales channel

4. The master sales channel listing will be updated as needed based on inventory, price or status change

5. The Item Creator processors monitoring the master sales channel will detect a new sales channel record and create a new listing on the sales channel they are responsible for, i.e., eBay, Walmart, Google, etc. Dynamic Restrictions will be checked as they could be different on each sales channel

6. For each new sales listing a price will be calculated based on pricing policies for the channel combined with price parity overrides, i.e., Amazon Lowest Fulfilled Price – 2%

7. For each new sales listing the publishing, the cycle will occur and assuming no issues the listing will start actively selling with future price updates triggered by the master sales channel or changes in sellable inventory triggering updates

8. Steady-state achieved across all sales channels with the only user intervention need to deal with

possible publishing exceptions, which may of our clients do not even research

SCP01: Sales Listing Lifecycle

Sales Listing Lifecycle

SALES LISTING CONTROLS

Each sales listings have several control values that determine if they are published, which fulfillment methods are considered and what occurs when a sales order is received. These are typically set as default values based on catalog management policies.

PUBLICATION MODE

The Publication Mode controls how a sales listing is published to the sales chanel:
- **Off** means no publishing of any type will occur for this listing, typically used for old listing or exception condition
- **Price & Avialability** means the minimum of amount of data is used to create a sales listing and only Price and Inventroy updates will then be published to the sales channel
- **Full** means a full set of content data will be sent to a sales channel and then any content, price or inventory change will be published to the sales channel

REVIEW STATE

The Review State is used to control the assumed quality of the sales listing and what publication or order processing action should occur on it:
- **Unverified** means the listing was created but needs some manual intervention prior to publishing
- **Rejected** means either a user or a sale channel processor set the sales listing to rejected, i.e. cannot be sold on channel
- **Review** means a user needs to review prior to any publication activities occurring
- **Confirm** means the listing is a good enough quality to be published to the sales channel but when a sales order for the listing is received it will be put on hold prior to fulfillment

PUBLICATION STATUS

The Publication Status controls where a sales listing is in its publication cycle to the sales channel which starts when the Review Status is Confirmed or Verified:
- **New** means the listing publishing cycle can be started or is inprogress
- **Exsisting** means the listing publishing cycle is completed
- **Error** means an error was reported when the listing was being published – see the note for details, once resolved change status to New
- **Delete** means the sales listing has been flagged for deletion and the removal cycle can be started or is inprogress; when the cycle is complete on the sales channel the listing will be removed from EVP

AVAILABILITY / FULFILLMENT CONTROLS

Each sales listings have several control values that determine if they are published, which fulfillment methods are considered and what occurs when

AVAILABILITY MODE

The Availability Mode controls what inventory value is published to the sales channel for the sales listing:
- **Off** means 0 will be pubshed
- **Actual** means the source location's

AVAILABILITY OVERRIDES

The Availability Overide values are used to control how the intended available quantity should be adjusted:
- **Minimum** – if the available quantity is below this number 0 will be published

FULFILLMENT METHOD

The Fulfillment Method controls what fulfillment methods will be considered an inventory source location for this sales listing:
- **Direct** means only consider Etail location locations where orders can

SCP02: Selling Unit Configuration (Pack of 'n', Kits, Assemblies, Virtual and Variant Products)

Selling Unit Configuration (Pack of 'n', Kits, Assemblies, Virtual and Variant Products)
The process of selling a master item at an Each level on every sales channel is often a brand-centric approach, but resellers and even brands want to support creative ways of selling these products or handling challenges in item versioning. To support these value-added scenarios, there are several capabilities within the EVP solution to combine base items into different sales level combinations that have minimal impact upon the way a sales order would be fulfilled.

Item Type Filter is available on	In this example below, the master-item is stocked at each level but is sold on multiple sales listing as an Each, Pack_2, and Pack_4. Available inventory will be published in multiples of the Pack Qty, i.e., for this base item, if they had 3 in stock, it would publish 3 to the Each listing, 1 to the Pack_2 listing, and 0 to the Pack_4 listing. When an order

the catalog list screens.	is received for a Pack_2, the sales quantity will be one, but for order fulfillment, it will just be handled as 2 x Each

While not an Item Type the Pack of 'N' is the simplest of selling configurations

For a kit or assembly base item, the Details section on the item screen will have a Bill of Materials that defines which items go into a kit or assembly.

The only difference between the two items types is how inventory and order fulfillment is handled.

- **Kit** – A kit is a virtual combination of items that EVP will publish an inventory qty based on the availability of the master items that go into the kit, i.e., cannot sell a partial kit. The kit will have a sales listing on the relevant sales channel, and the price will be based on the combination of master items in the BOM. When an order is received for one kit, the sales qty will be one, but the EVP order line details will be exploded out into the master items that make up the kit, i.e., if the kit was made up of Item IAI x 3 and IBI x 2 there would be two orders lines for 3 of IAI and 2 of IBI. EVP will handle

selling the same master item as a kit as well as on their own sales listings where they could be sold at the Each and Pack of 'n' level.

- **Assembly** – An assembly is something that needs a value-added step to create the assembly and convert the master items into an assembly item in stock before it being published as a sellable quantity. On the Master Items screen, there is an Assembly menu option that allows a user to create an assembly from a base item.

The most typical use of assemblies is during the FBA Inbound Shipment preparation process where the items need to be packaged together before shipping to Amazon, i.e., a sales listing on Amazon is a bottle of shampoo and conditioner; these will be combined into a package and sent to Amazon as basically an Each level item. Another use could be base items that need to be assembled and painted which would take 2-3 days, so you perform the task before offering them for sales as an Amazon Prime or Walmart 2 day fulfillment listing

Virtual products allow you to indicate that a single sales item could be fulfilled from one or more master items; can be assigned a relative priority to control the order in which inventory is checked for fulfillment.

This capability can use used in scenarios where a Brand may have multiple base SKU's of an item each reflect a slightly different version of the product, but to the consumer, they are the same product, i.e., computer bag with new zipper tab.

Variant Group and Variant Items are used to control how master items are related based on one or more variant attribute codes; this will be used to publish to a sales channel, so the product has a single landing page (variant group) but a drop-down selector for each code, i.e., Size and Color. Each unique combination of attribute codes will be represented by a master item. The sellable inventory and price are controlled at the variant item level, and when an order is received and processed, it will also be at the variant item level. On this item below, there are three variant attribute codes, but if needed at the sales channel level, they could also be published at a non-variant listing.

SCP03: Dynamic Auto-Matching

Dynamic Auto-Matching

One of the most potent and effective ways to increase sales is to increase the number of good listings. EVP has a powerful built-in tool referred to as the "Amazon Matching" tool, which our merchants have leveraged to increase the number of their listings significantly. The original Amazon Matching tool runs as a background process, searching for matches based on the UPC product identifier. If a listing matches based on UPC, we created one or more unverified listings based on the number of Amazon ASIN's detected. These unverified listings are then manually reviewed in EVP by an individual or team to decide to verify, confirm, reject, or flag for further review. While this approach worked, it was very

labor-intensive, and if 100,000 listings were created, it could take 50+ hours to review them one at a time, this resulted in listing staying 'unverified' for a week if not months.

With our new Dynamic Auto-Matching tool, the power of matching to existing listings is significantly increased. We have increased options for search methods and added a matching/validation rules framework for fine-grain control of when to create listings and in what review status.

Therefore the 2nd generation of this feature is the Dynamic Auto-Matching tool, which had impressive results and eliminated the need for off-shore validation teams.

- After sufficient consultative sessions and fine-tuning, our clients were getting a high percent of good listings with errors falling into an acceptable level of risk.
- The cost of dealing with the small percentage of exceptions was far better than paying someone to go through 10, 20, or 30K listings to verify manually.
- "Merchant A" encountered less than 100 exceptions in 100,000 listings created, and a 9% increase in sales was driven by new listings created within 30 days of using this tool.
- "Merchant B" created 150K new listings over eight weeks and only encountered six problem orders.
- "Merchant C" added over 12,000 new listings and has increased sales by over $1M/year within three months of deploying this tool.

The core capabilities include:

- Search for listings by more than UPC including Manufacturer & MPN
- Only search for master items that have sellable stock from one or more suppliers
- Look at details behind item or listing, such as how many listing, Buy box price, package qty, etc.
- Decide whether we want to match or not automatically match automatically
- Different criteria can be used to create either Verified or Confirm sales listing

SCP04: Dynamic Listing Creator

Dynamic Listing Creator

The ItemCreatorV2 processor (aka Dynamic Listing Creator) is an essential 2nd step in the creation of sales listing once the master sales listing has been created, i.e., on Amazon using Dynamic AutoMatcher. This process will check its source channel and create new sales listing on the target channel if a listing exists on a source channel and passes another validation test. This will then trigger the publishing cycle
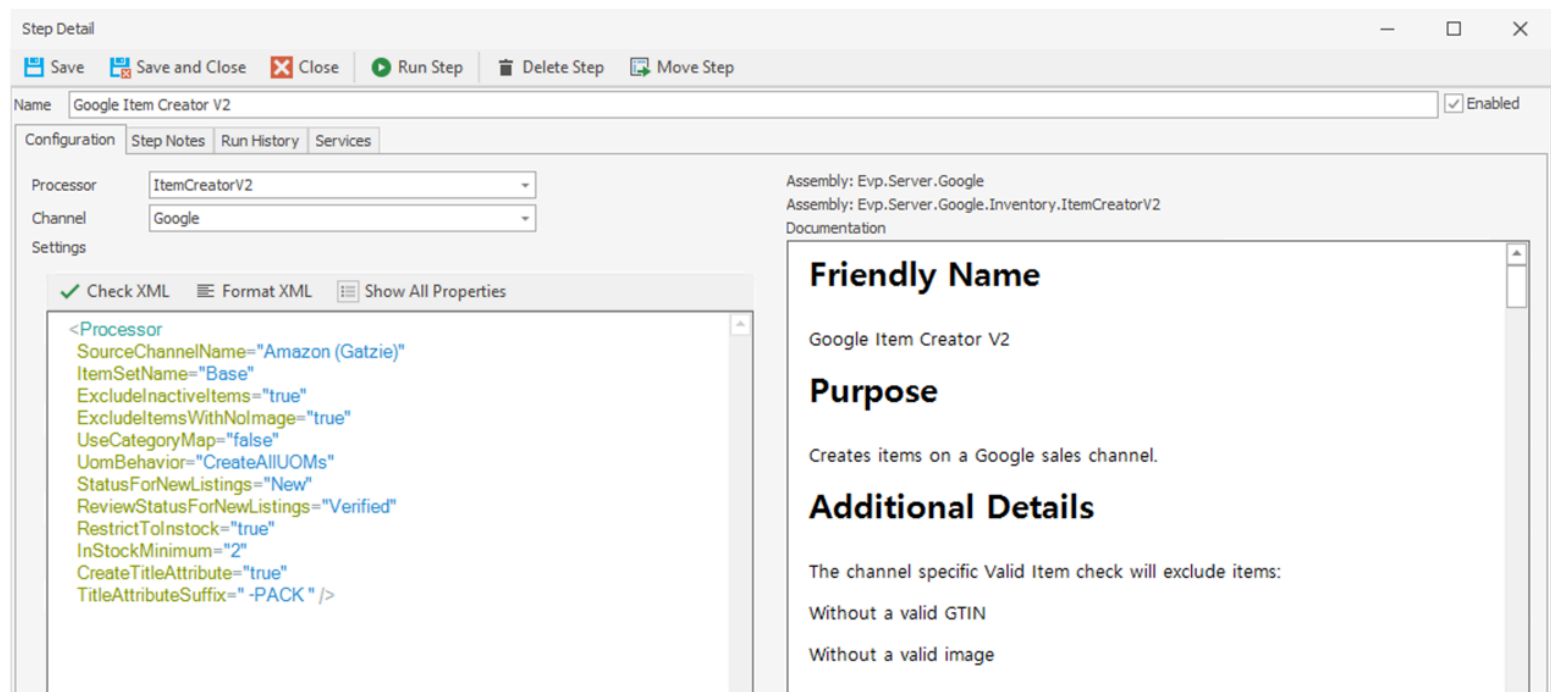
SCP05: Link to Sales Listing using Product Identifier (ISBN, UPC/EAN, Sales SKU/Product ID/ASIN)

Link to Sales Listing using Product Identifier (ISBN, UPC/EAN, Sales SKU/Product ID/ASIN)

Many sales channels allow sales listing to be created with a minimal amount of information:

- Amazon needs a Product title, Sales SKU, ASIN, Qty and Price to link to an existing ASIN

- Most book sites, including eBay and Amazon, need a similar amount of information plus an ISBN to link to their catalog of book titles. As the number of possible books for sale is very high, they prefer to use this method then allow online sellers to publish there own content

- eBay allows you to link to their electronics catalog using a UPC or Model Make Year using fitment ePID.

- eBay allows you to link to an existing listing using Product ID, Shopify using Shopify ID, etc.

All of these approaches require EVP to push out the sales listing to the sales channel, but the Etail terminology for this activity is 'Link to Sales Listing' or 'Price & Availability' publishing mode.

Also, even when we are publishing in full detail mode, the relevant sales channel processor may just do a catalog lookup call and then only create a full sales listing if there is not already a listing in the default catalog.

Linking to sales channels listing is the methodology used to connect to all preexisting sales listing using the appropriate ID type for the sales channel; then, start 'Full' publishing for new listing once live with

EVP. Finally, this is the method we use when the many types of sales listing that consume a .csv or .xls

SCP06: Link to eBay Catalog using Automotive Fitment Details

For automotive sellers, EVP supports the ability to leverage the eBay Year, Make and Model data to assign one or more ePIDs to a sales listing to allow the listing to be found using eBay's native Automotive search capabilities.

A user could navigate this automotive repository via a user screen to search and assign these ePID's or can import these values if already know. Import this data is typically achieved by using the ACE/PIES data provided by the supplier.

The Autocare Association define the format of these standards:

- ACE = Aftermarket Catalog Exchange Standard
- PIES = Product Information Exchange Standard

	Year	Make	Model	Trim	Submodel	Engine	ePID	
1	2013	Ram	2500	Big Horn Crew Cab Pic	Big Horn	6.7L 408Cu. In. I6 DIESEL	169221306	
2	2013	Ram	2500	Big Horn Crew Cab Pic	Big Horn	6.7L 408Cu. In. I6 DIESEL	169222706	
3	2013	Ram	2500	Big Horn Extended Cre	Big Horn	6.7L 408Cu. In. I6 DIESEL	169207182	
	2013	R	2500	Big	tended Cr| Horn	7L 408Cu. In. I6	69242 67	
2		R	50		nded	a S	6.	16 205446	
21	2013	Ram	2500	SLT Extended Crew Ca	SLT	6.7L 408Cu. In. I6 DIESEL	169247870	
22	2013	Ram	2500	SLT Standard Cab Pick	SLT	6.7L 408Cu. In. I6 DIESEL	169202242	

SCP07: Publishing a Sales Listing

Publishing a Sales Listing

Within the various sales channel publishing processors there are combinations of capabilities that aim to minimize the effort needed to publish a sale listing; as discussed this includes leveraging taxonomies to know what attributes are needed for a specific sales channel/category combination; attribute mapping combined with a token driven template model that can be used to create HTML elements to be used on the sales channel
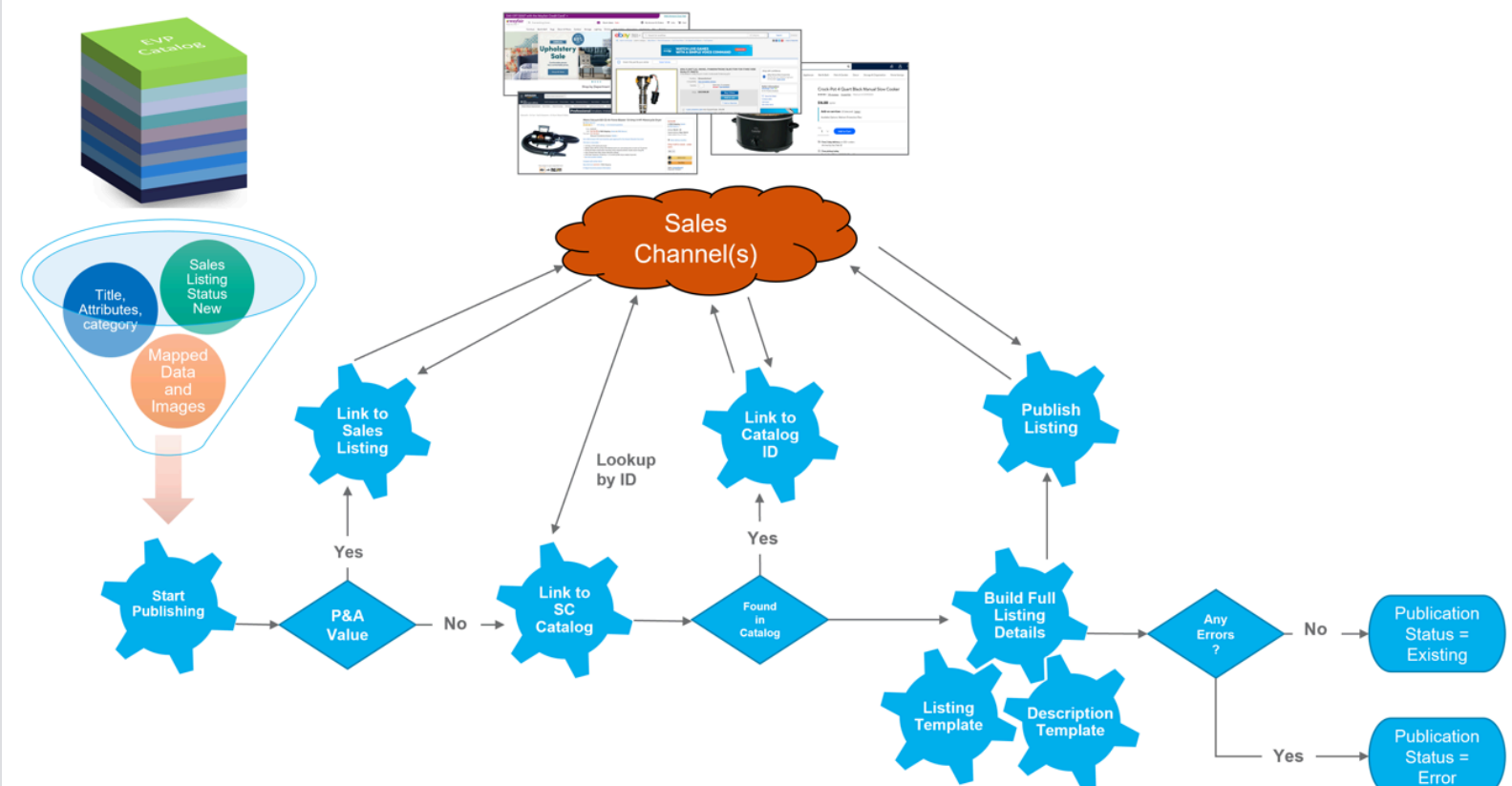
Catalog

- FBA Items
- FBA Listings
- Inbound Shipments
- Removal Orders
- Adjustments
- **Pricing**
  - Strategies
  - Results
  - Bands
  - Amazon Competitive Analysis
- **Shipping**
  - Policies
- **Restrictions**
  - Dynamic Restriction
- **Publication Templates**
  - Templates
- **Inventory**
  - Inventory Activity
  - Allocation Errors

Analytics and Data

Sales

Catalog

Supply

Publication Template Edit

Save and Close   Cancel

Template | Token Mappings | Preview

Template Name: eBay_Default   ☑ Default

Channel: eBay

Template HTML

```
<!-- HTML -->
<!--Copyright Â©2016 Frooition Ltd. All rights reserved.(ver:froo_no_js)The following HTML and CSS Styling may not
be used or reproduced in whole or in part, without the prior permission of Frooition, Frooition.All eBay graphics not
owned by eBay or eBay associations are the property of the eBay account owner and may not be used without their
written authorisation.Any person or group of persons found to be in breach of this notice may face legal action.Powered
By Frooition Pro 2016-->
<style type="text/css">
.header-wrapper, .subheader-wrapper, .left-col, .right-col, .creditlink, .footer-wrapper, .boxcontent, #ns_copyright,
.topbar, #showcase, #tabs, #tab1, #tab2, #tab3, #tab4, #tab5, #descriptiontitle, #design, #seo {
        display: none;
}
#descriptioncontent, #backup {
        font-family: sans-serif;
}
#backup {
        padding: 10px;
        max-width: 80%;
        margin: auto;
        text-align: center;
        font-size: 13px;
}
</style>
<img style="visibility:hidden;display:none;" src="https://ga-beacon.appspot.com/UA-83016208-3/itm/$ItemID$?pixel";
/>
<meta name="viewport" content="width=device-width,initial-scale=1, maximum-scale=1">
```

A powerful example of how all these capabilities can be combined was demonstrated when Etail migrated a Book centric online merchant that has been listing on multiple marketplaces (Amazon, eBay, Abe, Alibris, B&N, etc.) for over ten years with a catalog of over 1 million books. Due to the suspect listing quality on their current sales channels, they decided to purge all sales listings. Then, over a 3-day holiday weekend, the EVP instance ingested the Ingram Books Catalog (1.1 million with high sales potential out of a 22 million book catalog); then, item creators generated ~1 million sales listings per sales channel, which triggered publishing to occur. If the ISBN could be matched in the sales channel catalog, a linked listing was created, but where needed, EVP used the Ingram data to publish a full listing to the channel, including images, description, author, bullet points, etc. By Tuesday, they were selling on all sales channels. Since this initial go-live, their catalog size has increased to ~5 million based items across ~10 suppliers, with ~21 million sales listings and many sales channels having ~2.5 million each. This catalog size increase was achieved with almost zero effort by the client and just letting EVP catalog creation processors run on autopilot.