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Catalog Management Basics

The EVP Catalog represents the items, also known as SKUs, that you sell. An EVP Catalog is vital to EVP usage as all other operations are focused around it. EVP will push Catalog Data to Marketplaces, utilize Catalog Data for Selection Criteria and Automation, and communicate with external systems using Catalog Data. This is why it is vital to understand how your Catalog is being created and managed.

An EVP Catalog starts with a MasterSKU. Any item/service you sell should have one MasterSKU. A MasterSKU will link to ChannelSKUs. A ChannelSKU represents a specific SKU in an external system. An external system can be a Sales, Supplier, 3PL, Content, or financial channel. A critical step when creating ChannelSKUs is to link to any existing MasterSKUs for the item correctly.

To successfully manage your EVP catalog, you must have a clear understanding of how MasterSKUs and ChannelSKUs are created. MasterSKUs can be created via the following methods: Automation Job syncing with an external system (ERP, WMS, etc) or Catalog Source. ChannelSKUs are created via the following methods: Item Creators or Catalog Source Imports. Work with the Etail Team to ensure you understand how your Catalog is created and maintained.

When a SKU is being created, we will store details about that SKU at two levels: MasterSKU level details and ChannelSKU level details. MasterSKU level details are stored on the Item Details page. Information stored on the Item Details page includes channel-agnostic details about the SKU, meaning the information is universal and not specific to a particular channel. This information includes (but is not limited to) Master Title, UPC, MPN, MFR, and DIMs. ChannelSKU level details are data points specific to a particular channel. Most ChannelSKU data is stored as an attribute value. Fields such as Cost/Price and MAP/UPP are stored in their own fields (but are channel-specific). A systems power user needs to understand what processes are creating MasterSKUs and ChannelSKUs, as well as knowing where the data is being imported to. EVP has several tools to manage and prioritize data from various sources.

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