

Duplicate Listings Policies

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Policy overview

The duplicate listings policy is designed to help you list in a way that makes it easy for buyers to find and compare items that interest them.

You can't have more than one fixed price listing of an identical item at the same time.


These restrictions on duplicate listings include listing an identical item in different categories or listing an identical item using different user IDs.



Make sure you follow these guidelines. If you don't, you may be subject to a range of actions. We may limit, restrict, or suspend you from buying, selling, or using site features. All of your listings may be removed, displayed lower or not shown in search results, without refunding any or all applicable fees. You may also forfeit special account status and any discounts.

What are duplicate listings?

Listings are considered duplicates if they are for items that have no significant difference between them, or if the listings appear to be for the same item in search results. To prevent your listings from being treated as duplicates, make sure you clearly show the differences in the title, price, condition, photo, subtitle, item specifics, or in the parts compatibility areas of a listing. Make sure you use relevant item specifics, and include **product identifiers** like Unit IDs when applicable, to differentiate your items and boost visibility. We may also look at other parts of the listing, such as the description, to determine whether it's a duplicate.

What are the guidelines?

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|  Allowed | Separate listings for items that are similar but not identical, as long as the differences are clearly reflected in the title, subtitle, price, photos, condition, item specifics, or parts compatibility areas of a listing. |
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| | <p>One fixed price listing with variations.</p> <p>One fixed price listing offering multiples of an item.</p> <p>Two or more listings to sell bundles or "lots" of items, where the lots or bundles are very different and clearly satisfy different buyer needs.</p> |
|  Restricted | |
|  Not allowed | <p>More than one listing for items that aren't significantly different or don't satisfy a different buyer need, including bundles with minor variations of accessories. For example, separate listings for an electronic item bundled with 10 accessories and one listing for the same set plus 3 more accessories. In this case, the items should be listed in one multi-quantity fixed price listing. If you have an AMP Store, you can also use Promotions Manager to allow buyers to select which accessories they want to purchase.</p> <p>More than one listing when an inconsequential bonus or free item is added as a bundle.</p> |

Follow these guidelines to make sure that your listings follow our listing policies and have the best possible position in AMP's **Best Match sort order:**

- List identical items in one multi-quantity **fixed price** listing.
- List items with variations such as size and color in one fixed price **listing with variations**.