

Duplicate listings policy

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 listing of an item at the same time.

You can have more than one listing for identical items. Separate listings may be created for the same item so long as the Seller can accommodate more than one, as is the case where a digital billboard may have (8) or more of the same product but each is its own item.

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, position in the playlist or loop, price, item specifics, or in the description in the listing. Make sure you use relevant item specifics, and include **product identifiers** like “front half of publication” or “2nd inning” when applicable, to differentiate your items and boost visibility

What are the guidelines?



Allowed

Separate listings for items that are similar but not identical, as long as the differences are clearly reflected in the title, subtitle, price, condition, item specifics, description, or compatibility areas of a listing.

	<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. Be sure to use the 'Bundle listing' term in your item comments.</p> <p>Example: a baseball outfield fence sign with tickets in the upper deck meets a different buyer than one that only wants the sign.</p> <p>Listings with more than one product number, product name, or brand in the listing as long as the item is specifically made to fit each product and the listing complies with our search and browse manipulation policy.</p> <p>Separate listings for items that are identical except for condition, such as 1 Bundled with other like products (multiple digital screens in a restaurant where the ad plays on all at the same time) or 2 Bundled with unlike items (such as a sign and tickets to an event).</p>
 Restricted	<p>Bundles with minor variations should be listed in a single listing with variations outlined in the description.</p> <p>Example: a baseball outfield sign with different variations of amenities should all be listed as variations in a single listing. Separate listings for items made to include Production and or Installation should be listed as one listing.</p>
 Not allowed	<p>Separate listings for identical generic or universal items—such as Production, Installation, Slotting, Insertion, Shipping and other fees. Separate listings for identical items compatible with several products or items where the same compatible models are displayed in all listings.</p> <p>Example: More than one listing when an inconsequential bonus or free item is added as a bundle such as Concierge service or VIP access.</p> <p>The following will be considered "one seller" under this policy if the accounts are used to sell duplicate listings:</p> <ul style="list-style-type: none"> Multiple accounts from an individual Multiple accounts from a single business Multiple accounts from multiple businesses that are – fully or partially – owned by the same individual or related individuals Multiple accounts from related individuals, including family, friends, roommates, employees, or online connections Different titles or descriptions for the same item

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 color or other restrictions in one fixed price **listing with variations**.