

Creating a multi-variation listing

GUIDE.SUMMARY What

- Multi-variation fixed price listings, also called multi-SKU or MSKU for Multi Stock Keeping Unit, allow you to put multiple variations (such as different colors and sizes) of one product into one listing and still price each variation differently.
- There is no additional fee for using the multi-variation option. It costs the same as a multi-quantity fixed price listing.
- There is no fee for merging your listings. You are charged only an insertion fee for the new listing.

Who

- US, UK/IE, DE/AT/CH, AU, CA (not CAFR).
- Sellers must go through

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1428> Strong ID verification before multi-variation options will be visible/available. If a transfer is needed, notate that the seller needs to be Strong ID'd for multi-variation listing.

Note: Do not use the term "Strong ID" with the customer. Instead, let them know the feature needs to be activated on the account level and you need to get them to someone who can do this. And once that is done, and they still need further help, they can request a transfer back for help setting it up for the first time.

This article covers

- Creating listings with variations.
- Variation error, how to identify and

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1057&ViewLocale=en_US#error steps to resolve

GUIDE.RELATED_LINKS Related help pages

- Creating a listing with variations

<http://pages.ebay.com/help/sell/listing-variations.html>

	Related	CSKB	
https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1059	Creating a listing using the SYI form		
https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1056	Revising a		

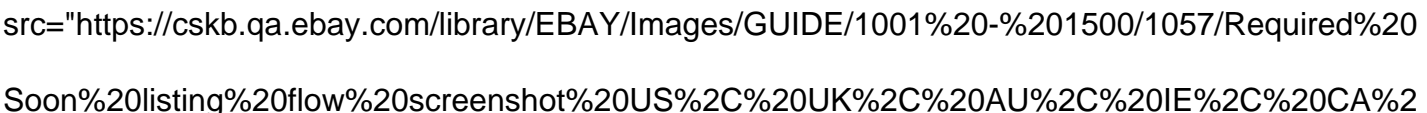
listing

- GUIDE.TALKING_POINTS Available categories
- The list of categories allowing MSKU listings changes from time to time. The best way to determine if MSKU is available for a category is to start creating a listing and see if the multi-variation option is available to you. If you have not disabled it, a pop-up message appears every time you list an item in a category where multi-variations are available.
- Because multi-variation works differently from category to category, we're rolling out the option in phases. While the option may not be available in a particular category now, it likely will be available in the future.
- [Multi-variation listing feature categories](https://www.ebay.com/help/selling/listings/creating-managing-listings/creating-listings-variations?id=4150)

Number of variations

- You can only have 250 total variations within a single listing.
- An example of one variation would be a brown, size 4, 1" width, suede clog.
- Each variation can have as many as 5 variation details.
- For example, variation details for shoes can be: Color, Size, Width, Material, Style.
- Each of the variation details can have as many as 50 different values. For example:
- Color: Brown, White, Green, etc. (as many as 50 different values).
- Size: 4, 5, 6, etc. (as many as 50 different values).
- Width: 1", 1.5", 2", etc. (as many as 50 different values).
- Material: Suede, Leather, Canvas, etc. (as many as 50 different values).
- Style: Clog, Sandal, Mary Jane, etc. (as many as 50 different values).
- Restrictions
- Best Offer is not available on listings with variations.
- Variations can be edited or deleted even if a variation has been sold.
- Once you've created a multi-variation listing, you can't change it to a regular fixed price or auction listing.
- Seller will not be able to use an active listing or sell similar to create a multi-variation listing.
- Multi-variation listings must be created as a brand-new listing; they cannot be created from an existing listing.
- Variation

sells out Variations that are sold out are not selectable on the item page and a Sold Out notice displays. That variation also doesn't appear in search. Are extra pictures included? You can add as many as 24 pictures per variation detail. You don't have to add pictures for every value of the variation detail you're showing. Best Match Best Match looks at a number of factors - including recent sales. For multi-variation listings, all of the counts from variants are aggregated into a single number for recent sales. For example, If a seller has sold 4 blue, 6 yellow, and 12 green shoes, all of the variants will get a count of 22 (4+6+12) sales. Using shipping discounts with a multi-variation listing If you offer a shipping discount, it only applies when a buyer purchase multiple quantities of the same item. For example, if a buyer purchases a small picture frame and a large picture frame from the same multi-variation listing, the shipping discount does not apply. This is because shipping costs can vary when buyers purchase different items from a multi-variation listing. </h2><h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE Note: Starting May 27, 2020, some sellers may receive an error like this attribute is not valid for this variation. Add a valid attribute or similar when they attempt to revise their MSKU listing(s). The seller created variation attribute they are using is no longer allowed and they will not be able to complete their revision until they change the variation name. For example: Sellers listing is for a Kitchen Faucet. The seller created a variation name of Type to pivot between Stainless steel, Chrome, Oil Rubbed Bronze, Gold, etc but the proper variation name should be Finish since Type is not a valid custom variation attribute for Faucets. To Fix: Sellers need to edit/remove the problem variation attribute Type and revise to Finish. Encourage sellers to revise their listings where applicable so they can retain their sales history. In some instances, if sellers are unable to find an appropriate attribute that describes the variations within their listing, they can remove the variation all together and create a separate listing to represent the additional products that were grouped together in the original listing. Example: A seller is listing a Hammer, Wrench, Screwdriver, Socket set in one listing these should be 4 separate listings. Problem listing example:

This listing contains the seller created variation name Model and the variants are items that should be in their own individual listings as they are unrelated SKUs:  While creating new variations in listings, sellers will receive guidance or errors to help them know that they need to select a different attribute for variations. Not all attributes will be able to be used for variations. If the seller cannot find a variation attribute that fits for their current SKU set, they should create a new listing for each SKU. Screenshot for creating a new listing:  These are the errors sellers will see in the various flows:

Use Case	Result	Inline Price/Qty Updates From Sellhub Active Listings - Calls Revise Item	Will be blocked with error "Invalid Variation Specific - The field is not allowed to be a variant"
		Revise Item - Native, Helix, BLING, Bolt Flows	When revising, sellers will get an error "Will be blocked with error "Invalid Variation Specific - The field is not allowed to be a variant"". They can drop the offending pivots and/or add new pivots (and those could be custom strings, they just cannot exactly match prohibited pivots like 'Gender' and 'Type'
		ReviseItem API call	If sellers attempt to revise Title, Qty, Price, etc. without also updating their MSKU pivots, they will get the error above. They must re-submit ReviseItem call to correct the pivots.
		ReviseInventoryStatus call	Will not be blocked

FAQs Why is eBay making this change? Sellers should be using the variation attributes eBay created for the category as part of our ongoing item specifics enhancements rather than seller created custom variation pivots. What do I need to do to resolve it? You can revise the listing to remove the variation, or you can end it and relist with new

variations. In both cases, you should only group variations that represent the same logical product. You would then create a new, separate listing to represent the additional products that were grouped together in the original listing. To edit variations on BLING, users will need to click on one of the columns of that MSKU listing: photo, quantity, or Buy It Now price. How do I know if my listings are impacted? When you go to revise your listing, you will receive an error message(see above). How can I learn more about item specifics? Please visit our seller center for the latest information regarding item specifics:


<https://pages.ebay.com/seller-center/listing-and-marketing/item-specifics.html>

Create a multi-variation listing

- Click Sell at the top of most eBay pages. You may need to sign in.
- Search for and select a category. Click Continue.
- If asked whether you want to create a listing with variations, select Yes and click Continue.
- Expand the List multiple variations of your item section.
- Click Create variations.
- Add your variation details (color, size, etc.) and their values (red, 11, etc.) and click Continue.
- Add the item specifics (brand, style, etc.) that apply to all your variations and click Continue.
- Review your variations (removing any you dont have in stock) and click Continue.
- Add a main default photo along with any variation photos and click Continue.
- Enter the price and quantity for each variation and click Save.
- Fill out the rest of the Sell Your Item form and submit your listing.

How to add images to your variations that change with buyer selection

- On the add photos stage of creating your variation, locate the Show variation section.
- Beside the words "Show variation" is a drop down, this controls what selection changes the photo.
- In this example, we're using women's t-shirts, and we want it to change photos with the color.



`src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1057/Helix%20variation.PNG"`

- Once you select a variation type (e.g. color), all of your options for that variation will appear

and each will have a button to add photos.

- Once the item is listed, the listing will change the photo based on the variation (e.g. color) they select. You can only have one variation (e.g. color) that changes photos so choose wisely.
- Note: The reason why color is used in this example is that this listing has only two variations, size and color. The shirt will look almost the same with size, but would look different with the color choice, so this makes sense as the point at which the image should change. An image can also only link to one variation. This is because the "red shirt" should only be one shade of red. If the seller also has a "dark red shirt", that should have its own photo since it is not the same color as the "red shirt". Examples of buyer side variation selection screens

Click on the tabs below to see an example screenshot of how images will change based on buyer selections. Click any image to enlarge.

-

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1057&ViewLocale=en_US#tabs-1 &No customer selections (Default Image Shown)

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1057&ViewLocale=en_US#tabs-2 &Size selection only (Default Image Shown)

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1057&ViewLocale=en_US#tabs-3 &Color selection only (Image changes)

--	--	--

GUIDE.TIPS_FOR_MEMBERS

Best practices when listing with variations

- Consider listing in only one category.
- If you choose to list in 2 categories, make sure that both categories allow listings with variations.
- Emphasize your most popular variations.
- List your product so that buyers can easily see the information they're most interested in. For example, in most Clothing, Shoes & Accessories categories,

buyers want to see the various colors and sizes available.

- Remember to add plenty of pictures.
- Use variation details and item specifics for which buyers are likely to search. Item specifics can help attract buyers to your listing, and we encourage you to follow the recommendations we provide during the listing process.
- When you specify a color, choose the more common color name, such as "red", instead of a unique color name, such as "cranberry".
- Use a unique color name only when you're sure that buyers will search for it.
- Make the most of your photos. Pictures help buyers decide whether to buy an item, especially in listings where there is more than one variation of your product.
- We recommend at least one picture that displays all the variations in the listing, and at least one picture for each variation.
- Try different combinations of details.
- Experiment with your listings to see which approach is the most successful in helping you sell your items.
- Example: You want to list cobalt blue Fiestaware place settings. Instead of selecting color as a variation detail (since they're all cobalt blue), you could enter "plates" as a variation detail, and then specify "dinner", "salad", and "dessert".
- Consider the duration of your listing and monitor your inventory.
- Consider using a time frame of Good 'Til Cancelled for your listings with variations, and keep the items listed for as long as possible. Popular listings can appear higher in search results, allowing you to reach more buyers.
- When you sell an item, we deduct the item automatically from your quantity and price list for that variation.
- If you sell out of an item, it shows in your listing as "out of stock" until you replenish it.
- Use the Quantity and Price page to track your inventory. Make sure you don't sell out of all your variations. If you sell all the variations of the item, the listing will be removed from search results. Your listing information will be saved in your sold folder for 90 days. You'll need to relist the item to sell more.
- Use variations

that are appropriate for the item. For example, don't list a "gloves" variation of a listing for a pair of shoes. Attempting to avoid fees by selling different products with one variation listing is a violation of our fee avoidance policy and can cause poor search and buying experiences.