Using the eBay catalog

<h2>GUIDE.SUMMARY What <ul> The eBay catalog is an extensive online library of information and images for many products on the market today. There are two catalogs available to sellers: <ul> The first catalog supplies product information based on vendors and brands with input from 3rd parties. This catalog provides high quality information, but the coverage of products may be limited. The second catalog is being introduced to sellers as a pilot. Known as Products Everywhere, this catalog creates a product description based upon a bar code or Universal Product Code. This catalog covers many more products, but the quality of information may be less than the first catalog. Sellers who see both catalogs may choose either one. Sellers may edit their listings no matter what product information is input from the catalog.   When you list using the eBay catalog, product specifications like brand, model number, dimensions, performance, color, capacity, compatibilities, and professional photos are included automatically in 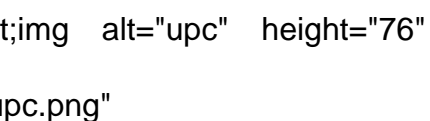your listing. Why <ul> Buyers are more likely to buy if they can see key product information immediately. By including details from our product catalog in listings, you create a shopping experience that speeds up the buyer's path from search to purchase.   </h2><h2>GUIDE.TALKING_POINTS What eBay locales have the catalog? Currently, the eBay catalog is available in US, UK, and Germany (DE). Universal Product Code (UPC) Universal Product Code (UPC) is a unique 12-digit number commonly found printed next to the barcode on a product or packaging. The UPC is used to identify and track products. The barcode is a machine-readable version of the UPC.

 <img alt="upc" height="76" src="https://cskb.qa.ebay.com/library/EBAY/Images/3501-3700/3615/upc.png" width="140"> International Standard Book Number (ISBN) International Standard Book Number (ISBN) is a unique 10- or 13-digit number printed on books to identify and track them. The ISBN is printed in English next to the machine-readable

barcode version.

 <img alt="isbn" height="141" src="https://cskb.qa.ebay.com/library/EBAY/Images/3501-3700/3615/isbn.png" width="224"> Global Trade Identification Number (GTIN) Global Trade Identification Number (GTIN) is a 14-digit code that can be used in place of a UPC to track products. It is printed in English and in barcode form like UPCs and ISBNs.

 <img alt="gtin" height="160" src="https://cskb.qa.ebay.com/library/EBAY/Images/3501-3700/3615/gtin.png" width="239"> Bundles <ul> If you're listing a product bundle, simply use the keywords or UPC code for the main product. Select that product from the catalog, choose the bundle flag, and then use the seller tags to list the additional components included in your bundle. This ensures you are included in the area where bundles are shown on the product page. It's also a good idea to include a list of the bundled components in your listing description. Group (or lot) If you're listing a group of items (such as a lot of camera film), we recommend that you don't use the eBay catalog. Instead, place those items in the Wholesale Lots category. Multi-quantity listings <ul> If you have more than one of an identical item, find the item in the catalog to associate your listing with and create a multi-quantity fixed price listing. Missing parts/components <ul> If your item is missing components, follow listing best practices. Use the most appropriate item condition and clearly call out what's missing in your item description. For example, if you're selling a new television thats missing the remote control, list with the corresponding product details and clearly call out that the remote control unit is missing from the item in both your title and description. Note: Items that are missing components are not considered to be in new condition. Used or refurbished <ul> If your item is used or refurbished, select the most accurate item condition and use the listing description to provide a detailed description of any wear or flaws. Include item details and photos that accurately depict the item condition. Item not in catalog

When searching the catalog, make sure that your spelling is correct; try searching with fewer or different words. If a product doesn't exist in the catalog, or the item's unique identifier (ISBN, UPC, etc.) doesn't match one in our current catalog, you'll still be able list in the category. Such listings still appear on the search results page for that item, but don't appear on the product page. We review these listings and if a product match is found in the catalog, we map the listing to that item. You're notified by email of the change. Right product, wrong information <ul> In the event that an eBay Money Back Guarantee case is opened and is found to be the result of inaccurate information in the eBay catalog (rather than the result of a seller listing an item with a non-matching product in the catalog), the case doesn't count against the sellers performance. If we find that the catalog caused the transaction problem, any negative or neutral feedback or detailed seller ratings can be removed as well. Additional details needed <ul> When listing with the catalog, you can include in your description additional details that are not noted in the catalog description. However, don't include more detail until you first make certain you've chosen the right product in the catalog. Wrong product, wrong information <ul> When you select product details from the catalog, be sure they're an exact match with what you're selling in your listing. It's against our search and browse manipulation policy to use the product details for a product you aren't listing. If your item doesn't match, your listing may be removed, and you may be subject to a range of other actions, including restrictions of your buying and selling privileges and suspension of your account. New products/details available <ul> Listings are mapped to new catalog additions as they become available. When this happens, we encourage you to relist or revise your listings. Why does the item I listed with the eBay catalog have a video? We add video reviews to catalog items to enable more engaging buyer experiences. Removing a YouTube Video from

your listing <ul> For some products, YouTube videos are automatically added when sellers use the eBay Catalog to create a listing. This video is chosen automatically through the WebyClip Service. The video is just an example and is not intended to represent the listed item. If you'd like to remove the video: <ol> Log in to your eBay account and go to the listing page. In the "Detailed item info" section below the video, click "Report." Choose: "I don't want this video in my personal listing." Enter your username or registered e-mail address. Click Send. Note: The video should be removed from your listing in under 15 minutes.   I successfully removed a video from my listing, but now there's a new video in my listing. If you don't want any videos added to your listing, go to the listing and click the trash can icon in the lower-left corner of the video. In the window that pops up, select Remove all videos - Disable video review for this listing, and then click OK. </h2><h2>GUIDE.DETAILED_INFORMATION </h2><h3>Videos in the eBay Catalog</h3> Click on the sections below to expand examples of a listing with and with out eBay Catalog Videos. You can also click on an image to enlarge it. What does a listing look like that is using the eBay Catalog with Catalog Videos? What does a listing look like with out Catalog or Catalog Videos?   The catalog video shows in two places as indicated in the below screen shots.
    Catalog Not Used Single Catalog Video Multiple Catalog Videos When the eBay catalog is not used, it does not show a video in the standard Catalog locations like in the above example. The seller can still remove the catalog video if they do not want it in the settings.

 Also,

the seller can still manually add a video of their choosing. This video is always be in the Item Description section. This can be in addition to an eBay Catalog video, or instead of a Catalog video.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1044/Catalog_NoVideo.gif"> Location one, under customer uploaded images. It says "Video Review" above it.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1044/Catalog_WithVideo01.gif">

 Location two, in the "Detailed Item Info" section. This is in the "Product Highlights" section.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1044/Catalog_WithVideo02.gif"> Under the customer uploaded images, there is a carousel of videos. If there are more than 3 like in this example, there are scroll arrows on the left and right to see the other videos.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1044/Catalog_MultipleVideos01.gif">
 ;
 There will still be only one video in the Detailed Item Info section.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1044/Catalog_MultipleVideos02.gif">

<h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE Report missing or wrong catalog information <ul> Members can email sdsupport@ebay.com with a description of their catalog issues. Teammates: If you believe 2 listings have been incorrectly clustered together, or if you have questions for the Catalog team, you may submit them to sdsupport@ebay.com   </h2>