



Case Study

Creating Jewelry products
with or without variants



Pre-requisites

- Everything must have SKU !
- Products must have unique SKU
- Variants must have unique SKU
- Images are on a white background Image size minimum 100px
- You registered your brand or got an exemption on Amazon

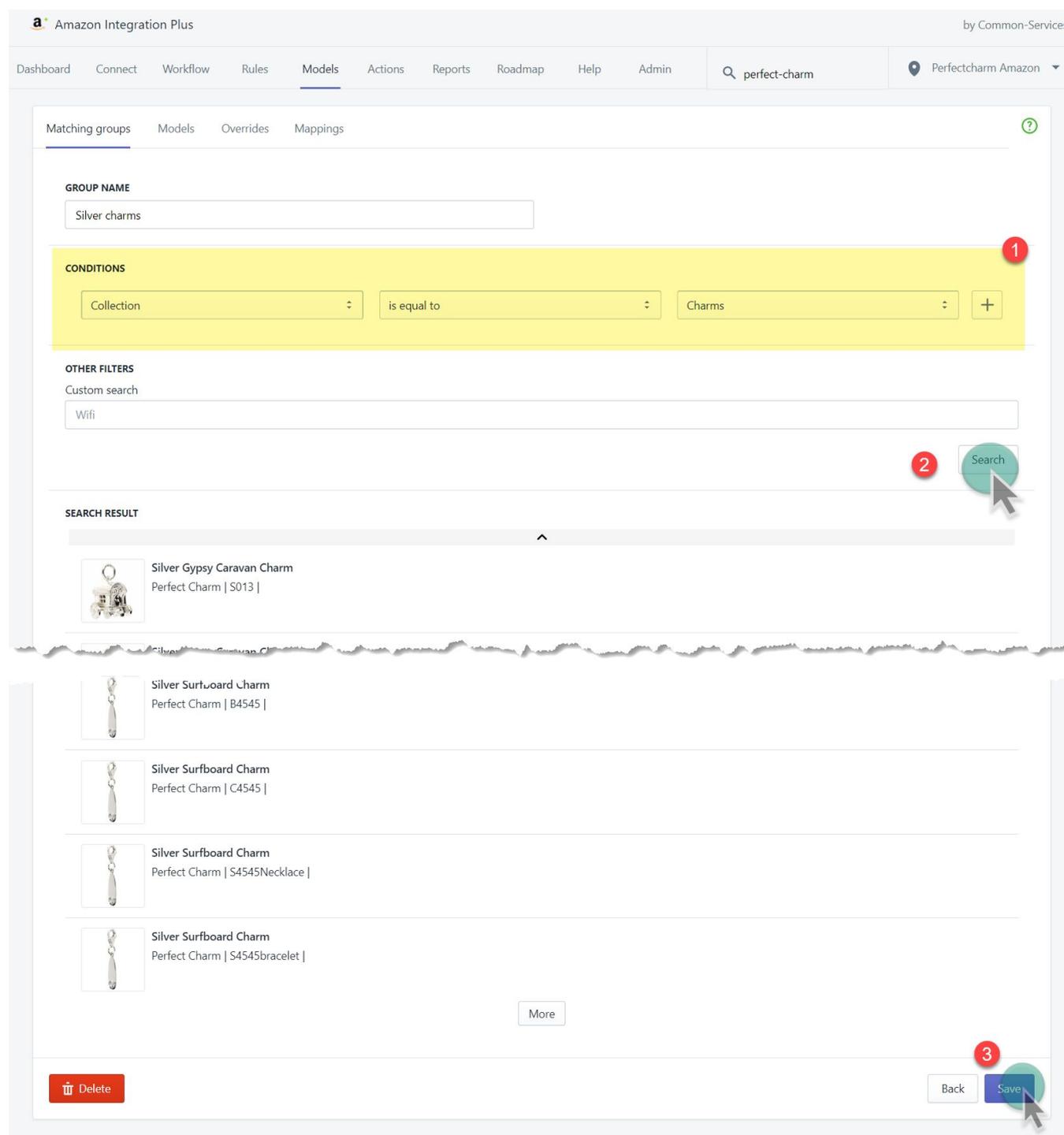
App side;

- Your products are in a collection in Workflow > Collections
- They appear in Catalog > Action

Then, let's start...

Create a matching group

Create a matching group corresponding to a family or style of your items, well classified, for example products with variants/options and products without. Necklaces : together, etc.



Amazon Integration Plus by Common-Services

Dashboard Connect Workflow Rules **Models** Actions Reports Roadmap Help Admin

perfect-charm Perfectcharm Amazon

Matching groups Models Overrides Mappings

GROUP NAME
Silver charms

CONDITIONS

Collection is equal to Charms

OTHER FILTERS
Custom search
Wifi

Search

SEARCH RESULT

- Silver Gypsy Caravan Charm
Perfect Charm | S013 |
- Silver Surfboard Charm
Perfect Charm | B4545 |
- Silver Surfboard Charm
Perfect Charm | C4545 |
- Silver Surfboard Charm
Perfect Charm | S4545Necklace |
- Silver Surfboard Charm
Perfect Charm | S4545bracelet |

More

Delete Back Save



Create a model

- A model will apply for the entire product selection contained in the matching group.
- Create a model with a product type matching as best as possible your product universe.
- Select your exemption, usually Generic and your Brand override, 2 cases, Generic or the Brand granted by Amazon (case sensitive!)

Amazon Integration Plus by Common-Services

Dashboard Connect Workflow Rules **Models** Actions Reports Roadmap Help Admin

Matching groups **Models** Overrides Mappings ?

Edit a model

Product Type: Jewelry - Fine other Select

Variation theme

Attributes Add

Product code exemption: Generic

Brand override: My Brand

Manufacturer override:

Models allow to enrich data of matching groups (set of products). You must configure the product type, universe and mandatory attributes.

Delete Duplicate Cancel Save

[? How to configure your Models ?](#)



Create a model

- Then, add your attributes; Title, Description are already defaults, they are not necessary.
- You need at least to add 1 attribute.
- Don't overload at the beginning your attribute least: it could not work, you will add many attributes later to enrich your feed
- At the beginning put the essential attributes, example, Target Audience: Women

Matching groups Models Overrides Mappings

Edit a model

Product Type: Jewelry - Fine other Select

Variation theme ⌵

Attributes Add

Target Audience (target_audience_base) Remove Edit

Default value No configured

Product

Manu

Mode

Del Save

Target Audience (target_audience_base) ×

Edit attribute

Default value ⌵

Children

Men

Unisex

Women

Example: Women

Cancel Save

? How to configure your Models ?

Send your products to Amazon



At the beginning, you will send only 1 sample to ensure all is doing well, once the product will appear on Amazon, you will send the other ones.

Here we choose 1 product with its variants and send it to Amazon;

Catalog Orders Operations Scheduler Feeds Failures

Export Amazon.co.uk

Match

Lookup Send prices Send quantities Send images Send metadata (title, description, category, etc.)

Search **Advanced** Export all Export selected

Upload

1 Matching Group List only inexistent products on Amazon Availability > 0 Products with barcode only

Filter 2

Products Total: 5 Showing: 5 Selected: 5

<input type="checkbox"/>	SKU	Barcode	Asin	Title	Group	Qty	Price	Synced	✓
<input checked="" type="checkbox"/>	S1441		B008F69T4E	Silver Cut Out Owl Charm - Charm alone	Silver charms	1	£13	Yes	
<input checked="" type="checkbox"/>	C1441		B008F69UHA	Silver Cut Out Owl Charm - on Clip on clasp	Silver charms	1	£15	Yes	
<input checked="" type="checkbox"/>	B1441		B08GSQ2W59	Silver Cut Out Owl Charm - with Carrier Bead	Silver charms	1	£15	Yes	
<input checked="" type="checkbox"/>	S1441Necklace		B08GSQ7BJC	Silver Cut Out Owl Charm - with necklace	Silver charms	0	£21	Yes	
<input checked="" type="checkbox"/>	S1441bracelet		B08GSPBPQG	Silver Cut Out Owl Charm - on Bead Elastic Bracelet	Silver charms	0	£23	Yes	

✓ Can be created



Check the export

In the Scheduler tab, you will see if the export has been well sent ;

Catalog Orders Operations **Scheduler** Feeds Failures ?

Search items Search

✓ Amazon Offers Select Title Refresh

✓ Amazon Offers Update Send offers to Amazon Tue, Sep 8, 2020 2:52 AM 1 hour ago Close

Summary

Title	Update offers on Amazon	Success	1	Start	2020-09-08 02:52:52
Message	Offers updated successfully	Warning	0	Stop	2020-09-08 02:52:59
Batch Id	6e07b8cf49b3eb190c6812102e14a775 📄	Error	0	🕒	6.65"

Messages

Messages	✓	⏸	⚠	Start	Stop	🕒
Update offers for Amazon.co.uk	0	0	0	02:52:52	02:52:52	-6.30"
Product updated, feed submission id: 76739018513, 6 items updated	1	0	0	02:52:52	02:52:59	6.30"
6 offers updated for Amazon.co.uk	0	0	0	02:52:52	02:52:59	0.00"

✓ Amazon Offers Update Send offers to Amazon every 4 hours Tue, Sep 8, 2020 1:15 AM 3 hours ago View

✓ Amazon Offers Update Send offers to Amazon every 4 hours Mon, Sep 7, 2020 9:15 PM 7 hours ago View



Check the result

In Feeds, you will see if the feed has been well accepted by Amazon;

The result of operations should appear between 5 to 15 minutes;

Amazon Integration Plus by Common-Services

Dashboard Connect Workflow Rules Models **Actions** Reports Roadmap Help Admin

Catalog Orders Operations Scheduler **Feeds** Failures

All Filter Search items Search

Product Errors Offer Errors

	Submission ID	Status	Type	✓	⚠	P	🔔	📅	🕒	Refresh
	76743018513	Done	Image	50					Tue, Sep 8, 2020 2:59 AM 44 minutes ago	51"
	76740018513	Done	Inventory	5					Tue, Sep 8, 2020 2:55 AM 49 minutes ago	38"
	76741018513	Done	Price	5					Tue, Sep 8, 2020 2:55 AM 49 minutes ago	41"
	76738018513	Done	Product	6					Tue, Sep 8, 2020 2:52 AM 50 minutes ago	96"
	76739018513	Done	Relationship	4	1				Tue, Sep 8, 2020 2:52 AM 49 minutes ago	46" View
	76721018513	Done	Product	1088	2				Tue, Sep 8, 2020 1:15 AM 2 hours ago	47" View

All is green ! let go check on Amazon after a while...

Then on Seller Central



You product with its variants appears well!

You are done and can continue to send all the other products from this matching group.

amazon seller central europe Catalogue Inventory Performance Apps & Services English Search Help Settings

All Inventory | Suppressed | Manage Pricing | Listing Quality Dashboard NEW

Manage Inventory [Learn more](#) | [Rate this page](#)

Add a Variation Add a product Preferences: 6 columns hidden NEW

Action on 0 selected Search SKU, Title, ISBN Search 1 product(s)

Filters: Listing Status: All Active Inactive Search: Title/Keyword SKU ASIN UPC, EAN Additional filters

Status	Image	SKU Condition	Custom	Product Name ASIN	Date Created Status Changed Date	Available	Estimated fee per unit sold	Price + Postage	Lowest Price + Postage	Save all
<input type="checkbox"/> Variations (4)		1053692609		Silver Cut Out Owl Charm B08GSQ6DRW	27/08/2020 13:44:08 27/08/2020 13:44:10		-			Edit
<input type="checkbox"/> Active		S1441Necklace New	Disabled	Silver Cut Out Owl Charm - with necklace B08GSQ7BJC	27/08/2020 13:45:59 27/08/2020 13:47:17	10	£5.36	£ 26.29 + £0.00 Migrated Template	✓ Lowest	Edit
<input type="checkbox"/> Active		B1441 New	Disabled	Silver Cut Out Owl Charm - with Carrier Bead B08GSQ2W59	27/08/2020 13:44:02 27/08/2020 13:47:13	11	£3.83	£ 18.79 + £0.00 Migrated Template	✓ Lowest	Edit
<input type="checkbox"/> Active		S1441bracelet New	Disabled	Silver Cut Out Owl Charm - on Bead Elastic Bracelet B08GSPBPQG	27/08/2020 13:43:56 27/08/2020 13:47:14	10	£5.87	£ 28.79 + £0.00 Migrated Template	✓ Lowest	Edit
<input type="checkbox"/> Active		C1441 New	Disabled	Silver Cut Out Owl Charm - on Clip on clasp B008F69UHA	27/06/2012 11:47:48 27/06/2012 11:47:47	11	£3.83	£ 18.79 + £0.00 Migrated Template	✓ Lowest	Edit

Page 1 of 1 Go 25 results per page

Help Programme Policies English

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And on Amazon



Your product appears perfectly;

The screenshot shows the Amazon.co.uk product page for a 'Silver Cut Out Owl Charm' by Perfectcharm. The page layout includes a top navigation bar with the Amazon logo, account information, and a search bar. Below this is a secondary navigation bar with categories like 'Amazon Fashion', 'NEW', 'WOMEN', 'MEN', 'KIDS & BABY', 'LUGGAGE', 'BRANDS', and 'DEALS'. A green banner promotes 'gift cards' with the text 'Add a little extra to your present'. The breadcrumb trail reads 'Women > Charms > Bead Charms'. The product image shows a silver owl charm with a carrier bead. The price is listed as £28.79, with a promotional offer of £18.79. A table of options shows different ways to wear the charm: 'on Bead Elastic Bracelet' (£28.79), 'on Clip on clasp' (£18.79), 'with Carrier Bead' (£18.79), and 'with necklace' (£26.29). The 'on Bead Elastic Bracelet' option is selected. A list of bullet points describes the charm's features: British Made Sterling silver, available with a jump ring, clip on clasp, carrier bead, or necklace. The right sidebar contains the price (£28.79), delivery cost (£3.50), stock status ('In stock'), quantity selector (set to 1), and buttons for 'Add to Basket' and 'Buy Now'. It also includes a 'Secure transaction' badge, shipping information, and social sharing options.

Brand: Perfectcharm
Silver Cut Out Owl Charm

Price: £28.79
Pay ~~£28.79~~ £18.79: get a £10 gift card upon approval for the Amazon Classic Mastercard. Terms apply.

Style Name: with Carrier Bead

on Bead Elastic Bracelet £28.79	on Clip on clasp £18.79
with Carrier Bead £18.79	with necklace £26.29

- British Made Sterling silver charms
- Available with a jump ring for addition to charm bracelet with pliers
- Or available with a clip on clasp
- Or available with a carrier bead for Pandora style bracelets
- Or available on a necklace or an elastic style silver bead bracelet

Report incorrect product information.

£28.79
£3.50 delivery: Sep 15 - 23 Details

In stock.

Quantity: 1

Add to Basket
Buy Now

Secure transaction

Dispatched from and sold by Perfectcharm.

Deliver to Olivier - Marseille 13002

Add to List

Share

Next steps:

- Add attributes to your model to enrich your feed.
- Categorize your product in Rules > Categories for a better exposition