

Listing on Amazon

Amazon Marketplace differs from other major marketplaces. Unlike other channels, it groups all sellers for the same product together on a shared listing, which is identified by a listing ID called an [ASIN](https://help.sellercloud.com/article/m5TI6ib0Pg-asin) (<https://help.sellercloud.com/article/m5TI6ib0Pg-asin>).

When posting listings to Amazon:

- SellerCloud can identify if a product is already listed and if so, [find and import the correct ASIN](https://help.sellercloud.com/article/wQxLplvyvN-getting-a-asin) (<https://help.sellercloud.com/article/wQxLplvyvN-getting-a-asin>) based on the product's UPC
- If an ASIN does not exist for the product being listed, one must be created (if posting items that haven't been listed on Amazon, learn how to [create a new ASIN](https://help.sellercloud.com/article/P44YAWj4el-create-new-asin-on-amazon) (<https://help.sellercloud.com/article/P44YAWj4el-create-new-asin-on-amazon>))

This topic explains how to list products that already have an existing ASIN on Amazon.

To allow posting, a product must be [ready for Amazon](https://help.sellercloud.com/category/pNx5I58Rtl-amazon-properties) (<https://help.sellercloud.com/category/pNx5I58Rtl-amazon-properties>), and should be [Amazon Enabled](https://help.sellercloud.com/article/t1JGJPCSXS-enabling-and-disabling-products-for-amazon) (<https://help.sellercloud.com/article/t1JGJPCSXS-enabling-and-disabling-products-for-amazon>) to send the correct inventory quantity.

Post individually from Amazon Properties pages

- **Recommended:** Open Product > Toolbox > Amazon Properties > Action Menu > **Post to Amazon (Existing Catalog)**
- **Alternative:** Product > Toolbox > Amazon Properties > Action Menu > **Post to Amazon (Partial Update)**
- **Alternative:** Product > Toolbox > Amazon Properties > **Amazon Enabled** > **Post to Amazon.**

See a [detailed description](https://help.sellercloud.com/article/p0Ngkr4MLf-listing-on-amazon#listing_option_descriptions) (https://help.sellercloud.com/article/p0Ngkr4MLf-listing-on-amazon#listing_option_descriptions) of these options.

Post in bulk from the Manage Inventory page

- Select products > Action Menu > select **Launch on Amazon Catalog > Go**
- **Alternative:** Select products > Action Menu > select **Launch on Channel > Go** > Choose "Amazon" from the **Channel** dropdown field > **Continue**.

See a [detailed description \(https://help.sellercloud.com/article/p0Ngr4MLf-listing-on-amazon#listing_option_descriptions\)](https://help.sellercloud.com/article/p0Ngr4MLf-listing-on-amazon#listing_option_descriptions) of these options.

Listing option descriptions

The table below describes the listing options:

OPTION	ACTION
<p>Launch on Amazon Catalog from Manage Inventory page</p> <p>Post to Amazon (Existing Catalog) from Amazon Properties page</p>	<p>Posts the items on Amazon, but the uploaded document contains minimal information that only affects your product, not the entire listing:</p> <ul style="list-style-type: none">• ProductID• Price• Quantity• ASIN• ProductTaxCode• Condition Type• Condition Note• Fulfillment Latency

<p>Launch on Channel from Manage Inventory page</p> <p>Post to Amazon from Amazon Properties page</p>	<p>Sends the following:</p> <ul style="list-style-type: none"> • SKU • ASIN • TaxCode • LaunchDate • ConditionType/ConditionNote • Title/Brand/Bullet Points/Package Dimensions/Manufacturer/MfrPartNumber (Description) <p>This generates a complete update file, which means any information included, or <i>information not included</i> in the feed, may replace or delete product information that was entered on the listing by other sellers, depending on if you have page detail control. Read more about Page Ownership and Page Detail Controls for Amazon here (http://www.amazon.com/gp/help/customer/display.html?nodeId=200202130).</p> <p>Note: This will delete product information in your SellerCentral account that you have may have entered on the product details; for example, if you created the listing through Seller Central and only afterward brought it into SellerCloud.</p>
<p>Post to Amazon (Partial Update)</p>	<p>Sends the following:</p> <ul style="list-style-type: none"> • SKU • ASIN • TaxCode • LaunchDate • ConditionType/ConditionNote • Title/Brand/Bullet Points/Package Dimensions.Manufacturer/MfrPartNumber (Description) <p>This feed is sent as a Partial Update, which means it only updates information that is sent. Data that is excluded in the feed is not overwritten (for example, UPC).</p>

Some products that you want to post on Amazon may be new to the channel and require the creation of new ASINs. For example, this happens for handmade or private-label items that are not sold by other merchants. SellerCloud offers a function to list the product directly to Amazon and create a new ASIN.

