



## Handmade is launching a new listing experience that enables variations!

Thank you for attending the Handmade webinar! We compiled resources to help introduce you to variations and the new listing experience!

### Key notes

- This feature will be rolled out in phases, starting on April 6<sup>th</sup>.
- It is not mandatory to use variations, the new listing experience will not affect your current listings. You can choose to update your products if that makes sense for your business.

### Seller University Videos

[Variations Overview](#)

[How to Create a Variation Family](#)

[How to Add an Existing ASIN to a Variation Family](#)

[How to Add a Custom ASIN to a Variation Family](#)

### Best Practices

- **Set aside an hour to create your first variation and familiarize yourself with the new listing experience.** Most Makers indicated they were able to create their first variation in under 20 minutes during testing; however, setting aside extra time can help reduce stress while learning the ins and outs of the new listing experience.
- **Use existing ASINs to maintain reviews and sales history.** Do not create new ASINs for existing products, including custom ASINs. Watch the Seller University video: How to add an existing ASIN to a variation family to learn more.
- **Upload unique images for child ASINs that highlight the variant.** If you are offering both a silver and gold variant of a necklace, ensure the child images show just the variant selected. Displaying all variants in a main image can be confusing for customers.

- Only use variations to group like products together. Variations should not be used to group unlike products together. All your variational products should be materially similar so that the product image that the customer sees in search results is the same basic product that they will see on the product page. For example, do not group a long-sleeved t-shirt with a short-sleeved t-shirt together.
- Refer to the variation how to videos if you are stuck creating your listing. During the beta, Makers indicated videos as the most helpful tool when creating a variation for the first time.
- Combine variations and customizations together when appropriate. A product detail page can have both variation and customization options on a single detail page. This is beneficial if you want to offer customers both a ready-made version, and the option to create a one of a kind or personalized product. For example, a detail page can show a bar necklace in yellow and white gold and the option to provide a personalized engraving.

## [FAQs](#)

- ***May I request access to the new listing experience?***

No. The new listing experience is rolling out over the course of a few weeks. Handmade Support cannot manually add the new listing experience to your account.

- ***Am I required to update my products?***

You are not required to make any changes to your products. The new listing experience will not affect your current listings. You can choose to update your products to utilize the new variation feature if it makes sense for your business.

- ***What is changing with customized listings?***

In the new custom listing experience, you will first create the product listing, save and publish. Then go back to the “Manage Inventory” and click the “Edit” drop down on the ASIN and select “Add/Edit Customization Options” to add customization to your listings.

- ***How do variations look like for FBA items?***

Variations under the Handmade category will function the as other categories. Since there only changes happen on a detail page level, the ASINs or SKUs are not affected.

- ***Why should I use an existing ASIN in a variation family?***

Using an existing ASIN in your new variation family, will save sales history, reviews, and help your products with search relevancy.

- ***I have variation options set up as custom options, should I migrate them over to a variation family?***

You know what is right for your business, however, there are a few benefits to migrating your custom listings to a variation family:

- Each variation is assigned its own SKU and ASIN making it easier to fulfill orders.
- Customers can quickly see the different variants of a product on your product page.
- Each variant will populate in search based on the search term used. Example: If you offer a gold and silver ring in a variation family, and a customer searches for “Gold Ring” your gold ring will populate in the search results.

- ***I created a variation family, but child ASINs or reviews have not merged onto one detail page. What should I do?***

In most cases variation families and reviews will merge onto a single detail page in under 15 minutes. However, we recommend waiting a full 24 hours before contacting Handmade Support to give the process time to populate.

- ***May I change the order of the variation on my detail page?***

No. The order of the variations are populated automatically and cannot be changed.

- ***My products are in FBA, can I convert them to variation families?***

Yes! Changing FBA products from a single detail page to a variation family does not change the ASIN or SKU of the product and can be updated without removing inventory from the fulfillment centers.

- ***How do I delete a variation family?***

To remove a variation family, and have all your products on separate detail pages, delete the parent ASIN only from the Manage Inventory page. Your child ASINs, will then all become stand-alone ASINs.

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