

Product Categorization Made Easy with ChannelAdvisor

You've probably heard the phrase "making something out of nothing." Well, in a sense, that's just what ChannelAdvisor is doing (in a good way) with our suite of Categorizers. They'll help you get your products onto online marketplaces — even if you don't have the category data that's required to get these products live.

Our Categorizer suite, part of ChannelAdvisor Marketplaces, gives you a solution for three of the hottest online marketplaces: Amazon, eBay and Jet. You'll be able to take SKUs new to these marketplaces and skip the step of researching and finding the perfect category for each of your products — which in many cases can be the most arduous part of the launch process. Instead, the Categorizers submit your products without this category information and work with the marketplaces to categorize your products.

Save time getting new products to market by using the Categorizer suite to assign marketplace categories automatically.

THE AMAZON CATEGORIZER

If you've looked through Amazon's browse structure, you know that there's a category node for almost any product on earth, from A to Z. Drilling into this category tree to find the appropriate Item Type Keyword (ITK) for your catalog is daunting and takes time that you could be using for other tasks. With the Amazon Categorizer, ChannelAdvisor will pull down a recommended ITK value for each of your products and place them in a dedicated interface for you to accept or reject — a task you can even do in bulk. As a result, onboarding new inventory is even easier.

THE EBAY CATEGORIZER

Likewise, eBay's category tree is extensive, and the eBay Categorizer makes sifting through and finding the appropriate category effortless. With the eBay Categorizer, your product listings go live and the assigned category is added to the inventory data for each SKU. After that, ChannelAdvisor's Actionable Retail Insights will continue to look for recommendations for category tweaks and optimizations as eBay suggests them. This means that your items get online quickly, and if eBay data shows that another category would further improve your product visibility and conversion, then you'll get that data. The bottom line is that you can feel confident that you'll always be putting your best foot — or category — forward on eBay.

THE JET CATEGORIZER

When expanding to new marketplaces, one of the hurdles is understanding each channel's category taxonomy. Then there's the task of adding all of that category information to your products so you can jump into your new marketplace and sell. If you're looking to expand to Jet, the Jet Categorizer will make the process a lot easier. The Jet Categorizer looks at the Amazon ITK category for your ASINs and then determines the best corresponding category on Jet. That Jet Category ID is then sent to Jet for you — and you're one step closer to launching that product on Jet.com.

HOW THE CATEGORIZERS HELP WITH CROSS-BORDER TRADE

Maybe your business has all the category info you need to launch and get your products live. Great! But what about when you're ready to expand to new geographies? Let our Categorizers help make an international move easier by classifying your products into global eBay and Amazon categories. The Categorizers work just like they do for your domestic products, but will also help assign categories for use in cross-border trade.

GET STARTED

Whether you have a handful or a warehouse-full of products to add to online marketplaces, the ChannelAdvisor Categorizer suite helps you speed up the listing process and more accurately place items into the right categories on popular marketplaces. Get products to market faster and save time in the process. What's not to love about that?

For more information on how ChannelAdvisor can help you sell more and increase efficiency on online marketplaces, [browse our website](#), or contact us at info@channeladvisor.com or 866-264-8594.

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