



# Guide to Catalog Management

## Why do I have to enter my product catalog?

Reviewbox allows customers to upload and actively manage their own product catalog. We understand that your catalog changes over time as new listings are added and old ones are dropped. Managing your catalog with Reviewbox allows the flexibility to choose how many and which listings to monitor at any given time. You may only want to monitor a subset of your listings during certain times of the year.

Competitive product research is another important capability that Reviewbox enables. You may track competitive products or use Reviewbox to do new product research. When you are finished with your research, you can remove those listings from your active catalog.

## What should my product catalog include?

To use Reviewbox to monitor your e-commerce listings, you'll first need to assemble the information that Reviewbox uses to locate your products on Amazon and other retailers. An example product catalog is shown below. The **source** column specifies the retail site where each product listing appears and the **id** column is the specific identifier used by that retailer to identify your product. For Amazon.com, this **id** is the ASIN. The **source** and **id** are the only required information to begin using Reviewbox. If you wish to track and enforce Minimum

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Advertised Price (MAP) for your listings, you may also include columns for the **min** and **max** allowable price. For more about managing MAP prices, see [Managing MAP prices](#), below.

source*	id*	Manufacturer Model Number (Custom Field 1)	Brand (Custom Field 2)
overstock	28681356-000	AT0093	MyBrand1
walmart	696207600	AT0093	MyBrand1
amazon	B07QN1QMQG	AT0093	MyBrand1
overstock	36027481-000	CT0052	MyBrand1
wayfair	W003135968	CT0052	MyBrand2
amazon	B07N8XDBMW	CT0052	MyBrand2

\*Note: source and id are required fields.

## What are custom fields and why should I use them?

You may be offering the same product across multiple retail sites. In this case, you might add a field to the catalog that specifies your internal identifier for the product (such as a manufacturer model number). **You can use additional Custom Fields to help organize, filter, and generate reports about your product listings.** Examples include the UPC, product category, brand, business unit, and other information.

## How to assemble your catalog in a CSV file

Your product catalog must be submitted to Reviewbox in a comma-delimited text file, known as a CSV file. One easy way to generate a CSV file is using Excel to lay out the information, then using the 'Save As' capability to save the CSV file.

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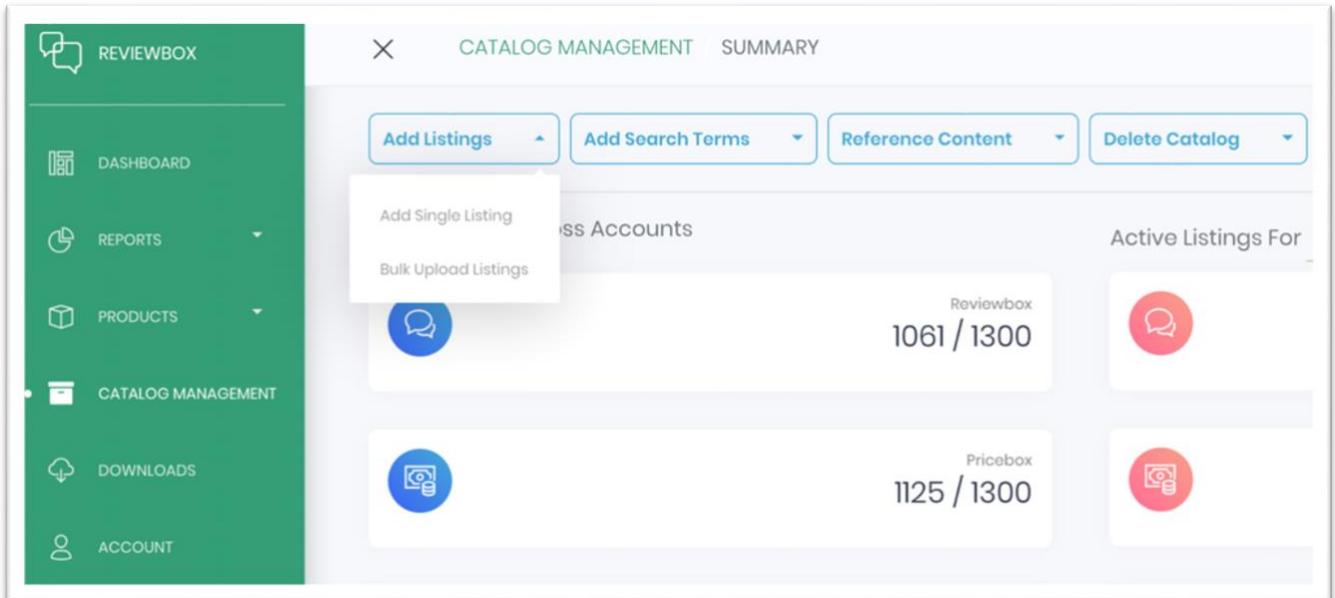
The CSV file must contain two columns: **source** and **id**. These columns must be in this order and they must be spelled correctly. There should be one row for each product listing. You can add any custom columns to the right of the two required columns. You may leave blank cells in the custom fields if necessary, but not in the source or id columns.

**source** – This field specifies the retail site where the product listing appears. The source values must match our list of supported retailers. For example, Walmart.com is represented as 'walmart', Amazon.com is 'amazon', and Amazon Canada is 'amazon.ca'. You can find the complete list of retail sources and their abbreviations in the Help Center.

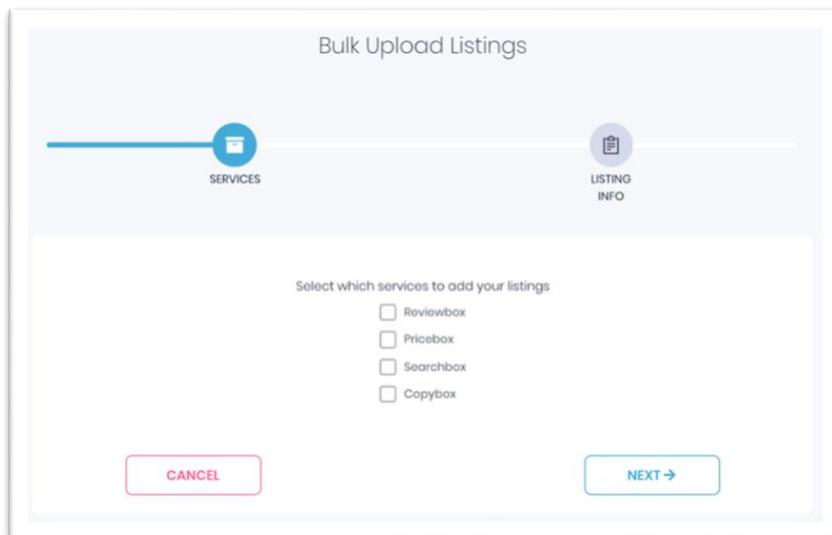
**id** - This ID is the specific identifier used by a retailer to identify your product. For Amazon.com, this is the ASIN. For other retailers, use the most specific identifier available, such as the variation ID. Often these are specific to the color, size, or other variation of the parent product. For guidance on how to find the Listing IDs for your products, see the Help Center.

## How to upload your product catalog

To add listings to your catalog, Click on **Catalog Management** in the green left-hand menu. You will see **the Add Listings** button at the top left. The drop-down menu provides the option to **Add Single Listing** or **Bulk Upload Listings**.

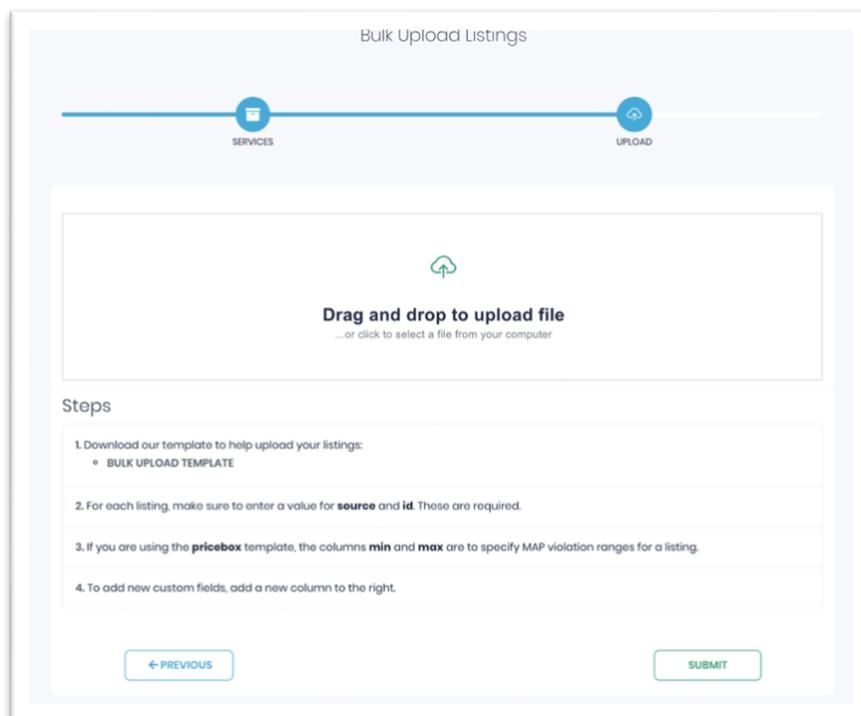


Choose **Bulk Upload Listings** to add many product listings to Reviewbox at once. You will then see the screen below. Select one or more of the Reviewbox monitoring services where you want to add these listings. Click **Next**.



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On the next screen you will see instructions to upload a file containing the product listings to be added to your catalog. Drag your prepared catalog CSV file onto the upload screen and click **Submit**.



If the listings went into your catalog, you will see a **Success** screen. Note that it may take up to 12 hours for Reviewbox to collect the initial data.

## Add a single listing

Under **Catalog Management**, select **Add Listings** and choose **Add Single Listing**. You can add the listing to one or more of the Reviewbox monitoring services. Then click **Next**.

The next screen allows you to manually enter the product listing information. Choose the appropriate retail website in the **Source** field. All supported retailers are listed there.

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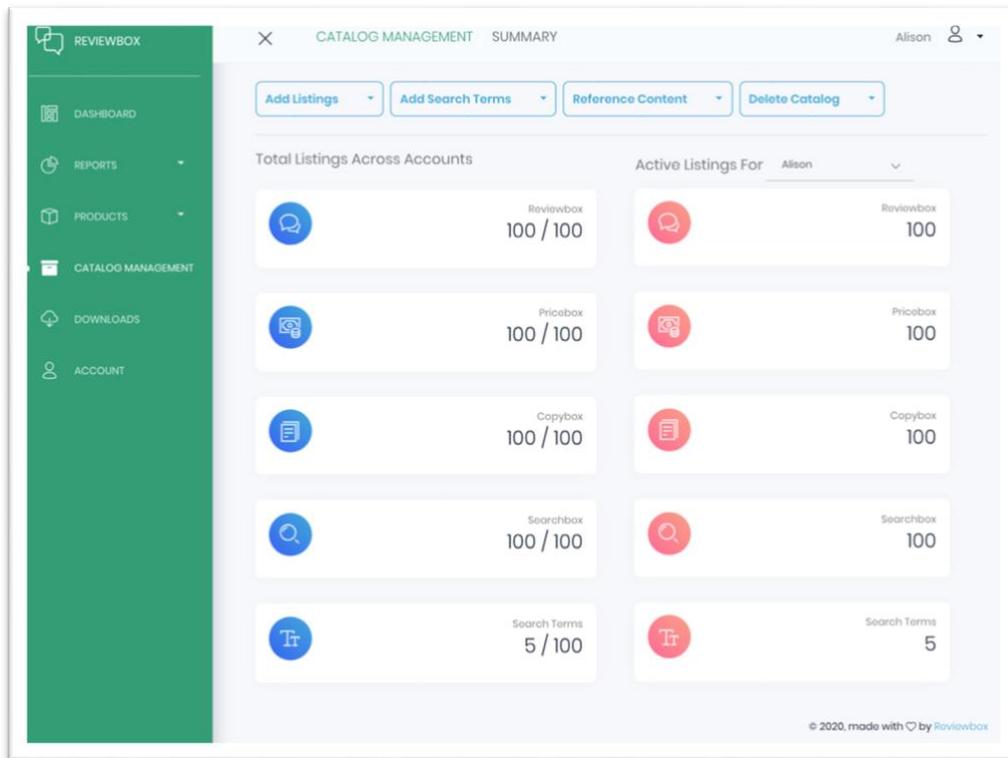
Next enter the **Listing ID**. For Amazon.com, this ID is the ASIN. For other retailers this ID should be the specific identifier used by that retailer. Often these are specific to the color, size, or other variation of the parent product. Finally, enter any **Custom Field values** for this product. When all fields are complete, click **Submit**.

The screenshot shows the 'Add Listing' form. At the top, there's a title 'Add Listing' and a progress bar with two steps: 'SERVICES' and 'LISTING INFO'. The 'LISTING INFO' step is currently active. Below the progress bar, there's a section titled 'Add Listing Information'. This section contains three main input areas: 1. 'SOURCE' with a dropdown menu showing 'Select'. 2. 'LISTING \*' with a text input field containing 'Enter listing ID' and a list icon on the right. 3. 'Custom Fields' which is a table-like structure with two columns: 'FIELD NAME' and 'FIELD VALUE'. The 'FIELD NAME' column has a dropdown menu showing 'Field Name' and a checkmark. The 'FIELD VALUE' column has a dropdown menu showing 'Select' and a plus sign icon. At the bottom of the form, there are two buttons: 'PREVIOUS' (with a left arrow) and 'SUBMIT'.

If the listing went into your catalog, you will see a **Success** screen. Note that it may take up to 12 hours for Reviewbox to collect the initial data.

## View and verify your product catalog

Once your product catalog has been entered into the Reviewbox system, it can take up to 12 hours to retrieve data for your listings. The main **Catalog Management** page shows how many listings you have loaded in your catalog for each of the services you are subscribed to. Clicking on the name of a service will show you the number of listings by retailer.



Once your data has been collected, you will see your product listings in the various services you are subscribed to. For example, to see the listings loaded into Reviewbox for review monitoring, use the left-hand green menu to navigate to **Products** and then **Reviewbox**.

Select the **Products** tab at the top of the page and you will see your product listings along with a summary of all the ratings and reviews for each product.

The screenshot shows the 'REVIEWBOX PRODUCTS' page. The left sidebar contains navigation options: DASHBOARD, REPORTS, PRODUCTS, REVIEWBOX, PRICEBOX, COPYBOX, SEARCHBOX, ADSTATION, CATALOG MANAGEMENT, and DOWNLOADS. The main content area has tabs for 'Reviews', 'Questions', and 'Products' (which is selected). Below the tabs are 'Select Download' and 'Select Filter Action' dropdowns. The main table displays a list of products with the following columns: #, Source, ID, Name, Total Ratings, Listing Reviews, and Questions. The table contains 12 rows of product data.

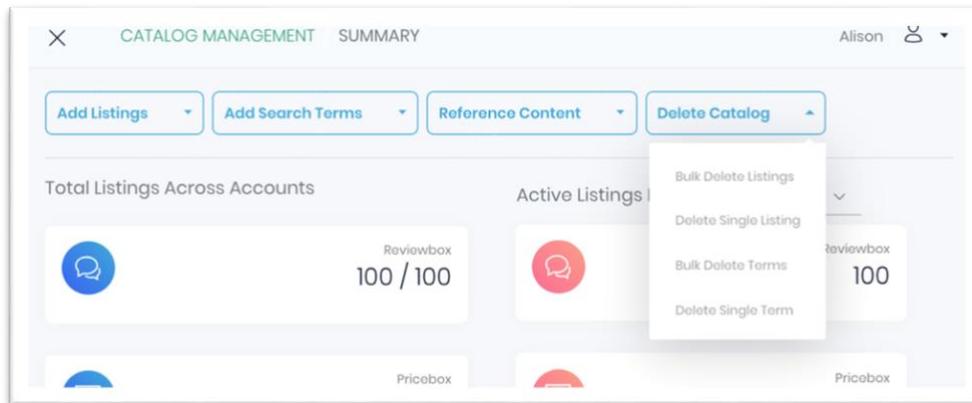
#	Source	ID	Name	Total Ratings	Listing Reviews	Questions
47	wayfairde	d001236369	Hollywoodschaukel Kirsch mit		13	0
46	amazon.uk	B00P6F01P0	UGREEN Printer USB Cable,	6567	659	123
45	amazon.ca	B00LM2Y2U4	UGREEN 3.5mm to 2 RCA Male	4621	262	5
44	amazon	B07X2Y64TP	Dudios True Wireless Earbuds	975	662	56
43	amazon	B07WS7XFLG	YABER Native 1080P Projector	569	1977	178
42	amazon	B07VX7GFPY	SWISSGEAR 7272 Energie	129	0	41
41	amazon	B07VSH7P4P	SWISSGEAR 7850 3-piece	1	0	2
40	amazon	B07TC6SJ4Z	YABER Portable Projector with	477	1015	151
39	amazon	B07SR83Y1W	DOG CARE Dog Bark Collar -	2757	3603	139
38	amazon	B075QZ3VFZ	Shock Collar for Dogs - IPX7	1122	3889	107
37	amazon	B07R73NGC5	SWISSGEAR 7366 Hardside	95	149	29
36	amazon	B07941PW37	SVOSIN Dust Cleaner	1774	463	16

## Download your current catalog

To download your product catalog, you must access it from the individual Reviewbox services. For example, if you want to see all the listings in Reviewbox, go to the **Reviewbox Products** page (shown above). Under **Select Download**, choose the **Current View** option. The Current View allows you to download the information that is currently displayed in the grid page in a csv file. If you want to download your entire catalog, make sure that you clear all filters and view all custom fields before downloading the Current View.

## Deleting listings from your catalog

If you want to remove listings from your catalog, simply go to **Catalog Management** and click on **Delete Catalog**. From there you will see options to **Bulk Delete Listings** or **Delete Single Listing**, as well as options for managing search terms.



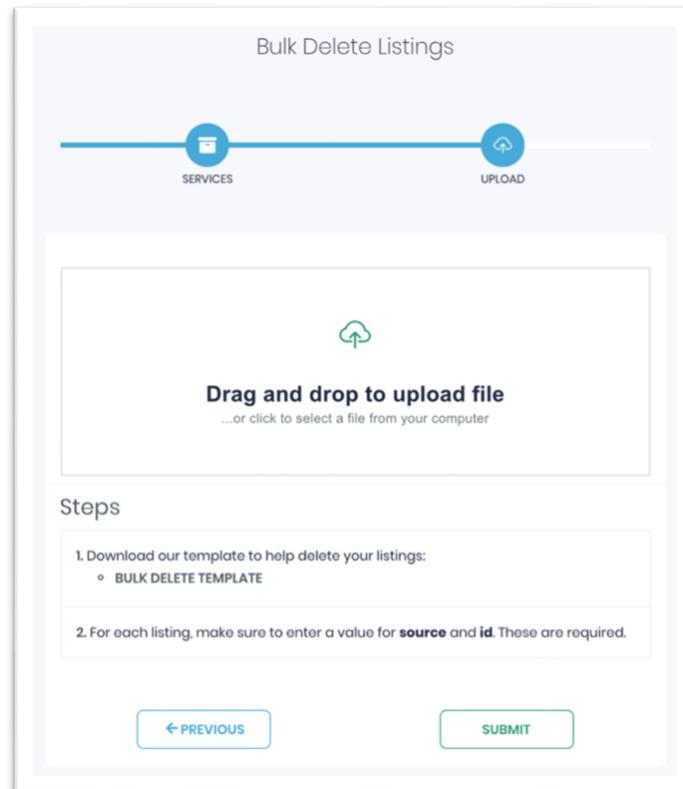
## Manually delete a single listing

If you only have a few listings to remove, choose **Delete Single Listing** and the next screen will ask you which service(s) to remove the listing. Finally, you will be asked to enter the source and ID of the listing to be deleted.

## Bulk delete listings

If you want to delete numerous listings from your catalog, choose **Bulk Delete Listings**. On the next screen, select the service(s) you want to remove the listings from.

You can then upload a CSV file containing the listings to be removed from your catalog. The CSV file should be formatted in the same manner as a product upload file. It should contain just two columns: **source** and **id**. You do not need to include any custom fields.



Note: if you accidentally delete listings, please contact Reviewbox Support at [support@getreviewbox.com](mailto:support@getreviewbox.com) within 48 hours to have them restored.

## How to clear and replace your entire catalog

One common situation for our customers is to completely update or 'refresh' the entire product catalog several times a year. The best way to do this is:

1. Download your current catalog – if you have the same set of listings in each of the services you are subscribed to (i.e. Reviewbox and Copybox), then you only need to download the catalog once. However, if you have different listings in the different services, you should download a separate file from each service. Save the CSV file(s) to your computer.

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2. Bulk delete your catalog – Use the current catalog files to bulk delete your listings from each service. This should completely clear your catalog.
  3. Upload your new catalog - Create a new CSV file with your updated listings and upload it to the relevant services.

## Advanced Catalog Management Topics

### Managing MAP prices

Pricebox allows you to set upper and lower price limits reflecting the Minimum Advertised Pricing (MAP) for your product listings. When MAP prices are set, Pricebox can send you a notification when a retailer or seller price is outside these bounds.

To set MAP prices, prepare your product catalog in a CSV file containing the **source**, **id**, **min**, and **max** columns. The **min** and **max** columns must be named exactly as 'min' and 'max' and must be lowercase. Enter your minimum price in **min** and your maximum allowable price in **max** as numeric values. You may enter whole dollar values or dollars and cents with a decimal (i.e. 99.98). Do not enter a dollar sign. If you are only interested in low price MAP violations, you may leave the max price blank. The Pricebox system will ignore any blank cells in min and max.

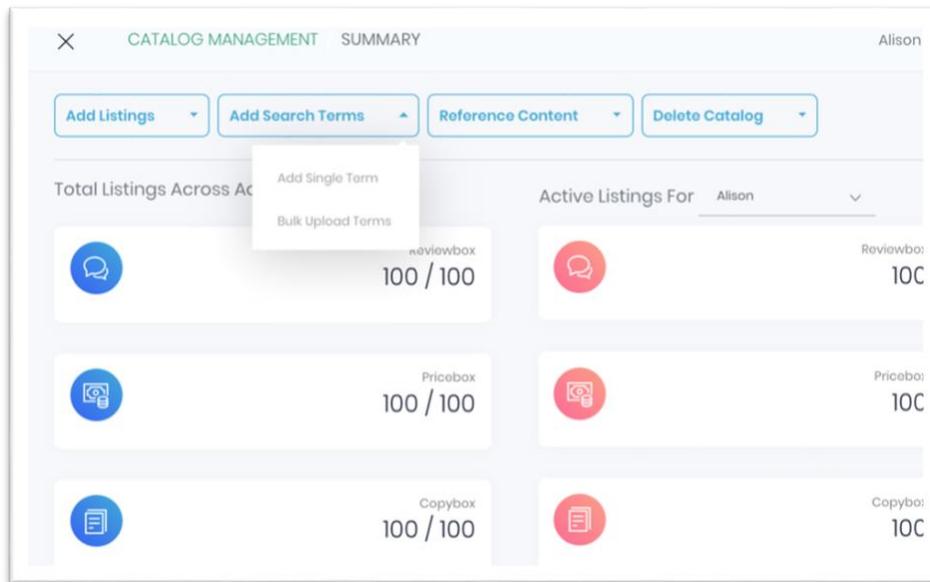
Use the **Catalog Management** functions to **Bulk Upload Listings** to Pricebox as described above. The MAP prices will be reflected in your Pricebox catalog within the next 12 hours.

To update your MAP prices, prepare a new CSV file containing the **source**, **id**, **min**, and **max** columns. Place the new pricing guidelines in the min and max columns. Then use **Catalog Management** to **Bulk Upload Listings** to Pricebox. The new MAP prices will override the previous values and will become active within the next 12 hours.

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## Managing search terms

With the Searchbox tool, you can upload a list of search terms to be monitored on Amazon.com and international Amazon sites. To add search terms to your account, go to **Catalog Management** and click on **Add Search Terms**. You can either **Add Single Term** or **Bulk Upload Terms**.



To add a single search term, click on **Add Single Term**. On the next screen, enter the retail source and the term text, such as “best water bottle”, and click **Submit**. You may also use custom fields to organize your search terms. You could use a custom field to identify some terms as being relevant for a specific brand or business unit, for example.

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The screenshot shows a web interface for adding search terms. At the top, there's a navigation bar with 'CATALOG MANAGEMENT' and 'ADD TERMS', and a user profile 'Alison'. The main heading is 'Add Term'. Below it is a progress bar with a blue circle and a document icon, labeled 'TERM INFO'. The form itself is titled 'Add Term Information' and contains the following fields: a 'SOURCE' dropdown menu with 'Amazon' selected; a 'TERM\*' text input field with 'best water bottle' entered; and a 'Custom Fields' section with two columns: 'FIELD NAME' (containing 'Field Name') and 'FIELD VALUE' (containing 'Select'). At the bottom of the form are two buttons: 'CANCEL' (pink) and 'SUBMIT' (green).

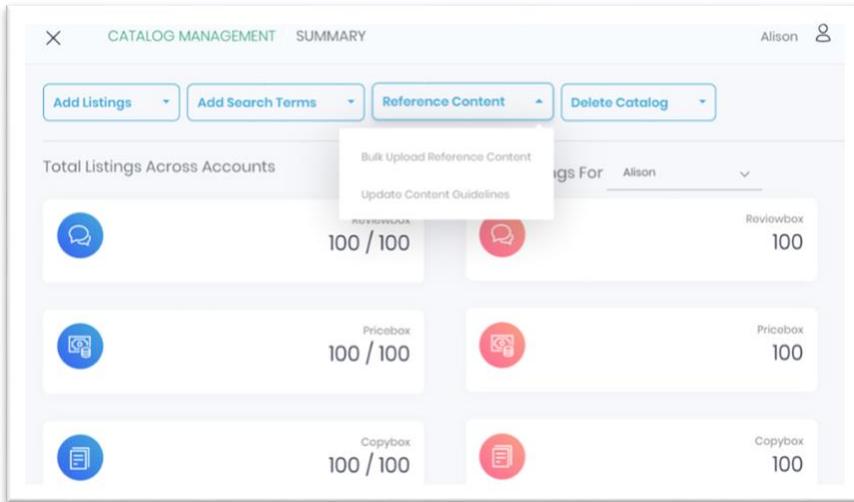
To add many search terms at once, use the **Bulk Upload Terms** option. You should prepare a CSV file containing two columns: **source** and **term**. The **source** must be either 'amazon' or an international Amazon site, such as 'amazon.de' or 'amazon.mx'. The **term** is the string search term or phrase that the search will be performed on. You may also include custom fields as additional columns in the CSV file. Drag the file to the screen to upload it and click **Submit**.

When you have added your search terms, you can view them in the **Searchbox** tool under the **Terms** tab.

#	Catalog		Search Terms			
	Source	Search Term	Best Rank	Best Listing	Total Listings	Unknown Listings
1	amazon	3 piece luggage set	12	Samsonite Winfield 2	4	302
2	amazon	rollerblades	∞	No Listing Is Ranking	0	306
3	amazon	wifi router	3	NETGEAR Nighthawk	2	163
4	amazon	organic cinnamon	7	McCormick Ground	2	276
5	amazon	organic garlic powder	4	McCormick Garlic	22	284

## Managing copybox reference content

Copybox is where we store all the content associated with your listings. Here you can manage the number of images, the description, the categories, how many bullet points, and variations there are for the item. If you'd like to set specific content for each of your product listings, you can do that by uploading reference content. Reference content should be specific to each listing and contain exactly how you would like the title, description, and bullet points to read on the product page. To upload content, go to **Catalog Management**, select **Reference Content**, and click on **Bulk Upload Reference Content**.



You will need to create a CSV file containing the exact content that you would like to track for each listing. For an example of the reference content for a single Amazon listing, see below.

source	amazon
id	B071CX31F1
name	FuelBelt Slim Pack Waist Belt with Convenient Flip Pocket Storage for Running, Walking and Travel
brand	FuelBelt
description	The FuelBelt Slim Pack Waist Belt is a slim-cut, body-hugging running belt made from a soft, comfortable, stretchable, 30% Nylon and 70% Polyester fabric. The belt can be worn under or over clothing at hip level and is designed so that it doesn't ride up during use. Storage pockets surround the entire belt to safely and securely store personal items and valuables such as phones, keys, credit cards, and cash without added bulk. Multiple pockets fold open for ease of adding and removing items while wearing the belt. The front pocket is 9.5 inches wide, while side pockets are 5 inches wide. The entire belt can be flipped and worn with the pocket openings either next to or away from the body. A versatile storage option, this belt is suitable for both men and women, and is an ideal hands-free way to comfortably carry essentials for many activities, such as running, walking, weight lifting, bicycling, travel, or leisure. The 9-inch-wide belt comes in three unisex sizes: small (36-inch length), medium (41-inch length), and large (46-inch length),

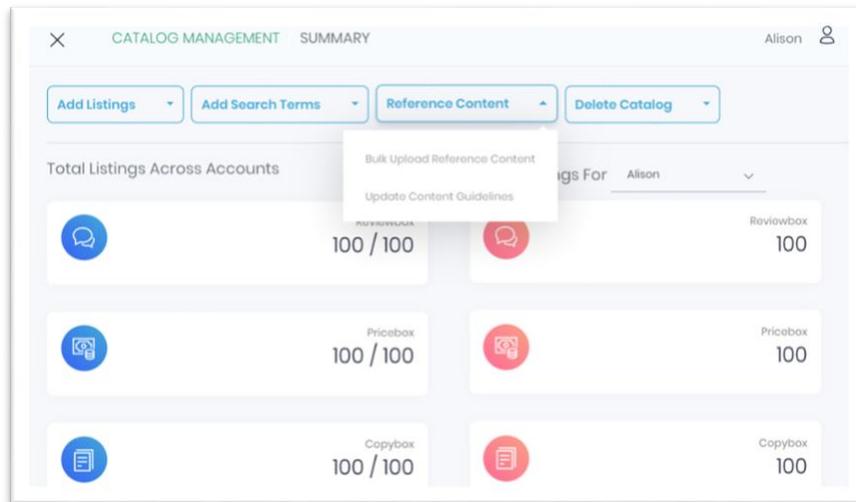
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	all of which stretch to accommodate a range of hip sizes. The FuelBelt Slim Pack Waist Belt is ultralight, weighing less than 50 grams.
feature1	100% Other Fibers
feature2	Slim-cut body-hugging running belt made from soft, comfortable, stretchable fabric
feature3	Flip pockets provide hands-free belt storage to securely hold personal items for running, walking, weight lifting, bicycling, travel, or leisure
feature4	Can be worn under or over clothing at hip level; designed not to ride up during activity
feature5	Suitable for men or women; comes in three unisex sizes: S (36-inch length), M (41-inch length) and L (46-inch length), all 9 inches wide
feature6	Weighs less than 50 grams
category1	Sports & Outdoors

Once you upload your desired content, we will check your listings against the reference content and let you know when there are any differences.

## Setting generic copybox content guidelines

With Copybox, you can monitor the text copy and images that are displayed for your listings. With our content guidelines, you can set quick rules-of-thumb to flag listings that may need copy improvements. In the **Catalog Management** menu, choose **Reference Content**, and **Update Content Guidelines**.



The **Content Guidelines** dialog allows you to set a variety of parameters to be checked against the content in your product catalog. These include the minimum character length of the title, description, and feature text, the minimum number of feature bullets, and the minimum number of images. Click **Load Recommended** to populate the fields with our recommended settings. When you are done, click **Update Guidelines**.

If you want to be notified about content that is in violation of your guidelines, go to the **Account** page and choose **Notification Settings**. Scroll down to **Copybox Notifications** and complete the information. Don't forget to click on **Update Notifications** at the bottom of the page.