

Using the eBay connector

Listing Variations On eBay



Updated: 11th October 2014



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Listing Products with Variations on eBay

What's a listing with variations?

Instead of creating a number of separate listings for an item that has multiple options, you can create a single multi-quantity Fixed Price listing that includes all the variations you offer. For example, a t-shirt might come in multiple colours and sizes. Buyers can select which variation they want to purchase from the single listing.

Which categories can have listings with variations?

You can create listings with variations in several eBay categories:

- Baby
- Cameras
- Clothing, Shoes & Accessories
- Computers
- Crafts
- Electronics
- Gift Cards
- Health & Beauty
- Home & Garden
- Jewellery & Watches
- Lots More...
- Phones
- Sporting Goods
- Vehicle Parts & Accessories

Not all categories support listings with variations. To find out more about variations on eBay and which categories are supported visit the [eBay Variations Help page](#).

ePages eBay Connector and Variations.

When you have variation products that you want to list on eBay using the ePages connector you will now find that there are new features that help you do that more easily.

Variations step in the item listing

ePages now has a new step that will be available if the product that you are listing has variations. By variations we mean that there will be a master product and multiple variations in the master product. Each variation is based on the variation attributes that are chosen like size and colour as in our example product.

Title Variations Categories Details Layout Delivery Payment Verification

Step 2: Select variations
Adjust the item price for variations and specify the quantity you want to offer on eBay. Set the quantity to 0 if you want to exclude certain variations for the item.
Learn more about items with variations at eBay. [Additional information](#)

Product no.	Name	Price	Quantity
test-variations-0001 (Colour: Red, Size: Small)	Shirt to test variation	\$110.00	10
test-variations-0002 (Colour: Red, Size: Medium)	Shirt to test variation	\$100.00	5
test-variations-0003 (Colour: White, Size: Small)	Shirt to test variation	\$90.00	20
test-variations-0004 (Colour: White, Size: Medium)	Shirt to test variation	\$180.00	5

Lines: 100
Number: 4

Save

Note: In order to list variations you must enter a stock “Quantity” for each variation. If you leave the quantity as zero (0) then that variation will not be sent to eBay to list.

eBay Categories With Variations

Not all eBay categories support the variation feature. If you select a category to list into that does not support variations then the variations will not be sent to eBay.

Select the category that you will list into on eBay.

For your eBay store you can list variations into any category that you have setup for your eBay Store.

Title Variations Categories Details Layout Delivery Payment Verification

Step 3: Select category
Select the eBay categories under which your item should be listed. Keep in mind that products with variations cannot be configured for all eBay categories. [Additional information](#)

eBay categories

Category 1

Category 2

Categories in your eBay shop

Category 1

Category 2

Additional product information varies by eBay category

Once you have selected the category that your variation products will list into then the information that you need to complete in the Item Detail (Step 4) will be dependent on that category.

Step 4: Item details
In this step, additional details about your item are requested. Enter start price, start time, and duration. In addition you can decide to activate options such as "Buy It Now" or "Accept return".

Accept return: Yes No
Return policy details:

Quick delivery: Yes No ⓘ

Start time: Manually start the item
 Start the item at this time:

Duration:

Processing time:

Product condition:

Brand: Own:

Material:

Garment Care:

MPN:

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Variation Images

In the Additional layout options (Step 5) you will now find new fields available if you are listing variation products.

You can select the image size that is attached to your variation products that will be shown with each variation.

You can also determine what variation attribute will change the image that appears on the eBay listing.

Step 5: Additional layout options
Activate additional layout options to improve the presentation of your item. Note that some of the options are subject to a fee.

Bold: Yes No ⓘ ⓘ

Highlight: Yes No ⓘ ⓘ

Bordered: Yes No ⓘ ⓘ

Hit counter: No hit counter Basic Style Retro Style Hidden

Featured item in category and search: Yes No ⓘ ⓘ

Featured item on the home page: Yes No ⓘ ⓘ

Gallery: No gallery
 Normal gallery ⓘ ⓘ
 Gallery Plus ⓘ ⓘ
 Premium item in category and search ⓘ ⓘ

Link to gallery image: Preview
(Select entry)


Link to item image: Preview
(Select entry)

Images of variations:

Use images of this attribute: ⓘ

Images of variations in a product typically vary in terms of one attribute, such as the colour. Select this attribute.

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Variation products in eBay Items

Once you have created and uploaded the variation product to eBay the item will be available in the eBay Items tab in Marketing >> eBay items.

Variation products can be identified by the “Variations icon” that appears next to the product name in the list. The number for stock level shown will be the sum of all the stock in all variations.



Your Variation Product in eBay Manager

Once you have uploaded the variation product to eBay successfully you can view the product in your eBay account. You will now find that products with variations will show all variations in eBay and you can see results of activity based on the chosen variations.



Your Variation Product Listing


Now when you view your listing on eBay you will see a drop down box that contains the variation attributes that exists in the variation products that were sent from the online store.

By selecting from the drop down list the image and price may change if there were different images associated to each variation and if the price varies for each variation.

- [Revise your item](#)
- [Sell a similar item](#)
- [Create postage discounts](#)

Listing info

Page views: 3
 Duration: Good 'till cancelled
 Start time: 11 Oct, 2014 11:49:58 AEDST



Click to view larger image and other views

Shirt to test variation

Item condition: **New with tags**

Colour: -Select-

Size: -Select-
Red
White


Quantity: 40 available / 0 sold

Price: **AU \$100.00**

Buy It Now
Add to cart
• Add to watch list
★ Add to collection

Free postage
Longtime member
New condition

Postage: **FREE** Express Postage | [See details](#)



Shirt to test variation

Item condition: **New with tags**

Colour: -Select-

Size: -Select-

Quantity: 40 available / 0 sold

Price: **AU \$100.00**

Buy It Now
Add to cart
• Add to watch list
★ Add to collection

Free postage
Longtime member
New condition

Postage: **FREE** Express Postage | [See details](#)
 Item location: Gkadesville, Australia
 Posts to: Australia

Delivery: On or before **Tue. 14 Oct.** to 1675
 Estimated by eBay **FAST 'N FREE**

Payments: [PayPal](#) | [See payment information](#)

Click to view larger image and other views

Shirt-to-test-variation

Have one to sell? [Sell it yourself](#)