MARKETPLACE PRODUCT FEED DIAGNOSTIC / ILLUSTRATIVE CASE

Which listing correction could restore the most products?

The management decision

Group rejected listings by cause before editing individual products. One correction can restore a product family, but the commercial opportunity starts only when the channel accepts the records.

If product records are repeatedly rejected, customers may never see those items even when they are available to buy. Correcting one listing at a time can keep the team busy while the same error returns on the next update. A diagnostic shows where the issue starts and how widely it affects the catalogue. It also helps teams estimate how much sales exposure is at stake before budgeting for catalogue work.

Worked example

A marketplace rejects 36 of 240 product variants. Twenty-four share one incorrect field rule. Fixing the rule could restore 10% of the full catalogue if the channel accepts all 24 corrected records.

Example figure	What it represents
240	Product variants
36	Rejected variants
24	Affected by one rule

What changes the answer

If only 18 pass on resubmission, the confirmed recovery is 7.5% of the catalogue. Recheck the remaining six and track subsequent orders separately from listing visibility.

Marketplace product feed diagnostic

What to commission

Trace recurring rejections on one sales channel to a source field or export rule and test a corrected sample.

We review a sample, identify errors that share a cause and estimate how many records could be affected. We also show which corrections belong in the source catalogue and which concern how the channel receives the data.

How to judge the result

The catalogue owner can identify the affected products and distinguish listings restored by the channel from those awaiting another correction.

Track accepted resubmissions first, then availability, visits and orders over a comparable period. This shows where a listing correction translated into a sales opportunity.

Decision worksheet

Project detail	Starting point for your team
Decision owner	Marketplace trading manager. Name the person who will approve the next step.
Records to gather	One marketplace channel, a product export and examples of rejection messages.
Agreed output	A report on the causes, examples of corrected records and a ranked correction plan.
Decision date	Record the deadline, any unresolved assumption and who will confirm it.

Discuss this case

Name the marketplace, the products most affected and one rejection message you keep seeing. Tell us whether a campaign or catalogue update is approaching. That will help us discuss which sample would show the biggest business impact first.

Email info@oxetc.co.uk and mention IT-19. All figures in the worked example are illustrative.