E-COMMERCE CASE STUDY

Large-Scale Amazon Catalog Cleanup & Compliance Support for a High-Volume Seller

Service: eCommerce Catalog Management
Engagement Type: Per-SKU Project → Monthly Retainer
Platform: Amazon Seller Central
Region: US marketplace
Catalog Size: ~3,500 SKUs (multi-category)

Client Background

The client is a **high-volume Amazon seller** operating across multiple product categories, including home, electronics accessories, and consumables.
Key characteristics:

- Thousands of live SKUs
- Multiple suppliers and product lines
- Heavy dependence on Amazon search visibility
- Lean internal operations team
- Frequent catalog suppressions and listing issues

The Operational Challenge

As the catalog scaled rapidly, the seller began facing **Amazon-specific catalog and compliance challenges**, including:

- Listing suppressions due to missing or incorrect attributes
- Inconsistent product titles and bullet points across similar SKUs
- Parent-child variation issues (broken or flat-file errors)
- Duplicate ASINs caused by poor SKU governance
- Time-consuming manual fixes inside Seller Central

These issues led to:

- Loss of Buy Box eligibility on certain listings
- Reduced discoverability in Amazon search
- Revenue leakage from suppressed or inactive SKUs
- Internal team spending excessive time firefighting instead of scaling

Objectives

The client needed a specialized catalog operations partner to:

- Identify and resolve suppressed listings
- Normalize product data across categories
- Fix parent–child variation structures
- Improve catalog health and compliance
- Set up processes to prevent repeat issues

Our Approach

Outsure Global was engaged for a **large–scale catalog cleanup project**, followed by ongoing catalog governance.

Catalog Health Audit

Tools & methods used:

- Amazon Seller Central reports
- Suppressed and inactive listings reports
- Flat file exports for bulk analysis
- Manual ASIN-level review

Key findings:

- ~25-30% SKUs affected by attribute or compliance issues
- Incorrect variation themes applied across categories
- Non-standardized titles violating Amazon style guides

Data Normalization & Compliance Mapping
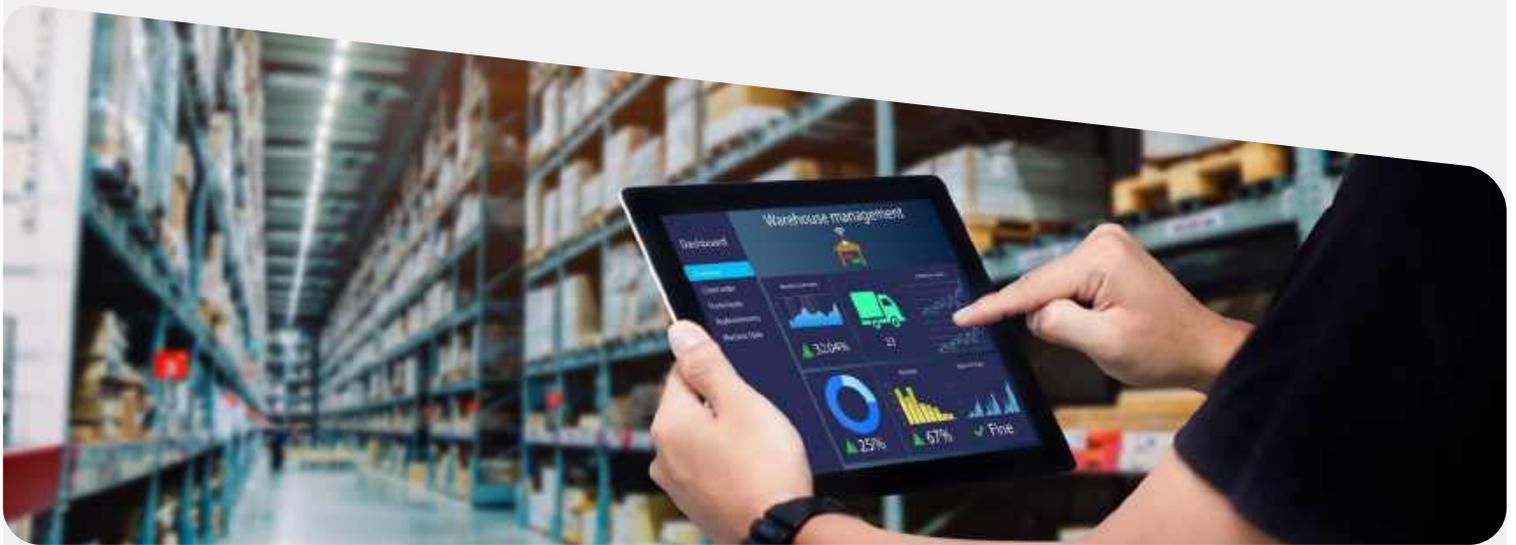
We built:

- Category-wise Amazon style guide checklists
- Attribute requirement matrices per category
- Naming and formatting standards

Tools used:

- Amazon category-specific flat files
- Spreadsheet-based attribute validation
- Seller Central bulk upload tools

This ensured:

- Platform-compliant listings
- Reduced risk of future suppressions

Parent–Child & Variation Fixes
Execution Included:
- Rebuilding broken variation structures
- Merging duplicate child ASINs
- Correcting variation themes (size, color, pack count)

Special care was taken to:
- Preserve existing reviews and ranking where possible
- Avoid listing downtime during fixes

Bulk Updates & Controlled Publishing
To minimize risk:
- Changes were staged in batches
- Small test uploads were validated before full rollouts
- Post-upload checks were performed for suppression and errors

Tools used:
- Amazon flat files
- Seller Central bulk upload status tracking
- Internal QA checklists

Ongoing Catalog Governance (Retainer Phase)
Post-cleanup, we moved to a retainer model covering:
- Monitoring suppressed and inactive listings
- New SKU onboarding following defined standards
- Periodic catalog health audits
- Rapid-response fixes for compliance issues

Scope of Work

- Amazon catalog audit
- Suppression and compliance fixes
- Variation and ASIN cleanup
- Bulk catalog updates
- Ongoing catalog monitoring and maintenance

Results Achieved (First 90 Days)

- **Significant reduction in suppressed listings**
- **Improved catalog consistency across categories**
- **Lower frequency of compliance-related issues**
- **Reduced internal firefighting workload**

The client achieved:
- More stable catalog health
- Better visibility and Buy Box consistency
- Predictable catalog operations at scale