

E-COMMERCE CASE STUDY

E-commerce Catalog Management for
a Multi-Category Online Marketplace Seller

Service: eCommerce Catalog Management

Engagement Type: Monthly Retainer

Platforms: WooCommerce + Amazon Seller Central

Region: Africa-focused marketplace with cross-border sellers

Catalog Size: ~1,200–1,800 SKUs (variable)

Client Background

The client operates an **online marketplace built on WooCommerce**, onboarding multiple independent sellers and managing a diverse product catalog across categories such as electronics, home goods, and lifestyle products.

Key operational characteristics:

- Seller-managed product submissions
- Centralized catalog governance by the platform
- High SKU churn due to seller onboarding/offboarding
- Limited internal ops bandwidth

The Operational Challenge

As the marketplace scaled, the client faced catalog governance and execution challenges, including:

- Inconsistent product data submitted by sellers
- Missing mandatory attributes (brand, GTIN, dimensions, material, etc.)
- Poorly structured variable products (si/color variants)
- Category misclassification impacting navigation and search filters
- High manual effort required to review and approve listings
- Delays in publishing new SKUs

These issues resulted in:

- Slower seller onboarding
- Reduced catalog quality and trust
- Internal team spending excessive time on repetitive catalog corrections

Objectives

The client needed a **catalog operations partner** who could:

- Standardize product data across sellers
- Reduce catalog approval turnaround time
- Improve listing quality and consistency
- Maintain platform compliance
- Support ongoing catalog growth without increasing internal headcount

Our Approach

Outsure Global was engaged to act as an extension of the marketplace operations team.

Catalog Audit & Gap Analysis

Tools & methods used:

- WooCommerce Admin panel review
- CSV exports for bulk SKU analysis
- Attribute completeness checks
- Manual review of variable product structures

Key findings:

- ~30–35% SKUs missing one or more mandatory attributes
- Variants incorrectly configured as standalone products
- Non-standard naming conventions across sellers

Data Standardization Framework

We created:

- Standardized product data templates (CSV-based)
- Category-wise attribute checklists
- Variant structuring guidelines (parent-child setup)

Tools used:

- Google Sheets (validation rules, dropdowns)
- WooCommerce product import/export tools

This allowed:

- Faster review of seller-submitted data
- Reduced back-and-forth with sellers



Listing Optimization & Cleanup

Execution included:

- Rewriting product titles for clarity and consistency
- Cleaning up product descriptions (bullets, specs, FAQs)
- Normalizing attributes for filtering and navigation
- Correcting category and tag assignments

Quality control:

- Dual-review checklist before publishing
- Spot audits on live listings

Variant & Attribute Management

Special focus was placed on:

- Proper variable product setup (size, color, packaging)
- Attribute inheritance at the parent level
- Avoiding duplicate SKU creation

This reduced:

- Front-end catalog clutter
- Inventory sync issues
- Customer confusion

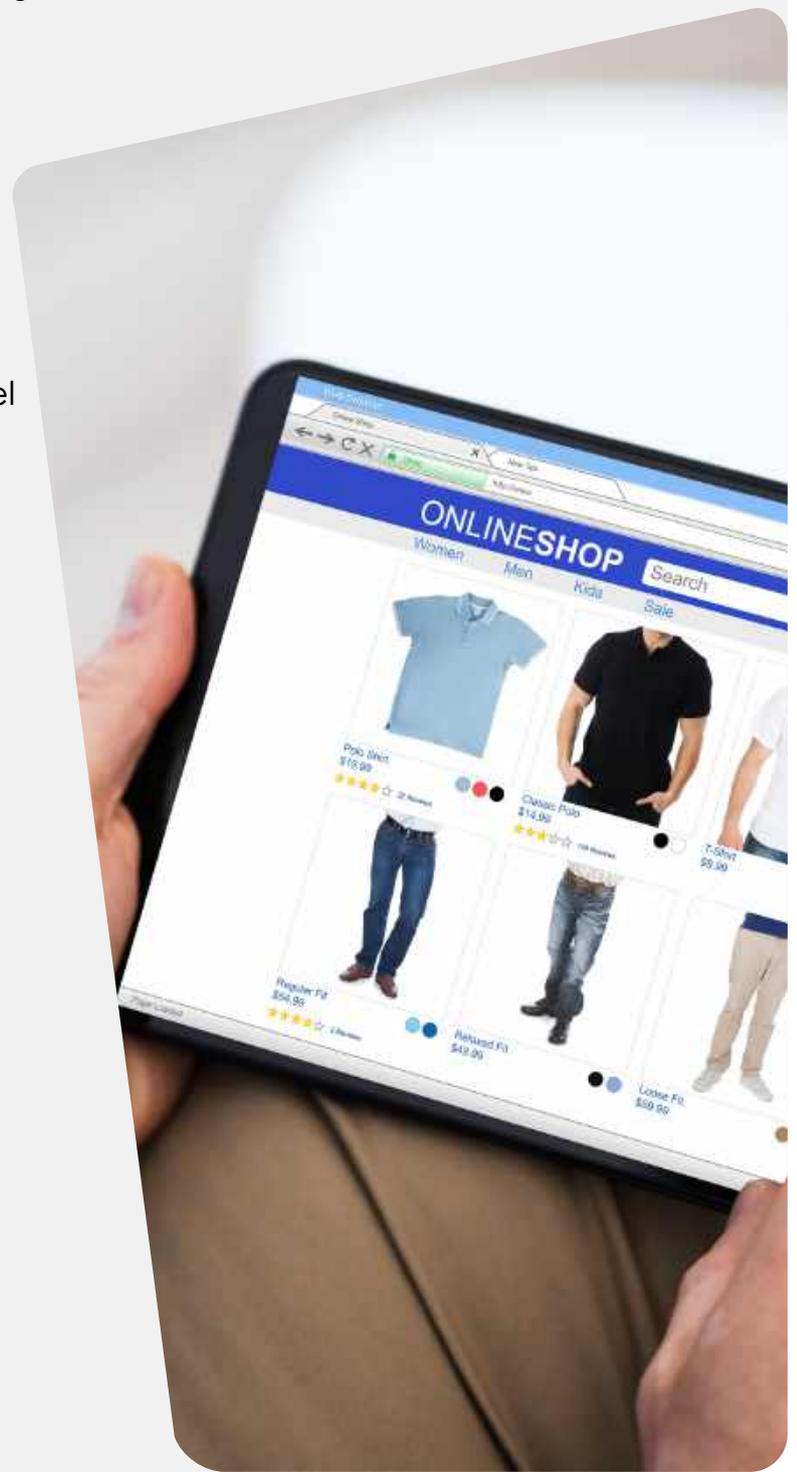
Ongoing Maintenance & Governance

Under the monthly retainer, we handled:

- New SKU onboarding
- Seller catalog submissions review
- Pricing and stock updates
- Periodic catalog audits

Tools used:

- WooCommerce Admin
- Spreadsheet-based trackers
- Shared SOPs and QA checklists



Scope of Work

- Product listing creation and correction
- Catalog optimization and cleanup
- Attribute and variant management
- Seller submission review
- Ongoing catalog maintenance

Results Achieved (First 90 Days)

- **Significant reduction in catalog errors and rework**
- **Faster SKU approval and publishing cycle**
- **Improved consistency across categories**
- **Lower operational load on internal team**

The client was able to:

- Onboard sellers faster
- Maintain catalog quality at scale
- Avoid additional operational hires