BigCommerce Amazon Connector

by CedCommerce Products Documentation

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1. Overview of the Application

Amazon(https://www.amazon.in/)
, one of the world's largest eCommerce platforms, enables the third party sellers to display and sell their products alongside Amazon's standard listings. With 310 million active users across 58 countries, this eCommerce titan relies on third-party sellers to diversify its product inventory. Additionally, provides consumers with a large inventory of goods to search through.

With the BigCommerce Amazon Connector app by **CedCommerce**(https://cedcommerce.com/)
you can automate the selling process by eliminating the need for manual inventory updates. The application provides powerful tools and automation to simplify listing, create templates, prevent overselling and optimize fulfillment.

Key Features of the Application

- **Bulk Product Upload**: Optimize the process of uploading a large number of products to Amazon through the bulk product upload feature.
- **Inventory Price Sync:** Ensure your BigCommerce store and connected seller panels on Amazon maintain synchronization in both inventory and pricing.
- **Product Linking:** Allows you to effortlessly manage linked and unlinked products, offering manual linking options via Close Match and Linking Required.
- **Order and Shipment Sync:** Keep orders and shipments in sync between your BigCommerce store and Amazon using the order and shipment sync feature.
- **Product Listing:** Simplify the management of products imported from BigCommerce to the app with this helpful feature.

2. How this Guide will help you

The BigCommerce Amazon Connector User Guide is an all-inclusive guide crafted for Amazon sellers. This guide is designed to simplify different facets of selling and provides an in-depth understanding of the functionalities of the app while efficiently managing the selling process on marketplaces.

Let's Get Started.

This guide will provide you with complete guidance on the following:

- **Dashboard**

The Dashboard section is meant to provide real-time insights on products, orders, and more. Also keeps you updated with all the recent activities performed on the app. Additionally, you can also view all the activities performed on the app in the Activities section.

- **Category Template**

The Category Template section on the app allows you to view the key details of your Category Template. When listed on Amazon, these products are assigned to specific categories. These templates help streamline your product listings, and provide a seamless shopping experience for your customers.

- **Manage Products (Product Listing)**

The Manage Products (Product Listing) segment on the app allows you to view and manage all products imported from the app.

- **Product Linking**

The Product Linking section of the app helps you in linking all the products from Amazon products with their corresponding BigCommerce counterparts.

- **Orders**

The Order segment on the app assists you in importing orders from Amazon to the app. Also you can view all order details fetched from Amazon to your BigCommerce store.

- **Settings**

The purpose of the Settings section on the app is to streamline your selling process. It allows you to view the details of the connected account, delete the details of the connected account and allows you to add a new account. Also the section enables you to manage marketplace settings, inventory rules, and order management.

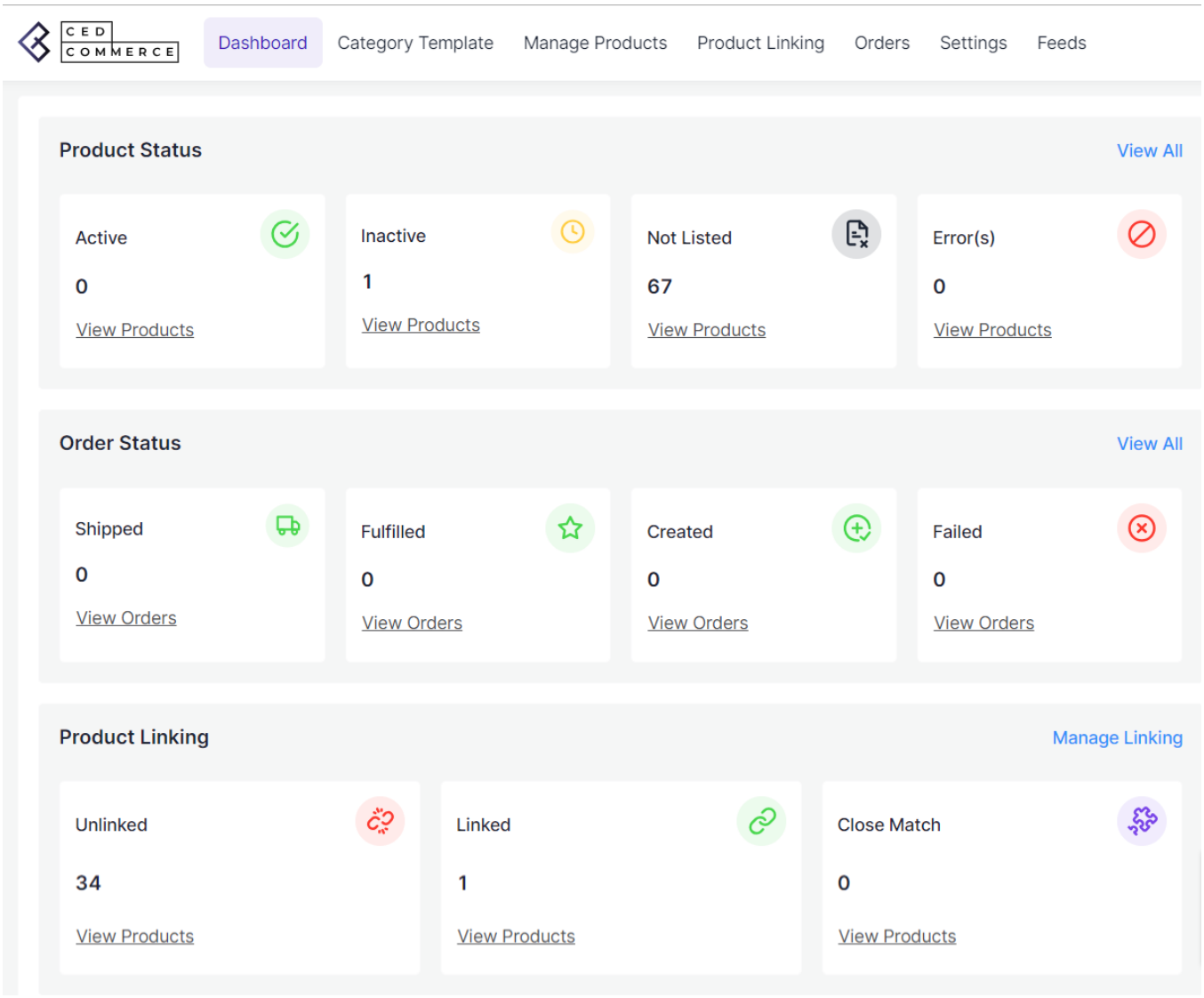
- **Feeds**

The Feeds section of the BigCommerce app allows you to view the data that is sent to Amazon in the form of different feeds.

3. Dashboard of Connector

3.1. Dashboard

The dashboard section provides real-time insights about products, orders and more and also keeps track of all the recent activities carried out on the app.



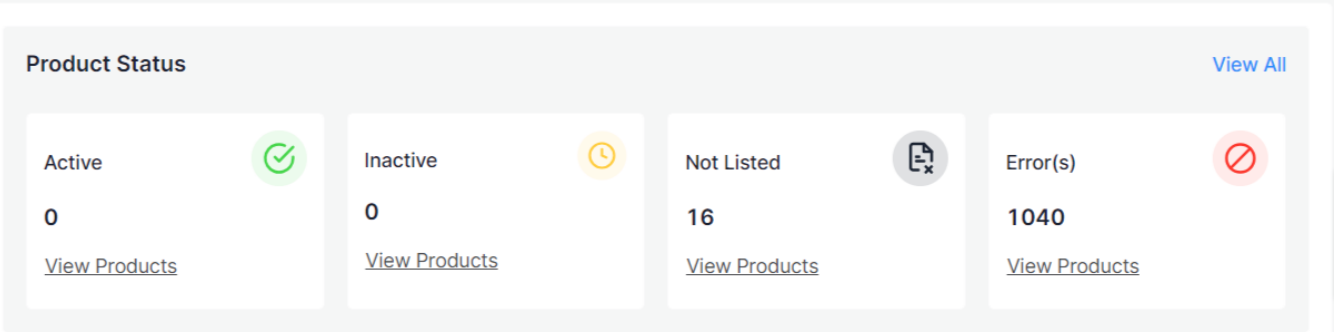
Actions you can perform in the Dashboard:

- View the Product Status
- View the Order Status
- View Product Linking
- View Connected Accounts
- View Activities

3.1. View the Product Status

Step 1: Go to the Dashboard

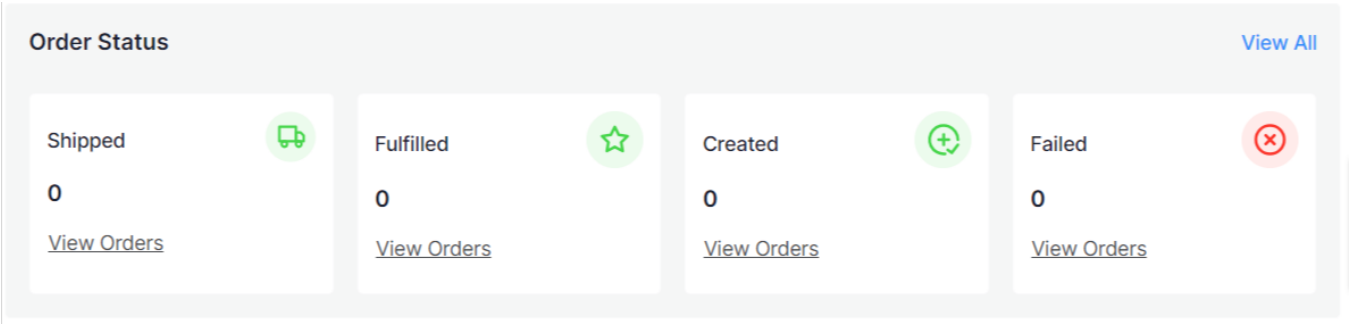
Step 2: Click on the Product Status to get a clear insight on whether your product is active, inactive, not listed and error.



3.2. View the Order Status

Step 1: Go to the Dashboard.

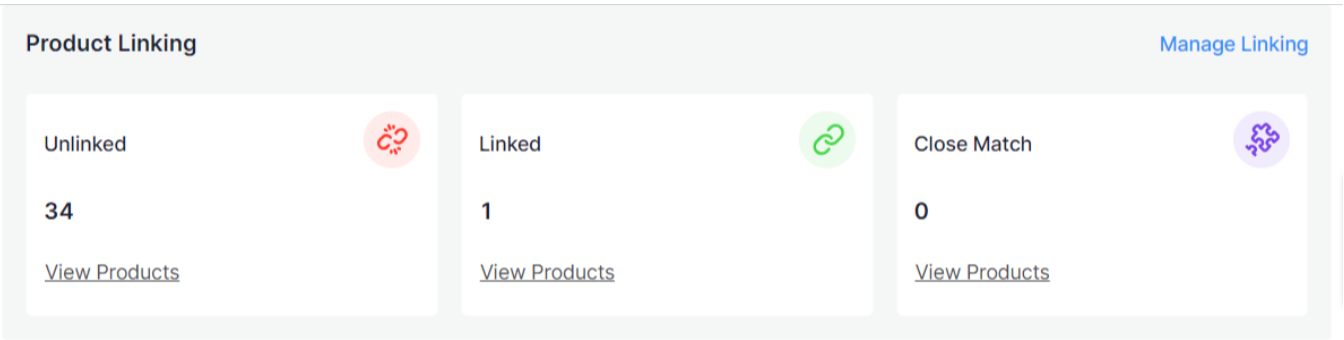
Step 2: Click on the Order Status to view the status of your product, whether it is shipped, fulfilled, created and failed.



3.3. View Product Linking

Step 1: Go to the Dashboard.

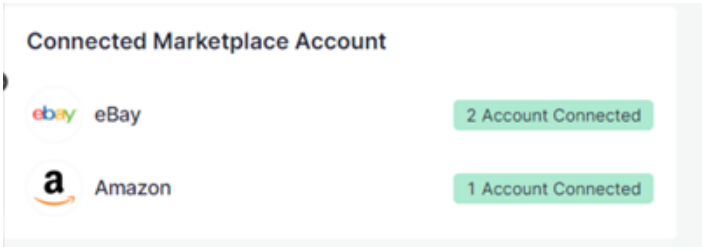
Step 2: Click on the Product Linking to view all the links of all your Amazon products with their BigCommerce equivalent.



3.4. View Connected Marketplace Account

Step 1: Go to the Dashboard.

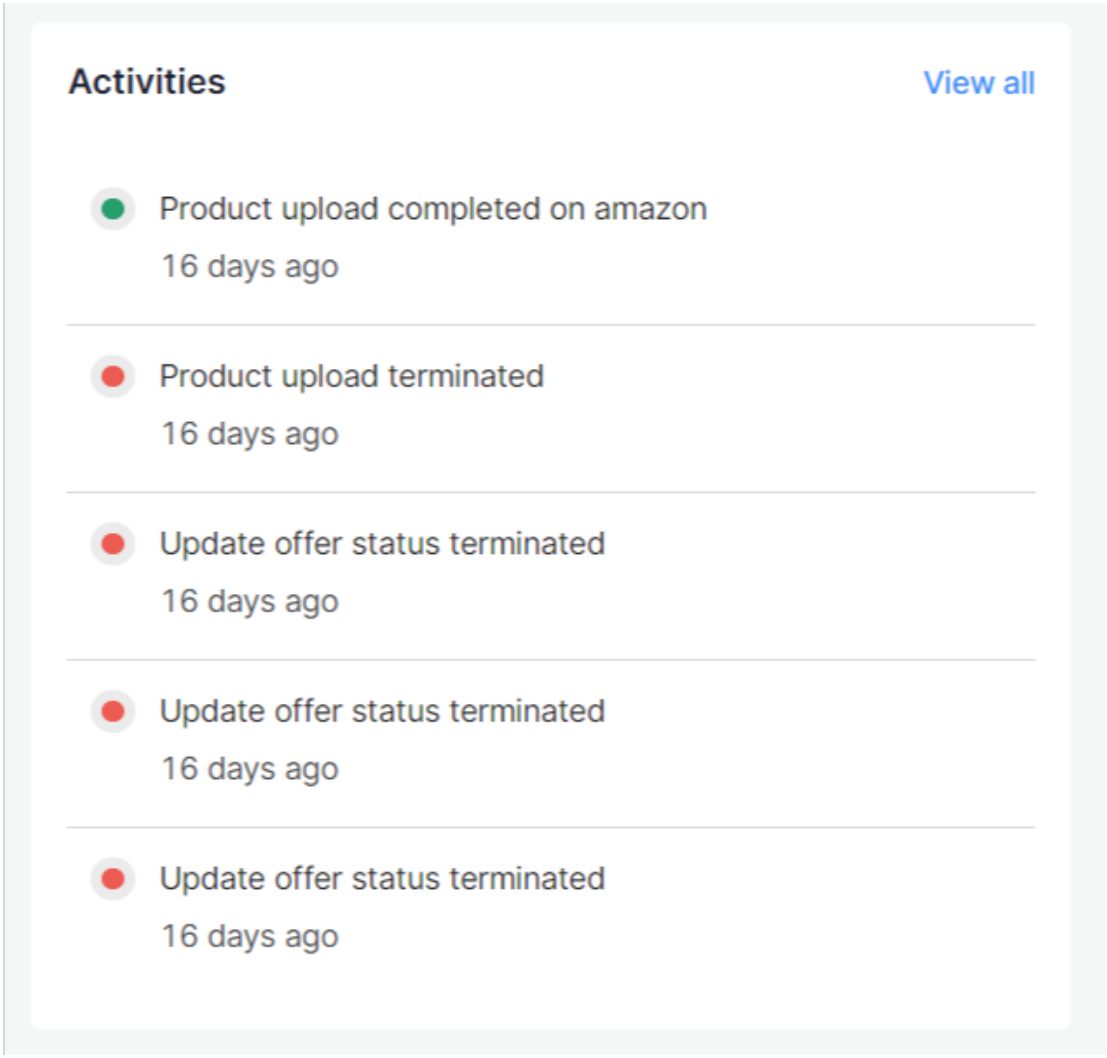
Step 2: Move to the top right corner under the section of Connected Marketplaces Accounts you can view the Amazon account connected to the app.



3.5. View the Activities

Step 1: Go to the Dashboard.

Step 2: Next go to the right corner under the Activities section you can view the records of all the recent activities performed on the app.



4. Category Template

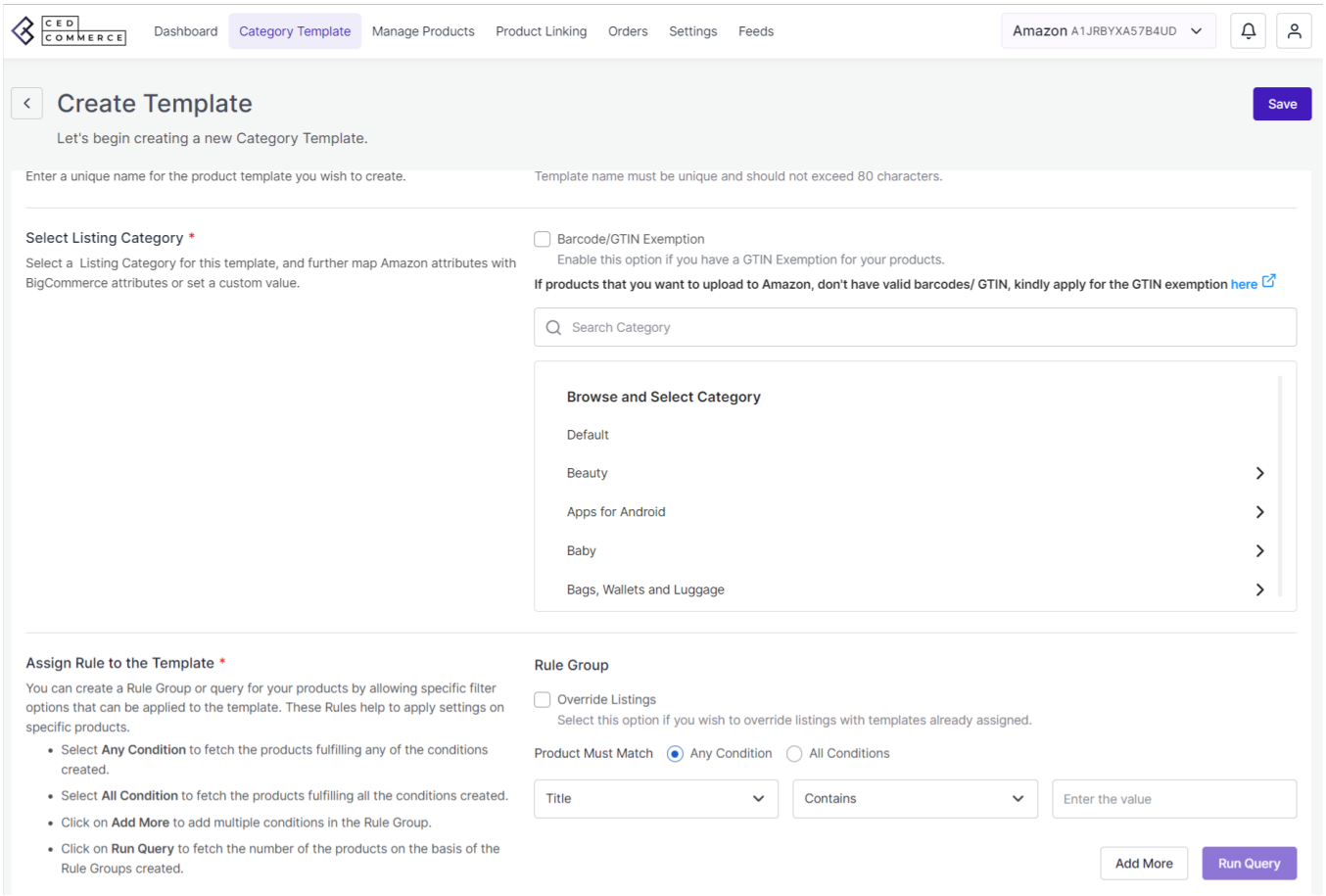
Under the Category Template section, you can categorize products with similar characteristics based on a query. When these products are listed on Amazon, they are associated with specific categories and attributes, providing clear and accurate details in the listings. However, it is a prerequisite for users to begin by establishing a default template and subsequently create templates for other categories.

4.1. Actions you can perform on the Category Template of Amazon:

- Create Category Template/ Create Category Default Template
- Edit Default/Edit Default Template
- Create Template

4.1.1. Create CategoryTemplate/ Create Default Category Template

The Create Category Template section helps you to create templates for categorizing your products effectively. Default Category Template helps you in case when you have not specified a category for the product , it will automatically fall under the default category. **Before creating a category template it is a mandatory requirement for you to have a default template. However, if you have not created a default template then the create template option will remain disabled.** The process of creating category template and default category template is the same.



Step 1: Navigate to the Category template and click on it. This action will lead you to a new page where you can create a template. Also you are requested to create a default template.

Step 2: Go to the top right corner of the page and click on the Create Template button.

Step 3: Enter a unique name (not exceeding 80 characters) for the product template that you wish to create.

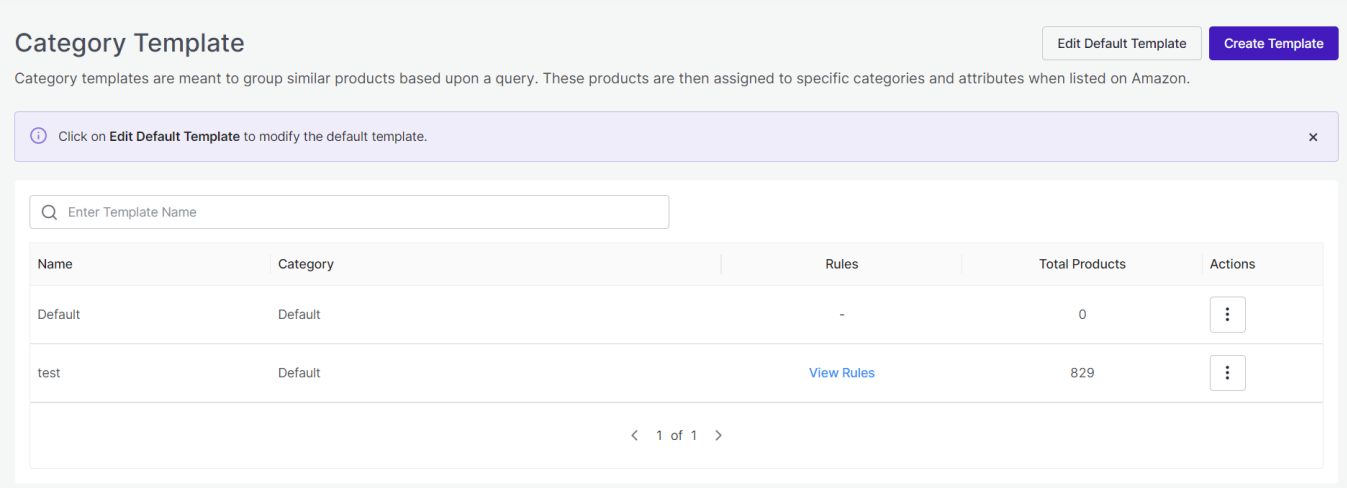
Step 4: Browse and Select listing category for the product template and further map Amazon attributes with BigCommerce attributes or set a custom value.

Step 5: Assign rule to the template by creating a Rule Group or query for your products by allowing specific filter options that can be applied to the template. These rules help to apply settings on specific products.

- Select any Condition to fetch the products fulfilling any of the conditions created.
- Select All Conditions to fetch the products fulfilling all the conditions created.
- Click on Add More to add multiple conditions in the Rule Group.
- Click on Run Query to fetch the number of the products on the basis of the Rule Groups created.

Step 6: In Assign Rule to the template section there is option of OverRide Listings. You can select this option if you wish to override listings with templates already assigned.

Step 7: Save the changes in the product template by clicking on the Save option at the top right corner of the page.



4.1.2. Edit Template/ Edit Default Template

Under this section you can edit template/default template that you have created. You can edit the fields such as Template Name, Category, Rules, Total products and Action option.

Step 1: Go to the Category template and click on it. This action will lead you to a new page where you can create a template.

Step 2: Take your cursor to the top right corner of the page and then click on the Edit Template/Edit Default Template.

Step 3: Search and select a Listing category for your template.

Step 4: After selecting a listing category map Amazon Category attributes to your BigCommerce Product attributes or Set a Custom value based on the Amazon Product category selected. The attributes are of two types which are mentioned below:

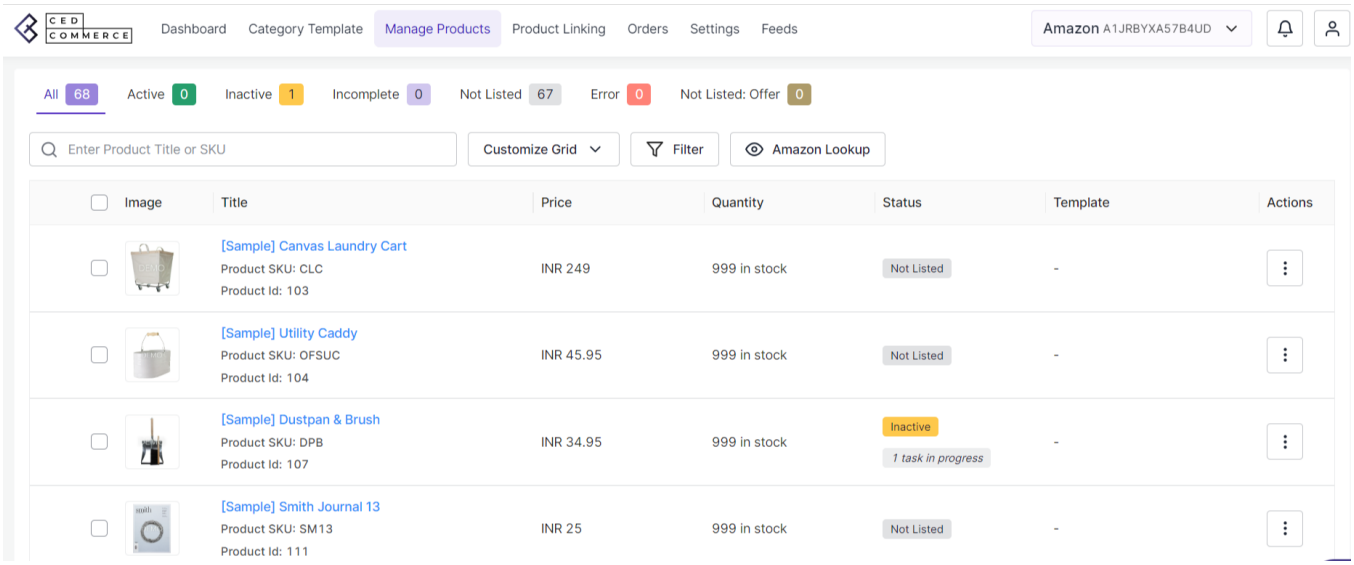
- **Required (Must Fill) :** These are a set of Amazon attributes mandatory to be mapped with BigCommerce store product attributes. You can also set a Custom Valid value for the same as per your requirement.
- **Optional:** This is an optional set of attributes you may or may not map per your requirements. Optional attributes can be added by clicking on the Add More button.

Step 5: Archive the changes by clicking on the Save button on the top right corner of the page.

5. Manage Products (Product Listings)

The intent of the Manage products or Product listing section is to smoothly manage all products imported from the BigCommerce application and sync product status from Amazon.

Step 1: Select the Manage products. A new page will open up where you can view the status of your product.



Description of the fields in Product Listing:

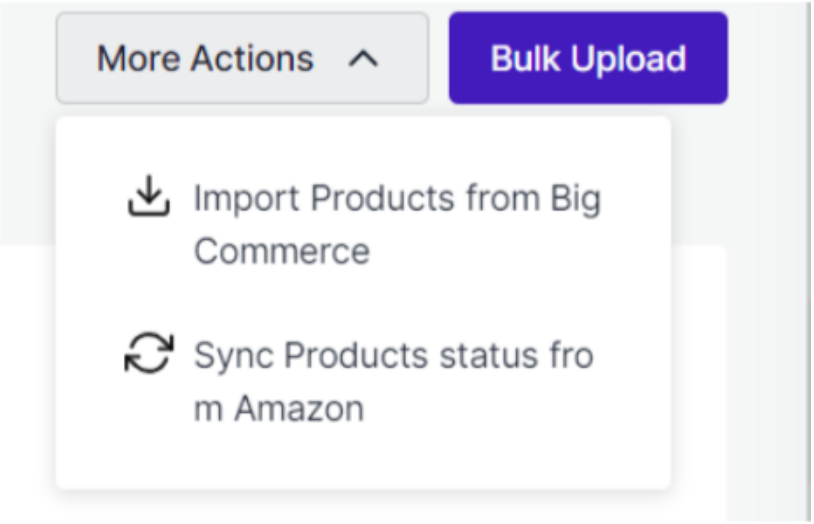
- **Active:** The active product status highlights the number of active products on Amazon that are available for sale from those assigned products that are listed.
- **Inactive:** The inactive status of products unveils the details about the number of inactive products that are not available for selling among those which are listed.
- **Incomplete:** Incomplete product status indicates that the product information (image, title, price or quality) is not filled properly.
- **Not Listed:** The not listed product status indicates that the product listing is not showing.
- **Error:** The error status provides insight into why products cannot be successfully uploaded to the marketplace, and this can be linked to any factor responsible for the improper product upload.
- **Not Listed:** Offer: This field of the product listing that the product can be listed as offers

Actions you can perform on Product Listings:

- ### Bulk Upload

5.1. Bulk Upload

The Bulk upload feature helps sellers effortlessly upload their products in bulk on the Amazon marketplace from the BigCommerce store.



Step 1: Go to the Manage Product (Product Listing) section and click on it. This action leads you to the Product Listing page.

Step 2: Select the Bulk Upload option present on the top right corner of the page.

Step 3: A pop up will appear for selecting the bulk upload on Amazon by the desired template from the drop down menu. Select the products from the drop down menu for uploading the bulk product.

6. Product Linking

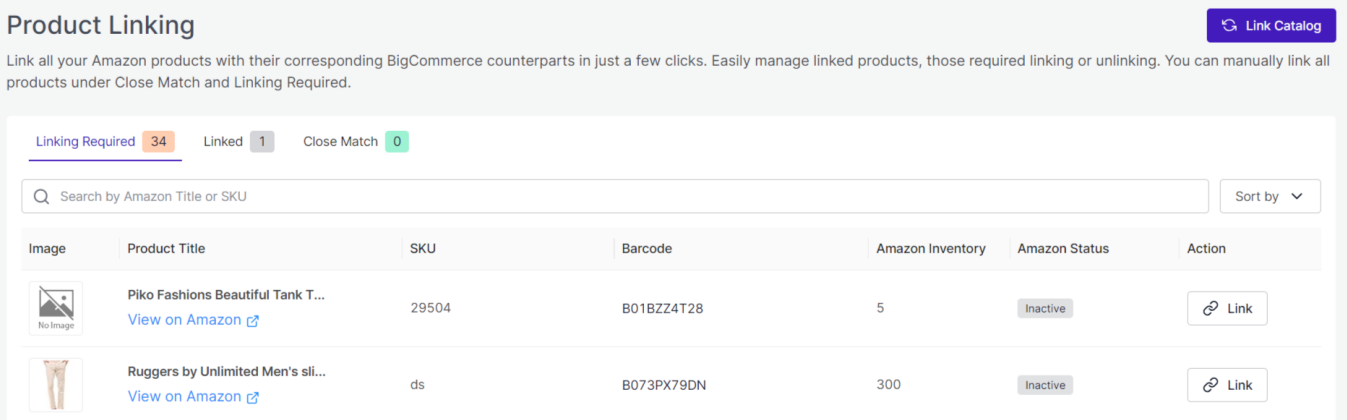
The Product Linking section enables you to view linked products, those products which require linking or unlinking. Also can manually link all products through Close Match and Linking Required.

Step 1: Select the product linking section and click on it. This action will take you to a new page where you can easily manage linking and unlinking of the product.

Actions you can perform on Product Linking:

- **Link Catalog**

The link catalog feature of the BigCommerce app initiates linking of the Amazon products and BigCommerce products.



Step 1: Go to the product linking segment and select, the product listing page opens.

Step 2: Take your cursor to the top right corner of the page and click on the Link Catalog option.

Step 3: A popup message will appear, confirm that you want to initiate linking and the catalog link will start.

6.2. Descriptions of the fields in Product Linking

- **Linking Required:** The conditions for linking products with BigCommerce for Amazon marketplace. Furthermore, the criterion for linking the Amazon products with the corresponding BigCommerce counterpart involves the matching of Product Titles, SKU and Barcode.
- **Linked:** The products link your Amazon listed products with their corresponding BigCommerce equivalent.
- **Close Match:** The Close match criterion generally indicates an error where only product titles of Amazon match with BigCommerce products.

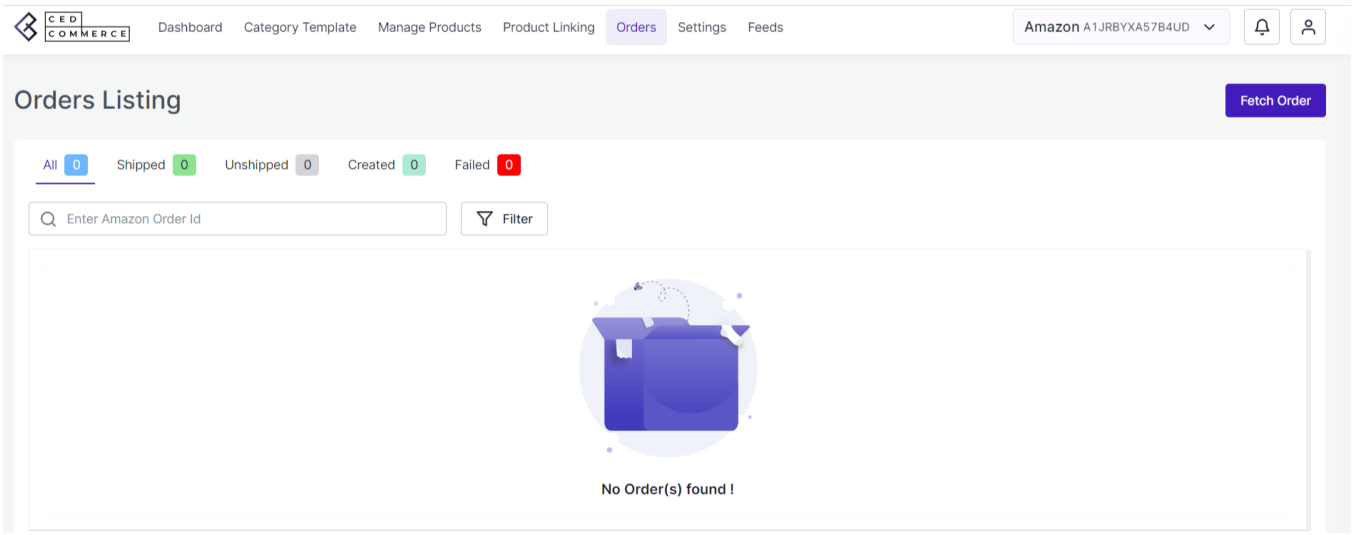
7. Orders

The Orders segment of BigCommerce showcases the status of your orders from Amazon or eBay to the BigCommerce app.

Actions you can perform on Order Listing:

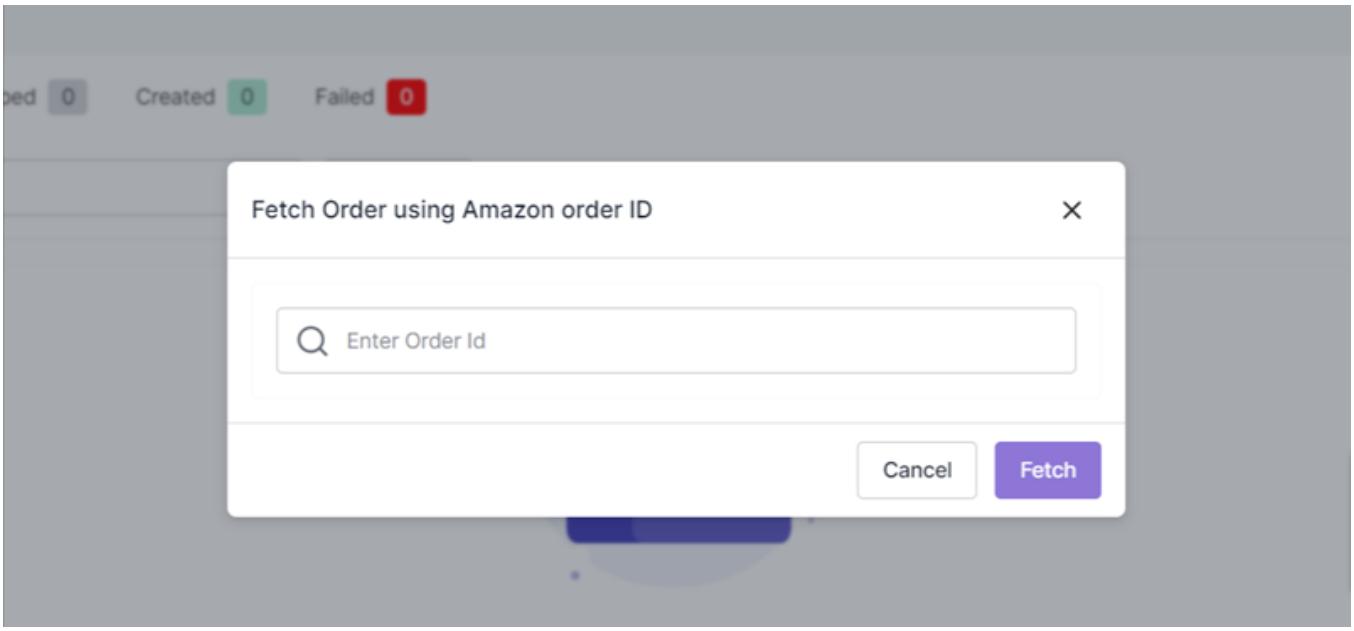
7.1. Fetch Orders

The Fetch Order features of the BigCommerce app fetches orders from Amazon to the BigCommerce app.



Step 1: Take your cursor to the Orders, leading you to the orders page. Select the Fetch orders present at the top right corner of the page.

Step 2: A pop appears with a message to enter the order ID of Amazon and click on the Fetch option.



7.2. Descriptions of the fields of Order Listing

- **Shipped:** The shipped status of the order listing specifies that the product is successfully shipped to the designated location.
- **Unshipped:** Unshipped status indicates that the product is in the process of being shipped.
- **Created:** The section enables you to view all the orders created on Amazon.
- **Failed:** If an order can not be fetched from Amazon to the BigCommerce application, then failed order status appears.

8. Settings

The Setting section allows you to view the details of the connected account and also enables you to manage the settings by adjusting the marketplace settings, inventory rules and order management for a smoother selling experience.

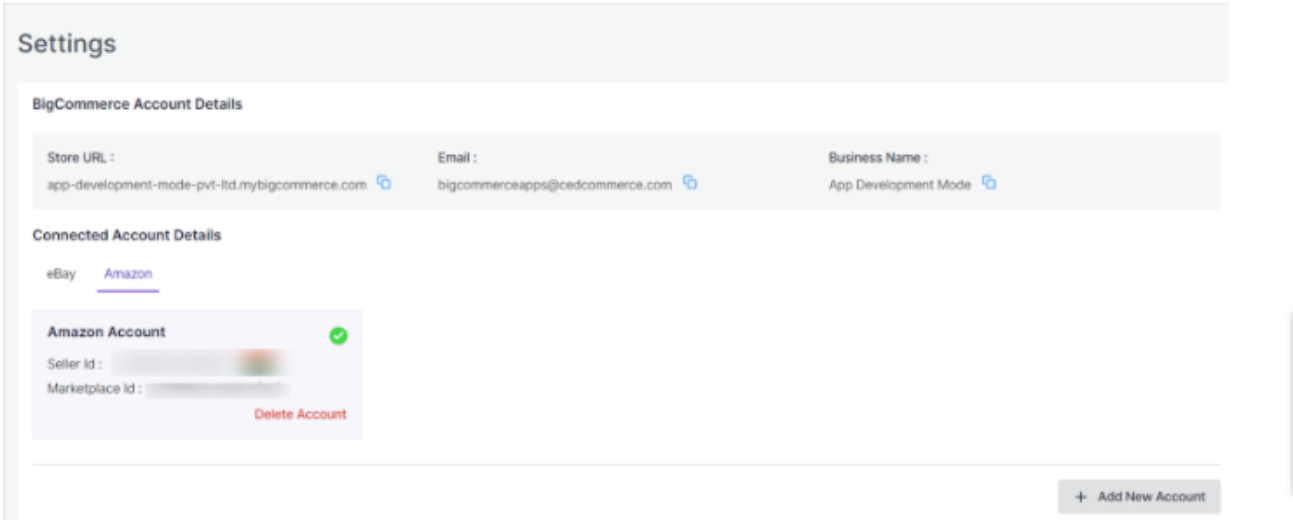
Actions you can perform on Settings:

- Add New Account
- Connected Account Details
- Delete Connected Account
- Marketplace settings
- Inventory rules
- Order Management
- Currency Setting

8.1. Add New Account

Step 1: Go to the Setting and click on it.

Step 2: After clicking a new page opens where you can see all the accounts connected to the app.



Step 3: Click on the Add Account button, enabling you to connect your Amazon account to the app.

Step 4: Fill in all the details, click on the Save button. This action will create a new Account in the module.

8.3. Connected Account Details

Step 1: Go to the Setting and click on it.

Step 2: A new page opens where you can view the details of the account connected to the app.

8.4. Delete Connected Account

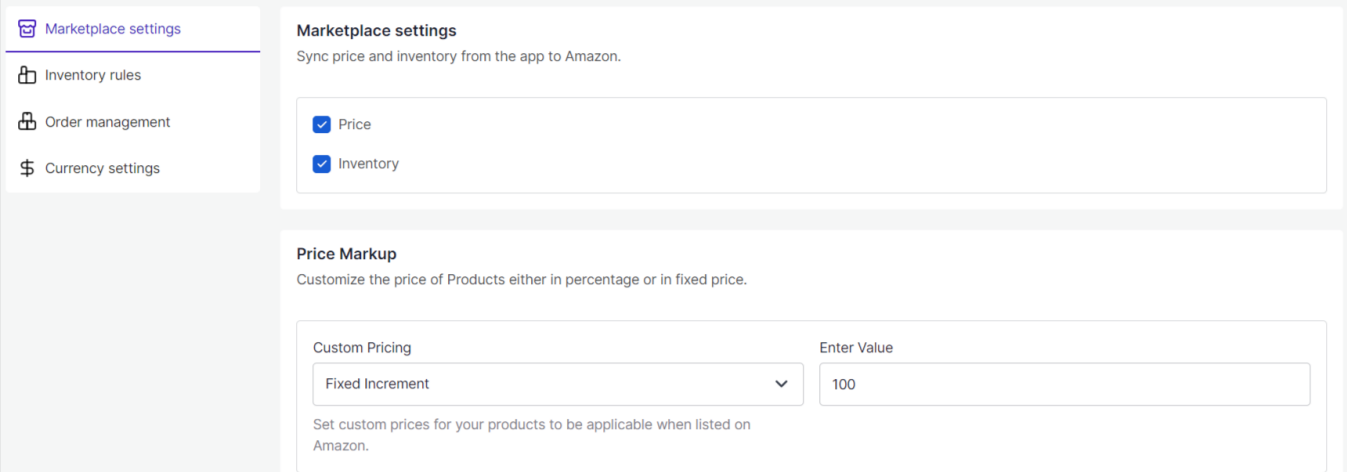
Step 1: Navigate to the Settings and click on it.

Step 2: You will be taken to the Settings page where you can go to the Connected Accounts and click on the Delete tab. This action will delete the account connected to the app.

8.5. Marketplace Settings

Step 1: Click on the Settings and you will be directed to the settings page.

Step 2: In the left grid, go to the Marketplace Settings tab. Using it you can sync price and inventory from the app to Amazon.



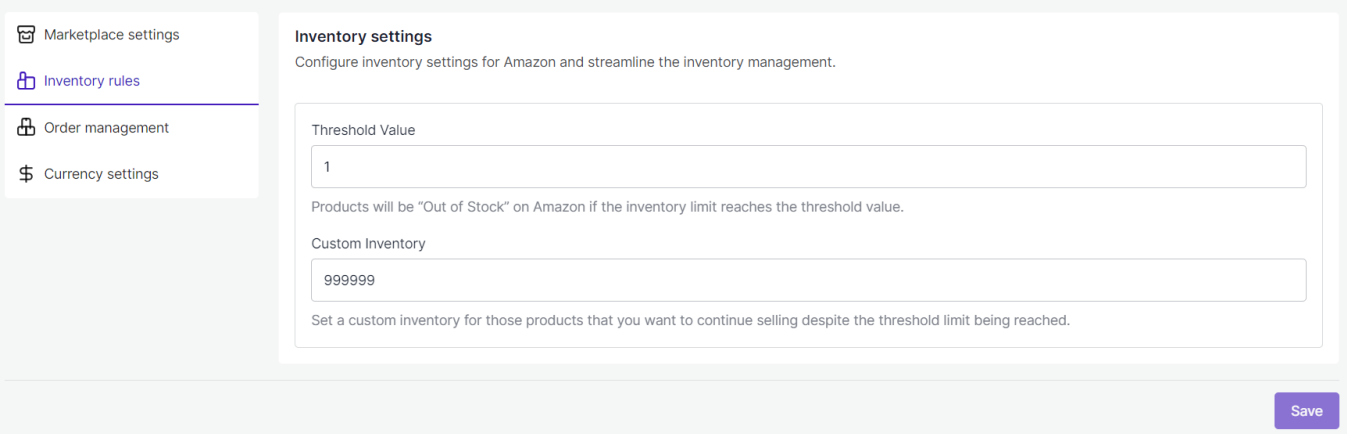
Step 3: The Price Markup option enables you to customize the price of products either in percentage or in fixed price. Under the Price Markup, go to Custom Pricing and from the drop down box select the custom price of your products to be applicable to be listed either on Amazon.

Step 4: Click on the Save button to save the changes.

8.6. Inventory Rules

Step 1: Select the Setting option, leading you to the settings page.

Step 2: Move to the left grid and select the option of Inventory rules. This action will help you in configuring inventory settings for Amazon and streamline the inventory management.



Step 3: Under the Inventory rules, you have to enter a Threshold value for your products. If the inventory limit reaches the threshold value then products will be “Out of Stock” on Amazon.

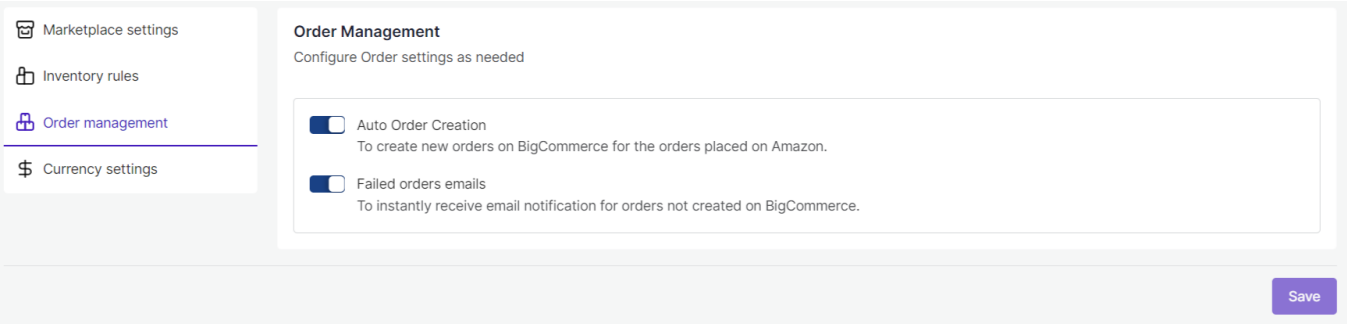
Step 4: The second step under Inventory Rules in Custom Inventory. Enter a value in the box provided for Custom Inventory. This action will help set a custom inventory for those products that you want to continue selling despite the threshold limit being reached.

Step 5: Save the changes by clicking on the Save option.

8.7. Order Management

Step 1: Choose the Setting option, and move to a new page.

Step 2: Go to the left grid and select the Order Management. This action will help you in configuring order settings.



Step 3: Enable or Disable the Auto Order Creation feature as per your need. This feature allows you to create new orders on BigCommerce for the orders placed on Amazon.

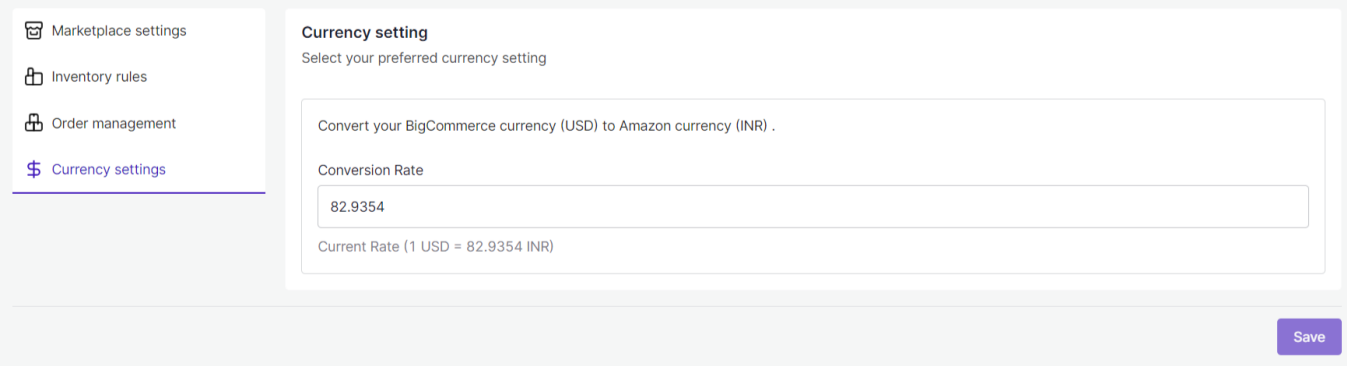
Step 4: Enable or Disable the Failed Order Mails feature as per your requirement. This feature helps you in receiving instant email notification of orders that are not created on BigCommerce.

Step 5: Archive the changes by clicking on the Save button.

8.8. Currency Settings

Step 1: Choose the Setting option, and move to a new page.

Step 2: Navigate to the left grid and select your preferred Currency Settings . This action will help you in currency conversion from your BigCommerce store to Amazon currency.



Step 3: Update the changes by clicking on the Save button.

9. Feeds

In this segment you can view the data or feed that is sent to Amazon in the form of different feeds.

Step 1: Click on the Feeds, which leads to a new page of feeds. You can view all the feed sent to you in the form of feed forms.

Descriptions of fields in the Feeds section:

- **Field Id:** Feed Id is a unique code to identify the feed.
- **Status:** Feed Status shows the status of your feed i.e., success, error or failure
- **Type:** The type of feed is based on your action of inventory sync.
- **Created at:** In the created column of the respective row you can view the time on which feed is created.
- **Executed at:** In the executed at column of the respective row you can view the time on which feed is executed.
- **Feeds:** The section contains feeds or data from Amazon.
- **Response:** In the feed response column of the respective row you can view the response from Amazon for the particular feed.
- **Specifics:** In the specifics column of the respective row you can view the specific feed between Amazon and BigCommerce.