

Creating Listings in Bulk Handbook

Create 500 Listings in 5 Steps

Product Marketing Management Team

pinkoi



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1. Reminders Before You Begin

Must Read

1. Please Read Me 😊



The “Create Listings in Bulk” feature allows designers to generate up to 500 listing drafts at once using an Excel (.xlsx) file, improving listing creation efficiency!

1. This function currently only supports **regular listings**. It is not yet available for workshops and digital products.
2. The system will provide an appropriate template based on the [language preference](#) settings of your shop; if the products you want to add are available for overseas customers to purchase, simply fill out a template. If you want to add listing titles, descriptions, etc. in other languages, please add them directly to the same template.
3. Please use Google Sheets (highly recommended) or Microsoft Excel for editing.
4. Please **start filling out the template on Row 10**. Please do not modify the column headers or instructions contained in the first 5 rows. Do not add, delete, or modify the order of the columns, in order to avoid file reading failures.
5. Each template may contain a maximum of 500 listings; each listing can have up to 50 sets of variations. A maximum of 25,000 rows can be added to a single template.
6. If you want to apply a new shipping option, please ensure that you have configured it under [Shipping Options](#) in Shop Manager before downloading the template. You cannot create new shipping options directly on the template, as it may cause draft creation failures.



2. Key Steps

- Download & Fill-Out Template
- Upload & Create Drafts
- Bulk Activation

1 Listings → Create Listings in Bulk



- Shop Manager
- Home Page
- Listings**
- Manage Orders
- Promotions
- Ads
- Revenue
- Shop Analytics Beta
- Settings
- Pinkoi Help Center

Create Listings in Bulk

Edit a template provided by Pinkoi, then upload it with completed listing information to create listing drafts in bulk. This feature makes it convenient for you to create a large number of listings quickly.

Download Templates

Templates include all the required fields and default settings for listings. Please make sure to use a template provided by Pinkoi for editing and uploading. Use the category for the listings you wish to create in bulk to select an appropriate template to download.

Download template

Upload Files

Since shop information and the fields in the system may be updated periodically, it is recommended that you always download the latest templates for editing before uploading each time.

The bulk creation feature only supports the uploading of files in the xlsx format. Files cannot exceed 10 MB in size or contain more than 500 different sets of listing information.

If there are drafts that failed to be created, you can download a file with the failed drafts to correct them before uploading again.

For more detailed information, please refer to our [FAQ](#).

Upload file

Upload Record Records will only be maintained for 30 days



2 Select Template → Download

- Learn More: [How can I apply to list a new product type?](#)

Shop Manager

- Home Page
- Listings
- Manage Orders
- Promotions
- Ads
- Revenue
- Shop Analytics **Beta**
- Settings
- Pinkoi Help Center

Create Listings in Bulk

Edit a template provided by Pinkoi, then upload it with completed listing information to create listing drafts in bulk. This feature makes it convenient to create a large number of listings quickly.

Download Templates

Templates include all the required fields and default settings for listings. Please make sure to use a template provided by Pinkoi for editing and uploading. Select an appropriate template to download.

Download template

Upload Files

Since shop information and the fields in the system may be updated periodically, it is recommended that you always download the latest template and upload it each time. The bulk creation feature only supports the uploading of files in the xlsx format. Files cannot exceed 10 MB in size or contain more than 500 different items. If there are drafts that failed to be created, you can download a file with the failed drafts to correct them before uploading again. For more detailed information, please refer to our [FAQ](#).

Upload file

Upload Record

Records will only be maintained for 30 days

Download Listing Information Template File



Reminder

When creating listings in bulk, you can only create listings for the item type that you were approved to sell when you opened your shop. If you wish to list other item types, please see our shop [FAQ](#) for more about the application process. Unauthorized listings will be dealt with as described in the Shop Guidelines.

Product Type*

- Original Design
A product that is designed and/or created by a designer (or their team/manufacturer). Its design should show originality. The product should not be listed as a prohibited item in the [Allowed & Prohibited Items Policy](#).
- Authorized Representation
A product that is designed by someone else, but the designer or brand owner/company has signed a document stating that you are an authorized seller of that product.
- Antique and Vintage
A product that is graced with age (10+ years), in good condition, and rare.

Required Fields*

- General
If you wish to list items that are not food or cosmetics, please select this option.
- Food Information
If you wish to list items under the “Food & Drink” or “Pet Food” categories, please select this option.
- Cosmetics Information
If you wish to list items under the “Beauty & Personal Care” category, please select this option.

Cancel

Download template



3 Fill Out the Template

- View [Template Guidelines](#)



	A	B	C	D	E	F	G
1	Please do not delete or modify the content or order of cells A1:A9 so that the file can be processed properly.						
2	Listing Upload Number	Allowed Item Type	Authorized Brand	Listing Images	Listing Title (English)	Listing Category	How It's Made
3	Required	Required	Select from drop-down list.	Required	Required	Required	Required
4	<p>1. Please enter the upload number for your listings sequentially starting from the number "1".</p> <p>2. If you have different variations for a single listing, please fill in the information for each of the variations in the rows directly under the first variation. Each variation should take up one row. You should fill in the same upload number for each variation along with the information for variation, SKU, quantity and price. Other listing information only needs to be filled in for the first variation.</p>	Select the item type you were approved to sell when you opened your shop. Allowed item types include: Original Design, Authorized Representation, Antique and Vintage.	<p>1. Required when the allowed item type is "Authorized Representation". Can be left blank for other allowed item types.</p> <p>2. You may only enter the names of authorized brands that you have already created listings for in Shop Manager.</p>	<p>1. You may only enter URLs ending in jpg, jpeg or png.</p> <p>2. If you have multiple image links, please separate them using a comma. A maximum of 9 may be entered.</p> <p>3. If you do not have URL links for your images, you can leave this part blank. After this file is uploaded and drafts are created, you can use the function for bulk editing listing images in Shop Manager to add images.</p>	Prioritize the most important information at the beginning of the title. Please do not include your shop name or any special characters.	Select the appropriate category for your listing. If you are filling this field out manually, please find the listing category in the "4. Listing Categories Table" worksheet, and enter the corresponding category code.	<p>1. Handmade / Machine-made / Neither</p> <p>2. If your listing does not match the options we've provided, please select the one that is most similar to your production process and provide a detailed description in the "Listing Description" field.</p>
5	Example: 1, 1, 2, 3, 3, 3...	When uploading a template, all listings on the template must be of the same allowed item type.	<p>1. Required when the allowed item type is "Authorized Representation". Can be left blank for other allowed item types.</p> <p>2. You may only enter the names of authorized brands that you have already created listings for in Shop Manager.</p>	Images provided in links must be in JPG or PNG image with a resolution of 72 dpi. They must also have a width of at least 1000 px and be no larger than 10 MB in size.	Must be between 3-80 characters for English.	Select from drop-down list or enter the correct listing category code.	Select from drop-down list.
6	0 (Example)	Original Design		<p>https://live.staticflickr.com/example1.jpg,</p> <p>https://live.staticflickr.com/example2.jpg,</p> <p>https://live.staticflickr.com/example3.jpg,</p> <p>https://live.staticflickr.com/example4.jpg,</p>	Sample Listing: 18k Gold Earrings	Accessories > Earrings & Clip-ons - 203	Handmade



④ After drafts have been successfully created → Go to Drafts
Drafts haven't been successfully created → Download the file with the failed listing information, correct it, then upload again.

Upload Files

Since shop information and the fields in the system may be updated periodically, it is recommended that you always download the latest templates for editing before uploading each time.

The bulk creation feature only supports the uploading of files in the xlsx format. Files cannot exceed 10 MB in size or contain more than 500 different sets of listing information.

If there are drafts that failed to be created, you can download a file with the failed drafts to correct them before uploading again.

For more detailed information, please refer to our [FAQ](#).

Upload file

Upload Record Records will only be maintained for 30 days

Pinkoi_bl_template_ag-fiti_v1_0_20230529.xlsx
Uploaded on 2023/05/29 (Mon) 18:11

ly3e-test_Pinkoi_bl_template_en-dr_v1_0.xlsx
Uploaded on 2023/05/29 (Mon) 14:30

ly2e-test_Pinkoi_bl_template_en-dr_v1_0.xlsx
Uploaded on 2023/05/29 (Mon) 14:29

5 Drafts → Bulk Actions → Activate → Listings Completed

⚠ Common Reasons for Listing Failures:

- Required fields not filled out
- Listing videos or images do not meet system specifications
- "Non-regular listings" (workshops, digital products) were selected during bulk activation.
- Learn More: [Pinkoi's Product Video Guidelines](#), [Why can't I upload product photos or videos?](#)

The screenshot displays the 'All Listings' management interface. At the top, there is a search bar labeled 'Listing title, Variation, SKU'. Below it, a navigation bar shows four categories: 'Drafts 54', 'Regular Listing(s) 146', 'Workshop(s) 3', and 'Digital Product Listings 4'. The 'Drafts' category is currently selected. A red button with a minus sign and the number '2' is visible. A 'Sort' dropdown menu is open, showing options for 'Bulk Actions', 'Modify Listing Images', 'Activate' (highlighted in blue), and 'Delete'. Below the menu, a list of listing cards is shown. The first card features an image of a notebook and pencil, with a red checkmark icon in the top-left corner. The other cards are greyed out and feature the Pinkoi logo. The last card shows a Siamese cat. A 'View' button is located to the right of the listing cards.




3. Template Guidelines

DOs & DON'Ts | Examples

Directory



Name	Page
Listing Upload Number	P.13 
Allowed Item Type	P.14
Authorized Brands	P.15
Listing Images	P.16
Listing Title	P.17
Listing Category	P.18
How It's Made	P.19
Where It's Made	P.20
How to Purchase	P.21
Variations	P.22

Name	Page
Stock	P.23
Price	P.24
Material & Color	P.25
Unique Features	P.26
Listing Tags	P.27
Listing Summary	P.28
Listing Description	P.29
Shipping Options	P.30



Listing Upload Number



Listing Upload Number

Required

1. Please enter the upload number for your listings sequentially starting from the number "1".

2. If you have different variations for a single listing, please fill in the information for each of the variations in the rows directly under the first variation. Each variation should take up one row. You should fill in the same upload number for each variation along with the information for variation, SKU, quantity and price. Other listing information only needs to be filled in for the first variation.

Example: 1, 1, 2, 3, 3, 3...

❖ Reminders

- Listing Upload Number and SKU are different, please do not fill in your SKU here.

😊 DOs

1 Oxford Shoes Brown 23

1 Oxford Shoes Brown 24

Same Listing, Same Upload Number

2 Parisian Boots Red 23

✘ DON'Ts

① Do not fill in identical numbers on non-consecutive rows

1 Oxford Shoes Brown 23

2 Parisian Boots Red 23

1 Oxford Shoes Brown 24

② Do not fill in numbers > 500

501 Oxford Shoes Brown 23

Allowed Item Type



Allowed Item Type

Required

Select the item type you were approved to sell when you opened your shop. Allowed item types include: Original Design, Authorized Representation, Antique and Vintage.

When uploading a template, all listings on the template must be of the same allowed item type.

✦ Reminders

- Please use separate templates to upload your listing information if you are creating listings for more than one allowed item type.

😊 DOs

Original Design Oxford Shoes Brown

Original Design Parisian Boots Red

✖ DON'Ts

Ⓐ Do not fill in more than one allowed item type on the same template

Original Design Oxford Shoes Brown

Antique and Vintage Parisian Boots Red

Ⓑ Do not fill in the wrong template

e.g. Use the Original Design template to fill in Antique and Vintage listings.



Authorized Brands

Authorized Brand
Select from drop-down list.
1. Required when the allowed item type is "Authorized Representation". Can be left blank for other allowed item types. 2. You may only enter the names of authorized brands that you have already created listings for in Shop Manager.
1. Required when the allowed item type is "Authorized Representation". Can be left blank for other allowed item types. 2. You may only enter the names of authorized brands that you have already created listings for in Shop Manager.

✦ Reminders

- The template will automatically show your authorized brands when you download it.
- You may fill in listings from different brands that you're currently authorized to sell.
- If shops that have already been opened wish to add another new brand that they are authorized to sell, they can apply by sending an email to service@pinkoi.com (making sure to include formal authorization documents, product descriptions and photos of the products to be sold).

🚩 **Learn More:** ["Authorized Representation" Shop Guidelines](#)

Listing Images



Listing Images

Required

1. You may only enter URLs ending in jpg, jpeg or png.
2. If you have multiple image links, please separate them using a comma. A maximum of 9 may be entered.
3. If you do not have URL links for your images, you can leave this part blank. After this file is uploaded and drafts are created, you can use the function for bulk editing listing images in Shop Manager to add images.

Images provided in links must be in JPG or PNG image with a resolution of 72 dpi. They must also have a width of at least 1000 px and be no larger than 10 MB in size.

✦ Reminders

- Use a comma (“,”) to separate different image links.
- You may upload up to 9 images for one listing. Read [photo guidelines](#) to find out more.
- Fill in image links in the first row if the following rows are variations for the same listing.
- If you’d like to upload variation images, please do so in the “Drafts” section of Shop Manager.

✖ DON'Ts

- Ⓐ Do not upload unsupported image formats
<https://live.staticflickr.com/example2.svg>

Listing Title



Listing Title (English)
Required
<p>Prioritize the most important information at the beginning of the title. Please do not include your shop name or any special characters.</p>
<p>Must be between 3-80 characters for English.</p>

✦ Reminders

- Avoid using all uppercase letters (e.g., PINKOI)
- Avoid using symbols and spaces between characters (e.g., P i n k o i / d<sign)
- Avoid using special characters, symbols and emojis.
- Use words that customers can easily search for (e.g., use “18 degrees” instead of “18°”)

Listing Category



Listing Category
Required
Select the appropriate category for your listing. If you are filling this field out manually, please find the listing category in the "4. Listing Categories Table" worksheet, and enter the corresponding category code.
Select from drop-down list or enter the correct listing category code.

✦ Reminders

- If you are using Google Sheets: Select your category from the drop-down list.
- If you are using Microsoft Excel: Refer to the "4. Listing Categories Table" tab to copy and paste your category.

✖ DON'Ts

Do not only fill in the category name or number.

How It's Made



How It's Made

Required

1. Handmade / Machine-made / Neither

2. If your listing does not match the options we've provided, please select the one that is most similar to your production process and provide a detailed description in the "Listing Description" field.

Select from drop-down list.

✦ Reminders

- You may only enter "Handmade", "Machine-made" or "Neither".
- You may fill in the above options or select them from the drop-down list.

✖ DON'Ts

Do not add or replace words.

e.g., Handmade **in Japan**

Where It's Made



Where It's Made

Required

Please select the location where the item was produced, processed, or manufactured, or where it underwent its last substantial transformation.

Select from drop-down list.

✦ Reminders

- Only options provided in the template are allowed.
- You may fill in the options manually or select them from the drop-down list.

✖ DON'Ts

Ⓐ Do not fill in different options for the same listing:

Oxford Shoes 23 TW

Oxford Shoes 24 JP

🚩 **Learn More:** [Labelling Guidelines for Country or Region of Origin](#)



How to Purchase



How to Purchase		
General Order Days Required for Preparation	Made-to-Order Days Required for Preparation After Payment	Pre-Order Estimated Shipping Date
Required Please select one field to fill out.		
If the item is in stock, please enter the number of days that it will take to ship the item out after payment is complete. 0 means that the item can be shipped within 24 hours (excluding Friday to Sunday).	Please enter the number of days that it will take to produce and ship the item out after payment is completed.	Please enter the estimated shipping date.
Please enter a number from 0-5.	Please enter a number from 1-90.	Date format: YYYY-MM-DD

✦ Reminders

- Please only fill in one of the three fields.

✖ DON'Ts

- Ⓐ Do not fill in words or other symbols:
5 days or <5

🚩 Learn More: [What is made-to-order?](#)



Variations

Variation 1		Variation 2	
Variation 1	Option 1 (English)	Variation 2	Option 2 (English)
Optional		Optional	
1. Please enter the first variation. 2. The system will limit the variations that can be selected based on different listing categories. Please refer to the "4. Listing Categories Table" worksheet to select a suitable variation title. Please select "Custom" if you do not wish to use the variations provided by the system.	1. Please enter the options for the first variation. 2. Please enter the SKU, quantity and price for each variation in the fields to the right.	1. Please enter the second variation. 2. The system will limit the variations that can be selected based on different listing categories. Please refer to the "4. Listing Categories Table" worksheet to select a suitable variation title. Please select "Custom" if you do not wish to use the variations provided by the system.	1. Please enter the options for the second variation. 2. Please enter the SKU, quantity and price for each variation in the fields to the right.

Color	Red	Size	23
Color	Red	Size	23.5
Color	Brown	Size	23
Custom	With Belt	Size	M
Custom	Without Belt	Size	M

✦ Reminder

- You may add up to 50 variations to one listing.
- Please list out all the possible combinations if there're two types of variations (e.g., Color + Size).

→ Listing A: You may add 47 more variations

→ Listing B: You may add 48 more variations

Stock



Stock
Required
<p>1. Please enter the stock for your listing. You will need to enter this for each variation, even if they have the same quantity of stock. 2. A stock of 0 will mean that the listing is sold out.</p>
Please enter a number from 0-50000.

❖ Reminders

- If the same listing has different variations, each variations must have a filled-in inventory quantity; it cannot be left blank.
- A shared total quantity of stock for multiple variations cannot be configured on this template.
- "Auto restock" cannot be configured on this template.
- With regards to the two points above, we suggest you go to the "Drafts" section to edit the listings after uploading and creating drafts.

🚩 Learn More:

[What is Inventory Management?](#)

[What is auto restock?](#)

Price

Price (US\$)

Required

Please enter the price for your listing. You will need to enter this for each variation, even if they have the same price.

Please enter a number from 1-999999.

✦ Reminders

- If the same listing has different variations, each variation must have a filled-in price; this field cannot be left blank.
- If you have set international pricing and enabled international shipping options, after the listing is created, the price adjustment set under "Int'l Pricing" will be automatically applied to the specified selling regions.

✖ DON'Ts

- Ⓐ Do not add a quantifier: 1680 Yuan or NT\$ 1680
- Ⓑ Do not use non-integers: 1680.5

Material & Color



Material	Color
Required	Optional
This can help customers to filter for your listings more quickly. If your item is made from multiple materials please choose the main one.	This can help customers to filter for your listings more quickly. If the item is available in different colors, please choose the item color shown in the cover photo for the listing so that it will match with search results.
Select from drop-down list.	Select from drop-down list.

❖ Reminders

- You can only fill in the options provided in the template.
- You can enter keywords for the material or color you want, and the drop-down list will show you options that match your keywords.
- For the same product with different variations, please fill in the same material and color.
- If your product has multiple color variations, please prioritize the color in the cover photo to align with the system's search results.

Unique Features



Unique Features

Optional

1. Before entering, please go to Shop Manager to make sure you are clear on the definitions and guidelines for each unique feature. You must also provide further explanation in the "Product Description" field.

2. Unique features you may enter:
Customizable / Eco-Friendly / Award-winning design / Pinkoi Exclusive / Licensed product

Please separate each feature using a comma.

✦ Reminders

- You may select one or more features for your listing, including:
 - Customizable
 - Award-Winning Design
 - Pinkoi Exclusive
 - Licensed Product
 - Eco-Friendly

🚩 Learn More:

[Licensed Product Guidelines](#)

[Guidelines for Listing Eco-Friendly Products](#)

Listing Tags

Tags
Optional
Using tags can help customers to search and filter for your listings. You can copy and paste the tags that you have already used from the "3. Your Listing Tags" worksheet.
Maximum of 10. Please separate each tag using a comma.

❖ Reminders

- You may only use a maximum of 10 tags per listing.
- Tags in English or Thai can include a maximum of 20 characters. A space counts as 1 character.
- Tags in Chinese cannot have spaces or punctuation and can include a maximum of 6 characters.
- Tags in Japanese cannot have spaces or punctuation and can include a maximum of 12 characters.
- Tags using a mixture of languages (such as English and Chinese or English and Japanese) will be subject to the character limit of the language with the shorter limit.

Listing Summary



**Listing Summary
(English)**

Required

This is the text displayed in search engine results. It should include important keywords such as the listing title and the item's attributes.

Must be between 15-360 characters for English.

✦ Reminders

- Use a call-to-action (e.g., Buy it Now)
- Introduce your unique selling points (e.g., Free shipping, special discount)
- Add a line break using the following keys (no need to use
)
 - ⌘ + Enter (Mac)
 - Ctrl + Enter (Windows)

Listing Description



Listing Description
(English)

Required

Please provide sufficient listing information, which includes information about product features, customization options, and any awards or certifications.

Must be between 15-10000 characters for English.

✦ Reminders

- To emphasize a point, you can embolden a sentence by placing it between 2 asterisks. E.g., ***Make me bold***.
- To emphasize a point, you can underline a sentence by placing it between 2 underscores. E.g., Underline me.
- Copy and paste any image URL and it will automatically be shown as an image. We recommend using Flickr.
- Copy and paste any URL from Pinkoi and it will automatically be shown as a hyperlink.
- Copy and paste any YouTube URL and it will automatically be shown as a video. We recommend using videos that are 30 seconds or shorter in order to maintain the loading speed of the page.

Shipping Options



Shipping Options

Optional

Apply shipping options that have already been configured under “Shop Manager > Settings > Shipping Options” to your listings. If you haven’t configured any shipping options, you can leave this part blank and configure shipping options after the listings have been created.

Select from drop-down list. If left blank, the preselected shipping options will be applied.

❖ Reminders

- When downloading the template, the system will display the shipping options you have already set up. You just need to select them from the drop-down list.
- If you cannot find the desired shipping options, [click here](#) to go to Shipping Options.
- If this field is left blank, the system will automatically apply your preselected shipping options.

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4. FAQ

FAQ



Q1: Why can't I upload my completed template?

A1: Pinkoi currently only supports files in .xlsx format. If the uploaded file is not in this format, the system will not be able to recognize or upload it.

Q2: Why do some listing drafts fail to be created? How can I check the reason for failures?

A2: Failed drafts could be due to required fields not being filled in or incorrect information that was entered. We recommend you refer to the template guidelines when filling it out.

If you encounter any failed drafts, you can download a file with the failed listing information to correct it. The file will also provide you with the reasons for why the information failed.

If you still have questions, please email service@pinkoi.com with your shop account information and the file with the failed listing information.

Q3: If some listing drafts failed to be created while others were created successfully, do I need to upload the entire file again?

A3: No. To avoid creating duplicate drafts, we recommend you download the file with the failed listing information, correct it, then upload it.

Q4: If a listing has variations A, B, and C, and the draft for variation A fails to be created due to incorrect information, will variations B and C also fail to have drafts created for them?

A4: Yes. If one variation has an error, all entries with the same listing upload number will be considered failures and will be added to the failed listing information file. We recommend you download the file with the failed listing information, correct the error, then upload it once you are finished.

Q5: Can I add variation images or listing videos on the template?

A5: Currently, only listing images can be uploaded as a link on the template. Please go to the "Drafts" section in Shop Manager to add variation images and listing videos.



Design The Way You Are

Thank You!

pinkoi