

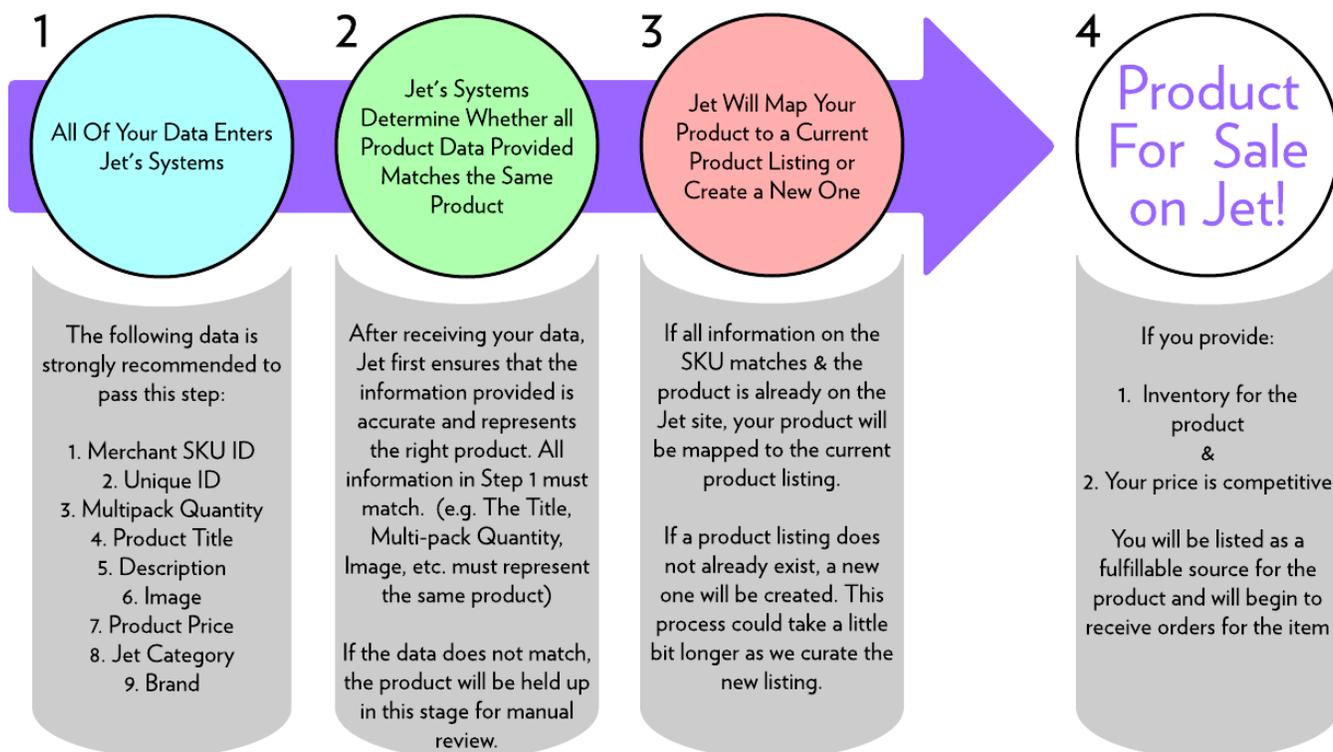
Jet Product Listing Reference Guide

The “Must Knows” of Jet’s Product Data Review Process

Jet’s Unified Product Catalog

Jet.com uses a **unique, product-oriented catalog** where each product is given only one unique listing. To provide Jet Members the most economic value, the retailer fulfilling an order is not determined until check out. Because of this, a **single product listing could be fulfilled by a variety of different retailers.**

Jet curates each product listing **using the best quality data provided by the retailers** that fulfill each product. In other words, the product title could come from Retailer A, but the description and image could come from Retailer B. To ensure that all products on the site are accurately represented, this **catalog curation process involves several data checks** before a product can go live on the Jet site.



The ABC's of Getting Your SKUs Reviewed

The success of the unified product catalog relies upon accurate and thorough data from our retail partners. To speed up the review of your products, providing accurate data is key! **If nothing else, please ensure that:**

- A. All information you provide represents the same product (e.g. Title, UPC, Description, Image, etc. all match)
- B. The information you provide is about the product and isn't retailer specific (e.g. No sales information like special promotions or shipping times or branding on images)
- C. If you cannot provide accurate or thorough data for your product, do not use fake or filler data (e.g. "No Brand" for the Product's Brand). **A rule of thumb: It is much better to provide no data than inaccurate or fake data.**

Outlined below you can find a list of helpful DO's and DO NOT's on some of the most important sections of the product catalog. Following these guidelines will ensure that your data is properly & accurately reviewed.*

* For more information, please review our [Jet Retailer Agreement & Policies](#)

The DO's and DO NOT's

Your Product Listing on Jet

Below is the layout of a typical listing on Jet. Follow the map to understand the importance of providing accurate and thorough product data to ensure the best experience for the Jet Members.

jet Search 07057 Account

Shop by Category Jet Wholesale Store FREE SHIPPING OVER \$35 Easy Reorder How Jet Works

Home > Baby > Diapering > Diapers

Pampers Swaddlers Diapers, Economy Pack

by Pampers

Size: Size 1, 168 Count

FREE 2 day Delivery

\$37.94

Add more than 1 item to your order to get additional savings

Buy 1	Buy 2	Buy 3	Buy 4	Buy 5
\$0.00	\$1.90	\$3.78	\$5.68	\$7.60
off your order				

1 2 3 4 5

4A

1

3

4B

5

Rollover to Zoom

Description

Give your baby the #1 choice of hospitals*, available up to size 5! Wrap your baby in Pampers softest diaper, Pampers Swaddlers. With up to 12 hours of overnight protection, Swaddlers help you make your baby as comfortable as possible. Plus, Swaddlers color-changing wetness indicator makes it easy for you to tell when your baby might be ready for a change. Pampers Swaddlers diapers are available in sizes Newborn, 1, 2, 3, 4, and 5.

Diaper Size: Size 1, 168 Count

- Pampers Swaddlers Blanket-Like Softness Wraps Babies in Comfort and Security
- Pampers Swaddlers Diapers Are the #1 Choice of Hospitals*
- Soft Stretchy Sides and Overlapping Fasteners Give Infants a Flexible Fit
- Pampers Softest Diaper Ever
- Earn Pampers Rewards Points With Every Pampers Purchase

When You Provide Product Data to Jet...

1 PRODUCT TITLE

- ✓ DO include a 5 to 500 character product title.
- ✓ DO highlight the product being sold
- ✓ DO display the brand name at the beginning of the title
- ✗ DO NOT include any special characters
- ✗ DO NOT add any retailer specific information about the product (e.g. special sales, guaranteed ship times, etc.)
- ✗ DO NOT include any sales information (e.g. shipping information, product cost, promotions)
- ✗ DO NOT include product attributes in the title

2 PRODUCT DESCRIPTION

- ✓ DO include a high level product description that highlights the product being sold (max 500 characters)
- ✗ DO NOT include any special characters in your description or bullets
- ✗ DO NOT include any sales information (e.g. shipping information, product cost, promotions)

3 BRAND AND MANUFACTURER

- ✓ DO include the brand name for all branded products you are selling
- ✓ DO use the industry recognized brand name
- ✗ DO NOT use inaccurate brand names

4A JET BROWSE NODE IDS

4B ATTRIBUTES

- ✓ DO ensure that all products are mapped to a Level 2 Jet Category
- ✓ DO add attribute values for all products that have variations (e.g. different sizes, colors, textures, etc.)

5 MAIN IMAGE URL

- ✓ DO include a high resolution image with an area of 40,000 pixels (e.g. 200 x 200px). One side of the image must be at least 200 pixels and the other must be at least 100 pixels.
- ✓ DO use images with a white background
- ✗ DO NOT use images with watermarks, company branding or sales information
- ✗ DO NOT use the following file formats: multi-layer png or gif
- ✗ DO NOT host images on dropbox, amazon.com or target.com
- ✗ DO NOT include placeholder images

6 UNIQUE IDS

- ✓ DO use one of the following unique product identifiers: UPC, ASIN, GTIN, EAN, GTIN14, ISBN10, ISBN13
- ✗ DO NOT include placeholder or fake unique identifiers
- ✓ DO triple check that the unique identifier properly reflects the product being sold
- ✓ DO ensure that the unique identifier correctly matches the quantity of the product being sold

7 PRODUCT DIMENSIONS

- ✓ DO provide the following information: shipping weight (lb), package length (in), package width (in), package height (in), and multi pack quantity
- ✗ DO NOT provide inaccurate or estimated data. Incorrect information will directly impact your competitiveness on the Jet marketplace.
- ✓ DO triple check that the multi-pack quantity properly reflects the quantity of the product being sold

Have any additional questions about Jet's Unified Product Catalog or Product Listings?

Check out our [FAQ Help Center](#), give us a call at 1-844-JET-SELL or [send us a request](#).