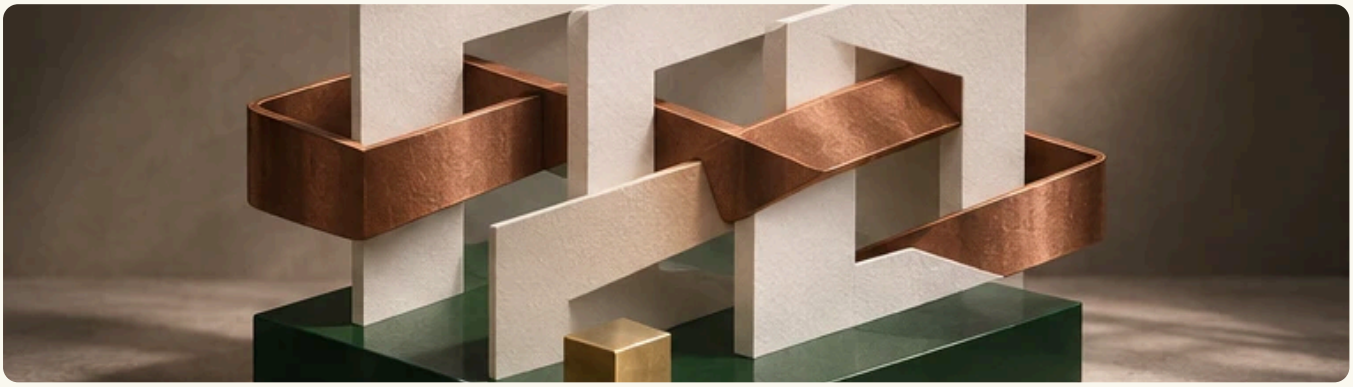
BUSINESS CASE WHITEPAPER · COM-020

Marketplace listing adaptation

Translate eight product records into listings suited to one marketplace.



The decision

Approved shop data needs adapting to one marketplace without introducing unsupported claims.

What the fee buys

We adapt titles, bullets and attributes for eight approved products on one marketplace.

When to commission

Buy when eight approved products and one target marketplace are confirmed.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

One approved product carries two different material descriptions across the merchant's source documents.

In this illustrative case

Ask the product owner to verify the material before adapting the marketplace attribute.

Inputs and ownership

Select eight approved products, the target marketplace and verified attributes and claims.

1. Review approved product facts
2. Map marketplace fields
3. Review adapted listings

Using the handover

Use the adapted content to match the selected channel's fields while preserving approved product facts.

An alternative to buying

Use an established channel template if its mappings and attributes remain current.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£449 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 11.22 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count required listing attributes supported by verified source data for the eight products. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Buy when eight approved products and one target marketplace are confirmed. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-020, GBP catalogue fee and an illustrative working case. View service scope.

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