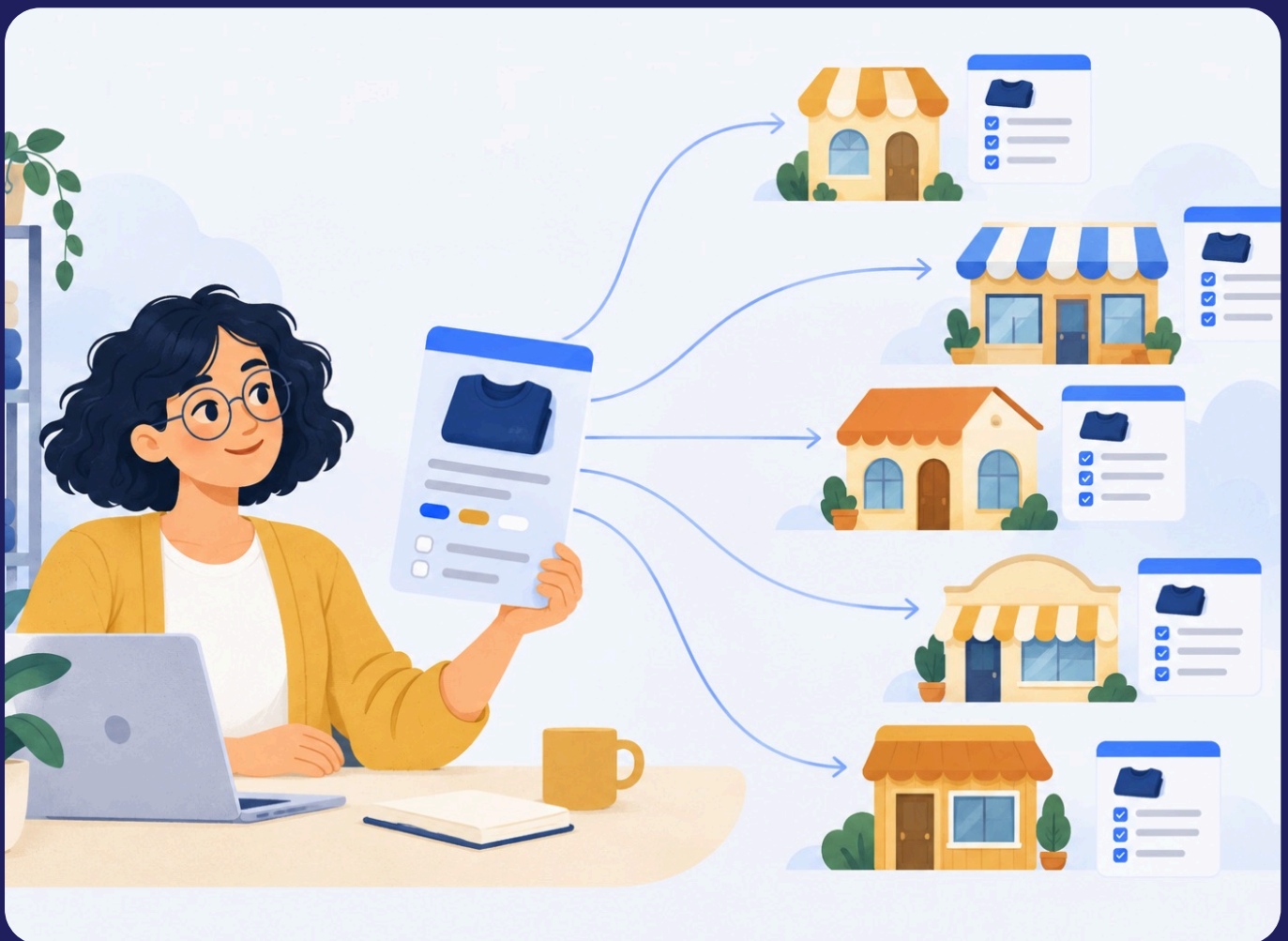


Where your product rules end up

How do your product rules affect your own online store, and your marketplaces?



Done this before? Try the questions on **page 9**. All of them right? You've finished this course.

Who sets the structure?

OneSila differentiates between your own online stores and marketplaces. You create your own product rules for both. The difference: on your own store, your rules are the final word. On a marketplace, they have to meet the marketplace's requirements.

YOUR ONLINE STORE

OneSila sets the structure

OneSila is your master data, so it defines your store's structure. It creates and maintains that structure for you, from your product rules.

In OneSila these are called **Storefronts**.

MARKETPLACE

The marketplace enforces its structure

A marketplace enforces its own structure for every kind of product. OneSila can't enforce its own structure there, so you must match your product rules to theirs.

In OneSila these are called **Marketplaces**.

ONE MASTER, TWO WAYS

You describe a product once, in OneSila, with your properties and your product rule. Where a channel lets it, OneSila creates the structure from your rules. Where a channel enforces its own, you match your rules to it. Either way, your product data stays in one place.

Same T-shirt, two outcomes

The difference shows up the moment something is missing.

WHY IT MATTERS

Your T-Shirt rule has Size as Optional, because your shop works fine without it. A T-shirt without a size goes to your store, and shows up there. The same T-shirt is refused by the marketplace: it requires a size. Same product, same rule, two different outcomes.

In this module you learn to

1. Tell an online store from a marketplace, and who decides on each.
2. Explain how your product rule becomes your online store's setup.
3. Explain what a marketplace asks of your products.
4. Choose between one rule for every channel and a rule per channel.
5. Know that a rule change reaches your live channels.

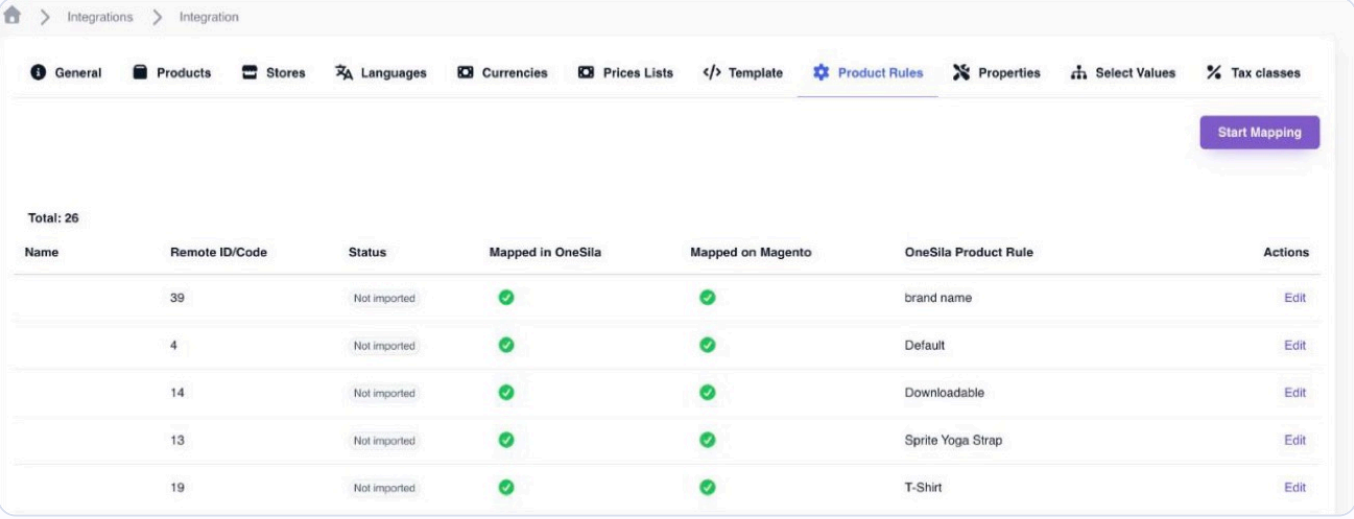


STEP 1

Your online store: you define the outcome

Your online store doesn't enforce a structure, so OneSila creates it from your product rules: the fields a product has, their options, and the choices a shopper makes.

IN ONESILA	ON YOUR ONLINE STORE
Product type & product rule	The kind of product and its set of fields. An attribute set on Magento, a product type on Shopify.
Property	A field on the product. An attribute, a metafield.
Select value	An option in that field.
Property the customer chooses	The choice a shopper makes, like size: a product option.



The screenshot shows the 'Product Rules' tab in the OneSila interface. A 'Start Mapping' button is in the top right. Below the navigation bar, a table lists 26 rules. The table has columns for Name, Remote ID/Code, Status, Mapped in OneSila, Mapped on Magento, OneSila Product Rule, and Actions. Five rules are visible in the table, all with a status of 'Not imported' and green checkmarks in the 'Mapped' columns.

Name	Remote ID/Code	Status	Mapped in OneSila	Mapped on Magento	OneSila Product Rule	Actions
	39	Not imported	✓	✓	brand name	Edit
	4	Not imported	✓	✓	Default	Edit
	14	Not imported	✓	✓	Downloadable	Edit
	13	Not imported	✓	✓	Sprite Yoga Strap	Edit
	19	Not imported	✓	✓	T-Shirt	Edit

Integrations › Magento › Product Rules. Each OneSila product rule has its own attribute set on Magento.

What gets sent

The properties in the product rule that have **Public Information** on, and a value. An empty property isn't sent.

Nobody else checks

Your store doesn't refuse an unfinished product. It shows what your rule sends. So your product rule is the only thing between a finished product page and a half-empty one.

Marketplaces: they enforce their rules

A marketplace enforces its own structure for every kind of product. OneSila can't create it there, and you can't change it. Your product has to meet it before it's listed.

Name	Mapped in OneSila	Type	Allowed values
Brand Name	✓	Required	USANOOKS Generi
Item Type Keyword	✓	Required	-
Collar Style	✗	Optional	Band Collar Button f +27 more
Age Gender Category	✓	Optional	-
Model Number	✓	Optional	-
Model Name	✓	Optional	-

Integrations › Amazon › Product Rules › Shirt › Schema. Amazon's own list for a shirt: 152 properties. Brand Name is required, Collar Style is optional with 32 allowed values.

Their product types

Amazon calls a T-shirt a "Shirt", eBay files it in a category. Each comes with its own list.

Required properties

Miss one, and the product isn't listed. Even when your own rule says it's optional.

Allowed values

Often only their options are accepted. Your "Navy" has to count as one of theirs.

YOUR WORDS, THEIR LIST

You keep your own product types, properties and values. Linking them to the marketplace's is called **mapping**: your T-Shirt to their Shirt, your Colour to their Color, your Navy to their navy. You do it once. The course Working with channels shows how.

The marketplace wants something you don't have at all? Add it to your product rule, so you can give your products a value.



One rule for every channel, or one per channel?

The rule you know from module 2 is the **Default** rule. A channel can also get its own version of a rule. Where a channel has one, it uses that. Where it doesn't, it uses the Default rule.

One rule for every channel

- + **Little to configure.** One rule per product type. You change it once and every channel follows, so nothing can drift apart.
- **Marketplace details are exposed on your store.** What a marketplace asks for ends up on your product pages too. "Batteries included" on a plush teddy bear, a search keyword, a tax code: clutter that doesn't help a shopper buy, and can confuse them.
- **A marketplace's requirement blocks your store.** If Amazon needs an age range and you make it Required, a product without one doesn't go to your own store either, though your store doesn't need it.

A rule per channel

- + **Each channel shows only what fits it.** Clean product pages on your store, and the extras only where a marketplace demands them.
- + **Requirements stay where they belong.** A marketplace's demand only holds back that marketplace.
- **More to configure.** A property several channels need has to go into each of their rules. Forget one, and the channels drift apart.
- **More to check when you reorganise.** The real case on page 8, times the number of rules.

OUR ADVICE

Keep separate rules for separate channels. It's far cleaner, and it stops marketplace details from showing up on your store. In our experience that's well worth the extra setup. But it depends on your situation: the next page shows two examples.

Two examples

TWO SHOPIFY STORES AND A MAGENTO STORE

Keep the Default rules

All your channels are your own stores. You want the same information everywhere, all the time. There's no marketplace detail that could end up in the wrong place, so a rule per channel only adds setup.

AMAZON, SHEIN AND YOUR OWN SHOPIFY STORE

Give each channel its own rule

Amazon and Shein each ask for their own details. Those don't belong on your Shopify product pages, and a property only Amazon requires shouldn't hold back your store. With a rule each, every channel gets exactly what it needs.

The setting: Fallback to Default Product Rule

PRODUCT RULES AND NAMES

Fallback to Default Product Rule

When disabled, OneSila will not fall back to the default rule. A product rule for this sales channel is required before products can be pushed to it.



Use Configurable Name

If enabled, the system will always use the configurable (parent) product's name for variations.



Integrations › your channel › General › Sync. On by default.

On

The channel falls back to the Default rule for every product type it has no rule of its own for.

Off

No fallback. The channel only uses rules of its own. Products whose type has no rule for this channel aren't sent.

You create a channel's own rule by picking the channel in the rule's Sales Channel field. OneSila shows how many products use the Default rule now, and asks you to confirm.

Your rules are live

Once your channels are connected, a rule change is no longer a change inside OneSila only. It reaches every channel that uses the rule.

On your online store

Shoppers see the change. Some changes go out the moment you save, others on each product's next sync.

On a marketplace

Your products are checked against their list again. Miss something they require, and the product isn't sent.

A REAL CASE

A customer spent an afternoon reorganising their product rules in OneSila. They merged a few product types into one and moved the products across. To them it felt like tidying up, but they missed that the new rules were missing properties. The next morning someone noticed their Shopify products were missing details shoppers relied on. Nothing was broken: the shop showed what the new rules listed.

Be cautious when changing rules. They're an instruction set, not an arbitrary list.

YOUR TURN

Open **Integrations** and look at your channels. Which are online stores, and which are marketplaces? For one of them, open **General › Sync** and see whether Fallback to Default Product Rule is on.

Six questions

Pick one answer for each. The answers, and why, are on the next page.

1 On your own online store, who decides which details a product has?

- A. The store platform
- B. You, through your product rule
- C. The store's theme
- D. Each product separately

2 On a marketplace, who decides which details a product needs?

- A. You, through your product rule
- B. OneSila
- C. The marketplace
- D. The shopper

3 Size is Optional in your T-Shirt rule. The marketplace requires a size. What happens to a T-shirt without one?

- A. It's listed anyway
- B. OneSila fills in a size
- C. The marketplace lists it without a size
- D. The marketplace doesn't list it

4 Your property is Colour, the marketplace's is Color. What do you call linking the two?

- A. Mapping
- B. Merging
- C. Renaming
- D. Translating

5 Fallback to Default Product Rule is off, and your store has no rule of its own for Bags. What happens to your bags?

- A. They use the Default rule
- B. They aren't sent to the store
- C. OneSila creates a rule for you
- D. They're sent with every property

6 You remove a property from a rule your online store uses. What do shoppers notice?

- A. Nothing, the store keeps it
- B. Only new products lose it
- C. It disappears from those product pages
- D. The store stops working

Answers, and why

B**Question 1 · B. You, through your product rule**

Your store has no list of its own. Your product rule becomes its setup.

C**Question 2 · C. The marketplace**

A marketplace has its own list for every kind of product, and enforces it. Your product rule has to meet it.

D**Question 3 · D. The marketplace doesn't list it**

Your rule decides what's optional in OneSila and on your store. A marketplace still requires what it requires. On your store, the same T-shirt does show up.

A**Question 4 · A. Mapping**

You keep your own words, and link them to the marketplace's once. The course Working with channels shows how.

B**Question 5 · B. They aren't sent to the store**

With the fallback off, the store doesn't use the Default rule. It needs a rule of its own for Bags first. With the fallback on, (A) would be right.

C**Question 6 · C. It disappears from those product pages**

On your store, your product rule is the setup. Take a property out, and it goes from the store too. That's the real case on page 8.

NEXT

You've finished Properties, Rules & Mapping. Next course: Working with channels. Connecting your channels, importing what you already sell, and keeping your store and marketplaces running.





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Your product data, in one place.

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