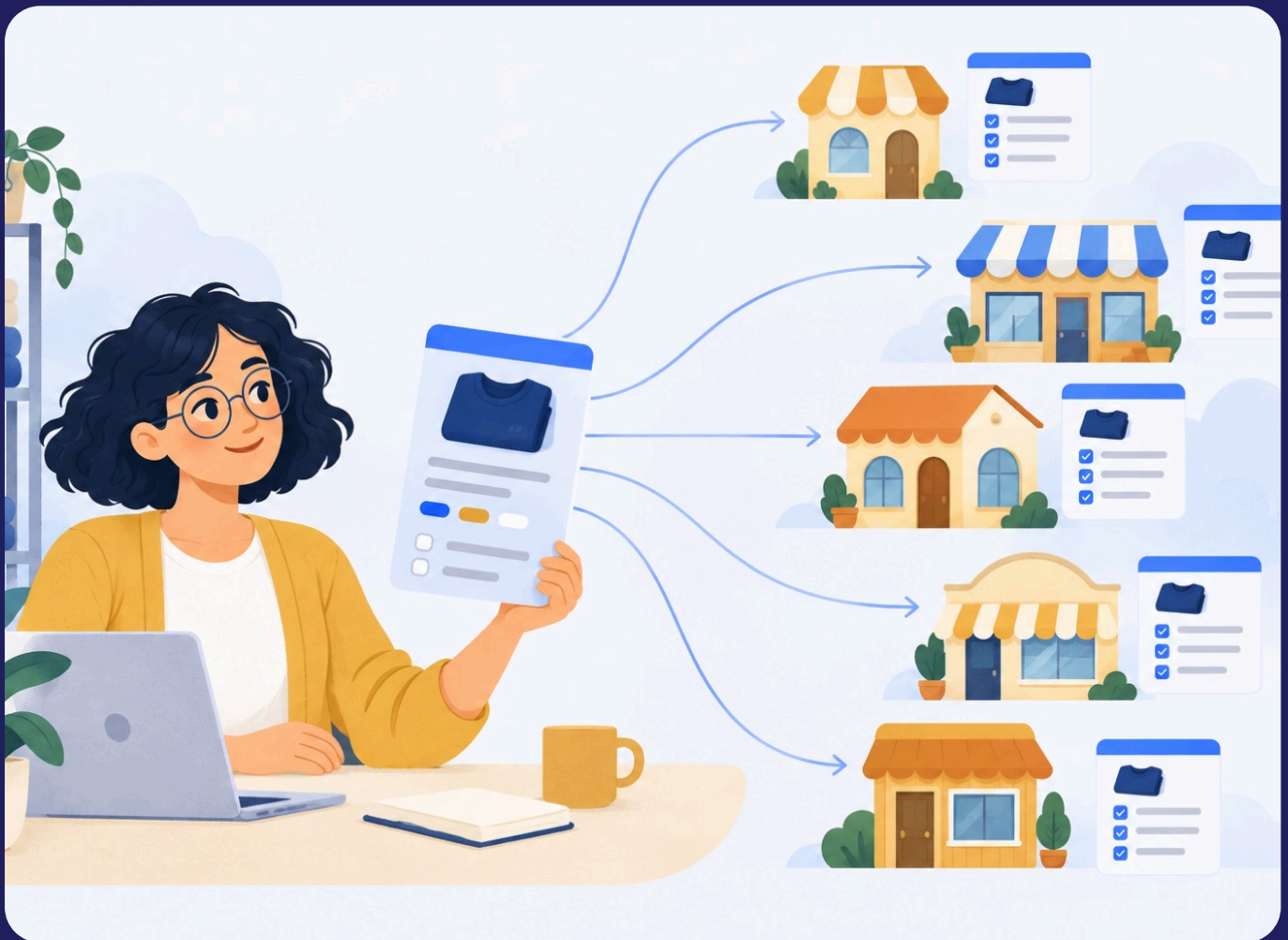


Dealing with marketplace challenges

A marketplace blocked or refused your listing. Where do you start, and how do you find the real cause?



Done this before? Try the questions on **page 15**. All of them right? You've finished this course.

Resolving errors always starts at the log

A marketplace only accepts what meets its rules, and every marketplace has its own. You won't learn them all, and you don't need to. When a listing is blocked or refused, OneSila logs what happened, and most of the time the log tells you exactly how to fix it.

This module teaches you one routine: read the log, fix it in OneSila, resync. And what to check when the log isn't clear.

In this module you learn to

1. Spot a listing with an issue, and tell what state it's in.
2. Follow one routine for any marketplace problem.
3. Open the log, and use How to fix.
4. When the log isn't clear, check the three common causes: something missing, a mapping, or something the marketplace doesn't accept.
5. Know when to refresh, and when to contact OneSila support.
6. Avoid the moves that make things worse.

DID YOU KNOW?

Three out of four marketplace errors come down to one of these three things:

1. The product misses something the marketplace needs.
2. A value isn't mapped, or is mapped wrong.
3. The marketplace doesn't accept what you send, like a size it doesn't use.

Most of the rest is a quick fix on the product, like a name that's too long or a missing EAN.

This module builds on Sending products to your sales channels (module 3) and on Properties, Rules & Mapping.

One routine for every problem

This is how the OneSila team solves marketplace problems too. Keep this page next to you.

- 1 Spot the error.** The listing shows Action required, or the marketplace refused it. Page 4.
- 2 Open the log.** Sync history, for that product on that channel. Page 5.
- 3 Read it, and click How to fix.** It tells you what happened, why, and what to do. Pages 6 and 7.
- 4 Fix it in OneSila.** Not on the marketplace.
- 5 Resync once.** Then read the log again. A new error? Back to step 3.
- 6 Still not clear?** Look your error up in the common errors on page 8. Then contact OneSila support, with the product, the channel and the full message.



What a listing with an issue looks like

It all starts with understanding and identifying. Before you fix anything, know which product, on which channel, and what state it's in.

Right after you send

You add a product to a channel, or resync it. The channel's row on the product's **Channels** tab shows its status. Under a problem, the reason is written out.

☐	Wooden Chair - Red	Simple Product	✓	Completed	 
☐	Wooden Chair, Blue	Simple Product	✓	Processing	 
☐	Queen Size Bed	Simple Product	✓	Action required	  Listing: Product BED-QUEEN-006 name for language en must ...
☐	Wooden Chair, Blue	Simple Product	✓	Failed	  Listing: System Error - contact support

Completed, Processing, Action required and Failed. The document icon is the listing, the tag is the price.

STATUS	WHAT IT MEANS
Action required	Something in your data. You can fix it: start at the log.
Rejected by external approval	The marketplace refused it. Read why in the log, fix, resync. Not every marketplace gives the full reason: sometimes a talk with your account manager there is what gets it approved.
Pending external approval	The marketplace is reviewing it. Wait.
Failed · System Error - contact support	Not in your data. Contact OneSila support.

TIP

To see every listing with an issue at once, go to **Integrations › Assignments**, or your channel's **Products** tab, and filter on Action required and Failed. Click **Create dashboard card**, and your dashboard shows them each day.

STEP 2

Where to find the log

Every product has a log per channel: **Sync history**. You open it with the clipboard button at the end of the channel's row.

On the product

Open the product, go to its **Channels** tab, and click **Sync history** in the channel's row.

State	Name	Status	Actions
ADDED 	devtest20260909	Completed 100%	

On the product: the second button, after the lock.

From a list

In **Integrations › Assignments**, or your channel's **Products** tab, every row has the same clipboard button. Handy when you're working through a filtered list.

ze Bed	Simple Product		Action required Listing: Product BED-QUEEN-006 name for language on must ...	BED-QUEEN-006	Ebay - Great Britain	18/11/2025	
--------	----------------	--	---	---------------	----------------------	------------	--

A listing with Action required in Assignments. The orange Resync button next to it means it needs a resync.

RIGHT PRODUCT, RIGHT CHANNEL

A product has a log for each channel it's on. Two Amazon accounts, two logs. Open the one for the channel that shows the problem.

Reading the log

Sync history

Review marketplace activity and resolve failed syncs.

Last synced at: 09/10/2026, 20:31

Listing

Action required

Add 'Shopify Tags' to the product properties rule 'Dog Carrier' (optional is enough), then sync again.

Last attempt 20/10/2026, 20:24

How to fix

Retry

Price

Completed

All variation prices are synced.

Last synced 09/10/2026, 20:31

Last submitted: 09/10/2026, 20:31

Resync prices

Check price status

RECENT

22/10/2026, 22:03	Properties: Pet Type > Dog <Tweave Tech Demo - Official -> Pet Type (SELECT)>
22/10/2026, 21:59	Properties: Colour > Red <Tweave Tech Demo - Official -> Colour (SELECT)>
22/10/2026, 16:53	Properties: Deleted

Show full log (528)

IN SYNC HISTORY	WHAT IT SHOWS
Listing	The listing's status, and the latest message. Resync sends it again.
Recent · Show full log	What OneSila sent, and what the marketplace answered, newest first.
How to fix · Find help	How to fix opens the guide for a known error. No guide for it yet? Find help searches the help library for you.

 **Module 4 · Dealing with marketplace challenges**

Using the resolution guide

This is where most problems get solved. Click **How to fix** in the log, and a guide opens next to it, written for that exact error.

RESOLUTION GUIDE
×

How to resolve this

WHAT HAPPENED

Add * to the product properties rule **** (optional is enough), then sync again.**

❗ **Cause**

The Shopify store sends its vendor and tags from the properties chosen in the store settings. The product's rule does not include at least one of them. Vendor is skipped outside the rule, and tags are easy to leave unfilled while every push replaces the product's tags on Shopify. The product was not sent.

✔ **Recommended fix**

Open the product-type rule named in the error and add the properties it lists. Optional is enough, and products may leave them empty. Retry the synchronization afterwards.

IN THE GUIDE	WHAT IT TELLS YOU
What happened	The error, in plain words.
Original marketplace error	The marketplace's own message, word for word.
Cause	Why it happened.
Recommended fix	What to do in OneSila. Do it, then resync once.

The guide for the error on page 6.

More than one way to solve it? The button says **View 2 solutions**, and you pick the one that fits. **Open full guide** shows the whole page. No guide for this error yet? **Find help** searches the help library for you.

THEIR WORDS, YOURS

- Attribute, aspect, item specific = property
- Option, allowed value = select value
- Browse node = category
- Variation theme = what makes the variations
- GTIN = EAN

In Chinese? Use a translator.

Common errors, and where to look

Every marketplace words its errors differently, but most come down to a handful of causes. These are the ones we see most. The log isn't clear, or there's no How to fix? Find the line that looks like your error, and go to that page.

THE LOG SAYS SOMETHING LIKE...	LOOK AT
Missing information, even when it's filled in	The product misses something. Switch the inspector to that channel to see what. Page 9.
Not mapped, or custom values not allowed	A value isn't mapped. Page 10.
It works some days, not others	A value is mapped wrong: twice, differently per account, or changed in the meantime. Page 11.
Not allowed for variations, or the wrong category	The marketplace doesn't accept it. Page 12.
Value rejected, though it's on their list	It depends on another property's value. Page 12.
Too long, too short, missing EAN or barcode	A value on the product itself. Fix it on the product, then resync.
System error, try again later, too many changes	The marketplace's side. Wait, then resync once. Page 13.
None of these	Page 13.

Three out of four errors come down to the first three causes. That's why the next pages go through them one by one.

The product misses something the marketplace needs

The most common case: the marketplace says a property is missing, but you can see it's filled in. Usually you're looking at the wrong rule. The Default one, while this channel has a rule of its own. Or the other way round. Or another channel's rule altogether: eBay's, while the problem is on Shein.

REAL CASE

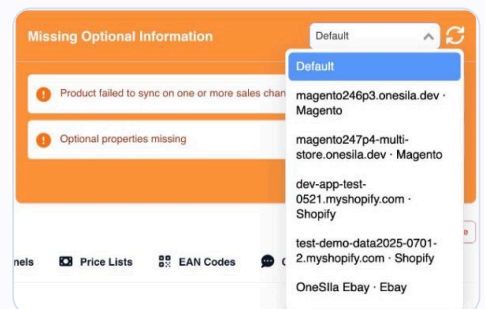
Shein kept saying a property was missing. It was filled in and mapped. The cause: the product type had a Shein rule of its own, made before the property was added. The Default rule had it, the Shein rule didn't. Adding it to the Shein rule and resyncing fixed it.

FIRST ASK: AM I LOOKING AT THE RIGHT ONE?

Which channel failed? Look at that channel, and at that channel's rule. eBay's rule says nothing about Shein. And the Default rule says nothing about a channel that has its own.

How to check

- 1 On the product, switch the inspector to your marketplace. It now checks this product against that channel's rule.
- 2 The product's **Properties** tab shows which rule it uses: Rule · Default, or Rule · your channel.
- 3 Open that rule. Is the property in it, and is it Required, Optional, or in the configurator?



The inspector's channel picker.

Watch out: be cautious changing a shared rule to fix one product. It changes every product of that product type. Adding a property? Consider adding it as Optional first: it shows, but blocks nothing. More info: Properties, Rules & Mapping, module 2.

A value isn't mapped

Some marketplace fields take any text: there, your value goes out as you wrote it. Others only accept their own list: there, a value you haven't mapped blocks the listing. The log says it isn't mapped, or that custom values aren't allowed.

REAL CASE

Everything worked for months. Then eBay changed its size field: it stopped accepting your own text, and only took sizes from its own list. Sizes that went out as written before were now blocked, until they were mapped to eBay's values.

How to fix

Go to the channel's **Select Values** tab, find the value, and map it to the marketplace's value: the same way you mapped during the import. Then resync the product.

Total: 494

Start Mapping AI Map

Value	Remote ID/Code	Store	Remote Property	Mapped in OneSila	OneSila Value	Actions
kg	kg	Ebay - Great Britain	Unit Type	✓	kg	Edit
100g	100g	Ebay - Great Britain	Unit Type	✓	100g	Edit
10g	10g	Ebay - Great Britain	Unit Type	✓	10g	Edit
L	L	Ebay - Great Britain	Unit Type	✓	L	Edit

The Select Values tab: each marketplace value, and the OneSila value it's mapped to.

Remember: a new value needs mapping on every marketplace you sell on.

A value is mapped wrong

Something can be mapped, and still be wrong: mapped to the wrong field, mapped twice, mapped differently on your second account, or changed by someone in the meantime.

REAL CASE

An eBay listing failed some days, and worked on others. The cause: the OneSila value XXL was mapped to two eBay values, XXL and 2XL. eBay only accepts 2XL. Sometimes OneSila picked the right one, sometimes not. Unmapping the old one fixed it.

Look from the marketplace's side too

On the channel's **Select Values** or **Properties** tab, search for the value or field. You see every marketplace entry with that name, and what it's mapped to in OneSila. Or filter on **OneSila Value** or **OneSila Property** to see everything mapped to yours.

Search: Blue x						
Total: 3						
Value	Remote ID/Code	Store	Remote Property	Mapped in OneSila	OneSila Value	Actions
Blue	Blue	Ebay - Great Britain	Colour	✓	Blue	Edit
Blue	Blue	Ebay - Great Britain	Main Colour	✗		Edit
Blue	Blue	Ebay - Great Britain	Color	✗		Edit

Searching "Blue": eBay has it in three fields. Only Colour is mapped.

THE RULE TO KEEP

One meaning, one property, one mapping. And check each account on its own: two Amazon accounts each have their own mapping.

The marketplace doesn't accept what you send

Your product rule links to a marketplace category, on the channel's **Product Rules** tab. That category decides what the marketplace accepts. Your setup and theirs don't always overlap the way you expect.

[Pull OneSila Rules](#)
[Start Mapping](#)

Total: 34

Name	Remote ID/Code	Store	Status	Mapped in OneSila	Mapped on eBay	OneSila Product Rule	Actions
accessories	-	Ebay - Great Britain	Not imported	✓	✗	accessories	Edit
Bags	52357	Ebay - Great Britain	Ready	✓	✓	Bag	Edit
Battery Cables & Connectors	184846	Ebay - Great Britain	Ready	✗	✓		Edit
Beds, Frames & Bases	131604	Ebay - Great Britain	Ready	✓	✓	Bed	Edit
Bottom	-	Ebay - Great Britain	Not imported	✓	✗	Bottom	Edit
Camera, Monitor & Sensor Kits	184616	Ebay - Great Britain	Ready	✗	✓		Edit
Compost Accelerators	181021	Ebay - Great Britain	Ready	✗	✓		Edit

Each marketplace category, and the OneSila rule linked to it.

Variations are where it bites

In OneSila, a property in the configurator decides the variations: size, colour, style. But each marketplace category allows only some fields for variations.

REAL CASE

A product varied by style. eBay refused it: its category didn't allow style for variations. Forcing it didn't help. The fixes that work: pick a category that allows it, sell it as separate products, or use a field the category does allow.

Values that depend on each other

Some marketplaces only accept a value together with the right value of another property. A size, for example, can be valid on its own, but not with the size system or target group you picked. The error names the value it rejects. The fix is often in the other property, so check what goes with it.

STEP BACK

Fighting the same errors and the same mapping again and again? Then the cause is probably your structure, not OneSila or the marketplace. One product rule is likely trying to cover too many marketplace categories at once. Properties, Rules & Mapping, module 2, shows how to size your product types.



When the log doesn't get you there

Nothing is missing, the mapping is right, and the marketplace accepts what you send. And it still fails. Then it's usually one of these.

The message points the wrong way

Some marketplaces name a symptom, not the cause. Amazon, for example, can say a property is missing, then that its value is wrong, while the cause is another property. eBay can complain about a word like "lot" in your description, while the real issue is the price gap between variations. Read the original marketplace error slowly, to the end, and check the guide. Still makes no sense? Contact OneSila support.

The marketplace changed its requirements

A category suddenly asks for something new, or a field you mapped is gone. Refresh what OneSila knows: **Refresh rule schema** on the channel's Product Rules tab. Changed a mapping? Map its values there too.

It's the marketplace's side

eBay says "system error, try again later". Shein asks you not to change prices so often, or can't load its own requirements. There's nothing to fix in OneSila: wait, then resync once.

Something on the marketplace itself

A policy or account setting on the marketplace is off. The message usually names it. Fix it there, then resync.

CONTACT ONESILA SUPPORT

Send the product, the channel, and the full message. That's all support needs to start.

Moves that make it worse

These came up again and again in support. Each one turns a small problem into a bigger one.

- 1 Fixing it on the marketplace itself.** OneSila sends its own version next time, and your fix is gone, or clashes with it.
- 2 Ad-hoc rule changes for one listing.** A rule is shared, so a quick change lands on every product of that type. Think about the whole catalogue first. Marking properties Required just to get one listing through usually holds back the rest, or brings in requirements from another category.
- 3 Forcing a value to get it through.** Giving every variation the same value, or bending a value to fit, only moves the problem.
- 4 Removing and re-adding a product to speed things up.** Changes not showing fast enough? Taking a product off a channel and adding it again can break reporting, lose reviews and ranking. Only do it on purpose, never to hurry a change.

YOUR TURN

Open **Integrations › Assignments**, filter on one of your marketplaces and on Action required. Pick one product, open its Sync history, and take it through the routine on page 3.

Eight questions

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

1 A listing shows Action required. What's your first move?

- A. Resync it a few times
- B. Delete it, and add it again
- C. Open its Sync history, read the message, and click How to fix
- D. Fix it on the marketplace

2 Shein says a property is missing. On the product, it's filled in. What do you check first?

- A. Whether Shein is down
- B. Whether Shein's own rule has the property, with the inspector set to Shein
- C. Whether the product has images
- D. Nothing: delete the product and add it again

3 You add a new value, Sage, to your Colour property. A marketplace now blocks the listing. Why?

- A. Sage isn't mapped for that marketplace yet
- B. Colours can't change after the import
- C. The product needs a resync every day
- D. Sage is too long

4 An eBay listing fails some days and works on others. What do you suspect?

- A. eBay is unreliable, so keep resyncing
- B. A missing image
- C. A value mapped to two eBay values
- D. Auto sync is off

5 Your product varies by style. The marketplace refuses the variations. What's the likely cause?

- A. The price is too high
- B. The product rule is missing
- C. The channel is switched off
- D. The marketplace's category doesn't allow style for variations

6 A listing shows System Error - contact support. What do you do?

- A. Resync until it works
- B. Send support the product, the channel and the full message
- C. Change the product rule
- D. Delete the listing on the marketplace

7 A product is under review on a marketplace, and it looks wrong. What do you do?

- A. Delete it in OneSila, and add it again
- B. Fix it on the marketplace itself
- C. Fix it in OneSila, and resync once
- D. Resync it every few minutes

8 Shein says Brand is missing. You open the product's eBay rule: Brand is in it, and Required. What now?

- A. Shein is wrong, so resync until it goes through
- B. Add Brand to the Default rule
- C. Check Shein's rule: eBay's rule doesn't count for Shein
- D. Fill in Brand on eBay

Answers, and why

C**Question 1 · C. Open its Sync history, read the message, and click How to fix**

Most of the time, the log tells you what to do. Fix it in OneSila, then resync once.

B**Question 2 · B. Whether Shein's own rule has the property, with the inspector set to Shein**

"Filled in but missing" usually means you're looking at the Default rule, while the channel has a rule of its own.

A**Question 3 · A. Sage isn't mapped for that marketplace yet**

New values need mapping on every marketplace. Map Sage on the channel's Select Values tab, then resync.

C**Question 4 · C. A value mapped to two eBay values**

Sometimes the right one is picked, sometimes the wrong one. Search the value on the Select Values tab, and keep one mapping.

D**Question 5 · D. The marketplace's category doesn't allow style for variations**

Each category allows only some fields for variations. Pick another category, a field it allows, or separate products.

B**Question 6 · B. Send support the product, the channel and the full message**

A system error isn't in your data. Resyncing again (A) won't fix it.

C**Question 7 · C. Fix it in OneSila, and resync once**

The product comes from OneSila, so you fix it there. Fix it on the marketplace instead, and OneSila sends its own version the next time it syncs: your fix is gone.

C**Question 8 · C. Check Shein's rule: eBay's rule doesn't count for Shein**

Always look at the channel that failed, and at its own rule. Comparing with another channel only sends you the wrong way.

NEXT

You've finished Working with channels. You can now connect a channel, import it, send your products, and solve what the marketplace throws back.



ONESILA

Your product data, in one place.

onesila.com