

AI Listing Builder

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This video introduces AI Listing Builder, an AI-powered workflow designed to transform raw product data into complete, marketplace-ready listings with minimal manual effort.

AI Listing Builder enables users to select raw product data — either imported or manually created — and automatically generate optimized listings aligned with marketplace-specific requirements and taxonomy.

► Video walkthrough · <https://www.loom.com/share/39c15c05f488435998a8508d9be1985b>

How it differs from product mapping

AI Listing Builder is the next step up from the existing product mapping functionality. Where product mapping is manual, AI Listing Builder relies entirely on AI to turn raw product data into a ready-to-go listing. It appears as its own section in the navigation menu, split into three parts: **Raw Data**, **AI Process**, and **Review & Publish**.

Raw Data

Raw Data is a separate structure from the regular Products & Listings section — it holds the minimum information needed to optimize and transform a raw product into a finished listing. Raw data can be brought in three ways:

- Imported from a CSV or Excel file
- Imported directly from a channel, such as Amazon or eBay
- Added manually

Each raw product is scored for **data quality**. If core fields such as title, brand, or key attributes are missing, the product is ranked as low quality; if all of that detail is present, it's ranked as high quality, which leads to better results during the AI transformation.

The Raw Data view also shows **listed channels** — whether a given product is already listed on Amazon, eBay, both, or neither — and supports filtering on any field, for example filtering down to high-quality products that aren't yet listed on Amazon.

Selecting one or more raw products surfaces a **Create Listing** action, in two steps:

1. Choose which marketplace to transform the raw data into, and optionally apply a seller.
2. Set the price rule: a fixed value, a percentage increase, or a multiplier. The multiplier option is particularly useful when converting between currencies — for example, taking raw data imported from Amazon US and transforming it into listings for Amazon Spain.

AI Process

Once a listing transformation is created, you're taken to the AI Process section, which tracks every transformation in progress and shows, per process: a process ID, its status, the target marketplace, when it started, current progress, and an estimated time remaining. Completed processes are also shown here, broken down into how many succeeded, how many failed (and why), and when each finished.

Review & Publish

Every completed transformation has a review result, shown in the Review & Publish section, where you can check exactly what was transformed and how before it goes live. Each result includes:

- A **confidence** score — the AI's own confidence in the transformation, for example whether the raw data was matched to the correct marketplace category and whether required attributes were populated
- **Internal validations** against marketplace rules — for example, eBay titles cannot exceed 80 characters, and the system checks for and flags cases where the AI-generated title runs over that limit
- The **AI process ID**, so a given transformation can always be traced back to the process that produced it

If you're happy with the result, you publish it directly from this section. Once published, the item is automatically removed from Review & Publish and moves into the regular Products & Listings section as a ready-to-go listing.

Supported channels

Listing Transformation currently supports: eBay, Amazon, B&Q, Debenhams, Walmart, TikTok, Freemans, and Best Buy.