



# Mass Upload User Guide

SELLER EDUCATION HUB

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**WHAT IS MASS UPLOAD?**

# What is Mass Upload?

**Mass Upload** is a function that allows sellers to upload multiple products on Shopee at once. Utilising this feature will help sellers **save time when uploading a large number of listings** via the Seller Centre.



**Generate & download**  
template



**Fill in the template** with  
the necessary  
information



**Upload & check** the  
upload result



**Fill in attributes & publish**  
the products



**HOW DO I ACCESS THE MASS  
UPLOAD FUNCTION?**

# How do I access the Mass Upload function?

Shopee Seller Centre

Shopee Seller

Education Hub

Shipment

Order

Product

**1 My Products**

Add New Product

Suspended Products

Marketing Centre

Finance

Data

Shop

Setting

**To Do List**  
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	0 Banned Products	0 Sold Out Products	0 Pending Campaign <b>New</b>

**Business Insights** (Real-time data until GMT+8 13:00)  
An overview of the shop data for the paid order dimension

Sales  $\text{RM } 0.00$

Visitors **0**  
vs yesterday 0.00% —

Page Views **0**  
vs yesterday 0.00% —

Orders

Conversion Rate

**Announcements** [More >](#)

**Error in printing Airway Bills Updates**  
[NOTICE] You should be able to arrange shipment successfully as the technical issues have been resolved.  
**New** · Yesterday 14:25

**Shopee Feed #88giveaway**  
\*Free Shocking Sale Slot & vouchers worth RM 500 to win when you join #88SellerGiveaway. You'll also be highlighted on Explore tab up to 7 Days! Join Seller Giveaway Contest now. #shopeeMY88 #88Giveaway...  
**New** · 27 July 2020

**Get ShopeePay For Your Offline Store!**  
You can NOW get an EXCLUSIVE package when you sign up for ShopeePay for your offline stores! Get RM100 worth of Shop PLUS RM3 cashback! **Chat**  
customers with a DISL...

- 1 Go to the **My Products** page via the **Seller Centre** sidebar menu.



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**HOW DO I ACCESS THE MASS UPLOAD FUNCTION?**

2

# How do I access the Mass Upload function?

The screenshot displays a product management dashboard. At the top, there are tabs for 'All', 'Live', 'Sold out', 'Suspended 2', 'Delisted 3', and 'Unpublished 2'. Below these are search filters for 'Product Name', 'Category', 'Stock', and 'Sales'. A 'Search' button and a 'Reset' button are also present. The main area shows '9 Products' with a '6 / 1,000' indicator. A '+ Add a New Product' button is visible. A 'Batch Tools' dropdown menu is open, with 'Mass Upload' highlighted. Other options in the menu include 'Mass Update' and 'Attributes Tool'. A 'Restock Report' button and a grid icon are also visible. The product list includes a person in leggings, a coffee cup, a 'Delisted' product with a 'Publish' button, a coffee mug, a 'Suspended' product with an 'Update' button, and a t-shirt.

- 2 Select **Mass Upload** under the **Batch Tools** dropdown menu.



# How do I access the Mass Upload function?

Mass Upload Back to old version >

**Download Template** Upload File

Basic Template  
The basic template contains required fields to list your product. The template can be used for any category.

**3** **Download**

**Tips:**

**User Guide**  
Learn how to complete the mass upload process. [View](#)

**Category Tree**  
Check the category tree and category IDs. [View](#)

**Template**  
Please download the excel template for offline editing. Once the template is filled, you may upload the template in the "Upload File" page.

- 3** Select **Download** and open the **Mass Upload** template using Excel.



**HOW DO I FILL IN THE  
MASS UPLOAD TEMPLATE?**

# Definition of template items

Item	Description	Requirement
<b>SKU</b>	Stock Keeping Unit (SKU) refers to the minimum unit you can sell on Shopee. For example, iPhone 8 is an item, while iPhone 8 256GB and iPhone 8 64GB are two different SKUs.	Optional
<b>Parent SKU</b>	This is the identification code that you assign to a listing for your own reference, to manage your shop. <b>Do not duplicate this within your shop.</b>	Optional
<b>Variation Integration No.</b>	Variation Integration No. is a code created by the system to identify variation types of the same product as one listing. This is mandatory and cannot be duplicated within one template.	Required for <b>product with variations</b>
<b>Weight</b>	The weight of your product will be used to estimate your shipping fee.	Required
<b>Dimensions</b>	Dimensions (e.g. length, width, height) may be used to calculate shipping fees for some logistics channels. Either fill up <b>all dimensions</b> or <b>keep the field empty</b> .	Optional
<b>Logistics channels</b>	Logistics channels can be found and enabled via the My Shipping page. Please enable <b>at least one logistic channel</b> .	Required
<b>Images</b>	Images are used to represent your products. You can upload a cover image by including a URL in the template or uploading it via the Unpublished Items page.	Required
<b>Pre-order DTS</b>	Pre-order Days to Ship (DTS) indicates the days required for a pre-order product to be shipped. If this is left blank, your shipment will be set as <b>non pre-order by default (2 days)</b> . To set your DTS to Pre-Order, please look up the DTS range of the item category and insert a valid value (between 7 - 30 days).	Optional



# How to fill in the template

- Select **Enable Editing** to exit Protected View.
- The first 4 rows indicate whether each column is mandatory or optional, the column's definition, and what you'll need to fill in.
- Fill in your product details accordingly from the **5th row** onwards. Each row should represent one specific item.

Do not  
change or  
edit these  
rows.

	A	B	C	D	E	F	G	H
2	Category	Product Name	Product Description	Parent SKU	Color	Size	Price	Stock
3	Mandatory	Mandatory	Mandatory	Mandatory	Optional	Optional	Mandatory	Mandatory
4	Please choose the right category for your product or Shopee might ban your items for wrong category.	Product name should include the brand and model of the product. Avoid using irrelevant keywords which may result in your listing being deleted.	Product description could be an essential part to improve your product info quality from buyers' view; avoid using irrelevant & forbidden words.	This field would be mandatory to fill. Parent SKU will be used for all sku to locate the item. Parent sku can not be duplicated within one shop.	Input the first tier variation options for your item.	Input the second tier variation options for your item.	Input your product's price, only positive number will be accepted.	Input your product's stock, only positive integer will be accepted.
5	Choose from the drop-down box, please choose the correct category nameId.	Please input 5 to 121 characters for product name.	Please input 5 to 5100 characters for product description.	Please input 1-100 characters for parent sku.	Please input less than 20 characters for option name.	Please input less than 20 characters for option name.	Please input 0.1 to 1000000000.0 for product price.	Please input 1 to 999999 for product stock.



# How to fill in 1-tier structure products

For products with one variation type (e.g. size), there should be one record for each variation option (S, M, L).

All variations of the same product should have the **same Variation Integration No.**



Title	Variation Integration No.	Variation Name1	Option for Variation 1	Image per Variation	Variation Name2	Option for Variation 2	Price	Stock
Huggies Pants	HP405	Size	M Size	<u>Image url 1</u>			65	59
Huggies Pants	HP405	Size	L Size	<u>Image url 2</u>			69	10
Huggies Pants	HP405	Size	XL Size	<u>Image url 3</u>			71	349



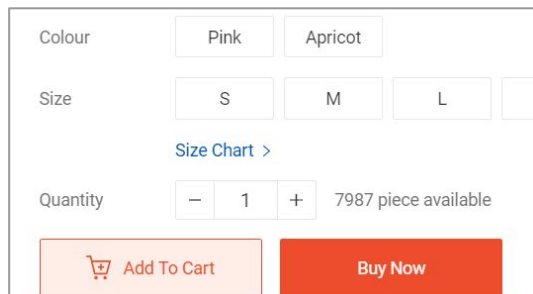
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**HOW DO I FILL IN THE MASS UPLOAD TEMPLATE?**

# How to fill in 2-tier structure products

For products with two variation types (e.g. size and colour), ensure that there is one record for each variation option.

All variations of the same product should have the **same Variation Integration No.**



## Seller Tips!



Indicate **stock as 0** for unavailable variations.

Image per variation is at the 1st tier variation level. To enable this feature for a product, you'll need to input image URLs for **all** its variations.

Title	Variation Integration No.	Variation Name1	Option for Variation 1	Image per Variation	Variation Name2	Option for Variation 2	Price	Stock
Korean lace dress	KL23	Colour	Pink	<u>Image url 1</u>	Size	S	88	14
Korean lace dress	KL23	Colour	Pink	<u>Image url 1</u>	Size	M	88	10
Korean lace dress	KL23	Colour	Pink	<u>Image url 1</u>	Size	L	88	25
Korean lace dress	KL23	Colour	Apricot	<u>Image url 2</u>	Size	S	88	0
Korean lace dress	KL23	Colour	Apricot	<u>Image url 2</u>	Size	M	88	3
Korean lace dress	KL23	Colour	Apricot	<u>Image url 2</u>	Size	L	88	0



**HOW DO I UPLOAD THE  
MASS UPLOAD TEMPLATE?**

# How do I upload the Mass Upload template?

Mass Upload

Download Template

**1** Upload File

Upload the completed template and you can check the newly created products on Unpublished tab once the uploading process has been finished.

**2** Select file or drop your excel files here  
Max size: 10.0 MB only in .xlsx

Select File

**Records**  
Shopee will only keep your files in the last 30 days.

Date	File Name	Products	Status	Action
07-07-2020 10:55	Shopee_mass_upload_07-07-2020_basic_template.xlsx	1/1	Succeeded	-
07-07-2020 10:53	Shopee_mass_upload_07-07-2020_basic_template.xlsx	0/1	All Fail	<b>3</b> Downloaded
07-07-2020 10:47	Shopee_mass_upload_07-07-2020_basic_template.xlsx	0/1	All Fail	Downloaded

- 1** Select the **Upload File** tab in the **Mass Upload** page
- 2** **Select File** and upload your updated template
- 3** **Download** to view the reasons for a failed upload, if applicable

## Seller Tips!



You can only upload a **max. of 3 files at a time**. To avoid errors, please wait for Shopee to complete the existing tasks before uploading other files.



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HOW DO I UPLOAD THE MASS UPLOAD TEMPLATE?


**HOW DO I FILL IN PRODUCT  
ATTRIBUTES AND PUBLISH?**

# How do I fill in product attributes and publish?

## Mass Upload

[Download Template](#) [Upload File](#)

Upload the completed template and you can check the newly created products on Unpublished tab once the uploading process has been finished.



Select file or drop your excel files here  
Max size: 10.0 MB only in xlsx

[Select File](#)

### Records

Shopee will only keep your files in the last 30 days.

Date	File Name	Products	Status	Action
07-07-2020 19:25	Shopee_mass_upload_07-07-2020_basic_template.xlsx	1/1	Succeeded	-
07-07-2020 19:25	Shopee_mass_upload_07-06-2020_basic_template.xlsx	1/1	Succeeded	-

**2 items are to be completed**  
Please proceed to Attributes Tool to check and finalise your listing details

1 [Mass Update Attributes >](#)

- 1 After uploading the template successfully, select **Mass Update Attributes** to go to the **Attributes Tool** page





# How do I fill in product attributes and publish?

Attributes Tool

Published items **Unpublished items 12**

Category  Status

<input type="checkbox"/>	Product details	Category	Attributes / DTS values
<input checked="" type="checkbox"/>	 Phone Case Parent SKU: <input type="text" value=""/> <input type="button" value="edit"/>	Mobile & Accessories / Mobile Access Phone stand	<input type="text" value="Brand"/> * Type <input type="text" value=""/> * Pre-order Base on category of this item, please set DTS value within 3 days. ( Excluding public holidays and courier service's non-working days )
<input type="checkbox"/>	 Phone Case Parent SKU: <input type="text" value=""/> <input type="button" value="edit"/>	Mobile & Accessories / Mobile Accessories / Phone stand	<input type="text" value="Brand"/> * Type <input type="text" value=""/>

Select All Selected 0 items

- 2 Fill in all the required **attributes**
- 3 Select to edit product **image** if needed
- 4 Select to edit **Parent SKU** if needed





# How do I fill in product attributes and publish?

Attributes Tool

Published items **Unpublished Items 12**

Category  Status

<input type="checkbox"/>	Product details	Category	Attributes / DTS values	
<input checked="" type="checkbox"/>	 Phone Case Parent SKU: -- <input type="text"/>	Mobile & Accessories / Mobile Accessories / Phone stand	Brand <input type="text" value="Brand 1"/>	<input type="text" value="Standalone"/>
<input checked="" type="checkbox"/>	 Phone Case Parent SKU: -- <input type="text"/>	Mobile & Accessories / Mobile Accessories / Phone stand	Brand <input type="text" value="Brand 1"/>	<input type="text" value="Standalone"/>

Selected 2 items

5 Select listings with filled product attributes

6 Publish listings



# Further tips

The screenshot shows the 'Attributes Tool' interface. At the top, there are tabs for 'Published items' and 'Unpublished items 12'. Below this, there are two main filter sections. The first section, labeled '1', contains a 'Category' dropdown menu with the text 'Select Category' and a 'Status' dropdown menu with the text 'All'. The second section, labeled '2', shows the 'Status' dropdown menu expanded, displaying options: 'All', 'Ready to Publish', 'Lack Media Info', and 'Lack Mandatory Attributes'. Below the filters, there are buttons for 'Search' and 'Reset'. Further down, there are tabs for 'All Product Information' and 'Media Information'. The main content area shows a list of product details for 'Phone Case' items, with columns for 'Product details', 'Category', and 'Attributes / DTS values'. At the bottom, there are buttons for 'Select All', 'Publish', 'Undo All', and 'Save All'.

- 1 You can sort listings by **Category**
- 2 You can filter listings based on their **Status**

## Seller Tips!



Remember to **Save All** regularly so that you'll always see the most updated product information and filter result.



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HOW DO I FILL IN PRODUCT ATTRIBUTES AND PUBLISH?

# Further tips

The screenshot shows the 'Attributes Tool' interface. At the top, there are tabs for 'Published items' and 'Unpublished items 12'. Below this, there are filters for 'Category' (a dropdown menu) and 'Status' (a dropdown menu set to 'All'). There are 'Search' and 'Reset' buttons. A red circle with the number '3' is placed over the 'Media Information' tab, which is highlighted with a red box. Below the tabs, there is a section for 'Product Name' and 'Phone Case' with checkboxes. A red circle with the number '4' is placed over the 'Product images' section, which is also highlighted with a red box. This section contains a grid of image placeholders: one labeled '\*Cover Pho...' and seven labeled 'Image 1' through 'Image 7', each with a plus sign in a dashed box. Below this is another placeholder labeled 'Image 8'. At the bottom, there is a 'Variation 1' section with a 'Select All' checkbox, 'Selected 0 items' text, and 'Publish', 'Undo All', and 'Save All' buttons.

3 You can edit images for all listings at one go via **Media Information**

4 Add or remove images to each listing, including its variations if applicable





# Thank you

Learn more about best practices for selling on  
Shopee on Seller Education Hub:

<https://seller.shopee.com.my/edu>