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OPEN API Product Listing Guide

1. Create Product Flow

- **List products via the Category / FC API**

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[Create Product Flow]

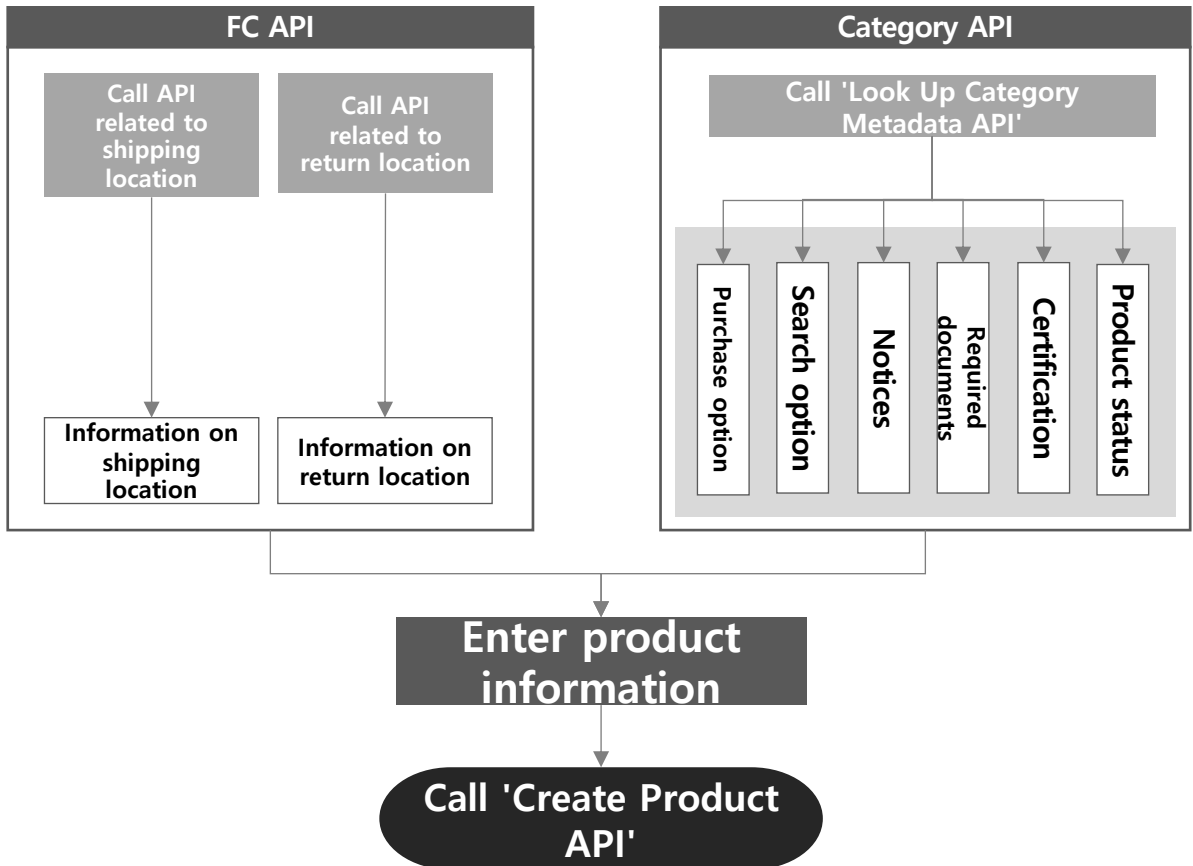## Before you create products, confirm relevant information via the FC / Category API!

1 **Access the 'FC API' to create shipping / return location codes.**

'Create Shipping/Return Location API' (if created already, check the code by accessing the 'Look Up Shipping/Return Location API')

2 **Access the 'Category API' to check the category code for product listing and required information.**

'Look Up Category API'
(Or download the Excel file for all categories to find out.)

'Look Up Category Metadata API'

3 **Enter shipping cost type, price, detail image, etc. as necessary.**

REMEMBER
Your 'Create Product API' call begins with 'FC API' / 'Category API'.

<[Figure] General Flow of the 'Create Product API' Call>

FC API	Category API

FC API

Call API related to shipping location	Call API related to return location
Information on shipping location	Information on return location

Category API

Call 'Look Up Category Metadata API'

Purchase option	Search option	Notices	Required documents	Certification	Product status

Enter product information

Call 'Create Product API'

[To create products, use the Category / FC API to enter values as follows:]

　　　　　　　　　: To enter values, refer to the Category API.　　　　　　　　　: To enter values, refer to the FC API.

```json
{
  "displayCategoryCode": 56137,
  "sellerProductName": "등록상품명-발주서에서 확인가능",
  "vendorId": "A00012345",
  "saleStartedAt": "2017-11-30T00:00:00",
  "saleEndedAt": "2099-01-01T23:59:59",
  "displayProductName": 테스트브랜드 솝베리 클렌징 오일",
  "brand": " 브랜드",
  "generalProductName": "솝베리 클렌징 오일",
  "productGroup": "클렌징 오일",
  "deliveryMethod": "SEQUENCIAL",
  "deliveryCompanyCode": "KGB",
  "deliveryChargeType": "FREE",
  "deliveryCharge": 0,
  "freeShipOverAmount": 0,
  "deliveryChargeOnReturn": 2500,
  "remoteAreaDeliverable": "N",
  "unionDeliveryType": "UNION_DELIVERY",
  "returnCenterCode": "1000274592",
  "returnChargeName": "반품지_1",
  "companyContactNumber": "02-1234-5678",
  "returnZipCode": "135-090",
  "returnAddress": "서울특별시 강남구 삼성동",
  "returnAddressDetail": 테스트주소지",
  "returnCharge": 2500,
  "returnChargeVendor": "N",
  "afterServiceInformation": "A/S안내 1234-1234",
  "afterServiceContactNumber": "1234-1234",
  "outboundShippingPlaceCode": "74010",
  "vendorUserId": "user001",
  "requested": false,
  "items": [
    {
      "itemName": "200ml_1개",
      "originalPrice": 13000,
      "salePrice": 10000,
      "maximumBuyCount": "100",
      "maximumBuyForPerson": "0",
      "outboundShippingTimeDay": "1",
      "maximumBuyForPersonPeriod": "1",
      "unitCount": 1,
      "adultOnly": "EVERYONE",
      "taxType": "TAX",
      "parallelImported": "NOT_PARALLEL_IMPORTED",
      "overseasPurchased": "NOT_OVERSEAS_PURCHASED",
      "pccNeeded": "false",
      "externalVendorSku": "0001",
      "barcode": "",
      "emptyBarcode": true,
      "emptyBarcodeReason": "상품확인불가_바코드없음사유",
      "modelNo": "171717",
      "extraProperties": {
        "coupangSalePrice": 5000,
        "onlineSalePriceForBooks": 10000,
        "transactionType": "manufacturer",
        "businessType": "Beauty"
```

[To create products, use the Category / FC API to enter values as follows:]

	: To enter values, refer to the Category API.		: To enter values, refer to the FC API.

```
"certifications": [
    {
      "certificationType": "NOT_REQUIRED",
      "certificationCode": ""
    }
  ],
  "searchTags": [
    "검색어1",
    "검색어2"
  ],
  "images": [
    {
      "imageOrder": 0,
      "imageType": "REPRESENTATION",
      "vendorPath":
"http://image11.coupangcdn.com/image/product/image/vendoritem/2018/06/25/3719529368/27a6b898-ff3b-4a27-b1e4-330a90c25e9c111.jpg"
    },
    {
      "imageOrder": 1,
      "imageType": "DETAIL",
      "vendorPath":
"http://image11.coupangcdn.com/image/product/image/vendoritem/2017/02/21/3000169918/34b79649-d625-4f49-a260-b78bf7a573a8111.jpg"
    },
    {
      "imageOrder": 2,
      "imageType": "DETAIL",
      "vendorPath":
"http://image11.coupangcdn.com/image/product/image/vendoritem/2018/06/28/3000169918/5716aa61-70bd-47cd-8f3d-f3d49e7f496d111.jpg"
    }
  ],
  "notices": [
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "용량(중량)",
      "content": "상세페이지 참조"
    },
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "제품 주요 사양",
      "content": "상세페이지 참조"
    },
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "사용기한 또는 개봉 후 사용기간",
      "content": "상세페이지 참조"
    },
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "사용방법",
      "content": "상세페이지 참조"
    },
```

[To create products, use the Category / FC API to enter values as follows:]
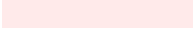
: To enter values, refer to the Category API.   : To enter values, refer to the FC API.

```json
{
    "noticeCategoryName": "화장품",
    "noticeCategoryDetailName": "제조업자 및 제조판매업자",
    "content": "상세페이지 참조"
},
{
    "noticeCategoryName": "화장품",
    "noticeCategoryDetailName": "제조국",
    "content": "상세페이지 참조"
},
{
    "noticeCategoryName": "화장품",
    "noticeCategoryDetailName": "화장품법에 따라 기재, 표시하여야 하는 모든 성분",
    "content": "상세페이지 참조"
},
{
    "noticeCategoryName": "화장품",
    "noticeCategoryDetailName": "식품의약품안전처 심사 필 유무",
    "content": "상세페이지 참조"
},
{
    "noticeCategoryName": "화장품",
    "noticeCategoryDetailName": "사용할 때 주의사항",
    "content": "상세페이지 참조"
},
{
    "noticeCategoryName": "화장품",
    "noticeCategoryDetailName": "품질보증기준",
    "content": "제품 이상 시 공정거래위원회 고시 소비자분쟁해결기준에 의거 보상합니다."
},
{
    "noticeCategoryName": "화장품",
    "noticeCategoryDetailName": "소비자상담관련 전화번호",
    "content": "상세페이지 참조"
}
],
"attributes": [
{
    "attributeTypeName": "수량",
    "attributeValueName": "1개"
},
{
    "attributeTypeName": "개당 용량",
    "attributeValueName": "200ml"
}
],
"contents": [
{
    "contentsType": "TEXT",
    "contentDetails": [
    {
        "content": "<html><div></div><div><img
src='http://image11.coupangcdn.com/image/product/content/vendorItem/2018/06/26/196713/738d905f-ed80-4fd8-
ad21-ed87b195a19e111.jpg' /><div></html>",
        "detailType": "TEXT"
    }
    ]
}
],
```

[To create products, use the Category / FC API to enter values as follows:]

```
"offerCondition": "NEW",
    "offerDescription": ""
  }
],
 "requiredDocuments": [
  {
   "templateName": "기타인증서류",
   "vendorDocumentPath":
"http://image11.coupangcdn.com/image/product/content/vendorItem/2018/07/02/41579010/eebc0c30-8f35-4a51-
8ffd-808953414dc1111.jpg"
  }
 ],
 "extraInfoMessage": "",
 "manufacture": "아모레퍼시픽"
}
```

[To create products, use the Category / FC API to enter values as follows:]

2. Parameter Setting Details

1) Enter basic information - Product name, category, etc.

2) Enter basic information - Shipping

3) Enter basic information - Shipping/return location & A/S

4) Enter item information - Price/purchase conditions, etc.

5) Enter item information - Barcode information

6) Enter item information - Certification information

7) Enter item/certification information - Search tag & representative image

8) Enter item information - Notices

9) Enter item information - Options

10) Enter item information - Details

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[2-1. Enter basic information - Product name, category, etc.]

                : **To enter values, refer to the Category API.**   **:** **To enter values, refer to the FC API.**

```
{
"displayCategoryCode": 56137,
"sellerProductName": "test_클렌징오일",
"vendorId": "A00012345",
"saleStartedAt": "2017-11-30T00:00:00",
"saleEndedAt": "2099-01-01T23:59:59",
"displayProductName": " 테스트브랜드 솝베리 클렌징 오일",
"brand": " 테스트브랜드",
"generalProductName": "솝베리 클렌징 오일",
"productGroup": "클렌징 오일",
"deliveryMethod": "SEQUENCIAL",
"deliveryCompanyCode": "KGB",
```

1.displayCategoryCode (Display category code)
      Enter Category ID for the product you want to list. **Find the category code from the category list, or go to Coupang Wing -> Manage Product -> List Product -> Upload Excel -> Download All Category Information to find out.**
         **Note) The API that recommends category when you enter product name Refer to the category recommendation section.

2. sellerProductName (Listed product name)
      The product name used in the purchase order (PO).
      (This is an ID displayed when a product is created. The ID cannot be changed. Because it is included in the PO, it is used to bundle and manage products)

3. vendorId (Vendor code)
      The vendor code created in the format 'A00******' when a Coupang Wing account is created. (The code may be seen when you log into Wing.)

4. saleStartedAt / saleEndedAt (Sale start/close date and time)
      Enter 'Date/Day of Week/Hour/Minute' at which to start or close sales.

5. displayProductName (Product name to display) – Optional
      The product name displayed on the Coupang seller page.
      We recommend the following: 'Brand + generalProductName'.
      If this is not entered, the name will be displayed as 'Brand + generalProductName' or 'sellerProductName'.

[2-1. Enter basic information - Product name, category, etc.]

: **To enter values, refer to the Category API.**   : **To enter values, refer to the FC API.**

```
{
  "displayCategoryCode": 56137,
  "sellerProductName": "test_클렌징오일",
  "vendorId": "A00012345",
  "saleStartedAt": "2017-11-30T00:00:00",
  "saleEndedAt": "2099-01-01T23:59:59",
  "displayProductName": " 테스트브랜드 숍베리 클렌징 오일",
  "brand": " 테스트브랜드",
  "generalProductName": "숍베리 클렌징 오일",
  "productGroup": "클렌징 오일",
  "deliveryMethod": "SEQUENCIAL",
  "deliveryCompanyCode": "KGB",
```

6. brand (Brand)
   Write in Korean where possible. There should not be any space in between.

7. generalProductName (Product name) - Optional
   Write in Korean where possible. There should not be any space in between.

8. productGroup (Product group) - Optional
   The name that indicates the group of a product. We recommend that you use the name of the lowest level under the displayed category. You do not have to enter if it overlaps with the product name (generalProductName).

9. deliveryMethod (Shipping method)
   Choose from general shipping (SEQUENCIAL), cold fresh (COLD_FRECH), made-to-order (MAKE_ORDER), overseas purchase (AGENT_BUY), installation delivery or vendor direct (VENDOR_DIRECT).

10. deliveryCompanyCode (Courier code)
   Select the code of a courier to use for shipping. You are free to choose what you like.
   If 'Y' is chosen for the remote area shipping option (remoteAreaDeliverable), only the courier registered to the shipping location may be used. Look up shipping location and check the information of the registered courier.

[2-2. Enter basic information - Shipping]

　　　　　　　　　⋮ To enter values, refer to the Category API.　　　　　　　**⋮ To enter values, refer to the FC API.**

"**deliveryChargeType": "FREE",**

"**deliveryCharge": 0,**

"**freeShipOverAmount": 0,**

"**deliveryChargeOnReturn": 2500,**

"**remoteAreaDeliverable": "N",**

"**unionDeliveryType": "UNION_DELIVERY",**

"**returnCenterCode": "1000274592",**

"**returnChargeName": "반품지_1",**

"**companyContactNumber": "02-1234-5678",**

"**returnZipCode": "135-090",**

"**returnAddress": "서울특별시 강남구 삼성동",**

"**returnAddressDetail": "333",**

"**returnCharge": 2500,**

---

11. deliveryChargeType (Shipping fee type)

The method of shipping charge may be selected. Available options include:

　　　**Available shipping charge options
　　　　FREE: Free shipping
　　　　NOT_FREE: Shipping fee applied
　　　　CHARGE_RECEIVED: Shipping fee on arrival
　　　　CONDITIONAL_FREE: Conditional free shipping
　　　　-> [CONDITIONAL_FREE] When this option is used, you can set the minimum threshold for conditional
free shipping separately.

12. deliveryCharge (Basic shipping fee) ~ deliveryChargeOnReturn (Initial shipping fee on return)

For this field, how you select the type of shipping fee changes how you enter the information. For details, refer to the following:

　　　**How to set shipping fee by shipping fee type
　　　　deliveryCharge (Basic shipping fee)=> Default shipping fee applied to paid/conditional free shipping
　　　　freeShipOverAmount(Amount for conditional free shipping)=> Minimum threshold for conditional
　　　　　　　　　　　　　　　　　　　　　　　　free shipping
　　　　deliveryChargeOnReturn (Initial shipping fee on return)=> Shipping fee to be paid by the Customer
to return a free-shipped product
　　　　returnCharge (Return shipping fee)=> One-way shipping fee for return/pick-up

<How to set free shipping>
- Set the amounts for the initial shipping fee on return and the return shipping fee.
- The basic shipping fee and the minimum threshold for conditional free shipping should be KRW 0.
- For a return, a Customer is charged " initial shipping fee on return + return shipping fee".

<How to set paid shipping>
- Set the amounts for the basic shipping fee and the return shipping fee.
- The initial shipping fee on return and the minimum threshold for conditional free shipping should be KRW 0.
- For a return, a Customer is charged "basic shipping fee + return shipping fee".

<Example of paid shipping>
deliveryChargeType: "NOT_FREE",
deliveryCharge: 2500,
freeShipOverAmount: 0,
deliveryChargeOnReturn:0,
returnCharge:2500

[2-3. Enter basic information - Shipping/return location & A/S]

⬚ : **To enter values, refer to the Category API.**   ⬚ : **To enter values, refer to the FC API.**

```
"deliveryChargeType": "FREE",
  "deliveryCharge": 0,
  "freeShipOverAmount": 0,
  "deliveryChargeOnReturn": 2500,
  "remoteAreaDeliverable": "N",
  "unionDeliveryType": "UNION_DELIVERY",
  "returnCenterCode": "1000274592",
  "returnChargeName": "반품지_1",
  "companyContactNumber": "02-1234-678",
  "returnZipCode": "135-090",
  "returnAddress": "서울특별시 강남구 삼성동",
  "returnAddressDetail": "333",
  "returnCharge": 2500,
```

13. unionDeliveryType (Bundled shipping)

Product settings may be changed to allow/disallow bundled shipping. In addition to this parameter setting, ensure that the seller and the shipping location are one and the same for bundled shipping. (Available – UNION_DELIVERY; Unavailable – NOT_UNION_DELIVERY)

14. returnCenterCode (Return center code)

After creating a return location, enter the return center code that has been extracted. (Call the 'Create Return Location API' and check the code from the response.) If the return location cannot be created, enter 'NO_RETURN_CENTERCODE' to register the return location manually.

15. returnChargeName (Return location name) ~ returnAddressDetail (Return location address detail)

Enter the information for the registered return location that you have used. (This information can be found by going to Coupang Wing or looking up the return location.)

16. returnCharge (return shipping fee)

For return/pick-up, set between KRW 0 to KRW 250,000 for one-way shipping.

[2-3. Enter basic information - Shipping/return location & A/S]

[light blue box] **:** **To enter values, refer to the Category API.** [pink box] **:** **To enter values, refer to the FC API.**

```
"returnChargeVendor": "N",
"afterServiceInformation": "A/S안내 1544-1255",
"afterServiceContactNumber": "1544-1255",
"outboundShippingPlaceCode": "74010",
"vendorUserId": "et5",
"requested": false,
"items": [
  {
    "itemName": "200ml_1개",
    "originalPrice": 13000,
    "salePrice": 10000,
```

13. returnChargeVendor (Shipping fee on arrival)
Select Y / N to charge shipping fee on arrival. (If you select shipping fee on arrival, you cannot provide bundled shipping.)

14. afterServiceInformation (Information about A/S (warranty service))
Enter the A/S (warranty service) message to be delivered to Customers.

15. afterServiceContactNumber (Contact details for A/S (warranty service))
Enter the contact details for A/S (warranty service) for Customers.

16. outboundShippingPlaceCode (Shipping address code)
This is required if you opt for bundled shipping. The code may be looked up by accessing the 'Look Up Shipping Location API'.

17. vendorUserId (CoupangWing ID)
This is the ID used to log into Coupang Wing.

18. requested (Automatic approval request)
Use this field if you want to proceed with an automatic approval request for sale when you list products.

- False: Save input only. (To sell, you must access the 'Product Approval Request API' or go to Wing to put in a request for sale.)
- True: Save and automatically send a request for approval.

[2-4. Enter item information - Price/purchase conditions, etc.]

⋮ **To enter values, refer to the Category API.**   ⋮ **To enter values, refer to the FC API.**

```
"items": [
  {
    "itemName": "200ml_1개",
    "originalPrice": 13000,
    "salePrice": 10000,
    "maximumBuyCount": "100",
    "maximumBuyForPerson": "0",
    "outboundShippingTimeDay": "1",
    "maximumBuyForPersonPeriod": "1",
    "unitCount": 1,
    "adultOnly": "EVERYONE",
    "taxType": "TAX",
    "parallelImported": "NOT_PARALLEL_IMPORTED",
    "overseasPurchased": "NOT_OVERSEAS_PURCHASED",
    "pccNeeded": "false",
```

19. itemName (Option name for vendor product)
        Enter the information, making sure that there is no overlap on each item. This option name is not displayed on the website. It may vary by purchase options.

20. originalPrice (Original price)
        This is generally regarded as tag price or recommended consumer price. It is the price before discount, used to display the discount rate (%). If the original price entered is same as the sales price, it is displayed as 'Coupang Price'.

21. salePrice (Sales price)
        It is the price offered to Customers.

22. maximumBuyCount (Quantity available for sales)
        Enter the quantity in stock that is available for sales.

23. maximumBuyForPerson (Maximum purchase quantity per person)
        It is the maximum quantity available for purchase per person for a specific period of time.

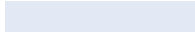**24. outboundShippingTimeDay (Expected shipping date)**
        Enter the expected shipping date on a 'day' basis from the order date (Enter 1 if the shipping date is the following day (D+1)).

25. unitCount (Unit count)
        No need to enter.

[2-4. Enter item information - Price/purchase conditions, etc.]

▮ : **To enter values, refer to the Category API.**   ▮ : **To enter values, refer to the FC API.**

```
"items": [
  {
    "itemName": "200ml_1개",
    "originalPrice": 13000,
    "salePrice": 10000,
    "maximumBuyCount": "100",
    "maximumBuyForPerson": "0",
    "outboundShippingTimeDay": "1",
    "maximumBuyForPersonPeriod": "1",
    "unitCount": 1,
    "adultOnly": "EVERYONE",
    "taxType": "TAX",
    "parallelImported": "NOT_PARALLEL_IMPORTED",
    "overseasPurchased": "NOT_OVERSEAS_PURCHASED",
    "pccNeeded": "false",
```

26. adultOnly (Adult product for age 19 or older)
- ADULT_ONLY: Product only to be purchased by a Customer aged 19 or older
- EVERYONE: Product available for purchase for all ages (Default)

27. taxType (Taxed)
- TAX: Taxed
- FREE: Tax-free

28. parallelImported (Parallel import)
- PARALLEL_IMPORTED: Parallel imported
- NOT_ PARALLEL_IMPORTED: Not parallel imported

29. overseasPurchased (Overseas purchase)
- OVERSEAS_PURCHASED: Overseas purchase
- NOT_ OVERSEAS_PURCHASED: Not overseas purchase

30. pccNeeded (PCCC (Personal Customs Clearance Code) requirement)
PCCC (Personal Customs Clearance Code) requirement for products bought overseas. If you select Required, Customers are required to enter their PCCC to purchase the given product.

[2-5. Enter item information - Barcode information]

⬛ **:** **To enter values, refer to the Category API.**   ⬛ **:** **To enter values, refer to the FC API.**

```
"externalVendorSku": "0001",
    "barcode": "",
    "emptyBarcode": true,
    "emptyBarcodeReason": "상품확인불가_바코드없음사유",
    "modelNo": "171717",
    "extraProperties": {
      "coupangSalePrice": 5000,
      "onlineSalePriceForBooks": 10000,
      "transactionType": "manufacturer",
      "businessType": "Beauty"
    },
```

31. externalVendorSku (Seller product code) - Optional
    The product code values used by the seller for management may be entered. What is entered is included in the 'Look Up PO API' response.

32. barcode (Barcode) - Optional
    This is a valid standard product code attached to a product.

33. emptyBarcode (Presence of barcode) - Optional
    Set as True if there is no barcode.

34. emptyBarcodeReason (Reason: No barcode) - Optional
    Explain why there is no barcode (up to 100 characters).

35. modelNo (Model number) - Optional
    Explain why there is no barcode (up to 100 characters).

36. extraProperties (Additional information, seller product option) - Optional
    This is a memo field where you provide additional information about the product.

[2-6. Enter item information - Certification information]

⋮ **To enter values, refer to the Category API.**   ⋮ **To enter values, refer to the FC API.**

```
"certifications": [
    {
      "certificationType": "NOT_REQUIRED",
      "certificationCode": ""
    }
  ],
  "searchTags": [
    "검색어1",
    "검색어2"
  ],
```

37. certifications (Product certifications information) - Optional

Enter the certifications information of product. Check what kind of certifications information you can enter under each category by accessing the 'Look Up Category Metadata API'.

** Product certifications information found via 'Look Up Category Metadata API'

```
"certifications": [
        {
    "certificationType": "NOT_REQUIRED",
    "name": "NOT SUBJECT TO CERTIFICATION",
    "dataType": "NONE",
    "required": "OPTIONAL"
        },
        {
    "certificationType": "PRESENTED_IN_DETAIL_PAGE",
    "name": "PRESENTED IN DETAILED DESCRIPTION",
    "dataType": "NONE",
    "required": "OPTIONAL"
        },
        ...
```

**Parameter under certifications

1) certificationType

Look up category metadata as shown above, and take the value displayed under certificationType, and enter the same value. Since there are a number of certifications information that can be entered, look up metadata to check.

2) certificationCode

Enter the code if any. It remains blank if the product is not subject to certification or it is already presented in the detailed description.

※ **Example – How to enter the KC-related certification number**
```
Certifications [
    {
        "certificationType": "KC_KID_CERTIFICATION",
        "certificationCode": "200-2002-22",
    },
```

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[2-7. Enter item/certification info - Search tag & representative image]

$\vdots$ **To enter values, refer to the Category API.**　　　　　**: To enter values, refer to the FC API.**

```
"certifications": [
    {
      "certificationType": "NOT_REQUIRED",
      "certificationCode": ""
    }
  ],
  "searchTags": [
    "검색어1",
    "검색어2"
  ],
"images": [
    {
      "imageOrder": 0,
      "imageType": "REPRESENTATION",
      "vendorPath": "http://image11.coupangcdn.com/image/product/image/vendoritem/
              2018/06/25/3719529368/27a6b898-ff3b-4a27-b1e4-330a90c25e9c.jpg"
    } ],
```

38. searchTags (Search query) - Optional
　　Add the keywords that Customers are likely to use when they search for products.
　　While it is optional to enter, provide as many as you can and be as accurate as possible for greater product exposure and sales efficiency.

39. images (Image list)
　　Enter the certification information of a product. Access the 'Look Up Category Metadata API' to find out what kind of certification information you can enter for each category. You must register an image registered as REPRESENTATION.

.

[2-7. Enter item/certification info - Search tag & representative image]

 : To enter values, refer to the Category API.　　　 **:** To enter values, refer to the FC API.

```
"certifications": [
    {
      "certificationType": "NOT_REQUIRED",
      "certificationCode": ""
    }
  ],
  "searchTags": [
    "검색어1",
    "검색어2"
  ],
"images": [
    {
      "imageOrder": 0,
      "imageType": "REPRESENTATION",
      "vendorPath": "http://image11.coupangcdn.com/image/product/image/vendoritem/
                2018/06/25/3719529368/27a6b898-ff3b-4a27-b1e4-330a90c25e9c.jpg"
  }  ],
```

39. images (Image list)

Parameters under images
1) imageOrder (Order of image display)
The order of image is shown in a numerical order (e.g., 0,1,2,3...).

2) imageType (Image type)
This is the type of representative image. You may register a square image of up to 3MB in size in the JPG or PNG format.
(Minimum: 500 x 500 px; Maximum: 5000 x 5000 px)

What to input

(1) Required
REPRESENTATION: A representative image in a square shape.
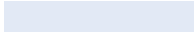
(2) Optional
DETAIL: Other images (up to 9)
USED_PRODUCT: Images of used product status (up to 4)

3) cdnPath/ vendorPath (Image type)
Enter the pathway by which to retrieve the image. Choose between cdnPath / vendorPath. (Both may be used.)

If an image is already registered to Coupang CDN, use cdnPath.
To use the URL saved on the server, use vendorPath.

[2-8. Enter item information - Notices]

        : To enter values, refer to the Category API.   **:** To enter values, refer to the FC API.

```
"notices": [
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "용량(중량)",
      "content": "상세페이지 참조"
    },
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "제품 주요 사양",
      "content": "상세페이지 참조"
    },
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "사용기한 또는 개봉 후 사용기간",
      "content": "상세페이지 참조"
    },
```

40. notices (Product notice list)

Access the 'Look Up Category Metadata API' or the Excel file on all category list to confirm and select the necessary notice fields.
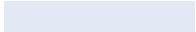
** Parameters under noticeCategories

```
"noticeCategories": [
    {
      "noticeCategoryName": "CAR ACCESSORIES (CAR PARTS/OTHER CAR ACCESSORIES)",
      "noticeCategoryDetailNames": [
    {
      "noticeCategoryDetailName": "PRODUCT NAME & MODEL NUMBER (CATEGORY 1)",
      "required": "MANDATORY"
    },

    ...
    ...
      "noticeCategoryName": "OTHER GOODS",
      "noticeCategoryDetailNames": [
    {
      "noticeCategoryDetailName": "PRODUCT NAME & MODEL NUMBER (CATEGORY 1)",
      "required": "MANDATORY"
    },
```

1) noticeCategoryName (Product notice category name)

Enter the name for one of the available product notice categories. If you can see two sets (CAR ACCESSORIES, OTHER GOODS) of notices as shown above when you look up category metadata, select the one 'noticeCategoryName' that suits you, and copy and paste.

[2-8. Enter item information - Notices]

: **To enter values, refer to the Category API.**   : **To enter values, refer to the FC API.**

```
"notices": [
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "용량(중량)",
      "content": "상세페이지 참조"
    },
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "제품 주요 사양",
      "content": "상세페이지 참조"
    },
    {
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "사용기한 또는 개봉 후 사용기간",
      "content": "상세페이지 참조"
    },
```

40. notices (Product notice list)

**Parameters under noticeCategories

```
"noticeCategories": [
  {
     "noticeCategoryName": "CAR ACCESSORIES (CAR PARTS/OTHER CAR ACCESSORIES)",
     "noticeCategoryDetailNames": [
    {
       "noticeCategoryDetailName": "PRODUCT NAME & MODEL NUMBER (CATEGORY 1)",
       "required": "MANDATORY"
     },

     ...
     ...
     "noticeCategoryName": "OTHER GOODS",
     "noticeCategoryDetailNames": [
   {
        "noticeCategoryDetailName": "PRODUCT NAME & MODEL NUMBER (CATEGORY 1)",
        "required": "MANDATORY"
      },
```

2) noticeCategoryDetailName

Entry is same as with noticeCategoryName. If you have chosen 'OTHER GOODS' for noticeCategoryName, use 'PRODUCT NAME & MODEL NUMBER (CATEGORY 1)' for noticeCategoryDetailName.

3) content

Enter the details for the selected noticeCategoryName / noticeCategoryDetailName. If the information is already presented in the detailed image, etc., you may put down 'REFER TO DETAIL PAGE'.

[Appendix) Product Listing API – How to set up notices]

Look Up Category Metadata API

Notices on Product Listing API

```
"noticeCategories": [
    {
        "noticeCategoryName": "자동차용품(자동차부품/기타 자동차용품)",
        "noticeCategoryDetailNames": [
            {
                "noticeCategoryDetailName": "품명 및 모델명",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "출시년월",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "KC 인증 필 유무",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "제조자(수입자)",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "제조국",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "크기",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "적용차종",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "품질보증기준",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "A/S 책임자와 전화번호",
                "required": "MANDATORY"
            }
        ]
    },
    {
        "noticeCategoryName": "기타 재화",
        "noticeCategoryDetailNames": [
            {
                "noticeCategoryDetailName": "품명 및 모델명",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "인증사항",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "제조국(원산지)",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "제조자(수입자)",
                "required": "MANDATORY"
            },
            {
                "noticeCategoryDetailName": "소비자상담 관련 전화번호",
                "required": "MANDATORY"
            }
        ]
    }
],
```

```
"notices": [
    {
        "noticeCategoryName": "기타 재화",
        "noticeCategoryDetailName": "품명 및 모델명",
        "content": "상세페이지 참조"
    },
    {
        "noticeCategoryName": "기타 재화",
        "noticeCategoryDetailName": "인증사항",
        "content": "상세페이지 참조"
    },
    {
        "noticeCategoryName": "기타 재화",
        "noticeCategoryDetailName": "제조국(원산지)",
        "content": "상세페이지 참조"
    },
    {
        "noticeCategoryName": "기타 재화",
        "noticeCategoryDetailName": "제조자(수입자)",
        "content": "상세페이지 참조"
    },
    {
        "noticeCategoryName": " 기타 재화 ",
        "noticeCategoryDetailName": "소비자상담 관련 전화번호",
        "content": "상세페이지 참조"
    }
],
```

Select the noticeCategoryName you wish to use to set up the notices. Use the texts registered as they are. If you make changes at your own discretion, it may result in errors.

If two or more bundles of notices are exposed when you look up metadata, choose the one that is most appropriate and use it to list your products.

[2-9. Enter item information - Options]

            : To enter values, refer to the Category API.   **: To enter values, refer to the FC API.**

```
{
      "noticeCategoryName": "화장품",
      "noticeCategoryDetailName": "소비자상담관련 전화번호",
      "content": "상세페이지 참조"
    }
  ],
    "attributes": [
    {
      "attributeTypeName": "수량",
      "attributeValueName": "1개"
    },
    {
      "attributeTypeName": "개당 용량",
      "attributeValueName": "200ml"
    }
  ],
```

41. attributes (Option list (Attributes))
     Enter the information by referring to the fields under the attributes that are displayed when the 'Look Up Category Metadata API' is called.

     ** Note the following when you enter attributes:

     1) One or more attributes must be registered (excluding single-item products). Remove from the attributes list those attributes that you do not want to enter, or use " " for attributeValueName between and send.

     2) Be sure to enter any mandatory fields that you have confirmed by accessing the 'Look Up Category Metadata API'. When there are two attributes with groupNumber as 1, one of the two must be entered.

     3) You do not have to enter Exposed (indicative of purchase option/search option) and Editable (indicative of revision).

     4) You cannot use purchase options redundantly. Assume that you wish to list two products. If their only purchase option (color, in this case) is 'red' for both, the two cannot be distinguished, resulting in an error.

     5) You must not create and register unmapped option values when you look up category metadata. For instance, you must not create and register 'color' at your own discretion when the setting only allows you to enter quantity and capacity attributes for a category.

     # For further details on attributes parameters, refer to the next slide.

[2-9. Enter item information - Options]

[Introduction]

41. attributes (Option list (Attributes))

Enter the information by referring to the fields under the attributes that are displayed when you call the 'Look Up Category Metadata API'.

** Attributes displayed when the category metadata is looked up

```
" attributes": [
  {
    "attributeTypeName": "수량",
    "dataType": "NUMBER",
    "basicUnit": "개",
    "usableUnits": [],
    "required":  " MANDATORY",
    "groupNumber": "NONE",
    "exposed": "EXPOSED"
  },
  {
    "attributeTypeName": "자동차거치용품 거치대고정",
    "dataType": "STRING",
    "basicUnit": "없음",
    "usableUnits": [],
    "required": "OPTIONAL",
    "groupNumber": "NONE",
    "exposed": "NONE"
  },
```

```
{
    "attributeTypeName": "개당 용량",
    "dataType": "NUMBER",
    "basicUnit": "ml",
    "usableUnits": [
        "cc"
        "ml"
        "L"
    ],
    "required": "OPTIONAL",
    "groupNumber": "1",
    "exposed": "EXPOSED"
  },
  {
    "attributeTypeName": " 개당 중량",
    "dataType": "STRING",
    "basicUnit": "없음",
    "usableUnits": [
        "mg",
        "g",
        "kg",
        "t",
        "oz",
        "lb"
    ],
    "required": "OPTIONAL",
    "groupNumber": "1",
    "exposed": " EXPOSED "
  },
]
```

1) attributeTypeName (Option type name)

From the fields that are displayed when you call the 'Look Up Category Metadata API', enter 'attributeTypeName' of the option that you wish use to list your product. If you can see the above, the ones you can use are 'QUANTITY' and 'CAR ACCESSORIES FIXED HOLDER'.

2) attributeValueName (Option value)

When you enter attributeValueName (option value), include the unit used for attributeTypeName (option type name). (Example: 200ml, 1L, 100Kg)

[2-9. Enter item information - Options]

Look Up Category Metadata API | **Notices on Product Listing API**

```
" attributes": [
    {
        "attributeTypeName": "QUANTITY",
        "dataType": "NUMBER",
        "basicUnit": "UNIT",
        "usableUnits": [],
        "required": " MANDATORY",
        "groupNumber": "NONE",
        "exposed": "EXPOSED"
    },
    {
        "attributeTypeName": "CAR ACCESSORIES
        FIXED HOLDER",
        "dataType": "STRING",
        "basicUnit": "NONE",
        "usableUnits": [],
        "required": "OPTIONAL",
        "groupNumber": "NONE",
        "exposed": "NONE"
    },
    {
        "attributeTypeName": "VOLUME PER UNIT",
        "dataType": "NUMBER",
        "basicUnit": "ml",
        "usableUnits": [
            "cc"
            "ml"
            "L"
        ],
        "required": "OPTIONAL",
        "groupNumber": "1",
        "exposed": "EXPOSED"
    },
    {
        "attributeTypeName": " WEIGHT PER UNIT",
        "dataType": "STRING",
        "basicUnit": "NONE",
        "usableUnits": [
            "mg",
            "g",
            "kg",
            "t",
            "oz",
            "lb"
        ],
        "required": "OPTIONAL",
        "groupNumber": "1",
        "exposed": " EXPOSED "
    },
]
```

```
attributes": [
    {
        "attributeTypeName": "수량",
        "dataType": "NUMBER",
        "basicUnit": "개",
        "usableUnits": [],
        "required": " MANDATORY",
        "groupNumber": "NONE",
        "exposed": "EXPOSED"
    },
    {
        "attributeTypeName": "자동차거치용품 거치대고정",
        "dataType": "STRING",
        "basicUnit": "없음",
        "usableUnits": [],
        "required": "OPTIONAL",
        "groupNumber": "NONE",
        "exposed": "NONE"
    },
    {
        "attributeTypeName": "개당 용량",
        "dataType": "NUMBER",
        "basicUnit": "ml",
        "usableUnits": [
            "cc"
            "ml"
            "L"
        ],
        "required": "OPTIONAL",
        "groupNumber": "1",
        "exposed": "EXPOSED"
    },
    {
        "attributeTypeName": " 개당 중량",
        "dataType": "STRING",
        "basicUnit": "없음",
        "usableUnits": [
            "mg",
            "g",
            "kg",
            "t",
            "oz",
            "lb"
        ],
        "required": "OPTIONAL",
        "groupNumber": "1",
        "exposed": " EXPOSED "
    },
]
```

```
"attributes": [
    {
        "attributeTypeName": "수량",
        "attributeValueName": "1개"
    },
    {
        "attributeTypeName": "개당 용량",
        "attributeValueName": "200ml"
    }
]
```

[2-10. Enter item information - Details]

: **To enter values, refer to the Category API.**   : **To enter values, refer to the FC API.**

```
"contents": [
  {
    "contentsType": "TEXT",
    "contentDetails": [
      {
        "content": "<html><div></div><div><img src='http://image11.coupangcdn.com/image/product/content
          /vendorItem/2018/06/26/196713/738d905f-ed80-4fd8-ad21-ed87b195a19e.jpg' /><div></html>",
        "detailType": "TEXT"
      }
    ]
  }
],
"offerCondition": "NEW",
"offerDescription": ""
}
],
```

42. contents (Content list)
This is a parameter used to set up a product detail page.

** Parameters under contents

1) contentsType (Content type)
For this field, select "TEXT". You can register images and texts without an issue even if you choose "TEXT".

2) content (Content)
Enter the image URL or description for the product.
Make sure that what you include in this parameter remains in a single line. Using line breaks at your own discretion may result in error.

4) detailType (Detail type)
For this field, select "TEXT". You can register images and texts without an issue even if you choose "TEXT".

43. offerCondition (Product condition) - Optional
You can enter 'Refurbished/used product' under the respective category. If you do not enter anything, the product will be considered NEW. Be sure to double-check before you register as offerCondition cannot be changed after a product is created.

44. offerDescription (Detailed description of used product) - Optional
Provide description for used products for up to 700 characters (applies only when offerCondition is registered as USED).

[2-10. Enter item information – Details]

: **To enter values, refer to the Category API.**   : **To enter values, refer to the FC API.**

```
"requiredDocuments": [
  {
    "templateName": "기타인증서류",
    "vendorDocumentPath": "http://image11.coupangcdn.com/image/product/content
                    /vendorItem/2018/07/02/41579010/eebc0c30-8f35-4a51-8ffd-808953414dc1.jpg"
  }
],
"extraInfoMessage": "",
"manufacture": "아모레퍼시픽"
}
```

45. requiredDocuments (Required document list) - Optional
You may set your unique vendor item code. What you enter is included in the 'Look Up PO API' response.

**** Parameters under requiredDocuments**

```
"requiredDocumentNames": [
  {
"templateName": "OTHER CERTIFICATION DOCUMENTS",
 "required": "OPTIONAL"
  },
  {
"templateName": "IMPORT NOTIFICATION CERTIFICATE (FOR PARALLEL IMPORT)",
"required": "MANDATORY_PARALLEL_IMPORTED"
  },
  {
"templateName": "INVOICE RECEIPT (FOR OVERSEAS PURCHASE)",
"required": "MANDATORY_OVERSEAS_PURCHASED"
  }
  ],
```
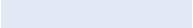
1) templateName (Template name for required document)
Find template names by accessing the 'Look Up Category Metadata API'. Choose the necessary template as shown above (parallel import/overseas purchase).

2) documentPath/vendorDocumentPath (Content)
Either one of the following is required: documentPath (Coupang CDM) or vendorDocumentPath.

[2-10. Enter item information – Details]

: To enter values, refer to the Category API.   : To enter values, refer to the FC API.

```
"requiredDocuments": [
  {
    "templateName": "기타인증서류",
    "vendorDocumentPath": "http://image11.coupangcdn.com/image/product/content
                /vendorItem/2018/07/02/41579010/eebc0c30-8f35-4a51-8ffd-808953414dc1.jpg"
  }
],
"extraInfoMessage": "",
"manufacture": "아모레퍼시픽"
}
```

46. extraInfoMessage (Made-to-order message) - Optional
Enter the message to be delivered to the Customer if the selected shipping method is 'Made-to-order'.

47. manufacture (Manufacturer)
If the exact manufacturer cannot be provided, enter the same information provided under [brand].

3. FAQ

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[3-1. FAQ – Major errors in product listing]

Q9. It's really tough to register purchase options in line with Coupang's rules.

A9. Please comply with the Coupang policy as much as you can when you enter the data. If for unavoidable reasons you cannot comply fully with our options policy, we propose the following alternatives:

1. Check if you can list single-item products without options under the respective category.
Under certain categories, those products without multiple options may be listed without entering attributes. Access the 'Look Up Category Metadata API' to check for 'isAllowSingleItem' (indicates whether you can list single-item products or not). If it is True, you may list your products without options.

"isAllowSingleItem": true,

When you create these products, you may list them without having to enter attributes.
If it is False however, options (attributes) must be entered in order to list the products.

2. If options must be registered, check if the purchase options are MANDATORY or OPTIONAL.
Even if there are two purchase options, you do not have to enter the options if it is OPTIONAL.

```
"attributes":        [
              {
                "attributeTypeName": "COLOR",
                "dataType": "STRING",
                "basicUnit": "없음",
                "usableUnits": [],
                "required": "MANDATORY",
                "groupNumber": "NONE",
                "exposed": "EXPOSED" //purchase option
              },
                    {
                "attributeTypeName": "JEWELRY SIZE",
                "dataType": "STRING",
                "basicUnit": "없음",
                "usableUnits": [],
                "required": "OPTIONAL",
                "groupNumber": "NONE",
                "exposed": "EXPOSED" //purchase option
              },
                    {
                "attributeTypeName": "JEWELRY MATERIAL",
                "dataType": "STRING",
                "basicUnit": "없음",
                "usableUnits": [],
                "required": "OPTIONAL",
                "groupNumber": "NONE",
                "exposed": "NONE"
```

From the above, you can see that 'COLOR' is a purchase option that is 'MANDATORY', which is why you need to enter the information.
'.   While 'JEWELRY SIZE' is a purchase option, it is 'OPTIONAL', which is why you do not need to enter the information.
In this case, you can only enter the color option for your product listing.

3. If you cannot provide exact values, register the words in batch that do not create any hurdle to Customers with their purchases.
Where it is difficult to enter the exact color as shown above, words such as 'single color' or 'single item' are used for product listing in many cases.

Where model name or quantity is a mandatory purchase option, words that do not affect Customer purchases are used in many cases, such as 'single-item product' or '1 unit'. For mandatory purchase options, "attributeTypeName" (Option name) must be registered, but you may exercise flexibility when you register "attributeValueName" (Option value) as circumstances allow.