

Stock

Stock-FAQs

Can I have more than one ad per Stock item?

Yes. You can create as many ads as you would like for each Stock item. To create an additional ad for an Stock item, click the New Ad link on the row of the Stock item.

Can I re-launch multiple ads using a new Market Profile?

Yes! Just select the ads you want to re-launch, select the Market Profile to associate with those ads, and click **Launch**.... You will have the option to schedule them on the next page.

Can I sell more Stock items than I have in stock?

Yes, you can sell more items than you have in stock. You can change the Stock settings to help you avoid selling more than you have in stock. You can change the Stock settings to

1. Not allow you to launch an ad when there is no stock
2. Warn you that you are out of stock, but allow you to launch anyway
3. Ignore the fact that you are out of stock and allow you to launch anyway.

To change the Stock settings , go to the Lister>Stock page and click the Customize link at the upper right hand corner of the page to read and set the option that you want.

Do I have to put a unique ad name in the New Ad Name field?

Yes. You have to enter a unique ad name in the New Ad Name field. If you want the ad names to be similar. You can keep the same name and add a numeral at the end to keep track of the different new ads that you are creating.

Do I have to use Stock to use Andale?

Andale works the way you work! Generally, Stock is most useful for people who sell more than one of most of their items. Andale Stock will keep track of the number you still have in stock and the quantity you still have available to sell. If you generally sell one-of-a-kind items, ignore the Stock section. Andale will automatically create Stock for you, but you don't have to use it.

How do I edit Stock information?

Click on the SKU or the item name that you would like to edit, and you will be able to edit all of the Stock information for that item.

How do Stock Launch rules work?

Stock Launch Rule:

Do not allow:

Ads will NOT launch when Stock quantity reaches "0". This includes one-time scheduled ads. Scheduled Repeat launches will be put "on hold" and will not resume until Stock is restocked.

Warn:

You will get a warning message if you attempt to launch an ad with an Stock item that has a quantity of "0". However, ads will CONTINUE to launch uninterrupted.

Ignore:

All ads will CONTINUE to launch even if the Stock quantity available is "0".

How does the Launch To pull-down menu work?

When you want to re-launch ads, you can use this pull-down menu to select which Market Profile to use with those ads. If you select Current Market Profile, the ads will be re-launched using whichever profile they used previously. Alternatively, you can select a particular Market Profile in the pull-down menu and the ads you select will all be re-launched using that profile. This provides a super-fast way to re-launch multiple ads using a single Market Profile. Keep in mind that this can be used to take a group of ads that were previously launched to one market and launch them all to another market! Just select the items you want to re-launch, use the pull-down to select the ad for each item, and click the **Launch** button.

How is the Description field used?

This field is your description of the Stock item. This field is not necessarily the same as the description you'll use when you create an ad for the item, though it will be placed in the ad description field when you create an ad to get you started.

I only sell one-of-a-kind items. Should I use Stock?

Stock is most useful for people who sell multiple copies of the same item (for example, someone who sells identical plush toys). If all or most of your sales are unique, one-of-a-kind items, you will probably find it easier to use the One-Step Lister or the Ad Archive to post your ads.

What do I do if available quantity is zero?

There is no reason for alarm! An available quantity of zero simply means that you are out of stock for that item. If you receive more of that item, **simply click the restock button to add more into the Stock.**

What is Restock?

When you get more of an Stock item, you can use the Restock feature to quickly add a new lot (and therefore an additional quantity) to the Stock item. Just select the items you want to add stock to and click the **Restock** button.

What is SKU?

SKU stands for "shop-keeping unit", and is simply an ID (numbers or characters) that you assign to each of the unique items in your Stock. If you don't have your own SKU number, a default Stock will be created.

What is unit cost?

Unit cost is the amount of money you paid for one item (Stock cost / number of items).

What is View Launch History?

View Launch History will show you a record of each time an ad has been launched to a market. Select the ad(s) that you are interested in and click the View **Launch History** button.

What kind of file can I import?

The Import feature is a quick and easy way to import your Stock data from another system into Andale. Once complete, your Andale account will have a complete listing of the items you have for sale, their quantities, cost, etc. From there, you can quickly create ads and launch those ads to the market(s) of your choice. For details on the use of the import feature, click the Import button and then click the tip link.

When I sell an item does it automatically deduct from Stock?

Yes. Your Stock is automatically updated as you sell your items through Andale, so that you can leave the Stock management to us.

When Stock goes to zero, does the item get deleted?

No. The Stock item will remain (with an in stock quantity of zero) unless you explicitly delete that item.

Why do I have to create Stock?

Andale's Stock-centric approach means that all ads must refer to an Stock item. However, Andale works the way you work. Generally, Stock is most useful for people who sell more than one of most of their items. If that's you, Andale's Stock-centric approach will automatically track your Stock items and quantities as you buy and sell. On the other hand, if you generally sell one-of-a-kind items, you can bypass creating Stock and Andale will automatically do it for you as you create your Ads.
