



Merchandising by Product Variations

What are Variation Groups?

Variation Groups allow users to create a product type that represents a subset of variation products that are part of a Variation Master. Attributes such as color/size/width/length etc. must be maintained or imported as product variations to then build out the Variation Groups. An attribute on the product record such as 'sale' or 'new' cannot be used to create a Variation Group. Every variant in a Variation Group must exist as its own single product. For example, a Variation Group may be all blue variation products of any size that belong to the master product or all size Small and blue variation products of any width. With the slicing feature you could only slice by one variation (color or size or width) whereas now with Variation Groups you can create a group with a specific color/size/width combination. Some additional key elements of Variation Groups:

- Every variant in a Variation Group must exist as a single product.
- The Variation Group derives its inventory from the collection of SKUs associated with the group.
- A Variation Group can be a set product or a bundled product.
- A Variation Group can be assigned to any category, just like other products.
- Variation Groups can be assigned to promotions and adjust pricing through promotions. However, Variation Groups cannot have prices assigned in Business Manager. In this way, Variation Groups are similar to product sets.



Variation Group Features

- Colors visible for category position, making it easier to adjust the category position of variations in your category landing pages.
- You can put the Variation Group in each category rather than slicing in each category
- Curate products sets by attributes like color, size range, etc.
- Put images of a style in a specific color order in the Storefront



- Assign specific colors or sizes to a content slot on grid or landing pages
- Easily create promotions by size range or color
- Specify category position for select group of SKUs in a master product

Variations Groups vs Variation Slicing

	Variation Slicing Limitations	Variation Group Advantages
Product Type	Color slicing which is grouping by color/size only	With Variation Groups you can merchandise by any product attribute
Inventory Management	When using color slicing a product image represents a variation product or single SKU and not all the variants for that color. So when a product variant went out of stock, the product or image disappeared from the storefront. As these variant images disappeared, URL changes causing SEO implications.	Variation Groups represent a product object that represents all the variations of an attribute.
Merchandising	You have to slice in each category.	With Variation Groups you can put the group in each category.



Sorting	Colors are not listed in the category list to be able to manipulate order.	Put images of a style in a specific color order using category position or visual merchandising in the Storefront with Variation Groups
Workflow	A color slice represents a single product or single SKU and does not represent a product object. As a result, merchandising is limited. For example, you can not link a color slice from a content slot or apply to a promotion.	A Variation Group is a product type representing a subset of variation products. As a result, you now have enhanced merchandising capabilities, such as associating to a content slot or promotion.

Variation Group Setup Instructions

In this example, we will go through the process to create, categorize, and position Variation Groups for a product master, which comes in several colors.

STEP 1: Creating Variation Groups

[Create Variation Groups within a master product based off of the product attributes.](#)


INSTRUCTIONS

1. Search and locate the product page you wish to create Variation Groups for. In our example, we will be creating Variation Groups for Long Sleeve Ruffle Front Trim Cardigan, product ID 25501032.
2. Lock the product page to allow editing.
3. Click on the Variations tab.

Merchant Tools > Products and Catalogs > Products > 25501032 - General

General Options **Variations** Pricing Inventory Categories Links Recommendations Bundles Product Sets Active Data

Long Sleeve Ruffle Front Trim Cardigan <25501032>

 You have locked this variation master for editing. Click [Unlock](#) to release. The lock expires in 0 hour(s) 59 minute(s) 58 second(s). The respective variation products have been locked automatically for you.

Click **Lock** at the top of the page to edit this product. Click **Apply** to save changes. Click **Reset** to revert to the last saved state. Once you have completed the edits, click **Unlock** to release the product lock. To edit data in other languages, use the **Select Language** drop-down to define in which language you are viewing your data. Fields with a red asterisk (*) are mandatory.

Select Language: [Edit Site-Specific](#)

[Apply](#) [Reset](#) [Copy](#) [Delete](#)

ID:*

Catalog:*

Tax Class:

Searchable: [All Site Values](#)

Searchable If Unavailable: [All Site Values](#)

4. Scroll down to the Variation Groups section.

5. Click on Add to create the first Variation Group. If you want to name each group, then enter a name in the ID field and then create Add.

Variation Groups

The following list shows all variation groups of the master product.

New Variation Group

ID: [Add](#)

The product does not have any variation groups.

[Clone](#) [Apply](#) [Delete](#) [Unassign](#)



6. Select the color for this Variation Group. In this example, Fawn Heather is selected.

Variation Groups

The following list shows all variation groups of the master product.

New Variation Group

ID:

Select All	ID	Color	Size	View
<input type="checkbox"/>	25501032-1	JJ0MGXX (Fawn Heather) <input type="text"/>	-None- <input type="text"/>	

7. Continue until all Variation Groups have been created for all colors of the master – OR – all the colors you want to display in specific categories.

Variation Groups

The following list shows all variation groups of the master product.

New Variation Group

ID:

Select All	ID	Color	Size
<input type="checkbox"/>	25501032-1	JJ0MGXX (Fawn Heather) <input type="button" value="v"/>	-None-
<input type="checkbox"/>	25501032-2	JJ2SKXX (Winter White) <input type="button" value="v"/>	-None-
<input type="checkbox"/>	25501032-3	JJ3WCXX (Black) <input type="button" value="v"/>	-None-
<input type="checkbox"/>	25501032-4	JJAY2XX (Carnation) <input type="button" value="v"/>	-None-
<input type="checkbox"/>	25501032-5	JJJA4XX (Brown) <input type="button" value="v"/>	-None-
<input type="checkbox"/>	25501032-6	JJV54C0 (Heather) <input type="button" value="v"/>	-None-

8. Click on Apply.

9. **IMPORTANT:** Next click on each Variation Group ID and change Searchable to Yes and change Online to Yes.

Merchant Tools > Products and Catalogs > Products > 25501032-3 - General

General Variations Categories Recommendations Product Sets Active Data Page Meta Tag Rules

<25501032-3>

You've locked this product for editing. Click [Unlock](#) to release. The lock expires in 0 hour(s) 59 minute(s) 14 second(s). The respective variation products have been locked automatically for you.

Click **Lock** at the top of the page to edit this product. Click **Apply** to save changes. Click **Reset** to revert to the last saved state. Once you've completed the edits, click **Unlock** to release the product lock. To edit data in other languages, use the **Select Language** drop-down to define in which language you're viewing your data. Fields with a red asterisk (*) are mandatory.

Select Language: Default

Apply Reset Copy Delete

ID:* 25501032-3

Catalog:* apparel-catalog

Tax Class: Undefined

Searchable: Yes

Searchable If Unavailable: -None-

10. While on each Variation Group. Continue on to the Categorization step.

STEP 2: Categorizing Variation Groups

Once Variation Groups are created, you must add Variation Groups to a category page.

INSTRUCTIONS

1. Click on Categories and Edit Categories.
2. Assign all Variation Groups to the specific category. In our example, that will be Women > Clothing > Tops

Merchant Tools > Products and Catalogs > Products > 25501032-3 - Categories

General Variations **Categories** Recommendations Product Sets Active Data Page Meta Tag Rules

<25501032-3> ?

You've locked this product for editing. Click [Unlock](#) to release. The lock expires in 0 hour(s) 56 minute(s) 52 second(s).

This page allows you to manage the category bindings of this product. The list below shows all categories the product is currently assigned to, grouped by catalog. A product has a single "Classification" and one "Primary Category" per catalog. The classification category defines the attribute set of the product. The primary category is used as standard presentation context within that catalog in the Storefront.

Click [Edit Categories](#) to assign the product to new categories. Click [Unassign](#) to remove the product from the selected categories. Click [Apply](#) to update the classification and primary categories of the product.

Select All	Category ID	Category Name	Category Path	Status	Classification	Primary	
Storefront Catalog - EN (storefront-catalog-en)							
<input type="checkbox"/>	womens-clothing-tops	Tops	Womens > Clothing > Tops		<input checked="" type="radio"/>	<input checked="" type="radio"/>	Details

[Unassign](#) [Edit Categories](#) [Apply](#)

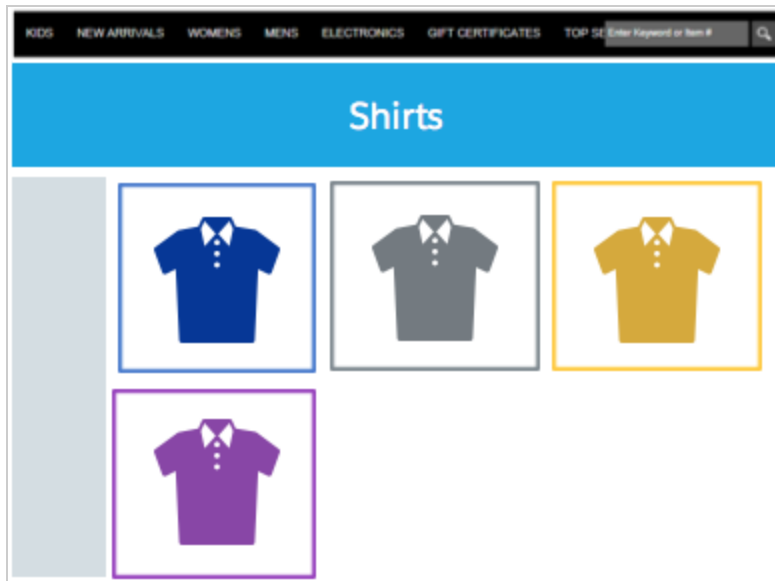
[<< Back to List](#)

3. When completed, review the category and you will see the Variation Groups in the category.

<input type="checkbox"/>	25493657	Long Sleeve Covered Placket Blouse	Apparel Master Catalog			Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493665	Rib Trim V-Neck Cardigan	Apparel Master Catalog			Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493689	Tweed Cowl Neck Sweater	Apparel Master Catalog			Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493717	Beaded Jewel Neck Blouse	Apparel Master Catalog			Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493728	Sleeveless Scoop Neck Shell	Apparel Master Catalog			Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25501032	Long Sleeve Ruffle Front Trim Cardigan	Apparel Master Catalog			Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25501032-1	Long Sleeve Ruffle Front Trim Cardigan [Color : Fawn Heather]	Apparel Master Catalog	JJ0MGXX		Variation Group		Edit		<input type="text"/>
<input type="checkbox"/>	25501032-2	Long Sleeve Ruffle Front Trim Cardigan [Color : Winter White]	Apparel Master Catalog	JJ2SKXX		Variation Group		Edit		<input type="text"/>
<input type="checkbox"/>	25501032-3	Long Sleeve Ruffle Front Trim Cardigan [Color : Black]	Apparel Master Catalog	JJ3WCXX		Variation Group		Edit		<input type="text"/>
<input type="checkbox"/>	25501032-4	Long Sleeve Ruffle Front Trim Cardigan [Color : Carnation]	Apparel Master Catalog	JJAY2XX		Variation Group		Edit		<input type="text"/>

STEP 3: Positioning Variation Groups in a Category

Once Variation Groups are created, you can use Category position or Drag and Drop to easily reorder them in the category page.



INSTRUCTIONS

1. While in the category list, merchandisers can add category numbers to the Variation Groups to change their position.

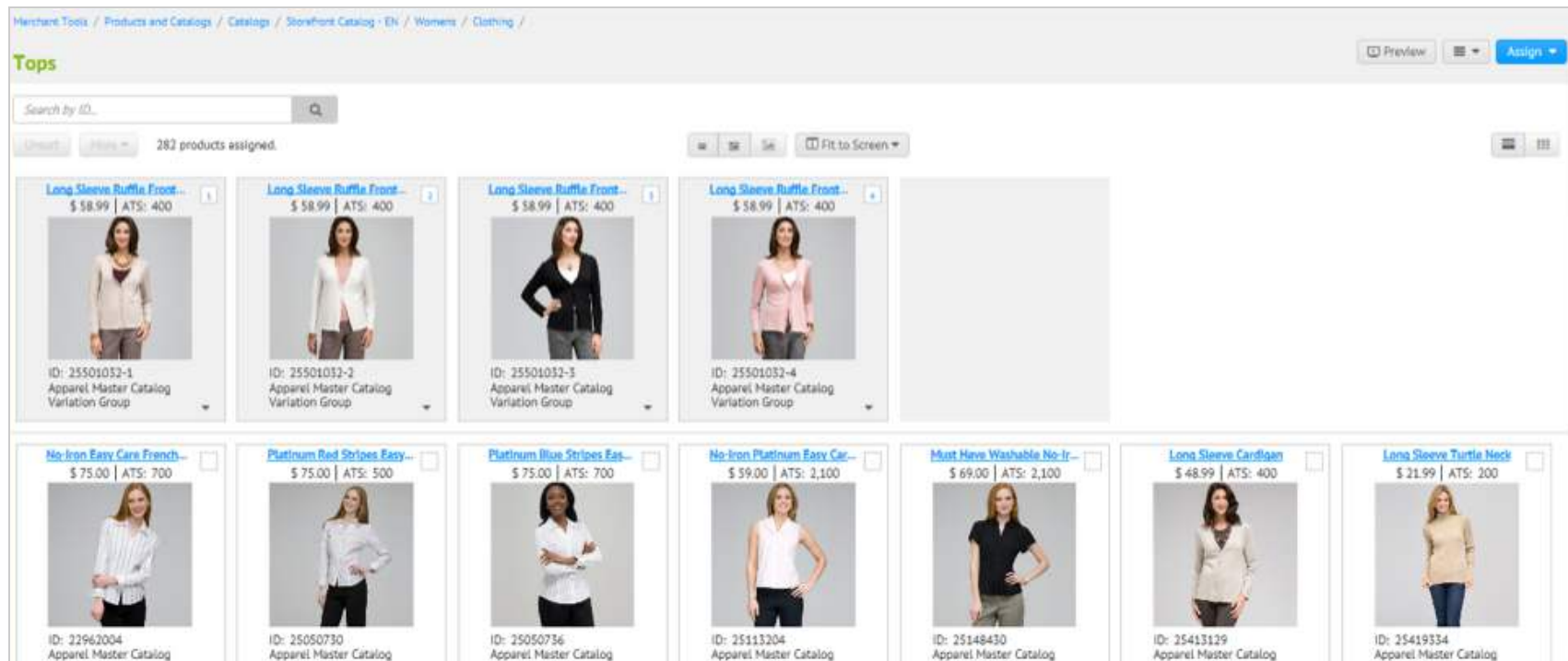


<input type="checkbox"/>	25493587	Scoop Neck Shell	Apparel Master Catalog		Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493657	Long Sleeve Covered Placket Blouse	Apparel Master Catalog		Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493665	Rib Trim V-Neck Cardigan	Apparel Master Catalog		Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493689	Tweed Cowl Neck Sweater	Apparel Master Catalog		Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493717	Beaded Jewel Neck Blouse	Apparel Master Catalog		Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25493728	Sleeveless Scoop Neck Shell	Apparel Master Catalog		Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25501032	Long Sleeve Ruffle Front Trim Cardigan	Apparel Master Catalog		Variation Master		Edit		<input type="text"/>
<input type="checkbox"/>	25501032.1	Long Sleeve Ruffle Front Trim Cardigan <small>[Color : Fawn Heather]</small>	Apparel Master Catalog	JJ0MGXX	Variation Group		Edit		<input type="text" value="1"/>
<input type="checkbox"/>	25501032.2	Long Sleeve Ruffle Front Trim Cardigan <small>[Color : Winter White]</small>	Apparel Master Catalog	JJ2SKXX	Variation Group		Edit		<input type="text" value="2"/>
<input type="checkbox"/>	25501032.3	Long Sleeve Ruffle Front Trim Cardigan <small>[Color : Black]</small>	Apparel Master Catalog	JJ3WCXX	Variation Group		Edit		<input type="text" value="3"/>
<input type="checkbox"/>	25501032.4	Long Sleeve Ruffle Front Trim Cardigan <small>[Color : Carnation]</small>	Apparel Master Catalog	JJAY2XX	Variation Group		Edit		<input type="text" value="4"/>

2. You can also use the Grid View and use Drag and Drop to reorder the Variation Groups.

	Status		View	Position	Grid View
tion Master		Edit		<input type="text"/>	
tion Master		Edit		<input type="text"/>	
tion Master		Edit		<input type="text"/>	

3. This will allow you to easily drag and drop the Variation Groups into place.



4. When you are done merchandising, run the Product Index

5. Also if you go into the Storefront and turn on the Storefront Toolkit, you will see that the first few images in the category are actually Variation Groups.

KIDS NEW ARRIVALS WOMENS MENS ELECTRONICS GIFT CERTIFICATES TOP SEARCH Enter Keyword or Item #

Home > Womens > Clothing > Tops

SHOP WOMENS

- Footwear
- Clothing
 - Outerwear
 - Outfits
 - Tops**
 - Dresses
 - Bottoms
 - Jackets & Coats
 - Feeling Red
- Jewelry
- Accessories

COLOR

SIZE

4 6 8 10 12 14 16

Best Matches Go 12 Go Showing 1 - 12 of 286 Results 1 2 3 4 5 < >

Long Sleeve Ruffle Front Trim Cardigan N/A Compare

Long Sleeve Ruffle Front Trim Cardigan N/A Compare

Long Sleeve Ruffle Front Trim Cardigan
 Note: Information below represents product 701642767008

SKU:	25501032-3
Result Position:	3
Type:	Variation Group
Represents:	701642767008, 701642767022, 701642767039, 701642767015
Categories:	Womens > Clothing > Tops
Text Search	
Text Relevance:	0.00000
Refinements	
Category:	Womens > Clothing > Tops
Sorting Rule: best-matches	
Category Position:	3
Search Placement:	0
Search Rank:	0

Variation Group Fallback

Attribute Fallback

Variation Groups have a defined fallback. Similar to a Variation Product a Variation Group inherits attributes from the master product, e.g. name, description or SEO data and all relations (e.g. product recommendations). If the variant does



not define its own value, the value is first retrieved from Variation Groups, sorted by position. If the value is not provided by one of the Variation Groups, the value is retrieved from the Variation Master. But divergent from slicing you can maintain attributes at a Variation Group level. Attributes maintained at the Variation Group level for related variants will be included in the attribute value fallback for variants. Please note that no fallback for price is provided for Variation Groups (it takes the price (range) of the variations) and slicing will be disabled for a Product Master with a defined Variations Group.

Site Search Implications

You've followed the steps in the document and created some Variation Groups across your site but now you notice when performing a site search that you're experiencing duplicates?

See example and steps below on how to resolve:

- Create a 'Red' Variation Group on the Floral Luxe Scarf and categorize it into the Scarves category.
- As you will notice when you do so, it merchandises the product nicely in the category by color variations but if you perform a site search it appears duplicated in search suggestions as well as on the search results page.

WINTER 2016

Womens / Accessories / Scarves

SHOP WOMENS

COLOR

- Color selection swatches: white, black, blue, purple, brown, green, grey, orange, pink, purple, red, white, yellow, multi-color.

> Friday

> Jewelry

Accessories

- Scarves
- Shoes
- Hats

SIZE

- OS, 6, 6.5, 7, 7.5, 8, 8.5, 9, 9.5

Most Popular

Showing 1 - 6 of 6 Results

Floral Luxe Scarf

\$34.00

★★★★☆

Compare

Floral Luxe Scarf

\$34.00

★★★★☆

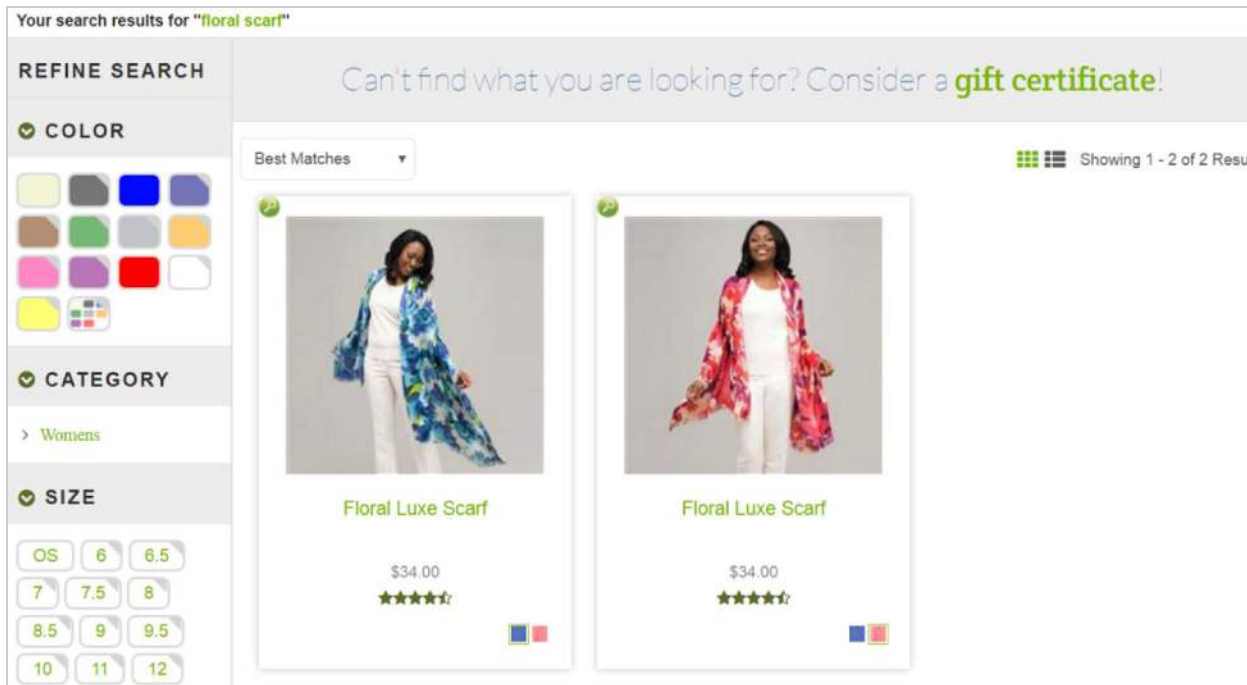
Compare

Multi Color Scarf

\$38.00

★★★★☆

Compare



To fix this, there is a new Search Site Preference called 'Merged Variation Groups Display Mode.' When this feature is enabled it will display search results containing Variation Groups as merged master products. If you are interested in using this new feature please reach out to your CSM to work with our Product team to be part of the beta.

Another solution is highlighted below:

Navigate to the Master Product ID and mark it offline and perform a re-index:

- Note, marking your Master offline could have additional implications depending on how you are merchandising products throughout your site. If you are categorizing your master, as most clients do, you will need to take a step back and determine a strategy of merchandising all your Variation Groups associated with the master.



Online/Offline

Online:
[All Site Values](#)

Online From: **Time:** **Time Zone:** Coordinated Universal Time
[All Site Values](#) MM/dd/yyyy h:mm a

Online To: **Time:** **Time Zone:** Coordinated Universal Time
[All Site Values](#) MM/dd/yyyy h:mm a

Then when you perform the same search only 1 product will appear in the suggestion and it will land you on the product detail page of the product.

