



From an Amazon rejection to a review-ready case

A synthetic example showing how ClearSKU separates the marketplace request, product identity and evidence before another submission.

01 MARKETPLACE NOTICE

Amazon rejection

“Your resubmission was rejected. The model number still does not match the product information. Please submit corrected evidence and product or packaging images showing the model number.”

02 PRODUCT RECORD

ASIN

B0DEMO1234

GTIN

5012345678900

ClearSKU model / SKU

JNR-BT-01

Brand

Northstar Kids

03 CLEARSKU REVIEW RESULT

HOLD RESUBMISSION Two high-priority issues should be resolved before the same evidence pack is submitted again.

1

Model / SKU mismatch

Listing: JNR-BT-01-EU

Documents: JNR-BT-01

NEXT CHECK

Resolve the identifier difference.

2

Missing product / packaging image

Amazon asked for a visible model identifier.

No matching image is in the case.

NEXT CHECK

Add source evidence showing the model.

04 WHAT CLEARSKU CHECKED

Request

What Amazon is asking for

Identity

Listing vs product vs docs

Evidence

What is present or missing

History

Whether the submission actually changed



What changed - and what should happen next

ClearSKU keeps the case linked to the product, evidence and previous revisions so the next reviewer can see the full trail instead of rebuilding it from email and folders.

05 IDENTITY ALIGNMENT

Field	Status	ClearSKU record	Observed value(s)
GTIN	ALIGNED	5012345678900	Listing + docs: 5012345678900
Model / SKU	MISMATCH	JNR-BT-01	Listing: JNR-BT-01-EU Docs: JNR-BT-01
Brand	ALIGNED	Northstar Kids	Listing: Northstar Kids
Manufacturer	ALIGNED	Northstar Products Ltd	Listing + docs: Northstar Products Ltd

06 REVISION COMPARISON

CASE COMPARISON

Marketplace request changed	YES
Evidence changed	NO
Marketplace snapshot changed	NO
Recommended action	HOLD

REVISION HISTORY

- r3 Initial rejection**
Evidence set A submitted. Model alignment rejected.
- r4 Resubmission**
Marketplace wording changes; evidence does not.
- ! ClearSKU warning**
Same material failure signals remain.

07 OPERATOR NEXT ACTIONS

- 1 Resolve the model / SKU difference between the Amazon listing and the source evidence.
- 2 Obtain a clear product or packaging image showing the model identifier.
- 3 Do not resubmit the unchanged evidence pack while the same failure signals remain.
- 4 Have a human reviewer confirm the corrected evidence before the next submission.



What a team needs to know before trying one case

The pilot can be run with a safely redacted case. ClearSKU is a structured review and workflow tool; the customer or specialist remains responsible for the final compliance decision and submission.

08 WHAT WE NEED FOR THE FIRST CASE

Required

- Amazon request / rejection
- ASIN, SKU/model, GTIN and brand where available
- Evidence already held for the case

Helpful, not mandatory

- Previous submission / rejection history
- Product or packaging images
- Prior marketplace snapshots or notes

09 DATA AND CONFIDENTIALITY BOUNDARIES

01 Organisation-scoped workspace

Products, files, cases and search results are scoped to the authenticated organisation/workspace.

02 Authenticated, controlled access

The product uses authenticated roles and server-side access controls. Internal data tables are not exposed for direct client CRUD access.

03 Redaction supported

Names, addresses, account identifiers and other commercially sensitive details can be removed before the pilot.

04 Traceable case history

Evidence, case revisions, reviewer actions and signed revisions remain linked so the source trail can be revisited.

10 PRODUCT BOUNDARIES

ClearSKU does not:

certify a product, provide legal advice, guarantee Amazon acceptance, or make the final compliance decision. A human reviewer decides what is corrected and what is submitted.

11 30-DAY PAID PILOT

£149 / 30 days

Start with one real or safely redacted Amazon rejection / product compliance case.

You get a structured case, likely failure signals, identity alignment, evidence gaps, case history and next checks.

Next step Send one safely redacted case. We can load the first case together and judge the output on real work.