

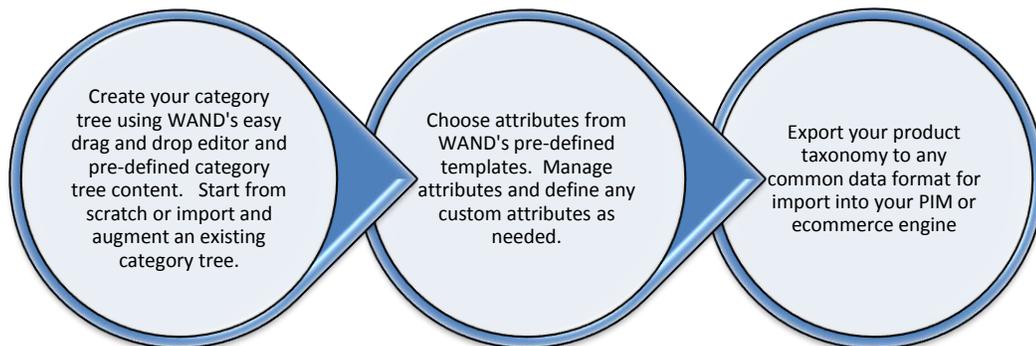
# WAND eCommerce Taxonomy Portal

## Product Overview

The WAND eCommerce Taxonomy Portal is the fastest way to jump-start the creation of a product taxonomy with complete attribute templates. It's ideally suited to ecommerce websites, retailers, distributors, MDM, and any companies that need structured product information.

Simple tools in the WAND eCommerce Taxonomy Portal let clients create new categories, perform drag and drop tree editing, and select and manage attributes for each category. Attributes may be selected from more than 44,000 categories, including 39,000 product categories and 5,000 service categories. Templates can augment an existing tree or be used to create a brand new taxonomy entirely.

Developing a taxonomy with the WAND eCommerce Taxonomy Portal is a three stage process:



Once a taxonomy is complete, export it to a variety of data formats for import into any ecommerce content management system or product information management tools.

With simple tools and an exhaustive library of pre-built content to start with, The WAND eCommerce Taxonomy Portal saves clients hundreds of hours on an ecommerce taxonomy initiative.

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# WAND eCommerce Taxonomy Portal Features

- Intuitive drag-and-drop tree editor
- Built-in library of 44,000 product and service categories with unique starter templates
- 70,000+ pre-defined attributes
- 261,000+ pre-defined attribute values
- Import and edit existing taxonomies
- Optional attribute inheritance
- Unlimited custom attributes
- Unlimited custom attribute values
- Numeric, single-select, and multi-select attribute types
- Attribute re-ordering
- Create new categories
- Support for 10 level hierarchies

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**WAND Shopping Taxonomy**

Ball Point Pens x 9%

Links 35 | Attributes 12 | Values

- M 18 x Barrel Color
- M 19 x Ink Color
- S 6 x Ink Type
- M 2 x Mechanism
- N x Package Quantity (Count)
- M 12 x Point Size
- M 6 x Point Style
- S 2 x Refillable
- S 2 x Rubber Grip
- S 2 x Smear Resistant
- N x Weight
- N x Writing Distance

Search Attributes:  Custom

Note: Adding a custom attribute is only recommended if an existing attribute cannot be used.

Drag Narrower Terms Here

### Hierarchy Map

To edit a term, make sure you pin it with . You can click and drag terms to update the hierarchy.

Top Terms	Office Supplies	Pens, Pencils, and Markers
<ul style="list-style-type: none"> <li>Books, Movies, and Music 3</li> <li>Clothing and Accessories 5</li> <li>Electronics 5</li> <li>Games and Hobbies 4</li> <li>Health and Beauty 6</li> <li>Home and Garden 10</li> <li>Infants and Children 4</li> <li>Office Supplies 8</li> <li>Personal Care 5</li> <li>Sports and Recreation 3</li> <li>Tools and Automotive 3</li> </ul>	<ul style="list-style-type: none"> <li>Bags and Briefcases 4</li> <li>Computers and Computer Supplies 5</li> <li>Office Furniture 6</li> <li>Office Machines 7</li> <li>Organization and Planning 4</li> <li>Paper, Inks, and Toner 3</li> <li>Pens, Pencils, and Markers 8</li> <li>School Supplies 8</li> </ul>	<ul style="list-style-type: none"> <li>Ball Point Pens</li> <li>Dry Erase Markers</li> <li>Erasers</li> <li>Felt Tip Pens and Markers</li> <li>Fountain Pens</li> <li>Lead Pencils</li> <li>Mechanical Pencils</li> <li>Pen and Pencil Sets</li> </ul>

12 attributes from the WAND Product and Service Taxonomy have been selected and assigned to the Ball Point Pens category in the custom taxonomy hierarchy. An additional 35 possible attributes are available in the WAND Product and Service Taxonomy or custom attributes may be created as needed to provide unlimited flexibility.

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