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:

1. Create your category tree using WAND’s easy drag and drop editor and pre-defined category tree content. Start from scratch or import and augment an existing category tree.

2. Choose attributes from WAND’s pre-defined templates. Manage attributes and define any custom attributes as needed.

3. Export your product taxonomy to any common data format for import into your PIM or ecommerce engine.

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.
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

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.