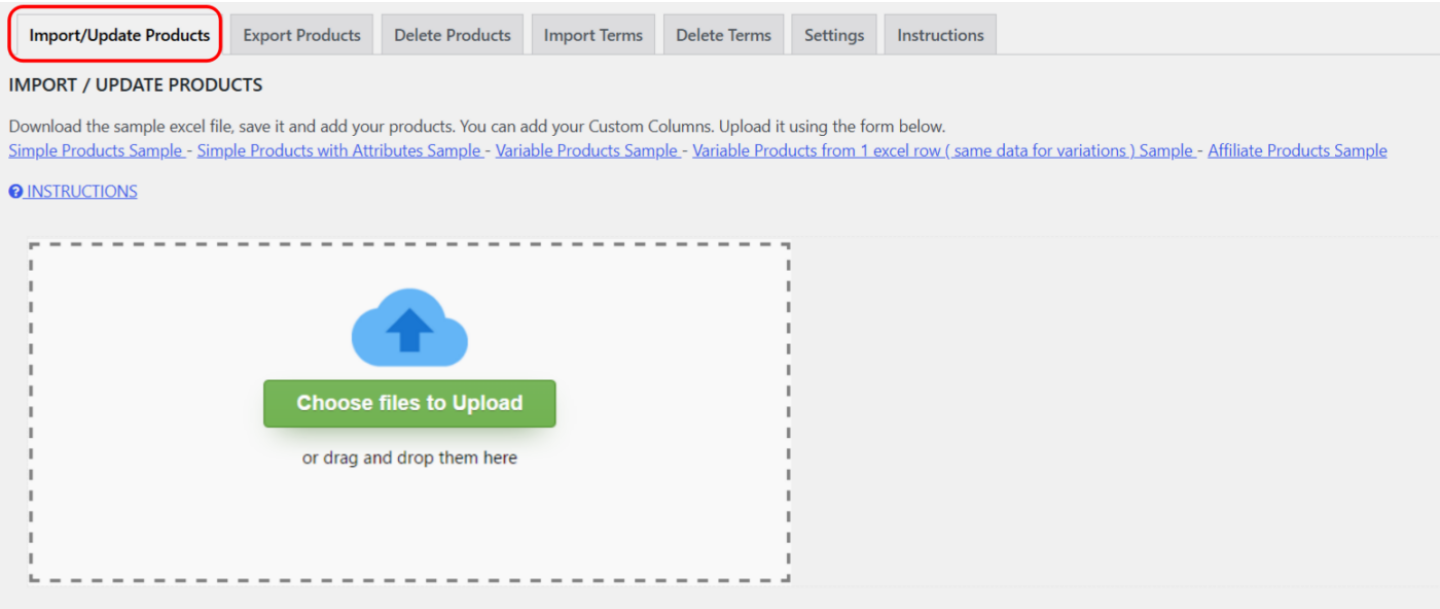
# Import Mapping Options Reference

References · https://wpfactory.com/docs/import-mapping-options-reference/

The Import/Update Products screen is the heart of WooCommerce Products Import & Export with Excel. This reference lists every control on that screen with its exact on-screen label and the form field name it uses, so you know precisely what each checkbox does before you run an import.

Open the screen at **WPFactory > Product Import/Export > Import/Update Products**. After you upload an Excel file, the controls below appear above and beside the data mapping area.




## Mapping controls

| Label | Field name | What it does |
|---|---|---|
| Auto Match Columns | `automatch_columns` | Automatically maps Excel columns to product fields by matching their names, instead of dragging each one by hand. |
| Use Previously Saved Configuration | `saved_configuration` | Applies the mapping you saved on an earlier run. Appears only after a mapping has been saved. |

| Label | Field name | What it does |
| --- | --- | --- |
| UPDATE ONLY | `update_only` | Updates existing products only, without creating new ones. Pair it with the match field below. |
| update by (ID / SKU / TITLE) | `updateby` | Chooses how existing products are matched during an update: by `id`, `sku`, or `title`. |
| Always add new Products even if title is the same | `add_always_new` | Forces a new product per row even when a product with the same title exists. Does not apply to variable products. |
| Create only Simple Product with Attributes, if any ONLY, Not Variations | `product_type` | Imports each row as a simple product that carries attributes, without generating variations. |
| WooCommerce Subscriptions | `subscriptions` | Imports rows as subscription products. Appears only when WooCommerce Subscriptions is active. |
| Replace Categories on Update | `replaceCategories` | Replaces a product's existing categories with those in the file instead of adding to them. |
| Select Parent Categories as well | `selectparent` | Also assigns the parent categories of any category found in the file. |
| Set Last Variation as Default (Variable Products) | `default_attr` | Marks the last imported variation of a variable product as its default selection. |
| Assign Attribute to product even if value is null | `assign_attr` | Adds attribute combinations without needing a duplicate row for an attribute value already imported. |
| Add Variable product from 1 row with attributes separated with separator defined in settings | `var_one_row` | Builds a whole variable product from a single row, splitting attribute values by the separator set in Settings. |

| Label | Field name | What it does |
| --- | --- | --- |
| Save Mapping for later use | `save_mapping` | Stores the current column mapping so you can reuse it, build a template, or schedule imports. |

> **Note:** the one-row variable import ( `var_one_row` ) splits attribute values using the character set at **WPFactory > Product Import/Export > Settings > Main > Separator for multiple values import**. Set that separator before you run a one-row import, otherwise the values will not split correctly.

## How product type is decided

You rarely need to state the product type in the file. Products Import & Export with Excel infers it:

- A row with more than one attribute value or an existing variation becomes a **variable** product (or **variable subscription** when the Subscriptions option is ticked).
- A row you map a product URL to becomes an **external / affiliate** product.
- A single-attribute row with the Subscriptions option ticked becomes a **subscription**; otherwise it becomes a **simple** product.
- Ticking **Create only Simple Product with Attributes ... Not Variations** forces every row to a simple product.

## Related articles

- Import simple products with attributes from one Excel row
- Import a variable product from a single Excel row



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Related articles

- Product Import and Export Settings Reference
- Products Import & Export with Excel: Developer Hooks and Filters Reference
- How to Import WooCommerce Subscriptions with Excel
- How to Import Category Terms, Attributes, and Brands with Excel
- How to Import Affiliate and External Products with Excel