

## Your Product Feed

The product feed is a file containing data on all the products on your website which is used by publishers for their promotions. For publishers to use your feed effectively, it is very important that it is both as detailed and as accurate as possible.

This product feed file can be provided as either a comma separated file (called a CSV file) or an extensible mark-up language file (called an XML file).

**Fig 1** – Example of a CSV product feed

	A	B	C	D	E	F	G	H	I
1	Product Name	Brand	Product ID	Description	Deeplink	Image URL	Price	Category	In Stock
2	Simms G4 Pro Jacket	Simms	80234	3-layer GORE-	http://www.fa	http://www.farlows	449	Clothing	Y
3	Dubarry Dartmoor Cartridge	Dubarry	F1060	Full leather cart	http://www.fa	http://www.farlows	190	Bags & Lugg	Y
4	Dubarry Unisex Leather Wexf	Dubarry	F1054	The Wexford h	http://www.fa	http://www.farlows	349	Boots	Y
5	Antler Thumbstick	Classic Can	3521	Antler thumbsti	http://www.fa	http://www.farlows	66.95	Sticks & Can	Y
6	Canvas Shot Gun Slip Flap &	Croots	50020	Made from orig	http://www.fa	http://www.farlows	129.95	Accessories	Y
7	Farlows Cookbook Game & I	Farlows	26523	Game & Fish C	http://www.fa	http://www.farlows	25	Books	Y
8	Orvis Gel Spun Backing	Orvis	80149	The backing ch	http://www.fa	http://www.farlows	42.5	Backing & Ac	Y
9	Fly Line Winder	Sportfish	11253	The Anglers Im	http://www.fa	http://www.farlows	45.95	Backing & Ac	Y
10	Schoffel Ptarmigan Plus 2's	Schoffel	22-8321	Tweed Plus 2's	http://www.fa	http://www.farlows	269.95	Trousers & B	Y
11	Dubarry Ash Sweater	Dubarry	4130	A chunky men'	http://www.fa	http://www.farlows	149	Sweaters & f	Y

**Fig 2** – Example of an XML product feed

### Product Feed Columns

```

<products>
  <product>
    <product_id>TDH0561</product_id>
    <product_name>1000 Sudoku Puzzle Book</product_name>
    <brand></brand>
    <description>Sudoku is the puzzle craze that has taken the world by storm. The Book of a 1000 9 x 9 Sudoku puzzles
    contains an Easy, Medium and Hard level brainteaser on each page, with the exception of the final 10 which are XXX level.
    And just like every good crossword and puzzle book we have put the answers in the back. At time of print the Sudoku
    puzzle book was the largest collection of them in print</description>
    <short_description>Save 25% Sudoku is the puzzle craze that has taken the world by storm. The Book of a 1000 9 x 9 Sudoku
    puzzles contains an Easy, Medium and Hard level brainteaser on each page, with the exception of the final 10 which are
    XXX level. And just like every good crossword and puzzle book we have put the answers in the back. At time of print the
    Sudoku puzzle book was the largest collection of them in print</short_description>
    <promotion_details></promotion_details>
    <deeplink>http://www.xxxxxx.co.uk/ProductDetails.asp?AffiliateID=A010&ChannelID=APP&
    GiftID={1E717C0C-FE20-45AB-93B8-004EDDD4510}</deeplink>
    <delivery_period></delivery_period>
    <delivery_cost></delivery_cost>
    <stock_level></stock_level>
    <stock_level_date></stock_level_date>
    <embargo></embargo>
    <expiry></expiry>
    <currency></currency>
    <display_price>5.24</display_price>
    <price>5.24</price>
    <image_thumbnail_url>
    http://www.xxxxxxxx.co.uk/thedoghouse/images/gifimages/small/1e717c0c-fe20-45ab-93b8-004edddd4510.jpg
    </image_thumbnail_url>
    <image_url>http://www.xxxxxxxx.co.uk/thedoghouse/images/gifimages/normal/1e717c0c-fe20-45ab-93b8-004edddd4510.jpg
    </image_url>
    <image_large_url>http://www.xxxxxx</image_large_url>
    <language></language>
    <categories>
      <category>
        <category_id>INT02</category_id>
        <category_name>Book Worm</category_name>
      </category>
      <category>
        <category_id>INT16</category_id>
        <category_name>Life Style</category_name>
      </category>
    </categories>
  </product>
</products>

```

Below is a list of mandatory and non-mandatory column headings to include in your product feed.

The more information you include, the more appealing it is to publishers and the better equipped they will be to promote your program.

### Mandatory Fields

- **Name:** The product name (e.g. Playstation 5).
- **Deeplink:** The URL where the product is located on your website (e.g. <http://www.yourwebsite.com/products/playstation5.html>).
- **Category:** The type of product (e.g. Electronic Games > Consoles).
- **Price:** The retail price of your product (e.g. 439.99). Please do not include any currency symbols (e.g. £) and please use a decimal point in the values as opposed to a comma (e.g. "9.99" is correct while "9,99" is incorrect).
- **ProductID:** The product ID you use to identify each product on your website. This must be a unique ID. (e.g. PFG 23765).
- **Description:** The description of your product can be as long as you like but keep in mind your publishers will set a maximum character length for this field on their website (this field must stay consistent so the affiliate can index their site).
- **Image\_URL:** The URL where your product image is located - looks something like this (e.g. <http://www.yourwebsite.com/images/playstation5.gif>).
- **Delivery\_time:** The standard delivery time for the product.
- **Delivery\_cost:** The standard delivery cost for the product.

It is strongly recommended however, that you provide much more information than this. The more information that you provide your publishers with, the better equipped they will be to get the best from your feed and to promote your products effectively.

### Non-Mandatory Fields (examples)

- **GTIN:** The Global Trade Item Number
- **Sale\_price:** The discounted/promotional price of your product (e.g. 129.99). Please follow the same guidelines as for mandatory price field. It is imperative that products not on sale display their regular retail price and are not left blank or set to 0.
- **Thumbnail\_image\_URL:** A common thumbnail size is a 90 pixel base denomination (e.g. [http://www.yourwebsite.com/thumbnail\\_images/playstation5.gif](http://www.yourwebsite.com/thumbnail_images/playstation5.gif)). If there is no image available, we recommend providing a URL to a "no image" icon.
- **Manufacturer:** The manufacturer of the product (e.g. Sony).
- **Manufacturer Product Number:** Unique number that is issued by manufacturers to identify individual products
- **Brand:** The brand of the product (e.g. PlayStation).
- **Related\_product\_IDs:** Accessories that can be related to the main product by product ID (e.g. a bicycle has bottle cage as an accessory). If there are multiple product IDs to enter

here, they should be separated with a different separator to that which you are using to separate your columns (e.g. "ft567|fg876|fu987").

- **Promotions:** Any monthly or seasonal specials that the affiliates can use for promotions.
- **Availability:** Stock level number or "in stock".
- **Best\_sellers:** This field will enable publishers to promote the best-selling products. This field should be an integer and list the top products starting from one and be based on the last 2 weeks' sales volume or similar. It is important that products not included in the best sellers are left blank and not set to 0.

### Points to note:

1. Please ensure that there is no missing data in the feed.
2. **For CSV files**, fields should be enclosed within "quotes" to escape any characters which could break the product feed file.
3. **For XML feeds**, to avoid any special characters from breaking the product feed file there are two methods to escape the characters, please only use one of the following:
  - a. Special characters can be escaped individually by replacing each special character with the equivalent Hexadecimal code for that character.
  - b. Blocks of data in an XML file can be escaped by placing CDATA tags around the code. For further information please see: <https://en.wikipedia.org/wiki/CDATA>
4. For **Google Base product feeds**, we are unable to use this type of file in its standard format because the element names 'title' 'link' and 'description' are typically repeated under two different parent tags ('channel' and 'item') and our system will only pick up the first occurrence of each element name. Therefore, to convert a Google Base product feed into a format which can be processed by our platform please rename the 'title' 'link' and 'description' elements which are under the 'channel' parent tag.

### Uploading your product feed

Once you have created your product feed, there are a few ways in which you can make it available:

1. **Allow Webgains to fetch the file.** You can also host your product feed either on a URL or at an ftp address. Webgains will then fetch the file daily. Choosing this setting allows you to make any changes to your product feed available automatically to your publishers.
2. **Upload a file manually.** You can login into your Webgains account and upload the file containing your product feed.
3. **'Push' the file to Webgains.** If you would like to send the file to us via FTP, please get in touch with your integration or account manager and we will be in touch with the relevant details.

We strongly recommend that you use one of the automated options. This not only means that publishers will always have the most up to date version of your product feed but also means that if there are any problems, our support staff can identify these early on and advise you of any changes

required.

Before your product feed is available to publishers, your categories will need to be mapped to Webgains' master categories, assisting publishers by delivering more consistent results. Webgains will do this when you first create your product feed and again when new categories are introduced with future updates.

If there are any problems with your feed or categories which need mapping, Webgains will process these. In the meantime, we will provide publishers with the last successful upload.

