Interface description for the automated data import of product listings

All partner shops need to provide a CSV-File (comma separated values) accessible via permanent URL, matching the following criteria:

-   The file needs to be updated at regular intervals in order to avoid data mismatch regarding availability, pricing, etc.

-   Please use semicolon (;) as column delimiter in your file. Please begin and end each column content with double quotes („some data").

-   The first row of your file needs to contain the column names.

-   Please provide a feed with product variants as separate rows (variant feed).

THE CSV FILE NEEDS TO INCLUDE THE FOLLOWING FIELDS:

COLUMN NAME	DESCRIPTION	EXAMPLES
ProductID (required)	Unique article number of product in your shop.	123456-abc HARS0051 113047JV
ItemGroupID (required)	A common value for products, for which sizes are listed in separate rows.	123456 123456 543221 543221 543221
EAN (required)	Unique, valid EAN / GTIN of product, i.e. with correct checksum digit and without spaces or hyphens.	5123456789109 5123456789116 4123456789117
ProductCategory (required)	Category to which the product belongs : - Target group and specific product type are essential information for categorisation - Please pay attention to consistent structure - Please select the same category delimiter for all categories - Do not use the same delimiter in category name	Women / Shoes / Sneaker Men > Jackets Women | Accessories | Caps Men> Bags> Briefcases Men> Clothing> 3/4 Pants NOT: Men / Clothing / 3/4 Pants
ProductName (required)	Name of product: - Maximum of 50 characters, longer titles are automatically cut off - Please don't use brand names and size information in product name	evening dress cotton trousers scarf with floral motif
Gender (optional)	Target group of product.	Women Men Unisex Boy Girl
Deeplink (required)	Deeplink **with tracking parameter** that leads directly to product detail page in your web shop.	http: //www.shop.de/product1/tracking

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COLUMN NAME	DESCRIPTION	EXAMPLES
DirektDeeplink (required)	Direct link leading to the product detail page in your web shop.	http://www.shop.de/product1
ImageUrl (required)	Complete URL of frontal image of product - Minimum size: 800 x 1 000 pixels - Product image without or with model (in this case product should be zoomed in - e.g. jeans) - Background if possible transparent, bright gray (e.g. e7e7e7), or white	http://shop/media/abendkleid.jpg https://shop/media/kleid/frontview.jpg
ImageUrl2, ImageUrl3, ImageUrl4 etc. (optional)	Complete URLs to different image views of product - Minimum size: 800 x 1 000 pixels - Please use a separate column for each image view - If possible add image with a model	https://shop/media/kleid/image2.jpg https://shop/media/kleid/image3.jpg https://shop/media/jacke/sideview.jpg https://shop/media/jacke/backview.jpg https://shop/media/bluse/left.jpg
ProductDescription (required)	Complete product description from shop - HTML tags and line breaks are not allowed - For several descriptions (marketing text, body text, bullet points) a separate column is possible	These pants, with a straight leg high-waist fit, are made of 100% organic cotton. The straight fit with a fitted waist ensures a timeless and comfortable fit for your everyday wardrobe.
BrandName (required)	Name of manufacturer of product	VATTER Armedangels People Tree
ProductLine (optional)	Product line, collection name or sub brand - Without indication of sizes or colours	Brazilian Slip Detox Denim Forever Denim
Price (required)	Current price of product in Euro - Valid separators: comma, period - No Euro symbols, thousands separating points or similar - Column must be filled during sale phases	25,95 78.00 1215
PreviousPrice (required)	RRP price / price of product before price reduction - Please fill in for all reduced offers - For non-reduced products, column may be left empty	45,95 45.00 1290
AvailableSizes (required)	**Currently available** sizes only, i.e. sizes must match with sizes available in your shop - Please provide one size value per row - Please use common size systems and use as few different systems as necessary	40 41.5 S XXL
Color (required)	Main colour of product - Please use standard colour names - Different colour variants of a product must be listed in separate data lines in the feed - For own colour names, please use the separate column ColorName	blue, light green, turquoise, multicoloured NOT: Honey, Fairly Light, Spring field, etc.

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COLUMN NAME	DESCRIPTION	EXAMPLES
ColorName (optional)	Specific colour name of the product	Honey, Fairly Light, Spring field
Pattern (optional)	Pattern of product	striped, print, flowers, checks
Material (optional)	Material of product	100% organic cotton 80% cotton, 20% recycled polyester
RetailerAttributes (optional)	- New products from online shop ought to be tagged as , new-arrival' so that the products appear in our category „New Products". - Sale items can be tagged as „sale" - For all other products, this column remains empty	new-arrival sale
Season (required)	Season of the collection to which the product belongs	Autumn-Winter 22 Spring-Summer 22 Autumn-Winter 2022 Spring-Summer 2022 New collection
LastUpdate (optional)	Date of the last update / check of the data record in the feed Valid formats: „dd.mm.yyyy" or „yyyy-mm-dd"	17.05.2021
StockIndications (optional)	How many items of the product are in stock	7
AgeGroup (optional)	The demographic for which your product is intended	Baby Kid Teenager
SizeType (optional)	Your apparel product's size type	Regular Petite Maternity Big Tall Plus
SizeSystem (optional)	The country of the size system used by your product	EU, UK, US
Condition (optional)	The condition of your product at time of sale	new, used, refurbished
Sustainability Criteria (optional)	Sustainability criteria describing the sustainable attributes of the product	vegan, organic, recycled, upcycled, locally produced, vintage, pre-owned
Sustainability Description (optional)	In detail description of the products sustainability attributes, e.g. its manufacturing or the origin of the materials or certifications	This product is made of 100% organic cotton, GOTS certified
Product Certification (optional)	In case your product has a certification, please add it here	GOTS, bluesign, RDS, OEKO-TEX Standard 100, RWS, FSC etc.
Brand Certification (optional)	In case your brand has a certification, please add it here	B Corp, WFTO, PETA Approved Vegan

COLUMN NAME	DESCRIPTION	EXAMPLES
CareInstructions (optional)	How do you have to wash and care for your product (it can be either washing machine instructions, tipps for care and repair)	Machine washable, Hand wash, Wash at low temperatures, Tumble dry allowed
Fit (optional)	How does the product fit	Slim, Loose, Oversized
CountryOrigin (optional)	Made in: Country of last garnment construction stage	Made in Portugal, Handcrafted in London
ManufacturerName (optional)	Made by facility XY: Show supply chain transparency of the product, e.g. last garment construction manufacturer or entire supply chain if portrayed on your product detail page	Manufacturer (name) in Portugal, Local studio (name) in London
AvailabilityDate (optional)	The date a preordered or backordered product becomes available for delivery	17.05.2021 2021-05-17

For further information please contact our Quality Management team at datafeed@mybestbrands.de.

Best regards,

fairlyfab Team

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