

Feed Specifications

Whitepaper for the preparation of a product data feed

1. Provision of data process

To enable your products to be represented on our portal, we require as much up-to-date information about your articles as possible. Some information is essential (mandatory fields), while some supports you in presenting your products in a detailed and informative way (recommended and optional fields).

Your product data feed will be regularly checked for updates. This white paper provides information on all the requirements for a product data feed.

IMPORTANT: The quality of your product data feed has an influence on the results and the profitability of the product listing. The higher the quality of the product data, the better the quality of the generated traffic.

2. Product data feed

2.1 General information on the structure of the product data feed

- Each field name may only be assigned once.
- Some fields feature the additional text “**Multiple entries possible**”. This means that several values can be defined for this field. It is thus possible, e.g., to transfer several product images for a product.

This can be carried out in two ways:

1. You can extend the field names with the suffix “List” (e.g. imageUri becomes imageUriList).

This addition means that the values in this field are a list.

You can now enter several values into a field. These values must be separated by a separator (“,” “;” “|” are permitted). Make sure that you do not use the same separator that you used for the CSV.

2. Number the fields using a suffix (e.g. imageUri becomes imageUri1, imageUri2, etc.)

This means that the field occurs multiple times.

You can now enter the values into the fields.

- In both cases, please take care with the sorting. This is particularly important for images. Thus, the field with the “1” at the end or the first image in the list later becomes the main image.
- If you are unable to create a feed specifically according to our wishes, we would be happy to check whether we can import an existing feed (e.g. GoogleShopping PLA).
- Please note that the more information on your products you provide us with, the better we are able to control your products. This also has a direct influence on the level of performance.
- If you would like to transfer information to us that does not fit in the fields listed below, this is not a problem. Simply add them to other columns. We will then automatically check whether we can import the transferred information.

2.2 File contents - mandatory fields

It is essential that the following fields exist and are filled in.

Field name	Format	Requirements
sku	<p>Unique identification of the product</p> <p>Example: 123abc</p> <p>Syntax: Max. 100 characters</p>	<ul style="list-style-type: none"> • Use a unique value for every article. • Use the article number wherever possible. • Make sure you use the same ID when updating your data as otherwise the product history will be lost. • Only use valid Unicode characters. • Avoid using invalid characters such as control characters or functional characters.
title	<p>Product name</p> <p>Example: Superdry Rookie Heavy Weather Parka</p> <p>Syntax: Max. 400 characters</p>	<ul style="list-style-type: none"> • Describe your article accurately and take care that the description matches that of the title on the landing page. • Do not quote any advertising text such as “free delivery” and avoid using all caps and foreign characters for the sake of sensationalism.

description	<p>Product description</p> <p>Example: You will love this t-shirt with its particularly soft jersey, which is very comfortable to wear.</p> <p>Syntax: Max. 5.000 characters</p>	<ul style="list-style-type: none"> • See requirements "title" • Only specify information about the article without any links to your business, sales information or details about competitors, other articles or accessories.
productUri	<p>Product landing page</p> <p>Example: https://www.example.de/product1</p> <p>Syntax: Max. 2,000 characters</p>	<ul style="list-style-type: none"> • Start the string with http or https. • Use an encrypted URL that conforms to RFC 2396 or RFC 1738. For example, a comma is represented therein as "%C". • If applicable, use a domain-internal tracking URL. • Do not use too much forwarding as this can increase the latency.
directLinkUri	<p>Product landing page without tracking. This URI is only used for quality assurance</p> <p>Beispiel: https://www.beispiel.de</p> <p>Syntax: Max. 2.000 characters</p>	<ul style="list-style-type: none"> • Start the string with http or https. • Use an encrypted URL that conforms to RFC 2396 or RFC 1738. For example, a comma is represented therein as "%C". • Do not use any domain-internal tracking URL. • Do not use any forwarding.
imageUri (Multiple entries possible)	<p>The URL of the main image for the product</p> <p>Example: http://www.beispiel.de/bild1.jpg</p> <p>Syntax: Max. 2.000 characters</p>	<p>For the image URL</p> <ul style="list-style-type: none"> • Provide a link to the main image of your article. • Start the string with http or https. • Use an encrypted URL that conforms to RFC 2396 or RFC 1738. For example, a comma is represented therein as "%C". <p>For images:</p> <ul style="list-style-type: none"> • Display the article you are offering in a realistic way. • Use a permitted image format: JPEG (.jpg/.jpeg), PNG (.png), BMP(.bmp) or TIFF (.tif/.tiff).

		<ul style="list-style-type: none"> • Use an image with at least 100 x 100 pixels for non-clothing articles. • Use an image with at least 250 x 250 pixels for clothing articles. • Do not send an image that is larger than 64 megapixels and no file that is larger than 16 MB. • Do not send any enlarged images or thumbnails. Do not quote any advertising text; no water marks or frames. Do not send any place holders or any generic images.
price	<p>Product price</p> <p>Example: 15,00</p> <p>Syntax: Numeric Value No thousands separators</p>	<ul style="list-style-type: none"> • Enter the price of the article correctly and make sure that the price matches the one specified on the landing page • Ensure that the price on your landing page is clearly visible and easy to find. • Do not enter 0 as the price. • Ensure that the article can be sold online at the stated price and can be purchased by all users as a single article, without being required to hold membership at the entered price. • Enter the minimum order value for individual articles, sets and multipacks. • VAT must be included in the prices. • Other options for entering price-related information can be found under the attributes referencePrice, referencePriceAmount, referencePriceQuantity, referencePriceUnit.
deliveryCosts	<p>The delivery costs of your article</p> <p>Example: 4,99</p> <p>Syntax: Numeric value No thousands separators!</p>	<ul style="list-style-type: none"> • Fixed delivery costs including VAT. • Specify the delivery costs for standard delivery.
deliveryTime	<p>Delivery time</p>	<ul style="list-style-type: none"> • Please enter the delivery time. • Enter the delivery time of the article

	<p>Example: 3 days</p> <p>Syntax: number+unit</p>	<p>accurately and make sure that this corresponds to the delivery time stated on the landing page.</p> <ul style="list-style-type: none"> Do not enter a specific date as this will not be taken into consideration. <p>Supported units:</p> <ul style="list-style-type: none"> Hours Days Months
category	<p>The product category in which the product is sorted</p> <p>Beispiel: Damenmode>Kleider>Maxikl eider</p>	<ul style="list-style-type: none"> Only enter one category. Enter the most relevant category. Enter the full category path. You may transfer the Google PLA categories to us to enable uniform categorisation and better allocation. In this case, please let us know so that we can enter this into the system accordingly.
brand	<p>The brand name of your article</p> <p>Example: nike</p> <p>Syntax: Max. 400 characters</p>	<ul style="list-style-type: none"> Please enter the article's brand name that is generally recognised by users. Only enter your business name as a brand if you manufacture the product yourself or if the article falls into a general brand category. For example, you can enter your business name as a brand if you sell white-label articles or personalised jewellery. For compatible articles: Do not enter the brand of the manufacturer that manufactured the compatible article. Do not enter the brand of the original equipment manufacturer if you would like to inform us that your article is identical with that of the original equipment manufacturer or if your article is a replica of the original equipment manufacturer's article.
gtin	<p>EAN / GTIN of the product</p> <p>Example: 9274638154621</p>	<ul style="list-style-type: none"> Only send us GTINs that are valid in accordance with the definition in the official GS1 validation guidelines.

	Syntax: 13-digit number	
itemGroupId	<p>ID for an article group that is available in different versions (variants)</p> <p>Example: 1A</p> <p>Syntax: Max. 100 characters</p>	<ul style="list-style-type: none"> • Use a unique value for every variant group. • Use the same value also when updating your product data. • Only use valid Unicode characters.
referencePriceAmount	<p>The price of the reference amount</p> <p>Example: 15,00</p> <p>Syntax: Numeric value No thousands separators!</p>	<ul style="list-style-type: none"> • The “Preisangabenverordnung“ (German price regulation) stipulates that goods that are offered according to weight, volume, length or area must display the converted price per quantity unit (reference price) within close proximity to the final price. • In order to be able to communicate the reference price fully, the “referencePriceQuantity” and “referencePriceUnit“ fields are also required. • Enter the price of the article correctly and make sure that the price matches the one specified on the landing page. • Do not enter 0 as the price. • VAT must be included in the prices.
referencePriceQuantity	<p>The amount of the reference price</p> <p>Example: 100</p> <p>Syntax: Numeric Value</p>	<ul style="list-style-type: none"> • The “Preisangabenverordnung“ (German price regulation) stipulates that goods that are offered according to weight, volume, length or area must display the converted price per quantity unit (reference price) within close proximity to the final price. • In order to be able to communicate the reference price fully, the “referencePriceAmount” and “referencePriceUnit” fields are also required.
referencePriceUnit	<p>The measuring unit of the reference price</p>	<ul style="list-style-type: none"> • The “Preisangabenverordnung“ (German price regulation) stipulates

	<p>Example: kg</p>	<p>that goods that are offered according to weight, volume, length or area must display the converted price per quantity unit (reference price) within close proximity to the final price.</p> <ul style="list-style-type: none"> • In order to be able to communicate the reference price fully, the “referencePriceAmount” and “referencePriceUnit” fields are also required. <p>Supported units:</p> <ul style="list-style-type: none"> • Weight: g, kg • Volume: ml, l • Area: m² • Length: cm, m • Per unit: pc., box, pair
<p>EnergyEfficiencyGrade</p> <p>(Multiple entries possible)</p>	<p>The Energy Efficiency Grade of your product</p> <p>Example A+</p>	<ul style="list-style-type: none"> • Include the legally required energy label <p>Supported units</p> <ul style="list-style-type: none"> • A++++ • A+++ • A++ • A+ • B • C • D • E • F • G
<p>genderAge</p> <p>(Multiple entries possible)</p>	<p>The target group for your product</p> <p>Example: Unisex</p> <p>Supported values: Baby, Women’s, Men’s, Boys, Children, Girls, Seniors, Teenager, Unisex</p>	<ul style="list-style-type: none"> • This attribute must be entered for fashion categories as categorisation and control depends on the gender.
<p>Second-hand</p>	<p>Used articles If your product is used, this must be indicated. On our</p>	<ul style="list-style-type: none"> • Used articles are considered in the product steering. • If you offer used and new items, mark

	portals this is marked with the tag “wie neu”. Example: True / False	them accordingly with true or false.
Second-grade	Articles of second choice If your product is no longer in its original packaging, contains minor defects or is a remainder, this must be reported. On our portals, this is marked with the tag „B-Ware“. Example: True / False	<ul style="list-style-type: none"> • Second-grade articles are considered in the product steering. • If you offer second-grade items, mark them accordingly with true or false.

2.3 File contents – recommended fields

We strongly recommend you provide information for the following fields. These fields enable you to greatly influence the presentation and the sorting of your product listing and thus increase the profitability of the product listing. Although the following fields are not compulsory for your product listing, they are nevertheless in your best interests.

Field name	Format	Requirements
googleShoppingUrl	<p>The landing page of your product without redirects. This URL should contain a parameter and will be used to associate traffic with Google Shopping.</p> <p>Example: https://www.exampleshop.de?partner=s24</p> <p>Syntax: max. 2.000 characters</p>	<ul style="list-style-type: none"> • Start the string with http or https. • Attention: The deeplink with tracking parameters must contain an https encryption to ensure forwarding. • Use an encrypted URL that conforms to RFC 2396 or RFC 1738. For example, a comma is represented therein as “%C”. • Use a tracking parameter, such as partner=s24. • Do not use any forwarding.
Top sellers / low sellers	Specification of high-selling and weaker-selling items.	<ul style="list-style-type: none"> • Top sellers and low sellers are considered in the product steering.

	<p>Example: 1 2 3</p> <p>Syntax: number</p>	<ul style="list-style-type: none"> You deliver a numbering of 1-3, with 1 representing top sellers and 3 representing low performers
oldPrice	<p>The old price of the product</p> <p>Example: 15,00</p> <p>Syntax: Numeric values No thousands separators!</p>	<ul style="list-style-type: none"> Enter the old price of the article correctly and make sure that the old price matches the one specified on the landing page. Do not enter 0 as the old price. Please note that the old price must be higher than the actual price. VAT must be included in the prices.
originalSize (Multiple entries possible)	<p>The size of your article</p> <p>Example: XL</p> <p>Syntax: Max. 20 characters</p>	<ul style="list-style-type: none"> We recommend entering a size for the product. Enter the size of the article accurately and make sure that the size is available on the landing page. All sizes can be entered here irrespective of the sizes system.
plus size	<p>Plus size The item will be marked on our portals with the tag "Große Größen"</p> <p>Example: True / False</p>	<ul style="list-style-type: none"> Oversizes are considered in the product steering. You deliver the value Plus Size as true or false
sizeClothing (Multiple entries)	<p>The clothing size of your article</p> <p>Example: 44</p> <p>Syntax: Max. 20 characters</p>	<ul style="list-style-type: none"> We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. Enter the size of the article accurately and make sure that the size is available on the landing page Please only enter clothing sizes here.
sizeChildrenClothing (Multiple entries possible)	<p>Children sizes</p> <p>Example: 104</p>	<ul style="list-style-type: none"> We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. Enter the size of the article accurately

	<p>Syntax: Max. 20 characters</p>	<p>and make sure that the size is available on the landing page.</p> <ul style="list-style-type: none"> • Please only enter children's sizes here.
<p>sizeCup (Multiple entries possible)</p>	<p>The cup size of your article</p> <p>Example: 75 A</p> <p>Syntax: Whole number+cup size</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter cup sizes here.
<p>sizeHeight (Multiple entries possible)</p>	<p>The height of your article</p> <p>Example: 100 cm</p> <p>Syntax: Whole number+unit</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter the height of your article here. <p>Supported units::</p> <ul style="list-style-type: none"> • mm • cm • m
<p>sizeLength (Multiple entries possible)</p>	<p>The length of your article</p> <p>Example: 100 cm</p> <p>Syntax: Whole number+unit</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter the length of your article here. <p>Supported units:</p> <ul style="list-style-type: none"> • mm • cm • m
<p>sizeWidth (Multiple entries possible)</p>	<p>The width of your article</p> <p>Example:</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation

possible)	100 cm Syntax: Whole number+unit	errors. <ul style="list-style-type: none"> • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter the width of your article here. Supported units: <ul style="list-style-type: none"> • mm • cm • m
sizeDepth (Multiple entries possible)	The depth of your article Example: 100cm Syntax: Whole number	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter the depth of your article here. Supported units: <ul style="list-style-type: none"> • mm • cm • m
sizeGloves (Multiple entries possible)	Glove sizes Example: 8,0 Syntax: Numeric	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter glove sizes here.
sizePants (Multiple entries possible)	Pants sizes Example: W22/L30 Syntax: W+whole number/L+whole number	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter pants sizes here.
sizeShirts	European shirt sizes	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to

(Multiple entries possible)	<p>Example: 40</p> <p>Syntax: Whole number</p>	<p>avoid any potential standardisation errors.</p> <ul style="list-style-type: none"> • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter EU shirt sizes here.
sizeShirtsUS (Multiple entries possible)	<p>US shirt sizes of your article</p> <p>Example: XL</p> <p>Syntax: Max. 100 characters</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter US shirt sizes here.
sizeShoesEU (Multiple entries possible)	<p>The European shoe size</p> <p>Example: 44</p> <p>Syntax: Whole number</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter EU shoe sizes here.
sizeShoesUK (Multiple entries possible)	<p>The UK shoe size of your article</p> <p>Example: 4</p> <p>Syntax: Max. 100 characters</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter UK shoe sizes here.
sizeShoesUS (Multiple entries possible)	<p>The US shoe size of your article</p> <p>Example: 8</p> <p>Syntax: Max. 100 characters</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately and make sure that the size is available on the landing page. • Please only enter US shoe sizes here.
sizeVolume (Multiple entries possible)	<p>The volume of the product</p> <p>Example: 10 ml</p>	<ul style="list-style-type: none"> • We recommend matching the sizes to the corresponding size system to avoid any potential standardisation errors. • Enter the size of the article accurately

	Syntax: number+unit	and make sure that the size is available on the landing page. <ul style="list-style-type: none"> • Please only enter volume sizes here. Supported units: <ul style="list-style-type: none"> • ml • l • m³
color	The colour of your article Example: Black Syntax: Max. 40 characters per colour	Examples of supported values: <ul style="list-style-type: none"> • Red • Green • Blue • Black • White • Yellow • ... Please ask your account manager for a list of all supported values

2.4 File contents – optional fields

You can further improve the results and the profitability of the product listing by entering information into the following fields. Moreover, to guarantee optimal representation, it is advisable to provide the shopping24 commerce network with as much information as possible. For this, you only need to fill in a new column in your data feed for each additional piece of individual information.

Field name	Format	Requirements
adult	Products with sexual content	<ul style="list-style-type: none"> • required when products contain content for adults • points to an article with sexually suggestive content Supported values: <ul style="list-style-type: none"> • yes • no
tuner (Multiple entries possible)	Frequency of your reciever Example: DVB-C	Supported values: <ul style="list-style-type: none"> • Analogue • DVB-C • DVB-S

		<ul style="list-style-type: none"> • DVB-T • DVB-T2
<p>aspect ratio</p> <p>(Multiple entries possible)</p>	<p>The aspect ratio of a monitor</p> <p>Example: 16/19</p> <p>Syntax: whole number/whole number</p>	
<p>lensType</p> <p>(Multiple entries possible)</p>	<p>Type of lens for cameras</p> <p>Example: Fixed focal length</p>	<p>Supported values:</p> <ul style="list-style-type: none"> • Fixed Focal Length • Zoom Lens
<p>socket</p> <p>(Multiple entries possible)</p>	<p>The lamp socket</p> <p>Example: GU10</p>	
<p>screen diagonal</p> <p>(Multiple entries possible)</p>	<p>The screen diagonal for screens</p> <p>Example: 22 Inch</p>	<p>Supported units</p> <ul style="list-style-type: none"> • inch • cm
<p>washingmachineProgram</p> <p>(Multiple entries possible)</p>	<p>Washing machine program</p> <p>Example: Cotton</p> <p>Syntax: Max. 50 characters</p>	<p>Beispiele für unterstützte Werte:</p> <ul style="list-style-type: none"> • Cotton • Organic Care • Coloured Wash • Dark Clothing • Eco • Fine Wash • ... <p>Please ask your account manager for a list of all supported values</p>
<p>cameraFeatures</p> <p>(Multiple entries possible)</p>	<p>Camera features</p> <p>Example: 3D mode</p>	<p>Examples of supported values:</p> <ul style="list-style-type: none"> • 3D mode • Accessory Port 2 • Active D-Lighting • Integrated Flash • Loudspeaker • Microphone • Wi-Fi

		<ul style="list-style-type: none"> • ... <p>Please ask your account manager for a list of all supported values</p>
<p>CollarShape</p> <p>(Multiple entries possible)</p>	<p>The type of collar for shirts</p> <p>Example: Cutaway Collar</p>	<p>Examples of supported values:</p> <ul style="list-style-type: none"> • Button-Down Collar • Cutaway Collar • Shark Collar • Kent Collar • New Kent Collar • Pin Collar • ... <p>Please ask your account manager for a list of all supported values</p>
<p>mirrorFeatures</p> <p>(Multiple entries possible)</p>	<p>Mirror features</p> <p>Example: Lighting</p>	<p>Supported values:</p> <ul style="list-style-type: none"> • Pull-Out • Lighting • Suction Cup • Pivoting • Soft-Close • Plug Socket
<p>electricalPower</p> <p>(Multiple entries possible)</p>	<p>The power consumption of your product</p> <p>Example: 100 W</p> <p>Syntax: number+unit</p>	<p>Supported values:</p> <ul style="list-style-type: none"> • W • kW
<p>glassesFrame</p> <p>(Multiple entries possible)</p>	<p>Different frame types for glasses</p> <p>Example: Rimless</p>	<p>Supported values:</p> <ul style="list-style-type: none"> • Semi-Rimless • Rimless • Full-Rim
<p>dryerSettings</p> <p>(Multiple entries possible)</p>	<p>Functional range for dryers</p> <p>Example: Remaining Time Display</p>	<p>Supported values</p> <ul style="list-style-type: none"> • End Time Selection • Crease Protection • Memory Function • Automatic Load Detection • Program Process Display • Remaining Time Display • ... <p>Please ask your account manager for a list of all supported values</p>

headphonePorts (Multiple entries possible)	The connection technology for headphones Example: Cable	Supported values <ul style="list-style-type: none"> • Bluetooth • Wireless • Infrared • Cable
washingMashineLoadingVolume (Multiple entries possible)	The loading volume of washing machines and dryers Example: 5 kg Syntax: number+kg	Supported units <ul style="list-style-type: none"> • kg
watchFunctions (Multiple entries possible)	The upper material of your product Example: Cotton	Supported values: <ul style="list-style-type: none"> • 24-Hour-Display • Alarm • Countdown • Date • Dual Time • End Of Life • ... Please ask your account manager for a list of all supported values
upperMaterial (Multiple entries possible)	The upper material of your product Example: Cotton	Supported values: <ul style="list-style-type: none"> • Aluminium • Cotton • Bronze • Beech Wood • Carbon • Chiffon • ... Please ask your account manager for a list of all supported values
playbackFormat (Multiple entries possible)	The supported playback formats Example: MP3	The supported playback formats: <ul style="list-style-type: none"> • 3GP • AAC • AC3 • AVC • AVI • DivX • ... Please ask your account manager for a

		list of all supported values
ironFeatures (Multiple entries possible)	Features and functions of your iron Example: Anti-Calcium System	Supported values: <ul style="list-style-type: none"> • Automatic Switch-Off When Inactive • Anti-Calcium System • Self-Cleaning • Spray Function • Anti-Drip • Vertical Steaming • Removable Water Tank
focalDistanceType (Multiple entries possible)	The type of camera lens focal distance Example: Fisheye	Supported values: <ul style="list-style-type: none"> • Fisheye • Telephoto • Wide-Angle
sleeveLength (Multiple entries possible)	The sleeve length of clothing items Example: Short Arm	Supported values: <ul style="list-style-type: none"> • Short Arm • Long Arm
vacuumCleanerSettings (Multiple entries possible)	The features and functions of vacuum cleaners Example: Stair Detection	Supported values: <ul style="list-style-type: none"> • 3-Point Steering • 4-Point Steering • Automatic Retracting Cord • Automatic Charging • Automatic Dust-Bag Seal • Automatic Dust-Bag Positioning • ... Please ask your account manager for a list of all supported values
watchDisplay (Multiple entries possible)	The display technology of your watch Example: Analogue	Unterstützte Werte: <ul style="list-style-type: none"> • Analogue • Analogue – Digital • Digital • LED
displayTechnology (Multiple entries possible)	The display technology Example: LCD	Supported values: <ul style="list-style-type: none"> • LCD • LED • OLED • Plasma
clocksDrive (Multiple entries possible)	The type of drive of your watch	Supported values: <ul style="list-style-type: none"> • Automatic • Manual Winding

possible)	Example: Quartz	<ul style="list-style-type: none"> • Kinetic • Quartz • Solar
mattressType (Multiple entries possible)	Your mattress type Example: Cold Foam	Supported values: <ul style="list-style-type: none"> • Baby Mattress • Spring Frame • Cold Foam • Children's Mattress • Folding Mattress • Coconut Coir • ... Please ask your account manager for a list of all supported values
waffleIronFeatures (Mehrfachangaben möglich)	Features and functions of your waffle iron Example: Non-Stick Coating	Supported values: <ul style="list-style-type: none"> • Non-Stick Coating • Indicator Light • Flexible Hinge • Control Light • Signal Tone • Timer • ... Please ask your account manager for a list of all supported values
interiorMaterial (Multiple entries possible)	The inner material of your product Example: Cotton	Supported values: <ul style="list-style-type: none"> • Aluminium • Cotton • Bronze • Beech Wood • Carbon • Chiffon • ... Please ask your account manager for a list of all supported values
mapMaterial (Multiple entries possible)	Map material in navigation devices Example: Germany	Supported values: <ul style="list-style-type: none"> • DACH (Germany, Austria, Switzerland) • Germany • Europa • Eastern Europe • Western Europe
ageRecommendationUpTo (Multiple entries possible)	Maximum recommended age for the product Example:	

possible)	99 Syntax: number	
headphoneShape (Multiple entries possible)	The type of headphone Example: In-Ear	Supported values: <ul style="list-style-type: none"> ● In-Ear ● On-Ear ● Over-Ear
suitShape (Multiple entries possible)	The fit of your suit Example: Comfort Fit	Supported values: <ul style="list-style-type: none"> ● Comfort ● Comfort Fit ● Regular ● Regular Fit ● Slim ● Slim Fit ● Tailored Fit
barbecuegrillType (Multiple entries possible)	The type of barbecue Example: Charcoal Barbecue	Supported values: <ul style="list-style-type: none"> ● Electric Barbecue ● Gas Barbeque ● Charcoal Barbecue
fridgeFeatures (Multiple entries possible)	The equipment features of the fridge Example: Egg Compartment	Supported values: <ul style="list-style-type: none"> ● 2 Shelves ● 2 Freezer Drawers ● Shelf Rack ● Bar Compartment ● Butter Compartment ● Digital Temperature Display ● ... Please ask your account manager for a list of all supported values
heelHeight (Multiple entries possible)	The height of shoe heels Example: 3 cm Syntax: whole number with the measuring unit cm	Supported units: <ul style="list-style-type: none"> ● cm ● mm
gpsFeatures (Multiple entries possible)	Navigation device features Example: Hazard Warning	Supported values: <ul style="list-style-type: none"> ● 3D Display ● Auto Zoom ● AV Output

		<ul style="list-style-type: none"> ● AV Input ● Bluetooth Hands-Free Car Kit ● Hazard Warning ● ... Please ask your account manager for a list of all supported values
ageRecommendationFrom (Multiple entries possible)	Minimum recommended age for the product Example: 12 Syntax: Number	
mattressCharacteristics (Multiple entries possible)	Mattress properties Example: Suitable for Allergy Sufferers	Supported values: <ul style="list-style-type: none"> ● Suitable for Allergy Sufferers ● Divisible Cover ● Handles ● Washable Cover
jeansWashing (Multiple entries possible)	The type of jeans wash Example: Raw Denim	Unterstützte Werte: <ul style="list-style-type: none"> ● Bleached ● Bleached Denim ● Dark Denim ● Destroyed ● Raw Denim ● Stone Washed
washingmachinesAvailabilitySettings (Multiple entries possible)	Safety equipment for washing machines Example: AquaStop	Supported values: <ul style="list-style-type: none"> ● Aqua-Alarm ● Aqua Control ● AquaStop ● AquaAvoid ● Child Safety Lock ● Multiple Water Protection ● ... Please ask your account manager for a list of all supported values
mattressHardness (Multiple entries possible)	Hardness degree of mattresses Example: 1	Supported values: <ul style="list-style-type: none"> ● 1 ● 2 ● 3 ● 4 ● 5

sneakerStyle (Multiple entries possible)	Sneaker style Example: Classic	Supported values: <ul style="list-style-type: none"> ● Fancy ● Elegant ● Classic ● Sporty ● Streetwear
skierType (Multiple entries possible)	The type of skies Example: Cross-Country Skis	Supported values <ul style="list-style-type: none"> ● All Mountain Skier ● Allround Carver ● Freeride Skis ● Freestyle Skis ● Skis Race ● Carver Skis ● ... Please ask your account manager for a list of all supported values
washingmaschineFeatures (Multiple entries possible)	Washing machine functions Example: Flow Sensor	Supported values: <ul style="list-style-type: none"> ● 3D Headwater System ● Anti-Stain System ● AquaSave System ● Loading Sensor ● Direct Drive ● Flow Sensor ● ... Please ask your account manager for a list of all supported values
barbecueGrillShape (Multiple entries possible)	The shape/design of the barbecue grill Example: Barbecue Fireplace	Supported values: <ul style="list-style-type: none"> ● Bucket Barbecue ● Barbeque Fireplace ● Folding Barbecue ● Contact Grill ● Kettle Barbecue ● Mobile Barbeque ● ...
vacuumCleanerSafetySettings (Multiple entries possible)	Safety equipment for vacuum cleaners Example: Dustbag Change Indicator	Supported values: <ul style="list-style-type: none"> ● Automatic Switch-Off ● Battery Indicator ● Dust Indicator ● Filter Stop ● Filter Change Indicator ● Charging Control Light ● ... Please ask your account manager for a

		list of all supported values
heelType (Multiple entries possible)	Type of heel Example: High Heel	Supported values: <ul style="list-style-type: none"> ● Anti-shock ● Cuban Heel ● Flat ● High Heel ● Cone Heel ● Wedge Heel ● ... Please ask your account manager for a list of all supported values
powerConsumptionPerYear (Multiple entries possible)	Your article's power consumption Example: 150 kWh Syntax: number+unit	Unterstützte Einheiten: <ul style="list-style-type: none"> ● kWh
cellphoneOS (Multiple entries possible)	Mobile phone operating system Example: Android	Unterstützte Werte: <ul style="list-style-type: none"> ● Android ● Bada ● Blackberry ● iOS ● Nokia OS ● Symbian Please ask your account manager for a list of all supported values
jeansCut (Multiple entries possible)	The type of jeans cut Example: Straight	Supported values: <ul style="list-style-type: none"> ● Gerade ● Bootcut ● Relaxed fit ● Röhre ● Schlag
pulloverNeckline (Multiple entries possible)	Neckline shapes Example: Waterfall	Supported values <ul style="list-style-type: none"> ● Bandeau ● Carmen ● Heart ● Square ● Neckholder ● Polo Collar ● ...

cellphoneFeatures (Multiple entries possible)	Mobile phone features Example: Bluetooth	Supported values: <ul style="list-style-type: none"> ● Bluetooth ● WLAN ● Dual-System ● GPS ● HDMI Connection ● Compass
perfumeFragrance (Multiple entries possible)	The perfume fragrance Example: Flowery	Supported values: <ul style="list-style-type: none"> ● Aquatic ● Aromatic ● Flower ● Chypre ● Citrus ● Fougère ● ... Please ask your account manager for a list of all supported values
style (Multiple entries possible)	The style of the article Example: Tight Fitting	Supported values: <ul style="list-style-type: none"> ● Asymmetric ● Displayed ● Batik ● Biker ● Bohemian ● Boho ● ... Please ask your account manager for a list of all supported values
storageCapacity (Multiple entries possible)	Storage capacity Example: 1 TB Syntax: number+unit	Unterstützte Einheiten: <ul style="list-style-type: none"> ● MB ● GB ● TB
season (Multiple entries possible)	The season Example: Winter	Supported values: <ul style="list-style-type: none"> ● Spring ● Eastern ● Autumn ● Summer ● Late summer ● Christmas ● Winter
monitorConnector	The connections	Supported values

s (Multiple entries possible)	Example: Audio	<ul style="list-style-type: none"> • Audio • Composite • Displayport • DVI • HDMI • SCART • ... Please ask your account manager for a list of all supported values
stiftung_warentest (Multiple entries possible)	“Stiftung Warentest” ratings Example: Very Good	Supported values: <ul style="list-style-type: none"> • Satisfactory • Good • Very Good • Test Winner
candleType (Multiple entries possible)	The type of your candle Example: Scented Candle	Supported values: <ul style="list-style-type: none"> • Scented Candle • LED Candle • Pillar Candle • Tea Light
stoveType (Multiple entries possible)	Type of stove Example: Ceran Hob	Supported values: <ul style="list-style-type: none"> • Gas Stove • Glass-Ceramic • Ceran Hob • Induction Stove • Stovetop
bedBasesTyp (Multiple entries possible)	The type of slatted bed frame Example: Disc Spring Slatted Frame	Supported values: <ul style="list-style-type: none"> • Disc Spring Slatted Frame • Springwood Slats
mattressDimensions (Multiple entries possible)	The size of your mattress in centimetres Example: 90 x 200 Syntax: numerical value (width) x numeric value(length)	<ul style="list-style-type: none"> • Enter the size in cm
CoverHeatDegree (Multiple entries possible)	Warmth rating of your cover Example:	Supported values: <ul style="list-style-type: none"> • Summer Cover • In-Between-Seasons

possible)	Summer Cover	<ul style="list-style-type: none"> • Cover All-Year-Round Cover • Four-Seasons Cover • Warmth Level 1 • Warmth Level 2 • ... Please ask your account manager for a list of all supported values
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2.5 Product data feed transfer options

The follow options are available to you for transferring your product data. Caution: Please always use the same file name for your product data file.

Partner Webserver	Partner FTP-Server
<ul style="list-style-type: none"> • Download via http / https • URL and possibly access details required 	<ul style="list-style-type: none"> • Download via FTP • Server name, file path and access details required

2.6 Possible file formats

We can import product data feeds in **csv or xml** format. Please use the following encryption: **UTF-8 oder ISO-8859-1**.

Notes on csv format

- First line: Contains the field names (art_number; art_name...)
- Each further line contains exactly one product
- Separator: Please use the pipe (|), semicolon (;) or tab

Notes on xml format

- The following characters cannot be directly used in XML files but must be encrypted as follows:

Character

Encryption

<	& lt;
>	& gt;
&	& amp;
“	& quot;
‘	& apos;