

Connexity Feed Specifications

- **What is a data feed?**

A data feed is a file that contains all of your product information, such as product titles, URLs, image URLs, price, and other important pieces of information that we use to list your products on our sites.

- **What type of files do you accept?**

Our preferred format is a tab delimited .txt file. We also support Tab, Pipe, Tilde or Comma delimited files and zip files are accepted. We accept your Google / Bing formatted feeds as well!

Data Feed Requirements

| FIELD NAME | | Required |
|-------------------------------|-------------------------|---|
| Use exact value | | |
| General Feed Information | Unique ID | Required for all categories |
| | Title | |
| | Description | |
| | Category | |
| | Product URL | |
| | Image URL | |
| | Condition | |
| | Availability | |
| | Current Price | |
| | Brand | |
| | GTIN | One or both are required for Computers, Software, Media and Books |
| | MPN | |
| | Ship Cost | Strongly recommended for all products |
| | Ship Weight | |
| | Bid | |
| | Regular Price | |
| | Promo Text | |
| Product Attribute Information | Gender | Recommended for Clothing and Home |
| | Age Group | |
| | Color | |
| | Size | |
| | Material | |
| | Pattern | |
| | Item Group ID | |
| Optional Fields | Page ID | We can accept any fields from a Google, PriceGrabber or Become feed |
| | Page ID Variant | |
| | Generic Title | |
| | Unit Price | |
| | Currency | |
| | PZN | |
| | Adult | |
| | Delivery Period | |
| | Energy Efficiency Class | |

Detailed Field Definitions

| Field Name | Description |
|-------------|--|
| Unique ID | <p>Required</p> <p>Unique identifier for the item. Must be unique within your account meaning it must be used only once within the feed and should not be used for a different item in a subsequent update. The unique id should remain consistent for the same product each time a new feed is submitted.</p> <p>This field is displayed in the Merchant Interface Bidding and Reporting tools.</p> <p>Character Limit: 100</p> |
| Title | <p>Required</p> <p>Name of product. Include brand name, color, type of product and gender (if applicable.) Do not include size unless the price differs by size.</p> <p>Correct: Women's Calvin Klein Blueberry Jersey Dress</p> <p>Incorrect: Women's Calvin Klein Blueberry Jersey Dress – S Women's Calvin Klein Blueberry Jersey Dress - M</p> <p>Do not include promotional or extraneous information, keywords, HTML, or All Caps.</p> <p>Character Limit: 1,000</p> |
| Description | <p>Required</p> <p>Description of Product</p> <p>Do not include promotional messaging, HTML, or All Caps</p> <p>Character Limit: 3,000</p> |
| Category | <p>Required</p> <p>Identifiable text string or breadcrumb we can use to categorize your products. Google / Bing categories are accepted as well.</p> <p>Examples: Apparel>Clothing & Accessories>Handbags Men's Sneakers Home & Garden>Bedding>Duvet Cover</p> <p>Character Limit: 1,000</p> |

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| Product URL | <p>Required Link to the product page. Must start with http:// or https:// Escape/encode any special characters.</p> <p>Character Limit: 2,000</p> |
| Image URL | <p>Required Link to product image so that it can be downloaded. Image should match the color, pattern, and/or material of the item. Must start with http:// or https://</p> <p>Images must be jpg, gif, bmp, or png. TIFF format is not supported. Preferred size is 1000x1000, we will accept between 450x450 and 1000x1000. Escape/encode any special characters</p> <p>Character Limit: 2,000</p> |
| Additional Image URL | <p>Optional Additional image URLs for different views of an item. Up to 10 additional URLs can be provided. Separate each URL with a comma. Must start with http:// or https://</p> <p>Images must be jpg, gif, bmp, or png. TIFF format is not supported. Preferred size is 1000x1000, we will accept between 450x450 and 1000x1000. Escape/encode any special characters</p> <p>Character Limit: 30,000</p> |
| Condition | <p>Required – Leaving blank will hurt placement 5 acceptable values:</p> <ul style="list-style-type: none"> • New • Used • Refurbished • Open Box • OEM |
| Availability | <p>Required– Leaving blank will hurt placement 4 acceptable values:</p> <ul style="list-style-type: none"> • Out of Stock • In Stock • Available for Order • PreOrder |
| Current price | <p>Required The price that it's currently selling for on merchant website. Numbers only, no currency representation such as \$ or USD. The price in this field displays with the product listing so this field must be populated for every product.</p> <p>Prices should be listed in local currency. US sites display USD; Canada site displays CAD; European sites display € and UK sites display £.</p> |

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| Original Price | <p>Optional</p> <p>Populate this field with the regular price of the item. If the current price is lower than the original price we will calculate and display a percent off.</p> <p>Numbers only, no currency representation such as \$ or USD.</p> |
| Brand | <p>Required except for Media, Software, Video Games, and custom goods.</p> <p>List the brand or manufacturer name of the item.</p> <p>Character Limit: 100</p> |
| GTIN | <p>Required for Media, Software, Games, and Books. Strongly recommended for all other categories.</p> <p>List the UPC for Media, Software, and Games. List the ISBN for books. UPC is a 12-digit number; ISBN is 10 or 13-digit number. EAN is a 13-digit number. Each different GTIN should be listed on a new line.</p> <p>Character Limit: 50</p> |
| MPN | <p>Required for Computers & Electronics, Recommended for others if available</p> <p>The Manufacturer Part Number will allow your products to be correctly classified and aligned to our global product catalog.</p> <p>Character Limit: 100</p> |
| ASIN | <p>Optional</p> <p>Amazon Standard Identification Number. Include this number if available for alignment and classification purposes.</p> <p>Character Limit: 100</p> |
| Ship Cost | <p>Optional</p> <p>If you offer flat rate shipping on an item, enter the shipping cost here. Enter a numeric value only in local currency; no currency representation such as \$ or USD. No text, such as "Free". For free shipping, enter a numeric value of 0.</p> |
| Ship Weight | <p>Optional</p> <p>If you have a shipping rule based on item weight use this field to enter the shipping weight. If you use standard UPS, FedEx or USPS shipping we can calculate the amount by zip code. You must set this up in the merchant interface using the Shipping Information link in the Manage Listings section.</p> <p>Enter weight in pounds. This field should contain only numbers.</p> |
| Gender | <p>Required for Apparel</p> <ul style="list-style-type: none"> • Male • Female • Unisex |

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| Age Group | <p>Required for Apparel</p> <p>2 acceptable values:</p> <ul style="list-style-type: none"> • Adult • Kids <p>Only one value may be submitted per item.</p> |
| Size | <p>Required for Apparel. Recommended for other items where applicable.</p> <p>List the size for each item in this field, one size per line. There should be separate product listings for each size offered.</p> <p>Be consistent for items with the same Item Group ID. For example, don't use Small, Medium, Large for one item and S, M, L for another.</p> |
| Color | <p>Required for Apparel. Recommended for other items where applicable.</p> <p>The color of the item. For multi-colored items, list all colors in the order of prominence, separated by a /. For example, if shoe is black with red trim, you would list the color as black/red.</p> <p>If the product comes in different colors (or color combinations), make sure to create separate listings for each color. Each color should be listed on a separate line.</p> <p>Character Limit: 500</p> |
| Material | <p>Required for product variants that vary based on material. Recommended for other products.</p> <p>Enter the type of material that the product is made of. Examples include suede, leather, silk, denim, or gold.</p> <p>Character Limit: 500</p> |
| Pattern | <p>Required for product variants that vary based on pattern. Recommended for other products that have a pattern.</p> <p>Enter the pattern or print featured on a product. Examples include polka dot, stripe, Chargers, A's.</p> <p>Character Limit: 500</p> |
| Item Group ID | <p>Required for product variants.</p> <p>Enter the Parent SKU or shared identifier for different variants of the same product. All items that are color, size, pattern or material variants of the same item should have the same item group id.</p> <p>Character Limit: 1,000</p> |

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| Bid | Optional Used to set your CPC bids at the individual product level. If this field is blank the bid will default to the bid placed in the Bidding Tool. Enter a numeric value and decimal points only; no currency representation such as \$ or USD. Zero bids ARE NOT accepted and will be pushed up to the Subcategory or Single Rate bid. |
| Promo Text | Optional Open text field used to advertise special offers, coupons or marketing messages. An additional \$0.05 charge will apply in addition to your CPC bid rate. No HTML Character Limit: 50 |
| PAGE_ID | Optional |
| PAGE_ID_Variant | Optional |
| Generic_Title | Optional |
| Unit_Price | Optional |
| Currency | Optional Character Limit: 3 |
| PZN | Optional Character Limit: 8 |
| Adult | Optional Recommended for Mature products. Accepted values: True, False |
| Delivery_Period | Optional Character Limit: 20 |
| Energy_Efficiency_Class | Optional |

General Information

- Acceptable delimiters: Tab, Pipe, Tilde, or Comma. Field values can be enclosed in quotes
- Files can be zipped
- Preferred character encoding is UTF-8.
- Titles and descriptions should not include control characters
- **File must have a header row and use the exact field names as listed above.** Capitalization, space/underscore/dash differences will be normalized
- Each line must contain the same number of delimiters.

Guidelines and Best Practices

- Use standard spelling and grammar in your feed.
- Do not use ALL CAPITALS, symbols, control characters, bullet points or unnecessary punctuation.
- Type 1 High ASCII characters (®, ©, TM, etc.) or other special characters will not display well.
- Do not include promotional text such as “Free Shipping” or comparison to competitor items.
- Do not include any merchant-specific information such as phone numbers, billing or sales information.
- Do not include promotional text such as “Free Shipping”
- The information should be relevant to the specific product only; do not mention accessories or similar items.
- Excessive use of keywords is not permitted in product titles or detailed descriptions.
- No profanity or offensive language.