



PRODUCT LISTINGS DATA FEED SPECIFICATION

Last Updated June 09

Introduction

For your products to appear in Shopzilla's Shopping Search Engine, you must create and submit a product datafeed. A product datafeed is a tab-delimited text file that contains detailed information about each of your products such as title, description and price. A product datafeed is easy to create using Microsoft Excel or another spreadsheet program.

This document will walk you through:

- Creating a datafeed file
- Entering product information
- Saving the file as a tab-delimited text file
- Submitting the datafeed to Shopzilla

We recommend you read through this complete document before starting the process of creating your product datafeed.

Creating a Datafeed

The easiest way to create a product datafeed is to use our Microsoft Excel template. Our template can be downloaded from: https://merchant.shopzilla.com/pp/resources/us/sample_datafeed.xls

When you download the template, this is what you should see:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Category ID	Manufacturer	Title	Description	Product URL	Image URL	SKU	Availability	Condition	Ship Weight	Ship Cost	Bid	Promo	UPC	Price
2															
3															
4															
5															
6															
7															
8															

The template contains 15 columns:

- | | |
|-----------------|----------------------|
| 1. Category ID | 10. Ship Weight |
| 2. Manufacturer | 11. Ship Cost |
| 3. Title | 12. Bid |
| 4. Description | 13. Promotional Code |
| 5. Product URL | 14. UPC |
| 6. Image URL | 15. Price |
| 7. SKU | |
| 8. Availability | |
| 9. Condition | |

All 15 columns are required in the datafeed, but only the green highlighted columns must contain data. Please do not delete, rename, or reorder any of the columns. Doing so will cause your datafeed to fail when you try to submit it. Row 1 must contain the column names. Do not delete or modify row 1.

Entering Product Information

Once you open the template, you are ready to start entering your product information.

There must be exactly one product per row with the first product starting on row 2 (row 1 contains the column headers). Do not skip any rows.

For each product, you **must** provide the following 5 pieces of information:

- Category
- Title
- Product URL
- SKU
- Price

These 5 columns are highlighted in green in the Shopzilla template.

Data for other fields is **strongly recommended** (see below). Providing as much information as you can will ensure that consumers make more informed decisions before visiting your website and may improve your positioning in our relevancy-based search results. However, if you do not have information for a field, leave that field *completely* blank. Do not delete the column. Your feed must contain all 15 columns, even if they do not contain any product data.

Category ID – required

Please enter the appropriate Shopzilla Category ID number of the category in which you would like your product to be listed.

Shopzilla's category IDs can be found at: <http://merchant.shopzilla.com/oa/general/taxonomy.xpml>

For example, the category ID for Women's Shoes is 10,110,000. You may also use a textual category name such as "Women's Shoes," but matching products to categories is best when Shopzilla category IDs are used. We strongly recommend using a Shopzilla category IDs to ensure correct classification.

Note:

- Only one numerical category ID per listing
- Do not include both the numerical ID and text in the same field
- If you use textual category names, you can list breadcrumbs, such as "Men's Clothes > Belts"

Manufacturer (Brand) – strongly recommended

Use the Manufacturer field to designate the maker of the product. Consumers often search by Brand or Manufacturer, so include this whenever possible for more exposure. This is especially important in the computer, electronics, and appliances categories.

Note:

- Unless you are the manufacturer of the product, do not use your merchant store name in this field.
- If the name of the manufacturer is unknown, please leave this field blank.

Title – required

This is the name of the product, and should be true to the actual product. Titles should be as clear and concise as possible. Please use all available information when stating what the product is. This would include gender, material, color, model number, and brand name.

Note:

- The maximum length for this field is 100 characters.
- Do not use all capital letters.
- Do not use HTML code or control characters.
- Do not use promotional language such as “free shipping” or “sale item”.

Examples of good titles:

- Marc Jacobs Stella Handbag in White, Black and Red
- Canon PowerShot A620 Digital Camera
- Ralph Lauren Red Pima Cotton Polo Women’s Shirt
- Lands' End Baby Girl's Sun Bonnet

Description – strongly recommended

The product description should accurately represent the product listed, provide additional product information and enhance relevancy.

Note:

- The maximum length for this field is 1,000 characters.
- Only the first 255 characters are displayed on the site and factor into relevancy.
- Do not use all capital letters.
- Do not use HTML code or control characters.
- Do not use promotional language such as “free shipping” or “sale item”.

Product URL – required

Enter the URL (link) to the page you would like consumers to go to when they click on your product listing. For best results, please enter the product URLs to your specific product pages.

Note:

- URLs must begin with http://.
- Do not enclose the URL in quotation marks.

Example: <http://www.merchantstorename.com/product01.html>

Image URL – strongly recommended

Please provide us with the URL of the product image on your site. The URL must link to the actual image and not to an html page. We will copy this image to our servers for quicker serving of product images.

To get to the actual image URL of a product, please follow these easy steps:

Step 1: Right-click on the actual image of the product on your webpage

Step 2: Select Properties from the drop-down menu

Step 3: Copy and paste the address (URL) from the Properties box into the appropriate image field in your datafeed.

Note:

- Image URLs must begin with http://
- The URL must end in .jpg or .gif.
- Do not enclose image URL in quotation marks
- Image size should be at least 200x200 pixels and no greater than 1000x1000
- We are unable to download images from secure locations (https://)

Example: <http://www.merchantstorename.com/product01.jpg>

SKU – required

SKU stands for Stock Keeping Unit and is a unique designator for each listing in your feed. **Each product in your feed must have a different SKU listed.** For instance, if you have 100 offers in your feed, you should have 100 different SKUs.

Most SKUs are manufacturer part numbers, manufacturer model numbers, UPCs, or ISBNs. ISBN is used mainly for books, and UPC is used mainly for CDs, DVDs and videos. To locate SKUs, please check the individual manufacturer websites.

If you are unable to locate an actual SKU or if you are the one that manufactures the product, any unique identifier of your choosing (such as your internal ID number) is acceptable. However, unrecognized SKUs may hinder proper categorization of your products in our search engine.

Since we use the SKUs provided to uniquely identify your products within our database, please keep the same SKUs for any updates to your feed.

Availability – strongly recommended

This field lets your consumers know if the product is currently available on your website. Since our site prefers to show “In Stock” items over “Out of Stock” or “See Site” items, please be sure to note this in the Availability column. If no information is provided in your Availability column, our system will default to “See Site for Availability”.

Acceptable values for Availability:

In Stock	Back-Order	Pre-Order	See Site
Out of Stock	Limited Qty	Special Order	

Condition

Use this field to designate the state of the product. Providing this information will allow Shopzilla to display your product's condition before consumers click through to your site. If no information is provided in your Condition column, our system will default to "new".

Acceptable values for Condition:

New	Refurbished	Used
Open Box	OEM	

Ship Weight

This field is used to designate the weight of your product (in pounds). This field is required if your store's shipping costs are determined based on an item's weight. Shopzilla will use this information in conjunction with the information you provide in our Shipping Tool, located in the Account Management section of the Business Services website.

If you have any questions regarding our Shipping Tool, please be sure to contact us at your earliest convenience, and we will assist you in getting this set up.

Ship Cost

This field is used to designate a flat shipping cost for the product, if desired. This field is not necessary if you plan to use the Shopzilla Shipping Tool to specify ship costs.

This field should contain the lowest amount a buyer would be required to pay to ship that product, and that product only, within the United States.

Note:

- To designate free shipping, please use 0.00
- Shipping cost included in the feed file will override any rules set using the Shipping Tool on the Business Services website.

Bid

This is an optional field and recommended only for those merchants programmatically setting their product bids. Shopzilla offers product-level bidding through our online Bidding Tool. Bids placed in the feed are not shown in the online bidding tool. To reduce confusion, we strongly recommend using the online bidding tool for setting bids (Note: You will have access to the Bidding Tool once your products are live on Shopzilla.)

Bids placed in the feed will override any bid placed in the online bidding tool. Bids placed in the datafeed that are below the minimum CPC rate for the subcategory, other than 0.00, will be automatically increased to the subcategory minimum CPC rate. Products with bids set at 0.00 are not likely to appear in search results.

Shopzilla's minimum bids by category can be found at:

https://merchant.shopzilla.com/pp/resources/us/min_bid_rate_card.pdf

If you choose to use this column, please be sure to place decimal points in your values and do not include "\$". For example, .35 is an acceptable bid and designates a product-level bid of \$0.35

Promotional Code

This field is used to add promotional text next to your product. You may specify up to *two* code numbers. If you are using two codes, please be sure to have a *space* between each number. For instance, 1 23 or 24 5 are acceptable entries.

Promotional Designation	Code
Authorized Dealer	1
See Site for Better Price	2
Rebate Available	16
Price Includes Accessories	4
Financing Options	38
Free Product Offer w/ Purchase	26
Downloadable Software	13
Downloadable Format	20

Promotional Designation	Code
Guaranteed Next Day Delivery	42
1-2 Day Shipping	39
2-3 Day Shipping	5
Store Pick Up Available	6
Guaranteed Christmas Delivery	41
White Glove Service Available	71
Warranty Included	72
Extended Warranty Available	73

Note: Depending on the categorization of your products and current display rules, promo text may not appear next to your listings.

* These options will be available soon

UPC – strongly recommended

UPC stands for Universal Product Code. If your product has a UPC, please enter it in this field. Providing your product's UPC number is one of the single most effective techniques to ensure an optimal display of your product listings in our search results.

Do not use any additional characters or break up the code into sections as this can seriously impede Shopzilla's ability to correctly identify and verify your entry. If your product does not have a UPC, leave this field blank.

Price – required

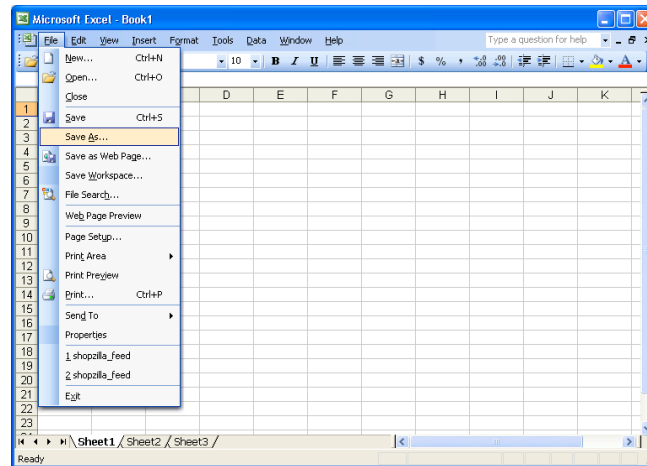
The product price should be the cost of the product before tax or shipping. Do not include any rebates, coupons, or bulk discounts. Prices should be whole numbers with a maximum of two decimal places (for example: 99.99). Price fields are numeric; no text is permitted. Do not include "\$".

Saving the File

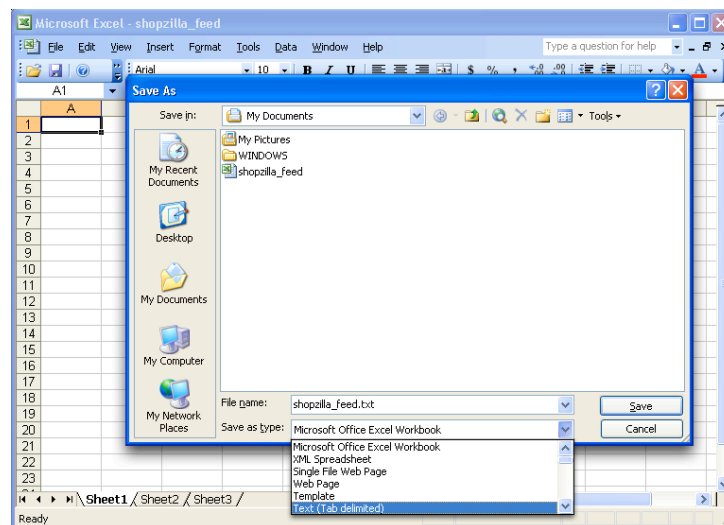
When you are finished entering your product information, save your spreadsheet in Text (Tab delimited) format:

To save the file in Excel:

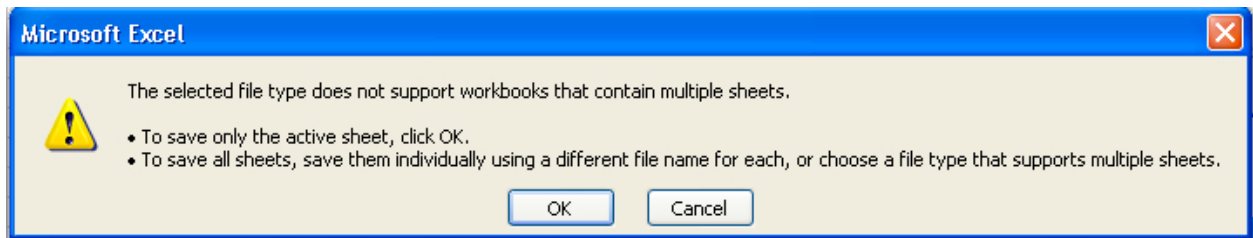
1. On the top menu, click File, and then Save As...



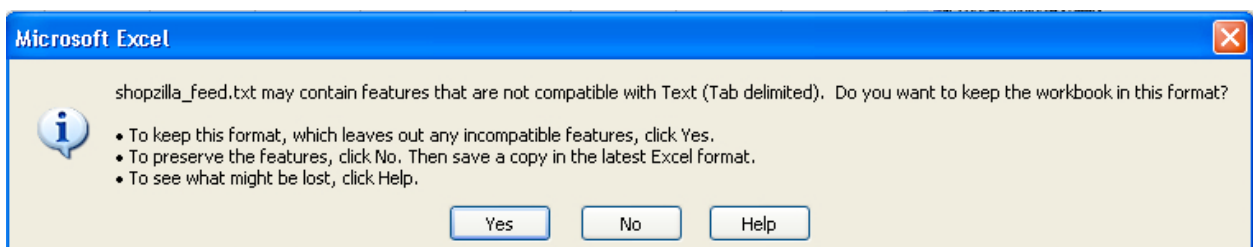
2. At the top, in the "Save In:" box, make sure your file is saved in a readily available location on your computer (for example, My Documents). Then, name your file shopzilla_feed.txt in the "File name:" box, and in the "Save as type:" drop-down menu, choose Text (Tab delimited). Then click the "Save" button.



1. If the window below pops up, please click the “OK” button.



2. When the window below pops up, please click the “Yes” button.



Once these steps are completed, you have converted your datafeed to a text file. You are now ready to submit your product datafeed to Shopzilla.

Editing your product feed in the future

When opening the saved text file for future editing, it will likely open by default in a text editor. To open the text file in Excel—which will be much easier for editing—simply right click on it, hover over the “Open With” option on the menu and select Excel. If Excel is not available, and you are sure you have it installed on your computer, select the “Choose Program” option and locate Excel on your computer. Alternatively, you can open Excel first and open the file after clicking on “File” in the top menu, then clicking “Open.”

When saving the file with future edits, follow the same steps listed above for saving the original file. Make sure to use the same filename as before, “shopzilla_feed.txt”

Submitting the Datafeed to Shopzilla

To submit your product datafeed, log in to your merchant account at <http://merchant.shopzilla.com>. Click the “Manage Listings” tab at the top of the page and then the “Submit & Upload Your Product Listings Datafeed” link.

If you have created a datafeed according to this document, there are 3 ways to submit it to Shopzilla:

1. Upload it through the browser (max 1MB file size)
2. Place it on your FTP or Web server and provide the location to Shopzilla
3. Place it on Shopzilla’s FTP server

We recommend you use an FTP delivery method. Using the FTP method allows you to submit larger files than the FullList or EasyList options. It also allows you to automate the delivery of updated files, which is strongly recommended.

To use an FTP delivery method, select the “Programmatic Upload through FTP” option and follow the steps in the Wizard. Choose “Use My Location” to use your FTP or Web server or choose “Create delivery location for me” if you would like to use Shopzilla’s FTP server. You are done when you see the message “All Steps Complete.”

Your product listings should appear in our search engine within 2 - 3 business days. During the processing time we are categorizing your products and downloading your images. Once your products are processed and in our search engine, we will automatically set your bids at the category minimum and send you an email notification. You can then view your products using the Product Locator and place bids using the bidding tool.

Contact Us

If you have any questions or concerns, please contact Shopzilla Merchant Services using the “Contact Us” link located on the home page of your merchant account.

We will respond within 12 – 36 business hours. Support response times occur during our regular business hours: Monday through Friday, 9:00 a.m. to 6:00 p.m. PST.