Product feed manual

''A complete and correct product feed adds to your conversion, profit and the shopping experience of the consumer. A good product feed makes it easier for consumers to find your products and obtain information before clicking. In this manual we inform you about the process regarding the link between your database and the content on our website.''

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Summary

1. Changes

Version 5.8:

- Changed Price Per Unit implementation

Version 5.7:

- Add descriptions for pricePerUnit and unit field

Version 5.6:

- Added pricePerUnit, units, unit fields
- Added feature description for energy efficiency class
- Updated links to categorization files
- Added link to German category file
- Updated link to XSD

2. Process information

2.1 Format

The most suitable format is an XML file. This format has the advantage that you can easily add or remove columns in the product feed without any impact on the process. Find an example of the XML-structure on page 12.

Connecting and processing a new product feed can take up to 5 days. We renew the product data at least once a day. If necessary, we are able to work with a CSV-file. Each line in your product feed can contain data from one single product. To separate the different columns in a CSV file you should use separators. If you use enclosures ("…") in your CSV file, then make sure to escape any double quotes that appear in the fields (A"B should be enclosed as "A""B"). The separators we support:

- » | (Pipe)
- » ; (Semicolon)
- » , (Comma) Always use enclosures ´´….´´ if the comma is used as separator!

The product feed is hosted by you or a third party on an external location where we can access the feed. For example: http://www.store.com/vergelijk/datafeed.xml

a. Changes

It is crucial to inform us upfront in case of any structural change of your data feed. If you change the location or the set-up of your data feed, please inform us beforehand about this.

Only then can we ensure that the new data feed is read correctly. If we are not informed this might mean wrong information or no information at all will be shown on our website. You can inform us by sending a message about your changes to partner@comparegroup.eu or contacting your account manager.

b. Correct and up-to-date

Our default schedule is to update your data feed four times per day. In case the content of your data feeds is refreshed more frequently, then let us know so we can make the necessary schedule changes.

c. Top Tips

Follow the Top Tips to get the best possible results!

1. Add as many correct EAN codes as possible (see page 7).
2. Add product features especially for the non-consumer electronic products like fashion or furniture (see page 7).
3. Products in the product feed must be unique, no duplicate products. Are there multiple versions of a product like a different size or colour? Then it should be listed as a separate product in the feed.
4. Make the categorisation as specific as possible and make sure it only contains products of the category.
   - Our classifications - DUTCH
   - Our classifications - FRENCH
   - Our classifications - FINNISH
   - Our classifications - GERMAN

3. Compare Group feed requirements

3.1 Mandatory and recommended fields

	Fields	Example XML field name	Mandatory or Recommended	Example(s)
General	Shop offer id	`<shopOfferId>`	Mandatory (unique identifier of the product from your webshop)	offer-12345, product-abc583, 87125305125835
	Shop category	`<shopCategory>`	Mandatory	computer, devices, tablets
	Deeplink	`<deepLink>`	Mandatory	http:/webshop.nl/ipad21
Product details	Product name	`<productName>`	Mandatory	iPad Air 2 16 Gb Black
	Product description	`<productDescription>`	Highly recommended	The Apple iPad Air 2 ensures you to be connected […]
	Brand	`<brand>`	Mandatory	Apple
	Identifier type (can be multiple)	`<identifierType>`	Mandatory. Allowed values: EAN, SKU	EAN
	Identifier value (can be multiple)	`<identifierValue>`	Mandatory. See the detailed description for more information	0888462003537
	Features name (can be multiple)	`<featureName>`	Highly recommended (This enables us to increase the performance of your products)	Color
	Features value (can be multiple)	`<featureValue>`	Highly recommended	Black
Prices	Selling price	`<basePrice>`	Mandatory	459.00
	Promotional text	`<promotionText>`	Recommended	5% discount for new customers
	From/original price	`<originalPrice>`	Highly recommended	499.00
	units	`<units>`	Mandatory in Germany for some categories, highly recommended	100
	unit	`<unit>`	Mandatory in Germany for some categories, highly recommended	ml
	Product state	`<productState>`	Mandatory. Allowed values: NEW, REFURBISHED	REFURBISHED
	Product condition	`<productCondition>`	Mandatory for refurbished products (use values "New", "As	Light used

Condition			good as new", "light used", "visibly used")	
	Variant group	`<variantGroup>`	Recommended for grouping variations of the same product	`air-max-2019, iwatch-series-2`
	Bestseller	`<bestseller>`	Recommended, allowed values: TRUE, FALSE	`FALSE`
Media information	Media type	`<mediaType>`	Mandatory	`IMAGE`
	Media url	`<mediaUrl>`	Mandatory	`http:/webshop.nl/ipad_2 .png`
Stock information	Stock status	`<inStock>`	Mandatory, allowed values: TRUE, FALSE	`TRUE`
	Number of products in stock	`<nrInStock>`	Highly recommended	`12`
Shipping information	Shipping country code	`<countryCode>`	Mandatory (use values "NL", "BE", or "FI")	`NL`
	Delivery time	`<deliveryTime>`	Mandatory	`1 day`
	Shipping description	`<deliveryDescription>`	Recommended	`Order before 20:00 next day delivery`
	Shipping method	`<deliveryMethod>`	Mandatory	`DELIVERY`
	Delivery price	`<deliveryPrice>`	Mandatory	`1.95`
Extra Service information	Service country code	`<serviceCountryCode>`	Recommended (use values "NL", "BE", or "FI")	`NL`
	Service name	`<serviceName>`	Recommended	`3 year guarantee`
	Service price	`<servicePrice>`	Recommended	`50.00`
	Service type	`<serviceType>`	Recommended	`WARRANTY`
Deal, see the detailed description for more information	dealType	<dealType>	Recommended. Allowed values: CASHBACK, FREE_GIFT, DISCOUNT	`DISCOUNT`
	dealEndDateTime	<endDateTime>	Recommended, format YYYY-MM-DDThh:mm:ss	`2020-06-25T12:00:00`
	dealRedeemDateTime	<redeemDateTime>	Recommended, format YYYY-MM-DDThh:mm:ss	`2020-10-31T23:59:59`
	dealPromotionText	<promotionText>	Recommended	`Save 25 EURO!!`
	dealTermsAndConditions	<termsAndConditions>	Recommended	`Order before 31-12`
	dealDiscountAmount	<discountAmount>	Recommended	`25.00`
	dealDiscountPercentage	<discountPercentage>	Recommended	`10`

3.2 Explanation per field

Shop offer id - mandatory

This field contains a unique product code from your web shop. It can be numerical or alphanumerical. This code is used to identify products as unique during the daily update process. **Please don't modify these codes during the life cycle of your product** - your offers will be processed easier and faster.

Shop category - mandatory

This field is used to match your product to the right category. The categories should not be numerical and should not contain any brand name. Furthermore, categories should be as much as specific and should be as closed as Vergelijk.nl category tree (see category tree attached).

Finally, we advise you to add all your categories levels (breadcrumbs) in your feed. Possibly separated by comma's, e.g.: "furniture, sofas, lounge sofas"

Tip: Providing the lowest level of categorization is essential for matching your offers to the right categories and consequently for getting more offers live.

Product name – mandatory

This field should contain the name of your product and may be used as input for search results on our website.

> *What is a valid product name?*
> - *Should not contain any brand name*
> - *Should not contain any product description any promotional text*
> - *Should be unique to avoid duplicate offers*

Product description – highly recommended

This field contains a clear product description. The description is shown on the website of Compare Group. The description should not show any promotional text. Do not use HTML in the description.

Brand - mandatory

This field contains the manufacturer brand of the product and not the shop brand, except when you are the manufacturer or when the brand is unknown. For entertainment products where no clear brand is known, like books, cds, or blurays, it is allowed to use a generic brand like book, cd, dvd/bluray/movie.

They are used to navigate and make selections on our platform amongst other things.

Identifier type - mandatory

You should specify the type of identifiers between SKU (aka MPN) or EAN (fixed values). We highly recommend you add EAN and SKU in your feeds as they are used to match your offers to our products and also as input for search results on our website.

Identifier value - mandatory

- EAN is unique, always contains 13 or 14 digits, and is a valid EAN. Invalid EANs will be ignored.

- SKU can be numerical or alphanumerical. Please note that SKU should always be filled in combination with brand.

- Fill in one EAN or SKU per field.

The identifier type and value do not necessarily have to be separate fields in your feed. It is also ok to provide a field named 'EAN' or 'SKU' and fill it with the EAN or SKU/MPN codes.

In full/complex XML:

```
<feed>
    <offers>
        …
        <offer>
            …
            <identifiers>
                <identifier>
                    <type>EAN</type>
                    <value>1234567890123</value>
                </identifier>
                <identifier>
                    <type>EAN</type>
                    <value>2345678901234</value>
                </identifier>
                <identifier>
                    <type>SKU</type>
                    <value>ABC-12345</value>
                </identifier>
            </identifiers>
            …
        </offer>
        …
    </offers>
</feed>
```

Or in simpler XML:

```
<offers>
  …
  <offer>
    …
    <EAN>1234567890123</EAN>
    <SKU>ABC-1234</SKU>
    …
  </offer>
  …
</offers>
```

Features type – highly recommended

You can add as many product features as possible. Features are used to create facets online and therefore to help customers finding any offer quickly and easily during their comparison process. We advise you to add following attributes: Color, Material, Gender, Age, Size, Weight, Length, Width, Depth, Height…

Features value – highly recommended

Tip: *Add as many product features as possible, the products will be easier to find.*

Width: in mm, cm, m
Length: in mm, cm, m
Depth: in mm, cm, m
Weight: in mg, g, kg
Volume: in ml, cl, l, m3
Surface: in sqmm, sqcm, sqm

Color
You should provide the color of the product:
- For multi-colored products, please only use 2 colors maximum, separated by a comma: "Red, Black"
- For shaded off colored products, please only use the dominant color: "Blue" instead of "Dark Blue"

Energy Efficiency Class
Provide the energy efficiency class of the product. It is mandatory to have this for the German market.

Material
You should provide the material of the product:
For products with multiples materials, please only use 2 materials maximum, separated by a comma: "Leather, Cotton"

Gender
You should provide the gender for which the product is made for:

For example:
       Women
       Men
       Boys
       Girls
       Baby Boys
       Baby Girls

For unisex products, separated by a comma:
       Women, Men
       Girls, Boys
       Baby Girls, Baby Boys

Age

You should provide the age for which the product is made for

Accepted values:

Baby 0-2

Kids 2-12

Teenagers 12-18

Adult 18+

0-3 Months

3-6 Months

6-12 Months

12-18 Months

18-24 Months

2 Years

3 Years

4 Years

5-7 Years

8-14 Years

Size -> Add one size per product in the feed, a different size = a different product.

You should provide the size of the product:

Size of **clothes** values						
XS	62	62/68	30	2	24x30	35-36
XS	68	68/74	32	4	24x32	37-38
S	74	74/80	34	6	24x34	39-40
M	80	80/86	36	8	24x34	41-42
L	86	86/92	38	10	25x30	43-44
XL	92	92/98	40	12	25x32	45-46
XXL	98	98/104	42	14	25x34	47-48
3XL	104	104/110	44	16	26x30	49-50
Etc.	Etc.	Etc.	Etc.	Etc.	Etc.	Etc.

Size of **shoes** values		
US	UK	EU
5	2.5	35
-	-	35 1/3
5.5	3	35.5
-	-	35 2/3
6	3.5	36
-	-	36 1/3
etc.	etc.	etc.

Size of **kids shoes** values		
US	UK	EU
1	0.5	16
2	1	17
3	2	18
4	3	19
5	4	20
6	5	22
etc.	etc.	etc.

Size of **Bikini/bra** values						
XXS	32	32A	32xA	AA	60A	OneSize
XS	34	34A	32xB	A	65A	-
S	36	36A	32xC	B	60B	-
M	38	38A	32xD	D	65B	-
L	40	40A	32xE	E	60C	-
XL	42	42A	32xF	F	65C	-
XXL	44	44A	34xA	G	60D	-
-	46	70A	34xB	-	65D	-
-	48	Etc.	Etc.	-	Etc.	-

Examples

In full/complex XML:

```xml
<feed>
    <offers>
        …
        <offer>
            …
            <features>
                <feature>
                    <name>color</name>
                    <value>black</value>
                </feature>
                <feature>
                    <name>size</name>
                    <value>large</value>
                </feature>
                <feature>
                    <name>material</name>
                    <value>cotton</value>
                </feature>
                <feature>
                    <name>gender</name>
                    <value>men</value>
                </feature>
                <feature>
                    <name>print</name>
                    <value>striped</value>
                </feature>
                <feature>
                    <name>neck</name>
                    <value>V-neck</value>
                </feature>
                <feature>
                    <name>weight</name>
                    <value>750 gr</value>
                </feature>
            </features>
            …
        </offer>
        …
```

```
        </offers>
</feed>
```

Or in simpler XML:

```
<offers>
  …
  <offer>
    …
    <color>black</color>
    <size>XL</size>
    <material>cotton</material>
    <gender>men</gender>
    <print>striped</print>
    <neck>V-neck</neck>
    <weight>750g</weight>
    …
  </offer>
  …
</offers>
```

Selling price - mandatory

This field contains the selling price of the product, including VAT. This price should be with a dot and with 2 decimals. Do not use dots or commas for thousand separations. Do not put any currency or currency symbol, all prices are assumed to be in EURO.

Units – mandatory (in some countries and categories)

This field contains the (numeric) units or quantity (in case of pieces) of the product. Like 200 (ml) of perfume, 100 (pieces) business cards, 1 (kg) dogfood etc. Only deliver numeric values.

For some countries (i.e. Germany) and/or categories (i.e. food, beverages, perfume etc.) it is mandatory to provide the units of the product in combination with the unit (see next) to calculate the unit price.

At Compare Group we define a so called base unit/units per category. Like for perfume we use a base of 100 ml. The delivered products will be all converted to this base unit. So assume a lady perfume that contains 500 ml with a selling price of 100 EUR. Based on this selling price and the base units the Price per Unit will be calculated, as follows: (100 / 500) * 100 EUR = 20 EUR / 100 ml.

For some countries (i.e. Germany) and/or categories (i.e. food, beverages, perfume etc.) it is mandatory to provide the unit and units of the product (see next).

Unit – mandatory (in some countries and categories)

This field contains the unit of the product (choose one of the listed below). Like a perfume in ml, or the number of business cards, dogfood in kg etc. Our systems will automatically convert unit data to the base unit of a category, so in case the base unit is 100 g(ram) you can deliver the unit in mg, g or kg.

For some countries (i.e. Germany) and/or categories (i.e. food, beverages, perfume etc.) it is mandatory to provide the unit and units of the product (see next).

Supported values:

Dimensions: mm, m, km
Hardware: mb, gb
Pieces: pcs
Surface: cm2, m2
Weight: mg, g, kg
Volume: ml, l, m3

For some countries (i.e. Germany) and/or categories (i.e. food, beverages, perfume etc.) it is mandatory to provide the units of the product in combination with this unit (see above).

Promotional text

This field can contain a promotional message like '10% off at total order value above 50 euro'. Do not use HTML in the description. These texts will be displayed on our platform. Requirements: minimal length XX characters, maximal length XX characters.

Deeplink – mandatory

This field contains a complete URL that links directly to the product on your website. Deep links should be unique and should not lead to your homepage.

Media type - mandatory

You should specify the type of support between IMAGE, VIDEO or MANUAL (fixed values).

Media URL - mandatory

You should provide the unique link according to the type of media

What is a valid image?
- Product images with white background
- Supported image formats: JPEG (.jpg/.jpeg), PNG(.png) and GIF(.gif).
- Minimum image size: 500*500
- Should not contain any shop logo
- Should not contain any promotional text or price
- Should not be placeholder images with "no image available"
- One image link per field

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Tip: *Providing standardized images as described above is highly recommended for matching your offers to the right categories and consequently for getting more offers live.*

The media type and value do not necessarily have to be separate fields in your feed. It is also ok to provide a field named 'imageURL' and fill it with the URL of the image.

Stock status

This field contains the status of your stock in a physical store (vs in any warehouse).

- If your products are in stock, please use "TRUE"
- If your products are out of stock, please put "FALSE"

Number of products in stock

This field contains the number of products you have in stock at that specific store.

Shipping country code – mandatory for online shops

If you are shipping your products in multiple countries, please use NL for the Netherlands, BE for Belgium, FR for France and FI for Finland.

Delivery time – mandatory for online shops

This field contains the delivery time in working days. It is very important to have the delivery time as specific as possible. In other words, 2-3 days is better than 2-7 days.

Shipping description

You can provide extra information about the shipping method such as specific location, time frame…

Shipping method (fixed values) – mandatory for online shops

You should specify the shipping method between DELIVERY, EXPRESS and PICKUP.

- DELIVERY for delivery to door
- EXPRESS for same day delivery to door (faster than DELIVERY)
- PICKUP for picking up products to one of your physical stores

Delivery price – mandatory for online shops

This field contains the shipping cost, including VAT. This cost should be with a dot and with 2 decimals. Don't use dots or commas for thousand separations and don't put any currency symbol. If the delivery is free use 0.00

Bestseller

This field is used to indicate whether the product is a best seller for your business. Only the values TRUE and FALSE are allowed.

Service country code

If you are providing extra services in multiple countries, please mention NL for the Netherlands, BE for Belgium, FR for France, FI for Finland.

Service name

This field contains a short description of the service. Do not use HTML in the description.

Service price

This field contains the price of the service, including VAT. This cost should be with a dot and with 2 decimals. Do not use dots or commas for thousand separations. Do not put any currency symbol.

Service type (fixed values)

You should specify the type of service between

- WARRANTY
- INSTALLATION
- PACKAGING (gift packaging).

From/original price – highly recommended

This field contains the old price the product was sold for. This price should be with a dot and with 2 decimals. Do not use dots or commas for thousand separations. Do not put any currency or currency symbol, all prices are assumed to be in EURO.

When this field is present we automatically create and display this a deal on our website. If you want more control over the deal details then a complete deal can be passed; see the deal section for more information. This field is ignored when a valid deal is present.

Product state

This field specifies whether the product is new of refurbished. The accepted values are:

- NEW
- REFURBISHED

Product condition

This field specifies the condition of the product. This field is used to describe the condition for refurbished products. You can use your own description here but keep it limited to a general description of the condition, for example:

- As good as new
- Heavy usage marks

Variant group

This field is used for grouping different variations of the same product. We use this to group different sizes of the same shoe or the different sizes and colors of the same dress. For example, you can have the products Adidas Air Max Blue size 41, Adidas Air Max Blue size 43, and Adidas Air Max White size 42 and these products could all have the variant group 'Adidas Air Max' or some other manufacturer supplied grouping code.

In other systems or feed formats this field is also seen with the name parent_id or item_group_id.

WARNING: Do not use this to group different products! So, do not use the same variant group code for iPhone 5 and iPhone 6 phones.

Deals

The deal fields can be used to display special deals and discounts. During publication we will calculate the discount based on the delivered fields and subtract these from the selling price as delivered in the feed.

The following deal fields are always mandatory: dealType, dealEndDateTime, and dealPromotionText (max 150 characters)

We support the following deal types:

- CASHBACK
- FREE_GIFT
- DISCOUNT

In case of a CASHBACK deal the field dealRedeamDateTime is mandatory.

For the actual discount or cashback, fill in either dealDiscountAmount or dealDiscountPercentage; there is no need to fill out both fields. But one of the two must be set.

When a deal is supplied then the originalPrice field is ignored.

If you want to advertise all your products on both our Dutch and Flemish websites then it is an option to use a single feed for both websites. Normally there are only differences in deep link, delivery time, delivery costs, and/or selling price. In these cases it is possible to add fields for the countries like:

- deeplink_nl
- deeplink_be
- deliveryCosts_nl
- deliveryCosts_be
- deliveryTime_nl
- deliveryTime_be
- basePrice_nl
- basePrice_be

3.3 Example complex XML

```
<feed>
    <offers>
        <offer>
            <shopOfferId>offer-12345</shopOfferId>
            <shopCategory>mobile phones</shopCategory>
                <products>
                 <product>
                    <name>Iphone 6s 16 GB</name>
                    <description>The iPhone 6S is one of the best phones
ever made by Apple.</description>
                    <brand>Apple</brand>
                    <identifiers>
                        <identifier>
                            <type>SKU</type>
                            <value>iphone-6S-white-16-gb</value>
                        </identifier>
                        <identifier>
                            <type>EAN</type>
                            <value>1234567890123</value>
                        </identifier>
                    </identifiers>
                    <features>
                        <feature>
                            <name>color</name>
                            <value>white</value>
                        </feature>
                        <feature>
                            <name>weight</name>
                            <value>500 gr</value>
                        </feature>
                        <feature>
                            <name>height</name>
                            <value>100 mm</value>
                        </feature>
                          <feature>
                            <name>length</name>
                            <value>60 mm</value>
                        </feature>
                          <feature>
                            <name>depth</name>
                            <value>10 mm</value>
```

```xml
                    </feature>
                </features>
                <state>REFURBISHED</state>
                <productCondition>As good as new</productCondition>
                <variantGroup>Apple iPhone 6</variantGroup>
            </product>
        </products>
        <basePrice>585.15</basePrice>
        <originalPrice>649.99</originalPrice>
        <!—- of course this makes no sense for this product —>
        <!—- this is just provided as an example for a product -->
        <pricePerUnit>15.90</pricePerUnit>
        <units>1</units>
        <unit>pcs</unit>
        <promotionText>Its now or never</promotionText>
        <deepLink>
    http://www.shopx.nl/outclick/iphone4swhite16gb</deepLink>
            <media>
                <medium>
                    <type>VIDEO</type>
                    <url>
http://www.videos.com/videos/video/272727-iphone</url>
                </medium>
                <medium>
                    <type>IMAGE</type>
                    <url>
http://www.images.com/images/image/122338.jpg</url>
                </medium>
            </media>
            <inStock>TRUE</inStock>
            <nrInStock>3</nrInStock>
            <shippingOptions>
                <shippingOption>
                    <countryCode>NL</countryCode>
                    <deliveryTime>1 day</deliveryTime>
                    <description>Until front door</description>
                    <method>DELIVERY</method>
                    <price>10.00</price>
                </shippingOption>
                <shippingOption>
                    <countryCode>NL</countryCode>
                    <description>Please call before pickup</description>
                    <method>PICKUP</method>
                    <price>0.00</price>
                </shippingOption>
            </shippingOptions>
            <services>
                <service>
                    <countryCode>NL</countryCode>
                    <name>3 year guarantee</name>
                    <price>50.00</price>
                    <type>WARRANTY</type>
                </service>
                <service>
                    <countryCode>NL</countryCode>
                    <name>2 year guarantee</name>
                    <price>25.00</price>
                    <type>WARRANTY</type>
                </service>
                <service>
                    <countryCode>NL</countryCode>
```

```
                <name>1 year guarantee</name>
                <price>0.00</price>
                <type>WARRANTY</type>
            </service>
            <service>
                <countryCode>NL</countryCode>
                <name>Gift packaging</name>
                <price>1.10</price>
                <type>PACKAGING</type>
            </service>
        </services>
        <deals>
          <deal>
            <type>DISCOUNT</type>
            <endDateTime>2019-12-31T23:59:59</endDateTime>
            <redeemDateTime>2019-12-31T23:59:59</redeemDateTime>
            <promotionText>25 EURO happy new year
discount</promotionText>
            <termsAndConditions></termsAndConditions>
            <discountAmount>25.00</discountAmount>
            <discountPercentage></discountPercentage>
          </deal>
        </deals>
      </offer>
    </offers>
</feed>
```

The structure for feeds in this format can be verified using an XSD. This XSD is available at
https://sc.vergelijk.nl/webshops/CG_feedmodel_schema_v1.4.xsd