

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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1. Process information

1.1 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>

1.2 Changes

It is crucial to inform us upfront in case of any major 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 we can 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.

1.3 Correct and up-to-date

We can support hourly updates and will read your data feeds at least once a day. In case the content of your data feeds is refreshed more frequently than once a day let us know so we can schedule it accordingly.

1.4 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](#)

2. Compare Group feeds requirements for both online and offline shops

2.1 Mandatory and recommended fields

	Fields	XML	Mandatory or Recommended	Example
General	Shop reference	<shopReference>	Mandatory	shop-x-A
	Shop offer id	<shopOfferId>	Recommended	offer-12345
	Shop category	<shopCategory>	Mandatory	computer, devices, tablets
Product	Product name	<name>	Mandatory	iPad Air 2 16 Gb Black
	Product description	<description>	Recommended	The Apple iPad Air 2 ensures you to be connected [...]
	Brand	<brand>	Mandatory	Apple
	Identifier type	<type>	Recommended (can be multiple)	EAN
	Identifier value	<value>	Recommended	0888462003537
	Features name	<name>	Recommended (can be multiple)	Color
	Features value	<value>	Recommended	Black
Prices	Selling price	<basePrice>	Mandatory	459.00
	Promotional text	<promotionText>	Recommended	Buy and get a free cover
General	Deeplink	<deepLink>	Mandatory (online shops only)	http://webshop.nl/ipad_2
	Media type	<type>	Recommended	IMAGE
Media information	Media url	<url>	Recommended	http://webshop.nl/ipad_2.png
	Stock status	<inStock>	Recommended	TRUE
	Number of products in stock	<nrInStock>	Recommended	12
Stock information	Shipping country code	<countryCode>	Recommended	NL
	Delivery time	<deliveryTime>	Mandatory (online shops only)	1 day

Shipping information	Shipping description	<description>	Recommended	Order before 20:00 next day delivery
	Shipping method	<method>	Mandatory (online shops only)	DELIVERY
	Delivery price	<price>	Mandatory (online shops only)	1.95
	Service country code	<countryCode>	Mandatory (online shops only)	NL
	Service name	<name>	Recommended	3 year guarantee
Service information	Service price	<price>	Recommended	50.00
	Service type	<type>	Recommended	WARRANTY

2.2 Explanation per field

Shop reference – mandatory for multiples shops only

Offers should be delivered per shop (location). “Multiple shops” implies that you own either:

- x number of online shops
- x number of offline shops
- or at least 1 online shop + at least 1 offline shop

An “Online shop” is a web shop which sells products online and offers deliveries to doors, to shops and/or to “pick-up” locations. Whereas an offline shop is a physical shop in which customer can pick up products.

Therefore if an offer is available in multiple shops, the offer should be delivered multiple times in the feed, each time connected to a different shop. This will help you to define different strategies per shop in terms of prices, promotions, delivery options and services...

For instance:

```
<feed>
  <offers>
    <offer>
      <shopReference>shop-x-A</shopReference>
      <shopOfferId>offer-12345</shopOfferId>
    </offer>
    <offer>
      <shopReference>shop-x-B</shopReference>
      <shopOfferId>offer-12345</shopOfferId>
    </offer>
  </offers>
</feed>
```

Shop offer id

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** - your offers will be processed easier and faster.

Shop category - mandatory

This field is used to match the offer 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) separated by a comma in your feeds as follows:

```
<feed>
  <offers>
    <offer>
      <shopCategory> furniture, sofas, lounge sofas</shopCategory>
    </offer>
  </offers>
</feed>
```

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 is used to match your offers to our products and 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 or any promotional text*
- *Should be unique to avoid duplicate offers*

Product description

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.

Tip: Product descriptions are used to match offers to categories during the daily matching process and will help you to get more offers live.

Brand - mandatory

This field contains the manufacturer brand of the product and not the shop brand (except for manufacturer = shop). Brands should not be written in code names.

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

Tip: Brands are used to match offers to categories during the daily matching process and will help you get more offers live.

Identifier type

You should specify the type of identifiers between SKU or EAN (fixed values). We highly recommend you to 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

- EAN is unique, numerical and always contains 13 numbers.
- SKU can be numerical or alphanumerical. Please note that SKU should always be filled in combination with brand.
- Add one per tag.

Features type

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

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"

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:

Accepted values:

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 accepted 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 accepted values		
<u>US</u>	<u>UK</u>	<u>EU</u>
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 accepted values		
<u>US</u>	<u>UK</u>	<u>EU</u>
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 accepted 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.	-

Example

```
<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>
```

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 symbol.

Promotional text

This field contains any advertising offer message. Do not use HTML in the description.

Deeplink – mandatory for online shops

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

We advise you to add a referrer to this URL so you can measure the traffic coming from Compare Group.

Media type

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

Media URL

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: 250*250
- Should not contain any shop logo
- Should not contain any promotional text or price
- Should not be placeholder images with “no image available”

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.

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. All additional costs such as packing costs, "Thuis kopieheffing"...should be added in delivery price. If the delivery is free use 0.00

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).

2.3 Example XML

```
<feed>
  <offers>
    <offer>
      <shopReference>shop-x-1</shopReference>
      <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>
            </feature>
          </features>
        </product>
      </products>
      <basePrice>585.15</basePrice>
      <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>
</offer>
</offers>
</feed>

```

3. Shop information feed (only with multiple shops)

The shop information feed is used in a scenario with multiple shops. The `<referenceKey>` is related between both feeds. This enables us to show the products and stock per location. Example:

```
<feed>
  <shops>
    <shop>
      <name>Shop Amsterdam</name>
      <referenceKey>shop-x-1</referenceKey>
      <active>true</active>
      <addresses>
        <address>
          <addressType>PICKUP</addressType>
          <addressLine1>Dorp straat 38</addressLine1>
          <addressLine2></addressLine2>
          <zipcode>5397 AB</zipcode>
          <city>Oss</city>
          <stateOrProvince>Noord-Brabant</stateOrProvince>
          <countryCode>NL</countryCode>
          <latitude>0.0</latitude>
          <longitude>0.0</longitude>
          <openingHours>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>FRIDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>MONDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>WEDNESDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>21:00</end>
              <day>SATURDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>TUESDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>THURSDAY</day>
            </openingHour>
          </openingHours>
          <specialOpeningHours>
            <specialOpeningHour>
              <start>09:00</start>
              <end>16:45</end>
              <date>2013-12-29 00:00:00</date>
              <name>2nd Christmas day</name>
            </specialOpeningHour>
          </specialOpeningHours>
        </address>
      </addresses>
    </shop>
  </shops>
</feed>
```

```

        </specialOpeningHour>
        <specialOpeningHour>
            <start>09:15</start>
            <end>17:30</end>
            <date>2013-12-29 00:00:00</date>
            <name>1st Christmas day</name>
        </specialOpeningHour>
    </specialOpeningHours>
</address>
</addresses>
<communicationChannels>
    <communicationChannel>
        <costs>0</costs>
        <type>CUSTOMER_SERVICE_EMAIL</type>
        <value>customerservice@saturn.nl</value>
    </communicationChannel>
    <communicationChannel>
        <costs>0</costs>
        <type>GENERAL_PHONE</type>
        <value>06-2000 67 90</value>
    </communicationChannel>
</communicationChannels>
<shopGroup>
    <name>Saturn</name>
    <referenceKey>saturn-1</referenceKey>
    <active>false</active>
    <account>
        <name>account x</name>
        <referenceKey>1727272</referenceKey>
        <active>false</active>
    </account>
</shopGroup>
</shop>
<shop>
    <name>Shop 1</name>
    <referenceKey>shop-1</referenceKey>
    <active>false</active>
    <addresses>
        <address>
            <addressType>VISITOR</addressType>
            <addressLine1>Walterpompelaantje 8</addressLine1>
            <addressLine2></addressLine2>
            <zipcode>5397EZ</zipcode>
            <city>Lith</city>
            <stateOrProvince>Noord-Brabant</stateOrProvince>
            <countryCode>NL</countryCode>
            <latitude>0.0</latitude>
            <longitude>0.0</longitude>
            <openingHours>
                <openingHour>
                    <start>09:00</start>
                    <end>17:00</end>
                    <day>TUESDAY</day>
                </openingHour>
                <openingHour>
                    <start>09:00</start>
                    <end>17:00</end>
                    <day>THURSDAY</day>
                </openingHour>
                <openingHour>
                    <start>09:00</start>

```



```

        <end>17:00</end>
        <day>MONDAY</day>
    </openingHour>
    <openingHour>
        <start>09:00</start>
        <end>17:00</end>
        <day>WEDNESDAY</day>
    </openingHour>
    <openingHour>
        <start>09:00</start>
        <end>21:00</end>
        <day>SATURDAY</day>
    </openingHour>
    <openingHour>
        <start>09:00</start>
        <end>17:00</end>
        <day>FRIDAY</day>
    </openingHour>
</openingHours>
<specialOpeningHours>
    <specialOpeningHour>
        <start>09:00</start>
        <end>16:45</end>
        <date>2013-12-29 00:00:00</date>
        <name>2nd Christmas day</name>
    </specialOpeningHour>
    <specialOpeningHour>
        <start>09:15</start>
        <end>17:30</end>
        <date>2013-12-29 00:00:00</date>
        <name>1st Christmas day</name>
    </specialOpeningHour>
</specialOpeningHours>
</address>
</addresses>
<communicationChannels>
    <communicationChannel>
        <costs>0</costs>
        <type>CUSTOMER_SERVICE_EMAIL</type>
        <value>customerservice@mediamarkt.com</value>
    </communicationChannel>
    <communicationChannel>
        <costs>0</costs>
        <type>GENERAL_PHONE</type>
        <value>0412649694</value>
    </communicationChannel>
</communicationChannels>
<shopGroup>
    <name>Mediamarkt</name>
    <referenceKey>mediamarkt-1</referenceKey>
    <active>false</active>
    <account>
        <name>account x</name>
        <referenceKey>1727272</referenceKey>
        <active>false</active>
    </account>
</shopGroup>
</shop>
</shops>
</feed>

```