# Feed Dynamix for emarsys
## Requirements for the product catalog

emarsys

FeedDynamix

# Feed Dynamix is your specialist for product data handling, optimization and management.

We advise you on realizing the full potential of your product data, reducing complexity in data handling and using resources more efficiently.

With our technology and complementary consulting services we provide a central platform for optimization and management of product data. Optimized product information can be shared automatically with all systems and persons required. We make sure, that your data are available at exactly the right time and in the right quality.

**Compatible with your systems.**
Consolidate your product data from different sources and create a consistent database.

**Large datasets. No problem.**
Efficient handling of large datasets: We provide your data at the right time and at the right place.

**High-quality product data.**
Easy merging of product data in different sources to one master feed (attribute-extension & product-completion). Optimize your product data in a speedy and targeted manner. Each data recipient receives the right data.

**Avoid mistakes.**
Comprehensive validation enforces data consistency and ensures smooth data transfer.

**Pay less, sell more.**
Manage your assortments manually or automatically. You will maximize profit and reduce costs.

**Save time and resources.**
Thanks to its intuitive graphical user interface, our platform is easy to use. If necessary, our expert team will support you.

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# Requirements for the product catalog data feed

**Format:**                           **CSV** (recommended), XML

**Encoding:**                        **UTF-8** (recommended), ISO-8859-1, ISO-8859-15, Windows-1252, Shift-JIS

**Delivery:**                        The product export needs to be available either via **FTP** or **HTTP**. URL and file name can be designed individually, but needs to be **exactly the same and always available** during the campaign's runtime. If adaptations are necessary during this time, it is fundamental to adapt the import settings within the Feed Engine accordingly after having consulted your personal contact person.

**Compression (optional):**      **GZIP** (recommended), ZIP, BZ2

**General directions:**          The here presented names of different attributes are to be understood exemplarily. You may choose individual, unique names without having to adapt to the here presented examples (e.g. "product id" or "SKU" instead of "article id"). Please make sure to leave out any **special signs or spare characters** within attribute names as such cause problems while processing the feed. Please also remove **line breaks, table formatting, HTML-elements etc.** from the content of your data feed. Furthermore, it is necessary to provide a **consistent encoding** throughout your feed in order to secure a smooth processing of your data. Attributes not containing content for any product don't need to be added.

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# CSV

| | |
|---|---|
| **Delimiter:** | **Semicolon** (recommended), tab, pipe, tilde |
| **Line delimiter:** | LF oder CR/LF |
| **Note:** | The delimiter can be chosen individually, however, free text fields / contents should **not** indicate the delimiter. |
| | If such cannot be secured, it is elementary to enclose each field with an additional sign e.g. "" (enclosure) |

# XML

| | |
|---|---|
| **Version:** | 1.0 |
| **Structure:** | Header, catalog intersection, product intersection – Please don't provide any further intersections (so-called „sub attributes") |
| **Masking (all fields):** | <![CDATA[*FELDINHALT*]]> |
| **Note:** | Please provide all attributes for all products – even if they don't provide content for each product. |

# General

If you are using Google Product Feed, you can also use your existing product catalog without changing the format, as long as the field contents described below are included in your feed.

# 1　Mandatory fields

| Name | Description | Example |
|---|---|---|
| article_id | Unique number of article within the shop<br><br>May contain alpha-numerical values but no slash „/" | A1249G3123<br><br>7577435-678 |
| title | Title of product within the shop (product name / product label)<br><br>Preferential without additional attributes such as manufacturer, size, etc.<br><br>(May also be adjusted via the Feed Engine through functions and templates, e.g. creating a new column "manufacturer" or "size" extracting the attributes from the title) | Laserjet 1018n |
| deeplink | Complete deeplink which leads to the item's product page. | http://www.website.xy/ product?id=A1249G3123 |

*Please note that the above mandatory fields are subject to emarsys' product data requirements. Feed specifications of other partners may vary.*

# 2 Generally recommended fields (optional)

| Name | Description | Example |
|---|---|---|
| description | Description of article<br><br>Enhances the discovery and perception of products, longer texts should be provided as long description | A convincing printer at entry price providing fast and decent results. |
| description_long | Detailed description of product presented on detail site | |
| image_url | URL to product image (main picture) | http://www.website.xy/ product?id=A1249G3123-picture1.jpg |
| logo_link | Link to logo | |
| image_url_2 | Additional image link | |
| image_url_... | It is possible to provide up to 10 different image links. | |
| video_url | URL to product video | |
| category | Category within the shop<br><br>Complete category path or delivery of individual attributes (main category, sub category 1, sub category 2, etc.)<br><br>Category path is preferably separated by the > character (May also be adjusted via the Feed Engine through a replacement function) | Computer > Printer > Laser |

| price | Selling price incl. VAT (final price)<br><br>Preferably without currency information, dot as decimal separator, no thousand delimiters. (May also be adjusted via the Feed Engine through various functions, e.g. replace decimal with dot, remove currency etc.)<br><br>It is possible to provide further prices e.g. special offer prices, exceptional prices as additional columns. | 1119.99 |
|---|---|---|
| currency | Currency of prices<br><br>(May also be provided as a standard via the Feed Engine.) | EUR, USD, CHF etc. |
| value_basic_price | If relevant for your product portfolio (cremes, parfumes, cosmetics, oils, liquids, powder, etc.) e.g. price for 100ml / 100g<br><br>If possible without currency information, dot as decimal separator (May also be adjusted via the Feed Engine.) | 11.99 |
| unit_basic_price | Quantity information, should be displayed consistently for all products | kg, ml, etc. |
| delivery_period | Delivery period in days, weeks, or as wording for each product<br><br>May also be provided as a standard via the Feed Engine | 1 - 3 days, 2 weeks, available for immediate delivery etc. |
| shipping_costs | Standard shipping costs for each article<br><br>Minimum shipping cost e.g. payment method prepayment, dot as decimal separator<br><br>(May also be adjusted via the Feed Engine.) | 4.95 |

| | | |
|---|---|---|
| shipping_costs_prepayment | Information only necessary if payment method is provided and costs differ from standard shipping costs<br><br>Dot as decimal separator (May also be adjusted via the Feed Engine.) | 6.99 |
| shipping_costs_cash_on_<br><br>delivery | Information only necessary if payment method is provided and costs differ from standard shipping costs<br><br>Dot as decimal separator (May also be adjusted via the Feed Engine.) | 8.99 |
| shipping_costs_credit_<br><br>card | Information only necessary if payment method is provided and costs differ from standard shipping costs<br><br>Dot as decimal separator (May also be adjusted via the Feed Engine.) | 5.99 |
| shipping_costs_debit | Information only necessary if payment method is provided and costs differ from standard shipping costs<br><br>Dot as decimal separator (May also be adjusted via the Feed Engine.) | 4.99 |
| shipping_costs_invoice | Information only necessary if payment method is provided and costs differ from standard shipping costs<br><br>Dot as decimal separator (May also be adjusted via the Feed Engine.) | 3.99 |
| manufacturer | Brand name of the product's manufacturer | HP |
| energy efficiency class | Information about energy efficiency class<br><br>Only necessary for products subject to accurate labelling | A+++,A++,A+ |
| free text fields | Optional delivery of additional information | |

| keywords | Up to 12 key terms per data set | Buy our printer XP now. |
|---|---|---|
| GTIN (EAN, UPC, JAN) | EAN of article (12-14 -digit)<br><br>Possible comparison value, important for matching quality of data on portal platforms, increasing opligation for partner listings | 4003994155486 |
| ISBN | May replace article-id in case of books or magazines | |
| PZN | Pharmaceutic central number<br><br>Only necessary for pharmaceutical products | |
| manufacturer_part_number | Article number of product given by the manufacturer<br><br>Very important for product variations e.g. notebooks | EY343EA |
| old_price | Cut price<br><br>Dot as decimal separator (May also be adjusted via the Feed Engine.) | 249.99 |
| condition | Condition of article<br><br>May also be provided as a standard via the Feed Engine | New, used, renewed |
| product_type | Product type of each article | Bag |
| product_group | Necessary information if products are displayed in different variations<br><br>Product group is also called parent-id and is highly recommended for variant feeds | |
| guarantee | Guarantee period of product in years | 2 |

| | | |
|---|---|---|
| promotional_text | Marketing message<br><br>Promotional text provided on search result pages of the portals, placement of special actions<br><br>(voucher actions, new, entry prices, etc.) | „Free of shipping for a short term only.“ |
| date_of_expiry | May be used for Google Shopping in ordert o define an expiry date of maximum 30 days | |
| size | Available sizes for clothes or shoes<br><br>Separator and format is freely selectable. | S-L, XS, 38, 39, 40 |
| color | Color of article<br><br>Separator and format is freely selectable. | red, blue, green |
| measurements | Measurements of article<br><br>Separator and format is freely selectable. | B:100, H:50, T:20 |
| product_parameters | Information should be made available as additional, separate columns, but may also be delivered as product parameter couples<br><br>It is recommended to deliver product parameters in individual columns – alternatively, please provide parameters as described | XML:<br><br><color>white</color><br><br><length>100</length><br><br>CSV:<br><br>„color:white;length:100“ |

**If you require any further information or assistance, please feel free to contact our expert team!**

**Feed Dynamix**

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