

## Required Data Feed Fields and Template

data feed

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### Feed 2.0

- Is auto-mapped based on the column name
- Allows merchants to submit separate items for the same product that vary on color, pattern, and/or material
- Allows merchants to provide more information for each item such as gender, age group, sizes available, and additional images

### File Format

- Delimited Text File
- Acceptable delimiters: Tab, Pipe, Tilde, or Comma. Field values can be enclosed in quotes with the exception of Product URL, Image URL or Price
- Files can be zipped
- Character encoding accepted: ASCII, Latin-1 (ISO-8859-1), Latin-9 (ISO-8859-15), UTF-8, UTF-16BE, UTF-16LE, Windows-1252. If no character encoding specified, we will assume Latin-9.
- File must have a header row and use our exact field names. Capitalization, space/underscore/dash differences will be normalized
- We do not have the ability to custom map column names at this time.
- Each line must contain the same number of delimiters.
- We will accept Google product feeds

Field Overview Below are the available fields and the field name that **MUST BE USED EXACTLY AS LISTED BELOW IN THE HEADER OF YOUR FEED**. If the field is not required you may omit the entire column or leave the content blank.

### Field Detail – FIELD NAME MUST MATCH EXACTLY

Field Name	Description
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## Unique ID

Formerly MPID      Required

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.

This field is displayed in the Merchant Interface Bidding and Reporting tools.

Title      Required

Name of product. Include brand name, color, type of product and gender (if applicable.) Do not include size unless the price differs by size.

Correct:

Sage Green 120" Round Tablecloth

Ivory Ralph Lauren King Duvet

Women's Calvin Klein Blueberry Jersey Dress

Incorrect:

Women's Calvin Klein Blueberry Jersey Dress – S

Women's Calvin Klein Blueberry Jersey Dress - M

Sam Edelman Tara Ivory Womens Pumps Size 7

Sam Edelman Tara Ivory Womens Pumps Size 8

Do not include promotional or extraneous information, keywords, HTML, or All Caps.

Description      Required

Description of Product

Do not include promotional messaging, HTML, or All Caps

Category      Required

identifiable text string or breadcrumb we can use to categorize your products. Google/Bing categories are accepted as well.

Examples:

Apparel>Clothing & Accessories>Handbags

Men's Sneakers

Home & Garden>Bedding>Duvet Cover

Character Limit: 1,000

Product URL Required

Link to the product page. Must start with http:// or https:// Escape/encode any special characters.

Image URL 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://

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

Additional Image URL 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://

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

Condition Required

The condition of the product

5 acceptable values:

- New
- Used
- Refurbished
- Open Box
- OEM

Availability Required

The availability of the product.

4 acceptable values:

- In Stock
- Out of Stock
- Available for Order
- PreOrder

Current price 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.

Original Price Optional

This is used to calculate the strikethrough price displayed on our website. 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.

Numbers only, no currency representation such as \$ or USD.

Brand

FTP File Upload Step-by-Step

1. Open Filezilla or FTP client and enter FTP credentials. The Port should be blank.
2. Locate your .txt file on your computer and drag and drop into the green box.
3. Email us with your FTP credentials and filename so we can set it up in our system
4. Allow up to 72 hours for a new feed to process through the system
5. To update your feed simply drag and drop an updated text file with the same name to override your current listings. Click here for more help.

FTP Basics

What is an FTP?

FTP stands for File Transfer Protocol and is a standard network protocol used to transfer files from one host to another host over a TCP-based network, such as the Internet.

What does that mean to me?

Connexity lists your products on our sites and partners to help you acquire more traffic and buyers. FTP is the method that you will use to send us your product listing information such as product name, description, image, price, and tracking link. You will save this data in a text file that we call a data feed and use the FTP method to upload the information into the Connexity system.

Where do I get an FTP?

In order to update your feed from your FTP location, you must first download an FTP client. There are many free FTP programs such as Filezilla which you can download here: <http://filezilla-project.org/download.php?type=client>

What do I do next?

1. Create your data feed. Download the specs and find more information here.
2. Create your FTP location here:
3. Open your FTP client and enter your FTP credentials (username and password).
4. Upload your file to the FTP client. Click here for further instructions.
5. Let us know the file is there and we will set it up!

Please don't hesitate to reach out to us if you still have questions here.

Feed Specification Documents in PDF format: