

Datafeed Specifications for Partner Catalog Templates and Partner Product Displays

The following are the fields for the datafeed:

Product Name (required)

Keywords (optional, can be empty)

Description - with or without HTML formatting² (required)

Product ID or SKU (required & must be unique)

URL of product detail page (required)

URL of Small product image³ (required)

URL of Large product image³ (required)

Regular Price (required)

Sale Price (optional, can be empty)

Street Price (optional, can be empty)

Main Category (required)

Sub Category (optional, can be empty)

2nd Sub Category (optional, can be empty)

Brand (optional, can be empty)

Manufacturer Part Number (optional, can be empty)

NOTES:

- 1) Each record should be in a single line, there should not be any line breaks between the records.
- 2) The Description field can have HTML tags but only basic HTML tags for formatting are allowed, font tags and colors are not allowed in the descriptions, the tags that are allowed are: <P></P>,
, , , , <I></I>, , <S></S>
- 3) Ideally the small size images should be 150 x 150 pixels or less. The large images should be 325 x 325 pixels or less -- 250 x 250 is a good large image size. If the images are consistent in sizes the template would look much nicer, especially the small images when multiple products are displayed.
- 4) Our preferred field separator is pipe "|" but if required we can also work with CSV formatted text datafeed.
- 5) If any other special field is required by the client it can be accommodated after the Manufacturer Part Number field.