

Connexity Feed Specifications

- **What is a data feed?**

A data feed is a product list that is used to record and update your product information. It is a file that contains detailed information in tabular form about all products in your shop.

- **Desired file format**

Supported file formats for your products data are: CSV file (.csv), text file (.txt) or an XML list (.xml).

The columns must be separated by identical and unequivocal separators. Possible separators are Tabs (TAB), Semicolon (;), Pipe (|) or Comma (,). For comma (,) and semicolon (;) it is recommended to use an additional quotation mark ("), which encloses the text or the data field. In general, every common shop system and feed management tool already includes ready-to-use exports for our price comparison system.

- **Important for the participation in our Google PLA program**

If you participate in our Google PLA program, it's important that your feed meets the Google Product Data Specification as well as the Connexity Feed Specifications. Please make sure that your data meets the following requirements for the PLA program:

[Google PLA Product Data Specification](#)

Guidelines and Recommended Procedures

- Do not use capital letters, symbols, control characters, bullets, or unnecessary punctuation. Type 1 High ASCII characters (®, ©, TM, etc.) or other special characters are not displayed correctly.
- The delimiter should not be present in other text fields, otherwise it will cause problems. In order to ensure optimal processing, we recommend a TAB separated file.
- Please note that XML has different formatting rules than text and CSV files.
- Your complete product data has to be importable as exactly one file.
- The first line has to contain the column header.
- Each line of your quotation database has to contain exactly one product.
- Make sure that your product data is correct, e.g. the product description has to correspond to the product image, the EAN or the manufacturer number.
- Each product must have a unique offer number (offer-id) that can only be used; an offer-id that has already been used, can no longer be used for another product.
- Please make sure that HTML codes (e.g.: &) and line breaks are not present in your product database, otherwise they will cause a faulty integration.
- The files can be zipped.
- UTF-8 encoding is preferred.



- Make sure that each line contains exactly the same number of separators. If you leave the data in a field empty, insert a delimiter as a placeholder.
- Do not include merchant specific information such as phone numbers, billing or sales information.
- The information should only be relevant to the corresponding product; do not mention accessories or comparable products.
- Excessive use of keywords is not permitted for the product title and detailed descriptions.
- Do not use obscene or offensive language.
- Your product list has to contain all required fields.
- Your product list should contain all optional fields.

Column Title	Description	Example	Permitted values	further information	Required for CNX	Required for PLA
MPID /SKU	Unique ID must be unique for each offer	12345678	max. 100 Character	A unique alphanumeric value is required for each offer	YES	YES
TITLE	Offer Name	Washing machine WM 24N567	max. 150 characters recommended, up to 1000 characters possible	Exact title of the offer	YES	YES
MANUFACTURER/ BRAND	Manufacturer / Brand	Siemens	max. 100 Character	Manufacturer / Brand of the offer	YES	YES
CATEGORY	Category defined product category for your product	Home & Garden > Household appliances > Washing machines	max. 1000 Character		YES	YES
DESCRIPTION	Description of the offer do not include promotional messaging, HTML, or All Caps	The WM 24N567 is a washing machine from XYZ. The energy efficiency class B (scale: A to G) makes this washing machine a particularly energy-saving model. With a capacity of 7 kg, the front loader is particularly suitable for 2- to 3-person households.	max. 3000 Character	No promotional texts or consistent capitalization Only information relating to the offer	YES	YES
PRICE	Price of the offer the current price shown at checkout	GBP 499.95	max. 100 Character	numerical value, ISO 4217	YES	YES
PRODUCT URL	Direct link to the offer Link to the corresponding offer in the shop	https://example.de/waschmaschine/xyz	max. 2000 Characters must start with "http://", "https://", or "/"		YES	YES
IMAGE URL	Direct link to offer image Link to the corresponding offer image in the shop	https://example.de/waschmaschine/xyz/image2.jpeg	max. 3000 Characters, min. 50x50 px allowed formats: JPEG, PNG, GIF, BMP must start with "http://", "https://", or "/"	TIFF format is not supported Preferred size is 1000 x 1000, we will accept between 450x450 and 1000 x 1000	YES	YES
UPC/EAN/GTIN	GTIN/UPC/EAN/ISBN European article numbering	9123456789054	max. 100 Character EAN is 13-digit	UPC in NA 12-digit EAN / GTIN in Europe	recommended	YES
AVAILABILITY	Stock/availability of the offer	in stock out of stock available for pre-order available to order	in stock out of stock available for pre-order available to order	If "available to order" is selected, the column "AVAILABILITY_DATE" must also be filled	YES	YES
CONDITION	Condition the condition of the offer when sold (if it is a used item)	new used like new without packaging OEM	new used like new without packaging OEM	required if used or refurbished items are also sold	required for certain offers	required for certain offers
REGULAR PRICE	Regular price of the offer striketrough price	GBP 499.95	max. 100 Character	numerical value, ISO 4217	NO	NO
SHIPPING COST	Shipping Cost	GBP 4.50	max. 100 Character	Price for delivery that the buyer must pay when ordering the offer	YES	YES
DELIVERY PERIOD	Delivery period	"24 hours", "3-5 days", "D2-4"	max. 500 Character		NO	NO
SHIPPING WEIGHT	Shipping Weight		max. 100 Character		NO	NO
ADDITIONAL IMAGE URL	Additional link to further offer image	https://example.de/waschmaschine/xyz/image2.jpeg	max. 3000 Characters, min. 50x50 px allowed formats: JPEG, PNG, GIF, BMP must start with "http://", "https://", or "/"	TIFF format is not supported Preferred size is 1000 x 1000, we will accept between 450x450 and 1000 x 1000	NO	NO

ADULT	Mature products required when selling offers for adults	Sex toys	max. 5 Characters Allowed formats: "true", "false", "t", "f", "yes", "no"	yes, if it is an adult offering such as an erotic product or USK 18 game	required for certain offers	required for certain offers
GENDER	Gender (required for Clothing)	Men's, Women's, unisex		required for clothing in the EU, UK and USA	required for certain offers	required for certain offers
AGE GROUP	Age group (required for Clothing)	Adult Kids	Adult Kids	required for clothing in the EU, UK and USA	required for certain offers	required for certain offers
COLOR	Color (required for Clothing)	black red	max. 500 Characters no numbers, only letters separate multi-colored items with /, e.g. black/red only colors allowed, different - multi-colored - diverse not allowed	required for clothing in the EU, UK and USA	required for certain offers	required for certain offers
SIZE	Size (required for Clothing)	Small, M, L, 38, 40, 44	max. 500 Character	required for clothing in the EU, UK and USA	required for certain offers	required for certain offers
MATERIAL	Material	Leather, suede, silk	max. 500 Character	required if needed to distinguish between different products in a variant set separate multi-colored variants with /, e.g. cotton/elastane	required for certain offers	required for certain offers
PATTERN	Pattern	striped, dotted, checked	max. 500 Character	required if needed to distinguish between different products in a variant set	required for certain offers	required for certain offers
PROMO TEXT	Promo Text	Only today 20%	max. 255 Character		NO	NO
ADDITIONAL PRODUCT URL	additional link to the offer	https://example.de/waschingmaschine/xyz	max. 2000 Characters must start with "http://", "https://", or "/"		NO	NO
UNIT PRICE	Unit Price	65.99 / 100 ml	max. 40 Character	Basic price with indication of the unit of quantity	required for certain offers	NO
UNIT PRICING MEASURE	Unit pricing measure The unit of measure of the offer as it is sold	120ml	max. 10 Characters Column must be named exactly unit_pricing_measure The following formats are supported: kg, mg, g, l, ml, m, cm, oz, lb, floz, pt, qt, gal, cl, cbm, in, ft, yd, sqft, sqm, ct	positive number and unit of measure the same unit of measure is used for the unit_pricing_base_measure column	required for certain offers	required for certain offers

UNIT PRICING BASE MEASURE	Unit pricing base measure The unit of measure of the basic price for the offer	100ml	max. 10 Characters Column must be named exactly unit_pricing_base_measure The following formats are supported: kg, mg, g, l, ml, m, cm, oz, lb, floz, pt, qt, gal, cl, cbm, in, ft, yd, sqft, sqm, ct The following numbers are supported: 1, 10, 100, 2, 4, 8 The following numbers are additional supported: 75 cl, 750 ml, 50 kg, 1000 kg	positive number and unit of measure the same unit of measure is used for the unit_pricing_base_measure column	required for certain offers	required for certain offers
CURRENCY	Currency	EUR, USD, BPD	max. 3 Character		NO	NO
ENERGY EFFICIENCY CLASS	Energy Efficiency Class In addition to EPREL certification from 09/2024	A - G	max. 20 characters: Rating class A - G		required for certain offers	required for certain offers
EPREL CERTIFICATION	EPREL certification	EC:EPREL:123456	max. 15 Character: "<EC>:<EPREL>:<code>"		recommended	required from 09/2024
TIRE FUEL EFFICIENCY	EU Tyre Label In addition to EPREL certification from 09/2024	A - E	max. 100 Character		required for certain offers	required for certain offers
TIRE WET GRIP	EU Tyre Label In addition to EPREL certification from 09/2024	A - E	max. 100 Character		required for certain offers	required for certain offers
TIRE NOISE EMISSION	EU Tyre Label In addition to EPREL certification from 09/2024	A - E	max. 100 Character		required for certain offers	required for certain offers
LANDING PAGE URL		https://example.de/waschingmaschine/xyz	max. 2000 Characters must start with "http://", "https://", oder "/"		NO	NO
PRODUCT TYPE	Product Type alternate product type	Home & Garden > Household Appliances > Washing Machines	max. 500 Character	Complete path of the relevant category numeric Google category ID possible	NO	NO
PZN	Pharmaceutical central number	PZN:1231238	max. 8 Character	required for medication	required for certain offers	required for certain offers
MIN ENERGY EFFICIENCY CLASS	Energy Efficiency Class In addition to EPREL certification from 01.09.24	A - G	max. 20 characters: Rating class A - G			
MAX ENERGY EFFICIENCY CLASS	Energy Efficiency Class In addition to EPREL certification from 01.09.24	A - G	max. 20 characters: Rating class A - G			

SUBSCRIPTION COST	Subscription cost monthly (or annual) payment terms for a wireless product linked to a mobile phone contract	monthly: 12 :29.00 GBP	max. 20 Character: "<period>:<period_length>: <amount>" numerical value, ISO 4217		required for certain offers	required for certain offers
INSTALLMENT	Installment Details of an installment payment plan	6 : 30 GBP	max. 20 Character: "<month>:<amount>" numerical value, ISO 4217		required for certain offers	required for certain offers
AVAILABILITY DATE	Availatility Date	2024-05-17T00:00Z	ISO format "uuuu-MM-dd['T'HH:mm[:ss][Z]['Z']]" Variant - 2024-07-04T12:08 - 2024-06-05 - 2001-07-04T02:22+0100	required if "available for order" was specified for availability	If preorder was specified in column stock	If preorder was specified in column stock

Green marked columns are **mandatory**, **blue** marked columns are **required for certain offers**

Since September 2024 the EPREL Certification is required for Google PLA