Connexity Feed Specifications

- **What is a data feed?**

  A 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](#)

Data Feed Requirements

	FIELD CONTENT	Required
General Feed Information	ID	Required for all products
	Title	
	Brand	
	Description	
	Category	
	Price	
	Product-URL	
	Image-URL	
	Condition	
	Availability	
	GTIN/EAN/UPC	
	Delivery period	
	Shipping Cost	
Attributes	Unit Price	Required for certain products
	Unit pricing measure	
	Unit pricing base measure	
	Energy Efficiency Class	
	EU Tire Label	
	PZN	
	Gender	
	Age Group	
	Not for minors	

	Size	
	Colour	

FIELD CONTENT		Required
Optional Fields	Article Number	Optional for all products
	ISBN	
	ASIN	
	Material	
	Pattern	
	Product Group	
	Promotional Text	
	Strikethrough Price	

Detailed Field Definitions

Mandatory fields, which you have to provide		
Column Caption	**Explanation & Specification**	**Example**
ID	**Unique Product-ID** Must be unique and may only be used once.	5489787 (max. 100 characters)
Title	**Product Name** Name of the offer with which you can be found in the price comparison.	PowerShot SX620 HS (max. 1.000 characters)
Brand	**Proprietary Name** Brand of the product.	Canon (max 100 characters)
Description	**Description** of the Product. Do not insert advertising messages, HTML, or words in uppercase letters.	Canon Digital Camera PowerShot SX200IS black - Set with 2 GB SanDisk SD Memory Card + Canon Camera Bag (max. 3.000 characters)
Category	**Product Category** This information serves as a basis for the correct allocation of your offers to our categories and product containers.	Electronics > Photo & Video > Digital Cameras > Compact Cameras
Price	**Current Product Price**	GBP 215.95 (max. 50 characters) Do not use thousand delimiters!
Product-URL	**Direct link to the product** Link to the corresponding offer in your shop.	http://www.shopname.co.uk/offer-id=5489787.htm (max. 2.000 characters)

Image-URL	**Direct link to the offer image** Link to the corresponding offer image in your shop.	http://www.shopname.co.uk/images/offer-id=5489787_500x500.gif (max. 2.000 characters) Use as large offer images as possible (recommended size min. 500x500px)
Condition	5 acceptable values: • New • Used • Refurbished • Open Box • OEM	New
Availability	4 acceptable values: • In Stock • Out of Stock • Available for Order	In Stock
GTIN/EAN/UPC	**European Article Number** (Product labelling for commercial articles) or **GTIN** (Global Trade Item Number)	EAN: 4549292057300 (max. 13 characters)
Delivery Period	Duration of delivery of the offer	"H24", "D3-5" or "W2" (must not contain spaces) or "24 Hours", "3-5 Days" or "2 Weeks" (max. 20 characters)
Shipping Cost Mandatory in Germany and for Google PLA	**Delivery Charges** Price for the delivery that the user must pay when ordering your product	GBP 4.50
Unit Price*	**unit-price*** depending on product type & assortment	£67.49 / 100 ml
Unit Pricing Measure*	**unit_pricing_measure** is the measure or weight of your product and consists of a positive number and a unit of measurement. The following units are supported: mg, g, kg, oz, lb, floz, pt, qt, gal, ml, cl, l, cbm, cm, m, in, ft, yd, sqft, sqm, ct	120ml **Important:** Please name the column in your feed exactly **unit_pricing_measure** and use the same unit for unit_pricing_measure and unit_pricing_base_measure.
Unit Pricing Base Measure*	**unit_pricing_base_measure** is the measure on which the price per packaging unit is based. It consists of a supported number and a supported unit of measurement. The following numbers are supported: 1, 10, 100, 2, 4, 8 The following units are supported:	100ml **Important:** Please name the column in your feed exactly **unit_pricing_base_measure** and use the same unit for unit_pricing_measure and unit_pricing_base_measure.

	mg, g, kg, oz, lb, ml, cl, l, cbm, cm, m, in, ft, yd, sqft, sqm, ct. Additionally, the following values are supported: 75 cl, 750 ml, 50 kg, 1000 kg	
Energy Efficiency Class***	**Required for electrical appliances** Scoring class from A to G	A++
EU Tyre Label** Fuel efficiency Wet grip External rolling noise	**Required for tyres** Fuel efficiency and wet grip class: seven classes from A to G Class of external rolling noise: in decibels	Fuel efficiency: A (highest efficiency) to G (lowest efficiency) Wet grip: A (shortest braking distance) to (longest braking distance) External rolling noise: 72dB
PZN	**Pharmaceutical Registration Number** **Required for pharmaceuticals. Otherwise we would not classify your offers in our categories.**	PZN: 1107875 (max. 7 characters)
Gender	**Required for clothing. Recommended for other products, if applicable.** This field must be filled with one of the following expressions: • Male • Female • Unisex Only one value can be submitted per item.	unisex
Age Group	**Required for clothing. Recommended for other products, if applicable.** 2 acceptable values: • Adult • Kids Only one value can be submitted per item.	adult
Not for minors	**Required for adult audiences**This field must be filled with one of the following expressions: • yes • no	yes (if the offer is not for minors; e.g. an erotic product or a USK 18 game)
Size	**Required for clothing. Recommended for other products, if applicable.**	M

	List the size for each item in this field, one size per row. There should be a separate product offered for each size. Please keep the same group ID in the sentence structure of your articles. For example, do not use Small, Medium, Large for one item and S, M, L for another item.	
Colour	**Required for clothing. Recommended for other products, if applicable.** For multi-colored items, list all colors by importance, separated by the following separator: "/". For example, list the colors for a black shoe with a red border as follows: black/red. If the product is offered in different colors (or color combinations), please make sure that a product is created for each color.	Blue (max. 500 characters)

* The basic price information is mandatory for goods sold according to certain units of measurement. Please refer to the relevant UK legal texts for information on the basic prices to be quoted for your online assortment.
** Since November 1st, 2012 the labelling obligation for new tyres applies in the EU.
*** Since March 30th, 2012 the EU Energy Label specifies televisions, refrigerators and freezers, washing machines and dryers, dishwashers, lamps, air conditioners, electric ovens

Optional fields to optimize your online presence		
Column Caption	**Explanation & Specification**	**Example**
MPN	**Manufacturer Product Number** Original manufacturer or article number	3509B011 (max. 100 characters)
ISBN	International Standard Book Number (Unique and international book identification)	ISBN: 978382894775 (max. 13 characters)
ASIN	Amazon Standard Identification Number (merchant identification number)	B01FKQK030 (max. 10 characters)
Material	**Required for product variants that differ according to the material. Recommended for other products.** Specify the material from which the product is made. Examples are suede, leather, silk, jeans, gold.	leather (max. 500 characters)
Pattern	**Required for product variants that differ according to the pattern.**	stripes (max. 500 characters)

	Recommended for other products that have a pattern. Specify the pattern or imprint of the product. Examples are dots, stripes, squares.	
Product Group	Required for product variants. Specify the common SKU or the same identification for different variants of the same product. All products that have different colors, sizes, patterns, or materials for the same item should belong to the same product group.	AB12345 (max. 1.000 characters)
Promotional Text	Fee-based Service Display a promo text along with your item titles to promote discounted shipping, coupon codes or other information of interest to the customer.	20% discount only today
Strikethrough Price	Previous Sales Price Higher price than the current product price	GBP 450.00 Do not use thousand delimiters!

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.