

## Xenon Data Integration

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## Overview

This document provides a detailed explanation of the requirements from a retail merchant in order to integrate their inventory with AffiliateFuture's Xenon Product distribution system.

## Product List

In order for a merchant's products to be returned within the result sets of AffiliateFuture's product feed system, a complete list of products offered by the merchant must be supplied, with the following fields:

### 1. Product Name\*

Name of the product. *E.g. "Adidas Lifestyle Trainers"* **It should be maximum 255 characters long.**

### 2. Product Code

Unique ID used by the merchant to identify a specific product. This can be a SKU or UPC code.

### 3. Brand\*

Brand of the product. *E.g. "Adidas"*. **It should be maximum 100 characters long.**

### 4. Category\*

The category of the product. This should be relevant to the product and it should not be the brand name. Please note that for your products to be distributed to our partners you must include at least one category filed. *E.g. Trainers*. **It should be maximum 255 characters long.** If the product has sub-categories then please put both the category and sub-category(ies) in the same column e.g. Adidas Footwear > Football Boots.

### 5. Short Description\*

Short description of the product. *E.g. "New in for Summer 2009. Blue suede with 3 aqua blue stripes"* **It should be maximum 400 characters long.**

### 6. Long Description\*

Detailed description of the product. *E.g. "New in for Summer 2009. Blue suede with 3 aqua blue stripes. Adidas logo on the back. Leather upper. Limited edition."* **It should be maximum 4000 characters long.**

### 7. Product URL\*

A deep-link to a page containing the product. Please note that the page should be dedicated to the product. The URL must always start with "HTTP://"

### 8. Image URL\*

Full Size Image URL of the Product. The URL must always start with "HTTP://"

### 9. RRP

Price of the product in GBP including VAT and without the £ sign *E.g. "69.15"*

### 10. Offer Price\*

Offer price in GBP including VAT and without the £ sign. *E.g. "49.50"*

## 11. Promo Text

Any promotional text for the product. *E.g. "50% off this week only"* **It should be maximum 250 characters long.**

## 12. Delivery Lead Days

Delivery Lead Time. *E.g. "3 weeks", "next day"*

## 13. Delivery Cost

Price of postage and packing charges in GBP. Can include "£" sign or can be a string e.g. Free Delivery

### Please Note

The column order must remain consistent for all updates. Any changes to the delimiter or column order must be reported before the new feed will go live.

Acceptable formats are XML, CSV and TXT delimited files and it needs to be uploaded to a URL or FTP address.

The file can be comma, tab or pipe delimited and can have a quoted identifier if desired. However, the text in each field must be free from extra delimiters and identifiers for the feed to work.

For XML to be imported, it must conform to the following:

- The document must only have one parent node.
- Each item must only contain childless nodes ie: all properties must exist on the same level as their siblings and no nesting can occur.
- CDATA encapsulation must be used where appropriate.

*Example:*

```
<?xml version="1.0" encoding="iso-8859-1"?>
<!-- the products parent node
<products>
  <!-- Item must contain childless nodes -->
  <product>
    <name>The Goods</name>
    <price>9.99</price>
    <description><![CDATA[ This is the description." title="This is the description."
title="CDATA[ This is the description.">CDATA[ This is the description.">This is the
description." title="CDATA[ This is the description.">CDATA[ This is the
description.></description>
  </product>
  <product>
    .....
  </product>
</products>
```

*Translation:*

- Products
  - Product
    - Name
    - Price
    - Description
    - ...etc

- Product
  - Name
  - Price
  - Description
  - ...etc

The file must be clear of any HTML code.

Fields with the \* sign next to it are compulsory.

## Getting your data integrated

Please use the [upload tools](#) in the Xenon tab of your Merchant tools to specify the location of your feed and set the schedule for it to be imported.

## Preparatory steps taken by AffiliateFuture

AffiliateFuture operates its own tree of retail categories. This ensures consistent results among multiple suppliers. One consequence of this is that all categories from the merchant are mapped to this master retail tree by the AffiliateFuture team.

## Further support

Please [get in touch](#) with the Merchant support team for any further information or help integrating your feed.