



TradeTracker[®]
we track your trade

Manual for implementation of product feeds
in XML format

Introduction



In order to generate more sales transactions from your webshop, you have the ability to supply your partner sellers with a so called product feed.

A product feed enables your partner sellers to supply their visitors with up to date information.

Partners like using product feeds because this ensures pages are automatically generated and kept up to date. They are especially used for creating summaries and searching and comparing web pages.

A product feed is therefore a very user friendly way of generating more sales transactions for both you and your partners.

If you still have questions after reading this document, please contact us.

Good luck with using the programme.

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■ Technical introduction

Explanation

In order to supply its partners with an up to date and accurate product feed, TradeTracker needs to import a file from your sever every 24 hours, which includes a list of your products.

In order to let TradeTracker's server communicate with yours, you can choose to use the XML format.

The product feed has to be available through HTTP. If you want this list to be secured, you can make the product feed accessible through an FTP server. If a username and password are required, please provide these to TradeTracker. Also, you can adjust the time for importing the feed. For example, when you update the product feed at 4 am, TradeTracker can import the feed at 5 am.

To reduce the size of the transfers, TradeTracker prefers receiving updates only. In other words, transfer of data which is really different from the data in a previous transfer. If nothing has changed about a certain product, then it's not necessary to add it to the XML file. The fact that a product is no longer on the XML file doesn't mean it's going to be excluded.

Every time a product is updated, **all** product information is expected. If one component of the product information has changed, all the information has to be added to the XML file. If you want to send all fields along with every transfer, it will work, but, as said before, TradeTracker prefers updates only. To remove a product from the TradeTracker database, the XML file has to contain a "product"-tag with a correct "ID" and the "delete" attribute has to be adjusted to "true".

The system expects that every product ID is unique for an adjusted product feed and that there is consistency at all times for all transfers. If a product with ID "123" is called "washing machine" one day and "shower cabin" the next, then it will be interpreted as the same product with a new name.

All tags are case sensitive. Therefore the tag <productFeed> is not similar to the tag <ProductFeed>.

Product feed implementation

XML example file

Here you can see an example of an XML product feed:

```
01 <?xml version="1.0" encoding="UTF-8"?>
02 <productFeed version="1.0" timestamp="20050808:17:18:18">
03   <product id="123" delete="false">
04     <name>Product 1</name>
05     <price>123.45</price>
06     <description>
07       <![CDATA[Product 1 is an awesome product...]]>
08     </description>
09     <productURL>
10       <![CDATA[http://www.product1.co.uk/product.php?productID=123]]>
11     </productURL>
12     <imageUrl>
13       <![CDATA[http://www.product1.co.uk/images/products/product1.gif]]>
14     </imageUrl>
15     <additional>
16       <field name="color" value="red" />
17       <field name="size" value="XXL" />
18     </additional>
19     <categories>
20       <category name="category1/subcategory1" />
21       <category name="category2/subcategory2" />
22     </categories>
23   </product>
24   <product id="321" delete="false">
25     <name>Product 2</name>
26     <price>543.21</price>
27     <description>
28       <![CDATA[Product 2 is even better!]]>
29     </description>
30     <productURL>
31       <![CDATA[http://www.product2.co.uk/product.php?productID=321]]>
32     </productURL>
33     <imageUrl>
34       <![CDATA[http://www.product2.co.uk/images/products/product2.gif]]>
35     </imageUrl>
36     <additional>
37       <field name="color" value="blue" />
38       <field name="size" value="M" />
39     </additional>
40     <categories>
41       <category name="category2/subcategory2" />
42       <category name="category3/subcategory3" />
43     </categories>
44   </product>
45   <product id="abc" delete="true">
46     <additional/>
47     <categories/>
48   </product>
49 </productFeed>
```

Product feed implementation

Comment to the example

UTF-8 Encoding

```
01 <?xml version="1.0" encoding="UTF-8"?>
```

TradeTracker recommends using the UTF-8 set of characters, although a different set of characters is also possible.

Root tag

```
02 <productFeed version="1.0" timestamp="20050808:17:18:18">
```

This is the “root”-tag of the XML document. There is only one of its kind and it is required. All the other tags have to be positioned within this tag.

The “version” attribute refers to the version of the product feed’s file type and has to be “1.0”. This may be changed in the future, but if so, you will be informed by TradeTracker.

The “timestamp” attribute can be used to see when imported information was generated at TradeTracker. When this attribute is used, it has to include the date and time when the file was generated.

Product tag

```
03 <product id="123" delete="false">
```

The “id” attribute must consist of a unique combination of letters and numbers by which the product can be recognised.

This one is used by TradeTracker to recognise the change of a product in a future transfer.

Therefore the product ID must not be changed at future transfers. If the “delete” attribute is passed or has a “false” value, then TradeTracker assumes this is a new product or that the product has to be added. So, the “delete” attribute only needs to be “true” when the product needs to be excluded from the database.

Name tag

```
04 <name>Product 1</name>
```

Within the “name” tag you have to fill in the name of the product. This name can be used by the affiliates to search for a certain product. The name will probably also be used in a list of products at the affiliates’ websites.

Price tag

```
05 <price>123.45</price>
```

The “price” tag can be used to show the price of the product. When this tag is used, the amount has to be included within the tag.

Only one dot (.) must be used to separate the decimals. It is assumed that the currency is the same currency TradeTracker thinks your company works with. The affiliates can also use the price tag to search in the product feed.

Description tag

```
06 <description>
07 <![CDATA[Product 1 is an awesome product...]]>
08 </description>
```

You can put a description of the product with a maximum of 1000 characters within the “description” tag.

It is likely that this information will be used to supply visitors to affiliate sites with extra information about the product. CDATA is used to make sure the XML parser interprets the data well.

Product feed implementation

ProductURL tag

```
09      <productURL>
10          <![CDATA[http://www.product1.co.uk/product.php?productID=123]]>
11      </productURL>
```

The “productURL” tag has to be a direct link to the concerning product or the order page. This is used by the affiliates to link the product for interested visitors. This tag is required. CDATA is used to make sure the data is interpreted well by the XML parser.

ImageURL tag

```
12      <imageURL>
13          <![CDATA[http://www.product1.co.uk/images/products/product1.gif]]>
14      </imageURL>
```

The “imageURL” tag can contain a link to the image of the product. CDATA is used to make sure the data is interpreted well by the XML parser.

Additional tag

```
15      <additional>
16          <field name="color" value="red" />
17          <field name="size" value="XXL" />
18      </additional>
```

The “additional” tag is used to group one or more “field” tags. This tag is required, even when no “field” tags are supplied. Each “field” tag can contain additional information about the product. The information is supplied by the “name” and “value” attributes. For instance, <field name="color" value="red" /> shows that the colour of the product is red. Each field name can only appear once. If a field name appears more than once, only one will be connected to the product. Affiliates can use this information to search for specific products, or publish the information in a list of products on their websites. It is appreciated when both the field names and the values are consistent.

Categories tag

```
19      <categories>
20          <category name="category1/subcategory1" />
21          <category name="category2/subcategory2" />
22      </categories>
```

The “categories” tag is used to group one or more categories. This tag is required, even when no “category” tags are supplied. Each “category” tag confirms the product fits in a category with this name. A product can occur in more than one category, for example in “electronics” and “sale”. When no category tags can be given, the products will be placed in a standard category for your campaign.

Just like the additional fields, TradeTracker expects the categories to be consistent. For instance, when a “t-shirt” product is placed in the “red” category and a second product “bike” is too, then both products will be placed in the same category. This is because TradeTracker doesn’t know the structure of your categories and expects it to be supplied as complete as possible. If the “t-shirt” product is supposed to be in the “clothes” category and subcategory “red” and the “bike” product is supposed to be in the category “transport” and subcategory “red”, then this has to be specified in the category names. That is done by supplying the “clothes/red” category for the “t-shirt” product and the “transport/red” category for the “bike” product.

Make sure you complete the entire path of the category structure and not only the last part.

For a TFT screen the path could look like this:

```
<categories>
    <category name="Computers/Hardware/Monitors/TFT" />
</categories>
```

■ Testing the implementation

TradeTracker DTD test file

The following DTD can be used to verify that the XML file has the right syntax:

```
<!DOCTYPE productFeed>
<!ELEMENT productFeed (product+)>
<!ATTLIST productFeed version CDATA #REQUIRED>
<!ATTLIST productFeed timestamp CDATA>
<!ELEMENT product (name?, price?, description?, productURL?, imageURL?, additional, categories)>
<!ATTLIST product id CDATA #REQUIRED>
<!ATTLIST product delete CDATA "false">
<!ELEMENT name (#PCDATA)>
<!ELEMENT price (#PCDATA)>
<!ELEMENT description ANY>
<!ELEMENT productURL (#PCDATA)>
<!ELEMENT imageURL (#PCDATA)>
<!ELEMENT additional (field*)>
<!ELEMENT field (#PCDATA)>
<!ATTLIST field name CDATA #REQUIRED>
<!ATTLIST field value CDATA #REQUIRED>
<!ELEMENT categories (category*)>
<!ELEMENT category (#PCDATA)>
<!ATTLIST category name CDATA #REQUIRED>
```

Support for comparison websites

Additional required fields

If you would like your product feed to be incorporated by search and comparison websites, you will have to send several additional fields. You can put these between <additional> tags using field tags, for example:

```
<additional>
  <field name="EAN" value="8712626018353" />
  <field name="SKU" value="751075322" />
</additional>
```

Below is a summary of all fields which have to be incorporated in your product feed. The red coloured fields are required. The items marked with a * are required, but only when other items with a * are not available.

You should supply either an EAN or an SKU or the name of the Manufacturer and the Type number of the product.

Fieldname	Description	Example
EAN*	Supplying an EAN is required when you don't have the SKU or the type number plus manufacturer of the product. The number consists of 13 figures which are used to identify the product.	8712626018353
SKU* (article code)	Item code of the product as it is used by the manufacturer. Supplying the SKU is required when you don't have an EAN and/or manufacturer and item number of the product.	751075322
Manufacturer and Type number *	Make, manufacturer or the publisher of a product. The name of the manufacturer and the type number of a product are necessary to make a match with the already added products in the database. Supplying the name of the manufacturer and type number is required when you don't have an EAN and/or SKU of the product.	Philips eXp3373
ISBN*	Books only! Supplying the ISBN number is only required when the product is a book.	906169700X
Delivery_Time	Delivery time of the product. If the delivery time is unknown or if it's a pre-order or for instance the product can only be collected etc, you should provide notification of this. Maximum length: 30 characters.	2 - 3 days
Extra_Info	The field "Extra information" can be used to give a special status to the product. For instance a temporary offer, or that the product is second hand, special edition etc.	Now with free headphones
Deeplink	The deeplink refers to the detail page from your website where the product can be found required.	http://www.yoursite.com/product.php?artikel=403&catid=18
Image_Location	The Image location has to contain a URL which links to the largest image possible of the product.	http://www.yoursite.com/productimages/403.jpg

Support for comparison websites

Field name	Description	Example
Shipping_Costs	Only show one amount in this field: if you don't charge shipping costs please put in "0,00".	1.95
Weight (kgs.)	Optional: When the shipping costs depend on the weight.	0.95
Shop_Code_Products	Own code which the shop gives its own products.	
Version	Its purpose is to show the most important variants of a product, in case there are differences in price or availability. This is meant for products with similar (technical) properties (e.g. identical SKU or product name), but for example differentiated colours or sizes.	