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## Data Feed Requirements

### Summary

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1- What is a Data Feed?

A data feed is a file that contains all of your product information, such as product titles, URLs, image URLs, price, and other important pieces of information PriceGrabber uses to list your products on our site. This page documents what information you need to include in your data feed, how to build it and where to make it available for PriceGrabber to collect and process it. Feel free to skip to the appropriate sections of this document if you are already familiar with data feeds.

Feed File Formats

Data feeds have several different formats. The formats supported by PriceGrabber are:

### Delimited Feeds (.txt or .csv)

These feeds are generally the simplest kind of feeds to make. They are most easily created in a spreadsheet program, such as Microsoft Excel. It will look like a table of information, where each row will contain information about your product. For example, a single product in your feed might look like this:

Retsku	Product Title	Detailed Description	Categorization	Product URL	Primary Image URL	Selling Price	Condition
ABC123	Pink Cat Litter Box	Who says litter boxes have to be unsig	Indoor Living > Cat Supplies > Litter Boxes	<a href="http://www.sample.com/pinkcat.html">http://www.sample.com/pinkcat.html</a>	<a href="http://www.sample.com/images/pinkcat.jpg">http://www.sample.com/images/pinkcat.jpg</a>	12.99	New

		htly? This sturdy box is made of high-quality plastic and will add cheer to your cat's day.					
--	--	--	--	--	--	--	--

The first row designating what kind of information is in each column is referred to as a **header**. Please be sure to include this in your feeds.

For step-by-step instructions on how to create a delimited feed, click [here](#).

### XML Feeds (.xml)

If you have a Yahoo! Store in the US, you can automatically generate a data feed in XML format. Please click [here](#) for instructions on how to do this.

We also accept non-Yahoo! XML data feed files, provided that the feed contains all of the pertinent information as detailed in Steps 3 and 4. If you are just starting out in the world of data feeds, we recommend you consider submitting your feed in a delimited format, as these are generally simpler to create and modify.

### 2- Creating a Feed in 5 Easy Steps

Do you use an off-the shelf shopping cart software?

If you use a standard shopping cart such as [Zen Cart](#), [osCommerce](#), or another solution, there is probably a simple way to export your product catalog as a feed. Many open source shopping carts have modules specifically developed to create feeds for PriceGrabber.com.

Before continuing, you might want to visit your software provider's website and see if there is a simple solution available.

Do you have a Yahoo! Store? (US only)

If your store is hosted through Yahoo! Stores, you can automatically generate a data feed file. Here's how to do it:

1. On the Store Manager front page, in the **Promote** section, click **Search Engines**.
2. Under the **Export Store** Contents heading, locate the **objinfo.xml** field and select the **Enabled** radio button.
3. Click **Done**. Your feed is now accessible via URL.
4. Copy the supplied URL (beginning with **http://store.yahoo.com** or ending with **catalog.xml** or **objinfo.xml**) and paste it into the form in Step 2 of the PriceGrabber Merchant Registration process.

That's it. We now have access to your file.

Neither of the above?

If neither of the above apply (or if you'd like to have more control over which products you send us), follow the steps below to build your feed manually. We'll have you up & running in no time!

### Creating your data feed

- Step 1 - Download our sample feed
- Step 2 - Review our feed requirements
- Step 3 - Enter your product data
- Step 4 - Save your feed
- Step 5 - Upload your feed

To create a feed, you'll need Microsoft® Excel or a similar spreadsheet program. If you don't have a spreadsheet program, you can find one at a great price through [PriceGrabber](#), or consult a search engine to find a free web-based alternative.

#### Step 1 - Download our sample feed

We've created a sample feed to help you get started. You can use it as a template, or simply for reference as you create your own. Please click on the link below to download the sample feed.

[Sample Feed.txt](#)

[Sample Feed.csv](#)

#### Step 2 - Review our feed requirements

PriceGrabber has different data feed requirements for different types of products. Read the [General Feed Requirements section](#) to know which fields are required and optional for your feed, depending on what types of products you're listing.



Please note:

If you sell products in the Televisions or Cameras categories, please [click here](#) to avoid delays.

PriceGrabber is no longer accepting merchants selling in the Adult Products category.

#### Step 3 - Enter your product data

If you plan to use our sample feed as a template, just open the file in your spreadsheet program and type your product information over the sample information. You can delete the sections containing items you don't sell.

You can also export your product information from your shopping cart program as a text delimited (most often called comma or tab delimited) file, open it in your spreadsheet program, then copy and paste the relevant data into the correct column in our sample feed.

As you enter your information, please refer to the tables of the Detailed Feed Requirements section for specific requirements. Please include header row information for each column in your feed. Doing so will help us process it more quickly.

#### Step 4 - Save your feed

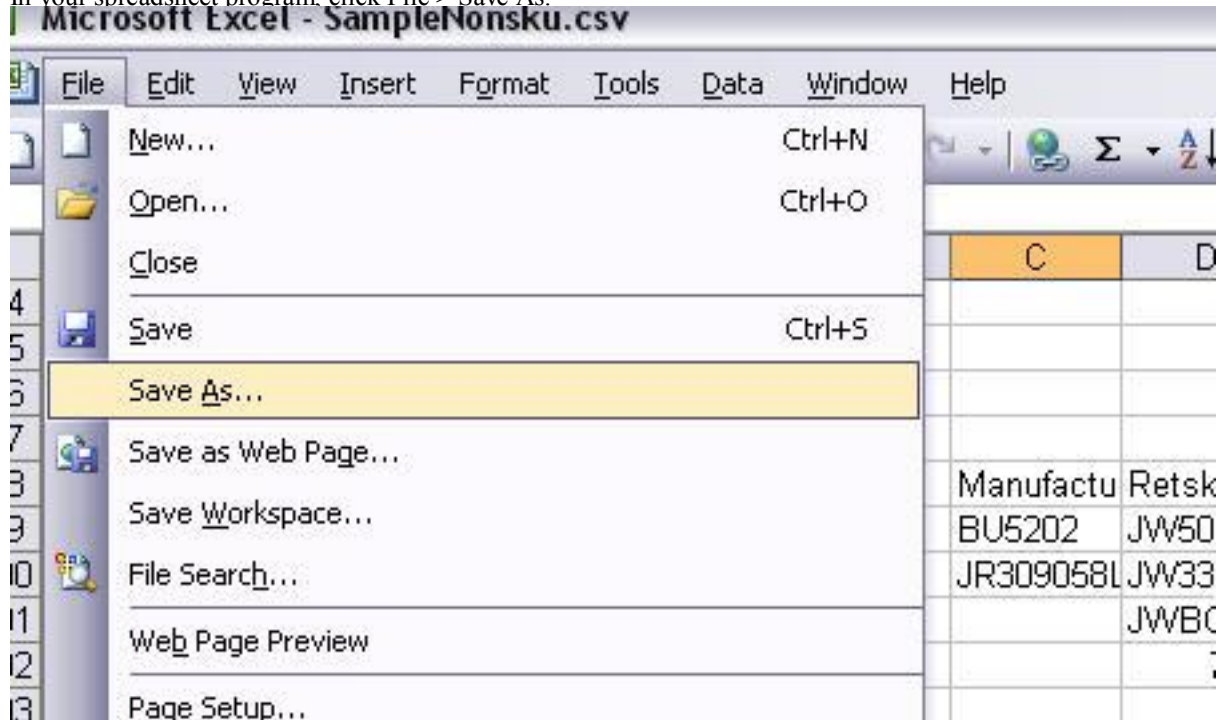
We require that you save your file as a comma or tab delimited text file. We'll tell you how to do that below.

Before you save:

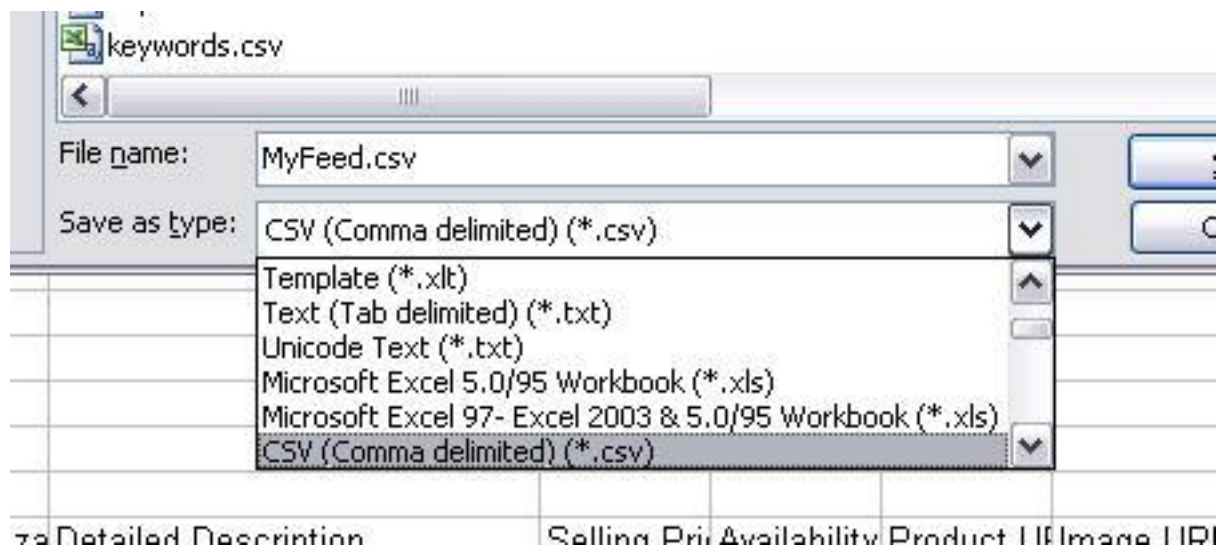
1. If you are using our sample feed as a template, be sure to delete all empty rows (and the rows with instructions).
2. Remove all sample data that remains after entering your inventory.

How to save your feed (using Microsoft Excel in our example):

1. In your spreadsheet program, click File > Save As.



2. On the next screen, click Save as type: (or its equivalent) and select either CSV (Comma delimited) or Text (Tab delimited).



3. Name your feed (being sure not to change the .CSV or .TXT file extension) and click Save.

- If a window pops up asking if you want to keep the workbook in this format, click Yes.



That's it. Your feed is now ready to upload.

Step 5 - Upload your feed to our site

Now that your feed is ready to go, return to the merchant signup page and follow the instructions to upload your feed to PriceGrabber.

### 3- General Feed Requirements and Guidelines

This table is a summary of our feed requirements, depending on the types of products sold. [Section 4](#) contains more specific information about each of the different PriceGrabber categories. Please also consult that section for the appropriate categories before creating your data feed.

		Home & Personal Products	Tech Products & Software	Books	Media, Video Games
General Feed Information	Retsku	Required	Recommended	Recommended	Recommended
	Product Title	Required	Required	Required	Required
	Detailed Description	Required	Recommended	Recommended	Recommended
	Categorization	Required	Recommended	Recommended	Recommended
	Product URL	Required	Required	Required	Required
	Primary Image URL	Required	Recommended	Recommended	Recommended
	Alternate Image URL	Optional	Optional	Optional	Optional
	Selling Price	Required	Required	Required	Required

	Regular Price	Optional	Optional	Optional	Optional
	Condition	Required	Required	Required	Required
Additional Information	Manufacturer Name	Required	Required	Recommended	Required
	Manufacturer Part Number	Recommended*	Required***	n/a	Recommended
	UPC / EAN	Recommended	Required***	n/a	Required
	ISBN	n/a	n/a	Required	n/a
	Availability	Recommended	Recommended	Recommended	Recommended
	On Sale	Optional	Optional	Optional	Optional
	Video URL	Optional	Optional	Optional	Optional
Attribute Information	Color	Optional	n/a	n/a	n/a
	Size	Optional	n/a	n/a	n/a
	Material	Optional	n/a	n/a	n/a
	Gender	Optional**	n/a	n/a	n/a
Shipping Information	Shipping Cost	Required if you select "Use the shipping costs provided in my product data feed" in the Shipping section of Merchant Login.			
	Weight****	Required if you select a shipping cost formula which depends on weight.			

\* Manufacturer Part Numbers are required for certain Home & Personal categories. These will be specified in [Section 4](#).

\*\* Gender is required for all Clothing and Fragrance/Cologne products.

\*\*\* Only either UPC/EAN or MPN is required, but it is highly recommended you have both.

\*\*\*\* Unit for weight is pounds in US, kilograms in UK.

### General Feed Information

#### RETSKU

The Retsku is your internal product ID number. It must be unique, and it must remain the same in every feed. Retskus must not be reused even if you stop listing the product in your feed. Sequential Retskus (1, 2, 3... ) are not recommended.

#### PRODUCT TITLE

Name of the product being sold. Titles should not be in ALL CAPITALS or contain any promotional or merchant-specific text (for example, "Free Shipping"). Please do not include the Manufacturer Name in the Product Titles (exceptions are Golf Clubs and Fragrances/Colognes). Product Titles should be descriptive in addition to stating what the product actually is, so users can easily find your product.

Character limit for Product Titles is 100 characters.

#### DETAILED DESCRIPTION

Thorough but concise description of the product. Detailed Descriptions should contain information relating only to the item. They should not contain any promotional or merchant-specific text. No html, bulletpoints, extra line breaks, or special characters permitted.

Character limit for Detailed Descriptions is 1500 characters.

#### CATEGORIZATION

Category text indicating where the product belongs on site. It is best to use PriceGrabber's taxonomy format, but we are able to accept any category text, as long as it clearly states the category of the product. Category text should have sufficient detail; for example, "Indoor Living > Cat Supplies > Litter Boxes" as opposed to "Indoor Living".

For a complete list of PriceGrabber's categories, click [here](#).

#### PRODUCT URL

Link leading directly to the product on your site. Must begin with "http://...". If you are selling a product that comes in multiple colors or sizes, it's recommended to have the link go to the product with the color and size options preselected.

#### PRIMARY IMAGE URL

Link leading directly to the product's image. Must begin with "http://...". If you are selling a product that comes in multiple colors or sizes, the image should show the specific color and size of the product being listed. Watermarked, popup images, and inappropriate images are not accepted. Larger images are preferable to smaller or thumbnail images.

If you are submitting multiple images for a single product, the Primary Image URL should lead to the main image of the product.

#### ALTERNATE IMAGE URL

If you are submitting multiple images for a single product, the Alternate Image URLs should lead directly to images displaying different angles or views of the product. You can submit up to 8 Alternate Image URLs.

#### SELLING PRICE

Current selling price of the item. Please omit currency symbols. Prices should be provided in the appropriate currency (US Dollars for PriceGrabber.com, Pound Sterling for PriceGrabber.co.uk, Canadian Dollars for PriceGrabber.ca).

#### REGULAR PRICE

Regular selling price of the item.

#### CONDITION

Condition of the item being sold.

Accepted values are:

New

Used

Like New

Refurbished

3<sup>rd</sup> Party

Open Box

OEM

Downloadable

Additional Information

#### MANUFACTURER NAME

Manufacturer or brand name of the product.

#### MANUFACTURER PART NUMBER

Manufacturer-issued part number for the product. The MPN is case-insensitive. Duplicate MPNs should not be submitted, as only the first product will be recognized. All other duplicates will be dropped.

#### UPC / EAN

UPC (US, Canada): Unique code of 12 numbers. EAN (Europe): Unique code of 13 numbers. Usually found adjacent to the bar code on the product packaging. Submission is highly recommended for all products.

#### AVAILABILITY

Indicates availability of the product.

Accepted values are:

Yes

No

Preorder

#### ON SALE

Indicates whether the product is on sale.

Accepted values are:

Yes

No

#### VIDEO URL

Link leading to a video review for the product.

#### Attribute Information

##### COLOR

Indicates the color of the item. If multiple colors, please separate the colors with commas.

##### SIZE

Indicates the size of the item. If multiple sizes, please separate the sizes with commas.

Suggestions for size formats:

For Clothing:

XXS, XS, S, M, L, XL, XXL, XXXL, etc.

Extra Small, Small, Medium, Large, Extra Large, etc.

00, 0, 2, 4, 6, 8, 10, 12, 14, 16, etc.

24, 25, 26, 27, 28, 29, 30, 31, 32, etc.

26x32, 27x32, 28x32, etc.

For Shoes:

5, 5.5, 6, 6.5, 7, 7.5, 8, 8.5, 9, etc.

37, 37.5, 38, 38.5, 39, 39.5, 40, etc.

For Shoe Width:

7 Narrow, 7 N, etc.

7 Medium, 7 M, etc.

7 Wide, 7 W, etc.

#### MATERIAL

Indicates the material which is used to make the item. For example: Cotton, Leather, Suede, etc.

#### GENDER

Indicates the gender for whom the item is intended.

Accepted values:



Men  
Women  
Boys  
Girls  
Baby Boys  
Baby Girls

For fragrances and colognes, we also accept the Unisex value.  
Shipping Information

#### SHIPPING COST

Lowest shipping fee available for the product. For additional information about shipping, see below.

#### WEIGHT

The product's shipping weight. For additional information about using weight when calculating shipping costs, see below. The unit for weight is pounds in the US, and kilograms for UK.

#### More about Shipping and Weight

The Shipping and Weight columns are intended to be used to calculate shipping costs for your items. In Step 3 of the Merchant Registration, you can select from different methods of calculation for shipping costs depending on your needs. The method of calculation you choose defines which of the Shipping and Weight columns you need to provide in your feed.

##### 1) Use the Shipping provided in my Feed:

If you choose this option, only the Shipping column is required in your feed. The amount found in this column is the shipping cost for displayed each item. A value of '0' will display as 'Free Shipping' and a value of '-1' will display as 'See Site'.

##### 2) Flat Fee:

If you choose this option, neither the Shipping nor Weight columns are required. You will specify a specific amount or a percentage of the price of the product that applies as the shipping cost to all of your products.

Example: Shipping Cost is always 5% of the Selling Price.

##### 3) Flat Fees Based on Price or Weight:

This option allows Flat Fees to be defined (see previous option) based on the price or weight of your products. If your Flat Fees are based on the weight of your products, only the Weight column is required. Otherwise, neither the Shipping nor the Weight columns are required.

Example: Shipping Cost is 5 percent of the product's price for products weighing less than 5 lbs, and is free for products weighing 5 lbs or more.

##### 4) Carrier Shipping: (US only)

If you choose this option, the Weight column is required. The Shipping column might also be required, depending on your settings. Shipping costs are calculated from UPS or USPS rates based on the weight of your products and the Zip Code of your warehouse or shipping center.

You also have the option to override this rate with the values provided in the Shipping Cost column of your feed. If you choose this option, the Shipping Cost column is required.

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#### 4- Feed Requirements by Category

\*\* Please note that PriceGrabber is no longer accepting merchants selling in the Adult Products category. \*\*

#### Manufacturer Part Numbers

Manufacturer Part Numbers (MPNs) are required for the following Home & Personal categories:

#### **Babies & Kids**

Breastfeeding, Strollers, and Car Seats

### **Health & Beauty**

Health Monitors

### **Indoor Living**

Hand Tools & Metrics, Power Tools

### **Jewelry & Watches**

Watches

### **Musical Instruments**

Guitars, Keyboards & Pianos, Live Sound

### **Outdoor Living**

BBQ Grills

### **Key Elements**

Key Elements in the Product Titles are highly recommended for the following categories. These will allow your products to match up onsite for an optional comparison shopping experience. Details and examples are listed below.

**Grocery & Gourmet (Wine, Food & Gifts in UK) - Wine**  
**Health & Beauty - Fragrances/Colognes, Vitamins & Supplements**  
**Magazines (US only)**  
**Sporting Goods - Golf Clubs**

### **Grocery & Gourmet (Wine, Food & Gifts in UK) - Wine**

There are 4 key elements: Winery, Year, Region, and Type.

Winery: The actual wine producer, e.g. Fetzer, BV, Opus One, etc.

Year: Full 4 digits - Only one year accepted. Please do not submit combinations years.

Region: California, France, Italy, etc. or a more specific region, e.g. Sonoma, Napa, Bordeaux, Tuscany, etc.

Type: Chardonnay, Merlot, Cabernet Sauvignon, etc.

Example product titles for Wine:

Blackstone 2005 California Merlot

Lily 2006 Sonoma County Pinot Noir

If you are selling different sizes, you should include the size in the title as well. Otherwise we'll assume it's a standard 750ml bottle. If you are selling a case, include the word "Case" in the Product Title.

### **Health & Beauty - Fragrances/Colognes**

There are 6 key elements: Model Name, Gender, Manufacturer Name, Strength, Dispenser, and Size.

Model Name: Eternity, Cool Water, etc.

Gender: Men, Women, Unisex

Manufacturer Name: Calvin Klein, Givenchy, Hugo Boss, etc.

Strength: EDP, EDT, or EDC

Dispenser: Spray or Splash

Size: oz for US or ml for UK and Canada

Example product titles for Fragrances/Colognes:

Eternity for Women by Calvin Klein EDP Spray 3.4 oz.

Light Blue for Women by Dolce & Gabbana EDT Spray 3.4 oz.

## **Health & Beauty - Vitamins & Supplements**

There are 3 key elements: Product Name, Amount (if applicable), Size

Product Name: Vitamin A, Glucosamine, Magnesium, etc.

Amount: 400 IU, 1000 IU, 500 mg, 1000 mg, etc.

Size: 100 capsules, 200 softgels, 50 tablets, 12 oz., 100 ml, etc.

Example product titles for Vitamins & Supplements:

Vitamin C 500mg 100 Capsules

Vitamin B-6 100mg 400 Tablets

Prenatal Care Multi-Vitamin 120 Capsules

TripleFlex Glucosamine, Chondroitin, MSM 150 Capsules

## **Magazines (US only)**

There are 3 key elements: Magazine Name, Issue Duration, Issue Count

Magazine Name: Time, Entertainment Weekly, etc.

Duration: Please provide duration in months (e.g., 12 months, 24 months, etc.)

Issue Count: Please provide number of issues.

Example product titles for Magazines:

Time - 12 months - 12 issues

Cat Fancy - 24 months - 48 issues

## **Sporting Goods - Golf Clubs**

There are 3 key elements: Manufacturer Name, Model Name, Type of Club(s)

Manufacturer Name: TaylorMade, Callaway, etc.

Model Name: R580 XD, Titanium Fairway, etc.

Type of Club: Driver, Wedge, Putter, etc.

Example product titles for Golf Clubs:

TaylorMade r7 quad TP Driver

TaylorMade r7 quad HT Driver

TaylorMade r7 quad Driver

Mizuno MP-32 3-PW Iron Set

Mizuno MP-60 3-PW Iron Set

Please do not provide duplicates with different grips, shafts, length, loft, or lie. By providing the 3 key elements in the product title, we assume that you have different options for each item on your site for buyers to choose from.

## **5- PriceGrabber Feed Policies**

PriceGrabber strives to provide the highest quality user experience possible. Please note that the policies and examples provided below may not cover every single possible scenario in which your feed or products may be rejected.

### **Data Feed Quality Issues**

The following are critical factors which would inhibit our ability to effectively process your products:

Categorization field is too general, missing, or incorrect.

Incorrect Manufacturer Part Numbers. Double check to make sure they are correct and not missing any digits or characters.

Clothing items are missing gender or age specs.

Use of explicit or watermarked images. Includes images displaying nudity or otherwise offensive content.

Missing or broken links to images or products.

Incorrect use of Condition values, such as 'Used' or 'Refurbished'. Condition should be noted in the Product Condition column, not in the Product Title column.

#### Prohibited Product Categories

Prohibited products include, but are not limited to, the following categories listed below:

Adult products and services.

Cigarettes, illegal drugs, drug paraphernalia.

Firearms, silencers, live ammunition, Tasers, stun guns.

Fireworks, explosives, or hazardous chemicals.

Pharmaceuticals not approved by the FDA such as Ephedra or generic versions of Viagra (sildenafil citrate), Cialis (tadalafil), and Levitra (vardenafil).

Pharmaceuticals carried by merchants not listed on PharmacyChecker.com or VIPPS.

Unauthorized, bootlegged, or pirated software, music, video games, movies, photos, performances, or other media.

Game console mod chips and other hardware and software allowing unauthorized use.

Human and animal bodies, body parts and fluids, both living and deceased.

Event tickets.

Forged or illegal documents.

Any item that is counterfeit or stolen.

Any item that violates US, CA, or UK laws.

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[I need Help!](#) 

Can't quite figure things out? Not a problem! Ask one of our friendly representatives to help you by clicking on this link.

- [Get Started »](#)