



Feed Requirements

[Feed-Anforderungen](#)

[Feed-követelmények](#)

[Pré-requis du flux de produits](#)

[Requisiti del feed](#)

[Krav på feed](#)

[Požadavky na produktový feed](#)

[Krav til Feed](#)

[Tuotesyötevaatimukset](#)

[Feed Vereisten](#)

[Requisitos del feed](#)

[Požiadavky feedu](#)

[Wymagania dotyczące katalogu produktowego](#)

Your product data feed is more than just a list of your products - it is a map through which your customers can find you and discover your offer. It's the quality of your shopping feed that determines whether your products are shown to customers in response to their search queries. A well-optimized feed can help you:



**Increase
your visibility**



**Drive more traffic to your
website**



**Increase your brand
recognition**



**Boost
your sales**

Good to know

What is the file format?

- **CSV or XML file**

LadenZeile / ShopAlike receives the data via XML or CSV file. A CSV file is a file in which the information (attributes) are separated by specific characters (for example, tab, semicolon, or pipe). This format can be created in Excel or other database programs.

- **Encoding**

- Use only one encoding for the entire feed.
- UTF-8 is preferred but ISO-8859-1 and Windows-1252 are also possible.

- **File compression**

For big amounts of data consider compressing the file (gZIP) to shorten download time.

- **Attribute fields separation**

- Use a pipe (|), tab, or semicolon.
- Avoid ", \$. If you use these symbols in the text (for example in the product descriptions), you need to put the whole attribute between them. If you use " as a delimiter, do not use it for inch sizes.

- **Html tags in product feed**

Don't use any HTML text content elements (e.g. <p>,
, , , , etc.) to organize the structure or highlight specific text sections. Use just plain text.

What does a good feed example look like?

Download our [example feed](#).

What types of characters can I use in the feed attributes?

- Alphabetic characters (letters only, including letter variations characteristic for local languages such as é and ç).
- Numeric characters (digits and mathematical symbols only).
- Alphanumeric characters (combination of letters and digits; may include both upper and lower case letters).



Your feed should be detailed and accurate, which means that it should include at least all the mandatory attributes, and preferably also the essential ones. You can find them all in our Required Attributes List.

Required attributes

We have identified product characteristics that are especially important for online shoppers. Including them in your feed brings you more visibility and increases your chances to attract qualified customers. The attributes on this list are divided into two groups: mandatory and essential ones.

Mandatory

Mandatory attributes are the very basic attributes, like Product Name or SKU that are necessary for your feed to be imported into LadenZeile / ShopAlike. Without them, we cannot show your products on our platform.

Essential

Essential attributes are important pieces of information expected by most online shoppers. Although we can still import your feed without these attributes, their lack will most likely seriously affect your performance on LadenZeile / ShopAlike.

Required Attributes List

Main Product Data

Attribute	Specifications	How to provide the right information	How to avoid mistakes
SKU	<p>Mandatory</p> <p>Field name: SKU</p> <p>Type: Alphanumeric characters</p> <p>Character limit: 255</p> <p>Example:</p> <p>A2B5</p>	<ul style="list-style-type: none">• Provide a unique product number (SKU) for each product.• Variants, sizes, and colors of a product also require separate, unique SKUs.• Use only valid Unicode characters (avoid control, function, or private area characters).• If your product is available in more countries, it should have the same SKU everywhere.	<ul style="list-style-type: none">• Never change the SKU for the same product (for example, when updating your feed). If you change the SKU of your product, it might be assigned to a different category, which will decrease its performance. You will also lose the click-out history.
Product Name	<p>Mandatory</p> <p>Field name: Product Name</p> <p>Type: Alphanumeric characters</p> <p>Character limit: 50</p> <p>Example:</p> <p>Medium Foldable Iron Garden Table,</p> <p>Black fleece skirt M</p>	<ul style="list-style-type: none">• Keep the name of your product short and simple, so that users can scan it quickly. Use one or more keywords that best describe your product.• Give your product a name in your native language; English can sometimes be acceptable but the local language is still preferred.• Make sure that this product name matches the one displayed on your website.• You can include product features such as color, gender, or brand (for example, red Gucci dress women) in the Product Name, but remember to add this information also in the right attribute fields (color, gender, and brand).• If item quantity and pattern are important features of your product, add them to the Product Name.	<ul style="list-style-type: none">• Don't include serial or product numbers in the Product Name.• Don't include all uppercase or sales or promotion tags (for example, "free shipping").• Don't exceed the character limit. On most devices, only 40 characters of your product's name will be visible in the search results. If a name is longer than 50 characters, even high-resolution screens won't show the full length of it.• Don't use characters that are not supported by UTF-8, ISO-8859-1 or Windows-1252 encoding. Unsupported symbols may be replaced with random ones.

<p>Product Description</p>	<p>Mandatory</p> <p>Field name: Product Description Type: Alphanumeric characters Character limit: 5000</p> <p>Example: Adjustable folding dining table in modern style, made from oak wood, produced in Portugal.</p>	<ul style="list-style-type: none"> ● Provide a short but precise description that gives users all the relevant information about your product. ● Include only information about your product. ● This attribute has only one field in the feed, so you cannot have 2 versions of the description - a short and a long one. ● Format your description by using lists, line breaks, bold or italic. ● You can use the description from your shop page. Google doesn't read the product description on our website, so there's no risk of creating duplicate content. 	<ul style="list-style-type: none"> ● Don't add keywords related to other product categories (for example, "this bag looks great with jeans, cardigan, and pumps"), as your product might be assigned to the wrong category. ● Avoid putting links to your online shops or sales information. ● Don't include promotional tags (for example, "free shipping"). ● Don't use HTML tags. ● Don't enter a description that is not unique for this concrete product (for example, "summer sales 30% discount" instead of "elegant white wedding dress with long sleeve and flower pattern"). ● Use UTF-8. ISO-8859-1 or Windows-1252 encoding. Unsupported symbols may be replaced with random ones. ● Avoid all uppercase.
-----------------------------------	--	--	--

<p>Picture URL</p>	<p>Mandatory</p> <p>Field name: Image URL Type: Image URL Minimum size: 250 x 250 px Minimum size for zoom function: 1024 x 1024 px Maximum size: 12 Mpix</p> <p>Accepted formats: non-animated GIF (.gif), JPEG (.jpg/.jpeg), PNG (.png), BMP (.bmp), and TIFF (.tif/.tiff)</p> <p>Example: http://www.example.com/image1.jpg</p> <p>Example: http://www.example.com/asp/shop.asp?cat=12&id=1030</p>	<ul style="list-style-type: none"> ● Provide a picture URL for each product. ● The main picture should show the whole of your product and your product only (with minimal or no product staging). ● Use a solid white, grey, or light-colored background. ● The image URL must start with http or https. ● If you want to show details of your product or display it on a model, provide these images in a different field (Aux Picture URL). 	<ul style="list-style-type: none"> ● Always test your picture URL to make sure it works properly. A URL needs to follow specific format conventions to be correct. ● Avoid placeholders, size tables, etc. ● Don't rescale the image or use thumbnails. ● Don't use borders or watermarks. ● Don't put sales or promotion tags on the picture.
<p>Deep link URL</p>	<p>Mandatory</p> <p>Field name: Deep link URL Type: Deep link URL</p> <p>Example: http://www.example.com/asp/shop.asp?cat=12&id=1030</p>	<ul style="list-style-type: none"> ● Provide the Deep link URL of the product page on your online shop in the right format. A URL needs to follow specific format conventions to be correct. ● Start the link with "http" or "https". ● Use an encoded URL that complies with RFC 2396 or RFC 1738 (for example, a comma would be represented by "%2C"). 	<ul style="list-style-type: none"> ● Always test your URL to make sure it works and leads to the correct product (with the correct size and color). ● Don't use any special characters, especially not the ones from this list: http://en.wikipedia.org/wiki/List_of_XML_and_HTML_character_entity_references

Price and Availability

Attribute	Specifications	How to provide the right information	How to avoid mistakes
Shipping Costs	<p>Mandatory</p> <p>Field name: Shipping costs Type: Alphanumeric characters</p> <p>Example: 6.99</p>	<ul style="list-style-type: none"> Provide your shipping costs to let our users know how much they will pay in total for their order. If the shipping is free of charge, indicate it with "0" or "free shipping". Use only digits or the "free shipping" expression. 	<ul style="list-style-type: none"> Make sure that you provide here your actual shipping costs. Don't provide your standard shipping costs for products for which you charge differently (for example, irregular-shaped products or bulky items).
Price	<p>Mandatory</p> <p>Field name: Price Type: Numeric characters</p> <p>Example: 99.99</p>	<ul style="list-style-type: none"> Provide the full price of your product (before any discount). Include the value-added tax (VAT, GST, MwSt, IVA, etc.) in the price. Include only digits in this field. For decimal values use a dot. Make sure the price given in this field matches the one you show on your shop page. If you sell products in bundles, multipacks, or bulk quantities, indicate the minimum quantity available for purchase. If you additionally provide a discount price in the column Sale Price, make sure that here you give the lowest price you applied for your product within the 30 days preceding the reduction. Based on the difference between the Price and the Sale Price, we will calculate the percentage discount displayed on our pages. 	<ul style="list-style-type: none"> Avoid using a comma separator for decimal digits - it can cause processing issues. Don't use this field for the manufacturer's suggested retail price if this is not your price. Don't use this field to enter the discount/reduced price. For this purpose use the field Sale Price.
Sale Price	<p>Mandatory (only if you have items on sale)</p> <p>Field name: Sale Price Type: Numeric characters</p> <p>Example:</p>	<ul style="list-style-type: none"> Needed only for your discounted products. Insert your product's new price without any currency symbol (such as €). Include the value-added tax (VAT, GST, MwSt, IVA, etc.) in the price. Use a dot separator for decimal digits. 	<ul style="list-style-type: none"> Avoid using a comma separator for decimal digits - it can cause processing issues. Don't submit negative prices (for example, -10), Don't put "0" in this field.

	9.49	<ul style="list-style-type: none"> • Make sure the discounted price given in this field matches the one you show on your shop page. • Whenever you offer a discount by entering a new price in this column, make sure that in column Price you are communicating the lowest price you applied for your product within the 30 days preceding the reduction. Based on the difference between the Price and the Sale Price, we will calculate the percentage discount displayed on our pages. 	<ul style="list-style-type: none"> • We don't show discounts lower than 5% or higher than 97%.
Base Price	<p>Essential</p> <p>Field: Base Price Type: Alphanumeric characters</p> <p>Example: 3 EUR / 1 kg +1.00 EUR deposit 5 EURO / 1 liter +0.25 EURO deposit 5.50 € / 1l +0.50€ deposit</p>	<ul style="list-style-type: none"> • Base Price is used for products sold in quantities measured by such units as kilo or liter (for example, groceries, wine, pet food, perfume and other beauty care products). • Specify the measurement of your product without packaging (1 kilogram or 1 liter). • Add the currency (use the currency symbol, for example, 15 €, or text description, for example, 15 EUR). • To ensure transparency, your base price must always refer to 1 liter or 1 kilogram of your product. • If there is a deposit for the packaging (e.g. the bottle), its amount must be displayed separately. 	<ul style="list-style-type: none"> • Don't give your base price in the Product Description. • Don't use units of measurement other than 1 kilogram or 1 liter, e.g. 100 ml or 100 g. • Avoid using a comma separator for decimal digits - it can cause processing issues.
Availability	<p>Essential</p> <p>(if there are products in the feed that are not available)</p> <p>Field name: Availability Type: Alphanumeric characters</p> <p>Accepted values: in stock, out of stock, natural numbers (1, 2, 3,...)</p>	<ul style="list-style-type: none"> • This attribute is essential if you have products in your feed that are not available. In this case, the products won't be visible on our website, but they won't be removed from your feed. • By including this attribute you let our users know if your product is out of stock or currently unavailable. 	<ul style="list-style-type: none"> • Make sure you match the availability given in this attribute with the one on your shop page. • Don't use this attribute to specify the delivery time, as we have a separate field for that.

Detailed Product Description

Attribute	Specifications	How to provide the right information	How to avoid mistakes
-----------	----------------	--------------------------------------	-----------------------

<p>Brand</p>	<p>Mandatory</p> <p>Field name: Brand Type: Alphanumeric characters</p> <p>Example: Adidas, Nike, Villeroy & Boch</p>	<ul style="list-style-type: none"> • Provide this attribute for every product with a clearly associated brand or manufacturer. • Use the name of the brand that online shoppers will recognize. • If you are the product manufacturer, provide your store name as the brand. 	<ul style="list-style-type: none"> • If a product doesn't have a brand, don't fill in this attribute. Don't use values such as 'N/A', 'Generic', 'No brand', or 'Does not exist.'
<p>Category</p>	<p>Mandatory</p> <p>Field name: TopCategory Type: Alphabetic characters</p> <p>Example: Furniture > Table > Coffee table, Fashion > Dresses > Summer dresses</p>	<ul style="list-style-type: none"> • Providing this attribute ensures that your products are assigned to proper categories and subcategories on our platform. • Starting with the broadest category after "Home" or "Fashion", use the full breadcrumb structure to provide precise information (for example, "Furniture > Table > Coffee table" is more precise than just "Coffee table"). In this way, you make sure our users will be able to find your product in their more specific searches. This can increase your product's visibility, bring you more clicks and convert more sales. 	<ul style="list-style-type: none"> • Don't specify more than one category attribute in the breadcrumb structure (for example, "Furniture > Chairs & Armchairs" is wrong, while both "Furniture > Chairs" or "Furniture > Armchairs" are right).
<p>Energy class</p>	<p>Mandatory (for light sources and some other electronic products)</p> <p>Field name: Energy class Type: Alphabetic characters</p> <p>Accepted values: A, B, C, D, E, F, G</p>	<ul style="list-style-type: none"> • Provide this attribute for every product for which it is required by EU law, e.g. light bulbs and lamps. • Providing this attribute enables us to show the arrow symbol with the energy class of your product next to it on our website. • Providing this attribute will enable users to filter by energy class (from A to G). 	
<p>Energy class</p>	<p>Essential (for light sources and some other electronic products)</p> <p>Field name: Energy label Type: Image URL</p> <p>Accepted formats: non-animated GIF (.gif), JPEG</p>	<ul style="list-style-type: none"> • Provide an image URL with the energy label for each product for which it is required by EU law, e.g. light bulbs and lamps. • The image URL must start with http or https. 	<ul style="list-style-type: none"> • Always test your image URL to make sure it works properly. A URL needs to follow specific format conventions to be correct.

	<p>(.jpg/.jpeg), PNG (.png), BMP (.bmp), and TIFF (.tif/.tiff)</p> <p>Example: https://www.label2020.eu/fileadmin/_processed_/9/7/csm_new-label-main-features_45dbb95898.png</p>		
Product information sheet	<p>Essential (for light sources and some other electronic products)</p> <p>Field name: Product informations sheet Type: Image URL</p> <p>Accepted formats: PDF</p>	<ul style="list-style-type: none"> • Provide a product information sheet for each product for which it is required by EU law, e.g. light bulbs and lamps. • A product information sheet should be provided in the form of a clearly legible PDF. The link used for accessing the PDF must clearly indicate that it leads to 'Product information sheet'. 	
Age Group	<p>Essential (for all products in UK and US sizes)</p> <p>Field name: Age Group Type: Alphabetic characters</p> <p>Accepted values: newborn / newborns (up to 3 months old), infant / infants (between 3-12 months old), toddler / toddlers (between 1-5 years old), kid / kids (between 5-13 years old), adult / adults (teens or older)</p>	<ul style="list-style-type: none"> • Provide this information to communicate your product's target users' age group. • Combined with Size and Gender, this attribute allows us to show your products with standardized sizes. • This attribute is mandatory if you provide shoe sizes in the UK or US size systems. • This attribute is essential if you provide shoe sizes in the size systems of EU or Mondopoint. 	

<p>Color</p>	<p>Essential</p> <p>Field name: Color Type: Alphabetic characters</p> <p>Example: red, black, light blue, red/black/blue</p>	<ul style="list-style-type: none"> • Provide this attribute for all your products that vary by color to let users find them in the respective filter. • If a product is available in more than one color, provide all the color variants as separate products - each with its own SKU and picture URL. • For colorful products, you can specify one main color followed by up to two secondary ones and separate them with a slash (/). Your product will be then assigned only to the main color (for example, "red/black/blue" will be assigned to "red"). • For products in the living category, if they are made of wood or have a wood finish, please specify the main color (for example, brown). 	<ul style="list-style-type: none"> • Don't assign more than one main color to your product. • Don't use numbers (for example, 0, 2, 4) or alphanumeric color codes (for example, #fff000). • Don't describe the color using material names (for example, when describing the color of a table, Don't put "wood" but "brown"). • Don't enter in this field any value that is not a color (for example, N/A, men's or women's). • Don't use any references, for example, to an image (such as "see image"). • Don't enter ambiguous color descriptions in this field (for example, "Havana", "mud", "watermelon", "pea", or "oyster").
<p>Gender</p>	<p>Essential</p> <p>(for all products that vary by gender)</p> <p>Field name: Gender Type: Alphabetic characters</p> <p>Accepted values: men, women, unisex, boys, girls</p>	<ul style="list-style-type: none"> • Provide this attribute so that users can find your product when filtering by gender. Combined with Size and Age Group, this attribute allows us to show your products with standardized sizes. 	<ul style="list-style-type: none"> • Don't use "unisex" as kids' gender attribute. We only use it in relation to adults (men/women).
<p>Item Quantity</p>	<p>Essential</p> <p>(if relevant for distinguishing different products in a set of variants)</p> <p>Field name: Name or description Type: Alphanumeric characters</p> <p>Example: pack of 10</p>	<ul style="list-style-type: none"> • You can put this attribute either in the Product Name or in the Product Description field. The quantity details given in the Name field are visible to users immediately, those given in Description are used for filtering. • Indicate how many products are included in one multipack. For example, if you sell 5 products as a bundle, indicate 5 here. 	

<p>Material</p>	<p>Essential</p> <p>Field name: Material Type: Alphanumeric characters Character limit: 100</p> <p>Example: cotton, polyester, lycra, suede, wood</p>	<ul style="list-style-type: none"> • Add this attribute for all your products that vary by material. It is essential if the material or fabric is a decisive factor in your target customers' search queries and /or purchase decisions. • Specify your product's main fabric or material (for example, cotton, wood, glass). • If your product is made from more than one type of material, you can specify the main one and add up to two secondary ones, separating them with a slash (for example, cotton/polyester/lycra). 	<ul style="list-style-type: none"> • Don't use terms or abbreviations that users might not understand (e.g. "calf" instead of "calfskin"). • Don't specify the material used for specific parts of the product (for example, of a shoe: shoe upper - calf leather, interior - synthetic fiber, surface material - buffalo leather, sole - rubber).
<p>Size</p>	<p>Essential</p> <p>Field name: Size Type: Alphanumeric characters</p> <p>Example: Fashion: L, 40 Shoes: 40 EU, 41.5 EU, 12 US, 12 UK, 41/42 EU Kids Fashion: 1 Month, 4-6 Months, 104, 122 Furniture: width: 90 cm, height: 150 cm, depth: 20 cm</p>	<ul style="list-style-type: none"> • Use the size attribute to specify the standardized size of your product. • Provide each size variant of your product as a separate product with a unique SKU. • If your product fits two sizes or falls in-between, provide both values, separated by a slash (/). • Provide values for half-sizes with a dot separator. • Provide the size specification for the whole of your product, not its particular parts. If you want to specify the sizes of the product's separate parts, do it in the Product Description. • We use different size systems for the fashion, shoes, and living categories. Check the examples of the accepted values for each of these categories. 	<ul style="list-style-type: none"> • Don't give a shoe size without specifying the country unit [UK, US, EU, MP].