

The logo for Shopzilla Business Services, featuring a stylized shopping cart icon with orange and red flames on the left, followed by the text "shopzilla" in a bold, lowercase sans-serif font, and "business services" in a smaller, lowercase sans-serif font to its right.

**PRODUCT LISTINGS DATA FEED SPECIFICATION**

**Last Updated May, 2007**

**About this Document**

The Shopzilla Product Listings Data Feed Specification (Feed Spec) details the format, content and delivery methods of a Shopzilla Product Listings Data Feed (Data Feed), which represents the products you want to list on Shopzilla.

The document is divided into FOUR SECTIONS.

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## SECTION 1: DATA FEED FILE FORMAT

ACCEPTED FILE FORMAT: ASCII tab-delimited text file

PREFERRED FILENAME: shopzilla\_feed.txt

ADDITIONAL REQUIREMENTS:

- The Data Feed must contain a header row; the column sequence must adhere exactly to the column sequence of the sample header displayed below
- Each line must contain EXACTLY one product listing.
- There must be 15 columns per line, with a TAB between each column (each row in the data feed must have 15 columns)
- Do not omit any required fields
- Do not include spaces, dates or version-related information in the filename.
- Do not submit an XLS or CSV file
- There should be only one line break (<ENTER> key) at the END of each line. **Multiple line breaks (or carriage returns) will result in processing errors**
- **DO NOT INCLUDE HTML OR CONTROL CHARACTERS IN ANY PORTION OF YOUR DATA FEED**

DATA FEED HEADER ROW:

The file should contain a header row to indicate the order and content of the fields. There must be 15 columns in the feed, and the columns *MUST* be in the following order:

| 1         | 2   | 3      | 4            | 5    | 6         | 7    | 8     | 9         | 10          | 11        | 12  | 13         | 14  | 15     |
|-----------|-----|--------|--------------|------|-----------|------|-------|-----------|-------------|-----------|-----|------------|-----|--------|
| Category* | Mfr | Title* | Description* | URL* | Image URL | SKU* | Stock | Condition | Ship Weight | Ship Cost | Bid | Promo Text | UPC | Price* |

\* REQUIRED FIELD

Shopzilla has provided Data Feed file templates that you may use to create your data feed.

- Microsoft Excel version ([https://merchant.shopzilla.com/pp/resources/us/sample\\_datafeed.xls](https://merchant.shopzilla.com/pp/resources/us/sample_datafeed.xls))
- TAB-delimited text version ([https://merchant.shopzilla.com/pp/resources/us/sample\\_datafeed.txt](https://merchant.shopzilla.com/pp/resources/us/sample_datafeed.txt))

If using the Excel template, please remember to save the file as TAB-delimited text. Simply click File > Save As > Save as Type and select Text (TAB delimited) (\*.txt). Give the file a name and Save.

## SECTION 2: DATA FEED CONTENT

| Field Name                             | Description   | Examples  |
|--|---|---|
| Category<br>(Required)                 | <p>Use this column to designate the exact Shopzilla category where you'd like the product to appear.</p> <p>Optimal Value:<br/>Enter the Shopzilla Category Identification (CID) number that corresponds to the target Shopzilla category where you want your product to appear. For a complete list of CIDs, access the link below:<br/><a href="http://merchant.shopzilla.com/oa/general/taxonomy.xpml">http://merchant.shopzilla.com/oa/general/taxonomy.xpml</a></p> <p>Alternative<br/>Enter the name of the category where this product appears in your online store. If you do not use a Shopzilla CID, we cannot guarantee that your product will appear in the preferred category on our site.</p> | <p>Optimal:<br/>Enter <i>10110000</i> to designate Women's Shoes</p> <p>Alternative:<br/>Enter <i>Women's Shoes</i></p>   |
| Manufacturer<br>(Strongly Recommended) | The <u>manufacturer, brand or publisher</u> of the product.   | Sony  |
| Title<br>(Required)                    | The <u>product name</u> ; it should contain accurate representation of the product listed. Do NOT include HTML or control characters; doing so will result in errors and inaccurate display of your product   | Marc Jacobs Stella Handbag<br>Canon PowerShot A620  |
| Descriptions<br>(Required)             | The <u>product description</u> should accurately represent the <u>product</u> listed. Do NOT include HTML or control characters; doing so will result in errors and inaccurate display of your product.   | Soft calf leather handbag with double adjustable straps. Top zip closure. Two front and side exterior pockets with signature pushlock closure                               |
| URL<br>(Required)                      | The <u>URL to which you want to link buyers when they click</u> on your product listing; preferably the product page on your site. The URL must begin with <a href="http://">http://</a>  | <a href="http://www.amazon.com/gp/product/0385504209/">http://www.amazon.com/gp/product/0385504209/</a>   |
| Image URL<br>(Required)                | The <u>image URL</u> should link to an image file associated with product. The URL must begin with <a href="http://">http://</a> and should be in the following format:<br><a href="http://www.merchantname.com/product01.jpg">http://www.merchantname.com/product01.jpg</a>  | <a href="http://images.amazon.com/images/P/0385504209.01_SS500_SCLZZZZZZ_V51187057_.jpg">http://images.amazon.com/images/P/0385504209.01_SS500_SCLZZZZZZ_V51187057_.jpg</a> |
| SKU<br>(Required)                      | The <u>SKU must contain a unique identifier</u> for each product listed. SKU is used in conjunction with Manufacturer & UPC/EAN to map your listing to known consumer products.   | Use ISBN for books<br>Use UPC for Music & Movies<br>Use Mfg Part Number for Computer Hardware & Software<br>Use Mfg Model Number for Electronics                            |
| Stock<br>(Required)                    | Stock designates the <u>quantity of products currently on-hand</u> or if the product is in-stock. Use a numerical value to represent quantity in-stock; alternate designations include: In-Stock, Back-Order, Pre-Order, Out of Stock, Limited Quantity, Special Order, See Site  | 100 to represent 100 units in stock<br>In-Stock   |

## SECTION 2: DATA FEED CONTENT (continued)

| Field Name                            | Description  | Examples  |
|---------------------------------------|--|---|
| Condition<br>(Recommended)            | Condition designates the state of the product. If left blank, the value defaults to New. Use either: New, Refurbished, Used, Open Box or OEM   | New<br>Refurbished  |
| Ship Weight<br>(Strongly Recommended) | Use Ship Weight to designate the <u>shipping weight of your product in pounds</u> . This field is required if you wish to express shipping costs based on FedEx or UPS rates, by zip code. | 1.0 to designate a shipping weight of 1 pound.                  |
| Ship Cost<br>(Strongly Recommended)   | Use Ship cost to designate the <u>cost shipping the product within the United States</u> .<br>Enter 0 or 0.00 to designate Free Shipping   | 3.45 to designate \$3.45 as the cost to ship the item in the US |
| Bid                                   | Use Bid to designate a product-level bid or use the Shopzilla Bidding Tool to set subcategory bids.  | 0.75 to designate a bid of \$0.75                               |
| Promo Text                            | Use Promo Text to <u>specify up to two promotional designations</u> . See Product Listings Data Feed Appendix for valid designations   | 20 22   |
| UPC<br>(Strongly Recommended)         | Use UPC to designate the fully qualified, 12 digital Universal Product Number (or European Article Number if UPC is not available).  | 192837465012  |
| Price<br>(Required)                   | The product price, in US Dollars. Do not include a \$ symbol   | 18.00 to represent \$18.00                                      |

## SECTION 3: DATA FEED DELIVERY OPTIONS & SUPPORT

### Submitting Your Feed

Once you have successfully created the feed and it meets the specifications outlined, log in to your account at the Business Services website to submit the feed.

1. Log in: <http://merchant.shopzilla.com/index.xpml>
2. Click Manage Listings tab:  
[https://merchant.shopzilla.com/pp/product\\_inventory/index.xpml](https://merchant.shopzilla.com/pp/product_inventory/index.xpml)
3. Click the link to Submit & Update Product Listings Data Feed to see the feed submission options:  
[https://merchant.shopzilla.com/pp/product\\_inventory/submit\\_inventory/index.xpml](https://merchant.shopzilla.com/pp/product_inventory/submit_inventory/index.xpml)
4. Select the option that best fits your store's inventory, and a wizard will guide you through the rest of the process.

**New feeds may take up to 72 hours for initial processing.**

### Contacting Shopzilla Merchant Services Support

You may contact the Shopzilla Merchant Services Team directly with any questions or issues regarding your listings on Shopzilla.com and BizRate.com. To submit an issue:

1. Click here: <http://merchant.shopzilla.com/index.xpml> to log in to your account at the Business Services website
2. Click the "Contact Us" link
3. Fill out the form to describe the nature of your issue and click "Submit"

Support response times during business hours (8am – 6pm Pacific Time) are usually within 1 day

## SECTION 4: DATA FEED CONTENT APPENDIX

The Data Feed Content Appendix provides detailed information about each of the fields of data that Shopzilla collects in the Product Listings Data Feed.

### Category

Required: **Required Field**

Field Type: Alpha Numeric

Use the Category field to designate the Shopzilla category where your product listing should appear. To designate the target Shopzilla Category, you may enter the Shopzilla Category Identification number in this column. For a list of all Shopzilla Category Identification numbers, click the link below.

<http://merchant.shopzilla.com/oa/general/taxonomy.xpml>

An alternate method of designating the Shopzilla category is to provide the category path (breadcrumb) that the product is assigned to on your site, i.e., Clothing & Accessories > Women's Shoes > Women's Athletic Shoes.

However, if you do not use a Shopzilla Category Identification number to designate the target category, Shopzilla cannot guarantee that your product will be displayed in the target category; instead, your products may appear in the miscellaneous "Others" category.

#### Helpful Hints:

- Only specify ONE Shopzilla Category ID per product listing
- Do not use BOTH the Shopzilla Category ID and text within the same field.
- Do not include decimals in the Shopzilla Category ID

### Manufacturer (Strongly Recommended)

Required: **Strongly Recommended**

Field Type: Alpha Numeric

The Manufacturer field should contain the manufacturer name, brand name or publisher of the product. Consumers often search by Brand or Manufacturer, so include this whenever available.

Shopzilla uses the Manufacturer (or Brand) data along with SKU and UPC to match your products to our product catalog. In certain product categories, Shopzilla has identified, "known consumer products". All listings that match one of those products are compiled under a Compare Stores & Prices page for that product.

For example, to appear on the Canon EOS Digital Rebel Compare Stores & Prices page, Shopzilla uses the Manufacturer data (along with SKU data) to list the merchants that see this item. To access the Compare Stores & Prices page for the Canon EOS Digital Rebel, click the link below:

<http://www.shopzilla.com/12 - cat id--402 prod id--296892580>

#### Helpful Hints:

- Do not use your store's name in this field; if the Manufacturer of the product is unknown, leave this field blank.

## SECTION 4: DATA FEED CONTENT APPENDIX (continued)

### Title (Required Field)

Required: **Required**

Field Type: Alpha Numeric (100 max characters)

The Title field should contain accurate and relevant information about the product listed. To create effective Titles, you may need to modify the title (or product name) as it appears in your online store. Below are examples of Titles for various product types.

#### Optimal Titles for Hard Good Products (Computers, Electronics, Appliances, etc.):

Titles for hard good products, such as computers, electronics and appliances, should adhere to the following format.

| MANUFACTURER / BRAND | MODEL NUMBER              | PRODUCT CATEGORY |
|----------------------|---------------------------|------------------|
| Canon                | PowerShot SD40            | Digital Camera   |
| Apple                | MacBook Pro 2 GH Core Duo | Laptop Computer  |

#### Optimal Titles for Media Products (Books, Movies & Music.):

Titles for media products, such as books, movies and music, should adhere to the following format.

| TITLE                        | AUTHOR, ARTIST | FORMAT     |
|------------------------------|----------------|------------|
| <i>The Da Vinci Code</i>     | Dan Brown      | Hard Cover |
| <i>Star Wars: A New Hope</i> | George Lucas   | DVD        |

#### Optimal Titles for Soft Good Products (Clothing, Furniture, Jewelry, etc):

Titles for soft goods such as clothing, furniture, jewelry, etc., should adhere to the following format.

| BRAND / MANUFACTURER | STYLE/COLOR/MATERIAL | (GENDER) PRODUCT TYPE |
|----------------------|----------------------|-----------------------|
| Marc Jacobs          | Stella Black Leather | Handbag               |
| Ralph Lauren         | Red Pima Cotton Polo | Women's Shirt         |
| Quicksilver          | Puerto Rico Green    | Men's Board Shorts    |

#### Helpful Hints:

- **Do not include HTML or Control Characters in your Titles; doing so will result in errors.**
- Do not misrepresent, include promotional or extraneous information in the Title. Shopzilla maintains editorial oversight on all content submitted and may elect to remove listings or discontinue the offending account if the title is deemed inaccurate, confusing, or contains "spam."

## SECTION 4: DATA FEED CONTENT APPENDIX (continued)

### Description

Required: **Required**

Field Type: Alpha Numeric (1000 max characters)

The Description should complement your product's Title. It should contain additional relevant information about the product to help shoppers determine whether the product matches what they are looking for; this will further qualify the leads you receive.

#### Helpful Hints:

- Do not include HTML or Control Characters in your Descriptions; doing so will result in errors.
- Do not include quotation marks or any line breaks in your Descriptions.
- Do not misrepresent, include promotional or extraneous information in the Descriptions. Shopzilla maintains editorial oversight on all content submitted and may elect to remove listings or discontinue the offending account if the title is deemed inaccurate, confusing, or contains "spam."

### Product URL (Required Field)

Required: **Required**

Field Type: URL

Provide the URL to which you want to link buyers when they click on your product listing; preferably the product page on your site. The URL must begin with http://

#### Helpful Hints:

- URL should link directly to the product page on your site where the consumer can purchase exact item listed.
- URL should be in the following format: <http://www.merchantname.com/product01.html>.
- Be sure to include the protocol at the beginning of all URLs (i.e.: http://).
- Do not enclose the URLs in quotation marks (i.e. "http://www.merchantname.com/product01.html").

### Image URL (Required Field)

Required: **Required**

Field Type: URL

This field should contain the URL to a valid image file associated with the product listing. Shopzilla will download the image and size for appropriate display on our site. To attain your image URL, simply right-click on the image on your website, go to Properties, and the Address (URL) is the information we'll need you to put in your listings.

#### Helpful Hints:

- Images must have a size of at least 100x100 pixels (though a more optimal size would be 200x200 pixels).
- Image URL should be in the following format: <http://www.merchantname.com/product01.jpg>.
- Be sure to include the protocol at the beginning of all URLs (i.e. http://).
- Shopzilla does not process images hosted at an https:// location.
- Shopzilla does not process animated images.
- Do not enclose the image URLs in quotation marks (i.e.: "http://www.merchantname.com/product01.jpg").

## SECTION 4: DATA FEED CONTENT APPENDIX (continued)

### SKU

Required: **Required**

Field Type: Alpha Numeric

The SKU field must contain a unique identifier for each product listed in a feed. Along with Manufacturer and UPC, the SKU is one of the most important fields in the data feed and **should never be omitted**. Shopzilla uses SKU to:

- Match your product to “known consumer products”, i.e., Canon PowerShot SD40 or *The Da Vinci Code* in hardcover
- Uniquely identify your products within our database, thereby enabling us to reflect changes and modifications that may make to specific product listings in your data feed.

Please enter the following values in the SKU field for the product types listed below:

| Product Category   | Value to Enter in SKU     |
|--|---------------------------|
| Electronics, i.e, DVD Players, Camcorders, etc.              | Manufacturer Model Number |
| Computer Hardware, i.e., Computers, drives, processors, etc. | Manufacturer Part Number  |
| Computer Software  | Manufacturer Part Number  |
| Books  | ISBN                      |
| Music  | UPC                       |
| Movies   | UPC                       |
| Video Games  | UPC                       |

#### Helpful Hints:

- When updating your data feed, do not change the SKUs for products that you have previously submitted. Changing the SKU will result in us not being able to match the products in your feed with previously submitted products.
- Do not leave any SKU field blank.
- Do not use the same SKU for more than one product; each SKU must be unique.

### Stock

Required: **Required**

Field Type: Alpha Numeric

Use the Stock field to indicate the quantity of product currently available for a given product listing. Providing this information will allow Shopzilla to display your product’s availability before shoppers click to your site.

Populate this field with either a numeric value or one of these phrases:

|              |                  |               |          |
|--------------|------------------|---------------|----------|
| In Stock     | Back-Order       | Pre-Order     | See Site |
| Out of Stock | Limited Quantity | Special Order |          |

#### Helpful Hints:

- Please use the exact wordings if you wish to designate your availability using the above phrases.

## SECTION 4: DATA FEED CONTENT APPENDIX (continued)

### Condition

Required: **Recommended**

Field Type: Alpha Numeric

Use the Condition field to indicate the condition of a given product listing. Providing this information will allow Shopzilla to display your product's condition before shoppers click to your site.

Populate this field with one of these phrases:

|          |             |      |
|----------|-------------|------|
| New      | Refurbished | Used |
| Open Box | OEM         |      |

#### Helpful Hints:

- The default Condition is "New" if this field is left blank
- Please use the exact wordings if you wish to designate your conditioning using the above phrases.

### Shipping Weight

Required: **Strongly Recommended** (use if you have calculated shipping costs)

Field Type: Numeric

Use the Shipping Weight to designate, in pounds, the shipping weight of your product.

If your store's shipping costs are determined based on an item's weight, Shopzilla strongly recommends that you provide this information. Shopzilla will utilize this information in conjunction with the information that you provide in our Shipping Tool, which may access at the URL below (login required)

[https://merchant.shopzilla.com/pp/store\\_contact/shipping/domestic.xpml](https://merchant.shopzilla.com/pp/store_contact/shipping/domestic.xpml).

#### Helpful Hints:

- Use only numbers in this field, no text.
- Make sure your postal code information from your account page (Account Management > Store Information) is the zip code you are shipping from.
- If you offer flat-rate shipping, you do not need to enter this information

### Shipping Cost

Required: **Strongly Recommended** (use if you have flat rate shipping costs)

Field Type: Numeric

The Shipping Cost Field should contain the lowest amount a buyer would be required to pay to have that product, and that product ONLY, shipped. If you charge a flat rate for shipping, regardless of a recipient's location, include that flat rate in this field for the relevant item.

#### Helpful Hints:

- To show free shipping, enter zero (as a numeric value) in the Shipping Cost field
- If adding Shipping to the feed, use only numbers in this field, no text.
- Remember: Shipping included in the feed OVERRIDES rules set in the Shipping Tool.
- Do not include a dollar sign or commas in this field.

## SECTION 4: DATA FEED CONTENT APPENDIX (continued)

### Bid

Required: Optional

Field Type: Numeric

**Bid is an Optional field that can be used to set Cost-Per-Click bids on a product-by-product basis.** Your options, with respect to setting your Cost-per-Click Bids are to:

- Place product-level bids in the feed
- Use the Bidding Tool in the Business Services website to set subcategory-specific bids
- Do a combination of the two.

To place a product-specific bid in the feed, simply include the CPC price at which you would like to advertise that product. Please use a currency value such as 0.35.

#### PLEASE NOTE:

- **Any product level bids placed in the feed will OVERRIDE any bids placed in the Bidding Tool.**
- **If you leave the product bid field blank, your bid will default to the subcategory bid in the Bidding Tool.**
- **If you place a product bid below the minimum CPC rate, your bid will default to minimum CPC rate in that subcategory.**
- To use only the Bidding Tool for subcategory-specific bids, simply leave the bid field blank in the feed. For a list of minimum bids by category, click the following link (login required): [https://merchant.shopzilla.com/pp/resources/us/min\\_bid\\_rate\\_card.pdf](https://merchant.shopzilla.com/pp/resources/us/min_bid_rate_card.pdf).

### Promotional Text

Required: Optional

Field Type: Numeric Code

While not required, you may use this field to specify UP TO TWO of the following promotional designations that pertain to individual listings in your product listings file. This field MUST contain SPACE SEPARATED, whole number values, from the list of options below. For example, if you want designate that your store is an "Authorized dealer and offers a Gift with Purchase" for a given product in your listings file, indicate this by entering the values "1 8" in the column labeled Promo Des in your listings file (NOTE THAT THE WHOLE NUMBER VALUES ARE SEPARATED BY SPACES).

| Promotional Designation   | Code |
|---------------------------|------|
| Authorized Dealer         | 1    |
| See Site For Better Price | 2    |
| Same Day Shipping         | 3    |
| Kit Special               | 4    |
| 2-3 Day Shipping          | 5    |
| Store Pickup Available    | 6    |
| Price Before Rebate       | 7    |
| Gift with Purchase        | 8    |
| Buy Direct from Mfr       | 9    |
| Extended Warranty         | 10   |

| Promotional Designation     | Code |
|-----------------------------|------|
| Credit Application Required | 12   |
| Downloadable Software       | 13   |
| Shipped from Mfr            | 14   |
| Limited Time Offer          | 15   |
| Rebate Available            | 16   |
| 7-14 Day Shipping           | 17   |
| 2-4 Week Shipping           | 18   |
| % Off Special Offer         | 19   |
| Downloadable format         | 20   |
| Overseas Merchant           | 21   |

| Promotional Designation             | Code |
|-------------------------------------|------|
| Price before \$30 rebate            | 23   |
| Price before \$50 rebate            | 24   |
| Price before \$100 rebate           | 25   |
| Free Printer Offer                  | 26   |
| Free Gift Card                      | 27   |
| Product free with service agreement | 28   |
| Financing Options                   | 38   |
| 1-2 Day Shipping                    | 39   |
| Live Chat Support                   | 40   |
| Guaranteed Christmas Delivery       | 41   |

|                           |    |                          |    |                              |    |
|---------------------------|----|--------------------------|----|------------------------------|----|
| Earn store loyalty points | 11 | Price before \$25 rebate | 22 | Guaranteed Next Day Delivery | 42 |
|---------------------------|----|--------------------------|----|------------------------------|----|

**Helpful Hints:**

- The field must contain SPACE-SEPARATED whole number values from the list above. Example: To designate that your store is an “Authorized Dealer” and has a “Rebate Available” for a product, indicate by entering the values “1 16” in the feed. Do not separate values with commas

## SECTION 4: DATA FEED CONTENT APPENDIX (continued)

### UPC

Required: **Strongly Recommended**

Field Type: Numeric

Use the UPC field to specify the UPC number associated with your product listing. **Providing your product's UPC number is one of the single most effective techniques you can use to ensure the optimal display of your product listings in our search results.**

**Helpful Hints:**

- Do not remove from or inject into the standard UPC code any characters whatsoever or break-up the code into sections as this can seriously impede Shopzilla's ability to correctly identify and verify your entry.

### Price

Required: **Required**

Field Type: Numeric

The price field should reflect full cost the consumer is asked to pay when linking to the product on your website.

**Helpful Hints:**

- Use only numbers in this field, no text.
- Do not use symbols (\$), commas, or quotation marks.
- Do not include any rebates, coupons, or bulk discounts in Price.
- Ensure that the price provided is the exact price the consumer pays for the product at your checkout page. Incorrect or misleading pricing frustrates the consumer and is subject to removal from our site, or termination of offending account when identified.
- Price must be the cost of the product before any tax or shipping.