

1. Data Content / Fields (CSV / TXT file)

<u>OBLIGATORY</u>	<u>STRONGLY RECOMMENDED</u>	<u>OPTIONAL</u>
<p>name Product name should contain the brand name! Text field max. 200 characters. e. g. Epson Stylus Color 850</p> <p>deepLink URL linking directly to the product on your site. If your shop software doesn't support deep-links please enter the URL of your homepage in this column. Text field max. 250 characters. e. g. http://www.exampleshop.co.uk/prod.cgi?id=113989</p> <p>prices Please enter only prices, not currency. Don't use a thousand separator. Round up to 2 digits after the decimal point. e. g. 1138.99</p>	<p>productID Unique product identification number. Known standards are (sorted by priority):</p> <ol style="list-style-type: none"> 1. European Article Numbers (EAN or UPC) (e.g. 018208898275) 2. Manufacturer Part Numbers (e. g. 51MF8000AA000) 3. ISBN (e. g. 3-89940-172-7) <p>vendor_code Product number from data vendors.</p> <ol style="list-style-type: none"> SKU from CNET (e. g. S1426239) Techdata Product Number (e. g. 123456) <p>delivery Availability or delivery time. Text field max 30 characters. e. g. in stock</p> <p>merchantCategory Text field max 255 characters. e. g. Computer>Components>Webcams</p> <p>description Text field max 4000 characters. e. g. The inkjet-printer made for photo printing....</p> <p>shippingCost Text field max. 50 characters. e. g. GBP 8.00</p>	<p>offerID Your internal offer number. Max. 50 characters. e. g. 647a_BCD</p> <p>brand Text field max 100 characters (should already be in the Name field) e. g. Epson</p> <p>imageURL gif or jpg images Text field max. 250 characters e.g.http://www.exampleshop.co.uk/images/123.jpg</p> <p>currency Text field max 30 characters. e. g. GBP</p> <p>promotionText Text field max. 30 characters. e. g. 30% off</p>

2. File Structure

Example of the structure required:

merchantCategory	productID	offerID	name	brand	description	deepLink	imageURL	delivery	shippingCost	prices	promotionText

Each data set in your file MUST HAVE the same number of fields. You can keep fields empty, but do not delete them.

Please use one of the following field separators: "|", ";", or TAB

Please try to insert the field names as first line of your file.

Example of a data set:

Printers|mpn:51MF800AA000|ABC1234|Canon S520|Canon|Printer for...|http://www.abc123.com/canon520.htm|http://www.abc123.com/canon520.jpg|24H|£5.00 |175.75

3. Data Update

Please provide us with a csv / txt file or an xml access located at a permanent URL for the updates. Do not include any frame or redirected pages or HTML codes.
e. g. <http://www.exampleshop.co.uk/data/ciao.csv>

We will fetch your file daily, usually between 6 p. m and 11.30 p. m. If you want us to fetch your data at a certain time each day, please let us know.
You can upload your file via FTP as well. Please contact us and we'll create an FTP account for you.

Additionally please provide us with your company logo in 80x30 px.

If you have any questions – please do not hesitate to contact us!
<mailto:integration-uk@ciao.com> for technical support or contact your sales manager at Ciao.
We are looking forward to working with you!