

## Structure of a correct form of an XML product feed

### Important recommendations for creating an XML feed

- An XML feed is usually generated from the shop database and is always available on-line on your server for automatic actualisation (for example, on the address [www.abcde.sk/bluewinston.xml](http://www.abcde.sk/bluewinston.xml)). An XML feed mustn't be generated on-line when dialing an URL link (we don't accept XML feed in form of .php script, only XML files). You can use XML feeds already generated for comparison shopping engines.
- Coding - use Windows - 1250 or utf-8
- In the feed use only text without HTML tags (for example, product descriptions should be without text breaks, bullets, etc.), which decrease the readability of the text and descriptions won't be displayed correctly. Insert texts in XML into CDATA section, i.e. `<![CDATA[insert text here]]>`.
- In the category of items `<CATEGORY>` we would like to ask you to state the whole path, e.g. Computers and office > PC components > Coolers, not only Coolers. The category has to be specific. Products in ambiguous categories doesn't have to be paired.
- In case that there are several models or types in the database, as in an example of the product "SAMSUNG **UE40J5100**" the `<MODEL>UE405100</MODEL>` represents the model, it is convenient to indicate it in a separate tag as described above.
- The obligatory feature is stating the number of stock items. The advertising will pause itself, if you don't have items in stock. Ads can be also paused when you leave them out of the XML feed! Simultaneously, the number of stock items can be displayed in ads.
- In case of pictures, refer to pictures with the highest resolution possible. Pictures has to be without a watermark with a minimal resolution of 350x350px.
- The more data you use in the feed, the better you can generate ads and key words.
- The feed has to be valid, which means that if you open it in a browser the file has to be uploaded completely. If it isn't working, it's necessary to find a mistake in the feed and correct it.
- State the prices in EUR (or in your currency)
- **NEVER USE embedded parameters `<params><param>` !!!** Determine each attribute/parameter as an independent tag, which can be later defined when creating campaigns via [BlueWinston.com](http://BlueWinston.com).

## The feed includes two types of parameters

- **obligatory** - the feed cannot be processed without these parameters
- **recommended** - they make the creation of ads, the defining of campaign and key words easier

## Obligatory parameters in an XML data feed

TAG name	Description	Example
<b>PRODUCTNAME</b>	Product Name maximum length of 255 characters. Capitalize the first letter, capitalizing only when necessary.	<p><b>Correctly:</b> Canon EOS 600D</p> <p><b>Incorrectly:</b> GARDEN GRILL</p>
<b>PRICE_VAT</b>	The final price including VAT, recycling and any other fees (excluding transport prices of goods). Decimal points are marked by periods.	<p><b>Correctly:</b> 290.97 19.97</p> <p><b>Incorrectly:</b> 3 150 1.990,00</p>
<b>CATEGORY</b>	Category to which is your product assigned based on your record. Each level of categories is separated by an arbitrary sign. For example ">".	<p><b>Correctly:</b> Computers &gt; Laptops &gt; 13" laptops</p> <p><b>Incorrectly:</b> 13" laptops</p>
<b>URL</b>	Link (URL) to the product without any tracking parameters. Additional tracking parameters will the BlueWinston system add itself to the end of URL links.	<p><b>Correctly:</b> <a href="http://www.abcde.sk/prod.php?id=99">http://www.abcde.sk/prod.php?id=99</a></p> <p><b>Incorrectly:</b> <a href="http://www.abcde.sk">www.abcde.sk</a> <a href="http://www.abcde.sk/prod.php?id=99?utm_source=google">www.abcde.sk/prod.php?id=99?utm_source=google</a></p>

## Recommended parameters in an XML data feed

TAG name	Description	Example
<b>MANUFACTURER</b>	Name of manufacturer/brand name. Don't add any other data, e.g. manufacturer's identification number. If the manufacturer isn't accessible, this tag has to remain empty.	<b>Correctly:</b> CASIO Casio  <b>Incorrectly:</b> 328
<b>IMG</b>	Link (URL) to the product picture. If the picture is available in several sizes, insert the link with the best quality. Don't send "Picture is not available". In case that no picture is available, leave this box empty. Pictures have to be without watermarks. <b>IMG is used mainly when creating a data feed for dynamic product retargeting in Google Display.</b>	<b>Correctly:</b> http://www.abcde.sk/images/99.jpg  <b>Incorrectly:</b> /images/99.jpg (give exact address)
<b>CATEGORY_LAST LEVEL</b>	Name of a lowest possible level of product category. So if a product belongs to a category "Computers > Laptops > 13" inch Laptops", you add only "13" inch Laptops" to this tag. The tag will help you to create ad texts and key words.	<b>Correctly:</b> 13" laptops  <b>Incorrectly:</b> Computers > Laptops > 13" laptops
<b>MODEL</b>	Model series of a product, mostly used with electronics, computers, etc.. For example, "Samsung UE405100". This product has a model "UE405100" and the manufacturer is "Samsung". XML feed defined in this way is for the BlueWinston system easily readable and it helps when creating key words with tag combinations and when creating ad texts.	<b>Correctly:</b> UE405100  <b>Incorrectly:</b> LCD TV Samsung UE405100
<b>PRODUCTSIZE1</b>	Size of a product. For example, it's volume "150 ml" for cosmetics or perfumes, for shoes it's a size "45" or for tyres "180/60R16" / "180/60".	
<b>PRODUCTSIZE2</b>	Tyres have one more parameter and that is the tyre profile such as "R15", "R16", etc.	
<b>CUSTOMTAG1</b>	Any other product attribute such as colour.	
<b>CUSTOMTAG2</b>	Any other product attribute such as material.	

## The most common mistakes when creating an XML feed

- if an export doesn't include parameters such as <MANUFACTURER> or <CATEGORY>, it significantly decreases the ability of the BlueWinston software to define products on which should be advertised within a campaign.
- **Not replacing symbols (e.g. „&“, „<“, „>“) by entities**

<manufacturer>Dolce & Gabbana</manufacturer>

**It's necessary to change to:**

<manufacturer>Dolce & Gabbana</manufacturer>

or

<manufacturer><![CDATA[Dolce & Gabbana]]></manufacturer>

## An example of a correct XML feed

```
<?xml version="1.0" encoding="UTF-8" ?>
<SHOP>
  <SHOPITEM>
    <PRODUCTNAME><![CDATA[Philips 190WV7CS1 dark-blue]]></PRODUCTNAME>
    <PRICE_VAT>65.34</PRICE_VAT>
    <CATEGORY><![CDATA[Monitory > LCD > 19" monitors]]></CATEGORY>
    <MANUFACTURER>PHILIPS</MANUFACTURER>
    <URL><![CDATA[http://www.abcde.sk/index.php?page=prod_info&prod_id=407]]></URL>
    <IMG><![CDATA[http://www.abcde.sk/images/190WV7CS.jpg]]></IMG>
    <MODEL>190WV7CS1</MODEL>
    <CATEGORY_LASTLEVEL><![CDATA[19" monitors]]></CATEGORY_LASTLEVEL>
    <PRODUCTSIZE1><![CDATA[19" ]></PRODUCTSIZE1>
    <COLOR><![CDATA[dark-blue]]></COLOR>
  </SHOPITEM>

  <SHOPITEM>
    <PRODUCTNAME><![CDATA[Pirelli PZERO ASIMMETRICO 235/35 R18 86Y letné pneumatiky]]></PRODUCTNAME>
    <PRICE_VAT>317.94</PRICE_VAT>
    <CATEGORY><![CDATA[Pneumatiky > Letné pneumatiky]]></CATEGORY>
    <MANUFACTURER>Pirelli</MANUFACTURER>
    <URL><![CDATA[http://www.abcde.sk/index.php?page=prod_info&prod_id=407]]></URL>
    <IMG><![CDATA[http://www.abcde.sk/images/190WV7CS.jpg]]></IMG>
    <MODEL>PZERO ASIMMETRICO</MODEL>
    <CATEGORY_LASTLEVEL><![CDATA[Letné pneumatiky]]></CATEGORY_LASTLEVEL>
    <SIRKA><![CDATA[235]]></SIRKA>
    <PROFIL><![CDATA[35]]></PROFIL>
    <PRIEMER><![CDATA[18]]></PRIEMER>
  </SHOPITEM>
</SHOP>
```