

PSE Product Feed Guide

File Format

Files should be formatted and saved as a ****tab-delimited text file (TSV)****

Layout

All column headers need to exist in the file, regardless of if they are a required field. Header names should match exactly as defined.

Example Feed:

idPartnerProduct	sPartnerMfgName	sPartnerDeviceType	sModelName	sModelNumber	fPrice	sProductLink
45388	Cuisinart	Blender	5 Blade Ninja	BLND2934	45.00	http://www.example.com/cgi?prfibr=551

Column Definitions

idPartnerProduct * - *Required.* Your system's unique product id, used for mapping. Can not be empty and must not have duplicates.

sPartnerMfgName* - *Required.* Product manufacturer name. Used for mapping.

sPartnerDeviceType - Product device type. Used to help clarify a product if needed.

sModelName - Your "user-friendly" name of a product, if available. Makes product title more descriptive.

sModelNumber * - *Required.* Product manufacture model number. Used for mapping.

fPrice - Product current price. Used for analytics and to determine content acquisition priority.

sProductLink * - *Required.* Links back to a page on your retail site (usually your product detail page).

Any Field Marked with an asterisk () means that field is required to be populated, but all fields are required to be in the loader (non-required fields can have blank rows). For our automated product match/load to work, we still need a place holder for each column.*

Naming Convention

Files you should be in the following naming format: {YYYYMMDD}-{YourComapnyName}_PSELoad

*Example: "20130201-AcmeInc_PSELoad.txt" ****Saved as a Tab-delimited text file (TSV)*****