7pixel

trovaprezzi.it network

Technical guide to realize
your product catalog

Introduction

Create your product catalog by following these few steps: it will be quicker and easier to go online.

Your product catalog is the list of the offers you want to publish on Trovaprezzi.it Network. These instructions affect those involved in the implementation and maintenance of the product catalog, the webmaster and the advertiser.

You will find three sections:

1. Creation

Goal: at the end of the procedure defined in this section, you will have a correct product catalog, ready to be published on Trovaprezzi.it Network.

2. Acquisition

Goal: at the end of the procedure defined in this section, you will be able to give us the link from which we will download your product catalog.

3. Update

Goal: the product catalog grows old and you need to update it by aligning it with your site, based on the needs of the market and changing consumer preferences.
At the end of the procedure defined in this section, you will know how to handle the upgrade of your products on the Trovaprezzi.it Network.

1. Creation

Premise: the product catalog **is a file**. The file formats accepted are: **txt**, **csv**, **tsv**. **xml**.
In order to guarantee a correct publication of constantly updated offers, the file must NOT be filled in manually: it is necessary to have an automatic tool. This file must be accessible online from an URL address and it can also be compressed (.zip or .gzip) and / or password protected. Therefore, Cloud sharing services like iCloud, Google Drive, Google Docs, Dropbox, ecc. are not suitable.

How to create the product catalog:

Each offer must have a dedicated record. A record is a sequence of fields containing information of the offer, each placed in a separate field. Use the "|" character (pipe) to delimit fields. Alternatively it can be used TAB, $, #. For the .csv and .txt formats add, at the end of each record, the <endrecord> tag.

Elements to be considered in the creation of the catalog:

- The publication of "bundle" is not permitted: offers with multiple, different products (e.g. dishwasher + refrigerator + oven).

- The publication of spirits or wine in miniature bottles is not allowed (2, 3, 4, 5, 10 cl).

- If you sell wines or spirits, it is highly recommended to insert the bottle format directly in the title (unit of measurement included). For example: Pinot Grigio 75 cl.

- All offers expressly prohibited by contract, will be excluded from the publication (e.g. perfume testers, live animals, drugs, weapons, prescription drugs, etc.).

- If there are offers with several compatibility, insert the compatibility in the description field instead of multiplying the offers (e.g. toner compatible with several printers).

- The system does not allow the publication of the same offer in multiple categories, therefore double offers should be eliminated from the catalog.

- If a product is available in more than one size, for csv/txt mode create a single offer and enter all the available sizes, separated by spaces, in the 'Size' field. In xml mode add "Parent_id" tag filled with offer's specific internal code (it must be the same for every size variant) and fill in the Size tag with the single specific size. The user will select the size when visiting your site.

- The publication of the color variant is allowed, as long as each variant has the image of the corresponding color.

- The price per unit can be published on Trovaprezzi.it, as long as the user will find reflection of that price in the landing page.

- As regards the publication of packages of masks and swabs related to Covid-19 health emergency, you must indicate the price per package which must be reflected in the landing page even if the latter includes promotional offers for more than one package (multiple purchase).

- As regards the publication of products included in the macro-category "Health and Beauty" it is mandatory to publish the purchase price of a single package net of the promotion on any multiple purchases.

We distinguish:

- **Mandatory fields for every offer**: if missing or empty, the offers will not published.

- **Highly recommended fields for every offer**: if filled in, it will boost visibility and conversion rate; their lack reduces the user confidence in your site.

- **Recommended fields only for fashion and beauty offers:** these fields are required only for fashion and beauty offers to boost visibility and conversion rate on Drezzy.it.

- **Recommended fields only for fashion offers:** these fields are required only for fashion offers to boost visibility and conversion rate on Drezzy.it.

We recommend to include a header line as first record (mandatory fields in bold):

Name | Brand | Description | Prior Price | **Retail Price** | **Internal Code** | **Link to the offer** | Availability | **Categories Tree** | **Image Link** | **Shipping cost** | Manufacturer Code | EAN | Weight | Additional link Image 1 | Additional link Image 2 | Conditions<endrecord>

Mandatory Fields for <u>every offer</u>	Content
Name	Model/Title. No Slogan or promotional sentences. Max 255 characters.
Retail Price	Inclusive of VAT and any other tax or contribution provided (ie. RAEE, PFU, etc) without thousands separator and no other text (NO Euro symbol). The decimal separator, if present, must be the same for all offers. If the price is referred to the single unit, we suggest you to add the following specification at the beginning of the description: "Unit price, minimum purchase of X pieces".
Internal Code (Offer ID or SKU)	UNIQUE FOR EACH OFFER; usually it's the internal code of the advertiser. Max 50 characters. The system considers this field "Case Insensitive", that is, uppercase and lowercase are considered identical.
Link to the offer	Link to offer page, on the advertiser's site (complete with http:// or https://).

Mandatory Fields for <u>every offer</u>	Content
Categories tree	Categories of the advertiser's site. You must report all levels, from the macro-category to the last subcategory, with a different separator than the one used as the field separator: we recommend to use the ";" or ','. For example, instead of exporting a single category "Photography", which contains both cameras and camera accessories, it is much better to export categories of this type: Photography, Digital Cameras, Camera Batteries Photography, Digital Cameras, Flash for cameras Photography, Digital Cameras, Digital SLR Cameras Photography, Digital Cameras, Bags and Cases for cameras
Shipping Cost	Inclusive of VAT, without thousands separator and no other text (NO Euro symbol). If included in the retail price shows 0. **Please note**: use the same decimal separator of the retail price.
Link to the Image	Link to the image of the offer: must be completed with http:// (or https://). The images should be clean, transparent and corresponding to the product. No images of the type "noimage". Must not contain edges, watermark, slogan or promotional phrases. We suggest images of the largest size available and with white margin as minor as possible. **Please note**: the minimum image size for publishing offers on Drezzy.it is 400x400 pixels
MINSAN Code	It's a 9-digit numerical code that the Italian Ministry of Health assigns to each article (drug, medical device, medical-surgical device, Over-The-Counter drug, etc.) placed on the market (e.g. 028561037).
EAN Code for Mobile phones and Smartphones	It's a European unique numeric code for commercial products; It is usually associated with a barcode printed on the label of the products.

Highly recommended fields for every offer	Content
Brand	Manufacturer's name.
EAN Code	It's a European unique numeric code for commercial products; It is usually associated with a barcode printed on the label of the products. ISBN Code for books.
Description	It indicates the main features. For a correct visualization should not contain HTML code. No Slogan or promotional sentences. Max 255 characters. Enter in this field compatibility and variants.
Availability	Field content: Online icon - "disponibile" or numbers greater or equal to 2 ● (green) - "non disponibile" or 0 ● (red) - "limitata" or 1 ● (yellow) - in arrivo ○ (empty) By any other value or number, no information about availability will be published. If your site offers are "not available", please remember to indicate their "non-availability" also in the product catalog to give clear and accurate information to users.
Manufacturer Code	Also called Part-Number or ManufacturerSKU. It's the unique code that manufacturers attribute to their products.
Weight	Shows the numerical value of the product weight, in kilograms (No unit of measurement). The field becomes mandatory if the shipping costs are calculated by weight ranges. N.B.: use the same decimal separator of the retail price.

Recommended fields only for fashion and beauty offers	Content
Prior Price	The lowest price applied within the last 30 days (or over a longer period), which is valid for the discount calculation according to EU directive 2161/2019.
	It is inclusive of VAT and of any other legally required taxes and surcharges, without thousands separators or any other text (NO EURO symbol). If present, the decimal separator must be the same for all offers.
	It is however recommended to provide it if you publish discounted fashion and beauty products on Drezzy.it (the Network channel dedicated to fashion).

Mandatory fields only for fashion offers	Content
Condition	If you sell any second-hand products you should indicate the wear level.
	Possible accepted labels:
	- Used as new with tags (i.e. unused new item with tags)
	- Used as new without tags (i.e. unused new item without tags)
	- Used - very good (i.e. a limited used item which may show some limited signs of wear)
	- Used - good (i.e. used item with good conditions although some signs of use and wash wear may be visible); items with signs of wear such as evident damage, snags, holes or signs of rust will not be accepted.
Seller type	Only if you sell products from a marketplace you should indicate if the item is sold by a shop or by a private seller.

Recommended fields only for fashion offers	Content
Prior Price	The lowest price applied within the last 30 days (or over a longer period), which is valid for the discount calculation according to EU directive 2161/2019. It is inclusive of VAT and of any other legally required taxes and surcharges, without thousands separators or any other text (NO EURO symbol). If present, the decimal separator must be the same for all offers. It is however recommended to provide it if you publish discounted fashion and beauty products on Drezzy.it (the Network channel dedicated to fashion).
Size	In **csv** mode, enter all available sizes separated by a space. In **xml** mode fill in the Size tag with single specific size for every offer and add "**Parent_id**" tag (filled with the same code). This step is critical for your products to show up when filtering by size. **Please note:** we recommend using EU sizes.
Gender	Enter item's gender (i.e.: man, woman, boy, girl, unisex)
Material	It means the material the item is made of.
Color	If there are color variants add the right color of the offer, otherwise add every available colors separated by comma
Sale Boost	This field enables you to highlight offers to use for extra visibility services. Accepted (textual) values: - vetrina negozio - quickshop Entering more values is allowed if separated by commas.
Additional Image Link	Show, in different fields, every secondary image links of the same offer.

Recommended fields only for fashion offers	Content
Description (mandatory for Drezzy.it)	It indicates the main features. For a correct visualization should not contain HTML code. No Slogan or promotional sentences. Max 255 charter, the exceeding character will not be published Enter in this field compatibility and variants.

Please note: the publication system on Drezzy.it assigns to each SKU a score (=popularity), very important for the visibility. In order not to lose the ranking, we recommend entering values that are not subject to change.

Offer record example, TEXT version:

DataTraveler G3 16 GB |Kingstone |Pen Drive Professional 16GB USB 2.0 |10.60 |8.60 |21
|https://www.NOMESITO.it/product.asp?Id=21 |35 |informatica, chiavette usb/pen drives
|https://www.NOMESITO.it/images/21.jpg |0 |TS2GJFV20
|0075678164125|https://www.NOMESITO.it/images/21bis.jpg|
https://www.NOMESITO.it/images/21tris.jpg <endrecord>

Offer record example, XML version:

```xml
<Products>
    <Offer>
        <Name>DataTraveler G3 16 GB</Name>
        <Brand>Kingstone</Brand>
        <Description>Pen Drive Professional 16GB USB 2.0</Description>
        <PriorPrice>10.60</PriorPrice>
        <Price>8.60</Price>
        <Code>219</Code>
        <Link>https://www.NOMESITO.it/product.asp?Id=219</Link>
        <Stock>35</Stock>
        <Categories>informatica, chiavette usb/pen drives</Categories>
        <Image>https://www.NOMESITO.it/images/219.jpg</Image>
        <ShippingCost>0</ShippingCost>
        <PartNumber>TS2GJFV20</PartNumber>
        <EanCode>0075678164125</EanCode>
        <Weight>0.100</Weight>
        <Image2>https://www.NOMESITO.it/images/219bis.jpg</Image2>
        <Image3>https://www.NOMESITO.it/images/219tris.jpg</Image3>
    </Offer>
    <Offer>
        <Name>Pendrive 4GB Verbatim Store'n'go</Name>
        <Brand>Verbatim</Brand>
        <Description>Pen Drive Professional 4GB USB 2.0</Description>
        <PriorPrice>6.50</PriorPrice>
        <Price>3.50</Price>
        <Code>220</Code>
        <Link>https://www.NOMESITO.it/product.asp?Id=220</Link>
        <Stock>5</Stock>
        <Categories>informatica, chiavette usb/pen drives</Categories>
        <Image>https://www.NOMESITO.it/images/220.jpg</Image>
        <ShippingCost>0</ShippingCost>
        <PartNumber>49061</PartNumber>
        <EanCode>0075678164134</EanCode>
        <Weight>0.100</Weight>
        <Image2>https://www.NOMESITO.it/images/220bis.jpg</Image2>
        <Image3>https://www.NOMESITO.it/images/220tris.jpg</Image3>
    </Offer>
</Products>
```

For those who provide an XML file we recommend the following:
- You should check that the document is valid, for example using http://validator.w3.org;
- If you are having problems with the encoding of "special characters", you can do the encoding with "XML entities" (no HTML); alternatively, it may be easier to use CDATA everywhere.

2. Acquisition

Premise: to publish your product catalog we need a link.

<u>Do not send the product catalog as attachment via email.</u>

Instructions: upload the product catalog to your server and follow the "Tour of the feed", whose link you will be communicated by your sales representative. With the "Tour of the feed" you can check the correct compilation of your product catalog.

Alternatively to the link (which always remains the recommended choice), it is possible to provide the file in a FTP area.

3. Update

Premise: the changes made in your product catalog will be visible on Trovaprezzi.it at the end of the first useful update.

Our system accesses your product catalog every day, updating multiple times the information on the Trovaprezzi.it Network without fixed schedules: we recommend that you synchronize your product catalog to your web site several times a day.

The system detects automatically in your product catalog any new categories that will be published by our technical department. Offers inserted in existing categories are automatically published.

Instructions: When you update the catalog, do not change the sequence of the fields otherwise, at the first useful update, your products will no longer be online.

If you need to add new fields, add them at the end of the record and notify the change to our technical department, otherwise at the first useful update your products will no longer be online.

Do not change the name of the catalog and the download link, otherwise our system will not be able to download the update and publish it on the Network Trovaprezzi.it

When there are new images, our system cannot always publish them within one update. Some remain in the queue and are usually published in the following updates.

If you change the offer image, also change its link, otherwise the image will not be updated.

In the event that your server returns connection errors, the latest product catalog properly downloaded will be published.

In the event that the download link leads to a blank page, the offers will go offline.

For any questions,
do not hesitate to write to:

prodotti@trovaprezzi.it