

solute 

guideline

shop integration

(Version: Karlsruhe, 11/04/2019)

The basis for a conversion-strong and successful listing of your offers is a high-quality data delivery. For example, if your landing page doesn't match the data in the feed, users are much more likely to leave your site without buying anything.

This document is intended to assist you in selecting the relevant columns for your assortment(s) to provide the best data quality. This enables solute gmbh to optimally present your offers on billiger.de and other distribution channels and to show the users the offers that most closely match the search query.

Submit all of the **REQUIRED** attributes listed in our feed specification that apply to your items. apply.

Don't let the sheer number of possible columns unsettle you. There are some columns that are **REQUIRED** for all assortments, others only for certain assortments. For some assortments, certain information is required by law.

However, it makes sense in any case to provide as detailed information as possible. We also advise you to specify as many **RECOMMENDED** attributes as possible.

To give you an overview and help you select the columns required for your assortment, there is a glossary in table form at the beginning of this document in which all columns are provided with assortment-specific notes on necessity. You can go from any column to the detailed description.

In addition, please make sure that you only submit articles whose data comply with our guidelines.

The order of the columns and the column captions need not correspond to the proposal below, but the captions must be unique. If you adhere to our guidelines, this facilitates automatic integration and prevents unnecessary interruptions to listing during structural adjustments in your feed.

These basic conditions must be met:

- The complete offer data must be available in one feed, please combine several files.
- The feed must be in CSV, JSON or XML format and can be compressed in all common formats.
- Ideally, a CSV feed should look like this:
- The feed must always have a header that describes the fields it contains.
- Each variant of an article must be submitted as a separate offer in the feed.
- All rows should have the same number of columns (if a field is not to be filled, it remains empty, that is, there are two column separators next to each other).
- Column separator: , Comma.
Example: name,brand,price,desc,...
- If a separator (see example below: „ ,) occurs in one of the fields, it must be escaped with double quotation marks, or the whole field must be enclosed by double quotation marks.
Example: Column name: „Flatscreen 25“ Screen diagonal“ becomes „Flatscreen 25“ Screen diagonal
- The last column does not end with a column separator.

- List separator: ; (semicolon)
Example: Properties column: vegan; gluten-free; sugar-free
- Encoding UTF-8
- Further information can be found [here](#).
- The different information must not be contradictory.

Notes on assortment-specific columns:

- For some assortments, additional information in extra columns is helpful or even required by law. Specifying this information additionally optimizes the assignment and the filter functions.
- We would like to point out to you the legal necessity to indicate shipping costs, delivery times and basic prices (for articles for which the indication of the basic price is prescribed after respective valid right) and urge you to deposit these in your offer data file.
- Additional requirements apply to [tyres](#), [rims](#), [vehicle wear parts](#), [contact lenses](#) and [pharmacy products / pharmaceutical articles](#). Please note that certain information such as dioptries, energy efficiency classes, EU labels, consumption values, PZN etc. must be shown in separate columns for each article in order to enable optimum integration.

These contents must be clearly marked in the „[condition](#)“ column:

- [second-hand goods](#)
- [B-goods or goods of 2nd choice](#)

These contents may not be contained in feed:

- illegal content
- BDSM content

Information on the protection of minors

FSK18 or USK18 goods must be specified explicitly in the [age_rating](#) field.

Notes on international listing

All information in the feed must be in the local language or a [supported language](#) for the desired sales country. The feed may only contain one language. Please note that using a supported language instead of the local language may result in you limiting your potential customers in that country, as not every customer is multilingual.

Notes on price transmission

All data and prices in the feed must be end customer prices (including the legal VAT, except for small entrepreneurs) and in the currency of the desired country of sale.

Any questions? Your direct contact to solute GmbH

If you have any questions regarding export/import or the assortment-specific columns, we will be happy to support you individually.

You can reach our shop data management at config@solute.de or +49 721 86 95 6 - 60 (selection in the Language menu 1 then 2).

LEGEND:

- REQUIRED** These attributes are indispensable for a listing
- RECOMMENDED** These attributes allow an optimal presentation of the articles
- EXAMPLE** Optimal data formatting
- LINK** References/dependencies within the document or to external sources

Overview of the

These attributes are required for all quotations:

attributes		Note or dependency
aid (auch: sku / ID)	REQUIRED	
GTIN (in Europa: EAN)	REQUIRED	OFFER WITH A GTIN ASSIGNED BY THE MANUFACTURER
name (auch: title)	REQUIRED	
brand	REQUIRED	
desc	REQUIRED	
link	REQUIRED	
target_url	REQUIRED	
images	REQUIRED	
price	REQUIRED	
dlv_cost	REQUIRED	
dlv_time	REQUIRED	
shop_cat	REQUIRED	

Diese Attribute sind angebotsspezifisch bzw. in Abhängigkeit zu anderen Attributen

REQUIRED:

attributes		Note or dependency
voucher_price	REQUIRED	IF VOUCHER_TEXT IS PASSED
mpn (auch: mpnr)	REQUIRED	IF THE ARTICLE DOES NOT HAVE A MANUFACTURER-ASSIGNED GTIN

ppu (auch: base_price) (only valid until 01.07.2019)	REQUIRED	IF LOCAL LAWS AND REGULATIONS REQUIRE THE BASE PRICE TO BE SPECIFIED
unit_pricing_measure	REQUIRED	IF LOCAL LAWS AND REGULATIONS REQUIRE THE BASE PRICE TO BE SPECIFIED
unit_pricing_base_measure	REQUIRED	IF LOCAL LAWS AND REGULATIONS REQUIRE THE BASE PRICE TO BE SPECIFIED
subscription_cost_period	REQUIRED	FOR ARTICLES WITH TERM CONTRACTS
subscription_cost_period_length	REQUIRED	FOR ARTICLES WITH TERM CONTRACTS
subscription_cost_amount_value	REQUIRED	FOR ARTICLES WITH TERM CONTRACTS
energy_efficiency_class	REQUIRED	FOR ARTICLES REQUIRING LABELLING
min_spectrum_energy_efficiency_class	REQUIRED	FOR ARTICLES REQUIRING LABELLING
max_spectrum_energy_efficiency_class	REQUIRED	FOR ARTICLES REQUIRING LABELLING
condition	REQUIRED	FOR USED GOODS
item_group_id	REQUIRED	FOR VARIANTS
quantity_number	REQUIRED	FOR PACKAGING UNITS WITH SEVERAL SAME ARTICLES
is_bundle	REQUIRED	FOR SETS
size	REQUIRED	FOR ALL ARTICLES THAT ARE AVAILABLE IN DIFFERENT SIZES
color	REQUIRED	FOR ALL ARTICLES THAT ARE AVAILABLE IN DIFFERENT COLOURS
material	REQUIRED	REQUIRED FOR VARIANTS: MATERIAL COMPOSITION REQUIRED FOR ARTICLES CONSISTING OF 80% TEXTILE FIBRES
adult	REQUIRED	IF AN ARTICLE CONTAINS ONLY ADULT CONTENT
PZN	REQUIRED	FOR PHARMACEUTICAL ARTICLES
wet_grip	REQUIRED	FOR TYRES
fuel_efficiency	REQUIRED	FOR TYRES
external_rolling_noise	REQUIRED	FOR TYRES
hsn_tsn	REQUIRED	FOR AUTO PARTS
sph_pwr	REQUIRED	FOR CONTACT LENSES
dia	REQUIRED	FOR CONTACT LENSES
bc	REQUIRED	FOR CONTACT LENSES
cyl	REQUIRED	FOR CONTACT LENSES
axis	REQUIRED	FOR CONTACT LENSES

These attributes are recommended for all offers:

attributes		Note or dependency
modified_date	RECOMMENDED	

asin	RECOMMENDED	
store_brand	RECOMMENDED	
old_price	RECOMMENDED	
sale_price	RECOMMENDED	
sale_price_effective_date	RECOMMENDED	
sale_price_publishing_date	RECOMMENDED	
installment	RECOMMENDED	
dlv_cost_AT	RECOMMENDED	
availability	RECOMMENDED	
availability_date	RECOMMENDED	FOR ARTICLES THAT CAN BE ORDERED IN ADVANCE
stock_quantity	RECOMMENDED	
google_product_category	RECOMMENDED	
google_product_category_ID	RECOMMENDED	
promo_text	RECOMMENDED	
voucher_text	RECOMMENDED	
energy_efficiency_class_integrated_illuminants	RECOMMENDED	
energy_efficiency_class_supplied_illuminants	RECOMMENDED	
compatible_products	RECOMMENDED	
size_system	RECOMMENDED	
gender	RECOMMENDED	FOR GENDER-SPECIFIC ARTICLES
pattern	RECOMMENDED	
age_rating	RECOMMENDED	
age_group	RECOMMENDED	FOR TOYS AND BABY FURNITURE CLOTHING
platform	RECOMMENDED	FOR GAMES AND GAMING ACCESSORIES
product_type	RECOMMENDED	ESPECIALLY FOR FASHION AND FURNITURE
style	RECOMMENDED	ESPECIALLY FOR FASHION AND FURNITURE
properties	RECOMMENDED	
functions (also: equipment)	RECOMMENDED	
height	RECOMMENDED	
width	RECOMMENDED	
length (also: depth)	RECOMMENDED	

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REQUIRED	These attributes are indispensable for a listing
RECOMMENDED	These attributes allow an optimal presentation of the articles
EXAMPLE	Optimal data formatting
LINK	References/dependencies within the document or to external sources

The following table shows the **required** and **recommended** attributes:

designation	details	clues
modified_date	<p>RECOMMENDED</p> <p>Date (and time) of the last change</p> <p>EXAMPLES</p> <p>2019-02-25T10:35:00Z 2019-02-25T10:35:00+02:00</p> <p>Schema.org Date</p>	<ul style="list-style-type: none"> Specifies the date (and time) of the last change to the individual offer. specify in ISO 8601 format
aid (auch: sku / ID)	<p>REQUIRED</p> <p>unique item number</p> <p>EXAMPLES</p> <p>123456 13AB53Y 254863-XY</p> <p>Maximum 50 characters</p> <p>Schema.org sku</p>	<ul style="list-style-type: none"> A unique value must be used for each article and its variants. May not be reused Only valid Unicode characters
asin	<p>RECOMMENDED</p> <p>Amazon standard identification number</p> <p>Max. 10 characters alphanumeric</p>	<ul style="list-style-type: none"> A unique value must be used for each article and its variants. May not be reused

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designation	details	clues
<p>GTIN (in Europa: EAN)</p>	<p>REQUIRED FOR ALL NEW ARTICLES WITH A MANUFACTURER ASSIGNED GTIN</p> <p>The GTIN/EAN of your article</p> <p>EXAMPLE 4032314030349</p> <p>Max. 14 numeric characters per value - additional spaces and hyphens are ignored</p> <p>SUPPORTED VALUES EAN (in Europe/GTIN-13) 13-digit number like 3001234567892 ISBN (for books) 13-digit number e.g. 978-1455582341. ITF-14 (for Multipacks/GTIN-14) 14-digit number like 10856435001702 UPC (in North America/GTIN-12) 12-digit number like 323456789012</p> <p>schema.org isbn schema.org gtin8 schema.org gtin12 schema.org gtin13 schema.org gtin14</p>	<ul style="list-style-type: none"> • For compatible articles: Submit the GTIN of the manufacturer that has produced the compatible article • For multipacks (several identical articles in one packaging unit): • Use the GTIN that refers to the Multipack • For sets (main article bundled with other articles): • Please do not use the GTIN of the main item in the set • Multiple GTINs separated with ;

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designation	details	clues
mpn (auch: mpnr)	<p>REQUIRED IF THE ARTICLE DOES NOT HAVE A GTIN ASSIGNED BY THE MANUFACTURER</p> <p>The MPN of your article (Model-number, manufacturer article number)</p> <p>EXAMPLE 12mx200hl</p> <p>Max. 64 alphanumeric characters</p> <p>Schema.org mpn</p>	<ul style="list-style-type: none"> only from manufacturer assigned MPNs MPNs as accurate as possible Identical articles in different colors, for example, should be marked with different MPNs.
name (auch: title)	<p>REQUIRED</p> <p>article name</p> <p>EXAMPLE Apple iPhone 8 64GB Space Grau</p> <p>Max. 200 characters</p> <p>Schema.org name</p>	<ul style="list-style-type: none"> The following formula is used for orientation: (<series>) <modelName> < Model number> < Product type> (< Quantity>) < Properties> In the case of product variants, at least the minimum quantity of properties such as colour and size should be specified in order to be able to distinguish between the various variants. For variants with distinguishing features such as color or size

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
brand	<p>REQUIRED</p> <p>The brand name of your article</p> <p>EXAMPLE solute</p> <p>Max. 70 characters</p> <p>Schema.org brand</p>	<ul style="list-style-type: none"> For personalized items the name of your company For compatible items, the brand of the manufacturer who manufactured the compatible item must be transferred. Do not specify original equipment manufacturer's brand to indicate product compatibility.
store_brand	<p>RECOMMENDED</p> <p>Own brand of the shop</p> <p>EXAMPLE Supported values yes no</p>	<ul style="list-style-type: none"> Own brand of the shop Must be set if a trademark is set in the brand column which is offered under its own name

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
desc	<p>REQUIRED</p> <p>Description of the item</p> <p>EXAMPLE The digital compact camera with a maximum resolution of 20 million pixels and a 10x optical zoom supports the following storage media: SDHC</p> <p>Max. 4,000 characters</p> <p>Schema.org description</p>	<ul style="list-style-type: none"> • Article description, free of advertising texts • Only give descriptive information about the article (no html code, links)
link	<p>REQUIRED TO TAKE THE USER DIRECTLY TO THE OFFER</p> <p>Link to the offer in the shop (with parameters)</p> <p>EXAMPLES https://shop-name.de/product/15153 https://shop-name.de/product/15153?utm_source=billiger.de&utm_medium=cpc&utm_campaign=Preisvergleich&ref=132 https://beispieltracker.com/xfgrkgmAfGeBLhG</p> <p>Max. 750 characters</p> <p>Schema.org url</p>	<ul style="list-style-type: none"> • Link with tracking parameters • no obligation to register or search page to see price and details on the landing page of the offer • all information on the Landingpage must match the information in the feed
target_url	<p>REQUIRED, TO TAKE THE USER DIRECTLY TO THE OFFER</p> <p>Link to the offer in the shop (with parameters)</p> <p>EXAMPLE https://shop-domain.de/product/15153</p> <p>Max. 750 characters</p>	<ul style="list-style-type: none"> • Link without tracking parameters • the URL must correspond to the shop domain • Parameters for controlling specific prices must be transferred. • no obligation to register or search page to see price and details on the landing page of the offer • all information on the Landingpage must match the information in the feed

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
<p>images</p>	<p>REQUIRED</p> <p>The URL of the main image</p> <p>RECOMMENDED</p> <p>The URLs of other images with separate-character separated</p> <p>EXAMPLE [AN IMAGE] http://www.example.com/image1.jpg</p> <p>EXAMPLE [SEVERAL PICTURES] http://www.example.com/image1.jpg; http://www.example.com/image2.jpg; http://www.example.com/image3.jpg</p> <p>Max. 500 characters</p> <p>Schema.org image</p>	<ul style="list-style-type: none"> • JPEG (.jpg/.jpeg), non-animated GIF (.gif), PNG (.png) • Several images separated by separators, first image is main image. Alternatively several columns with ideally the following • Designations: image_front, image_back, image_side, image_oblique, image_top, image_detail, image_milieu • Image size: at least 500 x 500 pixels for good individual presentation of the images in offers • Note that more and more users are using equipment with high-resolution displays. Therefore, the transmission of images with 1,000 x 1,000 pixels is desirable for the zoom function. • Released Images or Image Background Pure White (Hex #FFFFFF or RGB 255-255-255) • Do not submit a placeholder or generic image. • Product can be seen completely on the main picture and in the frontal view • Only the product can be seen, no colour or size variants, no parts that are not Included in delivery (example tires with rims, parasol stand with base plates, etc.) • No borders, frames, logos, watermarks or other graphics

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
prices		
price	<p>REQUIRED</p> <p>Article price</p> <p>EXAMPLE 15.00</p> <p>Schema.org PriceSpecification</p>	<ul style="list-style-type: none"> • Price incl. VAT • Must match the price on the landing page • Must be clearly visible on the target page of your shop • Must be visible without registration • Must be denominated in the currency of the country of distribution • Price <= 0.00 is not allowed and leads to rejection of the article.
old_price	<p>RECOMMENDED</p> <p>The strike price of your article</p> <p>EXAMPLE 19.99</p> <p>Schema.org PriceSpecification</p>	<ul style="list-style-type: none"> • Price originally called up for the article in the shop. • Is optically highlighted • and displayed with percentage savings
voucher_price	<p>REQUIRED IF <u>VOUCHER_TEXT</u> IS PASSED</p> <p>BEISPIEL 5.99</p> <p>Schema.org PriceSpecification</p>	<ul style="list-style-type: none"> • The price reduced by the value of the voucher.
sale_price	<p>RECOMMENDED</p> <p>bargain price</p> <p>EXAMPLE 12.49</p> <p>Schema.org PriceSpecification</p>	<ul style="list-style-type: none"> • Price indication of articles in the • Sale/Special offer Indication of special offer period sale_price_effective_date and Publication date sale_price_publishing_date possible

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designation	details	clues
sale_price_effective_date	<p>RECOMMENDED</p> <p>special offer period</p> <p>EXAMPLE</p> <p>2016-02-24T13:00-0800/2016-02-29T15:30-0800</p>	<ul style="list-style-type: none"> • period (according to ISO 8601 standard) • Specifies the start and end dates separated by a slash.
sale_price_publishing_date	<p>RECOMMENDED</p> <p>Special offer publication date</p> <p>EXAMPLE</p> <p>2016-02-24T13:00-0800</p>	<ul style="list-style-type: none"> • time (according to ISO 8601 standard) • Date from which the special price for • can be used for marketing purposes • e.g. sending a newsletter that article XY will be available tomorrow at a special price
ppu (auch: base_price)	<p>REQUIRED</p> <p>IF THE BASIC PRICE IS SPECIFIED AFTER LOCAL LAWS AND REGULATIONS IS NECESSARY, OTHERWISE</p> <p>RECOMMENDED</p> <p>Price per unit of measure</p> <p>EXAMPLES</p> <p>Bei Parfüm: 99.90 / 100 ml</p> <p>Bei Tierfutter: 0.8 / 100 g</p> <p>Max. 32 characters</p> <p>Schema.org UnitPriceSpecification</p>	<ul style="list-style-type: none"> • The basic price is used to display comparable values for different package sizes on the basis of a unit measure. • Hint: For Google PLA only the columns unit_pricing_measure and unit_pricing_base_measure are supported.

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designation	details	clues
unit_pricing_measure	<p>REQUIRED IF THE BASE PRICE SPECIFICATION ACCORDING TO LOCAL LAWS AND REGULATIONS IS NECESSARY, OTHERWISE</p> <p>RECOMMENDED</p> <p>Measure for basic price in the format [number] [unit].</p> <p>EXAMPLE 500 ml Schema.org UnitPriceSpecification</p>	<ul style="list-style-type: none"> Specifies the content quantity of the article. Is specified with a standard dimension for comparison purposes. the base price is calculated from unit_pricing_measure, the price and unit_pricing_base_measure find further information You here
unit_pricing_base_measure	<p>REQUIRED IF THE BASE PRICE SPECIFICATION ACCORDING TO LOCAL LAWS AND REGULATIONS IS NECESSARY, OTHERWISE</p> <p>RECOMMENDED</p> <p>Standard measurement for basic price</p> <p>In format: Number] [Unit]</p> <p>EXAMPLES 100 ml 100 g Schema.org UnitPriceSpecification</p>	<ul style="list-style-type: none"> Measure on which the price per packaging unit is based. In the case of goods whose nominal weight or volume does not normally exceed 250 grams or millilitres, the price per 100 g or per 100 ml may be indicated For solid goods by length: 9,99 € / m For solid goods by weight: 9,99 € / kg For solid goods by area: 9,99 € / m² For liquid goods according to Volume: 9,99 € / l find further information You here

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designation	details	clues
Term-dependent costs		
subscription_cost_period	<p>REQUIRED FOR ARTICLES WITH TERM CONTRACTS</p> <p>accounting period</p> <p>EXAMPLE month</p>	<ul style="list-style-type: none"> Duration of a single payroll period (either month or year). Further information can be found here.
subscription_cost_period_length	<p>REQUIRED FOR ARTICLES WITH TERM CONTRACTS</p> <p>subscription period</p> <p>EXAMPLE 12</p>	<ul style="list-style-type: none"> Anzahl der Abrechnungsperioden (Monate oder Jahre) Further information can be found here.
subscription_cost_amount_value	<p>REQUIRED FOR ARTICLES WITH TERM CONTRACTS</p> <p>Monthly amount</p> <p>EXAMPLE 25</p>	<ul style="list-style-type: none"> Betrag, den der Käufer monatlich zahlen muss Further information can be found here.
installment	<p>RECOMMENDED</p> <p>monthly instalment and term</p> <p>EXAMPLE 12:35,00</p> <p>35.00 € monthly fee for a Term of 12 months</p>	<ul style="list-style-type: none"> Details of the installment amount and term can be specified for articles for instalment payment
Availability and delivery time		
dlv_cost	<p>REQUIRED</p> <p>Shipping costs of the article to the destination country</p> <p>EXAMPLE 5.99 free of shipping costs: 0.00</p> <p>10 characters</p>	<ul style="list-style-type: none"> Shipping costs of the respective article when shipping within the destination country If you are shipping free from a certain value of goods and the offer exceeds this limit, please enter the value 0.00. Missing shipping costs lead in most cases to purchase aborts

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designation	details	clues
dlv_cost_AT	<p>RECOMMENDED</p> <p>Shipping costs of the item from stock to Austria</p> <p>EXAMPLE 7.99 free of shipping costs: 0.00</p>	<ul style="list-style-type: none"> Shipping costs of the respective article when shipping to Austria If you are shipping free from a certain value of goods and the offer exceeds this limit, please enter the value 0.00. Missing shipping costs lead in most cases to purchase aborts
dlv_time	<p>REQUIRED</p> <p>Delivery time of the article</p> <p>EXAMPLE 2 working days 1-3 days</p> <p>80 Zeichen</p>	<ul style="list-style-type: none"> Delivery time of the article from the time of order acceptance or complete payment. Always specify with unit, otherwise days are assumed.
availability	<p>RECOMMENDED</p> <p>Verfügbarkeit des Artikels</p> <p>EXAMPLE in stock</p> <p>UNTERSTÜTZTE WERTE in stock out of stock preorder</p> <p>Schema.org Availability</p>	<ul style="list-style-type: none"> Availability of the article The specification must match the availability on the target page.
availability_date	<p>RECOMMENDED</p> <p>FOR ARTICLES THAT CAN BE ORDERED IN ADVANCE</p> <p>Date from which a pre-ordered Article available</p> <p>EXAMPLE 2019-02-24 [YYYY-MM-TT]</p> <p>Schema.org AvailabilityStarts Schema.org AvailabilityEnds</p>	<ul style="list-style-type: none"> Use this attribute when submitting the value preorder for availability This information is decisive for the purchase of preorderable articles.

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designation	details	clues
stock_quantity	<p>RECOMMENDED</p> <p>Number of items you have in stock</p> <p>EXAMPLE</p> <p>5</p>	<ul style="list-style-type: none"> Use this attribute when submitting the value <code>in_stock</code> for availability
Category		
shop_cat	<p>REQUIRED</p> <p>Unique category of the article in the shop in the language of the country of sale.</p> <p>EXAMPLE</p> <p>Kitchen, Household & Living > coffee, tea & espresso > Espresso maker</p>	<ul style="list-style-type: none"> Enter the category path of the offer from your shop No general terms such as „Sale Offer“, „Top Deal“ Without additives from manufacturer- and model data Categories must be in the language of the country of sale, alternatively in a supported language.
google_product_category	<p>RECOMMENDED</p> <p>Unique category of the article at Google in the language of the sales country</p> <p>EXAMPLE</p> <p>Clothing & Accessories > Clothing > Outerwear > Coats & Jackets</p>	<ul style="list-style-type: none"> Enter the category path of the offer at Google No general terms such as „Sale Offer“, „Top Deal“ Without additives from manufacturer and model data Categories must be in the language of the country of sale, alternatively in a supported language. Find out more here.

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designation	details	clues
google_product_category_ID	<p>RECOMMENDED</p> <p>The Google-defined numeric ID of the product category for your item.</p> <p>EXAMPLE 499676</p>	<ul style="list-style-type: none"> • Enter the numeric category ID of the offer at Google • Find out more here.
Promotions and vouchers		
promo_text	<p>RECOMMENDED</p> <p>EXAMPLE</p> <ul style="list-style-type: none"> - Pick-up in a retail shop possible (01234 Beispielhausen) - 5 € voucher for newsletter registration - 10% discount for new customers <p>Max. 100 characters text, no html code</p>	<ul style="list-style-type: none"> • Display of e.g: Voucher actions, new customer discount, special delivery conditions (e.g. delivery up to site, two-man service), special payment methods (financing, etc.)
voucher_text	<p>RECOMMENDED</p> <p>EXAMPLE</p> <p>7 SAVINGS (7% discount from 1 EUR - 10.000 EUR Cost value, not redeemed for books)</p> <p>max. 100 characters text, no html code</p>	<ul style="list-style-type: none"> • Used exclusively for displaying coupon codes • The coupon code must be at the beginning, followed by a space and the coupon text in brackets. • No formatting and line breaks • For affected offers MUST be passed in the column price or an additional column (e.g voucher_price the price reduced by the value of the voucher). • The voucher_text should only be transmitted during the promotion period. Before and after this, the column should remain empty, not deleted.

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
Energy efficiency (EU label)		
energy_efficiency_class	<p>REQUIRED FOR SUBJECT TO MANDATORY LABELLING ARTICLES</p> <p>The energy efficiency class of your article</p> <p>EXAMPLE A+</p> <p>SUPPORTED VALUES A+++ A++ A+ A B C D E F G</p>	<ul style="list-style-type: none"> Indication of the legally prescribed energy efficiency class Enter the attribute in combination with the Attributes min_spectrum_energy_efficiency_class and max_spectrum_energy_efficiency_class and to create an energy efficiency label, e.g. A+ (A+++ to D) For lamps please fill in if applicable energy_efficiency_class_integrated_illuminants or energy_efficiency_class_supplied_illuminants
energy_efficiency_class_integrated_illuminants	<p>RECOMMENDED FOR LAMPS</p> <p>The energy efficiency class of the built-in illuminant</p> <p>EXAMPLE A+</p> <p>SUPPORTED VALUES A+++ A++ A+ A B C D E F G</p>	<ul style="list-style-type: none"> When a lamp is sold with a built-in, non-removable lamp

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
energy_efficiency_class_supplied_illuminants	<p>RECOMMENDED FOR LAMPS</p> <p>The energy efficiency class of the supplied illuminant</p> <p>EXAMPLE A+</p> <p>SUPPORTED VALUES A+++ A++ A+ A B C D E F G</p>	<ul style="list-style-type: none"> When a lamp is sold with a supplied light source
min_spectrum_energy_efficiency_class	<p>REQUIRED FOR SUBJECT TO MANDATORY LABELLING ARTICLES</p> <p>The best possible energy efficiency class of the article group</p> <p>EXAMPLE A+++</p> <p>SUPPORTED VALUES A+++ A++ A+ A B C D E F G</p>	<ul style="list-style-type: none"> Use this attribute to map the possible spectrum. Enter the best possible energy efficiency class that can be achieved with this article group here E.g. for televisions A++, for refrigerators A+++ Specify the attribute in combination with the attributes energy_efficiency_class and max_spectrum_energy_efficiency_class an energy efficiency label can be created, e.g. A+ (A+++ to D)

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
max_spectrum_energy_efficiency_class	<p>REQUIRED FOR SUBJECT TO MANDATORY LABELLING ARTICLES</p> <p>The worst possible energy efficiency class of the article group</p> <p>EXAMPLE D</p> <p>SUPPORTED VALUES A+++ A++ A+ A B C D E F G</p>	<ul style="list-style-type: none"> Use this attribute to map the possible spectrum. Enter the worst possible energy efficiency class that can be achieved with this article group here e.g. for televisions E, for refrigerators D Specify the attribute in combination with the attributes energy_efficiency_class or max_spectrum_energy_efficiency_class an energy efficiency label can be created, e.g. A+ (A+++ to D)
Detailed article description		
condition	<p>REQUIRED FOR USED GOODS</p> <p>state</p> <p>EXAMPLE new refurbished used</p>	<ul style="list-style-type: none"> If no specification is made, new is assumed by default. Further information can be found here

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
item_group_id	<p>REQUIRED WITH VARIANTS</p> <p>ID for a group of variants that are available in different versions.</p> <p>EXAMPLE AB12345</p> <p>Max. 50 alphanumeric characters</p>	<ul style="list-style-type: none"> The item_group_id stands for a unique ID for a group of variants that are available in different versions (distinguishing features) Important to identify related items Use an item group ID for a group of variants that has at least one of the following attributes: <ul style="list-style-type: none"> color size pattern material age group gender For each individual group of variants, use a unique value, preferably the parent item number. For each item in the group of variants, enter the same attributes. For example, if an item is available in different sizes and colors, submit the size and color attributes to the item_group_id attribute for each item with an identical value. Further information can be found here

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
compatible_products	<p>RECOMMENDED</p> <p>Compatible Articles</p> <p>EXAMPLE DCP 130;330;540;750;FAX 1360;1460; MFC 240; 3360;440;5460;5860;660</p> <p>Example for KMP B9 - Printer cartridge - 1 x black</p> <p>VW MULTIVAN T5 7HM;7HN;7HF;7EF;7EM;7EN</p> <p>Example for rear lamp left Hella 2SK 008 579-091 VW MULTIVAN T5</p>	<ul style="list-style-type: none"> List of the main articles compatible article e.g. compatible printer model for ink and toner
quantity_number	<p>REQUIRED FOR PACKAGING UNITS WITH SEVERAL SAME ARTICLES</p> <p>The number of identical articles in one multipack</p> <p>EXAMPLE 6</p> <p>Whole number greater than 1 (multipacks must contain more than one item)</p>	<ul style="list-style-type: none"> Submit this attribute when a group of identical items is assembled and sold as a unit <p>EXAMPLE 3 ink cartridges sold together in one packaging unit</p> <p>2 identical speakers sold together</p> <ul style="list-style-type: none"> Specify the number of items in the packaging unit. If you do not submit the attribute, we assume that only one article is contained in the packaging unit.
is_bundle	<p>REQUIRED FOR SETS</p> <p>Indicates that the item is a composite group with different items, including a main item.</p> <p>SUPPORTED VALUES yes no</p>	<ul style="list-style-type: none"> Specify yes if you want to create a set with different articles and a main article have put together. Example: Game console with one game If you do not submit the attribute, the Default value no used Please note the notes under GTIN

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
size	<p>REQUIRED</p> <p>FOR ALL ARTICLES THAT ARE LISTED IN AVAILABLE IN DIFFERENT SIZES ARE</p> <p>The size of your item</p> <p>EXAMPLE</p> <p>XL L 33 34 40</p> <p>Max. 100 characters</p>	<ul style="list-style-type: none"> For variants, enter the same value for the item_group_id attribute and different Values for size Specify a size, not the range of sizes in the the article is available
size_system	<p>RECOMMENDED</p> <p>The country of the sizing system used for the article.</p> <p>EXAMPLE</p> <p>DE</p> <p>SUPPORTED VALUES</p> <p>US UK EU DE FR IT INT.</p>	<ul style="list-style-type: none"> If you do not submit this attribute, the default value is the size system of the country of distribution.

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
color	<p>REQUIRED FOR ALL ARTICLES, WHICH ARE AVAILABLE IN DIFFERENT COLOURS</p> <p>RECOMMENDED FOR ALL OTHERS</p> <p>The colour of your article</p> <p>EXAMPLE Schwarz</p> <p>Max. 100 alphanumeric characters (max. 40 characters per color)</p> <p>Schema.org color</p>	<ul style="list-style-type: none"> no digits, e.g. 0 2 4 6 8 no alphanumeric characters like #fff000 no references to the article or the picture, e.g. „see picture“. not several color names to a word together, e.g. RotPinkBlau. instead with a ; (e.g. red;pink;blue) no value for the color specification that is not a color, e.g. not multi-colored, different, mixed, for men, for women or no specification If article has multiple colors main color first For variants: Specify the same value for the item_group_id attribute and different values for color
gender	<p>RECOMMENDED FOR GENDER-SPECIFIC ARTICLES</p> <p>Gender for which your article is intended</p> <p>EXAMPLE unisex</p> <p>SUPPORTED VALUES male female unisex</p> <p>Schema.org suggested gender</p>	<ul style="list-style-type: none"> For variants: Enter the same value for the item_group_id attribute and different values for gender an.

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
material	<p>REQUIRED MATERIAL REQUIRED FOR VARIANTS MATERIAL COMPOSITION REQUIRED FOR ARTICLES WHICH ARE UP TO 80% MADE OF TEXTILE FIBRES</p> <p>RECOMMENDED FOR ALL OTHER ARTICLES</p> <p>Der Stoff oder das Material Ihres Artikels</p> <p>EXAMPLE MATERIAL leather</p> <p>EXAMPLES VISCOSE 98% cotton 2% spandex</p> <p>Max. 200 characters</p>	<ul style="list-style-type: none"> To specify multiple materials for a single article and not for variants, add a primary material followed by up to two secondary materials separated by a semicolon. For example, do not write CottonPolyesterElasthan, but cotton;polyester;elasthan Specify outer material, filler material, and so on in separate columns. For textiles consisting of at least 80% textile fibres, state the exact material composition. For variants, enter the same value for the attribute item_group_id and different values for material
pattern	<p>RECOMMENDED</p> <p>The pattern or the graphic Print design of your article</p> <p>EXAMPLES spotted plaid hearts stars</p> <p>Max. 100 characters</p>	<ul style="list-style-type: none"> For variants, specify the same value for item_group_id and different values for pattern

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
age_rating	<p>RECOMMENDED</p> <p>age rating</p> <p>EXAMPLES USK:18 FSK:16</p> <p>Max. 100 characters</p>	<ul style="list-style-type: none"> For offers with age rating such as games or movies. If this field is not filled, the age rating must be specified in the offer description name Indication in years
age_group	<p>RECOMMENDED FOR TOYS AND BABY FURNITURE CLOTHES</p> <p>The demographic target group / age group for which your article is intended</p> <p>EXAMPLE infant</p> <p>SUPPORTED VALUES</p> <p>newborn Up to 3 months</p> <p>infant Between 3 and 12 months</p> <p>toddler Between 1 and 5 years</p> <p>kids Between 5 and 13 years of age</p> <p>adult Usually aged 13 and over</p>	<ul style="list-style-type: none"> One value per article must be stated For variants: Specify the same value for the item_group_id attribute and different values for age_group Further information can be found here

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
adult	<p>REQUIRED IF AN ARTICLE HAS CONTENT ONLY FOR ADULTS</p> <p>Refers to an article with sexually suggestive content</p> <p>EXAMPLE yes</p> <p>SUPPORTED VALUES yes no</p>	<ul style="list-style-type: none"> Choose yes if this particular article has nudity or sexually suggestive content If you do not select the attribute, the default value no is used.
platform	<p>RECOMMENDED FOR GAMES AND GAMING ACCESSORIES</p> <p>platform</p> <p>EXAMPLE Berserk and the Band of the Hawk (PlayStation PS4) -> PS4</p>	<ul style="list-style-type: none"> For games: on which platform the game can be used. For accessories: for which platform the accessory is compatible If an article is compatible with multiple platforms is, values comma-separated perform

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
product_type	<p>RECOMMENDED ESPECIALLY FOR FASHION AND FURNITURE</p> <p>Fashion: Dress type, Shoe type, Pocket type, Sunglasses type, Watch type</p> <p>EXAMPLES FASHION evening dress leather skirt man's shirt muscle shirt ballerina pumps sandals pilot glasses travel bag analogue clock</p> <p>With furniture: types of furniture, type of bed, type of upholstered furniture, type of wardrobe, type of table</p> <p>EXAMPLES FURNITURE metal bed corner couch coffee table standing shelf corner kitchen high pile carpet</p>	<ul style="list-style-type: none"> Specifies the items within a category or item group.
style	<p>RECOMMENDED ESPECIALLY FOR FASHION AND FURNITURE</p> <p>Style of the article</p> <p>EXAMPLES antique minimalist</p>	<ul style="list-style-type: none"> Describes the style of an article

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
properties	<p>RECOMMENDED</p> <p>Properties of the article</p> <p>EXAMPLES insulated waterproof gluten-free</p>	<ul style="list-style-type: none"> Describes the properties of an article.
functions	<p>RECOMMENDED</p> <p>Functions of the article</p> <p>EXAMPLES Automatic switch-off Date display Face recognition</p>	<ul style="list-style-type: none"> Describes the functions and functionalities of an article.
equipment	<p>RECOMMENDED</p> <p>Equipment of the article</p> <p>EXAMPLES rotating foot headrest sweat-resistant membrane keyboard</p>	<ul style="list-style-type: none"> Describes the features of an article to be highlighted.
Dimensions (mm)		
height	<p>RECOMMENDED</p> <p>Height of the article</p> <p>EXAMPLE 40 cm</p>	<ul style="list-style-type: none"> Always enter the dimensions with the unit of measurement. Please specify width, length and depth in separate columns
width	<p>RECOMMENDED</p> <p>Width of the article</p> <p>EXAMPLE 2 m</p>	<ul style="list-style-type: none"> Always enter the dimensions with the unit of measurement. Please indicate height, length and depth in separate columns

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
length	<p>RECOMMENDED</p> <p>Length of the article</p> <p>EXAMPLE 80 cm</p>	<ul style="list-style-type: none"> Always enter the dimensions with the unit of measurement. Please specify height, width and depth in separate columns
depth	<p>RECOMMENDED</p> <p>Article depth</p> <p>EXAMPLE 3 mm</p>	<ul style="list-style-type: none"> Always enter the dimensions with the unit of measurement. Please specify height, width and length in separate columns
Relevant Attributes for Pharmacies		
PZN	<p>REQUIRED FOR PHARMACEUTICAL ARTICLES</p> <p>pharmaceutical registration number</p> <p>EXAMPLE 13751848</p> <p>8-digit, numeric</p>	
Relevant attributes for tyres (EU label)		
wet_grip	<p>REQUIRED FOR TYRES</p> <p>wet grip</p> <p>EXAMPLE B</p>	<ul style="list-style-type: none"> Text from A to F (except D)
fuel_efficiency	<p>REQUIRED FOR TYRES</p> <p>fuel efficiency</p> <p>EXAMPLE A</p>	<ul style="list-style-type: none"> Text from A to G (except D)
external_rolling_noise	<p>REQUIRED FOR TYRES</p> <p>wet grip</p> <p>EXAMPLE 72dB</p>	<ul style="list-style-type: none"> Specify value in decibels

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The following table shows the **required** and **recommended** attributes:

designation	details	clues
rolling_noise_class	<p>REQUIRED FOR TYRES</p> <p>rolling noises</p> <p>EXAMPLE 1</p>	<ul style="list-style-type: none"> for tyres produced from 01.06.2012 the tyre labels are required Value between 1 and 3 permissible
Relevante Attribute für Autoteile		
hsn_tsn	<p>REQUIRED FOR AUTO PARTS</p> <p>HSN (manufacturer key number) and TSN (type key number)</p> <p>EXAMPLES 7104431 7104501</p> <p>7-digit</p>	<ul style="list-style-type: none"> comma separated list possible you are also welcome to send us a separate column with the compatible models incl. brands e.g. VW Passat Variant (3G5) 1.4 TSI 4Motion
Relevante Attribute für Kontaktlinsen		
sph_pwr	<p>REQUIRED FOR CONTACT LENSES</p> <p>Dioptres, also sphere</p> <p>EXAMPLES -2,75 -1,5 +2,25</p>	<ul style="list-style-type: none"> Value from -30.0 to 30.0 dpt Stepwise 0,25
dia	<p>REQUIRED FOR CONTACT LENSES</p> <p>Durchmesser in mm</p> <p>EXAMPLES 13,0 14,4 15,0</p>	<ul style="list-style-type: none"> value from 8.0 to 15.0 mm Stepwise 0.1

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designation	details	clues
bc	<p>REQUIRED FOR CONTACT LENSES</p> <p>Base curve, or also radius in mm</p> <p>EXAMPLES 8,3 8,9</p>	<ul style="list-style-type: none"> • value from 8.3 to 9.0 mm • Stepwise 0.1
cyl	<p>REQUIRED FOR CONTACT LENSES</p> <p>Cylinder in dpt</p> <p>EXAMPLES -0,25 -2,75</p>	<ul style="list-style-type: none"> • value from -0.25 to -10.0 dpt • Stepwise 0,25
axis	<p>REQUIRED FOR CONTACT LENSES</p> <p>Axis in degrees</p> <p>EXAMPLES 20 130</p>	<ul style="list-style-type: none"> • Value from 0 to 180 degrees • Step by step 10

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