



Welcome to the Gifts.com Merchant data feed implementation process. This document outlines the basic steps we go through to make sure your product information is uploaded into the Gifts.com system accurately.

Step 1: Registration:

Create an account at <http://www.gifts.com/merchant/public/register>

Step 2: Setting Up Your Data Feed:

Once you register you can set up your data feed. The information you need to set up your data feed is below in the “Setting Up Data Feeds” section and also available on the Gifts.com Merchant site.

Step 3: Submitting Your Data Feed

Once you have configured your data feed according to the specifications below, please e-mail a copy to datafeeds@gifts.com with the subject line “New Data Feed for (Company Name).” Our Data Feed Manager will review your feed and complete the final set-up of your account (usually within 24 hours). We will notify you when your products are ready for our merchandisers to review, or if there were any problems with the feed.

Step 4: Regularly Transferring the Data Feed

Once this initial feed has been approved and uploaded, you can coordinate with our Data Feed Manager on what method you want to use to regularly transfer your updated feed (see the Transfer Methods section in the Data Feed Overview section for our preferred methods).



Setting Up Data Feeds - Overview

Gifts.com uses Data Feeds to receive your product data. A Data Feed is a text file containing a list of products you would like us to display. You can create this file using a spreadsheet or generate it directly from your product database. Once we receive your products, our editors will "tag" your products to our gift ideas, so they will show up correctly in our Gift Finder results and are grouped with other similar products.

File Format

- The file should be in text format, using US-ASCII characters.
- The first line of your file must contain a list of all the fields you have chosen to include. Some fields are required and some are optional, as defined below. These header fields can appear in any order, but the data values and header fields must all be in the same order.
- Each line, after the first, contains information about one product. Each data value can be delimited (i.e. separated) with one of 3 special characters:

- TAB
- pipe ("|")
- or comma (see examples of each in the appendix).

If there's any chance that your values will contain your chosen delimiter (e.g. if there is a comma in the product title, descriptions, keywords, or brand name), you should surround the values in quotes and convert any quotes inside that value to **"**. Consider the following product description as an example:

A perfect gift for your groomsman, the "best man" we know

->

"A perfect gift for your groomsman, the "best man" we know"

If you use [a spreadsheet program and save your file as tab-separated or comma-separated](#), this conversion should be taken care of for you. (If you have a choice when saving your file, choose tab-separated, since that will likely work better, in general).

- Your text values should not contain any html or other special formatting. Please do not use all capital letters.
- If you would like to leave certain optional fields empty for some products, just leave that column blank or enter "null".

Fields

- In the Data-Type column, numbers in parenthesis represent the maximum number of allowed characters. Any text value you provide that is longer than these maximums will be truncated.
- The field names must appear in the first row of your table (case-insensitive, in any order).

Field	Description	Example	Data-Type	Required
Required Fields				
title	The title of your product	Purple Widgets	String(100)	Required
description	The full description of your product	Our widgets are made of titanium with a purple ceramic coating	String(400)	Required
price	The full, retail price of your product (without shipping, rebates or coupons included).	14.95	Float	Required
product_url	The URL to the product page - the page where buyers can purchase this product.	http://mysite.com/view?id=123	String(10000) - "http://..." or "https://..."	Required
image_url	The URL to the product image. We prefer images that are at least 250 x 250 pixels with equal height and width so we have the option to feature it in an idea, however for your regular listing, the image will be resized to 95 x 95.	http://mysite.com/image.gif	String(10000) - "http://..." or "https://..."	Required
product_id	Your ID for this product (i.e. SKU, etc.). This ID must be unique and consistent over time (i.e. always matches the same product) - because we use this value to keep your data up-to-date	123456 or ABCDEF	String(40)	Required
Required in certain cases				
my_category	Your own category id for this product. If you are using fully integrated feeds (http or ftp) and including this	MP3 player accessories	String(50)	Required, unless 'gifts_category' is included instead

Field	Description	Example	Data-Type	Required
	field, you'll need to provide us with a list of your categories ahead of time, so that we can map your categories to our categories. Please provide as specific a level of categories as possible. If you choose to send the "gifts_category" column, there is no need to send this field.			
gifts_category	The Gifts.com category for this product. Our categories are on the Gifts.com web site, please log into your merchant account and go to http://gifts.com/merchant/product/feeds . The categories are also included in the appendix at the bottom of this document. You can supply either a category name or id number. If you choose to send the "my_category" column, there is no need to send this field.	Antiques or 310	String(50) or Integer	Required, unless 'my_category' is included instead
Optional fields - please provide if you have available				
ISBN	ISBN-10 or ISBN-13 unique identifier for books - if supplied, will help to get your products published faster	9780545029377 Or 0545029376	String(20)	Optional
MPN	The Manufacturer Part Number - a unique identifier - if supplied, will help to get your products published faster	HSC0424PP	String(20)	Optional
click_bid	The maximum amount you are willing to pay, per click, for this product	0.25	Float	Optional

Field	Description	Example	Data-Type	Required
upc	Universal Product Code - if supplied, will help to get your products published faster	012300-70321	String(20)	Optional
brand	The brand name or manufacturer of this product	Sony	String(100)	Optional
short_description	Shorter version of your description - to use when not as much space is available.	Our widgets are made of titanium	String(200)	Optional
keywords	keywords that help to classify this product	purple, titanium widgets	String(200)	Optional
shipping_promo	We can display a "free shipping" promotion in your listing. 0="Free Shipping" X="Free Shipping for \$X and up" Blank="See Site"	25 -> "Free Shipping for \$X and up"	Integer	Optional
in_stock	Whether this product is currently in stock. If this is set to 'no', the product listing will be temporarily disabled.	yes or no	String(3)	Optional
gift_wrappable	Whether this product can be gift wrapped.	yes or no	String(3)	Optional
personalized	Whether this product can be personalized	yes or no	String(3)	Optional
days_till_ship	How many days until this product ships. 0="Same Day" X="X Days" Blank=Unknown	2 -> "Ships in 2 days"	Integer	Optional
promotion	For current promotions running on your site.	Free gift with orders over \$50	String(45)	Optional
short_promotion	A shortened text field for current promotions running on your site.	Free gift	String(25)	Optional



Transfer Methods

Gifts.com can receive your data in three ways:

(1) HTTP/Web *(Preferred Method)

Gifts.com can fetch your data file directly from your web-servers. You simply need to give us a permanent url (http://...) to the data file containing all your products (and, if you are using the 'my_category' field, a list of your category values). Send the link to the URL to your Gifts.com merchant representative or to datafeeds@gifts.com. We will configure our servers to fetch your file every day, our file fetch occurs at 2AM PST. Please update this file regularly and post the new file on your servers prior to our 2AM fetch time.

This is our preferred transfer method - since we can insure your product information is kept up to date and we can easily re-run your feed to diagnose any issues.

(2) FTP Upload

You can also upload your data file to our servers via FTP:

- Login to **ftp.gifts.com** using your merchant account login and upload your file into the root directory.
- We recommend you use passive mode (PASV), since your firewall will normally disallow 'active' connections.
- You will not be able to view or download files; you will just be able to upload files.
- Your data file needs to contain all products (not just the new ones).

Once your file is uploaded, we will start processing it right away.



When your products will appear on Gifts.com

- Web/FTP Uploads: Once your data transfer is complete, your products will be stored in our database and made available to our editors. Our editors will choose products and assign them to Gifts.com gift ideas. If you would like to make sure certain products get reviewed and published on Gifts.com as soon as possible, please let your account manager know.
- Manual Uploads: Unlike Web/FTP uploads, all products provided through manual uploads are queued for review by an editor. However, manual uploads are limited to 50 products, and product data uploaded manually is harder to keep up-to-date.

Updating your Product Data

Every time your Web or FTP feed is updated, the following fields are updated with the latest values:

- url
- price
- click_bid
- shipping_promo
- in_stock
- promotion
- short_promotion

If you would like another field updated manually - please contact us.

If you would like certain products removed from Gifts.com, simply remove them from the file or set `in_stock='no'`. Our copy of the products will be set to "disabled". If you re-add these products in the future, they will be re-activated.

Appendix A: Examples

PIPE-Example

```
title | description | price | product_url | image_url | product_id | my_category | click_bid | in_stock  
"Test Product" | "Test Description",33.44 | http://www.mysite.com/prod?id=1 | http://mysite/img.gif | 1 |  
Widgets | 0.25 | yes
```

COMMA-Example

```
title, description, price, product_url, image_url, product_id, my_category, click_bid, in_stock  
"Test Product", "Test Description",33.44, http://www.mysite.com/prod?id=1, http://mysite/img.gif, 1, Widgets,  
0.25, yes
```

File Template

[CSV Template File \(.csv\)](#) - can open in Excel



Appendix B: Gifts.com Category Values for 'gifts_category':

You can use either the Category IDs or Names in your file. If you use names, make sure you only reference the categories listed in bold, and not the header categories. If you elect to include your bid in the data feed, please reference the minimum bids listed below.

You can also reference these categories and any updates to the minimum bids by logging into your merchant account and going to <http://gifts.com/merchant/product/feeds>.

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Antiques & Collectibles		
Antiques	47	\$0.30
Collectibles	49	\$0.40
Arts & Crafts		
Art & Crafts Supplies	3	\$0.30
Artwork	5	\$0.30
Misc Arts & Crafts	7	\$0.30
Automotive		
Auto Parts & Accessories		
Auto Accessories	20	\$0.40
Auto Parts	19	\$0.40
Other Auto Parts & Accessories	22	\$0.40
Security Systems	21	\$0.40
Cars for Sale		
New Cars	24	\$0.40
Used Cars	25	\$0.40
Misc Automotive	27	\$0.40
Baby & Kids		
Baby Care	317	\$0.30
Baby Carriers	319	\$0.60
Baby Clothing & Layette	321	\$0.30
Car Seats	323	\$0.75
Cribs & Bassinets	325	\$0.50
Kids		

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Children's Clothing	331	\$0.30
Misc Kids	332	\$0.30
Strollers	327	\$0.75
Misc Baby	329	\$0.30
Misc Baby & Kids	334	\$0.30
Books & Magazines		
Books	10	\$0.15
Magazines	14	\$1.00
Rare & Signed Books	12	\$0.15
Misc Books & Magazines	16	\$0.50
Clothing & Accessories		
Accessories		
Handbags & Wallets	30	\$0.40
Other Accessories	33	\$0.40
Clothing		
Apparel	35	\$0.35
Other Clothing	40	\$0.35
Outerwear	36	\$0.35
Sweaters & Sweatshirts	37	\$0.35
Swimwear	38	\$0.35
Underwear & Lingerie	39	\$0.35
Luggage	31	\$0.50
Shoes	42	\$0.40
Sunglasses	32	\$0.40
Misc Clothing & Accessories	44	\$0.40
Computers		
Computer Accessories		
Cartridges & Toners	52	\$0.60
CD & DVD R/RW	53	\$0.60
Computer Speakers	54	\$0.60

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Other Computer Accessories	59	\$0.60
PC Gaming Devices	55	\$0.60
Storage Devices	56	\$0.60
Web Cameras	57	\$0.60
Wireless Accessories	58	\$0.60
Hardware		
Mac Desktops	61	\$0.60
Mac Laptops	62	\$0.60
Monitors	63	\$0.60
Other Hardware	69	\$0.60
PC Desktops	64	\$0.60
PC Laptops	65	\$0.60
Printers	66	\$0.60
Scanners	67	\$0.60
Tablet PCs	68	\$0.60
PDAs		
PDAs	71	\$0.60
PDA Accessories	72	\$0.60
Software		
Business & Productivity Software	74	\$0.60
Education & Reference Software	75	\$0.60
Graphics Publishing & Multimedia Software	76	\$0.60
Home & Lifestyle Software	77	\$0.60
Operating Systems	78	\$0.60
Other Software	79	\$0.60
Electronics		
Cameras & Photography		
35mm SLR Cameras	82	\$0.60
APS 35mm Point & Shoot Cameras	83	\$0.60
Camcorder Accessories	84	\$0.60

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Camcorders	85	\$0.60
Camera Lenses	86	\$0.60
Digital Camera Accessories	87	\$0.60
Digital Cameras	88	\$0.60
Flashes	89	\$0.60
Instant Cameras	90	\$0.60
Lens Converters	91	\$0.60
Medium Format Cameras	92	\$0.60
Other Cameras & Photography	98	\$0.60
Photographic Film	93	\$0.60
Photography Accessories	94	\$0.60
Rangefinder Cameras	95	\$0.60
Single Use Cameras	96	\$0.60
Tripods	97	\$0.60
Car Audio & Electronics		
Car Amplifiers	100	\$0.60
Car Audio Accessories	101	\$0.60
Car CD Changers	102	\$0.60
Car Equalizers	103	\$0.60
Car Monitors	104	\$0.60
Car Speakers & Subwoofers	105	\$0.60
Car Video Players	106	\$0.60
CB Radios	107	\$0.60
In Dash Receivers	108	\$0.60
Other Car Audio & Electronics	111	\$0.60
Radar Detectors	109	\$0.60
Radio Scanners	110	\$0.60
Communications		
2 Way Radios	113	\$0.60
Answering Machines	114	\$0.60

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Cellular Accessories	115	\$0.60
Cellular Phones	116	\$0.60
Other Communications	119	\$0.60
Phones	117	\$0.60
Telephone Accessories	118	\$0.60
Home Audio		
Amplifiers & Preamps	121	\$0.65
Audio & Video Media (Blank CDs/DVDs/Tapes)	122	\$0.65
Audio Shelf Systems	123	\$0.65
CD Players	124	\$0.65
Equalizers	125	\$0.65
Home Audio Accessories	126	\$0.65
Home Theater Speakers & Subwoofers	127	\$0.65
Home Theater Systems	128	\$0.65
Microphones	129	\$0.65
Mini Disc Players	130	\$0.65
Other Home Audio	134	\$0.65
Receivers	131	\$0.65
Tape Decks	132	\$0.65
Turntables	133	\$0.65
Misc Electronics		
Flashlights	136	\$0.65
GPS Devices	137	\$0.65
Other Electronics	139	\$0.65
Security Systems & Surveillance	138	\$0.65
Optics		
Binoculars	141	\$0.65
Microscopes	142	\$0.65
Night Vision	143	\$0.65
Optics Accessories	144	\$0.65

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Other Optics	149	\$0.65
Rangefinders	145	\$0.65
Rifle Scopes	146	\$0.65
Spotting Scopes	147	\$0.65
Telescopes	148	\$0.65
Personal Audio		
Boombboxes	151	\$0.65
Clock Radios	152	\$0.65
Headphones	153	\$0.65
MP3 & Digital Media Players	155	\$0.65
MP3 Accessories	154	\$0.65
Other Personal Audio	160	\$0.65
Personal Audio Mini Disc Player	156	\$0.65
Personal Cassette Players	157	\$0.65
Personal CD Players	158	\$0.65
Personal Radios	159	\$0.65
TV & Video		
Digital TV Recorders	162	\$0.65
DVD Players	163	\$0.65
Other TV & Video	173	\$0.65
Portable Televisions	165	\$0.65
Projection Televisions	166	\$0.65
Remote Controls	167	\$0.65
Satellite TV	168	\$0.65
Standard Televisions	169	\$0.65
TV Accessories	170	\$0.65
TV Combos	171	\$0.65
VCRs	172	\$0.65
Flat Panel Televisions	164	\$1.00
Experiential		

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Events		
Arts & Theater Events	176	\$0.55
Family Events	177	\$0.55
Music Events	178	\$0.55
Other Events	180	\$0.55
Sports Events	179	\$0.55
Spa	182	\$0.55
Misc Experiential	190	\$0.55
Travel & Vacation		
Airline Tickets	184	\$0.55
Cruises	185	\$0.55
Hotel Rooms	186	\$0.55
Other Travel & Vacation	188	\$0.55
Vacation Packages	187	\$0.55
Flowers & Plants		
Flowers	193	\$1.00
Plants	195	\$1.00
Misc Flowers & Plants	197	\$1.00
Food & Beverages		
Beverages		
Other Beverages	205	\$0.55
Wine	204	\$0.55
Cigars & Tobacco		
Cigars	213	\$0.40
Other Cigars & Tobacco	215	\$0.40
Tobacco Accessories	214	\$0.40
Coffee & Tea		
Gourmet Coffee	200	\$0.45
Gourmet Tea	201	\$0.45
Food		

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Candy	208	\$0.65
Gourmet Chocolate	207	\$0.65
Cookies & Baked Goods	209	\$0.90
Meats & Prepared Foods	210	\$0.80
Spirits & Beers	203	\$0.80
Misc Food & Beverages	217	\$1.00
Gift Baskets		
Baby Gift Baskets	228	\$0.90
Beauty & Health Gift Baskets	230	\$1.00
Flower Gift Baskets	232	\$1.00
Food Gift Baskets		
Chocolate, Coffee & Candy Gift Baskets	220	\$1.00
Cookie Gift Baskets	221	\$1.00
Ethnic Foods & Gifts	222	\$1.00
Food Gift Baskets	226	\$1.00
Fruit Baskets	223	\$1.00
Gourmet Food Baskets	224	\$1.00
Other Gift Baskets	236	\$1.00
Wedding Gift Baskets	234	\$1.00
Wine Gift Baskets	225	\$1.10
Gift Certificates & Gift Cards		
Cash Gift Cards & Memberships	241	\$0.40
Gift Certificates & Gift Cards	239	\$0.70
Health & Beauty		
Cosmetics & Fragrances		
Cosmetics	244	\$0.65
Fragrance	245	\$0.65
Health		
Health Aids	247	\$0.65
Nutrition	248	\$0.65

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Other Health & Beauty	251	\$0.65
Personal Care	249	\$0.65
Shavers	250	\$0.65
Home & Garden		
Appliance Accessories	254	\$0.45
Garden	263	\$0.35
Home Furnishings		
Bedding & Bath	256	\$0.40
Furniture	258	\$0.40
Home Decor	259	\$0.40
Lighting	260	\$0.40
Other Home Furnishings	261	\$0.40
Kitchen		
Bar & Glassware	268	\$0.35
Cookware	265	\$0.35
Flatware	267	\$0.35
Other Kitchen	270	\$0.35
Tableware	269	\$0.35
Large Appliances		
Large Kitchen Appliances	272	\$0.60
Other Large Appliances	274	\$0.60
Vacuums	273	\$0.60
Small Appliances		
Blenders	276	\$0.65
Bread Machines	277	\$0.65
Coffee & Espresso Makers	278	\$0.65
Coffee Grinders	279	\$0.65
Crock Pots & Slow Cookers	280	\$0.65
Deep Fryers	281	\$0.65
Electric Fans	282	\$0.65

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Electric Kettles	283	\$0.65
Electric Skillets & Woks	284	\$0.65
Food Processors	285	\$0.65
Heaters	287	\$0.65
Ice Cream Makers	288	\$0.65
Indoor Grills & Sandwich Makers	289	\$0.65
Irons	290	\$0.65
Juicers	291	\$0.65
Kitchen Electrics Accessories	292	\$0.65
Microwave Ovens	293	\$0.65
Mixers	294	\$0.65
Other Small Appliances	303	\$0.65
Outdoor Grills	286	\$0.65
Pasta Makers	295	\$0.65
Popcorn Makers	296	\$0.65
Rice Cookers & Steamers	297	\$0.65
Sewing Machines	298	\$0.65
Specialty Electrics	299	\$0.65
Toaster Ovens	300	\$0.65
Toasters	301	\$0.65
Waffle Makers	302	\$0.65
Cutlery	266	\$0.40
Frames & Albums	257	\$0.45
Tools & Hardware	305	\$0.45
Misc Home & Garden	307	\$0.35
Jewelry & Watches		
Fashion Jewelry	310	\$0.60
Fine Jewelry	314	\$1.00
Watches	312	\$0.70
Miscellaneous		

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Misc Products	337	\$0.30
Movies & Music		
Movies		
Autographed Movie Memorabilia	341	\$0.20
Celebrity & Movie Memorabilia	340	\$0.20
DVDs	342	\$0.20
Other Movies	344	\$0.20
Videos	343	\$0.20
Music		
Autographed Music Memorabilia	349	\$0.20
CDs	346	\$0.20
Celebrity & Music Memorabilia	348	\$0.20
Downloadable	347	\$0.20
Other Music	350	\$0.20
Misc Movies & Music	352	\$0.20
Musical Instruments & DJ Equipment		
DJ Equipment	357	\$0.60
Musical Instruments	355	\$0.45
Office		
Office Supplies		
Calculators	362	\$0.70
Copiers	363	\$0.70
Electronic Dictionaries & Translators	364	\$0.70
Fax Machines	365	\$0.70
Office Other Supplies	371	\$0.70
Projectors	367	\$0.70
Shredders	366	\$0.70
Typewriters	368	\$0.70
Voice Recorders & Transcribers	369	\$0.70
Writing Instruments	370	\$0.70

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Stationery		
Other Stationery	375	\$0.45
Personalized Paper Goods	374	\$0.45
Stationery	373	\$0.45
Executive Gifts	360	\$0.70
Misc Office	377	\$0.55
Personalized		
Personalized Gifts	435	\$0.55
Pets		
Cats	382	\$0.25
Dogs	380	\$0.25
Misc Pets	384	\$0.25
Sports & Outdoors		
Boating & Sailing Accessories	387	\$0.50
Misc Sports & Outdoors	395	\$0.40
Sporting Goods		
Camping & Outdoors Equipment	389	\$0.40
Ski & Snowboard Equipment	391	\$0.40
Sports Apparel	393	\$0.35
Sports Equipment	392	\$0.40
Golf Accessories & Equipment	390	\$0.40
Toys & Video Games		
Consoles & Accessories		
Other Consoles & Accessories	401	\$0.50
Portable Video Game Consoles	400	\$0.50
Video Game Accessories	398	\$0.50
Video Game Consoles	399	\$0.50
Toys		
Baby Toys	418	\$0.35
Children's Toys	419	\$0.35

Category Name	Category ID	Minimum Bids (As of Jan 2012)
Other Toys	420	\$0.35
Video Game Titles		
Classic Consoles Games	403	\$0.35
Computer Games	404	\$0.35
Dreamcast Games	405	\$0.35
DS Games	406	\$0.35
Game Boy Advance Games	407	\$0.35
Game Boy Color Games	408	\$0.35
GameCube Games	409	\$0.35
N Gage Games	410	\$0.35
Nintendo 64 Games	411	\$0.35
Other Video Game Titles	416	\$0.35
PlayStation 1 Games	412	\$0.35
PlayStation 2 Games	413	\$0.35
PSP Games	414	\$0.35
Xbox Games	415	\$0.35
Misc Toys and Video Games	422	\$0.35