Product Listings Data Feed Specifications v3
*Updated May 14, 2012

Pronto collects merchant product listing information through a product listings data feed. This document contains important information that merchants will need to properly format, deliver, and update their product listings so that they will display accurately within Pronto.

Contents:

Section #1 – Feed Content & Formatting Requirements

Below is a detailed description of the product listings data feed fields, including content explanations, examples and formatting requirements. Please follow this information as any deviation from these requirements could cause the processing of your feed to be delayed or rejected.

Basic Formatting Instructions:
- All data fields must not contain HTML or XML tags or comments, field delimiters (extra tabs or pipes), carriage returns, new line characters, quotation marks, encoded characters, or any smart quotes. Please make sure that when converting your feed file to a text document that no extra characters (such as quotation marks) are added during the conversion process.
- The fields should always occur in the order specified below. All required fields must be completed or the feed will be rejected. If no data is available for an optional field, please leave that field blank.
- All data field columns must be included in the feed file. **DO NOT SKIP ANY DATA FIELD COLUMNS!** There are 42 total fields that must be present (five required and the remaining recommended/optional – see below for details). Any feeds not conforming exactly to these formatting requirements will be delayed in processing or rejected completely.

Title: REQUIRED
This is the title of the product for sale. Titles shall be concise, but feature-rich and well-formed. When available, they should include both the product name and model. Product titles should not include a description of the product (this should be entered in the Description field). The optimal product title for categorization and search performance in the Pronto system follows the below format and order as much as possible (see the accompanying Pronto Data Feed Optimization Strategies document for additional information):

Manufacturer	Brand/Model ID	Theme/Style/Size/Color/Material	HeadNoun	for/with +	Style

The character limit for this field is 350 characters. After 350 characters, all product titles will be trimmed.

Example:
Canon Powershot A610 5MP Digital Camera with 4x Optical Zoom

or

Cable crew neck sweater

Description: REQUIRED
This should be a complete, detailed, and accurate description of the product from your website. The text should be basic facts about the product, and should not contain any extraneous promotional information. The maximum number of characters allowed is 2048.

Example:
The 845 FS Silver Scot is a traditional redesign of the original 845s Silver Scot. These irons are cavity balanced, perimeter weighted, have a shorter hose and a longer blade length that promotes a lower center of gravity.

Sales Price: REQUIRED

This should represent the current sales price for which a consumer may purchase the product at that time. This entry should be numerical only (no text), should not include any symbols (including $), and should be quoted in US dollars only. It should not include any rebates, coupons, or other promotional discounts that may be available. Allowed data is any numerical value between .01 – 100,000.00

Example:
6.00

or

6

Category: REQUIRED

This should be the most granular category information available on the product, such as the category and sub-category that the merchant may already use themselves (like site breadcrumbs). The optimal category information for most accurate classification in the Pronto system follows the below format as much as possible, and contains the specific head noun for the product (in the below example, digital cameras is the head noun that is most critical to appear; see the accompanying Pronto Data Feed Optimization Strategies document for additional information):

Photo/Video > Cameras & Accessories > Digital Cameras

Pronto will use this information to assist in the categorization of each product listing within Pronto's categorization schema. The maximum number of characters allowed is 2048.

Example:
Books

or

Apparel > Women's > Coats

Condition*: REQUIRED

This should reflect the condition of the product. New, Used or Refurb are the acceptable values.

Example:
used

or

refurb

URL: REQUIRED

This should be the URL to a product detail page for which a user can affect a purchase. All URLs should be fully qualified URLs (including the http://www.). These URLs can include any built-in tracking tags as long as they do not interfere with the URL resolving directly to the product page to which it is associated. The maximum number of characters allowed is 2048.

Example:
http://www.mystore.com/product1234.html

Short Title: OPTIONAL (new field)

A user friendly short title for display purposes up to 128 characters.

Example:
Black Cocktail Dress

Color: OPTIONAL (new field)

This text may be up to 128 characters and should represent the item's color. If the product is multiple colors, then please provide a hyphen separated list of the colors.

Example:
White

or

White-green-blue-orange

Size: OPTIONAL (new field)

This text may be up to 128 characters long and should represent the size of the item, where applicable (shoes, clothing etc).

Example:
XL

or

4

Attributes: OPTIONAL (new field)

This text should represent additional attributes about the product, for instance if a shoe is leather or suede, or if the fabric of a shirt is linen or cotton. Please provide in name value pairs (material=leather; sleevelength=short). This field may be up to 2048 characters long.

Example:
Material=leather

or

length=long

Keywords: RECOMMENDED

These should be search engine type keywords that Pronto will use to help classify your product listings. They should be entered in all lowercase letters, with commas separating the different keyword phrases. The maximum number of characters allowed is 2048.

Example:
digital camera

or

men's waterproof boots

Image URL*: **PREFERRED FOR ALL PRODUCTS THAT DISPLAY AN IMAGE ON THE MERCHANT WEBSITE**
This should be a single URL to an image of the product that is being listed. All URLs should be fully qualified URLs (including the http://www.). The image should be of the highest size and quality available (we suggest at least 400 x 400 when possible) as Pronto will use that image next to the associated product information. All submitted image URLs should be for .gifs or .jpegs, and cannot be animated.

Example:
http://www.mystore.com/d_images/ANB9020Y-a.jpg

Brand: **RECOMMENDED**
This should be the brand name of the product. The character limit for this field is 128 characters. The maximum number of characters allowed is 128.

Example:
Apple

or

Patagonia

Manufacturer: **OPTIONAL (new field)**
This should represent the name of the product manufacturer to distinguish the product from the retailer. This field may be up to 128 characters long.

Example:
Sony

or

Calvin Klein

Artist or Author: **OPTIONAL**, **RECOMMENDED FOR ALL BOOKS**
This should be the Artist or Author's full name, provided for books or music only.

Example:
James Patterson

Retail Price: **OPTIONAL**
This should represent the normal retail list price (if different than the sales price) for the product. This entry should be numerical only (no text), should not include any symbols (including $), and should be quoted in US dollars only between the values of .01-10,000.

Example:
8.00

or

8

Special Offer: **OPTIONAL**
This text may be up to 2048 characters and should represent a specific offer provided for the product to appear on comparison grid and product grid pages. Offers should be specific and relevant to the product, such as "Free 1 GB SD Card" or "$150 rebate". Offers may not be generic, such as "Free Shipping" or

"Always Lowest Prices". The character limit for this field is 2048 characters. After 2048 characters, all special offers will be trimmed.

Example:
Free 1 GB SD Card

or

$150 rebate

CouponText: **OPTIONAL (new field)**
This text may be up to 2048 characters long. This should represent whether there is a coupon applicable to this product. If the retailer has a coupon available for this product, please describe the discount in this section.

Example:
20% Discount Coupon Available for this Product!

or

Use the coupon code to get a deal on this product!

Coupon Code: **OPTIONAL (new field)**
This should represent if there is a coupon code required to take advantage of the coupon for this product, for instance if a user needs to input a coupon. This field must be no more than 128 characters long and should only contain the coupon code.

Example:
445JJF4

or

ABHHJJF

InStock: **OPTIONAL**
This should represent if the item is in stock or not. Available options: In Stock, Limited Quantities, Preorder, Backorder or Special

Example:
In Stock

Inventory Count: **OPTIONAL (new field)**
This should represent the number of SKUs of this item that the merchant has remaining in stock. This field can be any integer between 0-1,000,000.

Example:
34

or

5,000

Bundle: OPTIONAL (new field)
This should represent whether the item comes in a bundle or not, for instance if it's in a package of 4 or just a single product. Only two valid values, "yes" or "no"

Example:
Yes

or

No

Release Date: OPTIONAL (new field)
Date that this product will be available for sale. This data must be entered in yyyymmdd format and this date can be up to two years in the future

Example:
19800211

ProntoCategoryID: HIGHLY RECOMMENDED
The 1 to 3 digit number that represents the specific sub-category where the product fits within Pronto's categorization schema. Use the Pronto Category Mapping document available in the Merchant Account Center to obtain these numbers.

Example:
357

Mobile URL: OPTIONAL (new field)
Mobile landing page. Must include http:// or https://. This may be up to 2048 characters long.

Example:
http://www.m.merchant.com

Shipping Cost: OPTIONAL
This should be the value for the flat shipping cost for the item. This should represent the lowest cost a buyer would have to pay for continental US shipping for that product only (represented in US dollars). The price shall be a real number, consisting of only digits and a decimal point. Free shipping should be notated with a zero. If the product is unavailable for flat shipping, leave the field empty. Data allowed is any numerical value between .01-1,000.00

Example:
6.00

or

6

Shipping Weight: **OPTIONAL**
Weight of the item, in pounds. Data allowed is any numerical value between .01-1,000.00

Example:
.1

Or

2.5

Zip Code: **OPTIONAL**
Zip code from which the item is shipped, in the five digit US zip code format.

Example:

10019

Estimated Ship Date: **OPTIONAL (new field)**
The estimated date that the product can be shipped, in text. This field may be up to 128 characters long.

Example:
Usually in 1-2 days

ProductBid: **OPTIONAL**
This is the cost-per-click bid price to be used for the product (in lieu of a category bid). All product bid values must at least match the minimum category bid for the category of that product. Please reference the Pronto Category Mapping-SKU Bidding worksheet to ensure that the product bid value meets the minimum level. All products with bids supplied that are lower than the category minimum will be priced at the corresponding category bid (or category minimum). All products with no value supplied in the 'ProductBid' field will be priced at the corresponding category bid (or category minimum). All valid product level bids placed in correctly in the 'ProductBid' column will supersede any category level bids provided in the Bid Manager.

Example:
.25

Product SKU: **RECOMMENDED**
Description in XLS file is "Merchant product identifier only."
Example:

11122

ISBN: **OPTIONAL, RECOMMENDED FOR ALL BOOKS**
This should be the unique numeric code that distinguishes all books. This value is specific for books only.

Example:
0316159778

UPC Code: **OPTIONAL (new field)**
The 12 digit UPC code for this product.

Example:
654321654321

EAN: **OPTIONAL (new field)**
The 13 digit EAN for this product.

Example:
1234567890123

MPN: **OPTIONAL (new field)**
The manufacturer part number. 0-100 characters.

Example:
2131234341

Sale Rank: **OPTIONAL (new field)**
Relative popularity of this product for the merchant, a 1 being the most popular, 2 being less popular etc.

Example:
3

Product Highlights: **OPTIONAL (new field)**
Up to 5 comma separated marketing points about the product. Each highlight is allowed 128 characters of text.

Example:
100% cotton, breathable mesh fabric

AltImages: **OPTIONAL (new field)**
Up to 5 common separated alternative images and their titles: Side View=http://mystore.com/img.jpeg

Example:
Side View=http://mystore.com/img1,jpg, Front View= http:/mystore.com/img2.jpeg

Section #2 – Creating a Product Listings Data Feed

Feed Content:
The list below details the field Name, nature of the field (required vs. recommended/optional), and a short description of that specific data type. See Section #1, Feed Content & Formatting Requirements, for more detailed requirements and guidelines for this content.

All data field columns must be included in the feed file. **If no data exists for an optional field, leave the specific field blank, but do not remove an entire data column. DO NOT SKIP ANY DATA FIELD COLUMNS!** There are 44 total columns that must be present (six required and the rest optional – see below for details). Any feeds not conforming exactly to these formatting requirements will be delayed in processing or rejected completely.

Name	Required	Allowed Data	Description
Title	Required	1-384 Characters	the title of the product for sale
Description	Required	0-2048 Characters	a detailed description of the product, no HTML or Javascript should be here. This should only by plain text.
SalePrice	Required	.01 - 100,000.00	the price for which the product is currently selling, in US dollars
Condition	Required	new|used|refurb	
Category	Required	0-2048 Characters	a category label like 'Books' or 'Apparel > Women's > Coats'. Any categorization the merchant may already use themselves (greatest level of detail, like site breadcrumbs, is most helpful)
URL	Required	0-2048 Characters	the URL to a product detail page for which a user can effect a purchase
ShortTitle	Optional	0-128 Characters	A user friendly short title for display purposes
Color	Optional	0-128 Characters	Which color is this product (ex: blue or if it's a multicolored product, then a hyphen separated list of colors , ex: red-white)

Size	Optional	0-128 Characters	What is the size of this product if applicable (clothing, shoe products)
Attributes	Optional	0-2048 Characters	Name value pairs of additional product attributes
Keywords	Optional	0-2048 Characters	"search engine" type keywords that describe the product
Brand	Optional	0-128 Characters	[recommended]: the brand of the product
Manufacturer	Optional	0-128 Characters	Name of the manufacturer
ArtistAuthor	Optional	0-128 Characters	[recommended for all books]: Artist or Author's name, for books or music only
RetailPrice	Optional	.01 - 100,000.00	the normal retail list price for the product (if different than the sales price), in US dollars
SpecialOffer	Optional	0-2048 Characters	a specific offer provided for the product
CouponText	Optional	0-2048 Characters	if there is a coupon applicable to this product, what is the text of it
CouponCode	Optional	0-128 Characters	If there is a coupon code required to take advantage of the coupon this is the code
InStock	Optional	In Stock|Limited Quantities|Preorder|Backorder|Special Order	If not specified it will assume in stock
InventoryCount	Optional	0-1,000,000	# of this product remaining
Bundle	Optional	yes|no	Is this product single item or a bundle (valid values : yes|no), If it's blank the default will be no
ReleaseDate	Optional	yyyymmdd	when this product became or will be available for sale

ProntoCategoryID	Optional	Valid categoryId	[highly recommended]: 1 to 3 digit number that represents the specific subcategory where the product fits within Pronto's categorization schema. Use the Pronto Category Mapping document to obtain these numbers
MobileURL	Optional	0-2048 Characters	Mobile landing page
ImageURL	Optional	0-2048 Characters	a single URL, This is a required field for all merchant products for which an image is displayed an image on the merchant website
ShippingCost	Optional	.01 - 1,000.00	flat shipping cost for the item. Should represent the lowest cost a buyer would have to pay for shipping for that product only, in US dollars
ShippingWeight	Optional	.01 - 1,000.00	weight of the item to be shipped, in pounds
ZipCode	Optional	5 digit number	[optional]: zip code from which the item is shipped
EstimatedShipDate	Optional	0-128 Characters	Estimate of when this could be shipped, text ("usually ships in 1-2 days")
ProductBid	Optional	.01-100	the cost-per-click bid price to be used for the product, in US dollars.
ProductSKU	Optional	0-128 Characters	merchant product identifier only
ISBN	Optional	10 digit number or 13 digit number	[recommended for all books]: Code, for books only
UPC	Optional	12 digit string	UPC Code for the product
EAN	Optional	13 digit EAN	EAN of the product (PG has these as separate fields for UPC and EAN)

MPN	Optional	0-100 Characters	Manufacturer part number
SaleRank	Optional	0-1,000,000	Relative popularity of this product for the merchant, a number 1 being the most popular and 2 being the second most popular, etc
ProductHighlights	Optional	0-128 Characters/Item	Up to 5 comma separated marketing points about the product
AltImage0	Optional	0-128 Characters/Title	The feed can contain up to 5 alternative images, each in the own file titleed AltImage0, AltImage1, AltImage2, .. , AltImage4. Each of the fields will contain an option title of the image followed by an equal sign and the required URL to the image. If there is no title a URL alone may be provided
AltImage1	Optional	0-128 Characters/Title/up to 2048 for the image URL	The feed can contain up to 5 alternative images, each in the own file titled AltImage0, AltImage1, AltImage2, .. , AltImage4. Each of the fields will contain an option title of the image followed by an equal sign and the required URL to the image. If there is no title a URL alone may be provided
AltImage2	Optional	0-128 Characters/Title/up to 2048 for the image URL	The feed can contain up to 5 alternative images, each in the own file titled AltImage0, AltImage1, AltImage2, ... ,AltImage4. Each of the fields will contain an option title of the image followed by an

			equal sign and the required URL to the image. If there is no title a URL alone may be provided
AltImage3	Optional	0-128 Characters/Title/up to 2048 for the image URL	The feed can contain up to 5 alternative images, each in the own file titled AltImage0, AltImage1, AltImage2, ... ,AltImage4. Each of the fields will contain an option title of the image followed by an equal sign and the required URL to the image. If there is no title a URL alone may be provided
AltImage4	Optional	0-128 Characters/Title/up to 2048 for the image URL	The feed can contain up to 5 alternative images, each in the own file titled AltImage0, AltImage1, AltImage2, ... , AltImage4. Each of the fields will contain an option title of the image followed by an equal sign and the required URL to the image. If there is no title a URL alone may be provided

Feed Creation:
In general, product data feeds are created in one of two manners:
- Feeds generated programmatically via database export
- Feeds manually generated using Microsoft Excel

For feeds that are generated programmatically via database export:
Please consult with your database administrator or IT technician to ensure that the above content requirements are followed in the generation of your feed file.

General File Specifications:
- The feed should be delivered as a tab or pipe delimited plain text file. The use of tabs or pipes must be consistent throughout the file, and remain consistent for all deliveries of your feed file.

- There must only be one product record per line, with tab or pipe delimited fields within each record.
- The file must have a naming convention of "**yourdomain.com.txt**".
- Pronto recommends compressing large feed files, as it will greatly improve the feed transfer process. When compressing, the file should be compressed using the standard zip or gzip format, and named "**yourdomain.com.txt.zip**" (for zip) or "**yourdomain.com.txt.gz**" (for gzip).

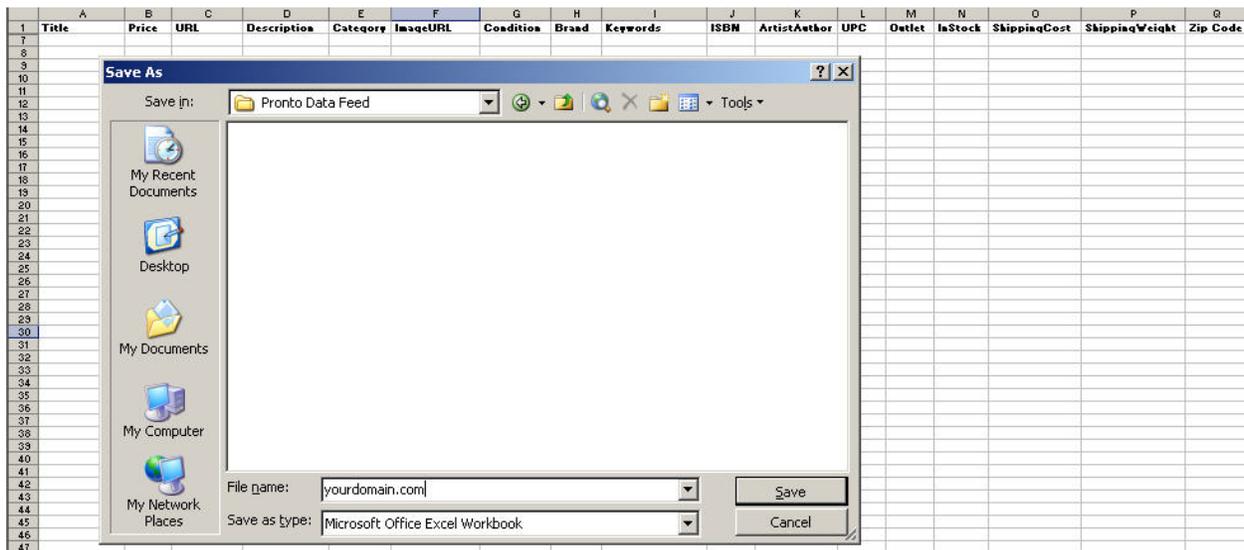**For feeds generated manually using Microsoft Excel:**

Open a new file in your computer's spreadsheet program
Use a spreadsheet program (like Microsoft Excel) to create your data feed file.

Save the file with the following naming convention
The final data feed file must be named in following format: **yourdomain.xls (insert your actual domain in place of yourdomain.com).**

e.g. for the domain www.usapracticegear.com, the feed file should be named usapracticegear.xls

The first row of the document must contain a # followed by the feed version you are using.
For our current specification the first line should be
 # V3.0

Enter Field Name information in the second row of the document after a # tag.
You must specify each element of the data feed by creating a Field Name for each column of data. **This row of field names must be the first row of the spreadsheet (see above example).** Below are the Field Names that must be included, regardless of whether data is being supplied for each one. These fields must be included in this exact order, with spelling exactly matching the below names. Any differences in the order or spelling of these field names may cause problems with the processing and uploading of your data feed file.

*You may also use the pre-formatted Excel template (with field names already included) located in the Merchant Solutions Merchant Account Center, under the 'Product Listings' section, within the 'Build a Feed' page.

Field Names
1. **Title**
2. **Description**
3. **SalePrice**
4. **Condition**
5. **Category**
6. **URL**
7. **ShortTitle**
8. **Color**
9. **Size**
10. **Attributes**
11. **Keywords**
12. **Brand**
13. **Manufacturer**
14. **ArtistAuthor**
15. **RetailPrice**
16. **SpecialOffer**
17. **CouponText**
18. **CouponCode**
19. **InStock**
20. **InventoryCount**
21. **Bundle**
22. **ReleaseDate**
23. **ProntoCategoryID**
24. **MobileURL**
25. **ImageURL**
26. **ShippingCost**
27. **ShippingWeight**
28. **ZipCode**
29. **EstimatedShipDate**
30. **ProductBid**
31. **ProductSKU**
32. **ISBN**
33. **UPC**
34. **EAN**
35. **MPN**
36. **SaleRank**
37. **ProductHighlights**
38. **AltImage0**
39. **AltImage1**
40. **AltImage2**
41. **AltImage3**
42. **AltImage4**

Example:
#Title|Description|SalePrice|Condition|Category|URL|ShortTitle|Color|Size|Attributes|Keywords|Brand|Manufacturer|ArtistAuthor|RetailPrice|SpecialOffer|CouponText|CouponCode|InStock|InventoryCount|Bundle|ReleaseDate|ProntoCategoryID|MobileURL|ImageURL|ShippingCost|ShippingWeight|ZipCode|EstimatedShipDate|ProductBid|ProductSKU|ISBN|UPC|EAN|MPN|SaleRank|ProductHighlights|AltImage0|AltImage1|AltImage2|AltImage3|AltImage4

Create your product listings data

All products must be entered on their own row within the spreadsheet. The first product should go in the row directly beneath the row containing the Field Names (and each corresponding product on the row below the previous). Please consult Section #1, Feed Content & Formatting Requirements, for exact specifications when adding your product data.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Title	Price	URL	Description	Category	ImageURL	Condition	Brand	Keywords	ISBN	ArtistAuthor	UPC	Outlet	InStock	ShippingCost	ShippingWeight	Zip Code
2	"All-Star" Pants	20.95	http://www.us:	Front leg "All-Star" design. 100% cotton with, elastic waistband, and front button snap	Pants	http://www.usapr octicegear.com/pr oducts/productim ages/aballstar.jpg		Bsky	Pants, Cotton						1.95	0.1	10013
3	"Dance" Pants	20.95	http://www.us:	Front leg "Dance" design. 100% cotton with, elastic waistband, and front button snap	Pants	http://www.usapr octicegear.com/pr oducts/productim ages/abflyer.jpg		Bsky	Pants, Cotton						1.95	0.1	10013

When all of your product data information has been entered, save the file (with the prescribed file name) to a location where you can access it later for feed delivery.
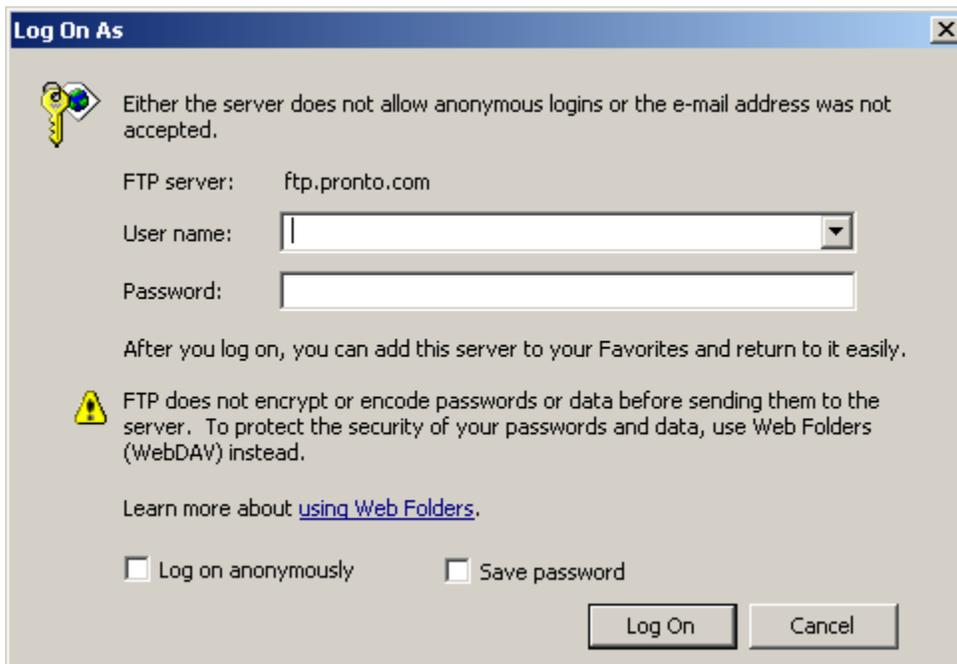
Section #3 – Feed Delivery & Updates

There are two methods to deliver your product data feed file to Pronto:
- FTP delivery to assigned ftp.pronto.com account
- File upload (excel format) via the merchant.pronto.com upload interface

FTP Delivery
1. Your username and password for **ftp.pronto.com** is provided through the Merchant Solutions Merchant Account Center (in the '**Product Listings'** section, both during your initial feed set up, as well as through the Product Listings Manager). This information is also available to be emailed to you upon request in the Merchant Account Center.

2. Visit our FTP site at ftp.pronto.com using any FTP client. Most web browsers (such as Internet Explorer pictured below) also support this connection, as well.

3. Enter your provided username/password information.

4. Although you will likely see a blank screen, you will be connected to the FTP server. Once you have access to the FTP site, you can drag and drop your product listings feed into the site.

File upload
1. Log in to the Merchant Account Center at merchant.pronto.com using your assigned log in credentials.

2. Click on the '**Product Listings**' tab to navigate to the Product Listings section.

3. At the bottom of the 'Upload Your Product Listings' page, click on the link for manual file submission.

4. On the 'Upload Your Product Listings – Manual Upload' page, upload your Pronto formatted feed file from your computer (in .xls format) using the Browse and Submit buttons.

5. Follow any instructions on the resulting feed submission page regarding file submission status ("success" or "failure") and next steps for setting up your account.

Feed Updates

- All feed updates are complete file updates. The entire new file must be uploaded to your FTP location or uploaded through the Merchant.pronto.com upload interface, and it will replace your existing file.
- Please do not just send update or incremental change files, as this will cause the removal of many of your product listings.
- All feed files must be updated at least one time per week. Pronto systematically removes data that has not been updated, so failure to update your feed in the prescribed format and timeframe can lead to the removal of your product listings.
- To add or delete items from your data feed, simply add or remove these products in your data feed file. Once you have made these additions or subtractions, upload the new full file to the FTP site or the Merchant.pronto.com upload interface.
- To change any information about an existing item in your feed, change that data field in your feed file. Once you have made these changes, upload the new full file to the FTP site or through the merchant.pronto.com upload interface.