

## Data Feed Specifications

These conditions have to be met in order for solute GmbH to integrate your product offerings:

- ◆ Your complete offering data must be exportable in **one** file (if several files exist, please merge).
- ◆ The file must be in CSV or a TXT file format. It can be compressed in ZIP or GZIP file format.
- ◆ We need your offering data file in one defined URL  
e.g. [www.YourShop.com/solutefeed.csv](http://www.YourShop.com/solutefeed.csv)). If this is located in a protected area, please let a member of the solute team know your password and user name. Solute normally retrieves offer data every two hours.
- ◆ There must be exactly one offer in each line of your offer data file.
- ◆ The column delimiter must be unique and must not be present in any of your data fields. If possible, please use TAB or PIPE [ | ].
- ◆ In the ideal case, **different information** should be in **separate columns** of your file.  
The **different information** must **not contradict** itself: The offer description must comply with the picture of the offer, the EAN or the manufacturer number.
- ◆ The **article ID** (aid or sku) of an offer must always be **constant** and unique. The same ID must thus never be used for different offerings.
- ◆ The column names do not necessarily need to meet our specifications. They have to, however, be clear in order to prevent confusion.
- ◆ We split the offering data into 3 different levels (see table on page 4):
  - listing relevant data
  - mapping/matching relevant data
  - end customer relevant data

Your offering data file ...

... **must** include all **listing relevant columns** (see table). This is absolutely essential in order to be able to read product data into the solute system.

... **should** include **mapping/matching relevant columns**. The category information and product data you provide to us will have an influence over the quality of matching.

... **may** include **end customer relevant columns**. This information enhances our ability to provide appropriate product information for our consumers.

## Data Feed Specifications

- ◆ **Assortment-specific columns:** For some assortments, additional information in extra columns is helpful or even required by law. Additional information is used to insure appropriate allocation when a consumer is filtering product offers online.
- ◆ We would like to draw your attention to the **legal requirement** to specify the shipping costs and basic price (for articles that require indication of the basic price) and urge you to include this in the offering data file.
- ◆ The more information you provide us the higher relevancy when a product is mapped/matched. Also it ensures that your product information is...
  - ... **Quickly** integrated.
  - ... **Identified** easier by the consumer.
  - ... **Appropriately** assigned to our categories/products.
  - ... **Optimised** to ensure a greater reach of potential customers.
  - ... **Better than the competition**, ensuring higher customer conversion rate, since your offerings are assigned in the best possible way and your customers are fully informed.
- ◆ **soluteN does not list ...**
  - ... used goods
  - ... illegal content.
  - ...sexually explicit content.

This content must **not** be contained in your offer data file.
- ◆ **Avoid ...**
  - ... HTML formatting and CSS.
  - ... Incomplete or false HTML formatting (such as "&nbsp;" instead "&nbsp;";" for a space).
- ◆ All prices in your offer data file must be retail prices (inclusive of statutory VAT, except for small business) and are specified in the currency of the region you're promoting to.
- ◆ **FSK18 or USK18 goods** must be explicitly marked in the product name, e.g.
  - SAW IV (FSK 18)
  - Halo 3 (USK 18)
- ◆ Make your shop logo available on a defined URL (e.g. [www.YourShop.com/logo.gif](http://www.YourShop.com/logo.gif)). Please provide this to your contact at solute. Please note that your logo must have a resolution of **90 x 30 pixels** or a width x height ratio of 3:1.

Below are the exact specifications of the column names as well as an example of how your offer data file should appear.

For questions concerning export/import or assortment-specific columns, we will be happy to assist you individually. You can reach our shop data management at [konfiguration@soluten.com](mailto:konfiguration@soluten.com) or +49 721 86 95 6 - 60 (select 1 in the voice menu, then 2).

## Data Feed Specifications

COLUMN HEADING	CHARACTERISTICS / SPECIFICATIONS	EXAMPLE
<b>LISTING RELEVANT COLUMNS</b>		
To make certain that your offers can be made live, the following data <b>must</b> be present in your offer data file:		
aid / sku	<p><b>article identity number / stock keeping unit</b> Unique and constant item number of the offer in your store / merchandise management system.</p> <p>Max. 50 characters of text.</p>	00004711
name	<p>Offering name, free of advertising texts. → Original product description</p> <p>Max. 255 characters of text.</p>	PowerShot A590 IS
price	<p>Retail price of the offer (incl. VAT) without shipping cost.</p> <p>Numeric field, period delimited, without 1000 separator.</p>	3129.98
link	<p>Deep-link in the store directly to the offer; URL of the offer.</p> <p>Max. 750 characters of text (URL).</p>	http://www.YourShop.com/offerid=00004711.htm
shop_cat	<p><b>shop category</b> Category path of the offer in your store. (The separator for your categories must not correspond to the column delimiter of your offer data file.)</p> <p>Max. 255 characters of text.</p>	Electronics > Photo & Video > Digital cameras > Compact cameras
prn	<p><b>Pharmaceutical registration number</b> PZN of the corresponding offer. You receive the PZN from the respective manufacturer or from your supplier.</p> <p>7 digits</p>	4908802
<b>MAPPING / MATCHING RELEVANT COLUMNS</b>		
To ensure that your offers can be assigned correctly, the following data <b>should</b> be available in your offer data file:		
brand	<p>Manufacturer brand of the offer (manufacturer or brand name).</p> <p>Max. 255 characters of text.</p>	Canon
mpn(r)	<p><b>manufacturer part/product number</b> Original manufacturer or article number. You receive the manufacturer number from the respective manufacturer or from your supplier.</p> <p>Max. 50 characters of text.</p>	2462B009
GTIN (EAN)	<p><b>Global Trade Item number (formerly European Article Number)</b> This includes: EAN (Europe) and ISBN, UPC (USA), JAN (Japan). You will receive the GTIN or the part of it mentioned above from the respective manufacturer or from your supplier.</p> <p>13 digits</p>	8714574513843

## Data Feed Specifications

END CUSTOMER RELEVANT COLUMNS		
To ensure that your end users can track all key information at a glance, you <u>may</u> expand your offer data file with the following data:		
<b>image</b>	URL to the image on your server. (Image size: at least 200 x 200 pixels, format: .jpg, .gif, .png).  Max. 500 characters of text (URL).	<a href="http://www.YourShop.com/images/offerid=00004711_200x200.gif">http://www.YourShop.com/images/offerid=00004711_200x200.gif</a>
<b>dlv_time</b>	<b>delivery time</b> Delivery time of the corresponding offer.  Max. 50 characters of text.	- 1 - 3 days - 5 business days
<b>dlv_cost</b>	<b>delivery cost</b> Shipping costs of the corresponding offer. (the respective least expensive shipping cost for the corresponding offer)  Numeric field, period- or comma-separated.	- 4.90 - 0.00 (for home delivery)
<b>desc</b>	<b>„description“</b> Meaningful and detailed description of the offer.  Max. 5,000 characters of text.	The digital compact camera Canon PowerShot A590 IS with a maximum resolution of 8 million pixels and a 4x optical zoom supports the following storage media: MMC, SD, SDHC and MMCplus.

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Column Heading	Characteristics / Specifications	Example
base_price or ppu	<p>base price / price per unit</p> <p>The base price is the price per unit.</p> <p>Max. 32 characters of text.</p>	9.90 € / 100 ml
old_price	<p>What price of the offer (incl. VAT) without shipping cost.</p> <p>Numeric field, period delimited, without 1000 separator.</p>	1799.99
promo_text	<p>Display of e.g.: Coupon campaigns, new customer's discount, special delivery conditions (e.g. delivery to installation site, two man service), special payment methods (financing etc.)</p> <p>max. 100 characters of text, no html code</p>	<p>- Pick-up in retail store possible (01234 Exemptown)</p> <p>- 5.- € coupon for newsletter registration</p> <p>- 10% discount for new customers</p>
voucher_text	<p><b>Please contact the shop service for activation of this feature</b> It is exclusively meant to display coupon codes <b>This is why for affected offers the (by the value of the coupon) reduced price must be transferred in the column price or an additional column</b></p> <p>If an amount is set and active in the voucher_text, a promo text is not displayed. The coupon code then replaces the promo text. After the click out, the coupon is displayed on the very top and the offering is displayed in an iFrame.</p> <p>max. 100 characters of text, no html code, the coupon code must be at the beginning followed by the coupon text in parentheses ()</p>	7SAVE (7% discount for purchase values of EUR 1 - EUR 10,000, no redemption for books)

## Data Feed Specifications

<p><b>Assortment-specific columns (Status 04/15)</b>          For some assortments it is helpful or even <b>legally required</b> that additional information be transferred in extra columns. This enables optimisation of assignment and filter.</p> <p>For questions on assortment-specific columns, please contact our shop data management at <a href="mailto:konfiguration@soluten.com">konfiguration@soluten.com</a> or +49 721 86 95 6 - -60 (select 1 in the voice menu, then 2).</p>		
<p>Water heaters and hot water tanks, refrigeration units and freezers, air conditioners, dryers and washer-dryers, household ovens, household lamps, washers, television sets, vacuum cleaners, lights</p>		
eec	<p>Energy efficiency class (<b>legally required</b>)</p> <p>Text from A+++ until G</p>	<p>- A++ - C - F</p>
light_socket	<p>Socket for lights/illuminants</p> <p>Text</p>	<p>- E27 - GU4 - BA20d</p>
<p>Tires</p>		
wet grip	<p>Wet grip (<b>legally required</b>)</p> <p>Text from A until F</p>	<p>- B</p>
fuel	<p>Fuel efficiency (<b>legally required</b>)</p> <p>Text from A until G</p>	<p>- A</p>
rolling noise	<p>external rolling noise (<b>legally required</b>)</p> <p>Value in decibels</p>	<p>72 dB</p>
<p>Car parts, car accessories</p>		
hsn_tsn	<p>HSN and TSN (car parts number, KBA)</p> <p>7-digit, list separated by commas possible</p>	<p>- 7104457 - 7104431.7104501</p>
<p>Contact lenses</p>		
dia	<p>Diameter</p> <p>Value from 13.0 to 15.0, increment 0.1</p>	<p>14.2</p>
bc	<p>Basic curve, also radius</p> <p>Value from 8.0 to 10.0, increment 0.1</p>	<p>8.4</p>
sph_pwr	<p>Dioptres, also sphere</p> <p>Value from -20.0 to 20.0, increment 0.25</p>	<p>-8.25</p>
cyl	<p>Cylinder (for toric lenses)</p> <p>Value from -4.0 to 0.75, increment 0.25</p>	<p>0.75</p>
axis	<p>Axis (for toric lenses)</p> <p>Value from 0 to 180, increment 10</p>	<p>180</p>

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<p>Fashion, accessories, jewellery (e.g.: textiles, shoes, functional clothing), furniture, living (e.g.: beds, mattresses, mirrors, cabinets, carpets, home textiles)</p>		
size	<p>For fashion: Size, cup size / under bust measurement, shoe size, trousers size, collar size</p> <p>For accessories: Ring size</p> <p>For furniture: Dimensions (width x height x depth)</p>	<p>- M, L, XL            - 75B            - 37, 42            - W28 L32            - 52</p> <p>180 x 61.5 x 200</p>
color	Colour	<p>- green            - blue            - magenta</p>
gender	Gender	<p>- female, women            - male, men            - unisex            - children</p>
material	<p>For accessories:</p> <p>For fashion:</p>	<p>- white gold            - gold-plated</p> <p>- cotton            - leather</p>
class	<p>For fashion: Type of clothing, type of footwear, type of bag, type of sun glasses, type of watch</p> <p>For furniture: Type of furniture, type of bed, type of upholstered furniture, type of cabinet, type of table</p>	<p>For fashion: Suit, evening dress, bathrobe, leather skirt, leggings, men's shirt, muscle shirt, ballerina, pumps, sandals, rubber boots, aviator sunglasses, travel bag, belt pouch, analogue watch, children's wrist watch.</p> <p>For furniture: Metal bed, corner couch, wing chair, shelf, corner kitchen, high-pile carpet, bath mat</p>
features	Special features	for furniture: 2-seater, 3-door, extendable, relax function
style	Style of living	for furniture: antique, floral, industrial, rustic style, retro style