

## DATA FEED GUIDELINES AND SPECIFICATIONS

ATTRIBUTE	GUIDELINE	EXAMPLE
<b>TITLE</b> Required	The title of the item that you want to list. Title should be descriptive and without promotional text.	Zara black floral dress
<b>BRAND</b> Required	The brand name of that particular item	Zara
<b>DESCRIPTION</b> Required	Item description, no link to your store, minimum 100 characters max 500 characters.	Black dress with floral theme, perfect for evening and elegant occasion. 70%cotton, 30% viscose. Dry clean only.
<b>URL</b> Required	The URL of the landing page of this particular item. No tracking parameters (this help users verify that the website is legit and will increase your SEO on Google)	<a href="https://Zara.com/women/dress/blackfloraldress">https://Zara.com/women/dress/blackfloraldress</a> .
<b>IMGURL</b> Required	The URL of your product image. Recommended size 500px500px. Preferably images shoot on white background. Images once uploaded will be cropped and processed to meet criteria for collage creation <b>No promotional content</b>	
<b>PRICE</b> Required	The ongoing retail price of this particular item. Only numeric number ISO 4217	20 33 122 99
<b>SALE PRICE</b> Optional	The price of this particular item after the sale is applied. Only numeric number ISO 4217	
<b>CURRENCY</b> Required	The currency used to sell this particular item. 3 letter ISO 4217	USD, GBP, EUR, IDR
<b>SIZE</b> Required	Your products size. If a product is available in multiple size, separate the size listing with a comma.	Clothing sizes: XS,S,M,L,XL,XXL Shoe sizes: 5, 5.5, 6, 6.5, 7, 7.5, 8, 8.5, 9, 9.5, 10, 10.5

<b>SIZE SYSTEM</b> Optional	The size system used in this specific item. Supported size systems: UK,EU,US,JP,CN	UK, EU, US, JP, CN.
<b>CATEGORY</b> Required	This field helps shoppers find your product in the right category. Available categories are Clothing, Shoes, beauty and accessories. <a href="#">Click here to see the Taxonomy.</a>	Clothing, Shoes, Accessories, Beauty.
<b>COLOUR</b> Required	The colour of the product. If the product is multicolour select the relevant colour. If a product can be purchased in different colours create a feed for each colour. Remember to change the URL and the IMGURL.	Black, White, Grey, Brown, Red, Orange, Yellow, Pink, Purple, Blue, Green.
<b>COVERAGE</b> Required	This field help shoppers to filter products based on coverage level Choose between low, medium and full.	Low, Medium or full.

