BuyButton

Short Instructions on Data Delivery for the BuyButton on our Website

About

If you want to participate on our BuyButton programme, we need some data of you in the right format. This quick guide should help you understand what information we need.

If you have further questions after you read this document please mail to h.bies@powerslide.de.

Please Update your Lists Frequently

Please update your List at least daily.

We do not want to have angry or disappointed customers, so there should be stock on the products if your BuyButton is active.

If we do not receive frequent Updates to the list, your BuyButton will be dropped!

Introduction

The data we need from you:

EAN	YOUR (Main) Article URL	YOUR STOCK
4040333462898	https://www.example.com/atomictangerine.htm	4
4040333462904	https://www.example.com/atomictangerine.htm	3
4040333462911	https://www.example.com/atomictangerine.htm	11
4040333462928	https://www.example.com/atomictangerine.htm	12
4040333462935	https://www.example.com/atomictangerine.htm	13
4040333462942	https://www.example.com/atomictangerine.htm	12
4040333462959	https://www.example.com/atomictangerine.htm	7
4040333462966	https://www.example.com/atomictangerine.htm	8
4040333462973	https://www.example.com/atomictangerine.htm	6
4040333462980	https://www.example.com/atomictangerine.htm	5
4040333462997	https://www.example.com/atomictangerine.htm	8
4040333463000	https://www.example.com/atomictangerine.htm	9
4040333475294	https://www.example.com/hipbag.htm	34

…and how data should be delivered:

```
Input_BuyButton_ExampleShop.txt
 1    EAN,URL,Stock
 2    4040333462898,https://www.example.com/atomictangerine.htm,10
 3    4040333462904,https://www.example.com/atomictangerine.htm,8
 4    4040333462911,https://www.example.com/atomictangerine.htm,2
 5    4040333462928,https://www.example.com/atomictangerine.htm,4
 6    4040333462935,https://www.example.com/atomictangerine.htm,2
 7    4040333462942,https://www.example.com/atomictangerine.htm,4
 8    4040333462959,https://www.example.com/atomictangerine.htm,6
 9    4040333462966,https://www.example.com/atomictangerine.htm,6
10    4040333462973,https://www.example.com/atomictangerine.htm,9
11    4040333462980,https://www.example.com/atomictangerine.htm,4
12    4040333462997,https://www.example.com/atomictangerine.htm,3
13    4040333463000,https://www.example.com/atomictangerine.htm,9
14    4040333475294,https://www.example.com/hipbag.htm,34
```

Please note, the stock amount is optional.
In the future, it may change to be required.

Product Data Example: Article with Sizerun

We need our EAN of the ‚ChildArticle' + Your URL of the ‚ParentArticle'

ArticleNo.	Size	Product	EAN	URL	Stock
510010		110 Atomic Tangerine	4040333462881	https://www.example.com/atomic.htm	
510010	36	110 Atomic Tangerine	4040333462898		4
510010	37	110 Atomic Tangerine	4040333462904		3
510010	38	110 Atomic Tangerine	4040333462911		11
510010	39	110 Atomic Tangerine	4040333462928		12
510010	40	110 Atomic Tangerine	4040333462935		13
510010	41	110 Atomic Tangerine	4040333462942		12
510010	42	110 Atomic Tangerine	4040333462959		7
510010	43	110 Atomic Tangerine	4040333462966		8
510010	44	110 Atomic Tangerine	4040333462973		6
510010	45	110 Atomic Tangerine	4040333462980		5
510010	46	110 Atomic Tangerine	4040333462997		8
510010	47	110 Atomic Tangerine	4040333463000		9

Parent Article.
This is a virtual article that exists to group the sizerun.
The URL is what we need here

Child Article. These EANs you should have in your System, and these we need.

Note on Sizerun Articles

Some shops do have websites for each size of an article. In this case we do not need the article size URL, but the URL of the „main" or „parent" article.

Why that? Simply because whe have only one BuyButton for a whole sizerun on our website. With your data we then do a match to our parent article EAN and use this with your URL to send the customers to that article on your page.

Example: Article without Sizerun

ArticleNo.	Productname	EAN	URL	Stock
907038	Hip Bag	4040333475294	**https://www.example.com/hipbag.htm**	34

This Article has no different sizes.
Here we can work directly with the URL and the EAN of the article.

These articles should be easy to handle.

Example File Contents

- This Example shows the sizerun Article Swell Atomic Tangerine and the Swell HipBag in the last line.

Input_BuyButton_ExampleShop.txt

```
1   EAN,URL,Stock
2   4040333462898,https://www.example.com/atomictangerine.htm,10
3   4040333462904,https://www.example.com/atomictangerine.htm,8
4   4040333462911,https://www.example.com/atomictangerine.htm,2
5   4040333462928,https://www.example.com/atomictangerine.htm,4
6   4040333462935,https://www.example.com/atomictangerine.htm,2
7   4040333462942,https://www.example.com/atomictangerine.htm,4
8   4040333462959,https://www.example.com/atomictangerine.htm,6
9   4040333462966,https://www.example.com/atomictangerine.htm,6
10  4040333462973,https://www.example.com/atomictangerine.htm,9
11  4040333462980,https://www.example.com/atomictangerine.htm,4
12  4040333462997,https://www.example.com/atomictangerine.htm,3
13  4040333463000,https://www.example.com/atomictangerine.htm,9
14  4040333475294,https://www.example.com/hipbag.htm,34
```

Note

- Please do not forget the first line in the text file to be the headline. It has to be exactly like this:

  EAN,URL,Stock

Data Delivery

Save the file as TXT or deliver as Datastream

Use this naming convention:
Input_BuyButton_[CustomerName].txt Example:
Input_BuyButton_Skatepro.txt

Frequency: deliver daily or hourly

Delivery: Streamfile URL from
your webspace or upload the
TXT file on your FTP server