Product Data Schema　　　　　　　　　　　　🖉

The product data schema below lists all available fields in a product record. Note that actual product records (actually, most of them) may not have every field present.

Field Name	Example Value (in JSON)	Description
asins	`"asins":  "B0009XCFRE"`	The ASIN (Amazon identifier) used for this product. Field type: keyword
brand	`"brand": "Worthington"`	The brand name of this product. Field type: text

categories	`"categories": [`
	`  "Home Improvement",`
	`  "Heating, Cooling, & Air Quality`
	`  "Heaters",`
	`  "Propane Heaters"`
	`]`
		A list of category keywords used for this product across multiple sources.
		Field type: text

colors	`"colors": [`
	`  "White",`
	`  "Black"`
	`]`
		A list of colors available for this product.
		Field type: text

count	`"count": "30"`	The number of units included in the product packaging. Can include a description of the unit. Field type: keyword
dateAdded	`"dateAdded": "2017-01-08T19:12:13`	The date this product was first added to the product database. Field type: date
dateUpdated	`"dateUpdated": "2017-01-08T19:12:`	The most recent date this product was updated or seen by our system. Field type: date

```
    },
    {
      "sourceURLs": [
"http://www.website.com/4567"
      ],
      "value": "The Worthington Pro
    }
  ]
◄ ▮▮▮ ►
```

- description has been seen selling this product.
  Field type: date
- `sourceURLs` : A list of source URLs where this specific description was seen.
  Field type: keyword
- `value` : A unique description for this product.
  Field type: text

dimension	```"dimension": "23 in x 43.7 in x 3(``` ◄ ▮▮▮▮▮▮▮ ►	The length, width, and height of this product. Units included. Field type: keyword

domains

```
"domains": [
  "www.domain.com",
  "www.website.com"
]
```

A list of each unique domain found in the `sourceURLs` field.
Field type: domain

ean

```
"ean": [
  "0014045125963",
  "0014045125965"
]
```

The EAN codes for this product. There may be more than one EAN in the list when a product has multiple variations, each using a different EAN. Learn more about EANs.
Field type: keyword

ean13

```
"ean13":"0014045125963"
```

The EAN-13 code for this product. Learn more about EANs.
Field type: keyword

ean8

```
"ean8":"96385074"
```

The EAN-8 code for this product. Learn more about EANs.
Field type: keyword

features

```
"features": [
  {
    "key": "Count",
    "replace": "true",
    "value": [
      "1"
    ]
  },
  {
```

A list of features associated with this product. The feature list can be collected from specific feature sections available on product listings for the product. It can also serve as a catch-all field for miscellaneous characteristics of this product

Field type: text
- `replace` : Flag indicating value field is replaced versus appended.
  Field type: boolean
- `value` : A list of possible values for this feature.
  Field type: text

financingAndLeasing

```
"financingAndLeasing": [
  {
    "additionalDetails": [
      "acquisitionFee: $925",
      "mileOverageFee: $0.30/mile
    ],
    "apr": 4.15,
    "currency": "USD",
    "dateSeen": [
      "2018-09-20T04:00:00Z"
    ],
    "description": "Well equipped
    "disclaimers": "Offer not val
    "dueAtSigningMax": 7694,
    "dueAtSigningMin": 7694,
    "milesPerYear": 22500,
    "monthlyPaymentMax": 1269,
    "monthlyPaymentMin": 1269,
    "name": "2018 Civic Si Coupe
    "offerStartDate": "2018-10-31
    "offerEndDate": "2018-09-05T0(
    "term": "36 months",
    "type": "leasing",
    "securityDepositMax": 0,
    "securityDepositMin": 0,
    "sourceURLs": [
    ]
  }
]
```

A list of financing or leasing terms associated with this product. Each term may contain:
Field type: text
- `additionalDetails` : Any additional information related to this term.
  Field type: text
- `apr` : The annual percentage rate.
  Field type: text
- `currency` : The currency listed for any monetary values.
  Field type: keyword
- `dateSeen` : A list of dates when this term was seen.
  Field type: date
- `description` : The description provided for this term.
  Field type: text
- `disclaimers` : Any disclaimers associated with this term.
  Field type: text
- `dueAtSigningMax` : The maximum monetary amount due when purchasing this product under this term.
  Field type: float
- `dueAtSigningMin` : The minimum monetary amount due when purchasing this product under this term.
  Field type: float

- `monthlyPaymentMax` : The maximum amount due each month under this term.
  Field type: float
- `monthlyPaymentMin` : The minimum amount due each month under this term.
  Field type: float
- `name` : The name for this term.
  Field type: text
- `type` : Either `financing` or `leasing` .
  Field type: keyword
- `securityDepositMax` : The maximum security deposit for this term.
  Field type: float
- `securityDepositMin` : The minimum security deposit for this term.
  Field type: float
- `sourceURLs` : A list of URLs where this term was seen.
  Field type: keyword

flavors	`"flavors": [`
	`  "Fruit Punch",`
	`  "Berry",`
	`  "Grape"`
	`]`
		A list of flavors available for this product.
		Field type: text

gtins	`"gtins": [`
	`  "0014045125963",`
	`  "0014045125965",`
	`  "014045125963",`
	`  "014045125961",`
	`  "425261",`
	`  "3882215542"`
	`]`
		A list of all Global Trade Identifier Numbers for this product. Values will include all ean, isbn, and upc values.
		Learn more about GTINs.
		Field type: keyword

imageURLs	`"imageURLs": [`
	`  "https://i5.images.com/asr.jpeg`
	`]`
		A list of image URLs for this product.
		Field type: keyword

keys

```
"keys": [
  "014045125963",
  "0014045125963",
  "worthington/299581"
]
```

A list of internal Datafiniti identifiers for this product. The `keys` field is used to merge raw data from individual sources into the master Datafiniti record. [Learn how this works](#)
Field type: keyword

manufacturer

```
"manufacturer": "Worthington"
```

The manufacturer of this product.
Field type: text

manufacturerNumber

```
"manufacturerNumber": "299581"
```

The manufacturer or model number of this product.
Field type: keyword

merchants

```
"merchants": [
  {
    "address": "2801 S Ih 35",
    "availability": "...",
    "city": "Austin",
    "country": "US",
    "dateSeen": "2017-01-08T19:12
    "isPrivateSeller": false
    "name": "Zappysales",
    "phone": "5127131234",
    "postalCode": "78701",
    "province": "TX"
  },
  {
    "dateSeen": [
      "2017-01-08T19:12:13Z"
    ],
    "name": "Next Day Mro, Llc"
  }
]
```

A list of merchants selling this product. These are typically third-party merchants found on e-commerce websites.
Field type: nested
Merchant objects can contain:

- `address` : The merchant's physical address.
  Field type: text
- `availability` : A description of the product's availability with this merchant.
  Field type: keyword
- `city` : The merchant's city.
  Field type: text
- `dateSeen` : The date when this merchant has been seen selling this product.
  Field type: date
- `isPrivateSeller` : True if the merchant is an individual. False if it's a company.
  Field type: boolean
- `name` : The merchant's name.
  Field type: text
- `phone` : The merchant's phone number.
  Field type: keyword

province or state.
Field type: text

name		

`"name": "Worthington 20-lb Tank"`

The product's name.
Field type: text

prices		

```
"prices": [
  {
    "amountMin": 59.96,
    "amountMax": 59.96,
    "availability": "true",
    "color": "Red",
    "condition": "New",
    "count": "15",
    "currency": "USD",
    "dateSeen": [
      "2016-06-10T00:00:00Z"
    ],
    "flavor": "Cherry",
    "isSale": "false",
    "isSold": "false",
    "merchant": "domain.com",
    "offer": "22% off",
    "returnPolicy": "90-Day",
    "shipping": "FREE shipping",
    "size": "S",
    "sourceURLs": [
      "https://www.domain.com/p/1:
      "warranty": "..."
    ]
  },
  {
    "amountMin": 62.06,
    "amountMax": 72.06,
    "condition": "new",
    "currency": "USD",
    "dateSeen": [
      "2016-10-28T00:00:00Z"
    ],
    "merchant": "MRO - website.co
    "sourceURLs": [
      "http://www.website.com/456
    ]
  }
]
```

A list of prices for this product.
Field type: nested
Price objects may contain:

- `amountMin` : The minimum price value listed.
  Field type: float
- `amountMax` : The maximum price value listed. This is typically the same as amountMin, except in cases where a price range is listed.
  Field type: float
- `availability` : A true or false if this product is available at this price.
  Field type: keyword
- `color` : The color associated with this price.
  Field type: keyword
- `condition` : The condition of the product when being sold at this price.
  Field type: keyword
- `count` : The number of units being sold at this price.
  Field type: keyword
- `currency` : The currency listed for amountMin and amountMax.
  Field type: text
- `dateSeen` : A list of dates when this price was seen.
  Field type: date
- `flavor` : The flavor associated with this price.
  Field type: keyword
- `isSale` : A true/false for whether or not this price is a

(typically reserved for vehicle listings).
Field type: boolean

- `merchant` : The merchant and/or website selling at this price.
Field type: keyword

- `offer` : Any special offer associated with this price.
Field type: text

- `returnPolicy` : The return policy associated with this price.
Field type: text

- `shipping` : The shipping terms associated with this price.
Field type: text

- `size` : The size associated with this price.
Field type: text

- `sourceURLs` : A list of URLs where this price was seen.
Field type: keyword

- `warranty` : The warranty associated with this price.
Field type: text

primaryCategories	`"primaryCategories": [`
	`  "Electronics"`
	`]`
		A list of standardized categories to which this product belongs. Category values can be found here. Field type: text

primaryImageURLs	`"primaryImageURLs: [`
	`  "https://www.amazon.com/i/123.`
	`  "https://www.target.com/i/abc.j`
	`]`
	◀ ▬▬▬ ▶
		A list of URLs for the primary images taken from each domain sourced in this record. This list will only contain 1 URL per domain. Field type: keyword

quantities	`"quantities": [`
	`  {`
	`    "dateSeen": [`
	`      "2013-06-02T16:00:00Z",`
		A list of available quantities for this product. Quantities indicate how many units of the product are available from a specific

```
            }
        ]
```

`sourceURLs` : A list of URLs where this quantity was seen.
Field type: keyword
Field type: date

`value` : The actual quantity value.
Field type: text

reviews

```
"reviews": [
  {
    "date": "2015-06-16T00:00:00Z"
    "dateSeen": "2016-05-15T00:00
    "didPurchase": true,
    "doRecommend": true,
    "id": "1234"
    "numHelpful": 4,
    "rating": 4,
    "sourceURLs": [
        "http://www.website.com/4
    ],
    "text": "Nice tank at a below
    "title": "Solid Propane Tank"
    "userCity": "...",
    "username": "Cole33",
    "userProvince": "..."
  },
  {
    "date": "2015-01-06T00:00:00Z"
    "dateSeen": [
      "2016-05-15T00:00:00Z"
    ],
    "rating": 5,
    "sourceURLs": [
        "https://www.domain.com/p,
      ],
    "text": "Holds propane and do
    "title": "tanked",
    "username": "joel01"
  }
]
```

A list of reviews for this product.
Field type: nested
Review objects may contain:

- `date` : The date the review was posted.
  Field type: date
- `dateSeen` : The date when the review was seen by Datafiniti.
  Field type: date
- `didPurchase` : A true/false for whether or not the reviewer did purchase the product.
  Field type: boolean
- `doRecommend` : A true/false for whether or not the reviewer recommends the product.
  Field type: boolean
- `id` : The website ID associated with this review.
  Field type: keyword
- `numHelpful` : The number of people that found this review helpful.
  Field type: integer
- `rating` : A 1 to 5 start value for the review.
  Field type: float
- `sourceURLs` : A list of URLs where this review was seen.
  Field type: keyword
- `text` : The full (or available) text of the review.
  Field type: text
- `title` : The review's title.
  Field type: text

- `userProvince` : The reviewer's province or state.
  Field type: text

sdsURLs	`"sdsURLs": [`
	`  "https://images.homedepot-stati`
	`]`
		A list of URLs that lead to SDS for the given record.
		Field type: keyword

secondaryCategories	`"secondaryCategories": [`
	`  "Cell Phones"`
	`]`
		A list of second level standardized categories to which this product belongs.
		Field type: text

sizes	`"sizes": [`
	`  "Large",`
	`  "Medium",`
	`  "Small"`
	`]`
		A list of sizes available for this product.
		Field type: text

skus	`"skus": [`
	`  {`
	`    "sourceURLs": [`
	`      "http://www.web.com/p/123"`
	`    ],`
	`    "value": "1234XK6"`
	`  }`
	`]`
		A list of SKUs for this product. SKUs are typically specific to individual retailers or websites.
		Field type: nested
		SKU objects may contain:
		• `sourceURLs` : A list of URLs where this SKU was seen.
		Field type: keyword
		• `value` : The actual SKU.
		Field type: text

sourceURLs	`"sourceURLs": [  "https://www.dom`
	`  "http://www.website.com/4567"`
	`]`
		A list of URLs used to generate data for this product.
		Field type: keyword

stockNum	`"stockNum":"15365711"`	The stock number that corresponds to a product. Field type: keyword

taxonomy	`"taxonomy" : [ "automotive >`
	`motorcycle & powersports > parts >`
	`wheels & tires > tires &`
	`accessories > tires & inner tubes >`
		Hierarchical classification(s) of a product.
		Field type: taxonomy

Field type: keyword

taxonomyLevel2	"taxonomyLevel2" : ["motorcycle & powersports"]	Second level classification of a product. Field type: keyword
taxonomyLevel3	"taxonomyLevel3" : ["parts"]	Third level classification of a product. Field type: keyword
taxonomyLevel4	"taxonomyLevel4" : ["wheels & tires"]	Fourth level classification of a product. Field type: keyword
taxonomyLevel5	"taxonomyLevel5" : ["tires & accessories"]	Fifth level classification of a product. Field type: keyword
taxonomyLevel6	"taxonomyLevel6" : ["tires & inner tubes"]	Sixth level classification of a product. Field type: keyword
taxonomyLevel7	"taxonomyLevel7" : ["motorcycle & scooter"]	Seventh level classification of a product. Field type: keyword
taxonomyLevel8	"taxonomyLevel8" : ["motorcycle"]	Eighth level classification of a product. Field type: keyword
taxonomyLevel9	"taxonomyLevel9" : ["street"]	Ninth level classification of a product. Field type: keyword

upc	"upc": [
	  "014045125963",
	  "014045125961"
	]
		The UPC code for this product. There may be more than one UPC in the list when a product has multiple variations, each using a different UPC. Learn more about UPCs.
		Field type: keyword

upca	"upca":"014045125963"	The UPC-A code for this product. Learn more about UPCs. Field type: keyword
upce	"upce":"425261"	The UPC-E code for this product. Learn more about UPCs. Field type: keyword

| websiteIDs | `"websiteIDs": [`
  `"domain.com-123",`
  `"website.com-4567"`
`]` | A list of website IDs for this product. Website IDs are tied to a specific online retailer. They are the unique identifier used by website. They are used by Datafiniti when other unique identifiers are not available for a product.
Field type: keyword |
| weight | `"weight": "20 lbs"` | The weight of the product. Units included.
Field type: text |