

# The Initial Import into Salsify

*Does your Salsify account already have data loaded into it? If so, learn about [importing additional data here](#).*

You have a brand new Salsify account staring at you like a blank page. What now? If you have your data ready, read on. We'll show you how to get it into the Salsify upload format and lead you through your first import. Not sure if you're ready?

[Start here](#) to learn more about product identifiers, data types and deciding what information to store in Salsify and how.

For your first import, you'll upload via csv or Excel spreadsheet, but there are lots of ways to bring your product content into Salsify. We connect via a variety of mechanisms including CSV and Excel files, via SFTP , Dropbox, Box, and even using our own backend API.

Next, learn about the Excel/csv import format.

## Preparing your Spreadsheet

Set up your import file in the following format:

	A	B	C	D	E	F
1	Brand	Product ID	Product Name	Product Line	Model	Category
2	Miscellus	MS269	Jetsetter Carry On Roller - Fuschia	Jetsetter	MCS269	Luggage
3	Miscellus	262747	Jetsetter Carry On Roller - Fuschia			
4	Miscellus	594301	Jetsetter Carry On Roller - Slate Blue			
5	Miscellus	203017	Jetsetter Carry On Roller - Royal Blue			
6	Miscellus	168000	Jetsetter Carry On Roller - Red			
7	Miscellus	212918	Jetsetter Carry On Roller - Purple			
8	Miscellus	973778	Jetsetter Carry On Roller - Forest Green			

- File format:** XLSX, CSV, or any delimited file with properties listed in columns and separate products listed in rows. If using a non-standard file type, you can select a delimiter (such as a pipe or tab) and an escape character when mapping your import.
- One row per product:** Each product should only appear in your import file once. If you have duplicate entries, the import will still complete, but Salsify will process the first instance of the product and ignore all others.
- Contains Product ID:** A column with your organization's Product ID (eg. SKU, Item Number) that will be used to match the import data to products in Salsify. Ideally it's a number that will permanently identify the product, though you can change a value manually in Salsify if needed. This initial import will set the product ID and going forward, each product import will be required to contain this property.

4. **Contains Product Name:** The first import also requires you to choose the Product Name. This will be the main identifying name in Salsify, and appears at the top of the product page with the Product ID. Like Product ID, Product Name is a property that gets set permanently with the initial import. Subsequent imports do not need to contain Product Name, however.
5. **First Tab Only:** Your import data on the first tab of your workbook - Salsify will ignore information on other tabs of your workbook, so be sure to move any data you want to import to the first tab position.
6. **A single header row:** Headers must be in row 1 of your spreadsheet, with a header for each column of information you're importing. Header names don't have to be the exact names you want to use in Salsify. You can add the names you want to use during the mapping process.
7. **Each column has a header:** Be sure that each column has a header and no stray information exists in other columns. If a row contains information that doesn't have a header, Salsify will skip processing all the information for that row and report an error.

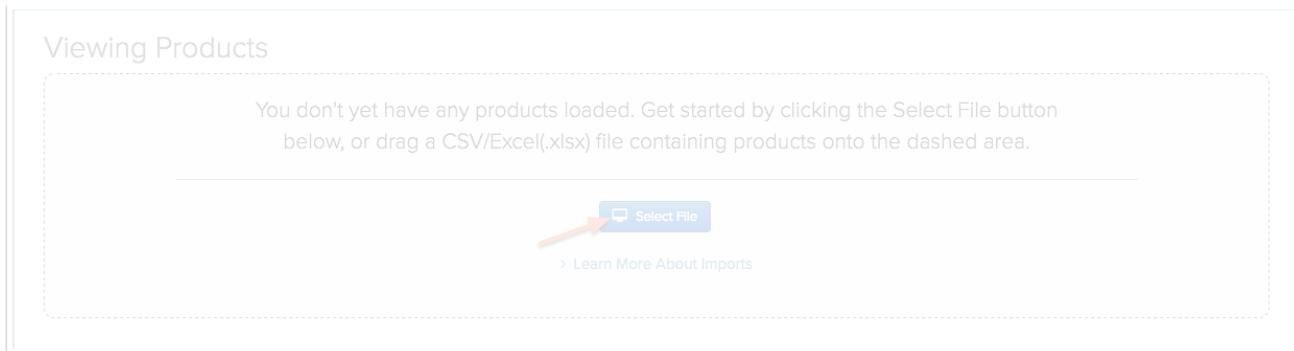
Other formatting notes:

- **Multiple values for the same property** (like bullet points or keywords) can be added either by creating multiple columns with the same header, or by adding a separator between values in the same column. Just be sure that your separator doesn't appear in the data you're adding. Comma is the most common separator, however when you import, you can set it to whatever you used in your spreadsheet.
- **Hierarchical values** can be added through import for picklist / category properties. Format with the parent and variant levels in the same cell with a separator between them. For example, if you were adding a category called *Carry-on* inside the *Luggage* category, you would represent it in the spreadsheet as Luggage>Carry-on and the separator is >. You can use any character as the separator - just be sure it doesn't appear in any of your values.
- **Hidden or filtered columns or rows** in your import sheet will still be imported to Salsify. If you don't want to make changes to the hidden information, remove it from your sheet before uploading, or you can set your import to ignore whole columns of your spreadsheet.

## Uploading the Spreadsheet

First, you'll upload your spreadsheet, then you'll set how you want your information stored and start your import to Salsify.

Click the *Select File* button to choose the spreadsheet you would like to upload, or find your file and drag and drop it into the box to start the upload automatically. Next you'll tell Salsify how you want your information formatted.



## Name Your Import

After the upload is done, you will be directed to the import preview screen.

The first option you have is to name your import. Imports are named the spreadsheet name you imported by default. You can save, edit, rerun and view the data that was imported after they're completed, so it's best practice to give them names that are meaningful to your organization.

Click the pencil next to the name to edit it.

You can change the mapping for a column simply by clicking on it. Salsify started by automatically guessing that:

- The 'Brand' column maps to the Product ID role.
- The 'Product Name' column maps to the Product Name role.
- The 'Category' column has type Picklist / Category.

First Import.xlsx

Configure Product Information Import

All required mappings are set - you can start the import.

View as: [Mappings](#) [Summary \(Read-only\)](#) [Actions ▾](#)

Brand	Product ID	Product Name	Product Line	Model	Category
	MS269	Jetsetter Carry On Roller	Jetsetter	MCS269	Luggage

Type the name of your import in the box and either click the green checkmark or press Enter/Return to save your import name.

Initial Import

Configure Product Information Import

All required mappings are set - you can start the import.

## Reviewing Your Uploaded File

After the upload is done, you will be directed to the import preview screen.

Salsify automatically maps product properties based on column headers. A message in a light blue box at the top of the screen will let you know any guesses that Salsify made about how to map the columns in your spreadsheet. In the example below, Salsify has guessed which columns in the uploaded spreadsheet should act as a Product ID and a Product Name.

You can change the mapping for a column simply by clicking on it. Salsify started by automatically guessing that:

- The 'Brand' column maps to the **Product ID** role.
- The 'Product Name' column maps to the **Product Name** role.
- The 'Category' column has type **Picklist / Category**.

**First Import.xlsx**

Configure Product Information Import

All required mappings are set - you can start the import.

View as: [Mappings](#) [Summary \(Read-only\)](#) [Actions](#)

Brand	Product ID	Product Name	Product Line	Model	Category
	MS269	Jetsetter Carry On Roller	Jetsetter	MCS269	Luggage

You can review the property mappings by clicking on one of the column headers.

Brand	Product ID	Product Name	Product Line	Model	Category
	MS269	Jetsetter Carry On Roller	Jetsetter	MCS269	Luggage
Miscellus	262747	Jetsetter Carry On Roller - Fuschia			

## Configure Product Taxonomy and Inheritance Level

This section is primarily focused on new Salsify implementations. If your organization is interested in updating an existing Salsify account with these modeling components, please reach out to your Customer Success Manager to discuss.

If all of the products you're importing are under the same Taxonomy or Inheritance Level, you may indicate this during your import configuration and mapping.

1. Click the checkbox next to *Import all products to Taxonomy*: or *Import all products as*: to set a default taxonomy or inheritance level, respectively.
2. Select the default taxonomy and/or inheritance level from the drop-down menus.

Governance - PXM Industries.xlsx

Configure Product Information Import

Import all products to Taxonomy: [Select Taxonomy](#)

Import all products as: [Select level](#)

All required mappings are set - you can start the import.

View as: [Mappings](#) [Summary \(Read-only\)](#) [Actions](#)

**salsify:data\_inheritance\_hierarchy**

Style	Image	Brand	Taxonomy	Product Status	Seller
Stealth	Headphones	Map To	Taxonomy (Existing Property)		
Flavor					

## Setting the Product ID and Product Name

The product ID and Product Name are the two properties in Salsify used to identify products. With your first import, you'll assign these roles to properties in your spreadsheet. Once the property roles are assigned, they can't be altered inside the app, though you can change the values assigned to individual products as needed.

The first time you do an import, you will designate columns in your spreadsheet to fill the Product ID and Product Name roles.

**Product ID** must be unique for each product, and must be included in every import to Salsify. It's typically a UPC or internal SKU that your organization and Salsify uses to identify products. On import, Salsify reads the ID to determine whether it should add product content to an existing product, or create a new product for the information you're uploading. It's also searchable by default in Salsify, and appears at the top of the product details page.

When determining a Product ID to use in Salsify, consider your endpoints' requirements, IDs used by your organization's sources and systems, your digital asset naming conventions, as well as internal familiarity. Here are some questions to ask in the following priority order:

1. **Do you ever intend to use Salsify for GDSN syndication?** If so, use GTIN as your ID.
2. **Do you have multiple sources or systems to merge?** If so, use the ID that is used across your systems or an ID that can be deterministically looked up based on another ID.
3. **How are your assets managed?** If your assets are managed using filenames, consider using the same ID in your digital asset filenames. Otherwise, determine an ID that can readily be looked up from the ID in the asset's filename.
4. **What ID's commonly used internally?** If there aren't other factors locking you into an ID, using a familiar ID eases adoption.

Any time a new product is added, or an existing product is updated, the import spreadsheet must contain a column that can be mapped to the product ID property. The value for a product ID can't be changed with an import, but can be changed inside the app.

For example, if you want to set the SKU as the product ID, you should select the SKU column, then click on the checkbox next to *This is the Product ID*.

The screenshot shows the 'Product ID' mapping screen in the Salsify import interface. On the left is a vertical list of product IDs: LCO621, 773865, 6256346, 958931, 584184, 888981, 888239, MIR332, 332617, and 332618. An orange arrow points from the number 6256346 down to the checkbox labeled 'This is the Product ID'. At the top right, the 'Map To' field is set to 'Product ID (New Property)' and the 'Data Type' is set to 'String'. Below these fields are two checkboxes: 'This is the Product ID' (which is checked) and 'This is the Product Name'.

**Product Name** is typically the name your internal team refers to that identifies the product. It doesn't have to be unique, but is used by default for product search. It also appears at the top of the product details page in Salsify.

Usually Product Name is a property like Item Name, Product Title or Product Description. Click on the checkbox in the import next to *This is the Product Name* to set it.

The screenshot shows the 'Product Name' mapping screen in the Salsify import interface. On the left is a vertical list of product names: Jetsetter Carry On Roller, Jetsetter Carry On Roller - Fuschia, Jetsetter Carry On Roller - Slate Blue, Jetsetter Carry On Roller - Royal Blue, Jetsetter Carry On Roller - Red, Jetsetter Carry On Roller - Purple, and Jetsetter Carry On Roller - Forest Green. An orange arrow points from the name 'Jetsetter Carry On Roller - Red' down to the checkbox labeled 'This is the Product Name'. At the top right, the 'Map To' field is set to 'Product Name (New Property)' and the 'Data Type' is set to 'String'. Below these fields are two checkboxes: 'This is the Product ID' (unchecked) and 'This is the Product Name' (checked).

## Changing a Property Name

By default, Salsify will use the headers in your spreadsheet as property names unless you change them, and will try to guess the data type the property. If you are happy with the property name, skip to *Choosing the Data Type*.

To change the property name, start by clicking on the *Map To* drop-down box.

The screenshot shows the 'Product Line' mapping screen. On the left, there's a column labeled 'Jetsetter'. In the center, under 'Map To', the text 'Product Line (New Property)' is displayed in a dropdown menu, with a red arrow pointing to the right edge of the menu. Below it, 'Data Type' is set to 'String'. At the bottom, there are three checkboxes: 'This is the Product ID', 'This is the Product Name', and 'There are multiple values in this column'.

To rename a property:

1. Type the name of the new property you want to create in the box at the top of the drop-down list;
2. Click on the corresponding name from the drop down list below.

The screenshot shows the 'Product Line' mapping screen. The 'Map To' dropdown menu is open, displaying the message 'Select a target, or type to rename.' A search bar contains the text 'Line' with a circled '1' next to it. Below the search bar, the word 'Line' is highlighted with a blue background and a circled '2' to its left. Other options listed include 'Parent Product ID', 'Related Product', 'Product Profile Asset ID', and 'Don't Import'. At the bottom of the list, it says 'No existing properties match.'

## Choosing the Data Type

When you map a column to a new property, Salsify will guess an appropriate data type by looking at the content in the imported spreadsheet. You should review this guess and can change it if necessary by clicking the corresponding drop-down box.

The screenshot shows a software interface titled "Product Line". On the left, there's a column labeled "Jetsetter" with several empty rows. In the center, there's a "Map To" field containing "Product Line (New Property)". Below this, a "Data Type" dropdown menu is open, listing the following options: String, Picklist / Category, Number, Date, Yes / No, Rich Text, and HTML. The "String" option is highlighted with a blue background and a cursor icon pointing at it. A red arrow points from the top-left towards the "String" option.

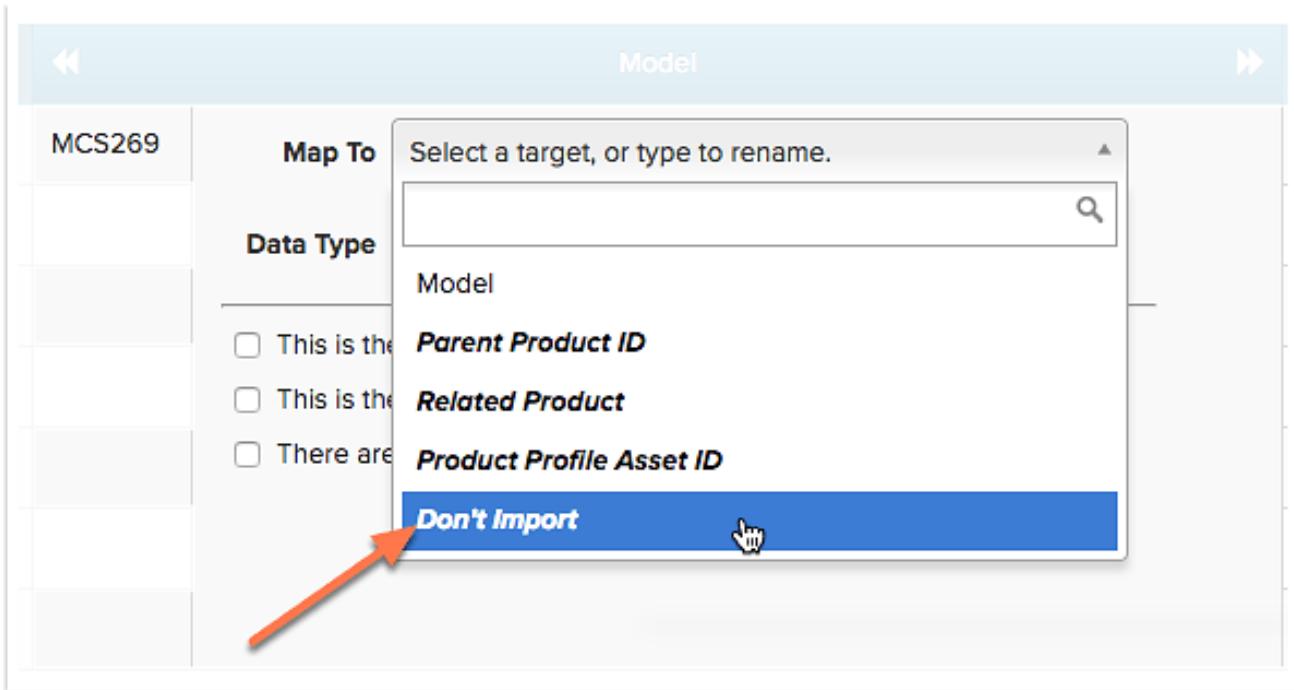
You can choose one of the following data types:

- *String* is the most common option and it's used when property values are simple text strings;
- *Number* is used for numeric data such as weights, dimensions, and quantities.
- *Date* is used for any properties that have dates, such as availability dates.
- *Picklist/Category* is used when there are a known set of property values to choose from (e.g. Brand, Category, or Country of Origin);
- *Rich Text* is used when the values are marked up with rich text formatting.
- *Link* refers the values of URLs that link to arbitrary web pages. These values will be rendered as clickable links.
- *HTML* is a data type which is used when the values in the spreadsheet contain HTML content.
- *Digital asset* is used if the property value is a URL link to an image or other digital asset (PDF, video, document).
- *Yes / No* is used if the property value is a Yes or No value (e.g. "Batteries Required?")

For more detailed information about property types, see [Data Property Types](#)

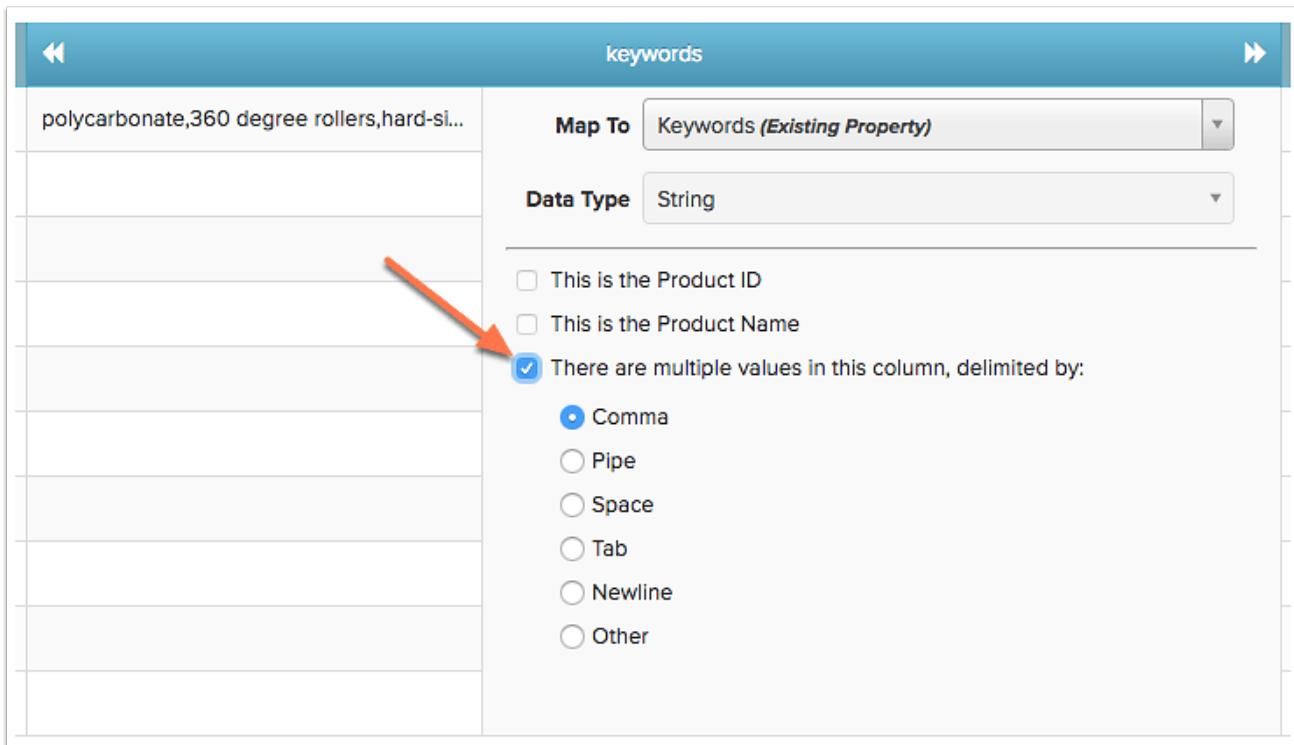
## Skipping an Entire Column

If a column contains information that you don't want to import into Salsify, you can choose to skip the entire column by selecting *Don't Import* from the drop-down.



## Columns with Multiple Values

If you have multiple property values in a single column of the import spreadsheet, check *There are multiple values in this column*. This must be checked to import the values as multiple values rather than a single value.



The delimiter indicates what separates the multiple values in the column. You can select one of the predefined delimiters from the list, or select *Other* and insert the delimiter in the text box next to it.

Luggage	Map To	Category (New Property)
	Data Type	Picklist / Category

There are multiple values in this column, delimited by:

Comma  
 Pipe  
 Space  
 Tab  
 Newline  
 Other

New values should automatically be added to this picklist / category  
 New values are hierarchical

In the example below, the *Item Image* column has multiple image URLs separated by the pipe character ("|").

A	Item Images
1	http://images.salsify.com/image/upload/s--mcSYZ-1H--/gdcfyjmjxsvoav5gupz6.png http://images.salsify.com/image/upload/s--J7gBfhMK--/egh5gxuewfahjfr5f0vr.png
2	http://images.salsify.com/image/upload/s--BXbDgMmr--/kbm0ys9daef5wbzmyjgi.png http://images.salsify.com/image/upload/s--C_BMGVNb--/h81oagsvalfgxst78mpn.png
3	http://images.salsify.com/image/upload/s--9wal28Cv--/ter0jsqdn0cgurmfd.png http://images.salsify.com/image/upload/s--68ER6LU1--/uytdyhn9q71vvgcnd3f.png
4	http://images.salsify.com/image/upload/s--Kz2fhUzG--/aeksfysiilivojuhswkv.gif http://images.salsify.com/image/upload/s--hBbY2VOa--/pbntroeyz7hbhepugzv.png
5	http://images.salsify.com/image/upload/s--yGBSLHJ---/qs7bwkiae8sdzdnhydr6k.png http://images.salsify.com/image/upload/s--Xsw5QExQ--/itxqfmyksj2nnr1gvh78.png
6	http://images.salsify.com/image/upload/s--KclP6u09--/lwkz6t9auta7hy41x31.png http://images.salsify.com/image/upload/s--of02ekOY--/pnwdx sieodhvz7yi4hv.png
7	http://images.salsify.com/image/upload/s--qN2crx4--/sugbwmv07jaarkm5l5fa.png http://images.salsify.com/image/upload/s--RLK_7-vL--/l6j1sixnbnguzzbr2lwaw.png
8	http://images.salsify.com/image/upload/s--qJN2crx4--/sugbwmv07jaarkm5l5fa.png http://images.salsify.com/image/upload/s--8TuvwgU4--/nklw3ef1qlwp49ohz0.png
9	http://images.salsify.com/image/upload/s--4-yE5Tp--/uj3mnq0u9waadptips.png
10	http://images.salsify.com/image/upload/s--G3yF_FcZ--/ufz9pqzdphzkzf8jsv7.png http://images.salsify.com/image/upload/s--4-yE5Tp--/uj3mnq0u9waadptips.png
11	http://images.salsify.com/image/upload/s--I6550JvU--/wohsdmw97xhohhyrage.png http://images.salsify.com/image/upload/s--SIp55IPa--/abykikheuemhdwtmrag.png
12	http://images.salsify.com/image/upload/s--dawilZ-9K--/ky01w64bn0j1npicuuhx.png http://images.salsify.com/image/upload/s--RLaWgqWH--/ukgikzbidmr2zw3ioqoh.png
13	http://images.salsify.com/image/upload/s--Wtb8euZD--/aj5ecmtwz1rprmzh0K0.png http://images.salsify.com/image/upload/s--0ZDDGmu--/jstlffgcpmaugzxz5th.png
14	http://images.salsify.com/image/upload/s--jGTV8bcy--/zag1czq2uu24nf4vvvp.png http://images.salsify.com/image/upload/s--JBt2LVEH--/parveqih5oqfnnmkftf.png
15	http://images.salsify.com/image/upload/s--m9JR26i7--/zocql60e9kvzlompd1in.png http://images.salsify.com/image/upload/s--xhX49W55--/hgeo6xviwsjg9lgidcu.png

After you're finished configuring your spreadsheet data information, click on *Start Import*.

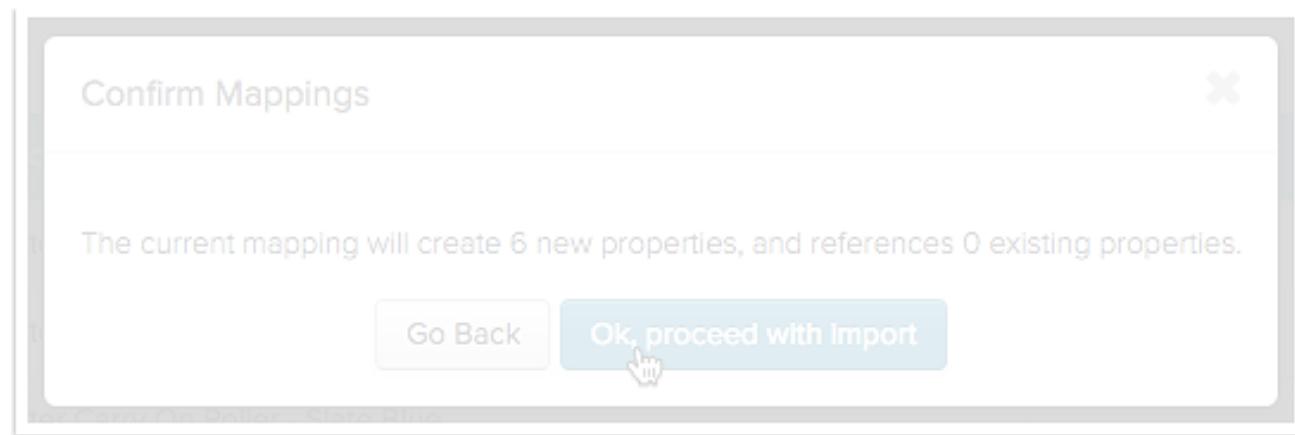


**Cancel**



**Start Import**

A confirmation box will appear to show you how many properties you're going to update or add. Click **Ok, proceed with Import** to start importing your product data.



You will be redirected to the *View Import Details* screen, which will show you the summary of the import. Depending on how big your file is, it will take a few seconds to a few minutes to finish importing. When it's done, you'll see "Completed in..." and you'll have several sections of information on the page.

If everything is green here, your import was completely successful - congratulations!

Sections highlighted in yellow mean there are some errors you should check out. Don't worry - everything is fixable!

For help troubleshooting any errors [click here](#).

Then learn how to view the data you just imported - [click here to get started](#).

## View Import Details

[Start/Edit Import ▾](#) 05/09/2016 ▾

**Products Import**

from First Import 

Completed in 5 seconds, started 05/09/2016 by Angie Seaman

 **Schema** **12** Attributes Parsed, **12** Attributes Processed, **12** New Attributes, **0** Updated Attributes, **0** Deleted Attributes, **0** Categories Parsed, **0** New Categories, **0** Updated Categories, **0** Deleted Categories

 **Digital Assets** **1** Queued, **1** Processed, **1** New, **0** Updated, **0** Deleted

 **Products** **67** Processed, **67** Queued, **67** New, **0** Updated, **0** Deleted, **0** Attributes Auto Created

 **Relations** **0** Processed, **0** Queued, **0** New, **0** Updated, **0** Deleted