DATA FEED GUIDELINES AND SPECIFICATIONS

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| **ATTRIBUTE** | **GUIDELINE** | **EXAMPLE** |
| **TITLE** Required | The title of the item that you want to list.  Title should be descriptive and without promotional text. | Zara black floral dress |
| **BRAND** Required | The brand name of that particular item | Zara |
| **DESCRIPTION**  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. |
| **URL** 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) | https://Zara.com/women/dress/blackfloraldress. |
| **IMGURL** Required | The URL of your product image.  Recommended size 500px500px.  Preferibly images shoot on white background.  Images once uploaded will be cropped and processed to meet criteria for collage creation  **No promotional content** |  |
| **PRICE** Required | The ongoing retail price of this particular item.  Only numeric number  ISO 4217 | 20  33  122  99 |
| **SALE PRICE** Optional | The price of this particular item after the sale is applied.  Only numeric number  ISO 4217 |  |
| **CURRENCY** Required | The currency used to sell this particular item.  3 letter ISO 4217 | USD, GBP, EUR, IDR |
| **SIZE** 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 |
| **SIZE SYSTEM** Optional | The size system used in this specific item.  Supported size systems:  UK,EU,US,JP,CN | UK, EU, US, JP, CN. |
| **CATEGORY** Required | This field helps shoppers find your product in the right category. Available categories are  Clothing, Shoes, beauty and accessories.  Click here to see the Taxonomy. | Clothing, Shoes, Accessories, Beauty. |
| **COLOUR** 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. |
| **COVERAGE** Required | This field help shoppers to filter products based on coverage level  Choose between low, medium and full. | Low, Medium or full. |