

Stylight Feed Specifications

The quality of your feed is vital to your performance on Stylight. A bad feed can lead to product rejections. A good feed enables you to optimise ranking, searching, filtering and conversion.

Here are the technical specifications and functional formats your feed needs to comply with in order to ensure proper integration on Stylight.

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Part 1

Which feed formats we support and how to provide your feed

1. [Giving Stylight access to your feed and images](#)
2. [Expected structure of your feed](#)
3. [Feed examples](#)

1 Giving Stylight access to your feed and images

Protocols and authentication for the feed

When it comes to feed downloads, **Stylight supports the most common server/client file transfer protocols and their most common authentication methods:**

Protocol	Password auth	Certificate auth	Encrypted transmission
HTTP	Basic /Digest	n/a	no
HTTPS (TLS 1.3)	Basic / Digest	no	yes
FTP	yes	n/a	no
SFTP	yes	no	yes
Dropbox (over HTTPS)	no	no	yes

Redirects

- Redirects from HTTP/HTTPS to other protocol are supported (only redirects 301 and 302 are accepted, redirect 303 is not possible) . FTP and SFTP don't support redirects.
- The destination URL needs to allow access via one of our supported protocols.
- Redirects to password protected resources are supported.

Identification: How to allow Stylight servers to reach your feed through your firewall

IP based whitelisting is not supported by Stylight, as our servers regularly change IP addresses in a large netblock of millions of IP addresses. But here are 2 solutions to restrict access to your data:

Secure your data by adding a login and/or password to grant access.

For HTTP and HTTPS protocols, identify our downloaders via the "UserAgent" field. For feed downloads, the UserAgent is set to "Mozilla/5.0 (compatible: STYLIGHT Feed Bot)" and "Mozilla/5.0 (compatible; Stylight-Products-Bot)". Please note that this may be subject to change.

Identification: How to ensure access to your images

All images are expected to be accessible over HTTP or HTTPS without any restriction such as login or password.

As for the feed, IP based whitelisting is not supported by Stylight, as our servers constantly change IP. If you wish to limit access to your pictures, you can identify our image downloaders via the "UserAgent" field which is set to "Mozilla/5.0 (compatible; Stylight-Images)".

2 Expected structure of your feed

Stylight supports **CSV and XML feeds**. CSV is to be preferred to XML if possible, especially for big feeds.

Compressed feed are supported with the most common formats: .zip .gzip and .text

For performance reasons, **the size of the feed should not exceed 5Gb once uncompressed**. In such a case, please try to split the file into smaller sized documents.

All fields are listed and detailed in the [next section](#) of this document.

Coding your feed

The encoding character set should be **UTF-8** (limited to the Western languages alphabet set). Please indicate your UTF coding by putting a BOM at the beginning.

Feeds with other encodings might not be possible to integrate. Products with badly encoded characters will systematically be dropped.

All products in the feed should have the same encoding.

Don't use HTML tags. They won't be taken into consideration and might interfere with our integration process (e.g. , <i>,).

Naming your fields

Stylight's tools allow us to map your field names even if they don't exactly match the field names given in this document. Nevertheless, **make sure you do not use any confusing name** and alert your account manager to highlight any specificity from your feed that could lead to a misunderstanding and bad mapping. (e.g. if you have 2 fields named "Product_identification" and "Internal ID", your account manager might not map the right one with Stylight "Product_ID").

Google Shopping feed structure

Stylight can work with Google Shopping feed format. You only need to modify your product links so as to insert the Stylight-specific tracking you want to use to attribute your sales to Stylight. Please note that categories given with codes won't be taken into account.

Structuring your CSV feed

For CSV files, the preferred column separator is semicolon (“;”). Other possible delimiters are pipe (“|”), comma (“,”), Tab (“\t”). All products in your feed should have the same separator.

3 Feed Examples

Here are examples of feeds for each format. Examples contain only the mandatory fields.

CSV example

```
"product_id";"GTIN";"name";"brand";"price";"images_URL";"product_URL";"category";"description";"shipping_cost";"gender";"unit_pricing_measure";"unit_pricing_base_measure"
"AC4534";"0123456789012";"Floral Escape";"Pschit";"50.02";"http://www.shopurl.de/1.jpg";"http://www.shopurl.de/prod1.php";"Men>perfume";"Floral perfume";"5.10";"Men";"200 ML";"100 ML"
```

Which would be visualised like this in a spreadsheet:

product_ID	GTIN	name	brand	price	images_URL	product_URL	category	description	shipping_cost	gender	unit_pricing_measure	Unit_pricing_base_measure
AC4534	0123456789012	Floral Escape	Pschit	50.02	http://www.shopurl.de/1.jpg	http://www.shopurl.de/prod1.php	Men>perfume	Floral perfume	5.10	Men	200 ML	100 ML

XML example

```
<?xml version="1.0" encoding="UTF-8"?>

<Products>
  <Product>
    <product_ID>AC4534</product_ID>
    <GTIN>0123456789012</GTIN>
    <name>Floral Escape</name>
    <brand>Pschit</brand>
    <price>50.02</price>
    <image_URL>http://www.shopurl.de/1.jpg</image_URL>
    <product_URL>http://www.shopurl.de/prod1.php</product_URL>
    <category>Men>perfume</category>
    <description>Floral Perfume</description>
    <shipping_cost>5.10</shipping_cost>
    <gender>Men</gender>
    <unit_pricing_measure>200 ML</unit_pricing_measure>
    <unit_pricing_base_measure>100ML</unit_pricing_base_measure>
  </Product>
  <Product>
    ...
  </Product>
</Products>
```

Part 2

How to handle language, currency and variants in your feed?

1. [Color variants](#)
2. [Size variants](#)
3. [Providing a Item Group ID for those variants](#)
4. [Feed language](#)
5. [Currency](#)

1 Color variants

For each color variant of your product (e.g. a dress that exists in blue, green or black), a specific line has to appear in the feed (see example below).

2 Size variants

There are 2 ways to handle size variants:

- With a specific line for each variant and an Item_group_ID - to be preferred.
- In a unique line, with all sizes listed in the Size field separated by pipes e.g. "40|42|44"

3 Providing a Item_Group_ID for those variants

In case your feed includes Color and/or Size variants displayed in several lines with different Product_ID, an extra column must be given with a common Item_group_ID or Parent_ID, in order for these variants to be properly treated. Providing product variants without an Item_Group_ID will result in the product being displayed more than once on Stylight (spoiling search results for your brand) or in being banned altogether.

The Item_group_ID must have the same value across the variants of a product, but needs to be different from all other products.

When such a field is provided, a value is needed for every product of the feed. Otherwise products will be deleted.

Example

product_ID	Name	color	size	item_group_id	...
FROAS12435	Lovely dress	yellow	S	145623	
FROAS12734	Lovely dress	yellow	M	145623	
FROAS12923	Lovely dress	blue	L	145623	



4 Feed language

For best results, it is strongly recommended to **provide the feed in the first language of the given country.**

- Switzerland: German
- Belgium: Dutch

5 Currency

Currency is not determined from the feed, but entered by your account manager, with a unique value for all feeds of a selected country. Therefore, all prices in your feed need to be based on a unique currency.

If the reference currency of your feed changes, please contact your account manager to change the setting. No field from your feed will be taken into account.

Currently, the supported values are: EUR, USD, GBP, CHF, SEK, RUB, AUD, INR, BRL, KK, NOK, CAD and MXN

Part 3

List of all possible fields in your Stylight feed

1. [Mandatory fields](#)
2. [Optional fields](#)
3. [Promotion fields](#)

Here is the list of all possible fields for your feed. **They are separated into 3 categories: mandatory fields, optional fields and promotion fields.**

You can click on each feed or go to [part 4](#) of this document to get further details on how to fill each field.

1 Mandatory fields

These fields are required to properly process your products or for legal reasons. A product missing one of these fields will simply be ignored in most cases.

Default name of the field (click on each name for more information)	Verticals for which field is mandatory	Type
Product_ID	All	String
GTIN / EAN	All	Integer
Name	All	String
Brand	All	String
Price	All	String
Images_URL	All	String
Product_URL	All	String
Category	All	String
Description	All	String
Shipping_cost	All	String
Gender	Fashion Beauty	String
Unit_pricing_measure / Unit_pricing_base_measure	Mandatory for Beauty in specific countries	String

2 Optional fields

Even though not mandatory, **these fields are essential to optimize your products.** The information they contain will allow Stylight to properly tag and classify your products, allowing them to properly appear on relevant research or while using filters. A proper use of these fields leads to better visibility, higher ranking, higher traffic volumes and conversion rates.

Default name of the Field	Vertical (Fashion, H&L, Beauty) for which field is relevant	Type
Item_group_ID	All	String
Availability	All	String
Color	All	String
Size / dimensions	Fashion Home & Living	String
Age_group	Fashion Beauty	String
Fabric / material	Fashion Home & Living	String
Style	Fashion	String
Pattern	Fashion	String
Occasion	Fashion	String
Final_Product_URL	All	String

3 Promotion fields

There are 3 specific ways you can promote your products on Stylight using your Stylight feed:

- **CPC bidding:** increase your CPCs on high performing products
- **Sales price:** display your products on sale on the Stylight website
- **Voucher code:** add a promotional code to your products

Find more information on these tools in our guide on [how to leverage your campaign performance on Stylight using your product feed](#).

Type of promotion	Default name of the Field	Vertical	Type
Product level CPC bidding	CPC_bid_desktop	All	Float
	CPC_bid_mobile	All	Float
	CPC_bid_tablet	All	Float
Vouchers	Voucher_code	All	String
	Voucher_code_type	All	String
	Voucher_code_value	All	Integer
	Voucher_code_minimum_order_value	All	Integer
Sales	MSRP	All	String
	Effective_sale_date	All	String

Part 4

Specification for each field of your feed

- | | | | |
|-----|----------------------|-----|-----------------------------------|
| 1. | <u>Product ID</u> | 12. | <u>Unit pricing measure &</u> |
| 2. | <u>GTIN / EAN</u> | | <u>Unit pricing base measure</u> |
| 3. | <u>Name</u> | 13. | <u>Availability</u> |
| 4. | <u>Brand</u> | 14. | <u>Color</u> |
| 5. | <u>Price</u> | 15. | <u>Size / Dimension</u> |
| 6. | <u>Image URL</u> | 16. | <u>Age group</u> |
| 7. | <u>Product URL</u> | 17. | <u>Fabric / Material</u> |
| 8. | <u>Category</u> | 18. | <u>Style</u> |
| 9. | <u>Description</u> | 19. | <u>Pattern</u> |
| 10. | <u>Shipping cost</u> | 20. | <u>Occasion</u> |
| 11. | <u>Gender</u> | 21. | <u>Final Product URL</u> |

1 Product_ID (Mandatory - All categories)

A Product_ID is your unique identifier for a given product. It must never be reused for different products through time.

If several products in your feed have the same Product_id, all these products will be rejected apart from the first one.

The only exception to this rule is possible for a product with different color or size variants. In that case, you need to warn your account manager so that Stylight can adapt its normalisation process (see how to handle color and size variants [here](#)).

2 GTIN / EAN (Mandatory - All categories)

Corresponds to GTIN-13 (Global Trade Item Number) **or EAN in Europe**. Any other format won't be taken into consideration.

In case you enter several size variants on a single line, you can add in the field a GTIN per size, separated by one of these signs: pipe ("|"), comma (","), semicolon (";") or colon (":")

3 Name (Mandatory - All categories)

Name will be shown on the Stylight search page below the image.

It is recommended to use short and precise names. The name could otherwise be cut.

Brand should not be included in the name and will be deleted from the field if present.

As for any other field in the feed, please make sure you respect our accepted [character sets](#). Products with bad encoding will systematically be dropped.



4 Brand (Mandatory - All categories)



Brand will be shown on the Stylight search page below the image.

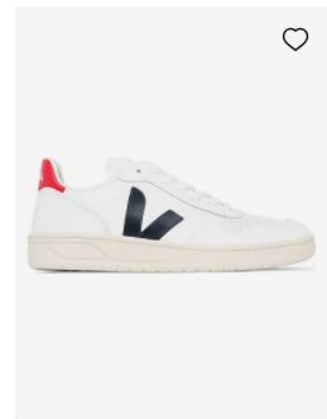
The brand added will be mapped with the list of brands accepted by Stylight. Please note that in accordance to our Terms and Conditions, Stylight reserves the right to refuse any product coming from a brand that does not meet our standards.

USD \$125.00
Veja
V-10 sneakers
DELIVERY: USD \$24.00

5 Price (Mandatory - All categories)

Syntax to be used:

- Price must be typed as a floating point number e.g: 1234,75.
- Do NOT add any special characters or currency signs (e.g. EUR, \$) as some syntaxes could lead to a rejection of the products.
- Only use a dot or comma as a decimal separator.
- Using commas or space to separate thousands will lead to errors.
- Leading Zeros ("03.95") will lead to errors and products will be rejected.



USD \$125.00
Veja
V-10 sneakers
DELIVERY: USD \$24.00

6 Image_URL (Mandatory- All categories)

Characteristics for products images

- At least 400 x 600 pixels, preferably larger than 800 x 1200.
- Optimal ratio is 2:3 (width:height). Otherwise images will automatically be cropped or the background extended to meet the ratio.
- White or monochrome backgrounds.
- [This document](#) details all visual requirements regarding the image, such as background or model.

For unisex products, we advise you to avoid images portraying a person, in order to optimise your conversion.

2 ways to provide multiple images in your feed

- Several images_URL in the same field, separated by one of these signs: pipe ("|"), comma (","), semicolon (";"), colon (":") or space. In this case, only the first image will be displayed on Stylight. We cannot manipulate the image order.
- Separate fields (Images_url1, Images_url2...).

7 Product_URL (Mandatory - All categories)

This mandatory link to your product page can include redirection URLs for tracking purposes.

Note the given URL as well as all redirection URLs must support HTTPS and should not include any on-page redirections like Javascript, otherwise Click and Sales tracking would fail (only server-side redirects accepted).

In case you provide redirection URLs, please make sure that parameters sent in the URL are transferred to the landing pages. The parameter called "slid" is for example mandatory for the Stylight Sales Tracking solution.

To enable a proper tracking of your performance with Stylight, a click tracking solution is also highly recommended in your Product URL. See [this document](#) for more information.

8 Category (Mandatory - All categories)

Examples of categories:

- "Men > Apparel & Accessories > Clothing > Outerwear > Coats & Jackets"
- "Women > Make Up > Eyeliner"
- "Home > Dining room > Dining table"

Please note that categories from Google, expressed with numbers, are not accepted.

Add the gender in your categories for Fashion and Beauty products.

In case some products in your feed are for childrens, you can also provide the info in the category field: E.g. Kids > Pants.

9 Description (Mandatory - all categories)

Good examples of description

- "Ray-Ban's classic Wayfarer' sunglasses are to eyewear what the white T-shirt is to clothing - iconic."
- "Upholstered in black faux leather with eye-catching saddle stitching, this contemporary platform bed from the Sleep Sync collection makes a handsome addition to your bedroom".
- "This eyeliner is designed for lining - defining - coloring and contouring eyes".

Bad examples

- Not using the same language as the site, where the product is listed, e.g. an English description on www.stylight.fr.
- Generic descriptions for every product in a shop, e.g. "We have been offering great quality in over 10 years in fashion."

10 Shipping_cost (Mandatory - All categories)

- Shipping cost is the most common reason for users abandoning their shopping choices, so providing an accurate cost can make your ads more effective.
- Use the rate for shipping directly to an individual. Don't use other rates such as the rate for shipping to a store or a rate that requires a membership to be applicable.
- Only a single value is accepted per product. Multiple values on a single product can lead to the product being dropped.
- In case of a monetary value, please respect the same structure as the price of the product.
- Enter "0" for free shipping. Leaving the field blank leads to considering the shipping cost unknown.
- Google format is also accepted for shipping cost.
- For USA, Canada, Mexico, Brazil and Australia, if the info can't be provided in the feed, a shipping cost can also be defined for your feed in our management tool. Please approach your account manager for more details.



Legal Note: depending on the country of the shop, this information can be mandatory. It is your responsibility to provide those fields in compliance with the law.

11 Gender (Mandatory - Fashion and Beauty)

Examples of possible values: "Female", "Male", "Unisex", "Women", "Men", "Homme", "Femme"...

If you are not able to provide gender information on this specific field, please include the gender information within the category (e.g. Women > Accessories > Watches) so the products can be allocated under the correct segment.

How to deal with unisex products

Products that are not specific for Men or Women can be specified on the Gender field "Unisex".

There is no "Unisex" division on Stylight website, unisex tagged products are most likely to be displayed in the female segment due to higher traffic.

For unisex products, provide only pictures including the product itself without a female/male model.

12 Unit_pricing_measure & Unit_pricing_base_measure (Mandatory for Beauty in specific countries)

Do I need to provide unit pricing information?

- If you sell products by the quantity of units (e.g. ml, g), you might want to give your customers more information on your prices.
- **If you sell in any EU member states, you are required to comply** with European regulation (EU directive 98/6/EC) and its local applications. Note that it is your responsibility to provide those fields in compliance with the law.
- If you sell products outside of the EU, we advise to always consult local regulations about unit pricing.



Two fields need to be filled to provide unit pricing information:

- Unit_pricing_measure: weight, volume, dimension, or count of the product.
- Unit_pricing_base_measure: the desired denominator you want us to use to display your unit prices.

Those two fields must contain the value as well as a similar unit (e.g. ml, g, oz).

Please note that if you provide this field in your feed, all products from your feed need to have a value. Products with missing info or invalid info will be dropped.

Example

Product price: 60,00 €

Unit pricing measure: 200 ml

Unit_pricing_base_measure: 100 ml

>> we will display a unit price of: 30,00 € / 100 ml

13 Availability (Optional - All categories)

Why use this field

This field is ideal for products that are temporarily out of stock or if you want to exclude certain products from Stylight temporarily, as, this way, changes can be processed faster on Stylight than if products were to be removed completely from the feed.

How to fill the field

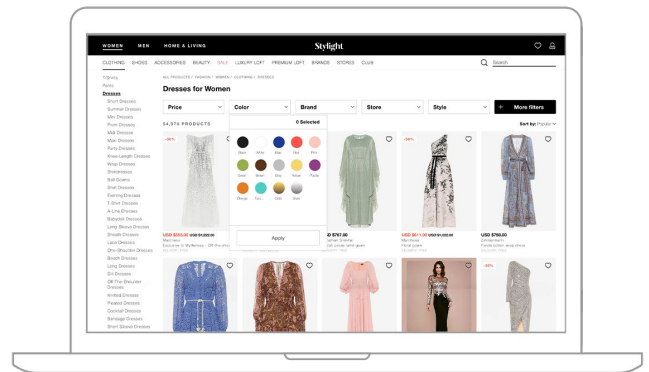
- “out of stock”, “0”, “no”, “false”: product will not be displayed on Stylight.
- Empty field, “in stock”, “yes”, “true”, a decimal number or a non recognised value: product is considered in stock and displayed.

Please do not use translations of these terms.

14 Color (optional - All categories)

Products without the color information will be displayed on Stylight, but they **won't be visible once a color filter is selected** or when a search with color (ex. blue skirt) is done.

In case of multiple colors on one single product, you can list the colors separated by one of these separators: pipe (“|”), comma (“,”), Semicolon (“;”) or colon (“:”). In this case, always start with the most dominant color.



In case some of your products exist with several color variants (e.g. a t-shirt that exists in blue, in red or in white), **please provide a separate line for each product**. If those variants have the same Product_ID, please notify your account manager to make sure they are properly integrated.

15 Size / Dimension (Optional - Fashion and Home & Living)

Specificities and examples for Fashion

- Sizes in letters and numbers are accepted. Eg: S|M|L or 34.5|36|38.
- Letters and numbers shouldn't be mixed for a single product (e.g. X|36|XL).
- Half-sizes can be entered using either dot or comma: “40.5|42|43.5” or “40,5|42|43,5”.
- For unsize clothing or accessories (e.g. bags), enter “unsize”.
- Amazon size syntax is also accepted.
- Any non-conforming information will not be processed (e.g. “42xSLIM”, “0 (XX-LARGE)”).

Examples for Home & Living

- L:300 W:50 H:30
- 300*50*30
- 300x50x30
- L300xW50xH30
- L:300cm W:50cm H:30cm
- 300x50x30 cm (L x W x H)

See here how to handle size variants [here](#).

16 Age_group (Optional - Fashion and Beauty)

This field is only necessary if your feed contains kids/childrens products. For these products, fill this feed with “kids” value or any equivalent translation.

If you have children products and are not able to fill the age-group field, please include this information within the category (e.g. Children> Dress) so the products can be deleted.

17 Fabric / Material (Optional - Fashion and Home & Living)

Examples of values: “leather”, “jersey”, “denim”, “linen”, “wood”, “metal”

18 Style (Optional - Fashion)

Examples of values: “streetwear”, “sexy”, “outdoor”, “1960s”

19 Pattern (Optional - Fashion)

Examples of values: “stripes”, “floral”, “houndstooth”

20 Occasion (Optional - Fashion)

Examples of values: “office”, “date”, “festival”

21 Final_Product_URL (Optional - All categories)

Adding this extra Final_Product_URL on top of the [Product URL](#) allows Stylight to speed up the redirection to your page, therefore improving your UX.

Here is the expected structure for this Final_Product_URL:

- URL is HTTPS
- URL begins with the domain of the shop
- URL does not contain any 3rd party tracking
- URL contains the shop's first-party UTM, tracking parameters and necessary variables (otherwise clicks and sales won't be tracked)

Example of a product_URL and it's Final_product_URL:

Product_URL	<code>https://redirect.com?url={purl}&partner={partner_id}&product={product_id}</code>
Final_Product_URL	<code>https://www.partner.com/product321?variant_id=789&ref=mycss&utm_source=google&utm_medium=cpc&utm_campaign={campaignid}&utm_term={keyword}&utm_content={creative}</code>

Made for your growth.

Founded in 2008, Stylight is the leading online platform for the fashion and lifestyle industry worldwide. With our technology, reach, data and market knowledge, we help our partners operate and achieve their goals. Investments in innovation and talent make us a trusted partner for premium brands and retailers all over the world for more than 10 years.

Any questions?

Reach out to partners@stylight.com

Stylight