

## 1. XML file structure

This guide will help you prepare an XML file with which we will be able to place your offer on shopenauer.com  
Compliance with all the points will make your offer attractive to the user, which will certainly translate into the number of orders.

Before you start creating a file (you will learn how to do it later in this guide), read a few basic rules that you must remember:

- The prepared file must be placed in a place from which we can download it without any restrictions. Remember that access to the file cannot be limited in any way (e.g. with a password)
- Do not change the location of the file. Inform our team about each change of the path or update path in Client area.
- Each offer must have its own unique number (hereinafter marked as ID). Once used, a number cannot be reused, even after a long delay. If such a change occurs for various reasons, please inform us immediately.
- The data contained in the XML file must be reflected in the data on your website, e.g. price and availability. Discrepancies between the file and the page may hide your offers.

In order for your products to appear on shopenauer.com, it will be necessary to prepare an XML file in which you will place your offer.

### 1.1 Creating an XML file according to our structure

Below are two sample offers, structured according to our system:

```
<?xml version="1.0" encoding="utf-8"?>
<products xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" version="1" >

    <!-- THE FIRST EXAMPLE OF AN OFFER -->
    <product id="1">
        <name>
            <![CDATA[BLACK JACKET]]>
        </name>
        <description>
            <![CDATA[Jacket in black wool with tone on tone leather sleeves featuring snap buttons fastening, pockets on the side with leather trims, striped red, blue and black rib-knit trims, patches on the front and graphic arrow logo on the back.]]>
        </description>
        <url>
            https://www.test.com/en/
        </url>
        <images>
            <image url="https://www.yourstore.com/id-1/1.jpg"/>
            <image url="https://www.yourstore.com/id-1/2.jpg"/>
            <image url="https://www.yourstore.com/id-1/3.jpg"/>
        </images>
        <category>Woman</category>
        <gender>male</gender>
        <product_type>bag</product_type>
        <age_group>adult</age_group>
        <color>Red</color>
        <mpn>12312</mpn>
        <gtin>4512323</gtin>
        <material>leather</material>
        <pattern>aaaa</pattern>
        <made>made in italy</made>
        <season>2011</season>
        <price>999.99</price>
        <sale_price>500.99</sale_price>
        <sale_price_effective_date>2016-02-24T13:00-0800/2016-02-29T15:30-0800</sale_price_effective_date>
        <brand>
            <![CDATA[GUCCI]]>
        </brand>
        <attributes>
            <a availability="1"/>
            <a sold_out="0"/>
            <a on_sale="0"/>
            <a is_featured="0"/>
        </attributes>
    </product>
```

Each of the tags and attributes presented in the example is described in more detail in the table. Here you will find the requirements and scope of data that you can use at your site:

Tag	Description
<?xml version="1.0" encoding="utf-8"?>	<b>Required field</b> File encoding
<products xmlns:xsi="version="1">	<b>Required field</b> Fixed part of the file
<product> ... </product>	<b>Required field</b> Start and close the section with the offer. Each offer must be between these markers
<name> ... </name>	<b>Required field</b> The exact name of your offer Maximum number of characters: 150
<description> ... </description>	<b>Required field</b> Description of your product Maximum number of characters: 30,000
<url> ... </url>	<b>Required field</b> Site Url of your product
<images> ... </images>	<b>Required field</b> Link to the product photo <image url=" >: image url
<category> ... </category>	<b>Required field</b> Client category name it will be mapping when add product names should be unique.
<price> ... </price>	<b>Required field</b> Price for product
<sale_price> ... </sale_price>	<b>Required field</b> Sale price for product
<sale_price_effective_date> ... </sale_price_effective_date>	<b>Required field</b> Date range to apply sale_price Date range (use ISO 8601 standard). Submit a start date and an end date with time and timezone of format YYYY-MM-DDThh:mm[:hhmm] or YYYY-MM-DDThh:mmZ, separated by slash ( ) (e.g., 2016-02-24T13:00-0800/2016-02-29T15:30-0800)
<brand> ... </brand>	<b>Required field</b> The exact brand name of your offer Maximum number of characters: 150
<gender> ... </gender>	<b>Required field</b> Gender for product male female unisex
<product_type> ... </product_type>	<b>Required field</b> Type for product
<age_group> ... </age_group>	<b>Required field</b> Age group for kid adult kid
<mpn> ... </mpn>	<b>Optional field</b> MPN Value
<gtin> ... </gtin>	<b>Optional field</b> GTIN Value
<material> ... </material>	<b>Optional field</b> Material for Product MATERIALS Natural fibers Cotton Chemical fibers Wool Leather Silk Cashmere Linen Alpaca Fur Latex Denim
<pattern> ... </pattern>	<b>Optional field</b> Pattern for Product Animalier Floral Striped Camouflage Vicky checked Tartan Checked Polka-dot Melange Pinstripe Paisley Faded
<made> ... </made>	<b>Optional field</b> Made in for Product Made in Italy Made in Japan Made in Portugal Made in USA Made in England
<season> ... </season>	<b>Optional field</b> Season for Product Fall 2020 Permanent Spring-Summer '21
<color> ... </color>	<b>Optional field</b> Product Color
<attributes> ... </attributes>	<b>Required field</b> Additional information and features describing your product

Attribute	Description
id	<b>Required field</b> Your product's unique identifier  - The maximum number of characters is 1000, - Each offer must have its own unique number, - A number used once cannot be reused, even after a long delay.
availability	<b>Required field</b> Product availability  0: product not available, don't show on shopenauer.com 1: product available, show on shopenauer.com
sold_out	<b>Required field</b> Set product as SOLD OUT. Sold out product is NOT visible on lists and in search results but is still visible on user wishlist (with SOLD OUT icon)  0: off 1: on
on_sale	<b>Required field</b> Add ON SALE icon
is_featured	<b>Required field</b> Set product as SOLD OUT. Sold out product is NOT visible on lists and in search results but is still visible on user wishlist (with SOLD OUT icon)  0: off 1: on