# NEW SKU FEED GUIDE

The New SKU Feed process allows you to create new products within the Rakuten.com Shopping catalog. Note that the New SKU Feed does **not** list your products for sale, manage inventory or set pricing in the Marketplace. The sole purpose of the New SKU Feed is to create a new product in our database, so that you can sell it on the Marketplace.

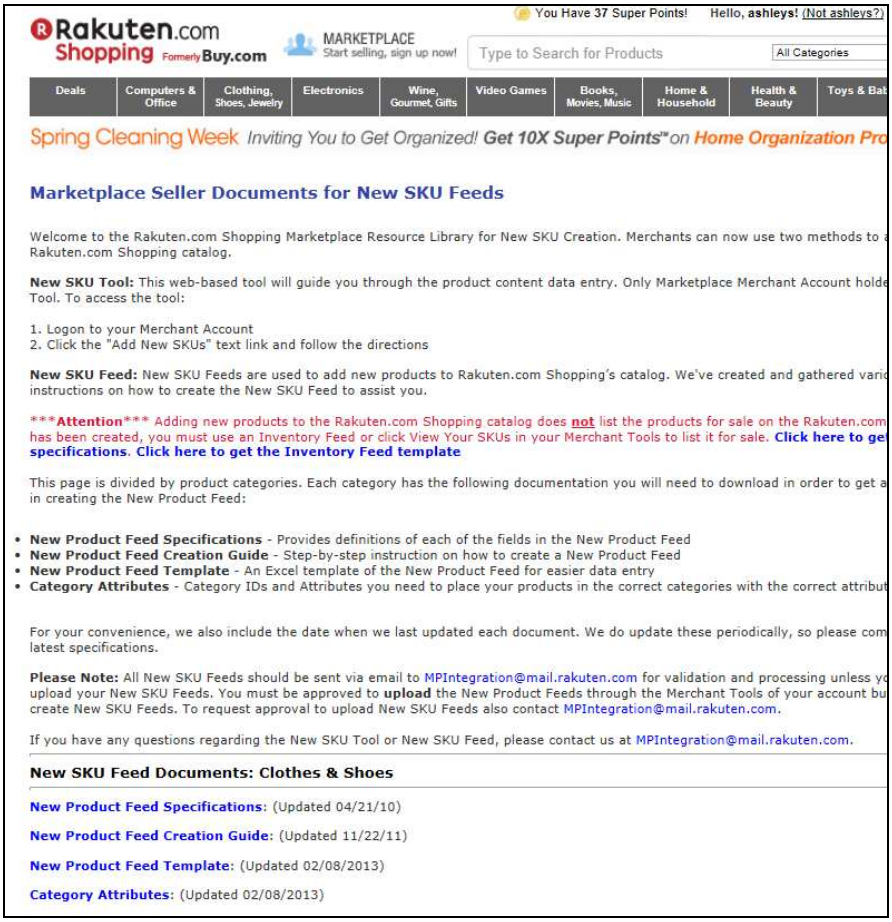
Following, you will find some general information regarding the New SKU Feed:

1. New SKU Feed should be encoded in UTF-8 (plain text), and delimited by Horizontal Tab (ASCII hexadecimal 9), otherwise known as a **Tab Delimited Text** file.
2. Please ensure that:
   a. The file starts off with a header line that declares all the fields.
   b. Each field name is represented in the file (including optional).
   c. Each field in your field file is **tab delimited**.
   d. Each product is on a separate line within the file.
   e. Any non-required field that has no data must be left completely blank.
   f. The New SKU Feed processing is all-or-nothing… one error will cause the entire feed to get rejected.

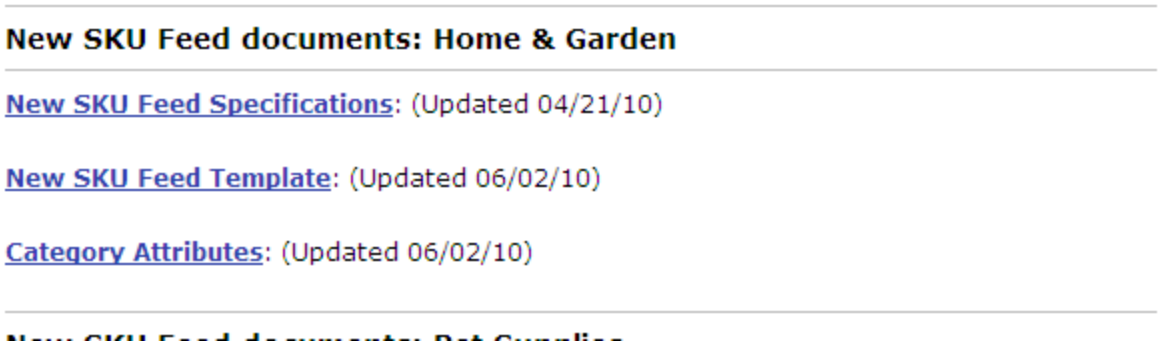
## NEW SKU FEED

All the information regarding the New SKU Feed resides on a web page and separated by category. Each category has a different New SKU Feed, so carefully choose the one that best represents your products:

http://www.rakuten.com/ct/stores/tocfeature.aspx?loc=67031



**You will need to download 3 documents:**
-New SKU Feed Template
-New SKU Feed Specifications
-Category Attributes



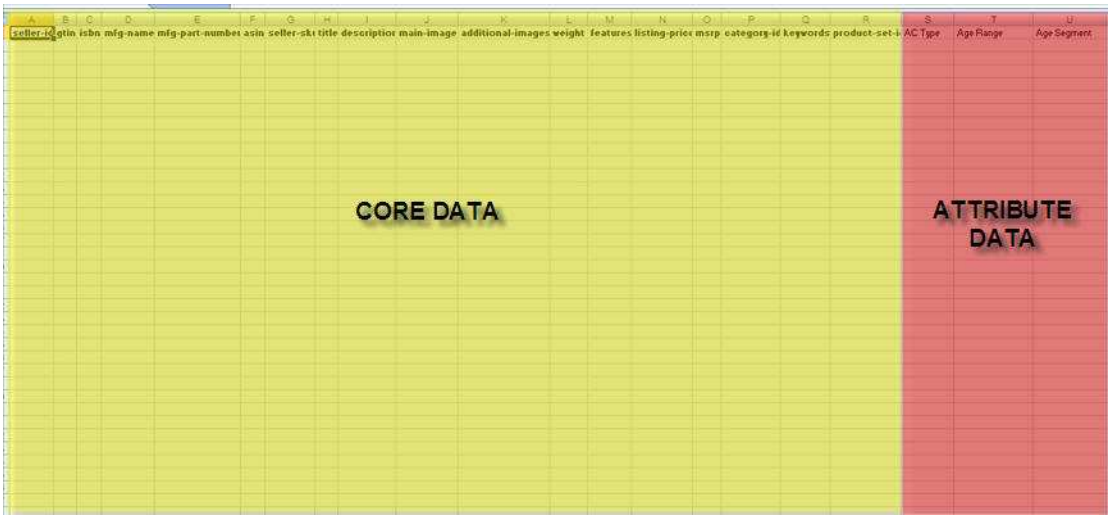

**New SKU Feed Template**

The New SKU Feed Template is an Excel spreadsheet we provide for easier data entry. It looks like the following:

The first row consists of the titles of the data fields. Every row after that will be used to populate the data of a new product you want to add to the Rakuten.com Shopping product catalog.

**NOTE!**: Do not delete or rearrange the order of the data fields as this will cause the New SKU Feed to fail. Use the New SKU Feed Template exactly the way it's presented.

The New SKU Feed Template consists of two areas; **Core Data** and **Attribute Data**.



*Core Data* represents the product data we use to create the product in our database or catalog. *Attribute Data* provides additional product content on the site, creates some drop-down menus on the product pages and builds-out the left side navigation on the site.

The *New SKU Feed Specifications* and *Category/Attribute* documents give details and definitions regarding each of the data fields in the New SKU Feed Template as well as indicating which one of those fields are required or not required.

**New SKU Feed Specifications** (1st page)

**NEW SKU FEED**

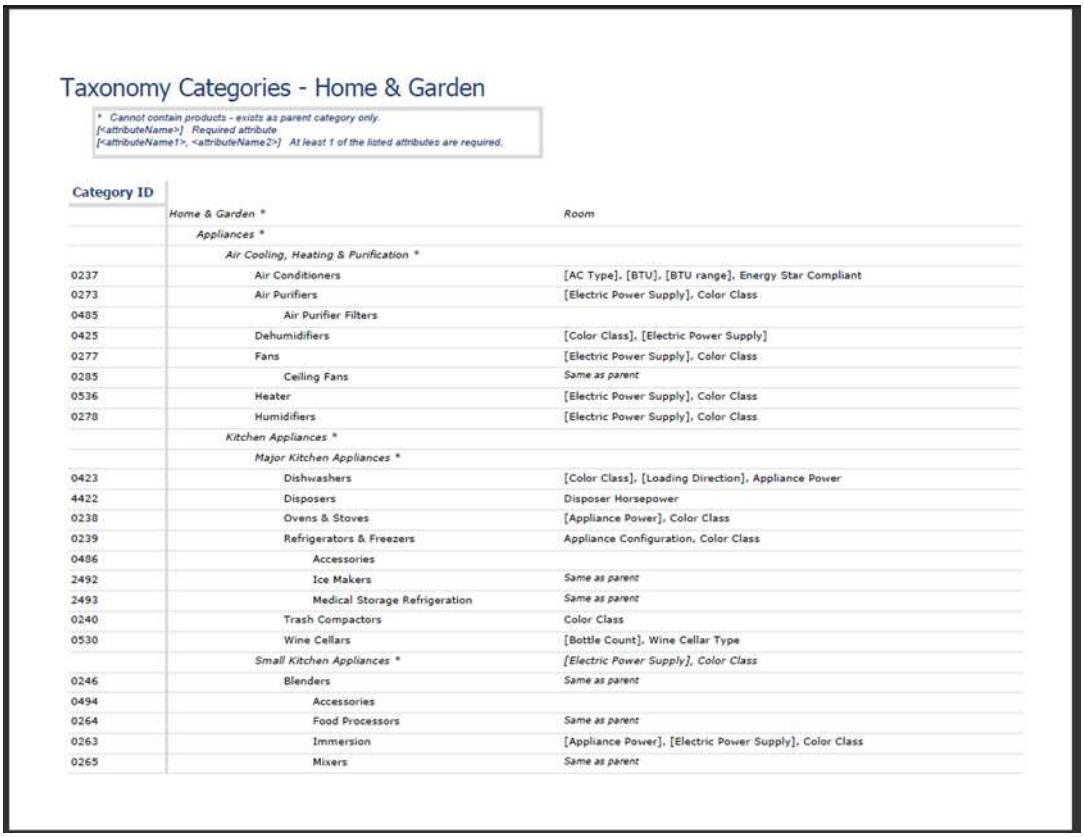
The New SKU Feed and process allows you to create new SKUs within the Rakuten.com Shopping catalog.

1. New SKU Feed should be encoded in UTF-8 (plain text), and delimited by Horizontal Tab (ASCII hexadecimal 9), otherwise known as a **Tab Delimited Text** file.
2. Please ensure that:
   a. The file starts off with a header line that declares all the fields.
   b. Each field name is represented in the file (including optional).
   c. Each field in your field file is **tab delimited**.
   d. Each product is on a separate line within the file.
   e. Any non-required field that has no data must be left completely blank.

**Fields for Marketplace New SKU Feed**

| Field Name | Comments | Required | Data Type | Length |
|---|---|---|---|---|
| merchant-id | Integer identifying the merchant creating the product.<br><br>You can find your merchant-id by logging into your account. The merchant-id will appear in the upper right hand corner of the Merchant Tools page.<br><br>**Example**: 15582389 | Yes | integer | |
| gtin | Provide the GTIN compatible product identifier (i.e. UPC or EAN).<br><br>UPCs must be 12 or 14 digits in length. EANs must be 13 digits in length.<br><br>**Example**: 614141543212 or 00614141543212 | Yes | string | 14 |
| isbn | Provide the ISBN number of the product, if applicable. ISBNs are usually associated with Books. Provide digits only, without hyphens.<br><br>**Example**: 9783161484100 | No | string | 13 |
| mfg-name | The name of the brand/manufacturer that creates this product.<br><br>**Do not** include any special characters, symbols, or punctuation. Keep completely alpha-numeric.<br><br>**Example**: Kodak | Yes | string | 50 |
| mfg-part-number | The unique product id assigned to the product by the manufacturer.<br><br>The 'mfg-part-number' needs to be unique per manufacturer, and it doesn't need to be unique across all manufacturers.<br><br>**Example**: 8500282MW | Yes | string | 50 |

**Category/Attribute Reference** (1st page)



## Taxonomy Categories - Home & Garden

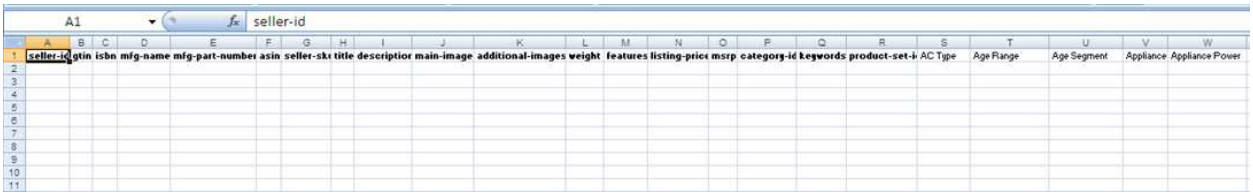
* Cannot contain products - exists as parent category only.
[<attributeName>] Required attribute
[<attributeName1>, <attributeName2>] At least 1 of the listed attributes are required.

| Category ID | | |
|---|---|---|
| | *Home & Garden ** | *Room* |
| | *Appliances ** | |
| | *Air Cooling, Heating & Purification ** | |
| 0237 | Air Conditioners | [AC Type], [BTU], [BTU range], Energy Star Compliant |
| 0273 | Air Purifiers | [Electric Power Supply], Color Class |
| 0485 | Air Purifier Filters | |
| 0425 | Dehumidifiers | [Color Class], [Electric Power Supply] |
| 0277 | Fans | [Electric Power Supply], Color Class |
| 0285 | Ceiling Fans | *Same as parent* |
| 0536 | Heater | [Electric Power Supply], Color Class |
| 0278 | Humidifiers | [Electric Power Supply], Color Class |
| | *Kitchen Appliances ** | |
| | *Major Kitchen Appliances ** | |
| 0423 | Dishwashers | [Color Class], [Loading Direction], Appliance Power |
| 4422 | Disposers | Disposer Horsepower |
| 0238 | Ovens & Stoves | [Appliance Power], Color Class |
| 0239 | Refrigerators & Freezers | Appliance Configuration, Color Class |
| 0486 | Accessories | |
| 2492 | Ice Makers | *Same as parent* |
| 2493 | Medical Storage Refrigeration | *Same as parent* |
| 0240 | Trash Compactors | Color Class |
| 0530 | Wine Cellars | [Bottle Count], Wine Cellar Type |
| | *Small Kitchen Appliances ** | *[Electric Power Supply], Color Class* |
| 0246 | Blenders | *Same as parent* |
| 0494 | Accessories | |
| 0264 | Food Processors | *Same as parent* |
| 0263 | Immersion | [Appliance Power], [Electric Power Supply], Color Class |
| 0265 | Mixers | *Same as parent* |

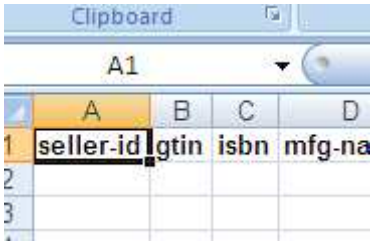
**CREATING A NEW SKU FEED**

As an example, we're going to complete a New SKU Feed to add a Cuisinart coffee maker.

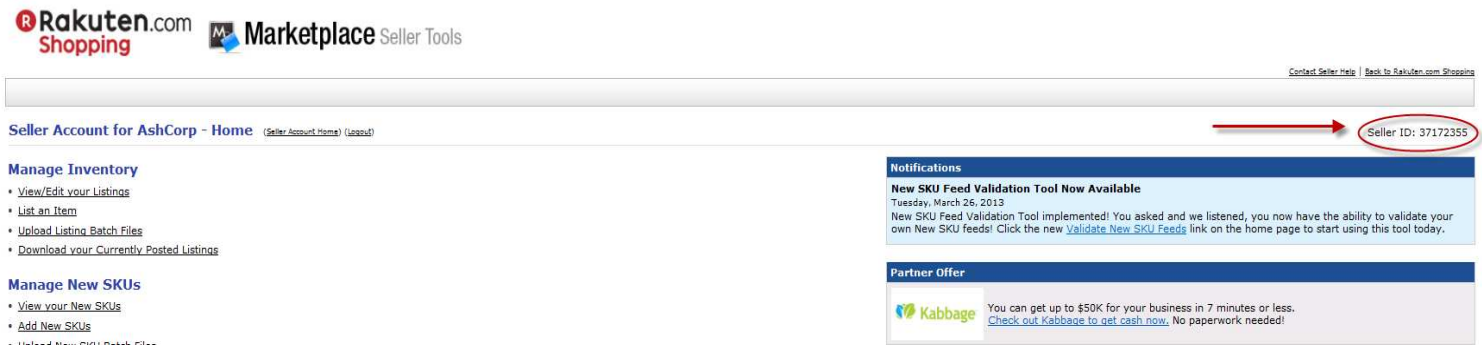
Open the New SKU Feed Template, in this case we'll be using the one for Home & Garden, which represents the major category that coffeemarkers live.



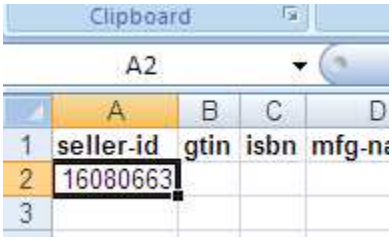

The first data field is called "**seller-id**", which is all numerical and required.



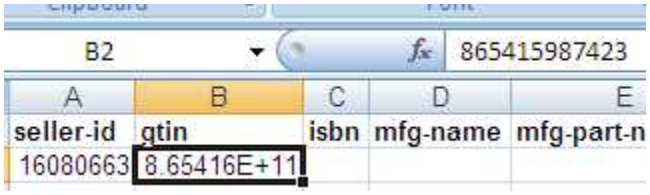

If you don't know what your Seller ID, you can find it by logging into the Seller Tools and looking at the upper right corner of the page:



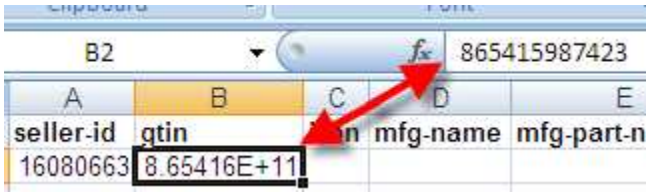

Enter the Seller ID in the "**seller-id**" field:



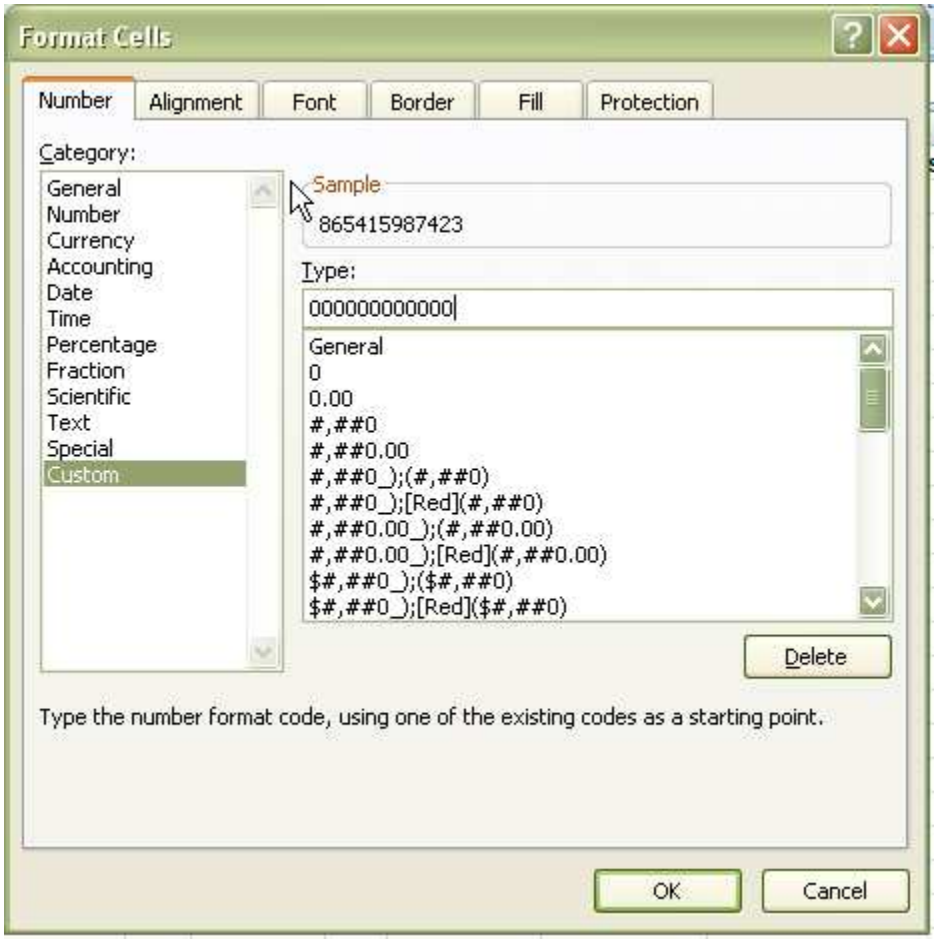

The "**gtin**" data field accepts 12 and 14 digit UPCs as well as 13 digit EANs. The "gtin" data is required data for all products except Jewelry and Apparel products. Let's enter the 12 digit UPC for the coffee maker:



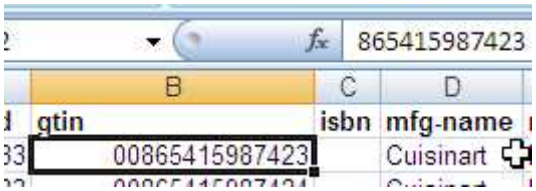

**NOTE!:** Eventhough you entered 12-digits for the UPC, the data looks funny in the cell of the spreadsheet. You will need to format that cell in order for the data to appear correcty



Highlight all the “gtin” cells you want to format and go to “Format>Cells”. You will get the following screen:



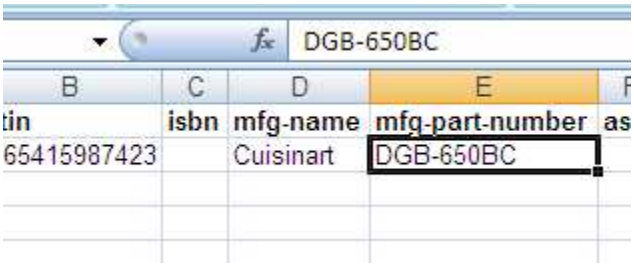

Select “**Custom**” from the “Category” menu and then enter **14 zeros** in the “Type” text field, as the above illustration indicates. Click “**OK**” and your “gtin” data will now look as intended.




The “**isbn**” data field is specific for Book products. We will be leaving this field totally blank, but if we needed to add a book product, the “isbn” field works the same way as the “gtin” data field.

The “**mfg-name**” data field is for the manufacturer name of the product. Do NOT use any special characters or punctuation with the manufacturer name. In this example, we will enter “**Cuisinart**”.

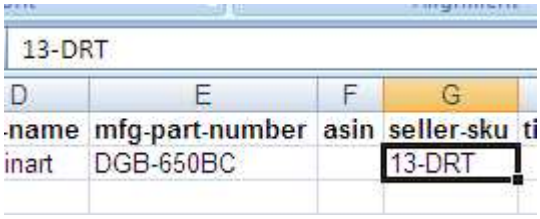
The "**mfg-part-number**" is the part number that the manufacturer assigns to its product. In this case, by looking on the Cuisinart web site, we will be entereing "**DGB-650BC**".



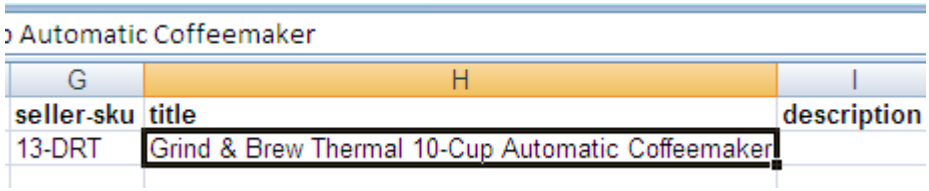

It's very **important** to provide accurate "mfg-part-number" data because Buyers will use that product identifier to find the product using Rakuten.com Shopping's global search.

The "**asin**" data field is Amazon's product identifier. It is an optional field. For this exercise, we will not be using it.

The "**seller-sku**" can represent any product identifier you want. The "seller-sku" provides data on-hand that you can use to list your products in the Inventory Feed. Keep track of your Seller SKU data because it must be unique across all your products. For this example, we'll use "**13-DRT**"

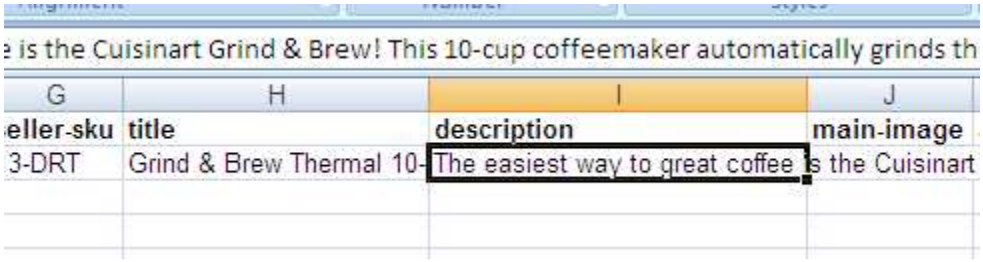



The "**title**" data is the title of the products. Make sure it describes the product accurately, but not too descriptive because you only have 100 characters. We will enter "**Grind & Brew Thermal 10-Cup Automatic Coffeemaker**".




The "**description**" gives more details about the product. Do NOT use any special characters, tabs, paragraphs, HTML, etc. because all these will cause the New SKU Feed to error. The "description" data is one continuous string. I have entered the following for the "description" of the coffee maker:

"**The easiest way to great coffee is the Cuisinart Grind & Brew! This 10-cup coffeemaker automatically grinds the beans right before brewing to deliver the freshest coffee flavor and the thermal stainless steel carafe keeps it hot and fresh for hours at a time. Because it's fully programmable with a large control panel, it's easier than ever to enjoy a hot cup of coffee any time of day. Quick, easy, delicious – great coffee is automatic with the Cuisinart Grind & Brew**."




The "**main-image**" provides us with a URL from which we can download the image. Make sure that the image you're submitting meets ALL the image requirements:

- A fully-qualified URL of a full-size image of the relevant product (see example below)
- This is the main image that will be displayed on the product page.
- Images must be at least 500x500 pixels. Preferably JPEG, but GIF are also acceptable.
- The image must be of the product being sold, and must not contain additional objects.
- The image must be in focus, professionally photographed or scanned, with realistic color, and smooth edges.
- Books, Music, and Video/DVD images should be scans of the front cover art, and fill 100% of the image frame. Jewel cases, promotional stickers, and cellophane are not allowed.
- All other products should fill 85% or more of the image frame.
- The full product must be in frame.
- Backgrounds must be pure white.
- The image must not contain additional text, graphics, or inset images.

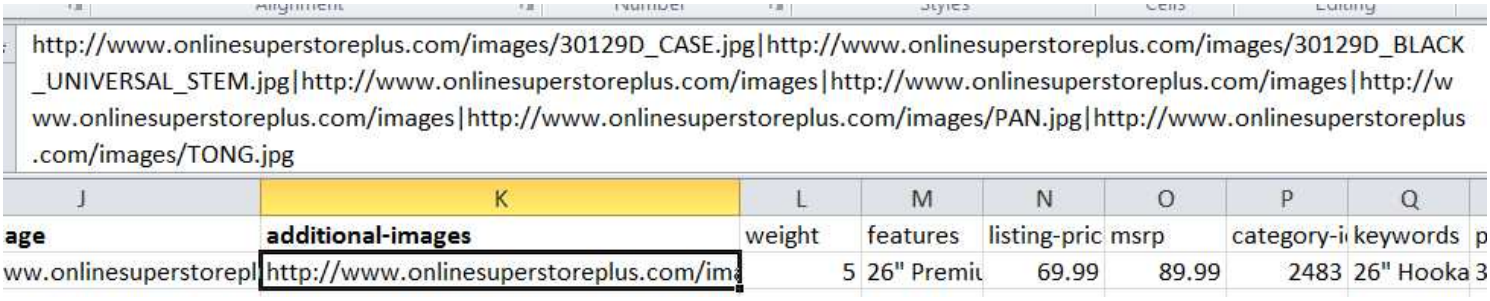
**NOTE!:** Any image not meeting all requires will get rejected. The Sellers are responsible for ensureing that the image URLs provided work and link to an image that meets all the requirements.

For our example, I have the following for "main-image":

http://www.onlinesuperstoreplus.com/images/30129D_BLACK_BLUE_MAIN.jpg

The "**additional-images**" gives alternative views of the products. These are not required, but they do follow the same image requirements as the "main-image" data. The "additional-images" should not be the same as the "main-image". If you are providing more than one "additional-images" image URLs, then they need to be separated by a **pipe** ("|"). The following is an example of the data entered:

**http://www.onlinesuperstoreplus.com/images/30129D_CASE.jpg|http://www.onlinesuperstoreplus.com/images/30129D_BLACK_UNIVERSAL_STEM.jpg|http://www.onlinesuperstoreplus.com/images|http://www.onlinesuperstoreplus.com/images|http://www.onlinesuperstoreplus.com/images**

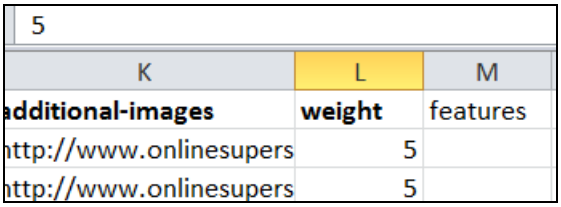


Notice the data is one long string without any spaces.

The "**weight**" data is numeric only and it's in pounds. Do NOT include "lb", "lbs", etc. The "weight" data is used in the calculation of the default Rakuten.com Shopping shipping calculations, so it's important that this data is accurate as possible.

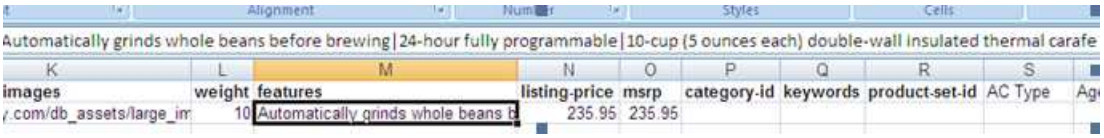
The following will be used in the example:

**"5"**




The "**features**" data are the bullet points about the product you want to highlight. You do not need to include any bullet points a part of the data because the Rakuten.com Shopping web pages are designed to automatically do that. Do NOT use any special characters, tabs, paragraphs, HTML, etc. because all these will cause the New SKU Feed to error. The "features" data are separated by pipes ("|") and the following will be entered:

"**Automatically grinds whole beans before brewing|24-hour fully programmable|10-cup (5 ounces each) double-wall insulated thermal carafe**"

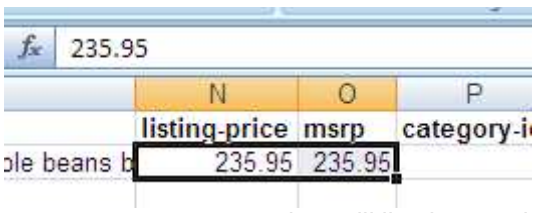



The "**listing-price**" and "**msrp**" are **exactly** the same data that our system pulls from different places in order to facilitate functionality on the Rakuten.com Shopping site.

**NOTE!**: The "lising-price" is NOT the sell price when listing the product on the marketplace.

Do not put the dollar symbol among the data, it should be purly numerical and should not exceed two decimal places. The following will be used in our example:

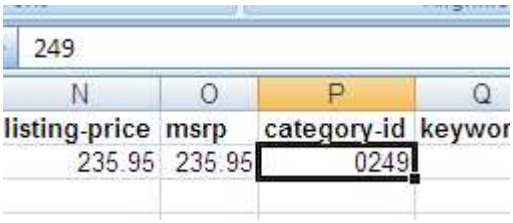
**"235.95"**




The "**category-id**" will determine which category your new product will live in. Getting the correct "category-id" is important because we base the commission rate by category. For this, we will need the Category Attribute PDF for Home & Outdoor. Looking at that document, we find:

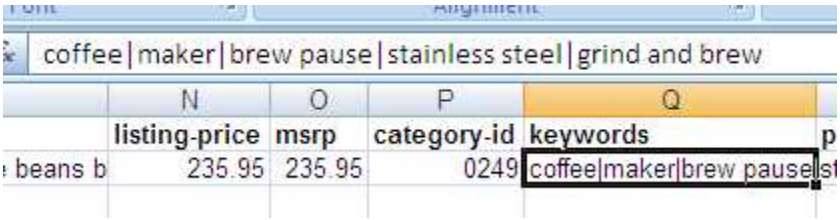
| | | |
|---|---|---|
| 0266 | Mixer Attachments | Same as parent |
| 0247 | Bread Makers | Same as parent |
| 0534 | Chocolate Fountain | Same as parent |
| 0249 | Coffee & Espresso Machines | [Coffe Machine Type], [Electric Power Supply], Color Class |
| 0248 | Coffee Grinders | Same as parent |
| 0250 | Coffee Roasters | Same as parent |
| 0559 | Cooktops | Same as parent |
| 0251 | Deep Fryers | Same as parent |

The "category-id" is "**0249**", which is "Coffee & Expresso Machines". The next column has the attribute associated with that category, which we will return to later.



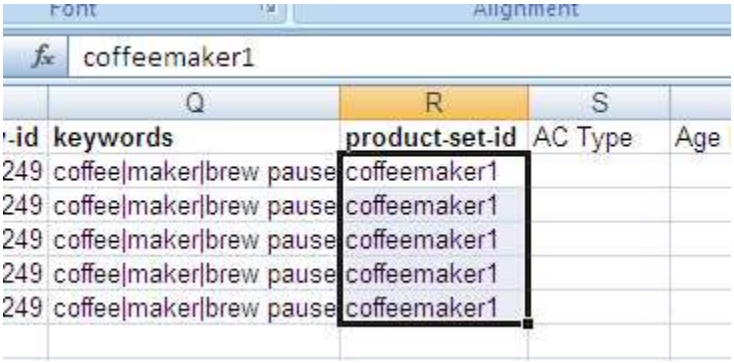

The "**keywords**" data should be words that are above and beyond what is presented in the "title" data, since the words in the "title" are already included in search. Do NOT use any special characters, tabs, paragraphs, HTML, etc. because all these will cause the New SKU Feed to error . The "keywords" data should be separated by pipes ("|") like the following:

"**coffee|maker|brew pause|stainless steel|grind and brew**"




The "**product-set-id**" groups like products together. Rakuten.com Shopping does not have parent/child product relationships, so we use the "product-set-id" to group products in the same family. For example, if our coffeemaker came in 5 different colors, each of those products are treated as totally separate and would occupy their own rows of data. By assigning all 5 coffeemakers the same "product-set-id", they will all sit on the same Rakuten.com Shopping web page with pull down menus to select color.

Since our coffeemaker comes in only one color, let's pretend that they actually come in different colors to create an example. Let's enter the following for the "product-set-id":"**coffeemaker1**"



**NOTE!**: When using the “product-set-id”, do NOT include the color in your “title” data.

We have completed the “**Core**” data of the new products. The next step we need to include the **Attribute** data, which can be found on the same Category Attribute PDF we use to find the “category-id” data. We have already looked up the “category-id” as seen below:

| | | |
|---|---|---|
| 0266 | Mixer Attachments | *Same as parent* |
| 0247 | Bread Makers | *Same as parent* |
| 0534 | Chocolate Fountain | *Same as parent* |
| 0249 | Coffee & Espresso Machines | [Coffe Machine Type], [Electric Power Supply], Color Class |
| 0248 | Coffee Grinders | *Same as parent* |
| 0250 | Coffee Roasters | *Same as parent* |
| 0559 | Cooktops | *Same as parent* |
| 0251 | Deep Fryers | *Same as parent* |

The third column contains the Attributes applicable to the “Coffee & Expresso Machines” category. Notice that two of the three Attributes are in brackets. These brackets indicate that the Attributes are required. For our example, “**Coffee Machine Type**” and “**Electric Power Supply**” are both required, while “**Color Class**” is optional.

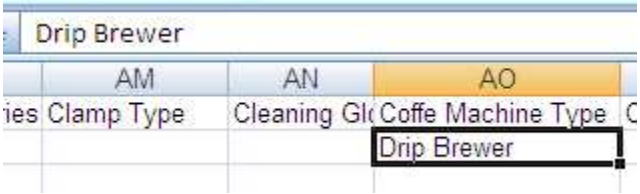
Each Attribute has Values, which are listed in the second part of the Category Attribute PDF.

| | |
|---|---|
| **Cleaning Glove Type** | *Choose one of the following values:* |
| | Disposable |
| | Reusable |
| **Coffe Machine Type** | *Choose one or more of the following values:* |
| | Cappuccino |
| | Drip Brewer |
| | Espresso |
| **Color** | *Enter any String value.* |

Notice that “Coffee Machine Type” has 3 Values:

- **Cappuccino**
- **Drip Brewer**
- **Espresso**

These are the only Values that our system will take, so if you try using something else, it will cause your New SKU Feed to fail. We will use “**Drip Brewer**” in our New SKU Feed example.



If you want to enter two or more Attribute Values, the you need to separate them with a **carot ("^")**. Here is an example:

**"Drip Brewer^Expresso"**

Here are the other two Attributes and their Values as they appear in the Category Attribute PDF:

| **Electric Power Supply** | *Choose one or more of the following values:* |
|---|---|
| | Battery Operated |
| | Cord |
| | Cordless |

| **Color Class** | *Choose one or more of the following values:* |
|---|---|
| | Beige |
| | Black |
| | Blue |
| | Brown |
| | Burgundy |
| | Clear |
| | Gold |
| | Green |
| | Grey |
| | Off White |
| | Orange |
| | Pink |
| | Purple |
| | Red |
| | Silver |
| | White |
| | Yellow |

For "Electric Power Supply" and "Color Class", we'll use "**Cord**" and "**Silver**" respectively.

| AQ | AR | AS | AT | AU | AV | AW | AX | AY | AZ |
|---|---|---|---|---|---|---|---|---|---|
| Color Class | Cookw | Corks | Cutlery Ty | Depart | Detergent | Deterge | Dispos | Dispos | Electric Power Supply |
| Silver | | | | | | | | | Cord |

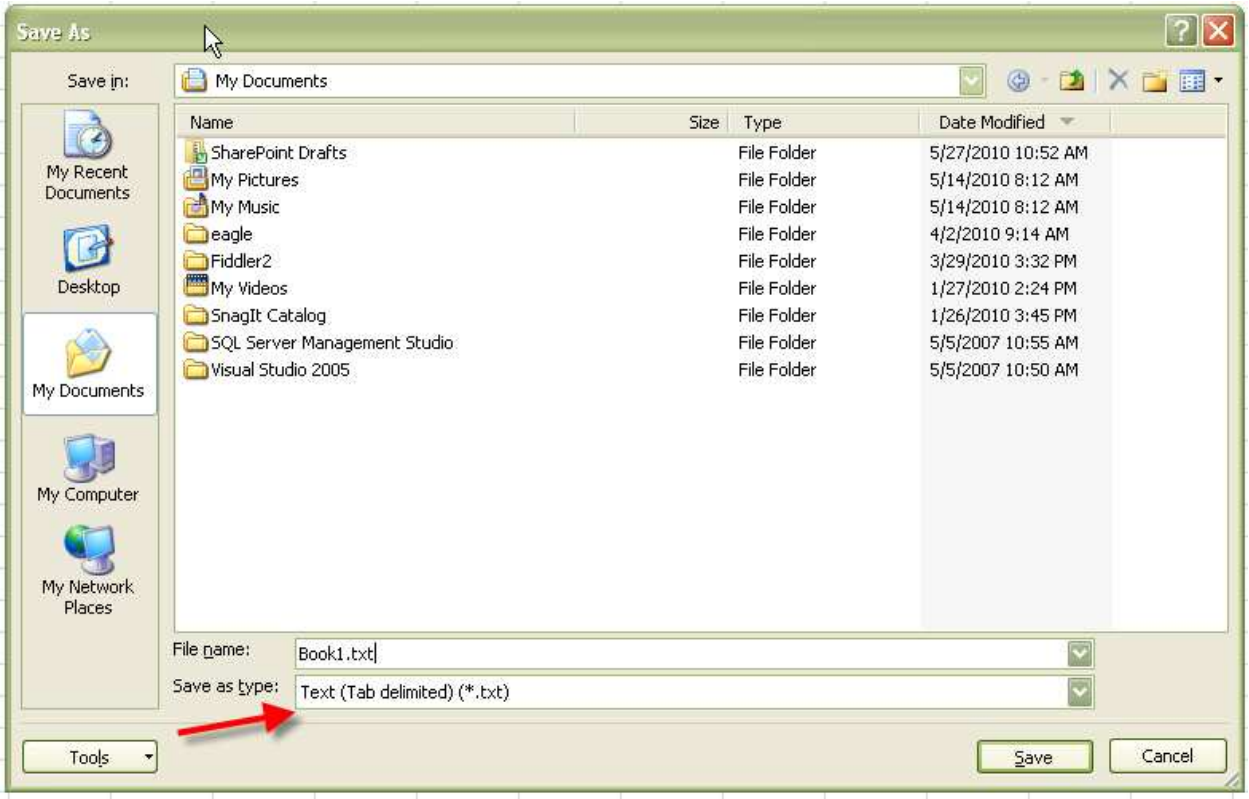
**NOTE!**: Keep in mind that different products will have different number of Attributes and Values, so keep the Category Attribute PDF as a reference to make data entry easier. You may be required to enter a lot more Attribute Values than our example.

We have now completed all the data need to add this product to the Rakuten.com Shopping catalog of products! However, we need to complete one last step before we submit it for processing.

**NOTE!**: The Excel file needs to be converted into a **Text (Tab Delimited)** file before it can be processed.

To save as a Text (Tab Delimited:

- "Save As" and the following pop-up will appear:




- Select "Text (Tab delimited)(*.txt)" from the "Save as type" drop down.
- Click "Save"

Once you have the Text (Tab Delimited) version of your New SKU Feed, please submit it to **MPIntegration@mail.rakuten.com** for processing.

**NOTE!**: The Rakuten.com Shopping Marketplace Integration (MPIntegration@mail.rakuten.com) also provides great assistance with regards to any questions you may have regarding your New SKU Feed.