

Data Feed Specifications

Thank you for choosing Become Europe as your partner. Hereinafter you will find important information regarding your data feed.

Please adhere to these specifications in order to have your products listed correctly and optimize returns.



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In which format must your data feed be?

- Become Europe accepts data feed in the following formats: Comma Separated Value (.CSV), Tab-delimited text (.TXT) or Extensible Markup Language (.XML).
- The columns have to be separated using one unique delimiter. Possible delimiters are tabulator (TAB), semicolon (;), pipe (|) or comma (,)
- When using comma (,) or semicolon (;) it is recommended to additionally use a field quotation („) which encloses the text or data field.
- The delimiter cannot exist in any other text field since this will cause problems. To insure a smooth processing, we recommend a data feed using TAB as a delimiter.
- Please note, when using XML there are other formatting rules than with Tab-delimited text files or CSV files.
- Your data feed has to contain all offers and must be importable.
- The first line must be a header row containing all the field titles.
- Each row contains one offer.
- Make sure your offers are correct. For example: Product description must match product image.
- Each offer must have a unique offer-id, which can only be used once. This means a previously used offer-id cannot be used for another offer.
- HTML-coding (for example: & ;) as well as line breaks cannot be applied in the data feed. They are considered errors and will result in unlisted products.
- Your data feed must include all required fields. [\(Please note the table on page 3\).](#)
- Your data feed may include optional fields [\(Please note the table on page 4\).](#)

What information is mandatory to integrate your data?

Required Fields		
Field	Notes	Example
merchant-category	This field is needed to match your offers with our categories and products correctly.	electronics > photo & video > digital camera > compact cameras; digital camera > accessories > camera battery; fashion & accessories > clothing > women's apparel > pants; (max. 255 characters)
offer-id	Has to be unique and can only be used for one offer	5489787 (max. 127 characters)
label	Product title should be clear and concise	Canon PowerShot SX200 IS (max. 127 characters)
offer-url	URL must take the user directly to the product page on your site for the advertised item	http://www.yoursite.de/offer-id=5489787.htm (max. 900 characters)
image-url	URL must take the user directly to the product image	http://www.yoursite.de/images/offer-id=5489787_200x200.gif (max. 900 characters)
prices	Current price	EUR 1000.00 (max. 50 characters) Do not use thousands separator!
product-id This field is mandatory if you sell pharmaceutical products or media.	EAN, ISBN or PZN European Article Number (product identification for commercial articles) International Standard Book Number (unique numeric commercial book identifier) Pharmazentralnummer (nationwide standardized identification number for pharmaceutical products in Germany)	EAN: 4905524579925 (max. 13 digits) ISBN: 978382894775 (max. 13 digits) PZN: 1107875 (max. 7 digits)
delivery-charge this information is required by law in Germany	Charge for the delivery which has to be paid by the user	EUR 4.50
baseprice-amount*	Base price of the advertised product	EUR 190.00 Do not use thousands separator!
baseprice-value*	According to type of product	100
baseprice-unit*	According to type of product	kg, mg, g, l, ml, m, cm
EU tire label** Fuel efficiency Wet grip Noise emission	Fuel efficiency and wet grip : grading from A to G Noise emission: value in decibel	Fuel efficiency: A (highest efficiency) to G (lowest efficiency) Wet grip: A (shortest braking distance) to G (longest braking distance) Noise emission: 72dB

European Union energy label***	Rated in terms of a set of energy efficiency classes from A to G	A (most energy efficient) to G (least energy efficient)
*baseprice description is mandatory with goods which are sold after a specific measurement.		
**since 01.11.2012 all new tires have to have the EU tire label		
*** since 30.03.2012 the description European Union energy label is required for the following products: Television, refrigerator appliances, washing machines and tumble dryers, dishwashers, light bulbs, air conditioners, ovens		

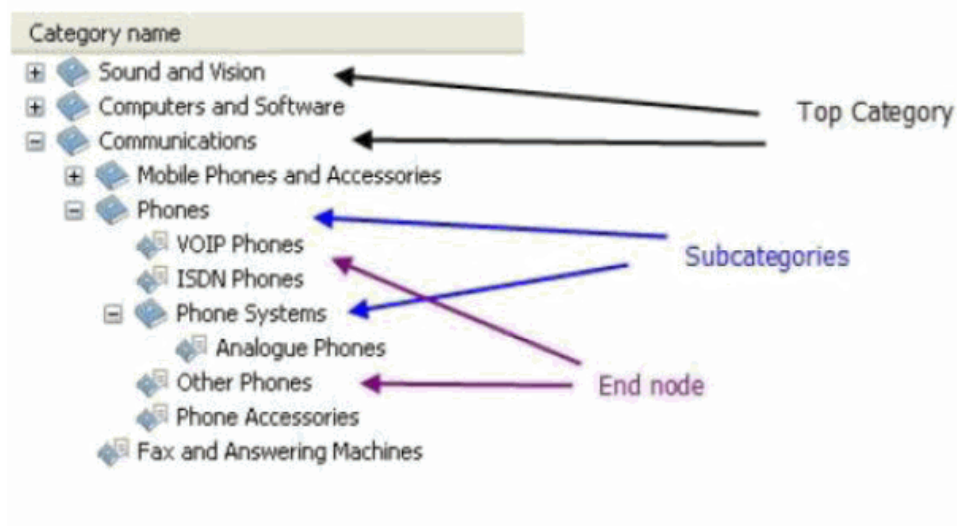
Which information optimizes your online performance?

Recommended fields – to optimize your online presence		
Field	Notes	Example
brand	The brand of the product	Canon (max. 31 characters)
delivery-period	Duration of the delivery	H24 D3-5 W2 cannot contain space character
delivery-period-text	Duration of the delivery (in text format)	24 hours 3-5 days 2 weeks
description	Short description of the product	Canon digital camera PowerShot SX200IS black in a set with 2 GB SanDisk memory card (max. 250 characters)
mfpn	Manufacturer item number	3509B011
old-prices	Higher than current price	EUR 450.00 Do not use thousands separator!

How must you provide your product categories?

- Your offers will be assigned to product categories and matched with the same products already in our system. The more precisely the following instructions are adhered to, the better the price comparison element of our portals function and the better chance customers will find your products.
- A product category is usually the navigation path of a shop. This normally contains the elements of main category, subcategory and the specific product category.
- Details about the product category are vital to classify your listing in the Become Europe Network navigation structure.

incorrect merchant-category	correct merchant-category	Important Note
Jacket/Jacket	Fashion > Women > Jacket	Distinction between women, men and children is necessary
Books	Book > Guide > Health and Nutrition	Indication of the ISBN in the product-ID field is mandatory
Movie	DVD > Horror or Blu-ray > Action	Indication of the EAN in the product-ID field is mandatory
Music	CD > Pop	Indication of the EAN in the product-ID field is mandatory
Aspirin	Pharmaceuticals > Pharmacy Products > Painkillers	Indication of the PZN in the product- ID field is mandatory
Household and Living/ Furniture	Household and Living > Furniture > Bedroom	
Computer/ Components	Computer > Components > Main board	Indication of the EAN in the product-ID field is mandatory
TV	TV, Video, Audio > TV/ LCD TV	Indication of the EAN in the product-ID field is mandatory
Accessories	Kitchen > Dishwasher > Accessories	



Important Information

The inclusion of your products is as follows:

- Please enter the URL of your data feed in our Become User Login (myBecome > data integration). We will then integrate your offers.
- Please note that your data feed should be provided in one, consistent format and must not be changed.
- The successfully imported data feed will be published online. Please promptly inform us of any alteration to your data feed to avoid delays in updating.
- With unsuccessful import of the data feed the last successfully imported data feed will be used.

We thank you for your efforts and look forward to working with you more in the future.

Do you need help or are you interested in further information?

Then please contact our customer service team.

Our staff will gladly help!

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Germany | Italy | United Kingdom | Austria

*(0,14€/Min. aus dem deutschen Festnetz, Mobilfunk max. 0,42€/Min.)