Trovaprezzi Network

Technical guide to realize your product catalog

(Last update: March 1, 2021)

Create your product catalog by following these few steps: it will be quicker and easier to go online.

Your product catalog is the list of the offers you want to publish on Trovaprezzi.it network.

These instructions affect those involved in the implementation and maintenance of the product catalog, the webmaster and the advertiser.

You will find three sections:

Creation

Goal: at the end of the procedure defined in this section, you will have a correct product catalog, ready to be published on Trovaprezzi.it network.

Acquisition

Goal: at the end of the procedure defined in this section, you will be able to give us the link from which we will download your product catalog.

Update

Goal: the product catalog grows old and you need to update it by aligning it with your site, based on the needs of the market and changing consumer preferences.

At the end of the procedure defined in this section, you will know how to handle the upgrade of your products on the Trovaprezzi.it network.

Creation

Premise: the product catalog is a file.

The file formats accepted are: txt, csv, tsv. xml.

Such file have to be reacheble online by URL and can be static or dynamic depending on your export method. If you do not want to manually intervene, you may want to adopt dynamic export methods (page .asp, .php, etc).

The file can also be compressed (.zip or .gzip) and / or password-protected.

How to create the product catalog

Each offer must have a dedicated record. A record is a sequence of fields containing information of the offer, each placed in a separate field.

Use the "|" character (pipe) to delimit fields. Alternatively it can be used TAB, $, #. For the .csv and .txt formats add, at the end of each record, the <endrecord> tag.

Elements to be considered in the creation of the catalog:

- The publication of "bundle" is not permitted: offers with multiple, different products (eg dishwasher + refrigerator + oven).
- The publication of spirits or wine in miniature bottles is not allowed (2, 3, 4, 5, 10 cl)
- All offers expressly prohibited by contract, will be excluded from the publication (eg. perfume testers, used products, live animals, drugs, weapons, prescription drugs, etc.).
- If there are offers with several compatibility, insert the compatibility in the description field instead of multiplying the offers (eg toner compatible with several printers).
- The system does not allow the publication of the same offer in multiple categories, therefore double offers should be eliminated from the catalog.
- Do not insert in the catalog every size variants of each product, but only the "father" product. Users will select the preferred variant directly from your website.
- It's permitted to publish color variant but only if each variant have the image of the right color
- If your catalog includes personal protective equipment (specifically face masks) please add one of the following headings in the title:

  - 1 pezzo
  - da 2 a 50 pezzi
  - da 51 a 100 pezzi
  - da 101 a 500 pezzi
  - da 501 a 1.000 pezzi
  - da 1.001 a 10.000 pezzi
  - oltre 10.000 pezzi

  Only one offer is allowed for each range and color variant.

We distinguish:

Mandatory field: if missing or empty, the offer is not published.

Highly recommended field: if present, increases visibility and conversion; its absence reduces the trust of the user on your site.

Recommended field for fashion catalog

We recommend to include a header line as first record:

Name | Brand | Description | Original Price | **Sale Price** | **Internal Code** | **Link to the offer** | Availability | **Categories Tree** | Image Link | **Shipping cost** | Manufacturer Code | EAN | Weight | Additional link Image 1 | Additional link Image 2 <endrecord>

Mandatory Field	Content
Name	Model/Title. No Slogan or promotional sentences. Max 255 characters.
Retail Price	Inclusive of VAT and any other tax or contribution provided (ie. RAEE, PFU, etc) without thousands separator and no other text (NO Euro symbol). The decimal separator, if present, must be the same for all offers.
	If the price is referred to the single unit, you must add the following specification at the beginning of the description: "Unit price, minimum purchase of X pieces"
Internal Code (Offer ID or SKU)	UNIQUE FOR EACH OFFER; usually it's the internal code of the advertiser. Max 50 characters. The system considers this field "Case Insensitive", that is, uppercase and lowercase are considered identical.
Link to the offer	Link to offer page, on the advertiser's site (complete with http: //).
Categories tree	Categories of the advertiser's site. You must report all levels, from the macro-category to the last subcategory, with a different separator than the one used as the field separator: we recommend to use the ";" or ','.
	For example, instead of exporting a single category "Photography", which contains both cameras and camera accessories, it is much better to export categories of this type:
	Photography, Digital Cameras, Camera Batteries Photography, Digital Cameras, Flash for cameras Photography, Digital Cameras, Digital SLR Cameras Photography, Digital Cameras, Bags and Cases for cameras
Shipping Cost	Inclusive of VAT, without thousands separator and no other text (NO Euro symbol). If included in the retail price shows 0.
	N.B.: use the same decimal separator of the retail price.
MINSAN Code	It's a 9-digit numerical code that the Italian Ministry of Health assigns to each article (drug, medical device, medical-surgical device, Over-The-Counter drug, etc.) placed on the market (e.g. 028561037).
EAN Code for Mobile phones and Smartphones	It's a European unique numeric code for commercial products; It is usually associated with a barcode printed on the label of the products.

Highly recommended field	Content
Brand	Manufacturer's name.
Original Price	Full price of the offer: includes VAT and any other tax or contribution expected, no thousands separator and no other text (NO Euro symbol). The decimal separator, if present, must be the same for all offers.
Description	It indicates the main features. For a correct visualization should not contain HTML code. No Slogan or promotional sentences. Max 255 characters. Enter in this field compatibility and variants.
Availability	For the availability, you can choose a textual value or a numeric value.

Value of text / numeric field	Online
>= 2	🟢
0	🔴
1	🟠
in arrivo	⚪

	For all other values it will not be published any information about the availability. If your site offers are "not available", please remember to indicate their "non-availability" also in the product catalog to give clear and accurate information to users.
Link to the Image	Link to the image of the offer: must be completed with "http: //". The images should be clean and transparent. No images of the type "noimage". Must not contain edges, watermark, slogan or promotional phrases. We suggest images of the largest size available and with white margin as minor as possible.
Manufacturer Code	Also called Part-Number or ManufacturerSKU. It's the unique code that manufacturers attribute to their products.
EAN Code	It's a European unique numeric code for commercial products; It is usually associated with a barcode printed on the label of the products. ISBN Code for books.
Weight	Shows the numerical value of the product weight, in kilograms (No unit of measurement). The field becomes mandatory if the shipping costs are calculated by weight ranges. N.B.: use the same decimal separator of the retail price.

7PIXEL S.r.l.
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Codice fiscale e Partita Iva: 03386810968 – REA MI 2062688 – Capitale Sociale 10.500,00 i.v

Recommended field for Fashion catalog	Content
Original Price	Full price of the offer: includes VAT and any other tax or contribution expected, no thousands separator and no other text (NO Euro symbol). The decimal separator, if present, must be the same for all offers.
Size	All available sizes separated by space **Please note:** we recommend using EU sizes
Gender	Enter item's gender (i.e.: man, woman, boy, girl, unisex)
Color	If there are color variants add the right color of the offer, otherwise add every available colors separated by commas
Material	It means the material the item is made of.
Sale Boost	This field enables you to highlight offers to use for extra visibility services. Accepted (textual) values: - nuovi arrivi - vetrina negozio - quickshop Entering more values is allowed if separated by commas. **Please note:** specify "nuovi arrivi" only for offers from the new collection.
Additional Image Link	Shows, in different fields, all secondary image links of the same offer.
Description (mandatory for Drezzy.it)	It indicates the main features. For a correct visualization should not contain HTML code. No Slogan or promotional sentences. Max 255 charter, the exceeding character will not be published Enter in this field compatibility and variants.
Link to the Image (mandatory for Drezzy.it)	Link to the image of the offer: must be completed with "http: //". The images should be clean and transparent. No images of the type "noimage". Must not contain edges, watermark, slogan or promotional phrases. Offers, which do not comply with the requirements of clean images and appropriate backgrounds, will be penalized at visibility level. We suggest images of the largest size available and with white margin as minor as possible.

Please note: the publication system on Drezzy.it assigns to each SKU a score (=popularity), very important for the visibility. In order not to lose the ranking, we recommend entering values that are not subject to change.

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Offer record example, TEXT version:

```
DataTraveler G3 16 GB|Kingstone|Pen Drive Professional 16GB USB 2.0|10,60|8,60|
219|http://www.SITENAME.it/product.asp?Id=219|35|compu ters, usb keys/pendrives
|http://www.SITENAME.it/images/219.jpg|0|TS2GJFV20|0075678164125|
http://www.SITENAME.it/images/219bis.jpg|http://www.SITENAME.it/images/219tris.j
pg <endrecord>
```

Offer record example, XML version:

```xml
<Products>
    <Offer>
        <Name>DataTraveler G3 16 GB</Name>
        <Brand>Kingstone</Brand>
        <Description>Pen Drive Professional 16GB USB 2.0</Description>
        <OriginalPrice>10,60</OriginalPrice>
        <Price>8,60</Price>
        <Code>219</Code>
        <Link>http://www.SITENAME.it/product.asp?Id=219</Link>
        <Stock>35</Stock>
        <Categories>computers, usb keys/pen drives</Categories>
        <Image>http://www.SITENAME.it/images/219.jpg</Image>
        <ShippingCost>0</ShippingCost>
        <PartNumber>TS2GJFV20</PartNumber>
        <EanCode>0075678164125</EanCode>
        <Image2>http://www.SITENAME.it/images/219bis.jpg</Image2>
        <Image3>http://www.SITENAME.it/images/219tris.jpg</Image3>
    </Offer>
    <Offer>
        <Name>Pendrive 4GB Verbatim Store'sn'go</Name>
        <Brand>Verbatim</Brand>
        <Description>Pen Drive Professional 16GB USB 2.0</Description>
        <OriginalPrice>6,50</OriginalPrice>
        <Price>3,50</Price>
        <Code>220</Code>
        <Link>http://www.SITENAME.it/product.asp?Id=220</Link>
        <Stock>5</Stock>
        <Categories>computers, usb keys/pen drives</Categories>
        <Image>http://www.SITENAME.it/images/220.jpg</Image>
        <ShippingCost>0</ShippingCost>
        <PartNumber>49061</PartNumber>
        <EanCode>0075678164134</EanCode>
        <Image2>http://www.SITENAME.it/images/220bis.jpg</Image2>
        <Image3>http://www.SITENAME.it/images/220tris.jpg</Image3>
    </Offer>
</Products>
```

For those who provide an XML file we recommend the following:
- you should check that the document is valid, for example using http://validator.w3.org;
- if you are having problems with the encoding of "special characters", you can do the encoding with "XML entities" (no HTML);
- alternatively, it may be easier to use CDATA everywhere.

Acquisition

Premise: to publish your product catalog we need a link. Do not send the product catalog as attachment via email.

Instructions: upload the product catalog to your server and follow the "Tour of the feed", whose link you will be communicated by your sales representative. With the "Tour of the feed " you can check the correct compilation of your product catalog.

Alternatively to the link (which always remains the recommended choice), it is possible to provide the file in a FTP area. You can use your FTP resource, or the one offered by our service (in this case it is recommended that you use a static IP address for your connection).

Update

Premise: the changes made in your product catalog will be visible on Trovaprezzi.it at the end of the first useful update.

Our system accesses your product catalog every day, updating multiple times the information on the Trovaprezzi.it network without fixed schedules.

The system detects automatically in your product catalog any new categories that will be published by our technical department. Offers inserted in existing categories are automatically published.

Instructions: When you update the catalog, do not change the sequence of the fields otherwise, at the first useful update, your products will no longer be online.

If you need to add new fields, add them at the end of the record and notify the change to our technical department, otherwise at the first useful update your products will no longer be online.

Do not change the name of the catalog and the download link, otherwise our system will not be able to download the update and publish it on the network Trovaprezzi.it

When there are new images, our system cannot always publish them within one update. Some remain in the queue and are usually published in the following updates.

If you change the offer image, also change its link, otherwise the image will not be updated.

In the event that your server returns connection errors, the latest product catalog properly downloaded will be published.

In the event that the download link leads to a blank page, the offers will go offline.

For any questions, do not hesitate to write to prodotti@trovaprezzi.it