

Product Data Feed Headers & Descriptions

Required Fields	Notes/Description
SKU	Some form of unique identifier, could be Item Number, MPN, UPC, or your company's SKU
Highly Recommended	
Quantity	Quantity in stock. This can be in another file such as an EDI 846 or separate "inventory feed" if necessary
Wholesale Cost	The cost to dropship customers or your wholesale cost with guidance on a calculation to provide the exact customer cost.
Title	Product Title
Description	Description of product. Long and Short Descriptions can also be applied/generated
Image URL	Image link in feed column or access to images with naming convention that allows us to map to products from external source to feed (e.g. SKU, UPC, Title in image name)
Parent SKU	A SKU that identifies a set of items. If your products have size, color, or type variants and you do not provide a parent SKU, we will create one dynamically
Main Category	Main Category values for products (matching your website/dealer portal as close as possible is ideal)
Sub Category	Sub Category values for products
UPC	May not apply for smaller brand products
Weight	Useful in shopping cart and shipping cost calculations
MSRP / Retail Price	Suggested Retail price of product, if not provide we need guidance on a calculation to generate the value (e.g. 60% markup from wholesale cost).
Manufacturer/Brand	Manufacturer or Brand name
Optional Fields	
MAP	Minimum Advertised Price (enforced by our technology if available)
Option Title	If you products that have variations you can provide the title of the variation in this column. Recommended no more than 3 (e.g. Color, Size)
Option Value	If you products that have variations you can provide the value of the variation in this column Recommended no more than 3 (e.g. Blue, Medium)
Additional Image URLs	Additional images are always welcome
Height	Height Dimensions (flexible on format)
Length	Length Dimensionns (flexible on format)
Width	Width Dimensions (flexible on format)
Product_status	Status if product is active, discontinued, or out of season. If not provided we assume all products in feed are active.
ASIN	If you products is listed on Amazon and has a unique ASIN associated with it
Condition	Only applies if you are selling items that are in a condition other than new
"Other Attributes"	Attribute data specific to your industry or product line such as ingredients, measurements, styles, etc

END