XML feed Zboží.cz

The XML Offers feed is a data file which includes information about different sales items (offers) in your e-shop (title, price, availability details...)

The Feed is most frequently generated directly from the e-shop database. If you are not sure how to obtain the XML feed, discuss with your webmaster or contact the supplier of the platform of your e-shop.

It is the structuring of tags in the XML feed as well as the volume and relevancy of provided information that contribute to the overall effectivity of any campaign on Zboží.cz. You can check your XML feed and run it through our validator.

Any created XML feed must be uploaded online in a way that Zboží.cz is able to download information about each offer from the provided URL address.

The XML file can be created manually, for example in Notepad. It could look like this: (text between <!-- and --> is commentaries)

```
<?xml version="1.0" encoding="utf-8"?>
<!-- Enter the encoding according to the type used ("utf-8", "windows-1250" ...).Recommended
and default is utf-8 -->
 <SHOP xmlns="http://www.zbozi.cz/ns/offer/1.0">
 <SHOPITEM>
 <ITEM_ID>62448</ITEM_ID>
 <PRODUCTNAME>Solartent MC234CZ/A premium Beige</PRODUCTNAME>
 <PRODUCT>Stínítko z laminátových prutů Solartent MC234CZ/A premium Berige </PRODUCT>
 <DESCRIPTION>Velmi praktické stínítko s lehkou konstrukcí z laminátových
prutů.</DESCRIPTION>
 <CATEGORYTEXT>Dům, byt a zahrada | Zahrada | Stínící technika | Zahradní
slunečníky</CATEGORYTEXT>
 <EAN>8594061743744</EAN>
 <PRODUCTNO>MC234CZ/A</PRODUCTNO>
 <MANUFACTURER>Solartent</MANUFACTURER>
 <URL>http://example.com/slunecniky/solartent123</URL>
 <DELIVERY_DATE>0</DELIVERY_DATE>
 <DELIVERY>
 <DELIVERY_ID> DPD_PICKUP </DELIVERY_ID>
 <DELIVERY_PRICE> 100 </DELIVERY_PRICE>
 <DELIVERY_PRICE_COD> 149 </DELIVERY_PRICE_COD>
 </DELIVERY>
 <EXTRA_MESSAGE>free_gift</EXTRA_MESSAGE>
 <FREE_GIFT_TEXT>Powerbanka ADATA s kapacitou 12500 mAh</FREE_GIFT_TEXT>
 <EXTRA_MESSAGE>extended_warranty</EXTRA_MESSAGE>
 <PARAM>
 <PARAM_NAME>barva</PARAM_NAME>
 <VAL>Béžová</VAL>
 </PARAM>
 <IMGURL>http://example.com/obrazky/slunecniky/solartent123.jpg</IMGURL>
 <PRICE_VAT>1290</PRICE_VAT>
 <MAX_CPC>6,50</MAX_CPC>
 <MAX_CPC_SEARCH>5,80</MAX_CPC_SEARCH>
 </SHOPITEM>
 <SHOPITEM>
<!-- second offer... -->
 </SHOPITEM>
 <!-- ... -->

 </SHOP>
```

Upload the final version of your file on your website in a way that enables our robots to execute regular downloads.

The Importance of Different Tags in the XML Offers Feed

XML Header: <?xml version="1.0" encoding="utf-8"?>

Optional, it is required to provide only if different coding than UTF-8 is used. Czech Windows system usually saves files in `windows-1250`.

Compulsory

<SHOP> – XML Feed Root Element

Provide with parameter `xmlns="http://www.zbozi.cz/ns/offer/1.0"`, which indicates the feed in question has been created according to up-to-date specifications.

```
<SHOP xmlns="http://www.zbozi.cz/ns/offer/1.0">
    <SHOPITEM><!-- ... --></SHOPITEM>
    <SHOPITEM><!-- ... --></SHOPITEM>
    <!-- ... -->
 </SHOP>
```

<SHOPITEM> – shelters information related to one specific offer

Repeat for each item
```
<SHOP xmlns="http://www.zbozi.cz/ns/offer/1.0">
    <SHOPITEM>
       <PRODUCTNAME>SONY Playstation 3 320GB<PRODUCTNAME>
       <!-- ... -->
    </SHOPITEM>
    <SHOPITEM>
       <PRODUCTNAME>Slunečník Solartent premium Beige</PRODUCTNAME>
       <!-- ... -->
    </SHOPITEM>
    <!-- ... -->
 </SHOP>
```

Item Features

The following tags describe features of items in your feed, therefore they are to be added into the element `<SHOPITEM>…</SHOPITEM>`.

<PRODUCTNAME> – Title of the Offer

Compulsory, recommended length of 70 characters, maximum of 255.

Title of an individual offer. It is a general naming of products from the user´s perspective.

The title must have a specific form. See [Product naming rules](#).

The basic template is valid for most categories:

Manufacturer (Product Line) Product designation Version

```
<PRODUCTNAME>SONY Playstation 3 320GB</PRODUCTNAME>
```

<DESCRIPTION> – Offer Description

compulsory (recommended length of 1024 characters)

Written description of each offer with the option of line spacing using Enter. It must only include product information in the Czech language. It must not include:

- Promotional texts and slogans related to the internet shop
- Frequently repeated key words and phrases (twice or more in a row)

It is not desirable to repeat the name of the producer or model designation in the basic description. The product description must include 3 sentences depicting its composition – not only the basic features and parameters. Please avoid excessive punctuation, using emoticons or ending the sentences with three dots. There must always be a space following a dot or a coma, as it is a custom when writing texts in the Czech language.

```
<DESCRIPTION>Herní konzole s vysokým výkonem, povedeným designem a obrovskou
nabídkou herních titulů...</DESCRIPTION>
```

<URL> – E-shop Offer Address

compulsory

URL address which refers to the website of the e-shop offer.

```
<URL>http://example.cz/slunecniky/solartent123</URL>
```

<PRICE_VAT> – Price

Compulsory; numerical value, max. two decimal places

Final price in Czk incl. VAT and fees. In case of inserting a higher number of decimal places, the surplus decimals will be eliminated. It is recommended to use a dot and a coma in order to distinguish the value of crowns and cents.

```
<PRICE_VAT>5786</PRICE_VAT>
<PRICE_VAT>5786.90</PRICE_VAT>
<PRICE_VAT>5786,35</PRICE_VAT>
```

<DELIVERY_DATE> – Availability

compulsory (Complete number or date in the following format: YYYY-MM-DD)

Order Processing time – must be presented as the period from the moment of receiving the order till the shipment of the goods.

Any numerical value will automatically be converted into text. For pre-orders and products under development, date of product launch must always be provided in the following format: YYYY-MM-DD.

Supported values <DELIVERY_DATE>

Value <DELIVERY_DATE>	Accepted expressions for e-shop websites
0 (in stock)	- In stock - In stock by supplier, available for shipment within 24 hours - In stock by shipment storage, available for shipment within 24 hours - In stock at selling point - Ready to ship - Available for shipment within 24 hours - Number of items > 0
1-3 (within 3 days)	- In stock (shipment within 3 working days) - Usually in stock - In stock by supplier - Usually within 3 days 1-3 days
4-7 (in e-shop within 1 week)	- In stock, delivery within 4-7 working days - within 7 days - in stock(shipment within 1 week) - usually in stock - we usually ship within 7 days 4-7 days - Within 1 week
8 and more (more than 1 week)	8 days and more - To order - within 30 days
Date in the format: YYYY-MM-DD (pre-order)	- pre-order + date of market launch - under development + date of market launch - currently in launch + date of market launch
-1 (availability unknown)	- availability not displayed in product description - unknown

Examples:

```
<DELIVERY_DATE>0</DELIVERY_DATE>
<DELIVERY_DATE>3</DELIVERY_DATE>
<DELIVERY_DATE>25</DELIVERY_DATE>
<DELIVERY_DATE>2017-12-24</DELIVERY_DATE>
```

<DELIVERY> – Carriers and Pick up points

Optional (recommended)

At Zbozi.cz we have a defined list of carriers and pick up points which we support. The carrier can also be the e-shop itself (we support only carriers with transport throughout the Czech Republic), e-shop can also present its pick up points.

Pick up points Supported values <DELIVERY>

NÁZEV	DELIVERY_ID
Česká pošta	CESKA_POSTA_NA_POSTU
DPD Pickup	DPD_PICKUP
Geis Point	GEIS_POINT
GLS ParcelShop	GLS_PARCELSHOP
PPL ParcelShop	PPL_PARCELSHOP
Toptrans Depo	TOPTRANS_DEPO
Uloženka	ULOZENKA
Zásilkovna	ZASILKOVNA
Vlastní výdejní místa	VLASTNI_VYDEJNI_MISTA

Carriers Supported values <DELIVERY>

NÁZEV	DELIVERY_ID	NÁZEV	DELIVERY_ID
Česká pošta	CESKA_POSTA	InTime	INTIME
DB_SCHENKER	DB_SCHENKER	MESSENGER	MESSENGER
DPD	DPD	PPL	PPL
DHL	DHL	TNT	TNT
DSV	DSV	TOPTRANS	TOPTRANS
FOFR	FOFR	UPS	UPS
Gebrüder Weiss	GEBRUDER_WEISS	FedEx	FEDEX
Geis	GEIS	Raben Logistics	RABEN_LOGISTICS
GLS	GLS	RHENUS	RHENUS
HDS	HSD	Vlastní přeprava	VLASTNI_PREPRAVA

DELIVERY_ID - Identifier of the carrier or pick up point from the list of supported
DELIVERY_PRICE - the price with VAT for delivery or pick up for prepayment orders
DELIVERY_PRICE_COD - the price with VAT for delivery or pick for C.O.D orders

If for specific order, carrier or pick up point is not C.O.D. possible, the DELVERY_PRICE_COD tag should not be included. Also if specific order is not possible to deliver to the pick up point or by particular carrier, the tag must not be include in the XML feed (eg. Oversized items).

All carriers and pick up points must be add in Zboží.cz interface.

Examples:

```
<DELIVERY>
<DELIVERY_ID>DPD_PICKUP</DELIVERY_ID>
<DELIVERY_PRICE>100</DELIVERY_PRICE>
<DELIVERY_PRICE_COD>149</DELIVERY_PRICE_COD>
</DELIVERY>
```

<CATEGORYTEXT> – Categories by E-shop

Optional, repetition allowed

Separate offers will be able to include into the list of the relevant category only in the case where it is shown CATEGORYTEXT that will match the name of the our categories.

Machine-readable category tree Zboží.cz is continuously updated at http://www.zbozi.cz/static/categories.json or download at: http://www.zbozi.cz/static/categories.csv

Full navigation to category of e-shop or category list of Zboží.cz. Use vertical line as divider | (pipe).

Example:

```
<CATEGORYTEXT>Foto | Fotoaparáty a videokamery | Digitální fotoaparáty |
Digitální kompakty</CATEGORYTEXT>

<CATEGORYTEXT>Foto | Fotoaparáty a videokamery | Blesky</CATEGORYTEXT>
```

<PRODUCT> – Offer title for browser search results

Optional

Title of an offer which must correspond with its nature. It must include all required information in order to be distinguishable from other offers in the XML feed by its name. It can include e-shop specific information, for example: "+ complimentary gift". It is basically a diversified PRODUCTNAME tag including attributes. This title will be used in cases when offer is not paired successfully and remains displayed in unfiled offers.

Title must not include:

- promotional slogans and superlatives (e.g. "the cheapest shop")
- Excessively repeated key words or phrases (two or more times in a row)
- Excessive punctuation, emoticons, three dots and exclamation marks
- Information which is not directly relevant to the offer

Maximum displayed length is 64 characters, where spaces must always follow a dot or a coma as it is a custom in writing in the Czech language. There can only be one exclamation mark in the item title. Avoid putting a space in front of the exclamation mark.

<ITEM_ID> – E-shop Offer Identification

Optional, strongly recommend to use (alpha-numeric characters)

Unique offer identifier as part of the e-shop defined on the side of e-shop. It must remain unchanged. This tag will enable you to follow the history of the offer on Zboží.cz, even after its URL is changed. When item tag is displayed and the item pairs successfully, disengagement will not occur neither in case of URL address change, nor in the case of title change.

```
<ITEM_ID>62448</ITEM_ID>
<ITEM_ID>Ohpai9Aecuux</ITEM_ID>
```

<PARAM> – Offer Parameters

To be used for enlarging of the product database (structured tag, repetition allowed)

Additional parameters that can be used to filter products on Zboží.cz

Tag `<PARAM>` has the following sub tags:

`<PARAM_NAME>`	compulsory	Parameter name. Example: length, volume, size, color, purpose
`<VAL>`	compulsory	Parameter name. Example: 110, 500, XXL, black, children's
`<UNIT>`	optional	Parameter unit. Example: cm, ml, GB, MHz

Product Attributes resolution for each category can be downloaded in CSV (UTF-8) or JSON.

Example:

```
<PARAM>
    <PARAM_NAME>FM rádio</PARAM_NAME>
    <VAL>Ano</VAL>
</PARAM>
<PARAM>
    <PARAM_NAME>Velikost paměti</PARAM_NAME>
    <VAL>32</VAL>
    <UNIT>GB</UNIT>
</PARAM>
<PARAM>
    <PARAM_NAME>Barva</PARAM_NAME>
    <VAL>Space Grey</VAL>
</PARAM>
<PARAM>
    <PARAM_NAME>Rozlišení displeje</PARAM_NAME>
    <VAL>1136 x 640</VAL>
    <UNIT>px</UNIT>
</PARAM>
```

<IMGURL> – Image Address

Optional, recommended; tag can be used repeatedly

The URL of the image which that faithfully displays the offer. Watermarks, store logos, advertising signs or other distinctive graphic elements must not be part of the image. The image can be in JPEG or PNG format, other formats are not supported.

The recommended image size is at least 425x440 px (for non-standard images, at least 1 of the dimensions is required).

If you change the picture without changing IMGURL, the original picture remains on Zboží.cz.

```
<IMGURL>http://example.cz/obrazky/slunecniky/solartent123.jpg</IMGURL>
```

<EAN> – Item Designation (barcode) / GTIN, Global Trade Item Number

Optional, recommended

GTIN, Global Trade Item Number

International item coding in formats: EAN-8, UPC-12, EAN-13 a ITF-14. Eight-, twelve-thirteen- or fourteen-digit numbers without spaces are accepted.

GTIN Global Item Number (often incorrectly called EAN) is intended for the international identification of business items in the following formats:

GTIN-8 - 8 digits, encoded in the EAN-8 barcode
GTIN-13 - 13 digits, encoded in the EAN-13 barcode
GTIN-14 - 14 digits, encoded in the ITF-14, GS1-128 or GS1 DataBar barcode

In the US and Canada, GTIN-12 (12 digits) is used for UPC-A and UPC-E barcodes.

Find the tool for calculating security digits for codes mentioned above on the following link:
https://www.gs1cz.org/example-control-cases

```
<EAN>8594061743744</EAN>
```

<ISBN> – International Standard Book Number

Optional, recommended

International Standard Book Number in ISBN-10 or ISBN-13 formats. Ten-digit or thirteen-digit numbers are accepted without spaces but dash or space can be used as number group dividers but must not be combined.

```
<ISBN>9781444102451</ISBN>
<ISBN>978-1-78038-067-4</ISBN>
<ISBN>978 1 86201 559 3</ISBN>
```

<PRODUCTNO> – Manufacturer Product Code

Optional, recommended

Designation of a product introduced by the manufacturer (Manufacturer Part Number, MPN). Products are differentiated by manufacturer. Any combination of letters and numbers is accepted.

```
<PRODUCTNO>MC234CZ/A</PRODUCTNO>
<PRODUCTNO>VGNNS31S/S.CEZ</PRODUCTNO>
<PRODUCTNO>60002456</PRODUCTNO>
<PRODUCTNO>8834A001AA</PRODUCTNO>
```

<ITEMGROUP_ID> – Item Group Designation

Optional, recommended

Marks a group of offers which represent variations when combined. Present different sizes, colors, patterns, sets and product types as variations. This tag is crucial for an accurate offer designation and it enhances the overall quality of provided data and the quality of product presentation on Zboží.cz

For variable offer group designation, any combination of the maximum of 36 characters is allowed [0-9, a-z, A-Z, _ , -] – digits zero to nine, lower cases and capital letters without punctuation, underscores and dashes.

Example of XML feed structure using ITEMGROUP_ID for distinguishing variations:

```
<SHOPITEM>
    <PRODUCTNAME>Apple iPod Touch (5. gen.) 16GB - Space Gray</PRODUCTNAME>
    <!-- ... -->
    <ITEMGROUP_ID>oerjn641ern</ITEMGROUP_ID>
 </SHOPITEM>

 <SHOPITEM>
    <PRODUCTNAME>Apple iPod Touch (5. gen.) 32GB Pink</PRODUCTNAME>
    <!-- ... -->
    <ITEMGROUP_ID>oerjn641ern</ITEMGROUP_ID>
 </SHOPITEM>

 <SHOPITEM>
    <PRODUCTNAME>Apple iPod Touch (5. gen.) 64GB Blue</PRODUCTNAME>
    <!-- ... -->
 <ITEMGROUP_ID>oerjn641ern</ITEMGROUP_ID>
 </SHOPITEM>
```

<MANUFACTURER> – Product Manufacturer

Optional, recommended

Manufacturer of a single offer.
Example: Apple, Bosch, Dell, Henkel, Lenovo
The conditions for the founding in the Brand section at Zboží.cz.

<EROTIC> – Erotic offer Designation

Compulsory for all erotic offers

This tag will indicate all the erotic offerings.
To make your erotic offers shows in the categories they use tag:

<EROTIC>1</EROTIC>

also fill the tag CATEGORYTEXT

<EXTRA_MESSAGE> – Additional Information About an Offer

Optional, repetition allowed

Serves to provide additional information about the offer in question.

EXTRA_MESSAGE in product detail - we show 1 extra message.

EXTRA_MESSAGE in search results on Zbozi.cz - offers - we show up to 2 extra messages.

Supported values `<EXTRA_MESSAGE>`

Value `<EXTRA_MESSAGE>`	Text displayed at Zboží.cz
free_gift	Complimentary gift
extended_warranty	Extended warranty
voucher	Voucher for further shopping
free_accessories	Complimentary accessories
free_case	Complimentary Case
free_installation	Installation free of charge

The EXTRA_MESSAGE has the option to attach text to indicate which particular gift or accessory it is. It refers to the following values:
free gift (free_gift)
free accessories (free_accessories)
voucher for further shopping (voucher)

Example:

```
<EXTRA_MESSAGE>free_gift</EXTRA_MESSAGE>
<FREE_GIFT_TEXT>Powerbanka ADATA s kapacitou 12500 mAh</FREE_GIFT_TEXT>
```

<BRAND> – Product Brand

Optional

Name of brand. In the XML feed, this tag is used for specific cases of brand licensing (Hello Kitty, Star Wars) or for licensing of a single brand by one manufacturer (manufacturer Henkel: brands: Persil, Ariel, Perwoll; manufacturer Coca-Cola: brands: Coca-Cola, Fanta, Sprite, Kinley, Schweppes).

<SHOP_DEPOTS> – Delivery sites for immediate pickup

Optional, repetition is allowed

Identifier of a delivery site where offered item is in stock and is available for an immediate pickup. Products must be available for prior viewing, examination and refund on such sites. When identifier is inserted and the value 0 (in stock) is included in the DELIVERY_DATE tag, it can be found on the Zboží.cz server using the ,,In store´´ filter.

Identifier of delivery site is an ID from Firmy.cz. In the "Establishment" and "Delivery sites" tabs of the Zboží.cz admin interface, the Firmy.cz ID overview used as identifier for XML feed is available. (Item marked as "Feed Identifier" is used in the first version of the feed. For the feed being read at the moment, real value from the "ID Firmy.cz" column is inserted.)

```
<SHOPITEM>
    <!-- ... -->
    <SHOP_DEPOTS>554875</SHOP_DEPOTS>
 </SHOPITEM>

 <SHOPITEM>
    <!-- ... -->
    <SHOP_DEPOTS>554875</SHOP_DEPOTS>
    <SHOP_DEPOTS>12822045</SHOP_DEPOTS>
 </SHOPITEM>
```

<VISIBILITY> – Displaying of offers on Zboží.cz

Optional, 0 or 1

Option to prevent a specific offer from being displayed on Zboží.cz

If `<VISIBILITY>0</VISIBILITY>` is defined, the offer will not be displayed on Zboží.cz. If it is not defined or `<VISIBILITY>1</VISIBILITY>` is defined, the offer will be displayed on Zboží.cz.

<CUSTOM_LABEL_0> a <CUSTOM_LABEL_1> – Additional labeling of an Offer

Optional

Labels chosen offers with an arbitrary text so that a group is created. (e.g.: according to demand, season, discount…). The option of joint cost per click setting will be provided in the future. For each offer, it is possible to have one `<CUSTOM_LABEL_0>` and one `<CUSTOM_LABEL_1>`.

<CUSTOM_LABEL_3> – Offer description for Dynamic banner in Sklik

Optional

This value is shown to customers in the Dynamic banner offer in the Sklik. Unlike the <CUSTOM_LABEL_0> and <CUSTOM_LABEL_1> tags, i tis not possible to filter with it in the product groups in Sklik.

Example of values: discount, sale, new, bestseller, free assembly, Greece – Rhodos, 12 pieces left, etc.

You can have only one <CUSTOM_LABEL_3> for each offer. Maximum of 25 characters.

```
<SHOPITEM>
 <PRODUCTNAME>Slunečník Solartent premium Beige</PRODUCTNAME>
 <!-- ... -->
 <CUSTOM_LABEL_0>Letni akce</CUSTOM_LABEL_0>
 <CUSTOM_LABEL_1>Vysoká prodejnost</CUSTOM_LABEL_1>
 <CUSTOM_LABEL_3>Výprodej</CUSTOM_LABEL_3>
 </SHOPITEM>
```

<MAX_CPC> – Maximum Cost per Click

Optional, numerical value, max. two decimal places

Maximum cost per click in Czk in the product detail. A click from Zboží.cz into the online store is subject to a minimum price of 0,50 – 2,50 CZK excluding VAT according to the sales price (Minimum cost per click). Numerical value without spaces is accepted.

Comas or dots are used as dividers for cents. Interval of accepted value: 1 to 500 Czk. Empty value is used for removal of previous setting. If the MAX_CPC tag is not inserted in the offer or if its value is

lower than according to the sales price, will be charged per click according to the sales price in the product detail.

```
<MAX_CPC>23.50</MAC_CPC>
```

Note: If maximum cost per click is pre-set and ready to be paid by the e-shop, the system will calculate the price of the click necessary for remaining on a given position (second-price). If customer opts for displaying the offers by price, pricelist cost only will be charged.

<MAX_CPC_SEARCH> – Maximum Cost per Click for Offers

Optional; numerical value, max. two decimal places

Maximum cost per click in fulltext search results (unclassified offers) in Czk. A click from Zboží.cz into the online store is subject to a minimum price of 0,50 – 2,50 CZK excluding VAT according to the sales price (Minimum cost per click). Numerical value without spaces is accepted.

Numerical value without spaces is accepted; use comas or dots to separate cents. If the MAX_CPC_SEARCH tag is not included in the offer or if its value is lower than according to the sales price, will be charged per click according to the sales price in the unfiled offers.

```
<MAX_CPC_SEARCH>23.50</MAX_CPC_SEARCH>
```

Note: If maximum cost per click is pre-set and ready to be paid by the e-shop, the system will calculate the price of the click necessary for keeping the existing position (second-price). If customer opts for displaying the offers by price, pricelist cost only will be charged.

For our product database

<PRODUCT_LINE> – Product Line

To be used for enlarging the product database; different parts are separated by the pipe key |

Series and subseries defined according to the manufacturer. It is typically a cluster of products which were gathered under a common title.

Examples:

- `Latitude`
- `iPod | iPod Touch`
- `ThinkPad | Edge`

<LIST_PRICE> – Recommended Final Selling Price

Used for enlarging the product database; numerical value, max. Two decimal places.

Recommended guide price of the offer in Czk incl. VAT and fees (MSRP – manufacturer's suggested retail price).

This value may also appear on you Dynamic banner offer in the Sklik in the form as a strikethrough (original price) or percenage discount. For both cases,it will be only used if it is at least 1% higher than <PRICE_VAT> tag.

<RELEASE_DATE> – Date of Official Sale Opening in the Czech Republic

Used for enlarging the product database; date and time in the YYYY-MM-DDTHH:MM:SS

Date of the official product launch on the Czech market. It is to be displayed in the following format: RRRR-MM-DDTHH:MM:SS, when exact time is not provided, system will automatically set the timer for midnight.

```
<RELEASE_DATE>2015-04-27T09:18:46</RELEASE_DATE>
<RELEASE_DATE>2015-03-14</RELEASE_DATE>
```

Examples

View example of a correctly coded XML feed as well as most common mistakes on Examples of XML Offer Feeds.

XML Feed Requirements for a Product Database Enlargement

We insert new items into the product database at our own discretion but are opened to any further enlargements. The basic requirement is for the products to be well known and to be on sale in other internet shops at Zboží.cz under the same or a very similar title. If your internet shop sufficiently covers a certain segment of the market which is missing in the database so far, please contact us on zbozi@firma.seznam.cz.

XML feed for database enlargement must fulfill the following criteria:

- The MANUFACTURER element must be filled in
- Good quality additional description without promotional slogans in the DESCRIPTION tag must be provided
- Good quality images (element IMGURL) without watermarks and other features in a sufficient resolution (minimum of 425x440 px) must be provided
- PRODUCTNO and EAN tags (if it is relevant for the given segment of products) must be filled in
- The category according to the e-shop classification(element CATEGORYTEXT) must be provided

If you have an XML feed corresponding with the requirements mentioned above, please contact us on zbozi@firma.seznam.cz.