



Selling on Fruugo guide to the XML Feed Format

Contents

1. Introduction	3
2. XML Overview	4-5
a. Simply, what is XML?	4
b. Why use XML?	4
c. XML Rules & Schema	4
d. Your Options? Creating a XML File	4-5
i. Automated Feed	4-5
3. Fruugo XML Specification	6-8
a. XML File Structure	6
b. Basic Structure	6
c. Variation Structure	7
d. Example XML File	8
e. Field Specification	9-16
i. Basic Field Information	9-10
ii. Specification of Each Field	11-16
1. Mandatory Fields	11-13
2. Recommended Fields	13-14
3. Optional Fields	14-16
4. Providing Good Quality Data	17

Introduction

In order to be able to show your product listing to best effect to our customers around the world, Fruugo requires a product data feed. We need to retrieve this feed frequently to keep stock levels accurate and thereby improve the customer experience.

The method used to get product information into the Fruugo system is via a suitably constructed data file. This data file contains the information which the Fruugo system requires to be able to correctly display your products to the customer, correctly calculate the cost (including shipping and sales tax where appropriate) to shoppers in all of the Fruugo target countries. It also handles details of any images you have for the products.

You can chose to generate the data file manually using software like Excel, or automatically export the file from your current ecommerce system.

XML Overview

(EXtensible Markup Language) is an open standard for describing data from the W3C. It is used for defining data elements on a Web page and business-to-business documents. XML uses a similar tag structure as HTML; however, whereas HTML defines how elements are displayed, XML defines what those elements contain. While HTML uses predefined tags, XML allows tags to be defined by the provider (Fruugo).

Therefore virtually any data items, such as "product" and "sales" can be identified, allowing Web pages to function like database records.

Simply, what is XML?

- XML stands for Extensible Markup Language
- XML is a markup language much like HTML
- XML was designed to carry data, not to display data
- XML is designed to be self-descriptive

Why use XML?

The human-readable XML tags provide a simple data format, but the intelligent defining of these tags to serve business needs properly and everyone's adherence to using the same tags determines the real value of XML.

By providing a common method for identifying data, XML supports business-to-business transfers and has become "the" format for electronic data interchange and Web services.

XML Rules & Schema

An XML document can include a self-describing set of rules that identify the tags and their relationships; the rules are called a "schema".

The schema is the definition of an XML document, which identifies the XML tags and includes the rules for their interrelationships; for example, there must be at least one B tag within every tag A, or there can only be B tags within an A tag, and so forth.

Residing within the document itself, an XML schema is commonly used to verify the integrity of the content.

The Fruugo XML schema is available in your retailer pack, please see – 'fruugo-product-feed.xsd'.

Your Options? Creating a XML file

XML files work best where the file is automatically exported from the ecommerce system to a file on your systems.

Due to the size of the files produced and the strict requirements in the structure of the file, creating XML files manually is **not** recommended.

Automated Feed (Recommended) - A script is written to create the feed automatically. The work would typically need to be undertaken by an IT / Web developer. Depending on your backoffice system there is the possibility that the facility to export our feed format may already be in place or available as an off-the-shelf plug-in module. To be discussed with your service provider or an internal IT contact.

By choosing to automatically create a file, and publishing the file to a suitable URL, Fruugo can retrieve this file on a schedule, which can be several times a day (specified by you). Once the XML feed integration is fully implemented, little or no manual intervention is required to maintain your product data. The Fruugo system is able to retrieve the file from your systems using HTTP or HTTPS.

The XML file must be provided in UTF-8 character encoding.

Note: The XML file will be used for all product updates such as:

- Amending current products
 - Stock Status
 - Image
 - Title
- Adding new products
- Removing old products
- Adding promotional offers to products

It is vitally important that your products and stock is kept up to date at all times.

Fruugo XML Specification

The information explains the specification of the Fruugo XML format and our pre-defined fields which are used to contain each element of data.

XML File Structure

The Fruugo XML file consists of a "<Products>" element which contains any number of "<Product>" elements. Each <Product> element contains all the information relevant to a single product SKU variation. Each variation of a product gets a different <Product> element. The <ProductId> is used to link the variations together to create the main product, with the <Skuld> identifying the specific variation

Within the <Product> element, the fields relating to the description and pricing of the product are split into further <Description> and <Price> elements. This allows for the inclusion of the description in multiple languages and prices in multiple currencies.

Notes:

- Although they are not required by our systems, using indenting and new lines in the file, as shown in the examples, makes it easier to locate and correct any errors.
- The files should be UTF-8 encoded.
- The standard XML encoding rules apply for &, <, >, etc.
- To include HTML tags in a field, it is advisable to wrap the field with CDATA.

The most basic XML file with a single product with only the required fields is:

```
<?xml version="1.0" encoding="UTF-8"?>
<Products>
<Product>
  <ProductId>LE46D550</ProductId>
  <Skuld>LE46D550</Skuld>
  <Imageurl1>http://www.fruugo.com/images/le46d550.jpg</Imageurl1>
  <StockStatus>INSTOCK</StockStatus>
  <Description>
    <Title>Samsung LE46D550 46" Full HD LCD TV</Title>
    <Description>Take a step up with the benefit of large display area and great versatility with the Samsung
LE46D550 46" Full HD LCD TV.</Description>
  </Description>
  <Price>
    <NormalPriceWithoutVAT>540.83</NormalPriceWithoutVAT>
    <VATRate>20</VATRate>
  </Price>
</Product>
</Products>
```

For products with SKU variations repeat the <product> element for each variation changing the Description Attributes as appropriate:

```
<Products>
<Product>
  <ProductId>MinShp_SK</ProductId>
  <Skuld>MinShp_SK-PB</Skuld>
  <ISBN>552774383</ISBN>
  <Imageurl1>http://www.fruugo.com/images/minishopaholic_f_paperback.jpg</Imageurl1>
  <StockStatus>INSTOCK</StockStatus>
  <Description>
    <Language>en</Language>
    <Title>Mini Shopaholic by Sophie Kinsella</Title>
    <Attribute3>Paperback</Attribute3>
  </Description>
  <Price>
    <Currency>GBP</Currency>
    <NormalPriceWithoutVAT>4.39</NormalPriceWithoutVAT>
    <VATRate>0</VATRate>
  </Price>
</Product>
<Product>
  <ProductId>MinShp_SK</ProductId>
  <Skuld>MinShp_SK-HB</Skuld>
  <ISBN>593059794</ISBN>
  <Imageurl1>http://www.fruugo.com/images/minishopaholic_f_hardback.jpg</Imageurl1>
  <StockStatus>INSTOCK</StockStatus>
  <Description>
    <Language>en</Language>
    <Title>Mini Shopaholic by Sophie Kinsella</Title>
    <Attribute3>Hardback</Attribute3>
  </Description>
  <Price>
    <Currency>GBP</Currency>
    <NormalPriceWithoutVAT>11.39</NormalPriceWithoutVAT>
    <VATRate>0</VATRate>
  </Price>
</Product>
</Products>
```

Example XML File

An example XML file is available to view within your retailer pack, please see – ‘XML_Example.xml’.

Also, a screenshot of an example XML file is available below:



[Click Image to view enlarged screenshot](#)

Field Specification

The following table describes the fields that can be included in the Fruugo XML file. Eight of the fields are mandatory, the rest are optional, but to ensure the product detail page for your listings is complete and effective it is important to send information for as many of the other optional fields as possible.

Basic Field Information

Field	Field Name(s)	Mandatory or Optional
Product ID	ProductId	Mandatory
SKU ID	Skuld	Mandatory
EAN / UPC Number	EAN	Recommended
ISBN	ISBN	Optional
Brand	Brand	Recommended
Manufacturer	Manufacturer	Optional
Category	Category	Recommended
Image URL 1	Imageurl1	Mandatory
Image URL 2-5	Imageurl2, Imageurl3, Imageurl4, Imageurl5	Recommended
Stock Status	StockStatus	Mandatory*
Quantity in Stock	StockQuantity	Mandatory*
Restock Date	RestockDate	Optional
Lead Time	LeadTime	Optional
Package Weight	PackageWeight	Optional**
Language	Language	Recommended
Title	Title	Mandatory
Description	Description	Mandatory
Attribute Colour	AttributeColor	Recommended
Attribute Size	AttributeSize	Recommended
Attribute 1 to 10	Attribute1, Attribute2 through to Attribute10	Optional
Currency	Currency	Recommended
Country	Country	Optional
Normal Price Without VAT	NormalPriceWithoutVAT	Mandatory^
Discount Price Without VAT	DiscountPriceWithoutVAT	Optional
Normal Price With VAT	NormalPriceWithVAT	Mandatory^

Discount Price With VAT	DiscountPriceWithVAT	Optional
VAT Rate	VATRate	Mandatory
Discount Price Start Date	DiscountPriceStartDate	Optional
Discount Price End Date	DiscountPriceEndDate	Optional

^ Either NormalPriceWithoutVAT or NormalPriceWithVAT must be provided within the feed.

*Either StockStatus or StockQuantity must be provided within the feed.

** The field becomes mandatory if your shipping is calculated via quantity or product weight.

Specification of Each Field

Mandatory Fields

The following fields must be supplied for your products to be listed on Fruugo:

ProductId	
Your own Product Identifier Code	
Requirement	MANDATORY
Formatting	All HTML and tags will be stripped
Description	Your own product identifier code that you recognise when it is provided on order information. The same ProductId should be used to group each product row together where they are available with multiple options (Colours, Sizes etc.).

Skuld	
Your own SKU Identifier Code	
Requirement	MANDATORY
Formatting	All HTML and tags will be stripped
Description	If the product has multiple options the Skuld to uniquely identify and separate each option. If a product doesn't have multiple options the Skuld can be the same as the ProductId. Each ProductID & Skuld combination must be unique and not repeated for any other product(s).

Imageurl1	
The primary image link for your product.	
Requirement	MANDATORY
Formatting	Valid HTTP or HTTPS URLs. Can be provided in either JPG, PNG or GIF.
Description	The link to your primary image for a product which will be displayed. We recommend a size of 400px x 400px (or larger). The image should be provided on a white background. Images will only be updated if the file name is changed, we do not check to see if your file is newer than your last scheduled import. DO NOT include placeholder images or images using watermarks.

StockStatus	
The stock status of the product	
Requirement	MANDATORY
Formatting	All HTML and tags will be stripped
Description	The stock status of a product which indicates whether it's available for purchase. The value of the field must be either: INSTOCK – If you have the product currently in stock. OUTOFSTOCK – The product is currently out of stock but may return. If the date of return to stock is known it can be added in the 'Restock Date' field. NOTAVAILABLE – The product is permanently out of stock and needs to be removed.

StockQuantity

The quantity of stock available for the product

Requirement	MANDATORY
Formatting	All HTML and tags will be stripped
Description	The quantity of an item you have available to sell. If stock levels are not held a default number is recommended, such as 100 for in stock items and 0 for out of stock items.

Title

Product name / title

Requirement	MANDATORY
Formatting	All HTML and tags will be stripped
Description	A concise title for your product in title case (not block capitals). <ul style="list-style-type: none"> • It should include any brand, model or part number which is widely used to identify the product. • It should not include any reference to price; shipping; stock; special offers; or promotional text.

Description

The detailed description of your product

Requirement	MANDATORY
Formatting	All HTML and tags will be stripped
Description	A detailed explanation of the product and its features. Use sentence case. <p>Do not include any URLs; Email Addresses; Telephone Numbers; Prices; or Shipping information.</p>

NormalPriceWithoutVAT

The product price excluding VAT

Requirement	MANDATORY
Formatting	Numeric value with decimal separator
Description	The normal / list price of the product excluding VAT . Must be a numeric value with a decimal separator. For example 4.12.

NormalPriceWithVAT

The product price including VAT

Requirement	MANDATORY
Formatting	Numeric value with decimal separator
Description	The normal / list price of the product including VAT. Must be a numeric value with a decimal separator. For example 4.12. <p>*Only include if you cannot supply prices ex VAT.</p>

VATRate	
The VAT / Tax rate of your product	
Requirement	MANDATORY
Formatting	Numeric value with no symbols
Description	The numeric value of the VAT/tax rate of the product in your VAT registered country. Do not include % or any other symbols. For example: 20. Please refer to the 'Tax Rates & Classes Overview' section of the 'Selling on Fruugo - Tax Rates.pdf' document for a full list of these rates.

Recommended Fields

We recommend the following fields are supplied for your products which are to be listed on Fruugo:

EAN	
The valid product barcode - UPC or EAN Number	
Requirement	Recommended
Formatting	A valid UPC or EAN number.
Description	UPC: Universal Product Code & EAN: International Article Number Examples: UPC: 12-digit number such as 001234567891 or EAN: 13-digit number such as 1001234567891.

Brand	
The brand name of the product	
Requirement	Recommended
Formatting	All HTML and tags will be stripped
Description	The brand name of the product, whilst it is not mandatory it is recommended as it is used to power our brand & search filters.

Category	
The most suitable category of the product	
Requirement	Recommended
Formatting	All HTML and tags will be stripped
Description	The category name where the product is located on your own website or the category you wish the product to be classified in on Fruugo.

Imageurl2, Imageurl3, Imageurl4, Imageurl5	
Additional image links for your product	
Requirement	Recommended
Formatting	Valid HTTP or HTTPS URL or either JPG, PNG and GIF.
Description	Used to provide additional image URLs for the product. Each URL should be in a separate column up to 5 images being supported). The same policies apply as with 'Imageurl1'.

Language

The language of your product title & description

Requirement	Recommended
Formatting	Must be a valid language code
Description	Two digit ISO code (Lower Case) of the languages supported on Fruugo for that country. Please refer to the 'Languages' and 'Overview' sections of the 'Selling on Fruugo - Countries, Currencies, Languages.pdf' document for a full list of these codes.

AttributeColor

The colour of the product

Requirement	Recommended
Formatting	All HTML and tags will be stripped
Description	The colour attribute of the product specifically used when a product is available in several colours and are grouped together as options by the same ProductId.

AttributeSize

The size of the product

Requirement	Recommended
Formatting	All HTML and tags will be stripped
Description	The size attribute of the product specifically used when a product is available in several size and are grouped together as options by the same ProductId.

Currency

The currency of your product prices

Requirement	Recommended
Formatting	Must be a valid currency code
Description	Three letter ISO code (Upper Case) of the currency supported on Fruugo for that country. Please refer to the 'Currencies' and 'Overview' sections of the 'Selling on Fruugo - Countries, Currencies, Languages.pdf' document for a full list of these codes.

Optional Fields

These fields give you the ability use extra features in Fruugo and extend your products reach across our marketplace:

ISBN

The valid product ISBN Number

Requirement	Recommended
Formatting	A valid ISBN number
Description	ISBN: International Standard Book Number. Example: ISBN: 10 or 13-digit number such as 0451524233. If you have both, only include the 13-digit number.

Manufacturer

The manufacturer of the product

Requirement	Optional
Formatting	All HTML and tags will be stripped
Description	The name of the manufacturer of the product.

RestockDate

The date the product is expected back in stock.

Requirement	Optional
Formatting	UNIX Timestamp: DD:MM:YY; DD:MM:YYYY; YY:MM:DD; YYYY:MM:DD; DD-MM-YY; DD-MM-YYYY; YY-MM-DD; YYYY-MM-DD
Description	The date a product marked as OUTFSTOCK in 'StockStatus' product is expected back into stock.

LeadTime

The number of days until a product will be dispatched if not immediate

Requirement	Optional
Formatting	All HTML and tags will be stripped
Description	The approximate number of days delay until a product can be despatched if is not available for normal / immediate despatch. For example, items made to order drop-shipped.

PackageWeight

Your product shipping weight

Requirement	Optional
Formatting	Grams (g)
Description	<p>The product weight in grams, i.e. 280. Only used to calculate shipping prices if you have weight based shipping rules configured.</p> <p>*The field becomes mandatory if your shipping is calculated via quantity or product weight.</p> <p>If using weight based shipping please include the accurate product weight. If using quantity weight please include a default weight of 1000 for every product.</p>

Attribute1, Attribute2, Attribute3 through to Attribute10

Additional product attributes that are not size nor colour

Requirement	Optional
Formatting	All HTML and tags will be stripped
Description	<p>These are used for any additional attributes that most suit your product type that are not Size (AttributeSize) or Colour (AttributeColor). They should be used so each column only contains one attribute type / value.</p> <p>The semantics of used attribute field should be communicated to a member of the Integration team.</p>

Country	
The country 's you want to limit the product to displaying on (if it is not the same as your default account settings)	
Requirement	Optional
Formatting	Must be a valid country code
Description	Two digit ISO code (Upper Case) is used to limit a product to listed countries if they have a different restriction to your default account settings. It is an "include" list and for multiple countries should be separated by spaces. For example: IE FR DE. Please refer to the 'Countries' and 'Overview' sections of the 'Selling on Fruugo - Countries, Currencies, Languages.pdf' document for a full list of these codes.

DiscountPriceWithoutVAT	
The discount / sale / offer price of your product excluding VAT	
Requirement	Optional
Formatting	Numeric value with decimal separator
Description	The discount / sale / offer price of the product excluding VAT . Leave blank if the product does not have a discount price rather than populate with 0. Must be a numeric value with a decimal separator. For example 4.12.

DiscountPriceWithVAT	
The discount / sale / offer price of your product including VAT	
Requirement	Optional
Formatting	Numeric value with decimal separator
Description	The discount / sale / offer price of the product including VAT. Leave blank if the product does not have a discount price rather than populate with 0. Must be a numeric value with a decimal separator. For example 4.12. *Only include if you cannot supply prices ex VAT.

DiscountPriceStartDate	
The date which your discount / sale / offer price for the product begins	
Requirement	Optional
Formatting	UNIX Timestamp: DD:MM:YY; DD:MM:YYYY; YY:MM:DD; YYYY:MM:DD; DD-MM-YY; DD-MM-YYYY; YY-MM-DD; YYYY-MM-DD
Description	The start date for your discount price to begin being displayed if it is a time-limited promotion and you have populated either 'DiscountPriceWithoutVAT' or 'DiscountPriceWithVAT'.

DiscountPriceEndDate	
The date which your discount / sale / offer price for the product ends	
Requirement	Optional
Formatting	UNIX Timestamp: DD:MM:YY; DD:MM:YYYY; YY:MM:DD; YYYY:MM:DD; DD-MM-YY; DD-MM-YYYY; YY-MM-DD; YYYY-MM-DD
Description	The end date for your discount price to stop being displayed if it is a time-limited promotion and you have populated either 'DiscountPriceWithoutVAT' or 'DiscountPriceWithVAT'.

Providing Good Quality Data

Good product information is essential to good sales, not just at Fruugo but everywhere you do business. By providing good quality material, shoppers will better understand what they're presented with – remember, on the internet they can only see but not touch the products you're selling.

General Tips

- Use the manufacturer/brand's official product information - title, description, and image - whenever possible.
- Use only one language at a time. If you want to have product info in more than one language (and that's great if you do!), feed them into the system separately.
- Don't write in ALL CAPS, unless that's the proper way of spelling the word.
- Remember, you want to sell things – to judge the quality of the product information, ask yourself would you buy the product based on that text and those images?

Product Title

The product title is shown on the search results page as well as the main page. Along with the image, it's like the gateway to visibility for a product. The product title also appears across the top of the product page.

- Keep it short – try to limit the title to 100 characters.
- Include the brand/manufacturer and official product name/model.
- Don't include product variants in the product title – like size and colour.

Product Description

This is the place for a clear, concise summary of the product and its features. It shows on the product page and can be provided in many languages.

- Moderate length is best - 150 to 200 words, naturally you don't have to use them all. You can use sentences, too – not just a list of keywords or features.
- Check spelling and grammar before you submit.
- Do not include the product title, HTML links, or price-specific, promotional or shipping information in the product description.
- Do not include e-mail addresses in the product description.

Product Images

Images make a big impression on people's minds – they want to see the products. A good, high-resolution image goes a long way, especially when looking at lots of search results.

- The image should be in the best quality available - the bigger the resolution, the better!
- Images should have a transparent or white background
- Images shouldn't include promotional details like price or websites

Other Product-Related Information

Please use suitable fields of the product feed for all information. The description of the available product information fields are all highlighted above.