

Integration Guide for Merchants

Channel Name

Contact details of the channel  
incl. address

Version: Version number of the documentation  
Date: Creation date of this version

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1 General Information

Briefly introduce yourself to the merchant here.

# 2 Data Structure

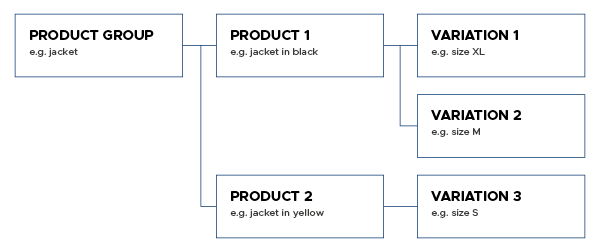
General introductory sentence, such as  
The product data exchange between you and us takes place via an XML file, which is provided via Tradebyte. The standards we provide are shown below.

## 2.1 Product Data Structure

Explanation of the product data structure of the marketplace, possibly with graphics, such as

* what is a product group?
* what is a product?
* what is a variant?

Beispielgrafik:



# 3 Structure of the Product Master Data

Brief explanation of the general meaning of the keywords used for definition, such as

* **Level:** Structure level in which the field is associated (e.g. product group, product, variant)
* **- Mandatory/Optional:** Specifying the field is mandatory or optional.
* Etc.

Below you will find examples of the product data structure used in the template. The design as well as the content of the data must be adapted to your circumstances.

## 3.1 Product Group ID

|  |  |
| --- | --- |
| Level | Product group |
| Mandatory/Optional | Mandatory |
| Example | 1234567-001 |
| Comment | The product group ID must be unique and corresponds to your identification number for the entire product group |

## 3.2 Product Group Name

|  |  |
| --- | --- |
| Level | Product group |
| Mandatory/Optional | Mandatory |
| Example | Jacket in black |
| Comment | Name for the entire product group |

## 3.3 Brand

|  |  |
| --- | --- |
| Level | Product group |
| Mandatory/Optional | Mandatory |
| Example | Test brand |
| Comment |  |

## 3.4 Category

|  |  |
| --- | --- |
| Level | Product group |
| Mandatory/Optional | Mandatory |
| Example | Cord jackets |
| Comment | The product must be assigned to a category. |

## 3.5 Article ID

|  |  |
| --- | --- |
| Level | Product |
| Mandatory/Optional | Mandatory |
| Example | 222999 |
| Comment | This is your internal article number. This must be unique. |

## 3.6 Article Name

|  |  |
| --- | --- |
| Level | Product |
| Mandatory/Optional | Mandatory |
| Example | Jacket in black |
| Comment |  |

## 3.7 Variant ID

|  |  |
| --- | --- |
| Level | Variant |
| Mandatory/Optional | Mandatory |
| Example | var-xxx-1123 |
| Comment | The variant article number must be unique and can correspond to the EAN |

## 3.8 Base Price

|  |  |
| --- | --- |
| Level | Variant |
| Mandatory/Optional | Optional |
| Value list   Measure unit | ml, l, mm, cm, m |
| Value list   Basic quantity | 1, 10, 100 |
| Example | 2,45 €/m |
| Comment | The specification of the basic price is composed of the unit of measure and the basic quantity. |

# 4 Qualitative Requirements

General introductory text to the bullet point, such as that the name and description of the product are crucial for purchase decisions, as are good product images.

Below are a few examples of subtopics.

## 4.1 Data Quality

What are the expectations regarding the delivered data?

For example: You should provide the category-specific properties of a product in the product information. For instance, the dimensions of a bed. This avoids returns due to insufficient information.

Make sure that your product data is free of errors. You are responsible for this.

## 4.2 Article Name

What are the requirements for the article name and what should be omitted?

Examples:

* Correct capitalization
* -Product-relevant specifications (e.g. color)
* No repetitions or long lists

## 4.3 Long Description

What are the requirements for the long description and what should be omitted?

Example:

* Highlight the benefits of the product
* Use complete sentences
* Check spelling
* No external links
* No information such as price or delivery time

### 4.3.1 Obligatory Data

For example, point out legal requirements, such as textile labeling regulations, real fur use or shoe labeling.

## 4.4 Product Images

What are the requirements for product images and what is not allowed?

Example:

* Which formats are allowed (png, jpg)?
* What is the minimum size of an image?
* What is maximum number of images?
* -No watermarks, logos or similar.
* What are the content requirements (e.g. masking)?
* Etc.