

Legacy Product Feed Specification: CSV



This product catalog/feed type is deprecated. Unless you are a Monetate client still using the legacy product specification, refer to the current [product catalog specification](#).

If you have any questions about your product catalog feed or any custom requirements, submit a support ticket using the Kibo Technical Support portal (kibotechsupport.zendesk.com).



See the [Receiving Feed-Parsing Error Notifications](#) section of [Upload a Product Feed](#) for the steps to receive emails from the Monetate platform informing you of feed-parsing errors.

Format Requirements



The XML format is the default format for product feed ingestion. Therefore, you must submit a support ticket using the Kibo Technical Support portal (kibotechsupport.zendesk.com) before uploading a product feed in a CSV file.

All CSV feed files must adhere to the following requirements:

- Each field must have a header.
- Each product entry contains the minimum required fields and a maximum of 14 total fields.
- Every entry uses double quotation marks (") around each field for accurate data-parsing. Including these quotation marks, called [comma escaping](#), is especially important for fields with line breaks, quotation marks, or commas.
- Any field that includes a double quotation mark character (") must be represented by two double quotation mark characters.
- Character encoding must be UTF-8.

Here is an example of comma escaping and using two double quotation mark characters:

```
product_id, product_name, product_description, brand_name, category_name  
"33435", ""Elegant"" Lounge Chair", "Chair with lumbar", "MoneChair", "Chairs"
```



Monetate natively supports UTF-8 characters up to the Specials Unicode block. To encode characters beyond this type, you should use HTML encoding. For more information about the Specials block, refer to the [Specials PDF](#) from [The Unicode Consortium \(unicode.org\)](https://unicode.org).

Fields

This table contains the required and optional fields for a product feed file.



Any information that you include in a product feed must match the values that you collect on your site through the `addCartRows`, `addPurchaseRows`, `addProducts`, and `addProductDetails` method calls.

Monetate has no predetermined idea of what categories are meaningful for your products or business and does not restrict your categories in any way.

Product ID

Header

`product_id`

Required

Yes

Specifications

- Must match what Monetate collects on product detail and search pages
- Typically not a SKU but a higher-level identifier that identifies groups of products before further refinement based on size or color
- Maximum length of 32 characters
- Only alphanumeric (a–z, A–Z, or 0–9), forward slash (/), underscore (_), dash (-), and period (.) characters are acceptable

Examples

- 1135813
- AAABBCCDD
- AbZ190-430_mm/89.pid

Product Name

Header

`product_name`

Required

Yes

Specifications

Name of the product with maximum length of 128 characters

Examples

- `Deluxe Stereo Headphones`
- `Portable Music Player`
- `Electric Shaving Kit`

Category Name

Header

`category_name`

Required

Yes

Specifications

- Used for targeting product categories in experiences
- No predetermined categories set by Monetate, so each category is defined within its own container
- Maximum length of 128 characters per individual category name
- Unlimited number of categories per product
- Multiple names must be separated with a pipe (|) without a space before and after the pipe

Examples

- `Electronics`
- `Automotive`
- `Clothing|Pants|Men's Pants`

Price

Header

`price`

Required

Yes

Specifications

- Current price of the product in decimal format
- For retail or strikethrough price, use `alt_price`
- No support for pricing beyond active price and alternate price

Examples

- `33.40`
- `100.00`

- 0.50

Product URL

Header

url

Required

Yes

Specifications

- Full URL to the product detail page
- Should include both the scheme and host portions of the URL

Examples

- <http://www.example.com/products/123>
- http://www.example.com/running_shoe.html
- http://www.example.com/products/diving_watch.htm

Product Image URL

Header

product_image_url

Required

Yes

Specifications

- Full URL to a product image
- Should include both the scheme and host portions of the URL

Examples

- <http://www.example.com/images/products/123.jpg>
- <http://www.example.com/example.gif>
- <http://www.example.com/images/house.png>

Product Description

Header

product_description

Required

No

Specifications

- Description of the product with a maximum length of 1024 characters
- Should be plain text only, no HTML)

Examples

- A lovely example of modern elegance and style
- Red
- The latest electronics craze--this stereo is all the rage!

Alternate Price

Header

alt_price

Required

No

Specifications

- An alternate price for display purposes only
- Must be in decimal format

Examples

- 33.50
- 100.00
- 0.50

Category ID

Header

category_id

Required

No

Specifications

- Maximum length of 128 characters
- Only alphanumeric (a-z, A-Z, or 0-9) characters are acceptable

- Category ID must be unique per category name

Examples

- 1135813
- AAABBCCDD
- AbZ190430mm89

Availability

Header

availability

Required

No

Specifications

- Denotes whether an item is in stock or out of stock
- Out-of-stock items are excluded from endcaps
- Acceptable values include In Stock and Out of Stock
- Other values such as Presale may be used but are equivalent to Out of Stock

Examples

- In Stock
- Out of Stock
- Presale

Category Names and Category IDs

The way that category_name and category_id work together is as follows:

```
product_id, category_name, category_id  
"AA329", "chair|furniture|wood", "c1|f3|w99"
```

catalog_category

category_id	category_name
c1	chair
f3	furniture
w99	wood

catalog_product_category

product_id	category_id
AA329	c1
AA329	f3
AA329	w99

Example with Minimum Required Fields

product_id, product_name, category_name, price, url, product_image_url
"33435", "High Back Lounge Chair", "chair", "299.99", http://www.monetate.com/products/123, "ht
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Example with Minimum Required Fields and Optional Fields

product_id, product_name, product_description, category_name, category_id, price, alt_price, url, p
"33435", "High Back Lounge Chair", "Durable chair with added lumbar support and cup holder", "cf
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