



Legacy Product Feed Specification: TSV


 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](#).

The quickest way to get the Product Recommendations add-on up and running is to follow Monetate's product feed specifications. Custom feeds require more lead time and are prone to processing inconsistencies. If you have any questions about your feed or any custom requirements, submit a support ticket using the Kibo Technical Support portal (kibotechsupport.zendesk.com).

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


Format Requirements

The specifications in this document are only relevant for feeds formatted as TSV files. For feeds formatted as CSV files, see [Product Feed Specifications: CSV](#). For feeds formatted as XML files, see [Product Feed Specifications: XML](#).

 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 TSV file.


All TSV feed files should 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.

 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).

Fields

The information in this section describes 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.

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

- 33.50
- 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.monetate.com/products/123`
- `http://www.monetate.com/running_shoe.html`
- `http://www.monetate.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.monetate.com/images/products/123.jpg`
- `http://www.monetate.com/images/house.png`
- `http://www.monetate.com/example.gif`

Product Description

Header

`product_description`

Required

No

Specifications

- Description of the product with a maximum length of 1,024 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

category_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	http://www.monetate.com/products/123.pr

Example with Minimum Required Fields and Optional Fields

product_id	product_name	product_description	category_name	category_id	price	alt_price	URL
33435	High-Back Lounge Chair	Durable chair with added lumbar support and cup holder	chair	1234	299.99	280.11	http://www.monetate.com/products/1