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).

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.

Fields

The information in this section describes the required and optional fields for a product feed file.

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

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/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
**Category IDs**

- **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
  - AAAABCCDD
  - 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.

<table>
<thead>
<tr>
<th>product_id</th>
<th>category_name</th>
<th>category_id</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA329</td>
<td>chair</td>
<td>c1</td>
</tr>
<tr>
<td></td>
<td>furniture</td>
<td>f3</td>
</tr>
<tr>
<td></td>
<td>wood</td>
<td>w99</td>
</tr>
</tbody>
</table>

**Catalog Category**

<table>
<thead>
<tr>
<th>category_id</th>
<th>category_name</th>
</tr>
</thead>
<tbody>
<tr>
<td>c1</td>
<td>chair</td>
</tr>
<tr>
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</tr>
<tr>
<td>AA329</td>
<td>w99</td>
</tr>
</tbody>
</table>

**Example with Minimum Required Fields**

<table>
<thead>
<tr>
<th>product_id</th>
<th>product_name</th>
<th>category_name</th>
<th>price</th>
<th>URL</th>
<th>product_image_URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>33435</td>
<td>High-Back</td>
<td>chair</td>
<td>299.99</td>
<td><a href="http://www.monetate.com/products/123">http://www.monetate.com/products/123</a></td>
<td></td>
</tr>
</tbody>
</table>

**Example with Minimum Required Fields and Optional Fields**
<table>
<thead>
<tr>
<th>product_id</th>
<th>product_name</th>
<th>product_description</th>
<th>category_name</th>
<th>category_id</th>
<th>price</th>
<th>alt_price</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>33435</td>
<td>High-Back Lounge Chair</td>
<td>Durable chair with added lumbar support and cup holder</td>
<td>chair</td>
<td>1234</td>
<td>299.99</td>
<td>280.11</td>
<td><a href="http://www.monetate.com/products/1">http://www.monetate.com/products/1</a></td>
</tr>
</tbody>
</table>