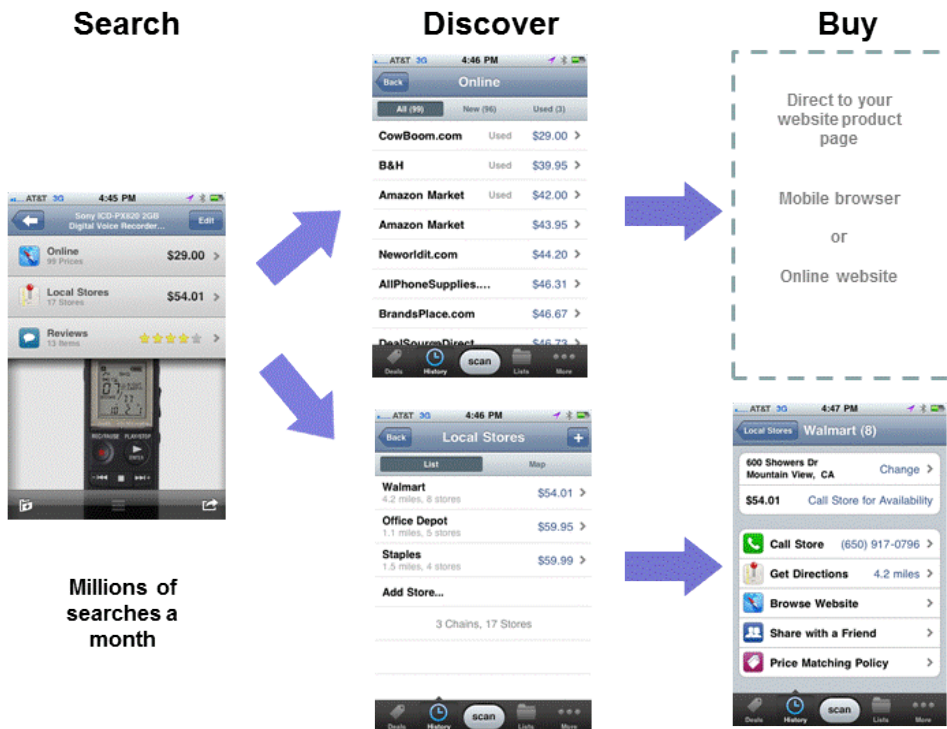


ShopSavvy Data Feeds

Get your inventory in front of millions of consumers!

Make sure your online and local inventory is seen by consumers who use ShopSavvy and our partners' apps every day.

Consumers will see your inventory, deals and prices in the ShopSavvy app and our partner apps. They can purchase by going to your website or directly to your local store.



Our product feeds are based on industry standards. ShopSavvy uses the same RSS 2.0 as [Google](#), Amazon and Buy.com . The only difference is that we require that you include the barcode number of the product. This can be either an UPC, EAN or a GTIN.

Getting Started

To deliver a feed, first set up an account. Complete the Retailer Data Form and execute our Standard Retailer Contract. One of our Retail Data Managers will

contact you directly with the FTP details. After feed delivery, you can expect your pricing and inventory data to appear in ShopSavvy within a week.

Specify Local Product Feeds

Specifying local and online products requires three files in a tab-delimited format: Stores, Products, Prices. The required (and optional) fields are outlined below.

Store Data	Product Data	Pricing and Availability
 <p>Address Phone Hours</p> <p>Required Fields</p> <ul style="list-style-type: none"> • Store code • Name • Main phone • Address line 1 • City • State • Postal code • Country code • Latitude • Longitude • Home page <p>Recommended</p> <ul style="list-style-type: none"> • Address line 2 • Category • Description • Price match policy • Currency • Established date • Hours 	 <p>Product Title Description Attributes</p> <p>Required Fields</p> <ul style="list-style-type: none"> • Barcode • Title • Description • Item ID <p>Recommended</p> <ul style="list-style-type: none"> • Link • Image link • MSRP • Category • Web item ID • Promotional text • Featured product • Brand • MPN • Condition • Weight • Size • Color • Item group id • Swatch image link 	 <p>Required Fields</p> <ul style="list-style-type: none"> • Store code • Barcode • Price • Availability <p>Recommended</p> <ul style="list-style-type: none"> • Quantity • Weeks of supply • Sale price • Sale price date range • Promotional text • Featured product • On display to order

Examples tab delimited files: [local store feed](#), [local product feed](#), [local pricing feed](#)

Local Stores: Provide your local store details so users can find your stores.

Attribute	Type	Status	Description	Example
store code	text(string)	Required	Unique identifier for each local store. Equivalent to "retailstoreid" in your Price-Quantity data file. Use the same set of store codes across all data types.	5198

name	text(string)	Required	The name on the sign of the store, in Title Case (capitalize the first letter of each word, but avoid capitalizing entire words).	Joe's Computer Shack
main phone	text(string)	Required	Hyphens are recommended; however, parentheses are also accepted (xxx-xxx-xxxx or (xxx) xxx-xxxx).	650-555-1234
address line 1	text (string), 80 chars max	Required	Title Case (do not capitalize the full street name)	10 Free Rent Blvd.
address line 2	text (string), 80 chars max	Optional	Title Case (do not capitalize the full street name)	Apt 2
city	text (string), 80 chars max	Required	Title Case (do not capitalize the full street name)	Mountain View
state	text (string), 80 chars max	Required	The state your store is in	CA
postal code	text (string)	Required	If using ZIP+4, a hyphen is required (e.g., xxxxx-xxxx)	94043
country code	text (string), ISO 3166-1-alpha-2	Required	The two digit country your store is in.	US
latitude	float (-90-90)	REQUIRED	The latitude of your store location	37.3568
longitude	float (-180-180)	REQUIRED	The longitude of your store location	-122.019
home page	url	Required	Can be either a store-specific homepage or, if available, your general retail landing page.	http://www.joescomputer.com
category	text (string), up to 5 comma-delimited categories.	Optional	Custom or Google-recommended categories. May submit as text or category number. More Information	Retail Stores - Electronics, Business to Business

description	text (string), 200 chars max. (no tabs, extra lines, carriage returns)	Optional	A description of your store	Computers and electronics retail store and service repair center. Authorized Lenovo and Apple reseller.
price match policy	text (string), 200 chars max. (no tabs, extra lines, carriage returns)	Optional	Price match policy	We will match price of any competitor online or local
currency	text (string), ISO 3-letter currency code	Optional	Defines which currency you use	USD
established date	date, month/day/year	Optional	Date store was first opened	5/15/2002
hours	text (string), 200 chars max. (no tabs, extra lines, carriage returns)	Optional	Hours for each store	Weekday 8-5, Saturday 9-6, Sunday 10-5

Local Products: Provide your product details so consumers know what the item is and its key attributes.

Attribute	Type	Status	Description	Example
barcode	text (string)	Required	Global Trade Identification Number, e.g., UPC, EAN, GTIN.	882224444477
title	text (string)	Required	Product title.	Netgear ReadyNAS Duo
description	text (string)	Required	Product description. Do not include HTML or javascript.	The ReadyNAS Duo is perfect for homes with more than one computer. Unlike a USB drive, the ReadyNAS connects to the network and is simultaneously accessible via all connected Windows or Macintosh computers.
itemid	text (string)	Required	Unique product identifier across all stores. If the item exists in your online data feed, please attempt to match this attribute to the	421486

			'id' attribute in the online feed. If this isn't possible, please see 'webitemid' below.	
link	url	Recommended	Item URL.	www.joesshack.com/router.html
image link	url	Recommended	Hosted image URL.	www.joesshack.com/router.jpg
msrp	price (float)	Recommended	National manufacturer's suggested retail price. Different often from local store price. Currency based on country of store location. price must be included in either this feed or in the Price-Quantity feed	299.99
category	text (string), comma-delimited categories, Google or custom	Optional	Product category. Learn more.	Electronics > Computers > Computer Components
webitemid	text (string)	Optional	Bridge identifier that maps online and local product ids. Include if you use different ids/SKUs for online vs. local product listings.	WB1011
promotional text	text (string), 70 chars max.	Optional	If included, denotes national default (include in Price-Quantity data files for store-specific values).	Purchase with any hard drive and receive a \$20 gift card!

featured product	boolean	Optional	Indicates that the item is a special, featured product, e.g., on promotion. If included, denotes national default (include in Price-Quantity data files for store-specific values).	Y
brand	text (string)	Optional	Product brand.	Netgear
mpn	text (string)	Optional	Manufacturer part number or model number.	RND2150
condition	text (string),	Optional	Item condition. enum: new, used, refurbished (only these valued are accepted)	New
weight	floatunit	Optional	Product shipping weight.	10 lbs.
size	text (string)	Optional	Product size. Append unit of measure, if applicable.	Large
color	text (string)	Optional	Product color.	Black
item group id	text (string)	Optional	Style or parent product that the item belongs to - equivalent to style number/identifier in apparel. All size-color variants of the same style or parent product should have the same item group id. Can alternatively be specified in online product listings.	52708
swatch	url	Optional	Color or fabric sample image	http://www.joescomputershack.com/laptop03/image0

image link			associated with the item. Do not include logos or an image that says, "Image not available." Can alternatively be specified in online product listings.	7.jpg

Local Prices: Provide your pricing and quantity for each product so consumers can make an informed decision.

Attribute	Type	Status	Description	Example
store code	text (string)	Required	A unique alphanumeric identifier for each local store.	5198
barcode	text (string)	Required	barcode number (either UPC, EAN or GTIN)	"882224444477" "
price	number	Required	Regular price. If included, denotes store-specific override of the Price attribute in the Local Product Listings feed. The currency is automatically assigned based on the country where the store is located.	299.99
availability	Text(string) with only three accepted values: 'in stock', 'out of stock', 'limited availability'	Required	The availability attribute has only three accepted values: in stock, out of stock, limited availability	in stock
quantity	integer	Recommended	The number of items in stock for the store. Note: If you submit items that are temporarily out of stock, you must include a value of '0' for this attribute.	4
weeks of supply	number	Recommended	Quantity available for purchase divided by average weekly units sold.	2.5
sale price	number	Recommended	Advertised sale price. If attribute is included and coincides with the Sale Price Effective Date attribute, it denotes a store-specific override of the Price attribute in this feed and the Local Product Listings feed.	279.99
sale price	Text (string),	Recommended	Dates during which advertised sale price is	2009-07-

date range	ISO8601, with start and end dates separated by a forward slash (/)		effective. If included, denotes store-specific override.	19T17:00:00Z/2009-07-27T05:00:00Z
promotional text	text (string)	Recommended	If included, denotes store-specific override of the Promotional Text attribute in Local Product Listings feed.	Purchase with any hard drive and receive a \$20 gift card!
featured product	boolean	Recommended	Indicates that the item is a special, featured product, e.g., on promotion. If included, denotes store-specific override of Featured Product attribute in Local Product Listings feed.	y
on display to order	boolean	Recommended	Indicates item is on display to order at a local store, e.g., refrigerators, sofas with custom fabric options.	y

Specify Online Product Feeds

Specifying online products requires one files in a tab-delimited format. The required (and optional) fields are outlined below.

Website	Product Data	Pricing and Availability
	Product Title  Description Attributes	\$  In Stock
Required Fields <ul style="list-style-type: none"> Barcode Item ID Title Description Link Country code Price 		
Recommended <ul style="list-style-type: none"> Main image MSRP Price Sale price Sale price date range Promotional text Featured product MPN Category Brand Manufacturer Availability Condition Weight Color Year Keywords 		

Examples tab delimited file: [online product data feed](#)

Online Product Field details

Attribute	Type	Status	Description	Example
barcode	text (string)	Required	Global Trade Identification Number, e.g., UPC, EAN, GTIN.	"88222444477 "
itemid	text (string)	Required	Unique product identifier. This can be your sku as long as it is unique.	421486
title	text (string)	Required	Product title.	Netgear ReadyNAS Duo
description	text (string)	Required	Product description. Do not include HTML or javascript.	The ReadyNAS Duo is perfect for homes with more than one computer. computers.
link	url	Required	Item URL.	www.joesshack.com/router.html
country code	text (string), ISO 3166-1-alpha-2	Required	The two digit country your store is in.	

main image	url	Recommended	Hosted image URL.	www.joesshack.com/router.jpg
msrp	number (float)	Optiona;	Manufacturer's suggested retail price. Currency based on country of store location.	299.99
price	number (float)	Required	Traditional item price.	279.99
sale price	number (float)	Optional	Advertised sale price. If attribute is included and coincides with the Sale Price Effective Date attribute, it denotes a store-specific override of the Price attribute in this feed and the Local Product Listings feed.	229.99
sale price date range	Text (string), ISO8601, with start and end dates separated by a forward slash (/)	Optional	Dates during which advertised sale price is effective. If included, denotes store-specific override.	2009-07-19T17:00:00Z/2009-07-27T05:00:00Z
promotional text	text (string)	Optional	Describes sale to consumer.	Purchase with any hard drive and receive a \$20 gift card!
featured product	boolean	Optional	Indicates that the item is a special, featured product, e.g., on promotion.	y
mpn	text (string)	Recommended	Manufacturer part number or model number.	RND2150
category	text (string), comma-delimited categories, Google or custom	Recommended	Product category. Learn more.	Electronics > Computers > Computer Components
brand	text (string)	Recommended	Product brand.	Cisco
manufacturer	text (string)	Optional	Manufacturer of the item. Use this only for items whose brand and manufacturer are different	Linksys
availability	Text(string) with only three accepted values: 'in stock', 'out of stock', 'limited availability'	Recommended	The availability attribute has only three accepted values: in stock, out of stock, limited availability	in stock
condition	text (string), enum: new, used, refurbished (only these valued are accepted)	Optional	Item condition. Learn more.	New

weight	number (float)	Optional	Product shipping weight.	10 lbs.
color	text (string)	Optional	Product color.	Black
year	floatunit	Optional	Numbers: Year in four digits, YYYY	1994
keywords	text (string)	Optional	Search keywords used to help consumers find item	"router, netgear, hub"