

Mergado Product XML

The goal of Mergado Product XML is to set a standard for data transfer of product campaigns in e-commerce. This document lists supported elements and describes their purpose.

Why to support Mergado Product XML

Minimum data loss during transfer from an online store to Mergado app enables a superb data conversion and advertising management on comparison shopping sites and marketplaces. Moreover, developers need to follow changes of only one data file specification instead of dozens. This saves their time that can be devoted to online store development.

Latest version

1.11, differences compared to the previous version 1.10 are highlighted with **yellow**.

Mergado Product XML elements

Element names are in CAPITAL LETTERS

Explanatory notes:

- „Text“ values describe regular text. We recommend avoiding control characters such as „# \$ ^ & *“ etc.
- „ID“ values support „0-9a-zA-Z_-“ characters. No differentiation between upper and lower case while processing.
- „URL“ values describe a file address according to this [standard](#), that is with „http://“ at the beginning, without diacritics, spaces etc.
- Date values are in the following order: „dd-mm-yyyy“, e.g. 31-12-2019.
- **Embedded elements** are in the table placed below the parent element and indented to the right.
- **“Number”** values are a sequence of numbers **without spaces** or other characters. Decimal numbers are separated by a decimal point.

Element specification follows on the next page. See example of an XML feed below the table.

Element	Description	Values	Mandatory	Can repeat
CHANNEL	Root tag. At the begging and at the end of XML file.	-	YES	-
LINK	URL address of the online store	URL	-	-
GENERATOR	Tag at the beginning of the XML. It defines system and version that created the XML. Please contact Mergado to be assigned the ID.			
ITEM	Marks a product item. Same as e.g. SHOPITEM from Heureka or Zboží.cz.	-	YES	YES
ITEM_ID	Unique product item identifier.	ID	YES	-
ACCESSORY	Accessory. Refers to <i>ITEM_ID</i> of one accessory item.	ID	-	YES
ADULT	Marks a product intended exclusively to adults.	0 or 1	-	-
AGE_GROUP	Age group. Meanings of individual values: - Newborn: 0 - 3 months - Infant: 3 - 12 months - Toddler: 1 - 5 years - Kids: 5 - 13 years - Adult: Teen or older	newborn / infant / toddler / kids / adult	-	-
AVAILABILITY	Product availability in stock.	preorder / in stock / out of stock	-	-
BENEFIT	Bonus, gift, benefit motivating customers to buy.	Text	-	YES
BRAND	Product brand. E.g. Sony, Panasonic etc.	Text	-	-
BRAND_URL	A brand page URL on store's website.	URL	-	-
CATEGORY	Product category	Text	-	-
CATEGORY_DESCRIPTION	Category text description	Text	-	-
CATEGORY_ID	Page ID of product category on store's website.	ID	-	-
CATEGORY_MAX_PRICE_VAT	Price of the most expensive product item in a category.	Number	-	-

CATEGORY_MIN_PRICE_VAT	Price of the cheapest product item in a category.	Number	-	-
CATEGORY_NAME	Short category name without embedding.	Text	-	-
CATEGORY_QUANTITY	Number of product items in CATEGORY element.	Number	-	-
CATEGORY_URL	Page URL of product category on store's website.	URL	-	-
CPC	CPC bid	Number	-	-
CPC_FULLTEXT	CPC bid in fulltext search	Number	-	-
COLOR	Color, used for fashion advertising formats.	Text	-	-
CONDITION	Product condition. New / refurbished / used.	new / refurbished / used	-	-
CONDITION_DESCRIPTION	Text description of the condition of the second-hand product / used goods.	Text	-	-
COST	Product's purchase price excl. VAT. Including storage costs etc. It is used to calculate margin.	Number	-	-
COST_VAT	Product's purchase price incl. VAT. Including storage costs etc. It is used to calculate margin.	Number	-	-
CURRENCY	A system of money in general use in a particular country.	Text	-	-
CUSTOM_LABEL	Custom product label. More than one label possible.	Text	-	YES
DELIVERY_DAYS	Delivery time in days. „0“ means <i>in stock</i> .	Number	-	-
DELIVERY	Delivery type. Parent to ID, PRICE, PRICE_COD subattributes , where ID is compulsory, followed by one of the price elements.	-	-	YES
ID	Delivery type	e.g. PPL, DPD, etc.	-	-
PRICE	Shipping cost when paying by bank transfer.	Number	-	-
PRICE_COD	Shipping cost when paying by cash on delivery.	Number	-	-
DEPOT	Warehouse. It consists of sub-elements NAME, STOCK_QUANTITY .	-	-	-
NAME	Name or store ID.	Text	-	-

STOCK_QUANTITY	Number of items in stock.	Number	-	-
DESCRIPTION	Product text description.	Text	-	-
DESCRIPTION_SHORT	Short product text description.	Text	-	-
DUES	Fees that are not included in the product price.	Number	-	-
EAN	Product EAN code. Can be found e.g. on barcodes. Supported standards are EAN-8 and EAN-13.	Number, max 13 characters	-	-
ENERGY_CLASS	Energy class of product. One of the values on the right.	G, F, E, D, C, B, A, A+, A++, A++ +	-	-
EXTRA_MESSAGE	Other benefits. Allowed values: extended_warranty, free_accessories, free_case, free_delivery, free_gift, free_installation, free_store_pickup, voucher	See description	-	-
GENDER	Gender, used for fashion advertising formats.	Text	-	-
HIGHLIGHT	Highlight of a product	0 or 1	-	-
IDENTIFIER_EXISTS	Use if your product does not have a unique product identifier, such as: - GTIN and brand, or - MPN and brand (used for facebook and google formats)	True / false	-	-
ISBN	Product ISBN code. Supported standards are ISBN-10 and ISBN-13.	Numbers, max. 13 numbers	-	-
IMAGE	Image URL.	URL	-	-
IMAGE_ALTERNATIVE	Alternative image URL. This element can appear more than once.	URL	-	YES
ITEMGROUP_ID	Other product option. Contains <i>item_id</i> of another <i>item</i> .	ID	-	-
MATERIAL	Material, used for fashion advertising formats.	Text	-	-

NAME_EXACT	Exact product name. Used for pairing to product cards	Text	-	-
NAME_COMMERCIAL	Extended product name. Including benefits etc.	Text	-	-
PARAM	Parameter. Parent to NAME and VALUE subelements .	-	-	YES
NAME	Parameter name. E.g. „Colour“.	Text	-	-
VALUE	Parameter value. E.g. “red”.	Text	-	-
PRIORITY	Decimal from 0 to 1. Defines importance of a product item. 1 means highest importance, 0 means lowest importance.	Number	-	-
PRODUCER	Product manufacturer. E.g. in case of Panasonic brand products the manufacturer is Matsushita.	Text	-	-
PRODUCTNO	Product code given by manufacturer.	Text	-	-
PRODUCT_TYPE	Category of your product, as defined by you (used for facebook and google formats)	Text	-	-
RELEASE_DATE	Official release date, if the product is new to the market.	Date	-	-
SIZE	Size, used for fashion advertising formats.	Text	-	-
URL	Product page URL address on the store’s website.	URL	YES	-
URL_ADWORDS	URL intended for attendance from AdWords. Corresponds to element <i>adwords_redirect</i> .	URL	-	-
URL_MOBILE	URL address of product page mobile version	URL	-	-
PATTERN	Pattern or print of your product. Example: <i>polka dot / striped</i> .	Text	-	YES
PRICE	Product price excl. VAT	Number	-	-
PRICE_VAT	Product price incl. VAT	Number	YES	-
PRICE_RETAIL	Retail price, recommended by manufacturer, excl VAT.	Number	-	-
PRICE_RETAIL_VAT	Retail price, recommended by manufacturer, incl VAT.	Number	-	-
PRICE_DISCOUNT	Discounted price excl. VAT	Number	-	-
PRICE_DISCOUNT_VAT	Discounted price incl. VAT	Number	-	-
SHIPPING_LABEL	Special shipping label	Text	-	-

SHIPPING_SIZE	Product dimensions: length x width x height. Units: in, ft, cm, m.	Text	-	-
SHIPPING_WEIGHT	Product weight. Units lb, oz, g, kg.	Number unit	-	-
SHOP_PAIRING_ID	Unique product identifier that can be used to update product information in online store, e.g. via API.	Text	-	-
SHOP_PAIRING_PARENT_ID	If the given product is a variant, here is where the SHOP_PAIRING_ID of the parent product should be mentioned.	Text	-	-
STOCK_QUANTITY	Stock quantity of each product/variant.	Number	-	-
SUPPLIER	Supplier.	Text	-	-
VAT	VAT rate. E.g. <VAT>21</VAT> represents 21 % rate.	Number	-	-
VIDEO	Product videos.	URL	-	-
VIDEO_ALTERNATIVE	Alternative product videos URL.	URL	-	YES
VOUCHER	Product discount voucher. It consists of the subelements CODE and DESCRIPTION.	-	-	-
CODE	Includes a discount code to enter in the online shop.	Text	-	-
DESCRIPTION	Discount Description. If the voucher is valid for a limited period of time, we recommend that you indicate the validity here.	Text	-	-
WARRANTY	Warranty in months.	Number	-	-

Example

The following example shows XML with two items. Example is based on an ecommerce:

- on www.shopitak.com domain
- which used “[Mergado Pack](#)” module version 3.7.3 to generate the XML file. If you are a developer please contact Mergado support to get an official ID (the ID used in the GENERATOR element) for your module.

And now the example:

```
<?xml version="1.0" encoding="UTF-8"?>
<CHANNEL xmlns="http://www.mergado.com/ns/1.11">
  <LINK>http://www.shopitak.com/</LINK>
  <GENERATOR>mergado.woocommerce.marketingpack.3_7_3</GENERATOR>
  <ITEM>
    <ITEM_ID>157</ITEM_ID>
    <AVAILABILITY>in stock</AVAILABILITY>
    <CATEGORY>Glasses</CATEGORY>
    <DESCRIPTION>Glass bottle with neoprene cover in Bidding Fox design from the Czech manufacturer Drinkit.
Available in different colours and sizes. The bottle is made of durable, recyclable borosilicate glass.</DESCRIPTION>
    <NAME_EXACT>Drinkit Bidding Fox Bottle - 700 ml, Red</NAME_EXACT>
    <PRICE_VAT>19.90</PRICE_VAT>
    <IMAGE>https://www.shopitak.com/wp-content/uploads/2022/05/700ml_red_1300x1300.png</IMAGE>
    <IMAGE_ALTERNATIVE>
      https://www.shopitak.com/wp-content/2022/05/500ml_black_B_1300x1300.png</IMAGE_ALTERNATIVE>
    <IMAGE_ALTERNATIVE>
      https://www.shopitak.com/wp-content/2022/05/500ml_red_1300x1300_bp.png</IMAGE_ALTERNATIVE>
    <IMAGE_ALTERNATIVE>
      https://www.shopitak.com/wp-content/2022/05/700ml_red_1300x1300.png</IMAGE_ALTERNATIVE>
    <DELIVERY>
```

```
<ID>DHL</ID>
<PRICE>95</PRICE>
<PRICE_COD>120</PRICE_COD>
</DELIVERY>
<DELIVERY>
  <ID>123_Kuryr</ID>
  <PRICE>0</PRICE>
  <PRICE_COD>0</PRICE_COD>
</DELIVERY>
<PARAM>
  <NAME>Volume</NAME>
  <VALUE>700 ml</VALUE>
</PARAM>
<PARAM>
  <NAME>Color</NAME>
  <VALUE>Red</VALUE>
</PARAM>
<PARAM>
  <NAME>Material</NAME>
  <VALUE>Borosilicate glass, Wood, Neoprene</VALUE>
</PARAM>
<URL>https://www.shopitak.com/p/glasses-drinkit-bidding-fox/</URL>
</ITEM>
<ITEM>
  <ITEM_ID>68-184</ITEM_ID>
  <ACCESSORY>22-111</ACCESSORY>
  <ADULT>0</ADULT>
  <AGE_GROUP>kids</AGE_GROUP>
  <AVAILABILITY>in stock</AVAILABILITY>
  <BENEFIT>Description of the bonus, benefit motivating customers to buy.</BENEFIT>
  <BRAND>Bidding Fox</BRAND>
  <BRAND_URL>https://www.shopitak.com/bidding-fox</BRAND_URL>
  <CATEGORY>Mugs and glasses | Mugs</CATEGORY>
  <CATEGORY_DESCRIPTION>Categories with mugs</CATEGORY_DESCRIPTION>
```


<CATEGORY_ID>86</CATEGORY_ID>
<CATEGORY_MAX_PRICE_VAT>1299</CATEGORY_MAX_PRICE_VAT>
<CATEGORY_MIN_PRICE_VAT>149</CATEGORY_MIN_PRICE_VAT>
<CATEGORY_NAME>Mugs</CATEGORY_NAME>
<CATEGORY_QUANTITY>52</CATEGORY_QUANTITY>
<CATEGORY_URL><https://www.shopitak.com/mugs-and-glasses/mugs/></CATEGORY_URL>
<CPC>5</CPC>
<CPC_FULLTEXT>4</CPC_FULLTEXT>
<COLOR>white</COLOR>
<CONDITION>used</CONDITION>
<CONDITION_DESCRIPTION>Item is almost like new. Without original packaging</CONDITION_DESCRIPTION>
<COST>100</COST>
<COST_VAT>121</COST_VAT>
<CURRENCY>CZK</CURRENCY>
<CUSTOM_LABEL>Any marking</CUSTOM_LABEL>
<CUSTOM_LABEL>Any marking 2</CUSTOM_LABEL>
<DELIVERY_DAYS>6</DELIVERY_DAYS>
<DELIVERY>
 <ID>DHL</ID>
 <PRICE>95</PRICE>
 <PRICE_COD>120</PRICE_COD>
</DELIVERY>
<DELIVERY>
 <ID>123_Kuryr</ID>
 <PRICE>0</PRICE>
 <PRICE_COD>0</PRICE_COD>
</DELIVERY>
<DEPOT>
 <NAME>Warehouse 01</NAME>
 <STOCK_QUANTITY>95</STOCK_QUANTITY>
</DEPOT>
<DEPOT>
 <NAME>Warehouse eshop</NAME>
 <STOCK_QUANTITY>15</STOCK_QUANTITY>

</DEPOT>
<DESCRIPTION>The ceramic mug with a fox print is popular with everyone who sometimes grows over his head at work. It is so big that the stress subsides before you drink the last drop of tea. Enjoy a break with your favorite drink, throw everything behind your head for a while and you will have a better day.
</DESCRIPTION>
<DESCRIPTION_SHORT>The ceramic mug with a fox print is popular with everyone who sometimes grows over his head at work.</DESCRIPTION_SHORT>
<DUES>10</DUES>
<EAN>807158205918</EAN>
<ENERGY_CLASS>A+</ENERGY_CLASS>
<EXTRA_MESSAGE>free_accessories</EXTRA_MESSAGE>
<GENDER>Unisex</GENDER>
<HIGHLIGHT>1</HIGHLIGHT>
<IDENTIFIER_EXISTS>true</IDENTIFIER_EXISTS>
<ISBN>978-80-7110-040-9</ISBN>
<IMAGE>https://www.shopitak.com/wp-content/2020/03/3_cup_forfoxsake_1.png</IMAGE>
<IMAGE_ALTERNATIVE>
 https://www.shopitak.com/wp-content/2020/03/3_cup_forfoxsake_3.png</IMAGE_ALTERNATIVE>
<IMAGE_ALTERNATIVE>
 https://www.shopitak.com/wp-content/2020/03/3_cup_forfoxsake_4.png</IMAGE_ALTERNATIVE>
<ITEMGROUP_ID>28</ITEMGROUP_ID>
<MATERIAL>Ceramic</MATERIAL>
<NAME_EXACT>For fox sake - mug</NAME_EXACT>
<NAME_COMMERCIAL>For fox sake - mug, white, 250 ml</NAME_COMMERCIAL>
<PATTERN>Printed with fox logo</PATTERN>
<PARAM>
 <NAME>Color</NAME>
 <VALUE>white</VALUE>
</PARAM>
<PARAM>
 <NAME>Volume</NAME>
 <VALUE>250 ml</VALUE>
</PARAM>

<PRIORITY>1</PRIORITY>
<PRODUCER>Shopitak</PRODUCER>
<PRODUCTNO>1535580</PRODUCTNO>
<PRODUCT_TYPE>Category 1</PRODUCT_TYPE>
<RELEASE_DATE>22.2.2023</RELEASE_DATE>
<SIZE>XL</SIZE>
<URL>https://www.shopitak.com/p/for-fox-sake-hrnek/</URL>
<URL_ADWORDS>https://www.shopitak.com/p/for-fox-sake-mug/-adwords</URL_ADWORDS>
<URL_MOBILE>https://m.shopitak.com/p/for-fox-sake-mug/</URL_MOBILE>
<PRICE>10</PRICE>
<PRICE_VAT>12.10</PRICE_VAT>
<PRICE_DISCOUNT>9</PRICE_DISCOUNT>
<PRICE_DISCOUNT_VAT>10.89</PRICE_DISCOUNT_VAT>
<PRICE_RETAIL>12</PRICE_RETAIL>
<PRICE_RETAIL_VAT>14.52</PRICE_RETAIL_VAT>
<SHIPPING_LABEL>Custom label for shipping</SHIPPING_LABEL>
<SHIPPING_SIZE>10.15 x 25.00 x 15.00 cm</SHIPPING_SIZE>
<SHIPPING_WEIGHT>0.2 kg</SHIPPING_WEIGHT>
<SHOP_PAIRING_ID>55448246-02</SHOP_PAIRING_ID>
<SHOP_PAIRING_PARENT_ID>55448246</SHOP_PAIRING_PARENT_ID>
<STOCK_QUANTITY>2</STOCK_QUANTITY>
<SUPPLIER>Mergado</SUPPLIER>
<VAT>21</VAT>
<VIDEO>https://www.shopitak.com/p/for-fox-sake-mug_video/</VIDEO>
<VIDEO_ALTERNATIVE>https://www.shopitak.com/p/for-fox-sake-mug_video_2/</VIDEO_ALTERNATIVE>
<VOUCHER>
 <CODE>Spring-2024</CODE>
 <DESCRIPTION>Take advantage of the spring discount of 24%! Discount valid until 1.6.2024</DESCRIPTION>
</VOUCHER>
<WARRANTY>36</WARRANTY>
</ITEM>
</CHANNEL>

Mergado support contact

- Email: mergado@mergado.com
- Online documentation: <https://www.mergado.com/ecommerce-developers>