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 attributes and describes their purpose.

Why to support Mergado Product XML

Minimum data loss during transfer from ecommerce to Mergado app enables a superb data conversion and advertising management in comparison shopping services and advertising platforms. Moreover, developers need to follow changes of only one tech specification instead of dozens. This saves their time that can be devoted to their ecommerce development.

Latest version

1.5, differences compared to the previous version 1.4 are highlighted with <mark>yellow</mark>.

Mergado Product XML attributes

Attribute 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. 31-12-2017.
- **Embedded attributes** are in the table placed below the parent element and indented to the right.

Attribute specification follows on the next page.

See example of an XML feed below the table.

Attribute	Description	Values	Compulsory	Can repeat
CHANNEL	Root tag. At the begging and at the end of XML file.	-	YES	-
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 *ITEM_ID* of one accessory item.	ID	-	YES
ADULT	Marks a product intended exclusively to adults.	0 or 1	-	-
AVAILABILITY	Product availability in stock.	preorder / in stock / out of stock	-	-
BENEFIT	Bonus, gift, benefit motivating customers to buy.	Text	-	-
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		
CUSTOM_LABEL	Custom product label. More than one label possible, custom_label_1, custom_label_2, custom_label_3	Text	-	YES
DELIVERY_DAYS	Delivery time in days. „0" means *in stock*.	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	-	-
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	True / false	-	-

	(used for facebook and google formats)			
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 *item_id* of another *item*.	ID	-	-
BRAND	Product brand. E.g. Sony, Panasonic etc.	Text	-	-
<mark>MATERIAL</mark>	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	-	-
<mark>PRODUCT_TYPE</mark>	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	-	-
<mark>SIZE</mark>	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 *adwords_redirect*.	URL	-	-

URL_MOBILE	URL address of product page mobile version	URL	-	-
PRICE	Product price excl. VAT	Number	-	-
PRICE_VAT	Product price incl. VAT	Number	-	-
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	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.	Číslo jednotka	-	-
VAT	VAT rate.	Desetinné číslo	-	-
VIDEO	Product videos.	URL	-	-
VIDEO_ALTERNATIVE	Alternative product videos URL.	URL	-	YES
WARRANTY	Warranty in months.	Number	-	-

Example

Following example shows an XML with one product item only. This product has a parameter and two different delivery types. Example does not contain all possible elements, it only suggests how the key elements work. Please watch out for BRAND and PRODUCER elements. In this example they match, as knife manufacturer of Victorinox brand is actually Victorinox company as well.

Example is based on an ecommerce:

- on www.mergadoshop.com domain

- which used "Mergado XML" module version 2.64 to generate the XML file. If you are a developer please contact Mergado support to get an official ID for you module.

And now the example:

<?xml version="1.0" encoding="utf-8"?>

<CHANNEL xmlns="http://www.mergado.com/ns/1.4">

<LINK>http://www.mergadoshop.com/</LINK>

<GENERATOR>mergado.prestashop.modulemergadoxml.2_64</GENERATOR>

...

<ITEM>

  <ITEM_ID>83724</ITEM_ID>

  <NAME_EXACT>Victorinox Spartan</NAME_EXACT>

  <NAME_COMMERCIAL>Victorinox Spartan + free whetstone</NAME_COMMERCIAL>

  <BENEFIT>Free whetstone</BENEFIT>

  <CATEGORY>Outdoor equipment / knives / jackknives</CATEGORY>

  <DESCRIPTION>All-purpose knife for outdoor and leisure time activities. The description continues...</DESCRIPTION>

  <DELIVERY_DAYS>2</DELIVERY_DAYS>

```xml
<HIGHLIGHT>1</HIGHLIGHT>
<CURRENCY>USD</CURRENCY>
<EXTRA_MESSAGE>free_accessories</EXTRA_MESSAGE>
<IMAGE>http://www.mergadoshop.com/images/img-123.jpg</IMAGE>
<IMAGE_ALTERNATIVE>http://www.mergadoshop.com/images/img-456.jpg</IMAGE_ALTERNATIVE>
<IMAGE_ALTERNATIVE>http://www.mergadoshop.com/images/img-789.jpg</IMAGE_ALTERNATIVE>
<BRAND>Victorinox</BRAND>
<PRODUCER>Victorinox</PRODUCER>
<URL>http://www.mergadoshop.com/victorinox-spartan.html</URL>
<PRICE_VAT>300</PRICE_VAT>
<CUSTOM_LABEL_0>Sellout</CUSTOM_LABEL_0>
<WARRANTY>24</WARRANTY>
<AVAILABILITY>in stock</AVAILABILITY>
<ADULT>0</ADULT>
<CONDITION>new</CONDITION>

<PARAM>
  <NAME>Colour</NAME>
  <VALUE>Red</VALUE>
</PARAM>

<DELIVERY>
  <ID>PPL</ID>
```

```
    <PRICE>100</PRICE>
    <PRICE_COD>120</PRICE_COD>
  </DELIVERY>
  <DELIVERY>
    <ID>DHL</ID>
    <PRICE>80</PRICE>
    <PRICE_COD>115</PRICE_COD>
  </DELIVERY>
</ITEM>
...
</CHANNEL>
```

Mergado support contact

- Email: mergado@mergado.com

- Online documentation: https://www.mergado.com/ecommerce-developers