

## Mergado Analytic XML, detailed description

Mergado advanced functions may require specific information that are not contained in standard product XML files. Create a special XML file based on following recommendations.

### What can Mergado Analytic XML bring you:

- Mergado analytics will show your profit, which is very helpful.
- Heureka Watchdog and Pricing Monitor apps will be able to analyse your costs and profit much better.
- Advanced tools, e.g. automated CPC bids calculation will be available. However only for selected stores.

### Why do you need a special XML?

- Increased security of confidential data. A store can limit Mergado Analytic XML download to IP addresses of Mergado servers only.
- You can still keep using the standard Product XML and provide it to others without giving away confidential data.

### Where in Mergado can you enter the Analytic XML address?

You can enter the URL address in the Keychain app in the Mergado Analytic XML field.

## Tag description

PRODUCTS	Root tag. It opens and closes XML file.
DATE	Date to which the XML data apply. Usually current date. Optional. If left blank, current date applies.
PRODUCT	Element contains information about one product.
ITEM_ID	Unique product identifier. Equivalent to ITEM_ID in Heureka XML.
MERGADO_COST	Product purchase cost, e.g. supplier's purchase price. Optional.

- MERGADO\_TOPSELLER Defines your preferred product. Values 0 (or empty) and 1. Only really TOP product should be defined as TOPSELLER. Usually only very few percent of products. Optional.
- MERGADO\_STARTER Based on the store's statistics, this product often initiates customer's decision to buy. The customer then adds other products to his shopping cart. Values 0 (or empty) and 1. Optional.

MERGADO\_COST, MERGADO\_TOPSELLER, MERGADO\_STARTER tags are optional. However at least one of them should be present, otherwise the Analytic XML doesn't make sense anymore.

The provided information will appear in Mergado statistics and apps, not in the product information on the Products page. If you wish to use this information for managing advertising in product queries, you need to add these tags to your product XML file.

### Example of a basic Mergado Analytic XML:

```
<?xml version="1.0" encoding="utf-8"?>
<PRODUCTS xmlns="http://www.mergado.com/ns/analytic/1.1">
  <DATE>20-01-2012</DATE>
  <PRODUCT>
    <ITEM_ID>c2343434</ITEM_ID>
    <MERGADO_COST>480.30</MERGADO_COST>
  </PRODUCT>
  <DATE>20-01-2012</DATE>
  <PRODUCT>
    <ITEM_ID>c472834</ITEM_ID>
    <MERGADO_COST>123.00</MERGADO_COST>
  </PRODUCT>
</PRODUCTS>
```

## Example of an extended Mergado Analytic XML

```
<?xml version="1.0" encoding="utf-8"?>
<PRODUCTS xmlns="http://www.mergado.com/ns/analytic/1.1">
  <DATE>20-01-2012</DATE>
  <PRODUCT>
    <ITEM_ID>e55</ITEM_ID>
    <MERGADO_COST>18.90</MERGADO_COST>
    <MERGADO_TOPSELLER>1</MERGADO_TOPSELLER>
    <MERGADO_STARTER>0</MERGADO_STARTER>
  </PRODUCT>
  <PRODUCT>
    <ITEM_ID>e56</ITEM_ID>
    <MERGADO_COST>28.90</MERGADO_COST>
    <MERGADO_TOPSELLER>1</MERGADO_TOPSELLER>
    <MERGADO_STARTER>1</MERGADO_STARTER>
  </PRODUCT>
</PRODUCTS>
```