Mergado Category XML

Mergado Category XML is a standard for creating XML files with category information. It builds on Mergado Product XML, but contains information about categories instead of product information.

Why support Mergado Catgory XML

It allows the Mergado to be involved in the creation of advertising campaigns. This will help marketing managers to automate and accelerate campaign creation, and save their time.

Latest version

1.10
Versions do not start with 1.0 and do not run consecutively; the version number is determined by the version number of the Mergado Product XML valid at the time this Mergado Category XML is defined.

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

Element specification follows on the next page.

See example of an XML feed below the table.

Element	Description	Values	Compulsory	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
CATEGORY_ID	Unique ID of a given category.	ID	-	-
CATEGORY_NAME	Short category name.	Text	-	-
CATEGORY	Full category name, including parent categories.	Text	-	-
CATEGORY_URL	Page URL of product category on store's website.	URL	-	-
CATEGORY_DESCRIPTION	Category text description	Text	-	-
CATEGORY_MIN_PRICE_VAT	Price of the cheapest product item in a category.	Number	-	-
CATEGORY_MAX_PRICE_VAT	Price of the most expensive product item in a category.	Number	-	-

Example

The following example shows XML with only one category.

Example is based on an ecommerce:

- on www.mergadoshop.com domain
- which used "Mergado Pack" module version 2.2.0 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.

- Values include CDATA, which is not compulsory.

And now the example:

```xml
<?xml version="1.0" encoding="utf-8"?>
<CHANNEL xmlns="http://www.mergado.com/ns/category/1.7">
<LINK>http://www.mergadoshop.com/</LINK>
<GENERATOR>mergado.woocommerce.marketingpack.2_2_0</GENERATOR>
...
<ITEM>
  <CATEGORY_ID>49</CATEGORY_ID>
  <CATEGORY_NAME><![CDATA[Dogs]]></CATEGORY_NAME>
  <CATEGORY><![CDATA[T-Shirt for children | Children T-Shirt with animals | Dogs and puppies | Dogs]]></CATEGORY>
  <CATEGORY_URL>https://www.mergadoshop.com/dogs</CATEGORY_URL>
  <CATEGORY_QUANTITY>37</CATEGORY_QUANTITY>
  <CATEGORY_DESCRIPTION><![CDATA[category description without HTML tags a enclosed in CDATA]]></CATEGORY_DESCRIPTION>
  <CATEGORY_MIN_PRICE_VAT>12</CATEGORY_MIN_PRICE_VAT>
  <CATEGORY_MAX_PRICE_VAT>80/CATEGORY_MAX_PRICE_VAT>
</ITEM>
...
</CHANNEL>
```

Mergado support contact

- Email: mergado@mergado.com

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