

Best Practice Data Fields for eCommerce Files

Questions to Ask your Supplier/Vendor:

- Can you provide product data feed of their latest products to include at least the following required fields and recommended as well.
- How often is the file updated?
- Is the file in .txt, .csv, or Excel format? If not, what format is it in? Note: Some examples of what we can work with for additional charge are: XML, EDI, Webservice, API)
- Where to retrieve the file from? Generally it is on their website (HTTP) or they post it to an FTP location on their server, OR they may choose to post it to our FTP account that we can assign.

Common Field Name(s)	Required?	Notes
SKU/ITEM#/Manufacturer ID/Product #	Yes	Must be unique and one product per row
Name/Title/Product Name	Yes	
Price/Cost/MSRP/MAP	Yes	These are really different pricing fields, we need at least one of these to be able to output your pricing for the products
Manufacturer/Brand	No, but Recommended	This is required for most shopping channels and marketplaces such as Google and Amazon.
Description	No, but Recommended	If no description, Title/Name can be used as a placeholder.
Inventory	No, but Recommended	If an actual qty. is not provided, we can translate this to a numerical value of your choice using Field Optimization rules (i.e. In Stock = 99, Out of Stock = 0 or Available, Not Available, etc.)
Image URL/Image Link	No, but Recommended	Without these, you will have to download the actual image files, and then upload into website and link to the products
Weight	No, but Recommended	Some carts require it when adding new products (BigCommerce), so a default can be used if not provided. Weight often drives shipping price, so it's an important field.
Category	No, but Recommended	Nice to have new products coming in already categorized and ready to sell.
UPC Code/Barcode/GTIN	No, but Recommended	This is required for most shopping channels and marketplaces such as Google and Amazon.
Keywords	Nice to have	
Options such as Color, Size	No, but Recommended on apparel and other options-type products	
Parent ID/Style #/Parent #	No, but Recommended on apparel and other options-type products	This is only required for Advanced Options plugs to be able to update inventory on child options products.