

Product Catalog Data Feed Implementation Guidelines for Publishers

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Overview

This document is your guide to implementing Rakuten Advertising Product Catalog data feeds. It provides you with information on how to automate the process of obtaining product information from your advertiser partners who are part of Rakuten Advertising and have subscribed to the Product Catalog program.

There are two levels of implementation for Product Catalog data feeds. First, you will need to be approved and set up for the technical implementation of the product data feeds, and then you will need to be approved by each of your participating advertiser partners to use their Product Catalog data feed on your website or blog.

Technical Requirements for Using Product Catalog

To automate the process of obtaining product information, you must be able to:

- Download files from an SFTP account.
- Process XML or pipe-delimited text files that contain the product information.

Product Catalog File Sections

The product files have three sections: header, product data, and trailer.

Header Section

The header contains the ID and name of the advertiser and a time stamp indicating when the file was deposited in your SFTP account. This record is terminated with a carriage return.

| | |
|-------------------|---|
| MID | The numeric value assigned to identify each advertiser. |
| Name | The name of the advertiser. This is advertiser-defined and may change. |
| Time Stamp | The time that the file was deposited in your SFTP account in UTC. The format is mm/dd/yyyy hh:mm:ss |

Example:

- **.txt file:** HDR | 1237 | NORDSTROM.com | 09/03/2022 00:02:32
- **.xml file:**

```
<header><merchantId>1237</merchantId><merchantName>NORDSTROM.COM
```

```
</merchantName><createdOn>09/03/2022  
00:02:32</createdOn></header>
```

Product Data Section

This section contains individual product data records. Each line has data for one product. The product data record has two parts: the primary section and the attribute section. The attribute section is optional. The primary section has 28 fields. The attribute section includes up to 10 values for all but credit card products, which can have up to 22 values. **Please note:** if an advertiser does not include the attribute section, their Product Catalog file will still include placeholders for all fields.

Primary Information

The primary section provides basic information about each product, including the SKU number, Product Name, Primary Category, Product URL, and Retail Price. The details of all the fields that are part of this section are explained in Appendix A.

Attribute Information

The attribute section comprises the last 10 fields (22 for credit cards) and provides detailed information about each product based on certain product class definitions. The fields in this section are optional. The number of field values and the contents of each field in the attribute section will depend on the Class ID for the specific product.

The Class ID identifies a product's class category and the attributes associated with that class allow the advertiser to include additional information about a product.

For example, Class ID 40 identifies the product category Computer Hardware. For this Class ID, the fields are Platform, RAM, Hard Drive, Processor, Monitor Size, Modem and Drive.

Rakuten Advertising currently has 16 predefined Class IDs available. Each Class ID has a predetermined set of attribute fields. Appendix B provides details on the fields for each Class ID.

Please note: Class IDs will not have the same number of attribute fields and not all fields are required to have data. Appendix D provides you with sample records.

Trailer Section

The last record of the Product Catalog file is the trailer that begins with the characters TRL, followed by a pipe-delimiter. The trailer provides you with the number of product records that were contained in the Product Catalog file.

Examples:

- **.txt file:** TRL|45826
- **.xml file:**

```
<trailer><numberOfProducts>33</numberOfProducts></trailer>
```

File Formats

Product Catalog files are available in two formats: pipe-delimited text and XML.

Pipe-Delimited Text File

This file uses the pipe-delimiter (|) to divide fields. Each record is terminated by a new line/carriage return. The file will be populated with all the fields that advertisers are required to provide along with other information that may have been provided by the advertiser. If there is no data for a field, its position is preserved in the file by its delimiter. Field values containing pipe delimiter will be enclosed in double quotes.

XML Product Catalog File

The XML Schema and the XML Document Type Definition that specify the XML-formatted file are available in Appendix C.

Please note: XML standards specify that all **&** characters be coded as **&**. This includes any ampersands in the product, buy, image, and impression pixel URLs. Before using a link, you must change these instances of **&** to **&**. Here's an example:

Link as it comes in the XML feed:

```
<product>http://click.linksynergy.com/link?id=xxxxxxxxxxx&amp;offerid=90431.10000046&amp;murl=http%3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F678262</product>
```

Link that has & encoded and is ready to be used:

```
http://click.linksynergy.com/link?id=xxxxxxxxxxx&offerid=90431.10000046&murl=http%3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F678262
```

Additionally, tags for unused fields are not included in XML files.

File Names

Product Catalog file names have three parts, each separated by an underscore: Advertiser ID, Publisher Channel ID, and File Type.

- The **Advertiser ID** or **MID** is a unique ID that Rakuten Advertising Affiliate Network uses to identify the advertiser. This is always numeric.
- The **Publisher Channel ID** or **SID** is a unique ID that Rakuten Advertising Affiliate Network uses to identify the publisher channel. This is always numeric.
- The **file type "mp"** defines that the file is a Product Catalog file.

The file name extensions specify what type of Product Catalog file it is. The pipe-delimited file has a .txt extension and the XML-formatted file has an .xml extension. The files are all compressed, hence there is .gz after the file type extension.

Example: 2385_112_mp.txt.gz, where:

- 2385 is the Advertiser Program ID.
- 112 is the Publisher Channel ID.
- mp indicates that it is a Product Catalog file.
- .txt indicates that this is a pipe-delimited Product Catalog file.

Product Catalog File Types

The Rakuten Advertising Product Catalog feature allows advertisers to upload their product information to us. We process the uploaded information and create a corresponding publisher tracking URL for each product and make the product information available to publishers via SFTP. You have several choices of file types you can download for each advertiser:

- **Full file:** A full file that contains all of an advertiser's products, not just the products that changed since the last download.
- **Delta file:** A delta file that only includes an advertiser's new, changed, and deleted product records.

- **Category file:** Files that contain products only from a particular product category based on the categories defined by the advertisers. Category files are also available as full and delta files.
- **Global and Additional files:** Advertisers may include upload feeds in different languages and currencies or create feeds that allow them to separate subsets of products from their main feed.

Delta Files

Delta files allow you to download smaller files that contain only product updates, including new, changed, and deleted product records. This can be useful for updating feeds for advertisers with particularly large product catalogs. The type of change made is reflected in an additional field called Modification. In pipe-delimited files, this is the last field for each product record. In XML files, this is denoted by the <modification> tag. See the Modification field in Appendix A for supported values.

The file contains all changes that were made when the advertiser's last feed was processed. Advertisers can process feeds multiple times a day, so it is recommended that you check the server often for updates, referring to the timestamp on the file to determine if changes have been made since you last pulled the file. Additionally, it is recommended that you pull a full file on a regular basis to ensure that you have the complete Product Catalog.

The delta file name is the same as the one used to download the full Product Catalog file, except that it has the word `delta` appended to it:

Examples:

- **.txt file:** 2385_112_mp_delta.txt.gz
- **.xml file:** 2385_112_mp_delta.xml.gz

The header for the Delta file is the same as the one for the full file and includes MID, Advertiser Name, and Time Stamp in the format shown above.

Category Files

Product Catalog by Category is a feature that allows you to download files for specific advertiser product categories instead of downloading the full product file. This means that if you only need products in the electronics product category, you can download the feed for just this category.

For each advertiser who has approved you for access to their Product Catalog feed, you will see a folder. The folder name will be the MID of the advertiser. The folder will contain two types of files: Product Category List File, and Category-Specific Product Catalog File.

Product Category List File

This is a pipe-delimited text file that lists the ID and product category name as specified by the advertiser. Category IDs are unique to each advertiser and are subject to change. The file is named `MID_category_list.txt`, where MID is the Advertiser ID. Each product category is listed on one line.

Example: `2385_category_list.txt`

Sample Contents:

```
10|Lawn and Garden|525 rows
11|Toys|625 rows
12|Outlet|1024 rows
15|Electronics|23 rows
```

Category-Specific Product Catalog File

This is a Product Catalog file for a specific advertiser product category. This file is named `MID_SID_XX_cmp.txt.gz` for the text format and `MID_SID_XX_cmp.xml.gz` for the XML format. XX is the numeric ID for the specific product category.

Example:

```
2385_112_15_cmp.txt.gz
2385_112_15_cmp.xml.gz
```

Based on the sample product category list above, these files are for the electronics product category. The contents of the file are formatted identically to the full Product Catalog files.

We suggest that you download the product category file first and use it to determine the categories that you are interested in downloading. Once you have determined the ID of the categories you want to download, you should be able to create a script that will download the files for just those categories by automatically replacing the XX with the product category ID.

Please note: Products are categorized by the advertisers and there is a chance that they have placed products into the wrong categories. In these cases, contact the advertisers to ask them to update their categories.

Global and Additional Files

Rakuten Advertising permits advertisers to submit multiple files per account. If an advertiser chooses to make more than one Product Catalog file available, you will find these files nested under either a "GLOBAL" folder or an "ADDITIONAL" folder in the root directory of your SFTP account. "Global" files contain products in a different language and/or currency than the main feed file. "Additional" files have the same language and currency as the main feed file.

Global Files: Directory and File Naming Conventions

You must follow the specified directory structure and file naming conventions to browse and download your desired Global feeds. The GLOBAL directory contains subdirectories for each supported country-language-currency combination. Within each of these, you will find directories for each MID as well as the global feed files in both full and delta versions. The MID subdirectories include category-specific files in both full and delta formats for that specific country-language-currency combination, and a category list text file that provides the list of primary categories and category IDs that you can use to determine which categories are in each file. See the previous section on Product Category Files for more information on category files.

```

root
GLOBAL (folder)
FR-FR_EUR (folder - language-locale_currency)
12345 (folder - the number here is the Advertiser ID, or MID)
    12345_678_mp_FR-FR_EUR.txt.gz
    12345_678_mp_delta_FR-FR_EUR.txt.gz
FR-CA_CAD (folder - language-locale_currency)
12345 (folder)
    12345_678_mp_FR-CA_CAD.txt.gz
    12345_678_mp_delta_FR-CA_CAD.txt.gz

```

Additional Files: Naming Conventions

You must follow the specified naming convention to browse and download your desired additional feeds. The ADDITIONAL directory contains subdirectories for each MID providing an additional feed. Within each of these, you will find directories for each additional feed provided. Within those subdirectories, you will find the additional feed files in both full and delta formats for that specific additional feed. Category specific files are not available for additional feeds.

```
root
```

```
ADDITIONAL (folder)
```

```
12345 (folder - the number here is the Advertiser ID, or MID)
```

```
    2017Summer (folder - name of the Additional file, as  
specified by the Advertiser)
```

```
        12345_678_mp_2017Summer.txt.gz
```

```
        12345_678_mp_delta_2017Summer.txt.gz
```

```
    Back2School (folder - name of the Additional file, as  
specified by the Advertiser)
```

```
        12345_678_mp_Back2School.txt.gz
```

```
        12345_678_mp_delta_Back2school.txt.gz
```

Downloading Product Catalog Files

You can download the Product Catalog file from your account using any SFTP client software. View instructions below to request enablement.

Example: `get 2385_112_mp.txt.gz`

Downloading Delta Files:

If you download Product Catalog files frequently, or if you work with an advertiser with an especially large Product Catalog, you can download a Delta file that only includes an advertiser's new and changed product records from their most recent upload. This file downloads faster than the full Product Catalog file.

The delta file name is the same as the one used to download the full Product Catalog file, except that it has the word `delta` appended to it:

2385_112_mp_delta.txt.gz (for the text file)

2385_112_mp_delta.xml.gz (for the XML file)

The header for the Delta file is the same as the one for the full file and includes MID, Advertiser Name, and Time Stamp in format shown above.

Product files are generated dynamically at the time of retrieval. This ensures that all publishers receive the most up-to-date product information when they retrieve advertisers' Product Catalog files. The timeliness of the product information depends on the frequency with which advertisers update the information in their Product Catalog database.

Note: Our servers process the advertiser's product updates shortly after upload. The time to process the file will depend on the file size. The updated information is available to publishers immediately after processing is complete.

Getting Started

All Product Catalog publishers must first register to become a member of Rakuten Affiliate. If your company has yet to do so, please sign up by going to <https://rakutenadvertising.com/> and clicking **Become a Publisher**. Once registered, you will receive an email with registration approval and your new publisher account information, along with your Site ID.

You will then need to follow **Step 1** to obtain FTP access and **Step 2** to obtain advertiser approval to use their Product Catalog feeds, as outlined below.

Step 1: Technical Set Up Process

SFTP Set Up

The Product Catalog feed is available to you via SFTP. The Rakuten Affiliate SFTP server hostname is `aftp.linksynergy.com`.

To get started, send an email to pubsupport@rakuten.com with your Rakuten Affiliate username and site ID (SID). When you submit your application for Product Catalog, these steps are performed:

- We establish a unique SFTP account on our servers from which you can download files.
- A username and password are assigned to the SFTP account.

Within one business day, a Customer Support representative will respond to your request with your username, password, and the URL of your SFTP account.

SFTP Access

You can access your SFTP account using any SFTP client. You can also automate the process of downloading the file or do it manually. You should set the transfer mode to binary before you start downloading files, as the files are stored in a compressed format. Using ASCII mode will corrupt the data in the file and render it useless. If you are using a script to automate the process of downloading the files, ensure that you do not open more than five connections to the SFTP server at one time.

Please note:

- Always use passive connections when connected to aftp.linksynergy.com with plain FTP.
- Always set mode to binary before downloading files with plain FTP.
- No more than five concurrent connections are allowed per publisher SFTP account.
- File sizes shown are estimates. Actual file sizes will vary. Therefore, you are advised to NOT use file size as a check to ensure successful downloads. Downloads should be considered successful if the file extracts correctly and ends with a trailer record indicating the number of products in the file.
- If you are using a script to retrieve the files, `wget` is preferred over `curl`. If using `curl`, you must use the **`--ignore-content-length`** option.
- While plain FTP is currently supported, it is strongly recommended that you use SFTP instead. Support for plain FTP will be deprecated later this year.

SFTP Account Contents

In the root directory of your SFTP account, you will see files and a folder for each advertiser that has approved you for access to their Product Catalog feed. You may also see folders titled "GLOBAL" and "ADDITIONAL" if any of your advertiser partners have more than one product feed.

The files in the root directory are your Product Catalog files and the numbered folders contain files that provide you with product data for individual product categories. The folder name corresponds to the MID of the advertiser and the files are available in two formats: pipe-delimited text and XML.

You can select the format you prefer in your Publisher Dashboard:

- **From the new Publisher Dashboard "Beta":** go to **Links** and click **Product Feeds**:

Feed Settings

Auto enrollment
When partnering with a new Advertiser you will automatically request product feed access.

On

Preferred feed format
This is the format the data feeds will be uploaded into your FTP server.

.txt
 .xml

- **From the legacy Publisher Dashboard:** go to **Links**, select **Data Feeds**, click **Product Catalog**, and click **Edit Settings**:

Auto-apply (automatically apply for Product Catalog when applying to advertisers)

File Format: TXT XML

Decimal Symbols For Prices: Period Comma

Date Format:

Cancel OK





If you do not select a format, your SFTP account will contain two files and a folder for each advertiser who has approved you for access to their Product Catalog feed. From the Edit Settings page, you can also select whether price fields are separated by a decimal point (24.50) or a comma (24,50) and the format of the date. If you do not select a format for the price and date fields, the defaults are a decimal point and mm/dd/yyyy.

Step 2. Advertiser Product Catalog Approval Process

Once you have completed the technical setup of Product Catalog, you will need to request access from the participating advertisers with whom you are already partnered. You can see a listing of advertisers who offer Product Catalog in your Publisher Dashboard:

- **From the new Publisher Dashboard "Beta":** go to **Links**, click **Product Feeds** and scroll down to search for advertisers by name. This displays the list of advertisers among your partners who offer Product Catalog.

From there, you can apply for access, remove yourself from access, and view the status of your application:

| Search by Keyword | |
|---|-------------------------|
| <input type="text" value="Search by Advertiser name"/> | Filters |
| Advertisers ▾ | |
|  Timberland EU | + Apply |
|  The Webster | Remove |
|  Shiseido EU | + Apply |
|  Rakuten Marketing UK Test Account | Pending Approval |

You can automatically request Product Catalog approval when you apply to a new participating advertiser's program with our Auto enrollment option. You can turn Auto enrollment on or off in the "Feed Settings" section of the Product Feeds page:

Feed Settings

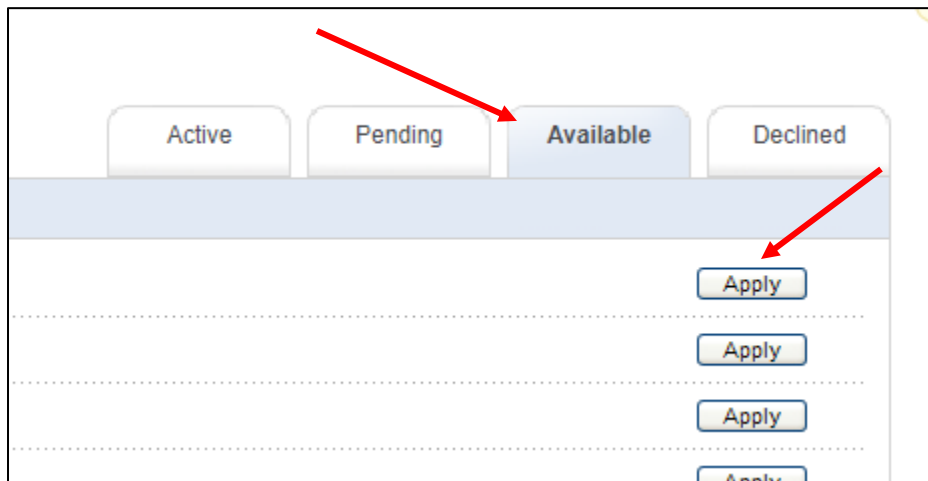
Auto enrollment

When partnering with a new Advertiser you will automatically request product feed access.

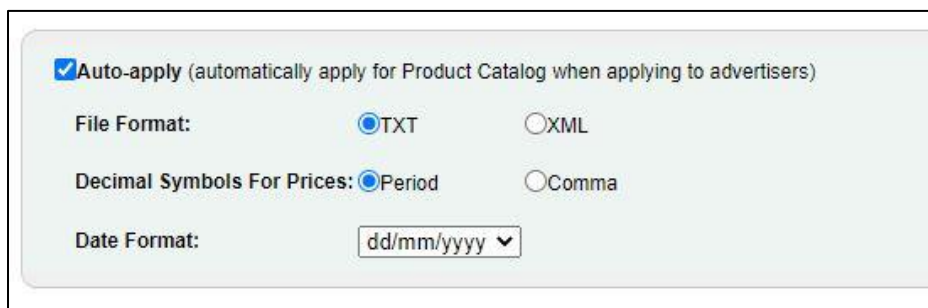
On

- **From the legacy Publisher Dashboard:** go to **Links**, select **Data Feeds**, click **Product Catalog**, and click **See all advertisers offering Product Catalog**. This displays all Rakuten Affiliate Advertisers who offer Product Catalog.

To apply for Product Catalog access from existing advertiser partners who offer it, click on the Available tab, then click **Apply**.



You can automatically request Product Catalog approval when you apply to a new advertiser partner who offers it with our auto-reply option, which you can find on the **Edit Settings** section of the Product Catalog page:



Product Catalog Frequently Asked Questions

Q: My script only downloads the files when the file date changes. Will this work with Product Catalog?

A: Yes, you should be able to use the date stamp of the file in the directory (which indicates the creation time in UTC) to see what's been changed and pull only the newest items.

Q: Why do I have multiple advertiser files in my account?

A: You have the choice of a pipe-delimited text file and an XML-formatted file. You can select your preferred format by going to your Publisher Dashboard, as outlined in the “SFTP Account Contents” section of this document. If you do not select a format, your SFTP account will contain .txt and .xml versions of each file type.

Q: What are the folders that I see in my SFTP account?

A: The folders in your SFTP account are for each advertiser that you are eligible to get Product Catalog files from. The folders contain the category-specific Product Catalog files for the advertisers.

Q: Do I need to be approved by each advertiser for use of their Product Catalog product data feed?

A: Yes, there are two levels of approval for Product Catalog. First, you receive technical approval and then you will need advertiser approval. You will need to request Product Catalog approval when you apply to a new advertiser program, and/or request it separately from existing advertiser partners.

Q: What do I do if an advertiser’s Product Catalog data is stale?

A: It is best to let the advertiser know directly. You can find an advertiser’s contact information in the dashboard:

- **From the Publisher Dashboard “Beta”:** click **Search** in the navigation header and select **Advertisers** from the index drop-down menu. Enter the advertiser’s name or MID, then click **View full details** to access their details page.
- **From the legacy Publisher Dashboard:** enter the advertiser’s name or MID in the Advertiser Search box, then click their logo to access their program page.

If you are not sure if what you are concerned about is a stale data issue, feel free to contact Customer Support.

Appendix A: Product Catalog File Field Definitions

| Product Field # | Name | Data Type (Max Length) | Required/Optional | Key |
|-----------------|---------------------------|------------------------|-------------------|--|
| 1 | Product ID | Number | Optional | Unique ID that is used to identify a product. It will be an integer greater than 2 and have less than 31 total characters. |
| 2 | Product Name | Text (255) | Required | Product name. |
| 3 | SKU Number | Text (64) | Required | SKU Number. Majority of advertisers provide a unique value in this field. Some advertisers provide duplicate SKU values and as such duplicate SKUs for select advertisers will be available in some Product Catalog feed files. |
| 4 | Primary Category | Text (50) | Required | Primary product category. |
| 5 | Secondary Category | Text (500) | Optional | Secondary product categories, delimited with double tildes (~~). |
| 6 | Product URL | Text (2000) | Required | URL of the product page. |
| 7 | Product Image URL | Text (2000) | Required | URL of product image. This will be an absolute URL. |
| 8 | Buy URL | Text (2000) | Optional | URL of shopping cart with product. |
| 9 | Short Product Description | Text (500) | Optional | Short description of the product. |
| 10 | Long Product Description | Text (2000) | Optional | Long description of product. |
| 11 | Discount | Number | Optional | Relies on discount type (below) to determine how to apply. If Discount Type is amount, then discount is deducted. If it is percentage, then percentage is deducted. The format uses either a decimal point or a comma. You can select your preferred format in your Publisher Dashboard, as outlined in the "SFTP Account Contents" section of this document. |
| 12 | Discount Type | Text (10) | Optional | Values: amount of percentage. |

| Product Field # | Name | Data Type (Max Length) | Required/Optional | Key |
|-----------------|---------------------|----------------------------------|-------------------|--|
| 13 | Sale Price | Number | Optional | This price reflects any discounts. The format uses either a decimal point or a comma. You can select your preferred format in your Publisher Dashboard, as outlined in the "SFTP Account Contents" section of this document. |
| 14 | Retail Price | Number | Required | The format uses either a decimal point or a comma. You can select your preferred format in your Publisher Dashboard, as outlined in the "SFTP Account Contents" section of this document. |
| 15 | Begin Date | Date (mm/dd/yyyy hh:mm:ss) | Optional | Date and time that the product becomes available. The format uses either a decimal point or a comma. You can select your preferred format in your Publisher Dashboard, as outlined in the "SFTP Account Contents" section of this document. |
| 16 | End Date | Date (mm/dd/yyyy hh:mm:ss) | Optional | Date and time that the product ceases to be available. The format uses either a decimal point or a comma. You can select your preferred format in your Publisher Dashboard, as outlined in the "SFTP Account Contents" section of this document. |
| 17 | Brand | Text (255) | Optional | Brand name. |
| 18 | Shipping | Number | Optional | The cost of the default shipping option available. The format uses either a decimal point or a comma. You can select your preferred format in your Publisher Dashboard, as outlined in the "SFTP Account Contents" section of this document. |
| 19 | Keyword(s) | Text (500) | Optional | Keywords for searches, delimited with double tildes (~~). |
| 20 | Manufacturer Part # | Text (50) | Optional | Manufacturer's part number (may sometimes be the same as SKU). |
| 21 | Manufacturer Name | Text (250) | Optional | Manufacturer's name. |

| Product Field # | Name | Data Type (Max Length) | Required/Optional | Key |
|-----------------|------------------------|--|-------------------|---|
| 22 | Shipping Information | Text (50) | Optional | Text-based shipping information - provides details on the default shipping option. |
| 23 | Availability | Text (50) | Optional | Denotes whether the product is in stock. Values will be one of 'in-stock', 'out-of-stock', 'preorder' or 'backorder'. |
| 24 | Universal Product Code | Text (15) | Optional | Universal Product Code. May be UPC, EAN or JAN. |
| 25 | Class ID | Number | Optional | Classification ID based on product type (see class definition table). |
| 26 | Currency | Text (3) | Required | The 3-character ISO Currency Code. Use ('USD', 'CAD', 'GBP', 'JPY', 'AUD', or 'EUR') for U.S. dollar, Canadian dollar, British pound, Japanese yen, Australian dollar, or Euro. USD is default. |
| 27 | M1 | Text (2000) | Optional | Blank field unless other arrangements have been made. |
| 28 | Pixel | Text (128) | Optional | 1x1 pixel tag used to track impression data for the link. This is a full tag with all appropriate attributes. See Appendix D for a sample record. |
| 29 | Attribute 1 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 30 | Attribute 2 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 31 | Attribute 3 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 32 | Attribute 4 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 33 | Attribute 5 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 34 | Attribute 6 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |

| Product Field # | Name | Data Type (Max Length) | Required/Optional | Key |
|-----------------|-----------------|--|----------------------------|--|
| 35 | Attribute 7 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 36 | Attribute 8 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 37 | Attribute 9 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 38 | Attribute 10 | See Attribute definitions in Appendix B. | Optional | See Attribute definitions in Appendix B. |
| 39-50 | Attribute 11-12 | See Attribute definitions in Appendix B. | Optional | Only applicable for Credit Cards ClassID 150. See Attribute definitions in Appendix B. |
| 39(51) | Modification | Char(1) | Required (for delta files) | Available only in Delta files I = Insert U = Update D = Delete |

Please note: Certain entries are required fields. If an advertiser does not submit attribute data, their Product Catalog file still contains 38 fields (39 fields in delta files).

Appendix B: Attribute File Class Definitions

| Class ID | Class Name | Product Catalog Field # | Attribute Name | Definition | Key |
|----------|------------------------|-------------------------|----------------|------------|--|
| 10 | Books | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Title | Text (128) | Title of Book |
| | | 31 | Author | Text (128) | Name of Author |
| | | 32 | ISBN | Text (128) | An ISBN number |
| | | 33 | Publisher | Text (128) | Publisher |
| | | 34 | Publish Date | Text (128) | Publish Date |
| 20 | Music | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Genre | Text (128) | Jazz, Blues, etc. |
| | | 31 | Artist | Text (128) | Artist |
| | | 32 | Format | Text (128) | CD, Cassette, or LP |
| | | 33 | Album | Text (128) | Album Title |
| | | 34 | Song Title | Text (128) | Titles of Songs on Album |
| | | 35 | Label | Text (128) | Record Label |
| | | 36 | Release Date | Text (128) | Date Album was released |
| 30 | Movies | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Genre | Text (128) | Movie category – horror, sci-fi, etc. |
| | | 31 | Title | Text (128) | Movie title |
| | | 32 | Format | Text (128) | DVD, VHS |
| | | 33 | Director | Text (128) | Director |
| | | 34 | Actor | Text (128) | Lead Actors in cast |
| | | 35 | Rating | Text (128) | MPAA rating |
| | | 36 | Studio | Text (128) | Studio |
| | | 37 | Release Date | Text (128) | Date movie was released |
| 40 | Computer Hardware | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Platform | Text (128) | Mac, Windows, or Unix |
| | | 31 | Ram | Text (128) | Amount of RAM in MB |
| | | 32 | Hard Drive | Text (128) | Available memory in MB |
| | | 33 | Processor | Text (128) | Speed in MHZ |
| | | 34 | Monitor Size | Text (128) | Size in inches. 0 if no screen |
| | | 35 | Modem | Text (128) | Speed in kbps. 0 if no modem |
| | | 36 | Drive | Text (128) | CD DVD Floppy Zip |
| 50 | Computer Software | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Platform | Text (128) | Platform – Windows, Mac, etc. |
| | | 31 | Category | Text (128) | Category – accounting, educational, etc. |
| | | 32 | Age | Text (128) | Adult or Kids |
| 60 | Clothing & Accessories | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Product Type | Text (128) | Type of clothing or accessory |
| | | 31 | Size | Text (128) | U.S. Sizes |
| | | 32 | Material | Text (128) | Material |
| | | 33 | Color | Text (128) | Color |
| | | 34 | Gender | Text (128) | Male or Female or Unisex |
| | | 35 | Style | Text (128) | Style |
| | | 36 | Age | Text (128) | Adult, Kids, Infant |

| Class ID | Class Name | Product Catalog Field # | Attribute Name | Definition | Key |
|----------|-----------------|-------------------------|----------------|------------|---|
| 70 | Art | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Product Type | Text (128) | Type of art work |
| | | 31 | Artist | Text (128) | Artist |
| | | 32 | Title | Text (128) | Title of work |
| | | 33 | Dimensions | Text (128) | L x W or L x W x H |
| 80 | Toys | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Age | Text (128) | Age range |
| | | 31 | Gender | Text (128) | Male or Female |
| | | 32 | Theme | Text (128) | Theme or character |
| 90 | Pets | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Pet Type | Text (128) | Dogs, Cats, Lizards, etc. |
| | | 31 | Product Type | Text (128) | Toys, treats, etc. |
| 100 | Games | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Format | Text (128) | Format or Platform |
| | | 31 | Title | Text (128) | Game Title |
| | | 32 | Publisher | Text (128) | Publisher |
| | | 33 | Age | Text (128) | Age Range |
| | | 34 | Release Date | Text (128) | Release Date |
| 110 | Food & Drink | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Product type | Text (128) | Type of food or drink |
| | | 31 | Region | Text (128) | Origin of product |
| | | 32 | Size | Text (128) | Volume in oz., fl oz., grams, etc |
| 120 | Gifts & Flowers | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Occasion | Text (128) | Occasion – Mother’s Day, Valentine’s, etc. |
| | | 31 | Recipient | Text (128) | Intended recipient – mother, father, spouse, friend, etc. |
| 130 | Auto | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Make | Text (128) | Make |
| | | 31 | Model | Text (128) | Model |
| | | 32 | Part Number | Text (128) | Manufacturer’s part number |
| | | 33 | Category | Text (128) | Product sub-category – type of part |
| | | 34 | Color | Text (128) | Color |
| 140 | Electronics | 29 | Miscellaneous | Text (128) | Extraneous Information |
| | | 30 | Category | Text (128) | Product sub-category – type of product (CD/DVD player, PDA, etc.) |
| | | 31 | Model | Text (128) | Model |
| | | 32 | Features/Specs | Text (128) | Features and Specifications |
| | | 33 | Color | Text (128) | Color |
| | | 34 | Dimensions | Text (128) | L x W or L x W x H |
| | | 35 | Power Type | Text (128) | AC/DC, battery, solar |
| | | 36 | Warranty | Text (128) | Length of Warranty |

| Class ID | Class Name | Product Catalog Field # | Attribute Name | Definition | Key |
|----------|-------------------|-------------------------|------------------------------------|-------------|--|
| 150 | Credit Cards | 29 | Card Type | Text (128) | Business or Consumer Card |
| | | 30 | Intro Purchase APR | Text (128) | Introductory Purchase APR & Period |
| | | 31 | Ongoing Purchase APR | Text (128) | APR after Intro Period (if applicable) |
| | | 32 | Ongoing Annual Fee | Text (128) | Ongoing Annual Fees (if applicable) |
| | | 33 | Intro Bonus | Text (128) | Introduction Bonus |
| | | 34 | Ongoing Balance Transfer APR | Text (128) | Ongoing Balance Transfer Details |
| | | 35 | Rewards Earned | Text (1024) | Rewards Earned |
| | | 36 | Terms URL | Text (1024) | Link to Terms and Conditions |
| | | 37 | Intro Purch APR Duration | Text (128) | Intro Purchase APR Duration |
| | | 38 | Ongoing Purch APR | Text (128) | Ongoing Purchase APR |
| | | 39 | Intro BalanceTransfer APR | Text (128) | Intro Balance Transfer APR |
| | | 40 | Intro BalanceTransfer APR Duration | Text (128) | Intro Balance Transfer APR Duration |
| | | 41 | Intro BalanceTransfer Fee | Text (128) | Intro Balance Transfer Fee |
| | | 42 | Ongoing BalanceTransfer Fee | Text (128) | Ongoing Balance Transfer Fee |
| | | 43 | ForeignTrans Fee | Text (128) | Foreign Transfer Fee |
| | | 44 | CashAdvance APR | Text (128) | Cash Advance APR |
| | | 45 | CashAdvance Fee | Text (128) | Cash Advance Fee |
| | | 46 | Penalty APR | Text (128) | Penalty APR |
| | | 47 | Intro Annual Fee | Text (128) | Intro Annual Fee |
| | | 48 | Intro Annual Fee Duration | Text (128) | Intro Annual Fee Duration |
| 49 | Marketing Bullets | Text (1024) | Marketing Bullets | | |
| 50 | Bonus Other | Text (1024) | Bonus Other | | |
| 160 | Consumer Banking | 29 | Marketing Bullets | Text (1024) | Bulleted product information, formatted as HTML, and copy |
| | | 30 | APY | Text (128) | APY for said product with percentage followed by effective as of DATE. Note that some products do not have an APY. |
| | | 31 | Min Balance to Open | Text (128) | Dollar value of Minimum balance to open the account. |
| | | 32 | Monthly Service Fee | Text (128) | Dollar value of Monthly Service Fee |
| | | 33 | NSF Fee | Text (128) | Dollar Value for Non Sufficient Funds Fee |
| | | 34 | ATM Surcharge | Text (128) | Dollar Value for ATM Surcharge, will have US Dollar amount followed by Outside US in format : \$X.XX (in US), \$Y (outside US), with some exceptions if dollar amount is only until a specific date and must be noted. |
| | | 35 | Teaser Copy | Text (1024) | Consumer Bonus for said product and action that must be taken to receive bonus |

Appendix C: XML Formatting Standards

XML Schema

```
<?xml version="1.0" encoding="UTF-8"?>
<xsd:schema xmlns:xsd="http://www.w3.org/2001/XMLSchema">
  <xsd:element name="url">
    <xsd:complexType>
      <xsd:sequence>
        <xsd:element ref="product"/>
        <xsd:element ref="productImage"/>
        <xsd:element ref="buy"/>
      </xsd:sequence>
    </xsd:complexType>
  </xsd:element>
  <xsd:element name="amount" type="xsd:string"/>
  <xsd:element name="attribute1" type="xsd:string"/>
  <xsd:element name="attributeClass">
    <xsd:complexType>
      <xsd:sequence>
        <xsd:element maxOccurs="unbounded" minOccurs="1" ref="attribute1"/>
      </xsd:sequence>
      <xsd:attribute name="class_id" type="xsd:string" use="optional"/>
    </xsd:complexType>
  </xsd:element>
  <xsd:element name="availability" type="xsd:string"/>
  <xsd:element name="brand" type="xsd:string"/>
  <xsd:element name="buy" type="xsd:string"/>
  <xsd:element name="category">
    <xsd:complexType>
      <xsd:sequence>
        <xsd:element ref="primary"/>
        <xsd:element ref="secondary"/>
      </xsd:sequence>
    </xsd:complexType>
  </xsd:element>
  <xsd:element name="cost">
    <xsd:complexType>
      <xsd:sequence>
        <xsd:element ref="amount"/>
      </xsd:sequence>
      <xsd:attribute name="currency" type="xsd:string" use="optional"/>
    </xsd:complexType>
  </xsd:element>
  <xsd:element name="createdOn" type="xsd:string"/>
  <xsd:element name="description">
    <xsd:complexType>
```



```

    <xsd:sequence>
      <xsd:element ref="short"/>
      <xsd:element ref="long"/>
    </xsd:sequence>
  </xsd:complexType>
</xsd:element>
<xsd:element name="discount">
  <xsd:complexType>
    <xsd:sequence>
      <xsd:element ref="amount"/>
      <xsd:element ref="type"/>
    </xsd:sequence>
    <xsd:attribute name="currency" type="xsd:string" use="optional"/>
  </xsd:complexType>
</xsd:element>
<xsd:element name="header">
  <xsd:complexType>
    <xsd:sequence>
      <xsd:element ref="merchantId"/>
      <xsd:element ref="merchantName"/>
      <xsd:element ref="createdOn"/>
    </xsd:sequence>
  </xsd:complexType>
</xsd:element>
<xsd:element name="information" type="xsd:string"/>
<xsd:element name="keywords" type="xsd:string"/>
<xsd:element name="long" type="xsd:string"/>
<xsd:element name="m1" type="xsd:string"/>
<xsd:element name="modification" type="xsd:string"/>
<xsd:element name="merchandise">
  <xsd:complexType>
    <xsd:sequence>
      <xsd:element ref="header"/>
      <xsd:element ref="product"/>
      <xsd:element ref="trailer"/>
    </xsd:sequence>
  </xsd:complexType>
</xsd:element>
<xsd:element name="merchantId" type="xsd:string"/>
<xsd:element name="merchantName" type="xsd:string"/>
<xsd:element name="numberOfProducts" type="xsd:string"/>
<xsd:element name="pixel" type="xsd:string"/>
<xsd:element name="price">
  <xsd:complexType>
    <xsd:sequence>
      <xsd:element ref="sale"/>

```

```

        <xsd:element ref="retail"/>
    </xsd:sequence>
    <xsd:attribute name="currency" type="xsd:string" use="optional"/>
</xsd:complexType>
</xsd:element>
<xsd:element name="primary" type="xsd:string"/>
<xsd:element name="product">
    <xsd:complexType mixed="true">
        <xsd:choice maxOccurs="unbounded" minOccurs="0">
            <xsd:element ref="category"/>
            <xsd:element ref="url"/>
            <xsd:element ref="description"/>
            <xsd:element ref="discount"/>
            <xsd:element ref="price"/>
            <xsd:element ref="brand"/>
            <xsd:element ref="shipping"/>
            <xsd:element ref="keywords"/>
            <xsd:element ref="upc"/>
            <xsd:element ref="m1"/>
            <xsd:element ref="pixel"/>
            <xsd:element ref="attributeClass"/>
            <xsd:element ref="modification"/>
        </xsd:choice>
        <xsd:attribute name="manufacturer_name" type="xsd:string" use="optional"/>
        <xsd:attribute name="name" type="xsd:string" use="optional"/>
        <xsd:attribute name="part_number" type="xsd:string" use="optional"/>
        <xsd:attribute name="product_id" type="xsd:string" use="optional"/>
        <xsd:attribute name="sku_number" type="xsd:string" use="optional"/>
    </xsd:complexType>
</xsd:element>
<xsd:element name="productImage" type="xsd:string"/>
<xsd:element name="retail" type="xsd:string"/>
<xsd:element name="sale">
    <xsd:complexType>
        <xsd:attribute name="begin_date" type="xsd:string" use="optional"/>
        <xsd:attribute name="end_date" type="xsd:string" use="optional"/>
    </xsd:complexType>
</xsd:element>
<xsd:element name="secondary" type="xsd:string"/>
<xsd:element name="shipping">
    <xsd:complexType>
        <xsd:sequence>
            <xsd:element ref="cost"/>
            <xsd:element ref="information"/>
            <xsd:element ref="availability"/>
        </xsd:sequence>
    </xsd:complexType>
</xsd:element>

```

```
</xsd:complexType>
</xsd:element>
<xsd:element name="short" type="xsd:string"/>
<xsd:element name="trailer">
  <xsd:complexType>
    <xsd:sequence>
      <xsd:element ref="numberOfProducts"/>
    </xsd:sequence>
  </xsd:complexType>
</xsd:element>
<xsd:element name="type" type="xsd:string"/>
<xsd:element name="upc" type="xsd:string"/>
</xsd:schema>
```

XML Document Type Definition (DTD)

```

<!ELEMENT Actor ( #PCDATA ) >
<!ELEMENT Age ( #PCDATA ) >
<!ELEMENT Album ( #PCDATA ) >
<!ELEMENT APY ( #PCDATA ) >
<!ELEMENT Artist ( #PCDATA ) >
<!ELEMENT ATM_Surcharge ( #PCDATA ) >
<!ELEMENT Author ( #PCDATA ) >
<!ELEMENT Bonus_Other ( #PCDATA ) >
<!ELEMENT Card_Type ( #PCDATA ) >
<!ELEMENT CashAdvance_APR ( #PCDATA ) >
<!ELEMENT CashAdvance_Fee ( #PCDATA ) >
<!ELEMENT Category ( #PCDATA ) >
<!ELEMENT Color ( #PCDATA ) >
<!ELEMENT Dimensions ( #PCDATA ) >
<!ELEMENT Director ( #PCDATA ) >
<!ELEMENT Drive ( #PCDATA ) >
<!ELEMENT Features_Specs ( #PCDATA ) >
<!ELEMENT ForeignTrans_Fee ( #PCDATA ) >
<!ELEMENT Format ( #PCDATA ) >
<!ELEMENT Gender ( #PCDATA ) >
<!ELEMENT Genre ( #PCDATA ) >
<!ELEMENT Hard_Drive ( #PCDATA ) >
<!ELEMENT Intro_Annual_Fee ( #PCDATA ) >
<!ELEMENT Intro_Annual_Fee_Duration ( #PCDATA ) >
<!ELEMENT Intro_BalanceTransfer_APR ( #PCDATA ) >
<!ELEMENT Intro_BalanceTransfer_APR_Duration ( #PCDATA ) >
<!ELEMENT ISBN ( #PCDATA ) >
<!ELEMENT Label ( #PCDATA ) >
<!ELEMENT Make ( #PCDATA ) >
<!ELEMENT Marketing_Bullets ( #PCDATA ) >
<!ELEMENT Material ( #PCDATA ) >
<!ELEMENT Min_Balance_To_Open ( #PCDATA ) >
<!ELEMENT Miscellaneous ( #PCDATA ) >
<!ELEMENT Model ( #PCDATA ) >
<!ELEMENT Modem ( #PCDATA ) >
<!ELEMENT Monitor_Size ( #PCDATA ) >
<!ELEMENT Monthly_Service_Fee ( #PCDATA ) >
<!ELEMENT NSF_Fee ( #PCDATA ) >
<!ELEMENT Occasion ( #PCDATA ) >
<!ELEMENT Ongoing_Annual_Fee ( #PCDATA ) >
<!ELEMENT Ongoing_Balance_Transfer_ARP ( #PCDATA ) >
<!ELEMENT Ongoing_BalanceTransfer_Fee ( #PCDATA ) >
<!ELEMENT Ongoing_Purchase_APR ( #PCDATA ) >

```

```

<!ELEMENT Ongoing_Purch_APR_Duration ( #PCDATA ) >
<!ELEMENT Part_Number ( #PCDATA ) >
<!ELEMENT Penalty_APR ( #PCDATA ) >
<!ELEMENT Pet_Type ( #PCDATA ) >
<!ELEMENT Platform ( #PCDATA ) >
<!ELEMENT Power_Type ( #PCDATA ) >
<!ELEMENT Processor ( #PCDATA ) >
<!ELEMENT Product_Type ( #PCDATA ) >
<!ELEMENT Publish_Date ( #PCDATA ) >
<!ELEMENT Publisher ( #PCDATA ) >
<!ELEMENT Ram ( #PCDATA ) >
<!ELEMENT Rating ( #PCDATA ) >
<!ELEMENT Recipient ( #PCDATA ) >
<!ELEMENT Region ( #PCDATA ) >
<!ELEMENT Release_Date ( #PCDATA ) >
<!ELEMENT Rewards_Earned ( #PCDATA ) >
<!ELEMENT Size ( #PCDATA ) >
<!ELEMENT Song_Title ( #PCDATA ) >
<!ELEMENT Studio ( #PCDATA ) >
<!ELEMENT Style ( #PCDATA ) >
<!ELEMENT Teaser_Copy ( #PCDATA ) >
<!ELEMENT Theme ( #PCDATA ) >
<!ELEMENT Title ( #PCDATA ) >
<!ELEMENT URL ( product, productImage, buyLink ) >
<!ELEMENT Warranty ( #PCDATA ) >
<!ELEMENT amount ( #PCDATA ) >
<!ELEMENT attributes ( Actor | Age | Album | APY | Artist | ATM_Surcharge | Author | Bonus_Other |
    Card_Type | CashAdvance_APR | CashAdvance_Fee | Category | Color | Dimensions |
    Director | Drive | Features_Specs | ForeignTrans_Fee | Format | Gender | Genre |
    Hard_Drive | Intro_Annual_Fee | Intro_Annual_Fee_Duration | Intro_BalanceTransfer_APR |
    Intro_BalanceTransfer_APR_Duration | Intro_BalanceTransfer_Fee | Intro_Purchase_APR |
    Intro_Purch_APR_Duration | ISBN | Label | Make | Marketing_Bullets | Material |
    Min_Balance_To_Open | Miscellaneous | Model | Modem | Monitor_Size |
    Monthly_Service_Fee | NSF_Fee | Occasion | Ongoing_Annual_Fee |
    Ongoing_Balance_Transfer_ARP | Ongoing_BalanceTransfer_Fee |
    Ongoing_Purchase_APR | Ongoing_Purch_APR_Duration | Part_Number | Penalty_APR |
    Pet_Type | Platform | Power_Type | Processor | Product_Type | Publish_Date | Publisher |
    Ram | Rating | Recipient | Region | Release_Date | Rewards_Earned | Size | Song_Title |
    Studio | Style | Teaser_Copy | Terms URL | Theme | Title | Warranty ) * >
<!ATTLIST attributes class_id NMTOKEN #REQUIRED >
<!ELEMENT availability ( #PCDATA ) >
<!ELEMENT brand EMPTY >
<!ELEMENT buyLink ( #PCDATA ) >
<!ELEMENT category ( primary, secondary ) >

```

```

<!ELEMENT cost ( amount ) >
<!ATTLIST cost currency NMTOKEN #REQUIRED>
<!ELEMENT createdOn ( #PCDATA ) >
<!ELEMENT description ( short, long ) >
<!ELEMENT discount ( amount, type ) >
<!ATTLIST discount currency NMTOKEN #REQUIRED>
<!ELEMENT header ( merchantId, merchantName, createdOn ) >
<!ELEMENT information EMPTY >
<!ELEMENT keywords ( #PCDATA ) >
<!ELEMENT long ( #PCDATA ) >
<!ELEMENT m1 EMPTY >
<!ELEMENT modification ( #PCDATA ) >
<!ELEMENT merchandiser ( header, product+, trailer ) >
<!ELEMENT merchantId ( #PCDATA ) >
<!ELEMENT merchantName ( #PCDATA ) >
<!ELEMENT numberOfProducts ( #PCDATA ) >
<!ELEMENT pixel ( #PCDATA ) >
<!ELEMENT price ( sale, retail ) >
<!ATTLIST price currency NMTOKEN #REQUIRED>
<!ELEMENT primary ( #PCDATA ) >
<!ELEMENT product ( category, URL, description, discount, price, brand, shipping, keywords, upc, m1,
    pixel, attributes, modification? ) >
<!ATTLIST product manufacturer_name CDATA #FIXED "" >
<!ATTLIST product name CDATA #REQUIRED >
<!ATTLIST product part_number CDATA #FIXED "" >
<!ATTLIST product product_id NMTOKEN #REQUIRED >
<!ATTLIST product sku_number ID #REQUIRED >
<!ELEMENT productImage ( #PCDATA ) >
<!ELEMENT product ( #PCDATA ) >
<!ELEMENT retail ( #PCDATA ) >
<!ELEMENT sale EMPTY >
<!ATTLIST sale begin_date CDATA #FIXED "" >
<!ATTLIST sale end_date CDATA #FIXED "" >
<!ELEMENT secondary ( #PCDATA ) >
<!ELEMENT shipping ( cost, information, availability ) >
<!ELEMENT short ( #PCDATA ) >
<!ELEMENT trailer ( numberOfProducts ) >
<!ELEMENT type ( #PCDATA ) >
<!ELEMENT upc EMPTY >

```

Appendix D: Sample Records

Pipe-Delimited Product Catalog File

```

HDR|1234|CDLinkShare|03/14/2013/20:30:40
202232415|GreatExpectations|A01245|books|Classics|http://click.linksynergy.com/link?id=xxxxxxx
xxx&offerid=xxxxx.xxxxxxxx&type=15&murl=http
%3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F1000
3|http://www.merchantsite.com/images/
AO1245.gif|http://click.linksynergy.co
m/link?id=xxxxxxxxxxx&offerid=xxxxx.xxxxxxxx&type=15&murl=http%
3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproduct
s%2F10003|Charles Dickens Masterpiece|What this cautionary tale of a
young man raised high above his station by a mysterious benefactor
lacks in length, it more than makes up for in its remarkable characters
and compelling
story.|0|Amount|29.95|29.95|01/01/2013|01/01/2013||4.00|Dickens~~Ex
pectations|CU12345||Overnigh
t|UPS|IN|788334995|10|USD||http://ad.linksynergy.com/fs-
bin/show?id=xxxxxxxxxxx&bids=xxxxx.xxxxxxxx&type=15&subid=0|ha
rdcover|Great Expectations|Charles Dickens|023119240|Columbia
University Press|10/25/1998|

201132306|Akadema APM-42 Praying Mantis Series 32.5 Inch Baseball Catcher's Mitt
|201132306|Sports |Sports~~Baseball Gloves Catchers
Mitts|http://affiliate.buy.com/link?id=xxxxxxxxxxx&offerid=xxxxx.xxxxxxxx&type=15
&murl=http%3
A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F10002|http://ak.buy.co
m/PI/0/500/20
1132306.jpg|http://affiliate.buy.com/link?id=xxxxxxxxxxx&offerid=xxxxx.xxxxxxxx&t
ype=15&murl=
http%3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F10002||Akadema
APM-42 Praying Mantis Series 32.5 Inch Baseball Catcher's Mitt|The Akadema(r)
APM-42 Praying Mantis Series 32.5in baseball catcher's mitt uses Stress Wedge
technology with shock-absorbing protection for the hand against injury and sting when
receiving the ball. Double-sided Slim Padding allows for increased pocket size and
easier ball retention and the unique shape gives the throwing hand easier access into
the pocket, resulting in a quicker glove-to-hand transfer and faster times to second

```

base.||amount|149.44|199.99|05/01/2013|12/30/2013|Akadema|0.00||APM-42REG|Akademia|Overnight/FedEx|yes|008962990||USD||http://ad.linksynergy.com/fs/bin/show?id=xxxxxxxxxx&bids=xxxxx.xxxxxxxxxxx&type=15&subid=0|U

TRL|2

Please note: The first entry is an appropriate record for the book Great Expectations. Data items have been omitted for brand, manufacturer name, and M1. Omitted data items are represented by consecutive pipe-delimiters. Field values containing pipe delimiter will be enclosed in double quotes.

XML Product Catalog File

```
<?xml version="1.0" encoding="UTF-8"?>
<Product Catalog>
  <header>
    <merchantId>3354</merchantId>
    <merchantName>LinkSquare, Inc.</merchantName>
    <createdOn>01/01/2013/22:03:34</createdOn>
  </header>
  <product product_id="1" name="A Simple Product" sku_number="SKU-SIM10001" manufacturer_name="" part_number="" >
    <category>
      <primary>Primary Category</primary>
      <secondary>Secondary Category</secondary>
    </category>
    <url>
      <product>http://click.linksynergy.com/link?id=xxxxxxxxxx&offerid=90431.10000046&murl=htt p%3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F678262</product>
      <productImage>http://m.banner.linksynergy.com/fs/banners/2385/2385_10000046.gif</productImage>
      <buyLink>http://click.linksynergy.com/link?id=xxxxxxxxxx&offerid=90431.10000046&murl=htt p%3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F678263</buyLink>
    </url>
    <description>
      <short>This is the Short Description of the Product</short>
      <long>This is the Long Description of the Product</long>
    </description>
    <discount currency="USD">
      <amount>0</amount>
```



```

    <type>amount</type>
  </discount>
  <price currency="USD">
    <sale begin_date="" end_date=""></sale>
    <retail>2.5</retail>
  </price>
  <brand></brand>
  <shipping>
    <cost currency="USD">
      <amount></amount>
    </cost>
    <information></information>
    <availability>AVAILABLE</availability>
  </shipping>
  <keywords>Simple~~Simple Product</keywords>
  <upc></upc>
  <m1></m1>

    <pixel>http://ad.linksynergy.com/fsbin/show?id=wYeATVO
      gEnE&amp;bids=80126.2&a
      mp;type=15&amp;subid=0</pixel>
  <attributes class_id="1"></attributes>
  <modification>l</modification>
</product>
<product product_id="101" name="Sample Book" sku_number="SKU-SIM10101"
  manufacturer_name="" part_number="" >

  <category>
    <primary>Primary Category</primary>
    <secondary>Secondary Category</secondary>
  </category>
  <url>
    <product>http://click.linksynergy.com/link?id=xxxxxxxxxx&amp;offeri
      d=90431.10000046&amp;murl=htt
      p%3A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F6782
      62</product>
  <productImage>http://m.banner.linksynergy.com/fs/banners/2385/2385_10000046.gif</product
  Image>
  <buyLink>http://click.linksynergy.com/link?id=xxxxxxxxxx&amp;offerid=90
    431.10000046&amp;murl=htt p%3
    A%2F%2Fwww.examplemerchant.com%2Fa%2Fproducts%2F678263</buy
    Link>
  </url>
  <description>
    <short>This is the Short Description</short>

```

```

    <long>This is the Long Description of the Product</long>
  </description>
  <discount currency="USD">
    <amount>0</amount>
    <type>amount</type>
  </discount>
  <price currency="USD">
    <sale begin_date="" end_date=""></sale>
    <retail>2.5</retail>
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