Import Product Data Formats

Field	Format	Example
Import Name	The name of the import template	New Products Import
Wipe Database	Toggle whether the product database should be wiped before the data import – USE WITH CAUTION	This can be used when mistakes have happened and you wish to import a complete export backup file
Delete	Numeric field – setting to 1 will cause the product to be deleted permanently	1 = to be deleted permanently
SKU	Required field – unique identifier of all products – creates a new product if SKU does not currently exist in database Can only contain numbers, letters, hyphens and underscores	WR0001 831456 MRSTH-01
Barcode	Optional unique product identifier – useful for globally available or branded products	9780007275946 0123456789012
Part Number	Optional unique product identifier – useful for Manufacturer's part numbers	TSR1002 100-440-0750-3434-A
Product Title	The name of the product --- required field when creating new products	Panasonic LED 42 Inch HD TV Radley Pink Shoulder Handbag The Glittering Storm Audiobook
URL Text	The text used for the product URL – useful for making sure product URLs contain relevant keywords. If field is left blank the system will use the SKU as the URL. Select 'Generate URL text' in the Import Options tab to automatically populate with field with Product Title text.	panasonic-led-42-inch-hd-tv radley-pink-shoulder-handbag glittering-storm-audiobook
Brand	The brand of the product – must match the brand name exactly as it appears within the Brand Manager	Panasonic Radley The Sarah Jane Adventures
Supplier	The supplier of the product --- must match the supplier name exactly as it appears within the Supplier Manager	Panasonic UK Radley & Co Limited BBC Audiobooks Ltd
Active	Numeric field --- to set the product to active or inactive	1 = active 0 = inactive
Discontinued	Numeric field – setting to 1 will cause the product to be set to discontinued	1 = discontinued
Featured Globally	Numeric field – to set a product to be appear within the Featured Products block outside of a category or product layout	1 = active 0 = inactive
Release Date	To set a date for when the product is to become active – useful for setting a future date for pre-orders. Will be populated with the current date if left blank. Must be in the format of dd/mm/yyyy	12/08/2012
Condition	Text field – to set the condition of the product – a required field for Google Shopping – only three predefined values accepted.	new used refurbished
Intangible	Numeric field – to set a product as a virtual product, i.e. no physical stock is held. Used for ebooks, music downloads, etc.	1 = yes 0 = no

Product File	The file location (if uploaded to File Manager) or the full URL path (from an external source) of the intangible product	downloads/glittering-storm-audiobook.mp3 http://www.mydomain.co.uk/audiobooks/glittering-storm-audiobook.mp3
File Group	To be used when different file groups are used for intangible products. Useful for different types of files i.e. file group 1 – ebooks, file group 2 – audiobooks. Must match the file group name exactly as it appears within File Groups.	Ebooks Audiobooks
Optional Extra	Numeric field – to set if the product is an optional extra to be selected and added via the shopping basket. Useful for upselling for the whole order, i.e. gift wrap	1 = yes 0 = no
Gift Card	Numeric field – to set a product as a Gift Card only which allows the customer to add a gift message during checkout – can be set as an optional extra	1 = yes 0 = no
Bundle	Numeric field – to set a product as a Bundle product – products within the bundle are added later in Related Products	1 = yes 0 = no
Gift Voucher	Numeric field – to set a product as a Gift Voucher to generate a voucher code when purchased	1 = yes 0 = no
Short Description	The text that will be displayed with the product when viewed in a product listing page – can contain html	Large shoulder bag – available in three colours
Page Content	The main product description displayed on the product detail page – can contain html	Timeless appeal! Created from luxurious leather, that, over time will age beautifully. Style Tip: It's all about the colour this season so team with dark clothes so the bag pops out.
Additional Content	Additional text which can be displayed above or below the product price, options and attributes – can contain html	Matching items available
Mobile Page Content	Add content into the Mobile Page Content field to replace the main Page Content field above on mobile only. Leave blank if content is the same on all screen sizes.	Timeless appeal! Created from luxurious leather, that, over time will age beautifully. Style Tip: It's all about the colour this season so team with dark clothes so the bag pops out.
Mobile Additional Content	Add content into the Mobile Additional Content field to replace the main Additional Content field above on mobile only. Leave blank if content is the same on all screen sizes.	Matching items available
Product Tabs	To specify which Products Tabs will display on the product -- must match the product tab title exactly as it appears within Product Tabs. Multiple tabs must be separated with semicolons. Tabs sharing the same name must include a reference in brackets.	Info; Delivery; Reviews Info (info tab 1); Info (info tab 2)

Large Image	The file name (if uploaded to the products/large folder within the File Manager) or the full URL path (from an external source) of the large image	image_1.jpg http://www.mydomain.co.uk/images /image_1.jpg
Main Image	The file name (if uploaded to the products folder within the File Manager) or the full URL path (from an external source) of the main image Alternatively, use the create command to create the main image from the large image.	image_1_main.jpg http://www.mydomain.co.uk/images /image _1_thumb.jpg create(300,300)
Thumbnail Image	The file name (if uploaded to the products/thumbnails folder within the File Manager) or the full URL path (from an external source) of the main image Alternatively, use the create command to create the thumbnail image from the main image	image_1_thumb.jpg http://www.mydomain.co.uk/images /image_1_thumb.jpg create(150,150)
Basket Image	The file name (if uploaded to the products/basket folder within the File Manager) or the full URL path (from an external source) of the main image Alternatively, use the create command to create the basket image from the thumbnail image.	image_1_basket.jpg http://www.mydomain.co.uk/images /image_1_ basket.jpg create(50,50)
YouTube Video ID	The ID of the YouTube video to be included on the product detail page – ID can be found within the URL of the page on YouTube, i.e. http://www.youtube.com/watch/?v=k0BWlvnBmIE	k0BWlvnBmIE
Product Label	The product label to be displayed on the product --- must match the label name exactly as it appears within Product Labels	New Sale 20% Off
VAT Rate	Numeric field – set the VAT rate of the product	0 20
Pricing Code	Text field predefined of letters between A and Z – used for assigning a group of products to a discount	A B C
Selling Price	Numeric field without currency icon – the price the product will be sold at before any promo discount is applied	2.99 55.1 1000
List Price	Numeric field without currency icon – the original price of the product – can be used for a 'Was' price with the selling piece as the 'Now' price. Also can be used for an RRP price for branded products.	4.99 99.5 1250
Cost Price	Numeric field without currency icon – the cost price of the product – useful for calculating the margin percentage (only available if switched on in Configuration)	0.86 45.1 72
Loyalty Points	Numeric field – to set a product to qualify for loyalty points	1 = yes 0 = no
Shipping Code	Text field predefined of letters between A and Z – used for assigning a group of products to a particular shipping method	A B C

Weight	Numeric field – to set the weight of a product which can then be used to calculate a shipping cost – must either be in kg or lb depending on configuration	0.05 0.6 2.3
Shipping Surcharge	Numeric field – to set an individual shipping surcharge to a product – this will add the set surcharge every time a unit is added to the basket	4.99 10 14.5
Free Shipping	Numeric field – to set a product to qualify for free shipping – will exclude the product form being included when calculating the shipping cost	1 = yes 0 = no
Commodity Code	Commodity or HS (Harmonised System) codes are used to classify goods for import and export abroad. HS codes can be found here: https://www.trade-tariff.service.gov.uk/sections	52 74 97
Country of Origin	The product's country of origin two letter code for import and export abroad. Country codes can be found here: https://en.wikipedia.org/wiki/List_of_ISO_3166_country_codes	Only the two letter Alpha-2 codes should be used
Quantity in Stock	Numeric field – to set the current stock level --- can be set as SPO to indicate 'Special Order' – useful for custom made items or those without a physical stock level	0 50 SPO
Low Stock Threshold	Numeric field – to set a threshold figure that triggers a 'Low Stock' message on the product and an email to a specified email address when the stock reaches that level (set in configuration)	1 5 10
Minimum Per Order	Numeric field – to set the minimum number of units allowed to be added to the basket	0 = no minimum 1 10
Maximum Per Order	Numeric field – to set the maximum number of units allowed to be added to the basket	0 = no maximum 1 10
Sell Multiples Of	Numeric field – to set the product to be sold in specific multiples of units	0 = will sell as single units 2 10
Warehouse Location	To set the warehouse location of a product – used on picking sheets	A3S2B6 25630
Categories	The category the product is to assigned to – must match the Category Title path exactly as it appears within the Category Manager – categories and their consequent sub-categories must be separated with a pipe character. Multiple categories must be separated with a semicolon. Adding an asterisk will indicate that the product is to be featured within that category.	Televisions Women|Handbags; Brands|Radley *Books|Audiobooks
Related Products	The products that are related to the main product – must match the SKU code of the products exactly. Multiple related products must be separated with a semicolon. Adding an asterisk next to the SKU will indicate that it is an addable related product. Adding an exclamation mark next to the SKU will indicate that it is selected by default. Adding a hash next to the SKU will indicate that it will be hidden. Adding curly brackets around the entire text will preserve the order of products.	WR0002; WR0003; WR0004 831457; 831458; *831523 MRSTH-02; !MRSTH-03; MRSTH-04 #D5300; D5301; D5302 {coast-mini ; coast-midi; coast-maxi }

Attributes	The attributes of the product – used within the product detail page, within the refine block and the advance search page. The attribute name must match the Attribute name exactly as it appears in the Attribute Manager. The attribute name and value must be separated with a pipe character. Multiple attributes must be separated with a semicolon.	Style|Shoulder Bag Screen Size|42 inch; Type|Plasma
Options	The options of the product – used within the product detail page, within the refine block and the advance search page. The option name must match the Option name exactly as it appears in the Option Manager. The option name and value must be separated with a pipe character and in the order you wish them to appear. Multiple options must be separated with a semicolon. Adding an asterisk next to a value will indicate that it is the default value. If a default is not specified the first value will be made the default.	Colour|Pink|Mustard|Blue; Size|Small|Medium|Large Length|2m|*5m|10m
Variants	The values of each variant in order each separated with a pipe character – SKU, Barcode, Part Number, Active, Discontinued, VAT, Selling, List, Cost, Weight, HS Code, Country, Quantity, Low Stock, Location, File. Multiple variants must be separated with a semicolon. Fields can be left blank if no value but character pipes must appear to separate each value and non-value.	831456P|12345612345|PM4675|||| 169.95|199.95||2.01|52|GB|10|2||do wnloa ds/the-lost-day.pdf|; 6305|B007LLY4QU|6x32T430A||1||50.95|50.95|||||0||||;
Variant Images	The images for each variant – each variant must appear in order of how they appear in the Product Editor Variants tab, with each one separated by a semicolon. The file name for each image size must be separated with a pipe character. Enter the file name only if the image is already uploaded to the correct folder within the File Manager or the full URL path if from an external source. Please note -- the create command cannot be used when importing in this format. If you wish to import your variant images using the create command you must export your variants as full products first.	variant1.jpg|variant1.jpg|variant1.jpg |variant1.jpg; variant2.jpg|variant2.jpg|variant2.jpg |variant2.jpg; variant3.jpg|variant3.jpg|variant3.jpg |variant3.jpg
Additions	To specify which Additions should be assigned to the product -- must match the Addition name exactly as it appears within the Addition Manager. Multiple Additions must be separated with semicolons. Additions sharing the same name must include a reference in brackets.	Engraving Engraving; Gift Box Image(front); Image(back)
Import Code	Text field predefined of letters between A and Z – used for assigning a group of products to a particular import template, therefore only allowing the products with that import code to be imported	A B C
Export Code	Text field predefined of letters between A and Z – used for assigning a group of products to a particular export template, therefore only allowing the products with that export code to be exported	A B C
Google Category	The Google category to be assigned to the product – must match the Google category as specified within the Google Taxonomy	Apparel & Accessories > Handbags > Shoulder Bags

Channels	The Channel(s) name, which must match exactly as it appears in the Channel Editor. Multiple channels must be separated by semicolons. Channel profiles may be appended to their relevant Channel using pipe characters.	Slave Site; eBay; Amazon Slave Site; eBay|Profile A; Amazon|Profile B
Channel Categories	The Channel Categories assigned to products. These must match the category title path(s) exactly and must be separated by pipe characters and semicolons. Multiple channels must be wrapped in curly brackets {} and separated by commas.	Clothes|Shirts; Clothes|Trousers { Clothes|Shirts }, { Girls|Shirts }
Channel Prices	For specifying different prices on Channels. Must contain the SKU and selling price for each product and variant you wish to override, separated by pipe characters and semicolons. Multiple channels must be wrapped in curly brackets {} and separated by commas	SKU|Price; SKU|Price PR1|4.99; PR2|14.99 { PR1|4.99 }; { PR1|3.99 };
Custom Data 1-10	Custom data can be added to these ten fields to add more information about the product. These can be featured on the product listing page, the product page and the product tabs. Can contain html.	
Title Bar	Text field – to add an alternative meta title to the product. By default the system uses the product title as the meta title unless overridden. Cannot contain html.	Panasonic LED 42 Inch HD TV Radley Pink Shoulder Handbag The Glittering Storm Audiobook
Meta Description	Text field – to add an alternative meta description to the product. By default the system uses the default description set in Configuration unless overridden. Cannot contain html.	Timeless appeal! Created from luxurious leather, that, over time will age beautifully. It's all about the colour this season so team with dark clothes so the bag pops out.
Meta Keywords	Text field – to add alternative meta keywords to the product. By default the system uses the default keywords set in Configuration unless overridden. Cannot contain html.	bag, handbag, shoulder bag, leather, pink, designer, luxurious, on trend, holdall, purse
Head Section	Text field – html to be added in to the HEAD section of the html just before the </HEAD> on a specific product	Do not use unless you are confident with HTML, CSS or JavaScript
Onload Values	Text field – additional code to be inserted in the <BODY ONLOAD=""> attribute – usually a JavaScript function call	Do not use unless you are confident with JavaScript
Meta Data Group	Numeric field – the meta data group to be assigned to the product	1 2 3
Billing Frequency	Specifying the product's billing frequency if using recurring billing. Leave blank for one-off purchase products.	MO = monthly QU = quarterly AN = annual
Instalments	Numeric field – specify how many installments should be charged for recurring billing	6 12 0 = unlimited
User Group 1-5	Numeric field – used to assign the product to a particular user group or groups	1 2 3