

Catalogue Feed Specifications

Guide for criteo.

Valid Feed Formats








Eligible Hosting Methods:

HTTP

FTP

Mandatory Product Information

Field (syntax)	Description	Example
 id	Product ID. Is used to match the IDs provided in the tags to the products stored in the catalogue.	565
 name	Name of the product.	Blue Jeans
 producturl	Complete URL to product page.	www.feed.com/jeans
 smallimage	Small product image. Ideal image size: 300x300px	www.feed.com/jeans.jpg
 bigimage	Big product image. Ideal image size: 400x400px	








Alphanumeric identifier of the item (max. 50 chars)

Images need to be provided in either of the following formats: **jpg, png, gif** (no animation).



Note that only a big image or a small image is required. Nevertheless, we **recommend** to provide **both**.

Recommended Product Information

Field (syntax)	Description	Example
 description	Description of the product.	This is product A.
 price	Price of the product.	15.99
 retailprice	Retail price of the product. If there is only one price, please use the "price" field instead.	2000
 discount	Difference between retailprice and price as percentage.	60
 instock	Availability of the product.	1
 recommendable	Indicating whether a product should be shown in banners.	1
 categoryid1	Product categories. For second product category use "categoryid2" and "categoryid3"	Electronics

excluding
currency symbol

1 = TRUE
0 = FALSE

Child IDs (product ID variations)



In case it is required to append a product ID with a sub product indicator (e.g. size of a dress), this can be done by using child IDs.

Field (syntax)	Description	Example
child_id	This contains a variation product ID or extension.	565.S, 565.M, 565.L



Example

Field (syntax)

Value

id

565

child_id

565.S, 565.M, 565.L

Example Feed - CSV Syntax

Example of a CSV feed containing 3 products:

Example CSV

```
id|name|producturl|smallimage|bigimage|description|price|retailprice|instock|categoryid1|categoryid2|categoryid3|child_id|
B789465|"Star Wars E7"|"http://exmp.com/sw7"|"http://exmp.com/sw7small.jpg"|"http://exmp.com/sw7big.jpg"|"Cinderella going to the Death Star."|20.99||1|"DVDs"|"SciFi"|||
P309688|"Jetpack"|"http://exmp.com/jetpack"|"http://exmp.com/jetsmall.jpg"|"http://exmp.com/jetbig.jpg"|"Avoid the tube."|2100|5000.00|0|"Home and Garden"|||
HG90BK|"Jeans"|"http://exmp.com/jeans"|"http://exmp.com/js.jpg"|"http://exmp.com/jb.jpg"|"Nice pair of jeans."|59.99||1|"Fashion"|"Trousers"|"Jeans"|"HG90BK.S,HG90BK.L"|
```



Criteo recommends to separate fields using the **pipe symbol** (even if it is empty) -> |
Other delimiters are possible (e.g.: comma, tab), but less preferred.



Alphanumeric fields such as name or description must be written in quotes (“”).

Example Feed – XML Syntax

Example of a XML feed containing 3 products:

```
<products>
  <product id="B789465">
    <name>Star Wars Episode VII</name>
    <producturl>http://exmp.com/sw7</producturl>
    <smallimage>http://exmp.com/sw7small.jpg</smallimage>
    <bigimage>http://exmp.com/sw7big.jpg</bigimage>
    <description>Stunning movie about Cinderella going to the Death Star.</description>
    <price>20.99</price>
    <retailprice></retailprice>
    <discount></discount>
    <recommendable>1</recommendable>
    <instock>1</instock>
    <categoryid1>DVDs</categoryid1>
    <categoryid2>SciFi</categoryid2>
    <categoryid3></categoryid3>
  </product>
  <product id="P309688">
    <name>Jetpack</name>
    <producturl>http://exmp.com/jetpack</producturl>
    <smallimage>http://exmp.com/jetpack900small.jpg</smallimage>
    <bigimage>http://exmp.com/jetpack900big.jpg</bigimage>
    <description>Avoid the tube.</description>
    <price>2100</price>
    <retailprice>5000.00</retailprice>
    <discount></discount>
    <recommendable>0</recommendable>
    <instock>1</instock>
    <categoryid1>Home and Garden</categoryid1>
    <categoryid2></categoryid2>
    <categoryid3></categoryid3>
  </product>
  <product id="HG90BK">
    <name>Jeans</name>
    <producturl>http://exmp.com/jeans</producturl>
    <smallimage>http://exmp.com/eftbig.jpg</smallimage>
    <bigimage>http://exmp.com/eftsmall.jpg</bigimage>
    <description>Nice pair of jeans.</description>
    <price>59.99</price>
    <retailprice></retailprice>
    <discount></discount>
    <recommendable>1</recommendable>
    <instock>1</instock>
    <categoryid1>Fashion</categoryid1>
    <categoryid2>Trousers</categoryid2>
    <categoryid3>Jeans</categoryid3>
    <child_id>HG90BK.S,HG90BK.L</child_id>
  </product>
</products>
```

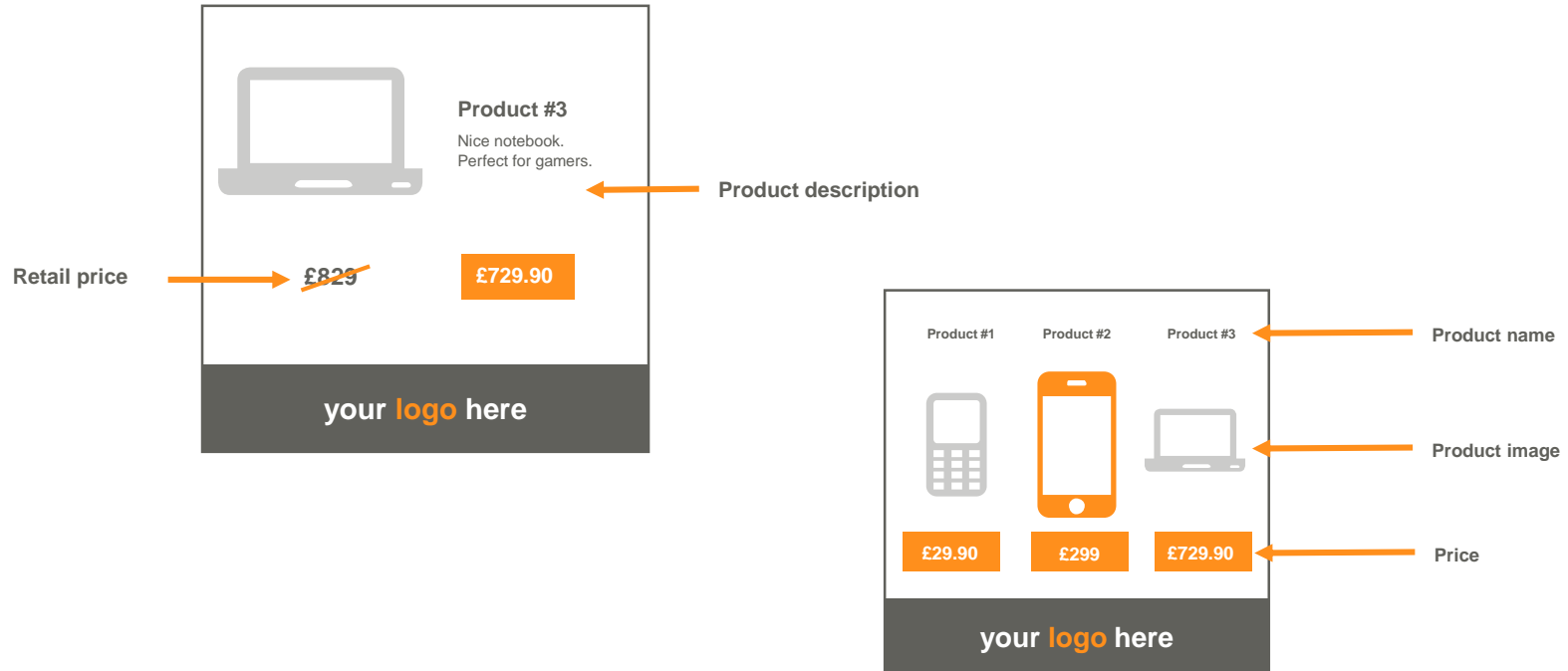


Symbols such as “&” or “<” must be **encoded** (&, <)



Each node must be correctly **closed**. A “root” node is required.

How is the Information Displayed in the Banner



5 Golden Rules

- 1 → Ensure that the **product ID** column will be used to populate the **IDs** passed in the **tags**.
- 2 → Ensure that all **prices** populated in the **feed** are **matching** the **prices** displayed on the **website**.
- 3 → **Test** some of the **product URLs** to verify that they are linking to the right products.
- 4 → **Test** some of the **image URLs** to verify that they are linking to the right product images.
- 5 → Ensure that you feed is **up to date** at all times & **notify** Criteo if there are any **changes**.