

## Instructions for the provision of CSV product files

By making your product feed available via a CSV file, you have the opportunity to provide publishers from the verticals of price and product comparison, Google Shopping and retargeting with all relevant data about your products. These publishers have a high reach and can significantly increase your sales.

Editorial content publishers also use product data to promote their products in the best possible way.

**Please note that according to the Basic Price Regulation, products subject to basic price requirements must be listed in your CSV file with correct details of contents and basic prices.**

**Additionally, please note that under the Energy Efficiency Classes Regulation, products must be listed in your CSV file with correct classification.**

The following documentation is intended to provide you with the most important information in order to be able to successfully provide your CSV file as an advertising material through ADCELL.

### The CSV structure:

In order for your publishers to be able to use your CSV file to promote your offers in the best possible way, you should offer the following information columns:

- \* Product deeplink
- \* Product title
- \* Product description  
Product description (long)
- \* Gross price  
Net price
- \* Strike price
- \* Currency
- \* European Article Number EAN and/ or
- \* Supplier article number AAN and/ or
- \* Manufacturer article number HAN  
Manufacturer
- \* Product image URL  
Preview image URL
- \* Product category  
Product category ID
- \* General shipping costs  
Shipping costs prepayment  
Shipping costs cash on delivery  
Shipping costs credit card  
Shipping costs direct debit  
Shipping costs invoice  
Shipping costs PayPal  
Shipping costs instant bank transfer
- \* Availability
- \* Delivery time
- \*\* Content
- \*\* Base price
- \*\* Basic price unit
- \*\* Energy Efficiency Class

**The fields marked with \* are mandatory**

**\*\* Mandatory field for products according to legal requirements**

Before delivering a CSV file, ADCELL evaluates the columns of your file and standardises the data so that consistently structured CSV files are delivered to the publisher for all partner programs.

If your CSV file contains further columns that are not mentioned in the information columns listed above, these columns are appended to the end of each line in the standardised CSV file as info columns. The publisher can see the exact column names in the ad media selection.

## Technical structure

To optimize the CSV file for the Publisher, you should select the following settings:

Encoding:	UTF-8 or ISO-8859-15
Column separator:	Semicolon ;
Text separator:	Double apostrophe "
Line separator:	Line break \n
1. line:	Column labels
From 2nd line:	Data lines

If you use semicolons as column separators, no semicolons may be used in the texts of the individual columns unless text identifiers (text separators: single or double apostrophes) are used. In that case, however, they must not be used in the text itself.

## Price and currency information

When displaying prices in the CSV file, please ensure that each individual row is displayed in only one currency. If you offer the same product in several currencies, please create a data row with a corresponding currency column for each currency.

Without specifying a currency for a price, we assume that the specification was made in euros.

### The following price indications are automatically recognised:

EUR 123,45	
123,45 EUR	
123,45; EUR	//; is used as column separator
123.45	//123,45
1.000,99	//1000,99
1.000.99	//1000,99 the last point is used as a comma if only 2 digits follow
1.000.000	//1000000,00
123,-	//123,00

## Base price, base price unit and content information for Google Shopping

Please check the following formatting guidelines so that Google Shopping can process the data you submit.

**For products / distribution in the EU, please state the basic price in kg or l in accordance with the quotation of prices order (May 2022).**

Please always put a space between the digit and the unit of measurement. Without a space, the data can not be processed correctly.

Type	Supported integer value with unit
Units supported:	Weight: <a href="#">mg</a> , <a href="#">g</a> , <a href="#">kg</a>
	Volume: <a href="#">ml</a> , <a href="#">cl</a> , <a href="#">l</a> , <a href="#">cbm</a>
	Length: <a href="#">m</a>
	Area: <a href="#">sqm</a>
	Per piece: <a href="#">ct</a>
Supported numerical values:	<a href="#">Please use whole numbers here. Example: 1, 100, 2, 4</a>
Additional supported combinations of integer + unit (metric):	<a href="#">75 cl, 750 ml, 50 kg, 1.000 kg</a>

## Set CSV file at ADCELL

You can create your CSV file at ADCELL under

*"My campaigns" → "Advertising material", "Create new" → "CSV".*

*as an advertising medium for your publishers. If you offer complete deep links to the individual product pages in your CSV file, please enter @0@ in the "Link:" field when creating advertising material at ADCELL. @0@. If further parameters are required, please append them with a "&".*

**Example with completed product link in your csv file:**

Your product link: <http://www.example.de/shop.php?product=1234>  
Desired parameter: &netzwerk=adcell  
Link / landing page URL: @0@?netzwerk=adcell

If you are delivering only parts of the product link within the csv file, please add the missing part of the product link to @0@ in the field „Links“ at your ADCELL interface. If additional parameters are needed, please attach them to the placeholder @0@ as you would attach them to the original product link.

If further parameters are required, please attach them.

**Example with manually structured product link:**

Your product deeplink: <https://www.example.de/shop.php?product=1234>  
Data in your CSV 1234  
Your parameter: &netzwerk=adcell  
Link: <https://www.example.de/shop.php?product=@0@&netzwerk=adcell>

If you have any questions remaining, we would be happy to be of assistance to you over phone, by fax or via mail.

Your contact for CSV files at ADCELL:



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Good luck with ADCELL!