



PRODUCT DATAFEED

Many Affiliates – Bloggers, Shopping Comparison Sites, Niche Storefront Pages – utilize a Product Datafeed. A Datafeed allows Affiliates to promote and link to specific products relevant to their website. Affiliates can search your Datafeed for relevant products and grab the tracking links necessary to display the information (ie. name, price, description and image).

	DATA FIELD	WHAT IS IT?	LET'S SEE AN EXAMPLE
REQUIRED FIELDS	1 SKU	A unique value associated with the product.	12A56B
	3 URL	The direct URL (link) to the product.	http://www.xxyyzz.com/product/12A56B
	4 PRICE	The current price of the product.	19.99
	9 CATEGORY	Product category defined by ShareASale.	10: Home and Family (use number only!)
	10 SUBCATEGORY	Product subcategory defined by ShareASale.	100: Kitchen (use number only!)
	14 MERCHANTID	Your Merchant ID.	12345
SUGGESTED FIELDS	2 NAME	The name of the product.	10-Speed Super Blender
	5 RETAIL PRICE	The suggested retail price of the product.	29.99
	6 FULL IMAGE	A URL (link) to a large image of the product.	http://www.xxyyzz.com/img/xl/12A56B.jpg
	7 THUMBNAIL IMAGE	A URL (link) to a small image of the product.	http://www.xxyyzz.com/img/small/12A56B.jpg
	11 DESCRIPTION	A description of the product.	10-Speed Super Blender with non-slip handle, ..
	12 SEARCH TERMS	Search terms related to this product.	Blender, Mixer, Small Appliances, Vitamix, etc..
EXTRA-MILE FIELDS	22 MERCHANT CATEGORY	Your specific category for this product.	Kitchen
	23 MERCHANT SUBCATEGORY	Your specific subcategory for this product.	Small Appliances
	27 CROSS SELL	List of SKUs that cross sell with this product.	12A55B, 32C56B, 18A54B
	28 MERCHANT GROUP	This is your 3rd level category for this product.	Blenders
	29 MERCHANT SUBGROUP	This is your 4th level category for this product.	10-Speed Blenders
	33 BEST SELLER	Populate with a 1 to indicated a best seller.	1
	35 REVIEWS RSS URL	URL (link) to RSS formatted reviews of product.	http://www.xxyyzz.com/reviews.xml
	44 MOBILE URL	Direct URL to the product, optimized for mobile	http://m.xxyyzz.com/product/12A56B
45 MOBILE IMAGE	URL to product full size, optimized for mobile	http://m.xxyyzz.com/img/xl/12A56B.jpg	
46 MOBILE THUMBNAIL	URL to product thumbnail, optimized for mobile	http://m.xxyyzz.com/img/small/12A56B.jpg	

THINGS TO REMEMBER

TIPS & TRICKS

- >> Update your datafeed regularly!
- >> Keep spelling & phrasing consistent in characterization fields (womens, women's).
- >> All columns must be represented in the datafeed & in the specified order.

AVOID COMMON OOPS

- >> Each product should be on one line, no line breaks please.
- >> SKU's must be unique, duplicates are removed.
- >> Column 9 & 10 correspond to ShareASale numeric options.

SEND IT TO US!

- >> Your file should be in .csv format and uploaded as a .zip or .gz archive.
- >> Merchants can automatically submit a datafeed via FTP.