



Bulk Product Creation Guide

Groupon Goods Gateway allows for qualified merchants* to upload their product catalogs in bulk to facilitate a better merchant experience. Below you will find a guide to the ins and outs of the new *Bulk Tool*.

Please note these files should be limited to no more than 100 products at a time, and due to product screening constraints, we advise your highest quality products be uploaded first.

If you encounter any issues, or have any additional questions about bulk product creation, you are encouraged to [open a support ticket](#) with the Merchant Success Team.

*Only upper-level merchants are eligible for Bulk Product Uploads. [Click here for more information.](#)

Navigation

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Bulk Product Creation is restricted to merchants Level 3 or above.

Not all merchants have immediate access to the Bulk Product Creation tools on *Gateway*. At this time, the bulk upload function is restricted to merchants who have attained Level 3 or above in our Merchant Graduation system.

Merchant Graduation Level
to qualify for Bulk Product Uploads

3
(or higher)

Goods Marketplace places an emphasis on offering attentive service and quality products. Our merchants must demonstrate their ability to perform at a consistently high level with a smaller inventory before gaining access to our bulk upload tools.

Relevant Resources

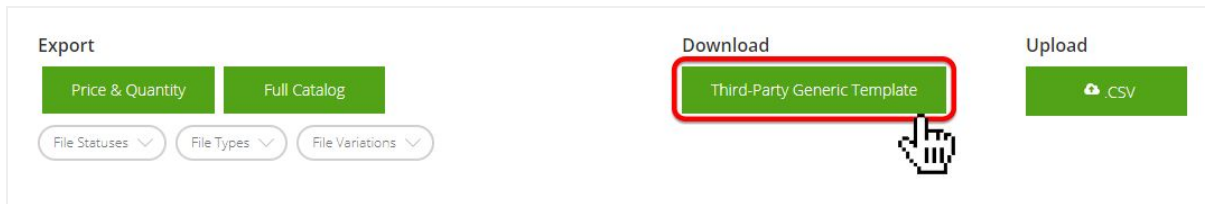
With strong performance and a little patience, all merchants have the capability to work through our Merchant Graduation system and eventually attain a Level 3 status. If you do not fully understand how our Merchant Graduation system works, you may find the resources below to be helpful:

- [Understanding Merchant Graduation](#)
- [How Scorecard impacts Merchant Graduation](#)
- [Viewing your Merchant Scorecard](#)
- [Understanding your Merchant Scorecard](#)



Finding the Bulk Upload Template

The Bulk Upload Template can be downloaded by clicking on the *Download Generic Third-Party Template* button on the [Bulk Upload page](#).



This template is a spreadsheet document you will be using to input all of the information needed to create your product inventory. Download the template, then use this guide to assist in filling it out to completion.

Once you are finished, you will return to the [Bulk Upload page](#) and upload your new completed copy of the template.

NOTE: We update our third-party template frequently. Each time you make a new bulk upload, be sure you've downloaded the most recent copy of the template before editing!



Bulk Upload Template Tabs and Definitions

The [Bulk Upload template Excel file](#) has seven different tabs to assist you in filling out your product information. This section explains the function of each of these tabs.

Instructions & Best Practices	Third-Party Template	Definitions	Category ID	Attributes	Attribute Values	List of Values
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“Third-Party Template” tab

This tab is where all information for you bulk product upload is entered. Once you are finished, this is the tab that will be saved and uploaded into the Gateway system.

Blue-colored columns are <i>required</i> .	White-colored columns are <i>optional</i> .	Orange-colored columns are <i>optional</i> , and deal with product groups or warranty
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Other tabs

The six remaining tabs are helpful resources to assist you in completing the “Third-Party Template” tab. These will provide you with references, lists, tips and more.

- **Instructions & Best Practices**
A quick supplementary guide to using the Bulk Upload tool
- **Definitions**
An overview of what columns mean and what each field accepts
- **Category ID**
A list of valid category IDs that will be accepted in the template.
- **Attributes**
List of attributes that are associated with each category. This includes whether or not they are required and if they create a variation based upon the value.
- **Attribute values**
List of values that are valid for each attribute
- **List of values**
List of values that are valid for other fields that require specific values (Ex: Product Identifier Type, Country of Origin)



Bulk Upload Best Practices



If you only read one thing, read the following:

A Merchant SKU can only be used *once* in your catalog. If you try to use the same Merchant SKU again, it will move that item out of the original deal and into a new deal.

The [Bulk Upload template Excel file](#) has seven different tabs to aid you in filling out your product information. This section explains the function of each of these tabs.

Planning Your Product Group

NOTE: In *Gateway*, product groups are created at the point of upload by combining products with matching information the Variation Grouping ID (Column K).

- Consider which options should sell together on the same deal and decide what the VARIATION GROUPING ID should be for these items.
- Make sure the VARIATION GROUPING ID is unique and less than 40 characters. If it gets reused on a later upload, the uploaded product will be added as options on the existing group.
- Ensure the Variation Grouping ID (Column K) is the same for all products you want to be grouped together on the same deal.
- Some examples include: *"89486 Egyptian Cotton Bath Towels"*, *"GTS416-Graphic T-Shirt Collection"*, *"Birthstone Necklaces-3125"*

Remember that Category ID, Product/Product Group Title, Description, Manufacturer, Brand and Bullet Points must be the same for all items grouped together on a deal. The information must be relevant to ALL products in the group.

For more information, see [What Are "Products" and "Product Groups"?](#)



Choosing Category IDs & Attributes

1. Reference the Category ID tab to find the category most applicable to your product. You can then copy and paste this category into column A (Category ID) on the Template tab.
2. Filter by your Category on the Attributes Tab to review the attributes available for your category and determine which attributes are required versus optional.

Blue-colored columns are required.	White-colored columns are optional.	Orange-colored columns are optional, and deal with product groups or warranty
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NOTE: If you enter an attribute for *one product*, you must enter that attribute for *all products in the group*, or you will encounter an upload error.

Distinguishing attributes create deal dropdown options. If there is more than one product in a group, at least one *distinguishing attribute* value must be unique to each product.

Attribute 1 Name	Attribute 1 Value	Attribute 2 Name	Attribute 2 Value
Color	Green	Men's Apparel Size	X-Small
Color	Green	Men's Apparel Size	Small
Color	Green	Men's Apparel Size	Medium
Color	Green	Men's Apparel Size	Large
Color	Green	Men's Apparel Size	X-Large
Color	Green	Men's Apparel Size	XX-Large

Attribute 1 Name	Attribute 1 Value	Attribute 2 Name	Attribute 2 Value
Color	Green	Men's Apparel Size	X-Small
Color	Green	Men's Apparel Size	Small
Color	Green	Men's Apparel Size	Medium
Color	Green	Men's Apparel Size	Large
Color	Green	Men's Apparel Size	Large

The examples highlighted in yellow above are **incorrect** because two products within the same product group contain the same exact combination of attribute values.



Custom Attributes

Custom attributes can be used by following the below guidelines. These instructions were designed for the most frequently used Custom value: **color**, but these guiding principles can be applied to any other custom attributes your inventory may necessitate.

GROUPON Goods GATEWAY® CUSTOM COLOR GUIDE

Products that require color attributes not found in the color values list can be defined using custom color. Custom color allows a product to have a customized color name in the drop-down list, while keeping the color group associated for left-hand navigation. Customized values also allows multiple products within the same color group to be created without being considered duplicate.

	A	B	C	D	E
1	Category ID	Attribute	Required?	Allow Free Text?	Can Be Custom?
2323	Apparel_Unisex_Cold Weather_Gloves	Color	Y	N	Y
2324	Apparel_Unisex_Cold Weather_Gloves	Generic Size	N	N	N
2325	Apparel_Unisex_Cold Weather_Gloves	Special Sizes	N	N	N
2326	Apparel_Unisex_Cold Weather_Gloves	Fabric/Material	N	N	N
2327	Apparel_Unisex_Cold Weather_Gloves	Apparel and Footwear Material	N	Y	N
2328	Apparel_Unisex_Cold Weather_Gloves	Apparel and Footwear Sizing Chart	N	Y	N
2329	Apparel_Unisex_Cold Weather_Gloves	Apparel and Footwear Care Instructions	N	Y	N

In order to find out if an attribute allows custom color, consult the "Attributes" tab in the bulk upload file. Here you can see if :

- an attribute is required for a category
- whether it is free text
- if it can be custom.

	A	B	C	BG	BH	BI	BJ	BK	BL
1	Category ID	Vendor SKU	Product/Product Group Title	Attribute 1 Name	Attribute 1 Value	Attribute 2 Name	Attribute 2 Value	Attribute 3 Name	Attribute 3 Value
2	Apparel_Unisex_Cold Weather_Gloves	MV710357-BLK	Micro Velvet Touch Screen Gloves With Glow Tips	Color	Black // Charcoal Black with Grey Fingertips	Generic Size	Medium	Apparel and Footwear Material	100% Polyester
3	Apparel_Unisex_Cold Weather_Gloves	MV710357-GRY	Micro Velvet Touch Screen Gloves With Glow Tips	Color	Grey // Fossil Grey with Brown Fingertips	Generic Size	Medium	Apparel and Footwear Material	100% Polyester
4	Apparel_Unisex_Cold Weather_Gloves	MV710357-ORG	Micro Velvet Touch Screen Gloves With Glow Tips	Color	Orange // Neon Orange with Grey Fingertips	Generic Size	Medium	Apparel and Footwear Material	100% Polyester
5	Apparel_Unisex_Cold Weather_Gloves	MV710357-RO5	Micro Velvet Touch Screen Gloves With Glow Tips	Color	Red // Fuchsia with Grey Fingertips	Generic Size	Medium	Apparel and Footwear Material	100% Polyester

When entering a custom attribute, enter the hard-coded value (such as "Black"), followed by two forward slashes (//) and the custom value (such as "Charcoal Black with Grey Fingertips").



Adding Product Images

- When using the *Bulk Upload* tool, all images must be added via URL.
- All image URLs must end in *.jpg*, *.gif*, or *.png*.
- Your URL must be a direct link to the image. To check if a URL is a direct image link, paste the URL in your browser; if you only see the image with no other information on the page (eg, site logos, text), the URL *is* a direct link.
- Be sure that the image is set to public, as Gateway will not accept password protected images.
- Some merchants choose to use the *Dropbox* service to host their product images. If you are planning on using *Dropbox*, please see our tips for *Dropbox* users on the support page [How to Create an Image Link](#).

NOTE: If you're not sure that your product photos are compliant with our guidelines, please see [Image Requirements](#) and [Creating a Great Product Photo](#).



Tips & Tricks

- To keep a product from going live immediately after approvals, enter the number 0 in the *Quantity* field. Please remember that you must add a value, and cannot leave the *Quantity* field blank.
- Do not change the column headers on the template tab. You also may not add any extra columns. Any modifications to the template may cause errors with your upload.
- If you are using a 13 digit UPC as a Product Identifier, select *EAN* as the Product Identifier Type.
- For products in the same Product Group, it is best practice to order items from lowest to highest price at upload.
- When editing .CSVs, Excel will automatically attempt to format the figures in your UPC column in Scientific Notation. To prevent errors, convert format to "NUMBER" or "TEXT" if there are any leading zeros.

For more detailed help resolving this issue, see the [Leading 0's Disappearing Error](#) section of this guide.



How do I know if my bulk upload was successful?

When creating new products, or updating existing products in bulk, you can determine the success of your upload by checking the color of the *cloud icon* next to the “Import” and “Catalog” on the [bulk upload page](#).

Upload Successful

If a *green cloud icon* appears next to your file upload, all products in your file were successfully added to your inventory, and there were no errors.



A screenshot of a user's screen after successfully completing their bulk upload.

Congratulations on the successful upload! To view your created or updated products, visit the [Products](#) page. Your listings must now be reviewed by our screening team before going live on our customer-facing portal. This process generally takes 7 days.

Upload Encountered Errors

If a *red cloud icon* appears next to your file upload, there were file errors. The number by the cloud indicates how many products experienced errors and were consequently not created/updated.



A screenshot of a user's screen after encountering 3 errors during their *Bulk Upload*.

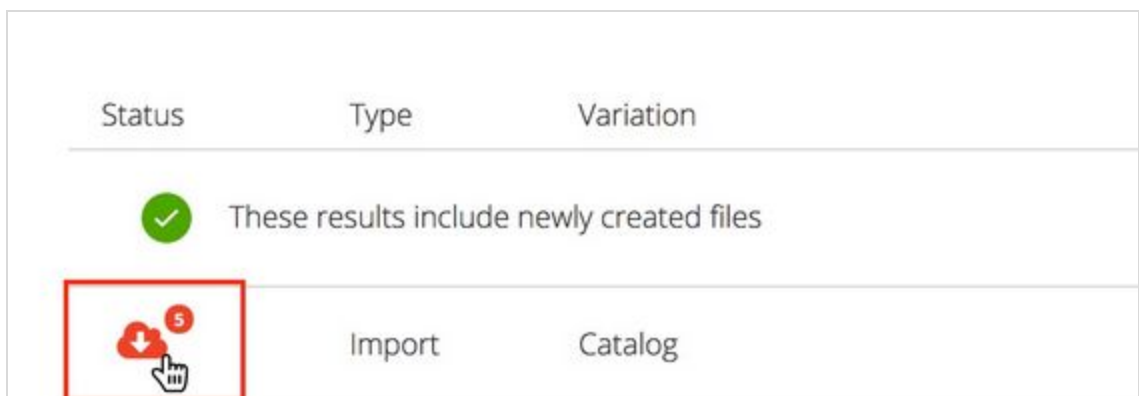
NOTE: Any products in this upload *NOT* affected by an error are successfully created/updated! To determine which specific products were affected, and to discover solutions for these issues, your next step should be visiting the [Diagnosing Bulk Upload Errors](#) section of this guide.



Diagnosing Bulk Upload Errors

When uploading a product catalog for the first time, it is not uncommon for errors to be present. Please follow the following steps to ensure that those are resolved in time:

1. First ensure that an error(s) have occurred. Errors are denoted by a *red cloud icon*. A *green cloud icon* indicates that the file was accepted successfully.
2. If a *red cloud icon* is present, click on the cloud icon to download the error file.



3. Upon download, open the file and scroll to the far right to view the various errors in the file that need correction.

Refer to the [How to Fix a Bulk Upload Error File](#) section of this document for the definition of these errors, and their corresponding solutions.

	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ
1	input_row_n errors																		
2	2 Variation Grouping ID: Must have at most 40 characters. Bullet 1 Description: Must contain only letters, numbers, spaces, and the characters: -;!?;()%/*#@~. Bullet 2 Description: Must contain only letters, numbers, spaces, and the charact																		
3	3 Variation Grouping ID: Must have at most 40 characters. Bullet 1 Description: Must contain only letters, numbers, spaces, and the characters: -;!?;()%/*#@~. Bullet 2 Description: Must contain only letters, numbers, spaces, and the charact																		
4	4 Variation Grouping ID: Must have at most 40 characters. Bullet 1 Description: Must contain only letters, numbers, spaces, and the characters: -;!?;()%/*#@~. Bullet 2 Description: Must contain only letters, numbers, spaces, and the charact																		
5	5 Variation Grouping ID: Must have at most 40 characters. Bullet 1 Description: Must contain only letters, numbers, spaces, and the characters: -;!?;()%/*#@~. Bullet 2 Description: Must contain only letters, numbers, spaces, and the charact																		
6	6 Variation Grouping ID: Must have at most 40 characters. Bullet 1 Description: Must contain only letters, numbers, spaces, and the characters: -;!?;()%/*#@~. Bullet 2 Description: Must contain only letters, numbers, spaces, and the charact																		
7																			
8																			
9																			
10																			

4. Upon correction of all the errors, you may now re-import your file into *Gateway*. If all errors were addressed, the new file upload will be denoted with a *green cloud icon*.



How to Fix a Bulk Upload Error

Diagnosing the Error

When using the *Bulk Upload* tool, you may encounter a failed upload. By clicking on the "Failed" cloud to the right of the file name, you can download the error file and identify what issues need to be fixed in your file.

For more information, see the [Diagnosing Bulk Upload File Errors](#) section of this guide.

List of Common Error Messages

Below is a list of error messages you may encounter while troubleshooting our *Bulk Upload* tool. Accompanying each error on this list is an explanation of the problem, as well as a solution to the issue.

Upon correction of these errors, you may now re-import your file into *Gateway*. If all errors were addressed, the new file upload will be denoted with a *green cloud icon*.

- ▶ “[Column Name] is too short (minimum is [x] characters)”
Problem: A value is needed for every item in your upload file for this column
Solution: Add a value for this column
- ▶ “[Column Name]: [value] is not a valid Category ID. Please refer to the Category tab for available categories.”
Problem: The value you entered in this field is not a recognized Category ID.
Solution: Change your Category ID to match one of the valid categories
- ▶ “[Column Name]: [value] is not valid for the Product Identifier type selected”
Problem: [Product Identifier Type](#) is something other than UPC, EAN, ISBN 10, ISBN 13, ITF, or a blank cell.
Solution: Add a valid Product Identifier Type
- ▶ “[Column Name]: Please refer to UPC formula to determine the correct 12th digit for this product”
Problem: The last digit in your Product Identifier (UPC) does not follow the check digit formula
Solution: Replace or add the last digit in your Product Identifier (UPC) value using a [check digit calculator](#).



- ▶ “[Column Name]: This identifier has been used on another product in the Product Group. Each product must have a unique identifier number.”
 - Problem:** A product-level identifier, such as UPC, is already being used by another product in the group
 - For more information, see** [How Do I Fix “Duplicate Universal ID” Error](#)

- ▶ “[Column Name]: [value] is not included in the list of accepted values: [list of accepted values]”
 - Problem:** Field entry is not a accepted value
 - Solution:** Replace with accepted value [a], [b], or [c]

- ▶ “[Column Name]: Must be entered as either Yes or No.”
 - Problem:** Field entry is not on the list of accepted values
 - Solution:** Change value to match the value Yes or No

- ▶ “Country of Origin: Must be a valid 2 letter country code”
 - Problem:** The Country of Origin code is not an accepted value
 - Solution:** Replace County of Origin value with an accepted 2-digit country code.

- ▶ “[Column Name]: Must be a fully formed, valid URL”
 - Problem:** The URL in this field is not in acceptable format
 - Solution:** Add 'http://' or 'https://' to the beginning of the URL and test the URL to confirm that it is valid.

- ▶ “Category ID: This category is no longer available for use. Please refer to the Category tab for available categories.”
 - Problem:** Category ID value is not complete
 - Solution:** Add a more specific Category ID value found on the list provided in the "Category ID" tab of the Bulk Upload Template

- ▶ “[Column Name]: Attribute [Attribute name] and an associated attribute value are required for this category”
 - Problem:** [Attribute name] needs to be present when creating products in this category
 - Solution:** Add [attribute name] to the product row

- ▶ “[Column Name]: [Attribute value] is not a valid value for [attribute name]. Please refer to the Attribute Values tab for available values.”
 - Problem:** The attribute value entered is not valid for this attribute.
 - Solution:** Add a valid value for attribute y. For a list of valid values, see the "Attribute Values" tab in the Bulk Upload Template.

- ▶ “[Column Name]: [Attribute name] is not associated with the Category ID listed in Column A.”
 - Problem:** The attribute name is not a associated with this category
 - Solution:** Remove attribute or change the value to a valid attribute name for the category, found in the "Attributes" tab in the Bulk Upload Template.



- ▶ “[Column Name] [Attribute Name] has already been used for this product”
Problem: The attribute name has already been associated with this product
Solution: Remove attribute name & value from the file
- ▶ “[Column Name]: This value can only be used once on the file”
Problem: There is a duplicate product-level identifying value in this product group, such as SKU
Solution: Change one of these values to differentiate it from the other products' values in the product group
- ▶ “[Column Name]: Product with this SKU number could not be found”
Problem: Either you are trying to update a SKU that does not exist, or the Cost & Inventory template is being used to upload products, when the Generic Template should be used.
Solution: Download and use the [Generic Template](#) for the bulk upload. Be sure to always use the most up-to-date template, as changes may have recently been made.
- ▶ “[Column Name] is not a number”
Problem: Gateway does not recognize the character that is entered in this cell
Solution: Delete and re-enter the information contained in this cell
- ▶ “[Column Name] must only contain letters, numbers and the characters: .-,!?:;()%/*#@#{}\$&~”
Problem: There are characters in this field that Gateway does not accept.
Solution: Delete any characters not listed above and replace them with accepted characters if necessary.
- ▶ “All products selling together in a product group must have a unique combination set of distinguishing/variation attributes.”
Problem: There are no distinguishing attributes to differentiate products from one another within the group
Solution: Add at least one distinguishing attribute to each product in a group. Distinguishing attributes can be found on the "Attributes" tab of the Bulk Upload Template file.
- ▶ “[Column Name]: Cost changes are not permitted when a Product Group is actively under contract”
Problem: A contract is active for this product group and has locked in Unit Price and Shipping Cost.
Solution: Try to make changes for this product group in the UI OR contact your buyer to end the contract, then propose a new contract once desired changes have been made.
- ▶ “Maximum number of [Column Name] is [max]”
Problem: This column is not part of the columns included in the Bulk Upload Template
Solution: Remove column from the spreadsheet
- ▶ “[Column Name]: [Attribute Value] is not a recognized value for this attribute. Please refer to the Attribute Values tab for available values.”
Problem: This column requires a value from a list of values. The value you have entered is close to the value, but not exact
Solution: Copy and paste one of the accepted values directly from the list of accepted values



- ▶ “All products selling together in a product group must have the same attributes. Please apply missing [attribute name] and a corresponding attribute value to this product.”
 - Problem:** Any attributes that are present for one product in a group must be present for all products in that group. At least one product in this group is missing an attribute.
 - Solution:** Add the missing attribute to this product

- ▶ “[Column Name]: Must be a valid currency amount”
 - Problem:** The value in this column is not in currency format
 - Solution:** Change this value to xx.xx format, so that there are no more than 2 numbers to the right of the decimal and there are no symbols present (ex: \$).



How Do I Fix “Duplicate Universal ID” Error

Cause of “Duplicate Universal ID” Error

If you are receiving the following error, your *Product Identifier* may be formatted incorrectly:

“This identifier has been used on another product in the Product Group.
Each product must have a unique identifier number.”

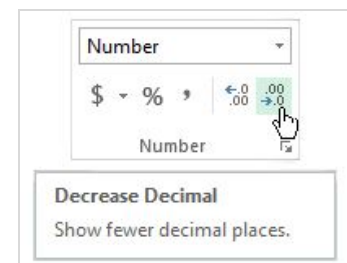
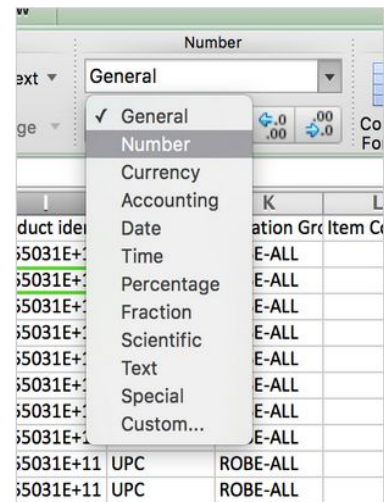
In *Excel*, your Product Identifier will automatically formatted in scientific notation. This means a value entered as “855031021476” becomes formatted as “8.55031E+11”.

Since this formatting will be rejected by the Bulk Upload tool, you will need to change your Product ID cells into number format. Take the steps below, then re-upload to the *Bulk Tool*.

Resolving “Duplicate Universal ID” Error

1. Highlight all cells containing *Product Identifiers*.
2. Find the dropdown menu above your spreadsheet, in the section labeled “Number”.
3. Open this menu, and change the formatting for your highlighted *Product Identifiers* from “General” to “Number”.
4. Use the “Decrease Decimal” button below the formatting drop-down to decrease the number of decimal places to zero, giving you a whole number with *no numbers following a decimal place*.

(example: 855031021476 instead of 855031021476.5452)



If this does not resolve your error, try following the steps in the [Leading 0's Disappearing](#) section below.



Leading 0s Disappearing from Product Identifier

Cause of “Leading 0’s Disappearing” Error

Due to the nature of *Excel*, leading 0’s on Product Identifiers, like UPCs, may disappear once the file is saved. Adding the 0’s and saving the file, then uploading to *Gateway* without opening the file again can solve this issue.

Steps to Resolve “Leading 0’s Disappearing” Error

1. Open the bulk file, and navigate to the *Product Identifier* column.
2. Insert a new column to the left of the *Product Identifier* column and title the new column “*Product Identifier*”. You should now have two adjacent columns titled “*Product Identifier*”.

M	N
Product Identifier	Product Identifier
	27077081022
	27077081008
	27077081039

3. In the second row of the *new* column, enter the following formula:

```
=CONCATENATE("0",[cell name])
```

M	N
Product Identifier	Product Identifier
=CONCATENATE("0",N2)	
	27077081008
	27077081039
	27077081015
	27077081077

M	N
Product Identifier	Product Identifier
027077081022	27077081022
	27077081008
	27077081039
	27077081015
	27077081077

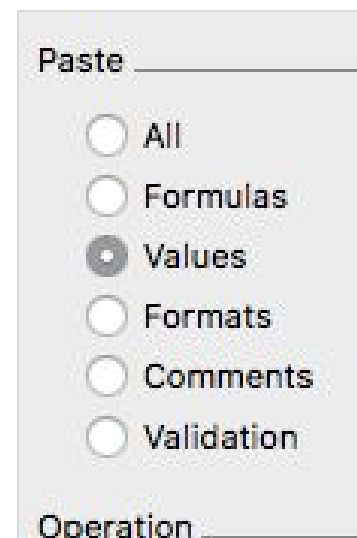
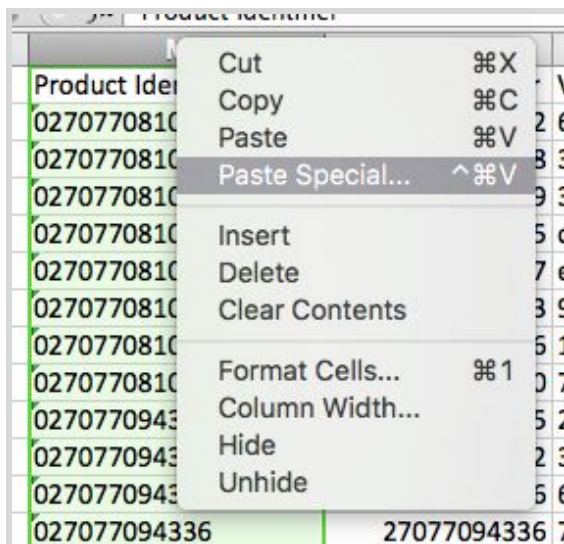
...where [cell name] is the *letter and number of the cell in the original adjacent column*, then press enter. This will duplicate the content in the adjacent cell, with zeroes restored.



4. Continue this formula for all rows that have *Product Identifiers* without their leading 0's.

M	N
Product Identifier	Product Identifier
027077081022	27077081022
027077081008	27077081008
027077081039	27077081039
027077081015	27077081015
027077081077	27077081077
027077081053	27077081053
027077081046	27077081046
027077081060	27077081060
027077094305	27077094305
027077094312	27077094312
027077094336	27077094336
027077094336	27077094336
027077094275	27077094275
027077094282	27077094282
027077094282	27077094282
027077078848	27077078848

5. Once all formulas are entered, highlight the full *new Product Identifier* column and copy. Then, click into the first cell of the column, right click, and select "Paste Special > Values".





6. Finally, delete the entirety of your *original* Product Identifier column.



You now have a single *Product Identifier* column with leading 0's properly attached!

7. Once your changes have all been made, double-check your work, then save your file. You can now re-upload this spreadsheet using the Bulk Tool in order to resolve the “disappearing 0’s” error.



After saving your changes and closing *Excel*, **DO NOT re-open your file** before uploading it to *Gateway* with the Bulk Tool. Re-opening may lead to your changes being lost, causing this error to resurface.