



Bing Shopping program

Merchant Integration Guide

Bing Shopping program on-boarding Merchant Workflow



Merchant



MS On-boarding Team



Merchant



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MS On-boarding Team

Complete Your
Interest Form

Receive Your
Welcome
Packet

Complete Your
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Center
Information

Submit Your
Feed

Test and
Activate

A

Complete Interest Form

B

Configure Merchant Center

C

Submit Feed

Prep: Once you submit the interest form your Welcome Kit will be sent to you

Hi,

Thank you for your interest in the Bing Shopping program. My name is Travis and I am a member of the Bing Shopping Merchant Onboarding team. I will be assisting you with your onboarding.

The following steps are needed to start the activation process:

1) **Configure your company information in the Merchant Center:**

<https://ssl.bing.com/BingShopping/admin/merchants/login>

You will also find our Bing Shopping Merchant Agreement Terms and Conditions here that you should review prior to activation.

- User name: XXXXXX
- Password: XXXXXXXX

*Important - You must fill out ALL information in the sections within 'Company Information' including:

- Company Information
- **Shop-by-Store URL**
- Company Contacts
- Logo Management – Please upload your company logo. *Logo must be 88px (w) x 31px (h) in height.*
- User management –The log in credentials above will get you onto the site, but we encourage all of our merchants to change their password in the interest of security.

2) **Create a feed and upload it to our FTP Site:** The Integration Guide explains how to create a usable feed and the login credentials below will allow you to upload your feed to our FTP server (<ftp://feeds.adcenter.microsoft.com>)

- Username: contoso
- Password: XXXXX

To ensure a successful launch, the steps above should be completed by XXXXX. Once these steps are completed, I will validate your data feed. Please let me know when you have your data feed uploaded for validation.

Please let me know if there is anything that I can help you with. We look forward to having you on board.

Regards,

Merchant Help Forum

The following information will guide you through configuring your merchant information and data feed.

For additional questions regarding feed creation and merchant best practices in the Bing Shopping program, we highly recommend you visit our merchant help forum.

It's a great place to collaborate with the Bing Merchant Community!

<http://community.microsoftadvertising.com/forums/31.aspx>

Configure Company Info in Merchant Center

1. **Log in with credentials provided to you:** <https://ssl.bing.com/Bing Shopping/admin/merchants/login>
2. **Fill out ALL information listed below:**
 - Company Information - ALL FIELDS MUST BE COMPLETED
 - Shop-By-Store URL: the landing URL when customers choose to go to your store directly.
 - For existing Merchants source=cashback is still supported
 - Company Contacts
 - Shipping and tax information
 - Logo Management – Please upload your company logo. Logo must be 88px (w) x 31px (h) in height.
 - User management –The log in credentials will allow you access the site, but we encourage all of our merchants to change their password in the interest of security.

Catalog Data Feed - Overview

Freshness:

- We recommend you update your catalog feed daily, but at minimum you must refresh it every 30 days.
- Update your catalog data feed whenever product information changes (IE: price) to ensure consistency between the Bing Shopping site and your store site.
- It might take some time (up to 48 hours) for the Bing Shopping backend to consume the data feed so the updates will not show up on the shopping site instantly.
- First time feeds may take longer to appear publicly as they are mapped and published.

File Name

Important! Your file name must match exactly as illustrated. IE: Use ONLY “bingshopping.txt”

(Only the following 3 types of files are accepted)

- bingshopping.txt (if uncompressed)
- bingshopping..zip (if ZIP compressed)
- bingshopping.txt.gz (if GZIP compressed)

Format:

- **Header row is required – Please refer to our Data Feed Attributes Quick Chart**
- Each line can only contain one product listing
- Bing Shopping requires 10 columns and highly recommends 3 additional columns.
- TAB-delimited
- Character Set/Encoding: UTF-8
- Each feed file will completely replace any previously uploaded product data. Incremental updates are not currently supported
- One data feed file per merchant is allowed

Important To Know Before You Start...

We create the Bing Shopping experience by **matching your offers to our catalog** using the information you send us via your **data feed**. We suggest you include as much information about each offer in your feed as possible. Below are the fields we require and the those we recommend.

Required for Activation

Merchants Product ID (**MPID**)

Product Title

Product URL

Price

Stock Status

Description

Image URL

Universal Product Code (**UPC**)

International Standard Book Number (**ISBN**) (for books)

Merchant Category

Recommended

MPN

SKU

Bing Category (Leaf Node)

Best Practices

Give Us Detailed Category Information:

*Search relevance, or assuring your offers will be viewed by your customers when they are searching for an offer, is increased by making certain all of the required data is submitted. The better your category data, the better your relevance! See **Optimizing Your Offers For Search in the following section.***

Unique Identifiers:

*Be sure to use as many unique identifiers as possible. Providing the **MPN, UPC, ISBN and MPID** will assure the best item matching to our catalog.*

Limit Title and Description:

*We use the Bing Shopping Title and Product Descriptions in our catalog. For this reason **information stuffing** in your title and description fields will not create a better chance of your offer being seen by customers. Please make your product descriptions short and powerful.*

All product titles should be standardized, with the first letter of every word capitalized, such as:

Manufacturer or Brand/Model Number/Product Category

IE: Gateway GM5626 Desktop Computer

IE: Nikon Coolpix L15 Digital Camera

Use of Headers:

*Using a header value is **required** and will greatly reduce the risk of **column shifting**.*

Optimizing Your Offers For Search

When shoppers search for offers, the Bing Shopping full-text search feature chooses products to feature in the search results list based on **relevance**. The quality of your data and how it is matched to our shopping catalog will dictate this relevance.

The data you send us will be used to match your offers to our catalog, and it will also be seen by your customers. The quality of the **data** you send us will determine the quality of your **data feed**, its **search relevance** and your **customer's purchases**.

Our Bing Shopping Catalog is organized by categorizing offers. Please provide the **top level categories** listed below so that your customers can easily find and view your offers even if they don't know the name or title of the product.

It's very important that you provide us a top level Bing Category at minimum.

Please use one of the following for each offer provided in your data feed:

Arts & Crafts
Baby & Nursery
Beauty & Fragrance
Books & Magazines
Cameras & Optics
Car & Garage
Clothing & Shoes
Collectibles & Memorabilia
Computing
Electronics
Flowers
Gourmet Food & Chocolate
Health & Wellness
Home Furnishings
Jewelry & Watches

Kitchen & Housewares
Lawn & Garden
Miscellaneous
Movies
Music
Musical Instruments
Office Products
Pet Supplies
Software
Sports & Outdoors
Tools & Hardware
Toys
Travel
Vehicles
Video Games

Data Feed Attributes Quick Chart

Configure Merchant Center

Header Value	Required	Description	Data Type	Min Length	Max Length	Preferred Format	Additional Criteria
MPID	Yes	Merchant Product ID. The ID you assign to a product covers the course of that product's lifetime and should be consistent between feed updates.	String	1	100		Any ID is acceptable as long as it is unique. The same product ID should be used for reporting purchases and returns.
Title	Yes	The product name or in the case of a book, magazine, DVD, CD, game, etc., the title.	String	1	254	IE: Kenneth Cole Black Men's Dress Shirt	
Brandor Manufacturer	Yes	should only contain the product manufacturer's name, brand name or publisher's name.	Text	1	100	Use standard Title Case where possible	An accurate Brand name is critical, even in the case of store brands. In the case of "store branded" items, the merchant name can be used, but if the product is not exclusively offered by you, brand name should be the manufacturer/brand name and not the merchant name.
MPN	Yes – At least one of MPN or UPC or ISBN is a required column	Manufacturer assigned part number for this product.	Text	1	100		Clothing offers can use Manufacturer's Style number in this field.
UPC	Yes – At least one of MPN or UPC or ISBN is a required column	Universal Product Code.	Text	12	12	Standard Assigned 12 Digit UPC Numbers	Do not add or subtract numbers, insert any characters, or separate the UPC code.
ISBN	Yes. At least one of MPN or UPC or ISBN is a required column.	International Standard Book Number.	Numerical	Text	10	13	10 or 13 digit ISBNs. The ISBN is matched to other offers with the identical ISBN - significantly improving your customer's ability to locate your product. Use for books, CDs, DVD.
MerchantSKU	Highly Recommended	Used to refer to different versions of the same product, often to denote different sizes or colors	Numerical / Text	1	64	String	
ProductURL	Yes	Link to your website where a potential buyer can complete the purchase of your product.	Numerical / Text	1	1000	Fully qualified URL IE: The http:// portion of the domain name must be included.	URL should go directly to the product page on your site where the customer may purchase the item listed.
Price	Yes	The base price, excluding tax and shipping of the product.	Decimal	0.01	25000.00	Number, to a precision of two decimal places. IE: 15.00	Commas are acceptable. IE: 1,200.00. If over two decimal places, rounds up. Must be in USD.

Data Feed Attributes Quick Chart (Continued)

Header Value	Required	Description	Data Type	Min Length	Max Length	Preferred Format	Additional Criteria
StockStatus	No, however if no status entered, defaults to Out of Stock	The current availability for the offer.	Text			In Stock, of Stock, Back-Order, Not In Stock, Discontinued, pre-Order	At least 50% of your offers must be in stock at the time of onboarding.
Description	Yes	We advise using the manufacturer's description where available.	Text	1	5,000		We advise using the manufacturer's description where possible.
ImageURL	Yes	The image your customers see on the Bing Shopping site if your offer does not match to another item in our catalog.	String	1	1000	Must be a fully qualified URL	100X100 pixels or larger. We may alter the size for optimal display on our website.
Shipping	No. If not specified, shipping setting in merchant center must be set.	The lowest amount a customer would pay to have the product shipped to them.	Numerical/Decimal	0.00	2500.00	Number, to the precision of two decimal points (15.00)	Must be listed in USD. Free shipping should be expressed with a zero (0.00)
MerchantCategory	Yes	Allows us to 'match' your offers to specific offers in our product catalog.	Text / Delimiter	1	255	List your product's categories.	Do not use strictly numerical sequences or text unique to your store.
BingCategory	Recommended Highly	Allows us to 'match' your offers to our product catalog and is imperative to allow us to place your products in the proper Bing Shopping category. Unmatched offers will also rank lower in search relevance.	Text / Delimiter	1	255	List categories according to our top level taxonomy.	Our list of top level categories is provided above. Do not use strictly numerical sequences or text unique to your store.
ShippingWeight	No	The weight of the product.	Numerical with a precision of 2 decimal points.	0	10,000.00	Weight is in pounds. Ounces should be given as a fraction of a pound (i.e.: 1.25)	Yes if shipping costs are determined by weight, as specified in the Merchant Center, then this field is required.
Condition	No	The condition of your product and should be specified in all cases when possible.	Text	0		New; Used; Collectable; Open Box; Refurbished; Remanufactured	Currently Bing Shopping shows only new products, however other descriptions are allowed in the field. If not specified, assumes new.

Final Steps

1. **Once feed is complete, upload to FTP using credentials provided in welcome mail.**
2. **Review and modify your feed if needed.**
3. **You will notice your Shop-By-Store link on the Bing Shopping site within 24 hours.** If your products can be automatically matched (based on MPN, MPID, UPC, ISBN and etc.), they will be processed and shown on the Bing Shopping site in 3-7 days; otherwise, it may take longer. *Assuring all required fields are accurately populated, entering the proper Bing taxonomy and keeping the required information up to date will reduce the processing time.*