Nextag Product File Instructions

Overview

What is a Product File?
The Product File, often referred to as the "data feed", contains the information Nextag needs to list your products. Your Product File contains as many rows as you have products, one product per row. Each row will contain essential information about your product – for instance, the product name, part number, and price.

How do I create a Product File?
There are two ways to create a Product File:

- By hand – with a spreadsheet program like Microsoft Excel or with a text editor. Constructing a Product File in a spreadsheet program is easier than constructing it with a text editor.
- Automatically - Merchants with significant numbers of products and available technical resources may construct their files automatically, through custom-made or commercial programs.

File Information

What information must I include in each row?
Nextag requires a Unique Product Identifier along with five other pieces of information, each placed in its own column in the Product File.

Unique Product Identifier	Description
Manufacturer with Manufacturer Part # (MPN)	Manufacturer and Manufacturer Part Number will need to be **two separate columns** in your Product File. The *Manufacturer* is the brand of the product. Our systems will automatically append this directly to the front of the product title. Acceptable: ACME Corp. Unacceptable: ACME Corp. Deluxe Baby Stroller Combined with the manufacturer name, the *Manufacturer Part Number* is essential for adding your products to the Nextag catalog and ensuring quick upload time. Do not include the manufacturer name in this column. Acceptable: AN01-B Unacceptable: ACME AN01-B **IMPORTANT:** Put the *Manufacturer* and *Manufacturer Part Number* in two separate columns
UPC	The UPC of the product you are selling. This is a 12 digit number.

ISBN	The ISBNs of any book products you are selling. **This field is required for book products.**
MUZE ID	The MUZE IDs of any music, video or video game products you are selling. **This field is required if you are selling music, video or video game products.**
Distributor ID	The distributor IDs (i.e., TechData or Ingram IDs) of your products.

Column	Importance	Description
Product Name	Required	The name of your product. We will display product names up to 80 characters long. Do not include the manufacturer name in the product name. This will be appended automatically to the front of the name. Product names that contain the following will <u>not</u> be imported: - the characters "$", "!", "@","%","^","&","~","*","|" - the phrases "below our cost", "best price", "bonus", "brand new", "free", "in stock", "minimum buy", "order now", "rebate", "refurbished", "warranty." <u>Acceptable</u>: Deluxe Baby Stroller <u>Unacceptable</u>: ACME Corp. Deluxe Baby Stroller <u>Unacceptable</u>: Best Price!!! **CHEAP** Baby Stroller!!!
Description	Required	A detailed description of your product. We can display descriptions up to 500 characters long, however, only the first 150 characters are displayed on the initial search page. Do not include any HTML code, details about store policies, other store-specific language or multiple lines. "New line" characters (such as "enter" or "return") will cause problems with your file. <u>Acceptable</u>: The ACME Deluxe Baby Stroller is excellent for carrying babies in comfort. <u>Unacceptable</u>: The ACME Deluxe Baby Stroller can be delivered by courier for $19.95. Restocking fee: 10%. <u>Unacceptable</u>: ACME Deluxe Baby Stroller Carry babies in <i>comfort</i>.

Price	Required	The price of your product, without additional text. Acceptable: $49.99 Acceptable: 49.99 Unacceptable: $49.99 + S/H
Click-out URL	Required	The URL of the page on your site where this product is sold. When a user clicks on your product listing at Nextag, they will be taken to this page. Use complete URLs, beginning each with http://. Do not link to the main page of your web site; instead, use the page where the product can be purchased. We also accept https:// beginnings. Acceptable: http://www.yoursite.com/products/babystroller.html Unacceptable: http://www.yoursite.com/
Category (either yours or Nextag's)	Required	The category your product belongs to. Nextag accepts merchant categories as long as they are clearly understandable; however, we prefer it when merchants use our category names or numbers, which can be found here: http://merchants.Nextag.com/serv/main/buyer/BulkCategoryCodes.jsp Avoid categories that do not clearly state the type of product, like "Clearance Items" or "Gifts Under $20."

What if I don't have Manufacturer Part Numbers?
If you are unable to use any other unique identifier, you can use your internal Merchant Part Number (your internal product reference number) along with the Manufacturer to identify your products. Be sure to re-label the column header to Merchant Part Number. This is not preferred and can lead to lower quality product listings on our site.

What additional information should I include in each row?

Column	Importance	Description
Image URL	Highly Recommended	The URL of a photo of your product. Link directly to the image, not the page where it is located. We accept images in JPEG or GIF format. Do not include company logos or names or promotional or other identifying text. Images should be at least 100 x 100 pixels in size. Do not include any "image not found" images. We do not accept image URLs that begin with https://.

Stock Status	Highly Recommended	States whether your product is in stock or not. This column has two possible values – In Stock and Out of Stock. Note that marking your products as "Out Of Stock" does not remove them from our listings; it simply labels them "Out of Stock." Acceptable: Out of Stock Acceptable: No
Product Condition	Highly Recommended	The condition of each product you are selling. Allowed values are: New, Open Box, OEM, Refurbished, Pre-Owned, Like New, Good, Very Good, Acceptable
Ground Shipping	Recommended	Flat-rate ground shipping price. Enter a value in dollars here to display the cost of ground shipping alongside your product listings on our site. Entering "0" as a value indicates that the product has Free Shipping. Any rows that are left blank will display shipping as "See Site" on the site. Merchants must select the "Fixed Rate, varies by product" option within the Manage Shipping Rules section of the Seller Dashboard for this to take effect. Acceptable: $4.99 Acceptable: 4.99 Unacceptable: $4.99 S/H
Weight	Recommended	Nextag can also calculate your shipping based on weight. If you use UPS, FedEx, DHL, or USPS to deliver your products, by entering your product weight here we can automatically display the correct cost of shipping to our users. Merchants must select within the Manage Shipping Rules section of the Seller Dashboard for this to take effect.
Cost-per-Click	Recommended	The Cost-per-Clicks or CPCs that you want to pay Nextag when a buyer clicks from our site to yours. This is optional and should only be used if you want to do a Fixed Bid on individual products using your Product File. By using this column, you will be unable to bid by Product on the Seller Dashboard. Products with CPCs below our minimum rates will not be imported.
Promo Text (formerly Marketing Message	Recommended	Promotional text message displayed on our site as part of your product listing. Offers an additional opportunity to promote your products to Nextag users. Maximum length of 80 characters with the first 40 displayed in your listing and the remaining when moused over. Unacceptable: Call 1-800-555-500 for best price! Acceptable: 30% off all strollers Acceptable: Free Shipping on orders over $50.00 Acceptable: Free Shipping Plus Free Return Shipping

Promo Text Start*	Recommended	The start date and time you want your Marketing Message/Promo Text to be displayed. Pacific Time zone will be used. Formats must be one of the following: Acceptable: YYYY-MM-DD Acceptable: YYYY-MM-DD HH:MM (2009-04-30 18:30) Acceptable: YYYY-MM-DD H:MM AM/PM (2009-04-30 6:30PM)
Promo Text End*	Optional	The end date and time you want your Marketing Message/Promo Text to be removed. Pacific Time zone will be used. Formats must be one of the following: Acceptable: YYYY-MM-DD Acceptable: YYYY-MM-DD HH:MM (2009-04-30 18:30) Acceptable: YYYY-MM-DD H:MM AM/PM (2009-04-30 6:30PM)
List Price (MSRP)*	Recommended	The Manufacturer Suggested Retail Price or List Price of your product, without additional text. This field will be used to calculate and display the savings from your product price. This is optional and is only recommended if you are bidding for a marketing message through the online Manage Bids by Category tool. Acceptable: $49.99 Acceptable: 49.99 Unacceptable: $49.99 + S/H
List Price Start*	Optional	The start date and time you want the savings and List Price to display to start. Pacific Time zone will be used. Formats must be one of the following: Acceptable: YYYY-MM-DD Acceptable: YYYY-MM-DD HH:MM (2009-04-30 18:30) Acceptable: YYYY-MM-DD H:MM AM/PM (2009-04-30 6:30 PM)
List Price End*	Optional	The end date and time you want the saving and List Price display to be removed. Pacific Time zone will be used. Formats must be one of the following: Acceptable: YYYY-MM-DD Acceptable: YYYY-MM-DD HH:MM (2009-04-30 18:30) Acceptable: YYYY-MM-DD H:MM AM/PM (2009-04-30 6:30 PM)

Promo Free Shipping*	Optional	Providing a "Free" or "Yes" value will display Free Shipping next to your price. This is optional and can also be done in the Seller Dashboard. Providing this within your feed is only recommended if your shipping promotion is not applicable to all products under a category. Acceptable: Free Acceptable: Yes Acceptable: No
Promo Free Shipping Start*	Optional	The start date and time you want the Promo Free Shipping to start. Pacific Standard Time zone will be used. Formats must be one of the following: Acceptable: YYYY-MM-DD Acceptable: YYYY-MM-DD HH:MM (2009-04-30 18:30) Acceptable: YYYY-MM-DD H:MM AM/PM (2009-04-30 6:30 PM)
Promo Free Shipping End*	Optional	The end date and time you want the Promo Free Shipping to end. Pacific Standard Time zone will be used. Formats must be one of the following: Acceptable: YYYY-MM-DD Acceptable: YYYY-MM-DD HH:MM (2009-04-30 18:30) Acceptable: YYYY-MM-DD H:MM AM/PM (2009-04-30 6:30 PM)
Coupon Code Text (free form coupon code)	Optional	Coupon Code Text consists of letters and/or numbers that can be entered into a promotional box at the checkout on your website to obtain a certain percentage, dollar amount off the purchase or other promotion coupons like free gift with purchase. Acceptable: SAVE10NOW Acceptable: FREEGIFT
Coupon URL Text	Optional	The coupon URL link leads to the coupon explanation and to the coupon.
Coupon Code Free Shipping	Optional	Consists of letters and/or numbers that can be entered into a promotional box at the checkout on your website to obtain discounts on shipping. Acceptable: FREESHIP Acceptable: FREEUSPS Acceptable: SHIP5OFF

Coupon URL Free Shipping	Optional	The coupon URL link leads to the coupon explanation and to the shipping coupon.
Coupon Code Discount (discount on item price)	Optional	Consists of letters and/or numbers that can be entered into a promotional box at the checkout on your website to obtain a certain percentage or dollar amount off the item price. Acceptable: SAVE10NOW
Coupon URL Discount	Optional	The coupon URL link leads to the coupon explanation and to the coupon.

*Merchants must contact Seller Support when adding these fields to the product file in order for the changes to take effect.
Note: there is an additional fee for promotional messaging. Be sure to enter your marketing message bid in the Seller Dashboard.

What if I don't have product images?
Nextag highly recommends a full set of product images, which increases both the amount and quality of traffic to your site. However, if you have no images, we will create your products without them.

What if I can't find an appropriate category for my items?
While Nextag prefers it if you use our categories to categorize your file, we recognize that our existing categories do not fit everybody. In this case, please provide your own merchant categories, and we will use these to classify your products for you.

Do you accept Product Files from other shopping comparison engines?
Yes, we accept Shopping.com, Shopzilla, Yahoo Shopping, PriceGrabber, and Google Product Search formats.

How do I use a comma in my product title or description if I am submitting a CSV (comma separated value) file?
When submitting a CSV file, you must use quotation marks around the content if you wish to use commas in your titles, descriptions, or even the marketing message. The quotation marks must go around the whole piece of information (e.g. the whole product description), not just the comma. (See example #2 below). The same concept applies to tabs and the pipe symbol if you are using tab-separated or pipe-separated file formats, respectively.

If you are using Excel to generate your CSV file, Excel will automatically put the quotation marks in your product file when the file is saved.

If you are also using quotation marks in addition to the commas inside your product description (or other columns), the quotation marks you are using as part of the content will have to be changed to double quotation marks. (See example #4 below). Special caution will also need to be given to new-lines and extra spaces.

The following examples describe different cases when escaping is necessary. Each example uses the Category column, followed by the Manufacturer, followed by the Product Description. Comma-separated values are used for the examples because it's easier to show. However, these apply equally to the other delimiters.

1) Basic values
    TV, Panasonic, HD-Plasma Television

2) Fields with embedded delimiter, comma here, needs to be enclosed with double-quote
    TV, Panasonic, "HD-Plasma, 16:9 widescreen, 1024 x 768 pixels"

3) Fields with new-line characters needs to be enclosed with double-quote
    TV, Panasonic, "1080p plasma HDTV with built-in over-the-air
    HD tuner and CableCARD slot"

4) Fields with embedded double-quote needs to be enclosed and the embedded double-quote escaped with another double-quote.
    TV, Panasonic, "HD-Plasma, ""Wow"", 16:9 widescreen"

5) Preserve the leading and trailing spaces needs to be enclosed with double-quote
    TV, Panasonic, "   HD-Plasma   "

Creating a Product File

Supported Product File Formats
Nextag supports 4 common product file formats:
    1. Comma-separated values (CSV)
    2. Tab-separated values (TSV)
    3. Pipe-separated values
    4. XML file format

Please contact Seller Support if you need to use another format so that we can determine its feasibility.

See the section below to learn how to create a CSV format file using Microsoft Excel. Nextag's Product File reader cannot read the typical Excel file format (.xls). The file must be specially saved as a CSV or text file.

The character used to separate columns in a file is called the "delimiter." In a CSV file, the delimiter is the comma. For tab-separated and pipe-separated files, the tab and the pipe symbol are the delimiters, respectively.

We recommend using a tab delimiter for your product file, especially if the feed is generated programmatically, because tabs are not often used in the content of your product file columns (e.g. part of the product description). Using a tab in the content could potentially confuse our system when it is trying to determine whether the tab is part of the content or whether it is acting as the delimiter (i.e. separating two column values). In order to use the tab, or any other delimiters, as content correctly, please read the answer to the question above regarding using commas in a CSV.

Creating a CSV Product File in Microsoft Excel
This section explains how to create a Product File using Microsoft Excel. If you are using another spreadsheet program, the principles will be the same, even though the exact commands may be different.
    1. Download the Nextag example Product File:

http://merchants.Nextag.com/serv/main/buyer/productfileexample.csv

2. Delete the last two rows – they contain example products. Each product that you want to list will be a row in the spreadsheet.
3. For each new product, enter the product information (e.g., Price, Click-out URL) in the appropriate column. Continue to add new rows for every product you want to list on Nextag.
4. Once you have added all the products you want, save the file as a CSV file:
    a. Select "File" from the top menu and then select "Save As."
    b. Use the drop-down "Save As Type" menu to select CSV (comma delimited, "Comma Separated Values")
    c. Enter the name of your file, and hit "Save." It is best not to change your file name from update to update.
    d. Excel may ask if you wish to save only the active spreadsheet. Select "Yes."
    e. Excel may also warn you that your workbook may not be completely compatible with Text or CSV files, and ask if you want to keep it in this format. Also select "Yes."
5. Your file is now ready to be uploaded to Nextag.

NOTE: There is no need to manually insert commas into your Microsoft Excel spreadsheet. Saving your spreadsheet as a .CSV file automatically inserts commas.

Getting Your Product File to Nextag
There are multiple ways to get your Product File to Nextag.
    1. You can manually upload your Product File from your Nextag Seller Dashboard.
    2. You can upload your file to your own directory on Nextag's FTP server using an FTP client.
    3. You can publish your file either on your FTP server or on your web site.

Nextag prefers that you upload your Product File using the first or second method. Files uploaded through the Seller Dashboard **must** be 2 megabytes or less. You will normally specify during the registration process which of the three methods you want to use. You can view which option you chose here. If you wish to change how you upload your file, please contact Seller Support.

1. Manually Uploading Your Product File

Go to http://merchants.Nextag.com/serv/main/buyer/AddProductOptions.do
    a. Use the Browse button to select your Product File.
    b. Once you have selected your file, click on the Update button to upload your Product File to Nextag.

Changes in your Product File can take up to 48 hours to be reflected on Nextag.

2. Uploading Your Product File to Nextag via FTP

In order to upload your Product File to Nextag, you will need the following information:
    • The server name – either ftp://ftp.Nextag.com or ftp://upload.Nextag.com
    • Your account name
    • Your password

You may obtain your FTP credentials within the "Set Listing Options" or "Edit Submit Product Options" section of the Seller Dashboard. If you are unable to access or view your FTP credentials, please contact Seller Support.

You can use an FTP client to upload your file.

Using FileZilla to Upload Your Product File

FileZilla is a popular free FTP client program easily found by searching the Internet or on download.com. Other FTP client programs can be used in a similar manner.

1. Connecting to Nextag
   a. You will need to provide a HOST or SERVER address. Nextag will have already provided you with a SERVER name, which will either be "ftp.Nextag.com" or "upload.Nextag.com". Enter this into the "Host" field.
   b. You will need to provide a username and a password. Enter your USERNAME and PASSWORD into the appropriate fields, leave the Port field blank and click "Quickconnect."

2. Changing the Default Directory
   a. Nextag provides you with a private directory to upload your Product File, similar to the directories on your own hard drive. If you are not in this directory when uploading the file, the upload will not work successfully.
   b. IMPORTANT. When connected to "ftp.Nextag.com" or "upload.Nextag.com" you are automatically within the proper directory when logging in.

3. Uploading a Product File
   a. Once within your directory, use the directory pane on the left to locate and find your file. You may need to change directories to the location where you have placed the file on your computer. Once you have found the file,
      i. Ensure it is named correctly - while the name of your Product File is up to you, it should not change from upload to upload to ensure that it overwrites the existing file and makes the appropriate changes. Many merchants prefer to use their account name as the file name. File names are case-sensitive.
      ii. Click on the Product File to highlight it, then drag and drop it into the right pane.

That's it! Your file should begin transferring from your computer to Nextag's automatically. You should be able to see the progress of your data transfer in a pane at the bottom of the FileZilla program. When the transfer is complete, you can safely disconnect from Nextag's server and close FileZilla. The next time we read Product Files, we will read yours.

3. Publish Your File on Your FTP server or Website

Go to http://merchants.Nextag.com/serv/main/buyer/AddProductOptions.do
   a. Enter your FTP or Website URL into the field provided
   b. If a username/password is needed to access the feed, please provide that as well

Actions to take after uploading a Product File to Nextag

Log into your account and click on the "Format Your Product File" section of your Seller Dashboard. Inside, you are required to verify the column names of your data by clicking on each drop-down menu. The displayed data is pulled directly from you Product File. Click on "Save Changes" once you have verified the Column Names are correct. Failure to do so may result in errors when processing your Product File.

Changes in your Product File can take up to 48 hours to be reflected on Nextag.

Common Problems

Why can't I see my file in my directory?
For security purposes, Nextag has disabled directory listings on our FTP servers. If you wish to make changes to your file, simply upload a new copy. Don't worry – if your FTP client says your transfer has "Finished," we have received your file.

I can't upload my Product File.
Double-check to make sure your SERVER, USERNAME, and PASSWORD match the values sent to you by Nextag. Keep in mind that all of these values are case-sensitive – an uppercase letter is different from a lowercase one.

If you continue to have difficulties, note the error you are receiving and contact Seller Support. Please include screenshots of the problem so that we can diagnose the problem faster.

I've uploaded my file, but I'm not seeing my products / changes on the site.
Updates to the site are not instantaneous. Regular changes to prices, URLs, stock status can take up to 24 hours to be reflected everywhere on our site – longer if the products have not been listed at Nextag in the past. Nextag only always updates titles and descriptions of products for which you are the only seller. If more than one seller is listing the product, then the title and description will not be updated.

If you have recently changed the file name, the number of columns within the file, or the delimiter of the file without notifying us, this can cause products not to be displayed or change. Merchants must contact Seller Support to inform Nextag of a file name change or the old file may remain active.

If the order of columns in your file have changed, log into your account and click on the "Format Your Product File" section of your Seller Dashboard. Inside, you are required to verify the column names of your data by clicking on each drop-down menu. Click on "Save Changes" once you have verified the Column Names are correct.

Maintaining Your Product File

Nextag's Product File loader is very flexible, but once it has been configured to read your file, the structure of the file should not be changed without notifying us. The data within it can be altered whenever you like, but the file must continue to:

    a) Be delimited with the same character, (e.g. if saved as a CSV file, keep it as a CSV.)
    b) Have the same number of columns, and
    c) Have the columns in the same order.

Do not change any of these without first contacting [Seller Support](). Changing the structure of your file without notifying Nextag can inadvertently remove your listings from the site or cause an old file to remain active.

Helpful Links

Review Product File Quality:
http://ct.Nextag.com/serv/main/buyer/ViewLiveListings.jsp

Manage Shipping Rules:
https://merchants.Nextag.com/serv/main/buyer/ShippingRules.jsp

Set Listing Options:
https://merchants.Nextag.com/serv/main/buyer/AddProductOptions.do

Format Your Product File:
https://merchants.Nextag.com/serv/main/buyer/SetupImportXml.jsp