

## Product Feed Zboží.cz

Feed specification intended primarily for vendors.

### **<products>** *required*

Root tag for products.

### **<product>** *required, repeating is possible*

Tag containing information about one product.

### **<product-id>** *required*

Unique identifier for each product. This way a product can be updated with new information directly from the product feed.

### **<category>** *optional, text*

Full category. Category structure by vendor or as designed by Zbozi.cz. Separator pipe.

Example: Foto | Paměťové karty | Compact Flash

### **<manufacturer>** *optional, text*

Manufacturer name.

Example: Procter & Gamble

### **<brand>** *required, text*

Brand name. Intended for standalone brands of manufacturer or trademarked names (Persil, Ariel, Fanta, Sprite, Coca-Cola, Hello Kitty, Star Wars).

Example: Persil

### **<product-line>** *optional, text*

Full product line (family, series, etc.) that manufacturer uses to associate products with similar properties.

Example: Samsung | Galaxy | S8

### **<list-price>** *optional, number to 2 decimal places*

Indicative recommended retail price of the product in CZK including VAT and taxes or MSRP - manufacturer's suggested retail price. The recommended price is only of

information value, used as possible pairing signal. The final price range is, naturally, determined by the price of individual offers.

**<release-date>** *optional, date and time in international format ISO 8601*

Date of official release. If time is not submitted, midnight will be set as default time.

**<group-id>** *optional*

Link a group of products that represent variants of one product. For products linked with <group-id>, the following conditions must be met:

- the same <category>
- the same <manufacturer>, <brand> and <product-line>
- the beginning of the text <title> is not empty
- various GTINs, mpn

**<title>** *required, text, recommended length of up to 70 characters*

Product name as seen by consumer. Title accurately describes the product. For variants, include distinguishing feature such as color, memory, size, etc.

Example: Apple iPhone 8 Plus 64GB space grey

**<image-main-url>** *required*

The URL of the main image that accurately displays the product. Watermarks, shop logos, advertising banners, or other distinctive graphic elements should not be part of the image. The image can be in JPEG or PNG format, other formats are not supported.

**<image-url>** *optional, repeating is possible*

The URL of an additional image that accurately displays the product. The image may include product staging and show the product in use. Watermarks, shop logos, advertising banners, or other distinctive graphic elements should not be part of the image. The image can be in JPEG or PNG format, other formats are not supported.

**<image-dimensional-drawings-url>** *optional, repeating is possible*

The URL of a graphic sketch that accurately displays dimensions. Watermarks, shop logos, advertising banners, or other distinctive graphic elements should not be part

of the image. The image can be in JPEG or PNG format, other formats are not supported.

**<video-url>** *optional, repeating is possible*

The video URL that accurately represents or describes the product.

**<key feature>** *optional, repeating is possible*

Brief description of key product feature.

**<short-description>** *required, text*

Basic product description. Plain text with line breaks (enter). The text contains product information in the Czech language and accurately describes the product. Sentence structure and a minimum of 50 characters is required.

The text may not contain:

- promotional text like free shipping, discounts, URLs, product prices
- information related to a particular online store
- excessive keywords or phrases
- HTML characters, redundant punctuation: exclamation marks, dots, and more.
- copyright or trademark characters
- words written in CAPS LOCK
- generic text about the manufacturer/brand or only about the product line
- words without spaces behind punctuation

**<long-description>** *optional*

Groups the <highlight>, <image-url> and <video-url> tags.

```
<long-description>
```

```
  <highlight>Text</highlight>
```

```
  <image-url>https:// ...</image-url>
```

```
  <video-url>https:// ...</video-url>
```

```
  <highlight>Text</highlight>
```

```
  <image-url>https:// ...</image-url>
```

```
  <video-url>https:// ...</video-url>
```

```
</long-description>
```

**<highlight>** *optional, repeating is possible*

Product highlight that best represent the product. The text must have product information in the Czech language and apply directly to the product. Sentence structure and a minimum of 50 characters is required.

**<review>** *optional, repeating is possible*

Groups the <review-source-name>, <review-source-url>, <review-source-url> tags.

**<review-badge-url>** *optional*

The URL of awarded badge. (f.e. dTest badge)

**<review-perex>** *required, text*

Introductory text in the review.

**<review-claim>** *optional, text*

Briefly informs how well the product performed in the review.

**<review-source-name>** *required, text*

The name of the media that issued the review, as it appears to consumers.

Example: dTest

**<review-source-url>** *required*

The review source URL.

**<energy-label-url>** *optional*

Energy label of a product in EU format.

**<user-manual-url>** *optional, repeating is possible*

URL reference to the product manual.

**<supplemental-url>** *optional, repeating is possible*

URL reference to other downloadable documents.

**<product-support-page-url>** *optional, repeating is possible*

Official product page with FAQ, drivers or firmware related to the product.

**<gtin>** *required*

Global trade item number in EAN-8, EAN-12, EAN-13, EAN-14 or ISBN format.

**<mpn>** *required*

A number uniquely identifying the manufacturer's product (manufacturer part number, ProductNo)

**<parameter>** *optional, repeating is possible*

Tag <parameter> groups tags that describe product parameter values

**<name>**

Parameter name.

Example: Capacity

**<value>**

Parameter value.

Example: 6

**<unit>**

Parameter unit.

Example: kg