Onboarding Documentation

Welcome to NetRivals's onboarding process! To help us configure your account and ensure a seamless experience, we need you to provide some important information. Below, you'll find a **detailed explanation of the requirements** we need from you.

PRODUCT FEED REQUIREMENTS

To successfully set up your account, we require a product feed in one of the following formats: **XML, CSV, or JSON**. This file should contain all the necessary data for each of your products.

The product feed file **should be hosted at a URL.** This URL will allow us to periodically update your products based on your needs. When you make changes to your product feed (such as changing prices, adding new products, or removing products), we will dynamically update the information on our platform.

It is crucial that **this URL remains the same every time you upload the file** again. Consistent URLs help us ensure that your catalog information is always up-to-date and accurate.

BEST PRACTICES

Regular updates: the more frequently you update your product feed, the more accurate your catalog information will be. **Regular updates help maintain the integrity of your product data** and ensure that any changes are promptly reflected on our platform.

Accurate data: make sure the data within the product feed is **comprehensive and accurate**. This includes product names, descriptions, prices, availability, and any other relevant information.

FEED FIELDS

To properly implement your account, **we need the following information in your product feed**. The fields do not need to be named exactly as listed, but the information they contain is required.

Required Fields:

- **product_id**: Must be unique and static
- **title**: The product title
- **brand**: The product brand
- **price**: The product price. This is the price we will display on the platform
- **image_url**: URL of the product image
- **ean/gtin/barcode**: The product barcode
- **REF**: Reference number
- **MPN**: Manufacturer Part Number

Optional Fields:

- **cost_price**: Cost price (mandatory if using Dynamic Pricing)
- **vat**: Value Added Tax (mandatory if using Dynamic Pricing)
- **availability**: Product availability
- **quantity**: Available quantity
- **description**: Product description
- **tags**: Any tags associated with the product
- **category**: Product category
- **shipping**: Shipping costs

Important: we don't crawl your website, **we take all of your product's information from your product feed.** If you wish to add, change or delete information, you need to let us know and update it on your product feed.

RIVAL'S CONFIGURATION

We extract your rivals' information from their websites, so it is important for you to send us the **list of competitors you wish to track.**

In order to do so, we need the **URLs of the websites** you want to follow with NetRivals. Remember, there are **direct websites and marketplaces**, and we need information on the ones you have hired.

Direct websites: these are individual online stores or e-commerce sites where the retailer sells their products directly to the consumer. Examples include standalone websites of brands or specialized online shops.

Marketplaces: these are platforms where multiple vendors or retailers sell their products to consumers. Examples include Amazon and Google Shopping.

Please provide the URLs for both direct websites and marketplaces you want to monitor.