

Netrivals Integration Guide

Required Feed Data





File format

The format of the product feed must be a file with an XML or CSV extension where all the necessary data for each of your products is collected.

The file must be hosted in a URL. This URL will allow us to update your products periodically according to your needs, so that when you make modifications to your product feed (change prices, add or remove products from the feed, etc.) we will dynamically update them.

It is important that this URL is always the same when you upload the file again. The more times you update the feed, the more accurate your catalog information will be.

Example of a valid CSV file:

```
1 "product_id","title","image_link","product_type","tags","price","availability"
2 "602500","iphone x","http://mydomain.com/121.jpg","cat1 > cat2 > cat3","","900.50","in stock"
3 "602501","iphone xs","http://mydomain.com/123.jpg","cat1 > cat2 > cat3","","900.50","out of stock"
4 "602503","iphone xr","http://mydomain.com/122.jpg","cat1 > cat2 > cat3","","900.50","in stock"
5 "602504","iphone xrs","http://mydomain.com/125.jpg","cat1 > cat2 > cat3","","900.50","in stock"
```


Example of a valid XML file:

```
1 <item>
2   <g:id>107539</g:id>
3   <g:title>product name</g:title>
4   <g:description>description name</g:description>
5   <g:link>https://productlink.com/asd.html</g:link>
6   <g:image_link>https://imagelink.com/asd.jpeg</g:image_link>
7   <g:availability>out of stock</g:availability>
8   <g:price>123.32 EUR</g:price>
9   <g:google_product_category></g:google_product_category>
10  <g:brand>Brand name</g:brand>
11  <g:condition>new</g:condition>
12  <g:identifier_exists>yes</g:identifier_exists>
13  <g:product_type><![CDATA[Cat1 > Cat2 > Cat3 >]]></g:product_type>
14  </item>
```












Technical specifications for Products

The following table summarizes the additional considerations that each field must meet for a correct feed validation.

 Always required field

 Dynamic Pricing Module required field

Field <small>click for details</small>	Type	Required	Note
product_id	String		Your product id. It has to be always the same.
title	String		Product name.
price	Decimal		Decimal separator character ‘.’ (point). Example: 2500.99 Do not use thousand separator.
image_link	String		URL photo link that works.
additional_image_link	String		URL photo link. Multiple values allowed. Use (pipe) as delimiter.
product_type	String		Categories. Multiple values allowed. Use > as delimiter.
brand	String		Name of the brand of the product.
gtin/ean/upc	String		Multiple values allowed. Use (pipe) as delimiter.
mpn	String		Manufacturer product number.
shipping_costs	Decimal		Decimal separator character ‘.’ (point). Example: 2500.99 Do not use thousand separator.
cost_price	Decimal		Decimal separator character ‘.’ (point). Example: 2510.99 Do not use thousand separator.
vat	Integer		Full VAT number of your country. E.g.: 20.
item_group_id	String		Id of product group.
availability	String		In stock / Out of stock.
quantity	Integer		Number of products in stock.
description	String		Product details.
tags	String		Multiple values allowed. Use (pipe) as delimiter.



Additional fields for exporting the Google Shopping feed

In Netrivals you can export your own product feed for Google Shopping. To do so, you will need to enter the following fields according to your needs.

Field click for details	Type	Note
condition	String	Condition or state of a product: new/used/refurbished.
google_product_category	String	Categorization according to Google.
color	String	Product colour.
material	String	Type of material.
size	String	Product size.
gender	String	Unisex, male, female, kids...
weight	String	Product weight.
custom_label_0	String	Personalized labels.
custom_label_1	String	Personalized labels.
custom_label_2	String	Personalized labels.
custom_label_3	String	Personalized labels.
custom_label_4	String	Personalized labels.
identifier_exists	Boolean	yes / no
shipping	String	Shipping information: country, price, service.

Data types explained:

- **String:** Alphanumeric string.
- **Integer:** Accepts integer or zero.
- **Decimal:** Accepts number with decimal, integer or zero.
- **Boolean:** Admitted values - yes, true, no, false.



Field details

Each feed field has a format that must be respected for each case.

product_id

Your internal product identifier. It must be unique for each product and must never vary.

e.g.: '13492'

title

Product name.

e.g.: 'Vacuum cleaner Philips Awesome'

price

The price of the product can be in decimal or whole format. It is advisable NOT to express thousands with either points (.) or commas (,). The decimal must be expressed with a point (.) to avoid errors.

e.g.: '1542.95'

image_link

The URL of the image must be active when provided. This means that when entering the link, you must get the ACTUAL image of the product and not a different one.

e.g.: 'https://www.images.com/image_11123.jpeg'



additional_image_link

It requires the same format as image_link. In this case, though, several URLs are allowed in the same field as long as they are separated by a delimiter. The delimiter to be used is ' | ' (pipe).

e.g.: *https://www.images.com/image_11123.jpeg|https://www.images.com/image_11123.jpeg|...*

product_type

It allows one or more categories of a product. If there is more than one category, they must be separated by ' > '.

e.g.: *'Category1 > Category2 > Category3'*

brand

Name of the brand of the product.

e.g.: *'Braun'*

gtin/ean/upc

The EAN is the 13-digit barcode used for matching products.

If in the integration with Netrivals you have chosen a grouped system, you can use the delimiter ' | ' (pipe) to report multiple EANs for each product.

e.g.: *'0021359874563|001154863333215'*

mpn



This is the manufacturer's serial number for the product model. It can contain numbers or letters depending on the type of product.

e.g.: 1234PGMK87'

shipping_cost

The price of the product shipping costs can be in decimal format or in whole. It is advisable NOT to express thousands with either points (.) or commas (,) . The decimal must be expressed with a point (.) to avoid errors.

e.g.: '2.95'

cost_price

The cost price of the product can be in decimal format or in whole. It is advisable NOT to express thousands with either points (.) or commas (,) . The decimal must be expressed with a point (.) to avoid errors.

Important: This field is required for the Dynamic Pricing module/service.

e.g.: '14.93'

vat

It has to contain the tax percentage of your product in whole number.

e.g.: '20'

item_group_id

Internal identifier of the product group. It will be used to perform product grouping.

e.g.: '1123492'



availability

This field determines whether or not you have stock in your products with the following values: 'in stock / out of stock'.

e.g.: 'In Stock'

quantity

This is the amount of stock you have for a product. It will be defined with an integer number that enables you to control your stock.

e.g.: '20'

description

Field to add the description, features or specifications of the product. It will be used when you export your data, for example with the Google Shopping feed.

e.g.: ' *This smart watch combined with a tracker allows you to control your heart rate. The inclusion of Elevate technology helps to know the amount of heartbeats generated per minute.*

Lovers of athletic activities will know all their statistics as well as the time they require for their recovery. *Some of the indicators that you will know are: VO2 max, lactate threshold³, race predictor and recovery consultant. This device is compatible with Strava Live Segments that emits alerts at the beginning or end of each segment and allows making comparisons within a classification table. Your family and friends will know your location in real time with Live Track'*

tags

Tags are used to filter products according to their type in your Netrivals account. They can also be used to mark, for example, top-selling products or other specific items that you want to monitor in: Amazon, Google Shopping, marketplaces, etc.

Allows multiple values as long as you use the right delimiter: ' | '

e.g.: 'Top100|Top50|Google Shopping|...'



condition

It indicates the condition or state of the product, the valid values are: new, refurbished and used.

e.g.: 'new'

google_product_category

The categories in this field are determined by the product typologies of Google Shopping. They can be letters or numbers. ([info](#))

e.g.: '2271' o 'Clothing & Accessories > Clothing > Dresses'

color

If you have models of different color you can add them in this field.

e.g.: 'Blue'

material

Este campo sirve para establecer si el producto está hecho de algún material específico.

e.g.: 'Steel'

size

Field to indicate the information of the size of the product. It can consist of letters or numbers depending on the type of product that you add in the data feed.



e.g.: 'L' o '46'

gender

This field indicates the gender: unisex, male, female, kids, etc.

e.g.: 'unisex'

weight

This field is used to indicate the weight of the product.

e.g.: '86 kg'

custom_label_0
custom_label_1
custom_label_2
custom_label_3
custom_label_4

This field can be used to add custom information that you can't add in other fields.

e.g.: 'This product soon will be discontinued'

identifier exists

Use the identifier_exists attribute to indicate that unique product identifiers (UPIs) aren't available for your product. Unique product identifiers are submitted using the gtin, mpn, and brand attributes.

e.g.: 'Yes'



shipping

The shipping field is used to indicate the information relating to the country of destination, the service provided by the shipment, and the cost of the shipment. ([info](#))

XML

e.g.: '<g:shipping>
<g:country></g:country>
<g:price></g:price>
<g:service></g:service>
</g:shipping>'

CSV

e.g.: "'shipping_country';shipping_price';shipping_service;'

TYPES OF INTEGRATIONS


Before you start working with Netrivals, you must establish how you want to work with your products.

If in your catalog you have products that can have multiple EANs (for instance: sizes, colors, formats, etc.) you must confirm the type of integration you need.

Warning

Once integration is complete, **it is not possible to switch systems** without deleting all data. This data deletion affects all connections, reports or alerts created.

Grouped Integration Details

Product	EANS	Price
 Adidas Stan Smith	0000000000001 0000000000002 0000000000003	\$ 100
 Nike Soccer ball	0000000000004	\$ 30

e.g.: "Adidas Stan Smith" has three EANs, but you sell them at the same price and treat them as a single product.







In this type of integration you can group products by their characteristics (Color, Size, etc.). This allows you to work with only one product per family in Netrivals.

This system can be used when product prices do not change in their variants. For example, a product in its blue version costs the same as the yellow version. This aspect helps to simplify both the work of connections and the management of information within SaaS.

On the other hand, products should not be grouped together if their characteristics influence price or if these variants are to be monitored separately in the different competitors.

Individual Integration Details

Product	EANS	Price
 Adidas Stan Smith	0000000000001	\$ 100
 Adidas Stan Smith	0000000000002	\$ 105
 Adidas Stan Smith	0000000000003	\$ 108
 Nike Soccer ball	0000000000004	\$ 30

e.g.: “Adidas Stan Smith” has three EANs that need to be reviewed individually, as prices are different.

In this type of integration, products will appear in netRivals separately. This will allow you to individually connect and analyze each of the product variants. For instance, each size and color of the products.

This system must be used whenever the characteristics of the different models of the product influence its final price.