

Data feed requirements

(April 2025)

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Data feed setup instructions

This document outlines all technical options available for integrating your product data feed.

As a service-oriented platform, we support a wide range of feed formats.

Most modern shop systems offer built-in modules to export product data in CSV or XML format. These often include pre-configured templates for search engines like Google, and we are fully capable of processing such feeds. However, please note that standard templates may not always include all the relevant product information. For optimal integration, we recommend exporting the most comprehensive data possible.

Our main recommendation:

To ensure your product data is processed effectively, please include as many product attributes as possible in your feed. The more detailed the information, the more accurately we can map your products to the right categories and filter options (facets).

The better your product data is mapped, the more qualified traffic you'll receive from us!

Product integration

Supported feed format

- ✓ Text-feeds (file extension: ".csv", ".tsv" or ".txt")
- ✓ Zipped text-feeds (file extension: ".zip", ".gz", or ".7z")
- ✓ JSON-files (file extension: ".json")
- ✓ XML-feeds (file extension: ".xml")
- ✓ Google Spreadsheet-feeds

Supported formats

- ✓ HTTP
- ✓ HTTPS (with a valid SSL certificate signed by a recognized certificate authority)
- ✓ FTP
- ✓ FTPS (with a valid SSL certificate signed by a recognized certificate authority)
- ✓ SFTP
- ✓ SFTPS (with a valid SSL certificate signed by a recognized certificate authority)

Password protection:

- ✓ HTTP-basic-auth and
- ✓ FTP logins are supported

Supported character encodings:

- ✓ UTF-8 (with and without BOM – BOM is removed before processing) – preferred encoding,
- ✓ ISO-8859-1
- ✓ ISO-8859-15

Supported end-of-line-formats:

- ✓ Windows (DOS)
- ✓ UNIX
- ✓ Mac

Updating/synchronization of your product data:

- ✓ Your data feed is retrieved multiple times per day.
- ✓ To avoid unnecessary traffic (e.g., downloading unchanged files), please ensure the following:
 - The HTTP server should support the If-Modified-Since HTTP header. This ensures the feed and product images are only downloaded when content has changed.
 - FTP servers should support the MLST command. This allows changes to be detected via the file's timestamp, so the feed and images are only downloaded when updates are present.

Example Feed-URL: <http://www.yourdomain.com/yourproducts.csv>

File structure

- The file can be created without special software!
- You may choose the filename freely, but **avoid umlauts (ä, ö, ü), spaces, or special characters**. Save the file in **UNIX, MAC, or DOS (CR/CRLF)** format.
- The **first line** should contain column headers. There are no specific naming or order requirements.
- **No line breaks** are allowed within any table fields.
- If you use an **enclosure** in your data feed, every value must be enclosed in **double quotes (" ")**.
- A CSV-file should either use enclosures consistently or not at all. Mixing is technically allowed but may lead to processing issues. **We recommend not using enclosures.**
- **If enclosures are used, they must be escaped consistently across the feed. You can escape them with a double quote (e.g., "") or use the enclosure itself.**
- The **same escape method and enclosure** must be used throughout the file.
- All fields of the data feed must be separated by a delimiter (options include **Pipe (|), Semicolon (;), or Tab**).
- **Our recommendation: Use the Pipe symbol (|)** and ensure it does **not appear in product data** when not using enclosures.

Example:

- "art_nr"|"art_name"|"art_description"|"art_price"
- „12345"|"Sofa-2-Seater Iris"|"Comfortable 2-Seater sofa in red microfiber cover"|"1250.00"

Please note the following important information:

- ! A **CSV file must include a header row**. Descriptive column names help us map your data accurately. Whenever possible, please use **our recommended labels**, this simplifies error detection and feed structure monitoring.
- ! **One consistent header** must apply to all columns in the file.
- ! If you want to add new columns to your feed, please inform us at least 48 hours in advance. Otherwise, we cannot guarantee error-free processing.
Note: If your products are not yet live on our portal, you don't need to inform us about changes
- ! **We do not process changes we haven't been notified of.**
- ! **Avoid using commas (,) or colons (:) as separators**, as they often lead to parsing issues.
- ! Make sure your CSV file is **free from syntax errors** to ensure smooth processing.

General requirements

- The **feed URL must always remain the same**.
- The **feed structure must not change without notice**. If changes are necessary, please inform us at least 48 hours in advance.
- Feeds should be stored as **static files** on a server and be updated regularly via a cronjob.
The cronjob should only overwrite the file **if the content has changed**. Updating large files unnecessarily can lead to excessive downloads by our import service, causing **unnecessary traffic and costs**.
- Every product or variant must include a **unique product ID**.
- **HTML tags** and **entities** are not allowed in the feed. Any found will be removed automatically.
- The maximum response time is 60 seconds for data feed requests and 2 seconds for image requests.
This refers to your server's response time. The full download does not need to be completed within this window.

Product presentation and attributes

Mandatory fields:

To ensure your products are listed on our portal, the following fields must be filled out.

Failure to provide any of these fields will prevent us from listing your products :

- Unique item number (mandatory field: "**art_nr**")
- Product title (mandatory field: "**art_name**")

We recommend enhancing the title with key product attributes like **color**, **material**, or **features** (e.g., "reclining area").

Examples of product titles:

- Bad: "Iris"
 - Ok: "Sofa Iris"
 - Good: "2-Seater Sofa Iris"
 - Ideal: "2-Seater Sofa Iris – red – microfiber"
- Product description (mandatory field "**art_description**")

The product title must not include the name of the partner or the partner's shop

- **Target URL** to redirect to the product page on your shop (mandatory field: “**art_url**”)
- Main image of your product (mandatory field: “**art_img_url**”)
- Currency of the price (mandatory field: “**art_currency**”)
- Price of the product (mandatory field: “**art_price**”)
- Delivery costs (mandatory field: “**art_shipping_cost**”)

Category Mapping:

Category assignment is primarily based on the **product title**. To ensure accurate categorization, the title should include not only the product name but also the **generic description**.

In addition to the title, other fields, such as the **category from your online shop**, can also be used for category mapping. This helps us better categorize your products on our portal.

If you prefer your products to be categorized according to your shop’s categories, please inform us and include the relevant information in an extra column in your feed. We will then assess whether efficient categorization is possible with the provided data.

Product attributes:

Beyond mandatory fields like **product name**, **description**, and **price**, you can add as many **product attributes** as you want.

The most important product attributes are:

- Color
- Material
- Style
- Brand
- Width
- Height
- Depth

You should specify these attributes in separate columns (**in separate columns** with appropriate names, e.g., in the case of CSV feeds).

Images:

Each product must have **at least one image** otherwise, it will not be listed. Please use **separate table elements for each image URL** and define their order by number.

Example:

- | | |
|---|----------------|
| • Image URL of the 1 st image in data feed field | "art_img_url1" |
| • Image URL of the 2 nd image in data feed field | "art_img_url2" |
| • Image URL of the 3 rd image in data feed field | "art_img_url3" |
| • Image URL of the 4 th image in data feed field | "art_img_url4" |
| • Image URL of the 5 th image in data feed field | "art_img_url5" |
| • Image URL of the 6 th image in data feed field | "art_img_url6" |
| • Image URL of the 7 th image in data feed field | "art_img_url7" |
| • Image URL of the 8 th image in data feed field | "art_img_url8" |
| • Image URL of the 9 th image in data feed field | "art_img_url9" |

The **1st image** is used for our product listing and is immediately visible for our user. We recommend using an **atmospheric milieu image** for this.

Please provide **high-resolution images** whenever possible. The minimum dimensions should be **600x800 pixels** (portrait) or **800x600 pixels** (landscape). Images should not be smaller than these dimensions.

Product images should be neutral and must not contain any shop logos, shop names, brands or other branding elements.

Product variants:

- **Each variant of a product** can be specified (e.g., color, size, material). To do this, please add the "**art_serial_number**" column to your feed, where you enter a master number to identify all variants of an article. This number should be the same across all variants of a product..
- Each variant must still have a unique article number.
We recommend providing **individual image URLs** for different variations (e.g., color) to improve traffic.

Good product data:

To help us pre-qualify users effectively, please provide the **best product data** possible.

The more data you provide, the better. This significantly increases the chances of your products appearing in relevant filters on our category pages. The more filters a user applies on our portal, the more likely they are to purchase from your website, as the product will match their specific needs.

We've listed the most important filters that users frequently use in the "Weighting quality factor" column.

"+++" – very relevant

"++" – relevant

"+" – nice to have

Data fields

The following table provides an overview of all possible data fields of a feed.

Please ensure all **mandatory fields are filled** out correctly for every product. Products missing mandatory fields **cannot be listed**.

Important notes:

- ! Always send **complete product data** when updating. Ensure products are clearly identified by the "art_nr" field
- ! **HTML tags must not be used in text fields.**
- ! Each data feed must always contain all **mandatory fields (page 8)** **completely filled in with appropriate values**. Otherwise, the catalogs cannot be imported.

While examples are provided in English, please submit all data in the primary language of your country: Spanish.

Mandatory fields

Field name	Format	Examples	Description
art_nr	Number/Text	00205-03a5E	Unique Product Number Typically, the item number
art_name	Text	2-Seater Sofa iris – red - microfiber	Product name max. 65 characters, incl. spaces
art_description	Text	Cozy 2-seater sofa with optional sleep function in a trendy red color.	Product Description A brief summary highlighting key features of your product
art_url	Text	http://www.yourshop.com/product/sofa-red.html	Product URL Deeplink directly to the product page, including any tracking parameters for clicks
art_img_url	Text	http://www.yourshop.com/img/gr/sofa-red.jpg	Product image for our website Accepted formats: JPG or PNG. The image size should be at least 600x800 pixels (portrait) or 800x600 (landscape) . We recommend using an atmospheric milieu image , ideally the largest size possible.
art_currency	Text	EUR	Currency
art_price	Decimal	69,50	Product Price The price paid by the user when purchasing the product. The separation between euros and cents can be made with either a comma or a full stop . For products “on sale”, the lower price must always be provided in this field.
art_shipping_cost	Decimal	2,99	Shipping costs If left blank, we assume the product has free shipping . The separation between euros and cents can be made with either a comma or a full stop .

PLEASE NOTE:

A product will not be listed without all mandatory fields being completed!

Additional product information

Field name	Format	Examples	Description	Weighting quality factor
art_serial_number	Text	00205	Master number This number is essential for our "variant products" feature. Products that are variants of one another should share the same master number e.g.: "Sofa Anna in red" = master number 123 "Sofa Anna in blue" = master number 123	+++
art_ean	Text	1234567890123	Provide the manufacturer's EAN for the product. Only one EAN number should be provided.	+++ Mandatory for Google shopping
art_zip_code	Number	20095, 1931, 100 05, 1683, 12001	If you participate in our "Local Products" service, provide the postcode of your branch where the product is located. This allows us to offer the product as "locally available" based on users' geolocation data. Not participating yet? Contact us for more information.	+++ Mandatory for local products
art_eCPC	Decimal	0,75	Provide the CPC bid for your product. moebel.de Einrichten & Wohnen GmbH will adjust this bid for you in real time. Need more info about product bidding? Contact us. The separation between euros and cents can be made using either a comma or a full stop.	+++ Mandatory for product bidding
art_Google_Shopping_Target_URL	Text	http://www.yourshop.com/product/sofa-red.html	If you use our Google Shopping service, provide the deep link to your product page, including the tracking parameters required for Google Shopping to track clicks.	+++ Optional for Google shopping
art_Clear_Product_URL	Text	http://www.yourshop.com/product/sofa-red.html	If you use Google Shopping, please enter the deep link to your product here without tracking parameters. This is necessary for Google to validate the ad.	+++ Mandatory for Google shopping
Top-mid-low	Text	top	Mark products as "Top", "Mid", or "Low" to indicate their importance.	++

Price and payment information

Field name	Format	Examples	Description	Weighting quality factor
art_strike_price	Decimal	99,99	Old sale price - Used to mark products as reduced and make them findable via the sale filter .	+++

			The separation between euros and cents can be made with either a comma or a full stop. This price must be the lowest price offered in the last 30 days and must always be higher than the sale price (art_price).	Mandatory if product is on sale
partner.paymentMethods	Text	PayPal, Credit card, ApplePay	Please enter here all payment methods that you offer to users in your shop.	+++
art_base_price_value	Decimal	7,79	Price per Unit Indicate the price per unit of quantity in accordance with the Price Indication Ordinance. The separation between euros and cents can be made with either a comma or a full stop.	+
art_base_price_unit	Text	Meter	Specify the unit for the basic price	+

Service and shipping information

Field name	Format	Examples	Description	Weighting quality factor
art_shipping_time	Text	3 weeks	Represent the expected delivery time , including the unit (days, weeks, etc.). Note: Specific dates (e.g., "available from 12 November") cannot be processed.	+++
art_shipping_options	Text	Delivery to the place of use, parcel shipment, delivery to the front door	List all available delivery options for this product, including any additional charges if applicable.	+++
art_services	Text	Extended return policy, shipping of fabric/leather samples, set-up service, and free return shipping.	List any services you offer for this product, including any additional charges if applicable.	+++
art_voucher_code	Text	BlackFriday15	Provide the code required to redeem the voucher on your site.	++
art_voucher_text	Text	Black Friday special discount	Specify the promotion related to the voucher, along with its validity or any conditions required for redemption. ATTENTION: This field is limited to 15 characters. Any text exceeding this limit will be shortened in the frontend.	++
art_voucher_conditions	Text	For house appliances only. Not applicable on sale products. Cannot be combined with other vouchers. Valid today only.	Terms and conditions for the voucher.	++
art_voucher_value	Integer	15	Provide the voucher value here at full price (without decimal places). Please do not subtract the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++
art_voucher_value_percentage	Decimal	15	Enter the voucher value as a percentage. Please do not subtract the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++
art_voucher_code1	Text	BlackFriday20	Provide the code required to redeem the voucher on your site.	++
art_voucher_text1	Text	Black Friday special discount	Specify the promotion related to the voucher, along with its validity or any conditions required for redemption. ATTENTION: This field is limited to 15 characters. Any text exceeding this limit will be shortened in the frontend.	++

art_voucher_conditions1			For house appliances only. Not applicable on sale products. Cannot be combined with other vouchers. Valid today only.	Terms and conditions for the voucher.	
art_voucher_value1	Integer	20		Provide the voucher value here at full price (without decimal places). Please do not subtract the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++
art_voucher_value_percentage1	Decimal	20		Enter the voucher value as a percentage. Please do not subtract the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++
art_voucher_code2	Text	BlackFriday25		Provide the code required to redeem the voucher on your site.	++
art_voucher_text2	Text	Black Friday special discount		Specify the promotion related to the voucher, along with its validity or any conditions required for redemption. ATTENTION: This field is limited to 15 characters. Any text exceeding this limit will be shortened in the frontend.	++
art_voucher_conditions2			For house appliances only. Not applicable on sale products. Cannot be combined with other vouchers. Valid today only.	Terms and conditions for the voucher.	
art_voucher_value2	Integer	25		Provide the voucher value here at full price (without decimal places). Please do not subtract the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++
art_voucher_value_percentage2	Decimal	25		Enter the voucher value as a percentage. Please do not subtract the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++

General product features

Field name	Format	Examples	Description	Weighting quality factor
art_color	Text	Green	Color of the offered product. Specify the color of the product. If the product is available in multiple colors and you don't provide separate variants, you can mention the alternative colors in the description.	+++
art_color_main	Text	White	If the product has two or more colors, indicate the dominant color .	+++
art_material	Text	Solid wood, glass, chrome	Product materials	+++
art_material_main	Text	Solid wood	Specify the main material of the product. For example, for a solid wood chest with brass handles, the material would be "solid wood".	+++
art_type_of_wood	Text	Oak, Beech	If the product is primarily made of wood (decor), specify the type of wood .	+++
art_style	Text	Modern, Scandinavian, Urban	Style of the product	+++
art_brand	Text	Rolf Benz	If you want your product to be found in our brand filter, this field must be filled in. Our import system cannot use other fields to read brand information due to the presence of generic brand names.	+++
art_category	Text	Living > Sofas > 2-seater sofa	Product Category in your shop Specify the lowest category level or the entire category path in your shop.	+++
art_rating	Decimal	4,5	Provide the average rating of the product (Value must be between 1 and 5, where 5 is the best rating and 1 is the worst).	+++
art_rating_count	Number	123	The total number of ratings that contributed to the average rating above.	+++
art_extras	Text	Castors, drawers, extendable, height adjustable, illuminated, washable cover	Special features of the product Mention any features that make the product special or add-ons that go beyond the standard version.	+++
art_certificate	Text	Made in Europe, FSC®	If the product has any seal or product test certification , mention it here. This is a very important purchase criterion in many categories (e.g., mattresses).	+++
art_surface	Text	High-gloss, oiled, stained, deep-drawn fronts	Describe how the surface of the product has been processed or treated.	+++

art_orientation	Text	Left, right	For products like corner sofas, upholstered corner units, corner kitchens, or corner bench groups, please specify the side of the corner (left or right). The orientation is determined when standing in front of the product.	++
art_pattern	Text	striped, plain, checkered, dotted	Especially relevant for upholstered furniture or home textiles .	++
art_seats	Number	6	Specify the number of people that can be seated (e.g., for dining sets, sofas, or garden furniture groups).	++

Please note the following information

- ! **Optional features for upholstered furniture** (e.g., sleep function, adjustable armrests, relax function, stand-up aid, massage function, lighting, storage surfaces, headrests, etc.) should be listed in the field: **art_extras**.
- ! **Special features for beds, mattresses, and slatted frames** (e.g., suitable for allergy sufferers, bed drawers, lighting, washable cover, etc.) can also be submitted in **art_extras**.
- ! **Special equipment or features for wardrobes** (e.g., push-to-open, bar compartment, soft-close doors, etc.) should be listed in the field "**art_extras**".
- ! **Special equipment or features for tables** (e.g., extendable, rotatable, drawers, shelves, castors, etc.) please list it in: "**art_extras**".
- ! **The tabletop material** (e.g., glass, solid wood, veneer) must be specified in **art_material**.
- ! **Kitchen features (e.g., apothecary cupboard, push-to-open, lighting)** should be listed in "**art_extras**".
- ! The **material of wooden parts** (e.g., solid, reproduction) should be added in **art_material**.
- ! **Surface finishes** (e.g., high-gloss, lacquered) should be added to **art_surface**.
- ! **For lamps and electrical appliances, submit features** like water stop, dimmable, switchable, etc., in **art_extras**.
- ! For **home textiles**, list special properties (e.g., allergy-friendly) in **art_extras**.
- ! We highly recommend providing **certifications** (e.g., Öko-Tex) in the **art_certificate** field, as it greatly influences purchase decisions.

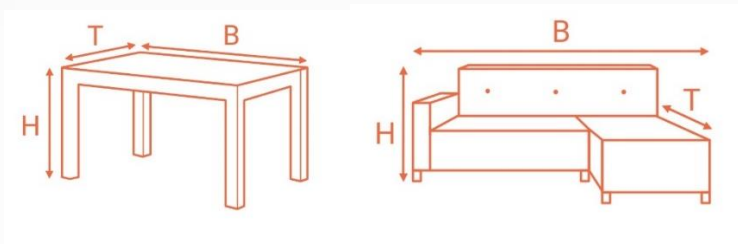
Additional media data

Field name	Format	Examples	Description	Weighting quality factor
art_img_url2	Text	http://www.yourshop.com/img/gr/s/ofa-red2.jpg	Supplementary product image. Additional images of the product (e.g., alternate angles, cropped views, detail shots, dimension displays, etc.). Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality.	+++
art_img_url3	Text	http://www.yourshop.com/img/gr/s/ofa-red32.jpg	Supplementary product image. Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality.	+++
art_img_url4	Text	http://www.yourshop.com/img/gr/s/ofa-red4.jpg	Supplementary product image. Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality.	+++
art_img_url5	Text	http://www.yourshop.com/img/gr/s/ofa-red5.jpg	Supplementary product image. Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality.	+++
art_img_url6	Text	http://www.yourshop.com/img/gr/s/ofa-red6.jpg	Supplementary product image. Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality.	+++
art_img_url7	Text	http://www.yourshop.com/img/gr/s/ofa-red7.jpg	Supplementary product image. Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality.	+++
art_img_url8	Text	http://www.yourshop.com/img/gr/s/ofa-red8.jpg	Supplementary product image. Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality.	+++

art_img_url9	Text	http://www.yourshop.com/img/gr/sofa-red9.jpg	Supplementary product image Supported formats: JPG or PNG. Minimum resolution: 600×800 pixels (portrait) or 800×600 pixels (landscape). Recommendation: Use the highest possible image quality	+++
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Additional information for dimensions and shapes

Field name	Format	Examples	Description	Weighting quality factor
art_width	Decimal	215	Total width of the product. Refers to the full measurement from left to right. Please avoid using overly detailed widths. Do not use the term "length", as it can be misinterpreted.	+++
art_width_unit	Text	cm	Unit of width Preferred unit: cm.	+++
art_height	Decimal	85	Total height of the product. Refers to the full measurement from top to bottom. Please avoid using overly detailed heights.	+++
art_height_unit	Text	cm	Unit of height Preferred unit: cm	+++
art_depth	Decimal	55	Total depth of the product. Refers to the full measurement from front to back. Please avoid using overly detailed depths.	+++
art_depth_unit	Text	cm	Unit of depth. Preferred unit: cm.	+++
art_diameter	Decimal	100	Largest diameter of the product. Please refrain from specifying detailed diameters here.	++
art_diameter_unit	Text	cm	Unit of diameter. Preferred unit: cm.	++
art_shape	Text	Round, rectangular, oval, L-shaped	Indicate the general form or shape of the product	++



Important notes on product dimensions

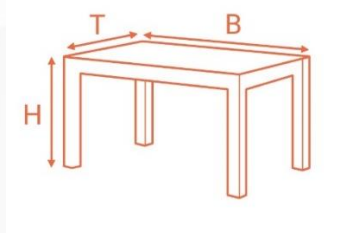
Complete dimensions required - always provide the full dimensions of the assembled product in the relevant fields:

- "art_width" (B)
- "art_height" (H)
- "art_depth" (T)

- ! Please do not enter any detailed dimensions there
- ! The term "length" is not supported as it can be ambiguous and refer to either width or depth. Ensure you do not use "length" in the feed.

Additional information

- ! The **shape of the table** (e.g., square, rectangular, organic, round, etc.) should be provided in the "**art_shape**" field.
- ! When referring to the **length** of a table, please enter this value in the "**art_width**" (**B**) field instead.



- ! The **shape of the kitchen** (e.g., L-shape, U-shape, island, row, etc.) can be provided in the field "**art_shape**".

Additional information for upholstered furniture products

Field name	Format	Examples	Description	Weighting quality factor
art_reclining_area	Text	90x200cm	Specification of the lying surface if the product includes a sleeping function.	++

Please note the following information:

- ! When submitting data for your **upholstered furniture products**, in addition to the mandatory fields (pages 8 and 9) and the field mentioned above, we **strongly recommend** including all relevant fields from the following sections:
 - "Additional product information" – pages 10 and 11
 - "Price and payment information" – page 11
 - "Service and shipping information" – pages 12 and 13
 - "General product features" – pages 14 and 15
 - "Additional media data" – page 16
 - "Dimension and shape" – pages 17 and 18

Examples:

- ! **Optional extras** such as sleep function, adjustable armrests, relax function, stand-up aid, massage function, lighting, storage surfaces, headrests, etc., can simply be submitted in the field "**art_extras**".
- ! **For example**, if your product is an **upholstered corner unit**, you can indicate the **shape** in the general field **art_shape**, e.g., "L-shape" for a classic corner sofa or "U-shape" for a larger living landscape configuration.

Additional Information for beds, mattresses, and slatted frames

Field name	Format	Examples	Description	Weighting quality factor
art_reclining_area	Text	90x200cm	Please specify the exact dimensions of the lying area (e.g., 90x200 cm) Please indicate only the measurement that applies to the price listed for this specific product. Alternative sizes can be listed in the description if the product is not submitted as separate variants/products.	+++
art_degree_of_hardness_mattress	Text	medium	Degree of Hardness (Mattress) Indicate only the hardness level (e.g., H2, H3) that applies to the price listed for this specific product. Alternative hardness levels can be added to the description if the product is not submitted as separate variants/products.	+++
art_lying_zones	Text	7 zones, 5 zones	Please specify the number of reclining zones the mattress.	++

Please note the following information:

- ! When submitting product information for items in the **Beds, Mattresses & Slatted Frames** categories, please ensure that, in addition to the mandatory fields (see pages 8 and 9) and the **specific fields mentioned above**, you also complete all relevant fields from the following sections:
- "Additional product information" – pages 10 and 11
 - "Price and payment information" – page 11
 - "Service and shipping information" – pages 12 and 13
 - "General product features" – pages 14 and 15
 - "Additional media data" – page 16
 - "Dimension and shape" – pages 17 and 18

Examples:

- ! **Optional extras** or features, e.g., suitable for allergy sufferers, bed drawers, lighting, washable cover, etc., can be included in the field **"art_extras"**.

Additional information for kitchens

Field name	Format	Examples	Description	Weighting quality factor
art_cooking_zone	Text	Ceran, induction, gas	Please specify both the type and the surface material of the hob in this field.	++

Please note the following information:

- ! When submitting the information for your products in the **kitchen section**, in addition to the mandatory fields (pages 8 and 9) and the above-mentioned fields, we recommend also filling in all fields from the following sections:
 - "Additional product information" – pages 10 and 11
 - "Price and payment information" – page 11
 - "Service and shipping information" – pages 12 and 13
 - "General product features" – pages 14 and 15
 - "Additional media data" – page 16
 - "Dimension and shape" – pages 17 and 18

Examples:

- ! **Special fittings or features**, such as an apothecary cupboard, push-to-open function, lighting, etc., should be submitted in the general field "**art_extras**".
- ! **The shape of the kitchen** (e.g., L-shape, U-shape, island, row, etc.) can be transmitted in the field "**art_shape**".
- ! Please indicate the **material of the wooden components** (e.g., reproduction, solid wood) in the field "**art_material**".
- ! **Surface finishes** (e.g., high-gloss, lacquered, etc.) should be indicated in the field "**art_surface**".

Additional information for lamps and electrical appliances

Field name	Format	Examples	Description	Weighting quality factor
art_energy_efficiency	Text	A+++, B, D	If the energy efficiency of the product falls within a range (e.g., from A to C), please enter all values as individual values separated by commas (e.g., A, B, C).	+++ Mandatory for all electrical appliances and lamps
art_lamp_socket	Text	E14, E27	Specify the socket size of the lamp or bulb.	+++
art_light_color	Text	Cool white, warm white, daylight	The light color of the lamp or bulb	++
art_watt	Decimal	800	Indicate the power of the electrical appliance or illuminant.	++
art_eprel	Number	1234567	Indicate the unique identifier, also known as the EPREL ID or number, proving the mandatory prior registration of your product in EPREL.	+++ Mandatory for all electrical appliances and lamps

Please note the following information:

- ! When submitting the information for your products from the Lamps and Individual Electrical Appliances section, in addition to the mandatory fields (pages 8 and 9) and the fields mentioned above, we recommend also filling in all fields from the following sections:
 - “Additional product information” – pages 10 and 11
 - “Price and payment information” – page 11
 - “Service and shipping information” – pages 12 and 13
 - “General product features” – pages 14 and 15
 - “Additional media data” – page 16
 - “Dimension and shape” – pages 17 and 18

Examples:

- ! **Special equipment or features**, such as water stop, dimmable function, with switch, etc., can be provided in the field “**art_extras**”.

Optimizing the findability of your products

We offer various filters on our portal to improve search results for our users. To ensure your products are easily found using these filters, it is important to provide relevant details such as color, width, height, depth, etc., in the appropriate fields.

Experience shows that the success of your products increases significantly with high-quality data, as users typically filter products just before making a purchase.

Service providers

For feed creation, management, and optimization, professional service providers can be helpful.

Our trusted partners are [Productsup](#), [Lengow](#), [ChannelPilot](#), [Channable](#), and [Feed Dynamix](#).

Contact

Once your feed is complete, please send the link to the following email: partner@mobi24.es

We typically require one to two days to integrate your feed.

If there are any issues or missing information, we will contact you for confirmation before putting your products live.

Any further questions or comments? Contact us!

Tel. +49 (0)40 23 72 44 130

partner@mobi24.es