

User guide: on-boarding seller



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Catalog management

To manage the catalog on the Marketplace, the seller must provide the export of two feed in CSV format, which must be publicly accessible via HTTP, so that the Marketplace can download and process them for updating the catalog.

After registering on the Marketplace, the seller must indicate the url of the two feed in his dashboard:

A) Complete feed—daily update

This feed will contain the complete information of the seller's catalog and will be downloaded and processed only once a day (at night).

The csv file of this feed must have the following structure:

- **COLUMN A - Sku EAN/GTIN:** unique identification code (barcode) of the SKU, consisting of a maximum of 13 numeric characters **(mandatory)**
 - Variable format: numeric
 - Best practice: always use the same EAN in each file for the same Sku, for an automatic loading of the product on the platform, without the need for approvals by the Marketplace;
- **COLUMN B - Category:** path of your product tree up to the lowest level within which the product is placed **(mandatory)**
 - Variable format: text
 - Best practice: insert the path dividing each level of nomenclature by the character "/" (e.g. "Outdoor Furniture/Garden Furniture/Synthetic Lawn");
- **COLUMN C - Brand:** brand name of the product **(mandatory)**
 - Variable format: text
 - Best practice: it would be preferable to always use the same brand name for different products of the same brand (even when using upper / lower case letters). If the brand is not present in the Marketplace, the BricoBravo team will have to create the brand. Until that time, the product will not be visible on the Marketplace. If the field is left blank, the product will be assigned to the "unbranded" category;
- **COLUMN D - ProductName:** product name. Use simple words, in consumer language and avoid complex sentences. Important field for SEO and must not exceed 150 characters **(mandatory)**
 - Variable format: text
 - Best practice: always use the same name in each file for the same Sku, for an automatic loading of the product on the platform, without the need for approval by the Marketplace. For greater order and accuracy, it is recommended to populate the field as a concatenation of the following attributes:
 - Name of the product
 - Brand of the product
 - Characterizing specification (e.g., color, material, size, etc.)
 - Example of compilation: "Box Tuscany 100REVERSO - Garofalo - 88x132x19";

- **COLUMN E - Url:** url of the product on the seller's ecommerce site (**mandatory**)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to the product page of your ecommerce;

Warning: for now, we ask that the field must be populated with ".", without entering the url. This value will be implemented later.
- **COLUMN F - Weight:** SKU weight calculated for shipping (**mandatory**)
 - Variable format: numeric
 - Best practice: enter the weight as a decimal number in kilograms, without adding any specification regarding the unit of measurement (e.g., 2.25 kg = "2.25");
 - The cell must be populated with a value greater than 0.
- **COLUMN G - Product Description:** description containing the main information of the product. This is a simple and clear description of the product for consumers (**mandatory**)
 - Variable format: text
 - Best practice: insert the text in html format for not losing the text formatting in the Marketplace. Check the character limit of the field;
- **COLUMN H - Image URL 1:** url where you can find the first image of the product that will be shown on the Marketplace (**mandatory**)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN I - Image URL 2:** url where you can find the second image of the product that will be shown on the Marketplace (**optional**)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN J - Image URL 3:** url where you can find the third image of the product that will be shown on the Marketplace (**optional**)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN K - Image URL 4:** url where you can find the fourth image of the product that will be shown on the Marketplace (**optional**)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN L - Image URL 5:** url where you can find the fifth image of the product that will be shown on the Marketplace (**optional**)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN M - Image URL 6:** url where you can find the sixth image of the product that will be shown on the Marketplace (**optional**)
 - Variable format: text

- Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN N - Image URL 7:** url where you can find the seventh image of the product that will be shown on the Marketplace (optional)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN O - Image URL 8:** url where you can find the eighth image of the product that will be shown on the Marketplace (optional)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN P - Image URL 9:** url where you can find the ninth image of the product that will be shown on the Marketplace (optional)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN Q - Image URL 10:** url where you can find the tenth image of the product that will be shown on the Marketplace (optional)
 - Variable format: text
 - Best practice: make sure that the link is working and that it points to a repository with free access;
- **COLUMN R - Selling Price (Price To GPP):** product price (mandatory)
 - Variable format: numeric
 - Best practice: enter only the numeric value in decimals separated by ".", without specifying the currency and without any thousands separator (assumed: €) (e.g. € 4,000.00 = "4000.00");
- **COLUMN S - Discounted Price:** sales price of the product net of any discounts (mandatory)
 - Variable format: numeric
 - Best practice: enter only the numeric value in decimals separated by ".", without specifying the currency and without any thousands separator (assumed: €) (e.g. € 3,445.56 = "3445.56");
- **COLUMN T - Vat:** VAT value as a percentage to apply to the product (mandatory)
 - Variable format: numeric
 - Best practice: enter only the whole numeric value in hundredths percentages, without any symbol or decimal figure (e.g., 22% = "22");
- **COLUMN U - Available Quantity:** quantity of product available for sale (mandatory)
 - Variable format: numeric
 - Best practice: enter only an integer numeric value
- **COLUMN V - Processing Time:** field depicting the average fulfilment times (plus the average of shipping days) of the order that contains the specific product (mandatory)
 - Variable format: text
 - Best practice: you should indicate a fixed number of days (e.g. 3)

- **COLUMN W** - Product_code: into this point it is possible to manage the product code identification used internally by the seller. The field is **optional**.

- Variable format: text
- **Warning:** if the EAN code (recommended) is not present in column A and the item code has been entered, it is not necessary to report the same information in this column.

See the sample CSV file of complete feed:

(file attached "20220707_BricoBravo-Sample_csv_catalogo_completo_v4")

B) Partial feed – hourly update

This feed will **only** contain **information regarding the quantity and the price of the seller's catalog** and will be downloaded and processed every hour (as this information can be subject to changes even within the same day).

The **csv file** of this feed must have the following **structure**:

- **COLUMN A** - Sku EAN / GTIN: unique identification code (barcode) of the SKU, consisting of a maximum of 13 numeric characters (**mandatory**)
- **COLUMN B** - Selling Price (Price To GPP): price of the product (**mandatory**);
- **COLUMN C** - Discounted Price: sale price of the product net of any discounts (**mandatory**);
- **COLUMN D** - Available Quantity: quantity of product available for sale (**mandatory**);
- **COLUMN E** - Processing Time: estimate delivery time, indicated as the number of in working days (comprehensively the timing for working orders and the average of day requested by your courier of shipment). (**optional**)
 - a. Variable format: text
 - b. Best practice: you should indicate a fixed number of days.
- **COLUMN F** - Product_code: into this point it is possible to manage the product code identification used internally by the seller. The field is **optional**: if you decide to add this information, column E must be filled in.
 - a. Variable format: text

The format of the fields and the compilation of the best practices are the same as for the file of complete feed update

See the sample CSV file of feed update

(file attached "20220707_BricoBravo-Sample_csv_catalogo_aggiornamento_v4")