

Instructions for the provision of CSV product files

By making your product feed available via a CSV file, you have the opportunity to provide publishers from the verticals of price and product comparison, Google Shopping and retargeting with all relevant data about your products. These publishers have a high reach and can significantly increase your sales.

Editorial content publishers also use product data to promote their products in the best possible way.

Please note that within the framework of the Basic Price Ordinance, you must list products subject to basic prices with the correct content and basic price information in your CSV file.

The following documentation is intended to provide you with the most important information in order to be able to successfully provide your CSV file as an advertising material through ADCELL.

The CSV structure:

In order for your publishers to be able to use your CSV file to promote your offers in the best possible way, you should offer the following information columns:

- * Product deeplink
- * Product title
- * Product description
Product description (long)
- * Gross price
Net price
- * Strike price
- * Currency
- * European Article Number EAN
- * Supplier article number AAN
Manufacturer
Manufacturer article number HAN
- * Product image URL
Preview image URL
- * Product category
Product category ID
- * General shipping costs
Shipping costs prepayment
Shipping costs cash on delivery
Shipping costs credit card
Shipping costs direct debit
Shipping costs invoice
Shipping costs PayPal
Shipping costs instant bank transfer
Availability
- * Delivery time
- ** Content
- ** Base price
- ** Basic price unit

The fields marked with * are mandatory

**** Mandatory field for products according to legal requirements**

Before delivering a CSV file, ADCELL evaluates the columns of your file and standardises the data so that consistently structured CSV files are delivered to the publisher for all partner programs.

If your CSV file contains further columns that are not mentioned in the information columns listed above, these columns are appended to the end of each line in the standardised CSV file as info columns. The publisher can see the exact column names in the ad media selection.

Technical structure

To optimize the CSV file for the Publisher, you should select the following settings:

Encoding:	UTF-8 or ISO-8859-15
Column separator:	Semicolon ;
Text separator:	Double apostrophe “
Line separator:	Line break \n
1. line:	Column labels
From 2nd line:	Data lines

If you use semicolons as column separators, no semicolons may be used in the texts of the individual columns unless text identifiers (text separators: single or double apostrophes) are used. In that case, however, they must not be used in the text itself.

Price and currency information

When displaying prices in the CSV file, please ensure that each individual row is displayed in only one currency. If you offer the same product in several currencies, please create a data row with a corresponding currency column for each currency.

Without specifying a currency for a price, we assume that the specification was made in euros.

The following price indications are automatically recognised:

EUR 123,45	
123,45 EUR	
123,45; EUR	//; is used as column separator
123.45	//123,45
1.000,99	//1000,99
1.000.99	//1000,99 the last point is used as a comma if only 2 digits follow
1.000.000	//1000000,00
123,-	//123,00

Base price, base price unit and content information for Google Shopping

Please check the following formatting guidelines so that Google Shopping can process the data you submit. **For products / distribution in the EU, please state the basic price in kg or l in accordance with the quotation of prices order (May 2022).**

Please always put a space between the digit and the unit of measurement. Without a space, the data can not be processed correctly.

Type	Supported integer value with unit
Units supported:	Weight: mg, g, kg
	Volume: ml, cl, l, cbm
	Length: cm, m
	Area: sqm
	Per piece: ct
Supported numerical values:	Please use whole numbers here. Example: 1, 100, 2, 4
Additional supported combinations of integer + unit (metric):	75 cl, 750 ml, 50 kg, 1.000 kg

Set CSV file at ADCELL

You can create your CSV file at ADCELL under

"My campaigns" → "Advertising material", "Create new" → "CSV".

as an advertising medium for your publishers. If you offer complete deep links to the individual product pages in your CSV file, please enter @0@ in the "Link:" field when creating advertising material at ADCELL. @0@. If further parameters are required, please append them with a "&".

Example with completed product link in your csv file:

Your product link: http://www.example.de/shop.php?product=1234
Desired parameter: &netzwerk=adcell
Link / landing page URL: @0@&netzwerk=adcell

If you are delivering only parts of the product link within the csv file, please add the missing part of the product link to @0@ in the field „Links“ at your ADCELL interface. If additional parameters are needed, please attach them to the placeholder @0@ as you would attach them to the original product link.

If further parameters are required, please attach them.

Example with manually structured product link:

Your product deeplink: <https://www.example.de/shop.php?product=1234>
Data in your CSV: 1234
Your parameter: &netzwerk=adcell
Link: <https://www.example.de/shop.php?product=@0@&netzwerk=adcell>

If you have any questions remaining, we would be happy to be of assistance to you over phone, by fax or via mail.

Your contact for CSV files at ADCELL:



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Good luck with ADCELL!