

DELIVER DATAFEED MANUAL

Providing a productfeed for Scoupz

For providing a productfeed it's important your feed is well categorized for us to provide good findability and integration in Scoupz.

Access to files

Your productfeed is being imported daily, it's from the highest importance that your productfeed is available 24/7. If you are using a protected environment, for example: your product feed is only available from an FTP or SFTP location, we need the credentials to have access to that location.

Modules for webshop software

For almost every webshop technic that is being used, there are modules available which can make it easier for you to generate a productfeed. For shopping software like Magento, OpenCart, osCommerce and PrestaShop we have modules available which can generate a productfeed immediately. You can see the available downloads and partner links on our corporate website.

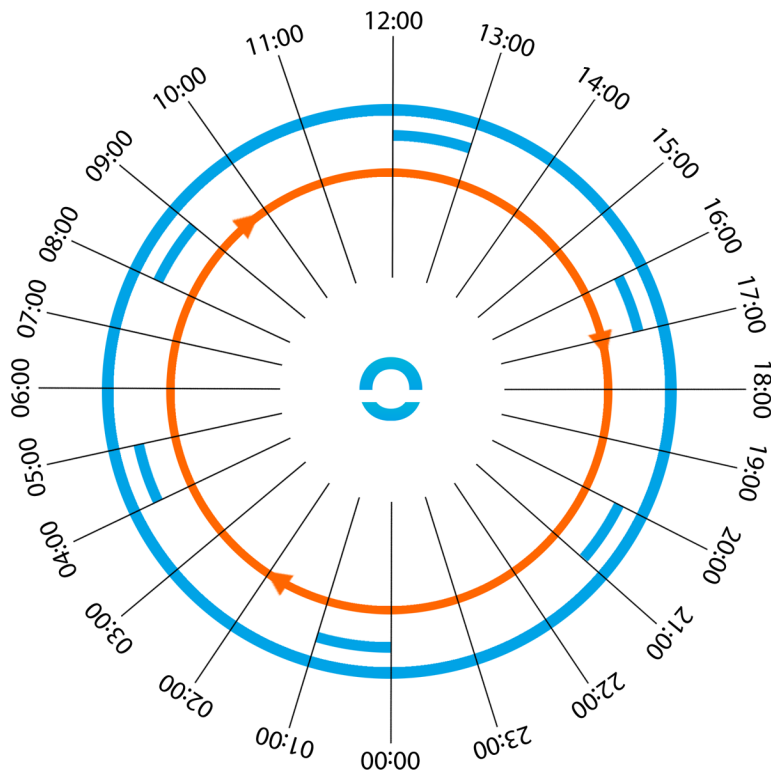
<https://corp.scoupz.com/index.php/support-aanleveren-bestanden>

Co-operation productfeed companies



Scoupz has co-operation with a variety of partners that can provide you with a quality productfeed. Channable and Datafeedwatch can generate productfeeds directly from their system. Scoupz is also partner with Koongo Connector, their module is available for Magento but also directly in shopping platforms like SEOshop, CCV shop, Shopify and CS cart.

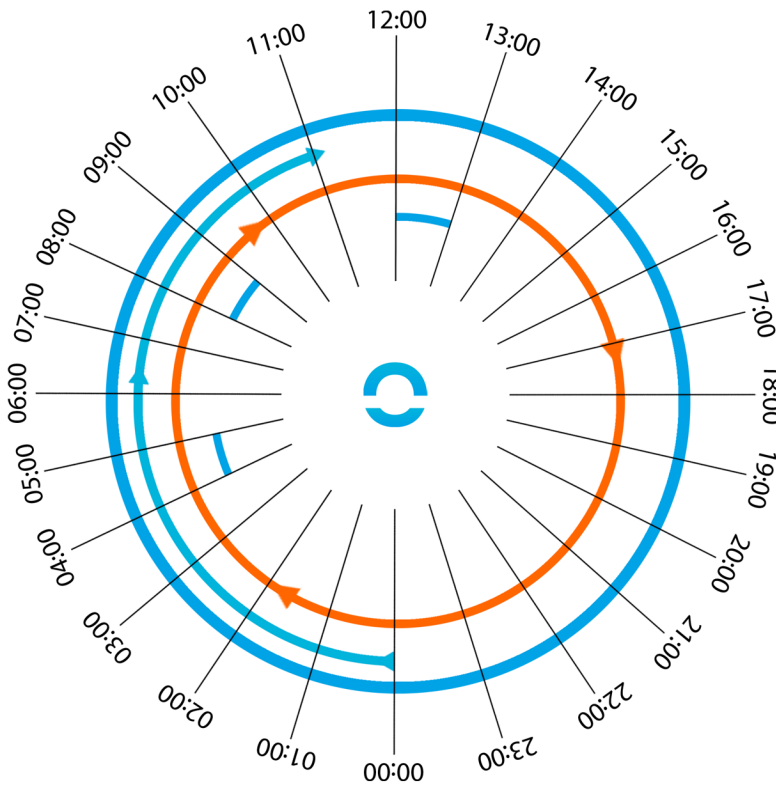
Type of files

Scoupz can handle a lot of different productfeed formats, but our preferred format for delivering the productfeed is CSV (Comma Separated Value) or XML (Extensible Markup Language). Every delivered productfeed will be tested if they are properly matching our terms. Feedback will be given after testing.






PREMIUM LEGEND

-  Read webshops, update prizes, clean up old products
-  Profiling, matching, delete old products



STANDARD LEGEND

-  Read products and webshops
-  Profiling and matching
-  Add new products

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Fields	Explanation
Title	<p>The title of the product shows which product it is, this must be in UTF-8 format and completely without other additions or special characters*</p> <p>Important:</p> <ul style="list-style-type: none"> The title does not include names of the store or other additions like 'Action', 'sale' etc. In the title you mention the brand, model, type and color of the product. (For example: Apple iPhone 6S 16GB Black) If you can't place the brand in the title you can deliver this separately.** <p>* See also 'Special Characters' in this document. ** See also 'Brand / Manufacturer' in this document.</p>
Description	<p>The description gives a short explanation of the product, This must be in UTF-8 format and is completely without other additions or special characters.*</p> <p>Important:</p> <ul style="list-style-type: none"> The description may not include any references to your store or the name from your store. You are not allowed to mention things like warranty, sizes or delivery time that only applies for your store. <p>Technical:</p> <ul style="list-style-type: none"> If you use any HTML elements like: ,
 , make sure they don't contain inline styles, iframes are forbidden. Make sure by exporting your productfeed that the description is not accidentally exported at a maximum of 255 characters. <p>* See also 'Special Characters' in this document.</p>
EAN / UPC	<p>EAN code is the standard European productcode. We prefer EAN codes to identify your product since it's being used by most of the shops and can only refer to one specific product.*</p> <p>Important:</p> <ul style="list-style-type: none"> If you can't provide EAN codes than you can also use UPC codes (Universal Product Code)** to identify your products. Make sure every product has one EAN or UPC code. Don't place SKU codes in the EAN field when you don't have an EAN code for a product. Don't prefix an extra zero or other characters to your EAN codes. <p>* See also https://en.wikipedia.org/wiki/International_Article_Number_(EAN) ** UPC –codes are not the standard code and are not the preferred codes in the European websites from Scoupz.</p>
SKU / MPN	<p>SKU, Stock Keeping Unit is the unique part number which is being used to identify the product. MPN (Manufacturer Part Number) are unique codes that are often provided by manufacturers.</p> <p>Important:</p> <ul style="list-style-type: none"> Please deliver only one SKU or MPN code per product.
Selling Price	<p>The Selling Price will be presented in Euro's including V.A.T.</p>

Important:

- No dots or comma's after thousands.
- Same notation as 'Shipping Costs'
- No additions for example: €, € or EUR.
- Use only 2 character rounding after comma or dot.

The layout of the Selling Price can be arranged in two different ways, European or American notation. For example: European : 13,25 or American : 13.25.

Shipping Costs

If you use Shipping Costs in your store, than these will be presented in Euro's including V.A.T.

Important:

- No dots or comma's after thousands.
- Same notation as 'Selling Price'
- No addition for example: €, € or EUR.
- Use only 2 character rounding after comma or dot.

Attention:

- Make sure you deliver the Shipping Costs for the individual product, regardless if the Shipping Costs are free above a particular price or is more expensive in other categories.

The layout of the Shipping Costs can be arranged in two different ways, European or American notation. For example: European : 13,25 or American : 13.25.

Main Category

Scoupz has different main and sub-categories. In 'Testing your feed' you will find our category list.

Please indicate in your feed in which main category the product must be placed. Use our names here, not ID's.

If the categories do not match our categories, Scoupz will make sure the best fitting category is used to place the products from the productfeed.

Important:

- Try to make the categories match.

Sub Category

Name of the Sub Category.

Please indicate in your feed in which sub-category the product must be placed. Use our names here, not ID's.

Micro Category

Name of your Micro Category

Category Path

If you have more than three levels of categories and you are not able to provide our category structure in your feed, you can provide the complete 'path' for your product.

Important:

- Do not add the name of the product in the path, just the category names.

So that we can place the products in the correct categories in Scoupz.

Image Link	<p>Every product has to have an image, please deliver the full imagelink to your image in your productfeed.</p> <p>Important:</p> <ul style="list-style-type: none"> Watermarks and merchant names or partner names are not allowed to be visible in the image. If you do not have an image than also do not deliver a placeholder with your logo for example. The maximum measurements are 800 * 600 pixels with a dpi from 72 – 96. Do not use SVG but JPEG, PNG or GIF extension for your Image. Make sure that the images have a white background with the same whitespaces. We prefer zero whitespace. <p>If a product you deliver is already present in Scoupz than our website will only show one image from one merchant.</p>
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Product Deeplink	<p>To navigate the hyperlinks to the correct product it's important that you deliver the full product deeplink from the product in the productfeed.</p> <p>Important:</p> <ul style="list-style-type: none"> Your link needs to include http:// or https:// and your domainname. <p>If you use Google Analytics or other Tracking Software we recommend to deliver the deeplink with UTM sources*</p> <p>* See also 'Tracking Results' in this document.</p>
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Stock	<p>Scoupz has the possibility to show the stock so customers know exactly which merchant has the product in stock.</p> <p>Important:</p> <ul style="list-style-type: none"> The stock has to be numeric , For example 1 or 5, without further additions. If you cannot deliver a stock than there will be shown "Delivery Time" in the field instead * <p>We will not communicate the exact number of products in stock, instead we will use a standard status.</p> <ul style="list-style-type: none"> < 0 : Not specified 0 : Not in stock > 0 : in stock <p>If the Delivery Time or stock is not specified we will show 'not specified'</p> <p>* See also 'Delivery Time' in this document.</p>
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Brand / Manufacturer	<p>In this field place the brand of the product also know as the manufacturer, for example Apple or Samsung etc.</p>
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Delivery Time	<p>In this field you are free to let the customers know what your delivery time is. We often see merchants saying 'order before 11PM and you will receive your order tomorrow' or '2-3 days'</p>
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Fields	When Required	Explanation
EAN /SKU	Products from the categories: <ul style="list-style-type: none"> • Computer • Elektronica • Manial 	Deliver the EAN / SKU here for every product. Important: <ul style="list-style-type: none"> • For the products in these categories it's important that there are EAN / SKU codes to match these products correctly
Brand / Manufacturer	If the brand is not in the title	Make sure there is a brand in a field seperatly if the brand is not in the title.
Size	Products from categories <ul style="list-style-type: none"> • Clothes • Shoes 	Deliver your sizes in one seperate field (comma) and place the product with the correct color Important: <ul style="list-style-type: none"> • Only deliver sizes when the product is in stock • Use European sizes
Gender	If not provided in the category, but the product is specific for a gender.	Make sure there is a field with a gender if you don't have it mentioned in your category structure in the feed.
Familycode	If there is one product with more than one EAN codes	It sometimes happens that multiple products has been merged into one product and the original products per 'size' had their own EAN codes. They often have one familycode for all these separate products.
SKU / MPN	If there is no EAN code	Make sure there is a unique code for every product. If a product has no EAN code but you have the possibility to deliver a UPC or SKU code than please do this. Important: <ul style="list-style-type: none"> • Never use your own numbered database codes.

Special Characters

By special characters we mean, for example, è,é etc. All the special characters in your feed need to be in UTF-8 format. We prefer not using any special characters but if you do, use the UTF-8 format. You can also convert the characters so: é will be delivered as é.

Tracking Results

To track results we recommend to implement UTM resources in your deeplinks. We are not using pixels in the any merchant shoppingcart for tracking. The only tracking we perform are outgoing clicks and the product views.

For example:

https://www.uwwinkel.nl/categorie/productX.htm?utm_source=scoupzNL&utm_medium=productmarketing

utm_source	Indicates from which site de link came.	scoupzNL
utm_medium	Indicates which medium is used	Productmarketing

You are free to put the full UTM in the link, for more information make sure you check this link.

https://support.google.com/analytics/answer/1033867?hl=nl#using_the_url_builder

utm_source	Required. Use utm_source to identify a search engine, a newsletter or to identify another source. <i>Example:</i> utm_source=ScoupzNL
utm_medium	Required. Use utm_medium to identify a medium like e-mail <i>Example:</i> utm_medium=pricecomparison
utm_term	Is used for paid searching results. Use utm_term to specify the keywords for this ad <i>Example:</i> utm_term=bikes
utm_content	Is used for A/B-tests and advertisements with targeting. Use utm_content to differentiate ads or links that point to the same URL. <i>Examples:</i> utm_content=logolink or utm_content=textlink
utm_campaign	Is used for a keywordsanalyse. Use utm_campaign in order to identify a particular product or strategic promotion campaign. <i>Example:</i> utm_campaign=summer-sale

Example markup XML file

```
<?xml version="1.0" encoding="utf-8" ?>
<Products>
  <Product>
    <MAIN_CATEGORY>Mobiele telefoon</MAIN_CATEGORY>
    <SUB_CATEGORY>iPhone</SUB_CATEGORY>
    <TITLE>iPhone 6 Plus 128GB Zilver</TITLE>
    <DESCRIPTION>Apple iPhone 6 plus 128 GB Zilver</DESCRIPTION>
    <IMAGE>https://www.uwwinkel.nl/images/iphone6plus.jpg</IMAGE>
    <BRAND>Apple</BRAND>
    <SKU>7638137</SKU>
    <PRICE>999,00</PRICE>
    <EAN_UPC>0888462040747</EAN_UPC>
    <SHIPPING>6,95</SHIPPING>
    <BUY_URL>https://www.uwwinkel.nl/apple/iphone6plus.htm</BUY_URL>
    <ISAVAILABLE>1</ISAVAILABLE>
    <DELIVERYTIME>Ordered Today, Delivery Tomorrow</ DELIVERYTIME>
  </Product>
</Products>
```

Example markup CSV file

```
"MAIN_CATEGORY";"SUB_CATEGORY";" TITLE";"DESCRIPTION";"IMAGE";"BRAND";
"PART_NO";"PRICE";"EAN_UPC";"SHIPPING";"BUY_URL";"ISAVAILABLE";"DELIVERYTIME"
```

```
"Mobiele telefoon";"iPhone";"iPhone 6 Plus 128GB Zilver";"Apple iPhone 6 plus 128 GB
Zilver";"https://www.uwwinkel.nl/images/iphone6plus.jpg";"Apple";"7638137";"999,00";
"0888462040747";"6,95";"https://www.uwwinkel.nl/apple/iphone6plus128gb.htm";"5";"
Ordered Today, Delivery Tomorrow"
```

Always place field names in the first row, we will update your productfeed based on these collums, if they do not match the fields that were present last run, than the feed is "corrupt" and we will not read this. Keep us informed if you want to change anything in your structure.

Please note, if you use a CSV file in the description separators which are used to separate components in the feed, then it is possible that different fields can not be properly absorbed into Scoupz.

Testing your feed

Would you like to test your feed first? Please contact us by e-mail at support@scoupz.com. Please send your feed location. Feeds will be tested after you made an agreement.

To test your XML file in advance to see if there are any faults in it , you can do this in your browser or in a XML validator: <http://www.xmlvalidation.com/>

You can find our list of main and sub-categories which are present in Scoupz, you can find the list in this link: https://scoupz.nl/files/scoupz_category_feed.txt

Webshop Profile

Scoupz enables you to supply your own store description which we will place directly when your shop goes online. This includes a short description of your store.

There are a number of options to specify how your customers can pay and what hallmark you are connected to.

There is also the possibility to indicate how a client can contact you. As indicating a customer e-mail address.

Example:

<https://scoupz.nl/stores/coolblue/Profile/>

Please deliver us:

- Short description of your webshop
- Contact details customerservice/contact
- Hallmarks (example: Thuiswinkel.org)
- Languages your webshop is available in. Example: NL, FR, DE, EN
- Logo from your webshop in "JPG, GIF or SVG size" this will be used for the comparison and your profile. The maximum measurements are 240 pixels width and 100 pixels height.
- Short description of your shipping info.
- All Payment methodes.
- Several locations with picture, see picture further in this document.

Comparison overview

Logo	Quality Mark	Delivery Time	Rating	Price	Productdeeplink
Logo	Keurmerken	Leverbaar	Beoordeling	Prijs	
		Voor 23.59u besteld? morgen gratis bezorgd!	9,2 3668 Beoordeling(en)	1 279,00 Verzenden: 0,00	Bezoek winkel >
		Voor 23:59 besteld morgen in huis!	7,7 10537 Beoordeling(en)	1 279,00 Verzenden: 0,00	Bezoek winkel >
		Op een werkdag besteld, morgen in huis	9,3 1954 Beoordeling(en)	1 299,00 Verzenden: 0,00	Bezoek winkel >
		Op werkdagen voor 23:30 uur besteld, morgen in huis	8,2 1083 Beoordeling(en)	1 299,00 Verzenden: 0,00	Bezoek winkel >
		Voor 17:00u besteld, volgende werkdag	7,0 794 Beoordeling(en)	1 305,69 Verzenden: 0,00	Bezoek winkel >
		Op werkdagen voor 17:00 besteld, morgen in huis	7,0 0 Beoordeling(en)	1 309,00 Verzenden: 0,00	Bezoek winkel >
		1 werkdag	7,3 2194 Beoordeling(en)	1 328,58 Verzenden: 0,00	Bezoek winkel >
		Voor 23:59 uur besteld, morgen in huis.	8,7 3175 Beoordeling(en)	1 329,00 Verzenden: 0,00	Bezoek winkel >
		Voor 23:59 uur met ideal besteld? morgen gratis in huis!	9,4 1700 Beoordeling(en)	1 329,00 Verzenden: 0,00	Bezoek winkel >

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Scoupz

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W: www.scoupz.nl

IBAN: NL55 INGB 000 785 1956
BIC: INGBNL2A


Profile webshop

Home » Coolblue Profiel



Coolblue | Profiel


[Bekijk de producten van deze winkel >](#)




Coolblue Profiel

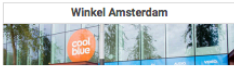

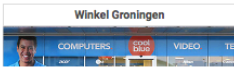
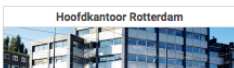

Bij Coolblue kies je uit ruim 60.000 producten, van tablets tot stofzuigers. Je krijgt altijd persoonlijk en specialistisch advies in onze 150+ shops. Voor vragen kun je op werkdagen tot 23:59 bij onze klantenservice terecht. Via de telefoon, maar ook makkelijk via social media. Je kunt 14 dagen nadenken over je aankoop. Toch niet helemaal tevreden na je aankoop? Geen probleem. Retourneren is gemakkelijk en altijd gratis.

Waarderingen & Beoordelingen


3668 Beoordeling(en)



Contactdetails

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	Aalsterweg 91 5615 CC Eindhoven Nederland	Telefoonnummer: 010 7988999 E-mailadres: info@coolblue.nl
	Het Hout 145 9723 LB Groningen Nederland	Telefoonnummer: 010 7988999 E-mailadres: info@coolblue.nl
	Oostplein 97 3011 KW Rotterdam Nederland	Telefoonnummer: 010 7988999 E-mailadres: info@coolblue.nl
	Europaplein 351 3526 WG Utrecht Nederland	Telefoonnummer: 010 7988999 E-mailadres: info@coolblue.nl


Overige informatie

Korte omschrijving:
Bij Coolblue heb je altijd de keuze voor gratis bezorging. Bestel voor 23.59 uur en je hebt je aankoop de volgende dag al gratis in huis. Zelfs op zondag.


Verzendkosten:
Bezorgopties: 1. Gratis bezorging. De volgende dag (zelfs op zondag) Gratis 2. Op afspraak bezorgd. De volgende dag, in het gekozen tijdvak € 9,95 3. Coolblue VandaagNog®. 's Avonds op dezelfde dag € 9,95 Wil je het liever ophalen? Dat kan ook. Kies in het winkelmandje voor deze opties: Ophalen bij PostNL. De volgende dag, vanaf 16.00 uur. Gratis Ophalen bij Coolblue (winkels). De volgende dag, vanaf 12.00 uur. Gratis

Verzenddetails:
Ben je overdag niet thuis? Kies dan tijdens het plaatsen van je bestelling voor gratis bezorging op dinsdag- of donderdagavond tussen 17.00 en 21.30 uur. Bestel uiterlijk de dag ervoor tot 23.59 uur om het op dinsdag- of donderdagavond te ontvangen. Kies in het winkelmandje voor 'Op afspraak bezorgd' en selecteer een dinsdag- of donderdagavond. Ben je een vroege vogel? Maak dan gebruik van Coolblue Goieimorgen®; voor 17,95 euro komt de bezorger bij je langs voordat je 's ochtends naar je werk vertrekt. Op afspraak bezorgen en 's avonds bezorgen zijn aanvullingen op de leveringsmogelijkheden die we nu al bieden. Voor alle reguliere bestellingen blijft gelden: vandaag voor 23.59 uur besteld, morgen gratis thuis bezorgd.

Betalingsmethode geaccepteerd:



Site Talen:



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