

## Data Feed Specifications

These conditions have to be met in order for solute GmbH to integrate your offers:

- Your complete offer data must be exportable in **one** file (if several files exist, please merge).
- The file must be in CSV or a TXT file format. It can be compressed in ZIP or GZIP file format.
- We need your offer data file in one defined URL  
e.g. [www.ihrshop.de/export/billiger.csv](http://www.ihrshop.de/export/billiger.csv). If this is located in a protected area, please let us know password and user name. Solute normally retrieves offer data every two hours.
- There must be exactly one offer in each line of your offer data file.
- The column delimiter must be unique and must not be present in any of your data fields. If possible, please use TAB or PIPE [ | ].
- In the ideal case, **different information** should be in **separate columns** of your file.  
The **different information** must **not contradict** itself: The offer description must comply with the picture of the offer, the EAN or the manufacturer number.
- The **article ID** (aid or sku) of an offer must always be **constant** and unique. The same ID must thus never be used for different offers.
- The column names do not necessarily need to meet our specifications. They have to, however, be clear in order to prevent confusion.
- We split the offer data into 3 different levels (see table on page 4):
  - listing relevant data
  - mapping/matching relevant data
  - end customer relevant data

Your offer data file ...

... **must** include all **listing relevant columns** (see table). This is absolutely essential in order to be able to read product data into the solute system.

... **should** include **mapping/matching relevant columns**. The category information and product data you provide to us will have an influence over the quality of matching.

... **may** include **end customer relevant columns**. This information enhances our ability to provide appropriate product information for our consumers.

- **Assortment-specific columns:** For some assortments, additional information in extra columns is helpful or even required by law. Additional information is used to insure appropriate allocation when a consumer is filtering offers online.
- We would like to draw your attention to the **legal requirement** to specify the shipping costs and basic price (for articles that require indication of the basic price) and urge you to include this in the offer data file.

The more information you provide us the higher relevancy when a product is mapped/matched. Also it ensures that your product information is...

... **Quickly** integrated.

... **Identified** easier by the consumer.

... **Appropriately** assigned to our categories/products.

... **Optimised** to ensure a greater reach of potential customers.

... **Better than the competition**, ensuring higher customer conversion rate, since your offers are assigned in the best possible way and your customers are fully informed.

### solute GmbH

Geschäftsführer:  
Dr. Thilo Gans,  
Bernd Vermaaten  
[www.solute.de](http://www.solute.de)  
[info@solute.de](mailto:info@solute.de)

### Hausadresse

Zeppelinstraße 15  
D-76185 Karlsruhe  
Tel: + 49 721 86956-0  
Fax: + 49 721 86956-66

### Handelsregister

Amtsgericht Mannheim  
HRB 110579  
St-Nr. 35008/07229  
UST-IdNr. DE234663798

### Bankverbindung

HypoVereinsbank München  
IBAN-Nr.: DE75 7002 0270 0667 3454 05  
BIC (SWIFT-Code): HYVEDEMM

### Marken der solute gmbh



## Data Feed Specifications

- The solute Ad Network **does not list** ...
  - ... used goods
  - ... illegal content.
  - ...sexually explicit content.
 This content must **not** be contained in your offer data file.
- **Avoid** ...
  - ... HTML formatting and CSS.
  - ... Incomplete or false HTML formatting (such as "&nbsp;" instead "&nbsp;," for a space).
- All prices in your offer data file must be retail prices (inclusive of statutory VAT, except for small business) and are specified in euros. Please do not specify currency symbols; we use euros.
- **FSK18 or USK18 goods** must be explicitly marked in the product name, e.g.
  - SAW IV (FSK 18)
  - Halo 3 (USK 18)
- Make your shop logo available on a defined URL (e.g. [www.ihrShop.de/logo.gif](http://www.ihrShop.de/logo.gif)). Please enter this information in your Partner Frontend. Please note that your logo must have a resolution of 90 x 30 pixels or a width x height ratio of 3:1. Or you can send your shop logo to [konfiguration@billiger.de](mailto:konfiguration@billiger.de).

**Below are the exact specifications of the column names as well as an example of how your offer data file should appear.**

**For questions concerning export/import or assortment-specific columns, we will be happy to assist you individually. You can reach our shop data management at [konfiguration@billiger.de](mailto:konfiguration@billiger.de) or +49 721 86 95 6 - 60 (select 1 in the voice menu, then 2).**

#### solute GmbH

Geschäftsführer:  
Dr. Thilo Gans,  
Bernd Vermaaten  
[www.solute.de](http://www.solute.de)  
[info@solute.de](mailto:info@solute.de)

#### Hausadresse

Zeppelinstraße 15  
D-76185 Karlsruhe  
Tel: + 49 721 86956-0  
Fax: + 49 721 86956-66

#### Handelsregister

Amtsgericht Mannheim  
HRB 110579  
St-Nr. 35008/07229  
UST-IdNr. DE234663798

#### Bankverbindung

HypoVereinsbank München  
IBAN-Nr.: DE75 7002 0270 0667 3454 05  
BIC (SWIFT-Code): HYVEDEMM

#### Marken der solute gmbh



# Data Feed Specifications



COLUMN HEADING	CHARACTERISTICS / SPECIFICATIONS	EXAMPLE
<b>LISTING RELEVANT COLUMNS</b>		
To make certain that your offers can be made live, the following data <b>must</b> be present in your offer data file:		
<b>aid / sku</b>	<b>article identity number / stock keeping unit</b> Unique and constant item number of the offer in your store / merchandise management system.  Max. 50 characters of text.	00004711
<b>name</b>	Offering name, free of advertising texts. → Original product description  Max. 255 characters of text.	PowerShot A590 IS
<b>price</b>	Retail price of the offer (incl. VAT) without shipping cost.  Numeric field, period delimited, without 1000 separator.	3129.98
<b>link</b>	Deep-link in the store directly to the offer; URL of the offer.  Max. 750 characters of text (URL).	http://www.YourShop.com/offerid=00004711.htm
<b>shop_cat</b>	<b>shop category</b> Category path of the offer in your store. (The separator for your categories must not correspond to the column delimiter of your offer data file.)  Max. 255 characters of text.	Elektronik > Foto & Video > Digitalkameras > Kompaktkameras
<b>pzn</b>	<b>pharma zentral nummer (only for pharmaceuticals sold in Germany)</b> PZN of the corresponding offer. You receive the PZN from the respective manufacturer or from your supplier.  7 digits	4908802
<b>MAPPING / MATCHING RELEVANT COLUMNS</b>		
To ensure that your offers can be assigned correctly, the following data <b>should</b> be available in your offer data file:		
<b>brand</b>	Manufacturer brand of the offer (manufacturer or brand name).  Max. 255 characters of text.	Canon
<b>mpn(r)</b>	<b>manufacturer part/product number</b> Original manufacturer or article number. You receive the manufacturer number from the respective manufacturer or from your supplier.  Max. 50 characters of text.	2462B009
<b>GTIN (EAN)</b>	<b>Global Trade Item number (formerly European Article Number)</b> This includes: <b>EAN</b> (Europe) and <b>ISBN, UPC</b> (USA), <b>JAN</b> (Japan). You will receive the GTIN or the part of it mentioned above from the respective manufacturer or from your supplier.  13 digits	8714574513843
<b>END CUSTOMER RELEVANT COLUMNS</b>		
To ensure that your end users can track all key information at a glance, you <b>may</b> expand your offer data file with the following data:		
<b>image (images)</b>	URL to image on your server. Multiple images separated with separators, first image is main image. Alternatively, multiple columns (e.g., image_front, image_back, image_1, ...)  (Image size: at least 200 x 200 pixels, format: .jpg, .gif, .png).  Max. 500 characters of text (URL).	http://www.YourShop.com/images/offerid=00004711_200x200.gif
<b>dlv_time</b>	<b>delivery time</b> Delivery time of the corresponding offer.  Max. 50 characters of text.	- 1 - 3 days - 5 business days
<b>dlv_cost</b>	<b>delivery cost</b> Shipping costs of the corresponding offer. (Shipped within Germany <input type="checkbox"/> the respective least expensive shipping cost for the corresponding offer) Numeric field, period- or comma-separated.	- 4.90 - 0.00 (for home delivery)
<b>dlv_cost_at</b>	<b>delivery cost Austria</b> Delivery costs for the respective offer for delivery to Austria. (Shipped to Austria <input type="checkbox"/> the respective least expensive shipping cost for the corresponding offer) Numeric field, period- or comma-separated.	- 4.90 - 0.00 (for home delivery)
<b>desc</b>	<b>„description“</b> Meaningful and detailed description of the offer.  Max. 5,000 characters of text.	Die digitale Kompaktkamera Canon PowerShot A590 IS mit einer Maximalauflösung von 8 Millionen Pixel und einem 4fach-optischen Zoom unterstützt folgende Speichermedien: MMC, SD, SDHC und MMCplus.

## solute GmbH

Geschäftsführer:  
Dr. Thilo Gans,  
Bernd Vermaaten  
www.solute.de  
info@solute.de

## Hausadresse

Zeppelinstraße 15  
D-76185 Karlsruhe  
Tel: + 49 721 86956-0  
Fax: + 49 721 86956-66

## Handelsregister

Amtsgericht Mannheim  
HRB 110579  
St-Nr. 35008/07229  
UST-IdNr. DE234663798

## Bankverbindung

HypoVereinsbank München  
IBAN-Nr.: DE75 7002 0270 0667 3454 05  
BIC (SWIFT-Code): HYVEDEMM

## Marken der solute gmbh



# Data Feed Specifications



Column Heading	Characteristics / Specifications	Example
<b>base_price</b> or <b>ppu</b>	<b>base price / price per unit</b> The base price is the price per unit. Max. 32 characters of text.	9.90 € / 100 ml
<b>old_price</b>	What price of the offer (incl. VAT) without shipping cost. Numeric field, period delimited, without 1000 separator.	1799.99
<b>promo_text</b>	Display of e.g.: Coupon campaigns, new customer's discount, special delivery conditions (e.g. delivery to installation site, two man service), special payment methods (financing etc.) max. 100 characters of text, no html code	- Abholung im Ladengeschäft möglich (01234 Beispielhausen) - 5.- € Gutscheine bei Newsletteranmeldung - 10% Rabatt für Neukunden
<b>voucher_text</b>	<b>Please contact the shop service for activation of this feature</b> It is exclusively meant to display coupon codes <b>This is why for affected offers the (by the value of the coupon) reduced price must be transferred in the column price or an additional column</b>  If an amount is set and active in the voucher_text, a promo text is not displayed. The coupon code then replaces the promo text. After the click out, the coupon can be displayed on the very top in an iFrame.  max. 100 characters of text, no html code, the coupon code must be at the beginning followed by the coupon text in parentheses ()	7SPAREN (7% Rabatt ab 1 EUR – 10.000 EUR Einkaufswert, keine Einlösung auf Bücher)
<b>Mandatory columns for listing on Solute Order Platform (Satus 08/17)</b> For questions on SOP columns, please contact our shop data management at <a href="mailto:konfiguration@billiger.de">konfiguration@billiger.de</a> or +49 721 86 95 6 -60 (select 1 in voice menu, then 2).		
<b>sku</b>	Stock Keeping Unit Indicates a stock item alphanumeric, any length	12345abc
<b>delivery_sop</b>	Indicates whether the offer should also be sold on SOP bool	„yes“, „no“, „ja“, „nein“, „true“, „false“, 1 und 0
<b>stock_quantiy</b>	Shows how many offers are still available for sale integer	123
<b>Assortment-specific columns (Status 04/15)</b> For some assortments it is helpful or even <b>legally required</b> that additional information be transferred in extra columns. This enables optimisation of assignment and filter. For questions on assortment-specific columns, please contact our shop data management at <a href="mailto:konfiguration@billiger.de">konfiguration@billiger.de</a> or +49 721 86 95 6 -60 (select 1 in voice menu, then 2).		
<b>Water heaters and hot water tanks, refrigeration units and freezers, air conditioners, dryers and washer-dryers, household ovens, household lamps, washers, television sets, vacuum cleaners, lights</b>		
<b>eec</b>	<b>Energy efficiency class (legally required)</b> Text from A+++ until G	- A++ - C - F
<b>light_socket</b>	<b>Socket for lights/illuminants</b> Text	- E27 - GU4 - BA20d
<b>Tires</b>		
<b>wet_grip</b>	<b>Wet grip (legally required)</b> Text from A until F	- B
<b>fuel</b>	<b>Fuel efficiency (legally required)</b> Text from A until G	- A
<b>rolling_noise</b>	<b>external rolling noise (legally required)</b> Value in decibels	72 dB
<b>Car parts, car accessories</b>		
<b>hsn_tsn</b>	HSN and TSN (car parts number, KBA) 7-digit, list separated by commas possible	- 7104457 - 7104431.7104501

## solute GmbH

Geschäftsführer:  
Dr. Thilo Gans,  
Bernd Vermaaten  
[www.solute.de](http://www.solute.de)  
[info@solute.de](mailto:info@solute.de)

## Hausadresse

Zeppelinstraße 15  
D-76185 Karlsruhe  
Tel: + 49 721 86956-0  
Fax: + 49 721 86956-66

## Handelsregister

Amtsgericht Mannheim  
HRB 110579  
St-Nr. 35008/07229  
UST-IdNr. DE234663798

## Bankverbindung

HypoVereinsbank München  
IBAN-Nr.: DE75 7002 0270 0667 3454 05  
BIC (SWIFT-Code): HYVEDEMM

## Marken der solute gmbh



# Data Feed Specifications **solute**

Contact lenses		
<b>dia</b>	<b>Diameter</b> Value from 13.0 to 15.0, increment 0.1	14.2
<b>bc</b>	<b>Basic curve, also radius</b> Value from 8.0 to 10.0, increment 0.1	8.4
<b>sph_pwr</b>	<b>Dioptres, also sphere</b> Value from -20.0 to 20.0, increment 0.25	-8.25
<b>cyl</b>	<b>Cylinder (for toric lenses)</b> Value from -4.0 to 0.75, increment 0.25	0.75
<b>axis</b>	<b>Axis (for toric lenses)</b> Value from 0 to 180, increment 10	180
Fashion, accessories, jewellery (e.g.: textiles, shoes, functional clothing), furniture, living (e.g.: beds, mattresses, mirrors, cabinets, carpets, home textiles)		
<b>size</b>	For fashion: Size, cup size / under bust measurement, shoe size, trousers size, collar size  For accessories: Ring size  For furniture: Dimensions (width x height x depth)	- M, L, XL - 75B - 37, 42 - W28 L32 - 52  180 x 61.5 x 200
<b>color</b>	Colour	- grün - blau - magenta
<b>gender</b>	Gender	- weiblich, Damen, female, women - männlich, Herren, male, men - unisex - children
<b>material</b>	For accessories:  For fashion:	- Weißgold - vergoldet  - Baumwolle - Leder
<b>class</b>	For fashion: Type of clothing, type of footwear, type of bag, type of sun glasses, type of watch  For furniture: Type of furniture, type of bed, type of upholstered furniture, type of cabinet, type of table	For fashion: Anzug, Abendkleid, Bademantel, Lederrock, Leggings, Männerhemd, Muskelshirt, Ballerina, Pumps, Sandalen, Gummistiefel, Pilotenbrille, Reisetasche, Gürteltasche, Analoguhr, Kinderarmbanduhr.  Metallbett, Eckcouch, Ohrensessel, Couchtisch, Standregal, Winkelküche, Hochfloorteppich, Badematte
<b>features</b>	Special features	for furniture: 2-Sitzer, 3-türig, ausziehbar, Relaxfunktion
<b>style</b>	Style of living	for furniture: antik, geblümt, industrial, Landhausstil, Retrostil

## solute GmbH

Geschäftsführer:  
Dr. Thilo Gans,  
Bernd Vermaaten  
www.solute.de  
info@solute.de

## Hausadresse

Zeppelinstraße 15  
D-76185 Karlsruhe  
Tel: +49 721 86956-0  
Fax: +49 721 86956-66

## Handelsregister

Amtsgericht Mannheim  
HRB 110579  
St-Nr. 35008/07229  
UST-IdNr. DE234663798

## Bankverbindung

HypoVereinsbank München  
IBAN-Nr.: DE75 7002 0270 0667 3454 05  
BIC (SWIFT-Code): HYVEDEMM

## Marken der solute gmbh

