



Product Data Guide

product data specification and best practices

Contents

Introduction	4
Mandatory Product Data	4
Required Product Properties	4
Name	4
Sku	5
Description	5
RRP	5
Quantity on Hand	6
Category1, Category2, Category3	6
Image1, Image2, Image3	7
Required Freight Properties	7
Upper North Island	7
Auckland	7
Central North Island	8
South of Taupo	8
Upper South Island	8
Christchurch	9
South of Christchurch	9
Optional Product Data	9
Optional Product Properties	9
Sale Price	9
Daily Deals Price	10
Brand	10
Max Selectable Quantity	10
Optional Freight Properties	11
Allow Combined Freight	11
Delivery Time Frame	11
Product Attributes/Variations	11
When to use attributes	12
When not to use attributes	12
Managing Attribute Types	12
Specifying Product Variations in Excel/CSV uploads	12
Specifying Product Variations in XML uploads	13

Product Variation Properties	14
Category Data	15
Supplier Category Mapping	15
Category Tree Expansion	15
Specifying Images in Excel/CSV Uploads.....	15
Specifying Images in XML Uploads.....	16
Product Image Data	16
Specifying Images in Excel/CSV Uploads.....	17
Specifying Images in XML Uploads.....	18

Introduction

This document details the various properties available when specifying product data in the Excel/XML upload process as well as giving an overview of Hubsta data in general. Each property is described in detail however the image below gives a rough indication how much of the content ends up on shopping sites.

When specifying your product data for Hubsta it is a good idea to think about how it will appear on a shopping site, remembering it is in everyone's interest to make your product listing look as appealing and informative as possible to potential shoppers.



Mandatory Product Data

Required Product Properties

The following properties are the bare minimum required by Hubsta and must be provided for all products.

Name

- Simply the name of the product.
- Required.
- This should be descriptive enough to describe the product distinctly from other similar products, i.e. include brand name, model number etc.
- Recommended maximum length of 60 characters.

- E.g. **Samsung LN32B360 32 Inch LCD TV**
- E.g. **Living Nature Balancing Night Gel 50ml**

Excel/CSV	XML		
<table border="1"> <tr> <th>Product Name</th> </tr> <tr> <td>Supplier1 Mens T-Shirt</td> </tr> </table>	Product Name	Supplier1 Mens T-Shirt	<code>Name="Supplier1 Mens T-Shirt"</code>
Product Name			
Supplier1 Mens T-Shirt			

Sku

- Identifier code for the product.
- Required.
- Must be unique within a supplier's product list.
- Any string allowed
- Recommend simple alphanumeric text for cleanliness (avoid punctuation, spaces if possible)
- E.g. **GH343224**
- E.g. **TGH-5353**

Excel/CSV	XML		
<table border="1"> <tr> <th>Sku</th> </tr> <tr> <td>S1242R16</td> </tr> </table>	Sku	S1242R16	<code>Sku="S1242R16"</code>
Sku			
S1242R16			

Description

- Description of product.
- Required.
- Should offer as much information as possible about product within reason (it will appear on single product page in shopping site)
- No maximum length, advisable to provide at least a small paragraph.
- Html is allowed although it must be valid. We also recommend simple html (p, ul, br tags) and discourage use of any font tags or embedded objects etc.
- For non-html descriptions new-line characters may be used. They will be converted to appropriate html line breaks when displaying on the shopping site.
- E.g. `Great productLots of features`
- E.g.
Great product
Lots of Features

Excel/CSV	XML		
<table border="1"> <tr> <th>Description</th> </tr> <tr> <td>Description of shirt</td> </tr> </table>	Description	Description of shirt	<code>Description="Description of shirt"</code>
Description			
Description of shirt			

RRP

- List price of the product.
- Required.
- Unless special discount price applied, this will be price on shopping site.
- E.g. **20.95**

Excel/CSV	XML		
<table border="1"> <tr> <td>RRP</td> </tr> <tr> <td>\$29.95</td> </tr> </table>	RRP	\$29.95	<code>RRP="29.95"</code>
RRP			
\$29.95			

Quantity on Hand

- Most recent available stock count for the product.
- Required.
- Hubsta stores the stock level and will reduce it as purchases are made however it is up to the supplier to refresh the stock level via integration.
- Large numbers (99999) can be entered to treat the product as 'always in stock'.
- Will not appear directly on shopping site, although will limit the amount purchasable by shopper if low enough.
- E.g. **0**
- E.g. **15**
- E.g. **9999**

Excel/CSV	XML		
<table border="1"> <tr> <td>Quantity On Hand</td> </tr> <tr> <td>21</td> </tr> </table>	Quantity On Hand	21	<code>QuantityOnHand="21"</code>
Quantity On Hand			
21			

Category1, Category2, Category3...

- Category of product.
- Required (at least one)
- Used to group products in shopping site for navigation/searching purposes.
- Can provide up to 6 categories based on *CategoryN* notation.
- Category string should match Hubsta category path exactly or else be mapped in Hubsta via the Supplier Category Mappings feature (preferred).
- Do not add to a category and its parent categories as products will automatically be added 'up the tree'. For example a product *in Wine > Red Wine > Shiraz* will also appear in *Wine > Red Wine* and *Wine*.
- E.g. **Wine > Red Wine > Shiraz**
- E.g. **Home & Living > Appliances > TV & DVD**

Excel/CSV	XML		
<table border="1"> <tr> <td>Category1</td> </tr> <tr> <td>Clothing & Accessories > Mens Fashion</td> </tr> </table>	Category1	Clothing & Accessories > Mens Fashion	<code>Category1="Clothing & Accessories > Mens Fashion"</code>
Category1			
Clothing & Accessories > Mens Fashion			

See the Category Data section below for more information on Categories.

Image1, Image2, Image3...

- Product images
- Required (at least one)
- Hubsta will allow any number of images to be added to a product.
- Image1 will be the default image on the shopping site; all other 'alternate' images will be available via thumbnails on the product page.
- Should be the image filename (including extension) or URL to image.
- See the Product Images section for more details.
- E.g. **TB53454.jpg**
- E.g. **http://www.mysupplier.com/images/TB53454.jpg**

Excel/CSV	XML
Image1 S1242R16.jpg	<Image Sku="S1242R16" Url="S1242R16.jpg"/>

See the Product Image Data section below for more information on images.

Required Freight Properties

Freight information is required for all products in the product data. Hubsta operates on a region-specific freight system so all regions must be specified.

Upper North Island

- Freight cost to ship product to the Upper North Island region.
- Required.
- Freight charge when product is configured to use regional freight calculation.
- For more information see the Freight section of this document.
- E.g. **9.95**

Excel/CSV	XML
Upper North Island \$5.50	FreightUpperNorthIsland="5.5"

Auckland

- Freight cost to ship product to Auckland.
- Optional.
- Freight charge when product is configured to use regional freight calculation.
- For more information see the Freight section of this document.

- E.g. 9.95

Excel/CSV	XML
Auckland \$3.50	<code>FreightAuckland="3.5"</code>

Central North Island

- Freight cost to ship product to the Central North Island.
- Required.
- Freight charge when product is configured to use regional freight calculation.
- For more information see the Freight section of this document.
- E.g. 9.95

Excel/CSV	XML
Central North Island \$4.50	<code>FreightCentralNorthIsland="4.5"</code>

South of Taupo

- Freight cost to ship product to the South of Taupo (North Island) region
- Required.
- Freight charge when product is configured to use regional freight calculation.
- For more information see the Freight section of this document.
- E.g. 9.95

Excel/CSV	XML
South of Taupo \$3.75	<code>FreightSouthofTaupoToWellington="3.75"</code>

Upper South Island

- Freight cost to ship product to the Upper South Island region
- Required.
- Freight charge when product is configured to use regional freight calculation.
- For more information see the Freight section of this document.
- E.g. 9.95

Excel/CSV	XML
Upper South Island \$4.50	<code>FreightUpperSouthIsland="4.5"</code>

Christchurch

- Freight cost to ship product to Christchurch
- Required.
- Freight charge when product is configured to use regional freight calculation.
- For more information see the Freight section of this document.
- E.g. **9.95**

Excel/CSV	XML
Christchurch \$3.75	<code>FreightChristchurch="3.75"</code>

South of Christchurch

- Freight cost to ship product to South of Christchurch
- Required.
- Freight charge when product is configured to use regional freight calculation.
- For more information see the Freight section of this document.
- E.g. **9.95**

Excel/CSV	XML
South of Christchurch \$4.75	<code>FreightSouthofChristchurch="4.75"</code>

Optional Product Data

The following data is not required by Hubsta but may be useful in providing additional information to your potential customers and the Hubsta merchandising team.

Optional Product Properties

Sale Price

- Discount price for product. This is the price that will be offered to shoppers and the discount form the RRP will be indicated on the sites.
- Optional.
- If specified, this will be the price of the product on shopping site.
- Must be less than RRP price.
- E.g. **25.95**

Excel/CSV	XML
-----------	-----

Excel/CSV	XML		
<table border="1"> <tr> <td>Sale Price</td> </tr> <tr> <td>19.95</td> </tr> </table>	Sale Price	19.95	<code>SalePrice="19.95"</code>
Sale Price			
19.95			

Daily Deals Price

- Special discount price for daily deal promotions. This price will be offered to shoppers while the product is configured as a daily deal. Once the daily deal is over the product will return to the standard sale/RRP price.
- Optional.
- Price shown on site when product is promoted as a daily deal.
- Should be less than RRP / Sale Price
- E.g. **19.95**

Excel/CSV	XML		
<table border="1"> <tr> <td>Daily Deals Price</td> </tr> <tr> <td>16.95</td> </tr> </table>	Daily Deals Price	16.95	<code>DailyDealsPrice="16.95"</code>
Daily Deals Price			
16.95			

Brand

- Brand of the product.
- Optional.
- Displayed with product on shopping site.
- Used for filtering and searching products on shopping site.
- E.g. **Samsung**
- E.g. **Tonka**
- E.g. **Nike**

Excel/CSV	XML		
<table border="1"> <tr> <td>Brand</td> </tr> <tr> <td>North Face</td> </tr> </table>	Brand	North Face	<code>Brand="North Face"</code>
Brand			
North Face			

Max Selectable Quantity

- Indicates the maximum amount of this product a shopper may buy in one order. Good for limiting freight when it is combined.
- Optional.
- Should be an integer
- E.g. **5**

Excel/CSV	XML		
<table border="1"> <tr> <td>Max Selectable Quantity</td> </tr> <tr> <td>10</td> </tr> </table>	Max Selectable Quantity	10	<code>MaxSelectableQuantity="10"</code>
Max Selectable Quantity			
10			

Optional Freight Properties

Allow Combined Freight

- Indicates whether buying multiple of this product will result in a single freight charge or a freight charge per item.
- Optional – defaults to False.
- Should be True/False string value or a Yes/No string value
- E.g. **True**
- E.g. **Yes**

Excel/CSV	XML
Allow Combined Freight TRUE	<code>AllowCombinedFreight="true"</code>

Delivery Time Frame

- A small piece of text describing and special notes around delivery. Will be available to the shopper on the product page.
- Optional – defaults to blank.
- Should be short text. A couple of sentences, small paragraph.
- 500 characters maximum
- New line characters are supported and will be converted to appropriate html line breaks when appearing on shopping sites.
- E.g. **Allow 5-7 working days for delivery.**

Excel/CSV	XML
Delivery Time Frame 5-7 business days	<code>DeliveryTimeFrame="5-7 business days"</code>

Product Attributes/Variations

The Hubsta system supports the concept of product variations. A variation on a product is created by giving attributes such as size and colour to a product and specifying each combination explicitly. This is essential for certain products for which you wish to manage as a single product and have appear as a single product listing but ensure shoppers can buy the specific variation they require. It also lets you manage stock at the variation level.

Variations are managed by assigning attributes to a product. Each combination represents a variation of that product. On the shopping sites the shopper must select their attribute combinations as part of purchasing the product.

You can assign an image to each attribute combination so that the main product image will change as the user changes the attribute combinations.

It is up to the supplier to use careful judgment when using attributes. A handy guide is as follows.

When to use attributes

- When a product has multiple possible variations that do not warrant their own individual listings on the site.
- When the attribute variations are fairly self-explanatory.

When not to use attributes

- When there is only one combination/ variation. If the shopper doesn't get to choose between attribute combinations the attribute information belongs in the product name/description instead.
- If you want the different combinations to appear as individual listings. While it may be valid to have attributes such as 'pattern' or 'style' as an attribute it may be preferable to have all the options visible in the product listing instead for more impact/visibility.
- If the attribute is complex. Simple attributes such as size and colour are perfectly suited to attributes. If the attribute name is long and complex it should probably be moved to the product description or the variations listed as separate products.

Managing Attribute Types

Each attribute must have an attribute type. In the above example the attribute types were Size and Colour. With White and Black attributes having the Colour attribute type and the L,M,S having the size attribute type. Before you start entering attribute values into your product data you must setup the attribute types you wish to use in the Hubsta Portal web-site.

Specifying Product Variations in Excel/CSV uploads

With the excel/csv import document format you can add attributes to your products by simply adding extra columns to your spreadsheet. Any data in a column matching an attribute type configured against your supplier in the Hubsta Portal will then be read in and assigned against a product.

Ordering Options

M

Black

Select Colour

Black

White

1

Sub Total Price:

\$25.49

FREE DELIVERY!

Total Price:

\$25.49

Grab it now

Product Name	SKU	RRP	Sale Price	Description	Colour	Size	Quantity On Hand
Supplier1 Mens T-Shirt	S1242R16	\$29.95	19.95	Description of shirt	Red	16	21
	S1242R22				Red	22	23
	S1242R18				Red	18	14
	S1242B16				Blue	16	52
	S1243B22				Blue	22	42

In order to create the multiple variants for specific product you simply add them in subsequent rows under the product row. In this example the product 'Supplier1 Men's T-Shirt' has 5 separate variations for the shopper to select from based on 3 different sizes (16, 18, 22) and two different colours (Red, Blue). Note how the main product row also contains attributes and is in essence the **default variation**. The subsequent rows underneath can be thought of as **alternate variation** rows.

The variation row should only need to include data in the columns specifically relating to the variation listed below under Product Variation Properties. You should leave the other product-level properties such as Product Name, Description etc. blank.

Once you have added all the variation rows for a product you simply add the next product row in and the system will recognise this as a new product as indicated below. Note that the following products do not have anything in the Colour and Size columns.

Product Name	SKU	RRP	Sale Price	Description	Colour	Size	Quantity On Hand
Supplier1 Mens T-Shirt	S1242R16	\$29.95	19.95	Description of shirt	Red	16	21
	S1242R22				Red	22	23
	S1242R18				Red	18	14
	S1242B16				Blue	16	52
	S1243B22				Blue	22	42
Supplier1 Leather Men's Belt	S2124	\$15.95	9.95	Description of belt			112
Supplier1 Possum Beanie	S2412	\$39.95	29.95	Description of beanie			42

It is important that all variations for a product have the same attribute columns populated and all combinations are unique.

Specifying Product Variations in XML uploads

Specifying product variations in XML is done through the **Skus** section. Any additional attributes found in a Sku element that match attribute types configured for the supplier will be treated as attribute values.

```

<?xml version="1.0" encoding="utf-8" ?>
<ProductImportBatch SupplierID="123786" DateGenerated="2002-05-30T09:00:00" xmlns="http://www.
  <Products>
    <Product Sku="S1242R16" Name="Supplier1 Mens T-Shirt" RRP="29.95" SalePrice="19.95" Descrip
    <Product Sku="S1542R16" Name="Supplier1 Women's T-Shirt" RRP="29.95" SalePrice="19.95" Desc
    <Product Sku="S2124" Name="Supplier1 Leather Men's Belt" RRP="15.95" SalePrice="9.95" Desc
  </Products>
  <Skus>
    <Sku ProductSku="S1242R16" Code="S1242R16" Colour="Red" Size="16" QuantityOnHand="21" />
    <Sku ProductSku="S1242R16" Code="S1242R22" Colour="Red" Size="22" QuantityOnHand="23" />
    <Sku ProductSku="S1242R16" Code="S1242R18" Colour="Red" Size="18" QuantityOnHand="14" />
    <Sku ProductSku="S1242R16" Code="S1242B16" Colour="Blue" Size="16" QuantityOnHand="52" />
    <Sku ProductSku="S1242R16" Code="S1242B22" Colour="Blue" Size="22" QuantityOnHand="42" />
  </Skus>

```

In the example above *the Supplier1 Mens T-Shirt* product has 5 variations indicated by the entries under the Skus section. Each entry there references the main product in the Products section by the *ProductSku* attribute.

Product Variation Properties

Each product variation has a subset of the main product properties which must be specified in the data.

Sku/Code

Each product has a sku property which is the unique identifier for that product. Each variation on the product also needs a unique indicator as well. In the Excel it uses the same Sku column as the product; in the XML it is called Code.

RRP/Sale Price

Individual product variations can override the prices specified on the product row. We discourage the use of this however and it can cause confusion when purchasing the product via the shopping site. It is preferable to leave these blank on alternate variation rows.

Quantity On Hand

Each individual variation represents a different physical item and therefore the quantity available for the variation is required.

Attributes

Each variation should have at least one attribute specified. It is essential that all product variations have the same attribute columns populated and the combinations of attributes unique.

Images

Each variation may also have an image assigned to it individually if you choose. When a variation has an individual image assigned to it and is selected by the shopper on the site the main image on the page will change to that of the variation.

Category Data

Each product requires at least one category. While we try and keep them fairly stable the names and structure of the Hubsta category tree can change so it common for suppliers to use the Supplier Category Mapping feature to configure their products' categories.

Supplier Category Mapping

This feature can be found in the Hubsta Portal website and allows supplier's to map their own categories to those in Hubsta. There are several advantages in doing this:

- If the Hubsta categories change – the product data files from the supplier keeps working.
- Creating product data is easier for suppliers as they can use their own categories.

The only downside to using these is that it may be quite a large one-off effort to manually set up all the mappings. For more information about the category mapping feature see the [Hubsta Portal Manual](#) document.

Category Tree Expansion

It is important to note that when adding categories to a product it is not necessary to specify multiple categories up and down the tree as products will automatically be visible in the parent category and the parent's parent category etc. For example if you specify a product in this category:

Sport > Bikes > Kids Bikes > Tricycles > Big Wheels

The product will also appear on the shopping sites under the following categories.

Sport

Sport > Bikes

Sport Bike > Kids Bikes

Sport Bike > Kids Bikes > Tricycles

With this expansion of categories on the shopping sites it becomes unnecessary to specify more than one or two categories typically in your product data. Best practice is therefore to specify a category at the lower regions of the category tree.

Specifying Images in Excel/CSV Uploads

Multiple categories are specified using the simple CategoryN naming convention in the Excel/CSV data files.

Category1	Category2
Sport > Bikes > Kids Bikes	Kids > Outdoor > Bikes

Specifying Images in XML Uploads

Multiple categories are specified using the same CategoryN naming convention in the XML product element attributes.

```
Category1="Sport > Bikes > Kids Bikes" Category2="Kids > Outdoor > Bikes"
```

Product Image Data

Product images are an essential part of the on-line shopping experience. The quality and quantity of images available has a huge affect on a shopper's feeling towards the site as a whole and the individual product they are looking to purchase.

Allowable Image Types

Hubsta supports imports of the main image formats supported by web browsers. These include:

- .jpg/.jpeg
- .gif
- .png

Image Names

Hubsta attempts to handle all image names but in doing so may automatically rename an image when it is integrated into the system due to the constraints of the web. It is therefore preferable (although not required) to keep image names as simple as possible (use alphanumeric characters; avoid special characters, punctuation and spaces if possible).

Image Dimensions

Hubsta will resize the images accordingly to fit with the shopping site designs however we require a good original image to start with which is what the supplier is to provide. The image should ideally be at least **450 x 450 pixels** and roughly square in shape. The system handles other image ratios and sizes however for aesthetic reasons images which take up most of a 450x450 square will look best on the shopping sites.

Image Size/Quality

The better the original image Hubsta receives from the supplier the better the products will look on the shopping site. A crisp, clean image of at least 450 x 450 pixels is ideal. Typically a good quality




image of this size can be anywhere from **100k to 1MB** in size. For practical reasons alone image file uploads should be limited to couple of MB if possible.

Image Quantity

Each product will need one default image at the very least. The system allows you to add multiple images and we encourage this practise as it provides more information to potential buyers. Multiple angles, close-ups and images which put the product in perspective (e.g. a shot of someone using the product) can be invaluable in shaping a buyers decision.

Image Content

Image content will obviously vary depending on the nature of the product however crisp, clear-cut images on a white background are preferable. This is especially important for the default image as it will appear in product listings and search results. If clear-cut images are not available the more professional and clean the image can be the better. Try to avoid home-made looking images if possible.

Undesirable: - Standard picture. Looks like 2 nd hand auction.	Acceptable: - Clean and professional but not clear-cut.	Optimal: - Clean, professional and clear-cut.
		

Transparent Images

Images with complicated layers/encoding and transparency etc. should be fine but we cannot guarantee the hubsta resizing process will handle these without issue. If in doubt try uploading it and then review your images on the hubsta site. If they appear correctly here they will appear correctly on the shopping sites.

Specifying Images in Excel/CSV Uploads

Images are specified in the Excel/CSV in the same way as category with an ImageN naming convention.

Image1	Image2
S1242R16.jpg	S1242R16s.jpg

If you have variation rows you can also specify a special image for that variation (using the Image1) column.

Product Name	Skus	Image1	Image2
Supplier1 Mens T-Shirt	S1242R16	S1242R16.jpg	S1242R16s.jpg
	S1242R22	S1242R22.jpg	
	S1242R18	S1242R18.jpg	
	S1242B16	S1242V16.jpg	
	S1243B22	S1243B22.jpg	

In the example above the *Supplier1 Mens T-Shirt* product has an image against each variation. In this case the product row is treated as a variation two but since it is the product row it is also allowed to have other images specified. In this case the product will have an alternate image as well which will appear as a thumbnail on the product page for the user to zoom in on.

Specifying Images in XML Uploads

Images in the XML product feed work much the same way as product variations having their own *Images* section.

```
<?xml version="1.0" encoding="utf-8" ?>
<ProductImportBatch SupplierID="123786" DateGenerated="2002-05-30T09:00:00" xml:
  <Products>
    <Product Sku="S1242R16" Name="Supplier1 Mens T-Shirt" RRP="29.95" SalePrice=
    <Product Sku="S1542R16" Name="Supplier1 Women's T-Shirt" RRP="29.95" SalePr:
    <Product Sku="S2124" Name="Supplier1 Leather Men's Belt" RRP="15.95" SalePr:
  </Products>
  <Skus>...</Skus>
  <Images>
    <Image Sku="S1242R16" Url="http://www.mysupplier.com/images/S1242R16.jpg"/>
    <Image Sku="S1242R16" Url="http://www.mysupplier.com/images/S1242R16c.jpg"/:
    <Image Sku="S1542R16" Url="http://www.mysupplier.com/images/S1542R16.jpg"/>
    <Image Sku="S2124" Url="http://www.mysupplier.com/images/S2124.jpg"/>
  </Images>
</ProductImportBatch>
```

Each image references either a product from the *Products* section or a product variation from the *Skus* section via the *Sku* attribute.