

A good product feed is essential for good placement so that products are easy to find on beslist.nl. The more complete your product feed, the better your conversion rate will be. The product feed shown schematically:

### PRODUCT DATABASE



### PRODUCTFEED



### BESLIST.NL



This manual for product feeds on beslist.nl is divided into three different categories:

1. Required fields: if you do not complete these fields your products will NOT be displayed on beslist.nl.
2. Required fields within specific categories: if you are selling your products under the designated categories, then the same applies; not completing these fields will result in your products NOT being displayed on beslist.nl.
3. Recommended fields: these fields are not required to display your products on beslist.nl. Because these fields have a conversion-enhancing effect, we recommend that you add them!

# WHAT IS THE PURPOSE OF A GOOD PRODUCT FEED?

## CPC account:

The better and more complete the content, the more effectively consumers will be able to click through to your products. If you provide complete information on beslist.nl, the consumer will be less inclined to click away. As a result, your conversion rate from these clicks will be that much higher. If your content is incomplete, the consumer will make more clicks to get further information causing your conversion to suffer.

In short: the better and more complete your content, the higher the conversion rate you will get from traffic on beslist.nl. You should aim for high quality information such that each actual click leads to a one-to-one purchase, or a 100% conversion rate!

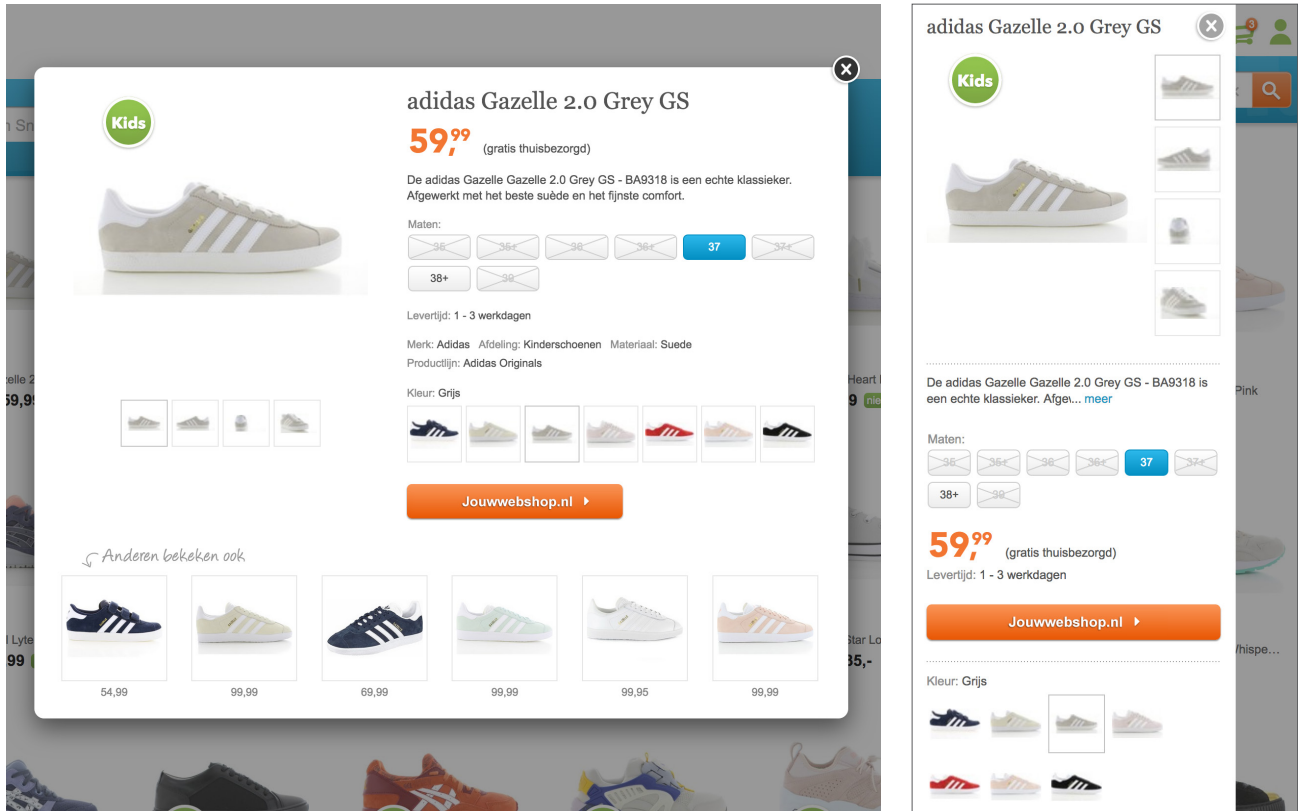
## Shopping cart account:

The more complete the content is, the more orders you will get. If there is information missing, the consumer is more likely to have doubts about a product or will end up buying the product without all the information. This makes the chance of returns significantly higher.

## A good product feed has the following characteristics:

1. Image: At least 800 x 800 pixels in order to get a clear, bright picture of the product.
2. Alternative images: Preferably with side views (also at least 800 x 800 pixels).
3. Description: Detailed description with specifications of the product.
4. Sizes/versions: The available (and the no-longer-available) sizes or versions of the product.
5. Price: The purchase price (including VAT and excluding delivery charges).
6. Delivery period: Clear, specific delivery period.
7. Delivery charges: The delivery charges including VAT.
8. Alternative products: (If applicable) provide the other versions of the product available in other colours.
9. Specifications: The key product specifications (size, colour, mens/womens and material) in separate fields in the product feed. Note: state the remaining specifications in the description.

# A GOOD EXAMPLE OF COMPLETE CONTENT FOR A PAIR OF TRAINERS:



## Main points:

- Large, high quality and clear images help greatly with effective representation of the product. Preferably showing different angles, such as shown here.
- Make sure the information in the feed is as complete as possible. You can see in this example that the product is for children.
- The available sizes and the delivery period are clearly stated.
- Be honest about the delivery period. If your website is saying something different than beslist.nl/beslist.be, the chances are that your conversion rate will be much lower and your return rate will be much higher.
- Give a clear and complete description. Remember that the consumer is looking for information about the product and unnecessary text brings no added value.
- If available: show the different versions and/or colours of the model.
- If a size no longer available, then use the display column in the product feed to indicate this (see page 9).

# PROVIDING A GOOD PRODUCT FEED

## Formatting product feed:

- The product feed can be uploaded as an .XML, .CSV or .TXT file.
- Note that the image coding for every file is UTF-8.
- To prevent the data from CSV/TXT files being read into the feed incorrectly (e.g. because the data separator used happens to appear in the description provided), you are advised to end each data field with ",vbd. "Title";"Description";"Price"; ... rather than Title;Description;Price;

## Feed location:

Save the product feed in a location that is always accessible (for example, <http://www.jouwdomein.nl/productfeed.xml>). This could be an FTP location. Once you have saved the location of the product feed it may only be changed in consultation with beslist.nl.

## 1. REQUIRED FIELDS

FIELDS	EXPLANATION
<b>TITLE</b>	<p>Put the title of the product here. It's important that it is clear what type of product it is, what colour it is, and what the available sizes are.</p> <p><b>Important:</b></p> <ul style="list-style-type: none"><li>• Promotional text such as "Promos", "Special offers", etc. are not permitted.</li></ul>
<b>PRICE</b>	<p>Put the purchase price including VAT here. You are required to enter the price as follows: 1234.56.</p> <p><b>Important:</b></p> <ul style="list-style-type: none"><li>• No full stop or comma after the thousand digit.</li><li>• Always two digits after the full stop.</li><li>• No added symbols like € or EUR.</li></ul> <p><b>Note:</b></p> <ul style="list-style-type: none"><li>• If you have products with a minimum order quantity, then provide the price of the minimum product amount and not the price of the individual product. It is also mandatory to provide the minimum order quantity of the product in the title.</li><li>• If you have products for which a private copying levy is calculated, then add this to the purchase price or provide this separately using the private copying column.</li><li>• If you apply a minimum purchase amount in your shopping cart, then hide products whose price is too low using the display column.</li></ul>
<b>UNIQUE CODE</b>	<p>Provide the unique code for each product here. Make sure it's the same code under which the product is named in your own order system.</p> <p><b>Important:</b></p> <ul style="list-style-type: none"><li>• Beslist.nl identifies a product based on the unique code.</li><li>• Do not change this code and do not reuse the unique code.</li></ul>
<b>PRODUCT URL</b>	<p>Provide the product URL as follows: <a href="http://www.jouwdomein.nl/productxyz.html">http://www.jouwdomein.nl/productxyz.html</a></p> <p><b>Important:</b></p> <ul style="list-style-type: none"><li>• If you use Google Analytics, then we advise you to use a referrer/measure code.</li></ul>

## IMAGE URL

Provide the image URL as follows:  
<http://www.domeinnaam.nl/productxyz.jpg>

### Important:

- Supply your images in as big a format as possible so users can see all the details of your product with the zoom function.
- Watermarks, logos etc. are not permitted.
- It is not permitted to include promotional texts.
- The image background must be white.
- If the product image is unavailable in your webshop, leave the image location in the product feed blank and do not provide a place holder.

## EXTRA IMAGES

Provide extra images here. Use the following names in the product feed: Extra\_Image\_1, Extra\_Image\_2, Extra\_Image\_3, etc.

Adding extra images increases the conversion rate. It lets users view the product in detail on beslist.nl increasing the chances of a purchase many times over.

### Important:

- Supply your images in as big a format as possible so that users can see all the details of your product with the zoom function.
- Watermarks, logos, etc. are not permitted.
- It is not permitted to add promotional texts.
- The image background must be white.

## CATEGORY

The category must be clearly stated in order to determine the type of product. The categorisation is used in order to classify your products correctly on beslist.nl.

### Important:

- The category may include a main category and sub-categories. Provide the full categorisation to enable beslist.nl to optimise your product placement. Ideally, you should provide an unambiguous product type in the category term. Not: fashion accessories, but: fashion accessories > handbags (see Table 1, page 13).
- The beslist.nl category structure can be seen here (use the names and not the IDs):  
[http://www.beslist.nl/atools/category\\_overview.php](http://www.beslist.nl/atools/category_overview.php)  
This link can be opened in Excel to give you a clear overview.

## DELIVERY PERIOD

Provide the delivery period as follows:

- x working day(s)
- x to x working days
- x to x weeks
- Ordered before xx:xx hours on working days, next day in house!
- Straight to download
- Out of stock
- Pre-order

If your webshop is on both beslist.nl and beslist.be,

- then provide a delivery period column for beslist.be too (delivery period\_BE).

## DELIVERY CHARGES

Put the delivery charges including VAT here. Always enter an amount, NOT text. Provide the delivery charges as follows: 1234.56

### Important:

- No full stop or comma after the thousand digit.
- Always two digits after the full stop.
- No additional symbols such as € or EUR.

If your webshop is on both beslist.nl and beslist.be?

- then supply a delivery charges column for beslist.be too (Delivery charges\_BE)

## EAN

Provide the EAN code for each product here.

### Important:

- Products can be displayed in a price comparison function based on the correct 13-digit EAN code.

## DESCRIPTION

- Put the full description of each product here. **Important:** Put all the specifications (clear and concise) here, so no promotional or marketing text. Use plain text only, no formatted text. If you include "enters" in your text, then use a `\n` (double backslash n) or a `\r` (double backslash r). **Technical issues** Make sure that any HTML elements that occur, such as `<br>`, `<li>` etc., are replaced with `\n` or `\r`. This will prevent these HTML elements from being completely stripped out. If replacing these is a problem, then it's better to leave all of the original HTML elements as is (such as the formatting elements like `<b>` `</b>`) instead of stripping all of the HTML. Make sure that the image coding from the descriptions is correct. This will prevent any strange symbols from appearing. The aimed-for standard is UTF-8. When generating a product feed, make sure the coding has been correctly converted. For example, make sure the word "hairdryer" isn't displayed as "h?airdryer" or "h?@rdryer". When generating a product feed, make sure the descriptions are not accidentally cut off at the maximum of 255 characters.

## DISPLAY

If you want to temporarily hide some of your products on beslist.nl, then you need to provide a display column with the following:

0 = do not display product

1 = display product

### **Important:**

- The settings for offered items in your beslist.nl dashboard overrule any other settings. If you have disabled a category in the dashboard, then these items will not be displayed live on beslist.nl, even if the display column shows "1". The display column only works for categories that have been enabled.



## 2. REQUIRED FIELDS WITHIN SPECIFIC CATEGORIES

FIELDS	WHEN IS IT MANDATORY?	EXPLANATION
<b>SKU</b>	For products in the categories: <ul style="list-style-type: none"> <li>• Computers</li> <li>• Electronics</li> <li>• Household items</li> <li>• Software</li> </ul>	Provide the SKU for each product here. <p><b>Important:</b></p> <ul style="list-style-type: none"> <li>• Products from these categories can be displayed in a price comparison function based on the combination of SKU (manufacturer item code) and the brand.</li> <li>• Without the SKU, these products will not be displayed.</li> </ul>
<b>BRAND</b>	For products in the categories: <ul style="list-style-type: none"> <li>• Computers</li> <li>• Electronics</li> <li>• Household items</li> <li>• Software</li> </ul>	Provide the SKU for each product here. <p><b>Important:</b></p> <ul style="list-style-type: none"> <li>• Products from these categories can be displayed in a price comparison function based on the combination of SKU (article code manufacturer) and the brand.</li> <li>• Without the SKU, these products will not be displayed.</li> </ul>
<b>SIZE</b>	For products in the categories: <ul style="list-style-type: none"> <li>• Clothing</li> <li>• Shoes</li> </ul>	<ul style="list-style-type: none"> <li>• Provide the sizes for each product here. Provide every available size on its own product line (see table 3, page 14). If you use of international fashion sizes, then provide a country code for each size. When visitors to beslist.nl filter by size, the only products displayed will be those for which the size is provided in the product feed. <b>Important:</b> Being clear about what is not (currently) for sale is also essential to increase your conversion rate! Include the sold-out/not available sizes in your product feed with "out-of-stock" as the delivery period or use the display column (see page 9).</li> </ul>

<p><b>CONDITION</b></p>	<p>For products in the categories:</p> <ul style="list-style-type: none"> <li>• Computers</li> <li>• Software</li> <li>• Electronics</li> <li>• Household items</li> <li>• Books</li> <li>• DVD</li> <li>• Games</li> </ul>	<p>If you offer refurbished/renewed/second-hand products (such as laptops, computers, phones, etc.), generic brand products, or refilled ink cartridges or toners, then supply a condition field.</p> <p>Enter one of the following values:</p> <ul style="list-style-type: none"> <li>• New</li> <li>• Damaged</li> <li>• Bulk</li> <li>• Demo model</li> <li>• Used</li> <li>• Package opened</li> <li>• Generic brand</li> <li>• Generic brand refill</li> <li>• OEM</li> <li>• Refill</li> <li>• Refurbished</li> <li>• Renewed</li> <li>• Repaired</li> <li>• Second-hand</li> <li>• Without packaging</li> </ul> <p><b>Important:</b></p> <ul style="list-style-type: none"> <li>• If you offer second-hand/refurbished products that do not fall into one of the categories above, then these will not be displayed on beslist.nl.</li> </ul>
<p><b>VARIANT CODE</b></p>	<p>For products in the categories:</p> <ul style="list-style-type: none"> <li>• Clothing</li> <li>• Shoes</li> </ul>	<p>If the product is available in different sizes, link the sizes of this product together with a variant code.</p> <p><b>Important:</b></p> <ul style="list-style-type: none"> <li>• All size variations of the same product should have the same variant code (see Table 3, page 14).</li> </ul>

## SPECIFICATIONS WITH NUMERICAL VALUES

This applies to all products with product specifications to which numerical values apply. For example: measurements.

Provide the specifications for products to which numerical values apply here.

### **Important:**

- Provide a separate column for each unit (see Table 2, page 13).
- The column name: should be the same as the content (i.e. "length", "contents", "power", etc.).
- The content of the column is always the "numerical value + unit of measurement" i.e. "100 cm", "3 m", "14 kW", etc.
- These values must be included in the product description.
- Provide each available specification on its own product line (see Table 2, page 13).
- Only products, for which these specifications have been provided in the product feed, will be shown when visitors on beslist.nl filter within the search results.

### 3. RECOMMENDED FIELDS

FIELDS	EXPLANATION
<b>VARIANT CODE</b>	<p>If products are available in different sizes, then link the sizes of this product together with a variant code.</p> <p><b>Important:</b></p> <ul style="list-style-type: none"><li>• Make sure that all size variations of the same product, in the same colour, have the same variant code (see Table 3, page 14).</li></ul>
<b>MODEL CODE</b>	<p>If a product is provided in different colours, make sure these colours are linked to each other with a model code.</p> <p><b>Important:</b></p> <ul style="list-style-type: none"><li>• Make sure that all the colour options for the same product have the same model code (see Table 3, page 14).</li></ul>
<b>OLD PRICE</b>	<p>If you want to provide a sale price for products, then you will need to supply the old price (incl. VAT) of the product here. Provide the old price as follows: 1234.56 On beslist.nl your offered item will automatically be processed as a sale item.</p> <p><b>Important:</b></p> <ul style="list-style-type: none"><li>• No full stop or comma after the thousand digit.</li><li>• Always two digits after the full stop.</li><li>• No additional symbols such as € or EUR.</li><li>• Do not provide fictitious or unbelievable old prices. These will not be shown on beslist.nl.</li></ul>
<b>MISCELLANEOUS SPECIFICATIONS</b>	<p>Ensure that product specifications are always incorporated/processed in the product description. The data processing systems from beslist.nl are often able to detect these specifications and isolate this description, so that users can use them as filters. However, the most effective way of helping consumers find products is by unlocking as many specifications as individual data elements as possible in the feed.</p> <p><b>Specification types – examples of a few important:</b></p> <ul style="list-style-type: none"><li>• Brand</li><li>• Gender (mens/womens/boy/girl/baby/unisex)</li><li>• Material</li></ul>

# EXAMPLES

## TABLE 1 - EXAMPLE OF CORRECT CATEGORISATION USE

FIELDS	WHAT IS THE PROBLEM HERE?	CATEGORY OK
OFFER > Sale item	Product type completely unclear	Games > PSP Games
Shoes	Too general	Shoes > Sport shoes > Hockey shoes
Clothing > Brands > All brands	Product type completely unclear	Clothing >Trousers > Jeans
Perfume > Chanel	Too general	Perfume > Eau de Toilettes
Jewellery > women	Too general	Jewellery > bracelets
Default > Home > Default > BUY NOW!	Product type completely unclear	Fashion accessories > Bags > Briefcases
Paper	Too specific	Office > stationery products > stationery paper
Power bar	Too specific	Food & Drink > Biscuits > Power bar

## TABLE 2 - EXAMPLE OF USE OF SPECIFICATIONS WITH NUMERICAL VALUES

CATEGORY	TITLE	DELIVERY PERIOD	LENGTH X WIDTH X HEIGHT	KW	CONTENT
Perfume > EDT	Coco Mademoiselle EDT	1 working day			70 ml
Housewares > Light bulbs	Philips spot halogen	1 working day		40 kW	
Furniture > Coffee tables	Coffee table Segur	2 weeks	80 cm x 80 cm x 36 cm		
Furniture > Coffee tables	Coffee table Segur	Out of stock	90 cm x 90 cm 36 cm		
Furniture > Coffee tables	Coffee table Segur	Out of stock	100 cm x 100 cm 36 cm		
Beauty > Shampoo	Kneipp shampoo	1 working day			200 ml
Beauty > Deodorant	Deoleen Roller	Out of stock			50 ml

**TABLE 3 - EXAMPLE OF USE OF FASHION SIZES AND COLOURS IN COMBINATION WITH THE UNIQUE CODE, VARIANT CODE AND MODEL CODE**

CATEGORY PATH	TITLE	COLOUR	SIZE	UNIQUE CODE	VARIANT-CODE	MODEL-CODE
Shoes > Sports shoes > Football shoes	Nike Magista	grey	41 EU	12346280041	4628-grey	4628
Shoes > Sports shoes > Football shoes	Nike Magista	grey	42 EU	12346280042	4628-grey	4628
Shoes > Sports shoes > Football shoes	Nike Magista	grey	43 EU	12346280043	4628-grey	4628
Shoes > Sports shoes > Football shoes	Nike Magista	red	41 EU	12346281041	4628-red	4628
Shoes > Sports shoes > Football shoes	Nike Magista	red	42 EU	12346281042	4628-red	4628
Shoes > Sports shoes > Football shoes	Nike Magista	red	43 EU	12346281043	4628-red	4628
Clothing > Dresses > Kaftans	Kaftan Haik	yellow	xs	3233219251201	33219-yellow	33219
Clothing > Dresses > Kaftans	Kaftan Haik	yellow	s	3233219251202	33219-yellow	33219
Clothing > Dresses > Kaftans	Kaftan Haik	yellow	m	3233219251203	33219-yellow	33219
Clothing > Dresses > Kaftans	Kaftan Haik	green	xs	3233219251101	33219-green	33219
Clothing > Dresses > Kaftans	Kaftan Haik	green	s	3233219251102	33219-green	33219
Clothing > Dresses > Kaftans	Kaftan Haik	green	m	3233219251103	33219-green	33219

# FEED PROCESSING

Processing of feeds consists of several elements: daily feed processing and updating of prices, delivery periods and stock information via the feed or the ShopItem API.

## Making adjustments to your range in your feed (DFP)

Your entire feed is retrieved twice a day, between 8:00 and 19:00. New products will be added, items to be removed are taken out and prices, standard delivery periods, delivery charges and the display column for the entire range are automatically updated in our database.

## Changes to price and delivery period information through the feed (MFP)

Your feed is retrieved several times a day solely to process changed prices and delivery periods. This process follows a strict schedule of two hour intervals. Your changed prices and delivery periods will then be processed in our database within one hour.

## Changes to price and delivery period information through the ShopItem API

You can use an API to send us your changes to prices, delivery periods and inventories in your feed. You use the ShopItem API in the beslist.nl shopping cart. A technical partner may provide the API. Your own IT department may also design and integrate this themselves.

Changes to prices, delivery periods, and stock will be processed directly in our database by the ShopItem API.

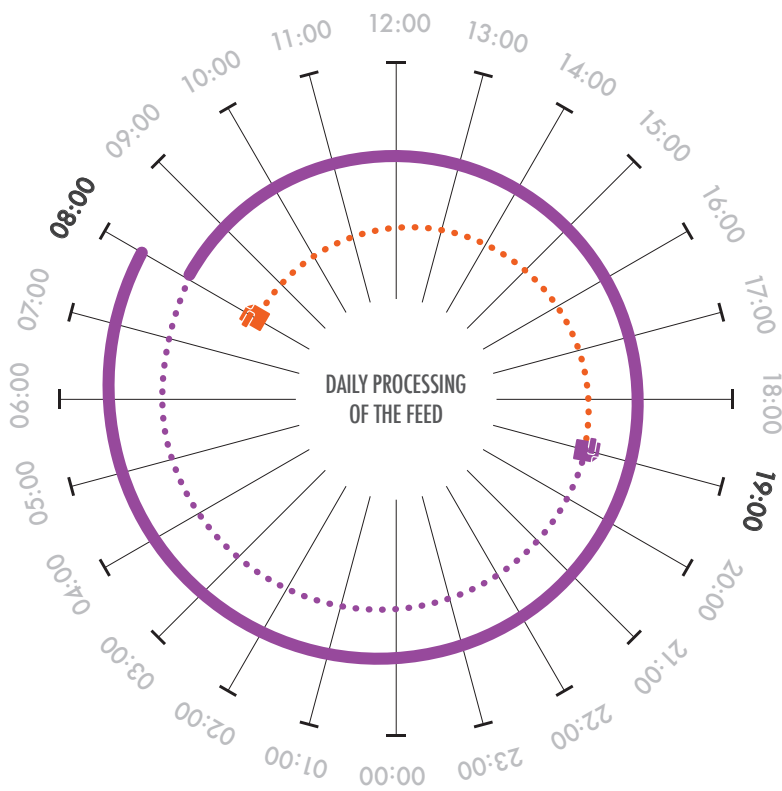
If you use the ShopItem API, then price and delivery period information retrieved in the interim via the feed (MFP) will be void. Please note: do not forget to apply the changes in the product feed.

## Display on beslist.nl

When a consumer looks at your product on beslist.nl, our site retrieves the information from our database. In this process, the most up-to-date data will be used, while maintaining the optimum speed of the website.


If you have further questions about data updates, or you would like to discuss applying changes in your feed, then you can contact our Content Management department at [productfeed@beslist.nl](mailto:productfeed@beslist.nl).

# VISUALISATION: PROCESSING OF THE FEED



## LEGEND

### MEEANING OF ELEMENTS

 Turn your feed in at this time (at the latest)

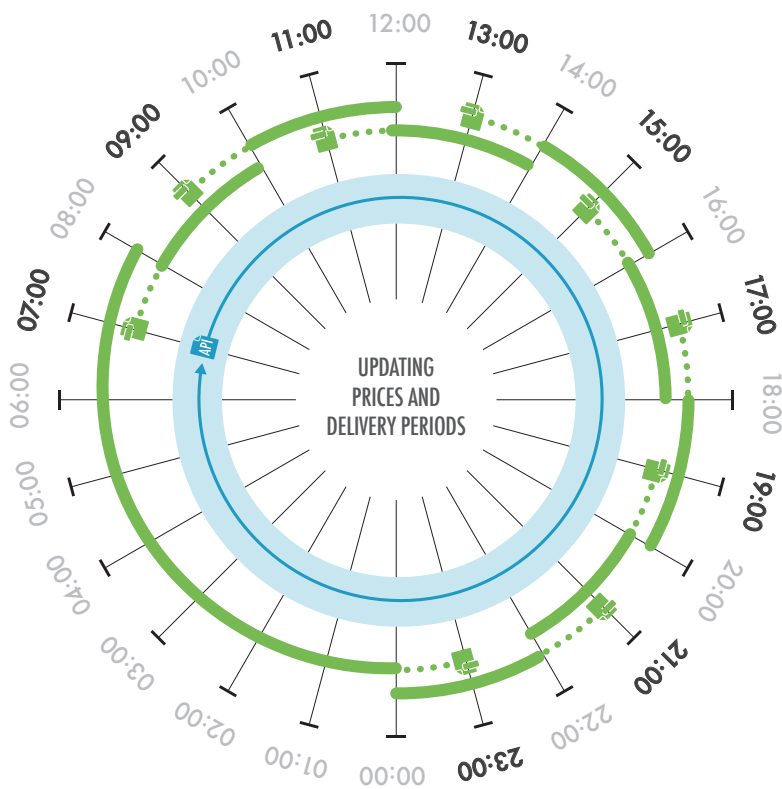
 Data live

 Waiting period processing


### MEANING OF COLOURS: WHAT IS BEING PROCESSED?


 Adding new products, deleting old products, processing advertisement status on/off

 Properties of products



### MEEANING OF ELEMENTS


 Turn your feed in at this time (at the latest)

 Shopitem API: Your data is being updated live 24/7

 Data live

 Waiting period processing

### MEANING OF COLOURS: WHAT IS BEING PROCESSED?

 Prices and delivery periods (through processing of the feed)

 Prices and delivery periods (through Shopitem API)



## PROCESSING SCHEDULE BY INFORMATION TYPE

CHANGES	PROCESSING	REPORTING	PROCESSING TIME
New product	Via the feed (DFP)	Before 8:00 AM	10:00 AM next day live
		Before 7:00 PM	10:00 AM next day live.*
Product removal	Via the feed (DFP)	Before 9:00 AM or before 7:00 PM	10:00 AM next day offline.
Changes in the display column	Via the feed (MFP)		See schedule
Changes in price, delivery period and delivery charges	Via the feed (MFP)	According to schedule	See schedule
	Via the ShopItem API	Continuously	Direct
Changes to images (without the URL changing)	Manually: report by e-mail.		
Categorisation and non-standard delivery periods	Via the feed, manual processing during office hours		Within 1 working day
Miscellaneous changes to existing products (product name, the image URL and product description texts)	Via the feed	Saturday, before 8:00 AM	Once a week, at the weekend.
Changes to the structure of your feed (new columns)	Manually: please enquire about making changes beforehand		
Changing shop logo	Manually: e-mail the files or link		

\* If manual processing is required, it will take place the next day. The product will be live at 10:00 AM the day after processing.

# IN CONCLUSION

A good product feed not only ensures correct placement so that products are easy to find on beslist.nl, it also helps consumers to make the right choice. The more complete the information you provide, the better your conversion rate.

If you have any questions about the product feed or you are feeling stuck, please let us know. Our team of Shop Data Managers in the Content Management department are ready and willing to help you.