

# Feed specification

- **Mandatory fields** - these are the absolute must-haves for running your shopping through us. Genie Shopping are unable to run your activity if any of these fields are missing or are in an incorrect format.
- **Mandatory fields for apparel** - if you sell any clothing items on your site there are a few extra fields that are mandatory for us to run your shopping activity. These fields must appear in the format specified.
- **Recommended fields** - to enhance your feed and improve performance we recommend adding these fields.

- ● ○ **Product title**  
Max 150 Characters
- ● ○ **Description**  
An accurate product description, max 5000 characters as closely matched to the landing page description as possible
- ● ○ **Price**  
The price in your feed must match the price and currency on your landing page
- ● ○ **Sale price**  
The price in your feed must match the price and currency on your landing page, so if your products are ever likely to be on sale, please include a separate field for your sale prices
- ● ○ **Link**  
Direct link to the product page on your website with no tracking in the urls
- ● ○ **Unique identifier**  
Each product needs either an EAN or GTIN if such identifiers exist for the products. If EAN/GTIN are unavailable then please ensure MPN and brand are provided. If all identifiers are available provide them all in separate fields
- ● ○ **Item group ID**  
An ID for a group of products that come in different versions. i.e. AB12345. Max 50 alphanumeric characters
- ● ○ **Availability**  
An indication of whether the product is in or out of stock

Please do not include specifications within the title, add them as separate fields (colour, size, features etc)

Stick to information about the product. Remove promotional text such as 'free delivery', words in all capital letters or gimmicky foreign characters. Remove all links to your shop, sales information, details about competitors, other products or accessories Use formatting (for example, line breaks, lists or italics) to format your description

**GTIN** - please do not use a GTIN from a restricted range, intended for internal use, these include GTINs beginning with 02,04,2,98 & 99. **MPN** - should be in it's own column, separate to your brand column. **Multi packs** - please use the GTIN intended for the multi pack not the individual product

Item group ID is mandatory for a set of products that differ by one or more of these attributes: colour, size, pattern, material, age group, gender

This can be either in text form or number format: 'in stock' or '1' 'Out of stock' or '0'

- Brand**  
Required for all products
- Image link**  
Your image must not contain a watermark, roundel or any other form of promotional text. The image must be crawlable and not blocked by robots.txt

Please use an image no smaller than 500x500 pixels
- Delivery price**  
Must match the delivery price on your website
- Category**  
Provide the most granular level of product category possible, one that best matches the product

Use either in a single term i.e. 'washing machines' or a clear category path i.e. 'home appliances>laundry>washing machines'. Do not use items such as 'sale' or 'latest offers' in the category field
- Google Category**  
Provide the lowest level Google category in either number or name
- Age Group**  
Show which demographic the item is intended for

i.e. infant, newborn, toddler, kids, adult
- Colour**  
Use one colour i.e. 'black', for multicoloured items use the main colour only i.e 'black'

For non-clothing items that come in several colours please provide a colour field alongside each version of the product
- Gender**  
Use 'unisex' 'male' 'female'

For some Clothing & Accessories categories like Shoelaces, this attribute is recommended not mandatory as these categories aren't dependent on gender
- Size**  
Match this to the sizing information you have on your landing pages i.e '12' or 'XXL'

Please provide size in a separate row or a range in a single row
- Pattern**  
Add your products pattern in one or two words i.e 'striped' or 'polka dot'

Mandatory if relevant for distinguishing different products in a set of variants
- Material**  
Your products fabric or material i.e. 'leather'

Mandatory if relevant for distinguishing different products in a set of variants
- Condition**  
If some or all of your products are anything but new i.e. used, refurbished or vintage, this must be included in it's own field
- Other product specifications**  
Please provide us with any extra product specifications available in separate fields. These will enhance performance on your account.

Add things like; model, weight, height, width, depth, built-in, material
- Alt Images**

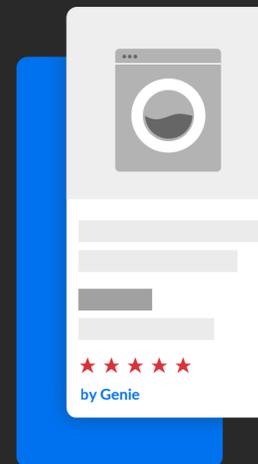
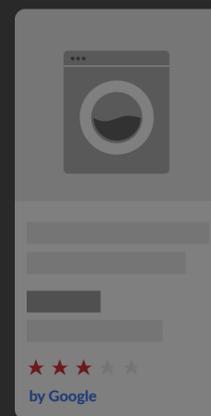
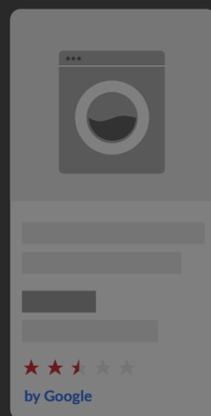
Add up to 5 additional images

**Need more detailed information?** Click the links below

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[Currency and international Google Shopping](#)

# GENIE SHOPPING NETWORK



## Is your feed ready?

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