TheFind Product Feed Specification v1.12

TheFind accepts product data feeds from merchants, ecommerce platforms and other feed service providers for use in its search engine. A data feed is a file that contains information about all the products sold by a merchant, such as the product URL, price, image URL, title, and description.

- First, make sure to register your store in TheFind's Merchant Center.
- The feed file name must be compressed and should include the file extension .zip for Zip format or .gz for Gzip format.
- Feed files should be tab-delimited text documents.
- Feeds should be uploaded via FTP to TheFind once a day.
- The feed filename should not change.
- The feed file should use UTF-8 character encoding.
- Our FTP address is ftp.thefind.com. TheFind only accepts passive mode FTP connections.

Creating a tab-delimited text document with Microsoft Excel

On the first row of your spreadsheet enter the names of the attributes that describe your items, each in its own column. In the rows below the header row enter information about your items. Each item should be listed in a separate row and information divided into the appropriate columns. For example:

	A	B	C	D	E
1	Title	Description	Image_Link	Page_URL	Price
2	product 1	An "example" product	http://www.foo.com/product1.jpg	http://www.foo.com/product1.html	123.12
3	product 2	Another example product	http://www.foo.com/product2.jpg	http://www.foo.com/product2.html	23.12

To create the tab-delimited text file format you must save the Microsoft Excel spreadsheet in tab-delimited format (File -> Save As -> Save as type: Text/Tab delimited).

Feed Formatting

The tab-delimited text file format is the same format as can be created by saving a spreadsheet from Microsoft Excel in tab-delimited format. Rows from the spreadsheet correspond to lines in the text file format. The first line of this tab-delimited file contains a set of product attribute names, and every other line of the document contains the attribute values corresponding to a single product. For example:

"Title" "Description" "Image_Link" "Page_URL" "Price"
"product 1" "An ""example"" product" "http://www.foo.com/product1.jpg"
"http://www.foo.com/product1.html" "123.12"
"product 2" "Another example product" "http://www.foo.com/product2.jpg"
"http://www.foo.com/product2.html" "23.12"

Here, there are five named attributes on the first line: Title, Description, Image_Link, Page_URL, and Price. There are two products described here. The first product has title Product 1 and a price of $123.12. The second product has title Product 2 and a price of $23.12.

As shown, each line consists of fields separated by the tab character. Each field is optionally surrounded by double quote characters. If the text of a field contains the tab character, that field is required to be surrounded by double-quote characters. If the text of a field contains two double-quote characters in a row, those two double-quote characters are interpreted as a single character. For example, in the second line of the provided example, the description will appear on TheFind as: An "example" product.

Fields may not contain end of line characters.

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Required Attributes

The following attributes are required for products to appear on TheFind:

Title	The name of the product. Please ensure that the title only includes information about the product and not about anything else.
Description	A description of the product. Please ensure that the description only includes information about the product and not about anything else. No keyword spamming/stuffing.
Image_Link	The URL of an image of the product. For best viewing on TheFind, the image referred to by this URL should be the largest, best quality picture available online, at least 150 pixels wide and 150 pixels high. If a product has no image please specify "no image".
Page_URL	The URL of the product page. A product page typically shows the details of a single product, along with a button to buy the product.
Price	The price of the product.

Highly Recommended Attributes

The following attributes are not required but are highly recommended to increase visibility on TheFind:

SKU	The item's SKU number in your store. This does not need to be unique as many items may share the same SKU.
UPC-EAN	Universal Product Code or EAN number
MPN	The item's Manufacturer's Product Number, the unique number assigned to the product by the manufacturer.
ISBN	The ISBN number for a book.
Unique_ID	If the item you are listing has a unique id in your system, please include it.
Style_ID	The id number for a particular style of a product. The style should be labeled distinctly in the Style_Label field. Styles may have the same SKU but different prices, UPCs, available sizes, etc.
Style_Name	The style name given to a variation of a product. Styles often share the same SKU number but may have different colors, materials, or price. (e.g. a particular shoe's style may be "Black snake" or "Silver soft kid")
Sale	If the item is on sale enter Yes.
Sale_Price	The sale price of the product. This differs from the value of the Price attribute if this product is on sale. If the product is not on sale, the Sale_Price value may be left empty or may be equal to the price attribute.
Shipping Cost	Enter a shipping cost to override TheFind Merchant Center settings.
Free Shipping	If shipping is free for this product, specify as Free Shipping. This will override Merchant Center settings and any amount in Shipping Cost field.
Online_Only	If the item is only sold online, specify Yes. Otherwise, No or leave blank.
Stock_Quantity	How many are in stock. 0=out of stock online, but may be available locally.
User_Rating	How well users rate the product, from 1 to 5 with 5 being the best rating.
User_Review_Link	The URL of the user reviews page.

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Other Recommended Attributes

Brand	The brand of the product.
Categories	Categorize the item in a single category or in a breadcrumb format (e.g. Appliances > Washing Machines)
Color	A comma-separated list of colors a product comes in. For example, "red,green,teal".
Compatible_With	A list of SKUs that are compatible with the product (e.g. ink toner with a list of printers, or belts with a pair of shoes)
Condition	Whether the product is new or used. Acceptable values for this field include "new", "used", and "refurbished".
Coupons	A list of the ids of coupons or discounts in TheFind Merchant Center that this product is eligible for.
Made_In	The country where the product was made.
Model	The model name of the product (for example, Powershot SD660).
Model_Number	Just the number/letter string given to the model (for example, SD660).
Similar_To	A list of SKUs that may be similar to the product.
Tags-Keywords	Provide up to 10 additional keywords describing the product.
Unit_Quantity	The quantity of items included (e.g. package contains 8 units of toothpaste)
Video_Link	The URL of a product video.
Video Title	The title of the product video.
Weight	The weight of the product. This can be used in the Merchant Center to trigger Shipping Costs.

Product-Specific Attributes

The following are optional, product-specific attributes. Including this information will increase the likelihood of your products appearing in more searches or filtered searches.

Actors	The actors starring in the product.
Age_Range	Suggested age range for the toy.
Artist	The artists who created the product.
Aspect_Ratio	The aspect ratio of the screen. (e.g. 16:9)
Author	The author of the book.
Battery_Life	The average life of the battery, if the computer is a laptop, in hours.
Binding	The binding of the product. (Hardcover, softcover, e-book)
Capacity	For electronic devices, the amount of memory included in a product. For appliances, the volume of space within the appliance.
Color_Output	Information about whether or not the printer is a color printer.
Department	The department of a clothing item (e.g. Mens or Womens).
Director	The director of the movie.
Display_Type	The type of display on the television or monitor (e.g. LCD)
Edition	The edition of the product. (E.g. Collectors, box set, etc.)
Focus_Type	The type of focus a camera has. (E.g. Auto)

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Format	Format of the product (e.g. DVD)
Genre	The genre of the product. (e.g. rock and roll, country)
Heel_Height	The heel height of a shoe.
Height	The height of the product.
Installation	How a product is installed (e.g. wall-mount)
Length	The length of a product (can be a comma-separated list of the lengths).
Load_Type	The type of loading for a washer.
Material	The material the product is made out of.
Media_Rating	The rating of the product. For example, PG-13.
Megapixels	The resolution of a digital imaging device.
Memory_Card_Slot	The available memory card slots in a printer.
Occasion	The special occasion the jewelry is intended for, if applicable.
Optical_Drive	The type of optical drive included with a computer.
Pages	Number of pages in the book.
Gaming_Platform	The platform the game operates on.
Processor_Speed	The processor speed for the product.
Publisher	The publisher of the product.
Recommended_Usage	Recommended usage of a computer. (e.g. home or office)
Screen_Resolution	Maxiumum resolution of the screen.
Sales_Rank	The rank of this product in terms of sales in your store. Lower numbers indicate they are sold more often.
Screen_Size	The diagonal screen size. (E.g. 42 inches)
Shoe_Width	The widths that a shoe comes in.
Sizes	The sizes that a product comes in (e.g. S,M,L, XL, or shoe sizes)
Sizes_In_Stock	The sizes that are currently in stock (e.g. 4,7,8,9,11)
Subject	The subject of a book.
Tech_Spec_Link	The URL of technical specifications of the product, if available. This should not forward to another URL; it must point directly to the target page. The domain name may not be an IP address.
Width	The width of a product (can be a comma separated list of the widths).
Wireless_Interface	Wireless interface that the cell phone uses.
Year	The year of the product's issue.
Zoom	The maximum amount a camera can zoom. (E.g. 6x)
Alt_Image_1	URL for alternate image view of product.
Alt_Image_2	URL for alternate image view of product.
Alt_Image_3	URL for alternate image view of product.
Option_1	Reserved for custom feed attributes.
Option_2	Reserved for custom feed attributes.
Option_3	Reserved for custom feed attributes.