SPECIFICATIONS
PRODUCT FEED

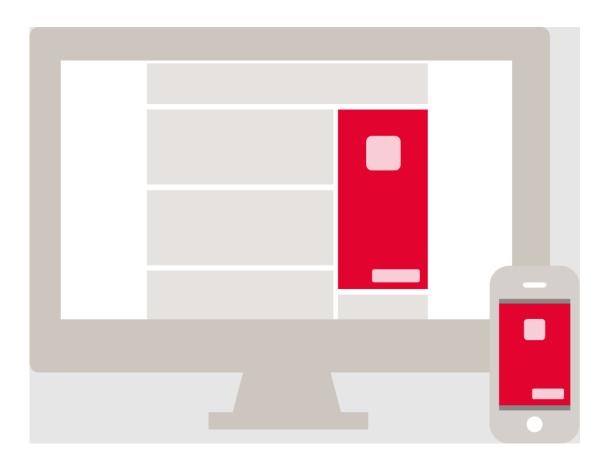
united
internet
media

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1. Fact Sheet

The product feed system is able to receive, manually process and import a wide range of data in order to use it for retargeting and displaying product-based ads.

The more data attributes can be supplied in the product feed, the more complex and flexible the usage scenarios implemented on the basis of this data.

If you have any questions, please contact:
E-Mail: **ads@united-internet-media.de**

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2. Data Sheet

2.1. At a minimum, only the required fields are needed for the feed import. The data fields (columns) actually used depend on the usage scenario / campaign objective and ad type.

2.2. The delivered column names of the product feed can be any but should not contain special characters. The columns are assigned accordingly by (if possible) automatic (or manual) mapping to the standardized column names provided by the system. It should be ensured that the data does not contain any control characters, e.g. from text editors.

Required Fields

Column	Description	Type	Characters	Example
Product ID[1]	Primary identifier (article number) of the product in the system.	Any	max. 200	201312-3
Product Name	Short name of the product.	String	max. 512	My Product (250 ml)
Deep Link	Contains the complete and absolute detail link of a product in the webshop.	String (URL)	max. 1024	http://www.myshop.com /products/?id=201312-3
Price	Price of the product. Indication with decimal point instead of decimal comma. Must not contain thousands separators.	Floating Point Number		29.99 1299.95
Product Image (small)	The absolute URL to the product image. This image should be optimized for delivery in ads and should not exceed a size of 300x300 pixels	String (URL)	max. 1024	
Product Description[2]	Detailed description of a product.	String	max. 4096	

[1] As the "Product ID" is the primary identifier of the product in the system, it may only occur once within a product feed. Other products with the same ID are not imported by the system. Furthermore, it must be ensured that the "Product ID" corresponds to the value of the Product ID transferred in the retargeting pixel.

[2] Required field for the ad formats Inbox Ad and Product Gallery Ad. For all other formats, the "Product Description" is an optional data field.

Optional Data Fields

Column	Description	Type	Characters	Example
Product Category ID	Identifier of the category to which the product belongs. The information must match exactly with the category information provided in all relevant pixels	Any	max. 100	201312 tech C17265
Product Category Name	Name or path of a product category. For paths, the separator can be one of the following characters: comma, semicolon, pipe, tab, underscore, slash, backslash, greater-than sign, ampersand, dash	String	max. 100	Technology Computer/Desktop _Computer_Notebooks
Product Teaser Text	Short description (lead) of a product. Longer than "Product Name", shorter than "Product Description".	String	max. 4096	
EAN	European Article Number (Global Trade Item Number).	Integer Number		5901234123457
Product Image (medium)	The absolute URL to the product image. This image should larger than 300x300 pixels	String (URL)	max. 1024	
Product Image (large)	The absolute URL to the product image. This image should larger than 300x300 pixels	String (URL)	max. 1024	
Brand Name	Brand of the product.	String	max. 50	Hewlett Packard Mercedes
Brand Image (small)	Absolute URL to a brand logo. This image should have a size of approx. 150x150 pixels.	String (URL)	max. 1024	
Brand Image (medium)	Absolute URL to a brand logo. This image should have a size of approx. 300x300 pixels.	String (URL)	max. 1024	
Brand Image (large)	Absolute URL to a brand logo of large size. This image should be larger than 500x500 pixels.	String (URL)	max. 1024	
Old Price	Original price (deleted price) of a product. Indication with decimal point instead of decimal comma. Must not contain thousands separators.	Floating Point Number		

Column	Description	Type	Characters	Example
Base Price	Contains the base price if this is necessary for legal reasons, e.g. for liquids. Both the base price and the quantity must be indicated.	String (URL)	max. 100	10,99 EUR / 100 mg
Currency	Currency information International, three-character currency designation (ISO 4217).	String	3	EUR CHF USD
Taxed[3]	Indicates whether the price of a product already includes taxes to be paid.	Truth Value		1 / 0
Recommended[3]	Indicates whether a product is a store recommendation.	Truth Value		1 / 0
In Stock[3]	Indicates whether a product is currently being sold or is available.	Truth Value		1 / 0
Shipping Costs	Delivery costs of a product. Indication with decimal point instead of decimal comma. Must not contain thousands separators	Floating Point Number		4.95 0.00
Shipping Description	Text for a more detailed description of the delivery conditions and delivery costs.	String	max. 4096	Shipping within Europe 4.95 €.
Shipping Costs Included[3]	Indicates whether the "Product Price" is inclusive or exclusive of shipping costs.	Truth Value		1 / 0
Free Text 1-3[4]	Free text for additional data.	Any	max. 65536	
Free Image 1-3[4]	Free text field for additional image links.	Any	max. 65536	
Additional Attribute 1-6[5]	Additional information for use in business rules or special templates	String	max. 30	
	Incremental counter for the issued products within the product loop, starting with 0	-	-	
	Incremental counter for the issued products within the product loop, starting with 1	-	-	

[3]   When importing, please ensure that this column only contains the value 0 of 1. Any other values must be mapped accordingly using column functions.

[4]   Up to three additional columns are possible.

[5]   Up to six additional columns are possible.

3. General United Internet Media Requirements

The General Terms and Conditions https://www.united-internet-media.de/en/general-terms-and-conditions/ and General Advertising Guidelines https://www.united-internet-media.de/en/downloadcenter/general-guidelines/ are applicable here. Any violations of the points listed above, or applicable law will automatically lead to the advertisement being declined.

4. Submission Details

4.1. The product feed can only be delivered to United Internet Media in .csv format.

4.2. To illustrate the advertiser, the delivery of the following separate elements is always required:

- Client logo as a physical file (max. 300 px width | RGB | PNG format)
- General landing page

4.3. The product feed must be submitted at least three working days before the start of the campaign. If the files are not sent on time, United Internet Media cannot guarantee that the campaign will start as scheduled, or that the ads will be integrated without any errors.

4.4. Please note the additional advertising format-specific specifications.

4.5. All ads must correspond to our defined specifications. Elements that do not comply with these specifications will not be used, and United Internet Media will not correct or install them.

4.6. All ads are subjected to an internal check.

5. Display Details

5.1. United Internet Media reserves the right to approve each individual motif. Advertisements that evoke extremely strong responses or impact the use of the site too dramatically may be rejected.

5.2. All ads have to be reviewed in advance to ensure that they comply with all guidelines and regulations governing the protection of minors. United Internet Media reserves the right to limit access/display time for the advertisement in line with any age restrictions or reject the motif entirely.

5.3. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.

6. Adserving / Tracking

6.1. Tracking parameters for images and deep links:
If product feeds originate from external data sources / affiliate networks, it must be clarified in advance whether and how, for example, the SUBID is to be integrated into the respective feed. This is necessary to ensure functional tracking.

6.2. For the product feeds of common networks (e.g. AWIN, Google, Adcell or Webgains), automatic recognition can be provided, which selects a suitable template when importing the product feed. The existing templates ensure both the correct assignment of the columns and the correct integration of the external tracking parameters.

6.3. External tracking pixels may be integrated to count clicks and impressions. These must be unattached from the corresponding destination URLs and allow for clicks to be tracked by United Internet Media.

6.4. It is necessary to notify United Internet Media in advance and coordinate the intended use of view time/visibility measurements or other expanded tracking methods featuring scripts. United Internet Media reserves the right to reject this type of tracking.

6.5. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.

6.6. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and must be able to respond to its signalling. Please note the "TCF 2.0 Notes"
(https://www.united-internet-media.de/en/downloadcenter/specifications/).

7. Technical Requirements

7.1. Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3rd party redirects/sources.

Do you have any further questions?

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Media Campaign Management

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