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## DIAMOND “DATA FEED” FILE FORMAT

PriceComparison.com uses data feed file to get product information from merchants. Product data feed file is a text file containing merchant’s product information. Each row of information inside the product feed file represents one **unique** product. Within each row information about the product is separated by a delimiter (comma, tab or pipe | ). This document serves as a guideline of how to create your product feed file, how to deliver the file and how frequently to deliver the file to PriceComparison.com.

### File Name

The product feed file you will generate must be named according to the following rule, depending on the **delimiter** you are using:

All filename should be in lower case, no spaces allowed.

The first part of the name (before the dot and extension) will be your store number. You may find your merchant number at the top left corner of your merchant maintenance site.

Comma (csv) = merchantnumber.**csv**

Tab = merchantnumber.**tab**

Pipe = merchantnumber.**txt**

For example:

If your merchant number is **1001** and you are using **tab delimiter**, then your product feed file should be **1001.tab**

If your file contains more than 10,000 products, we recommend for you to compress your product feed file for faster transfer. The file name for zip file will of course be .zip and it must contain the actual file name according to the rule above. For more detail read the File Format paragraph.

### File Format

In this section, we will define how **each row** of product information can be defined.

The first row, can be a header row. **Header row is optional**. If you do not have a header row simply start the first row with your data. If you do have a header row make sure the field names are the same as ours. For example the first column should be Merchant\_SKU.

Each row must be separated by **carriage return (char 13) and line feed (char 10)**.

Supported delimiter: Comma (csv), **Tab (char 9) recommended**, Pipe ( | ).

If your file contains more than 10,000 products, we recommend for you to compress your product feed file for faster transfer. This is not required but it is recommended. ZIP files should be named using merchant's number + .zip.

For example:

If merchant number is **1001 tab delimited**, your zip file should be **1001.zip** and containing **1001.tab**.

Then, the content of the zip file should follow the File Name extension rule described above.

Each row must include **ALL fields** even optional fields. If you do not have any value for the optional field, put nothing in it. Furthermore the fields must be in the exact order listed below. The required fields first followed by the optional fields.

### **Fields Definitions**

Each row must contain a minimum of required fields defined below. Any row not meeting these required fields will be rejected and reported into your reject file. You may review / download your reject file from your merchant maintenance site under the reporting section.

#### **Required Fields (must be in this order)**

Merchant\_SKU  
Short\_Descriptions  
Price  
Availability  
Product\_URL  
Cut\_Stye  
Cut\_Quality  
Cut\_Shape  
Carat  
Color  
Clarity  
Depth  
TableSize  
Certificate  
Girdle  
Culet  
Symmetry  
Polish  
Fluorescence  
Measurement\_Length  
Measurement\_Width  
Measurement\_Depth

#### **Optional Fields (must be in this order)**

Certificate\_Notes  
Crown\_Angle  
Pavilion\_Angle

Image\_URL  
Shipping\_Min  
Shipping\_Max

## Fields Explanation

**Merchant\_SKU** (required) – This should be a unique number or code for each product merchant have in their inventory database. Merchant\_SKU should be unique against all other product only within merchant's database. This field may be numeric or alphanumeric. No signs or punctuations are allowed. Maximum 30 characters.

**Short\_Description** (required) – The title, name or short description of the product. Keep it short and precise. Do not capitalize all letters. Do not put ANY information not pertaining to the product. Do not put other product information. PriceComparison.com will try to keep our product information clean. Maximum 200 characters.

**Price** (required) – The price each of the product in **US Dollars**. This **must** be the same price you advertise on your web-site and phone sales. Please round up to 2 digits after the decimal. All numeric characters only except for period (.). Do not put commas. The value put here must match the price advertised on merchant web-site.

**Availability** (required) – Put the actual **quantity** of the product on-hand or put **YES** or **NO** or **Y** or **N** only.

**Product\_URL** (required) – The product page URL to direct to on merchant's web-site where customers will be directed to when they clickthrough. Lowercase characters only. Maximum 500 characters.

**Cut\_Stye** (required) – Enter exactly and only one of the following options:  
Brilliant, Step, Mixed, Other

**Cut\_Quality** (required) – Enter exactly and only one of the following options:  
Ideal, Excellent, Very Good, Good, Poor, Other

**Cut\_Shape** (required) – Enter exactly and only one of the following options:  
Round, Princess, Radiant, Oval, Emerald, Marquise, Pear, Heart,  
Asscher, Cushion, Flanders, OldMiner, European, Trillion, Other

**Carat** (required) – Numeric value with decimal

**Color** (required) – Enter exactly and only one of the following options:  
D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z,  
Other

**Clarity** (required) – Enter exactly and only one of the following options:  
IF, VVS1, VVS2, VS1, VS2, SI1, SI2, SI3, I1, I2, I3, Other

**Depth** (required) – Percentage Value. It is the % value of the height from the girdle to the bottom of the Culet in comparison to Total Depth.

**TableSize** (required) – Percentage Value. It is the % value of the diameter of the table in comparison to Total Width.

**Certificate** (required) – Enter exactly and only one of the following options:  
GIA, AGS, EGL, IGI, HRD, Other

**Girdle** (required) – Please enter exactly and only the following options:  
XTN, VTN, TN, MED, STK, TK, VTK, XTK, FAC, SM, PO, Other

**Culet** (required) – Please enter either “NO” or Percentage (%) value.

**Symmetry** (required) – Enter exactly and only one of the following options:  
Excellent, Very Good, Good, Fair, Poor, Other

**Polish** (required) – Enter exactly and only one of the following options:  
Excellent, Very Good, Good, Fair, Poor, Other

**Fluorescence** (required) – Enter exactly and only one of the following options:  
Very Strong, Strong, Light, Very Light, None, Other

**Measurement\_Length** (required) – Measurement Length in Millimeter (mm) of the longer section / diameter of the diamond.

**Measurement\_Width** (required) – Measurement Length in Millimeter (mm) of the section section / diameter of the diamond.

**Measurement\_Depth** (required) – Measurement of Total Depth or Height in Millimeter (mm) from the very top (Table) of the diamond to the very Bottom (Culet).

**Certification Notes** (optional) – Put any additional extra notes or memorandum about the diamond certificate that needs to be mentioned to consumer.

**Crown\_Angle** (optional) – Degrees may be in decimal value.

**Pavilion\_Angle** (optional) – Degrees may be in decimal value.

**Image\_URL** (optional) – The product image URL to direct to a image file on the merchant’s web-site. This image will be used to provide a thumbnail picture of the product advertised. It is a proven fact that product advertised with pictures are more likely to attract consumers than the ones without. This image\_URL should points to image files such as .jpg .gif .bmp etc. No animated pictures are allowed. Lowercase characters only. Maximum 200 characters.

**Shipping\_Min** (optional) – The minimum shipping price to ship this product using Ground Service. This amount must be in US Dollars. Please round up to 2 digits after

the decimal. All numeric characters only except for period (.). Do not put commas. The value put here must match the minimum shipping cost advertised on merchant web-site.

**Shipping\_Max** (optional) – The maximum shipping price to ship this product using Ground Service. This amount must be in US Dollars. Please round up to 2 digits after the decimal. All numeric characters only except for period (.). Do not put commas. The value put here must match the minimum shipping cost advertised on merchant web-site.

### **File Delivery Methods**

PriceComparison.com supports 4 methods of uploading your product feed file. Merchant must select which method from Merchant Site / Product Manager / Upload Product File. Only one can be used at one time.

**HTTP Download** – Specify the URL path where PriceComparison.com server will download product feed file from. This must be full URL path including the http://..... URL must also include the file name and extension whether it is zip, csv, tab or txt.

Download occurs automatically 3 times a day using the following schedule:

Morning: 2am – 3am (Central standard time)  
Noon: 11am – 12pm (Central standard time)  
Night: 8pm – 9pm (Central standard time)

Avoid changing the product feed file on merchant's http web-site during the schedules above.

**FTP Download** – Specify the IP / Domain, User ID, Password and File Path name of your FTP server to allow us to connect and download.

Download occurs automatically 3 times a day using the following schedule:

Morning: 2am – 3am (Central standard time)  
Noon: 11am – 12pm (Central standard time)  
Night: 8pm – 9pm (Central standard time)

Avoid changing the product feed file on merchant's http web-site during the schedules above.

**FTP Upload** – Login and transfer product feed file using File Transfer Protocol. Login to [ftp.pricecomparison.com](http://ftp.pricecomparison.com) using the same merchant maintenance login information. You do not need to specify any starting directory. Upload the product feed file into this directory. Note: ZIP file must use binary mode transfer.

Uploaded file will be processed using the following schedules.

Morning: 3am – 8am (Central standard time)  
Noon: 12pm – 5pm (Central standard time)  
Night: 10pm – 1am (Central standard time)

Avoid uploading the product feed file into PriceComparison.com FTP server during the schedules above.

**Merchant Site HTTP Upload** – Login into merchant maintenance website. Go to Product Manager / Upload Product Feed File / HTTP Upload. Browse and select the file from local computer, then click on Upload button.

Uploaded file using this Merchant Maintenance Web-Site Upload will be processed according to the same schedule as FTP Upload. Please see the schedules above.

Avoid uploading the product feed file into PriceComparison.com FTP server during the schedules above.

### **Testing File Delivery**

To test if the product feed file has been transferred properly check our FTP server after transfer has been completed. You can check the file name and file size at the product upload page. You can also check the download history log. The product feed file should be in your directory. Check the file size and the date time.

### **Confirming File Format and Compliant**

Everytime PriceComparison.com server processes a product feed file, it will send a **confirmation email**. It does not matter whether the processed succeeded or failed it always sends an email. Merchant can not opt out from receiving this email.

A reject file will also be generated and available to be downloaded from [ftp.pricecomparison.com](http://ftp.pricecomparison.com) using merchant login info located at the **/reject** directory.

If the process was successful merchant product will be shown and included in the search engine of PriceComparison.com (subject to merchant balance). If your product feed file was not made to the exact specification of this document, it may delay your products to be included into our database.

Inspect the confirmation email, reject file and PriceComparison.com search engine on regular basis to make sure product feed file is properly uploaded and processed.

You can also login to Merchant Login > Merchant Site > Main Page to see your product upload statistics.