

Product Feed

# Data Quality Requirements

Solving Sizing. Sell Smarter.

## Introduction

As a global sizing leader, the world's best apparel and footwear companies trust us to solve sizing and help them sell smarter. Our Fit Services have been proven to boost conversion rates and slash returns by leveraging the data that we collect about products and shopper behavior.

The importance of **high data quality** in maximizing the impact cannot be overstated. In particular, precise and accurate data in your product feed allows us to

- enable our services for more products, thus increasing shoppers' exposure to our services,
- correctly tailor the user experience,
- improve the accuracy of our recommendations, and
- integrate smoothly, allowing Fit Services to go live faster.

## Purpose

This product feed specification provides the guidelines and rules to which the feed should conform. It is a guide to help you understand the mandatory data requirements for your product feed and it defines in detail what the format of the data should be with examples and best practices.

This document is meant to be the data specifications support material from the sales deck of the Fit Finder Standard service.

## Feed format

We require an HTTP(S) or (S)FTP URL pointing to a CSV or XML (RSS/Atom) feed using UTF-8 encoding. There must be a separate feed entry for each size variant, and the attribute names must match the names in the square brackets below.

If you already have a [Google product feed](#), you'll likely only need a few adjustments, the main one being the addition of an [item\\_subgroup\\_id](#) attribute.

If you have multiple online stores or versions of your store with different sizing, product availability or languages, we require a separate product feed for each.

- **Example 1:** If you have French and Dutch language versions of your Belgian store, we require separate French and Dutch feeds.
- **Example 2:** If your European stores all share the same sizing, product availability and language (e.g. English), then it's fine to provide a single European feed.

## Mandatory data

Fit Services like Fit Finder can only be enabled if all of the following attributes are provided for the product in question. If you can't provide the values as requested, please contact us so we can suggest how you could solve this.

1. Item variant ID [[id](#)]
2. Item subgroup ID [[item\\_subgroup\\_id](#)]
3. Item group ID [[item\\_group\\_id](#)]
4. Brand [[brand](#)]
5. Gender [[gender](#)]
6. Age group [[age\\_group](#)]
7. Size [[size](#)]
8. Display size [[display\\_size](#)]
9. Size system [[size\\_system](#)]
10. Size type [[size\\_type](#)]
11. Image link [[image\\_link](#)]
12. Link [[link](#)]
13. Title [[title](#)]
14. Google product category [[google\\_product\\_category](#)]
15. Availability [[availability](#)]
16. Description [[description](#)]
17. Price [[price](#)]

## Optional data

The following attributes help with detecting feed data quality issues that could affect size and style recommendations, and tuning for which products Fit Services are enabled.

18. GTIN [[gtin](#)]
19. Color [[color](#)]
20. Material [[material](#)]
21. Pattern [[pattern](#)]
22. Additional image link [[additional\\_image\\_link](#)]
23. Product type [[product\\_type](#)]
24. Disabled features [[disabled\\_features](#)]

### 1. Item variant ID [[id](#)]

Use the item variant ID [**id**] attribute to uniquely identify a size variant of a garment.

## 1.1 When to use

**Required** for each product

## 1.2 Minimum requirements

- Each item variant ID must appear only once in the product feed.
- The item variant ID must **not** be reused later for a different garment. It must be unique in the history of your shop.
- The item variant ID in your product feed must match the following:
  - The item variant ID [**item\_id**] attribute in your purchase and return feeds
  - The item variant ID [**itemId**] attribute in the data object on order confirmation pages (OCPs) on your website and mobile apps
- The item variant ID must be locale-independent. For example, if **12345-BLACK-SMALL** appears in the product feed for your US store, then it must also appear as **12345-BLACK-SMALL** (not e.g. **12345-NOIR-PETIT**) in your French store.

## 1.3 Best practices

- Avoid changing item variant IDs. Doing so may prevent us from matching returns to purchases during the transition, meaning that our size recommendation algorithms will incorrectly interpret the purchases as having been kept.

## 1.4 Format

<b>Type</b>	Unicode characters (Recommended: ASCII only): alphanumeric, underscores, and dashes
<b>Limits</b>	1–50 characters
<b>Examples</b>	<b>123456789, 12345-250-11, 12345-BLACK-S</b>

## 2. Item subgroup ID [**item\_subgroup\_id**]

Use the item subgroup ID [**item\_subgroup\_id**] attribute to group together all sizes for a specific combination of color, material, pattern, etc. For example, all sizes of a given red T-shirt should have the same item subgroup ID, but the same T-shirt in blue (or in a different material or pattern) should have a different item subgroup ID.

## 2.1 When to use

**Required** for each product

## 2.2 Minimum requirements

- Matching item subgroup IDs must be available on product detail pages (PDPs) and order confirmation pages (OCPs) on your website and mobile apps.
- The item subgroup ID must **not** be reused later for a different garment. It must be unique in the history of your shop.
- The item subgroup ID must be locale-independent. For example, if **12345-BLACK** appears in the product feed for your US store, then it must also appear as **12345-BLACK** (not e.g. **12345-NOIR**) in your French store.

## 2.3 Best practices

- Avoid changing item subgroup IDs. Doing so may lead to an interruption of Fit Services if for example the IDs on PDPs are updated before a product feed with the new IDs has been ingested into the Fit Analytics database. It may also lead to a gap in training data for our size recommendation models if we aren't able to link Fit Finder inputs, purchases and returns due to mismatched IDs.

## 2.4 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1-70 characters
<b>Examples</b>	<b>1234567, 12345-250, 12345-BLACK</b>

## 3. Item group ID [item\_group\_id]

Use the item group ID [**item\_group\_id**] attribute to group variants in your product data. Variants are a group of similar products that only differ from one another by product details like the size, color, material or pattern.

### 3.1 When to use

**Required** for each product

## 3.2 Minimum requirements

- The item group ID must **not** be reused later for a different garment. It must be unique in the history of your shop.

## 3.3 Best practices

- Try to group not only sizes but also colors, materials and patterns. For example, the red and blue variants of a given T-shirt should have the same item group ID, because it helps us ensure a consistent user experience for the variants and it allows us to add support for new variants more quickly.

## 3.4 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1-50 characters
<b>Examples</b>	<b>12345</b>

## 4. Brand [brand]

Use the brand [**brand**] attribute to indicate the product's brand name, a.k.a. manufacturer or designer, allowing us to customize recommendations by brand.

### 4.1 When to use

**Required** for each product

### 4.2 Minimum requirements

- Brand names must **not** include the factory name or the holding company.

### 4.3 Best practices

- Provide specific brand names if possible, e.g. **Polo Ralph Lauren** rather than just **Ralph Lauren**, because sizing often differs among sub-brands.
- For brands that are designed for certain proportions, e.g. tall, plus-size or maternity, make sure to provide the size\_type attribute as well. That gives our size recommendation algorithms a head start in recognizing that size “M”, for example, will likely fit differently than a straight size “M”.

### 4.4 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1-70 characters
<b>Examples</b>	<b>Esprit, Diesel, Nike, Zara TRF</b>

## 5. Gender [gender]

Specify the gender your product is designed for using the gender **[gender]** attribute. The gender allows us to customize the user experience, for example requesting bra information for products that are designed for women. It also allows us to tailor our size recommendations, since for example men's sizes will typically fit differently than women's sizes.

### 5.1 When to use

**Required** for each apparel or footwear product

### 5.2 Minimum requirements

- If the product is designed to be worn by all genders, the value must be unisex **[unisex]**, not empty or undefined.

### 5.3 Format

<b>Supported values</b>	<b>male</b> <b>female</b> <b>unisex</b>
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## 6. Age group [age\_group]

Use the age group [**age\_group**] attribute to set the demographic that your product is designed for. Correctly distinguishing between adults' and kids' products is crucial. If a kids' product is mistakenly marked as being designed for adults, that not only leads to inaccurate size recommendations for the product in question, but it also pollutes our machine learning data, skewing recommendations for other products.

Note that Fit Services will only be enabled for adults' products.

### 6.1 When to use

**Required** for each apparel or footwear product

### 6.2 Format

<b>Supported values</b>	<b>newborn</b> - 0-3 months old <b>infant</b> - 3-12 months old <b>toddler</b> - 1-5 years old <b>kids</b> - 5-13 years old <b>adult</b> - Typically teens or older (13 years old or more)
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## 7. Size [size]

Use the size [**size**] attribute to describe the standardized size of your product. The standardized size allows Fit Analytics to group together purchase data for equivalent sizes, thus enabling Fit Analytics to provide machine-learning-based size recommendations for more products and improving the quality of those recommendations by increasing the amount of data they're based on.

### 7.1 When to use

**Required** for each apparel or footwear product

### 7.2 Minimum requirements

- The product feed must list all sizes that the garment is manufactured in, including out of stock sizes (see [availability](#)). That way, we are able to recommend the best fitting size, even if it's temporarily out of stock, and we're able to avoid recommending sizes that are irrelevant for the garment.
- The size must conform to the standard sizes as specified by Google [here](#).

### 7.4 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1-100 characters
<b>Examples</b>	<b>32, 6.5, 2XL, 10-12, 29W 34L</b>

## 8. Display size [display\_size]

Use the display size [**display\_size**] attribute to describe the localized size string that should be displayed to shoppers on the Fit Finder result screen.

### 8.1 When to use

**Required** for each apparel or footwear product if the size [**size**] attribute doesn't match the size strings on the product detail page.

### 8.2 Minimum requirements

- The display size must exactly match the size strings on the product detail page.

### 8.3 Best practices

- We recommend adding the sizing system in the size strings on the product detail page (PDP) and in the product feed, e.g. **UK 10** rather than just **10**, to reduce confusion for your shoppers.

### 8.4 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1-100 characters
<b>Examples</b>	<b>32, UK 6.5, Small, XXXL</b>

## 11. Image link [image\_link]

Include the URL for your main product image with the image link [**image\_link**] attribute.

### 11.1 When to use

**Required** for each product

### 11.2 Minimum requirements

- The file format of the image must be JPEG (.jpg/.jpeg) or PNG (.png).
- The size of the image must be **at least** 250 x 250 pixels – preferably larger.
- The image must **not** be larger than 64 megapixels or 16MB.
- The image must represent the product. It must **not** be a placeholder image, e.g. text that says “Image not found”, or a logo.
- The link must be a complete URL that includes the scheme and domain.
  - Incorrect - **/red-logo-t-shirt/12345.png**
  - Correct - **https://exampleshop.com/red-logo-t-shirt/12345.png**
- The link must not point to an image that hasn’t yet been published, resulting in a 404 error code.
- The link must point to an image on a production site, not an image on a staging site.
- The image must be specific to an item subgroup, and it must be the same for all sizes of that subgroup.
  - Incorrect - **https://exampleshop.com/images/12345-RED.png&size=M**
  - Incorrect - **https://exampleshop.com/images/12345.png**
  - Correct - **https://exampleshop.com/images/12345-RED.png**

### 11.3 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1–2000 characters
<b>Examples</b>	<b>http://example.com/5016616600_1_1_15.jpg</b> <b>https://example.com/products/high-neck-ruched-detail-midi-dress-in-anthracite/201504563-4.png</b>

## 12. Link [link]

When users click on your product, they're sent to a landing page on your website for that product. Set the URL for this landing page with the link [**link**] attribute.

### 12.1 When to use

**Required** for each product

### 12.2 Minimum requirements

- The link must be a complete URL that includes the scheme and domain.
  - Incorrect - **/red-logo-t-shirt/12345.html**
  - Correct - **https://exampleshop.com/red-logo-t-shirt/12345.html**
- The link must point to the product detail page, **not** to a product listing page or a placeholder page or a page that hasn't yet been published (resulting in a 404 error).
- The URL must point to the production website, not a staging website.

### 12.3 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1–2000 characters
<b>Examples</b>	<b>https://exampleshop.com/red-logo-t-shirt-12345</b> <b>https://www.exampleshop.com/en-gb/recycled-t-shirt-bright-red-ss-12345.html</b> <b>http://au.exampleshop.com/TZZ12345-105-51.html</b>

## 13. Title [title]

Use the title [**title**] attribute to clearly identify the product you're selling.

### 13.1 When to use

**Required** for each product

### 13.2 Best practices

- The title should include a word or phrase like “jacket” or “skinny jeans” describing what type of garment it is, rather than just including a model name like “Air Jordan”.

### 13.3 Format

<b>Type</b>	String (Unicode characters. Recommended: ASCII only)
<b>Limits</b>	1–375 characters
<b>Examples</b>	<b>Women's red Adirondack jacket</b> <b>Adidas trainer</b> <b>Blue iris Tiffany lamp</b>

## 24. Disabled features [disabled\_features]

Use the disabled features [**disabled\_features**] attribute to let us know if you'd prefer not to use Fit Finder for specific apparel or footwear products that would normally be eligible for Fit Finder.

### 24.1 When to use

**Optional** for apparel or footwear products that would normally be eligible for Fit Finder

Note that there's no need to explicitly disable Fit Finder for other products like accessories, because Fit Finder wouldn't be enabled for such products anyway.

### 24.2 Format

<b>Supported values</b>	<b>FIT_FINDER</b> if Fit Finder should be disabled for the item, or blank if Fit Finder should be enabled
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