

## IDEALNO.BA XML DATA FEED SPECIFICATION

This document is intended for programmers, who will be creating the XML feed for the purpose of listing your webstore on Idealno.ba. If you do not have your dedicated programming team, please forward these instructions to the company that supplies you with the platform for your webstore.

If you want your presence on Idealno.ba to be as effective as possible, make sure that your XML feed contains all the important elements from this XML specification.

After confirming your XML feed, we will automatically take care of importing your products from this XML feed to our platform, and later regularly update prices, product availability, and other information.

Please do not underestimate the importance of XML feed optimization. This feed is your first contact with our platform and your potential customers. If your presence online starts with bad data, it is not very likely to expect good results.

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## General info

This specification defines how your product information is displayed on Idealno.ba, therefore submitting your data in the correct format is crucial for good sales results. Since the XML feed is automatically generated from your site, consult your webmaster to create or edit it.

## DEFINITIONS

- » **Product.** The actual product that your potential customers would be searching for at Idealno.ba
- » **Variant.** A product that comes in different variations. For example, a shirt that comes in different sizes and/or colors has size/color variants
- » **Element.** A field in XML that consist of start tag, data and end tag
- » **Attribute.** Product's characteristics

## QUICK REFERENCE

**Required - R** - You must submit this element, or your products won't be shown on Idealno.ba.

**It depends - D** - Check the element's description to understand whether you must submit it for your products.

**Optional - O** - You can submit this attribute, if you want to help boost your products' performance.

Elements		Common product categories		
Group	Element name	Clothes & Shoes	Variant products	All other product types
Root element	<CNJExport>	R	R	R
Products element	<Item>	R	R	R
Basic product data	<ID>	R	R	R
	<name>	R	R	R
	<description>	R	R	R
	<specification>	D	D	D
	<link>	R	R	R

	<mainImage>	R	R	R
	<moreImages>	D	D	D
	<videoUrl>	O	O	O
Price & availability	<price>	R	R	R
	<regularPrice>	D	D	D
	<clubPrice>	O	O	O
	<curCode>	O	O	O
	<stockText>	O	O	O
	<stock>	R	R	R
	<inStoreAvailability>	O	O	O
	<store>	O	O	O
	<availability>	O	O	O
	<quantity>	O	O	O
Product category	<fileUnder>	R	R	R
	<cenCategoryId>	O	O	O
Product identifiers	<brand>	D	D	D
	<EAN>	R	R	R
	<CUIN>	O	O	O
	<productCode>	D	D	D
	<productModel>	D	D	D
Additional product data	<condition>	D	D	D
	<warranty>	O	O	O
	<coupon>	O	O	O

	<couponCode>	O	O	O
	<gift>	O	O	O
Shipping	<deliveryCost>	R	R	R
	<deliveryTimeMin>	D	D	D
	<deliveryTimeMax>	D	D	D
Detailed product specifications	<groupId>	R	R	D
	<attributes>	R	R	R
	<gender>	R	D	D
	<color>	R	D	D
	<size>	R	D	D
	<ageGroup>	R	D	D
	<attribute>	R	R	R
	<name>	R	R	R
	<values>	R	R	R
	<value>	R	R	R

Below, you will find full details, including more information about the minimum requirements, best practices, and examples of each element.

## Elements specifications

### ROOT ELEMENT

Root element is `<CNJExport>`. It is a basic requirement and is included only once. It contains all other elements.

### PRODUCTS ELEMENT

Each product must be in its own `<Item>` element (XML is case sensitive - be aware of upper case "I"). It contains all information about a particular product. Include a copy of it for each variation of your product, if your product comes in different variants.

## BASIC PRODUCT DATA

The product information you submit using these elements is basis for creating products on Idealno.ba. Make sure everything you submit is of the quality you'd like to show to your potential customer.

Element	Format	Description
<code>&lt;ID&gt;</code>	<p><b>Required</b> Your product's unique identifier</p> <p><b>Example</b> 546AB-1</p> <p><b>Syntax</b> Max 50 characters</p>	<ul style="list-style-type: none"> <li>» Use a unique value for each product. Use the product's SKU where possible</li> <li>» Keep the ID the same when updating your data</li> <li>» Use only valid Unicode characters. Avoid invalid characters like control, function, or private area characters</li> <li>» Use the same ID for the same product - across countries</li> <li>» <b>Never change this ID</b></li> <li>» <b>Never use it for different product</b></li> </ul>
<code>&lt;name&gt;</code>	<p><b>Required</b> Your product's name</p> <p><b>Example</b> SAMSUNG refrigerator RB37J5018SA</p> <p><b>Syntax</b> Max 200 characters</p>	<ul style="list-style-type: none"> <li>» Accurately describe your product</li> <li>» It should contain BRAND, product type (refrigerator) and MODEL.</li> <li>» Don't include promotional text like "free shipping," or all capital letters ...</li> <li>» For variants <ul style="list-style-type: none"> <li>» Include a distinguishing feature such as color</li> </ul> </li> <li>» For Clothes and shoes <ul style="list-style-type: none"> <li>» Don't include size in name</li> </ul> </li> </ul>
<code>&lt;description&gt;</code>	<p><b>Required</b> Your product's descriptive description</p> <p><b>Example</b>  <pre>&lt;p&gt;A refrigerator with a capacity of 217 liters is best suited for use in larger households. &lt;/p&gt;&lt;p&gt;Shelves and drawers in the interior are optimally positioned, and LED lighting also allows visibility even at night.&lt;/p&gt;</pre> </p> <p><b>Syntax</b></p>	<ul style="list-style-type: none"> <li>» Whole text description of your products.</li> <li>» If you have text description of a product it must be included in feed</li> <li>» Description must be in HTML code (without styling!)</li> <li>» Accurately describe your product - it must contain the same data as landing page</li> </ul>

	<p>“No” restriction</p>	<ul style="list-style-type: none"> <li>» Don't include promotional text like "free shipping," or all capital letters ...</li> <li>» Include only information about the product. Don't include links to your store, sales information, details about competitors, other products, or accessories</li> </ul>
<p>&lt;specification&gt;</p>	<p><b>Required</b></p> <p>Your product's specifications</p> <p><b>Example</b></p> <pre>&lt;ul&gt;&lt;li&gt;Energy class: A +&lt;/li&gt;&lt;li&gt;Volume: 217 liters&lt;/li&gt;&lt;li&gt;Dimensions: 181x59x64 &lt;/li&gt;&lt;li&gt;Auto defrost: yes&lt;/li&gt;&lt;/ul&gt;</pre> <p><b>Syntax</b></p> <p>“No” restriction</p>	<ul style="list-style-type: none"> <li>» All specifications of your products</li> <li>» If you have specifications of a product it must be included in feed</li> <li>» Specifications must be in HTML code (without styling!)</li> <li>» Only accurate product specifications - it must contain the same data as landing page</li> <li>» Don't include promotional text like "free shipping," or all capital letters ...</li> <li>» Include only information about the product. Don't include links to your store, sales information, details about competitors, other products, or accessories</li> <li>» If you can't separate specifications from text description include them both in &lt;description&gt; element</li> </ul>
<p>&lt;link&gt;</p>	<p><b>Required</b></p> <p>Your product's landing page</p> <p><b>Example</b></p> <p><a href="https://www.example.org/product-id">https://www.example.org/product-id</a></p> <p><b>Syntax</b></p> <p>Max 400 characters</p>	<ul style="list-style-type: none"> <li>» Direct URL to your product page</li> <li>» Start with <b>http</b> or <b>https</b></li> <li>» For tracking purposes (traffic, conversions) add your own UTM parameters to URLs.</li> </ul>
<p>&lt;mainImage&gt;</p>	<p><b>Required</b></p> <p>The URL of your product's main image</p> <p><b>Example</b></p> <p><a href="https://www.example.org/image1.jpg">https://www.example.org/image1.jpg</a></p> <p><b>Syntax</b></p> <p>Max 200 characters</p>	<ul style="list-style-type: none"> <li>» For image URL: <ul style="list-style-type: none"> <li>» Direct URL to the main image of your product</li> <li>» Start with <b>http</b> or <b>https</b></li> <li>» URL must be without spaces or accents or any special characters (for example: ć, č, đ, š, ž, ü, ...)</li> </ul> </li> <li>» For the image: <ul style="list-style-type: none"> <li>» Accurately display the</li> </ul> </li> </ul>

		<p>product you're selling</p> <ul style="list-style-type: none"> <li>» <b>It must be highest resolution you have available</b></li> <li>» Use an accepted format: non-animated GIF (.gif), JPEG (.jpg/.jpeg), PNG (.png)</li> <li>» For non-Clothes or non-Shoes products, use an image of at least 300 x 300 pixels</li> <li>» For Clothes or shoes products, use an image of at least 600 x 600 pixels</li> <li>» Don't scale up an image or submit a thumbnail</li> <li>» Don't include promotional text, watermarks, or borders</li> <li>» Don't submit a placeholder or a generic image</li> </ul>
<moreImages>	<p><b>Required</b> (when your product has more than one image)</p> <p><b>Optional</b> (when your product doesn't have more than one image)</p> <p>The URLs of your product's additional images - URLs are separated with comma</p> <p><b>Example</b></p> <p>https://www.example.org/image2.jpg, https://www.example.org/image3.jpg, https://www.example.org/image4.jpg</p> <p><b>Syntax</b></p> <p>Max 1000 characters</p>	<ul style="list-style-type: none"> <li>» Meet the requirements for &lt;mainImage&gt; element</li> </ul>
<videoUrl>	<p><b>Optional</b></p> <p>The URL of your product's video preview.</p> <p><b>Example</b></p> <p>https://www.youtube.com/watch?v=dQw4w9WgXcQ</p> <p><b>Syntax</b></p> <p>Max 400 characters</p>	<ul style="list-style-type: none"> <li>» If you or product manufacturer have your product's video preview, you can include it here</li> <li>» Only URLs on www.youtube.com will be accepted</li> </ul>

## PRICE & AVAILABILITY

These elements define the prices and availability of your products. This information is shown to potential customers on Idealno.ba. If your product's prices and availability change often, please let us know so we can appropriately set up

price data synchronization. By default, synchronization is done only once per day around 0:30 AM.

Element	Format	Description
<price>	<b>Required</b> Your product's price  <b>Example</b> 1230.99  <b>Syntax</b> Numeric	<ul style="list-style-type: none"> <li>» Accurate price of your product with included taxes</li> <li>» Must be the same as price on landing page</li> <li>» You can use dot or comma as decimal separator <ul style="list-style-type: none"> <li>» Use the same decimal separator in the whole feed</li> </ul> </li> <li>» Make sure that your landing page includes the price in the currency of the country of sale prominently, and in a place, that's straightforward to find</li> <li>» Ensure that the product can be purchased online for the submitted price</li> <li>» Make sure that any user in the country of sale can buy the product for the submitted price, and without paying for a membership</li> <li>» Don't submit a price of 0 (a price of 0 is allowed, but products with price of 0 won't be published on Idealno.ba)</li> </ul>
<regularPrice>	<b>Required</b> (when product is on sale) <b>Optional</b> (when product is not on sale) Your product's price before sale  <b>Example</b> 1430.99  <b>Syntax</b> Numeric	<ul style="list-style-type: none"> <li>» <b>Required</b> when product is on sale</li> <li>» Accurate price of your product with included taxes before it was on sale</li> <li>» You can use dot or comma as decimal separator <ul style="list-style-type: none"> <li>» Use the same decimal separator in the whole feed</li> </ul> </li> </ul>
<clubPrice>	<b>Optional</b> Your product's price for club members  <b>Example</b> 1130.99  <b>Syntax</b> Numeric	<ul style="list-style-type: none"> <li>» Accurate price of your product with included taxes for club members</li> <li>» You can use dot or comma as decimal separator <ul style="list-style-type: none"> <li>» Use the same decimal separator in the whole feed</li> </ul> </li> </ul>
<curCode>	<b>Optional</b> Currency code in which are prices in	<ul style="list-style-type: none"> <li>» Only acceptable values are: <ul style="list-style-type: none"> <li>» <b>EUR</b> (Euro)</li> </ul> </li> </ul>



	<p>feed</p> <p><b>Example</b></p> <p>EUR</p> <p><b>Supported values</b></p> <p>EUR</p> <p>HRK</p> <p>RSD</p> <p>BAM</p>	<ul style="list-style-type: none"> <li>» <b>HRK</b> (Croatian kuna)</li> <li>» <b>RSD</b> (Serbian dinar)</li> <li>» <b>BAM</b> (Bosnia and Herzegovina convertible mark)</li> </ul>
<stockText>	<p><b>Optional</b></p> <p>Your product's descriptive stock text</p> <p><b>Example</b></p> <p>Only 10 items in stock</p> <p><b>Syntax</b></p> <p>Max 30 characters</p>	<ul style="list-style-type: none"> <li>» Accurately submit the product's stock description as you wish, and match the stock from your landing page</li> <li>» Submit only accurate stock information</li> <li>» Additional examples: <ul style="list-style-type: none"> <li>» Last item</li> <li>» Only 10 items in stock</li> <li>» Check</li> <li>» ...</li> </ul> </li> </ul>
<stock>	<p><b>Required</b></p> <p>Your product's stock</p> <p><b>Example</b></p> <p>out of stock</p> <p><b>Supported values</b></p> <p>in stock</p> <p>preorder</p> <p>out of stock</p>	<ul style="list-style-type: none"> <li>» Accurately submit the product's stock and match the stock from your landing page</li> <li>» Submit only accurate stock information</li> <li>» Additional explanation of supported values: <ul style="list-style-type: none"> <li>» <b>in stock</b> (product will be shipped no later than 1 day after ordering or is available for personal pick-up)</li> <li>» <b>preorder</b> (product will be shipped in 2 to 10 work days from date of order or available for personal pick-up)</li> <li>» <b>out of stock</b> (product doesn't have a known delivery date)</li> </ul> </li> </ul>
<inStoreAvailability>	<p><b>Optional</b></p> <p>Contains elements that provide info about availability in physical (Brick and mortar) stores - available for personal pick-up. These elements are:</p> <p>&lt;store&gt;</p> <p>&lt;availability&gt;</p> <p>&lt;quantity&gt;</p>	<ul style="list-style-type: none"> <li>» You must repeat this element for each store location you have.</li> </ul>
<store>	<p><b>Optional</b></p> <p>Location of your store.</p> <p><b>Example</b></p> <p>BTC Hala A, Šmartinska cesta 152, 1000 Ljubljana</p> <p><b>Syntax</b></p>	<ul style="list-style-type: none"> <li>» Accurately submit the stores location in following form: <ul style="list-style-type: none"> <li>» shopping center (optional)</li> <li>» street address and number (required)</li> <li>» post number &amp; city (required)</li> </ul> </li> <li>» separate each information with a comma (,)</li> </ul>

	Max 100 characters	
<availability>	<p><b>Optional</b></p> <p>Is product available for personal pick-up and when</p> <p><b>Example</b></p> <p>today</p> <p><b>Supported values</b></p> <p>today tomorrow no</p>	<ul style="list-style-type: none"> <li>» Accurately submit if and when product is available for pick-up in store (specified in &lt;store&gt; element)</li> <li>» Submit only accurate information</li> <li>» Additional explanation of supported values: <ul style="list-style-type: none"> <li>» <b>today</b> (customer can come into store at any time today during working hours and purchase this product <b>OR</b> order it online and pick it up today during working hours)</li> <li>» <b>tomorrow</b> (customer can order it online and pick it up today or tomorrow during working hours)</li> <li>» <b>no</b> (product isn't available for personal pick-up)</li> </ul> </li> <li>» "Today" and "tomorrow" refers to working days only</li> </ul>
<quantity>	<p><b>Optional</b></p> <p>Quantity of available products in specified store location</p> <p><b>Example</b></p> <p>10</p> <p><b>Syntax</b></p> <p>Integer, equal or greater than 0</p>	<ul style="list-style-type: none"> <li>» Accurately submit how many products is available for purchase and pick-up in store (specified in &lt;store&gt; element)</li> <li>» Submit only accurate information</li> </ul>

## PRODUCT CATEGORY

These elements help us understand what you're selling so we can sort your products into Idealno.ba categories better and display them to potential customers.

Element	Format	Description
<fileUnder>	<p><b>Required</b></p> <p>Your product's category tree</p> <p><b>Example</b></p> <p>Men's Apparel &amp; Accessories &gt; Clothing &gt; Outerwear &gt; Coats &amp; Jackets</p> <p><b>Syntax</b></p> <p>Max 400 characters</p>	<ul style="list-style-type: none"> <li>» Accurate product category structure from your webstore</li> <li>» Very important for sorting products into Idealno.ba categories</li> <li>» Include only 1 category</li> <li>» Include the most relevant category</li> <li>» Include full path of the category</li> <li>» Main category - Category - Sub category</li> </ul>
<cenCategoryId>	<p><b>Optional</b></p> <p>Category ID from our portal</p>	<ul style="list-style-type: none"> <li>» Submit the Category ID from our portal, that matches your product</li> <li>» To download the file with our categorization,</li> </ul>

	<b>Example</b> 1528  <b>Syntax</b> Max 10 numeric characters	<p>please click <a href="#">HERE</a>. For each product in the feed, insert the data found in column L3 motherID</p> <p>» Products with this data will be sorted into Idealno.ba categories within 48 hours</p>
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## PRODUCT IDENTIFIERS

These elements are used to provide product identifiers that define the products you're selling in the global marketplace. We use product identifiers to connect your products with products of other sellers. When we can identify your product, we can connect it to other products and create additional value for the user.

Element	Format	Description
<brand>	<p><b>Required</b> (for all products, that have brand)</p> <p><b>Optional</b> (for products, that don't have brand)</p> <p>Your product's brand name</p> <p><b>Example</b> Samsung</p> <p><b>Syntax</b> Max 50 characters</p>	<p>» Provide the brand name of the product generally recognized by consumers</p> <p>» If you don't have a brand to provide, don't provide a value. For example, don't use N/A, Generic, No brand, or Does not exist</p> <p>» Don't provide the Original Equipment Manufacturer (OEM) brand to indicate that your product is compatible with or a replica of the OEM brand's product</p>
<EAN>	<p><b>Required</b> (for all new products, that have EAN assigned by the manufacturer)</p> <p><b>Optional</b> (for products, that don't have EAN)</p> <p>Your product's EAN or Global Trade Item Number (GTIN)</p> <p><b>Example</b> 8806088059785</p> <p><b>Syntax</b> Exactly 13 numeric characters</p>	<p>» You must include EAN if it exists for your product</p> <p>» Submit only valid EANs as defined in the official GS1 validation guide, which includes these requirements:</p> <p>» The checksum digit is present and correct</p> <p>» The EAN is not restricted (GS1 prefix ranges 02, 04, 2)</p> <p>» The EAN is not a coupon (GS1 prefix ranges 98 - 99)</p>
<CUIN>	<p><b>Optional</b></p> <p>Your product's exact match CUIN code from Idealno.ba</p> <p><b>Example</b> CX0078266A</p> <p><b>Syntax</b> Max 10 characters</p>	<p>» CUIN code is Idealno.ba unique product code.</p> <p>» You can find this code on every product page on Idealno.ba (under tab "Podatki")</p> <p>» Your products with CUIN code will be automatically linked to existing product on Idealno.ba within 48 hours.</p>
<productCode>	<p><b>Required</b> (for all products from Car tires category)</p>	<p>» Any product code, that you have - it can be also suppliers' product code</p>

	<b>Optional</b> (for all other products) Your product's internal or suppliers code <b>Example</b> 516843-845 <b>Syntax</b> Max 20 characters	» If your product is from Car tires category you must supply your products SAP code in this field (6-digit number).
<productModel>	<b>Optional</b> Your product's manufacturers code (model) <b>Example</b> RB37J5018SA <b>Syntax</b> Max 20 characters	» Your product's model » Use the most specific model possible. For example, different colors of a product should have different models

## ADDITIONAL PRODUCT DATA

Use these elements to submit additional product data, that can help users easier decide for your offer.

Element	Format	Description
<condition>	<b>Required</b> (for all products, that are renew, refurbished, reboxed or used) <b>Optional</b> (for all new products) Your product's condition <b>Example</b> new <b>Supported values</b> new renew refurbished reboxed used	» Accurately submit the product's condition
<warranty>	<b>Optional</b> Your product's warranty information <b>Example</b> 3 years <b>Syntax</b> Max 50 characters	
<coupon>	<b>Optional</b> Description of what buyer gets with using <couponCode>	

	<b>Example</b> Code for 10% discount on whole purchase in our store <b>Syntax</b> Max 75 characters	
<code>&lt;couponCode&gt;</code>	<b>Optional</b> Coupon code that buyer needs to use to get its benefits <b>Example</b> KODA10CENEJE <b>Syntax</b> Max 15 characters	
<code>&lt;gift&gt;</code>	<b>Optional</b> Gift, that buyer receives by buying this product <b>Example</b> T-shirt <b>Syntax</b> Max 150 characters	

## SHIPPING

These elements are going to be used to help provide accurate shipping costs and delivery dates. Users rely on the shipping costs and time of delivery to make choices about what to buy, so it's important to take the time to submit quality shipping information.

Element	Format	Description
<code>&lt;deliveryCost&gt;</code>	<b>Required</b> Your product's shipping cost <b>Example</b> 3.45 <b>Syntax</b> Numeric	<ul style="list-style-type: none"> <li>» Accurately submit the product's shipping cost</li> <li>» You can use dot or comma as decimal separator</li> <li>» Use the same decimal separator in the whole feed</li> </ul>
<code>&lt;deliveryTimeMin&gt;</code>	<b>Required</b> (for all products, that have in element <code>&lt;stock&gt;</code> value <i>in stock</i> or <i>preorder</i> ) <b>Optional</b> (for all other products) The shortest amount of time (in days) between when an order is placed for a product and when the product is delivered.	<ul style="list-style-type: none"> <li>» The shortest time (in days) it takes for a product to arrive at its destination</li> <li>» Do not include weekends</li> <li>» For submitting a time range submit <code>&lt;deliveryTimeMin&gt;</code> in combination with <code>&lt;deliveryTimeMax&gt;</code></li> </ul>

	<b>Example</b> 2  <b>Syntax</b> Integer, equal or greater than 0	
<deliveryTimeMax>	<b>Required</b> (for all products, that have in element <stock> value <i>in stock</i> or <i>preorder</i> ) <b>Optional</b> (for all other products) The longest amount of time (in days) between when an order is placed for a product and when the product is delivered.  <b>Example</b> 3  <b>Syntax</b> Integer, equal or greater than 0	>> The longest time (in days) it takes for a product to arrive at its destination >> Do not include weekends >> For submitting a time range submit <deliveryTimeMin> in combination with <deliveryTimeMax>

## DETAILED PRODUCT SPECIFICATIONS

These elements are used to submit particular product characteristics that users commonly search for. These elements are also used for connecting variants and distinguishing differences between them, and for helping potential customers filter products by attributes on Idealno.ba

Element	Format	Description
<groupId>	<b>Required</b> (for all products, that are variants) <b>Optional</b> (for all other products) ID for a group of products that come in different versions (variants)  <b>Example</b> 546AB  <b>Syntax</b> Max 50 characters	>> Use a unique value for each group of variants. Use the parent SKU where possible >> Keep the value the same when updating your product data >> Use only valid Unicode characters. Avoid invalid characters like control, function, or private area characters >> Use an groupId for a set of products that differ by one or more of these elements: >> <color> >> <size> >> <gender> >> <ageGroup> >> Include the same elements for each product in the group. For example, if a product varies by size and color, submit <size> and <color> for every product that share the same value for <groupId>

		<p>» If your products differ by design attributes that aren't represented by the elements above, don't use this element</p>
<attributes>	<p><b>Required</b></p> <p>This element contains all product attributes. Each in its own &lt;attribute&gt; element. It also contains some predefined attributes as elements:</p> <p>&lt;gender&gt;</p> <p>&lt;color&gt;</p> <p>&lt;size&gt;</p> <p>&lt;ageGroup&gt;</p>	<p>» Include all product attributes your product has</p>
<gender>	<p><b>Required</b> (for all products, that are variants and products from categories Clothes and shoes)</p> <p><b>Optional</b> (for all other products)</p> <p>The gender for which your product is intended.</p> <p><b>Example</b></p> <p>male</p> <p><b>Supported values</b></p> <p>unisex</p> <p>female</p> <p>male</p>	<p>» For variants:</p> <p>» Include with the same value for &lt;groupId&gt; and different values for &lt;gender&gt;</p>
<color>	<p><b>Required</b> (for all products, that are variants and products from categories Clothes and shoes)</p> <p><b>Optional</b> (for all other products)</p> <p>Your products color(s)</p> <p><b>Example</b></p> <p>white</p> <p><b>Syntax</b></p> <p>Max 40 characters</p>	<p>» Don't use a number such as 0 2 4 6 8</p> <p>» Don't use characters that aren't alphanumeric such as #fff000</p> <p>» Don't use only 1 letter such as R</p> <p>» Don't reference the product or image such as "see image"</p> <p>» Don't combine several color names into 1 word instead of separating them with a / such as RedPinkBlue</p> <p>» Don't use a value that isn't a color such as various, variety, men's, women's, or N/A</p> <p>» For variants:</p> <p>» Include with the same value for &lt;groupId&gt; and different values for &lt;color&gt;</p>
<size>	<p><b>Required</b> (for all products, that are variants and products from categories Clothes and shoes)</p> <p><b>Optional</b> (for all other products)</p> <p>Your products size</p> <p><b>Example</b></p> <p>XL</p> <p>EU 42</p>	<p>» For variants:</p> <p>» Include with the same value for &lt;groupId&gt; and different values for &lt;size&gt;</p> <p>» In case of different sizes for different markets you must specify for what market submitted size is. Examples:</p> <p>» <b>EU</b> 41</p> <p>» <b>US</b> 8</p>

	<b>Syntax</b> Max 40 characters	<b>» UK 7.5</b>
<ageGroup>	<b>Required</b> (for all products, that are variants and products from categories Clothes and shoes) <b>Optional</b> (for all other products) The age group for which your product is intended. <b>Example</b> adult <b>Supported values</b> newborn infant toddler kids adult	<b>»</b> Include one value per product <b>»</b> For variants: <b>»</b> Include with the same value for <groupId> and different values for <ageGroup> <b>»</b> Additional explanation of supported values: <b>» newborn</b> (Up to 3 months old) <b>» infant</b> (Between 3-12 months old) <b>» toddler</b> (Between 1-5 years old) <b>» kids</b> (Between 5-13 years old) <b>» adult</b> (Typically teens or older)
<attribute>	<b>Required</b> Each attribute your product has gets its own <attribute> element. It contains following elements: <name> <values>	<b>»</b> Include all product attributes your product has <b>»</b> Values for predefined attributes include in these elopements <b>»</b> <gender> <b>»</b> <color> <b>»</b> <size> <b>»</b> <ageGroup>
<name>	<b>Required</b> Name of attribute for which you will supply value <b>Example</b> Material <b>Syntax</b> Max 100 characters	
<values>	<b>Required</b> This element contains all attributes values. Each in its own <value> element.	<b>»</b> Include all attribute values your product has
<value>	<b>Required</b> Value of before specified attribute <b>Example</b> 100% Cotton <b>Syntax</b> Max 100 characters	



## Additional requirements

1. Create XML file according to above specification. For better understanding, you can find an XML example below. An XML file with different product examples is also available for [download here](#) (or you received it as attachment in mail). Please open it in program like Notepad ++ so you will be able to see comments.
2. Save your created XML file on your server and send us the URL to that file. We will connect to that URL on regular basis and use it to update the data on Idealno.ba.
3. Some information is inserted into our database only once, so it is very important that you submit only correct and final data. All additional changes cause a lot of additional costs. Below, you can see which data is updated daily. All other data is inserted only once:

» <CUIN>  
» <link>  
» <price>  
» <regularPrice>  
» <clubPrice>  
» <stockText>  
» <stock>  
» <inStoreAvailability>  
» <store>  
» <availability>  
» <quantity>  
» <cenCategoryId>  
» <deliveryCost>  
» <deliveryTimeMin>  
» <deliveryTimeMax>  
» <condition>  
» <warranty>  
» <coupon>  
» <couponCode>  
» <gift>

## XML file example

```
<?xml version="1.0" encoding="UTF-8"?>
<CNJExport>
<Item>
  <ID><![CDATA[DM1054]]></ID>
  <name><![CDATA[SAMSUNG refrigerator RB37J5018SA]]></name>
  <description><![CDATA[<p>A refrigerator with a capacity of 217 liters is best suited
for use in larger households.</p><p>Shelves and drawers in the interior are optimally
```

positioned, and LED lighting also allows visibility even at night.</p>]]</description>  
<specifications><![CDATA[<ul><li>Energy class: A +</ li><li>Volume: 217 liters</li><li>Dimensions: 181x59x64 </ li><li>Auto defrost: yes</li></ul>]]></specifications>  
<link><![CDATA[https://www.example.org/product/RB37J5018SA/]]></link>  
<mainImage><![CDATA[https://www.example.org/image01.jpg]]></mainImage>  
<moreImages><![CDATA[https://www.example.org/image02.jpg,https://www.example.org/image03.jpg]]></moreImages>  
<videoUrl><![CDATA[https://www.youtube.com/watch?v=x1La2Yl40Bc]]></videoUrl>  
<price>659,90</price>  
<regularPrice>699,90</regularPrice>  
<clubPrice>620,90</clubPrice>  
<curCode>EUR</curCode>  
<stockText><![CDATA[only 10 left]]></stockText>  
<stock>preorder</stock>  
<inStoreAvailability>  
    <store><![CDATA[BTC hala A, Šmartinska cesta 152, 1000 Ljubljana]]></store>  
    <availability>today</availability>  
    <quantity>2</quantity>  
</inStoreAvailability>  
<inStoreAvailability>  
    <store><![CDATA[Tržaška cesta 87, 2000 Maribor]]></store>  
    <availability>today</availability>  
    <quantity>3</quantity>  
</inStoreAvailability>  
<inStoreAvailability>  
    <store><![CDATA[Ankaranska cesta 3, 6000 Koper]]></store>  
    <availability>tomorrow</availability>  
    <quantity>1</quantity>  
</inStoreAvailability>  
<inStoreAvailability>  
    <store><![CDATA[Ulica Mirka Vadnova 7, 4000 Kranj]]></store>  
    <availability>no</availability>  
    <quantity>0</quantity>  
</inStoreAvailability>  
<fileUnder><![CDATA[Home & Garden - Home Appliances - Refrigerators]]></fileUnder>  
<cenCategoryId>221</cenCategoryId>  
<brand><![CDATA[SAMSUNG]]></brand>  
<EAN><![CDATA[8806088059785]]></EAN>  
<CUIN><![CDATA[CX0078266A]]></CUIN>  
<productCode><![CDATA[516843-845]]></productCode>  
<productModel><![CDATA[RB37J5018SA]]></productModel>  
<condition><![CDATA[new]]></condition>  
<warranty><![CDATA[5 years]]></warranty>  
<coupon><![CDATA[Code for 10% discount on whole purchase in our store]]></coupon>  
<couponCode><![CDATA[KODA10CENEJE]]></couponCode>  
<gift></gift>  
<deliveryCost>3,40</deliveryCost>  
<deliveryTimeMin>2</deliveryTimeMin>  
<deliveryTimeMax>7</deliveryTimeMax>  
<groupId></groupId>  
<attributes>  
    <gender></gender>  
    <color><![CDATA[white]]></color>  
    <size></size>  
    <ageGroup></ageGroup>  
    <attribute>  
        <name><![CDATA[Energy class]]></name>  
        <values>  
            <value><![CDATA[A+]]></value>  
        </values>  
    </attribute>  
    <attribute>  
        <name><![CDATA[Volume]]></name>  
        <values>  
            <value><![CDATA[217 l]]></value>  
        </values>  
</attributes>

```
</attribute>
<attribute>
  <name><![CDATA[Technologies]]></name>
  <values>
    <value><![CDATA[Twin Cooling Plus]]></value>
    <value><![CDATA[Space Max]]></value>
    <value><![CDATA[Fresh Zone]]></value>
  </values>
</attribute>
</attributes>
</Item>
</CNJExport>
```

## Common problems and mistakes

- » In text elements (<name>, <description> ...) use **CDATA** (as in example above). **XML file must be valid and well formed.** You can check here if your XML is valid:
  - » [https://www.w3schools.com/xml/xml\\_validator.asp](https://www.w3schools.com/xml/xml_validator.asp)
  - » <https://www.xmlvalidation.com/>
  - » or save the XML file to your computer and open it in your web browser (we have best experience with Firefox).
- » Set the first line in XML correctly `<?xml version="1.0" encoding="UTF-8"?>`. The vast majority of encoding errors happen because of an improper setting of this value. Encoding doesn't need to be "UTF-8" it can be also "windows-1250" or any other encoding. It is important that the encoding being used is the same as it is declared in the first line of the feed.
- » All tags are case sensitive.
- » Whenever you will be changing web store platform/system, please pay attention that product IDs don't change. Please contact us before any changes, so we can provide necessary information or support, and prepare you for a smooth transition to new IDs.
- » Please form <fileUnder> very carefully. This information is key for sorting products into Idealno.ba categories.
- » <EAN>, <productCode> and <productModel> are elements we use for connecting products and offers, so make sure you fill this elements with codes from your product database.

If you have any questions regarding this XML feed specifications, we will gladly answer them. Contact us at [urednik@ceneje.si](mailto:urednik@ceneje.si).

Thank you for your cooperation.