

Keybroker Product Feed XML Schema Documentation

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Examples

Please see <http://schemas.keybroker.com> for examples. Below are some example xmls for different industries:

Retail Industry

```
<?xml version="1.0" encoding="utf-8"?>
<products xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:noNamespaceSchemaLocation="http://schemas.keybroker.com/productfeed_v1_1.xsd"
  currency="SEK">
  <product sku="abc123">
    <active>true</active>
    <category>MP3 players</category>
    <subCategory>Small</subCategory>
    <unspscCode>12345678</unspscCode>
    <description>Apple iPod Nano 8 GB Green</description>
    <manufacturer>Apple</manufacturer>
    <manufacturerProductNumber>1234567-abc-xx</manufacturerProductNumber>
    <productFamily>iPod</productFamily>
    <modelName>Nano 8 GB Green</modelName>
    <color>green</color>
    <priceWithTax>1795.00</priceWithTax>
    <priceWithoutTax>1500.00</priceWithoutTax>
    <originalPriceWithTax>1995.00</originalPriceWithTax>
    <originalPriceWithoutTax>1995.00</originalPriceWithoutTax>
    <shippingCostWithTax>50.00</shippingCostWithTax>
    <shippingCostWithoutTax>50.00</shippingCostWithoutTax>
    <targetCpaValue>120.50</targetCpaValue>
    <quantityForSale>77</quantityForSale>
    <productUrl>http://www.partner.com/products/abc123</productUrl>
    <imageUrl>http://www.partner.com/images/abc123.jpg</imageUrl>
    <lastUpdated>2008-09-08T13:14:15</lastUpdated>
  </product>
  <product sku="8574">
    <category>Phones</category>
    <subCategory>Mobile</subCategory>
    <unspscCode>67895855</unspscCode>
    <description>Sony Ericsson K750i Black</description>
    <manufacturer>Sony Ericsson</manufacturer>
    <manufacturerProductNumber>sonyericssonk750i-black</manufacturerProductNumber>
    <modelName>K750i</modelName>
    <priceWithTax>2300.00</priceWithTax>
    <priceWithoutTax>1900.00</priceWithoutTax>
    <shippingCostWithTax>100.00</shippingCostWithTax>
    <targetCpaPercent>72.50</targetCpaPercent>
    <quantityForSale>18</quantityForSale>
    <productUrl>http://www.thephonehouse.com/products/xyz789</productUrl>
    <imageUrl>http://www.thephonehouse.com/images/xyz789.gif</imageUrl>
  </product>
</products>
```

Media Industry

```

<?xml version="1.0" encoding="UTF-8"?>
<!--Sample XML file generated by XMLSpy v2010 rel. 2 (http://www.altova.com)-->
<products lastUpdated="2010-05-17T09:30:47Z" currency="AAA"
xsi:noNamespaceSchemaLocation="http://schemas.keybroker.com/productfeed_v1_1.xsd"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <product sku="SME-CDEPC-85930">
    <active>true</active>
    <category>Music</category>
    <subCategory>Pop</subCategory>
    <unspscCode>55111512</unspscCode>
    <description>Anniversary Edition of Thriller</description>
    <artist>Michael Jackson</artist>
    <title>Thriller</title>
    <media>CD</media>
    <priceWithTax>14.00</priceWithTax>
    <shippingCostWithTax>2.00</shippingCostWithTax>
    <inStock>true</inStock>
    <quantityForSale>1000</quantityForSale>

    <productUrl>http://www.mymediastore.com/music/jackson_michael/thriller</productUrl>
    <negativeKeywords>
      <negativeKeyword>concert</negativeKeyword>
      <negativeKeyword>tickets</negativeKeyword>
      <negativeKeyword>review</negativeKeyword>
    </negativeKeywords>
    <lastUpdated>2010-04-17T09:30:47Z</lastUpdated>
  </product>
  <product sku="073937771">
    <active>true</active>
    <category>Books</category>
    <subCategory>Fiction</subCategory>
    <unspscCode>55101510</unspscCode>
    <description>3rd book in the Millenium Trilogy</description>
    <artist>Stieg Larsson</artist>
    <title>The Girl Who Kicked the Hornet's Nest</title>
    <isbn10>073937771</isbn10>
    <media>Paperback</media>
    <priceWithTax>18.48</priceWithTax>
    <shippingCostWithTax>2.00</shippingCostWithTax>
    <inStock>true</inStock>
    <quantityForSale>1000</quantityForSale>
    <productUrl>
      http://www.mymediastore.com/books/larsson_stieg/the_girl_who_kicked_the_hor
      nets_nest
    </productUrl>
    <keywords>
      <keyword>Lisbet Salander</keyword>
      <keyword>Millenium</keyword>
    </keywords>
    <negativeKeywords>
      <negativeKeyword>review</negativeKeyword>
    </negativeKeywords>
    <lastUpdated>2009-12-17T09:30:47Z</lastUpdated>
  </product>
</products>

```

Travel Industry

```
<?xml version="1.0" encoding="UTF-8"?>
<products lastUpdated="2001-12-17T09:30:47Z" currency="SEK"
xsi:noNamespaceSchemaLocation="http://schemas.keybroker.com/productfeed_v1_1.xsd"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <product sku="FLCPHBKK">
    <active>true</active>
    <category>Flights</category>
    <subCategory>Bangkok</subCategory>
    <unspscCode>78111502</unspscCode>
    <departureCountry>Denmark</departureCountry>
    <destinationCountry>Thailand</destinationCountry>
    <departureCity>Köpenhamn</departureCity>
    <destinationCity>Bangkok</destinationCity>
    <departureAirport>Kastrup</departureAirport>
    <departureAirportCode>CPH</departureAirportCode>
    <destinationAirport>Suvarnabhumi International</destinationAirport>
    <destinationAirportCode>BKK</destinationAirportCode>
    <carrier>SAS</carrier>
    <departureDate>2010-05-26</departureDate>
    <returnDate>2010-06-02</returnDate>
    <journeyLengthDays>7</journeyLengthDays>
    <journeyLengthWeeks>1</journeyLengthWeeks>
    <targets>
      <provinceCode excluded="false">SE-M</provinceCode>
      <provinceCode excluded="false">SE-N</provinceCode>
      <provinceCode excluded="false">SE-K</provinceCode>
      <provinceCode excluded="false">SE-H</provinceCode>
    </targets>
    <priceWithTax>5908.00</priceWithTax>
    <availableFromDate>2010-05-01</availableFromDate>
    <availableToDate>2010-05-26</availableToDate>
    <productUrl>http://www.travelcompany.com/flights/CPHBKK.aspx</productUrl>
    <customUrl1>
      http://www.travelcompany.com/flights/CPHBKK_pricecomparison.aspx
    </customUrl1>
    <negativeKeywords>
      <negativeKeyword>Charter</negativeKeyword>
      <negativeKeyword>Hotel</negativeKeyword>
    </negativeKeywords>
    <lastUpdated>2010-04-25T09:30:47</lastUpdated>
  </product>
  <product sku="CHARNMAL">
    <active>true</active>
    <category>Charter</category>
    <subCategory>Summer</subCategory>
    <unspscCode>00000000</unspscCode>
    <departureCountry>Sverige</departureCountry>
    <destinationCountry>Maldiverna</destinationCountry>
    <departureCity>Stockholm</departureCity>
    <destinationCity>Didhoofinolhu</destinationCity>
    <departureAirport>Arlanda</departureAirport>
    <departureAirportCode>ARN</departureAirportCode>
    <destinationAirport>Male International</destinationAirport>
    <destinationAirportCode>MLE</destinationAirportCode>
    <hotelName>Meeru Island Resort</hotelName>
    <hotelGrade>5</hotelGrade>
    <hotelGradeString>+++++</hotelGradeString>
    <departureDate>2010-05-01</departureDate>
    <returnDate>2010-05-15</returnDate>
    <journeyLengthDays>14</journeyLengthDays>
    <journeyLengthWeeks>2</journeyLengthWeeks>
  </product>
</products>
```

```
<onPromotion>true</onPromotion>
<promotionCode>early2010</promotionCode>
<promotionName>Early reservation</promotionName>
<targets>
  <countryCode excluded="false">SE</countryCode>
</targets>
<priceWithTax>27598</priceWithTax>
<reviewRank>127</reviewRank>
<priceComparisonRank>127</priceComparisonRank>
<productUrl>
http://www.travelcompany.com/charter/maldives?resort=meeruislandresort&departure=2010-05-01
</productUrl>
<keywords>
  <keyword>String</keyword>
  <keyword>String</keyword>
</keywords>
<negativeKeywords>
  <negativeKeyword>String</negativeKeyword>
  <negativeKeyword>String</negativeKeyword>
</negativeKeywords>
<adCopyText1>Save $100 - order before April 5</adCopyText1>
<adCopyText2>a</adCopyText2>
<adCopyText3>a</adCopyText3>
<adCopyText4>a</adCopyText4>
<customText1>a</customText1>
<customText2>a</customText2>
<customText3>a</customText3>
<customNum1>0.0</customNum1>
<customNum2>0.0</customNum2>
<customNum3>0.0</customNum3>
<lastUpdated>2001-12-17T09:30:47Z</lastUpdated>
</product>
</products>
```

Element descriptions

Below is a description of all XML elements and attributes in a product feed document following the 1.1 version of the schema (or exact details, please see our online published schema on <http://schemas.keybroker.com>)

Element/Attribute	Type	Description	Mandatory
currency	Three character string (ISO 4217)	The currency used for all prices of all products	yes
sku	String (must be unique)	A unique ID for this product within this feed. It is important that the ID doesn't change for a given product.	yes (see notes below)
active	Boolean, true or false	If active ads and keywords should be generated for this product	no (see notes below)
category	Non empty string	The major category that this product is included in	no
subCategory	Non empty string	A subcategory that this product is included in	no
unspscCode	8 or 10 digits (www.unspsc.org)	The United Nations Standard Products and Services Code	no
description	Non empty string	Description of the product	no
manufacturer	Non empty string	The name of the manufacturer or brand of the product. Should contain the name as it should be capitalized in an ad.	no
manufacturerProductNumber	Non empty string	The manufacturer's reference id.	no
gs1Code	Non empty string	Bar code	no
productFamily	Non empty string	Product family	no
modelName	Non empty string	The model name of the product. Should be the model name that is used to market the product.	no
color	Non empty string	Color of product in writing, "Green", "Red", "Blue"	no
artist	Non empty string	Performing artist /writer/ group	no
title	Non empty string	Title	no
isbn10	Integer	ISBN number	no
asin	Non empty string	Amazon Standard Identification Number	no
media	Non empty string	Media i.e. Book, CD, DVD	no
departureCountry	Non empty string	Departure country	no
destinationCountry	Non empty string	Destination country	no
departureCity	Non empty string	Departure city	no
destinationCity	Non empty string	Destination city	no
departureAirport	Non empty string	Departure airport	no
departureAirportCode	Non empty string	Code for departure airport i.e. JFK, ARN, CPH, ORD, FRA etc.	no
carrier	Non empty string	Carrier i.e. SAS, British Airways, Silja Line etc.	no

Element/Attribute	Type	Description	Mandatory
hotelName	Non empty string	Hotel name	no
hotelGrade	Decimal	Grade of hotel, i.e. "3", "3,5" etc.	no
hotelGradeString	Non empty string	Description of grade, i.e. "3+", "AAA" etc.	no
departureDate	Date	Date of departure	no
returnDate	Date	Date of return	no
journeyLengthDays	Byte	Length of trip in days	no
journeyLengthWeeks	Byte	Length of trip in weeks	no
onPromotion	Boolean, true or false	Indicator if product is on promotion	no
promotionCode	Non empty string	Code for promotion	no
promotionName	Non empty string	Name of promotion	no
selectMe	Boolean, true or false	True if product should be selected when a group of products match selection criteria	no
<i>targets</i>	<i>Group of targets</i>	<i>Specifies target areas to include or exclude from campaign targeting</i>	<i>no</i>
		<i>Following Google standards, see: http://code.google.com/intl/sv-SE/apis/adwords/docs/developer/GeoTarget.html</i>	
countryCode	Non empty string	The attribute "excluded" is "true" or "false". "True" indicates that the specified country is excluded from campaign targeting "False" indicates that the country is included in the campaign targeting.	no
metroCode	Non empty string	The attribute "excluded" is "true" or "false". "True" indicates that the specified metro area is excluded from campaign targeting "False" indicates that the area is included in the campaign targeting.	no
provinceCode	Non empty string	The attribute "excluded" is "true" or "false". "True" indicates that the specified province is excluded from campaign targeting "False" indicates that the province is included in the campaign targeting.	no
cityName	Non empty string	The attribute "excluded" is "true" or "false". "True" indicates that the specified city is excluded from campaign targeting "False" indicates that the city is included in the campaign targeting.	no

Element/Attribute	Type	Description	Mandatory
<i>geoPoint</i>	<i>Group of coordinates and radius</i>	<i>The attribute "excluded" is "true" or "false". "True" indicates that the specified area within radius specified from geoPoint is excluded from campaign targeting "False" indicates that the area is included in the campaign targeting.</i>	no
latitude	Decimal	Latitude in microdegrees (millionths of a degree) for geoPoint.	no
longitude	Decimal	Longitude in microdegrees (millionths of a degree) for geoPoint.	no
radius	Decimal	Radius from the specified geoPoint to include/exclude from campaign targeting. Attribute "unit" should be set to "km" for kilometers or "miles" for miles	no
priceWithTax	double >= 0, max 2 decimals	The price of the product, including all taxes	no
priceWithoutTax	double >= 0, max 2 decimals	The price of the product, not including any taxes	no
originalPriceWithTax	double >= 0, max 2 decimals	The original price of the product, including all taxes. Will be the same as priceWithTax unless there is a discount for this product.	no
originalPriceWithoutTax	double >= 0, max 2 decimals	The original price of the product, not including any taxes. Will be the same as priceWithoutTax unless there is a discount for this product.	no
shippingCostWithTax	double >= 0, max 2 decimals	The cost of shipping this product, including all taxes	no
originalShippingCostWithoutTax	double >= 0, max 2 decimals	The cost of shipping this product, not including any taxes	no
targetCpaValue	double >= 0, max 2 decimals	The target CPA value for this product	no (see notes below)
targetCpaPercent	double >= 0, <= 100 max 2 decimals	The target CPA percent for this product	no (see notes below)
inStock	Boolean, true or false	Indicates if the product is in stock	no
quantityForSale	integer >= 0 (0 means the product is out of stock)	Number of products available for sale	no
availableFromDate	Date	First day of availability for product	no
availableToDate	Date	Last day of availability for product	no
reviewRank	Byte	Review rank 1 = best	no

Element/Attribute	Type	Description	Mandatory
priceComparisonRank	Byte	Price comparison rank 1 = cheapest	no
productUrl	HTTP or HTTPS URL	A URL linking directly to the product page	no (see notes below)
imageUrl	HTTP or HTTPS URL	A URL linking to an image of the product	no (see notes below)
categoryUrl	HTTP or HTTPS URL	A URL linking to the category of the product	no (see notes below)
subCategoryUrl	HTTP or HTTPS URL	A URL linking to an sub acategory of the product	no (see notes below)
customUrl1	HTTP or HTTPS URL	Additional URL	no (see notes below)
customUrl2	HTTP or HTTPS URL	Additional URL	no (see notes below)
customUrl3	HTTP or HTTPS URL	Additional URL	no (see notes below)
<i>keywords</i>	<i>Group of included keywords</i>		<i>no</i>
keyword	Non empty string	Keywords associated with the product	no
<i>negativeKeywords</i>	<i>Group of excluded keywords</i>		<i>no</i>
negativeKeyword	Non empty string	Excluded search queries	no
adCopyText1	Non empty string	Text for use in ad copy	no
adCopyText2	Non empty string	Text for use in ad copy	no
adCopyText3	Non empty string	Text for use in ad copy	no
adCopyText4	Non empty string	Text for use in ad copy	no
customText1	Non empty string	Custom text	no
customText2	Non empty string	Custom text	no
customText3	Non empty string	Custom text	no
customNum1	Decimal	Custom number	no
customNum2	Decimal	Custom number	no
customNum3	Decimal	Custom number	no
lastUpdated	dateTime (both a date and a time)	The date and time when this information was last updated	no

- » The idea behind the active tag is to be able to turn off ads and keywords for a product even if they are in stock. For example, you may have found out that your supplier have shipped you a large batch of faulty products. You may still have 25 in stock, but you don't want to market and sell them since the return frequency would be very large because the products have faulty components. You don't have to supply this element to us. If it is not supplied we assume the product is active. If you do send a "false" value of this element, we will pause ads and keywords for this product.
- » All string elements are trimmed (all leading and trailing whitespace is removed) and collapsed (all tabs, line feeds and carriage return are replaced with spaces, and all sequences of spaces are replaced with one space).
- » The sku attribute values "abc 123" and " abc 123" are by the schema considered equal, so the values are trimmed and collapsed (as described above) before they are compared for uniqueness.
- » You can only choose one of two elements targetCpaValue and targetCpaPercent.
- » The URL elements must be HTTP or HTTPS URLs, i.e. they must start with "http://" or "https://".