

# **Publisher-Handbook ProductData „SmartFeeds“**



**Version 1.2**

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### Version 1.2

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## 2 General

The preparation of a professional management and controlling platform, technical innovation in affiliate marketing are the guiding principles by which affiliate network of belboon-adbutler GmbH has positioned itself, within a short period of time, as one of the leading networks in Germany, Austria and Switzerland.

In addition to the long standing market experience and excellent support for each affiliate and merchant, the network is characterized in particular by its market-leading technology and innovation.

belboon and adbutler form the affiliate network of the YOC group. Adbutler has operated since 2002 and belboon since 2006 in the German speaking market. In the wake of the merger of the two affiliate networks in January 2009, **belboon-adbutler GmbH** was formed. With this merger, one of the **three largest affiliate networks in the German market**, with more than 1,200 affiliate programs has emerged. It is held in high regards due mainly to its innovative technology, the broadly diversified portfolio and the excellent support from partners and customers.

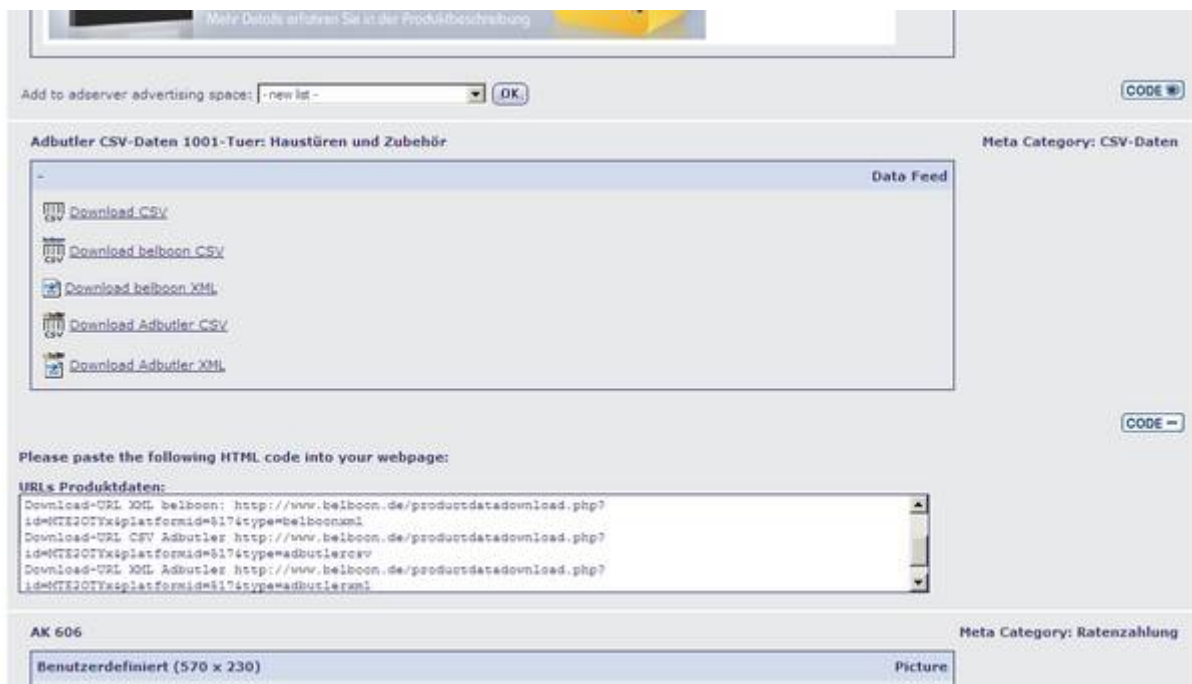
## 3 Product-Data-Feeds (SmartFeeds) at belboon

### 3.1 General


Lots of merchants/advertisers offer product data feeds within their affiliate program. These can be used for product searches, price comparison or for the generation of product specific landing pages. But also as a basis for your Search Engine Marketing (SEM) activities, productdata-feeds could be useful.

#### 3.1.1 CSV-/XML-Productdata at belboon

The download links of the particular product data can be found in the advertising media overview of the particular partner programme.



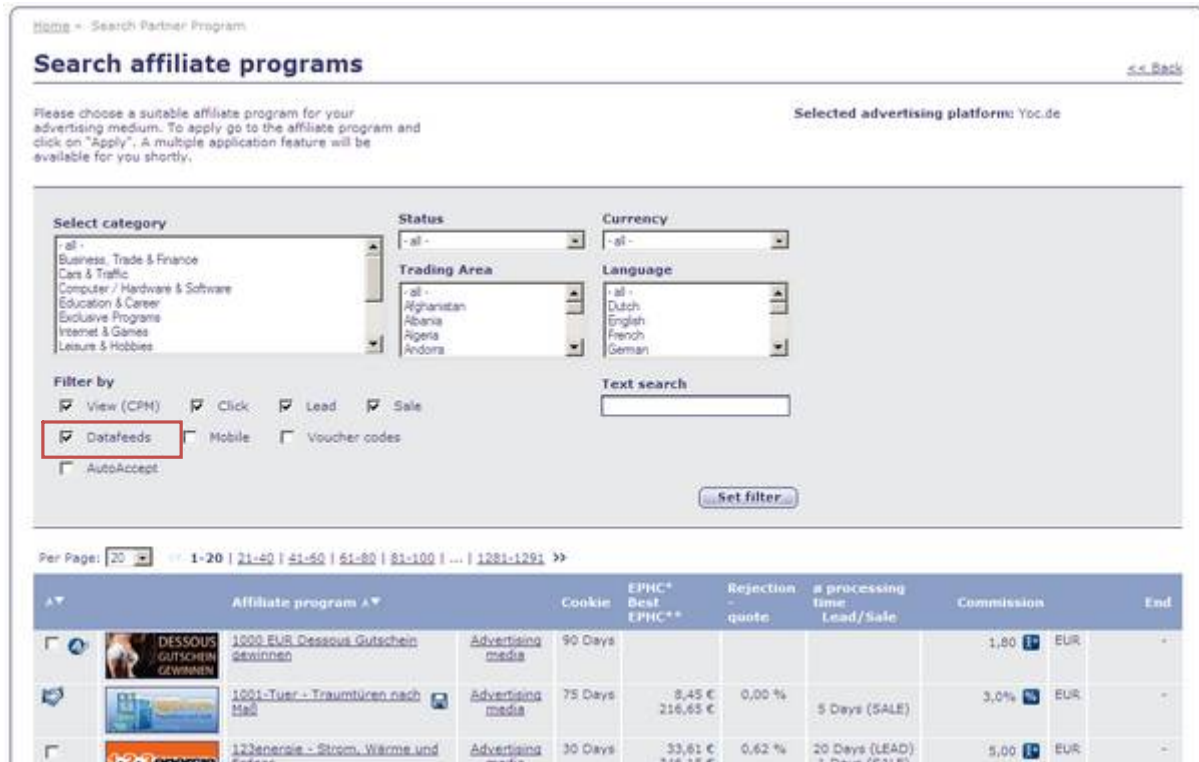
The screenshot shows a user interface for selecting a product data feed. At the top, there's a search bar and a dropdown menu for 'Add to adserver advertising space:'. Below that, a section titled 'Adbutler CSV-Daten 1001-Tuer: Haustüren und Zubehör' is displayed. This section contains a list of download links for CSV and XML files, each with a small disc icon indicating it's a data feed. To the right, the 'Meta Category' is set to 'CSV-Daten'. Below the download links, there's a text area with the instruction 'Please paste the following HTML code into your webpage:' and a list of URLs for different feed types (XML, CSV, Adbutler). At the bottom, another section for 'AK 606' is visible, with a 'Meta Category' of 'Ratenzahlung'.




At belboon the partner programs that offer CSV data feeds are marked with a disc symbol  .

Per Page: 20 | 1-20 | 21-40 | 41-60 | 61-80 | 81-100 | ... | 1281-1291 >>

	Affiliate program	Advertising media	Cookies	EPHC* Best EPHC**	Rejection quote	# processing time Lead/Sale	Commission	End
	1000 EUR Dessous Gutscheine gewinnen	Advertising media	90 Days				1,80 EUR	-
	1001-Tuer - Trauertüren nach Maß	Advertising media 	75 Days	8,45 € 216,65 €	0,00 %	5 Days (SALE)	3,0% EUR	-
	123energie - Strom, Wärme und Erdgas	Advertising media	30 Days	33,61 € 346,15 €	0,62 %	20 Days (LEAD) 1 Days (SALE)	5,00 EUR 15,00 - 17,00	-
	123-Schuhe.de - Schuhe für Smart-Shopper	Advertising media	75 Days	4,25 € 87,43 €	17,63 %	38 Days (SALE)	5,0% EUR	-
	123SKINS Design Folien für Handys, Laptops, Spielkon...	Advertising media 	90 Days	3,65 € 46,67 €	12,50 %	5 Days (SALE)	25,0% EUR	-

In the menu-point „Partner > Search Partner Program“ are several search- and filter-options available for you. Using the option „(Filter by) Datafeeds“ all partnerprograms that offer productdata-feeds can be found quick and easy.



▲▼	Affiliate program ▲▼	Cookie	EPHC* Best EPHC**	Rejection - quote	a processing time: Lead/Sale	Commission	End
<input type="checkbox"/>	 1000 EUR Dessous Gutschein gewinnen	Advertising media	90 Days			1,00 EUR	-
<input type="checkbox"/>	 1001-Tuer - Traumtoren nach Mail	Advertising media	75 Days	5,45 € 216,65 €	0,00 %	3,0% EUR	5 Days (SALE)
<input type="checkbox"/>	 123energie - Strom, Wärme und Erdgas	Advertising media	30 Days	33,61 € 346,11 €	0,62 %	5,00 EUR	20 Days (LEAD) 1 Days (SALE)

Furthermore a complete list of all partnerprograms offering productdata-feeds can be found in your publisher account the menu point „Partner > Overview product data“. Here you can also find the download links for the data-feeds of programs where you already have a partnership. Else an application-link for the programm is provided.


### 3.1.2 Menu Point „Overview Datafeeds“

The download links to the particular product data feeds can be found in the advertising media overview of the particular program and under the menu point „Partner > Overview product data“. Here you can also find the download link for the CSV overview data with all available CSV feed download URLs.

Home - Overview Datafeeds



## Overview Datafeeds << Back

Here you get all available datafeeds from our affiliate network. You can download the data in 5 different CSV and XML formats.

























**Filter by:** Updated Datafeed 

Partnership:

Program Name:

 [Datafeed guide \(306KB\)](#) Export all datafeed download links with partnership as a CSV file 

Using this link you can download a CSV-list of all your datafeed download links even if you are not logged in:

Program Name	Advertising Media	Number of Products	Updated	Downloads	Partner
 Der Preisböck - jeden Tag ein neues P...	Adbutler CSV-Daten Der PREISBOCK: Jeden Tag ein...	1	05/03/2010 (09:07)	    	Apply
 Preissau.de - Entertainment Shopping	Produktdaten CSV Preissau.de - täglich um 9 Uhr...	1	04/24/2010 (16:34)	    	Code
 Erfolgreich im Internet - GRATIS e-Bu...	Adbutler CSV-Daten Erfolgreich im Internet - GR...	1	05/03/2010 (09:12)	    	Code
<pre>&lt;a href="http://www1.belboon.de/adtracking/0001cb00020801c8dc003898.html?ideeplink={DeepLink-Url}" target="_blank"&gt;{Text oder Image}&lt;/a&gt; &lt;img src="http://www1.belboon.de/adtracking/0001cb00020801c8dc003898.img" border="0" width="1" height="1"&gt;</pre>					
<p><b>URLs Produktdaten:</b></p> <p>Download-URL CSV Original: <a href="http://www.belboon.de/productdatadownload.php?sd=MTEI20TU2&amp;platformid=174&amp;type=original">http://www.belboon.de/productdatadownload.php?sd=MTEI20TU2&amp;platformid=174&amp;type=original</a></p> <p>Download-URL CSV belboon: <a href="http://www.belboon.de/productdatadownload.php?sd=MTEI20TU2&amp;platformid=174&amp;type=belboondev">http://www.belboon.de/productdatadownload.php?sd=MTEI20TU2&amp;platformid=174&amp;type=belboondev</a></p> <p>Download-URL XML belboon: <a href="http://www.belboon.de/productdatadownload.php?sd=MTEI20TU2&amp;platformid=174&amp;type=belboonxml">http://www.belboon.de/productdatadownload.php?sd=MTEI20TU2&amp;platformid=174&amp;type=belboonxml</a></p>					
 Buckleking-Shop - Gurtelschnallen und...	CSV	2	04/22/2010 (09:06)	    	Code

### 3.1.3 Export the Datafeeds download links as a CSV file

You have the possibility, to export a CSV file containing all the Datafeeds download links, either manually or automatically.

The manual download can be triggered by clicking on the CSV export symbol:

Export all datafeed download links with partnership as a CSV file 

For an automated export of the CSV file containing the Datafeed download links (or by direct entry into the browser) use the download URL illustrated in your account:

Using this link you can download a CSV-list of all your datafeed download links even if you are not logged in:

This URL you can optionally add the following parameter to specify the contents of the CSV file:

- &type=** All downloadlinks for the product-data in:
- original Original datafeed-format of the Advertiser (CSV)
  - belbooncsv CSV-belboon-Standardformat
  - belboonxml XML-belboon-Standardformat
  - adbutlercsv CSV-adbutler-Standardformat
  - adbutlerxml XML-adbutler-Standardformat

**&platformid=** (*only download links for the AdPlatform with which a partnership is existing*)

The data file contains the columns: :

**pid | kampagne | platform | format | link**

- pid = *Partnerprogram-ID*  
kampagne = *Partnerprogram-Name*  
platform = *The Name of your belboon-Adplatform, for which the download-link is valid*  
format = *The download-format (original, belbooncsv, belboonxml, ...)*  
link = *The download-URL for the productdata-feed in the chosen data-format*

## 4 belboon Datafeed Formats

The following Datafeed file formats are provided by belboon.

### 4.1 Original CSV Format of the Advertiser (*&type=original*)

The original CSV format of the advertiser does not follow formal conventions. belboon transmits the original format of the advertiser 1 :1. Advantageously, the use of this file can for example be if information transmitted by the advertiser does not fit the standard format provided or displayed by belboon. For dealing with datafeeds from many merchants, the format is rather unpractical, as adjustments must be made to each individual file import.

### 4.2 belboon CSV Standard Format (*&type=belbooncsv*)

The belboon standard CSV format is the most widely used and recommended file format for datafeeds. By standardizing and the abundance of information for each product you have only minimal adjustments for the import of datafeeds from multiple advertisers.

Spaltenname	Spalten-Inhalt
<b>belboon productnumber</b>	belboon-internal product number
<b>belboon programid</b>	belboon partnerprogram ID
<b>productnumber</b>	Advertiser's productnumber
<b>EAN</b>	EAN-Code
<b>productname</b>	Product name
<b>manufacturername</b>	Manufacturer
<b>brandname</b>	Brand
<b>currentprice</b>	current price in currency
<b>oldprice</b>	Old price
<b>currency</b>	Currency
<b>validfrom</b>	Price valid from (date)
<b>validuntil</b>	Price valid until (date)
<b>deeplinkurl</b>	Direct link to the product-website of the shop (incl. affiliate-

	code)
<b>basketurl</b>	Link that directly adds the product to the shopping card
<b>imagesmallurl</b>	URL of a small product-picture
<b>imagesmallheight</b>	Height of the small product-picture (in pixels)
<b>imagesmallwidth</b>	Width of the small product-picture (in pixels)
<b>imagebigurl</b>	URL of a large product-picture
<b>imagebigheight</b>	Height of the large product-picture (in pixels)
<b>imagebigwidth</b>	Width of the large product-picture (in pixels)
<b>productcategory</b>	product-category of the advertiser
<b>belboonproductcategory</b>	belboon-internal product-category
<b>productkeywords</b>	Keywords for the product (e.g. search terms)
<b>productdescriptionshort</b>	Short product-description
<b>productdescriptionslong</b>	Long product-description
<b>lastupdate</b>	Last Update of the product's data
<b>shipping</b>	Costs for shipping
<b>availability</b>	Availability of the product
<b>option1</b>	Optional Field 1 (Data vary depending on advertiser)
<b>option2</b>	Optional Field 2 (Data vary depending on advertiser)
<b>option3</b>	Optional Field 3 (Data vary depending on advertiser)
<b>option4</b>	Optional Field 4 (Data vary depending on advertiser)
<b>option5</b>	Optional Field 5 (Data vary depending on advertiser)

## 4.3 belboon XML Standard Format (&type=belboonxml)

The belboon XML standard format is identical in content with the standard belboon CSV format.

The XML is structured as follows:

```
<?xml version="1.0" encoding="UTF-8"?>
<products>
  <product>
    <belboonproductnumber></belboonproductnumber>
    <belboonprogramid></belboonprogramid>
    <productnumber></productnumber>
    <ean></ean>
    <productname></productname>
    <manufacturername></manufacturername>
    <brandname></brandname>
    <currentprice></currentprice>
    <oldprice></oldprice>
    <currency></currency>
    <validfrom></validfrom>
    <validuntil></validuntil>
    <deeplinkurl></deeplinkurl>
    <basketurl></basketurl>
    <imagesmallurl></imagesmallurl>
    <imagesmallheight></imagesmallheight>
    <imagesmallwidth></imagesmallwidth>
    <imagebigurl></imagebigurl>
    <imagebigheight></imagebigheight>
    <imagebigwidth></imagebigwidth>
    <productcategory></productcategory>
    <belboonproductcategory></belboonproductcategory>
    <productkeywords></productkeywords>
    <productdescriptionshort></productdescriptionshort>
    <productdescriptionslong></productdescriptionslong>
    <lastupdate></lastupdate>
    <shipping></shipping>
    <availability></availability>
    <option1></option1>
    <option2></option2>
    <option3></option3>
    <option4></option4>
    <option5></option5>
  </product>
  .....
</products>
```

## 4.4 adbutler CSV Standard Format (&type=adbutlercsv) [not recommended]

The adbutler CSV standard format is an obsolete format, its use is not recommended. Firstly, it contains less product information, secondly belboon will no longer offer this format at some point in the future.

Spaltenname	Spalten-Inhalt
<b>artikelnummer</b>	Advertiser's productnumber
<b>name</b>	Product name
<b>beschreibung</b>	Short product-description
<b>beschreibung_lang</b>	Long product-description
<b>deeplink</b>	Direct link to the product-website of the shop (incl. affiliate-code)
<b>bild_url</b>	URL of a small product-picture
<b>bild_gross_url</b>	URL of a large product-picture
<b>bruttopreis</b>	Total price
<b>nettopreis</b>	Net-Price
<b>keywords</b>	Keywords for the product (e.g. search terms)
<b>kategorie</b>	product-category of the advertiser
<b>ean</b>	EAN-Code
<b>lieferzeit</b>	Availability of the product
<b>freitext</b>	Optional Field (Data vary depending on advertiser)

## 4.5 adbutler XML Standard Format (*&type=adbutlerxml*) [not recommended]

The adbutler XML standard format is identical in content with the standard adbutler CSV format. Use of the adbutler formats is not recommended because they contain less product information and in time will no longer be available.

The XML is structured as follows:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<deeplinks kampagne='857'>
  <produkt>
    <artikelnummer></artikelnummer>
    <name></name>
    <beschreibung></beschreibung>
    <beschreibung_lang></beschreibung_lang>
    <deeplink></deeplink>
    <bild_url></bild_url>
    <bild_gross_url></bild_gross_url>
    <bruttopreis></bruttopreis>
    <nettopreis></nettopreis>
    <keywords></keywords>
    <kategorie></kategorie>
    <ean></ean>
    <lieferzeit></lieferzeit>
    <freitext></freitext>
  </produkt>
  .....
</deeplinks>
```

## **5 Individual Customized Datafeeds (SmartFeed-Creator)**

Would you like to customize your Produktdaten individually, then you should definitely take a look at our SmartFeed-Creator and documentation.

With the belboon SmartFeed-Creator You can individually configure any product exports (CSV and XML) based on the belboon product database.

Multi advertiser datafeeds are possible as well as the refinement of the datafeed for specific products, brands or manufacturers. But you can even individually influence the delivered content (columns), the order, and the formatting of the column separators, date formats, file codes and much more. you can influence individual.

## 6 Datafeed SOAP Webservices

belboon offers extensive SOAP webservices for datafeeds. This allows you to query the belboon database at any time in real time and integrate the generated results into your website. The result being construction and maintenance of a unique and separate product databank.

More detailed information and the Webservice documentation can be found in your publisher account under menu point „*Tools & Services > Webservices*“.



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