

Product & Offer Data Guidelines

In this Guide you will find detailed information about:

[What is the difference between Product & Offer Data?](#)

[How to manage Product Data](#)

[How to manage Offer Data](#)

What is the difference between Product and Offer Data?

We distinguish between Product Data and Offer Data to build the assortment on our marketplace.

The **Product Data** include general information and characteristics that describe the Product (e.g. the product name, images and attributes).

The **Offer Data** represent your *individual selling conditions*, in other words, the *Offer* (e.g. price, available quantity and delivery time).

Note

For products that already exist on our marketplace you can provide offer data without providing any product data. Please follow our guide [How to manage Offer Data](#).

Below, we will explain how to manage Product Data. If you need guidance on how to manage Offer Data, please go to section [How to manage Offer Data](#).

How to manage Product Data

In this section:

[Upload your products to METRO and/or makro-Marketplace](#)

[Update your products](#)

[Delete your products](#)

Upload your products to METRO and/or Makro-Markets

To provide your products, you need to prepare a CSV file. It allows you to include product data for multiple products in one file.

Note

If you already have a CSV file with your Product Data prepared for any other purpose, please use our “Product Data Import Wizard”, an Excel document with macros that are connected to our marketplace and are always up to date. Using this document, you can map your categories and required product attributes faster.

[Download Product Data Import Wizard XLSX \(in German and English\)](#)

[Video on How to use Product Data Import Wizard \(in German, 8 min.\)](#)

After you have done the mapping of the Product Data, please save it [as a XLSX- or CSV file](#) and then [upload it in your seller office](#).

Here's the checklist for Product Data upload:

1. [Download Product Data Template](#)
2. [Fill general attributes for your products](#)
3. [Add & Fill category-specific attributes](#)
4. [Save you data](#)
5. [Upload your data file](#)
6. [Pass validations](#)

1. Download Product Data Template

First, go to the [Inventory-Products](#) page in your seller office and download a CSV template that contains all the general attributes we need in order to create a product on the marketplace. To open this file, we recommend Microsoft Excel.

2. Fill the general attributes for your products

There are general attributes that are relevant for all products. Please find an overview below:

- GTIN
- Target Markets (Target market for your products)
- Product category
- Product name DE (Product name in German)
- Product name ES (Product name in Spanish)
- Manufacturer
- MPN (Manufacturer article number)
- Brand
- Description DE (Description in German)
- Description ES (Description in Spanish)
- Key feature DE (Product highlight German Marketplace)
- Key feature ES (Product highlight Spanish Marketplace)
- Image (See guidelines)

Caution

- Always use one row for one product variation.
- Please remember that you can *not* sell used goods.
- Please provide the product information for the German marketplace in the German language and for Spain in Spanish.
- Please remember that a good product description and detailed information will help the buyers to make their purchase decision and will reduce the number of returns and cancellations.

Detailed overview of general attributes: Only use the English attribute name in your CSV- or Excel and take care of the spelling

Attribute name in CSV/XLSX	Requirements	Description
GTIN	<i>Integer</i> <ul style="list-style-type: none"> • Required. • Max. length – 14 digits. 	<p>The GTIN is a global identifier for a product. Please always provide GTIN if it is available.</p> <p>In case you want to sell a product that does not have a GTIN, you need to provide the “Manufacturer”+“MPN”. Please be sure to provide the correct spelling.</p>
Target Markets	<ul style="list-style-type: none"> • pre defined value • Required • DE / DE,ES / ES 	<p>Target Markets column assign a product to a marketplace. With this column you define for which country your product data is intended. You can provide data for the German and the Spanish market at the same time.</p> <p>Possible values in this column are DE for the German market, ES for the Spanish market and DE,ES for both markets.</p>

Product category

ID

- Required.
- Max. length – 50 characters.

To fill in Product categories, please go to the **Categories** page in your seller office and look for the relevant categories for your assortments. Copy the *ID* of the matching category for each product and paste it into your product data file.

! Caution: Please, always use *ID* of the lowest level of the category tree.

Product name DE Text

- Required.
- Max length – 150 characters.
- Only plain text in German and integer values are allowed.
- HTML is not supported.

Please, follow some recommendations:

- Short, concise title that contains the most important information
- Pay attention to correct capitalization
- Product titles are presented in German. An exception here are proper names
- The optimal structure for a product name is *Manufacturer + Product Type + Series + more specifications + MPN*

Product name ES Text

- Required.
- Max length – 150 characters.
- Only plain text in Spanish and integer values are allowed.
- HTML is not supported.

- Short, concise title that contains the most important information
- Pay attention to correct capitalization
- Product titles are presented in Spanish. An exception here are proper names
- The optimal structure for a product name is *Manufacturer + Product Type + Series + more specifications + MPN*

Let's look at a couple of examples:

- *Weak product name:* Samsung UEG930238
Better product name: Samsung LED-TV 5 Series 40" FullHD Black UEG930238
- *Weak product name:* NEVIS Gold
Better product name: Paul Neuhaus LED Stand Lamp NEVIS Gold 30W, EEK: A+, 9055-603-12
- *Weak product name:* iPhone XS Silver 64GB
Better product name: Apple iPhone XS A2097 64GB Silver SIM-Free MT9F2B/A

Manufacturer

Text

- Optional.
- Max length – 100 characters.

The manufacturer is the name of the company that issued a product. Some manufacturers selling their goods under multiple brand names (e.g.

	<ul style="list-style-type: none"> HTML is not supported. 	<p>“Swedish Match” is a <i>Manufacturer</i> and “Cricket” is a <i>Brand</i>).</p> <p>Please always enter a manufacturer of the product. Unlike the Brand, Manufacturer is not displayed on our marketplace, however we use it for internal product identification.</p>
MPN	<p>Text</p> <ul style="list-style-type: none"> Required. Max length – 100 characters. HTML is not supported. 	<p>The MPN is a Manufacturer Part Number. It is a unique number that is issued by manufacturers to identify individual products. Usually, the MPN of a product is a series of numbers and letters that manufacturers usually place it near the barcode. You can also find MPNs in manufacturer catalogs or on official websites.</p>
Brand	<p>Text</p> <ul style="list-style-type: none"> Recommended. HTML is not supported. 	<p>A brand of the product that will be shown on the storefront. Please be careful with spelling and capitalization.</p> <p> Note: If you’re not sure with the correct brand name, please go on our marketplace, search for exact category and check the list of available brands in a filter.</p>
Short description	<p>Text</p> <ul style="list-style-type: none"> Optional. Max length – 150 characters. HTML is not supported. 	<p>An overview of a product. Keep it as short and descriptive as possible. Other recommendations are the same as for the product description below.</p>
Description DE	<p>Text</p> <ul style="list-style-type: none"> Required. Max length – 4000 characters. Basic HTML is supported. German Language 	<p>Please avoid the points listed below in your product descriptions as they will be redundant or conflict with the other sellers’ interest of selling the same product:</p> <ul style="list-style-type: none"> Information about prices, price recommendations, discounts Information about the shipping method Information about delivery times Information on warranty periods Notes about certificates or test seals Links, pictures, videos Contact details of your online shop
Description ES	<p>Text</p> <ul style="list-style-type: none"> Required. Max length – 4000 characters. Basic HTML is supported. Spanish Language 	

Key feature DE	Text	Please, place each feature in a separate column named <i>Key feature</i> .
Key feature ES	Text	Use only Top-5 features to highlight competitive advantages of a product. Consider this as a summary of the description, keep it as short and descriptive as possible. Other recommendations are the same as for the product description above.
Image	Web URL	Please, place each URL in a separate column named "Image".
	<ul style="list-style-type: none"> • Highly recommended. • Up to 5 Key features per product. • Max length – 200 characters. • Only plain text in German and integer are allowed. • HTML is not supported. 	<p>Please, follow our recommendations for images:</p> <ul style="list-style-type: none"> • The product should be clearly visible • The picture should show the product, not just the packaging • Different views of a product should be represented by different images • Use white background (at least for the main pictures) • Images may not contain additional texts, prices, logos, watermarks or any similar visual clutter • Images may not contain accessories that are not included. • Placeholders are prohibited <p>For the Product Data we need links to your product images, which are stored on a server accessible to us. As a storage, you can use Google Drive, please check our Tutorial on How to use Google Drive for images.</p>

3. Add & Fill category-specific attributes

Additionally, there are attributes that are relevant for specific categories. They can be mandatory or optional on a category level (or mandatory B2C). Please check the proposed attributes on the category details and include them in your product data file.

To do that, go to the [Inventory-Categories](#) page, find the exact category and click “**Details**”. On the opened *Category details view*, you can find VAT, *Marketplace Fees* and the list of *category-specific attributes*. Now include the suggested category-specific attributes as separate columns in your file.

Note

- If you have products from different categories, please expand your table by adding columns named exactly like in the “Column Name in the CSV File” on the category details. For the common columns, fill values in the same column (see an example below).
- You can find the cross-category overview of all product attributes in your Seller Office on the Category Tree page.
- Category-specific attributes of type **List of Values** should be filled with only one value from “**Possible values**” column (values are separated with semicolon). Values out of that range will be parsed as invalid.
- Category-specific attributes of type **Integer-** or **Decimal with Units** should have a separate column in your CSV file specifying the units (see an example below).

Let's say, you have a Product A and Product B from different categories:

Product A	Product B
Category-specific attributes: <ul style="list-style-type: none">• Color (<i>Mandatory, List of Values</i>)• Energy Efficiency Class (<i>Mandatory, List of values</i>)• Width (<i>Optional, Decimal with units</i>)• Height (<i>Optional, Decimal with units</i>)	Category-specific attributes: <ul style="list-style-type: none">• Color (<i>Mandatory, List of Values</i>)• EU Safety Guidelines (<i>Mandatory, Image</i>)• Width (<i>Optional, Decimal with units</i>)• Height (<i>Optional, Decimal with units</i>)

So that, the CSV will look like (general attributes are missing in this example):

Product name	...	Color	Energy Efficiency Class	EU Safety Guidelines	Width	Width Unit	Depth	Depth Unit
Product A	...	Yellow	A++		90.00	cm	30.00	kg
Product B	...	Dark Blue		https://images.com/s/89234758.png	1000.00	mm	2000.00	g

4. Saving your datae

When the preparation of your file is finished, save it as aXLSX or CSV. and upload it in your seller Office

Caution

- Thousands must *not* be separated with a comma (,)
- Boolean datatype is represented by *yes* or *no*

5. Upload your data

Once you have saved your data, you can upload your file on the inventory -Manage **Products** page.

After selecting your file.

Choose Decimal or comma and click upload

Note


You can also upload your data file via API. Please visit [Seller Help Center](#) in your seller office and download OpenAPI Guidelines.

Caution

Please note that our product data team will check your feeds for correctness, it can take a few days until your product data is approved.

6. Pass Validations

You can see the status of your file in Seller office under inventory- Manage products - The current status is shown next to each uploaded file:

Status	Description
Uploading	File is uploading to the server.
In review	File is uploaded and is in queue for a verification, it can take a few days. Please, contact support if your file remains in this status for more than a few days.
Processing	File is processing, it can take a few hours. Please, contact support if your file remains in this status more than a few hours.
Completed with errors	<p>Product data is partially approved and/or has some errors to be fixed.</p> <p>Please, download a report file from the Products page in your seller office to get detailed overview which data could be processed automatically and if any errors with your product data occurred (e.g. missing mandatory data). You can improve your file according to the feedback and re-upload it. Even more, You can contact our seller support to get more information on how you can improve your product data quality.</p> <p> Note:</p> <ul style="list-style-type: none"> • Rows with successful with errors were processed and the product was created/updated. However, we ask you to review and correct these warnings for a better display of the product on the marketplace. • Rows with rejected could not be processed and the product could not be created/updated. Please correct the errors and upload the file again. • You can check successfully uploaded products on <u>Inventory</u> page in your seller office.
Completed	<p>Product data is approved and has no errors. Now you can find your products on <u>Inventory</u> page in your seller office.</p> <p>! Caution: Please remember that we show on the product description page (PDP) on our marketplace the best product data from all data we receive. Please contact our seller support if you detect a product data that does not describe the product correctly.</p>
Rejected	Product data is totally rejected. Our support team will contact you to give more information.

Update your products

To update your product data, please update fields in your Product data file as in the section [Upload your products to METRO-Markets](#) and upload updated file on the **Products** page in your seller office. Additional products or attributes can be added to this file.

! **Caution:** Please note that it can take a few days until your product data is approved.

Delete your products

To delete your products, please contact our seller support. seller@metro-markets.eu or Telephone +49 (0) 211 959853-82

How to manage Offer Data

[Create an offer on METRO-Markets](#)

[Update your offers](#)

[Delete your offers](#)

Create an offer on METRO-Markets

Please, remember that [we distinguish between Product and Offer Data](#). We have several options to manage Offer Data:

1. [Create multiple offers via CSV or XLSX file](#)
2. [Create an offer manually \(step by step\)](#)
3. [Create an offer via Open API](#)

Caution- Before you create offers for your products, please make sure that your product data is processed and approved as described in the How to manage product data > Validation process section. You can view the status of your products on the Inventory > page in your Seller Office.

1. Create multiple offers via CSV or XLSX file

To provide your offers, you can prepare a CSV or XLSX file. It allows you to include offer data for multiple products in one file.

Here's the checklist for Offer Data upload:

- 1.1. [Download Offer Data Template](#)
- 1.2. [Fill general attributes for your offers](#)
- 1.3. [Add & fill volume prices](#)
- 1.4. [Upload your Offer Data](#)
- 1.5. [Pass validations](#)

1.1. Download Offer Data Template

First, go to the [Offers](#) page in your seller office and download a CSV template that contains all the offer data attributes we need in order to create an offer on the marketplace. To open this file, we recommend Microsoft Excel.

1.2. Fill general attributes for your offers

Note


Before you start filling your Offer Data, please be aware that you can choose between 3 different options for the CSV Upload and fill your CSV files according to your needs:

Offer Data upload options	Description
Update or extend inventory	<ul style="list-style-type: none">• If you choose this option, we will either update your existing offers or create new offers for the products in the file. Your offers that are not included in the file will not be changed.• Required data: GTIN or MID, Price, VAT, Processing time, Quantity• Optional data: B2B/B2C only flag, Freight forwarding
Replace existing inventory	<ul style="list-style-type: none">• If you choose this option, we will replace all of your current inventory data with exactly the data in the file. Anything that is not included in the file will be deleted and all new and changed items will be updated.• Required data: GTIN or MID, Price, VAT, Processing time, Quantity• Optional data: B2B/B2C only flag, Freight forwarding
Delete existing inventory	<ul style="list-style-type: none">• Use this option if you want to stop offering an item for sale.• Required data: GTIN or MID

There are mandatory information that need to be available in order to create/update an offer and optional information that you can decide on providing or not.

Mandatory data for each offer:

- GTIN or MID
- Quantity

Offer Attribute	Requirements	Description
MID	<i>Integer</i> <ul style="list-style-type: none"> • Mandatory if no GTIN or Manufacturer & MPN is available 	The MID is the METRO identifier. This number is assigned to each product when it is created (upload of product data). You can find the number in the report after uploading the product data, in your inventory under My Offers or on the product detail page in the Marketplace.
Quantity	<i>Integer</i> <ul style="list-style-type: none"> • Mandatory 	<p>The number of products in stock that you have at the place of origin at the moment. Regular updating of this number prevents you from not being able to fulfill an order..</p> <p> Note: You can set Quantity to zero if you're going to replenish your stock soon.</p>
Net Price	<i>Decimal</i> <ul style="list-style-type: none"> • Mandatory • Price in <i>EUR</i> 	Net price for 1 unit in EUR including Net Shipping costs.
Processing time min	<i>Integer</i> <ul style="list-style-type: none"> • Mandatory 	Processing time min is the minimum amount of days in which the customer will receive his package.
Processing time max	<i>Integer</i> <ul style="list-style-type: none"> • Optional 	Processing time max is the maximum amount of days in which the customer will receive his package.
Origin	<i>Integer</i> <ul style="list-style-type: none"> • Mandatory Options DE_MAIN ES_MAIN	With this specification you maintain the place of origin of the product. This means the place where the item is stored. We need this information to be able to calculate the VAT correctly and to ensure that all tax requirements are met in the case of cross-border trade.
Destination	<i>Integer</i> <ul style="list-style-type: none"> • Mandatory Options DE_MAIN ES_MAIN	With this specification you maintain the destination of the product. This means the place to which the item can be shipped (determined regionally only). We need this information to be able to calculate the VAT correctly and to ensure that all tax requirements are met in the case of cross-border trade.

SKU	Text <ul style="list-style-type: none"> Optional 	<p>The SKU is a stock keeping unit, simply article number in your products database. You can use it for your personal product identification in <u>Inventory</u>.</p>
B2B/B2C Only	List of Values <ul style="list-style-type: none"> Values: <ul style="list-style-type: none"> B2B B2B/B2C Optional 	<p>When B2B/B2C is B2B, it means that this product will be available only for business customers on our marketplace. If you want to offer this product for B2B and B2C customers, please fill with a value B2B/B2C.</p> <p>🗉 Note: Some category-specific attributes may be required for B2C.</p> <p>If this column was not filled, your products will always be offered to B2B and B2C customers.</p>
Freight forwarding	Boolean <ul style="list-style-type: none"> Values (case-sensitive): <ul style="list-style-type: none"> yes no ja nein Optional 	<p>Freight forwarding is used for any shipment that cannot be handled by your preferred delivery service due to package size or weight and may require additional effort and shipping costs for the customer.</p> <p>IMPORTANT: This information is mandatory if your goods are being shipped with 2-man handling, as the customer will be required to provide additional information in the order, will be contacted during delivery, and will require additional effort to schedule. Informing about it ahead of time can significantly reduce the return</p>
Net unit price for 2+ , 3+ , 4+ 5+	<ul style="list-style-type: none"> Optional In Euro 	<p>Reduced net price per unit in case of multiple units delivery. Not all fields need to be filled in, empty fields will be completed with the next lower price.</p>

Net unit price for**A+ pieces / B+**

- Optional
- In Euro

Reduced net price per unit in case of multiple units delivery. Number of units is to be defined in the associated field (e.g. 100).

Number of pieces A**Number of pieces B***Integer*

- Optional

Number of units in bundle A or B that must be purchased to receive the reduced net price.

1.3. Add & Fill volume prices

With volume prices you have a possibility to create an incentive for the buyers to order larger quantities. You can pass on your savings in logistics and shipping to your customers.

Note

- Price must be in EUR.
- Volume prices must be provided as a discounted price per unit (not as a total price for a bundle).
- Empty fields will be inherited from the specified lower quantity. For example, if you provide prices for 2+ and a custom range from 10+, it means the price for 2-9 pcs. and the price for 10+ pcs. accordingly. See this example below (the most of attributes are missed):

GTIN	...	Net unit price	Net unit price for 3+ pieces	Net unit price for 5+ pieces	Net unit price for A+ pieces	Number of pieces A	Net unit price for A+ pieces	Number of pieces B
024389786576	...	119.00	115.00	110.00	100.00	10	90.00	20
424389786576	...	95.00		85.00	75.00	10	60.00	25

1.4. Upload your Offer Data

To create offers, go to the Inventory > Manage Offers page in your Seller Office and select the Update or Expand Inventory option. Next, select the file you want to upload, choose the decimal separator (period or comma) you used in your file, and then click Upload.

1.5. Pass validations

You can see the status of your file on the upload page:

In Review

The File is uploaded and will be checked and approved.

Processing	File is processing, it can take a few hours. Please, contact support if your file remains in this status more than a few hours.
Completed with errors	<p>Offer data is partially approved and/or has some errors to be fixed.</p> <p>Please, download a report file from the Offers page in your seller office to get detailed information if your offer data was sufficient. You can improve your file according to the feedback and re-upload it.</p> <p>⇒ Note:</p> <ul style="list-style-type: none"> • Rows with warnings could be processed and we could create/update the offer. Warnings should be corrected if you want to include this information for your offers. • Rows with errors could not be processed and the offer could not be created/updated. Please correct the errors and upload the file again. • You can check successfully created offers on Inventory page in your seller office.
Completed	Offer data is approved and has no errors. Now you can find your offers with statuses on Inventory page in your seller office.
Rejected	Offer data is totally rejected. Please, improve your file and upload it again.

2. Create an offer manually (one-by-one)

To create a new offer manually, you need to go first to the [Inventory](#) page in your seller office and click on “**Add new offer**”. Next, you need to search for a product by GTIN or MID.

If you found the correct product, add all your details and then submit the offer.

Note

You can find MID for existing product on our marketplace on the product description page (PDP) or in the report file of a product upload.

Validations are the same as in [Create multiple offers via CSV file](#) in a previous section. To check your current products and offers statuses, please go to the [Inventory](#) page in your seller office.

3. Create an offer via Open API

To create an offer via Open API, please visit [Seller Help Center](#) in your seller office and download OpenAPI Guidelines.

Update your offers

To update your offers, please create new offers manually, via CSV file or by using the Open API. The process is described in the previous section [Create an offer on METRO-Markets](#).

Once new offer is created, the previous one becomes deactivated. For each offer you can find a history of all changes. Go to the [Inventory](#) page on your seller office and click “**Offers History**”.

Note

You can quickly adjust your Quantity for a specific product on the relevant [Offers History](#) page in your seller office.

Caution

Please be aware that offers that are in the checkout process cannot be changed for this specific order anymore.

Delete your offers

You can deactivate each offer manually in your seller office. Go [to the Inventory](#) - my offers page and click on the three dots (•••) at the end of the row, then click “**Deactivate Offer**”. There you can deactivate an offer so it will no longer be visible and purchasable.

If you want to deactivate your offers via CSV file, you need to specify the GTIN or SKU in the file, save it as a CSV, or XLSX choose an option “**Delete existing inventory**” and upload the file. Only offers included in the file will be deactivated.

Note

You can also deactivate your offers via Open API. Please visit [Seller Help Center](#) in your seller office and download OpenAPI Guidelines.

Caution

Please be aware that offers that are in the checkout process cannot be changed for this specific order anymore.