

How to Provide Your Product Data For wiser[®] Price Intelligence

Product Data File

Data should be provided in a comma separated value (CSV) format.

Column Name	Description	Required/Optional
title	Name of the product	required
SKU	Your SKU for the product	required
url	Your URL to the product page	required
image	Your URL to an image of the product	optional
category_name_1	Base product category	required
category_name_2	Second level product category	optional
category_name_n	Nth product category	optional
brand_name	Brand name or product manufacturer	required
cond	Product condition (new, used, refurbished)	optional
upc	Product UPC code	required
asin	Product ASIN code	optional
model_number	Model number	required
price	Product price	required
availability	Product availability	required
shipping	Product shipping cost	required
inventory	Product inventory	optional
cogs	Cost of goods sold	optional

Options

If your products have options/variants, provide options data in the following format.

Column Name	Description	Required/Optional
option_name_1	Name of option 1	required if available
option_value_1	Possible value for option 1	required if available
option_name_2	Name of option 2	required if available
option_value_2	Possible value for option 2	required if available

Example

Title	option_name_1	option_value_1	option_name_2	option_value_2
Shirt	Color	Green	Size	Small
Rug	Color	Yellow	Size	2 x 12
Mirror	Size	40 x 40		

If your products have options/variants, provide options data in the following format.

Column Name	Description	Required/Optional
packsize	Numerical value of the pack size	required if available
unit_of_measure	Units of the pack size	required if available



Thank You