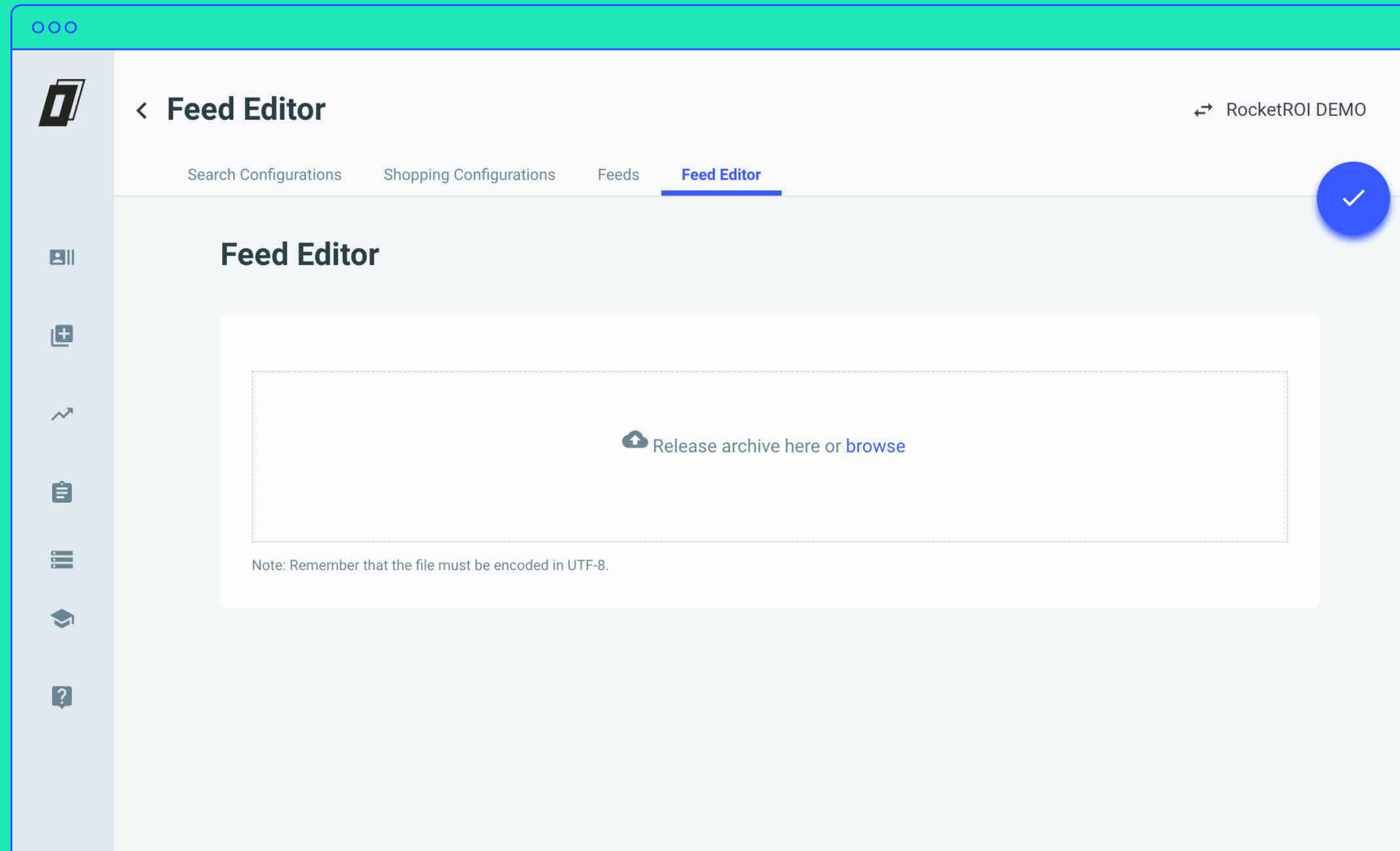


Feed specification



The screenshot shows the 'Feed Editor' interface within the Spaceboost application. The interface is divided into a sidebar on the left and a main content area. The sidebar contains several icons: a home icon, a plus icon, a line graph icon, a clipboard icon, a list icon, a graduation cap icon, and a question mark icon. The main content area has a header with a back arrow, the title 'Feed Editor', and a 'RocketROI DEMO' link. Below the header is a breadcrumb trail: 'Search Configurations', 'Shopping Configurations', 'Feeds', and 'Feed Editor'. The main content area features a large dashed box for uploading a file, with the text 'Release archive here or [browse](#)'. Below this box is a note: 'Note: Remember that the file must be encoded in UTF-8.' A blue circular button with a white checkmark is located in the top right corner of the main content area.

What does this guide contain?

The feed guide provides detailed information on what a feed is and how to use it to build structures in Spaceboost. It includes both the formats that a feed may have and the technical requirements needed for the feed to be valid.

Extract

The feed is the file that contains all the information you are going to use to generate the structure that will define your campaigns, adgroups, keywords, and ads. Just load it into Spaceboost and configure the information to take the form you need.

- 01 **What is a feed**

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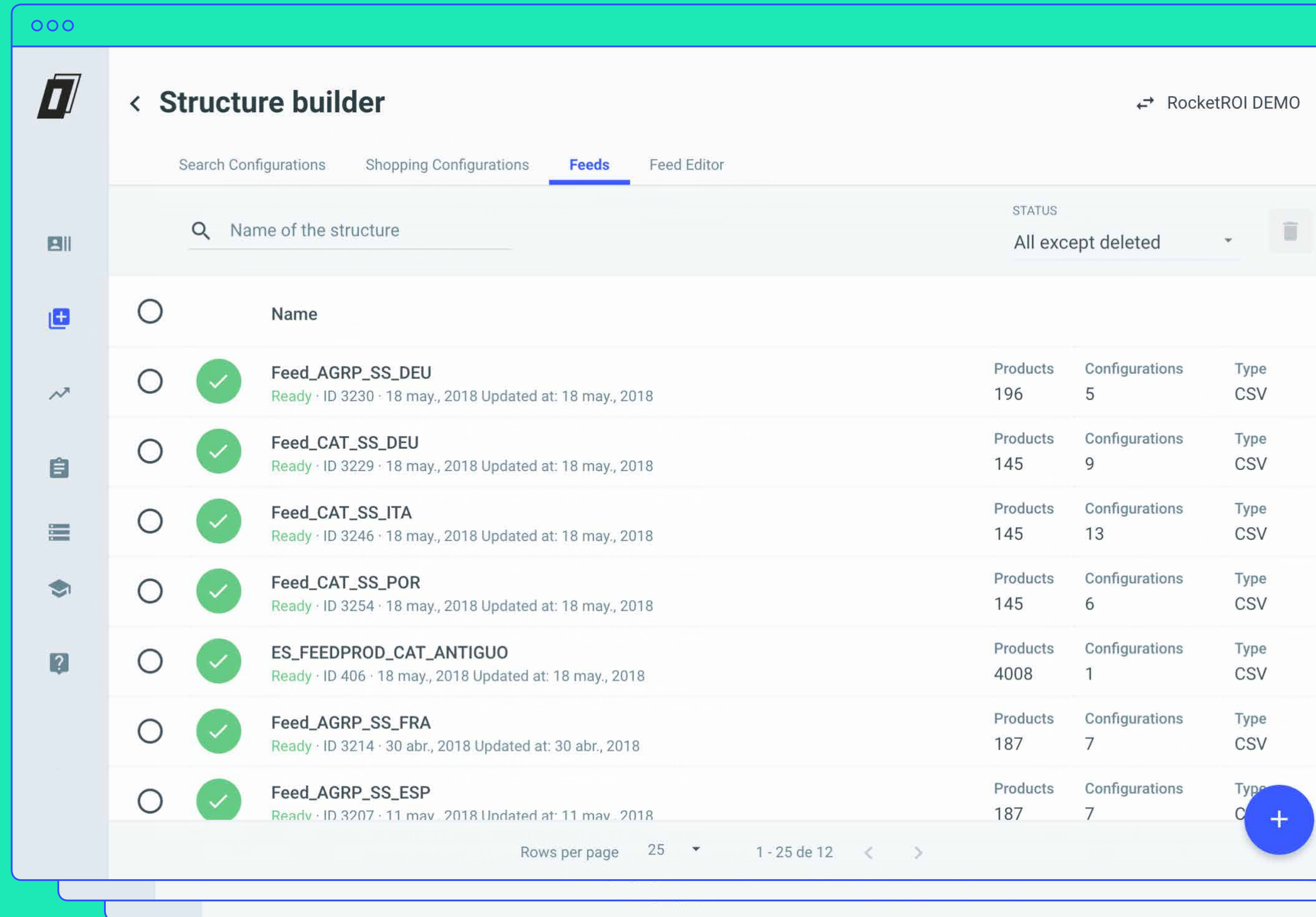
- 03 **Feeds in CSV format**

- 04 **Feeds in XML format**

- 05 **Other important information**

01

What is a feed?



The screenshot shows the 'Structure builder' interface in the Spaceboost application. The interface is titled 'Structure builder' and includes a search bar for 'Name of the structure'. The 'Feeds' tab is selected, showing a list of feeds with columns for Name, Products, Configurations, and Type. The status of each feed is 'Ready'.

Name	Products	Configurations	Type
Feed_AGRP_SS_DEU <small>Ready · ID 3230 · 18 may., 2018 Updated at: 18 may., 2018</small>	196	5	CSV
Feed_CAT_SS_DEU <small>Ready · ID 3229 · 18 may., 2018 Updated at: 18 may., 2018</small>	145	9	CSV
Feed_CAT_SS_ITA <small>Ready · ID 3246 · 18 may., 2018 Updated at: 18 may., 2018</small>	145	13	CSV
Feed_CAT_SS_POR <small>Ready · ID 3254 · 18 may., 2018 Updated at: 18 may., 2018</small>	145	6	CSV
ES_FEEDPROD_CAT_ANTIGUO <small>Ready · ID 406 · 18 may., 2018 Updated at: 18 may., 2018</small>	4008	1	CSV
Feed_AGRP_SS_FRA <small>Ready · ID 3214 · 30 abr., 2018 Updated at: 30 abr., 2018</small>	187	7	CSV
Feed_AGRP_SS_ESP <small>Ready · ID 3207 · 11 may., 2018 Updated at: 11 may., 2018</small>	187	7	CSV

Rows per page: 25 | 1 - 25 de 12

01

What is a feed?

The feed is the file that contains all the information that you will use to generate the structure that will define your campaigns, adgroups, keywords, and ads. You just have to upload it to Spaceboost and configure the information so that it takes whatever shape you need.

Feed types

Static

The information must be stored in a file that is uploaded to Spaceboost and can not be modified automatically. If you want to apply structure changes using the feed, you must do it manually, loading the file again with the modifications.

Dynamic

This type of feed is loaded into Spaceboost by a URL, and allows you to modify the information that it contains to update ads automatically, as well as remove or add products or, if necessary, to modify the optimization objective.

Valid protocols for hosting a feed

HTTP o HTTPS (no FTP)

Valid formats for a feed

XML, CSV, JSON

All formats can be used to create a static feed (to be saved on your computer and later uploaded to Spaceboost) or a dynamic feed (by creating a URL).



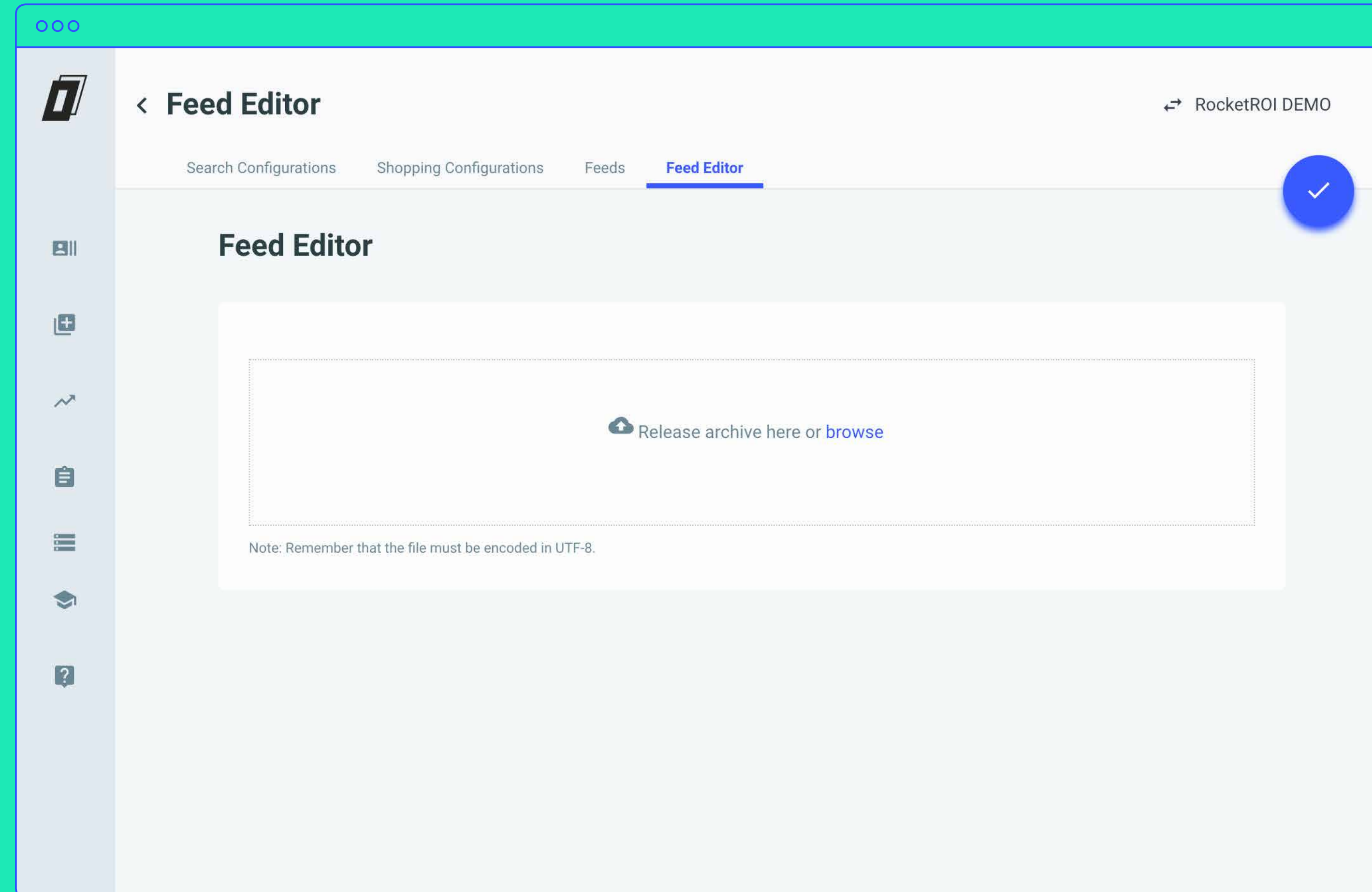
Sync. Feeds

Sync your data files to create new campaigns and structures.

CONTINUE

02

Information that a feed must contain



02

Information that a feed must contain

Field	Type	Description	Example
ID	Obligatory	Unique product identifier (alphanumeric) There can not be any repeated, nor can it vary once it has been assigned to a specific product, but it must always be the same ID for the same product.	121
Name	Obligatory	Product name	Red ankle boots
URL	Obligatory	Final URL to which your ad will redirect You should always start with the <i>http(s)</i> protocol	http://www.example.com/red-ankle-boots
Category	Recommended	Product category	Footwear
Subcategory	Recommended	Product subcategory	Ankle boots
Price	Recommended	Product price	€15.95
Discount/Offer	Recommended	Product discount	20%
Stock	Recommended	Product availability	1
CPA/CPL	Recommended	Objective of each product	6
ROI	Recommended	Commercial margin	3
Copy 1 / Copy 2	Recommended	CTA (Call to Action) or ad text	Free shipping in 24h. Buy now!
Keyword	Recommended	Name in lowercase and unqualified,...	Red ankle boots
Others	Recommended	Size, Color, Material, Gender...	Red

03

Feeds in CSV format



03

Feeds in CSV format

Requirements:

- We recommend delimiting the text with commas (.CSV).
- The encoding must be UTF-8 without BOM, so that our tool can read the feed correctly.
- Titles / Headings in the feed can not contain spaces, or underscores “_” at the beginning or the end of the text, or accents or special characters (only letters and numbers).
- The limit in the ID field is 255 characters.
- Text and URL fields must be quoted in double quotation marks (“”).
- Price fields must be accompanied by a currency.
- The feed can not contain special characters (|, -, @ ...).
- The decimal numbers must be separated by POINT and not by COMMA.

Example:

```
id,name,url,description,category,subcategory,price,discount,  
B789465,"Glasses M","http://example.com/glasses-M","Ideal glasses for sports.,""Optics","Glasses",25.5,"20%" Y872904,"T-shirt M","http://example.com/T-shirt-M","Natural cotton T-shirt.,""Textile","T-shirt",40,"15%"
```

ID	Name	URL	Description	Category	Subcategory	Price	Discount
B789465	Gafas M	http://exmp.com/gafas-M	Gafas ideales para hacer deporte.	Optica	Gafas	25.5€	20%
Y872904	Camiseta M	http://exmp.com/camiseta-M	Camiseta de algodón natural.	Textil	Camisetas	40€	15%

04

Feeds in XML format



03

Feeds in XML format

Example:

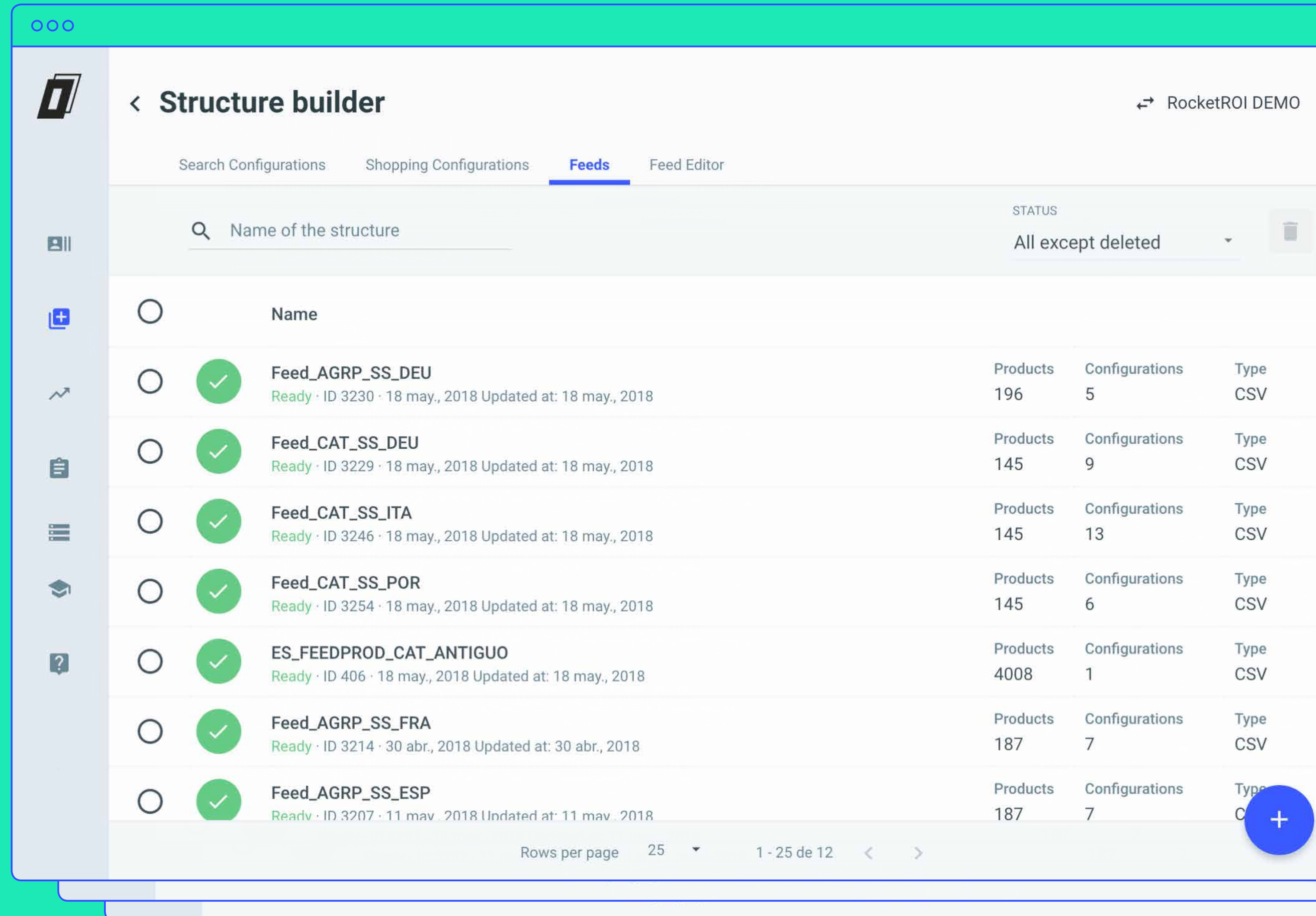
```
<products>
  <product>
    <id>B789465</id>
    <name>Glasses M</name>
    <url>http://example.com/glasses-M</url>
    <description>Ideal glasses for sports.</description>
    <category>Optics</category>
    <subcategory>Glasses</subcategory>
    <price>€25.5</price>
    <discount>20%</discount>
  </product>
</products>
```

```
<product>
  <id>Y872904</id>
  <name>T-shirt M</name>
  <url>http://example.com/T-shirt-M</url>
  <description>Natural cotton T-shirt.</description>
  <category>Textile</category>
  <subcategory>T-shirt</subcategory>
  <price>€40</price>
  <discount>15%</discount>
</product>
</products>
```

ID	Name	URL	Description	Category	Subcategory	Price	Discount
B789465	Gafas M	http://exmp.com/gafas-M	Gafas ideales para hacer deporte.	Optica	Gafas	25.5€	20%
Y872904	Camiseta M	http://exmp.com/camiseta-M	Camiseta de algodón natural.	Textil	Camisetas	40€	15%

05

Other information



The screenshot shows the 'Structure builder' interface in the Spaceboost application. The page title is '< Structure builder' and it includes a search bar for 'Name of the structure'. The 'Feeds' tab is selected, and the table below lists various feed configurations with their status, ID, update date, and product/configuration counts.

Name	Status	ID	Updated at	Products	Configurations	Type
Feed_AGRP_SS_DEU	Ready	ID 3230	18 may., 2018	196	5	CSV
Feed_CAT_SS_DEU	Ready	ID 3229	18 may., 2018	145	9	CSV
Feed_CAT_SS_ITA	Ready	ID 3246	18 may., 2018	145	13	CSV
Feed_CAT_SS_POR	Ready	ID 3254	18 may., 2018	145	6	CSV
ES_FEEDPROD_CAT_ANTIGUO	Ready	ID 406	18 may., 2018	4008	1	CSV
Feed_AGRP_SS_FRA	Ready	ID 3214	30 abr., 2018	187	7	CSV
Feed_AGRP_SS_ESP	Ready	ID 3207	11 may., 2018	187	7	CSV

At the bottom of the table, there is a pagination control showing 'Rows per page 25' and '1 - 25 de 12'.

05

Other information

In the feeds you can add or remove products (automatically in the dynamic ones, and manually in the static ones). When you remove a product or ID from the feed, your corresponding Adgroup will be paused. When you re-enter it, it will be reactivated again. On the other hand, when you add a new product or ID to the feed, a new Adgroup with its corresponding keywords and ads will be created, as configured in Spaceboost.

To determine the time or frequency at which you program the reload of a dynamic feed you must look at the time at which you update the data of the feed.

Dynamic fields - the fields of the feed that can be modified or updated - are the ones that will appear in Dynamic ads as well as the CPA/ CPL target values. For static ads, keywords, and other nomenclatures, these fields will not be updated even if they are modified in the feed. In these cases the information that was entered when the feed was uploaded will always remain the same.

When you create your configuration, you must create at least one static ad, even if the feed you have uploaded is dynamic. The information that will be reflected in this static ad will not change although you apply changes in the data of the feed, but will keep the information that appears in the feed at the time of loading.

NOTE: Dynamic feeds should be made in advance and not created each time there is a new request.

