Glossary

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What is a Data Feed?

A product data feed is a way of sending structured, current, machine readable and up-to-date product information. This is a way of exchanging information between platforms / systems etc.

Data feed can be implemented in different formats. Most common formats of data feed are XML, TXT, CSV etc. However, product data feed can also be made with a help of API.

Do i need a data feed? To be short - not necessary. But if you want to import products into Wise2Sync then data feed is one of the ways to do it.

What is XML?

Extensible Markup Language (XML) is a markup language that defines a set of rules for encoding documents in a format that is both human-readable and machine-readable.

If you save XML file in your computer, it would have an XML extension (f.e. products.xml).

You can use an XML type data feed to import your products into Wise2Sync.
Wise2Sync can also export your products in XML format for various integrations.

What is Export Profile?

The export profile is an integration of Wise2Sync with any of your data export channels. For example, an export profile can be for:

- connection of Wise2Sync to your e-shop on different e-commerce platforms such as Prestashop, Shopify, and WooCommerce.
- export of your products information in XML data feed format for various marketplaces
- export of product data in custom structure XML, CSV, or JSON file

You can have multiple export profiles and each of them can have independent repricing rules, product filters, templates etc.

What is a Supplier?

Wise2Sync allows you to import products not only from your eCommerce store but also directly from other companies. We call those companies Suppliers - usually they provide a dropship service (contact them directly to make sure) and you can import their product information to your store or marketplace account.

Each supplier has some kind of data feed where all the information about products is provided. We import this data into Wise2Sync. Follow this link to see a full list of connected suppliers.

What is duplicates_data (product alternatives) attribute?

If you have more than one data source (product suppliers), there is a chance that multiple suppliers can have the same product. Wise2Sync deals with this and selects the cheapest product as the best option and may put other suppliers' information in `duplicates_data` system attribute.

Each export profile has a parameter "Unique Product ID". Usually, you would select this parameter as EAN code, MPN, or SKU. Based on this parameter, Wise2Sync checks for duplicate products in your catalog. If it appears that two or more suppliers have this product, it will select the cheapest (after repricing rules are applied) in-stock product.

The `duplicates_data` tag contains this information about the product alternatives per product:

- supplier code
- product SKU
- product cost price (as imported from supplier)
- quantity

If you are using XML export template - this tag would look like this:

```
<duplicates_data label="Product Alternatives">
 <item>
    <supplier label="Supplier"><![CDATA[also]]></supplier><sku
label="SKU"><![CDATA[384087421]]></sku>
  <price label="Price">157.00</price>
  <qty label="QTY">10</qty>
 </item>
 <item>
```

```
    <supplier label="Supplier"><![CDATA[elko]]></supplier><sku
label="SKU"><![CDATA[6546875645]]></sku>
    <price label="Price">166.40</price>
    <qty label="QTY">2</qty>
    </item></duplicates_data>
```

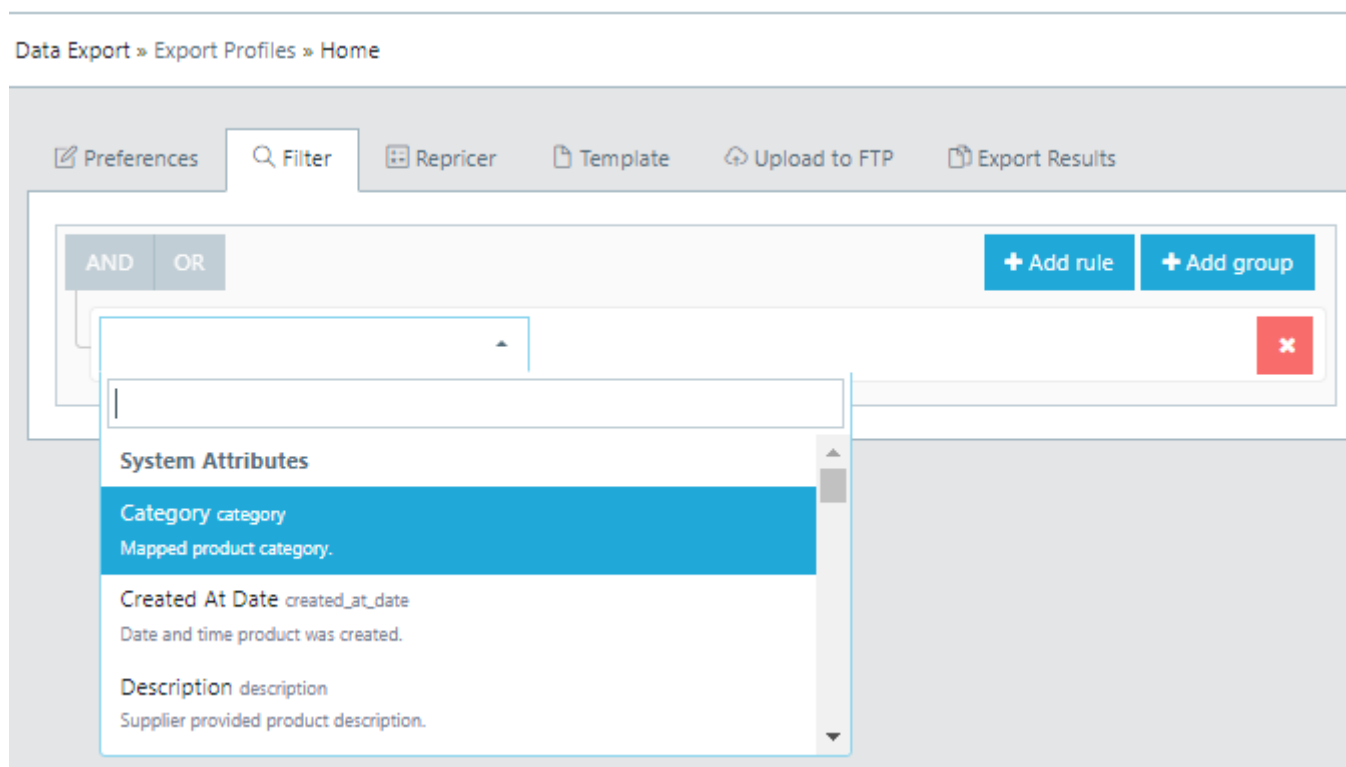Read [more here](#) on how to add more data to this tag.

What are product attribute groups?

Each product has three major attribute groups:

- System Attributes - the most familiar attributes like Category, EAN, Manufacturer, Price, etc.
- My Attributes - the simple attributes that are created in the My Attributes section.
- Dynamic Attributes - the more complicated attributes that need conditions and are created under Data Mapping → Dynamic attributes.

These attribute groups will appear in the rules builder, export profiles, and many more places in Wise2Sync App. Couple examples here:

1. Filter tab in the Export Profile

2. Filtering in Repricing Rules

Conditions

AND   OR   + Add rule   + Add group

[▲]   [✕]

[   ]

Form
      System Attributes

Form **Category** category
      Mapped product category.

Prior **Created At Date** created_at_date
      Date and time product was created.

      Description description