

Product Imports

See how products are imported into Wise2Sync.

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How do imports work?

Before we can export any products, we need to import them in our system. Only then product information can be used for mapping, filtering and finally be used in export.

There can be several types of imports (data sources):

- From eCommerce platform (Shopify, Magento, OpenCart etc.)
- From Products supplier (wholesaler).
- Custom products feed (XML, CSV etc.)
- Google sheet

Suppliers already have their API and products feeds ready which we are connected to. You will only need some kind of authentication from supplier (link to products feed, API key, username / password etc.) - it can be individual per supplier.

You can have multiple data sources from different types: import products from a few suppliers and also from their own eCommerce shops.

Our system syncs information from data sources multiple times a day (depends on your Plan).

Contact us by mail support@wise2sync.com to discuss possible import solutions. We are sure we can find a way how to connect your product feed with Wise2Sync.

How do I import my products?

There are few ways how product import can be made.

XML, CSV or JSON product feed

This method is most often used when you have custom system and want to import products into Wise2Sync. Follow [this article](#) to see what fields are required and find some examples.

Google sheet product feed

It is possible to import products into Wise2Sync from Google sheet. You must share with us a link to this document with products info in it. Follow this article to see what fields are required and find some examples.

E-commerce platforms

Most of our built integrations (when possible) support "Product download" feature. You can ask your developers to build your products feed or use our built extensions for:

- Magento 1
- Magento 2
- OpenCart
- WooCommerce
- PrestaShop
- ...

See a full list of our integrations [here](#).

Email us at support@wise2sync.com with the name with the platform & version and we will be happy to assist you with integrations.

Shopify

If you are using a Shopify platform for your eCommerce store, you will have to install our App "Wise2Sync Connector". App will ask for permissions to access products catalog and collections.

Which fields do I need in my own import file?

The easiest way for importing products feed data into Wise2Sync is by CSV, XML or JSON format files. Text encoding should be in UTF-8. In case you have a large amount of products (f.e. > 10 000) - consult with us first to discuss the best approach.

If you need help building the feed or After you've build your feed, send a link to support@wise2sync.com and we will verify if all is legit. Do not hesitate to contact us also if you need help with building a feed.

Mandatory fields

Below is a minimum list of product attributes that each product should have:

Field	Description	Example
id	Required. Unique identification number of your product	15484
ean	Required. The barcode, ISBN, or UPC of the product.	1000005522123
product_name	Required. Name of the product.	
manufacturer	Required. The manufacturer / brand of the product.	Puma
description	Required. Description of the product. Can be a plain text or in HTML format.	
product_price	Required. The price of the product. Don't include any currency symbols.	9.99

quantity	Required. The number of items you have in stock of this product.	50
category	Required. Category that this product belongs to. Category should be specific as much as possible.	Accessories > Men's Accessories > Gloves > Winter Gloves.
images	Required. URL for a product image. Product should have at least one image.	www.website.com/images/produ
sku	Required. SKU (stock keeping unit) code of your product.	PUMA-AB-1548-L
product_link	Recommended. Public URL of a product	www.website.com/product-link

You can also add more attributes to the feed like: materials, warranty, delivery term etc.

Examples

XML example with no product variants:

```

<?xml version="1.0" encoding="UTF-8" ?>
<products>
  <product>
    <id>2579</id>
    <ean><![CDATA[356975 04/9-]]></ean>
    <name><![CDATA[Puma Winter Players Gloves]]></name>
    <description><![CDATA[PUMA Knitted Gloves
are designed to work on touch screens.]]></description>
    <category_path><![CDATA[Men's
Accessories > Men's Gloves]]></category_path>
    <manufacturer><![CDATA[PUMA]]></manufacturer>
    <price>15</price>
    <stock>50</stock>
    <images>
      <image>https://yourpage.com/media/Puma_Winter_Players_Gloves_1.jpg</image>
      <image>https://yourpage.com/media/Puma_Winter_Players_Gloves_2.jpg</image>
    </images>
    <sku><![CDATA[979328]]></sku>
  </product>
</products>

```

If your products have variants like color or size, you can also provide this information in your product feed. In this case use `group_id` attribute. See a JSON example:

```

{
  "product": {
    "id": "2579",
    "ean": "2907025030709",
    "name": "Puma Winter Players Gloves",
    "description": "<p>This PUMA Knitted Gloves are
designed to work on touch screens.</p>",
    "category_path": "Men's Accessories > Men's
Gloves",
    "manufacturer": "PUMA",
    "price": "15",
    "stock": "50",
    "images": [
      "https://yourpage.com/media/Puma_Winter_Players_Gloves_1.jpg",
      "https://yourpage.com/media/2579/Puma_Winter_Players_Gloves_2.jpg"
    ],
    "sku": "979328",
    "part_number": "PGKG135G",
    "group_id": "256",
    "materials": [

```

```
        "Acrylic 95%",  
        "Elastane 5%"  
    ],  
    "color" : "Black"  
}}
```

See our example XML file for more advanced features: [xml_example.xml](#)

Which fields do I need in my own Google sheet file?

If you need help building Google sheet or after you've built it, send a link to support@wise2sync.com and we will verify if all is legit. Do not hesitate to contact us also if you need help with building a feed. In case you have a large amount of products (f.e. > 10 000) - consult with us first to discuss the best approach.

Mandatory fields

Below is a minimum list of product attributes that each product should have:

Field	Description	Example
unique_supplier_code	Required. Unique identification number of your product. It can be EAN, SKU, or other unique code.	15484
product_name	Required. Name of the product.	
manufacturer	Required. The manufacturer / brand of the product.	Puma
price	Required. The price of the product. Don't include any currency symbols. Use dot not comma between numbers.	9.99
quantity	Required. The number of items you have in stock of this product.	50

sku	Required. SKU (stock keeping unit) code of your product.	PUMA-AB-1548-L
-----	--	----------------

Recommended fields

Below is a recommended list of product attributes that each product can have:

Field	Description	Example
category	Recommended. Category that this product belongs to. Category can be specific as much as possible.	Accessories > Men's Accessories > Gloves > Winter Gloves.
images	Recommended. URL for a product image. Product should have at least one image.	https://www.website.com/images/product.jpg
description	Recommended. Description of the product. Can be a plain text or in HTML format.	
product_link	Recommended. Public URL of a product	https://www.website.com/product-link
attribute_color	Recommended. You can also add more attributes to the feed like: materials, warranty, delivery term etc. Every attribute must be in separate columns.	Black

Examples

Google sheet example with mandatory fields. You can also add other recommended fields as mentioned above:



Test Google sheet (mandatory)



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	A	B	C	D	E	F	G
1	unique_supplier_code	sku	product_name	manufacturer	quantity	price	
2	15484	PUMA-AB-1548-L	Puma sneakers	Puma	2	39.99	
3	59706	SX5547 010/38-42	Nike Socks	Nike	3	9.99	
4	853644	CW9427/S	Adidas Tights	Adidas	5	14.99	
5	AJ85471256	AJ5907/37-39	Adidas Soccer Socks	Adidas	80	5.99	
6	9685	AJ5907/34-36	Adidas Soccer Socks	Adidas	10	12.99	
7	SX18547	SX7166 100/34-38	Nike Socks	Nike	142	2.99	
8							
9							

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Done

Channable product import

We can offer an XML template prepared for Channable requirements. The data feed has to be available in an online location. Here you can find information on how to prepare a link to generated XML file: <https://docs.Wise2Sync.com/books/product-exports/page/downloading-products-and-images>

The data feed will be updated twice a day automatically on the same URL with the latest product information.

There are some limits for import files:

Each imported file may contain at most 10 Million items.

Each imported file may be no larger than 5 GB.

Here you will see Channable mandatory, optional, or recommended attributes:









































































Field	Example / extra information
additional_image_link	Links to extra images, separated by commas
age_group	Adult / kids
availability	In stock / out of stock
brand	
color	
condition	New / used
description	
delivery_time	2-3 days
gender	Male / female
google_product_category	
gtin/ean	EAN13-code
id	012608-BLUE-XXL (unique id preferably with color and size)

image_link	Main image link
item_group_id	012608-BLUE (variant id preferably with color)
link	http://www.onlinestore.com/item
material	Material of the item, e.g. 100% cotton
mpn	Manufacturer product number
price	
product_type	Breadcrumb of item, e.g. men/sweaters
sale_price	Discounted price
shipping_price	
size	
stock	Amount in stock, e.g. 12
title	
percentage_variant_sizes	Percentage of available sizes per color (variant)
percentage_product_sizes	Percentage of available sizes per article

Make sure all mandatory attributes are mapped with the proper supplier attributes. More info about attribute mapping in Wise2Sync is provided [here](#).

All required fields above are included in XML template on Wise2Sync (check below):

Simple product

		Add All Mapped Attributes	</> Add Group	Add Element
	additional_image_link (code: media_gallery; label: Product Images)			
	age_group (code: age_group; label: Age Group)			
	availability (code: availability; label: Availability)			
	brand (code: manufacturer; label: Manufacturer; mapper value: label)			
	color (code: color; label: Color)			
	condition (code: condition; label: Condition)			
	description (code: description; label: Product Description)			
	delivery_time (code: delivery_time; label: Delivery Time)			
	gender (code: gender; label: Gender)			
	google_product_category (code: google_product_category; label: Google Product Category)			
	gtin/ean (code: ean; label: EAN)			
	id (code: sku; label: SKU)			
	image_link (code: media_gallery; label: Product Images)			
	item_group_id (code: group_id; label: Group Id)			
	link (code: link; label: Link)			
	material (code: material; label: Material)			
	mpn (code: part_number; label: Part Number)			
	price (code: price; label: Price)			
	product_type (code: category; label: Category; mapper value: label)			
	sale_price (code: special_price; label: Price (Special))			
	shipping_price (code: shipping_price; label: Shipping Price)			
	size (code: size; label: Size)			
	stock (code: qty; label: QTY)			
	title (code: name; label: Product Name)			
	percentage_variant_sizes (code: percentage_variant_sizes; label: Percentage Variant Sizes)			
	percentage_product_sizes (code: percentage_product_sizes; label: Percentage Product Sizes)			