

Shopify

We are happy to inform you that our new Shopify app is live! Use our newly created Shopify App for seamless products import and export.

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How to start using Wise2Sync Shopify APP?

1. Discover or select suppliers and sign contracts with them. Receive access/logins or link to their product information feed*.
2. Register your Wise2Sync account. [Sign up](#).
3. When you are ready to start press the button *Upgrade* on the top and fill in your billing details and will send the first payment.
4. Send us logins or links to the suppliers' product feeds.
5. After receiving the necessary data and payment, we will add the product information to your Wise2Sync account.
6. Go to your Wise2Sync account and create an export profile for Shopify App. Map product categories as tags, add price markups and make sure all the changes you have done are saved.
7. After that go to API Access Tokens tab and copy the "Token" value.
8. Install [Wise2Sync Shopify App](#).
9. In the app Account tab → Settings window → paste and save the "Wise API Access Token" copied previously.
10. Inform us when you are ready for product data import.
11. We will create a periodical 2 times per day product feed data update and synchronization will start.

**in case you haven't done this yet.*

How product import and update via Wise2Sync app works

After you installed our app and set up Wise2Sync API token, you need to go to your Wise2Sync account to set up Shopify Export profile, filter out products and add price markups.

Go to Export profiles → Add Profile and select Shopify App from the dropdown menu.

For Shopify App export you need these attributes

Tags

Create

Published

Create

Option1 Name

Create

Option2 Name

Create

Option3 Name

Create

Option3 Value

Create

Group Id

Create

Dynamic Handle Attribute

Create

Group Id With Supplier

Create

Product Entity Id With Supplier

Create

Color

Create

Size

Create

Dmp sku

Create

Back

Next

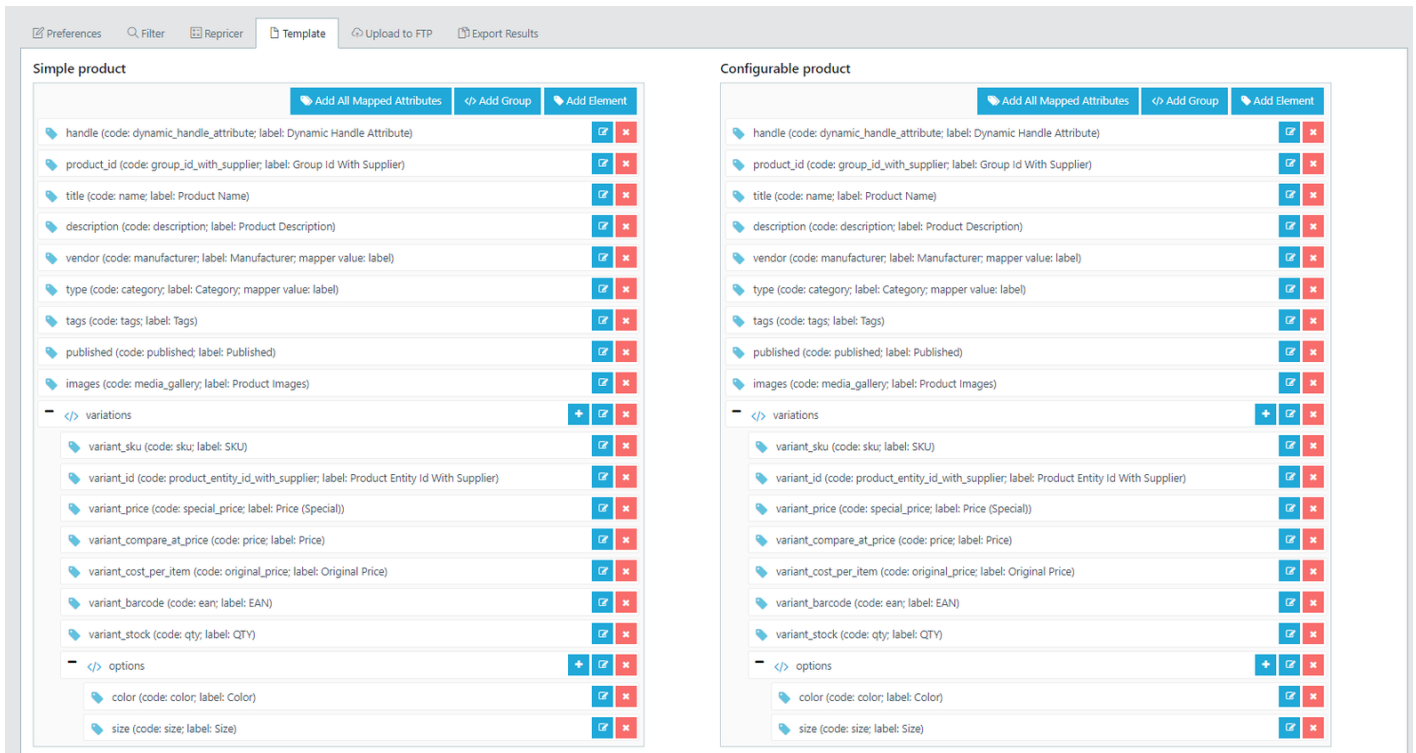


Image not found or type unknown

Here you can take a look at the attributes needed for Shopify app. This template will be created automatically after you press next (provided pictures above). **Template structure is important to avoid product import errors so you do not need to change anything.**

After the required attributes are created you will need to make sure that these attributes are correctly mapped with supplier attributes. Some of them such as handle and product_id, are mandatory but you will need to map only group ID for them if products have such. For products with variations, color or size attributes are mandatory also all product variations must have the same type of options. Product title is a mandatory field also and can not be left empty. If suppliers do not provide images such products will not be imported also.

If one of the mandatory product fields is empty, these products will not be included in the export file.

Use the filters section in the export profile to import only the products you need in your shop. If the supplier provides several categories for the products only the first one will be imported.

Please check more information about product [filtering](#) and [repricing rules](#) as it is the most important thing when you are setting up your import to Shopify.

After you are sure you are done with the export profile setup contact us through support@wise2sync.com and we will make this export auto, every time a new file is created import to Shopify will start. **Be aware of that before you press the Queue button in the Export Profiles menu.**

After the product is created, we update only these values in Shopify:

- Product stock
- Product price
- Compare at price
- Cost per item

Be aware that changes in your store inventory management can cause issues with stock updates later. For example, if you delete the initial location and create a new one after the product import is done stock will not be updated as our APP will look for the deleted location. Please inform us about these changes through support@wise2sync.com

Importing product tags

Shopify is a powerful platform, which has the possibility to generate Collections (categories) dynamically based on tags. Wise2Sync app imports Tags and then uses Shopify features to assign products to collections.

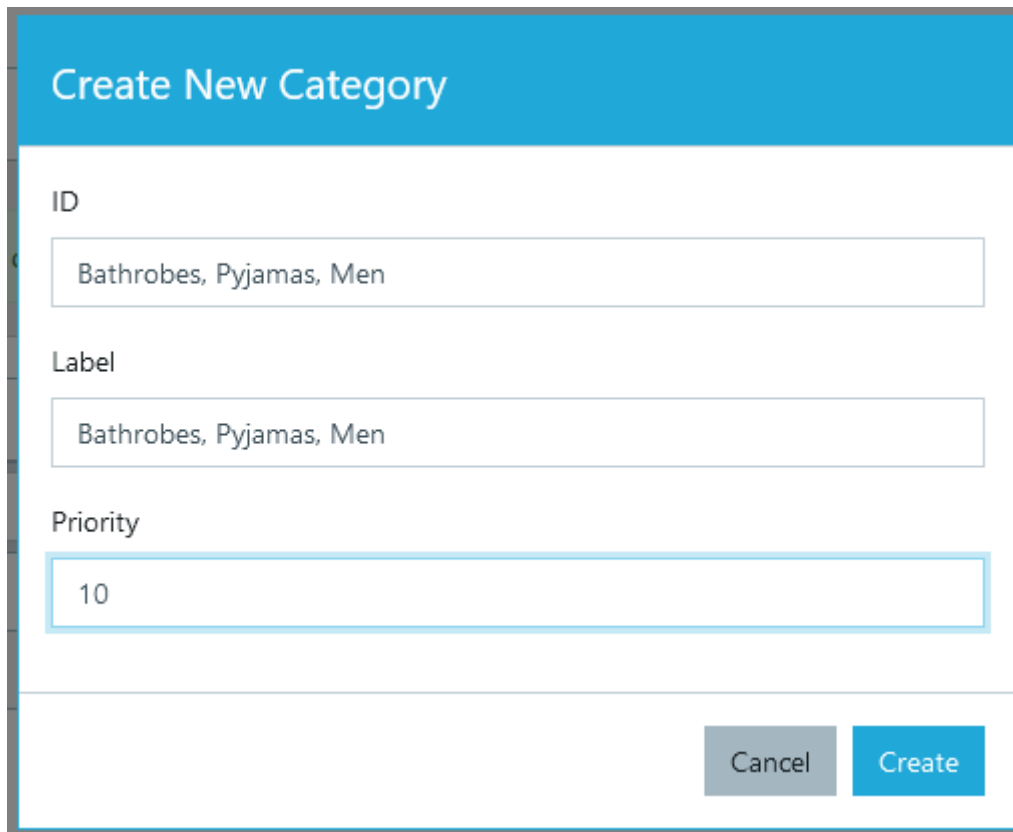
Let's say, the supplier provides detailed product categories which hold valuable information. An illustrative example (this is Matterhorn Wholesale categories) would look like this: if the product belongs to a category "/MEN/Men`s Underwear/Bathrobes & Pyjamas for Men", then assign products with these tags: "Bathrobes, Pyjamas, Men".

Supplier Category	Comma separated Tags
/MEN/Men`s Clothing/Sweatshirts, Sweaters & Jumpers for Men/ Cardigans , Pullovers , Turtlenecks for Men	
/MEN/Men`s Underwear/ Bathrobes , & Pyjamas for Men	

Follow the instructions below on how to achieve this.

Step 1. Create Categories_

Navigate to "My Categories" and create your categories. All the actions in this tutorial are done from your account at app.wise2sync.com.

A screenshot of a web form titled "Create New Category" with a blue header. The form has three input fields: "ID" with the value "Bathrobes, Pyjamas, Men", "Label" with the value "Bathrobes, Pyjamas, Men", and "Priority" with the value "10". At the bottom right, there are two buttons: a grey "Cancel" button and a blue "Create" button.

Create New Category

ID

Bathrobes, Pyjamas, Men

Label

Bathrobes, Pyjamas, Men

Priority

10

Cancel Create

The label field is where you enter the tags. It is important, that tags are **comma separated**.

You can put anything in ID field - or the same as in the Label field.

When a product belongs to more than one category - we will use the priority field to select the most detailed category. So for example, if you have the category "Clothing" (which is generic), give it a priority -10. And for very detailed categories, give something higher than -10 (in the picture above - we use 10).

Step 2. Map categories_

Navigate to "Supplier Categories" and find the category you want to map. Click "Save". Your mapped supplier category would look like this now:

Matterhorn			
Select ▾		1 records found (0 selected)	
		edit ▾	Submit
ID	Alias	Actions	
/MEN/Men`s Underwear/Bathrobes & Pyjamas for Men			
<input type="checkbox"/> /MEN/Men`s Underwear/Bathrobes & Pyjamas for Men	Bathrobes, Pyjamas, Men (label: Bathrobes, Pyjamas, Men)		

Repeat Steps 1 & 2 for all the categories you want to map.

You can also create Tags by editing certain Dynamic Attribute.

Below you can find the three steps, on how to manage your Wise2Sync Export profile for importing tags. **Check step three carefully because you will need to use different attributes depending on which way you created Tags.**

1. Editing Dynamic Attribute._

After you created Shopify app Export profile Dynamic Attribute "Tags" will be created automatically. You will find the Tag attribute in Attribute mapping → Dynamic attributes list. More information about Dynamic Attribute [here](#).

2. Assign tags/values._

Once attribute "Tags" is created, you can assign values and conditions for those tags. Let's take an example. We want to tag products with the tag "Silk" if this term is present in the product name. Then your value rule would look like this:

Update Value

Conditions

AND

OR

+ Add rule

+ Add group

Product Name ▾

contains ▾

silk

×

Value

Silk

Priority

1

Cancel

Update

You can also assign more tags by separating them with a comma. Use more values and conditions to create as many tags as you want.

Value	Priority	Actions
<div></div>		
memory, flash, cards	1	<div><div></div><div></div></div>
64GB, SSD	2	<div><div></div><div></div></div>
yellow, slim	3	<div><div></div><div></div></div>

Total page count: 1 Items per page: 300 Total items count: 3

3. Check your Export profile_

Before we can push Tags to Shopify, you need to make sure this data is available in the export template. Navigate to "Export Profiles" and select your Shopify export profile. Open the Template tab. If you see this line in your template, then you don't need to change anything **(in case you are using Dynamic attribute for Tags)**.

[Preferences](#) [Filter](#) [Repricer](#) **Template** [Upload to FTP](#) [Export Results](#)

Add All Mapped Attributes

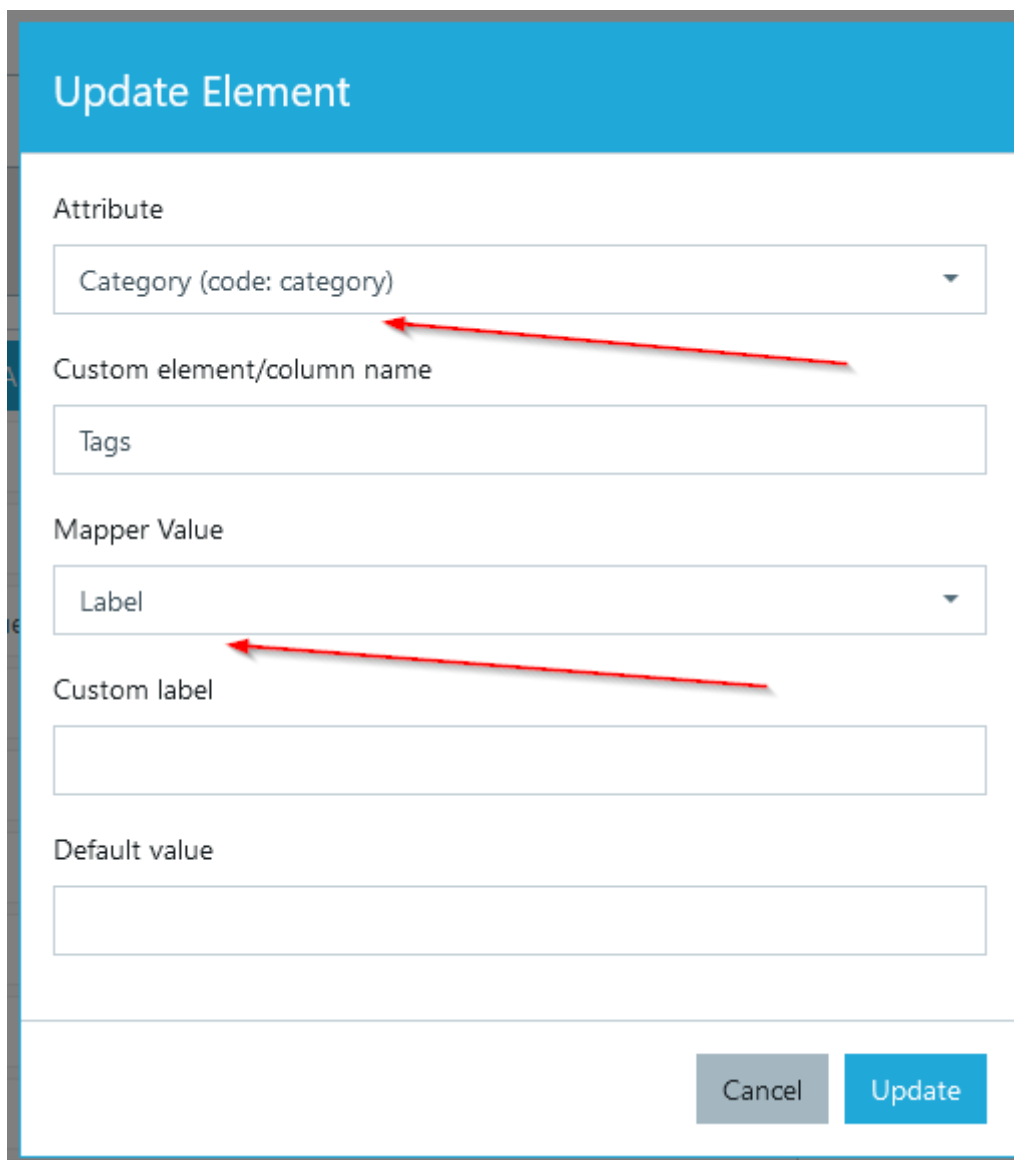
</> Add Group

Add Element

Title (code: name; label: Product Name)		
Body (HTML) (code: description; label: Description)		
Vendor (code: manufacturer; label: Manufacturer; mapper value: label; default value: {attr:org_val_ma...)		
Type (code: type; label: Type)		
Tags (code: tags; label: Tags)		
Published (code: published; label: Published)		
Option1 Name (code: option1_name; label: Option1 Name)		
Option1 Value (code: color; label: Color)		
Option2 Name (code: option2_name; label: Option2 Name)		
Option2 Value (code: size; label: Size)		

In case you converted supplier categories to tags modify the Template window like this:

- Change the "Attribute" value from "Tags" to "Category" (attribute labels might be different in your account)
- Set "Mapper value" to "Label"



The screenshot shows a web form titled "Update Element" with a blue header. The form contains several input fields and dropdown menus. Two red arrows are drawn on the form: one points to the "Attribute" dropdown menu which currently shows "Category (code: category)", and the other points to the "Mapper Value" dropdown menu which currently shows "Label".

Attribute

Category (code: category)

Custom element/column name

Tags

Mapper Value

Label

Custom label

Default value

Cancel Update

In both cases click "Save" button in the top right corner to save the changes you've just made.

If you do not want to wait for the next Automatic Sync, use a Queue action from your [Export Profiles list](#) to start pushing new products with tags faster.

That is it!

Conclusion_

From now on, when products are uploaded to Shopify, they will have Tags you used in category mapping or in Dynamic attribute:

TAGS

[View all tags](#)

Vintage, cotton, summer

Bathrobes X

Pyjamas X

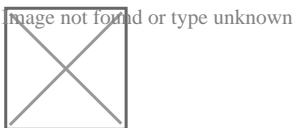
Men X

Wise2Sync app for Shopify only assigns tags at the moment it creates new products.

This means that when our app updates existing products, Tags are not changed/updated. You can modify/translate/change/add or remove tags - your changes will not be overwritten.

If you made changes - save your export profile. More information about Export profiles [here](#).

To make sure that tags will be adding products to the right collections on Shopify side make sure that these fields in the Collection tab are filled properly:



Collection type

☐ Manual

Add products to this collection one by one. Learn more about [manual collections](#).

☒ Automated

Existing and future products that match the conditions you set will automatically be added to this collection. Learn more about [automated collections](#).

Conditions

Products must match: ☒ all conditions ☐ any condition

Product tag ▼

is equal to ▼

Jeans



Product tag ▼

is equal to ▼

Blue



Product tag ▼

is equal to ▼

Lewis



Add another condition

That's it - newly uploaded products should have product tags after the next Sync.

Shopify import limits

SKU Limit

Shopify is an eCommerce platform that is easy to get started. However, because it is a SaaS service, it has some limitations which are imposed by the platform.

Limitations impact how many products we can create and update in a certain period of time. You can read more about API limits in [this Shopify article](#).

Limits are less restrictive if you use a "Shopify Plus" plan.

If you are not running on “Shopify Plus” and have more than 50 000 products and variants in your shop, Shopify will allow us to create 1000 new products per day and a maximum of 100 000 stock & price updates per day.

Limitations also mean that you can not upload more than 50 000 simple (no variants) products into your store per day. This is because each simple product is one variant.

How to deal with it?

We recommend selecting products you really want to sell and do not reach 50 000. Quantity is not always quality. However, if you do not have a Shopify Plus plan but you have many products with variants (size/color), our advice is to upload only one or a few categories per day into your store (use the products filter in the export profile). This way you would not reach the 1000 variants upload limit after reaching 50 000 SKUs.

If you have questions regarding product uploads and updates, along with choosing the right supplier and considering this limitation on Shopify's side, contact our support team here: support@wise2sync.com.

Image Upload Limits

Images uploaded to Shopify can't exceed either of the [following limits](#):

- 20 megapixels
- 20 megabytes

As Wise2Sync does not process (convert or resize) images, there might be some cases when we are not able to upload large files. A possible solution would be to ask a supplier to provide "web-friendly" images with smaller Mb or MP. **Products without images or with images exceeding the limits mentioned above will not be imported.**

Shopify has limits for product titles such as name, collection title, and variant title. The limit is 255 characters. If you import a name longer than that, then Shopify will cut it off at that maximum.

If one of the price attributes has more than **8** integer characters, this variant will be skipped. For example:

- **12345678.990 - OK**
- **123456789.990 - NOT OK**

Staying within product limits in Shopify

In this section, we would like to discuss, how to import products into your Shopify account smartly. As you may know, Shopify has some limitations on product import. You can find more information on "Shopify Limitations" here [limits](#). So, you have to think and choose very carefully which products you wish to sell in your e-shop. Importing a few new product categories daily will help you stay within the limits of your maximum amount of SKU's.

We are hoping these simple steps will help you to manage your e-shop independently and without major obstacles.

Step 1. Adding filters in the export file

Go to Wise2Sync → Export profile → open the menu → go to the filters tab. Open the "Filter" tab and choose which categories of goods you want to import. You can add certain manufacturers, the range of the price, or other filters to narrow down the results. Once the filters are set, hit the "Save" button in the top right corner.

Data Export » Export Profiles » Edit (ID: 291)

[Preferences](#)
[Filter](#)
[Repricer](#)
[Template](#)
[Upload to FTP](#)
[Export Results](#)

AND

OR

+ Add rule

+ Add group

Manufacturer

in

×

Be

×

Moe

×

Price

greater or equal

55

×

Category

in

×

Bathing Suits, Beachwear, Swin

×

Step 2. Synchronizing the products

To initiate your product Sync process manually please click the very first “Queue” button in your export profiles list. The indicator will show that your export file is being processed. Once your file is generated it will show as “Completed”. Otherwise, new products will be pushed automatically when the scheduled profile execution starts.

328	Shopify file	2020-08-28 14:40:14	2020-08-28 15:05:42	Completed	<div> <div></div> <div></div> <div></div> </div>
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Your newly added products will start appearing in Shopify store within a few minutes.

Wise2Sync team hopes that you found this article helpful and if you require any further assistance please do not hesitate to contact us at support@wise2sync.com.