Export profiles

This is where you set which products and how they are exported to your sales channel.

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- Product Filter
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Export Profiles List

If you click on "Export Profiles" in your menu on the left - you will see a list of all connections with your sales channels. In this section we will explain what each column means and how to use actions.

ID	Mode	Type	Label	Updated At	Completed At	Status	Actions
1	Auto	Shopify	Shopify Product Feed	2021-02-25 15:27:18		Running	
2	Manual	Shopify	[TEST] Shopify Product Feed	2021-02-15 12:29:04	2021-02-26 12:21:35	Pending	
3	Manual	PrestaShop	Product Stock&Price	2021-02-23 14:21:02	2021-02-23 12:22:32	Completed	

Mode

Indicates, weather the export profile is executed manually or automatically. Based on your subscription plan with us, AUTO export profiles will be executed multiple times a day.

- **Auto Mode**. Amount of automatic export profiles depends on your subscription plan with us. This export profile is executed automatically multiple times a day: we download and sync data with suppliers your suppliers and then automatically generate an export file
- **Manual Mode**. You can have multiple export profiles with manual mode. These export profiles are not executed automatically - you can schedule it for execution by adding it to Queue (first icon in Actions list). Manual export profiles are useful for testing or when you need to export some sample data of your products catalog. Running manual mode export profiles does not sync data with suppliers.

Type

Shows the type of the export profile (usually a name of your sales channel).

Label

Name of the export profile. You can give your own export profile name and use it for your

reference.

Updated At

Date and time when last time the export profile was modified. For example if you modify filters in your export profile and click "Save" - this will be the timestamp of your action.

Completed At

Date and time when the export profile was executed and export file was generated (see Export Results tab in your export profile). In other words, date and time when Export profile status was last set to "Completed".

Status

Indicates current status of the export profile. Possible statuses are:

- **Completed** - last profile execution was completed successfully;
- **Pending** - export profile is in queue to be executed. Usually within 1-15 minutes it is picked and it's status is changed to "Running". Sometimes you will see explanation mark with "Related tasks are not finished yet" - this means that product sync with suppliers is still in progress;
- **Running** - means that our system is working to generate an export file;
- **Expired** - means that we had problems downloading product information from supplier. Our app will retry to complete this action multiple times during the day;
- **Error** - indicates that something went wrong and export file can not be generated. Our app will try to execute product export multiple times - if status "Error" remains in your account for a longer period - please notify our support team about the status.

Actions

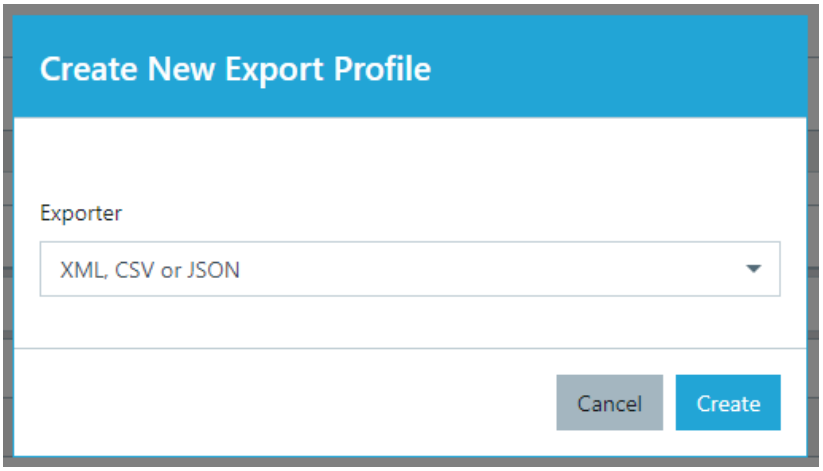
- **Queue** - add export profile to queue to be executed. This is useful when you make changes to f.e. product filters, repricing etc. and do not want to wait for the next Auto sync. Once you click "Queue" - export profile status will change to "Pending", then to "Running" and at the end back to "Complete". Your latest product export file will be available "Export Results" tab;
- **Edit** - enters profile editing screen;

- **Copy** - copies selected export profile with all preferences and changes the label to "Copy of [original export profile label]";
- **Delete** - deletes selected export profile.

Creating a New Export Profile

In Wise2Sync, you can create different export profiles. This is an integration with your e-commerce store. There is a possibility to choose the export profile by selecting the template.

Go to Export Profiles → Add Profile and the pop-up appear:



If you are creating a custom integration or just need a CSV file with products, most likely you would choose "XML, CSV or JSON" export template.

For other platforms, like WooCommerce, Shopify, Magento, Ebay - we have made a preset configuration which would create an Export Profile and missing attributes etc.

When in list view, you can also clone the existing export profile for your convenience. Click this icon to make a copy of Export profile:

ID	Mode	Label	Updated At	Completed At	Status	Actions
3	Manual	Mywebsite export	2020-11-30 13:51:23	2020-04-21 08:04:51	Completed	

You can have as many manual export profiles as you want. They are useful when you want

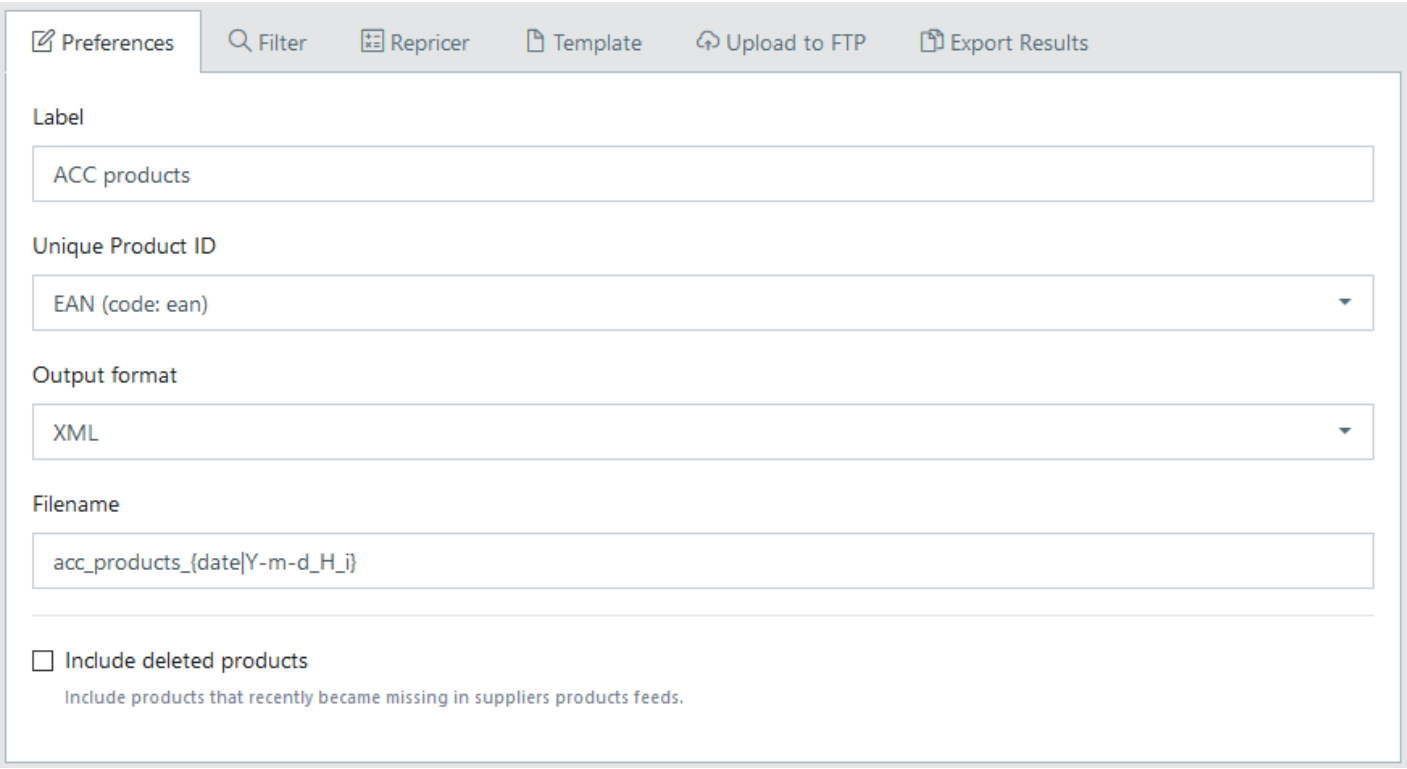
to test something or just export a custom products catalog for your own use. When copying profiles, association with repricing rules is not cloned.

General Settings

Preferences

Once you open an export profile you will see the first tab "Preferences". This is where you set some preferences and set how export runs:

- **Label** - name of the export profile
- **Unique Product ID** - Wise2Sync will help you select the cheapest product from multiple suppliers. This parameter is used for product grouping. We recommend leaving the default value EAN. In this case, if there are multiple products with the same unique product ID, Wise2Sync will choose the cheapest. For example two suppliers / data sources have the same product with identical EAN code. Then our app will compare these products and export cheaper supplier data.
- **Output format** - choose your desired output file format. Consult your developer for preferred format for connecting Wise2Sync with your platform.
- **Filename** - export results will be stored in files and will be accessible in your export profile for a certain time. Use f.e. anything_{date|Y-m-d_H_i_s}, where {date|Y-m-d_H_i_s} will be automatically replaced with current date and time.

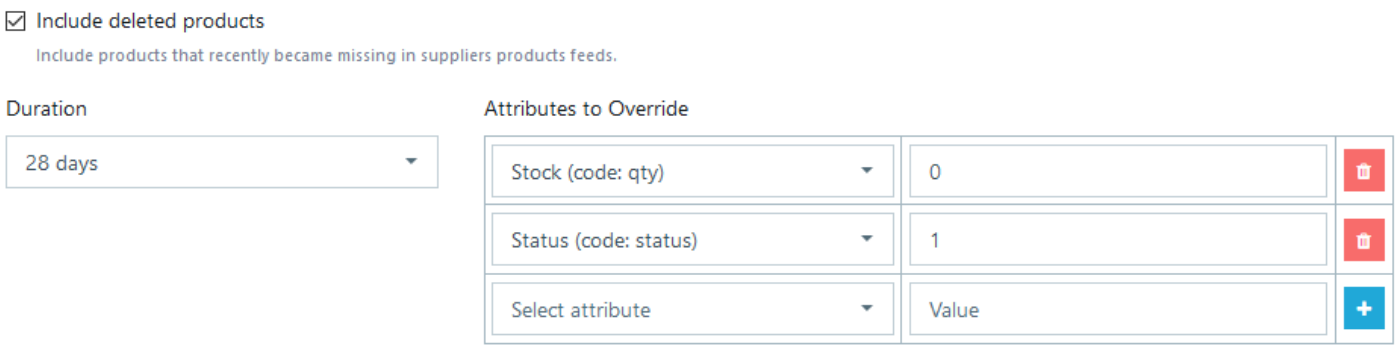


Handling deleted products

By default Wise2Sync exports only products, that have been present in suppliers products feeds for the past hour. However, sometimes suppliers remove products from their systems. As a result those products might not be updated on your eCommerce platform. Wise2Sync tracks products history and logs date and time when certain products became missing. Use this setting to include those missing products and override the last known information from the supplier.

For example: include missing products for **3 days** after they went missing and set attribute **Quantity** value to **0**.

This feature is available for every Export profile or Integration. Open your export profile and select checkbox "Include deleted products" in "Preferences" tab:



Customizing product Alternatives tag

When Wise2Sync finds that the same product is available with more than one supplier (based on Unique Product ID preference) it will export cheapest in stock product data and add the product alternatives into duplicates_data tag.

By default this tag will contain basic information like supplier code, product SKU, product cost price (as imported from supplier),
quantity etc.

If you wish to add more information to the alternatives, select feature "Use custom template for the Product Alternatives" and add more product attributes.

Product Alternatives template

Image not found or type unknown

Product Filter

The export profile tab "Filter" is used to describe which products need to be included in the export profile. You can use it in multiple ways, add filtering for each supplier separately if you have multiple.

You can check our video about this feature: Wise2Sync - Products Filtering

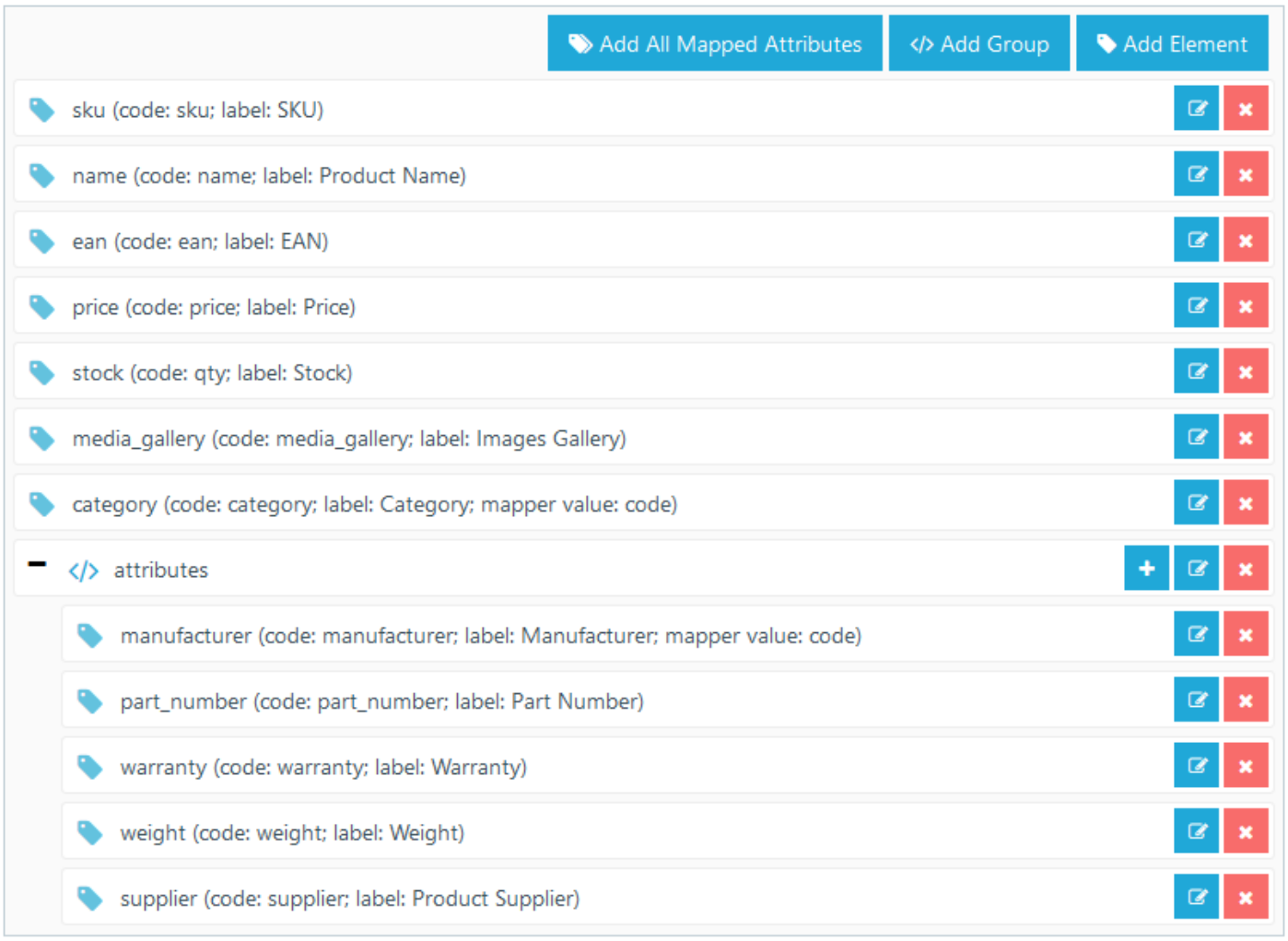
Filtering can be used also for Repricing Rules or Dynamic Attributes therefore we have written a different page section on how to use rules builder.

Export Data Template

If you are exporting an XML, CSV or JSON file, this is where you would form this file and make the structure the way you want. We recommend you configure the template after you have mapped desired attributes, manufacturers categories etc.

Below we give some examples of how to configure XML template. But the same concepts and methods apply for generating JSON or CSV files.

If you navigate to Data export → Export profiles and click on the Edit icon in the corresponding row, a new page will open. Choose tab "Template" and you will see a "tree like" list of attributes:

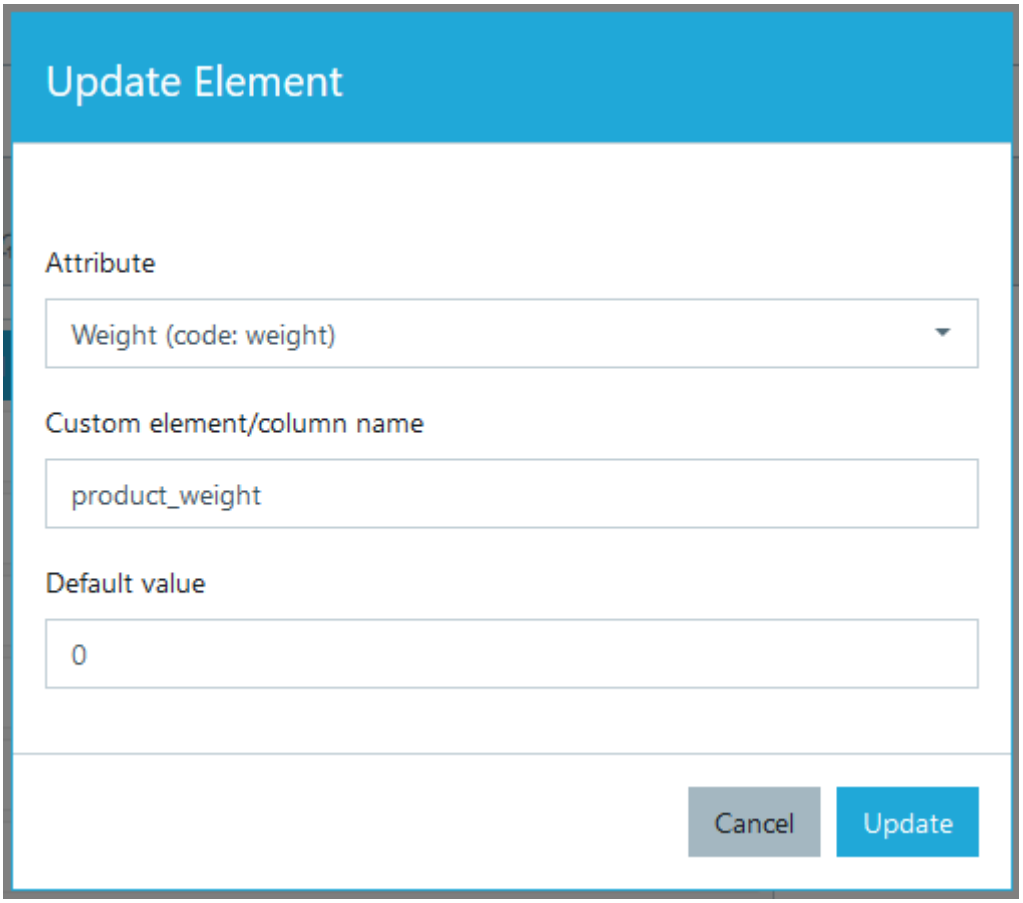


You can use mouse to drag and order elements, as well as moving them to groups. Example template above will output an XML document with the structure as follows:

```
<item>
<sku><![CDATA[011629]]></sku><name><![CDATA[D-Link DVG-6004S Voice Gateway with 4 Port
FXO]]></name>
<ean><![CDATA[790069409981]]></ean>
<price>191.8555</price>
<stock>0</stock>
<media_gallery>
<item>
<filename><![CDATA[wSsykjQZgZEH.jpg]]></filename><added_at><![CDATA[2019-07-08
14:31:05]]></added_at>
</item>
</media_gallery>
<category><![CDATA[Network components / Gateways]]></category>
<attributes>
<manufacturer></manufacturer>
<part_number><![CDATA[DVG-6004S]]></part_number>
<warranty>24</warranty>
<weight><![CDATA[1.42 kg]]></weight>
<supplier><![CDATA[acc]]></supplier>
</attributes></item>
```

Adding elements

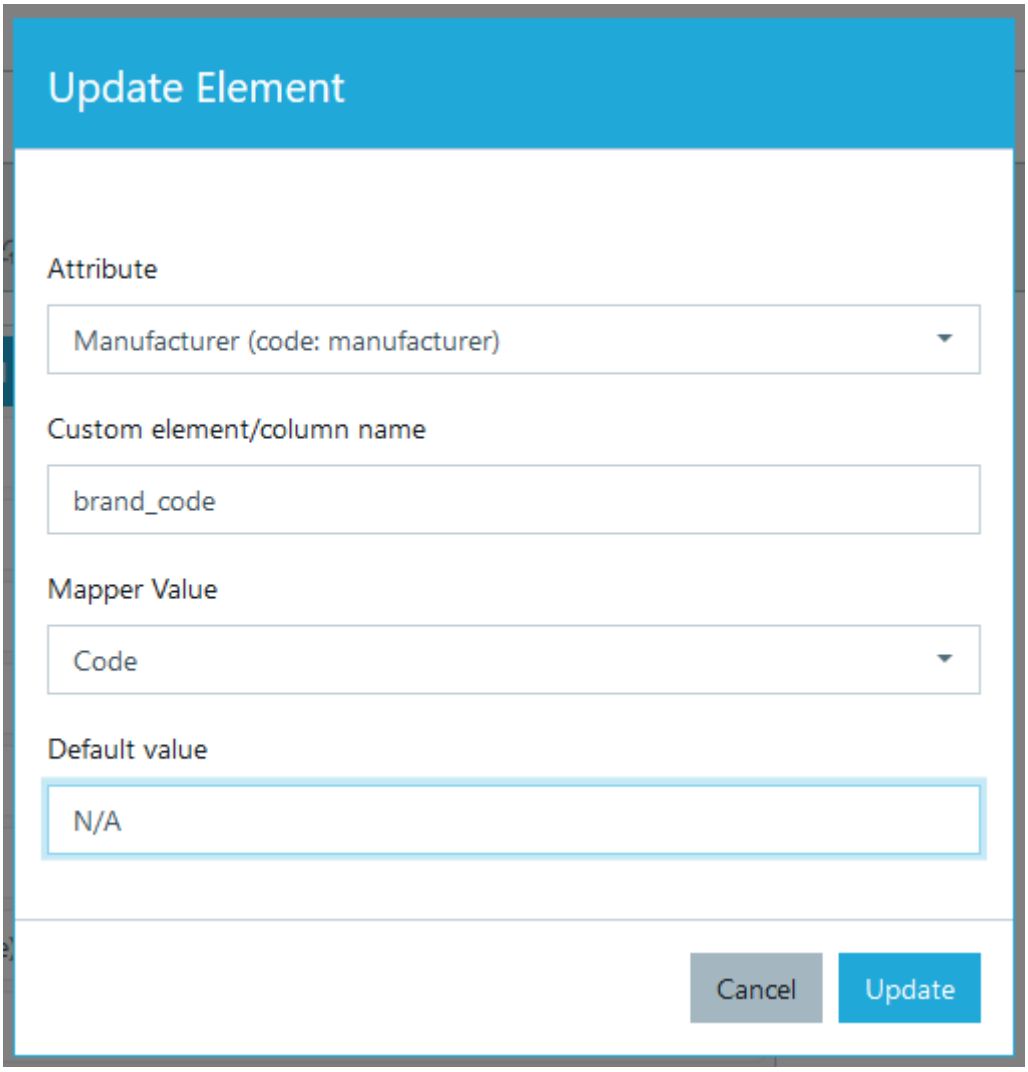
You can add more elements in the template by clicking red "Add Element". A pop-up will open:



Use search function to find desired attribute:

- Attribute - product attribute to be added in the export file
- Custom element/column name - you can override attribute code by giving it a custom name. So in this case, instead on `<weight><![CDATA[1.42 kg]]></weight>` it will be `<product_weight><![CDATA[1.42 kg]]></product_weight>`
- Default value - set a default value in case this attribute is empty. Leave this field empty if you do not want to set any default value

If you choose to add a system attribute (f.e. category, manufacturer), there will be a new field "Mapper Value".



Mapper value has two options:

- Code - attribute Code will be in XML file. F.e. `<brand_code><![CDATA[samdung_products]]></brand_code>`
- Label - attribute Label will be in XML file. F.e. `<brand><![CDATA[Samsung]]></brand>`

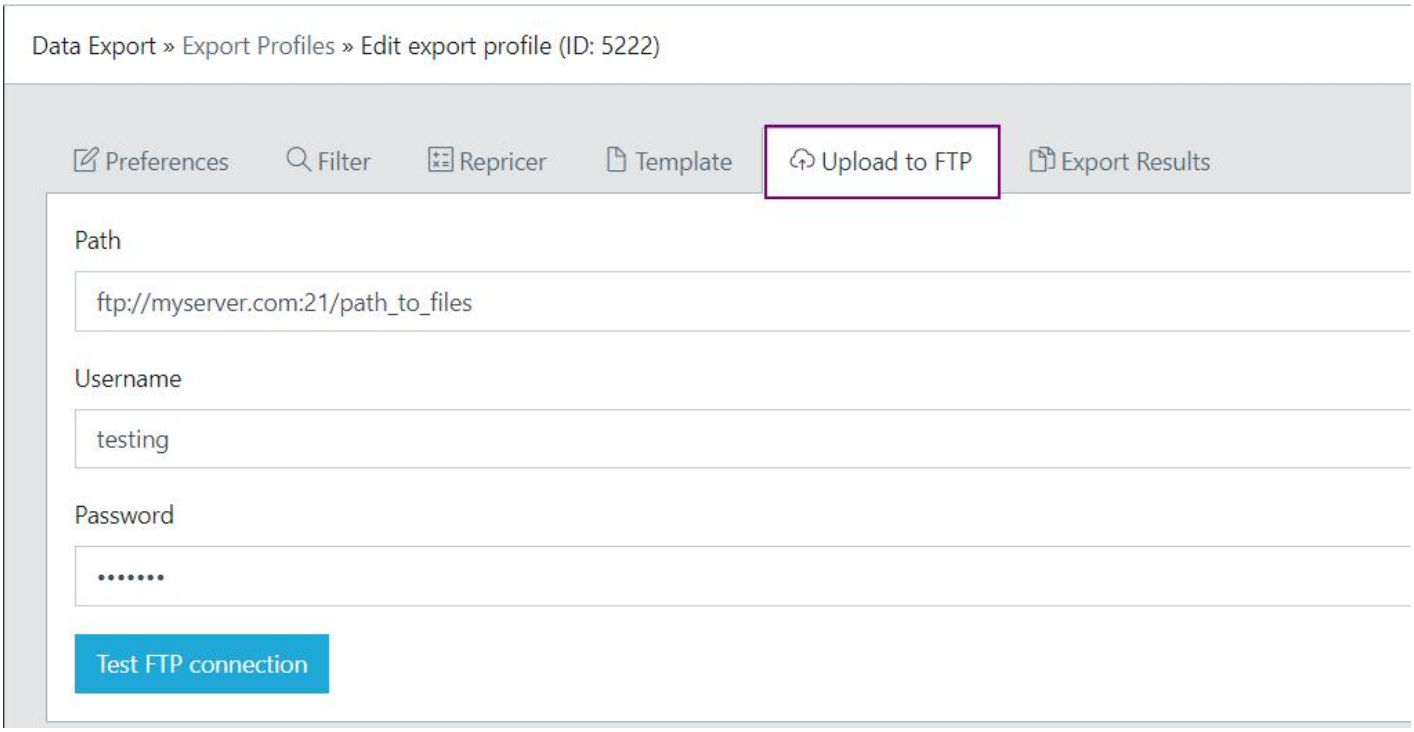
See category product data mapping section how data mapping works and how to set different attribute codes and labels.

Uploading products to FTP

Use this option if you want to export products data and upload it to your FTP account.

Open your export profile, click on a tab "Upload to FTP". There are few simple parameters:

- **FTP server address** - URL of your FTP server. Usually something like ftp://myserver.com
  You can also set port and directory, for example ftp://myserver.com:21/path_to_files
- **Username and Password** - your FTP account username and password



If all is OK, Wise2Sync will upload your products file to your server every time the profile is executed.

Troubleshooting

Test your logins first. You can use our built-in "Test FTP connection" feature to do this. Our system will try to login to the server and create a small file. It will also delete this file. If we had problems doing these actions - it will show an error. If success message is shown - upload to FTP is working.

Make sure your FTP user has write permissions

Our system will not be able to upload files if the specified user does not have permission to write files.

Make sure you have enough space on the server

Wise2Sync will not be able to upload export files to FTP server if there is not enough space. Your hosting provider or server administrator can look it up for you. Missing enough space can lead to only partially uploaded file (for example only 5Mb of 10Mb will be uploaded).

Make sure you do not have IP access limitations

Sometimes FTP server can be configured to allow connections from only fixed IP addresses. If you need IP address of Wise2Sync app - contact our support and we will provide you with the needed information.

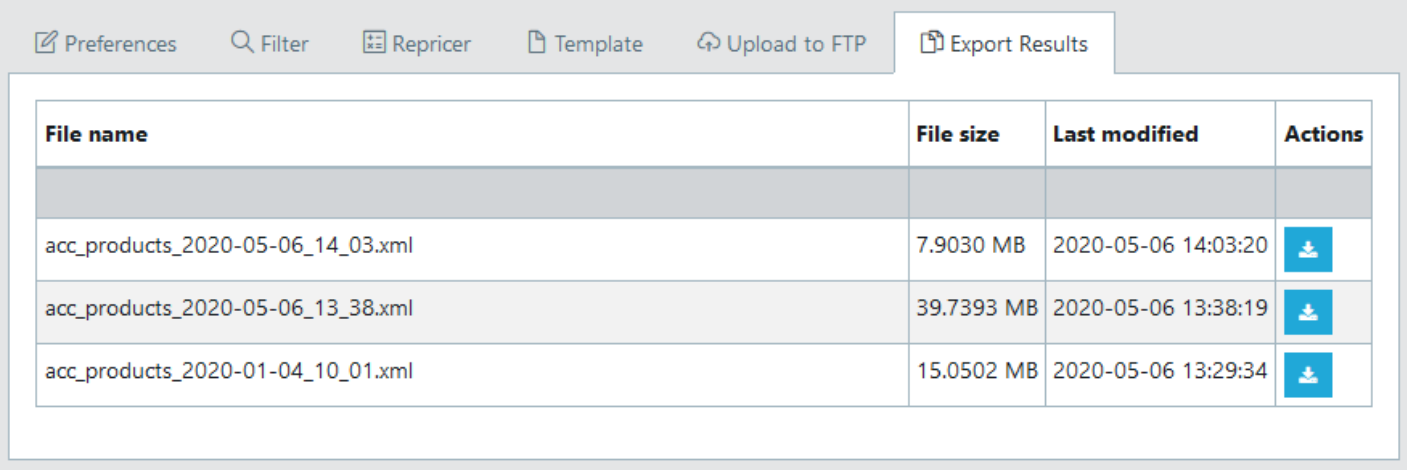
Testing logins and permissions manually

You can always connect to your FTP account and check whether you can upload a file yourself manually (use FileZilla or any other preferred FTP client). If you can upload a file and delete it - your logins are OK.

Export results - product log files

When editing an export profile you will see a tab "Export results". No matter if you are using a simple XML export or connection with any marketplace - every time Wise2Sync runs the export profile it generates some kind of file.

You can download and read this file for your own use or for debugging purposes.



Read this article how to download these files with Access token and URL.

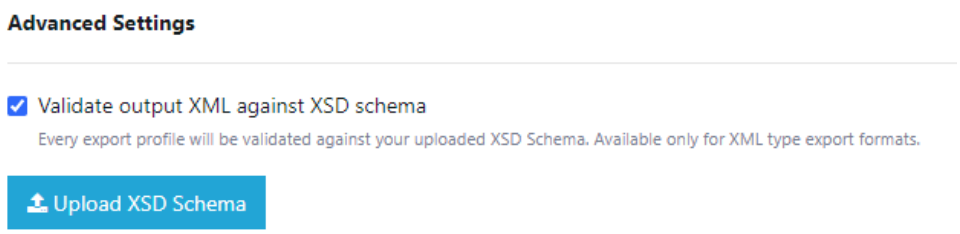
Export result files are accessible only for certain amount of time (usually few weeks back).

XSD Schema validation for XML type export profiles

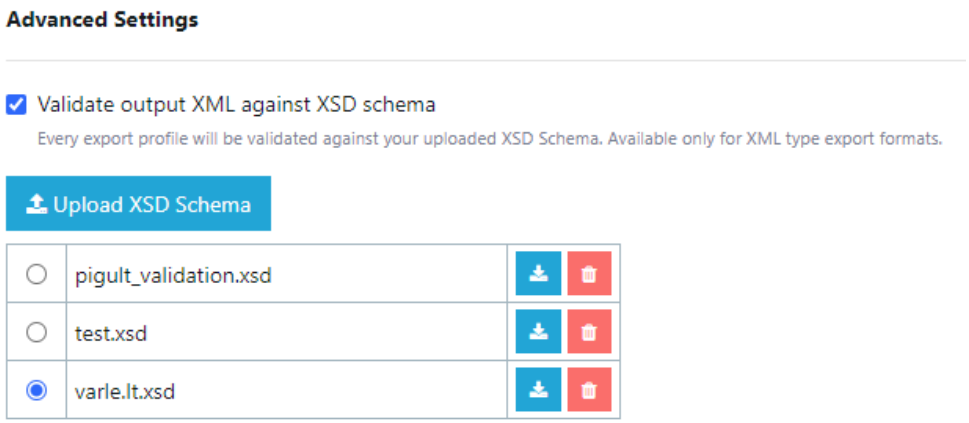
XML validation against XSD schema is useful when you want to make sure the generated XML file is in the right format.

> XSD schema validating only with XML and XMLv2 output formats.

Creating a new export profile, select XML, or XMLv2 output format, and mark the checkbox for XSD validation.

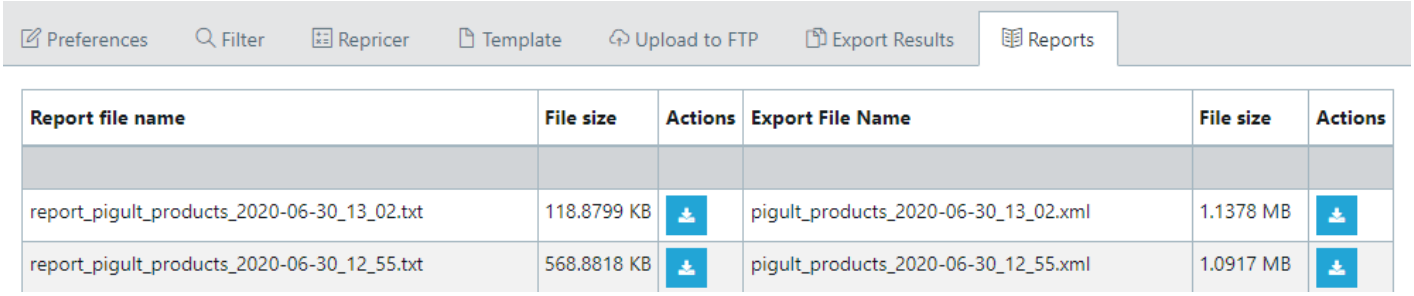


Add new schemas by pressing "Upload SXD Schema". You can add as many files as you need.



All added schemas will be visible across all export profiles. You do not have to upload the same XSD file multiple times.

Setup an export profile and generate it. Validation results will be available in Reports tab.



Left column is a report of errors after validation. Right column - the validated XML file.

How Automated & Manual Exports Work

The daily export means our system collects data from the suppliers, applies all required transformation, and prepares products' catalog in the chosen format to be imported into your e-shop. You can read more about the export profiles here: Export Profile.

Automated Export

This is done automatically multiple times a day depending on your chosen plan (see our available pricing plans). It is also run on fixed hours daily and you are not required to do anything. The green badge "Auto" in profiles list indicates that this export profile is executed automatically.

6	Auto	XML, CSV or JSON	Custom CSV export	2020-05-25 03:20:47			

Manual Export

On-demand export is when the client manually initiates the product export process. Our app will not download product information from suppliers. It will regenerate the product feed with your changes (f.e. new filter, export template, modified pricing rules etc.).

This option is used mainly at the beginning of the e-shop life cycle to import products for testing purposes. It is also handy to use when you want to push an updated product pricing, data mapping, or any changes that you made in your products' catalog.

To generate the manual export file click on the first blue button "Queue" the status will change to "In progress". It takes a few minutes to generate the export file. Once the file is prepared it will change back to the green color "Completed".

3	Manual	XML, CSV or JSON	Mywebsite export	2020-11-30 13:51:23	2020-04-21 08:04:51	Completed	

You can also see what type of export profile you have in Wise2Sync. In the third column, it

indicates whether it is the default one (XML, CSV or JSON) or any other that you may have for example Woocommerce, Shopify and etc.

185	Manual	XML, CSV or JSON
186	Manual	WooCommerce
187	Manual	Kaina24.lt
188	Manual	Glami.lt