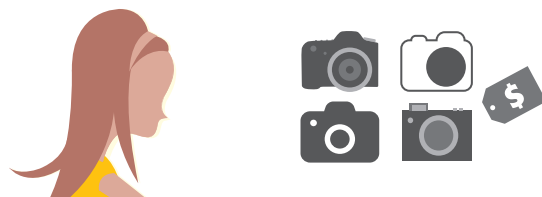




Bring your products to life

Preparing your product feed for Product Ads.

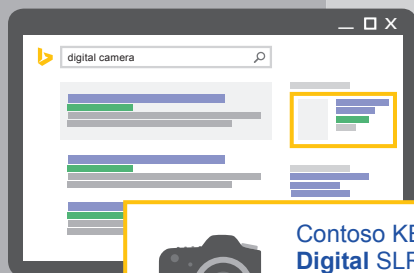
Miranda sells cameras online, and she's setting up Product Ads so her customers see an image, price and description of her products — right in her ad.



She knows that what's shown in her Product Ads will come directly from her product feed, so she uses this guide to make sure each field is properly formatted and contains accurate product information.



To do the same for your products, follow along.



Contoso KB1000
Digital SLR Camera
contoso.com
\$449.00

General

- **ID or MPID***
- **Title**
- **Brand***
- **ProductURL**
- **Price**
- **Description**
- **ImageURL**

Aggregator Only

- **SellerName**

Offer Identification

- **MPN**
- **UPC**
- **SKU or MerchantSKU***
- **ISBN**
- **GTIN**

Item Identification

- **Condition***
- **B_Category or BingCategory**
- **ProductType or MerchantCategory***
- **Availability or StockStatus**

Bing Attributes

- **Bingads_grouping***
- **Bingads_label***
- **Bingads_redirect**

Sales & Promotions

- **PriceWithDiscount**
- **DealStartDate**
- **DealExpiration**

General (required)



Header Value	Description	Data Type	Min Length/ Value	Max Length/ Value	Sample	Additional Notes
ID or MPID*	Merchant Product ID. The ID you assign to a product covers the course of that product's lifetime. This field should be consistent across catalog updates.	Text	1	1,000	X53109	Any ID is acceptable as long as it is unique per item for the merchant; duplicates are not accepted. MPID must contain alphanumeric characters and it cannot be changed.
Title	The product name or — in the case of a book, magazine, DVD, CD, game, etc. — the title.	Text	1	255	Kenneth Banks Black Men's Dress Shirt	Ensure titles are unique and descriptive enough to maximize your chance of display. No text fields should be wrapped in quotes.
Brand*	Should contain the product manufacturer's name, brand name or publisher's name.	Text	0	1,000	Kenneth Banks	An accurate brand name is critical, even in the case of store brands. In the case of store-branded items, it's possible this may be the same as the merchant's name. If not, the actual brand name should be used.
ProductURL	Link to your website where a buyer can complete the purchase of your product.	Text	0	2,000	http://www1.merchantname.com/catalog/product/index.ognc?ID=538887&CategoryID=1443	Must begin with HTTP or HTTPS — no IP addresses. For direct merchants, ProductURL must be a path under the store's destination URL. For aggregators, ProductURL must be a direct link to the Seller's product page. No redirects.
Price	The base price, excluding tax and shipping of the product.	Decimal	.01	150000	15.00	Please use two decimal places; Bing may round up. Commas are acceptable, i.e., 1,200.00. USD is expected and assumed. Do not put dollar sign (\$) or other symbols in the field.
Description	A detailed description of your offer.	Text	1	10,000	Slim hour markers ring the ebony face of this small wall clock with soft brushed metal frame. Glass, metal and ABS plastic. Requires 1 AA battery (not included).	No HTML code. Do not wrap descriptions in quotes. No promotional text. Include descriptors of size, color and pattern where applicable; separate fields for this information are not available in Bing Merchant Center.
ImageURL	Link to product image that will be shown in Product Ads.	String	0	1,000	http://www.site.com/images/productimage1.jpg	220x220 pixels or larger. Bing may alter the size for optimal display. No watermarks or free shipping text. You must change the URL to update the image. Bingbot must be allowed to crawl your site or your offers will not display. URL must be HTTP or HTTPS. Supported types: BMP, GIF, EXIF, JPG, PNG and TIFF. Only 1 image per offer.

Aggregator Only (required for aggregators)



Header Value	Description	Data Type	Min Length/ Value	Max Length/ Value	Sample	Additional Notes
SellerName	The merchant/store that sells this product.	Alphanumeric	0	255	Contoso Shoes	This field is not accepted from direct merchants.

Offer Identification (optional)

Header Value	Description	Data Type	Min Length/ Value	Max Length/ Value	Sample	Additional Notes
MPN	Manufacturer-assigned part number for this product.	Text	0	255	ADNK-5020	Clothing offers can use Manufacturer's Style Number in this field. Duplicates not accepted; must be unique for each offer. Must be different than SKU.
UPC	Universal Product Code.	Numeric	0	13	123456789999	Do not add or subtract numbers, insert any characters or separate the UPC code. Cannot contain scientific notation.
SKU or MerchantSKU*	Used to differentiate versions of the same product, e.g., different sizes or colors.	Alphanumeric	0	255	1234B	Duplicates not accepted; must be unique for each offer.
ISBN	International Standard Book Number.	Alphanumeric	10	13	978-0441019717	Can only be 10 or 13 characters. The ISBN is matched to other offers with the identical ISBN, significantly improving your customer's ability to locate your product. Use for books, CDs and DVDs.
GTIN	Global Trade Item Number.	Numeric	8	14	01238587	Must be 8, 12, 13 or 14 digits long. Cannot contain scientific notation.

Item Identification (optional)



Header Value	Description	Data Type	Min Length/ Value	Max Length/ Value	Sample	Additional Notes
Condition*	The condition of your product.	Text	N/A	N/A	New	Acceptable condition values are: New, Used, Collectable, Open Box, Refurbished and Remanufactured. Currently, Bing shows only New products. If not specified, Bing assumes the product is new.
B_Category or BingCategory	Desired Bing category. See taxonomy list.	Alphanumeric	0	255	Clothing & Shoes	Use the most relevant category for your product. Single category only from the Bing taxonomy list . Exact values only. Use the category's full path. Accepted delimiters are pipe []; comma [,]; greater than [>]. Bing taxonomy is the same as Google taxonomy.
ProductType or MerchantCategory*	Merchant's category, or the category hierarchy for this product. Usually does not change over the lifetime of a product.	Alphanumeric	0	1,000	Home > Electronics > DVD Player	Accepted delimiters are pipe []; comma [,]; greater than [>]. Use the primary category (most relevant, most descriptive) to which this offer should be assigned.
Availability or StockStatus	Availability of the item.	Text	N/A	N/A	In Stock	Only In Stock, Out of Stock, Pre-Order and Back-Order are accepted. Only In Stock items are published.

Bing Attributes (optional)

Header Value	Description	Data Type	Min Length/ Value	Max Length/ Value	Sample	Additional Notes
Bingads_grouping*	Used to group products for filters in ad campaigns.	Alphanumeric	0	1,000	comforters	Can be used for Product Filters to limit a campaign to a group of products, or Product Targets to bid differently for a group of products. It can only hold one value.
Bingads_label*	Used to identify products for filters in ad campaigns.	Alphanumeric	0	1,000	clothing, shoes	Can hold up to 10 comma-separated values. Should not have empty spaces between commas.
Bingads_redirect	ProductURLoverride when offer is used as a Product Ad.	Alphanumeric	0	2,000	http://www.merchant.com/product.html	Must redirect to landing page specified in Product URL. HTTP or HTTPS only. Can be used to track different traffic sources.

*You can use this attribute to filter products when creating Product Extensions and Product Targets.



Header Value	Description	Data Type	Min Length/Value	Max Length/Value	Sample	Additional Notes
PriceWithDiscount	Offer's sale price, excluding tax and shipping.	Numeric	0.01	150000	20.99	Only 2 decimal places. No symbols (\$). Must be less than Price.
DealStartDate	Sale's start date and time.	Alphanumeric	N/A	N/A	2013-11-05T08:15-05:00 (November 5, 2013, at 8:15 a.m. Eastern Standard Time)	Date must be in YYYY-MM-DD format, followed by a T (time designator) and the time in hh:mm format. hh:mm:ss format can be used, but seconds will be truncated. Defaults to US Pacific Standard Time; time-zone offset should be in -hh:mm or +hh:mm format off UTC time. Must be earlier than DealExpiration. See example.
DealExpiration	Sale's end date and time.	Alphanumeric	N/A	N/A	2013-11-09T08:15-05:00 (November 9, 2013, at 8:15 a.m. Eastern Standard Time)	Date must be in YYYY-MM-DD format, followed by a T (time designator) and the time in hh:mm format. hh:mm:ss format can be used, but seconds will be truncated. Defaults to US Pacific Standard Time; time-zone offset should be in -hh:mm or +hh:mm format off UTC time. Must be later than DealStartDate. See example.

DealStartDate/DealExpiration example

Time (US Pacific Standard Time)

2013-11-05T08:15-05:00

Date Time designation Time-zone adjustment (off of UTC)

Result: 8:15 a.m. Eastern Standard Time, November 5, 2013