CSV Feed Requirements

Evergage ETL supports the ingestion of feed files delivered to the Evergage SFTP site. Users, transactions, products, categories and custom dimension feeds are supported out of the box with the following formats. Feed file formats best support multi-channel operation when there are user identities that can be matched with the Evergage identity resolution system. Catalog and transaction feeds best support multi-channel operation when identities for online and offline product and dimension identities match.

This Article Explains	Sections in this Article
This article details the requirements and schema for the feeds supported by the Evergage ETL.	- Accepted Formats - User Data Feeds - Requirements and Schema - Transaction Data Feeds - Requirements and Schema - Product Data Feeds - Requirements and Schema - SKU Data Feeds - Requirements and Schema - Category Data Feeds - Requirements and Schema - Custom Dimension Feeds - Requirements and Schema - References

Accepted Formats

This document applies for RFC-4180[6] CSV based formats. Character encoding must be UTF-8. All max lengths are in UTF-8 encoded bytes. Submitted content must be internally consistent. Conflicting metadata definitions will produce unexpected results. Files can also be compressed using gzip and named *.gz instead of *.csv.

User Data Feeds

Evergage stores user profiles for each anonymous and named user in the system. These users can represent users of any Evergage supported channels including web, mobile, email and in store. Custom attributes may be defined for user profiles with types and additional fields can be imported to those attributes with additional columns. Custom attribute names should match the column names of those additional fields.

File Name Format: user-YYYY-MM-DD_HH-MM-SS.csv

Requirements and Schema

Field Name	Minimum Requirements	Example Values	Max Length

userId	*Optional.* Must match the format of the configured default user ID type for this feed. Since a user can have multiple identities, user ids can also be constructed from other identifying information in the record (emailAddress, attributes or other userId: fields). If none of these methods result in a user ID, this record will not be loaded.	`jdoe`
		
		`john.doe@example.com`
		
		`c2e384084c8ac233`
			120

userId:	*Optional.* Column titles are the word 'userId' followed by colon followed by the user ID type. Values must match the format of the specified user ID type. Otherwise, processed like userId.	`"userId: named"`, `"userId: marketoId"`
		
		`"jdoe"`, `"29237102"`
			120

accountId	*Optional.* If provided, a string value of the account ID to associate with the user. Must be lowercase. This is only available with Evergage B2B functionality enabled. Contact your customer success representative for details.	`example industries`
		
		`example.com`
			120

displayName	*Optional.* Display name for user	`Bob Newhart`
		
		`John Standard`
			1023

emailAddress	*Optional.* Valid email address. If provided, used as a user identity of the type emailAddress.	`user@example.com`
		
		`bob.smith@example.com`
			1023

attribute:	*Optional.* The custom attributes for this user. Column titles are the word 'attribute' followed by colon followed by the attribute name. Attributes are singled-valued and always interpreted as strings. Attributes can be used to construct user ids.	`"attribute:lastname", "attribute:firstname"`
		
		`"Gina", "Torres"`
			1023

Transaction Data Feeds

Evergage supports the ingesting of transactions. These transactions may be historical or current transactions. Transactions may be updated by sending new transactions with the same transactionID. Transaction attribution to Evergage campaign reporting happens based on the timestamp in the feed and not the time of the ingestion.

File Name Format: transaction-YYYY-MM-DD_HHHH-MM-SS.csv

Requirements and Schema

Field Name	Minimum Requirements	Example Values	Max Length
transactionId	**Required.** A unique transaction ID must be included. If orders are also being tracked by Evergage on site the two transaction IDs must match. This transaction ID can be used to avoid tracking the same transaction twice even if it is received twice. Transaction IDs are case-sensitive. All rows with the same transaction ID must appear consecutively.	`014323919230412`	255
date	**Required.** An ISO 8601[1] fixed, unchanging date and time that this transaction took place. Subsequent mentions of this transaction in any subsequent feed files must not change the transaction date for an existing transaction ID.	`2017-04-22T10:23:37Z`	

userId	*Optional.* Must match the format of the configured default user ID type for this feed. Since a user can have multiple identities, user ids can also be constructed from other identifying information in the record (emailAddress, attributes or other userId: fields). If none of these methods result in a user ID, this record will not be loaded.	`jdoe`
		
		`john.doe@example.com`
		
		`c2e384084c8ac233`
			120

userId:	*Optional.* Column titles are the word 'userId' followed by colon followed by the user ID type. Values must match the format of the specified user ID type. Otherwise, processed like userId.	`"userId:named"`, `"userId:marketoId"`
		
		`"jdoe"`, `"29237102"`
			120

emailAddress	*Optional.* Valid email address. If provided, used as a user identity of the type emailAddress.	`user@example.com`
		
		`bob.smith@example.com`
			1023

productId	**Required**. Product IDs must exactly match the product IDs provided on site and captured by Evergage catalog mapping. Product IDs are case-sensitive. Examples of unacceptable identifiers: • product name • product ID in a different format • an inventory ID that is not used by Evergage to track on site	`prod123abc`	255
price	**Required.** The unit price the user was charged. Period as the decimal separator, no thousands separator. This will be multiplied by the quantity to determine the total value of this line item. For instance, if price is $1.10 and quantity is 3, the total value of the line item is $3.30.	`17.22`	
quantity	**Required** whenever one or more units are purchased. This is the net quantity purchased. If only purchases are tracked, this is just the number of units purchased. Otherwise, this is the quantity purchased and not yet returned, canceled, etc. If the same line item is updated multiple times, always provide the most current value here, not the change. If the value is unknown, leave this field empty.	`3`	
quantity: returned	*Optional.* This is the number of units for this line item that were purchased and later returned. If the same line item is updated multiple times, always provide the most current value here, not the change. If the value is unknown, leave this field empty.	`1`	
transactionStatus	*Optional.* Transaction status can be provided to cancel previous orders. Possible values are "open", "purchased", "canceled".	`canceled`	
shipStatus	*Optional.* Status on the delivery of an order to a customer. Allowed values are "processing", "shipped", "delivered".	`delivered`	

attribute:	*Optional.* The custom attributes for this transaction. Column titles are the word 'attribute' followed by colon followed by the attribute name. Attributes are singled-valued and always interpreted as strings. Attributes can be used to construct user ids.	`"attribute:name"`, `"attribute:shipAddress"`
		
		`"Ron Glass"`, `"212 Elms St. Somerville, MA"`
			1023

Product Data Feeds

Evergage supports ingesting of products into the catalog. Products may be updated by sending new products with the same productID.

File Name Format: product-YYYY-MM-DD_HH-MM-SS.csv or product-us_EN-YYYY-MM-DD_HH-MM-SS.csv (see locale field)

Requirements and Schema

Field Name	Minimum Requirements	Example Values	Max Length
id	**Required.** Product IDs must exactly match the product IDs provided on site and captured by Evergage catalog mapping. Examples of unacceptable identifiers: • product name • product ID in a different format • an inventory ID that is not used by Evergage to track on site Product IDs must appear at most once in the product feed. Duplicate appearances of product IDs will produce unexpected results. IDs must represent unique products and not unique SKUs.	prod12377 23	255
name	**Required.** Must contain at least one alphanumeric character.	Slick New Kicks	1023
url	**Required.** RFC-3986[3] Complete URLs that represent the canonical product display page for this product.	https://e xample. com /products /prod1. html	1023
imageUrl	**Required.** RFC-3986[3] Fully-qualified URL for an image of this item.	https://e xample. com/img /img1.png	1023
price	**Required.** The current offer price of this product to promote to users. Period as the decimal separator, no thousands separator.	22.72	
listPrice	*Optional.* A list price or MSRP to illustrate the savings when compared with the price. Period as the decimal separator, no thousands separator.	30.30	
margin	*Optional.* The profit margin of the item. Sale price - current cost of goods. Period as the decimal separator, no thousands separator.	2.45	
currency	*Optional.* ISO 4217[4] Currency Code. Uppercase.	USD	1023
priceDes cription	*Optional.* Descriptive text for the price.	On sale this week only	1023
categori es	*Optional.* Category id paths are delimited with > characters. Multiple categories may be defined via pipe delimiting. A literal pipe in one of the values is represented as two pipe characters in the feed.	Home>Bedr oom|Home> Bathroom	1023
inventor yCount	**Recommended**. A count of product inventory. 0 count is considered out of stock and not-promotable in product recommendations.	30	
descripti on	*Optional.* Must contain at least one alphanumeric character, with a maximum of 250 characters.	Some excellent new shoes	1023
dimensio n:	*Optional.* Additional dimensions such as brand and color may be defined and imported with matching column names. Each dimension name must match one configured in the Catalog Setup within the Evergage platform. Column titles are the word 'dimension' followed by colon followed by the attribute name. A product can have multiple dimensions in separate columns. A product can have multiple values for the same dimension, separated by the pipe character. A literal pipe in one of the values is represented as two pipe characters in the feed.	"dimensio n: Color", "dimensio n: Material" "Blue|Yel low", "Leather"	1023
published	*Optional.* ISO 8601[1] Date time string for published date.	2017-04-22T10:23: 37Z	

expiration	*Optional.* ISO 8601[1] Date time string for product expiration date.	`2017-04-22T10:23:37Z`	
skus	*Optional.* The set of SKUs for this product, separated by the pipe character. A literal pipe in one of the values is represented as two pipe characters in the feed. SKUs are case-sensitive. This is typically used when all SKUs share the same product information.	`sku104272` `|sku32342` `|sku33388`	1023
location	*Optional.* Space-delimited ISO 6709[5] Geographic Point Location	`35.89421911` `139.94637467`	1023
promotable	*Optional.* Boolean. Is this product allowed to be shown in recommendations?	`true` `false`	
attribute:	*Optional.* The custom attributes for this product. Column titles are the word 'attribute' followed by colon followed by the attribute name. Attributes are singled-valued and always interpreted as strings. Custom attributes must be pre-configured in the Catalog Setup pages before they may be ingested.	`"attribute:fit",` `"attribute:length"` `"loose",` `"long"`	1023
locale	*Optional.* An ISO 639 alpha-2 language code followed by an underscore followed by an ISO 3166 alpha-2 country code. To provide localized content, create a feed file per locale. Add the locale column to each feed. In the feed for the dataset primary locale, provide full product information. In the locale-specific feeds provide only the fields whose values differ depending on the locale. The dataset primary locale is configured in Catalog Setup.	`en_US` `ja_JP`	5

SKU Data Feeds

Evergage supports the ingesting of product SKUs into the catalog. SKUs may be updated by sending new SKU with the same skuID. SKUs can not switch parent productIDs via feeds.

File Name Format: sku-YYYY-MM-DD_HH-MM-SS.csv or sku-us_EN-YYYY-MM-DD_HH-MM-SS.csv (see locale field)

Requirements and Schema

Field Name	Minimum Requirements	Example Values	Max Length
id	**Required.** Product IDs must **exactly** match the product IDs provided on site and captured by Evergage catalog mapping. Examples of unacceptable identifiers: • product name • product ID in a different format • an inventory ID that is not used by Evergage to track on site Product IDs must appear at most once in the product feed. Duplicate appearances of product IDs will produce unexpected results. IDs must represent unique products and **not** unique SKUs.	`prod12377 23`	255
productId	**Required.** Product id of the parent product. All SKUs with the same product id must appear consecutively.	`prod123`	1023
url	*Optional.* RFC-3986[3] Complete URLs that represent the canonical product display page for this product.	`https://e xample. com /products /prod1. html`	1023
imageUrl	*Optional.* RFC-3986[3] Fully-qualified URL for an image of this item.	`https://e xample. com/img /img1.png`	1023
price	*Optional.* The current offer price of this product to promote to users. Period as the decimal separator, no thousands separator.	`22.72`	
listPrice	*Optional.* A list price or MSRP to illustrate the savings when compared with the price. Period as the decimal separator, no thousands separator.	`30.30`	
margin	*Optional.* The profit margin of the item. Sale price - current cost of goods. Period as the decimal separator, no thousands separator.	`2.45`	
currency	*Optional.* ISO 4217[4] Currency Code. Uppercase.	`USD`	1023
priceDes cription	*Optional.* Descriptive text for the price.	`On sale this week only`	1023
inventor yCount	*Optional.* A count of product inventory. 0 count is considered out of stock and not-promotable in product recommendations.	`30`	

dimensio n:	*Optional.* Additional dimensions such as brand and color may be defined and imported with matching column names. Each dimension name must match one configured in the Catalog Setup within the Evergage platform. Column titles are the word 'dimension' followed by colon followed by the attribute name. A product can have multiple dimensions in separate columns. A product can have multiple values for the same dimension, separated by the pipe character. A literal pipe in one of the values is represented as two pipe characters in the feed.	`"dimensio n:Color"`
		
		`"Blue"`
			1023

promota ble	*Optional.* Boolean. Is this product allowed to be shown in recommendations?	`true`
		
		`false`	

attribute:	*Optional.* The custom attributes for this product. Column titles are the word 'attribute' followed by colon followed by the attribute name. Attributes are singled-valued and always interpreted as strings. Custom attributes must be pre-configured in the Catalog Setup pages before they may be ingested.	`"attribut e:fit", "attribut e:length"`
		
		`"loose", "long"`
			1023

locale	*Optional.* An ISO 639 alpha-2 language code followed by an underscore followed by an ISO 3166 alpha-2 country code.
	
	To provide localized content, create a feed file per locale. Add the locale column to each feed. In the feed for the dataset primary locale, provide full product information. In the locale-specific feeds provide only the fields whose values differ depending on the locale. The dataset primary locale is configured in Catalog Setup.
		`en_US`
		
		`ja_JP`
			5

Category Data Feeds

Evergage supports ingesting categories. Categories can be updated by *exactly matching* on the categoryId for the category to update.

File Name Format: category-YYYY-MM-DD_HH-MM-SS.csv

Requirements and Schema

Field Name	Minimum Requirements	Example Values	Max Length
category Id	**Required.** Category IDs must **exactly** match the same type of identifier that is transmitted for category IDs in the Evergage site beacon integration and in the product feed. Specifically, the exact category ID must be available on the site, such that the Evergage beacon can include it. Examples of unacceptable identifiers: • category name • a category ID that is not accessible by the Evergage site beacon integration Category IDs must appear at most once in the category feed.	`12336`	255
parentC ategoryId	**Required.** Parent category IDs must be of the same exact format and values as the IDs used in the categoryId field. Root categories exception: an empty value or value of 0 is acceptable when a category has no parent. All categories with the same parent category ID must appear consecutively.	`3356`	255
name	**Required.** Must contain at least one alphanumeric character.	`Chelsea Tee`	1023
url	*Optional.* RFC-3986[3] Complete URL that represents the canonical category description or listing page for this category.	`http://www. example.com/c /mens/shirts /tees`	1023
imageUrl	*Optional.* RFC-3986[3] Complete URL representing the image of this item.	`http://www. example.com /images/12336. png`	1023

departm ent	*Optional.* Boolean. Is this category referred to as a "Department", or "Top Level Category"?	`true`
		
		`false`
			true
			
			false

Custom Dimension Feeds

Custom dimensions may be defined with additional attribute values that are not part of related feed files. For example, a store feed could include information such as store address and other relevant metadata to be imported into the store dimension. Custom dimensions may be defined within the catalog setup pages or by Gears and can include specific custom attributes. When sending a custom dimension feed, each dimension must be in a separate file.

File Name Format: dimension-store-YYYY-MM-DD_HH-MM-SS.csv or dimension-brand-us_EN-YYYY-MM-DD_HH-MM-SS.csv (see locale field)

Requirements and Schema

Field Name	Minimum Requirements	Example Values	Max Length
id	**Required.** IDs must exactly match the same type of identifier that is transmitted in the Evergage site beacon integration. IDs must appear at most once in the category feed.	`store123`	255
dimensionId	**Required.** The dimension that this row belongs to. This must exactly match the name of the dimension specified in catalog setup.	`Store`	255
name	**Required.** Must contain at least one alphanumeric character.	`Fresh Pond Mall`	1023
url	*Optional.* RFC-3986[3] Complete URL for this item.	`http://www.example.com/stores/1234`	1023
imageUrl	*Optional.* RFC-3986[3] Complete URL representing the image of this item.	`http://www.example.com/images/1234.png`	1023
location	*Optional.* Space-delimited ISO 6709[5] Geographic Point Location	`35.89421911 139.94637467`	1023
address	*Optional.* Street address	`24 Bullhorn Rd`	1023
city	*Optional.* City	`Boston`	255
state	*Optional.* State	`MA`	255
postalCode	*Optional.* Postal Code	`02210`	255
countryCode	*Optional.* An ISO 3166-1 alpha-2[2] country code (e.g. "US")	`US`	2

attribute:	*Optional.* Column titles are the word 'attribute' followed by colon followed by the attribute name. Attributes are singled-valued and always interpreted as strings. Custom attributes must be pre-configured in the Catalog Setup pages before they may be ingested.	`"attribute:phoneNumber"`
		
		 `"555-456-1212"`
			1023

locale	*Optional.* An ISO 639 alpha-2 language code followed by an underscore followed by an ISO 3166 alpha-2 country code.
	
	 To provide localized content, create a feed file per locale. Add the locale column to each feed. In the feed for the dataset primary locale, provide full product information. In the locale-specific feeds provide only the fields whose values differ depending on the locale. The dataset primary locale is configured in Catalog Setup.
		`en_US`
		
		 `ja_JP`
			5

References

1. ISO 8601: *Data elements and interchange formats – Information interchange – Representation of dates and times* - https://www.iso.org/iso-8601-date-and-time-format.html
2. ISO 3166-1_alpha-2: http://en.wikipedia.org/wiki/ISO_3166-1_alpha-2
3. RFC 3986: *Uniform Resource Identifier (URI) Generic Syntax* - https://tools.ietf.org/html/rfc3986
4. ISO 4217: *Currency Code* - https://en.wikipedia.org/wiki/ISO_4217
5. ISO 6709: *Standard representation of geographic point location by coordinates* - https://en.wikipedia.org/wiki/ISO_6709
6. RFC 4180: *Common Format and MIME Type for Comma-Separated Values (CSV) Files – https://tools.ietf.org/html/rfc4180#section-2*