

Product Locale ETL



New Name: Marketing Cloud Personalization

Interaction Studio (formerly Evergage) is now known as Marketing Cloud Personalization. The new name reflects our mission and vision for innovation in Salesforce Marketing Cloud. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in various places until we replace it.



Interaction Studio supports localization of catalog items, which allows unique data for specific fields to be stored based on the language and country codes. The locale specific data can then be leveraged on site (provided you are tracking users' locale information on your website using the sitemap) to display product information with the locale-specific data for the catalog item. The Product Locale ETL allows for ingestion of locale-specific product information. It is intended to enhance the existing product catalog to support a localized experience, and should be used in conjunction with a [Product ETL](#) or another method of populating products in the catalog, such as sitemapping.

- Product localization is a feature that must be turned on for the Product Locale ETL to function
- Only certain product attributes support localized values – those attributes are denoted in the schema below. Localization is not supported for custom attributes or related catalog objects.
- If an item is included in the Product Locale ETL but does not exist in the Interaction Studio catalog before ingesting the file, an item with the source ID will be created. However, that item will only have the data in locales which are included in the file. If a dataset is in the default configuration (en_US) and a new item with only a locale of fr_FR is included, the item will only load data to the fr_FR locale – there will not be any data in the en_US locale.
- Datasets have a default language in Interaction studio - this is configured in the [Catalog Object Setup](#) screen. This information is considered the default locale of the catalog and should be updated by the standard Product ETL only.

This Article Explains

This article details the requirements and schema of the Product Locale ETL and provides a sample file structure and download.

Sections in this Article

- [Requirements and Schema](#)

Requirements and Schema

Each row requires a product ID and a locale in the format of "2 letter lowercased language code", "underscore", "2 letter uppercased country code". Examples include en_US, fr_FR, de_DE, en_AU, etc.

Products should have a single locale per row of the file, and every locale instance of a product should appear consecutively in the file. If the product appears multiple times in a file without being consecutive, only the last grouped instance of records for that product ID will be written to the catalog. Interaction Studio provides the ability to sort the Product Locale ETL by product ID, but it is not enabled by default. It can be enabled in the Gear Configuration Screen by Admins.

File Format

File Name Format: locale-product-YYYY-MM-DD_HH-MM-SS.csv

Requirements and Schema

Field Name	Minimum Requirements	Example Values	Max Length	Interaction Studio Data Type
id	Required. Product IDs must exactly match the product IDs provided on site and captured by Interaction Studio site mapping, as well as IDs provided in your Product ETL.	prod1237723	255	String
locale	Required. A 5 character representation of the locale associated with the product information in the row. The structure of which must be "2 letter lowercased language code", "underscore", "2 letter uppercased country code".	en_US fr_FR de_DE en_AU	5	String
System Fields				
attribute: name	Represents the name of a product and must contain at least one alphanumeric character.	Slick New Kicks	1023	String
attribute: url	RFC-3986 Complete URLs that represent the canonical product display page for this product.	https://example.com/products/prod1.html	1023	String
attribute: description	Represents the description of the product and must contain at least one alphanumeric character to be set.	Some excellent new shoes	250	String
attribute: price	The current offer price of this product to promote to users. Period as the decimal separator, no thousands separator.	20.11	1023	Decimal/Float

attribute: listPrice	A list price or MSRP to illustrate the savings when compared with the price. Period as the decimal separator, no thousands separator.	30.3	1023	Decimal/Float
attribute: priceDescription	Descriptive text for the price.	On sale this week only	1023	String
attribute: currency	ISO 4217 formatted Currency code. 3 Uppercase letters.	USD AUD EUR	3	String

Sample File

[Sample File Download](#)

id	locale	attribute: name	attribute:url	attribute: price	attribute:description	attribute: currency	attribute: formattedPrice
prod007	es_ES	Coche	test.com/coche	100.12	Descripción del coche de muestra	EUR	100 Euros
prod001	es_ES	Perro	test.com/perro	50	Esto es un perro. ¿O es eso?	EUR	50 Euros
31003	fr_US	Chatte	fr.com/chatte	25	Cette voiture a des vitres manuelles un compteur de vitesse cassé et une radio cassée!	EUR	25 Euros
31003	en_AU	Car	au.com/car	999	This car has manual windows a broken speedometer and broken radio!	AUD	999 Australian Dollars
99837	en_AU	Boot	test.com/boot	9	The boot prevents cars from moving.	AUD	9 Australian Dollars
hatchback	kr_KR	Hatchback	hatchback.com/hatchback	654	sedangwa SUVui gyochoajeom	KRW	654 Won