

What are product feeds?

A product feed is a CSV (comma separated values) file which contains your product database. For each product you supply information such as the Product Name, Product Price etc. Each value, or field, is separated by comma, tab or pipe.

An example of a csv file

	A	B	C	D	E	F	G	H	I
14	ID	SKU	Name	Short description	Description	Sale price	Regular price	Categories	External URL
15	73658	7791248E	10" Showerhead Perculator Bong by Diamond Glass	badassglass.com has 10" Showerhead	The precise lines and perfect symmetry of this piece make it a true work of art.	100	140	Bongs > Beaker	https://www.badassglass.com/collect
16	73659	1B75F8C6	7mm Thick Perculator Bong by Bougie	badassglass.com has 7mm Thick	Wow this piece has got some serious style and class.	232.5	350	Bongs > Beaker	https://www.badassglass.com/collect
17	73660	D0BFE1F1	Mini Bong with Perc by Diamond	badassglass.com has Mini Bong	This beautiful flask shaped Mini Bong is a true work of art.	94.68	164	Bongs > Beaker	https://www.badassglass.com/collect
18	73661	549A21DB	UFO Bong by Diamond Glass	badassglass.com has UFO Bong	The UFO Bong by Diamond Glass is a true work of art.	128.3	200	Bongs > Beaker	https://www.badassglass.com/collect
19	73662	764CD5A6	10" Beaker Bong	badassglass.com has 10" Beaker	The 10 inch beaker bong by Diamond Glass is a true work of art.	71.34	130	Bongs > Beaker	https://www.badassglass.com/collect
20	73663	3ED4E51E	Limited Edition Gold Bong	badassglass.com has Limited Edition	Finally, a gold bong to flex on the streets.	64.8	150	Bongs > Beaker	https://www.badassglass.com/collect
21	73664	7A0C021F	Thick Beaker Bong with Matrix Perc	badassglass.com has Thick Beaker	The 6mm thick beaker bong by Diamond Glass is a true work of art.	188.4	260	Bongs > Beaker	https://www.badassglass.com/collect
22	73665	7500069B	Mini Perculator Bong 2.0	badassglass.com has Mini Perculator	Standing at a 10 inches, this little	94.55	140	Bongs > Beaker	https://www.badassglass.com/collect

CSV files have been around for a long time, dating back to the days of mainframe computing. For this reason, CSV files are common to all computer platforms, which means the likelihood of your existing software being able to export your products into a CSV file is high. [How to export products from Shopify](#)

Products Feed at Token Deals

Token Deals offers its Merchants and Affiliates the most advanced and only product directory and comparison site for ALL Smoking, Dabbing, and Vaping products. Our product feed upload flexibility adapts to each Merchant's unique feed, which means bespoke feeds can be offered by Merchants to their Affiliates without limitation. We do however have a few recommendations and requirements which you should be aware of.

Required Fields in your Product Feed

We require the following fields to be present in a feed.

Product ID (or Product Reference)

This field should contain a unique reference for the product, which does not change for the lifetime of the product and is unique to that product. It is important that the product id is not re-used in the future. A Products SKU can be used for this

Product Name

The product name should be one the customer would expect to see

Product Price

This is the full inclusive price the customer should expect to see when they visit your web site. If this is a sales price, use the sales price. Additionally we highly recommend to include the old price (presale) so we can display the discount amount.

Product URL (or URL to Product)

This is the full URL to the product, we convert this link into an Affiliate URL for the Affiliate to use. If during your original integration you requested certain linking methods these will be applied by us automatically and do not need to be included in the feed.

Product Description

This is the full product description. If this contains HTML code you can choose to remove this yourself, or we can automatically do that for you. You can include two separate product descriptions if you wish, one with HTML and one without and we can offer both to Affiliates.

Product Image URL

This is a URL to the image of the product. It should be a link to the largest possible image you have available. For example, if you show a small image on your web page with a link to a “zoomed” version of the product, then we should have the URL to the “zoomed” image. Another innovation we offer is that we download all images from the Merchant, and re size them to a standard set of sizes for Affiliates. It is therefore best for us to start re sizing from the largest possible image you have. If you have multiple images for each product then you can include them all in additional fields.

Product Category

This is the category the product is found in on your web site. If you have a multi-path category structure, for example, Bongs > Beaker Bongs, then you should use the full category path in your field.

EXAMPLE FILE (Required Data is marked with: *)

Additional and Optional Fields

If you have additional data for each product beyond our required fields you can also include these in the product feed. The Affiliate has the option of using these fields or not, so it makes sense to include everything you can and let the Affiliate choose. Here are some suggestions to fields you may want to include, if you have them available.

Brand Name

This is almost a required field as most Merchants do offer this. For example this would be the brand of clothing or manufactures name of the product.

Availability / is in stock

Customers should expect to see if a product is instock when they visit your web site. When set to out of stock it will hide the product in our sites directory and reappear when the product is back in stock.

Product Video

Product Video URL (Supports Youtube & Vimeo) Adds an additional tab on the product page to display your products video. Video can also be played in quick view on product grids

Short or Summary Description

In addition to the required Product Description field, if you have any additional descriptions you may wish to include them in this field. For example, some Merchants use a shorter summary description on their product listing page, but show the full description elsewhere. These could be useful for Affiliates, they are also good for using in Content Units and should be included if possible.

Unlimited Possibilities Due to the flexibility of our product feed system you can include any field you wish within your feed. This provides the Affiliate with the option to use these. Other fields may be 'Product Color', 'Release Date', 'Product Rating' and indeed any others you deem important.

The CSV format

Field Order

You may arrange the fields in your CSV file in any order. However it is important that once your product feed is initially imported that all subsequent imports retain the same field order. If you need to add additional fields at a later date they should be added to the very end of the current fields. Also removing a field after integration breaks the format, so it is essential to leave the field in place but remove the contents of the field for each product. Please inform Toker Deals Results in advance of any changes being made. The feeds are imported and processed automatically on a daily basis. Changes may affect this and prevent an update for that day.

Separation Character

Each field in your CSV file needs to be separated by a single character, traditionally this is a comma. This means that any field which contains a comma, (such as a product description), requires the application of quotes to the start and end of that field, this allows the system to identify the comma used to separate the fields from a comma which exists in the description. You may find it easier to use a tab, or pipe to separate fields, as it is less common for these to be included in your product data itself.

Troubleshooting images not being able to be imported

Sometimes we are unable to download your website's product images via link. This is most likely because your website has Hotlink Protection enabled (Protect your images from off-site linking). This usually occurs if your site is using Cloudflare. There is a dedicated switch to turn this off and on: <https://dash.cloudflare.com/redirect?zone=content-protection> You can temporarily disable this, we import your products with images, and you can turn it back on.