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Crescit Product Data Specification

Last update: December 13, 2018

Use this specification to format your product information for display in the Crescit Directory. Submitting your product data in the correct format is important for creating a quality customer experience for your products.

Before you begin

- The Crescit Product Data Specification format is modelled after the Google Merchant XML format so as to help minimize the effort required creating it.
- Crescit has added some Attributes to the Google format to accommodate its own database structure
- Not all Google feed Attributes are supported, at present only those Attributes listed below are supported
- A sample XML file is shown at the bottom of this document

Basic product data

The product information you submit using these attributes is our foundation for creating a great customer experience. Make sure everything you submit is of the quality you'd show to a customer.

Attribute	Format	Minimum requirements at a glance
<code>id</code>	<p>Required Your product's unique identifier</p> <p>Example <code>A2B4</code></p> <p>Syntax Max 50 characters</p> <p>Schema.org property <code>Product.sku</code></p>	<p>Use a unique value for each product. Use the product's SKU where possible</p> <p>Keep the ID the same when updating your data</p> <p>Use only valid unicode characters. Avoid invalid characters like control, function, or private area characters</p> <p>Use the same ID for the same product - across countries or languages</p>
<code>title</code>	<p>Required Your product's name</p> <p>Example <code>Mens Pique Polo Shirt</code></p> <p>Syntax</p>	<p>Accurately describe your product and match the title from your landing page</p> <p>Don't include promotional text like "free shipping," all</p>

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Attribute	Format	Minimum requirements at a glance
	<p>Max 150 characters</p> <p>Schema.org property <code>Product.name</code></p>	<p>capital letters, or gimmicky foreign characters</p> <p>For variants</p> <p>Include a distinguishing feature such as color or size</p> <p>For mobile devices</p> <p>Include “with contract” if sold with a contract</p> <p>For the United States, include “with payment plan” if sold in installments</p> <p>For Russia</p> <p>For books and other information products, include the age rating at the beginning of the title</p>
<code>description</code>	<p>Required Your product’s description</p> <p>Example</p> <p><code>Made from 100% organic cotton, this classic red men’s polo has a slim fit and signature logo embroidered on the left chest. Machine wash cold; imported.</code></p> <p>Syntax Max 5000 characters</p> <p>Schema.org property <code>Product.description</code></p>	<p>Accurately describe your product.</p> <p>Don’t include promotional text like "free shipping," all capital letters, or gimmicky foreign characters</p> <p>Include only information about the product. Don’t include links to your store, sales information, details about competitors, other products, or accessories</p> <p>Use formatting (for example, html tags, line breaks, lists, or italics) to format your description</p>
<code>short_description</code>	<p>Required Your product’s short description</p> <p>Example</p> <p><code>Airstar 4k Tungsten Ellipse</code></p> <p>Syntax</p>	<p>Do NOT use formatting (for example, line breaks, lists, or italics) or punctuation to format the short description</p>

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Attribute	Format	Minimum requirements at a glance
	Max 100 characters Schema.org property <code>Crescit custom field</code>	
features	Optional The main features you want to highlight for your product Example <ul style="list-style-type: none">• <code>Easy to use</code>• <code>Low power consumption</code> Syntax Max 1000 characters Schema.org property <code>Crescit custom field</code>	Primary or main product features Use formatting (for example, html tags, line breaks, bullet lists, or italics) to format your description
specifications	Optional The main specifications for your product Example <code>Voltage: 120 VAC</code> <code>Wattage: 300 W</code> <code>Weight: 5.5 lb</code> Syntax Max 1000 characters Schema.org property <code>Crescit custom field</code>	Use only line breaks and colons, do not use HTML formatting
link	Required Your product's landing page Example <code>http://www.example.com/asp/sp.asp?cat=12&id=1030</code> Schema.org property <code>Offer.url</code>	Use your verified domain name Start with <code>http</code> or <code>https</code> Use an encoded URL that complies with RFC 2396 or RFC 1738. For example, a comma would be represented as <code>"%2C"</code>
image_link	Required	For the image URL: Link to the main image of

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Attribute	Format	Minimum requirements at a glance
	<p>The URL of your product's main image</p> <p>Example <code>http://www.example.com/image1.jpg</code></p> <p>Schema.org property <code>Product.image</code></p>	<p>your product</p> <p>Start with <code>http</code> or <code>https</code></p> <p>Use an encoded URL that complies with RFC 2396 or RFC 1738. For example, a comma would be represented as "%2C"</p> <p>Make sure the URL can be crawled by Google (robots.txt configuration allowing Googlebot and Googlebot-image)</p> <p>For the image:</p> <p>Accurately display the product you're selling</p> <p>Use an accepted format: non-animated GIF (.gif), JPEG (.jpg/.jpeg), PNG (.png), BMP (.bmp), and TIFF (.tif/.tiff)</p> <p>For all products, use an image of 300 x 300 pixels</p> <p>Don't submit an image larger than 64 megapixels or a file larger than 10MB</p> <p>Don't scale up an image or submit a thumbnail</p> <p>Don't include promotional text, watermarks, or borders</p> <p>Don't submit a placeholder or a generic image Exceptions:</p> <p>In <code>Hardware</code> (632) or <code>Vehicles & Parts</code> (888) categories, illustrations are accepted</p> <p>In any paint or color filter category, single color images are allowed</p>
<code>additional_image_link</code>	<p>Optional</p> <p>The URL of an additional image for your</p>	<p>Meet the requirements for the <code>image_link</code> attribute</p>

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Attribute	Format	Minimum requirements at a glance
	<p>product</p> <p>Example <code>http://www.example.com/image1.jpg</code></p> <p>Syntax Max 2000 characters</p>	<p>with these exceptions:</p> <p>The image can include product staging and show the product in use</p> <p>Graphics or illustrations can be included</p> <p>Submit up to 10 additional product images by including this attribute multiple times</p>
<code>mobile_link</code>	<p>Optional</p> <p>Your product's mobile-optimized landing page when you have a different URL for mobile and desktop traffic</p> <p>Example <code>http://www.m.example.com/asp/sp.asp?cat=12&id=1030</code></p> <p>Syntax Max 2000 alphanumeric characters</p>	<p>Meet the requirements for the <code>link</code> attribute</p>

Price & availability

These attributes define the price and availability for your products. This information is shown to potential customers in your ads. If your products' prices and availability change often, keep in mind that you'll need to let us know about all the updates to be able to run ads.

Attribute	Format	Minimum requirements at a glance
<code>availability</code>	<p>Optional</p> <p>Your product's availability</p> <p>Example <code>in stock</code></p> <p>Supported values</p> <p><code>in stock</code> <code>out of stock</code> <code>preorder</code></p> <p>Schema.org property</p>	<p>Accurately submit the product's availability date</p>

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Attribute	Format	Minimum requirements at a glance
<code>availability_date</code>	<p><code>Offer.availability</code></p> <p>Optional The date a ordered product becomes available for delivery</p> <p>Example (For UTC+1) <code>2016-02-24T11:07:31+0100</code></p> <p>Syntax</p> <p>Max 25 alphanumeric characters ISO 8601 <code>YYYY-MM-DD</code> <code>YYYY-MM-DDThh:mm:ss</code> <code>YYYY-MM-DDThh:mm:ssZ</code></p> <p>Schema.org property</p> <p><code>Offer.availabilityStarts</code> <code>Offer.availabilityEnds</code></p>	<p>Use this attribute if you submit <code>availability</code> as <code>preorder</code></p>
<code>cost_of_goods_sold</code>	<p>Optional The costs associated with the sale of a particular item as defined by the accounting convention you set up. These costs may include material, labor, freight, or other overhead expenses. By submitting the COGS for your products, you gain insights about other metrics, such as your gross margin and the amount of revenue generated.</p> <p>Example <code>23.00 USD</code></p> <p>Syntax</p> <p>ISO 4217 codes</p>	

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Attribute	Format	Minimum requirements at a glance
	Use '.' rather than ',' to indicate a decimal point Numeric	
<code>expiration_date</code>	Optional The date that your product should stop showing Example (For UTC+1) <code>2016-07-11T11:07:31+0100</code> Syntax Max 25 alphanumeric characters ISO 8601 <code>YYYY-MM-DD</code> <code>YYYY-MM-DDThh:mm:ss</code> <code>YYYY-MM-DDThh:mm:ssZ</code>	Use a date less than 30 days in the future
<code>price</code>	Required Your product's MSRP price Example <code>15.00 USD</code> Syntax Numeric ISO 4217 Schema.org property <code>Offer.priceSpecification</code>	Accurately submit the product's price and currency Don't submit a price of 0 For products sold in bulk quantities, bundles, or multipacks Submit the total price of the minimum purchasable quantity, bundle, or multipack For the US and Canada Don't include tax in the price For all other countries Include value added tax (VAT) or Goods and Services Tax (GST) in the price See <code>unit_pricing_measure</code> and <code>installment</code> attributes for additional options to submit price-related information

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Attribute	Format	Minimum requirements at a glance
<code>sale_price</code>	<p>Optional Your product's sale price</p> <p>Example 15.00 USD</p> <p>Syntax</p> <p>Numeric ISO 4217</p> <p>Schema.org property <code>Offer.priceSpecification</code></p>	<p>Meet the requirements for the <code>price</code> attribute</p> <p>Submit the <code>sale_price</code> in addition to the <code>price</code> attribute with the non-sale price</p> <p>Accurately submit the product's sale price, and match the sale price from your landing page</p>
<code>sale_price_effective_date</code>	<p>Optional The date range during which the product's <code>sale_price</code> applies</p> <p>Example (For UTC+1) 2016-02-24T11:07:31+0100 / 2016-02-29T23:07:31+0100</p> <p>Syntax</p> <p>Max 51 alphanumeric characters ISO 8601 <code>YYYY-MM-DD</code> <code>YYYY-MM-DDThh:mm:ss</code> <code>YYYY-MM-DDThh:mm:ssZ</code></p> <p>Separate start date and end date with /</p> <p>Schema.org property</p> <p><code>Offer.priceSpecification.validFrom</code> <code>Offer.priceSpecification.validThrough</code></p>	<p>Use together with <code>sale_price</code></p> <p>If you don't submit <code>sale_price_effective_date</code>, the <code>sale_price</code> always applies</p> <p>Use a start date before the end date</p>
<code>unit_pricing_measure</code>	<p>Optional (except when required by local laws or regulations)</p>	<p>Use the measure or dimension of the product without packaging</p> <p>Use a positive number</p>

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Attribute	Format	Minimum requirements at a glance
	<p>The measure and dimension of your product as it is sold</p> <p>Example 1.5kg</p> <p>Syntax Numerical value + unit</p> <p>Supported units</p> <p>Weight: oz, lb, mg, g, kg</p> <p>Volume US imperial: floz, pt, qt, gal</p> <p>Volume metric: ml, cl, l, cbm</p> <p>Length: in, ft, yd, cm, m</p> <p>Area: sqft, sqm</p> <p>Per unit: ct</p> <p>Schema.org property Offer.price Specification.reference Quantity</p>	
<code>unit_pricing_base_measure</code>	<p>Optional (except when required by local laws or regulations)</p> <p>The product's base measure for pricing (e.g. 100ml means the price is calculated based on a 100ml units)</p> <p>Example 100g</p> <p>Syntax Integer + unit</p> <p>Supported integers 1, 10, 100, 2, 4, 8</p> <p>Supported units</p> <p>Weight: oz, lb, mg, g, kg</p> <p>Volume US imperial: floz, pt, qt, gal</p>	<p>Optional when you submit <code>unit_pricing_measure</code></p> <p>Use the same unit of measure for both <code>unit_pricing_measure</code> and <code>unit_pricing_base_measure</code></p> <p>Keep in mind that the price (or sale price, if active) is used to calculate the unit price of the product. For example, if <code>price</code> is 3 USD, <code>unit_pricing_measure</code> is 150ml, and <code>unit_pricing_base_measure</code> is 100ml, the unit price is 2 USD / 100ml</p>

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Attribute	Format	Minimum requirements at a glance
	<p>Volume metric: <code>ml, cl, l, cbm</code></p> <p>Length: <code>in, ft, yd, cm, m</code></p> <p>Area: <code>sqft, sqm</code></p> <p>Per unit: <code>ct</code></p> <p>Additional supported metric integer + unit combinations</p> <p><code>75cl, 750ml, 50kg, 1000kg</code></p> <p>Schema.org property</p> <p><code>Offer.price</code></p> <p><code>Specification.reference</code></p> <p><code>Quantity.valueReference</code></p>	
<code>installment</code>	<p>Optional (available for Brazil and Mexico and, for mobile phones and tablets only, available for the US, UK, Germany, France, and Ireland)</p> <p>Details of an installment payment plan</p> <p>Example</p> <p><code>6, 50 BRL</code></p> <p>Syntax</p> <p><code>installment</code> uses 2 sub-attributes:</p> <p><code>months</code> (required) Integer, the number of installments the buyer has to pay.</p> <p><code>amount</code> (optional) ISO 4217, the amount the buyer has to pay per month</p>	<p>Make sure you still include the price attribute with the total <code>price</code> for the product</p>

Product category

These attributes help Google understand what you're selling so we can better connect your ads with search queries from potential customers. Keep in mind that you can also use these product categorizations later on to help you organize your advertising campaign in Google Ads.

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Attribute	Format	Minimum requirements at a glance
<code>google_product_category</code>	<p>Optional Google-defined product category for your product</p> <p>Example <code>Apparel & Accessories > Clothing > Outerwear > Coats & Jackets</code> or <code>371</code></p> <p>Syntax Value from the Google product taxonomy</p> <p>The numerical category ID, or The full path of the category</p> <p>Supported values Google product taxonomy</p>	<p>Include only 1 category</p> <p>Include the most relevant category</p> <p>Include either the full path of the category or the numerical category ID</p> <p>Include a specific category for certain products:</p> <p>Alcoholic beverages must be submitted with one of these categories:</p> <p><code>Food, Beverages & Tobacco > Beverages > Alcoholic Beverages (499676)</code>, or any of its subcategories</p> <p><code>Arts & Entertainment > Hobbies & Creative Arts > Homebrewing & Winemaking Supplies (3577)</code>, or any of its subcategories</p> <p>Mobile devices sold with contract must be submitted as <code>Electronics > Communications > Telephony > Mobile Phones (267)</code> for phones or <code>Electronics > Computers > Tablet Computers (4745)</code> for tablets</p> <p>Gift Cards must be submitted as <code>Arts & Entertainment > Party & Celebration > Gift Giving > Gift Cards & Certificates(53)</code></p>
<code>product_category</code>	<p>Required Product category that you define for your product</p> <p>Example</p>	<p>Include the full category. For example, include <code>Home > Women > Dresses > Maxi Dresses</code> instead of</p>

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Attribute	Format	Minimum requirements at a glance
	<p>Home > Women > Dresses > Maxi Dresses</p> <p>Syntax Max 750 alphanumeric character</p> <p>Schema.org property Crescit custom field</p>	just Dresses

Product identifiers

These attributes are used to provide product identifiers that define the products you're selling in the global marketplace. We use product identifiers to understand what you're selling. When we understand what you're selling, we can help boost your ad performance by adding valuable details about the product and serving the ad in a more relevant way to users. [Learn more about product identifiers.](#)

Attribute	Format	Minimum requirements at a glance
<code>manufacturer</code>	<p>Your manufacturer's name</p> <p>Example Electronic Theatre Controls</p> <p>Syntax Max 70 characters</p> <p>Schema.org property Crescit custom field</p>	Provide the name of the manufacturer of this product
<code>brand</code>	<p>Optional Your product's brand name</p> <p>Example Roscolux</p> <p>Syntax Max 70 characters</p> <p>Schema.org property Product.brand</p>	<p>Provide the brand name of the product generally recognized by consumers</p> <p>Only provide your store name as the brand in the case where you manufacture the product, or your product falls into a generic brand category. For example, you could submit your store name as the brand if you sell white label products or customized jewelry</p>

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Attribute	Format	Minimum requirements at a glance
		<p>If you don't have a brand to provide, don't provide a value. For example, don't use <i>N/A</i>, <i>Generic</i>, <i>No brand</i>, or <i>Does not exist</i></p> <p>For compatible products: Submit the GTIN and brand from the manufacturer who actually built the compatible product</p> <p>Don't provide the Original Equipment Manufacturer (OEM) brand to indicate that your product is compatible with or a replica of the OEM brand's product</p>
<p>gtin</p>	<p>Required (For all new products with a gtin assigned by the manufacturer)</p> <p>Optional for all other products Your product's Global Trade Item Number (GTIN)</p> <p>Example 3234567890126</p> <p>Syntax Max 50 numeric characters (max 14 per value - added spaces and dashes are ignored)</p> <p>Supported values</p> <p>UPC (in North America / GTIN-12) 12-digit number like 323456789012 8-digit UPC-E codes should be converted to 12-digit codes</p> <p>EAN (in Europe / GTIN-13) 13-digit number like 3001234567892</p> <p>JAN (in Japan / GTIN-13) 8 or 13-digit number like 49123456 or 4901234567894</p> <p>ISBN (for books) 10 or 13-digit number like 1455582344 or 978-1455582341. If you have both, only include the 13-</p>	<p>Exclude dashes and spaces Submit only valid GTINs as defined in the official GS1 validation guide, which includes these requirements: The checksum digit is present and correct The GTIN is not restricted (GS1 prefix ranges 02, 04, 2) The GTIN is not a coupon (GS1 prefix ranges 98 - 99)</p> <p>For compatible products: Submit the GTIN and brand from the manufacturer who actually built the compatible product</p> <p>Don't provide the Original Equipment Manufacturer (OEM) brand to indicate that your product is compatible with or a replica of the OEM brand's product</p> <p>For multipacks:</p>

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Attribute	Format	Minimum requirements at a glance
	<p>digit number. ISBN-10 are deprecated and should be converted to ISBN-13</p> <p>ITF-14 (for multipacks / GTIN-14) 14-digit number like 10856435001702</p> <p>Schema.org property</p> <ul style="list-style-type: none"><code>Product.isbn</code><code>Product.gtin8</code><code>Product.gtin12</code><code>Product.gtin13</code><code>Product.gtin14</code>	<p>Use the product identifiers that relates to the multipack</p> <p>For bundles:</p> <p>Use the product identifiers for the main product in the bundle</p> <p>If you offer customization, engraving, or other personalization of a product that's been assigned a GTIN by the manufacturer:</p> <p>Submit the GTIN and use the <code>is_bundle</code> attribute to let us know that the product includes customization</p> <p>If your product doesn't have both a GTIN and MPN:</p> <p>Set <code>identifier_exists</code> to <code>no</code> (<code>FALSE</code>)</p>
MPN	<p>Required</p> <p>Your product's Manufacturer Part Number (mpn)</p> <p>Example</p> <p><code>G0123450OGLE</code></p> <p>Syntax</p> <p>Max 70 alphanumeric characters</p> <p>Schema.org property</p> <p><code>Product.mpn</code></p>	<p>Only submit MPNs assigned by a manufacturer</p> <p>Use the most specific MPN possible. For example, different colors of a product should have different MPNs</p> <p>If your product doesn't have both a GTIN and MPN:</p> <p>Set <code>identifier_exists</code> to <code>no</code> (<code>FALSE</code>)</p>
<code>identifier_exists</code>	<p>Optional</p> <p>To be used if your new product doesn't have a</p> <p>GTIN and brand or MPN and brand</p> <p>Example</p> <p><code>no</code></p> <p>Supported values</p>	<p>If you don't submit the attribute, the default is <code>yes</code></p> <p>If your product doesn't have a GTIN and brand, or MPN and brand:</p> <p>Set <code>identifier_exists</code> to <code>no</code></p>

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Attribute	Format	Minimum requirements at a glance
	<p><code>yes</code> Product identifiers are assigned to the new product by the manufacturer</p> <p><code>no</code> No GTIN, brand, or MPN are assigned to the new product by the manufacturer</p>	

Detailed product description

These attributes are used to submit particular product characteristics that users commonly search for. The attributes can help you control your ad's appearance when you advertise variants. These attributes are also used to help potential customers filter by attributes on Google Shopping. [Learn more about how to submit variants.](#)

Attribute	Format	Minimum requirements at a glance
<code>status</code>	<p>Optional for new products</p> <p>The current status of your product</p> <p>Example <code>active</code></p> <p>Supported values</p> <p><code>active</code> Still being manufactured, shipped</p> <p><code>inactive</code> No longer being manufactured, may still be shipping from existing stock</p> <p><code>obsolete</code> No longer being manufactured, stocked, or sold</p> <p>Schema.org property <code>Offer.itemCondition</code></p>	

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Attribute	Format	Minimum requirements at a glance
<code>status</code>	<p>Required (If a product contains adult content) Indicate a product includes sexually suggestive content</p> <p>Example <code>yes</code></p> <p>Supported values <code>yes</code> <code>no</code></p>	<p>Submit <code>yes</code> if this individual product contains nudity or sexually suggestive content. If you don't submit the attribute, the default is no. Learn about the adult-oriented content policy</p> <p>If your website is generally focused on an adult audience and contains adult-oriented content with or without nudity, navigate to your Merchant Center account, open General Settings, and check the box next to “This site contains adult products as defined by our policy.” If you check the box, you don't need to submit the <code>adult</code> attribute for individual products.</p>
<code>multipack</code>	<p>Required (For multipack products in Australia, Brazil, Czechia, France, Germany, Italy, Japan, Netherlands, Spain, Switzerland, the UK and the US)</p> <p>Optional for all other products and countries of sale</p> <p>The number of identical products sold within a merchant-defined multipack</p> <p>Example <code>6</code></p> <p>Syntax Integer, greater than 1 (multipacks cannot contain 1 product)</p>	<p>Submit this attribute if you defined a custom group of identical products and are selling them as a single unit of sale. For example, you're selling 6 bars of soap together. Submit the number of products in your multipack. If you don't submit the attribute, the default is <code>0</code></p> <p>If the product's manufacturer assembled the multipack instead of you, don't submit this attribute</p>
<code>is_bundle</code>	<p>Required (For bundles in Australia, Brazil, Czechia, France, Germany, Italy, Japan, Netherlands, Spain, Switzerland, the UK and the US)</p> <p>Optional for all other</p>	<p>Submit <code>yes</code> if you're selling a custom bundle of different products that you created, and the bundle includes a main product. For example, a camera combined with a lens and bag. If you don't submit the attribute, the default is <code>no</code></p> <p>Don't use this attribute for bundles without a clear main product. For example, a gift basket containing cheese and crackers</p>

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Attribute	Format	Minimum requirements at a glance
	<p>products and countries of sale</p> <p>Indicates a product is a merchant-defined custom group of different products featuring one main product</p> <p>Example yes</p> <p>Supported values</p> <p>yes no</p>	
<code>energy_efficiency_class</code>	<p>Optional (Available for EU & CH only, may be required by local laws or regulations)</p> <p>Your product's energy label</p> <p>Example A+</p> <p>Supported values</p> <p>A+++ A++ A B C D E F G</p>	<p>Include the legally required energy label</p> <p>To be used in combination with <code>min_energy_efficiency_class</code> and <code>max_energy_efficiency_class</code> to create an energy efficiency label, for example, A+ (A+++ to D).</p>
<code>min_energy_efficiency_class</code>	<p>Optional (Available for EU & CH only, may be required by local laws or regulations)</p> <p>Your product's energy label</p> <p>Example</p>	<p>Include the legally required energy label</p> <p>To be used in combination with <code>energy_efficiency_class</code> and <code>max_energy_efficiency_class</code> to create an energy efficiency label, for example, A+ (A+++ to D).</p>

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Attribute	Format	Minimum requirements at a glance
	<p>A+++</p> <p>Supported values</p> <p>A+++</p> <p>A++</p> <p>A</p> <p>B</p> <p>C</p> <p>D</p> <p>E</p> <p>F</p> <p>G</p>	
<code>max_energy_efficiency_class</code>	<p>Optional (Available for EU & CH only, may be required by local laws or regulations)</p> <p>Your product's energy label</p> <p>Example</p> <p>D</p> <p>Supported values</p> <p>A+++</p> <p>A++</p> <p>A</p> <p>B</p> <p>C</p> <p>D</p> <p>E</p> <p>F</p> <p>G</p>	<p>Include the legally required energy label</p> <p>To be used in combination with <code>energy_efficiency_class</code> and <code>min_energy_efficiency_class</code> to create an energy efficiency label, for example, A+ (A+++ to D).</p>
		<p>Include one value per product</p> <p>For variants</p> <p>Include with the same value for <code>item_group_id</code> and different values for <code>age_group</code></p>
<code>color</code>	<p>Required (For all apparel items in feeds that target Brazil, France, Germany,</p>	<p>Don't use a number such as 0 2 4 6 8</p> <p>Don't use characters that aren't alphanumeric such</p>

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Attribute	Format	Minimum requirements at a glance
	<p>Japan, the UK, and the US as well as all products available in different colors)</p> <p>Optional for all other products and countries of sale</p> <p>Your product's color(s)</p> <p>Example Black</p> <p>Syntax Max 100 alphanumeric characters (max 40 characters per color)</p> <p>Schema.org property <code>Product.color</code></p>	<p>as <code>#fff000</code></p> <p>Don't use only 1 letter such as R (For Chinese, Japanese, or Korean languages, you can include a single character such as 紅)</p> <p>Don't reference the product or image such as "see image"</p> <p>Don't combine several color names into 1 word, such as <i>RedPinkBlue</i>. Instead, separate them with a /, such as <i>Red/Pink/Blue</i>. Don't use a value that isn't a color, such as <i>multicolor</i>, <i>various</i>, <i>variety</i>, <i>men's</i>, <i>women's</i>, or <i>N/A</i>.</p> <p>If your product features multiple colors, list the primary color first.</p> <p>For variants</p> <p>Include with the same value for <code>item_group_id</code> and different values for <code>color</code></p>
gender	<p>Required (Required for all apparel items in feeds that are focused on people in Brazil, France, Germany, Japan, the UK, and the US as well as all gender-specific products)</p> <p>Optional for all other products and countries of sale</p> <p>The gender for which your product is intended</p> <p>Example Unisex</p> <p>Supported values</p> <p>male female unisex</p> <p>Schema.org property</p>	<p>For some Apparel & Accessories (166) categories like Shoelaces (1856), this attribute is recommended instead of required since these categories aren't dependent on gender</p> <p>For variants</p> <p>Include with the same value for <code>item_group_id</code> and different values for <code>gender</code></p>

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Attribute	Format	Minimum requirements at a glance
	<code>Product.audience.suggestedGender</code>	
<code>material</code>	<p>Required (only if relevant for distinguishing different products in a set of variants)</p> <p>Optional for all other products Your product's fabric or material</p> <p>Example <code>leather</code></p> <p>Syntax Max 200 characters</p>	<p>To indicate multiple materials for a single product (not variants), add a primary material, followed by up to 2 secondary materials, separated by a /. For example, instead of <i>CottonPolyesterElastane</i>, use <i>cotton/polyester/elastane</i></p> <p>For variants Include with the same value for <code>item_group_id</code> and different values for <code>material</code></p>
<code>pattern</code>	<p>Required (only if relevant for distinguishing different products in a set of variants)</p> <p>Optional for all other products Your product's pattern or graphic print</p> <p>Example <code>striped</code> <code>polka dot</code> <code>paisley</code></p> <p>Syntax Max 100 characters</p>	<p>For variants Include with the same value for <code>item_group_id</code> and different values for <code>pattern</code></p>
<code>size</code>	<p>Required (Required for all apparel items in the Apparel & Accessories > Clothing and Apparel & Accessories > Shoes product categories focused on people in Brazil, France, Germany, Japan, the UK,</p>	<p>For variants Include with the same value for <code>item_group_id</code> and different values for <code>size</code></p> <p>If sizes contain multiple dimensions, condense them into 1 value. For example, "16/34 Tall" for neck size 16 inches, sleeve length 34 inches, and "Tall" fit</p> <p>If your item is one size fits all or one size fits most, you can use <code>one size</code>, <code>OS</code>, <code>one size fits all</code>, <code>OSFA</code>, <code>one size fits most</code>, or <code>OSFM</code></p>

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Attribute	Format	Minimum requirements at a glance
	<p>and the US as well as all products available in different sizes)</p> <p>Optional for all other products and countries of sale</p> <p>Your product's size</p> <p>Example XL</p> <p>Syntax Max 100 characters</p>	
<code>size_type</code>	<p>Optional (Available for apparel products only) Your apparel product's cut</p> <p>Example maternity</p> <p>Supported values</p> <p>regular petite plus big and tall maternity</p>	If you don't submit the attribute, the default is <code>regular</code>
<code>size_system</code>	<p>Optional (Available for apparel products only) The country of the size system used by your product</p> <p>Example US</p> <p>Supported values</p> <p>US UK EU DE</p>	If you don't submit the attribute, the default is your county of sale

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Attribute	Format	Minimum requirements at a glance
	FR JP CN (China) IT BR MEX AU	
<code>item_group_id</code>	<p>Required (Brazil, France, Germany, Japan, the United Kingdom, and the US if the product is a variant)</p> <p>Optional for all other products and countries of sale</p> <p>ID for a group of products that come in different versions (variants)</p> <p>Example AB12345</p> <p>Syntax Max 50 alphanumeric characters</p>	<p>Use a unique value for each group of variants. Use the parent SKU where possible</p> <p>Keep the value the same when updating your product data</p> <p>Use only valid unicode characters</p> <p>Use an item group ID for a set of products that differ by one or more of these attributes:</p> <ul style="list-style-type: none"><code>color</code><code>size</code><code>pattern</code><code>material</code><code>age group</code><code>gender</code> <p>Include the same attributes for each product in the item group. For example, if a product varies by size and color, submit <code>size</code> and <code>color</code> for every product that share the same value for <code>item_group_id</code></p> <p>If your products differ by design elements that aren't represented by the attributes above, don't use <code>item_group_id</code></p>

Shipping

These attributes can be used together with the account shipping settings to help you provide accurate shipping costs in your ads. Users rely on the shipping costs to help make choices about what to buy, so it's important to take the time to submit quality shipping information. [Learn how to set up account shipping settings.](#)

Attribute	Format	Minimum requirements at a glance
<code>shipping_weight</code>	Optional (Required for carrier-calculated rates, a table	Submit this value if

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Attribute	Format	Minimum requirements at a glance
	<p>based on weight, or a rule based on weight in your account shipping settings)</p> <p>The weight of the product used to calculate the shipping cost</p> <p>Supported weights</p> <p>0–2000 lbs for imperial 0–1000 kgs for metric</p> <p>Example 3 kg</p> <p>Syntax Integer + unit</p> <p>Supported units</p> <p>lb oz g kg</p>	<p>you set up account shipping settings for carrier-calculated rates or weight-based shipping services</p>
<code>shipping_length</code>	<p>Optional (Required for carrier-calculated rates in your account shipping settings)</p> <p>The length of the product used to calculate the shipping cost by dimensional weight</p> <p>Example 20 in</p> <p>Syntax Integer + unit</p> <p>Supported integers</p> <p>1 - 150 for inches 1 - 400 for cm</p> <p>Supported units</p> <p>in cm</p>	<p>If you submit this attribute, submit all shipping dimension attributes:</p> <p><code>shipping_length</code> <code>shipping_width</code> <code>shipping_height</code></p> <p>Use the same unit for all shipping dimension attributes that apply to a single product</p>
<code>shipping_width</code>	<p>Optional (Required for carrier-calculated rates in your account shipping settings)</p> <p>The width of the product used to calculate the shipping cost</p>	<p>Meet the requirements for the <code>shipping_</code></p>

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Attribute	Format	Minimum requirements at a glance
	<p>by dimensional weight</p> <p>Example <code>20 in</code></p> <p>Syntax Integer + unit</p> <p>Supported integers A value between 1 and 1000</p> <p>Supported units</p> <p><code>in</code> <code>cm</code></p>	<p><code>length</code> attribute</p>
<p><code>shipping_height</code></p>	<p>Optional (Required for carrier-calculated rates in your account shipping settings)</p> <p>The height of the product used to calculate the shipping cost by dimensional weight</p> <p>Example <code>20 in</code></p> <p>Syntax Integer + unit</p> <p>Supported integers A value between 1 and 1000</p> <p>Supported units</p> <p><code>in</code> <code>cm</code></p>	<p>Meet the requirements for the <code>shipping_length</code> attribute</p>

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Sample XML Product Data

The following is a sample XML file that creates a basic product entry in the Crescit.com product directory database.

```
<?xml version="1.0" encoding="UTF-8"?>
<-rss version="2.0" xmlns:g="http://base.google.com/ns/1.0">
<-channel>
  <item>
    <title>Projector Dowser</title>
    <g:mpn>4160</g:mpn>
    <manufacturer>City Theatrical</g: manufacturer >
    <g:brand>City Theatrical</g:brand>
    <g:link> http://www.citytheatrical.com/products/-projector-dowser </g:link>
    <description>
      <![CDATA[Projector Dowser is a simple DMX (or contact closure) controlled flag
        that can be closed in front of the projector's lens when you need a
        complete blackout. An included mounting plate allows a variety of hanging
        positions to suit your production's needs. ]]>
    </description>
    <short_description> City Theatrical Projector Dowser</short_description>
    <features><![CDATA[Quiet operation, ideal for theatre environments ]]><features>
    <specifications>Voltage:120 VAC,Wattage:300 Watts,Weight:3 kg</specifications>
    <g:id>CT4160</g:id>
    <g:condition>new</g:condition>
    <g:price>650.00 USD</g:price>
    <mapprice>570.00 USD</ mapprice >
    <g:availability>in stock</g:availability>
    <status>active</ status >
    <g:image_link><a href="http://www.citytheatrical.com/images/new-
      library/4160_projector_dowser_lg.jpg?sfvrsn=4">http://www.citytheatrical.com/images/new-
      library/4160_projector_dowser_lg.jpg?sfvrsn=4</g:image_link>
    <media_link><a href="https://youtu.be/Krewwn-XbAc">https://youtu.be/Krewwn-XbAc</media_link>
    <g:additional_image_link><a href="http://www.citytheatrical.com/images/new-
      library/4160_projector_dowser_lg.jpg?sfvrsn=4">http://www.citytheatrical.com/images/new-
      library/4160_projector_dowser_lg.jpg?sfvrsn=4</ g:additional_image_link >
    < product_category>lighting/effects</ product_category>
    <g:google_product_category>410</g:google_product_category>
    <g:product_type>Arts & Entertainment &gt; Party &gt; Celebration &gt; Special
      Effects &gt; Special Effects Lighting</g:product_type>
    <g:shipping>
      <g: shipping_weight>3 kg</g: shipping_weight>
      <g: shipping_width>33 cm</g: shipping_width >
      <g: shipping_length>40 cm</g: shipping_length >
      <g: shipping_height>20 cm</g: shipping_height >
    </g:shipping>
  </item>
</channel>
</rss>
```