



PRICECENTER PRODUCT FEED SPECIFICATION FOR CUSTOM-DEVELOPED WEBSHOPS

XML / CSV product list submission – developer documentation

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Last updated: 2026.02.05.
Contact: support@reachrisedigital.com





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1. Introduction

This documentation describes how owners of a custom-developed webshop can submit their webshop's product data to ReachRise Digital Zrt. in the form of a product feed (product list) so that the products can appear in the system. The product list **in XML or CSV format** can also be submitted; however, for full functionality, **using XML is recommended**. CSV is recommended only in exceptional cases, because it is a more limited, more outdated format and is not suitable for reliably handling multi-level / nested fields (e.g. properties, multiple images, etc.), so with CSV the system can import less data. The document provides a uniform specification for the format and values of the fields, as well as the minimum data quality and validation requirements.

Are you using a hosted/rentable webshop (e.g. Shoprenter, UNAS, WooCommerce, Shopify)? On these platforms the product feed can be provided using the system's built-in export or an available extension; no custom development is needed. It is important that several additional fields (e.g. extra images, properties) can only be imported if they are properly configured in the webshop admin interface and are also included in the feed. We summarize the necessary settings in a separate, short guide.

Who is this for?

- developers who create the feed export from the webshop
- integrators / those using a feed management tool

Changes compared to the previous version

The following new fields have been introduced:

- Additional product images: `<pictures><picture>...</picture></pictures>`
- Pre-sale gross price: `<original_grossprice>...<original_grossprice>`
- Custom labels (max. 2): `<custom_labels><custom_label id="...">...</custom_label></custom_labels>`
- Custom additional properties (extensible): `<properties><property ...>...</property></properties>`

2. Basic information and validation rules

If your XML / CSV output does not comply with one of the rules below, our system cannot accept the product list.

Supported formats

- XML (recommended)
- CSV

Character encoding

- XML: UTF-8 encoding is mandatory.
- CSV: The preferred character set is UTF-8, but the use of ISO-8859-2 is also allowed.

Text fields – plain text

All text information must be submitted as plain text. The system does not accept HTML code or HTML character codes in the fields. In XML, using CDATA is recommended for text fields (e.g. name, describe, URLs).

Prices and number formats

- Prices must be provided in all cases. A value of 0 is not accepted.
- The decimal separator can only be a period (.); a comma cannot be used.
- Number fields may contain only numbers (e.g. 7990.00).

XML-specific rules

- For special characters (e.g. &, <, >) standard XML escaping is mandatory (e.g. &, <, >), or the affected value must be placed in a CDATA block.
- Field names must be lowercase.

URLs and image links

- URLs must be well-formed, valid URLs and must point to the final destination without redirection.
- URLs should contain only standard characters (e.g. + or %20 instead of a space).
- Images: JPG or PNG are supported. Images must be public and directly accessible.

CSV-specific rules (summary)

For CSV, the use of double quotes (") is mandatory for text data fields. If a quotation mark appears within a field, it must be escaped with a backslash character (e.g. \").

Products

- Products are identified by ID. A new product requires a new ID. It is strictly forbidden to assign a new product to a previous product's ID, as this can cause incorrect display and data confusion.
- The Name field may not contain any information other than the product type. Messages of this kind (e.g.: On sale! 24-hour delivery, only for 15 days!) should be placed in the describe field.

Other

We also accept product lists compiled according to the feed specification of other, more widely known price-comparison platforms. Such product lists must in all cases be encoded in UTF-8.

3. Field overview

The table below summarizes the most commonly used fields.

- **Mandatory:** generally required for every product
- **Conditional:** required only in certain cases (see detailed description)
- **Optional:** not mandatory, but recommended / useful

Field	Field status	Type	Max length	Short description	Example
id	Mandatory	text	20	Unique product identifier	ABCD_123456
manufacturer	Mandatory	text	60	Can be omitted in some cases	Apple
name	Mandatory	text	100	Product name (without manufacturer)	iPhone 17 Pro
urlsite	Mandatory	URL	255	Product page URL (without redirection)	https://www.shopname.com/products/iphone-17
urlpicture	Mandatory	URL	255	Main product image URL (JPG/PNG)	https://www.shopname.com/images/12345.jpg
pictures/picture	Optional	URL list	-	Additional images	https://www.shopname.com/images/12346.jpg



Field	Field status	Type	Max length	Short description	Example
category	Mandatory	text	255	Shop category (levels separated by /)	Mobile Phones / Smartphones
grossprice	Mandatory	number	12	Gross price	190500, 190500.00
original_grossprice	Conditional	number	12	Pre-sale gross price	7990.00
stock	Optional	true/false/number	-	Indicates whether the product is in stock	true/false/5
barcodes/barcode	Optional	text	-	EAN-13 or ISBN; multiple can be provided	9786155054402 or 6155054402
describe	Optional	text	255	Short description	On sale! 24-hour delivery, only for 15 days!
itemid	Optional	text	20	Manufacturer Part Number	132955920500000001
netprice	Optional	number	12	Net price	150000, 150000.00
grosspricecarriage	Optional	number	12	Gross price + shipping (if fixed)	192500, 192500.00
deliveryprice	Optional	number	12	Shipping fee (if fixed)	2000, 2000.00
deliverytime	Optional	integer	2	Delivery time in days	5
pickpackpoint	Optional	0/1	1	Pick Pack Point pickup (1=yes, 0=no)	1 or 0
warranty	Optional	integer	3	Warranty given in months: 1-120	12
custom_labels/ custom_label	Optional	text	-	Custom label	Shopping campaign
properties/property	Optional	key-value	-	Additional properties (extensible)	-



4. Detailed field descriptions (XML)

In this section the XML format, rules, and examples of the fields are detailed. In the examples, using CDATA is recommended for most text fields.

Product identifier

XML tag: `<id>...</id>`

Every product must be given a unique identifier.

Requirements and constraints

- Can be a number or text.
- Max. 20 characters.

Example:

```
<id>100001</id>
```

or

```
<id>ABCD_123456</id>
```

Manufacturer

XML tag: `<manufacturer>...</manufacturer>`

The manufacturer of the product.

Requirements and constraints

- Can be omitted for movies, music, and books.
- Even if the manufacturer is not known, the field must be provided and left empty/unfilled.
- Max. 60 characters.
- Can be a number or text. It is advisable to place it in CDATA.

Example:

```
<manufacturer><![CDATA[Apple]]></manufacturer>
```

Product name

XML tag: `<name>...</name>`

Every product must be given a unique name.

Requirements and constraints

- Can be a number or text.
- It is advisable to place it in CDATA.
- Max. 100 characters.

Example:

```
<name><![CDATA[iPhone 17 Pro]]></name>
```

Product URL

XML tag: <urlsite>...</urlsite>

The product link, which can be opened even in a browser.

Requirements and constraints

- Must be a well-formed, valid URL.
- It is advisable to place it in CDATA.
- Max. 255 characters.

Example:

```
<urlsite><![CDATA[https://shopname.com/phones/iphone-17-pro]]></urlsite>
```

Main product image

XML tag: <urlpicture>...</urlpicture>

The link pointing to the main product image.

Requirements and constraints

- Supported format: JPG or PNG.
- Must be a well-formed, valid URL.
- It is advisable to place it in CDATA.
- Max. 255 characters.

Example:

```
<urlpicture><![CDATA[https://shopname.com/productimage/iphone-17-pro/iphone-17-pro.png]]></urlpicture>
```

Additional product images

XML tag: <pictures><picture>...</picture></pictures>

The link(s) pointing to the additional product images.

Requirements and constraints

- Supported format: JPG or PNG
- Providing a well-formed, valid URL is mandatory
- Using CDATA is recommended
- The product images must be enclosed in a common <pictures>...</pictures> tag

Example:

```
<pictures>
<picture><![CDATA[https://shopname.com/productimage/iphone-17-pro/iphone-17-pro-front.png]]></picture>
<picture><![CDATA[https://shopname.com/productimage/iphone-17-pro/iphone-17-pro-rear.png]]></picture>
</pictures>
```

Shop category

XML tag: <category>...</category>

The product's category, as text, with the individual levels separated by a "/" character, without spaces.

Requirements and constraints

- Can be text. It is advisable to place it in CDATA.
- Max. 255 characters.

Example:

<category>Electronics/Mobile Phones/Smartphones</category>
or <category><![CDATA[Electronics/Mobile
Phones/Smartphones]]></category>

Purchase price

XML tag: <grossprice>...</grossprice>

The product's GROSS purchase price, including VAT.

Requirements and constraints

- Can only be a number.
- The decimal must be marked with a period (.), not with a comma (,).
- Max. 12 characters.

Example:

<grossprice>7990.00</grossprice>

Pre-sale purchase price

XML tag: <original_grossprice>...</original_grossprice>

If the product's purchase price is discounted, the original GROSS purchase price (including VAT) must be indicated here before the sale (*at which the consumer could previously purchase it*).

From this we will know that the product is currently on sale and the amount of the discount. The currently used <grossprice> field remains unchanged: it must always contain the price at which the product can currently be purchased.

Requirements and constraints

- Can only be a number.
- The decimal must be marked with a **period (.)**, not with a comma (,).
- Max. 12 characters.

Example:

<original_grossprice>7990.00</original_grossprice>

Stock

XML tag: <stock>...</stock>

Indicates whether the product is in stock and can be ordered.

Requirements and constraints

- It is advisable to place it in CDATA.
- The following 3 states are supported:
 - In stock [true]
 - Out of stock [false]
 - Quantity in stock [5]

Example: <stock><![CDATA[true]]></stock>

Barcode (number)

XML tag: <barcodes><barcode>...</barcode></barcodes>

The barcode number associated with the product.

Requirements and constraints

- EAN-13 or ISBN is supported and must be provided.
- Must be a well-formed, valid barcode. It is advisable to place it in CDATA.
- If a product has multiple types of barcodes, all of them must be provided, each on a separate line between <barcode></barcode> tags.
- The entire group must be provided within a common <barcodes></barcodes> tag.

Example:

```
<barcodes>
<barcode type="ean-13"><![CDATA[4549292010001]]></barcode>
</barcodes>
```

Product description

XML tag: <describe>...</describe>

A short description of the product.

Requirements and constraints

- It is advisable to place it in CDATA.
- Can be text or a number.
- Max. 255 characters.

Example:

```
<describe><![CDATA[iPhone 17 Pro smartphone with high performance,
an advanced camera system, and a premium design.]]></describe>
```

Manufacturer Part Number

XML tag: <itemid>...</itemid>

The manufacturer's part identifier.

Requirements and constraints

- The MPN is usually not the same as the ID, the barcode, or the name.
- It is advisable to place it in CDATA.
- Max. 20 characters.

Example:

```
<itemid><![CDATA[ITEM100001]]></itemid>
```

or

```
<itemid><![CDATA[IPHONE17PRO01]]></itemid>
```

Net price

XML tag: <netprice>...</netprice>

The product's NET purchase price, excluding VAT.

Requirements and constraints

- Can only be a number.
- The decimal must be marked with a period (.), not with a comma (,).
- Max. 12 characters.

Example:

```
<netprice>7990.00</netprice>
```

Purchase price + shipping fee

XML tag: <grosspricecarriage>...</grosspricecarriage>

The product's GROSS purchase price including VAT, increased by the shipping fee.

Requirements and constraints

- It is advisable to use this when the shipping fee for the product is clearly known in advance (because, due to the nature of the product or the shipping conditions, it can typically only be a certain value).
- If multiple shipping fees may apply to the same product, it is advisable to provide the lowest one.
- Can only be a number.
- The decimal must be marked with a period (.), not with a comma (,).
- Max. 12 characters.

Example:

```
<grosspricecarriage>7990.00</grosspricecarriage>
```

Delivery time

XML tag: <deliverytime>...</deliverytime>

The product's delivery time (after order confirmation), counted in calendar days.

Requirements and constraints

- Can only be an integer.
- Max. 2 characters.

Example:

```
<deliverytime>10</deliverytime>
```

Shipping fee

XML tag: <deliveryprice>...</deliveryprice>

Gross value. The product's shipping fee, which does NOT include either the net or the gross purchase price.

Requirements and constraints

- It is advisable to use this when the shipping fee for the product is clearly known in advance (because, due to the nature of the product or the shipping conditions, it can typically only be a certain value).
- If multiple shipping fees may apply to the same product, it is advisable to provide the lowest one.
- Can only be a number. The decimal must be marked with a period (.), not with a comma (,).
- Max. 12 characters.

Example: <deliveryprice>1990.00</deliveryprice>

Pick Pack Point pickup option

XML tag: <pickpackpoint>...</pickpackpoint>

Specifies whether the product can be picked up at a Pick Pack Point.

Requirements and constraints

- Its value can be 1 (yes) or 0 (no).
- Max. 1 character.

Example:

```
<pickpackpoint>1</pickpackpoint>
```

Warranty / guarantee period

XML tag: <warranty>...</warranty>

The warranty period in months.

Requirements and constraints

- Its value can only be an integer.
- Warranty in months: 1–120, max. 3 characters.

Example:

```
<warranty>12</warranty>
```

Custom labels

XML tag: <custom_labels><custom_label
id="...">...</custom_label></custom_labels>

Labels assigned to the product that help organize bidding and reporting during Shopping campaigns.

Requirements and constraints

- Maximum 2 custom fields can be attached to a product.
- They must be distinguished by an Id.
- The system accepts only the custom label 1 and custom label 2 fields (id="1" and id="2"); custom label 0 is not supported.
- Its value can be text.
- The custom fields must be enclosed in a common <custom_labels>...</custom_labels> tag.

Example:

```
<custom_labels>  
<custom_label id="1">Spring campaign</custom_label>  
<custom_label id="2">Featured products</custom_label>  
</custom_labels>
```

Custom additional properties

XML tag: <properties><property...>...</property></properties>

Extra properties assigned to the product that provide a competitive advantage when advertising the products. The properties must be enclosed in a common <properties></properties> tag.

The list below contains the fields we consider useful; the property structure can be extended without limit.

Requirements and constraints

- The custom additional properties must be enclosed in a common `<properties></properties>` tag.
- The “property structure” can be extended without limit.
- For width, length, and height values we expect the values primarily in cm, while for weight in grams or kilograms.
- Where you provide a numeric value, decimals can be separated **with a period (.)**, **not with a comma**.

Accepted fields

- **Condition [condition]** – the condition of the product at the time of sale.
Possible: New [new] | Refurbished [refurbished] | Used [used]
- **Product length [length]** – the length of the product.
Format: number + unit; unit: cm
- **Product width [width]** – the width of the product.
Format: number + unit; unit: cm
- **Product height [height]** – the height of the product.
Format: number + unit; unit: cm
- **Product weight [weight]** – the weight of the product.
Format: number + unit; unit: g or kg
- **Color [color]** – the color of the product.
Constraint: max. 100 characters
- **Gender [gender]** – the gender of the product’s target audience.
Possible: Male [male] | Female [female] | Unisex [unisex]
- **Material [material]** – the material of the product.
Constraint: max. 200 characters
- **Pattern [pattern]** – the pattern of the product or the print on it.
Constraint: max. 100 characters
- **Size [size]** – the size of the product.
Constraint: max. 100 characters (typically: S, M, L, XL, etc.)
- **Adult [adult]** – indicates that the product can be sold only to adults.
Possible: Yes [yes] | No [no]
- **Minimum order quantity [min_order_quantity]** – if the product can be purchased only from a certain quantity.
Possible: integer
- **Bundle [is_bundle]** – indicates that the product is part of a bundle defined by a merchant (e.g. a camera and a lens).
Possible: Yes [yes] | No [no]

- **Unit pricing measure [unit_pricing_measure]** – the unit and quantity of the product as sold.
Format: numeric value + unit; please submit it the same way you currently submit it in the Google feed
- **Energy efficiency class [energy_efficiency_class]** – the product's energy label according to the "new" classification.
Possible: A | B | C | D | E | F | G
- **Age group [age_group]** – the demographic group for which the product is intended (if any).
Possible: Newborn [newborn] (0–3 months) | Infant [infant] (3–12 months) | Toddler [toddler] (1–5 years) | Kids [kids] (5–13 years) | Adult [adult] (teenagers or older)
- **Google product category [google_product_category]** – the Google product category number for the product.
Format: integer

Example:

```
<properties>
<property name="condition">new</property>
<property name="length" unit="cm">10</property>
<property name="width" unit="cm">55</property>
<property name="height" unit="cm">30</property>
<property name="weight" unit="g">250</property>
<property name="color">black</property>
<property name="gender">unisex</property>
<property name="material">plastic</property>
<property name="pattern">solid</property>
<property name="size">universal</property>
<property name="adult">no</property>
<property name="min_order_quantity">5</property>
<property name="is_bundle">no</property>
<property name="unit_pricing_measure" unit="g">150</property>
<property name="energy_efficiency_class">A</property>
<property name="age_group">adult</property>
<property name="google_product_category">3033</property>
</properties>
```



5. Complete XML example

```
<?xml version="1.0" encoding="UTF-8"?>
<catalog>
<product>
<id>100001</id>
<name><![CDATA[iPhone 17 Pro]]></name>
<urlsite><![CDATA[CDATA[https://shopname.com/phones/iphone-17-
pro]]></urlsite>
<describe><![CDATA[iPhone 17 Pro smartphone with high performance,
an advanced camera system, and a premium design.]]></describe>
<urlpicture><![CDATA[https://shopname.com/productimage/iphone-17-
pro/iphone-17-pro.png]]></urlpicture>
<stock>true</stock>
<grossprice>7990.00</grossprice>
<manufacturer><![CDATA[Apple]]></manufacturer>
<category><![CDATA[Electronics/Mobile Phones/Smartphones
]]></category>
<barcodes>
  <barcode type="ean-13"><![CDATA[4549292010001]]></barcode>
</barcodes>
<itemid><![CDATA[ITEM100001]]></itemid>
<urlmobile><![CDATA[https://m.shopname.com/products/iphone-17-
pro]]></urlmobile>
<netprice>6290.00</netprice>
<grosspricecarriage>8490.00</grosspricecarriage>
<deliveryprice>990.00</deliveryprice>
<deliverytime>2</deliverytime>
<pickpackpoint>1</pickpackpoint>
<warranty>12</warranty>
<pictures>
  <picture><![CDATA[https://shopname.com/productimage/iphone-17-
pro/iphone-17-pro-front.png]]></picture>
  <picture><![CDATA[https://shopname.com/productimage/iphone-17-
pro/iphone-17-pro-back.png]]></picture>
  <picture><![CDATA[https://shopname.com/productimage/iphone-17-
pro/iphone-17-pro-side.png]]></picture>
</pictures>
<original_grossprice>9990.00</original_grossprice>
<custom_labels>
  <custom_label id="1">Spring campaign</custom_label>
  <custom_label id="2">Featured products</custom_label>
</custom_labels>
```

```
<properties>
  <property name="condition">new</property>
  <property name="length" unit="cm">10</property>
  <property name="width" unit="cm">55</property>
  <property name="height" unit="cm">30</property>
  <property name="weight" unit="g">250</property>
  <property name="color">black</property>
  <property name="gender">unisex</property>
  <property name="material">plastic</property>
  <property name="pattern">solid</property>
  <property name="size">universal</property>
  <property name="adult">no</property>
  <property name="min_order_quantity">5</property>
  <property name="is_bundle">no</property>
  <property name="unit_pricing_measure" unit="g">150</property>
  <property name="energy_efficiency_class">A</property>
  <property name="age_group">adult</property>
  <property name="google_product_category">3033</property>
</properties>
</product>
</catalog>
```

6. CSV specification example

It is also possible to submit a product list in CSV format, but we recommend this only in exceptional cases. CSV is a more limited, more outdated format and is not suitable for reliably handling multi-level / nested fields (e.g. properties, multiple images, etc.), so with CSV the system can import less data. For full functionality, using XML is recommended.

```
"id";"manufacturer";"name";"netprice";"grossprice";"grosspricecarriage";"stock";"itemid";"urlsite";  
"urlpicture";"describe";"category" "132955920500000001";"Apple";"iPhone 4S  
5\\"";"150000";"190500";"192500";"true";"  
132955920500000001";"http://www.shopname.com/products.php?p=12345&j=something";  
"http://www.shopname.com/images/12345.jpg";" On sale! 24-hour delivery, only for 15  
days";"Mobile Phones / Smartphones"
```

* If the manufacturer ("manufacturer") is not known or does not exist, no value should be placed between the quotation marks in that column. ("").

Like this: "132955920500000001";"";"iPhone 4S";"150000";"190500";"192500";"true";"

```
132955920500000001";"http://www.shopname.com/products.php?p=12345&j=something";  
"http://www.shopname.com/images/12345.jpg";" On sale! 24-hour delivery, only for 15  
days";"Mobile Phones / Smartphones"
```

If the text contains quotation marks, it can be handled by doubling it, e.g.: "iPhone 4s ""world cup edition"""