

Feed Column Descriptions



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- [How to use this document](#)
 - [Key](#)
 - [Publisher-only Columns](#)
- [Column Descriptions](#)
 - [Generic](#)
 - [Fashion](#)
 - [Group Buying](#)
 - [Shopping](#)
 - [Telcos](#)
 - [Tickets](#)
 - [Travel](#)
 - [TravelNL](#)
 - [BooksNL](#)
 - [TelcoNL](#)
 - [JobsNL](#)
 - [EducationNL](#)

How to use this document

This is a list of all the columns that exist on the Awin data feed platform for all markets, for both publishers and advertisers.

Each product data feed is either part of the 'generic' vertical and has those columns or is part of the 'generic' vertical plus up to one other vertical. It therefore has all the 'generic' columns plus the columns from that vertical.

Advertisers may use this document to configure their feed to send to Awin.

Publishers may use this document to help them understand the meaning of the product data feeds they download from Awin.

Verticals ending in 'NL' are specifically for the Benelux market.

Key

- **CSV Column Name** – Name in Create-a-Feed or CSV feed import.
- **Vertical Name** – Name of the vertical this column appears in
- **Frequency** – How often the column appears in feeds.
 - 'Always used' – Required field
 - 'Often used' – Between 100% and 66% of feeds
 - 'Sometimes used' – Between 66% and 33% of feeds
 - 'Seldom used' – 33% or less of feeds
 - 'New' – Column introduced recently
- **Validation/Restrictions** – How is data validated on import by Awin
- **Advertiser Mapping Notes** – Notes for account managers and advertisers on how the column is used
- **Description** – What the column should contain
- **Sample** – Example data

Publisher-only Columns

Some of the columns are only available for publishers:

- `aw_deep_link` – Tracking deep link for your publisher account
- `merchant_id` – Awin unique ID for the programme
- `merchant_name` – Awin name for the programme
- `aw_product_id` – Awin ID for the product (unique across all programmes and data feeds)

Columns only used in UK, US, CA, IE markets:

- aw_image_url – Where available, Awin proxied or hosted image (200x200px)
- aw_thumb_url – Where available, Awin proxied or hosted image (70x70px)
- category_name – Where available, Awin category name mapped from merchant category name
- category_id – Where available, Awin category ID mapped from merchant category name
- brand_id – the Awin ID for this brand (where available)

Column Descriptions

Generic

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
aw_deep_link	Generic	Publisher only	Always used			Trackable link for product	
aw_image_url	Generic	Publisher only	Always used			200x200 pixel image (see also merchant_image_url) - only available in UK,IE,CA,US markets	
aw_thumb_url	Generic	Publisher only	Always used			70x70 pixel image (see also thumb_url) - only available in UK,IE,CA,US markets	
merchant_id	Generic	Publisher only	Always used			Advertiser ID	
merchant_name	Generic	Publisher only	Always used			Name of the Advertiser	
brand_id	Generic	Publisher only	Always used			Network's ID for product's brand	
category_name	Generic	Publisher only	Always used			Network's product categorisation	
category_id	Generic	Publisher only	Always used			Network's ID for product's category	
aw_product_id	Generic	Publisher only	Always used			A unique product ID specific to that advertiser and product	
image_url	Generic		Always used	Must be present and non-empty		Direct link to image (non-trackable)	'https://www.example.com/images/123875.jpg', 'http://www.example.com/images/123875.jpg'
deep_link	Generic		Always used	Must be a URL.		Direct link to product (non-trackable)	'https://www.example.com/product/17290', 'http://www.example.com/product/17290'
product_id	Generic		Always used	Must be present and non empty. Must be 75 characters or shorter. No control characters allowed. Must satisfy the regex /^[\p{Cc}]+\$/u		Advertiser's Unique Product ID	'9815', '1', '13546421', 'd8fea6e6-787b-4016-9dcc-a78c005ab3a5', '16817108', '255', 'SANSOCKS', '0070691', 'SHADLA', '2965'

product_name	Generic		Always used	Must be present and non-empty. HTML tags are stripped		Advertiser's product name	'Coin 2,5 kg', 'Madeira', 'Aberdeen Central (Family Room - Saver rate) Check ...', 'Adnams Jack Brand Crystal Rye IPA, 12 x 330ml bott...', 'Concord Subject Dividers 230 Micron 10-Part Multip...', 'Calvet Cotes Du Rhone Reserve 2014, Red Wine', 'Vans Leena Mary Jane Shoes', '5 Star Wrestling', 'Microfibre moulded strapless bra', 'Aquabord PVC Tongue & Groove Travertine Beige'
price (search_price for publishers)	Generic		Always used	Must be a number		Price online	'110.00', '6.88', '5.00', '12.00', '2107.43'
alternate_image	Generic		Sometimes used		Consider using large_image	Direct link to a second image (non-trackable)	'https://www.example.com/images/123875.jpg', 'http://www.example.com/images/123875.jpg'
alternate_image_four	Generic		New			Direct link to an additional product image (non-trackable)	
alternate_image_three	Generic		Sometimes used			Direct link to an additional product image (non-trackable)	'https://www.example.com/images/123875.jpg', 'http://www.example.com/images/123875.jpg'
alternate_image_two	Generic		Sometimes used			Direct link to an additional product image (non-trackable)	'https://www.example.com/images/123875.jpg', 'http://www.example.com/images/123875.jpg'
average_rating	Generic		Sometimes used		Use rating	How users have rated the product (see also 'rating')	
base_price	Generic		Sometimes used		Whenever possible use price, old_price or rrp_price	Price per unit in numbers	'20.49', '0.00', '52.69', '10.85'
base_price_amount	Generic		Sometimes used		Whenever possible use price, old_price or rrp_price	Amount the base price is relative to. This should just be a price	'15.99', '2625', '50'
base_price_text	Generic		Seldom used			Unit the BasePrice refers to. This should be text e.g. '100ml', 'kg'	'100ml', 'lb', 'kg', 'litre'
basket_link	Generic		Sometimes used			Trackable link for pre-filled customer basket	'https://www.example.com/product/17290', 'http://www.example.com/product/17290'
brand_name	Generic		Often used			Name of product brand according to the advertiser	'Apple', 'Alcatel', 'Oakworth Furniture', 'Fern Living', 'Beats by Dr. Dre'
colour	Generic		Often used			Colour of the product	'Grey', 'Blue', 'Orange'
commission_group	Generic		Sometimes used			Commission group of the product	'CAR_TOOLS', 'ACCESSORIES'
condition	Generic		Often used			Condition of the product	'New'

currency	Generic		Often used	Must be a three letter ISO 4217 code. If blank will be the programme currency		Three letter ISO 4217 currency code of price and associated costs (like shipping, discounts, etc).	'GBP', 'EUR', 'USD'
custom1	Generic		Often used			Additional field used as needed	
custom2	Generic		Often used			Additional field used as needed	
custom3	Generic		Sometimes used			Additional field used as needed	
custom4	Generic		Sometimes used			Additional field used as needed	
custom5	Generic		Sometimes used			Additional field used as needed	
custom6	Generic		Seldom used			Additional field used as needed	
custom7	Generic		Seldom used			Additional field used as needed	
custom8	Generic		Seldom used			Additional field used as needed	
custom9	Generic		Seldom used			Additional field used as needed	
delivery_cost	Generic		Often used			Cost of delivering the product	'0.00', '0', '12.76'
delivery_restrictions	Generic		Sometimes used		Whenever possible, use delivery_cost	Description of any restrictions on delivering the product (e.g. age or location)	'Not available in Northern Ireland', 'Alcohol can only be sent to recipients over 18. ID may be required on delivery.'
delivery_time	Generic		Often used			Estimated delivery time and unit (usually in days)	'7-10 working days', '1 to 6 days', 'Next Day', '1-3 Days', '3', '4-5 jours', '2 to 3 days', '2-3 Days', '2', '3-5 days'
delviery_weight	Generic		Often used			Weight of the product (for delivery)	
description	Generic		Often used			Product description provided by advertiser	'West Ham United 1986 Avco Home Shirt Frank McAvenn...', 'Let your little one step out in style in these inf...', 'The Alessandra Adjustable Bed has been designed to...', 'Climbing frame Jungle Gym Mansion Box. With our ex...'
dimensions	Generic		Sometimes used		For Fashion, use size	Product dimensions usually given as length x width x height	'143.4 x 70.5 x 6.8 mm', '12 x 30 cm', '15 inches'
ean	Generic		Often used		Whenever possible, use productGTIN. EAN is also a valid GTIN. EAN is only in Europe.	European Article Number. We do not validate the EAN.	'5019093001530', '34262626', '9336328002213'
in_stock	Generic		Often used		Where possible use 1 to indicate in stock and 0 to indicate no stock. Leaving the field blank will also assume there is no stock. Populating the field with any text apart from 1 or 0 will assume there is stock.	Denotes if the product is in stock (usually True/False or Yes/No)	'0', '1'

is_for_sale	Generic		Often used		Consider in_stock	Denotes if the item can be bought	'0', '1'
isbn	Generic		Sometimes used		Whenever possible, use productGTIN. ISBN is also a valid GTIN.	International Standard Book Number. We do not validate the ISBN.	'8695700', '50220922', '5060167489525', '5060020625954', '5055534397954'
keywords	Generic		Sometimes used			Product's keywords	'Dash Fashion, Navy Jogger Regular, 055041557, Regu...', 'beurre, corporel, noix, coco', 'Triple Stacking Storage Trunk,G2291, 2291, toybox,...', 'Screwfix, 1¼" Bottle Trap Chrome-Plated Brass, Chr...', 'aquafloor, waterproof floor, waterproof flooring, ...', 'Minuet Petite, Asymmetric Neck Top, 075034378, Pet...', 'abonnement Orange', 'Mens', 'Planet, Lotus Red Suede Ankle Boot, 010041609, Sal...', 'thirty, days, thirtydays'
language	Generic		Often used	Must be two-letter ISO 639-1 code. If empty, defaults to 'en'		Language of the product data as two-letter ISO 639-1 code	'FR', 'en_GB', 'de_DE'
large_image	Generic		Sometimes used			Direct link to a large image (non-trackable)	'https://www.example.com/images/123875.jpg', 'http://www.example.com/images/123875.jpg'
last_updated	Generic		Often used	Must be a date time		Date the product was last updated	'2017-07-20', '2017-07-20T00:00:00', '2017-07-20 00:00:00'
merchant_category	Generic		Often used			Advertiser's product categorisation	'Nutrition', 'Beauty', 'Men's Lace-up shoes', 'Gifts > Anti-Ageing Sets', 'Fitness Equipment', 'SALE', 'Home', 'Women's Jewellery', 'Surge Protectors & Power Strips'
merchant_product_category_path	Generic		Sometimes used		Use merchant_category	Product's category path as specified by the Advertiser	'Apparel > Clothing > T-Shirts & Tops'
merchant_product_second_category	Generic		Sometimes used			Product's sub-category as specified by the Advertiser	'Bath & Body', 'Jongensfietsen', 'DVDs'
merchant_product_third_category	Generic		Seldom used			Product's third category level as specified by the Advertiser	'Pulls', 'Mattresses', 'Films'
merchant_thumb	Generic		Often used		Should be 70x70	Direct link to thumbnail image (non-trackable)	'https://www.example.com/images/123875.jpg', 'http://www.example.com/images/123875.jpg'
model_number	Generic		Often used			Manufacturer Model Number	'HD130', '1940000', '4YH63', '70-100-05', '230011700302540'

mpn	Generic		Often used			Manufacturer Part Number	'95760', 'P1089NAVSHAKE R700ML', '7110513092012', '5068-01VG', 'MAS015', '10270109', '1108-BT-BF-Q21'
number_available	Generic		Seldom used		Use stock_quantity	Product stock available (see stock_quantity)	
parent_product_id	Generic		Sometimes used			Product ID of other bundled product(s)	'AAFCK', '60405', '10216434', 'PP-44', '10076451', 'FH7938', '023162', '370631', '10000654'
pre_order	Generic		Often used			Can the user pre order if not yet in stock	'0', '1'
product_GTIN	Generic		Sometimes used			Global Trade Item Number. We do not validate GTIN.	'5051145189278', '5055534322987', '0040818088319', '074469475983'
product_model	Generic		Seldom used		Whenever possible, use model_number	Model name of the product	'Cartouche Couleur CANON CL-511', 'Slim Fit', 'Red', 'Space Grey'
product_price_old	Generic		Sometimes used		Whenever possible, rrp_price	The original price; will be empty if bigger than or equal to the price	'10.95', '15.95', '39.99'
product_short_description	Generic		Sometimes used			Brief product description	'White cultured pearl in graduate size lariat neck...', 'Lave et prolonge l'éclat des cheveux colorés', 'Experience unrivalled moisture with Mio Skincare's...', 'Try Beanies Irish Cream instant coffee as an alter...', 'Porte-monnaie, 1 emplacement carte', 'Aperçu du Produit Nos Flocons d'Avoine Instantané...', 'Balance your complexion with the Bulldog Oil Contr...'
product_type	Generic		Often used		Consider using category	Product type	'Accessory', 'Rent', 'Buy'
promotional_text	Generic		Sometimes used	HTML tags are stripped		Product promotional message	'Try 6 issues of History Revealed magazine for just...', 'Web Exclusive', 'Postage and Packing USD 6.95. Free shipping for pu...', 'Discounted by', 'Get in cockpit of a fighter jet for an amazing fli...', 'The goodybag is valid for 30 days. Share our gusto...', 'Free next working day (Mon-Fri) delivery when you ...', 'The rates displayed are based on a rate search con...', 'FREE DELIVERY', '100% Guarantee and First Class Delivery Included'
rating	Generic		Seldom used			Product rating	'7', '8', '8.5', '3.5'

reviews	Generic		Sometimes used		Consider using rating	Textual reviews from customers	'Wonderful!', 'We loved it!', 'Disappointing'
rrp_price	Generic		Often used		Recommended retail price	Recommended Retail Price of product	'10.95', '15.95', '39.99', '3970.29'
saving	Generic		Sometimes used		Absolute savings in currency. Consider using savings_percent for savings in percent	Product saving	'16.68', '6.60', '140.00'
savings_percent	Generic		Sometimes used		Savings in percentage. Consider using saving for absolute savings.	The discount expressed in %	'40.00', '39.39', '0.00'
size_stock_amount	Generic		Seldom used			Number of products in stock for each size	'S:0 M:0 L:0 XL:0 XXL:13 XXXL:30 4XL:1', '39:1,41:7,42:21,43:25,43+:15,44:15,44+:2,45:10,46:...'
size_stock_status	Generic		Seldom used			Stock status of the product for each size	'24;28;29;30;31;32;33;34', 'XS:available S:available M:available L:available X:...'
specifications	Generic		Often used	HTML tags are stripped		Product technical specifications	'Black', 'Cups&Band: 100% polyester; Cup & Band Lining: 100%...', '* Colour: Black * SIM Type: Micro SIM * Camera Meg...'
stock_quantity	Generic		Often used			Product stock available	'200', '9', '1475', '3'
stock_status	Generic		Sometimes used		Use in_stock	Stock status indication (e.g. available, not available)	
store_price	Generic		Often used			Price in-store	'10.74', '16.79', '43'
terms_of_contract	Generic		Seldom used			Conditions of contract for the product	'Votre activité : A l'aide de votre chèque cadeau, ...'
upc	Generic		Sometimes used		Whenever possible, use productGTIN. UPC is also a valid GTIN.	Universal Product Code	'05034948040403', '700053288591', '077315000056'
valid_from	Generic		Sometimes used			Product offer start date	'2017-07-18', '2017-07-18T00:00:00', '2017-07-18 00:00:00'
valid_to	Generic		Sometimes used			Product offer expiry date	'2017-07-20', '2017-07-20T00:00:00', '2017-07-20 00:00:00'
warranty	Generic		Sometimes used	HTML tags are stripped		Product warranty	'Furniture Insurance available: 3 Year Protection £...!', '1 year', 'No quibbles money back guarantee'
web_offer	Generic		Often used	Must be '1' or '0' or 'yes' or 'no'. Default '0'		Denotes if the product is only available online (usually True/False or Yes/No)	'0', '1'

Fashion

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
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suitable_for	Fashion		Often used			Who products are suitable for	'Male', 'Unisex', 'Female', 'Boys', 'Girls', 'Maternity'
category	Fashion		Seldom used		Use merchant_category	Fashion category	
size	Fashion		Often used			Size of product	'ONE', '30ml', 'universal', '11 (45)', '10', '3', '9 (43)', 'O/S', 'UNI', '8-10'
material	Fashion		Sometimes used			Material product is made from	'Wool, Cotton, Polyester, Viscose', 'Leather, Lace', '38% Acrylique 32% Polyester 25% Laine 3% D'autres ...'
pattern	Fashion		Sometimes used			Patter/Design of products	'Plain', 'Pierre Black Loafer', 'Francis Tan Brogue Shoe', 'Gingham', 'Cruise Suede Grey Chukka Boot', 'Flannel Grey'
swatch	Fashion		Seldom used		Consider using colour. colourSwatch should be a picture	Image of the fabric of the fashion product	'https://www.example.com/images/123875.jpg', 'http://www.example.com/images/123875.jpg'

Group Buying

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
deal_end	Group Buying		Sometimes used			Date and time from when the deal is no longer available	'2017-07-20 00:00:00'
deal_start	Group Buying		Sometimes used			Date and time from when the deal is available	'2017-07-20 00:00:00'
event_address	Group Buying		Often used			Address of event venue	'35 E. 76th St.', 'ZSL London Zoo', 'Chichester Street'
event_city	Group Buying		Often used			City of event venue	'London', 'New York City', 'Berlin', 'Paris, Texas'
event_date	Group Buying		Often used			Date of event	'2017-02-01'
expiry_date	Group Buying		Seldom used		Consider deal_end	Date when the coupon or group buying deal expires	'2017-07-20'
expiry_time	Group Buying		Seldom used		Consider deal_end	Time when the coupon or group buying deal expires	'00:00:00'
group_latitude	Group Buying		Seldom used			The latitude associated with this item	'51.512759000000', '51.505551300000', '40.764220200000', '51.496398500000',
group_longitude	Group Buying		Seldom used			The longitude associated with this item	'-73.963528099999', '-0.134454499999', '-74.004297500000', '-73.974274700000'
min_required	Group Buying		Rare			Minimum number of products to be purchased	
number_sessions	Group Buying		Sometimes used			Number of sessions available	'1000', '5000', '25'
number_sold	Group Buying		New			Number of products currently sold	

supplier	Group Buying		Sometimes used			Provider of product	'B.B. King Blues Club & Grill', 'Le Vacherin', 'RS Hispaniola'
terms	Group Buying		Sometimes used			Terms & Conditions of products	'Voucher can be redeemed immediately; valid daily d...'; 'The regular value stated above is based on the max...'

Shopping

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
energy_label	Shopping		New			EU energy label, examples A+++, B, C	
energy_label_link	Shopping		New			Direct link to a full image or page giving more energy label details (non-trackable)	
energy_label_logo	Shopping		New			Direct link to energy label icon logo (non-trackable)	
google_taxonomy	Shopping		New			Google Shopping taxonomy path (e.g. Apparel & Accessories > Clothing Accessories > Sunglasses)	

Telcos

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
connectivity	Telcos		Often used			Type of connectivity mobile contract or device has	
contract_type	Telcos		Often used			Name or type of contract	
deal_cashback_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
deal_cost_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
deal_discounts_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	

deal_extras_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
deal_legal_info	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
deal_promo_info	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
deal_retailer_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
deal_tags_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
deal_type_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
device_features_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
device_full_name	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
device_images_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
device_product_edit_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	

device_product_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
device_product_version_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
device_specifications_json	Telcos		Often used			UK Awin Enhanced Telco Data Feeds - see http://wiki.awin.com/index.php/Awin_Telco_Feeds	
device_description	Telcos		Often used	HTML tags are stripped		Device description	
gift	Telcos		Often used			Free gift included with product	
inc_data	Telcos		Often used			Amount of data included in deal usually in GB	
inc_minutes	Telcos		Often used			Number of minutes included in deal	
inc_texts	Telcos		Often used			Number of text messages included in deal	
initial_cost	Telcos		Often used			Initial upfront cost	
month_cost	Telcos		Often used			Monthly cost of contract, especially telecom contracts	
network	Telcos		Often used			The Mobile Network operator's brand name	
network_details_json	Telcos		Often used			Mobile Network details	
operating_system	Telcos		Often used			The device's operating system	
special_offer	Telcos		Often used			Special offer	
storage_size	Telcos		Often used			Size of storage required for products	
subscription_name	Telcos		Often used			Name of the subscription plan	
subscription_price_effective	Telcos		Often used			Effective costs per month, taking into account discounts and offers	
subscription_renewal	Telcos		Often used			Renewal of subscription	
tariff	Telcos		Often used			Phone deal tariff	
tariff_allowances_json	Telcos		Often used			Tariff allowances	
tariff_details_json	Telcos		Often used			Tariff details	
tariff_group_details_json	Telcos		Often used			The tariff group allows for grouping of tariffs	
tariff_out_of_plan_charges_json	Telcos		Often used			Details of costs outside of tariff	
term	Telcos		Often used			Term of contract	

Tickets

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
available_from	Tickets		Sometimes used			When tickets are available from	'2017-10-20 07:00:00'
event_date	Tickets		Often used			Date of event	'2017-02-01'
event_duration	Tickets		New			Duration of the event	
event_location_address	Tickets		New			Address of the event venue	
event_location_city	Tickets		Sometimes used		Whenever possible, use venue_address	City where the event takes place	'Verona', 'Los Angeles', 'Los Angeles', 'Venice'
event_location_coordinates	Tickets		New			Geographic coordinates of the event location	
event_location_country	Tickets		Seldom used		Whenever possible, use venue_address	Country where the event takes place	'France', 'United Kingdom', 'Germany', 'IT', 'DE'
event_location_region	Tickets		Sometimes used		Whenever possible, use venue_address	Region where the event takes place	'Texas', 'Georgia'
event_location_zipcode	Tickets		Seldom used		Whenever possible, use venue_address	Zip code or postal code of the event venue	'30305', '90028', '37010'
event_name	Tickets		Sometimes used			Name of event	'Absolute Bowie 1711', 'Taylor Baker Duo', 'A Night with Janis Joplin', 'Lol Stand up comedy show',
genre	Tickets		Seldom used			Genre of event	'Sports', 'Theatre', 'Rock', 'Comedy'
latitude	Tickets		Often used			Latitude of destination	'40.158021', '41.880875', '0', '-115.1717702', '35.658978', '53.95294'
longitude	Tickets		Often used			Longitude of destination	'-73.980187', '0.767446557845081', '-111.95298', '-73.9840306', '174.761966',
max_price	Tickets		Often used			Maximum price of tickets	'79.90', '115', '19.50', '85.00', '988.73', '82.50', '30.00'
min_price	Tickets		Often used			Minimum price of tickets	0.00', '45.00', '0.00', '0.00', '19.50'
primary_artist	Tickets		Sometimes used			Primary artist at event	'WWE', 'An American In Paris', 'British Grand Prix', 'Andre Rieu', 'Mac King Comedy Magic Show', 'An Evening with Aggers & Bumble'
second_artist	Tickets		Seldom used			Support artist at event	'Pittsburgh Pirates', 'WWE Smackdown', 'Kansas City Royals', 'Milwaukee Brewers'
venue_address	Tickets		Often used			Address of venue	'122 W. Monroe Street, Chicago, IL, US - 60603', 'Phoenix Theatre, Charing Cross Road, London, WC2H ...'

venue_name	Tickets		Often used			Name of venue	'Phoenix Theatre', 'Fabulous Fox Theatre - Atlanta', 'Colette Club New Orleans'
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Travel

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
arrival_code	Travel		Sometimes used			Arrival Airport Code (e.g. TXL)	'HRG', 'CMB', 'MLA', 'BCN', 'TXL'
availability	Travel		Often used		Use in_stock	Travel product availability (see also 'in_stock')	
board_basis	Travel		Often used			Which meals are included in the price	'Breakfast and Dinner', 'Self-catered', 'All inclusive'
cancellation_policy	Travel		Sometimes used			Cancellation policy	'First Night Stay Chargeable', 'Full refund up to 48 hours before departure'
check_in_date	Travel		Sometimes used			Date when the guest can check-in	'2018-08-07'
check_in_time	Travel		Sometimes used			Time from when the guest can check-in	'14:00', '2:00 PM'
check_out_date	Travel		Seldom used			Date when the guest must check-out	'2018-08-07'
check_out_time	Travel		Sometimes used			Time when the guest must check-out	'10:00', '11:00', '12:00 PM'
child_policy	Travel		Seldom used			Accommodation policy on children	'Yes', 'No', '1', '0', 'TRUE', 'FALSE'
departure_code	Travel		Sometimes used			Departure Airport Code (e.g. TXL)	'HRG', 'CMB', 'MLA', 'BCN', 'TXL'
departure_date	Travel		Sometimes used			Date of departure for travel products	'2017-02-01'
destination_address	Travel		Seldom used		Whenever possible, use hotel_address or location	Destination address	'2110 Market Center Blvd', 'Stralauer Allee 2b, 10245 Berlin, Germany'
destination_city	Travel		Often used			Destination city	
destination_coordinates	Travel		New			Geographic coordinates of the destination	
destination_country	Travel		Often used			Destination country	
destination_name	Travel		New			Name of the destination	
destination_region	Travel		Sometimes used			Destination region	'Noord-Frankrijk', 'Provence', 'BC'
destination_type	Travel		Sometimes used			Type of destination	'Hotel', 'Resort'
destination_zipcode	Travel		Seldom used			Destination zip or postal code	'90210', '10245', 'CB4 2EE'
duration	Travel		Often used			Duration of stay for travel products	'7 days', '3 hours', '3 nights'
guests_per_room	Travel		Seldom used			Number of guests allowed	'4', '5', '3', '8', '22'

hotel_address	Travel		Often used			Address of hotel for travel products	'Buckingham Road, Aylesbury, Buckinghamshire, HP1...'; 'Kilmarnock Road, Monkton, Ayr, Ayrshire, KA9 2RJ, ...'; '8080 N Davis Hwy'
hotel_features	Travel		Often used			Hotel features for travel products	'Hotel Non-Smoking Throughout;Disabled Facilities;A...'; 'Arcade/game room'; 'Free newspapers in lobby'; 'Hotel Non-Smoking Throughout;Cots available;Weddin...'; 'Free parking'
hotel_name	Travel		Often used			Hotel name for travel products	'Bognor'; 'Shiba Park - Tokyo'; 'Hilton Al Hamra Beach & Golf Resort'; 'Bognor'; 'Village Hotel Swindon'; 'Hotel Panorama Mellieha Bay'; 'Hotel Paradise Bay'
hotel_stars	Travel		Often used			Hotel Star Rating for travel products	'5'; '4'; '3'; '2'
inbound_duration	Travel		New			Duration of inbound journey	
latitude	Travel		Often used			Latitude of destination	'40.158021'; '41.880875'; '0'; '-115.1717702'; '35.658978'; '53.95294'
location	Travel		Often used			Location of destination	'Malta'; 'Beijing'; 'Albany'; 'Hong Kong'; 'Scotland'; 'St Anton'; 'Singapore'; 'Green Bay'; 'Jersey'
longitude	Travel		Often used			Longitude of destination	'-73.980187'; '0.767446557845081'; '-111.95298'; '-73.9840306'; '174.761966'
price_per_person	Travel		Seldom used			Price per person	'100'; '10.00'; '231.27'
return_date	Travel		Sometimes used			Date of return for travel products	'2017-02-01'
room_amenities	Travel		Often used		Consider hotel_features	Features of the room like a mini-bar and free wifi	'Minibar'; 'Storage heaters with woodburning stove in sitting ...'; 'Free Wifi'
room_description	Travel		Often used		Consider hotel_features	Description of room for travel products	'Air conditioning'; 'Sea view'; 'Rock and roll theme'
room_type	Travel		Sometimes used			Type of room for travel products	'Superior Room'; 'Double/Twin Balcony'; 'Double/Twin Room'; 'Standard Double/Twin'; 'Standard Twin Balcony/Terrace'; 'Deluxe Room'
starting_from_price	Travel		Often used			Price travel products start from	'1099.00'; '33.41'; '571.00'; '68.58'
ticket_type	Travel		Seldom used			Type of ticket	'Return'; 'Single'; 'Hin'; 'Hin- und Rückflug'
travel_pax_max	Travel		New			Maximum number of participants	

travel_pax_min	Travel		New			Minimum number of participants	
travel_rating	Travel		Sometimes used		Use rating	Travel/hotel rating	'2.0', '2.5', '8.0'
travel_transport	Travel		New			Type of transport	
travel_type	Travel		New			Type of travel or holiday	

TravelNL

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
booking_fee	TravelNL		New			Reservation (administration) costs	
check_in_date	TravelNL		New			Date when the guest can check-in	'2018-08-07'
check_in_time	TravelNL		New			Time from when the guest can check-in	'14:00', '2:00 PM'
check_out_time	TravelNL		New			Time when the guest must check-out	'10:00', '11:00', '12:00 PM'
deal	TravelNL		New			Details of the special offer or package holiday	
destination_address	TravelNL		New		Whenever possible, use hotel_address or location	Destination address	'2110 Market Center Blvd', 'Stralauer Allee 2b, 10245 Berlin, Germany'
destination_city	TravelNL		New			Destination city	
destination_type	TravelNL		New			Type of destination	'Hotel', 'Resort'
hotel_name	TravelNL		New			Hotel name for travel products	'Bognor', 'Shiba Park - Tokyo', 'Hilton Al Hamra Beach & Golf Resort', 'Bognor', 'Village Hotel Swindon', 'Hotel Panorama Mellieha Bay', 'Hotel Paradise Bay'
inbound_duration	TravelNL		New			Duration of inbound journey	
latitude	TravelNL		New			Latitude of destination	'40.158021', '41.880875', '0', '-115.1717702', '35.658978', '53.95294'
location	TravelNL		New			Location of destination	'Malta', 'Beijing', 'Albany', 'Hong Kong', 'Scotland', 'St Anton', 'Singapore', 'Green Bay', 'Jersey'
longitude	TravelNL		New			Longitude of destination	'-73.980187', '0.76744655784508 1', '-111.95298', '-73.9840306', '174.761966',
price_per_person	TravelNL		New			Price per person	'100', '10.00', '231.27'
return_date	TravelNL		New			Date of return for travel products	'2017-02-01'
room_description	TravelNL		New		Consider hotel_features	Description of room for travel products	'Air conditioning', 'Sea view', 'Rock and roll theme'

terms	TravelNL		New			Terms & Conditions of products	'Voucher can be redeemed immediately; valid daily d...'; 'The regular value stated above is based on the max...'
transport	TravelNL		New			Type of transport offered: air, sea, train, etc	
travel_pax_max	TravelNL		New			Maximum number of participants	
travel_pax_min	TravelNL		New			Minimum number of participants	

BooksNL

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
author	BooksNL		New			Name of the person or people who wrote the book	
composer	BooksNL		New			Name of the person or people who composed the piece of music	
print	BooksNL		New			Number of the print run for the book	
publisher	BooksNL		New			Name of the publisher of the book or music	

TelcoNL

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
connectivity	TelcoNL		New			Type of connectivity mobile contract or device has	
contract_type	TelcoNL		New			Name or type of contract	
device_monthly_cost	TelcoNL		New			Monthly part of the subscription cost for the mobile device	
gift	TelcoNL		New			Free gift included with product	
inc_data	TelcoNL		New			Amount of data included in deal usually in GB	
inc_minutes	TelcoNL		New			Number of minutes included in deal	
inc_texts	TelcoNL		New			Number of text messages included in deal	
initial_cost	TelcoNL		New			Initial upfront cost	
month_cost	TelcoNL		New			Monthly cost of contract, especially telecom contracts	
network	TelcoNL		New			The Mobile Network operator's brand name	
operating_system	TelcoNL		New			The device's operating system	
reproduction_tax	TelcoNL		New			Added tax-price on data carriers for copy rights	

special_offer	TelcoNL		New			Special offer	
storage_size	TelcoNL		New			Size of storage required for products	
subscription_download_speed	TelcoNL		New			Download speed in megabits per second	
subscription_internet	TelcoNL		New			Name of the internet subscription (especially for Benelux markets)	
subscription_internet_cost	TelcoNL		New			Cost internet subscription (especially for Benelux markets)	
subscription_internet_cost_special_offer	TelcoNL		New			Current special offer price for internet subscription (especially for Benelux markets)	
subscription_length	TelcoNL		New			Length of the subscription in months, either until the user can cancel the contract or when the contract expires	
subscription_minutes_cost	TelcoNL		New			Cost of included voice minutes (especially for Benelux markets)	
subscription_minutes_cost_special_offer	TelcoNL		New			Current special offer price for included voice minutes (especially for Benelux markets)	
subscription_monthly_cost_special_offer	TelcoNL		New			Current special offer price	
subscription_name	TelcoNL		New			Name of the subscription plan	
subscription_upload_speed	TelcoNL		New			Upload speed in megabits per second	
term	TelcoNL		New			Term of contract	

JobsNL

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
education	JobsNL		New			Mandatory graduation / education when apply for this job	
employer_name	JobsNL		New			Company name	
employment	JobsNL		New			Occupation, work, business	
experience	JobsNL		New			Knowledge of a particular field	
group	JobsNL		New			Vacancy group / category	
hours	JobsNL		New			Working hours weekly	
intermediate_country	JobsNL		New			Intermediary office country	
intermediate_location	JobsNL		New			Intermediary office city	

intermediate_postal_code	JobsNL		New			Intermediary office postal code	
intermediate_region	JobsNL		New			Intermediary office region	
intermediate_type	JobsNL		New			Intermediary type: mediator, employment agency, etc.	
job_type	JobsNL		New			Type of occupation or businesses	
location	JobsNL		New			Location of destination	'Malta', 'Beijing', 'Albany', 'Hong Kong', 'Scotland', 'St Anton', 'Singapore', 'Green Bay', 'Jersey'
region	JobsNL		New			Region of the work / business office	
salary	JobsNL		New			Fixed periodically (usually monthly) paid wage for the work	
start_date	JobsNL		New			Date the vacancy was added	

EducationNL

CSV Name	Vertical Name	Publisher Only	Frequency	Validation / Restrictions	Advertiser Mapping Notes	Description	Sample
daypart	EducationNL		New			Part of the day and duration to attend the course	
deadlines	EducationNL		New			The latest time or date by which a course should be completed	
field	EducationNL		New			Field of education	
institute	EducationNL		New			Name of institute which offers the course	
level	EducationNL		New			Education level: High-school, Community college, Higher education, Academy, Science education, etc..	
location	EducationNL		New			Location of destination	'Malta', 'Beijing', 'Albany', 'Hong Kong', 'Scotland', 'St Anton', 'Singapore', 'Green Bay', 'Jersey'
max	EducationNL		New			Maximum duration of the course in month before the exam or obtain a diploma / graduate	
min	EducationNL		New			Minimum duration of the course in month before the exam or obtain a diploma / graduate	
month_price	EducationNL		New			Course monthly fee	
next	EducationNL		New			Next level after graduation	
previous	EducationNL		New			Compulsory graduation level before attending the course	

start_fee	EducationNL		New			Initial cost / registration fee	
time	EducationNL		New			Duration of the course in hours	