



# Awin Feeds: Publisher Product API

# Publisher Product API

The Publisher Product API allows a **publisher** to download an Awin Feed in the Json Line format (jsonl).

This document is intended for software engineers integrating a publisher system with this API. Not all Awin Advertisers are currently using the new feed system, but do not hesitate to contact your preferred advertisers to make the switch.

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## Authentication

You will need to include an access token with every request, see the documentation [https://wiki.awin.com/index.php/API\\_authentication](https://wiki.awin.com/index.php/API_authentication). This access token should be included in the HTTP header.

## Unauthorised Response

Check the access token has been set correctly in the HTTP header.

Response code: 401

Response type: JSON

```
{
  "error": 401,
  "message": "Full authentication is required to access this resource."
}
```

## Access Denied Response

Check the access token corresponds to the user the request is being made for.

Response code: 403

Response type: JSON

```
{
  "error": 403,
  "message": "Access Denied."
}
```

## Download an Awin Feed

To download an Awin Feed make a GET request to the following URL, remember to include the authentication token.

[https://api.awin.com/publishers/{PUBLISHER\\_ID}/awinfeeds/download/{ADVERTISER\\_ID}-{VERTICAL}-{LOCALE}.json](https://api.awin.com/publishers/{PUBLISHER_ID}/awinfeeds/download/{ADVERTISER_ID}-{VERTICAL}-{LOCALE}.json)

PUBLISHER_ID	Your Awin Publisher ID
ADVERTISER_ID	An Awin Advertiser ID
VERTICAL	Currently only <u>retail</u> is accepted
LOCALE	The advertiser's Awin Feed Language and location, all available combinations of language and locale are now possible, For example: <ul style="list-style-type: none"><li>• en_GB</li><li>• fr_GB</li><li>• fr_FR</li><li>• de_DE</li></ul>

- nl\_NL
- en\_NL

### **URL example:**

[https://api.awin.com/publishers/12345/awinfeeds/download/6789-retail-en\\_GB.jsonl](https://api.awin.com/publishers/12345/awinfeeds/download/6789-retail-en_GB.jsonl)

PUBLISHER_ID	12345
ADVERTISER_ID	6789
VERTICAL	retail
LOCALE	en_GB

### **Curl example:**

```
curl -X 'GET' \  
'https://api.awin.com/publishers/12345/awinfeeds/download/6789-retail-en_GB.jsonl' \  
'
```

### **Not Found Response**

If a not found response is encountered check the URL parameters are set correct for Publisher ID, Advertiser ID, Vertical and Locale.

Response code: 404

Response type: JSON

```
{  
  "message": "Locale not found"  
}
```

### **Successful Response**

If an Awin feed exists and permission is granted to download a success response will be received.

Awin Feeds use the JSON Lines format (JSONL), the response type will use this format.

Response code: 200

Response type: JSONL

```
{"product_details": ".."}  
{"product_details": ".."}
```

### **Last Line**

If the response is successful, check the last line, if the last line contains an error object, the download is in complete.

Please note once a download starts it's not possible to change the status code of the response, so always check the final line.

```
{"meta":{"advertiser_id":1001,"advertiser_name":"Example Merchant"},"product_basic":{"id":"720702","title":"Tweak Sorbet"...}} {"error":500,"message":"Internal server error"}
```

## Awin Feed Format

### JSON Lines

Is one valid JSON value per line, encoded using UTF-8.

```
{"json_line":1}  
{"json_line":2}  
{"json_line":3}
```

In this example there are 3 JSON values on 3 lines. Each JSON value is a valid JSON object.

### Usage Limits

We encourage publishers to limit themselves to no more than 5 requests per minute.

It is not possible to make concurrent requests to the same advertiser feed.

### Product Example:

```
{"meta":{"advertiser_id":1001,"advertiser_name":"Example Merchant"},  
"product_details":{"product_basic":{"id":"16817108","title":"Organic Cotton Men's T-Shirt - Blue - M"},  
"description":"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.",  
"link":"https://www.example.com/writing/pens",  
"image_link":"http://www.example.com/image1.jpg",  
"additional_image_link":["http://www.example.com/image1.jpg","http://www.example.com/image2.jpg"],  
"mobile_link":"https://www.m.example.com/writing/pens",  
"aw_deep_link":"https://www.awin1.com/cread.php?awinmid=12345&awinaffid=6789&ued=https://www.example.com/writing/pens",  
"aw_mobile_link":"https://www.awin1.com/cread.php?awinmid=12345&awinaffid=6789&ued=https://www.m.example.com/writing/pens"},  
"price_and_availability":{"availability":"in_stock",  
"availability_date":"2023-12-25T13:00-0800",  
"expiration_date":"2023-12-26T13:00-0800",  
"price":"15.00 GBP",  
"sale_price":"5.00 GBP",  
"sale_price_effective_date":"2022-02-24T13:00-0800/2022-03-29T15:30-0800",  
"cost_of_goods_sold":"3526.63 USD",  
"unit_pricing_measure":"750 ml",  
"unit_pricing_base_measure":"100 ml",  
"installment":{"months":6,"amount":"50 BRL"},  
"subscription_cost":{"period":"month",  
"period_length":12,"amount":"35.00 EUR"},  
"loyalty_points":"Programme A:100:0.5"},  
"product_category":{"google_product_category_id":"1234",  
"google_product_category":"Apparel & Accessories > Clothing > Dresses"},  
"product_type":"Home > Women > Dresses > Maxi Dresses",  
"product_identifiers":{"brand":"Google",  
"gtin":"3243567980126",  
"mpn":"EXA12345MPLE",  
"identifier_exists":"yes"},  
"product_detailed":{"condition":"new",  
"adult":"yes",  
"multipack":20,  
"is_bundle":false,  
"energy_efficiency_class":"A+",  
"min_energy_efficiency_class":"A+",  
"max_energy_efficien
```

```

cy_class:"D","age_group":"adult","color":"yellow","gender":"unisex","material":"Cotton/polyester/
elastane","pattern":"Striped","size":"L","size_type":["regular","plus"],"size_system":"UK","item_gro
up_id":"AB12345","product_length":"14 cm","product_width":"14 cm","product_height":"14
cm","product_weight":173
g","product_detail":[{"section_name":"General","attribute_name":"Product
Type","attribute_value":"Digital player"},{"section_name":"General","attribute_name":"Product
Type","attribute_value":"Digital Video"}],"product_highlight":["Supports thousands of apps, including
Netflix, YouTube, HBO Now, Spotify, Showtime, Pandora, Google Play Movies","Supports thousands of
apps, including Netflix, YouTube, HBO Now, Spotify, Showtime, Pandora, Google Play
Movies","Supports thousands of apps, including Netflix, YouTube, HBO Now, Spotify, Showtime,
Pandora, Google Play
Movies"]},"shopping_campaign":{"lifestyle_image_link":"https://www.example.com/image1.jpg"},"d
elivery":{"shipping":{"country":"US","region":"US","postal_code":"80302","service":"Overnight","pr
ice":16.00
USD","min_handling_time":1,"max_handling_time":1,"min_transit_time":3,"max_transit_time
":3}},"shipping_weight":3 kg,"shipping_length":20 in,"shipping_width":40
cm,"shipping_height":20
in","ships_from_country":"DE","min_handling_time":1,"max_handling_time":10},"tax":{"tax":{"cou
ntry":"US","region":"CA","postal_code":"94043","rate":8.75,"tax_ship":"yes"}}}}

```

This is an example of one valid product, there should not be any new lines within the product's JSON.

## Product Sections

An Awin Product consists of sections which contain the individual fields that contain product information.

### Meta

advertiser_id	Awin's unique ID for the advertiser programme, Integer
advertiser_name	Name of the advertiser programme, String
<pre>{"meta": {"advertiser_id":1001,"advertiser_name":"Example Merchant"}}</pre>	

### Basic Product Data

<b>id</b> - Required	Advertiser's unique product ID to identify each product  Unicode characters: alphanumeric, underscores, and dashes  1–50 characters
<pre>{"product_basic":{"id":"16817108"}}</pre>	

<b>title</b> - Required	Product name  String (Unicode characters)  1–150 characters
<pre>{"product_basic":{"title":"Organic Cotton Men's T-Shirt - Blue - M"}}</pre>	

<b>description</b> - Required	Product description  String (Unicode characters)  1–5,000 characters
<pre>{"product_basic":{"description":"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."}}</pre>	

<b>link</b> - Required	Direct link to the product – non-trackable  URL (including http or https), ASCII characters only  RFC 3986 compliant
---------------------------	--

	1–2,000 characters
<pre>{"product_basic":{"link":"https://www.example.com/writing/pens"}}</pre>	

<b>image_link</b> - Required	Direct link to the product image  URL (including http or https), ASCII characters only  RFC 3986 compliant  1–2,000 characters
<pre>{"product_basic":{"image_link":"http://www.example.com/image1.jpg"}}</pre>	

<b>additional_image link</b> - Optional	Direct links to additional product images  Json Array of String  URL (including http or https), ASCII characters only  RFC 3986 compliant  1–2,000 characters
<pre>{"product_basic":{"additional_image_link":[   "<a href="http://www.example.com/image1.jpg">http://www.example.com/image1.jpg</a>",   "<a href="http://www.example.com/image2.jpg">http://www.example.com/image2.jpg</a>" ]}}</pre>	

<b>mobile_link</b> - Optional	A mobile-optimised version of advertiser’s landing page link – non-trackable  URL (including http or https), ASCII characters only  RFC 3986 compliant  1–2,000 characters
<pre>{"product_basic":{"mobile_link":"https://www.m.example.com/writing/pens"}}</pre>	

<b>aw_deep_link</b>	Direct link to the product – trackable  1-2,000 characters
<pre>{"product_basic":{"aw_deep_link":" https://www.awin1.com/cread.php?awinmid=12345&amp;awinaffid=6789&amp;ued=https://www.example.com/product/17290"}}</pre>	



<b>aw_mobile_link</b>	A mobile-optimised version of advertiser's landing page link - trackable 1–2,000 characters
{"product_basic":{"aw_mobile_link": "https://www.awin1.com/cread.php?awinmid=12345&awinaffid=6789&ued=https://www.m.example.com/writing/pens"}}	

<b>virtual_model_link</b>	When provided by an advertiser, use to promote 3D or AR models of the products. 1–2,000 characters
{"product_basic":{"avirtual_model_link": "https://www.awin1.com/cread.php?awinmid=12345&awinaffid=6789&ued=https://www.m.example.com/writing/pens"}}	

## Price and Availability

<b>availability</b> - Required	Product Availability  Supported values are available in English only <ul style="list-style-type: none"> <li>• in_stock (products that are available for purchase)</li> <li>• out_of_stock (products currently not available to purchase)</li> <li>• preorder (products that have not yet been released for sale, but orders are being taken for)</li> <li>• backorder (products currently not available, but are orders are being taken for)</li> </ul> <p>If 'preorder' or 'backorder' are set, the 'availability_date' will be provided</p>
{"price_and_availability":{"availability":"in_stock"}}	

<b>availability_date</b> - Required if product availability is set to 'preorder' or 'backorder'/Optional otherwise	Date a product set to 'preorder' or 'backorder' becomes available YYYY-MM-DDThh:mm[±hhmm], or YYYY-MM-DDThh:mmZ
{"price_and_availability":{"availability_date":"2023-12-25T13:00-0800"}}	

<b>expiration_date</b> - Optional	The date the product will stop being available  YYYY-MM-DDThh:mm[±hhmm], or YYYY-MM-DDThh:mmZ
<code>{"price_and_availability": "expiration_date": "2023-12-26T13:00-0800"}</code>	

<b>price</b> - Required	Product price  Number plus currency (ISO 4217)
<code>{"price_and_availability": {"price": "15.00 GBP"}}</code>	

<b>sale_price</b> - Recommended	Product price during sale periods  Number plus currency (ISO 4217)
<code>{"price_and_availability": {"sale_price": "5.00 GBP"}}</code>	

<b>sale_price_effective_date</b> - Recommended	To indicate the date range the sale will run for when using the sale_price attribute  YYYY-MM-DDThh:mm[±hh:mm]/YYYY-MM-DDThh:mm[±hh:mm]/, or YYYY-MM-DDThh:mmZ/YYYY-MM-DDThh:mmZ
<code>{"price_and_availability": {"sale_price_effective_date": "2022-02-24T13:00-0800/2022-03-29T15:30-0800"}}</code>	

<b>unit_pricing_measure</b> - Optional	The measure and dimension of the product  Positive number plus unit  Supported units: <ul style="list-style-type: none"> <li>• Weight: oz, lb, mg, g, kg</li> <li>• Volume (US imperial): floz, pt, qt, gal</li> <li>• Volume (metric): ml, cl, l, cbm</li> <li>• Length: in, ft, yd, cm, m</li> <li>• Area: sqft, sqm</li> <li>• Per unit: ct</li> </ul>
<code>{"price_and_availability": {"unit_pricing_measure": "750 ml"}}</code>	

<b>unit_pricing_base_measure</b> - Optional	The product's base measure for pricing (for example, '100ml' means the price is calculated based on a 100ml units)  Positive number or positive number plus unit
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	<p>Supported units:</p> <ul style="list-style-type: none"> <li>• Weight: oz, lb, mg, g, kg</li> <li>• Volume (US imperial): floz, pt, qt, gal</li> <li>• Volume (metric): ml, cl, l, cbm</li> <li>• Length: in, ft, yd, cm, m</li> <li>• Area: sqft, sqm</li> <li>• Per unit: ct</li> </ul> <p>Supported integers:</p> <ul style="list-style-type: none"> <li>• 1</li> <li>• 10</li> <li>• 100</li> <li>• 2</li> <li>• 4</li> <li>• 8</li> </ul> <p>Additional supported metric integer + unit combinations:</p> <ul style="list-style-type: none"> <li>• 75 cl</li> <li>• 750 ml</li> <li>• 50 kg</li> <li>• 1000 kg</li> </ul>
<pre>{"price_and_availability":{"unit_pricing_base_measure":"100 ml"}}</pre>	

<p><b>installment</b> - Optional</p>	<p>The installment payment plan available for the product.</p> <p>Supported values:</p> <ul style="list-style-type: none"> <li>• 'months' - the number of installments the buyer has to pay</li> </ul> <p>Integer</p> <ul style="list-style-type: none"> <li>• 'amount' - the amount the buyer must pay per month</li> </ul> <p>ISO 4217</p>
<pre>{"price_and_availability":{"installment":{"months":6,"amount":"50 BRL"}}</pre>	

<p><b>subscription_cost</b> - Optional</p>	<p>The details of a monthly or annual payment plan that bundles a communications service contract with a wireless product (mobile phone or tablet)</p> <p>Supported values:</p> <ul style="list-style-type: none"> <li>• 'period' - the duration of a single subscription period. Values 'month' or 'year'</li> </ul>
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	<ul style="list-style-type: none"> <li>‘period_length’ - the number of subscription periods (months or years) that the buyer must pay</li> <li>‘amount’ - the amount the buyer must pay per month</li> </ul> <p>ISO 4217</p>
<pre> {"price_and_availability":{"subscription_cost":{"   "period":"month",   "period_length":12,   "amount":"35.00 EUR" }}} </pre>	

<b>loyalty_program</b> - Optional	<p>Specifies how many and what type of loyalty points a customer receives when buying the product.</p> <p>String (Unicode characters, Recommend: ASCII only)</p> <p>JSON array of objects:</p> <ul style="list-style-type: none"> <li>‘program_label’: the name of your loyalty programme</li> <li>‘tier_label’: the tier, e.g. silver or gold</li> <li>‘price’: the price of the offer</li> <li>‘loyalty_points’: the points that can be earned</li> </ul>
<pre> {"price_and_availability":{"loyalty_program":[   {     "program_label":"Progamme A"     "tier_label":"silver"     "price":"100 USD"     "loyalty_points":"0.5"   } ]} </pre>	

## Product Category

<b>google_product_category_id</b> - Recommended	<p>Google-defined product ID for the product</p> <p>Refer to the <a href="#">Google product category [google_product_category] - Google Merchant Center Help</a></p>
<pre> {"product_category":{"google_product_category_id":1234}} </pre>	

<b>google_product_category</b> - Recommended	<p>Google-defined product category for the product</p>
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	<p>Refer to the <a href="#">Google product category [google_product_category] - Google Merchant Center Help</a></p> <p>The full category path.</p> <p><b>Currently, we only support Google categories in English.</b></p>
<pre>{"product_category":{"google_product_category":"Apparel &amp; Accessories &gt; Clothing &gt; Dresses"}}</pre>	

<p><b>product_type</b> - Optional</p>	<p>Advertiser's product category</p> <p>Unicode characters</p> <p>1–750 characters</p>
<pre>{"product_category":{"product_type":"Home &gt; Women &gt; Dresses &gt; Maxi Dresses"}}</pre>	

### Product Identifiers

<p><b>brand</b> - Required for all 'new' products/Optional otherwise</p>	<p>Name of the product's brand</p> <p>Unicode characters (Recommended: ASCII only)</p> <p>1–70 characters</p>
<pre>{"product_identifiers":{"brand":"Google"}}</pre>	

<p><b>gtin</b> - Required/Optional for products that don't have a GTIN</p>	<p>Global Trade Item Number (GTIN), a unique and internationally recognised identifier for a product.</p> <p>UPC (in North America / GTIN-12) 12-digit number like 323456789012</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.</p> <p>ITF-14 (for multipacks / GTIN-14) 14-digit number like 10856435001702</p> <p>Each product and variant of a product (different colours or sizes) has its own GTIN.</p> <p>If the product doesn't have a GTIN (e.g. vintage clothing or handmade goods), advertiser will provide the 'MPN' and 'brand' attributes.</p>
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```
{"product_identifiers":{"gtin":"3243567980126"}}
```

<b>mpn</b> - Required if the product does not have a manufacturer assigned GTIN/Optional	Product's Manufacturer Part Number (MPN), a unique number issued by manufacturers to identify individual products  String (Alphanumeric, Unicode characters. Recommended: ASCII only)  1–70 characters
<pre>{"product_identifiers":{"mpn":"EXA12345MPLE"}}</pre>	

<b>identifier_exists</b> - Optional	Indicates that unique product identifiers (GTIN, MPN, Brand) aren't available for the product.  Values is in English: <ul style="list-style-type: none"><li>• yes</li><li>• true</li><li>• no</li><li>• false</li></ul> If no value is submitted, the default is 'yes'
<pre>{"product_identifiers":{"identifier_exists":"yes"}}</pre>	

## Detailed product description

<b>condition</b> - Required for 'used' and 'refurbished' products /Optional for 'new' products	Condition of the product  Supported values are available in English only: <ul style="list-style-type: none"><li>• new</li><li>• refurbished</li><li>• used</li></ul>
<pre>{"product_detailed":{"condition":"new"}}</pre>	

<b>certification</b> - Required for products that require certain information to be shown in your Shopping ads or free listings, for example due to local energy efficiency or emissions related labeling	If your products target any of the EU or EFTA member states or the UK, consult EU energy efficiency regulations or any applicable local law to determine if you need to provide this attribute. This includes products covered by <u>rescaled EU energy labels</u>  Json Array containing Json Object with keys:
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<p>regulations. Optional for all other products</p>	<p><b>Authority [certification_authority] (Required)</b> - The authority or certification body responsible for issuing the certification. At this time, we support the following values:</p> <ul style="list-style-type: none"> <li>○ "EC" or "European_Commission" for energy labels in the EU</li> <li>○ "ADEME" for the French CO2 emissions class for vehicles</li> <li>○ "BMWK" for the German CO2 emissions classes for vehicles</li> </ul> <p><b>Name [certification_name] (Required):</b> The name of the certification. At this time, we support the following values:</p> <ul style="list-style-type: none"> <li>○ "EPREL", which represents energy efficiency certifications in the EU <u>European Registry for Energy Labeling (EPREL)</u> database.</li> <li>○ "Vehicle_CO2_Class" for the overall CO2 class of a vehicle</li> <li>○ "Vehicle_CO2_Class_Discharged_Battery" for the CO2 class of a vehicle with a discharged battery</li> </ul> <p><b>Code [certification_code] (Sometimes Required):</b> The code of the certification. For example, for the EPREL certificate with the link <a href="https://eprel.ec.europa.eu/screen/product/dishwashers2019/123456">https://eprel.ec.europa.eu/screen/product/dishwashers2019/123456</a> the code is 123456. The code is required for European Energy Labels. Not required for Vehicle ads.</p> <p><b>Value [certification_value] (Sometimes Required):</b> The value of the certification. This field is ignored for certifications that require a certification code, like EPREL, but can be provided for specific certifications where a code isn't applicable. Specifically, the value of the appropriate CO2 Emission Class is required when listing vehicles in some countries. For details, refer to the <u>Vehicle ads overview</u>.</p>
<pre> {"certification":{   "certification_authority":" European_Commission",   "certification_name":"EPREL",   "certification_code":"123456",   "certification_value":"ABC123" }}</pre>	

<p><b>adult</b> - Required for 'used' and 'refurbished'</p>	<p>Indicates that the product is for adults only because it contains adult content such as nudity, sexually suggestive content, or is intended to enhance sexual activity.</p>
---	--

products /Optional for 'new' products	Supported values are available in English only: <ul style="list-style-type: none"> <li>• yes</li> <li>• true</li> <li>• no</li> <li>• false</li> </ul>
<code>{"product_detailed":{"adult":true}}</code>	

<b>multipack</b> - Optional	Indicates that multiple identical products have been grouped for sale as one product  Positive number greater than 2
<code>{"product_detailed":{"multipack":20}}</code>	

<b>is_bundle</b> - Optional	Indicates that a main product is grouped with other, different products, sold together as one package for a single price.  Supported values are available in English only: <ul style="list-style-type: none"> <li>• yes</li> <li>• true</li> <li>• no</li> <li>• false</li> </ul>
<code>{"product_detailed":{"is_bundle":false}}</code>	

<b>energy_efficiency_class</b> - Optional	The energy efficiency label of the product. In combination with 'min_energy_efficiency_class' and 'max_energy_efficiency_class' creates an energy efficiency label, for example, A+ (A+++ to G)  Values: <ul style="list-style-type: none"> <li>• A+++</li> <li>• A++</li> <li>• A+</li> <li>• A</li> <li>• B</li> <li>• C</li> <li>• D</li> <li>• E</li> <li>• F</li> <li>• G</li> </ul>
<code>{"product_detailed":{"energy_efficiency_class":"A+"}}</code>	



<b>min_energy_efficiency_class</b> - Optional	<p>The minimum energy efficiency label of the product. In combination with 'energy_efficiency_class' and 'max_energy_efficiency_class' creates an energy efficiency label, for example, A+ (A+++ to D)</p> <p>Values:</p> <ul style="list-style-type: none"> <li>• A+++</li> <li>• A++</li> <li>• A+</li> <li>• A</li> <li>• B</li> <li>• C</li> <li>• D</li> <li>• E</li> <li>• F</li> <li>• G</li> </ul>
<pre>{"product_detailed":{"min_energy_efficiency_class":"A+"}}</pre>	

<b>max_energy_efficiency_class</b> - Optional	<p>The maximum energy efficiency label of the product. In combination with 'energy_efficiency_class' and 'min_energy_efficiency_class' creates an energy efficiency label, for example, A+ (A+++ to D)</p> <p>Values:</p> <ul style="list-style-type: none"> <li>• A+++</li> <li>• A++</li> <li>• A+</li> <li>• A</li> <li>• B</li> <li>• C</li> <li>• D</li> <li>• E</li> <li>• F</li> <li>• G</li> </ul>
<pre>{"product_detailed":{"max_energy_efficiency_class":"D"}}</pre>	

<b>age_group</b> - Required for certain apparel products/Optional	<p>The demographic the product is designed for</p> <p>Supported values are available in English only:</p> <ul style="list-style-type: none"> <li>• newborn (0-3 months old)</li> <li>• infant (3-12 months old)</li> <li>• toddler (1-5 years old)</li> <li>• kids (5-13 years old)</li> <li>• adult (Teens or older)</li> </ul>
<pre>{"product_detailed":{"age_group":"adult"}}</pre>	

<b>color</b> - Required for certain apparel products/Optional	The product's colour  String (Alphanumeric, Unicode characters)  1–100 characters total  If the product is made up of more than one colour, the primary colour is followed by up to two secondary colours that are each separated by slash.
<pre>{"product_detailed":{"color":"yellow"}}</pre>	

<b>gender</b> - Required for certain apparel products/Optional	The gender the product is designed for  Supported values are available in English only: <ul style="list-style-type: none"> <li>• male</li> <li>• female</li> <li>• unisex</li> </ul>
<pre>{"product_detailed":{"gender":"unisex"}}</pre>	

<b>material</b> - Optional/ Recommended for apparel products	The main fabric or material the product is made of  String (Alphanumeric, Unicode characters)  Max 200 characters  For multiple materials (not variants), a primary material followed by up to two secondary materials that are each separated by slash
<pre>{"product_detailed":{"material":"Cotton/polyester/elastane"}}</pre>	

<b>pattern</b> - Optional/ Recommended for apparel products	The pattern or graphic print on the product  String (Alphanumeric, Unicode characters)  Max 100 characters
<pre>{"product_detailed":{"pattern":"Striped"}}</pre>	

<b>size</b> - Required for certain apparel products/Optional	The standardised size of the product  String (Alphanumeric, Unicode characters)  1–100 characters
<pre>{"product_detailed":{"size":"L"}}</pre>	

<p><b>size_type</b> - Optional/ Recommended for apparel products</p>	<p>The product's size type or cut</p> <p>Json Array of String</p> <p>Supported values are available in English only:</p> <ul style="list-style-type: none"> <li>• regular</li> <li>• petite</li> <li>• plus</li> <li>• tall</li> <li>• big</li> <li>• maternity</li> </ul> <p>Advertisers can submit up to 2 values per product</p>
<pre> {"product_detailed":{"size_type":[   "regular",   "plus" ]}} </pre>	

<p><b>size_system</b> - Optional/ Recommended for apparel products</p>	<p>The country's sizing system the product uses</p> <p>Supported values are available in English only:</p> <ul style="list-style-type: none"> <li>• AU</li> <li>• BR</li> <li>• CN</li> <li>• DE</li> <li>• EU</li> <li>• FR</li> <li>• IT</li> <li>• JP</li> <li>• MEX</li> <li>• UK</li> <li>• US</li> </ul>
<pre> {"product_detailed":{"size_system":"UK"}} </pre>	

<p><b>item_group_id</b> - Required/Optional</p>	<p>The product's group ID. If the product is one variation of a set of products (e.g. the same shoes in multiple sizes and colours), this attribute is the ID/SKU of the product.</p> <p>String (Alphanumeric, Unicode characters)</p> <p>1–50 characters</p>
<pre> {"product_detailed":{"item_group_id":"AB12345"}} </pre>	

<b>product_length</b> - Optional	Length of the product  Number plus measurement unit  Units: <ul style="list-style-type: none"> <li>• cm</li> <li>• in</li> </ul> Values between 1–3,000  Decimal values are supported (.)
<pre>{"product_detailed":{"product_length":"14 cm"}}</pre>	

<b>product_width</b> - Optional	Width of the product  Number plus measurement unit  Units: <ul style="list-style-type: none"> <li>• cm</li> <li>• in</li> </ul> Values between 1–3,000  Decimal values are supported (.)
<pre>{"product_detailed":{"product_width":"14 cm"}}</pre>	

<b>product_height</b> - Optional	Length of the product  Number plus measurement unit  Units: <ul style="list-style-type: none"> <li>• cm</li> <li>• in</li> </ul> Values between 1–3,000  Decimal values are supported (.)
<pre>{"product_detailed":{"product_height":"14 cm"}}</pre>	

<b>product_weight</b> - Optional	Weight of the product  Number plus measurement unit  Supported units:
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	<p>g kg lb oz</p> <p>Values between 0–2,000</p> <p>Decimal values are supported (.)</p>
<pre>{"product_detailed":{"product_weight":"173 g"}}</pre>	

<p><b>product_detail</b> - Optional</p>	<p>Technical specifications or additional details of the product not explicitly covered by other attributes</p> <p>Json Array containing Json Object with keys:</p> <ul style="list-style-type: none"> <li>• section_name</li> <li>• attribute_name</li> <li>• attribute_value</li> </ul> <p>String (Alphanumeric, Unicode characters)</p>
<pre>{"product_detailed":{"product_detail":[   {     "section_name":"General",     "attribute_name":"Product Type",     "attribute_value":"Digital player"   },   {     "attribute_name":"Product Type",     "attribute_value":"Digital Video"   } ]}}</pre>	

<p><b>product_highlight</b> - Optional</p>	<p>A short, bulleted lists of the most relevant highlights of the products</p> <p>Json Array of String</p> <p>String (Alphanumeric, Unicode characters)</p> <p>1–150 characters per highlight</p> <p>Minimum 2, Maximum of 100 highlights</p>
<pre>{"product_detailed":{"product_highlight":[   "Supports thousands of apps, including Netflix, YouTube, HBO Now, Spotify, Showtime, Pandora, Google Play Movies",   "Supports thousands of apps, including Netflix, YouTube, HBO Now, Spotify, Showtime, Pandora, Google Play Movies", ]}}</pre>	

"Supports thousands of apps, including Netflix, YouTube, HBO Now, Spotify, Showtime, Pandora, Google Play Movies"  
}}

## Shopping Campaigns and other configurations

- This section is optional, and some advertisers may omit it.

<b>lifestyle_image_link</b> - Optional	The URL for a lifestyle image to showcase the product in a real-world context URL (including http or https), ASCII characters only, and RFC 3986 compliant  1–2,000 characters
<pre>{"shopping_campaign":{"lifestyle_image_link":"https://www.example.com/image1.jpg"}}</pre>	

## Delivery

- This section is optional, and some advertisers may omit it.

<b>shipping</b> - Optional	<p>Shipping speed and cost for the product. The ‘shipping’ attribute uses sub-attributes to define country, delivery area, service, price, handling time, and transit time.</p> <p>Json Array containing Json Object with keys:</p> <ul style="list-style-type: none"> <li>• ‘country’ (required) - the country that the product can be delivered to ISO 3166-1 country code</li> <li>• Delivery area - advertisers submit one of the following:             <ul style="list-style-type: none"> <li>○ ‘region’ (optional) - region/state/territory or prefecture</li> <li>○ ‘postal_code’ (optional) - postal code range                 <ul style="list-style-type: none"> <li>▪ A ZIP or postal code (for example, 94043 for US and 2009 for Australia).</li> <li>▪ A range of postal codes (for example, 94002-95460 for US and 2009-3000 Australia).</li> </ul> </li> <li>○ location_id (optional) - numeric criteria ID of the advertiser’s location defined by <a href="#">Google Ads API (AdWords API)</a> <ul style="list-style-type: none"> <li>▪ <i>Awin accepts feeds with the location_id value, but advertisers are advised to use ‘region’ or ‘postal code’ for easier interpretation</i></li> </ul> </li> <li>○ location_group_name (optional) - location group set in Google Merchant Centre                 <ul style="list-style-type: none"> <li>▪ <i>Awin accepts feeds with the location_id value, but advertisers are advised to use ‘region’ or ‘postal code’ for easier interpretation</i></li> </ul> </li> <li>○ ‘service’ (optional) - service class or shipping speed</li> <li>○ ‘price’ (optional) - shipping cost</li> <li>○ Handling time (optional)                 <ul style="list-style-type: none"> <li>▪ min_handling_time (optional) - minimum number of days between when an order is placed and when it's handed off to a shipping carrier                     <ul style="list-style-type: none"> <li>• Whole number between 1–1,000</li> </ul> </li> </ul> </li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>○ <code>max_handling_time</code> (optional) - maximum number of days between when an order is placed and when it's handed off to a shipping carrier <ul style="list-style-type: none"> <li>▪ Whole number between 1–1,000</li> </ul> </li> <li>○ <code>transit_time</code> (optional) <ul style="list-style-type: none"> <li>▪ <code>min_transit_time</code>: minimum number of days between when a product is handed off to a shipping carrier and when it's delivered to the customer <ul style="list-style-type: none"> <li>• Whole number between 1–1,000</li> </ul> </li> <li>▪ <code>max_transit_time</code>: maximum number of days between when a product is handed off to a shipping carrier and when it's delivered to the customer <ul style="list-style-type: none"> <li>• Whole number between 1–1,000</li> </ul> </li> </ul> </li> </ul>
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```

{"delivery":{"shipping": [
  {
    "country":"US",
    "region":"US",
    "postal_code":"80302",
    "location_id":21137,
    "location_group_name":"Outback",
    "service":"Overnight",
    "price":"16.00 USD",
    "min_handling_time":1,
    "max_handling_time":1,
    "min_transit_time":3,
    "max_transit_time":3
  }
]}}

```

<b>shipping_weight</b> - Optional	<p>The weight of the product used to calculate shipping costs</p> <p>Number plus measurement unit</p> <p>Units:</p> <ul style="list-style-type: none"> <li>• g</li> <li>• kg</li> <li>• lb</li> <li>• oz</li> </ul> <p>Values between 1–1,000 for metric and 1–2,000 for imperial</p> <p>Decimal points (e.g. 1.5 kg) are supported</p>
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{"delivery":{"shipping_weight":"3 kg"}}

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<b>shipping_length</b>	Length dimensions of the package for the product
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<p>- Optional</p>	<p>Number plus measurement unit</p> <p>Units:</p> <ul style="list-style-type: none"> <li>• cm</li> <li>• in</li> </ul> <p>Values between 1–400 for metric and 1–150 for imperial</p>
<pre>{"delivery":{"shipping_length":"20 in"}}</pre>	

<p><b>shipping_width</b> - Optional</p>	<p>Width dimensions of the package for the product</p> <p>Number plus measurement unit</p> <p>Units:</p> <ul style="list-style-type: none"> <li>• cm</li> <li>• in</li> </ul> <p>Values between 1–400 for metric and 1–150 for imperial</p>
<pre>{"delivery":{"shipping_width":"40 cm"}}</pre>	

<p><b>shipping_height</b> - Optional</p>	<p>Height dimensions of the package for the product</p> <p>Number plus measurement unit</p> <p>Units:</p> <ul style="list-style-type: none"> <li>• cm</li> <li>• in</li> </ul> <p>Values between 1–400 for metric and 1–150 for imperial</p>
<pre>{"delivery":{"shipping_height":"20 in"}}</pre>	

<p><b>ships_from_country</b> - Optional</p>	<p>The country from which the product will usually be dispatched from</p> <p>String (Unicode characters)</p> <p>ISO 3166-1 Alpha-2 country code</p>
<pre>{"delivery":{"ships_from_country":"DE"}}</pre>	

<p><b>min_handling_time</b> - Optional</p>	<p>The shortest amount of time between when an order is placed for a product and when the product ships</p> <p>Number (whole number), greater than or equal to 0</p>
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	Integer, greater than or equal to 0
<pre>{"delivery":{"min_handling_time":1}}</pre>	

<b>max_handling_time</b> - Optional	The longest amount of time between when an order is placed for a product and when the product ships  Number (whole number), greater than or equal to 0
<pre>{"delivery":{"max_handling_time":10}}</pre>	

## Tax

- This section is optional, and some advertisers may omit it.
- Tax fields are required for US Tax only, otherwise they're optional.

<b>tax</b> - Required for the United States/Optional	The product's sales tax. Google only support this for US sales tax.  Json Array containing Json Object with keys: <ul style="list-style-type: none"> <li>• 'country' (optional) - the country a product can be delivered to</li> <li>• Area (optional) - provide one of the following: <ul style="list-style-type: none"> <li>○ 'region' (optional) - submit a state <ul style="list-style-type: none"> <li>▪ =ISO 3166-2 code without country prefix (e.g. 'CA')</li> </ul> </li> <li>○ 'postal_code' (optional) - a postal code range <ul style="list-style-type: none"> <li>▪ A postal code (for example, "94043")</li> <li>▪ A range of postal codes (for example, "94002-95460")</li> <li>▪ A range of postal codes using a prefix with a wildcard ( * ) (for example, "94*")</li> <li>▪ A range of postal codes using 2 prefixes with wildcards ( * ) (for example, "94*-95*")</li> </ul> </li> <li>○ 'location_id' (optional) - numeric criteria ID of the advertiser's location defined by <a href="#">Google Ads API (AdWords API)</a></li> <li>○ <i>Awin accepts feeds with the location_id value, but recommends but advertisers are advised to use 'region' or 'postal code' for easier interpretation</i></li> </ul> </li> <li>• 'rate' (required) - Tax rate as a percentage of the price <ul style="list-style-type: none"> <li>○ Number with decimal point (e.g. 8.75 to indicate 8.75%)</li> </ul> </li> <li>• 'tax_ship' (optional) - whether tax is charged on shipping <ul style="list-style-type: none"> <li>○ Accepted values are 'yes' and 'no'</li> </ul> </li> </ul>
<pre>{"tax":{   "tax":[     {       "country":"US",       "region":"CA",</pre>	

```
    "postal_code": "94043",  
    "rate": 8.75,  
    "tax_ship": "yes"  
  }  
]  
}}
```