# Trade Me - My Products
# Import Guide

*CSV import file specification*

**Version:** **6.15**
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**Created Date:** 11 July 2014
**Revision Date:** **15 September 2021**

# Introduction

## *Overview*

This document identifies the format for the importing of Trade Me product data for use by Trade Me Ltd.

## *Intended audience*

This document is targeted at people who will be preparing and/or maintaining the files that contain product data to be imported for use on Trade Me.

# File requirements

The importing of product data to Trade Me is accomplished using two sets of files. A product data file and the photo images.

*File formats*

- The product import file must be provided as a CSV file with a ".csv" extension.
- The photo files can be provided in any of the following formats:
  JPG, JPEG, PNG, GIF, BMP

*Product files*

CSV files can created or viewed in Excel or alternatively, in a text editor like Notepad++ or Notepad. The format of the data must comply with the requirements specified in the Column *& Field Formats* section that follows. The file can have any name, as long as it is a CSV type file.

Examples:
> *andysappliances_20090702_1022.csv Shoeseller Products.csv*

*Valid CSV*

The first row of the CSV file MUST contain all of the column names described in this document. The columns can be in any order. Columns cannot be omitted even if the column is optional.

*Photo files*

Each image to be associated with a listing needs to be specified in the **photo_id_list** column. This can be either the full filename or a URL that points to the photos location (this is the photo's URL, not the webpage URL) on the web. Photo filenames must be an exact match to the photos that you upload before running the product import. Photo URLs will be uploaded on the fly when the product import is run.

Multiple filenames and URLs should be separated by a semicolon. They will be processed and created in the order that they appear in your CSV file. The first photo specified will be the main photo.

*Conventions*

The accepted values for a **positive** answer in the CSV are: **True, Yes** and **1** irrespective of the casing.

The accepted values for a **negative** answer in the CSV are: **False, No** and **0** irrespective of the casing.

Any mandatory values that are left blank will either be defaulted or will encounter an error.

*CSV Gotcha's*

When opening a CSV type file in Excel, any leading zeros are lost. Eg. 0036 will be converted to 36.

Some Excel formatting will be lost and most of the time this will be fine. Monetary values like 4.40 will display as 4.4 and this is fine.

# Column & Field Formats

All the columns and fields required to import your products are described below. All the columns should be included in the product import CSV file, even if the data for the optional fields is blank. The order of the columns is not important.

## product_id_for_member

| | |
|---|---|
| About | An ID or code to identify the product. |
| Type | Text or numeric |
| Comments | If left blank, the system will create a new product with a system generated ID. |
| | If the ID is already known then the product will be treated as an update. If the ID is unknown then the product will created as a new product. |
| Restrictions | Maximum length of 20. |

## sku

| | |
|---|---|
| About | The product's identifying code or SKU. |
| Type | Text or numeric |
| Comments | If left blank, the system will create a new product with a system generated SKU number. |
| | If the SKU is already known then the product will be updated with the new information. |
| Restrictions | Maximum length of 50. |

## photo_id_list

| | |
|---|---|
| About | The photo(s) to assign to the product. |
| Type | Text |
| Comments | Leave blank if there are no photos to assign to the product. |
| | Can be either a full filename or a web photo URL. |
| | Multiple photos should be separated with a semi-colon. Eg. Photo1.jpg; Photo2.jpg; Photo3.jpg |
| Restrictions | Maximum of 20 photos for each product. |
| | Photos need to be uploaded before importing the product data file. |

## youtube_video_key

| | |
|---|---|
| About | If you are a Top Seller you have the option to add a YouTube video to your listing. |
| Type | Text |
| Comments | Optional. |
| | This is the video key code. Not the full URL. Eg. v=6rPHrjJ1Hyo or 6rPHrjJ1Hyo |
| Restrictions | Maximum length is 20. |

## stock_amount

| | |
|---|---|
| About | The product's stock level. |
| Type | Whole number or blank |
| Comments | Leave blank if the stock is unlimited, but also set **unlimited_stock** to True.<br>If a stock level is specified then also set **unlimited_stock** to False. |
| Restrictions | **stock_amount** is directly linked to the **unlimited_stock** field. |

## unlimited_stock

| | |
|---|---|
| About | Sets whether the product's stock is known or unlimited. |
| Type | True or False |
| Comments | Set to True if **stock_amount** has a whole number value, otherwise set to False. |
| Restrictions | **unlimited_stock** is directly linked to the **stock_amount** field. |

## category_id

| | |
|---|---|
| About | The category code that the product will be listed in. |
| Type | Whole number code |
| Comments | This is not the path name.<br>The code must be for a leaf category code number. |
| Restrictions | The category code is mandatory. |

## second_category_id

| | |
|---|---|
| About | The category code you want to be listed in a second category for the same product. |
| Type | Whole number code or blank |
| Comments | This is not the path name.<br>The code must be for a leaf category code number. |
| Restrictions | A second category is optional and incurs a fee. See Trade Me's online Help for the fees. |

## dvd_catalogue_id

| | |
|---|---|
| About | Trade Me's DVD catalogue ID for auto-generating the description and titles etc for a DVD or Blu-ray type listing. |
| Type | Whole number ID or blank |
| Comments | Only specify an ID number if you intend to list in a DVD or Blu-ray category and hook into Trade Me's catalogue to auto-generate the listing content. |
| Restrictions | |

## title

| About | The listing title for the product. |
|---|---|
| Type | Text |
| Comments | Cannot be blank. |
| Restrictions | Maximum length is 50. |

## subtitle

| About | The listing subtitle for the product. |
|---|---|
| Type | Text or blank |
| Comments | This is a premium feature and will incur a fee. View our full schedule of fees. |
| Restrictions | Maximum length is 50. |

## body

| About | The listing description for the product. |
|---|---|
| Type | Text |
| Comments | Cannot be blank. |
| Restrictions | Maximum length is 2048.<br>If you have a global footer text to apply to each product listing, then this will affect how much text you can insert into this field. |

## is_new

| About | Specifies whether the product is new or used. |
|---|---|
| Type | True or False or blank |
| Comments | Set to true if the product is new, otherwise set this to false.<br>Blank will default to false. |
| Restrictions | |

## attributes

| About | Some categories require attributes. |
|---|---|
| Type | Text or blank |
| Comments | Each attribute should be referenced with an attribute name that Trade Me recognises and a value.<br>Multiple attributes should be separated with a semi-colon.<br>Eg. CameraBrand=Nikon;Megapixels=17;OpticalZoom=27; |
| Restrictions | |

## is_legal_notice_read

| | |
|---|---|
| About | Some categories require confirmation that the legal declaration has been read and the product is compliant. |
| Type | True or blank |
| Comments | |
| Restrictions | |

## start_price

| | |
|---|---|
| About | The Start price. |
| Type | Monetary value without the currency symbol |
| Comments | Even if you only intend to use a Buy Now only price, you should still set the start price. |
| Restrictions | Minimum of 50c.<br>Maximum must be under $99,999,999. |

## reserve_price

| | |
|---|---|
| About | The Reserve price. |
| Type | Monetary value without the currency symbol or blank |
| Comments | Leaving the reserve blank will set the reserve price to be the same as the start price.<br>When the reserve price is greater than the start price, a fee will apply. View our full schedule of fees |
| Restrictions | Minimum of 50c.<br>Maximum must be under $99,999,999. |

## buy_now_price

| | |
|---|---|
| About | The Buy Now price. |
| Type | Monetary value without the currency symbol or blank |
| Comments | The buy now price must be greater than or equal to the start price. |
| Restrictions | Minimum of 50c.<br>Maximum must be under $99,999,999. |

## is_clearance

| | |
|---|---|
| About | Determines if the product is a clearance item. |
| Type | True or False |
| Comments | Blank will default to false.<br>You will need to add this column to your import file. |
| Restrictions | **Only available to authorised Trade Me members.** |

## was_price

| | |
|---|---|
| About | Likely to be the current Buy Now price if you are using **has_promo**. Otherwise this should be a price that is greater than the Buy Now. |
| Type | Monetary value without the currency symbol or blank |
| Comments | The price should be greater than the buy now price unless you are using **has_promo**.<br>You will need to add this column to your import file.<br>The **is_clearance** field should be set to true. |
| Restrictions | **Only available to authorised Trade Me members.** |

## has_promo

| | |
|---|---|
| About | If you have a price promotion set up then you can opt to assign the promo to the product. |
| Type | True or False or blank |
| Comments | Blank will default to false.<br>You will need to add this column to your import file. |
| Restrictions | **Only available to authorised Trade Me members.** |

## is_sold_multiple_quantities

| | |
|---|---|
| About | If you intend to offer and sell more than one item on the listing, you can set the listing to be an MQL (Multi-Quantity Listing). |
| Type | True or False or blank |
| Comments | Blank will default to false.<br><br>You do not need to specify a quantity to offer, since the product listing will attempt to use all the available stock up to a maximum of 1000.<br><br>If you set this field to true, then you should set a value for the **is_shipping_price_per_quantity_sold** field. |
| Restrictions | |

## is_shipping_price_per_quantity_sold

| | |
|---|---|
| About | This determines whether to apply shipping to the entire order or to each item, if you intend to offer and sell more than one item on the listing. |
| Type | True or False or blank |
| Comments | Blank will default to false, which means shipping is a one-off cost applied to the entire order.<br><br>If you set **is_sold_multiple_quantities** to true, then you should set this field to either True or False. |
| Restrictions | |

## fpo_amount

| | |
|---|---|
| About | If you intend to make FPOs (Fixed Price Offers) to the watchers or losers of your listings, then this is the fixed price for the offer. |
| Type | Monetary value without the currency symbol or blank |
| Comments | Leave this blank if you don't intend to make an FPO. The other FPO fields will be ignored when this is left blank.<br><br>The FPO price does not have to match the buy now price. |
| Restrictions | Minimum of 50c.<br>Maximum must be under $99,999,999 |

## fpo_duration

| | |
|---|---|
| About | If you opted for a FPO (Fixed Price Offers) amount, then you will need to specify the duration of the FPO. |
| Type | 1, 3 or 7 |
| Comments | This is the FPO duration in days.<br>Defaults to 3 days if left blank and **fpo_amount** has been specified. |
| Restrictions | |

## fpo_to

| | |
|---|---|
| About | If you opted for a FPO (Fixed Price Offers) amount, then you will need to specify who you want to make the FPO to. |
| Type | A, B or blank |
| Comments | A = all, watchers and bidders<br>B = bidders only<br>Defaults to bidders only if left blank and **fpo_amount** has been specified. |
| Restrictions | |

## av_bidders_only

| | |
|---|---|
| About | Specifies whether you want to allow only authenticated members to bid on your auctions. |
| Type | True or False or blank |
| Comments | Leaving this blank will default to false. |
| Restrictions | |

## auction_length

| | |
|---|---|
| About | The duration of your product listing. |
| Type | Whole number |
| Comments | The durations available are determined by the category that the product is listed in.<br>The most common durations for the General categories are: 2,3,4,5,6,7,10.<br>Other durations are: 14,21,28,56,90<br>The 10 day duration will incur a fee. View our full schedule of fees |
| Restrictions | Minimum duration is 2 days |

## auction_end_time

| | |
|---|---|
| About | The end time of your product listing. |
| Type | 24hr format (hh:mm) or blank |
| Comments | Leave this blank if you do not want a set end time. |
| Restrictions | Must be between 00:00 and 23:59 |

## delivery_pickup_allowed

| | |
|---|---|
| About | Determines whether you allow pick ups for the product listing. |
| Type | True or False or blank |
| Comments | Leaving this blank will default to no pick up. |
| Restrictions | |

## delivery_must_pickup

| | |
|---|---|
| About | Determines whether the buyer must pick up for the product listing. |
| Type | True or False or blank |
| Comments | Leaving this blank will default to no pick up. |
| Restrictions | |

## delivery_use_bookcourier_rates

| | |
|---|---|
| About | Determines whether your product listing uses calculated book a courier rates. |
| Type | True or False |
| Comments | True will use the book a courier rates. You should also set your weight and product dimensions so the preview rates can be calculated. |
| Restrictions | |

## delivery_bookcourier_is_box

| | |
|---|---|
| About | Determines whether the booked courier parcel is a box or a bag. |
| Type | True or False |
| Comments | True = box and False = bag. |
| Restrictions | |

## delivery_bookcourier_bag_size

| About | Determines the book a courier bag size. |
|---|---|
| Type | Text |
| Comments | Must be one of the following if bag is the parcel option:<br>    Very small bag (25 x 13 cm max)<br>    Small bag (28 x 18 cm max)<br>    Medium bag (33 x 25 cm max)<br>    Large bag (45 x 36 cm max) |
| Restrictions | |

## delivery_bookcourier_selected_courier

| About | Determines the courier to use for book a courier. |
|---|---|
| Type | Text |
| Comments | Must be one of the following:<br>    Courier with best price<br>    NZPostonly<br>    Fastway only |
| Restrictions | |

## delivery_bookcourier_service_level

| About | Determines the service option for book a courier. |
|---|---|
| Type | Text |
| Comments | Must be one of the following:<br>    Service level with best price<br>    Non-Signature<br>    Signature |
| Restrictions | |

## delivery_bookcourier_no_restricted_items

| About | Confirms your product is not a restricted shipping item. |
|---|---|
| Type | True or False |
| Comments | Must be True if you have set **delivery_use_bookcourier_rates** to true. Otherwise, book a courier is not an option for this product. |
| Restrictions | |

## delivery_price

| About | These are the shipping prices for the product listing or the name of an existing shipping template to use. |
|---|---|
| Type | Monetary value without the currency symbol or blank |
| Comments | Leaving this blank will default to the shipping costs are unknown.<br><br>The format is price = shipping description.<br><br>Multiple shipping costs should be separated with a semi-colon.<br><br>Eg. 4.00=Tracked Post;7.25=Courier;8.50=Rural Courier |
| Restrictions | Maximum of 10 shipping options<br><br>If you have Pay Now then you must specify the shipping costs unless you opted for free shipping |

## payment_bank_deposit

| | |
|---|---|
| About | Determines if you allow payment by bank deposit for the product listing. |
| Type | True or False or blank |
| Comments | Blank defaults to false. |
| Restrictions | |

## payment_credit_card

| | |
|---|---|
| About | Determines if you allow payment by credit card for the product listing. |
| Type | True or False or blank |
| Comments | Blank defaults to false.<br>If you are Pay Now enabled then setting this to true will enable Pay Now instead of credit card. |
| Restrictions | |

## payment_cash

| | |
|---|---|
| About | Determines if you allow payment by cash for the product listing. |
| Type | True or False or blank |
| Comments | Blank defaults to false. |
| Restrictions | |

## payment_afterpay

| | |
|---|---|
| About | Determines if you allow payment with Afterpay for the product listing. |
| Type | True or False or blank |
| Comments | Blank defaults to false. |
| Restrictions | |

## payment_other

| | |
|---|---|
| About | Specifies the details of your alternative payment method for the product listing. |
| Type | Text or blank |
| Comments | |
| Restrictions | Maximum length is 100 characters. |

## send_payment_instructions

| | |
|---|---|
| About | Determines if you want to send your payment instructions when the product listing sells. |
| Type | True or False or blank |
| Comments | Blank defaults to false. |
| Restrictions | The email is only sent if you have set up a payment instructions template. |

## display_bold

| | |
|---|---|
| About | Determines if you want to use a bold title on your product listing in Trade Me. |
| Type | True or False or blank |
| Comments | Blank defaults to false.<br>This extra incurs a fee each time a product listing is made. View our full schedule of fees |
| Restrictions | |

## gallery

| | |
|---|---|
| About | Determines if you want to display a photo when your product listing appears in categories and searches. |
| Type | True or False or blank |
| Comments | Blank defaults to false.<br>This extra incurs a fee each time a product listing is made. Additional photos incur an additional smaller fee in some categories. View our full schedule of fees |
| Restrictions | When opting for Gallery, a product photo must exist in the **photo_id_list** |

## gallery_plus

| | |
|---|---|
| About | Determines if you want to the benefits of Gallery the first time you list your product, plus free Gallery for the next two relists if the item doesn't sell. The cycle starts again each time the product sells. |
| Type | True or False or blank |
| Comments | Blank defaults to false.<br>This extra incurs a fee at the start of each set of product listings. Additional photos incur an additional smaller fee in some categories. View our full schedule of fees |
| Restrictions | When opting for Gallery Plus, a product photo must exist in the **photo_id_list** |

## feature

| | |
|---|---|
| About | Determines if you want to opt for Feature Combo on your product listing in Trade Me.<br>Feature Combo is a package that includes a bold title, Gallery and Feature (listings appear near the top of category searches). |
| Type | True or False or blank |
| Comments | Blank defaults to false.<br>This extra incurs a fee each time a product listing is made. View our full schedule of fees |
| Restrictions | |

## super_feature

| | |
|---|---|
| About | Determines if you want to opt for Super Feature on your product listing in Trade Me. |
| | Super Feature displays up to three of your photos in a large photo carousel on Trade Me. |
| Type | True or False or blank |
| Comments | Blank defaults to false |
| | This extra incurs a fee each time a product listing is made. View our full schedule of fees |
| Restrictions | Super Feature is limited to selected categories. |
| | When opting for Super Feature, product photos must exist in the **photo_id_list** |

## donation_recipient

| | |
|---|---|
| About | Determines if you want to donate a rounded up portion of your success fee to one of the charities that Trade Me support. |
| Type | **Plunket** or **Kiwis for kiwi** or blank |
| Comments | Blank defaults to no donation. |
| | If your success fee was for example $3.69, then 31¢ would be donated to the nominated charity. |
| Restrictions | |

## folder

| | |
|---|---|
| About | This is a solitary folder (tag or label) to assign the product to. Can be a new or existing folder. |
| Type | Text or blank |
| Comments | Blank defaults to no folder. |
| Restrictions | Maximum length is 50 characters. |
| | Cannot be a list of folders. |

## exclude_shipping_promotion

| | |
|---|---|
| About | Determines if you want the product to be excluded from the free shipping promotion of your shopping cart. |
| Type | True or False or blank |
| Comments | Blank defaults to false. |
| Restrictions | |

## listing_footer_enabled

| | |
|---|---|
| About | Determines if you want to include your listing footer text on the product's listing. |
| Type | True or false or blank |
| Comments | Blank defaults to false. |
| Restrictions | |

## length_cm

| | |
|---|---|
| About | Sets the length of your product. This should be based on the packaging you use to ship the product. |
| Type | Whole number |
| Comments | Blank defaults to 0. |
| Restrictions | |

## width_cm

| | |
|---|---|
| About | Sets the width of your product. This should be based on the packaging you use to ship the product. |
| Type | Whole number |
| Comments | Blank defaults to 0. |
| Restrictions | |

## height_cm

| | |
|---|---|
| About | Sets the height of your product. This should be based on the packaging you use to ship the product. |
| Type | Whole number |
| Comments | Blank defaults to 0. |
| Restrictions | |

## weight_kg

| | |
|---|---|
| About | Sets the weight of your product. This should be based on the shipped package. |
| Type | Decimal number |
| Comments | Blank defaults to 0. |
| Restrictions | |

## brand

| | |
|---|---|
| About | This is the product brand. |
| Type | Text or blank |
| Comments | Can be blank. |
| Restrictions | Maximum length is 70 characters. |

## manufacturer_code

| | |
|---|---|
| About | This is the manufacturers product code. |
| Type | Text or blank |
| Comments | Can be blank. |
| Restrictions | Maximum length is 70 characters. |

## barcode_gtin

| | |
|---|---|
| About | This is the unique barcode or GTIN. |
| Type | Text or blank |
| Comments | Can be blank. |
| Restrictions | Maximum length is 100 characters. |

## update_active_listings

| | |
|---|---|
| About | Determines if you also want to update the information on the product's active listing. |
| Type | True or False or blank |
| Comments | Blank defaults to false. |
| | If the product does not have an active listing, then this will be ignored. |
| | Active listings that are not updated will not stop the product from being updated, but will be reported on the **Download warnings** link at the end of the import. |
| Restrictions | It is not always possible to update an active listing. For example when bids exist, the title cannot be updated. |