

# An Ideal Retail Feed

Building beautiful, dynamic banners one data field at a time.

## Data Fields

### Mandatory

id  
 link  
 title  
 image\_link (800px-1200px)  
 price  
 description  
 gtin : Unique Product ID  
 google\_product\_category  
 brand

### Highly Recommended

item\_group\_id  
 product\_type  
 sale\_price  
 availability  
 additional\_image\_link  
 product\_rating  
 badge

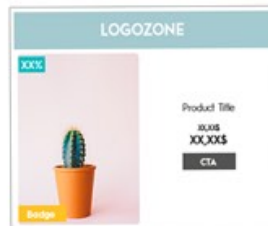
### Nice to Have

adult (yes/no)  
 display\_ads\_value  
 number\_of\_reviews  
 gender  
 size  
 color  
 age\_group  
 recommendable  
 shipping  
 custom\_label\_n (Extra Data)\*

## Popular Layout Examples : Retail



Layout name: Box 2



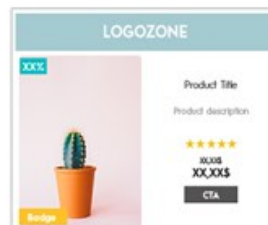
Layout name: Single Simple



Layout name: Window 2



Layout name: Window 2



Layout name: Single Pro



Layout name: Window 3

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## Designer's Recommendations:

### • Keep Data Short

Based on selected variables like font size and layouts selected, the available space will change.

Name(title): ≈12 characters

Description: ≈18 characters

Extra\_data: ≈18 characters



**Title** (Impact, 18pt)  
**Title** (Arial black, 16pt)  
**Title** (Oswald, 14pt)  
**TITLE** (Chalkduster, 9pt)

### • Keep Data Separated

Data should not repeat in your column feeds. Separating the product details will ensure more design control.



- ✗ LONG TITLE: "Title, Brand With Product Details"
- ✗ DESCRIPTION: "Product Details"
- ✗ BRAND: "Brand With Product Title"



- ✓ SHORT TITLE: "Product Title"
- ✓ DESCRIPTION: "Product Details"
- ✓ BRAND: "Brand"

### • Manage Your Images

Your products will be best displayed if all have similar aspect ratios, weight less than 5MB and are sized between 800px to 1200px.