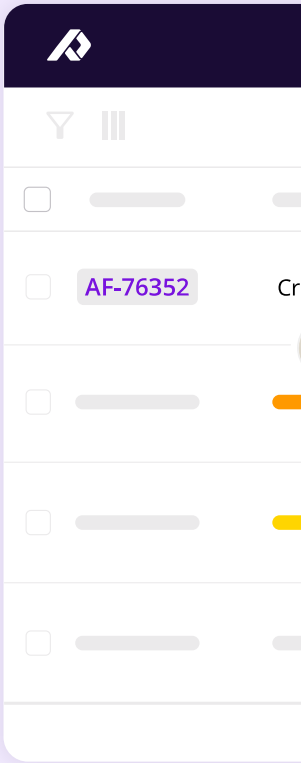
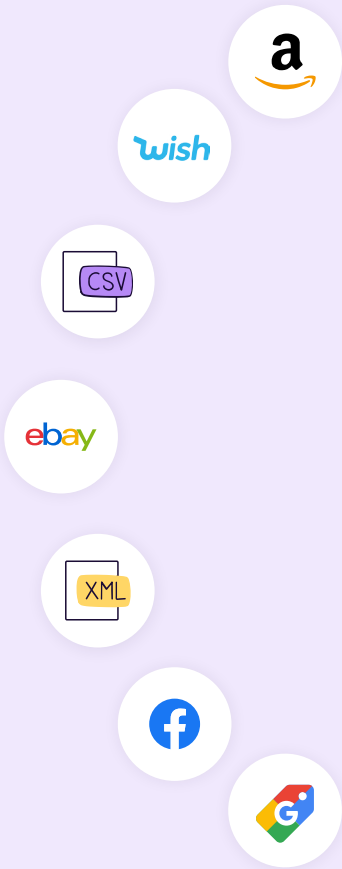




A Guide to Plytix Channels

Product feed URLs and files



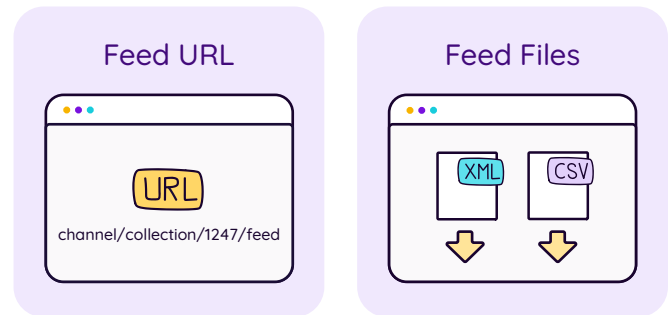
A Guide to Plytix Channels

Product feed URLs and files

Your customers and channels need your product information, but they need it in all different ways. Each company or system has their own requirements about the format, structure, and naming conventions. This is not only confusing, but it's especially time-consuming because of all the repetitive copy and pasting you have to do.

Plytix Channels offers two solutions: product feed URLs and product feed files. These solutions help you share your product content with your customers and channels, formatted exactly how they want it.

Continue reading to see how product feed URLs and files work and what channels use which one.

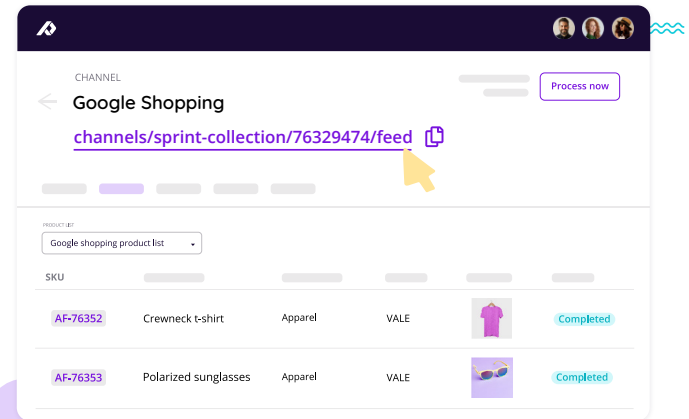


Product Feed URLs

How do they work?

Our platform offers CSV, XLSX, JSON, and XML feeds. This means you'll create the list of products you want to send to your sales channel, and Plytix will generate a link (what we call a feed URL) that contains your product information either in CSV, XLSX, or XML format. Then you paste the link from Plytix into your sales channel account and watch your products update automatically from then on—no need to update the link.

What's the difference between CSV and XML? That just depends on the requirements of your sales channel. We offer both so you can choose whichever one they ask you for.



Sales channels that work with product feed URLs

Channel	Channel type	Accepted feed types
Bing Product Ads	Advertising	CSV or XML feed
Google Shopping (Manufacturer Center)	Advertising	CSV or XML feed
Google Shopping (Merchant Center)	Advertising	CSV or XML feed
Kelkoo	Price comparison	CSV or XML feed
Magento 2*	Webshop system	CSV Feed
Meta Business Suite (Facebook & Instagram ads)	Advertising	CSV or XML feed
Miinto	Marketplace	CSV or XLS feed
Prestashop 1.7*	Webshop system	CSV Feed
Pricerunner	Price comparison	CSV or XML feed
Salesforce Commerce Cloud*	Webshop system	CSV or XML feed
Snapchat Ads	Advertising	CSV or XML feed
Tik Tok Ads	Advertising	CSV or XML feed
Woocommerce*	Webshop system	CSV or XML feed

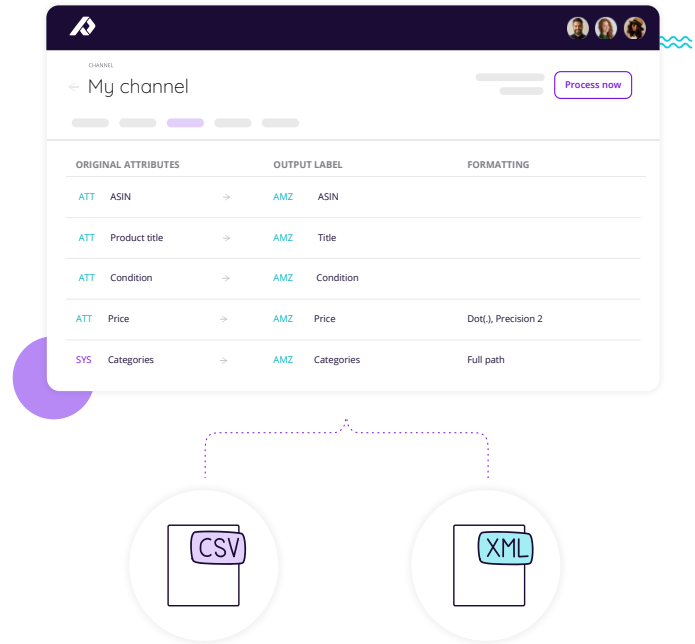
*These will require a third-party plugin for automatic updates. [Get in touch](#) with your account manager for more information.

Product Feed Files

How do they work?

When working with marketplaces or directly with a retailer or customer, most of the time you'll need a spreadsheet instead of a URL. That's when you'll want to download your product data as a product feed file.

Plytix makes formatting your product information easy. First you upload a sample CSV template with the requirements of your marketplace or customer. This gives you the required structure for your finished spreadsheet: the order columns should be in, their headers, how the data should be formatted, and more. From there you map, or match, their requirements with your product information in Plytix. Now your spreadsheet is ready for download!



Sales channels that work with product feed files

Channel	Channel type	File Format	Open API	Direct Integration
Amazon Seller	Marketplace	XLS file	Yes	With channel partner
Amazon Vendor	Marketplace	XLS file	Yes (Beta)	With channel partner
Best Buy	Marketplace	CSV file	Yes	With channel partner
BigCommerce	Webshop system	CSV file	Yes	Coming soon
Bol	Marketplace	CSV file	No	With channel partner
Ebay	Marketplace	CSV file	Yes	With channel partner
Etsy	Marketplace	XLS file	Yes	With channel partner
Home Depot	Marketplace	CSV file	Yes	With channel partner
Houzz	Marketplace	CSV file	Yes	With channel partner
Leroy Merlin	Marketplace	XLS file	Yes	With channel partner
Miinto	Marketplace	TSV file	No	With channel partner
Shopify	Webshop system	CSV file	Yes	Plytix direct integration
Target Plus	Marketplace	CSV file	No	With channel partner
Walmart	Marketplace	XLS file	Yes	With channel partner
Wayfair	Marketplace	XLS file	Yes	With channel partner
Wish	Marketplace	CSV file	Yes	With channel partner

Channel partners

To automate the step of downloading a product feed file from Plytix and uploading it to your sales channels, you can work with a feed management software provider.

We've hand-selected the best channel partners for each sales channel. These partners have an API integration that directly connects your Plytix feed to your sales channel so that updates are automatic. Channel partners will have their own pricing that isn't included in your Plytix subscription.

Wondering what channel partner is best for you?

[Jump on a call](#)

Plytix recommends:



channable



channelengine

Additional feed management software providers:

Products^{up}

channeladvisor

plentymarkets
Make it yours.

Listing Mirror

feedonomics

shoppingfeed.



Want to get your product content ready for everywhere you sell?

Book a 1-1 with our team to explore the specifics of getting your product information from Plytix to your customers and sales channels (including ones not listed here!)

