Instructions on how to prepare the XML feed for ShopTok

To begin with listing products on ShopTok platforms, you need to generate and at least daily refresh the XML data on a specific URL on your site.

For example: https://www.shoptok.si/xml_feed_example.xml

Element	Explanation	Examples
sku*	Unique product ID.	170100042, 124HGRTU345
product_category*	Category tree to which the product belongs.	Garden and season > Garden work > Garden decoration > Garden decoration other TV / Video - Televisions - 4K TV Appliances - Refrigerators - Combined refrigerators
product_brand*	Product manufacturer name	HP Samsung Gorenje
product_mpn*	Product model code	50A7100F WUE 7511 XWW MGE33SE/A
product_name*	Full product name	Beko washing machine and dryer HTV 8636 XS0 Samsung LE32C450 LED TV Gorenje R6295W freestanding refrigerator
product_url*	The URL of the product page on your site to which we redirect our visitors. Without any UTM parameters	https://www.company.com/samsung-lcd-televizor-32ldc450
product_price*	Product price in EUR including VAT without currency code. Important - do not include a currency label, e.g. 1200.50 EUR, 100 €	1205.64
product_price_discount	Price including discount in eur (including VAT). Important - do not	1205.64

	include a currency label, e.g. 1200.50 EUR, 100 €. If there is no discount, leave it empty.	
product_description*	Textual product specifications. Avoid using advertising messages, HTML special tags (IFRAME, STYLE, SCRIPT, H1/2/3/4) and URLs. Exclude any CSS style formatting. Format should be in UTF-8 encoding.	LCD TV, USB 2.0 Connect Share movie, Anynet + (HDMI-CEC), WideColorEnhancer, 3 HDMI, Built-in DTV tuner ... BEKO HTV 8636 XS0 freestanding washing machine, front loading. Method of drying laundry: Condensing. Energy class: B. Washing class A. Washing capacity: 8kg. Drying capacity: 5kg. Centrifuge speed: 1200 rpm. Noise level: washing: 57dB, drying: 64dB, spin: 74dB.

attributes / attribute / (key / value)	Technical specification of the product sent by fields / attributes. You can pass all fields of the technical specification via the attribute / (key / value) element	`<attributes>`
		`<attribute>`
		`<key>Washing capacity</key>`
		`<value>8KG</value>`
		`</attribute>`
		`<attribute>`
		`<key>Drying capacity</key>`
		`<value>5KG</value>`
		`</attribute>`
		`<attribute>`
		`<key>Charging method</key>`
		`<value>Frontal</value>`
		`</attribute>`
		`<attribute>`
		`<key>RPM</key>`
		`<value>1400</value>`
		`</attribute>`
		`<attribute>`
		`<key>Dimensions</key>`
		`<value>(WxHxD) 60 x 84 x 59 cm.</value>`
		`</attribute>`
		`</attributes>`

product_image_urls / product_image_url*	Product image URL on your site. You can pass multiple images	`<product_image_urls>` `<product_image_url>`

	over multiple product_image_url elements within the product_image_urls element. In each tag there should be only one image url (not comma separated values).	https://www.company.com/media/slika1.jpg </product_image_url> <product_image_url> https://www.company.com/media/slika2.jpg </product_image_url> <product_image_url> https://www.company.com/media/slika1.jpg </product_image_url> </product_image_urls>
product_delivery_price	The cost of delivery of products in EUR	200 500
product_stock*	Count of items on stock. Numeric field. If you don't have the exact number of items available use *product_availability* field instead.	1 34 128
product_availability*	Supported values: in stock, available for order, out of stock. Items that are out of stock display as "sold out" in your shop. They don't display at all in your ads. Example: in stock	"in stock", "available for order", "out of stock"
product_warranty	Warranty duration in months or years. For example: 5 years, 24 months	3 years
product_ean*	EAN code of the product	8808993738946 123456789999
product_isbn	ISBN - International Standard Book Number. Required field if the product is a book	978-86-82377-09-2
product_remark	If you want to highlight something and further inform our visitors	Action until 11/29/2021 Free delivery!
leanpay_id	Proved leanpay package id for this product	2ac1010b-2675-4aed-ab92-81b34ac6312f

Note 1: The root element starts with <products></products> and continues with the <product></product> elements.

Note 2: All elements in the file must be written in lowercase.

Note 3: Elements flagged with * are mandatory.