



Trade Me New Goods

Interface file specification

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Introduction

Summary

This document identifies the format for the electronic import of Trade Me New Goods listing data for use by Trade Me Ltd.

Intended Audience

This document is targeted at the technical staff that will be preparing and/or maintaining the files that contain listing data to be exported for publication on Trade Me.

File Requirements

The export of new goods data to Trade Me is accomplished using two types of file. *File Formats*

- The listing file is to be provided as an xml file with an '.xml' extension.
- The photo file is to be provided as a JPEG, GIF or PNG, a URL to a photo in any of these formats is also acceptable

Listing Files

The format of the listings data file will be in xml. The file must be well formed and conform to the xml schema provided by Trade Me. The file can have any name provided that it has a '.xml' extension. If there are multiple files they will be processed alphanumerically by title.

Valid examples are:

ABC_20090702_1022.xml
XYZ_20090710_1645.xml

Photo Files

One photo per product item should be provided as any photo format at 800 x 600 minimum resolution. You can name the images whatever you like, but the name of the image file must end in '.jpg' (or other image type) and has to match what the XML says it will be. The photo must also be placed in the FTP 'IN' folder with the CSV feed file.

Alternatively you can specify a URL to any image. Note: we will redownload the image each time it is specified in an upload file. Photos should be uploaded before the CSV file.

Structured Shipping Templates

Structured Shipping Templates is the new way of providing shipping information on our listings. For more information please review our [How To document](#).

Interface File Format

The feed file must be well formed and conform to the new goods xml schema. All elements are described below.

feed element

Diagram	
Occurs	Required
Children	tm:suppliers


feed/suppliers element

diagram	
Occurs	Required
Children	tm:supplier

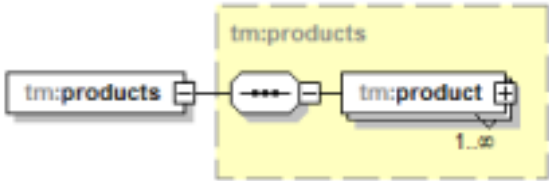
suppliers/supplier element

diagram	
Occurs	Required Unlimited maximum occurrences
Children	tm:memberId tm:products
Comments	Currently, only the first supplier element will be imported. Other supplier elements will be ignored

supplier/memberId element

diagram	
Type	restriction of xs:integer
Occurs	Required
Restrictions	Must be greater than 0 Must be a member id that has been identified as belonging to the provider

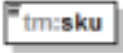
supplier/products element

Diagram	
Occurs	Required
Children	tm:product


products/product element

Diagram	<p>The diagram shows the structure of the <code>tm:product</code> element. It is a required element that can occur 1 to infinity times. The children are:</p> <ul style="list-style-type: none"> <code>tm:sku</code> (required) <code>tm:title</code> (required) <code>tm:subtitle</code> (optional) <code>tm:description</code> (required) <code>tm:categoryName</code> (required) <code>tm:categoryId</code> (optional) <code>tm:buyNowPrice</code> (optional) <code>tm:reservePrice</code> (optional) <code>tm:listingDuration</code> (optional) <code>tm:endTime</code> (optional) <code>tm:stockLevel</code> (required) <code>tm:stockLevelUpdated</code> (optional) <code>tm:shippingOptions</code> (optional) <code>tm:allowPickups</code> (optional) <code>tm:isNew</code> (optional) <code>tm:isGallery</code> (optional) <code>tm:isCombo</code> (optional) <code>tm:allowBankTransfer</code> (optional) <code>tm:sendPaymentInstructions</code> (optional) <code>tm:imageFileNames</code> (optional) <code>tm:attributes</code> (optional)
Occurs	<p>Required Unlimited maximum occurrences</p>
Children	<p>tm:sku tm:title tm:description tm:categoryName tm:categoryId tm:buyNowPrice tm:stockLevel tm:shippingPrice tm:isNew tm:isGallery tm:isCombo tm:allowBankTransfer tm:imageFileNames tm:allowPickups tm:sendPaymentInstructions tm:shippingOptions tm:Attributes</p>

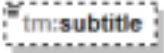
product/sku element

Diagram	
Type	xs:string
Occurs	Required
Restrictions	Must be unique for each supplier Minimum length of 1 Maximum length of 20


product/title element

Diagram	
Type	restriction of xs:string
Occurs	Required
Restrictions	Minimum length of 1 Maximum length of 80 Word limit of 20 chars
Maps to	Auction title
Comments	Best to use CDATA to avoid XML format issues; i.e. <title<![CDATA[I'm a title]]></title>


product/subtitle element

Diagram	
Type	restriction of xs:string
Occurs	Optional
Restrictions	Minimum length of 1 Maximum length of 50 Word limit of 20 chars
Maps to	Auction subtitle
Comments	This is a premium feature. A subtitle cannot be added to an existing listing but if a listing already has a subtitle the text can be changed. Best to use CDATA to avoid XML format issues; i.e. <subtitle<![CDATA[I'm a subtitle]]></subtitle>

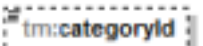
product/description element

Diagram	
Type	restriction of xs:string
Occurs	Required
Restrictions	Minimum length of 1 Maximum length of 2048
Maps to	Auction description
Comments	Best to use CDATA to avoid XML format issues; i.e. <description<![CDATA[!m a description]]></description>

product/categoryName element

Diagram	
Type	restriction of xs:string
Occurs	Optional
Restrictions	Minimum length of 1 Maximum length of 200
Maps to	This element is optional, it is preferable to use the categoryID

product/categoryId element

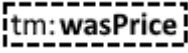
Diagram	
Type	restriction of xs:integer
Occurs	Required
Restrictions	Minimum of 1
Comments	Category Id is the code on Trade Me for a category. We will provide these category codes as a separate document on request.

product/buyNowPrice element

diagram	
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type	restriction of xs:decimal
Occurs	Optional
Restrictions	Minimum of 1.00
Maps to	Auction buy now price


product/wasPrice element

diagram	
type	restriction of xs:decimal
Occurs	Optional
Restrictions	Minimum of 1.00 Must be greater than the buyNowPrice
Maps to	Auction 'was' price


product/buyNowOnly element

type	restriction of xs:Boolean
Occurs	Optional. Defaults to false if omitted
Maps to	Buy now only listing
Comments	Option to bid is removed. Existing listings will not be affected by a change to this value. The quantity on any new listings will be set from your available stock. The quantity on existing listings will be updated when available stock is decreased. Quantity will not be updated if available stock is increased.


product/reservePrice element

Diagram	
Type	restriction of xs:decimal
Occurs	Required
Restrictions	Minimum of 1.00
Maps to	Auction reserve price, start price
Comments	Reserve price and start price will be the same as the buy now price if this element is omitted


product/listingDuration element

diagram	
type	restriction of xs:integer
Occurs	Optional
Restrictions	Between 2 and 7
Maps to	Auction length
Comments	The duration is given in days. If the listing duration is changed, the listing will only be updated if the new listing duration is greater than the current age of the listing. E.g. If a listing was created 4 days ago, the new listing duration must be greater than 4 for the listing to be updated.


product/endTime element

diagram	
type	restriction of xs:time
Occurs	Optional
Maps to	Specified end time
Comments	24 hour format e.g. 20:30:00 will mean the listing closes at 8:30pm

product/stockLevel element

diagram	
type	restriction of xs:integer
Occurs	Required
Restrictions	Minimum of -1
Comments	Set stock to zero to stop the item listing on Trade Me and withdraw any active listings

product/stockLevelUpdated element

diagram	
type	restriction of xs:dateTime

Occurs	Optional
Comments	If omitted, the import process will use the creation date of the feed file as the date that the stock level was updated.

product/shippingTemplateName element **[NEW!]**

Diagram	
Occurs	Required.
Maps to	Shipping template name created in Tradevine UI
Restrictions	Minimum length of 1 Maximum length of 100
Comments	This field replaces the shippingOptions/shippingOption element.

shippingOptions/priceWhenMultipleSale element

Occurs	Optional.
Type	Restriction of xs:string .
Restrictions	Allowed values are PerItem, PerOrder
Maps to	Shipping cost
Comments	PerItem – Charge the shipping price for each item purchased PerOrder – Charge a flat price for regardless of quantity purchased

shippingOptions/shippingOption element **[Deprecated]**

Diagram	
Occurs	Optional. Maximum of 10
Maps to	Auction custom shipping entry.
Children	tm:price tm:description

shippingOption/price element **[Deprecated]**


Diagram	
Type	restriction of xs:decimal
Occurs	Required
Restrictions	Minimum of 0.00

Maps to	Auction custom shipping price
Comments	Displayed as 'Free Shipping' option if 0.00

shippingOption/description element **[Deprecated]**

Diagram	
Type	restriction of xs:string
Occurs	Required if shipping price is greater than 0.00. Otherwise optional
Restrictions	Minimum length of 1 Maximum length of 50 If populated will not show as Free Shipping.
Maps to	Auction custom shipping description


product/allowPickups element

Diagram	
Type	xs:Boolean
Occurs	Optional. Defaults to False if omitted
Maps to	Auction pickup flag.
Comments	This is deprecated. Use pickup element instead

product/pickup element


Type	Restriction of xs:String
Restriction	Allowed values are Forbid, Allow, Demand
Occurs	Optional. Defaults to Forbid
Maps to	Auction pickup flag.

product/isNew element

Diagram	
Type	xs:Boolean
Occurs	Optional. Defaults to True if omitted

Maps to	Auction brand new item flag
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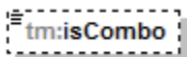
product/isGallery element

Diagram	
Type	xs:Boolean
Occurs	Optional. Defaults to False if omitted
Maps to	Auction extras gallery flag
Comments	If no photo is supplied Gallery will not be enabled.

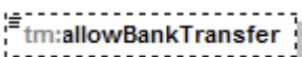
product/isGalleryPlus element

Type	xs:Boolean
Occurs	Optional. Defaults to False if omitted
Maps to	Auction extras gallery plus flag
Comments	When isGalleryPlus is true, the listing will get free gallery for two relists (where the listing does not sell). Will only be applied to new listings. Ignored when isGallery is false or isCombo is true.

product/isCombo element

Diagram	
Type	xs:Boolean
Occurs	Optional. Defaults to False if omitted
Maps to	Auction extras combo flag
Comments	If no photo is supplied Gallery will not be enabled. Highlight and feature will however still be enabled.

product/allowBankTransfer element

Diagram	
Type	xs:Boolean
Maps	Auction payment methods

to	
Occurs	Optional. Defaults to False if omitted

product/allowCreditCard element

Diagram	
Type	xs:Boolean
Maps to	Auction payment methods
Occurs	Optional. Defaults to True if omitted, Setting to false will not allow Pay Now

product/allowCash element

Diagram	
Type	xs:Boolean
Maps to	Auction payment methods
Occurs	Optional. Defaults to False if omitted


product/allowAfterpay element

Diagram	
Type	xs:Boolean
Maps to	Auction payment methods
Occurs	Optional. Defaults to False if omitted
Comments	Defines whether AfterPay is a permitted payment option. Note: other business rules may mean that it isn't offered on a particular item due to category or price restriction. At least one other payment option must be defined.

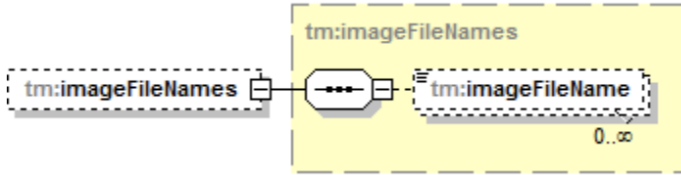
product/otherPaymentMethod element

Diagram	
Type	xs:Boolean
Maps to	Auction payment methods
Occurs	A free text field to define custom payment methods


product/sendPaymentInstructions element

Diagram	
Type	xs:Boolean
Maps to	Auction send buyer email flag
Occurs	Optional. Defaults to False if omitted.

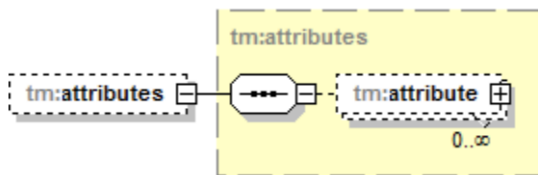
product/imageFileNames element

Diagram	
Occurs	Optional
Children	tm:imageFileName

imageFileNames/imageFileName element

Diagram	
Type	restriction of xs:string
Occurs	Optional Unlimited maximum occurrences
Restrictions	Minimum length of 1 Maximum length of 250
Maps to	Auction photos
Comments	Specify photo name or URL.

product/attributes element

Diagram	
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Occurs	Optional
Children	tm:attribute

attributes/attribute element

Diagram	
Occurs	Optional
Children	tm:name tm:value

attribute/name element

Type	Restriction of xs:string
Occurs	Required
Restrictions	Minimum length of 1 Maximum length of 64
Maps to	Auction Attribute Value
Comments	The name of a valid category attribute. Valid attribute names are specified in the Category Attributes section of this document.

attribute/value element

Type	Restriction of xs:string
Occurs	Required
Restrictions	Minimum length of 1 Maximum length of 4096
Maps to	Auction Attribute Value
Comments	A valid value for the matching attribute name. Valid attribute values are specified in the Category Attributes section of this document.

Category Attributes

The following section describes some of the allowed attribute names and values for categories where attributes are required, this list is not exhaustive. Any products which will be listed in a sub-category of the following categories must supply all of the mandatory attributes described below.

/Electronics-photography/Digital-cameras

Attribute name	Mandatory	Restrictions
Brand	Yes	A string of one of the following values: Canon, Casio, Fuji, Kodak, Konica-Minolta, Leica, Nikon, Olympus, Panasonic, Pentax, Ricoh, Samsung, Sony, Other
Megapixels	Yes	Decimal greater than 1
Optical zoom	Yes	Decimal

Example xml

```
<tm:attributes>
  <tm:attribute>
    <tm:name>Brand</tm:name>
    <tm:value>Olympus</tm:value>
  </tm:attribute>
  <tm:attribute>
    <tm:name>Megapixels</tm:name>
    <tm:value>8.1</tm:value>
  </tm:attribute>
  <tm:attribute>
    <tm:name>Optical zoom</tm:name>
    <tm:value>3</tm:value>
  </tm:attribute>
</tm:attributes>
```

/Computers/Desktops

/Computers/Laptops/Laptops

Attribute name	Mandatory	Restrictions
Memory	Yes	Decimal less than 999 followed by the unit. Unit must be one of the following values: MB, GB Note that there must be a space between the number and the unit.
Hard drive	Yes	Decimal less than 999 followed by the unit. Unit must be one of the following values: MB, GB, TB Note that there must be a space between the number and the unit.
CPU speed	Yes	Decimal less than 999 followed by the unit. Unit must be one of the following values: Mhz, Ghz

		Note that there must be a space between the number and the unit.
CD / DVD	Yes	A string of one of the following values: None, CD reader, CD writer, CD + DVD reader, CD writer + DVD reader, CD + DVD writer
Screen Size	Yes	A string of one of the following values: (Less than 12 12" 13" 14" 15" 16" 17") Note that this value must match the category that the product is to be listed in. Only applicable in the Desktops category

Example xml

```
<tm:attributes>
  <tm:attribute>
    <tm:name>Memory</tm:name>
    <tm:value>2 GB</tm:value>
  </tm:attribute>
  <tm:attribute>
    <tm:name>Hard drive</tm:name>
    <tm:value>2 TB</tm:value>
  </tm:attribute>
  <tm:attribute>
    <tm:name>CPU speed</tm:name>
    <tm:value>2 Ghz</tm:value>
  </tm:attribute>
  <tm:attribute>
    <tm:name>CD / DVD</tm:name>
    <tm:value>CD + DVD writer</tm:value>
  </tm:attribute>
  <tm:attribute>
    <tm:name>Screen size</tm:name>
    <tm:value>15"</tm:value>
  </tm:attribute>
</tm:attributes>
```

/Computers/Monitors

Attribute name	Mandatory	Restrictions
Size	Yes	Decimal less than 100. The value is in inches.

Example xml

```
<tm:attributes>
  <tm:attribute>
    <tm:name>Size</tm:name>
    <tm:value>21</tm:value>
  </tm:attribute>
</tm:attributes>
```

/Mobile-phones/Accessories

Attribute name	Mandatory	Restrictions
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Phone brand	Yes	A string of one of the following values: Alcatel, Gtran, Hyundai, Kyocera, Motorola, Nokia, Panasonic, Philips, Samsung, Sanyo, Sharp, Siemens, Sony-Ericsson, Universal, Other
-------------	-----	--

Example xml

```
<tm:attributes>
  <tm:attribute>
    <tm:name>Phone brand</tm:name>
    <tm:value>Samsung</tm:value>
  </tm:attribute>
</tm:attributes>
```

gtin element

Type	Restriction of xs:string
Occurs	Optional
Restrictions	Maximum length of 100 chars
Comments	Adds GTIN for Google Shopping.

brand element

Type	Restriction of xs:string
Occurs	Optional
Restrictions	Maximum length of 70 chars
Comments	Adds brand for Google Shopping.

manufacturerCode element

Type	Restriction of xs:string
Occurs	Optional
Restrictions	Maximum length of 70 chars
Comments	Adds manufacturer code for Google Shopping.

youtubeVideoKey element

Type	Restriction of xs:string
Occurs	Optional – account must Top Seller for use.

Restrictions	Maximum length of 20 chars
Comments	Adds YouTube link for video on listing. Only the video key code from the URL string required e.g the bold section of the below link https://www.youtube.com/watch?v=T_Te4AHL PXA

variantGroupSKU element

Type	Restriction of xs:string
Occurs	optional, only if creating multi variant listings
Restrictions	Maximum length of 20 chars
Comments	This is the unique identifier for the group of products that form a multi variant listing. The variantGroupSKU will be different for each Multivariant group and is distinct from the Products SKU.

variantOptionName1 to 5

Used to define the Option's name e.g, size, colour etc. The order will be considered when displaying the listing page	
Occurs	required if using variants
Restrictions	Maximum length of 100 chars

variantOptionValue1 to 5

This products option value e.g. Small, Blue	
Occurs	required if using variants
Restrictions	Maximum length of 100 chars

variantOptionValuesSort1 to 5

The order that the Option Values should display to the buyer e.g. Small, Medium, Large	
Occurs	required if using variants
Restrictions	4000 chars (semi-colon delimited list of values)

variantSharedImageFileName

Name of the shared or "Hero" image that represents the multi variant group.	
Occurs	optional
Restrictions	4000 chars

variantSharedAttributeName1 to 20

Name of the attribute shared across a variant group	
Occurs	optional
Restrictions	4000 chars (semi-colon delimited list of values)

variantSharedAttributeValue1 to 20

Value of shared attribute across variant group	
Occurs	required if variantSharedAttributeNameX supplied
Restrictions	4000 chars (semi-colon delimited list of values)

Fixed price offers

These are automatically set as on for your account. If you wish to disable these please let your account manager know. FPO's are either on or off for all products and will be set to the buy now price and to run for 3 days.

Example Xml file

A valid example xml file is provided below.

```
<tm:feed
  xmlns:tm="http://www.trademe.co.nz/schemas/feeds/newGoods/2.0">
  <tm:suppliers>
    <tm:supplier>
      <tm:memberId>2342323</tm:memberId>
      <tm:products>
        <tm:product>
          <tm:sku>a123756</tm:sku>
          <tm:title>Product A</tm:title>
          <tm:subtitle>Subtitle for Product A</tm:subtitle>
          <tm:description>Description of product A</tm:description>
          <tm:categoryName>Electronics</tm:categoryName>
          <tm:buyNowPrice>10.00</tm:buyNowPrice>
          <tm:reservePrice>5.00</tm:reservePrice>
          <tm:listingDuration>5.00</tm:listingDuration>
          <tm:stockLevel>10</tm:stockLevel>
        </tm:product>
      </tm:products>
    </tm:supplier>
  </tm:suppliers>
</tm:feed>
```

```
<tm:shippingOptions>
  <tm:shippingOption>
    <tm:price>4.00</tm:price>
    <tm:description>Courier</tm:description>
  </tm:shippingOption>
</tm:shippingOptions>
<tm:allowPickups>true</tm:allowPickups>
<tm:isGallery>false</tm:isGallery>
<tm:isCombo>false</tm:isCombo>
<tm:allowBankTransfer>false</tm:allowBankTransfer>
<tm:sendPaymentInstructions>false</tm:sendPaymentInstructions>
<tm:imageFileNames>
  <tm:imageFileName>SUP_a123756.jpg</tm:imageFileName>
</tm:imageFileNames>
</tm:product>
</tm:products>
</tm:supplier>
</tm:suppliers>
</tm:feed>
```


ChangeLog

Version 1.0

- Specification Created.

Version 1.1

- Allow a shipping price of 0.00. Displayed on site as 'Free shipping'.
- Added option to automatically send payment instructions.

Version 1.2

- Added reserve price.
- Added option to allow pick ups.
- Changed SKU type from ID to string. This relaxes the character restrictions for this element.

Version 2.0

- Added multiple shipping options. Existing shippingPrice and shippingMethod elements have been removed.

Version 2.1

- Added subtitle and listingDuration elements.

Version 2.2

- Added attributes element.

Version 2.3

- Added stockLevelUpdated element
- Changed minimum value for stockLevel element to -1

Version 2.4

- Added endTime element
- Changed minimum value for listingDuration element to 2
- Made buyNowPrice element optional

Version 2.5

- Made categoryName optional
- Made categoryId mandatory

Version 2.6

- Added buyNowOnly element
- Added priceWhenMultipleSale element
- Added pickup element
- Deprecated allowPickups

Version 2.7

- Added isGalleryPlus element

Version 2.8

- Add Screen Size to '/Computers/Laptops/Laptops/Other', remove the monitor option.
- Multiple changes to bring up to date

Version 3.0

- Listing file section – added that multiple files will be processed by name alphanumerically.
- Photo file section – added photos should be uploaded before CSV.

Version 3.1

- Added info about FPO's
- Shipping description – added if populated will not show as free shipping.

Title and subtitle – single word limit of 20 chars.

Version 3.2

- Pickup element corrected

Version 3.3

- Title limit changed from 50 to 80 chars

Version 3.4

- Added gtin, brand and manufacturerCode elements.

Version 3.5

- Added image changes, now accept 1-20 images per product.

Version 3.6

- Removed Safe Trader payment option
- Added youtubeVideoKey element

Version 3.7

- Added Afterpay payment option
- Added variant listing info

Version 3.8

- Structured Shipping Templates information
- Deprecated Shipping options tree
- Added new shippingTemplateName required field

Version 3.9

- Added CDATA recommendations to title, subtitle and description fields

Version 4.2

- Added wasPrice