



# **File Exchange Product Creation Instructions**

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# Introduction

To optimize your File Exchange experience, read the following information to better understand the purpose of this document and how to use it. The style conventions used throughout this document are also described in this section.

Using File Exchange to create a product in our catalog is only available for Beta testers.

## Document purpose

This guide explains how to use eBay File Exchange to create and add product information to the eBay product catalog. Adding product information to the eBay catalog allows you to create, and then later use, a unique product identifier in our catalog to list your item(s) in virtually all of the eBay listing tools.

Adding products to our catalog is one function of File Exchange. You can also use File Exchange to list products for sale on eBay. This document explains how to use File Exchange to add product information to our catalog, and then to retrieve the product identifier code for subsequent use.

For information about using File Exchange to list items on eBay, refer to the [File Exchange Instructions and Resources](#) web page.

## How to use this guide

This guide was designed to be used with the generated product template available from the [File Exchange Center](#) page. Once you have a template, use this guide to enter product information into the template, upload it to eBay, and then retrieve the new product identifier to use in your listings.

## How to interpret text styles

The following text styles are used throughout this document to convey specific meanings:

Header Field Name	Purpose
<b>Bold</b>	Signifies the objects that can be clicked to perform a function, such as menu commands, buttons, and keyboard keys. <b>Bold</b> is also used to highlight a term or a phrase before it is explained.
<i>Italic</i>	Denotes names of pertinent objects, such as application windows, field names, hyperlinks, and introductory terms.
Monospace	Signifies programming objects, such as code examples, field values, and URLs.
PlainCapitalLetters	Signifies a general reference, such as these underlined terms: "For <u>Action</u> , use the <u>AddCatalogProduct</u> value," and "The <u>eBayCategoryID</u> field defines the eBay category."

# What is File Exchange?

File Exchange is essentially a file processor accessed via the Web, and does not have a standard user interface like other eBay tools. If you are unfamiliar with File Exchange, we recommend reading these sections before you create products in our catalog:

- [eBay File Exchange overview](#) on page 5
- [Understanding template structure](#) on page 6

## eBay File Exchange overview

Before using File Exchange, you need to know about the system requirements, as well as the benefits and features that File Exchange offers. Understanding the basic work flow will also help you successfully create product information for our catalog.

## File Exchange benefits and requirements

File Exchange allows you to create product information in a standard flat-file format, which enables you to create listings before signing in to eBay. When you are signed in to eBay, you can then upload the product data file and view the results report.

File Exchange is the ideal tool if you:

- Are already familiar with the eBay product catalog and need a product identifier that does not exist in the eBay product catalog
- Use software, such as Microsoft® Excel, Access, or another program to manage your product information, and want to use it to add product information to the eBay product catalog
- Are familiar with flat files and want to add multiple new products to the eBay product catalog in a single file.

The File Exchange tool helps you quickly and efficiently:

- Enter product information in a category-based template
- Upload the product template to eBay
- Retrieve the product identifier to use in your listings.

Using the Product Creation template, you can create one file that contains multiple products, even though different products have unique characteristics. eBay has designed several default templates that you can download that contain the fields needed to define unique products. Refer to [Using the product creation templates](#) on page 7.

File Exchange is a free subscription service, but does have certain computer system requirements.

### Requirements for using File Exchange

File Exchange is a cross-platform tool, meaning it can be used on Windows, Mac, or Linux systems, as long as the system has:

- An Internet connection
- A recent version of a standard Web browser such as Firefox, Safari, or Internet Explorer
- A text-editing software application that supports the comma-separated value (CSV) format.

You must also have an eBay account and be subscribed to File Exchange.

To subscribe to File Exchange:

1. Sign in to eBay, and go to the [File Exchange home page](#)
2. Click **Sign Up Now**
3. Read the Terms of Use agreement, and then click **I Agree To These Terms**

You are now ready to use File Exchange.

## File Exchange workflow

To create a product, you perform these steps, which are described in this guide:

1. Select a product creation template to download from the eBay File Exchange Center.
2. Download the template(s) you selected to a known location on your computer.
3. Open the template using a spreadsheet or similar application.
4. To create the product data file, fill in the template with product information.
5. Save your new product data file on the File Exchange Upload page in the CSV (comma-separated values) or tab-delimited file format.
6. Upload the new product data file to eBay.
7. Review the upload status and results, and then retrieve the new product identifier (EPID) to use in your eBay listings.

## Understanding template structure

Product information can be manually entered into the appropriate template item by item or, if you already have your product information documented in a database or spreadsheet file, you can map your data directly into the template file. Whichever method you select, enter the data in the structure specified, paying particular attention to the following:

- *Required Field:* You must provide data for each of the required fields specified in the tables. Each required field name is preceded by an asterisk \*.
- *Using multiple values in one field:* Some fields support having multiple values. Multiple values must be separated by the pipe ( | ) character.

## Using the product creation templates

To add products to eBay's catalog, you must use the template file provided by eBay that best defines your category. You can upload multiple products using the same template file if they all are in the same category. To upload products in multiple categories, you must use multiple templates. To create a product in our catalog, follow the instructions in these sections:

- [Acquire a product creation template](#) on page 7
- [Enter data in the template fields](#) on page 8

### Acquire a product creation template

eBay provides you with templates designed to add specific products to our catalog. When a new product is added to our catalog, an eBay product identifier, or *EPID*, is created. After a new product is added to our catalog, you can use that EPID to add catalog information to a new listing with our selling tools.

To acquire a product creation template:

1. Sign in to your eBay account with your user ID and password.
2. Navigate to your *Summary* page, and go to **Accounts > File Exchange**.
3. On the *File Exchange Center* page, under *Select Template* in the left navigation panel, click **Product Creation Template**. The *Select Template* page opens.

**Figure 1: Select Template page**

4. Click **Click to Select** on the *Select Template* page, and then choose the eBay category that best defines your product. When you click **Generate Template**, the *Download Generate Template* page opens.

There are two links on this page:

- **Product Creation Template:** This link opens the default template for this category, which has the necessary fields to add product information to our catalog.
  - **Data Definitions for your template:** This link opens a file that contains supported values for some of the fields in the product creation template.
5. To open and save the product creation template, click **Product Creation Template**. For reference purposes, we recommend you open and save the Data Definitions file. When you save a file, note the location of the saved file.

## Enter data in the template fields

The default templates can be modified using any software program that reads comma-separated value (CSV) format, such as a spreadsheet program or a text editor. We recommend using a spreadsheet program, which structures the information in a table layout.

Each row in the table represents an individual item. The columns, or *field names*, define the types of product characteristics, like Brand and Model. The individual cells in each row define the *field values*, like Apple and Motorola. These two components form the name-values pairs that define specific characteristics about a product, like Brand = Apple. Field names that have an asterisk must have values; field names without an asterisk are optional.

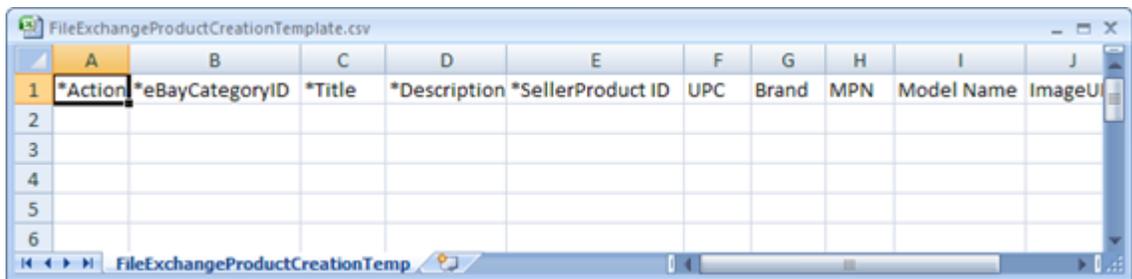
The procedure below provides sample entries for a *Product Creation* template. The actual field names in the templates will vary depending on the category you select. However, the process of entering data into a template to add product information to our catalog is the same for all the generated templates.

To view possible values specific to each of the template fields, open the Data Definition file. Because templates are generated based on category, the template fields vary in the downloaded templates. Not all possible fields are shown in the following example because there are too many to show. For that reason, only some required and optional fields are presented in this example.



**Tip:** Most fields do not require predefined values (like \*Action). You can enter alphanumeric text strings into most of these fields.

1. Open a product creation template file. Initially, the file looks like this:



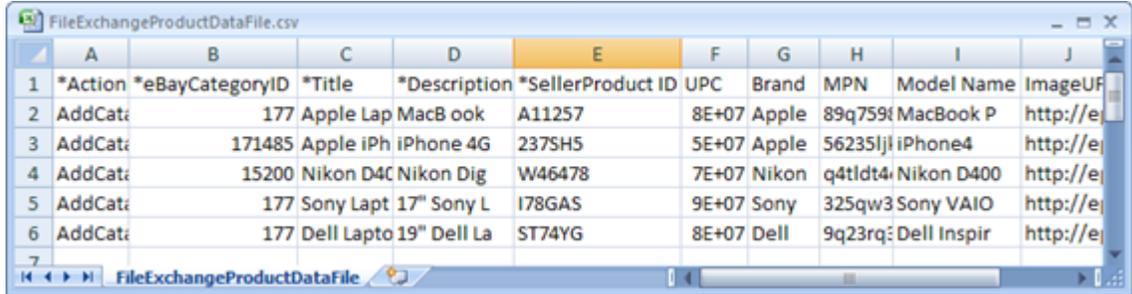
**Figure 2: Product Creation Template File**

2. Use the descriptions below to enter data for the required (\*) fields:

Header Field Name	Purpose	Accepted Values	Example
*Action	Tells File Exchange to add this product to our catalog.	AddCatalogProduct No other values are accepted.	AddCatalogProduct
*eBayCategoryID	Specifies the eBay product category.	Valid eBay category ID	171485

Header Field Name	Purpose	Accepted Values	Example
<b>*Title</b>	Specifies which terms are found when buyers search for products. Use multiple terms so it's easy for buyers to search for this product.	Open; user-defined 55 characters (including blank spaces)	Apple iPhone 3G
Brand	Specifies the product brand.	Open; user-defined	Apple
Model Name	Specifies the product model number.	Open; user-defined	iPhone 3G
MPN	Specifies the manufacturer part number.	Open; user-defined	iPHONE3G8GBBLKATTREF
Manufacturer	Specifies the manufacturer.	Open; user-defined	Apple
UPC	Specifies the product code number or key used by the manufacturer to identify the product.	Open; user-defined	426351144531
<b>*Description</b>	Specifies product details and general information. To use multiple line descriptions, enter HTML text here, and use the   and <P> tags to separate the lines.	Open; user-defined 500,000 characters (including blank spaces)	Black Apple iPhone 4G with standard accessories.
<b>*SellerProductID</b>	Specifies the seller's stock-keeping unit (SKU) number	Open; user-defined	EL138659
ImageURL	Link to a hosted photo of the item. Photo must be self-hosted, meaning the URL entered points to your photo on a web server accessible on the internet. Separate multiple image URLs with a " " (pipe character).	Open; user-defined 2048 characters (including blank spaces)	http://xxx /pic2.jpg
Service Provider	Specifies the service provider.	Open; user-defined Required for phones	AT&T
Platform	Specifies the type of operating system.	Open; user-defined Required for video games	Xbox 360

Review the optional fields and enter values where desired. Refer to the Data Definitions file for recommended values. After you enter values for your products, the file should look like this:



	A	B	C	D	E	F	G	H	I	J
1	*Action	*eBayCategoryID	*Title	*Description	*SellerProduct ID	UPC	Brand	MPN	Model Name	ImageURL
2	AddCata	177	Apple Lap	MacB ook	A11257	8E+07	Apple	89q759f	MacBook P	http://e
3	AddCata	171485	Apple iPh	iPhone 4G	237SH5	5E+07	Apple	56235Jj	iPhone4	http://e
4	AddCata	15200	Nikon D40	Nikon Dig	W46478	7E+07	Nikon	q4tldt4	Nikon D400	http://e
5	AddCata	177	Sony Lapt	17" Sony L	I78GAS	9E+07	Sony	325qw3	Sony VAIO	http://e
6	AddCata	177	Dell Lapt	19" Dell La	ST74YG	8E+07	Dell	9q23rq	Dell Inspir	http://e
7										

**Figure 3: Completed Product Creation Template File**



**Note:** Field values are sometimes required for only certain categories. For example, the *Service Provider* field value is required for phones, but not video games. The *Platform* field value is required for video games, but not phones. The upload response file denotes whether required values are missing.

3. When you are finished entering values in the fields, save this file in CSV format to a known location on your computer.

# Uploading and downloading files

When your new product data file is ready use the *File Exchange Center* pages to upload and download files.

## Upload a template file

To upload listing files to File Exchange, you must be connected to the internet. You'll also need a valid email address in order to receive upload confirmations.

Template files are validated when uploaded as follows:

- A basic format check is performed when files are uploaded. For example, if you use a format other than .csv, or tab-delimited .txt in some regions, the upload will fail. Also, if the Action field is not present in the first column, or the required fields are not present and properly formatted, the upload will fail.
- Files may take several hours to upload. Once your new product identifier is available, you will be contacted by email.

After uploading files, always check the upload results report to verify that no errors occurred. eBay sends you an email confirmation noting its success or failure. (If the upload fails, the email you receive will describe any errors.)

Follow these steps to upload your template file:

1. Go to the [File Exchange Center](#) page and select **Upload Files** in the left navigation panel, which opens the *Upload your file* page.
2. Under File Location, click **Browse** to find the new product creation template .csv file you previously created. When you have found and selected the file, click **Open** to place it in the *File Location* field.
3. Type in the email address where you want File Exchange to send emails to (it defaults to your account email).
4. Click **Upload** to send your template file to eBay.

After a file is uploaded, an upload acknowledgment page is opened. This page provides a link to the *View Upload Results* page along with a job reference number. To learn how to view the upload results report, proceed to the next section.

## View upload results

Click **View Upload Results** to view the summary and status of the file you've just uploaded.

The *View Upload Results* page shows the status of uploaded files, along with this information:

- Date you uploaded the file
- Number of requested actions in the file
- Percentage of actions completed
- Links to the uploaded file(s)
- Upload status, which includes: File Received-In Queue, In Progress, Completed, Failed - Invalid File Format
- Links to the Load Results report, as described in [Load results report details](#).

The *View Upload Results* page also allows you to download any file that has been previously uploaded. For example, if you want to create a similar file from one that uploaded successfully simply download that file and rename it when you save it. You can also download your upload results report from this page once processing has completed.

Use the *View Last* drop-down menu to see your upload results sorted by time frames (24 hrs, last 7 days, 30 days or 90 days).

View Upload Results						
File Receipt History						
						View last: <input type="text" value="7 days"/> <input type="button" value="Go"/>
Upload Date	Ref #	# of requested actions	% of completed actions	Uploaded File*	Status	Load Results Report**
Feb-17-11 12:28:42 PST	51181	500	100%	<a href="#">Download (Compressed)</a>	Completed	<a href="#">Download (Compressed)</a>
Feb-11-11 14:32:57 PST	50904	500	100%	<a href="#">Download (Compressed)</a>	Completed	<a href="#">Download (Compressed)</a>
Feb-11-11 09:54:29 PST	50902	1000	100%	<a href="#">Download (Compressed)</a>	Completed	<a href="#">Download (Compressed)</a>
Feb-11-11 09:41:48 PST	50901	750	100%	<a href="#">Download (Compressed)</a>	Completed	<a href="#">Download (Compressed)</a>

\* eBay will retain uploaded files and upload results files for 90 days.

\*\* The Load-Results report provides information regarding successful and unsuccessful uploads. Use the [Error Codes Reference](#) table to correct unsuccessful uploads.

**Figure 4: View Upload Results page**

Click on a **Download** link under *Load Results Report* to open a results file.

A	B	C	D	E	F	G	H
Line N	Action	Status	Sub-status	EPID	Error Sev	Error Cc	ErrorMessage
2	Add	Success	Matched	EPID111			
3	Add	Success	Created	EPID222	Warning	2E+07	Your input {Brand=Aple} was corrected to {Brand=Apple}
4	Add	Failure			Error	219   54	UPC=123 is not valid. UPCs must be a valid 12 digit numeric.
5	Add	Failure			Error	2E+07	Your request is flagged for manual review, please check your data and try submitting your request again

**Figure 5: Load Results Report**

The EPID field values are shown in the load results report file. These product identifiers are what you want to copy and use to list items on eBay.



**Tip:** When an item has a *Matched* sub-status value, that product already exists in the eBay catalog.

You are ready to use the EPID product identifier to sell products on eBay.

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