

SmartEtailing API

Catalog Syndication Service

Version 3.0 – August 11, 2015

Overview

- SmartEtailing’s **Catalog Syndication Service** provides licenses to retailers to display SmartEtailing catalog content on websites not hosted by SmartEtailing. Our team of professional writers, photographers and editors creates 1000’s of product descriptions, videos and photos saving you countless hours of work.
- **Product Content with Supply Chain Inventory** – Your subscription includes the option to pull product data by itself, or blend product data with live inventory from your POS system and your selected supplier partners.

Getting Started

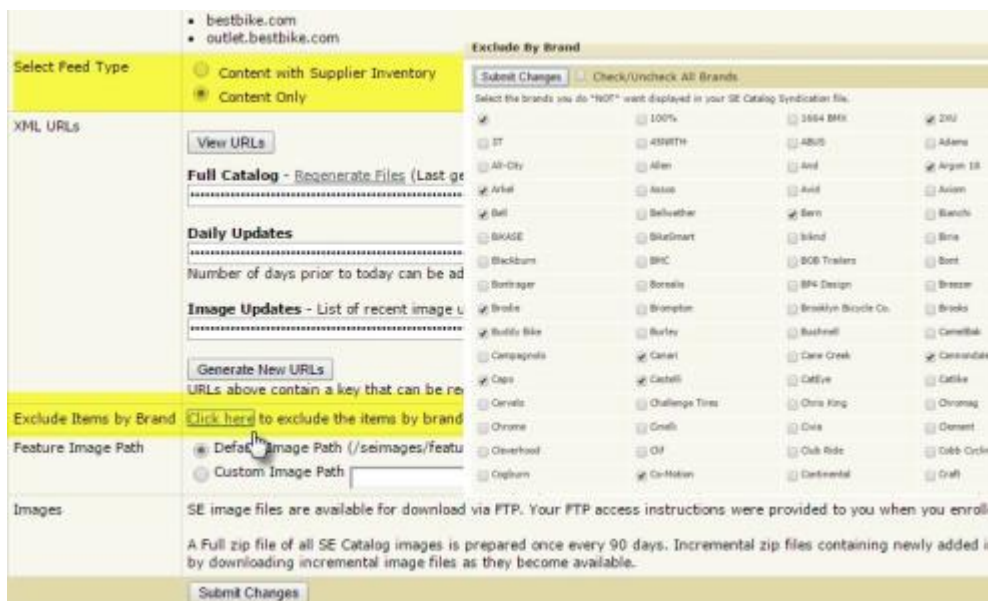
Retailers or third party developers implementing this service should contact SmartEtailing to setup your account. Email Info@smartetailing.com or call 303.356.6190.

Important – SmartEtailing is committed to supporting the local specialty retail channel. To that end, SmartEtailing will only license our catalog content for use on websites that represent local retailers with a physical location. We will not license our content to online-only retailers. Nor will we license our content to display on third party marketplaces like Amazon, eBay or others.

Once you establish your account, you will receive login access to a private control panel where you can manage your syndication preference.

Implementation

By default, your feed is setup as content-only. It will include product information from all brands available in SmartEtailing’s library. You can refine your feed to specific brands by using the exclude by brand feature as shown below.



To include inventory data, you must first configure your Supplier Preferences in Supplier Sync. Then switch your syndication settings to include inventory. Your product feed will now include products available from your selected suppliers and include their inventory.

Wheel World
User: Sys Admin (JC) | [View Admin Profile](#) | [Logout](#)

Supplier Sync

Felt Bicycles	<input type="checkbox"/> Felt Bicycles - US Exclusion Settings: Brand (0) Category (0) Model Year (0)
Giant - US	<input checked="" type="checkbox"/> Giant US Exclusion Settings: Brand (24) Category (0) Model Year (0)
Hans Johnsen	<input type="checkbox"/> Hans Johnsen Exclusion Settings: Brand (61) Category (0) Model Year (0)
Haro Bicycles	<input checked="" type="checkbox"/> Haro Bicycles - West <input type="checkbox"/> Haro Bicycles - East Exclusion Settings: Brand (3) Category (0) Model Year (0)
Hawley	<input type="checkbox"/> Hawley Exclusion Settings: Brand (84) Category (0) Model Year (0)
Highway Two	<input type="checkbox"/> Highway Two Exclusion Settings: Brand (0) Category (0) Model Year (0)
J&B Importers	<input type="checkbox"/> J&B - FL <input type="checkbox"/> J&B - NC <input type="checkbox"/> J&B - NY <input type="checkbox"/> J&B - AL <input type="checkbox"/> J&B - IN <input type="checkbox"/> J&B - PA <input type="checkbox"/> J&B - MN Exclusion Settings: Brand (61) Category (0) Model Year (0)
KHS	<input checked="" type="checkbox"/> KHS Exclusion Settings: Brand (36) Category (60) Model Year (0)

Separately, you can choose to include your local inventory by connecting your POS system to SmartEtailng’s POS Sync feature. SmartEtailng has native integrations with several popular POS systems. We also provide an API for third party developers wishing to connect a POS system that does not have a native integration.

POS Sync - Settings

Active Enable POS Sync

POS System: LightSpeed Cloud (Merchant OS)

FTP Account Information

FTP Account Hostname: <ftp://posftp.smartetailing.com>

FTP Account Username: 129

FTP Account Password: Password Set [Generate New FTP Password](#)

Note: FTP Password will be sent to the Primary Technical Contact for your account.

Import & Display

Import and Display items based on POS inventory status.

Import and Display items in catalog when POS inventory status shows:

- Balance On Hand is greater than 0.
- Balance On Hand is equal to or less than 0, but has been for less than
- Balance On Order is greater than 0.
- Reorder Point (Min) or Maximum Stock Level (Max) is greater than 0.

Note: You may select one or more conditions above for determining which items to in

When items imported from the SmartEtailng Library no longer meet any of the conditions

Accessing the Product Data

Syndicated product data comes in an XML format and is accessed using HTTP GET web service from private URLs unique to your license. Up to six methods are used to access syndication data. Below is a brief description of each method. [Click here](#) to download a zip file containing sample data for all methods listed below.

Full Catalog: The full catalog download is a zip file that includes a complete product file (seProducts.xml), a category file and an inventory file (sePriceAvailability.xml). Content only feed does not include inventory file.

Daily Updates: The daily update catalog download is a zip file that includes an updated product file (seProductUpdates.xml), a category file (seCategories.xml) and an inventory file (sePriceAvailability.xml). Content only feed does not include inventory file.

Hourly Updates: Returns zip file that contains quantity and stock status changes for products whose inventory has changed in the past two hours. Applies to Syndication with Supplier Inventory only.

Discontinued Items: Returns items that discontinued from the feed within the last 3 days. (Max 30 days) Applies to Syndication with Supplier Inventory only.

Image Updates: Updated weekly and ready for download after 6 pm PT Fridays. Returns a list of recently added/updated image archives available for download from FTP. Applies to both feed types.

Note – Image files are available for bulk download via FTP or downloaded to your system using HTTP. We recommend using HTTP to pull images into your system so you are only pulling images you need. Be sure to set a crawl-delay of 2 seconds per image request in your image retrieval application to avoid being blocked by our firewall. Images displayed may not be served directly from SmartEtailing's servers. You must place them on your own image server.

The zip archives available via FTP are common to all brands, including products that are not in your syndication XML.

Availability Lookup: Returns the most current product availability by passing one or more GTINs (Global Trade Identification Number). A maximum of 50 GTINs allowed in a single lookup. Applies to Syndication with Supplier Inventory only.

About Product Features

Product features are unique pieces of content that provide additional details about individual products. The number of unique features varies by product. Complex products will have more features than simpler products. Depending on your implementation, you may choose to display product features as clickable links to reveal the additional information or as tabs on your product page.

Additional images can be an important part of product features. The default HTML for product features will have product images referenced with a relative path 'seimages/feature/{image_name}'. To have these images display on your website you will need to place feature images into the same directory path on your web server. Alternatively, you can configure your settings in SmartEtailing to use a custom image path. When selected, SmartEtailing will include your custom image path in the product feature HTML.