

# SmartEtailing API

## MAP Protection Service

### Overview

SmartEtailing's **MAP** (Minimum Advertised Price) **Protection Service** helps brands and retailers work together more efficiently to reduce operational costs, accidental pricing policy violations, and protect both parties' brand value. Key components of this service are:

#### MAP Publishing – Policy, Prices and Exemptions

- Brand emails SmartEtailing their MAP Policy (and future updates when they occur)
- Brand provides SmartEtailing retail product pricing file based on this API specification (whenever brand has new products, price changes or wants to exempt select products from MAP policy – permanently or temporarily)
- Brand can flag individual products as Exempt from MAP Policy for reasons such as discontinued, overstock, closeout, national promotion, etc.
- SmartEtailing publishes brand's MAP policy, retail pricing and exempt product list for ALL specialty bicycle retailers to reference online via a free, secured interface not accessible to consumers
- Registered retailers will automatically be notified via email when a brand updates their policy, adds new products, changes prices or exemptions (this feature will be added in upcoming release)

**Key Benefits:** Brands have a single contact to communicate policies and retail prices to all specialty retailers. Retailers have single point of lookup for retail pricing and policies and are notified when changes occur. Both parties benefit from operational efficiencies and immediate dissemination of information.

#### MAP Compliance – Automated Protection

- For brands using the MAP Publishing service defined above, SmartEtailing is able to automate website MAP compliance for its 1000+ retail clients – whether they are hosting their website catalog with SmartEtailing or using our content syndication service to host it elsewhere
- The first layer of compliance protection is controlled by the brand. Each time a brand publishes a new file, retail pricing in SmartEtailing's master product catalog is automatically updated. The master product catalog is used by all retail clients to populate their store's catalog based on in-store and supply-chain inventory.
- The second layer of protection is a retail feature called MAP Protection. Map Protection is built into each retailer's business rules settings and is active by default. It helps retailers protect themselves from accidentally displaying a product in their website below a brand's MAP policy. Should a retailer set their price below MAP (perhaps in their POS system for an in-store promotion) this feature discovers the violation, alerts the retailer and automatically increases the price in their website to MAP, thus ensuring compliance with their brand partner's policy.

**Key Benefits:** Retailers avoid accidental advertised price violations. Brands protect their products' value, avoid marketplace disruption and save time not having to contact well intentioned retailers about accidental pricing.

#### MAP Enforcement – Risk Exposure and Assistance

- SmartEtailing's requires retailers to comply with brand policies
- SmartEtailing's remedies for violations include a range of options from warning to termination of service
- SmartEtailing acts immediately, decisively and consistently when brand informs us of a violation

**Key Benefits:** Retailers risk damaging consequence. Brands supported by neutral third-party.

## Getting Started

Brands can establish their MAP Protection Service by contacting SmartEtailing at 303-776-2018 or via email at [info@smartetailing.com](mailto:info@smartetailing.com). SmartEtailing will create an account and provide instructions for uploading a product file that includes product information and suggested retail pricing.

In addition to uploading a product file brand needs to email SmartEtailing a PDF of their MAP or Unilateral Pricing Policy at [info@smartetailing.com](mailto:info@smartetailing.com). Updated PDF can be emailed anytime policy changes.

## Implementation

Brand needs to provide a product file that includes up to 4 pricing fields: High MSRP, Low MSRP, MAP and Sale Price.

High MSRP is required for all products. Use High MSRP field if you only have one suggested price. Include High and Low MSRP if you have a suggested price range. Include MAP field to define minimum advertised price (it can be the same price as High or Low MSRP if that's your MAP policy). If you are not able to provide MAP prices (for example, your MAP policy is defined as 10% below Low MSRP and you don't store this value or have a way to calculate it as part of this file building routine) SmartEtailing can programmatically apply your percentage based policies and calculate MAP prices on High or Low MSRP.

You may also include Sale Prices along with Sale Start / End Dates for national promotions. MAP is reduced to the Sale Price during promotional period.

To exempt SKU's from your MAP policy you can either reduce their MAP Price to zero, or preferably, use the MAP Exempt field (this is a convenient way to allow liquidation of slow moving or discontinued products).

## Product File

**File Naming & Data Format** - Your product file must be in a tab delimited (.txt) format and uploaded to an FTP account provided by SmartEtailing. The file must be named "products.txt" and compressed within a file named "products.zip". Column headings must be an exact match to those specified below. Column order does not matter.

**Note:** SmartEtailing uses the same product file format for multiple services including: MAP Protection, Supplier Sync and Quick Catalog Loader. A single file format makes it easy for brands to participate in multiple services should they wish to do so. Thus, we recommend brands populate as many fields as possible to allow for easy future activation of other services and to help ensure your products are available for display on your dealers' websites as soon as possible.

**File Delivery** - Upload zipped files to your account on the secure FTP site (SFTP) provided by SmartEtailing. SmartEtailing will provide SFTP login credentials upon account creation.

**File Update Schedule** – Product files must be uploaded to SmartEtailing by 11 pm pacific time to be included in the nightly price update process.

**Sample Product Files** - Click on the links below to download a sample product file. Please be sure to upload a tab-delimited text (.txt) file.

Tab Delimited Text - [products.txt](#)

Excel - [products.xlsx](#)

**Note:** The Excel (.xlsx) is provided to make the sample data it easy to read. You can prepare your file in a spreadsheet program like Microsoft Excel or Google Sheets and save your file as tab-delimited text.

## Product File – Basic Information

Column Heading	Description	Data Type	Required
<b>SKU</b>	Brand or Supplier's Unique Item ID	Alpha Numeric (Field Length 50)	Required
<b>Brand</b>	Brand Name of Product	Alpha Numeric (Field Length: 150)	Required
<b>Model Name</b>	Product Name	Alpha Numeric (Field Length 255)	Required
<b>Model Number</b>	Product Model Number  (Used to group products with variants such as size and color)	Alpha Numeric (Field Length 50)	Recommended
<b>Model Year</b>	Product Model Year	Numeric (4 digits)	Recommended
<b>Gender</b>	Product Gender	Alpha Numeric (Field Length 50)	Recommended
<b>Category</b>	Product Category e.g. "Clothing > T-Shirts"	Alpha Numeric (Field Length 255)	Required
<b>GTIN1</b>	Global Trade Identifier (UPC, EAN or ISBN)	Numeric 8,12, 13 or 14 digits	Required
<b>GTIN2</b>	Note: Some Products can have both a UPC and an EAN	Numeric 8,12, 13 or 14 digits	Optional
<b>MPN</b>	Manufacturer's Part Number	Alpha Numeric (Field Length 50)	Recommended

## Product File – Product Details

Column Heading	Description	Data Type	Required
<b>Description</b>	Long Product Description	Alpha Numeric (Field Length: 500)	Recommended
<b>Color</b>	Product Color e.g. Red, Blue, Green	Alpha Numeric (Field Length: 50)	Optional
<b>Size</b>	Product Size	Alpha Numeric (Field Length: 50)	Optional
<b>Flavor</b>	Product Flavor	Alpha Numeric (Field Length: 50)	Optional
<b>Unit</b>	Unit of Sale e.g. each, pair, dozen	Alpha Numeric (Field Length: 50)	Optional
<b>Image URL</b>	Link to product image	Alpha Numeric (Field Length 255)	Recommended
<b>Image URL 2</b>	Link to additional product image	Alpha Numeric (Field Length 255)	Optional
<b>Image URL 3</b>	Link to additional product image	Alpha Numeric (Field Length 255)	Optional
<b>Video URL</b>	Link to product Video	Alpha Numeric (Field Length 255)	Recommended
<b>Video URL 2</b>	Link to additional product video	Alpha Numeric (Field Length 255)	Optional
<b>Video URL 2</b>	Link to additional product video	Alpha Numeric (Field Length 255)	Optional
<b>Product URL</b>	Link to product page on brand website	Alpha Numeric (Field Length 255)	Recommended
<b>Ship Weight</b>	Estimated Shipping Weight (lbs.)	Numeric (Field Length: 50)	Recommended
<b>Ship Length</b>	Estimated Shipping Length (inches)	(Field Length: 50)	Recommended
<b>Ship Width</b>	Estimated Shipping Width (inches)	(Field Length: 50)	Recommended
<b>Ship Height</b>	Estimated Shipping Height (inches)	(Field Length: 50)	Recommended
<b>ORM-D</b>	Restricted Shipping Designation (aerosols, solvents etc...)	Boolean	Recommended

**Product File – Pricing**

<b>Column Heading</b>	<b>Description</b>	<b>Data Type</b>	<b>Required</b>
<b>High MSRP</b>	Manufacturer’s Suggested Retail Price (High)	Numeric (Field Length: 50)	<b>Required</b>
<b>Low MSRP</b>	Manufacturer’s Suggested Retail Price (Low)	Numeric (Field Length: 50)	Optional
<b>MAP</b>	Minimum Advertised Price	Numeric (Field Length: 50)	Recommended
<b>Sale Price</b>	Manufacturer / Supplier’s Suggested Retail Sale Price or Promotional Price	Numeric (Field Length: 50)	Optional
<b>Sale Start</b>	Start Date for Sale / Promotional Price	Date (YYYY-MM-DD)	Optional
<b>Sale End</b>	End Date for Sale / Promotional Price	Date (YYYY-MM-DD)	Optional
<b>Closeout</b>	Display Sale Price and Closeout Label (ignore sale dates)	Boolean	Optional
<b>Dealer Cost</b>	Base or standard dealer cost	Numeric (Field Length: 50)	Optional
<b>MAP Exempt</b>	Item is exempt from MAP policies	Boolean (1=Yes, 0=No)	Recommended

**Note** – Price and cost fields are numeric only. Do not include dollar symbol (\$).