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**TRADERADS INVENTORY IMPORT**

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## Introduction

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This document provides a guide to supplying stock listing information (hereby referred to as inventory) to TraderAds.

This documentation is designed for an audience familiar with file formats such as CSV, XML or JSON and common internet transfer protocols such as File Transfer Protocol (FTP) and HyperText Transfer Protocol (HTTP).

## Overview

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You or your third-party Vehicle Management System (VMS) provider must supply a physical file or remote web feed that we can import on a regular basis. Along with this feed, images can also be supplied to be associated with each inventory item.

The feed must include all inventory that is desired to be published on our website(s). Any items not in the feed will be unpublished. Delta or partial feeds that only have changes since the last feed are not supported at this time.

You can arrange to have your feed imported daily or even multiple times per day.

We will process your feed, apply mappings and rules to transform and categorise your inventory in our inventory management system TraderAds.

## Feed Delivery

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You may provide the feed to TraderAds in one of two ways:

- FTP – you can FTP a physical file to our ftp server at <ftp.traderads.com.au>. Username and password details will be supplied to you if you wish to use this delivery mechanism.
- Remote web feed – you can provide TraderAds with a HTTP or HTTPS URL where your feed can be downloaded.
  - This should be accessible with a simple HTTP GET request.
  - If you wish to restrict by IP address, we can provide our public IP to you.
  - If your feed requires HTTP Basic Authentication, please let us know.

## Feed Format

TraderAds supports one of three possible feed file formats:

- Comma Separated Values (CSV)
- Extensible Markup Language (XML)
- JavaScript Object Notation (JSON)

The feed import process is very flexible and has powerful mapping ability. Your CSV column names, XML element names or JSON property names are completely your choice. We will map them after receiving a sample feed from you.

Where changes to the import file can be made by the Customer or 3rd Party (VMS) Provider, Trader's Data Management Team can supply on request the Valid Type and Sub Type and any associated Class/Category to the customer or 3rd Party (VMS) Provider that is compatible with the customer's advertising channel and the TraderAds Platform.

Regardless of the feed format, all feeds should contain a collection of active inventory items with the following minimum required information for each item:

Information Required	Description	Notes
<b>Dealer Stock Number</b>	A unique identifier (numeric or alphanumeric) that identifies this inventory. It must not change during the lifetime of the inventory and should not be reused on other inventory.	100 characters maximum. If you are delivering images via FTP (see Image Delivery section) then this field should be filename friendly.
<b>Type</b>	The broad kind of item being imported – truck, car, tractor, excavator, etc.	
<b>Sub Type</b>	The sub type of item being imported, as specific as possible. For example, instead of "Truck", we'd prefer "Tipper Truck".	
<b>Make</b>	The make of the item.	
<b>Model</b>	The model of the item.	
<b>Retail Price</b>	The price to list the item as. By default we will show this in the currency of the country of origin (AUD for Australian dealers, for example). If you can supply a currency identifier, we can use that.	Whole numbers only. To list an item as "Price on Application", leave this field blank or use 0.
<b>Description</b>	The description of the item.	While this can be HTML formatted, we will strip some of the HTML and convert to formatted text (for example, links and images in the description will be lost).

Other information can be supplied but is not mandatory. However, supplying this information will make your inventory easier for users to locate:

Information Optional	Description	Notes
Year	The year of manufacture of the item.	
Listing Type	Whether this item is new, used or ex-demo.	If none supplied, we will default this to Used.
Usage Hours	The number of hours of usage the item has had.	
Usage Kilometres / Odometer	The number of kilometres the item has travelled or the odometer reading.	

Depending on the type of item, other information may become mandatory. For example, “Rated Engine power (hp)” is mandatory for Tractors. Please discuss your inventory with TraderAds and we can supply a list of desired information per type of item.

Without the above, and where we cannot enter a default in a field, the file will fail and will not be imported, uploaded, or processed.

Depending on the inventory in the file we may be able to default Type and Sub Type but where possible we require these as separate fields.

## CSV formatted files

If you supply your feed in CSV format, it should adhere to the following guidelines:

- Should use comma as the field separator.
- Fields containing commas should be double quoted.
- A header record is desirable but not mandatory.
- If delivering the file via FTP, it should have a file extension of .csv.

Below is an example of a compatible .csv file that only needs minor mapping for successful file import. It contains all the mandatory requirements:

- **StockNo** – Mapped to Dealer Stock Number
- **Body Style** – Mapped to Type
- **BodyType** – Mapped to Sub Type
- **Make** – Mapped to Make
- **Asking Price** – Mapped to Retail Price
- **Listing Type** (not provided) - Mapped as Used as a default
- **Denomination** (not provided) – Mapped to country of origin code i.e. AUD
- **Model** – Mapped to Model
- **Description** – Mapped to Web Description

And those not Mandatory but will be mapped are:

- **Kilometres** – Mapped to Usage Kilometres

A	B	C	D	E	F	G	H	I	J	K	L	M
StockNo	Make	Model	Body Style	Transmission	Kilometers	Year	Engine Size	Description	Exterior Colour	Chassis	Asking Price	BodyType
1060140	Isuzu	Elf	Trucks	Automatic	234920	2001	4330	Tidy cab, checker plate floor, taillift, roll	White	VKR66K-9100589	9800	Vans
1068723	Isuzu	Elf NPR58P	Trucks	Manual	258503	1991	3636	2006 Isuzu NPR81 Freezer Body, Drivers c	White	NPR58P-7106649	7000	Box Body
815269	Hino	Blue Ribbon HT 223A 223A	Trucks	Manual	266256	1984	1580	Freezer body with Topre fridge, off engin	Blue	HT223A-45093	9415	Truck Misc
978136	Hino	Dutro	Trucks	Manual	76329	2003	2693	Fully insulated refrigerated body, doubl	White	RZU300-0003597	13700	Box Body

## XML formatted files

If you supply your feed in XML format, it should adhere to the following guidelines:

- The XML should be well formed.
- The XML can have any structure but all inventory items should be in a collection within a prescribed element, for example:

```
<Feed>
  <!-- Metadata -->
  <DateCreated>2018-10-06T17:11:11+11:00</DateCreated>
  <ResponseDuration>0.389s</ResponseDuration>

  <!-- Inventory items -->
  <Items>
    <Item>
      <StockNumber>1002-P</StockNumber>
      <Price Currency="AUD">39990</Price>
      ...
    </Item>

    <Item>
      <StockNumber>1003-N</StockNumber>
      <Price Currency="NZD">10000</Price>
      ...
    </Item>
  </Items>
</Feed>
```

- XML element names are not prescribed but should be consistent amongst all inventory items.
- XML element values as well as XML attributes are supported (in the sample above, we can easily parse both the Currency and the Price).
- Cross references or other lookup values are not easily supported and should be avoided. For example, it is desirable to have the make of FUSO in this element rather than an ID value:

```
<Feed>
  <!-- Inventory items -->
  <Items>
    <Item>
      <StockNumber>1002-P</StockNumber>
      <MakeId>655</MakeId>
      ...
    </Item>
  </Items>

  <!-- Reference data -->
  <Makes>
    <Make Id="654">FREIGHTLINER</Make>
    <Make Id="655">FUSO</Make>
    ...
  </Makes>
</Feed>
```

*<Make>FUSO</Make> is preferable here*

- If delivering the file via FTP, it should have a file extension of .xml.

## JSON formatted files

If you supply your feed in JSON format, it should adhere to the following guidelines:

- The JSON should be well formed.
- The JSON can have any structure but all inventory items should be in an array within a prescribed property, for example:

```
{
  "stock": [{
    "stockID": "5416",
    "make": "Hitachi",
    "model": "ZX225US-3",
    ...
  },
  {
    "stockID": "4173",
    "make": "Kubota",
    "model": "U10-3",
    ...
  }
  ]
}
```

- Property names are not prescribed but should be consistent amongst all inventory items.
- Like XML formatted files, cross referenced or other lookup values are not easily supported and should be avoided.
- If delivering the file via FTP, it should have a file extension of .json.

## Image Delivery

Each inventory item in your feed can reference zero or more images in JPEG format. Depending on the image delivery mechanism, you have various options to control the display order.

Like the feed itself, images can be provided to TraderAds using similar methods:

- FTP – images can FTP’ed to our ftp server at <ftp.traderads.com.au>. Username and password details will be supplied to you if you wish to use this delivery mechanism.
- Remote web feed – you can provide TraderAds with a HTTP or HTTPS URL where your images can be downloaded.

## FTP-based images

If you intend to FTP your images, please take note of the following information:

- All images should be placed in the root of our FTP site.
- Each image must be in the JPG format and have a .jpg file extension.
- Please limit file sizes to reasonable sizes for web use (ideally under 500kb each).
- Each image needs to include the stock number value as part of the filename. You can also include a numeric display order as well if you wish to control the order. For example, given the stock number of “5444-P”, the following are various combinations of valid ordered image filenames:

5444-P_1.jpg (main image) 5444-P_2.jpg (second image) 5444-P_3.jpg (third image)	01-5444-P.jpg (main image) 02-5444-P.jpg (second image) 03-5444-P.jpg (third image)	Ford-5444-P(1).jpg (main image) Ford-5444-P(2).jpg (second image) Ford-5444-P(3).jpg (third image)
--	---	--

- Other filename combinations are valid as long as the stock number and numeric position are identifiable within the filename in a consistent manner across all items.
- If the stock number is not used in the filename then that file will not be associated with any inventory items.
- Image files remain on our FTP site until you remove them. To remove an image from an existing inventory item, simply delete the image via FTP.
- Since the feed will be imported on a schedule, it is best to upload your images prior to uploading your feed file if that is also FTP based. That way you can prevent the feed from importing without some images that are yet to be uploaded.



- Upon successful upload and import of a file, within 2 hours all stock will be published, if there are issues with the import then the customer will be notified either by email or phone to discuss what is required to rectify the issue.

## Remote web images

Images can be downloaded from your web server and stored in our Content Delivery Network (CDN) for use on our websites. If remote images are used, there are some guidelines to keep in mind:

- Images should ideally be unique for any given URL. That is, the underlying image should not change unless the URL changes. This prevents our system from having to check each image on each import – if the image has already been downloaded we can skip it simply by comparing the URL.
- If images can change but still have the same URL, we will perform an If-Modified-Since HTTP request to see if the image has changed since the last time we downloaded the image.
- Images that cannot be downloaded due to any HTTP errors (404 not found, 500 server error, etc) will be skipped and not associated with the inventory item.

## Specifying remote web images in CSV feeds

To specify image URLs in a CSV file, you can choose one of the following options:

- Include all image URLs in a single column and separate them with a single character delimiter of your choice. This can be a space, semicolon or any other character that won't appear in your image URLs. The order in which your images are listed is the order they will appear on your inventory:

StockNum	Subtype	Make	Model	Year	RetailPrice	Images
2630	Truck Bodies	Chrysler	Dodge		2500	http://yoursite.com/2018/553.jpg http://yoursite.com/2018/710.jpg http://yoursite.com/2018/115.jpg
MD243	On Road Trucks	International	AB150	1968	3500	http://yoursite.com/2018/655.jpg http://yoursite.com/2018/331.jpg http://yoursite.com/2018/435.jpg
C2232	Truck Trailers	Freighter	Semi	1988	0	http://yoursite.com/2018/894.jpg http://yoursite.com/2018/874.jpg http://yoursite.com/2018/234.jpg
2601	Truck Trailers	Unknown	Dog	1983	14500	http://yoursite.com/2018/123.jpg http://yoursite.com/2018/183.jpg http://yoursite.com/2018/094.jpg
OC523	On Road Trucks	Mitsubishi	K203		9680	http://yoursite.com/2018/944.jpg http://yoursite.com/2018/782.jpg http://yoursite.com/2018/324.jpg

- Include an image per column. If you choose this option then the images should be at the end of your CSV columns. Empty image columns will be ignored.

StockNum	Subtype	Make	Model	Year	RetailPrice	Image1	Image2	Image3
2630	Truck Bodies	Chrysler	Dodge		2500	http://yoursite.com/2018/553.jpg	http://yoursite.com/2018/710.jpg	http://yoursite.com/2018/115.jpg
MD243	On Road Trucks	International	AB150	1968	3500	http://yoursite.com/2018/655.jpg		
C2232	Truck Trailers	Freighter	Semi	1988	0	http://yoursite.com/2018/894.jpg	http://yoursite.com/2018/874.jpg	http://yoursite.com/2018/234.jpg
2601	Truck Trailers	Unknown	Dog	1983	14500	http://yoursite.com/2018/123.jpg	http://yoursite.com/2018/183.jpg	
OC523	On Road Trucks	Mitsubishi	K203		9680	http://yoursite.com/2018/944.jpg	http://yoursite.com/2018/782.jpg	http://yoursite.com/2018/324.jpg

## Specifying remote web images in XML feeds

To specify image URLs in an XML file, you can choose one of the following options:

- Include all image URLs in a single XML element and separate them with a single character delimiter of your choice. This can be a space, semicolon or any other character that won't appear in your image URLs. The order in which your images are listed is the order they will appear on your inventory:

```
<Feed>
  <Items>
    <Item>
      <StockNumber>1002-P</StockNumber>
      <Price Currency="AUD">39990</Price>
      <Images>
        http://yoursite.com/2018/553.jpg
        http://yoursite.com/2018/710.jpg
        http://yoursite.com/2018/115.jpg
      </Images>
      ...
    </Item>
  </Items>
</Feed>
```

- Include image URLs as child elements under a parent element. The element order is the order they will appear on your inventory:

```
<Feed>
  <Items>
    <Item>
      <StockNumber>1002-P</StockNumber>
      <Price Currency="AUD">39990</Price>
      <Images>
        <Image>http://yoursite.com/2018/553.jpg</Image>
        <Image>http://yoursite.com/2018/710.jpg</Image>
        <Image>http://yoursite.com/2018/115.jpg</Image>
      </Images>
      ...
    </Item>
  </Items>
</Feed>
```



- Include image URLs as elements outside of a parent collection. If you choose this option all element names must have the same prefix (in the example below, the prefix is Image). Since XML element names must be unique, they need a unique suffix which is up to you. The order the elements appear respective of each other is the order they will appear on your inventory:

```
<Feed>
  <Items>
    <Item>
      <StockNumber>1002-P</StockNumber>
      <Price Currency="AUD">39990</Price>
      <ImageA>http://yoursite.com/2018/553.jpg</ImageA>
      <ImageB>http://yoursite.com/2018/710.jpg</ImageB>
      <ImageC>http://yoursite.com/2018/115.jpg</ImageC>
      ...
    </Item>
  </Items>
</Feed>
```

## Specifying remote web images in JSON feeds

To specify image URLs in a JSON file, you can choose one of the following options:

- Include all image URLs in a single property and separate them with a single character delimiter of your choice. This can be a space, semicolon or any other character that won't appear in your image URLs. The order in which your images are listed is the order they will appear on your inventory:

```
{
  "stock": [{
    "stockID": "4173",
    "make": "Kubota",
    "model": "U10-3",
    "images": "http://yoursite.com/2018/553.jpg http://yoursite.com/2018/710.jpg
http://yoursite.com/2018/115.jpg",
    ...
  }
  ]
}
```



- Include image URLs in a string array property. The element order is the order they will appear on your inventory:

```
{
  "stock": [{
    "stockID": "4173",
    "make": "Kubota",
    "model": "U10-3",
    "images": [
      "http://yoursite.com/2018/553.jpg",
      "http://yoursite.com/2018/710.jpg",
      "http://yoursite.com/2018/115.jpg"
    ],
    ...
  }
]
```

- Include image URLs as top-level properties. If you choose this option all property names must have the same prefix (in the example below, the prefix is image). Since property names must be unique, they need a unique suffix which is up to you. The order the properties appear respective of each other is the order they will appear on your inventory:

```
{
  "stock": [{
    "stockID": "4173",
    "make": "Kubota",
    "model": "U10-3",
    "image1": "http://yoursite.com/2018/553.jpg",
    "image2": "http://yoursite.com/2018/710.jpg",
    "image3": "http://yoursite.com/2018/115.jpg",
    ...
  }
]
```

## HTML descriptions within the feed

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While HTML is supported for the description field during import, it will largely be stripped. This is to ensure consistent appearance of inventory on our websites.

Below is an example of a HTML formatted description where various text colours and styles have been used, as well as a hyperlink:

Used **Amada Pressbrake**, model **ITPS 80.25** manufactured in 1992

Features include:

- 80 ton Bending Capacity
- 2500mm Bending Length
- 4 axis (X, Y, R1, R2)
- Delem DA58 Controller (colour graphics)
- Sick Light Guards

Machine has been fully checked and is in excellent condition

View our full stock list at our website - [www.traderads.com.au](http://www.traderads.com.au)

After import the text colours and styles are removed the hyperlink is now plain text:

Used Amada Pressbrake, model ITPS 80.25 manufactured in 1992

Features include:

- 80 ton Bending Capacity
- 2500mm Bending Length
- 4 axis (X, Y, R1, R2)
- Delem DA58 Controller (colour graphics)
- Sick Light Guards

Machine has been fully checked and is in excellent condition

View our full stock list at our website - [www.traderads.com.au](http://www.traderads.com.au)

## Feed Scheduling

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Your feed can be configured to be imported on a daily basis or multiple times per day on a schedule. Please discuss with the TraderAds team.

Typically, feeds are imported and changes made visible on our websites within an hour of the feed importing.

## Valid Type and Sub Type

Where changes to the import file are able to be made by the Customer or 3<sup>rd</sup> Party (VMS) Provider, Trader's Data Management Team can supply on request the Valid Type and Sub Type and any associated Class/Category to the customer or 3<sup>rd</sup> Party (VMS) Provider that is compatible with customers advertising channel and the TraderAds Platform.

For example (just a small subset):

Type	Sub Type	Class
Buses	Buses	Coach, Midi Coach, Mini Coach, Double Decker
Dozers	Crawler and Swamp	Crawler, Swamp
Excavators	Excavators	0-7 tonnes, 7-20 tonnes, 20-45 tonnes, 45-100 tonnes, 100+ tonnes
Machinery Attachments	Grapples	
Scrapers	Scrapers	Drawn, Elevating, Open-bowl Single-power, Open-bowl Twin-power, Water Tank
Trenchers	Trencher Attachments	Bucketwheel Trencher, Cable Trencher, Chain Trencher
Trucks	Trucks	Auger V Bin, Beavertail, Bitumen Sprayer, Bottle Truck, Cab Chassis, Car Transporter, Catering Truck, Cherry Picker, Crane Truck, Concrete Mixer, Concrete Pump, Container Lifter, Curtainsider, Display Board, Drilling / Boring Truck, Dual Cab, Emulsion Sprayer, Ex Military, Fire Truck, Glaziers Frame, Gull Wing, Heavy Machinery Transporter, Hooklift, Horse Truck, Hydro Excavation Unit, Jetpatcher, Jetter Truck, Livestock Truck, Logging, Pantech, Prime Mover, Refrigerated, Refuse Truck, Removal, Service Body, Side Loader, Skel Container Body, Skip Bin Truck, Spreader, Street Sweeper, Tanker, Tilt Tray Tow Truck, Tipper, Tipping Tray, Tow Truck, Traffic Attenuator, Trailer Jockey, Transporter, Tray, Tray Top Drop Sides, Vacuum Tanker, Vintage Truck, Walking Floor Body, Wash Down Truck, Water Trucks