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# How to create a **data feed**

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**nyris**  
Search got a new look

nyris GmbH

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# How to create a data feed

## What is a data feed?

**A data feed is a way of sending structured, current and up-to-date information.**

Source: *DataFeedWatch*

It is made up of a list of products broken down into attributes that define each one of your products in a unique way. These attributes include product id, title, description and so on. Your data feed must be stored online on a website or a cloud storage (e.g. Amazon S3, Google Cloud, etc.), be publicly available and be served over either [http://](#) or [https://](#).

Basic authentication or IP based access control (IP whitelisting) can be used.

**Note: We unfortunately do not support storage on Google Drive, Dropbox or similar services.**

We can access different types of data sources. The list below shows a couple of common examples:

- Provide an accessible **HTTP** or **FTP** URL from where we can import a csv, txt, tsv, json, xml or xls/xlsx file.
- We can connect with common **shop systems**, such as Magento 2.x, Shopify (Products) or WooCommerce, this also accounts for **shopping platforms** like Google Merchant Center or Amazon Product Advertising API.
- It is further possible to download your data from **cloud systems**: Amazon S3, Google Cloud Storage.

Talk to us if your system is not listed above.

## How should the data feed be structured?

A well-structured and clean data feed is essential to us. nyris Visual Search will strongly rely on the information you put in this data feed to match your products to the requests we will receive. Therefore, the more information you can provide us with, the better.

id	image_link	title	description	custom_category	additional_image_link_0	additional_image_link_...
mandatory	mandatory					

### **id: mandatory**

Your product ID must be unique across all items. For industry, the ID can be the part number. Support for non-unique or varying kinds of ids is available through additional fields.

### **image\_link: mandatory**

The link of the main image of the product should be placed here. We need at least one picture per product to run our engine. However, we will recommend you **have three to four pictures per product** for better results. The link of these additional images should be in the attribute **additional\_image\_link\_0** (if you have several additional images create this attribute multiple times by appending an increasing number). We accept most common web format such as **JPEG (.jpg/jpeg/jfif)** or **PNG (.png)**. The picture should represent the product accurately and in full. Your picture should be **at least 512 x 512 pixels** and **shall not exceed 1024 x 1024 pixels**. In addition, we **do not support pictures larger than 2 MB**. All image links should be stored online, be publicly available and begin with either [http://](#) or [https://](#). The same access control limitations described for the feed file apply.

### **Custom information: recommended**

Attributes such as **title**, **description** or **custom\_category** can be added, especially if it helps identifying the product visually, e.g. when a brand name or product name is in the title and can also be found written somewhere on your product.



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