

What is product data feed?

A product data feed is an electronic document that contains all your product information, including product name, price, brand, SKU, etc. It allows us to list your products on BlackLocus, identify competitors, and continuously update the price data in your account as you make price changes to your products.

What are the feed requirements?

⚠ Please make sure to include all the required fields with **exact column header names** (e.g. "Name" instead of "Product name", "Model or MPN" instead of "Model") in your file before submission. Incomplete files will not be processed.


⚠ The category needs to have a "flat hierarchy." For example, if a refrigerator you sell is under "Kitchen & Dining > Appliances > Refrigerators", its category is "Refrigerators." Or you can go broader by selecting "Appliances" or "Kitchen & Dining" as its category. It depends on how you'd like to manage your products.

	Column Header Name	Notes
Required Feed Columns <i>* Not required if not applicable to your products</i>	URL	Product page URL
	Selling Price	
	Name	Product name
	Image URL	Product image URL
	Brand*	
	Model* or MPN*	
	UPC or EAN or ISBN	
	Category	Should have "flat hierarchy" (See the left column for details)
Optional Feed Columns	Cost	
	SKU	Unique retailer SKU
	List Price	
	Shipping	Shipping cost
	Condition	New, Refurbished, Used or Compatible
	Description	Product description
	Product Page Visits	
	Quantity Sold	
Inventory		
Revenue		

How do I submit my product data feed?

⚠ Required file format: **CSV**
[What is CSV?](#)

- **Create your feed**

You can [download example feed](#)  to start with. (Be sure to delete all sample data before submitting your file)

- **Send your feed**

Name your file **blacklocus_Your_Store.csv** (e.g. blacklocus_BL_Electronics.csv) and send it to **support@blacklocus.com**

If you need help, have questions, or encounter a problem while creating and submitting your file to BlackLocus, check out our [Knowledge Base](#) or contact us at 512.236.0067 or support@blacklocus.com