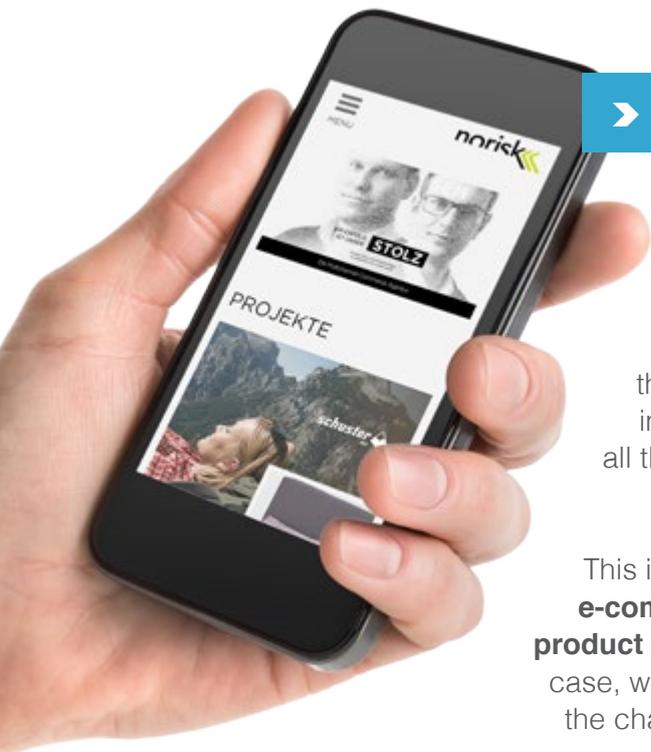


norisk exports product data to real-time search display provider





► INTRO

E-commerce site search technologies (also known as real-time search display providers) are critical components for the effective operation of online stores. They serve to list the most relevant results for a product search on the retailer's website. By bringing the right product to the shopper, they play a crucial role in generating sales. In order to provide the best results, all the necessary product information needs to be handed over in a specific file and format to the search service.

This is no mean feat. **There are two major challenges that e-commerce agency norisk has identified in creating the product data file for a client's site search partner.** In this use case, we look at how norisk was able to successfully deal with the challenges encountered for their client sport-schuster.de.

► CASE IN POINT

- **Shop:** www.sport-schuster.de | 
- **Shop software:** [OXID](#) | 
- **Site search partner:** [Celebros](#) | 



► THE CHALLENGES

1 Shop software exports: The first challenge was to directly **extract and tabulate all the product information from OXID** (the shop software that German sports retailer Sporthaus Schuster uses) **and to set up a reliable automated process.** The exported data is highly dependent on the database structure. If anything changes in this structure, there is no abstraction layer to ensure that these changes are accounted for in the export. Without this layer, a developer is needed to review the code and perform the necessary edits. This requires constant engagement with the export logic. Since this is a critical element in on-site search, these actions are time-consuming and should be avoided.

2 Product variants: The second challenge in creating these data files was dealing with **multidimensional product variants.** The shop needs to provide the color and size variants of items to the search service. This can be problematic, as the search for "blue jacket" can result in "blue jacket 1 S", "blue jacket 1 M", "blue jacket 2 S" and "blue jacket 2 M". Providing only the so-called "parent" item is also not ideal, as the items would then be size- and color-less ("jacket 1" and "jacket 2") making the search results far less relevant. The optimal result would be to show only "blue jacket 1" and "blue jacket 2" - upon clicking on either 1 or 2, the available sizes would show. Thus, the goal is to deliver "parent" items in their respective colors, and then the complete information about their "children" items.

» THE SOLUTION

Thanks to the Productsup Platform, norisk was able to solve the problems that they encountered.

Productsup acts as a kind of middleware between the store and the on-search service. It becomes an additional layer of abstraction, fusing the communication between the export code and the database.



OVERVIEW OF STEPS



STEP 1

OXID provides the raw data in various exports to Productsup.



STEP 2

On the first site created on Productsup, these are combined via a unique product ID to form a master file.



STEP 3

When importing into a second site on the platform, product variants with the same color but different sizes are merged using Productsup's **“merge variants” service**.



STEP 4

The data is matched to the Celebros channel template. Productsup has integrated export templates for all major on-site search providers, so this step is very straightforward.



STEP 5

The format of the product data feed (column names, values and attributes) is adjusted to meet the individual requirements of the search service.



STEP 6

The product feed is submitted to Celebros. With Productsup it is possible to enter the login information for the FTP server of the provider and then configure an automated export.



STEP 7

Celebros now has complete and compelling product data in the desired depth and format at any time.

“Changes or adjustments to the data, such as string-replace, concatenation, separation or simple condition queries are very easy to insert and validate on the Productsup user interface.”

Alexander Groß, Marketing Technologist at norisk



HOW DOES THE MERGE VARIANTS SERVICE WORK?

The raw data is uploaded to Productsup.

Item_ID	Parent_ID	Color	Size
123			
123-1_S	123	Blue	S
123-1_M	123	Blue	M
123-2_S	123	Red	S
123-2_M	123	Red	M
123-3_S	123	Yellow	S

RAW DATA IMPORT FEED

On the first site a new column, labelled "id_parent_color", is added to the master file. As the name implies, it contains both the parent ID and the color. The remaining columns relevant to the on-site search provider are formatted and optimized accordingly.

Item_ID	Parent_ID	Color	Size	id_parent_color
123				
123-1_S	123	Blue	S	123_Blue
123-1_M	123	Blue	M	123_Blue
123-2_S	123	Red	S	123_Red
123-2_M	123	Red	M	123_Red
123-3_S	123	Yellow	S	123_Yellow

INTERMEDIATE FEED

This so-called intermediate export is then uploaded as a data source to a second Productsup site, the on-site search provider site. Here the “merge variants” service is applied to the “id_parent_color” column. In doing so, the information for all items with the same value in this column is merged. The resulting export file has “parent-color” values as the item ID, and the corresponding available sizes listed in one field.

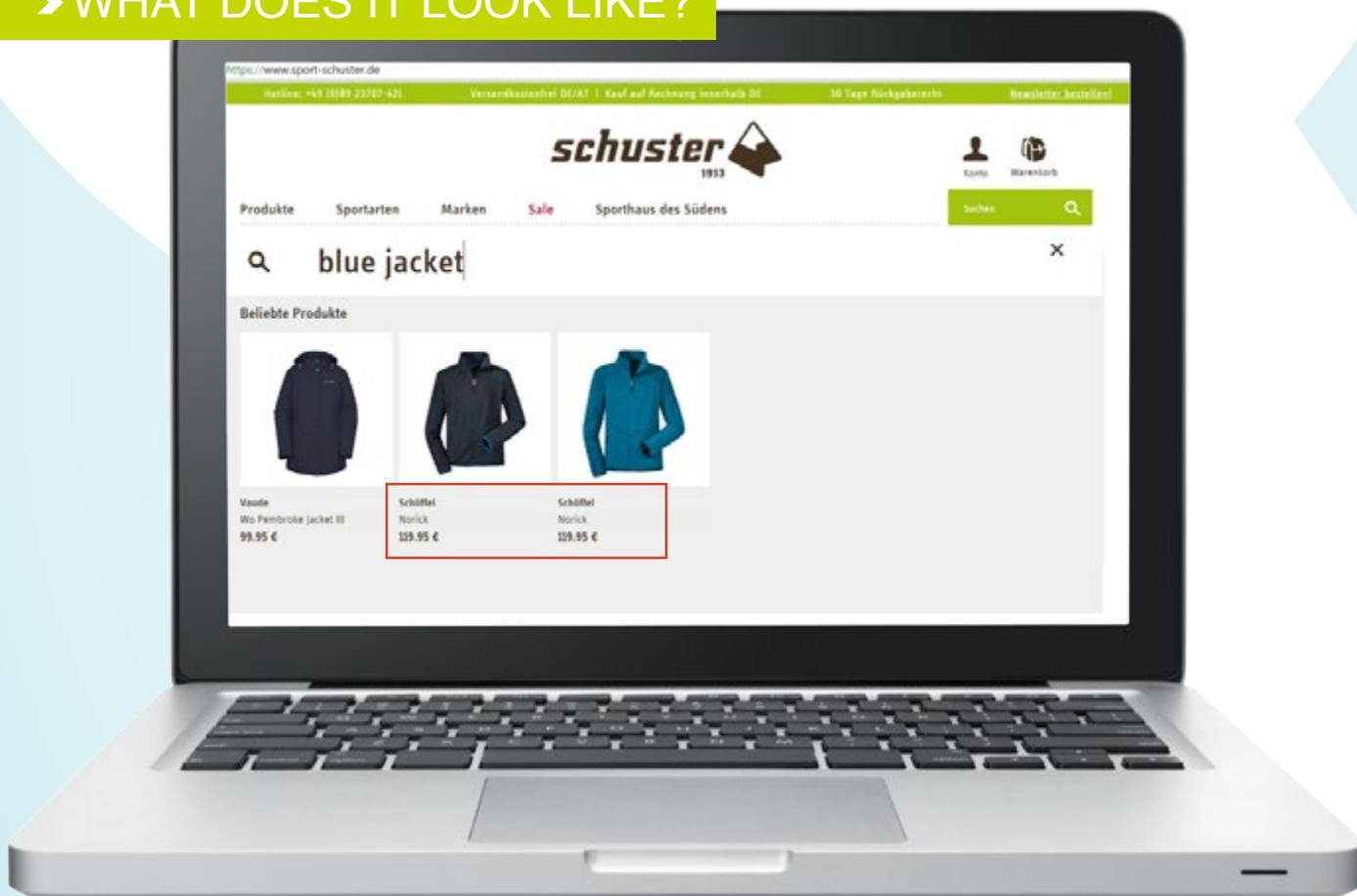
The “merge variants” service ensures that on the primary item key (id_parent_color) all information of the individual variants is merged into one column. If all variants contain the same value, these are listed only once in the column.

id_parent_color	Parent_ID	Color	Size
123_Blue	123	Blue	S;M
123_Red	123	Red	S;M
123_Yellow	123	Yellow	S

EXPORT FEED, AFTER MERGE

When the shopper on www.sport-schuster.de searches for an item, the information is passed on to Celebros, who processes it and returns a corresponding result to OXID, the shop system. This result is shown to the shopper in the form of products listed in the search results.

➤ WHAT DOES IT LOOK LIKE?



➤ WHY NORISK LOVES PRODUCTSUP



“The creation of product feeds for on-site search providers with Productsup is really simple. We are free of an initial, fixed specification of the feed, as all raw data are already available on the Productsup Platform from our other exports. This allows for a simple rollback if necessary – and we can also expand the data feed. This simplifies tedious iterations of validating data with the development department and partners, and accelerates the integration significantly.”

Alexander Groß, Marketing Technologist at norisk.

➤ ABOUT NORISK



Since its founding in 2010, norisk Ltd. has grown to become one of the leading multichannel commerce agencies in southern Germany. With 35 employees, the Munich-based agency is the perfect synergy between the seamless integration of online shops and performance marketing. With regards to product data management with Productsup, norisk manages a few customer projects and distinguishes itself by its solid experience.

For more information, visit www.noriskshop.de

Productsup⁷

Real-time search display providers are just one category of export channels available on Productsup.

With the platform, you can also prepare merchant data feeds for

- search engines like Google and Bing
- comparison shopping platforms like Pricegrabber and Idealo
- retargeting engines like Criteo and ReTargeter
- affiliate engines like affilinet and Zanox
- social media platforms like Facebook and Twitter
- online shops themselves - www.yourshop.com
- blank exports - customized entirely by you

Create the perfect feed for your desired online shopping destinations and increase your product reach and visibility.

Contact us to find out more.