

# Preparation of Product Data

If you require market-specific *product assortments* or adapting currencies and outlinks use this documentation.

- [How should you localize your Product Data?](#)
  - [A\) Different market-specific product assortments and outlinks](#)
  - [B\) Localize Display Attributes](#)
- [Localizing Values that are also used for Data Binding](#)

## How should you localize your Product Data?

There are different ways to localize your Product Data. To decide which approach you should use, you should define what localization solution you need.

**Do you want to use your Product Guide in different channels/markets only with one language per market (= do you need different Product outlinks and/or prices per channel/market)?**

- Yes continue with [A\) Different market-specific product assortments and outlinks](#)

**Do you only want to use different languages within one market, but your product assortment remains identical (= Prices and Product outlinks stay the same)?**

- Yes continue with [B\) Localize Display Attributes](#)

**Do you want to use different channels/markets, but you require also multiple languages for some markets?**

- Yes You may use a combination of [A\) Different market-specific product assortments and outlinks](#) and [B\) Localize Display Attributes](#)

### A) Different market-specific *product assortments* and outlinks

To provide different URLs of the workbench in each market, you can add a column "channelid" and add the corresponding market name for each product. For a multi-country setup the common two-letter-abbreviations (e.g. us, de) should be used. All products must therefore be represented multiple-teams in the product data (once for market). This allows you to have different e.g. different outlinks, prices, product names etc. for each market/channel.

1. Add a **column "channelid"** in your product data
2. Add the **market-specific *product assortments* and outlinks** (e.g. if one product is not available in one market)
3. Add in the column "channelid" the **language shortcut** e.g us, de

	A	B	C	D	E	F
1	id	name	detailUrl	description	basket	channelid
2	1	Dutch bike	www.bike-shop.com/en_US/dutch-bike	Dutch style touring bikes with upright seating position	yes	us
3	2	Racing bike	www.bike-shop.com/en_US/racing-bike	Low tare weight for sporty riders and smooth routes	no	us
4	3	Mountain bike	www.bike-shop.com/en_US/mountain-bike	Off-road bike is specially designed for use off paved paths and roads	no	us
5	4	City bike	www.bike-shop.com/en_US/city-bike	Suitable for longer routes in the city	yes	us
6	5	Trek bike	www.bike-shop.com/en_US/trek-bike	For everyday driving on road and for tours with uneven ground	no	us
7	6	Hollandrad	www.bike-shop.com/de_DE/hollandrad	Tourenräder niederländischer Bauart mit aufrechter Sitzposition	yes	de
8	7	Rennrad	www.bike-shop.com/de_DE/rennrad	Gerintes Eigengewicht für sportliche Fahrer und ebenmäßigen Strecken	no	de
9	8	Stadtfahrrad	www.bike-shop.com/de_DE/citybike	Für längere Routen in der Stadt geeignet	yes	de
10	9	Trekkingrad	www.bike-shop.com/de_DE/trekkingrad	Für Alltagsfahrten im Straßenverkehr und ebenso für Freizeittouren mit unebenen Böden	no	de

If you upload the Product Data in the Workbench you can see a new field for the Channel in the Preview as well as in the Publish view:

#### Preview

### Preview

See a [preview of your Product Guide](#) and its entire content and recommendation behavior.

Screen Width

Language

Theme

Channel

Dynamic

★ English (en\_US)

River

de

#### Publish view

## Configure Integration Code

Environment Live Stage

Last Publish 07.07.21 13:18

Language English (en\_US)

Theme River

Channel US

[Add Preset Parameters](#)

### Quick Link

[service.excentos.com/demo\\_marketing/DE/app\\_Washing-Machine-Guide/default.start?xcLocale=en\\_US&channelid=us](https://service.excentos.com/demo_marketing/DE/app_Washing-Machine-Guide/default.start?xcLocale=en_US&channelid=us)

## Site Integration Code

[Copy Code](#)

```
<!-- begin excentos integration code -->
<script
  src="//service.excentos.com/demo_marketing/DE/app_Washing-Machine-Guide/en_US/loadadvisor?theme=default&channelid=us"
</script>
<!-- end excentos integration code // start content area where Product Guide is displayed -->
<div id="xc_application">
  <div id="xc_application_pane"></div>
  <div id="xc_loader"></div>
</div>
<!-- end excentos content area -->
```



### Support with creating multi-channel Product Data

If you cannot prepare a combined multi-channel Product Data export yourself or if maintaining such a file manually is not feasible (e.g. due to too many products that change too often), please **contact your excentos Project Manager** to develop a suitable solution together (e.g. excentos can set up jobs to automatically download and combine multiple country Product Data feeds).



### Rollout Pricing Required

When using a setup for market-specific *product assortments* and outlinks, please [get in touch with our sales team](#) to request rollout pricing.

## B) Localize Display Attributes

If a Display Attribute (attributes that are shown on the Product Card in the Recommendations e.g. the product description) needs to be localized, you can add a corresponding column in the Product Data with the original name followed by the language ("ATTRIBUTE" "ATTRIBUTE\_LANGUAGESUFFIX"). If the original column is called "description", then the column for the additional language must be called "description\_de\_DE", "description\_fr\_FR". The Workbench automatically uses the right column, when the corresponding language is selected (e.g. in the Preview or for Integration Codes).

	A	B	C	D	E	F	G
1	id	name	detailUrl	description	description_de_DE	description_fr_FR	basket
2	1	dutch bike	www.bike-shop.com/en_US/dutch-bike	Dutch style touring bikes with upright seating position	Tourenräder niederländischer Bauart mit aufrechter Sitzposition	Vélos de tourisme de conception hollandaise avec une position	yes
3	2	racing bike	www.bike-shop.com/en_US/racing-bike	Low tare weight for sporty riders and smooth routes	Geringes Eigengewicht für sportliche Fahrer und ebenmäßige Strecken	Poids mort faible pour les sportifs et même les pistes	no
4	3	mountain bike	www.bike-shop.com/en_US/mountain-bike	Off-road bike is specially designed for use off paved paths and	Geländefahrrad ist speziell für den Einsatz abseits befestigter Wege un	Le vélo tout-terrain est spécialement conçu pour être utilisé	no
5	4	city bike	www.bike-shop.com/en_US/city-bike	Suitable for longer routes in the city	Für längere Routen in der Stadt geeignet	Convient pour les longs trajets en ville	yes
6	5	trek bike	www.bike-shop.com/en_US/trek-bike	For everyday driving on road and for tours with uneven ground	Für Alltagsfahrten im Straßenverkehr und ebenso für Freizeittouren mit	Pour les déplacements quotidiens sur route et également po	no



#### Default behavior

Note, that if you are running your Product Guide, which you have not created yet localized columns for, the Product Guide will automatically fall back to the original default column.

Example:

- You have prepared your Product Data with a default column "description" with English texts and an additional column "description\_de\_DE" for German texts and you use the field "description" as a Display Attribute.
- When running your Product Guide now with German (de\_DE) it will automatically use to the column "description\_de\_DE"
- When running your Product Guide now with English (en\_US) it will automatically fallback to the column "description" (as no equivalent column for English could be found).
- You should only translate the display attributes. The attributes for the data binding e.g. "basket" does not need to be translated.

If you would like to have a different default language, please **contact your excentos Project Manager** to implement this.

## Localizing Values that are also used for Data Binding

Values that are only needed for the Concept Board (Data Binding) should not need to be translated. These data values are not visible in the Product Guide.

However, if you want to use a Product Data Attribute for Data Binding as well as displaying it in the Product Cards, you may want to use approach *B) Localize Display Attributes*, so your Data Binding can be done on the original column (based on the same original values for all market in the original concept language) and for usage in the Display Attributes, the system can use the localized attributes.