

## Argos Feed Documentation

This document outlines each field in the Argos Feed, explaining what the information contained in the field describes and how it should be used. This is illustrated using examples.

### product

Represents a single product in the feed.

### lastUpdated

The time at which the product data was last updated.

Example:

22/10/2009 17:36:16

### title

The name of the product.

### sku

The SKU (Stock Keeping Unit) for the product. This is a unique numeric code that identifies the product on the Argos website.

### url

The product URL, which includes your PID. Use this field to link to a particular product on the Argos website.

Example:

<http://www.jdoqocy.com/click--10697412?URL=http%3A%2F%2Fwww.argos.co.uk%2Fstatic%2FProduct%2FpartNumber%2F5685619.htm>

If you choose to use a different URL to link to a product, please ensure that the PID () and AID (10697412) remain as shown, or you will not be attributed for any sales.

### imageUrl

The URL of the full-size product image.

Example image (250×300 pixels):



### **deliveryCost**

The standard delivery cost for the product.

### **price**

The current (sale) price of the product.

### **priceWas**

The previous price of the product, if applicable.

### **priceValidUntil**

The date until which the price will remain valid.

Example:

22/11/2009

### **deliveryAvailable**

Indicates whether the product is in stock and available for home delivery.

Possible values: *yes/no*

- *yes* – the product is available for home delivery
- *no* – the product is not available for home delivery

## deliveryDetails

Details of stock and estimated delivery time.

Examples:

- Home delivery from 6 days
- Home delivery currently out of stock
- Home delivery not available

## storePickupAvailable

Indicates whether the product can be reserved for store pickup (subject to store stock).

Possible values: yes/no

- yes – the product is available for store pickup
- no – the product is not available for store pickup

## storePickupDetails

Details of whether the product can be reserved for store pickup.

Examples:

- Can be reserved, subject to store stock
- Cannot be reserved for store pick-up

## moneyBackExclusion

Indicates whether the product is excluded from the Argos 30 Day Money Back Guarantee. Products that are covered by the money back guarantee may be returned within 30 days for a full refund.

Possible values: yes/no

- yes – the product is excluded from the money back guarantee
- no – the product is covered by the money back guarantee

## buyingGuideName

A name of the Argos buying guide, if applicable.

Example:

Bikes Buying Guide

## buyingGuideUrl

A URL of the Argos buying guide, if applicable.

**Example:**

`http://www.jdoqocy.com/click--10697412?URL=  
http%3A%2F%2Fwww.argos.co.uk%2Fstatic%2FBuyingGuide%2FbgTrail%2Fcycling_00165.htm`

**creditOffer**

Indicates whether the product is eligible for the Argos credit offer.

Possible values: *yes/no*

- *yes* – the product is eligible for the credit offer
- *no* – the product is not eligible for the credit offer

**new**

Indicates whether the product is a recent addition to the Argos site.

Possible values: *yes/no*

- *yes* – the product is new
- *no* – the product is not new

**internetOnly**

Indicates whether the product is only available to purchase online.

Possible values: *yes/no*

- *yes* – the product can only be purchased online
- *no* – the product can be purchased online or in-store

**brand**

The brand name for the product.

**colour**

The colour, or colours, of the product.

**Examples:**

- Amber
- Black and chrome
- Multicoloured

## **style**

The style of the product.

Examples:

- Blackout roller blind
- Venetian blind
- Locket
- Pendant

## **collection**

The name of the collection to which the product belongs.

Examples:

- Argos Value Range
- Avondale
- See See

## **keywords**

A comma-separated list of keywords relating to the product.

## **overallCustomerRating**

The average customer rating for the product, out of 5.

Examples:

- 1.8
- 3.4
- 5

## **numberOfReviews**

The number of customers who have reviewed the product.

## **currency**

The three letter currency code, which is "GBP" for all Argos products.

## **categories**

Contains categorisation for the product. Every product in the feed has at least one category.

## category

A product category, which includes the category name as well as the names of the department and section containing that category

## department

The name of the department.

Examples:

- Garden & DIY
- Sports & Leisure
- Video Games

## section

The name of the section.

Examples:

- Barbecues
- Badminton and squash
- Nintendo Wii

## name

The name of the category.

Examples:

- Gas BBQs
- Squash
- Nintendo Wii racing games

## features

Contains product features.

## feature

A product feature, which contains a value and possibly a feature type.

## type

The type of feature, if any. If the product consists of a bundle of items, this field may be used to indicate which item the feature pertains to.

Examples:

- Connectivity
- Coffee Table.

### value

The value of the feature.

Examples:

- HDMI socket.
- Size (H) 45, (W) 60, (L) 120cm.
- 65% polyester and 35% cotton cover.

### extras

Contains suggested extras that can be purchased with the product.

### extra

An optional extra, which contains a description, URL, SKU and price. Extras include breakdown cover, insurance, and batteries.

### description

A description of the optional extra.

Examples:

- 3 Year Replacement Product Cover £30 - £39.99.
- 5 Year Breakdown Cover - Combined Washer Dryer.
- Energizer Ultimate AA Batteries - 4 Pack.

### url

The product URL of the optional extra.

### sku

The SKU (Stock Keeping Unit) for the optional extra.

### price

The price of the optional extra.

## **offers**

Contains special offers, such as discounted accessories when bought with the main product.

## **offer**

A special offer, which contains a description, expiry date, and one or more products.

## **description**

A description of the special offer.

### **Example:**

Half price SanDisk 2GB SD Card (570/1768) when you buy this digital photo frame.  
To receive this offer add both items to your trolley.  
Offer ends 22nd January 2010.

## **ends**

The date on which the offer expires.

### **Example:**

22/11/2009

## **offerProducts**

Contains products that must be purchased together to qualify for the special offer.

## **offerProduct**

A product in the special offer bundle.

## **title**

The name of the bundle product.

## **url**

The URL of the bundle product.

## **sku**

The SKU (Stock Keeping Unit) for the bundle product.

## **thumbnailUrl**

The URL of a small thumbnail image for the bundle product.

## **price**

The price of the bundle product.



### **warranty**

Details of the warranty available with the bundle product, if applicable.

### **warrantyPrice**

The warranty price for the bundle product, if applicable.

### **accessories**

Contains optional accessories for the product.

### **accessory**

A product accessory.

### **title**

The name of the accessory.

### **url**

The URL of the accessory.

### **sku**

The SKU (Stock Keeping Unit) for the accessory.

### **thumbnailUrl**

The URL of a small thumbnail image for the accessory.

### **price**

The price of the accessory.

### **deliveryAvailable**

Indicates whether the accessory is in stock and available for home delivery.

Possible values: `yes/no`

- `yes` – the accessory is available for home delivery
- `no` – the accessory is not available for home delivery

### **deliveryDetails**

Details of stock and estimated delivery time.

Examples:

- `Home delivery from 6 days`

- Home delivery currently out of stock
- Home delivery not available

### **storePickupAvailable**

Indicates whether the accessory can be reserved for store pickup (subject to store stock).

Possible values: `yes/no`

- `yes` – the accessory is available for store pickup
- `no` – the accessory is not available for store pickup

### **storePickupDetails**

Details of whether the accessory can be reserved for store pickup.

Examples:

- Can be reserved, subject to store stock
- Cannot be reserved for store pick-up

### **overallCustomerRating**

The average customer rating for the accessory, out of 5.

Examples:

- 1.8
- 3.4
- 5

### **numberOfReviews**

The number of customers who have reviewed the accessory.

### **extra**

Details of a suggested extra, such as breakdown cover or insurance, that can be purchased with the accessory.

### **alternatives**

Contains possible alternatives to the product.

### **alternative**

An alternative product.

### **title**

The name of the alternative product.

### **url**

The URL of the alternative product.

### **sku**

The SKU (Stock Keeping Unit) for the alternative product.

### **thumbnailUrl**

The URL of a small thumbnail image for the alternative product.

### **price**

The price of the alternative product.

### **deliveryAvailable**

Indicates whether the alternative product is in stock and available for home delivery.

Possible values: `yes/no`

- `yes` – the alternative product is available for home delivery
- `no` – the alternative product is not available for home delivery

### **deliveryDetails**

Details of stock and estimated delivery time.

Examples:

- `Home delivery from 6 days`
- `Home delivery currently out of stock`
- `Home delivery not available`

### **storePickupAvailable**

Indicates whether the alternative product can be reserved for store pickup (subject to store stock).

Possible values: `yes/no`

- `yes` – the alternative product is available for store pickup
- `no` – the alternative product is not available for store pickup

### **storePickupDetails**

Details of whether the alternative product can be reserved for store pickup.

Examples:

- Can be reserved, subject to store stock
- Cannot be reserved for store pick-up

### **overallCustomerRating**

The average customer rating for the alternative product, out of 5.

Examples:

- 1.8
- 3.4
- 5

### **numberOfReviews**

The number of customers who have reviewed the alternative product.

### **categoryList**

A semicolon-separated list of product categories.