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| **CF FIELD** | **Frequency of use** | **Validation / Restrictions** | **Advertiser Mapping Notes** | **Description**  | **Sample** |
| **Brand** | Often Used | Must be included if advertiser wants to set commission rules on brands | Text | Name of product brand according to the advertiser | Apple, Panasonic |
| **Category** | Mandatory | Don't use marketing terms instead of actual product types (e.g. use “Themed Mugs” rather that “Gifts for Him” for a football-themed mug.); cannot go live with 15% or more missing categories | Text, can use google\_product\_category | Advertiser's product categorisation (can be same as google product category) | Cat food |
| **Colour** | Often Used |  | Text | Colour of the product | Red|Blue |
| **Content Rating** | Seldom used |  | Numerical | Product rating | 5 |
| **Currency** | Mandatory | Must be a separate field, not included in price columns | Not included in price fields | 3 Letter ISO Code | GBP, AUD |
| **Custom 1** | Often Used |  | Can be used to set commission rules | Additional field used as needed | Full price |
| **Custom 2** | Often Used |  | Can be used to set commission rules | Additional field used as needed |  Sale price |
| **Custom 3** | Often Used |  | Can be used to set commission rules | Additional field used as needed |  Wholesale |
| **Custom 4** | Often Used |  | Can be used to set commission rules | Additional field used as needed |  Retail |
| **Delivery Cost** | Often Used | Do not use the $ symbol | Numerical | Price of delivery | 5.99 |
| **DeliveryTime** | Often Used |  | Include the number and the unit in the text (e.g. 1 day rather than next day) | Time of expected delivery | 3 days |
| **Description** | Mandatory | Must not have more than 15% missing descriptions for data feed to be permitted; Do not include HTML in any part of your description.a text description. | Text | Product description provided by advertiser | The Book of Boba Fett fans can recreate authentic details of the throne room and other parts of Jabba the Hutt’s palace with this LEGO Star Wars set |
| **Features** | Often Used | Use nested XML for your feed if features are key to your product range as this will allow you to include different features in the feed without having to include individual features as an attribute for every product. | Text | Product features will help affiliates to sell the USPs of the products | Screen Size, Resolution |
| **Gender** | Often Used | Highly recommended for fashion | Text | If the product is for a specific gender | Women, Men, Children, Boys, Girls, Unisex |
| **Genre** | Sometimes used | Recommended for gaming, entertainment | Text | If the product has a genre | Family, Horror |
| **Image URL** | Mandatory | Must be present and not blank; no more than 15% missing; recommended minimum size is 200px by 200px | URL | Direct link to image (non-trackable) | <https://www.lego.com/cdn/cs/set/assets/blt0def9ced33da21e3/75326_alt1.png> |
| **Keywords** | Sometimes used |  | Text | Product's keywords | Boba Fett, Star wars, |
| **Model Number** | Often Used |  | Alphanumeric | Manufacturer number | DSC-S730 |
| **Name** | Mandatory | Must be present and non-empty. HTML tags are stripped; no more than 15% missing | Text | Also known as title, the product name | Boba Fett's Throne Room |
| **Platform** | Seldom used |  |  |  |   |
| **Price** | Mandatory | Must match price on site, do not include currency | Numerical, 2 decimal places | Current price of the product | 12.99 |
| **Price (RRP)** | Often Used | Can be same as price or sometimes higher (old or original price) | Numerical, 2 decimal places | Recommended Retail Price of product | 14.99 |
| **Price (Sale)** | Seldom used |  |  | Price when item is on sale | 13.99 |
| **Promo Text** | Sometimes used |  | Text, HTML tags are stripped | Product promotional message | Web exclusive |
| **Size** | Sometimes used |  | Numerical | Sizes available | 2|4|6|8 |
| **SKU** | Mandatory | Must match SKU in tracking; must not have more than 15% products with missing SKU | Numerical, must be presentand non empty. | Unique identifier for the product, can be universal code such as ISBN, or MPN, or the merchant's own unique product identifier | 12345678 |
| **Stock Level** | Often Used | Use if not excluding out of stock items | Text | Denotes if the product is in stock (usually True/False or Yes/No) | Yes or No |
| **Sub Category** | Sometimes used |  |  | Product's sub-category as specified by the Advertiser | Bathroom |
| **Target Url** | Mandatory | Must be a URL. No tracking or redirects included; must be http or https | URL | Direct link to product (non-trackable) | <https://www.lego.com/en-au/product/boba-fett-s-throne-room-75326> |