



Feed Requirements

TradeTracker for Magento 2

Required and recommended product attributes for your [TradeTracker](#) product feed. This guide explains what TradeTracker expects and how to configure each attribute in the extension.

Required Attributes

These attributes must be present for TradeTracker to accept your products.

Attribute	Description	Magento Mapping
ID	Unique product identifier	SKU or Product ID
name	Product title	Product Name
description	Product description	Description or Short Description
price	Current selling price	Price (including special price if active)
currency	Currency code (EUR, USD, etc.)	Store currency
productURL	Link to product page	Generated automatically
imageURL	Main product image	Base Image
categories	Product category path	Category assignment
brand	Manufacturer/brand name	Manufacturer attribute

Recommended Attributes

These attributes improve product matching and feed quality.

Attribute	Description	Why It Matters
GTIN	EAN/UPC barcode	Helps match products across publishers
SKU	Stock Keeping Unit	Alternative product identifier
stock	Inventory quantity or status	Shows availability to publishers
discount	Discount percentage or amount	Highlights deals and promotions
size	Product size	Essential for fashion/apparel
color	Product color	Essential for fashion/apparel

Attribute	Description	Why It Matters
gender	Target gender	Improves targeting for fashion
material	Product material	Adds product detail
subcategories	Additional categorization	More precise product placement
tags	Product tags/keywords	Helps with product discovery

Configuring Attributes

In the extension configuration (Magmodules → TradeTracker → Feed Settings), you map Magento attributes to TradeTracker fields.

Basic Mapping

TradeTracker Field	Recommended Magento Attribute
Product Name	<code>name</code>
Description	<code>short_description</code> (cleaner output)
Brand	<code>manufacturer</code>
GTIN/EAN	<code>ean</code> or custom attribute
SKU	<code>sku</code>
Color	<code>color</code>
Size	<code>size</code>

Tips for Better Feed Quality

Description:

- Use Short Description for cleaner output (no HTML)
- Long descriptions may be truncated by publishers

Brand:

- Ensure all products have a brand assigned
- Create a default value for unbranded products

GTIN/EAN:

- Required for product matching across publishers
- Use 13-digit EAN or 12-digit UPC format

Images:

- Use high-quality images (minimum 500x500px)
- White or transparent backgrounds preferred
- Main product image should show the complete product

Stock Information

TradeTracker uses stock data to show product availability:

Stock Status	Feed Value	Result
In Stock	Quantity or "in stock"	Product shown
Out of Stock	0 or "out of stock"	May be hidden by publishers

Recommendation: Enable stock filtering in the feed to exclude out-of-stock products entirely.

Categories

TradeTracker requires category information for proper product placement.

Category Format

Categories are exported as a path:

```
Electronics > Smartphones > Apple
```

Configuration

In Feed Settings → Categories:

- Select which Magento categories to include
- Map to TradeTracker's category structure if required
- Exclude categories that shouldn't appear in the feed

Price Handling

Regular vs Special Price

The extension automatically uses:

- **Special price** if active (within date range)
- **Regular price** if no special price is set

Discount Calculation

When a special price is active:

- Original price is included as `fromPrice`
- Current price as `price`
- Discount percentage calculated automatically

Common Issues

Missing Required Attributes

Problem: Feed rejected due to missing fields.

Solution:

1. Check attribute mapping in configuration
2. Ensure attributes have values for all products
3. Set default values for empty attributes

Brand Not Appearing

Problem: Brand field is empty in feed.

Solution:

1. Verify manufacturer attribute is assigned to products
2. Check attribute scope (store view vs global)
3. Set a fallback value in configuration

Images Not Loading

Problem: Image URLs return 404 errors.

Solution:

1. Regenerate product images via CLI
2. Check media folder permissions
3. Verify image cache is built

Validation

Before submitting your feed:

1. **Download sample feed** from the configuration
2. **Check required fields** are populated
3. **Verify URLs** are accessible
4. **Test images** load correctly
5. **Confirm prices** match your store

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the TradeTracker extension on magmodules.eu

All articles for TradeTracker

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Feed Configuration
2	General Configuration
3	Quick Start Guide

Troubleshooting

1	Troubleshooting
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Background

1	Feed Requirements (current)
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