

Bazaarvoice data feeds



Disclaimer

Copyright © 2012 Bazaarvoice. All rights reserved.

The information in this document:

- Is confidential and intended for Bazaarvoice clients. No part of this document may be shared with anyone outside your company or your company-partners without prior approval from Bazaarvoice.
- Is provided “as is” without warranty of any kind either expressed or implied, including, but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.
- Is periodically updated to be in sync with the improvements and/or changes in our product offers.
- May be changed without notice. Some examples depicted herein are provided for illustration only and are not guarantees of a specific result. You bear the risk of using this document.

Bazaarvoice is not liable for any technical or typographical errors that might be inadvertently present in this document.

Bazaarvoice might have patents and/or pending patent applications covering subject matter in this document. The furnishing of this document does not give you any license to these patents, or legal rights to any other intellectual property in any Bazaarvoice service or product.

All Bazaarvoice brand and product names are trademarks or registered trademarks of Bazaarvoice in the United States and may be protected as trademarks or registered trademarks in other countries. All other product, service, or company names mentioned here are claimed as trademarks and trade names by their respective companies.

Contact us:

3900 North Capital of Texas Highway

Suite 300, Austin, Texas 78746

Toll-Free: (866) 522-9227 | Phone: (512) 551-6000 | Fax: (512) 551-6001

www.bazaarvoice.com

Contents

- Bazaarvoice data feeds.....4**
- Feeds sent to Bazaarvoice.....5**
 - Product feeds.....5
 - Attributes associated with the <Feed> element.....5
 - Children elements associated with the <Brand> element.....6
 - Children elements associated with the <Category> element.....6
 - Children elements associated with the <Product> element.....7
 - Incremental product feeds.....9
 - Validating product feeds.....10
 - Uploading product feeds.....10
 - SFTP connection values.....10
 - FTP connection values.....11
 - Post-interaction email feeds.....11
 - Creating PIE feeds.....11
 - File types.....12
 - Tab-delimited interaction feeds.....12
 - XML interaction feed.....13
 - Data fields for transactional PIEs.....14
 - Data fields for non-transaction PIEs.....15
 - Uploading PIE feeds.....16
 - Frequency of interaction-data feed.....17
 - Scheduling the interaction-data feed and PIE.....17
- People feeds.....18
 - Creating people feeds.....19
 - Uploading people feeds.....20
 - Initial people feed upload.....20
 - Building incremental people feeds.....20
 - Querying the Bazaarvoice social platform for people.....21
 - Staging and production configuration.....22
 - SFTP connection values.....22
 - FTP connection values.....22

- Feeds exported from Bazaarvoice.....23**
- Standard content feeds.....23
- Ratings-only export feeds.....23
 - XML schema.....24
 - Retrieving the ratings-only export feed.....24
 - SFTP connection values.....25
 - FTP connection values.....25
- Appendix.....26**
- Product families.....26
 - Contacting your Bazaarvoice client representative.....27
 - Declaring product families.....27
 - Displaying family-related content.....28
- Custom product attributes.....29
- Example feeds.....30

Bazaarvoice data feeds

This document explains data feeds that are sent to Bazaarvoice from your organization and also that can be exported from Bazaarvoice back to you. It is intended for the following individuals:

- Project managers who require an overview of Bazaarvoice data feeds
- Developers who require detailed information about the available data and configuration options

This document also assumes that its readers are familiar with XML documents and schemas as well as with Bazaarvoice functionality and content types. For more information about XML documents and schemas, visit

<http://www.w3schools.com/xml/default.asp>. For additional information about Bazaarvoice functionality and content types, refer to your copy of the Bazaarvoice Implementation Guide.

Feeds sent to Bazaarvoice

Bazaarvoice requires that you generate the following feeds and send them to us. The feeds are used to provide critical functionality for your implementation:

- **Product feed** This feed consists of your products and product categories. It facilitates the mapping of reviews and dimensions to the appropriate products and categories, respectively.
- **Post-interaction email feed** This feed contains transaction information about people who have purchased products and services at your site or at a physical location. We use it to send an email to the customer asking them to write a review, which is a powerful method for increasing review volume at your site.
- **People feed** This feed contains information about people who contribute to your site. Bazaarvoice Intelligence used this information to drive insights into customer sentiment, Bazaarvoice Intelligence uses this feed to breakout reviews based on the demographics of your site's contributors.

Feeds exported from Bazaarvoice

The following feeds can be generated by Bazaarvoice and sent to your organization:

- **Standard content feed** This **weekly** feed includes all the content that has been collected for all Bazaarvoice features that you have implemented. You might use it to power marketing or email campaigns. You can work with a Bazaarvoice representative to configure this feed to your requirements.
- **Ratings-only export feed** This **daily** feed contains ratings-related statistics. It can be used to facilitate inline ratings display, which is where you display simplified ratings information on product summary pages, for example.

Feeds sent to Bazaarvoice

Product feeds

As an XML document, a Product feed begins with a root node of `<Feed>`, and each product in the product catalog features its own `<Product>` element within a parent `<Products>` element under the root `<Feed>`. Product-related metadata appears as children elements like `<ProductPageUrl>` under the appropriate product.

Categories, brands, and their associated content can also appear as children elements under the `<Feed>` element and within parent `<Categories>` and `<Brands>` elements, respectively.

The following example shows the general structure of a simplified product feed.

```
<?xml version="1.0" encoding="UTF-8"?>
<Feed>
  <Brands>
    <Brand>...</Brand>
  </Brands>
  <Categories>
    <Category>...</Category>
  </Categories>
  <Products>
    <Product>...</Product>
  </Products>
</Feed>
```

Utilize the following best practices when you create a data feed:

- Ensure that the first line of your feed adheres to the following format:

```
<?xml version="1.0" encoding="utf-8"?>
```

- The standard character-encoding scheme, such as UTF-8 or Windows-1252, must match the scheme that you use for any special characters in the feed.
- If you do not have a value for a particular field, omit the field from your feed. Do not include the field with a blank value.

To view an example product feed, see [Example feeds](#) on page 30.

Attributes associated with the `<Feed>` element

The following table identifies the attributes that are associated with a data feed's required, top-level `<Feed>` element.

Attribute	Value
xmlns	http://www.bazaarvoice.com/xs/PRR/ProductFeed/5.1
name	ExampleClient

Attribute	Value
incremental	If you are sending a data feed that contains your entire product catalog, set this value to <code>false</code> . If the number of products in your catalog exceeds 750,000, set this value to <code>true</code> and send incremental feeds with no more than 750,000 products in each feed.
extractDate	Populate this value automatically with a timestamp that identifies the date and time at which the data that constitutes the feed was extracted from your database. This value must be presented in XML's <code>dateTime</code> format.

Children elements associated with the <Brand> element

The following table identifies the required children elements that are associated with a data feed's <Brand> element.

Element	Value
ExternalId	Unique brand ID that can contain only alphanumeric characters and the following special characters: asterisk (*), hyphen (-), period (.), and underscore (_). If your brand IDs contain invalid characters, replace them with an alternate character, such as an underscore. This format is used in the data feed only and is not surfaced to end users. Ensure that the ID is a stable ID that will not change for the same logical brand, even if the name of the brand changes.
Name	Name of the brand; visible to end users.

Children elements associated with the <Category> element

The category structure in your data feed affects several aspects of your Bazaarvoice implementation. Tags can be assigned to categories, which allow contributors to highlight specific product attributes when submitting content. For example, an electronics retailer could create the following tags for the "headphones" product category: perfect fit, poor fit, stylish, good sound quality, and poor sound quality. The tags appear as check boxes on the content submission form and can also appear on product category or product display pages. A reviewer can select the appropriate tags when submitting content, and shoppers can filter products within a category to see only the ones where ratings include the matching tags. Categories also populate the category picker, which impacts how people at your organization can filter user-generated content in reports, the manage content tools, or Bazaarvoice Intelligence. For example, a well-defined category structure can help a Merchandiser see reviews only for the product categories they care about.

Avoid using false categories like `sale` because they do not truly categorize products.

The following table identifies the children elements that are associated with a data feed's <Category> element.

Element	Value	Required
Name	Name of the category or subcategory; visible to end users.	Yes

Element	Value	Required
ExternalId	<p>Unique category or subcategory ID that can contain only alphanumeric characters and the following special characters: asterisk (*), hyphen (-), period (.), and underscore (_). If your category IDs contain invalid characters, replace them with an alternate character, such as an underscore. This format is used in the data feed only and is not surfaced to end users.</p> <p>Ensure that the ID is a stable ID that will not change for the same logical category, even if the name of the category changes.</p>	Yes
CategoryPageUrl	Unique, uncorrupted URL for the category or subcategory. Do not include extraneous query string parameters that you might use for tracking and partnership codes.	Yes
CategoryPageUrls	Contains a <CategoryPageUrl> element for each locale in a multilingual implementation. Each <CategoryPageUrl> element features a locale attribute of type String.	No
ParentExternalId	Parent category's ID of the subcategory in question.	No
ImageUrl	URL for the category image, which is usually hosted on your website or a content delivery network (CDN). Spaces are not allowed in the ImageURL node.	No
ImageUrls	Contains an <ImageUrl> element for each locale in a multilingual implementation. Each <ImageUrl> element features a locale attribute of type String.	No

Children elements associated with the <Product> element

The following table identifies the children elements that are associated with a data feed's <Product> element.

Element	Value	Required
ExternalId	<p>Unique, product family-level ID that can contain only alphanumeric characters and the following special characters: asterisk (*), hyphen (-), period (.), and underscore (_). If your product IDs contain invalid characters, replace them with an alternate character, such as an underscore. If a product has its own page, that page is the product ID.</p> <p>The product ID is not necessarily the stock keeping unit (SKU) ID, as Bazaarvoice does not collect separate content for different styles of product.</p> <p>This format is used in the data feed only and is not surfaced to end users.</p>	Yes
Name	Name of the product; visible to end users.	Yes
CategoryExternalId	Category ID or subcategory ID within your store catalog to which the product belongs.	Yes

Element	Value	Required
ProductPageUrl	Unique, uncorrupted URL for the product page. Do not include extraneous query string parameters that you might use for tracking and partnership codes.	Yes
ImageUrl	Unique URL for the product image. The optimal but slightly flexible display size is 100 pixels x 100 pixels. Thumbnail images are recommended. Spaces are not allowed in the ImageURL node.	Yes
EAN	European Article Number, which is used worldwide for marking retail goods; can be a string of digits either 8 or 13 characters long.	Yes
ManufacturerPartNumber	Manufacturer-specific part number that can contain letters, numerals, and characters.	Yes
UPC	Universal Product Code, which is the 6- or 12-digit bar code used for standard retail packaging in the United States. The UPC must contain numerals only, with no letters or characters. Further, spaces and hyphens disrupt syndication matching and must be removed.	Yes
ISBN	International Standard Book Number, which is a unique identifier for books and which is intended for commercial use. The number is either 10 or 13 digits long and consists of four or five parts. The different sections of the number can be of different lengths and are usually separated by hyphens (-) or tildes (~). Spaces and hyphens disrupt syndication matching and must be removed.	Yes
Names	Contains a child <Name> element for each locale in a multilingual implementation. Each <Name> element features a locale attribute of type String.	No
Description	Description of the product. To help products with few or short reviews contribute a significant amount of content to the SEO-optimized landing pages, it is recommended that product descriptions be at least three sentences or 300 characters in length. If you store descriptive information about your products across multiple elements, concatenate your elements into the Description element. No HTML elements are recognized within the Description element.	No
Descriptions	Contains a child <Description> element for each locale in a multilingual implementation. Each <Description> element features a locale attribute of type String.	No
BrandExternalId	Brand ID of the product.	No
ProductPageUrls	Contains a child <ProductPageUrl> element for each locale in a multilingual implementation. Each <ProductPageUrl> element features a locale attribute of type String.	No
ImageUrls	Contains a <ImageUrl> element for each locale in a multilingual implementation. Each <ImageUrl> element features a locale attribute of type String.	No

Element	Value	Required
ModelNumber	Unique referencing code that businesses use to identify a part that a particular industry uses. The model number can contain letters, numerals, and other characters.	No

If an element is not required but you maintain it for your products, include it in the data feed.

Incremental product feeds

To reduce file size, you can send incremental feeds that include newly added and updated products, categories, and brands, including items that have been removed. Incremental feeds differ from standard feeds in the following ways:

- The root `<Feed>` element contains an `incremental` attribute that is set to `true`
- The `removed` attribute that is associated with the applicable `<Product>`, `<Category>`, and `<Brand>` elements is set to `true`

The following example shows an incremental Product feed.

```
<Feed name="ExampleClient" incremental="true" extractDate="2009-08-31T08:02:00-05:00">
  <Categories>
    <Category>
      <ExternalId>1-8</ExternalId>
      <Name> How my pet makes me a champion </Name>
      <ParentExternalId>1-16</ParentExternalId>
      <CategoryPageUrl>
        http://www.example.com/Content/ContentNoNAV.aspx?PC=heartofchampion
      </CategoryPageUrl>
    </Category>
    <Category>
      <ExternalId>1-9</ExternalId>
      <Name> Why my pet is a champion </Name>
      <ParentExternalId>1-16</ParentExternalId>
      <CategoryPageUrl>
        http://www.example.com/Content/ContentNoNAV.aspx?PC=heartofchampion
      </CategoryPageUrl>
    </Category>
    <Category removed="true">
      <ExternalId>1-6</ExternalId>
      <Name> Naughty </Name>
      <CategoryPageUrl>
        http://www.example.com/Content/ContentNoNAV.aspx?PC=naughtynicecontest
      </CategoryPageUrl>
    </Category>
    <Category removed="true">
      <ExternalId>1-7</ExternalId>
      <Name> Nice </Name>
      <CategoryPageUrl>
        http://www.example.com/Content/ContentNoNAV.aspx?PC=naughtynicecontest
      </CategoryPageUrl>
    </Category>
  </Categories>
</Feed>
```

In this example, the following element defines the feed as an incremental Product feed:

```
<Feed name="ExampleClient" incremental="true" extractDate="2009-08-31T08:02:00-05:00">
```

Further, the following element specifies the removal of the relevant category:

```
<Category removed="true">
```

Validating product feeds

We recommend validating your feed against our product feed schema before uploading.

Validate your data feeds against the following schema before submitting them to Bazaarvoice:

<http://www.bazaarvoice.com/xs/PRR/ProductFeed/5.1>

XML Beans provides command-line tools that you can use to validate your data feed, and companies like DecisionSoft provide online validation tools. If you use an online tool, you might need to provide the XML schema with your feed.

Your technical team can use the feed validation tool in the Bazaarvoice client portal to view the following information:

- Import status
- Errors and warnings related to data feeds that you have dropped into the `/import-inbox` directory and that have been processed by the automatic importer
- Invoke ad-hoc imports on staging using the "Invoke one-time import" link

If you upload a data feed to the staging FTP or SFTP server, access the staging portal at <https://workbench-staging.bazaarvoice.com/portal> to view its status. If you upload a feed to the production FTP or SFTP server, the production portal at <https://workbench.bazaarvoice.com> retains its details. Use the following credentials to access the client portal:

- Client ID – `ExampleClient`
- User name – `example`
- Password – `password123123123`

Uploading product feeds

Deliver your data feeds on a recurring basis to the FTP or SFTP location that stores the feed until it is picked up by Bazaarvoice's automatic import process. Bazaarvoice recommends updating this feed on a daily basis because it must be regenerated and uploaded every time your product inventory changes. Supply a public Secure Socket Shell (SSH) key if you choose to automate this process by using SSH passwordless entry. To compress the data feed before you upload it, use the GZIP utility to save it with a file name extension of `*.xml.gz`.

Before you go live, upload staging data feeds to the `/import-inbox` directory of the staging FTP or SFTP server. Files in this folder are processed automatically once a day at 2 a.m. Central U.S. time. You can also invoke an ad-hoc import of the data feed by clicking the "Invoke one-time import" link in the Validate Product Feed section of the client portal. You can continue to upload data feeds to the staging FTP or SFTP server for testing.

After you go live, upload production data feeds to the `/import-inbox` directory of the production FTP or SFTP server. Bazaarvoice's production feed-import process automatically picks up files in this folder on a nightly basis.

To be notified when a feed import fails, provide your implementation team with one or more email addresses to add to the notification list.

SFTP connection values

Use the following information to access the Bazaarvoice SFTP location:

- Staging server – `sftp-stg.bazaarvoice.com`

- Production server – `sftp.bazaarvoice.com`
- Secure user name – `example`
- Password – `password123123123`

FTP connection values

Use the following information to access the Bazaarvoice FTP location:

- Staging server – `ftp-stg.bazaarvoice.com`
- Production server – `ftp.bazaarvoice.com`
- User name – `example`
- Password – `password123123123`

Post-interaction email feeds

Clients who implement ratings and reviews are encouraged to implement a post-interaction email (PIE) campaign in which online interaction data, such as online ordering data, is used to send emails to purchasers for the purpose of soliciting reviews. Clients can also send non-transactional PIEs to their customers.

PIE campaigns can be implemented by using either of the following integration methods:

- White-label – Full-service option in which Bazaarvoice delivers PIE messages in conjunction with an industry-leading email service provider (ESP). Clients are not required to engage with or establish an account or contract with this provider.
- Partner-integrated – With this option, Bazaarvoice triggers PIE messages through existing integrations with a short list of industry-leading ESPs. Your ESP might require additional fees to implement a partner-integrated PIE campaign. Contact Bazaarvoice for a list of supported ESP partners.

Bazaarvoice requires a regularly scheduled interaction-data feed to power either of these integration methods. For more information, see [File types](#) on page 12.

For additional details about PIE, refer to the Bazaarvoice document *Post-interaction email reference guide* located on [SPARK](#).

Creating PIE feeds

Data from your online interactions must be sent to Bazaarvoice according to the requirements that this section identifies.

If you collect email addresses during a purchase transaction in your brick-and-mortar store, you can send us this purchase data for PIE delivery as long as the feed meets the requirements listed in this section.

Tapping into this data source has two advantages:

- Significantly increase review volume – some clients have seen a 2x increase in review submissions
- Introduce offline customers to your online experience

The PIE interaction-data feed for non-transactional PIEs can, at a minimum, contain a list of email addresses of the intended PIE recipients.

File types

Data sent to Bazaarvoice for PIEs, is referred to as the *interaction-data feed*. This feed must be in one of the following file formats:

- A tab-delimited text file
- An XML file (preferred format)

File type

Each file uploaded must have a unique name to avoid it overwriting the previous file. We accept any naming convention you choose but recommend including your site name and current date, such as the following examples:

- YourSiteName_InteractionData_20110928.txt
- YourSiteName_OrderData_20110928.xml

If you intend to send multiple feeds a day, add a unique character to the file name. For example:

- YourSiteName_InteractionData1_20110928.xml
- YourSiteName_InteractionData2_20110928.xml

Tab-delimited interaction feeds

Tab-delimited PIE text files support two kinds of columns: "interaction" columns and "product" columns. Interaction columns appear before product columns, and each column only appears once. Product columns appear after interaction columns, and can occur in repeating sets (maximum of 5) to define multiple products as part of a single interaction.

The following columns are "interaction" columns:

- Interaction date
- Locale
- Email address
- User ID
- User name

The following columns are "product" columns:

- Product ID
- Product name
- Product thumbnail image URL
- Product price

The following example shows the general structure of a simplified tab-delimited interaction feed with interaction date, email address, and user ID "interaction" columns, and varying numbers of repeating sets of product ID, product thumbnail image URL, and product name "product" columns:

```
date email userId productId imageUrl productName
date email userId productId imageUrl productName productId imageUrl productName
date email userId productId imageUrl productName
date email userId productId imageUrl productName productId imageUrl productName
```

Utilize the following best practices when you create a tab-delimited PIE interaction feed:

- Interaction dates can be in any format that can be expressed via the methods defined in Java's SimpleDateFormat class. Bazaarvoice recommends the following format:

```
yyyy-MM-dd HH:mm:ss.SSS
```

- Feeds may utilize header rows to denote column names; Bazaarvoice will ignore these rows.

XML interaction feed

As an XML document, the PIE feed begins with a root node of `<Feed xmlns="http://www.bazaarvoice.com/xs/PRR/PostPurchaseFeed/5.1" >`, and each transaction in the feed features its own `<Interaction>` element under the root. Transaction-related metadata appears as children elements like `<TransactionDate>` under the appropriate transaction.

The following example shows the general structure of a simplified XML interaction feed that exhibits all possible elements:

```
<?xml version="1.0" encoding="UTF-8"?>
<Feed xmlns="http://www.bazaarvoice.com/xs/PRR/PostPurchaseFeed/5.1">
  <Interaction>
    <TransactionDate>...</TransactionDate>
    <EmailAddress>...</EmailAddress>
    <UserName>...</UserName>
    <UserID>...</UserID>
    <Locale>...</Locale>
    <Products>
      <Product>
        <ExternalId>...</ExternalId>
        <Name>...</Name>
        <ImageUrl>...</ImageUrl>
        <Price>...</Price>
      </Product>
    </Products>
  </Interaction>
</Feed>
```

Utilize the following best practices when you create an XML interaction feed:

- Interaction dates must conform to the XML dateTime format. For example:

```
2010-10-10T11:11:11.000
```

- Ensure that the first line of your feed adheres to the following format:

```
<?xml version="1.0" encoding="utf-8"?>
```

- The standard character-encoding scheme, such as UTF-8 or Windows-1252, must match the scheme that you use for any special characters in the feed.
- If you do not have a value for a particular field, omit the field from your feed. Do not include the field with a blank value.

To view an example interaction feed, see [Example: XML PIE interaction feed](#).

Validating XML interaction feeds

You can validate your XML interaction feeds using a local validator such as XMLBeans before submitting them to Bazaarvoice. To do so, follow these steps:

1. Visit <http://xmlbeans.apache.org/> and install XMLBeans (installation steps will vary by operating system and platform).
2. Save a copy of the Bazaarvoice schema you are attempting to validate against on your local machine. To do this, visit the site defined in the xmlns (For example: <http://www.bazaarvoice.com/xs/PRR/PostPurchaseFeed/5.1>) and save the output as an XSD file on your machine.
3. From there, you will be able to use the command line to call XMLBeans to validate your file. Full documentation of the XMLBeans command line tools can be found here: http://xmlbeans.apache.org/docs/2.0.0/guide/con-ValidationWithXmlBeans.html#command_line_validation

```
Example: svalidate schema.xsd localfile.xml
```

Data fields for transactional PIEs

The following table identifies the required or recommended fields for transactional PIEs:

Field	Required?	Description
Interaction date	Yes	The purchase, shipping, or other interaction date. Bazaarvoice supports any Java simple-date format, such as yyyy-MM-dd HH:mm:ss.SSS.
Locale (includes language and country information)	Yes, if supporting PIE in multiple languages	Controls the language-specific email template that is used, as shown by the following examples: <ul style="list-style-type: none"> • en_US for English • es_US for Spanish
Email address	Yes	Email address of customer.
User ID	Yes for pre-authenticated submission URLs	Customer's user ID, typically created during an online transaction. This value is encoded into the Bazaarvoice user authentication string (UAS). The user ID in the interaction-data feed must match the user ID that is passed to Bazaarvoice during the review-submission process (as part of your ratings and reviews implementation). This field can be blank on purchase records for which a user ID was not generated during the checkout process, such as a guest purchaser.

Field	Required?	Description
User name	Yes if you want to: <ul style="list-style-type: none"> • auto-populate the nickname field on the submission form • address the email recipient by their user name in the PIE (example, "Hi Vicki") 	Nickname created by the customer on an online account. This field can be used to personalize a PIE.

The following fields apply to each product or service in the interaction. The maximum number of products that will be listed on a PIE is five.

Field	Required?	Description
Product ID	Yes	Must match the product ID for the item that is sent to Bazaarvoice in your product-catalog data feed.
Product thumbnail image URL	Yes If you cannot provide a URL to the image, a customizable "no image available" graphic is displayed.	Helps the email recipient identify the product or service involved.
Product name	Yes	Helps the email recipient identify the product or service involved.
Price	No, but recommended	Used to control the order in which products appear within a given email (i.e. list highest value product first).

Data fields for non-transaction PIEs

The following table identifies the required or recommended fields for non-transaction PIEs:

Field	Required?	Description
Interaction date	Optional	The purchase, shipping, or other interaction date. Bazaarvoice supports any Java simple-date format, such as <code>yyyy-MM-dd HH:mm:ss.SSS</code> .
Locale (includes language and country information)	Yes, if supporting PIE in multiple languages	Controls the language-specific email template that is used, as shown by the following examples: <ul style="list-style-type: none"> • <code>en_US</code> for English • <code>es_US</code> for Spanish

Field	Required?	Description
Email address	Yes	Email address of customer.
User ID	Yes for pre-authenticated submission URLs	Customer's user ID, typically created during an online transaction. This value is encoded into the Bazaarvoice user authentication string (UAS). The user ID in the interaction-data feed must match the user ID that is passed to Bazaarvoice during the review-submission process (as part of your ratings and reviews implementation). This field can be blank on purchase records for which a user ID was not generated during the checkout process, such as a guest purchaser.
User name	Yes if you want to: <ul style="list-style-type: none"> • auto-populate the nick name field on the submission form • address the email-recipient by their user name in the PIE (example, "Hi Vicki") 	Nickname created by the customer on an online account. This field can be used to personalize a PIE.

The following fields apply to each non-transaction event you want to list on a PIE. The maximum number of events that will be listed on a PIE is five.

Field	Required?	Description
Product ID	Yes	Must match the product ID for the item that is sent to Bazaarvoice in your product-catalog data feed.
Product thumbnail image URL	No, but recommended	Helps the email recipient identify the product or service involved.
Product name	No, but recommended	Helps the email recipient identify the product or service involved.
Price	No, but recommended	Used to control the order in which products appear within a given email (i.e. list highest value product first).

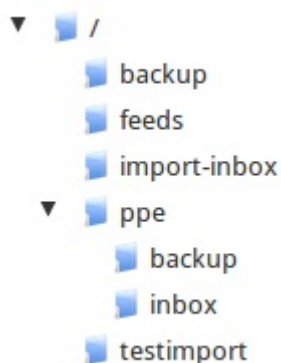
Uploading PIE feeds

Use the following values to upload your interaction-data file to the Bazaarvoice SFTP location:

- Staging server – `sftp-stg.bazaarvoice.com`

- Production server – `sftp.bazaarvoice.com`
- Secure user name – `example`
- Secure password – `password123123123`
- Directory – `ppe/inbox`

The following image shows the location of this directory.



Frequency of interaction-data feed

You can specify the frequency with which the interaction-data feed is sent to Bazaarvoice as long as you do not send more than one feed every 24 hours. Bazaarvoice recommends that you schedule the feed to run daily.

Scheduling the interaction-data feed and PIE

You can determine how soon after an interaction to send a PIE to a customer for feedback on your products or services. After you determine a schedule for your PIEs, you can send Bazaarvoice the interaction-data feed anytime from the interaction event until 24 hours before the delivery date of the PIE.

Bazaarvoice recommends the following schedule:

- Delay sending the data feed to Bazaarvoice by 20 days from the date of the interaction.

Bazaarvoice send a PIE for every record in your interaction-data feed. If you are concerned about sending a PIE to customers who have either cancelled or returned products, you can remove cancelled and returned items from the interaction-data feed before delivering it to Bazaarvoice.

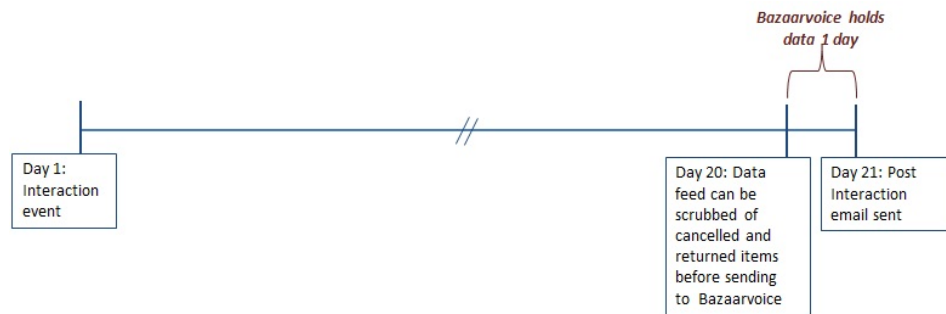
- Deliver PIE 21 days after interaction date.

The following table lists the scheduling options for PIE.

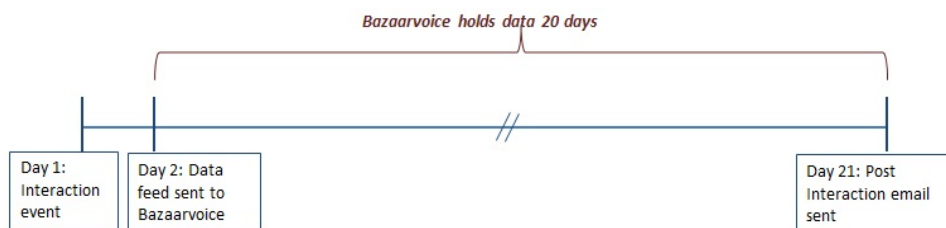
Option	Possible Values	Recommended Value
Frequency of interaction-data feed sent to Bazaarvoice	Daily or weekly	Daily
Number of days between interaction event and PIE delivery	One to several days	21 days
Maximum number of products or services listed on a PIE	1 to n	Five products or services

Example Scenarios

The following image illustrates a scenario in which a client sends Bazaarvoice the interaction-data feed 24 hours before a PIE is scheduled for delivery to customers.



The following image illustrates a scenario in which a client sends Bazaarvoice the interaction-data feed shortly after the interaction date.



People feeds

To drive further insights into customer sentiment, Bazaarvoice Intelligence can use a people feed from your organization that contains information about people who contribute to your site. The Bazaarvoice feed importer consumes the feed, populates the Bazaarvoice database, and facilitates the breakout of reviews based on the demographics of the site contributors.

Data from a people feed is useful for creating a visual representation of how different customer segments feel about a product. It is also used to identify products where two or more segments feel significantly different about the same product. For example, a younger customer segment likes the product and an older customer segment does not. The result is actionable insights that help you to improve product positioning and communication.

Ideally, the people feed can be submitted to Bazaarvoice on a daily basis as an XML document that conforms to our schema. However, we can also accept a delimited text file.

The people feed can include any profile attributes that you would like to use when viewing customer segmentation in Intelligence. Examples of profile attributes might include the customer's age or income level. Each attribute has multiple segments. The age attribute, for example, might have segments like 0 to 17, 18 to 24, and so on. If you have multiple customer data sources, such as a CRM and a marketing database, generate one people feed per data source, and the Bazaarvoice people feed importer can reconcile all of the data after you upload the various people feeds. Bazaarvoice has also identified several industry-specific profile attributes as best practices for data collection. Your Insights Manager will work with you to establish which profile attributes you want to include in the feed. For example, if your CRM database stores the customer's age (for example, 37), the segmentation data will be easier to graph if the individual ages are grouped (for example, 35 to 44).

Note

As a general rule, profile attributes with ten or fewer segments are the most useful. For example, if your submission form asks for the customer's birth year, the segmentation data will be easier to graph if the individual years are grouped.

Creating people feeds

The people feed can be sent to Bazaarvoice as an XML file or a delimited text file.

XML format

In XML, a people feed begins with a root node of `<Feed>`, and each person in the feed has his or her own `<UserProfile>` element under the root.

The following example shows the XML structure of a simplified people feed.

```
<?xml version="1.0" encoding="utf-8"?>
<Feed xmlns="http://www.bazaarvoice.com/xs/PRR/PeopleFeed/5.1">
  <UserProfile id="12345">
    <ExternalId>12345</ExternalId>
    <EmailAddress>johndoe@gmail.com</EmailAddress>
    <AdditionalFields>
      <AdditionalField id="Age">
        <Value>24</Value>
      </AdditionalField>
      <AdditionalField id="Gender">
        <Value>M</Value>
      </AdditionalField>
    </AdditionalFields>
  </UserProfile>
</Feed>
```

Utilize the following best practices when you create a people feed:

- Ensure that the first line of your feed adheres to the following format:

```
<?xml version="1.0" encoding="utf-8"?>
```

- The standard character-encoding scheme, such as UTF-8 or Windows-1252, must match the scheme that you use for any special characters in the feed.
- If you do not have a value for a particular field, it is best to omit the field from your feed. For example, do not include empty elements like `<AdditionalField id="Age"></AdditionalField>` or `<AdditionalField id="Age"><Value></Value></AdditionalField>`
- If you are providing a unique ID that matches the identifier already being sent to Bazaarvoice during content submissions, it should be provided as either an `id` attribute on the `UserProfile` element, or as an `ExternalId` element under the `UserProfile` element. The ID can be provided in just one of the two locations, but if it is provided in both locations, it must match.
- Each `UserProfile` must have either the aforementioned unique ID `ExternalID` value or an `EmailAddress` value. We recommend that both elements are present, but at least one is required.
- All profile attributes are defined using `AdditionalField` elements, where the required `id` attribute contains the profile attribute name. A child `Value` element holds the segment value for a person.

Text format

The whitespace between each value below is a tab, the default delimiter for text-based feeds.

```
ExternalId  EmailAddress      Age  Gender  Persona
12345      johndoe@gmail.com    24   M       W
```

Uploading people feeds

Deliver your people feeds on a recurring basis to the FTP or SFTP location that stores the feed until it is picked up by Bazaarvoice's automatic import process. Supply a public Secure Socket Shell (SSH) key if you choose to automate this process by using SSH password-less entry. To compress the data feed before you upload it, use the GZIP utility to save it with a file name extension of *.gz.

Initial people feed upload

For the first people feed you provide to Bazaarvoice, send a feed that includes all customers who have contributed content to your site. Creating the initial file ensures that Intelligence users can access the latest information about the customers who contribute content. After the initial feed, we recommend that you create a weekly, incremental people feed that includes people records of new Bazaarvoice contributors and upload them to your FTP or SFTP locations.

To create a feed that includes only people who have contributed content to your site, as opposed to all customers in your system, we recommend using one of the following methods:

- Use the Bazaarvoice Social Platform.
- Use the Standard Content Feed.

For either method, you can attempt to match each person based on his or her contributor ID against your system's customer ID, or alternately, by matching email addresses. We recommend matching on IDs whenever possible, because a single person can have multiple email addresses or have used different email addresses during site registration and content submission. Note that if you use Bazaarvoice's authentication method, you will need to match people using email addresses.

Important!

It is important to optimize the feed so that it includes only content contributors. Sending non-contributors will not yield any insights in Intelligence.

Building incremental people feeds

To build and provide ongoing, incremental people feeds, you have the following options to determine which people records to include:

1. Use the Bazaarvoice Social Platform to get a list of all people modified since a particular time in the past.
 - a. The platform API allows you to build applications leveraging user generated content from the Bazaarvoice platform. See <http://developer.bazaarvoice.com> for more details.
 - b. Using the API, you can create a script that leverages the API's REST-based interface to find the most recent contributors during a given week. Next, the recent contributors can be matched with your people records, either based on the customer's ID or by email address. We recommend matching on IDs whenever possible, because a single person can have multiple email addresses or have used

- different email addresses during site registration and content submission. Note that if you use Bazaarvoice's authentication method, you will need to match people using email addresses.
- c. To access to the Bazaarvoice Social Platform, please contact your Client Success Director.
 2. Use the Bazaarvoice Incremental Content Feed to send only the only the people who have entered content.
 - a. The Incremental Content Feed is a weekly feed, hosted in a client specific SFTP server by Bazaarvoice or optionally delivered to your hosted FTP / SFTP server, of all Bazaarvoice content collected during the previous week.
 - b. Utilizing the content feed, a script can be created that can match up with internal records either by the customer's ID or by email address. We recommend matching on IDs whenever possible, because a single person can have multiple email addresses or have used different email addresses during site registration and content submission. Note that if you use Bazaarvoice's authentication, you will need to match people using email addresses.
 - c. If you do not currently have a weekly Incremental Content Feed, please contact your Client Success Director.
 3. Use the Bazaarvoice Full Content Feed to send only people already in the Bazaarvoice database.
 - a. The Full Content Feed includes all historical content, hosted in a client specific SFTP server by Bazaarvoice or optionally delivered to your hosted FTP / SFTP server, of all Bazaarvoice content.
 - b. Utilizing the content feed, a script can be created that can match up with internal records either by the customer's ID or by email address. We recommend matching on IDs whenever possible, because a single person can have multiple email addresses or have used different email addresses during site registration and content submission. Note that if you use Bazaarvoice's authentication method, you will need to match people using email addresses.
 - c. If you do not currently have a Full Content Feed, please contact your Client Success Director.
 4. Send all information.
 - a. If possible, try to use one of the other methods, since this feed will include records for many people who have not contributed content.

Note

If using user-supplied email address as an ID to match with internal records, you **must be comfortable with exposing personally identifiable information (PII) within your Bazaarvoice configuration**. Your Client Success Director can help facilitate this configuration change.

Querying the Bazaarvoice social platform for people

Before you begin, you will need:

- Bazaarvoice Social Platform Key. Ask your Client Success Director if you do not have a key.
- BV API domain, like <client>.ugc.bazaarvoice.com.
- API Version. Ask your Client Success Director if unsure of the version.

Crafting a REST Query

Query

```
http://<client>.ugc.bazaarvoice.com/data/reviews.json?apiversion=<api_version>&passkey=<api_key>&filter
```

Staging and production configuration

Before you go live, upload staging data feeds to the /people/inbox directory of the staging FTP or SFTP server. You can continue to upload data feeds to the staging FTP or SFTP server for testing.

After you go live, upload production data feeds to the /people/inbox directory of the production FTP or SFTP server. The feed import takes place at a customizable, pre-determined time. The default time is 5:15 AM, Central Time Zone in North America (UTC-6).

To be notified when a feed import succeeds or fails, provide your implementation team with one or more email addresses to add to the notification list.

SFTP connection values

Use the following information to access the Bazaarvoice SFTP location:

- Staging server – `sftp-stg.bazaarvoice.com`
- Production server – `sftp.bazaarvoice.com`
- Secure user name – `example`
- Password – `password123123123`

FTP connection values

Use the following information to access the Bazaarvoice FTP location:

- Staging server – `ftp-stg.bazaarvoice.com`
- Production server – `ftp.bazaarvoice.com`
- User name – `example`
- Password – `password123123123`

Feeds exported from Bazaarvoice

Standard content feeds

This standard feed is an XML file that facilitates the mapping of reviews and dimensions to the appropriate products and product categories.

Specifically, a standard content feed consists of a XML-based export of the following. You can schedule this feed to run as often as once weekly.

- Product-specific information, such as names, descriptions, and product IDs
- Content counts, like the number of reviews, questions, answers, and campaign items
- UGC details, such as individual reviews

For security reasons, the standard content feed is disabled until you ask Bazaarvoice to enable it.

Data from a standard content feed is useful for completing tasks like the following examples:

- Extracting customer reviews for inclusion in catalogs and email campaigns
- Conducting sentiment analysis on content text
- Integrating data with site search or navigation

Ratings-only export feeds

A *ratings-only export feed* is a daily, XML-based export of product-specific, ratings-related content that includes values like the following examples:

- Product IDs
- Number of reviews
 - Total number of reviews
 - Number of reviews that feature only ratings
- Number of reviewers who would recommend the product
- Average overall ratings
- Maximum rating values

Data from a ratings-only export feed is useful for completing the following tasks:

- Enabling star ratings on your Web site
- Improving site search and navigation
- Providing snapshots, averages, and other values that assist with sorting

The following values represent the default configuration for a Ratings feed:

- Frequency - Daily
- History - Full
- Format - XML
- Compression - GZIP
- Delivery location - Bazaarvoice FTP Server
- Content type
 - Reviews
 - Questions/Answers
- Moderation Status - Approved
- Inactive / Disabled - Does not include inactive products

You can receive a ratings-only export feed in its default configuration. However, any changes to the configuration options, including receiving a feed more than once per day or including statistics broken down by locale, might require a custom feed setup. For more information, contact your Bazaarvoice Client Representative.

XML schema

The XML schema for your ratings-only export feed is based on the syndication feed schema, which resides at the following location:

```
http://www.bazaarvoice.com/xs/PRR/SyndicationFeed/<version>
```

where `<version>` is the appropriate Bazaarvoice release number, such as 4.9 or 5.2. For example, the XML schema for the syndication feed that is associated with version 5.1 resides at the following location:

```
http://www.bazaarvoice.com/xs/PRR/SyndicationFeed/5.1
```

Retrieving the ratings-only export feed

Retrieve your ratings-only export feed on a recurring basis from the FTP or SFTP location in which they are stored after Bazaarvoice generates them. We recommend downloading and consuming this feed on a daily basis to update the areas of your site that use the information. Supply a public SSH key if you choose to automate this process by using SSH passwordless entry.

Before you go live, download staging ratings-only export feed from the `/feeds` directory of the staging FTP or SFTP server. You can continue to download ratings-only export feed from the staging FTP or SFTP server for testing.

After you go live, download production ratings-only export feed from the `/feeds` directory of the production FTP or SFTP server.

SFTP connection values

Use the following information to access the Bazaarvoice SFTP location:

- Staging server – `sftp-stg.bazaarvoice.com`
- Production server – `sftp.bazaarvoice.com`
- Secure user name – `example`
- Password – `password123123123`

FTP connection values

Use the following information to access the Bazaarvoice FTP location:

- Staging server – `ftp-stg.bazaarvoice.com`
- Production server – `ftp.bazaarvoice.com`
- User name – `example`
- Password – `password123123123`

Appendix

This appendix includes a topic on product families, custom product attributes, and instructions for downloading examples of a product feed and PIE interaction feeds.

Product families

With *Product families*, you can establish relationships between products that let you display UGC for one product on the display pages of other products in the same family. For any product that is included within a particular family, you can display reviews, questions, and answers from other products in the same family.

Product families are useful for addressing the following use cases:

- If the UGC that is submitted for a product of a particular color applies equally to all of the color variants, you can create a family that displays the relevant UGC for all product colors. For example, reviews of a red MP3 player can be displayed on the Product page of a blue MP3 player of the same make and model, provided the color of the MP3 player does not factor into the reviews.
- Some products are actually bundles of closely related products, like a bundle that consists of a digital camera and a memory stick. For such bundles, the UGC that is associated with an individual product can be displayed on the Product page for the bundled products. In these use cases, the Product pages of the individual products can continue to exclusively display their own UGC.

Product pages for bundled products must be represented by a product ID in your data feed even if they are not otherwise treated as actual products, like the individual products that comprise the bundle.

Product families allow you to specify the direction in which UGC is shared. With product bundles, for example, you can display UGC for an iPod on the Product page of a bundled product – such as the iPod bundled with an armband holder – without being forced to display UGC for the bundled product on the Product pages of the related iPod or armband holder. The following image provides an example.



You can declare families in the XML Product data feed by adding an `<Attributes>` section with a family identifier to each product entry that you want to include in the family. Specific families are declared within a separate `<Attribute>` element whose children elements contain the appropriate external identifier as well as the value that identifies the family.

You can also use the Family Management tool in the Bazaarvoice client portal to declare product families. To avoid any unintended modifications or deletions, product families that are defined through one method cannot be edited or deleted through the other method.

Make sure that you devise a strategy for using product families with the business owner so that you can determine whether you need to declare product families in the feed. The business owner might indicate that product families need to be declared in the client portal, which is an acceptable strategy.

The process of implementing product families consists of the following tasks:

1. Contacting your Bazaarvoice Community Representative with details about your product families implementation.
2. Declaring the families that you will use to associate products with each other.
3. Identifying the products on whose pages you want to display content from other products in the family.

The following topics describe these tasks in more detail.

Contacting your Bazaarvoice client representative

Provide your Bazaarvoice Client Representative with the following information:

- A request to enable product families attribution for your website
- The date on which you expect to have a test feed with product families ready for Bazaarvoice to test

Declaring product families

Each Product Family must be given a unique identifier that does not contain any spaces. The following types of characters are allowed:

- Alphanumeric
- Asterisk (*)
- Hyphen (-)
- Period (.)

- Underscore (_)

In the XML Product data feed, add the following section to each product entry that you want to include within a Product Family.

```
<Attributes>
  <Attribute id="BV_FE_FAMILY">
    <Value>{FamilyName}</Value>
  </Attribute>
</Attributes>
```

where {FamilyName} represents the name of the family to which you want the product to belong.

For example, the following code adds a product named `Green iPod Nano` to a family named `iPod_Nanos`.

```
<Product>
  <ExternalId>...</ExternalId>
  <Name>Green iPod Nano</Name>
  <Description>...</Description>
  <BrandExternalId>...</BrandExternalId>
  <CategoryExternalId>...</CategoryExternalId>
  <ProductPageUrl>...</ProductPageUrl>
  <ImageUrl>...</ImageUrl>
  <Attributes>
    <Attribute id="BV_FE_FAMILY">
      <Value>iPod_Nanos</Value>
    </Attribute>
  </Attributes>
</Product>
```

After you declare the appropriate product family in the Product feed, specify the products on whose product pages you want family content to appear. Product families that are declared through the product feed cannot be edited through the client portal.

Displaying family-related content

Family-related content that is declared through an XML Product feed does not appear on the corresponding Product pages by default. Instead, you must add specific XML elements to the `<Attributes>` section of each product entry for which you want to display family content.

If a product belongs to multiple families, content from all of the products in a specified family is displayed on the corresponding Product page because the option is family-specific.

In the XML Product data feed, add the following elements to the `<Attributes>` section of each product entry that you want to display family-related content.

```
<Attribute id="BV_FE_EXPAND">
  <Value>BV_FE_FAMILY: {FamilyName}</Value>
</Attribute>
```

where {FamilyName} represents the name of the family to which you want the product to belong.

For example, the following code displays all of the content that is related to the family `BV_FE_FAMILY` on the display page of the product named `Green iPod Nano`.

```
<Product>
  <ExternalId>...</ExternalId>
  <Name>Green iPod Nano</Name>
  <Description>...</Description>
  <BrandExternalId>...</BrandExternalId>
  <CategoryExternalId>...</CategoryExternalId>
  <ProductPageUrl>...</ProductPageUrl>
  <ImageUrl>...</ImageUrl>
  <Attributes>
    <Attribute id="BV_FE_FAMILY">
      <Value>iPod_Nanos</Value>
    </Attribute>
    <Attribute id="BV_FE_FAMILY">
      <Value>iPod</Value>
    </Attribute>
    <Attribute id="BV_FE_EXPAND">
      <!-- the following attribute indicates that only products in the
           iPod_Nanos family are shown on this page -->
      <Value>BV_FE_FAMILY:iPod_Nanos</Value>
    </Attribute>
  </Attributes>
</Product>
```

Display settings that are specified through the Product feed cannot be edited through the client portal.

Custom product attributes

Custom product attributes provide a way to group or add information to products in addition to using categories or brands. These attributes can be useful for:

- Grouping products to match an internal product category structure that is different than the product categories defined in your product feed.
- Propagating additional information about your products, such as pricing or materials.
- Associating keywords with products. User-generated content that includes the keywords is boosted on product and service display pages. Boosting the content can also provide improved SEO value.

The attributes will be present when the product data is exported to other systems, which might leverage the information for reporting. Bazaarvoice can also use the attributes to set up custom product filters in the Manage

Content tools and Intelligence. The BV_SEO_KEYWORDS attribute is used to improve content sorting on your product or service display page so that our proprietary sorting algorithm aligns with your SEO strategy.

```
<Product>
  <ExternalId>...</ExternalId>
  <Name>...</Name>
  <Description>...</Description>
  <BrandExternalId>...</BrandExternalId>
  <CategoryExternalId>...</CategoryExternalId>
  <ProductPageUrl>...</ProductPageUrl>
  <ImageUrl>...</ImageUrl>
  <Attributes>
    <Attribute id="ProductManagementGroupId">
      <Value>Group12345</Value>
    </Attribute>
    <Attribute id="Price">
      <Value>35.99</Value>
    </Attribute>
    <!--
      BV_SEO_KEYWORDS accepts a comma separated list of
      keywords.
    -->
    <Attribute id="BV_SEO_KEYWORDS">
      <Value>electronics, accessory, mobile phone case</Value>
    </Attribute>
  </Attributes>
</Product>
```

Example feeds

To assist with your implementation, Bazaarvoice provides example feeds on GitHub for the following feed types and formats:

- Product feed (XML)
- PIE feeds (XML and tab-delimited)

Browse and download examples at <https://github.com/bazaarvoice/HostedUIResources>

Index

A

attributes 5

B

Brand element 6

C

Category element 6

connection values 10, 11, 22, 25

FTP 11, 22, 25

SFTP 10, 22, 25

creating 18

data feeds 18

D

data feeds 10, 18, 20

creating 18

uploading 10, 20

validating 10

E

elements 5, 6, 7

Brand 6

Category 6

Feed 5

Product 7

F

Feed element 5

FTP connection values 11, 22, 25

P

Product element 7

S

SFTP connection values 10, 22, 25

U

uploading data feeds 10, 20

V

validating data feeds 10



3900 North Capital of Texas Highway

Suite 300, Austin, Texas 78746

Toll-Free: (866) 522-9227 | Phone: (512) 551-6000 | Fax: (512) 551-6001

www.bazaarvoice.com