

Catalog & Listings Guidelines

Jet maintains a curated product catalog and manages the content, appearance, design and other aspects of each product listing. The products you upload to Jet will be mapped to the Jet catalog and the details you provide may be included, at Jet's discretion, in the listing details.

Jet is committed to working with you, our Retail Partner, to create a best-in-class shopping experience for our Jet Members and to provide them with a clean, consistent product catalog.

Before uploading your products to Jet, please follow the steps outlined in this guide. This will help ensure that your products are correctly mapped to high quality Jet listings and that they comply with the Jet Product & Listing Policy.

The steps to getting your catalog Jet ready are as follows:

- 1** Remove Jet prohibited items
- 2** Provide required SKU data
- 3** Provide accurate unique identifiers
- 4** Review Multipack quantity convention
- 5** Map your products to the Jet Browse Nodes (Category Mapping)
- 6** Review product image requirements
- 7** Review title formatting requirements
- 8** Review description and bullet formatting guidelines
- 9** Assign product attributes
- 10** Map SKU relationships

Catalog & Listings Guidelines

1 Remove Jet Prohibited Items

Please review your product catalog to ensure it does not contain any items that are prohibited from being sold on Jet.

- Refurbished/Remanufactured/Reconditioned/Used products
- Non manufacturer-approved bundles
- Alcoholic beverages
- Illegal items
- Animals
- Automobiles
- Drugs/Controlled Substances
- Hazardous or Dangerous Chemicals
- Medical goods that have not received FDA clearance
- Real Estate
- Stocks/Securities
- Tobacco
- Weapons

Please see the [Jet Product & Listings Policy, Section 5](#) for more details.

Catalog & Listings Guidelines

2 Required SKU Data

At a minimum, Jet requires all of the fields below in order to create a product offer on Jet. It is strongly encouraged that Retail Partners upload all required and optional fields in order to ensure products are listed quickly and to improve the quality of the listing details. Prior to uploading your catalog please follow the links in each of the following to get details instruction on all required information.

- **Merchant SKU:** The unique identifier used by the Retail Partner to identify the product
- **Unique IDs:** At least one, but preferably multiple unique identifiers for a product that is not merchant specific. Standard product code (ISBN, UPC, EAN, ASIN, GTIN etc.)
- **Product Title:** The short description of the product (≤ 500 characters).
- **Multi-Pack Quantity:** The number of items based on the Standard Product Code (Unique ID) that makes up your merchant SKU. See [Step 4](#) regarding Jet's multipack quantity convention.
- **Item Price:** The overall price of the item. Note: this is different from the "Retailer Price" (see the [Jet Pricing, Commission & Settlement Policy](#) for additional details).
*Note: You may set a different item price and inventory amount by fulfillment node
- **Inventory:** The quantity of inventory for the given item in a given fulfillment node.

If the product created by the Jet Retail Partner matches an existing item in the Jet Catalog, the below additional information is strongly encouraged but not required. However, if the product does not match an existing item in the Jet Catalog, the below additional fields are required. The indication of these required fields is communicated in the Jet Partner Portal.

Strongly Encouraged and Required If New to Jet Catalog:

- **Jet Browse Node ID:** The unique ID that defines where the product will be found in the Jet.com browse structure. See [Step 5](#) for additional details on Jet Browse Node structure
- **Product Description:** The long description of the product (≤ 2000 characters).
- **Product Image:** In addition to a main image, an alternative image and/or swatch image may be provided. See [Step 6](#) for additional details and accepted formats.
- **Package Dimensions:** The length, width and height, in inches, of the product when in its shippable (i.e. packaged or boxed) configuration.
- **Shipping Weight:** Weight, in pounds, of the product when in its shippable (i.e. packaged or boxed) configuration.

Catalog & Listings Guidelines

3 Unique Identifiers

Because there will be only one listing per product, it is important that retailers provide the correct unique identifiers for each of their products. We use these identifiers to match products on the site.

- UPC (Unique Product Code, valid value: 12 digits)
- EAN (International Article Number, valid value: 13 digits)
- GTIN (Global Trade Item Number, valid value 14 digits)
- ASIN (Amazon Standard Identification Number)
- ISBN10 (International Standard Book Number, 10 digits)
- ISBN13 (International Standard Book Number, 13 digits)

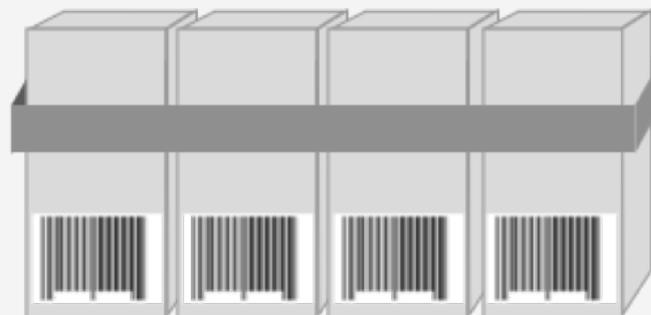
4 Multi-pack Quantity

Multi-pack Quantity: The number of items, based on the standard product code, that make up your merchant sku. This field must be a whole number.

It is important that Retailer Partners specify the correct multipack quantity based on the product UPC (or other unique identifier). If the UPC represents a 4-pack of and individual item, then the multi-pack quantity is 1. If the UPC represents a single item, but your merchant sku is a pack of 4, the multi-pack quantity is 4.



Multipack Quantity: 1



Multipack Quantity: 4

Catalog & Listings Guidelines

5 Jet Browse Node Ids (Category Mapping)

There are Level 0, Level 1, and Level 2 Jet Browse Node Ids. It is important for Retail Partner to map as many of their products as possible to Level 2 Browse Node IDs for the best browsing experience. If you map a a bag of coffee to 'Grocery' rather than the 'Coffee' browse node, your item will not appear when shoppers filter to 'Coffee'.

You can download our [Jet Taxonomy](#) or use the [Taxonomy API](#) to pull the latest version.

Category/ Subcategory	Jet Browse Node ID	Level
Grocery	15000000	0
Beverages	15000001	1
Coffee	15000004	2

* Categorizing Adult Products

Note: While Jet allows the sale of sexual health products, Jet prohibits the sale of pornographic materials or the use of pornographic images, titles, or descriptions in product listings.

To ensure the best shopping experience for our Jet Members we ask that our Retail Partners very carefully categorize all adult products in the proper Sexual Wellness category.

Catalog & Listings Guidelines

6 Images

Please make sure all images adhere to the [Jet Product Listing Policy](#), and follow the below guidelines.

- ❑ Image source must be a valid URL
- ❑ 1500 x 1500 pixels or larger is preferred, 500 x 500 pixels or larger is accepted
- ❑ Images should not include any retailer specific marketing language, such as “Customer Favorite” or “Featured Product”
- ❑ Remove all ‘No Image Available’ images (see example)
- ❑ Accepted image formats include:
 - image/x-xbitmap
 - image/x-ms-bmp
 - image/bmp
 - image/jpeg
 - image/jpg
 - image/pjpeg
 - image/tiff
 - image/gif
 - image/png



7 Title Formatting (1-500 Alphanumeric characters)

Please make sure all titles adhere to the [Jet Product Listing Policy](#), and follow the below guidelines. It is important that titles are as close to the original brand/manufacturer title as possible. Title re-formatting will not product better search results.

- ❑ Match manufacturer approved title wherever possible.
- ❑ Remove ellipses (...) from the end of titles.
- ❑ Check for titles that are truncated.
- ❑ Remove attributes (colors, sizes, etc.).*
- ❑ Remove pricing information.
- ❑ Remove shipping information.
- ❑ Remove special characters that are not part of the manufacturer title.

*Attributes should be entered with appropriate 'attribute_id', 'attribute_value', and 'attribute_value_unit'. Please see the [Product API Schema](#).

Catalog & Listings Guidelines

8 Product Description & Bullet Guidelines

It is important that product descriptions and bullets are thorough, but provide only information specific to the product. As often as possible, descriptions and bullets should match what was provided by the brand manufacturer.

- Remove shipping or fulfillment information from product descriptions or bullets (e.g. 'ships in 25 days' or 'item on backorder')
- Product descriptions and bullets should not contain information that identifies a specific retailer.
- Product descriptions and bullets should not contain retailer specific marketing language (e.g. 'customer favorite').
- Remove pricing information or 'special deal' information from product descriptions and bullets.

9 Assigning Attributes

It is important that all valid attribute values be assigned to products. Many retailers place attributes in titles, and do not map the attributes to the proper attribute fields. Jet.com relies on Retail Partners to accurately provide the attributes in order to support a consistent shopping experience for Jet Members. Attributes are used for product variation mapping. A specific example for assigning attributes for variation mapping is provided in the next section. Please make sure all of your products have the necessary attribute ids, attribute values, and attribute value units.

- Attribute_id: The node attribute ID number that you get from Jet provided documentation that corresponds with the attribute you are passing
- Attribute Value: The value for the attribute. For example, if the attribute is size you may pass 'large' or if the the attribute is weight, you may pass '22'. For attributes like weight the unit will be passed in the next field.
- Attribute_value_unit: If the attribute_value requires a unit, then you pass the unit here.

Attribute Description	Attribute ID	Ex: Valid Value	Attr. Value Unit
Men's Pant Size	86	26W x 37L	In.

Catalog & Listings Guidelines

10 Mapping SKU Relationships

Products that are related by variation are grouped to a parent SKU to provide a clean search experience. Jet.com relies on Retail Partners to accurately provide the attributes and variation refinements in order to support a consistent shopping experience for Jet Members.

Variation Relationship Type:

- ❑ Any SKU in the group can be the Parent SKU.
- ❑ If a merchant uploads a group and one of the SKUs in the group is missing one of the attribute values on which the product vary, the grouping will fail.
- ❑ If a group varies on more than one attribute id, a merchant will send a variation refinement array with each attribute id the group varies on.
- ❑ Each SKU in a group should be unique on its variants. E.g. If a shirt varies on color and size, only one SKU in that group should be both small and green.

Relationship Type	Variation Refinements	Group Varies on:	Maps to:
Variation	86	Men's Pant Size	One attribute id and one attribute value
Variation	119, 116	Color and Size	Two attribute ids and two attribute values

Please see the [Developer Portal Sku Variation Terminology](#) for more details. You should also refer to the [Developer Portal Product Schema, Relationships](#).

Catalog & Listings Guidelines

Attributes and Variation Relationship Example:

We are going to demonstrate how to use 'variant pair' variation refinements In this example.

You, the Jet Retail Partner, have a group of shirts that vary on on two attributes, 'size' and 'color'. Let's say you have a Men's Shirt in Small - Green, a Men's Shirt in Medium - Green, and a Men's Shirt in Large - Black.

SKU	Attribute Id	Attribute Value	Attribute ID	Attribute Value
MS-L-B	116	Large	119	Black
MS-M-G	116	Medium	119	Green
MS-S-G	116	Small	119	Green

In this example, the merchant sends two attribute ids in the variation refinement array. The Variation refinement '77' represents color and size. If the items varied only on size and the color was always the same, the merchant would send only '116' in the variation refinement array.

Parent <u>SKU</u>	Relationship	Variation Refinements	Child <u>SKUs</u>
MS-L-B	Variation	119, 116	MS-M-G MS-S-G

For retailers integrating directly, relationships are mapped by uploading the attribute IDs and attribute values with each SKU in the group via the ['Product API, merchant sku put'](#), and then using the [Product API, 'merchant skus relationship put'](#) to designate how the products vary.

Please see the [Developer Portal Sku Variation Terminology](#) for more details. You should also refer to the [Developer Portal Product Schema, Relationships](#).