

Wunderkind

Offline Data Feed Requirements

July 2021

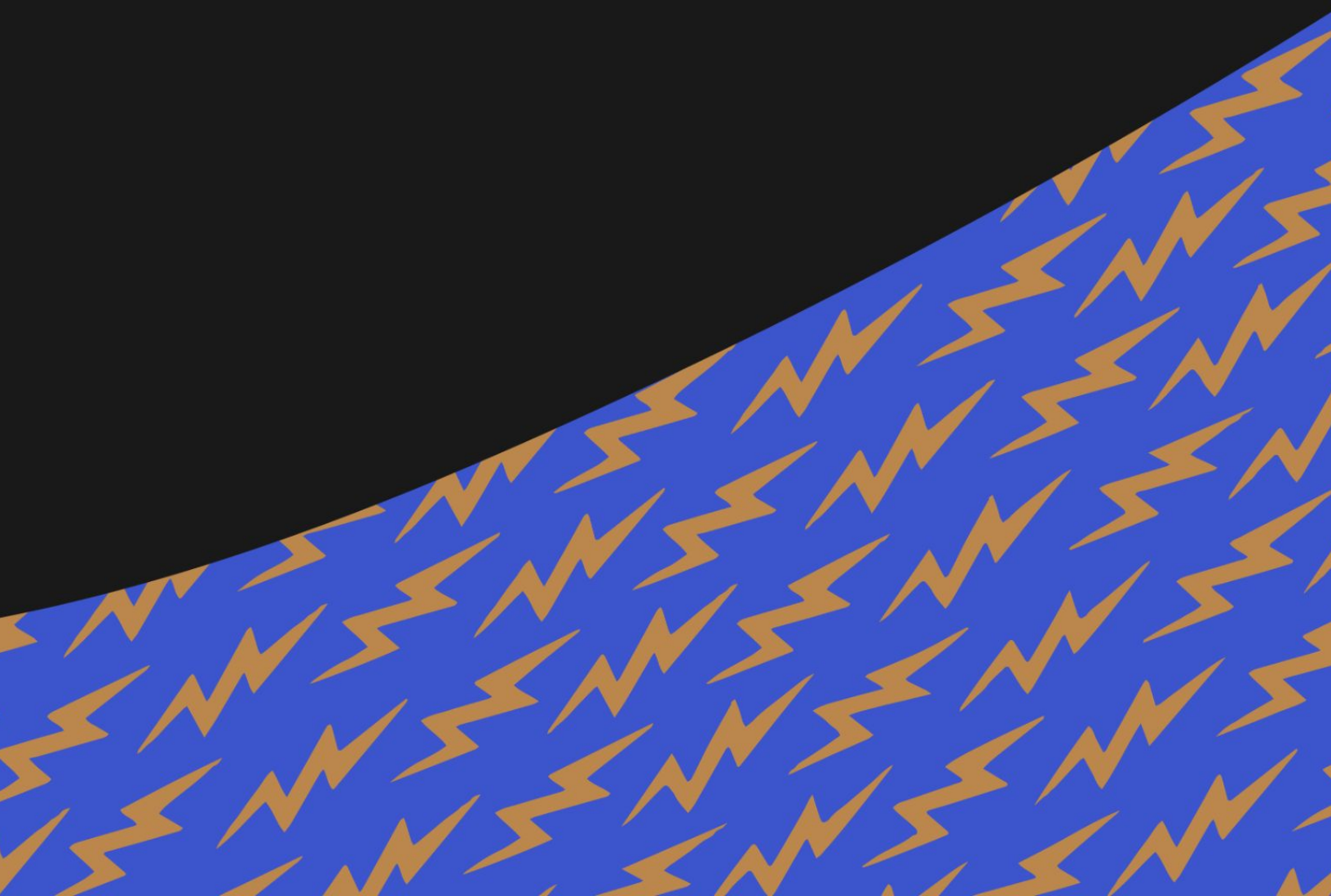


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Preface

In order for Wunderkind to create personalized experiences for offline and omni channel shoppers, we will need a transaction file that includes offline transactions on a daily basis. This will connect online and offline behavior and increase the relevancy of algorithmic product recommendations

Prerequisites

Product IDs for Offline Data must match Product IDs in the Product Feed provided daily

Historic Transactions

1-2 years of historic transactions (based on contract). This will be imported during the implementation.

Ongoing Delivery Schedule

Transaction data should be scheduled to be delivered on a daily basis

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Offline Transaction Feed - Minimum Data Required

File Content

- The following table provides a list of fields/tags that can be supplied in the file.
- The feed must contain values for those columns identified as required.
- Those fields/tags marked as optional are typically used to further identify the transaction
- We can accommodate other data that you may feel valuable in the remarketing of your product line.
- There are no requirements in regards to the naming or ordering of the fields/tags as long as they are consistent in each file

Transaction Information

Data	Definition	Required Data Type	Additional Requirements
Email Address	Email address provided with order to which customer would be requesting order status notifications and contact to be made. This would be considered the “Transactional Email Address.	string	If no Email Address available, please still include the order as it will help the algorithmic product recommendations.
Company Brand	This field will identify the Company Brand Level to which the transaction is to be recorded. This is needed when there are multiple brands for your parent company.	string	Alphanumeric characters; dashes and underscores acceptable.
Transaction ID	Transaction ID is the identification number used by the OMS for the purpose of tracking a specific customer order or return.	string	Alphanumeric characters; dashes and underscores acceptable.
Transaction Date	Date and time the order or return was placed by the customer through the website, call center, or affiliate partner. This should not be the date that it was actually recorded in the OMS system.	date	Preferred Format: Date: MM/DD/YYYY Time: HH/MM/SS (military 24 HR) *If time is not supplied, the system will default to the time it is imported
Sales Channel	Sales Channel is the physical method by which the buyer chose to place the transaction. For a return, this value should correspond to where the order originated.	string	Valid Sales Channels are ‘Website’, ‘Call Center’, ‘Phone App’, ‘Retail Store’, ‘3rd Party Affiliates’
Sales Channel Instance	This is the unique instance of the sales channel above used to place the transaction. This is used primarily for Retail transactions, and the Sales Channel Instance in these cases is most often the store ID.	string	For returns, this value should correspond to where the order originated.
Transaction Total	Total Value of transaction.	string	Value should include all merchandise on the order or return, total of all line and order level services (personalization, engraving, extra freight, etc), discounts at line and order level, shipping. This total should EXCLUDE TAXES. If a return, the value must be a negative number. If a decimal point is not provided, we will assume that the value is a whole dollar amount with no cents.
Product ID	Unique ID of the SKU or product purchased or returned in the transaction.	string	Alphanumeric characters; dashes and underscores acceptable. Product IDs for Offline Data must match Product IDs in the Product Feed provided daily
Number of Units	Count of total units of each SKU or product ID in the transaction	Integer or float	Eg. “4” or “4.0”

Special Circumstances Fields / Tags

Your Implementations Manager will advise if the following are needed.

Data	Definition	Required Data Type	Additional Requirements
Phone Number	Required if your sales channel is Call Center or Phone App or if you have purchased SMS messaging	numeric	Ten digit number; remove all dashes and parentheses
OMS ID	Required if using multiple order management systems within same Company Brand business operations.	string	When this is the case, there could be an overlap of the same transaction numbers and we will need a code to identify from which system the transaction is originating.
OMS Customer ID	Required if email cannot be used as primary customer identifier. This is the number that identifies a specific customer or buyer in the OMS and would map to a specific customer in the system.	string	Alphanumeric characters; dashes and underscores acceptable.

Optional Fields / Tags

Data	Definition	Required Data Type	Additional Requirements
Customer Name	Name of customer and to whom the order will be mailed	string	N/A
Bill-To Address Line 1	Address Line 1 provided for billing purposes	string	N/A
Bill-To City	City provided for billing purposes	string	N/A
Bill-To State	State provided for billing purposes	string	N/A
Bill-To Zip	Zip Code provided for billing purposes	string	N/A
Primary Payment Method	Will identify the primary form of payment used on the order.	string	N/A
Transaction Type	This field will determine if this is an order or return. Please include "O" for order and "R" for return.	string	We derive this from the Transaction Total being a positive or negative total and/or the Transaction Units being a positive or negative number, but including the transaction type is also a good idea.
OMS Last Updated Date	The date and time fields will be used together to ensure that import transactions are applied in chronological order. The date supplied should correspond to the date that the transaction was last updated in the OMS system.	date	Preferred format: MM/DD/YYYY
OMS Last Updated Time	The date and time fields will be used together to ensure that import transactions are applied in chronological order. The time supplied should correspond to the time that the transaction was last updated in the OMS system.	time	Preferred format: HH:MM:SS (military time 24HR)
Order Type	The purpose of this field is to identify if the order is original or a reshipment of merchandise as a result of a return. This prevents the buyer from being credited with additional orders that would inflate average lifetime, frequency, etc. for that customer.	string	Please use "O" for Original and "R" for Reship/Exchange
Unit Price	Individual unit price of product ID or SKU	String	N/A

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Supported Formats

- Do not use new line characters in any of the fields
- Carriage returns should only be at the end of a field
- Include time/date stamps in the file name.
- Wunderkind supports the following file formats.
 - **.csv:** CSV file
 - **.tsv:** TSV file
 - **.txt:** Pipe-delimited file
 - **.gz:** Gnu zip; compressed CSV, TSV, or XML

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Hosting Options

SFTP

Details shared separately

- Address
- Port
- Username
- Password
- File Path + File Name
- Must allow for more than 1 concurrent connection.

API Pull

API documentation will be needed to be supplied by the client and reviewed by Wunderkind before approving delivering an offline transactional feed via API