

Adfocus Subscription Terms and Conditions

Introduction

1. The terms stipulated in the this contract govern all matters related to access and use of Dashboard in Adfocus advertising platform.
2. This document is in line with IAB Polska guidelines. Netsprint is a member of IAB Polska (www.iab.com.pl).
3. Parties will sign an additional contract or their cooperation will be order-based.
4. In case of any discrepancies between the content of these Terms and Conditions and the content of the agreement and/or the order between the parties, the provisions of the agreement and/or the order shall prevail.

This agreement and all terms and conditions contained herein shall become effective as of 31st March 2015.

I. Definitions of terms used in the present Terms and Conditions

For the purposes of this Agreement, the following terms shall have the following respective meaning:

1. Terms and Conditions - shall mean the rules governing cooperation in which Netsprint provides Advertisers with access to Dashboard (User Panel).
2. Netsprint - shall mean Netsprint S.A. whose registered office is at 74a Aleja Solidarnosci, Warsaw, Poland.
3. Advertiser - a legal or natural person, an unincorporated body without legal personality that uses the services called Advertising Service Package, including Dashboard (User Panel), on the conditions defined in the present Terms and Conditions. Advertiser could be a natural person if:
 - a) he/she has got full capacity to perform acts in law;
 - b) he/she obtains the acceptance from his/her statutory representative if he/she has got a limited capacity to perform acts in law; in the case of a legal person all the actions defined in Terms and Conditions are performed by its organ or by its statutory representative.
4. Webpage - means data presentation, sent using the Internet, and retrieved using special software known as "Internet browser" or other types of software and hardware designed for the purpose. Website may contain text, graphic and multimedia files as well as other elements.
5. Website - will stand for a group of topically linked Webpages whose addresses have an identical prefix which is the domain's name.
6. Adfocus - means the website available on Adfocus.pl domain.
7. Link - means a reference that allows navigation between Webpages or between respective elements within the same individual Webpage.

8. Adfocus Platform - the advertising platform that can direct and serve Advertising Products in the Real Time Bidding model to Partner Websites. The Platform is managed by Netsprint.
9. Real Time Bidding (RTB) - an automated method of buying online ad space in real-time in the auction model. An auction starts when a website makes its ad space available in the model. The system displays ads of an advertiser who paid the highest price for a page view per a given user on a given website. The whole process occurs in real-time.
10. Partner Websites - will stand for all electronically available websites on the Internet that make their ad space available in the Real Time Bidding model.
11. Business Offer - means the offer of providing advertising services addressed by Netsprint to persons using Dashboard, according to Terms and Conditions.
12. Advertising Services - means Business Offer services. Services are rendered in Service Packages.
13. Service Package - means a package of Advertising Services purchased by Advertiser and subsequently rendered by Netsprint in line with Terms and Conditions.
14. Advertising Space - a selected part of Partner Websites used to display Advertising Products.
15. Advertising Product - means a text, text-display, display or video form of advertising message that contains a hyperlink to Advertiser's webpage, displayed on Partner Websites, in Adfocus Emission Space. The current list of Advertising Product formats is available at: <http://www.adfocus.pl/reklamodawcy/formaty-reklamowe>.
<http://www.en.adkontekst.pl/advertisers/why-does-it-work/ad-forms>
16. Ad Targeting - means a range of currently available criteria on Partner Website pages which enables Advertiser to influence the way of serving an Advertising Product, including:
 - a) placement of ad display (selected target sites - site targeting, selected categories of target sites - category targeting); or
 - b) characterisation of the audience of Advertising Products (geo-targeting, behavioural targeting, retargeting).
17. Page view - means an individual action performed by an Internet user of loading an Advertising Product or ContentStream Box placed on Advertising Space.
18. Click - is an individual action in which an Internet user clicks on Advertising Product or ContentStream Box placed on Advertising Space.
19. Cost Per Click - means the cost of a click expressed in Credits and defined in Advertising Order.
20. Conversion - means a sequence of actions performed by an Internet user and defined by Advertiser as an objective of a particular advertising campaign following coming into contact with Advertising Product placed on Advertising Space no later than 7 days since the last contact with Advertising Product and no later than 30 days if contact involved clicking on an ad. Conversion rate is specified in Adfocus reports.
21. Cost Per Conversion - means the cost of Conversion expressed in Credits and defined in Advertising Order.
22. Max Cost Per View - means the maximum cost expressed in Credits and defined in Advertising Order.
23. Cost Per View - means the cost of a given page view expressed in Credits and calculated based on Real Time Bidding auction mechanism.
24. Price List - means the price list of Advertising Services available in Adfocus.

25. Credits - mean credits purchased by Advertiser in order to gain access to Advertising Service and Adfocus Dashboard, according to the present Terms and Conditions. Credits are sold at the net price of 1.00 PLN (plus VAT). Credits are valid for 36 months, according to section VIII.2 of Terms and Conditions. Once 36 months have expired, credits automatically become annulled and the funds they were purchased with cannot be refunded.
26. Actual Cost Per Click - means the quotient of Adfocus Dashboard subscription fee and the number of credits awarded for the fee.
27. Adfocus Account - enables Advertiser the use of Adfocus platform, including purchasing and using Advertising Service Package.
28. Adfocus Dashboard - means a website that belongs to Adfocus or another website designated by Netsprint that enables Advertiser or Netsprint acting on behalf of Advertiser to use Advertising Service Packages and make payments for using Advertising Service Packages.

II. Range of rendered services.

Advertiser who has paid for access to Adfocus Dashboard gains the right to use Advertising Service Package in the scope of serving Advertising Products available in Adfocus Platform offer.

III. Use of Dashboard.

Dashboard can be used by:

1. Advertiser who has an Adfocus account.
2. Advertiser who paid fee for using Adfocus Dashboard in the manner set out in the present Terms and Conditions. Once the fee payment has been made, Adfocus Dashboard can be used, subject to the provisions of Price List which state that for each gross payment of 1.23 PLN User gains one credit.
3. Advertiser who has completed other activities specified in Terms and Conditions.

* Conditions of ad serving.

- * In order to be able to serve ads in Adfocus Platform, Advertiser must be authorised to use Adfocus Dashboard.
- * In order to serve an Advertising Product, Advertiser should specify in Adfocus Dashboard or in another way approved by Netsprint (regardless of activities specified in section IV of Terms and Conditions):

2. parameters of Advertising Product by defining:

- * visualisations and formats of Advertising Product
- * URL address, which Advertising Product should lead to

- * targeting parameters

c) pricing model to be used as a method of payment for an ad campaign by defining Max Cost Per 1,000 Views or else define Cost Per Click and/or Cost Per Conversion in an advertising order.

* For retargeting campaigns, prior to actions specified in section IV.2, product tracking scripts together with product Retail SCU (unique product identifier) should be added to Advertiser's product pages and comprehensive information about Advertiser's range of offered products should be made available as "product feed" file in accordance with the guide enclosed as Appendix B to the present Terms and Conditions.

* **Verification of Advertiser and Advertising Product**

* Once Advertiser has introduced and provided data specified in sections V.2 and V.3 or once Advertiser has delivered data over to Netsprint in another way, Netsprint will verify Advertiser and review Advertising Product in terms of:

- a) whether or not the content of Advertising Product complies with generally applicable provisions of law;
- b) whether or not the content of Advertising Product complies with the present Terms and Conditions;
- c) whether or not product tracking scripts have been correctly implemented by Advertiser and whether or not "product feed" file sent over to Netsprint is correct.

2. Netsprint hereby claims that actions specified in section IV.1 of the present Terms and Conditions must be completed within 5 working days.

3. The content of Advertising Product fails to meet the present Terms and Conditions particularly if:

- a) it infringes upon proper interest of Netsprint or third parties;
- b) it is contrary to accepted principles of morality, particularly when it contains explicit language;
- c) it contains a (direct or indirect) link to a Web page whose content fails to comply with generally applicable law, and particularly if it may lead to a misunderstanding with regard to the person who manages the Web Page.

4. If Netsprint determines that either Advertising Product or other parameters of Advertiser's Order violate any applicable legal regulation, the present Terms and Conditions or Price List, Netsprint will request the Ordering Party/Advertiser to change parameters of Advertising Product. Should this be the case, the procedure specified in section IV.1 of the present Terms and Conditions (within the scope of non-compliance) will be repeated.

VI. Advertising Product serving

1. Advertising Products are served based on the Real Time Bidding auction mechanism.
2. Advertising Product will be served on Advertising Space if:

- a) Advertiser has enough Credits for at least one, individual Page View;
 - b) Max Cost Per View of Advertising Product for a given User will be the highest;
 - c) Ad targeting parameters specified by Advertiser are met, should Partner Website provide such functionality;
 - d) Advertising Products are permitted to be served;
 - e) Advertising Product does not violate these Terms and Conditions.
3. Every Page View of Advertising Products, every click on the ad or every completed conversion following User's contact with Adfocus Advertising Product will reduce the number of Advertiser's Credits (in accordance with the pricing model specified in Order).
 4. Should Advertiser run out of Credits, Advertising Product serving will be resumed after a new payment for Adfocus Dashboard subscription has been made.
 5. If no payment to purchase Credits is made by a deadline stated on the invoice by Advertiser, Advertising Product serving may be cancelled until Advertiser settles overdue payments.
 6. Netsprint reserves the right to refuse serving Advertising Product on Adfocus platform or on selected Adfocus network websites for convenience.
 7. Netsprint makes no representation as to the serving of Advertising Product on Webpages available on Adfocus platform.
 8. Netsprint shall not be liable for any failure to perform or for any improper performance of its obligations as regards ad serving if it is caused by any circumstances beyond its reasonable control, including but not limited to outbreak of war or a state constituting threat of war; acts, decision or actions of public administration bodies, changes in law provisions, all types of industrial disputes, lock-outs and strikes, floods, fires, explosions, failure in the Internet (or its part) operation, grid failure, failure of computer monitoring and distribution networks or other force majeure events.

VII. Price List.

1. The gross cost of one Credit is 1.23 PLN (1.00 PLN + VAT).
2. One of the three following pricing models can be used in payments for Advertising Service: Max Cost Per View, Cost Per Click, or Cost Per Conversion.
3. The number of credits available to Advertiser is updated by Netsprint following each Page View/Click or Conversion of Advertising Product, depending on the pricing model specified in Order.
4. For personalised retargeting services, Advertiser will be additionally charged and will cover the cost of designing Advertising Campaign to the amount specified in Order.

VIII. Payment, credit validity period.

1. Payment for services provided in Dashboard is organised in the following way:
 - a) Advertiser notifies Netsprint about his/her willingness of making payment and defines the amount; Netsprint will be notified when an appropriate order form available in

Appendix A is sent over to it or when the order form is completed online at www.Adfocus.pl/zamowienie;

- b) within a maximum of 2 working days from the date of being sent an order, Netsprint will make out an invoice for the amount of purchased Credits to be used for Advertising Service purposes.
 - c) Netsprint VAT invoice payments are due within 7 days from the date of VAT invoice, except to the extent separately agreed otherwise by the Parties.
2. Credits purchased by Advertiser are valid for 36 months from the date of purchase. Once 36 months have expired, credits that have not been used to pay for serving Advertising Product in accordance with the present Terms and Conditions and those that have not been returned to Advertiser (should Advertiser to resign from Adfocus services) become annulled from Advertiser's account in Adfocus Dashboard and the funds they were purchased with cannot be refunded.

IX. Termination.

1. Advertiser may resign from services rendered by Adfocus Platform. Termination requires a written notice be provided to Netsprint, either in an electronic form or by fax indicating the number of Advertiser's Credits to be redeemed (Advertiser may request Credits to be refunded or transferred to Advertiser's account in Adkontekst/ContentStream advertising network).
2. Once a notice specified in point 1 above has been delivered by Advertiser, Netsprint will promptly verify Advertiser's account, determine Actual Cost Per Credit against the last VAT invoice and will undertake technical actions to terminate or limit services rendered to Advertiser. The steps, specified in this point above, will be taken within 2 working days.
3. Once the steps specified in point 2 above have been completed, including the verification of Advertiser's account:
 - a) if a refund for Credits is requested, Netsprint will issue and send to Advertiser a correcting VAT invoice for the unused Credits, subject to regulations in points 4 and 5 below. A method of calculating the amount of correcting invoice is presented below in point 5.
 - b) if a transfer of Credits to Advertiser's account in Adkontekst advertising network is requested, Netsprint will make the transfer without any additional charges.
4. The amount for unused Credits will be paid within 2 working days from the date of delivering to Netsprint a correcting VAT invoice signed by Advertiser.
5. If Advertiser cancels Advertising Service, Netsprint will be entitled to charging a fee of 25% of the amount of unused fee for Advertising Service. Consequently, the amount of a correcting invoice will be calculated as follows:
 - a) Netsprint will determine for Advertiser the Actual Cost Per Credit against the last VAT invoice issued to Advertiser;
 - b) The corrected amount will be calculated as: $x=y-(NC \times ACPC) \times 0.75 + FCA$

where:

x - the corrected amount arising from rendered Advertising Service;

y - the amount of last VAT invoice issued by Netsprint to Advertiser;

NC - the number of credits left that can be used for Advertising Services;

ACPC - Actual Cost Per Credit;

FCA - Final cost accounting of Ad Campaign preparation (personalised retargeting) if that cost was earlier settled by Netsprint.

6. The refund transfer being the difference between the fee paid by Advertiser and that raised in the correcting VAT invoice will be conducted at Advertiser's expense, and an advance payment of receivable to the account will be made.
7. Netsprint may suspend providing Advertising Services to Advertiser at any time. In such event, Netsprint will refund Advertiser to the amount of the unused part of Credits, according to Actual Cost Per Credit.

X. Final provisions.

1. The present Terms and Conditions contained herein shall become effective as of 31st March 2013.
2. Netsprint reserves the right to change the provisions of these Terms and Conditions, and in particular in case of:
 1. changing or limiting the scope or character of rendered service owing to changes in Netsprint's offer;
 2. limiting the ability to render service owing to termination of contracts between Netsprint and third parties;
 3. necessary changes to be introduced in the Terms and Conditions in relation to changes of law provisions or interpretation of law.
3. In case of any changes in these Terms and Conditions, Netsprint will notify Advertiser about such changes at least 1 month prior to the introduction of modified Terms and Conditions - in a written form or by e-mail, in accordance with the specified method of communication.
4. Advertiser may, no later than 7 days prior the introduction of changes to the Terms and Conditions, submit to Netsprint a note of dissent about prospective modifications of Terms and Conditions. Such a note will be tantamount to termination of the legal relationship between Netsprint and Advertiser on which their service contract was based. Such a note, specified in point 4, for its legal effect and enforceability, should be submitted in writing, by traditional post, by e-mail or fax (Netsprint S.A., al. Solidarnosci 74a, 00-145 Warszawa, fax +48 22 852 20 60, mail: reklama@Adfocus.pl).
5. If Advertiser fails to submit a note of dissent before the specified deadline, it is interpreted as acceptance of changes of the Terms and Conditions.
6. Any matters not provided for herein shall be governed by the pertinent provisions of the Civil Code.

Appendix B

A Guide for Adfocus Customers - How To Implement Retargeting Scripts and Embed Data Feed Files In Dynamic Retargeting Campaigns

1. What is in the guide?
2. How to add product tracking tags to your website.
3. Product/Inventory feed.
4. Help.

1. What is in the guide?

The guide explains, step by step, how to embed behavioural tracking tags into your website and how to integrate your product/inventory feed with Adfocus platform. Adfocus uses the anonymised tracking data generated by these tags to influence the product selections displayed within each dynamic ad creation. Sophisticated personalised retargeting technology boosts conversion rates and delivers average order value uplift.

Retargeting would not have been possible without cookies. Specially developed product tracking scripts can be added to your website to ensure that all visits are tracked. Personalised targeting requires your website product feed files to be integrated with RTB platform to generate fully personalised ad creations offering maximum relevance.

The guide will show you how to implement Adfocus tools and enjoy performance targeting campaigns.

Before you start

Adfocus behavioural tracking tags are easy to add to any website. Before you begin, please ensure that you have received your Adfocus retailer code. This will be required to identify your users.

If you have not received your code yet, please contact Adfocus at: reklama@adfocuse.pl

You will also need access to your website pages and content management system (CMS). It is helpful to have some familiarity with HTML markup.

In case of query, please email us at: reklama@adfocuse.pl

2. How to add Adfocus tracking tags to your website.

Step 1 - Add Product Tracking Tag

First of all, locate the product template or product pages and add the following mc_data

<div> lines to the template or page, within the <BODY> section as close to the <BODY> as possible.

```
<div id="mc_data" style="display:none;">
  <div class="mc_event">VIEW</div>
  <div class="mc_retailer">[YOUR RETAILER CODE GOES HERE]</div>
  <div class="mc_sku">[PRODUCT SKU/IDENTIFIER GOES HERE]</div>
</div>
```

This tracking tag should be added to every product page or template to ensure that all products are tracked. It is important to ensure that there are no spaces or any other signs between the <div> tags.

Each of the items shown [LIKE THIS] needs to be set appropriately as follows:

*** RETAILER CODE**

See above.

*** PRODUCT SKU**

The unique product identifier, catalogue number or SKU for this product. It's important that the product SKU that is used in the tags matches the SKUs in your product feed. All you have to do is to copy it.

Then add the following JavaScript snippet immediately after the mc_data <div> within the <BODY> section.

```
<script type="text/javascript">
  var mc_api_url = "track.adfocus.pl/merchenta/t";
  (function() {
    var script = document.createElement('script');
    script.type = 'text/javascript';
    script.async = true;
    var secure =
      (window.parent.document.location.protocol=="https:");
    if (secure) {
      script.src = "https://track.adfocus.pl/track/t.js";
    } else {
      script.src = "http://cdn.adfocus.pl/track/t.js";
    }
    document.getElementsByTagName('head')[0].appendChild(script);
  })();
</script>
```

If the page displays several products, you can pass in each of the product SKUs like this:

```
<div id="mc_data" style="display:none;">
  <div class="mc_event">VIEW</div>
  <div class="mc_retailer">[YOUR RETAILER CODE GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #1 SKU/IDENTIFIER GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #2 SKU/IDENTIFIER GOES HERE]</div>
</div>
```

Optionally, it is possible to track visits instead of – or in addition to – product views. To enable visit tracking, add the JavaScript snippet as below, and add the following to home

page or landing page you want to instrument :

```
<div id="mc_data" style="display:none;">
  <div class="mc_event">VISIT</div>
  <div class="mc_retailer">[YOUR RETAILER CODE GOES HERE]</div>
</div>
```

Step 2 - Add Basket/Shopping Cart Tracking Tag

On your shopping cart or basket page or on the first page after adding an item to the cart, add the following mc_data <div> lines to the basket/shopping cart template or page, within the <BODY> section. Note that for each item in the basket, there should be a mc_sku element. So, for example, a basket containing two items would be :

```
<div id="mc_data" style="display:none;">
  <div class="mc_event">CART</div>
  <div class="mc_retailer">[YOUR RETAILER CODE GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #1 SKU/IDENTIFIER GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #2 SKU/IDENTIFIER GOES HERE]</div>
</div>
```

If your ecommerce platform pre-assigns a cart reference or order reference, this may also be optionally provided for tracking purposes using mc_order_ref (illustrated below in bold)

```
<div id="mc_data" style="display:none;">
  <div class="mc_event">CART</div>
  <div class="mc_order_ref">[YOUR ORDER REF GOES HERE]</div>
  <div class="mc_retailer">[YOUR RETAILER CODE GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #1 SKU/IDENTIFIER GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #2 SKU/IDENTIFIER GOES HERE]</div>
```

Each of the items shown [LIKE THIS] needs to be set appropriately as follows :

*** RETAILER CODE**

See above.

*** PRODUCT SKU**

The unique product identifier, catalogue number or SKU for this product. It's important that the product SKU that is used in the tags matches the SKUs in your product feed. All you have to do is to copy it.

*** ORDER REFERENCE**

Your order or cart reference (optional). Order references can be numeric or alphanumeric. Please ensure that references do not contain trailing or leading spaces.

Then add the following JavaScript snippet immediately after the mc_data <div> within the <BODY> section.

```
<script type="text/javascript">
  var mc_api_url = "track.adfocus.pl/merchenta/t";
```

```
(function() {
  var script = document.createElement('script');
  script.type = 'text/javascript';
  script.async = true;
  var secure =
    (window.parent.document.location.protocol=="https:");
  if (secure) {
    script.src = "https://track.adfocus.pl/track/t.js";
  } else {
    script.src = "http://cdn.adfocus.pl/track/t.js";
  }
  document.getElementsByTagName('head')[0].appendChild(script);
})();
</script>
```

Step 3 - Add Checkout Tracking Tag

On the final checkout page which the consumer sees when they have successfully completed a purchase, add the following mc_data <div> lines to the basket/shopping cart template or page, within the <BODY> section.

```
<div id="mc_data" style="display:none;">
  <div class="mc_event">PURCHASE</div>
  <div class="mc_order_ref">[YOUR ORDER REF GOES HERE]</div>
  <div class="mc_retailer">[YOUR RETAILER CODE GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #1 SKU/IDENTIFIER GOES HERE]</div>
  <div class="mc_sku">[PRODUCT #2 SKU/IDENTIFIER GOES HERE]</div>
  <div class="mc_ordervalue">[VARIABLE VALUE OF ORDER GOES HERE]</div>
  <div class="mc_crm">[**OPTIONAL** CRM IDENTIFIER]</div>
  <div class="mc_crm_status">[**OPTIONAL** CRM STATUS]</div>
  <div class="mc_crm_last_purchase">[**OPTIONAL** CRM PURCHASE
INDICATOR]</div>
</div>
```

Note that your order reference (mc_order_ref) must be provided for checkout tags.

Each of the items shown [LIKE THIS] needs to be set appropriately as follows:

*** RETAILER CODE**

See above.

*** PRODUCT SKU**

The unique product identifier, catalogue number or SKU for this product. It's important that the product SKU that is used in the tags matches the SKUs in your product feed. All you have to do is to copy it.

*** ORDER REFERENCE**

Your order or cart reference (optional). Order references can be numeric or alphanumeric. Please ensure that references do not contain trailing or leading spaces.

*** VARIABLE ORDER VALUE**

This (optional) field should be used where the overall value of the order varies from

the SKU value. It should be the total value of the order as expressed in the base currency of the associated product feed (ie if SKUs are priced in Euros, then the variable order value should be Euro denominated, too). The price should be included without currency symbol and digit group separator. The decimal point should be a period. (Example: 2199.99)

*** CRM IDENTIFIER**

This (optional) identifier provides a means for Adfocus to differentiate between existing customers and new customers. This field can be set to any identifier provided it does not include personally identifiable information (such as email address). A common use case is to provide a MD5 hashed email address which is unintelligible to Adfocus but which can be used to denote an existing customer. It is suggested that this parameter is provided where the calling ecommerce site knows that this is a consumer who has previously purchased from the site. If the consumer has not previously purchased from the site, this parameter should not be passed across.

*** CRM STATUS**

This (optional) identifier provides a means for you to tell Adfocus if this is a NEW or EXISTING customer. Valid options are NEW or EXISTING.

*** CRM PURCHASE INDICATOR**

This (optional) identifier provides a means for you to tell Adfocus the last date that this customer placed an order with you. This must be a valid date and formatted yyyy-mm-dd (eg "2013-03-31").

Then add the following JavaScript snippet immediately after the mc_data <div> within the <BODY> section.

```
<script type="text/javascript">
  var mc_api_url = "track.adfocus.pl/merchenta/t";
  (function() {
    var script = document.createElement('script');
    script.type = 'text/javascript';
    script.async = true;
    var secure =
      (window.parent.document.location.protocol=="https:");
    if (secure) {
      script.src = "https://track.adfocus.pl/track/t.js";
    } else {
      script.src = "http://cdn.adfocus.pl/track/t.js";
    }
    document.getElementsByTagName('head')[0].appendChild(script);
  })();
</script>
```

Step 4 - Verifying Tag Setup

Once the product and checkout tags have been added to the pages/templates, please browse a handful of products and then either place or observe a consumer placing an order for 2 or more items, noting the order reference(s). Then send the details of the order to reklama@adfocus.pl for verification. Typically, verification checks are completed the

same day they are requested.

Once the verification checks have been successfully completed, your Adfocus Account manager will be in contact to explain the next steps towards launching your campaigns.

3. Product/Inventory Feed

Typically, an online product feed is required daily to ensure up-to-date merchandising. Adfocus supports a range of product/inventory feed formats out-of-the-box :

- * CSV (comma separated)
- * Excel format (saved as CSV format)
- * Tab delimited
- * Pipe (|) delimited
- * Googlebase – tab delimited
- * Googlebase – comma delimited
- * Googlebase – XML
- * Many affiliate network formats – please ask for details
- * Bespoke feed formats – almost any bespoke feed format is supported – charges may apply, please ask for details.

Adfocus can process ‘zipped’ files as well as native text formats - gzip (Linux format) and zip (Windows format) are supported.

We recommend one of the following formats (particularly if there are >5,000 products available) :

- * CSV (comma separated)
- * Tab delimited
- * Googlebase – tab delimited
- * Googlebase – comma delimited

The product feed should be made available from an online location via :

- * HTTP (with or without basic authentication credentials)
- * HTTPS (with or without basic authentication credentials)
- * FTP (with authentication)

The feed should be updated at least daily. It must be pre-generated by a process **before** it is deposited as a file in the download location (this is to prevent slow feed generation causing network connection issues).

Each product feed should contain at least the following details (additional information is welcome but not essential). Where a particular product does not have a particular data field available, it should be left blank/null.

Mandatory fields

- * Product sku – the unique identifier for the product. This should match the PRODUCT SKU passed across in the Adfocus tags.
- * Product URL – the URL which when clicked takes consumers to the product level page on your website
- * Product name – the name of the product
- * Currency code – the ISO currency code (eg GBP for Sterling, EUR for Euro, USD for US Dollar)
- * Current price – the current product price
- * Image URL – a fully qualified URL to an image of the product. Adfocus can support up to 5 images per product (as fields image url 2 through 5). All images should be in format JPG/PNG/GIF and file size <5Kb.

Optional fields

- * Product description – a textual description of the product
- * Previous price – the previous product price before current price
- * RRP – the recommended retail price
- * Brand – the brand of the product
- * Gender – whether the product is best suited to male or female consumers
- * Availability – whether the product is in stock or not
- * Other fields – an almost infinite range of fields is supported – please ask for details

Additionally, Adfocus supports a wide range of bespoke feed formats and styles (including promotions, daily deals etc). For further details please contact your account manager.

4. Help

A team of Adfocus consultants is ready to assist you at every stage of your campaign, including its cost assessment, design and implementation. If you have any queries after reading the guide, do not hesitate to contact us at:

e-mail: reklama@adfocuz.pl

phone number: +48 22 844 49 90

www.adfocuz.pl