

ebay<sup>™</sup> commerce network

# Getting Started: Uploading a Datafeed and Account Funding



# WHAT IS A DATAFEED?

A datafeed is a file where you input all the information about the products available on your site. We require a minimum of seven fields in your datafeed. These fields help us accurately display your products across our network of ad publishers.

## Required Fields:

Unique Merchant SKU, Product Name, Product URL, Image URL, Current Price, Stock Availability, and Condition

## Link to Data Feed Specs:

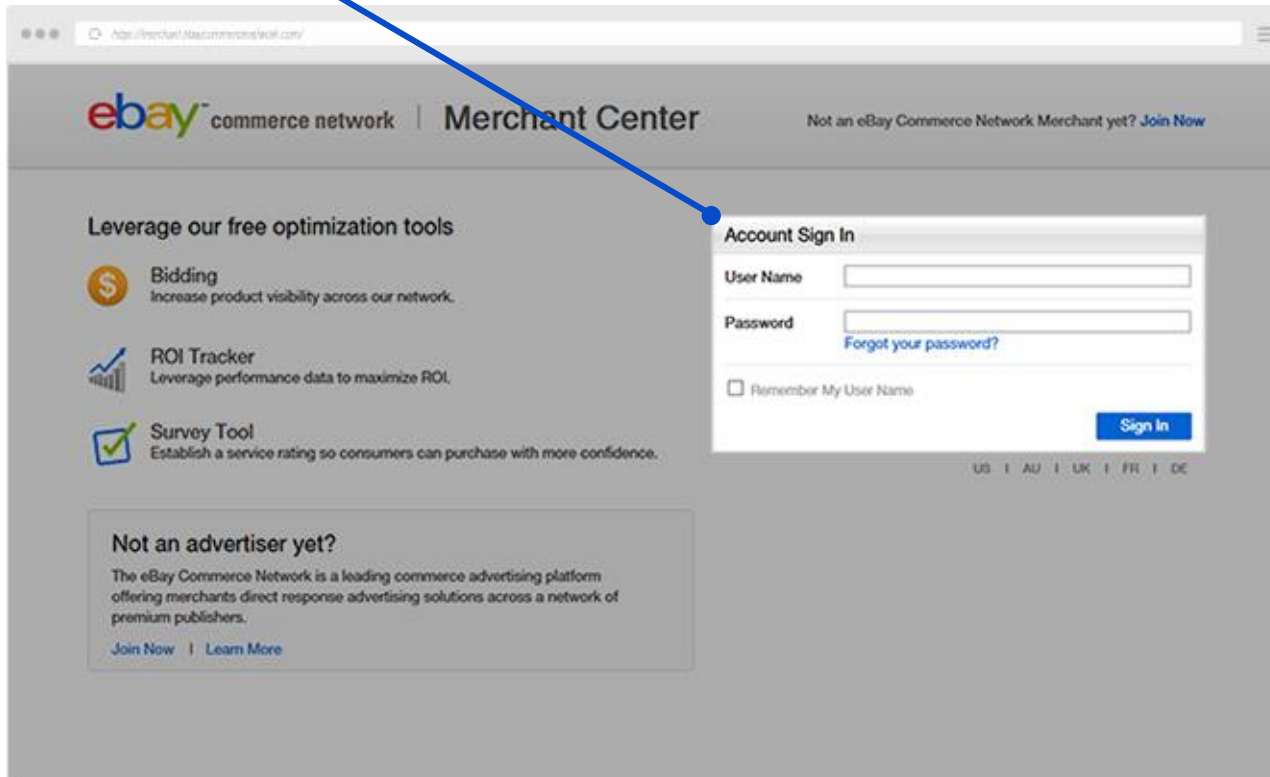
[http://merchantsupport.ebaycommercenetwork.com/files/Copy\\_of\\_ECN\\_Datafeed\\_Spec\\_2013.xlsx](http://merchantsupport.ebaycommercenetwork.com/files/Copy_of_ECN_Datafeed_Spec_2013.xlsx)



# UPLOADING A DATAFEED

Step  
1

Log in to the Merchant Account Center.



The screenshot shows the eBay Merchant Center interface. At the top, the eBay logo is followed by "commerce network" and "Merchant Center". A link "Not an eBay Commerce Network Merchant yet? Join Now" is visible. The main content area is divided into two columns. The left column, titled "Leverage our free optimization tools", lists three tools: "Bidding" (with a dollar sign icon), "ROI Tracker" (with a bar chart icon), and "Survey Tool" (with a checkmark icon). The right column features an "Account Sign In" form with fields for "User Name" and "Password", a "Remember My User Name" checkbox, and a "Sign In" button. A blue arrow points from the top left towards the "Sign In" button. At the bottom right, there are links for "US", "AU", "UK", "FR", and "DE".

Not an eBay Commerce Network Merchant yet? [Join Now](#)

**Leverage our free optimization tools**

- Bidding**  
Increase product visibility across our network.
- ROI Tracker**  
Leverage performance data to maximize ROI.
- Survey Tool**  
Establish a service rating so consumers can purchase with more confidence.

**Account Sign In**

User Name

Password   
[Forgot your password?](#)

Remember My User Name

[Sign In](#)

US | AU | UK | FR | DE

**Not an advertiser yet?**

The eBay Commerce Network is a leading commerce advertising platform offering merchants direct response advertising solutions across a network of premium publishers.

[Join Now](#) | [Learn More](#)

# UPLOADING A DATAFEED

Step  
2

Select an upload method. If the first option is selected, click “Generate Account” to create your FTP credentials. Click “Continue”.

## 1 FTP details

Address:  
ftp://vqftp1.phx01.ebayadvertising.com  
Username:  
test4050675

[Generate New Password](#)

- Copy and paste the Username and Password in eBay FTP server via filezilla or another client
- Password shown here is a one time password
- You will not be able to reuse the same password again once you navigate away from this page
- Generate New Password link will reactivate automatically
- Click on Generate New Password to generate new password

## 1 FTP details

Address:  
ftp://vqftp1.phx01.ebayadvertising.com  
Username:  
test4050675

Password:  
VcewMZbU

Please take note of your password as it will not be available via the MAC in the future

- Copy and paste the Username and Password in eBay FTP server via filezilla or another client
- Password shown here is a one time password
- You will not be able to reuse the same password again once you navigate away from this page
- Generate New Password link will reactivate automatically
- Click on Generate New Password to generate new password

# UPLOADING A DATAFEED

Step  
**3**

Map your datafeed. Once you have mapped the feed, click Continue.

Create Account  Upload Feed  **Map Feeds**  3 Other Info  4 Fund Account  5 [Help ?](#)

File name: ebay pla feed\_9.8.16.xlsx  
Upload Method: Desktop Upload [Upload Datafeed](#)

### Mandatory Product Information Mapped

Your attributes	eBay attributes
<b>Condition</b> Your Data : new <input checked="" type="checkbox"/>	<b>Condition</b> Ex: New, Used, Refurbished
<b>Current Price</b> Your Data : 120 <input checked="" type="checkbox"/>	<b>Current Price</b> Ex: \$125.00

# UPLOADING A DATAFEED

Step  
**4**

Select an option to define your shipping method. Click Continue.

Step  
**5**

Allow up to 24 hours for your feed to process.

Create Account   Upload Feed   Map Feeds   **Other Info**   Fund Account

Enter Info Help ?

**Shipping Rates**

- Shipping rates are included in the datafeed file
- Shipping is always free
- Shipping rates are based on the product prices

Sales Tax (select states where sales tax is applicable)

Your Datafeed Provider

Add or Update Tracking Code (Optional)

Save & Continue

# FUNDING YOUR ACCOUNT: OPTIONS

The eBay Commerce Network is a pay-as-you-go marketing channel. As you receive qualified marketing leads from consumers clicking on your product listings, the cost for each click will be deducted from your account balance. The minimum cost per click is determined by the category and pricing of your products.

The PayPal logo is displayed in blue text within a light gray circular background.The VISA logo is displayed in blue text within a light gray circular background.The DISCOVER logo, with "DISCO" in black and "VER" in black with an orange dot over the 'O', is displayed within a light gray circular background.

## Automatic Funding Plan (recommended)

If you select the "Automatic Funding Plan," your PayPal account will automatically be debited every time your account reaches a zero balance. You will need to link a PayPal account in order to be on this funding plan. This ensures that your product listings will never be taken off the network and you will never miss a sale.

## Manual Funding Plan

If you select the "Manual Funding Plan," you will need to log in and manually fund your account every time your account reaches a zero balance. You can fund your account by linking your PayPal account or by using guest checkout via a credit card.

# HOW TO FUND YOUR ACCOUNT

Step  
**1**

Click “Fund Your Account” icon.

Step  
**2**

Apply a funding amount by selecting a Funding Plan and Monthly Budget Plan. Click Save.



## Fund Account Information

Help ?

**i** Your Merchant Center Account was mapped successfully! Now fund your account.

**1** Funding **i**

**Make changes to your Funding Account**

- Set to one time payment
- Set to automatic payment

**2** Budget

You may set up a monthly budget (recurring spending limit) once you fund your account.

Continue



# WHAT'S NEXT?

We are committed to providing our consumers a safe and rewarding experience when shopping on our network, so we need to confirm that your listings meet our quality standards and that each storefront is fully functional and operational.



## Registration in Progress:

Upload datafeed and fund account.

## Account Under Review:

Datafeed successfully uploaded and account funded. The manual review takes 2-3 business days. If we have any questions, we will contact you. Please note that we reserve the right to close any account that does not pass our verification process.

## Live:

Account is now live. Allow up to 24 hours for a complete set of listings to be live on site.