



AWin create-a-feed

Affiliate Window Create-a-Feed Guide

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1. An Introduction to AWin Create-a-Feed

Our new AWin Create-a-Feed interface combines unprecedented flexibility with a user-friendly interface to cater for both new and experienced Affiliates.

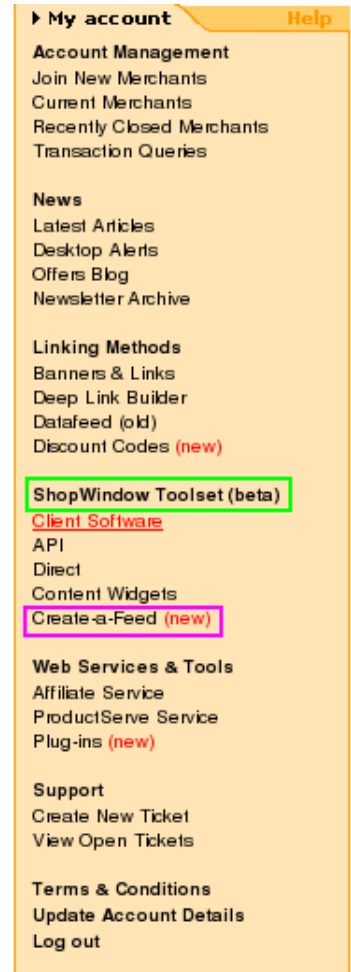
Using datafeeds can be an extremely efficient way of keeping up-to-date with the latest products and prices a merchant has to offer, and this tool ensures that you get the exact data you want in a format that suits you.

Our old datafeed retrieval format is still available; however this new application brings with it many improvements including:

- Download a single feed of products by ShopWindow category
 - Combine multiple categories and/or sub-categories for a tailor-made datafeed
- Download a single feed of products from multiple merchants
- Download a single feed of products by product brand
- Add or remove columns from your datafeed
- Re-order your columns to best suit your requirements
- Compress the file in to three different formats
- Dynamically updated manual URL
 - Allows your system to automatically retrieve the latest product data within your chosen parameters

In this guide, we'll show you how to use our interface to generate your custom datafeeds in minutes!

To get started, you'll need to click on the new '**Create-a-Feed**' link under the '**ShopWindow Toolset**' links panel (found on the right-hand side of your affiliate homepage).



The screenshot shows a navigation menu with the following sections:

- My account** (with a 'Help' link)
- Account Management**
 - Join New Merchants
 - Current Merchants
 - Recently Closed Merchants
 - Transaction Queries
- News**
 - Latest Articles
 - Desktop Alerts
 - Offers Blog
 - Newsletter Archive
- Linking Methods**
 - Banners & Links
 - Deep Link Builder
 - Datafeed (old)
 - Discount Codes (new)
- ShopWindow Toolset (beta)** (highlighted with a green box)
 - Create-a-Feed (new)** (highlighted with a pink box)
 - Client Software
 - API
 - Direct
 - Content Widgets
- Web Services & Tools**
 - Affiliate Service
 - ProductServe Service
 - Plug-ins (new)
- Support**
 - Create New Ticket
 - View Open Tickets
- Terms & Conditions**
 - Update Account Details
 - Log out

2. Terminology

First of all, it's important to understand the terminology used within the interface and this guide. This will help you select the fields and options most relevant to your site or campaign.

- **Categories** – These are the specific categories that any given product(s) may belong to. Categories are divided into subcategories which further define the nature of a product. The categories listed in the Create-a-Feed interface are in direct relation to those found in our ShopWindow API.
- **Merchants** – A selection of merchants who currently provide a datafeed available
- **Brands** – A list of product brands which are made available to us by our Merchants. (N.B. These brands are not necessarily merchants with Affiliate Window, but product brands which the merchant sells.)
- **Columns** – These are also referred to as 'fields'. Columns are the different fields available to you in a datafeed. The fields will appear to be separated by into different columns when downloading a feed in **CSV** format. They appear differently when downloading in XML (examples will follow).
- **Datafeed Format** – The file format in which you wish to download your datafeed. We offer feeds in either CSV or XML format.
 - **CSV – Comma Separated Values**, this can use comma (,) or pipe(|) delimiters within the file.
 - **Field Delimiter**, these are used to separate sections of the datafeed. You are able to download the following delimiters:
 - Comma (,)
 - Pipe (|)
 - **XML** - Extensive Markup Language.
- **Compression Type** – The file format by which your datafeed is compressed.
 - **ZIP** – The universal standard for file compression
 - **GZIP** – Short for GNU zip, please find more information [here](#)

- **Content Level** – Defines how explicit the products in your feed are.
 - **No Preference** – does not differentiate between 'clean' and 'adult' content
 - **Clean** – only clean content will be included in your feed
 - **Questionable** – may include some adult content in your feed
 - **Adult** – includes only adult content in your feed.

- **Manual URL Download** – A customised URL or web address to your datafeed. You can use this to download your datafeed at any time (including out of session)

3. The Interface

To get started, you'll need to click on the new 'AWin Create-a-Feed' link under the 'ShopWindow Toolset' links panel (found on the right-hand side of your affiliate homepage).

The first thing you'll see when you first access the new Create-a-Feed area is a new interface and layout. We want to make sure you can make the most of this tool and have provided you with several in-screen instructions to assist you with this. Let's take a look at the layout of the two pages of the Create-a-Feed tool.

Page One

Datafeed Download

0 products in your feed. Click **next** when you are ready to configure your datafeed. next >

Choose By Categories

You can select specific categories or sub-categories by using the checkboxes next to the category names. Edit selected subcategories by clicking on the sign to expand the main category.

Selecting any category will download all products from all merchants relevant to that category.

Choose By Merchants

Select any amount of merchants from the 'Select Merchants' pop-up. Simply click the symbol to remove a merchant from the list, or go back to the pop-up box to add to your selection.

If selected in conjunction with specific categories, your selection of merchants must contain products in at least one of those categories.

Choose By Brands

By selecting a brand, you can download a feed of all the products from all merchants who stock that brand.

Select in conjunction with merchants to download selected brand's products from specific merchants.

Categories

- Clothing & Accessories
- Computers & Software
- Electronics
- Entertainment
- Finance
- Gifts, Gadgets & Toys
- Health & Beauty
- Home & Garden
- Home Appliances
- Jewellery
- Sports
- Telephones & Faxes
- Tickets
- Travel
- Vehicles, Parts and Accessories

Merchants > select merchants

You have no merchants selected. Click here to add merchants.

Brands > select brands

You have no brands selected. Click here to add brands.

On the first page of the tool you can select the Categories, Merchants, and Brands you'd like to include within your feed. As you'll find out later in this guide, you can use any combination of the three to create a fully customised feed.

The **green** box above is our dynamic product counter. This counter will show you exactly how many products will be included in your datafeed, based on your current selection.

You will also notice the information panels above each selection field (highlighted by the **red** box). These summarised tips appear on both pages of the tool.

Page Two

1 Select Columns

Please select the columns you wish to download in your datafeed. You can select or deselect columns by using the checkboxes next to each column name.

2 Configure Your Datafeed

Once you have made your selection, you can arrange the order of the columns by clicking and dragging the field name up or down on the 'Selected Columns' list on the right. You may can deselect a column from the list by clicking on the corresponding ✖ symbol at any time.

To finalize your datafeed, please select your preferred Datafeed Format, Field Delimiter (separator), Compression Type, and Content Level.

3 Download

You can download your customised datafeed by clicking on the 'Download' button at the bottom of the page, or by using the Manual Download URL.

Datafeed Options

Columns select all | deselect all

<input checked="" type="checkbox"/> aw_deep_link	<input checked="" type="checkbox"/> aw_image_url	<input checked="" type="checkbox"/> aw_product_id
<input type="checkbox"/> aw_thumb_url	<input type="checkbox"/> brand_id	<input type="checkbox"/> brand_name
<input checked="" type="checkbox"/> category_id	<input checked="" type="checkbox"/> category_name	<input type="checkbox"/> commission_amount
<input type="checkbox"/> commission_group	<input type="checkbox"/> condition	<input type="checkbox"/> currency
<input checked="" type="checkbox"/> delivery_cost	<input type="checkbox"/> delivery_time	<input checked="" type="checkbox"/> description
<input type="checkbox"/> ean	<input checked="" type="checkbox"/> merchant_product_id	<input type="checkbox"/> in_stock
<input type="checkbox"/> is_adult	<input type="checkbox"/> is_hotpick	<input type="checkbox"/> isbn
<input type="checkbox"/> language	<input checked="" type="checkbox"/> merchant_category	<input checked="" type="checkbox"/> merchant_id
<input checked="" type="checkbox"/> merchant_name	<input type="checkbox"/> model_number	<input type="checkbox"/> mpn
<input type="checkbox"/> parent_product_id	<input type="checkbox"/> pre_order	<input checked="" type="checkbox"/> product_name
<input type="checkbox"/> promotional_text	<input type="checkbox"/> rrp_price	<input checked="" type="checkbox"/> search_price
<input type="checkbox"/> specifications	<input type="checkbox"/> stock_quantity	<input type="checkbox"/> store_price
<input type="checkbox"/> upc	<input type="checkbox"/> valid_from	<input type="checkbox"/> valid_to
<input type="checkbox"/> warranty	<input type="checkbox"/> web_offer	

Datafeed Format	Field Delimiter	Compression Type	Content Level
<input type="radio"/> XML	<input checked="" type="radio"/> comma	<input type="radio"/> gzip	<input checked="" type="radio"/> no preference
<input checked="" type="radio"/> CSV	<input type="radio"/> pipe	<input checked="" type="radio"/> zip	<input type="radio"/> clean
			<input type="radio"/> questionable
			<input type="radio"/> adult

Selected Columns drag to order

- merchant_id
- merchant_name ✖
- aw_product_id
- merchant_product_id ✖
- product_name ✖
- description ✖
- category_id ✖
- category_name ✖
- merchant_category ✖
- aw_deep_link ✖
- aw_image_url ✖
- search_price ✖
- delivery_cost ✖

Datafeed Download (manual URL download or download now)

```
http://datafeed.api.productserv.com/datafeed/download/apikey/4b80423da95747fbb1be3c08180b670f/cid/61,62,72,73,71,74,75,76,77,78,79,63,80,82,64,83,84,85,65,86,87,88,90,89,91,67,92,33,54,57,58/mid/1256/columns/merchant_id,merchant_name,aw_product_id,merchant_product_id,product_name,description,catego/format/csv/delimiter/,/compression/zip/
```

At the **top** of the second page, you will notice a simple 3-step process which you can follow to finalize your datafeed, and prepare it for download.

On the right-hand side of the page you will find a box with your **selected columns**. The column names in this box can be re-arranged by dragging and dropping them to create an order you prefer. You can find out more about selecting and organising columns in section 5. The **blue** box outlines the manual URL which is dynamically updated every time you change any of your selections.

4. Creating a Feed

In this section, we will explore the different types of data you can get from your feed and how to customise your feed fully, using our interface.

4.1 Categories, Merchants, and Brands

The first thing you will need to select when creating a new feed is whether you'd like to pull product data from a particular category, merchant, brand, or any combination of all three.

Categories

Categories	
<input type="checkbox"/>	Clothing & Accessories
<input checked="" type="checkbox"/>	Computers & Software
<input checked="" type="checkbox"/>	Electronics
<input checked="" type="checkbox"/>	Audio Equipment
<input type="checkbox"/>	Home Entertainment
<input checked="" type="checkbox"/>	Photography
<input type="checkbox"/>	Portable Audio
<input checked="" type="checkbox"/>	Televisions
<input type="checkbox"/>	Entertainment
<input type="checkbox"/>	Finance
<input type="checkbox"/>	Gifts, Gadgets & Toys
<input type="checkbox"/>	Health & Beauty
<input type="checkbox"/>	Home & Garden
<input type="checkbox"/>	Home Appliances
<input type="checkbox"/>	Jewellery
<input type="checkbox"/>	Sports
<input type="checkbox"/>	Telephones & Faxes
<input type="checkbox"/>	Tickets
<input type="checkbox"/>	Travel
<input type="checkbox"/>	Vehicles, Parts and Accessories

You can select the categories you wish to include in your feed by clicking on the **checkboxes** to the left of the category names.

Each category (or 'parent' category) contains a number of **sub-categories**.

If you'd like to specify which sub-categories to **include or exclude** from your feed, you can do so by clicking on the **+** or **-** buttons to expand or collapse the parent category.

Many sub-categories can be further expanded if you'd like to obtain product data about a specific area within a product category.

! NOTE: When selecting **only** a category (or any number of categories), your feed will contain data from **all** merchants who have products in those categories.

As you can see below, the **product counter** will constantly update the number of products expected to appear in your feed. In this example, we've selected all products in the 'Computer & Software' category, and only selected sub-categories from 'Electronics'.

Datafeed Download

12788

products in your feed. Click **next** when you are ready to configure your datafeed.

next >

Choose By Categories

You can select specific categories or sub-categories by using the checkboxes next to the category names. Edit selected subcategories by clicking on the sign to expand the main category.

Selecting any category will download all products from all merchants relevant to that category.

Categories

- Clothing & Accessories
- Computers & Software
- Electronics
 - Audio Equipment
 - Home Entertainment
 - Photography
 - Portable Audio
 - Televisions
- Entertainment
- Finance
- Gifts, Gadgets & Toys
- Health & Beauty
- Home & Garden
- Home Appliances
- Jewellery
- Sports
- Telephones & Faxes
- Tickets
- Travel
- Vehicles, Parts and Accessories

Choose By Merchants

Select any amount of merchants from the 'Select Merchants' pop-up. Simply click the symbol to remove a merchant from the list, or go back to the pop-up box to add to your selection.

If selected in conjunction with specific categories, your selection of merchants must contain products in at least one of those categories.

Merchants [> select merchants](#)

You have no merchants selected. Click here to add merchants.

Choose By Brands

By selecting a brand, you can download a feed of all the products from all merchants who stock that brand.

Select in conjunction with merchants to download selected brand's products from specific merchants.

Brands [> select brands](#)

You have no brands selected. Click here to add brands.

! NOTE: Dummy data has been used in all examples. Actual figures may vary.

Now we can add specific merchants to our selected categories to further refine our optimised feed.

Merchants

Merchants [select merchants](#)

You have no merchants selected. Click here to add merchants.

You can begin searching for merchants to add by clicking on the **Select Merchants** button in the 'Merchants' column.

An in-screen popup will then appear with a list of all of the merchant datafeeds available to you. In this popup you will see some **merchant information** such as the Merchant's ID, name, and the last time their feed was updated.

To select a merchant (or any number of merchants), simply click on the **checkbox** corresponding to that merchant. To **select or deselect all** merchants, use the relevant buttons in the top-right-hand corner of the popup.

You can also find a specific merchant that you are looking for. This can be done by typing in the name of the merchant in the **search box** at the top of the popup.

Once you have completed your selections, you can go back to the main page by clicking on the **save button** at the bottom.

Select Merchants

Search merchants [select all](#) | [deselect all](#)

ID	Merchant	Last Update	Download
1375	118golf	14/2/2009	<input type="checkbox"/>
2208	1staudiovisual	16/2/2009	<input type="checkbox"/>
530	7dayshop.com	14/2/2009	<input type="checkbox"/>
1552	991.com	17/2/2009	<input type="checkbox"/>
978	A Quarter Of...	4/12/2008	<input type="checkbox"/>
645	A1Gifts.co.uk	26/12/2008	<input type="checkbox"/>
802	Activity Superstore	26/1/2009	<input type="checkbox"/>
2199	Adili.com	28/11/2008	<input type="checkbox"/>
2069	Adnams Cellar & Kitchen	12/2/2009	<input type="checkbox"/>
1370	Adonis Grooming	4/4/2007	<input type="checkbox"/>
361	Advanced MP3 Players	17/2/2009	<input type="checkbox"/>
2034	all-up-and-on	14/2/2009	<input type="checkbox"/>
1445	Anya Hindmarch	17/2/2009	<input type="checkbox"/>
797	Appliance City	17/2/2009	<input type="checkbox"/>
445	Appliance-Direct.co.uk	5/7/2008	<input type="checkbox"/>
1635	Arena Flowers	16/2/2009	<input type="checkbox"/>
1433	Astley Clarke	17/2/2009	<input type="checkbox"/>

[save](#) or [cancel](#)

Select Merchants

Search merchants [select all](#) | [deselect all](#)

ID	Merchant	Last Update	Download
1256	Maplin Electronics Ltd	18/2/2009	<input checked="" type="checkbox"/>

In this example, we have used the search box to find and select Maplins. After clicking on the **checkbox**, we'll click the save button to go back to complete.

Datafeed Download

264 products in your feed. Click **next** when you are ready to configure your datafeed.

next ▶

Now, we can see the newly calculated **product total** for our feed has changed to a lower number.


So far we have selected the 'Computer & Software' **parent category**, **three sub-categories** in 'Electronics', and one **merchant** (Maplin Electronics).

Datafeed Download

264 products in your feed. Click **next** when you are ready to configure your datafeed.

next ▶

Choose By Categories


You can select specific categories or sub-categories by using the checkboxes next to the category names. Edit selected subcategories by clicking on the  sign to expand the main category.

Selecting any category will download all products from all merchants relevant to that category.

Categories

- Clothing & Accessories
- Computers & Software**
- Electronics**
 - Audio Equipment
 - Home Entertainment
 - Photography
 - Portable Audio
 - Televisions
- Entertainment
- Finance
- Gifts, Gadgets & Toys
- Health & Beauty
- Home & Garden
- Home Appliances
- Jewellery
- Sports
- Telephones & Faxes
- Tickets
- Travel
- Vehicles, Parts and Accessories

Choose By Merchants

Select any amount of merchants from the 'Select Merchants' pop-up. Simply click the  symbol to remove a merchant from the list, or go back to the pop-up box to add to your selection.

If selected in conjunction with specific categories, your selection of merchants must contain products in at least one of those categories.

Merchants

▶ [select merchants](#)

Maplin Electronics Ltd 

Choose By Brands

By selecting a brand, you can download a feed of all the products from all the merchants who stock that brand.

Select in conjunction with merchants to download selected brand's products from specific merchants.

Brands

▶ [select brands](#)

You have no brands selected. Click here to add brands.

! NOTE: The number products displayed in the counter is now the amount of products Maplin Electronics have in the categories we have selected.

Brands

You can also choose to download a datafeed for a particular brand, either solely, or as part of the filtering process when selecting categories and/or merchants.

We'll continue with the example that we've been using, and search for Logitech products from Maplin Electronics, only from the categories we have selected.

Select Brands	
Search brands	<input type="text" value="logitech"/> select all deselect all
Brand	Download
Logitech	<input checked="" type="checkbox"/>

To do this, we will search for 'Logitech' using the **search box** at the top of the Brands popup screen. We can then select the Logitech brand by clicking on the **checkbox** and then clicking on the 'save' button.

Datafeed Download		
<div style="border: 1px solid red; padding: 2px;">5</div> products in your feed. Click next when you are ready to configure your datafeed. next		
<p>Choose By Categories</p> <p>You can select specific categories or sub-categories by using the checkboxes next to the category names. Edit selected subcategories by clicking on the <input type="checkbox"/> sign to expand the main category.</p> <p>Selecting any category will download all products from all merchants relevant to that category.</p> <p>Categories</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clothing & Accessories <input checked="" type="checkbox"/> Computers & Software <input type="checkbox"/> Electronics <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Audio Equipment <input type="checkbox"/> Home Entertainment <input checked="" type="checkbox"/> Photography <input type="checkbox"/> Portable Audio <input checked="" type="checkbox"/> Televisions <input type="checkbox"/> Entertainment <input type="checkbox"/> Finance <input type="checkbox"/> Gifts, Gadgets & Toys <input type="checkbox"/> Health & Beauty <input type="checkbox"/> Home & Garden <input type="checkbox"/> Home Appliances <input type="checkbox"/> Jewellery <input type="checkbox"/> Sports <input type="checkbox"/> Telephones & Faxes <input type="checkbox"/> Tickets <input type="checkbox"/> Travel <input type="checkbox"/> Vehicles, Parts and Accessories 	<p>Choose By Merchants</p> <p>Select any amount of merchants from the 'Select Merchants' pop-up. Simply click the <input checked="" type="checkbox"/> symbol to remove a merchant from the list, or go back to the pop-up box to add to your selection.</p> <p>If selected in conjunction with specific categories, your selection of merchants must contain products in at least one of those categories.</p> <p>Merchants > select merchants</p> <ul style="list-style-type: none"> Maplin Electronics Ltd <input checked="" type="checkbox"/> 	<p>Choose By Brands</p> <p>By selecting a brand, you can download a feed of all the products from all the merchants who stock that brand.</p> <p>Select in conjunction with merchants to download selected brand's products from specific merchants.</p> <p>Brands > select brands</p> <ul style="list-style-type: none"> Logitech <input checked="" type="checkbox"/>

We can now see that the total **amount of products** in the counter has reduced again. This is now an exact number of the **Logitech branded** products in the Maplin Electronics feed that are relevant to the select product categories.

4.2 Selecting and Reordering columns

After selecting the combination of Categories, Merchants, and Brands, you can proceed to the second page of the datafeed builder by clicking on **next ▶**.

You should now see a screen that looks like this:

The screenshot displays the 'Datafeed Options' section of the Datafeed Builder. It is divided into three main steps: 'Select Columns', 'Configure Your Datafeed', and 'Download'. The 'Select Columns' step is highlighted with a red box, showing a grid of columns with checkboxes. The 'Configure Your Datafeed' step shows options for Datafeed Format (XML, CSV), Field Delimiter (comma, pipe), Compression Type (gzip, zip), and Content Level (no preference, clean, questionable, adult). The 'Download' step shows a 'Datafeed Download' section with a URL and a 'download' button. A 'Selected Columns' list on the right is also highlighted with a red box, showing a list of columns with a 'drag to order' handle and a red 'X' icon for each item.

Select Columns
Please select the columns you wish to download in your datafeed. You can select or deselect columns by using the checkboxes next to each column name.

Configure Your Datafeed
Once you have made your selection, you can arrange the order of the columns by clicking and dragging the field name up or down on the 'Selected Columns' list on the right. You may can deselect a column from the list by clicking on the corresponding ✖ symbol at any time.
To finalize your datafeed, please select your preferred Datafeed Format, Field Delimiter (separator), Compression Type, and Content Level.

Download
You can download your customised datafeed by clicking on the 'Download' button at the bottom of the page, or by using the Manual Download URL.

Datafeed Options

Columns

<input checked="" type="checkbox"/> aw_deep_link	<input checked="" type="checkbox"/> aw_image_url	<input checked="" type="checkbox"/> aw_product_id
<input type="checkbox"/> aw_thumb_url	<input type="checkbox"/> brand_id	<input type="checkbox"/> brand_name
<input checked="" type="checkbox"/> category_id	<input checked="" type="checkbox"/> category_name	<input type="checkbox"/> commission_amount
<input type="checkbox"/> commission_group	<input type="checkbox"/> condition	<input type="checkbox"/> currency
<input checked="" type="checkbox"/> delivery_cost	<input type="checkbox"/> delivery_time	<input checked="" type="checkbox"/> description
<input type="checkbox"/> ean	<input type="checkbox"/> merchant_product_id	<input type="checkbox"/> in_stock
<input type="checkbox"/> is_adult	<input type="checkbox"/> is_hotpick	<input type="checkbox"/> isbn
<input type="checkbox"/> language	<input checked="" type="checkbox"/> merchant_category	<input checked="" type="checkbox"/> merchant_id
<input checked="" type="checkbox"/> merchant_name	<input type="checkbox"/> model_number	<input type="checkbox"/> mpn
<input type="checkbox"/> parent_product_id	<input type="checkbox"/> pre_order	<input checked="" type="checkbox"/> product_name
<input type="checkbox"/> promotional_text	<input type="checkbox"/> rrp_price	<input checked="" type="checkbox"/> search_price
<input type="checkbox"/> specifications	<input type="checkbox"/> stock_quantity	<input type="checkbox"/> store_price
<input type="checkbox"/> upc	<input type="checkbox"/> valid_from	<input type="checkbox"/> valid_to
<input type="checkbox"/> warranty	<input type="checkbox"/> web_offer	

Datafeed Format **Field Delimiter** **Compression Type** **Content Level**

XML comma gzip no preference

CSV pipe zip clean

questionable

adult

Datafeed Download (manual URL download or download now)

http://datafeed.api.productserv.com/datafeed/download/apikey
/5f13438e626d30f909f415ca68b64bbf
/cid/61,62,72,73,71,75,76,77,78,79,63,80,82,64,83,84,85,65,86,87,88,90,89,91,67,92,33,54,57,58,60
/mid/1256/bid/256/columns
/merchant_id,merchant_name,aw_product_id,merchant_product_id,product_name,description,catego
/format/xml/compression/gzip/

Selected Columns drag to order

- merchant_id ✖
- merchant_name ✖
- aw_product_id ✖
- merchant_product_id ✖
- product_name ✖
- description ✖
- category_id ✖
- category_name ✖
- merchant_category ✖
- aw_deep_link ✖
- aw_image_url ✖
- search_price ✖
- delivery_cost ✖

download

Please see **Section 3** for interface explanation

In this section, we will be focussing on the sections highlighted in **red**.

You will notice that there are some columns preselected for you. These are columns which we usually include in our basic feeds, and which most merchants will provide by default.

Columns can be selected or deselected by using the relative **checkboxes**. Some columns have checkboxes which are greyed out. These are **compulsory columns** which cannot be removed from your feed.

If you are unsure what a particular column or field name means, you can see a **brief description** by hovering over the column name.

Once you are happy with your selection, you can change the order in which the fields will appear by using the 'Selected Columns' box.

To do this, you just need to click on the column you want to move, and **drag** it into the position you want it to be in. The column name at the top of the list will appear first in the datafeed.

You can also **remove** any column by using the **X** symbol.

4.3 Finalizing your Datafeed

To finalize your feed, you need to select the **format**, **delimiter** (for CSV only), **compression type**, and **content level**.

Datafeed Format	Field Delimiter	Compression Type	Content Level
<input type="radio"/> XML <input checked="" type="radio"/> CSV	<input checked="" type="radio"/> comma <input type="radio"/> pipe	<input type="radio"/> gzip <input checked="" type="radio"/> zip	<input type="radio"/> no preference <input type="radio"/> clean <input type="radio"/> questionable <input checked="" type="radio"/> adult

Please refer to **section 2** of this guide (Terminology) if you are unsure on any of these options.

4.4 Downloading

Once you are happy with all the selections you have made, you can choose to either download your feed directly from the interface, or to use the Manual URL.

To download directly, simply click on the 'download' button.

If you'd like to use the Manual URL to download the datafeed, you can copy the URL to your clipboard by right clicking in the URL textbox and selecting 'Copy' from the menu.

Datafeed Download (manual URL download or download now)

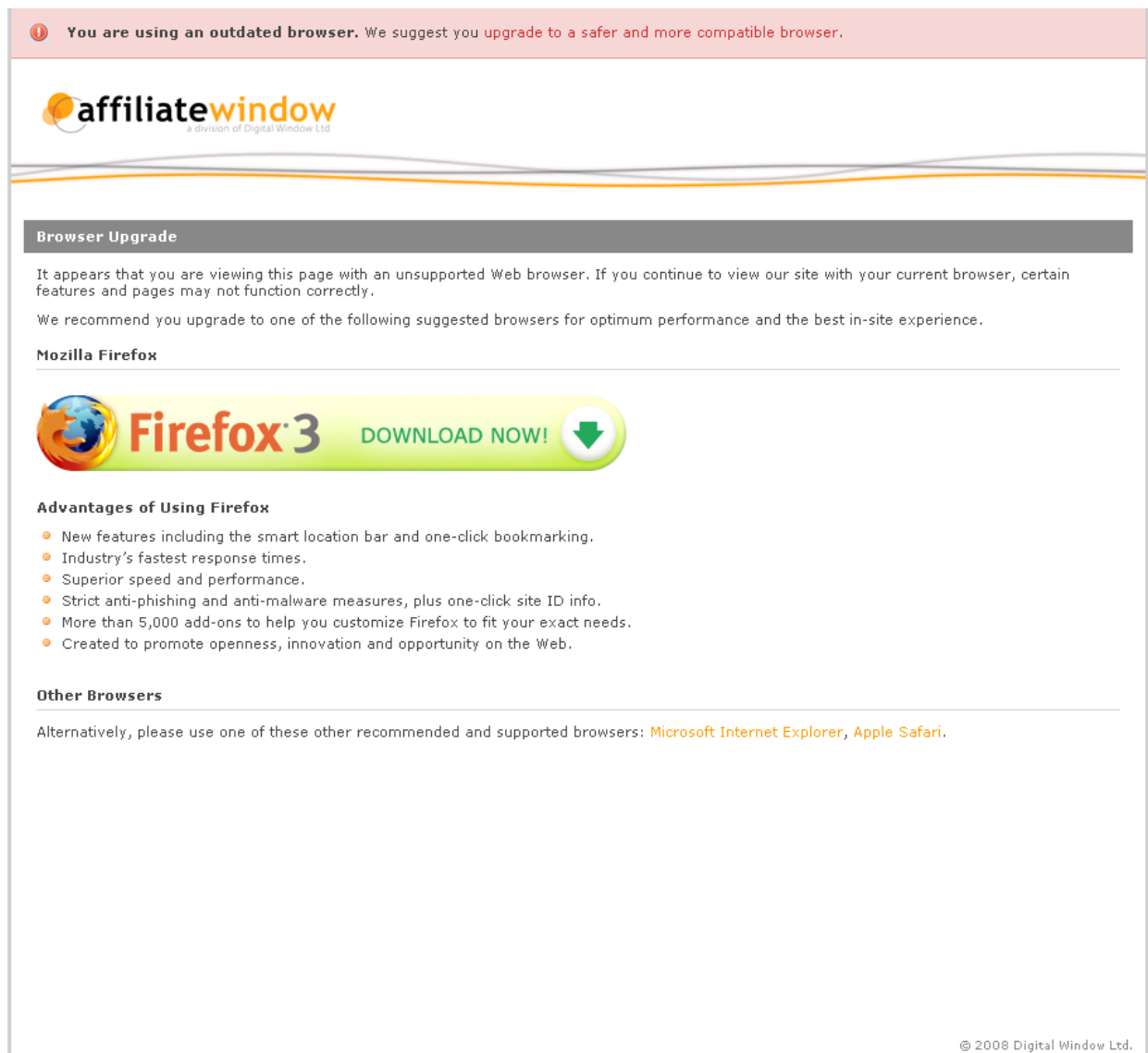
```
http://datafeed.api.productserve.com/datafeed/download/apikey/5f13438e626d30f909f415ca68b64bbf/cid/61,62,72,73,71,75,76,77,78,79,63,80,82,64,83,84,85,65,86,87,88,90,89,91,67,92,33,54,57,58,60/mid/1256/bid/256/columns/merchant_id,merchant_name,aw_product_id,merchant_product_id,product_name,description,catego/format/csv/delimiter/,/compression/zip/
```


5. Browser Upgrade


In the rare circumstances of your browser not being supported by Create-a-Feed, you will see a red bar on the top of your page. (shown below).

 You are using an outdated browser. We suggest you [upgrade to a safer and more compatible browser](#).

When clicking on the red text, you will be taken to the following 'browser upgrade' page



 You are using an outdated browser. We suggest you [upgrade to a safer and more compatible browser](#).


 **affiliatewindow**
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Browser Upgrade

It appears that you are viewing this page with an unsupported Web browser. If you continue to view our site with your current browser, certain features and pages may not function correctly.

We recommend you upgrade to one of the following suggested browsers for optimum performance and the best in-site experience.

Mozilla Firefox

 **Firefox 3** [DOWNLOAD NOW!](#) 

Advantages of Using Firefox

- New features including the smart location bar and one-click bookmarking.
- Industry's fastest response times.
- Superior speed and performance.
- Strict anti-phishing and anti-malware measures, plus one-click site ID info.
- More than 5,000 add-ons to help you customize Firefox to fit your exact needs.
- Created to promote openness, innovation and opportunity on the Web.

Other Browsers

Alternatively, please use one of these other recommended and supported browsers: [Microsoft Internet Explorer](#), [Apple Safari](#).

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We have recommended a number of free browsers for your consideration, and you can click through directly to their download pages by using the links provided.

AWin Create-a-Feed, and the Affiliate Window interface, is best viewed in Mozilla Firefox.