



CHECK24 Feedguideline

Your Path to the Perfect Product Data Feed

On the following pages, you will find a clear overview of all requirements for your product data feed. You will see which criteria must be met so that your products are created automatically. This ensures that your data is processed completely and correctly, and that your products appear quickly on our platform.

Go through the content step by step. At the end, use the checklist to verify that all points have been fulfilled.

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What is automatic product creation and why is it important?

CHECK24 can import and create your products directly from your feed using AI-supported tools. A fully and correctly completed product data feed ensures that your products are created automatically. This allows them to go online in the shortest possible time and be ready for sale.

Why is automatic product creation important?



Speed

Your products are online faster and available to customers.



Visibility

The more complete your data is, the better the visibility and sales opportunities.



Customer satisfaction

Well-prepared product information builds trust and increases the willingness to buy.

Your task



Fill in all required fields: Without these mandatory details, your products cannot be listed.



Category-specific attributes: These details are especially important, as they are crucial for precise assignment and better discoverability within the respective category.



Additional data: In addition to mandatory fields, you can also add your own information. Share all the details you have about your products.



Checklist: At the end of the guide, you will find a checklist that allows you to easily review all points ensures that your product data feed is complete and that your products go online quickly.

What are attributes and why are they important?

Attributes are the detailed characteristics of your products and form the basis for a clear and complete product description. These include, among other things, properties such as dimensions, color, material, or scope of delivery.

The more completely you maintain these attributes, the easier it is for customers to find your product and the faster they can make a purchase decision.

Your benefits when you fill out our feed template correctly:



More visibility: Well-maintained data makes your products easier to find.



More trust: Customers understand your product better and are more likely to make a purchase decision.



More sales: Complete information can prevent up to 50% of purchase cancellations.

¹ Source: Baymard Institute - Checkout Usability Studie

What are category-specific attributes?

Category-specific attributes are characteristics that are only relevant for certain product categories. If these attributes are missing, your products may be harder to find or customers may not have enough information to make a purchase decision.

Examples of category-specific attributes:

Beds & sofa beds: sleeping surface, maximum load, with mattress

Sofas: orientation (left corner when facing / right corner when facing)

Mattresses: sleeping surface, firmness level, removable cover

Pillows: removable cover, filling, filling weight, filling material

Chairs & armchairs: seat height, maximum load

Light bulbs & lamps: light source included, energy efficiency class, socket type

Product Title & Description

Product title:

A precise title ensures that your product is easier to find, clicked on more often, and correctly assigned.

Why this is important: better discoverability, higher click-through rate (CTR), correct assignment to product groups.

This is what the ideal title looks like:

Brand + product name + product type + material + color + dimensions

Beispiel: Dreammöbel „Dream“ Boxspringbett, , Kunstleder, schwarz, 180x200 cm

Where it makes sense, the order of the elements may be adjusted. What matters is that all relevant information is included.

Product description:

The product description should present the most important features clearly, neutrally, and in a well-structured way. We recommend using HTML, as this format allows paragraphs, lists, and highlights and significantly improves readability for customers. HTML is recommended but not mandatory.



Best Practice:

- Clearly highlight special features and concrete benefits
- Create structure using paragraphs and bullet points
- Present information in a way that supports purchasing decisions



Minimum requirement::

- Basic product information



Not suitable for product creation:

- Too short or incomplete descriptions
- Products without a description cannot be created
- Advertising or cross-selling content
- External links
- Variant selection (e.g. “available in 3 sizes...”)
- References to your own customer service or delivery service

Product Images

High-quality images are essential for building trust with your customers. They not only increase the likelihood of purchase, but also reduce follow-up questions and returns, as customers can clearly see what to expect.



Mandatory: Cut-out image

At least one cut-out image per product with a minimum resolution of 800 × 600 px is required.



Recommended: Lifestyle & detail images

Complement cut-out images with lifestyle images, detail shots, or sketches/dimension drawings to present your product in the best possible way.



Optional: Videos & 3D models

Share videos or 3D models with us to provide an even more comprehensive impression of your product.

Rules for product images:



No logos or watermarks

Avoid logos, watermarks, or other graphic elements that could distract from the product.



One product only, no variants

The main product image should not show additional variants (e.g. other colors or models).



Consistent style

Ensure a uniform image style across all products within a product category.



Minimum resolution

All images must have a minimum resolution of 800 × 600 px.

Checklist

Basic Data

- EAN (GTIN14) available for every product
- Only one EAN per product
- No duplicate EANs
- Seller_Offer_ID: present and unique
- Product name (name): checked according to the feed guide
- Only new goods are sold on the platform
- Category_Path: enter the appropriate product category (e.g. Boxspring bed)

Content & Texts

Description (description):

- Character limit removed
- Provided in HTML format where possible
- No shop or retailer-specific texts
- No variant selection
- No references to own customer service or delivery service
- Contains no external links

Scope of delivery (delivery_includes):

- Provided in the correct format (e.g. 1× table, 4× chairs)
- As many product-specific attributes as possible have been filled in
- Columns for information not available to you remain empty (no entries such as “0”, “X”, “not available”)

Dimensions, Material & Color

- Dimensions specified either in separate fields (height, depth, width) or combined in the dimensions (size) field in the format H × D × W (cm)
- Dimensions may be given in cm or mm; weight in kg or g
- Material specified correctly
- Color (color) specified

Stock & Shipping

- Stock quantity (stock_amount) is correct
- Shipping method (shipping_mode) selected
- Delivery time (delivery_time) entered
- Price (price) is correct

Checklist

Images

- Image resolution: at least 800 × 600 px
- Images are relevant and match the offer
- All required images are available (cut-out image, lifestyle images; optional: 3D models & videos)
- Existing YouTube links are provided
- Existing image links to 3D images are provided
- In GLB format (for Android)
- In USDZ format (for iOS)

Manufacturer Information

- Brand (brand) is specified
- Manufacturer name is specified
- Full address: street, postal code, city, country
- Valid email address



The points listed above in the checklist are the minimum requirements.
Please also enter all additional attributes that you have available.
You can find a list with explanations and examples in our attribute overview.

If an important attribute is not included in the overview, you can add it in a separate column.

Our downloads: [attribute overview](#) & [feed template](#).

For any questions regarding feed creation, you can contact your CHECK24 representative at any time. Our team will support you to ensure that your products go online quickly and successfully.