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Alpha International
Profit from our Performance



Product Feed

What is a product feed?

A product feed is an exchange of content data that can be used for a database and/or webshop environment. An electronic exchange of printer information is carried out with the associated supplies, including descriptions, dimensions, weight, images and so on. The customer can set the criteria via our online portal. As with the supply selector the product feed service is available to strategic and loyal customers of Alpha International.

What does the product feed involve?

If you have a clear idea of how you can integrate the content of the computer supplies and printers in a search method, then this might be the solution for you. The end user will then be able to find and order the right supplies for the right printer.

What does this mean for you?

The product feed ensures that you have constant access to a quality tool that is thorough and up to date with accurate stock and price information. There is no need for you to update the content of these product groups. Moreover, the end user will always find the right products, thus maximising the conversion. The only requirement is that you must have a clear idea of how to present the data clearly and uniformly to your visitors.

How does the product feed work?

The product feed is sent to you periodically by e-mail or FTP based on XML files. You then simply enter this data into your own database.

For more information about the structure of the XML files, you can find the technical documentation [here](#).