

# CONTENT GUIDELINES

MediaMarktSaturn Marketplace

**MediaMarktSaturn  
Marketplace**

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**MediaMarktSaturn**  
Marketplace



# CHAPTER 1

# GENERAL NOTES

Basics of product listing

# 1. General Notes

## Basics of product listing



On the marketplaces of MediaMarktSaturn Retail Group we offer our customers a broad assortment of various products. Due to the wide range and depth of the marketplace's assortment, an appealing product presentation is crucial. This enables us to support our customers in their purchasing decisions and make it easier for them to navigate the product ranges.

Therefore:

**The quality of your product data is crucial!**

In the following, you will find the basics for a product listing on the marketplaces of the MediaMarktSaturn Retail Group via the tool Mirakl. Your product will only be displayed on the marketplaces of the MediaMarktSaturn Retail Group once it has been uploaded without any errors. We will show you the correct description of your products and what impact insufficient information can have on your visibility on the marketplace.

These Content Guidelines serve merely as an orientation for the correct product data on the MediaMarktSaturn marketplace under the aspect of optimal sales presentation. Decisive for the correct description of your products are the governmental and legal regulations to which your product may be subject. You are solely responsible for compliance with these regulations.



## CHAPTER 2

# YOUR PRODUCT IN THE WEBSHOP

The overall presentation

# 2. Product Presentation in the Webshop

Product detail page, above the fold

## Titelzusammensetzung

**BLACK ROCK**

Brand

Automatically added to the title

**Backcover, Samsung, Galaxy S10, Polypropylen, Flex**

## Name template

Other attributes such as the product type, color (according to the manufacturer), etc. are added automatically

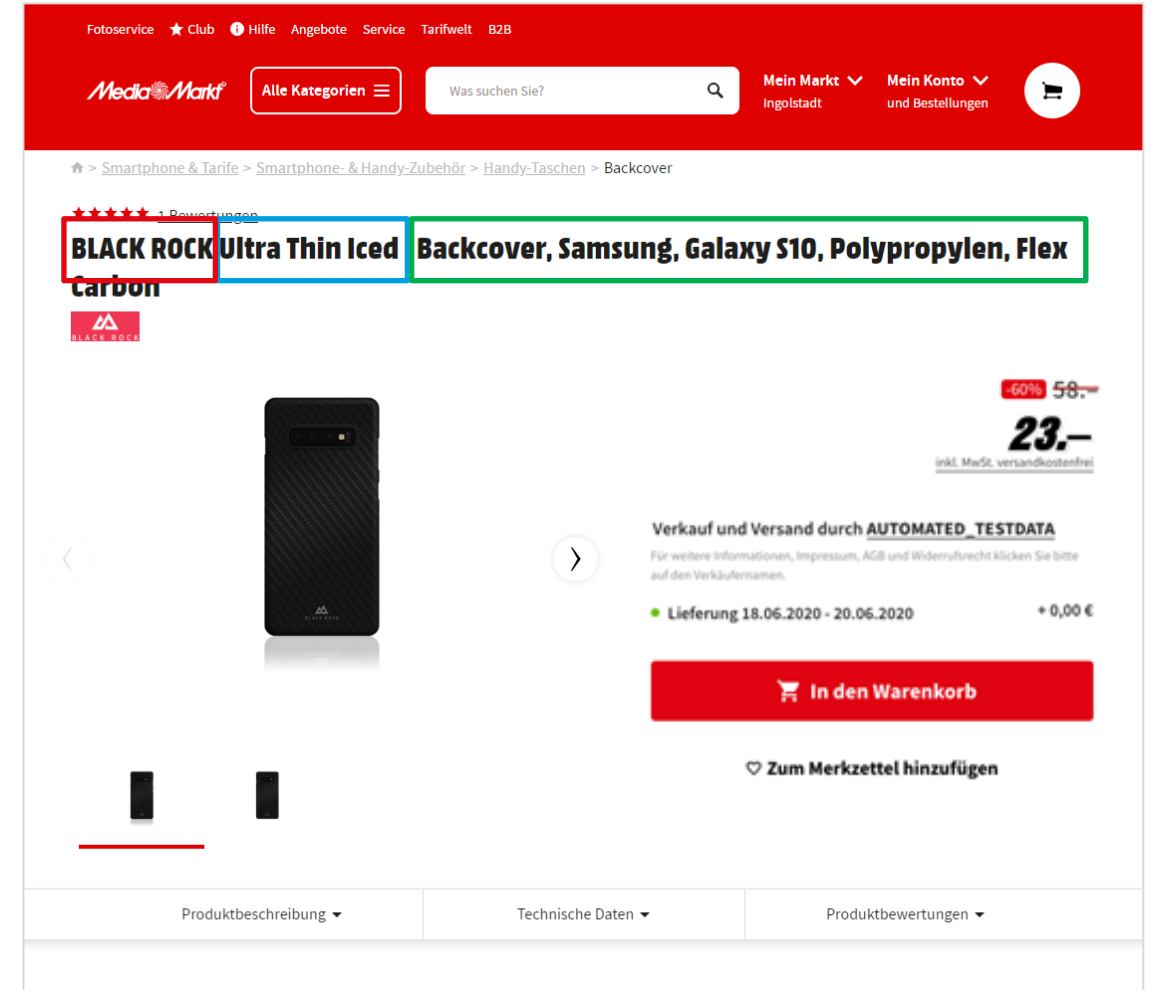
**Ultra Thin Iced**

MIRAKL Attribut: TITLE (DE)

Test\_Modell- oder Produktname

Titel (DE)      Test\_Modell- oder Produktname

Anbieter      MMS\_Test\_Shop



➔ There is NO need for additional information about product type, color, "Suitable for", manufacturer or size etc.. This information is automatically added to the played title in the webshop depending on the name template of the individual categories.

# 2. Product Presentation in the Webshop

Product detail page, below the fold

Produktbeschreibung ▾	Technische Daten ▾	Produktbewertungen ▾
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## ^ Produktbeschreibung

Mit diesem schicken Gadget überlassen Sie nichts dem Zufall!

Durch die Farbgebung in Flex Carbon sieht die Handyhülle einfach klasse aus. Bei dieser Schutzhülle handelt es sich um ein Backcover. Auch das verwendete Material (Polypropylen) punktet auf ganzer Linie. Smartphones von Samsung sind für diese Hülle passend. Passgenauer Schutz für folgendes Modell: Galaxy S10.

Sie möchten Ihr Smartphone vor unschönen Kratzern, Staub und Stößen schützen? Dann machen Sie mit dieser Handyhülle alles richtig!

## ^ Technische Daten

### Highlights

Produkttyp Handyhülle

Passend für Hersteller Samsung

Passend für Modell Galaxy S10

Farbe Flex Carbon

Material Polypropylen

Produkttyp Handyhülle

Passend für Hersteller Samsung

### Merkmale

Produkttyp Handyhülle

Passend für Hersteller Samsung

Passend für Modell Galaxy S10

**Product description text** (long descripton)

with formatting (if correct HTML tags were used)

**Attributes (product information)**

(required, recommended and optional)

The information on the product, as well as in the search facets, does not come from the product description, but from the corresponding attribute values that you have specified.

**The number and quality of the filled attributes has a direct influence on the search result and the facets of our webshop.**

The more complete the information and the better the use of the correct attribute field is, the more accurate will be the search and filter result for our customers.

## 2. product presentation in the web store - title composition

Please enter only the model or product name for the attribute "Title" in MIRAKL. Other attributes like product type or color will be added automatically in the webshop.

Representation in MIRAKL

★ SB-2080

Title (DE)	SB-2080
Brand	STEINBORG
Category	HOUSEHOLD APPLIANCES / SMALL KITCHEN APPLIANCES / TOASTER
EAN	4260677791687

### Product Description (DE)

<p>Dieser Langschlitz Toaster mit 1630 Watt toastet Ihr Brot, Ihre Br&ouml;tchen und sonstiges Brot aller Art, wobei nicht nur der Br&auuml;unungsgrad individuell eingestellt werden kann. </p>  
 <p>Das&nbsp;elegant, edle&nbsp;Design bietet ein Cool-Touch Geh&auuml;use (wird nicht warm) und liefert Ihnen k&ouml;stliche goldbraune Toasts.</p>  
 <p>Er bietet Ihnen breite Schlitzes&nbsp;insgesamt 4 Toast-/ Brot-scheiben. Das besondere ist, dass die 2 rechten Schlitzes von den 2 linken Schlitzes separat eingestellt werden k&ouml;nnen.</p>



Farbe (laut Hersteller) (DE)	Edelstahl
Produkttyp (DE)	Toaster
Anzahl Schlitzes	4
Maximale Leistung	1630W

Color legend:

BRAND

MIRAKL Attribut: Title (DE)

Name template (Vary by category) Other attributes such as the product type, color (according to the manufacturer), etc. are added automatically.

Presentation in the webshop

STEINBORG SB-2080 Toaster Edelstahl (1630 Watt, Schlitzes: 4)

Haushalt & Bad > K&uuml;chenkleinger&uuml;te > Toaster



23% 64,90  
**49.90**  
 inkl. MwSt. versandkostenfrei

Verkauf und Versand durch [Redacted]

F&uuml;r weitere Informationen, Impressum, AGB und Widerrufsrecht klicken Sie bitte auf den Verk&uuml;fernamen.

• Lieferung 19.03.2022 - 21.03.2022 + 0,00 €

In den Warenkorb





## CHAPTER 3

### MASTER DATA,

### MANDATORY FIELDS & ATTRIBUTES

The basics of listing



# 3.1 Product Category and Features

## Attributes and mandatory fields

### Product category

Select the categories

Filter...

BAGS AND PROTECTION

BODY CARE

COMPUTER

ACCESSORIES

AUDIO

COMPONENTS

GAMING AND TOYS

HARDWARE

ALL IN ONE PC

CONVERTIBLES

E-BOOK READER

GRAPHIC TABLETS

NOTEBOOKS

PC

PC COMPLETE SYSTEM

TABLETS


INPUT DEVICES

NETWORK TECHNOLOGY

PERIPHERAL

STORAGE

### Product features / Attributes



Display resolution (DE) *	
Operating system (DE)	
Touchscreen *	Nothing selected
Battery type (DE)	
Device type (DE) *	
Color display	Nothing selected
Color (DE) *	

In addition to the product master data, further information about your product is required. The scope and type of information required depends on the respective product category, as this defines the underlying data model.

Therefore, when listing your product, **make sure you select the correct category**, only this will ensure that your product can be presented correctly in the webshop.

The category tree is structured in three levels, which represents the assortment domain on the first level, the product category on the second level and the product type itself on the third level.

### Product features / Attributes

After you have defined the product category you should define the product features / attributes. Mandatory fields are marked with \*. In addition to the mandatory fields, we recommend that you specify as many other attributes as possible. The possible effects of missing information can be found on the next page.

When specifying the attributes, pay special attention to the mandatory field [Device type]. This attribute determines in which product category your product will be displayed in the webshop for the customer.

# 3.2 Attributes and Mandatory Fields

Priorities of the possible specifications

	Description	Implications in case of missing data
Required	In order to list a product on the marketplace, it is mandatory to provide this information.	<ul style="list-style-type: none"><li>› Listing not possible</li></ul>
Recommended	This information is highly relevant for our customers and is used by our systems e.g. for filters and facets or name templates.	<ul style="list-style-type: none"><li>› Lack of USP communication</li><li>› Impaired findability &amp; conversion</li></ul>
Optional	Such fields offer space for further detailed information and provide the possibility to describe the product even more precisely.	<ul style="list-style-type: none"><li>› Impaired findability &amp; conversion</li></ul>
Other labelling requirements	If there are special legal requirements for your product, you must ensure the legally compliant description!	Observe regulations on liability and indemnity in your seller agreement. Compliance with legal requirements is your sole responsibility!

# 3.3 Product Description: Formatting and HTML-tags

## Format product descriptions correctly

In the "Product description" field you can formulate a description of your product. By using HTML tags, this description can be formatted in a visually appealing way. For formatting please use the following HTML tags:

LIST (unsorted), BREAK, HEADER H3 und PARAGRAPH

Source text	Result
<pre>&lt;h3&gt;Dies ist eine Überschrift&lt;/h3&gt; &lt;p&gt;Fließtext Absatz 1&lt;br&gt; Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam volu &lt;/p&gt; &lt;h3&gt;Noch eine Überschrift&lt;/h3&gt; &lt;ul&gt; &lt;li&gt;Listen Element 1&lt;/li&gt; &lt;li&gt;Listen Element 2&lt;/li&gt; &lt;li&gt;Listen Element 3&lt;/li&gt; &lt;/ul&gt; &lt;p&gt;Fließtext Absatz 2&lt;br&gt; Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea tak &lt;/p&gt;</pre>	<p><b>Dies ist eine Überschrift</b></p> <p>Fließtext Absatz 1 Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam volu</p> <p><b>Noch eine Überschrift</b></p> <ul style="list-style-type: none"><li>Listen Element 1</li><li>Listen Element 2</li><li>Listen Element 3</li></ul> <p>Fließtext Absatz 2 Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea tak</p>

Other tags and formats are not allowed.

You cannot format the attribute values. The values of the individual attributes are broadcasted with a fixed defined formatting to ensure a uniform appearance of our webshop.



“

## CHAPTER 4

# LEGAL COMPLIANCE &

# LABELLING OBLIGATIONS

Prevention of legal violations

# 4. Legal Compliance

## Correct product presentation according to competition law

You know your products, and MediaMarktSaturn Retail Group accordingly assumes that you are aware of and comply with the legal requirements for the products you sell.

Compliance with the legal requirements for your products is your sole responsibility. In case of uncertainty, we recommend consulting an expert lawyer.

As a guide, here is a selection of possible legal topics that you may need to consider in your product description and presentation. The exemplary list represents only a selection, but not an all-inclusive list of all possible labeling obligations and does not claim to be legally correct.

### Act against Unfair Competition

Consider the regulations of the UWG when formulating your product description. Refrain from using superlatives and make sure to present the function and performance of your product objectively.

### Copyright and Trademark law

Do not infringe any copyrights or trademark rights of service providers, rights holders or competitors, in particular also within the scope of product descriptions and product images.

### Energy consumption labelling

Numerous product groups and goods that are advertised or sold to consumers in the European Union must comply with the associated EU directives on energy labelling. In addition to the standardized determination of consumption data, this also includes the provision of various information for the consumer such as: Energy efficiency class, valid scale, EU energy label, EU data sheet/ fiche.

### Price information regulation

Consumables, liquids, various foodstuffs and many other goods require the indication of a basic price. For this purpose, the exact filling quantity and other calculation bases must be provided.

### Information on hazardous substances and dangerous goods

If the products you distribute are items that are hazardous materials or contain a hazardous substance, ensure the appropriate labeling for customers and logistics personnel!

### Detergent regulation

The EU Detergents Regulation defines the labeling requirements and information obligations for manufacturers and sellers of detergents, i.e. washing and cleaning detergents.

## 4. Legal Compliance

### Correct product presentation according to competition law

In addition to the above-mentioned regulations and laws, there may be further labeling requirements for your assortments.

Other information requirements may arise from existing or new judgements or judicial decisions that require additional information when advertising with certain claims or prohibit advertising with certain claims.

Make sure you stay up to date on legal counsel, recent articles in the trade press and publications to ensure proper presentation of your products.

*Please note the relevant passages from your Seller Agreement and the Terms & Conditions of the MediaMarktSaturn platform.*



# 4.2 Attention: Trademark violation

## Product Images



In order to avoid a **trademark infringement**, please note the following:



A trademark infringement exists as soon as you use a protected or commonly known “brand” without consent.



Make the brand logo **unrecognizable**.



If you need a product of another brand to make the usefulness of your product clearer, please refrain from using unique trademarks.





## 4.3 „Identify“ toys correctly

### EU DIRECTIVE 2009/48

warnings (DE)	Achtung! + „appropriate warning“	▶▶	Warnings (DE) must begin with the word “Achtung” (Attention)
Number of educational games (DE)			
Age recommendation (DE)	Ab 3 Jahren	▶▶	An age recommendation according to the manufacturer (DE) must be indicated.
Number of players (DE)		▶▶	Warnings shall be provided in <b>German</b>
Bluetooth		▶▶	The corresponding warning can be found in the relevant regulation.
Compatible with app			
RF transmission range			
Test result (DE)			

An example:

**warnings (DE)** “Achtung! Nicht für Kinder unter drei Jahren geeignet.“

**Age recommendation (DE)** “Ab 3 Jahren“



”

## CHAPTER 5

# PRODUCT IMAGES & ASSETS

Visualization for the customer

# 5.1 Product Images

Minimum size 1200 x 1200 pixel



## Main Product Image

Shows the entire product in the front view. More detailed information can be found on p.17.

**Minimum size**  
**1200 x 1200 pixel**  
**White background**

## Additional Product Image

Shows the entire product from a different perspective.

**Minimum size**  
**1200 x 1200 pixel**  
**White background**

## Product Detail View

Shows a section of the product in detailed view.

**Minimum size**  
**1200 x 1200 pixel**  
**White background**

## Lifestyle Image

Shows the product in everyday use.

**Minimum size**  
**1200 x 1200 pixel**

# 5.1 Product Images: Main Product Image

## Main Product Image

The Main Product Image is the main image and therefore the figurehead of your product. It is the image that is displayed first for presentation on the product detail page, in list views and on other placements. Please note that only the offered product should be shown here. No accessories that are not included in the scope of delivery or decorative elements may be depicted on the Main Product Image.



## Requirements for the Main Product Image:



Front view of the product



**Minimum size 1200 x 1200 pixel**



**White background**



No shadowing or lighting effects



JPG, PNG, TIFF, EPS, color space: RGB



Avoid incorrect clipping paths and cuts



No collages, packaging, logos or watermarks

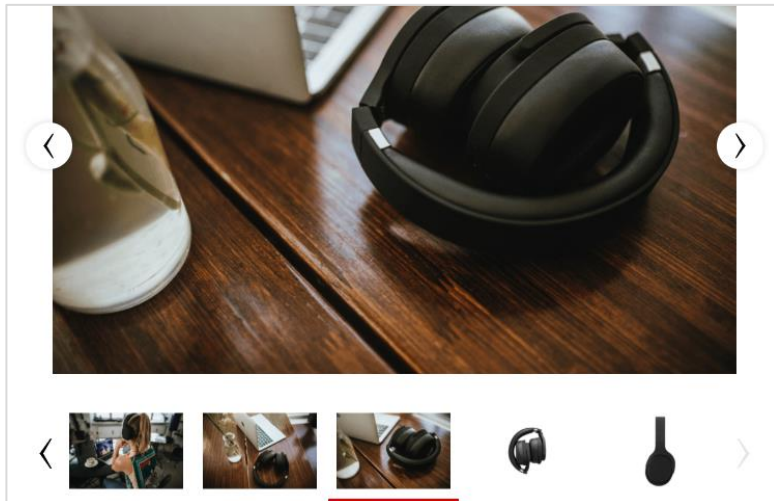


No depiction of decorative elements or accessories that are not included in the scope of delivery

# 5.1 Product Images: Other Product Images

## Other product Images

Apart from the Main Product Image, we expect other images. You may design these more freely to explain the benefits of your product to our customers as well as possible.



## Requirements for other product images:



**Minimum size 1200 x 1200 pixel**



No depiction of accessories that are not included in the scope of delivery



JPG, PNG; color space: RGB



Avoid incorrect clipping paths and cuts



No test logos, certificates or watermarks



If there are items shown in your pictures that are not included, please mention this in the product description

# 5.1 Product Images

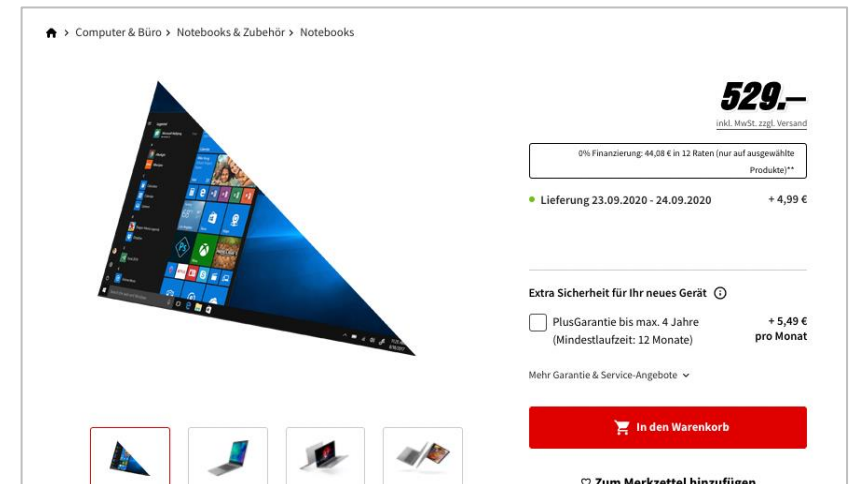
## Image paths and cuts



Always pay attention to possible stored image paths for the images used. For all your images, use only exact-fit cuts or make sure that no paths are saved. Additional paths (wrong or retouching) can cause cut off or shifted renderings. This only becomes apparent once your product is visible to our customers in the webshop.



If you are unsure, please delete all paths before uploading your images to our platform.



# 5.1 Product Images

## Not allowed image data



The product images may only show your product in different views. Advertising statements on the image data are not allowed.

Please note that we cannot accept the following images:

- No integrated seller logos / brand names or watermarks
- No test logos in general
- No test certificates
- No images of packaging

It is generally not possible to integrate test logos, as this requires documentation of the license on the one hand and, on the other, extensive information obligations under competition law must be ensured.

# 5.1 Product images

Please note:



When exchanging images, it is necessary to upload the new images with a **new image URL** (otherwise no system-side change and the initially imported image will still be played out online)



Basically, you can only change images or attribute values, but not delete them



If there are items shown in your pictures that are not included, please mention this in the product description



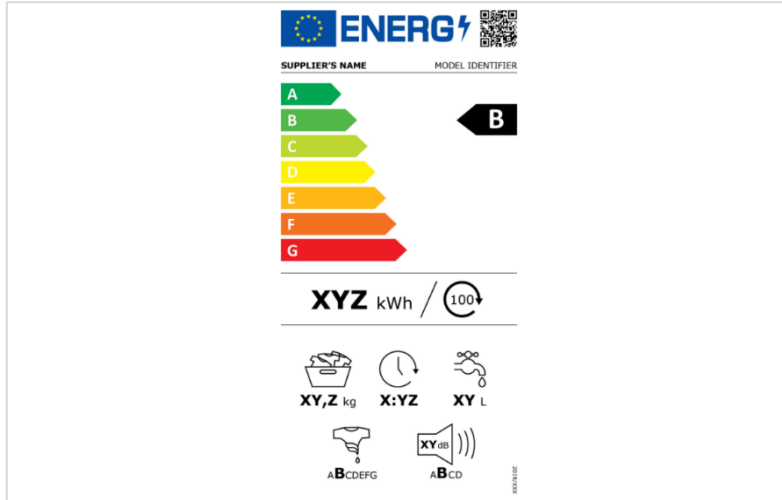
Text passages on further product images are only allowed in German or English





# 5.2 Energy Labels and EU Product Data Sheet (upload as **PDF**)

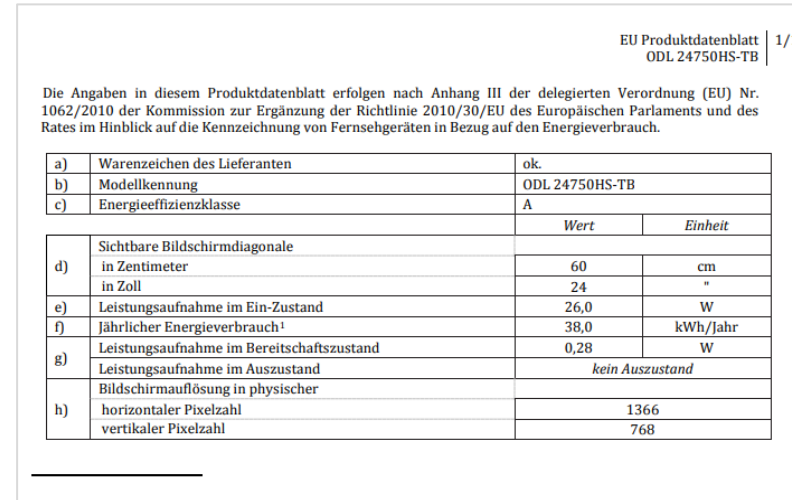
Labeling requirements of your product



## Energy label

Labels must comply with the valid EU regulation and must be uploaded in good quality and **in PDF format** (not JPG, not PNG) under the required attributes.

Whether this information is required for your product must be clarified by the supplier.



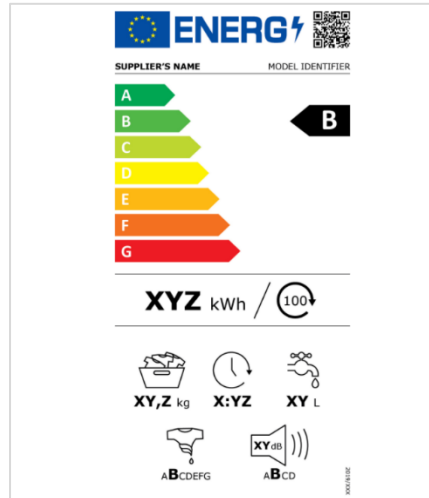
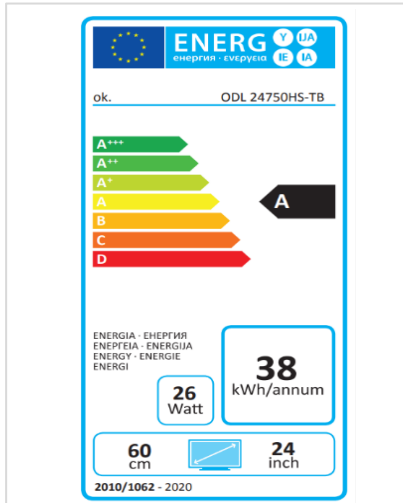
## EU product data sheet

EU data sheets must comply with the valid EU regulation and must be uploaded in good quality and **in PDF format** (not JPG, not PNG) under the required attributes.

Whether this information is required for your product must be clarified by the supplier.

# 5.2 Energy Labels

Please note the respective regulations for energy labels for your product



For attribute maintenance and energy label upload applies:



Upload **in PDF format** (all other formats cannot be processed)



Do not upload with the product images, only in the corresponding attribute fields

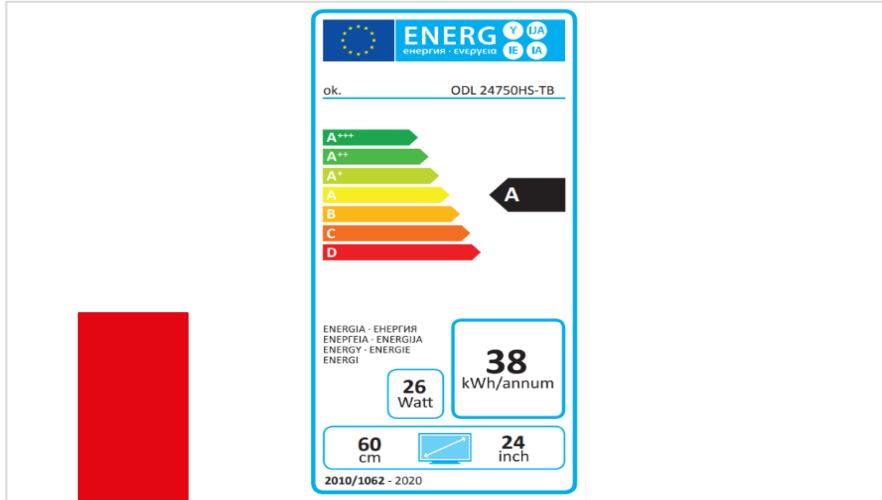


Do not upload energy label in both attribute fields, but only in the corresponding one



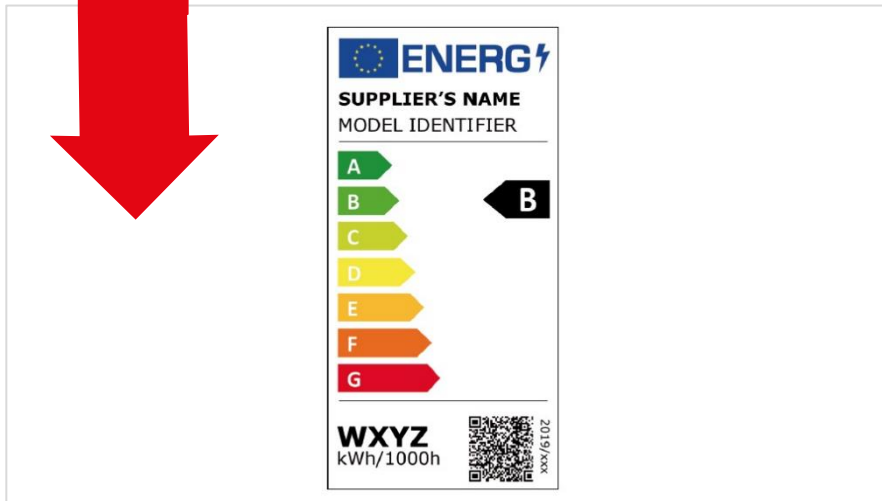
The attribute "EU Energy Efficiency Scale" or "Energy Label (EU 2017/1369)" must always be filled in, otherwise the energy label will not be displayed in the webshop

## 5.2 Change from the Old to the New Energy Label using the Example of Illuminants - with Corresponding Attributes



### Old energy label and corresponding attributes

Energy Label	ATTR_PROD_MP_EnergyLabel
Energy Datasheet	ATTR_PROD_MP_EnergyDataSheet
EU Energy Efficiency Scale	PROD_FEAT_(Number depends on category)



### New energy label and corresponding attributes E.g. illuminants as of September 2021

Energy Label (EU2017/1369)	ATTR_PROD_MP_EnergyLabel_EU2017/1369
Energy Datasheet (EU2017/1369)	ATTR_PROD_MP_EnergyDataSheet_EU2017/1369
Energy efficiency class* (EU 2017/1369)	PROD_FEAT_91100



## Chapter 6



# MIRAKL Catalogmanager



MediaMarktSaturn  
Marketplace



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- 1** Overview product imports
- 2** Context feature for selecting a sales channel
- 3** Status in the catalog management at MIRAKL
- 4** Troubleshooting in MIRAKL
- 5** Examples of error messages in MIRAKL
- 6** Explanation of rejection reasons and codes in MIRAKL
- 7** Help Portal MIRAKI

# Overview product imports

1



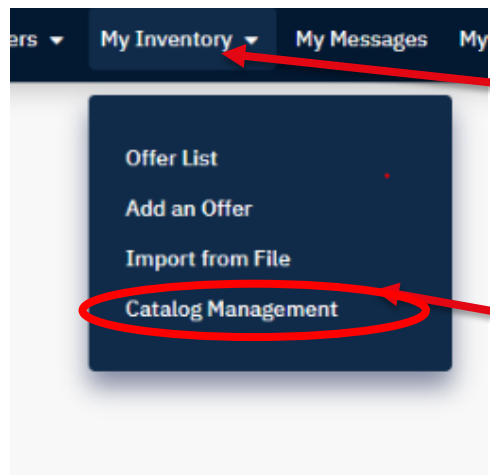
Products cannot be created manually via the MIRAKL mask.



Product import into MIRAKL is now only possible using the following import modes:

1. EXCEL
2. CSV
3. API
4. FTP Server

Please note the following steps for a product import via Excel and CSV into MIRAKL:

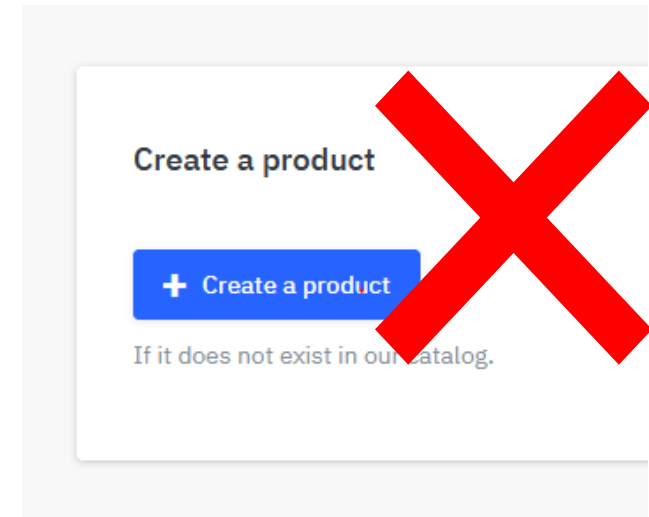


Click on "My Inventory" in MIRAKL

Click on "Import from file" (page 7 for more info)

## ATTENTION!!!

The option to create a product manually via the creation form (see screenshot) using the "Create a product" function is currently not available



**Note:** Products that are nevertheless imported via the creation form are automatically deleted without notification! No further product processing takes place here. You will not receive an e-mail after the deletion of the products.

# Context feature for selecting a sales channel



To check your products, you must always select "Mediamarkt.de" in the "Context" drop-down menu in catalogue management before following the steps below.



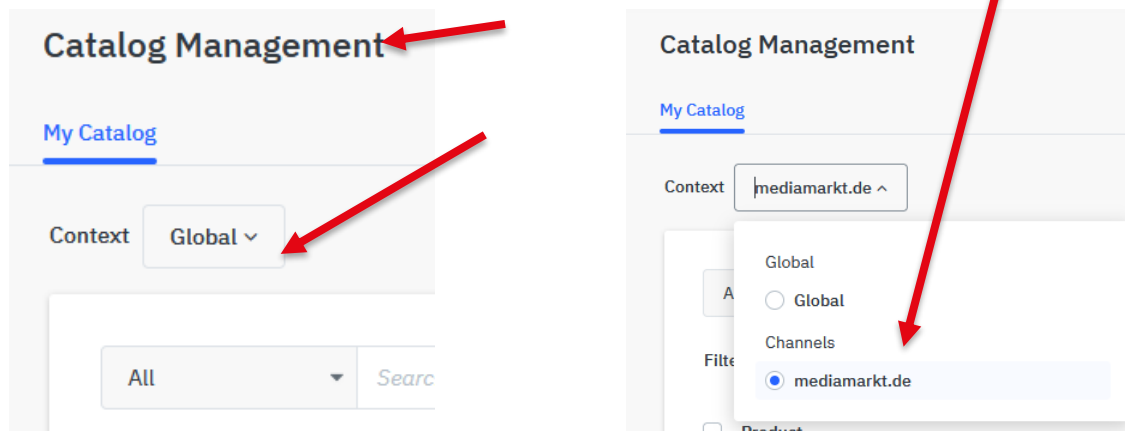
**Context feature:** In this menu you can select "Global" on the one hand and the two channels "Mediamarkt.de" or "Saturn.de" on the other (see screenshot). In the following we will explain what you have to understand by this:

**Global:** In this selection you will see your products in the context of all available marketplace countries - irrelevant for you, please do not select.

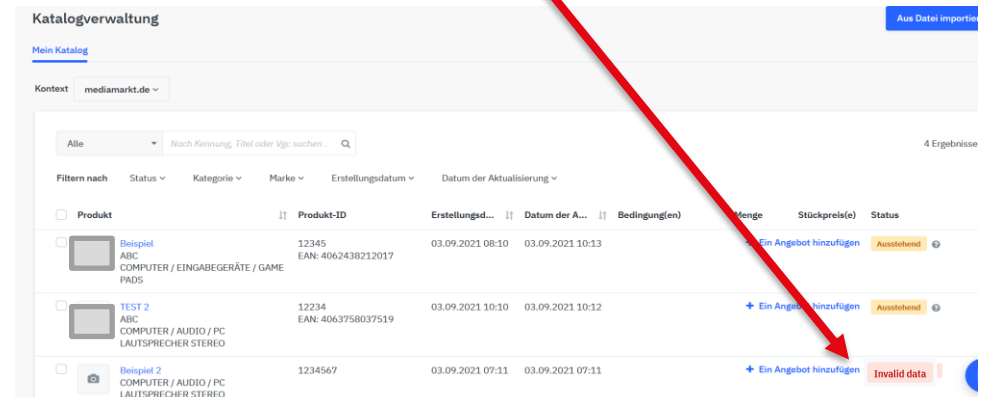
**Mediamarkt.de AND Saturn.de:** In these channels you will see all your products for the German marketplace - regardless of whether you offer products on Mediamarkt.de and/or Saturn.de.

Please note: You can only select "Mediamarkt.de" OR "Saturn.de" here - you will still see ALL of your listed products and also edit all products for BOTH marketplaces. Please select one of the two channels here.

Go to your catalogue management in MIRA KL and select Mediamarkt.de OR "Saturn.de" from the drop-down menu at Context.



Please check your products for errors (see the following page) if your product is set to "invalid data".



# Status in the catalog management at MIRAKL

3



In future you will find two product statuses: "Pending" and "Invalid data".



Your products will only be processed by the Content Team if the product status is "Pending".

## Status

pending



### Status: "Pending"

You have uploaded your product with all correct and complete product information (such as: required attributes, correct values, image sizes, EEK label in correct file format, etc.).

## Status

Invalid data

### Status: "Invalid data":

You have **NOT** uploaded your product with all correct and complete product information (such as: missing required attributes, incorrect value information, image sizes too small, EEK label in the wrong file format, etc.).

### You have the following options for troubleshooting (product editing):

1. Processing of errors with the help of the error report (you will receive this by e-mail after the product upload or in MIRAKL under File Import/ Check Product Import) (page 13 -14)
2. Editing of products directly in the catalogue manager in the source of your product on the product detail page (page 15 - 16)



# View error report in MIRAKL and download via EXCEL

Status

Invalid data

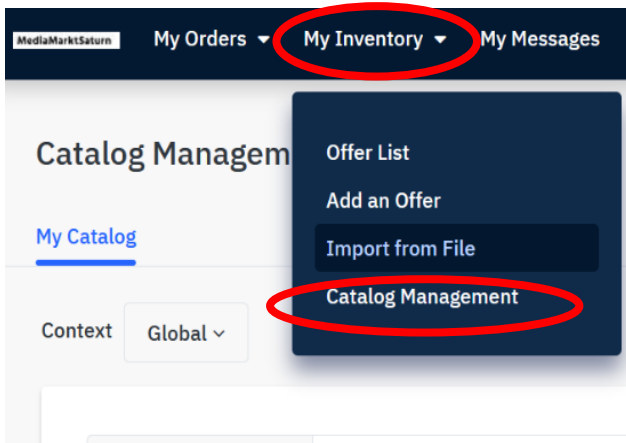
4

➤ If your product status is "invalid data", please check the errors on your own. Please correct the errors until the product status is set to "Pending".

➤ To do this, please go to "My inventory" from Import file to check product imports -> Download conversion error report -> View error report in Excel and improve Import file back into MIRAKL

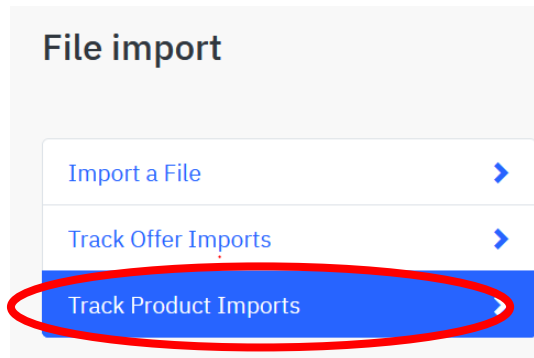
1

My inventory ->  
Import from file



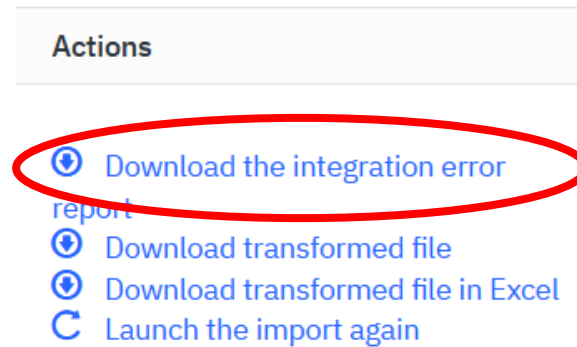
2

File import -> Check  
product imports



3

Download error report



4

View and improve error  
report in Excel (page 8)



A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	202007	EXP	142380	EXP	1070	1500	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
2	20200806	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR
3	20200806	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR
4	20200806	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR	Test_EUR
5																	

5



Upload corrected products  
back into MIRAKL

# View bug report in MIRAKL and download via EXCEL

Status

Invalid data



## Examples of the error messages in the downloaded Excel file

You will always find your error messages in column "Errors". In the following example, in column EZ. As you can see, a value was entered here for the attribute 'PROD\_FEAT\_00003' which was not in the value list. Please select a value that is available in the value list.

	A	B	C	D	E	F	EZ	FA	FB	FC	FD	FE	FF	FG	FH	FI
1	CATEGORY	EAN	SHOP_SKU	BRAND	ATTR_PROD_M	TITLE	errors									
2	TASCHEN & SCH	Test_EAN	Test_SKU	Test_Brand	B-2928	Test_Titel	2006 The attribute 'PROD_FEAT_00003' (Color (basic)) is not in the possible values set in the value list									
3	TASCHEN & SCH	Test_EAN	Test_SKU	Test_Brand	B-2933	Test_Titel	2006 The attribute 'PROD_FEAT_00003' (Color (basic)) is not in the possible values set in the value list									
4	TASCHEN & SCH	Test_EAN	Test_SKU	Test_Brand	B-2939	Test_Titel	2006 The attribute 'PROD_FEAT_00003' (Color (basic)) is not in the possible values set in the value list									
5																
6																

# View error report in MIRAKL and edit in catalog management

Status

Invalid data

4

View errors directly in your catalogue manager and edit products directly in MIRAKL on the product detail page

Please view your products in your catalogue management in MIRAKL and go to the source on the product detail page of your product (not the master file): here the errors are displayed by Mirakl (marked in color). Please correct the errors until the product status is set to "Pending".

1

My inventory ->  
Catalog Management

2

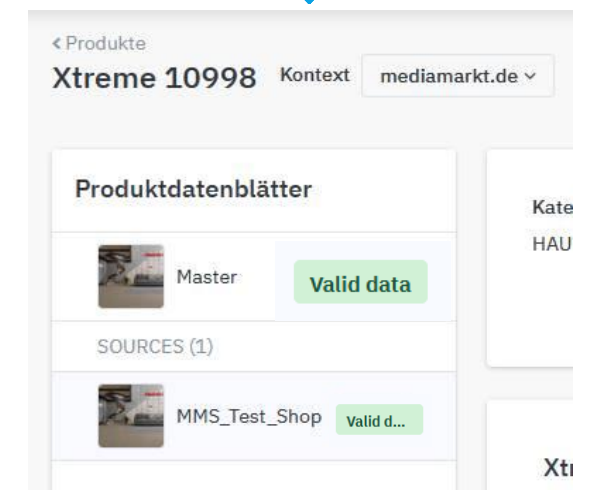
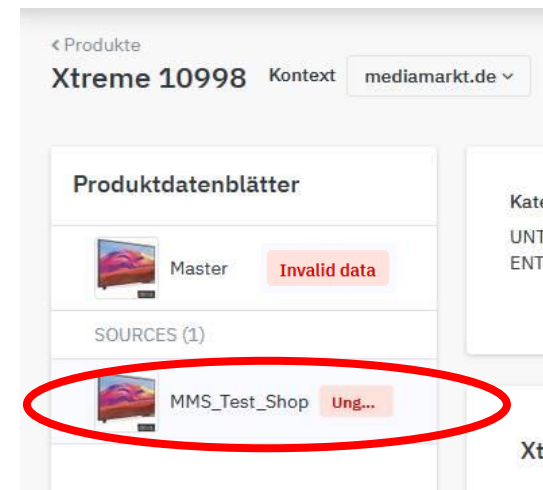
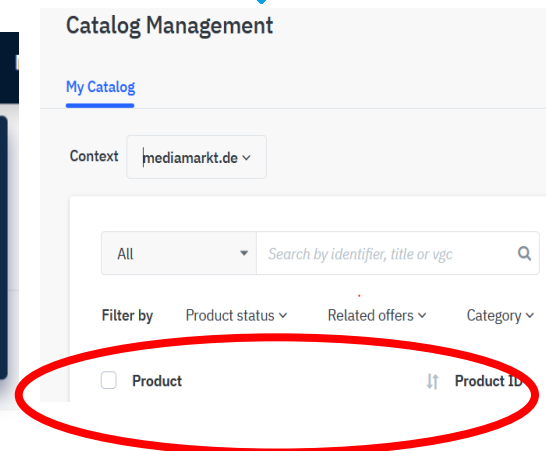
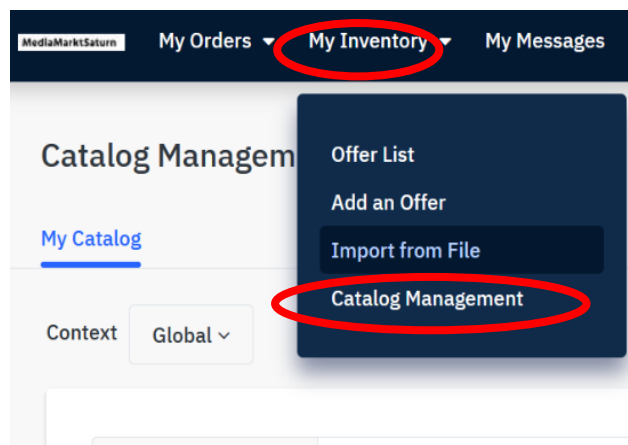
Click on the product to go to  
the product detail page (select  
the right context beforehand)

3

Click on the SOURCE of the  
product to get the errors  
displayed and click on *Edit*

4

Correct your product  
directly on the product  
detail page (Please ignore  
mandatory attributes with (ES))



# Examples of error messages in MIRAKL

Examples of error messages in the source on the product detail page in the catalogue management at MIRAKL

## Example error messages for attributes

Please note the different error messages such as missing required attributes, wrong value specifications, EEK label in the wrong file format, etc.).

Device type (DE) ! This attribute is required.

Color (DE) ! This attribute is required.

Color (basic) ! This attribute is required.

Energy Label (DE) ! This file is not available.  
! Unable to download the media.

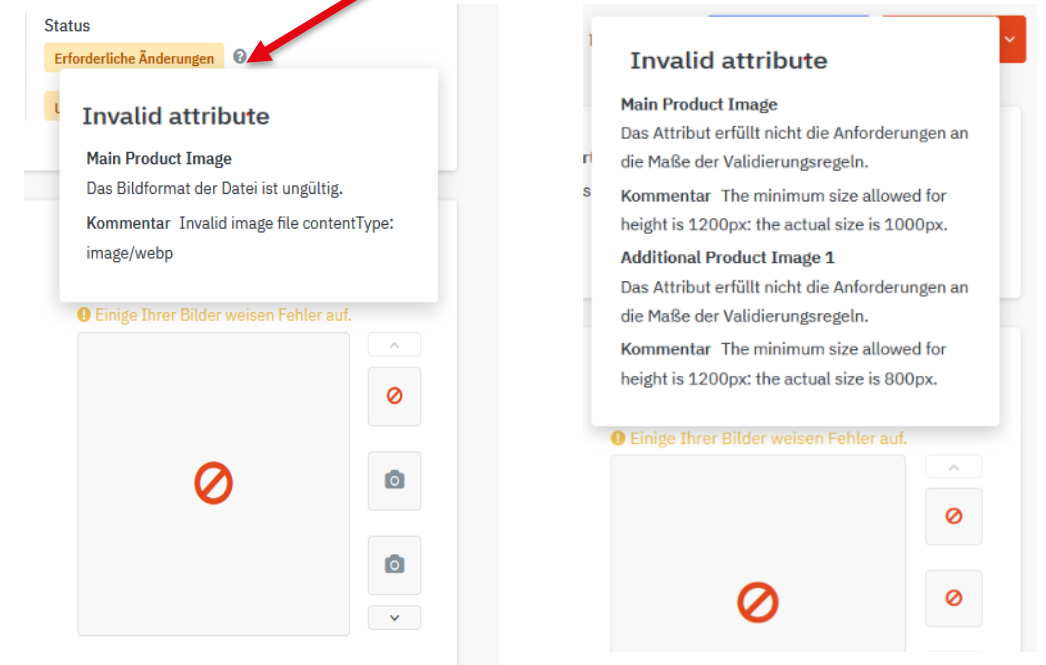
Scope of delivery (DE) ! This attribute is required.

Width cm ! The value must be conform to the following pattern: ^(((0-9){1}(.)[0-9]{1} ))(0-9){1} )?(mm cm m)\$

Depth cm ! The value must be conform to the following pattern: ^(((0-9){1}(.)[0-9]{1} ))(0-9){1} )?(mm cm m)\$

## Example error messages for images

Please click on the question mark to display the error messages



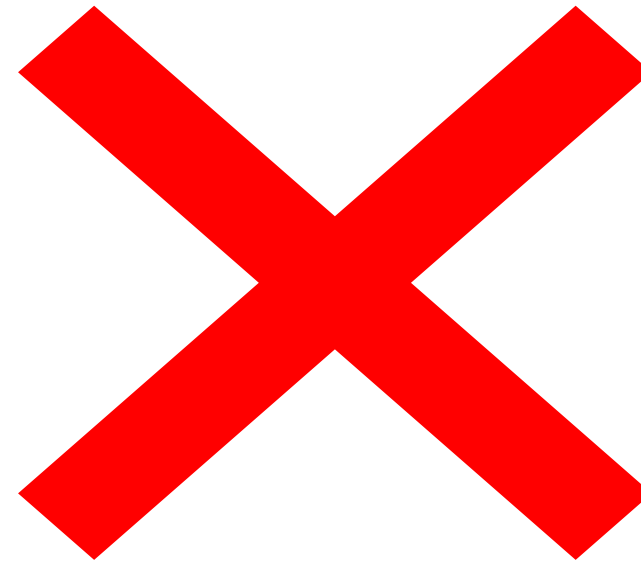
# Examples of error messages in MIRAKL

5

Examples of **SPANISH** error messages in the source on the product detail page in the catalogue management at MIRAKL

**! Please ignore the required changes for attributes that have the abbreviation (ES) at the end. Please do not make any changes here. Please do not maintain attributes with identifier (ES).**

Title (ES)	! This attribute is required.
Weight (according to the manufacturer) (ES)	! This attribute is required.
Scope of delivery (ES)	! This attribute is required.
Color (ES)	! This attribute is required.
Device type (ES)	! This attribute is required.



# Explanation of rejection reasons and codes in MIRAKL



Category	Code	Short description	Rejection reason	Detailed description code: EN (english)
Attributes	ATE	ATE: Attributes Error	Attributes Error; Code ATE: Please go into the source and correct any error messages that are displayed.	Please check the source of the product and correct any error messages that are displayed.
Attributes	ATS	ATS: attributes Scope of delivery	Scope of delivery; Code ATS: Please specify the scope of delivery completely (quantity + product and any accessories)	Please specify the scope of delivery completely (quantity + product and any accessories)
Attributes	ATD	ATD: Attributes Device Type	Devicetype; Code ATD: Please specify a generic device type.	Please specify a generic device type.
Attributes	ATC	ATC: Attribute Color	Color; Code ATC: Please fill in color and color (normalized) correctly.	Please fill in the attribute "Color (DE)" and "Color (basic)". Please do not specify "not available" or "NA", but black, gray, yellow, etc. depending on the color.
Category	CAT	CAT: Category	Category; Code CAT: Product is being placed in the wrong category please place the product in the correct category	The product is placed in the wrong category - please choose a more suitable category.
Description	DSM	DSM: Description Missing	Description; Code DSM: Product description is missing	Please provide a detailed product description.
Description	DSW	DSW: Description Writing	Description; Code DSW: Please refer product related information only and check for sense & spelling mistakes	Please avoid weblinks and/OR spelling mistakes in the product description and/OR review the product description regarding meaningfulness
Energylabel	ELN	ELN: Attributes Energy Label New	Energylabel; Code ELN: Please upload the NEW energy label and/or the product data sheet (EU2017/1369) as an PDF	Please upload the NEW energy label in the field "Energy Label (EU2017/1369) (DE)" and energy datasheet in the field "Energy Datasheet (EU2017/1369) (DE)" valid from MARCH 2021 as an PDF
Energylabel	ELO	ELO: Attributes Energy Label Old	Energylabel; Code ELO: Please upload the energy label and/or the product data sheet as an PDF	Please upload the energy label in the field "Energy Label (DE)" and the energy datasheet in the field "Energy Datasheet (DE)" as PDF.
Energylabel	ECO	ECO: Energy efficiency class old	Energylabel; Code ECO: Please specify the attribute energy efficiency class	Please specify the attribute "Energy efficiency class"

# Explanation of rejection reasons and codes in MIRAKL

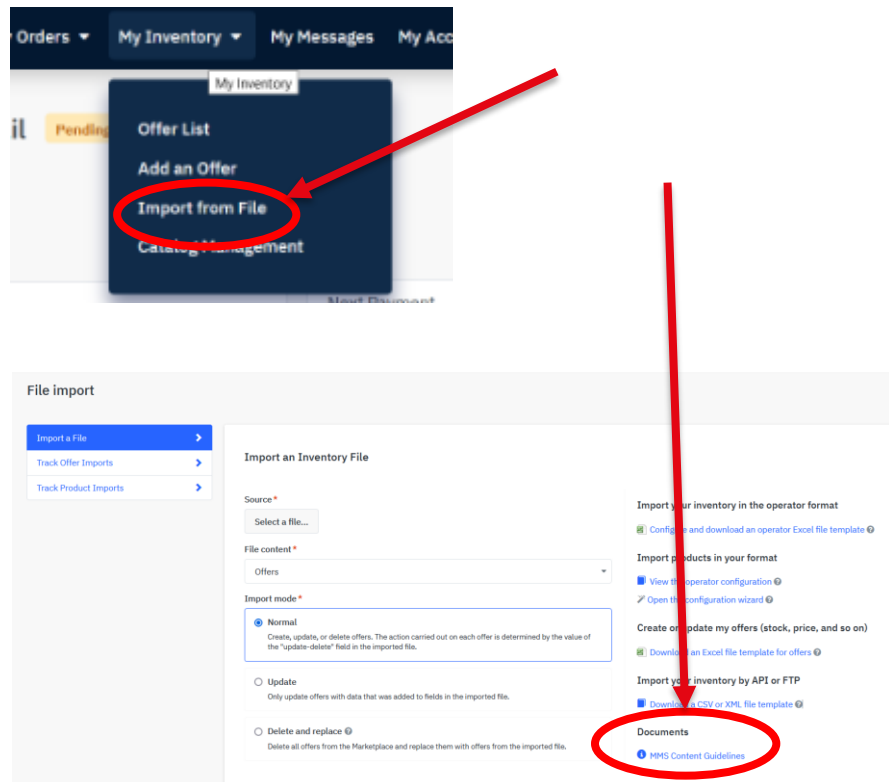


Category	Code	Short description	Rejection reason	Detailed description code: EN (english)
Energylabel	ECN	ECN: Energy efficiency class new	Energy efficiency class new ; Code ECN: Please specify the attribute energy efficiency class (EU 2017/1369)	Please specify the attribute "Energy efficiency class (EU 2017/1369)"
Energylabel	ELE	ELE: Energy label error	Energylabel; Code ELE: The indication of the EEK class or the EEK scale on the EEK label does not match the indication in the product data sheet.	The indication of the Energy efficiency class or the Energy efficiency class scale on the Energy efficiency class label does not match the indication in the product data sheet. Please check the product data sheet or the attribute field energy efficiency scale
Images	IMG	IMG: Image General	Images; Code IMG: Quality of main image is not sufficient.	The product images are either blurred and / or the product is displayed too small. Please upload the images with a better quality / resolution according to the Content Guidelines with a new URL.
Images	IMO	IMO: Other Images	Images; Code IMO: Please do not image packaging and/ or logos. Replace these images with neutral images with a NEW URL.	Please,replace images containing packaging and/or logos with neutral images, add them with a new URL.
Images	IMM	IMM: Image Main	Images; Code IMM: Quality of main image is not sufficient.	Please keep the main image clean (white background; no additional information, logos, additional effects, collages, packaging or lettering). Show only the main product and no other products/devices which are not included in the scope of delivery. Replace these images with neutral images with a NEW URL.
Language	LDE	LDE: Language DE	Language; Code LDE: Please delete all spanish attributes, for example Title (ES)	Please select the context "Global" and remove all entries for attributes with identifier (ES).
Language	LES	LES: Language ES	Language; Code LES: Please delete all german attributes, for example Title (DE)	Please select the context "Global" and remove all entries for attributes with identifier (DE).
Title	TTL	TTL: Title Length	Title; Code TTL:Title is too long - use the product or model name for title only	Please enter only model name or product name in the title. Attributes like the product type or color will be added automatically.
Title	TTB	TTB: Title Brand	Title; Code TTB: Please delete the brand name from title.	Please delete the brand from the title.
Multiple Errors	MEC	MEC: Multiple Errors category	Multiple errors;Code MEC: Errors in multiple attributes, please check codes in the comment	Your Product has errors in multiple error categories. Please check the Error Codes in the comment
EAN	EAN	EAN: European Article Number.	EAN; Code EAN: Please only provide one EAN, please contact your partner manager.	You have entered 2 or more EANS. Please contact your partner manager and arrange for the deletion of the wrong EAN.
Age	AGE	AGE: age restrictions	We currently do not accept products with +18 age restrictions in the MMS Marketplace.	We currently do not accept products with +18 age restrictions in the MMS Marketplace.

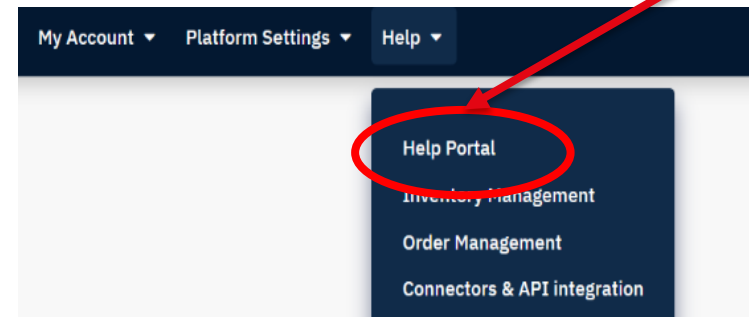
# Help Portal



The latest version of the Content Guide and the codes for the rejection reasons can be found in your MIRAKL account at: „My Inventory“ -> „Import from file“ -> „Documents“



Further information and answers to questions about MIRAKL such as documentation, seller FAQ's and release notes can be found in the "Help Portal". Please go to the tab: „Help“ -> „Help Portal“



Please also visit our FAQ page:  
<https://mmsmarketplace.force.com>



A background image showing a group of business professionals in a meeting. A man in a blue suit is leaning over a desk, looking at a laptop screen. Another man in a blue suit is sitting at the desk, smiling. A woman is partially visible behind the man at the desk. The setting is a modern office with large windows.

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TO A SUCCESSFUL  
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