

The Initial Import into Salsify

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You have a brand new Salsify account staring at you like a blank page. What now? If you have your data ready, read on. We'll show you how to get it into the Salsify upload format and lead you through your first import. Not sure if you're ready?

Learn more about product identifiers, data types and deciding what information to store in Salsify and how.

For your first import, you'll upload via csv or Excel spreadsheet, but there are lots of ways to bring your product content into Salsify. We connect via a variety of mechanisms including CSV and Excel files, via [FTP](#) , Dropbox, Box, and even using our own backend API.

Next, learn about the Excel/csv import format.

Preparing your Spreadsheet

Set up your import file in the following format:

| | A | B | C | D | E | F |
|---|-----------|------------|--|--------------|--------|----------|
| 1 | Brand | Product ID | Product Name | Product Line | Model | Category |
| 2 | | MS269 | Jetsetter Carry On R | Jetsetter | MCS269 | Luggage |
| 3 | Miscellus | 262747 | Jetsetter Carry On Roller - Fuschia | | | |
| 4 | Miscellus | 594301 | Jetsetter Carry On Roller - Slate Blue | | | |
| 5 | Miscellus | 203017 | Jetsetter Carry On Roller - Royal Blue | | | |
| 6 | Miscellus | 168000 | Jetsetter Carry On Roller - Red | | | |
| 7 | Miscellus | 212918 | Jetsetter Carry On Roller - Purple | | | |
| 8 | Miscellus | 973778 | Jetsetter Carry On Roller - Forest Green | | | |

1. **File format:** .xlsx or .csv file with columns defining properties and rows defining separate products.
2. **One row per product:** Each product should only appear in your import file once. If you have duplicate entries, the import will still complete, but Salsify will process the first instance of the product and ignore all others.
3. **Contains Product ID:** A column with your organization's Product ID (eg. SKU, Item Number) that will be used to match the import data to products in Salsify. Ideally it's a number that will

permanently identify the product, though you can change a value manually in Salsify if needed.

This initial import will set the product ID and going forward, each product import will be required to contain this property.

4. **Contains Product Name:** The first import also requires you to choose the Product Name. This will be the main identifying name in Salsify, and appears at the top of the product page with the Product ID. Like Product ID, Product Name is a property that gets set permanently with the initial import. Subsequent imports do not need to contain Product Name, however.
5. **First Tab Only:** Your import data on the first tab of your workbook - Salsify will ignore information on other tabs of your workbook, so be sure to move any data you want to import to the first tab position.
6. **A single header row:** Headers must be in row 1 of your spreadsheet, with a header for each column of information you're importing. Header names don't have to be the exact names you want to use in Salsify. You can add the names you want to use during the mapping process.
7. **Each column has a header:** Be sure that each column has a header and no stray information exists in other columns. If a row contains information that doesn't have a header, Salsify will skip processing all the information for that row and report an error.

Other formatting notes:

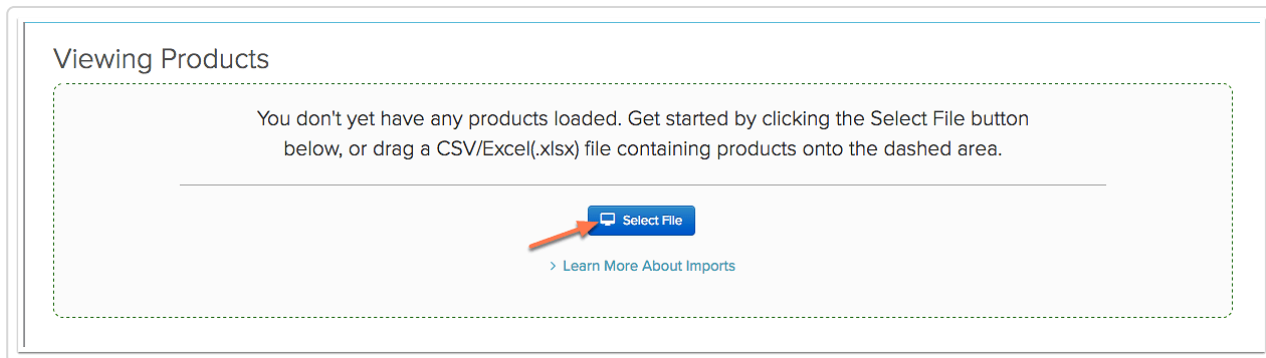
- **Multiple values for the same property** (like bullet points or keywords) can be added either by creating multiple columns with the same header, or by adding a separator between values in the same column. Just be sure that your separator doesn't appear in the data you're adding. Comma is the most common separator, however when you import, you can set it to whatever you used in your spreadsheet.
- **Hierarchical values** can be added through import for picklist / category properties. Format with the parent and variant levels in the same cell with a separator between them. For example, if you were adding a category called *Carry-on* inside the *Luggage* category, you would represent it in the spreadsheet as *Luggage>Carry-on* and the separator is *>*. You can use any character as the separator - just be sure it doesn't appear in any of your values.
- **Hidden or filtered columns or rows** in your import sheet will still be imported to Salsify. If you don't want to make changes to the hidden information, remove it from your sheet before uploading, or you can set your import to ignore whole columns of your spreadsheet.

Uploading the Spreadsheet

First, you'll upload your spreadsheet, then you'll set how you want your information stored and start your import to Salsify.

Click the Select File button to choose the spreadsheet you would like to upload, or find your file and drag and drop it into the box to start the upload automatically. Next you'll tell Salsify how you want your

information formatted.

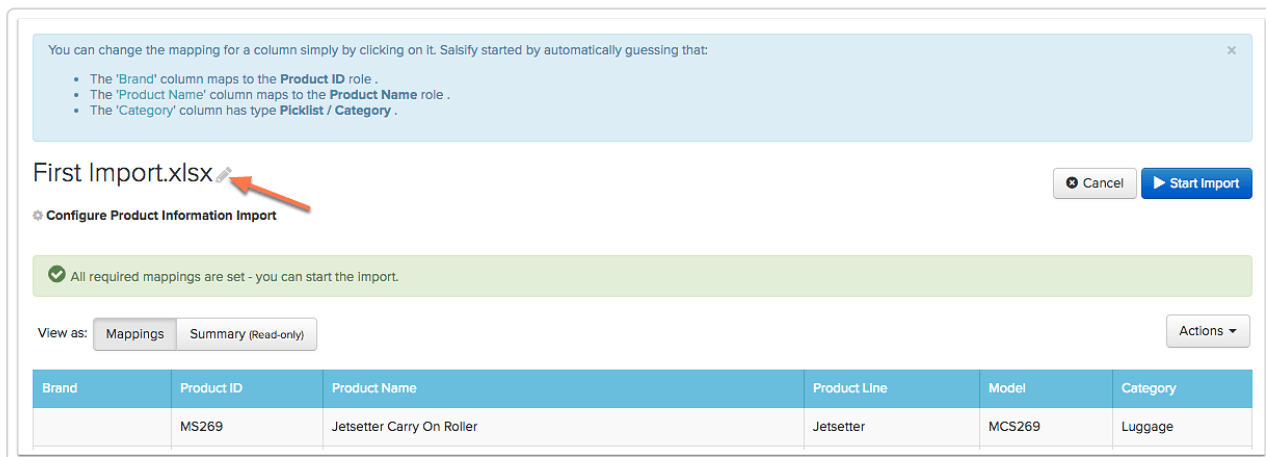


Name Your Import

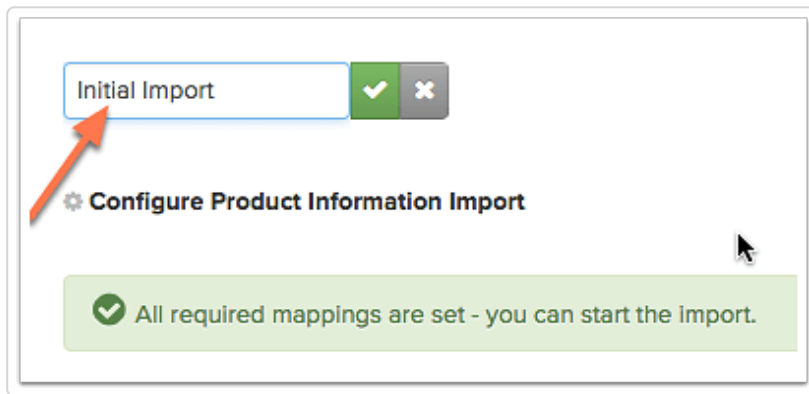
After the upload is done, you will be directed to the import preview screen.

The first option you have is to name your import. Imports are named the spreadsheet name you imported by default. You can save, edit, rerun and view the data that was imported after they're completed, so it's best practice to give them names that are meaningful to your organization.

Click the pencil next to the name to edit it.



Type the name of your import in the box and either click the green checkmark or press Enter/Return to save your import name.



Reviewing Your Uploaded File

After the upload is done, you will be directed to the import preview screen.

Salsify automatically maps product properties based on column headers. A message in a light blue box at the top of the screen will let you know any guesses that Salsify made about how to map the columns in your spreadsheet. In the example below, Salsify has guessed which columns in the uploaded spreadsheet should act as a Product ID and a Product Name.

You can change the mapping for a column simply by clicking on it. Salsify started by automatically guessing that:

- The 'Brand' column maps to the **Product ID** role .
- The 'Product Name' column maps to the **Product Name** role .
- The 'Category' column has type **Picklist / Category** .

First Import.xlsx Cancel Start Import

Configure Product Information Import

All required mappings are set - you can start the import.

View as: Mappings Summary (Read-only) Actions

| Brand | Product ID | Product Name | Product Line | Model | Category |
|-------|------------|---------------------------|--------------|--------|----------|
| | MS269 | Jetsetter Carry On Roller | Jetsetter | MCS269 | Luggage |

You can review the property mappings by clicking on one of the column headers.

| Brand | Product ID | Product Name | Product Line | Model | Category |
|-----------|------------|-------------------------------------|--------------|--------|----------|
| | MS269 | Jetsetter Carry On Roller | Jetsetter | MCS269 | Luggage |
| Miscellus | 262747 | Jetsetter Carry On Roller - Fuschia | | | |

Setting the Product ID and Product Name

The first time you do an import, you are required to choose the following:

1. Product ID (examples: SKU, Item Number or UPC)
2. Product Name

The product ID is the property used to uniquely identify a product. Any time a new product is added, or an existing product is updated, the import spreadsheet must contain a column that can be mapped to the product ID property.

For example, if you want to set the SKU as the product ID, you should select the SKU column, then click on the checkbox next to *This is the Product ID*.

| Product ID | |
|------------|--|
| LCO621 | Map To Product ID (New Property) |
| 773865 | Data Type String |
| 6256346 | <input checked="" type="checkbox"/> This is the Product ID |
| 958931 | <input type="checkbox"/> This is the Product Name |
| 584184 | |
| 888981 | |
| 888239 | |
| MIR332 | |
| 332617 | |
| 332618 | |

The product name property is used throughout Salsify as a human-friendly name of the product. Usually this will be a property like Item Name, Product Title or Product Description. Click on the checkbox next to *This is the Product Name* to set it.

| Product Name | |
|--|--|
| Jetsetter Carry On Roller | Map To Product Name <i>(New Property)</i> |
| Jetsetter Carry On Roller - Fuschia | Data Type String |
| Jetsetter Carry On Roller - Slate Blue | <input type="checkbox"/> This is the Product ID |
| Jetsetter Carry On Roller - Royal Blue | <input checked="" type="checkbox"/> This is the Product Name |
| Jetsetter Carry On Roller - Red | |
| Jetsetter Carry On Roller - Purple | |
| Jetsetter Carry On Roller - Forest Green | |

Changing a Property Name

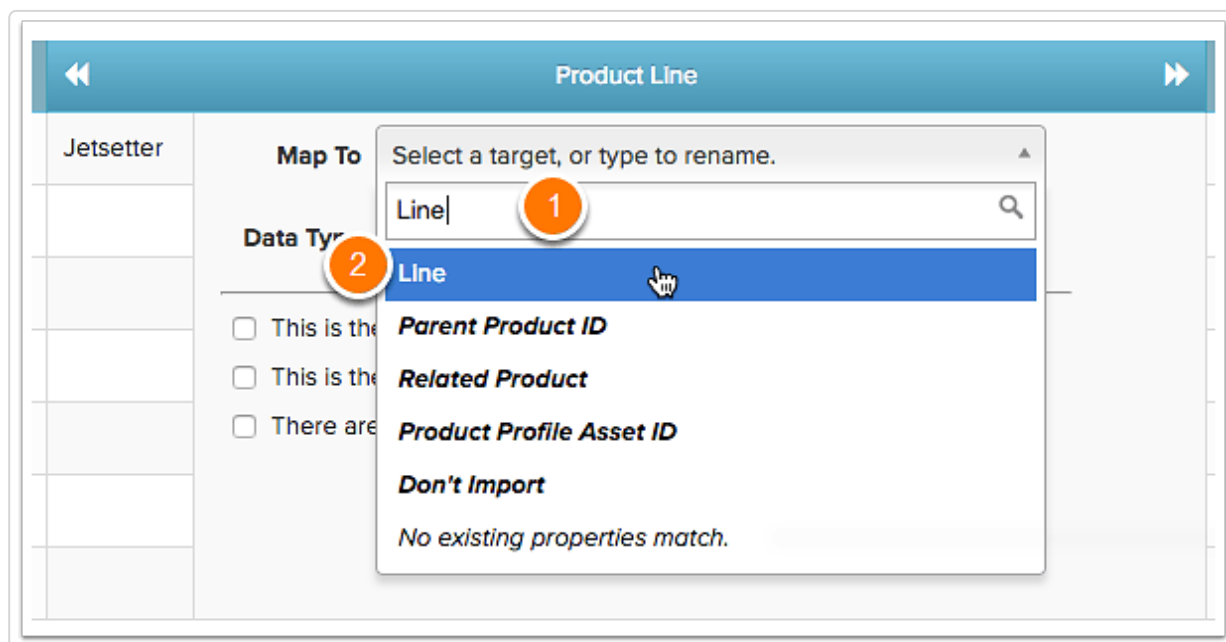
By default, Salsify will use the headers in your spreadsheet as property names unless you change them, and will try to guess the data type the property. If you are happy with the property name, skip to Choosing the Data Type.

To change the property name, start by clicking on the *Map To* drop-down box.

| Product Line | |
|--------------|---|
| Jetsetter | Map To Product Line <i>(New Property)</i> |
| | Data Type String |
| | <input type="checkbox"/> This is the Product ID |
| | <input type="checkbox"/> This is the Product Name |
| | <input type="checkbox"/> There are multiple values in this column |

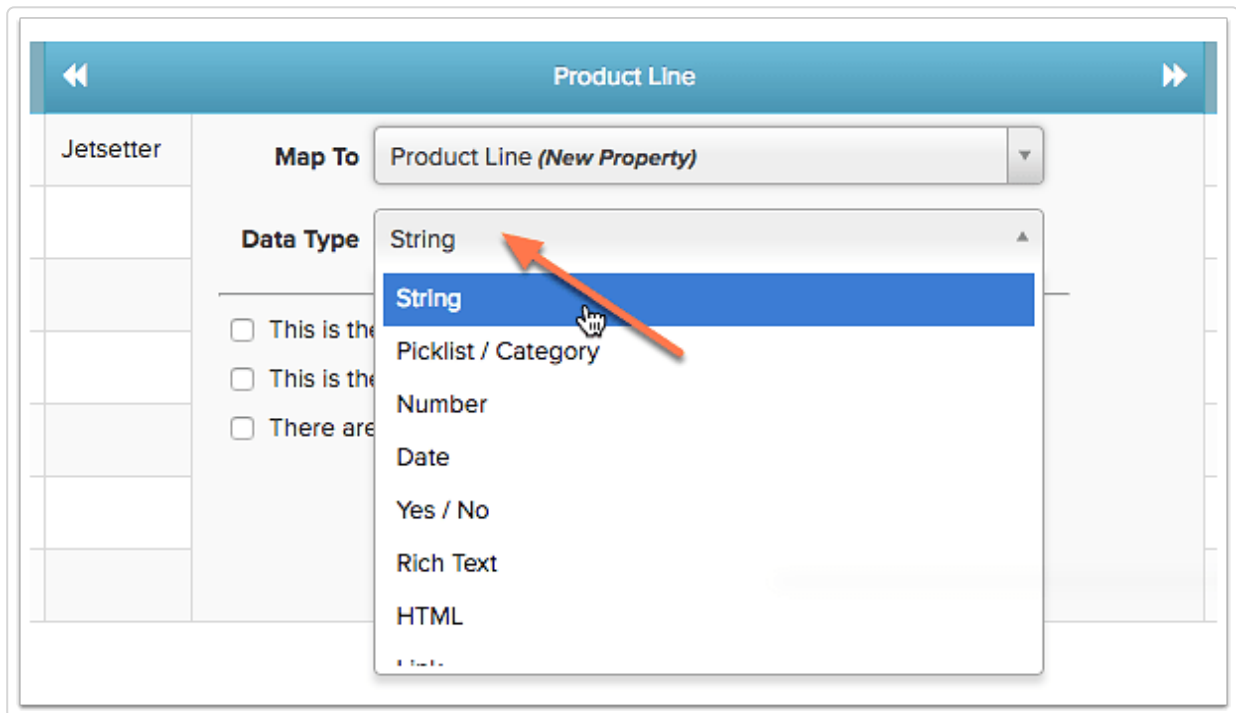
To rename the property:

1. Type the name of the new property you want to create in the box at the top of the drop-down list;
2. Click on the corresponding name from the drop down list below.



Choosing the Data Type

When you map a column to a new property, Salsify will guess an appropriate data type by looking at the content in the imported spreadsheet. You should review this guess and can change it if necessary by clicking the corresponding drop-down box.



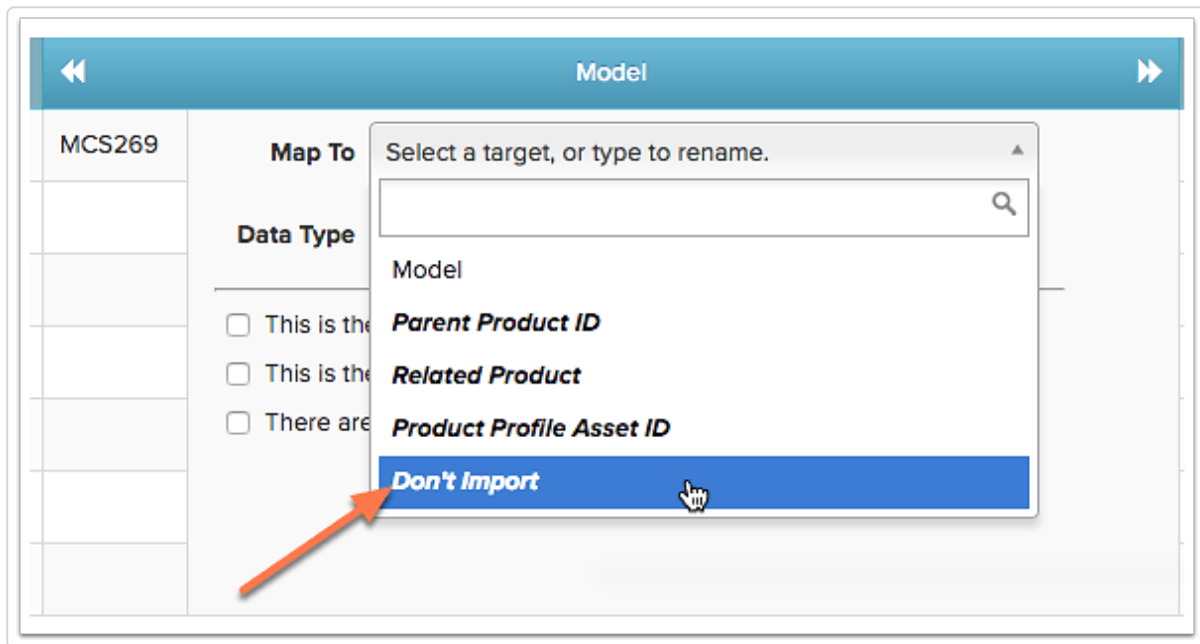
You can choose one of the following data types:

- *String* is the most common option and it's used when property values are simple text strings;
- *Number* is used for numeric data such as weights, dimensions, and quantities.
- *Date* is used for any properties that have dates, such as availability dates.
- *Picklist/Category* is used when there are a known set of property values to choose from (e.g. Brand, Category, or Country of Origin);
- *Rich Text* is used when the values are marked up with rich text formatting.
- *Link* refers the values of URLs that link to arbitrary web pages. These values will be rendered as clickable links.
- *HTML* is a data type which is used when the values in the spreadsheet contain HTML content.
- *Digital asset* is used if the property value is a URL link to an image or other digital asset (PDF, video, document).
- *Yes / No* is used if the property value is a Yes or No value (e.g. "Batteries Required?")

For more detailed information about property types, see [Data Property Types](#)

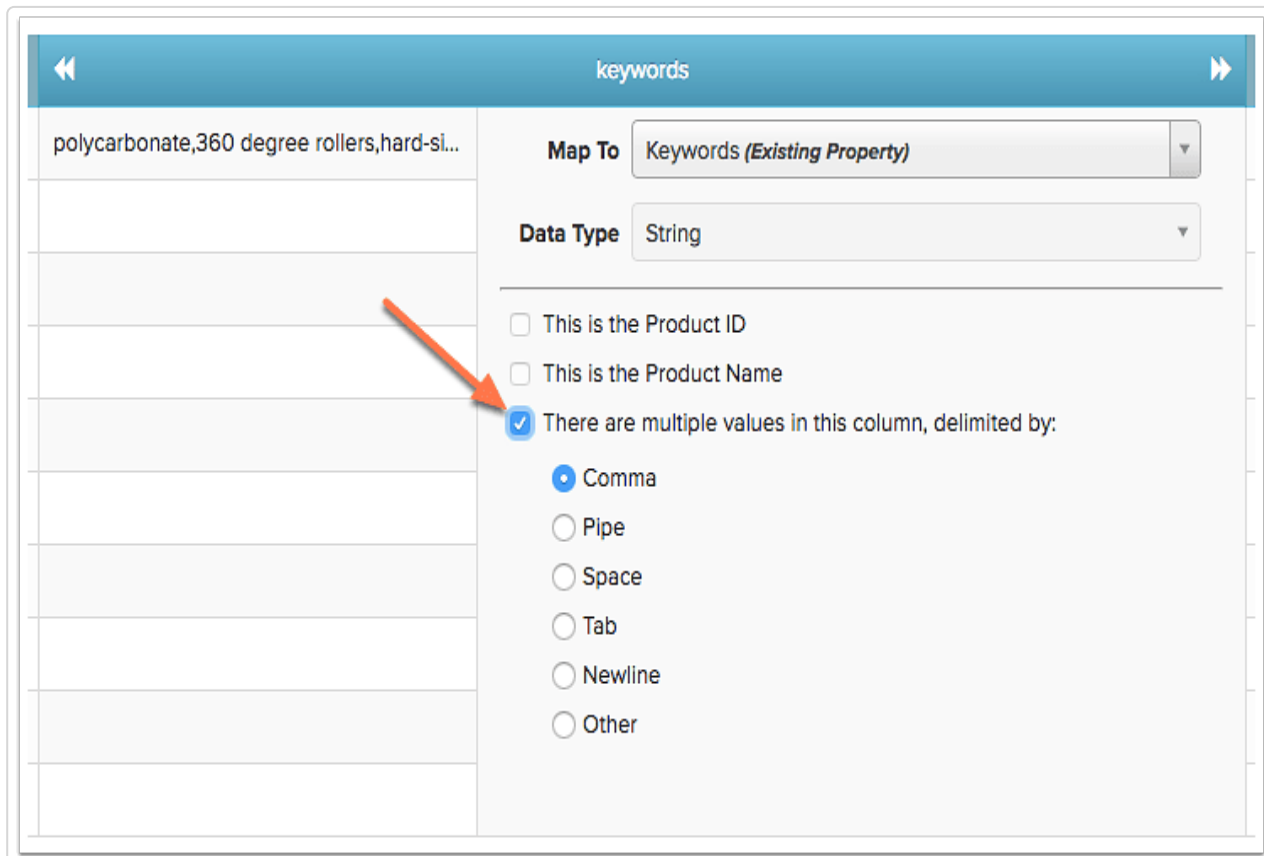
Skipping an Entire Column

If a column contains information that you don't want to import into Salsify, you can choose to skip the entire column by selecting *Don't Import* from the drop-down.

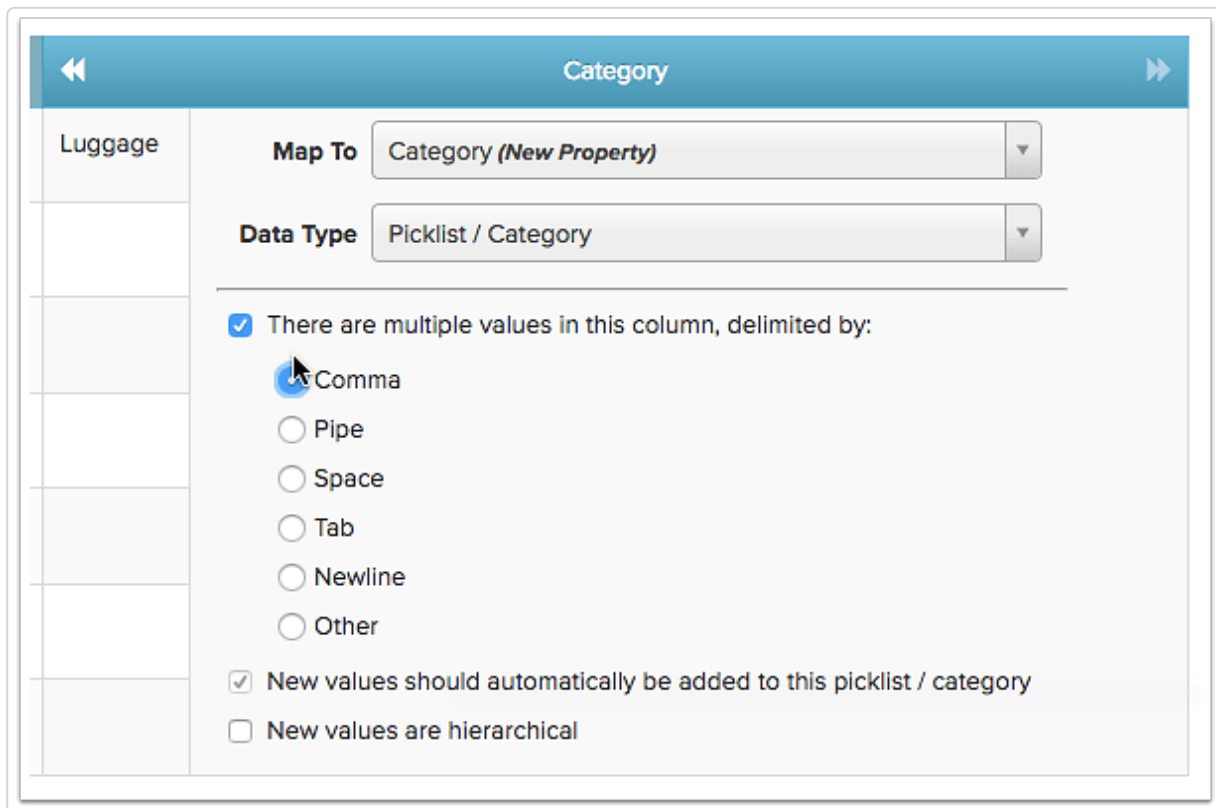


Columns with Multiple Values

If you have multiple property values in a single column of the import spreadsheet, check *There are multiple values in this column*. This must be checked to import the values as multiple values rather than a single value.



The delimiter indicates what separates the multiple values in the column. You can select one of the predefined delimiters from the list, or select *Other* and insert the delimiter in the text box next to it.



Category

Luggage

Map To: Category (New Property)

Data Type: Picklist / Category

There are multiple values in this column, delimited by:

- Comma
- Pipe
- Space
- Tab
- Newline
- Other

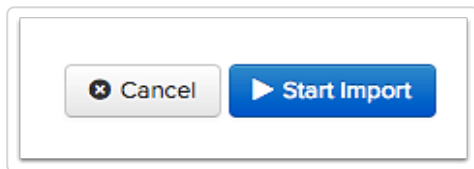
New values should automatically be added to this picklist / category

New values are hierarchical

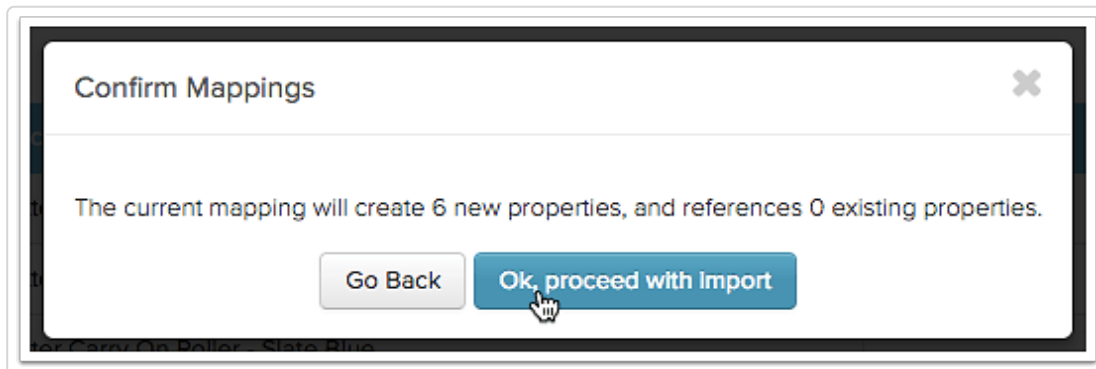
In the example below, the *Item Image* column has multiple image URLs separated by the pipe character ("|").

| | A |
|----|--|
| 1 | Item Images |
| 2 | http://images.salsify.com/image/upload/s--mcSYZ-1H--/gdcfjymjxsoav5gupz6.png http://images.salsify.com/image/upload/s--J7gBfMK--/egh5gxuewfahjfr5f0vr.png |
| 3 | http://images.salsify.com/image/upload/s--BXbDgMmr--/kbn0ys9daef5wbzmyjgi.png http://images.salsify.com/image/upload/s--C_BMGVNB--/h81oagsvalfgxst78mpu.png |
| 4 | http://images.salsify.com/image/upload/s--9waLz8Cv--/ter0jsqdn0c0gurmkfd.png http://images.salsify.com/image/upload/s--68ER6LU1--/uytdyhny9q71vvgcnd3f.png |
| 5 | http://images.salsify.com/image/upload/s--Kz2fhUZg--/aeksfysiiivojulhswkv.gif http://images.salsify.com/image/upload/s--hBbY2VOa--/pbntroeyz7hbhepugzuv.png |
| 6 | http://images.salsify.com/image/upload/s--yGBSLH--/qs7bwkieh8sdzdndydr6k.png http://images.salsify.com/image/upload/s--Xsw5QExQ--/txqfmyksj2nnr1gvh78.png |
| 7 | http://images.salsify.com/image/upload/s--KcIP6u09--/lwz6t9auta7hyy41x31.png http://images.salsify.com/image/upload/s--ofO2ekOY--/pnwxdsieodhvhv7yij4hv.png |
| 8 | http://images.salsify.com/image/upload/s--xs4yaa80--/bu3qzolzmlqnpvje4tty.png http://images.salsify.com/image/upload/s--RLk_7-vL--/l6j1sixnbguzbr2lwa.png |
| 9 | http://images.salsify.com/image/upload/s--qJN2crx4--/sugbwmmv07jaarkm5l5fa.png http://images.salsify.com/image/upload/s--8TuuvwU4--/nklw3ef1qblwp49oohz0.png |
| 10 | http://images.salsify.com/image/upload/s--G3yF_FcZ--/ufz9pqzdpshkzfz8jsv7.png http://images.salsify.com/image/upload/s--4-yE5Tqp--/uj3mnq0u9waadpgttyps.png |
| 11 | http://images.salsify.com/image/upload/s--l65SOjvU--/wohsdmw97xhohhyrgaje.png http://images.salsify.com/image/upload/s--Sjp55iPa--/abykikheumemhdwtmrag.png |
| 12 | http://images.salsify.com/image/upload/s--dawlZ-9K--/ky01w64bn0j1npcuuhx.png http://images.salsify.com/image/upload/s--RLaWgqWH--/ukgkzbidmr2zw3ioqoh.png |
| 13 | http://images.salsify.com/image/upload/s--Wtb8euZD--/aj5ecmtwz1qrpmzth0k0.png http://images.salsify.com/image/upload/s--07ZODGmu--/jstlffgqcpmaugzxxz5th.png |
| 14 | http://images.salsify.com/image/upload/s--jGTV8bcy--/zag1czq2uu24nfc4vvpv.png http://images.salsify.com/image/upload/s--JBt2LVeH--/parveqih5oqfnnmkftuf.png |
| 15 | http://images.salsify.com/image/upload/s--m9JR26i7--/zocql60e9kvzlopmpd1n.png http://images.salsify.com/image/upload/s--xhX49W55--/hge06xviwsi9lgidcu.png |

After you're finished configuring your spreadsheet data information, click on *Start Import*.



A confirmation box will appear to show you how many properties you're going to update or add. Click **Ok, proceed with Import** to start importing your product data.



You will be redirected to the *View Import Details* screen, which will show you the summary of the import. Depending on how big your file is, it will take a few seconds to a few minutes to finish importing. When it's done, you'll see "Completed in..." and you'll have several sections of information on the page.

If everything is green here, your import was completely successful - congratulations!

Sections highlighted in yellow mean there are some errors you should check out. Don't worry - everything is fixable!

Then learn how to view the data you just imported.

