MOTORS CAZOO

Managing your vehicle feed

If you want to list your vehicle on multiple websites and utilise a platform other than MOTORS for vehicle uploads, you can generate a feed that consolidates your vehicle data into a single upload.

A **feed** is an Excel document (CSV format) that is exported to a system called **Feedonomics** which populates your listings across the MOTORS Multisite platforms.

We encourage this method to streamline your operations, eliminating the need to manually enter vehicle information on multiple websites. You can set up a feed both **from** (export) and **to** (import) MOTORS.

Creating a vehicle data feed is a technical process and is not something dealers are expected to handle directly. Instead, this task is typically managed by your website builder or feed provider, who have the tools and expertise to generate and configure the feed on your behalf.

The instructions that follow are intended for the feed provider or website builder to assist them in setting up the feed correctly.

Creating an import

As a feed provider, if you wish to create a stock feed into our system, we accept a CSV file deposited into a private FTP account assigned to you. Below is the step-by-step process to get started:

1. **Prepare the CSV file:**
Create the file using the required data points, which can be found in this **table.** Ensure all mandatory fields are completed accurately. The table outlines which of these fields are mandatory. You can download an example CSV **here.**

2. **Submit the file for review:**
Email the CSV file to **feedqueries@motors.co.uk** and include the following information:
- Your company details
- The dealer(s) the stock represents

Once we receive your email, our team will conduct an initial file test to ensure compatibility with our system. We will then confirm that the file includes all required data points in the correct format.

Creating an export

If you manually upload stock into Dealer Centre, we offer the option to export your data to a third party. The data is provided in a basic CSV format and delivered to an FTP location of your choice.

Below are the steps to initiate and complete the export process:

1. Send your request:
Email **feedqueries@motors.co.uk** with your export request. Please include:

- Details of the desired FTP destination for the export.
- Contact information for your feed provider to ensure smooth communication.

You can view an example of an exported CSV file **here.**

2. We'll create the export:
Our team will generate a file containing all your stock data in the specified CSV format and transfer it to the FTP location provided in your request.

3. Feed provider development:
Once the file is delivered, your feed provider will carry out the necessary development work to integrate the data and create stock pages on your website or other platforms.

By following these steps, you can efficiently export your stock data for third-party use. If you require further assistance during this process, please don't hesitate to contact us at **feedqueries@motors.co.uk.**

FAQs

1. **How frequently can stock data be transmitted or exported?**
   Stock data can be transmitted and exported twice daily for both imports and exports to ensure timely updates.

2. **What file formats are supported for imports?**
   Currently, we only support CSV files for imports.

3. **How many images can be included per vehicle?** Up to 100 images can be transmitted per vehicle. However, please note that not all websites can display all 100 images.

4. **Can modifications be made to the import file after setup?**
   Once the file is operational, please refrain from making modifications without first contacting **feedqueries@motors.co.uk.**

5. **How long does it take to set up an import or export?**
   The setup time depends on the quality of the initial file. If the file contains all required data points in the correct format, the process typically takes 3-5 days.

6. **Can feeds be set up using WordPress or similar platforms?**
   At this time, it is not possible to set up a feed with WordPress or similar platforms. However, we are working to support this in the future.

7. **What if additional data is needed in the export file?**
   If additional columns or data are required, please email **feedqueries@motors.co.uk** with your request, and we will accommodate it if possible.

8. **Is there a charge for these services?**
   For information on associated charges, please consult your Account Manager.

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