

Product Data in Mirakl

Version 2023.2, Conrad Electronic SE - Master Data Management

This document describes the requirements for product data in Mirakl.

CONTENTS

- Attribute Types & Product Information Categories
- Identification, Product Categories, Product Names
- Product Description
- Technical Details
- Images & Documents
- Useful Links

Attribute Types

Each field is designated for a specific type of information.

A. Numerical Data

These are numbers relating to product properties that can be measured and are usually followed by a SI unit (g, cm, etc).

B. Unit Attributes

When it comes to numerical data, we provide additional lists of values that contain permissible SI units (indicated by the terms "UNIT" and "_UNIT" added to attribute names and identifiers, respectively.)






C. Text Fields (German: "Text")

Intended for ad copy.

Please keep in mind that, with the exception of the tags listed on the following pages, using HTML isn't allowed in these fields.

D. Attribute Value Lists (German: "Werteliste")

When it comes to legally required attributes and attributes that facilitate product comparison, we provide a list of pre-set values. Some fields let you choose between multiple values (German: "Liste mit mehreren Werten").

<input type="radio"/> Empfohlen ▾	ATT.CHANNELS	Text	
<input checked="" type="radio"/> Optional ▾	ATT.ENERGY_CONSUMPTION	Text	
<input checked="" type="radio"/> Optional ▾	ATT.ENERGY_CONSUMPTIO...	Werteliste: Energieverbrauch...	
<input checked="" type="radio"/> Optional ▾	ATT.FX.EEK.MANUFTYPEDESC	Text	
<input type="radio"/> Empfohlen ▾	ATT.TRANSMISSION_TYPE	Liste mit mehreren Werten	

Product Information Categories

Product information falls in one of three categories:

- > **Required** (*German: "Erforderlich"*)
Mandatory information, such as product name/title, brand, product category, any information required by law
- > **Recommended** (*German: "Empfohlen"*)
Information that enables filtering product and category searches, virtual categories and product comparison
- > **Optional**
e. g. technical specifications
Structured display of product details give your pages a consistent and professional look.

Erforderlich ▾

Erforderlich ▾

Philips Lighting Hue Starter kit 929002216903 EEC: F (A - G) E-27 White EEC: F (A - G)



[Product data sheet](#)

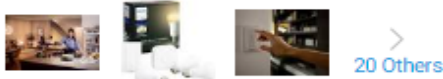
Erforderlich ▾

Item no.: 2160763
Manufacturer no.: 929002216903
EAN: 8718699673345

PHILIPS
Lighting

With the introduction of Philips Hue Bluetooth, the intelligent lighting system becomes even more accessible: In order to create the perfect room atmosphere, it does not require more than a Philips Hue Bluetooth lamp to be inserted and an app to set ...

[Full description ▾](#)



Guaranteed product originality

[Technical data ▾](#) [Description ▾](#) [Downloads \(2\) ▾](#) [Write New Review](#)

Technical data

[Compare in category](#)

Erforderlich ▾

Energy efficiency rating	F (A - G)	<input type="checkbox"/>
Energy consumption	9 kWh/1000h	
Colour	Warm white, Neutral white, Cold white	
No. of bulbs	3	
IP rating	IP20	
Bulb type	LED (monochrome)	
Colour	White	<input type="checkbox"/>
Signal flow direction	Bidirectional (bi)	
Data transfer (Smart Home)	Wireless	
Dimmable	Yes	
Series	Hue	<input type="checkbox"/>

Optional ▾

Optional ▾

Optional ▾

Optional ▾

Optional ▾

Empfohlen ▾

Optional ▾

Optional ▾

Optional ▾

Empfohlen ▾

Frequen

- This it 92900 (A - G)
- SLV 2 (max)
- Paulm x H x D

Product Identification

Seller Product ID (ID: Product.SellerProductID)

The unique product code you use to identify the product and the orders thereof. Usually, this is the product ID assigned by our ERP system.

- 40 chars max.
- No special characters allowed.

Sales Unit (ID: Product.BaseUnit)

Provide the sales unit of your product. Choose one of the following units:

Piece: One unit, may also include accessories if applicable. Examples: One bottle of glue, one notepad, one digital camera + battery + charger.

Pair: Two units of the same kind constitute a pair. Example: Gloves (as selling one single glove doesn't make sense.)

Pack: Multiple identical products that are sold together. Example: 10 highlighters in one wrapper.

Set: Different products that are sold together. Example: a case with a fountain pen and a ballpoint pen.

Metre: Product is sold by the metre. Prices are quoted per metre. Example: Cables.

Product Identification

Brand (e.g. "Philips")

Providing a brand name is mandatory. If it is a no-brand item, choose 'No Name'.

MPN (*German: "Hst.-Teile.-Nr."*)

Provide the MPN (brands only). Make sure you enter it correctly, using the shown separators, upper and lower case characters etc.

MPNs are crucial for web and on-page searches.

➤ 40 chars max.

EAN / GTIN

Provide the EAN or GTIN assigned to the sales unit of the product.


Content quantity

Specify the content quantity. "1 piece" (*German: "1 Stück"*) refers to one item. However, when it comes to liquids, this may be "100 g". "Pack" usually means more than one piece.

Minimum permissible quantity is 0.0001. Use a point (.) as the decimal separator.

Example

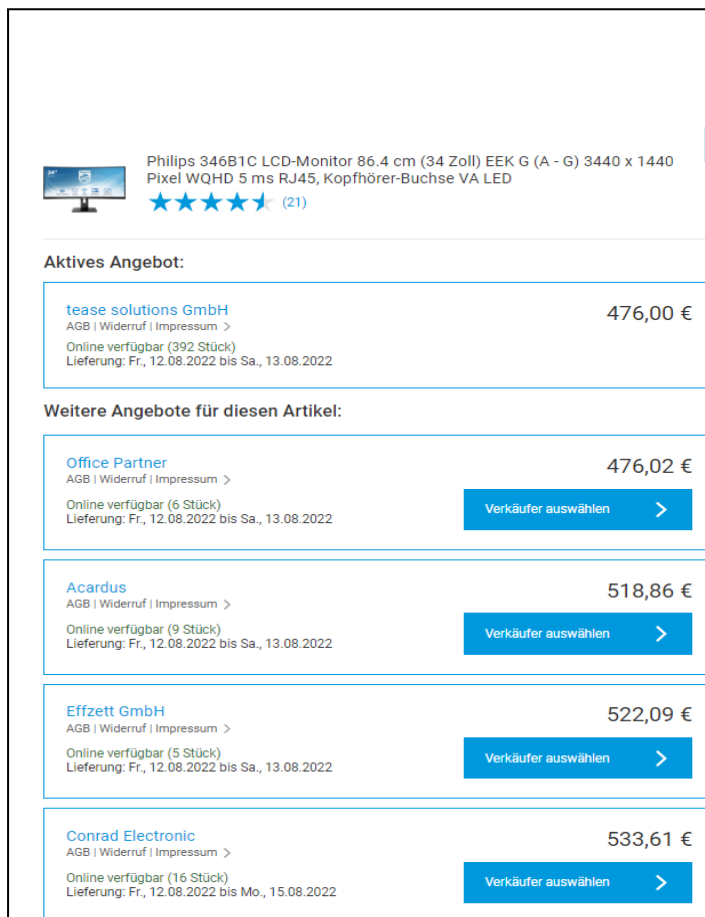

Philips 346B1C LCD 86.4 cm (34 inch) EEC G (A - G)
3440 x 1440 p WQHD 5 ms RJ45, Headphone input VA
LED



The image shows a Philips 346B1C LCD monitor on a stand. The screen displays the Philips logo, the model number '346B1C', and several feature icons: USB-C Docking, Curved UltraWide, WQHD, MultiView, and MultiClient Integrated KVM. To the right of the monitor, there is a red 'A G' logo, a 'Product data sheet' link, and a table with product information.

Item no.: 2300700
Manufacturer no.: 346B1C/00
EAN: 8712581760816

Philips 346B1C LCD Black
[Full description](#) v



Philips 346B1C LCD-Monitor 86.4 cm (34 Zoll) EEK G (A - G) 3440 x 1440 Pixel WQHD 5 ms RJ45, Kopfhörer-Buchse VA LED
★★★★★ (21)

Aktives Angebot:

tease solutions GmbH AGB Widerruf Impressum > Online verfügbar (392 Stück) Lieferung: Fr., 12.08.2022 bis Sa., 13.08.2022	476,00 €
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Weitere Angebote für diesen Artikel:

Office Partner AGB Widerruf Impressum > Online verfügbar (6 Stück) Lieferung: Fr., 12.08.2022 bis Sa., 13.08.2022	476,02 € Verkäufer auswählen >
Acardus AGB Widerruf Impressum > Online verfügbar (9 Stück) Lieferung: Fr., 12.08.2022 bis Sa., 13.08.2022	518,86 € Verkäufer auswählen >
Effzett GmbH AGB Widerruf Impressum > Online verfügbar (5 Stück) Lieferung: Fr., 12.08.2022 bis Sa., 13.08.2022	522,09 € Verkäufer auswählen >
Conrad Electronic AGB Widerruf Impressum > Online verfügbar (16 Stück) Lieferung: Fr., 12.08.2022 bis Mo., 15.08.2022	533,61 € Verkäufer auswählen >

Choosing Product Categories

Choosing the proper category makes sure that people are able to find your product online.

- > The category pages get most of the incoming traffic.
- > On-page searches revolve around product categories.

Selecting the right category also ensures that products are assigned the correct attributes. Getting the category wrong may result in required fields providing information that does not apply to the product at all.

This is why you need to choose product categories carefully when listing your product.

Product Description

As a rule, product names/titles need to be self-explanatory, containing information that differentiates the product from others.

This includes





- > Brand name
- > Manufacturer type designation
- > MPN/EAN
- > Items delivered
- > Product category
- > Product features/functions
- > Technical specs
- > Keywords





- Required fields: product title length needs to be between 20 and 120 characters.
- Any HTML will be removed during the upload.
- Keep in mind that titles might be truncated when being displayed on small screens and in widgets.
- Do not use titles in UPPERCASE.
- Always put brand name and type designation first as this helps with SEO.





Example

TOOLCRAFT ASBS-800 A / TAWB-200 -Akku-Schlagbohrschrauber
bürstenlos, inkl. Akku, inkl. Akku-Bohrschrauber

★★★★★ (2) Bestell-Nr.: 2140359 - TU Hst.-Teile-Nr.: 2140359 EAN: 2050006382950

Makita Makita DDF482RFJ Trapano avvitatore a batteria 18 V 3 Ah Li-Ion incl. seconda batteria, incl. valigia		✓
★★★★★ (0)	Articolo n°: 1698457 - 62 Codice produttore: DDF482RFJ EAN: 0088381813655	
		
	● Disponibile (222 pezzo/i) Consegna: dal 17/08 al 23/08/2022	
	+ Maggiori informazioni sull'articolo	
<hr/>		
Makita Makita DDF482Z Trapano avvitatore a batteria 18 V senza batteria		
★★★★★ (0)	Articolo n°: 2316882 - 62 Codice produttore: DDF482Z EAN: 0088381699013	
		
	● Disponibile (64 pezzo/i) Consegna: dal 17/08 al 23/08/2022	
	+ Maggiori informazioni sull'articolo	

Media Konverter			✗
★★★★★ (0)	Bestell-Nr.: 804523706 Hst.-Teile-Nr.: LW-KV06 EAN: 4014619763603	162,10 € inkl. MwSt., zzgl. Versand	
	 		
	● Online verfügbar Lieferung: 07.07 bis 08.07.2020		
			 Nur für Firmenkunden erhältlich
			Jetzt anmelden

SATA Adapter			✗
★★★★★ (0)	Bestell-Nr.: 804521300 Hst.-Teile-Nr.: 5045-SL05 EAN: 4014619148592	14,40 € inkl. MwSt., zzgl. Versand	
	 		
	● Online verfügbar Lieferung: 07.07 bis 08.07.2020		
			 Nur für Firmenkunden erhältlich
			Jetzt anmelden

Product Description

Product descriptions comprise several text fields including

- > **Heading**
Alternative (promotional) product name

> 150 chars max.

- > **Highlights & Details**
List of the main USPs
- > **Ad Copy (Description)**
Positive emotional ad copy
- > **Features**
Bullet point list of features and functions that cannot be provided in the form of attributes
- > **Additional Technical Details**
Field intended for copy related to technical specs that cannot be provided in separate fields.
- > **Items Shipped**
List of items to be dispatched
- > **Disclaimers, System Requirements**
Warnings, disclaimers and comments

Example

Toolcraft ASBS-800 with battery and charger

The ergonomic shape of the TOOLCRAFT ASBS-800 from the series TAWB-200 fits optimally in the hand and the handle with soft grip support guarantees fatigue-free working even with longer work applications. The high-quality and powerful 2-speed transmission ensures optimum power transmission in every application.

The belt clip comes in handy when working at height.

The device is part of the TOOLCRAFT battery change system TAWB-200. This means that many different devices can be operated with one battery - a huge cost advantage.

This text is machine translated.

Highlights & Details

- Brushless Cordless Impact Drill 20 V
- 2000 mAh Li-ion battery
- 20 V charger

Facts

- Robust and durable high-torque motor
- Soft grip handle ensures safe and comfortable working
- 2-speed drive

Delivery

- Brushless Cordless Impact Drill 20 V 1pc
- 2000 mAh Li-ion battery 1pc
- 20 V charger 1pc
- Instruction manual



Product Description

Heading

- ✓ optional, 150 chars max
- ✗ no HTML (will be removed)






Highlights & Details

- ✓ short and concise sentences stating the main USPs
- ✓ use
 to add a bullet point
- ✗ no lengthy prose
- ✗ omit details rather than confuse the reader
- ✗ no tags

Ad Copy (Description)

- ✓ write structured copy, use
 tag to start a new paragraph
- ✓ formatting options: , <i>, <u>
- ✗ no tags
- ✗ no hyperlinks

Example

<p>Highlights & Details</p> <ul style="list-style-type: none">• Sendet im Alarmfall eine Benachrichtigung auf dein Smartphone• Erkennt Feuer, Schwelbrände und unsichtbares Kohlenmonoxid• Sagt per Sprachausgabe Art und Ort der Gefahr deutlich an• Kompatibel mit Conrad Connect	
<p>Highlights & Details</p> <ul style="list-style-type: none">• Produktmerkmale 1: Durchmesser 3 mm - Schneidstoff HSS - TiN Beschichtung Produktmerkmale 2: Schneidenlänge: 8 mm Produktmerkmale 3: Gesamtlänge: 52 mm Produktmerkmale 4: Schaft: Durchmesser 6 mm Produktmerkmale 5: Drall 30° - 4 Schneiden - über Mitte	
<p>Highlights & Details</p> <ul style="list-style-type: none">• Breite: 588• Höhe: 82-162• Tiefe: 447	
<p>Beschreibung</p> <p>Presence erkennt und meldet in Echtzeit, wenn sich eine Person auf Ihrem Grundstück befindet, ein Auto in die Einfahrt einbiegt oder ein Tier im Garten ist.</p> <p>Vorbeugung vor Einbrüchen und Sachbeschädigung. Dank ultrapräziser Warnungen erfahren Sie sofort, was bei Ihnen Zuhause passiert. Über einen Livestream können Sie Ihr Zuhause in Echtzeit überwachen.</p> <p>Sicherheit bei Tag und Nacht. In der Nacht ist ein diskretes Aufnehmen oder Ansehen durch die leistungsstarke Infrarot-Nachtsicht möglich. Desweiteren verfügt Presence über ein integriertes und intelligentes Flutlicht. Das intelligente Flutlicht kann manuell über die App aktiviert oder so eingestellt werden, dass es sich einschaltet, wenn es eine Person, ein Auto oder ein Tier erfasst. Es beleuchtet Ihnen den Weg zur Tür und hält ungebetene Besucher fern.</p>	
<p>Beschreibung</p> <p>90° · vernickelte Ausführung · mit Innenkühlung · mit ungleicher Teilung für mittlere bis starke Schruppbearbeitung · für Wendeschneidplatte APKT-16 · Weitere technische Eigenschaften Oberfläche: vernickelt □ Wendeplatte: APKT-16 □ D: 40mm □ Ø d H7: 16mm □ b: 8,4mm □ Kühlung: mit Innenkühlung □ L: 40mm □ d1: 18mm □ Ausführung: 40A4R-S90AP16D-C</p>	

Product Description


Features

- ✓ optional, lists features/functions that are not available in the form of attribute values, and that are not provided in the Highlights section
- ✓ use
 to add a bullet point
- ✗ no HTML (will be removed)


Additional Technical Details


- ✓ optional, for features without an assigned field
- ✓ use
 to add a bullet point
- ✓ feature + attribute value only (and unit if applicable)
- ✗ no prose
- ✗ no , no other types of formatting


Example

<p>Ausführung</p> <ul style="list-style-type: none"> • Steuerbar via App, Schalter, Sensor und Sprache • Bluetooth integriert • Kompatibel mit Amazon Alexa, Apple HomeKit und Google Assistant • Alle Weißtöne von Kalt- bis Warmweiß für ein entspanntes Aufwachen, perfektes Leselicht • Passend in jede Leuchte mit E27 Lampenfassung 	
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<p>Ausführung</p> <ul style="list-style-type: none"> • ,Gloria 	
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<p>Ausführung</p> <p>• -Imager 752 x 480 CMOS-Sensor 2D Barcodescanner -Roter Lesebalken ermöglicht exakte Positionierung Die USBTastatur-Emulation ermöglicht die Ausgabe in Jedes Eingabefeld, oder Editor, wie mit einer Tastatur. Via Treiber ist auch eine SPP/Serielle Emulation möglich -Die mitgelieferte Programmieranleitung ermöglicht das Einstellen einzelner Funktionen und Barcodes. -Eine stabile Ausführung wird durch ein robustes Gehäuse gewährt. -Schnelle Erfassung durch 32Bit Technik -Alle gebräuchlichen 1D- und 2D Barcodes, z.B. 2D Codes: PDF417, Micro PDF417, QR Code, Data Matrix, Maxicode, Aztec werden problemlos ausgelesen -Auch aus der Entfernung, zielgenaues Lesen -Einfach nur auf den Barcode zielen ohne Anpassung der Leserichtung, dank Omni-Direktionalem Lesen -Kompatibel mit jeder Software, die Daten über die Tastatur erwartet -Tastatur-Emulation funktioniert per USB-Anschlusskabel -Barcodes auf runden Oberflächen wie Flaschen können problemlos eingelesen werden.</p>	
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Technische Daten	Highlights & Details	Dokumente & Downloads	Beschreibung	Ausführung	Lieferumfang	Hinweise	Wird oft zusammen gekauft	B >
<p>Technische Daten</p> <div style="float: right; text-align: right;">  Artikel mit gleichen Werten anzeigen </div> <ul style="list-style-type: none"> • Wärmesensor: ± 1 °C • Luftfeuchtigkeitssensor: ± 3% RH • Anwesenheitssensor: 120 ° Erfassungswinkel auf 6 m • Umgebungslichtsensor: 1 - 100.000 Lux (dynamischer Bereich) • Lautstärke Lautsprecher: 80 dB / 1 m • Lautstärke Sirene: 85 dB / 3 m 								

<p>Technische Daten</p> <ul style="list-style-type: none"> • Imager-Sensor 752 x 480 CMOS-Sensor Beleuchtungs-LEDs rotes Licht LED Zielstrahl (grüne LED) 526 nm +30 nm Lesewinkel 360 °, OMNI-Direktional Leseneigung ± 40 ° Leseabstand 74 – 203mm (13mil) Schrägstellung mind. 50° Druckkontrast 30% oder höher Umgebungslicht 100.000 LUX, bis Sonneneinstrahlung Anzeige LED Spannung + 5V ± 5% Stromverbrauch Im Betrieb max. 280mA, Standby 100 mA @ 5VDC EMC Prüfungen UL,FCC Class B,CE Schutzklasse IP42 Stromversorgung 5 VDC ± 5% Abmessungen 155mm (L) x 65mm (W) x 90mm (H) Barcode unterstützt (1D) EAN-13, EAN-8, UPC-A, PUC-E, ISSN, ISBN, Codabar, Code 128, Code 93, ITF-6, ITF-14, Interleaved 2 of 5, Industrial 2 of 5, Standard 2 of 5, Matrix 2 of 5, GS1 Databar (RSS-Expand, RSS-Limited, RSS-14), code 39, Code 11, MSI-Plessey, Plessey Barcode unterstützt (2D) DataMatrix, PDF417,QR Code, Arbeitstemperatur 0° ~ 40° C Lagertemperatur -20 ~ 60° C Luftfeuchtigkeit Im Betrieb 5% ~ 90%, nicht kondensierend Gewicht 140g Kabellänge ca. 1,8 bis 2m, je nach Interface Kabel USB HID - STANDARD mit USB-Kabel, Tastatur-Emulation Falltest 1,5m auf Beton Programmierung Manual mit Barcodes. 									
Inhalt								1 St.	

Product Description

Items Shipped

- ✓ positive list of the items to be shipped. Provide negative details (e.g. "Battery not included") in the "Additional Information" section
- ✓ use
 to add a bullet point
- ✗ no HTML (will be removed)

System Requirements

- ✓ specify OS, hardware versions and any other technical requirements
- ✓ use
 to add a bullet point
- ✗ no HTML (will be removed)

Additional Information

- ✓ provide any product-related information customers need to be aware of
- ✗ no HTML (will be removed)

Example

Lieferumfang

- Nest Protect Rauch- und Kohlenmonoxidmelder (2. Generation)
- 6 Langzeitbatterien
- Aufhängung
- Montagezubehör
- Nutzerhandbuch
- Einführung



Lieferumfang

- Gerät



Lieferumfang

- Lochsägen Ø 22, 29, 35, 44, 57, 68 mm Lochsägen 7/8", 11/8", 13/8", 13/4", 21/4", 23/4" Aufnahmeschaft Schaftgröße 11 mm 7/16", für Lochsäge 14-30 mm 9/16"-1 3/16" Aufnahmeschaft Schaftgröße 11 mm 7/16", für Lochsäge 32-152 mm 1 1/4"-6"



Systemvoraussetzungen

- WLAN-Verbindung sowie Webbrowser oder kompatibles Smartphone / Tablet mit kostenloser Nest App und Bluetooth 4.0 erforderlich.



Hinweise

Der Umfang der Programmiermöglichkeiten sucht seinesgleichen.



Hinweise

Wir beraten Sie gerne!



Product Data in Mirakl

Category-specific Attributes // Required Attributes

Required Attributes

Mandatory Product Information

- Product ID
- Product category
- Product name
- Brand
- MPN
- Sales unit
- Sales unit content
- Content quantity
- Ad copy
- Applicable sales tax
- *Legally required details* (e.g. energy efficiency rating)

If you do not provide the mandatory information, you won't be able to create product data. This means **your sales data will not be available online either**.

Example

● Erforderlich ▾ > Computing & Office > Monitors > PC Monitors >

● Erforderlich ▾ Philips 346B1C LCD 86.4 cm (34 inch) EEC G (A - G)
 3440 x 1440 p WQHD 5 ms RJ45, Headphone input VA LED



● Erforderlich ▾

● Erforderlich ▾

 Item no.: 2300700

 Manufacturer no.: 346B1C/00

 EAN: 8712581760816



Philips 346B1C LCD Black
[Full description ▾](#)

Weitergegebene Attribute (9)		
Produktgruppe	CATEGORY	category
Produkt-ID (Artikelnr. des Verkäufers)	SHOP_SKU	Product.SellerProductID
Produktbezeichnung	TITLE	SHOP.PRODUCT.TITLE
Marke		ATT.GLOBAL.Brandname
Hersteller-Teilenummer		ATT.GLOBAL.ManufacturerAID
Verkaufsmengeneinheit		Product.BaseUnit
Inhalt pro Verkaufseinheit		ATT.GLOBAL.NoCuperOU
Einheit der Inhaltsmenge		ATT.GLOBAL.NoCuperOU_UNIT
Umsatzsteuerklasse		Product.TaxIndicator
Spezifische Attribute (3)		
Display-Diagonale (in Zoll)		ATT.DISPLAY_DIAGONAL
Display-Diagonale (in Zoll) EINHEIT		ATT.DISPLAY_DIAGONAL_UNIT
2021 Energieeffizienzklasse		ATT.LOV.Energy.Efficiency.Class

Product Data in Mirakl

Category-specific Attributes // Filter Attributes

Recommended Attributes

Creating and reviewing recommended attributes regularly

- > provides information essential for **filtering** SERPs and category on-page searches. If you do not specify these attributes, your product will become invisible as soon as someone decides to filter their search.
- > ensures visibility in SEO-relevant virtual categories.
- > enables product comparisons.

Example

Spezifische Attribute (19)			
Arbeitsspeicherkapazität	Empfohlen	ATT.RAM_SIZE	Text
Display-Eigenschaften	Empfohlen	ATT.DISPLAY_PROPERTIES	Liste mit mehreren Werten: Display-Eigenschaften
SSD 1 Kapazität	Empfohlen	ATT.SSD1	Ganze Zahl
Grafikkarten-Serie	Empfohlen	ATT.GRAPHIC_CARD_TYPE	Werteliste: Grafikkarten-Serie
Betriebssystem / Version	Empfohlen	ATT.OPERATINGSYSTEM	Liste mit mehreren Werten: Betriebssysteme (detailli...
Arbeitsspeicherkapazität EINHEIT	Empfohlen	ATT.RAM_SIZE_UNIT	Werteliste: Arbeitsspeicherkapazität EINHEIT
Schnittstellen (Computer/Multimedia)	Empfohlen	ATT.LOV.INTERFACES_COMPUTER_MULTIMEDIA	Liste mit mehreren Werten: Schnittstellen (Computer...
Display-Auflösung	Empfohlen	ATT.DISPLAY_RESOLUTION	Werteliste: Auflösungen in XxY Pixel
Prozessor / Serie	Empfohlen	ATT.LOV.PROCESSOR_SERIES	Werteliste: Prozessor Serien
SSD 1 Kapazität EINHEIT	Empfohlen	ATT.SSD1_UNIT	Werteliste: SSD 1 Kapazität EINHEIT
Grafikkarten-Modell	Empfohlen	ATT.LOV.GRAPHIC_CARD_MODELS	Werteliste: Grafikkarten-Modelle
Prozessor / Modell	Empfohlen	ATT.TXT.PROCESSOR_MODEL	Text
Farbe	Empfohlen	ATT.LOV.COLOUR_FAMILY	Liste mit mehreren Werten: Farbfamilie

Laptops

Discover more

13" laptop | 13" MacBook | 14" laptop | 15" laptop | 16" MacBook | 17" laptop | Apple MacBooks | Gaming laptops (high-end) | HP gaming laptop | HP laptop

Processor/type | Type | Display resolution | Colour family | Brand

Item status | Price | Interfaces | Screen size diagonal (inche... | RAM

More

Sort By: Recommended

HP Gaming laptop OMEN 17-ck0065ng 43.9 cm (17.3 inch) Full HD Intel® Core™ i7 i7-11800H 16 GB RAM Nvidia GeForce RTX 3060 Win 10 Home Black 4N8V2EA#ABD

★★★★★ (9) Item no. 2445305 EAN: 0196188030899

- Display: 43.9 cm (17.3 inch) 144 Hz, Anti-glare, In-plane switching Full HD 1920 x 1080 Pixel
- CPU: Intel® Core™ i7 i7-11800H 11th Gen (Tiger Lake) (8 x 2.3 GHz)
- RAM: 16 GB DDR4 RAM 3200 MHz

1.929,00 €
1.607,50 € VAT excl.

Ready for dispatch: Wed 17.8. - Thu 18.8.

Add to shopping list

1

Add

Product Data in Mirakl

Essential Attribute: Product Type / Categorisation

This is one of the **most frequently used** filter attributes on our platform. It enables setting up subcategories within a product category.

How to create and maintain this attribute:

Each product category has been assigned a category attribute that comes with its own list of values.

Category attributes are easy to spot. Look for the term “(Category)” [*German: “Kategorisierung”*] following the category name, or for “ATT.KAT.***” being part of the ID.

The value you assign to this attribute will be displayed in our online shop when you filter by “Product Type” (*German: “Produkt-Art”*)

Cars, Hobbies & Household > Household & Kitchen > Ironing & Sewing > Irons >

Irons

Garment steamer Steam iron

Tank volume Power Colour family Brand Price

News and Promotions

Product type

- Garment steamer (10)
- Iron (1)
- Shirt press (3)
- Steam iron (28)
- Steam press (3)
- Travel iron (2)

Selected 2 filters

clear all filters

Produkt-Art Iron X

Produkt-Art Travel iron X

Sort By: Recommended

Princess 01.328000.01.001 Travel iron White 130 W

★★★★★ (0) Item no. 2354075 EAN: 8713016097101

- Easy and fast to use thanks to the wireless function
- Perfect for traveling
- Iron and power bank in one

Available 23 pieces
Ready for dispatch: Wed 17.8. - Thu 18.8.

65,99 €
54,99 € VAT excl.

Add to shopping list

1 Add

Severin BA 3234 Travel iron Silver-blue 1000 W

★★★★★ (0) Item no. 1548318 EAN: 4008146000447

- Robust stainless steel sole with particularly efficient heat storage
- Multiple voltage of 115/230 V
- Foldable handle

Available soon
Shipping within 2 days

24,99 €
20,83 € VAT excl.

Add to shopping list

1 Add

Philips Philips Iron 1200 W

★★★★★ (0) Item no. 2527451 EAN: 8710103604273

Available 17 pieces
Ready for dispatch: Wed 17.8. - Thu 18.8.

Example of a category attribute

<ul style="list-style-type: none"> Auffanggurt-Typ (Kategorisierung) 	<ul style="list-style-type: none"> Optional 	ATT.KAT.SAFETY_BELT_TYPE	Werteliste: Auffanggurt-Typ	
<ul style="list-style-type: none"> Produkt-Art 	<ul style="list-style-type: none"> Empfohlen 	Product.SubCategory	Text	

Product Data in Mirakl

Category-specific Attributes // Technical Details

Optional Attributes

Creating and maintaining optional attributes

- > allows displaying technical details in a **neat and concise table**.
- > helps customers find the information they are looking for.
- > provides any other product-related **technical information** that may be useful to customers.

Spezifische Attribute (143)		
Betriebszeit (max.) EINHEIT	Optional ▾	ATT.OPERATING_TIME_MAX__UNIT
Mobiles Internet (LOV)	Optional ▾	ATT.LOV.MOBILE_INTERNET
Festplatte 1 SSD-Cache EINHEIT	Optional ▾	ATT.INT.HARDDISC1_SSD_CACHE__UNIT
Prozessor Turbo-Taktfrequenz (max.)	Optional ▾	ATT.NUM.TURBO_FREQUENCY_MAX
Gewicht	Optional ▾	ATT.WEIGHT.VALUE
Prozessor / Taktfrequenz	Optional ▾	ATT.PROCESSOR_CLOCK
Display-Diagonale (in Zoll) EINHEIT	Optional ▾	ATT.DISPLAY_DIAGONAL__UNIT
Festplatte 2 Kapazität EINHEIT	Optional ▾	ATT.HARDDISC2_SIZE__UNIT

Technical data ✔ [Compare in category](#)

Energy efficiency rating ⓘ	F (A - G)	<input type="checkbox"/>
Energy consumption	9 kWh/1000h	
Colour	Warm white, Neutral white, Cold white	
No. of bulbs	3	
IP rating ⓘ	IP20	
Bulb type	LED (monochrome)	
Colour	White	<input type="checkbox"/>
Signal flow direction	Bidirectional (bi)	
Data transfer (Smart Home)	Wireless	
Dimmable ⓘ	Yes	
Series	Hue	<input type="checkbox"/>

Images & Documentation

Images

- > Uploading a product image makes our listings look much more attractive.
- > Use images to showcase/explain your products.

URL of technical drawings, circuit diagrams etc. Needs to link to a PNG, JPG, GIF or TIF file (size >400px).

Documentation

- > Make user manuals and other information available to customers.
- > Provide legally required documents such as safety data sheets and warranty certificates.

URL of the Manufacturer's Data Sheet (one multi-language sheet). Needs to link to a PDF file.

Example

☰ Produktbild 1 URL	Optional ▾	Product.PrimaryImageURL_MP
☰ Produktbild 2 URL	Optional ▾	Product.Image02URL_MP
☰ Produktbild 3 URL	Optional ▾	Product.Image03URL_MP
☰ Produktbild 4 URL	Optional ▾	Product.Image04URL_MP
☰ Produktbild 5 URL	Optional ▾	Product.Image05URL_MP
☰ Illustration 1 URL	Optional ▾	Product.ImageIllustration01URL_MP
☰ Illustration 2 URL	Optional ▾	Product.ImageIllustration02URL_MP
☰ Symbol 1 URL	Optional ▾	Product.ImageSymbol01URL_MP
☰ Symbol 2 URL	Optional ▾	Product.ImageSymbol02URL_MP
☰ Symbol 3 URL	Optional ▾	Product.ImageSymbol03URL_MP
☰ Symbol 4 URL	Optional ▾	Product.ImageSymbol04URL_MP
☰ Symbol 5 URL	Optional ▾	Product.ImageSymbol05URL_MP
☰ Energieeffizienzlabel URL	Optional ▾	Product.ImageEnergyEfficiencyLabelURL_MP
☰ Award 1 URL	Optional ▾	Product.ImageAward01URL_MP
☰ Award 2 URL	Optional ▾	Product.ImageAward02URL_MP
☰ Datenblatt URL	Optional ▾	Product.DocumentDatasheet01URL_MP
☰ Energieeffizienz Datenblatt URL	Optional ▾	Product.DocumentEnergyEfficiencyFicheURL_MP
☰ Bedienungsanleitung URL	Optional ▾	Product.DocumentManual01URL_MP
☰ Sicherheitsdatenblatt URL	Optional ▾	Product.DocumentSecurityAdvisory01URL_MP

Dokumente & Downloads

Bedienungsanleitung

Bedienungsanleitung 2203067 VOLT CRAFT VC-7060BT Tisch-Multimeter digital Datenlogger CAT I 1

Bedienungsanleitung 2203067 VOLT CRAFT VC-7060BT Tisch-Multimeter digital Datenlogger CAT I 1

Bedienungsanleitung 2203067 VOLT CRAFT VC-7060BT Tisch-Multimeter digital Datenlogger CAT I 1

[Mehr anzeigen](#)

Conrad Competence Center & Documentation

Product Data

- [Data Editing and Requirements](#)
 - ◆ [Mapping Assistant](#)
 - ◆ Mandatory attributes
 - ◆ Formats
 - ◆ Transfer methods (Mirakl Backend)

Sales Details

- [Data Editing and Requirements](#)
 - ◆ Mandatory attributes
 - ◆ Formats
 - ◆ Transfer methods (Mirakl Backend)
 - ◆ Import methods

Data & Process Management

- [Using Aggregators / Interfaces](#)
- [Updates / Deleting Products](#)

The screenshot displays the Conrad Competence Center website. The main header features a blue-tinted image of a person working at a laptop with the text "Competence Center" overlaid. Below the header is a search bar with the placeholder text "Search...". A navigation breadcrumb shows "Home" followed by "Shop System / Backend". The main content area is titled "Shop System / Backend" and contains a list of menu items: "Aggregators", "Upload product data", "Upload sales details", "Mapping Assistant", "Manage product data", and "Customer communication". On the right side, there is a "Topics" section with a list of categories: "Shop System / Backend", "Payment Service Providers (PSP)", "KPI Overview / Dashboard", "Improve Performance", "Fees", "Order Processing", "Marketing", "Contact", and "Law".