vendors@dodah.com

READ THIS DOCUMENT COMPLETELY
OR YOUR UPLOAD WILL NOT WORK!

Dodah Data Import Guide for DMS Providers and Other Vehicle Data Aggregators.

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A. Sending dealer inventory to Dodah.com

Dealership Management Systems may send dealer inventory to dodah to create listings via FTP upload of a comma separated values (csv) file conforming to the format outlined in section B of this document. Once the Vendor has established a vendor account with dodah.com, (Send request here vendors@dodah.com) they will be given login credentials for the ftp://uploads.dodah.com upload server. Once the relationship between a dealer and a DMS company has been established, the Vendor may send multiple dealer data in one file or they may upload a separate file per dealer. Throughout this document the word "vendor" will refer to your company, the DMS or aggregation provider sending information to Dodah.

When you upload a dealer's inventory to ftp://uploads.dodah.com, the file you send must contain the dealer's complete inventory. Any vehicles with current listings that are omitted from an upload file will have their listing deactivated when the new import is processed. The import text file may include http URLs to a images for the vehicles. Following the import, dodah.com will retrieve these images from the internet to be included in the listings. If for some reason the images are not accessible at the time the import occurs, dodah.com will try several times later in the day to fetch the images. Vehicle images will only be updated on subsequent uploads if the number of images specified for the vehicle has changed since the last upload.

1. Getting setup for sending inventory to dodah.com

Congratulations, by reading this document, you have already started the first step of becoming a DMS provider that provides additional value to your clients through Dodah integration. After reviewing the entirety of this document, please contact dodah.com to establish a DMS vendor account. Once the account is established, dodah.com will supply the following critical pieces of information that will be required to successfully upload dealer inventory for listing on dodah.com:

a) Your VendorID[1] (assigned by dodah.com)
b) The correct Dodah username and password for ftp://uploads.dodah.com*
c) The DealerID(s) [2,3] of the specific dealers that use dodah.com and your software

*The correct Dodah username and password depends on whether you want to upload inventory from the dealer's site using their Dodah credentials or if you want to upload data in the aggregate or for individual dealers from your servers using your company's Dodah credentials. Use this rule of thumb, if the machines on which the credentials will reside are under your control, use your Dodah username and password, otherwise if the machines are under the Dealer's control, use the Dealer's Dodah username and password.

2. Sending a single file with inventory from multiple dealers

If dealer inventory for your dms clients is stored centrally on your servers, you will most likely want to daily upload a single file to dodah.com that contains the entirety of your clients' inventory. In this case your servers will simply log in with the username and password you were given when you set up your dodah.com vendor account and send a single file containing your client's ENTIRE inventory.

The only requirement for the file name is that it **MUST end with .csv OR end with .ZIP (compressed and zipped to save bandwidth and server time)** . If your dealer inventory is centrally located, but you prefer to push separate files for each dealer, please observe a naming convention that prevents your uploader from accidentally over-writing a file that is being processed by dodah.com. This is likely as simple as using either the dodah.com dealer id or your own internal identifier as part of the upload file name.

3. Sending a separate file for each dealer
(Skip this section if loading multiple dealers in one file)
If dealer inventory for your dms clients is stored at the dealer's site and will be sent to dodah.com from their machines, it is likely you will need to provide dealer inventory in separate upload files per dealer. As mentioned above, please observe a naming convention that prevents your uploader from accidentally over-writing a file that is being processed by dodah.com. This is likely as simple as using either the dodah.com dealer id or your own internal identifier as part of the upload file name.

It is important to note that in order for images to be included in dodah.com listings, the data file must include publicly accessible http URLs to the images in order for dodah.com to fetch them. Also be aware that as of this writing, the credentials used to log in from the dealer's location will need to be the vendor credentials you have assigned by dodah.com. The dealer's dodah.com username and password can not be used to perform imports at this time.

B. Upload file format (READ THIS VERY CARFULLY)

The following table 1 describes the individual fields to be included in the comma separated values file that is uploaded to ftp://uploads.dodah.com. All fields must be present though many are optional and may be submitted as empty in the file as noted in the description below. A sample file should have been included with this document for reference in addition to the single line of sample data that follows this table. Be aware that a violation in any row or field (**including excessive length of data**) may prevent the entire batch from processing so it is critical that data be validated against the following requirements prior to being uploaded to dodah.com.

Be VERY CAREFULL with ERRANT (,) COMMAS and (") QUOTES they will kill the whole feed. Test your file before posting to dodah.com Request the testing program from vendors@dodah.com or download at https://www.dodah.com/help.php?help=vendor then select Download File Integrity Validator (top right of page)   Decimal data need to be stripped of any commas i.e. 12,999.00 will NOT work. Where as 12999.00 is perfect and the same rule with SQL type INT.

Other problems are Quotes within quotes. This will NOT process i.e.
"ABS Bags, Power Door Locks, Power Steering, 24" Premium Wheels, Privacy Glass, Tilt Wheel".
The 24" would cause the file to fail.

This is how it should be handled:
"ABS Bags, Power Door Locks, Power Steering, 24\" Premium Wheels, Privacy Glass, Tilt Wheel"
 Notice the backslash. Failure to escape quotes without a backslash will result in upload failure.

Table 1

##	Fieldname	SQL Type	DESC
01	VendorID[1]	int	REQ. Max 11 Chars, Quoted
02	VendorDealerID[2]	varchar(50)	REQ. (SEE NOTE 4) Max 50 Chars, Quoted
03	DodahDealerID[3]	int	OPT. (SEE NOTE (4) Max 11 Chars, Quoted
04	VIN	varchar(25)	REQ. Max 25 Chars, Quoted
05	StockNumber	varchar(25)	OPT. Max 25 Chars, Quoted
06	Year	smallint	REQ. Max 6 Chars, Quoted
07	Make	varchar(100)	REQ. Max 100 Chars, Quoted
08	Model	varchar(100)	REQ. Max 100 Chars, Quoted
09	Trim	varchar(255)	OPT. (SEE NOTE 5) Max 255 Chars, Quoted
10	Engine	varchar(255)	OPT. (SEE NOTE 5) Max 255 Chars, Quoted
11	Transmission	varchar(255)	OPT. (SEE NOTE 5) Max 255 Chars, Quoted
12	Drive	varchar(50)	OPT. (SEE NOTE 5) Max 50 Chars, Quoted
13	SalePrice	decimal(18,2)	OPT. (SEE NOTE 6) Max 21 Chars, Quoted
14	ListPrice	decimal(18,2)	OPT. (SEE NOTE 6) Max 21 Chars, Quoted
15	Miles	int	OPT. (SEE NOTE 6) Max 11 Numeric, Quoted
16	ExteriorColor	varchar(25)	OPT. (SEE NOTE 5) Max 25 Chars, Quoted
17	InteriorColor	varchar(25)	OPT. (SEE NOTE 5) Max 25 Chars, Quoted
18	IsCertified	Bit	REQ (SEE NOTE 7). Quoted
19	AdNotes	varchar(2000)	OPT. (SEE NOTE 5) Max 4000 Chars, Quoted
20	RESERVED	varchar(25)	NA. (SEE NOTE 8) Reserved for future use
21	WebSpecial	bit	REQ (SEE NOTE 7). Not Quoted
22	BookValue	decimal(18,2)	REQ. (SEE NOTE 6) Max 21 Chars, Quoted
23	BookValueSource	varchar(20)	OPT. (SEE NOTE 5) Max 20 Chars, Quoted
24	BookValueCondition	varchar(20)	OPT. (SEE NOTE 5) Max 20 Chars, Quoted
25	FuelType	varchar(20)	OPT. (SEE NOTE 5) Max 20 Chars, Quoted
26	MPGCity	tinyint	OPT. (SEE NOTE 6) Max 3 Chars, Quoted
27	MPGHiway	tinyint	OPT. (SEE NOTE 6) Max 3 Chars, Quoted
28	RESERVED	varchar(0)	NA. (SEE NOTE 8) Reserved for future use
29	RESERVED	varchar(0)	NA. (SEE NOTE 8) Reserved for future use
30	Options	varchar(4000)	OPT. (SEE NOTES 5, 9) Max 4000 Chars, Quoted
31	Images	varchar(4000)	OPT. (SEE NOTES 5,10) Max 4000 Chars, Quoted

NOTE 1: VendorID is the Account ID of your company as assigned by Dodah. It will be the same for all of the vehicles in your feed and is utilized as a cross-check to distinguish your vehicles from others during the bulk import process.

NOTE 2: VendorDealerID is the ID your company uses to uniquely identify the dealer for the vehicle in this row. It is used to conveniently match your dealer records to Dodah's dealer record should questions arise about a listing.

NOTE 3: DodahDealerID is the dealer's account number as assigned by Dodah.

NOTE 4: At least one or both of DodahDealerID and VendorDealerID are required,
If posting a file with just one dealer's inventory then you MUST have DodahDealerID present.

If you are posting multiple Dealers inventories in ONE FILE then the DodahDealerID can be as empty quotes "". However you are required to have your VenderDealerId present (item 02 in the above description (Table 1)

NOTE 5: If optional quoted values are empty, they should be included as empty quotes ""

NOTE 6: Although a value is required, the value of 0 is not displayed. The value must be 0 or positive.

NOTE 7: 1 = Yes/True, 0 = No/False

NOTE 8: Reserved fields should be included as empty quotes ""

NOTE 9: Up to 40 **comma** separated options in quotes (ie: "opt1,opt2,opt3")

NOTE 10: Up to 9 **comma** separated http urls to JPEG images
(ie: "http://mysite.com/img1.jpg, http://mysite.com/img2.jpg")

A sample line of formatted data:
1,"1035",4,"1GCEK19V43E262826","9911",2003,"Chevrolet","Silverado 1500 Ext Cab","LS Pickup 4D 6 1/2 ft","V8, 4.8 Liter","Automatic","4WD",14998.00,.00,97762,"GRAY","",0,"Note that within quotes carriage returns are allowable and will be replaced with line breaks in the web listing","RETAIL",0,14615.0000,"KBB","","",0,0,"","","ABS (4-Wheel),Air Conditioning,AM/FM Stereo,CD (Single Disc),Cruise Control,Dual Air Bags,Power Door Locks,Power Steering,Power Windows,Premium Wheels,Privacy Glass,Tilt wheel","http://www.skywerks.com/WebMediaManager/AutoListing/VehicleImages/1GCEK19V43E26282601.jpg,http://www.skywerks.com/WebMediaManager/AutoListing/VehicleImages/1GCEK19V43E26282602.jpg,http://www.skywerks.com/WebMediaManager/AutoListing/VehicleImages/1GCEK19V43E26282603.jpg,http://www.skywerks.com/WebMediaManager/AutoListing/VehicleImages/1GCEK19V43E26282604.jpg,http://www.skywerks.com/WebMediaManager/AutoListing/VehicleImages/1GCEK19V43E26282605.jpg,http://www.skywerks.com/WebMediaManager/AutoListing/VehicleImages/1GCEK19V43E26282606.jpg,http://www.skywerks.com/WebMediaManager/AutoListing/VehicleImages/1GCEK19V43E26282607.jpg"

C. Solving common upload issues

When uploading to ftp://uploads.dodah.com please observe the constraints of the data format describe above. **We do not truncate data** nor do we use any type of fuzzy logic to guess at what you are trying to post.

Look for items in your data especially option descriptions options description can often describe a 19" fancy wheels where the (") quotes can stop the and or impact the upload, causing an upload failure. Quotes within quoted text can be escaped using the backslash character. For example, to include 19" fancy wheels, the text file would read: "19\" fancy wheels". Failure to escape quotes within values **will cause the entire import to be rejected.**

VIN numbers: Look for vin numbers that are incorrect or have illegal characters such as " / \ * ? and so forth. VIN numbers with anything other that alpha / numeric will result in uploading failure.

Need help? You can email vendors@dodah.com.