

The Pros and Cons of Premium v Standard Files

Premium Files – Pros

The columns of data are already mapped out for you.
The files are pre-formatted, working with Shopify and Woocommerce's inbuilt import facilities.
All attributes such as prices, variations and images will all be set up once uploaded.
You will not need to pay for a developer to upload the files to your website correctly.
(Developer support maybe required in some cases where server capability is low).
You can download and use over 10,000 product images.
You'll receive a 10% discount off your first Alterego product purchase.
You receive money back on the purchase cost when a target spend is met.

Premium Files – Cons

They incur a small fee (standard files are free). However, when a target spend is met you can get this back.
They're only available, currently, to Shopify or WooCommerce website platform users.

V's

Free Files – Pros

Standard files are free for you to download.
You can still access stock information, which is regularly updated.
SKUs, prices and colours are available.
Our catalogues, newsletters, blogs and online resources are there to support you.

Free Files – Cons

You have to map the columns before you can begin to use them.
You may need the support of a developer if you're unfamiliar with importing and setting up CSV files. We can recommend one, but this is a chargeable service.
Subject to the type of platform, you may need to find and install a plug-in to support CSV file website updates.