How to Import Affiliate and External Products with Excel

How to · https://wpfactory.com/docs/import-affiliate-external-products-with-excel/

To import affiliate or external WooCommerce products, map a product URL column when you import with WooCommerce Products Import & Export with Excel. When a row has a product URL, Products Import & Export with Excel sets the product type to external / affiliate automatically, so you do not need a separate type column.

How the product type is decided

During import, a product with no variations that has a product URL is saved as an **external / affiliate** product. This means the two fields below are all you need to turn a row into an affiliate product.

Prepare the Excel file

Add these columns alongside the usual title and price fields:

Field	Meta key	What it holds
Product URL	`_product_url`	The external destination where customers buy the product. Its presence marks the product as external / affiliate.
Button Text	`_button_text`	The call-to-action label on the product page, such as "Buy on partner site".

Run the import

1. Go to **WPFactory > Product Import/Export > Import/Update Products**.
2. Upload your Excel file.
3. Map your Product URL column to the **Product URL** field and your button label column to the **Button Text** field, along with the title and price fields.

4. Click **Upload**.

Each row with a product URL is created as an external / affiliate product with the button text you supplied.

> **Note:** a row is treated as external only when it has no variations. If you also map attributes that produce variations, the product becomes variable instead.



PRODUCTS IMPORT & EXPORT WITH EXCEL

WooCommerce Products Import & Export with Excel imports simple, variable, external, and subscription products from one Excel file, choosing the right type from your data.

See everything it can do →

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