

Rakuten/Priceminister: Error message "MISSING_PRODUCT_IDENTIFICATION" during product upload (Error 528)

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FAQ-Artikel-Ausdruck

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Schlüsselwörter

Rakuten, Priceminister, MISSING_PRODUCT_IDENTIFICATION, Error 528, EAN missing, Barcode, Upload error, Product identification

Frage (öffentlich)

When uploading products to Rakuten/Priceminister, the following error message appears:

"MISSING_PRODUCT_IDENTIFICATION | Advert Reference : [SKU] | Line : [Line number]"

What does this error mean and how can I fix it?

Lösung (öffentlich)

Cause:

Rakuten requires an EAN code (barcode) or ISBN to uniquely identify the product. This is missing from your product data.

Exception: For clothing and textiles, an EAN is not required.

Step-by-step solution:

- Open the product preparation in magnalister
- Search for the affected product using the SKU (see error message)
- Fill in the EAN field (13-digit number, e.g. 1234567890123)
- Save the changes
- Upload the product to Rakuten again

Important notes:

- EAN format: 13 digits (EAN-13)
- For books: Use ISBN-13 (also 13 digits)
- For vintage/used items without EAN: Contact Rakuten support for a possible exception

After the correction, the upload should complete successfully.