ACENDA

Marketplace image and content specs

Image and content rules for Target Plus, Walmart, Amazon, Shopify, Macy's and JCPenney, side by side.

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Acenda lists the main image size, file type, background, title length, description, HTML and bullet point rules for Target Plus, Walmart, Amazon, Shopify, Macy's and JCPenney in the two charts below. The Acenda recommended column gives one value per spec that works on every listed channel, so following it keeps one product record valid everywhere you sell. Use the channel columns when you only sell on one channel or need its exact limit. Macy's is the main exception: it needs vertical images and shorter descriptions than the Acenda recommended values, as the Tip and FAQ below explain.

Live, always-current version:
support.acenda.com/en/articles/17699089

IMAGE SPECS

Image specs by marketplace

Image rules cover the main image and the alternate images Acenda sends with each item. Acenda generates image sizes up to 2000 × 2000 px from the file you upload, so you don't need to resize images for each channel. See What is Acenda's image optimization and DAM specification? for how Acenda handles uploads.

IMAGE SPEC	Acenda recommended	Target Plus	Walmart	Amazon	Shopify	Macy's	JCPenney
Main image minimum size	**1500 × 1500 px**	1200 × 1200 px	1500 × 1500 px for zoom	500 px on the longest side (1000 px for zoom)	Over 800 × 800 px so zoom works	3894 × 4755 px on-figure; 1768 × 2160 px off-figure (exact crop sizes)	500 × 500 px (smaller files are rejected)
Recommended size	**2000 × 2000 px**	2400 × 2400 px	2200 × 2200 px	1000 px or more on the longest side	2048 × 2048 px, square	Use the exact crop sizes; Beauty, Electronics and Home alternates at least 1000 × 1000 px	1500 × 1500 px or more; 2560 × 2560 px for zoom; 3000 × 3000 px maximum
Aspect ratio	**Square (1:1)**	Square (1:1) preferred	Square (1:1)	No required ratio	Square suggested; keep one ratio	Vertical 140:171 (fixed); square and landscape images convert poorly	*See marketplace guidelines*
File types	**JPEG (PNG without transparency also works)**	JPEG preferred; PNG, TIF, PSD (no transparent PNG)	JPEG, PNG, BMP (no GIF)	JPEG preferred; TIFF, PNG, non-animated GIF	PNG best, then JPEG	JPEG via public URL; no alpha channel (Electronics also PNG)	*See marketplace guidelines*

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IMAGE SPEC	Acenda recommended	Target Plus	Walmart	Amazon	Shopify	Macy's	JCPenney
Maximum file size	**Under 5 MB**	20 MB	5 MB	*See marketplace guidelines*	Up to 20 MB; smaller loads faster	*See marketplace guidelines (8 MB JPG recommended)*	*See marketplace guidelines*
Main image background	**Pure white (RGB 255, 255, 255)**	White or gray; white only for some categories	Seamless white (RGB 255, 255, 255)	Pure white (RGB 255, 255, 255)	White suggested for a consistent look	Pure white (RGB 255, 255, 255); some Home items in an approved setting	Clean, uniform and uncluttered; suggested by category: gray for apparel, jewelry and watches, blue for swimwear, white for beauty
Recommended image count	**6 or more (1 main + 5 alternates)**	1 main + at least 2–3 alternates	At least 4	At least 6	Several angles, framed the same way	At least 3 (fewer is rejected); 6 or more suggested for Home	3 required (1 main + 2 alternates); more recommended
Maximum images	**Varies; see channel**	Acenda sends 1 main + up to 15 alternates	*See marketplace guidelines*	*See marketplace guidelines*	250 media per product	11 (3 required + up to 8 more), plus a swatch	*See marketplace guidelines*

Tip: Target Plus and Walmart recommend images larger than 2000 × 2000 px. Uploading a larger source file is fine, and 2000 × 2000 px still clears the minimum on every channel except Macy's. Macy's needs vertical 140:171 images at its own crop sizes, so prepare Macy's files separately.

CONTENT SPECS

Content specs by marketplace

Content rules cover the product title, description, HTML formatting, bullet points and size charts. Rules for titles and descriptions can vary by category, so check the channel's own guidance for your category before a large update. For Target Plus formatting, see How to format Target+ product descriptions with allowed HTML tags. For size charts, see How to host size charts and instruction manuals in Acenda and How to add and manage size charts on Target+.

CONTENT SPEC	Acenda recommended	Target Plus	Walmart	Amazon	Shopify	Macy's	JCPenney
Title max length	**70 characters**	150 (21–100 recommended)	150	75 + up to 125 in Item Highlights (most categories)	Short and simple; SEO title 70 characters or fewer	Under 150 characters; starts with the brand	75 characters including spaces; Brand + Gender + Descriptor(s) + Product Name

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CONTENT SPEC	Acenda recommended	Target Plus	Walmart	Amazon	Shopify	Macy's	JCPenney
Description limits	**One paragraph, at least 250 words, under 4,000 characters, no links**	At least 50 words, under 4,000 characters, no links	One paragraph, at least 150 words (varies by category), no lists or URLs	*See marketplace guidelines (varies by category)*	Short paragraphs plus a bulleted list; 250+ words for SEO	1,000 characters (4,000 for Electronics); no pricing, shipping or other-site mentions	Under 2,000 characters including HTML and spaces (most categories); full sentences or short paragraphs; no URLs, emails or phone numbers
Allowed HTML in description	**Plain text; line breaks only**	<b> <i> 	No bullet or numbered lists	None except line breaks	Rich text: headings, bold, bullet lists	None; no HTML, special characters or emojis	*See marketplace guidelines; HTML counts toward the 2,000-character limit*
Bullet points	**4–8 bullets, each under 80 characters, no HTML**	2–15 required; 4–8 recommended, 3–8 words each	3–10 key features, up to 80 characters each, no HTML	*See marketplace guidelines (varies by category)*	Bulleted feature list in the description	Up to 254 characters each; care, material and country of origin required in most categories	No bullets in the description; JCPenney builds PDP bullets from your attributes
Size chart method	**Host the chart in CATALOG > Assets; how it is sent varies by channel**	Size Chart attribute with a public link; extra image is a fallback being phased out	*See marketplace guidelines*	*See marketplace guidelines*	Size chart page shown in a pop-up	Vertical JPG image URL under 100 KB, no logo; required for clothing	*See marketplace guidelines*

Note: "See marketplace guidelines" means we couldn't confirm one value that applies to every category. More marketplaces will be added as their specs are confirmed.

JCPenney only

JCPenney reviews every new product before it goes live, which can take up to 2 weeks. These rules aren't in the charts above:

- **Variants:** Group sizes and colors or patterns under one Variant Group Code. Every variant needs its own UPC or EAN and its own accurate images, and all variants share the same title, description and category.
- **Barcodes:** GS1-certified only: a 12-digit UPC or a 13-digit EAN.
- **Swatch image:** One per variant, at least 200 × 200 px. If you don't have one, use the main image.
- **Video (optional):** 30–50 seconds with clear audio that explains the product. Add it to one item per Variant Group Code.
- **Category and brand:** Choose the most specific third-level category. If your brand is already on JCPenney's list, pick it exactly as shown. JCPenney isn't adding new brands right now, so if yours isn't listed, choose Asstd National Brand and put your brand name first in the product title.
- **Restricted attributes:** Leave Event, Gift Group by Interest, Gift Strategy, Marketing Theme and Trends blank unless JCPenney asks you to fill them.

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FAQ

Troubleshooting & FAQ

- **Why was my image rejected when it meets the Acenda recommended size?** Some categories have extra rules, such as Target Plus requiring a white background for Hardlines, Essentials and Beauty, and Grocery. In CHANNELS > Item Issues, check the Attribute Path column to see which image was flagged, then compare it with the channel's category rules.
- **Why does Macy's reject images that meet the Acenda recommended size?** Macy's requires vertical images with a fixed 140:171 ratio, at 3894 × 4755 px for on-figure shots and 1768 × 2160 px for off-figure shots. The Acenda recommended square 2000 × 2000 px image doesn't meet those specs, so crop Macy's images from your full-size originals.
- **Why was my description rejected on Macy's or JCPenney?** Macy's allows 1,000 characters (4,000 for Electronics) with no HTML, and JCPenney allows 2,000 characters including HTML tags and spaces. Write a shorter description for that channel with an attribute override.
- **Why does my title look cut off on Amazon?** Amazon limits titles to 75 characters in most categories and shows extra details in a separate Item Highlights field. Shorten the title to 75 characters or fewer and move extra details to Item Highlights.
- **Why did my description lose its formatting?** The channel removed HTML it doesn't accept. Amazon only keeps line breaks, and Target Plus only keeps <b>, <i>, <br>, <ul> and <li>. Use plain text with line breaks if you sell on several channels.
- **Can I use different content on each channel?** Yes. Keep the Acenda recommended values on the product, then change one field for one channel with an attribute override. See How to use attribute overrides to set a value for one channel.
- **Why don't my changes show on the marketplace yet?** Acenda sends updates on the next sync, and each marketplace reviews content on its own schedule. If an item still shows an error, see How to fix marketplace listing errors.

Values come from each marketplace's published guidance. Always-current version: support.acenda.com/en/articles/17699089

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