



Commercial Operations

Octopia – Cdiscount

API

FR

Promotions & Soldes – Process API

Pré-requis des Promotions & Soldes

1. Connaitre la réglementation Omnibus.
2. Gestion des Offer Packages via les API SOAP ou REST.
3. Publier des offres sur des produits existants.

Documentation des Offer Packages :

- SOAP API : https://dev.cdiscount.com/marketplace/?page_id=1198
- REST API : <https://developer.octopia-io.net/seller/offer-feature-V2>
- Package offer OPECO : https://dev.cdiscount.com/marketplace/wp-content/uploads/APIMPCdiscount_Sample_Offers_OPECO.zip





1. Paramétrage du Prix de Comparaison

Prix de Comparaison

Affichage du Prix de Comparaison (Attribut <StrikedPrice>)

<StrikedPrice> correspond généralement au prix recommandé par le fabricant (PPI).

Il est affiché sur le site comme Prix de Comparaison. Il n'est pas limité dans le temps. Le prix de vente est strictement inférieur au Prix de comparaison. Il s'affiche en dehors des périodes d'opérations commerciales (type Soldes, Ventes Flash).

Exemple de package Offers.xml

A noter : le Prix de Comparaison <StrikedPrice> n'est pas vérifié par Cdiscount.

```
<!--Offer with StrikedPrice-->  
  <Offer SellerProductId="S53262149036" ProductEan="9153262149367" Price="299.98" StrikedPrice="410.00"  
    ProductCondition="6" EcoPart="0" DeaTax="3.14" Vat="20" Stock="10" Comment="offer with StrikedPrice" PreparationTime="2">  
    <Offer.ShippingInformationList>  
      <ShippingInformationList Capacity="3">  
        <ShippingInformation AdditionalShippingCharges="4.95" DeliveryMode="Standard" ShippingCharges="1.95" />  
        <ShippingInformation AdditionalShippingCharges="5.95" DeliveryMode="Tracked" ShippingCharges="2.95" />  
        <ShippingInformation AdditionalShippingCharges="6.95" DeliveryMode="Registered" ShippingCharges="3.95" />  
      </ShippingInformationList>  
    </Offer.ShippingInformationList>  
  </Offer>
```

Plus que 4h 52min 33sec pour être livré après-demain

~~410,00 €~~ Prix de comparaison ⓘ

299 €⁹⁸

dont 10,00 € d'éco participation

ou payez en 4x ⓘ

76 €⁸¹ aujourd'hui

76,79€ dans 1 mois
76,79€ dans 2 mois
76,79€ dans 3 mois

Quantité : 1 ↕

Ajouter au panier

ou

Commander maintenant

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2. Paramétrage des Ventes Flash

Ventes Flash (VF)

Affichage des Ventes Flash (VF)

Les VF sont activables à tout moment, hors période de Soldes, et sont limitées à 72h maximum pour chaque SKU, avec 48h obligatoires entre deux VF.

Paramétrage des attributs :

<Type>=1

<DiscountUnit>=1

<DiscountValue> =Réduction à appliquer en %.

La réduction sera appliquée directement sur l'attribut <Price> (Prix de Vente actuel).

Calcul : Prix de la Vente Flash = (<Price> x ((100 - <DiscountValue>)/100)

La difference entre la <StartDate> et <EndDate> ne doit pas dépasser 72h. Ne peut pas être cumulé aux Soldes.

Le prix barré sera le Prix Antérieur, calculé automatiquement par Cdiscount = prix pratiqué le plus bas des 30 derniers jours.

L'affichage du montant de reduction sera ajusté automatiquement par rapport au Prix antérieur.

Important : pour que la Vente Flash s'affiche, il faut que la reduction soit de 1% minimum par rapport au Prix Antérieur (ou 1€ si Prix de vente <100€).



Ventes Flash

Exemple de package Offers.xml Ventes Flash

```
<!--Offer with FlashSales-->
<Offer SellerProductId="S52458285030" ProductEan="9152458285308" ProductCondition="6" Price="129,99" StrikedPrice="139.99"
EcoPart="0" DeaTax="3.14" Vat="20" Stock="10" Comment="offer with flash sales" PreparationTime="3">
  <Offer.ShippingInformationList>
    <ShippingInformationList Capacity="3">
      <ShippingInformation AdditionalShippingCharges="4.95" DeliveryMode="Standard" ShippingCharges="1.95" />
      <ShippingInformation AdditionalShippingCharges="5.95" DeliveryMode="Tracked" ShippingCharges="2.95" />
      <ShippingInformation AdditionalShippingCharges="6.95" DeliveryMode="Registered" ShippingCharges="3.95" />
    </ShippingInformationList>
  </Offer.ShippingInformationList>
  <Offer.PriceAndDiscountList>
    <DiscountComponentList Capacity="1">
      <!-- Mandatory attributes + 72h maximum : StartDate and EndDate -->
      <DiscountComponent Type="1" DiscountValue="7.69" StartDate="2022-12-21T21:00" EndDate="2022-12-22T20:00" DiscountUnit="1" />
    </DiscountComponentList>
  </Offer.PriceAndDiscountList>
</Offer>
```





3. Paramétrage des Soldes

Soldes

Affichage des Soldes

Les Soldes s'activent automatiquement et uniquement pendant les périodes officielles des Soldes en France (Janvier/Février et Juin/Juillet).

Paramétrage des attributs :

<Type>=3

<DiscountUnit>=1

<Price>= Prix de vente actuel

<SalesReferencePrice>= Prix sur lequel sera calculé la réduction.

<DiscountValue> =Réduction à appliquer en %.

La réduction sera appliquée directement sur l'attribut <SalesReferencePrice>

Calcul : Prix Soldé = (<SalesReferencePrice> x ((100 - <DiscountValue>)/100)

Le Prix de comparaison (<StrikedPrice>) et le Prix de vente actuel (<Price>) ne sont pas pris en compte dans le calcul.

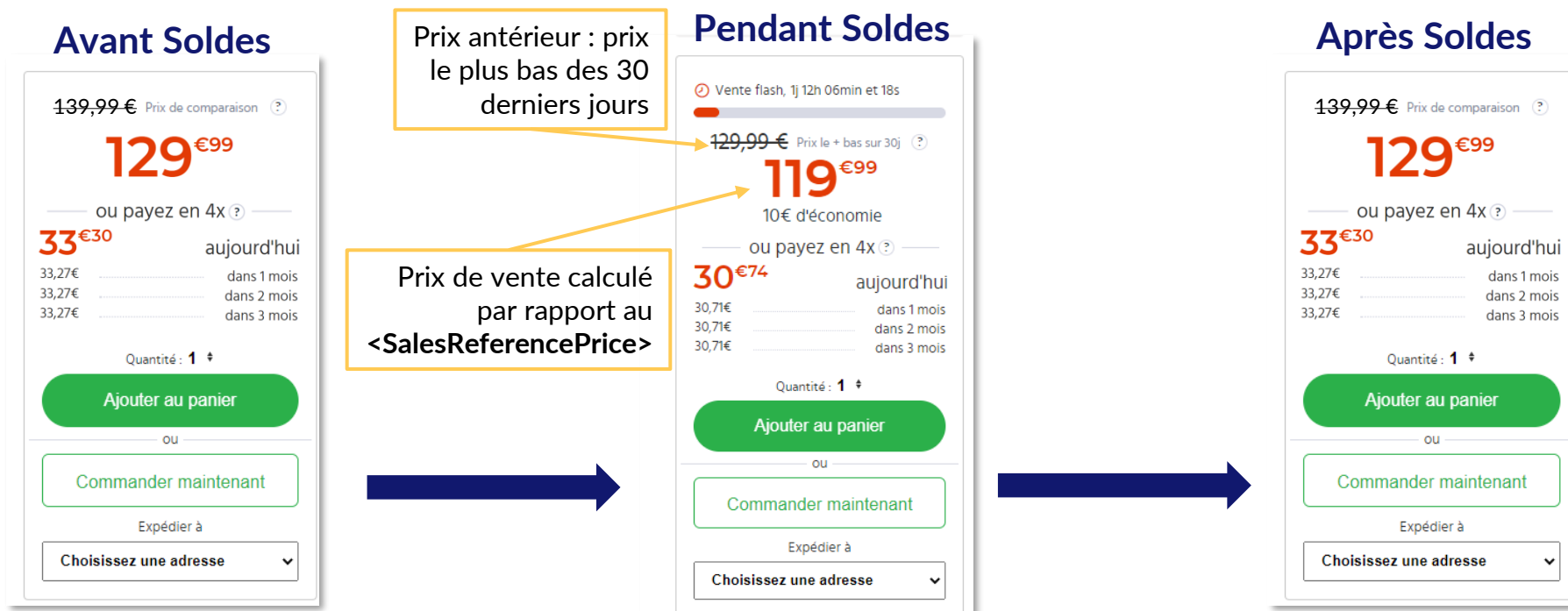
Important : pour que la Solde s'affiche, il faut que la réduction soit de 1% minimum par rapport au Prix Antérieur (ou 1€ si Prix de vente <100€).



Soldes

Exemple de package Offers.xml Soldes

```
<!--Offer with Sales-->  
<Offer SellerProductId="S53262149036" ProductEan="9153262149367" ProductCondition="6" Price="129.99" StrikedPrice="139.99"  
EcoPart="0" DeaTax="3.14" Vat="20" Stock="10" Comment="offer with sales" PreparationTime="2">  
  <Offer.ShippingInformationList>  
    <ShippingInformationList Capacity="3">  
      <ShippingInformation AdditionalShippingCharges="4.95" DeliveryMode="Standard" ShippingCharges="1.95" />  
      <ShippingInformation AdditionalShippingCharges="5.95" DeliveryMode="Tracked" ShippingCharges="2.95" />  
      <ShippingInformation AdditionalShippingCharges="6.95" DeliveryMode="Registered" ShippingCharges="3.95" />  
    </ShippingInformationList>  
  </Offer.ShippingInformationList>  
  <Offer.PriceAndDiscountList>  
    <DiscountComponentList Capacity="1">  
      <!-- Not mandatory attributes : StartDate and EndDate -->  
      <DiscountComponent Type="3" DiscountValue="7.69" SalesReferencePrice="129.99" StartDate="2023-01-11T00:00" EndDate="2023-02-07T00:01" DiscountUnit="1"/>  
    </DiscountComponentList>  
  </Offer.PriceAndDiscountList>  
</Offer>
```





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EN

Discount & Sales – API Process

Pre-requisite for Discount & Sales:

1. Know the rules of Omnibus Law
2. Offer management with Offers packages through SOAP or REST API's.
3. Generating offers on existing products

Offers Management documentation:

- SOAP API : https://dev.cdiscount.com/marketplace/?page_id=1198
- REST API : <https://developer.octopia-io.net/seller/offer-feature-V2>
- Package offer OPECO : https://dev.cdiscount.com/marketplace/wp-content/uploads/APIMPCdiscount_Sample_Offers_OPECO.zip





1. Comparison Price Process

Comparison Price

Display of the comparison price (Attribut <StrikedPrice>)

<StrikedPrice> corresponds to the recommended retail price. It is not limited in time. Price is strictly lower than StrikedPrice. It's displayed on our website as Comparison Price, outside of sales periods (such as Flash Sales and Sales).

Example of Offers.xml package

Please note: the Comparison price <StrikedPrice> is not checked by Cdiscount.

```
<!--Offer with StrikedPrice-->  
<Offer SellerProductId="S53262149036" ProductEan="9153262149367" Price="299.98" StrikedPrice="410.00"  
  ProductCondition="6" EcoPart="0" DeaTax="3.14" Vat="20" Stock="10" Comment="offer with StrikedPrice" PreparationTime="2">  
<Offer.ShippingInformationList>  
  <ShippingInformationList Capacity="3">  
    <ShippingInformation AdditionalShippingCharges="4.95" DeliveryMode="Standard" ShippingCharges="1.95" />  
    <ShippingInformation AdditionalShippingCharges="5.95" DeliveryMode="Tracked" ShippingCharges="2.95" />  
    <ShippingInformation AdditionalShippingCharges="6.95" DeliveryMode="Registered" ShippingCharges="3.95" />  
  </ShippingInformationList>  
</Offer.ShippingInformationList>  
</Offer>
```

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2. Flash Sales Process

Flash Sales

Flash Sales process

Flash Sales can be activated at any time, except during Sales, and are limited to 72h max on each sku, and 48h between two Flash Sales.

Attributes settings :

<Type>=1

<DiscountUnit>=1

<DiscountValue> = Discount to apply in %

The discount will directly be applied on the attribute <Price> (current selling price).

Calculation: Flash Sales Price = (**<Price>** x ((100 - **<DiscountValue>**)/100)

The difference between <StartDate> et <EndDate> must be under 72h.

The displayed striked price will be the Previous Price, automatically calculated by Cdiscount = lowest price over the last 30 days.

The displayed discount value will be automatically calculated based on the Previous Price.

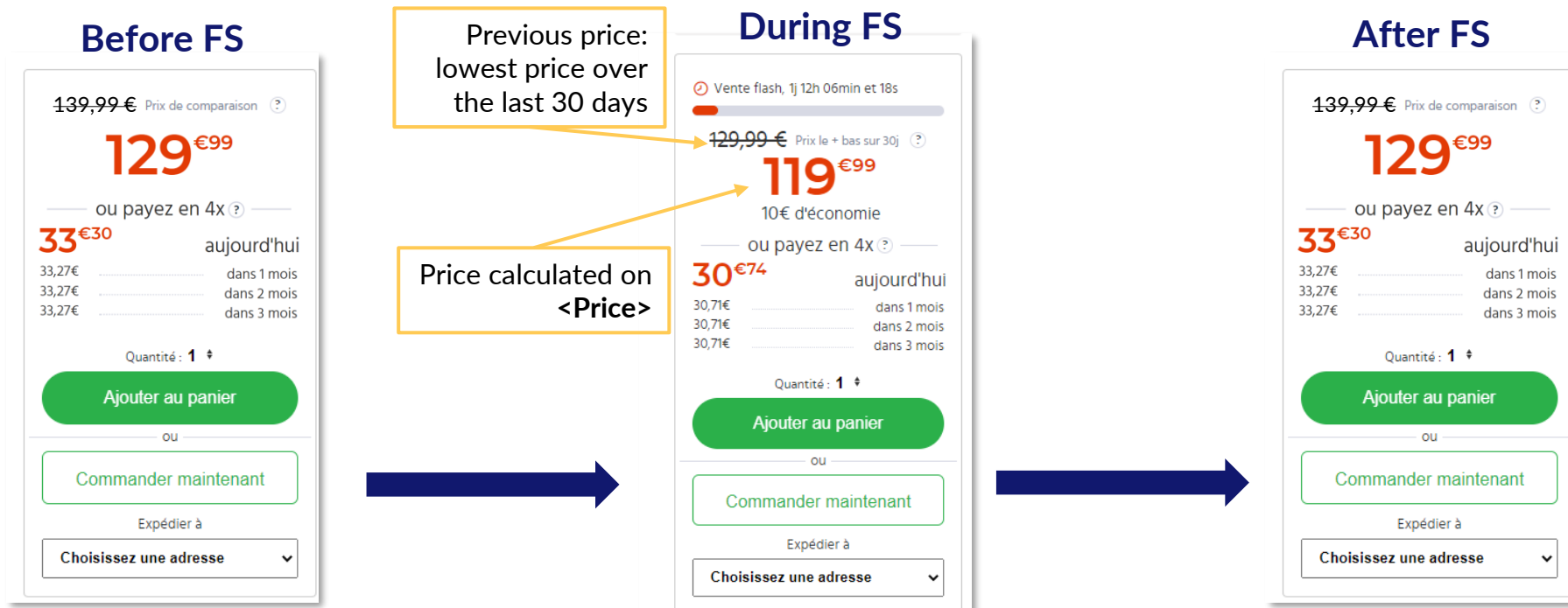
Please Note: the Flash Sale will be displayed if the discount is 1% minimum based on the Previous Price (or 1€ if Price <100€).



Flash Sales

Example of Flash Sales Offers.xml package

```
<!--Offer with FlashSales-->
<Offer SellerProductId="S52458285030" ProductEan="9152458285308" ProductCondition="6" Price="129,99" StrikedPrice="139.99"
EcoPart="0" DeaTax="3.14" Vat="20" Stock="10" Comment="offer with flash sales" PreparationTime="3">
  <Offer.ShippingInformationList>
    <ShippingInformationList Capacity="3">
      <ShippingInformation AdditionalShippingCharges="4.95" DeliveryMode="Standard" ShippingCharges="1.95" />
      <ShippingInformation AdditionalShippingCharges="5.95" DeliveryMode="Tracked" ShippingCharges="2.95" />
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    </ShippingInformationList>
  </Offer.ShippingInformationList>
  <Offer.PriceAndDiscountList>
    <DiscountComponentList Capacity="1">
      <!-- Mandatory attributes + 72h maximum : StartDate and EndDate -->
      <DiscountComponent Type="1" DiscountValue="7.69" StartDate="2022-12-21T21:00" EndDate="2022-12-22T20:00" DiscountUnit="1" />
    </DiscountComponentList>
  </Offer.PriceAndDiscountList>
</Offer>
```





3. Sales Process

Sales

Sales Process

Sales will be activated automatically and only during official French Sales Periods (January/February & June/July).

Attributes settings :

<Type>=3

<DiscountUnit>=1

<Price>= current price

<SalesReferencePrice>= Price used to calculate the sales price.

<DiscountValue> = Discount to apply in %.

The discount will be applied on the attribute <SalesReferencePrice>

Calculation : Sales Price = (<SalesReferencePrice> x ((100 - <DiscountValue>)/100))

The comparison price (<StrikedPrice>) and the current (<Price>) aren't taken into consideration.

Please Note: the Sale will be displayed if the discount is 1% minimum based on the Previous Price (or 1€ if Price <100€).



Sales

Example of Sales Offers.xml package

```
<!--Offer with Sales-->
<Offer SellerProductId="S53262149036" ProductEan="9153262149367" ProductCondition="6" Price="129.99" StrikedPrice="139.99"
EcoPart="0" DeaTax="3.14" Vat="20" Stock="10" Comment="offer with sales" PreparationTime="2">
  <Offer.ShippingInformationList>
    <ShippingInformationList Capacity="3">
      <ShippingInformation AdditionalShippingCharges="4.95" DeliveryMode="Standard" ShippingCharges="1.95" />
      <ShippingInformation AdditionalShippingCharges="5.95" DeliveryMode="Tracked" ShippingCharges="2.95" />
      <ShippingInformation AdditionalShippingCharges="6.95" DeliveryMode="Registered" ShippingCharges="3.95" />
    </ShippingInformationList>
  </Offer.ShippingInformationList>
  <Offer.PriceAndDiscountList>
    <DiscountComponentList Capacity="1">
      <!-- Not mandatory attributes : StartDate and EndDate -->
      <DiscountComponent Type="3" DiscountValue="7.69" SalesReferencePrice="129.99" StartDate="2023-01-11T00:00" EndDate="2023-02-07T00:01" DiscountUnit="1"/>
    </DiscountComponentList>
  </Offer.PriceAndDiscountList>
</Offer>
```

