bonial

Base + Offers EN

Bonial Operations - Technical Specifications

26.08.26



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Agenda

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A. What Bonial provides

1. How Offers are processed

General Information

Bonial uses automatic and semi-automatic solutions to create individual product views (so called „Offers“) from each page of the client‘s PDF that contains them.



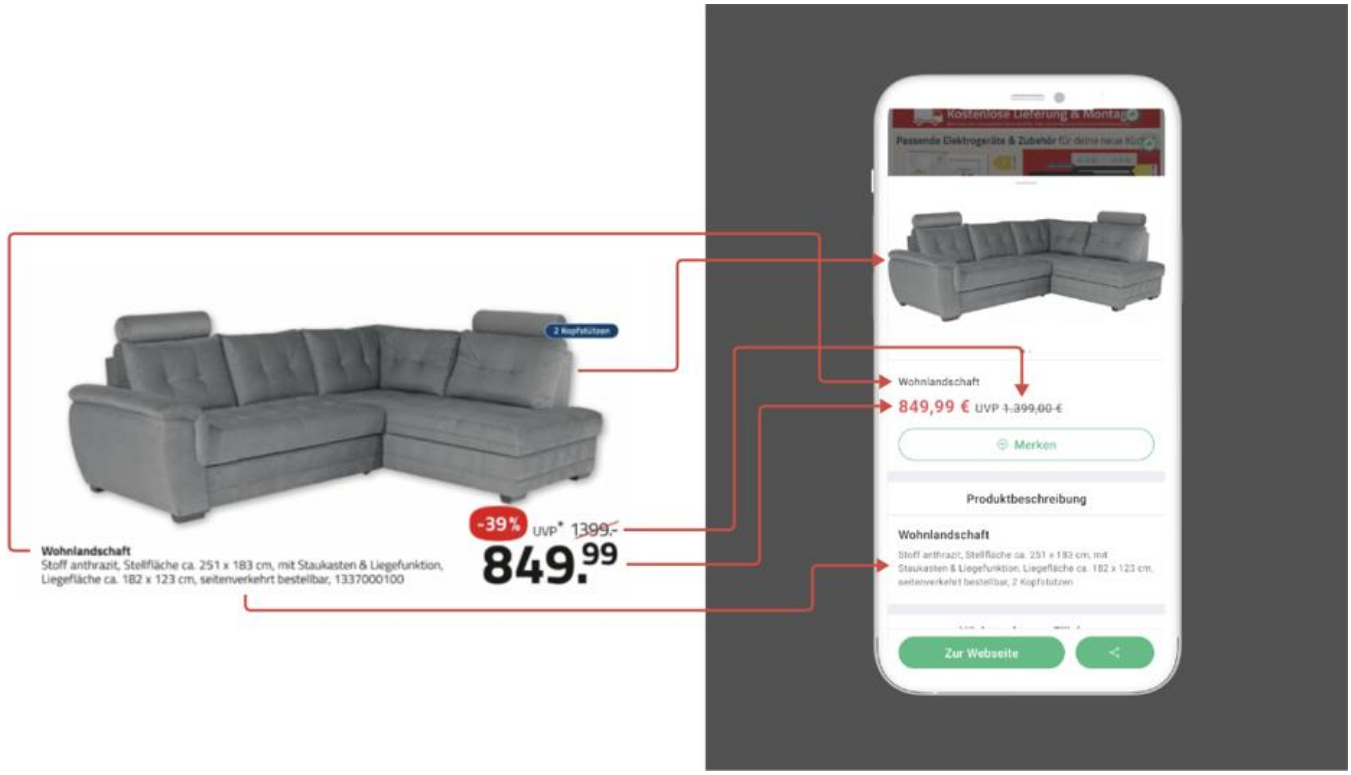
For the Offer creation, Bonial uses solely the prices, name, brand and any additional information contained within a rectangle (size determined by the outer edges formed by all associable graphical and text elements) around the product while avoiding overlapping with other products when it is possible.

Any further details outside this rectangle like footnotes, separate product details on another page of the PDF or general terms and conditions will NOT be mentioned and NOT be visible in the Offer.

A disclaimer

DE “Irrtümer und Änderungen vorbehalten. Maßgeblich sind die Preise im Prospekt, Onlineshop oder in der Filiale. Zusätzliche Bedingungen siehe Prospekt.”
FR “Les erreurs et modifications sont réservées. Les prix dans le prospectus, la boutique en ligne ou en magasin sont déterminants. Conditions supplémentaires voir le brochure.”
will be amended at the end of the product description in the Offer.

From PDF page to Offer



2. Additional services

Tagging	Always included
Product views	Always included
Tracking*	Always included
Search results	Always included - Whole brochure as well as individual products
Linkouts	Included upon client's wish
Exchange of advertising material	Included upon client's wish
Carousel	Needs to be booked as an additional service

*See Specs – Tracking

3. Specifics*

Distribution setup	Single PDF valid for all stores	Different regional variants of the same base PDF
Minimum campaign lead time (Business days)	2 business days**	3 business days**
Average process time updates (during business days)	4h	6h

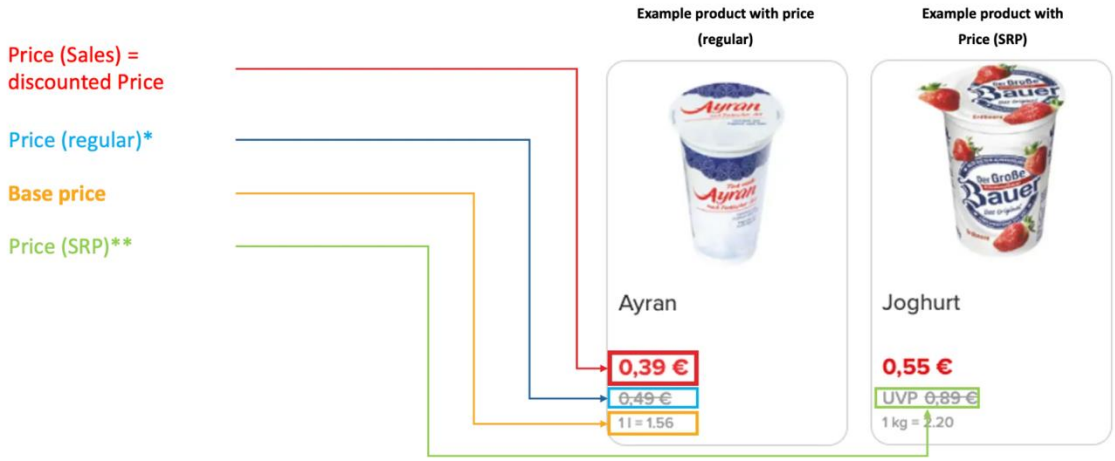
*legally non-binding specifcs Bonial may change at any time in its discretion

**excluding day of delivery

B. What the client provides

1. 1. Required information in case of advertising with price reduction

Requirements according to the Price Information Regulation and the Unfair Competition Act



Price (SRP) or price (regular) are to be indicated next to total price if a price reduction is advertised. In this case, only either the price (SRP) or price (regular) can be used.

* must correspond to the lowest total price applied to consumers within the last 30 days prior to the application of the price reduction in accordance with § 11 PAngV (DE) and Art. D.112-1-1 Code de la consommation (FR) respectively.

** The manufacturer's recommended retail price must be clearly stated in the designation.



2. Price Information Regulation and the Unfair Competition Act

Legal framework and implementation:

1. The client is responsible for providing the required product and price details, which shall be deemed to be included in the advertising material supplied to Bonial as specified in Point A.1. The client shall ensure that the prices, price reductions, etc. stated in the advertising materials shall comply with any applicable laws and correspond to the required information as set out in Point B. 2 and 3.

2. In the case of advertising with a price reduction, the following shall apply:
    a. The price is shown as in the example above.
    b. Depending on the type of price data supplied by the client, the price presentation shall be as follows:
        i. If the total price and an MSRP are sent, the total price will be shown next to the crossed-out RRP.
        ii. If the total price and a prize (regular) are sent, the total price will be shown next to the crossed-out price (regular). According to § 11 PAngV (DE) and Art. D.112-1-1 Code de la consommation (FR) respectively, the price (regular) must correspond to the lowest total price applied to consumers within the last 30 days prior to the application of the price reduction.
        iii. If the savings (= difference between the total price and the price (regular)/RRP) are at least 15%, this is stated by Bonial as follows:
        iv. Savings equal to 15% or greater up to 49% then "Save (difference in euros)€!"
        v. Savings greater than or equal to 50% then "- (difference in percent)%"

3. Technical Requirements

Bonial needs the PDF(s) prepared as such:

Layout	PDF as single file No double pages No crop marks All text as separate layer* Each product image on a separate layer in the PDF*
Resolution	At least 150 dpi
Dimensions	At least 1240×1753 px
File Size	Maximum size per page of PDFs: 10 MB (Ex.: 12 Seiten PDF max. 120 MB)

*Essential for Offer creation

4. Required Information

For a timely publication of the advertising material, Bonial needs the following information from the client:

Advertising Materials (PDF)	See Technical Requirements
Campaign Title	Maximum of 32 characters
Participating Sites	All participating sites. In case of regional differences additionally with clear regional allocation of advertising media.
Area of coverage around Participating Sites (area code/radius)	Radius around locations (1-80km) and/or list of area codes (PLZ)
Campaign Duration	Bonial can distinguish between a publication and a validity period.
Lead Time	Bonial needs the advertising material 3 working days before the publication date at minimum (See Service Level Agreements)
Advertising plan	For planning, Bonial needs a (preliminary) overview of upcoming campaigns as early as possible.

5. Linkouts

Bonial can implement one or more links per Offer to the client's webshop.

These have to be related to the Offer or at least lead to a associated landing page.

The first link will be shown as a call to action button.

The following links will be shown in order in the next space under the button.

Information about these links have to be supplied in an .xls or .xlsx sheet with the following information:

Page of the PDF the product appears on

Description of the Product (for internal attribution to the offer area)

Link (external tracking possible - see Specs - Tracking) (Reference to PDF version in case of regional brochure versions)

In case of regional versions of the same brochure, please include every instance of the products with the respective page number and version reference in the sheet.



6. Campaign specific headers

The header of each brochure is already filled in by the specified publisher header (see Specs Store Data) or the fallback provided by Bonial in case no publisher header is provided.
If the client would like to send a specific header for the current campaign, the guidelines are as follows:

- The client should avoid placing text and/or any critical content within the header as much as possible.
    - Legal notices, user instructions and other information will likely be cropped and obscured.
    - There is no guarantee of how the header will scale or crop across different screen sizes (mobile and desktop).
- Bonial advises not to add the client brand logo to the header as this will be automatically added by the system.



Example publisher header - red area will be automatically filled with provided logo

- For Base + Offer brochures, there will be additional elements overlayed on the header.

Banner size:
W: 1280, H: 720



Red areas on the top will be occupied by overlays for Base + Offers brochure

- If no Publisher Header is sent, Bonial will use a fallback header.

C. Offer Ingestion (OI) as alternative Offer creation method

1. What is Offer Ingestion (OI)?

Offer Ingestion is what we use to import the client's already existing individual product/offer information to enrich a PDF brochure.

If for example, the client has already created individual offers for their presence online (themselves or through a third party), they can convert those data sets to fit Bonial's import format. Bonial can then directly import them without any extra work being neccessary.

This information has to be supplied to Bonial in time together with the PDF.
Point B.1 and B.2 shall apply accordingly.



2. Base Import Sheet

We would be happy to send you a sample Excel document with comments on how to import offer information into the Bonial system. Please request it per email at: operations@bonial.com

Minimum necessary information marked in orange in import sheet as follows:

Column Name	Explanation
offerPageNumber	This tells the system on which PDF page the offer is located.
offerTopLeftAbsciss **offerTopLeftOrdonate** **offerBottomRightAbsciss** **offerBottomRightOrdonate**	These are the coordinates relative to the dimensions of the PDF page the offer is located (Cartesian coordinate system). More information on how this is calculated on the following slides.
productName	The literal name of the product.
productImage	This is the reference image shown for the product in top position. The product image should be cut out and supplied with a transparent background if possible.

This is an example of the maximum amount of information that can be added to an individual product.

The information points are marked with red boxes and their respective column in the reference excel sheet are supplied.

For any linkout, the client needs to supply the linkout URL (column AO) as well as the label (column AP).

A macro message can either be a bespoke text or (if left empty) it follows this standard logic as defined by Bonial:

- **If difference is bigger or equal to 15% and smaller then 50%, “save {amount}!” is shown.**
- **If price difference is bigger or equal to 50%, "{savedPercentage} %” is shown**



3. How the coordinates work

The following terms are used to define image positions:

offerTopLeftAbsciss: The X-coordinate of the top-left corner of the product image.

offerTopLeftOrdinate: The Y-coordinate of the top-left corner of the product image.

offerBottomRightAbsciss: The X-coordinate of the bottom-right corner of the product image.

offerBottomRightOrdinate: The Y-coordinate of the bottom-right corner of the product image.

How This Works

PDF files use a Cartesian coordinate system. Here's how to visualize it:

Origin (0,0): The top-left corner of the PDF page.

X-Axis: Runs horizontally across the page. Values increase as you move to the right.

Y-Axis: Runs vertically along the page. Values increase as you move downwards.

Coordinates Define a Rectangle

Each set of four coordinates defines a rectangular area where the product image would be placed:

1. Top-left corner: (offerTopLeftAbsciss, offerTopLeftOrdinate)

2. Bottom-right corner: (offerBottomRightAbsciss, offerBottomRightOrdinate)

EXAMPLE OF MELON	Coordinates
OfferTopLeftAbsciss	0,50
offerTopLeftOrdonate	0,33
offerBottomRightAbsciss	0,5
offerBottomRightOrdonate	0,5



EXAMPLE OF DORADE	Coordinates
OfferTopLeftAbsciss	0,50
offerTopLeftOrdonate	0,50
offerBottomRightAbsciss	0,97
offerBottomRightOrdonate	0,75

D. Delivery and contact

1. Ways of data delivery of images, creatives and additional information

Bonial can obtain the images, creatives and additional information from the following sources, which are specified by the client in advance:

FTP-Server (internal)	Bonial provides all clients FTP access for file transfer. The client can access this at any time via browser or FTP software.
FTP-Server (external)	If the client already has its own FTP server, Bonial can obtain the data from there. The client should send a notification by mail (DE operations@bonial.de or DE brands content-brands@kaufda.de and FR content-operations-FR@bonial.com) as soon as new data is available here.
Webtransfer	The client can provide Bonial with the advertising materials via web transfer.
E-Mail	The client can send the data directly by mail to DE operations@bonial.de or DE brands content-brands@kaufda.de and FR content-operations-FR@bonial.com, with an attachment limit of 15 MB max.

2. Onboarding

Phases / Steps



Onboarding Kickoff

- Evaluation Type of data transfer
- Presentation of product options



Test Phase

- Processing of Data



Go-Live

Start with initial campaign setup



Optimization Phase

- Check-in / KPI optimization
- Optimization of the workflow

For any questions, please contact:

DE operations@bonial.de
DE Brands content-brands@kaufda.de
FR content-operations-FR@bonial.com

