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Dynamic EN

Bonial Operations -Technical Specifications

26.08.26



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Agenda

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1. Graphic requirements

	Dimensions	File-formats	Limitations
Titlepage	1240 × 1753 px	PDF	–
Header*	Image 1500×640 px Video: Ratio 16:9	.jpg/.png .avi/.mp4/.mov/.flv	– / 100 MB and 30 sec max.
Banner (double)	440 × 360 px	.jpg / .png	–
Banner (single)	220 × 360 px	.jpg / .png	–
Product picture	Ratio 1:1	.jpg / .png	–
Video	Ratio 16:9 or 4:3 (examples on p.5)	.avi/.mp4/.mov/.flv	100 MB and 30 sec max.
Primary and secondary colors	–	Delivered as hex codes, e.g. #000000	–

Bonial distinguishes between the **main header and the **section headers**.*



The main header 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.

Banner size:
W: 1500, H: 642



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

The **section headers** can optionally be chosen and sent by the client per section of the Dynamic Brochure.

These do not have to follow any additional guidelines other than the general ratio, minimum size and file format, as stated above.

2. Display in the App



Titlepage

Dimensions: 1240×1753 px
file format: PDF



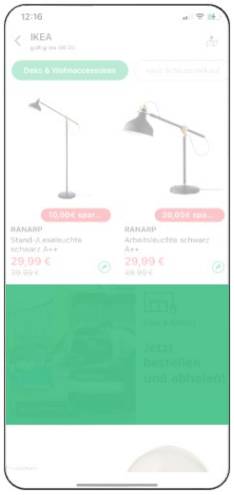
Header

Dimensions: 1500× 640 px
file format: .jpg / .png
or Video 16:9
.avi / .mp4 / .mov / .flv



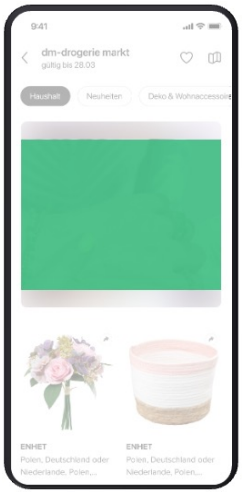
Banner (single)

Dimensions: 220×360 px
file format: .jpg/.png



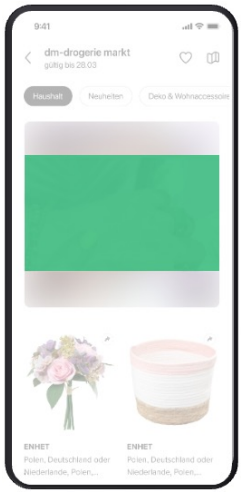
Banner (double)

Dimensions: 440×360 px
file format: .jpg/.png



Video (4:3)

Dimensions: 4:3
file iformat:.avi / .mp4
/ .mov / .flv



Video (16:9)

Dimensions:6:9
file format:.avi / .mp4
/ .mov / .flv



Example for primary and secondary color

3. Design recommendation cover page

The experienced team of graphic designers at Bonial has created two possible templates for designing the front page of the client's dynamic insert. The main difference is the division of the individual offers.*
Weekly replacement of the front page ensures the best results.

Template A:
A single banner-sized offer in the top position with two middle offers below it.

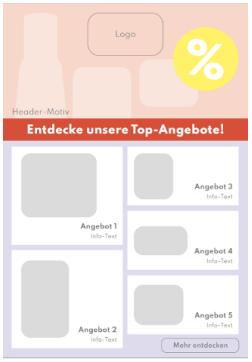
Template B:
Two medium offers arranged vertically on the left margin and three smaller offers arranged vertically on the right margin.

In order to keep the branding strong and in the minds of users, the client needs to include their logo in the banner.
Placement and size are free.

*The Suggested Retail Price (SRP) must be clear from the designation.



Template A



Template B



Example

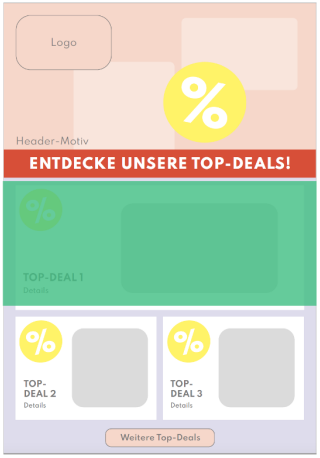
Template A – The title page should be structured as follows:



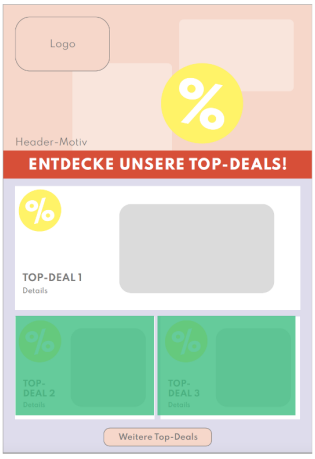
Header motive
Dimensions: 1240×585 px



Product area
Dimensions: 1240×1100 px



Large product box
Dimensions: 1145×495 px



Small product box
Dimensions of each box:
556×410 px

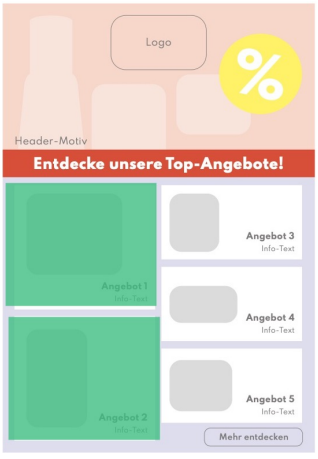
Template B – The title page should be structured as follows:



Header motive
Dimensions: 1240×585 px



Product area
Dimensions: 1240×1100 px



Large product box
Dimensions of each box:
560×495 px



Small product box
Dimensions of each box:
560×294 px

4. Linkouts

Bonial can implement one link 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 link will be shown as a call to action button.

Information about these links have to be supplied as part of the data delivery mentioned under part 5.



5. Form of data delivery

The client may deliver the product information for a Dynamic Flyer via one of the following sources. The client informs Bonial about the data source by E-mail:

Feed (.xlsx, .xml, .csv)	The client can provide the product information via an API or feed to make it available. (e.g. Google Shopping). The client is responsible for the accuracy of the supplied information. The information provided by feed will be used as is.
Excel-List (.xls)	The client can provide Bonial with the product information via a completed template. All product information to be displayed must be entered here in full.
WebScraper	If the products are available on the client's website, Bonial can read the missing product information directly from the product URL. If the client chooses the "webscraper" data source, the client will inform Bonial well in advance if there are any changes to the client's website to ensure correct publication. The client is responsible for the correctness of the delivered or scraped information. The information found on the website will be used as is. If no SRP information is found for price reductions, a price indicated next to the reduced price will be understood as the price (regular) (=the lowest total price of the last 30 days) and adopted for the product information.

6. 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 (extern)	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.

7. a) Required Information

Depending on the selected delivery method, Bonial in addition requires the below marked data from the client.

	Excel	WebScraper	Feed
Campaign-Title	x	x	x
Paricipant Location(s)	x	x	x
Catchment area of the sites (postcode/perimeter)	x	x	x
Campaign duration	x	x	x
PDF cover page	x	x	x
Product selection	x	x	x
Product category	x	x	x
Product-URL	x	x	**Delivered via feed**
Product title	x	**Taken from website**	
Base price	x		
Product description*	x		
Price (Suggested Retail Price (SRP))**	x		
Price (regular)	x		
Preis (Discount)	x		
Linkouts	x		
Savings in manual effort on the client side	–	43%	50%

*For organic products, the inspection body must be indicated.
**The SRP must be clearly stated in the designation.

The additional information required by the client is marked with "x".

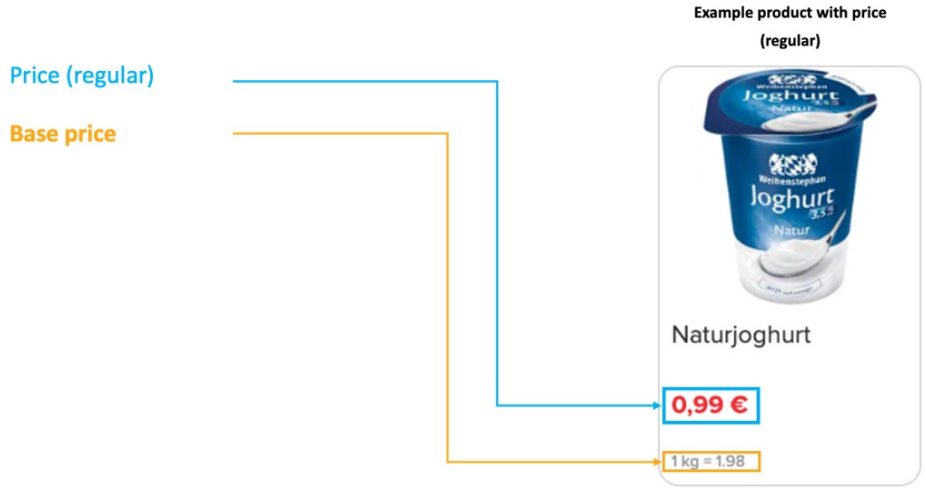
7. b) Required information in case of advertising with price reduction

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



8. Price Information Regulation and the Unfair Competition Act

Legal framework and implementation:

1. The required product and price details must be supplied by the client. The client shall ensure that the prices, price reductions, etc. stated in the advertising materials correspond to the price details supplied.

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 price (regular) are sent, the total price will be shown next to the crossed-out price (regular). According to § 11 PAngV, 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)%"

9. Particularities***

	Excel	WebScraper	Feed
Maximum number of pictures per product	3	3+	3+
Regional deals	–	–	yes
Maximum Frequency for Updates	weekly	daily	hourly
Update	Business days 10 am – 5 pm	24/7	24/7
Maximum number of products	120	300	300 / per location **
Minimum Leadtime Onboarding (business days)	3	10	10
Minimum Leadtime Campaigns (business days)	3	1*	< 1*
Average processing time of product update	4–6h	1–3h	< 1h

*if data structure remains unchanged
** no limit on the amount of locations
*** non legally binding target times that Bonial can change at any time

10. Bonial recommends*

Based on many years of experience, we recommend the following campaign setup:

- Use of a feed
- A maximum of 100 products in this feed in up to 5 categories (20 products per category in this example)
- A title page designed according to templates A or B
- A replacement of the front page regularly, with a constant frequency and on fixed days of the week, e.g. every week Tuesday
    - With the replacement of the front page, the advertised products in the feed can also be exchanged

*The figures are non-binding target values that Bonial can adjust at any time

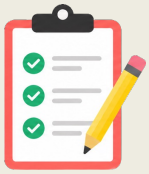
11. Onboarding

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