Competing Offers Grid

Bol.com Integration for Magento 2

The Competing Offers Grid shows competitor pricing information for your Bol.com offers. Use it to monitor the market, understand your competitive position, and adjust pricing strategy.

Location: Bol.com → Insight → Competing Offers

Columns

Column	Description
ID	Internal record ID
Offer UUID	Your offer UUID (hidden by default)
Offer Entity ID	Link to your offer (hidden by default)
Retailer ID	Competitor's Bol.com retailer ID
Company Name	Competitor company name
Country	Competitor's country code
Best Offer	Whether this is the current best offer
Price	Competitor's price
Fulfilment	FBR or FBB
Condition	Product condition
Ultimate Order Time	Latest order time for delivery promise
Min Delivery Date	Earliest delivery date
Max Delivery Date	Latest delivery date
Created At	When record was created
Updated At	Last update timestamp

How Competing Offers Enter This Grid

Competitor data is fetched for your active offers:

1. You have offers synced to Bol.com
2. Cron runs "Import Competing Offers" job

3. Bol.com API returns competitor offers for each EAN
4. Competitor data appears in this grid

Requirements:

- Your offer must be synced to Bol.com
- Import Competing Offers cron must be enabled
- Your account must have API access to competing offers

Understanding the Data

Best Offer

The "Best Offer" wins the buy box on Bol.com. Factors include:

- Price (including shipping)
- Delivery speed
- Seller rating
- Fulfilment method (FBB often preferred)

Price Comparison

Compare competitor prices to yours in the Offers grid:

- View your price in Offers → Pricing column
- Check if you have Best Offer status
- Use Lowest Price to quickly see the market minimum

Updating Competitor Data

Competitor data updates via cron. To update manually:

1. Go to **Offers Grid**
2. Select offers to check
3. Use mass action **Update Competing Offers**

Or via CLI:

```
bin/magento magmodules-bol:import-offer-lists
```

Tips

- Check competing offers regularly to stay competitive
- Filter by **Best Offer = No** on your offers to find repricing opportunities
- Consider delivery speed and fulfilment method, not just price
- Use this data to inform your pricing strategy in Product Profiles

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Bol.com Integration extension on magmodules.eu

All articles for Bol.com Integration

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration Guide
3	Bol.com Accounts
4	Product Profiles

Troubleshooting

1	Troubleshooting

Grids

1	Orders Grid
2	Offers Grid
3	Shipments Grid
4	Track & Trace Grid
5	**Competing Offers Grid (current)**
6	Invoice Grid

Background

1	Best Practices
2	CLI Commands