



**bol.**

## **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

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

## How Competing Offers Enter This Grid

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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

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### 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

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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

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- 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?

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### 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](https://magmodules.eu)

# All articles for Bol.com Integration

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## Installation

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1	<a href="#">Installation using Composer (recommended)</a>
2	<a href="#">Installation using the Adobe Marketplace</a>
3	<a href="#">Install through FTP and SSH</a>

## Configuration

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1	<a href="#">Quick Start Guide</a>
2	<a href="#">Configuration Guide</a>
3	<a href="#">Bol.com Accounts</a>
4	<a href="#">Product Profiles</a>

## Troubleshooting

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1	<a href="#">Troubleshooting</a>
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## Grids

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1	<a href="#">Orders Grid</a>
2	<a href="#">Offers Grid</a>
3	<a href="#">Shipments Grid</a>
4	<a href="#">Track &amp; Trace Grid</a>
5	<b><a href="#">Competing Offers Grid (current)</a></b>
6	<a href="#">Invoice Grid</a>

## Background

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1	<a href="#">Best Practices</a>
2	<a href="#">CLI Commands</a>

