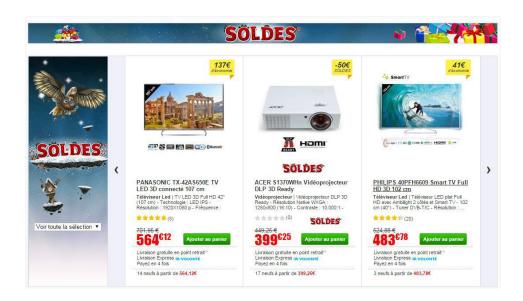
# Summer Sales 2017

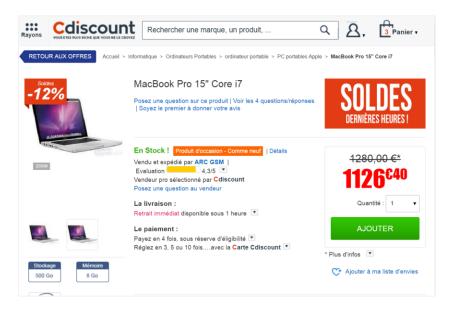
**Cdiscount** · Marketplace

## **Cdiscount Marketplace Sales**

### Sales on Cdiscount

- Sales are always an opportunity to launch a specific commercial operation that is widely viewed.
- The products on sales are highlighted on the website thanks to a reinforced advertising on the prices and on the sales rebate.





#### **Dates of the Summer Sales 2017:**

Wednesday, June 28th, 2017 (8:00am) to Tuesday, August 8st, 2017 (11:59pm)

## Reminder Law Rules



- As a seller you are responsible for your prices, stocks and all sales-related information that you give us.
- Sales are possible during French legal sales periods, that are decided by the prefecture of Gironde twice a year: in January and July.
- It is up to you to conform to the French Law, in particular to the decree of March 11th, 2015 concerning the announcements of prices reduction towards the consumer that to be licit, a reduction in price:
  - → **Should not be an unfair trade practice** (article L120-1 of the French Consumer Code) AND
  - → That it is up to you being able to justify the reality of the "Sales Reference Price" from which the price reduction is announced.

### How to apply a discount to a product: one shot or mass?

#### **Discounting a product is really simple!**

• Just fill in the dedicated field in your offer form (as shown in the illustration) or directly from your <u>Sellershop</u> in "Stocks">"Add/Edit multiple offers"





- In order to apply a discount, you have to select "sales" in the "promotion type" column of your form. If you fail to do so, all the information in the « required information if promotion type » will be ignored by the system.
  - If you select "sales" in "promotion type", the fields "sales reference price" and "discount" will be both necessary and compulsory to fill in. (your sales will be taken into account from a 5% discount)
  - If you choose to modify an offer on which you have previously applied a discount (submission of a new offer form) during the sales period, the
    offer will display the new information except if:
    - You have not selected any "promotion type" in the last offer form you have submitted. In this case, the discount will immediately be taken off and the price will go back the "non-discounted" price. Now, If you simply modify an information (reduction of a discount), the system will immediate take the new information into account.
  - The discount (displayed in %) applies to the reference price which can be found in the dedicated field "reference price" (the discounted price will be round it down to the lower centime) => Discounted price = [Reference price + VAT x (1-discount)]

To ensure you are ready to kick in when the sales period begins, make sure you get the « promotion type » section right beforehand. This way you can submit the offer form 2 weeks prior to the sales starting date.

(If the offer form is being processed after the sales starting date, the discount will not apply before the offer form submission date).

Note: if the information entered in the offer form are not conformed or missing, all the new information will be taken into account except for the datas entered in « promotion type » (stock update, selling price and shipping information).



### How to apply a discount to a product during the sales period through the API?

### Discounting a product is really simple!

You only have to add to the element "Offer" of your "Offers.xml" file the element dedicated to the discount: "Offer.PriceAndDiscountList.DiscountComponentList"

In this element you have to specify:

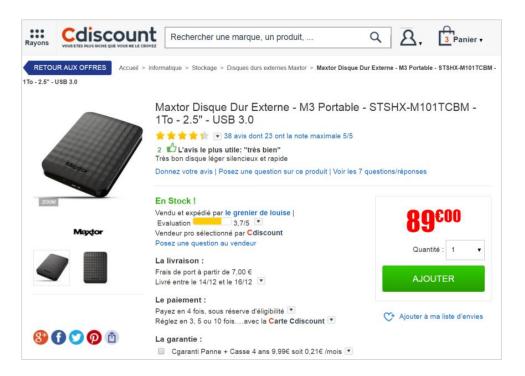
Туре	Attribute	Value
Discount type "Sales"	Туре	3
Unit (%)	DiscountUnit	1
Reference price	SalesReferencePrice	[Prix de référence]
Discount rate	DiscountValue	[Décote]

→ You can find an example in the following slide

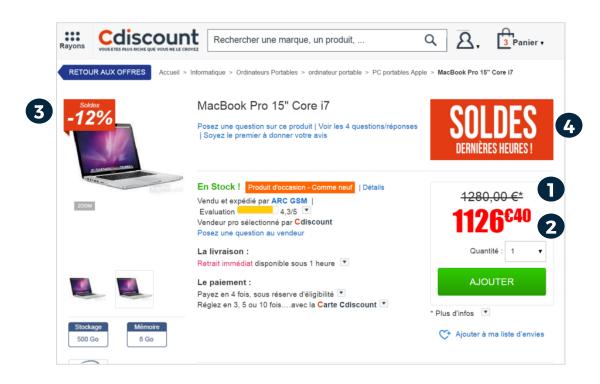
## Sales offers example sent through the API?

```
<OfferPackageName="Nom fichier offres" PurgeAndReplace="False" xmlns="clr-</p>
namespace: Cdiscount. Service. OfferIntegration. Pivot; assembly = Cdiscount. Service. OfferIntegration "
xmlns:x="http://schemas.microsoft.com/winfx/2006/xaml">
 <OfferPackage.Offers>
   <OfferCollectionCapacity="1">
    <OfferSellerProductId="$53262149036" ProductEan="9153262149367" ProductCondition="6" Price="19.95" EcoPart="0"</p>
DeaTax="3.14" Vat="19.6" Stock="10" PreparationTime="3" Comment="simple offerwithsales and home deliverymodes">
       <Offer.ShippingInformationList>
           <ShippingInformationListCapacity="3">
         <ShippingInformationAdditionalShippingCharges="4.95" DeliveryMode="Standard" ShippingCharges="1.95" />
         <ShippingInformationAdditionalShippingCharges="5.95" DeliveryMode="Tracked" ShippingCharges="2.95" />
         <ShippingInformationAdditionalShippingCharges="6.95" DeliveryMode="Registered" ShippingCharges="3.95" />
         </ShippingInformationList>
   </Offer.ShippingInformationList>
   <Offer.PriceAndDiscountList>
   <DiscountComponentListCapacity="1">
    <DiscountComponentDiscountUnit="1" DiscountValue="30" SalesReferencePrice="100" Type="3"/>
   </DiscountComponentList>
  </Offer.PriceAndDiscountList>
 </Offer>
</OfferCollection>
</OfferPackage>
```

#### Product not on sale

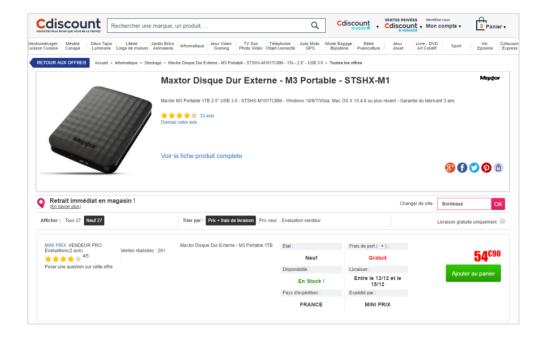


#### Product on sale

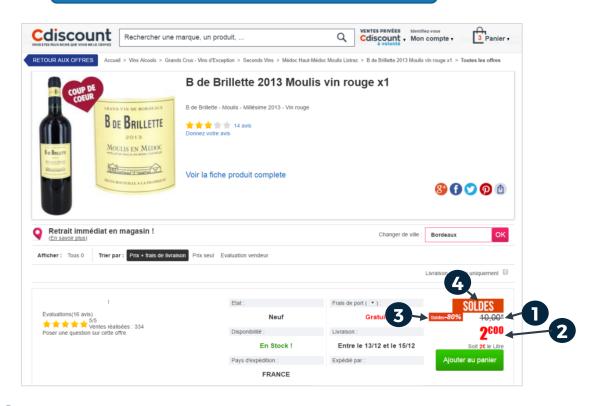


- Crossed out price: "Sales reference price"
- **Selling price**: "Sales reference price Sales rebate"
- Sales price cut: "(crossed out price selling price"

#### Product not on sale



#### Product on sale



- Crossed out price: "Sales reference price"
- Selling price: "Sales reference price Sales rebate"
- **3** Sales price cut: "(crossed out price selling price) / crossed out price"
- 4 Commercial action: flash sale flag

## I begin to prepare the sales

Need help?
Go to your Seller Shop and click on "Help"