

retail Connect Integration Guide

EN

Retailer Documentation

30 May, 2025

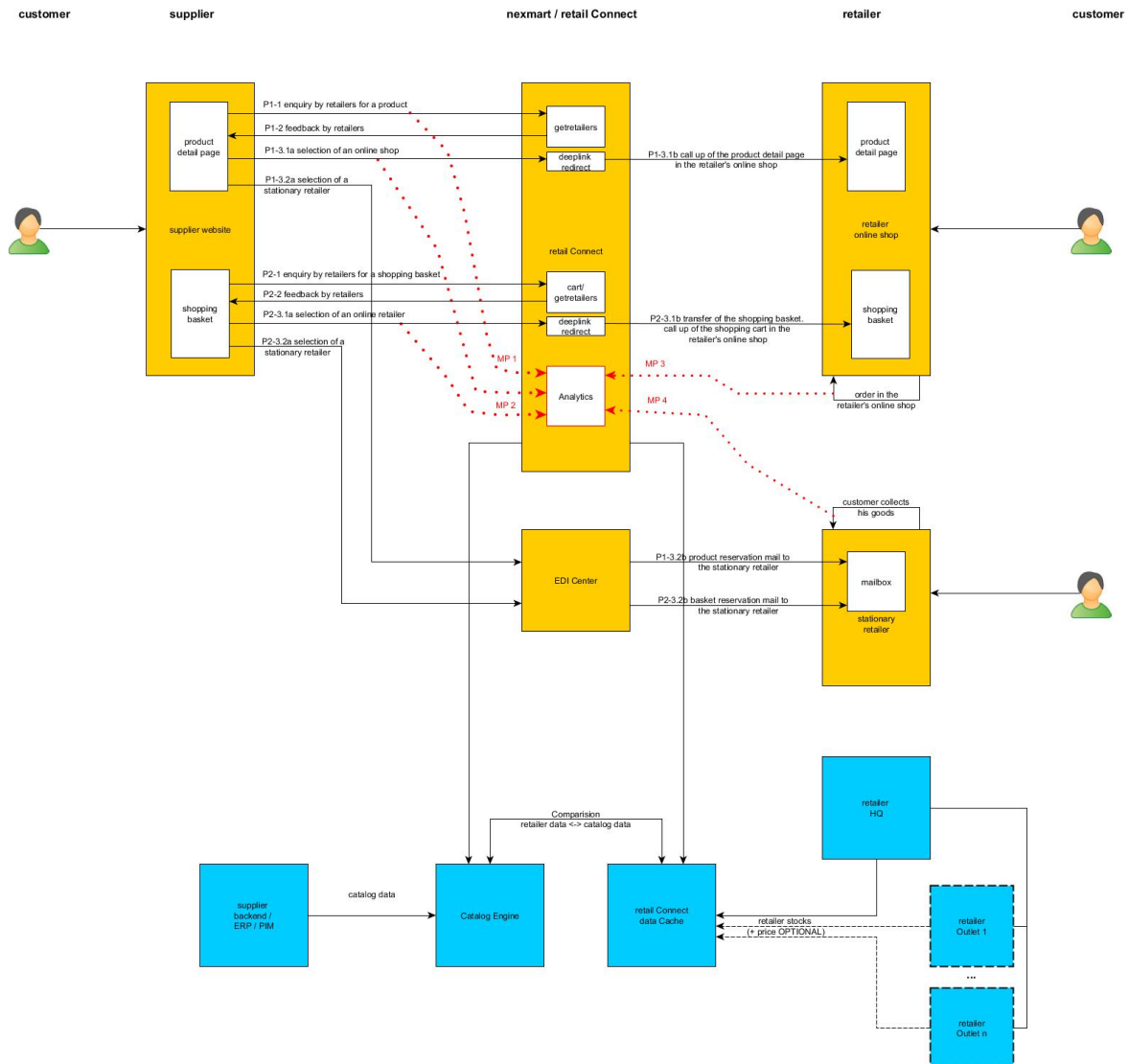
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1 The retail Connect process at a glance

The nexmart retail Connect process connects the supplier's website to trading partners. The objective is to guide potential buyers from the supplier's website to an order in a trading partner's online shop or to a local branch.

The following diagram shows the retail Connect process:



Process sequence:

- **Process 1 (P1) - retail Connect product enquiry**
 - **P1-1 Enquiry by trading partners for a product**
For a definite product on the supplier website, a request is executed for the trading partners who have this product available in stock.

- **P1-2 Feedback by trading partners**
 retail Connect determines the trading partner list and provides this for output on the supplier website. The availability of the product at the trading partner as well as the proximity to the customer have an effect on the order in the list.
- **P1-3 The customer selects a trading partner on the supplier website**
 - **P1-3.1 The customer selects a trading partner with online shop.**
 - P1-3.1a.: The retail Connect "deeplink" redirect service is called up.
 - P1-3.1b.: retail Connect refers the customer to the product detail page in the trading partner's online shop.
 - **P1-3.2 The customer selects a stationary trading partner (Click & Collect). The customer purchases the goods on site from the stationary trading partner**
 - P1-3.2a.: [OPTIONAL] The selected product is transferred as a reservation to the nexmart EDI Center.
 - P1-3.2b.: [OPTIONAL] The EDI Center refers the product reservation in the form of an email to the stationary trading partner. The customer also receives a confirmation via email.
- **Process 2 (P2) - retail Connect shopping basket request**
 - **P2-1 Enquiry by trading partners for a shopping basket**
 For the products in the shopping basket on the supplier website, a request is executed for the trading partners who have these products available in stock.
 - **P2-2 Feedback by trading partners**
 retail Connect determines the trading partner list and provides this for output on the supplier website. The availability of the products at the trading partner as well as the proximity to the customer have an effect on the order in the list.
 - **P2-3 The customer selects a trading partner on the supplier website**
 - **P2-3.1 The customer selects a trading partner with online shop**
 - P2-3.1a.: The retail Connect "deeplink" redirect service is called up.
 - P2-3.1b.: retail Connect transfers the shopping basket to the trading partner's online shop and refers the customer directly to the trading partner's online shop.
 - **P2-3.2 The customer selects a stationary trading partner (Click & Collect). The customer purchases the goods on site from the stationary trading partner**
 - P2-3.2a.: [OPTIONAL] The products in the shopping basket are transferred as a reservation to the nexmart EDI Center.
 - P2-3.2b.: [OPTIONAL] The EDI Center refers the product reservations in the form of an email to the stationary trading partner. The customer also receives a confirmation via email.

2 The different retail Connect modules

retail Connect provides three different modules each with a different functional scope. Depending on the technical implementation options at the supplier and trading partner, the modules can be selected.

A module can only be used in the retail Connect connection between the supplier and trading partner if both the supplier and trading partner support it.

2.1

Prerequisites for the trading partner

trading partners need to fulfil the following prerequisites for use of the various modules:

Prerequisite	"Online" module	"Shopping basket" module	"Stationary" module
<i>Module description</i>	<i>The trading partner has an online shop. It is possible to navigate from the supplier website to the product detail page in the trading partner's online shop.</i>	<i>The trading partner has an online shop. A shopping basket can be transferred from the supplier website to the trading partner's online shop.</i>	<i>The trading partner does not have an online shop. OPTIONAL: The trading partner can accept product reservations from the supplier website by email.</i>
Prerequisite: The trading partner provides detailed information about his company	✓	✓	✓
Prerequisite: The trading partner regularly provides availability information for the products of the supplier.	✓	✓	✓
OPTIONAL: The trading partner regularly provides price information for the products of the supplier.	✓	✓	✓

Prerequisite	"Online" module	"Shopping basket" module	"Stationary" module
Prerequisite: The trading partner provides a deeplink to the product detail page in their online shop, which can be used as a direct entry from the supplier website.	✓	✗	✗
Prerequisite: The trading partner provides a deeplink for transferring a shopping basket to their online shop. Shopping baskets can be transferred from the supplier website via this.	✗	✓	✗
OPTIONAL: The trading partner integrates a retail Connect Analytics tracking pixel on the order confirmation page in their online shop, based on which the retail Connect conversion rate can be measured	✓	✓	✗
OPTIONAL: The trading partner provides an email inbox in order to be able to receive product reservation emails from retail Connect. Note: Not every supplier supports this function.	✗	✗	✓

2.2 Functions of retail Connect

Functions	"Online" module	"Shopping basket" module	"Stationary" module
<i>Module description</i>	<i>The trading partner has an online shop.</i> <i>It is possible to navigate from the supplier website to the product detail page in the trading partner's online shop.</i>	<i>The trading partner has an online shop.</i> <i>A shopping basket can be transferred from the supplier website to the trading partner's online shop.</i>	<i>The trading partner does not have an online shop.</i> <i>OPTIONAL: The trading partner can accept product reservations from the supplier website by email.</i>
If the article viewed on the supplier website is available at the trading partner, the following trading partner data will be displayed: • Company logo • Detailed information (opening hours, payment methods...) • Location on the map including the distance to the customer	✓	✓	✓
OPTIONAL: If the article viewed on the supplier website is available at the trading partner, price information from the trading partner will be displayed	✓	✓	✓
It is possible to navigate from the supplier website directly to the product detail page in the trading partner's online shop.	✓	✗	✗

Functions	"Online" module	"Shopping basket" module	"Stationary" module
One or more articles can be transferred from the supplier website as a shopping basket to the trading partner's online shop.	✗	✓	✗
One or more articles can be transferred from the supplier website as a reservation by email to the stationary trading partner. Note: Not every supplier supports this function.	✗	✗	✓
retail Connect Analytics allows you to view how many enquires have been received from the supplier website at the trading partner and how high the purchase complete rate was for the relevant customers	✓	✓	✓

3 Saved trading partner information in retail Connect

The following information is saved for the trading partner in retail Connect. It must be provided by the trading partner. The data is required for portraying the trading partner on the supplier website as well as for the technical integration with the trading partner's online shop.

If branches of the trading partner are to be identified separately in retail Connect, the information must be provided separated for each branch.

Field	Description
Name	Company name of the trading partner
trading partner type	Classification of the trading partner. Possible values: • Online trading partner • Traditional trading partner with shop business • Do it yourself (DIY) / building centre • Builder's merchant
Address (including geo coordinates)	Address of the trading partner branch including GEO coordinates
Company logo	Company logo, minimum 600 x 600 px. Ideally as png, isolated with transparent background. Alternatively as jpg with white background
Opening hours	Text field with information on the opening hours
Service times	Text field with information on the service times

Field	Description
Payment methods	Currently configurable payment methods. Others available on request and in coordination with the supplier: • Amazon Pay • Apple Pay Bancontact • Bank transfer • Cash • Credit card • Debit • EC Card/Cash Card • Giropay • Google Pay • iDeal • Invoice • Klarna • Mobile Payment • Payment in advance • Paypal • Sofortüberweisung
Delivery methods	Currently configurable delivery methods. Others available on request and in coordination with the supplier: • Collection point • Delivery to construction • Express • Home Delivery • Normal • Pick up
Online deeplink	If the trading partner operates an online shop and the retail Connect "Online" module is activated for the trading partner and for the supplier, a generic URL pattern can be configured for calling up an article in the trading partner's online shop. For details on this see chapter Product detail page deeplink¹.
Shopping basket deeplink	If the trading partner operates an online shop and the retail Connect "Shopping basket" module is activated for the trading partner and for the supplier, a generic URL pattern can be configured for transferring a shopping basket to the trading partner's online shop. For details on this see chapter Shopping basket deeplink².

¹ https://www.nexmart.com/wiki/pages/editpage.action?pagelId=44018469#_bookmark0

² https://www.nexmart.com/wiki/pages/editpage.action?pagelId=44018469#_bookmark1

Field	Description
Email address for receiving product reservation emails	If the trading partner does <u>not</u> operate an online shop and the retail Connect "Stationary" module is activated for the trading partner and for the supplier, the trading partner can set up an email inbox for receiving product reservation emails from retail Connect (OPTIONAL). If this function has been selected by the trading partner, the corresponding email address is required.

4 Provision of the trading partner price & availability data

The trading partner provides nexmart with availability and optional price information for the product range of the supplier, in order to be able to use this in retail Connect. The product availability is purchase crucial for the customer, hence the availability data is usually updated several times a day. The availability must be provided for each product that the trading partner sells. It is not possible to distinguish between stationary and online availability.

It is optional for the trading partner to provide prices. This is done in coordination with the supplier, as not every supplier displays the prices of the trading partners on his website. If the trading partner is connected to several suppliers via retail Connect, the products of all suppliers must be provided jointly in one file.

If a supplier supports multiple catalogues, e.g. in different countries, the product data of the trading partner must be specifically provided for each catalogue, if it is to apply to several catalogues. In other words, product data must therefore be provided multiple times.

If branches of the trading partner are to be identified separately in retail Connect, the information must then be provided separated for each branch.

If the trading partner cannot or does not wish to provide the data separately for each branch, centrally provided master data of the trading partner can be activated internally in nexmart for all branches.

Availability data and, if applicable, prices would then be identical for all branches.

4.1 Availability data

4.1.1 Availability data transfer

The availability data is provided by the trading partner via FTP in csv format.

Property	Description
FTP server	ftp.nexmart.com ³
FTP account	The access data is provided by nexmart
FTP archiving path	/price_stock/stock
File format	csv, encoding: UTF-8

³ <http://ftp.nexmart.net/>

Property	Description
File name	The file name comprises the full version of 3 segments that are connected with a "minus" sign: • Fixed part: "STOCK" • Nexmart trading partner ID (BXX Nummer or 7-digit BPK CID) • [OPTIONAL] Time stamp. Useful in support case Example: STOCK-BDE999999-20170127102439.csv STOCK-C999999-20170127102439.csv
Data volume	Full delivery respectively (all articles)
Provision cycle	Generally every 2 hours

4.1.2 Availability data content

The availability data provided by the trading partner in csv format contains the following data fields.

Field	Example	Mandatory Field	Description
manufacturer	xciterc_de	✓	ID of supplier (catalogue). The corresponding ID must be selected when using several catalogues, e.g. in different countries.
manufacturer_pid	30200000	✓	Product ID in the supplier's catalogue or the EAN/GTIN code.
retailer_pid	xrc30200000	✓	Product ID of the trading partner (yours). Can deviate from the supplier's product ID.
order_unit	C62	✓	Order unit according to UN/ECE, Recommendation 20 (http://www.unece.org ⁴), Codes for Units of Measure Used in International Trade. [PDF download ⁶].

⁴ <http://www.unece.org/>

⁵ <http://www.unece.org/>

⁶ https://www.unece.org/fileadmin/DAM/cefact/recommendations/rec20/rec20_rev3_Annex2e.pdf

Field	Example	Mandatory Field	Description
quantity	4	✓	Available quantity of the trading partner, in relation to the order unit of the trading partner. Can be a decimal number. Pass -100 to indicate that the product is "Available on Request".
replenishment_time	3		Restocking time in days.
deeplink	http://www.tradingpartnershop.com/productid=xrc30200000	Mandatory field, if "Online" module is selected and no generic "online deeplink" URL pattern has been saved with the trading partner data.	URL for calling up the product in the trading partner's online shop. Note: Multilingual options in the trading partner's online shop cannot therefore be supported, as the URL is fixed. Multilingual options are only possible with the generic "online deeplink" URL pattern that is saved with the trading partner data.

Example availability CSV file content

```
"manufacturer";"manufacturer_pid";"retailer_pid";"order_unit";"quantity";"
replenishment_time";"deeplink"
"xciterc_de";"302000000";"xrc302000000" ;"C62";"4";"3";"http://www.trading
partnershop.com/productid=xrc302000000"
```

4.1.3 Stock Status

If the value -100 is entered for the quantity, this stock/status is seen as "Available on request".

This status signals that the requested product can be (re)ordered from the retail partner upon request.



Important notes on the CSV file

It is not necessary to provide the header in the file.

It is nevertheless strictly necessary to comply with the order of the columns, even if they are empty. Empty columns must not be filled with space characters. Leading and trailing spaces are generally not allowed.

A point (".") must be used as decimal separator for decimal numbers (quantity).

All articles must always be provided in the availability file.

4.2 Price data (optional)

4.2.1 Price data transfer

The price data is provided by the trading partner via FTP in csv format.

Property	Description
FTP server	ftp.nexmart.com ⁷
FTP account	The access data is provided by nexmart
FTP archiving path	/price_stock/price
File format	csv, encoding: UTF-8
File name	The file name comprises the full version of 3 segments that are connected with a "minus" sign: • Fixed part: "PRICE" • Nexmart trading partner ID (BXX Nummer or 7-digit BPK CID) • [OPTIONAL] Time stamp. Useful in support case Example: PRICE-BDE999999-20170127102439.csv PRICE-C999999-20170127102439.csv
Data volume	Full delivery (all articles)
Provision cycle	Depending on the change frequency of prices, generally daily

⁷ <http://ftp.nexmart.net/>

4.2.2 Price data content

The price data provided by the trading partner in csv format contains the following data fields.

Field	Example	Mandatory Field	Description
manufacturer	xciterc_de	✓	ID of supplier (catalogue). The corresponding ID must be selected when using several catalogues, e.g. in different countries.
manufacturer_pid	30200000	✓	Product ID in the supplier's catalogue or the EAN/GTIN code.
retailer_pid	xrc30200000	✓	Product ID of the trading partner (yours). Can deviate from the supplier's product ID.
order_unit	C62	✓	Order unit according to UN/ECE, Recommendation 20 (http://www.unece.org ⁸), Codes for Units of Measure Used in International Trade. [PDF download ⁹]. If divergent from the order unit in the supplier's catalogue, retail Connect converts the end customer net price to the order unit of the supplier.
price	149.99	✓	End customer net price of the trading partner
price_base	1	✓	Reference value for the price, generally "1"
currency	EUR	✓	Currency
tax_class	1	✓	Code for the tax class. Possible values: • 1: Full tax rate • 2: Reduced tax rate • 3: Tax free
saleable	1	✓	Identification whether on sale at the trading partner. Possible values: • 0: Not on sale • 1: on sale

⁸ <http://www.unece.org/>

⁹ https://www.unece.org/fileadmin/DAM/cefact/recommendations/rec20/rec20_rev3_Annex2e.pdf

Field	Example	Mandatory Field	Description
fee1	14.95	These fields are generally not required and can be completely omitted (see also attached example). If required, they are specified by the supplier.	The meaning and use of these fields is specified by the supplier, if required.
fee2	5.98		
fee3			
total_price	170.92		

Example price CSV file content

```
"manufacturer";"manufacturer_pid";"retailer_pid";"order_unit";"price" ;"price_base";"currency";"tax_class";"saleable"
"xciterc_de";"302000000";"xrc302000000" ;"C62";"149.99";"1";"EUR";"1";"1"
```



Important notes on the CSV file

It is not necessary to provide the header in the file.

It is nevertheless strictly necessary to comply with the order of the columns, even if they are empty. Empty columns must not be filled with space characters. Leading and trailing spaces are generally not allowed.

A point (".") must be used as decimal separator for decimal numbers (price, tax).

All articles must always be provided in the price file.

5 Integration in the trading partner's online shop

5.1 Provision of a generic deeplink to the product detail page in the trading partner's online shop



The following information is only relevant, if the trading partner operates an online shop and the retail Connect "Online" module is activated for the trading partner and supported by the supplier. The generic deeplink is saved with the trading partner data in retail Connect. Alternatively to providing a generic deeplink, an individual link can be provided for each article in the product availability data of the trading partner. See chapter Availability data content. However, this alternative does not support potential multilingual options in the trading partner's online shop, as only one fixed URL can be saved for each product.

As already mentioned for the trading partner information in the chapter above, the trading partner provides a deeplink to their online shop, which can be used to call up the product detail page.

The deeplink serves for transmission from the supplier website via nexmart retail Connect to the trading partner's online shop.

The deeplink is generic and applies to all products. The corresponding placeholders, for example, the product number or language are replaced dynamically by retail Connect corresponding to the data in the current request.

The following placeholders are available in retail Connect in order to be able to define a generic deeplink to the product detail page in the trading partner's online shop:

Placeholder	Description	Example URL	Example of the corresponding resolved URL
GTIN	GTIN of the article	http://www.example.org/show-product/?gtin=\${GTIN}	http://www.example.org/show-product/?gtin=403456789012
SUPPLIER_PID	Supplier article number from the supplier's catalogue.	http://www.example.org/show-supplier-product/\${SUPPLIER_PID}	http://www.example.org/show-supplier-product/30200000
RETAILER_PID	Article number of the trading partner from the availability data provided by the trading partner (see: trading_partner_pid).	http://www.example.org/show-product/?product=\${RETAILER_PID}	http://www.example.org/show-product/?product=xrc30200000

QUANTITY	Quantity that is transferred from the supplier website when calling up retail Connect for determining the trading partners who sell the article.	http://www.example.org/show-product/? product=\${RETAILER_PID} &qty=\${QUANTITY}	http://www.example.org/show-product/? product=xrc30200000&qty=5
SUPPLIER	ID of supplier (catalogue)	http://www.example.org/show-supplier- product/\${SUPPLIER}/\${SUPPLIER_PID}	http://www.example.org/show-supplier-product/xciterc_de/30200000

LANG	If the supplier website supports multiple languages, the language currently used by the customer can be used on the supplier website as a parameter for calling up in the trading partner online shop. In other words, multilingual options can be supported in the trading partner's online shop with the "LANG" placeholder. It is therefore possible to individually define for each trading partner, which languages of the supplier website lead to which URLs in the trading partner's online shop. Examples: • The language "de" from the supplier website can lead to "german" in the online shop URL of the trading partner. • The language "en" from the supplier website can lead to "INTERNATIONAL" in the online shop URL of the trading partner. The language "es" from the supplier website can lead to "en-US" in the online shop URL of the trading partner, as e.g. Spanish is not available there.	http://www.example.org/\${LANG}/show-product/?product=\${RETAILER_PID}	http://www.example.org/de/show-product/?product=xrc30200000
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5.2 Provision of a generic deeplink for transferring a shopping basket to the trading partner's online shop



The following information is only relevant, if the trading partner operates an online shop and the retail Connect "Shopping basket" module is activated for the trading partner and supported by the supplier.

The generic deeplink is saved with the trading partner data in retail Connect.

As already mentioned for the trading partner information in the chapter above, the trading partner provides a deeplink, which can be used to transfer a shopping basket from the supplier website to the trading partner's online shop.

The deeplink serves for transmission from the supplier website via nexmart retail Connect to the trading partner's online shop.

The deeplink is generic. It applies to all products. The number of products is flexible. The corresponding placeholders, for example, for the product number, quantity or language, are replaced dynamically by retail Connect corresponding to the data in the current request.

The placeholders correspond to those that are documented for the deeplink to the product detail page. The placeholders "<CART-ITEMS>" or "</CART-ITEMS>" and "INDEX_0" or "INDEX_1" are also available in order to be able to generate a loop over the items in the shopping basket.

The following placeholders are available in retail Connect in order to be able to define a generic deeplink for transferring a shopping basket to the trading partner's online shop:

Placeholder	Description	Example URL	Example of the corresponding resolved URL
-------------	-------------	-------------	---

<CART-ITEMS> + </CART-ITEMS>	The part between <CART-ITEMS> and </CART-ITEMS> is repeated for each product in the shopping basket, with {...} placeholders being replaced with their values. The placeholder <CART-ITEMS> can also appear several times in a row. A separator can be defined with <CART-ITEMS separator=",">, which is automatically inserted between the repetitions, but not after the last repetition.	<a >\${quantity}<="" ,">\${retailer_pid}<="" cart-items>"="" cart-items>&qty="<CART-ITEMS" href="https://www.example.org/cart/addAllRemote?pcode=<CART-ITEMS separator=" separator=",">https://www.example.org/cart/addAllRemote?pcode=<CART-ITEMS separator=",">\${RETAILER_PID}</CART-ITEMS>&qty=<CART-ITEMS separator=",">\${QUANTITY}</CART-ITEMS>	https://www.example.org/cart/addAllRemote?pcode=21106422,20827997&qty=3,5
INDEX_0	Item number in the shopping basket, starting with "0". The product number (GTIN, SUPPLIER_PID, RETAILER_PID) and quantity (QUANTITY) are available separately for each item in the shopping basket. See alternative placeholder "INDEX_1", if the start is required with "1".	<a href="http://www.example.org/cart/?<CART-ITEMS>gtin[\${INDEX_0}]=\${GTIN}&quantity[\${INDEX_0}]=\${QUANTITY}&</CART-ITEMS>">http://www.example.org/cart/?<CART-ITEMS>gtin[\${INDEX_0}]=\${GTIN}&quantity[\${INDEX_0}]=\${QUANTITY}&</CART-ITEMS>	http://www.example.org/cart/?gtin[0]=403456789012&quantity[0]=5&gtin[1]=403456789013&quantity[1]=10&

INDEX_1	Item number in the shopping basket, starting with "1". The product number (GTIN, SUPPLIER_PID, RETAILER_PID) and quantity (QUANTITY) are available separately for each item in the shopping basket. See alternative placeholder "INDEX_0", if the start is required with "0".	<a href="http://www.example.org/cart_inject?<CART-ITEMS>produkt_{\$INDEX_1}={\$RETAILER_PID}&menge_{\$INDEX_1}={\$QUANTITY}&</CART-ITEMS>">http://www.example.org/cart_inject?<CART-ITEMS>produkt_{\$INDEX_1}={\$RETAILER_PID}&menge_{\$INDEX_1}={\$QUANTITY}&</CART-ITEMS>	http://www.example.org/cart_inject?produkt_1=xrc30200000&menge_1=4&produkt_2=xrc30200001&menge_2=15&
GTIN	GTIN of the article	<a href="http://www.example.org/cart/?<CART-ITEMS>gtin[{\$INDEX_0}]={\$GTIN}&quantity[{\$INDEX_0}]={\$QUANTITY}&</CART-ITEMS>">http://www.example.org/cart/?<CART-ITEMS>gtin[{\$INDEX_0}]={\$GTIN}&quantity[{\$INDEX_0}]={\$QUANTITY}&</CART-ITEMS>	http://www.example.org/cart/?gtin[0]=403456789012&quantity[0]=5&gtin[1]=403456789013&quantity[1]=10&
SUPPLIER_PID	Supplier article number from the supplier's catalogue.	<a href="http://www.example.org/cart_inject?<CART-ITEMS>supplier-prod[{\$INDEX_1}]={\$SUPPLIER_PID}&qty[{\$INDEX_1}]={\$QUANTITY}&</CART-ITEMS>">http://www.example.org/cart_inject?<CART-ITEMS>supplier-prod[{\$INDEX_1}]={\$SUPPLIER_PID}&qty[{\$INDEX_1}]={\$QUANTITY}&</CART-ITEMS>	http://www.example.org/cart_inject?supplier-prod[1]=30200000&qty[1]=2&supplier-prod[2]=30200001&qty[2]=5&
RETAILER_PID	Article number of the trading partner. Availability data provided from the trading partner (see: trading partner_pid).	<a href="http://www.example.org/cart_inject?<CART-ITEMS>produkt[{\$INDEX_1}]={\$RETAILER_PID}&menge[{\$INDEX_1}]={\$QUANTITY}&</CART-ITEMS>">http://www.example.org/cart_inject?<CART-ITEMS>produkt[{\$INDEX_1}]={\$RETAILER_PID}&menge[{\$INDEX_1}]={\$QUANTITY}&</CART-ITEMS>	http://www.example.org/cart_inject?produkt[1]=xrc30200000&menge[1]=4&produkt[2]=xrc30200001&menge[2]=15&
QUANTITY	Quantity that is transferred from the supplier website when calling up retail Connect for determining the trading partners who sell the articles in the shopping basket.	See examples above and below	

SUPPLIER	ID of supplier (catalogue)	<a href="http://www.example.org/cart_inject?<CART-ITEMS>supplier-prod[{INDEX_1}]={SUPPLIER_PID}&qty[{INDEX_1}]={QUANTITY}&lieferant={SUPPLIER}&</CART-ITEMS>">http://www.example.org/cart_inject?<CART-ITEMS>supplier-prod[{INDEX_1}]={SUPPLIER_PID}&qty[{INDEX_1}]={QUANTITY}&lieferant={SUPPLIER}&</CART-ITEMS>	http://www.example.org/cart_inject?supplier-prod[1]=30200000&qty[1]=2&supplier-prod[2]=30200001&qty[2]=5&lieferant=xciterc_de
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LANG	If the supplier website supports multiple languages, the language currently used by the customer can be used on the supplier website as a parameter for calling up in the trading partner online shop. In other words, multilingual options can be supported in the trading partner's online shop with the "LANG" placeholder. It is therefore possible to individually define for each trading partner, which languages the supplier website leads to. which URLs in the trading partner's online shop. Examples: • The language "de" from the supplier website can lead to "german" in the online shop URL of the trading partner. • The language "en" from the supplier website can lead to "INTERNATIONAL" in the online shop URL of the trading partner.	<a href="http://www.example.org/\${LANG}/cart/?<CART-ITEMS>gtin[\${INDEX_0}]=\${GTIN}&quantity[\${INDEX_0}]=\${QUANTITY}&</CART-ITEMS>">http://www.example.org/\${LANG}/cart/?<CART-ITEMS>gtin[\${INDEX_0}]=\${GTIN}&quantity[\${INDEX_0}]=\${QUANTITY}&</CART-ITEMS>	http://www.example.org/de-DE/cart/?gtin[0]=403456789012&quantity[0]=5&gtin[1]=403456789013&quantity[1]=10&
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- The language "es" from the supplier website can lead to "en-US" in the online shop URL of the trading partner, as e.g. Spanish is not available there.

5.3 Providing a deep link for Elbridge

Elbridge 2.0 is a standard for redirecting shopping carts from the merchant directly to the manufacturer. In this process, an alternative mechanism is used to generate the deeplink.

If the trading partner supports Elbridge, the Elbridge function is activated and provided with an endpoint. This Elbridge endpoint accepts a shopping cart in a certain format,

There upon the user gets a list which shows the partners configured in Elbdridge.

Retailer Configuration:

Anbieter-Konfiguration **Empfänger-Konfiguration**

Connectivity

Online Deeplink Template

`https://int.nexmart.com/api/dataview?supplier=${SUPPLIER}&partnerkey=ECvLsBQNmAj4Q7hM8Yb&lang=${LANG}&quantity=${REQUEST_QUANTITY}&productid=${SUPPLIER_PID}&retailerPID=${RETAILER_PID}>in=${GTIN}`

Warenkorb Deeplink Template

`https://www.nexmart.com/media/customer/nexmart/other/shoppingcart-deeplink.html?retailer=BDE999998&SUPPLIER=${SUPPLIER}&<CART-ITEMS>INDEX${INDEX_1}~${INDEX_1}${INDEX_1}-SUPPLIER_PID-${SUPPLIER_PID}${INDEX_1}-GTIN-${GTIN}`

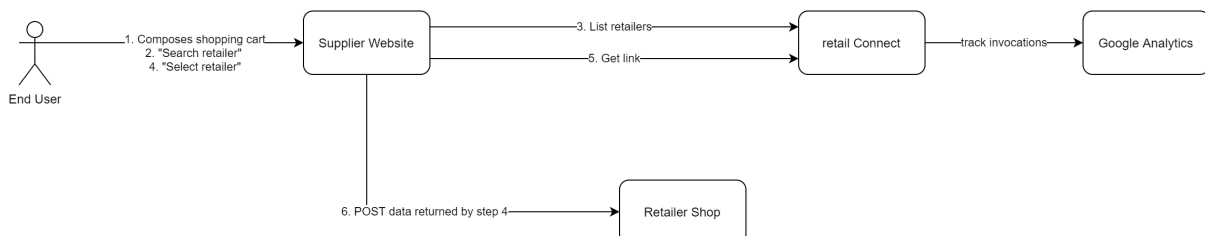
ELBRIDGE Interface

☒ ELBRIDGE aktivieren mit Endpunkt:

`https://interface.elbridge2.itek.de`

Example of the Elbridge Workflow

retail Connect workflow with Elbridge



5.4 retail Connect Analytics/Affiliate program

retail Connect Analytics serves for the transparent evaluation of nexmart retail Connect.

For this feature, the trading partner integrates a retail Connect Analytics tracking pixel on the order confirmation page of his online shop.

Calling up the link documents that a purchase was completed in the trading partner's online shop for a direct entry from the supplier website via retail Connect.

The way retail Connect Analytics is called up must be structured as follows:

GET Parameter	Example	Description
Base URL	https://www.nexmart.com/api/retailconnect/tracking/purchase/pixel	Base URL to be used
supplier	supplier=xciterc_de	nexmart ID of supplier (catalogue)
retailer	trading partner=BDE999999	nexmart customer number of the trading partner
pid or gtin	pid[1]=xrc30200000&pid[2]=xrc30200001 or gtin[1]=403456789012>in[2]=403456789011	The trading partner can submit either the pid or the gtin: - pid: trading partner-specific article number. It must correspond to the article number that was provided in the availability data (trading partner_pid). - gtin: General GTIN of the product This parameter can occur several times. The "[index]" notation must be used.
qt	qt[1]=5&qt[2]=2	Order quantity for the relevant product This parameter can occur several times. The "[index]" notation must be used. -100 must be set for providing the status "available on request"
revenue	revenue=99.85	Order value. The decimal separator is a point
currency	currency=EUR	Currency of the order, according to ISO 4217
transactionid	transactionid=1234567	Order number in the online shop of the trading partner (identifies the transaction). This number can be used to filter out double call ups of the tracking link.



The parameters `supplier`, `retailer`, `pid (gtin)` and `qt` are mandatory fields!
 The indices for `pid`, `gtin` and `qt` must begin at 1 and be consecutive. Maximum 200 products are supported.
 The indices for `pid/gtin` are decisive. Products without quantity are tracked. Quantities without products are ignored.

Example URL:

[https://www.nexmart.com/api/retailconnect/tracking/purchase/pixel?
supplier=xciterc_de&retailer=BDE999999&pid\[1\]=xrc30200000&pid\[2\]=xrc30200001&qt\[1\]=5&qt\[2\]=2](https://www.nexmart.com/api/retailconnect/tracking/purchase/pixel?supplier=xciterc_de&retailer=BDE999999&pid[1]=xrc30200000&pid[2]=xrc30200001&qt[1]=5&qt[2]=2)

[https://www.nexmart.com/api/retailconnect/tracking/purchase/pixel?
supplier=xciterc_de&retailer=BDE999999&pid\[1\]=xrc30200000&pid\[2\]=xrc30200001&qt\[1\]=5&qt\[2\]=2&
revenue=99.85¤cy=EUR&transactionid=1234567¹⁰](https://www.nexmart.com/api/retailconnect/tracking/purchase/pixel?supplier=xciterc_de&retailer=BDE999999&pid[1]=xrc30200000&pid[2]=xrc30200001&qt[1]=5&qt[2]=2&revenue=99.85¤cy=EUR&transactionid=1234567)

5.4.1 Orders that you submit to nexmart

To report back to nexmart only those orders that were referred via retail Connect.

You can evaluate this using the following parameters.

Parameter	Example	Description
Campaign Source utm_source	- utm_source=nexmart	This parameter allows you to determine whether a customer was redirected to your store via nexmart.

¹⁰[https://www.nexmart.com/api/retailconnect/tracking/purchase/pixel?
supplier=xciterc_de&retailer=BDE999999&pid%5B1%5D=xrc30200000&pid%5B2%5D=xrc30200001&qt%5B1%5D=5&qt%5B2%5D=2&revenue=99.85¤cy=EUR&transactionid=1234567](https://www.nexmart.com/api/retailconnect/tracking/purchase/pixel?supplier=xciterc_de&retailer=BDE999999&pid%5B1%5D=xrc30200000&pid%5B2%5D=xrc30200001&qt%5B1%5D=5&qt%5B2%5D=2&revenue=99.85¤cy=EUR&transactionid=1234567)

Parameter	Example	Description
Campaign Medium utm_medium	- utm_medium=retailconnect	You can use this parameter to determine whether a customer was redirected to your store using retail Connect.
Campaign Name utm_campaign	- utm_campaign=fischerwerke_de	This parameter specifies the ID of the supplier/manufacturer from whose homepage the redirection of a customer to your store was initiated.  Please pass the value, in the example "fischerwerke_de", of this parameter in the tracking URL at the parameter <i>supplier</i>. supplier=fischerwerke_de

6 Integration of a stationary trading partner

No additional technical integration is required for the stationary trading partner.

retail Connect forwards reservation requests from the supplier website by email to the stationary trading partner (OPTIONAL).

After completing the purchase, the stationary trading partner clicks on a tracking pixel link in the reservation email, so that the information is incorporated in retail Connect Analytics and the conversion rate can be determined.

7 retail Connect - price and stock report EN

7.1 general information

nexmart can send automated error-reports to an emailaddress defined for a sender of price- and/or stock-files for retail Connect to give a feedback about the quality of the files.

The report shows which articles could not be processed including the reason. So the trading partner has got the chance to improve the quality of his files. The higher the data quality, the more frequently the dealer is displayed in the retail Connect service.

To get this reports, the trading partner has to communicate one or more email addresses to which the reports should be sent. nexmart will send a report for every price- and/or stock-file where a fault is detected.

7.2 eMails

Sender is noreply@nexmart.com¹¹

The reports for price-files and stock-files will be sent separately.

Subject of the emails: While processing your data XY there have been some inconsistencies.

7.3 Format and structure of attachment

The email attachment is a .csv-file.

Example file: [STOCK_INITIAL_1234567_20170315102244.csv](#)¹²

7.4 Error-Messages

Message	Meaning and solution
"The following mandatory fields are empty: [manufacturer_pid]" <i>Example: "equip_de","","0601427732","PCE","0","1","EUR","1","true"</i>	If a mandatory information is missing, the whole product cannot be shown. <i>Solution:</i> Fill in the needed information and send the file again.

¹¹ <mailto:noreply@nexmart.com>

¹² https://nexmart.atlassian.net/wiki/download/attachments/6586641/STOCK_INITIAL_1234567_20170315102244.csv?api=v2&cacheVersion=1&modificationDate=1489578912121&version=1

Message	Meaning and solution
"The item number was not found in the catalog" <i>Example:</i> "tequip_de","123456","123456","Stück","119.20","1","EUR","1","true"	The item number you sent is not known in the manufacturer catalogue. <i>Solution:</i> Contact the manufacturer to ask about the actual product list.
"The following product was duplicated" <i>Example:</i> "tequip_de","789789","789789","C62","13.88","1","EUR","1","true"	If a product is send twice the process cannot decide which one is right and uses none. <i>Solution:</i> Remove the duplicate and send the file again.
"For the manufacturer "mustermann" no catalog is available or it is not known in the system." <i>Example:</i> "mustermann",,,,,,,	The manufacturer name you sent is not known in this spelling <i>Solution:</i> Please send the correct technical name of the manufacturer.
"The unit of measure you specified (CS) could not be found in the manufacturer catalog." <i>Example:</i> "tequip","111111","121212","CS","11.45","1","EUR","1","true"	The specified unit of measure is not provided by the manufacturer for this article. The item can not be processed. <i>Solution:</i> Import the actual manufacturer catalogue and send the file again.
"The following quantity units are not valid: [XY]" <i>Example:</i> "tequip_de","848484","5452","XY","805.50","1","EUR","1","true"	Unit of measure is not known. The item can not be processed. <i>Solution:</i> Fill in the correct order unit and send the file again.
"The order unit could not be converted to the order unit of the manufacturer." <i>Example:</i> "tequip_de","3535","654641","CT","25.2","1","EUR","1","true"	No conversion factors with the specified unit of measure are stored on the article by the manufacturer. The item can not be processed. <i>Solution:</i> Fill in the correct order unit and send the file again.
"The following fields can only be processed as a decimal number: [sixteen];" <i>Example:</i> "tequip_de","369852","369852","ST","sixteen","1","EUR","1","true"	This field must be specified as a decimal. Otherwise the article will not be processed. Thousands separators are also invalid. <i>Solution:</i> Fill in the correct price and send the file again.

Message	Meaning and solution
"This product does not have a valid price." <i>Example:</i> "tequip_de";"12345";"12345";"C62";"0";"1";"EUR";"1";"true"	If a price is 0 the article cannot be processed. <i>Solution:</i> Fill in the correct price and send the file again.
"PRICE_BASE must no be null or negative." <i>Example:</i> "tequip_de";"258741";"258741";"C62";"202.1234";"0";"EUR";"1";"true"	The price base must not be less than 1 and must be indicated in whole numbers. <i>Solution:</i> Fill in the correct pricebase and send the file again.
"SALEABLE have to be ,true' or ,false'." <i>Example:</i> "tequip_de";"258741";"258741";"C62";"202.1234";"1";"EUR";"1";"yes"	The only information for the saleable-column could be "true" or "1" and "false" or "0". <i>Solution:</i> Fill in the correct worth and send the file again.

8 How to find Deeplink URL pattern with Postman

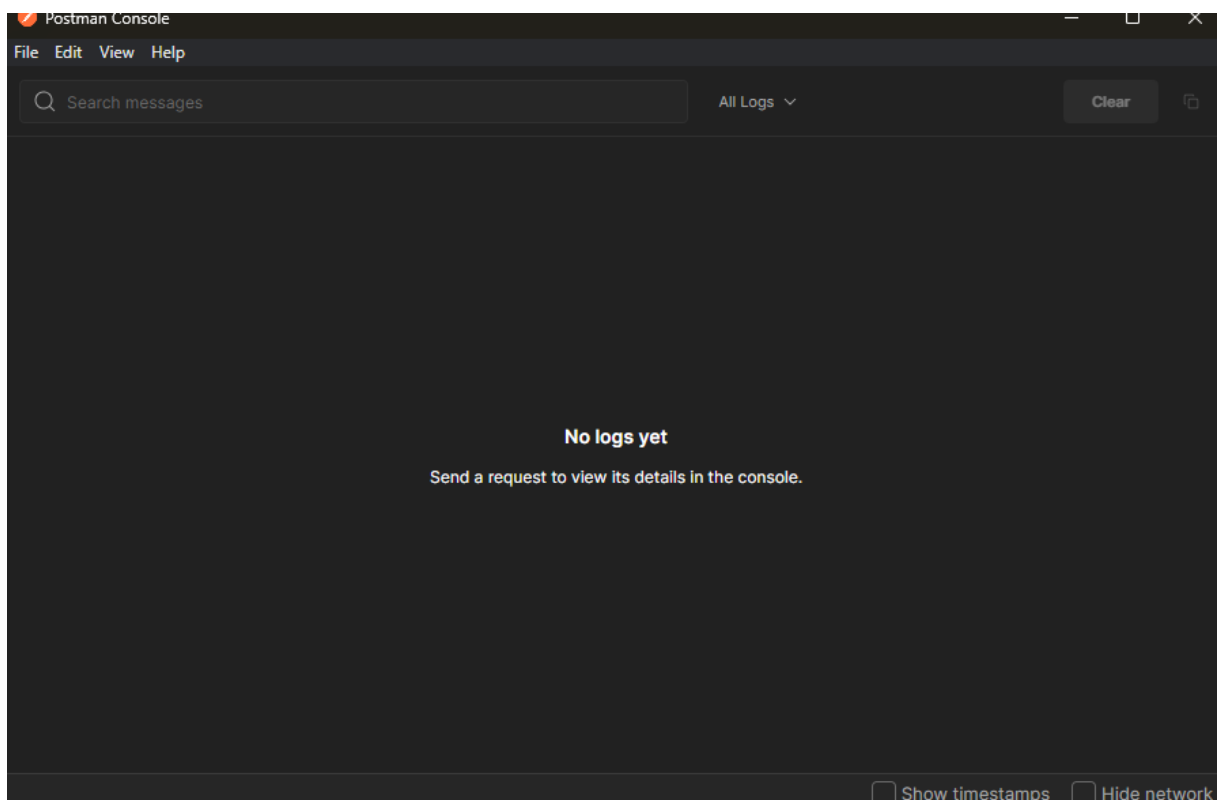
<https://www.postman.com/downloads/>

Disclaimer: Each site forward's differently!

Here is a general idea: [Redirections in HTTP - HTTP | MDN](#)¹³

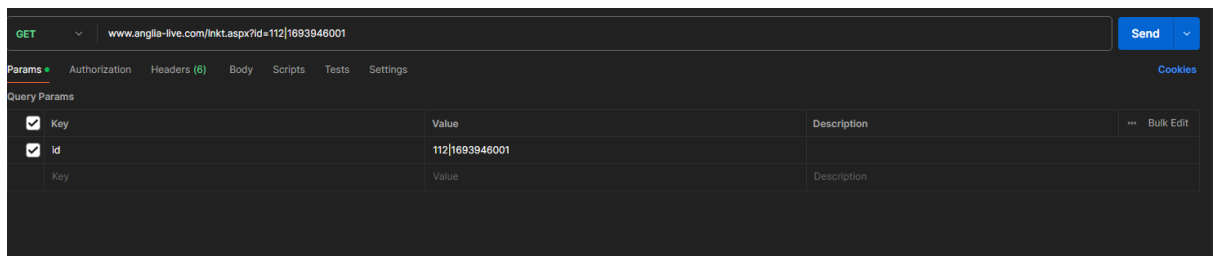
We have the example of `http://www.anglia-live.com/product/1693946001`
Which is initially used by a customer.

When we open Postman and then go to View → Show Postman Console, a new window will open.

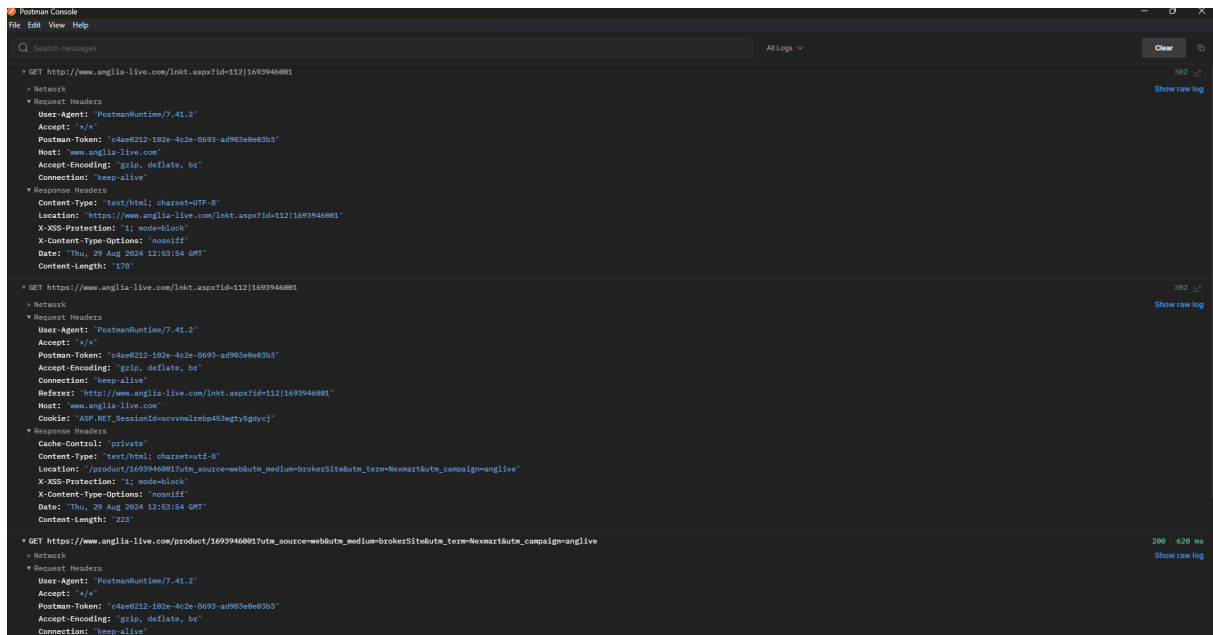


Then we make a GET request inside Postman with the link above.

¹³ <https://developer.mozilla.org/en-US/docs/Web/HTTP/Redirections>



After sending the request, in the Postman Console we can see:



The idea is when executing the request the site is forwarding the request from “http” to “https” which is `https://www.anglia-live.com/lnkt.aspx?id=112|1693946001`

Which internally redirects and forward the request to the final point which is `https://www.anglia-live.com/product/1693946001?`

`utm_source=web&utm_medium=brokerSite&utm_term=Nexmart&utm_campaign=anglive`

This final forwarded link can be used.