

Introduction

From 01-04-2022 we will fully phase out the Content FTP, which will no longer accept uploads.

This document is aimed at:

1. Helping you choose an alternative method to supply product content.
2. In case you choose to migrate to the retailer API, this document also includes more information to give you a start. The retailer API is the bol.com standard for partner automation. The retailer API is [not a plug-and-play solution](#) and requires both time and software engineering knowledge to implement.

Contents

Introduction	1
1. Overview of migration alternatives.....	2
I. Use an integration partner.....	2
II. Set up your own Retailer API connection.....	2
III. Verkoopaccount (Selleraccount)	3
2. Setting up retailer API	4
3. Differences between Content FTP and API	4
I. Technology: FTP vs API.....	4
II. Differences in functionality:	4
III. FTP vs API files:.....	5
5. Datamodel:.....	Error! Bookmark not defined.

1. Overview of migration alternatives

There are two options to automate with the retailer API:

1. Use an integration partner
2. Set up your own connection.

If you decide that automation is not strictly necessary, there is a third option: Use the verkoopaccount (selleraccount).

I. Use an integration partner

We have selected multiple integrators who can assist retailers with bol.com automation. Integrators have established and reliable connections with bol.com, which you can use for a monthly fee.

[More information about integrators \(Dutch\)](#)

Pros:

- Complete solution
- Can also be used for prices and orders
- You do not need to build your own retailer API connection
- The integrator will upgrade your connection every 1.5 years.

Cons:

- Monthly fee
- You still need to create a mapping to match your content with our datamodel.

Consider this option if you have:

- +2500 products
- No in-house IT knowledge.

II. Set up your own retailer API connection

More than a year ago we made it possible to deliver content via the retailer API, and by now the vast majority of former FTP users have switched to this new channel. The content module of the Retailer API will be updated with our latest developments and future services.

[More information about Retailer API \(Dutch\)](#)

Pros:

- Complete solution which can also be used for prices and orders
- Includes all future services

Cons:

- You need to develop the API connection
- Needs to be upgraded every 1.5 years according to our terms of agreement

Consider this option if you have:

- +2500 products
- An existing integration with the retailer API for prices and orders

III. Verkoopaccount (Selleraccount)

The Verkoopaccount is our portal in which all aspects of selling on bol.com can be managed. It is possible to upload / change up to 2500 products at a time in our Verkoopaccount. It is possible to give employees access to separate parts of the seller account; for example, only adding products and content.

[More information about adding multiple articles in the Verkoopaccount \(Dutch\)](#)

Pros:

- Free
- Easy to use

Cons:

- No automation possible.
- Limited to editing 2500 products at a time

Consider this option if you have:

- <2500 products in your assortment
- When you do not want to make costs

2. Setting up the Retailer API

The process for setting up the Retailer API is well documented at <https://api.bol.com/retailer/public/Retailer-API/getting-started.html>. Therefore, we did not include these steps in this manual.

3. Differences between Content FTP and API

I. Technology: FTP vs API

FTP (File Transfer Protocol) is focused on file management. For the Content FTP this basically means you access the FTP server and place a file in a certain folder. Bol.com can pick up the files from your folder, and also place files back, such as feedback files for your content uploads.

An API (Application Programming Interface) works in a different way. As a user you can access the API which corresponds with our internal systems. By using GET, POST, USE and DELETE actions you can communicate with our API. For example, you can use POST to upload content changes via the content section of the retailer API. You are also able to use GET to receive feedback on your content changes (from v6 of the API).

Our API documentation can be found on <https://api.bol.com/retailer/public/Retailer-API/index.html>. The documentation contains examples for some widely used API tools: ReDoc, Swagger/OpenAPI, and Postman.

II. Differences in functionality:

Textual content

FTP:

- **Max amount:** Max 100.000 rows, max 100 columns (100 attributes) in 1 file.
- **Languages:** FTP users were only able to submit Dutch content.
- **Deltas:** The FTP allowed you to send a complete file of all your data.

API:

- **Max amount:** 100 products, 100 attributes (from v5 of the API), and 150 attributes (from v6 of the API) per product.
Note: this is the amount of a single message, and you can upload unlimited messages. To keep our processes fast for everyone, we urge you to upload a maximum of 100,000 products with changes a day.
- **Languages:** API users can submit Dutch, Flemish, and French content.
- **Deltas:** The API only processes deltas. You need to implement a way in which you only send us your content changes, and not your entire catalogue.

Images

FTP:

Via FTP users were able to deliver images in two ways:

1. In the .txt files as URLs
2. As files in the images folder.

Image ordering: FTP allowed you to determine the order of images by adding `_1`, `_2`, etc. to your images.

API:

The API requires users to deliver images via URLs. These URLs need to be included in the JSON upload.

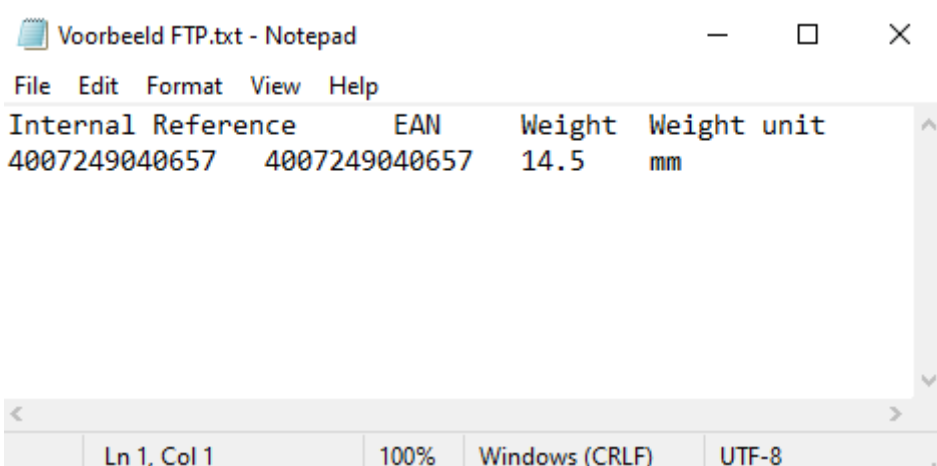
Image ordering (from v6 of the API): in v6 you are able to assign 'labels' to image. We have defined a list of labels, such as "frontal view" and "side view", which we use to define their order.

More information is available [here](#).

III. FTP vs API files:

Content FTP works with .txt files, and the API works with JSON scripts. JSON uses a different structure but in essence you can submit the same product information. More information on the JSON structure can be found [here](#).

Example .TXT (FTP)



The screenshot shows a Notepad window titled "Voorbeeld FTP.txt - Notepad". The window contains the following text:

```
File Edit Format View Help
Internal Reference      EAN      Weight  Weight unit
4007249040657  4007249040657  14.5    mm
```

The status bar at the bottom of the window indicates "Ln 1, Col 1", "100%", "Windows (CRLF)", and "UTF-8".

Example JSON (API)

```
{
  "language": "nl",
  "productContents": [
    {
      "internalReference": "4007249040657",
      "attributes": [
        {
          "id": "EAN",
          "values": [
            {
              "value": "4007249040657"
            }
          ]
        },
        {
          "id": "Weight",
          "values": [
            {
              "value": "14.5",
              "unitId": "mm"
            }
          ]
        }
      ]
    }
  ]
}
```