

Idealo connector for Microsoft Dynamics 365 Business Central

Jemel

Integration with <http://Idealo.de> – Product Publishing, Price Management, Offer Synchronization from Business Central

i This guide is intended for e-commerce companies and system administrators who want to automate product offer publication and synchronization between Business Central and the <http://Idealo.de> marketplace via API.

✔ What's Inside
Setting up Idealo business portal integration.
API authentication and connection
Managing shops, delivery, and payment methods
Generating and publishing offers via worksheets
Product data and attribute mapping
Price, discount, and image synchronization

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Idealo Offer

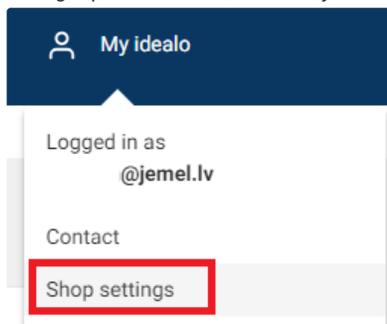
About [🔗](#)

idealo internet GmbH is a German price comparison service launched in Germany in 2000. This extension allows you to integrate seamlessly with idealo comparison service, publish offers and control price terms.

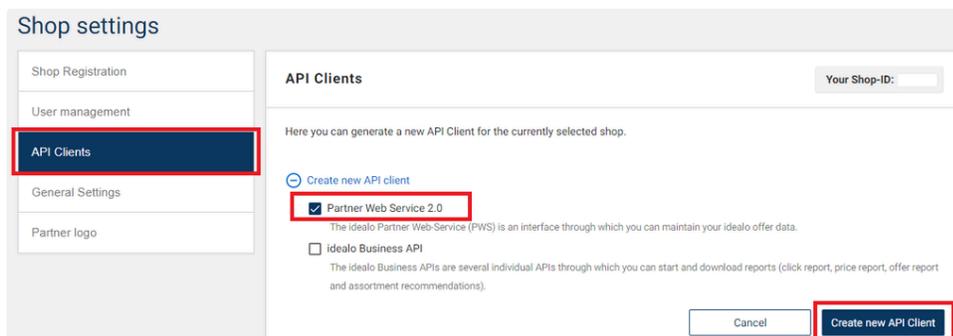
Setup [🔗](#)

Setup in Idealo portal [🔗](#)

1. get login to your shop from idealo Business
2. login to your idealo shop dashboard, using link <https://business.idealo.com/direct/mi/settings/api-client>
3. on right part of screen, under "My idealo" menu open Shop settings



4. Select API Client section, press "Create new API Client", choose "Partner Web Service 2.0" and finish by pressing "Create New API Client"



5. next page shows credentials for API login, please do not forget to copy&save values to safe place

Client successfully created

Your API client was successfully created. Below you can find the client credentials, which you need to write down to use it later in your application.

Client ID

Client password

Please note that the client secret is **displayed only once!** We do not store this secret and are not able to display it again, after closing this information. Make sure that you write down the client secret and keep it save.

Close

Setup in Business Central [🔗](#)

Idealo Setup [🔗](#)

1. Create Open Tell Me window, enter **Idealo Setup**, and then select the related link.

← [edit] [share] [add] [trash] ✓ Saved [bookmark] [share] [refresh]

Idealo Setup

Shops | More options

General

Enabled Logging Mode

2. Select **Enabled** to switch on connector.
3. in Logging Mode select type of logging
 - a. Disabled - no log
 - b. Error only - write in log table only errors
 - c. All - all communication writes in log.

Idealo Shop [🔗](#)

In Idealo, each online shop (domain), and potentially each country, is assigned a respective shop ID. Offers must be provided separately for each shop ID. Each shop, registered in Idealo portal, should have setup in Business Central

1. To open shops list, press **Shops** button in Idealo setup page, or search **Idealo Shops** in Tell Me.

Code ↑	Name	Country/Region Code
→ SHOP1	Shop1	DE

2. Press New to create new shop. Fill data in Shop card:

General Show more

Code: SHOP1 Shop Id: 11111
 Name: Shop1 Shop Account Name: *
 Country/Region Code: DE Client Id: idvalue
 Language Code: DEU Client Secret: <Hidden value>
 Currency Code: EUR

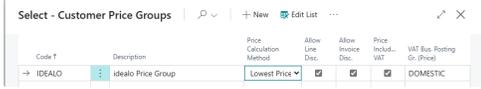
Items Show more

Customer Price Group: IDEALO Delivery Comment: Delivery comment
 Customer Discount Gr...: Max Order Processing...: 2
 Allow Line Discount: Free Return Days: 14
 Shop Base URL: https://example.com/catalog Default Fulfillment Type: Freight Forwarder
 Delivery To Installatio...: 1.50

Shopify

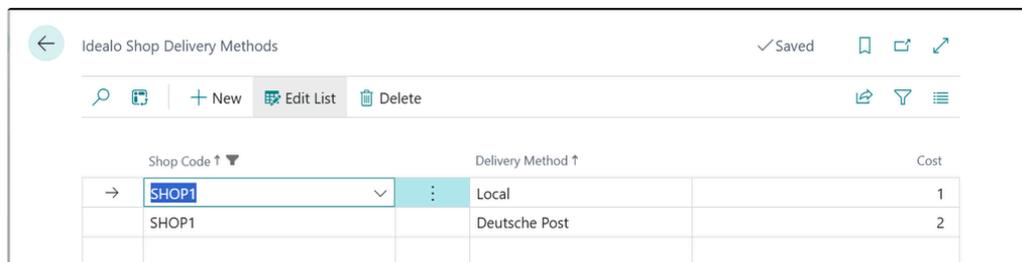
Shopify Shop Code: Shopify Import Price:
 Shopify Import Image...: Shopify Import Names:

Field	Description
General FastTab	
Code	Select the code for identifying shop.
Description	Enter a brief description shop.
Country/region code	Select code from countries list, where this shop is located.
Currency code	Select code for currency, in which current shop is operating.
Shop Id	Enter Shop id, provided by idealo
Shop Account Name	Enter shop's account name
Client Id	Enter credentials (Client Id) from shop setup in idealo portal (see Setup in Idealo portal)
Client Secret	Enter credentials (Client Secret) from shop setup in idealo portal (see Setup in Idealo portal)
Items FastTab	

Customer Price Group	Enter Customer Price Group code for idealo prices. Note that prices there must be including VAT 
Customer Discount Group	Enter Discount Group code for idealo prices
Allow Line Discount	Select this field to allow discounts for idealo prices
Shop Base URL	idealoo offer contains links to web-shop product. If company does not use Shopify Connector, specify base url for company's web-shop. This info is used when application suggests new entries for loading to idealo portal.
Delivery To Installation Site Cost	Cost of installation
Delivery Comment	Field is used to leave comments for the delivery as well as comments for coupon transmission (like "Store pickup possible" etc.).
Max. Order Processing Time (days)	Calculation of a delivery date based on the submission of processing time and item location, Saturday work, and cut-off times
Free Return Days	Free return in days.
Default Fulfillment Type	Type of delivery. Options are: PARCEL_SERVICE (Paketdienst), FREIGHT_FORWARDER (Spedition), DOWNLOAD and LETTER (Briefversand)
Shopify FastTab (Used if company uses Shopify Connector by Microsoft in Business Central. Allow copy data from Shopify setup into idealo offer)	
Shopify Shop Code	Enter Shopify shop code, from where to take information
Shopify Import Image URL	Select to import item image URLs from Shopify connector setup
Shopify Import Price	Select to import item prices from Shopify connector setup
Shopify Import Names	Select to import item names from Shopify connector setup

Idealoo Shop Delivery Methods [🔗](#)

Each idealoo shop must have list of available delivery methods, with cost of such delivery. To enter delivery methods, select **Delivery Methods** in idealoo shop card.



Shop Code ↑ ▼	Delivery Method ↑	Cost
→ SHOP1	Local	1
SHOP1	Deutsche Post	2

Fill values:

Field	Description
Shop Code	Select the code of idealo shop.
Delivery method	Select from available delivery methods, at least one must be selected: <ul style="list-style-type: none"> Local Pickup Deutsche Post DHL DHL Express DHL Go Green DHL Packstation Download DPD FedEx German Express Logistics GLS GLS Think Green Hermes Pick Point Spedition TNT Trans-o-flex UPS
Cost	Cost of delivery, in Currency of current idealo shop.

Idealo Shop Payment Methods [🔗](#)

Each idealo shop must have list of available payment methods, with costs. To enter payment methods, select **Payment Methods** in idealo shop card.

Shop Code ↑ ▾	Payment Method ↑	Description	Cost
→ SHOP1	⋮ Click and Buy	Click & Buy	0
SHOP1	Cash on Delivery	Pay when delivered	2.22

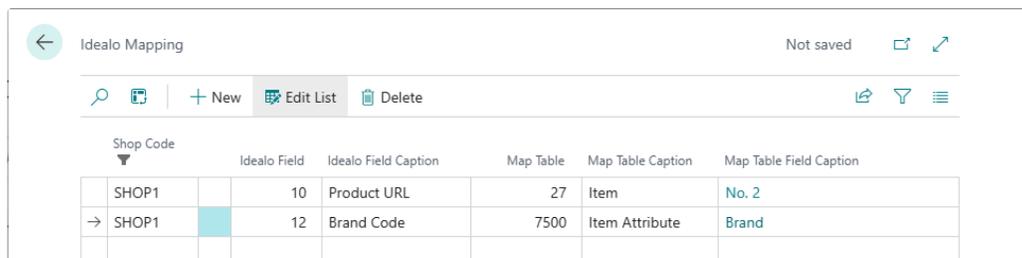
Fill values:

Field	Description
Shop Code	Select the code of idealo shop.
Payment Methos	Select from available paument methods, at least one must be selected: <ul style="list-style-type: none"> Click and Buy Credit Card Cash in Advance Cash on Delivery

	<ul style="list-style-type: none"> • Direct Debit • Google Checkout • Giropay • Invoice • Moneybookers • Postal Order • Postpay • PayPal • Paysafecard • Sofortüberweisung • Amazon Payment • Ecotax • iClear • Electronic Payment Standard • Bizum
Cost	Cost of payment method, in Currency of current idealo shop. Cost can be 0.

Idealo Shop Mapping [🔗](#)

Some of fields in idealo offer needs additional mapping. For example, many companies uses Dimensions or Item Attributes to set Brand label to items. To set this mapping, select Mapping in idealo shop card. Also, when company use it's own web shop, and have set it's url in "Shop Base URL" field in shop card, then there is a need to specify which field represents last part of product direct url in webshop.



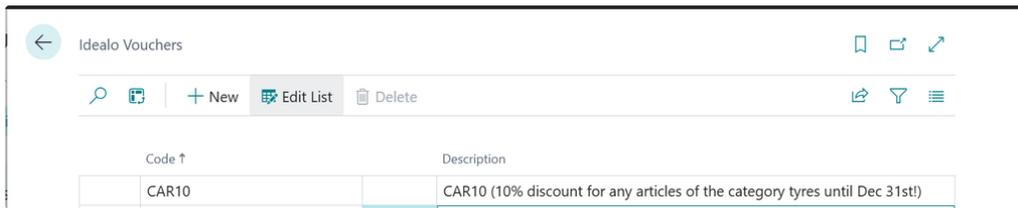
Shop Code	Idealo Field	Idealo Field Caption	Map Table	Map Table Caption	Map Table Field Caption
SHOP1	10	Product URL	27	Item	No. 2
→ SHOP1	12	Brand Code	7500	Item Attribute	Brand

Fill values:

Field	Description
Shop Code	Select the code of idealo shop.
Idealo Field	Select field number from Idealo Offer Worksheet table
Map Table	Select table from list of Business Central tables.
Map Table Field	For tables: <ul style="list-style-type: none"> • Item, Item Variant - specify which field is used for Idealo offer values • Dimension, Item Attributes - specify which related record (dimension or attribute) is used for Idealo offer values

Idealo Vouchers [🔗](#)

idealos allows to apply vouchers to offers. Open vouchers list page by searching **Idealo Voucher** in Tell Me.



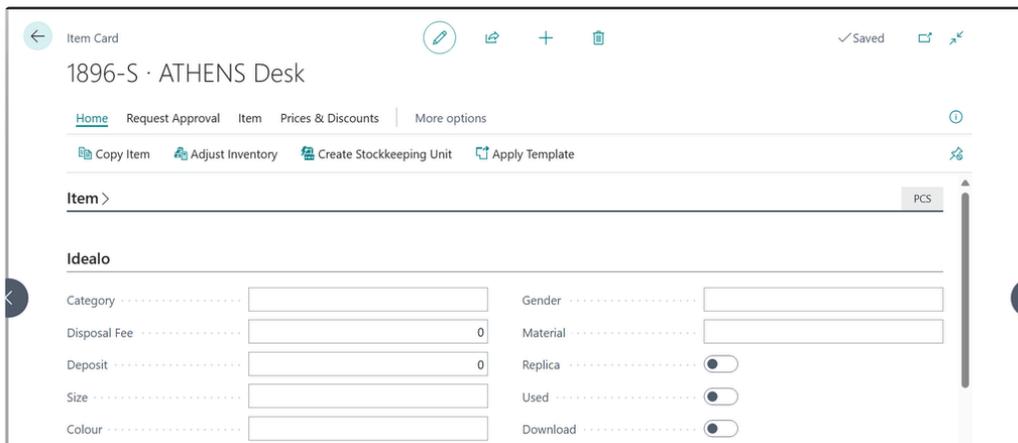
Fill values:

Field	Description
Code	Code of voucher.
Description	Description of voucher. The actual code has to be part of this field.

Items [🔗](#)

Additional information must be set in Item catalogue:

- In Item card.



In **Idealo** FastTab fill values:

Field	Description
Category Path	The offers category in the merchants shop. Check categories here https://www.idealo.de/preisvergleich/Sitemap.html
Disposal Fee	Additional costs incl. VAT for the optional service "old appliance collection". Possible values (in EUR) are: <ul style="list-style-type: none"> • If "old appliance collection" is possible and free of charge, then the value 0.00 is to be entered in this field. • If costs are incurred for the "old appliance collection", then the corresponding numerical value is to be entered. • If this field is "-1", it is assumed that the option "old appliance collection" is not applicable.
Deposit	The deposit price. Required for offers with an obligatory deposit fee.
Size	The offers indication of the size. Please avoid abbreviations (eg. S/M/L) if possible. Please provide separate offers for each size variant. Ex. "medium", "52", "XL"

Colour	The offers indication of colour. Please provide separate offers for each colour variant. A colour variant could also be a combination of several colours. Ex. "red", "yellow/black"
Gender	The offers indication of gender, if applicable. Please write out the gender if possible. Please provide separate offers for each gender variant. Ex. "female", "male"
Material	he offers indication of material. Required for offers with labeling obligation. Please provide separate offers for each material variant. Ex. "80% cotton, 20% polyester"
Replica	Select if Item is a replica (as opposed to original).
Used	Select if Item is used (as opposed to new)
Download	Select if Item is downloadable (as opposed to physical goods).

- In Item Variant list - if company uses item variants, same information as in Item card should be filled in item variants card.

Item Variant Card

1896-S · 001 · Variant 001

Item References Translations More options

Item Variant

Code 001

Description Variant 001

Blocked

Sales Blocked

Service Blocked

Purchasing Blocked

Idealo

Category

Disposal Fee

Deposit

Size

Colour

Gender

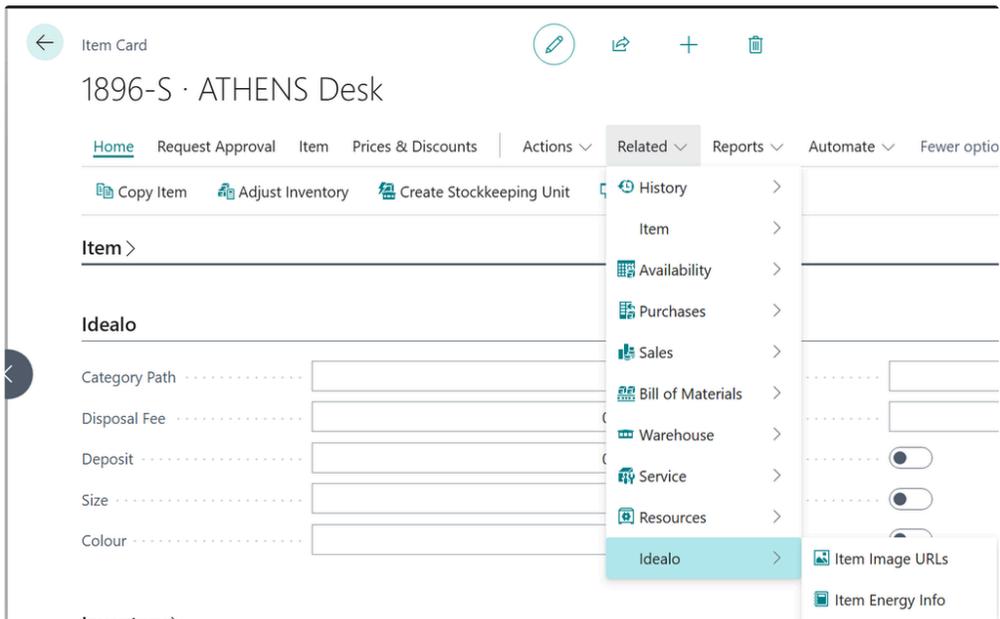
Material

Replica

Used

Download

- Additional tables linked to Item card:



- Item Image URLs - list or URL links to company web catalog for this item. One item can have multiple URLs.

Item No. ↓	Variant Code ↑	URL
→ 1896-S		https://example.com/philips-hue-weiss-und-farbig-10w-e27.jpg
1896-S		https://example.com/produktbild_max/philips-hue-schwarz-10w-e27.jpg

- Item Energy Info - list of energy labels for this item.

Item No. ↓	Variant Code ↑	Efficiency Class	Spectrum	Fuel Efficiency Class	Wet Grip Class	External Rolling Noise	External Rolling Noise Class	Snow Grip
→ 1896-S		A	A-G	A	B	71	B	<input checked="" type="checkbox"/>

Field	Description
Efficiency Class	Classification of the energy consumption according to EU regulations. Required for offers with labeling obligation. Allowed values: A, B, C, D, E, F, G
Spectrum	The classification spectrum of the given product-category. Required for offers with labeling obligation. Allowed values: A, B, C, D, E, F, G
Fuel Efficiency Class	The applicable fuel efficiency class of the tyre according to Regulation (EU) 2020/740 (letter "A" to "E")
Wet Grip Class	The applicable wet grip class of the tyre according to Regulation (EU) 2020/740 (letter "A" to "E")
External Rolling Noise	The external rolling noise measured value (N, in dB(A)) in decibels of the tyre according to Regulation (EU) 2020/740

External Rolling Noise Class	The applicable external rolling noise class of the tyre according to Regulation (EU) 2020/740 (letter "A" to "C")
Snow Grip	Indication of whether the tyre satisfies the minimum snow grip index values set out in UNECE Regulation No 117.
Ice Grip	Indication of whether the tyre satisfies the relevant minimum ice grip index values.
Label Url	The image URL of the EEC-label. Please ensure that the image resolution is high enough, so the QR code can be scanned. Required for offers with labeling obligation.
Data Sheet Url	The URL of the EEC datasheet (PDF). Required for offers with labeling obligation.
Expired	Indicates if current energy label is expired.

- In Item Reference field - company should create list of Item references for OEN, HAN, PZN or KBA type of reference, if needed.

Reference Type ↑	Idealo Reference Type	Reference No. ↑	Variant Code ↑	Unit of Measure ↑	Description	Starting Date	Ending I
→	OEN	VW,123 615 301		PCS			
	HAN	DMC-TZ10EB-K		PCS			
	PZN	03919011		PCS			
	KBA	46988 205/55R16		PCS			

Usage [🔗](#)

Idealo Offer Worksheet [🔗](#)

To create new offers, before publishing, open Idealo Offer Worksheet page. Open Tell Me window, enter **Idealo Offer Worksheet**, and then select the related link.

Shop Code	Item No.	Item Variant Code	Catalog Item No.	Name	Description	Product URL
SHOP1	1896-S			ATHENS Desk	ATHENS Desk	https://
→ SHOP1	1900-S			PARIS Guest Chair, black	PARIS Guest Chair, black	https://

To fill worksheet lines, use function **Suggest Lines**. Select shop code, offer period, and filter Items if needed.

Idealo Suggest Offers ↗ ✕

Options

Shop Code SHOP1 ▼

From Date 3/1/2025 📅

To Date 3/31/2025 📅

Filter: Item

× No. ▼

× Item Category Code ▼

Worksheet fields are:

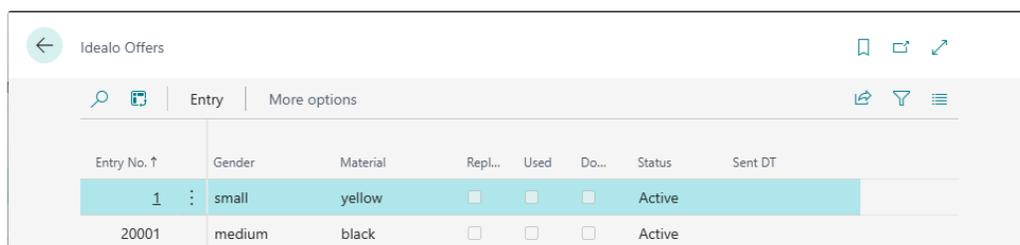
Field	Description
Shop Code	Code of Idealo Shop
Item No.	Item number
Item Variant Code	Item Variant code
Catalog Item No.	Code from Catalog Items in BC.
Name	Name of item
Description	Description of offer
Product URL	The URL to the offer page in the company's shop.
Unit Of Measure Code	Unit of measure
Brand Code	Brand code
Category Path	The offers category in the merchants shop. Check categories here https://www.idealo.de/preisvergleich/Sitemap.html
From Date	Offer starting date
To Date	Offer ending date
Price	The price of the offer
Old Price	The original price of the offer before any price reduction is applied
Base Price	The price per unit. Required for offers with labeling obligation (1,99€ / 100g)
Currency Code	Offer currency
Image Url	URL links to company web catalog for this item. If blank, system will take data from Item card, Idealo Item Image URLs table.
Voucher Code	Voucher code applies to the offer

Fulfillment Type	Type of delivery. Options are: PARCEL_SERVICE (Paketdienst), FREIGHT_FORWARDER (Spedition), DOWNLOAD and LETTER (Briefversand)
Delivery To Installation Site Cost	Cost of installation
Disposal Fee	Additional costs incl. VAT for the optional service "old appliance collection". Possible values (in EUR) are: <ul style="list-style-type: none"> • If "old appliance collection" is possible and free of charge, then the value 0.00 is to be entered in this field. • If costs are incurred for the "old appliance collection", then the corresponding numerical value is to be entered. • If this field is "-1", it is assumed that the option "old appliance collection" is not applicable.
Deposit	The deposit price. Required for offers with an obligatory deposit fee.
Size	The offers indication of the size. Please avoid abbreviations (eg. S/M/L) if possible. Please provide separate offers for each size variant. Ex. "medium", "52", "XL"
Colour	The offers indication of colour. Please provide separate offers for each colour variant. A colour variant could also be a combination of several colours. Ex. "red", "yellow/black"
Gender	The offers indication of gender, if applicable. Please write out the gender if possible. Please provide separate offers for each gender variant. Ex. "female", "male"
Material	he offers indication of material. Required for offers with labeling obligation. Please provide separate offers for each material variant. Ex. "80% cotton, 20% polyester"
Replica	Select if Item is a replica (as opposed to original).
Used	Select if Item is used (as opposed to new)
Download	Select if Item is downloadable (as opposed to physical goods).

After fill all needed fields, press **Publish** to send data to idealo portal.

Idealo Offer [🔗](#)

After publishing, offer data is saved into Idealo Offer catalog. Open Tell Me window, enter **Idealo Offer** and then select the related link.

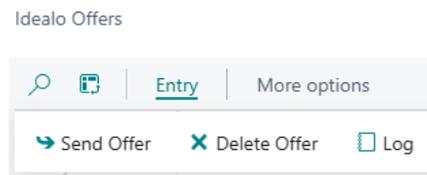


The screenshot shows the 'Idealo Offers' interface. At the top, there is a search bar and navigation icons. Below the search bar, there are tabs for 'Entry' and 'More options'. The main content is a table with the following columns: Entry No. ↑, Gender, Material, Repl..., Used, Do..., Status, and Sent DT. The table contains two rows of data:

Entry No. ↑	Gender	Material	Repl...	Used	Do...	Status	Sent DT
1	small	yellow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Active	
20001	medium	black	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Active	

Offer catalog has same fields as Worksheet, plus Status field (New, Active or Deleted), and Sent DT field (when offer was published).

Idealo Offer catalog page has actions:



- Send Offer - manually send offer, if previous sending had errors.
- Delete offer - remove offer from Idealo.
- Log - open log of publishing operation, where possible to see request and response messages.