

Pricing API

Real-time pricing data for smarter decisions



Why use the Compare Group Pricing API?

At Compare Group, we connect millions of consumers with thousands of webshops across Europe. Our Price API gives you direct access to this market intelligence, so you can make faster, smarter pricing and assortment decisions.

What you get

With a single API integration, you gain access to:

- Real-time pricing data across multiple European markets
- Price rankings (know exactly where you stand)
- Delivery insights (speed matters)
- Shop performance signals (reviews & trust indicators)

All based on standardized GTIN / EAN codes.

What can you use it for?

Our partners typically use the API for:

Pricing intelligence

- Benchmark your prices against competitors
- Detect pricing gaps and opportunities

Dynamic pricing

- Automatically adjust prices based on market position
- Stay competitive without manual work

Assortment optimization

- Identify missing products or weak categories
- Improve your product coverage

Performance optimization

- Understand how pricing impacts visibility and conversion
 - Combine with your own analytics for deeper insights
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Why Compare Group?

- One of Europe's oldest comparison platforms (since 1999)
- 70 million visitors per year
- 3,200+ connected webshops
- 4.3+ million leads per month to retailers

We provide a transparent, independent view of the market, not biased toward a single ecosystem.

Price API

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Key benefits

- Easy to integrate (REST API)
 - Scalable (batch requests up to 750 EANs)
 - Reliable and secure access
 - Multi-country coverage
 - Built for performance use cases
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How it works (at a glance)?

1. You send a list of EANs
2. We return current market data
3. You use it to optimize pricing, positioning or strategy

Simple, fast, and fully automated.

Getting started

Getting access is straightforward:

- Share your server IP address(es)
- Receive your credentials
- Start integrating
- Send this by email to: partner@comparegroup.eu

The Compare Group Price API provides partners with access to up-to-date product pricing data based on GTIN / EAN codes.

This API is designed for partners who want to integrate pricing data into their own systems, tools, or workflows.

What can you do with this API?

With this API, you can

- Retrieve product prices based on EAN codes
- Access key product and offer data, including:
 - Price ranking
 - Delivery information
 - Shop ratings
- Integrate this data into your own platforms or dashboards

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Key features

- RESTful API (easy to integrate)
 - Stateless architecture (no session management required)
 - Secure access via access tokens
 - Optimized for batch requests (up to 750 EANs per request)
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Technical Documentation

General

Compare Group provides a REST API that allows partners to retrieve pricing and product data from its systems.

- The API is stateless (no sessions are stored)
- Partners can build their own consumers to retrieve data
- Data is retrieved via HTTP POST requests

The API is available at URI:

<http://api.vergelijk.nl/affiliates-ms/>

You can use also other CompareGroup domains like vergelijk.be or comparer.fr.

The version to be used:

v1/

The endpoint to be called:

[ean_search/nl_NL/](#)

The locale/label is important. Because the locale is leading for routing to the correct data source. For now only locale "nl_NL" is available. As from the 1st of February 2015 (or maybe earlier, please contact us) the following other locales are available: fr_FR, fi_FI, nl_BE, fr_BE, de_DE, dk_DK, se_SE and no_NO

The access token:

?accessToken=<generated access token>

The API endpoints are secured with an access token. You receive this private key separately by email. Please make sure to keep this key private! Based on the key in combination with simple hashing mechanism (later explained) you can generate an encrypted hash key sending for each request. Without access key no access.

Type of request:

POST

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Message in request:

A list array of EANs (with a maximum of 750 at once per call) in JSON.

Example: ["5711045177316";"4036779008851";"5053086243279"]

Example request in curl:

```
curl -X POST -d ["5711045177316";"4036779008851";"5053086243279"] -H "Content-Type: application/json" http://api.vergelijk.nl/affiliates-ms/v1/ean_search/nl_NL/?accessToken=adps:1421864786567:347c40293da510ca00ce859c68c63ad4
```

Test if you can get access to the API by sending above request. Don't forget to generate a NEW access token (see next access token generation).

API Limits:

- Only access via a generated access token (with use of private key)
- Restricted access via IP (range). Currently 82.201.107.152 and 92.67.90.217 are configured.
- Maximum of 750 EAN codes per request
- Each API consumer can be rated by CompareGroup; ADPS is currently rated at a maximum of 2 requests per second, per service node (currently 3 in use for ADPS). CompareGroup can in- or decrease this rate limit at anytime
- Only access to specified locales; ADPS can get data for all locales (see comment about all locales/labels available)

Access token generation

The idea is that you hash (MD5) 3 fields:

- time in milliseconds
- user identifier
- private key

As mentioned before you get a private key (by email) and you should keep this private. You use the time request send (in milliseconds). This means that the generated token is only valid for 10 minutes. After that it will be invalidated. The last parameter to be send is a user key (choose "adps" in your case).

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Before you send the request you should first generate the hash by concatenating the following fields:

```
<time_in_milliseconds><user key><private key>
```

As example concat time (millis), user key "adps" and private key = "secretKey":

```
1421864786567adpssecretKey
```

From this concatenated string you make a MD5 hash.

```
347c40293da510ca00ce859c68c63ad4
```

So now you have all the information to send as access token.

```
<user key>:<time_in_milliseconds>:<generated MD5 hash>
```

Example:

```
adps:1421864786567:347c40293da510ca00ce859c68c63ad4
```

The API will receive this composed access token and will do the same hashing (using the same private key of ADPS). If the hashes from ADPS and the generated one are the same access will be granted for at maximum 10 minutes. So after 10 minutes a new request needs a new access token. We suggest generating for every request a new access token.

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The response

The response returned by the API is JSON and will look something like:

```
[
  {
    "ean": "5711045177316",
    "productName": "iPhone 4 8 GB zwart ",
    "shopId": 1164,
    "shopName": "Redcoon",
    "shopReviewScore": 7.9,
    "deliveryTime": "offer_sdt_2_days",
    "priceRank": 1,
    "productPopularity": 3,
    "amountOfShopReviews": 423,
    "categoryName": "Mobiele Telefoons",
    "lastChangedDate": "2015-01-21 09:46",
    "price": "281.24",
    "deliveryCosts": "0.00"
  },
  {
    "ean": "5711045177316",
    "productName": "iPhone 4 8 GB zwart ",
    "shopId": 14,
    "shopName": "Bol.com",
    "shopReviewScore": 8.4,
    "deliveryTime": "offer_sdt_3_days",
    "priceRank": 2,
    "productPopularity": 3,
    "amountOfShopReviews": 624,
    "categoryName": "Mobiele Telefoons",
    "lastChangedDate": "2015-01-21 09:46",
    "price": "303.64",
    "deliveryCosts": "0.00"
  },
  {
    "ean": "5711045177316",
    "productName": "iPhone 4 8 GB zwart ",
    "shopId": 10171,
    "shopName": "Redplate.nl NL",
    "shopReviewScore": null,
    "deliveryTime": "offer_sdt_2_days",
    "priceRank": 3,
    "productPopularity": 3,
    "amountOfShopReviews": 0,
    "categoryName": "Mobiele Telefoons",
    "lastChangedDate": "2015-01-21 09:46",
    "price": "298.39",
    "deliveryCosts": "6.95"
  }
]
```

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Normalized keys

The delivery time is set a normalized key like offer_sdt_2_days.

You can get:

offer_sdt_24_hrs	24 hours
offer_sdt_2_days	2 days
offer_sdt_3_days	3 days
offer_sdt_4_days	4 days
offer_sdt_5_days	5 days
offer_sdt_6_days	6 days
offer_sdt_1_week	1 week
offer_sdt_2_weeks	2 weeks
offer_sdt_more_than_2_weeks	More than 2 weeks
offer_sdt_unknown	Unknown
offer_sdt_pre-order	pre-order
offer_sdt_download	download



[Any questions?](#)

For any questions, please contact us at partner@comparegroup.eu