

BENELUX MARKETPLACE CONTENT GUIDEBOOK

MediaMarktSaturn Marketplace Benelux

OVERVIEW

- **CONTENT:** In uploading content, please provide all the information you have about the product. Completing all recommended and optional attributes will improve your product details page and conversion rates.
- **PRODUCT TITLES:** Please provide only the product or model name as the Title in Mirakl. Product titles on the webshop includes the title, brand, device type, and color attributes. These are added on the backend. ([Example](#))
 - ✓ After going live, always remember to check your titles on the webshop and the categorization of the products.
- **DEVICE TYPE:** The device type should always be a generic, singular noun that refers accurately to the product. Here are some examples:

✗ WRONG DEVICE TYPE	✓ CORRECT DEVICE TYPE
Sets d'accessoires	Set d'accessoires pour aspirateur
Light Tube 125 cm (Wit)	Light tube
Draadloze oordopjes	Oordopjes

- **REGULATIONS:** There are many rules and guidelines on content. These are in place to protect you. We trust that – as an expert in your products – you are aware of the Dutch/Belgian legislation, and you already know what needs to be filled in your product categories.
- **LANGUAGE:** The local language(s) of the marketplace must always be respected.
 - ✓ In Marketplace NL, all attributes must be provided in Dutch (nl_NL). In Marketplace BE, we require content in two languages. All attributes must be provided in both French (fr_BE) and Flemish/Dutch (nl_BE).
- **PRODUCT DESCRIPTION:** We implement **strict rules on prohibited content**: Do not include discount codes, coupon codes, inappropriate language, and any mention of other websites and social media. This will lead to automatic suspension. Always maintain a professional tone.

IMPORTANT

Regardless if you provide your own content, remember you have an obligation to constantly review the content of your product offer.

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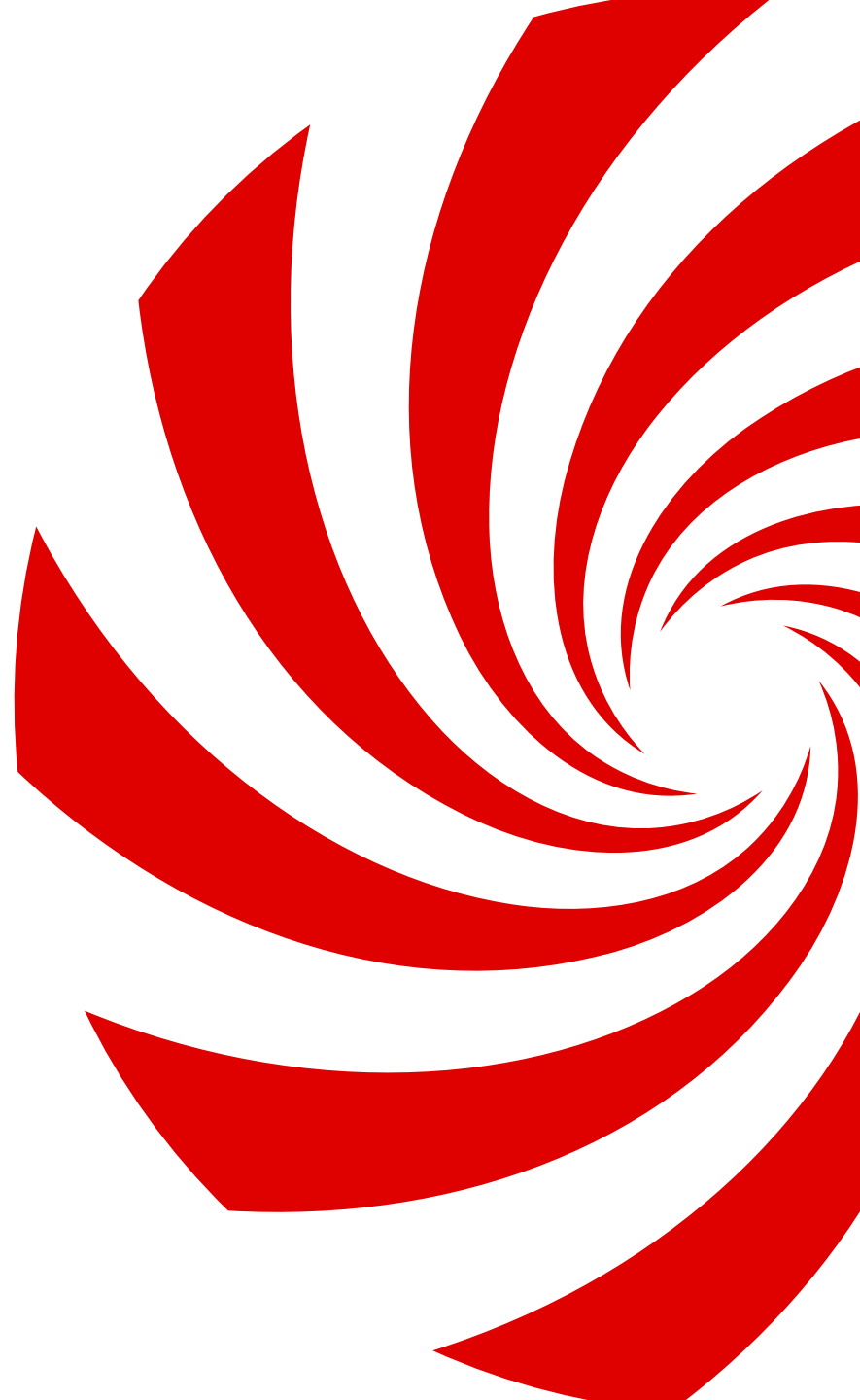
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CONTENT

01



Introduction to Content

Product content is a cornerstone for driving sales and traffic online. **Good quality content can make a real difference and make your products more visible and engaging.**

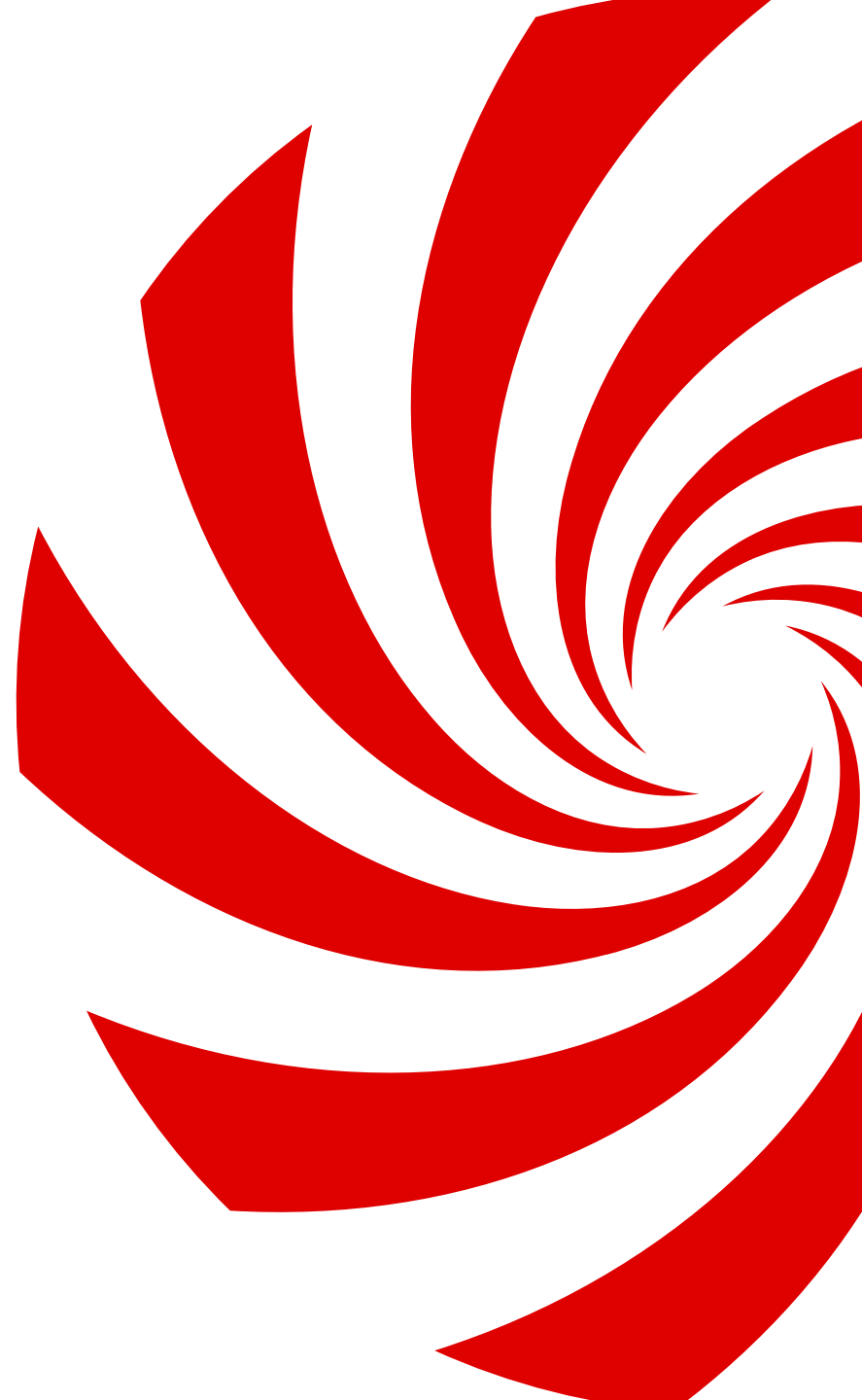
MediaMarkt has high standards as a retailer with years of experience in e-commerce. How can my products be successful on the Marketplace?



**This comprehensive overview
of our content guidelines will
answer all your questions!**



PRODUCTS AND OFFERS



Distinction between Products and Offers

★★★★★ (29)

HUAWEI P30 128 GB Blau Dual SIM



Displaydiagonale
15.49 cm / 6.1 Zoll

Speicherkapazität
128 GB

Betriebssystem
EMUI

Prozessor
Octa-Core Processor

● Lieferung 22.04.2023 - 25.04.2023

349.-
inkl. MwSt. versandkostenfrei

★★★★★ ☆ (10)

SAMSUNG Galaxy M23 5G M236 4GB/128GB Dual Sim 128 GB Green Dual SIM



Displaydiagonale
16.7 cm / 6.6 Zoll

Speicherkapazität
128 GB

Betriebssystem
Android

Prozessor
2GHz

● Lieferung 24.04.2023 - 26.04.2023

231.³¹
inkl. MwSt. zzgl. Versand

A **product** always has the following mandatory characteristics:

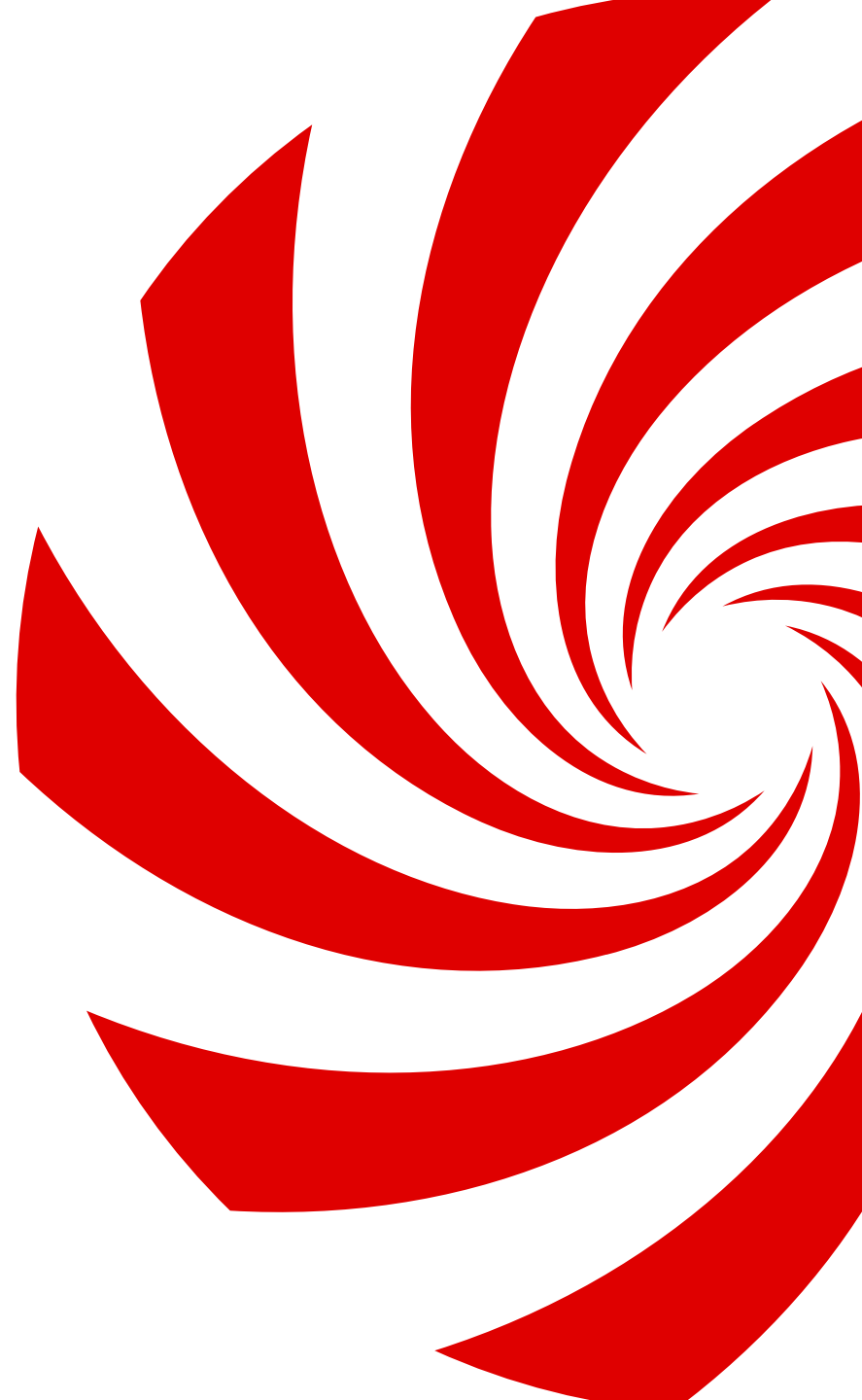
- Product name
- Images
- Description
- Product_ID / EAN

An **offer** always has the following mandatory characteristics:

- Condition (New, refurbished)
- Price
- Stock quantity availability

REQUIRED ATTRIBUTES

03



Common Required Attributes

An **attribute** is a specific detail or feature of a product. These are essential in categorizing products, providing detailed information, and facilitating product searches and comparisons. **Required attributes differ across categories**, and in case something is missing we will ask you during the way. However, we trust that – as an expert in your products – you are aware of the Dutch/Belgian legislation, and you already know what needs to be filed in your product categories. Below you can find the common required attributes (platform and legal).

Below you will find **a list of common required attributes** that must be filled in for the product to be valid in Mirakl. This list only mentions the required attributes common to all categories; additional attributes can be required depending on the category selected.

In Marketplace BE, we require content in two languages. All attributes must be provided in both French and Dutch.

Attribute Name	Definition & Use	Example	Type
Category	Required to select a category that can be aligned with a category from our taxonomy.	BODY CARE / BEAUTY AND WELLNESS / HAIR TRIMMER	Text / Selection
Shop SKU	A unique identifier for the product, assigned by you. The SHOP SKU must be unique for each product listed.	146484771	Number
Title	Provide the model name. Other attributes such as product type or color will be automatically added to the webshop. (See Appendix #1)		Text
EAN	Indicate the EAN number of your product, it should always be 13 digits long. Refurbished sellers should always provide the original EAN number so that the refurbished offer is matched with the new product. (See Appendix #2)	019301550738	Number

Common Required Attributes (cont.)

Attribute Name	Definition & Use	Example	Type
Brand	Provide the BRAND of the product. If it is not registered in our platform configuration, please approach your Partner-Manager.	SAMSUNG	Value List
Main Product Image	Provide the image in a size of at least 1000x1000 pixels, otherwise it will be rejected by the data systems. If you are integrating through a product file import, supply a URL that ends with .png or .jpg. Mobile Applications should <u>not</u> be displayed or used as the Main Product Image.		Image / URL
Device Type (nl_NL)	Provide a brief, generic, and singular noun as device type in the language of the respective sales channel as indicated by the country code in between brackets. This attribute is relevant for visibility on the webshop in addition to selecting the category. It will be automatically added to the title on the website. Please refer to the Ruleset to determine the correct device type.	Game-pc	Text
Color (basic)	Select the right color from the dropdown list: this is necessary for effective customer filtering on the webshop and to make product variants of each other. Detailed color information, such as manufacturer specifications, can be indicated in the separate Color (nl_NL) or color (nl_BE) attribute.	Red	Value List
Color (nl_BE) / Color (fr_BE)	Indicate the color in the local language of the sales channel or as indicated in between brackets, this can be more detailed and will be added to the product title on the website.	Rood Rouge	Text

Common Required Attributes (cont.)

Attribute Name	Definition & Use	Example	Type
Product description	Add a detailed description of the product in the local language of the sales channel or as indicated in between brackets. Do not include any promotional content, links, emojis, customer service email addresses, or social media handles. The description should solely be about the product. Important: For Marketplace BE, both the Dutch language and French language descriptions are required and should match.		Text
Scope of delivery	Provide a brief description or list of what is included in the parcel. Please do not use html code and make sure to properly capitalize the sentence.	1x Laptop, 1x AC-adapter, 1x handleiding	Text
Update information (Only required for tech products using software or apps)	Under 'Aanvullende update-informatie (NL)' always enter the following: (Dutch version) Voor zover op de afbeeldingen apps worden getoond, geldt dat er niet gegarandeerd kan worden dat de apps tijdens de volledige levensduur van het product goed zullen blijven functioneren. Dit hangt af van het beleid van de fabrikant. (French version) Dans la mesure où les applications sont montrées dans les images, il n'est pas possible de garantir que les apps continueront à fonctionner correctement pendant toute la durée de vie du produit. Cela dépend de la politique du fabricant.	Example product: 8806095307282	Text
EU Responsible Person details	Provide the manufacturer information and contact details. These are all mandatory fields due to the EU GPSR regulation.		Text

PRO TIP!

Using **HTML** code can give a cleaner look to your product descriptions, especially if you'd like to format the description in a certain way. Otherwise, the text formatting will not be applied on the website.

Get the most out of your assortment!

! We highly advise completing all recommended and optional attributes, as they enhance the product details page and contribute to improved conversion rates.

Some of these attributes will also be used for establishing webshop categories or campaigning.

For instance, we might feature all black products in a dedicated "ALL IN ONE PC" section displayed on the webshop.

- ✓ If you wish your product to receive this heightened visibility, it's important to provide the relevant information in these optional and recommended attributes.

Reviewscore ⓘ ▼

Type display ▼

Beeldschermdiagonaal ▼

Gebruiksgemak ^

☐ Smart tv (169)

☐ Te verbinden met app (160)

☐ Wifi (121)

☐ Bluetooth (117)

☐ High Dynamic Range (HDR) (116)

Kleur ▼

Aansluitingen ▼

Resolutie ⓘ ▼

Besturingssysteem ^

☐ Tizen (71)

☐ Google TV (21)

☐ Android TV (5)

☐ AndroidOS (5)

☐ webOS (5)

Recommended attributes appear as filters

Top #1 Search Result

Productgegevens-blad

SAMSUNG UE65CU7020 (2024)



18 Crystal UHD

★★★★★ 13 ⓘ

☐ Vergelijk

Type apparaat

Televisies

Beeldresolutie

Ultra HD 4K

Beeldschermdiagonaal (cm/inch)

165.10 cm / 65 inch

Besturingssysteem

Tizen

€ 579,-

[incl. BTW én gratis verzending boven de €50,-](#)

Verkoop en verzending door [Art Electronics](#)

Online op voorraad

Voor 22:00 besteld, morgen in huis

Ik wil bestellen

Productgegevens-blad

SAMSUNG UE65DU7170 (2024)



Crystal UHD

★★★★★ 0 ⓘ

☐ Vergelijk

Type apparaat

Televisies

Beeldresolutie

Ultra HD 4K

Beeldschermdiagonaal (cm/inch)

165.10 cm / 65 inch

Besturingssysteem

Tizen

€ 579,-

[incl. BTW én gratis verzending boven de €50,-](#)

Verkoop en verzending door [Art Electronics](#)

Online op voorraad

Voor 22:00 besteld, morgen in huis

Ik wil bestellen

Special Cases

The EU Responsible attributes are legally required. However, the field “**Additional Address Details**” of the EU Responsible Person may be left empty.

The **title of smartphone cases** should contain:

<name of product> + “geschikt voor” + <compatible device model>

For all electrical appliances, please remember to provide both the **Energy Label and the Energy Datasheet** (see [Appendix #3](#)): This applies to the following:

- Fitted oven
- Washing machine
- Dishwasher
- Television
- Wine storage and cooling cabinet
- Monitor
- Cookers
- Hoods
- Cooling combi
- American side by side
- Freezer and chest freezer
- Refrigerator
- Washer dryer

Exceptions

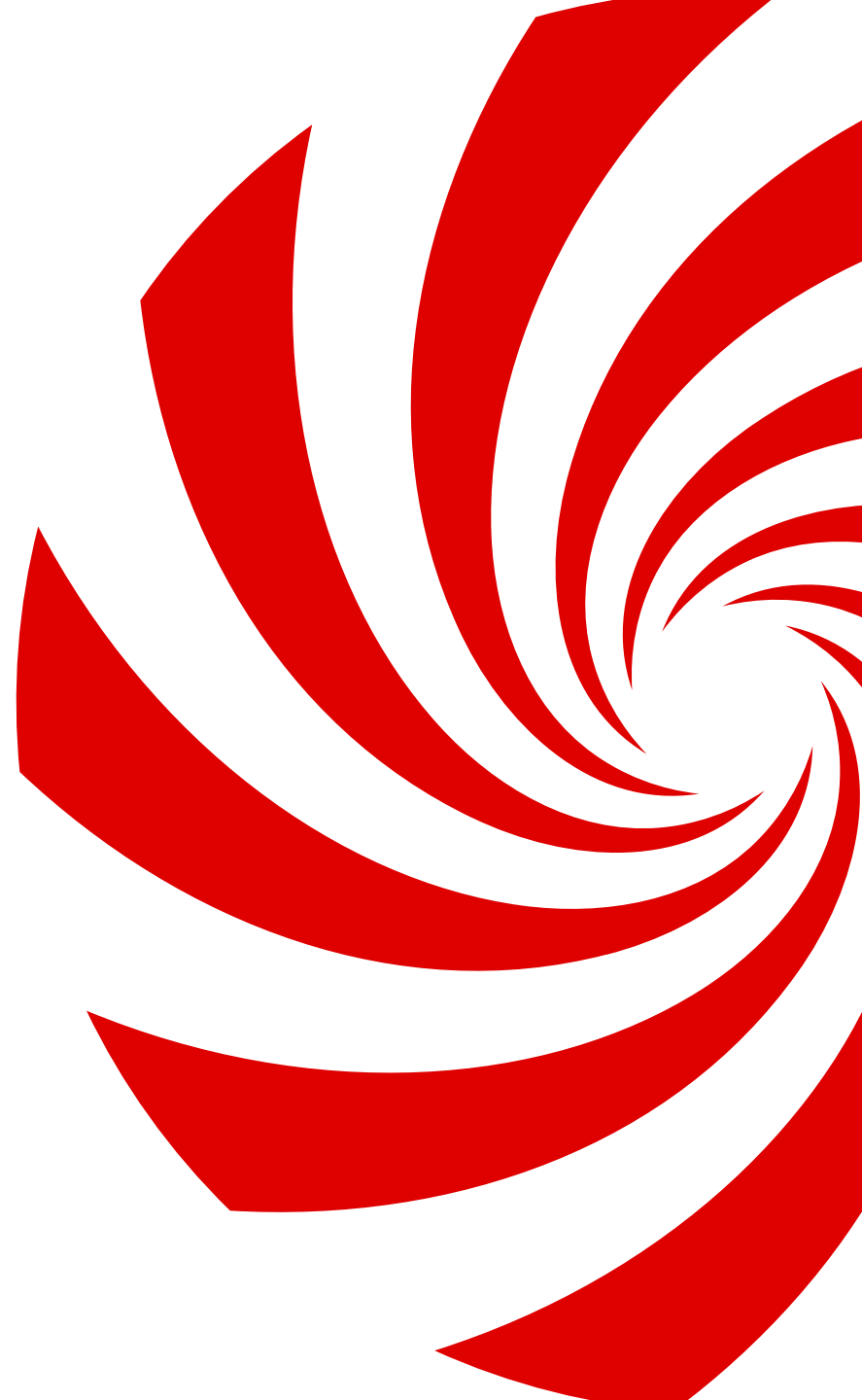
We trust that – as an expert in your products – you are aware of the Dutch/Belgian legislation, and you already know what needs to be filed in your product categories. Below you can find the common required attributes (platform and legal).

Some exceptions regarding required attributes may occur.

In case of doubt, you can check in the Mirakl PDP (or product content page), click edit and go to the desired attribute. If the attribute name is followed by an asterisk (*) then it is a required attribute.

If there is no asterisk, then it is not required. The difference between required, recommended, and optional attributes can also be seen in the category templates.

PRODUCT CONTENT UPLOAD



Configure and download the operator template

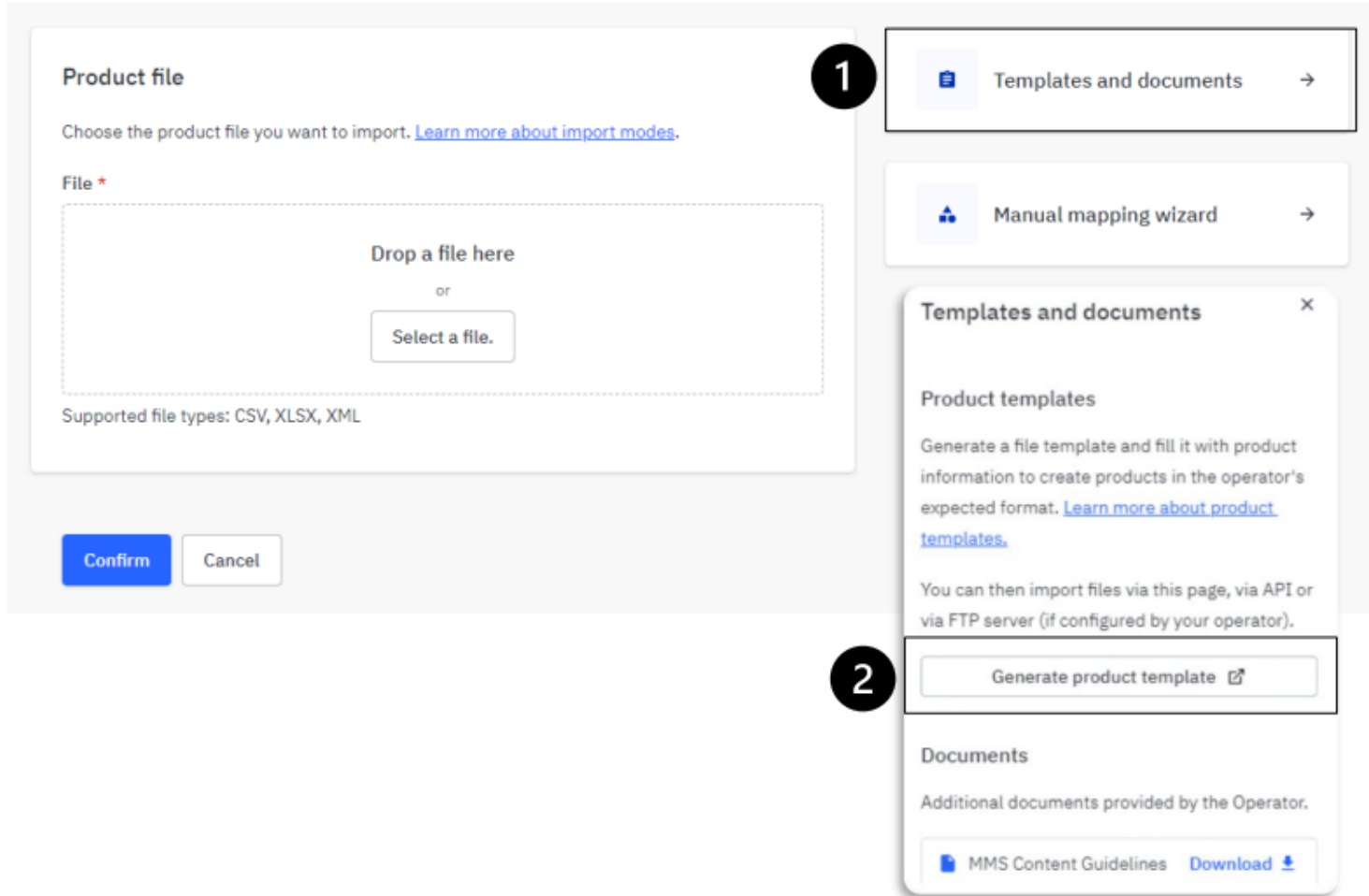
Click on Catalog > Product imports > [Import Products](#)

From this page, you can create products directly in your Catalog Manager via a file import.

1. Click on Templates and documents to find our operator template for products.

Here you will also find additional documents on our data configuration and platform settings.

2. Select "[Generate product template](#)"



Configure and download the operator template (cont.)

3. On the [template page](#), select one of the file templates for products depending on your preferred category.

- ✓ We recommend to set the requirement level of attributes to “All (required, recommended, optional)”, to provide as much product data as possible.

4. Generate your template.

The screenshot displays a web interface for configuring a template. It features a list of product categories with checkboxes, a language selection dropdown, and two action buttons at the bottom. A large black circle with the number '3' is positioned to the right of the category list, and another similar circle with the number '4' is to the right of the action buttons.

3

- ☐ SECURITY LOCKS
- ☐ SMART HOME HUBS / GATEWAYS / SECURITY
- ☐ SMART HOME IP CAMERAS
- ☐ SMART HOME LIGHTS
- ☒ SMART HOME OTHERS
- ☐ SMART HOME STARTER KITS
- ☐ SMART MIRROR
- ☐ SMART PLUGS
- ☐ SMARTHOME HARDWARE
- ☒ THERMOSTATS
- ☒ VOICE ASSISTANT DEVICES

3 categories selected.

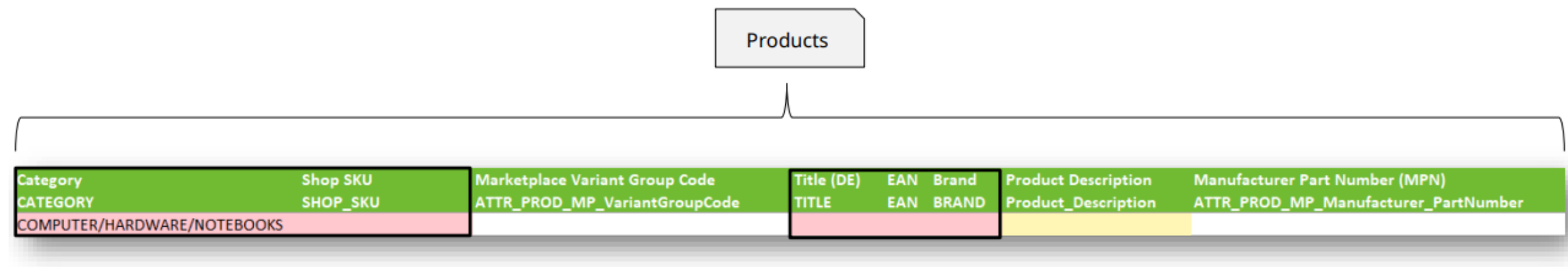
Select a language

English - US

Back to import Generate template

4

Creating your products using the Operator's template



- ✓ Mandatory fields are highlighted in red.
- ✓ Certain columns require values from our predefined list, which can be selected from the dropdown menu that appears when you click on a cell or by referring to the "Reference Data" sheet.
- ✓ Sellers can access all attributes within a category tree through the sellers' back office:

[MediaMarktSaturn Marketplace Data Configuration](#)

EAN field format

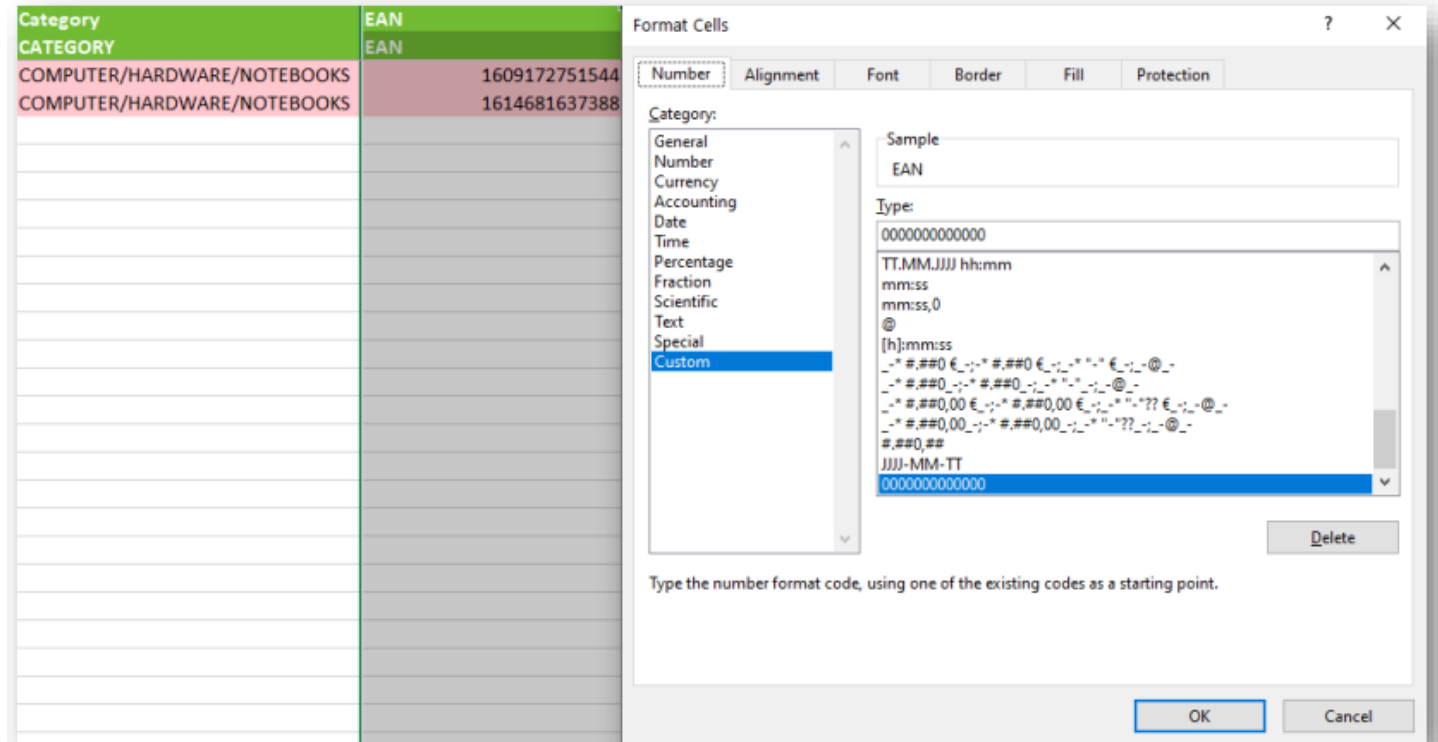
Excel will change your EAN to a scientific format as it recognizes it as a number.

E.g., **EAN 8546547654654** will be formatted as **5.46548E+11**.

This will cause your data to corrupt, and the product will not be created.

The solution is as follows:

- ✓ Select the column with your **EAN** values
- ✓ Right-click and select the tab **Format Cells**
- ✓ On the Number tab, select **Custom**
- ✓ Delete the 'General' setting
- ✓ Set the Type by typing 0 **thirteen times**



Import products

Click on: Catalog > Product imports > [Import products](#)

You need to import the product file you've created in the step before.

1. To upload your file on the Marketplace, click on select a file or drag and drop it.
2. Then click on Confirm to start your import.

The screenshot shows a web interface for importing a product file. It features a main section titled 'Product file' with instructions to choose a file and a link to learn more about import modes. Below this is a file selection area with a dashed border and a 'File *' label. A callout box with the number '1' points to the 'Drop a file here' or 'Select a file.' button. To the right of the main section are two buttons: 'Templates and documents' and 'Manual mapping wizard'. At the bottom, a callout box with the number '2' points to the 'Confirm' button, which is next to a 'Cancel' button. The supported file types are listed as CSV, XLSX, and XML.

Product file

Choose the product file you want to import. [Learn more about import modes.](#)

File *

Drop a file here
or
Select a file.

Supported file types: CSV, XLSX, XML

Templates and documents →

Manual mapping wizard →

Confirm Cancel

Track product imports

Click on: Catalog > [Product imports](#)

- 1. You can easily track all your product imports in your Catalog Import.
- 2. You can download the error report so you can check which required attributes are missing and must be filled out in order to validate the products.
- 3. You can also download the Source File Error Report (SFER) to read our comments in full.

IMPORTANT

If you're coming from NL to BE, then you can easily use approved content from NL for the Dutch fields in BE.

Product imports

Import products

Search by file name

Import date

Origin

Status

4 results

Created	File name	Origin	Status	Lines with errors	
4/3/2025, 4:11:13 PM		File Import	Complete	16/16	View details
3/25/2025, 1:47:52 PM		File Import	Complete	2/2	View details
3/25/2025, 1:17:23 PM		File Import	Complete	3/3	View details
3/25/2025, 1:16:13 PM		File Import	Complete	3/3	View details

Results per page 25

4 results

Back to Product imports

Import products

Product file

Choose the product file you want to import. [Learn more about import modes](#)

File *

Drop file here

or

Select file

Supported file types: CSV, XLSX, XML

Confirm

Cancel

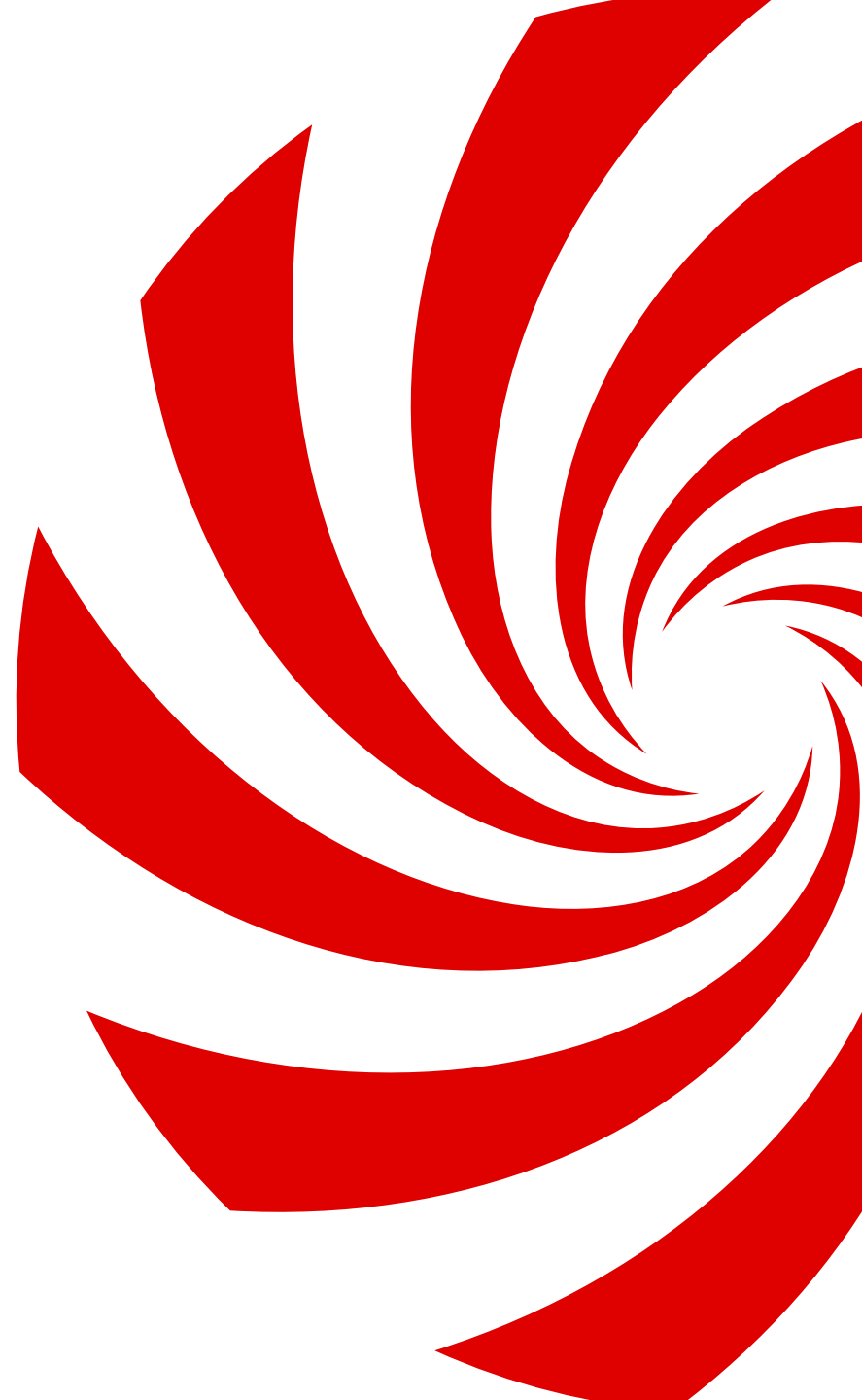
Templates and documents

Manual mapping wizard

For a list of potential error messages during product imports and their solutions, click this [link](#).

MAPPING PRODUCT CONTENT

05



Step 1: Use Mapping Wizard

In the back-office, go to Settings > **Catalog mapping**

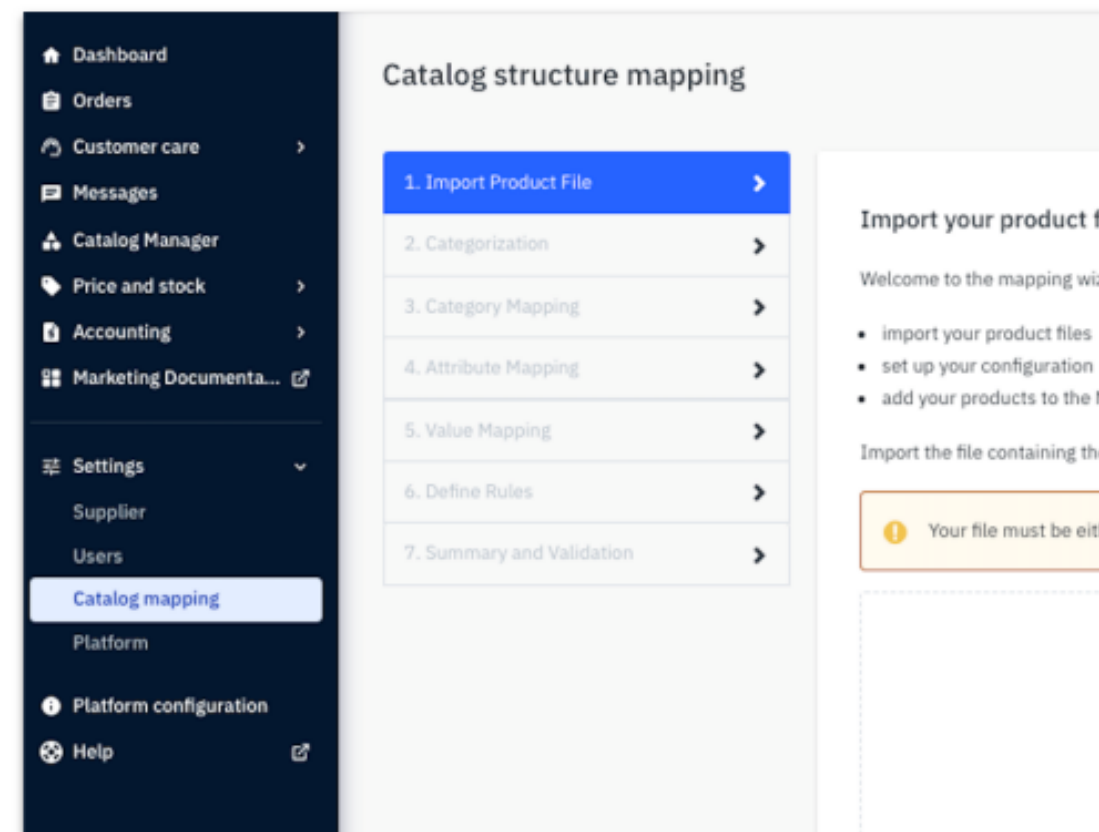
Click on “[Use the Mapping Wizard](#)”

This is the fastest way to add, upload, and modify your product catalog, but **the mapping tool should only be used if all mandatory attributes exist in your product data.**

Thanks to the mapping tool, we define a correlation table between your product information and the information our data configuration require. Once the mapping table is created, you can upload your own product feed without having to transform it.

- ✓ Before starting the mapping process, you must make sure that all mandatory attributes required for each category are present in your product data
- ✓ Only use the Mapping Wizard for your initial mapping and product import. Once the mapping is defined, there is no need to use the mapping wizard again unless the products in your file refer to new categories

[Mapping Wizard Documentation](#)



Step 2: Import your product file

Here you must upload your catalog.

- ✓ You don't need to transform it to our operator format first.

Import your product file

Welcome to the mapping wizard. This wizard helps you to:

- import your product files
- set up your configuration
- add your products to the Marketplace

Import the file containing the products to add to the marketplace first.

 Your file must be either in XLSX format or in CSV format and encoded as UTF-8.

Drag and drop a file

or

Select a file...

 data (5).xlsx 

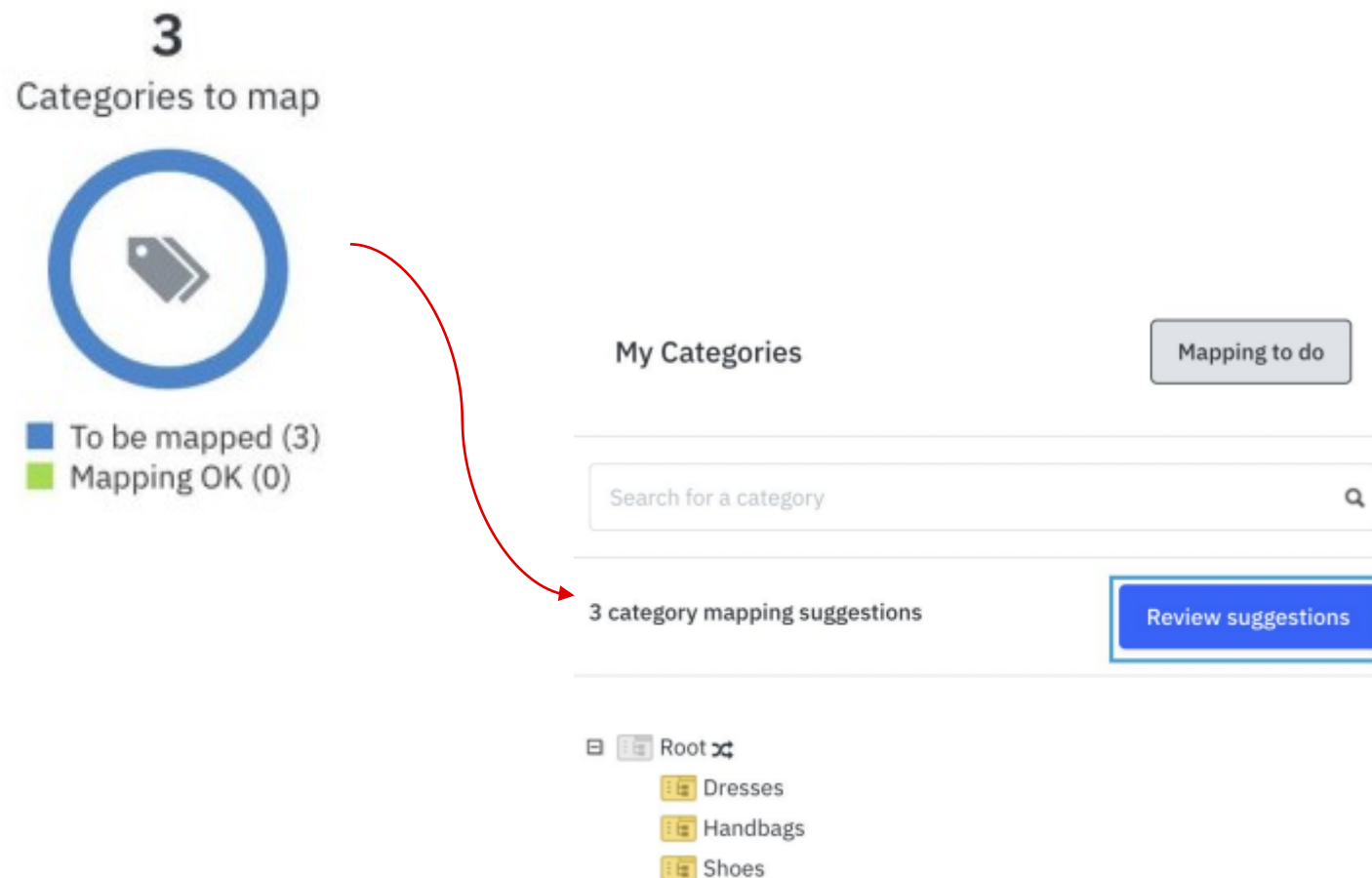
✓ Next step

Step 3: Use the auto-mapping feature for categories

Let's map the catalog categories!

In this example, 3 categories need to be mapped.

You can manually drag and drop them or can review the AI auto-mapping by clicking "Review suggestions."



Step 4: Review category AI Automap suggestions

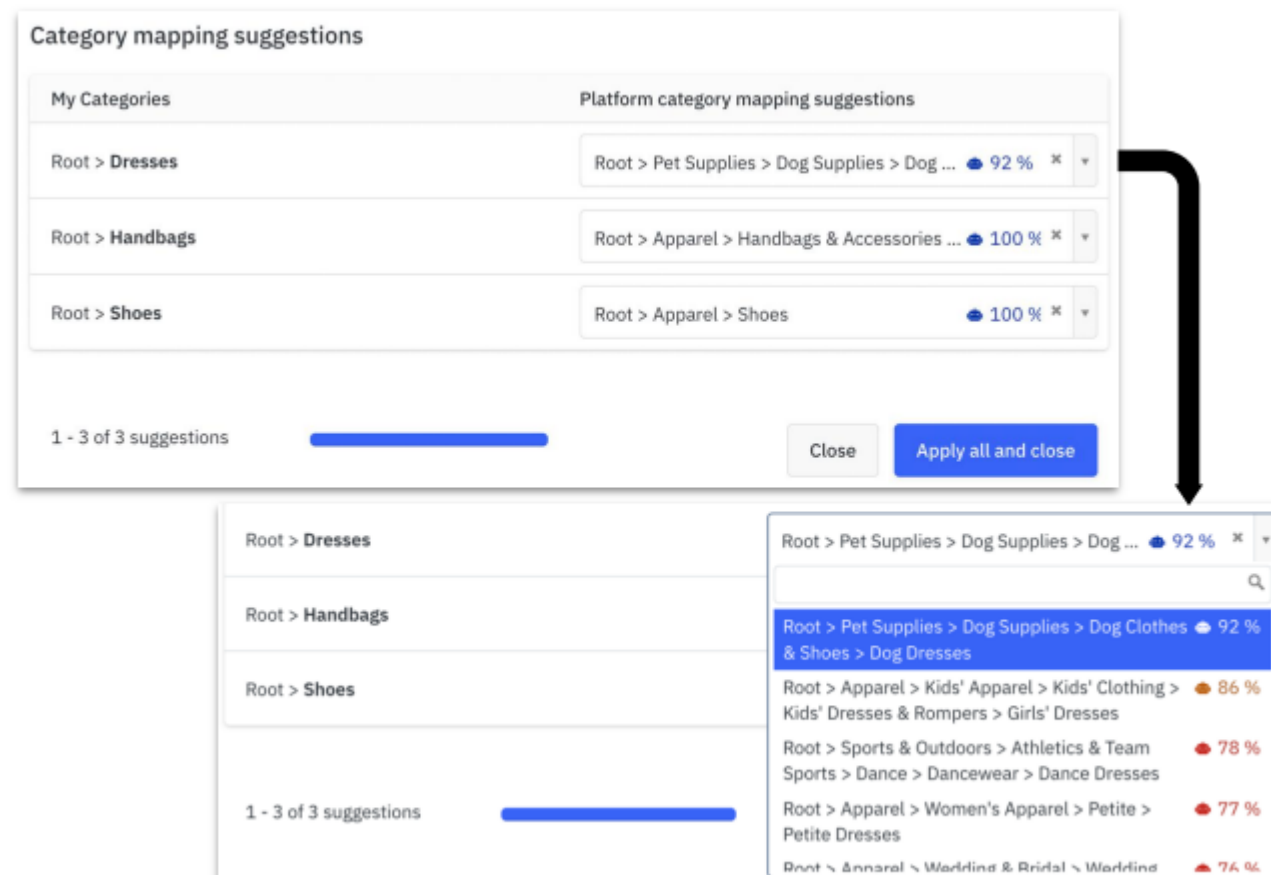
You can review the KI suggestions and chooses the appropriate categorization.

Example:

✓ Seller's categories "Handbags" matched at 100% with "Handbags & Accessories" from our operator taxonomy. Same for Shoes. AI is correct here.

✗ Dresses matched at 92% with Dog Dresses. It proposes other suggestions: Girls' Dresses is the one that you select.

Once the you have reviewed suggestions and made modifications as needed, click "Apply all and close."

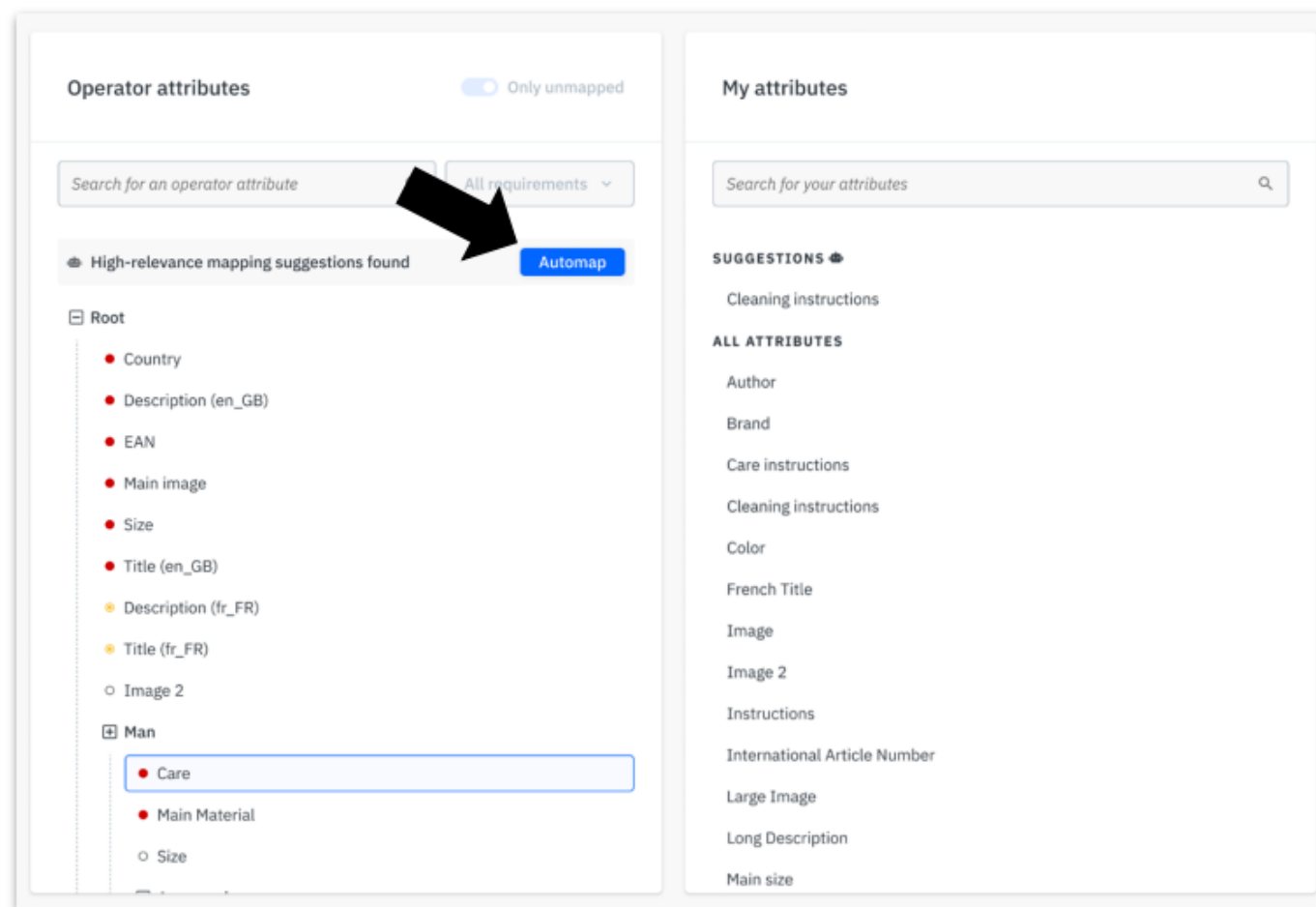


Step 5: Automap the Attributes

The AI will look for auto-mapping opportunities between our data configuration and your attributes and display high-relevance mapping suggestions.

The Attribute Mapping step of the configuration wizard has been improved with the following UI changes:

- Our attributes are displayed on the left side of the page and your attributes are displayed on the right.
- You can now filter attributes by requirement level and display only unmapped values.
- The tool tip has been redesigned when hovering on unmapped attributes.
- Attributes are mapped by selecting one of the operator attributes and clicking on the corresponding seller attributes



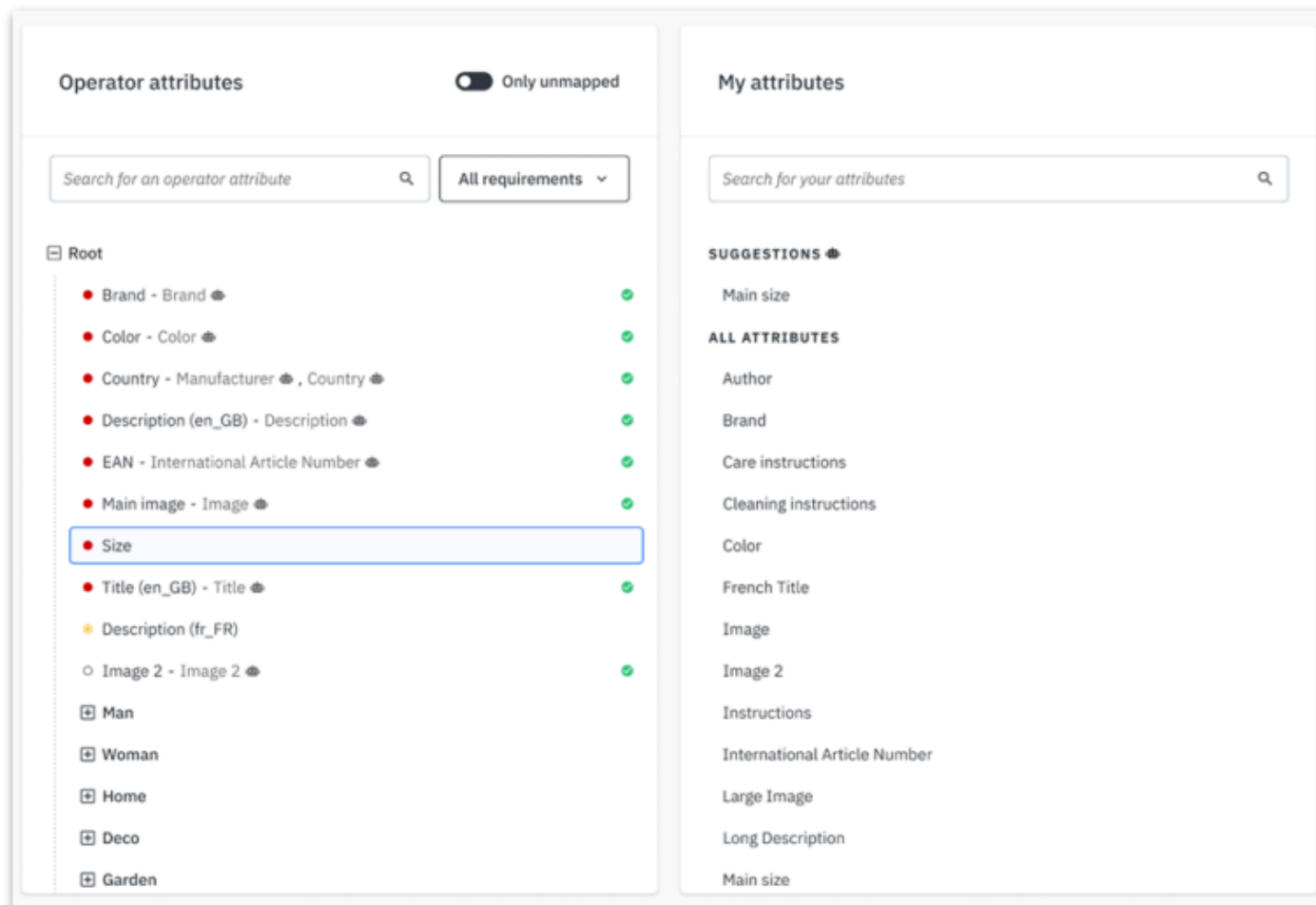
Step 5: Automap the Attributes (cont.)

Auto-mapping has been triggered successfully and attributes with a high relevance score have been mapped

 The robot indicates it has been mapped by the AI. If a suggestion is manually mapped, it will NOT have a robot icon.

The grey text represents the seller's attribute.

 Means the mapping was successful



The screenshot displays the Mapping Wizard interface. On the left, the 'Operator attributes' panel shows a list of attributes under a 'Root' category. The 'Size' attribute is highlighted. On the right, the 'My attributes' panel shows a list of suggestions and all attributes.

Operator attributes (Only unmapped toggle is on):

- Search for an operator attribute
- All requirements
- Root
 - Brand - Brand
 - Color - Color
 - Country - Manufacturer, Country
 - Description (en_GB) - Description
 - EAN - International Article Number
 - Main image - Image
 - Size**
 - Title (en_GB) - Title
 - Description (fr_FR)
 - Image 2 - Image 2
 - Man
 - Woman
 - Home
 - Deco
 - Garden

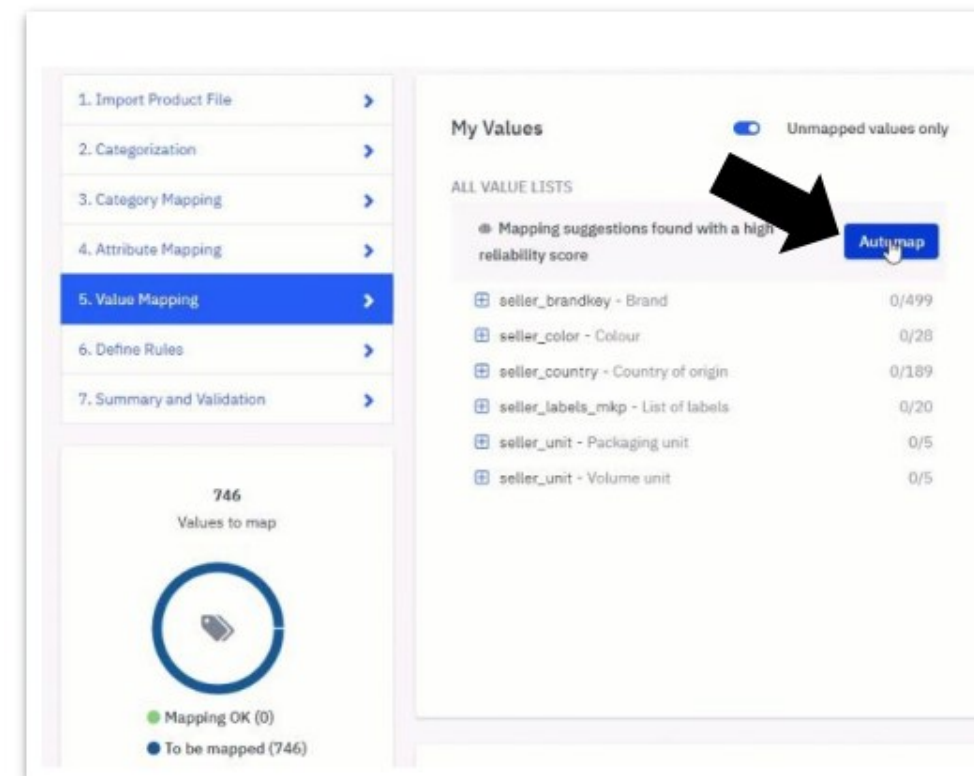
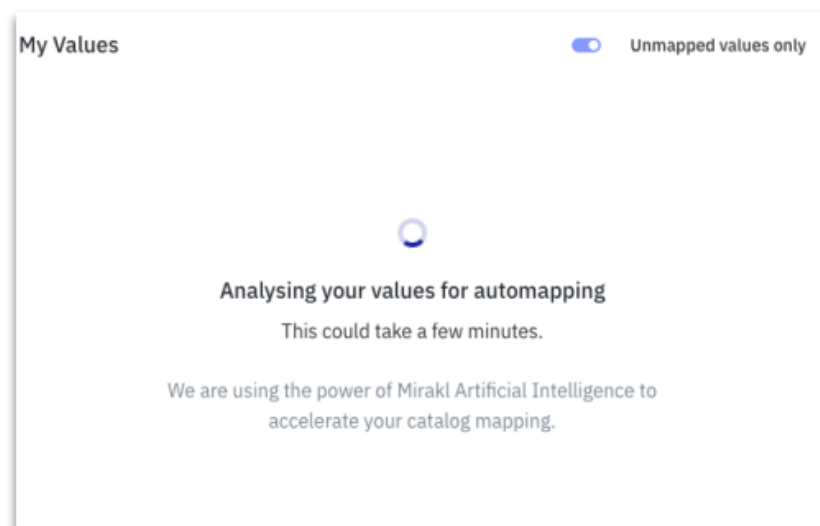
My attributes

- Search for your attributes
- SUGGESTIONS
 - Main size
- ALL ATTRIBUTES
 - Author
 - Brand
 - Care instructions
 - Cleaning instructions
 - Color
 - French Title
 - Image
 - Image 2
 - Instructions
 - International Article Number
 - Large Image
 - Long Description
 - Main size

Step 6: Automap the Value Lists

Similar to categories, the AI will look for auto-mapping value lists.

- ✓ The AI looks for automatic matches. Values that can't be auto-mapped need to be mapped manually by the seller.
- ✓ Click on "Automap" to apply the AI mapping to the seller's value list



Step 6: Automap the Value Lists (cont.)

Value lists are mapped.



The robot indicates that the value has been mapped by the Mirakl AI.

The grey text represents the operator value



Means the mapping was successful.

Click “Unmapped values only” and finish mapping “To be mapped” values manually.

The screenshot shows the 'Value Mapping' step of the Mapping Wizard. The sidebar on the left lists the steps: 1. Import Product File, 2. Categorization, 3. Category Mapping, 4. Attribute Mapping, 5. Value Mapping (highlighted), 6. Define Rules, and 7. Summary and Validation. The main area is divided into three sections:

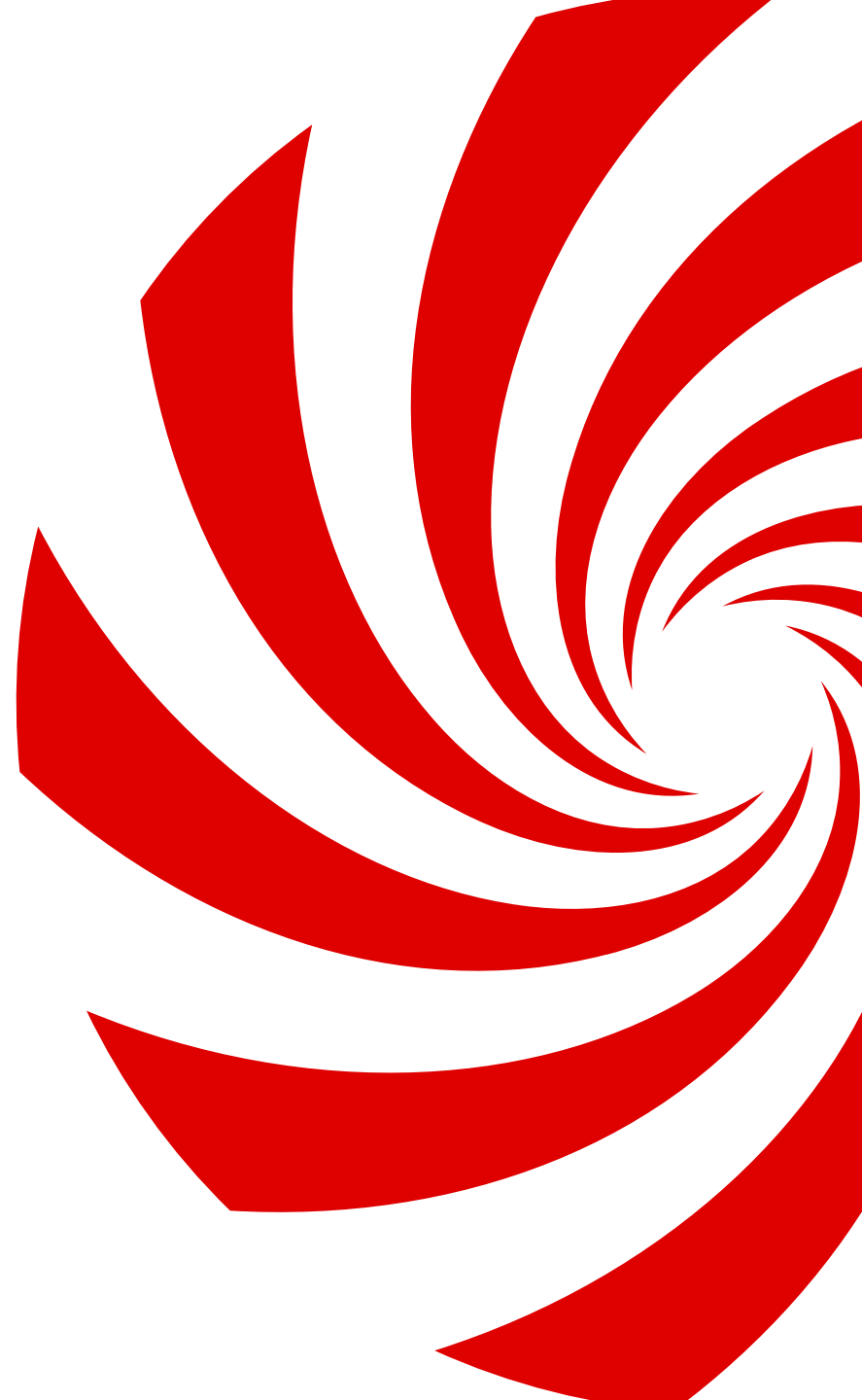
- My Values:** A section with a toggle for 'Unmapped values only'. Below it is a table titled 'ALL VALUE LISTS' with the following data:

Value List	Count
seller_brandkey - Brand	488/499
seller_color - Colour	27/28
seller_country - Country of origin	188/189
seller_labels_mkp - List of labels	1/20
seller_unit - Packaging unit	0/5
seller_unit - Volume unit	5/5
- Operator values:** A section with a search bar and a list of values for the selected 'Brand' value list. The values are: 001 INTERNATIONAL, 0039 ITALY, 00H00.COM - ZERO HEURE EDITIONS, 0-105, 01 DISTRIBUTION, 01 THEONE, 100000VOLTS, 1000-ID-100C, 1001BIJOUX, 1001DECOTABLE, and 1001 HUILES.

At the bottom left, there is a circular progress indicator showing 37 values to map. A legend indicates that green represents 'Mapping OK (709)' and blue represents 'To be mapped (37)'.

VARIANT GROUP CODES

06



Variant Group Codes

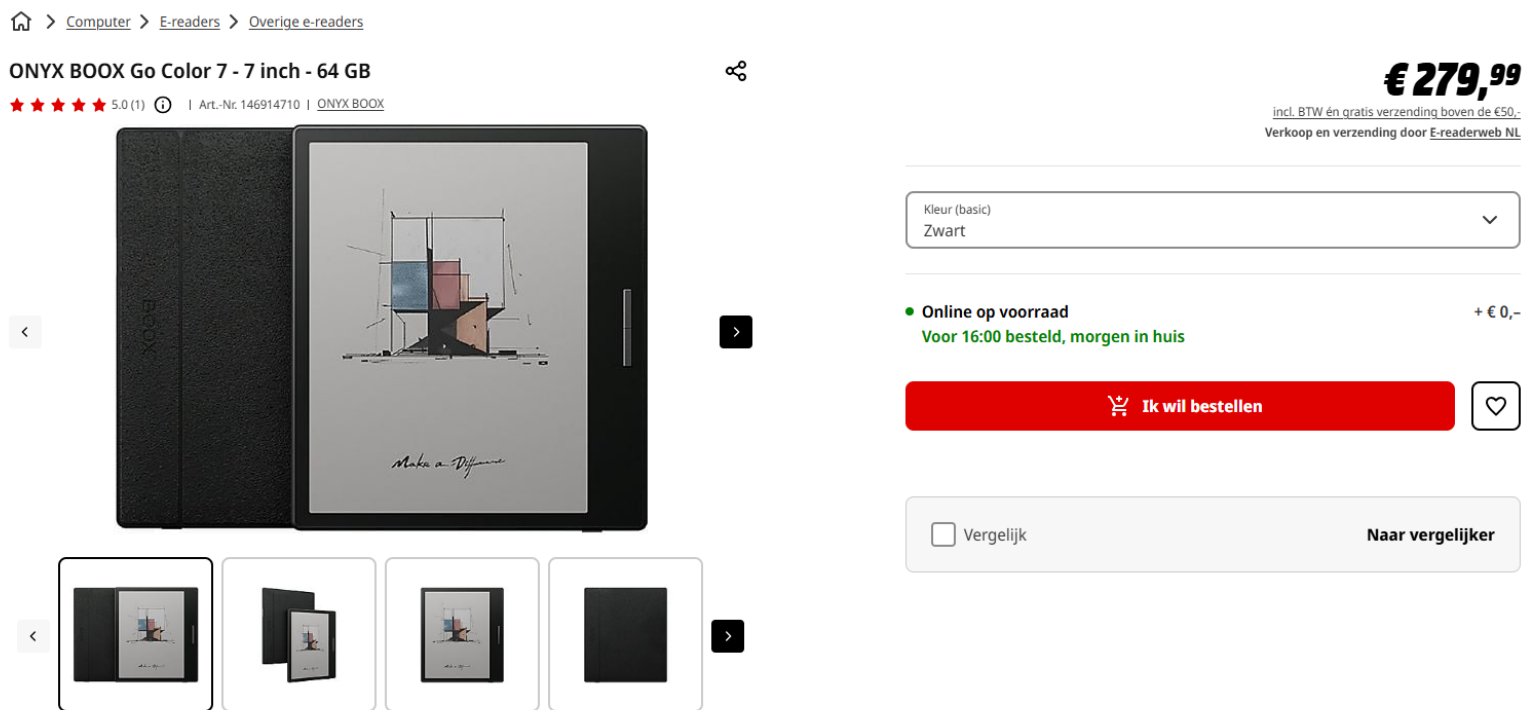
Variant Group Codes (VGC) act as **labels to group different versions of a product**, like an iPhone in various colors.

When sellers use a VGC when uploading products, the Mirakl platform automatically links them.

- ✓ This makes it easy for customers to see all options available.

Each variant has its own unique identifier, like a barcode, but the VGC connects them as a family.

- ✓ This system keeps everything organized and displays all variations correctly.



The Correct Set-up of the Variant Group Code

These variant products are all grouped by the same variant group code (VGC).

☐	Product	Product ID
☐	 Go Color 7 ONYX BOOX COMPUTER / HARDWARE / E-BOOK READER	6949710309550 VGC: variant-kgocolor7 EAN: 6949710309550
☐	 Go Color 7 ONYX BOOX COMPUTER / HARDWARE / E-BOOK READER	6949710309567 VGC: variant-kgocolor7 EAN: 6949710309567

[Home](#) > [Computer](#) > [E-readers](#) > [Overige e-readers](#)

ONYX BOOX Go Color 7 - 7 inch - 64 GB

★★★★★ 5.0 (1) | Art.-Nr. 146914710 | [ONYX BOOX](#)



€ 279,99

incl. BTW én gratis verzending boven de €50,-
Verkoop en verzending door E-readerweb NL

Kleur (basic)
Zwart

Wit
Zwart

 Ik wil bestellen

☐ Vergelijk **Naar vergelijkjer**

Product Variant creation via the operator file template

In the operator template, look for the attribute **"ATTR_PROD_MP_VariantGroupCode."**

- ✓ If you cannot find this attribute, remember to include optional attributes when creating the template.

Manually enter a unique identification (VGC) in this column. This identification will later show up as a variant group. Make sure to use the same VGC for all variants.

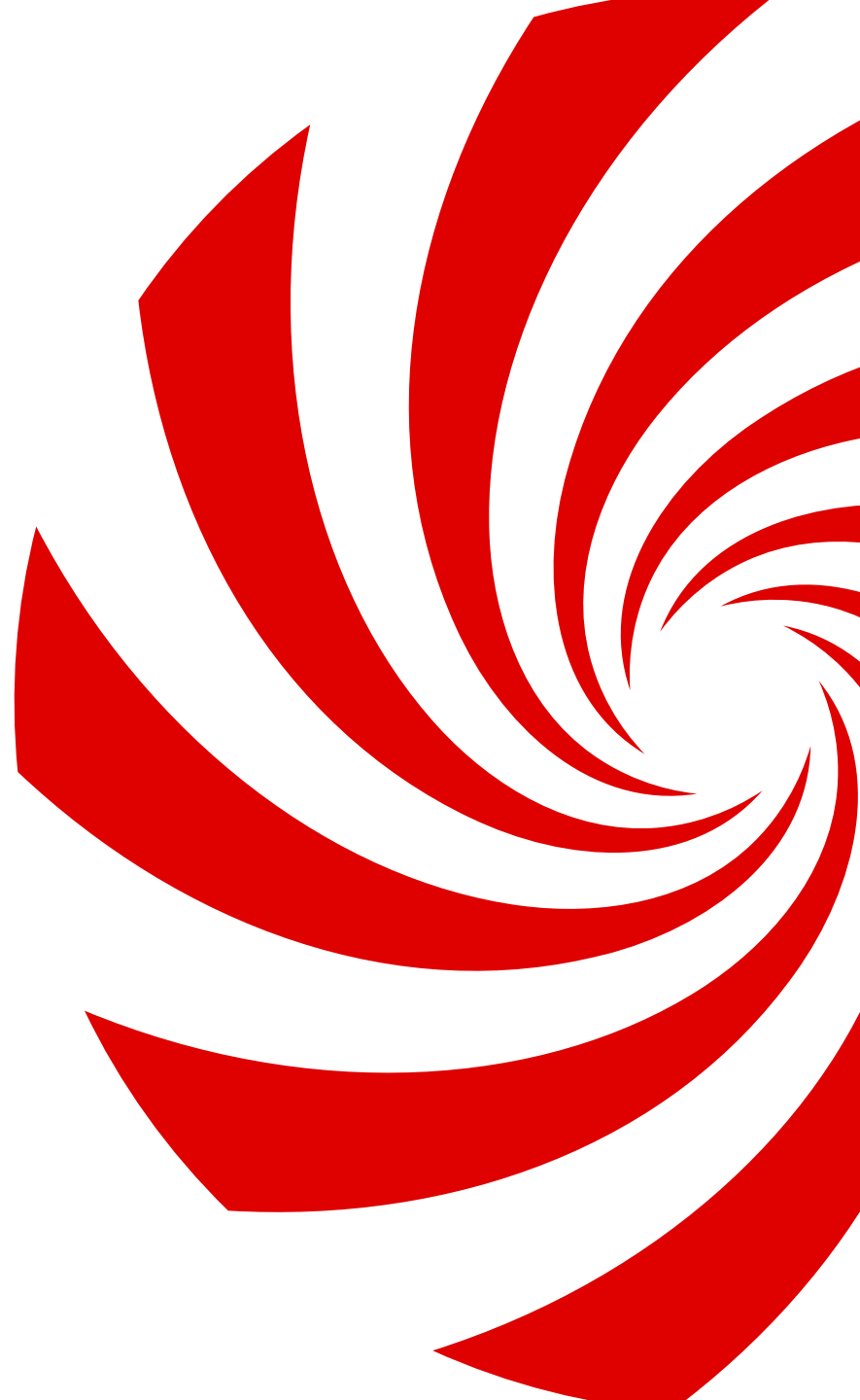
Shop SKU	Marketplace Variant Group Code	Arbeitsspeicher-Größe
SHOP_SKU	ATTR_PROD_MP_VariantGroupCode	PROD_FEAT_11184
2710497	VariantGroup123	8 GB
207298	VariantGroup123	16 GB
207297	VariantGroup123	32 GB

A variant can only be created if our marketplace team has configured the corresponding attribute for the category.

- ✓ Kindly ask our team to verify that the variant-creation is enabled in your categories.

PRODUCT STATUSES

07



Product statuses in the Catalog Manager

In the [Catalog Manager](#) products always have three status types: "Validation", "Acceptance", and "Synchronization"

Status types	Description
Validation	Data must correspond to the expected format rules (validation rules and requirements) defined by the data configuration. This status is automatically computed when importing products to the platform. <u>Possible validation statuses are:</u> • Invalid data • Not computed • Pending media • Valid data
Acceptance	Our team from the Marketplace validate if the product is OK for sale. <u>Possible acceptance statuses are:</u> • New • Changes required • Pending verification • Rejected • Accepted
Synchronization	<u>Possible synchronization statuses are:</u> • Not synchronized • Synchronized • Synchronization error

Product statuses in the Catalog Manager (cont.)

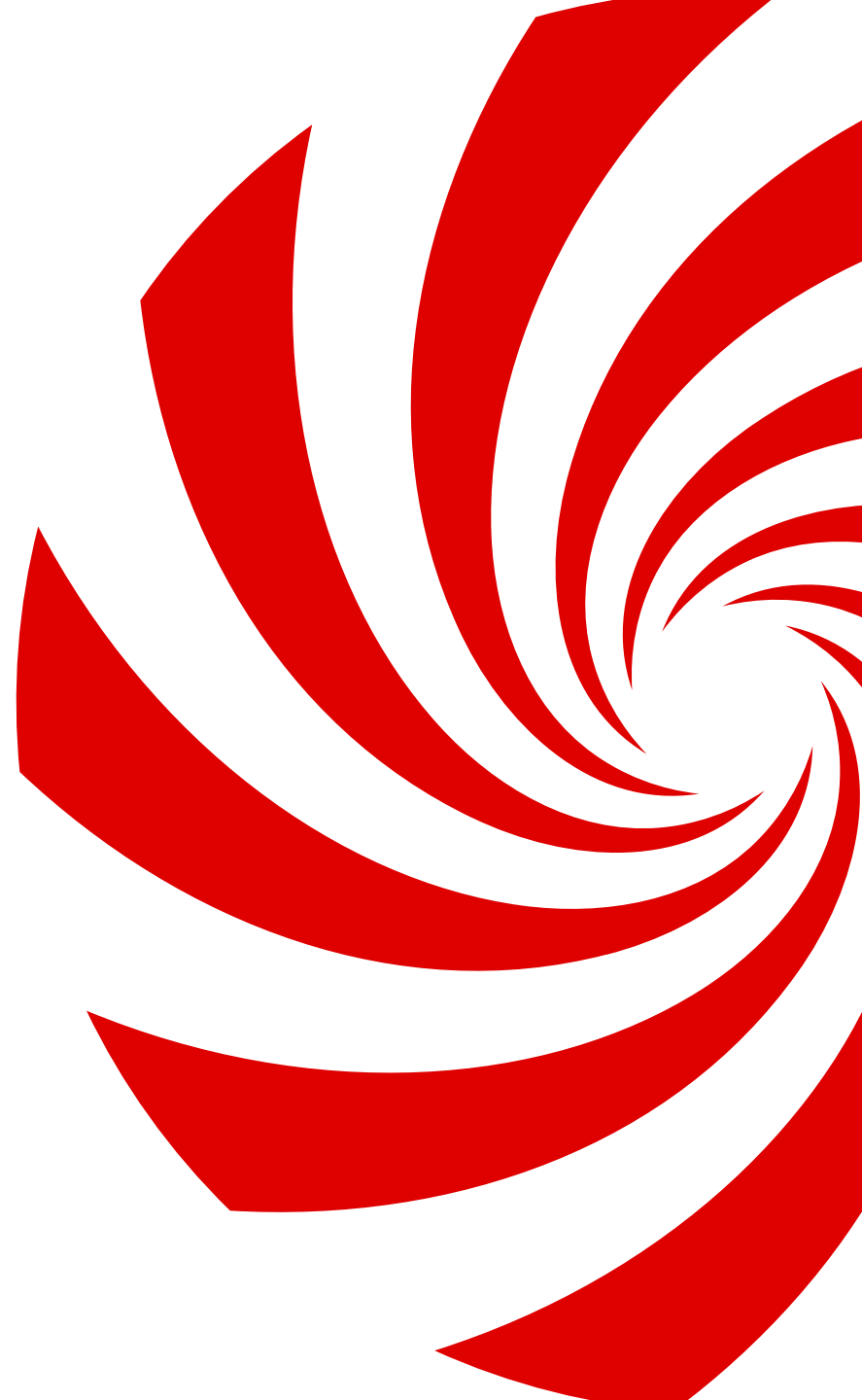
Column	Description
Valid Data	The Product Data Sheet is compliant with the Marketplace requirements.
Invalid Data	The Product Data Sheet is not compliant with the Marketplace requirements.
Pending Media	The marketplace team has rejected the product due to data quality issues. The Seller must update the Source Product Data Sheet before your catalog team reviews the product again. Sellers can view the rejection reason by hovering their mouse over the question mark: 
Rejected	Our catalog team has rejected the product will not be reviewed again.
Pending Verification	You were asked to update the Source Product Data Sheet. Changes have been made, and we must accept or reject the product.

Product statuses in the Catalog Manager (cont.)

Column	Description
Accepted	Your product has been accepted. Published
Synchronized	The product is integrated into our system and ready for an offer. Synchronized
Not synchronized	The product is not integrated in our system yet.
Synchronization error	An error occurred in the system. Please contact our marketplace team.

API INTEGRATION

NR



API Integration

MediaMarktSaturn Marketplace provides a range of resources to support in API integration, enabling automation of all features along the seller journey. Please contact our partner management team for further documentation or advice.

You can automate every feature of the marketplace by using the Seller API.

MediaMarktSaturn Marketplace and Mirakl offer a variety of resources to assist sellers with API integration.

[Here](#) is the Mirakl documentation about Seller APIs

[Here](#) is the Mirakl API documentation

- The host name for the SellerAPI at MediaMarktSaturn is "https://mediamarktsaturn.mirakl.net".

To find your API key, log in to the back office and locate it behind your login name in the top right corner

***Automate your
journey with
MediaMarktSaturn
Marketplace***

Appendix #1

One the Title attribute, **please provide only the model name of the product**. Other attributes (e.g., brand, device type, color) will be automatically added to the webshop.

TITLE

Ⓢ BKG255.1BE

BRAND

BELLA

CATEGORY

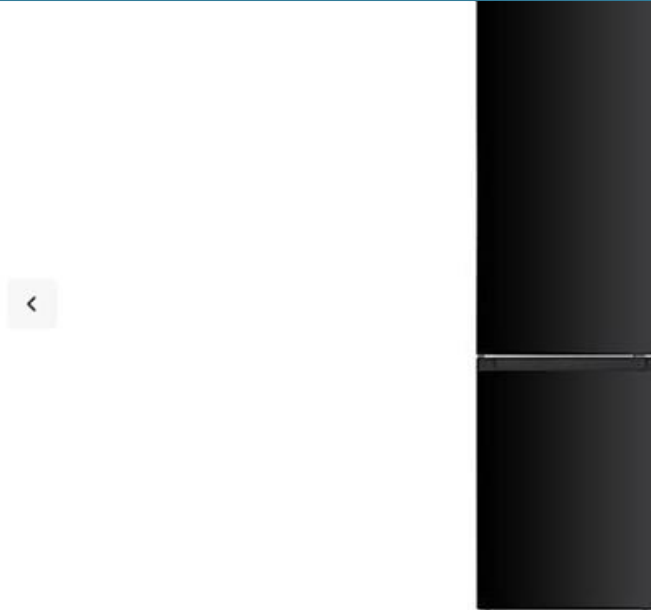
HOUSEHOLD APPLIANCES / MAJOR DOMESTIC APPLIANCES / COOLING COMBI

EAN

8717202124619

BELLA BKG255.1BE Koel-vriescombinatie Zwart

★★★★☆ 4.0 (5) ⓘ | Art.-Nr. 137711194 | BELLA



Appendix #2

Sellers of refurbished products must always provide the original EAN so that the offer for the refurbished product is matched with the new product.

Done correctly, this is how it will show on the webshop:



APPLE iPhone 16 5G - 128 GB Zwart

★★★★★ 4.8 (99) | Art.-Nr. 1873134 | [APPLE](#)

Authorized Reseller

€110 inruilbonus



< >



< >

BETTER WAY

4.5 W
USB PD

€ 839,-

incl. BTW én gratis verzending boven de €50,-

Punten verdiend door aankoop +839

Kleur: Zwart



Geheugencapaciteit

128 GB

256 GB

512 GB

☒ Nieuw product

- Online op voorraad
- Voor 23:59 besteld, morgen in huis
- Bekijk de winkelvoorraad voor ophalen
- Selecteer winkel

 **Refurbished Producten**

van Alloccaz Nederland

Meer informatie over deze verkoper

€ 881,-

incl. BTW én gratis verzending boven de €50,-

Online op voorraad

Bezorging tussen 22-04-2025 - 23-04-2025

+ € 0,-

Ontdek verwante modellen

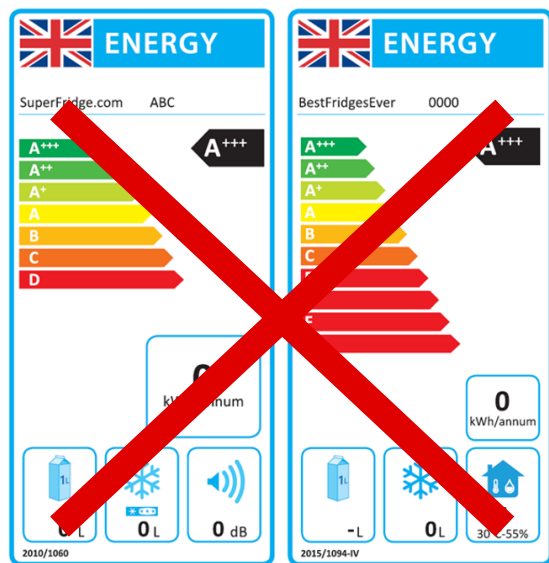
Appendix #3

Energy Datasheet (left)

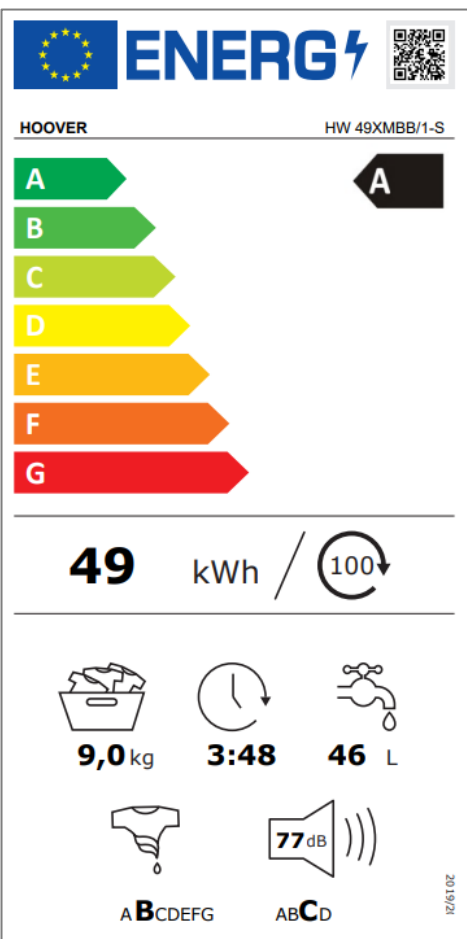
“Productinformatieblad” (nl) and “Fiche d’information sur le produit” (fr) both refer to the Energy Datasheet. The Product Information Sheet *may* come in different formats, but they will always have the same content.

Energy Label (right)

We do not accept energy labels from other countries (e.g., the UK) and please do not upload technical documents or parts of user manuals.



Productinformatieblad			
GEDELEGEERDE VERORDENING (EU) 2019/2014 VAN DE COMMISSIE met betrekking tot de energie-etikettering van huishoudelijke wasmachines en was-droogcombinaties			
Naam van de leverancier of handelsmerk: Samsung			
Adres van de leverancier: Public Contact, Samsung PO Box 12987 Blackrock Co.Dublin Ireland			
Typeaanduiding: WW70AGAS21TE			
Algemene productparameters:			
Kenmerk	Waarde	Kenmerk	Waarde
Nominale capaciteit ^(a) (kg)	7,0	Afmetingen in cm	Hoogte 85 Breedte 60 Diepte 45
Energie-efficiëntie-index ^(a) (EEI _W)	80,0	Energie-efficiëntieklasse ^(a)	D
Wasefficiëntie-index ^(a)	1,031	Spoeldoeltreffendheid (g/kg) ^(a)	5,0
Energieverbruik in kWh per cyclus, gebaseerd op het programma "eco 40-60" bij een combinatie van volledige en gedeeltelijke ladingen. Het werkelijke energieverbruik wordt bepaald door de wijze waarop het apparaat wordt gebruikt.	0,690	Waterverbruik, uitgedrukt in liters per cyclus, gebaseerd op het programma "eco 40-60" bij een combinatie van volledige en gedeeltelijke ladingen. Het werkelijke waterverbruik hangt af van de manier waarop het apparaat wordt gebruikt en van de hardheid van het water.	45
Maximumtemperatuur in het behandelde wasgoed ^(a) (°C)	Nominale capaciteit 42 Helft 37 Kwart 24	Gewogen resterend vochtgehalte ^(a) (%)	52,0
Centrifugeersnelheid ^(a) (rpm)	Nominale capaciteit 1 200 Helft 1 200 Kwart 1 200	Centrifuge-efficiëntieklasse ^(a)	B
Programmaduur ^(a) (u:min)	Nominale capaciteit 3:28 Helft 2:42 Kwart 2:42	Soort	Vrijstaand



Both documents can be downloaded from [EPREL](#) – the European Product Registry for Energy Labelling website.

Media Markt