

Compare Group Feed Manual

Online & Offline shops

Version 1.0 – 21/11/2014

Summary

1. Process information

- 1a. Choose the right format
- 1b. Inform us upfront about big changes in your data feeds
- 1c. Make sure your data feeds are correct and up-to-date

2. Compare Group offer feed requirements for both online and offline shops

- 2a. Summary table with mandatory and recommended fields
- 2b. Feeds guidelines and tips
- 2c. How to create your own bundle offer – NEW

3. Compare Group shop information feed requirements for both online and offline shops

- 3a. Shop information - Summary table with mandatory and recommended fields

4. Appendices

- 4a. Offer feed example – single product
- 4b. Offer feed example – bundle product
- 4c. Shop information feed example

1. Process information

1a. Choose the right format

In order to correctly read your feed, it has to be of the right format. The most suitable is an .xml file.

1b. Inform us upfront about big changes in your data feeds

It is crucial to inform us upfront in case of any major structural change of your data feed. If you change the location or the set-up of your data feed, please inform us about this. Only then we can ensure that the new data feed is read correctly. If we are not informed this might mean wrong information or no information at all will be shown on our website. You can inform us by sending a message about your changes to partner@comparegroup.eu.

For existing online shops partners:

If you'd like to change your feed, please offer it separately from your old feed and send us a different location/filename. This will ensure that all your offers keep being processed.

1c. Make sure your data feeds are correct and up-to-date

We read your data feeds once day. All changes in your data feeds that are applied before midnight will be shown within the next 35 hours.

2. Compare Group offer feed requirements for both online and offline shops

2a. Summary table with mandatory and recommended fields

	Requirements	XML	Mandatory or Recommended
General	Shop reference	shopReference	Mandatory (for multiple shops only)
General	Shop offer id	shopOfferId	Recommended
General	Shop category	shopCategory	Mandatory
Product	Product name	name	Mandatory
	Product description	description	Recommended
	Brand	brand	Recommended
	Identifier type	type	Recommended

	Identifier value	value	Recommended
	Features name	name	Recommended
	Features value	value	Recommended
Prices	Selling price	basePrice	Mandatory
	Price before discount	originalPrice	Recommended
General	Promotional text	promotionText	Recommended
General	Deeplink	deepLink	Mandatory (online shops only)
Media information	Media type	type	Recommended
	Media url	url	Recommended
Stock information	Stock status	inStock	Recommended
	Number of products in stock	nrInStock	Recommended
Shipping information	Shipping country code	countryCode	Recommended
	Delivery time	deliveryTime	Recommended
	Shipping description	description	Recommended
	Shipping method	method	Recommended
	Delivery price	price	Mandatory (online shops only)
Service information	Service country code	countryCode	Recommended
	Service name	name	Recommended
	Service price	price	Recommended
	Service type	type	Recommended

2b. Feeds guidelines and tips

Shop reference – mandatory for multiples shops only

Offers should be delivered per shop (location). “Multiple shops” implies that you own either:

- x number of online shops
- x number of offline shops
- or at least 1 online shop + at least 1 offline shop

An “Online shop” is a web shop which sells products online and offers deliveries to doors, to shops and/or to “pick-up” locations. Whereas an offline shop is a physical shop in which customer can pick up products.

Therefore if an offer is available in multiple shops, the offer should be delivered multiple times in the feed, each time connected to a different shop. This will help you to define different strategies per shop in terms of prices, promotions, delivery options and services...

For instance:

```
<feed>
  <offers>
    <offer>
      <shopReference>shop-x-A</shopReference>
      <shopOfferId>offer-12345</shopOfferId>
    </offer>
    <offer>
      <shopReference>shop-x-B</shopReference>
      <shopOfferId>offer-12345</shopOfferId>
    </offer>
  </offers>
</feed>
```

Shop offer id

This field contains a unique product code from your web shop. It can be numerical or alphanumerical. This code is used to identify products as unique during the daily update process. Please do not modify these codes - your offers will be processed easier and faster.

Shop category - mandatory

This field is used to match the offer to the right category. The categories should not be numerical and should not contain any brand name. Furthermore, categories should be as much as specific and should be as closed as Vergelijk.nl category tree (see category tree attached).

Finally, we advise you to add all your categories levels (breadcrumbs) separated by a comma in your feeds as follows:

```

<feed>
  <offers>
    <offer>
      <shopCategory> furniture, sofas, lounge
      sofas</shopCategory>
    </offer>
  </offers>
</feed>

```

Tips: Providing the lowest level of categorization is essential for matching your offers to the right categories and consequently for getting more offers live.

Product

In this section, you can add as many products information as possible.

- **Product name** – mandatory: This field is used to match your offers to our products and as input for search results on our website.

What is a valid product name?

- Should not contain any brand name
- Should not contain any product description or any promotional text
- Should be unique to avoid duplicate offers

- **Product description:** This field contains a clear product description. The description is shown on the website of Compare Group. The description should not show any promotional text. Do not use HTML in the description.

Tips: Product descriptions are used to match offers to categories during the daily matching process and will help you to get more offers live.

- **Brand:** This field contains the manufacturer brand of the product and not the shop brand (except for manufacturer = shop). Brands should not be written in code names. They are used to navigate and make selections on our platform amongst other things.

Tips: Brands are used to match offers to categories during the daily matching process and will help you to get more offers live.

- **Identifier:**
 - **Identifier type** (fixed values): You should specify the type of identifiers between SKU or EAN. We highly recommend you to add EAN and SKU in your feeds as they are used to match your offers to our products and also as input for search results on our website.

- Identifier value:
 - EAN is unique, numerical and always contains 13 numbers
 - SKU can be numerical or alphanumerical. Please note that SKU should always be filled in combination with brand.
- Features:
 - Features type: You can add as many product features as possible
Features are used to create facets online and therefore to help customers finding any offer quickly and easily during their comparison process. We advise you to add following attributes: Color, Material, Gender, Age, Size, Weight, Length, Width, Depth, Height...
 - Features value:
 - Color: You should provide the color of the product.
For multi-colored products, please only use 2 colors maximum, separated by a comma: "Red, Black"
For shaded off colored products, please only use the dominant color: "Blue" instead of "Dark Blue"
 - Material: You should provide the material of the product.
For products with multiples materials, please only use 2 materials maximum, separated by a comma: "Leather, Cotton"
 - Gender: You should provide the gender for which the product is made for
Accepted values:
Women
Men
Boys
Girls
Baby Boys
Baby Girls

For unisex products, separated by a comma:
Women, Men
Girls, Boys
Baby Girls, Baby Boys
 - Age: You should provide the age for which the product is made for
Accepted values:
Baby 0-2
Kids 2-12
Teenagers 12-18
Adult 18+
0-3 Months
3-6 Months
6-12 Months
12-18 Months

18-24 Months

2 Years

3 Years

4 Years

5-7 Years

8-14 Years

- **Size:** You should provide the size of the product

Accepted values:

For clothes:

XXS, XS, S, M, L, XL, XXL, XXXL, etc.

Extra Small, Small, Medium, Large, Extra Large, etc.

00, 0, 2, 4, 6, 8, 10, 12, 14, 16, etc.

24, 25, 26, 27, 28, 29, 30, 31, 32, etc.

26x32, 27x32, 28x32, etc.

For shoes:

5, 5.5, 6, 6.5, 7, 7.5, 8, 8.5, 9, etc.

37, 37.5, 38, 38.5, 39, 39.5, 40, etc.

- **Weight:** You should provide the weight of the product (in mg, g, kg).

- **Volume:** You should provide the weight of the product (in ml, cl, l, m3)

- **Length:** You should provide the dimensions of the product (in cm, m)

- **Surface:** You should provide the surface of the product (in sqm)

Selling price - mandatory

This field contains the selling price of the product, including VAT. This price should be with a dot and with 2 decimals. Do not use dots or commas for thousand separations. Do not put any currency symbol.

Price before discount

This field contains the price of the product before discount, including VAT. This price should be with a dot and with 2 decimals. Do not use dots or commas for thousand separations. Do not put any currency symbol.

Important: "Original price" should only be filled in case you offer discount prices. If not, please leave the field empty and only put your selling price in "Base price" as follows:

```
<feed>
  <offers>
    <offer>
      <originalPrice></originalPrice>
      <basePrice>428.15</basePrice>
    </offer>
  </offers>
</feed>
```

Promotional text

This field contains any advertising offer message. Do not use HTML in the description.

Deeplink – mandatory for online shops

This field contains a URL that links directly to the product on your website. Deep links should be unique and should not lead to your homepage.

We advise you to add a referrer to this URL so you can measure the traffic coming from Compare Group.

Media

In this section, you can add as many media supports as possible.

- **Media type** (fixed values) : You should specify the type of support between IMAGE, VIDEO or MANUAL
- **Media url** : You should provide the unique link according to the type of media

What is a valid image?

- *Product images with white background*
- *Supported image formats: JPEG (.jpg/.jpeg), PNG(.png) and GIF(.gif).*
- *Minimum image size: 250*250*
- *Should not contain any shop logo*
- *Should not contain any promotional text or price*
- *Should not be placeholder images with “no image available”*

Tips: Providing standardized images as described above is highly recommended for matching your offers to the right categories and consequently for getting more offers live.

Stock status

This field contains the status of your stock in a physical store (vs in any warehouse).

- If your products are in stock, please use “TRUE”
- If your products are out of stock, please put “FALSE”

Number of products in stock

This field contains the number of products you have in stock in a physical store.

Shipping options

In this section, you can add as many shipping options as possible.

- **Shipping country code**: If you are shipping your products in multiple countries, please use NL for the Netherlands, BE for Belgium, FR for France and FI for Finland.

- **Delivery time:** This field contains the delivery time in working days. It is very important to have the delivery time as specific as possible. In other words, 2-3 days is better than 2-7 days.
- **Shipping description:** You can provide extra information about the shipping method such as specific location, time frame...
- **Shipping method (fixed values):** You should specify the shipping method between DELIVERY, EXPRESS and PICKUP.
 - DELIVERY for delivery to door
 - EXPRESS for same day delivery to door (faster than DELIVERY)
 - PICKUP for picking up products to one of your physical stores
- **Delivery price – mandatory for online shops:** This field contains the shipping cost, including VAT. This cost should be with a dot and with 2 decimals. Do not use dots or commas for thousand separations. Do not put any currency symbol. All additional costs such as packing costs, “Thuiscopeheffing” ...should be added in delivery price.

Services

In this section, you can as many services as possible.

- **Service country code:** If you are providing extra services in multiple countries, please mention NL for the Netherlands, BE for Belgium, FR for France, FI for Finland.
- **Service name:** This field contains a short description of the service. Do not use HTML in the description.
- **Service price:** This field contains the price of the service, including VAT. This cost should be with a dot and with 2 decimals. Do not use dots or commas for thousand separations. Do not put any currency symbol.
- **Service type (fixed values):** You should specify the type of service between WARRANTY, INSTALLATION or PACKAGING (gift packaging).

2c. How to create your own bundle offer

Summary table for bundle offer with mandatory and recommended fields :

	Fields names	XML	Mandatory or Recommended
Bundles	Bundle name	bundleName	Mandatory
	Bundle description	bundleDescription	Recommended
Products	Product A name	name	Mandatory
	Product A description	description	Recommended
	Product A brand	brand	Recommended
	Product A identifier type	type	Mandatory
	Product A identifier value	value	Mandatory
	Product A features name	name	Recommended
	Product A features value	value	Recommended
	Product B name	name	Mandatory
	Product B description	description	Recommended
	Product B brand	brand	Recommended
	Product B identifier type	type	Mandatory
	Product B identifier value	value	Mandatory
	Product B features name	name	Recommended
	Product B features value	value	Recommended

If you'd like to sell your own shop bundles, you must (mandatory):

- Give a bundle name
- Fill product names, identifier types and identifier values (at least one) for each bundled product

Important: Manufacturers bundles should be added as regular products. Please do not put them as bundles.

You can add as many products as possible in your bundles. Please make sure to fill up the mandatory fields described above.

3. Compare Group shop information feed requirements for both online and offline shops

3a. Shop information - Summary table with mandatory and recommended fields

	Fieldname	XML element	Mandatory or Recommended	
Shop	Shop name	name	Mandatory	
	ReferenceKey as in datafeed	referenceKey	Mandatory	
		active	Mandatory	
	Shop type	shopType	Mandatory	
Addresses	Type of location	addressType	Mandatory	
	Address	addressLine1	Mandatory	
	Extra address info	addressLine2	Recommended	
	Zipcode	zipcode	Mandatory	
	City	city	Mandatory	
	Province	stateOrProvince	Recommended	
	Countrycode	countryCode	Mandatory	
	Latitude	latitude	Recommended	
	Longitude	longitude	Recommended	
	Opening Hours		start	Mandatory
			end	Mandatory
			day	Mandatory
		Special opening hours	start	Recommended
			end	Recommended
			date	Recommended
			name	Recommended
Communication Channels	Communication Channel	costs	Recommended	
		type	Recommended	
		value	Mandatory	

Shop Group		name	Recommended
		active	Recommended
Account		name	Recommended
		active	Recommended

Name

Use a unique shop name, for example *Webshopname Rotterdam*.

Reference Key

The reference key is what allows Compare Group to link your shop info with your product data feeds. As such, you must use the same values for Reference Key (shop info feed) and in Shop reference field (products feed) so CG can link the right shop information to the right product.

Shop Type

Possible values: Physical, Online, Default, Billing.

Active

Do you refer to an active location? Use *True* or *False* as indicators. If your pickup location is closed for a while, you could choose *false* in this field.

Addresses

- **addressType** - Webshop, store or pick-up location
- **addressLine1** - Streetname
- **addressLine2** – Extra address info (Buildingname, level in building, etc)
- **zipcode** – Zipcode without a space (1234AB)
- **city**
- **stateOrProvince**
- **countryCode** – NL / BE / FR, etc
- **latitude** – please use codes from Google maps
- **longitude** – please use codes from Google maps
- **openingHours**
 - **start** – hours, using a dot (09:00)
 - **end** – hours, using a dot (17:30)
 - **day** – Day of the week (Monday – Sunday)
- ➔ **Please create *openingHours* per day.**
- **specialOpeningHours**
 - **start** – hours, using a dot (09:00)
 - **end** – hours, using a dot (17:30)
 - **day** – Day of the week (Monday – Sunday)
 - **name** – Name of special day (1st Christmas, New year's day, Koopavond)

Communication Channel

Per *communication channel* Cost, Type & Value is needed. And one block per channel.

- Costs - cost per contact in euro's
- Type - type of contact (mail / phone)
- Value - contact info (email address / phone number)

Shop Group

Shop Group is the name under which all the shops are gathered.

In case an Account has only one shop group which has itself one shop (like only one website) the three levels can have the same name and details or only the shop details should be there.

- Name
- Active

Account

Account is the level above the shop Group.

Hierarchy: Account – Shop Group - Shop

4. Appendices

4a. Offer feed example – single product

```

<feed>
  <offers>
    <offer>
      <shopReference>shop-x-1</shopReference>
      <shopOfferId>offer-12345</shopOfferId>
      <shopCategory>mobile phones</shopCategory>
      <products>
        <product>
          <name>Iphone 4s 16 GB</name>
          <description>The iPhone 4S is one of the best
phones ever made by Apple.</description>
          <brand>Apple</brand>
          <identifiers>
            <identifier>
              <type>SKU</type>
              <value>iphone-4S-white-16-gb</value>
            </identifier>
            <identifier>
              <type>EAN</type>
              <value>1234567890123</value>
            </identifier>
          </identifiers>
          <features>
            <feature>
              <name>color</name>
              <value>white</value>
            </feature>
            <feature>
              <name>weight</name>
              <value>500 kg</value>
            </feature>
            <feature>
              <name>size</name>
              <value>100x10x60</value>
            </feature>
          </features>
        </product>
      </products>
      <basePrice>585.15</basePrice>
      <originalPrice>599.00</originalPrice>
      <promotionText>Its now or never</promotionText>
      <deepLink>
http://www.shopx.nl/outclick/iphone4swhite16gb/</deepLink>
      <media>
        <medium>
          <type>VIDEO</type>
          <url>
http://www.videos.com/videos/video/272727-iphone/</url>
        </medium>
        <medium>
          <type>IMAGE</type>

```

```

        <url>
http://www.images.com/images/image/122338.jpg</url>
        </medium>
    </media>
    <inStock>>true</inStock>
    <nrInStock>3</nrInStock>
    <shippingOptions>
        <shippingOption>
            <countryCode>NL</countryCode>
            <deliveryTime>1 day</deliveryTime>
            <description>Until front door</description>
            <method>DELIVERY</method>
            <price>10.00</price>
        </shippingOption>
        <shippingOption>
            <countryCode>NL</countryCode>
            <description>Please call before
pickup</description>
            <method>PICKUP</method>
            <price>0.00</price>
        </shippingOption>
    </shippingOptions>
    <services>
        <service>
            <countryCode>NL</countryCode>
            <name>3 year guarantee</name>
            <price>50.00</price>
            <type>WARRANTY</type>
        </service>
        <service>
            <countryCode>NL</countryCode>
            <name>2 year guarantee</name>
            <price>25.00</price>
            <type>WARRANTY</type>
        </service>
        <service>
            <countryCode>NL</countryCode>
            <name>1 year guarantee</name>
            <price>0.00</price>
            <type>WARRANTY</type>
        </service>
        <service>
            <countryCode>NL</countryCode>
            <name>Gift packaging</name>
            <price>1.10</price>
            <type>PACKAGING</type>
        </service>
    </services>
</offer>
</offers>
</feed>

```

4b. Offer feed example – bundle product

```

<feed>
  <offers>
    <offer>
      <shopReference>shop-x-1</shopReference>
      <shopOfferId>offer-12345</shopOfferId>
      <shopCategory>mobile phones</shopCategory>
      <bundleName>iphone 4s white 16GB + Leather
Case</bundleName>
      <bundleDescription>The iphone 4s White 16GB with the
original iphone Case (white)</bundleDescription>
      <products>
        <product>
          <name>Iphone 4s Leather Case</name>
          <description>Special case for apple
iphone</description>
          <brand>Apple</brand>
          <identifiers>
            <identifier>
              <type>SKU</type>
              <value>iphone-4S-case-leather</value>
            </identifier>
            <identifier>
              <type>EAN</type>
              <value>9191919191919</value>
            </identifier>
          </identifiers>
          <features>
            <feature>
              <name>material</name>
              <value>leather</value>
            </feature>
            <feature>
              <name>color</name>
              <value>black</value>
            </feature>
          </features>
        </product>
        <product>
          <name>Iphone 4s 16 GB</name>
          <description>The iPhone 4S is one of the best
phones ever made by Apple.</description>
          <brand>Apple</brand>
          <identifiers>
            <identifier>
              <type>SKU</type>
              <value>iphone-4S-white-16-gb</value>
            </identifier>
            <identifier>
              <type>EAN</type>
              <value>1234567890123</value>
            </identifier>
          </identifiers>
          <features>
            <feature>

```

```

        <name>color</name>
        <value>white</value>
    </feature>
    <feature>
        <name>weight</name>
        <value>500 kg</value>
    </feature>
    <feature>
        <name>size</name>
        <value>100x10x60</value>
    </feature>
    </features>
</product>
</products>
<basePrice>428.15</basePrice>
<originalPrice>505.00</originalPrice>
<promotionText>Its now or never</promotionText>
<deepLink>
http://www.shopx.nl/outclick/iphone4swhitel6gb</deepLink>
    <media>
        <medium>
            <type>VIDEO</type>
            <url>
http://www.videos.com/videos/video/272727-iphone</url>
        </medium>
        <medium>
            <type>IMAGE</type>
            <url>
http://www.images.com/images/image/122338.jpg</url>
        </medium>
    </media>
<inStock>>true</inStock>
<nrInStock>23</nrInStock>
<shippingOptions>
    <shippingOption>
        <countryCode>NL</countryCode>
        <deliveryTime>1 day</deliveryTime>
        <description>Until front door</description>
        <method>DELIVERY</method>
        <price>10.00</price>
    </shippingOption>
    <shippingOption>
        <countryCode>NL</countryCode>
        <description>Please call before
pickup</description>
        <method>PICKUP</method>
        <price>0.00</price>
    </shippingOption>
</shippingOptions>
<services>
    <service>
        <countryCode>NL</countryCode>
        <name>3 year guarantee</name>
        <price>50.00</price>
        <type>WARRANTY</type>

```

```
</service>
<service>
  <countryCode>NL</countryCode>
  <name>2 year guarantee</name>
  <price>25.00</price>
  <type>WARRANTY</type>
</service>
<service>
  <countryCode>NL</countryCode>
  <name>1 year guarantee</name>
  <price>0.00</price>
  <type>WARRANTY</type>
</service>
<service>
  <countryCode>NL</countryCode>
  <name>Gift packaging</name>
  <price>1.10</price>
  <type>PACKAGING</type>
</service>
</services>
</offer>
</offers>
</feed>
```

4c. Shop information example

```

<feed>
  <shops>
    <shop>
      <name>Shop 2</name>
      <referenceKey>shop-2</referenceKey>
      <active>>false</active>
      <shopType>WEBSHOP</shopType>
      <addresses>
        <address>
          <addressType>PICKUP</addressType>
          <addressLine1>Streetname</addressLine1>
          <addressLine2> extra address info</addressLine2>
          <zipcode>5397 AB</zipcode>
          <city>Cityname</city>
          <stateOrProvince>Noord-Brabant</stateOrProvince>
          <countryCode>NL</countryCode>
          <latitude>0.0</latitude>
          <longitude>0.0</longitude>
          <openingHours>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>FRIDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>MONDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>WEDNESDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>21:00</end>
              <day>SATURDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>TUESDAY</day>
            </openingHour>
            <openingHour>
              <start>09:00</start>
              <end>17:00</end>
              <day>THURSDAY</day>
            </openingHour>
          </openingHours>
          <specialOpeningHours>
            <specialOpeningHour>
              <start>09:00</start>
              <end>16:45</end>
          </specialOpeningHours>
        </address>
      </addresses>
    </shop>
  </shops>
</feed>

```

```

        <date>2013-12-29 00:00:00</date>
        <name>2nd Christmas day</name>
    </specialOpeningHour>
    <specialOpeningHour>
        <start>09:15</start>
        <end>17:30</end>
        <date>2013-12-29 00:00:00</date>
        <name>1st Christmas day</name>
    </specialOpeningHour>
</specialOpeningHours>
</address>
</addresses>
<communicationChannels>
    <communicationChannel>
        <costs>0</costs>
        <type>CUSTOMER_SERVICE_EMAIL</type>
        <value>customerservice@webshop.nl</value>
    </communicationChannel>
    <communicationChannel>
        <costs>0.50</costs>
        <type>GENERAL_PHONE</type>
        <value>06-2000 67 90</value>
    </communicationChannel>
</communicationChannels>
<shopGroup>
    <name>Groupname</name>
    <active>>false</active>
    <account>
        <name>account x</name>
        <active>>false</active>
    </account>
</shopGroup>
</shop>
<shop>
    <name>Shop 1</name>
    <referenceKey>shop-1</referenceKey>
    <active>>false</active>
    <addresses>
        <address>
            <addressType>VISITOR</addressType>
            <addressLine1> Streetname </addressLine1>
            <addressLine2> extraaddressinfo </addressLine2>
            <zipcode>5397EZ</zipcode>
            <city>Lith</city>
            <stateOrProvince>Noord-Brabant</stateOrProvince>
            <countryCode>NL</countryCode>
            <latitude>0.0</latitude>
            <longitude>0.0</longitude>
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                    <end>17:00</end>
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        <end>17:00</end>
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        <end>17:00</end>
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        <end>21:00</end>
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    <active>>false</active>
    <account>

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        <active>>false</active>
    </account>
</shopGroup>
</shop>
</shops>
</feed>
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