

LinkShare Link Locator Direct Implementation Guidelines

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Overview

This document is an implementation guide for the second phase of the LinkShare Web Service for downloading Links called Link Locator Direct. Link Locator Direct is a feature that allows Affiliates to download creative of the different types for all the merchants programs that the Affiliates are partnered with.

Technology

Web Services

What is a Web Service?

The World Wide Web Consortium (W3C) defines a Web Service as, "a software system designed to support interoperable machine-to-machine interaction over a network. It has an interface described in a machine-processable format (specifically WSDL). Other systems interact with the Web service in a manner prescribed by its description using SOAP-messages, typically conveyed using HTTP with an XML serialization in conjunction with other Web-related standards."

Why Web Services?

Web Services are able to interact with each other irrespective of the language that they are developed in and hence gives real time Interoperability. Web Services use HTTP with XML for communication. These are ubiquitous technologies and any device capable of using these technologies is able to both host and consume Web Services. Web Services concepts are simple to understand and with the addition of various tool-kits provide a low barrier to entry and easy software development. Industry support by major content providers and vendors ensure that the Web Services model continues to be the standard file communication protocol.

How to use LinkShare Web Services?

The Link Locator Direct Web Service is accessible using SOAP (Simple Object Access Protocol) and REST. Any language supporting SOAP or REST can be used to develop applications. For example, SOAP supports C++, .NET, Java, and Perl languages. LinkShare's Web Service Interface is defined in Web Services Description Language (WSDL).

SOAP

What is SOAP?

Simple Object Access Protocol can be defined as a set of conventions that govern the format and processing rules of a SOAP Message. The SOAP Message has the following elements: SOAP-Envelope, SOAP-Header and SOAP-Body. Link Locator Direct does not use the SOAP-Header.

REST

What is REST?

REST is an acronym standing for Representational State Transfer. A REST based web service allows the user to request a feed using HTTP Requests like GET or POST.

Access

The Link Locator Direct Web Service is available to all Affiliates. The authentication of an Affiliate is done using the Affiliates FeedSynergy Token. Affiliates that do not have a FeedSynergy Token, can go to the [FeedSynergy Page](#) in the Affiliate interface and click on Generate New Feed Token button to generate a FeedSynergy Token. Since the Token is used for Authentication it is a required parameter for all Feed Requests.

Feeds

There are various feeds that are available as part of this web service. These feeds are listed below.

Merchant Information Feed – Feed for information about Merchants

Merchant Creative Feeds – Various Feeds relating to Creative

Creative Category Feed – A feed of various Categories Merchants use to categorize creative.

Creative Campaign Feed – A feed of various Creative Campaigns

Creative Feed – Feeds for various types of Creative

Text Link Feed – A feed for various Text Links

Banner Link Feed – A feed for various Banner Links

DRM Link Feed – A feed for various DRM Links

Individual Product Links – A feed for various Individual Product Links

Store Front Links – A feed for various Store Front Links

Optional Feed Parameters

There are feed requests that have multiple parameters and some of the parameters are optional. If for a feed you want to run a query using rest and not specify the value for an optional parameter then depending on the type of the parameter you can use the placeholder values as specified below.

Parameter Type	Placeholder Value
Numeric	-1
Date	01012000

Example of Optional Numeric Parameter

<http://ld2.linksynergy.com/services/restLinks/getDRMLinks/9Ace34b4f54362eae6f982a7f4a45d59373388b3e024bd2871b490d69144/13611/-1/04132007/04132008/121/1>

Example of Optional Date Parameter

<http://ld2.linksynergy.com/services/restLinks/getDRMLinks/9Ace34b4f54362eae6f982a7f4a45d59373388b3e024bd2871b490d69144/13611/25/01012000/04132008/121/1>

Feed Details

Merchant Information Feed

This feed gives affiliates the details about the various merchants in the LinkShare Network. This feed can be used to create and/or update a database table for the various merchants for use in building with the other feeds that allow for filtering based on the Merchant.

Feed Data Elements

This feed will have the following data elements: MID, Name, Application Status, Categories, Offer ID, Offer Name, and Offer Commission Details

Feed Methods

This feed can be filtered using one of the following four methods – By Merchant ID, By Merchant Name, By Merchant Category, and By Application Status with the Merchant.

By Merchant ID

This method allows affiliates to download the merchant information by specifying the LinkShare Merchant ID for that merchant.

REST

The REST URL for this method is given below:

<http://ld2.linksynergy.com/services/restLinks/getMerchByID/{token}/{mid}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

Both Parameters are required Parameters.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://ld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getMerchByID. This method requires two parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant

Both Parameters are required Parameters.

By Merchant Name

This method allows an affiliate to download the merchant information by specifying the Name of the Merchant.

REST

The REST URL for this method is given below:

<http://ld2.linksynergy.com/services/restLinks/getMerchByName/{token}/{name}>

{token} – This is affiliates FeedSynergy Token

{name} – This is the Name of the Merchant

Both Parameters are required Parameters.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://ld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getMerchByName. This method requires two parameters:

token – This is affiliates FeedSynergy Token

name – This is the LinkShare Merchant Id for the Merchant

Both Parameters are required Parameters.

By Merchant Category

This method allows an affiliate to download the merchant information by specifying the Merchant Category. These are the same categories that affiliates see when they look for merchants in the join programs section of the affiliate interface. Please refer to the table below for the list of Categories that the merchants can choose from.

Category ID	Category Name
17	Business & Career
150	B-to-B
151	Employment
152	Real Estate

18	Department Store
153	Clothing
154	Gifts
155	Home
247	Jewelry
19	Family
156	Baby
157	Education
158	Entertainment
159	Pets
21	Telecommunications
211	Equipment
212	Long Distance
213	Wireless
1	Hobbies & Collectibles
101	Art
102	Auctions
103	Collectibles
2	Auto
104	Accessories
105	Cars
106	Rentals
3	Clothing & Accessories
207	Children
107	Accessories
108	Men
109	Women
246	Jewelry
4	Computer & Electronics
110	Hardware
111	Consumer
112	Software
5	Entertainment
113	Books/Magazines
114	Music
115	Videos
6	Financial Services
116	Banking/Trading
117	Credit Cards
118	Loans
7	Food & Drink
218	Candy
119	Cigars
120	Gourmet
121	Wine
8	Games & Toys
122	Children
123	Educational
124	Electronic
9	Gift & Flowers
125	Gifts
126	Flowers

127	Greeting Cards
10	Health & Beauty
229	Prescription
128	Bath/Body
129	Cosmetics
130	Vitamins
11248	Medical Supplies & Services
11	Home & Living
232	Improvement
131	Bed/Bath
132	Garden
133	Kitchen
12	Mature/Adult
134	Apparel
135	Books
136	Entertainment
13	Office
137	Equipment
138	Home Office
139	Supplies
14	Sports & Fitness
140	Clothing
141	Collectibles
142	Equipment
15	Travel
245	Vacations
143	Airline
144	Car
145	Hotel
16	Internet & Online
149	Programs
146	Services
147	Development
148	Hosting
16249	Online Dating
20	Miscellaneous
210	Other, Other Products/Services

REST

The REST URL for this method is given below:

<http://ld2.linksynergy.com/services/restLinks/getMerchByCategory/{token}/{cat}>

{token} – This is affiliates FeedSynergy Token

{cat} – This is category of the Merchant

Both Parameters are required Parameters.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://ld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getMerchByCategory. This method requires two parameters:

token – This is affiliates FeedSynergy Token

cat – This is category of the Merchant
 Both Parameters are required Parameters.

By Application Status

This method allows an affiliate to download the merchant information by specifying the Application Status of that Affiliate with the merchant. The table below lists the various application statuses that are possible.

Status ID	Status Name
A	Approved
E	Approval Extended
PRJ	Perm Rejected
PRM	Perm Removed
SRM	Self Removed
TRM	Temp Removed
TRJ	Temp Rejected
W	Waiting

REST

The REST URL for this method is given below:

<http://ld2.linksynergy.com/services/restLinks/getMerchByAppStatus/{token}/{status}>

{token} – This is affiliates FeedSynergy Token

{status} – This is the application status.

Both Parameters are required Parameters.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://ld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getMerchByName. This method requires two parameters:

token – This is affiliates FeedSynergy Token

status – This is the application status.

Both Parameters are required Parameters.

Creative Category Feed

This feed gives affiliates the list of categories that merchants use to categorize their creative. Affiliates can use this information to filter the creative feeds to obtain links that are categorized using a specific category.

Feed Data Elements

This feed will have the following data elements: MID, NID, Category ID, and Category Name.

Feed Methods

This feed is always for a specific MID and therefore does not allow any other filters.

REST

The REST URL for this method is given below:

<http://ld2.linksynergy.com/services/restLinks/getCreativeCategories/{token}/{mid}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

Both Parameters are required Parameters.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://lId2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getCreativeCategories. This method requires two parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant

Both Parameters are required Parameters.

Creative Campaign Feed

This feed gives affiliates the various Creative Campaigns that are available for the various Merchants. Affiliates can use this feed to build links that use a specific Campaign.

Feed Data Elements

This feed will have the following data elements: NID, MID, Merchant Name, Campaign ID, Campaign Name, Start Date, End Date, Can Rotate, Pre-condition, Tagline, and Value.

Feed Method

There is only one method to access this feed. The Affiliates are able to filter this feed using the following parameters: MID, Creative Campaign ID, Start Date, and End Date.

REST

The REST URL for this method is given below:

<http://lId2.linksynergy.com/services/restLinks/getCreativeCampaigns/{token}/{mid}/{campaignID}/{startDate}/{endDate}/{page}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

{campaignID} – This is the Campaign ID for the Creative

{startDate} – This is the Start Date for the Creative

{endDate} – This is the End Date for the Creative

{page} – This is the Page number for the results. The system will only return 10,000 Results per page.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://lId2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getCreativeCampaigns. This method requires the following parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant

campaignID – This is the Campaign ID for the Creative

startDate – This is the Start Date for the Creative

endDate – This is the End Date for the Creative

page – This is the Page number for the results. The system will only return 10,000 Results per page.

Text Link Feed

This feed gives affiliates the various text links that are available to the Affiliate. Affiliates can specify various filters to obtain specific text links.

Feed Data Elements

This feed will have the following data elements: NID, MID, Campaign ID, Category ID, Category Name, Link Id, Link Name, Start Date, End Date, Text Copy, Landing Page URL, Tracking URL and Impression Tracking URL.

Feed Method

There is only one method to access this feed. The Affiliates are able to filter this feed using the following parameters: MID, Category, Creative Campaign ID, Start Date, and End Date.

REST

The REST URL for this method is given below:

<http://ld2.linksynergy.com/services/restLinks/getTextLinks/{token}/{mid}/{cat}/{startDate}/{endDate}/{campaignID}/{page}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

{cat} – This is the Creative Category ID

{startDate} – This is the Start Date for the Creative

{endDate} – This is the End Date for the Creative

{campaignID} – This is the Campaign ID for the Creative

{page} – This is the Page number for the results. The system will only return 10,000 Results per page.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://ld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is `getTextLinks`. This method requires the following parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant

cat – This is the Creative Category ID

startDate – This is the Start Date for the Creative

endDate – This is the End Date for the Creative

campaignID – This is the Campaign ID for the Creative

page – This is the Page number for the results. The system will only return 10,000 Results per page.

Banner Link Feed

This feed gives affiliates the various Banner links that are available to the Affiliate. Affiliates can specify various filters to obtain specific Banner links.

Feed Data Elements

This feed will have the following data elements: NID, MID, Campaign ID, Category ID, Category Name, Link Id, Link Name, Start Date, End Date, Image URL, Landing Page URL, Tracking URL, Impression Tracking URL, Server Type, Size, Height, and Width.

Feed Method

There is only one method to access this feed. This feed can be filtered using the following Parameters: MID, Category, Creative Campaign ID, Size, Start Date, and End Date.

REST

The REST URL for this method is given below:

<http://lId2.linksynergy.com/services/restLinks/getBannerLinks/{token}/{mid}/{cat}/{startDate}/{endDate}/{size}/{campaignID}/{page}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

{cat} – This is the Creative Category ID

{startDate} – This is the Start Date for the Creative

{endDate} – This is the End Date for the Creative

{size} – This is the Size of the Banner

{campaignID} – This is the Campaign ID for the Creative

{page} – This is the Page number for the results. The system will only return 10,000 Results per page.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://lId2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getCreativeCategories. This method requires two parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant

cat – This is the Creative Category ID

startDate – This is the Start Date for the Creative

endDate – This is the End Date for the Creative

size – This is the Size of the Banner

campaignID – This is the Campaign ID for the Creative

page – This is the Page number for the results. The system will only return 10,000 Results per page.

DRM Link Feed

This feed gives affiliates the various DRM links that are available to the Affiliate. Affiliates can specify various filters to obtain specific DRM links.

Feed Data Elements

This feed will have the following data elements: NID, MID, Campaign ID, Category ID, Category Name, Link Id, Link Name, Start Date, End Date, DRM Code, Impression Tracking URL, Server Type, Size, Height, and Width.

Feed Method

There is only one method to access this feed. This feed can be filtered using the following Parameters: MID, Category, Creative Campaign ID, Start Date, and End Date.

REST

The REST URL for this method is given below:

<http://lId2.linksynergy.com/services/restLinks/getDRMLinks/{token}/{mid}/{cat}/{startDate}/{endDate}/{campaignID}/{page}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

{cat} – This is the Creative Category ID

{startDate} – This is the Start Date for the Creative
{endDate} – This is the End Date for the Creative
{campaignID} – This is the Campaign ID for the Creative
{page} – This is the Page number for the results. The system will only return 10,000 Results per page.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://lld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getDRMLinks. This method requires the following parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant

cat – This is the Creative Category ID

startDate – This is the Start Date for the Creative

endDate – This is the End Date for the Creative

size – This is the Size of the Banner

campaignID – This is the Campaign ID for the Creative

page – This is the Page number for the results. The system will only return 10,000 Results per page.

Individual Product Links

This feed gives affiliates the various Individual Product links that are available to the Affiliate. Affiliates can specify various filters to obtain specific Individual Product links.

Feed Data Elements

This feed will have the following data elements: NID, MID, Campaign ID, Category ID, Category Name, Link Id, Link Name, Image URL, Tracking URL, and Impression Tracking URL.

Feed Method

There is only one method to access this feed. This feed can be filtered using the following Parameters: MID, Category, and Creative Campaign ID.

REST

The REST URL for this method is given below:

<http://lld2.linksynergy.com/services/restLinks/getProductLinks/{token}/{mid}/{cat}/{campaignID}/{page}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

{cat} – This is the Creative Category ID

{campaignID} – This is the Campaign ID for the Creative

{page} – This is the Page number for the results. The system will only return 10,000 Results per page.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://lld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getProductLinks. This method requires two parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant
cat – This is the Creative Category ID
campaignID – This is the Campaign ID for the Creative
page – This is the Page number for the results. The system will only return 10,000 Results per page.

Store Front Links

This feed gives affiliates the various Storefront links that are available to the Affiliate. Affiliates can specify various filters to obtain specific Storefront links.

Feed Data Elements

This feed will have the following data elements: NID, MID, Campaign ID, Category ID, Category Name, Link Id, Link Name, Code, and Store URL.

Feed Method

There is only one method to access this feed. This feed can be filtered using the following Parameters: MID, and Category.

REST

The REST URL for this method is given below:

<http://lld2.linksynergy.com/services/restLinks/getStoreLinks/{token}/{mid}/{cat}/{page}>

{token} – This is affiliates FeedSynergy Token

{mid} – This is the LinkShare Merchant Id for the Merchant

{cat} – This is the Creative Category ID

{page} – This is the Page number for the results. The system will only return 10,000 Results per page.

SOAP

The WSDL for the SOAP Web Service is available at:

<http://lld2.linksynergy.com/services/soapLinks/?wsdl>

The SOAP Method for this is getStoreLinks. This method requires two parameters:

token – This is affiliates FeedSynergy Token

mid – This is the LinkShare Merchant Id for the Merchant

cat – This is the Creative Category ID

page – This is the Page number for the results. The system will only return 10,000 Results per page.