

LinkShare LinkLocator Direct Implementation Guidelines

Overview

This document is a guide for implementing the second phase of LinkLocator Direct, the LinkShare Web service for downloading links. LinkLocator Direct is a feature that allows you to download different link types for all the advertisers whose programs you participate in.

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 (Simple Object Access Protocol) 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 thus give 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 host and consume Web services. The simplicity of integration with Web services and its associated tool kits provides a low barrier to entry for software development. Industry support from major content providers and vendors ensures that the Web services model continues to be the standard file communication protocol.

How to use LinkShare Web Services?

The LinkLocator Direct Web Service is accessible using SOAP 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).

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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. LinkLocator Direct does not use the SOAP header.

REST

What is REST?

REST stands 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 LinkLocator Direct Web Service is available to all publishers. The authentication of a publisher is done using the publisher's Web services token. Publishers that do not have a Web services token, can go to **Web Services** under the **Links** tab and click the button to generate a token. Since the token is used for authentication, it is a required parameter for all feed requests.

Feeds

Here is a list of the feeds available as part of this Web service:

- Advertiser Information
- Advertiser Creative Feeds
 - Creative Category Feed
 - Creative Campaign Feed
 - Creative Feeds
 - Text Link Feed
 - Banner Link Feed
 - DRM Link Feed
 - Individual Product Links
 - Storefront Links

Optional Feed Parameters

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

Parameter Type	Placeholder Value
Numeric	-1
Date	01012000

Note: Since there are no optional parameters that allow string values, no placeholder is defined for string values.

Here is an example of an optional numeric parameter:

<http://lld2.linksynergy.com/services/restLinks/getDRMLinks/9Ace34b4f54362eae6f982a7f4a45d59373388b3ebe024bd2871b490d69144/13611/-1/04132007/04132008/121/1>

Here is an example of an optional date parameter:

<http://lld2.linksynergy.com/services/restLinks/getDRMLinks/9Ace34b4f54362eae6f982a7f4a45d59373388b3ebe024bd2871b490d69144/13611/25/01012000/04132008/121/1>

Feed Details

Advertiser Information Feed

This feed gives you the details about the various advertisers in the LinkShare Network. It can be used to create and update a database table for advertisers to use for filtering based on advertiser name, advertiser category, or application status.

Feed Data Elements

The Advertiser Information Feed has these 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 four methods: Advertiser ID, Advertiser Name, Advertiser Category, and Application Status with the Advertiser.

Advertiser ID

This method allows you to download an advertiser's information by specifying the LinkShare Advertiser ID for that advertiser.

REST

Here is the REST URL for this method:

<http://lld2.linksynergy.com/services/restLinks/getMerchByID/{token}/{mid}>

{token} – This is your Web services token. It is a string value.

{mid} – This is the LinkShare Advertiser ID. It is a numeric value.

Both parameters are required.

SOAP

The WSDL for the SOAP Web service is available at:

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

The SOAP method for this is getMerchByID.

token – This is your Web services token. It is a string value.

mid – This is the LinkShare Advertiser ID. It is a numeric value.

Both parameters are required.

By Advertiser Name

This method allows you to download an advertiser's information by specifying the name of the advertiser.

REST

Here is the REST URL for this method:

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

{token} – This is your Web services token. It is a string value.

{name} – This is the name of the advertiser. It is a string value.

Both parameters are required.

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.

token – This is your Web services token. It is a string value.

name – This is the LinkShare Advertiser ID. It is a string value.

Both parameters are required.

By Advertiser Category

This method allows you to download advertiser information by specifying the advertiser category. These are the same categories that you will see when looking for advertisers in the **Programs** section of the Publisher Dashboard. Please refer to the table below for the list of categories that an advertiser 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

Here is the REST URL for this method:

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

{token} – This is your Web services token. It is a string value.

{cat} – This is the category of the advertiser. This is a numeric value drawn from the above table.

Both parameters are required.

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 your Web services token. It is a string value.

cat – This is the category of the advertiser. This is a numeric value drawn from the above table.

Both parameters are required.

By Application Status

This method allows you to download advertiser information by specifying your Application Status. The table below lists the application statuses that are possible.

Status ID	Status Name	Description
A	Approved	Your application to join this advertiser's program has been approved.
E	Approval Extended	The advertiser has extended a Private Offer to you.
PRJ	Perm Rejected	Your application to join this advertiser's program has been permanently rejected. You will not be able to reapply.
PRM	Perm Removed	The advertiser has removed you from their program permanently. You will not be able to reapply.
SRM	Self Removed	You have removed yourself from this advertiser's program. You can reapply to it whenever you would like to.
TRM	Temp Removed	The advertiser has removed you from their program temporarily. You will be able to reapply after 14 days.
TRJ	Temp Rejected	Your application to join this program has been temporarily rejected by the advertiser. You will be able to reapply after 14 days.
W	Waiting	Your application to join this program is waiting for approval from the advertiser.

REST

Here is the REST URL for this method:

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

{token} – This is your Web services token. It is a string value.

{status} – This is the application status. This is a string value drawn from the above table.

Both parameters are required.

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.

token – This is your Web services token. It is a string value.

status – This is the application status. It is a string value drawn from the above table.

Both parameters are required.

Advertiser Creative Feeds

Creative Category Feed

This provides you with the list of categories that advertisers place their creative into. Each advertiser has their own set of categories. You can use this information to filter the creative feeds to obtain links from one of these categories.

Feed Data Elements

The Creative Category Feed has these 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

Here is the REST URL for this method:

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

{token} – This is your Web services token.

{mid} – This is the LinkShare Advertiser ID.

Both parameters are required.

SOAP

The WSDL for the SOAP Web service is available at:

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

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

token – This is your Web services token. It is a string value.

mid – The LinkShare Advertiser ID. It is a numeric value.

Both parameters are required.

Creative Campaign Feed

This feed gives you the creative campaigns that are available for the various advertisers. You can use this feed to build links with a specific campaign.

Feed Data Elements

This Creative Campaign Feed has these data elements: NID, MID, Advertiser 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. You can filter it using these parameters: MID, Creative Campaign ID, Start Date, and End Date.

REST

Here is the REST URL for this method:

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

This method requires one parameter:

{token} – This is your Web services token. It is a string value.

These parameters are optional:

{mid} – This is the LinkShare Advertiser ID. It is a numerical value.

{campaignID} – This is the Campaign ID for the creative. It is a numeric value.

{startDate} – This is the start date for the creative. It is a date value.

{endDate} – This is the end date for the creative. It is a date value.

{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 getCreativeCampaigns. This method requires these parameters:

This method requires one parameter:

token – This is your Web services token. It is a string value.

These parameters are optional:

mid – This is the LinkShare Advertiser ID. It is a numeric value.

campaignID – This is the Campaign ID for the creative. It is a numeric value.

startDate – This is the start date for the creative. It is a date value.

endDate – This is the end date for the creative. It is a date value.

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

Creative Feeds

Text Link Feed

This feed gives you the available text links. You can specify various filters to obtain specific links.

Feed Data Elements

The Text Link Feed has these 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. You can filter it using these parameters: MID, Category, Creative Campaign ID, Start Date, and End Date.

REST

Here is the REST URL for this method:

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

This method requires these parameters:

{token} – This is your Web services token. It is a string value.

{mid} – This is the LinkShare Advertiser ID. It is a numeric value.

{cat} – This is the Creative Category ID. It is a numeric value.

{startDate} – This is the start date for the creative. This is a date value.

{endDate} – This is the end date for the creative. This is a date value.

{campaignID} – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

{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 these parameters:

token – This is your Web services token. It is a string value.

mid – This is the LinkShare Advertiser ID. It is a numeric value.

cat – This is the Creative Category ID. It is a numeric value.

startDate – This is the start date for the creative. It is a date value.

endDate – This is the end date for the creative. It is a date value.

campaignID – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

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 you the available banner links. You can specify various filters to obtain specific banner links.

Feed Data Elements

The Banner Link Feed has these 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. You can filter it using these parameters: MID, Category, Creative Campaign ID, Size, Start Date, and End Date.

REST

Here is the REST URL for this method:

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

This method requires two parameters:

{token} – This is your Web services token. It is a string value.

{mid} – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

{cat} – This is the Creative Category ID. It is a numeric value.

{startDate} – This is the start date for the creative. It is a date value.

{endDate} – This is the end date for the creative. It is a date value.

{size} – This is the size of the banner. It is a numeric value.

{campaignID} – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

{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 getCreativeCategories. This method requires two parameters:

token – This is your Web services token. It is a string value.

mid – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

cat – This is the Creative Category ID. It is a numeric value.

startDate – This is the start date for the creative. It is a date value.

endDate – This is the end date for the creative. It is a date value.

size – This is the size of the banner. It is a numeric value.

campaignID – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

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 you the available DRM links. You can specify various filters to obtain specific DRM links.

Feed Data Elements

The DRM Link Feed has these 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. You can filter it using these parameters: MID, Category, Creative Campaign ID, Start Date, and End Date.

REST

Here is the REST URL for this method:

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

This method requires two parameters:

{token} – This is your Web services token. It is a string value.

{mid} – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

{cat} – This is the Creative Category ID. It is a numeric value.

{startDate} – This is the start date for the creative. It is a date value.

{endDate} – This is the end date for the creative. It is a date value.

{campaignID} – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

{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 getDRMLinks. This method requires two parameters:

token – This is your Web services token. It is a string value.

mid – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

cat – This is the Creative Category ID. It is a numeric value.

startDate – This is the start date for the creative. It is a date value.

endDate – This is the end date for the creative. It is a date value.

size – This is the size of the banner. This is a numeric value.

campaignID – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

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 you the various Individual Product links that are available. You can choose from a number of filters to obtain specific individual product links.

Feed Data Elements

The Individual Product Links feed has these 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. You can filter it using the following parameters: MID, Category, and Creative Campaign ID.

REST

Here is the REST URL for this method:

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

These parameters are required:

{token} – This is your Web services token. It is a string value.

{mid} – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

{cat} – This is the Creative Category ID. It is a numeric value.

{campaignID} – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

{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 getProductLinks. These parameters are required:

token – This is your Web services token. It is a string value.

mid – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

cat – This is the Creative Category ID. It is a numeric value.

campaignID – This is the Campaign ID for the creative. It is a numeric value. (Since most merchants have not created campaigns, please use a value of -1 to get creative that is not assigned to any campaign.)

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

Storefront Links

This feed gives you the various Storefront links that are available. You can specify various filters to obtain specific Storefront links.

Feed Data Elements

The Storefront links feed has these 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. You can filter it using these parameters: MID and Category.

REST

Here is the REST URL for this method:

<http://ld2.linksynergy.com/services/restLinks/getStoreLinks/{token}/{mid}/{cat}/{page}>

These parameters are required:

{token} – This is your Web services token. It is a string value.

{mid} – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

{cat} – This is the Creative Category ID. It is a numeric value.

{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 getStoreLinks. These parameters are required:

token – This is your Web services token. It is a string value.

mid – This is the LinkShare Advertiser ID. It is a numeric value.

These parameters are optional:

cat – This is the Creative Category ID. It is a numeric value.

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