

Merchandiser Query Tool API

Overview

The Merchandiser Query API allows you to run a query against Merchandiser data for the advertisers that you have partnerships with. This tool uses a REST-based Web service and allows you to do a full-text search for products that match keywords in any of the following categories:

1. Product Name
2. Primary Category
3. Short Product Description
4. Long Product Description
5. Keyword(s)

The query will return a maximum of 4,020 search results.

Sample Query URL and Name-Value Pairs

Here is a sample query URL:

```
http://feed.linksynergy.com/productsearch?token=2q34asdr35shgrtyw42473457dsfgsdw324d32&keyword="DVD Player"&cat="Electronics"&MaxResults=20&pagenumber=1&mid=2557
```

Below are descriptions of the name-value pairs.

Publisher Token [`token=2q34asdr35shgrtyw42473457dsfgsdw324d32`]

In order to authenticate publishers, we use the Web services token that is generated on the Web Services page under the Links tab.

Keyword [`keyword="DVD Player"`]

This parameter provides the keyword for the search. You can search for one or more keywords at a time. The table on the next page describes the different kinds of searches that can be done.

Category [`cat="Electronics"`]

This parameter is optional. It provides the product category to restrict the search. You provide the category name.

Maximum Results [`max=20`] OR [`MaxResults=20`]

This parameter (also optional) allows you to specify the maximum number of results on a page in the search result set. The default is 20. You have the option to enter a value from 0 through 100. **Maximum Results set to 0:** This special case will return the total number of results found but not show any of the results.

Page Number [`pagenumber=1`]

If your search returns more than the maximum specified for a single page, the results will be broken into pages. This optional parameter allows you to specify the page number for the results returned. If you

provide a page number beyond the total number of pages for the results, an error will be returned. The default is 1.

Advertiser (MID) [**mid=2557**]

This optional parameter allows you to specify an advertiser (MID) and limit your search to this advertiser's products. If you do not specify an MID, the search will be done for all the advertisers that you have partnerships with.

Keyword Type	Parameter Name	Comments
"with all of the words"	keyword	In requests where this parameter is used, the system will look for products that have <i>all</i> the words specified as a value for this parameter. If you search for "DVD Player," the search results will show products that have both "DVD" and "Player" in any of the search data fields.
"with the exact phrase"	exact	In requests where this parameter is used, the system will look for products that have the search words in the <i>exact order</i> . If you search for "DVD Player," the search results will show only products that have the phrase "DVD Player" in any of the search data fields.
"with at least one of the words"	one	In requests where this parameter is used, the system will look for products that have <i>at least</i> one of the words in the keyword. If you search for "DVD Player," the search results will show products that have either the word "DVD" or "Player" in any of the search data fields.
"without the words"	none	In requests where this parameter is used, the system will look for products that have <i>none</i> of the words specified in the keyword. This is used in combination with one of the above parameters to better specify the results returned. For example, if you search for "DVD Player" with the exact phrase, and without the word "portable," the search results will show those products that have the exact phrase "DVD Player" but not any that also have the word "portable" in the any of the product data fields.

Results Sorting

The results of the search can be sorted in ascending or descending order for the fields listed below.

Field Name	Sort Field Value
Price	retailprice
Product Name	productname
Primary Category	categoryname
Merchant ID	mid

The sort is specified by its parameter name and the type of sort being specified—ascending or descending. A sort may be specified for more than one field and will be applied in the order specified.

Here is a sample query URL that sorts for price and product name, both in ascending order:

```
http://feed.linksynergy.com/productsearch?token=94e973c41fe2c696de23a111b91b6182ae73cf3ee4ddd0eefa0091c266cc5ea&keyword=Laptop&sort=retailprice&sorttype=asc&sort=productname&sorttype=asc
```

Query Response

The results are returned to you in XML. The response to a successful query includes the following elements: total matches, total pages, page number, and results. The response to a failed query will include the appropriate error message. Errors are discussed further below.

Valid Response

```
<result>
  <TotalMatches>46</TotalMatches>
  <TotalPages>1</TotalPages>
  <PageNumber>1</PageNumber>
  <item>
    <mid>2557</mid>
    <merchantname>DVD Players</merchantname>
    <linkid>1000012</linkid>
    <createdon>2006-09-30/20:04:17</createdon>
    <sku>JR-E-12324</sku>
    <productname>Sony Blu-Ray DVD Player</productname>
    <category>
      <primary>Electronics</primary>
      <secondary>TV - Video</secondary>
    </category>
    <price currency="JPY">59704</price>
    <upccode>4901340995017</upccode>
    <description>
      <short>Awesome Pictures with a Sony-Blu-Ray DVD player.</short>
      <long>Watch all your HD-DVDs with great picture quality and exciting new features.</long>
    </description>
    <keywords>DVD Player~~BluRay~~SONY</keywords>
    <linkurl>http://click.linksynergy.com/fs-bin/click?id=wYeATVOgEnE&offerid=80126.2&type=15&subid=0&lsnurltype=1</linkurl>
```

```
<imageurl>http://www.ls-japan-  
store.jp/img/product/health01.gif</imgurl>  
</item>  
</result>
```

Total Matches

This element gives the total number of results found for a given search.

NOTE: The search system will return a maximum of 4,020 records. For searches that result in more than 4,020 results the total matches will be -1, indicating that some records that matched the search were not returned.

Total Pages

This element gives the total number of pages for this search result. The number of pages is defined by the formula Total Matches/Results per Page.

Page Number

This element gives the current page number.

Items

This element includes the fields of information listed in the table below.

Merchandiser Field	Example	Comments
Advertiser ID	2557	
Advertiser Name	DVD Players	
LinkID	1000012	
Created on	10/24/2006	
SKU	JR-E-12324	
Product Name	Sony Blu-Ray DVD Player	
Product Category - Primary	Electronics	
Product Category - Secondary	TV - Video	
Retail Price	59704 Yen	The retail price of the product and the currency.
UPC Code	4901340995017	
Product Description - Short	Awesome Picture with a Sony-Blu-Ray DVD player.	
Product Description - Long	With the Sony-Blu-Ray DVD player, you can watch all your HD-DVDs with great picture quality and exciting new features like 2 HDMI and in-built Tuner Card.	
Product Keywords	DVD Player~~BluRay~~SONY	The keywords that are attributed to the product.
Product Buy Link	http://click.linksynergy.com/fs-bin/click?id=XXXXXXXXXX&offerid=80126.2&type=15&subid=0&lsnurltype=1	The link that the user clicks to be taken to the advertiser's page and purchase the product listed.
Product Image Link	http://dvdplayers.com/bluray/dvds e242-1/ dvdse242-1.jpg	The link that points to an image of the product. This URL will be on the advertiser's site.

Error Response

When there are errors caused due to incorrect usage of the query the system will return an error response. The error response has the following format

```

<result>
  <Errors>
    <ErrorID>7186903</ErrorID>
    <ErrorText>Page Number specified exceeds the number of total Pages
    for this search</ErrorText>
  </Errors>
</result>
  
```

Error Details

The following error messages can be returned:

Error ID	Error Text	Error Reason	Possible Solutions
7186903	Page Number specified exceeds the number of total Pages for this search	The page number that you specified is higher than the total pages for a given search.	Make sure the number of pages specified exceeds the number of total pages for a given search.
7186904	Page Number specified is in an incorrect format	The page number specified is either not numeric or has some other errors.	Make sure the page number specified is in a correct format.
7186905	Maximum Number of results specified is in an incorrect format	The maximum number of results specified is either not numeric or has some other errors.	Make sure the maximum number of results specified is in a correct format.
7186906	No Matches	There were no matches found for the search specified.	Try altering the parameters of your search
7186907	Sort Type is not provided for all Sort Fields. Each field that is being sorted by requires a sort type.	The search specifies a sort for a field but does not provide the sort type.	Specify a sort type for each field being sorted.
7186908	Sort is specified for a field that does not support sorting. Please specify sort for only these fields: retailprice (Price), productname (Product Name), categoryname (Primary Category), and mid (Merchant ID)	Sort is specified for a field that does not support sorting.	Specify sort for only these fields: Price, Product Name, Short Product Description, Primary Category, Merchant Name, and Keyword.
7186909	The sort type specified is incorrect. Please use asc for Ascending and dsc for Descending	The sort type specified is incorrect.	Please use asc for ascending and dsc for descending.
7186910	The number of fields to sort by does not match	The number of fields to sort by does not match the	Make sure that each sort field is associated with

	with the sort type specified. Each sort field should be associated with only one sort type	number of sort type specified.	only one sort type.
7186911	One or more characters in the KEYWORD parameter is invalid. Please do not use special characters like : - , etc	One or more characters in the keyword are invalid.	Make sure that no special characters like : - , have been used.
7186912	One or more characters in the ANY parameter is invalid. Please do not use special characters like : - , etc	One or more characters in the keyword type "Any" are invalid.	Make sure no special characters like : - , have been used.
7186913	One or more characters in the EXACT parameter is invalid. Please do not use special characters like : - , etc	One or more characters in the keyword type "Exact" is invalid.	Make sure that no special characters like : - , have been used.
7186914	One or more characters in the INCLUDE parameter is invalid. Please do not use special characters like : - , etc	One or more characters in the keyword type "Include" are invalid.	Make sure that no special characters like : - , have been used.
7186915	One or more characters in the KEYWORD parameter is invalid. Please do not use special characters like : - , etc	One or more characters in the "Keyword" are invalid.	Make sure that no special characters like : - , have been used.
7186916	One or more characters in the PRODUCT CATEGORY parameter is invalid. Please do not use special characters like : - , etc	One or more characters in the "Product Category" are invalid.	Make sure that no special characters like : - , have been used.
7186917	You cannot use the keyword type NONE on its own. Please specify an additional keyword type of either KEYWORD, ANY or EXACT.	Keyword type "Exclude" is used without any other keyword type.	Please specify an additional keyword type of either "Keyword," "Any," or "Exact."
7186918	No search keyword specified	Search query does not include any search keyword	Please specify a search string.
7186919	There are no merchants that you can search for products for. This can happen if you have not been approved join any merchant program that has	There are no advertisers that the publisher has partnerships with that have products.	This happens if you have not been approved to join any advertiser program that has product data. Apply to more advertisers or wait for approval from

	product data		advertisers you have already applied to.
718614	No token specified.	No token was specified for the search.	Please specify your Publisher Token to use this service.
718619	Invalid token specified.	The token specified is not valid because it has expired.	Please request an updated token and use the new token.
718615	No keyword specified.	Search query does not include any search keyword	Please specify a search string.
718774	MID must be numeric	MID specified contains non-numeric characters.	Please specify a MID that is Numeric.
7186951	System Exception - 7186951	A system Error occurred.	NA
7186952	System Exception - 7186952	A system Error occurred.	NA
7186953	System Exception - 7186953	A system Error occurred.	NA
7186954	System Exception - 7186954	A system Error occurred.	NA
7186955	System Exception - 7186955	A system Error occurred.	NA
7186956	System Exception - 7186956	A system Error occurred.	NA
7186957	System Exception - 7186957	A system Error occurred.	NA
7186958	System Exception - 7186958	A system Error occurred.	NA
7186959	System Exception - 7186959	A system Error occurred.	NA
7186960	System Exception - 7186960	A system Error occurred.	NA
7186961	System Exception - 7186961	A system Error occurred.	NA
7186962	System Exception - 7186962	A system Error occurred.	NA
7186963	System Exception - 7186963	A system Error occurred.	NA
7186964	System Exception - 7186964	A system Error occurred.	NA
7186965	System Exception - 7186965	A system Error occurred.	NA
7186966	System Exception - 7186966	A system Error occurred.	NA
7186967	System Exception - 7186967	A system Error occurred.	NA

7186968	System Exception - 7186968	A system Error occurred.	NA
7186969	System Exception - 7186969	A system Error occurred.	NA
7186970	System Exception - 7186970	A system Error occurred.	NA
7186971	System Exception - 7186971	A system Error occurred.	NA
7186972	System Exception - 7186972	A system Error occurred.	NA
7186973	System Exception - 7186973	A system Error occurred.	NA
7186974	System Exception - 7186974	A system Error occurred.	NA
7186975	System Exception - 7186975	A system Error occurred.	NA
7186976	System Exception - 7186976	A system Error occurred.	NA
7186977	System Exception - 7186977	A system Error occurred.	NA
7186978	System Exception - 7186978	A system Error occurred.	NA
7186979	System Exception - 7186979	A system Error occurred.	NA
7186980	System Exception - 7186980	A system Error occurred.	NA
7186981	Invalid MID	MID specified is invalid	Please specify a valid MID
7186993	System Exception - 7186993	A system Error occurred.	NA
7186994	System Exception - 7186994	A system Error occurred.	NA
7186995	System Exception - 7186995	A system Error occurred.	NA
7186996	System Exception - 7186996	A system Error occurred.	NA
7186997	System Exception - 7186997	A system Error occurred.	NA
7186998	System Exception - 7186998	A system Error occurred.	NA
7186999	System Exception - 7186999	A system Error occurred.	NA
7187000	System Exception - 7187000	A system Error occurred.	NA