

## Using the LinkShare Coupon Web Service

The LinkShare Coupon Web Service gives you easy access to coupon and promotional link data for your advertisers. All of the links are reviewed by LinkShare to ensure that they are indeed coupon or consumer promotional links. To receive this creative, you simply place a REST-based Web Services call with your feed token.

Before using the Coupon Web Service, you must apply and be approved. Applying is easy: from the Publisher Dashboard, click **Links > Web Services > Coupon Web Service**, and then click **Apply**.

## Submitting a Coupon Web Service Request

A REST-based Web Service lets you request a feed using a query structured like an HTML GET. The inputs to the query are your Web Services token, the product category, the promotion type, the network, and an advertiser ID (MID). Your Web Services token is required; the other values are optional.

Here is a sample request that excludes MID:

```
http://feed.linksynergy.com/coupon?token=94e973c41fe2c696de23a111b91b6182ae73cf3ee4dddb0eeefa0091c266cc5ea&category=4169&promotiontype=21&network=1
```

This query will send coupon and promotional link data for all the advertisers you are partnered with in network 1 who have products in category 4169 that correspond with offer-promotion type 21.

## Name-Value Pairs

### Publisher Token:

```
[token=94e973c41fe2c696de23a111b91b6182ae73cf3ee4dddb0eeefa0091c266cc5ea]
```

This is the Web Services token that is generated on the Web Services page of the Publisher Dashboard under the Links tab. It is used to authenticate publishers and must be submitted with your query.

### Category:

```
[category=4169]
```

This variable may contain one or more valid category IDs. These IDs are assigned by LinkShare. A list of them is provided in appendix 1. In addition, a Web Services method

for obtaining valid category IDs is described below. This is an optional variable. If you do not submit it, your query will search all categories.

**Promotion Type:**

**[promotiontype=21]**

This variable may contain one or more valid promotion type IDs. A list of promotion type IDs appears in appendix 2. In addition, a Web Services method for obtaining valid promotion type IDs is described below. This is an optional variable. If you do not submit it, your query will search all promotional types.

**Network:**

**[network=1]**

This variable may contain one or more network IDs. This is an optional variable. If you do not submit it, your query will search all the LinkShare Networks.

Network	Network ID
US	1
UK	3
CAN	5

**MID**

**[mid=36518]**

This variable may contain one or more Advertiser ID values. To retrieve Advertiser MIDs from the Publisher Dashboard, select **Links**, then click **Get Links** and an advertiser's name; lastly click **Advertiser Info** at left. This is an optional variable. Use it to limit your query to specific advertisers. If you do not include it, your query will search all advertisers.

**Submitting Queries with Multiple Values**

You can place multiple values in all query string variables, except for 'token=', by delimiting the values with a pipe character '|'. Multiple values passed within one variable are treated as an OR condition. For example, '**category=1 | 2 | 3**' sends links from categories 1 or 2 or 3.

Multiple query string variables themselves are treated as an AND condition. For example '**category=2&network=1 | 3**' sends coupon and promotional link data for all category 2 links that are in network 1 or 3.

Here is a sample request with multiple values in some of the variables.

```
http://feed.linksynergy.com/coupon?token=94e973c41fe2c696de23a111b91b6182ae73cf3ee4dddb0eefa0091c266cc5ea&category=983 | 341 | 907&promotiontype=64 | 22 | 97&network=1 | 3
```

This query will send coupon and promotional link data for advertisers you are partnered with in network 1 or 3, who have products in categories 983, 341, or 907, that fall under offer-promotion type 64, 22, or 97.

### Sample Response

This sample response returned a 15 percent-off coupon for new customers on a product in the computer category from an advertiser in the LinkShare Network.

```
<?xml version="1.0" encoding="UTF-8"?>
<couponfeed>
  <link type="TEXT">
    <categories>
      <category id="983">computers</category>
      <category id="12">electronics</category>
      <category id="14">gifts</category>
    </categories>
    <promotiontypes>
      <promotiontype id="22">percentage off</promotiontype>
    </promotiontypes>
    <offerdescription>15 percent off</offerdescription>
    <offerstartdate>2009-04-01</offerstartdate>
    <offerenddate>2009-05-31</offerenddate>
    <couponcode>KJEISLD</couponcode>
    <couponrestriction>New Customers Only</couponrestriction>
    <clickurl>http://click.linksynergy.com/fs-
bin/click?id=XXXXXXXXXX&offerid=164317.10002595&type=4&subid=0</clickurl>
      <impressionpixel>http://ad.linksynergy.com/fs-
bin/show?id=XXXXXXXXXX&bids=164317.10002595&type=4&subid=0<impressionpixel>
    <advertiserid>000</advertiserid>
    <advertisername>Sample Advertiser Name</advertisername>
    <network id="1">Linkshare Network</network>
  </link>
</couponfeed>
```

Note that each link is wrapped in <link></link> tags. LinkShare may categorize each link with one, two, or three <category> or <promotiontype> values. For example, a link to a coupon for a computer might be categorized under computers, electronics, and gifts. If a link has categories or promotion types other than the ones you searched for, the corresponding category names and IDs are displayed, as the example above shows with <category id="12">electronics</category> and <category id="14">gifts</category>. Appendix 3 provides definitions for all of the elements that may appear in the response; appendix 4 provides a complete XML schema.

In addition, the <offerenddate> may contain the word 'ongoing', instead of a date value. This indicates that the advertiser has not yet determined an end date for their coupon.

Several publishers have expressed interest in creating a unique ID for each link. This can be done by extracting the <advertiserid> value and the 'link type' and 'link id' values from the <clickurl> string. The 'link id' is the number that follows the period in the 'offerid'. Here's an example drawn from the sample response above with these values in red:

```
<advertiserid>000</advertiserid>  
<clickurl>http://click.linksynergy.com/fsbin/click?id=XXXX  
XXXXXXXX&offerid=164317.10002595&type=4&subid=0</clickurl>
```

The <advertiser id> value is 000, the <link type> value is 4, and the <link id> is 10002595, making the unique id for this link: 000\_4\_10002595.

### Obtaining Numbers for Categories, Promotion Types, and Network Values

As noted above, you can obtain numbers for categories and promotion types by using the tables in appendices 1 and 2. But you can also obtain these values by sending a request with just your Web Services token and 'promocat=1'. Here's a sample request:

```
http://feed.linksynergy.com/coupon?token=94e973c41fe2c696de23a111b9  
1b6182ae73cf3ee4dddb0eefa0091c266cc5ea&promocat=1
```

Let's say there is only one LinkShare Network active for Coupon Web Services (US) and you are in it. And let's say there are only two categories (Books and Baby & Nursery) and two promotion types (free shipping and percentage off). The response to the request above would look like this:

```
<?xml version="1.0" encoding="UTF-8"?>  
<couponfeed>  
  <network id="1">  
    <name>LinkShare Network</name>  
    <categories>  
      <category id="402">books</category>  
      <category id="4169">baby & nursery</category>  
    </categories>  
    <promotiontypes>  
      <promotiontype id="402">freeshipping</promotiontype>  
      <promotiontype id="21">percentage off</promotiontype>  
    </promotiontypes>  
  </network>  
</couponfeed>
```

The values in the sample response above indicate that to restrict your request to advertisers in the LinkShare network, it should include '**network=1**'. To restrict your request to the 'books' category, your request should include '**category=402**'. And to restrict your request to free-shipping promotion types, it should include '**promotiontype=402**'.

**Note: the numbers used in this example will differ from the results you receive. Please use the results you receive when creating your queries.**

### Error Handling

There are five error responses:

#### 1. Internal Error

```
<?xml version="1.0" encoding="UTF-8"?>
<fault>
  <errorcode>10</errorcode>
  <errorstring>Internal Error Unable To Process Request At This
Time</errorstring>
</fault>
```

#### 2. Web Services token invalid or not approved for coupon feed

```
<?xml version="1.0" encoding="UTF-8"?>
<fault>
  <errorcode>20</errorcode>
  <errorstring>Access Denied Token ID Is Invalid or Not
Approved for Coupon Feed</errorstring>
</fault>
```

#### 3. Usage limited to 50 calls per GMT day

```
<?xml version="1.0" encoding="UTF-8"?>
<fault>
  <errorcode>30</errorcode>
  <errorstring>Usage Quota Exceeded</errorstring>
</fault>
```

**4. Invalid or missing parameters**

```
<?xml version="1.0" encoding="UTF-8"?>
<fault>
  <errorcode>40</errorcode>
  <errorstring>Invalid Request</errorstring>
</fault>
```

**5. No matching data for the request**

```
<?xml version="1.0" encoding="UTF-8"?>
<fault>
  <errorcode>50</errorcode>
  <errorstring>No Matching Data</errorstring>
</fault>
```

### Appendix 1 Category IDs

Category ID	Category Name
1	Apparel
2	Apparel - Babies & Kids
3	Apparel - Men's
4	Apparel - Women's
5	Automotive
6	Beauty & Fragrance
7	Book & Magazines
8	Cameras & Photography
9	Car Rental
10	Computers
11	Dating
12	Department Store
13	Electronic Equipment
14	Flowers
15	Garden & Outdoors
16	Gifts
17	Gourmet Food & Drink
18	Green Products
19	Health & Wellness
20	Housewares
21	Jewelry & Accessories
22	Music & Movies
23	Office Supplies
24	Pet Care
25	Services
26	Shoes
27	Software & Downloads
28	Sports & Fitness
29	Toys & Games
30	Travel & Vacations
31	Office & Small Business
32	Babies & Kids

Last updated 11/18/2009. For the most recent list of category IDs, please use the Web Services method described above.

## Appendix 2 Promotion Type IDs

US Network		UK Network		Canada Network	
Promotion Type ID	Promotion Type Name	Promotion Type ID	Promotion Type Name	Promotion Type ID	Promotion Type Name
1	General Promotion	1	General Promotion	1	General Promotion
2	Buy One/ Get One	2	Buy One / Get One	2	Buy One / Get One
3	Clearance	3	Clearance	3	Clearance
4	Combination Savings	4	Combination Savings	4	Combination Savings
5	Dollar Amount Off	6	Free Gift	5	Dollar Amount Off
6	Free Gift	8	Friends and Family	6	Free Gift
7	Free Shipping	9	Gift with Purchase	7	Free Shipping
8	Friends and Family	10	Other	8	Friends and Family
9	Gift with Purchase	11	Percentage off	9	Gift with Purchase
10	Other	12	Pound Amount Off	10	Other
11	Percentage Off	13	Free Delivery	11	Percentage off
14	Deal of the Day/Week	14	Deal of the Day/Week	14	Deal of the Day/Week
30	Black Friday				
31	Cyber Monday				

Last updated on 11/18/2009. For a list of the most recent category IDs, please use the Web Services method listed above.

### Appendix 3

This table provides descriptions of all the elements that may appear in a response.

Element	Description
<category>	A required field. Each coupon may be grouped into 1, 2, or 3 product categories.
<promotiontype>	A required field. Each coupon may be grouped into 1, 2, or 3 promotion types.
<offerdescription>	A required field. It provides the details of the coupon; for example, 15% off.
<offerstartdate>	A required field. It provides the coupon's start date.
<offerenddate>	A required field. It provides the coupon's end date and may contain the word 'ongoing' indicating that the advertiser has not yet determined the coupon's end date.
<couponcode>	An optional field. It will only appear when an advertiser requires customers to input a code to use a coupon.
<couponrestriction>	An optional field. It will only appear with coupons the advertiser has placed a restriction on; for example, "new customers only."
<imageurl>	An optional field. It will only appear when your search returns banner links, i.e., when the response includes <link type="BANNER">.
<clickurl>	A required field. It provides the link to the coupon that you will put on your site.
<impressionpixel>	An optional field. It is a 1x1 pixel for tracking impressions and will be included for all text links (when the response includes <link type="TEXT">), but not for all banner links (<link type="BANNER">).
<advertiserid>	A required field. It provides the ID of the advertiser offering the coupon.
<advertisername>	A required field. It provides the name of the advertiser offering the coupon.
<network>	A required field. It provides the network—U.S., U.K., or Canada—that the advertiser is in.

## Appendix 4 – XML Schema

```
<xs:schema
targetNamespace="http://www.linkshare.com/namespaces/couponfeed-1.0"
elementFormDefault="qualified">
  <xs:annotation>
    <xs:documentation>
      XML Schema for the response returned by the LinkShare
      Coupon Web Service
    </xs:documentation>
  </xs:annotation>
  <xs:element name="couponfeed" type="tns:couponfeedType"/>
  <xs:element name="fault" type="tns:faultType"/>
  <xs:complexType name="couponfeedType">
    <xs:choice>
      <xs:element name="link" type="tns:linkType" minOccurs="0"
maxOccurs="unbounded">
        </xs:element>
      <xs:element name="network" type="tns:networkContainerType"
minOccurs="0" maxOccurs="unbounded"/>
    </xs:choice>
  </xs:complexType>
  <xs:complexType name="linkType">
    <xs:sequence>
      <xs:element name="categories" type="tns:categoriesType"
minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>
            Categories associated with this coupon
          </xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="promotiontypes"
type="tns:promotiontypesType" minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>
            Promotion Types associated with this coupon
          </xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="offerdescription" type="xs:string"
minOccurs="1" maxOccurs="1"/>
      <xs:element name="offerstartdate" type="xs:string"
minOccurs="1" maxOccurs="1">
```

```

    <xs:annotation>
      <xs:documentation>
        Date in format YYYY-MM-DD
      </xs:documentation>
    </xs:annotation>
  </xs:element>
  <xs:element name="offerenddate" type="xs:string"
minOccurs="1" maxOccurs="1">
    <xs:annotation>
      <xs:documentation>
        Date in format YYYY-MM-DD
      </xs:documentation>
    </xs:annotation>
  </xs:element>
  <xs:element name="couponcode" type="xs:string" minOccurs="0"
maxOccurs="1"/>
  <xs:element name="couponrestriction" type="xs:string"
minOccurs="0" maxOccurs="1"/>
  <xs:element name="imageurl" type="xs:string" minOccurs="0"
maxOccurs="1"></xs:element>
  <xs:element name="clickurl" type="xs:string" minOccurs="1"
maxOccurs="1"/>
  <xs:element name="impressionpixel" type="xs:string"
minOccurs="0" maxOccurs="1"/>
  <xs:element name="advertiserid" type="xs:long" minOccurs="1"
maxOccurs="1"/>
  <xs:element name="advertisername" type="xs:string"
minOccurs="1" maxOccurs="1"/>
  <xs:element name="network" type="tns:networkType"
minOccurs="1" maxOccurs="1"/>
</xs:sequence>
<xs:attribute name="type" type="xs:string">
  <xs:annotation>
    <xs:documentation>
      Type of link: either "TEXT" or "BANNER".
    </xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:complexType>
<xs:complexType name="faultType">
  <xs:sequence>
    <xs:element name="errorcode" type="xs:int" minOccurs="1"
maxOccurs="1"/>
    <xs:element name="errorstring" type="xs:string"
minOccurs="1" maxOccurs="1"/>

```

```

    </xs:sequence>
  </xs:complexType>
  <xs:complexType name="categoriesType">
    <xs:sequence>
      <xs:element name="category" type="tns:categoryType"
minOccurs="0" maxOccurs="unbounded"/>
    </xs:sequence>
  </xs:complexType>
  <xs:complexType name="promotiontypesType">
    <xs:sequence>
      <xs:element name="promotiontype"
type="tns:promotiontypeType" minOccurs="0" maxOccurs="unbounded"/>
    </xs:sequence>
  </xs:complexType>
  <xs:complexType name="networkContainerType">
    <xs:sequence>
      <xs:element name="name" type="xs:string" minOccurs="1"
maxOccurs="1">
        <xs:annotation>
          <xs:documentation>Network name</xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="categories" type="tns:categoriesType"
minOccurs="1" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>
            Categories available in this network
          </xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="promotiontypes"
type="tns:promotiontypesType" minOccurs="1" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>
            Promotion types available in this network
          </xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
    <xs:attribute name="id" type="xs:int"/>
  </xs:complexType>
  <xs:complexType name="categoryType">
    <xs:annotation>
      <xs:documentation>Coupon category name</xs:documentation>
    </xs:annotation>
  </xs:complexType>

```

```
<xs:simpleContent>
  <xs:extension base="xs:string">
    <xs:attribute name="id" type="xs:int" use="required"/>
  </xs:extension>
</xs:simpleContent>
</xs:complexType>
<xs:complexType name="promotiontypeType">
  <xs:annotation>
    <xs:documentation>Name of promotion</xs:documentation>
  </xs:annotation>
  <xs:simpleContent>
    <xs:extension base="xs:string">
      <xs:attribute name="id" type="xs:int"/>
    </xs:extension>
  </xs:simpleContent>
</xs:complexType>
<xs:complexType name="networkType">
  <xs:simpleContent>
    <xs:extension base="xs:string">
      <xs:attribute name="id" type="xs:int"/>
    </xs:extension>
  </xs:simpleContent>
</xs:complexType>
</xs:schema>
```