

Product Data Download

Handbook for Publishers and Developers

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1 Foreword

The zanox affiliate network gives you access to over 77 million product data records from more than 1,000 advertisers. You can use updated product data to boost the marketing relevance and sale orientation of your content.

You can download product data as XML and CSV files, whereby you are able to configure the file structure.



Check how up-to-date the product data are at regular intervals, as the product range and prices may constantly fluctuate and, potentially, may no longer be sold (or permissible) in the advertised form. We recommend at least weekly checks.



Legal notes: You undertake an obligation that the product data provided will not be transmitted to any third party, either in part or in full. It is prohibited to use these data for purposes unconnected with the zanox partnership (particularly for advertising purposes).

2 New features

With the new product data download – currently available as a BETA version – you have access to numerous new features. This section will provide you with an overview of the most important improvements.

Removal of the download limit (quota)

Until now, access to the product data was limited by a download quota. A point-score model was used to ensure that a maximum daily download quota was not exceeded. The new product data download has no limitations on access. Product data may be downloaded for each programme as often as required.

Expanded contents through new download parameters

Download parameters have been expanded in the new product data download. Counting among the most important innovations are the zanox product ID - a distinct ID that remains the same throughout all product data updates, as well as a coherent zanox category tree. Another new feature is the ISBN parameter which specifies the ISBN number of a product.

New default values

In the course of the new product data download, alterations were made to the default values for certain settings. For example, CSV files are now comma-separated as standard.

Assignment of distinct file names

With the new product data download, file names are no longer firmly assigned, but instead are generated dynamically, according to the following pattern:

- `zxp_d_[creation date]_[programme ID]_[partner ID].[file suffix]`
- Example: `zxp_d_200911061016_184x_9163470C1876294956.csv`

Now it can be derived from the file name, when the product data was updated and the programme and partner ID for which it was exported. Furthermore, this prevents the earlier download file from being overwritten by the updated download file.

3 Procedure

Programmes that offer product data download are marked in the programme overview with a green floppy-disc symbol . An orange floppy-disc symbol  indicates product data that are currently being updated by the advertiser.

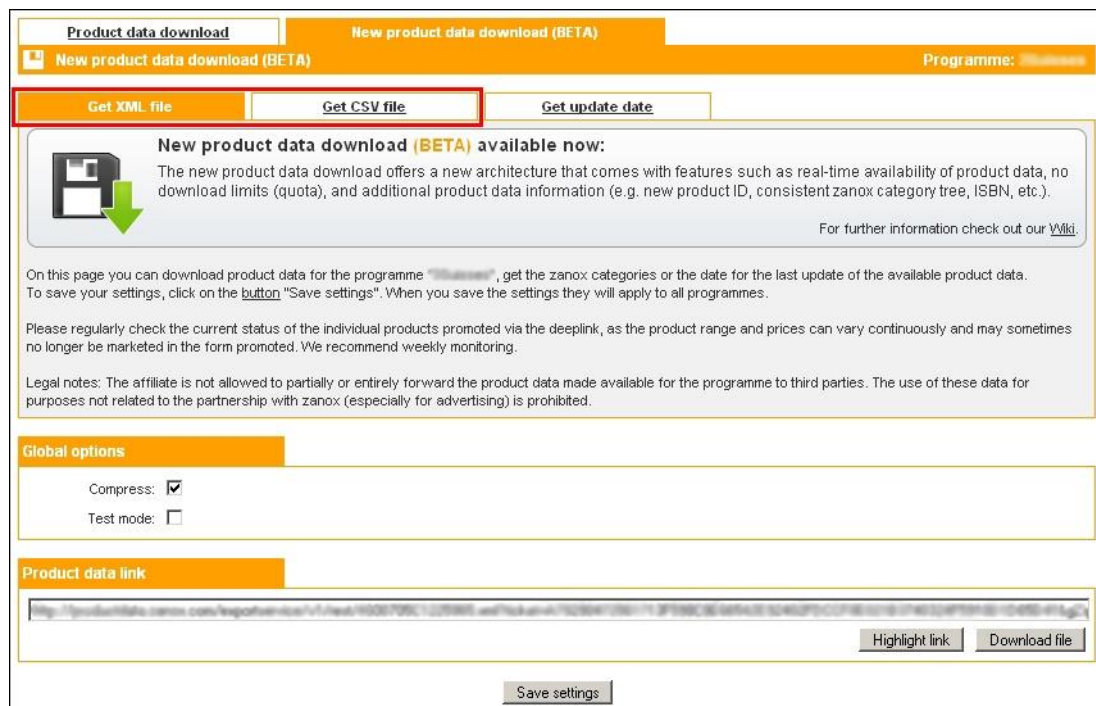


Product data download is possible even when displaying an orange floppy-disc symbol. You should note however in such cases, that the download contains the older version of the product data.



The floppy-disc symbol is also displayed in programme search for those programmes which provide product data.

Clicking on the floppy-disc symbol in the programme overview brings you to the page **New product data download (BETA)**. Here you can select the format of the product download file by means of the tabs **Get XML file** and **Get CSV file**. In the tab **Get update date**, you can display the latest updates of product data by the advertiser.



Product data download area

4 Formats

You can obtain product data in the following formats:

- XML
- CSV

By specifying your partner identifier (partner ID) and a series of configuration settings, the product data are made available as a file or download link. Your selected configuration settings will affect the composition of the URL transferred in the download link.

5 Product data download in XML format

5.1 Global configuration settings

The following configuration settings are available under **Global options**:

Set-up	Description	Default
Compress	Select whether the product data file should be compressed. If the checkbox is activated, the file will be compressed with the gzip programme. Gzip is a compression programme that is available for almost all computer operating systems. For further information on gzip, go to http://de.wikipedia.org/wiki/Gzip .	✓
Test mode	Select whether a test file of the product data should be created. If the checkbox is activated, the download file will contain only the first ten products of the product data download.	

The selected settings will be incorporated into the download URL as parameters. Detailed information on the structure of the download URL can be found in the [appendix](#).

Click on **Save settings**, in order to permanently save your configuration settings.



Please note that the default values for XML files in the new product data download (BETA) may differ from the default values of the old version of product data download.

5.2 Download product data as an XML file

Proceed as follows, in order to download product data as an XML file:

Download file

1. Carry out the settings as desired under **Global options**.
 - ➔ A link generator creates a URL in the **Product data link** area containing all of your setting adjustments as parameters.
2. Click on **Download file** in the **Product data link** area.
 - ➔ The product data file is downloaded and can be saved by you.
3. If you selected **Compress** in the configuration settings, you will need to decompress the file.
 - ➔ The product data are available as an XML file.

Highlight link

1. Click on **Highlight link** in the **Product data link** area.
 - ➔ The link is copied to your clipboard. You may use the link in order to incorporate it into a script or to save it.

Product data download **New product data download (BETA)**

New product data download (BETA) Programme: **XXXXXXXXXX**

Get XML file **Get CSV file** **Get update date**

New product data download (BETA) available now:
The new product data download offers a new architecture that comes with features such as real-time availability of product data, no download limits (quota), and additional product data information (e.g. new product ID, consistent zanox category tree, ISBN, etc.).
For further information check out our [Wiki](#).

On this page you can download product data for the programme "XXXXXXXXXX", get the zanox categories or the date for the last update of the available product data. To save your settings, click on the [button](#) "Save settings". When you save the settings they will apply to all programmes.

Please regularly check the current status of the individual products promoted via the deeplink, as the product range and prices can vary continuously and may sometimes no longer be marketed in the form promoted. We recommend weekly monitoring.

Legal notes: The affiliate is not allowed to partially or entirely forward the product data made available for the programme to third parties. The use of these data for purposes not related to the partnership with zanox (especially for advertising) is prohibited.

Global options

Compress: ☒
Test mode: ☐

Product data link

<http://productdata.zanox.com/exportservice/v1/rest/1220561C1349588624.csv?ticket=1D79273F1E> **Download file**

Save settings

Download product data as an XML file

5.3 Example XML file

A product data file in XML format may look like the following example:

```
<?xml version="1.0" encoding="utf-8"?>

<products xmlns="http://zanox.com/productdata/exportservice/v1" xmlns:xsi=
http://www.w3.org/2001/XMLSchema-instance xsi:schemaLocation="http://zanox.
com/productdata/exportservice/v1 http://productdata.zanox.com/exportservice
/schema/export-1.0.xsd">

  <product zupid="a443c4be993c32b040ea6dafd6032a614e1f12334225">
    <name>Starthilfekabel 16 mm²</name>
    <program>1841</program>
    <number>AB0007</number>
    <shortDescription>Sicherheits-Starthilfekabel</longDescription>
    <price>14.99</price>
    <shippingHandling>1-2 Werktag</shippingHandling>
    <shippingHandlingCost>4.98</shippingHandlingCost>
    <lastModified>2009-10-30T10:29:00</lastModified>
    <currencyCode>EUR</currencyCode>
    <zanoxCategoryIds><id>10000</id></zanoxCategoryIds>
  </product>
</products>
```

You can find the XML schema at the following URL:

<http://productdata.zanox.com/exportservice/schema/export-1.0.xsd>.



If required, you may transform the XML file with the help of established transformation languages (e.g. [XSLT](#)).

6 Product data download in CSV format

6.1 Global configuration settings

The following configuration settings are available under **Global options**:

Set-up	Description	Default
Compress	Select whether the product data file should be compressed. If the checkbox is activated, the file will be compressed with the gzip programme. Gzip is a compression programme that is available for almost all computer operating systems. For further information on gzip, go to http://de.wikipedia.org/wiki/Gzip .	✓
Test mode	Select whether a test file of the product data should be created. If the checkbox is activated, the download file will contain only the first ten products of the product data download.	

The selected settings will be incorporated into the download URL as parameters. Detailed information on the structure of the download URL can be found in the [appendix](#).

Click on **Save settings**, in order to permanently save your configuration settings. Click on the button **Reset to zanox standard**, in order to return the settings to the default configuration.



Please note that the default values for CSV files in the new product data download (BETA) may differ from the default values of the old version of product data download.

6.2 Structure of the CSV file

6.2.1 Download settings

The following general download settings are available under [Get CSV file](#):

Set-up	Description	Default
Date format	Select your preferred date format. The following placeholders are used: • yyyy - four-digit year (e.g. 2009) • yy - two-digit year (e.g. 09) • MM - two-digit month (e.g. 10) • dd - two-digit day (e.g. 15) • hh - two-digit hour (e.g. 08) • mm - two-digit minutes (e.g. 59) • ss - two-digit seconds (e.g. 59) • mmm - three-digit milliseconds (e.g. 000)	dd/MM/yyyy hh:mm:ss
Decimal separator	Select a decimal separator for numbers with decimal places, such as prices. The following decimal separators are used: • Point • Comma	Point
Column delimiter	Select a separator for the data arrays. The following separators are used: • Tabulator • Semicolon • Comma	Comma

Set-up	Description	Default
Text qualifier	Select a text qualifier. This opens and closes arrays that contain text. The following text qualifiers are used: • Single inverted commas • Double inverted commas • None	Double inverted commas
NULL output format	Select how empty data arrays should be transferred. The following output formats are used for empty arrays. • NullValue - No value is written between the column delimiters. • TextNull - NULL is written between the column delimiters. • TextNullTq - NULL is enclosed by the selected text qualifiers and written between the column delimiters. • StringEmpty - An empty string is written between the column delimiters.	NullValue
Suppress headers	Select whether the first line which contains the column headers should be transferred	Not activated

The selected settings will be incorporated into the download URL as parameters. Detailed information on the structure of the download URL can be found in the [appendix](#).

Click on **Save settings**, in order to permanently save your configuration settings. Click on the button **Reset to zanox standard**, in order to return the settings to the default configuration.



Please note that the default values for CSV files in the new product data download (BETA) may differ from the default values of the old version of product data download.

6.2.2 Parameter settings

The table lists all parameters that may be output within product data download. The following columns are shown:

Column name	Description
Sorting	Here you can define the order in which the parameters are output. In this respect, the topmost entry corresponds with the first column of the CSV file.
Selection	Here, you can select the parameters that should be output in the product data file. The predefined values, "Standard," "All," and "None" are available. The following table shows which parameters are supplied as standard values.
Rename	Here, you may alter the columns headings.

The following parameters are available:

Parameter name	Description	Default parameter
Zupid	NEW! Distinct ID of the product (assigned by zanox). The "Zupid" replaces the previous "ProductId" and remains unaltered throughout all product data updates. The "Zupid" is also used by Web Services.	✓
ProgramId	ID of the affiliate programme	
MerchantProductNumber	ID of the product (assigned by the advertiser)	✓
ProductName	Designation of product	✓
ProductPrice	Price of the product, incl. VAT	✓
ProductPriceOld	Old price of the product, incl. VAT	
CurrencySymbolOfPrice	Currency of the product price	✓
UpdateDate	Date upon which the product data were last amended	
ValidFromDate	Date from which the offer is valid	✓
ValidToDate	Date up to which the offer is valid	
ProductShortDescription	Brief description of the product	✓
ProductLongDescription	Long description of the product	
MerchantProductCategory	Category path of the product, as specified by the advertiser. As a general rule, (/) serves as a category delimiter.	
ZanoxCategoryIds	NEW! Designation of the zanox product category. Products may be uniformly categorised with the aid of a new and coherent zanox category tree. Should a product be assigned to more than one category, the category IDs will be output in the form of a comma-separated list.	✓

Parameter name	Description	Default parameter
ImageSmallURL	Absolute path of the small product image on the server	✓
ImageMediumURL	Absolute path of the medium-sized product image on the server	✓
ImageLargeURL	Absolute path of the large product image on the server	
ProductManufacturerBrand	Brand name (manufacturer) of the product	✓
ZanoxProductLink	Deep link to the product	✓
MerchantProductCategoryNumber	Comma-separated list of IDs of the advertiser categories, to which the product is assigned	
DeliveryTime	Delivery period for the product	✓
TermsOfContract	Conditions of contract for the product	✓
ProductEAN	European article number of the product	
ISBN	NEW! ISBN number of the product	✓
ShippingAndHandling	Detailed description of the packaging and shipping costs	✓
ShippingAndHandlingCost	Numerical amount of the packaging and shipping costs	✓
ExtraTextOne	First additional column for the entry of any desired (international) text with a maximum of 2000 characters	
ExtraTextTwo	Second additional column for the entry of any desired (international) text with a maximum of 2000 characters	
ExtraTextThree	Third additional column for the entry of any desired (international) text with a maximum of 2000 characters	

The selected settings will be incorporated into the download URL as parameters. Detailed information on the structure of the download URL can be found in the [appendix](#).

Click on **Save settings**, in order to permanently save your configuration settings. Click on the button **Reset to zanox standard**, in order to return the settings to the default configuration.



Please note that the default values for CSV files in the new product data download (BETA) may differ from the default values of the old version of product data download.

6.3 Download product data as a CSV file

Proceed as follows, in order to download product data as a CSV file:

Download file

1. Carry out the settings as desired under **Global options** and **Get CSV file**.
 - ➔ A link generator creates a URL in the **Product data link** area containing all of your setting adjustments as parameters.
2. Click on **Download file** in the **Product data link** area.
 - ➔ The product data file is downloaded and can be saved by you.
3. If you selected **Compress** in the configuration settings, you will need to decompress the file.
 - ➔ The product data are available as a CSV file.

Highlight link

1. Click on **Highlight link** in the **Product data link** area.
 - ➔ The link is copied to your clipboard. You may use the link in order to incorporate it into a script or to save it.

The screenshot displays the 'Product data download' interface with a 'New product data download (BETA)' tab selected. A 'Get CSV file' configuration window is open, showing various settings for downloading product data as a CSV file. The window includes a 'Date format' dropdown set to 'Europe default dd/mm/yyyy hh:mm:ss', a 'Decimal separator' dropdown set to 'Period', a 'Column delimiter' dropdown set to 'Comma', a 'Text qualifier' dropdown set to 'Double quote', and a 'Null output format' dropdown set to 'NullValue'. There is also a checkbox for 'Supress headers' with the option 'skip first rows'. Below these settings is a table with columns for 'Sorting', 'Selection', and 'Rename'. The table lists several product attributes with checkboxes for selection and input fields for renaming.

Sorting	Selection	Rename
▲▼	☒ Zupid	Name
▲▼	☐ ProgramId	Name
▲▼	☒ MerchantProductNumber	Name
▲▼	☒ ProductName	Name
▲▼	☒ ProductPrice	Name
▲▼	☐ ProductPriceOld	Name
▲▼	☒ CurrencySymbolOfPrice	Name

At the bottom of the interface, there are buttons for 'Save settings', 'Reset to zanox standard', 'Highlight link', and 'Download file'.

Download product data as a CSV file

6.4 Example CSV file

A product data file in CSV format may look like the following example:

```
"Zupid","ProgramId","MerchantProductNumber","ProductName","ProductPrice","ProductPriceOld",  
"CurrencySymbolOfPrice","UpdateDate","ValidFromDate","ValidToDate","ProductShortDescription","ProductLongDescription",  
"ProductEAN","MerchantProductCategory","ZanoxProductIds","ImageSmallURL","ImageMediumURL",  
"ImageLargeURL","ProductManufacturerBrand","ZanoxProductLink","ZanoxProductCategoryNumber",  
"MerchantProductCategoryNumber","DeliveryTime","TermsOfContract"
```

```
"0000000000","000","0000000000","Produktname","14.90","","EUR","2006-04-27T12:00:00:000","","",  
"Produktkurzbeschreibung","Produktbeschreibung","","Betreiberhauptkategorie / Betreiberunterkategorie","","",  
"http://www.betreiber.de/Produktbilder/produktbild.jpg","http://www.betreiber.de/Produktbilder/produktbild_mittel.jpg",  
","","Betreiber Kategorie","http://www.zanox-affiliate.de/ppc/?000000000000000000T&ULP=[[0000000000]]","","","",""
```

7 Output of the latest update date

Updating of product data is carried out by the advertiser. In this regard, the timing and frequency of the updates is entirely dependent on the advertiser. The majority of advertisers conduct these updates monthly, weekly or daily.



Product data downloads should only be executed once the advertiser has carried out an update of the product data. Please inform yourself independently with regard to product data updates for programmes you are participating in.

7.1 Manual retrieval of the latest update date

Proceed as follows, in order to display the latest update date for the product data:

Download file

1. Click on **Download file** in the **Product data link** area.
➔ A file is downloaded that contains the date upon which the product data were last updated by the advertiser.

Highlight link

1. Click on **Highlight link** in the **Product data link** area.
➔ The link is copied to your clipboard. The date upon which the product data were last updated by the advertiser is output when the link is activated. You may use the link in order to incorporate it into a script, to edit it, or to save it.

Example for output of the latest update date

The latest update date could look like the following example:

```
2009-10-27 17:18:18Z
```


7.2 Automatic retrieval of the latest update date

zanox offers four possibilities for the automated detection of product data updates carried out by advertisers.

1. Special parameters

The parameter, `&GetUpdateDate=yes` may be used to automatically retrieve the latest update date. If you append this onto the download link, you will only receive the date of the latest update.

2. Head

If you use the HTTP "HEAD"-method with the download link, in which only the header is returned, you may analyse the field titled "Last modified."

3. If-Modified-Since

When downloading, you can fill in the "If-Modified-Since" box in the HTTP Header and then only receive the data if more recent product data has been added. Please bear in mind here, that this only entails a string comparison. Should you decide on this method, save the value in "Last modified"-field of the header of the last successful download as a string.

4. XML file

You can obtain a list of product data update times in XML format from <http://productdata.zanox.com/StatusReport.aspx?outputFORMAT=xml>.

8 Appendix

8.1 Structure of the download URL for XML files

The URL for downloading an XML file is made up of the following components

- Basis URL
- Partner ID
- Check total

In addition, the following parameters may be transferred in the URL:

Parameter	Optional	Description	Default
ticket		Ticket number of the download	
gZipCompress	✓	If the parameter "gzipCompress=yes" has been set, the file will be compressed with the gzip programme.	true
getUpdateDate	✓	If the parameter "getUpdateDate=yes" has been set, you will only receive the date of the latest update.	
testMode	✓	If the parameter "testMode=yes" has been set, only the data arrays for the first ten products will be written into the product data file.	

Example – Minimal download URL

<http://productdata.zanox.com/exportservice/v1/rest/123C456.xml?ticket=XYZ>

The inquiry delivers product data for partner ID 123, check total 456 and ticket XYZ.

Example – Expanded download URL

<http://productdata.zanox.com/exportservice/v1/rest/123C456.xml?ticket=XYZ&gZipCompress=yes>

The inquiry delivers product data for partner ID 123, check total 456, ticket XYZ and compresses the file using gzip.

8.2 Structure of the download URL for CSV files

The URL for downloading a CSV file is made up of the following components

- Basis URL
- Partner ID
- Check total

In addition, the following parameters may be transferred in the URL:

Parameter	Optional	Description	Default
ticket		Ticket number of the download	
gZipCompress	✓	If the parameter "gzipCompress=yes" has been set, the file will be compressed with the gzip programme.	true
getUpdateDate	✓	If the parameter "getUpdateDate=yes" has been set, you will only receive the date of the latest update.	
testMode	✓	If the parameter "testMode=yes" has been set, only the data arrays for the first ten products will be written into the product data file.	
outputEncoding	✓	Defines the coding of the CSV file. The available values are: outputEncoding=utf8 windows1252 utf16le.	utf8
columnDelimiter	✓	Defines the separator for data arrays. The available values are: columnDelimiter=TAB , ;	,
textQualifier	✓	Defines the text qualifier with which arrays containing text are opened and closed. The available values are: textQualifier=none SingleQuote DoubleQuote	DoubleQuote

Parameter	Optional	Description	Default
nullOutputFormat	✓	Defines how empty data arrays are transferred. The available values are: • nullOutputFormat=NullValue No value is written between the column delimiters. • nullOutputFormat=TextNull NULL is written between the column delimiters. • nullOutputFormat=TextNullTq NULL is enclosed by the selected text qualifiers and written between the column delimiters. • nullOutputFormat=StringEmpty An empty string is written between the column delimiters.	NullValue
decimalSeparator	✓	Defines which decimal separator is used for numbers with decimal places (e.g. prices). The available values are: decimalSeparator=period comma	period
dateFormat	✓	Defines the pattern after which the date is composed. All the common Java date formats are available as values.	dd/MM/yyyy hh:mm:ss
suppressHeader	✓	If the parameter "suppressHeader=yes" has been set, the first line of the CSV file containing the columns headings is not transferred.	
id	✓	ID of the product (assigned by zanox).	Zupid
pg	✓	ID of the affiliate programme	ProgramId
nb	✓	ID of the product (assigned by the advertiser)	MerchantProductNumber
na	✓	Designation of product	ProductName

Parameter	Optional	Description	Default
pp	✓	Price of the product, incl. VAT	ProductPrice
po	✓	Old price of the product, incl. VAT	ProductPriceOld
cy	✓	Currency of the product price	CurrencySymbolOfPrice
du	✓	Date upon which the product data were last amended	UpdateDate
df	✓	Date from which the offer is valid	ValidFromDate
dt	✓	Date up to which the offer is valid	ValidToDate
ds	✓	Brief description of the product	ProductShortDescription
dl	✓	Long description of the product	ProductLongDescription
ea	✓	European article number of the product	ProductEAN
mc	✓	Category path of the product with (/) as category delimiter.	MerchantProductCategory
zi	✓	Designation of the zanox product category.	ZanoxCategoryIds
ia	✓	Absolute path of the small product image on the server	ImageSmallURL
im	✓	Absolute path of the medium-sized product image on the server	ImageMediumURL
il	✓	Absolute path of the large product image on the server	ImageLargeURL
mn	✓	Brand name (manufacturer) of the product	ProductManufacturerBrand
lk	✓	Deep link to the product	ZanoxProductLink
cm	✓	Comma-separated list of IDs of the advertiser categories, to which the product is assigned	MerchantProductCategory Number
td	✓	Delivery period for the product	DeliveryTime
tm	✓	Conditions of contract for the product	TermsOfContract

Parameter	Optional	Description	Default
sh	✓	Detailed description of the packaging and shipping costs	ShippingAndHandling
sn	✓	Numerical amount of the packaging and shipping costs	ShippingAndHandlingCost
is	✓	ISBN number of the product	ISBN
x1	✓	First additional column for the entry of any desired (international) text with a maximum of 2000 characters	ExtraTextOne
x2	✓	Second additional column for the entry of any desired (international) text with a maximum of 2000 characters	ExtraTextTwo
x3	✓	Third additional column for the entry of any desired (international) text with a maximum of 2000 characters	ExtraTextThree

Example – Minimal download URL

<http://productdata.zanox.com/exportservice/v1/rest/123C456.csv?ticket=XYZ>

The inquiry delivers product data for partner ID 123, check total 456 and ticket XYZ.

Example – Expanded download URL

<http://productdata.zanox.com/exportservice/v1/rest/123C456.csv?ticket=XYZ&columnDelimiter=TAB&textQualifier=none&nullOutputFormat=NullValue&suppressHeader=yes&outputEncoding=windows1252&dateFormat=yyyy-MM-ddThh:mm:ss:fff&gzipCompress=yes&lk&na&ds&il&pp&mn&sn>

The inquiry delivers product data for partner ID 123, check total 456 and ticket XYZ. Furthermore, the following settings apply for the generated CSV file:

- Tabulators as column delimiters
- "NULL" as value of the NULL output format
- No header
- Coding = Windows1252
- Date format = yyyy-MM-ddThh:mm:ss:fff
- Compression of the file using gzip
- Transfer of column parameters lk, na, ds, il, pp, mn and sn
 - ➔ The columns "ZanoxProductLink," "ProductName," "ProductShortDescription," "ImageLargeURL," "ProductPrice," "ProductManufacturerBrand" and "ShippingAndHandlingCost" are exported in the CSV file.

Transfer of column parameter

There are three alternatives available for the transfer of column parameters. The following example explains the options on the basis of the parameters "pp" (ProductPrice):

- No entry
The parameter is not transferred in the download URL. The "ProductPrice" column is not exported.
- Entry: "pp"
The parameter is transferred in the download URL. The "ProductPrice" column is exported. The default designation, "ProductPrice" is used as the column name.
- Entry: "pp=price"
The parameter is transferred in the download URL. The "ProductPrice" column is exported. The designation, "Price" is used as the column name.