

# PUBLISHER PROGRAM

## Catalogue API

Founded in 1996, Shopzilla is a leading retail comparison shopping service. Each month Shopzilla connects millions of consumers with thousands of stores.

## What is the Shopzilla Publisher Program?

The Shopzilla Publisher Program is a CPC affiliate program establishing partnerships between both Shopzilla's world-class "where to buy" shopping solution and the vast network of publishers interested in integrating shopping content and being paid for driving quality traffic to Shopzilla merchants.

Offering a plethora of assets, a Catalogue API and FTP Data Feeds, the Shopzilla Publisher Program enables its publishers to integrate the latest comparison shopping content with ease and confidence. Besides the UK, the affiliate program is also available in Germany, France and the US.

## What can the Shopzilla Publisher Program offer me?

-  **Increased earnings** - by adding additional shopping content, especially since we pay on a CPC model where well-performing publishers are rewarded for quality traffic
-  **No obligations** - no costs or long term obligations involved and can be used in conjunction with other affiliate programs
-  **Huge inventory** - powered by one of the biggest shopping search engines, giving you a comprehensive range of products to advertise
-  **Flexibility** - with the Catalogue API you can filter by product, category, brand, product categories and retailer to find the most relevant content for your website

## What is the API solution?

The Shopzilla Publisher Program Catalogue API provides publishers with intuitive access to Shopzilla's inventory of catalogued products and merchant offers through a query-based web service accepting various parameters, allowing publishers to filter based on their website's shopping content needs.

Based on these publisher-supplied parameters, customised Shopzilla shopping content is returned within an XML response. Publishers are able to request Shopzilla shopping content data related to catalogued products and merchant offers, categories, brands, and merchant ratings and reviews.

The best thing about this is enabling you to dynamically retrieve product results from the Shopzilla catalogue, which means no manual updating. Once installed, you can sit back and relax as the data is called automatically.

Within the Catalogue API, the following information can be found:

- Product name
- Product description
- Brand
- Pricing info
- Merchant name
- Merchant logo
- Destination URL
- Product category
- Product images
- Product specifications
- Store ratings
- SKU

Detailed reports are also available thanks to our unique placement IDs.

Additionally, if you wish to have even more freedom in the content you display on your site, check out our FTP Data Feeds.

*"Shopzilla turned out to have the best product coverage for our purposes and to give great affiliate revenue."*

**Benoit Maison, Pic2Shop**