

PUBLISHER PROGRAM

Shopzilla Publisher Program is a CPC (cost-per-click) affiliate program connecting Shopzilla's world-class "where to buy" shopping solution to website publishers interested in monetising their site content by integrating syndicated shopping content.

Through a simple user interface, Shopzilla's Publisher Program provides affiliates access to a rich inventory of catalogued products and offers from thousands of retailers.

Become an affiliate and monetise your site content

Once accepted to the program, you are able to generate revenue by placing Shopzilla Publisher Program's sponsored shopping content onto your site.

Affiliates generate revenue based on the actual merchant leads, or redirects, that their website users generate to Shopzilla merchants.

Affiliates are paid a percentage, or a commission, based on the net revenue collected by Shopzilla from merchants for these leads.



[Sony Alpha 900 DSLR-A900 Digital Camera](#)

24.6 megapixel Digital Single Lens Reflex (D-SLR) camera, body only. Supreme Imaging and professional features. Full-frame CMOS sensor with Exmor technology. High-performance pentaprism viewfinder with 100% coverage.

Store Name	Store Rating	Price
Dell Business UK	8.80	£1,729.57
Dell UK	8.60	£1,989.01
Jessops	9.10	£1,699.00
Amazon.co.uk	9.0	£1,839.93

[see all prices](#)

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

Benoit Maison, Pic2Shop

The Shopzilla Publisher Program offers a growing suite of tools to help affiliates monetise their site content.

 **Search box assets**

Allow users to drive their shopping search experience by integrating a search box.

 **Custom dynamic assets**

Build your own customised banner based on top keyword or category search results, or build comparison shopping assets for specific products. Why are they called dynamic? Because the product offers in your asset update automatically according to availability and popularity.

 **Custom text links**

Shopzilla provides text links in a number of different ways: Build custom text links to products, categories, shopping guides or any of our shopping site URLs to enhance your website content.

 **Catalogue API service**

The catalogue API (XML-based product) provides publishers with intuitive access to Shopzilla's inventory through a query-based web service accepting various parameters, allowing publishers to filter based on their website's content needs.

 **Category-based FTP data feeds**

Give publishers the ability to access Shopzilla's comprehensive offer catalogue, specifically by category. Publishers are able to access an FTP location providing hundreds of category files containing their corresponding offers in XML format.

 **Merchant rating & review content**

Add additional value for your users by displaying merchant ratings and reviews alongside your shopping content. This data is accessible through the Catalogue API and FTP Data Feed.

 **International shopping content**

The Shopzilla Publisher Program is available in the United Kingdom, Germany, France and the US.