

# PUBLISHER PROGRAM

FTP data feeds

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 (cost-per-click) 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. The affiliate program is available in the UK, 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 FTP Data Feed product you can download inventory either wholly or just partly (e.g. categories)
- ➡ **Free services** - free basic package of services for all merchants using the Shopzilla Marketplace

## What is the FTP Data Feed?

Shopzilla is now offering you the chance to download our entire inventory of merchant product offers from one FTP location and add a price comparison element to your website.

The data feed is comprised of approximately 1,000 individual product offer files in XML format and is updated daily to provide the latest products and retailer prices.

You can choose to download only the product offerings that are of specific interest or to download the Shopzilla inventory in its entirety.

Each feed file includes the various categories and following information:

Category	Merchant logo	Product images
Product description	Destination URL	Product specifications
Product name	Pricing info	Store ratings
Brand	Merchant name	SKU/UPC

All listings displayed in the FTP location are CPC-based merchants and offers; each and every one offers you a monetisation opportunity on your site.

## Catalogue API

The Shopzilla UK Publisher Program also offers a Catalogue API XML web service, which allows you to dynamically retrieve product results from the Shopzilla catalogue. Ask us for more details.

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

**Benoit Maison, Pic2Shop**