Shopline Associates Center

API Document

Brief

1. The API URL is：https://offline-dsp.shoplineapp.com/api/v1/offers. The return format of API is JSON.

2. In order to ensure the effectiveness of offers, we suggest you to request API in the period of 10 to 30 mins.

3. We shall provide you the API Key as Identification Token, the API Key is Permanent.

4. By attaching the API Token to the query params, you can get responses from our service.

   Here below is the Example,

   https://offline-dsp.shoplineapp.com/api/v1/offers?api_key=testToken

5. By receiving the request, the offer list will be returned. Here below is the dictionary of response parameters.

Parameter	Type	Mandatory	Description
code	int	Y	The response code
offer_id	string	Y	The ID of the offer
offer_name	string	Y	The Name of the offer
offer_description	string	N	The description of the offer
daily_cap	int	Y	The daily cap of the offer. When the value is -1, it means no cap.
start_date	string	Y	The start date of the offer
end_date	string	Y	The end date of the offer

conversion_rate	int	Y	The conversion request of the offer, measured by ROAS. ROAS=Order Amount/Payout, real ROAS*1000, for example, 10000 means the real ROAS is 10
payout_type	string	Y	The payment model of the offer. CPS: The offer is paid after the order is complete. CPL: The offer is paid when the order is created.
payout	int	Y	The payout of the offer, 10 means the real payout is 0.1.
product_id	string	Y	The related product id of the offer
tags	string	N	The tags of the offer
district	array	Y	The Targeted Districts of the offer
tracking_link	string	Y	The tracking link of the offer
preview_link	string	Y	The preview link of the offer
currency	string	N	The currency of the price of the product
former_price	int	N	The former price of the related product, for example, 10000 means the real price is 100.
member_price	int	N	The member price of the related product, for example, 10000 means the real price is 100.
spec_price	int	N	The special price of the related product, , for example, 10000 means the real price is 100.
sku	int	N	The SKU of the related product
purchased	int	N	The purchased number of the offer
image_link	string	N	The product images of the offer
creative_link	string	Y	The Advertising images of the offer
video_link	string	N	The Advertising video of the offer
daily_budget	int	Y	The daily budget of the offer. When the value is -1, it means no budget.

Example Code:

```
{

"code":0,

"max_record":10,

"page":0,

"limit":0,

"offers":[

{

"offer_id":"101165",

"offer_name":"Autumn/winter Loose Knitted Hooded Cardigan",

"offer_description":"Please Follow The Size Chart And Choose The Right Size.Have A Nice Shopping",

"daily_cap":-1,

"start_date":"20200916",

"end_date":"20200930",

"conversion_rate":2000,

"payout_type":"CPA",

"payout":10,

"product_id":"5f59bf190224120039215790",

"tags":[],

"district":["HK","TW","GB","US"],

"tracking_link":"https://www.fumble.com.hk/products/fum-girl-headband?a_t=GjAlT-CMHUUTExlcx5lyH5_tzlqk0w0KBCqVYDBmdFkaC8OWCUJZBitncvadRknqDxl.",

"preview_link":"https://www.fumble.com.hk/products/fum-girl-headband",
```

"currency":"USD",

"former_price":4762,

"member_price":0,

"spec_price":2857,

"sku":42000,

"purchased":0,

"image_link":"https://ecom-resource.oss-ap-southeast-1.aliyuncs.com/common/shopline/5f43345 29271d80009ffe566/d4eea1a6a0936a8327d5282cce62fe30.jpg",

"creative_link":"http://offline-dsp.oss-ap-southeast-1.aliyuncs.com/101165/1.png",

"video_link":"",

"daily_budget":0

},

    ...

]

}

Description of Response Code

Code	Description
200	The http response successfully.
0	The api list requests successfully.
1	Invalied api_key, please contact your Business Manager.
2	No further content on the list.
3	Internal Error, please contact your Business Manager.

Tracking Parameters

Parameter	Description
a_chn	Channels or Placement ID (less than 150 characters)
a_aff_sub1	Sub Affiliates ID (less than 256 characters)
a_aff_sub2	Sub Affiliates ID (less than 256 characters)
a_aff_sub3	Sub Affiliates ID (less than 256 characters)
a_cid	transaction id/click id

All parameters above can be added to the tracking link. Here below is the example,
http://testapptest0421504.ss29.shoplinestg.com/products/5f0ed0a5e388094e320d2473?a_t={tracking_code}&a_chn={channel}&a_aff_sub={sub_affiliate}&a_cid={transaction_id/aff_click_id}

Conversion Callback Protocol

If you need conversion callback. Please provide the Post Back Document to us.

Data below can be posted back to Affiliates Service, including but not limit,

offer id, order id, transaction id/click id, order amount, estimate revenue, publisher id, channel or placement id, sub affiliates id.

If there is any other data that needs to be posted back, please confirm with the Business Manager.