**SE LIGHT: REST API**

**Documentation**

**Author: Smart Engine**

**Date: 12.6.2012**

**Smart Engine GmbH**

**Mooslackengasse 17, 1190 Wien**

**T:** **+43 1 890 38 59 10**

**F:** **+43 1 890 38 59 25**

**E:** [office@smartengine.at](mailto:office@smartengine.at)

**W:** [www.smartengine.at](http://www.smartengine.at/)

**Handelsgericht Wien FN 361049f**

**UID:** **ATU66455329**

Contents

[Actions 4](#__RefHeading__5587_1549357401)

[view 4](#__RefHeading__5589_1549357401)

[Sample Call 4](#__RefHeading__5591_1549357401)

[Parameters 4](#__RefHeading__5593_1549357401)

[XML Response 4](#__RefHeading__5595_1549357401)

[Error Response Codes 5](#__RefHeading__5597_1549357401)

[buy 5](#__RefHeading__5599_1549357401)

[Sample Call 5](#__RefHeading__5601_1549357401)

[Parameters 5](#__RefHeading__5603_1549357401)

[XML Response 6](#__RefHeading__5605_1549357401)

[Error Response Codes 6](#__RefHeading__5607_1549357401)

[rate 7](#__RefHeading__5609_1549357401)

[Sample Call 7](#__RefHeading__5611_1549357401)

[Parameters 7](#__RefHeading__5613_1549357401)

[XML Response 7](#__RefHeading__5615_1549357401)

[Error Response Codes 8](#__RefHeading__5617_1549357401)

[Recommendations 8](#__RefHeading__5619_1549357401)

[other users also viewed 8](#__RefHeading__5621_1549357401)

[Sample Call 9](#__RefHeading__5623_1549357401)

[Parameters 9](#__RefHeading__5625_1549357401)

[XML Response 9](#__RefHeading__5627_1549357401)

[Error Response Codes 10](#__RefHeading__5629_1549357401)

[other users also bought 11](#__RefHeading__5631_1549357401)

[Sample Call 11](#__RefHeading__5633_1549357401)

[Parameters 11](#__RefHeading__5635_1549357401)

[XML Response 11](#__RefHeading__5637_1549357401)

[Error Response Codes 12](#__RefHeading__5639_1549357401)

[items rated good by other users 13](#__RefHeading__5641_1549357401)

[Sample Call 13](#__RefHeading__5643_1549357401)

[Parameters 13](#__RefHeading__5645_1549357401)

[XML Response 13](#__RefHeading__5647_1549357401)

[Error Response Codes 14](#__RefHeading__5649_1549357401)

[recommendations for user 15](#__RefHeading__5651_1549357401)

[Sample Call 15](#__RefHeading__5653_1549357401)

[Parameters 15](#__RefHeading__5655_1549357401)

[XML Response 15](#__RefHeading__5657_1549357401)

[Error Response Codes 16](#__RefHeading__5659_1549357401)

[related items 16](#__RefHeading__5661_1549357401)

[Sample Call 16](#__RefHeading__5663_1549357401)

[Parameters 16](#__RefHeading__5665_1549357401)

[XML Response 17](#__RefHeading__5667_1549357401)

[Error Response Codes 18](#__RefHeading__5669_1549357401)

[action history for user 18](#__RefHeading__5671_1549357401)

[Sample Call 18](#__RefHeading__5673_1549357401)

[Parameters 18](#__RefHeading__5675_1549357401)

[XML Response 19](#__RefHeading__5677_1549357401)

[Error Response Codes 20](#__RefHeading__5679_1549357401)

[Item Type 20](#__RefHeading__5681_1549357401)

[item types 20](#__RefHeading__5683_1549357401)

[Sample Call 20](#__RefHeading__5685_1549357401)

[Parameters 20](#__RefHeading__5687_1549357401)

[XML Response 20](#__RefHeading__5689_1549357401)

[Error Response Codes 21](#__RefHeading__5691_1549357401)

[Cluster 21](#__RefHeading__5693_1549357401)

[clusters 21](#__RefHeading__5695_1549357401)

[Sample Call 21](#__RefHeading__5697_1549357401)

[Parameters 21](#__RefHeading__5699_1549357401)

[XML Response 21](#__RefHeading__5701_1549357401)

[Error Response Codes 23](#__RefHeading__5703_1549357401)

[items of cluster 23](#__RefHeading__5705_1549357401)

[Sample Call 23](#__RefHeading__5707_1549357401)

[Parameters 23](#__RefHeading__5709_1549357401)

[XML Response 23](#__RefHeading__5711_1549357401)

[Error Response Codes 25](#__RefHeading__5713_1549357401)

[Community Rankings 25](#__RefHeading__5715_1549357401)

[most viewed items 25](#__RefHeading__5717_1549357401)

[Sample Call 25](#__RefHeading__5719_1549357401)

[Parameters 25](#__RefHeading__5721_1549357401)

[XML Response 25](#__RefHeading__5723_1549357401)

[Error Response Codes 26](#__RefHeading__5725_1549357401)

[most bought items 27](#__RefHeading__5727_1549357401)

[Sample Call 27](#__RefHeading__5729_1549357401)

[Parameters 27](#__RefHeading__5731_1549357401)

[XML Response 27](#__RefHeading__5733_1549357401)

[Error Response Codes 28](#__RefHeading__5735_1549357401)

[most rated items 28](#__RefHeading__5737_1549357401)

[Sample Call 28](#__RefHeading__5739_1549357401)

[Parameters 28](#__RefHeading__5741_1549357401)

[XML Response 29](#__RefHeading__5743_1549357401)

[Error Response Codes 30](#__RefHeading__5745_1549357401)

[best rated items 30](#__RefHeading__5747_1549357401)

[Sample Call 30](#__RefHeading__5749_1549357401)

[Parameters 30](#__RefHeading__5751_1549357401)

[Example Response 30](#__RefHeading__5753_1549357401)

[Error Response Codes 31](#__RefHeading__5755_1549357401)

[worst rated items 31](#__RefHeading__5757_1549357401)

[Sample Call 31](#__RefHeading__5759_1549357401)

[Parameters 31](#__RefHeading__5761_1549357401)

[XML Response 32](#__RefHeading__5763_1549357401)

[Error Response Codes 33](#__RefHeading__5765_1549357401)

The SE light API is able to receive actions from or send recommendations to your web application in REST style. All user actions sent to SE light are analyzed by the ruleminer, which runs once a day by default. If significant similarities in user behaviour can be found, recommendations are generated and are accessable instantly using the recommendation web services. The evaluation service of SE light supports the actions view, buy and rate together with the corresponding recommendation functions otherusersalsoviewed, otherusersalsobought and itemsratedgoodbyotherusers.

Note that it is not necessary to upload your item information - all information about your items is collected from the view/buy/rate actions.

The recommendations are calculated with an algorithm for market basket analysis. In order to support quick evaluation, the significance levels are set very low: as soon as two different users perform the same action on the same two items recommendations are generated API

The SE light API allows you to call methods that respond in XML or JSON. Individual methods are detailed in this document. You can call a method by using an HTTP GET to retrieve XML

[https:/selight1.smartengine.at/se-light/api/1.0/](https://selight1.smartengine.at/se-light/api/1.0/) [method]

along with method specific arguments. Using

<https://selight1.smartengine.at/selight-web/api/1.0/json/>[method]

will return the result in JSON style. Click here for a demonstration on how to use SE light together with JSON queries.

Every method requires your API Key (12d576ff43a9dcffcf296058ab17a) and a tenantId (e.g. SELIGHT\_DEMO) as input parameters.

Where applicable, the maximum number of results returned is 15. Import API

To use the Import API, the Security Token (b08f41cfa92b430538146cf474116c6d), which is generated as soon you sign in, has to be used in every Import API call. You can copy the Token form the section on the left under the API key or you can retrieve the Token from

[webapp path]/operator/signin?operatorId=USER&password=PASSWORD

which returns an xml like

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<action>signin</action>

<success code="105" message="User is signed in!"/>

<token>b08f41cfa92b430538146cf474116c6d</token>

</selight>

The token is invalidated when you sign out or as soon another user with the same credentials signs in. Note: During an import, make sure no one else signs in under your account, otherwise you will have to update the security token.

Encoding

Use UTF-8 encoding when sending arguments to API methods.

Actions

* 1. view
     1. Sample Call

api/1.0/view?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO& itemid=42& itemdescription=Fatboy Slim - The Rockafeller Skank& itemurl=/item/fatboyslim&itemimageurl=http://localhost:8080/selight-web/img/covers/fatboyslim.jpg& userid=24EH1723322222A3& sessionid=F3D4E3BE31EE3FA069F5434DB7EC2E34&actiontime=01\_01\_2009\_23\_59\_59&itemtype=ITEM

* + 1. Parameters

|  |  |
| --- | --- |
| apikey | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") |
| itemid | *required*  A requried item id to identify an item on your Website. (e.g. "ID001") |
| itemdescription | *required*  A required item description that is displayed when showing recommendations on your Website. (e.g. "the frog") |
| itemurl | *required*  A required item url that links to the item page on your Website. **Note:**Please encode &'s in url with %26 |
| userid | *optional*  An optional anonymised id of a user. (e.g. "24EH1723322222A3") |
| itemimageurl | *optional*  An optional item image url that links to a image of the item. **Note:**Please encode &'s in url with %26 |
| actiontime | *optional; default: the current system time*  An optional action time parameter that overwrites the current timestamp of the action. The parameter has the format "dd\_MM\_yyyy\_HH\_mm\_ss" (e.g."01\_01\_2009\_23\_59\_59"). |
| itemtype | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<action>view</action>

<tenantid>SELIGHT\_DEMO</tenantid>

<userid>24EH1723322222A3</userid>

<sessionid>F3D4E3BE31EE3FA069F5434DB7EC2E34</sessionid>

<item>

<id>42</id>

<itemType>ITEM</itemType>

<description>Fatboy Slim - The Rockafeller Skank</description>

<url>/item/fatboyslim</url>

<imageurl/>

</item>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="301" message="Item requires an id!"

code="303" message="Item requires a description!"

code="304" message="Item requires a URL!"

code="401" message="A session id is required!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. buy

This action should be raised if a user buys an item.

* + 1. Sample Call

api/1.0/buy?apikey=12d576ff43a9dcffcf296058ab17a&tenantid=SELIGHT\_DEMO&itemid=42& itemdescription=FatboySlim%20%20The%20Rockafeller%20Skank&itemurl=/item/fatboyslim&itemimageurl=/img/covers/fatboyslim.jpg&userid=24EH1723322222A3&sessionid=F3D4E3BE31EE3FA069F5434DB7EC2E34&actiontime=01\_01\_2009\_23\_59\_59&itemtype=ITEM

* + 1. Parameters

|  |  |
| --- | --- |
| apikey | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") |
| itemid | *required*  A requried item id to identify an item on your Website. (e.g. "ID001") |
| itemdescription | *required*  A required item description that is displayed when showing recommendations on your Website. (e.g. "the frog") |
| itemurl | *required*  A required item url that links to the item page on your Website. **Note:**Please encode &'s in url with %26 |
| userid | *optional*  An optional anonymised id of a user. (e.g. "24EH1723322222A3") |
| itemimageurl | *optional*  An optional item image url that links to a image of the item. **Note:**Please encode &'s in url with %26 |
| actiontime | *optional; default: the current system time*  An optional action time parameter that overwrites the current timestamp of the action. The parameter has the format "dd\_MM\_yyyy\_HH\_mm\_ss" (e.g."01\_01\_2009\_23\_59\_59"). |
| itemtype | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>buy</action>

<userid>24EH1723322222A3</userid>

<sessionid>F3D4E3BE31EE3FA069F5434DB7EC2E34</sessionid>

<item>

<id>42</id>

<type>ITEM</type>

<description>Fatboy Slim - The Rockafeller Skank</description>

<url>/item/fatboyslim</url>

<imageurl/>

</item>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="301" message="Item requires an id!"

code="303" message="Item requires a description!"

code="304" message="Item requires a URL!"

code="401" message="A session id is required!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. rate

Action: rate

This action should be raised if a user rates an item.

* + 1. Sample Call

api/1.0/rate?apikey=12d576ff43a9dcffcf296058ab17a&tenantid=SELIGHT\_DEMO &itemid=42& itemdescription=Fatboy Slim%20-%20The Rockafeller Skank& itemurl=/item/fatboyslim&itemimageurl=http%3A//localhost:8080/selight-web/img/covers/fatboyslim.jpg& userid=24EH1723322222A3& sessionid=F3D4E3BE31EE3FA069F5434DB7EC2E34&ratingvalue=10& actiontime=01\_01\_2009\_23\_59\_59&itemtype=ITEM

* + 1. Parameters

|  |  |
| --- | --- |
| apikey | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") |
| itemid | *required*  A requried item id to identify an item on your Website. (e.g. "ID001") |
| ratingvalue | *required*  A required rating value for the item. The value must be an Integer in the range from 1 to 10. (e.g. 5) |
| itemdescription | *required*  A required item description that is displayed when showing recommendations on your Website. (e.g. "the frog") |
| itemurl | *required*  A required item url that links to the item page on your Website. **Note:**Please encode &'s in url with %26 |
| userid | *optional*  An optional anonymised id of a user. (e.g. "24EH1723322222A3") |
| itemimageurl | *optional*  An optional item image url that links to a image of the item. **Note:**Please encode &'s in url with %26 |
| actiontime | *optional; default: the current system time*  An optional action time parameter that overwrites the current timestamp of the action. The parameter has the format "dd\_MM\_yyyy\_HH\_mm\_ss" (e.g."01\_01\_2009\_23\_59\_59"). |
| itemtype | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |
| quantity | *optional;*  The quantity of bought item. |
| unitprice | *optional*  The unit price for bought item. The total equals the multiplication of quantity and unit price. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>rate</tenantid>

<action>rate</action>

<userid>24EH1723322222A3</userid>

<sessionid>F3D4E3BE31EE3FA069F5434DB7EC2E34</sessionid>

<item>

<id>42</id>

<type>ITEM</type>

<description>Fatboy Slim - The Rockafeller Skank</description>

<ratingValue>10</ratingValue>

<url>/item/fatboyslim</url>

<imageurl/>

</item>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="301" message="Item requires an id!"

code="303" message="Item requires a description!"

code="304" message="Item requires a URL!"

code="305" message="Item requires a valid Rating Value!"

code="401" message="A session id required!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

Recommendations

* 1. other users also viewed

Users who viewed the specified item also viewed the returned items. At most 15 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/otherusersalsoviewed?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&itemid=42&userid=24EH1723322222A3&itemtype=ITEM&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| itemid | | *required*  A requried item id to identify an item on your Website. (e.g. "ID001") |
| userid | | *optional*  An optional anonymised id of a user (e.g. "24EH1723322222A3"). If this parameter is provided items viewed by this user are suppressed. |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. |
| itemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.) you are looking for. If not supplied the default value ITEM will be used. |
| requesteditemtype | | *optional; default:ITEM*  An optional type of an item (e.g. IMAGE, VIDEO, BOOK, etc.) to filter the returned items. If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1.

Example Response:

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>otherUsersAlsoViewed</action>

<user>

<id>24EH1723322222A3</id>

</user>

<baseitem>

<item>

<id>42</id>

<type>ITEM</type>

<description>Fatboy Slim - The Rockafeller Skank</description>

<url>

/item/fatboyslim

</url>

<imageurl/>

</item>

</baseitem>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl/>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. other users also bought

Users who bought the specified item also bought the items returned by this method. At most 15 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/otherusersalsobought?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&itemid=42&userid=24EH1723322222A3&itemtype=ITEM&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| itemid | | *required*  A requried item id to identify an item on your Website. (e.g. "ID001") |
| userid | | *optional*  An optional anonymised id of a user (e.g. "24EH1723322222A3"). If this parameter is provided items viewed by this user are suppressed. |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. |
| itemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |
| requesteditemtype | | *optional; default:ITEM*  An optional type of an item (e.g. IMAGE, VIDEO, BOOK, etc.) to filter the returned items. If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. toggle Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>otherUsersAlsoBought</action>

<user>

<id>24EH1723322222A3</id>

</user>

<baseitem>

<item>

<id>42</id>

<type>ITEM</type>

<description>Fatboy Slim - The Rockafeller Skank</description>

<url>

/item/fatboyslim

</url>

<imageurl/>

</item>

</baseitem>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl/>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. items rated good by other users

Users who rated the specified item 'good' did the same with items returned by this method. At most 15 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/itemsratedgoodbyotherusers?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&itemid=42&userid=24EH1723322222A3&itemtype=ITEM&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| itemid | | *required*  A requried item id to identify an item on your Website. (e.g. "ID001") |
| userid | | *optional*  An optional anonymised id of a user (e.g. "24EH1723322222A3"). If this parameter is provided items viewed by this user are suppressed. |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. |
| itemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |
| requesteditemtype | | *optional; default:ITEM*  An optional type of an item (e.g. IMAGE, VIDEO, BOOK, etc.) to filter the returned items. If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. toggleExample Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>itemsRatedGoodByOtherUsers</action>

<user>

<id>24EH1723322222A3</id>

</user>

<baseitem>

<item>

<id>42</id>

<type>ITEM</type>

<description>Fatboy Slim - The Rockafeller Skank</description>

<url>

/item/fatboyslim

</url>

<imageurl/>

</item>

</baseitem>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboyz

</url>

<imageurl/>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. recommendations for user

This recommendation shows items for a given user id. The latest items that where viewed by the given user are used to find items that where also viewed by other users. If a user has no viewing history or the viewed items have no items that where viewed by other users, an empty list is returned. You might want to display other recommendations like most viewed items or most bought items of the last week to the user instead. At most 15 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/recommendationsforuser?apikey=12d576ff43a9dcffcf296058ab17a&tenantid=SELIGHT\_DEMO&userid=24EH1723322222A3&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| userid | | *required*  A required anonymised id of a user. (e.g. "24EH1723322222A3") |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. |
| requesteditemtype | | *optional; default:ITEM*  An optional type of an item (e.g. IMAGE, VIDEO, BOOK, etc.) to filter the returned items.If not supplied the default value ITEM will be used. |
| actiontype | | *optional; default:VIEW*  Allows to define which actions of a user are considered when creating the personalized recommendation. Valid values are: VIEW, RATE, BUY or any other custom action type you created. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>recommendationsForUser</action>

<user>

<id>24EH1723322222A3</id>

</user>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl/>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="403" message="No Userd Id given!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. related items

This API is used to return rules generated by SE light Plugins. At most 15 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/relateditems?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&itemid=42&userid=24EH1723322222A3&itemtype=ITEM&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| itemid | | *required*  A requried item id to identify an item on your Website. (e.g. "ID001") |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. |
| itemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |
| assoctype | | *optional; default:IS\_RELATED*  An optional assoc type that denotes the type of recommendation (e.g. BOUGHT\_TOGETHER , GOOD\_RATED\_TOGETHER , etc.) you want to retrieve. If not supplied the default value IS\_RELATED will be used. |
| requesteditemtype | | *optional; default:ITEM*  An optional type of an item (e.g. IMAGE, VIDEO, BOOK, etc.) to filter the returned items. If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1.

Example Response:

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>relatedItems</action>

<user>

<id>24EH1723322222A3</id>

</user>

<baseitem>

<item>

<id>42</id>

<type>ITEM</type>

<description>Fatboy Slim - The Rockafeller Skank</description>

<url>

/item/fatboyslim

</url>

<imageurl/>

</item>

</baseitem>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl/>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="No user ID given!"

code="912" message="Operation failed! actionType XXX not found for tenant YYY"

* 1. action history for user

This API is used to return the last actions performed by a user and can be used to present a browsing history for a user in a store.

* + 1. Sample Call

tenantid=SELIGHT\_DEMO&userid=24EH1723322222A3

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| userid | | *required*  A requried user id to identify a user of your Website. (e.g. "ID001") |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. |
| requesteditemtype | | *optional*  An optional type of an item (e.g. IMAGE, VIDEO, BOOK, etc.) to filter the returned items. If not supplied items of all types are returned. |
| actiontype | | *optional;Default=VIEW*  An optional type of the actions e.g. VIEW, BUY, RATE, etc.) the user performed on the returned items. If not supplied the history of viewing actions is returned. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1.

Example Response:

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>actionhistory</action>

<user>

<id>24EH1723322222A3</id>

</user>

<baseitem>

<item>

<id>42</id>

<type>ITEM</type>

<description>Fatboy Slim - The Rockafeller Skank</description>

<url>

/item/fatboyslim

</url>

<imageurl/>

</item>

</baseitem>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl/>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

Item Type

* 1. item types

If you want to load all item types of your tenant you can use the following API call

* + 1. Sample Call

/api/1.0/itemtypes?apikey=12d576ff43a9dcffcf296058ab17a&tenantid=SELIGHT\_DEMO

* + 1. Parameters

|  |  |
| --- | --- |
| apikey | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. The <value>-tag indicates how often an item was viewed. Example Response

<selight>

<tenantId>SELIGHT\_DEMO</tenantId>

<itemTypes>

<itemType>FISHING\_UTILITIES</itemType>

<itemType>DVD</itemType>

<itemType>BOOKS</itemType>

<itemType>ITEM</itemType>

</itemTypes>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

code="701" message="The provided cluster does not exist!"

Cluster

* 1. clusters

This API call will return all cluster names of a given tenant.

* + 1. Sample Call

/api/1.0/clusters?apikey=12d576ff43a9dcffcf296058ab17a&tenantid=SELIGHT\_DEMO

* + 1. Parameters

|  |  |
| --- | --- |
| apikey | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. The <value>-tag indicates how often an item was viewed. Example Response

<selight>

<tenantId>SELIGHT\_DEMO</tenantId>

<clusters>

<cluster>

<description>The root object of every cluster hierarchy. Cannot be removed!</description>

<name>CLUSTERS</name>

</cluster>

<cluster>

<description/>

<name>SUMMERSALE2009</name>

</cluster>

<cluster>

<description/>

<name>SUMMERSALE2010</name>

</cluster>

<cluster>

<description/>

<name>SUMMERSALE2011</name>

</cluster>

<cluster>

<description/>

<name>SPORTSPECIAL</name>

</cluster>

</clusters>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

code="701" message="The provided cluster does not exist!"

code="700", message="Cluster id required!"

* 2. items of cluster

This API will return all items of a given cluster.

* + 1. Sample Call

http://localhost:8080/api/1.0/itemsofcluster?apikey=12d576ff43a9dcffcf296058ab17a&tenantid=SELIGHT\_DEMO&clusterid=IST

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| clusterid | | *required*  The response will contain the items of the cluster with the required id used here. Note: the clusterid is the name of the cluster. |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. (e.g. 10) |
| strategy | | *optional*  An optional parameter that allows you to specify a strategy based on which the items are selected from the given cluster. Valid values are RANDOM, NEWEST and BEST.  RANDOM: returns random items that belong to the given cluster  NEWEST: returns the items of a cluster sorted that the items added more recently are at the top of the list  BEST: returns the items with the highest association to the given cluster at the top of the list (Note: currently only useful with plugin generated clusters; items added via the Admin GUI or CSV upload all have the same association to a cluster)  The default strategy is NEWEST. |
| usefallback | | *optional*  Clusters can be organized in a hierarchical way in the Admin GUI to take the form of a tree. If this usefallback is set to 'true', SE light tries to traverse the cluster hierarchy and adds items from sibling and parent clusters to the returned recommendation in case the given cluster only has less that 'numberOfResults' matching items. |
| requesteditemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. Example Response

<selight>

<action>itemsofcluster</action>

<recommendeditems>

<item>

<creationDate>2010-04-26 17:36:21.0</creationDate>

<description>Fatboyslim - The Rockafeller S</description>

<imageUrl>http://demo.localhost/img/covers/fatboyslim.jpg</imageUrl>

<id>42</id>

<itemType>ITEM</itemType>

<url>http://demo.localhost/item/fatboyslim/</url>

</item>

<item>

<creationDate>2010-04-26 17:36:21.0</creationDate>

<description>Beastie Boys - Intergalac</description>

<imageUrl>http://image.localhost:8080/img/covers/beastieboys.jpg</imageUrl>

<id>43</id>

<itemType>ITEM</itemType>

<url>https://music.localhost/explorer.form?trackid=1756860</url>

</item>

<item>

<creationDate>2010-04-26 17:36:21.0</creationDate>

<description>Gorillaz - Clint Eastwood rofl</description>

<imageUrl>http://image.localhost:8080/img/covers/gorillaz.jpg</imageUrl>

<id>44</id>

<itemType>ITEM</itemType>

<url>http://music.localhost/explorer.form?trackid=1369718</url>

</item>

</recommendeditems>

<tenantid>SELIGHT\_DEMO</tenantid>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

code="701" message="The provided cluster does not exist!"

code="700", message="Cluster id required!"

Community Rankings

* 1. most viewed items

This community ranking shows items that were viewed most by all users. 50 items are returned at most, results are sorted by relevance.

* + 1. Sample Call

api/1.0/mostvieweditems?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&timeRange=ALL&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. (e.g. 10) |
| timeRange | | *optional*  An optional parameter to determine the time range. This parameter may be set to one of the following values:  • DAY: most viewed items within the last 24 hours.  • WEEK: most viewed items within the last week.  • MONTH: most viewed items within the last month.  • ALL (default): if no value or this value is given, the most viewed items of all time will be shown. |
| requesteditemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. The <value>-tag indicates how often an item was viewed. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>mostViewedItems</action>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl>

/img/covers/beastieboys.jpg

</imageurl>

<value>

111.0

</value>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. most bought items

This community ranking shows items that were bought the most. No more than 50 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/mostboughtitems?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&numberOfResults=10&timeRange=ALL&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. (e.g. 10) |
| timeRange | | *optional*  An optional parameter to determine the time range. This parameter may be set to one of the following values:  • DAY: most viewed items within the last 24 hours.  • WEEK: most viewed items within the last week.  • MONTH: most viewed items within the last month.  • ALL (default): if no value or this value is given, the most viewed items of all time will be shown. |
| requesteditemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. The <value>-tag indicates how often an item was bought. toggleExample Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>mostBoughtItems</action>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl>

/img/covers/beastieboys.jpg

</imageurl>

<value>

111.0

</value>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. most rated items

This community ranking shows items that were rated the most. No more than 50 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/mostrateditems?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&numberOfResults=10&timeRange=ALL&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. (e.g. 10) |
| timeRange | | *optional*  An optional parameter to determine the time range. This parameter may be set to one of the following values:  • DAY: most viewed items within the last 24 hours.  • WEEK: most viewed items within the last week.  • MONTH: most viewed items within the last month.  • ALL (default): if no value or this value is given, the most viewed items of all time will be shown. |
| requesteditemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. The <value>-tag indicates how often an item was rated. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>mostRatedItems</action>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl>

/img/covers/beastieboys.jpg

</imageurl>

<value>

111.0

</value>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. best rated items

This community ranking shows the best rated items. Rating values range from 1 to 10. The ranking only includes items that have an average ranking value greater than 5.5. No more than 50 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/bestrateditems?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&numberOfResults=10&timeRange=ALL&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. (e.g. 10) |
| timeRange | | *optional*  An optional parameter to determine the time range. This parameter may be set to one of the following values:  • DAY: most viewed items within the last 24 hours.  • WEEK: most viewed items within the last week.  • MONTH: most viewed items within the last month.  • ALL (default): if no value or this value is given, the most viewed items of all time will be shown. |
| requesteditemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>bestRatedItems</action>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl>

http://localhost/img/covers/beastieboys.jpg

</imageurl>

<value>

8.7

</value>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"

* 1. worst rated items

This community ranking shows the worst rated items. Rating values range from 1 to 10. The ranking only includes items that have an average ranking value less than 5.5. No more than 50 items are returned, results are sorted by relevance.

* + 1. Sample Call

api/1.0/worstrateditems?apikey=12d576ff43a9dcffcf296058ab17a& tenantid=SELIGHT\_DEMO&numberOfResults=10&timeRange=ALL&requesteditemtype=ITEM

* + 1. Parameters

|  |  |  |
| --- | --- | --- |
| apikey | | *required*  The required API Key to access this service. (e.g. "12d576ff43a9dcffcf296058ab17a") |
| tenantid | | *required*  The required tenant id to identify your Website. (e.g. "SELIGHT\_DEMO") |
| sessionid | *required*  A required session id of a user. (e.g. "F3D4E3BE31EE3FA069F5434DB7EC2E34") | |
| numberOfResults | | *optional*  An optional parameter to determine the number of results returned. (e.g. 10) |
| timeRange | | *optional*  An optional parameter to determine the time range. This parameter may be set to one of the following values:  • DAY: most viewed items within the last 24 hours.  • WEEK: most viewed items within the last week.  • MONTH: most viewed items within the last month.  • ALL (default): if no value or this value is given, the most viewed items of all time will be shown. |
| requesteditemtype | | *optional; default:ITEM*  An optional item type that denotes the type of the item (e.g. IMAGE, VIDEO, BOOK, etc.). If not supplied the default value ITEM will be used. |

* + 1. XML Response

The response format is in XML endcoded in ISO-8859-1. The <value>-tag shows the average rating value of this item. Example Response

<?xml version="1.0" encoding="ISO-8859-1"?>

<selight>

<tenantid>SELIGHT\_DEMO</tenantid>

<action>worstRatedItems</action>

<recommendeditems>

<item>

<id>43</id>

<type>ITEM</type>

<description>Beastie Boys - Intergalactic</description>

<url>

/item/beastieboys

</url>

<imageurl>

/img/covers/beastieboys.jpg

</imageurl>

<value>

8.7

</value>

</item>

</recommendeditems>

</selight>

* + 1. Error Response Codes

code="299" message="Wrong APIKey/Tenant combination!"

code="300" message="Item does not exist!"

code="912" message="Operation failed! itemType XXX not found for tenant YYY"