

Search123 XML Implementation Guide - YSM

Please send all questions regarding the implementation of Search123's XML feed to support.uk@search123.com.

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Request URI Format

[http://cgi.search123.uk.com/xmlfeed?aid=<aid>&query=<string>&ip=<octet-string>&uid=<1>&client_ref=<predicted_referrer>&client_ua=<HTTP_USER_AGENT>&usid=<user_session_id>\[&start=n\]\[&size=n\]\[&adult=NO\]](http://cgi.search123.uk.com/xmlfeed?aid=<aid>&query=<string>&ip=<octet-string>&uid=<1>&client_ref=<predicted_referrer>&client_ua=<HTTP_USER_AGENT>&usid=<user_session_id>[&start=n][&size=n][&adult=NO])

Required Parameters

Parameter	Acceptable Value(s)	Description
aid	Numeric string	Affiliate identification, assigned by Search123.uk.com
query	cheap+flights	Search keyword or phrase (100 characters maximum). This value must be url encoded.
ip	127.0.0.1 (example)	IP address of the user viewing the search results on your site. (period delimited, four-octet string).
uid	s123_12307	A Unique Identifier number use to ensure traffic quality

		with some partners. You may hardcode &uid=1 into your request query. A Unique Identifier number used to ensure traffic quality with some partners. We suggest that you use s123_12307 , where you insert the Traffic Partner ID from your system.
client_ref	http%3A%2F%2Fwww.yoursite.com%2Fthe_page%2Fthe_user%2Fis_on.php%3Fid%3D1%26name%3D2	The page which the user is on when the search is made. NOT the value in the HTTP_REFERER header. This value must be url encoded. See the client_ref discussion below this table for more information.
client_ua	Mozilla%2F5.0+%28X11%3B+U%3B+Linux+i686%3B+en-US%3B+rv%3A1.8.1.3%29+Gecko%2F20061201+Firefox%2F2.0.0.3+%28Ubuntu-feisty%29	The value of the HTTP_USER_AGENT your user is sending in their headers. This value must be url encoded.
usid	70b7d53f45381c2add846861db8f1cf7.1176392818	See " User Sessions " section.

* **client_ref**

To create the client_ref value you must tell us the protocol, domain name and the name of the page the user is currently on.

e.g.

http://www.yoursite.com/the_page_the_user_is_on.php?id=1&name=2

And the encoded version:

http%3A%2F%2Fwww.yoursite.com%2Fthe_page%2Fthe_user%2Fis_on.php%3Fid%3D1%26name%3D2

The main issue here is **NOT** to send us the value in the user's HTTP_REFERER header as this will be the page they were on *before* they arrived on the current page.

Some code examples for generating this value follow:

PHP:

```
<?
if (getenv('HTTPS')) {
    $my_protocol = "https://";
}
else {
    $my_protocol = "http://";
}

$my_client_ref = $my_protocol . getenv('SERVER_NAME') . getenv('REQUEST_URI');
?>
```

ASP:

```
<%
if request.ServerVariables("HTTPS") = "off" then
    my_protocol = "http://"
else
    my_protocol = "https://"
end if

my_client_ref = my_protocol & request.ServerVariables("HTTP_HOST") & _
                request.ServerVariables("SCRIPT_NAME") & _
                "?" & request.ServerVariables("QUERY_STRING")

%>
```

Perl:

```
#!/usr/bin/perl
use strict;

print "Content-type: text/html\n\n";

my $protocol = lc($ENV{SERVER_PROTOCOL});
$protocol =~ s/[0-9]\.[0-9]*/$1:\w/gi;

my $client_ref = $protocol . $ENV{SERVER_NAME} . $ENV{REQUEST_URI};
```

Optional Parameters

Parameter	Acceptable Value(s)	Description
start	Numeric String Values 1- 20	Index number (base 0) of the first listing to return from the entire result set. If the 'start' parameter is not included or out of range, the returned result set will begin with listing one of n (integer).
size	Numeric String Values 1- 20	Maximum number of listings to return. A default and maximum of 20 listings will be returned per request (integer).
adult	NO	Where content level is known, do not return adult listings (NO is the only value recognized).
market	Two letter code for the market(s) you are approved for.	Your account manager will let you know for which markets you are approved for.

User Sessions

You must create a cookie the first time a user makes a call to Search123 on your site. This cookie needs to have a life of 30 minutes. You must set a value in this cookie which will be used as the session id. This session id must be constructed as a hash (MD5).

The format is:

hash({aid}{user_agent}{remote_ip}{request_time})

You must add a dot (.) and then the time to the end of this hash:

.{request_time}

For example in PHP you would do:

```

// check session cookie
if(isset($HTTP_COOKIE_VARS['s123user'])) {
    $sSessionID = $HTTP_COOKIE_VARS['s123user'];
}
else {
    $sSessionID = hash('md5',$sPartnerAID
        . $_SERVER['HTTP_USER_AGENT']
        . $_SERVER['REMOTE_IP']
        . $_SERVER['REQUEST_TIME']
    );
    $sSessionID = $sSessionID . '.' . time();
    setcookie('s123user', $sSessionID, time()+60*30, "/");
}

```

You must then send us this session id with every call to our XML feed using the usid= parameter.

e.g.

http://cgi.search123.uk.com/xmlfeed?aid=<your aid>&QUERY=loan&client_ref=localhost/php_kit/search.php&client_ua=Mozilla%2F5.0+;%28X11%3B+U%3B+Linux+i686%3B+en-US%3B+rv%3A1.8.1.3%29+Gecko%2F20060601+Firefox%2F2.0.0.3+%28Ubuntu-edgy%29&START=0&SIZE=20&UID=117637396698&IP=127.0.0.1&usid=70b7d53f45381c2add846861db8f1cf7.1176392818&market=us

XML Response Definitions

"XML-Search" Response Format:

```

<response>
  <sponsored>
    <ads>
      <ad>
        <title></title>
        <description></description>
        <favicon></favicon>
        <display_url></display_url>
        <url></url>
        <sitelinks>
          <sitelink>
            <title></title>
            <url></url>
          </sitelink>
        </sitelinks>
        <rank></rank>
      </ad>
    </ads>
  </sponsored>
</response>

```

```
</ad>
</ads>
</sponsored>
</response>
```

XML Attribute Definitions

Zero or more of these tags may be returned per search request.

- url: Use this tag to link to the website.
- display_url: Actual URL of the listing for reference only. Note: DO NOT USE THIS LINK FOR CLICKS!
- title: Title of the listing, 50characters maximum. May contain basic HTML tags eg: and .
- description: Detailed description of the listing, 190 characters maximum. May contain basic HTML tags eg: &
- favicon: The URL for a favicon to display, if applicable
- sitelinks : additional deep links to an advertiser, there can be none or up to six title and url pairs. The number of sitelinks returned cannot be set, but is chosen by the advertiser