**智能投放系统**

**接入文档**

修订

|  |  |  |  |
| --- | --- | --- | --- |
| **时间** | **版本号** | **维护人** | **维护内容** |
| 2013-05-22 | 1.0 | Jofeechen | 创建该文档 |
| 2013-06-25 | 2.0 | Johnsonzhu | 补充直接获取商品池接口 |
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# 概述

## 什么是投放？

* + 若干内容池
  + 若干有特征的用户（年龄、地域、时间等）
  + 根据一定的特征规则，向不同的用户给出不同的内容

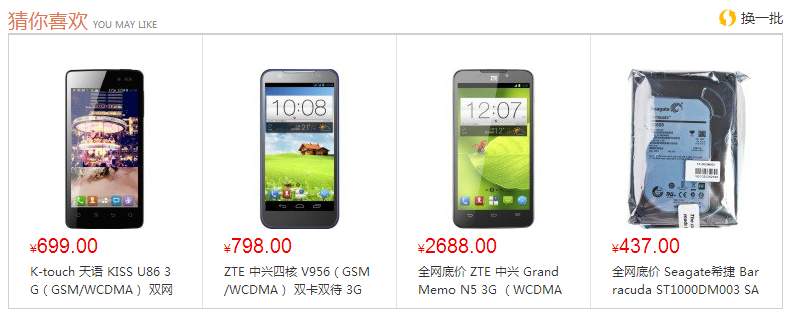
## 投放系统基础架构

## 投放系统支持的内容

### 个性化商品推荐

投放系统后台对接BI，可根据用户行为推荐用户感兴趣的商品。

例如，易迅首页猜你喜欢：



商详页面的关联推荐：



### CMS商品池内容

投放系统可根据一定的策略维度，对用户输出不同CMS商品池的商品或者图片内容。

### CMS商品池+BI

在1.3.2基础上，投放系统可通过BI对商品池内容进行筛选排序，给用户输出更个性化的商品内容。

例如，易迅首页的手机楼层商品：



# 投放接入

## 按投放位置投放CGI

<http://s0.smart.51buy.com/w/tf/gettfx?tfid=100001>

其中，

* s0.smart.51buy.com为投放域名，按业务特性进行区分，域名分配请参考[投放域名分配](#_投放域名分配)。
* tfid=100001为投放ID，由投放系统分配。每个投放ID对应一个页面投放位，由投放管理后台配置该投放位的投放策略和投放内容（如投放的商品池ID，商品数量等）。

可选参数包括：

|  |  |  |  |
| --- | --- | --- | --- |
| 参数 | 含义 | 可选值 | 说明 |
| type | 输出的内容格式  （参考投放内容格式） | 无 | 不携带type参数则默认为HTML页面片js |
| json | Json格式数据 |
| jsonp | Jsonp格式数据，需同时指定callback参数 |
| callback | 回调函数 | 字母/数字/下划线 | 当type=jsonp时需指定 |
| biReserved | 透传给BI的参数 |  | 对于接入BI的场景，因不同业务需传给BI的参数不同，具体参数需由业务方跟BI业务侧接口人(rackyli)协商。 |
| biReserved参数格式：  biReserved=biLow,biHi,biMid:P1,P2,P3,P4,P5,P6-itemId:P1,P2,P3,P4,P5,P6  参数皆为整数。   * biLow,biHi,biMid：BI场景ID的低32位，高16位（业务方ID），中16位（业务方业务ID）。若需给具体场景指定参数，可指定。否则，可填0。 * P1,P2,P3,P4,P5,P6：对应场景的扩展参数，最大6个参数。 * itemId：关联推荐场景关联的商品ID * P1,P2,P3,P4,P5,P6：关联商品的相关扩展参数，最大6个参数。   例如商详关联推荐：  biReserved=0-129105:138,4001  129105为商品ID，138为类目ID，4001为仓ID。 | | |
| encode | 输出内容的编码格式 | 无 | 默认utf8 |
| utf8 | UTF8格式内容 |
| gbk | GBK格式内容 |
| skey | 策略参数，用于投放系统的策略选择 |  | 视具体业务而定 |

## 按商品池投放CGI

<http://s0.smart.51buy.com/w/tf/gettfxbypid?tfid=search&poolparam=30:3:3:::1,36:2:2&type=json>

其中，

* s0.smart.51buy.com为投放域名，按业务特性进行区分，域名分配请参考[投放域名分配](#_投放域名分配)。
* tfid= search为投放位id，用以表示请求来源
* poolparam为投放商品池信息，poolparam字段包括以下内容：

poolId:num:leastNum:biHi:biMid:termOffset:term，多个商品池用","隔开。

   字段分别代表商品池ID、商品个数、最少商品个数（如果获取商品池商品不足，自动从容错商品池补足商品到最少个数）、接入BI参数HI、接入BI参数MID、期数偏移量、期数。

可选参数包括：

|  |  |  |  |
| --- | --- | --- | --- |
| 参数 | 含义 | 可选值 | 说明 |
| type | 输出的内容格式  （参考投放内容格式） | 无 | 不携带type参数则默认为HTML页面片js |
| json | Json格式数据 |
| jsonp | Jsonp格式数据，需同时指定callback参数 |
| callback | 回调函数 | 字母/数字/下划线 | 当type=jsonp时需指定 |
| biReserved | 透传给BI的参数 |  | 对于接入BI的场景，因不同业务需传给BI的参数不同，具体参数需由业务方跟BI业务侧接口人(rackyli)协商。 |
| biReserved参数格式：  biReserved=biLow,biHi,biMid:P1,P2,P3,P4,P5,P6-itemId:P1,P2,P3,P4,P5,P6  参数皆为整数。   * biLow,biHi,biMid：BI场景ID的低32位，高16位（业务方ID），中16位（业务方业务ID）。若需给具体场景指定参数，可指定。否则，可填0。 * P1,P2,P3,P4,P5,P6：对应场景的扩展参数，最大6个参数。 * itemId：关联推荐场景关联的商品ID * P1,P2,P3,P4,P5,P6：关联商品的相关扩展参数，最大6个参数。   例如商详关联推荐：  biReserved=0-129105:138,4001  129105为商品ID，138为类目ID，4001为仓ID。 | | |
| encode | 输出内容的编码格式 | 无 | 默认utf8 |
| utf8 | UTF8格式内容 |
| gbk | GBK格式内容 |

## BI相关

BI场景需从cookie中获取用户相关信息：

Cookie:

y\_guid=2FAEE8EDCFA9DA; ssuserid=1345114557052; \_\_utma=233236186.1155265214.1342163935.1347499883.1348796339.9; pgv\_pvi=3749399552; flv=11.7 r700; r\_cookie=135631567802; fresherTipFlag=1; pvid=2647383036; o\_cookie=44313500; y\_source=1151000001300000; indextopadv\_sz=1; uin=44313500; yx\_uid=17174636; yx\_uin=44313500; vinfo=1369128412; ls=tuan; prid=200\_158; wsid=4001; event\_icson\_ts9150=1369273900; event\_icson\_sn9150=61ff8dffba40e07065afba56138c973b; event\_icson\_ts6381=1369274810; event\_icson\_sn6381=c5302dece6f22ae08a747375fb4a3a4d; y\_rfid=1000%7C1291051; pgv\_info=ssid=s5161137932; pgv\_pvid=2647383036; visited\_pids=129105%2C445427%2C274506%2C301795%2C70428%2C421878; y\_track=1151000001300000-100015000-0-0.1; buy\_uin=44313500; visitkey=34256346971879237

Host:

s2.smart.51buy.com

Referer:

http://item.51buy.com/item-129105.html?YTAG=1.100015000&DAP=15296930044342729861:563798686203645857:64:129105

所需cookie包括：

* 用户Uin

按优先级取以下字段作为uin的值：yx\_uin、uin、buy\_uin、pt2gguin、uin\_cookie、o\_cookie、luin

* 易迅uid

按优先级取以下字段作为uid的值：yx\_uid、uid

* visitkey
* 仓ID wsid
* 区域ID prid

# 投放域名分配

* s0.smart.51buy.com 通用业务（用于请求业务量较小的业务）
* s1.smart.51buy.com 首页专用
* s2.smart.51buy.com 商详页专用
* s3.smart.51buy.com 无线手机端业务
* s4.smart.51buy.com 每日精选等QQ客户端
* s5.smart.51buy.com 活动卖场
* s6.smart.51buy.com 搜索
* s7.smart.51buy.com 购物流程

# 投放输出内容格式

## HTML JS

HTML页面片投放需指定对应的页面片模版，投放系统采用Google CTemplate 模版。

页面片内容对应的js（示例中橙色部分）也可在后台指定。不指定则采用默认js。

DEMO：

<http://s1.smart.51buy.com/w/tf/gettfx?tfid=100001>

|  |  |
| --- | --- |
|  | **(function(){ try{ var html= '** <!--首页猜你喜欢模版--> <li class="goods"> <div class="pic\_wrap"> <a class="litpic" href="http://item.51buy.com/item-545689.html?DAP=4683297100487679729:563798686203645857:2:545689" target="\_blank"> <img alt="全网底价 ZTE 中兴 U817（TD-SCDMA/GSM） 3G手机 黑色 移动定制" title="全网底价 ZTE 中兴 U817（TD-SCDMA/GSM） 3G手机 黑色 移动定制" src="http://img2.icson.com/product/pic160/21/073/21-073-10014.jpg"></a> </div> <div class="price\_wrap"><p class="price"><span>&yen;</span>588.00</p></div> <div class="title\_wrap"><a title="全网底价 ZTE 中兴 U817（TD-SCDMA/GSM） 3G手机 黑色 移动定制" href="http://item.51buy.com/item-545689.html?DAP=4683297100487679729:563798686203645857:2:545689" target="\_blank">全网底价 ZTE 中兴 U817（TD-SCDMA/GSM） 3G手机 黑色 移动定制<span class="sum\_wrap">底价再用券！宇宙最低双核4.5寸智能手机！安卓4.0！移动3G！美颜拍摄！</span></a></div> </li> <li class="goods"> <div class="pic\_wrap"> <a class="litpic" href="http://item.51buy.com/item-578336.html?DAP=4683297100487679729:563798686203645857:2:578336" target="\_blank"> <img alt="ZTE 中兴 U887 3G（GSM/TD-SCDMA）手机 白色 定制机" title="ZTE 中兴 U887 3G（GSM/TD-SCDMA）手机 白色 定制机" src="http://img1.icson.com/product/pic160/21/073/21-073-10045.jpg"></a> </div> <div class="price\_wrap"><p class="price"><span>&yen;</span>858.00</p></div> <div class="title\_wrap"><a title="ZTE 中兴 U887 3G（GSM/TD-SCDMA）手机 白色 定制机" href="http://item.51buy.com/item-578336.html?DAP=4683297100487679729:563798686203645857:2:578336" target="\_blank">ZTE 中兴 U887 3G（GSM/TD-SCDMA）手机 白色 定制机<span class="sum\_wrap">底价再用券！5寸超大屏/2000mAh大容量电池，500万像素/移动用户无需换号畅享3G！</span></a></div> </li> <li class="goods"> <div class="pic\_wrap"> <a class="litpic" href="http://item.51buy.com/item-545410.html?DAP=4683297100487679729:563798686203645857:2:545410" target="\_blank"> <img alt="全网底价 K-touch 天语 U7 3G（GSM/WCDMA）双卡双待 手机 白色" title="全网底价 K-touch 天语 U7 3G（GSM/WCDMA）双卡双待 手机 白色" src="http://img2.icson.com/product/pic160/21/023/21-023-10058.jpg"></a> </div> <div class="price\_wrap"><p class="price"><span>&yen;</span>598.00</p></div> <div class="title\_wrap"><a title="全网底价 K-touch 天语 U7 3G（GSM/WCDMA）双卡双待 手机 白色" href="http://item.51buy.com/item-545410.html?DAP=4683297100487679729:563798686203645857:2:545410" target="\_blank">全网底价 K-touch 天语 U7 3G（GSM/WCDMA）双卡双待 手机 白色<span class="sum\_wrap">4.5英寸高清屏 双核高速处理器 超高性价比</span></a></div> </li><!--[if !IE]>|xGv00|e81f248589a351cbaee31aa9d2892a95<![endif]-->**';var tfid=100001;document.getElementById('tac\_100001').innerHTML = html;}catch(e){};})();** |

## Json

DEMO：

<http://s2.smart.51buy.com/w/tf/gettfx?tfid=100002&biReserved=0-129105:138,4001&type=json>

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | {"**data**":{"**POS\_BROW**":[{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"138","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"129105","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","**GROUPID**":"02-115-286","**IMG**":"http://img2.icson.com/product/pic160/02/115/02-115-286.jpg","INVENTORY":0,"MARKETPRICE":"399.00","ON\_MARKET\_DATE":0,"**PRICE**":"348.00","**PROMOTE**":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","**TITLE**":"全网底价 WD 西部数据 WD Caviar Blue WD5000AAKX SATA3接口台式机硬盘(500G/7200转/16M)","**URL**":"http://item.51buy.com/item-129105.html?DAP=9723631243522249257:563798737743253409:2:129105"},{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"138","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"356553","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","GROUPID":"02-139-636","IMG":"http://img2.icson.com/product/pic160/02/139/02-139-636.jpg","INVENTORY":0,"MARKETPRICE":"549.00","ON\_MARKET\_DATE":0,"PRICE":"440.00","PROMOTE":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","TITLE":"全网底价 WD 西部数据 WD Caviar Blue WD10EZEX SATA3接口台式机硬盘(1TB/7200转/64M)","URL":"http://item.51buy.com/item-356553.html?DAP=9723631243522249257:563798737743253409:2:356553"}],"**POS\_BUY**":[{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"149","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"421404","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","GROUPID":"19-095-10555","IMG":"http://img1.icson.com/product/pic160/19/095/19-095-10555.jpg","INVENTORY":0,"MARKETPRICE":"229.00","ON\_MARKET\_DATE":0,"PRICE":"119.00","PROMOTE":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","TITLE":"全网底价 CoolerMaster 酷冷至尊 特警366 中塔式机箱","URL":"http://item.51buy.com/item-421404.html?DAP=9723631243522249257:563798733448286113:2:421404"},{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"132","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"387790","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","GROUPID":"19-095-542","IMG":"http://img2.icson.com/product/pic160/19/095/19-095-542.jpg","INVENTORY":0,"MARKETPRICE":"339.00","ON\_MARKET\_DATE":0,"PRICE":"239.00","PROMOTE":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","TITLE":"全网底价 CoolerMaster 酷冷至尊 战斧二代500W 台式机电源","URL":"http://item.51buy.com/item-387790.html?DAP=9723631243522249257:563798733448286113:2:387790"}]},"iRet":0,"msg":""}   |  | | --- | |  | |  |  | |  |  | |
|  |  |
|  |  |

## Jsonp

DEMO：

<http://s2.smart.51buy.com/w/tf/gettfx?tfid=100002&biReserved=0-129105:138,4001&type=jsonp&callback=jQuery15108977414236869663_1369292136458>

try{**jQuery15108977414236869663\_1369292136458**({"**data**":{"**POS\_BROW**":[{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"138","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"356553","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","GROUPID":"02-139-636","IMG":"http://img2.icson.com/product/pic160/02/139/02-139-636.jpg","INVENTORY":0,"MARKETPRICE":"549.00","ON\_MARKET\_DATE":0,"PRICE":"440.00","PROMOTE":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","TITLE":"全网底价 WD 西部数据 WD Caviar Blue WD10EZEX SATA3接口台式机硬盘(1TB/7200转/64M)","URL":"http://item.51buy.com/item-356553.html?DAP=16455299731846192121:563798737743253409:32:356553"},{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"148","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"373897","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","GROUPID":"19-133-322","IMG":"http://img2.icson.com/product/pic160/19/133/19-133-322.jpg","INVENTORY":0,"MARKETPRICE":"899.00","ON\_MARKET\_DATE":0,"PRICE":"775.00","PROMOTE":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","TITLE":"全网底价 Intel英特尔 Core酷睿 i3-3220 (双核四线程/3.3GHz/3MB三级缓存/HD2500/22nm/55W/LGA1155) 中文原盒","URL":"http://item.51buy.com/item-373897.html?DAP=16455299731846192121:563798737743253409:32:373897"}],"**POS\_BUY**":[{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"149","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"421404","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","GROUPID":"19-095-10555","IMG":"http://img1.icson.com/product/pic160/19/095/19-095-10555.jpg","INVENTORY":0,"MARKETPRICE":"229.00","ON\_MARKET\_DATE":0,"PRICE":"119.00","PROMOTE":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","TITLE":"全网底价 CoolerMaster 酷冷至尊 特警366 中塔式机箱","URL":"http://item.51buy.com/item-421404.html?DAP=16455299731846192121:563798733448286113:32:421404"},{"AREA\_STOCK\_INFO":"","CATEGORY\_ID":"132","CATEGORY\_NAME":"","CHANNEL":"","CLASSNAME":"","COMMODITYID":"387815","CUSTOMDATA":"","END\_TIME":0,"EXTDATA":"","GROUPID":"19-095-541","IMG":"http://img1.icson.com/product/pic160/19/095/19-095-541.jpg","INVENTORY":0,"MARKETPRICE":"299.00","ON\_MARKET\_DATE":0,"PRICE":"239.00","PROMOTE":"","SALEATTR":"","SHORT\_PROMOTE":"","SOLDNUM":0,"START\_TIME":0,"STATE":0,"TAG":"","TITLE":"全网底价 CoolerMaster 酷冷至尊 战斧二代450W 台式机电源","URL":"http://item.51buy.com/item-387815.html?DAP=16455299731846192121:563798733448286113:32:387815"}]},"iRet":0,"msg":""});}catch(e){};