

Rakuten LinkShare Technical Integration: Pixel Tracking Quick-Start Guide – 1.8

This document details the steps for integrating with Rakuten LinkShare. After completing the steps described here, you will be able to report transactions to us using a pixel. If at any time after you complete integration with Rakuten LinkShare, you would like to change the checkout section of your e-commerce site, Rakuten LinkShare must redo the integration and will need two weeks advance notice.

Please note: When Rakuten LinkShare directs a potential customer to your site, a 34-character **siteID=** value is appended to your URL, as in this example:

```
http://www.yoursite.com/?siteID=1KW2Xiq9xN0-4.c_9w1X8XpO94TU14hg3D
```

The **siteID=** value is passed as a default function of the system. You don't need to do anything with it, but it can be used to identify users referred by the Rakuten LinkShare system. If your URL does not allow additional parameters to be appended to it, please contact your Rakuten LinkShare Technical Consultant.

Transferring Data to Rakuten LinkShare

Place one of these image tags on your order confirmation page:

```



```

Which of these image tags you use depends on your confirmation page: If you have a secure confirmation page, use the **https** image tag; if you have a non-secure confirmation page, use the **http** image tag.

You must include the information for the six parameters in **blue**. All should be in name-value pair format and URL encoded in UTF8. The last parameter, **namelist=**, is optional. **Please note:** Field names are case-sensitive.

Field	Required or Optional	Requirements
mid=	Required	A static numeric merchant ID constant provided to you by Rakuten LinkShare.
ord=	Required	This is a unique transaction orderID composed of 1 to 40 non-blank characters.
skulist=	Required	This is a unique product identifier. When several different products are included in a single order, distinct SKUs should be pipe-delimited using . Please note: Pipe-delimiters, even when URL encoded, cannot be used as part of the data value. In addition, the order that the SKUs are placed in must be followed for qlist , amtlist , and namelist . See example below.

Field	Required or Optional	Requirements
<code>qlist=</code>	Required	This is the quantity value. For an order with distinct items, this is a pipe-delimited list of quantity values. The order of values in this list must match the order of values in the <code>skulist</code> .
<code>amtlist=</code>	Required	This is the amount value in form of (price * quantity * 100). A sale of \$3.25 is output as 325. GBP example: a total sale of £3.50 is output as 350. This multiplication by 100 excludes Japan network merchants. The amount value excludes shipping and tax. For an order with distinct items, this is a pipe-delimited list of amount values. The order of values in this list must match the order of values in the <code>skulist</code> .
<code>cur=</code>	Required	Alphanumeric 3 characters. Use ('USD', 'CAD', 'GBP', 'JPY', 'BRL', 'EUR', and 'AUD') for U.S. dollar, Canadian dollar, British pound, Japanese Yen, Brazilian real, European euro, or Australian dollar. This must match the currency of the network that you participate in.
<code>img=1</code>	Required	Required name-value pair to be included in all requests.
<code>namelist=</code>	Optional	This is the product name value. For an order with distinct items, this is a pipe-delimited list of product name values. Please note: Pipe-delimiters, even when URL encoded, cannot be used as part of the data value. The order of values in this list must match the order of values in the <code>skulist</code> .

When several different products are included in a single order, use the pipe delimiter | to separate them for `skulist`, `qlist`, `amtlist`, and `namelist` (if you include it). The order of values must be the same for these four parameters.

All special characters including the '&' that are part of the data value must be URL encoded and this encoding must happen before the values are concatenated into pipe-delimited format. However, a pipe delimiter, even when URL encoded, cannot be used as part of the data value.

Let's say there's an order: `orderid=12345`, consisting of multiple quantities of 2 distinct items:

- 1 quantity of SKU A, product name=Procter & Gamble, at \$25 each and
- 2 quantities of SKU B, product name=études de français at \$20.25 each.

Here is what the URL will look like:

```



```



Reporting a Discount

Order discounts can be reported as part of your submission to Rakuten LinkShare. To report a discount, use one of these two options:

- 1) Adjust the reported **amtlist=** argument to reflect applied discounts. For example, a user purchases an item for \$10.00 and receives a 10% discount. You send the amount as \$9.00. For multiple item purchases, disperse the discount accordingly among each value in the **amtlist=** argument.
- 2) Add an extra value to the **skulist=**, **qlist=**, **amtlist=**, and **namelist=** (optional) arguments depicting the discount.

For **skulist=** enter the string "Discount"

For **qlist=** enter 0

For **amtlist=** enter the negative dollar value of the discount (in pennies)

For **namelist=** enter "Discount"

Here's an example for a \$5.00 discount:

```

```

If you intend to offer "selected goods commissions," discounts must be reported using method 1. If you intend to offer "all goods commissions," discounts can be reported using either method 1 or 2.

Canceling an Order

You can cancel an order in two ways: by using the manual cancellation tool in the Advertiser Dashboard or by submitting a text file to your Rakuten LinkShare FTP account.

1. To cancel an order using the manual cancellation tool, log in to the Advertiser Dashboard and select **Transactions** from the Account drop-down menu and then choose **Manual Cancellation**. You will need the order ID of the transaction you wish to cancel.

If you have multiple orders to cancel, you can do so on the same page of the dashboard by uploading a comma-separated or pipe-delimited file that specifies the adjustment to each order. Enter the data in your file in this order one record per line:

```
Order ID, Site ID, Transaction Date, SKU number, Quantity, Amount,
Currency, Email, Payment Type, Zip/Postal Code, Member ID, Reason
```

```
Order ID|Site ID|Transaction Date|SKU
number|Quantity|Amount|Currency|Email|Payment Type|Zip/Postal
Code|Member ID|Reason
```

Order ID, SKU number, Amount (as a negative value), and Reason are required fields; the others are optional, but even if you don't submit a value, you should preserve the field with a comma or pipe delimiter. Here's an example that uses pipe-delimiters and displays only the four required fields:

```
12345|||BA3152342||-200|||||return
```

- To cancel by submitting a tab-delimited file to your FTP account, create a cancellation file with the twelve fields in the table below, separating each field with a tab character and terminating each record with a new line character. Name the cancellation file using this convention: MID_trans*.txt


- MID is your Rakuten LinkShare Advertiser ID
- The * is an optional character that you can use to add a date or another unique identifier to the file name.

Note: If you do not know your FTP login, please contact your Rakuten LinkShare Account Manager.

Field	Required/ Optional	Description
OrderID	Required	This is a unique transaction orderID composed of 1 to 40 nonblank characters. This must be the same orderID value that you originally reported for the sale.
Blank	Required	Tab to preserve this field.
Date Entered	Required	The date the user was referred. Use yyyy-mm-dd in GMT format. Example: 2011-10-12
Date Transaction Completed	Required	The date of the transaction. Use yyyy-mm-dd in GMT format. Example: 2011-10-12
SKU Number	Required	This is the unique identifier for the cancelled/returned product or service. It can be up to 40 case-sensitive alphanumeric characters.
Quantity	Required	The number of units the customer has cancelled/returned specific to the SKU. This will be represented as a positive number unless the amount is 0. If sale amount was reported as 0, specify the quantity as a negative value.
Amount	Required	This is the cancelled/returned amount for the SKU formatted as (cancelled amount * -100).
Currency	Required	Alphanumeric 3 characters. Use ('USD', 'CAD', 'GBP', 'JPY', 'BRL', or 'AUD') for U.S. dollar, Canadian dollar, British pound, Japanese yen, Brazilian real, or Australian dollar. This must match the currency of the network that you participate in.
Blank	Required	Tab to preserve this empty field.

Field	Required/ Optional	Description
Blank	Required	Tab to preserve this empty field.
Blank	Required	Tab to preserve this empty field.
Product Name	Optional	The name of the cancelled/returned product or service.

The easiest way to get this data is to export it into Microsoft Excel from the Advertiser Dashboard. To do this:

1. Select **Transactions** from the Account drop-down menu and click **Find Transactions**.
2. When you have found the orders you are looking for, click the  **Export** link at right.
3. Order the columns to match the order in the table above.
4. Update the amount and quantity values to reflect the syntax noted in the table.
5. Save the file as a tab-delimited text file using the naming conventions listed above.

Please Note: If, after integrating with Rakuten LinkShare, you want to make changes to your integration setup, you **must** tell your Rakuten LinkShare Representative two weeks before making the changes. Failure to do so will result in additional charges and may interrupt the functioning of your public or private Rakuten LinkShare Affiliate Marketing Program.