

zanox.



- publish content
- want to monetize their webspace
- place ads to init transactions
- examples: price comparison portals, cash-backers, voucher sites, blogs ...

Advertisers



- want to sell things
- pay publishers for successful transactions
- set up one or more programs



- connects publishers and advertisers
- tracks successful transactions
- provides billing, reporting, customer service...
- ✓ pays publishers millions of Euros

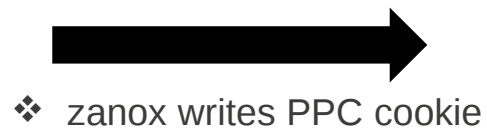
Memberships



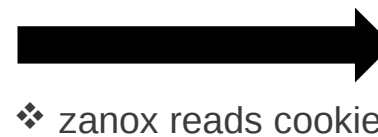
1. publisher applies for programs
2. advertiser accepts application
3. publisher places ad with specific tracking link

Tracking

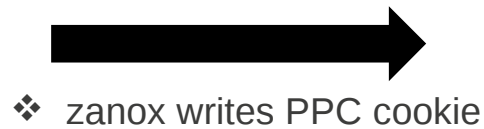
Publisher Site



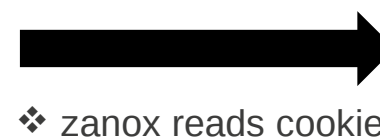
Advertiser Landing Page



Confirmation Page



Advertiser Homepage



APIs



1. products
2. admedia
3. vouchers
- ✓ authentication with static connectId

Product Search



- find detailed product information
- filter: program, partnership, category...
- tracking links if applicable

Admedia Search



- admedia: mostly banner images
- filter: similar to product search
- response contains tracking links



- search for vouchers and other incentives
- different types: coupons, samples, freeProducts, noShippingCosts...
- response contains tracking links

Further Information

<https://github.com/zanox/zanox-media-hackday>

http://media-hackday-advertising-3541.devpost.com/forum_topics/5694-api-documentation-zanox

Contact



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