

zanox.

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



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

Advertisers



- want to sell things
- willing to pay publishers for successful transactions



performance marketing

- connects publishers and advertisers
- tracks successful transactions
- provides billing, reporting, customer service...

Memberships



1. publisher applies for an advertiser's program
2. advertiser accepts application
3. publisher places ad with specific tracking link

Featured APIs

1. products

2. admedia

3. vouchers

✓ authentication with static connectId:

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✓ REST and SOAP

✓ JSON and XML

Product Search API



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

Admedia Search API



- 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

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

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