

# zanox Web Services

## Quick Start Guide for Developers

### What is zanox Web Services?

zanox Web Services is an API which offers developers access to a wide variety of functions within the zanox affiliate network. zanox Web Services aim at offering developers the opportunity to build innovative, performance-based marketing tools and business models on top of the zanox infrastructure.



### Benefits of zanox Web Services

Developers can benefit from the following functions in zanox Web Services:

- Fully automated interaction process with zanox, including statistics, product data, programme application and payments
- Specific customer targeting through product search, geo targeting and contextual product matching
- Direct access to the zanox infrastructure, including profiles, adspaces, programmes, products, admedia, reports, payment details and ready-to-use applications

## Supported APIs

zanox Web Services currently support the following web service API's:

- REST XML / JSON(P)
- SOAP / WSDL

The above API's enable developers to retrieve resources from the zanox affiliate network.

## Using zanox Web Services

To use zanox Web Services you need to create your Web Services keys. These keys are used to integrate your application, tool or service with zanox via **zanox Connect**. After successful authentication you can now execute Web Services requests on behalf of the users of your application and retrieve resources such as tracking links, statistics, products and ad media from the zanox network.

The following keys are assigned to you by zanox once you have created an application in the zanox Application Store.

Key	Description
Application ID	ID used to identify the application
Connect ID	ID used to identify the developer of the application
Public Key	Authentication credentials of the application used in the zanox Connect workflow
Secret Key	Authentication credentials of the application used in the zanox Connect workflow

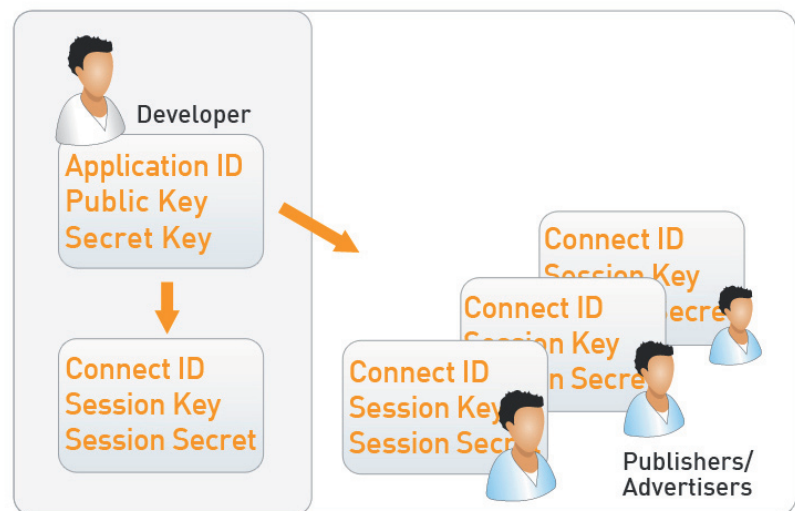


Detailed information about how to use these API's for resource retrieval is available on the zanox wiki at [http://wiki.zanox.com/en/Web\\_Services](http://wiki.zanox.com/en/Web_Services).



zanox Connect is a single sign-on solution which allows developers to execute Web Services requests on behalf of the users of their application.

For more information on zanox Connect see [http://wiki.zanox.com/en/Zanox\\_Connect\\_Getting\\_Started\\_Guide](http://wiki.zanox.com/en/Zanox_Connect_Getting_Started_Guide).



If you do not intend to build applications for the zanox Application Store but yet want to use Web Services, go to the **zanox Application Store** and create an empty application to retrieve the keys. You do not have to submit the application to zanox.



You find the zanox Application Store at <http://apps.zanox.com>.

See [http://wiki.zanox.com/en/zanox\\_Application\\_Store](http://wiki.zanox.com/en/zanox_Application_Store) for the zanox Application Store documentation.

Publisher

ZANOX.de AG | Stralauer Allee 2 | 10245 Berlin | t +49.30509691-0 | f +49.30509691-99