Zazzle

API User Guide

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Using the API: Steps at a Glance

The Zazzle Create-a-Product API lets you generate a simple link that dynamically makes a custom product for sale in your Zazzle Store from any art, photograph, or text on your web site.
The Zazzle Create-a-Product API takes advantage of the possibilities offered by Zazzle template products. A template product, unlike standard Zazzle products, contains placeholder areas that allow customers to determine what images or text appear there. You can still retain quite a bit of design control, by choosing the areas you allow your customers to modify the size of the design, the font used for text, and other aspects of the product. Your customer can choose what appears on your product, and you get the royalty.
For example, if you run a site which allows people to create meme images, you can create a t-shirt with your company's logo on the back of the shirt, and a placeholder for the user-created image on the front. After using the image-creation tool on your website, the user can click a link or button to automatically create a t-shirt product on Zazzle with his/her picture on the front and your logo on the back.

To get started with the API, you must do the following:

1. Sign up for a Zazzle account
2. Open a Zazzle Store
3. Visit the API Signup page
4. Tell us the domain(s) from which you will be passing images
5. Create one or more template products using the instructions below

Once you've followed these steps you can add the links to your webpages and sell Zazzle products directly from your website. We process and fulfill every order on your behalf while you collect revenue.

Opening a Store

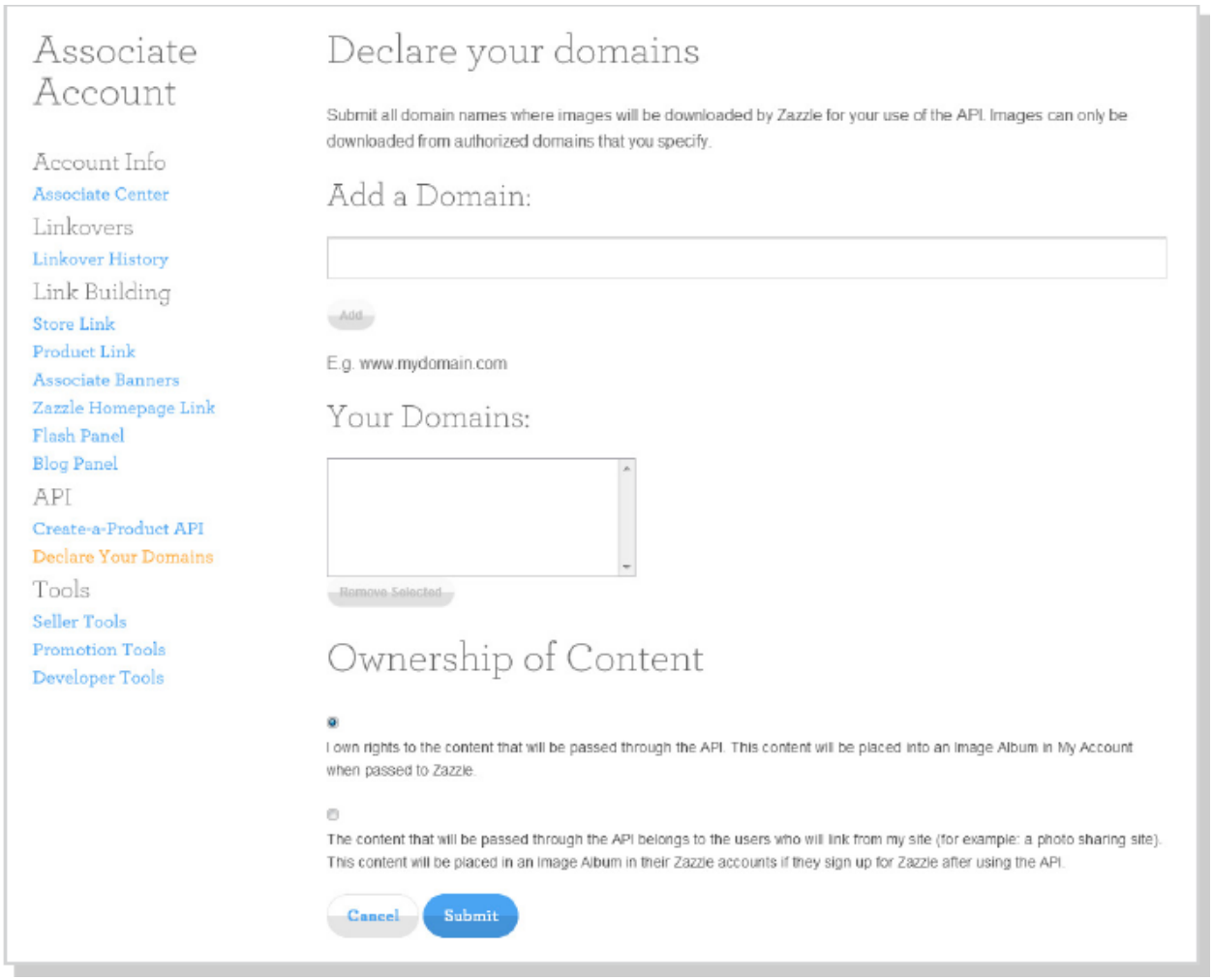
To use the Create-a-Product API, you must have a Zazzle Store containing one or more template products. If you don't have a Zazzle Store already, open a free Zazzle Store by registering on Zazzle.com. For more information about Zazzle Stores see http://www.zazzle.com/sell/Store/create.

Partner Program Agreement

In order to authorize you to use the Create-a-Product API, you need to accept the Create-a-Product API Partner Program Agreement.
1. Go to http://www.zazzle.com/api
2. Review the Create-a-Product API Partner Program Agreement.
3. Click the "I Agree, Continue" button at the bottom of the page
You will be taken to the Declare Your Domains page, which is the next step in the process.

Declare Domains

Once you have created template products in your Zazzle Store, and accepted the Create-a-Product API Partner Program Agreement, you need to tell Zazzle from where the content you plan to use with those templates will be coming. All you have to do is enter the name of each domain you intend to use to Store your content.



Note that you can include several domains if you plan to link over from multiple websites This can be accomplished via: http://www.zazzle.com/my/associate/domains

Content Ownership

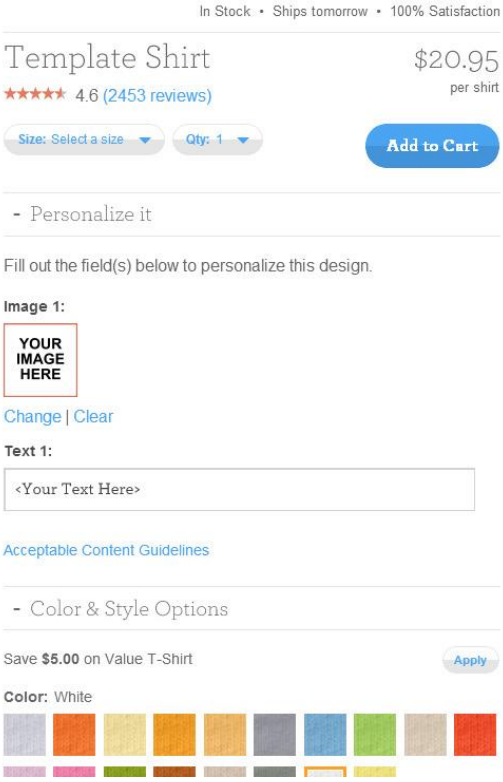
Under the Ownership of Content heading, select one of the following:

• I own rights to the content that will be passed through the API. This content will be placed into an Image Set in My Account when passed to Zazzle.
• The content that will be passed through the API belongs to the users who will link from my site (for example: a photo sharing site). This content will be placed in an Image Set in their Zazzle accounts if they sign up for Zazzle after using the API.

Create Template Products

These are the products that your designs will appear on once you pass over the image via the API.

Product Details



Choosing Your Template Products

As described above, Zazzle Templates have placeholders that are easily personalized by a customer. This is a great way to allow people to make a product personal to them, while removing the complexity of designing something from scratch. The space can be used to upload an image or add text. When a customer views a template product all they have to do is click 'Customize It' to begin the process.

How to Make a Template Product

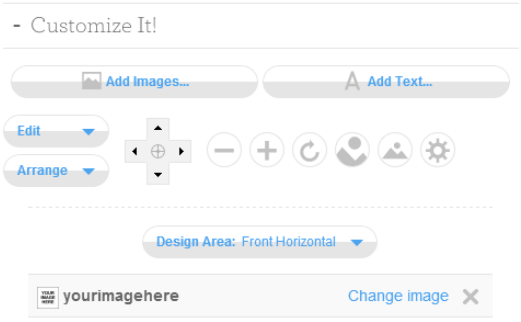
You can turn a product into a template by simply defining which image(s) or text object(s) the buyer can replace.

1. Go to http://www.zazzle.com/create and choose the type of product you would like to make. In this example, we will select “Men’s Shirts”.
2. Find the style of shirt you would like to create and click the “Create one now!” button below it. In this example, we will choose a Basic T-Shirt.
3. The Zazzle Design Tool appears, for the purposes of this tutorial, you may click Cancel on the Get Started window that appears.
4. Let’s add the image first. Please click the Add Images button.
5. After you click Add Images you may either select images for upload from your computer, or choose an image from your Zazzle account. You may need to create a nice placeholder image like the example below in your favorite graphic design program. Many examples can be seen in the Zazzle Templates Store.

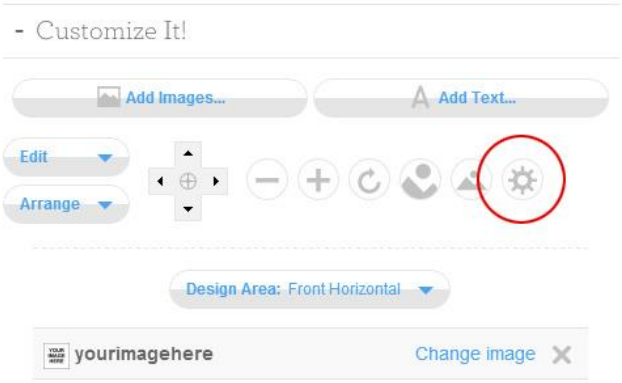
Design Tool

5. After you click Add Images you may either choose to select images to upload from your computer, or choose an image from you Zazzle account. You may need to create a nice placeholder image like the example below in your favorite graphic design program. Many examples can be seen in the Zazzle Templates Store.

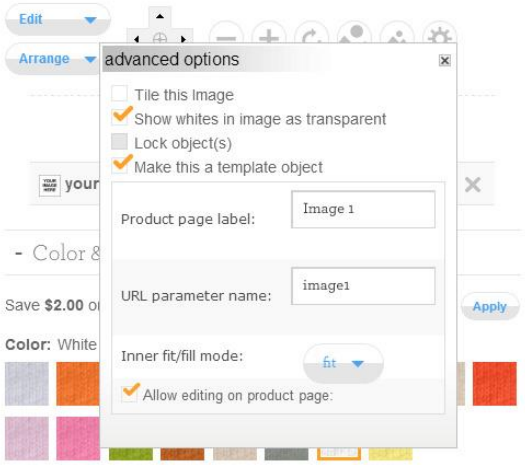
6. The image will appear on your shirt, and the Customize It section of the page will display a row for the image you have just added.



7. Now you need to configure the template options. Click the Advanced Options button, which looks like gears.



8. One of the advanced options is a checkbox labeled “Make this a template object”. Check that box to display all the options available for defining this template image placeholder.

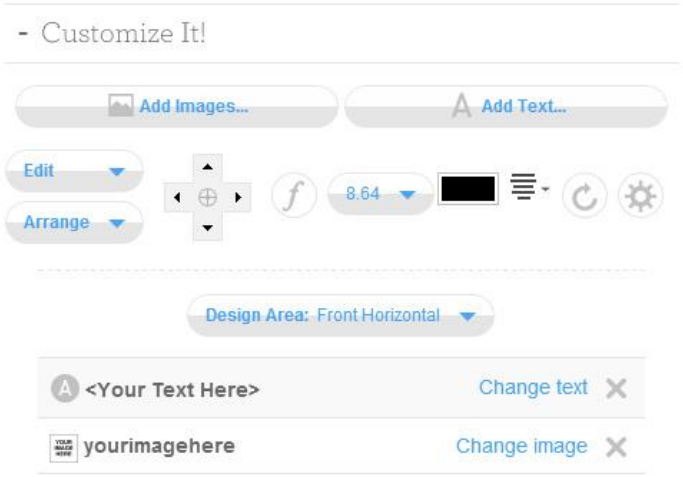


There are 4 options

• **Product page label** - This is the label that the customer will see on the product page. Use something descriptive here, like “Your picture” or “Your logo”.

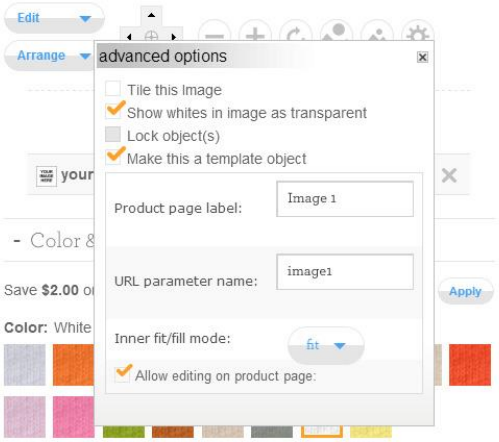
• **URL parameter name** - If you are using the Zazzle API to pass data to this product from an external source, this is the parameter name the API will use. Avoid spaces or special characters. You can safely ignore this field if you are not working with the API.
• **Inner fit/fill mode** - If your template allows the buyer to replace your placeholder image with one of her own, this setting determines how the buyer's image replaces yours. The options are none, fit, or fill.
none - If you set Inner fit/fill mode to none, the buyer's image simply replaces your placeholder image, and may be larger or smaller than the placeholder.
fit - Selecting fit will resize the buyer's image to fit inside of your placeholder image object's dimensions. This will ensure that their image is not cropped, but could result in borders, or "letterboxing" to appear around your image the color of the product background.
fill - Selecting fill will resize their image to fill the entire dimensions of your placeholder image. If the buyer's image is wider or taller than your placeholder, this may result in zooming and cropping of the customer's image.
• **Allow editing on product page** - Keep this checked if you want to enable the customer to change the image on the product page. Unchecking this option is usually only done when working with the Zazzle API if you do not wish to allow the customer to personalize the product after linking over.

9. Now we will add a text object to the product. Click the Add Text button.

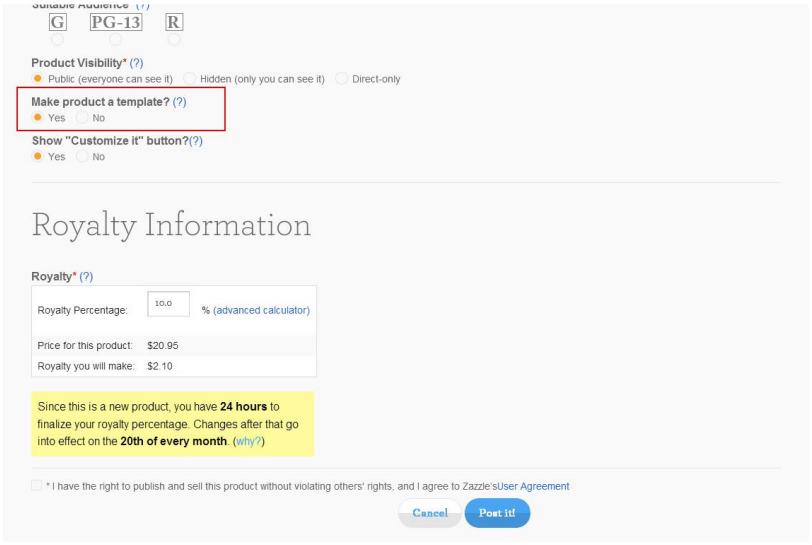


"Customize It" Box with Text Object Selected

10. Click the little gears button again to bring up the advanced options.



11. Click “Make this a template object”
There are only 3 options when working with text objects
• **Product page label** - This is the label that the customer will see on the product page. Use something descriptive here that shows what to enter like “Your Name” or “City”.
• **URL parameter name** - If you are using the Zazzle API to pass data to this product from an external source, this is the parameter name the API will use. Avoid spaces or special characters. You can safely ignore this field if you are not working with the API.
• **Allow editing on product page** - Keep this checked if you want to enable the customer to change the text on the product page. Unchecking this option is usually only done when working with the Zazzle API if you do not wish to allow the customer to personalize the product.
12. Once you have filled out all the options, click the red **Post for Sale** link at the bottom of the page. You are then presented with the Post Product for Sale page.



Post Product for Sale Page with Template checkbox highlighted

13. Notice the checkbox labeled “This product is a template”. This tells you that the product contains template objects, and that it will be posted for sale as a template. Leave this box checked, or your product will not be posted as a template product.

14. Be sure to fill out the rest of the required fields on this page.

15. Click the Post It button to complete the process.

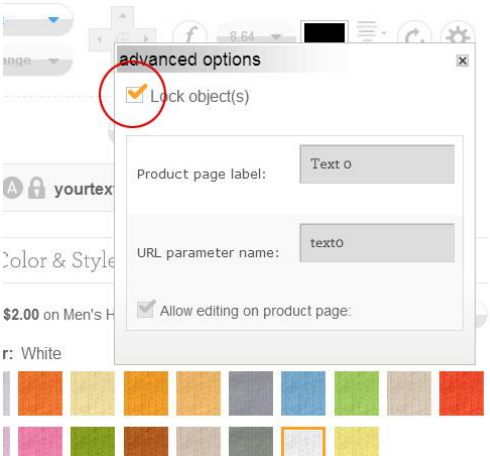
Congratulations! You have just created a template product!

Template Tips

• When creating image placeholders, think about making the image contain text that says “YOUR IMAGE HERE” or “YOUR LOGO HERE”. Design a bunch of different image placeholders for different sizes.
• Keep the product page template labels short but descriptive. Use words that describe what information you want the user to fill out, like “Your name”, “Bride’s name”, “Date”, etc.
• When posting for sale, add the word “template” in the title, description, or tags so it’s easy for users to find template products.

Locking Objects

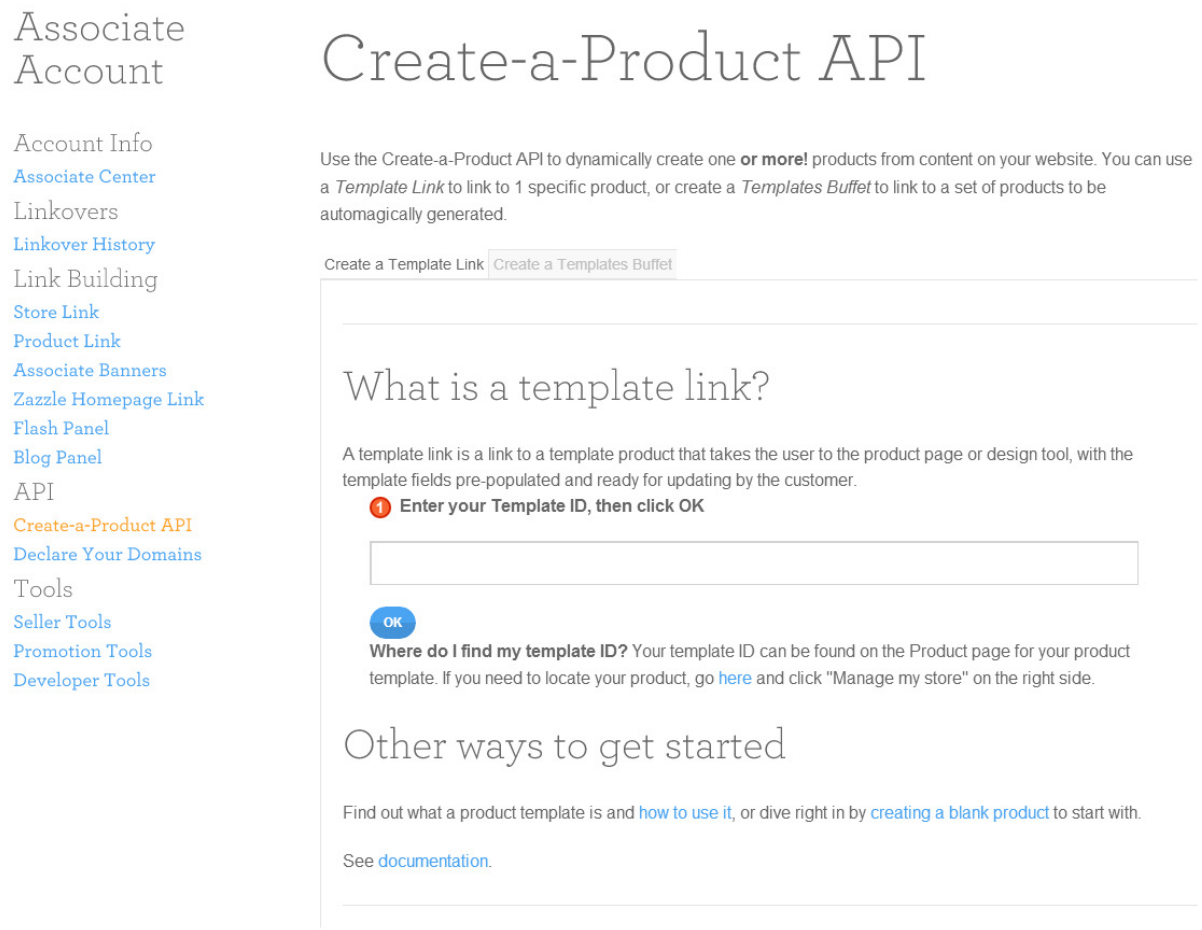
Under “Advanced options” for any object, you will see a checkbox labeled “Lock object(s)”:



By checking this option, the image or text object will not be customizable by a customer in the Zazzle Design Tool. This means that no one will be able to change, remove, resize, rotate, or reposition the object. All those options will be disabled. Please note the user will still be able to personalize the object on the product page if the “allow editing on the product page” box is checked.

Create a Template Link

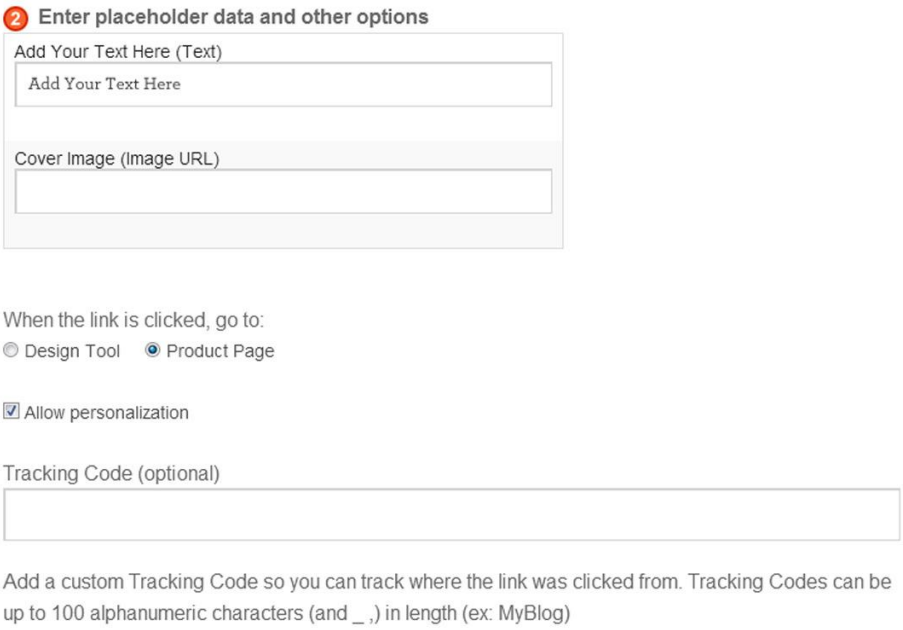
1. Go to the Create-a-Product API page at http://www.zazzle.com/my/associate/create



2. Enter your Template ID, then click OK
The Template ID or Product ID, is the unique 18-digit number which appears on the right side of the URL for your product and also the lower left side of each product page. For example, if your product's URL is: http://www.zazzle.com/message_t_shirt-235301951217862963 , your Template ID would be "235301951217862963". Enter only the numbers and click OK.

3. Enter placeholder data and other options
When you click OK more steps are displayed. If your template product is setup correctly, then entry fields for each template object on your product will appear. You can then enter the location (URL) of an image from your website, if any, and/or text you would like displayed on your product, if any. If there are other template fields you can fill them in as well.
Also you can decide if your link opens the product in the Design Tool or simply as a product for sale on the Product Page, and if the user can personalize your product by making further changes to the content of the image or text template field. Lastly, you can define a Tracking Code and/or Image Code. A Tracking Code helps you track where a link was clicked from and can contain up to 100 alphanumeric characters (including underscores). An Image Code is similar, except you would use it to track what

image was used from your web site if you are sending images from your site through the API.



4. Click on “Try link now” to launch a new browser tab using your new URL as your customer will see it. You can also copy and paste your new URL from the field.
Note that when your customer clicks your Template Link, the long URL you see here disappears and is replaced in the browser with a simple URL for the product. All information on the original link over, such as your referral ID, will be captured by Zazzle.

Templates Buffet

A single template product lets your buyers see their designs on a single product. Using the Create-a-Product API Templates Buffet feature, you can let them see and buy their designs on multiple products at once. Create a Store Category containing a variety of template products and generate a Templates Buffet link to let buyers display their designs and text on all the products at once.
Continuing the above meme-creation example, the Templates Buffet feature lets your buyers see their creation on several different shirts, mugs, hats, bags, or other products you choose, with just a single link to Zazzle.

Create a Templates Buffet

You can use the Create-a-Product API to do for an entire Store Category what a Template Link does for a single product. Your customers can see your design or text appear on mouse pads, t-shirts, greeting cards, and any other template products you add to that Store Category, by clicking a single link. One click creates an entire Store Category of complete and ready to purchase Zazzle products.

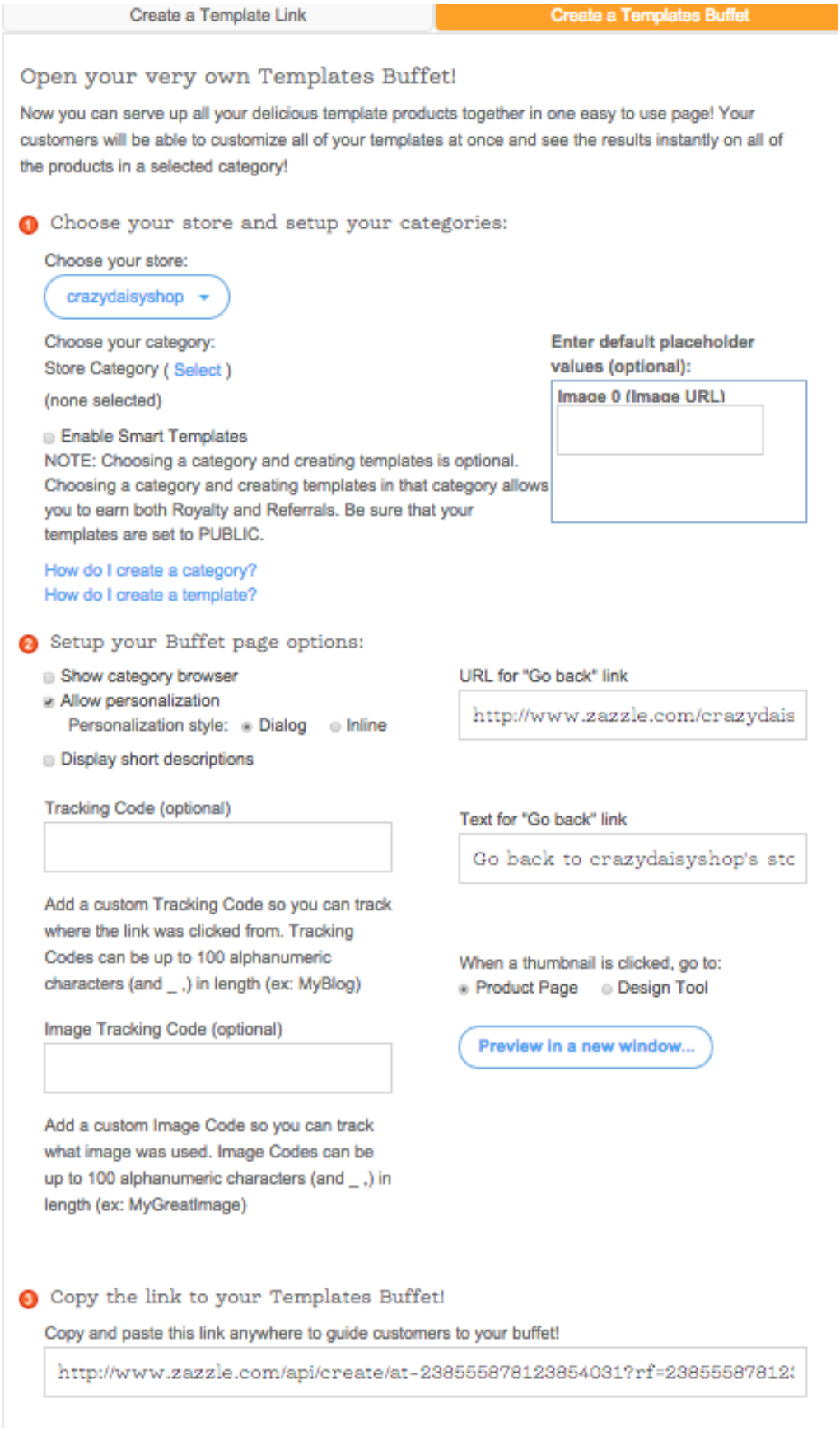
Creating a Templates Buffet is almost the same as creating a Template Link for a single product. The main difference is, you must create a Store Category containing more than one template product like the one used by the Template Link.

1. To create a Templates Buffet, first set up one or more Store Categories, containing template products for each product type you want to sell.

Templates Buffet works its magic on entire Store Categories, so you have to create at least one Store Category to use it. When creating a Store Category for use with Templates Buffet, you must use the same URL parameter name for the placeholder text and images for each product in your Store Category. For more information on creating a Store Category, see the Creating and Editing Product Categories Help Topic.

2. Then, go to the Create-a-Product API page at http://www.zazzle.com/my/associate/create and select the “Create a Templates Buffet” tab.

The process of creating a Templates Buffet is almost the same as creating a Template Link, except that you don’t even have to know the ID number for your Store Category because you can select one of your Store Categories using a menu.


Create a Template Link
Create a Templates Buffet
Open your very own Templates Buffet!
Now you can serve up all your delicious template products together in one easy to use page! Your customers will be able to customize all of your templates at once and see the results instantly on all of the products in a selected category!
1 Choose your store and setup your categories:
Choose your store:
crazydaisyshop
Choose your category:
Store Category (Select)
(none selected)
Enable Smart Templates
NOTE: Choosing a category and creating templates is optional. Choosing a category and creating templates in that category allows you to earn both Royalty and Referrals. Be sure that your templates are set to PUBLIC.
How do I create a category?
How do I create a template?
Enter default placeholder values (optional):
Image 0 (Image URL)
2 Setup your Buffet page options:
Show category browser
Allow personalization
Personalization style: Dialog Inline
Display short descriptions
Tracking Code (optional)
Add a custom Tracking Code so you can track where the link was clicked from. Tracking Codes can be up to 100 alphanumeric characters (and _ ,) in length (ex: MyBlog)
Image Tracking Code (optional)
Add a custom Image Code so you can track what image was used. Image Codes can be up to 100 alphanumeric characters (and _ ,) in length (ex: MyGreatImage)
URL for "Go back" link
http://www.zazzle.com/crazydais
Text for "Go back" link
Go back to crazydaisyshop's stc
When a thumbnail is clicked, go to:
Product Page Design Tool
Preview in a new window...
3 Copy the link to your Templates Buffet!
Copy and paste this link anywhere to guide customers to your buffet!
http://www.zazzle.com/api/create/at-238555878123854031?rf=23855587812

3. Select a default Store Category from your Store
If you organized your Templates Buffet template products in one or more Store Categories, select a Store Category for your Templates Buffet here. If you do not select a Store Category here, all template products in your Store will be used in the Templates Buffet. Grouping template products containing the same template fields results in more successful Templates Buffet products. If you enter placeholder values here, they override the placeholder values contained in your template products.
4. Setup your buffet page options. We recommend simply playing with these options using the Preview in a new window button to see what they do.
• Show category browser Links to each of your Store Categories are displayed, along with your Templates Buffet products. You can choose to Show All Categories in your store, or just the specific category you chose above.
• Allow personalization. Same as the option in Template Link: allows your buyer to make further changes to the content of the image or text template field.
• Display short descriptions. You can choose to display the brief descriptions for each product or a product grid without descriptions.
• The “Go back” link appears in the top left of your Store.
By default it is a link to your Zazzle Store’s home page, and the default text for the link is, “« Go back to [Storename] Store”, where [Storename] is the name of your Store. If you would prefer a different URL or different text, such as your Web site’s URL, you can make the change here.
• When a thumbnail is clicked, go to:
When your customer clicks on one of your Templates Buffet products, the product is displayed either in Product Page or Design Tool. If you link them to the Design Tool the user is more likely to add their own additional customizations prior to purchase.
Click “Preview in a new window…” to display your Templates Buffet products in a new browser window. You can still make changes and try again.
• Add a Tracking Code or Image Code. A Tracking Code helps you track where a link was clicked from and can contain up to 100 alphanumeric characters (including underscores). An Image Code is similar, except you would use it to track what image was used from your web site if you are sending images from your site through the API.
5. Copy the link to your Templates Buffet
Here is your final Templates Buffet link. You can use this link anywhere you might use an HTML link. For example, you can associate it with a graphic, with any text, or a button.

Advanced Links

If you are the kind of person who likes to add something special directly in the code, you can edit your Template Link or Templates Buffet link or write your own from scratch.

Template Link

Here is a sample template link that pulls in a simple heart image:
`http://www.zazzle.com/api/create/at-238328456366539674?rf=23832845636653`

9674&ax=linkover&pd=235470322923515588&fwd=productpage&ed=true&coverimag
e=http%3A%2F%2Fwww.moxiemarketing.net%2Fheart_image.png

These are the parameters on this link if you wish to edit them directly:

Parameter	Definition and values
rf	Your associate ID
ax	Type of API request. For this type of link this should always be linkover
pd	The ID of the product to which you are linking.
fwd	Specifies which page will display for the product. May be productpage or designtool.
ed	Specifies whether or not the buyer can customize the product. May be true or false.
coverimage	This parameter name should be the URL parameter name you specified when you setup your template product. The value must be the URL Encoded link to the image on your web site. The default is image1, but in this example it is coverimage. If you were sending text it must also be URL encoded
tc	This is a Tracking Code that you can define to track where your link was clicked from. It can contain up to 100 alphanumeric characters, including underscores. Example: "MyBlog"
ic	This is an Image Code that you can define to track what image was used from your web site. It can contain up to 100 alphanumeric characters, including underscores. Example: "Golden_Gate_Bridge_001"

Templates Buffet Link

Here is a sample Templates Buffet link which pulls in a simple heart image

http://www.zazzle.com/api/create/at-238555878123854031?rf=238555878123854031&ax=DesignBlast&sr=250375202542180800&cg=0&t__useQpc=true&ed=true&t__smart=false&continueUrl=http%3A%2F%2Fwww.zazzle.com%2Fcrazydaisyshop&rut=Go%20back%20to%20crazydaisyshop's%20store&fwd=ProductPage&tc=&ic=&t_image0_iid=7a19909b-23fd-4d9d-ba4b-

898510a956b8

Parameter	Definition and values
rf	Your associate ID
ax	Type of API request. For Templates Buffet this should be **designblast**
cg	The ID of the Store Category to which you are linking. You can get this by navigating to the category in your Store and copying the number at end of the URL. For example, this URL http://www.zazzle.com/templates/gifts?cg=196027207141086695, means the category ID is 196027207141086695
ed	Specifies whether or not the buyer can customize the product. May be **true** or **false**.
eds	If set to Inline, then the fields for a customer to personalize your product will display in the left side navigation of the page. If set to Dialog (or omitted), then a Personalize These Products button will appear at the top of the page. Clicking this button will pop-up a dialog box in which customers can personalize their template products.
br	Display a left side navigation menu with links to your Store Categories. May be **true** or **false**.
rcg	Which category to display in the above left side navigation. If this parameter is **0** or omitted, then all categories in your store will display. If a category ID is specified, then only that category and its sub-categories will display.
ds	Display short descriptions. May be true or false.
continueURL	The URL for your site. Must be URL encoded.
rut	Title of your URL. Must be URL encoded.
fwd	Specifies which page will display for when the user selects a product in the Templates Buffet. May be **productpage** or **designtool**.
coverimage	This parameter name should be the URL parameter name you specified when you setup your template product. The value must be the URL Encoded link to the image on your web site. The default is **image1**, but in this example it is **coverimage**. If you were sending text it must also be URL encoded
tc	This is a Tracking Code that you can define to track where your link was clicked from. It can contain up to 100 alphanumeric characters, including underscores. Example: "MyBlog"
ic	This is an Image Code that you can define to track what image was used from your web site. It can contain up to 100 alphanumeric characters, including underscores. Example: "Golden_Gate_Bridge_001"
t__smart	Enables automatic sizing of your images on templated products for which it is enabled. May be true or false.

URL Encoding

The characters allowed in URLs are a limited subset of all the characters you can type. Some characters are reserved for special uses. The URLs to product images on your website that you use with the Create-a-Product API must be encoded to be interpreted correctly by browsers. This is done automatically when you generate a link using the Templates API interface. If you generate your URL by hand, you must encode your URL when you are finished.
You can encode your URL by hand, following rules available on many web sites, but we recommend you use one of the many free URL encoders on the Web, such as:
http://meyerweb.com/eric/tools/dencoder/ or
http://coderstoolbox.net/string/
Use these sites at your own risk and check their output carefully. You can learn more about URL encoding on numerous sites on the Web.

API URL Format

If you do not want to use the Create-a-Product API Link Generator, you can create your own links.
Here is a sample template link that pulls in a simple heart image:

```
http://www.zazzle.com/api/create/at-
238328456366539674?rf=23832845636653
9674&ax=linkover&pd=235470322923515588&fwd=productpage&ed=true&c
overimag
e=http%3A%2F%2Fwww.moxiemarketing.net%2Fheart_image.png
```

These are the parameters on this link if you wish to edit them directly:

Parameter	Definition and values
rf	Your associate ID
ax	Type of API request. For this type of link this should always be linkover
pd	The ID of the product to which you are linking.
fwd	Specifies which page will display for the product. May be productpage or designtool.
ed	Specifies whether or not the buyer can customize the product. May be true or false.
coverimage	This parameter name should be the URL parameter name you specified when you setup your template product. The value must be the URL Encoded link to the image on your web site. The default is image1, but in this example it is coverimage. If you were sending text it must also be URL encoded
tc	This is a Tracking Code that you can define to track where your link was clicked from. It can contain up to 100 alphanumeric characters, including underscores. Example: "MyBlog"
ic	This is an Image Code that you can define to track what image was used from your web site. It can contain up to 100 alphanumeric characters, including underscores. Example: "Golden_Gate_ Bridge_001"

Image Security

If you are concerned with the security of your images, you can put them in a location on your web site that is only accessible to Zazzle. To do this, use a reverse lookup on your web server that grants access only to rlv.zazzle.com

Referrals and Reporting

For each sale generated by a template link or Templates Buffet link, you will receive your selected product royalty plus the 15% or more associate referral fee received for every qualified sale.

You will be able to track the number of linkovers and the number of sales of each product template using Zazzle's reporting tools.

You can track the number of links on the linkover History page at http://www.zazzle.com/my/associate/linkoverhistory. This page shows you the number of links you received each day. You can track the number of times each of your product templates is used and purchased on the Referral by Product page.

To track your total earnings, go to the Earnings Summary page at https://www.zazzle.com/my/earnings/summary.

Troubleshooting Common Problems

1. Don't forget to declare your domains
2. You must URL Encode the URLs to your images when using the API.
3. You CANNOT edit product designs after they are posted for sale. We STRONGLY RECOMMEND creating only a handful of template products prior to ensuring that your template products work perfectly with the API. If you need to change the design of a product, you will need to customize that product, make your changes, and then post it for sale as a new product. Then delete the original product.
4. We recommend that the template placeholder images you use on your products be of the same or similar aspect ratios as the images on your website.
5. Use the same URL Parameter Names on every product you create when creating template products.
6. If you are using the Templates Buffet API, the visibility of your products must be set to "Public".