$ Live Search cashback

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Integration Guide

BUILD A DATA FEED

In order to ensure that your offerings are accurate and to create the best user experience possible, we ask that you provide the following information in your data feed. This information will help buyers find your offerings quickly and easily while highlighting the quality of your brand.

Requirements

- The file must be a tab-delimited file.
- Each line can only contain one product listing.
- There must be 18 columns per line, with a tab in between each column.
- URLs must be fully qualified, meaning that they must include the http:// portion of the domain name. (i.e. **http://www.samplemerchant.com/productimage1.gif**)

#	Name	Description
1	Merchant Product ID	Each product submitted in your data feed should have its own unique identifier. This ID will also link back within your JavaScript tracking pixel as the variable jf_ITEM.MPI on your order confirmation/receipt page. **This data is required.**
2	Reserved	This field is reserved for future use. It should be left blank.
3	Title	The Title should be an accurate representation of your product. For optimal effectiveness, the Title you submit in your data feed may need to be revised from its original appearance on your site. Examples of product types: For products such as Appliances, Computers, Electronics, etc.: Manufacturer or Brand/Model Number/Product Category Gateway GM5626 Desktop Computer Nikon Coolpix L15 Digital Camera For media products such as Books, Music, & Movies: Title Author/Artist/Director Format Touch of Evil by Kay Hooper Paperback Saving Private Ryan by Steven Spielberg Blu-Ray DVD For products such as Clothing Furniture, Jewelry, etc.: Manufacturer/Brand Style/Color/Material (Gender) Product Type Kenneth Cole Black Men's Dress Shirt Dolce & Gabbana C315 Wraparound Women's Sunglasses **This data is required.**

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4	Manufacturer	This field should only contain the product manufacturer's name, brand name, or publisher name. **Tips:** • This column CANNOT be left blank. • This field should not contain HTML or abbreviations • Do not use your store/website name ***This data is required.***
5	Manufacturer Part #	This field should contain the manufacturer assigned part number. For clothing items this should be the manufacturer style number. **Tips:** • Use only the standard assigned MPN • Including this data will greatly improve quality of your listings *****Data is required for at least one column from (5-8)*****
6	UPC	This field should contain the 8 or 12 digit UPC number associated with your product. By providing the UPC number you can drastically improve the ability of the consumer in locating your product. **Tips:** • Use only the standard assigned 8/12 digit UPC number • Do not add or subtract numbers, insert any characters, or separate the UPC code *****Data is required for at least one column from (5-8)*****
7	ISBN	This field is for the ISBN of all book products. By providing the ISBN number you can significantly improve the customer's ability to locate your product. **Tips:** • 13 digit ISBN's are preferred • 10 digit ISBN's are accepted *****Data is required for at least one column from (5-8)*****
8	SKU	This field is for the Stock Keeping Unit (SKU) you assign to keep track of your products through our Merchant Center Tools. For many merchants, this is the same number you will use for your MPID in column #1. *****Data is required for at least one column from (5-8)*****
9	Product URL	This field will contain the URL to the exact product listing on your site. It must be a fully qualified URL. **Tips:** • URL should go directly to the product page on your site where the consumer may purchase the item listed • Do not include the URL in quotation marks example: (http://www.store.com/item.html) ***This data is required.***

10	Price	This field should contain the exact cost the consumer can expect to see once they arrive on your website. **Tips:** • Must be listed in USD • Do not use text or symbols ($) • Do not include discounts, rebates, coupons, or any other discounts • Should be in dollars and cents, to a precision of two decimal places (i.e., 15.00) ***This data is required.***
11	In Stock	This field indicates the current availability for the product. It should contain one of the following: • In Stock • Out of Stock • Pre-Order • Back-Order ***This data is required.***
12	Description	This field is for the description of the product you are selling. It should provide relevant information that will help the customer in their search. **Tips:** • The maximum number of characters is 5000 • Do not use symbols ($), quotation marks, or any promotional text – Examples: Free Shipping, 15% off, LAST CHANCE, etc. • Do not use HTML, Control Characters, or insert any line breaks • Do not use all capital letters ***This data is required.***
13	Image URL	This field will contain the URL to a valid image of the product. We will download the image and may alter the size for optimal display on our website. The URL must be fully qualified. **Tips:** • Images must be at least 100 x 100 pixels or larger • Do not use animated images • Do not include the URL in quotation marks; URL should appear as follows: http://www.store.com/image.jpg ***This data is required.***
14	Shipping Costs	This field should indicate the lowest amount a consumer would pay to have the product shipped to them. If you do not specify the shipping cost in this field, you must set appropriate shipping settings within the advertiser Center. **Tips:** • Should be in dollars and cents, to a precision of two decimal places (i.e., 15.00) • Do not use text or symbols ($) • Free shipping should be expressed with a zero (0.00). This data is optional.

15	Merchant's Category	This column should contain the category you have assigned to the product on your site. **Tips:** • Please include complete category hierarchy – Example: Electronics > Televisions > LCD TV ***This data is required.***
16	Shipping Weight	This field contains the weight of the product, in pounds. Ounces should be given as a fraction of a pound, (i.e.: 1.25). If shipping costs are determined by weight, as specified in the cashback advertiser Center, ***then this field is required.***
17	Commission %	This field may be used to specify the commission percentage for an individual item. If a percentage is not specified in the feed, the commission specified in the cashback advertiser Center will be used. The commission percentage must be between your base percentage and 100.0 percent.
18	Condition	This field specifies the condition of your product. Acceptable Values are: • New • Used • Refurbished • Open Box **Tips:** • Inaccuracies in product conditions can have a negative impact on customers feedback ***This data is required.***

File Name Format

This data file should be named cashback.txt. Only one data feed file is allowed. Multiple data feeds should be combined into a single file before being submitted. This data feed file can optionally be compressed in either zip or gzip format. The name of compressed file should be cashback.zip (for zip compressed archives) or cashback.txt.gz (for gzip compressed archives).

Tracking Option #1: Implement JavaScript Tracking Pixel

Overview

In order for Live Search cashback to accurately track customer orders, the following JavaScript code must be implemented. This system will provide Live Search cashback with real time ordering information that will be displayed in the user accounts.

If this method of reporting is chosen, you will have to login to your online Merchant Center account and manually cancel all orders that were returned, canceled, etc.

Note:

Failure to properly implement the JavaScript code could 1) cause a complete failure of the tracking pixel 2) return incomplete data from a multiple item order, or 3) return all of your online sales transactions whether Live Search cashback referred sales or not.

Live Search cashback customers can shop in two different ways: by clicking on a product URL that takes them directly to one of your product pages, or by going to our list of stores and selecting the link that takes them directly to the homepage URL you specify in your online Merchant Center Account. For the tracking to work properly, you should enable the tracking pixel to work from your website's homepage and product pages.

As a best practice, the order confirmation page should be displayed immediately after the transaction has been completed. Intermediate or splash pages, with optional service or product offerings that occur prior to the order confirmation page, can often lead to the user abandoning the session prematurely. If the user abandons the session without viewing the order confirmation page, the tracking pixel will not fire and the cashback transaction will be lost.

Integration

To implement Live Search cashback order tracking, your order receipt/confirmation page will need to dynamically generate JavaScript when a Live Search cashback customer completes a purchase.

The most effective way to selectively display the Live Search cashback Tracking Pixel is by appending source IDs to both your product URLs (supplied in your product data feed) and Shop By Store URLs (inserted into online Merchant Center accounts). You will then monitor traffic coming to your site for the source ID you've designated for cashback referrals. If it is present, and the customer completes a purchase, you will then display the cashback Tracking Pixel.

Shop by Store URL examples:

http://www.yourstore.com?sid=cashback or http://www.yourstore.com?source=cashback

Product URL examples:

http://www.yourstore.com/product.html?sid=cashback
http://www.yourstore.com/product.html?source=cashback

CAUTION! *You cannot selectively display the Tracking Pixel by reading the HTTP Referrer information. Most browsers will not pass the necessary referral information.*

Note: *The following is an example only. You will need to customize this code for your site. Cutting-and-pasting this sample code will not provide Live Search cashback with the proper tracking data:*

```
<!-- Begin Live Search cashback Tracking Pixel Code -->
<script type='text/javascript'>
<!--
var jf_merchant_id = 'YOUR_CUSTOM_MERCHANT_ID';
var jf_merchant_order_num = 'ORDER_NUMBER';
var jf_purchased_items = new Array();
// adding cart items
FOR EACH PURCHASED ITEM...
// add cart item
var jf_item = new Object();
jf_item.mpi = 'ITEM_PRODUCT_ID';
jf_item.price = 'ITEM_PRICE';
jf_item.quantity = ITEM_QUANTITY;
jf_purchased_items.push(jf_item);
NEXT PURCHASED ITEM
//-->
</script>
<script type='text/javascript' src='https://ssl.search.live.com/cashback/
    javascripts/1x1tracking.js'>
</script>
<!-- End Cashback Tracking Pixel Code -->
```

The jf_merchant_id variable is filled in with the Merchant ID that was provided to you by your account manager. The jf_merchant_order_num will need to be filled in dynamically by the server with your order number.

The "FOR EACH PURCHASED ITEM..." and "NEXT PURCHASED ITEM" text needs to be replaced with shopping cart code that will loop through all of the items on the customer's order. Then the jf_item.mpi, jf_item.price, and jf_item.quantity are filled in with their respective data for each item until all the items have been looped through.

The JavaScript variables are defined below:

JavaScript Variable	Description
jf_merchant_id	The Live Search cashback supplied alphanumeric value that uniquely identifies a particular merchant.
jf_merchant_order_num	The Live Search cashback supplied alphanumeric value that uniquely identifies a particular merchant.
jf_item.mpi	Merchant Product Identifier – a unique identifier for each item that should match to the exact same Merchant Product Identifier supplied in Column #1 of your Live Search cashback Product Data Feed.
jf_item.price	The dollar amount of each item, excluding tax and shipping; formatted as a dollar amount: 59.99. Amounts are limited to a precision of two decimal places, without symbols ($).
jf_item.quantity	The quantity of each item ordered.

Example

The following is an example of how the JavaScript should look on your outputted confirmation page.

```
<script type='text/javascript'>
<!--
var jf_merchant_id = 'EXAMPLE_ID';
var jf_merchant_order_num = 'A9812753';
var jf_purchased_items = new Array();
// adding cart items
// add cart item
var jf_item = new Object();
jf_item.mpi = '85343';
jf_item.price = '42.50';
jf_item.quantity = 1;
jf_purchased_items.push(jf_item);
// add cart item
var jf_item = new Object();
jf_item.mpi = '78426';
jf_item.price = '52.40';
jf_item.quantity = 4;
jf_purchased_items.push(jf_item);
// add cart item
```

```
    var jf_item = new Object();
    jf_item.mpi = '25907';
    jf_item.price = '20.45';
    jf_item.quantity = 1;
    jf_purchased_items.push(jf_item);
    // -->
    </script>
    <script type='text/javascript'
    src='https://ssl.search.live.com/cashback/javascripts/1x1tracking.js'>
    </script>
```

Tracking Option #2: Build & Upload a Daily Batch Report

Customers originating from Live Search cashback will need to be qualified in some way to label them as having come from Live Search cashback. This is accomplished by adding two additional pieces of tracking information to the Product URL. The first is a Source ID parameter indicating that the customer originated from Live Search cashback. This should be included in your product URLs in your data feed. The second is a Live Search cashback Transaction ID which is a unique identifier that will be returned to Live Search cashback via the transaction reporting.

SOURCE ID

You will define the name and value pair appropriate for this field as a way of identifying customers as having arrived from Live Search cashback.

LIVE SEARCH CASHBACK TRANSACTION ID

This parameter is supplied by Live Search cashback and will be used to uniquely identify a transaction. This field may contain colons, dashes, and alphanumeric characters. It will not be more than 50 characters in length. The parameter will be named jftid unless otherwise specified.

EXAMPLE

An example Product URL is below with both the Source ID and the Live Search cashback Transaction ID noted in bold:

http://www.merchant.com/product?pid=123456**&sid=0293394A&jftid=1029392027**

Where the original Product URL, as supplied in the product data feed, was:

http://www.merchant.com/product?pid=123456&sid=0293394A

The Live Search cashback Transaction ID was added via **&jftid=1029392027**

TRANSACTION REPORT SPECIFICATION

The Live Search cashback Transaction Report will contain all items purchased or returned at your site, coming from Live Search cashback.

Live Search cashback requires a TAB-delimited text file made to the exact specification outlined in this document. The reports should be generated and uploaded daily to Live Search cashback. It will contain a row for each item purchased or returned through Live Search cashback.

#	NAME	DESCRIPTION
1	Type	A single character indicating the type of transaction: *N=new* *R0 = Order Refunded* *R1 = Fraud or Dispute* *R2 = Duplicate Transaction* *R3 = Order Cancelled* *R4 = Transaction does not qualify for cashback* *R5 = Other Reason*
2	MPID	Merchant Product Identifier-a unique identifier for each product that links it to the same product supplied in your Live Search cashback Product Data Feed.
3	Item Amount	The dollar amount of the item, excluding tax and shipping; formatted as a dollar amount: 59.99. Amounts are limited to a decimal precision of two. **Numeric field: Do not include symbols(e.g. $ or ",")**
4	Transaction ID	The Live Search cashback ID that is dynamically generated and supplied for the transaction.
5	Event Date	The date/time the transaction occurred; formed as: *YYYY-MM-DD HH:MI:SS* YYYY = the year (2009) MM = the month (01-12) DD = the day (01-31) HH = the hour (00-23) MI = the minute (00-59) SS = the second (00-59) **Transactions should be reported in Pacific Time**
6	Order Number	The merchant order number that was supplied to the customer, associated with the transaction.
7	Quantity	The quantity of the product that was ordered or returned.

IMPORTANT NOTES

- There should be only one item per row
- Do not include Column Headers
- Live Search cashback requires the aforementioned in exact order specified and there must be exactly seven columns in every line.
- The column delimiter is a TAB character.

The batch file should use the following naming convention: yyyymmdd.txt where yyyymmdd is the date of the creation of the file. Only one file should be generated per day. It is recommended that a file be generated and uploaded daily.

SAMPLES

Combined Reporting

All transactions (customer orders), new/returned/canceled/etc should be reported in the same daily file. This sample contains three new transactions and two return/cancel transactions. The sections that follow will provide examples just to illustrate the different transaction scenarios.

R4	B2k19393	9.96	012256789	2009-01-22	07:33:18	Wb2244	2
N	3T44499	4.99	014456789	2009-01-22	11:33:18	664489	3
N	S0948239	33.00	123456789	2009-01-04	06:33:18	01-1235	1
R2	K0392020	43.50	654651668	2009-01-15	12:30:45	01-4567	4
N	J0394923	15.00	354516984	2009-01-21	09:30:43	01-6782	1

Reporting the Initial Transaction

This sample contains three new transactions (customer orders).
The first three rows share the same Live Search cashback transaction ID and order number which reflects a transaction where the customer ordered multiple items

N	S2019393	49.99	123456789	2009-01-04	12:30:18	01-1235	1
N	S9493030	4.95	123456789	2009-01-04	12:30:18	01-1235	3
N	S0948239	12.00	123456789	2009-01-04	12:30:18	01-1235	1
N	K0392020	43.23	654651668	2009-01-21	12:30:45	01-4567	6
N	J0394923	15.00	354516984	2009-01-21	12:30:43	01-6782	1

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Reporting Cancels/Refunds/Fraud/Etc

This sample contains three return/cancel transactions (customer orders).
The first two rows share the same Live Search cashback transaction ID and order number
which reflects a transaction where the customer returned/cancelled multiple items

R0	B2k19393	9.96	012256789	2009-01-22	11:33:18	Wb2244	1
R0	NT44499	69.99	012256789	2009-01-22	11:33:18	Wb2244	3
R3	S0948239	12.00	123456789	2009-01-04	12:30:18	01-1235	1
R4	K0392020	43.23	654651668	2009-06-21	12:30:45	01-4567	6

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