

Create-a-Product API

User Guide



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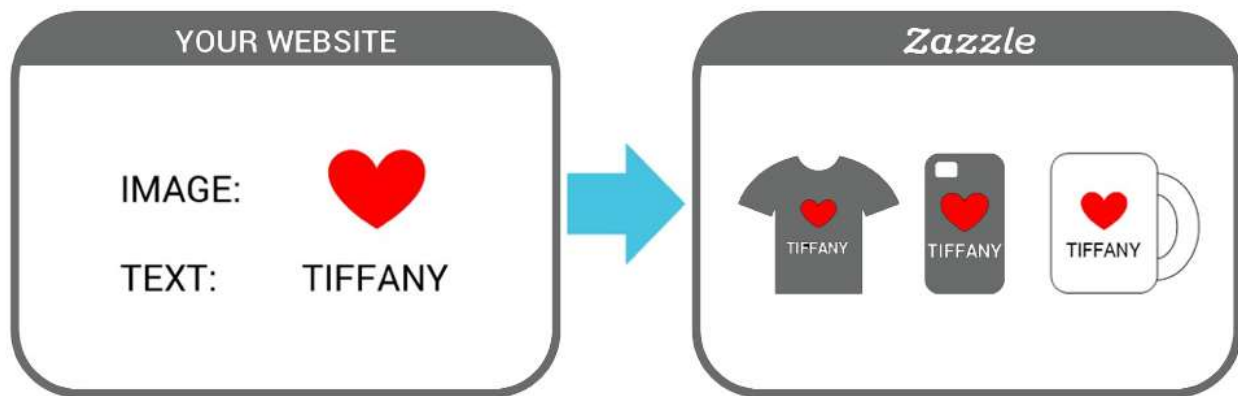
Zazzle

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Overview

The Zazzle Create-a-Product API is the perfect solution to help you unlock and monetize content from your website or app! Content can be quickly and conveniently added to one or more of our hundreds of made-to-order products through this simple, URL linkover-based API.



We know money talks, so for each qualified sale generated through your API linkover URLs you're eligible to receive your selected product royalty rate plus a 15% or more associate referral fee. See our [Associates Program Agreement](#) for details on referrals.

There are three ways you can utilize our API:

- 1.Template Links** – link directly to a product your users can purchase, with content from your site already applied on the product
- 2.Templates Buffet** – link to a landing page featuring multiple products that you've curated, with content from your site already applied on the products
- 3.Zazzle RealView™ Template Links** – similar to Template Links, but enables you to display a dynamic image on your site featuring the product with your content on it

In this User Guide, you'll learn how to set up products on Zazzle and work with the API. Much of your interaction with the API will be as simple as customizing a URL link like you would in HTML, so while previous technical experience is helpful it is not necessary.

Let's get started!

Using the API: Quickstart Guide

There are 5 steps to setting up products to work with the API. Click any of the links below to jump to a specific section.

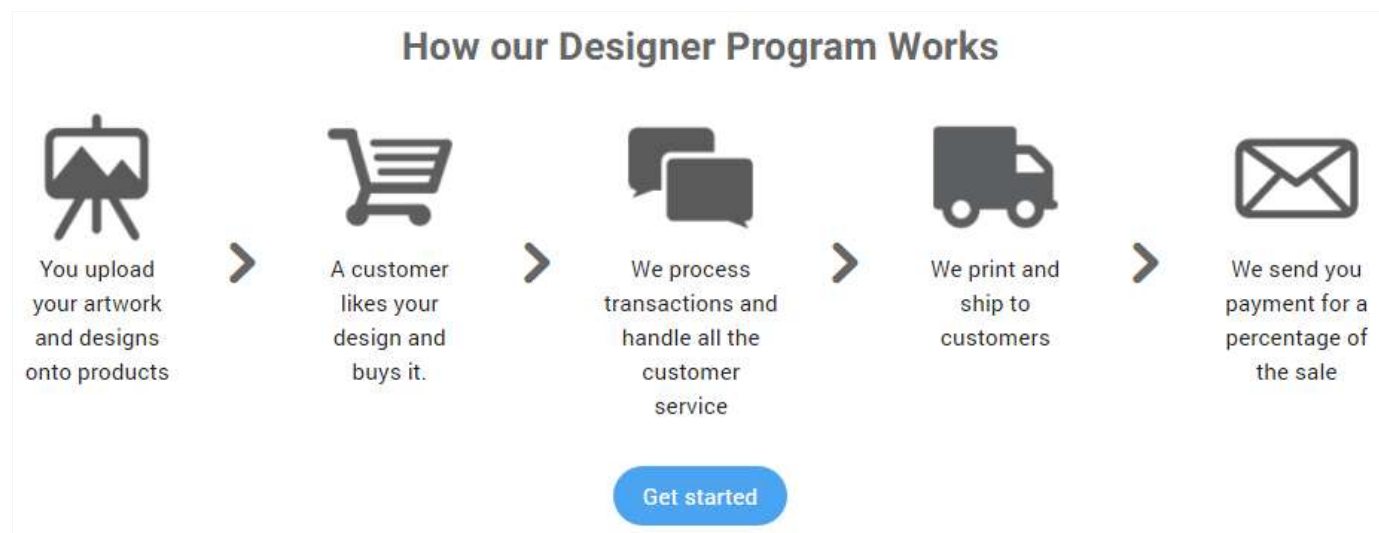
1. Open a Zazzle Store
2. Sign up for the Create-a-Product API
3. Add the domain(s) from which you will be passing images
4. Create your Template(s)
5. Generating the Create-a-Product Linkover URL

Step 1: Open a Zazzle Store

In order to create and maintain the products you'd like to integrate through the API, you'll need a store. Already have a Zazzle Store that you'd like to use? Skip to step 2!

To create a store, visit (<https://www.zazzle.com/sell/designers>). Clicking the "Get started" button shown below will take you through the steps to create an account (or sign in to your existing account, if you already have one) and open a store.

TIP: As a Designer on Zazzle, you can make money by designing and posting products for sale in our Marketplace on top of those you choose to sell using our API! Read more about our program at the link above.



Step 2: Sign up for the Create-a-Product API

Visit the Associate Center (<https://www.zazzle.com/my/associate/associate>).

Click the “Create-a-Product API” link in the left-hand column, and you’ll land on the page shown below. For now, click the “Get started” button to review and agree to the Terms of Service.

TIP: The Associate ID number shown at the top of your Associate Center page (linked to above) is used in your API links to generate extra referral revenue and facilitate reporting. You can also use it when sharing any other product on Zazzle to earn a referral fee on resulting sales!

Associate Account

Account Info

[Associate Center](#)

Linkovers

[Linkover History](#)

Link Building

[Store Link](#)

[Product Link](#)

[Associate Banners](#)

[Zazzle Homepage Link](#)

[Flash Panel](#)

[Blog Panel](#)

API

Create-a-Product API

Tools


[Designer Tools](#)

[Promotion Tools](#)

[Developer Tools](#)

Create a Product API

Zazzle provides a simple URL linkover-based API that allows any third party to automatically generate a customized product with dynamic images and text.



Build a link from your site... **zazzle powered** additional 15% or more ...to your customized product on Zazzle!

Earn an additional 15% or more on the sale of that product.

Create a simple link from any image or content on your web site to automatically generate a custom product for sale. When sales come through that link, you will earn an additional 15% or more on top of your normal royalty. Earn significant revenues by enabling users to create products from your content or their content hosted on your website. [Learn more](#)

Once you have set up your associate account on Zazzle, adding links to your site is very easy and fast!

[Get started](#)

Step 3: Add the domain(s) from which you will be passing images

Visit the “Declare your domains” page (<https://www.zazzle.com/my/associate/domains>) and enter the specific domains your content will be coming from. This allows our sites to exchange content, enabling Zazzle to pull in content from your site and your site to pull in Zazzle RealView™ content.

You'll need to add exact subdomains here. For example, if your images draw from graphics.mydomain.com then adding "mydomain.com" or "www.mydomain.com" will not work; use "graphics.mydomain.com" instead.

Associate Account

Account Info

Associate Center

Linkovers

Linkover History

Link Building

Store Link

Product Link

Associate Banners

Zazzle Homepage Link

Flash Panel

Blog Panel

API

Create-a-Product API

Declare Your Domains

Tools

Designer Tools

Promotion Tools

Developer Tools

Declare your domains

Submit all domain names where images will be downloaded by Zazzle for your use of the API. Images can only be downloaded from authorized domains that you specify.

Add a Domain:

Add

E.g. www.mydomain.com

Your Domains:

Remove Selected

Ownership of Content

☒ I own rights to the content that will be passed through the API. This content will be placed into an Image Album 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 Album in their Zazzle accounts if they sign up for Zazzle after using the API.

Cancel

Submit

Step 4: Create your Template(s)

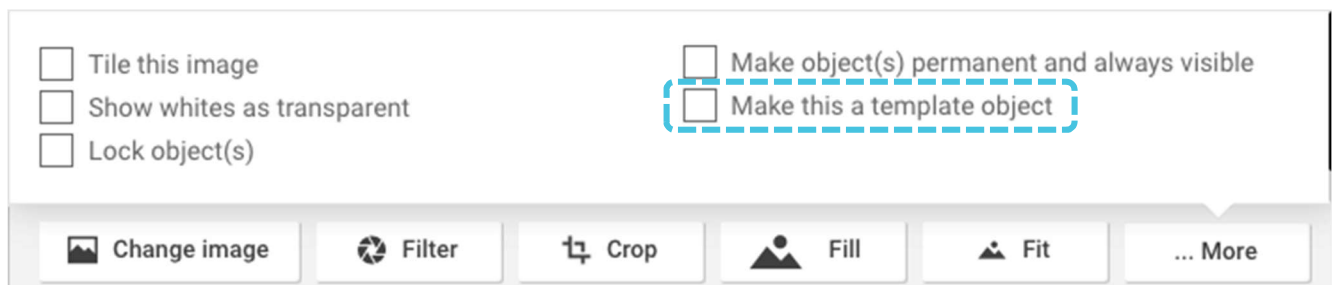
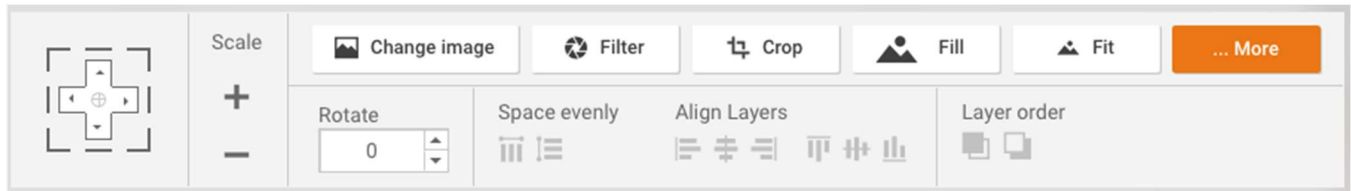
What is a Template?

Templates are products that feature designated areas in the design where images and/or text can be replaced. By designating specific elements of your design as "Template Objects," you tell us where on your product text or images can be changed. The Create-a-Product API utilizes templates to seamlessly populate images and/or text provided by your site and create finished products for customers to purchase.

How do I create a Template?

We will highlight a few aspects of creating templates here that are essential to the API, but you can also visit (<https://www.zazzle.com/sell/designers/tutorials/template>) for more detailed information.

1. To make an image or text element a template object, select the element while in the design tool and click the "...More" button. Then check the box for "Make this a template object." Do this for any elements of your design where you will be using the API to place images or text on the product.



2. Take note of the URL Parameter name(s) you define for each of your template objects, as they will be used by the API to supply the correct content.

TIP: If you plan on creating a group of products that will utilize the same content (a Templates Buffet), use the exact same URL Parameter name(s) across all of them.

For example, if you want to create three template products that can all be customized with the same image, then the image template objects on each of those products should share the exact same URL Parameter name.

☐ Tile this image
 ☐ Show whites as transparent
 ☐ Lock object(s)

☐ Make object(s) permanent and always visible
 ☒ Make this a template object

Product page label:

Inner fit/fill mode:
 ☒ None
 ☐ Fit
 ☐ Fill

URL Parameter name:
☒ Allow editing on product page

3. When you are finished designing and have marked all of your template objects, select “Done” and post your template design for sale by clicking the “Sell It” button. This is where you’ll assign a royalty rate for your product, along with titling it and applying other settings.

Create your own design

Designed by you

Edit

Sell It

4. Once you’ve posted your product for sale, you will land on a “Congratulations” page containing a link to the product. The last part of that link is an 18-digit number, your “Template ID,” used to identify that product on Zazzle. It will also be used by the API to reference this specific template product.

If you only plan on linking this single product through the API, take note of the Template ID so that you can create your Template Link (which we will be covering next).

Congratulations

You've added your product to the marketplace. If you don't see it immediately, there's no need to worry. **It can take up to 24 hours for the product to show up in search results.** In the meantime, don't forget to share & promote it!

1. Your New Product

There are countless ways to promote your product and share your Zazzle store with friends and family. These few should get you started:

Email it to a friend:

Email it!

Its address on zazzle.com:

https://www.zazzle.com/super_cool_shirt-235565454080528225

Step 5: Generating the Create-a-Product Linkover URL

Navigate to the Create-a-Product API page (<https://www.zazzle.com/my/associate/create>). You will see two options, "Create a Template Link" and "Create a Templates Buffet."

Create a Template Link

Create a Templates Buffet

Template Links are used for individual custom products, while the Templates Buffet serves up multiple custom products.

Let's start by creating a template link to get comfortable with linking a single product.

Create a Template Link

1. Enter the Template ID for the product you created. This is the 18-digit number at the end of your product's URL. For example, if the URL is:

https://www.zazzle.com/super_cool_shirt-235070593189306833

Your Template ID is **235070593189306833**.

Create a Template Link

Create a Templates Buffet

What is a template link?

A template link is a link to a template product that takes the user to the product page or design tool, with the template fields pre-populated and ready for updating by the customer.

1 Enter your Template ID, then click OK

OK

Where do I find my template ID? Your template ID can be found on the Product page for your product template. If you need to locate your product, go [here](#) and click "Manage my store" on the right side.

2. Once you click "OK," you can fill in placeholder data for the template objects you marked on the product. This determines the content customers will see on the product if it has not yet been personalized with their own content.

TIP: Test your template to ensure it's working the way you'd like by trying several placeholder images of different sizes. This can be particularly helpful if you're using "fit" or "fill" settings for your image template objects.

2 Enter placeholder data and other options

Image 1 (Image URL)

Image 2 (Image URL)

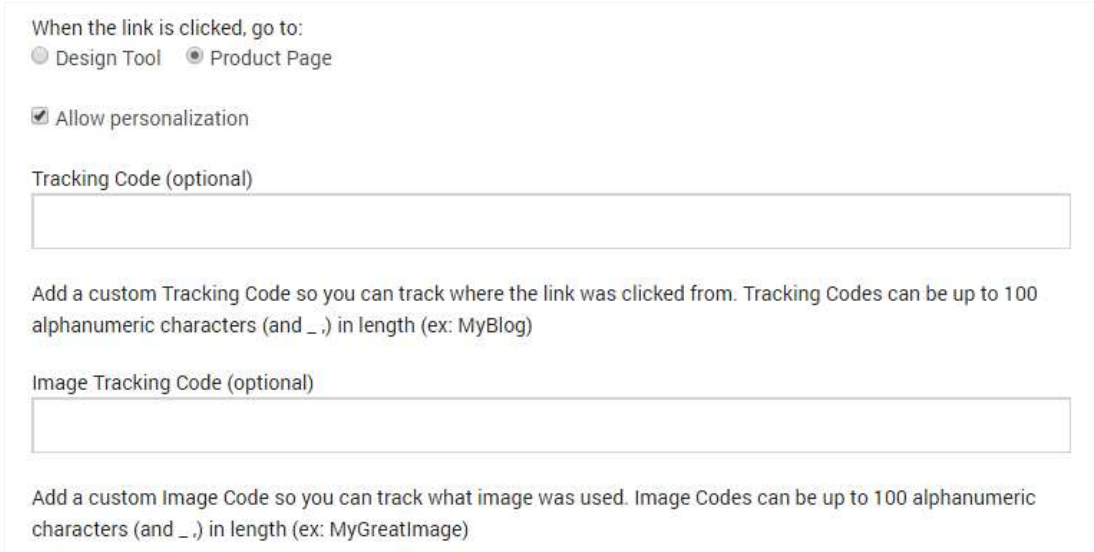
"Allow Personalization" – enable customers to fully personalize and customize the template product

"Tracking Code" – attach a text code (of your choosing) to your link for tracking purposes. These codes will appear on your earnings reports, providing visibility into which links are performing better. For example, your codes can represent the different outlets (website, social media, etc.)

you'll be posting links to so that you can easily determine which outlets are generating more traffic.

"Image Tracking Code" – similar to the Tracking Code, you can also add an Image Tracking Code to easily track which image was used.

TIP: In addition to tracking codes, you can also take advantage of Google Analytics or StatCounter to track, analyze and understand your visitors. These tools can give you new insights into what is working or not working for you, and help you identify ways to optimize your products and experience.



When the link is clicked, go to:

☐ Design Tool ☒ Product Page

☒ Allow personalization

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)

3. Your finished product link will be displayed under "Try link now." Follow the link to ensure that your placeholders are visible in the template and that everything looks that way you expected it to.

When you're done, simply copy and paste the link wherever you'd like to guide customers to this product!

3 Try link now

<http://www.zazzle.com/api/create/at-238664477566176169?rf=2386644775>



I [verb] [noun], You [verb] [noun] Mug Template
★★★★★ 4.8 (5032)

\$14.95 per mug

Qty: 1 mug Add to Cart

15% off with code ZAZZSENDLOVE


Designed for you

Customize

abc Personalize this template Details ▶

Verb

Noun

Image
 ss104 Change

Style
Classic Mug More (7) ▶

Size
11 oz More (2) ▶

Create a Templates Buffet

A Templates Buffet uses the same concepts as Template Links to apply customizations across an array of products.

Before you get started creating a Templates Buffet, you'll need to assign all of the template products you want included to a category within your store (for more information: <https://help.zazzle.com/hc/en-us/articles/220679787-Store-Category-Sorting-and-Browsing>).

As noted earlier, any template objects that should share the same content across all of those products need to utilize identical URL parameter names so that each product can receive the correct data.

1. First, select the Store and Store Category where your template products are stored. Once the URL parameters fields appear, add your desired placeholder values for the image and text parameters. These values will be applied to all products in this store category.

(Note: there is sometimes a delay processing templates within Store Categories, so your category and the template products within that category may not appear here if you've just created them. If you encounter this, check back within 24 hours and the templates should be available)

1 Choose your store and setup your categories:

Choose your store:

ZAZTECH ▼

Choose your category:

Store Category ([Change](#) | [Clear](#))

> Blank Blank

☐ 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 template?](#)

Enter default placeholder values (optional):

Verb (Text)

grok

Noun (Text)

science fiction.

2. You have control over several options and settings:

2 Setup your Buffet page options:

☐ Show category browser

☒ Allow personalization

Personalization style: ☒ Dialog ☐ Inline

☐ Display short descriptions

URL for "Go back" link

<http://www.zazzle.com/zaztech>

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)

When a thumbnail is clicked, go to:

☒ Product Page ☐ Design Tool

[Preview in a new window...](#)

"Allow personalization" - enable customers to fully personalize and customize all of the template products.

"Personalization style" – if you choose to allow personalization, choose one of two experiences for visitors. Selecting "Dialog" enables customers to personalize all products at once from your Templates Buffet landing page, while selecting "Inline" enables customers to personalize products individually through our traditional product page interface.

"URL for 'Go back' link" - specify where the "Go back to ____ store" link on your buffet page (under the banner image on the left side) will direct to. The default option your Zazzle store home page, but you can also link to your own site or to a different store if you'd prefer.

"Tracking Code" - as with the single product links, attach a text code (of your choosing) to your link for tracking purposes. These codes will appear on your earnings report, providing visibility into which links are performing better. For example, your codes can represent the different outlets

(website, social media, etc.) you'll be posting links to so that you can easily determine which outlets are generating more traffic.

"Image Tracking Code" – similar to the Tracking Code, you can also add an Image Tracking Code to easily track which image was used.

You may click the "Preview in a new window..." button at any time to see how changes to these settings impact the functionality of your Templates Buffet.

3. Your finished product link will be displayed under "Copy the link to your Templates Buffet!" Follow the link to ensure that your placeholders are visible and that everything looks that way you expected it to.

When you're done, simply copy and paste the link wherever you'd like to guide customers to your buffet!



 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-238837089810164612?rf=2388370898>




Personalize these products


Display:   Sort: Popular ▼ 6 results




I [verb] [noun] Square Button Template
\$3.00




I [verb] [noun], You [verb] [noun] Mug
Template
\$14.95




I [verb] [noun] Tote Template
\$9.95



I [verb] [noun] Baby Bib
\$15.95



I [verb] [noun] Women's T-Shirt Template
\$17.95



I [verb] [noun] iPhone 7 Plus Case
Template
\$39.95

Reporting Tools

Zazzle offers robust reporting tools that enable you to review and evaluate performance in a variety of ways.

- The Linkover History page provides the number of links you received each day:
<https://www.zazzle.com/my/associate/linkoverhistory>

- The Earnings Summary page tracks your total earnings:
- <https://www.zazzle.com/my/earnings/summary>
- The Referral by Product page tracks the number of times each of your product templates has been used and purchased:
- <https://www.zazzle.com/my/earnings/referralproducts>
- To evaluate link performance based on your tracking codes (labeled as "TC"), go to the Referral History page:
- <https://www.zazzle.com/my/earnings/referralhistory>
- To evaluate image performance based on your image tracking codes (labeled as "IC"), go to the Royalty History page:
- <https://www.zazzle.com/my/earnings/royaltyhistory>

Advanced Features

Once you have your linkover URLs set up, manipulation of the API is just a simple matter of changing values within that URL.

*URL/ URI Encoding

The characters allowed in URL Parameters are a limited subset of all the characters you can type. Some special characters and punctuation are reserved for special uses and so must be encoded with special escape strings when used with the API. The links 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. If you were specifying an image URL and your resource was at:

<https://graphics.mydomain.com/images/scifi/heinlein/virt.jpg>

That very legible link must become:

`https%253A%252F%252Fgraphics.mydomain.com%252Fimages%252Fscifi%252Fheinlein%252Fvirt.jpg`

If your site encodes your URLs by hand or programmatically, be sure that they have been properly formatted. Following rules available on many web sites, but we recommend you use one of the many free URL encoders on the Web, such as:

<https://meyerweb.com/eric/tools/dencoder/>

or

<https://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.

If you are using JavaScript the `encodeURIComponent(yourURL)` function will easily convert your URL string to URI encoded strings.

Template Links

Let's break down a sample URL for a Template Link and dig out some of what that alphabet soup all means.

`https://www.zazzle.com/api/create/at-238837089810164612?rf=238837089810164612&ax=Linkover&pd=168940881594577196&fwd=ProductPage&ed=true&tc=mccampaign02_list02_scbookfair001&ic=stranger_in_a_strange_land04&t_image1_iid=http%253A%252F%252Fgraphics.mydomain.com%252Fimages%252Fscifi%252Fheinlein%252Fssl04.jpg&t_text1_txt=grok&t_text2_txt=science%20fiction`

Template items have the prefix "t_", then the URL parameter name, and then the designation of what they are supplying (typically txt or id for image.) Depending on the number of template objects in your template, you may have fewer or more.

Parameter Definition and values

rf	Your associate ID
ax	Type of API request. For a single product link, this should always be "linkover"
pd	The ID of the template 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.
t_image1_iid	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 parameter name is image1, but yours may be different.
t_text1_txt	The text to place in the first template text field. Note that your parameter's name may vary depending on what you named the parameter in your template. Text must also be URL encoded.
t_text2_txt	The text to place in the second template text field
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." Sales of products using tracking codes will appear in your referral history. (https://www.zazzle.com/my/earnings/referralhistory)
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." Purchased products with image tracking codes will show in your royalty history. (https://www.zazzle.com/my/earnings/royaltyhistory)

Templates Buffet Links

Templates Buffet is very similar to Template Links, however there are a few extra parameters associated. Let's examine a Templates Buffet link and break down these options:

```
https://www.zazzle.com/api/create/at-
238837089810164612?rf=238837089810164612&ax=DesignBlast&sr=250243957199913703&
cg=196014525863465878&t__useQpc=false&ed=true&ds=true&t__smart=false&continueUrl=htt
p%3A%2F%2Fwww.zazzle.com%2Fzaztech&fwd=ProductPage&tc=mccampaign02_list02_scbo
okfair001&ic=stranger_in_a_strange_land04&t_image1_iid=http%253A%252F%252Fgraphics.m
```

ydomain.com%252Fimages%252Fscifi%252Fheinlein%252F
virt.jpg&t_text1_txt=grok&t_text2_txt=science%20fiction

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 https://www.zazzle.com/templates/gifts?cg=196014525863465878 , means the category ID is 196014525863465878.
ed	Specifies whether or not the buyer can customize the product. May be true or false.
ds	Display short descriptions. May be true or false.
continueURL	The URL for your site. 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.
t_image1_iid	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 your template may use a different URL parameter name.
t_text1_txt	The text to place in the first template text field. Note that your parameter's name may vary depending on what you named the parameter in your template. Text must be URL encoded*.
t_text2_txt	The text to place in the second template text field
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." Sales of products using tracking codes will appear in your referral history.

(<https://www.zazzle.com/my/earnings/referralhistory>)

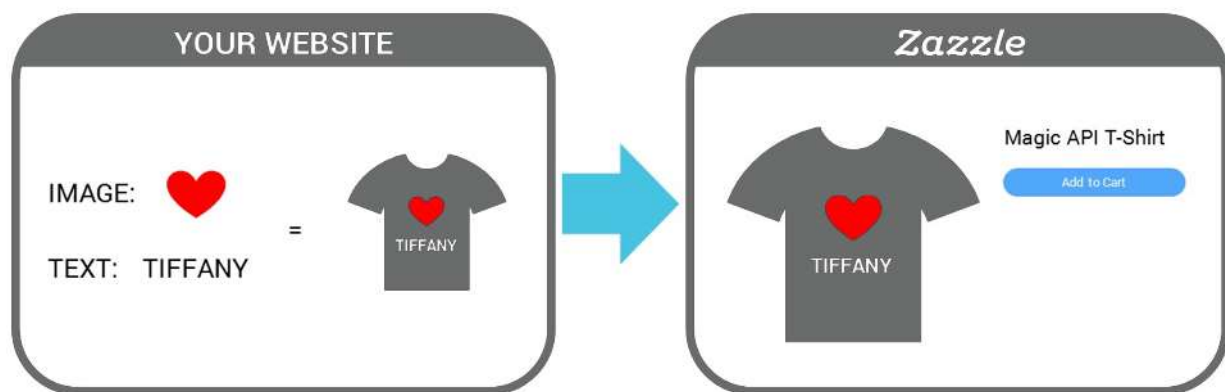
ic

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".

Purchased products with image tracking codes will show in your royalty history (<https://www.zazzle.com/my/earnings/royaltyhistory>)

Zazzle RealView Template Links

Sometimes you may want to do more than just provide a link to a product on Zazzle. Now, you can include a dynamic image that shows your users exactly what the final product will look like!



Zazzle's patented RealView™ technology allows you to create an image URL of your template, populated with the information from your site. It requires a lot of the same information and uses a similar syntax to the Create-A-Product API:

```
https://rlv.zazzle.com/svc/view?pid=168940881594577196&max_dim=512&at=238837089810164612&t_text1_txt=grok&t_text2_txt=science%20fiction.&t_image1_url=http%253A%252F%252Fgraphics.mydomain.com%252Fimages%252Fscifi%252Fheinlein%252Fssl04.jpg
```

Parameter Definition and values

at	Your associate ID. You must include this value to ensure your external domain can display this resource.
pid	The ID of the template product to which you are linking.
maxdim	The size of the image you would like returned. Commonly 128, 256 or 512.
t_image1_url	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 your template may use another URL parameter name. Note that the suffix for this parameter is different from the others in that it is "_url" not "_iid."
t_text1_txt	The text to place in the first template text field. Note that your parameter's name may vary depending on what you named the parameter in your template. Text must be URL encoded*.
t_text2_txt	The text to place in the second template text field

Here is how you could use your link, including the RLV image, in HTML:

```
<a href="https://www.zazzle.com/api/create/at-238837089810164612?rf=238837089810164612&ax=Linkover&pd=168940881594577196&fwd=ProductPage&ed=true&tc=mccampaign02_list02_scbookfair001&ic=stranger_in_a_strange_land04&t_image1_iid=http%253A%252F%252Fgraphics.mydomain.com%252Fimages%252Fscifi%252Fheinlein%252Fssl04.jpg&t_text1_txt=grok&t_text2_txt=science%20fiction."></a>
```

Troubleshooting

Issues can commonly be resolved by doing the following:

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."

The Finish Line

Congratulations! You're on your way to making some API magic.

But this isn't "goodbye." Our Developer Support team is here to help if you experience any issues, have any questions, or just want to give us some feedback.