

Zazzle Create-A-Product API

User Guide & Documentation

Zazzle

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Zazzle Create-a-Product API

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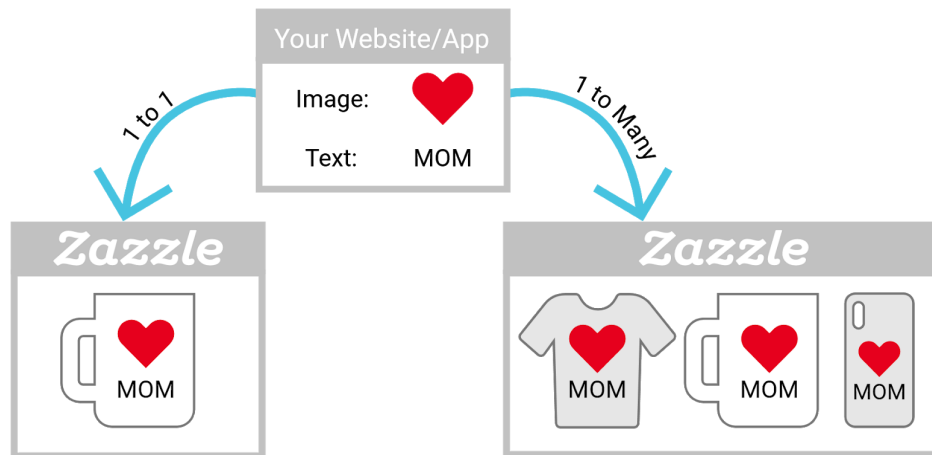
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Overview

The Zazzle Create-a-Product API is the perfect solution to help you unlock and monetize both content and users of your website or app! Content like images, text, designs, photographs, avatars, etc 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.

One or Many

Our powerful linkovers allow for you to control whether you want to generate a single product with one link or to generate many various products at one time with a single link.



By having both options available, you can best decide which one will create the best (and highest converting) user experience.

Technical Savvy

In this User Guide, you'll learn how to set up products and templates 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.

6 Easy Steps

Regardless of your technical skill level, the steps remain the same.

1. Create a Zazzle account.
2. Create a store in your account.
3. Create a store category for your templates.
4. Create templates.
5. Create links.
6. Place links in your website or app.

Let's get started!

Store Setup

Before diving right into creating templates and products to use in the API, it's best to start by setting up your store correctly which will make using our API much easier.

Step 1: Account Creation & Setup

To use the API, you need to have an account on Zazzle, enroll in the Associates Program, accept the terms and conditions of using the API, and finally, declare your domains where your images and content will be coming from.

1. To sign up as a Designer on Zazzle, go here - <https://www.zazzle.com/lgn/registration>
2. To enroll in the Associates Program, go here - <https://www.zazzle.com/my/associate/associate>
3. To accept the API terms, go here - https://www.zazzle.com/my/associate/create_a_product_api_signup
4. To declare your domain(s), go here - <https://www.zazzle.com/my/associate/domains>

Step 2: Store Creation

To use the API, you need to have a store on Zazzle in which to place your products and templates. To create a store, follow this link - <https://www.zazzle.com/my/store/create>

While the bare minimum needed is a store name, we highly recommend adding a store profile and banner image as those will be highly visible when linking over with the API. For specific image size requirements, visit our help center here - <https://help.zazzle.com/hc/en-us/articles/232059087-Image-Asset-Sizes-Needed-for-Your-Store>

Step 3: Store Categorization

While store categorization is very useful for organizing your products and templates, it is only required if you plan on using the 1 to Many implementation of the API (a.k.a. Templates Buffet). If you are only going to be using the API for a 1 to 1 product approach, you can skip ahead to step 4.

All stores come with a default *New Products* category. This category cannot be used for the 1 to many API linkover. For it to work, it needs to know the store category where the templates you will be using are placed. To create a new category for templates used by the API, visit our help center here - [Store Categorization Help Article](#)

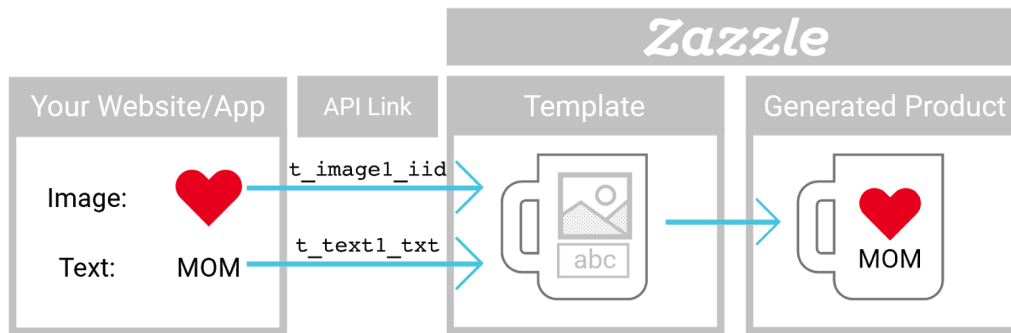
Give your new category a name that makes sense to you. Many prefer to go with a name that corresponds to the templates which will be added into the category like *My Templates*, *Apparel Templates*, or *Stationery Templates*.

Templates

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. However, for most users of the API, the idea of templates is the hardest to grasp. Let's see if we can simplify how templates are used.

A template is a blueprint of where images and text should be placed on a product, and how inbound images and text should be treated (e.g. font type and size, fit or fill the image space). By designating specific elements of

your design as Template Objects (images or text), you are instructing the API how to handle images and text that you pass through an API link.



Step 4: Template Creation

Choose the product that you want to start with by either choosing from the Custom Gifts page <https://www.zazzle.com/custom/gifts> or from within your store by clicking on the blue button [Create new product](#). If you are using the API to pass over images then start by clicking [Add Image](#). If using the API to pass over text only, then start by clicking [Add Text](#).

Since you are creating a template, remember that the image you upload should be representative of the size, shape, and aspect ratio of images that you will be passing through the API. If the users on your website or app can create or select images of varying sizes for use on products, we recommend creating a template for each image size and shape to optimize the product's print quality and provide the best user experience.

Once you upload the image or add text, position and size the placeholder object exactly where you want it on the product. Then, on the right side of the design tool area, find a toggle switch labeled [Make this a template object](#). (If you don't see the toggle on the right side of the design tool, click [More options](#) and it should appear.) Click on that toggle and you will see four more object properties appear related to this template object.

- Product Page Label: this is the customer facing name of the object. Name, date, logo, picture - it should make sense what you intend for the customer to place here.
- URL Parameter Name: this is the name you get to assign to the object that will be passed through in the URL. HINT: if you are using 1 link to generate many products, ensure that identical objects have the same parameter name (e.g. logo). It will become apparent when you get to Step 5 and are creating links.
- Inner fit/fill mode (images only): if you choose *fit* then the image placeholder will act as a bounding box and will not allow the image you pass through to extend beyond any side of the box. If you choose *fill* then the image will fill the entire bounding box which will cause cropping if the new image is not the same aspect ratio as the original placeholder.
- Allow editing on product page: this option will allow users to make edits to that specific template object once they click through from your website or app to the product page on Zazzle.

Once you have created as many objects as you want and assigned their placement and object properties, then click [Done](#) followed by [Sell It](#). Fill in the information required on this page. Pay special attention to these two areas.

1. Store Category - Click [Change](#) next to Store Category in order to update the category. If you are using the 1 to Many approach (Templates Buffet) then make sure this is the template category you set up in Step 3.

2. Make product a template - select [Yes](#).

For more details on creating templates, go here - <http://www.zazzle.com/sell/designers/tutorials/template>

For more details on posting templates for sale - <http://www.zazzle.com/sell/designers/tutorials/postforsale>

If your goal is to have 1 link generate 1 specific product, you're done and you can now start creating links. If you plan to have 1 link generate many products at once (Templates Buffet), you will need to repeat the template creation for each unique product you want to be generated by that 1 link. But, we recommend going ahead and getting the 1 to Many link working on the one template you have setup before creating more templates.

Creating Links

In order for the API to know what image or text from your website or app to place into the template, you must define each template object parameter in the URL with its associated image or text value. A different link is needed for each unique combination of images and text. For example, if you have two template objects (1 image and 1 text) and you have 10 images and 10 pieces of text on your website or app, then you would need 100 unique links available to show all of the combinations. You can choose to build links one at a time or programmatically.

As such, there are two ways to generate links for your products. The link builder tool found in your account on Zazzle and manually using the parameter/value pairs. Let's jump right in!

Step 5a: Link Building Tool

You can find the link building tool here - <https://www.zazzle.com/my/associate/create>

1 to 1 (Template Link)

For a single link that creates a single product, select the [Create a Template Link](#) option.

1. Enter the Template ID - this is the 18-digit number at the end of your template product URL and click [OK](#).
e.g. https://www.zazzle.com/api_documentation_test_template_mug-168619482839304922
2. Placeholder data is the image or text that will be inserted into the template objects.
 - a. For the image, paste in a link for an image URL.
 - b. For text, type in a word or phrase.
 - c. If no image or text fields appear in the placeholder data box, review the [troubleshooting tips table](#).
3. *Allow personalization* - this option will allow users to make edits to the product generated by the API linkover once they click through from your website or app to the product page on Zazzle.
4. Your link is complete. Click [Try link now](#) to test it out.

The result should be a newly generated product, using the template's layout and styling, but using the new image and text that you inputted into the placeholder section. If you are not seeing your placeholder image or text on a new product, please review the [troubleshooting tips table](#).

1 to Many (Templates Buffet)

For a single link that creates many products, select the [Create a Templates Buffet](#) option.

1. Choose the store name and the category where your templates are located.
2. Placeholder data is the image or text that will be inserted into the template objects.
 - a. For the image, paste in a link for an image URL.
 - b. For text, type in a word or phrase.
 - c. If no image or text fields appear in the placeholder data box, review the [troubleshooting tips table](#).
3. *Allow personalization* - this option will allow users to make edits to the product generated by the API linkover once they click through from your website or app to the product page on Zazzle.
4. Your link is complete. Click [Preview in a new window...](#) to test it out.

The result should be a page filled with newly generated products, using the template category products you specified. The products should be using each template's layout and styling, but using the new image and text that you inputted into the placeholder section. If you are not seeing your placeholder image or text on these products, please review the [troubleshooting tips table](#).

Step 5b: Manual Link Building

If you are comfortable with link building from a table of parameters and values, then this will be a great option for you. The link parameters differ depending upon whether you are creating links for individual products or multiple products. Let's dive right in!

1 to 1 (Template Link)

Here is an example link (color coded) to show the various parameter/value pairs generating a single product from a single link.

https://www.zazzle.com/api/create/at-238268965591408603?rf=238268965591408603&ax=Linkover&pd=168619482839304922&ed=true&tc=apidocumentation_1to1_templatelink&ic=redheart_googledrive&t_image1_iid=https%3A%2F%2Fdrive.google.com%2Fuc%3Fid%3D1AYH4u8x4qWiCyaWMhdvvu19K5IHuPP2q&t_text1_txt=MOM&t_text1_txtclr=000000

For an explanation of each parameter and the possible values, reference this table.

Parameter	Definition	Value	Required?
at	Your member account ID	18 digit number	Yes
rf	Your Associate ID	18 digit number	No
ax	Type of API request	"linkover"	Yes
pd	Your template's Product ID found in the URL of that template - e.g. https://www.zazzle.com/api_documentation_test_template_mug-168619482839304922	18 digit number	Yes
ed	Specifies whether or not the customer can customize the product.	true OR false	No
tc	This is a Tracking Code that you can define to track where your link was clicked from. Example: "MyBlog." Sales of products using tracking codes will appear in your referral history. https://www.zazzle.com/my/earnings/referralhistory	Up to 100 alphanumeric characters including underscores. Example "MyWebsite"	No

ic	This is an Image Code that you can define to track what image was used from your website. Purchased products with image tracking codes will show in your royalty history. https://www.zazzle.com/my/earnings/royaltyhistory	Up to 100 alphanumeric characters including underscores. Example "Golden_Gate_Bridge_001"	No
t_image1_iid	The URL for the first image object within your template. The default is image1 but yours may be different if you renamed it while setting up the template image object. Example: if you named it photo it would be t_photo_iid.	URL Encoded* link to the image being passed into the template image object.	Yes
t_image2_iid	The URL for the second image object within your template. The default is image2 but yours may be different if you renamed it while setting up the template image object.	URL Encoded* link to the image being passed into the template image object.	Yes
t_text1_txt	The text to place into the first text object within your template. The default is text1 but yours may be different if you renamed it while setting up the template text object. Example: if you named it name it would be t_name_txt.	Encoded* text	Yes
t_text2_txt	The text to place into the second text object within your template. The default is text2 but yours may be different if you renamed it while setting up the template text object.	Encoded* text	Yes
t_text1_txtclr	Text color assignment of the first text object within your template.	6 digit hex color code. Example: 4169e1	No

Additional image and text parameter/value pairs can be added to support each object that is present in a template. If you do not change the names for each object, the automatic naming convention is to increment the number by 1 for each new parameter (e.g. text1, text2, text3, etc...).

1 to Many (Templates Buffet)

Here is an example link (color coded) to show the various parameter/value pairs generating multiple products from a single link.

https://www.zazzle.com/api/create/at-238268965591408603?rf=238268965591408603&ax=DesignBlast&sr=250353676823748907&cg=196915901559571818&ed=true&continueUrl=http%3A%2F%2Fwww.zazzle.com%2Fapiteststore&tc=apidocumentation_1tomany_templatesbuffet&ic=redheart_googledrive&t_image1_iid=https%3A%2F%2Fdrive.google.com%2Fuc%3Fid%3D1AYH4u8x4qWiCyawMhdvvu19K5IHuPP2q&t_text1_txt=MOM&t_text1_txtclr=000000

For an explanation of each parameter and the possible values, reference this table.

Parameter	Definition	Value	Required?
at	Your member account ID	18 digit number	Yes
rf	Your Associate ID	18 digit number	No
ax	Type of API request	"DesignBlast"	Yes
sr	The store ID where your template product resides. Can only be found through the link building tool.	18 digit number	Yes
cg	The category ID where your templates are placed. Example: https://www.zazzle.com/store/apiteststore/products?dp=0&cg=196915901559571818	18 digit number	Yes

ed	Specifies whether or not the customer can customize the product.	"true" or "false"	No
continueUrl	The URL associated with the Go Back link on the Templates Buffet page.	URL Encoded* link	No
tc	This is a Tracking Code that you can define to track where your link was clicked from. Example: "MyBlog." Sales of products using tracking codes will appear in your referral history. https://www.zazzle.com/my/earnings/referralhistory	Up to 100 alphanumeric characters including underscores. Example "MyWebsite"	No
ic	This is an Image Code that you can define to track what image was used from your website. Purchased products with image tracking codes will show in your royalty history. https://www.zazzle.com/my/earnings/royaltyhistory	Up to 100 alphanumeric characters including underscores. Example "Golden_Gate_Bridge_001"	No
t_image1_iid	The URL for the first image object within your template. The default is image1 but yours may be different if you renamed it while setting up the template image object. Example: if you named it photo it would be t_photo_iid.	URL Encoded* link	Yes
t_image2_iid	The URL for the second image object within your template. The default is image2 but yours may be different if you renamed it while setting up the template image object.	URL Encoded* link	Yes
t_text1_txt	The text to place into the first text object within your template. The default is text1 but yours may be different if you renamed it while setting up the template text object. Example: if you named it name it would be t_name_txt.	Encoded* text	Yes
t_text2_txt	The text to place into the second text object within your template. The default is text2 but yours may be different if you renamed it while setting up the template text object.	Encoded* text	Yes
t_text1_txtclr	Text color assignment of the first text object within your template.	6 digit hex color code.	No

Additional image and text parameter/value pairs can be added to support each object that is present in a template. If you do not change the names for each object, the automatic naming convention is to increment the number by one for each new parameter (e.g. text1, text2, text3, etc).

URL Encoding

The links to product images and any text passed through the API must be encoded.

Example link: <https://www.zazzle.com/store/mystore>

Example link encoded: <https%3A%2F%2Fwww.zazzle.com%2Fstore%2Fmystore>

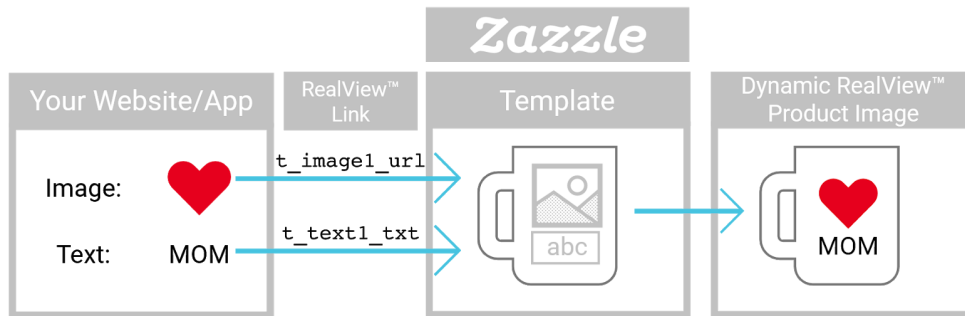
There are numerous tools available that will perform the encoding including Excel, Google Sheets, <https://www.urlencoder.org/> and https://www.w3schools.com/tags/ref_urlencode.asp

Product Images

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

Dynamic RealView™ Product Images

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=168619482839304922&max_dim=512&at=238268965591408603&t_text1_txt=MOM&t_image1_url=https%3A%2Fdrive.google.com%2Fuc%3Fid%3D1AYH4u8x4qwiCyaWMhdvvu19K5IHuPP2q&t_text1_txtclr=000000

For an explanation of each parameter and the possible values, reference this table.

Key	Definition	Value	Required?
pid	Your template's Product ID found in the URL of that template - e.g. https://www.zazzle.com/api_documentation_test_template_mug-168619482839304922	18 digit number	Yes
max_dim	The size of the image you would like returned, in pixels. The image returned will be square.	Number between 10 and 2212. Values above 699 will include a Zazzle branded frame	Yes
at	Your member account ID	18 digit number	Yes
t_image1_url	The URL for the first image object within your template. The default is image1 but yours may be different if you renamed it while setting up the template image object. Example: if you named it photo it would be t_photo_url.	URL Encoded* link	Yes
t_image2_url	The URL for the second image object within your template. The default is image2 but yours may be different if you renamed it while setting up the template image object.	URL Encoded* link	Yes
t_text1_txt	The text to place into the first text object within your template. The default is text1 but yours may be different if you renamed it while setting up the template text object. Example: if you named it name it would be t_name_txt.	Encoded* text	Yes
t_text2_txt	The text to place into the second text object within your template. The default is text2 but	Encoded* text	Yes

	yours may be different if you renamed it while setting up the template text object.		
t_text1_txtclr	Text color assignment of the first text object within your template.	6 digit hex color code.	No

Additional image and text parameter/value pairs can be added to support each object that is present in a template. If you do not change the names for each object, the automatic naming convention is to increment the number by one for each new parameter (e.g. text1, text2, text3, etc). For clarity on URL Encoding, please visit the [URL encoding section](#) of the API documentation.

Troubleshooting & Resources

Before you email api.help@zazzle.com to answer your API implementation questions, try using our handy dandy troubleshooting tips table or the Zazzle help pages.

API Help Desk

Here is a link to the Create-A-Product API help pages.

<https://help.zazzle.com/hc/en-us/sections/360005063194-Create-A-Product-API>

Troubleshooting Tips

Problem	Possible Causes	What To Do
Zazzle API Error: Image failed to upload	Domain of your image server has not been declared	Declare the domain(s) of your image URLs https://www.zazzle.com/my/associate/domains
	Image URL was not encoded	Encode the image URLs. Reference the URL Encoding section of this document.
	Continue URL parameter is wrong case	The parameter is case specific and must be continueUr1
RealView image object is not changing	Parameter name is incorrect	The parameter name for the RealView image object is t_image1_url, which is different than the template object of t_image1_iid.
Placeholder box in templates buffet link builder is empty	Category contains no templates	Assign templates to the category
	Takes up to 24 hours for a new category and templates to appear	Wait up to 24 hours and try again.
	New products category cannot be used for Templates Buffet	Create a new category and assign templates to it.

Helpful Hints

1. You CANNOT edit product templates 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 ,and then delete the original product.

2. 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.
3. Use the same URL Parameter Names on every template you create for like fields. (e.g. all first name text fields share the same parameter name for each template in a category.)
4. If you are using the Templates Buffet API, the visibility of your templates must be set to "Public" and "G-Rated."

Resources

Hex Color Picker - https://www.w3schools.com/colors/colors_hexadecimal.asp

URL Encoding - https://www.w3schools.com/tags/ref_urlencode.asp

HTML Reference - <https://www.w3schools.com/html/default.asp>

Live Examples

- Store - <https://www.zazzle.com/store/apiteststore>
- Templates Category - <https://www.zazzle.com/store/apiteststore/products&cg=196915901559571818>
- Mug Template - https://www.zazzle.com/api_documentation_test_template_mug-168619482839304922
- Shirt Template - https://www.zazzle.com/api_documentation_test_template_shirt-235581707908011183
- Case Template - https://www.zazzle.com/api_documentation_test_template_case-179954474945723969
- 1 to 1 API Generated Mug using template above, and passing through MOM and a heart image. https://www.zazzle.com/api/create/at-238268965591408603?rf=238268965591408603&ax=Linkover&pd=168619482839304922&ed=true&tc=apidocumentation&ic=&t_text1_txt=MOM&t_image1_iid=https%3A%2F%2Fdrive.google.com%2Fuc%3Fid%3D1AYH4u8x4qWiCyaWMhdvvul9K5IHuPP2q
- 1 to 1 API Generated Shirt using template above, and passing through MOM and a heart image. https://www.zazzle.com/api/create/at-238268965591408603?rf=238268965591408603&ax=Linkover&pd=235581707908011183&ed=true&tc=apidocumentation&ic=&t_text1_txt=MOM&t_image1_iid=https%3A%2F%2Fdrive.google.com%2Fuc%3Fid%3D1AYH4u8x4qWiCyaWMhdvvul9K5IHuPP2q
- 1 to 1 API Generated Case using template above, and passing through MOM and a heart image. https://www.zazzle.com/api/create/at-238268965591408603?rf=238268965591408603&ax=Linkover&pd=179954474945723969&ed=true&tc=apidocumentation&ic=&t_text1_txt=MOM&t_image1_iid=https%3A%2F%2Fdrive.google.com%2Fuc%3Fid%3D1AYH4u8x4qWiCyaWMhdvvul9K5IHuPP2q
- 1 to Many API Generated Mug, Shirt, and Case passing through MOM and a heart image. https://www.zazzle.com/api/create/at-238268965591408603?rf=238268965591408603&ax=DesignBlas&sr=250353676823748907&cg=196915901559571818&ed=true&continueUrl=http%3A%2F%2Fwww.zazzle.com%2Fapiteststore&tc=apidocumentation_1tomany_templatesbuffet&ic=redheart_googledrive&t_image1_iid=https%3A%2F%2Fdrive.google.com%2Fuc%3Fid%3D1AYH4u8x4qWiCyaWMhdvvul9K5IHuPP2q&t_text1_txt=MOM
- 1 to Many API Generated Mug, Shirt, and Case passing through DAD and a clover image. https://www.zazzle.com/api/create/at-238268965591408603?rf=238268965591408603&ax=DesignBlas&sr=250353676823748907&cg=196915901559571818&ed=true&continueUrl=http%3A%2F%2Fwww.zazzle.com%2Fapiteststore&tc=apidocumentation_1tomany_templatesbuffet&ic=greenclover_googledrive&t_image1_iid=https%3A%2F%2Fdrive.google.com%2Fuc%3Fid%3D1VyV4aMaN0K0Meu_XtS-HYWOoydqCiMaJ&t_text1_txt=DAD