



## **H. Potter Garden Décor Marketplace**

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### **Website Development Project**

September 3, 2010

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## Revision History

Name	Date	Reason For Changes	Version
Jett Advertising	09/03/10	Document creation	1.0

## 1. Introduction

### 1.1 Purpose/Concept

H. Potter is an outdoor décor wholesale business offering high quality products targeted at garden center dealers, outdoor landscape designers and retail consumers throughout the United States. H. Potter has solid business relationships with many garden centers and would like to capitalize on those relationships by providing a Garden Décor Marketplace (hereinafter GDM) providing hosted ecommerce platforms (micro sites) for its dealers. HPotter.com will be the “parent” site of all “child” dealer GDM sites.

The GDM will replace the current [www.hpotter.com](http://www.hpotter.com) website. This website currently provides ecommerce for H. Potter products but it does not provide dealer micro sites within its structure. Upon successful completion of the GDM platform, this DNS will be moved to the new location.

This document is to be used as an outline of the functionality that is needed for the GDM. It is open to modifications based on any technical limitations of the system.

### 1.2 Product Offering

H. Potter will configure and maintain the dealer’s GDM website in its entirety uploading their logo, product information, pricing, inventory, etc. via an administrative console. Dealer will be contacted by H. Potter on a monthly basis to obtain their updated information. In addition to H. Potter products, the dealer can sell any other product they carry in their store in their GDM site.

The dealer will manage their GDM website orders via a secure login process using an online console that shows order history, status and provides an area to enter tracking information.

### 1.3 References

H. Potter currently owns a website that has some of the functionality needed for the Garden Marketplace. This code can be copied and modified for the new platform:

The Shoppers Link: <http://www.theshopperslink.com>

The Shoppers Link provides the ability to order from multiple Garden Stores in one ecommerce shopping cart. While the layout and some of the functionality will differ, this website potentially provides a code base for the GDM.

Additional functionality was also derived from the following websites:

<http://www.gardenpilot.com> Wireframe layouts.

<http://www.nordstroms.com> Pick up in Store, Product and Dealer locator information.

## 2. Overall Description

### 2.1 Operating Environment

The system will be built using the latest versions of PHP, Magento Community Edition, Authorize.net and MySQL. The GDM will reside on [www.simplehelix.com](http://www.simplehelix.com) as a hosting platform.

A review of any additional software and plug-ins that are in place on the [www.shopperslink.com](http://www.shopperslink.com) website will be needed. A complete list of this information is not available at this time.

A primary concern is scalability. If Magento is not capable of handling a large volume of ecommerce transactions across hundreds of micro sites, we need recommendations of a more scalable product. We are forecasting 60 dealer GDM sites to be configured in the next six months. However, there is potential to host thousands of GDM sites in the future.

It would be beneficial if staging and production environments could be created. This will be discussed and determined based on hosting fees when the project is initiated.

## 2.2 Garden Décor Marketplace Functionality

See Appendix A for wireframe layout.

### a. Login functionality

- **Customer login** will allow the customer to login to their existing account to view order history, status, etc.
- **Dealer login** will allow a dealer to login and manage their GDM website orders. We need to know if Magento currently can provide the ability for this or if silos need to be built to separate dealer account information.
- **Create account** will allow a potential customer to create an account only. Dealer accounts will be set up through H. Potter in the back-end.

### b. Dealer Product Showcase

This showcase will display products from various dealers and it must be capable of being modified by H. Potter administrative staff. When the image of a dealer's product is clicked by a customer in the showcase, the system will direct the user to that dealer's product page on their GDM website. It is acceptable that this action opens a new browser window for this purpose.

### c. Find Products

Allows the customer to search by product name, type or number. Advanced Search options will also appear. Advanced search will contain the following fields:

- Keyword or item number
- Within ## miles from Zip code #####
- Category drop down listing
- Show items priced from \$## to \$##.

#### d. Marketplace

The Marketplace is a single page displaying all dealer logos. Customers can click on a logo and a new window will open with displaying the dealer's GDM website.

#### e. Search for a product

- Search functionality through the parent site will encompass all child sites. Example: Retail customer goes to [www.hpotter.com](http://www.hpotter.com) to search for a trellis. This search provides results for all trellises available from all dealer GDM sites that are part of the GDM as well as H. Potter products.
- Customers can order products from H. Potter (the manufacturer) or from a Dealer depending on the product they select and its availability.

#### f. Shopping Cart – Pick up in Store

- On the product page, a “Pick up in Store” button allows the customer to specify a search for the product within a zip code radius (i.e. 10, 20, 30 miles). See **Appendix C**.

**Important:** The Product locator must be tied into the Dealer inventory producing results of Dealers who have the searched product available in their local stock.

- Dealers within the radius search with available products in their inventory will appear in a list format with order being location closest to furthest away with a map. Dealer locator software for Magento with this functionality is now in place on [www.hpotter.com](http://www.hpotter.com) and this code can be used for the GDM.

#### g. H. Potter Product Videos - Invodo Video API

The GDM will display various videos on H. Potter products. The Invodo Video API installation will need to occur to provide this functionality. See **Appendix D** for installation information.

#### h. Browse categories

All product categories will be displayed with associated products below each category. When a product is clicked, the customer will be directed to that product's informational page.

#### i. Affiliate Program

Post Affiliate Pro is now being used on [www.hpotter.com](http://www.hpotter.com). This software will need to be reinstalled and integrated with Magento on the GDM.

Installation instructions: <http://support.qualityunit.com/knowledgebase/post-affiliate-pro/installation-and-upgrade/clean-installation.html>

Existing data must be moved to the new system: <http://support.qualityunit.com/knowledgebase/post-affiliate-pro/installation-and-upgrade/moving-installation-of-postaffiliatepro-to-another-domain-or-directory.html>

### **2.3 Product Features – Ecommerce Platform**

Magento Community Edition will be used for this project. All ecommerce functionality can be located here: <http://www.magentocommerce.com/product/community-edition>

## Appendix A – Wireframes

### Home page display:

<b>(Logo) Garden Décor Marketplace</b>				<a href="#">Customer Login</a>   <a href="#">Dealer Login</a>   <a href="#">Create Account</a>   <a href="#">Site Map</a>   <a href="#">Cart</a>		
<b>Welcome to your one source for all garden decorating products.</b> <i>Find everything you need in one place, buy it online, local pick up or have it shipped.</i>						
<a href="#">Home</a>   <a href="#">Find Products</a>   <a href="#">Marketplace</a>   <a href="#">Dealer Locator</a>   <a href="#">About Us</a>   <a href="#">Contact Us</a>						
<b>Dealer Product Showcase</b>	<b>Dealer Product Showcase</b>	<b>Dealer Product Showcase</b>	<b>Dealer Product Showcase</b>	<b>Dealer Product Showcase</b>	<b>Dealer Product Showcase</b>	<b>Dealer Product Showcase</b>
Search for a product: <input type="text" value="Enter product name"/>		<b>Go!</b> <a href="#">Advanced Search</a>				
<b>H. Potter Product Video</b>			<b>H. Potter Product Video</b>			
<b>Browse categories:</b>						
<b>Category 1</b> Products Products Products Products	<b>Category 4</b> Products Products Products Products	<b>Category 7</b> Products Products Products Products	<b>Category 10</b> Products Products Products Products			
<b>Category 2</b> Products Products Products Products	<b>Category 5</b> Products Products Products Products	<b>Category 8</b> Products Products Products Products	<b>Category 11</b> Products Products Products Products			
<a href="#">Home</a>   <a href="#">Copyright &amp; Legal Notice</a>   <a href="#">Privacy Policy</a>   <a href="#">Site Map</a>   <a href="#">Contact Us</a> <i>Garden Décor Marketplace 2010. All rights reserved.</i>						

## Search Results display:

# (Logo) Garden Décor Marketplace

[Customer Login](#) | [Dealer Login](#) | [Create Account](#) | [Site Map](#) | [Cart](#)

Welcome to your one source for all garden decorating products.

*Find everything you need in one place, buy it online, local pick up or have it shipped.*

[Home](#) | [Find Products](#) | [Marketplace](#) | [Dealer Locator](#) | [About Us](#) | [Contact Us](#)

*Breadcrumb: Category/Product/Product Name - if specified (provide functionality to navigate back through breadcrumb)*

Search again:

Go! [Advanced Search](#)

Search results:

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

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Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Product Thumbnail  
Brief Description  
Marketplace Name (Dealer)

Display  Products per page ▶

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## Product Display with Pick up in Store option:

# (Logo) Garden Décor Marketplace

[Customer Login](#) | [Dealer Login](#) | [Create Account](#) | [Site Map](#) | [Cart](#)

Welcome to your one source for all garden decorating products.

*Find everything you need in one place, buy it online, local pick up or have it shipped.*

[Home](#) | [Find Products](#) | [Marketplace](#) | [Dealer Locator](#) | [About Us](#) | [Contact Us](#)

**Breadcrumb:** *Category/Product/Product (provide functionality to navigate back through breadcrumb)*

Search again:

**Go!** [Advanced Search](#)

### Product Name

Large Product Photo

Description

Available Colors

Available Sizes

Price

Qty

*(See Appendix C)*

**Dealer Zip Code/Radius Search**

**Purchase online and Pick up at (Dealer location)**

**Add to Cart**

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## Dealer GDM website Display:

# (Logo) Garden Décor Marketplace

[Customer Login](#) | [Dealer Login](#) | [Create Account](#) | [Site Map](#) | [Cart](#)

Welcome to your one source for all garden decorating products.

*Find everything you need in one place, buy it online, local pick up or have it shipped.*

[Home](#) | [Find Products](#) | [Marketplace](#) | [Dealer Locator](#) | [About Us](#) | [Contact Us](#)

## (Logo) Dealer Store Name

Dealer information here (address/phone/email/etc.)

Store Photo

Store Photo

### Store Details:

[View shipping policy](#)

[View return policy](#)

Search this store:

**Go!** [Advanced Search](#)

Products (Showing # of # total products):

Sort by (drop down) *Highest price, Lowest Price, Newest, Name*

Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)
Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)
Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)	Dealer Product Showcase (photo/price/description)

Page 1 (2) (3) (4) (5) (6) (7) (8)

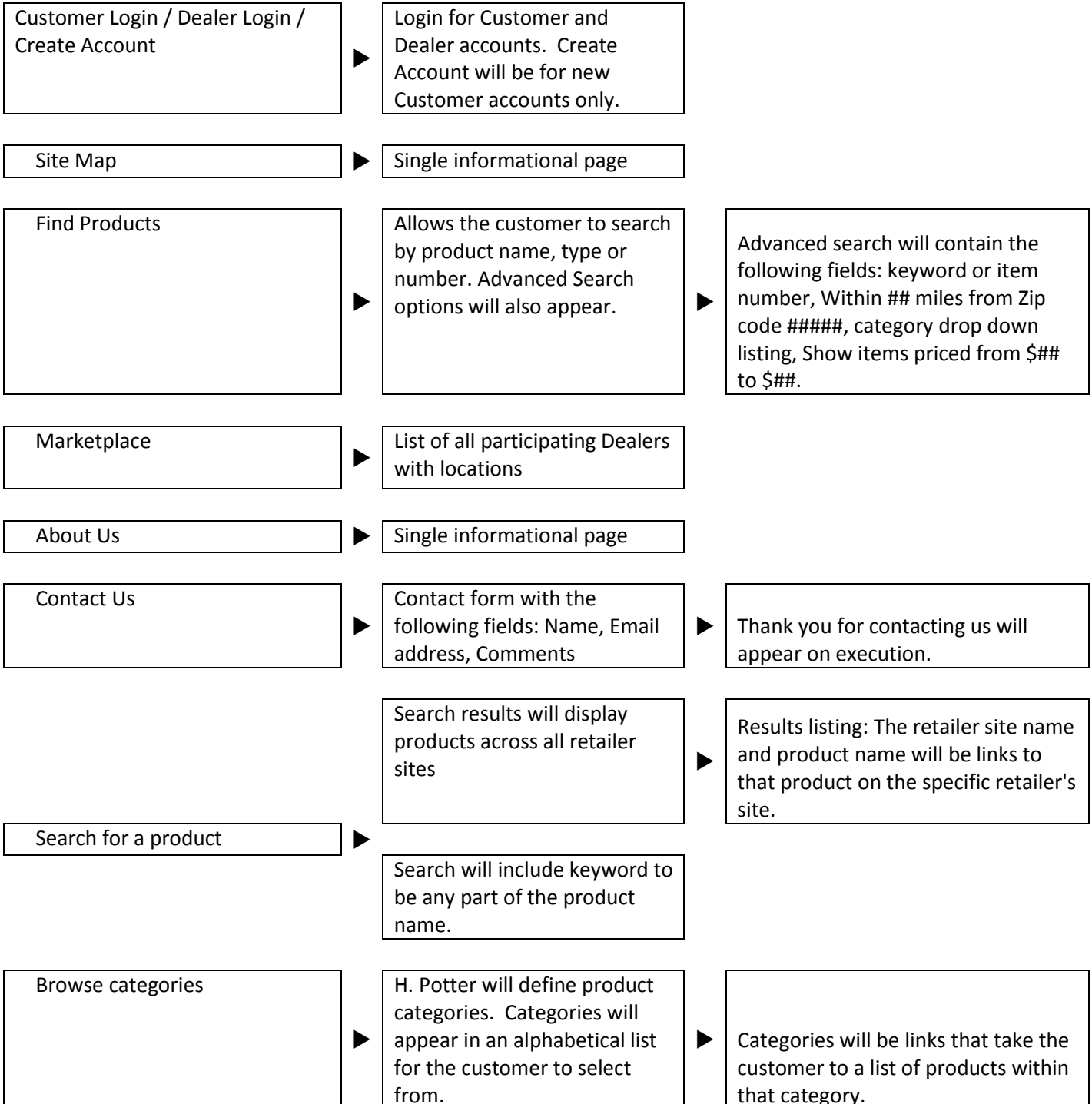


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## Appendix B – Functionality Flow

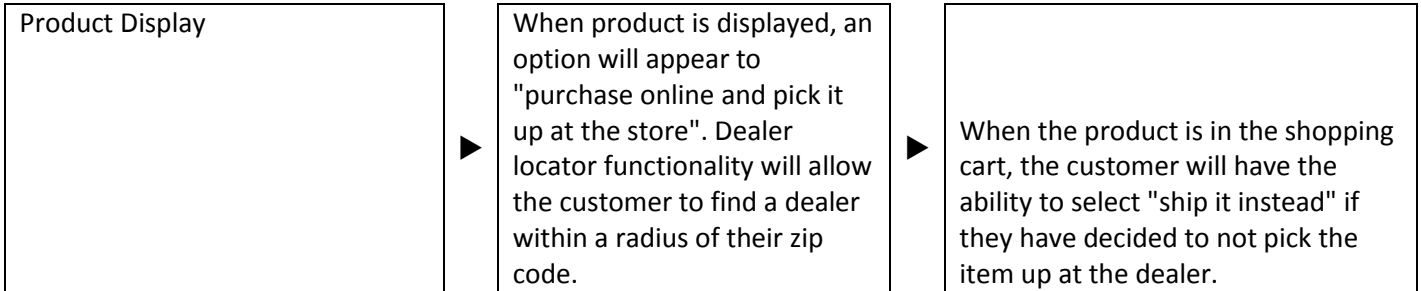
### H. Potter Garden Décor Marketplace Functionality (site links)



Copyright & Legal Notice ▶ Single informational page

Privacy Policy ▶ Single informational page

### Shopping Cart



## Appendix C - Store Pickup User Interface Examples

Select a store within a zip code radius with pick up selection area.

**Pick Up in Store**

**Nordstrom White Goose Down Comforter**

QUEEN	item #190305	\$318.00
KING	item #190306	\$368.00

Size:

Color:

Choose a store within 50 miles of

Zip Code:

-OR-

City:

State:

**Go**

**1 of 1 stores in your area have your item.**  
Status as of 8/24/010 at 11:42 am:

	Store Location:	Estimated Distance:
<input checked="" type="radio"/> Purchase online and pick up at:	<b>Spokane</b> 828 W. MAIN AVE SPOKANE, WA 992010904 (509) 455-6111 Mon-Sat 10:00-9:00, Sun 11:00-6:00	16 mi.

Items are typically ready for pick up within one hour of placing your online order if purchasing during regular business hours.

Size:

SHARE THIS ITEM [f](#) [t](#) [g+](#) [v](#) [m](#)

Need Help? Live Chat

Have feedback on this item? Let us know

Did you know...  
You'll never pay more. At Nordstrom, we are committed to offering you the best possible prices. If you ever find one of our items priced

## Shopping Cart pickup confirmation with the ability to “change store” or “ship it instead”.

Welcome to Nordstrom. Would you like to [sign in?](#) | [Your Account](#) | [Our Stores](#) | [Customer Service](#) | [Wish List](#) | Shopping Bag: 1 item

# NORDSTROM

**FREE SHIPPING**  
on online orders of \$200 or more. [See details.](#)

DEPARTMENT ▾

BRAND ▾

CONVERSATION ▾

## Shopping Bag

[PROCEED TO CHECKOUT](#)

[CONTINUE SHOPPING](#) ▾

- For your reference, you can [print this page](#).
- Merchandise availability is not guaranteed.
- Shipping internationally?  
Please [select your shipping destination and currency](#).
- Learn about [our green shipping efforts](#).

### items to order

- We'll keep items here for 14 days.
- To keep items longer you can [Save for Later](#).

	Nordstrom White Goose Down Comforter	#190305	qty	price	total
<a href="#">edit</a>	 <a href="#">SEE COLORS &amp; VIEWS</a>	<b>Size:</b> King	1	\$368.00	\$368.00
<a href="#">remove</a>		<b>Color:</b> White			
<a href="#">save for later</a>		<b>Gift Services:</b> Available upon pick up.			
		<b>Picking up in Store:</b> Your selected store is Spokane. You will receive an e-mail confirmation when your item is ready for pick-up. Items are typically available within one hour of placing your online order if purchasing during regular business hours.			
			<a href="#">change store</a>	<a href="#">ship it instead</a>	

**DON'T FORGET!**  
**free standard shipping**  
on orders over \$200.

**Subtotal:** \$368.00  
**Estimated Shipping:** \$0.00  
Choose method in Checkout.  
**Estimated Total:** \$368.00  
Tax calculated in Checkout.

[PROCEED TO CHECKOUT](#)

### You might also like



[SEE VIEWS](#) ▸

Nordstrom White Goose Down Pillow  
\$98.00 - \$120.00



[SEE COLORS](#) ▸

Barefoot Dreams® CozyChic® Blanket  
\$168.00 - \$198.00



## Appendix D – Invodo Video API

August 2010

# Invodo Video API

# 3.0

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Trademark Attribute — Invodo is a trademark of Invodo Inc.

## Introduction

Invodo™ product video syndication is the largest ecommerce video network on the Web. Driven by our extensive video catalog, Invodo provides a more complete shopping experience by syndicating video directly to any website.

The Invodo Syndication REST (Representational State Transfer) API provides access to our inventory of video. Clients make HTTP requests and receive web-ready HTML or XML metadata to be parsed for integration into their product pages. Individual product requests can be for

- overlay video player code (launch a video player over the product description page) or
- embedded video player code (integrate a product video directly into your web page).

Bulk queries return either an XML feed, a DHTML menu, or a video playlist.

This URL-based interface utilizes multiple parameters that allow the API to filter and deliver video results in a format that works best for you. The API provides the flexibility and accuracy necessary to bring video to your product offerings when

- searching for a video for a specific product or for a list of products,
- frequently updating your product catalog or video content,
- caching results for integration with your CMS, or
- requesting a customized or SEO-enhanced version of the Invodo player.

## Contact Information

If you need assistance or have any technical questions regarding implementation or usage, please contact your Client Success Director or email [support@invodo.com](mailto:support@invodo.com)

Fair Usage Agreement

By accessing the Invodo™ Syndication API, you agree to the Invodo, Inc. Master Service Agreement (MSA) found at <http://www.invodo.com/html/masterserviceagreement/>

In addition to the MSA, the following restrictions will be enforced by Invodo in order to provide the quality of service synonymous with Invodo:

1. Code returned from the API should be used “as is” and without modification unless otherwise agreed upon by Invodo.
2. Use only the results returned from the API on the affiliate website(s) for which you are registered.
3. If caching batch-queried API results, the cache must be refreshed at least once per day (unless otherwise agreed upon by Invodo) to ensure video content and other product or video details have not been changed or modified.
4. The API is only recommended for a server-side implementation where the video player code is rendered with the HTTP response of the product page. Client-side integrations (such as AJAX or iframe implementations) are not recommended or supported unless specifically agreed to by Invodo. Special circumstances may warrant client-side implementations; however, you are required to contact Invodo in advance for approval of special-case arrangements and integration recommendations.
5. Invodo will make all reasonable effort to ensure availability of the API, but in no way shall be held liable in the event that your site is impacted by API downtime or other technical issues adversely impacting API results.
6. All API documentation and results are confidential and are not licensed for further distribution.

**Any breach of this agreement may result in suspended access to the API and/or other penalties.**

Using the API

For access to the Invodo API, please contact your Client Success Director or [support@invodo.com](mailto:support@invodo.com) to receive your unique **affiliate ID** and associated **API key**. Once authorized, the Video API is accessed by two methods—single product search and multi-product search. Both methods are discussed in further detail on the following pages.

1. [Single Product Search](#) – Search by MPN, UPC, or SKU. The API will return web-ready XHTML for integration directly into your web site. This XHTML may be for a link or a video player, based on the access point chosen.
2. [Multi-Product Search](#) – Search using multiple MPNs/UPCs/SKUS, or brand names. Depending on the access point chosen, the API returns either an XML data structure with everything necessary to syndicate an Invodo video, a basic-styled XHTML drop-down menu, or a video playlist.

The multi-product search is the recommended method of implementation, allowing users to store the video metadata on their side and limit site dependency on the Invodo API.

In order to increase speed and keep data transfer to a minimum, a second API call may be used to get the HTML template. Easily merge the template with the XML data for integration with your web pages.

**Single Product Search**

The syndication API has two access points to retrieve video syndication code for individual products—[Player](#) and [Link](#).

**Player**

A *player* request returns a piece of styled XHTML representing either an Embedded Video Player or an Overlay Player link for a single product (see *player\_type* parameter). This request allows your website to integrate the Invodo player directly into your website’s pages where users can access the video without leaving your page.

**Base URL:** <http://api.invodo.com/3/player>

The following table lists a breakdown of the various parameters used to form player requests. Usage examples are provided following the table.

Parameter	Description	Requirements	Default
a	The <a href="#">affiliate id</a> for the request	Mandatory <i>API returns Error 400 (bad request) if missing.</i>	
api_key	The <a href="#">api key</a> for the affiliate	Mandatory <i>API returns Error 401(unauthorized) if key is missing or incorrect.</i>	
p	The durable ID of the requested product	Optional	
upc	The UPC of the requested product	Optional	
sku	The SKU of the requested product	Optional	

mpn	The manufacturer's part number of the requested product	Optional	
manufacturer	The brand name of the requested product	Optional <b>Mandatory with MPN</b>	
player_type	A code representing the sort of player to be returned. Options include: o — An overlay link e — An embedded player h — A "hybrid" player	Optional	h
test	A Boolean indicating whether this call will be included in usage reports	Optional	false — Indicates the request is used in reports.
version	The version of the API to use for this request.	Optional	3.0

### Example Player Request

#### HTTP Request:

[http://api.invodo.com/3/player?a={affiliate id}&api\\_key={api key}&upc=028377907098&player\\_type=e](http://api.invodo.com/3/player?a={affiliate id}&api_key={api key}&upc=028377907098&player_type=e)

#### API Response:

```
<!-- Begin Invodo Embedded Player -->
<!-- -->
<a name = "7GPW2PDM"></a>
<div class="InvodoViewer">
  <noscript>
    You must have JavaScript enabled to see this content.
  </noscript>
  <p>View content for <a href="http://www.invodo.com/Cobra-Digital-Two-Way-Radios/p/MDNTTY5R?a={affiliate id}"
class="InvodoPL" target="_blank">Cobra Two-Way Radios</a>.</p>
</div>
<script type="text/javascript" src="http://e.invodo.com/3.0/js/invodo.js?a={affiliate id}"></script>
<script type="text/javascript"> /*  */
  Invodo.init({viewers: {podId: "MDNTTY5R", type: "e"}});
/* ]&gt; */&lt;/script&gt;
&lt;!-- End Invodo Embedded Player --&gt;</pre>
</div>
<div data-bbox="55 742 925 776" data-label="Text">
<p>If no matching video is found, the API still returns the Invodo JavaScript reference, allowing for more robust shopping cart integration and shopper behavior analytics.</p>
</div>
<div data-bbox="55 793 93 809" data-label="Section-Header">
<h3>Link</h3>
</div>
<div data-bbox="55 831 939 866" data-label="Text">
<p>A <i>link</i> request returns a piece of styled XHTML representing a link to an Invodo video player for a single product. When the link is clicked, a new browser page or modal overlay opens with a video player for the specified product.</p>
</div>
<div data-bbox="55 865 350 882" data-label="Text">
<p><b>Base URL:</b> <a href="http://api.invodo.com/3/link">http://api.invodo.com/3/link</a></p>
</div>
<div data-bbox="110 909 277 925" data-label="Page-Footer">
<p>Proprietary and Confidential</p>
</div>
<div data-bbox="448 888 533 947" data-label="Page-Footer">
<img alt="JETT ADVERTISING logo" data-bbox="448 888 533 947"/>
</div>
<div data-bbox="795 909 892 925" data-label="Page-Footer">
<p>Page 18 of 29</p>
</div>
```

The following table lists a breakdown of the various parameters used to form link requests. Usage examples are provided following the table.

Parameter	Description	Requirements	Default
a	The <a href="#">affiliate id</a> for the request	Mandatory <i>API returns Error 400 (bad request) if missing.</i>	
api_key	The <a href="#">API key</a> for the affiliate	Mandatory <i>API returns Error 401 (unauthorized) if key is missing or incorrect.</i>	
p	The durable ID of the requested product	Optional	
upc	The UPC of the requested product	Optional	
sku	The SKU of the requested product	Optional	
mpn	The manufacturer's part number of the requested product	Optional	
manufacturer	The brand name of the requested product	Optional <b>Mandatory with MPN</b>	
link_type	A code representing what sort of link should be returned. Options include: p — A popup link o — An overlay link r — A link to the specified redirect page for the product e — An anchor link to an embedded player on the same page as the link	Optional	p
presentation	The visual content of the link. Options include: text — The product name thumbnail — The thumbnail image preview — The preview image	Optional	text
test	A Boolean that indicates whether or not this call is included in reports	Optional	false — indicating that the request is used in reports
version	The version of the API to use for this request.	Optional	3.0

### Example Link Request

#### HTTP Request:

`http://api.invodo.com/3/link?a={affiliate id}&api_key={api key}&mpn=1X5081&manufacturer=modus+furniture&link_type=o`

#### API Response:

```
<a href="http://www.invodo.com/Modus-Furniture-1X5081-City-II-Bedroom-
Nightstand/p/9LQIEV7D?a={affiliate id}" class="InvodoViewerLink" target="_blank">Modus
Furniture 1X5081 City II Bedroom Nightstand</a>
<script type="text/javascript" src="http://e.invodo.com/3.0/js/invodo.js?a={affiliate
id}"></script>
<script type="text/javascript">
  /*  */
  Invodo.init({
    viewers: { podId: "9LQIEV7D" },
    callsToAction: { selector: ".InvodoViewerLink", podId: "9LQIEV7D" }
  });
  /* ]]&gt; */
&lt;/script&gt;</pre>
</div>
<div data-bbox="55 292 219 308" data-label="Section-Header">
<h2>Multi-Product Search</h2>
</div>
<div data-bbox="55 325 952 393" data-label="Text">
<p>A Multi-Product search allows you to request product video information in batches. The entire Invodo product catalog is accessible through the API. Browse and choose products yourself, or request a specialized list by emailing <a href="mailto:integration@invodo.com">integration@invodo.com</a> and work with the Invodo team to customize your product video lists. Our team will provide you with unique linkset IDs to access each custom batch.</p>
</div>
<div data-bbox="55 394 940 428" data-label="Text">
<p>The benefit of a bulk search is the ability to download the full data feed corresponding to your request, parse and store the results, and render the HTML directly from your servers without a hard dependency on the Invodo Video API.</p>
</div>
<div data-bbox="55 428 739 445" data-label="Text">
<p>The API has four access points for multi-product searches—<a href="#">query</a>, <a href="#">linklist</a>, <a href="#">playlist</a>, and <a href="#">menu</a>.</p>
</div>
<div data-bbox="55 457 107 474" data-label="Section-Header">
<h2>Query</h2>
</div>
<div data-bbox="55 491 952 559" data-label="Text">
<p>A <i>query</i> request is the most important option in a multi-product search. It returns an XML document describing available metadata for a list of products. Metadata returned includes the product name, brand, durable ID, and any available UPCs, SKUs, or MPNs. Optionally, an XHTML payload representing a pop-up link, overlay player link, or embedded video player may be included for each product.</p>
</div>
<div data-bbox="55 559 367 575" data-label="Text">
<p><b>Base URL:</b> <a href="http://api.invodo.com/3/query">http://api.invodo.com/3/query</a></p>
</div>
<div data-bbox="55 592 547 609" data-label="Text">
<p>The following table lists acceptable arguments for a query request:</p>
</div>
<div data-bbox="46 607 943 886" data-label="Table">
<table border="1">
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
<th>Required</th>
<th>Default</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>The <a href="#">affiliate id</a> for the request</td>
<td>Mandatory<br/><i>API returns 400 (bad request) if missing.</i></td>
<td></td>
</tr>
<tr>
<td>api_key</td>
<td>The <a href="#">api key</a> for the affiliate</td>
<td>Mandatory<br/><i>API returns 401 (unauthorized) if key is missing or incorrect.</i></td>
<td></td>
</tr>
<tr>
<td>p</td>
<td>A comma-delimited list of durable IDs of the requested products</td>
<td>Optional</td>
<td></td>
</tr>
<tr>
<td>upc</td>
<td>A comma-delimited list of UPCs for the requested products</td>
<td>Optional</td>
<td></td>
</tr>
<tr>
<td>sku</td>
<td>A comma-delimited list of SKUs for the requested products</td>
<td>Optional</td>
<td></td>
</tr>
<tr>
<td>mpn</td>
<td>A comma-delimited list of manufacturers' part numbers for the requested products</td>
<td>Optional</td>
<td></td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="110 909 278 925" data-label="Page-Footer">
<p>Proprietary and Confidential</p>
</div>
<div data-bbox="448 889 533 947" data-label="Page-Footer">
<img alt="JETT ADVERTISING logo" data-bbox="448 889 533 947"/>
</div>
<div data-bbox="795 909 892 925" data-label="Page-Footer">
<p>Page 20 of 29</p>
</div>
```

Parameter	Description	Required	Default
manufacturer	A comma-delimited list of brand name(s) for the requested products	Optional <b>Mandatory with MPN</b>	
list_type	Indicates that a special list of products should be used. Options include: all_org — Lists all videos owned by the affiliate	Optional (only used if a special list is desired)	
payload	Specifies an XHTML payload to be included with the XML for each product. Options include: p — A popup link o — An overlay link e — Embedded video player code r — A link to the product's specified redirect page for each product.	Optional	None
limit	The maximum number of products which will be returned	Optional	1000
offset	The index of the first product to be returned. Used together, limit and offset allow for paginated results.	Optional	0
added_before	Indicates that only products created <i>before</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.	Optional	
added_after	Indicates that only products created <i>after</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.		
test	A Boolean that indicates whether or not this call is included in usage reports	Optional	false — Indicating that the request is used in reports
version	The version of the API to use for this request	Optional	3.0

### Example Query Request

#### HTTP Request:

```
http://api.invodo.com/3/query?a={affiliate ID}&api_key={api key}&manufacturer=cuisinart&mpn=CVR1000
```

#### API Response:

```
<?xml version="1.0" encoding="UTF-8" ?>
<products num_available = '1' num_returned = '1' >
```

```

<product name = 'Cuisinart CVR-1000 Vertical Rotisserie Oven' durable_id = '104I3ZNK'
pod_durable_id = 'O1GZT39K' brand = 'Cuisinart' product_level = 'PRODUCT' url =
'http://www.invodo.com/Cuisinart-CVR-1000-Vertical-Rotisserie-Oven/p/O1GZT39K?a={affiliate
id}' preview_image =
'http://foaes.invodo.com/media/cuisinartwaring2009/preview/Cuisinart-CVR-1000-Vertical-
Rotisserie-Oven.jpg' thumbnail_image =
'http://foaes.invodo.com/media/cuisinartwaring2009/Cuisinart-CVR-1000-Vertical-
Rotisserie-Oven.jpg' >
  <tags>
</tags>
  <upcs>
    <upc value = '00086279025876' />
    <upc value = '086279025876' />
  </upcs>
  <skus>
</skus>
  <mpns>
    <mpn value = 'CVR-1000' />
    <mpn value = 'CVR1000' />
  </mpns>
</product>
</products>

```

## Linklist

A *linklist* request returns a piece of unstyled XHTML representing a list of links to Invodo video pods for a specified set of products. The list is rendered as unordered. Each list is wrapped in `<ul>` tags. Each link is wrapped in `<li>` tags.

**Base URL:** <http://api.invodo.com/3/linklist>

The following table lists acceptable arguments for a linklist request.

Parameter	Description	Requirements	Default
a	The <a href="#">affiliate id</a> for the request	Mandatory API returns Error 400 (bad request) if missing	
api_key	The <a href="#">api key</a> for the affiliate	Mandatory API returns Error 401 (unauthorized) if key is missing or incorrect.	
p	A comma-delimited list of durable IDs of the requested products	Optional	
upc	A comma-delimited list of UPCs for the requested products	Optional	
sku	A comma-delimited list of SKUs for the requested products	Optional	
mpn	A comma-delimited list of manufacturers' part numbers for the requested products	Optional	

Parameter	Description	Requirements	Default
manufacturer	A comma-delimited list of brand name(s) for the requested products	Optional <i>Mandatory with MPN</i>	
list_type	Indicates that a special list of products should be used. Options include: all_org — All of the products under the affiliate's account	Optional	all
link_type	A code representing what sort of links should be returned. Options include: p — A popup link o — An overlay link r — A link to the specified redirect page for each product.	Optional	o
presentation	The visual content of the links. Options include: text — The product name thumbnail — The thumbnail image preview — The preview image.	Optional	text
limit	The maximum number of products which will be returned	Optional	1000
offset	The index of the first product to be returned. Used together, limit and offset allow for paginated results.	Optional	0
added_before	Indicates that only products created <i>before</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.	Optional	
added_after	Indicates that only products created <i>after</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.	Optional	
test	A Boolean that indicates whether or not this call is included in usage reports	Optional	false — Indicating that the request is used in reports.
version	The version of the API to use for this request	Optional	3.0

### Example Linklist Request

#### HTTP Request:

http://api.invodo.com/3/linklist?a={*affiliate ID*}&api\_key={*api key*}&link\_type=o&manufacturer=Modus+Furniture&presentation=preview&limit=2

#### API Response:

<ul>

```

<li>
<a href="http://www.invodo.com/Modus-Furniture-Tiffany-Low-Profile-Bed-Modus-Furniture-
TI08L-Tiffany-Sleigh-Bed/p/8WSFP2L8?a={affiliate id}" class="InvodoViewerLink_0"
target="_blank"><img alt = "Modus Furniture TI08L Tiffany Sleigh Bed" style="border:0px"
src ="http://foaes.invodo.com/media/highpointshow2009/preview/Modus-Furniture-
Upholstered-Tiffany-Low-Profile-Bed.jpg"/></a>
</li>
<li>
<a href="http://www.invodo.com/Modus-Furniture-NV9981-Nevis-Spice-
Nightstand/p/YNERF0QA?a={affiliate id}" class="InvodoViewerLink_1" target="_blank"><img alt =
"Modus Furniture NV9981 Nevis Spice Nightstand" style="border:0px" src
="http://foaes.invodo.com/media/highpointshow2009/preview/Modus-Furniture-NV9981-Nevis-
Spice-Nightstand.jpg"/></a>
</li>
</ul>
<script type="text/javascript" src="http://e.invodo.com/3.0/js/invodo.js?a={affiliate
id}"></script>
<script type="text/javascript"> /*  */
  Invodo.init({
    viewers: [{
      podId: "8WSFP2L8"
    }, {
      podId: "YNERF0QA"
    }],
    callsToAction: [{
      selector: ".InvodoViewerLink_0",
      podId: "8WSFP2L8"
    }, {
      selector: ".InvodoViewerLink_1",
      podId: "YNERF0QA"
    }
  ]
  });
/* ]]&gt; */
&lt;/script&gt;
</pre>
</div>
<div data-bbox="55 596 115 612" data-label="Section-Header">
<h2>Playlist</h2>
</div>
<div data-bbox="55 630 669 646" data-label="Text">
<p>A <i>playlist</i> request returns a piece of styled XHTML representing a set of player links.</p>
</div>
<div data-bbox="55 646 376 663" data-label="Text">
<p><b>Base URL:</b> <a href="http://api.invodo.com/3/playlist">http://api.invodo.com/3/playlist</a></p>
</div>
<div data-bbox="55 681 557 697" data-label="Text">
<p>The following table lists acceptable arguments for a playlist request.</p>
</div>
<div data-bbox="46 712 952 868" data-label="Table">
<table border="1">
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
<th>Required</th>
<th>Default</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>The <a href="#">affiliate id</a> for the request</td>
<td>Mandatory<br/>API returns 400 (<i>bad request</i>) if missing</td>
<td></td>
</tr>
<tr>
<td>api_key</td>
<td>The <a href="#">api key</a> for the affiliate</td>
<td>Mandatory<br/>API returns 401 (<i>unauthorized</i>) if key is missing or incorrect.</td>
<td></td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="110 910 278 925" data-label="Page-Footer">Proprietary and Confidential</div>
<div data-bbox="448 889 533 947" data-label="Page-Footer">
<img alt="JETT ADVERTISING logo" data-bbox="448 889 533 947"/>
<p>JETT<br/>ADVERTISING</p>
</div>
<div data-bbox="795 910 892 925" data-label="Page-Footer">Page 24 of 29</div>
```

Parameter	Description	Required	Default
p	A comma-delimited list of durable IDs of the requested products	Optional	
upc	A comma-delimited list of UPCs for the requested products	Optional	
sku	A comma-delimited list of SKUs for the requested products	Optional	
mpn	A comma-delimited list of manufacturers' part numbers for the requested products	Optional	
manufacturer	A comma-delimited list of brand name(s) for the requested products	Optional <i>Mandatory with MPN</i>	
list_type	Indicates that a special list of products should be used. Options include: all_org — All of the products owned by the affiliate	Optional (only used if a special list is desired)	
link_type	A code representing what sort of links should be returned. Options include: p — A popup link o — An overlay link r — A link to the specified redirect page for each product.	Optional	p
limit	The maximum number of products which will be returned	Optional	10
added_before	Indicates that only products created <i>before</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.	Optional	None
added_after	Indicates that only products created <i>after</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.	Optional	None
offset	The index of the first product to be returned. Used together, <i>limit</i> and <i>offset</i> allow for paginated results.	Optional	0
test	A Boolean that indicates whether or not this call is included in usage reports	Optional	false — indicating that the request is used in reports
version	The version of the API to use for this request.	Optional	3.0

### Example Playlist Request

#### HTTP Request:

http://api.invodo.com/3/playlist?a={*affiliate ID*}&api\_key={*api key*}&link\_type=o&mpn=1X5081&manufacturer=modus+furniture

**API Response:**

```
<script type="text/javascript" src="http://e.invodo.com/3.0/js/invodo-auto.js"></script>

<script type="text/javascript">
  Invodo.init({
    viewers: [{
      podId: "9LQIEV7D"
    }],
    callsToAction: [{
      selector: ".InvodoViewerLink_0",
      podId: "9LQIEV7D"
    }]
  });
</script>
```

**[Associated Style Sheet]**

```
<div class="invodo_gallery">
  <ul>

    <li class="InvodoViewerLink_0" >
      </img>
      </img>
      <div class="invodo_gallery_description" onclick="return false;">Modus Furniture
1X5081 City II Bedroom Nightstand</div>
    </li>
  </ul>
  <div class="invodo_clearfix"></div>
</div>
```

**Menu**

A *menu* request returns a piece of styled XHTML representing a set of player links in a drop-down menu.

**Base URL:** <http://api.invodo.com/3/menu>

The following table lists acceptable arguments for a menu request.

Parameter	Description	Required	Default
a	The <a href="#">affiliate id</a> for the request	Mandatory <i>API returns Error 400 (bad request) if missing</i>	
api_key	The <a href="#">api key</a> for the affiliate	Mandatory <i>API returns Error 401 (unauthorized) if key is missing or incorrect.</i>	
p	A comma-delimited list of durable IDs of the requested products	Optional	
upc	A comma-delimited list of UPCs for the requested products	Optional	

Parameter	Description	Required	Default
sku	A comma-delimited list of SKUs for the requested products	Optional	
mpn	A comma-delimited list of manufacturers' part numbers for the requested products	Optional	
manufacturer	A comma-delimited list of brand name(s) for the requested products	Optional <i>Mandatory with MPN</i>	
list_type	Indicates that a special list of products should be used. Options include: all_org — All of the products owned by the affiliate	Optional	all
link_type	A code representing what sort of links should be returned. Options include: p — A popup link o — An overlay link r — A link to the specified redirect page for each product.	Optional	o
limit	The maximum number of products which will be returned	Optional	1000
added_before	Indicates that only products created <i>before</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.	Optional	None
added_after	Indicates that only products created <i>after</i> a specified date should be returned. If no date is provided, the products returned will not be filtered by creation date. The string should be formatted as mmddyyyy.	Optional	None
offset	The index of the first product to be returned. Used together, <i>limit</i> and <i>offset</i> allow for paginated results.	Optional	0
orientation	Indicates the direction the menu will expand. Options include: horizontal — Expand to the right vertical — Expand below	Optional	horizontal
test	A Boolean that indicates whether or not this call is included in usage reports	Optional	false — Indicating that the request is used in reports
version	The version of the API to use for this request	Optional	3.0

### Example Menu Request

**HTTP Request:**

`http://api.invodo.com/3/menu?a={affiliate ID}&api_key={api key}&manufacturer=casio`

