

# Products On Request

Advanced Feed Management System and Integrated Content Creation  
from *paid on results*



## What is a product feed?

A product feed is supplied by retail merchants and contains information about the products they sell, information such as product name, price and description. By becoming affiliated to a merchant who offers feeds you can show your visitors true content based on the product information supplied within the feed (instead of simply showing banners). Until now, using feeds has been a problematic and frustrating experience, but now with Products On Request that time is over!

### Simple

Products On Request is **the** tool for creating your very own content units, web pages or even web sites based on feeds from your merchants. Using our Template system you need never see a CSV or XML data feed from a merchant again!

### Flexible

Unlike other Template systems, ours has no set layouts, no set templates and no set styles. You are free to create any design or layout you desire and then have the specific product information you request placed within your template where you want it and how you want it.

Integrating Products On Request is simple, all communication with Products On Request happens though a URL and so requires no processing of data though complex protocols such as XML or SOAP. You simply fetch the URL and output the contents. This makes integrating into any PHP, Perl or ASP script easy, and means that the URL can be used within the source of an iframe, allowing your static HTML pages can come alive with product content.

### Customisable

Or if you already have your own systems for dealing with product feeds you can use our Export feature, this delivers your very own customised CSV or XML feeds straight to you, again to request a CSV or XML feed is as simple as fetching a URL.

## Why use product feeds?

### Time Benefits

With Products On Request and our Template System you can quickly design content units, product pages and dedicated feed sites. than half the time you spent trying to import a CSV file into a database in the past!

### Additional Benefits

This method of page design allows Affiliates to quickly and easily create web pages while offering precise control over their design and layout.

### Apply them to existing sites.

Using our code generation features Affiliates can insert product feeds into their existing sites and pages. Our systems design options allow seamless visual integration of Merchants products into Affiliate sites and improves conversion rates compared simply linking to the front page of a Merchants site.

### Multiple product source integration.

Linking product feeds from various Merchants allows you to have unique product ranges within your sites. This facility can enhance the users experience by allowing them to quickly find and compare similar products or services. This assists you as a Affiliate by assisting the customers decision making process and swiftly concluding sales, lessening the chance that they will visit other sites to make comparisons.

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## How to use a product feed

### It's as simple as typing a web address

When using our Advanced Template System, Products On Request is as simple to use as entering and visiting a URL into your web browser, just as you would do to visit your favourite web site. You can use the Products On Request URL in an HTML iframe to add instant content to your static HTML pages.

### Easy to code for PHP and Perl

Or if you're using a scripting language such as PHP, Perl, ASP, CGI etc then all you need to do to integrate Products On Request into a page is write a few lines of code to fetch or pull the content from the Products On Request URL and then display that content to the visitor. PHP has the ability to fetch the contents of a URL built in, but with Perl you require to use the module LWP, nowadays most Perl installations will have this built in.

### Using the preview panel

The Products On Request URL contains all the options relating to which products you want from your feed, how you prefer them to be sorted and the number of them you require. There are 2 ways to create this URL, the first method is to use the Preview system within the Control Panel, this is quick and straight forward, it requires you to simply select your options from drop down menus and selection boxes, this then generates the URL for you. Additionally you can see a Preview of how the page or feed will look. The second method available to you (once you become familiar with the options through use of the system) is to simply create the URL yourself.

### Creating additional user options on the fly

There is no need to register or setup any Product On Request URL in advance, this means your PHP, Perl or ASP scripts can modify and add options to the URL "on the fly" reacting to what your visitors are asking for. For example on a web site you may create a form to allow your visitors to select a price range for a certain type of products, all you would then have to do is read the submitted form contents as normal, convert what the visitor requests into options usable by Products On Request, fetch the contents of the URL you just created, and then output the content returned.

### Keeping the raw feeds out of sight

Using our Template System you never have to see the raw product feed data, as you have the content delivered to you already applied to your very own HTML template. But if you do want a CSV or XML feed, then you can request them using a Products On Request URL.

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## Understanding the flow

It is important to understand how Products On Request deals with each request, this helps to understand how to use the more advance features of our Template system, but also helps if you are simply pulling the data in a CSV or XML format.

**Step 1.** A request is made for feed data to Products On Request by a visitor to your site calling or accessing the URL.

**Step 2.** Products On Requests reads the URL used to make this request looking for the Feed ID option, this references the feed you are using. Once found, the information about the feed is read from our database, this includes the merchants used, the fields and field names.

**Step 3.** We now query our database to find all products belonging to the merchants used within your feed, any products which do not belong to any of the merchants in your feed are excluded.

**Step 4.** Products On Request now reads any options in the URL relating to which products you want, such as the desired Categories, any Search options or Query options etc. By matching these options to the products, we then exclude any products which do not match your request. For example, if you wanted just the products in the merchant categories "Toys" then all products not in this categories are excluded.

**Step 5.** Now we have all the products which not only belong to merchants in your feed, but also match all your options from the URL. We now sort these products based on the Sort options in the URL. If there are no sort options in the URL, we sort by default in ascending order on the first field in the feed, we recommend that you always include Sort options in the URL to ensure consistent results. **Example** - sortfield=ProductName&sortmethod=ASC

**Step 6.** Each product is now numbered, starting at number 1 and going up by one each time. The products are numbered based on their order after the sorting. This number is called their ProductCount number.

### Example

```
1 10 Roulette Set"
2 2000 Calorie Mascara
3 After Dinner Nipples
4 After Glow Highlighter
5 Angel Tears 30ml
6 Anna Sui 30ml Spray
7 Anna Sui Dolly Gift Set
8 Anna Sui Love Gift Set
9 Another Bloody Shower Gel
10 Antworks
11 Aromatic Plant Da...
12 Arran Aromatics Lov..
```

**Step 7.** Again using the options in the URL (such as ShowFrom, ShowTo, PageNo, MaxPerPage) we exclude any products outside of the range requested. For example, if you wanted just the products numbered 1 to 10, then we exclude all product with a ProductCount number of greater than 10. Or if you wanted products 10 to 19 then we would exclude products with a ProductCount number of less than 10 and greater than 19. If you are requesting a CSV or XML report, then by default we select all products remaining at this stage unless you give your own range options in the URL.

**Example**  
showfrom=10&showto=20

### Example

```
ProductCount Product Name
-----EXCLUDED-----
1 10 Roulette Set"
2 2000 Calorie Mascara
3 After Dinner Nipples
4 After Glow Highlighter
5 Angel Tears 30ml
6 Anna Sui 30ml Spray
7 Anna Sui Dolly Gift Set
8 Anna Sui Love Gift Set
9 Another Bloody Shower Gel
-----EXCLUDED-----
10 Antworks
11 Aromatic Plant Day Cream
12 Arran Aromatics Love Set
13 Arran Aromatics Thank You Set
14 Art Of Seduction Book
15 Aurora Colour Changing Clock
16 Australian Tea Tree Oil
17 Bath Flower Petals
18 Bath Soak Grain
19 Be My Baby Lipgloss 12ml
-----EXCLUDED-----
20 Beach Bum Blonding Conditioner
21 Beach Bum Blonding Shampoo
22 Beaded Snowflake Candles
23 Beauty Flash Balm 50ml
25 Bee Eyeslick
```

**Step 8.** We re-number the remaining products, again starting at number 1 and going up in ones. Again this is now the products new ProductCount number, which will remain for the rest of the process. For example if in Step 6 you requested products 10 to 50, then these products would now be numbered 1 to 40, once again the order the products are numbered in is based on the sort method (Step 4).

### Example

```
* Before *
Count Product Name
-----
10 Antworks
11 Aromatic Plant Day Cream
12 Arran Aromatics Love Set
13 Arran Aromatics Thank You
14 Art Of Seduction Book
15 Aurora Colour Changing
16 Australian Tea Tree Oil
17 Bath Flower Petals
18 Bath Soak Grain
19 Be My Baby Lipgloss 12ml
```

```
* After *
Count Product Name
-----
1 Antworks
2 Aromatic Plant Day Cream
3 Arran Aromatics Love Set
4 Arran Aromatics Thank You
5 Art Of Seduction Book
6 Aurora Colour Changing
7 Australian Tea Tree Oil
8 Bath Flower Petals
9 Bath Soak Grain
10 Be My Baby Lipgloss 12ml
```

**Step 9.** If you requested a CSV or XML download, then this report is now generated. If you are using a Template then we now read your template, and taking each product at a time in there order, apply that product to your template. Once complete, we output the generated page.