

Dynamic Creatives - API

Technical Requirements:

Data Format

Accepted formats for product data

- JSON
- XML
- API Endpoint

API Integration

- API Access: Provide the endpoints URL(s) for product data.
- Authentication Details: Include API keys, tokens, or other authentication methods required.
- Rate Limits: Mention any API usage limits.
- Response Format: Example of expected API response (JSON/XML structure).

Product Data Fields

Mandatory Fields

- Product ID
- Product Name
- Product Image URL (optimise resolution)
- Price (including any discounts or special offers)
- Product Description (optional)
- Product URL (landing page)
- Category/Tags

Optional fields

- Availability (e.g., in stock/out of stock)
- Ratings/Reviews
- Discount Percentage

- Custom Labels (e.g., “New” or “Best Seller”)
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Design Requirements

Banner Specifications

- Dimensions: List the banner sizes (e.g., 300x250, 728x90, etc.).
- Supported Formats: HTML5, JavaScript, CSS.

Visual Assets

- Branding guidelines (e.g., logos, color schemes, fonts).
 - Default images or fallback content in case of API failure.
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Testing and Quality Assurance

Sample Data

- Provide a sample API response or test file for integration.

Testing Environment

- Access to a staging environment for testing API responses and banner functionality.

Validation

- Ensure data adheres to the format and includes all mandatory fields.
- Provide examples of valid and invalid API responses.

Delivery and Timeline

- Client Deliverables: List items the client needs to provide (e.g., API documentation, credentials, product feed files).
 - Timeline: Specify deadlines for client deliverables and testing phases.
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Troubleshooting and Support

- Common API issues (e.g., response errors, missing fields).
 - Contact details for client support or API developers.
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