



Using iTunes and App Store Affiliate Tools and Technologies

Mark Miller

Software Engineer, iTunes Store

Agenda

- Affiliate program overview
- Common use cases and common pitfalls
- Affiliate program tools and services

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- **Affiliate program overview**
- Common use cases and common pitfalls
- Affiliate program tools and services

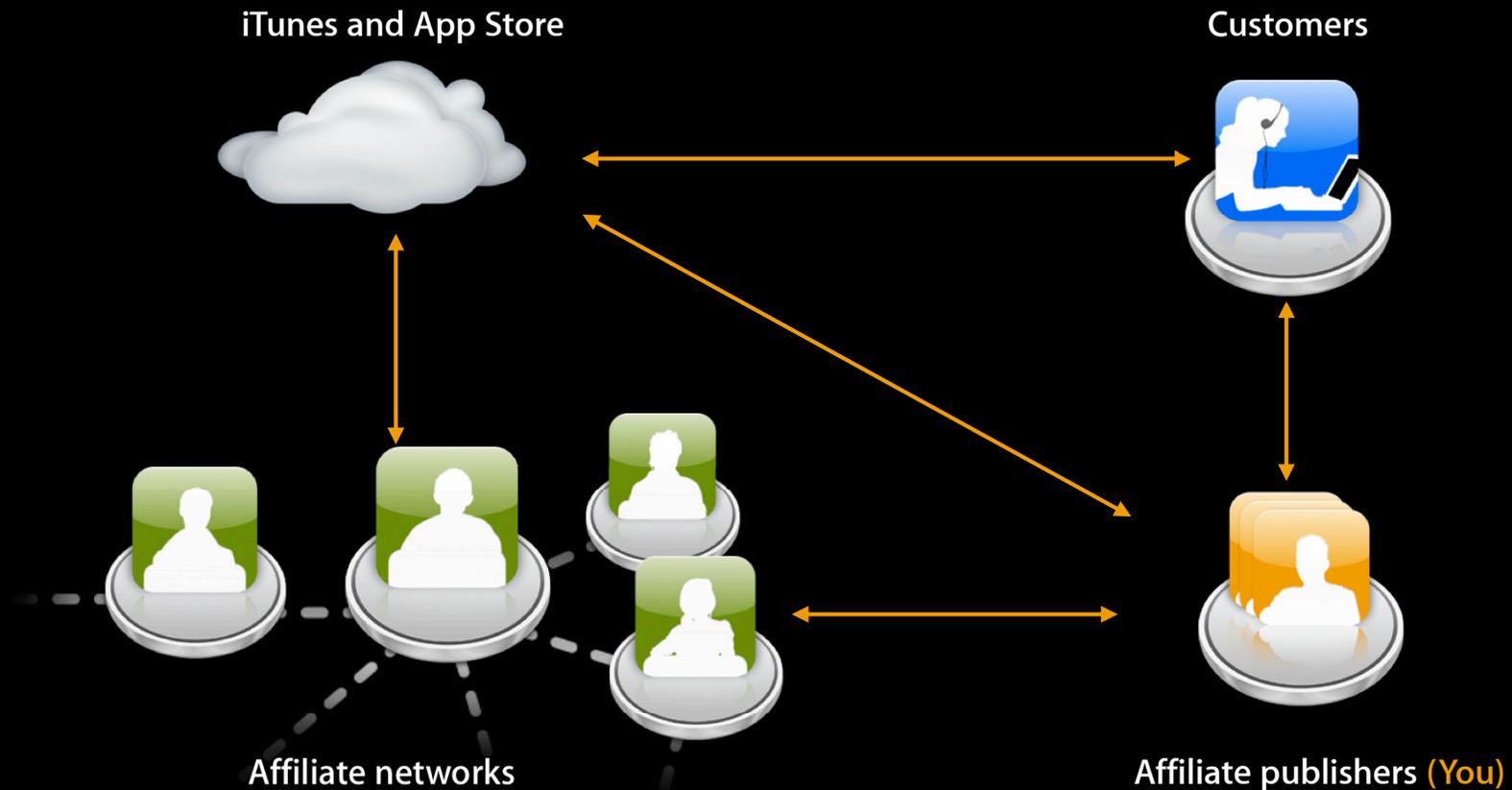
Affiliate Program Overview

The basics

- Helps you promote your apps and other content
- Allows you to earn money for referrals
- Helps you track the effectiveness of your marketing
- Works both on your website and in your apps

Affiliate Program Overview

Who's involved?



Affiliate Networks

Vary by region



Affiliate Program Overview

How does it work?

- It's all about links

<http://itunes.apple.com/us/app/remote/id284417350?mt=8>

Affiliate Program Overview

Important query parameters

- The “partnerId” identifies the affiliate network
- The “affiliate token” identifies you to the affiliate network

Affiliate Network	partnerId Value	Affiliate Token Name
LinkShare	30	siteID
TradeDoubler	2003	tduid
DGM	1002	affToken

Affiliate Program Overview

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<http://itunes.apple.com/us/app/remote/id284417350?mt=8>
[partnerId=30&siteID=CBIMI*gYY/8](http://itunes.apple.com/us/app/remote/id284417350?mt=8)

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Affiliate Program Overview

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<http://itunes.apple.com/us/app/remote/id284417350?mt=8>
[partnerId=2003&tduid=eae2ba19f20ec0b46c415a47539051f](http://itunes.apple.com/us/app/remote/id284417350?mt=8&partnerId=2003&tduid=eae2ba19f20ec0b46c415a47539051f)

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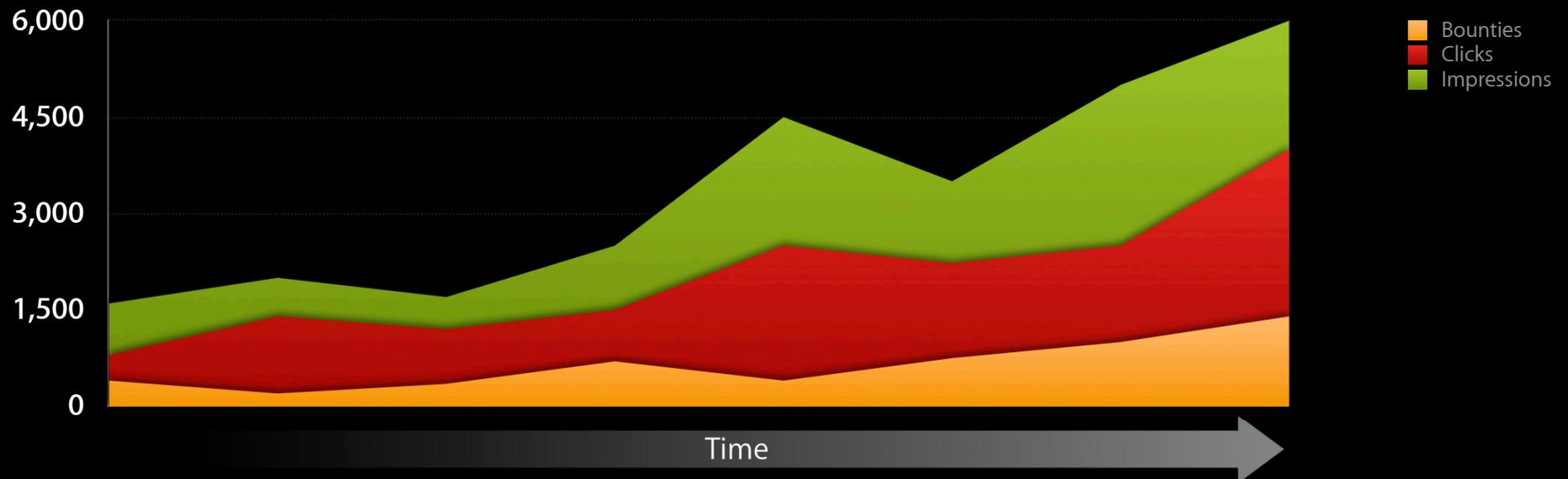
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[partnerId=1002&affToken=52830](#)

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Affiliate Program Overview

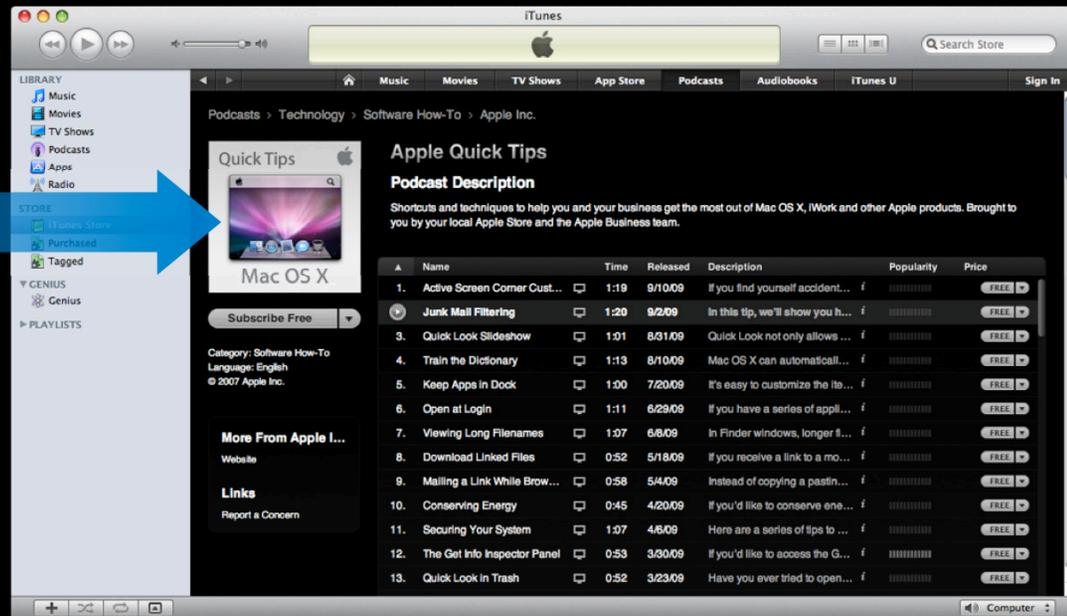
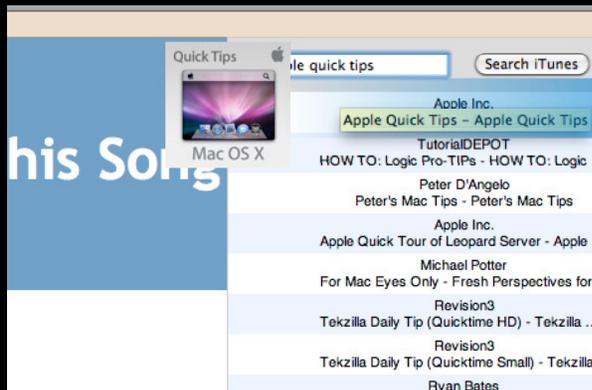
Click/impression tracking

http://click.linksynergy.com/fs-bin/click?id=DARO91t1GGA&subid=&offerid=146261.1&type=10&tmpid=1826&RD_PARM1=http%253A//itunes.apple.com/app/remote/id284417350%253Fmt%253D8



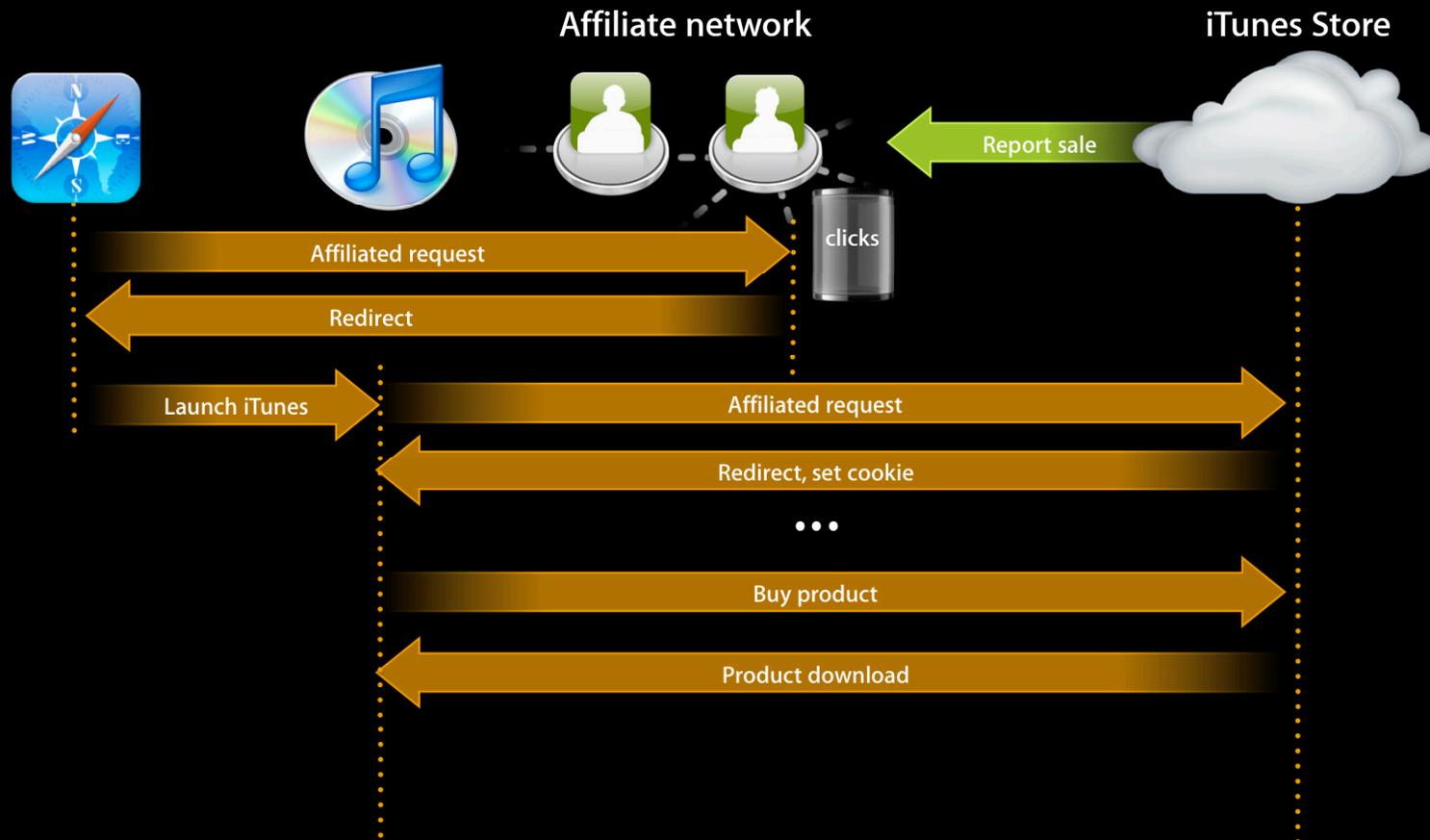
Affiliate Program Overview

Clicking on an affiliate link



Affiliate Program Overview

Bringing your customers into iTunes



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Use Cases

Where would you use the affiliate program?

- In your app



To promote
companion apps



To point to other iTunes
or App Store content



To connect your customers
with content they want

Use Cases

Where would you use the affiliate program?

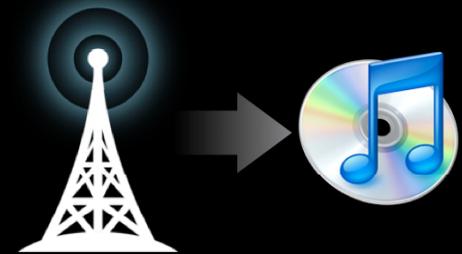
- On your website



Drive customers
to your app



To point to similar or
complementary apps



To link content on
your site to iTunes content

Common Pitfalls

Applying query parameters without examining the URL

[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&partnerId=30&siteID=CBIMI*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&partnerId=30&siteID=CBIMI*gYY/8)



[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665?partnerId=30&siteID=CBIMI*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665?partnerId=30&siteID=CBIMI*gYY/8)

[http://itunes.apple.com/us/app/remote/id284417350?
mt=8?partnerId=30&siteID=CBIMI*gYY/8](http://itunes.apple.com/us/app/remote/id284417350?mt=8?partnerId=30&siteID=CBIMI*gYY/8)



[http://itunes.apple.com/us/app/remote/id284417350?
mt=8&partnerId=30&siteID=CBIMI*gYY/8](http://itunes.apple.com/us/app/remote/id284417350?mt=8&partnerId=30&siteID=CBIMI*gYY/8)

Common Pitfalls

Using the wrong affiliate network

- Customers need to click a link appropriate to their location
 - If a customer in France clicks a LinkShare URL, the bounty won't be recorded

Common Pitfalls

Failure to test links

- When creating links, make sure they wind up on the right page
- If you're just getting started with a feature, verify that a purchase results in a bounty

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Tools and Services

Overview

- Link Maker
- RSS
- Search API
- Enterprise Partner Feeds (EPF)
- Web iMix

Tools and Services

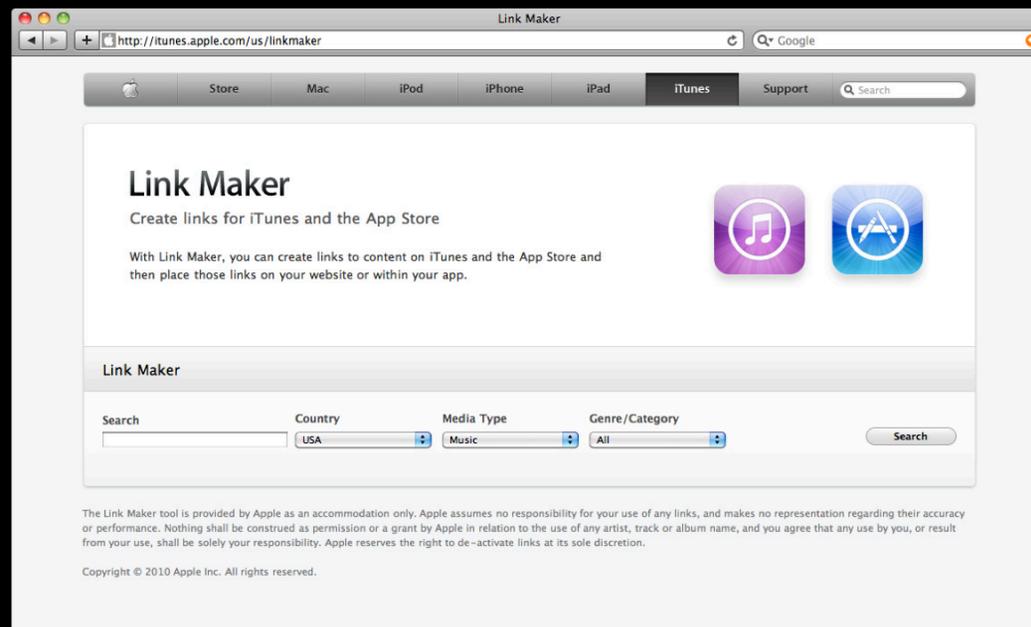
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Tools and Services

Link Maker

- The simplest way to create links to content on the music store
- <http://itunes.apple.com/linkmaker>



Tools and Services

Link Maker

The screenshot shows the iTunes Link Maker interface. The main page has a search bar with "bob dylan" entered, a "Country" dropdown set to "USA", and a "Media Type" dropdown set to "Music". Below the search bar, there are sections for "Albums", "Artists", and "Albums". The "Albums" section displays a list of Bob Dylan's albums, including "Bob Dylan: The Collection", "Highway 61 Revisited (Deluxe Version)", "Together Through Life", "The Essential Bob Dylan", "Time Out of Mind", and "Bob Dylan At Budokan".

A modal dialog box is open, titled "Linking to: Album: Bob Dylan: The Collection - Bob Dylan". It displays the "Encoded Link" and the "HTML With Link" options. The "HTML With Link" section shows the following code:

```
<a href="http://click.linksynergy.com/fs-bin/stat?id=http%253A%252F%252Fitunes.apple.com%252Fus%252Falbum%252Fbob-dylan-the-collection%252Fid176995772%253Fuo%253D4%2526partnerid%253D30" target="itunes_store">Bob Dylan: The Collection - Bob Dylan</a>
```

The dialog also shows the "HTML With Link HTML Link Test" as "Bob Dylan: The Collection - Bob Dylan". Below the dialog, the "Albums" section is partially visible, showing a table with columns for Name, Artist, Genre, and Released.

Name	Artist	Genre	Released
Bob Dylan: The Collection	Bob Dylan	Rock	08/29/06
Highway 61 Revisited (Deluxe Version)	Bob Dylan	Singer/Songwriter	09/09/09

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Tools and Services

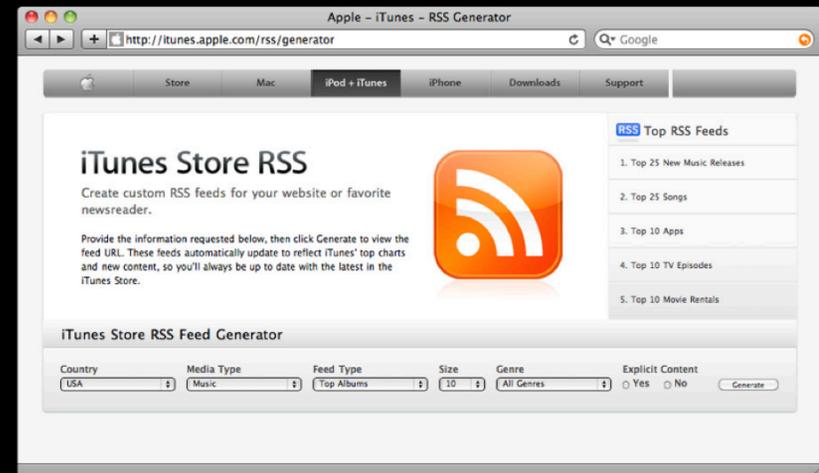
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RSS

Overview

- Dynamic, constantly updating content
 - On your site
 - In your app
- There are feeds for most popular content, new and recently added content, and featured content



RSS

Example links

- There is a feed for most of the content on the iTunes Store
- Music
 - <http://itunes.apple.com/us/rss/topalbums/xml>
 - <http://itunes.apple.com/us/rss/topsongs/xml>
- Apps
 - <http://itunes.apple.com/us/rss/toppaidapplications/xml>
- Others: podcasts, movies, audiobooks, TV shows, music videos
- Full list: <http://itunes.apple.com/rss>

RSS

Basic options

- Top albums in France
 - <http://itunes.apple.com/fr/rss/topalbums/xml>
- Top albums in the Blues genre
 - <http://itunes.apple.com/fr/rss/topalbums/genre=2/xml>
- Top 200 albums in the Blues genre
 - <http://itunes.apple.com/fr/rss/topalbums/genre=2/limit=200/xml>

RSS

Specifics and advanced options

- Standard feed format: Atom
 - <http://itunes.apple.com/fr/rss/topalbums/xml>
- JSON output is also available
 - <http://itunes.apple.com/fr/rss/topalbums/json>
 - More about Javascript Object Notation: <http://json.org>
- Javascript callbacks are supported in JSON via “callback” parameter:
 - <http://itunes.apple.com/fr/rss/topalbums/callback=processData/json>

RSS Demo

Joe Hwang
Software Engineer, iTunes Store

Tools and Services

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Search API

Introduction

- iTunes search and metadata lookup on the web
- Responses are in JSON format
- Two main actions available:
 - Search: Search for content by terms
 - Lookup: Look up content metadata via IDs

Search API

Data example

```
1 { "resultCount":1,
2   "results": [
3     {"wrapperType":"software", "trackName":"Remote", "trackCensoredName":"Remote",
4      "artworkUrl60":" ... ",
5      "artistViewUrl":"http://itunes.apple.com/us/artist/apple-inc/id284417353?uo=4",
6      "trackViewUrl":"http://itunes.apple.com/us/app/remote/id284417350?mt=8&uo=4",
7      "artistId":284417353,
8      "artistName":"Apple Inc.",
9      "price":0.00, "sellerUrl":"http://www.apple.com/itunes/remote", "fileSizeBytes":"1676790",
10     "releaseDate":"2008-07-11T07:00:00Z",
11     "contentAdvisoryRating":"4+",
12     "primaryGenreName":"Entertainment", "primaryGenreId":6016,
13     "genres":["Entertainment", "Music"], "genreIds":["6016", "6011"],
14     "languageCodesISO2A":["DA", "DE", "EN", ... ],
15     "supportedDevices":["all"], "version":"1.3.3",
16     "screenshotUrls":[" ... ], "ipadScreenshotUrls":[],
17     "description":"With Remote you can control the music on your computer ...",
18     "trackContentRating":"4+"}
19   ]
20 }
```

Search API

Search

- Search takes a search string in query param "term"
- Many modifiers available
 - "country"
 - "language"
 - "media"
 - Even more specific: "entity"
 - "attribute"
 - "limit"
 - "callback"
- Results are JSON dictionaries sorted by relevancy

Search API

Search examples

- Simple search for Madonna
 - <http://itunes.apple.com/us/search?term=madonna>
- Limit search to five audiobooks
 - <http://itunes.apple.com/us/search?term=madonna&media=audiobook&limit=5>
- Now specify that we want music albums
 - <http://itunes.apple.com/us/search?term=madonna&limit=5&media=music&entity=album>

Search API

Search examples continued

- Search for songs *named* Madonna, not songs by Madonna:
 - [http://itunes.apple.com/us/search?
term=madonna&media=music&attribute=songTerm](http://itunes.apple.com/us/search?term=madonna&media=music&attribute=songTerm)

Search API

Lookup

- Lookup takes in an iTunes ID in "id" param
- Other IDs can be used: UPC, AMG IDs

Search API

Lookup—query parameters

- Most of the same query parameters as Search requests
 - “country”
 - “language”
 - “limit”
 - “callback”
 - “entity”
 - “sort”

Search API

Lookup—example queries

- Simple lookup for Madonna
 - <http://itunes.apple.com/us/lookup?id=20044>
- Fetch Madonna's top five songs
 - <http://itunes.apple.com/us/lookup?id=20044&entity=song&limit=5&sort=popularity>
- Now fetch Madonna's five most recent songs
 - <http://itunes.apple.com/us/lookup?id=20044&entity=song&limit=5&sort=recent>

Search API Demo

Joe Hwang
Software Engineer, iTunes Store

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The Enterprise Partner Feed

- Two flavors
 - EPF Relational
 - EPF Flat



The Enterprise Partner Feed

- Two flavors
 - **EPF Relational**
 - EPF Flat



EPF Relational

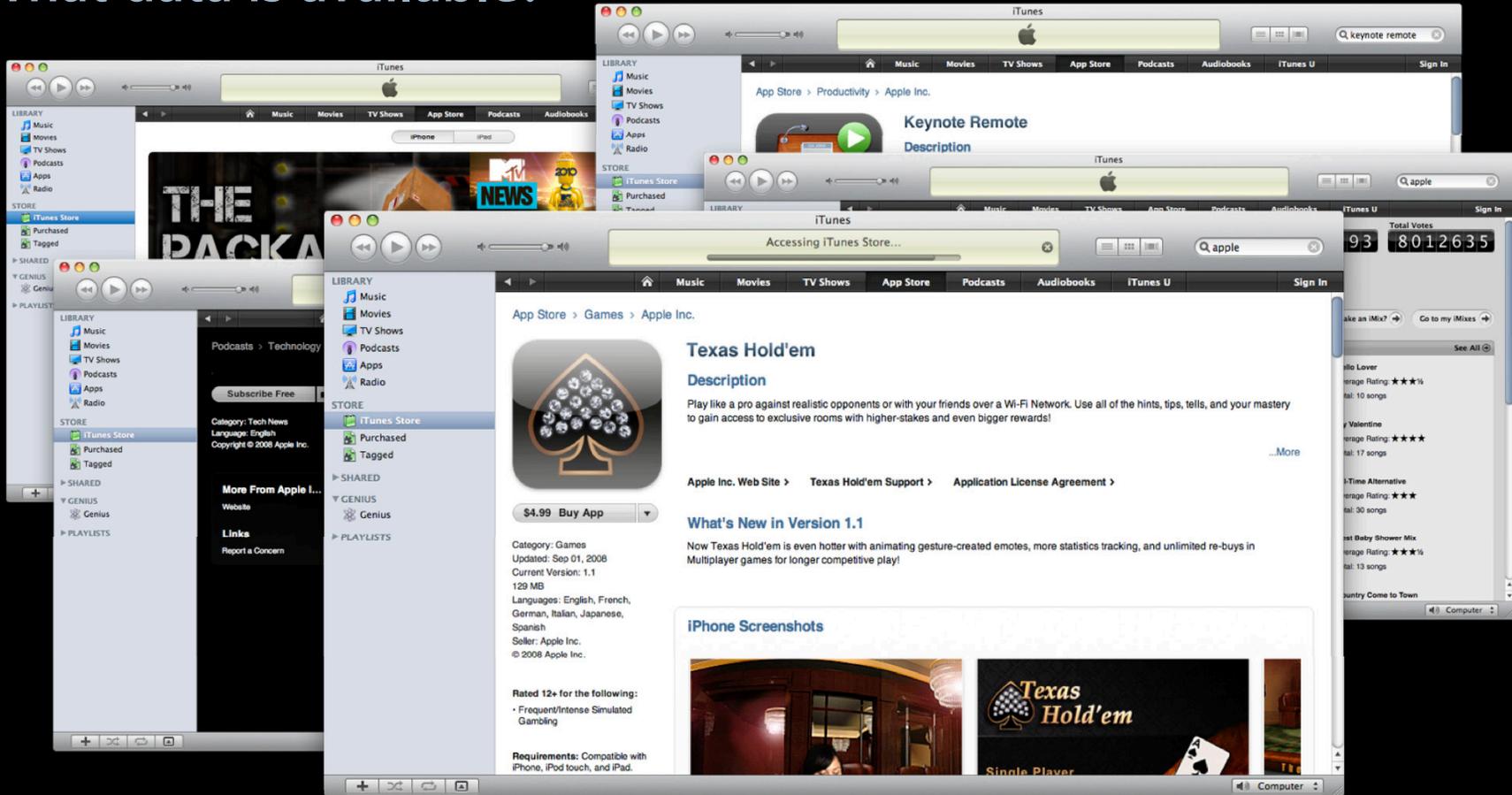
Overview

- Contains rich metadata about virtually all iTunes content
- Intended to be imported into a relational database
- Multiple files representing database tables
- Aimed at organizations that need to run custom queries against iTunes content



EPF Relational

What data is available?



EPF Relational

Data example—apps

- The usual: app name, developer, price, URL
- Deeper: app description, recommended age, screenshots, copyright
- Deepest: device requirements, popularity



EPF Relational

How it works

- Exports are generated in two modes
 - Weekly “full” export
 - Daily “incremental” export, relative to last full export
- EPF users download data over HTTP



EPF Relational Structure

- Data is organized into purpose-specific archives
 - iTunes (metadata), matching, pricing, popularity
- Each archive contains files representing database tables



EPF Relational

File format

- EPF files are formatted into records and fields
 - Field Separator: ASCII char 1
 - Record Separator: ASCII char 2 + '\n'
 - Comment record: A record whose first character is "#"
 - Comments are used to provide metadata for the table
 - Column names, database type information, primary keys

The Enterprise Partner Feed

- Two flavors
 - **EPF Relational**
 - EPF Flat



The Enterprise Partner Feed

- Two flavors
 - EPF Relational
 - **EPF Flat**



EPF Flat

A simpler approach

- Each file contains all data for a given country and content type
- Tab-separated values, compatible with spreadsheet applications
- No schema, no relational tables
 - All data for a given object contained in a single row
 - Great for populating a non-relational datastore:
 - CouchDB, SimpleDB, memcached



The Enterprise Partner Feed

- Two flavors
 - EPF Relational
 - **EPF Flat**



EPF

EPF Importer

- Cross-platform Python app imports EPF into a MySQL database
- Handles EPF Relational and EPF Flat data
- Self-configuring based on EPF comment headers
- Can restrict imports with whitelist/blacklist
- Supports resumable imports
- Released as sample code

EPF and EPF Importer Demo

Rick Rubenstein
iTunes QA Engineer

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Tools and Services

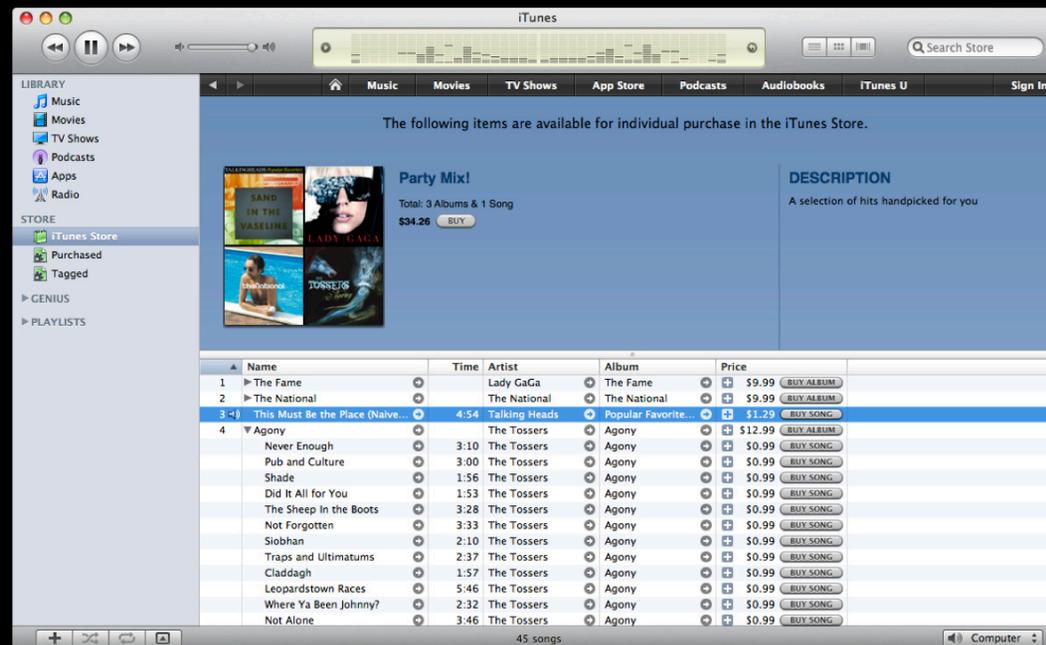
Overview

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Web iMix

Dynamically generated playlists

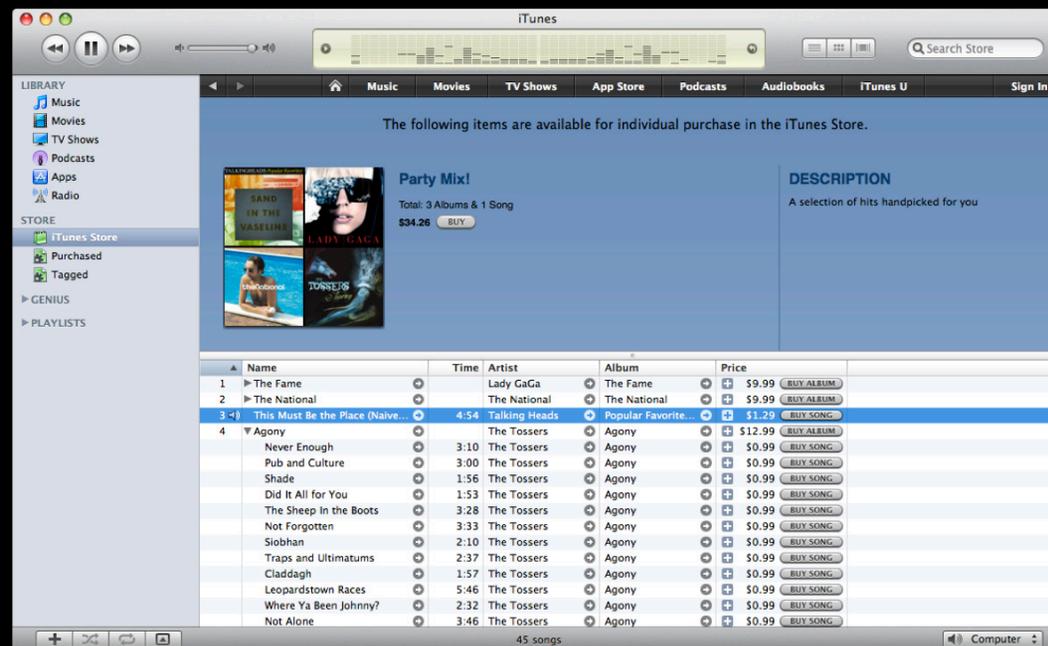
- You can create a custom playlist, on the fly, just by creating a URL
- Not like regular iMixes: no pre-upload required



Web iMix

Example link

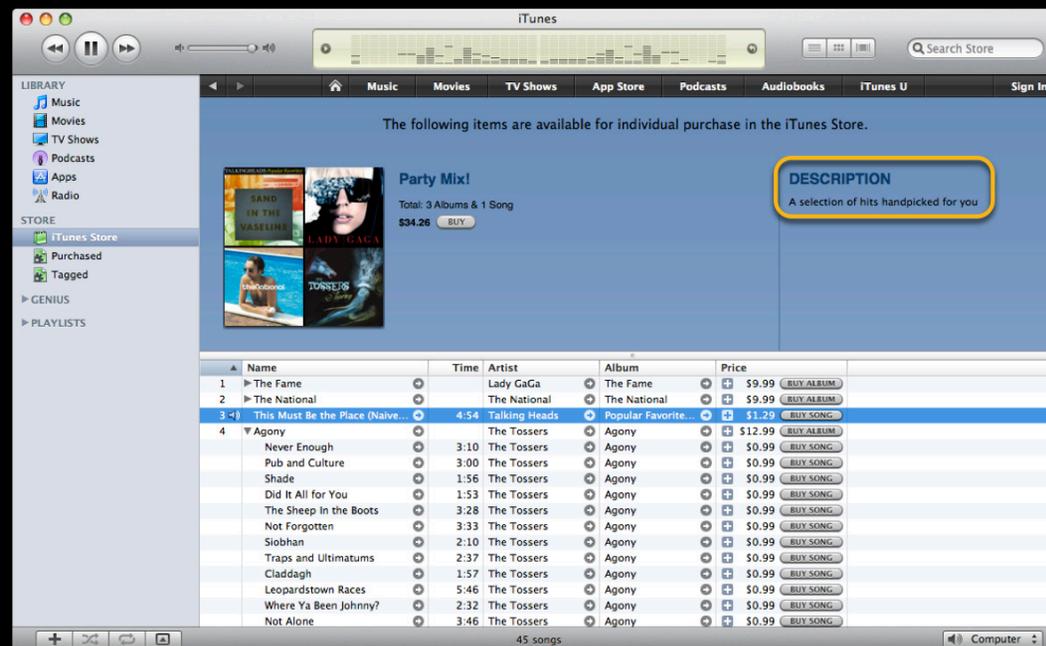
<http://itunes.com/webmix?desc=A%20selection%20of%20hits%20handpicked%20for%20you&ids=294084085,333107521,272121594,218397439&title=Party%20Mix%21&wld=32002&key=494d16b3773d77773adc380283d1857>



Web iMix

Example link

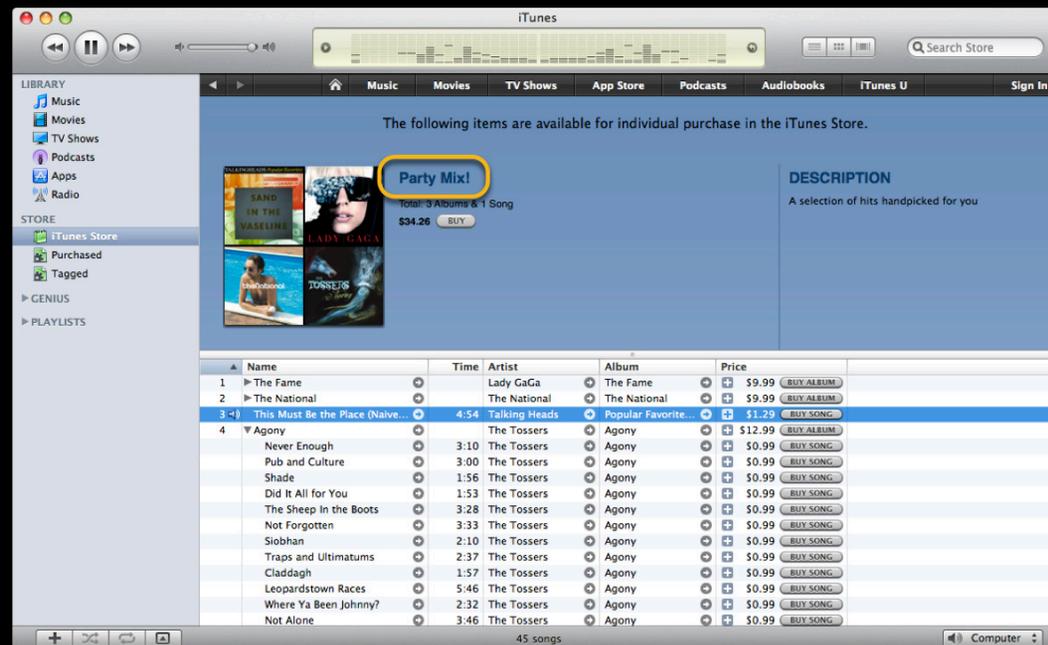
<http://itunes.com/webmix?desc=A%20selection%20of%20hits%20handpicked%20for%20you&ids=294084085,333107521,272121594,218397439&title=Party%20Mix%21&wld=32002&key=494d16b3773d77773adc380283d1857>



Web iMix

Example link

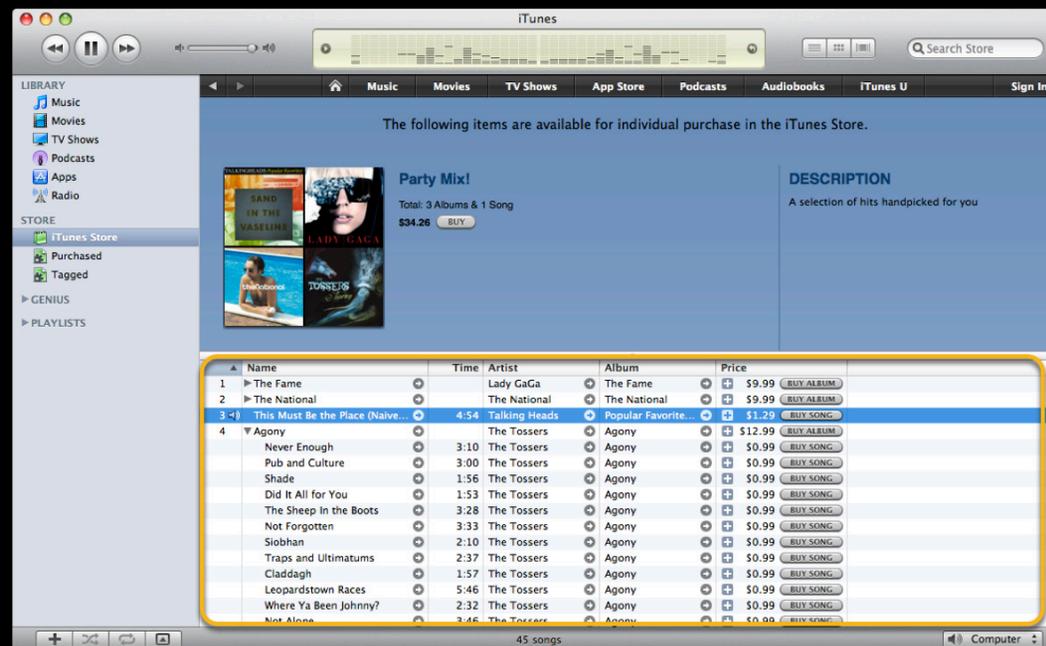
<http://itunes.com/webmix?desc=A%20selection%20of%20hits%20handpicked%20for%20you&ids=294084085,333107521,272121594,218397439&title=Party%20Mix%21&wld=32002&key=494d16b3773d77773adc380283d1857>



Web iMix

Example link

<http://itunes.com/webmix?desc=A%20selection%20of%20hits%20handpicked%20for%20you&ids=294084085,333107521,272121594,218397439&title=Party%20Mix%21&wld=32002&key=494d16b3773d77773adc380283d1857>



Web iMix

Example link

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- Need to create a special affiliate account with iTunes first
- Each URL needs to be signed with a hash

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Tools and Services

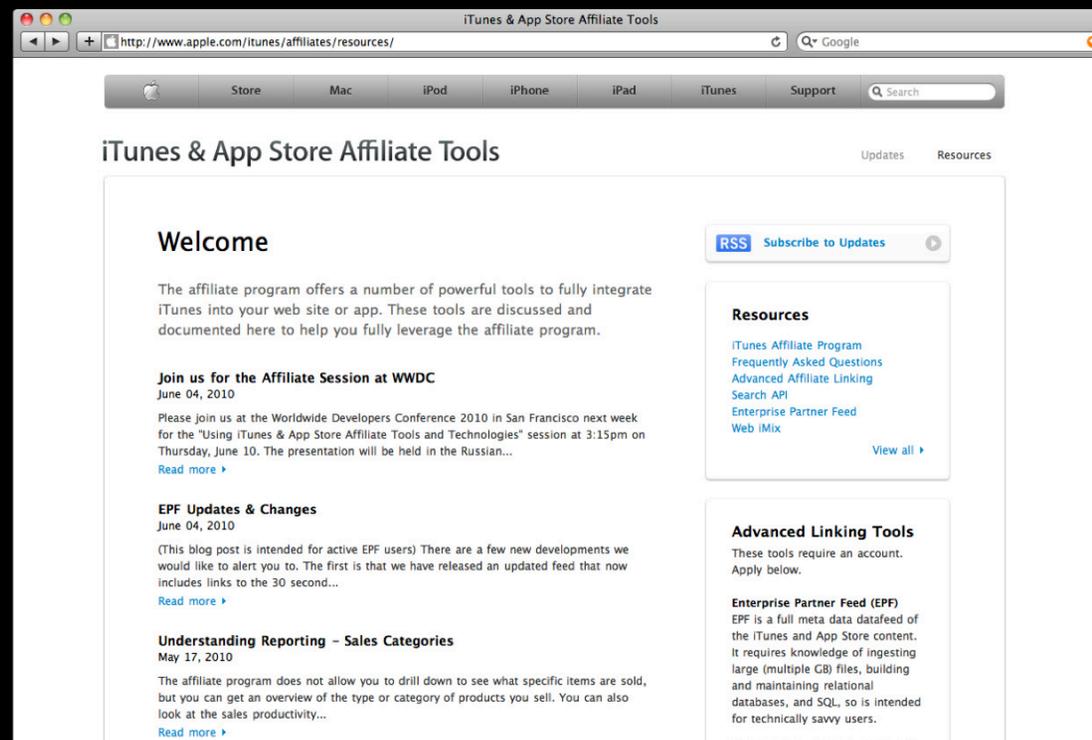
Overview

- Link Maker
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- **Resources Website**

Affiliate Resources

Web Portal for Updates

- <http://www.apple.com/itunes/affiliates/resources/>



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Summary

The Affiliate Program

- A great way to earn bounties and promote your apps and content
 - Link Maker for easily creating a few links
 - RSS for keeping track of what's hot
 - Search API for on-the-fly queries
 - EPF for heavyweight data processing
 - Web iMix for custom playlists
- Keep track of tools and news at
<http://www.apple.com/itunes/affiliates/resources>
- Sign up with an affiliate network to get started

More Information

Documentation and News

Affiliate Tools

<http://www.apple.com/itunes/affiliates/resources>

Affiliate Support

iTunesAffiliates@apple.com

Mark Malone

Integration Technologies Evangelist

mgm@apple.com

Apple Developer Forums

<http://devforums.apple.com>

Labs

iTunes and App Store Affiliate Tools and Technologies

Application Frameworks Lab D
Friday 9:00AM

Q&A



