

## Guide to XML Feed Implementation on MyAdMarket's OME Platform

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### *Implementing 3rd Party XML Feeds*

1. Before you begin your implementation, test to make sure the sample XML Feed your 3<sup>rd</sup> partner network has provided you with is running correctly. To do this, locate the sample feed in your partner's XML Feed documentation and test the feed in a browser by using real parameters.

Note: each feed will vary depending on what parameters are offered with the 3<sup>rd</sup> party network, but with MyAdMarket's OME platform, the following parameters are available:

- Keyword: the user's keyword(s) query, e.g. business, car+insurance, etc.
- IP address: the unique IP address of the user performing the query, e.g. 99.238.155.99
- Num result: the number of search results to display, e.g. 1, 10, 50, 100
- User agent: denoting the user agent being which is accessing the page, e.g. Firefox
- Site ID: uniquely identifies your account, e.g. 1234
- Sub ID: unique identifier for sub-affiliate
- Referral URL, e.g. www.3rdpartydomainname.com
- Publisher ID: unique identifier for publisher's ID, e.g. 1234

Example feed found in document:

`http://feed.3rdpartydomainname.com/yz/Search?q={keywords}&client_id=ID12341&ip=xxx.xxx.xxx.xxx`

Test in browser:

`http://feed.3rdpartydomain.com/yz/Search?q=business&client_id=myid_571&ip=99.238.155.99&ua=Firefox&ref=http://google.com&suid=1234`

The proper outcome should display the feeds' search results.

```

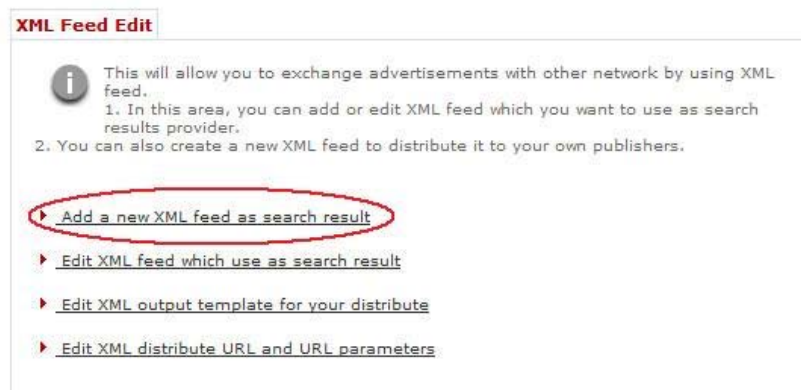
<?xml version="1.0" encoding="ISO-8859-1" ?>
- <RESULTS>
  <RC>7</RC>
  <O>1</O>
  <S>7</S>
- <SITE I="1">
  - <R>
    <![CDATA[ http://feed.3rdpartydomain/yz/Monitor.jsp?
      kwd=business&subid=&ref=&cob=ATRA_571&mon=http://feed.domainname.com/yz/Monitor?enc=vJ5ioWMXmZAXOrPNXwhB%2B9cWpRJtj1I
    </R>
  - <N>
    <![CDATA[ Find business  ]]>
  </N>
  - <D>
    <![CDATA[ Find thousands of resources for financial services at FindStuff today!  ]]>
  </D>
  <P>0.018</P>
</SITE>
- <SITE I="2">
  - <R>
    <![CDATA[ http://feed.3rdpartydomain/yz/Monitor.jsp?
      kwd=business&subid=&ref=&cob=ATRA_571&mon=http://feed.domainname.com/yz/Monitor?enc=sJBuoWYfkZICe4vhRRVQo4IKpRYDozkKDt
    </R>
  - <N>
    <![CDATA[ business  ]]>
  </N>
  - <D>
    <![CDATA[ Learn about business  ]]>
  </D>
  <P>0.018</P>
</SITE>
- <SITE I="3">
  - <R>

```

2. Next, log into your admin panel and click on the XML Feeds link under the Admin Menu.




3. Select **Add a new XML feed as search result** and click the **Next Step** button in the following screen.



- You should now be at Step 2/4, where you can configure the settings for your XML Feed. In XML Feed URL, enter the above mentioned XML Feed with the predefined parameters and configure the settings.

Example:

`http://feed.3rdpartydomain.com/yz/Search?q=business&client_id=myid_571&ip=99.238.155.99&ua=Firefox&ref=http://google.com&suid=1234`

XML Feed Settings - Step 2/4	
XML Feed URL:	<input type="text" value="http://feed.clicksor.com/yz/Search?q=business&amp;client_id=myclientid_571&amp;ip=99.238.155.99"/>
Name:	<input type="text" value="Test"/>
	<p>XML Feed is which you want to use as search result.            Example:  <code>http://xml.clicksor.com/xml.php?affiliate=user_name&amp;Terms=search_query&amp;IP=x.x.x.x&amp;country=xx</code>            Name it to 'YahooSearch', easy for remember.</p>
This feed will return results for campaign type of:	<input type="text" value="CPC"/>
This feed will be used for:	<input type="text" value="all"/> (Banner: regular banner ad. Publisher: developer API such as publisher XML feed.)
This feed has adult content:	<input type="text" value="No"/>
Accept traffic from countries:	<input type="text" value="All Countries"/> <ul style="list-style-type: none"> <li>-----</li> <li>Afghanistan</li> <li>Albania</li> <li>Algeria</li> <li>American Samoa</li> <li>Andorra</li> <li>Angola</li> <li>Anguilla</li> <li>Antarctica</li> </ul>
Profit Share:	<input type="text" value="50%"/>
<input type="button" value="Next Step"/>	

- In the following screen, Step 3/4, redefine the parameters by replacing the 3<sup>rd</sup> party's parameters with your own system's parameters. E.g. for keywords, replace q with [keyword]; for ip, replace ip with [ip]. Your client ID with the 3<sup>rd</sup> party network remains unchanged. Once entered, click the **Next Step** button.

The sample XML Feed we have used thus far should read:

`http://feed.3rdpartydomainname.com/yz/Search?q=[keyword]&client_id=myid_571&ip=[ip]&ua=[useragent]&ref=[referral_url]&suid=[site_id]`

- If your XML Feed has been successfully entered, the next step, Step 4/4, will require you to enter the results at the bottom of the screen.

Your results should look something like this:

```
<title>[result-title]</title>
<url>[result-display-url]</url>
<redirect>[result-redirect-url]</redirect>
<description>[result-description]</description>
<bid>[result-bidding-value]</bid>
<img>[result-display-image]</img>
```

Total Page Parse times: 9.608268737793E-05(s)

- Using the results as a guide, input the value name at the bottom of the screen. Finally, click the **Click here to test button** and the **Save** button respectively.

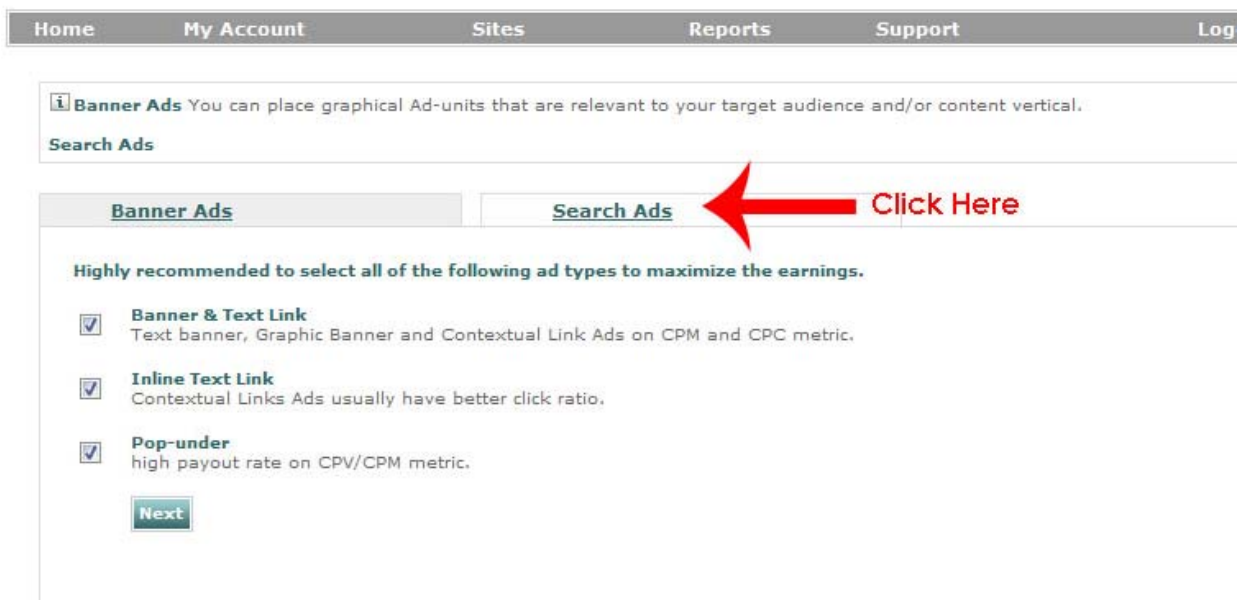
**XML Feed Settings - Step 4/4**

Value Name - CPC	Tag Name	Tag Value
Title	<input type="text" value="title"/>	<input type="text"/>
Display URL	<input type="text" value="url"/>	<input type="text"/>
Redirect URL	<input type="text" value="redirect"/>	<input type="text"/>
Description	<input type="text" value="description"/>	<input type="text"/>
Bid Price	<input type="text" value="bid"/>	<input type="text"/>
Ad Tag	<input type="text"/>	<input type="text"/>
Campaign uid	<input type="text"/>	<input type="text"/>
		<input type="button" value="Click here to test"/> <input type="button" value="Save"/>

8. Troubleshooting your XML Feed: there may be several reasons why your XML Feed was not implement correctly.
  - a. Check to make sure that when you initially test the partner's feed, you are seeing actual advertisement results. If you are not seeing any, you will need to contact the 3<sup>rd</sup> party network partner as they have not yet activated your feed.
  - b. Make sure the parameters entered in Step 2 are offered on your system. E.g. some feeds may include a timeout parameter, which is the maximum number of seconds to wait for results. Remove any parameters that are not offered on your system. Refer to Section 1 for the list of available parameters.

### *Providing 3rd Party Networks with Your XML Feed*

1. As you may know, your system is capable of translating CPC text banners into XML Feed search results and in-line text links. In order to provide your XML Feed to a 3<sup>rd</sup> party network, have them create a publisher account with you.
2. Once a publisher account has been created, they can log into their accounts, add a new site, and click on the Get Code link for their site.
3. In the following screen where it prompts you to select the desired ad format, click on the **Search Ads** tab and click **Next**.



The screenshot shows a navigation bar with links: Home, My Account, Sites, Reports, Support, and Log. Below the navigation bar, there is a section titled "Banner Ads" with a sub-section "Search Ads". A red arrow points to the "Search Ads" tab, with the text "Click Here" next to it. Below the tabs, there is a message: "Highly recommended to select all of the following ad types to maximize the earnings." followed by three checked items: "Banner & Text Link" (Text banner, Graphic Banner and Contextual Link Ads on CPM and CPC metric), "Inline Text Link" (Contextual Links Ads usually have better click ratio), and "Pop-under" (high payout rate on CPV/CPM metric). At the bottom of this section is a "Next" button.

4. The next screen will generate the code for XML Feeds.

**XML Feed:**

XML Feed Type:  cpv  cpc

```
http://adserving.yourdomain.com/xml_net.php?
cpx=cpc&nid=1055&keyword=[keyword]&ip=[ipaddress]
&num_result=[results]&useragent=[useragent]
&site_id=4889&sub_id=[sub_id]&referral_url=[referral_url]
&pid=7491
```

Select All

**useragent** -- Denoting the user agent being which is accessing the page.  
**ipaddress** -- (IP address) is the unique IP address of the user performing the query.  
**keyword** -- the users keyword(s) query - originating from either a text link or search form.  
**results** -- The number of search results to display.  
**site\_id** -- Uniquely identifies for your account.  
**sub\_id** -- a unique identifier for sub-affiliate.  
**pid** -- Publisher ID