Stock Affiliate partner API workflow

The purpose of this document is to illustrate the overall process and technical workflow for Adobe Stock partners who want to integrate the Adobe Stock Search API into their applications. The Stock API allows you to interact with Adobe Stock programmatically, rather than through a user interface.

Contents

Overview

This paper outlines the workflow for Adobe Stock affiliate partners, which could include content aggregator sites. Aggregators have websites that may include stock photography content from multiple providers, including Adobe Stock, as well as their own collection of free or premium assets. Adobe Stock search could be added to the site, with links referring users back to the Adobe Stock website for completing the sale. The partner could receive a commission fee if the user journey leads to a new subscription for Adobe Stock or other Adobe plans.
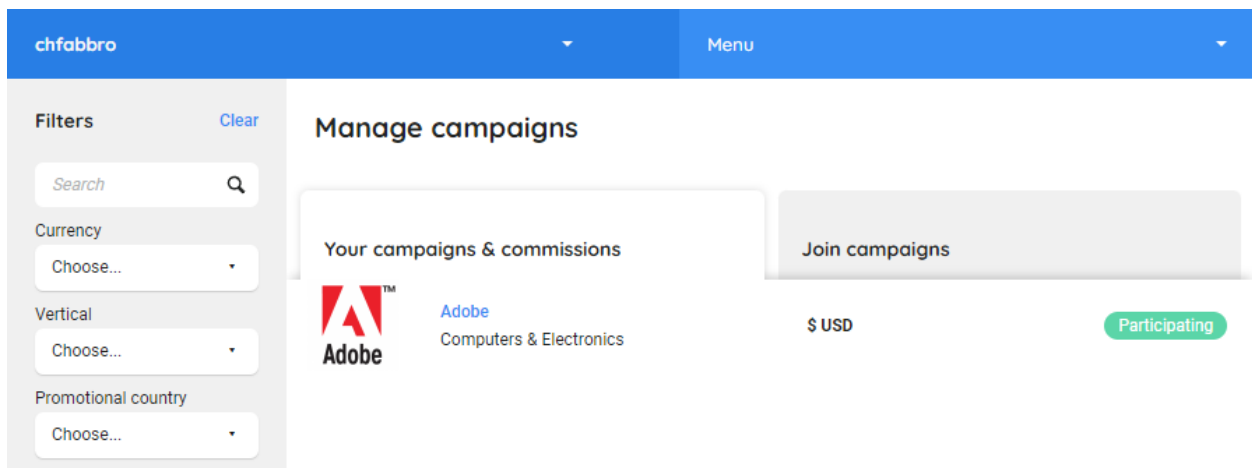
Workflow summary
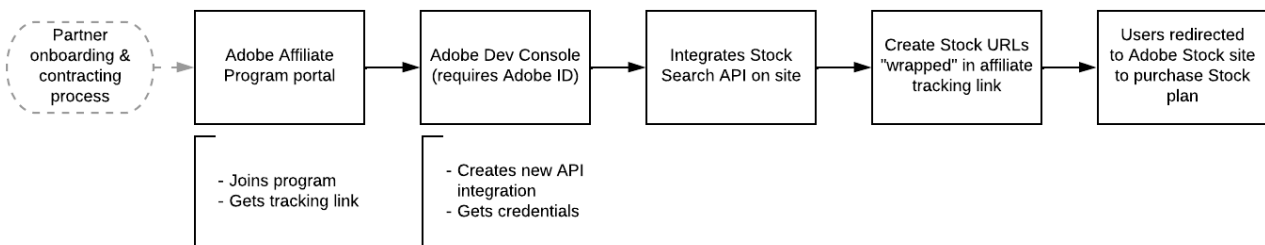
- Depending on the size of the partner site and amount of traffic, the process may begin with a contracting process with the Adobe Stock Business Development team.

- o This step is optional, and only required if the partner needs a custom payout that is different from the standard affiliate commission scheme. Otherwise, becoming an affiliate partner is a self-service process.
  - o Contracting and commissions are beyond the scope of this document. To get more information, please contact Grp-AdobeStockPartnerships@adobe.com.

- Regardless, the partner will enroll in the Adobe Affiliate Program. Here, the partner will join an Adobe campaign and find their affiliate tracking link.
- Integrators will register their application using the Adobe Developer Console, which will allow it access Stock APIs. The result of this process is an API key which is used to allow requests.
- Now the integrator can start writing an application that uses the Stock API to make search queries and get back image thumbnail results, which the application will display.
- The integrator will create URL links to Adobe Stock assets that it receives from the Stock API and will "wrap" the links inside the affiliate tracking link to receive credit.
- When the website end-user wishes to license an asset, the user will be redirected to a Stock landing page where they can purchase a plan to license the image.

  - o The transaction will be tracked by Adobe and referral commission given back to the partner.

Next steps

1. Register your website with the Adobe Affiliate Program. This is required to earn commissions and get tracking links.

   - o https://www.adobe.com/affiliates.html
   - o Once you sign up, you must join the Adobe campaign, which includes Adobe Stock.

2. Register a Stock API integration using the Adobe Developer Console.

   - o See *Adobe Developer Console workflow*, below.

3. Create your application which uses the Stock API to display search results.

o   See *Creating a Search API application*, below. This includes how to integrate your affiliate tracking links.

Adobe Developer Console workflow

To use the Adobe Stock API, you need to generate an API key on the Adobe Developer Console. Adobe will add this key to an allow list and permit your application access to the APIs.

- Access the Adobe Developer Console here: https://developer.adobe.com/console.

  o   If you do not already have an Adobe ID, you will need to create one (for free).

- Click the **Create new project** button. A project is used to organize one or more API integrations.
- On the project screen, choose **Add API** or **+ Add to Project > API**.
- From the *Add an API* window, choose **Adobe Stock** and **Next**.

  o   This should bring you to the *Configure API* window for OAuth 2.0.
  o   Note the affiliate workflow does not require authentication, even though OAuth is used for login. The sole purpose for choosing this integration type is to generate an API key.

- Choose application options and click **Next**.

  o   **Application kind**: Default OAuth client is Web App, but any client will give the same result.
  o   **Default redirect URI**: As mentioned above, no authentication is required for this workflow, therefore this field is not used. However, you must fill it out.
  - You can use any arbitrary URL address (e.g., `https://mysite.com`.)
  o   **Redirect URI pattern**: Same as above; this field is not used for this integration method, but you must put some information here. You may enter the same URL as above, but you must escape periods (.) with `\\`.
  - Ex: `https://mysite\\.com`

- Ignore the *Available Scopes* section—it does not apply because your user is not signing in—and click **Save Configured API**.
- Once saved, the Developer Console will generate a few pieces of data. The only information you need from this screen is the **Client ID** (i.e., your API key).

Creating a Search API application

Whether you are creating a standalone web application or integrating Stock Search into your existing website or application, the process is the same. For the purposes of this document, the term "application" will describe the integration you are creating. The application will make and receive RESTful calls between the end-user and Adobe Stock, parse the JSON response, and update the UI to show the search results.

API headers

The Stock Search API only requires API key authentication; otherwise, requests are essentially anonymous. Consequently, this integration type cannot be used by itself for API methods that require user- or organization-level authentication. For example, the API key alone cannot be used to license images or get a past license history.

With each HTTP request, you will set mandatory and optional headers in addition to any search query parameters.

- Required:

  - `x-api-key`: The API key assigned to your application integration when you signed up through the Adobe Developer Console, above. It is a GUID-style string, generated programmatically.
  - `X-Product`: The name of your product or website that is using the API. This can be whatever you want.

Most search queries are issued with an HTTP "GET" request, however an HTTP "POST" is required if you want to upload an image for similarity search. Here are examples of using required headers.

Sample request with headers

```
GET /Rest/Media/1/Search/Files?locale=en_US
&search_parameters[words]=flamingos HTTP/1.1
Host: stock.adobe.io
X-Product: CFSTest/1.0
X-API-Key: ...0e3f
```

Application flow details

It is assumed the application will supply a UI for searching and displaying results, since the Stock APIs do not provide this.

1. The workflow begins when the partner's website customer, the *end-user*, performs a search on the partner's site for Adobe Stock images. Search parameters show what kind of search to perform (for example a word search, search by ID, search by artist, or a visual similarity search), as well as what filters to apply (search only on photos, vectors, videos, templates, etc.)

2. The partner's web application sends a **Search/Files** request to the Stock API.

Search/Files request [1] (using cURL syntax)

```
curl -X GET \
  'https://stock.adobe.io/Rest/Media/1/Search/Files?locale=
en_US&search_parameters%5Bwords%5D=kittens' \
```

---

[1] For a complete reference, see https://developer.adobe.com/stock/docs/api/11-search-reference/.

```
-H 'x-api-key: ...0e3f' \
-H 'x-product: TeamCFS_1.0'
```

    o   The request supplies any number of search parameters, filters, and response fields.

3. The Stock API responds with a JSON object containing the number of results (`nb_results`), and a `files` array of metadata for each asset found.

Search/Files response

```
{
  "nb_results": 1626553,
  "files": [
    {
      "id": 75950374,
      "title": "five kittens",
      "width": 2500,
      "height": 1667,
      "creator_name": "adyafoto",
      "creator_id": 205216144,
      "thumbnail_url":
"https://as2.ftcdn.net/v2/jpg/00/75/95/03/500_F_75950374_yNANaKsbx7o
LzGJUFSzXW7j5cGoiKDT9.jpg",
      "thumbnail_html_tag": "<img
src=\"https://as2.ftcdn.net/v2/jpg/00/75/95/03/500_F_75950374_yNANaK
sbx7oLzGJUFSzXW7j5cGoiKDT9.jpg\" alt=\"five kittens\" title=\"Photo:
five kittens\" zoom_ratio=\"1.25\" zoom_depth_max=\"2\" />",
      "thumbnail_width": 500,
      "thumbnail_height": 334,
      "media_type_id": 1,
      "vector_type": null,
      "content_type": "image/jpeg",
      "category": {
        "id": 44,
        "name": "Cats"
      },
      "premium_level_id": 0
    }, ...
  ]
}
```

    o   Response is truncated to show one file result. The API allows full control over what fields are returned in the search results.

4. The partner's application parses the results and shows thumbnails for each asset and any other data (such as keywords) that may help the user refine their search. The end-user may use watermarked versions of images until they are ready to license.

5. If the partner wants to allow the user to see more details about an asset, the application can submit additional queries to get an array of similar images or more images within that same series.

Search for similar image

```
curl -X GET \
  'https://stock.adobe.io/Rest/Media/1/Search/Files?locale=en-
US&search_parameters%5Bsimilar%5D=%2092901240&search_parameters%5Bsi
milar_image%5D=1&search_parameters%5Blimit%5D=5' \
  -H 'x-api-key: ...0e3f' \
  -H 'x-product: TeamCFS_1.0'
```

6. If the user wants to license the image, you can give them a link to the detail page of that asset on the Adobe Stock website, via a landing page URL provided by the API. You get this URL in your response data by adding the `result_columns[]=details_url` parameter.

    o   Note that adding any result columns parameter to the query string will cause *only* those fields to appear in the JSON results. You can add multiple `result_columns[]` commands to get exactly the response you want.

Filter search for details_url and title only for ID

```
curl -X GET \
  'https://stock.adobe.io/Rest/Media/1/Search/Files?locale=en-
US&search_parameters%5Bmedia_id%5D=75950374
&result_columns%5B%5D=title&result_columns%5B%5D=details_url' \
  -H 'x-api-key: ...0e3f' \
  -H 'x-product: TeamCFS_1.0'
```

    o   In the details page URL returned, the `as_channel=affiliate` and other parameters help with Adobe's metrics; however, the most important thing is that you "wrap" the URL with your tracking link—see below.
    o   Note that you do not need to get the landing page URL for each asset from the API. Instead, you can programmatically create this URL—see the next section.

Filtered results

```
{
    "files": [
        {
            "title": "five kittens",
            "details_url":
"https://stock.adobe.com/75950374?as_channel=affiliate&as_source=api
&as_content=8af2713e4ace4087889ddfd04a94b6ac"
        }
    ]
}
```

Integrating with the affiliate tracking link

The last step you must do is add your tracking link to every outgoing URL to Adobe Stock. If you don't do this, you will not receive a commission or get referral credit. When a user clicks a tracking link, they are first redirected to the Adobe Affiliate site, then back to Adobe Stock. This process adds a cookie to the end-user's browser which tracks the user's journey on all Adobe websites.

Once you have joined the Adobe campaign, you only need to generate your tracking link one time, and then use code to combine it with the Adobe Stock landing page URL. The tracking link is only found in the Adobe Affiliate Program website, under **Tracking**.

Optionally, you can also include a "deep link" to the Stock details page but note that this URL can be built programmatically. Here is a sample tracking link to a Stock landing page:

https://adobe.prf.hn/click/camref:1101lryZ2/destination:https%3A%2F%2Fstock.adobe.com%2F92291518

This link consists of two parts and follows the format: `//BASE-LINK/destination:TARGET-URL`.

- The base tracking link unique to your affiliate ID: https://adobe.prf.hn/click/camref:CAMREF-ID /

  o The campaign reference ID, or "`camref`" is a code generated by the affiliate portal. It is shown in the yellow highlight above, and is unique to each user.

  o You can add other tracking parameters to give more context to your reports—contact the Adobe Affiliate team for more information.

- The Stock landing page URL: https://stock.adobe.com/92291518.

  o This part is URL-encoded and added to a `/destination:TARGET-URL` parameter.

o   Note that all Adobe Stock landing pages have a simplified destination format of **stock.adobe.com/assetID**. There are other ways to write the URLs that are more SEO-friendly, but this simple format will always work.

References

- Adobe Developer Console: https://developer.adobe.com/console
- Adobe Affiliate Program: https://www.adobe.com/affiliates.html
- Adobe Stock API documentation: https://developer.adobe.com/stock/docs/getting-started/

  o   Stock Search API reference: https://developer.adobe.com/stock/docs/api/11-search-reference/

- Support contacts

  o   Stock API technical support: stockapis@adobe.com
  o   Stock Business Development team: Grp-AdobeStockPartnerships@adobe.com
  o   Adobe Affiliate Program support: integration.support@partnerize.com