



## Slowdating.com affiliates' integration guide

### 1.1 Introduction

We offer affiliates a commission-based scheme to integrate with our web site. A number of methods of event and tracking integration are available.

The XML and CSV methods are intended to be consumed by automated server-side code and the Javascript method is for use with flat web sites, or integration by less technical partners.

### 1.2 Event feeds

All of our feed methods will provide a chronologically-ordered list of upcoming events.

#### 1.2.1 XML Feed

Our XML event feed is an RSS 1.0 file with some extensions specifically for our application. It can be consumed either by a RSS reader (for example those built into some web browsers or portal software), or a custom reader which can read the custom elements and make sense of them.

The RSS 1.0 spec can be found at <http://web.resource.org/rss/1.0/>

Our RSS feed makes use of a number of additional namespaces (besides RDF and RSS, which are detailed in the RSS spec)

We add the following elements inside the standard RSS <item> element:

- dc:date (Part of the Dublin Core spec and in the Dublin Core namespace). This contains an ISO 8601 date / time for the event, as per the Dublin Core spec.
- sd:price (Slowdating namespace). This contains the price in sterling of a single booking for the event. This excludes any special offers.
- sd:ages (Slowdating namespace). This contains the age groups in machine-readable form, on the attributes femalelower, femaleupper, malelower and maleupper, which contain the lower and upper female and male suggested age limits respectively.
- sd:city (Slowdating namespace). This contains the name of the city which the event will be held in
- sd:venue (Slowdating namespace). The name of the venue.

The RSS standard elements title, description and link contain the title of the event (which contains the date also), the description (typically a description of the venue) and a link to our event page respectively.

XML namespaces found in our feed:

Prefix	Namespace URL	Purpose
(none)	<a href="http://purl.org/rss/1.0/">http://purl.org/rss/1.0/</a>	Core RSS elements, such as item, title, description and link
rdf	<a href="http://www.w3.org/1999/02/22-rdf-syntax-ns#">http://www.w3.org/1999/02/22-rdf-syntax-ns#</a>	RDF definition elements and attributes, such as rdf:about
dc	<a href="http://purl.org/dc/elements/1.1/">http://purl.org/dc/elements/1.1/</a>	dc:date element for event dates
sd	<a href="http://www.slowdating.com/rss-extensions/1.0">http://www.slowdating.com/rss-extensions/1.0</a>	Custom elements



### 1.2.1.1 Feed URLs

The main RSS feed URL is <http://www.slowdating.com/Affiliates/rss.aspx>.

Feeds for individual cities can also be requested by using the syntax: <http://www.slowdating.com/Affiliates/rss.aspx/city/Birmingham> (which, for example, would return a list of events in Birmingham).

### 1.2.2 CSV Feed

The CSV feed is a comma-separated file suitable for spreadsheet applications such as Microsoft Excel. It is a comma-separated file with all entries surrounded by double quotes. It contains no embedded double quotes or newlines and will be sent in UTF-8 encoding.

The first row is a list of column headings which should be discarded by any application intending to use it as a back-end integration facility.

The columns are, in order

- Link URL
- Name of event (contains event type, city and date)
- Date & Time in a verbose format designed not to confuse spreadsheets even if their locale is set to USA. Example: 03 February 2005 19:30:00
- Venue name
- Venue Description
- Venue Opening Times (This is the same information as the time from the date & time)
- Age groups in human-readable format
- Event description - This contains a description of the type of event, not this specific event, therefore for all speed dating events it will be the same.
- Price - in pounds sterling, excluding any discount codes or special offers.
- Image URL - a URL of a photo of the venue.
- City - name of the city.
- Post code – post code of the venue

### 1.2.2.1 Feed URLs

The main CSV feed URL is <http://www.slowdating.com/Affiliates/csv.aspx>

City-filtered versions of this file are not available.

### 1.2.3 Javascript

We also provide a Javascript file which can be used to syndicate our event listings by less technical partners.

This would be the recommended solution for simple portal sites for example. Details are available upon request.

## 1.3 Customer tracking

We have two methods of tracking customers who click through from partner sites.

### 1.3.1 Affiliate ID Query String

The partner can append a query string to the end of a URL on our site (almost any page). This will ensure that if the same user subsequently books via our site, the affiliate is recorded so that they can receive their commission.



Each affiliate will be given an Affiliate ID. This can be added to URLs as per the following example:

<http://www.slowdating.com/?AffiliateId=1234>

or for a specific event:

<http://www.slowdating.com/EventDetails.aspx?EventId=100287&AffiliateId=1234>

Obviously in these examples, 1234 would be replaced with the affiliate's own ID.

### **1.3.2 HTTP Referrer**

We can also track most customers without using a query string, by using the HTTP Referrer. HTTP Referrer is sent automatically by web browsers on every request created via a normal link.

No special modifications to the affiliate's site are required to track customers by HTTP Referrer, but it is vital that we have a full list of all the affiliate's web sites.

### **1.3.3 Automatic notification**

We can provide an automatic notification by email following every booking which comes in via an affiliate's site. This feature is available on request to any affiliate.

Note that automatic notification does not guarantee commission will be paid on that specific order, as it may be subsequently refunded.