

Bazaarvoice social platform

By accessing content through the Bazaarvoice social platform and combining it with data retrieved from other APIs, you can create a wide variety of display applications.

Some possible examples of applications using API data include:

- **Inline ratings**
- **Top-rated products**
- **Most recent reviews**
- **Top contributors**
- **Mobile applications**
- **In-store kiosk displays**

Using the methods defined in the API, you can query for any content in the platform. For example, you can fetch the latest 10 reviews that have comments, sorted by rating in ascending order. All the available parameters, filters and sort options are documented on the Developer portal:

<http://developer.bazaarvoice.com>.

Data Replication

There are several approaches to retrieving content from the Bazaarvoice content distribution network (CDN). The recommended approach is to use the Bazaarvoice hosted user interface, but for those customers that require a custom user interface or tightly integrated data for their social commerce solution, there are several custom implementation options, two of which leverage API calls to the Bazaarvoice CDN.

- **Runtime data integration with client-side XML or JSON**
- **Data replication with Bazaarvoice platform API**
- **Data replication with incremental data feed**

For more information on these solutions, refer to your *Implementation Guide*.

Sample applications

The following sections show some sample applications that were developed using Bazaarvoice social platform API calls.

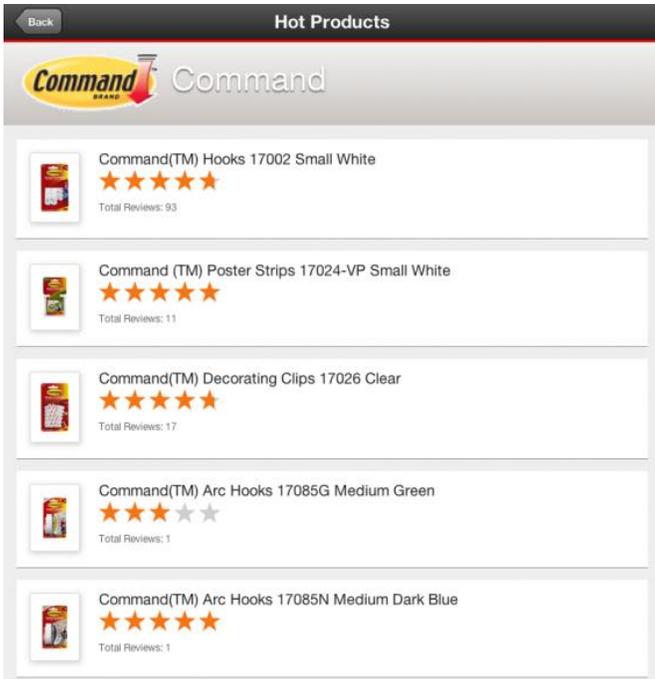
Real-time reviews on Google Earth



This reference application displays product reviews submitted by your customers from around the world in real time. This application was created by mashing up the Bazaarvoice social platform with the following technology:

- Google Earth and JS API
- Yahoo! YQL PlaceFinder geolocation API
- HTML micro-templating using JS

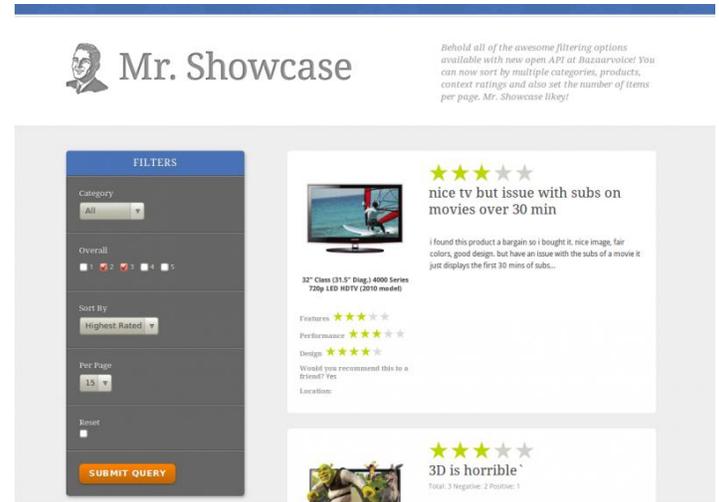
Touchscreen tablet display



Another example of using data retrieved from the API is this tablet display of top-rated products and reviews. It was built using Sencha Touch, which has built-in JSONP support and creates a look-and-feel that resembles a native iOS application.

JSONP support allows the API to be called across domains in Javascript to create dynamic views without any server-side components required.

Content filtering on multiple categories



This review center demonstrates the capability of filtering by multiple categories, products, and ratings values, as well as sorting values and setting the number of items to display. Very little data storage is required since the data is pulled directly from Bazaarvoice in JSON format.



Frequently Asked Questions

Q: What is my API key and how do I get one?

A: Your API key is a string that is sent to you by the platform support team. It is encoded so that it can only access certain data (sandbox or production) and can limit the type of access (read-only or read/write). Go to: <http://developer.bazaarvoice.com/request-api-key> to request one. Even if you are not a Bazaarvoice client, you can request access to our public sandbox. If you are a client, you can get direct access to your production data.

Q: What types of data can I submit or retrieve via the API?

A: Our API is grouped by the following content types. Each of the following may contain a display and/or submission method:

- **Reviews**
- **Questions**
- **Answers**
- **Stories**
- **Comments**
- **Profiles**
- **Photos**
- **Videos**
- **Products**
- **Categories**
- **Statistics**

Q: What type of filtering and sorting can I perform on the returned data?

A: There are a variety of filtering and sorting arguments that can be added to an API call. This allows you to return the data you are most interested in. For complete documentation on these options, go to: <http://developer.bazaarvoice.com/api>

Q: How do I add my own product info in the sandbox?

A: At this time, it is not possible for you to add your own product metadata (name, description, etc.). However, if you submit content on a product that does not exist, we will create a stub product with the submitted ID. That product will be “inactive” and have no metadata.

Q: Is full-text search available?

A: Full text search is available for products and questions. Add `search=` to your queries.

Q: Do you support JSONP?

A: Yes, just add `callback=` to specify a wrapper function name.

Q: Do you have an XML schema definition?

A: Yes, access the definition at: www.bazaarvoice.com/xs/DataApiQuery/VersionNumber

For example, access the 5.1 schema definition at: www.bazaarvoice.com/xs/DataApiQuery/5.1

