Reseller Starter Guide

How to Access Free Manufacturer Product Data

This guide will help you access and integrate manufacturers product data via SpexAccess Widget on your web site.

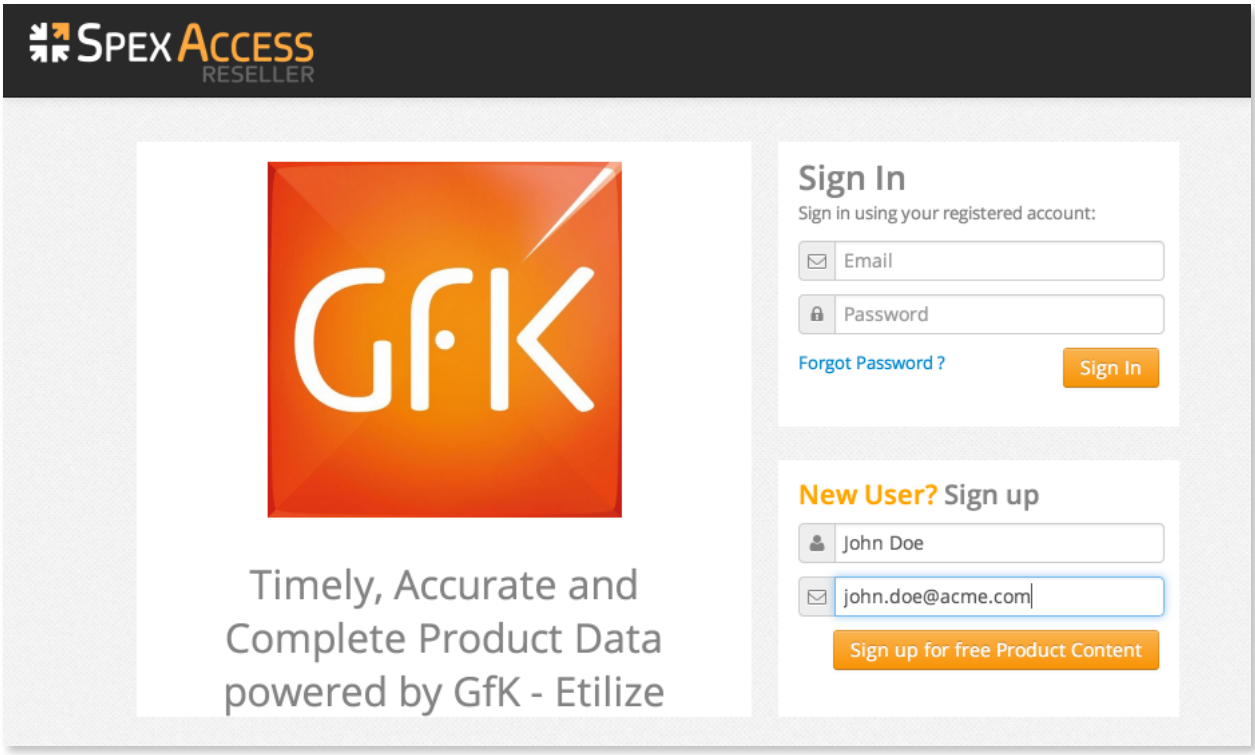
If you have followed the steps in this guide and still unable to access manufacturer's product data, have a feature request or require more customization, please contact GfK Etilize Support at support@etilize.com or visit http://www.etilize.com/etilize-customer-support-overview.htm

In order to access manufacturer product data, you will need to:

- Create Reseller Account
- Request Access to your Manufacturer's Product Data
- Create Widget Profile & Embed the HTML Code

The following are the steps to complete all three tasks:

1. Open https://reseller.spexaccess.net/ and use the "Sign Up" form to fill in your information.



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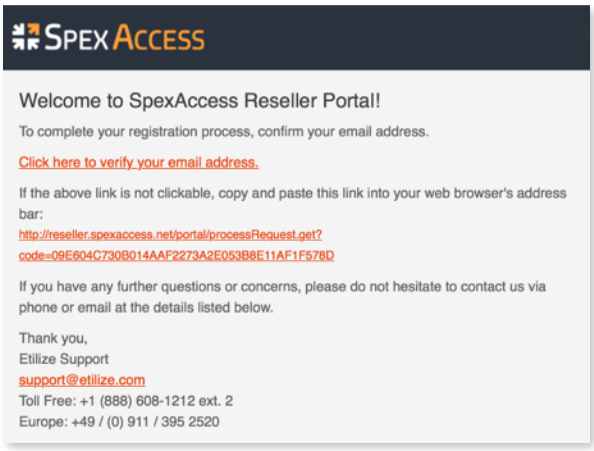
2. Once you have filled and submitted your information, you should receive a confirmation email. Click verification link

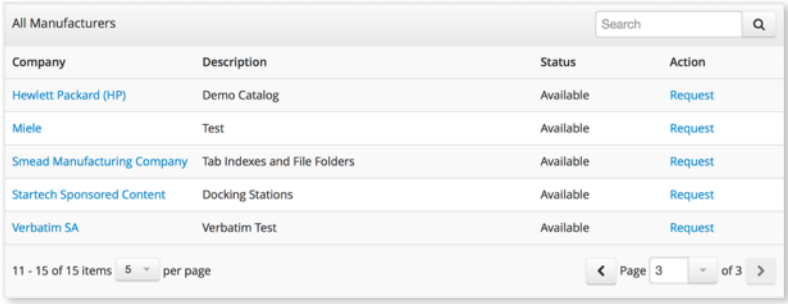


> Check your email junk folder in case you don't find the email in your inbox.

provided within the email to verify your account.

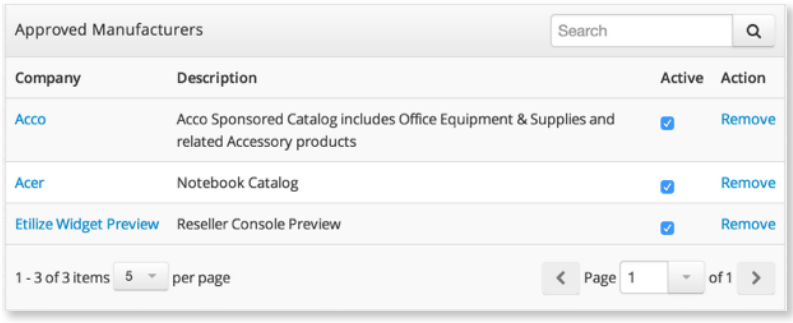
3. Once you have confirmed your email address, login to the reseller console with your credentials and select "Manage Manufacturers" option from within the "Content" section. You can also click the following link: https://reseller.spexaccess.net/portal/secure/manageReseller.get?action=manageManufacturer

4. On "Manage Manufacturers" page, you will see the list of all available manufacturers you can request access for their product data.



5. Click "Request" link under "Action" column to request manufacturers for their product data. If you are pre-approved, the request will be granted immediately. Otherwise, your request will be sent to manufacturer for review and approval.

6. Once manufacturer has reviewed your request, you will get an email notification with the decision. You can also verify and check the status of the request on "Manage Manufacturer" page. If approved, you will see that manufacturer listed under "Approved Manufacturers" table.



7. To get the HTML code for SpexAccess Widget to display the product data, go back to Home page, and click "Create New Profile (HTML Code)" option under "Widget". You can also click the following link: https://reseller.spexaccess.net/portal/secure/templateWizard.get?action=getTemplate

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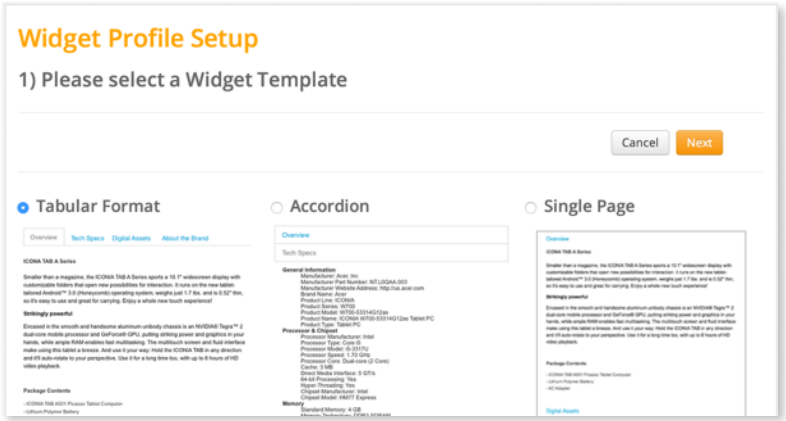
A profile stores the settings like the layout (template), what product elements to show and the look & feel of how the product data is displayed by the widget.



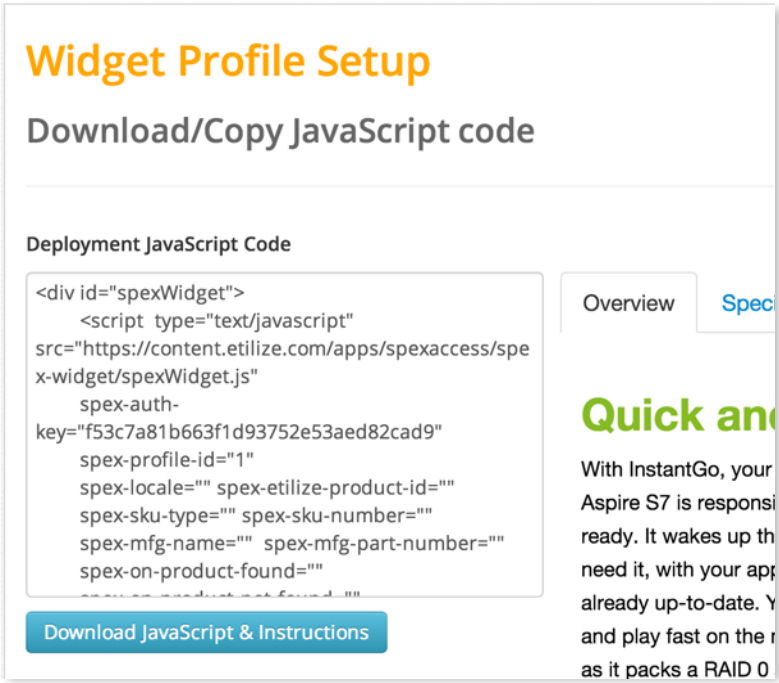
You can create multiple widget profiles and each profile has a unique ID that you can provide in widget html code and change to try different layout and look & feel settings.

8. Once you have completed the steps and saved the widget profile - you will see the generated HTML code that you can simply copy & paste into your website's product page html file and pass in the required values for product identification and the locale.

SpexAccess Widget

You can include SpexAccess Widget html inside another `<div>` or `<span>` or any other valid container element within your product page html.

This widget makes the request when the page is loaded into the browser and fetches the latest product data and renders it on your website according the widget profile used.



The position of this widget depends on where you embed this code and it supports all types of resolutions from larger desktop to tablets to smartphones.

All the widget options are configured using parameters within the `<script>` tag. All these parameters start with spex prefix. The following is the detail of each parameter:

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spex-auth-key

Controls your authentication - you will get this as part of your HTML code once you have gone through the setup wizard on Reseller Console.

This is a mandatory parameter.

spex-locale

The ISO code for language and country the product data is requested in. Both language and country codes are concatenated using underscore.

Here are some of the most used locales:

`en_US` for English (US) - USA
`es_US` for Spanish - USA
`en_CA` for English (US) - Canada
`fr_CA` for French - Canada
`en_UK` for English (UK) - UK
`de_DE` for German - Germany

This is an optional parameter and defaults to value `en_US` which is English US if no value is specified.

spex-profile-id

Widget profile id controls the layout, components and look & feel of the widget. you will get this as part of your HTML code once you have gone through the setup wizard on Reseller Console.

If you edit your profile, the changes to your widget will automatically be reflected without making any changes in your HTML code.

If you add a new profile and would like to switch to this - you will only have to change this parameter to new profile id while keeping everything same in your HTML code.

This is a mandatory parameter.

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spex-etilize-product-id

This is the first of the three ways you can choose to identify the product you are requesting the data for. If you know Etilize product id - you can simply pass this value and ignore all the other parameters for identifying the product.

spex-sku-type & spex-sku-number

This is the second of the three ways you can choose to identify the product you are requesting the data for.

The parameter spex-sku-number is an alphanumeric value representing the SKU itself and spex-sku-type is SKU Type maintained by Etilize to identify the source of the SKU e.g. the name of distributor or type of an identifier like UPC, EAN or UNSPSC code.

Examples:

```
spex-sku-type="UPC"  spex-sku-number="012345678905"
spex-sku-type="Ingram Micro USA"  spex-sku-number="AB1234"
```

spex-mfg-name & spex-mfg-part-number

This is the third of the three ways you can choose to identify the product you are requesting the data for.

The parameter spex-mfg-name represents the manufacturer's name and spex-mfg-part-number is an alphanumeric value representing the manufacturing part number.

There could be many variations of the manufacturer name and Etilize tries to keep all the known variations of the manufacturer names. But if your provided manufacturer name doesn't work, please check Etilize support team to confirm you are using correct name or have your version added into the dictionary for correct match.

spex-on-product-found & spex-on-product-not-found

These two parameters represent the special events and the value must be a valid javascript expression, which will be executed when these events trigger.

This is similar to how, for example, onclick event on html anchor element works. When the event is triggered the value is parsed as a valid javascript and executed right away.

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spex-on-product-found event is triggered when widget is able to successfully fetch the product data from Etilize servers and display it. Only then this event is triggered and the javascript expression is evaluated and executed.

spex-on-product-not-found event is triggered when widget is not able to request the product data from Etilize servers or product is not matched based on the identification provided. Only then this event is triggered and the javascript expression is evaluated and executed.

These are optional parameters.

`spex-overview-container-id`

This parameter lets you control the display of the "Overview" component content and insert it in the div, span or any other kind of HTML container you may already have on your site.

If you set this attribute to some non-empty value, the widget will not render the template you chose for this widget profile and instead insert the "Overview" component content within the container id you have provided as value for this attribute.

Please note, if you are using this attribute then make sure to also use the next three container parameter listed below to display the rest of the components' content.

This is an optional parameter.

`spex-gallery-container-id`

This parameter lets you control the display of the "Gallery" component content and insert it in the div, span or any other kind of HTML container you may already have.

If you set this attribute to some non-empty value, the widget will not render the template you chose for this widget profile and instead insert the "Gallery" component content within the container id you have provided as value for this attribute.

This is an optional parameter.

`spex-specs-container-id`

This parameter lets you control the display of the "Specifications" component content and insert it in the div, span or any other kind of HTML container you may already have.

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If you set this attribute to some non-empty value, the widget will not render the template you chose for this widget profile and instead insert the "Specifications" component content within the container id you have provided as value for this attribute.

This is an optional parameter.

`spex-brand-container-id`

This parameter lets you control the display of the "About the Brand" component content and insert it in the div, span or any other kind of HTML container you may already have.

If you set this attribute to some non-empty value, the widget will not render the template you chose for this widget profile and instead insert the "About the Brand" component content within the container id you have provided as value for this attribute.

This is an optional parameter.

SpexAccess Widget Examples

Here are some examples of SpexAccess widget HTML code.

> Please do not copy and paste the code from these examples for use within your website. These examples may be outdated and the parameters values like `spex-auth-key` are not specific to your reseller account.

1. Using Manufacturer Name and Manufacturing Part Number to identify the product:

```
<div id="spexWidget">
     <script  type="text/javascript"
            src="https://content.etilize.com/apps/spexaccess/spex-widget/
spexWidget.js"
            spex-auth-key="16887f7c31aba90350b1d13209c2c10e"
            spex-profile-id="86"
            spex-locale="en_US"
            spex-etilize-product-id=""
            spex-sku-type="" spex-sku-number=""
            spex-mfg-name="Microsoft" spex-mfg-part-number="WD4563"
            spex-on-product-found=""
            spex-on-product-not-found=""
            spex-overview-container-id=""
            spex-gallery-container-id=""
            spex-specs-container-id=""
            spex-brand-container-id=""
            spex-only-enhanced-content="false">
     </script>
</div>
```


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2. Using SKU Number and SKU Type to identify the product:

```
<div id="spexWidget">
     <script  type="text/javascript"
            src="https://content.etilize.com/apps/spexaccess/spex-widget/
spexWidget.js"
            spex-auth-key="16887f7c31aba90350b1d13209c2c10e"
            spex-profile-id="86"
            spex-locale="en_US"
            spex-etilize-product-id=""
            spex-sku-type="Ingram Micro USA" spex-sku-number="AB1234"
            spex-mfg-name="" spex-mfg-part-number=""
            spex-on-product-found=""
            spex-on-product-not-found=""
            spex-overview-container-id=""
            spex-gallery-container-id=""
            spex-specs-container-id=""
            spex-brand-container-id=""
            spex-only-enhanced-content="false">
     </script>
</div>
```

3. Using Etilize Product ID to identify the product:

```
<div id="spexWidget">
     <script  type="text/javascript"
            src="https://content.etilize.com/apps/spexaccess/spex-widget/
spexWidget.js"
            spex-auth-key="16887f7c31aba90350b1d13209c2c10e"
            spex-profile-id="86"
            spex-locale="en_US"
            spex-etilize-product-id="1010016139"
            spex-sku-type="" spex-sku-number=""
            spex-mfg-name="" spex-mfg-part-number=""
            spex-on-product-found=""
            spex-on-product-not-found=""
            spex-overview-container-id=""
            spex-gallery-container-id=""
            spex-specs-container-id=""
            spex-brand-container-id=""
            spex-only-enhanced-content="false">
     </script>
</div>
```


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4. Display each content elements like Overview, Specifications, Gallery and About the Brand their own separate html containers e.g. div on your product detail page. Suppose you have div id for each of these elements:

```
<div id="spexWidget">
     <script  type="text/javascript"
            src="https://content.etilize.com/apps/spexaccess/spex-widget/
spexWidget.js"
            spex-auth-key="16887f7c31aba90350b1d13209c2c10e"
            spex-profile-id="86"
            spex-locale="en_US"
            spex-etilize-product-id=""
            spex-sku-type="" spex-sku-number=""
            spex-mfg-name="Microsoft" spex-mfg-part-number="WD4563"
            spex-on-product-found=""
            spex-on-product-not-found=""
            spex-overview-container-id="prod_overview_div_id"
            spex-gallery-container-id="prod_gallery_div_id"
            spex-specs-container-id="prod_specification_div_id"
            spex-brand-container-id="prod_brand_div_id"
            spex-only-enhanced-content="false">
     </script>
</div>
```

Questions?

If you have followed the steps in this guide and still unable to access manufacturer's product data, have a feature request or require more customization, please contact GfK Etilize Support at support@etilize.com or visit http://www.etilize.com/etilize-customer-support-overview.htm

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