

## Technology/APIs

### Sovrn offers numerous APIs to help improve your business strategy.

Develop custom integrations and generate additional revenue with Sovrn //Commerce's suite of APIs. Whether you're looking to create a visual experience like product carousels or looking to get data from the entire click-to-purchase funnel, we have you covered.

### Develop Custom Integrations



#### Product Search API

The Product Search API allows you to create visual experiences like product carousels and collections of related products by leveraging our centralized catalog of 300M+ products.



#### Merchant Status API

The Merchant Status API allows publishers to discover, at scale, which advertisers they're approved for via Sovrn //Commerce and how much they can expect to earn, per conversion. It also gives publishers the ability to see which geography each merchant accepts traffic from and pays commission for.



#### Transaction Reporting API

The Transaction Reporting API makes data available for the entire click to purchase funnel, thus allowing you to measure ROI, page level performance, and basket details.



#### Product Metadata API

The Product Metadata API allows publishers to submit a product URL and receive the product title, advertiser name, price, image URL, brand, description, url, and sku or upc when possible.



#### Merchant Metadata API

The Merchant Metadata API provides descriptive information for our 80k merchants including popular links, descriptions, and logos.

