

What is Product Advertising API (PA-API)?

PA-API is an Amazon web service, where you can request a wide range of information about items in Amazon's product catalogue. More specifically, you can search for products (e.g. by Keyword, Category, Title, Brand,...) or look up products (e.g. by ASIN, EAN or UPC) and retrieve item related information such as Title, Product Description, Product Images, Customer Review Rating, Price and Availability.

What can you do with PA-API?

You can use this information to advertise Amazon Offers on your website and earn up to 9% in referral fees as part of the Amazon Associates Program.

A simple use case for PA-API is to display a single product on your website with a Product Description, Picture and the current Amazon Price. You can also utilize PA-API to build more complex web applications such as

- E-commerce Storefront
- Price Comparison
- Gift Finder
- Integrate relevant product content in your existing website
- ...

In short, Product Advertising API opens the door to Amazon's databases with millions of products in more than 35 product categories so that you can take advantage of Amazon's sophisticated e-commerce data and functionality. Build your own web application and start making money with Amazon.

Amazon PA-API is available in: Canada, China, Germany, France, Italy, Japan, Spain, UK & USA

What are the Requirements?

If not already done, join the [Amazon Associate Program](#) and [activate the PA-API](#) for your account. The participation in the Amazon Associates Program and the usage of the PA-API is FREE. There are no obligations such as a minimum amount of transactions per month.

To implement PA-API on your website you need to be familiar with the following:

- XML
- Basic understanding of web services

In addition you need to be familiar with one of the following programming languages:

- PHP
- C#
- Java
- Perl

I would like to give it a try. What should I do next?

1. Join the [Amazon Associate Program](#)
2. Activate [PA-API](#)
3. Read the [technical documentations](#) and start building your application today

Examples of PA-API Integration #1

star-kauf.net

is a Comparison Shopping Site, which compares prices for products from different online retailers. PA-API is used to retrieve and display Amazon product data in real time.

The screenshot shows the star-kauf.net website interface. At the top, there is a search bar with a magnifying glass icon and a 'Suchen' button. Below the search bar, the page is divided into several sections:

- Beliebte Kategorien:** A list of popular categories including Sport und Freizeit, Wohnen, Heimwerker, Garten, Kinder, Mode, and Motor.
- Preise vergleichen & die besten Angebote finden:** A central banner featuring a smiling woman and a list of 'Ihre Top-Vorteile' (Your Top Advantages):
 - Die besten Angebote im Internet
 - Über 2.000 Online Shops
 - Nahezu jedes Produkt verfügbar
 - Tausende Bewertungen
 Below the list is a button labeled 'Angebot des Tages entdecken →'.
- Heutige Top-Seller:** A list of featured products with 'Besten Preis finden' buttons:
 - Samsung Galaxy Ace S5830
 - Samsung S5230 Star Smartphone
 - Samsung Galaxy S Plus I9001
 - Samsung Galaxy S II
 - Comag SL 40 HD HDTV Satelliten
- Angebot des Tages vom 14.03.2012:** Two product cards are displayed:
 - Xoro HRS 8530 HDTV Receiver:** Priced at EUR 44,00. Features include DVB-S, PVR via USB, HDMI, Time Shift, EPC.
 - Makita 67-tlg. Zubehör-Set:** Priced at EUR 9,99. Description: 'für Bohrer&Akku-Schrauber im stabilen Koffer'.

PA-API Integration

ItemSearch → Product Image, Product Title, Price and Link to Amazon.de

The image shows two product listings side-by-side, illustrating the data returned by the PA-API. The second listing is highlighted with a red border.

- Listing 1 (Left):** Samsung Galaxy S Plus metallic black Smartphone, To. Price: 288 € - 350 €. 6 Angebote. Button: Preisvergleich →.
- Listing 2 (Right, highlighted):** Samsung Galaxy S II (i9100G) DualCore Smartphone (1). Price: EUR 420,00 zzgl. Versandkosten. Button: zum Shop → bei Amazon.de.

Examples of PA-API Integration #2

wunsch-galerie.de

allows the user to create wish lists or a bridal registry based on the Amazon catalogue. PA-API is used to retrieve item data from the Amazon catalogue.

PA-API Integration

ItemSearch → Product Image, Product Title, Product Description, Price and Link to amazon.de

Amazon : Elektronik & Foto Samsung Mobile

5. **Samsung Galaxy S II (i9100G) DualCore Smartphone (10.9 cm (4.3 Zoll) Super-Amoled Plus Display, Android 2.3, 8 MP Full-HD Kamera, 2 MP Frontkamera) schwarz**

- 10,9 cm (4.3 Zoll) Super-AMOLED Plus Display mit 16 Mio. Farben und Gorilla Glas
- Dual Core-Prozessor mit 2 x 1,2 GHz Taktfrequenz und neuem Android 2.3 Gingerbread Betriebssystem
- 16 GB interner Speicher, erweiterbar auf bis zu 32 GB über microSD und microSDHC

[. mehr]

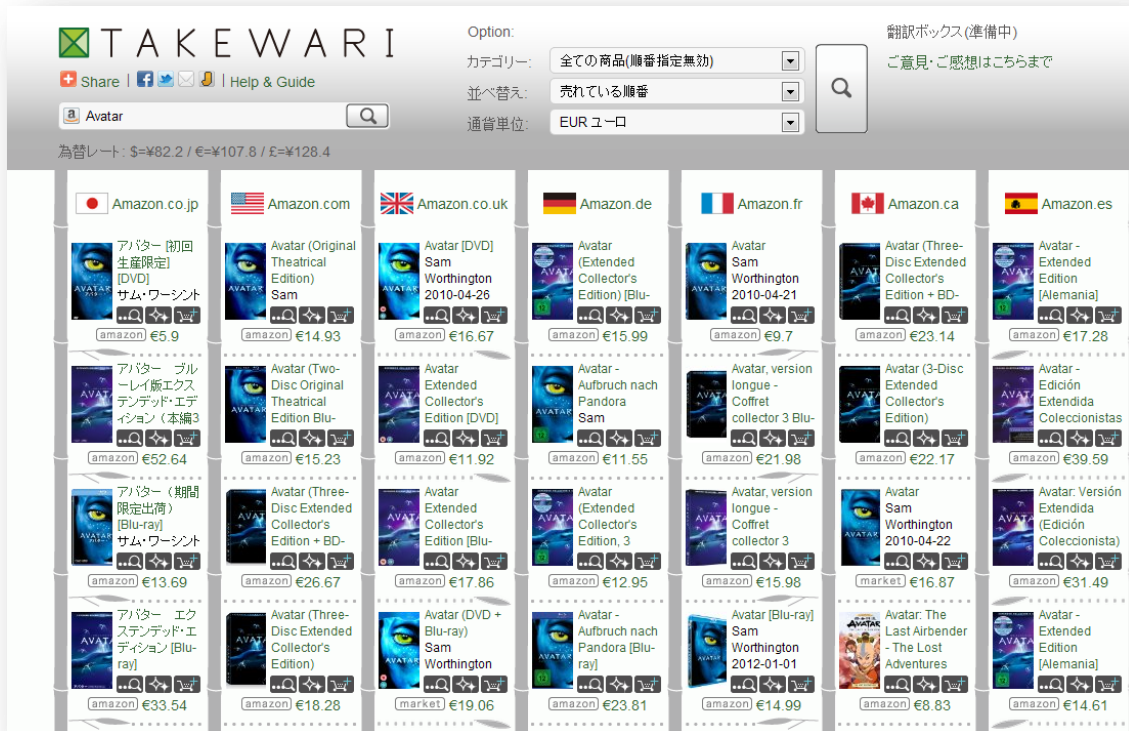
Preis: ab 410,00 €

[Jetzt bestellen](#) [Merken](#)

Examples of PA-API Integration #3

takewari.com

allows the user to compare one product on different Amazon marketplaces. PA-API is used to search for a product and show product information from different Amazon marketplaces.



PA-API Integration

ItemSearch → Product Image, Product Title, Price and Link to amazon.de



Examples of PA-API Integration #4

bluray-disc.de

is a content website focused around movies on DVD and Blu-Rays. PA-API is used to retrieve product information such as image, title and price.

The screenshot displays the homepage of bluray-disc.de, a German Blu-ray portal. The layout includes a top navigation bar with categories like 'Start', 'News', 'BluLife', 'Filme', 'Technik', 'Forum', 'Magazin', 'PS3', 'Marktplatz', 'FSK18', 'FAQ', and 'Lexikon'. A search bar is located on the right. Below the navigation, there's a 'Newsticker' section with a headline 'NEU: 3D Blu-rays -40 Prozent'. The main content area is divided into several sections: a 'LOGIN' section on the left, a 'NETZWERK' section with 'OMN' branding, and a 'JETZT ONLINE' section showing 467 members and 990 guests. The central 'AKTUELLE NEWS' section features several news items, including updates on FSK 18 Blu-rays, new pre-order titles, and Paramount film releases. To the right, there are 'Top Angebote' (Top Offers) and 'Blu-ray Angebote' (Blu-ray Offers) sections, both featuring Amazon.de product listings with prices like 'NUR 9,97 EUR'. At the bottom, there are sections for 'ANZEIGE' (Advertisement) and 'COMMUNITY LIVESTREAM'.

Examples of PA-API Integration #5

smartphone-test.info

publishes Smartphone Reviews. PA-API is used to retrieve Product Images and Customer Review Ratings from amazon.de.

The screenshot shows the 'SMARTPHONE TEST' website interface. At the top, there is a navigation bar with brand names: Apple, Samsung, Sony Ericsson, HTC, LG, Nokia, and Motorola. Below this, the main heading reads 'Smartphone Test: alle Testsieger 2011/2012 im Smartphone Vergleich'. The main content area is titled 'Smartphone Testsieger 2011 / 2012' and includes a 'KOMPETENZ GARANTIE' seal. The text describes the testing process and lists the 'Platz 1' winner, the Samsung Galaxy S2. To the right, under 'Empfehlung der Redaktion', a Samsung Galaxy Ace S5830 is recommended with a detailed description of its features and price.

PA-API Integration

ItemLookup → Product Image, Product Title, Price, Customer Review Ratings and Link to amazon.de

The product listing for the Samsung Galaxy S II (i9100G) DualCore Smartphone is displayed within a red-bordered box. It includes a product image of the phone, a detailed title: 'Samsung Galaxy S II (i9100G) DualCore Smartphone (10.9 cm (4.3 Zoll) Super-Amoled Plus Display, Android 2.3, 8 MP Full-HD Kamera, 2 MP Frontkamera) schwarz', a rating of '4.5 von 5 Sternen bei 1166 Kundenbewertungen', and a 'mehr Details' button.