

Product Reviews Integration

Introduction

Icecat provides aggregated expert reviews from our partner Testseek, as an add-on service for both Full and Open Icecat users. For Open Icecat users, the content is limited to the brands which sponsors Icecat for reviews. Full Icecat users who has a subscription for reviews, will have access to reviews for all brands.

For the convenience of our users, Icecat distinguish reviews as follows:

- Active/Inactive: active products are products which are currently seen by Icecat as “on the market”. In the Icecat XML index files, the related tag is “market presence”.
- We split the reviews per language.

Options for integration

If you subscribe to the reviews via Icecat, you can do your integration using either Testseek’s or Icecat’s APIs.

A. Integration via Icecat

Icecat offers an XML Reviews API, the API has two parts:

A1. Reviews index file

<http://data.icecat.biz/export/level4/EN/ProductReviewsIndex.xml>

This file contains all the Icecat products which has reviews, both Open and Full Icecat products.

A2. Reviews XML product page

Usage of our real-time XML interface, examples:

- a) All reviews: http://data.icecat.biz/reviews.cgi?product_id=23038283;lang=INT
- b) Language specific: http://data.icecat.biz/reviews.cgi?product_id=23038283;lang=EN

The API response is XML review-data per selected product and language. Each review contains a direct URL to the original review, a review score (a percentage), a review website logo and a review text: the main text, advantages, disadvantages and the bottom line conclusion. A product can also have an award name and award logos.

B. Integration via Testseek

B1. Live API (Example: <http://demo.testseek.com>)

For clients who wants a quick and easy integration, Testseek offer a “Live API” which can respond with preformatted HTML (ajax/JS). The client controls the design via a locally hosted CSS. The live API can also respond with XML.

B2. XML import systems

For clients who don't want to do real time requests to external servers, Testseek offers an XML export API which enables the client to import and keep all data locally.

For more information about Testseek's integration options, see this page:

http://www.testseek.com/b2b_implementation.html or contact b2b@testseek.com.

Important legal notes

- Testseek operates under the EU/US "fair use" policies governing practices such as quoting and linking on the Internet. Testseek quotes reviews, which were originally published on third party online publications. During Testseek's 8 years of existence it hasn't received any legal claims.
- Legally (citation right);
 - When quoting a 3rd party publication, it is required to clearly state the original publication source of the review (like: "written by: publication.com").
 - It is not required to include a link to the original article.
- Testseek policies for quoting third parties' reviews:
 - Always clearly state the original publication source.
 - Always link to the original publication source.
- As long as Testseek's client/partner follows Testseek's policies; Testseek will take full responsibility.
 - If Testseek's policies are not followed, Testseek takes no responsibility.
- In case that you (as a user) are approached by a publication source which claim rights to any third party content, please report it immediately to Icecat, as Icecat should report this without delay to its Testseek contact.