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:
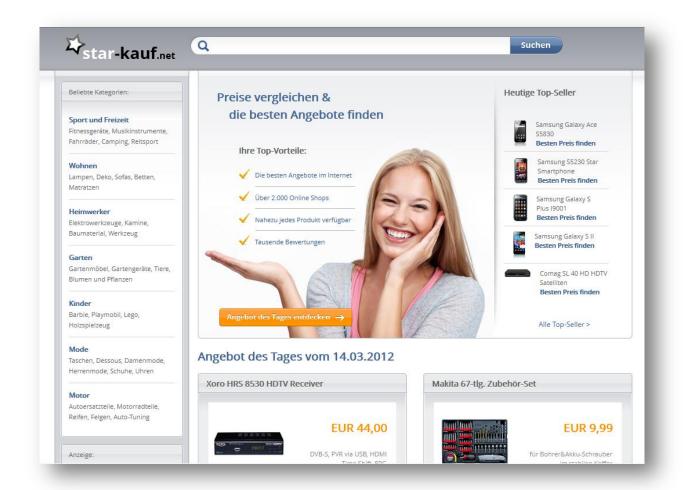
- PHP
- C#
- Java
- Perl

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.

PA-API Integration
ItemSearch →Product Image, Product Title, Price and Link to 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

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.

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.

PA-API Integration

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