**API Best Practices**

**Customize the API so that it fits the look and feel of your own site**

Our fully customizable API lets you easily choose what type of content you want to display, its size, and how much of it you’d like to show up. Additionally, you can choose different bordering and color palettes to seamlessly align the integration to your site, which’ll make it more effective at driving engagement.

- Products: photos, illustrations, videos, icons, templates
- Keywords: stock photo, free stock, images, videos, content
- Content type: Essentials or Signature collection (You can focus on one collection or a mix of both)

**Pull in images based on the keywords entered by the user**

The API will display on the search results page, so if a user searches for “dog”, pull in the keyword “dog” from the iStock API to showcase our relevant content. When the API appears on the image detail page, it should also pull in the same keyword as the image that is featured on that page.

An exception to this is if you don’t have search functionality on site or if you’re using iStock on a paid site to promote a product you don’t have (e.g. you’ve paid for illustrations, but you want to also promote photos). You may then like to try pulling in generic keywords such as “background”, “smile”, “beautiful”. You can work with your iStock account manager on a testing plan—or we’ll be happy to provide you with key converting categories to drive more revenue from the API integration.

**Add some callout text or copy to differentiate the iStock content from your own**

If you’re offering free content, use copy such as “Premium images from iStock.com” so that users are aware this is a separate offering that they can pay for.

**Pull in a minimum of 4 images to the API unit**

The API should showcase the depth and breadth of our imagery, so we recommend a minimum of 4 images per row. In order to provide value to the end user, we recommend 4-8 images per row of search results—however, this should align with the site design.

**Feature the API across your key engagement pages on the site**

The search results pages, the image detail pages, and any search results page that yields no result from your own content (examples for each can be seen in the screenshots below) are usually the key engagement pages where we see the most referral traffic stemming from.

**Add our affiliate tracking**

iStock uses Impact Radius as a third-party tracking platform, allowing both iStock and the partner to view the metrics of the partnership in real-time.

Impact Radius tracks commission earned, and is where we make all our payments to our partners (upon sign-up to Impact Radius, partners choose the bank account they’d like funds to be transferred to).

You can work with your iStock account manager to set up the Impact Radius tracking, and conduct some test transactions to ensure that everything is tracking correctly.

**Work with your iStock account manager**

If you are struggling with any part of the integration, speak with your iStock account manager, who’ll work closely with our API team to resolve any issues quickly.

We have found that having our API team work with technical stakeholders results in more efficacious and timely outcomes.
API Placement Examples
Search Results Pages

Dog Free Images
Browse and download beautiful high-resolution free dog images. These dog images are CC0 licensed, so you can use them in both your personal or commercial projects without attribution, feel free to use these dog-related photos.

Related searches: cat, dogs, puppies, pet, animal, nature.
API Placement Examples

Image Detail Pages
API Placement Examples
‘No Results’ Pages