

API Best Practices

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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)

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.

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 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.

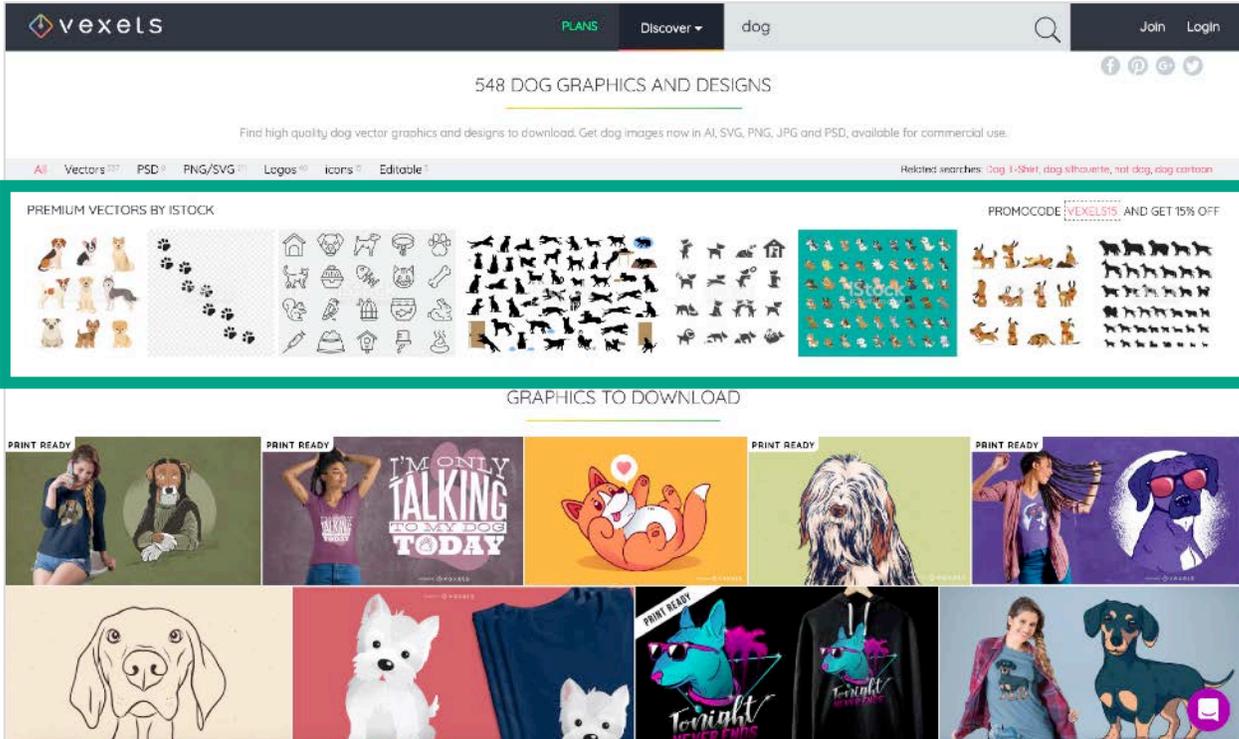
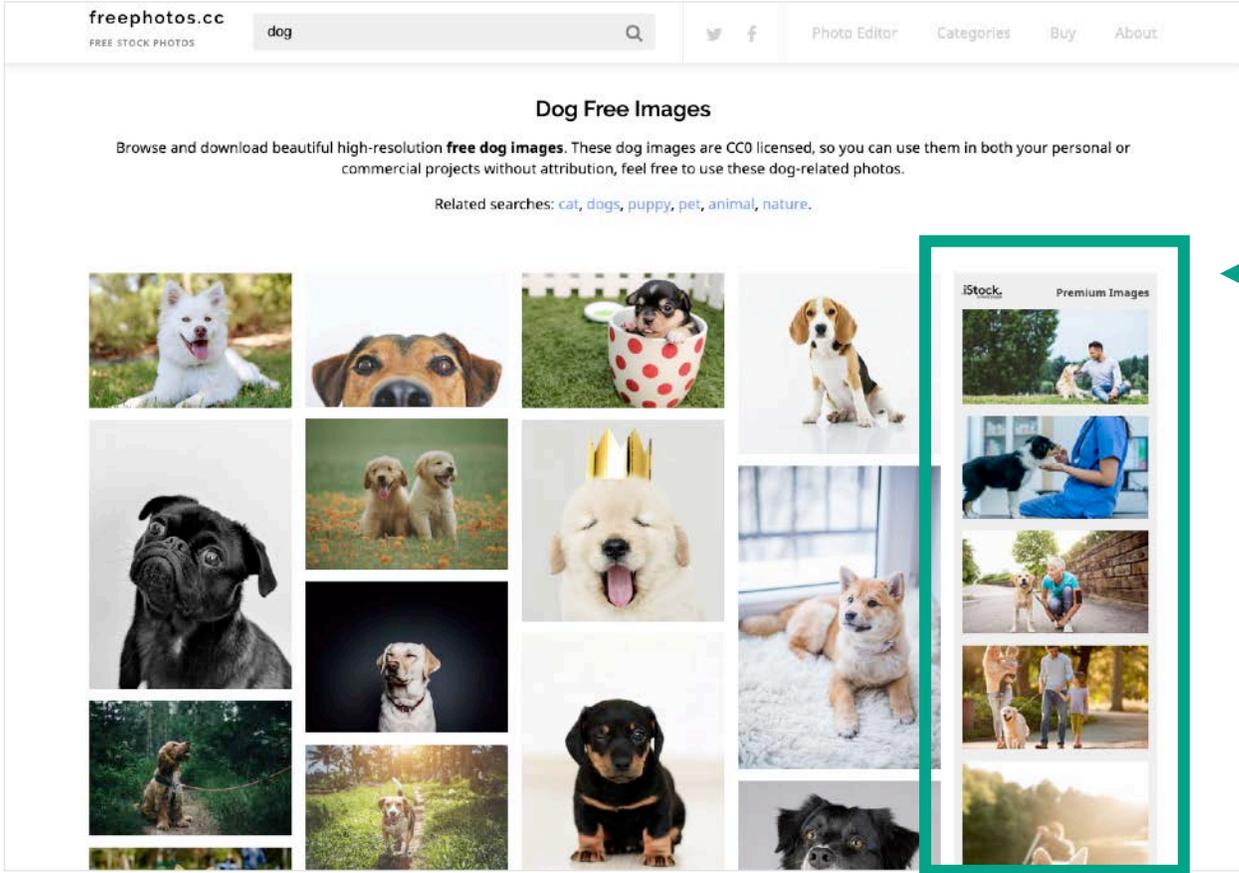
Work with your iStock account manager

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



API Placement Examples

Image Detail Pages

The screenshot shows the FreeJPG website interface. At the top, there's a navigation bar with 'FREEJPG' logo and links for 'VIDEOS', 'BLOG', 'CATEGORIES', 'CONTRIBUTE', 'PREMIUM', and flags. Below is a search bar with the placeholder 'Enter Search Criteria'. The main image is a child in a pink hat and red jacket sitting in a car next to a dog. To the right of the image are several action buttons: a blue button for 'AHORRA 10% en ISTOCK' with the code 'ISTOCK10', a green 'DOWNLOAD' button (3076 x 7448 JPG), and a 'Rate this image' button. Below these are the photo credit 'Photo by Kzeida', a 'Public Domain' label, a 'Permalink' link, and statistics for 'Views: 2828' and 'Downloads: 280'. A 'How to use this image?' section follows, explaining that the image is free for personal and commercial use, including web, presentations, and print.

This screenshot shows a gallery titled 'Premium Images of / iStock'. It features a horizontal row of four image thumbnails, each with a play button icon. The thumbnails depict children and dogs in various settings. A green arrow points from the right towards the gallery.

The screenshot displays the FreeImages website search results for 'Free DOGS Stock Photo'. The top navigation bar includes 'FREEIMAGES', 'BROWSE', 'COLLECTIONS', 'UPLOAD', 'SIGN IN', and 'SIGN UP'. A cookie consent banner is visible. The search bar contains the text 'Enter keywords ...' and a 'SEARCH' button. Below the search bar, there's a list of recent search terms. The main content area features a large image of a brown dog's face. Below the image are buttons for 'FOLLOW', 'MESSAGE', 'DOWNLOAD (3.8 MB)', and 'ADD TO FAVORITES'. To the right of the main image is a 'Related Images from iStock' section with a 'More' link and a grid of smaller image thumbnails. A green arrow points from the right towards this section.

API Placement Examples

'No Results' Pages

