Why You Should Be Using iStock's API

Istock by Getty Images is arguably one of the biggest players in the royalty-free stock marketplace game, and for good reason. With a notable reputation for high-quality [images](#), [illustrations](#), and [videos](#), iStock delivers with 160,000 contributors, submitting more than 800,000 new relevant and on-trend files every month.

What is iStock's API (Application Programming Interface)? iStock's API allows a partner to host iStock's image library on their site, providing a unique viewing and shopping experience for their audience on their own site.

How does the API work for affiliate marketing? The API is set up through Impact and will track any click-throughs and resulting purchases on iStock's site in the same way as your existing affiliate links and banners. Just like any affiliate ad offered through the network, it's just about implementing it on your site and getting the word out. It is also customizable and allows you to choose the design, layout, and image search results it includes.

Offering 2 options of **faster search endpoints** and an **easy-to-use 'plug and play' widget**, there's an option for everyone, no matter what level of technical experience/resource you have. Plus, partners who promote via the API **earn more commission**!

Find more detail on the options here: *https://developers.gettyimages.com/api/affiliates.html*

Fully customizable, iStock's API allows you to choose the size of the unit, how many images you pull in, any bordering, the color palettes, and even the content that you pull in. The API's JavaScript Widget will handle calls to the iStock API and **automatically add your affiliate information** to all links back to the iStock website. All the logic runs in the iStock browser, therefore, there is no added load on your server infrastructure.

Bottom line, the iStock API makes your job easier and your efforts more successful.

Whether you're already using the API and would like some tips on the best way to use it or would like to see about implementing the API on your site today, please don't hesitate to reach out to your account manager.