TheYachtMarket® LiveFeedback™ Documentation For API Version 2.3

Contents

Information and pricing

What is LiveFeedback?

LiveFeedback is the TheYachtMarket's premium method of displaying boats from an account on TheYachtMarket.com on another website, for example a yacht broker's or dealer's own website. We will refer to this website as the client website.

LiveFeedback is an API that uses SOAP (Simple Object Access Protocol) to search and display boats from the client's account on TheYachtMarket. SOAP is built on top of XML.

How does LiveFeedback work?

On the boat listings pages of the client website, server-side programming code will need to be written to access the LiveFeedback API. When a user browses to those pages, that code calls the LiveFeedback API which responds by sending back data in XML format. The code on the client website reads this XML data and formats it as an HTML page which is then displayed to the user.

There are a few pages that will need to be created on the client website for LiveFeedback to work:

1. **The search form (optional)**
   This page consists of a form where a user enters their boat search criteria. It is only needed if the account has a large number of boats. It can appear as a stand-alone page, or it can be included as part of the search results page.

2. **The search results page**
   This page lists the boats that are returned from the user's boat search with each boat linking to the boat details page. If the account doesn't have enough boats to warrant the need for the search form, this page can simply list all the client's boats.

3. **The boat details page**
   This page displays the details of a selected boat along with its photos.

4. **The featured boats page or section (optional)**
   This page displays boats that have been marked as featured. It can appear as a standalone page or included as a section on another page such as the home page.

Will LiveFeedback work on my web site?

As long as your website allows server-side code to be written (for example PHP or ASP.NET) and your web hosting company doesn't block server access to SOAP web services, then LiveFeedback will work on your website.

You will also need an active account with boat listings on TheYachtMarket.com.

Will LiveFeedback work for boats that are imported into TheYachtMarket via an external feed?

If your boats are imported via a data feed into TheYachtMarket rather than being uploaded manually, LiveFeedback will still work for you. However, with data feeds, there are often differences between the source and destination data structures which means that some of the information may be missing, and categorisations may not map perfectly. Although we make our best efforts to ensure imported data is preserved and displayed as accurately as possible, you will get the best results from LiveFeedback if you manage your boat listings manually on TheYachtMarket.

How do customers contact me about a boat?

On the boat details page, we recommend that a strong "call-to-action" is displayed that will allow your customers to contact you to enquire about a boat. This usually takes the form of a phone number and a link to your website's "contact us" page. If your "contact us" page has a contact form, the link to it from the boat details page can carry across some details about the boat (e.g. in the query string) which, with a little customisation, allows the contact form to be pre-populated with some details about the boat (for example the manufacturer, model and boat ID). Alternatively, a contact form can be placed directly on the boat details page itself.

How is LiveFeedback different from an iframe?

An iframe is a small snippet of HTML code that sits on your web page. The source location of the iframe is set to load a page on TheYachtMarket.com that contains your boat listings.

Some advantages of an iframe

- The iframe is very quick and easy to set up.
- The iframe provided by TheYachtMarket comes with your account at no extra cost.
- TheYachtMarket's iframe has a configuration page that allows you to easily customise certain parameters of the iframe such as the colours it uses.

Some disadvantages of an iframe

- You will get a vertical scrollbar appearing at the side of the iframe when the content is taller than the iframe's height.
- It is difficult to link directly to a specific boat advert from outside the iframe; for example, if you wanted to email a link to a boat to someone.
- Search engines don't view the content as being on your website – so an iframe doesn't lend itself well to SEO (search engine optimisation) of your website.
- Although you can change the colours and a couple of other parameters for your iframe, the layout is a fixed format.

The setup of LiveFeedback requires more work but is much more flexible, allowing for pretty much any design that you can think of. And because the transfer of data is from web server to web server rather than web

server to browser, the content appears directly on your website making it easier to link directly to individual boats and better for SEO.

How is LiveFeedback different from a data feed?

If your boats were to appear on your website via a data feed, you would need the following components:

- A data importer to download and read data from the feed source on a regular basis, for example once per day.
- A database to store the data on your own website.
- Pages to search and read the data from your database and display the boat data on your website.

LiveFeedback simplifies things greatly, eliminating the need for your own database and data importer.

With a data feed, updates to your boats' data may take some time to be reflected on your own website as the feeds often only update once every 24 hours. However, with LiveFeedback there is no delay; any changes you make to your boats on TheYachtMarket are instantly reflected on your own website.

Please note, if your boats are loaded onto TheYachtMarket from a data feed, updates will still take up to 24 hours as we import from these feeds once per day. To take advantage of instant updates via LiveFeedback you will need to manually upload your boats to TheYachtMarket.

Can I use LiveFeedback to access boats from several accounts on TheYachtMarket at once?

Yes, as long as you have permission from each account holder, LiveFeedback can search and display boats from any number of TheYachtMarket accounts at once, amalgamating the boats as if they were coming from one account. This makes it a perfect solution for dealer networks where there may be number of dealers with separate accounts on TheYachtMarket who all want their boats displayed on the same dealer network website.

Can I select which boats are fed via LiveFeedback?

Yes, there are two ways to call the API:

1. To display all boats from the target account
2. To display only the boats that you mark for inclusion in your LiveFeedback implementation. Marking boats for inclusion is administered through your account on TheYachtMarket. Please refer to [Controlling which boats are included in your LiveFeedback implementation](#) for further information.

I would like a "featured boats" section on my website. Is this possible?

Yes, within your account on TheYachtMarket, you can [select which boats you would like to be featured](#). Then, on the "featured boats" section of your website, you can call the API specifying that you want it to return just the featured boats.

Can I use LiveFeedback for more than one website?

Yes, you will need a separate API key for each website, and you will be able to specify which boats appear in which LiveFeedback implementation.

For example, if you're a broker who is also part of a dealer network, you may want all your brokerage boats to be displayed on your own website, but only certain boats to be displayed on the dealer network website.

Can I use the API to update my boats on TheYachtMarket?

No, currently the LiveFeedback API is read-only so you cannot programmatically add, edit or update boats on TheYachtMarket via the API. Updates to your boats are made via signing into your account on TheYachtMarket or, if you have your boats listed with another portal, we can update your boats automatically via data feeds from many portals.

How much does LiveFeedback cost?

Monthly fee

£55 per month per LiveFeedback API key per account on TheYachtMarket.

If you have more than one account whose boats you'd like to include in your LiveFeedback and/or more than one website you'd like LiveFeedback implemented on, then the cost will be higher than £55 per month; some pricing examples are shown below:

- A single API key which accesses a single account will cost £55 per month.
- A single API key which accesses multiple accounts will cost £55 per month per account.
- Multiple API keys each accessing the same account will cost £55 per month per API key.
- Multiple API keys accessing multiple accounts will cost £55 per month x the number of API key / account combinations.

What about setup costs?

There is a one-off setup fee of £100.

Integration fee

Your web developer will perform the integration which involves writing the code on your website to access the API and display the boats on your website. Therefore, your integration costs will be between you and your developer. We may charge the developer directly if they require support from us for the integration.

If you do not have a developer to perform the setup, we can perform this for you. Our costs start at:

Integration fee without search facility:	£800
Integration fee with search facility:	£950
Addition of featured boats page:	£300

Please note, prices exclude VAT and are based on using ASP.NET or PHP for the coding. The prices above are "from" prices. If your website requires that we build the code in a different programming language or you have specific functionality or design requirements that result in us spending more time than usual, then the costs will be higher. Prices are per website that LiveFeedback is implemented on.

Is there a minimum contract period?

There is no minimum contract period. If you cancel before your next billing date, you will not be billed again. We do not provide refunds for any unused portion of a billing period.

What if I cancel my account with TheYachtMarket?

LiveFeedback will not work without an active account with TheYachtMarket, so if you stop listing boats on TheYachtMarket, LiveFeedback will stop working too.

Future upgrades

Occasionally, we need to perform upgrades to LiveFeedback. If the upgrades require any changes to the code on your website, we will inform you in advance of the upgrades taking place. We will either provide you with details of the changes so your developer can perform the updates, or we can perform them for you for a fee to cover the time involved.

Implementing LiveFeedback on your website

This section of this document is intended for a web developer and explains how to setup a website to access the LiveFeedback API.

LiveFeedback API key

To gain access to the API, you will need an API key. Please contact TheYachtMarket and request an API, providing the following information:

- The domain name of the website that will be using this API key
- The IP address of the website that will be using this API key
- TheYachtMarket account(s) that the API key will be accessing

If you are not the account holder of TheYachtMarket account(s) (for example if you are a third-party developer for the account holder), we will confirm with the account holder(s) that they are happy for you to receive the API key for their account(s).

The API key should be treated like a password. I.e. it should not be revealed to anyone who you do not want to have access to your boat data. The API key is passed to LiveFeedback in each API call, and as calls made to the API are over the secure HTTPS protocol, the transmission of the API key is secure.

Accessing the LiveFeedback API

Web Service Definition Language (WSDL)

The WSDL is a machine-readable description of how the service can be called, what parameters are expected and what data structures it returns.

The location of the LiveFeedback WSDL is:
https://api.theyachtmarket.com/ver/2/3/default.asmx?wsdl

Address (URL)

The address or URL of the LiveFeeback API is:
https://api.theyachtmarket.com/ver/2/3/default.asmx

Calling the API from ASP.NET or PHP code

PHP websites

The NuSOAP toolkit provides PHP classes which allow for easy use of SOAP web services. NuSOAP is available here: https://github.com/f00b4r/nusoap. The only file you need to include in your project is nusoap.php which is located in the src folder of the github repository.

ASP.NET websites

If you are using ASP.NET, you can create a web service proxy which will handle mapping parameters to XML elements and sending/receiving SOAP messages over the internet.

Operations

The operations are the various methods of the API you can call to return information from the API. You will need to pass various parameters including your API key with each API call you make. Each of the operations with their parameters are defined below:

GetBoat

Returns all the details of a particular boat.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
language	String	The two letter ISO 639-1 language code for the language you would like to have the boat's description returned in. For example "en" for English. Please note that neither TheYachtMarket nor LiveFeedback perform automatic language translations, therefore the language

		provided here must match a language you have uploaded your boats in on TheYachtMarket.
boatId	Integer	The boat ID of the boat on TheYachtMarket for which you want to return the details
currency	String	The three letter ISO 4217 currency code for the currency you would like to have the boat's price returned in. For example "gbp" for Pound sterling. Please note that TheYachtMarket daily update the conversion rates. The listed price in it original currency is passed back aswell.

Return value

For an example of the XML returned by the operation, please see the service reference here:

https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetBoat

Description of elements in the returned XML

Element name	Data type	Description
BoatId	Integer	The boat ID on TheYachtMarket for the specified boat. This is a unique identifier for a boat and is always present.
BoatExists	Boolean	Returns True if the boat is a live boat on TheYachtMarket. If the boat is not found or if it is not live, this will be False. You should check the value of this field to determine if the boat details can be displayed or not. If the value is False, you may want to display a message to your user prompting them to search for another boat.
SellerReference	String	The seller's own reference for the boat. Some sellers generate their own reference IDs for boats. This element will contain that value if it has been entered.
Language	String	The two letter ISO 639-1 language code for the language you requested the description to be returned in. This will match the language parameter you supplied when calling the API.
Manufacturer	String	The manufacturer name of the boat. E.g. "Sunseeker" *Please note, sometimes some sellers will combine the manufacturer and model in the manufacturer field. E.g. "Sunseeker Predator 60".*
Model	String	The model of the boat. E.g. "Predator 60"
BoatName	String	The name of the boat
Designer	String	The name of the designer of the boat
Year	Integer Nullable	The model year of the boat. If this information has not been provided, the value will be null.
SailOrPower	String	The category of the boat. Values will be one of the following: • sail • power • commercial • other If the boat is uncategorised at this level, the value will be a zero length string.
NewOrUsed	String	Indicates whether this is a new or a used boat. Values will be one of the following:

		- new - used If the value has not been set by the seller, the value will be a zero length string.
SaleStatus	String	Indicates the sale status of the boat. Values will be one of the following: - available - sold - underoffer If the value has not been set by the seller, the value will be a zero length string and usually indicates that the status is available.
SalePrice	Double Nullable	If the boat is for sale, this indicates its sale price. If the price is unknown or "POA" (price on application) this value will be null.
Currency	String	The three letter ISO 4217 currency code for the SalePrice or CharterPrice. E.g. GBP, EUR, USD etc.
CurrencySymbol	String	The currency symbol used to represent the currency. For example, £, $, € etc.
ConvertPrice	Double Nullable	If the boat is for sale, this is the converted price based on currency code passed in request.
ConvertSymbol	String	The converted currency symbol used to represent the currency. For example, £, $, € etc.
TaxIncluded	Boolean Nullable	Indicates whether tax is included/paid for the SalePrice or CharterPrice. A null value indicates that tax is not applicable or the tax status is unknown.
PriceComment	String	A comment that the seller has entered that should be displayed near to the price. This is a free text field. Examples of text entered here are: "Part exchange welcome", "Or nearest offer".
Charter	Boolean	Indicates whether the boat is for sale or for charter. A values of True indicates the boat is for charter; False indicates it is for sale.
CharterPricePeriod	String	For charter boats, this indicates whether the CharterPrice is per hour, per day, per week or per month. Values will be one of the following: - day - hour - week - month If no charter price period has been specified or if the boat is not for charter, the value will be a zero length string.
CharterPrice	Double Nullable	The price to charter the boat for the period specified by CharterPricePeriod
LengthOverallMetres	Double Nullable	The overall length of the boat measured in metres. A null value indicates this information was not entered by the seller.
LengthWaterlineMetres	Double Nullable	The length of the boat at the waterline measured in metres.

		A null value indicates this information was not entered by the seller.
LengthOnDeckMetres	Double Nullable	The length of the boat on the deck measured in metres. A null value indicates this information was not entered by the seller.
BeamMetres	Double Nullable	The beam of the boat measured in metres. A null value indicates this information was not entered by the seller.
DraftMetres	Double Nullable	The draft of the boat measured in metres. A null value indicates this information was not entered by the seller.
DisplacementKg	Double Nullable	The displacement (weight) of the boat measured in kilograms. A null value indicates this information was not entered by the seller.
Engine	String	A free text field to describe the engine(s). This usually includes the make and model of the engine(s).
EngineHours	Integer Nullable	The number of hours the engine(s) have run for. If there is more than one engine, this will usually refer to the engine with the highest number of engine hours rather than the sum of engine hours for all the engines. A null value indicates this information was not entered by the seller or the information is not applicable.
Fuel	String	The fuel the engines use. This is a free text entry so the values can vary.
FuelCapacityLitres	Double Nullable	The fuel capacity of the boat measured in litres. A null value indicates this information was not entered by the seller or the information is not applicable.
HorsePowerEachEngine	Integer Nullable	The horse power of each engine. A null value indicates this information was not entered by the seller or the information is not applicable.
MaxSpeedKph	Double Nullable	The maximum speed of the boat measured in kilometres per hour. A null value indicates this information was not entered by the seller or the information is not applicable.
CruisingSpeedKph	Double Nullable	The cruising speed of the boat measured in kilometres per hour. A null value indicates this information was not entered by the seller or the information is not applicable.
RangeKm	Integer Nullable	The range of the boat measured in kilometres. A null value indicates this information was not entered by the seller or the information is not applicable.
Hull	String	Information about the hull of the boat. This usually contains information about the construction material, but may also detail the shape of hull as well.
HullMaterial	String	The type of hull material

KeelType	String	The type of keel the boat has.
DriveType	String	The type of drive system for example: Direct, Jet, Stern or Pod
Berths	Integer Nullable	The number of berths the boat has. A null value indicates this information was not entered by the seller or the information is not applicable.
Cabins	Integer Nullable	The number of cabins the boat has. A null value indicates this information was not entered by the seller or the information is not applicable.
Heads	Integer Nullable	The number of heads the boat has. A null value indicates this information was not entered by the seller or the information is not applicable.
Passengers	Integer Nullable	The number of passengers a boat can carry. A null value indicates this information was not entered by the seller or the information is not applicable.
DrinkingWaterCapacityLitres	Double Nullable	The drinking water capacity of the boat measured in litres. A null value indicates this information was not entered by the seller or the information is not applicable.
Accommodation	String	A free text field where the seller entered a description of the accommodation facilities on the boat.
LyingCountry	String	The name of the country where the boat is located.
LyingCountrySubDivision	String	The name of the country subdivision where the boat is located. Depending on the country, this may be a state, province, region etc.
LyingArea	String	The name of a town, city where the boat is located.
Disclaimer	String	A disclaimer that the seller has added to their account on TheYachtMarket. If present, this would normally be displayed near the bottom of the boat details page.
Photos	ArrayOfPhoto	This can contain multiple Photo elements; one for each photo. The Photo elements will be listed in the order they are intended to appear. The Photo element is defined below.
Photo		Each Photo element contains several elements each containing the URL (as a string) of various sized versions of the photo. This allows you to use the version whose size is closest to the size your design requires: ImageUrlOriginal: The largest version available ImageUrlMain: Up to 456 pixels wide (height proportional) ImageUrlLarge: Up to 600 pixels wide (height proportional) ImageUrlFeatured: 145 pixels wide (height proportional) ImageUrlThumb: 200 pixels wide (height proportional) ImageUrlTinySquare: Cropped to 48 pixels square ImageUrlFourByThree: Cropped to 100 pixels wide by 75 pixels high ImageUrlPdfThumb: Cropped to 149 pixels wide by 101 pixels high ImageUrl291By128: Cropped to 291 pixels wide by 128 pixels high Each Photo element also contains a Caption element (String) which is the caption for the photo.

Media	ArrayOfMedia	This can contain multiple media elements; one for each media URL.
VideoEmbedCode *Deprecated*	String	If the seller added a video for the boat, this element will contain the video embed code required for displaying the video on a web page (e.g. a YouTube code snippet). If there is no video, this element will be blank. Currently only one video per boat is supported.
Description	String	The main marketing description for the boat. This will be in the language specified when you call this API operation assuming that the boat details were entered in that language on TheYachtMarket.
CustomTitle1 CustomTitle2 CustomTitle3	String	Titles and descriptions for additional sections of the description. Each custom title should correspond to a custom description with the same number. E.g. CustomTitle1 is the title for CustomDescription1.
CustomDescription1 CustomDescription2 CustomDescription3	String	These will be returned in the language specified when you call this API operation assuming that the boat details were entered in that language on TheYachtMarket.
MoreInformationUrl	String	A URL specifying the location for additional information about the boat.
ViewOnTheYachtMarketUrl	String	A URL specifying the location of the boat on TheYachtMarket.com website.
DateListed	DateTime	The date and time the boat was listed on TheYachtMarket.

GetLiveCountries

Returns a distinct list of countries in which there are live boats for the account(s) assigned to your API key. You can use this to populate a country drop down list on your search form to ensure that only relevant countries are displayed.

Optimisation hint

If you are displaying a search form on the same page as the boat search results and you are calling this API operation from that page, this can result in that page loading slowly. In order to speed up the load of this page, you are advised to cache the results of this operation locally on your server so that you only call this operation every now and then. Caching can be done by storing the results in a database or text file, or various other methods depending on your server platform.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
onlyBoatsMarkedForExport	Boolean	If set to True, this operation will only return countries for which there are live boats when those boats are marked for export to this API key. Use True if you only want certain boats from your account(s) to be included on the client website. If set to False, all countries for all live boats for the account(s) assigned to this API key will be returned. Use False if you want the client website always to show all boats from your account(s); this will save you having to mark all your boats for export in your account(s) on TheYachtMarket.

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetLiveCountries

Description of elements in the returned XML

Element name	Data type	Description
Country	String	The name of a country There may be multiple Country elements within a Countries element.

GetLengthRangeMetres

Returns a minimum and maximum length of live boats for the account(s) assigned to your API key. You can use this to add a slider to your search form to ensure that only relevant lengths are displayed.

Optimisation hint

If you are displaying a search form on the same page as the boat search results and you are calling this API operation from that page, this can result in that page loading slowly. In order to speed up the load of this page, you are advised to cache the results of this operation locally on your server so that you only call this operation every now and then. Caching can be done by storing the results in a database or text file, or various other methods depending on your server platform.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetLengthRangeMetres

Description of elements in the returned XML

Element name	Data type	Description
Min	Double	Returns the min length
Max	Double	Returns the max length

GetAllMedia

Returns array of media linked to a single boat.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
boatId	Int	Boat id

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetAllMedia

Description of elements in the returned XML

Element name	Data type	Description
Url	String	Return URL to the media

GetPriceRange

Returns a minimum and maximum price of live boats for the account(s) assigned to your API key. You can use this to add a slider to your search form to ensure that only relevant lengths are displayed.

If you are displaying a search form on the same page as the boat search results and you are calling this API operation from that page, this can result in that page loading slowly. In order to speed up the load of this page, you are advised to cache the results of this operation locally on your server so that you only call this operation every now and then. Caching can be done by storing the results in a database or text file, or various other methods depending on your server platform.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
Currency	String	Specifies the currency used for the min and max

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetPriceRange

Description of elements in the returned XML

Element name	Data type	Description
Min	Double	Returns the min price
Max	Double	Returns the max price

GetYearRange

Returns a minimum and maximum year of live boats for the account(s) assigned to your API key. You can use this to add a slider to your search form to ensure that only relevant lengths are displayed.

Optimisation hint

If you are displaying a search form on the same page as the boat search results and you are calling this API operation from that page, this can result in that page loading slowly. In order to speed up the load of this page, you are advised to cache the results of this operation locally on your server so that you only call this operation every now and then. Caching can be done by storing the results in a database or text file, or various other methods depending on your server platform.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetYearRange

Description of elements in the returned XML

Element name	Data type	Description
Min	Double	Returns the min year
Max	Double	Returns the max year

GetAllCountries

Returns a list of all countries in TheYachtMarket's database regardless of whether there are boats in that country for your API key. You will need this if you use the ContactSeller API function in order to get the list of countries to populate your enquiry form.

Optimisation hint

In order to speed up the load of this page, you are advised to cache the results of this operation locally on your server so that you only call this operation every now and then. Caching can be done by storing the results in a database or text file, or various other methods depending on your server platform.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key

Return value

For an example of the XML returned by the operation, please see the service reference here: https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetAllCountries

Description of elements in the returned XML

Element name	Data type	Description
Country	String	The name of a country There may be multiple Country elements within a Countries element.

GetLiveManufacturers

Returns a distinct list of boat manufacturers for which there are live boats for the account(s) assigned to your API key. You can use this to populate a manufacturer drop down list on your search form to ensure that only relevant manufacturers are displayed.

For optimum use of this operation, it is important that the boats uploaded to the target account(s) on TheYachtMarket have a consistent spelling for the manufacturer name and that the manufacturer and model are separated into the fields provided rather than being combined into the manufacturer or model field.

Optimisation hint

If you are displaying a search form on the same page as the boat search results and you are calling this API operation from that page, this can result in that page loading slowly. In order to speed up the load of this page, you are advised to cache the results of this operation locally on your server so that you only call this operation every now and then. Caching can be done by storing the results in a database or text file, or various other methods depending on your server platform.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
onlyBoatsMarkedForExport	Boolean	If set to True, this operation will only return manufacturers for which there are live boats when those boats are marked for export to this API key. Use True if you only want certain boats from your account(s) to be included on the client website. If set to False, all manufacturers for all live boats for the account(s) assigned to this API key will be returned. Use False if you want the client website always to show all boats from your

		account(s); this will save you having to mark all your boats for export in your account(s) on TheYachtMarket.

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetLiveManufacturers

Description of elements in the returned XML

Element name	Data type	Description
Manufacturer	String	The name of a boat manufacturer There may be multiple Manufacturer elements within a Manufacturers element.

GetLiveBoatTypes

Returns a distinct list of boat types for which there are live boats for the account(s) assigned to your API key. You can use this to populate a boat type drop down list on your search form to ensure that only relevant boat types are displayed.

Optimisation hint

If you are displaying a search form on the same page as the boat search results and you are calling this API operation from that page, this can result in that page loading slowly. In order to speed up the load of this page, you are advised to cache the results of this operation locally on your server so that you only call this operation every now and then. Caching can be done by storing the results in a database or text file, or various other methods depending on your server platform.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
onlyBoatsMarkedForExport	Boolean	If set to True, this operation will only return boat types for which there are live boats when those boats are marked for export to this API key. Use True if you only want certain boats from your account(s) to be included on the client website. If set to False, all boat types for all live boats for the account(s) assigned to this API key will be returned. Use False if you want the client website always to show all boats from your account(s); this will save you having to mark all your boats for export in your account(s) on TheYachtMarket.

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetLiveBoatTypes

Description of elements in the returned XML

Element name	Data type	Description
BoatType	String	The name of a boat type There may be multiple BoatType elements within a BoatTypes element.

GetSearchResults

Returns details of the boats matching your search.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
language	String	The two letter ISO 639-1 language code for the language you would like to have the boat's description returned in. For example "en" for English. Please note that TheYachtMarket nor LiveFeedback perform automatic language translations, therefore the language provided here must match a language you have uploaded your boats in on TheYachtMarket.
descriptionLength	Integer	For each boat in the search results, part of the marketing description will be returned to enable your search results to show a snippet of each boat's description. This parameter indicates how many characters from the start of the boat's description will be returned. It is useful to use this parameter, rather than using your own code to trim the description because this parameter allows the trimming to occur before the data is passed to the client website from LiveFeedback, thus minimising bandwidth. For optimum speed, you should use the smallest length of characters you need to display. If you do not want to show a snippet of the description in the search results, set this to zero.
resultsPerPage	Integer	Specifies the number of search results you want to appear on each page of the search results. If you want all boats to be returned on a single page, set this parameter to zero and set the pageNumber parameter to 1.
pageNumber	Integer	Specifies the page number of the search results to be returned.
searchString	String	Specifies the search and ordering parameters for the boat search. For further details please refer to "The searchString parameter" below.
onlyFeaturedBoats	Boolean	In your account on TheYachtMarket, you can specify that certain boats should be marked as featured for your LiveFeedback API key. Setting the onlyShowFeaturedBoats parameter to True will only return those boats that are marked as featured. You can use this to create a "featured boats" page. If the parameter is False, all boats matching the searchString parameter will be returned.
onlyBoatsMarkedForExport	Boolean	If set to True, this operation will only return boats which are marked for export to this API key. Use True if you only want certain boats from your account(s) to be included on the client website. If set to False, all boats for the account(s) assigned to this API key will be returned. Use False if you want the client website always to show all boats from your account(s); this will save you having to mark all your boats for export in your account(s) on TheYachtMarket.

The searchString parameter

This parameter allows you to specify some search criteria for the boats that you want to be returned from the API. It also allows you to specify which order the results should be ordered in.

If you want to return all results and the order is not important to you, this parameter should be a zero length string.

If you would like to specify some search criteria and/or an ordering preference, the searchString parameter should be constructed in the same way as a URL query string:

- Search and ordering options are specified by using key-value pairs.
- Within each pair, the key and the value are separated by an equals sign "=".
- The series of pairs are separated from each other by an ampersand "&".
- The values in the pairs must be URL-encoded.

The supported keys and values are defined below:

Key name	Details
type	Specifies the boat type(s) for the search. Multiple boat types can be separated with a comma and the search will return boats that match at least one boat type from the list (using a logical OR operation). Please note there is usually a delay between boats being uploaded to TheYachtMarket and our categorisation system setting their boat type. Therefore, newly added boats will not immediately appear in the results of a LiveFeedback search where the "type" criteria is specified. We do change the boat types from time to time, so please be aware that if you use the type criteria, you should check the validity of the boat types you are using from time to time. For a full list of possible boat types please view the boat type drop down list on TheYachtMarket.com's boat search form. Example 1 (single boat type): type=speed+boat Example 2 (multiple boat types): type=speed+boat%2Csports+boat
sailorpower	Specifies the category for the search. Supported values are: • sail • power • commercial • other Example: sailorpower=power
yearfrom	Specifies the search should only return boats where the model year is greater than or equal to this value. This value, if provided, must be an integer. Example: yearfrom=2012
yearto	Specifies the search should only return boats where the model year is less than or equal to this value. This value, if provided, must be an integer.

	Example yearto=2014
manufacturer	Specifies the search should only return boats where the combined manufacturer and model string closely matches this value. Example: manufacturer=sunseeker+predator
country	Specifies the search should only return boats that are located in the specified country. Example: country=united+kingdom
office	Specifies the search should only return boats from that office Example: office=1234
accountid	Specifies the search should only return boats from that account, you can use this if you have multiple accounts linked to the API. Example: accounted=1234
keeltype	Specifies the search should only return boats with a certain keel type Example: keeltype =fin+keel
lengthfrom	Specifies the search should only return boats whose length overall is greater than or equal to this value. This value, if provided, must be a numeric value. Decimals are allowed. The value can be a length in metres or feet, which must be specified by the lengthunit – see below.
lengthto	Specifies the search should only return boats whose length overall is less than or equal to this value. This value, if provided, must be a numeric value. Decimals are allowed. The value can be a length in metres or feet, which must be specified by the lengthunit – see below.
lengthunit	Specifies whether the lengthfrom and lengthto are to be treated as values in metres or feet. Allowed values are: • metres • feet Please note that the values are treated as decimals for both options. For example a lengthto value of 30.5 feet means 30 feet and 6 inches. Example: lengthfrom=10&lengthto=20.5&lengthunit=metres
saleorcharter	Specifies whether the search should return only boats for sale or for charter. Allowed values are: • sale • charter Example: saleorcharter=sale

pricefrom	Specifies the search should only return boats whose sale or charter price is greater than or equal to this value. This value, if provided, must be a numeric value. Decimals are allowed. The value can be a price in almost any currency, and the currency must be specified – see below.
priceto	Specifies the search should only return boats whose sale or charter price is less than or equal to this value. This value, if provided, must be a numeric value. Decimals are allowed. The value can be a price in almost any currency, and the currency must be specified – see below.
currency	Specifies the currency used for the pricefrom and priceto criteria. Most currencies are supported. Example: pricefrom=200000&priceto=250000&currency=GBP
charterperiod	If the search is for boats for charter rather than boats for sale, the charterperiod is used to indicate the period of time to which the pricefrom and priceto criteria relate. Allowed values are: • hour • day • week • month Example to return charter boats priced between £200 and £300 GBP per hour: saleorcharter=charter&pricefrom=200&priceto=300&currency=GBP&charterperiod=hour
passengers	Specifies whether the search should return only boats that meet a certain number of passengers Example: passengers=10
hidesold	Specifies whether the search should hide sold boats Example: hidesold=true
neworused	Specifies whether the search should return only new or used boats. Allowed values are: • new • used Example: neworused=used
sortby	Specifies the order that the search results should be returned in. Allowed values are: • price (orders by price) • manufacturer (orders by boat manufacturer) • year (orders by model year) • length (orders by length overall) • country (orders by the country where the boats are located) • date (orders by the date the boats were listed on TheYachtMarket)
sortorder	Specifies whether sortby should order the results in ascending or descending order.

	Allowed values are: • asc (ascending order; this is the default value if it is not specified) • desc (descending order) Example: sortby=price&sortorder=asc

Any search key-value pairs that are omitted or where the value is blank will not be used in the search criteria. For example if the neworused key-value pair is omitted or the value is blank, then the search will return both new and used boats.

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetSearchResults

Description of elements in the returned XML

Element name	Data type	Description
BoatId	Integer	The boat ID on TheYachtMarket for the specified boat. This is a unique identifier for a boat and is always present. When creating a hyperlink from your boat search results page to your boat details page, you will need to pass this BoatId in the querystring of the hyperlink so your boat details page knows which boat to display.
SellerReference	String	The seller's own reference for the boat. Some sellers generate their own reference IDs for boats. This element will contain that value if it has been entered.
Manufacturer	String	Please refer to the *GetBoat* operation documentation for this element.
Model	String	Please refer to the *GetBoat* operation documentation for this element.
BoatName	String	Please refer to the *GetBoat* operation documentation for this element.
Description	String	Please refer to the *GetBoat* operation documentation for this element. The description will be trimmed to the number of characters you specify in the descriptionLength parameter.
KeelType	String	Please refer to the *GetBoat* operation documentation for this element.
SalePrice	Double Nullable	Please refer to the *GetBoat* operation documentation for this element.
Currency	String	Please refer to the *GetBoat* operation documentation for this element.
CurrencySymbol	String	Please refer to the *GetBoat* operation documentation for this element.
ConvertedPrice	Double Nullable	Please refer to the *GetBoat* operation documentation for this element.
ConvertedSymbol	String	Please refer to the *GetBoat* operation documentation for this element.
Charter	Boolean	Please refer to the *GetBoat* operation documentation for this element.

CharterPricePeriod	String	Please refer to the *GetBoat* operation documentation for this element.
CharterPrice	Double Nullable	Please refer to the *GetBoat* operation documentation for this element.
PriceComment	String	Please refer to the *GetBoat* operation documentation for this element.
TaxIncluded	Boolean Nullable	Please refer to the *GetBoat* operation documentation for this element.
ImageUrlFeatured ImageUrlThumb ImageUrlTinySquare ImageUrlFourByThree ImageUrlPdfThumb ImageUrl291By128	String	These elements provide URLs to various sized versions of the primary photo for the boat. Please refer to the *GetBoat* operation documentation for these elements for additional information. If you need larger images for the search results you can do this by replacing elements of the image URL string. For example in this image URL **/boatimages/resize/c2/22/151469104featured.jpg** removing the word "featured" will return a larger version and removing the word "featured" **and** changing "resize" to "original" will return the largest version possible (not recommended in search results for performance reasons).
LengthOverallMetres	Double Nullable	Please refer to the *GetBoat* operation documentation for this element.
Year	Integer Nullable	Please refer to the *GetBoat* operation documentation for this element.
LyingCountry	String	Please refer to the *GetBoat* operation documentation for this element.
LyingCountrySubDivision	String	Please refer to the *GetBoat* operation documentation for this element.
LyingArea	String	Please refer to the *GetBoat* operation documentation for this element.
NewOrUsed	String	Please refer to the *GetBoat* operation documentation for this element.
SailOrPower	String	Please refer to the *GetBoat* operation documentation for this element.
Fuel	String	Please refer to the *GetBoat* operation documentation for this element.
SaleStatus	String	Please refer to the *GetBoat* operation documentation for this element.
HasVideo	Boolean	Indicates whether the boat has a video available or not. Use this if you wish to have a "show video" link within the search results.
DateListed	DateTime	Please refer to the *GetBoat* operation documentation for this element.
TotalResults	Integer	The total number of results that match your search.
ResultsPerPage	Integer	The number of results you specified to return for each page.
NumPages	Integer	The number of pages of search results.
ThisPage	Integer	The current page number of the search results.

ResultsThisPage	Integer	The number of results for the current search page. This will be equal to ResultsPerPage except where the page is the last page of results where it may be less.

GetVideoEmbedCode

Returns an HTML/JavaScript code snippet which, when displayed on a web page, will display a video if one has been added for the boat specified. For example, a YouTube video embed code.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
boatId	Integer	The boat ID of the boat on TheYachtMarket for which you want to return the video embed code.

Return value

For an example of the XML returned by the operation, please see the service reference here:

https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetVideoEmbedCode

Description of elements in the returned XML

Element name	Data type	Description
GetVideoEmbedCodeResult	String	The HTML/JavaScript video embed code snippet.

GetSellerContactDetailsByBoatId

Get seller contact details by boat id.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
boatId	Integer	The boat ID of the boat on TheYachtMarket to which the enquiry relates.

Return value

For an example of the XML returned by the operation, please see the service reference here:

https://api.theyachtmarket.com/ver/2/3/default.asmx?op=GetSellerContactDetailsByBoatId

Description of elements in the returned XML

Element name	Data type	Description
AccountId	Int	
OfficeId	String	
Country	String	
Name	String	
AddressLine1 AddressLine2 AddressLine3	String	
Postcode	String	
PhoneNumber	String	
WebsiteUrl	String	
AbyaCompanyId	Int	

ContactSeller

Sends a customer's enquiry about a boat to the seller through TheYachtMaket's lead management system. This needs to be enabled separately please contact TheYachtMarket.

Parameters

Parameter name	Data type	Description
apiKey	String	Your LiveFeedback API key
boatId	Integer	The boat ID of the boat on TheYachtMarket to which the enquiry relates.
message	String	The message entered by a customer when enquiring about the boat.
buyerName	String	The name of the customer who is enquiring about the boat.
buyerEmail	String	The email address of the customer who is enquiring about the boat.
buyerCountry	String	The country of residence of the customer who is enquiring about the boat. To ensure the country string matches a country in TheYachtMarket's country list, use the GetAllCountries API function to get the full list of countries and allow the customer to select their country from a drop down list.

buyerIpAddress	String	The IP address of the customer making the enquiry. You can get this value with the following code:
		
		PHP:
		`$_SERVER['REMOTE_ADDR']`
		
		ASP.NET:
		`Request.ServerVariables("REMOTE_ADDR")`

Return value

For an example of the XML returned by the operation, please see the service reference here:
https://api.theyachtmarket.com/ver/2/3/default.asmx?op=ContactSeller

Description of elements in the returned XML

Element name	Data type	Description
Result	String	If the call to this function is successful, the value of this string will be "message sent". If the function call is unsuccessful (for example if the specified boat does not exist), a SOAP exception will be thrown; therefore, your programming should catch the exception and display a friendly 'message failed' message to the customer.

Caching the data locally vs calling the API on the fly

Your website can either call the API on the fly or you can get all the data periodically and cache it in a local database. Each method has its own pros and cons.

Calling the API on the fly

The advantages to this method are:

- Updates to your boats on TheYachtMarket are reflected instantly on your website.
- Easier implementation because you don't need a local database, or search logic.

Caching results locally

The advantages are:

- The ability to add more info to boats or add more search options if TheYachtMarket doesn't support your particular requirement yet. You would need to add a page in your content management system to map any additional fields to your boats.
- In the unlikely event that our API is down, your website will still display boats from its local database (our API is pretty robust though).

The disadvantages are:

- Updates you make to boats on TheYachtMarket are not instantly reflected on your website. Your website only gets the updates next time you download all the data.
- There's more work to implement this way because you need your own database and search logic.

If you want to cache the data locally, call GetSearchResults to get a list of all the boats and iterate through the results, calling GetBoat to retrieve the details of each boat. However, an alternative option if you're caching the data locally is to request an XML feed of all the boats from TheYachtMarket.com instead of using the API. The setup and ongoing costs for the XML feed are the same as for the API, but the data structures and features are different, for example it's not possible to mark a boat as featured using the XML feed; you would need to build that functionality into your own website's content management system.

Controlling which boats are included in your LiveFeedback implementation

Depending on whether you want all the boats in your account with TheYachtMarket to be included on your LiveFeedback enabled website, or just some of the boats to be included, there are two ways to call the API functions.

Including all boats

If you want all your boats to be included, you should call the API operations that have an *onlyBoatsMarkedForExport* parameter with that parameter set to False. This tells LiveFeedback to return data for all your boats regardless of whether they are marked for inclusion in LiveFeedback.
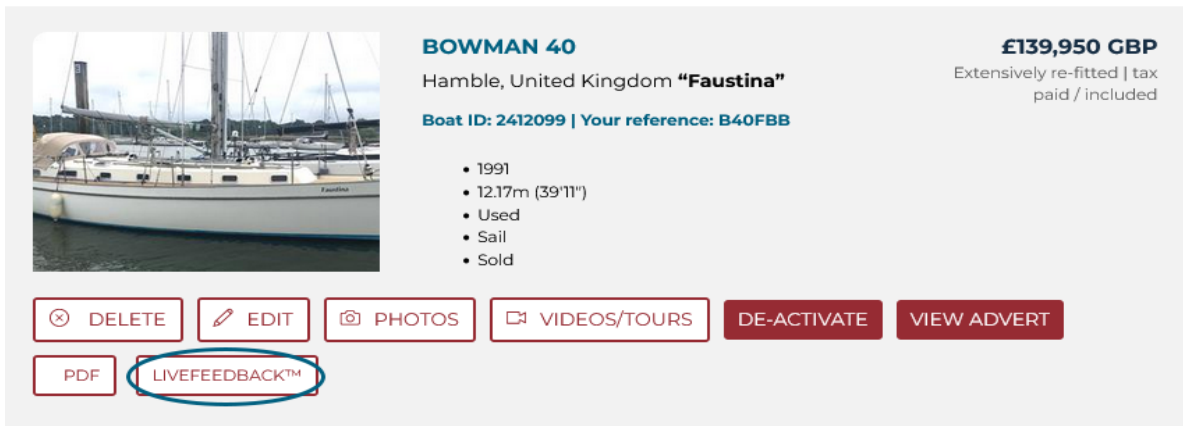
Calling the API operations with this parameter set to False will save you the effort of marking every boat for inclusion in LiveFeedback.

Including just selected boats

If you want to choose which boats are included in LiveFeedback, you will need to call the API operations setting the *onlyBoatsMarkedForExport* parameter to True. This tells LiveFeedback to only return data for your boats that you have marked for inclusion in LiveFeedback.

If this parameter is set to True, you will also need to mark which boats you would like to be included otherwise LiveFeedback will not return any data. Follow the steps below to mark specific boats for inclusion in LiveFeedback:

1. Sign into your account on TheYachtMarket here: https://www.theyachtmarket.com/login/
2. Click "My boat adverts"
3. Your list of boats will be displayed
4. Click the "LiveFeedback" link on a boat that you'd like to include in LiveFeedback:
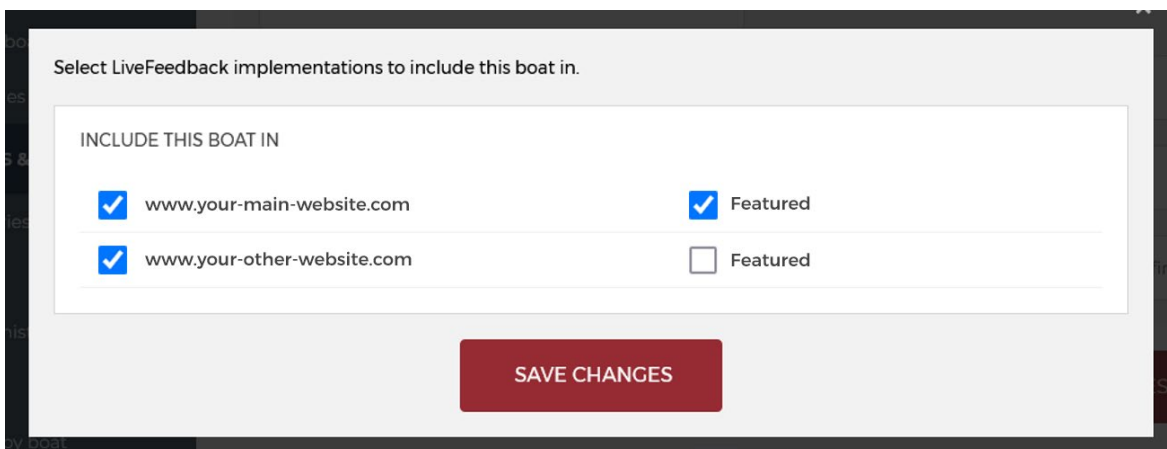
5. A popup window will display listing the names of your LiveFeedback implementations.
6. Put a tick in the box on the left to mark this boat as included in your LiveFeedback implementation. If you have multiple LiveFeedback API keys, they will all be shown here, and you can choose which boats you want to be included in which LiveFeeback implementation.

   The example below shows an account with two LiveFeedback API keys which feed boats to different websites. Both boxes on the left are ticked to indicate that the boat should be included on both websites. One of the "Featured" boxes are ticked to indicate that the boat is a featured boat on only one of the websites:

7. Finally, click "Save Changes" and then "close window".

To remove boats from a LiveFeedback implementation, follow the same instructions as above, but un-tick the boxes.

Marking boats as featured

If the website you are using LiveFeedback on has a "featured boats" page, you can choose which of your boats appear on that page.

In order to do this, that page should call the *GetSearchResults* API operation with the *onlyFeaturedBoats* parameter set to True.

To choose which boats should appear on your featured boats page, follow the instructions for Including just selected boats and put a tick in the "Featured" tick-box.

Further questions

If you have any further questions, you can call contact us via the following methods.

Sales / account management

If your enquiry is related to your account please use these details and ask for your Account Manager. New customers wanting to setup an account with TheYachtMarket should also use these contact details:

Telephone: +44 (0)23 8038 2440
Email: sales@theyachtmarket.com

Technical support

If your enquiry is of a technical nature please email support@theyachtmarket.com.

We are able to provide limited technical support free of charge; however, for more in-depth assistance with implementing LiveFeedback, there may be a charge to cover our time. Our IT Team's time is charged at £100 + VAT per hour with a minimum fee of £50 + VAT. You will be informed if your enquiry is of a chargeable nature prior to us undertaking work.