

New Categories in Babies & Kids and Home & Garden

Both Shopzilla and BizRate strive to offer a top notch shopping experience. One consistent effort is the creation of new, more granular categories. The creation of new categories will not always impact all Publisher Program affiliate products, with the exception of our xml feed product. Should you have any questions or concerns regarding this category release, please do not hesitate to contact us.

Release Date: May 13, 2010 (*Shopzilla & BizRate*)

ATOM IDs

Babies & Kids

100001760 Baby & Kids Dresses /Skirts
100001767 Baby & Kids Socks
100001770 Baby & Kids Suits
100001758 Baby & Kids Shorts
100001766 Baby & Kids Sleepwear
100001761 Baby & Kids Outerwear
100001757 Baby & Kids Pants
100001759 Baby & Kids Jeans
100001768 Kids' Underwear
100001769 Baby & Kids Shoes
100001762 Baby & Kids Tops
100001764 Baby & Kids Swimwear
100001763 Baby & Kids Sweaters
100001809 Miscellaneous Baby & Kids Accessories
100001765 Miscellaneous Baby & Kids Clothes

Home & Garden

100001810 Lawn Tractor Attachments

NODE IDs

100001772 Outdoor Power Equipment
100001773 Lawn Mowers & Tractor

IMPACT

XML Feed: There will be new category files representing each new atomID. There will be fewer offers in related category files as offers are recategorized into the newly created categories.

XML API & Dynamic Content Assets (*excluding product pods*): If you are making dynamic calls within either 'Babies & Kids' or 'Home & Garden', and not specifying a keyword, you may want to consider tuning your specified category to continue displaying your desired results.