

Linking into PF

Store Management > Web Links

Learn how to generate a list of entry points into your Photo Finale site...perfect for newsletters, Facebook posts, tweets, etc.

Link to Products & Occasions

1. Link to all products in an occasion ([SITE]/shop/occasions/christmas)
2. Link to a product group ([SITE]/shop/cards)
3. Generate yours: <https://mylab.photofinale.com/StoreManagement/WebLinks>
4. Details: <https://wiki.photofinale.com/x/HgD6B>

Link to Specific Products & Occasions

(Added June 2020) You can now create product links that go to a specific category of content. We have added support for an optional "occasionID" parameter in a direct product link, allowing an operator to specify the default category (occasion) of content styles that will be shown. The list of available Occasion IDs can be found on the Photo Finale Wiki: <https://wiki.photofinale.com/x/0oBjAw>.

For example: 8x4 Photo Card Mother's Day

<https://demo.photofinale.com/shop/cards/photo-cards/8x4-photo-card?pid=913734&occasionID=39>

Links with Coupon Codes

1. Linking to coupons:
 - a. Include your coupon code in the link ([SITE]?coupon=save25)
 - b. Even nicer, include the code in a link to the product group that the coupon is for: ([SITE]/shop/cards?coupon=save25)
 - c. Details: <https://www.photofinale.com/linked-coupon-codes/>
2. Creating coupons:
 - a. <https://wiki.photofinale.com/x/JgD6B>

Link Directly to a Style

It is now possible to link directly to a specific style of a particular product, bypassing the Style Selection page for the customer. The URL format includes both the product's Database ID as well as the specific Style ID. To build a URL you can find the desired Style ID by enabling Debug Mode on the site (via the /debugsettings page) and then visit the Style Selection page and the Style IDs will be shown.

Example: <https://silverline.photofinale.com/shop?pid=761977&styleID=6120348>