Bing places for business

Bing Places for Business API documentation

Contents

1) Introduction 4
2) Getting started 4
Prerequisites 4
Authentication 4
Request and Response 4
Errors ..... Error! Bookmark not defined.
3) Business Information 5
Data quality guidelines 10
Example of business information object 10
Example of business information object for service area businesses 13
Example of business information object with individual health care providers 14
4) Chain Information 17
Example of chain information object 17
5) API Details 18
a) Create Businesses 18
Example of request: 19
Example of response 1: 20
Example of response 2: 21
Example of response 3: 22
Example of response 4: 22
Example of response 5: 23
b) Update Businesses 24
Example of request: 24
Example of response 1: 26
Example of response 2: 27
c) Fetch added businesses 28
Example of request 1: 29
Example of request 2: 29
Example of request 3: 30
Example of response: 30

d) Fetch status of businesses....33
Example of request 1:....35
Example of request 2:....35
Example of response 1:....36
Example of response 2:....36
Example of response 3:....37
e) Get Analytics of businesses....39
Example of request 1:....40
Example of request 2:....40
Example of response:....41
f) Get Detailed Analytics of businesses....43
Example of request 1:....45
Example of request 2:....45
Example of response 1:....46
Example of response 2:....46
Filter analytics by certain fields....47
g) Delete businesses....48
Example of request:....48
Example of response 1:....49
Example of response 2:....49
h) Create chain....50
Example of request:....50
Example of response 1:....51
Example of response 2:....51
Example of response for invalid request:....51
i) Update bulk chain Info....52
Example of request:....52
Example of response 1:....53
Example of response 2:....53
Example of response for invalid request:....53
6) Frequently Asked Questions....54

7) API Usage Limits....55
8) Special Announcements....55
9) Secondary hours....55
Appendix....56
a) Allowed countries/states/categories....56
b) Schema of rich attributes....57
Attributes:....57
Sample create/update request with rich attributes....57
Sample Response....59
Attributes and values....60
c) Document version history....76

1) Introduction

Bing Places for Business API for trusted partners allows the partners to add business listings on Bing Places for Business and get the listings published on Bing. The API is built on REST principles.

2) Getting started

Below are the steps for joining the Trusted Partner program:

1. Contact partneronbp@microsoft.com for getting your account configured as a trusted partner.
2. A new trusted partner is first on-boarded to a sandbox environment where he can test the API.
3. After the partner is done with testing on sandbox environment the partner can request for moving to production environment. The sandbox environment differs from production environment only in one way that the business listings that the partner gives are not actually published on Bing.

API Root Endpoint for sandbox: https://api-test.bingplaces.com/trustedPartnerApi/v1/ (not supported currently)

API Root Endpoint for production: https://api.bingplaces.com/trustedPartnerApi/v1/

Prerequisites

1. Get credentials for making API calls

   Please login on sandbox environment https://bptestwebsite.cloudapp.net/ using your email Id.

   Contact Bing Places for Business at partneronbp@microsoft.com to get credentials for your API account. Please mention the email Id with which you have logged on to sandbox environment in the email. You will receive a PUID (a unique string to identify your account) from Bing Places for Business Team. This PUID along with the email Id will be used for API calls.

2. Get client certificate:

   Bing Places for Business API needs to be authenticated using a certificate. When you place a request for your credentials with Bing Places for Business Team, you will also receive the client certificate along with its key.

Authentication

Bing Places for Business API needs to be authenticated using a certificate provided to trusted partners while onboarding.

Please note that the certificate is different for sandbox and production environment, so while moving to production environment you will have to request for production environment certificate by contacting Bing Places Team at partneronbp@microsoft.com.

Request and Response

The request and response for Bing Places for Business API are in JSON format.

Response Http Code

Status code	Description
400	Invalid Request Payload.
403	Response with status code 403 is returned if - the request does not contain credentials or - the request does not have the certificate required for authentication or - your account is not a valid trusted partner account
404	Not found. The listing is not found in your account.
409	Conflict.
429	Response with status code 429 is returned when the api usage limits are breached.
422	Request data is invalid and it could not be parsed.
500	Internal error on server side.

3) Business Information

Business listing refers to a single business entity created through Bing Places API.

Bing Places API updates Business Information as full update. It means if data isn't provided in Create/Update API payload, it will be removed from this business listing, unless it is specific.

It has following attributes:

Name	Type	Is required?	Description
StoreId	String	Yes	A store id is a unique identifier for a business listing in your account. It can be any string as per your choice.
BusinessName	String	Yes	The name of business.
ChainName	String	No	The name of chain. (Chain name must be registered before adding a chain business)
AddressLine1	String	Yes	Address Line 1 of business locations.
AddressLine2	String	No	Address Line 2 of business locations. Both AddressLine1 and AddressLine2 combinedly should not exceed 76 characters for United Kingdom and 80 characters for other countries.
City	String	Yes	City where business is located
StateOrProvince	String	Yes	State/province where business is located. You can provide state id or state name. Please see valid states for a country in Appendix (state list)
Country	String	Yes	Country where business is located. You can provide country id or country name. Please see the list of countries supported by Bing Places in Appendix (country list)
ZipCode	String	Yes	Zip code of business location

Name	Type	Is required?	Description
PhoneNumber	String	No	Phone number of business.

Categories	Object	Yes	Categories contains business category like restaurant, hotel etc. Categories consists of list of objects "BusinessCategories" and "PrimaryCategory" string.
			BusinessCategories [array] [required]
			It is a list of objects containing *CategoryName* (string) and *BPCategoryId* (string). The list must contain at least one object. BPCategoryId is a unique id for a given category. Fill both CategoryName and BPCategoryId in the category information object. To see allowed values for CategoryName and their corresponding BPCategoryId see Appendix (Category List)
			
			PrimaryCategory [string] [optional]
			PrimaryCategory is the main category of your business of all the categories. It must be one of the categories given in "BusinessCategories" list. You may give either the category name or category Id in this field.
			
			Example:
			"Categories": {
			"BusinessCategories": [
			{
			"CategoryName": "Restaurants",
			"BPCategoryId": 700341
			}
			],
			"PrimaryCategory": {
			"CategoryName": "Restaurants",
			"BPCategoryId": 700341
			}
			}

Latitude	String	No	Latitude of the center of your store's area
Longitude	String	No	Longitude of the center of your store's area
BusinessEmail	String	No	Contact email for business
MainWebSite	String	No	Public website of business
FacebookAddress	String	No	Facebook page URL of business
TwitterAddress	String	No	Twitter page URL of business
Photos	Array	No	List of URL's of business photos

Name	Type	Is required?	Description
IsPerson	Boolean	No	Whether the business is person or not, like doctor. Allowed values "false", "true".
MenuURL	String	No	This attribute is considered only for businesses having restaurant and related categories. This attribute is for URL of restaurant's menu.
RestaurantPrice	String	No	This attribute is considered only for businesses having restaurant and related categories. The valid values are: • $ - signifies very low price. • $$ - signifies low price. • $$$ - signifies moderate price. • $$$$ - signifies high price. • $$$$$ - signifies very high price.
HotelStarRating	String	No	This attribute is considered only for businesses having hotel and related categories. The valid values are: • 1 star - For one-star hotel • 2 star - For two-star hotel • 3 star - For three-star hotel • 4 star - For four-star hotel • 5 star - For five-star hotel
Npi	String	No	Npi is considered only for United States (US) and can be ignored for other countries. This field is intended for individual health care providers (Doctors, Dentists etc.) only. Provide health care provider's unique 10-digit National Provider Identifier (NPI).
Amenities	Array	No	This attribute is considered only for businesses having hotel and related categories. It is a list of amenities provided by the entity. Each amenity has an amenity name and amenity id. You can give either name or id in the list. Valid amenities are: Id — Name 24 — Fitness center 31 — Internet access 42 — In-house restaurant 52 — Swimming pool 9 — Business center

Name	Type	Is required?	Description
Open24Hours	boolean	No	Whether the business is open 24*7. Default value is false. Allowed values "false", "true".
OperatingHours	Array		This contains opening and closing times for each day of week and can be provided in the business information JSON in the format as shown below. "OperatingHours": ["Mon 08:00 AM-08:00 PM", "Tue 08:00 AM-08:00 PM", "Wed 08:00 AM-08:00 PM", "Thu 08:00 AM-08:00 PM", "Fri 08:00 AM-08:00 PM", "Sat 08:00 AM-08:00 PM", "Sun 11:00 AM-06:00 PM"] This field will be ignored if value of Open24Hours is true.
HolidayHours	Object	No	Special timings for any particular day. HolidayHours contains a list HolidayHoursTimePeriods. Each time period has 4 properties: 1. Date: Date for which the hours are applicable. Date must be in yyyy-MM-dd format. 2. OpenTime: Time at which business opens. OpenTime must be in format HH:mm (24 hour format). 3. CloseTime: Time at which business closes. CloseTime must be in format HH:mm (24 hour format). 4. IsClosed: It indicates whether the business is closed on given date. Its default value is false. If IsClosed is true, then OpenTime and CloseTime are ignored. The holiday hour time periods should not overlap.
HideAddress	Nullable Boolean	No	Hide the address of business on bing i.e. the address of business is not shown on search results. If you want to hide the address of business on Bing, set it as "true". Default value is null.
ServiceAreas	Array	No	This field is intended for Professionals & Services businesses. Specify areas (region, town or city) in which you deliver goods and services to your customers at their location. Supporting markets: Argentina, Australia, Belgium, Brazil, Canada, China,

Name	Type	Is required?	Description
			Denmark, Finland, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, Taiwan, Turkey, UK, US

IsClosed	Boolean	No	Whether the business is closed now. Default value is false. Allowed values "false", "true."
			
			For temporary closure, please add “closed_type” and “closed_until” attributes into Attributes field when Create/Update Business with Rich Attributes
			
			"Attributes": [{
			"AttributeId":"closed_type",
			"Values": ["temporarily_closed"]
			},
			{
			"AttributeId": "closed_until_date",
			"Values": ["yyyy-MM-dd"]
			}
			]

RelationshipDetails	Array	No	It is a field called RelationshipDetails in Create/UpdateBusinesses. The value is a list of objects which each of them represent one relationship. The nested fields are RelationshipId, RelationshipIdType, RelationshipType. Here is one example:
			"RelationshipDetails": [
			{
			"RelationshipId": "YN111X22225",
			"RelationshipIdType": "YPID",
			"RelationshipType": "Department"
			}
			]
			
			RelationshipId: you can provide YPID value or StoreId value here. If it is YPID please include “YN” prefix.
			RelationshipIdType: it is “YPID” or “StoreId”.
			RelationshipType: “Department”, “Worker_At”, or “Located_In”.

Name	Type	Is required?	Description

			For data without any relationship information, our suggestion is to put null as the value to "RelationshipDetails" to achieve better performance. For the case to remove previous relationship data, you can use Update API and put "RelationshipDetails": [].
			
			Response:
			You should expect to see
			"Status": "SUCCESSFUL",
			For successful call.
			
			Or something in the WarningMessage to tell the failed relationship data ingestion. For example
			"Status": "SUCCESSFUL_WITH_WARNING",
			"ErrorMessage": "",
			"WarningMessages": [
			{
			"ColumnName": "RelationshipDetails",
			"WarningMessage": "Adding Relationship failed for YN111X22225 with invalid RelationshipIdType."
			}
			]
			
			* Currently User can create and update the Relationships field, but can not fetch the Relationships. The return value will be null.

Attributes	Array	No	Field to set bunch of rich attributes. Please find appendix b) for details

Data quality guidelines

All listings submitted to Bing Places for Business should conform to the data quality guidelines listed here.

Example of business information object

```
{
  "StoreId": "Unique identifier for business in your account",
  "BusinessName": "Business Name",
  "ChainName": "Chain Name",
  "AddressLine1": "Address line",
  "AddressLine2": "",
  "City": "City",
```

```
"Country": "Country",
"ZipCode": "Zip code",
"StateOrProvince": "State",
"PhoneNumber": "Phone number",
"Categories": {
  "BusinessCategories": [
    {
      "CategoryName": "Restaurants",
      "BPCategoryId": 700341
    },
    {
      "CategoryName": "Hotel",
      "BPCategoryId": 710859
    }
  ],
  "PrimaryCategory": {
    "CategoryName": "Restaurants",
    "BPCategoryId": 700341
  }
},
"Latitude": "latitude",
"Longitude": "longitude",
"BusinessEmail": "business email",
"MainWebSite": "business website",
"FacebookAddress": "facebook page",
"TwitterAddress": "twitter page",
"Photos": [
  "Url of first photo",
  "url of second photo"
],
"MenuURL": "restaurant menu url",
"RestaurantPrice": "$$$",
"HotelStarRating": "5 star",
"Amenities": [
  "In-house restaurant",
  "Internet access"
],
"Open24Hours": false,
"OperatingHours": [
  "Mon 08:00 AM-08:00 PM",
```

```
    "Tue 08:00 AM-08:00 PM",
    "Wed 08:00 AM-08:00 PM",
    "Thu 08:00 AM-08:00 PM",
    "Fri 08:00 AM-08:00 PM",
    "Sat 08:00 AM-08:00 PM",
    "Sun 11:00 AM-06:00 PM"
  ],
  "HolidayHours": {
    "HolidayHoursTimePeriods": [
      {
        "Date": "2016-11-01",
        "OpenTime": "09:00",
        "CloseTime": "14:00",
        "IsClosed": false
      },
      {
        "Date": "2016-11-02",
        "OpenTime": "",
        "CloseTime": "",
        "IsClosed": true
      }
    ]
  },
  "HideAddress": false,
  "IsClosed": false
}
```

Example of business information object for service area businesses

```
{
  "StoreId": "Unique identifier for business in your account",
  "BusinessName": "Individual health care provider name",
  "AddressLine1": "Address line",
  "AddressLine2": "",
  "City": "City",
  "Country": "Country",
  "ZipCode": "Zip code",
  "StateOrProvince": "State",
  "PhoneNumber": "Phone number",
  "Categories": {
    "BusinessCategories": [
      {
        "CategoryName": "Plumbers",
        "BPCategoryId": 700602
      },
      {
        "CategoryName": "Carpenters",
        "BPCategoryId": 700575
      }
    ],
    "PrimaryCategory": {
        "CategoryName": "Plumbers",
        "BPCategoryId": 700602
      }
  },
  "Latitude": "latitude",
  "Longitude": "longitude",
  "BusinessEmail": "business email",
  "MainWebSite": "business website",
  "FacebookAddress": "facebook page",
  "TwitterAddress": "twitter page",
  "Photos": [
    "Url of first photo",
    "url of second photo"
  ],
  "Open24Hours": false,
  "OperatingHours": [
    "Mon 08:00 AM-08:00 PM",
```

```
    "Tue 08:00 AM-08:00 PM",
    "Wed 08:00 AM-08:00 PM",
    "Thu 08:00 AM-08:00 PM",
    "Fri 08:00 AM-08:00 PM",
    "Sat 08:00 AM-08:00 PM",
    "Sun 11:00 AM-06:00 PM"
  ],
  "HolidayHours": {
    "HolidayHoursTimePeriods": [
      {
        "Date": "2016-11-01",
        "OpenTime": "09:00",
        "CloseTime": "14:00",
        "IsClosed": false
      },
      {
        "Date": "2016-11-02",
        "OpenTime": "",
        "CloseTime": "",
        "IsClosed": true
      }
    ]
  },
  "ServiceAreas": ["Arlington","Memphis","Bartlett"],
  "HideAddress": false,
  "IsClosed": false
}
```

Example of business information object with individual health care providers

```
{
  "StoreId": "Unique identifier for business in your account",
  "BusinessName": "Individual health care provider name",
  "AddressLine1": "Address line",
  "AddressLine2": "",
  "City": "City",
  "Country": "Country",
  "ZipCode": "Zip code",
  "StateOrProvince": "State",
  "PhoneNumber": "Phone number",
  "Categories": {
```

```
  "BusinessCategories": [
    {
      "CategoryName": "Psychiatrists",
      "BPCategoryId": 700505
    },
    {
      "CategoryName": "Psychotherapists",
      "BPCategoryId": 700507
    }
  ],
  "PrimaryCategory": {
    "CategoryName": "Psychiatrists",
    "BPCategoryId": 700505
  }
},
"Latitude": "latitude",
"Longitude": "longitude",
"BusinessEmail": "business email",
"MainWebSite": "business website",
"FacebookAddress": "facebook page",
"TwitterAddress": "twitter page",
"Photos": [
  "Url of first photo",
  "url of second photo"
],
"Open24Hours": false,
"OperatingHours": [
  "Mon 08:00 AM-08:00 PM",
  "Tue 08:00 AM-08:00 PM",
  "Wed 08:00 AM-08:00 PM",
  "Thu 08:00 AM-08:00 PM",
  "Fri 08:00 AM-08:00 PM",
  "Sat 08:00 AM-08:00 PM",
  "Sun 11:00 AM-06:00 PM"
],
"HolidayHours": {
  "HolidayHoursTimePeriods": [
    {
      "Date": "2016-11-01",
      "OpenTime": "09:00",
```

```
        "CloseTime": "14:00",
        "IsClosed": false
      },
      {
        "Date": "2016-11-02",
        "OpenTime": "",
        "CloseTime": "",
        "IsClosed": true
      }
    ]
  },
  "HideAddress": false,
  "IsClosed": false,
  "Npi": "4654121246"
}
```

4) Chain Information

Chain information refers to a chain created through Bing Places API.

It has following attributes:

Name	Type	Is required?	Description
ChainName	String	Yes	Name of the chain.
Website	String	Yes	Website of the chain
Locations	String	Yes	Number of locations under the chain
ClientContactName	String	Yes	Name of point of contact for the chain
ClientCorporateEmail	String	Yes	Corporate email of point of contact for the chain
ChainCoverage	String	No	Indicates if all or subset of locations of the chain are being managed in your account. Allowed values are "FULL", "PARTIAL" or null.

Example of chain information object

```
{
        "ChainName":"chain name",
        "Website":"www.contoso.com",
        "Locations":"100",
        "ClientContactName":"contactName",
        "ClientCorporateEmail":"sample@contoso.com",
        "ChainCoverage": "PARTIAL"
}
```

5) API Details

a) Create Businesses

CreateBusinesses API is used to create business listings. This API supports adding minimum one and maximum 1000 business listings in a single API call.

Relative URL: /CreateBusinesses

Absolute URL:

- Sandbox environment: https://api-test.bingplaces.com/trustedPartnerApi/v1/CreateBusinesses
- Production environment: https://api.bingplaces.com/trustedPartnerApi/v1/CreateBusinesses

Method: POST

Request: CreateBusinesses API request consists of three things:

- Businesses - It is a JSON array consisting of business information objects. If you want to add two businesses this array will contain two business information objects.
- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.

Response: Response contains the following:

- Errors - It contains businesses which failed validation of attributes. This object contains the validation errors if any in attributes of businesses passed in request along with attribute name and the error found in the attribute.
- CreatedBusinesses - An object containing status information of businesses which passed validation of attributes successfully. It contains the status of each business whether created successfully or not. This object will have non empty 'ErrorMessage' if business creation fails. This object may have warnings even though business gets created. Resolution of warning messages is recommended in order to maintain data quality.
- ErrorMessage - This message contains if there are any errors in the API request and thus could not be processed.

Example of request:

Below mentioned request creates two business with restaurants category.

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/CreateBusinesses \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "Businesses": [
    {
      "StoreId": "Store_1",
      "BusinessName": "Business Name",
      "AddressLine1": "Address Line",
      "AddressLine2": "",
      "City": "City",
      "Country": "US",
      "ZipCode": "98012",
      "StateOrProvince": "WA",
      "PhoneNumber": "(323) 123-4567",
      "Categories": {
        "BusinessCategories": [
          {
            "CategoryName": "Restaurants",
            "BPCategoryId": 700341
          }
        ],
        "PrimaryCategory": {
          "CategoryName": "Restaurants",
          "BPCategoryId": 700341
        }
      }
    },
    {
      "StoreId": "Store_2",
      "BusinessName": "Business Name - 2",
      "AddressLine1": "Address Line",
      "AddressLine2": "",
      "City": "City",
      "Country": "US",
      "ZipCode": "12345",
      "StateOrProvince": "WA",
      "PhoneNumber": "(323) 123-4568",
```

```
      "Categories": {
        "BusinessCategories": [
          {
            "CategoryName": "Restaurants",
            "BPCategoryId": 700341
          }
        ],
        "PrimaryCategory": {
          "CategoryName": "Restaurants",
          "BPCategoryId": 700341
        }
      }
    }
  ],
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response 1:

Response for request in which businesses were created successfully

```
{
  "CreatedBusinesses": {
    "0": {
      "StoreId": "Store_1",
      "Operation": "BUSINESS_ADD",
      "Status": "SUCCESSFUL",
      "ErrorMessage": ""
    },
    "1": {
      "StoreId": "Store_2",
      "Operation": "BUSINESS_ADD",
      "Status": "SUCCESSFUL",
      "ErrorMessage": "",
       "WarningMessages": null
```

```
    }
  },
  "Errors": {},
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```


Example of response 2:

Response for request in which validation error were found in businesses


```
{
  "CreatedBusinesses": {},
  "Errors": {
    "0": {
      "StoreId": "Store_3",
      "BusinessErrors": [
        {
          "ColumnName": "Country Code",
          "ErrorMessage": "GH is not a supported country/region"
        }
      ]
    },
    "1": {
      "StoreId": "Store_4",
      "BusinessErrors": [
        {
          "ColumnName": "Country Code",
          "ErrorMessage": "GH is not a supported country/region"
        }
      ]
    }
  },
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```

Example of response 3:

Response for request in which business creation failed as business with given store Id already exists in account.


```
{
  "CreatedBusinesses": {
    "0": {
      "StoreId": "Store_1",
      "Operation": "BUSINESS_ADD",
      "Status": "FAILED",
      "ErrorMessage": "Create business failed since store ID Store_1 already exists in your account. Provide a new store id and retry to add the business or use UpdateBusiness API to edit the business.",
      "WarningMessages": null
    }
  },
  "Errors": {},
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```


Example of response 4:

Response for request in which business is created with warnings.


```
{
  "CreatedBusinesses": {
    "0": {
      "StoreId": "Store_1",
      "Operation": "BUSINESS_ADD",
      "Status": "SUCCESSFUL_WITH_WARNING",
      "ErrorMessage": "",
      "WarningMessages":[{"ColumnName":"Hide Address", "WarningMessage":"You have selected categories (Plumbers) from Professionals & Services segment. Set value of 'HideAddress' attribute to 'true' if you do not want customers to visit the address that you have provided. Otherwise set its value to 'false'."}]
    }
  },
  "Errors": {},
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "OperationStatus": true,
```

```
  "ErrorMessage": null,
  "ErrorCode": 0
}
```


Example of response 5:

Wrong number of businesses were passed in request


```
{
  "CreatedBusinesses": {},
  "Errors": {},
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "OperationStatus": false,
  "ErrorMessage": "Total number of businesses should be greater than or equal to 1 and less than or equal to 1000",
  "ErrorCode": 4
}
```

b) Update Businesses

UpdateBusinesses API is used to update existing business listings in the Bing Places account. In order to update a business listing, you need to pass the same store id (StoreId is a unique identifier for a business) with which it was created. If no business with the provided storeId exists in your account, the update request will fail. In a single update API call minimum one and maximum 1000 business listings can be updated.

Relative URL: /UpdateBusinesses

Absolute URL:

- Sandbox environment: https://api-test.bingplaces.com/trustedPartnerApi/v1/UpdateBusinesses
- Production environment: https://api.bingplaces.com/trustedPartnerApi/v1/UpdateBusinesses

Method: POST

Request: UpdateBusinesses API request consists of three things :

- Businesses - It is a JSON array consisting of business information objects. Please note that business information passed in request should have the StoreId of business which you want to update and the updated value of its attributes.
- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.

Response: Response of this API is similar to response of CreatedBusinesses API. The only point of difference is that instead of "CreatedBusinesses" property there is "UpdatedBusinesses" property. Similar to CreatedBusinesses API, the "Errors" contains validation errors found in business attributes and "ErrorMessage" contains any error found in request.

Example of request:

Below mentioned request updates two business.

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/UpdateBusinesses \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "Businesses": [
    {
      "StoreId": "Store_1",
      "BusinessName": "New Business Name",
```

```
  "AddressLine1": "Address Line",
  "AddressLine2": "",
  "City": "City",
  "Country": "US",
  "ZipCode": "98012",
  "StateOrProvince": "WA",
  "PhoneNumber": "(323) 123-4567",
  "Categories": {
   "BusinessCategories": [
    {
     "CategoryName": "Restaurants",
     "BPCategoryId": 700341
    }
   ],
   "PrimaryCategory": {
    "CategoryName": "Restaurants",
    "BPCategoryId": 700341
   }
  }
 },
 {
  "StoreId": "Store_2",
  "BusinessName": "New Business Name - 2",
  "AddressLine1": "Address Line",
  "AddressLine2": "",
  "City": "City",
  "Country": "US",
  "ZipCode": "12345",
  "StateOrProvince": "WA",
  "PhoneNumber": "(323) 123-4568",
  "Categories": {
   "BusinessCategories": [
    {
     "CategoryName": "Restaurants",
     "BPCategoryId": 700341
    }
   ],
   "PrimaryCategory": {
    "CategoryName": "Restaurants",
    "BPCategoryId": 700341
```

```
        }
      }
    }
  ],
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response 1:

Response for request in which businesses were updated successfully -

```
{
  "UpdatedBusinesses": {
    "0": {
      "StoreId": "Store_1",
      "Operation": "BUSINESS_UPDATE",
      "Status": "SUCCESSFUL",
      "ErrorMessage": ""
    },
    "1": {
      "StoreId": "Store_2",
      "Operation": "BUSINESS_UPDATE",
      "Status": "SUCCESSFUL",
      "ErrorMessage": "",
      "WarningMessages": null
    }
  },
  "Errors": {},
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```

Example of response 2:

Response for request in which business update operation failed because business with given store Id does not exist in account.


```
{
  "UpdatedBusinesses": {
    "0": {
      "StoreId": "Store_60",
      "Operation": "BUSINESS_UPDATE",
      "Status": "FAILED",
      "ErrorMessage": "Update business failed since the store ID Store_60 does not exist in your account. Provide the correct store ID and retry to update the business or use CreateBusiness API to add the business." ,
      "WarningMessages": null
    }
  },
  "Errors": {},
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```

c) Fetch added businesses

Description: GetBusinesses API is used to fetch businesses already added by you.

Relative URL: /GetBusinesses

Absolute URL:

- Sandbox environment : https://api-test.bingplaces.com/trustedPartnerApi/v1/GetBusinesses
- Production environment : https://api.bingplaces.com/trustedPartnerApi/v1/GetBusinesses

Method: POST

Request: GetBusinesses API request consists of following properties:

- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.
- PageNumber and PageSize - The businesses can be fetched page wise. If you set page size to 10 then maximum 10 businesses will come in response and in order to fetch next page of businesses increment the PageNumber than the last API call. Minimum value that PageNumber can have is 1. The PageSize can have minimum value of 1 and maximum value of 1000.
- SearchCriteria - It is a JSON object in which you can specify which set of businesses to fetch in response. SearchCriteria has following properties:
    - CriteriaType - This can have 3 values:
        - fetches all businesses page wise according to the page size and page number set in request.
        - SearchByStoreIds allows to fetch businesses having particular store Ids.
        - SearchByQuery allows to fetch businesses by searching on parameters like Business Name, City, Zip Code and Category of business.
    - StoreIds - This property is used when CriteriaType is "SearchByStoreIds". It contains storeIds of businesses to be fetched.
    - BusinessName, City, BPCategoryId, Zip - These properties are used when CriteriaType is "SearchByQuery". You can fetch businesses by searching on these parameters.

Response: Response contains the businesses to be fetched as per the request parameters.

Example of request 1:

Below mentioned request fetches businesses page wise.

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetBusinesses \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "PageNumber": 1,
  "PageSize": 100,
  "SearchCriteria": {
    "CriteriaType": "GetInBatches"
  },
  "TrackingId": "6c503899-666a-42df-906e-bb924539d238",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of request 2:

Below mentioned request fetches businesses with StoreId "Store_1" and "Store_2".

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetBusinesses \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "PageNumber": 1,
  "PageSize": 100,
  "SearchCriteria": {
    "CriteriaType": "SearchByStoreIds",
          "StoreIds": ["Store_1","Store_2"]
  },
  "TrackingId": "6c503899-666a-42df-906e-bb924539d238",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of request 3:

Below mentioned request fetches businesses with Business Name as "Contoso rentals."

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetBusinesses \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "PageNumber": 1,
  "PageSize": 100,
  "SearchCriteria": {
    "CriteriaType": "SearchByQuery",
    "BusinessName": "Contoso rentals"
  },
  "TrackingId": "6c503899-666a-42df-906e-bb924539d238",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response:

Example response for GetBusinesses API call is as below

```
{
  "TotalBusinesses": 2,
  "BusinessesDetails": [
    {
      "StoreId": "Store_1",
      "BusinessName": "New Business Name",
      "AddressLine1": "Address Line",
      "AddressLine2": "",
      "City": "City",
      "Country": "US",
      "ZipCode": "98012",
      "StateOrProvince": "WA",
      "PhoneNumber": "(323) 123-4567",
      "Categories": {
        "BusinessCategories": [
          {
```

```
        "CategoryName": "Restaurants",
        "BPCategoryId": 700341
       }
     ],
     "PrimaryCategory": {
       "CategoryName": null,
       "BPCategoryId": 0
     }
   },
   "Latitude": "0",
   "Longitude": "0",
   "BusinessEmail": null,
   "MainWebSite": null,
   "FacebookAddress": null,
   "TwitterAddress": null,
   "Photos": [],
   "MenuURL": null,
   "OrderURL": null,
   "RestaurantPrice": null,
   "HotelStarRating": "",
   "Amenities": [],
   "Open24Hours": false,
   "OperatingHours": [
     ""
   ],
   "HolidayHours": null,
   "HideAddress": false,
   "IsClosed": false,
   "Npi": null,
   "Offers": null
 },
 {
   "StoreId": "Store_2",
   "BusinessName": "New Business Name - 2",
   "AddressLine1": "Address Line",
   "AddressLine2": "",
   "City": "City",
   "Country": "US",
   "ZipCode": "12345",
   "StateOrProvince": "WA",
```

```
      "PhoneNumber": "(323) 123-4568",
      "Categories": {
        "BusinessCategories": [
          {
            "CategoryName": "Restaurants",
            "BPCategoryId": 700341
          }
        ],
        "PrimaryCategory": {
          "CategoryName": null,
          "BPCategoryId": 0
        }
      },
      "Latitude": "0",
      "Longitude": "0",
      "BusinessEmail": null,
      "MainWebSite": null,
      "FacebookAddress": null,
      "TwitterAddress": null,
      "Photos": [],
      "MenuURL": null,
      "OrderURL": null,
      "RestaurantPrice": null,
      "HotelStarRating": "",
      "Amenities": [],
      "Open24Hours": false,
      "OperatingHours": [ ""
      ],
      "HolidayHours": null,
      "HideAddress": false,
      "IsClosed": false,
      "Npi": null,
      "Offers": null
    }
  ],
  "TrackingId": "6c503899-666a-42df-906e-bb924539d238",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```

d) Fetch status of businesses

This API is used to get the status of businesses. Before a business is published on Bing, it goes through quality checks. This API returns the quality issues found in the business and also returns the unique id (called YPID) which is assigned to a business after it is published on Bing.

Relative URL: /GetBusinessStatusInfo

Absolute URL:

- Sandbox environment : https://api-test.bingplaces.com/trustedPartnerApi/v1/GetBusinessStatusInfo
- Production environment : https://api.bingplaces.com/trustedPartnerApi/v1/GetBusinessStatusInfo

Method: POST

Request: GetBusinessStatusInfo API request consists of following properties:

- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.
- PageNumber and PageSize - The status of businesses can be fetched page wise. If you set page size to 10 then maximum 10 businesses will come in response and in order to fetch next page of businesses increment the PageNumber than the last API call. Minimum value that PageNumber can have is 1. The PageSize can have minimum value of 1 and maximum value of 1000.
- CriteriaType - This can have 2 values
    - GetInBatches fetches status of all businesses page wise according to the page size and page number set in request.
    - SearchByStoreIds allows to fetch status of businesses having particular store Ids.
- StoreIds - This property is used when CriteriaType is "SearchByStoreIds". It contains storeIds of businesses of which status is to be fetched.

Response: Response contains the status information of businesses. Major properties are:

- BusinessStatus - BusinessStatus can have following values:
    - QualityCheckInProgress - This is the status when the quality checks on business are in progress. When a new business is added or any updates are done on business, quality checks are triggered. It may take up to 24 hours for all checks to be completed on business data.
    - QualityIssueFound - If any quality issues are found in business data the business status is QualityIssueFound.
    - PublishInProgress - After the quality checks are done on a business, it is sent for publish to Bing. In this state the BusinessStatus is PublishInProgress.

  - Published - This is the status when the business is published on Bing.
  - Dropped - The business might fail in publish. This is represented by BusinessStatus as Dropped.
- YPId - This is a unique id generated after the business is published to Bing.
- YPIdAssignDate, PublishDate - These two properties have same value and signify the date when the business was published on Bing.
- LastUpdateDate - This date signifies that the changes done in business data till this date are published on Bing.
- HasPendingPublish - This is a boolean property. It tells whether the latest modifications done in the business data are published. If it is true then it means that latest changes done in business data is pending publish. If it is false then it means that latest changes done in business are published.
- PublishLink – This is the link to view the live listing on Bing.

(Please note that properties YPid, YPIdAssignDate, PublishDate, PublishLink, LastUpdateDate and HasPendingPublish are relevant only when the BusinessStatus is Published. In other cases, YPId, PublishLink will always have ***null*** *value, HasPendingPublish will always be* ***false*** *and YPIdAssignDate, PublishDate and LastUpdateDate will have* ***default*** *date.)*

- QualityIssues - This is a JSON array which consists of quality issues found in business data. This information is relevant only when BusinessStatus is QualityIssueFound. Some of the prominent quality issues are as follows:
  - StaleBusinessData - This issue is present if the business data has not been reviewed or changed for 6 months or more. In order to keep your business data fresh and avoid this quality issue, update the business using UpdateBusinesses API atleast once in 6 months. Even if the business data has not changed in 6 months, you can review the data and call UpdatedBusinesses API for the business with the same data as already present to refresh it.
  - ContentValidationError - This issue is present if there are any adult keywords present in attributes like business name, description etc. The quality issue JSON object has two properties:
    - IssueType - IssueType will contain the string "ContentValidationError" for this issue quality issue.
    - SubIssueType - It is a JSON array. It will contain all the attribute names in which adult keywords have been detected.
  - DuplicateAddress - This issue is present if the address of the business is same as the address of some other business in your account. The "IssueType" field will contain the string "DuplicateAddress" and "SubIssueType" will contain the store Ids of business/ businesses which have same address as this business.
  - AddressGeocodeError - This issue is present if the geocode (latitude, longitude) given for the business does not fall in proximity of the business address provided.

In this case the "IssueType" property of quality issue object will contain the string "AddressGeocodeError".

Example of request 1:

Below mentioned request fetches status of businesses page wise.

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetBusinessStatusInfo \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "PageNumber": 1,
  "PageSize": 100,
  "CriteriaType": "GetInBatches",
  "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of request 2:

Below mentioned request fetches status of businesses with StoreId "Store_1" and "Store_2".

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetBusinessStatusInfo \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "PageNumber": 1,
  "PageSize": 100,
  "CriteriaType": "SearchByStoreIds",
  "StoreIds": ["Store_1", "Store_2"],
  "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response 1:

Response having two businesses in QualityCheckInProgress state.


```
{
  "TotalBusinesses": 2,
  "BusinessStatusInfoList": [
    {
      "StoreId": "Store_1",
      "QualityIssues": [],
      "YPId": null,
      "YPIdAssignDate": "0001-01-01T00:00:00",
      "PublishDate": "0001-01-01T00:00:00",
      "HasPendingPublish": false,
      "LastUpdateDate": "0001-01-01T00:00:00",
      "BusinessStatus": "QualityCheckInProgress",
      "PublishLink": null
    },
    {
      "StoreId": "Store_2",
      "QualityIssues": [],
      "YPId": null,
      "YPIdAssignDate": "0001-01-01T00:00:00",
      "PublishDate": "0001-01-01T00:00:00",
      "HasPendingPublish": false,
      "LastUpdateDate": "0001-01-01T00:00:00",
      "BusinessStatus": "QualityCheckInProgress",
      "PublishLink": null
    }
  ],
  "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```


Example of response 2:

Response having a business in published state.


```
{
  "TotalBusinesses": 1,
  "BusinessStatusInfoList": [
```

```
    {
      "StoreId": "Store_1",
      "QualityIssues": [],
      "YPId": "some ypid",
      "YPIdAssignDate": "2016-03-06T09:31:46.617",
      "PublishDate": "2016-03-06T09:31:46.617",
      "HasPendingPublish": false,
      "LastUpdateDate": "2016-03-05T17:16:52.767",
      "BusinessStatus": "Published",
      "PublishLink":
"http://www.bing.com/mapspreview?ss=ypid.YN873x14884659662320771585&mkt=en-US"
    }
  ],
  "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```


Example of response 3:

Response in which business has quality issues


```
{
  "TotalBusinesses": 1,
  "BusinessStatusInfoList": [
    {
      "StoreId": "Store_1",
      "QualityIssues": [
        {
          "IssueType": "StaleBusinessData",
          "SubIssueType": null
        },
        {
          "IssueType": "AddressGeocodeError",
          "SubIssueType": null
        },
        {
          "IssueType": "ContentValidationError",
          "SubIssueType": [
            "Description",
```

```
            "Business name"
          ]
        }
      ],
      "YPId": null,
      "YPIdAssignDate": "0001-01-01T00:00:00",
      "PublishDate": "0001-01-01T00:00:00",
      "HasPendingPublish": false,
      "LastUpdateDate": "0001-01-01T00:00:00",
      "BusinessStatus": "QualityIssueFound",
      "PublishLink": null
    }
  ],
  "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```

e) Get Analytics of businesses

This API is used to get business analytics. Business Analytics of a business consists of impression count. Impression count is number of times business appeared in search results and other services of Bing. Analytics data is provided per week and data of last 12 weeks is provided in response. Please note that analytics are available only for published businesses.

Relative URL: /GetAnalytics

Absolute URL:

- Sandbox environment: https://api-test.bingplaces.com/trustedPartnerApi/v1/GetAnalytics
- Production environment: https://api.bingplaces.com/trustedPartnerApi/v1/GetAnalytics

Method: POST

Request: GetAnalytics API request consists of following properties:

- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.
- PageNumber and PageSize - The analytics of businesses can be fetched page wise. If you set page size to 10 then maximum 10 businesses will come in response and in order to fetch next page of businesses increment the PageNumber than the last API call. Minimum value that PageNumber can have is 1. The PageSize can have minimum value of 1 and maximum value of 1000.
- CriteriaType - This can have 2 values:
    - GetInBatches fetches analytics of all businesses page wise according to the page size and page number set in request.
    - SearchByStoreIds allows to fetch analytics of businesses having particular store Ids.
- StoreIds - This property is used when CriteriaType is "SearchByStoreIds". It contains storeIds of businesses of which analytics are to be fetched.

Response:

Response contains a JSON array "BusinessesAnalytics" which contains analytics information of required businesses. Analytics information of a business has:

- StoreId - This is the storeId of business.
- BusinessStatisticsList - It is a JSON array which has impression count of business of last 12 weeks.

Example of request 1:

Below mentioned request fetches analytics of businesses pagewise.

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetAnalytics \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "PageNumber": 1,
  "PageSize": 100,
  "CriteriaType": "GetInBatches",
  "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of request 2:

Below mentioned request fetches status of businesses with StoreId "Store_1" and "Store_2".

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetAnalytics \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "PageNumber": 1,
  "PageSize": 100,
  "CriteriaType": "SearchByStoreIds",
  "StoreIds": ["Store_1", "Store_2"],
  "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response:


```
{
  "TotalBusinesses": 1,
  "BusinessesAnalytics": [
    {
      "StoreId": "750858",
      "BusinessStatisticsList": [
        {
          "ImpressionCount": 29,
          "BusinessStatStartTime": "2015-11-30T00:00:00"
        },
        {
          "ImpressionCount": 18,
          "BusinessStatStartTime": "2015-12-07T00:00:00"
        },
        {
          "ImpressionCount": 15,
          "BusinessStatStartTime": "2015-12-14T00:00:00"
        },
        {
          "ImpressionCount": 20,
          "BusinessStatStartTime": "2015-12-21T00:00:00"
        },
        {
          "ImpressionCount": 29,
          "BusinessStatStartTime": "2015-12-28T00:00:00"
        },
        {
          "ImpressionCount": 47,
          "BusinessStatStartTime": "2016-01-04T00:00:00"
        },
        {
          "ImpressionCount": 39,
          "BusinessStatStartTime": "2016-01-11T00:00:00"
        },
        {
          "ImpressionCount": 39,
          "BusinessStatStartTime": "2016-01-18T00:00:00"
        },
        {
```

```
        "ImpressionCount": 39,
        "BusinessStatStartTime": "2016-01-25T00:00:00"
      },
      {
        "ImpressionCount": 27,
        "BusinessStatStartTime": "2016-02-01T00:00:00"
      },
      {
        "ImpressionCount": 32,
        "BusinessStatStartTime": "2016-02-08T00:00:00"
      },
      {
        "ImpressionCount": 28,
        "BusinessStatStartTime": "2016-02-15T00:00:00"
      }
    ]
  }
 ],
 "TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
 "OperationStatus": true,
 "ErrorMessage": null,
 "ErrorCode": 0
}
```

f) Get Detailed Analytics of businesses

This API is used to get detailed business analytics. Detailed business analytics consists of device any platform type, impression count, click count, Detailed Clicks, Detailed impressions, Similar businesses average, similar businesses top entities, similar businesses highest, and top search queries.

Device and platform: the device and platform the user used to access our Bing services.

- Device type: desktop, mobile
- Platform type: Map and Search page

Impression count: the number of times a business appeared in search results and other services of Bing.

Click count: the number of times, a business has been clicked in search results and other services of Bing.

Detailed click: specifies the detailed click types and corresponding counts

- Click type: Website, Directions, Phone, Photos, Located at, Review, Suggest an edit, Order online, Menu

Detailed impressions: currently not supported

Similar businesses average: average impression count of similar businesses within the same area as owner's business

Similar businesses top entities: the average of top 10 impression count of popular businesses within the same area as owner's business

Similar businesses highest: the highest impression count of the popular businesses within the same area of owner's business

Top search queries: the top ten search contents to find the business

For top search queries, it provides last week and last 4 weeks data in response. For other analytics data last 12 weeks data is provided in response and the data can be provided either in a daily based or in a weekly based. Please note that analytics are available only for published businesses.

RelativeURL: /GetDetailedAnalytics

Absolute URL:

- Sandbox environment:
  https://api-test.bingplaces.com /trustedPartnerApi/v1/GetDetailedAnalytics
- Production environment:
  https://api.bingplaces.com/trustedPartnerApi/v1/GetDetailedAnalytics

Method: POST

Request: GetDetailedAnalytics API request consists of following properties:

- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.
- PageNumber and PageSize - The analytics of businesses can be fetched page wise. If you set page size to 10 then maximum 10 businesses will come in response and in order to fetch next page of businesses increment the PageNumber than the last API call. Minimum value that PageNumber can have is 1. The PageSize can have minimum value of 1 and maximum value of 1000.
- CriteriaType - This can have 2 values:
  - GetInBatches fetches analytics of all businesses page wise according to the page size and page number set in request.
  - SearchByStoreIds allows to fetch analytics of businesses having particular store Ids.
- StoreIds - This property is used when CriteriaType is "SearchByStoreIds". It contains storeIds of businesses of which analytics are to be fetched.
- AnalyticsType – this can have 2 values:
  - Weekly: data will be grouped by week
  - Daily: data will be grouped by date
- LoadBusinessAnalytics – If you want to load business analytics data (true or false)
- LoadTopQueries – If you want to load top queries data (true or false)

Response:

Response contains a JSON array "BusinessesAnalytics" which contains analytics information of required businesses. Analytics information of a business has:

- StoreId - This is the storeId of business.
- AnalyticsForDate - It is a JSON array which has total impression count, total click count, detail impression counts, detailed click counts of owner's business and similar businesses for last 12 weeks.
- TopSearchQueriesAnalyticsForDate: top 10 search contents to find the owner's business for last week and last 4 weeks

Example of request 1:

Below mentioned request fetches analytics of businesses pagewise.

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetAnalytics \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
"AnalyticsType": "Daily",
"PageNumber": 1,
"PageSize": 100,
"CriteriaType": "GetInBatches",
"StartDate": "2020-02-29",
"EndDate": "2020-03-14",
"TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
"Identity": {
"Puid": "your puid",
"AuthProvider": "your auth provider", "EmailId": "your email Id"
}
}'
```

Example of request 2:

Below mentioned request fetches status of businesses with StoreId "Store_1" and "Store_2".

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/GetAnalytics \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
"AnalyticsType": "Weekly",
"PageNumber": 1,
"PageSize": 100,
"CriteriaType": "SearchByStoreIds",
"StoreIds": ["Store_1", "Store_2"],
"StartDate": "2020-02-29",
"EndDate": "2020-03-14",
"TrackingId": "77f3d66b-98a4-4dbe-94b8-d40a5049e5b2",
"Identity": {
"Puid": "your puid",
"AuthProvider": "your auth provider", "EmailId": "your email Id"
}
}'
```

Example of response 1:


```
{
   "TotalBusinesses": 1,
   "StartDate": "2020-02-29",
   "EndDate": "2020-03-14",
   "DetailedBusinessesAnalytics": [
      {
         "StoreId": "StoreId",
         "AnalyticsForDate": [],
         "TopSearchQueriesAnalyticsForDate": [
            {
               "Date": "2020-03-02T00:00:00",
               "TopQueriesLastWeek": ...,
               "TopQueriesLast4Weeks": ...

                  }
               ]
            }
         ]
      }
   ],
   "TrackingId": "111571e8-73fe-457f-99c8-b409d8e08f13",
   "OperationStatus": true,
   "ErrorMessage": null,
   "ErrorCode": 0
}
```


Example of response 2:


```
{
   "TotalBusinesses": 1,
   "StartDate": "2020-02-29",
   "EndDate": "2020-03-14",
   "DetailedBusinessesAnalytics": [
      {
         "StoreId": "StoreId",
         "AnalyticsForDate": [
            {
               "Date": "2020-03-02T00:00:00",
               "AnalyticsForDevicePlatform": [
```

```
                    ...,
                    ...,
                    ...,
                    ...,
                    ...,
                    ...,
                    ...,
                ],
                "Impressions": 15,
                "Clicks": 0,
                "DetailedClicks": ...,
            }
        ],
        "TopSearchQueriesAnalyticsForDate": ...
    }
  ],
  "TrackingId": "111571e8-73fe-457f-99c8-b409d8e08f13",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```


Filter analytics by certain fields: Filtering in analytics is now supported via the new endpoints. To use this feature, you can add an optional field "Fields" and provide the fields that you prefer in the response. For example, "Fields": ["Impressions", "Date"] will only include impressions and date in the response. Below is how a full request would look like:

POST https://api.bingplaces.com/trustedPartnerApi/v1/GetDetailedAnalytics

{"Fields": ["Impressions", "Date"],"StartDate": "2023-08-14", "CriteriaType": "GetInBatches", "PageSize": 10, "PageNumber": 1, "EndDate": "2023-08-21"}

g) Delete businesses

This API is used to delete businesses in your account. On deletion of a business, you lose control of the business listing on bing.

Relative URL: /DeleteBusinesses

Absolute URL:

- Sandbox environment : https://api-test.bingplaces.com/trustedPartnerApi/v1/DeleteBusinesses
- Production environment : https://api.bingplaces.com/trustedPartnerApi/v1/DeleteBusinesses

Method: POST

Request: DeleteBusinesses API request consists of following properties:

- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.
- StoreIds - The businesses with the storeIds in request are deleted.

Response: Response contains status of delete operation of each business.

Example of request:

Below mentioned request is used to delete businesses with StoreId "Store_1" and "Store_2".

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/DeleteBusinesses \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "StoreIds": [
    "Store_1", "Store_2"
  ],
  "TrackingId": "e4337707-365c-404f-b215-b825f03fb12b",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response 1:

Response in which business deletion was successful.


```
{
  "DeletedBusinesses": {
    "0": {
      "StoreId": "Store_1",
      "Operation": "BUSINESS_DELETE",
      "Status": "SUCCESSFUL",
      "ErrorMessage": ""
    },
    "1": {
      "StoreId": "Store_2",
      "Operation": "BUSINESS_DELETE",
      "Status": "SUCCESSFUL",
      "ErrorMessage": ""
    }
  },
  "TrackingId": "e4337707-365c-404f-b215-b825f03fb12b",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0
}
```


Example of response 2:

Response for request in which business deletion failed because business with given store Id does not exist in account.


```
{  "DeletedBusinesses": {
    "0": {
      "StoreId": "Store_6",
      "Operation": "BUSINESS_DELETE",
      "Status": "FAILED",
      "ErrorMessage": "Delete business failed since the store ID Store_6 does not exist in your account."
}
  },
  "TrackingId": "e4337707-365c-404f-b215-b825f03fb12b",
  "OperationStatus": true,
  "ErrorMessage": null,
  "ErrorCode": 0  }
```

h) Create chain

CreateBulkChain API is used to create a chain. Chain should have at least 10 locations.

Relative URL: /CreateBulkChain

Absolute URL:

- Sandbox environment: https://api-test.bingplaces.com/trustedPartnerApi/v1/CreateBulkChain
- Production environment: https://api.bingplaces.com/trustedPartnerApi/v1/CreateBulkChain

Method: POST

Request: CreateBulkChain API request consists of three things:

- ChainInfo - It is a json object consisting of chain information object.
- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.

Example of request:

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/CreateBulkChain \
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "ChainInfo":
  {
            "ChainName":"chain name",
            "Website":"www.contoso.com",
            "Locations":"100",
            "ClientContactName":"contactName",
            "ClientCorporateEmail":sample@contoso.com,
             "ChainCoverage":"PARTIAL"
  },
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response 1:

Response for request in which chain info got added successfully –


```
{
        "Operation":"CHAIN_ADD",
        "ErrorMessage":"",
        "TrackingId":"e4337707-365c-404f-b215-b825f03fb12b",
        "OperationStatus":true,
        "ErrorCode":0
}
```


Example of response 2:

Response for request in which operation failed as chain info is already present with given chain name


```
{
        "Operation":"CHAIN_ADD",
        "ErrorMessage":"CreateBulkChain failed since chain name already exists",
        "TrackingId":"e4337707-365c-404f-b215-b825f03fb12b",
        "OperationStatus":false,
        "ErrorCode":0
}
```


Example of response for invalid request:

Response for request without website


```
{
        "Message":"The request is invalid.",
        "ModelState":
        {
                "request.ChainInfo.Website":["You can't leave Website empty."]
        }
}
```

i) Update bulk chain Info

UpdateBulkChainInfo API is used to update the chain information.

Relative URL: / UpdateBulkChainInfo

Absolute URL:

- Sandbox environment: https://api-test.bingplaces.com/trustedPartnerApi/v1/UpdateBulkChainInfo
- Production environment: https://api.bingplaces.com/trustedPartnerApi/v1/UpdateBulkChainInfo

Method: POST

Request: UpdateBulkChainInfo request consists of three things:

- ChainInfo - It is a json object consisting of chain information object.
- TrackingId - Tracking id is used to trace api calls in case of failures. It must be valid GUID.
- Identity - It is a JSON object containing your credentials. It contains PUID, AuthProvider and EmailId which are provided when you are onboarding.

Example of request:

```
curl https://api-test.bingplaces.com/trustedPartnerApi/v1/ UpdateBulkChainInfo\
-H "Content-Type: application/json;charset=UTF-8" \
-E 'certificate_path.pem:certificate_key' \
-d '{
  "ChainInfo":
  {
            "ChainName":"chain name",
            "Website":"www.contoso.com",
            "Locations":"100",
            "ClientContactName":"contactName2",
            "ClientCorporateEmail":sample2@contoso.com,
            “ChainCoverage”:”PARTIAL”
  },
  "TrackingId": "7c48e923-b1e6-49b4-9f17-e0e2215c5b83",
  "Identity": {
    "Puid": "your puid",
    "AuthProvider": "your auth provider",
    "EmailId": "your email Id"
  }
}'
```

Example of response 1:

Response for request in which chain info got updated successfully


```
{
	"Operation":"CHAIN_UPDATE",
	"ErrorMessage":"",
	"TrackingId":"e4337707-365c-404f-b215-b825f03fb12b",
	"OperationStatus":true,
	"ErrorCode":0
}
```


Example of response 2:

Response for request in which operation failed as no chain with the given chain name exist in your account


```
{
	"Operation":"CHAIN_UPDATE",
	"ErrorMessage":"UpdateBulkChainInfo failed since chain name does not exist",
	"TrackingId":"e4337707-365c-404f-b215-b825f03fb12b",
	"OperationStatus":false,
	"ErrorCode":0
}
```


Example of response for invalid request:

Response for request without website


```
{
	"Message":"The request is invalid.",
	"ModelState":
	{
		"request.ChainInfo.Website":["You can't leave Website empty."]
	}
}
```

6) Frequently Asked Questions

Q 1) Is there any limit for number of API call?

Ans: Recommended APIs limits are 30 requests per minute distributed uniformly.

Q 2) How the country code of the phone number must be delivered?

Ans. There is no need to give country code for phone number. Bing automatically adds Country code to the address you are providing. But you can add it with your phone number if you wish.

Q 3) Will Bing generate the latitude and longitude values for us?

Ans: Yes. Bing generates latitude and longitude values if you are not providing it as part of request.

Q 4) How can I add split operating hours?

Ans: If business gets open twice on Monday, you can add operating hours as shown below:

```
OperatingHours": [
        "Mon 08:00 AM-01:00 PM",
        "Mon 03:00 PM-09:00 PM",      ]
```

Q 5) How to claim existing entries?

Ans: You can add business with same details as already existing business. When location gets published, Bing internally merges both the locations and you can manage your business afterwards.

Q 6) Can I fetch business not added by me?

Ans. No. You can only fetch business added by you.

Q 7) Does Bing have a translated file into some other language for categories?

Ans: Bing currently does not provide translated file for other languages. You can have your own translated file but make sure that you pass correct BPCategoryID in the request.

Q 8) Do we need to send only the modified / updated data of an entry or the complete data of the business when we want to update business?

Ans: You need to send complete data of the business.

Q 9) What values should I expect to get if I request to fetch status of business in sand box environment?

Ans: In sandbox environment, as business is not going to publish, It will always send "PublishInProgress" in status, null in YPID, PublishLink and default dates (0001-01-01T00:00:00) in YPIDAssignDate, PublishDate and LastUpdateDate.

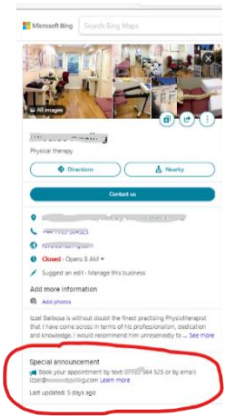
7) API Usage Limits

A user is allowed to make up to 10 requests in a time frame of 5 seconds for each API. That is, in a window of 5 seconds you are allowed to make up to 10 CreateBusinesses API calls, 10 UpdateBusinesses API calls and similarly 10 for other API like GetBusinesses, GetBusinessStatusInfo etc. If the number of API call for any API is more than 10 in a window of 5 seconds the extra calls will fail with http status code of 429.

As a general recommendation, to ensure success of API calls, you can have a delay of 500ms between API call of each type.

8) Special Announcements

With this feature, users can now create/update/delete announcements. New announcements will be reflected in the Bing search and maps results pages (refer below image) within 24-48 hours of successful submission. Its advisable to keep the announcements short (300-500 characters). There are no country/language restrictions for this feature. Please refer this document that provides the details on the payloads. At anytime only 1 announcement will be shown for a business location.



9) Secondary hours

With this feature, users can now add additional secondary hours for entities that have multiple departments working at different hours or have special hours like happy hours during certain time periods within their operating hours. Please refer this document for details on the current categories, payload information and to find out how these will be displayed on the Bing search and map results pages.

Appendix

a) Allowed countries/states/categories

List of allowed countries is available here.

States and Zipcodes – Please refer below table for State and Zip codes mandates. State and Zip code is mandatory for the countries mentioned in the table below. Some countries have either State or Zip code optional and its also provided in the table. Please note that if you decide to provide a state for a non-mandatory country, you can refer this sheet for the guidance on State and state IDs.

Id	Name
AR	Argentina
AT	Austria
AU	Australia
BE	Belgium (state is optional)
BR	Brazil
CA	Canada
CH	Switzerland
CN	China
DE	Germany
DK	Denmark
ES	Spain
FI	Finland (state is optional)
GB	United Kingdom
ID	Indonesia
IE	Ireland (zip code is optional)
IN	India
IT	Italy (state is optional)
MX	Mexico
MY	Malaysia (state is optional)
NL	Netherlands
NO	Norway
NZ	New Zealand
PL	Poland
PT	Portugal (state is optional)
RU	Russia
SE	Sweden
TR	Turkey
TW	Taiwan
US	United States

List of allowed categories is available here.

b) Schema of rich attributes

Attributes:

```
[{
        "AttributeId": "AttributeName",
        "Values": ["value1"]
},
{
        "AttributeId": "AttributeName2",
        "Values": ["value2", "value2"]
}]
```

Sample create/update request with rich attributes

```
{
 "StoreId": "Unique identifier for business in your account",
 "BusinessName": "Individual health care provider name",
 "AddressLine1": "Address line",
 "AddressLine2": "",
 "City": "City",
 "Country": "Country",
 "ZipCode": "Zip code",
 "StateOrProvince": "State",
 "PhoneNumber": "Phone number",
 "Categories": {
  "BusinessCategories": [
   {
    "CategoryName": "Plumbers",
    "BPCategoryId": 700602
   },
   {
    "CategoryName": "Carpenters",
    "BPCategoryId": 700575
   }
  ],
```

```
   "PrimaryCategory": {         "CategoryName": "Plumbers",
       "BPCategoryId": 700602
     }
  },
  "Latitude": "latitude",
  "Longitude": "longitude",
  "Description": "Brief description of Business, not more than 4000 characters"
  "Attributes": [
          {
                  "AttributeId": "closed_type",
                  "Values": ["temporarily_closed"]
          },
          {
                  "AttributeId": "closed_until_date",
                  "Values": ["yyyy-MM-dd"]
          },
          {
                  "AttributeId": "year_established",
                  "Values": ["1971"]
          }],
  "HideAddress": false,
  "IsClosed": false
}
```

Sample Response

Sample Response with correct rich attributes


```
{
  "UpdatedBusinesses": {
                "0": {
                "StoreId":"Store1","Operation":"BUSINESS_UPDATE","Status":
          SUCCESS","ErrorMessage":" "WarningMessages": null
                }
        },
        "Errors": {
        },
        "TrackingId": "91a6fade-cd7d-4477-b699-8bf78c9401f2",
        "OperationStatus": true,
        "ErrorMessage": null,
        "ErrorCode": 0
}
```


Sample Response with validation error on rich attributes

Note: Validation error on Rich attributes will be considered as warning and only that particular rich attribute will be ignored and will not be saved in our system


```
{
        "UpdatedBusinesses": {
                "0": {
                "StoreId":"Store1","Operation":"BUSINESS_UPDATE","Status": SUCCESS",
"ErrorMessage":"", "WarningMessages": "url_videos_ambience is invalid"
                }
        },
        "Errors": {
        },
        "TrackingId": "91a6fade-cd7d-4477-b699-8bf78c9401f2",
        "OperationStatus": true,
        "ErrorMessage": null,
        "ErrorCode": 0
}
```

Attributes and values

attributeId	attributeType	option
requires_cash_only	BOOL	TRUE
requires_cash_only	BOOL	FALSE
pay_check	BOOL	TRUE
pay_check	BOOL	FALSE
is_owned_by_veterans	BOOL	TRUE
is_owned_by_veterans	BOOL	FALSE
has_delivery_same_day	BOOL	TRUE
has_delivery_same_day	BOOL	FALSE
wi_fi	ENUM	free_wi_fi
wi_fi	ENUM	paid_wi_fi
pay_credit_card_types_accepted	REPEATED_ENUM	american_express
pay_credit_card_types_accepted	REPEATED_ENUM	china_union_pay
pay_credit_card_types_accepted	REPEATED_ENUM	diners_club
pay_credit_card_types_accepted	REPEATED_ENUM	discover
pay_credit_card_types_accepted	REPEATED_ENUM	jcb
pay_credit_card_types_accepted	REPEATED_ENUM	mastercard
pay_credit_card_types_accepted	REPEATED_ENUM	visa
has_wheelchair_accessible_entrance	BOOL	TRUE
has_wheelchair_accessible_entrance	BOOL	FALSE
has_wheelchair_accessible_parking	BOOL	TRUE
has_wheelchair_accessible_parking	BOOL	FALSE
pay_debit_card	BOOL	TRUE
pay_debit_card	BOOL	FALSE
has_wheelchair_accessible_elevator	BOOL	TRUE

attributeId	attributeType	option
has_wheelchair_accessible_elevator	BOOL	FALSE
pay_mobile_nfc	BOOL	TRUE
pay_mobile_nfc	BOOL	FALSE
has_gift_wrapping	BOOL	TRUE
has_gift_wrapping	BOOL	FALSE
is_owned_by_women	BOOL	TRUE
is_owned_by_women	BOOL	FALSE
has_fitting_room	BOOL	TRUE
has_fitting_room	BOOL	FALSE
has_in_store_pickup	BOOL	TRUE
has_in_store_pickup	BOOL	FALSE
is_transgender_safespace	BOOL	TRUE
is_transgender_safespace	BOOL	FALSE
welcomes_lgbtq	BOOL	TRUE
welcomes_lgbtq	BOOL	FALSE
has_wheelchair_accessible_seating	BOOL	TRUE
has_wheelchair_accessible_seating	BOOL	FALSE
has_restaurant	BOOL	TRUE
has_restaurant	BOOL	FALSE
has_wheelchair_accessible_restroom	BOOL	TRUE
has_wheelchair_accessible_restroom	BOOL	FALSE
has_assisted_listening_devices	BOOL	TRUE
has_assisted_listening_devices	BOOL	FALSE
has_coat_check	BOOL	TRUE
has_coat_check	BOOL	FALSE

attributeId	attributeType	option
serves_food	BOOL	TRUE
serves_food	BOOL	FALSE
has_restroom	BOOL	TRUE
has_restroom	BOOL	FALSE
has_live_performances	BOOL	TRUE
has_live_performances	BOOL	FALSE
has_movies_3D	BOOL	TRUE
has_movies_3D	BOOL	FALSE
has_discounts_for_active_military	BOOL	TRUE
has_discounts_for_active_military	BOOL	FALSE
has_transcripts_for_hearing_impaired	BOOL	TRUE
has_transcripts_for_hearing_impaired	BOOL	FALSE
welcomes_families	BOOL	TRUE
welcomes_families	BOOL	FALSE
has_restroom_unisex	BOOL	TRUE
has_restroom_unisex	BOOL	FALSE
has_stadium_seating	BOOL	TRUE
has_stadium_seating	BOOL	FALSE
welcomes_children	BOOL	TRUE
welcomes_children	BOOL	FALSE
url_order_ahead	URL	url
has_delivery	BOOL	TRUE
has_delivery	BOOL	FALSE
url_appointment	URL	url
has_onsite_passport_photos	BOOL	TRUE

attributeId	attributeType	option
has_onsite_passport_photos	BOOL	FALSE
accepts_new_patients	BOOL	TRUE
accepts_new_patients	BOOL	FALSE
practitioner_gender	ENUM	female
practitioner_gender	ENUM	male
practitioner_gender	ENUM	non_binary_gender
has_service_repair	BOOL	TRUE
has_service_repair	BOOL	FALSE
has_service_installation	BOOL	TRUE
has_service_installation	BOOL	FALSE
has_recycling_electronics	BOOL	TRUE
has_recycling_electronics	BOOL	FALSE
has_service_assembly	BOOL	TRUE
has_service_assembly	BOOL	FALSE
sells_goods_bulk	BOOL	TRUE
sells_goods_bulk	BOOL	FALSE
wheelchair_rental_offerings	REPEATED_ENUM	motorized_wheelchairs
wheelchair_rental_offerings	REPEATED_ENUM	non_motorized_wheelchairs
has_mobility_scooter_rental	BOOL	TRUE
has_mobility_scooter_rental	BOOL	FALSE
has_tours_for_visually_impaired	BOOL	TRUE
has_tours_for_visually_impaired	BOOL	FALSE
serves_halal_food	BOOL	TRUE
serves_halal_food	BOOL	FALSE
requires_reservations	BOOL	TRUE

attributeId	attributeType	option
requires_reservations	BOOL	FALSE
serves_cocktails	BOOL	TRUE
serves_cocktails	BOOL	FALSE
accepts_reservations	BOOL	TRUE
accepts_reservations	BOOL	FALSE
has_seating_rooftop	BOOL	TRUE
has_seating_rooftop	BOOL	FALSE
serves_happy_hour_food	BOOL	TRUE
serves_happy_hour_food	BOOL	FALSE
serves_hard_cider	BOOL	TRUE
serves_hard_cider	BOOL	FALSE
url_reservations	URL	url
serves_vegetarian	BOOL	TRUE
serves_vegetarian	BOOL	FALSE
serves_dinner	BOOL	TRUE
serves_dinner	BOOL	FALSE
serves_brunch	BOOL	TRUE
serves_brunch	BOOL	FALSE
serves_breakfast	BOOL	TRUE
serves_breakfast	BOOL	FALSE
has_salad_bar	BOOL	TRUE
has_salad_bar	BOOL	FALSE
serves_lunch	BOOL	TRUE
serves_lunch	BOOL	FALSE
has_high_chairs	BOOL	TRUE

attributeId	attributeType	option
has_high_chairs	BOOL	FALSE
serves_organic	BOOL	TRUE
serves_organic	BOOL	FALSE
serves_happy_hour_drinks	BOOL	TRUE
serves_happy_hour_drinks	BOOL	FALSE
serves_tea	BOOL	TRUE
serves_tea	BOOL	FALSE
serves_small_plates	BOOL	TRUE
serves_small_plates	BOOL	FALSE
has_booster_seats_for_children	BOOL	TRUE
has_booster_seats_for_children	BOOL	FALSE
has_childrens_menu	BOOL	TRUE
has_childrens_menu	BOOL	FALSE
has_all_you_can_eat_always	BOOL	TRUE
has_all_you_can_eat_always	BOOL	FALSE
serves_happy_hour	BOOL	TRUE
serves_happy_hour	BOOL	FALSE
serves_tasting_menu	BOOL	TRUE
serves_tasting_menu	BOOL	FALSE
serves_gluten_free	BOOL	TRUE
serves_gluten_free	BOOL	FALSE
serves_locally_sourced_ingredients	BOOL	TRUE
serves_locally_sourced_ingredients	BOOL	FALSE
has_takeout	BOOL	TRUE
has_takeout	BOOL	FALSE

attributeId	attributeType	option
has_catering	BOOL	TRUE
has_catering	BOOL	FALSE
serves_comfort_food	BOOL	TRUE
serves_comfort_food	BOOL	FALSE
has_live_music	BOOL	TRUE
has_live_music	BOOL	FALSE
has_braille_menu	BOOL	TRUE
has_braille_menu	BOOL	FALSE
serves_beer	BOOL	TRUE
serves_beer	BOOL	FALSE
acceptable_to_order_just_coffee	BOOL	TRUE
acceptable_to_order_just_coffee	BOOL	FALSE
has_seating	BOOL	TRUE
has_seating	BOOL	FALSE
has_seating_outdoors	BOOL	TRUE
has_seating_outdoors	BOOL	FALSE
suitable_for_watching_sports	BOOL	TRUE
suitable_for_watching_sports	BOOL	FALSE
serves_beer_craft	BOOL	TRUE
serves_beer_craft	BOOL	FALSE
has_bar_onsite	BOOL	TRUE
has_bar_onsite	BOOL	FALSE
has_fireplace	BOOL	TRUE
has_fireplace	BOOL	FALSE
serves_coffee	BOOL	TRUE

attributeId	attributeType	option
serves_coffee	BOOL	FALSE
serves_spicy	BOOL	TRUE
serves_spicy	BOOL	FALSE
serves_dessert	BOOL	TRUE
serves_dessert	BOOL	FALSE
serves_wine	BOOL	TRUE
serves_wine	BOOL	FALSE
serves_alcohol	BOOL	TRUE
serves_alcohol	BOOL	FALSE
serves_liquor	BOOL	TRUE
serves_liquor	BOOL	FALSE
food_categories_certified_kosher	REPEATED_ENUM	kosher_dairy
food_categories_certified_kosher	REPEATED_ENUM	kosher_meat
food_categories_certified_kosher	REPEATED_ENUM	kosher_pareve
has_order_ahead	BOOL	TRUE
has_order_ahead	BOOL	FALSE
acceptable_to_order_just_alcohol	BOOL	TRUE
acceptable_to_order_just_alcohol	BOOL	FALSE
has_table_service	BOOL	TRUE
has_table_service	BOOL	FALSE
serves_late_night_food	BOOL	TRUE
serves_late_night_food	BOOL	FALSE
popular_with_lgbt	BOOL	TRUE
popular_with_lgbt	BOOL	FALSE
serves_sake	BOOL	TRUE

attributeId	attributeType	option
serves_sake	BOOL	FALSE
welcomes_dogs	BOOL	TRUE
welcomes_dogs	BOOL	FALSE
has_dancing	BOOL	TRUE
has_dancing	BOOL	FALSE
has_bar_games	BOOL	TRUE
has_bar_games	BOOL	FALSE
has_karaoke_nights	BOOL	TRUE
has_karaoke_nights	BOOL	FALSE
requires_adults_only	BOOL	TRUE
requires_adults_only	BOOL	FALSE
allows_outside_food	BOOL	TRUE
allows_outside_food	BOOL	FALSE
has_trivia_night	BOOL	TRUE
has_trivia_night	BOOL	FALSE
has_area_play	BOOL	TRUE
has_area_play	BOOL	FALSE
has_drive_through	BOOL	TRUE
has_drive_through	BOOL	FALSE
sells_organic_products	BOOL	TRUE
sells_organic_products	BOOL	FALSE
food_kosher	ENUM	some_kosher_food
food_kosher	ENUM	strictly_kosher_food
has_help_desk	BOOL	TRUE
has_help_desk	BOOL	FALSE

attributeId	attributeType	option
sells_food_bulk	BOOL	TRUE
sells_food_bulk	BOOL	FALSE
has_restroom_public	BOOL	TRUE
has_restroom_public	BOOL	FALSE
sells_food_prepared	BOOL	TRUE
sells_food_prepared	BOOL	FALSE
treats_patients_adults	BOOL	TRUE
treats_patients_adults	BOOL	FALSE
treats_patients_children	BOOL	TRUE
treats_patients_children	BOOL	FALSE
has_bicycles_for_rent	BOOL	TRUE
has_bicycles_for_rent	BOOL	FALSE
has_mechanic	BOOL	TRUE
has_mechanic	BOOL	FALSE
sells_gas_ethanol_free	BOOL	TRUE
sells_gas_ethanol_free	BOOL	FALSE
has_car_wash	BOOL	TRUE
has_car_wash	BOOL	FALSE
sells_gas_diesel	BOOL	TRUE
sells_gas_diesel	BOOL	FALSE
has_oil_change	BOOL	TRUE
has_oil_change	BOOL	FALSE
has_full_service_gas	BOOL	TRUE
has_full_service_gas	BOOL	FALSE
has_newspapers	BOOL	TRUE

attributeId	attributeType	option
has_newspapers	BOOL	FALSE
has_currency_exchange	BOOL	TRUE
has_currency_exchange	BOOL	FALSE
has_safe_in_room	BOOL	TRUE
has_safe_in_room	BOOL	FALSE
welcomes_pets	BOOL	TRUE
welcomes_pets	BOOL	FALSE
has_game_room	BOOL	TRUE
has_game_room	BOOL	FALSE
has_air_conditioning	BOOL	TRUE
has_air_conditioning	BOOL	FALSE
is_smoke_free_property	BOOL	TRUE
is_smoke_free_property	BOOL	FALSE
has_laundry_service	BOOL	TRUE
has_laundry_service	BOOL	FALSE
has_nightclub	BOOL	TRUE
has_nightclub	BOOL	FALSE
has_meeting_rooms	BOOL	TRUE
has_meeting_rooms	BOOL	FALSE
has_jogging_track_indoors	BOOL	TRUE
has_jogging_track_indoors	BOOL	FALSE
has_onsite_convenience_store	BOOL	TRUE
has_onsite_convenience_store	BOOL	FALSE
parking_offerings	REPEATED_ENUM	free_parking
parking_offerings	REPEATED_ENUM	paid_parking

attributeId	attributeType	option
has_fitness_center	BOOL	TRUE
has_fitness_center	BOOL	FALSE
has_all_inclusive	BOOL	TRUE
has_all_inclusive	BOOL	FALSE
has_child_care	BOOL	TRUE
has_child_care	BOOL	FALSE
has_family_rooms	BOOL	TRUE
has_family_rooms	BOOL	FALSE
has_airport_shuttle	BOOL	TRUE
has_airport_shuttle	BOOL	FALSE
kitchen_in_room	ENUM	kitchens_in_all_rooms
kitchen_in_room	ENUM	kitchens_in_some_rooms
has_concierge	BOOL	TRUE
has_concierge	BOOL	FALSE
has_scuba_diving	BOOL	TRUE
has_scuba_diving	BOOL	FALSE
has_snorkeling	BOOL	TRUE
has_snorkeling	BOOL	FALSE
has_business_center	BOOL	TRUE
has_business_center	BOOL	FALSE
has_massage_service	BOOL	TRUE
has_massage_service	BOOL	FALSE
has_gift_shop	BOOL	TRUE
has_gift_shop	BOOL	FALSE
has_free_breakfast	BOOL	TRUE

attributeId	attributeType	option
has_free_breakfast	BOOL	FALSE
has_horseback_riding	BOOL	TRUE
has_horseback_riding	BOOL	FALSE
has_baggage_storage	BOOL	TRUE
has_baggage_storage	BOOL	FALSE
has_massage_service_in_rooms	BOOL	TRUE
has_massage_service_in_rooms	BOOL	FALSE
has_beach_private	BOOL	TRUE
has_beach_private	BOOL	FALSE
has_sauna	BOOL	TRUE
has_sauna	BOOL	FALSE
has_hot_tub	BOOL	TRUE
has_hot_tub	BOOL	FALSE
has_boats_for_rent	BOOL	TRUE
has_boats_for_rent	BOOL	FALSE
has_ironing_service	BOOL	TRUE
has_ironing_service	BOOL	FALSE
has_golf_course	BOOL	TRUE
has_golf_course	BOOL	FALSE
has_fax_photocopying	BOOL	TRUE
has_fax_photocopying	BOOL	FALSE
has_room_service	BOOL	TRUE
has_room_service	BOOL	FALSE
has_casino	BOOL	TRUE
has_casino	BOOL	FALSE

attributeId	attributeType	option
has_water_skiing	BOOL	TRUE
has_water_skiing	BOOL	FALSE
has_spa	BOOL	TRUE
has_spa	BOOL	FALSE
swimming_pool_offerings	REPEATED_ENUM	indoor_pool
swimming_pool_offerings	REPEATED_ENUM	outdoor_pool
has_car_rental	BOOL	TRUE
has_car_rental	BOOL	FALSE
has_beach_access	BOOL	TRUE
has_beach_access	BOOL	FALSE
has_cash_advance	BOOL	TRUE
has_cash_advance	BOOL	FALSE
sells_vehicles_certified_preowned	BOOL	TRUE
sells_vehicles_certified_preowned	BOOL	FALSE
sells_vehicles_new	BOOL	TRUE
sells_vehicles_new	BOOL	FALSE
requires_membership	BOOL	TRUE
requires_membership	BOOL	FALSE
has_classes_for_teens	BOOL	TRUE
has_classes_for_teens	BOOL	FALSE
has_classes_for_children	BOOL	TRUE
has_classes_for_children	BOOL	FALSE
has_classes_for_adults	BOOL	TRUE
has_classes_for_adults	BOOL	FALSE
has_recreational_classes	BOOL	TRUE

attributeId	attributeType	option
has_recreational_classes	BOOL	FALSE
has_classes_for_beginners	BOOL	TRUE
has_classes_for_beginners	BOOL	FALSE
buys_goods_used	BOOL	TRUE
buys_goods_used	BOOL	FALSE
has_teeth_whitening	BOOL	TRUE
has_teeth_whitening	BOOL	FALSE
has_appraisals_for_items	BOOL	TRUE
has_appraisals_for_items	BOOL	FALSE
has_service_fabric_dyeing	BOOL	TRUE
has_service_fabric_dyeing	BOOL	FALSE
has_check_cashing	BOOL	TRUE
has_check_cashing	BOOL	FALSE
has_onsite_grilling_area	BOOL	TRUE
has_onsite_grilling_area	BOOL	FALSE
has_wheelchair_beach_for_loan	BOOL	TRUE
has_wheelchair_beach_for_loan	BOOL	FALSE
offers_gait_analysis_testing	BOOL	TRUE
offers_gait_analysis_testing	BOOL	FALSE
has_rv_hookup	BOOL	TRUE
has_rv_hookup	BOOL	FALSE
has_experience_with_hair_thin_curly	BOOL	TRUE
has_experience_with_hair_thin_curly	BOOL	FALSE
has_haircuts_for_children	BOOL	TRUE
has_haircuts_for_children	BOOL	FALSE

attributeId	attributeType	option
has_experience_with_hair_thick_curly	BOOL	TRUE
has_experience_with_hair_thick_curly	BOOL	FALSE
has_blowouts	BOOL	TRUE
has_blowouts	BOOL	FALSE
has_hair_coloring	BOOL	TRUE
has_hair_coloring	BOOL	FALSE
has_hair_perms	BOOL	TRUE
has_hair_perms	BOOL	FALSE
has_experience_with_hair_thin_straight	BOOL	TRUE
has_experience_with_hair_thin_straight	BOOL	FALSE
has_experience_with_hair_thick_straight	BOOL	TRUE
has_experience_with_hair_thick_straight	BOOL	FALSE
has_shave	BOOL	TRUE
has_shave	BOOL	FALSE
parent_storeid_of_department	STRING	e.g. Store1
url_instagram	URL	url
url_image_storefront	URL	url
url_image_logo	URL	url
price_for_two	INTEGER	e.g. 25
url_menu_image	URL	url
url_image_food	URL	url
url_videos_food	URL	url
url_videos_ambience	URL	url
url_image_room	URL	url
url_image_interior	URL	url

attributeId	attributeType	option
url_image_exterior	URL	url
hotel_checkin_checkout	FORMATTED_STRING	e.g. 02:00PM;11:00AM
hotel_class	ENUM	1STAR
hotel_class	ENUM	2STAR
hotel_class	ENUM	3STAR
hotel_class	ENUM	4STAR
hotel_class	ENUM	5STAR
closed_type	ENUM	permanently_closed
closed_type	ENUM	temporarily_closed
closed_until_date	Date_STRING	yyyy-MM-dd
closed_from_date	Date_STRING	yyyy-MM-dd
has_drive_through	BOOL	TRUE
has_drive_through	BOOL	FALSE
serves_dine_in	BOOL	TRUE
serves_dine_in	BOOL	FALSE

c) Document version history

Version	UpdatedBy	Date	Comments
1.00		11/29/2018	
2.00	Surendra Verma	5/7/2020	
2.01	Yuqin Wu	7/20/2020	IsPerson, Service rich attributes, Relationships
2.02	Anmol Bhatia	11/23/2021	Update for List of Allowed countries
2.03	Anmol Bhatia	7/19/2022	Special announcement (Page 55)
2.04	Anmol Bhatia	1/3/2023	Secondary hours (Page 55)
2.05	Anmol Bhatia	3/17/2023	New Root endpoints (Page 4), State and zip code updates (Page 55)
2.06	Anmol Bhatia	9/21/2023	Analytics filtering (Page 47), Service Areas (Page 8)
2.07	Donghe Xu	1/22/2024	Update Response Http Status Code (Page 5), Relationships (Page 10)