Bing places for business

Bing Places for Business API documentation

Contents

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 environment: https://bptestwebsite.cloudapp.net/trustedPartnerApi/v1

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

Pre requisites

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.

Errors

Status code	Description
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
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.
404	URL not found
500	Internal error on server side.

3) Business Information

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

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
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
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	
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	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	This field is intended for Professionals & Services businesses in United States (US) and United Kingdom (UK) only. Specify areas (region, town or city) in which you deliver goods and services to your customers at their location.
IsClosed	Boolean	Whether the business is permanently closed now. Default value is false. Allowed values "false", "true".

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

Example of chain information object

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

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://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/CreateBusinesses
- Production environment:
  https://www.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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/UpdateBusinesses
- Production environment:
  https://www.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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/GetBusinesses
- Production environment :
  https://www.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:
  - o CriteriaType - This can have 3 values:
    - GetInBatches 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.
  - o StoreIds - This property is used when CriteriaType is "SearchByStoreIds". It contains storeIds of businesses to be fetched.
  - o 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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/GetBusinessStatusInfo
- Production environment :
  https://www.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
  o GetInBatches fetches status of all businesses page wise according to the page size and page number set in request.
  o 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:
  o 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.
  o QualityIssueFound - If any quality issues are found in business data the business status is QualityIssueFound.
  o PublishInProgress - After the quality checks are done on a business, it is sent for publish to Bing. In this state the BusinessStatus is PublishInProgress.

- o   Published - This is the status when the business is published on Bing.
- o   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:
  - o   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.
  - o   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.
  - o   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.
  - o   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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/GetAnalytics
- Production environment:
  https://www.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:
  o   GetInBatches fetches analytics of all businesses page wise according to the page size and page number set in request.
  o   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://bptestwebsite.cloudapp.net/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://bptestwebsite.cloudapp.net/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:

```json
{
  "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) 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://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/DeleteBusinesses
- Production environment :
  https://www.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://bptestwebsite.cloudapp.net/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
}
```

g) 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://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/CreateBulkChain
- Production environment:
  https://www.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://bptestwebsite.cloudapp.net/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"
 },
 "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."]
        }
}
```

h) Update bulk chain Info

UpdateBulkChainInfo API is used to update the chain information.

Relative URL: / UpdateBulkChainInfo

Absolute URL:

- Sandbox environment:
  https://bptestwebsite.cloudapp.net/trustedPartnerApi/v1/UpdateBulkChainInfo
- Production environment:
  https://www.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://bptestwebsite.cloudapp.net/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"
 },
 "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 has to be delivered?
Ans. There is no need to give country code for phone number. Bing automatically adds Country code w.r.t. 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) If I request to fetch status of business in sand box environment, What values should I expect to get?

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) Appendix

a) Allowed countries

Id	Name
AT	Austria
AU	Australia
BR	Brazil
CA	Canada
CH	Switzerland
CN	China
DE	Germany
ES	Spain
GB	United Kingdom
HK	Hong Kong
IN	India
IT	Italy
MX	Mexico
TW	Taiwan
US	United States

b) Allowed states in different countries

The list of allowed states in different countries is available here.

c) Allowed categories

The list of allowed categories is available here.