

Import Module

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1. Transmission method

REST/HTTP-Upload

This is an http file upload. It's easy and effective but without the transmission support provided by the soap framework.

You can either upload a plain xmlfile or a zipfile. If uploading images you need to use a zipfile. The response is a xmlstring according to the IAD-response dtd.

The URL for the file upload is <https://import.finn.no/finn/import/fileimport>
(test site)

<https://www.finn.no/finn/import/fileimport> (production)

We have a downloadables html files for the http upload.

Each vertical (Realestate/Jobs/Mobility/Recommerce) has started to create their own solutions, so this endpoint is only for realestate. And only for a short while more (as of August 2026). Look for new documentation for each vertical in the helppages. They will have info about the correct endpoints and also new types of integrations

2 DTDs

All DTDs are available from www.iad.no/dtd/. In most cases each ad type has its own DTD. In addition there is a set of common DTDs used to manage an ads lifecycle or add more info.

IADIF-head

This defines the start of any xmlfile provided to the iad-system.

IADIF-objecthead

This dtd is included in another dtd and is defining common elements of the advert

IADIF-objecthead-product

Similar to IADIF-objecthead but also including choice of different products

IADIF-mmo

This dtd defines how to upload images and other graphic elements to the system.

IADIF-salesinfo

Defines how to create the xmlfile for marking an advert sold or disposed

IADIF-stop

Describes how to stop or remove an advert. The advert will immediately become offline

2.1 General

An advert in the system is defined by the unique combination of the elements <PARTNER> and <ORDERNO>. If an advert with this combination already exists an update will be preformed. This combination is also used to add extra info, i.e. images, to the advert.

The normal sequence is to first send an xml containing all textual info about the advert. The next step is to provide all images by using the mmo-dtd. Then the textual info is being resent as many times as needed for updating of the advert.

The advert is removed by sending a stop or sold file.

3 Validation

File structure

The file will be validated with a standard xml parser. All files upload must be valid to one of the supported DTDs. Any file not being well formed will be aborted. Any tag not defined in the DTD will not be read

Partner

Before uploading a file, the advertiser must be registered within the FINN system. When registered, the advertiser will receive an ID that must be put within the <PARTNER> - tag. Any file containing an unrecognized partnerid will not be processed.

Provider

The transfer system / company must also be identified.

This is done by providing a providerID in the <PROVIDER> tag.

You can choose your own providerID as long as it does not exist as an ID in the FINN system already and you make sure you have told us what your providerID is so we can register it in our system.

Advert

All adverts will be validated against the contracts of the partner. Any advert not fitting the contracts will not be published

Severity levels

- Fatal, a fatal error could either be a temporary system error or a mistyped xml. The consequence is that the advert will not be stored in the database.
- Error, an error may occur when the advert does not match the contract, or the advert content is poor. This severity level will result in the advert not being published
- Warning, may occur when mandatory elements are missing.
- Info, typical where the system is doing element checking and this fails.

4. Response

XML

Any upload will result in a xmlfile according to the DTD IADIF-objectresponse.dtd
This file will be returned when doing a http transport.

Ad statistics

In the respons xml file, there will be an URL to a statistics page for each advert.

The URL may look something like this :

<http://www.finn.no/adstats.html?finnkode=xxxxxxxxx&s=ae192a02834fbf06e581e2d5a64f84840743960e518c9b7d8bee47a1100ae15c>

Email

Email addresses either specified in the xmlfile or within the admin module, will receive a short message when a file is uploaded