



CHEETAH DIGITAL

# Content Submit API

## Cheetah Experiences

March 28, 2019 (Version 3.6)



## Overview

The Cheetah Experiences Content Submit API allows users to inject single content items into a particular collection. Content can then be stored, managed, moderated and displayed within the Cheetah Experiences Platform. Content submitted via the Content Submit API will be treated as UGC content.

## Environment & Access

Each Cheetah Experiences account resides in a particular region. Use the following table below to determine the base endpoint URL to use based on your region. Contact your account manager or [support@wayin.com](mailto:support@wayin.com) if you do not know which region your Cheetah Experiences account resides in.

Region	Endpoint URL
<b>US Production</b>	<a href="https://us-xapi.wayin.com">https://us-xapi.wayin.com</a>
EU Production	<a href="https://eu-xapi.wayin.com">https://eu-xapi.wayin.com</a>



## API versions

The Cheetah Experiences REST API is version controlled. Versioning ensures that REST API changes are backward compatible. By specifying a version in a REST request, you can get expected responses regardless of future changes to the API. The version number of the REST API appears in the endpoint URL. For example: `/xapi/content/3/filter`.

## Rate limits

The API provided permits up to 60 requests per minute. More aggressive use of the API may be rate-limited.

## Authentication & Security

Authentication is based on a secret token which must be supplied for all API requests. A public API key is available for client-side public requests that can be used in the browser, and a private API key is available for all protected requests. API keys are tied to a specific Cheetah Experiences platform account, if you have multiple accounts for brand or market purposes you will need a key per account.

Please obtain your account region and API key from [support@wayin.com](mailto:support@wayin.com) or your account manager.

<b>API key type</b>	Private key required <i>This key is specific to your Cheetah Experiences platform account and can be requested through <a href="mailto:support@wayin.com">support@wayin.com</a> with authorisation from your account Admin.</i>
<b>Usage</b>	Server-side only <i>The private API key is not intended for client side use in the browser and must be kept secured.</i>
<b>Protocol</b>	HTTPS only



# Content Submit

Allows users to inject single social content items into a particular collection. Content submitted will be treated as content of type UGC, and will appear in the specified collection for users to moderate.

## Endpoint

POST /xapi/ingest/3/submit

## Parameters

Parameter	Details
<b>apikey</b> String (required)	Private token required for authorisation. The token is specific to a single Cheetah Experiences account.
<b>format</b> String	The format of the response. Permitted values are: <ul style="list-style-type: none"> <li>• json (default)</li> </ul>
<b>collectionId</b> String (required)	All content in the Cheetah Experiences Platform lives within a Content Collection. Specify the collectionId for which you would like to retrieve content.
<b>tag</b> String	Specify one or more tags for the content item.
<b>displayStrategy</b> String	This is a way to filter content by its display settings which dictate the prominence of the content. Content managers may specify that a content item should be featured, or made into a spotlight item based on its value. Permitted values are: <ul style="list-style-type: none"> <li>• display.strategy.show (default)</li> <li>• display.strategy.feature</li> <li>• display.strategy.spotlight</li> </ul>
<b>createDate</b> Date	Specify the creation date of the content item. (yyyy-MM-dd HH:mm:ss)



<b>userUpload</b> File - Multipart	Image used to populate media on the content item. If specified, userUpload takes precedence over videoid and link.
<b>link</b> String	Specify the link target of the content item. If the link points to an image or video and neither userUpload nor videoid are specified, link will be used to populate the main asset on the content item.
<b>text</b> String	Specify the text of the content item.
<b>caption</b> String	Specify the caption of the particular content item that you are submitting.
<b>videoid</b> String	YouTube URL used to populate media on the content item. If specified, userUpload takes precedence over videoid.
<b>sourceName</b> String	Specify the author or source of the content item.
<b>headline</b> String	Specify the headline of the content item.
<b>status</b> String	Specify the status of the content item at the time it is submitted. Permitted values are: <ul style="list-style-type: none"><li>• status.content.needsmoderation</li><li>• Status.content.published</li></ul>
<b>locale</b> String	Specify the locale for the content item, for example en_US or es_ES.
<b>customData</b> String	Specify a stringified JSON object with additional information.
<b>filter1</b> String	Custom string used for filtering
<b>filter2</b> String	Custom string used for filtering
<b>filter3</b> String	Custom string used for filtering



## Responses

Parameter	Details
<b>200</b> HTTP code	Request has succeeded
<b>500</b> HTTP code	An error has occurred