



CHEETAH DIGITAL

Content Display API

Cheetah Experiences

March 28, 2019 (Version 3.6)



Overview

The Cheetah Experiences Content Display API provides a mechanism to query and filter content (social or UGC) from any collection in a given account. You can retrieve this content as either XML or JSON and use it to create custom displays in your app, website, kiosk, screen or stadium.

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 if you do not know which region your Cheetah Experiences account resides in.

Region	Endpoint URL
US Production	https://us-xapi.wayin.com
EU Production	https://eu-xapi.wayin.com



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 or your account manager.

API key type	Public key required <i>This key is specific to your Cheetah Experiences platform account and can be requested through support@wayin.com with authorisation from your account Admin.</i>
Usage	Server-side or client-side <i>The public API key may be used server-side or for client side use in the browser and may therefore be public.</i>
Protocol	HTTPS only



Content Display

The Cheetah Experiences Content Display API provides a mechanism to query and filter content from any collection in a given account. You can retrieve this content as either XML or JSON and use it to create custom displays in your app, website or custom out of home screens

Endpoint

GET /xapi/content/3/filter

Parameters

Parameter	Details
apikey String (required)	Public token required for identification. The token is specific to a single Cheetah Experiences account.
format String	The format of the response. Permitted values are: <ul style="list-style-type: none">• json (default)• xml
collectionId 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.
tag String	Filter content by one or more tags.
displayStrategy 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">• display.strategy.show• display.strategy.feature• display.strategy.spotlight



service String	Allows you to filter by the source. Permitted values are: <ul style="list-style-type: none"> external.service.twitter external.service.ugc (entries published as UGC) external.service.blog (RSS feed type) external.service.facebook external.service.instagram external.service.pinterest external.service.flickr external.service.youtube external.service.vk (if available) external.service.bazaarvoice (if available) external.service.lithium (if available) external.service.linkedin (if available)
extld String	This is the ID of the social post that is sent to us from Twitter, Instagram, Facebook, etc..
sourceld String	This is the social posts author ID which is sent to us from Twitter, Instagram, Facebook, etc.
start Date	The creation date from which data will be returned. Must be used in conjunction with the end parameter. (yyyy-MM-dd HH:mm:ss)
end Date	The creation date until which data will be returned. Must be used in conjunction with the start parameter. (yyyy-MM-dd HH:mm:ss)
days Number	Indicates the number of days from today to the past from which the results will be returned. This is an alternative to start/end parameters (which have precedence). Defaults to 500 if no days or start/end parameters are specified.

Paging

Parameter	Details
max Number	Maximum amount of items to return. A maximum up to 250 can be supplied in one request. This value defaults to 10 if not supplied.
offset Number	Specify the index of the first element to be returned. Use in conjunction with the max parameter to paginate through results.



Sorting

Parameter	Details
sort String	Sort the values by the date they were created or the date they were published. Permitted values are: <ul style="list-style-type: none">• publishDate (default)• dateCreated
order String	Sort the values in ascending or descending order. Permitted values are: <ul style="list-style-type: none">• asc• desc (default)

Example

<https://eu-xapi.wayin.com/xapi/content/3/filter?apikey={token}&max=100&collectionId={collectionId}>