



CHEETAH DIGITAL

Metrics API

Cheetah Experiences

March 28, 2019 (Version 3.6)



Overview

The Cheetah Experiences Metrics API provides a mechanism to query data feeds from any collection in a given account. Metrics for a data feed can be requested either as an aggregate count or as a bucketed time series dataset. 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



Metrics Count

This set of parameters is ideal for showing a single live counter based on a hashtag from Twitter or Instagram.

Endpoint

GET /xapi/metric/3/count

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)
id String (required)	Each data feed has a metricId associated with it. Multiple metric ID values can be provided in a comma delimited list.
percentage String	Specifies if the response should include the percentage every counter represents over the sum of all counters requested. Values are: <ul style="list-style-type: none">• true• false (default)

Example

<https://eu-xapi.wayin.com/xapi/metric/3/count?apikey={token}&id=campaign:9010:23501::aFPrKdAYVJAA3kpw>

```
{
  "content": {
    "campaign:9010:23501::aFPrKdAYVJAA3kpw": [
      {
        "count": 15,
        "label": "label2",
        "itemId": "item2"
      }
    ]
  }
}
```



```
    },
    {
      "count": 27,
      "label": "label1",
      "itemId": "item1"
    },
    {
      "count": 42,
      "label": "metric1",
      "itemId": "_"
    }
  ]
},
"request": null,
"status": "ok",
"title": "metric",
"statusmsg": "Count metric",
"code": "metric.ts",
"exception": null,
"count": null,
"page": null,
"pageCount": null
}
```



Metrics Time Series

This set of parameters is ideal for creating a line graph which shows conversations on Twitter and/or Instagram across a specific time range.

Endpoint

GET /xapi/metric/3/timeseries

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"> • xml • json (default)
id String (required)	Each data feed has a metricid associated with it. Multiple metric ID values can be provided in a comma delimited list.
bucket String	<p>Bucket size (“granularity”) of the data to retrieve. Values are:</p> <ul style="list-style-type: none"> • minute • hour • day (default) <p>Default duration returned for each granularity is:</p> <ul style="list-style-type: none"> • minute: last 30 minutes • hour: last 24 hours • day: last 7 days <p>Data is discarded for each granularity as follows:</p> <ul style="list-style-type: none"> • minute: after 120 minutes • hour: never • day: never
start Date	The 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 data will be returned up to this date. Must be used in conjunction with the start parameter. (yyyy-MM-dd HH:mm:ss)



Example

<https://eu-xapi.wayin.com/xapi/metric/3/timeseries?apikey={token}&id=campaign:9010:23501::a6NyciokDe0saxmm&bucket=day>

```
{
  "content": {
    "campaign:9010::a6NyciokDe0saxmm": {
      "_": {
        "label": "metric1 1",
        "data": [
          {
            "time": "2017-09-08 00:00:00",
            "value": 12
          },
          {
            "time": "2017-09-09 00:00:00",
            "value": 0
          },
          {
            "time": "2017-09-10 00:00:00",
            "value": 0
          },
          {
            "time": "2017-09-11 00:00:00",
            "value": 0
          },
          {
            "time": "2017-09-12 00:00:00",
            "value": 0
          },
          {
            "time": "2017-09-13 00:00:00",
            "value": 0
          },
          {
            "time": "2017-09-14 00:00:00",
            "value": 9
          }
        ]
      }
    }
  }
}
```



```
        }
      ]
    }
  }
},
"request": null,
"status": "ok",
"title": "metric",
"statusmsg": "TS metric",
"code": "metric.ts",
"exception": null,
"count": null,
"page": null,
"pageCount": null
}
```