CHEETAH DIGITAL

Entry Submit API

Cheetah Experiences

July 11, 2019 (Version 3.6)

Overview

The Cheetah Experiences Entry Submit API allows users to enter into a particular experience. Any rules configured for campaign such as single, daily, unlimited entry will be respected. Please note that fraud and spam entry checks will operate against an IP address, and if you are submitting from a single server-side address your requests may be limited to no more than 5 per minute per IP address.

The API is intended to be used client side. If you are looking to support a server-side use case that is not subject to fraud and rate limiting, please contact your account manager or support@wayin.com. If you are looking to submit UGC directly to a content collection with participating in a campaign, please use the Content Submit API.

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. If you need to submit entries at a rate greater than this for a large campaign please contact your Cheetah Experiences account manager.

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

Entry Submit

Submit a single entry (Image or Video URL) to an experience. Upload of video files is not supported.

Endpoint

POST /xapi/interact/3/submit

- An encoding type of `multipart/form-data` is recommended as this will support file uploads.
- Alternatively `application/x-www-form-urlencoded` is also supported.
- Parameters may not be passed as query string attributes, this is not supported.

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: ● json (default)
extid String (required)	● Experience identifier ● The identifier can be set in the management console, on the experience itself by setting a unique string value in the External Ref field available in Experience Settings. This value must be unique for your account, and this will determine which Experience your entries are attached to.
firstname String (required)	First name of participant
lastname String (required)	Last name of participant

email String (required)	An email address of participant. This is used as the main mechanism to identify a participant.
source String	Label to identify source of submission. You may specify any value consistent of [a-z], [0-9] or [A-Z].
medium String	Used to identify the marketing or advertising strategy used. Must be from the following list: email, display, cpc, cpa, referral, sponsor, print, direct, content, post, share, invite, promotion
channel String	Used to identify the channel/location used. Must be from the following list: search, social, website, adnetwork, email, offline, mobile
ngxFeaturedComment String	Content text/caption. This is a string that can be submitted along with a link or upload (or standalone) as a caption.
ngxFeaturedLink String	Link (optional link to UGC asset). If the asset resides on YouTube or Vimeo a link can be provided.
ngxUserUpload String	UGC File to submit (image). This is an image asset post encoded to be submitted along with the request. The image should be less than <5MB in size. It will automatically be resized on the server to a thumbnail and feature image size.
locale String	Specify the locale for the content item, for example en_US or es_ES.
filter1 String	Custom string used for filtering in UGC contests. Use this only if you are adding entries to a Contest and you plan to allow consumers to filter entries by this value.
filter2 String	Custom string used for filtering in UGC contests. Use this only if you are adding entries to a Contest and you plan to allow consumers to filter entries by this value.
filter3 String	Custom string used for filtering in UGC contests. Use this only if you are adding entries to a Contest and you plan to allow consumers to filter entries by this value.
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: ● json (default)

extid String (required)	Experience identifier ● The identifier can be set in the management console, on the experience itself by setting a unique string value in the External Ref field available in Experience Settings. This value must be unique for your account, and this will determine which Experience your entries are attached to.
firstname String (required)	First name of participant

Responses

Parameter	Details
200 HTTP code	Request has succeeded
500 HTTP code	An error has occurred

JSON Response Format

```
{
   "status":"ok",
   "response":{
      "guid":"c78bddf6-e523-11e1-946f-9d5dfacc12f3",
      "uid":"10db2cee-c616-22e2-815f-8c4dcdaa21f6",
      "r":"10db2cee-c616-22e2-815f-8c4dcdaa21f6",
      "message":"Thanks for entering, invite your friends"
   }
}
```