CHEETAH DIGITAL

Insights API

Cheetah Experiences

March 28, 2019 (Version 3.6)

Overview

The Cheetah Experiences Insights API provides a mechanism to query reporting information for experiences in summary or interaction form, such as counts of views, entries or referrals.

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 15 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	Private 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 only *The private API key is not intended for client side use in the browser and must be kept secured.*
Protocol	HTTPS only

Summary Insights

Returns insights for a list of experiences or a specific experience. The response will return experiences with associated insights counts.

Endpoint

GET   /xapi/insights/3/campaign/summary

Parameters

Parameter	Details
apikey String (required)	Private token required for authorisation. The token is specific to a single Cheetah Experiences account.
format String	The format of the response. Permitted values are: ● csv ● json (default)
id Number	The id of a specific campaign. Excluding a campaign id will return all campaigns for the date period specified.
includeHeader String	Boolean. If true, a header with field description is included. Default: false
max Number	Number. Maximum amount of items to return. Defaults to 100 if not specified. Maximum is 1000.
start Date (required)	Date (yyyyy-MM-dd HH:mm:ss). The date from which data will be returned. Use in conjunction with the end parameter.
end Date (required)	Date (yyyyy-MM-dd HH:mm:ss). The data will be returned up to this date. Use in conjunction with the start parameter.
days Number	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 30 if no days or start/end parameters are specified)

Example

Show summary insights for all campaigns in the last 30 day:
https://eu-xapi.wayin.com/xapi/insights/3/campaign/summary?days=30&apikey={token}

Campaign Interaction Insights

Returns a time series of detailed interactions for a specific experience or a defined time period. The response will return events (shares, goals, referrals) in a time series shown by day such that the results can be graphed if required.

Endpoint

GET /xapi/insights/3/campaign/interactions

Parameters

Parameter	Details
apikey String (required)	Private token required for authorisation. The token is specific to a single Cheetah Experiences account.
format String	The format of the response. Permitted values are: ● csv ● json (default)
id Integer	The id of a specific campaign. Excluding a campaign id will return all campaigns for the date period specified.
action String	Specifies the social network to filter results by. Allowed values: goal, view, share, invite, referral, vote, interaction (all) Default: interaction
source String	Specifies the social network to filter results by. Allowed values: facebook, twitter, web
includeHeader String	Boolean. If true, a header with field description is included. Default: false
max String	Number. Maximum amount of items to return. Defaults to 100 if not specified. Maximum is 1000.
start Date	Date (yyyyy-MM-dd HH:mm:ss). The date from which data will be returned. Use in conjunction with the end parameter.
end Date	Date (yyyyy-MM-dd HH:mm:ss). The data will be returned up to this date. Use in conjunction with the start parameter.

days Number	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 30 if no days or start/end parameters are specified)

Example

Show interactions insights for all campaigns in the last 30 days:
https://eu-xapi.wayin.com/xapi/insights/3/campaign/interactions?days=30&apikey={token}