



CHEETAH DIGITAL

# Entry Data Webhook

## Cheetah Experiences

June 3, 2020 (Version 3.6)



## Overview

This option provides a mechanism to automatically send Campaign Entry data to a registered secure HTTP endpoint.

You can provide Cheetah Experiences with a secure url endpoint. The Realtime push mechanism can be configured to send data as:

- HTTP POST containing a JSON body (recommended and default)
- HTTP GET request with fields in the query string
- HTTP FORM POST

You may choose to have a fixed set of fields (common to all experiences) pushed to your endpoint, or a variable set of fields which includes all of the fields a user may configure on a data capture form. Sending all fields is the default unless otherwise specified.

## Environment & Access

Each Cheetah Experiences account resides in a particular region. Your webhook is registered in a particular region and will only be invoked by that environment. If you have multiple accounts in multiple regions you may register a unique endpoint for each webhook.

## Error handling

The entry push webhook will handle two classes of error.

**Non recoverable:** If your endpoint servers a non recoverable error such as an HTTP 500, 404, Cheetah Experiences will retry the request once (default) before recording this as an error.

**Recoverable:** If you endpoint is not contactable, times out, or replies with an HTTP 429, Cheetah Experiences will employ retries using exponential backoff. Cheetah Experiences will queue retries to your endpoint in intervals such as 2, 4, 8, 16, 32 seconds up to 8hrs until giving up and recording the attempt as errors.



# 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 request setup of your webhook from support@wayin.com or your account manager. Please specify the following information:*

<b>Authentication type</b>	The method Cheetah Experiences will use to authenticate to your endpoint.  <b>Apikey</b> Cheetah Experiences will pass a fixed secret value in a parameter named apikey  <b>Basic</b> Cheetah Experiences will pass a username and password in basic format  <b>Custom</b> Cheetah Experiences can be configured to pass a fixed secret value in a querystring parameter or form parameter name you specify
<b>Endpoint URL</b>	The URL that Cheetah Experiences will post requests to
<b>Protocol</b>	HTTPS only



# Entry Format

An HTTPS request will be made for each entry received by the platform to your registered endpoint. It is recommended to use the JSON body format, which will include a JSON document in the body of the POST request with a set of fixed top level attributes, a data section for variable fields, and a request section with information about the initial request from the consumer.

## Common Document Attributes

ATTRIBUTE	DETAILS
<b>entryId</b> guid	Unique identifier for a campaign entry.  Example: <code>aaa6146-7c8d-11e5-a94f-bc305bde3628</code>
<b>accountId</b> integer	Unique identifier for your ES account.  Example: <code>1000</code>
<b>accountName</b> string	Name of your ES platform account.  Example: <code>Acme Marketing Corp</code>
<b>campaignId</b> integer	Unique identifier for a campaign.  Example: <code>12345</code>
<b>campaignName</b> string	User specified name of the campaign. The system does not require this to be unique.  Example: <code>Photo Contest Dec 2015</code>
<b>externalRef</b> string	Unique reference per account for a campaign. A string with timestamp and sanitised name is set during campaign creation by default, however a user is able to modify to an internal specific value if required.  Example: <code>20151028192611_photo_contest</code>



<b>userId</b> guid	A unique identifier of GUID for a consumer. Where possible the system will detect and use the same GUID for a returning user, but this is not possible in all cases.  Example: 56f7f336685485b6d7e3ec3ab7972191
<b>sourceUserId</b> string	External user id for a consumer. If entering from a social network, will be the social network user id supplied. If entering via web, value is null. If entering using custom authentication, will be the supplied userid by the authentication system.  Example: 431018413
<b>firstname</b> string	First name of consumer. Optional.  Example: James
<b>lastname</b> string	Last name of consumer. Optional.  Example: Bond
<b>email</b> string	Email address of consumer. Optional.  Example: james@mi5.com
<b>dateEntered</b> date	Date and time consumer entered campaign.  Example: 2015-10-27 09:31:46
<b>dateCreated</b> date	Date consumer created the content associated with the campaign entry. This will be the same as dateEntered for standard form entry campaigns. For in-network campaigns comprising Tweets and/or Instagram posts, the tweet or post may be created some time before being imported for entry.  Example: 2015-09-01 11:15:21
<b>timeZone</b> string	The timezone specified in the ES account settings, which should be used to localise any dates and times.  Example: Europe/London



<b>source</b> string	An identifier used to signify where the user entered from, such as a particular website, or email send, or advert. This is an open value that can be set by campaign admins.  Example: <code>acmecom</code>
<b>medium</b> string	Tracking identifier, signifying the type of interaction mechanism that the user arrived from, such as direct, email, cpc, cpa, print etc. These can be encoded into urls or short urls.  Example: <code>direct</code>
<b>channel</b> string	Tracking identifier, signifying the type of interaction area or type that the user arrived from, such as website, search, social. These can be encoded into urls or short urls.  Example: <code>website</code>
<b>network</b> string	Identifies which network the user entered on, such as web, Facebook, Twitter etc  Example: <code>web</code>
<b>optin</b> boolean	Indicates whether the user has accepted any optin, of any type, on the form. ES allows a complex and large set of optins to be configured on a form, and this serves as a global value as a simple mechanism to know if at least one optin was checked.  Allowed values: <code>true   false</code>
<b>eventType</b> string	Indicates the type of entry, which could be a standard entry, or a claim, click or download.  Example: <code>entry</code>
<b>entryType</b> string	Indicates whether this is a first time entry or standard entry by a user, or whether this is an entry using the remember me functionality where a user has returned to a campaign and their details have been remembered, cloned and entered.  Allowed values: <code>standard   rememberme</code>



<b>mode</b> string	Indicates whether the entry has come from a campaign in staging mode or from a staging page vs a live page.  Allowed values: stage   live
<b>entitlements</b>	Includes info about the rewards granted to the user. Will be "" if empty, and a list of reward info if not (See examples below)

## Data Document Attributes

The data section is a variable section, and includes only the fields that a manager has specified on the data capture form. Therefore this section may contain 1-n attributes. In some cases, the data may repeat top level attributes such as name or email; this is intentional and allows a processor to simply iterate over each element in the data section with the knowledge that this is all fields in the form, while being able to access guaranteed fields in the top level of the JSON document.

The following table indicates a set of potential or common attributes used by users.

ATTRIBUTE	DETAILS
<b>firstname</b> string	First name of consumer. (Optional)  Example: James
<b>lastname</b> string	Last name of consumer. (Optional)  Example: Bond
<b>email</b> string	Email address of consumer. (Optional)  Example: <a href="mailto:james@mi5.com">james@mi5.com</a>
<b>sourceUserld</b> string	Identifier from social network (e.g. facebook, twitter, instagram, google) if entry mechanism is social sign in or in-network hashtag campaign.



	Example: 431018413
<b>sourceUserName</b> string	Social username (if entry mechanism is social sign in or in-network hashtag campaign.)  Example: kzcandczk
<b>sourceUserAvatar</b> string	Social avatar url (if entry mechanism is social sign in or in-network hashtag campaign.)  Example: <a href="https://scontent.cdninstagram.com/avatar.jpg">https://scontent.cdninstagram.com/avatar.jpg</a>
<b>sourceUserLink</b> string	Social profile public url (if entry mechanism is social sign in or in-network hashtag campaign.)  Example: <a href="https://instagram.com/jbondprofile/">https://instagram.com/jbondprofile/</a>
<b>ugcOriginLink</b> string	Url of social entry (if entry mechanism is in-network hashtag campaign.)  Example: <a href="https://instagram.com/p/90cgfrNiFc/">https://instagram.com/p/90cgfrNiFc/</a>
<b>ugcImage</b> string	Url of main image (if entry is via UGC upload or in-network hashtag campaign.)  Example: <a href="https://scontent.cdninstagram.com/xxx_xxx.jpg">https://scontent.cdninstagram.com/xxx_xxx.jpg</a>
<b>ugcThumbnail</b> string	Url of thumbnail image (if entry is via UGC upload or in-network hashtag campaign).  Example: <a href="https://scontent.cdninstagram.com/xxx_xxx.jpg">https://scontent.cdninstagram.com/xxx_xxx.jpg</a>
<b>ugcComment</b> string	Associated caption to a UGC entry (if entry is via UGC caption field or in-network hashtag campaign).  Example: I love this ice cream



<b>quizScore</b> string	Integer indicating the total score user achieved during entry. Can be present in quiz score type campaigns or other campaigns using quiz fields.  Example: 50
<b>quizCategory</b> string	Name of the final associated category a user was assigned in a category style quiz, users are assigned weighted scores based on their answers and assigned a final category based on the highest matching score.  Example: New York
<b>couponCode</b> string	A fixed or unique coupon code, used in rewards or coupon campaigns.  Example: 20-PERCENTOFF-DEC
<b>brandOptIn</b> boolean string	Indicates if a user has checked one or more brand opt-ins.  Example: true
<b>groupOptIn</b> boolean string	Indicates if a user has checked one or more group opt-ins.  Example: true
<b>thirdPartyOptIn</b> boolean string	Indicates if a user has checked one or more third party opt-ins.  Example: true
<b>termsAndConditions</b> boolean	Indicates if a user has checked a terms and conditions field.  Allowed values: true   false
<b>address_Zip</b> string	Zip code or Postal code, part of the compound Address form field.  Example: 90210
<b>address_Country</b> string	Country, part of the compound Address form field. This is optional in an address field.  Example: United States



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## Examples of common fields

ATTRIBUTE	DETAILS
<b>phone</b> string	Phone number.  Example: 5557081234
<b>date_of_birth</b> date	Date of birth, part of the compound DOB form field. The format will follow US or INTL settings based on the configuration of the form.  Example: 30/12/1970   12/30/1970
<b>address_Address1</b> string	First line of the address, part of the compound Address form field.  Example: 21 Jump Street
<b>address_Address1</b> string	Second line of the address, part of the compound Address form field.  Example: Apt 404
<b>address_City</b> string	City, part of the compound Address form field.  Example: Los Angeles
<b>address_State</b> string	State or Province, part of the compound Address form field.  Example: CA
<b>address_Zip</b> string	Zip code or Postal code, part of the compound Address form field.  Example: 90210
<b>address_Country</b> string	Country, part of the compound Address form field. This is optional in an address field.  Example: United States



Request section attributes

ATTRIBUTE	DETAILS
<b>ip</b> string	IP address of the entrant.  Example: 91.117.7.39
<b>userAgent</b> string	User Agent as reported by the browser.  Example: Mozilla/5.0 (Windows NT 6.1; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/45.0.2454.93 Safari/537.36 OPR/32.0.1948.69

## Example minimal JSON request

```
{
  "entryId": "2d2ee9a3-6431-11e5-80ef-14dae9e741c7",
  "accountId": 1000,
  "accountName": "Client Account Name",
  "campaignId": 2000,
  "campaignName": "Win a Trip to New York",
  "externalRef": "2015-01-01-11900111-win_trip_new_york",
  "userId": "c0c90c6265d4391d5fc911b53a1649f7",
  "sourceUserId": "422054461",
  "firstname": "James",
  "lastname": "Bond",
  "email": "jb@wayin.com",
  "dateCreated": "2018-01-01 10:00:00",
  "dateEntered": "2018-01-01 10:00:00",
  "timeZone": "Europe/London",
  "source": "web",
  "medium": "direct",
  "channel": "website",
  "network": "web",
  "optIn": true,
  "eventType": "entry",
}
```



```
"entryType": "standard",
"mode": "live",
"entitlements": "",
"data": {
  "firstname": "James",
  "lastname": "Bond",
  "email": "bond@engagesciences.com",
  "brandOptIn": true,
  "groupOptIn": false,
  "thirdPartyOptIn": false,
  "termsAndConditions": false,
  "variableformfield1": "value",
  "variableformfield2": "value",
  "variableformfield3": "value"
},
"request": {
  "ip": "103.192.12.1",
  "userAgent": "User-Agent:Mozilla/5.0 (Windows NT 6.0)
AppleWebKit/537.36 (KHTML, like Gecko) Chrome/35.0.1916.153
Safari/537.36"
}
}
```



## Example JSON request showing additional fields

```
{
  "entryId": "2d2ee9a3-6431-11e5-80ef-14dae9e741c7",
  "accountId": 1000,
  "accountName": "Client Account Name",
  "campaignId": 2000,
  "campaignName": "Win a Trip to New York",
  "externalRef": "2015-01-01-11900111-win_trip_new_york",
  "userId": "c0c90c6265d4391d5fc911b53a1649f7",
  "sourceUserId": "422054461",
  "firstname": "James",
  "lastname": "Bond",
  "email": "jv@engagesciences.com",
  "dateCreated": "2018-01-01 10:00:00",
  "dateEntered": "2018-01-01 10:00:00",
  "timeZone": "Europe/London",
  "source": "SUMMERPROMO",
  "medium": "direct",
  "channel": "website",
  "network": "web",
  "optIn": true,
  "eventType": "entry",
  "entryType": "standard",
  "mode": "live",
  "entitlements": [
    {
      "id": "3c17265b-fc78-4203-bc40-0899c3c46a52",
      "email": "manuel@wayin.com",
      "firstname": "Joe",
      "lastname": "Doe",
      "entryId": "d73f8f42-922b-4324-86bf-38843bec1e64",
      "tenantId": 9014,
      "uid": "wf76b0f3907ab9c1a4d6f52c0439da15a",
      "dateCreated": 1591195641908,
      "code": "62LXZ-447779",
      "reward": {
```



```
        "id": 12784,
        "heading": "Offer headline",
        "byline": "Offer byline",
        "type": "type.campaignpromotion.reward",
        "externalId": null
      }
    }
  ],
  "data":{
    "firstname":"James",
    "lastname":"Bond",
    "email":"bond@engagesciences.com",
    "sourceUserId":"422054461",
    "sourceUserName":"jbondprofile",
    "sourceUserAvatar":"https://scontent.cdninstagram.com/avatar",
    "sourceUserLink":"https://instagram.com/jbondprofile/",
    "ugcOriginLink":"https://instagram.com/p/90cgfrNiFc/",
    "ugcImage":"https://scontent.cdninstagram.com/xxx_xxx.jpg",
    "ugcThumbnail":"https://scontent.cdninstagram.com/xxx_xxx.jpg",
    "ugcComment":"comment",
    "quizScore":"10",
    "quizCategory":"category",
    "couponCode":"123123-EEERECD-22",
    "brandOptIn":true,
    "groupOptIn":false,
    "thirdPartyOptIn":false,
    "termsAndConditions":false,
    "variableformfield1":"value",
    "variableformfield2":"value",
    "variableformfield3":"value"
  },
  "request":{
    "ip":"103.192.12.1",
    "userAgent":"User-Agent:Mozilla/5.0 (Windows NT 6.0)
AppleWebKit/537.36 (KHTML, like Gecko) Chrome/35.0.1916.153
Safari/537.36"
  }
}
```