

CHEETAH DIGITAL

Export API

Cheetah Experiences

May 25, 2021 (Version 5.1)



Overview

The Cheetah Experiences Export REST API provides a mechanism for retrieving entry data from experiences. It allows you to export entries from a single experience or across all experiences at the same time. You may retrieve all entries as a one-off export or specify a time-window so that you can re-run the export on a regular basis (e.g. to support daily retrieval). Finally, you can choose to retrieve a high-level export including only common entry fields or a full export, with all custom or experience specific fields included.

Alternate options

Overall, Cheetah Experiences provides 4 options for accessing entry data:

1. Webhook (Recommended)

This method of integration is highly recommended, as it allows entries to be pushed to you immediately. You simply need to register your own HTTPS endpoint with Cheetah Experiences, and the platform will push entry data to your endpoint in real-time as users enter, in a JSON format.

2. Cloud Bucket

If your system requires batch files, the Cheetah Experiences platform can push an export to a cloud bucket in AWS or Google cloud. The export format is the same as the REST API, and can be pushed daily during the campaign or once when the campaign ends. Please note only secure cloud buckets are supported, scp/sftp/ftp are not supported for security reasons.

3. Manual Download

Users can simply navigate to the experience and download a CSV export from the user interface. Please note a user must have PII data exporter privileges due to privacy legislation. The download is provided as a protected zip file with a one time password.

4. REST API

This document describes the Cheetah Experiences REST API. You will need to obtain your Cheetah Experiences account region and private token from your account manager or global.support@cheetahdigital.com.

For more information about the alternative export options, please visit this <u>Knowledge</u> <u>Base article</u>.



1. WebHook

This method will send data to the HTTPS endpoint you select in a JSON format. There is a default format we will send the data in, if you'd like to customize the format for your specific needs, you can request this change through your Customer Success Manager or directly with the Studio Team.

Here's an example of the default format:

```
"entryId": "0f17b612-c30d-41fc-9a2c-38cfd2220eec",
"accountId": 9014,
"accountName": "testAccountService",
"campaignId": 23894,
"campaignName": "CustomerID Giveaway",
"externalRef": "20210119110833 customerid giveaway",
"userId": "x1ca89a9dc029c30a148cdc448ea4c7cb",
"sourceUserId": "",
"firstname": "Jane",
"lastname": "Doe",
"email": "",
"dateEntered": "2021-01-19 06:32:48",
"dateCreated": "2021-01-19 06:32:48",
"timeZone": "America/New York",
"source": "web",
"medium": "direct",
"channel": "website",
"network": "web",
"optIn": true,
"eventType": "registration",
"entryType": "standard",
"mode": "stage",
"entitlements": "",
"customerId": "jane2doe25555",
"data": {
  "firstname": "Jane",
  "lastname": "Doe",
  "email": "",
  "sourceUserId": "",
  "sourceUserName": "",
```



```
"sourceUserAvatar": "",
    "sourceUserLink": "",
    "ugcOriginLink": "",
    "ugcImage": "",
    "ugcThumbnail": "",
    "ugcComment": "",
    "quizScore": "",
    "quizCategory": "",
    "couponCode": "",
    "brandOptIn": false,
    "groupOptIn": false,
    "thirdPartyOptIn": false,
    "termsAndConditions": true,
    "activity": "",
    "apikey": "5a51edce-d070-4f95-a5d2-b75c7a62b567",
    "brand_opt_in": "",
    "campaignId": "23894",
    "cbh": "https://local.ngxdev.io:8443",
    "channel": "website",
    "channelId": "",
    "container guid": "f5ff2090-7df2-4b60-9df9-9414998a9c7c",
    "containerId": "",
    "content": "",
    "formId": "54620",
    "isXHR": "true",
    "medium": "direct",
    "ngx ext id": "jane2doe25555",
    "ngx_t_token": "nX3FrgZUyqtFHFKX6wZQWsURwwD53m/1TSgH1S691nk=",
    "ngxInvitedFriends": "",
    "Phone": "0987654322",
    "promotionId": "",
    "ptk": "bc632861a039ad44d4d3bb6baffbc6ee",
    "r": "",
    "source": "web",
    "stageMode": "true",
    "terms_and_conditions": "I accept the [Link:Terms and
Conditions].",
    "Twitter ": "@onetwtestJane2"
  },
  "request": {
    "ip": "127.0.0.1",
    "userAgent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10.15;
rv:84.0) Gecko/20100101 Firefox/84.0"
  },
```



```
"": "",
"custom": {
    "name": "CustomerID Giveaway"
}
```

Take into account that the fields inside the "data" section will vary based on the fields added to the form. Some fields may be empty or not have a value depending on the Experience type.

2. Cloud Bucket

Scheduled exports, also known as Cloud Bucket export option, are exports where the Cheetah Experiences platform pushes the data to a cloud bucket in AWS or Google cloud. The export format is the same as the REST API, and can be pushed daily during the campaign or once when the experience ends. The exports can be PGP encrypted, if you provide a PGP public key, and uploaded to either AWS S3 or Google Cloud Storage, other storage options are not supported for security reasons.

Export frequency you can select from:

- **Daily**: It will run each day adding all the entries for all the active experiences in the last whole day (adjusted to the account timezone) to a new file.
- Weekly: Each week, by default on Monday, it will add all the entries for the active experiences in the whole last week (adjusted to the account timezone) to a new file .
- **Monthly:** Each month, by default the 1st of each month, and add all the entries for the active experiences in the last whole month (adjusted to the account timezone) to a new file.

Please note, that in this context, active, means it was published in the given time period.

The files will be exported as csv (comma separated values) file, this means each value, separated by a comma, represents a column of data. It will have a first row with a header for each column name.



Here's an example of the result:

EntryID,AccountID,AccountName,CampaignID,CampaignName,Action,DateEnte
red,Timezone,UserID,Shares,Referrals,Referrer,BrandOptIn,GroupOptIn,T
hirdPartyOptIn,TermsAndConditions,Source,Medium,Channel,Network,Sourc
eUserID,SourceUserLink,UGCOriginLink,UGCImage,UGCThumbnail,UGCComment
,UGCVotes,Challenge,QuizResult,WinnerCategory,ExternalRef,CampaignPub
lishDate,CampaignExpiryDate,Email,Firstname,Lastname,Username,Custome
rID,Twitter_,Phone
0ca83dc4-34ad-4773-b656-cec914c27ecb,9014,testAccountService,23894,Cu
stomerID
Giveaway,entered,2021-01-19T09:46:11,America/New_York,x0b51f6ea9661e7
32abfff49d6fce3f98,0,0,,false,false,false,true,web,direct,website,web
,,,,,,0,,,,20210119110833_customerid_giveaway,,,JaneThree,DoeThree,
,janeDoeThree0987,@onetwtestJane3,0987654322

This is better seen if saved as file.csv and loaded with numbers or excel.

Versions

Currently we have version 4 and version 5 (default). The only difference is the presence in v5 of the column is CustomerID just after Username, which is not present in v4.

Please note that all the fields after CustomerID, are the form fields, and depending on the specific form fields used. Some of the form fields are processed as system fields, so they already have their own column, like "Firstname", "Lastname", "Email", optins, "Challenge", etc.

New columns

In some cases, new columns will need to be added to the export format. Usually those columns will be added just after the last one before the columns representing form fields. As you should already cope well with the last variable columns in the file, as the forms can have different fields, it should not be a problem to cope with a new column.

Usually, new columns or variations in the format will be done using a new version, so if you need to keep the old format, it will be possible to do so for a period of time.



3. Console Exports

Console Exports, also known as "Manual download", offer a manual option to generate an export directly from the Cheetah Experiences platform. It will export all the entries in the current Experience, in CSV (comma separated value) format.

The format is very similar to those in Scheduled or XAPI exports, but with some small differences:

- Some columns only appear on UGC experiences:
 - UGCOriginLink,UGCImage,UGCThumbnail,UGCComment,UGCVotes
- There is a column that only appears for quizzes:
 QuizResult
- There is a column that only is included if challenge field is present in the form:
 Challenge
- As there are no versions in this one, CustomerID will always be included

Please note that all the fields after CustomerID, are the form fields, and depending on the specific form fields used. Some of the form fields are processed as system fields, so they already have their own column, like "Firstname", "Lastname", "Email", optins, "Challenge", etc.

It is very easy to get an example export from the console. The file will be password protected, please remember to take a note of the generated password as it only will be generated once. If you are rewarding user's participation with Rewards, you will also be able to download Redemptions export which will include all the relevant fields only about entrants who have won a reward.

New columns

In some cases, we will add the columns or modify other details of Console Export file format. As this one is meant to be human readable and not processed by automatic means, we will not use a version strategy. If you need to continue to use a known format, please use one of the other export options, as those will be better suited for that scenario.



4. Export API (XAPI)

The Cheetah Experiences Export REST API provides a mechanism for retrieving entry data and redemptions data from Experiences. It allows you to export entries from a single experience or across all experiences at the same time, it will also allow you to only retrieve data about users who have won a reward.

You may retrieve all entries as a one-off export or specify a time-window so that you can re-run the export on a regular basis (e.g. to support daily retrieval). Finally, you can choose to retrieve a high-level export including only common entry fields or a full export, with all custom or experience specific fields included.

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 <u>global.support@cheetahdigital.com</u> 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/5/filter.

Rate limits



The API provided permits up to 1 request 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 global.support@cheetahdigital.com.

API key type	Private key required
	This key is specific to your Cheetah Experiences platform account and can be requested through <u>global.support@cheetahdigital.com</u> 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

Endpoint for retrieving entries

GET /xapi/export/5/campaign/entries where 5 is the API version.

Endpoint for retrieving redemptions

GET /xapi/export/5/campaign/redemptions where 5 is the API version.



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 (default) • xml
id Integer	Experience identifier. Include to request data for a single campaign, exclude to retrieve data across all campaigns. Attributes specific to an experience will be returned in the response if an id is supplied, otherwise only common attributes will be returned. Mandatory for Redemption endpoint.
includeHeader Boolean	If true, a header with field description is included. Only available when exporting data for a single campaign. <i>Accepted values are: 'true' and 'false' (default: false)</i>
max Integer	Maximum amount of items to return. A maximum number of 10000 rows per call can be supplied. This value defaults to 100 if not supplied. The paging parameter offset needs to be used if there are more than 10000 records.
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 date until which data will be returned. Must be used in conjunction with the start parameter. (yyyy-MM-dd HH:mm:ss)



days Integer	Indicates the number of days from today into the past during which results will be returned. This is an alternative to start/end parameters (which have precedence).
	Default is 500 if no days or start/end parameters are specified
offset Integer	This is used to get a "page" of data. It is the index of the first element to be returned and, in conjunction with the max parameter, can be used to return paginated results.
	<i>I.e: to do pages of 1000, you would request &offset=0&max=1000 in the first call, then offset=1000&max=1000 for the second, offset=2000&max=1000 for the third</i>
dateLocale	By default dateEntered field is returned in ISO 8601 format (i.e: 2020-06-25T08:30:53), by using this parameter, you can specify a locale to format the date accordingly.
	Let's see some examples: ISO 8601 default when no value is sent : 2020-04-07T08:45:41 ja_JP : 20/04/07 8:45:41 en_US : 4/7/20 8:45:41 AM en_GB : 07/04/20 08:45:41
	Remember that the date will be presented in the account timezone (timezone field is also in the export data).
dateStyle	If you use the dateLocale field as described above, you can also specify a style for the date and time portion of the <i>dateEntered</i> parameter.
	The available values are S,M,L,F,- for each, so valid values could be SS, SM, LS, and any other combination, where the first character is for the date and the second for the time.
	Each of them adds more info to the date, where S is the minimum and F is the full version, while - just removes date or time completely.
	Let's see some examples for 7/1/20 12:00 AM using locale en_US: SS : 7/1/20 12:00 AM MM : Jul 1, 2020 12:00:00 AM LL : July 1, 2020 12:00:00 AM UTC FF : Wednesday, July 1, 2020 12:00:00 AM UTC MF : Jul 1, 2020 12:00:00 AM UTC FS : Wednesday, July 1, 2020 12:00 AM



	 -S : 12:00 AM F- : Wednesday, July 1, 2020
version	It is in the url between export/ and /campaign. Current allowed versions are 4 and 5. Entries The only difference between v4 and v5 is the new field CustomerID, a column before Username and after the form fields. CustomerID is an alternative identifier for the user, instead of the email. Redemptions For redemption export, we only support v5.

Examples

Entry export example:

Call:

```
https://eu-xapi.wayin.com/xapi/export/5/campaign/entries?apikey={toke
n}&id={experienceid}&max=10000&&days=10&dateLocale=en_US&dateStyle=MM
```

Result in XML format:

```
<api>
<api><totalRecords>5</totalRecords>
<pageCount>5</pageCount>
<pageCount>5</pageCount>

<meta>
<field name="EntryID" store="System"/>
<field name="AccountID" store="System"/>
<field name="CampaignID" store="System"/>
<field name="CampaignName" store="System"/>
<field name="Action" store="System"/>
```



```
<field name="DateEntered" store="System"/>
      <field name="Timezone" store="System"/>
      <field name="UserID" store="System"/>
      <field name="Shares" store="System"/>
      <field name="Referrals" store="System"/>
      <field name="Referrer" store="System"/>
      <field name="BrandOptIn" store="System"/>
      <field name="GroupOptIn" store="System"/>
      <field name="ThirdPartyOptIn" store="System"/>
      <field name="TermsAndConditions" store="System"/>
      <field name="Source" store="System"/>
      <field name="Medium" store="System"/>
      <field name="Channel" store="System"/>
      <field name="Network" store="System"/>
      <field name="SourceUserID" store="System"/>
      <field name="SourceUserLink" store="System"/>
      <field name="UGCOriginLink" store="System"/>
      <field name="UGCImage" store="System"/>
      <field name="UGCThumbnail" store="System"/>
      <field name="UGCComment" store="System"/>
      <field name="UGCVotes" store="System"/>
      <field name="Challenge" store="System"/>
      <field name="QuizResult" store="System"/>
      <field name="WinnerCategory" store="System"/>
      <field name="ExternalRef" store="System"/>
      <field name="CampaignPublishDate" store="System"/>
      <field name="CampaignExpiryDate" store="System"/>
      <field name="Email" store="System"/>
      <field name="Firstname" store="System"/>
      <field name="Lastname" store="System"/>
      <field name="Username " store="System"/>
      <field name="CustomerID" store="System"/>
      <field name="Twitter " store="form"/>
      <field name="Phone" store="form"/>
</meta>
<data>
      <item>
            <EntryID>0ca83dc4-34ad-4773-b656-cec914c27ecb</EntryID>
            <AccountID>9014</AccountID>
            <AccountName>testAccountService</AccountName>
            <CampaignID>23894</CampaignID>
            <CampaignName>CustomerID Giveaway</CampaignName>
            <Action>entered</Action>
            <DateEntered>1/19/21 9:46:11 AM</DateEntered>
```



```
<Timezone>America/New York</Timezone>
                  <UserID>x0b51f6ea9661e732abfff49d6fce3f98</UserID>
                  <Shares>0</Shares>
                  <Referrals>0</Referrals>
                  <Referrer/>
                  <BrandOptIn>false</BrandOptIn>
                  <GroupOptIn>false</GroupOptIn>
                  <ThirdPartyOptIn>false</ThirdPartyOptIn>
                  <TermsAndConditions>true</TermsAndConditions>
                  <Source>web</Source>
                  <Medium>direct</Medium>
                  <Channel>website</Channel>
                  <Network>web</Network>
                  <SourceUserID/>
                  <SourceUserLink/>
                  <UGCOriginLink/>
                  <UGCImage/>
                  <UGCThumbnail/>
                  <UGCComment/>
                  <UGCVotes>0</UGCVotes>
                  <Challenge/>
                  <QuizResult/>
                  <WinnerCategory/>
                  <ExternalRef>20210119110833_customerid_giveaway</Externa
                  lRef>
                  <CampaignPublishDate/>
                  <CampaignExpiryDate/>
                  <Email>janedoe@email.com</Email>
                  <Firstname>Jane/Firstname>
                  <Lastname>Doe</Lastname>
                  <Username/>
                  <CustomerID/>
                  <Twitter_>@onetwtestJane3</Twitter_>
                  <Phone>0987654322</Phone>
            </item>
     </data>
</api>
```

Result in csv format:

EntryID,AccountID,AccountName,CampaignID,CampaignName,Action,DateEntered,



Timezone, UserID, Shares, Referrals, Referrer, BrandOptIn, GroupOptIn, ThirdPart yOptIn, TermsAndConditions, Source, Medium, Channel, Network, SourceUserID, Sour ceUserLink, UGCOriginLink, UGCImage, UGCThumbnail, UGCComment, UGCVotes, Challe nge, QuizResult, WinnerCategory, ExternalRef, CampaignPublishDate, CampaignExp iryDate, Email, Firstname, Lastname, "Username ", CustomerID, Twitter_, Phone 0ca83dc4-34ad-4773-b656-cec914c27ecb, 9014, testAccountService, 23894, Custom erID Giveaway, entered, 1/19/21 9:46:11 AM, America/New_York, x0b51f6ea9661e732abfff49d6fce3f98,0,0,, false, false, fa lse, true, web, direct, website, web, ,,,,,0,,,,20210119110833_customerid_give away,, janedoe@email.com,, Jane, Doe,, @onetwtestJane3,0987654322

This is more legible if saved as file.csv and previewed using Microsoft Excel or Numbers.

Redemption export example

Call:

```
https://eu-xapi.wayin.com/xapi/export/5/campaign/redemptions?apikey={
  token}&id={experienceid}&max=10000&&days=10&dateLocale=en_US&dateStyl
  e=MM&includeHeader=true
```

Remember that for redemption export, "id" (experience id) is mandatory.

Result in XML format:

```
<api>
  <totalRecords>3</totalRecords>
  <pageCount>1</pageCount>
  <currentpage>1</currentpage>
  <meta>
        <field name="AccountID" store="system" />
        <field name="AccountName" store="system" />
        <field name="CampaignID" store="system" />
        <field name="CampaignName" store="system" />
        <field name="RedemptionID" store="system" />
        <field name="UserID" store="system" />
        <field name="UserID" store="system" />
        <field name="Date" store="system" />
        <field name="Date" store="system" />
        <field name="UserID" store="system" />
        <field name="UserID" store="system" />
        <field name="UserID" store="system" />
        <field name="Date" store="system" />
        </field name="Date" stor
```



```
<field name="Code" store="system" />
  <field name="Lead" store="system" />
  <field name="ItemName" store="system" />
  <field name="ItemId" store="system" />
  <field name="Asset" store="system" />
  <field name="RewardExternalId" store="system" />
  <field name="TimeZone" store="system" />
 <field name="CustomerID" store="system" />
 <field name="phone" store="form" />
 <field name="date of birth" store="form" />
  <field name="country" store="form" />
</meta>
<data>
  <item>
    <AccountID>9014</AccountID>
    <AccountName>testAccountService</AccountName>
    <CampaignID>23912</CampaignID>
    <CampaignName>Coupon Code</CampaignName>
    <RedemptionID>1fe67369-2653-4bce-bf11-2eb9156babc7</RedemptionID>
    <UserID>x0e38b3b0bca455ead50690433d00318d</UserID>
    <Date>Apr 22, 2021 9:58:23 AM</Date>
    <Code>TEXT-M785-EMAF-3525</Code>
    <Lead>f4eb3bdb-aaca-4ae9-bb49-00896958071b</Lead>
    <ItemName>Coupon Code</ItemName>
    <ItemId>12862</ItemId>
    <Asset></Asset>
    <RewardExternalId></RewardExternalId>
    <TimeZone>America/New York</TimeZone>
    <CustomerID>joedoe3</CustomerID>
    <data name="phone">0321456987</data>
    <data name="date of birth">1983-03-23T00:00:00Z</data>
    <data name="country">ALB</data>
  </item>
  <item>
    <AccountID>9014</AccountID>
    <AccountName>testAccountService</AccountName>
    <CampaignID>23912</CampaignID>
    <CampaignName>Coupon Code</CampaignName>
    <RedemptionID>b8bb9376-508e-4b43-a9ef-ffc71b159ad1</RedemptionID>
    <UserID>x73e6386134284f3000cb4c47cc425302</UserID>
    <Date>Apr 22, 2021 9:57:47 AM</Date>
    <Code>TEXT-2JR4-AZNE-3887</Code>
    <Lead>b3fbfd86-12d6-4345-9e8f-8a50a0902074</Lead>
    <ItemName>Coupon Code</ItemName>
```



```
<ItemId>12862</ItemId>
     <Asset></Asset>
     <RewardExternalId></RewardExternalId>
     <TimeZone>America/New York</TimeZone>
     <CustomerID>joedoe2</CustomerID>
     <data name="phone">0321456987</data>
     <data name="date of birth">1982-02-22T00:00:00Z</data>
     <data name="country">ALA</data>
    </item>
    <item>
     <AccountID>9014</AccountID>
     <AccountName>testAccountService</AccountName>
     <CampaignID>23912</CampaignID>
     <CampaignName>Coupon Code</CampaignName>
     <RedemptionID>3cbb74d6-e5a7-45c1-a0d2-188eebb5f7a5</RedemptionID>
     <UserID>x3b37effc582ba2f6e713da0eed837d42</UserID>
     <Date>Apr 22, 2021 9:57:12 AM</Date>
     <Code>TEXT-888M-VHSF-6324</Code>
     <Lead>b4712057-3d55-415c-9036-0e0eb943ecf2</Lead>
     <ItemName>Coupon Code</ItemName>
     <ItemId>12862</ItemId>
     <Asset></Asset>
     <RewardExternalId></RewardExternalId>
     <TimeZone>America/New York</TimeZone>
     <CustomerID>joedoe</CustomerID>
     <data name="phone">0321456987</data>
     <data name="date of birth">1981-01-21T00:00:00Z</data>
     <data name="country">AFG</data>
    </item>
 </data>
</api>
```

Result in csv format*:

```
AccountID,AccountName,CampaignID,CampaignName,RedemptionID,UserID,Date,Co
de,Lead,ItemName,ItemId,Asset,RewardExternalId,TimeZone,CustomerID,phone,
date_of_birth,country
9014,testAccountService,23912,Coupon
Code,1fe67369-2653-4bce-bf11-2eb9156babc7,x0e38b3b0bca455ead50690433d0031
8d,"Apr 22, 2021 9:58:23
AM",TEXT-M785-EMAF-3525,f4eb3bdb-aaca-4ae9-bb49-00896958071b,Coupon
Code,12862,,,America/New_York,joedoe3,0321456987,1983-03-23T00:00:00Z,ALB
```



9014,testAccountService,23912,Coupon Code,b8bb9376-508e-4b43-a9ef-ffc71b159ad1,x73e6386134284f3000cb4c47cc4253 02,"Apr 22, 2021 9:57:47 AM",TEXT-2JR4-AZNE-3887,b3fbfd86-12d6-4345-9e8f-8a50a0902074,Coupon Code,12862,,,America/New_York,joedoe2,0321456987,1982-02-22T00:00:00Z,ALA

9014, testAccountService, 23912, Coupon

Code,3cbb74d6-e5a7-45c1-a0d2-188eebb5f7a5,x3b37effc582ba2f6e713da0eed837d 42,"Apr 22, 2021 9:57:12

AM",TEXT-888M-VHSF-6324,b4712057-3d55-415c-9036-0e0eb943ecf2,Coupon Code,12862,,,America/New_York,joedoe,0321456987,1981-01-21T00:00:00Z,AFG

*Best read if you copy into a file and open with excel or equivalent application.