



API Technical Guide: Campaign Links

Cheetah Messaging

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1 Introduction

Purpose

The purpose of this document is to provide an overview of the **CAMPAIGN LINKS** API endpoint within the Cheetah Messaging platform. This document discusses the intended use of the **CAMPAIGN LINKS** endpoint, and provides technical details for how to implement the endpoint.



Overview

The **CAMPAIGN LINKS** endpoint is used to manage the links contained with the message content of a Campaign. Through this endpoint, you can retrieve a list of the links within a Campaign, and you can modify the destination of a link, after the Campaign has deployed.

This endpoint requires authentication using OAuth 2.0, and supports JSON and XML messages.

The URLs for this endpoint are:

- **North America:** <https://api.eccmp.com/services2/api/CampaignLinks>
- **Europe:** <https://api.ccmp.eu/services2/api/CampaignLinks>
- **Japan:** <https://api.marketingsuite.jp/services2/api/CampaignLinks>

Methods

The **CAMPAIGN LINKS** endpoint supports the following HTTP methods:

- **GET:** Retrieve a list of links in a Campaign.
- **PUT:** Modify the destination of a link in a launched Campaign.



Authentication

Access to the **CAMPAIGN LINKS** endpoint requires that you first be authenticated within the platform. Within Messaging, authentication is handled by OAuth 2.0. To authenticate with OAuth 2.0, you must first obtain a "Consumer Key" and a "Consumer Secret." Both of these values are managed at the user level, and can be obtained from within the Messaging application.

Next, you'll use your Consumer Key and Consumer Secret to request a "token." A token is a text string that, when provided in a request message, will allow the user access to the requested service. Tokens are valid only for a certain period of time.

For more details on how to authenticate your API request, please see the *Messaging: API How-to Guide*.



2 Managing Links



Overview

This section describes how to use the **CAMPAIGN LINKS** endpoint to manage the links within a Campaign.

Retrieve Campaign Links

Using a GET method, you can retrieve all of the links in a Campaign by specifying the Campaign's Object Reference ID (or Running Campaign ID).

campId

This integer parameter is required.

The **campId** parameter represents the **Object Reference ID** of the desired Campaign. Optionally, if the Campaign has been launched, you can populate this parameter with the **Running Campaign ID** instead of the Object Reference ID.

When submitting a GET request to the **CAMPAIGN LINKS** endpoint, the request message must include the Object Reference ID (or Running Campaign ID) as a query type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/CampaignLinks?campId=38064
```

Update Link Destination

Using a PUT method, you can update the destination for a link within a launched Campaign, similar to using the "Edit Links URL" feature within the Messaging application. This feature should be used with caution, as changing links will immediately modify the



live link-tracking module data, and will begin to redirect recipients to the new URL when they click on the link in the message content. Please note that using this feature will not change the content of the Campaign; to change the content, you must use the Pick Up Changes feature instead.

The only link parameter you can modify with a PUT request to the **CAMPAIGN LINKS** endpoint is the destination URL; you can't change the link name or the tracking flag.

campId

This integer parameter is required.

The **campId** parameter represents the **Object Reference ID** (or the **Running Campaign ID**) of the desired Campaign.

When submitting a PUT request to the **CAMPAIGN LINKS** endpoint, the request message must include the Object Reference ID (or Running Campaign ID) as a query type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/CampaignLinks?campId=38064
```

link_id

This integer parameter is required.

The **link_id** parameter represents the **Link ID** for the link that you want to update.

For example:

```
"link_id": 50457
```

redirect_url

This string parameter is required.

The **redirect_url** parameter contains the new, fully-qualified URL destination for this link. All recipients who click on this link will now be redirected to this URL.

For example:

```
"redirect_url": "http://www.cheetahdigital.com/products"
```



3 Response

This section describes the possible response messages sent back from the **CAMPAIGN LINKS** endpoint.



Success

A successful response to a GET method will generate a response code of "200," followed by a list of all the links within the specified Campaign. The response message includes the following parameters for each link:

- **link_id:** The Link ID for this link

The Link ID value is generated when a Campaign is launched.

Note before, if you do a GET request on a Campaign that hasn't yet been launched, the Link ID parameter isn't included in the response message, because the value hasn't been generated yet. Conversely, if you do a GET request on a Campaign that has launched, the response will include the Link ID.

- **cust_id:** The client's Customer ID
- **link_name:** The link's "friendly name"
- **redirect_url:** The link's destination URL
- **tracking:** A flag indicating if tracking has been enabled for this link

A successful response to a PUT method to update the destination for a link will generate a response code of "200," followed by the new details of the updated link.



Errors

If Messaging encounters a problem with a **CAMPAIGN LINKS** request message, the platform will send an "error" message with details of the problem. Below is a list of error codes and their descriptions.

Response Code	Error message	Description
400	This campaign does not have content associated with it.	Unknown or invalid Campaign in campId parameter.
400	There was a problem saving the changed Link URLs.	Invalid link_id parameter.
400	The following is not a valid URL: <url>	Invalid redirect_url parameter; you must provide the fully qualified URL in this parameter.



4 Sample Messages

This section provides several sample request and response messages for the **CAMPAIGN LINKS** endpoint.

Request #1

In this sample message, the user is sending a GET request to retrieve a list of links in a Campaign.

```
https://api.eccmp.com/services2/api/CampaignLinks?campId=22901
```



Response #1

This sample message shows the response to the above request message. The response includes information about every link identified within the Campaign's message content.

```
[
  {
    "link_id": 51214,
    "cust_id": 394,
    "link_name": "Cheetah Digital home",
    "redirect_url": "http://www.cheetahdigital.com",
    "tracking": true
  },
  {
    "link_id": 51215,
    "cust_id": 394,
    "link_name": "Form: Forward to a Friend Web Form",
    "redirect_url": "http://ats.eccmp.com/ats/show.aspx?cr=394&fm=2975&tp={ (TrackingParams
)}",
    "tracking": true
  }
]
```



Request #2

In this sample message, the user is sending a PUT request to update the destination URL within a launched Campaign.

```
{
  "link_id": 51214,
  "redirect_url": "https://www.cheetahdigital.com/products"
}
```

Response #2

This sample message shows the response to the above request message. The response includes all of the details about the updated link.

```
{
  "link_id": 51214,
  "cust_id": 394,
  "link_name": "Cheetah Digital home",
  "redirect_url": "https://www.cheetahdigital.com/products",
  "tracking": true
}
```



5 Appendix A -- Identifiers

Messaging uses several different types of IDs when referencing assets, such as tables, fields, folders, Filters, and so forth. This appendix describes these different types of IDs, and provides steps on how to look up the value of an ID.



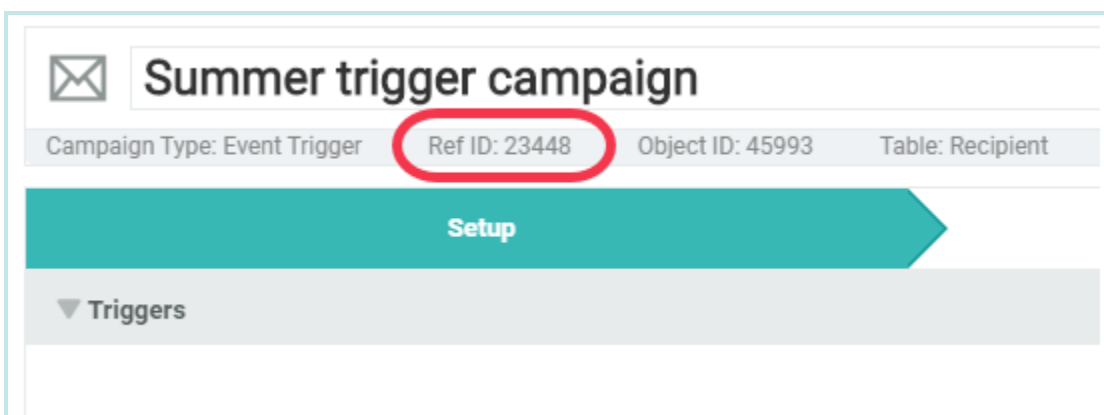
Object Reference ID

The Object Reference ID is a system-generated identifier for every item and asset in your account.

For Campaigns, the value for this identifier can be found within the Messaging application, or by using the **SEARCH** endpoint.

To look up the Object Reference ID within the application:

1. From the System Tray, navigate to *Campaigns > Management > Campaigns*.
2. Browse to and select the desired Campaign. The Campaign details screen is displayed.
3. The Object Reference ID is listed at the top of the screen.



Optionally, you can use the **SEARCH** endpoint, and search for the desired Campaign:

1. Submit a GET request to the **SEARCH** API endpoint. The simplest method is to use the version of the **SEARCH** endpoint that allow you to retrieve information based on



either the asset's name or its type. For example, to retrieve information about all of your Email Campaigns:

```
https://api.eccmp.com/services2/api/Object?type=CampaignEmail
```

2. The response message provides a list of all the Campaigns in your system that match the search criteria. Find the desired Campaign in the response message.
3. As part of the API response message, the system provides the Object Reference ID, which is referred to as the **ref_id**. For example:

```
{
  "obj_id": 68333,
  "display_name": "Campaign link testing",
  "type_id": "CampaignEmail",
  "ref_id": 39344,
  "parent_obj_id": 37249,
  "eligibility_status_id": "READY"
}
```

Running Campaign ID

The "Running Campaign ID" is a system-generated identifier for a Campaign, that gets created when the Campaign is launched. Please note that this ID is different from the Campaign's "Object Reference ID."

The Running Campaign ID can be found on the Campaign details screen within the Messaging application, or by using the **CAMPAIGN STAT** endpoint.

To look up the Running Campaign ID within the Messaging application:

1. From the System Tray, select *Campaigns > Management > Campaigns*.
2. Browse to and select the desired **launched** Campaign. The Campaign details screen is displayed.
3. The Running Campaign ID is listed at the top of the screen.



Holiday promo campaign

Campaign ID: 61475 Type: One-Time Ref ID: 45295 Object ID: 76135 Table: Recipient

[Setup](#)

Optionally, you can use the **CAMPAIGN_STAT** endpoint to retrieve the Running Campaign ID:

1. Submit a GET request to the **CAMPAIGN_STAT** API endpoint. This request must contain the Campaign's Object Reference ID. For example:

```
https://api.eccmp.com/services2/api/CampaignStat?campId=39344
```

2. Within the API response message, the Running Campaign ID value is provided in the **campId** parameter.

Sample Response:

```
{
  "campId": 39346,
  "mergeSetupTime": "2018-06-15T15:53:59.13",
  "dmsSetupTime": "2018-06-15T15:53:59.137",
  "rtsSetupTime": "2018-06-15T15:53:59.143",
  "inbSetupTime": "2018-06-15T15:53:59.243",
  "msgListCreationStatusId": 700,
  "msgListCreationStartTime": "2018-06-15T15:54:01.237",
  "msgListCreationFinishTime": "2018-06-15T16:07:58.323",
  "msgCreatedAmount": 3,
  "contCalculationStatusId": 700,
  "contCalculationStartTime": "2018-06-15T15:54:53.58",
  "contCalculationFinishTime": "2018-06-15T16:07:58.323",
  "contCalculatedAmount": 3,
  "personalizationStatusId": 700,
  "personalizationStartTime": "2018-06-15T15:54:53.58",
  "personalizationFinishTime": "2018-06-15T16:07:58.323",
  "personalizedAmount": 3,
  "sendingStatusId": 700,
  "sendingStartTime": "2018-06-15T15:54:53.58",
  "sendingFinishTime": "2018-06-15T16:07:58.323",
  "sentAmount": 3
}
```



Link ID

The "Link ID" is a system-generated identifier for a link within a Campaign's message content; this ID is generated when the Campaign is launched.

The value for a Link ID isn't displayed within the application. Instead, you'll need to use the [Retrieve Campaign Links](#) method of the `CAMPAIGN LINKS` endpoint. In the response message, the Link ID value is provided in the `link_id` parameter. For example:

```
{
  "link_id": 51214,
  "cust_id": 394,
  "link_name": "Cheetah Digital home",
  "redirect_url": "https://www.cheetahdigital.com/products",
  "tracking": true
}
```

