MARIGOLD™

API Technical Guide: EDP Service

Cheetah Messaging

Table of Contents

1 Introduction

Purpose

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

Overview

The EDP SERVICES endpoint provides a simple and flexible query tool for looking up the details of Segments built in the Engagement Data Platform (EDP). In particular, the endpoint is useful for looking up a Segment ID, which can then be used when submitting a request to the EMAIL CAMPAIGN endpoint for Campaigns that use EDP as their data source (instead of a Messaging table).

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/EdpService/segments
- **Europe**: https://api.ccmp.eu/services2/api/EdpService/segments
- **Japan**: https://api.marketingsuite.jp/services2/api/EdpService/segments

Methods

The EDP SERVICES endpoint supports the following HTTP methods:

- **GET**: Retrieve all EDP Segments.
- **GET**: Retrieve information about a single EDP Segment by providing its Segment ID.

Authentication

Access to the EDP SERVICE 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 Retrieve Segments

Overview

This section describes how to retrieve information about your EDP Segments using the EDP SERVICE endpoint.

Retrieve All Segments

You can use a GET method to retrieve information about all of your EDP Segments. This method is useful for looking up the Segment ID for a particular Segment.

The parameters for this GET method are listed below.

page / count

These two integer parameters are optional, and should be provided as part of the URL, not in the body. For example:

```
https://api.eccmp.com/services2/api/EdpService/Segments?page=2&count=1
```

If you don't provide a value for these parameters, the system will default **page** to "0" and **count** to "20."

These parameters are used to control how many Segments, and which Segments, should be included within the response message. By default, the system will return the first twenty Segments, sorted by **id**.

However, you can use the **page** and **count** parameters to specify a certain quantity and selection of Segments.

The **count** parameter will split the response message up into "pages" of the designated size. The **page** parameter then tells the system which page you want to see in the response message.

For example, let's say your EDP account has twenty Segments in it, and you want to see only the last ten Segments in the response message. You could set **count** to "10" so that the system splits the response into two pages (page 1 with Segments 1 through 10, and page 2 with Segments 11 through 20). You would also set **page** to "2," so that you receive only the second page of Segments in the response.

Retrieve a Segment

Using a GET method, you can retrieve all of the requested information about a single Segment by specifying its Segment ID.

segmentId

This integer parameter is required.

The **segmentId** parameter represents the unique **Segment ID** of the desired Segment.

When submitting a GET request to the EDP SERVICES endpoint, the request message must include the Segment ID as a query type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/EdpService/Segments?segmentId=1
```

3 Response

This section describes the possible response messages sent back from the EDP SERVICES endpoint.

Success

A successful response to the Retrieve All Segments GET method will generate a response code of "200," followed by information about your Segments, contained within the body of the response message.

A successful response to the Retrieve a Segment GET method will generate a response code of "200," followed by information about the designated Segment, contained within the body of the response message.

Errors

If Messaging encounters a problem with an EDP SERVICES 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
500	Failed to get EDP segment	segmentId provided is invalid or does not exist.

4 Sample Messages

Request #1

In this sample message, the user is retrieving all Segments.

The user has provided **page** and **count** values to filter the number of Segments returned in the response.

```
https://api.eccmp.com/services2/api/EdpService/Segments?page=1&count=3
```

Response #1

This sample message shows the response to the above request message.

```
[
  {
    "name": "first_name_john",
    "description": "",
    "id": 1,
    "label": "First Name John",
    "filter": "",
    "is_static": true,
    "members_included": [],
    "sql_query": "SELECT DISTINCT(MEMBERS.MEMBER_ID) FROM na394.member
AS MEMBERS   WHERE COALESCE(deactivated, false) = false AND
MEMBERS.FIRST_NAME = 'John'",
    "evaluation_path": {},
    "execution_type": "hive",
    "conditions": [],
    "members_excluded": [],
    "created_at": "2020-04-27T13:31:54Z",
    "updated_at": "2020-07-11T04:39:53Z",
    "published_at": "2020-04-27T13:40:25Z"
  },
  {
    "name": "test_segment",
    "description": "",
    "id": 2,
    "label": "Test Segment",
    "filter": "",
    "is_static": true,
    "members_included": [],
    "sql_query": "SELECT DISTINCT(MEMBERS.MEMBER_ID) FROM na394.member
AS MEMBERS   WHERE COALESCE(deactivated, false) = false AND
MEMBERS.EMAIL = test@cheetahdigital.com'",
    "evaluation_path": {},
    "execution_type": "hive",
    "conditions": [],
    "members_excluded": [],
    "created_at": "2020-05-06T05:59:44Z",
    "updated_at": "2021-01-16T05:46:23Z",
    "published_at": "2020-05-06T06:00:38Z"
  },
  {
    "name": "ta_segment",
    "description": "",
    "id": 3,
    "label": "TA Segment",
    "filter": "",
    "is_static": true,
    "members_included": [],
    "sql_query": "SELECT DISTINCT(MEMBERS.MEMBER_ID) FROM na394.member
AS MEMBERS   WHERE COALESCE(deactivated, false) = false AND
MEMBERS.EMAIL = 'thomas.anderson@cheetahdigital.com'",
    "evaluation_path": {},
    "execution_type": "hive",
    "conditions": [],
    "members_excluded": [],
    "created_at": "2020-07-03T04:51:04Z",
    "updated_at": "2020-10-17T00:24:35Z",
    "published_at": "2020-07-03T04:51:39Z"
  }
]
```

Request #2

In this sample message, the user has specified the Segment ID they wish to retrieve.

```
https://api.eccmp.com/services2/api/EdpService/Segments?segmentId=3
```

Response #2

This sample message shows the response to the above request message.

```
{
  "name": "ta_segment",
  "description": "",
  "id": 3,
  "label": "TA Segment",
  "is_static": true,
  "members_included": [],
  "conditions": [],
  "members_excluded": [],
  "published_at": "2020-07-03T04:51:39Z"
}
```

5 Appendix A -- Identifiers

Messaging and EDP use several different types of IDs when referencing assets, such as Segments, 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.

Segment ID

The Segment ID is a unique, system-generated identifier for each Segment in your EDP account.

The value for this identifier can be found by using the Retrieve All Segments version of the EDP SERVICES endpoint. The response message will include the Segment ID for all Segments in your EDP account. The Segment ID can be found in the **id** parameter. For example:

```
    {
      "name": "first_name_john",
      "description": "",
      "id": 1,
      "label": "First Name John",
      "filter": "",
      "is_static": true,
      "members_included": [],
      "sql_query": "SELECT DISTINCT(MEMBERS.MEMBER_ID) FROM na394.member
  AS MEMBERS   WHERE COALESCE(deactivated, false) = false AND
  MEMBERS.FIRST_NAME = 'John'",
      "evaluation_path": {},
      "execution_type": "hive",
      "conditions": [],
      "members_excluded": [],
      "created_at": "2020-04-27T13:31:54Z",
      "updated_at": "2020-07-11T04:39:53Z",
      "published_at": "2020-04-27T13:40:25Z"
    }
```