



API Technical Guide: Exclusion List

Cheetah Messaging

Table of Contents

1	Introduction	4
	Purpose	4
	Overview	4
	Methods	5
	Authentication	6
2	Create an Exclusion List	7
	Overview	7
	Parameters	7
	name	7
	type	8
	status	8
	tags	8
3	Edit an Exclusion List	9
	Overview	9
	Retrieve Exclusion Lists	9
	Retrieve All Exclusion Lists	9
	status	9
	tags	10
	archived	10
	count / index	10
	sort	11
	Retrieve a Single Exclusion List	12
	Edit an Exclusion List	12
	id	12



4	Manage Exclusion List Members	13
	Overview	13
	Retrieve Exclusion List Members	13
	count / index	13
	sort	14
	Replace Exclusion List Members	15
	exclusionListMembers	15
	Add / Remove Exclusion List Members	16
	remove	16
	exclusionListMembers	16
5	Response	18
	Success	18
	Errors	18
6	Sample Messages	20
	Creating an Exclusion List	20
	Sample Response	21
7	Appendix A -- Identifiers	22
	Object Reference ID	22



1 Introduction

Purpose

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



Overview

The **EXCLUSION LISTS** endpoint allows you to manage your Exclusion Lists. An Exclusion List consists of individuals who should not be targeted in your Campaign, such as email addresses from competitors, for example. The Exclusion List automatically overrides all other criteria, including Filters, Seed Lists, and Proofing Groups. For example, if a specific individual appears within an Exclusion List, and that same person meets the Filter criteria used to define the Campaign audience, that person would still not receive the Campaign message.

Messaging supports two different types of Exclusion Lists -- Standard and Virtual. A Standard Exclusion List is populated with members that are provided by the user; a Virtual Exclusion List is populated with members based on parameters that the user defines. Virtual Exclusion Lists are used only in the platform's Load and Send feature.

Note

Standard Exclusion Lists are available only for Email, Push Notification, and SMS channels.



With this endpoint, you can define a new Standard Exclusion List, and view and edit existing Exclusion Lists. You can also manage the members within the Standard Exclusion List. Please note that you can't delete an Exclusion List using the **EXCLUSION LISTS** endpoint; Exclusion Lists can be deleted only through the application user interface.

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/ExclusionLists>
 - <https://api.eccmp.com/services2/api/ExclusionLists/{id}>
 - <https://api.eccmp.com/services2/api/ExclusionLists/{id}/Members>
- **Europe:**
 - <https://api.ccmp.eu/services2/api/ExclusionLists>
 - <https://api.ccmp.eu/services2/api/ExclusionLists/{id}>
 - <https://api.ccmp.eu/services2/api/ExclusionLists/{id}/Members>
- **Japan:**
 - <https://api.marketingsuite.jp/services2/api/ExclusionLists>
 - <https://api.marketingsuite.jp/services2/api/ExclusionLists/{id}>
 - <https://api.marketingsuite.jp/services2/api/ExclusionLists/{id}/Members>

Methods

The **EXCLUSION LISTS** endpoint supports the following HTTP methods:

- **POST:** Create a new Standard Exclusion List.
- **GET:** Retrieve information about all Exclusion Lists.
- **GET:** Retrieve information about a specific Exclusion List.



- **GET:** Retrieve a list of members in a specific Standard Exclusion List.
- **PUT:** Edit the details of a specific Exclusion List.
- **PUT:** Replace all members in a specific Standard Exclusion List.
- **PATCH:** Add or remove individual members in a specific Standard Exclusion List.

Authentication

Access to the **EXCLUSION LISTS** 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 Create an Exclusion List

Overview

This section describes how to create a new Standard Exclusion List using a POST request to the [EXCLUSION LISTS](#) endpoint.

Please note that you can't create Virtual Exclusion Lists; only Standard Exclusion Lists are supported by this endpoint.

Creating and populating a Standard Exclusion List with members is typically a two-step process. When you create a new Standard Exclusion List via a POST request, the Exclusion List is initially empty, with no members. As a second step, you'll need to send a PUT or a PATCH request to populate the new Standard Exclusion List with the desired members (see [Manage Exclusion List Members](#) for more information).



Parameters

Parameters are the required or optional information contained within the API request message, and tell the system the details of the new Standard Exclusion List.

The parameters when sending a POST request to the [EXCLUSION LISTS](#) endpoint are described below in more detail.

name

This string parameter is required.

The [name](#) parameter contains the display name of the new Standard Exclusion List. The name must be unique within your client account.

Example:



```
"name": "API Exclusion List"
```

type

This string parameter is required.

The **type** parameter is used to indicate the channel for this Standard Exclusion List -- either "EMAIL," "SMS," or "PUSH."

Example:

```
"type": "EMAIL"
```

status

This string parameter is optional.

The **status** parameter lets you set the status of this Standard Exclusion List -- either "DRAFT" or "READY." Setting an Exclusion List to "Draft" status means it can't be selected for use in Campaigns.

If you don't provide this parameter, the system defaults the value to "READY."

Example:

```
"status": "READY"
```

tags

This array is optional.

The **tags** array is used to assign one or more Tags to this Standard Exclusion List. Tags are an organizational tool, used to group together assets for reporting or Filters.

Example:

```
"tags":  
  [  
    "testing"  
  ]
```



3 Edit an Exclusion List

Overview

This section describes how to work with existing Exclusion Lists via a GET or PUT request to the **EXCLUSION LISTS** endpoint.

Please note that you can't delete an Exclusion List using the **EXCLUSION LISTS** endpoint; Exclusion Lists can be deleted only through the application user interface.



Retrieve Exclusion Lists

The GET method is used to retrieve information about all of your Exclusion Lists, or about a single, specified Exclusion List. Both of these options are described below in more detail.

The response to this GET method will indicate how many members are in the Exclusion List (via the **amount** parameter), but it won't provide the member contact details. For more information on how to retrieve member details, please see [Managing Exclusion List Members](#). The **amount** parameter is particularly useful, as this count is not available from within the Messaging user interface.

Retrieve All Exclusion Lists

This endpoint allows you to retrieve a list of all available Exclusion Lists in your account; you can optionally filter and sort this list to narrow down the results. The response message will include both Standard and Virtual Exclusion Lists.

The parameters for this endpoint are described below. All of these parameters are query type parameters that should be sent as part of the URL.



status

This string parameter is optional.

The **status** parameter lets you search for Exclusion Lists based on their status -- either "DRAFT" or "READY."

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists?status=READY
```

tags

This string parameter is optional.

The **tags** parameter lets you search for Exclusion Lists that have been assigned a particular Tag. Optionally, you can provide multiple Tag values, separated by commas. The system will return all the Exclusion Lists that contain any of the provided Tags.

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists?status=READY&tags=Testing
```

archived

This Boolean parameter is optional.

The **archived** parameter lets you search for Exclusion Lists based on whether the Exclusion List has been archived (i.e., deleted) or not. To search only for archived Exclusion Lists, send a value of "true" in this parameter. If you don't provide this parameter, the system defaults to a value of "false."

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists?status=READY&tags=Testing&archived=true
```

count / index

These integer parameters are optional.

These two parameters are used to control how many Exclusion Lists, and which Exclusion Lists, should be included within the response message. By default, the system will return



the first twenty Exclusion Lists that match the search criteria, sorted by **name** in ascending order.

However, you can use the **count** and **index** parameters to alter the response message to include a different quantity and selection of Exclusion Lists.

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

Note

The **index** parameter start with "0" as the first page, "1," for the second page, and so forth.

For example, let's say your account has thirty Exclusion Lists, and you want to see only the last fifteen Exclusion Lists in the response message. You could set **count** to "15" so that the system splits the response into two pages (page 0 with Exclusion Lists 1 through 15, and page 1 with Exclusion Lists 16 through 30). You would also set **index** to "1," so that you receive only the second page of Exclusion Lists in the response.

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

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists?status=READY&tags=Testing&archived=true&index=1&count=15
```

sort

This string parameter is optional.

The Exclusion Lists in the response message are always sorted by **name**. The **sort** parameter controls the sort sequence. The possible values are:

- "ASC" -- Ascending order
- "DESC" -- Descending order

If you don't provide a value for this parameter, the system will default to "ASC."



For example:

```
https://api.eccmp.com/services2/api/ExclusionLists?status=READY&tags=Testing&archived=true&index=1&count=15&sort=DESC
```

Retrieve a Single Exclusion List

This endpoint allows you to retrieve information about a single Standard or Virtual Exclusion List in your account.

The request message must include the Exclusion List's [Object Reference ID](#) as a path type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097
```

Edit an Exclusion List

The PUT method allows you to submit modifications to an existing Standard or Virtual Exclusion List. Using this method, you can change any information about an Exclusion List, including its name, status, type, and Tags.

The required parameters are described below. All of the other Exclusion List parameters are optional, and should be used to change the desired information. The parameters for the PUT method are the same as described in the [Create an Exclusion List](#) section.

Please note that this method and endpoint is used to edit the high-level Exclusion List information, but not the members within the Exclusion List. See [Manage Exclusion List Members](#) for more information on how to modify the members within the Exclusion List.

id

This integer parameter is required.

The request message must include the Exclusion List's [Object Reference ID](#) as a path type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097
```

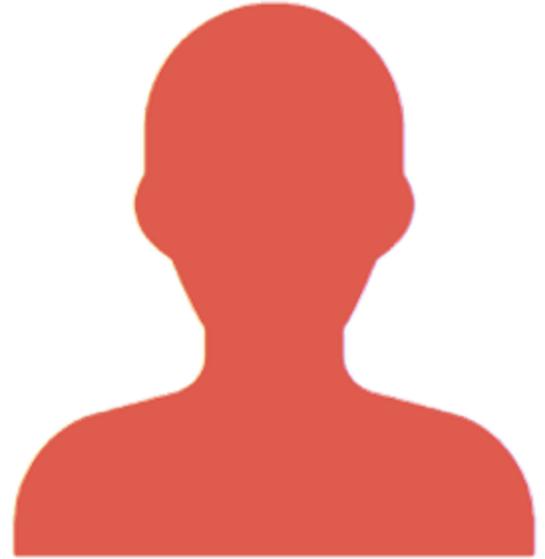


4 Manage Exclusion List Members

Overview

This section describes how to manage the members in a Standard Exclusion List via a GET, PUT, or PATCH request to the **EXCLUSION LISTS** endpoint. Using these methods, you can retrieve a list of the members in a Standard Exclusion List, replace all of the existing members, or add or remove individual members.

The methods described in this section aren't relevant for Virtual Exclusion Lists, which are automatically populated by the system.



Retrieve Exclusion List Members

The GET method is used to retrieve all of the members within a single, specified Standard Exclusion List; you can optionally filter and sort this list to narrow down the results.

This GET method is particularly useful, as the Messaging user interface doesn't provide any way to view the members within a Standard Exclusion List. The only way to see the details of the members in an Exclusion List is via a GET request to the **EXCLUSION LISTS** endpoint.

The request message must include the Exclusion List's **Object Reference ID** as a path type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097/Members
```

The additional, optional parameters for this endpoint are described below. All of these parameters should be sent as query type parameters within the URL.



count / index

These integer parameters are optional.

These two parameters are used to control how many members, and which members, should be included within the response message. By default, the system will return the first twenty members that match the search criteria, sorted in ascending order.

However, you can use the **count** and **index** parameters to alter the response message to include a different quantity and selection of members.

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

Note

The **index** parameter start with "0" as the first page, "1," for the second page, and so forth.

For example, let's say your Exclusion List has thirty members, and you want to see only the last fifteen members in the response message. You could set **count** to "15" so that the system splits the response into two pages (page 0 with members 1 through 15, and page 1 with members 16 through 30). You would also set **index** to "1," so that you receive only the second page of members in the response.

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

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097/Members?index=1&count=15
```

sort

This string parameter is optional.

The **sort** parameter controls the sort sequence of the members in the response message.

The possible values are:



- "ASC" -- Ascending order
- "DESC" -- Descending order

If you don't provide a value for this parameter, the system will default to "ASC."

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097/Members?index=1&count=15?sort=DESC
```

Replace Exclusion List Members

The PUT method is used to replace all of the existing members in the specified Standard Exclusion List with the members in the request message.

The request message must include the Exclusion List's **Object Reference ID** as a path type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097/Members
```

The additional parameters are described below.

exclusionListMembers

This array is required.

The **exclusionListMembers** array is used to provide the full set of replacement members for this Exclusion List. Depending on the **type** parameter (i.e., the channel) for this Exclusion List, you must provide the appropriate contact information:

- For the Email channel, the array must contain only email addresses.
- For the SMS channel, the array must contain only phone numbers.
- For the Push Notification channel, the array must contain only Push Registration IDs.

For example:

```
[
```



```
"mary.smith@cheetahdigital.com",  
"john.doe@cheetahdigital.com"  
]
```

Add / Remove Exclusion List Members

The PATCH method is used to either add or remove individual members in an existing Standard Exclusion List.

If you want to replace all of the members in an Exclusion List, you can use the PUT method, described above.

The request message must include the Exclusion List's **Object Reference ID** as a path type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097/Members
```

The additional parameters are described below.

remove

This Boolean parameter is optional.

The **remove** parameter is used to tell the system whether you're adding members to the Exclusion List, or removing members from the Exclusion List. The possible values for this parameter are as follows:

- "True" -- Remove the members in the request payload from the Exclusion List.
- "False" -- Add the members in the request payload to the Exclusion List.

If you don't provide a value for this parameter, the system will default it to "false."

This parameter must be sent as a query type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/ExclusionLists/1097/Members?remove  
=true
```



exclusionListMembers

This array is required.

The **exclusionListMembers** array is used to provide one or more members being added to, or removed from, the Standard Exclusion List. Depending on the **type** parameter (i.e., the channel) for this Exclusion List, you must provide the appropriate contact information:

- For the Email channel, the array must contain only email addresses.
- For the SMS channel, the array must contain only phone numbers.
- For the Push Notification channel, the array must contain only Push Registration IDs.

For example:

```
[  
  "john.doe@cheetahdigital.com"  
]
```



5 Response

This section describes the possible response messages sent back from the **EXCLUSION LISTS** endpoint.



Success

A successful response to a POST message will generate a response code of "200," followed by the details of the new Standard Exclusion List contained within the body of the response message.

A successful response to a GET message will generate a response code of "200," followed by the requested information within the body of the response message -- either all Exclusion Lists, a specified Exclusion List, or the members within an Exclusion List. If you're retrieving information about Exclusion Lists, the response message includes an **amount** parameter, which indicates the number of members in each Standard Exclusion List.

A successful response to a PUT message will generate a response code of "200," followed by the details of the modified Exclusion List, or the replaced list of members, contained within the body of the response message.

A successful response to a PATCH message will generate a response code of "200;" the body of the response message will contain the members that were added or removed.

Errors

If Messaging encounters a problem with an **EXCLUSION LISTS** 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	"Parameter 'type' is required for POST."	Parameter type is missing or invalid.
400	"An Obj with this name already exists"	Duplicate Exclusion List name. The name value must be unique within your client account.
400	"An Exclusion List with this ID does not exist."	Invalid Object Reference ID.
400	"Parameter 'id' is forbidden for PUT."	The Object Reference ID must be sent as a path type parameter within the URL, and not as a parameter within the body.



6 Sample Messages

This section contains several sample request and response messages for the **EXCLUSION LISTS** endpoint.

Creating an Exclusion List

This POST request creates a new Standard Exclusion List. Please note that this Exclusion List will initially be empty, with no members.



POST Request Payload

```
{
  "name": "API Standard Exclusion List Test",
  "status": "READY",
  "type": "EMAIL",
  "tags":
  [
    "testing"
  ]
}
```

The response message contains the details of the Exclusion List, along with the system-generated Object Reference ID. Make a note of this value ("1098"), as you'll need it in the next step.

Response Message

```
{
  "id": 1098,
  "name": "API Standard Exclusion List Test",
  "type": "EMAIL",
  "amount": 0,
  "status": "READY",
  "tags": [
    "testing"
  ]
}
```



Next, you need to populate the new Standard Exclusion List with the desired members. Send a PUT request to the following URL, using the Object Reference ID ("1098") in the URL:

```
https://api.eccmp.com/services2/api/ExclusionLists/1098/Members
```

In the payload of the PUT request, include an array containing all of the members for the Standard Exclusion List.

PUT Request Payload

```
[
  "mary.smith@cheetahdigital.com",
  "john.doe@cheetahdigital.com",
  "homer.simpson@cheetahdigital.com"
]
```

Sample Response

This sample response shows the results of the [Retrieve a Single Exclusion List](#) version of the **EXCLUSION LISTS** endpoint. Note the **amount** parameter, which indicates how many members are currently in this Standard Exclusion List.

JSON Payload

```
{
  "id": 1098,
  "name": "API Exclusion List Test",
  "type": "EMAIL",
  "amount": 3,
  "status": "READY",
  "tags": [
    "testing"
  ]
}
```



7 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.

The value for this identifier for an Exclusion List can be found within the Messaging application, or by using the **EXCLUSION LISTS** endpoint, which will return the Object Reference ID in the response message.

To find the Object Reference ID within the application:

1. From the System Tray, select *Campaigns > Execution > Exclusion Lists*. The system displays a list of all the Exclusion Lists in your account.
2. Select the desired Exclusion List. The Exclusion List Details screen is displayed.
3. In the Tool Ribbon, click the "Exclusion List" tab. The "Item Details" screen is displayed. The Object Reference ID is listed on this screen.



EXCLUSION LIST
EDIT

Item Details

Related Items

Item Details & Revision History

which users created/modified this item and its system ids

Modified	5/2/2018 2:34 PM [Thomas Anderson]
Created	5/2/2018 12:04 PM [Thomas Anderson]
Owner	Thomas Anderson [change]
Obj Id	55389
Obj Ref Id	1097

You can also look up the Object Reference ID for an Exclusion List using the [Retrieve All Exclusion Lists](#) version of the `EXCLUSION LISTS` endpoint. As part of the API response message, the system provides the Object Reference ID in the `id` parameter. For example:

```
{
  "id": 1098,
  "name": "API Standard Exclusion List Test",
  "type": "EMAIL",
  "amount": 3,
  "status": "READY",
  "tags": [
    "testing"
  ]
}
```

