



API Technical Guide: Media Upload and Hosted Item

Cheetah Messaging

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1 Introduction

Purpose

The purpose of this document is to provide an overview of the **MEDIA UPLOAD** and **HOSTED ITEM** API endpoints within the Cheetah Messaging platform. This document discusses the intended use of these two endpoints, and provides technical details for how to implement them.



Overview

The **MEDIA UPLOAD** and **HOSTED ITEM** endpoints allow you to manage the Hosted Items within your Messaging account. Hosted Items can be images or HTML code, and they're used in the creation of message content for a Campaign. Once a Hosted Item is uploaded into your account, you can easily add it to a Campaign by dragging-and-dropping it into the Campaign's Content Editor.

Through these two endpoints, you can upload new Hosted Items into your account, or request information about or update existing Items.

These endpoints require authentication using OAuth 2.0, and support JSON and XML messages.

The URLs for the **MEDIA UPLOAD** endpoint are:

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

The URLs for the **HOSTED ITEM** endpoint are:

- **North America:** <https://api.eccmp.com/services2/api/HostedItem>



- **Europe:** <https://api.ccmp.eu/services2/api/HostedItem>
- **Japan:** <https://api.marketingsuite.jp/services2/api/HostedItem>

Methods

The **MEDIA UPLOAD** endpoint supports the following HTTP methods:

- **POST:** Upload a new Hosted Item.
- **GET:** Retrieve information about an existing Hosted Item.
- **PUT:** Update an existing Hosted Item.

The **HOSTED ITEM** endpoint supports the following HTTP methods:

- **GET:** Retrieve a list of all Hosted Item folders.
- **GET:** Retrieve the contents of a specified Hosted Item folder.

Authentication

Access to the **MEDIA UPLOAD** and **HOSTED ITEM** endpoints require 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 Upload a New Hosted Item

Overview

This section describes how to upload a new Hosted Item, via a POST request to the **MEDIA UPLOAD** endpoint.

Parameters

The options and parameters described in this section explain how to upload a new Hosted Item.

The platform allows you to upload the following file types:

- Image files (in .jpeg, .jpg, .gif, .bmp, and .png format)
- HTML files (in .htm and .html format)
- Zip files (in .zip format) containing image files and / or HTML files



Note

The Messaging user interface supports additional file types (.css, .pdf, and .js) that aren't supported by the **MEDIA UPLOAD** endpoint.

cust_id

This integer parameter is required.

The **cust_id** parameter represents the Customer ID of your Messaging account. The Customer ID is a unique, system-generated identifier for every Messaging client account. This value isn't displayed anywhere within the Messaging application, so you must retrieve it by means of an API request. Several different endpoints will return the Customer ID as part of the response message.



Example:

```
"cust_id": 394
```

filename

This string parameter is required.

The **filename** parameter represents the display name of the Hosted Item within the Messaging application.

The Hosted Item's name can't contain any spaces, dashes, or special characters (except underscores, which are allowed). The file extension should be all lowercase, and must be one of the supported file types: .jpeg, .jpg, .gif, .bmp, .png, .htm, html, and .zip.

parent_obj_id

This integer parameter is required.

The **parent_obj_id** parameter represents the **Folder ID** of the folder where you want to save the new Hosted Item.

Example:

```
"parent_obj_id": 37228
```

encoding

This string parameter is required.

The **encoding** parameter indicates the encoding method used for the new Hosted Item. For this endpoint, the only supported encoding method is: "base64."

Example:

```
"encoding": "base64"
```

data

This string parameter is required.

The **data** parameter is used to pass data through the API. This parameter must contain the contents of your entire Hosted Item as a single Base64-encoded text string.



Note

You can use free, online Base64-encoding tools to encode the file contents, such as: <https://www.base64encode.org>.

Example:

```
"data":  
"iVBORw0KGgoAAAANSUgAAASwAAAEsCAYAAAB5fY51AAAACXBIWXMAAA7EAAAOxAGVK  
w4bAAAAB3RJTUUH4QsOEhYEgpQidQAAAAAd0RVh0QXV0aG9yAKmuzEgAAAAAMdEVYdERlc2N  
yaXB0aW9uABMJISMAAAAKdEVYdENvcHlyaWdodACsD8w6AAAADnRFWHRDcmVhdGlvb3R0aWw  
W1lADX3DwkAAAAJdEVYdFNvZnR3YXJlAF1w/zoAAAALdEVYdERpc2NsYWltZXIAAt8C0jwA  
AAAh0RVh0V2FybmluZwDAG+aHAAAAB3RFWHRtb3VyY2UA9f+D6wAAAAh0RVh0Q29tbWVud  
AD2zJa/AAAABnRFWHRUaXRzZQCo7t"
```



3 Manage Hosted Items

Overview

This section describes the options for viewing and modifying your Hosted Items via the **MEDIA UPLOAD** and **HOSTED ITEM** endpoints.

Please note that you can't delete Hosted Items.



Retrieve Hosted Item URL

The GET method is used to retrieve the URL of a specified Hosted Item.

When submitting a GET request to the **MEDIA UPLOAD** endpoint, the request message must include the Hosted Item's **Object Reference ID** as a query type parameter within the URL.

For example:

```
https://api.eccmp.com/services2/api/MediaUpload?id=52271
```

Update a Hosted Item

The PUT method allows you to upload a replacement file for an existing Hosted Item. This endpoint can be used, for example, if you need to update an existing image.

Note

You can't make changes to the Hosted Item's name or folder location.

When submitting a PUT request to the **MEDIA UPLOAD** endpoint, the request message must include the Hosted Item's **Object Reference ID** as a query type parameter within the URL.



For example:

```
https://api.eccmp.com/services2/api/MediaUpload?id=52271
```

item_id

This integer parameter is required.

The Hosted Items's [Object Reference ID](#) must also be included within the message body using the parameter **item_id**. For example:

```
"item_id": 52271
```

The other parameters for the PUT method are the same as described in the [Upload a New Hosted Item](#) section. The body should also include the new version of the Hosted Item within the **data** parameter.

Retrieve Hosted Item Folders

The GET method is used to retrieve a list of the Hosted Item folders in your account.

This request message doesn't have any input parameters; simply send a GET request without any parameters to the **HOSTED ITEM** endpoint.

Please note that Hosted Items use a different folder structure than the folders where you save other Messaging assets, like Filters or Campaigns. Hosted Items have their own unique folder structure, and their own unique item type. When retrieving Hosted Item folders using the **HOSTED ITEM** endpoint, you'll receive back only Hosted Item folders, and not the other regular folders, where your other Messaging assets are stored.

Retrieve Contents of a Hosted Item Folder

The GET method is used to retrieve the contents of a single Hosted Item folder.

When submitting a GET request to the **HOSTED ITEM** endpoint, the request message must include the [Folder ID](#) of the desired Hosted Item folder, sent as a query type parameter within the URL.

For example:



```
https://api.eccmp.com/services2/api/HostedItem?id=37228
```

count / page

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/HostedItem?id=37228&page=2&count=2
```

If you don't provide a value for these parameters, the system will default them to blank.

These parameters are used to control how many Hosted Items, and which Hosted Items, should be included within the response message. By default, the system will return all Hosted Items within the specified folder, sorted by **item_id** in ascending order.

However, you can use the **count** and **page** parameters to limit the response message to only a certain quantity and selection of Hosted Items.

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 folder has twenty Hosted Items in it, and you want to see only the last ten Hosted Items in the response message. You could set **count** to "10" so that the system splits the response into two pages (page 1 with Hosted Items 1 through 10, and page 2 with Hosted Items 11 through 20). You would also set **page** to "2," so that you receive only the second page of Hosted Items in the response.



4 Response

This section describes the possible response messages sent back from the **MEDIA UPLOAD** and **HOSTED ITEM** endpoints.



Success

Media Upload Endpoint

A successful response to a POST message to upload a new Hosted Item will generate a response code of "200," followed by the details of the new Hosted Item contained within the body of the response message; the base64-encoded data is not returned in the response message.

A successful response to a GET message will generate a response code of "200," followed by the Hosted Item's URL contained within the body of the response message.

A successful response to a PUT message to update a Hosted Item will generate a response code of "200," followed by the details of the modified Hosted Item contained within the body of the response message; the base64-encoded data is not returned in the response message.

Hosted Item Endpoint

A successful response to a GET message to retrieve all Hosted Item folders will generate a response code of "200," followed by a list of all your Hosted Item folders contained within the body of the response message. The message includes the Folder ID and folder name for each Hosted Item folder.

A successful response to a GET message to retrieve the contents of a specific folder will generate a response code of "200," followed by a list of all the Hosted Items within that folder. The message includes each Hosted Item's Object Reference ID and display name; the base64-encoded data is not returned in the response message.



Errors

If Messaging encounters a problem with a **MEDIA IMPORT** or **HOSTED ITEM** 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	Name is not valid	Media Import: Parameter filename has an invalid value; filenames can't contain spaces or special characters (except for underscores).
500	This file extension is not supported	Media Import: Parameter filename isn't a valid, supported file extension.
500	Only replacing the image supported	Media Import: When using the PUT method to update an existing Hosted Item, you can't submit any changes to the Item's name or folder location.
500	The parent_obj_id supplied is not the id of a valid hosted item	Media Import: Parameter parent_obj_id is not a valid Hosted Item Folder ID.
400	An Id is required when updating an object, Ids must match on the updated object.	Media Import: For a PUT request, required parameter item_id is missing, or contains an invalid value, or doesn't match the id value in the URL.



5 Sample Messages

This section contains several sample request messages.

Request Message #1

This sample POST request message to the **MEDIA UPLOAD** endpoint uploads a new Hosted Item named "Company_logo.png" into the specified folder.



JSON Payload

```
{
  "cust_id": 394,
  "filename": "Company_logo.png",
  "parent_obj_id": 37228,
  "encoding": "base64",
  "data":
  "iVBORw0KGgoAAAANSUhEUgAAASwAAAEsCAYAAAB5fY51AAAACXBIWXMAAA7EAAAoAGVK
  w4bAAAAB3RJTUUH4QsOEhYEgpQidQAAAAAd0RVh0QXV0aG9yAKmuzEgAAAAAMdEVYdERlc2N
  yaXB0aW9uABM0XIRgudSeVQfUwic/Nj3DkurSGnntxrelrspLtFyCYLlQTXmtmnHnTNMzt
  MhKyhE7fWYMwUWwXGjly2uktqLO9Axt1r79uVQWVXGU5QJcXsZlyvMr1Jo3N2p/3i6ndZZ
  hN8bL+VcPlNizukun2I7SJa6zVJVUS2Vh1zTnV8jRxGQ5sP6QHNmcrPVn++p8suK1lXL7K
  +00Pi/sh89huUzCpAVq/fQvtT1f3wvPkHHP3iTxowa3+DFVJdWy6Zi3pl7tX50k05bslr2
  fHpC6qtadMvaJj5OLRw+T4WOGcVkyhAWC5SDFGSWqOKNEctOLpTijRIrSi6U4s1Si00VLj
  707S9e4ztKjX6x0Oa2z9OzfQ6KiI4kUwgrBAuAYfDUHgGMQLACOQbAAOAbBAuAYBAuAYxA
  sAI5BsAA4BsEC4BgEC4BjECwAjkgwADgGwQLgGAQLgGMQLACOQbAAOMb/A/Y+wKYPqpp8A
  AAAAE1FTkSuQmCC"
}
```

Note

The base64-encoded data in the above example has been truncated for the sake of readability.



Request Message #2

This sample PUT request message to the **MEDIA UPLOAD** endpoint replaces an existing Hosted Item file with a new, updated version. The filename and folder location must remain the same as the existing Hosted Item; you can update only the contents of the Hosted Item.

JSON Payload

```
{
  "item_id": 52271,
  "cust_id": 394,
  "filename": "Company_logo.png",
  "parent_obj_id": 37228,
  "encoding": "base64",
  "data":
  "iVBORw0KGgoAAAANSUhEUgAAASwAAAEsCAYAAAB5fY51AAAACXBIXMMAA7EAAA0xAGVK
  w4bAAAAB3RJTUUH4QsOEhYEgpQidQAAAAAd0RVh0QXV0aG9yAKmuzEgAAAAMdEVYdERlc2N
  yaXB0aW9uABM0XIRgudSeVQfUwic/Nj3DkurSGnntxrelrspLtFyCYLlQTXmtmnHRlrSi6
  U4s1Si00VdfegghhyynnjtKjX6x0Oa2z9OzfQ6KiI4kUwgrBAuAYfDUHgGMQLACOQbAAO
  AbBAuAYBAuAYxAsAI5BsAA4BsEC4BgEC4BjECwAj kGwADgGwQLgGAQLgGMQLACOQbAAOMb
  /A/Y+wKYPqpp8AAAAAE1FTkSuQmCC"
}
```

Note

The base64-encoded data in the above example has been truncated for the sake of readability.

Response Message #1

In this example, the user submitted a GET request to the **MEDIA UPLOAD** endpoint, specifying the Object Reference ID of an existing Hosted Item. The response message contains the URL for this Hosted Item.

JSON Payload

```
"http://namwpm.eccmp.com/wpm/394/LogoImages/Company_logo.png"
```



Response Message #2

In this example, the user submitted a GET request to the **HOSTED ITEM** endpoint, specifying the Folder ID of a Hosted Item folder. The response message contains the contents of this folder.

JSON Payload

```
{
  "item_id": 37229,
  "filename": "Header_image.png",
  "parent_obj_id": 37228,
  "data": ""
},
{
  "item_id": 52271,
  "filename": "Company_logo.png",
  "parent_obj_id": 37228,
  "data": ""
}
```



6 Appendix: 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 Hosted Items, this identifier is not displayed anywhere within the Messaging application user interface, so you must retrieve this value by means of an API request.

To use the **SEARCH** endpoint:

1. Submit a GET request to the **SEARCH** API endpoint. The simplest method is to use the versions 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 Hosted Items:

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

2. The response message provides a list of all the assets in your system that match the search criteria. Find the desired asset 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."

You can also use the **HOSTED ITEM** endpoint to look up the Object Reference ID. See [Retrieve Contents of a Hosted Item Folder](#) for more details on this process, which will return the Object Reference ID in the response message.



Folder ID

The Folder ID is a unique, system-generated identifier for each folder and sub-folder in your system. This value is not displayed within the application user interface anywhere, so to get your Folder ID, you must retrieve this value by means of an API request.

Please note that Hosted Items use a different folder structure than the folders where you save other Messaging assets, like Filters or Campaigns. Hosted Items have their own unique folder structure, and their own unique item type. When looking up Hosted Item folders using the **SEARCH** endpoint, you must use the item type "WebFiles," rather than "Folders."

1. Submit a GET request to the **SEARCH** endpoint. The easiest method is to use the version that lets you search by object type -- use a type value of "WebFiles." For example:

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

2. The response message provides a list of all the Hosted Item folders in your system. Find the desired folder in the response message.
3. As part of the API response message, the system provides the Folder ID, which is referred to as the **obj_id**.

Note

If this Folder is a sub-folder, the "parent_obj_id" is the Folder ID of the parent folder.

You can also use the **HOSTED ITEM** endpoint to look up the Folder ID of a Hosted Item folder. See [Retrieve Hosted Item Folders](#) for more details on this process, which will return the Folder ID in the response message.

