



CHEETAH DIGITAL

Data Exports

Technical Guide

February 4, 2021



Overview

With such focus on the collection of zero-party data in the age of privacy, we want to ensure that you are familiar with all of the ways you can export the personal data and preferences you collect from your experiences in a secure way and efficiently use them for further marketing purposes such as personalised email marketing communication.

This guide also covers recent and upcoming changes to our export formats and the Export API and we encourage you to review these and discuss them with your CSM if you have any questions.

Options to access 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.



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": "jane2doe2555",
"ngx_t_token": "nX3FrgZUyqtFHFkX6wZQwsURwwD53m/1TSgH1S69lnk=",
"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.



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,DateEntered,Timezone,UserID,Shares,Referrals,Referrer,BrandOptIn,GroupOptIn,ThirdPartyOptIn,TermsAndConditions,Source,Medium,Channel,Network,SourceUserID,SourceUserLink,UGCOriginLink,UGCImage,UGCThumbnail,UGCComment,UGCVotes,Challenge,QuizResult,WinnerCategory,ExternalRef,CampaignPublishDate,CampaignExpiryDate,Email,Firstname,Lastname,Username,CustomerID,Twitter_,Phone
0ca83dc4-34ad-4773-b656-cec914c27ecb,9014,testAccountService,23894,CustomerID
Giveaway,entered,2021-01-19T09:46:11,America/New_York,x0b51f6ea9661e732abfff49d6fce3f98,0,0,,false,false,false,true,web,direct,website,web,,,,,0,,,20210119110833_customerid_giveaway,,,JaneThree,DoeThree,,janeDoeThree0987,@onetwttestJane3,0987654322

```

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 in v5 is the presence of the column CustomerID just after Username, which is not present in v4.

Please note that all the fields after CustomerID, are derived from the entry form used by an experience and therefore can vary depending on the questions asked. Some of these fields may be processed as system fields, so have a dedicated column, like "Firstname", "Lastname", "Email", "Challenge", etc.

New columns

Infrequently, a new system field may be added to exports. In these cases, a new system field will be added to the end of our fixed field list and just before the variable columns representing entry form fields. As you should already be handling the variable columns in the file (i.e. those after the fixed field list) such additions will likely have minimal disruption to existing automated processing of export files.



Usually, new columns or variations in the format will be restricted to a new version of our export system (v5, v6, v7...), so if you need to keep the old format, it will be possible to do so for a period of time.

Console Exports

Console Exports, also known as “Manual downloads”, 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 entry form fields, and depend on the specific form fields used by each experience. Some of these fields may be processed as system fields, so have a dedicated column, like “Firstname”, “Lastname”, “Email”, “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.

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 necessarily processed by automatic means, we do not use versioning. 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.



Export API (XAPI)

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.

Please visit [Export API documentation](#) for detailed information.