



Loyalty Communication API Documentation

Version	V1
Author	Tech Team
Date	29-January-2020

Table of Contents

3. About the Document

4-13. LCOM API – CRM

- AddContact
 - SAMPLE CODE (C# ASP.NET)
 - SAMPLE CODE (PHP)
- AddContactSendTemplate
- GetContactDetails
- GetContactDetailsByEmailOrMobileNumber
- GetContactList
- GetContactListAsXElement
- GetContacts
- GetContacts With Mobile App Status

14-16. LCOM API– DISTRIBUTION

- SendEmail
- SendSMS
- CreateShortUrl

17. LCOM API- TEMPLATES

- GetDistributionTemplate_SMS
- GetDistributionTemplate_Email
- GetDistributionTemplate_Double

18-28. LCOM API– ANALYTICS

- GetCampaignHits
- GetCampaignDeviceDetection
- GetCampaignLocationDetection
- GetCustomerAdded
- GetCustomerGrowth
- GetSMSDistribution
- SendEmail
- GetEmailDistribution
- GetEmailDistribution Statistics
- GetMobileAppDistribution
- GetResourceUsage
- GetCampaignSMSClicked
- GetCampaignVideoWatched
- GetCampaignWidgetClicked
- GetSMSSentDetails
- GetCampaignSMSClickedDetails
- GetCampaignVideoWatchedDetails
- GetWidgetClickedMobileNumber
- GetCouponStatistics
- GetDistributionJobIds

29. Glossary

About The Document

This is a LCOM API document which contains confidential technical information with samples for “How to interact with LCOM system by calling the following API(s) :-

- CRM SYSTEM – Contacts
- DISTRIBUTION SYSTEM – SMS / Email
- TEMPLATE SYSTEM – SMS Templates / Email Templates
- ANALYTIC / STATISTICS SYSTEM – Statistics regarding Customer, campaign, SMS, email etc.

CODE SAMPLES

For customer ease, we have provided sample code for API calls in following languages:

- C# | ASP.Net
- PHP

SUPPORT

In case of any query you can contact us on support@LoyaltyCommunication.com



LCOM API– CRM

AddContact

https://webapi.loyaltycommunication.com/CRM.svc/AddContact_Sample/{SERVICEAUTHHTOKEN}/{USERAUTHHTOKEN}/{SENDSMS}/{SMSTEMPLATEID}/{SENDEMAIL}/{EMAILTEMPLATEID}

Method Type: POST

Parameters

- **SERVICEAUTHHTOKEN** = CrmAuth123
- **USERAUTHHTOKEN** = xxxxxxxxxxx (Token will be provided on request from support!)
- **SENDSMS** = true / false
- **SMSTEMPLATEID** = 0 for default
(Or it would be value of actual templates created by user in their LCOM A/c). Please refer to the LCOM API- TEMPLATES.
- **SENDEMAIL** = true / false
- **EMAILTEMPLATEID** = 0 for default
(Or it would be value of actual templates created by user in their LCOM A/c).

Please refer to the LCOM API- TEMPLATES.

XML required at the time of calling this POST method

This is the full xml containing all fields that we have in our system for particular contact. In your case, please send only related values (same as in example) and leave other fields blank + there is two another values in xml which is **ADMINID, CREATIONTYPEID and ISACTIVE**, for these, please send the values as we described in sample.

```
<Entities.ContactsDetail
xmlns='http://schemas.datacontract.org/2004/07/LC_WBS.WEB.LogicLayer.BusinessLogic'
>
<Address>ABC Street</Address>
<AdminId>0</AdminId>
<City>Oslo</City>
<Company>LCOM</Company>
<Country>Norway</Country>
<CreationTypeId>4</CreationTypeId>
<DOB>01-12-2001</DOB>
<Email>user@gmmm.com</Email>
<ExtInfo1></ExtInfo1>
<ExtInfo2></ExtInfo2>
<ExtInfo3></ExtInfo3>
<ExtInfo4></ExtInfo4>
<ExtInfo5></ExtInfo5>
```

```

<ExtInfo6></ExtInfo6>
<ExtInfo7></ExtInfo7>
<ExtInfo8></ExtInfo8>
<ExtInfo9></ExtInfo9>
<ExtInfo10></ExtInfo10>
<ExtInfo11></ExtInfo11>
<ExtInfo12></ExtInfo12>
<ExtInfo13></ExtInfo13>
<ExtInfo14></ExtInfo14>
<ExtInfo15></ExtInfo15>
<ExtInfo16></ExtInfo16>
<ExtInfo17></ExtInfo17>
<ExtInfo18></ExtInfo18>
<ExtInfo19></ExtInfo19>
<ExtInfo20></ExtInfo20>
<FirstName>FirstName</FirstName>
<Gender>Male</Gender>
<ISOCountryCode>no</ISOCountryCode>
<IsActive>true</IsActive>
<LastName>LastName</LastName>
<MobileCountryCode>47</MobileCountryCode>
<MobileNumber>48483838</MobileNumber>
<SkypeId>abc</SkypeId>
<State>Oslo</State>
<Zip>2311</Zip>
</Entities.ContactsDetail>

```

SAMPLE CODE (C# ASP.NET)

String URL:

https://webapi.loyaltycommunication.com/CRM.svc/AddContact_Sample/CrmAuth123/xxxxxxxxxxxxxxxxx/true/o/true/o

String xml:

```

"<Entities.ContactsDetail
xmlns='http://schemas.datacontract.org/2004/07/LC_WBS.WEB.LogicLayer.BusinessLogic'
>< Address ></Address >< AdminId >0</ AdminId >< City ></ City >< Company ></
Company >< Country ></ Country >< CreationTypeId >4</ CreationTypeId >< DOB ></
DOB >< Email >user@gmmm.com</ Email >< ExtInfo1 ></ ExtInfo1 >< ExtInfo2 ></
ExtInfo2 >< ExtInfo3 ></ ExtInfo3 >< ExtInfo4 ></ ExtInfo4 >< ExtInfo5 ></ ExtInfo5 ><
ExtInfo6 ></ ExtInf
o6 >< ExtInfo7 ></ ExtInfo7 >< ExtInfo8 ></ ExtInfo8 >< ExtInfo9 ></ ExtInfo9 ><
ExtInfo10 ></ ExtInfo10 >< ExtInfo11 ></ ExtInfo11 >< ExtInfo12 ></ ExtInfo12 ><
ExtInfo13 ></ ExtInfo13 >< ExtInfo14 ></ ExtInfo14 >< ExtInfo15 ><
/ ExtInfo15 >< ExtInfo16 ></ ExtInfo16 >< ExtInfo17 ></ ExtInfo17 >< ExtInfo18 ></
ExtInfo18 >< ExtInfo19 ></ ExtInfo19 >< ExtInfo20 ></ ExtInfo20 >< FirstName
>FirstName</ FirstName >< Gender ></ Gender >< ISOCountryCode ></ ISOCountryCode
>< IsActive >true</ IsActive >< LastName >LastName</ LastName >< MobileCountryCode
>47</ MobileCountryCode >< MobileNumber >48483838</ MobileNumber >< SkypeId ></
SkypeId >< State></ State >< Zip ></ Zip ></ Entities . ContactsDetail >";

```

```
public void CallMethod(string url, string xml)
{
    try
    {
        byte[] bytes = Encoding.UTF8.GetBytes(xml);
        HttpWebRequest request = (HttpWebRequest)WebRequest.Create(url);
        request.Method = "POST";
        request.ContentLength = bytes.Length;
        request.ContentType = "text/xml";
        using (Stream requestStream = request.GetRequestStream())
        {
            requestStream.Write(bytes, 0, bytes.Length);
        }
        HttpWebResponse response = (HttpWebResponse)request.GetResponse();
        Stream resStream = response.GetResponseStream();
        StreamReader rdStreamRdr = new StreamReader(resStream);
        if (response.StatusCode != HttpStatusCode.OK)
        {
            string message = String.Format("POST failed. Received HTTP {0}",
            response.StatusCode);
            throw new ApplicationException(message);
        }
        else
        {
            string message = rdStreamRdr.ReadToEnd();
        }
    }
}
catch {}
```

SAMPLE CODE (PHP)

```
<?php
    error_reporting(E_ALL^E_NOTICE);
    ini_set('display_errors', true);
    ini_set('html_errors', true);

    function make_xml()
    {
        $xml="<Entities.ContactsDetail
        xmlns='http://schemas.datacontract.org/2004/07/LC_WBS.WEB.LogicLayer.Business
        Logic'><Address></
```

```

Address><AdminId>0</AdminId><City></City><Company></Company><Country>
</Country><CreationTypeId>4</CreationTypeId><DOB></DOB><Email>user@test.c
om</Email><ExtInfo1></ExtInfo1><ExtInfo2>
</ExtInfo2><ExtInfo3></ExtInfo3><ExtInfo4></ExtInfo4><ExtInfo5></ExtInfo5><
FirstName>userFirstname</FirstName><Gender></Gender><ISOCountryCode></IS
OCountryCode><IsActive>>true</IsActive><LastName>userLastname</LastName><M
obileCountryCode>47</MobileCountryCode><MobileNumber>48483
838</MobileNumber><SkypeId></SkypeId><State></State><Zip></Zip></Entities.
ContactsDetail>";
return $xml;
}

```

```

function LCOM_API_SAMPLE()
{
    $input_xml=make_xml();
    $url =
    "https://webapi.loyaltycommunication.com/CRM.svc/AddContact_Sample/CrmAuth12
3/xxxxxxxxxxxxxxxxxxxxx/true/o/true/o ";

    $ch = curl_init($url);
    curl_setopt($ch, CURLOPT_SSL_VERIFYHOST, 0);
    curl_setopt($ch, CURLOPT_SSL_VERIFYPEER, 0);
    curl_setopt($ch, CURLOPT_POST, 1);
    curl_setopt($ch, CURLOPT_HTTPHEADER, array('content-type: text/xml;
charset=utf-8'));
    curl_setopt($ch, CURLOPT_POSTFIELDS, $input_xml);
    curl_setopt($ch, CURLOPT_RETURNTRANSFER, true);
    curl_setopt($ch, CURLOPT_CONNECTTIMEOUT, 3000);
    $output = curl_exec($ch);

    /** Close the handle */
    curl_close($ch);

    $xml = simplexml_load_string($output);

    echo $Code = ((string) $xml->ResponseDetails[0]['Code']);
    echo $status = ((string) $xml->ResponseDetails[0]['Status']);

    echo $Code_Description = ((string) $xml->ResponseDetails[0]['Description']);
    print_r($input_xml);

    echo $output; }?>

```

RESPONSE SAMPLE [XML Format]:

Success

```

<Response>
<ResponseDetails Code="1" Status="Success" Description="Success"
DateTime="2014-06-24|12^38">

```

```
<ResponseData>  
<Result>  
<ContactId>1483</ContactId>  
</Result>  
</ResponseData>  
</ResponseDetails>  
</Response>
```

Failed

```
<Response>  
<ResponseDetails Code="0" Status="Registration Failed" DateTime="2014-06-  
24|12^34">  
<ResponseData/>  
</ResponseDetails>  
</Response>
```

User Authentication Failed

```
<Response>  
<ResponseDetails Code="4" Status="User Authentication Failed"  
DateTime="2014-06-24|12^34">  
<ResponseData/>  
</ResponseDetails>  
</Response>
```

Invalid Mobile Country Code

```
<Response>  
<ResponseDetails Code="8" Status=" Invalid Mobile Country Code. "  
DateTime="2014-06-24|12^34">  
<ResponseData/>  
</ResponseDetails>  
</Response>
```


AddContactSendTemplate

<https://webapi.loyaltycommunication.com/CRM.svc/AddContactSendTemplate/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{GROUPID}/{GROUPNAME}>

Method Type: POST

Parameters:

- **SERVICEAUTHTOKEN** = CrmAuth123
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **GROUPID** = Group id if contact needs to be added to an existing group.
 - If new group is to be created
- **GROUPNAME** = Name of the group to be created

The following is an example request Json body:

```
{
  "Address": "Address",
  "AdminId": 0,
  "CampaignId": "84BAD92D8FF340E591F505AC303ABA89",
  "City": "Oslo",
  "Company": "LCOM",
  "Country": "Norway",
  "CreationTypeId": 5,
  "DOB": "19831007",
  "Email": "john@gmail.com",
  "EmailMessage": "Message",
  "EmailReplyTo": "support@loyaltycommunication.com",
  "EmailSenderName": "LCOM Support",
  "EmailSubject": "Campaign",
  "EmailTemplateId": "75",
  "ExtInfo1": "ExtInfo1",
  "ExtInfo10": "ExtInfo10",
  "ExtInfo11": "ExtInfo11",
  "ExtInfo12": "ExtInfo12",
  "ExtInfo13": "ExtInfo13",
  "ExtInfo14": "ExtInfo14",
  "ExtInfo15": "ExtInfo15",
  "ExtInfo16": "ExtInfo16",
  "ExtInfo17": "ExtInfo17",
  "ExtInfo18": "ExtInfo18",
  "ExtInfo19": "ExtInfo19",
  "ExtInfo2": "ExtInfo2",
  "ExtInfo20": "ExtInfo20",
  "ExtInfo3": "ExtInfo3",
```

```
"ExtInfo4":"ExtInfo4",  
"ExtInfo5":"ExtInfo5",  
"ExtInfo6":"ExtInfo6",  
"ExtInfo7":"ExtInfo7",  
"ExtInfo8":"ExtInfo8",  
"ExtInfo9":"ExtInfo9",  
"FirstName":"John",  
"Gender":"Male",  
"ISOCountryCode":"no",  
"IsActive":true,  
"IsConvertToUniqueUrl":true,  
"IsEmailOptIn":true,  
"IsSendEmail":false,  
"IsSendSMS":true,  
"IsSingleOptIn":true,  
"IsSmsOptIn":true,  
"LastName":"Doe",  
"Message":"Message",  
"MobileCountryCode":"47",  
"MobileNumber":"1234567890",  
"SenderName":"LCOM",  
"SkypeId":"skype1234",  
"State":"null",  
"TemplateId":"122",  
"UniqueURLType":"1",  
"WebformId":"524",  
"Zip":"12345"  
}
```

GetContactDetails

<https://webapi.loyaltycommunication.com/CRM.svc/GetContactDetails/{SERVICEAUTHHTOKEN}/{USERAUTHHTOKEN}/{CONTACTID}>

HTTP Method: GET

This operation supports JSONP responses. The callback function can be specified using the "callback" Url query parameter.

Message Direction	Format	Body
Request	N/A	The request body is empty
Response	Xml	The response body is arbitrary XML

Parameters

- **SERVICEAUTHHTOKEN** = CrmAuth123
- **USERAUTHHTOKEN** = xxxxxxxxxxx (Token will be provided on request from support!)
- **CONTACTID** = *Please contact our tech team at support@loyaltycommunication.com to request the API call for fetching ContactIDs from your account's CRM*

GetContactDetailsByEmailOrMobileNumber

<https://webapi.loyaltycommunication.com/CRM.svc/GetContactDetailsByEmailOrMobileNumber/{SERVICEAUTHHTOKEN}/{USERAUTHHTOKEN}/{EMAIL}/{MOBILENUMBER}>

HTTP Method: GET

This operation supports JSONP responses. The callback function can be specified using the "callback" Url query parameter.

Message Direction	Format	Body
Request	N/A	The request body is empty
Response	Xml	The response body is arbitrary XML

Parameters

- **SERVICEAUTHHTOKEN** = CrmAuth123
- **USERAUTHHTOKEN** = xxxxxxxxxxx (Token will be provided on request from support!)
- **EMAIL** = Add the Email address of the contact whose details you want to fetch
- **MOBILENUMBER** = Add the Mobile Number of the contact whose details you want to fetch

GetContactList

<https://webapi.loyaltycommunication.com/CRM.svc/GetContactListAsXElement/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{GROUPID}/{GROUPTYPE}>

HTTP Method: GET

This operation supports JSONP responses. The callback function can be specified using the "callback" Url query parameter.

Message Direction	Format	Body
Request	N/A	The request body is empty
Response	Xml	The response body is arbitrary XML

Note: For *GroupType* and *GroupId* you will have to call other API's which will give you *GroupId* and *GroupName*;

<https://webapi.loyaltycommunication.com/CRM.svc/GetGroups/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}>

Parameters

- **SERVICEAUTHTOKEN** = CrmAuth123
- **USERAUTHTOKEN** = xxxxxxxxxxx (Token will be provided on request from support!)
- **GROUPID** = *Call the API mentioned above for fetching the GroupIDs*
- **GROUPTYPE** =
 - 0 = All
 - 1 = Static
 - 2 = Dynamic

GetContactListAsXElement

<https://webapi.loyaltycommunication.com/CRM.svc/GetContactListAsXElement/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{GROUPID}/{GROUPTYPE}>

HTTP Method: GET

This operation supports JSONP responses. The callback function can be specified using the "callback" Url query parameter.

Message Direction	Format	Body
Request	N/A	The request body is empty
Response	Xml	The response body is arbitrary XML

Note: For *GroupType* and *GroupId* you will have to call other API's which will give you *GroupId* and *GroupName*;

<https://webapi.loyaltycommunication.com/CRM.svc/GetGroups/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}>

Parameters

- **SERVICEAUTHTOKEN** = CrmAuth123
- **USERAUTHTOKEN** = xxxxxxxxxxx (Token will be provided on request from support!)
- **GROUPID** = *Call the API mentioned above for fetching the GroupIDs*
- **GROUPTYPE** =
 - 0 = All
 - 1 = Static
 - 2 = Dynamic

GetContacts

<https://webapi.loyaltycommunication.com/CRM.svc/GetContacts/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{PAGENUMBER}/{TOTALRECORDS}>

HTTP Method: GET

This operation supports JSONP responses. The callback function can be specified using the "callback" Url query parameter.

Message Direction	Format	Body
Request	N/A	The request body is empty
Response	Xml	The response body is arbitrary XML

Parameters

- **ServiceAuthToken** = EmailAuth123
- **UserAuthToken** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **PageNumber** = *Please contact our tech team at support@loyaltycommunication.com to request the API call for it*
- **TotalRecords** = *Please contact our tech team at support@loyaltycommunication.com to request the API call for it*

Get Contacts with Mobile App Status

<https://test.loyaltycommunication.com/API/Web/CRM.svc/GetAllContactsWithPaging/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{PAGENUMBER}/{TOTALRECORDS}>

HTTP Method: GET

This operation supports JSONP responses. The callback function can be specified using the "callback" Url query parameter.

Message Direction	Format	Body
Request	N/A	The request body is empty
Response	Xml	The response body is arbitrary XML

Parameters

- **ServiceAuthToken** = EmailAuth123
- **UserAuthToken** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **PageNumber** = *Please contact our tech team at support@loyaltycommunication.com to request the API call for it*
- **TotalRecords** = *Please contact our tech team at support@loyaltycommunication.com to request the API call for it*



LCOM API– DISTRIBUTION

SendEmail

<https://webapi.loyaltycommunication.com/EMAIL.svc/SendEmail/ServiceAuthToken={SERVICEAUTHTOKEN}/UserAuthToken={USERAUTHTOKEN}/EmailReceiver={EMAILRECEIVER}/EmailSender={EMAILSENDER}/Subject={SUBJECT}/Signature={SIGNATURE}/body={BODY}>

Method Type: GET

Parameters

- **ServiceAuthToken** = EmailAuth123
- **UserAuthToken** = xxxxxxxxxxx (Token will be provided on request from support!)
- **EmailReceiver** = Receiver email address
- **EmailSender** = Sender email address
- **Subject** = Subject of email
- **Signature** = Signature of email sender

body = body / text / content of email

SendsMS

<https://webapi.loyaltycommunication.com/SMS.svc/SendSMS/ServiceAuthToken={SERVICEAUTHTOKEN}/UserAuthToken={USERAUTHTOKEN}>

Method Type: POST

Parameters

ServiceAuthToken = SmsAuth123

UserAuthToken = xxxxxxxxxxx (Token will be provided on request from support!)

JSON sample of calling this POST method

```
{
  "CampaignId":"84BAD92D8FF340E591F505AC303ABA89",
  "GroupId":"2585",
  "GroupType":"1",
  "IsConvertToUniqueUrl":true,
  "MSISDNs":[{"
    "MobileCountryCode":"47",
    "MobileNumber":"1234567890"
  }],
  "Message":"Test message",
  "SenderName":"LCOM",
  "TemplateId":"122",
  "UniqueURLType":"1",
  "WebformId":"524"
}
```

Parameters Details

- **GroupType:** 1 Static Groups & 2 Dynamic Groups
- **UniqueURLType:** 1bitly, 4Custom ShortUrl(teo.as)
- **GroupId:** 0 for All Contacts
- Message which can be combination of and SenderName are mandatory
- Pass null if parameter is not to be used
- CampaignId, TemplateId and WebFormId are optional parameters and any one of them can be used

Response JSON

```
<Response>
  <ResponseDetails Code="1" Status="Success" Description="SMS sending process has
  initiated.

  Recipient(s) will get sms soon." DateTime="20160315|
  12^47" ResponseId="7274">
    <ResponseData/>
  </ResponseDetails>
</Response>
```

CreateShortUrl

This function is only for returning unique short URLs

<https://webapi.loyaltycommunication.com/SMS.svc/CreateShortUrl/ServiceAuthToken={SERVICEAUTHTOKEN}/UserAuthToken={USERAUTHTOKEN}>

Method Type: POST

Parameters

ServiceAuthToken = SmsAuth123

UserAuthToken = xxxxxxxxxx (Token will be provided on request from support!)

JSON required at the time of calling this POST method

```
{
  "CampaignId":"84BAD92D8FF340E591F505AC303ABA89",
  "GroupId":"2585",
  "GroupType":"1",
  "MSISDNs":[{
    "MobileCountryCode":"47",
    "MobileNumber":"1234567890"
  }],
}
```



```
"Message": "Test message",  
"TemplateId": "122",  
"UniqueURLType": "1",  
"WebformId": "524"  
}
```

Parameters Details

- GroupType :1 Static Groups & 2 Dynamic Groups
- **UniqueURLType**
 - *1-bitly*
 - *4-Custom ShortUrl(teo.as)*
- **GroupId = 0 for All Contacts**
- Either CampaignId or TemplateId is mandatory
- Pass null if parameter is not to be used
- CampaignId, TemplateId and WebFormId are optional parameters and any one of them can be used

Response XML Example

```
<Response>  
<ResponseDetails Code="1" Status="Success" Description="Success">  
<ResponseData>  
<ShortUrlsResult xmlns:xsi="http://www.w3.org/2001/XMLSchemainstance"  
xmlns:xsd="http://www.w3.org/2001/XMLSchema">  
<ShortUrlsResult>  
<Message>From API http://teo.as/Q96a16</Message>  
<MSISDN>471234567890</MSISDN>  
<ShortUrl>http://teo.as/Q96a16</ShortUrl>  
</ShortUrlsResult>  
</ShortUrlsResult>  
</ResponseData>  
</ResponseDetails>  
</Response>
```



LCOM API– TEMPLATES

GetDistributionTemplate_SMS

https://webapi.loyaltycommunication.com/SMS.svc/GetDistributionTemplate_SMS/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}

Method Type: **GET**

Parameters

- **SERVICEAUTHTOKEN** = SmsAuth123
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)

GetDistributionTemplate_Email

https://webapi.loyaltycommunication.com/EMAIL.svc/GetDistributionTemplate_Email/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}

Method Type: **GET**

Parameters

- **SERVICEAUTHTOKEN** = EmailAuth123
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)

GetDistributionTemplate_Double

https://webapi.loyaltycommunication.com/SMS.svc/GetDistributionTemplate_Double/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}

Method Type: **GET**

Parameters

- **SERVICEAUTHTOKEN** = SmsAuth123
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)



LCOM API– ANALYTICS

This document lists down the proposed functions for integrating LCOM Analytics data.

The API is rest based.

GetCampaignHits

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignHits/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{FROMDATE}/{TODATE}>

Method Type: **GET**

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCampaignDeviceDetection

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignDeviceDetection/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{FROMDATE}/{TODATE}>

Method Type: **GET**

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCampaignLocationDetection

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignLocationDetection/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{FROMDATE}/{TODATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCustomerAdded

It's a pie chart which shows total customers added till date through various ways like Manual, Imported via Excel, Mobile App, etc.

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCustomerAdded/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{FROMDATE}/{TODATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCustomerGrowth

Shows both customer opt-in and opt-out for a date range

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCustomerGrowth/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{FROMDATE}/{TODATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetSMSDistribution

Shows total sent and failed SMSs for a campaign for a date range

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetSMSDistribution/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{FROMDATE}/{TODATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

SendEmail

To send emails

<https://webapi.loyaltycommunication.com/EMAIL.svc/SendEmail/ServiceAuthToken=EmailAuth123/UserAuthToken=7938c2f5-a5b8-43f1-97e7-e27ed15be7cd>

Method Type: POST

Parameters:

- **SERVICEAUTHTOKEN** = EmailAuth123
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **EmailHTMLBody** = It should be base64 Encoded string
- **EmailRecipient** = ["abc@gmail.com", "***@yahoo.com"],
- **EmailSender** = noreply@loyaltycommunication.com
- **ReplyToEmailAddress** = reply@loyaltycommunication
- **SenderName** = Loyalty Communication
- **SendingType** = Send 1 for transactional route
Send 2 for marketing route
- **Subject** = "LOYALTY EMAIL API"

GetEmailDistribution

Shows total sent, failed, clicked and opened Emails for a campaign for a date range

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetEmailDistribution/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{FROMDATE}/{TODATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

Get Email Distribution Statistics (Opened-Clicked)

This API call will fetch the individual email campaign stats from the system.

<http://billingwstest.loyaltycommunication.com/analyticsapi.svc/GetEmailDistributionStatistics/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{FROMDATE}/{TODATE}/{PAGE}/0/{PAGESIZE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.
- **PageNumber** = *Please contact our tech team at support@loyaltycommunication.com to request the API call for it*
- **PageSize** = This is for the number of records to be shown on a page per call.

GetMobileAppDistribution

Shows total mobile app distributions for a campaign for a date range

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetMobileAppDistribution/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{FROMDATE}/{TODATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetResourceUsage

Shows used and available resources (Campaign, SMS, Email, Mobile App, Contacts, etc.) count for a subscription period.

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetResourceUsage/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{RESOURCE}>

Method Type: GET**Parameters:**

- **SERVICEAUTHTOKEN** =
VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **RESOURCE TYPE:**
 - 1-Campaign
 - 2-SMS
 - 3-Email
 - 4-Contacts
 - 5-MobileApp
 - 6-Facebook
 - 7-Twitter
 - 8-LinkedIn
 - 9-QR Code
 - 10-Views

GetCampaignSMSClicked

Shows number of SMS clicked (unique hits) for a distributed campaign

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignSMSClicked/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}>

Method Type: GET**Parameters:**

- **SERVICEAUTHTOKEN** =
VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCampaignVideoWatched

Shows number of times a video is watched

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignVideoWatched/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCampaignWidgetClicked

Shows number of times (unique hits) a campaign widget is clicked

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignWidgetClicked/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetSMSSentDetails

Shows detail of SMS sending for a campaign. Details include Campaign name, campaign id, date time and number of SMS sent

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetSMSSentDetails/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCampaignSMSClickedDetails

Shows detail of SMS clicked for a campaign distribution. Details include Campaign name, campaign id, datetime clicked and phone number

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignSMSClickedDetails/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetCampaignVideoWatchedDetails

Shows detail of video watched for a campaign distribution. Details include Campaign name, campaign id and watched datetime

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCampaignVideoWatchedDetails/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetWidgetClickedMobileNumber

Shows details of widgets clicked from which mobile number for a campaign. Details include Campaign name, campaign id, mobile number, widget type and clicked date time

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetWidgetClickedMobileNumber/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}/{JOBID}/{TYPE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date

- **TODATE** = End date of date range for getting data. NULL for current date.
- **JOBID** = Distribution job id
- **TYPE** = 1-SMS and 2-Email

GetCouponStatistics

Shows details of coupons redeemed from which mobile number for a campaign. Details include Campaign name, campaign id, mobile number, coupon name, coupon image url, redeemed date, coupon start date and coupon end date

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetCouponStatistics/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{CAMPAIGNID}/{STARTDATE}/{ENDDATE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **CAMPAIGNID** = Unique campaign GUID. NULL for all campaigns
- **FROMDATE** = Start Date of date range for getting data. NULL for minimum start date
- **TODATE** = End date of date range for getting data. NULL for current date.

GetDistributionJobIds

Shows all Job Ids based on distribution type (SMS-1 or Email-2)

<https://billingws.loyaltycommunication.com/analyticsapi.svc/GetDistributionJobIds/{SERVICEAUTHTOKEN}/{USERAUTHTOKEN}/{DISTRIBUTIONTYPE}>

Method Type: GET

Parameters:

- **SERVICEAUTHTOKEN** = VDRiOVB3cWwrRVVYdFUzamFKcFNJLoFqeU1oUEdXN2k=
- **USERAUTHTOKEN** = xxxxxxxxxxxx (Token will be provided on request from support!)
- **DISTRIBUTIONTYPE** = 1-SMS and 2-Email



Glossary

- *Date format – yyyyymmdd | hh:mm:ss*
- *Default string value – “null”*
- *CREATIONTYPEID values:*
 - *Manual*
 - *Imported*
 - *Campaign*
 - *App*
 - *SMSPull*
 - *API*
 - *Wifi*