



API Technical Guide: Preview

Cheetah Messaging

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1 Introduction

Purpose

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



Overview

The **PREVIEW** endpoint allows you to retrieve the contents of a Campaign, complete with personalization values and dynamic content.

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

Methods

The **PREVIEW** endpoint supports the following HTTP method:

- **POST:** Retrieve the contents of the specified Campaign



Authentication

Access to the **PREVIEW** 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 Campaign Content

Overview

This section describes how to retrieve the contents of a Campaign using the **PREVIEW** endpoint.

Typically, the **PREVIEW** endpoint is used as a way to verify the contents of a Campaign before it's launched. However, you can also use it to retrieve the contents of a Campaign after it's been launched.



Parameters

The parameters when retrieving the contents of a Campaign are described below.

campId

This integer parameter is required.

The **campId** parameter represents the **Object Reference ID** of the desired Campaign. If you're retrieving the contents of a launched Campaign, you can optionally submit the **Running Campaign ID** in this parameter instead of the Object Reference ID.

For example:

```
"campId": 39866
```

contentType

This string parameter is required.

The **contentType** parameter represents the desired format version that you want to retrieve. The valid values are:

- html



- html_email
- html_web
- html_social
- html_viral
- html_web_mobile
- html_web_iphone
- text
- text_email
- text_web
- text_viral
- text_social
- data
- data_print
- data_http
- sms
- xml

For example:

```
"contentType": "html"
```

personalizationValues

This string parameter is required, even if you're not using Personalization Fields in your Campaign content. In this scenario, simply send a blank **personalizationValues** parameter in the API request message. For example:

```
"PersonalizationValues": {}
```

The **personalizationValues** parameter is used to populate the Personalization Fields defined within your Campaign content. You must provide the **Column Name** for the



Personalization Field, and the desired value. In the response message, the platform will insert the value you provide into the Personalization Field within the content.

For example, let's say your message content displays the recipient's first name and last name as a greeting at the top of the message, like this:



You can provide these values within the API request message, so you can see what the message will look like with these values inserted into the content.

For example:

```
"PersonalizationValues":  
  
  "name_first": "Pat",  
  "name_last": "Smith"  
}
```



If you don't provide a value for a Personalization Field used within the content, the response message will include the default value for that Personalization Field (if one was defined).

If your Campaign uses Dynamic Blocks to generate dynamic content, the platform will evaluate the values you provide in **personalizationValues**. Based on these values, the platform will determine the appropriate dynamic content variant, and provide that content in the **PREVIEW** response message.

contIds

The **contIds** parameter is intended to allow you to identify what dynamic content variant you want to retrieve, by providing the Object Reference ID of the desired Content Block. However, this parameter is not supported at this time. When previewing a Campaign with dynamic content, please use the **personalizationValues** parameter as described above.



3 Response

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



Success

A successful response to the **PREVIEW** endpoint will generate a response code of "200," followed by the specified format version of the Campaign.

Errors

If Messaging encounters a problem with a **PREVIEW** 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	Invalid Content Type	contentType parameter is missing or invalid.
400	Null or Empty PersonalizationValues	personalizationValues parameter is missing or invalid. This parameter is required even if you're not using Personalization Fields; in this scenario, just send a blank parameter.
400	Invalid campId	campId parameter is missing or invalid.



4 Sample Messages

This section provides sample request and response messages for the **PREVIEW** endpoint.

Sample Request

In this sample request message, the user is retrieving the HTML format version of the specified Campaign, and is populating the message with several Personalization Fields.

```
{
  "campId": "39866",
  "personalizationValues":
    {
      "email": "pat.smith@cheetahdigital.com",
      "name_first": "Pat",
      "name_last": "Smith"
    },
  "contentType": "html"
}
```



Sample Response

In the response to the above request message, the platform returns the contents of the specified Campaign.

```
"
<html>\n
  <head>\n
    <title>Cooper And Madison</title>\n
    <style type="text/css"> \n\t\t.yshortcuts { color:#000000; }\n\t\t.html {
-webkit-text-size-adjust:none; }\n\t\t.ReadMsgBody { width: 100%;}\n\t\t.ExternalClass {width:
100%;}\n</style>\n
  </head>\n
  <body>\n
    <table width="100%" border="0" cellspacing="0" cellpadding="0">\n
      <tr>\n
        <td align="center">\n          \n          \n          \n          \n
        <table width="550" border="0" cellspacing="0" cellpadding="0">\n
          <tr>\n
            <td valign="top" align="left" width="300"
style="font-family: Arial, Helvetica, sans-serif; font-size: 11px; color: \n#666666;">
```



```

                <a href=\"http://www.cooperandmadison.com\"
style=\"text-decoration: \nnone; color: #666666;\">Pat Smith, Save on Everything!</a>
            </td>\n
            <td valign=\"top\" align=\"right\" width=\"250\"
style=\"font-family: Arial, Helvetica, sans-serif; font-size: 11px; color: \n#666666;\">
                <a href=\"#PLACEHOLDER\" style=\"text-decoration: none; color:
#666666;\">View in web browser</a>
            </td>\n
        </tr>\n
    </table>\n
    <table width=\"550\" border=\"0\" cellspacing=\"0\" cellpadding=\"0\">\n
    <tr>\n
    <td>
        <img style=\"display:block;\"
\nsrc=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/sp
acer01.gif\" alt=\"\" \nwidth=\"1\" height=\"8\" border=\"0\"/>
    </td>\n
    </tr>\n
    </table>\n
    <table width=\"550\" border=\"0\" cellspacing=\"0\" cellpadding=\"0\">\n
    <tr>\n
    <td width=\"372\">
        <a href=\"http://www.cooperandmadison.com\">
            <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_logo.gif\" alt=\"Cooper And Madison\" width=\"372\" height=\"59\" hspace=\"0\"
vspace=\"0\" border=\"0\">
        </a>
    </td>\n
    <td width=\"178\">\n
        <table width=\"178\" border=\"0\" cellspacing=\"0\"
cellpadding=\"0\">\n
        <tr>\n
        <td width=\"167\">
            <table width=\"167\" border=\"0\"
cellspacing=\"0\" cellpadding=\"0\">\n
            <tr>\n
            <td>
                <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_sn_top.gif\" alt=\"\" width=\"167\" height=\"10\" hspace=\"0\" vspace=\"0\"
border=\"0\">
            </td>\n
            </tr>\n
            <tr>\n
            <td>
                <table width=\"167\" border=\"0\"
cellspacing=\"0\" cellpadding=\"0\">\n
                <tr>\n
                <td width=\"7\">
                    <img
style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_sn_bl.gif\" alt=\"\" width=\"7\" height=\"37\" hspace=\"0\" vspace=\"0\" border=\"0\">
                </td>\n
                <td width=\"160\"
style=\"font-size:10px;\">\n
                </td>\n
                </tr>\n
                </table>
            </td>\n
            </tr>\n
            <tr>\n
            <td>
                <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_sn_bot.gif\" alt=\"\" width=\"167\" height=\"12\" hspace=\"0\" vspace=\"0\"
border=\"0\">
            </td>
        </table>
    </td>
    </tr>
    </table>

```



```

        </td>\n
      </tr>\n
    </table>
  </td>\n
  <td width=\"111\">
    <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_sn_rt.gif\" alt=\"\" width=\"111\" height=\"59\" hspace=\"0\" vspace=\"0\" border=\"0\">
  </td>\n
</tr>\n
</table>\n  \n  \n
</td>\n
</tr>\n
</table>\n\n\n
<table width=\"550\" border=\"0\" cellspacing=\"0\" cellpadding=\"0\">\n
<tr>\n
<td>
  <a href=\"http://www.cooperandmadison.com/cooking.html\"
  <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_nav1.gif\" alt=\"Cooking\" width=\"111\" height=\"29\" hspace=\"0\" vspace=\"0\"
border=\"0\">
  </a>
</td>\n
<td>
  <a href=\"http://www.cooperandmadison.com/baking.html\"
  <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_nav2.gif\" alt=\"Baking\" width=\"105\" height=\"29\" hspace=\"0\" vspace=\"0\"
border=\"0\">
  </a>
</td>\n
<td>
  <a href=\"http://www.cooperandmadison.com/dining.html\"
  <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_nav3.gif\" alt=\"Dining\" width=\"110\" height=\"29\" hspace=\"0\" vspace=\"0\"
border=\"0\">
  </a>
</td>\n
<td>
  <a href=\"http://www.cooperandmadison.com/recipes.html\"
  <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_nav4.gif\" alt=\"Recipes\" width=\"114\" height=\"29\" hspace=\"0\" vspace=\"0\"
border=\"0\">
  </a>
</td>\n
<td>
  <a href=\"http://www.cooperandmadison.com/classes.html\"
  <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1009
_promo_nav5.gif\" alt=\"Classes\" width=\"110\" height=\"29\" hspace=\"0\" vspace=\"0\"
border=\"0\">
  </a>
</td>\n
</tr>\n
</table>\n\n\n
<table width=\"550\" border=\"0\" cellspacing=\"0\" cellpadding=\"0\">\n
<tr>\n
<td>
  <img style=\"display:block;\"
src=\"http://wpm.bhan.cheetahmail.com/wpm/394/ContentUploads/UploadedContent_76630/images/1013
_Birthday_img1.gif\" alt=\"\" width=\"550\" height=\"326\" hspace=\"0\" vspace=\"0\"
border=\"0\">
  </td>\n
</tr>\n

```



```

        <tr>\n
        <td bgcolor="#C2C869" align="center" height="29">\n
        <font style="font-family:Arial, Helvetica, sans-serif;\n
font-size:18px; font-weight:bold;">\n
        <font color="#FFFFFF">Use offer code:\n
        <font color="#000000">CAKE01</font>\n
        </font>\n
        </td>\n
    </tr>\n
    <tr>\n
    <td>\n
        <a href="http://www.cooperandmadison.com">\n
        \n
        </a>\n
    </td>\n
</tr>\n
</table>\n\n\n
<table width="550" border="0" cellspacing="0" cellpadding="0" > \n
<tr>\n \t
    <td height="10">&nbsp;</td>\n
</tr>\n
<tr>\n
    <td align="center" style="font-family: Arial, Helvetica,\n
sans-serif; \nline-height:18px; text-decoration: none; font-size: 11px; color: \n#999999;">\n
\nCooper and Madison | 2900 Broadway | Seattle, WA 96108\n
    <br>\n
    <br>\nThis message sent to: pat.smith@cheetahdigital.com\n
    <br>\n
    <br>\n\n
    <br>\n
    <br>\n
    </td>\n
</tr>\n
</table>\n\n\n\n
</td>\n
</tr>\n
</table>\n\n\n\n
</body>\n
</html>\t\t"

```



5 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.

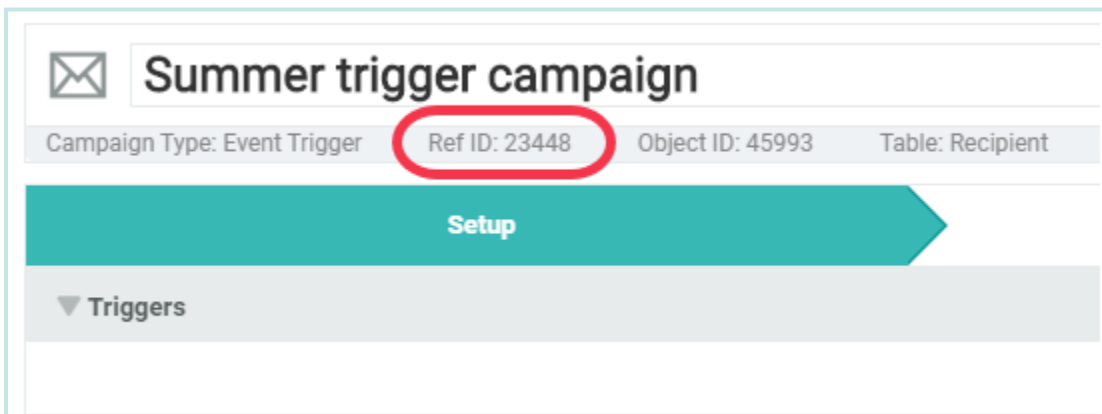


Object Reference ID

The Object Reference ID is a system-generated identifier for every item and asset in your account.

For Campaigns, the value for this identifier can be found within the Messaging application:

1. From the System Tray, navigate to *Campaigns > Management > Campaigns*.
2. Browse to and select the desired Campaign
3. The Object Reference ID is listed at the top of this screen.



Optionally, you can use the **SEARCH** endpoint, and search for the desired Campaign:

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 Email Campaigns:

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

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**. For example:

```
{  
  "obj_id": 68333,  
  "display_name": "Preview API Testing",  
  "type_id": "CampaignEmail",  
  "ref_id": 39344,  
  "parent_obj_id": 37249,  
  "eligibility_status_id": "READY"  
}
```

Column Name

The Column Names for fields can be found on the Tables screen within the Messaging application, or by using the **TABLE** endpoint.

To look up the field name within the Messaging application:

1. From the System Tray, select *Data Management > Structures > Tables*. The system displays a list of all the tables in your account.
2. Select the desired table. The Table Details screen is displayed.
3. Within the list of fields in this table, the Column Name is displayed on the far-right of the screen.



Recipient

TABLE EDIT

Save Rename Delete New Field New Calculated Field New Join Set Record Lookup Fields Add to Child Systems Set Time Zone

Fields	Field ID	Field Name	Column Name
	41	Home Phone	[home_phone]
	42	Company Name	[business_name]
	43	Business Address Street 1	[business_street_1]
	44	Business Address Street 2	[business_street_2]
	45	Business City	[business_city]
	46	Business State	[business_state]
	47	Business ZipCode	[business_zipcode]
	48	Business Country	[business_country]

To retrieve the Column Name for a field using the **TABLE** endpoint:

1. Submit a GET request to the **TABLE** API endpoint. The simplest method is to use the version of the **TABLE** endpoint that allows you to retrieve table information based on the table's name. For example:

`https://api.eccmp.com/services2/api/Table?tableName=recipient`

2. Within the API response message, the system lists every field in this table. As part of that field definition, the response includes the Column Name (referred to as the **columnName**).

Sample Response:

```
{
  "viewId": 1002,
  "entityId": 100,
  "displayName": "First Name",
  "propId": 1030,
  "columnName": "name_first"
}
```



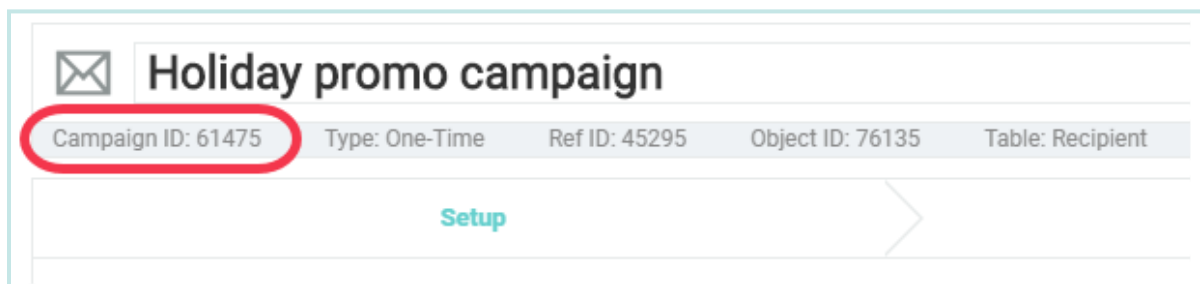
Running Campaign ID

The "Running Campaign ID" is a system-generated identifier for a Campaign, that gets created only when the Campaign is launched. Please note that this ID is different from the Campaign's "Object Reference ID," which is typically used in other Messaging endpoints.

The Running Campaign ID can be found on the Campaign details screen within the Messaging application, or by using the **CAMPAIGN_STAT** endpoint.

To look up the Running Campaign ID within the Messaging application:

1. From the System Tray, select *Campaigns > Management > Campaigns*.
2. Browse to and select the desired launched Campaign.
3. The Running Campaign ID is displayed near the top of the screen.



To retrieve the Running Campaign ID using the **CAMPAIGN_STAT** endpoint:

1. Submit a GET request to the **CAMPAIGN_STAT** API endpoint. This request must contain the Campaign's Object Reference ID. For example:

```
https://api.eccmp.com/services2/api/CampaignStat?campId=31896
```

2. Within the API response message, the Running Campaign ID value is provided in the **campId** parameter.

Sample Response:

```
{
  "campId": 31897,
  "mergeSetupTime": "2018-06-15T15:53:59.13",
  "dmsSetupTime": "2018-06-15T15:53:59.137",
  "rtsSetupTime": "2018-06-15T15:53:59.143",
  "inbSetupTime": "2018-06-15T15:53:59.243",
  "msgListCreationStatusId": 700,
```



```
"msgListCreationStartTime": "2018-06-15T15:54:01.237",
"msgListCreationFinishTime": "2018-06-15T16:07:58.323",
"msgCreatedAmount": 3,
"contCalculationStatusId": 700,
"contCalculationStartTime": "2018-06-15T15:54:53.58",
"contCalculationFinishTime": "2018-06-15T16:07:58.323",
"contCalculatedAmount": 3,
"personalizationStatusId": 700,
"personalizationStartTime": "2018-06-15T15:54:53.58",
"personalizationFinishTime": "2018-06-15T16:07:58.323",
"personalizedAmount": 3,
"sendingStatusId": 700,
"sendingStartTime": "2018-06-15T15:54:53.58",
"sendingFinishTime": "2018-06-15T16:07:58.323",
"sentAmount": 3
}
```

