

# Convertr Publisher API v2

## 1.0 Scope

This document contains the technical information required for accessing the RESTful API provided by Convertr. Currently the main goal of the Publisher API is to feedback live stats to our network and facilitate the delivery of new customer records. It should be noted that all reporting information gathered from the use of this API are unconfirmed and should be used merely as an awareness tool whilst running campaigns on the Convertr platform.

## 2.0

This version of the API is accessible from the following url, at this point there is a single entry point for all requests.

```
https://{enterprise}.cvtr.io/api/v2/
```

## 3.0 Usage & Examples

### 3.1 Prerequisites

All Publisher users by default have access to the Convertr Publisher API. Your access credentials are supplied with your campaign assets once you have been assigned to a campaign, but are also available from the Convertr Dashboard.

The Convertr Publisher API implements the OAuth2.0 authentication protocol.

### 3.2 Authentication Token

In order to query the API, all requests must be sent with an authentication token.

This needs to be requested from the following url using a **GET** request. Once the token has been returned, it will expire after 60 minutes.

#### Request

```
GET https://{enterprise}.cvtr.io/oauth/v2/token?  
grant_type=https://convertr.cvtr.io/grants/api_key&client_id=  
{CLIENT_ID}&client_secret={CLIENT_SECRET}&api_key={API_KEY}
```

Parameter	Required	Description
client_id	Yes	Client ID which is supplied on a platform wide basis
client_secret	Yes	Client Secret which is supplied on a platform wide bases
api_key	Yes	API Key that is unique to each user

## Response

```
{
  access_token:
  "ODM5NTIwNjk1MjdhNTMzMzk0MTY2Y2ZkYjg2OWF1N2Y5YzZlNTk1NmUwZmVjOGRkMDhhMzllYTA
  2ZTA0MDI3Zg"
  expires_in: 3600
  token_type: "bearer"
  scope: null
  refresh_token:
  "YTQzODk3MDdiM2FhMGYzODYyOTcyOTBkYWZiZWl3YzJmNmEwYmJkYWJiM2I0NzU1Y2Q5OTcwZDA
  0YzhiZGNjYQ"
}
```

## 3.3 Form Fields Endpoint

This API call will supply an array of forms which are available to **POST** leads to (see section 3.5) on a given campaign. The response will allow you to see which form fields are available to populate per form (each campaign can have multiple forms).

## Request

```
GET https://{enterprise}.cvtr.io/api/v2/publisher/fields/{CAMPAIGN_ID}?
access_token={ACCESS_TOKEN}
```

Parameter	Required	Description
CAMPAIGN_ID	Yes	ID of the campaign you are wishing to see a list of available forms
ACCESS_TOKEN	Yes	Access token acquired in 3.2

## Response

```
[
  {
    "fields": [
```

```

        "form[firstName]",
        "form[email]",
        "form[lastName]",
        "form[submit]"
    ],
    "formId": 35,
    "formName": "Acme Campaign - Simple Form"
},
{
    "fields": [
        "form[promotion]",
        "form[title]",
        "form[firstName]",
        "form[lastName]",
        "form[email]",
        "form[lookup][addressLine1]",
        "form[lookup][addressLine2]",
        "form[lookup][addressLine3]",
        "form[lookup][addressLine4]",
        "form[lookup][postcode]",
        "form[telephone][countryCode]",
        "form[telephone][telephone]",
        "form[submit]",
        "form[model][model]",
        "form[model][model_title]",
        "form[dealerLookup][dealerLookupPostcode]",
        "form[dealerLookup][brandId]",
        "form[dealerLookup][marketId]",
        "form[dealerLookup][radius]",
        "form[dealerLookup][sincom]",
        "form[dealerLookup][siteCode]",
        "form[dealerLookup][dealerAddress]",
        "form[dealerLookup][dealerMarket]",
        "form[dealerLookup][dealerCity]",
        "form[dealerLookup][dealerProvince]",
        "form[dealerLookup][dealerEmail]",
        "form[dealerLookup][dealerZipCode]",
        "form[dealerLookup][dealerName]",
        "form[dealerLookup][dealer]",
        "form[IsPrivacyConsentGiven]",
        "form[IsPrivacyConsentGiven]",
        "form[IsThirdPartyConsentGiven]",
        "form[IsThirdPartyConsentGiven]",
        "form[IsProfiliationConsentGiven]",
        "form[IsProfiliationConsentGiven]"
    ],
    "formId": 23,
    "formName": "Acme Campaign - Advanced Form"
}
]

```

### 3.4 Campaign Links Endpoint

This API method will return an array of available links for the given campaign. Links are required as they provides insight into which channel a lead entered the Convertr Platform or was captured.

#### Request

```
GET https://{enterprise}.cvtr.io/api/v2/publisher/links/{CAMPAIGN_ID}?
access_token={ACCESS_TOKEN}
```

Parameter	Required	Description
CAMPAIGN_ID	Yes	ID of the campaign you are wishing to see a list of available links
ACCESS_TOKEN	Yes	Access token acquired in 3.2

#### Response

```
[
  {
    "channel": "Email",
    "destination": "https://convertforms.cvtr.io/acme-campaign-email",
    "id": 25,
    "name": "acme-campaign-email"
  },
  {
    "channel": "Social",
    "destination": "https://convertforms.cvtr.io/acme-campaign-social",
    "id": 26,
    "name": "acme-campaign-social"
  },
  {
    "channel": "Display",
    "destination": "https://convertforms.cvtr.io/acme-campaign-display?
template=1&wp=4",
    "id": 30,
    "name": "acme-campaign-display"
  }
]
```

### 3.5 Campaign lead Endpoint

```
POST
https://{enterprise}.cvtr.io/api/v2/publisher/forms/{FORM_ID}/links/{LINK_ID
}/leads?access_token={ACCESS_TOKEN}
```

Parameter	Required	Description
LINK_ID	Yes	Link to associate lead with (see section 3.2 or Publisher Media Kit email)
FORM_ID	Yes	Form Id to match body to (see section 3.3 or Publisher Media Kit email)
ACCESS_TOKEN	Yes	Access token acquired in 3.2

### Example Request Body

```
form%5BfirstName%5D=Danny&form%5BlastName%5D=Hannah&form%5Bemail%5D=tech%40c
onvertrmedia.net&form%5Bsubmit%5D=true
```

### Response

```
{
  "data": 367086,
  "message": "Lead was created successfully",
  "status": 201
}
```

## 4.0 Error Responses

Errors will be returned with a status `code` and `message`. Where applicable additional information will be provided in an `errors` array.

Error Code	Error Body	Description
400	<pre>{"code":400,"message":"Validation Failed","errors":{"errors":["This form should not contain extra fields."],"children":{"firstName": [],"email": [],"lastName": []}}}</pre>	Invalid post data, check your request maps to the form fields in section 3.4
		Your access token has

401	<pre>{"error": "invalid_grant", "error_description": "The access token provided has expired."}</pre>	expired and you must request a new token, see section 3.2
403	<pre>{"code": 403, "message": "Campaign has not started yet"}</pre>	The requested campaign hasn't started yet. Enquire with your campaign manager as to when it will be available
403	<pre>{"code": 403, "message": "Campaign is fulfilled"}</pre>	The requested campaign has already been successfully fulfilled and no more leads are being accepted
403	<pre>{"code": 403, "message": "You do not have permissions to access this campaign"}</pre>	You have not been added to this campaign by the campaign manager or you have yet to sign your contract. Also check your url parameters match the Publisher Media Kit email.