



How it works

API Basics

“Digital rewards - to increase acquisition and retention,
drive more sales and increase engagement”

Integration



Integration

Map user
journey

Share with
Giftcloud

Integrate and
test on staging

Integrate to live



Running

Connect to
our API

Send customers
Reward emails
automatically
via API

Assign a PO
or Order
reference

Reward links
instantly
delivered
(email, SMS)

Reward link
status can be
viewed in real
time

Real-time stats
available for
reporting

API: The way to seamlessly integrate your CRM. It is the optimal way to transfer data.

An API In Motion

Reward Request

Your interface makes a call through our API to request rewards to be issued. The request should include.

- Customers email address
- Voucher type and value
- Validation confirmation

Our API Server

Our API server will match your request against your campaign and trigger the release of the gift card.

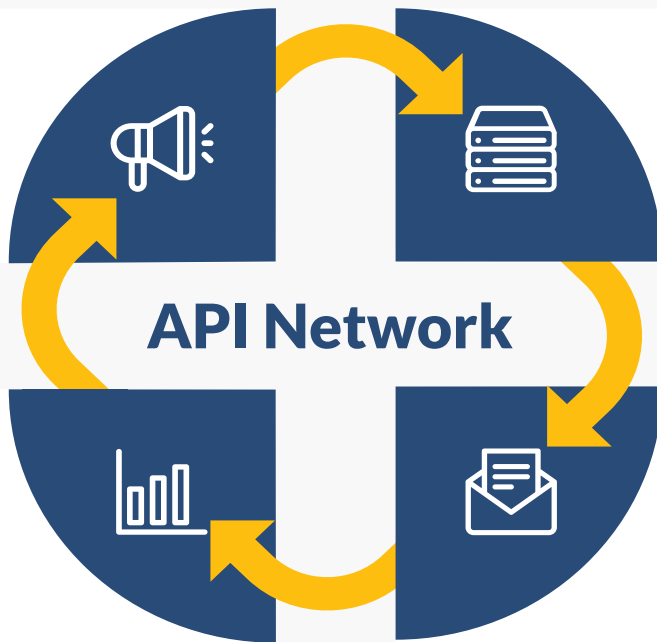
Webhooks

Reward link status is sent to you in real-time.

Using webhooks, your system can request live stats, e.g. what gift card was chosen, when was the reward redeemed, etc.

Recipient of Reward

Your customer will be sent their gift card to their email address or mobile number.



API Benefits

Personalisation

We can personalise the your customer journey using dynamic fields which will allow for alterations to emails and overlays.

Reduced Manual Data Handling and Process

The API reduces human interaction with customer data improving security and reducing turnaround times meaning customers can receive their rewards, exactly when they are due.

Efficient Reward Sending

Integrating with the API means end to end communication, reduced validation periods and increased customer satisfaction. Automating rewards to be sent at any day, time or date.

Insights and Data Reporting

The API Integration will enable a one-stop-shop for all client data including customer interactivity, intelligent reporting and an audit trail of each customer journey.

By connecting to the Reward API, one client reduced customer queries by **89%**

Key Features of API Integration



Service your customer care needs by using a reward link resend function and use our Marketing opt-in to allow the use of Giftcloud Target, our retargeting solution.



Transparency with redemption information providing your agents with all of the information they require in your system for a smoother customer care process.



Enhance your reporting and data mapping capabilities by sending us order numbers or other customer identification. Increase your visibility using our webhook events, allowing you to see customer email interactions.



Reduce any data handling risks by removing manual data sharing and the need for manual forms.

