





Data Integration



Upcoming Training Release Notes Community Contact Support Webcasting Services

REST API

Last updated: Oct 3, 2019



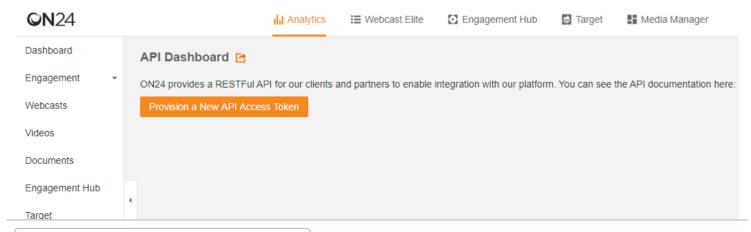
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The ON24 REST API allows customers to directly access the ON24 analytic data. Customers can setup their own services to retrieve the data and import activity information into their CRM, Marketing Automation Platform, Business Intelligence Platform, or any custom repository.

Comprehensive API documentation is available at http://apidoc.on24.com

API Dashboard

With the ON24 Connect product, Client Admin user logins can generate Client Key and Client Secret pairs to access the ON24 REST API. In the Analytics section the API Dashboard should be available where you can Provision a New API Access Token.



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What is an API?

Application program interface (API) is a set of routines, protocols, and tools for building software applications. An API specifies how software components should interact. The ON24 API makes it easier to develop a program by providing all the building blocks. A programmer then puts the blocks together.

ON24 has developed a suite of REST API's that provide third parties the ability to access ON24 Webinar functionality that covers:

- 1. Event Management Create webinar, delete webinar
- 2. Analytics
 - a. Account level event, registrants, attendees
 - b. Event level metadata & usage, registrants, attendees
- 3. Registration webinar and content gateway

Using the ON24 REST API

To use the ON24 REST API you will need an access token. Contact your Customer Success Manager (CSM) who will furnish the details.

The access token will look like this:

Kev:

A119E95B253D9D37F45BF8BF97ZZ920D

Secret:

945e9f6f74a28c51818bee1bd51dd6d28d12c0b57d3e3b4ed64cc54af1e739475fe5841768aa9de00610bc99115621c e14244bf4767795667f6d2ef9d5b71fc1

All API calls must be performed server to server and not client side via Jscript in a browser.

Example

The following is an example using the Registration API

http://apidoc.on24.com/rest-registration

The following data will be registered for event 1491623:

```
Email = john@acme.com
Firstname = John
Lastname = Smith
Company = Acme
```

When using **CURL**, the command string will look like this:



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```
9115621ce14244bf4767795667f6d2ef765b71fc1' -H 'cache-control: no-cache' -H 'content-
type: application/x-www-form-urlencoded' -d
'email=john%40acme.com&firstname=John&lastname=Smith&company=Acme'
```

If you do not have access to a server-side interface, there are several online tools that allow you to make HTTP requests. The online tool hurl.it has been used with success -

https://www.hurl.it

All you need to do is specify the appropriate values as parameters to hurl it will execute a server to server call and pass the data over to ON24. The following outlines what needs to be provided to hurl.it. Other online tools will share similar usage.

Destination:

POST

https://api.on24.com/v2/client/4497/event/1491623/registrant

NOTE: The Client ID and Event ID are unique values. The clientid relates to the Webcast Elite account and the eventid for the specific webinar.

Headers:

accept

application/json

accesstokenkey

A129E95B253D9D37F45BF8BF90AA920D

accesstokensecret

945e9c6f74a28c51818bee1bd51dd6d28d12c0b57d3e3b4ed64cc54af1e739475fe5841768aa9de0061 0bc99115625ce14244bf4767795667f6d2ef765b71fc1

cache-control

no-cache

content-type

application/x-www-form-urlencoded

Parameters:

```
email=john@acme.com&firstname=John&1...h&company=Acme
```

The above will return a 200 status code and the following registration entries for event 1491623:

```
"firstname": "John",
"lastname": "Smith",
"email": "john@acme.com",
```



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