

record

Record an event.

End Point:

<https://loyalty.500friends.com/api/record.json>

Sample Request:

```
https://loyalty.500friends.com/api/record.json?
  uuid=account_id&
  email=customer_email&
  event_id=event_id&
  type=purchase&
  value=98.50
```

Request Parameters:

Parameter	Required?	Description																																
uuid	×	your Account ID																																
email	*	email address of a customer who should get points for this event																																
external_customer_id	*	id you use to uniquely identify a customer																																
type	×	event types:																																
		<table><tr><th>parameter value</th><th>used when the customer...</th></tr><tr><td>post</td><td>shares on Facebook</td></tr><tr><td>tweet</td><td>shares on Twitter</td></tr><tr><td>email</td><td>sends peer-to-peer emails</td></tr><tr><td>referral</td><td>refers one or more of his/her friends. <i>Note: If you would like to track member enrollment referrals, you should use front end (pixel) enrollment call instead of a backend (web services) call. Referral logic uses cookies which can only be submitted with a front-end call.</i></td></tr><tr><td>purchase</td><td>completes a purchase</td></tr><tr><td>return</td><td>returns previously purchased product(s)</td></tr><tr><td>answer</td><td>answers a question</td></tr><tr><td>review</td><td>posts a review</td></tr><tr><td>like</td><td>likes your Facebook page</td></tr><tr><td>following</td><td>follows you on Twitter</td></tr><tr><td>signup</td><td>signs up, e.g. for a newsletter</td></tr><tr><td>checkin</td><td>checks in</td></tr><tr><td>gift</td><td>receives a gift of points</td></tr><tr><td>reward</td><td>redeems a reward</td></tr><tr><td><i>arbitrary value</i></td><td>any custom event type with an active Points Rule you configured in the LoyaltyPlus portal</td></tr></table>	parameter value	used when the customer...	post	shares on Facebook	tweet	shares on Twitter	email	sends peer-to-peer emails	referral	refers one or more of his/her friends. <i>Note: If you would like to track member enrollment referrals, you should use front end (pixel) enrollment call instead of a backend (web services) call. Referral logic uses cookies which can only be submitted with a front-end call.</i>	purchase	completes a purchase	return	returns previously purchased product(s)	answer	answers a question	review	posts a review	like	likes your Facebook page	following	follows you on Twitter	signup	signs up, e.g. for a newsletter	checkin	checks in	gift	receives a gift of points	reward	redeems a reward	<i>arbitrary value</i>	any custom event type with an active Points Rule you configured in the LoyaltyPlus portal
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value	Required when the type is purchase, return, gift or reward; otherwise optional	<table><tr><th>Event Type</th><th>Set value to...</th></tr><tr><td>purchase</td><td>the order total</td></tr><tr><td>return</td><td>the return total amount (a negative number)</td></tr><tr><td>gift</td><td>the number of points given to the customer</td></tr><tr><td>reward</td><td>the number of points used to redeem the reward (a negative number)</td></tr></table>	Event Type	Set value to...	purchase	the order total	return	the return total amount (a negative number)	gift	the number of points given to the customer	reward	the number of points used to redeem the reward (a negative number)
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event_id	Required when the type is purchase or return; otherwise optional	<p>May contain letters and/or numbers. Purchase, return and custom event type api calls are checked for a duplicate event_id, and events with a duplicate event id will not be recorded. This handles scenarios such as a page reload with the same API call firing multiple times.</p> <table><tr><th>Event Type</th><th>Set event_id to...</th></tr><tr><td>purchase</td><td>the order number</td></tr><tr><td>return</td><td>a unique return identifier</td></tr><tr><td>reward</td><td>the LoyaltyPlus reward ID (this reward ID will be used determine the cost incurred for the reward, as reported in the LoyaltyPlus dashboard).</td></tr></table>	Event Type	Set event_id to...	purchase	the order number	return	a unique return identifier	reward	the LoyaltyPlus reward ID (this reward ID will be used determine the cost incurred for the reward, as reported in the LoyaltyPlus dashboard).		
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detail		any additional details such as product names for a purchase, original purchase order number for a return, referred customer email for a referral, posted message for a post or tweet.										
private_notes		Private notes that will be visible in the User Activity report, but not in the Activity tab of the Member iframe.										
external_user_id		The preferred employee identifier for the user who entered the private_notes, for reporting and auditing purposes. If private_notes is present but external_user_id is not, the user will be recorded as NULL.										
wid		It is checked only when the type is signup. It should be set to Widget ID of the corresponding Email Signup Widget. For more information about the Widget ID please go to the LoyaltyPlus Widget API page.										
original_event_id		This applies only when type is return. When used, original_event_id ties return to a purchase and should be set to the event_id of the original purchase. If you are using time-based points promotions, points for return will be calculated using points rule active when the original purchase was made.										
channel		the engagement channel -- i.e. web vs. instore vs. mobile -- where the event occurred										
sub_channel		additional details about the channel, such as store ID, store location, website section, etc.										
sub_channel_detail		additional details about the sub_channel, such as Sales Rep or Employee ID Number										

created_at		date the event took place. Note: time is not accepted for this parameter, only date. The time will automatically be set to 00:00, UTC , on the specified date.
autoenroll		set autoenroll=1 to enroll customer (if not already enrolled) before executing the record event
<i>product array</i>		Product catalog array. Note: If the type is " return " and the "value" parameter is negative, the values for price in the product array must always be positive in order for returns to be processed properly.
sig		security signature

* either email or external_customer_id is required

Response Elements:

Element	Description
id	unique LoyaltyPlus event identifier
points	number of points recorded for the event

Sample Response:

```
{
  "data":
    {
      "points": 10,
      "id": 20335358
    },
  "success": true
}
```