


User Activity Tracking (REST API)

Basic Details

API endpoint and parameters used in all user activity tracking requests (exclude custom events) are described here.

Request


Endpoint	Request Type	Content-Type	Note
https://api.personaclick.com/push	POST	application/json	 This request should be used asynchronously.

Parameters

Name	Type	Requirement	Description
shop_id	string	required	Unique Store Key in PersonaClick. Located there: Account > Settings > Store Settings
did	string	required	Unique Device ID. See " Initialization (REST API) " for information about getting and using Device ID.
seance	string	required	Unique ID of the current user session. See " Initialization (REST API) " for information about getting and using User Session ID.
stream	string	required	Data stream code. Alphanumeric string (letters, numbers only). Max length: 16. The empty default value will mean "web". Can be "ios", "android" or any other string. Used to distinguish between mobile apps, websites, and other events sources.
segment	string	optionally	Can take one of the values: "A" or "B" according to the segment to which the user is assigned. You can use your algorithm to divide users evenly between the segments.
referer	string	optionally	Request source URL
source	JSON string	required in some cases	See the description below.

Source Param

This parameter is a JSON string of the object with the following properties. The value for each property should be fetched from a specific source, depending on the campaign type.

 Each time the source parameters come from any channel, they should be saved on the site or app side and used in all user activity tracking requests for **48 hours**. If the source parameters are updated within **48 hours** (the user has interacted with a new campaign), the new source parameter values should be saved on your side and their life should be set to **48 hours** again. After the lifetime of these parameters has expired, they should no longer be used in requests.

Name	Type	Requirement	Channel	Campaign Type	Description
from	string	required	Email	Any type	The value should be fetched from the " recommended_by " parameter of any link in an email/webpush at the moment when the user visits the site by clicking on the link.
			Web Push		
			App Push		
code	string	required	Email	Bulk	The value should be fetched from the " bulk_code " parameter of any link in an email at the moment

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					when the user visits the site by clicking on the link.
			Chain		The value should be fetched from the "personaclick_mail_code" parameter of any link in an email at the moment when the user visits the site by clicking on the link.
			Transactional		
		Web Push	Bulk		The value should be fetched from the "bulk_code" parameter of a link in a web-push at the moment when the user visits the site by clicking on the link.
			Chain		The value should be fetched from the "personaclick_mail_code" parameter of a link in a web-push at the moment when the user visits the site by clicking on the link.
			Transactional		
		App Push	Any type		The value should be fetched from push's JSON payload. For Android it's located in "id" property. In iOS SDK it's "src.id"

```
{"from": "chain", "code": "abcdef-0123-4567-9810-012345abcdef"}
```

Product View

Method Objective

REQUIRED The method gives the system an understanding of the product viewed by the user.

Parameters

⚠ Only parameters related to the product view event are listed here. See **"Basic Details"** above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be "view" .
items	Object array	required	For the "view" event, the array should contain only one object with a product ID. See the example below.
recommended_by	string	required in some cases	<ul style="list-style-type: none"> This parameter should be set to "dynamic" if the currently viewed product was from the recommendation block. The parameter should be set to "instant_search" for Instant Search and "full_search" for Full Search.
recommended_code	string	required in some cases	<p>This parameter can contain one of the values:</p> <ul style="list-style-type: none"> This parameter should have a unique code of the product recommendations block if the currently viewed product is from the recommendations block. The unique code is available in the PersonaClick account in the "data-recommender-code" attribute of each block. This parameter should have a search query in the value if the product is viewed from the Instant or Full Search tool.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	<p>The reasons that can cause the error:</p> <ul style="list-style-type: none"> there is no "event" property in the request

HTTP status code	Description
	<ul style="list-style-type: none"> there is no "did" property in the request there is no Product ID in the request (see the "items" property of the request above) unknown recommender type (see the "recommended_by" property in the request and the status property of the response below)
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none"> success - the request was successful error - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example

```
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"view","shop_id":"0d42fd8b713d0752776ca589cc0056",'

# with the "source" param
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"view","shop_id":"0d42fd8b713d0752776ca589cc0056",'
```

Category View

Method Objective

REQUIRED The method gives the system an understanding of the category viewed by the user.

❗ The API will respond with an error for categories unknown to the system. The system only knows the categories from the product feed (XML) or the HTTP import of the category list.

Parameters

⚠ Only parameters related to the category view event are listed here. See **"Basic Details"** above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be "category" .
category_id	number/string	required	The ID of the current category.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none"> there is no "event" property in the request

HTTP status code	Description
	<ul style="list-style-type: none">there is no "did" property in the requestunknown category (category isn't available in the imported product catalog)
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none">success - the request was successfulerror - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example


```
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event": "category", "shop_id": "0d42fd8b713d0752776ca589cc005"  
  
# with the "source" param  
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event": "category", "shop_id": "0d42fd8b713d0752776ca589cc005'
```


Adding a product to the cart

Method Objective

REQUIRED The method gives the system an understanding of the product added to the cart by the user.

Parameters

 Only parameters related to the adding product to the cart event are listed here. See **"Basic Details"** above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be "cart" .
items	Object array	required	For the "cart" event, the array should contain only one object with a product ID, and an amount. See the example below. <div> For example:<ol style="list-style-type: none">A user has added the current product to the cart in the amount of 3 pieces. The request should have the "amount" value of 3.Then the user decides to add 2 more pieces of the current product (bringing the total to 5). The second request should have the "amount" value of 5.</div>
recommended_by	string	required in some cases	<ul style="list-style-type: none">This parameter should be set to "dynamic" if the added to the cart product was from the recommendation block.

Name	Type	Requirement	Description
			<ul style="list-style-type: none"> The parameter should be set to "instant_search" for Instant Search and "full_search" for Full Search.
recommended_code	string	required in some cases	<p>This parameter can contain one of the values:</p> <ul style="list-style-type: none"> This parameter should have a unique code of the product recommendations block if the added to the cart product was from the recommendation block. The unique code is available in the PersonaClick account in the "data-recommender-code" attribute of each block. This parameter should have a search query in the value if the product is added to the cart from the Instant or Full Search tool.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	<p>The reasons that can cause the error:</p> <ul style="list-style-type: none"> there is no "event" property in the request there is no "did" property in the request there is no Product ID in the request (see the "item_id[0]" property of the request above) unknown recommender type (see the "recommended_by" property in the request and the status property of the response below)
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	<p>Current status. Can have one of two values:</p> <ul style="list-style-type: none"> success - the request was successful error - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example

```
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"cart","shop_id":"0d42fd8b713d0752776ca589cc0056",'

# with the "source" param
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"cart","shop_id":"0d42fd8b713d0752776ca589cc0056",'
```

Removing a product from the cart

Method Objective

REQUIRED The method gives the system an understanding of the product removed from the cart by the user.

Parameters

⚠ Only parameters related to the removing product from the cart event are listed here. See "**Basic Details**" above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be "remove_from_cart".
items	Object array	required	For the "remove_from_cart" event, the array should contain only one object with a product ID. See the example below.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none">• there is no "event" property in the request• there is no "did" property in the request• there is no Product ID in the request (see the "item_id[0]" property of the request above)
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none">• success - the request was successful• error - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example

```
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event":"remove_from_cart","shop_id":"0d42fd8b713d0752776ca"
```

Update the current cart

Method Objective

REQUIRED The method updates the whole cart on the system side.


⚠ This method is required for use on the cart page when the user does certain actions there: when the user visits the page, changes the quantity of a product in the cart, removes a product from the cart, or clears the cart completely.

✓ This method can be used on the product page as an alternative to the "Add to cart" and "Remove from cart" methods if you have access to the entire cart on the product page.

Parameters

⚠ Only parameters related to the event of updating the cart are listed here. See "**Basic Details**" above for more information on required parameters and the API

endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be "cart" .
items	Object array	required	<p>Object array with the properties of the products in the cart. Available properties for each object:</p> <ul style="list-style-type: none">• id - the ID of the product in the cart. Type: string/number. Required.• quantity - amount of the product in the cart. Type: number. Required. <div> If the property is missing in the request, the system will clear the user's cart. Use this when the user's cart is cleared on the store side.</div> <p>See the example below.</p>
full_cart	boolean	required	Status of the cart synchronization. Should always be "true" in this case. See the example below.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	<p>The reasons that can cause the error:</p> <ul style="list-style-type: none">• there is no "event" property in the request• there is no "did" property in the request
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	<p>Current status. Can have one of two values:</p> <ul style="list-style-type: none">• success - the request was successful• error - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Examples

Example of synchronization of products in the cart.

```
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event":"cart","shop_id":"0d42fd8b713d0752776ca589cc0056",' \  
  
# with the "source" param  
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event":"cart","shop_id":"0d42fd8b713d0752776ca589cc0056",'
```

Example of the cart cleaning.

```
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event":"cart","shop_id":"0d42fd8b713d0752776ca589cc0056",'
```

```
# with "source" param
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event": "cart", "shop_id": "0d42fd8b713d0752776ca589cc0056",'
```

Successful checkout


Method Objective

REQUIRED The method gives the system information about the successful checkout, its products, and other information related to the checkout.

Parameters

⚠ Only parameters related to the purchase event are listed here. See "**Basic Details**" above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be "purchase" .
items	Object array	required	<p>Object array with the properties of the products in the cart. Available properties for each object:</p> <ul style="list-style-type: none"> id - the ID of the product in the cart. Type: string/number. Required. amount - amount of the product in the cart. Type: number. Required. price - The unit price of the purchased product. Type: number. Optionally. If not sent, the system will use the product price from the previously sent product catalog. No discounts will be taken into account in this case. <p>See the example below.</p>
custom	Object	optionally	<p>Custom properties of the order. The properties should be pre-created: Account > Settings > Order properties</p> <p>The following data types are supported:</p> <ul style="list-style-type: none"> - string - integer - date (YYYY-MM-DD) <p>See example below.</p>
order_id	number/string	optionally	<p>Internal store Order ID. If not specified, the system will create its internal ID. Synchronization of order statuses, in this case, won't be available.</p> <div> <p>⚠ Please note that order IDs in UUID format aren't displayed in the dashboard. Instead of UUDI, "___" will be displayed. To avoid this, add any prefix to this.</p> </div>
order_price	number	optionally	The final order value, including all discounts. If not specified, the system will calculate the order value based on prices from the product feed.
order_cash	number	optionally	The amount of money the user spent to pay for the order.
order_bonuses	number	optionally	The number of bonuses the user spent to pay for the order.
order_delivery	number	optionally	Shipping cost.
order_discount	number	optionally	Discount amount (in money).
promocode	string	optionally	Promo code that was used.

Name	Type	Requirement	Description
			<div>  If a promo code from the list uploaded to the account has been used, it'll be marked as used. </div>
delivery_address	string	optionally	Delivery address. Any text.
delivery_type	string	optionally	Delivery Type, e.g. "courier", "self_pickup", "delivery", "pickup_point", etc.
payment_type	string	optionally	Payment method. Any string value. For example: "cash", "card", "wire".
tax_free	boolean	optionally	It sets whether the order was placed with Tax-Free or not.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none"> there is no "event" property in the request there is no "did" property in the request
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none"> success - the request was successful error - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example

```
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"purchase","shop_id":"0d42fd8b713d0752776ca589cc005'


# with the "source" param
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"purchase","shop_id":"0d42fd8b713d0752776ca589cc005'
```

Search Request

Method Objective

The method gives the system an understanding of the user's search queries.

Parameters

 Only parameters related to the search event are listed here. See **"Basic Details"** above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be " search ".
search_query	string	required	Search Query.
recommended_code	string	required in some cases	This parameter should have a search query in the value if the search results were taken from the PersonaClick API (the Full Search tool was used). See the example below.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none"> there is no "event" property in the request there is no "did" property in the request
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none"> success - the request was successful error - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example

```
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"search","shop_id":"0d42fd8b713d0752776ca589cc0056"'

# with the "source" param
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"search","shop_id":"0d42fd8b713d0752776ca589cc0056'
```

Adding a product to the wishlist

Method Objective

The method gives the system an understanding the user has added a product to the wishlist.

Parameters

⚠ Only parameters related to the event of adding a product to the wishlist are listed here. See "**Basic Details**" above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be " wish ".

Name	Type	Requirement	Description
items	Object array	required	For the " wish " event, the array should contain only one object with a product ID. See the example below.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none"> there is no "event" property in the request there is no "did" property in the request
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none"> success - the request was successful error - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example

```
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"wish","shop_id":"0d42fd8b713d0752776ca589cc0056",'

# with the "source" param
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"wish","shop_id":"0d42fd8b713d0752776ca589cc0056",'


```

Removing a product from the wishlist

Method Objective

The method gives the system an understanding the user has removed a product from the wishlist.

Parameters

 Only parameters related to the event of removing a product from the wishlist are listed here. See "**Basic Details**" above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be " remove_wish ".
items	Object array	required	For the " remove_wish " event, the array should contain only one object with a product ID. See the example below.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none">there is no "event" property in the requestthere is no "did" property in the request
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none">success - the request was successfulerror - the request was unsuccessful
message	string	The text of the error if it occurred
payload	Object	Reserved for the JS SDK internal use

Request Example

```
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event":"remove_wish","shop_id":"0d42fd8b713d0752776ca589cd"  
  
# with the "source" param  
curl 'https://api.personaclick.com/push' \  
-X 'POST' \  
-H 'content-type: application/json' \  
-d '{"event":"remove_wish","shop_id":"0d42fd8b713d0752776ca589cd'
```

Update the current wishlist

Method Objective

The method updates the whole wishlist on the system side.

Parameters

⚠ Only parameters related to the event of updating the wishlist are listed here. See **"Basic Details"** above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	The value must be "wish" .
items	Object array	required	<p>Object array with the properties of the products in the wishlist. Available properties for each object:</p> <ul style="list-style-type: none">id - the ID of the product in the wishlist. Type: string/number. Required. <div><p>⚠ If the property is missing in the request, the system will clear the user's wishlist. Use this when the user's wishlist is cleared on the store side.</p></div> <p>See the example below.</p>

Name	Type	Requirement	Description
full_wish	boolean	required	Status of the wishlist synchronization. Should always be "true" in this case. See the example below.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none"> there is no "event" property in the request there is no "did" property in the request
403 Forbidden	The request was unsuccessful.

API Response Data

The response is JSON type with the following properties:

Name	Type	Description
status	string	Current status. Can have one of two values: <ul style="list-style-type: none"> success - the request was successful error - the request was unsuccessful
message	string	The text of the error if it occurred

Request Examples

Example of synchronization of products in the wishlist.

```
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"wish","shop_id":"0d42fd8b713d0752776ca589cc0056",'
```

Example of the wishlist cleaning.

```
curl 'https://api.personaclick.com/push' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event":"wish","shop_id":"0d42fd8b713d0752776ca589cc0056",'
```

Custom Event

Method Objective

The method gives the system an understanding that some user event has happened.

Request

Endpoint	Request Type	Content-Type	Note
https://api.personaclick.com/push/custom	POST	application/json	⚠ This request should be used asynchronously.

Parameters

⚠ Only parameters related to the custom event are listed here. See **"Basic Details"** above for more information on required parameters and the API endpoint.

Name	Type	Requirement	Description
event	string	required	Unique custom event key. Must be pre-created in the PersonaClick account: Settings > Custom events .
category	string	optionally	A category is a name that you supply as a way to group some event's properties.
label	string	optionally	With labels, you can provide additional information for events that you need.
value	number	required in some cases	The value property can be any integer and can be used to send a specific value in an event.
payload	object	optionally	An object with any pairs of keys and values of the following types: <ul style="list-style-type: none"> string integer float date (YYYY-MM-DD) boolean

API Response Code

HTTP status code	Description
204 No content	The request was successful.
400 Bad Request	The reasons that can cause the error: <ul style="list-style-type: none"> there is no "event" property in the request there is no "did" property in the request
403 Forbidden	The request was unsuccessful.

API Response Data

The API doesn't return any response for this method.

Request Example

```
curl 'https://api.personaclick.com/push/custom' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event": "my_event", "shop_id": "0d42fd8b713d0752776ca589cc005"}'

# with the "source" param
curl 'https://api.personaclick.com/push/custom' \
-X 'POST' \
-H 'content-type: application/json' \
-d '{"event": "my_event", "shop_id": "0d42fd8b713d0752776ca589cc005", "source": "my_source"}'
```

Delivering App Push

Method Objective

The method makes the system aware of App Push delivering from a specific campaign.

Request

Endpoint	Request Type	Content-Type	Note
https://api.personaclick.com/track/delivered	POST	application/json	⚠ This request should be used asynchronously.

Parameters

Name	Type	Requirement	Description
shop_id	string	required	Unique Store Key in PersonaClick. Located there: Account > Settings > Store Settings
code	string	required	Message identifier. <ul style="list-style-type: none">• App Push: Value can be taken from push's JSON payload. For Android it's located in "id" property. In iOS SDK it's "src.id"
type	string	required	Message type. <ul style="list-style-type: none">• App Push: Value can be taken from push's JSON payload. For Android it's located in "type" property. In iOS SDK it's "src.type"
stream	string	required	Data stream code. Alphanumeric string (letters, numbers only). Max length: 16. The empty default value will mean "web". Can be "ios", "android" or any other string. Used to distinguish between mobile apps, websites, and other events sources.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
403 Forbidden	The request was unsuccessful.

API Response Data

The API doesn't return any response for this method.

Request Example


```
curl 'https://api.personaclick.com/track/delivered' \  
-X 'POST' \  
-H 'Content-Type: application/json' \  
-d '{"shop_id":"0d42fd8b713d0752776ca589cc0056","code":"731d5e'
```

Opening App Push

Method Objective

The method makes the system aware of App Push opening from a specific campaign.

Request

Endpoint	Request Type	Content-Type	Note
https://api.personaclick.com/track/opened	POST	application/json	 This request should be used asynchronously.

Parameters

Name	Type	Requirement	Description
shop_id	string	required	Unique Store Key in PersonaClick. Located there: Account > Settings > Store Settings
code	string	required	Message identifier. <ul style="list-style-type: none">• App Push: Value can be taken from push's JSON payload. For Android it's located in "id" property. In iOS SDK it's "src.id"
type	string	required	Message type. <ul style="list-style-type: none">• App Push: Value can be taken from push's JSON payload. For Android it's located in "type" property. In iOS SDK it's "src.type"

Name	Type	Requirement	Description
stream	string	required	Data stream code. Alphanumeric string (letters, numbers only). Max length: 16. The empty default value will mean "web". Can be "ios", "android" or any other string. Used to distinguish between mobile apps, websites, and other events sources.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
403 Forbidden	The request was unsuccessful.

API Response Data

The API doesn't return any response for this method.

Request Example

```
curl 'https://api.personaclick.com/track/opened' \
-X 'POST' \
-H 'Content-Type: application/json' \
-d '{"shop_id":"0d42fd8b713d0752776ca589cc0056","code":"731d5e"
```

Clicking on App Push / SMS

Method Objective


The method makes the system aware of App Push or SMS clicking from a specific campaign.

Request

Endpoint	Request Type	Content-Type	Note
https://api.personaclick.com/track/clicked	POST	application/json	⚠ This request should be used asynchronously.

Parameters

Name	Type	Requirement	Description
shop_id	string	required	Unique Store Key in PersonaClick. Located there: Account > Settings > Store Settings
code	string	required	<p>Message identifier.</p> <ul style="list-style-type: none"> App Push: Value can be taken from push's JSON payload. For Android it's located in "id" property. In iOS SDK it's "src.id" SMS: The value should be taken from the "mail_code" parameter of a link published in an SMS. <div>⚠ The system automatically adds this parameter for each campaign. Only links with a hypertext protocol (http/https) can be recognized by the system to add the parameter.</div>
type	string	required	<p>Message type.</p> <ul style="list-style-type: none"> App Push: Value can be taken from push's JSON payload. For Android it's located in "type" property. In iOS SDK it's "src.type" SMS: The value should be taken from the "recommended_by" parameter of a link published

Name	Type	Requirement	Description
			<p>in an SMS.</p> <div>  The system automatically adds this parameter for each campaign. Only links with a hypertext protocol (http/https) can be recognized by the system to add the parameter. </div>
stream	string	required	Data stream code. Alphanumeric string (letters, numbers only). Max length: 16. The empty default value will mean "web". Can be "ios", "android", "sms" or any other string. Used to distinguish between mobile apps, websites, and other events sources.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
403 Forbidden	The request was unsuccessful.

API Response Data

The API doesn't return any response for this method.

Request Example


```
curl 'https://api.personaclick.com/track/clicked' \
-X 'POST' \
-H 'Content-Type: application/json' \
-d '{"shop_id":"0d42fd8b713d0752776ca589cc0056","code":"731d5e"
```

Closing App Push

Method Objective

The method makes the system aware of App Push closing from a specific campaign.

Request

Endpoint	Request Type	Content-Type	Note
https://api.personaclick.com/track/closed	POST	application/json	<div>  This request should be used asynchronously. </div>

Parameters

Name	Type	Requirement	Description
shop_id	string	required	Unique Store Key in PersonaClick. Located there: Account > Settings > Store Settings
code	string	required	<p>Message identifier.</p> <ul style="list-style-type: none"> App Push: Value can be taken from push's JSON payload. For Android it's located in "id" property. In iOS SDK it's "src.id"
type	string	required	<p>Message type.</p> <ul style="list-style-type: none"> App Push: Value can be taken from push's JSON payload. For Android it's located in "type" property. In iOS SDK it's "src.type"
stream	string	required	Data stream code. Alphanumeric string (letters, numbers only). Max length: 16. The empty default value will mean "web". Can be "ios", "android" or any other string. Used to distinguish between mobile apps, websites, and other events sources.

API Response Code

HTTP status code	Description
200 OK	The request was successful.
403 Forbidden	The request was unsuccessful.

API Response Data

The API doesn't return any response for this method.

Request Example

```
curl 'https://api.personaclick.com/track/closed' \  
-X 'POST' \  
-H 'Content-Type: application/json' \  
-d '{"shop_id":"0d42fd8b713d0752776ca589cc0056","code":"731d5e'
```