



[Home](#)

[Docs](#)

[API Reference](#)

[FAQs](#)

[Release Notes](#)

[Request Access](#)

[Login to My Apps](#)



[Welcome](#)

[Overview](#)

[Get Going](#)

[Getting Access](#)

[Create a User](#)

[Create an App](#)

[Client ID & Secret](#)

[Environments](#)

[First API Call](#)

[Going Live](#)

[OAuth 2.0](#)

[Transactional & Export APIs](#)

[API Resources](#)

[Accounting](#)

[CRM](#)

[Dispatch](#)

[Equipment Systems](#)

[Inventory](#)

[Job Planning](#)

[Marketing](#)

[Memberships](#)

Payroll
Pricebook
SalesTech
Scheduling Pro
Service Agreements
Settings
Task Management
Telecom

Marketing APIs

Campaigns

The Campaigns feature in ServiceTitan tracks marketing performance across all channels. A campaign is the primary method of revenue to a particular marketing effort. Users can create new campaigns, maintain existing campaigns, and review analysis to better understand marketing effectiveness, gauge return-on-investment, and make informed decisions about future marketing spend. Campaigns can be tracked by using unique phone numbers. Once a call hits a phone number associated with a campaign, the call is attributed to that campaign.

High level use cases for these APIs:

- Get a list of all campaigns
- Get a campaign's unique identifier
- Create a new tracking campaign
- Create a new campaign

Campaign Category

Is the Primary method of organizing and grouping campaigns. You can create and edit categories to better categorize your marketing campaigns. Once a call hits a phone number associated with a campaign, the call is attributed to that campaign.

High level use cases for these APIs:

- Get a list of campaign categories
- Create or Update campaign categories

Campaign Costs

Is the Primary method of attributing cost to a campaign. Use the Campaign costs to account for your cost of marketing on a per campaign basis. Campaign cost is monthly, and can be variable.

High level use cases for these APIs:

- Get cost of a campaign
- Create or Update costs of a campaign

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