

ACTIVATE **19**

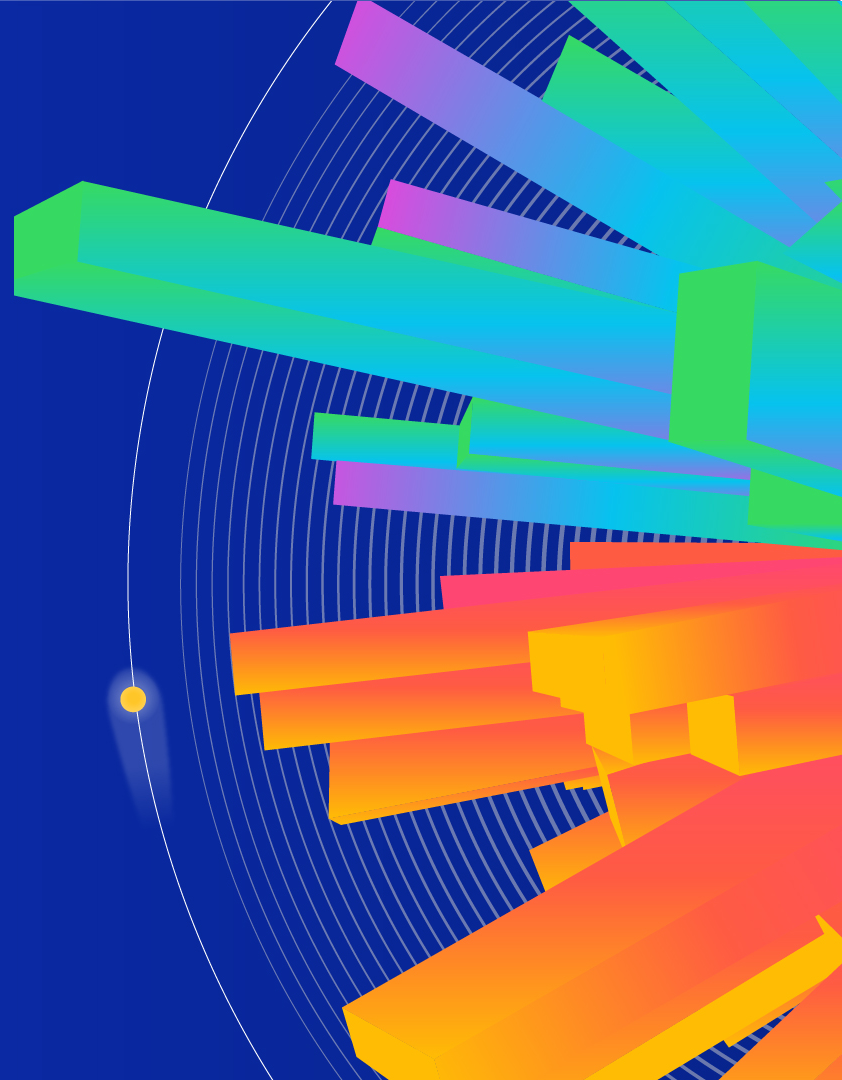
The Growth Marketing Conference

Uncovering the Hidden Potential of Data Feeds

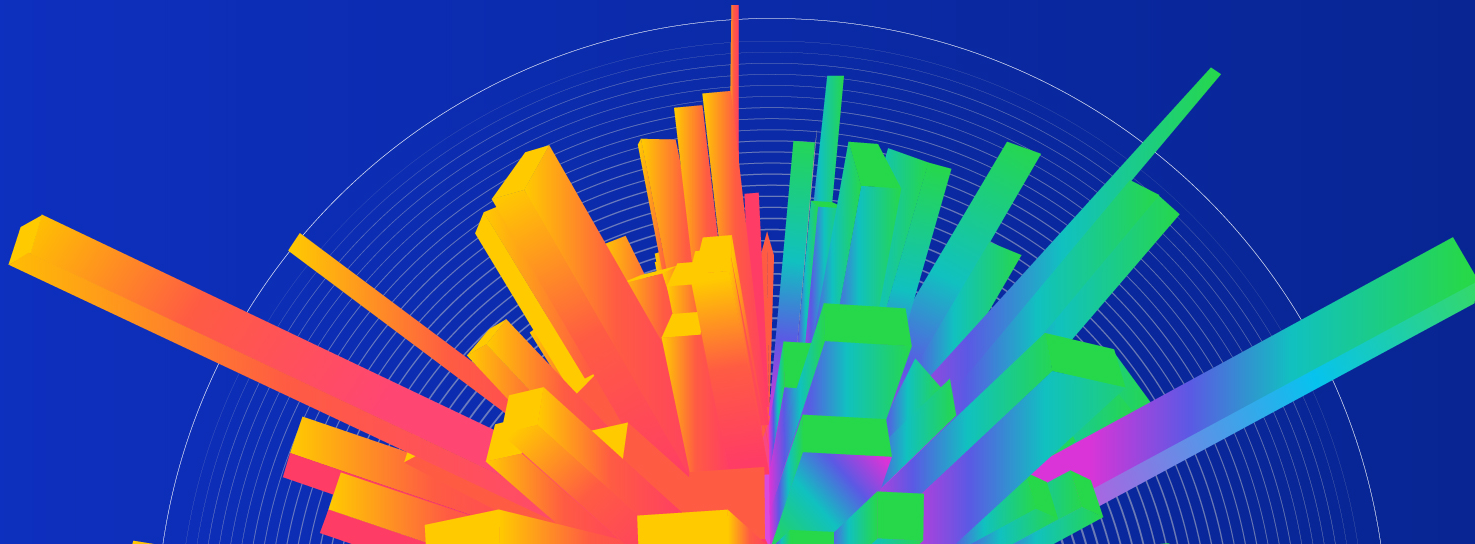
Chris Kaundart
Email Marketing Manager, Trello



Presented by:  *iterable*



What Is A Data Feed?



What Is A Data Feed?

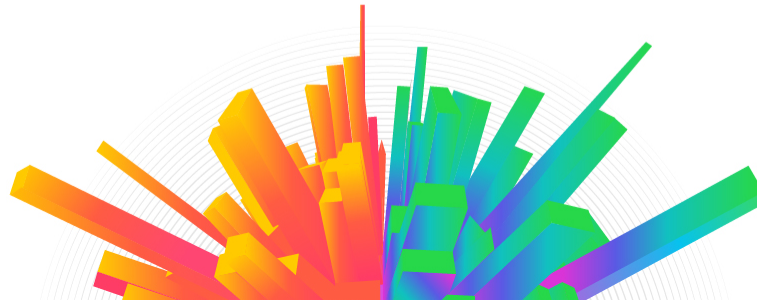
- A marketer-friendly way to retrieve data from another web service/app
- Data retrieved becomes available for use in your email

Why Should You Use A Data Feed?

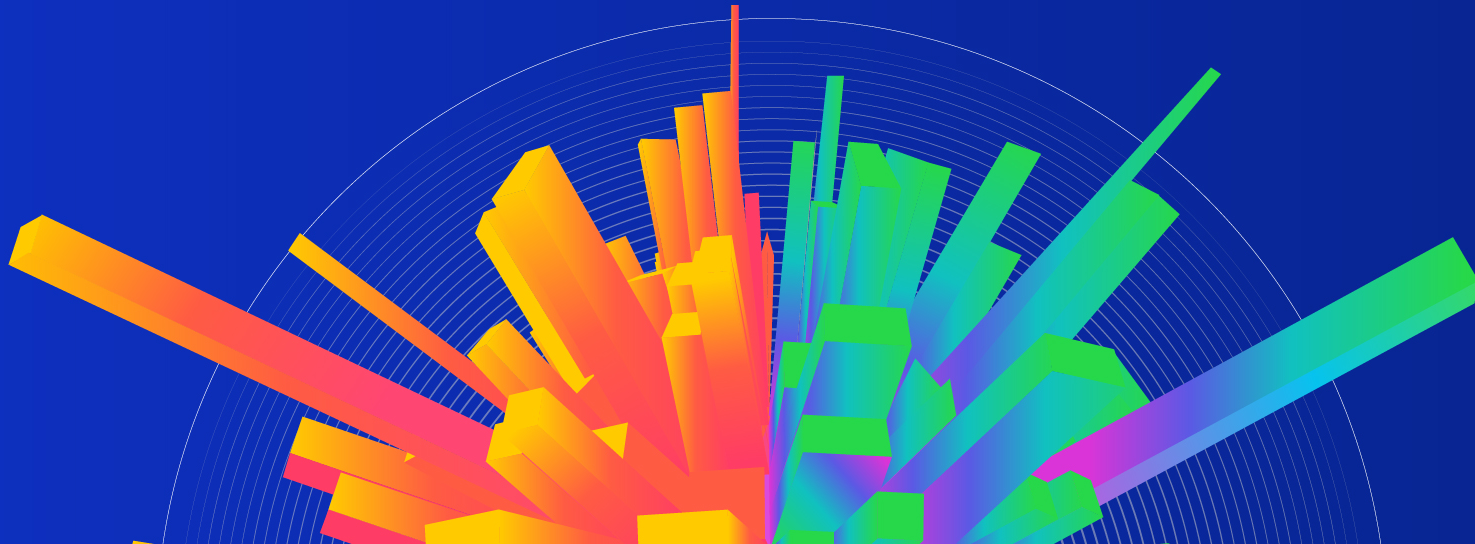
- You have publicly available data via API from your website/other web services you use
- You don't have the resources to build a complex, sophisticated data pipelines

Our Agenda

1. Demystifying APIs for marketers
2. JSON and how to utilize it
3. Data feed use cases

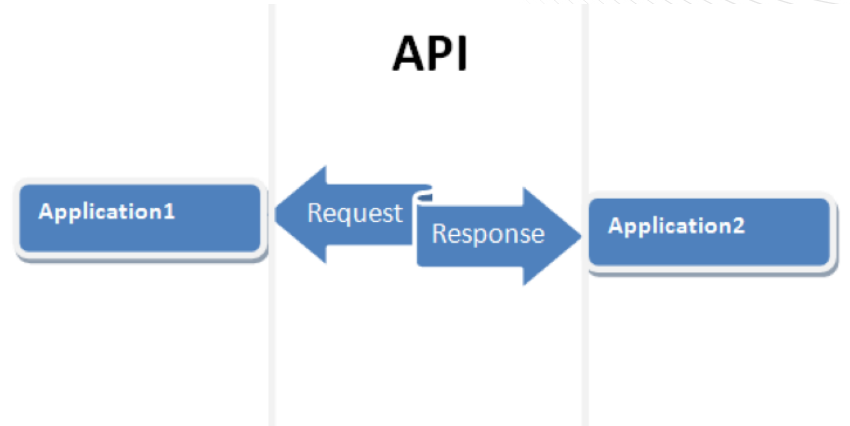


Demystifying APIs For Marketers



So, What Is A Web API?

- Application Programming Interface
- A set of functions to retrieve or alter data in another application
- APIs power an overwhelming amount of the internet!



<http://www.fittechcouncil.org/blog/what-is-an-application-programming-interface-api>

Some Terms

- **Endpoint** - A communication channel / specific access point
- **Request** - The specific act of retrieving, altering, or deleting data
- **API Key** - How the other service knows you have proper access

Request Types

GET

POST/PUT

DELETE

Request Types

GET

POST/PUT

DELETE

Request Types

GET

POST/PUT

DELETE

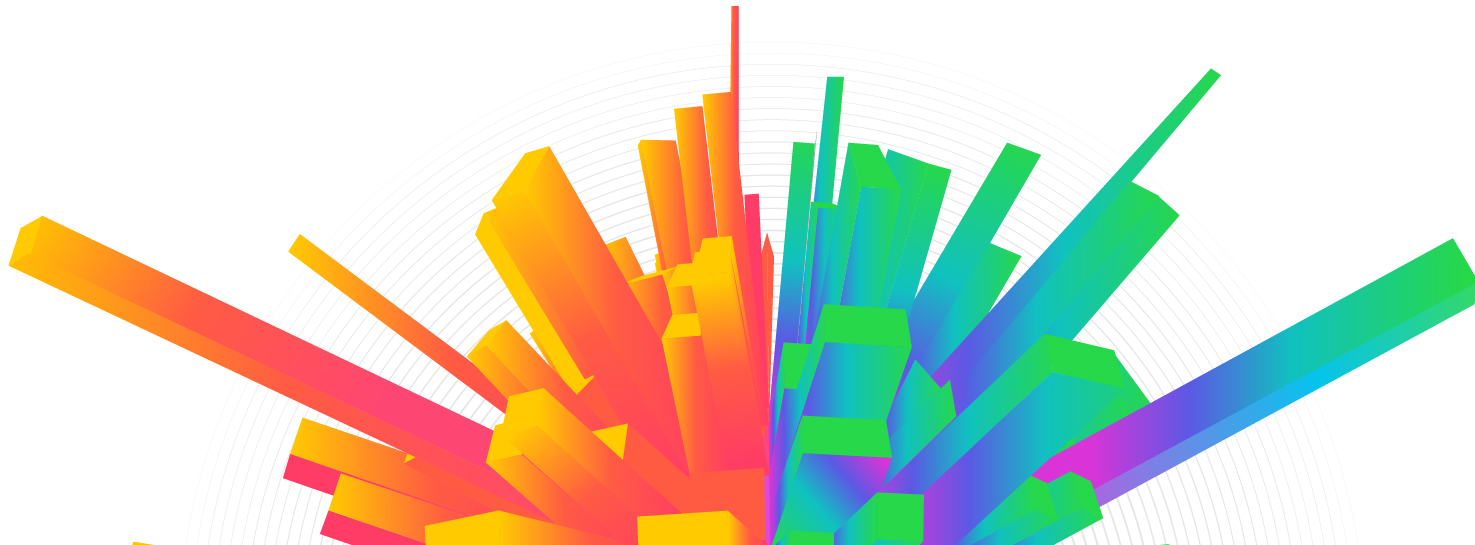
Request Types

GET

POST/PUT

DELETE

What Does An API Request Look Like?



API Request

- TL;DR: It's basically a URL

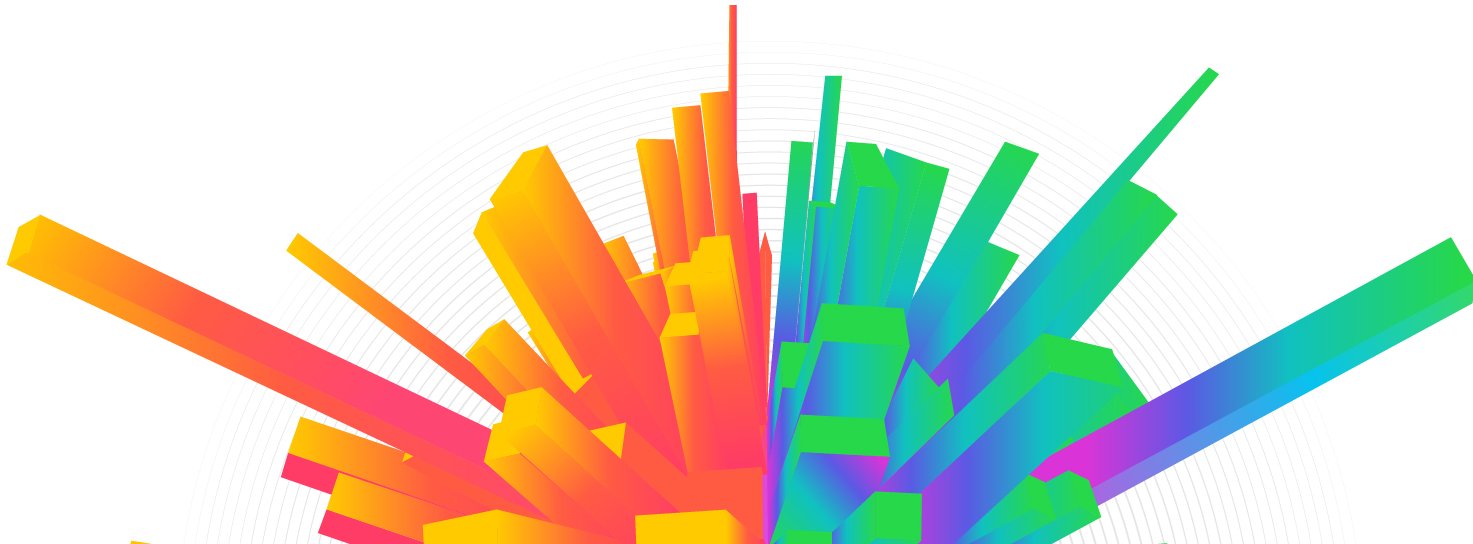
Accessing An API

- Web Browser
- API Development Environment

A central laptop screen displays the URL <https://www.getpostman.com/>. The laptop is white with a thin bezel. On either side of the screen, there are abstract, colorful, radiating shapes resembling stylized fireworks or data bursts. The left side features a gradient from yellow to orange to red. The right side features a gradient from purple to blue to green. The background behind the laptop is white with faint, concentric circular lines.

<https://www.getpostman.com/>

Example API Requests



A laptop screen is the central focus, displaying a URL in a dark blue font. The laptop is light gray. On either side of the laptop, there are abstract, colorful graphics consisting of many thin, overlapping lines radiating from a central point, resembling a stylized sunburst or data visualization. The left side features a gradient from orange to yellow, while the right side features a gradient from purple to green. The background behind the laptop is white with faint, concentric circles.

[https://api.iterable.com/api/events/
ckaundart@atlassian.com?api_key
=myUniqueKey&limit=3](https://api.iterable.com/api/events/ckaundart@atlassian.com?api_key=myUniqueKey&limit=3)

A central graphic of a laptop with a white screen. The screen displays a URL in dark blue text. On either side of the laptop, there are abstract, colorful, radiating shapes resembling stylized fireworks or data bursts. The left side features a burst of orange, yellow, and red shapes, while the right side features a burst of green, blue, and purple shapes. The background behind the laptop consists of faint, concentric circles.

https://api.iterable.com/api/events/ckaundart@atlassian.com?api_key=myUniqueKey&limit=3



https://api.iterable.com/api/events/ckaundart@atlassian.com?api_key=myUniqueKey&limit=3

A laptop screen is the central focus, displaying a URL. The URL is split into three lines: the first line is in light gray, the second in dark blue, and the third in light gray. The laptop is white with a thin bezel. On either side of the laptop, there are abstract, colorful, radiating shapes that resemble stylized fireworks or data bursts. The left side features a burst of orange, yellow, and red, while the right side features a burst of green, blue, and purple. The background behind the laptop is a light gray circle with fine, concentric lines.

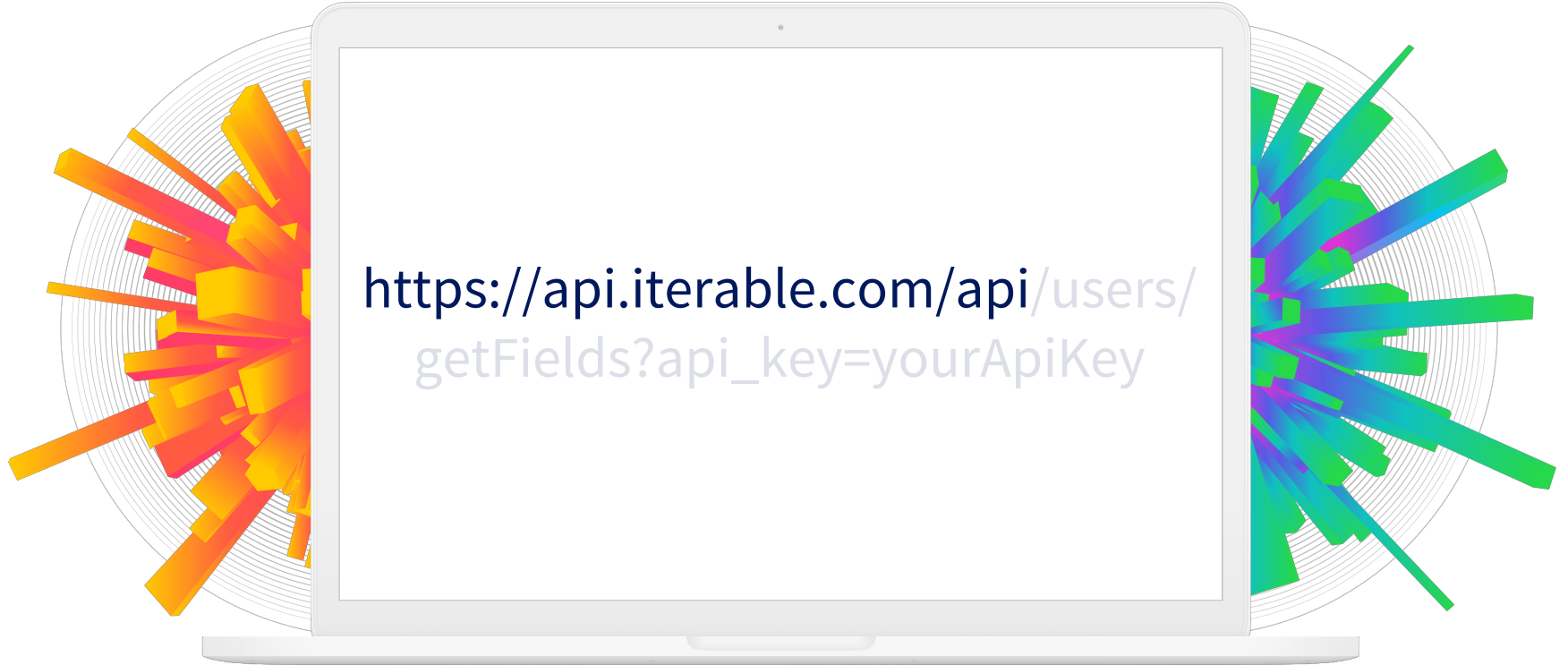
`https://api.iterable.com/api/events`
`/ckaundart@atlassian.com?api_key`
`=myUniqueKey&limit=3`

A laptop screen is the central focus, displaying a URL. The URL is split into two lines: the first line is in a light gray font and the second line is in a dark blue font. The laptop is white with a thin bezel. On either side of the laptop, there are abstract, colorful, radiating shapes that resemble stylized fireworks or data bursts. The left side features a burst of orange, yellow, and red, while the right side features a burst of green, blue, and purple. The background behind the laptop is a light gray circle with concentric lines.

`https://api.iterable.com/api/events/
ckaundart@atlassian.com?api_key=
myUniqueKey&limit=3`

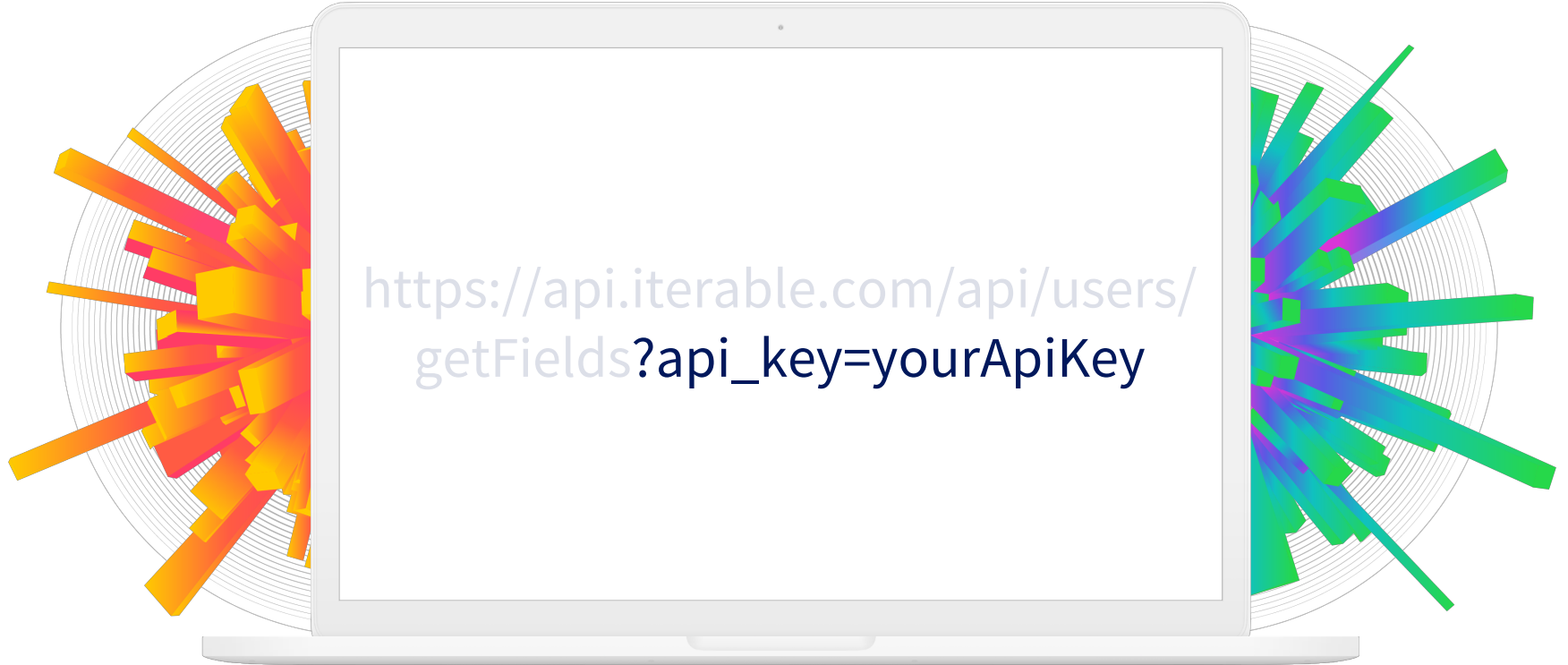
A white laptop is centered in the image. The screen displays a URL in a dark blue font. On either side of the laptop, there are colorful, abstract, radiating shapes that resemble stylized fireworks or data bursts. The left side features a burst of orange, yellow, and red, while the right side features a burst of green, blue, and purple. The background behind the laptop consists of faint, concentric circles.

[https://api.iterable.com/api/users/
getFields?api_key=yourApiKey](https://api.iterable.com/api/users/getFields?api_key=yourApiKey)

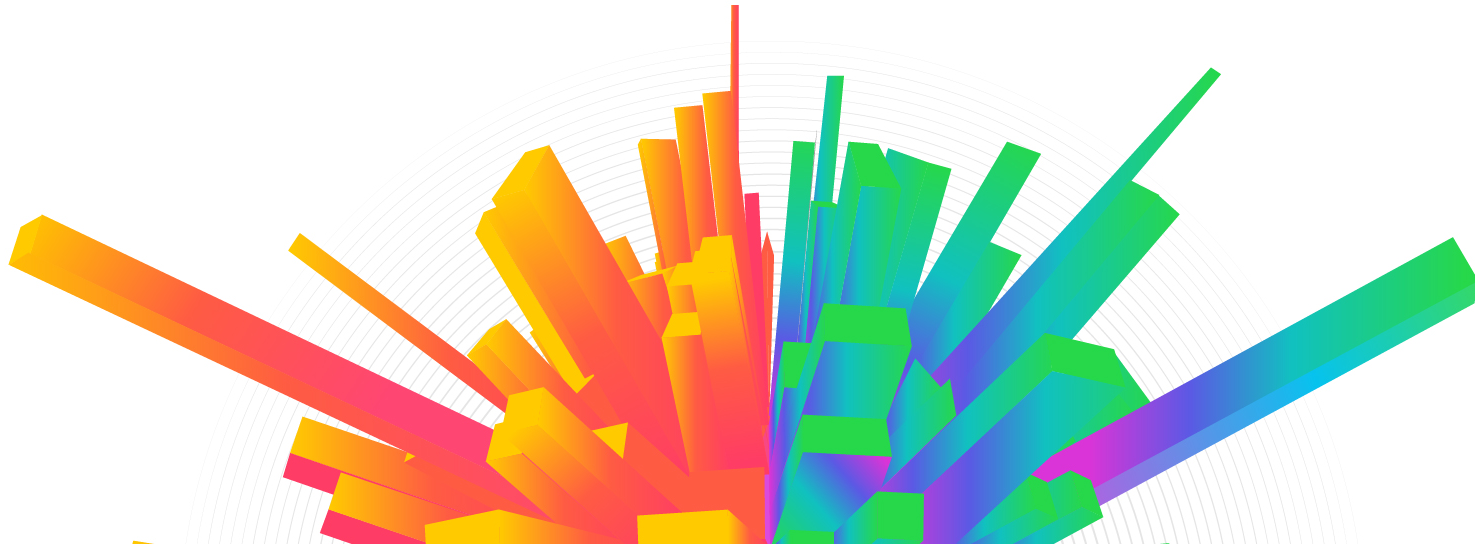








One More Sample Request



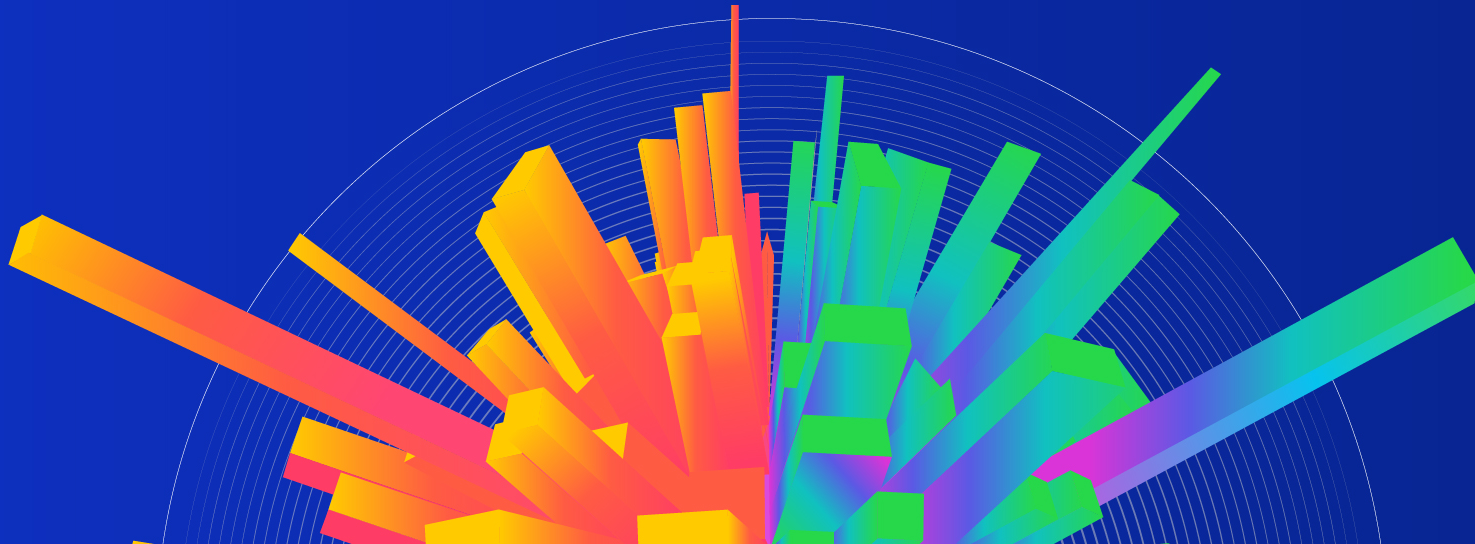
A central laptop screen displays the URL `https://catfact.ninja/fact` in a dark blue, monospace-style font. The laptop is light gray. On either side of the laptop, there are abstract, colorful, radiating shapes resembling stylized fireworks or data bursts. The left side features a burst of orange, yellow, and red. The right side features a burst of green, cyan, and purple. These bursts are set against a background of faint, concentric white circles.

`https://catfact.ninja/fact`





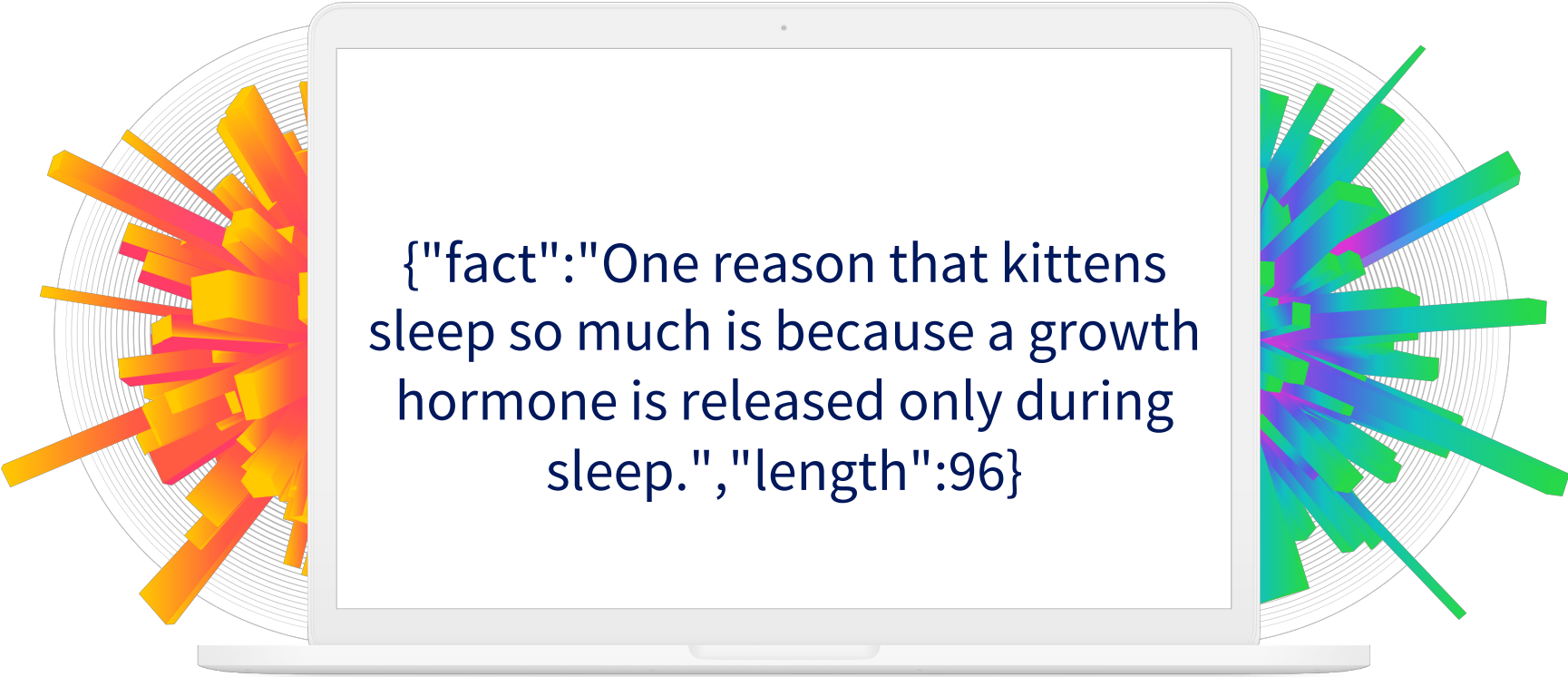
JavaScript Object Notation



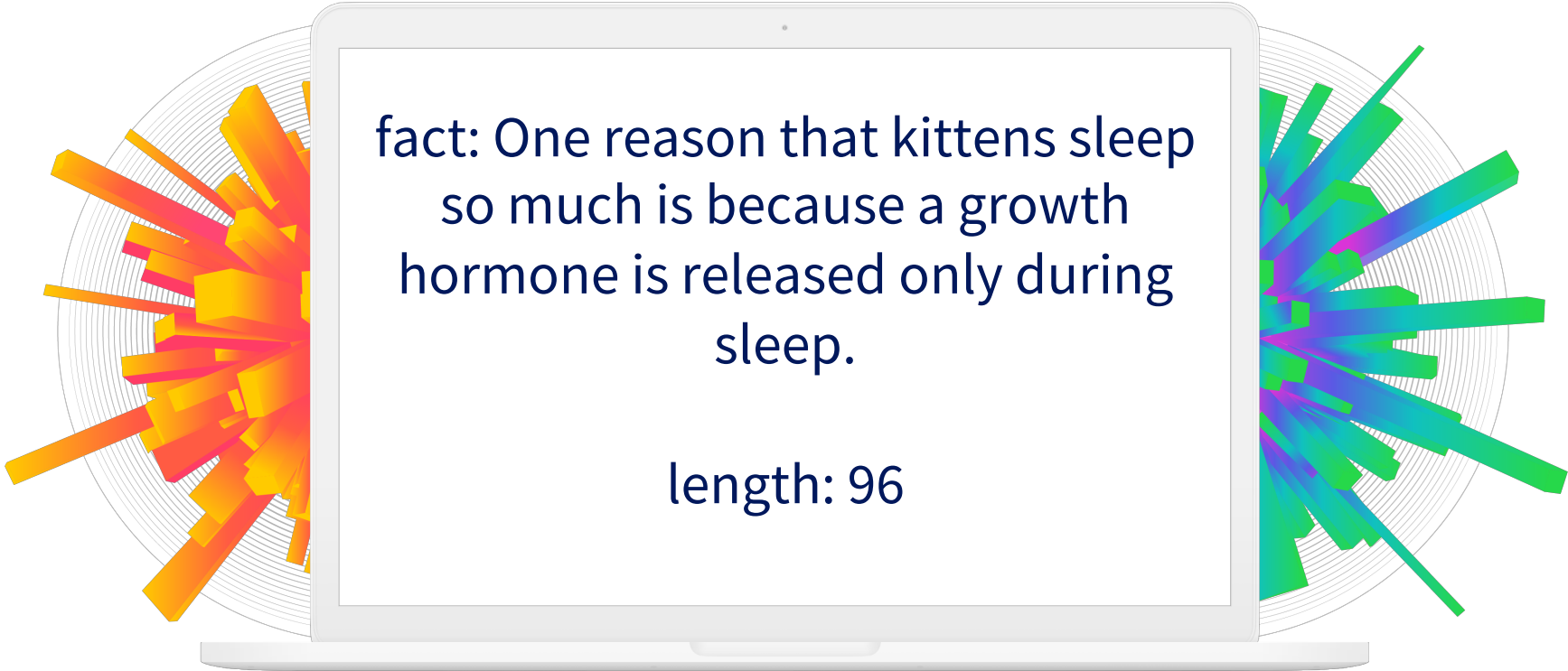
Ready To Learn Javascript?

- Just kidding!
- Format for storing data
- Based on JavaScript objects
- Based on key->value pairs

```
{
  "campaigns": [
    {
      "id": 0,
      "createdAt": "2019-03-22T23:13:33.990Z",
      "updatedAt": "2019-03-22T23:13:33.990Z",
      "startAt": "2019-03-22T23:13:33.990Z",
      "endedAt": "2019-03-22T23:13:33.990Z",
      "name": "string",
      "templateId": 0,
      "messageMedium": "string",
      "createdByUserId": "string",
      "campaignState": "Draft",
      "listIds": [
        0
      ],
      "suppressionListIds": [
        0
      ],
      "sendSize": 0,
      "recurringCampaignId": 0,
      "workflowId": 0,
      "labels": [
        "string"
      ],
      "type": "Blast"
    }
  ]
}
```



```
{"fact":"One reason that kittens sleep so much is because a growth hormone is released only during sleep.", "length":96}
```

A laptop screen is the central focus, displaying text in a dark blue font. The screen is flanked by two circular graphics composed of many thin, overlapping lines. On the left, a cluster of colorful, 3D-style rectangular bars in shades of orange, yellow, and red radiates from the center. On the right, a similar cluster of bars in shades of green, cyan, and blue radiates from the center.

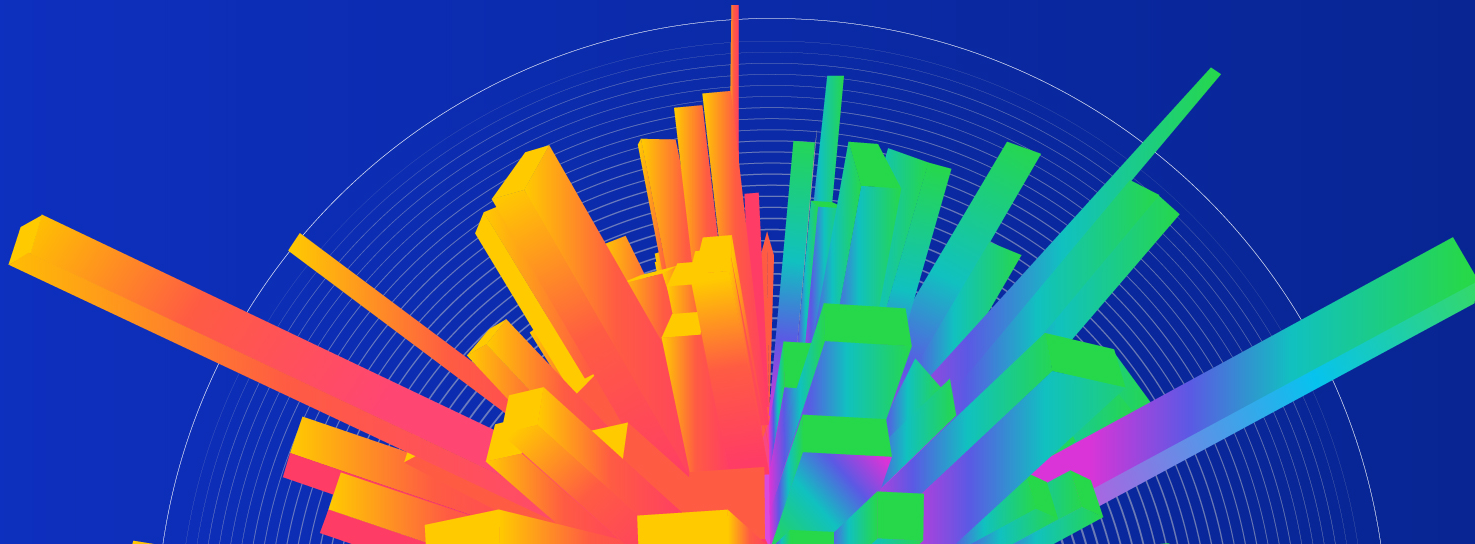
fact: One reason that kittens sleep
so much is because a growth
hormone is released only during
sleep.

length: 96

Best Practices

- Create a unique API key for your use
- Clearly define what you need, so you can make an efficient request
- Read API docs: Google “[Company] API Docs” to locate

Setting Up Data Feeds



Data Feed Creation

- Name: Something descriptive
- Format: Likely JSON or XML

ACTIVA
The Growth Marketi

Create Data Feed

Name

Format

JSON ▼

Use `{{#urlEncode}}{{myParam}}{/urlEncode}}` to encode parameters

Template Handlebars Alias

Acceptable characters: uppercase or lowercase letters, and underscore

Accessible via this variable name in template handlebars. Optional.

URL

Authorization Token

Token can be passed in via 'Authorization header'. Optional.

+ ADD NEW CUSTOM HTTP HEADER

[Learn more about data feeds →](#)

SAVE FEED

CANCEL

Data Feed Creation

- Template Handlebars Alias: A reference name to use this data in your email (e.g. blog_posts or store_locations)

ACTIVATE
The Growth Marketing

Create Data Feed

Name

Format

JSON ▼

Use `{{#urlEncode}}{{myParam}}{{/urlEncode}}` to encode parameters

Template Handlebars Alias

Accessible via this variable name in template handlebars. Optional.

URL

Authorization Token

Token can be passed in via 'Authorization header'. Optional.

+ ADD NEW CUSTOM HTTP HEADER

[Learn more about data feeds →](#)

SAVE FEED

CANCEL

Data Feed Creation

- URL: API request URL for the data you want to receive

ACTIVA
The Growth Marketi

Create Data Feed

Name

Format

JSON

Use `{{#urlEncode}}{{myParam}}{{/urlEncode}}` to encode parameters

Template Handlebars Alias

Acceptable characters: uppercase or lowercase letters, and underscore

Accessible via this variable name in template handlebars. Optional.

URL

Authorization Token

Token can be passed in via 'Authorization header'. Optional.

+ ADD NEW CUSTOM HTTP HEADER

[Learn more about data feeds →](#)

SAVE FEED

CANCEL

Using Your Data Feed

- Reference using the Template Handlebars Alias you specified
- Utilize Handlebars to actually render the data

Handlebars Templating

- Rendering Templates With Data Feeds: <https://bit.ly/2OZnSCT>
- Handlebars Use: <https://bit.ly/2v46e8d>
- Conditional Logic: <https://bit.ly/2uWK5bO>

Oh Yeah, One More Thing...

- Use template with data feed
- Enable template generation with data feeds

Oh Yeah, One More Thing...

- Use template with data feed
- Enable template generation with data feeds

10

25

50

 CREATE A NEW TEMPLATE >

 USE TEMPLATE WITH DATA FEED...

 CONTINUE TO DESIGN →

Oh Yeah, One More Thing...

- Use template with data feed
- Enable template generation with data feeds

Email template

Enable Google Analytics url tracking...

Enable template generation using data feeds... ?

Select a data feed...

OR

ADD A NEW DATA FEED

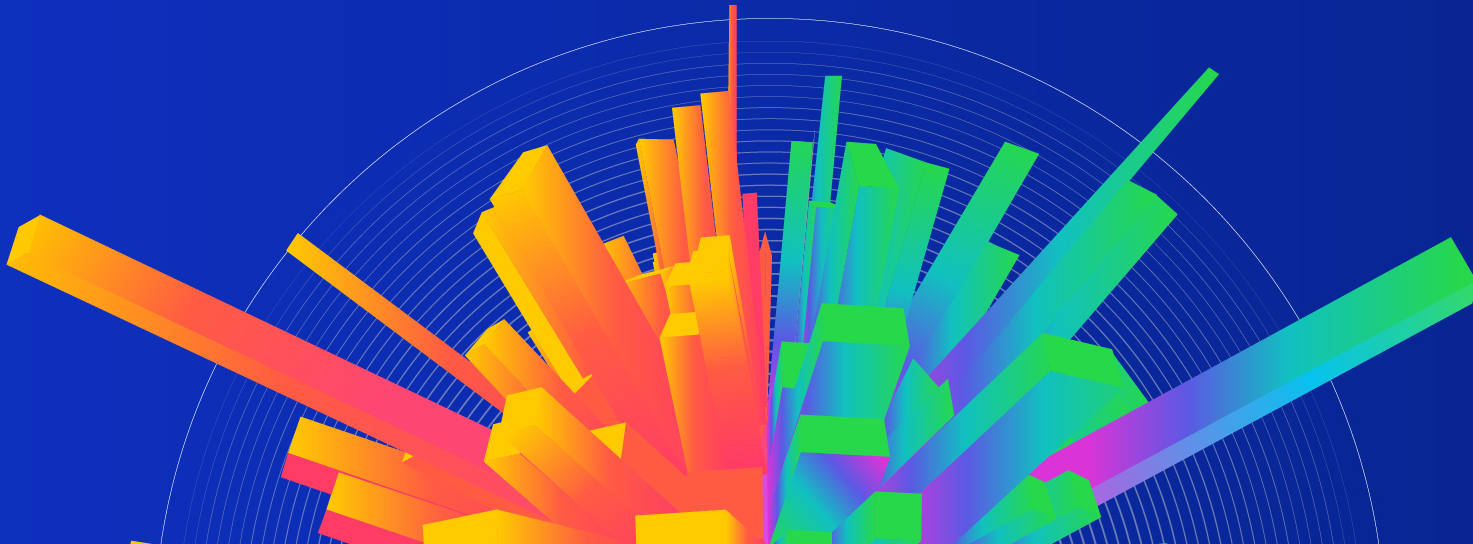
Cache data feed response (cached for up to 1 hour) ?

Merge the data feed and user contexts ?

Use data feed alias ?

Advanced options

Use Cases



Retail - Promotion Emails

- Use a data feed to retrieve items on sale from your website - in real time!
- Combine this with a recurring campaign and you have automated promo emails

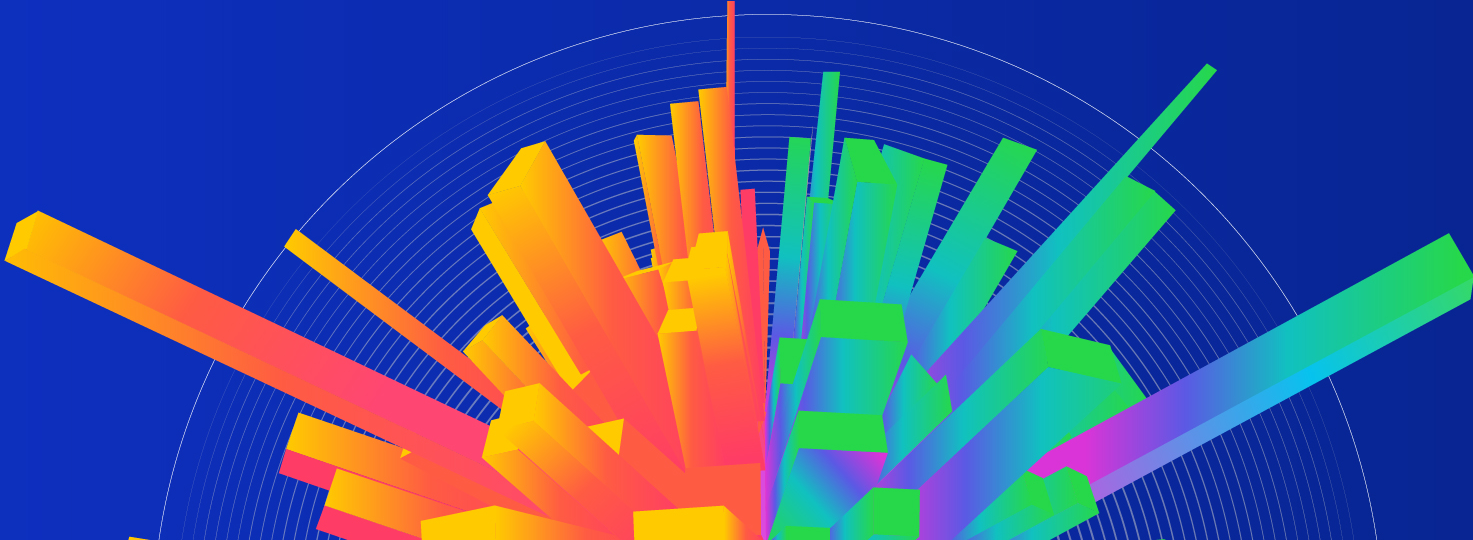
Retail - Store Locator

- Use a data feed to locate a nearby store for the user - if you have something like zip code
- Combine this with conditional logic in a footer for a dynamic banner unique to the reader

Engagement

- Use a data feed to public user data from your website (reviews, comments, etc)
- Combine this with conditional logic for a relevant and dynamic piece of content

Benefits



Our Use Case

- Simplify and automate some blog-based emails in multiple languages
- Data feeds are helping us reach more of our users in their preferred language

Benefits For Trello

- Huge reduction in human hours spent creating blog post-based newsletters

22 Hours

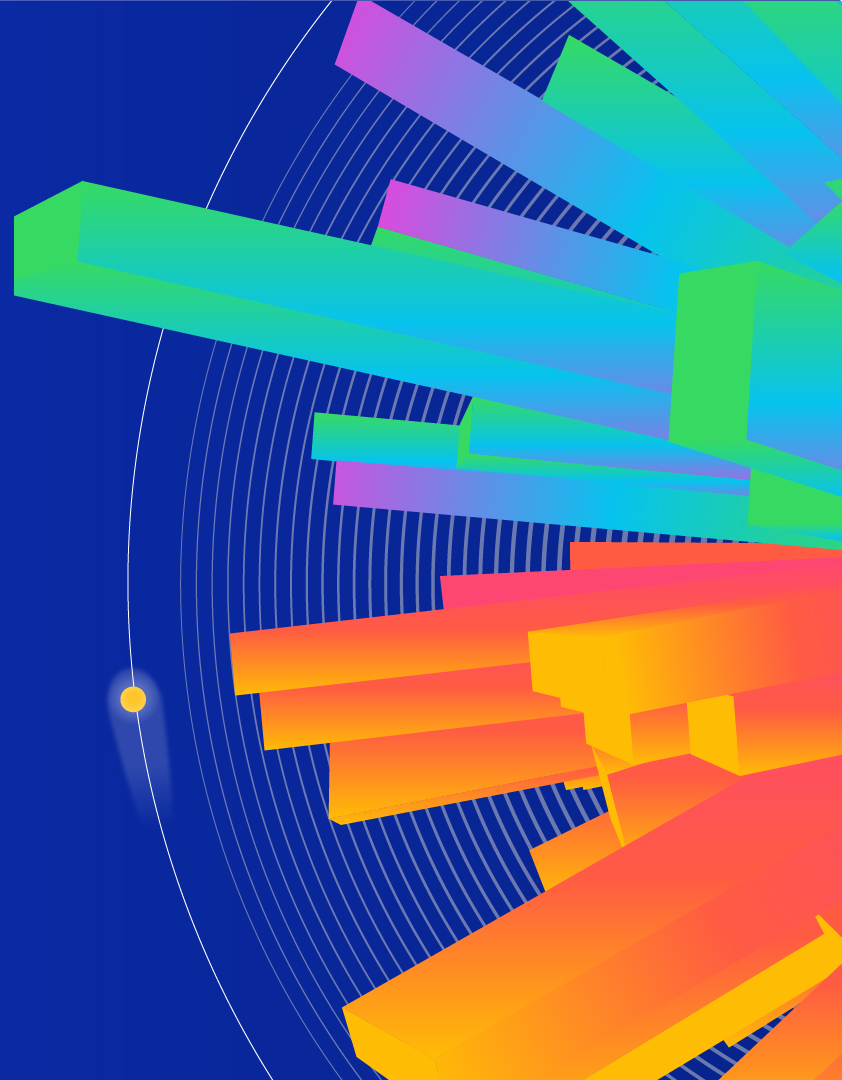
Team hours per month creating newsletters

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Q&A

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