

# APIs FOR DATA INTEGRATION

**BREAK DOWN APPLICATION AND DATA SILOS AND INCREASE THE POWER OF YOUR CUSTOMER DATA**

Most organizations possess an abundance of customer data captured through scores of business applications. But even with all this data, many of them grapple with two challenges: data silos due to disparate systems, and data blind spots, stemming from the lack of understanding behind the whys of customer data. Most brands do a notable job of collecting basic, demographic, firmographic and even transactional customer data. Garnering customer attitudinal data that uncover deep insights is where many organizations struggle. The Alida CXM and insights platform solves for both.

With Alida's high performance APIs, you can securely exchange data between multiple sources and enable powerful, customer workflows to achieve better results through more complete and accurate customer data. And with integration options that share data in both directions, not only does the Alida and CXM insights platform data inform your systems of record (SORs), but known customer data from other sources can make your Alida CXM and insights applications even smarter, ensuring you use only the most current and accurate customer data.

## ACHIEVE GREATER OUTCOMES THROUGH INTEGRATION

### DATA SYSTEMS

- ▶ CRM
- ▶ DATA WAREHOUSE
- ▶ DATA LAKE
- ▶ DATA PLATFORM, DMP
- ▶ BI & ANALYTICAL TOOLS
- ▶ MARKETING AUTOMATION
- ▶ SALES TOOLS
- ▶ WEBSITE, SOCIAL MEDIA CHANNELS



### INTEGRATION BENEFITS

#### DEMOCRATIZE YOUR DATA

- More high-quality data
- Data collaboration & unified systems
- Self-service reporting and advanced analytics

#### OPTIMIZE YOUR BUSINESS PROCESSES

- Deep customer profiling, journey mapping
- Hyper targeting and personalization
- Faster, data-informed decision making

#### DRIVE VALUE REALIZATION

- Increase revenues
- Improve customer experience
- Accelerate product innovation
- De-risk business decision making

<b>ALIDA SPARQ API SET</b>	
<b>MEMBER DATA SERVICE</b>	<ul style="list-style-type: none"> <li>• Manage member and profile data</li> <li>• Commonly used to connect CRM data</li> </ul>
<b>BATCH DATA</b>	<ul style="list-style-type: none"> <li>• Extract profile or response data in bulk</li> <li>• Used with data warehouses, DMPs, Dashboards, and reporting/BI tools</li> </ul>
<b>ALTERNATE DEPLOYMENT</b>	<ul style="list-style-type: none"> <li>• Connect your member communications to on-email options</li> <li>• Used for SMS, chat applications</li> </ul>
<b>MEMBER EVENTS</b>	<ul style="list-style-type: none"> <li>• Provides participation data</li> <li>• Used to understand community health or provide incentives</li> </ul>
<b>MEMBER ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Go where your members are</li> <li>• Used for mobile apps and websites; provides active survey lists for members</li> </ul>
<b>MEMBER FILTERS</b>	<ul style="list-style-type: none"> <li>• Build and retrieve complex member queries</li> <li>• Used to support other API integration use cases</li> </ul>
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Retrieve and manage insight community activities</li> <li>• Used to support other integrations where activity detail is important</li> </ul>

## APIs FOLLOW MODERN METHODOLOGIES AND BEST PRACTICES

- Are RESTful: we have adopted the REST (Representational State Transfer) architectural style
- Return JSON: JSON (JavaScript Object Notation) is a lightweight, platform-independent data interchange format
- Are versioned: any major updates to our contract will go into a new version of the API to prevent breakage
- Use OAuth keys as a secure way of authenticating a user. OAuth is a standard that apps can use to provide client applications with “secure delegated access”. OAuth works over HTTPS and authorizes devices, APIs, servers, and applications with access tokens rather than credentials.
- Support pagination, filtering, searching, and sorting

## SEE TRUTH IN ACTION

Whether you are looking to maximize ROI from marketing initiatives or elevate the experience of hundreds of thousands of your customers across touchpoints, integrations with the Alida CXM and insights platform can accelerate the value of your customer data.

LEARN MORE AT [ALIDA.COM](https://alida.com)