

PRODUCT **API EXPLORER**

Real-time integration capability

Selligent Marketing Cloud provides a wide range of API functions that enable flexible integration and automation with external systems. From synchronizing data, integrating with content management systems, to triggering journeys based on external events – our API provides robust capabilities with simple development and testing tools for rapid execution.

Key Benefits

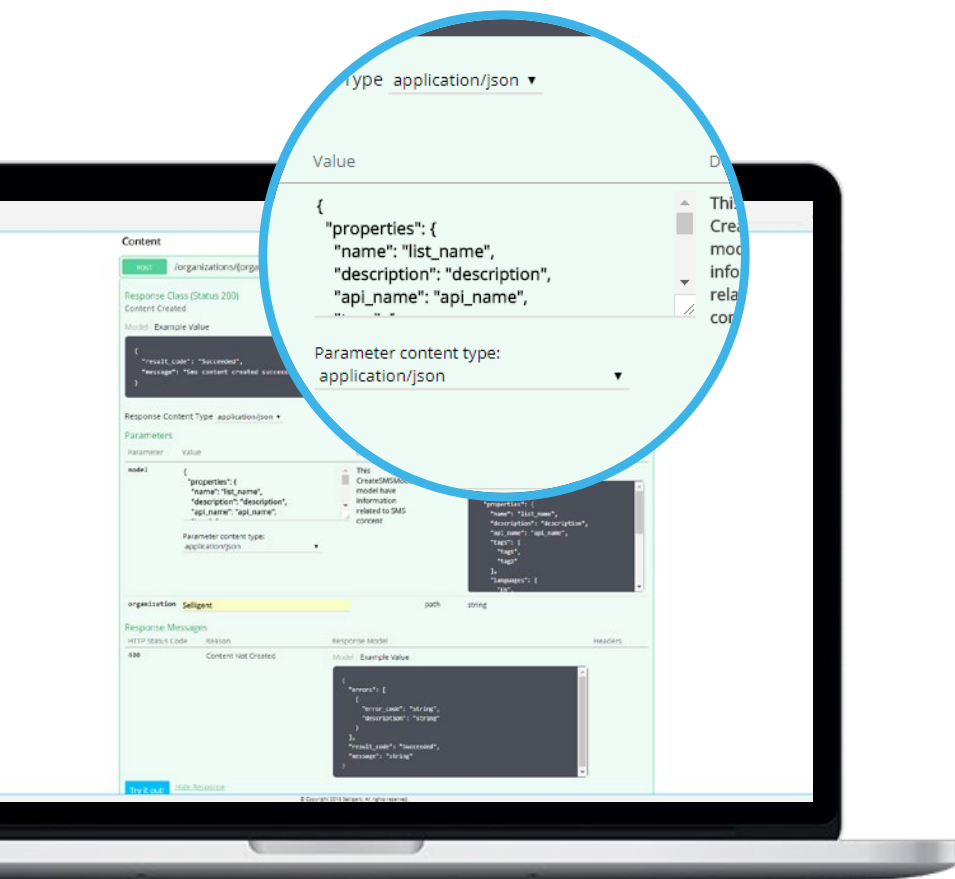
- Create, update, and delete assets within your Selligent Marketing Cloud instance for complete control over all aspects of your marketing automation.
- Insert, retrieve, and update data for completely automated audience management.
- Leverage your in-house CMS to generate email, mobile push messages or SMS- and deploy them through Selligent.
- Seamlessly synchronize your internal tech stack.





Key Features

- **Build and Test with confidence:** our API Explorer tool, built off the swagger.io framework, is an intuitive interface that allows developers to easily input parameters, generate the API code, and launch end-to-end validation tests with one click.
- **Create and manage content remotely:** Generate assets externally for any channel, e.g. email (plain HTML), pages, SMS, and mobile push messages, as well as tags for personalization and language variations.
- **Synchronize data:** Add new records, update your existing data, delete old information, and get list names and segments to keep all your external systems synchronized.
- **Trigger communications:** Send or schedule one-time deployments, recurrent journeys, or transactional messages for any channel.
- **Retrieve Results:** Activity can be returned on-demand at the granular individual level or summarized for campaigns or journeys.
- **Manage Tasks:** Enable, disable or check the status of all running tasks. Validate the status of all API's and ensure performance confidence.



Selligent Marketing Cloud is a sophisticated B2C marketing platform that empowers ambitious relationship marketers to maximize every moment they engage with consumers.

www.selligent.com @Selligent