

Incentives

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Overview

The Incentives Manager is a module in the Vibes Mobile Engagement Platform that allows the issuance and redemption of incentive codes.

When issuing a code, you must provide the pool that you want the code to come from. However, if you want to see the status of a code, or redeem a code, you only need to provide the company and code, and we'll figure out which pool the code is on. This enables your redemption system to not worry about pools, and only check the validity of codes regardless of what pool they came from.

Topics in this Section

Incentive Pool Entity

The following is the JSON representation of an Incentive Pool entity within the APIs.

```
{
  "id": 42,
  "name": "Store Coupons",
  "issuance_allowed": true,
  "redemption_allowed": true,
  "incentive_codes": {
    "total": 500,
    "issued": 143,
    "remaining": 357,
    "low_threshold": 100,
    "max_characters": 50
  },
  "distribution": {
    "method": "unique"
  },
  "notification_email_address": "your.name@vibes.com",
  "created_at": "2017-01-01T12:00Z",
  "updated_at": "2017-04-07T12:00Z",
  "url": "/companies/:company_id/incentives/pools/:pool_id"
}
```

Elements

Data Element	Type	Max Char Length	Description
id	Integer	20	Vibes unique identifier for each Incentive Pool.
name	String		The name of the Incentive Pool.
issuance_allowed	Boolean		Whether issuance of codes is allowed.
redemption_allowed	Boolean		Whether redemption of codes is allowed.
incentive_codes	Object		An object describing this pool's Incentive Codes.
incentive_codes.total	Integer		Total number of Incentive Codes in the pool.
incentive_codes.remaining	Integer		Remaining number of available Incentive Codes in the pool.
incentive_codes.low_threshold	Integer		The number of remaining Incentive Codes where a notification is sent.
incentive_codes.max_characters	Integer		The maximum number of characters allowed in an Incentive Code in this pool.
distribution	Object		An object describing this pool's distribution type.
distribution.method	String	10	The method of distribution (unique multi).
notification_email_address	String		The email address for all notifications.

created_at	Timestamp	20	The date this pool was created. It should be in the ISO 8601 format - for example: 2017-01-01T12:00Z.
updated_at	Timestamp	20	The date this pool was last updated. It should be in the ISO 8601 format - for example: 2017-04-07T12:00Z.
url	String	50	The URL to access this resource.

Incentive Code Entity

The following is the JSON representation of an Incentive Code entity within the APIs.

```
{
  "code": "coupon01",
  "active": true,
  "issuances": {
    "total": 2,
    "unique": 1
  },
  "redemptions": {
    "total": 1,
    "unique": 1
  },
  "incentive_pool": {
    "id": 42,
    "url": "/companies/:id/incentives/pools/:pool_id"
  },
  "created_at": "2017-01-18T17:24Z",
  "updated_at": "2017-04-18T17:24Z",
  "url": "/companies/:company_id/incentives/codes/:code"
}
```

Elements

Data Element	Type	Max Char Length	Description
incentive_pool_id	Integer	20	Vibes unique identifier for each Incentive Pool.
code	String		The incentive code
active	Boolean		Whether issuance of the incentive code is currently allowed.
issuances	Object		An object describing this code's issuances.
issuances.total	Integer		The total number of times this code has been issued.
issuances.unique	Integer		The number of unique times this code has been issued.
redemptions	Object		An object describing this code's redemptions.
redemptions.total	Integer		The total number of times this code has been redeemed.
redemptions.unique	Integer		The number of unique times this code has been redeemed.
created_at	Timestamp		The date this code was created. It should be in the ISO 8601 format - for example: 2017-01-18T17:24Z.
updated_at	Timestamp		The date this code was last updated. It should be in the ISO 8601 format - for example: 2017-04-18T17:24Z.
url	String		The URL to access this resource.

Incentive Code Issuance Entity

The following is the JSON representation of an Incentive Code entity within the APIs.

```

{
  "id": 8,
  "external_issuee_id": "user@mycompany.com",
  "issuee_id": "0eef8961-7568-485b-9b13-fc7dbd1cf712",
  "referring_application": "system",
  "referring_application_ref_id": "1234",
  "incentive_code": {
    "code": "aabb-ccdd",
    "url": "/companies/:company_id/incentives/codes/:code"
  },
  "incentive_pool": {
    "id": 1,
    "url": "/companies/:company_id/incentives/pools/:pool_id"
  },
  "updated_at": "2017-04-13T18:34Z",
  "created_at": "2017-02-13T18:34Z"
}

```

Elements

Data Element	Type	Description
id	Integer	Vibes unique identifier for each issuance.
external_issuee_id	String	Unique external issuee ID.
issuee_id	String	Vibes generated issuee ID.
referring_application	String	Application issuing the code.
referring_application_ref_id	String	Application reference ID (campaign ID).
incentive_code	Object	An object describing this Issuance's Incentive Code.
incentive_code.code	String	Incentive Code.
incentive_code.url	String	Incentive Code's URL.
incentive_pool	Object	An object describing this Issuance's Pool.
incentive_pool.id	Integer	The unique identifier for the pool.
incentive_pool.url	String	The URL to access the Incentive Pool resource.
created_at	Timestamp	The date this Issuance was created. It should be in the ISO 8601 format - for example: 2017-02-13T18:34Z.
updated_at	Timestamp	The date this Issuance was last updated. It should be in the ISO 8601 format - for example: 2017-04-13T18:34Z.

Incentive Code Redemption Entity

The following is the JSON representation of an Incentive Code Redemption entity within the APIs.

```

{
  "id": 8,
  "external_issuee_id": "user@mycompany.com",
  "issuee_id": "0eef8961-7568-485b-9b13-fc7dbd1cf712",
  "referring_application": "system",
  "referring_application_ref_id": "1234",
  "incentive_code": {
    "code": "aabb-ccdd",
    "url": "/companies/:company_id/incentives/codes/:code"
  },
  "incentive_pool": {
    "id": 1,
    "url": "/companies/:company_id/incentives/pools/1"
  },
  "updated_at": "2017-04-13T18:34Z",
  "created_at": "2017-02-13T18:34Z"
}

```

Elements

Data Element	Type	Description
id	Integer	Vibes unique identifier for each redemption.
external_issuee_id	String	Unique external issuee ID.
issuee_id	String	Vibes-generated issuee ID.
referring_application	String	Application redeeming the code.
referring_application_ref_id	String	Application reference ID (campaign ID).
incentive_code	Object	An object describing this Redemption's Incentive Code.
incentive_code.code	String	Incentive Code.
incentive_code.url	String	Incentive Code's URL.
incentive_pool	Object	An object describing this Redemption's pool.
incentive_pool.id	Integer	The unique identifier for the pool.
incentive_pool.url	String	Pool's URL.
created_at	Timestamp	The date this Redemption was created. It should be in the ISO 8601 format - for example: 2017-04-13T18:34Z.
updated_at	Timestamp	The date this Redemption was last updated. It should be in the ISO 8601 format - for example: 2017-02-13T18:34Z.