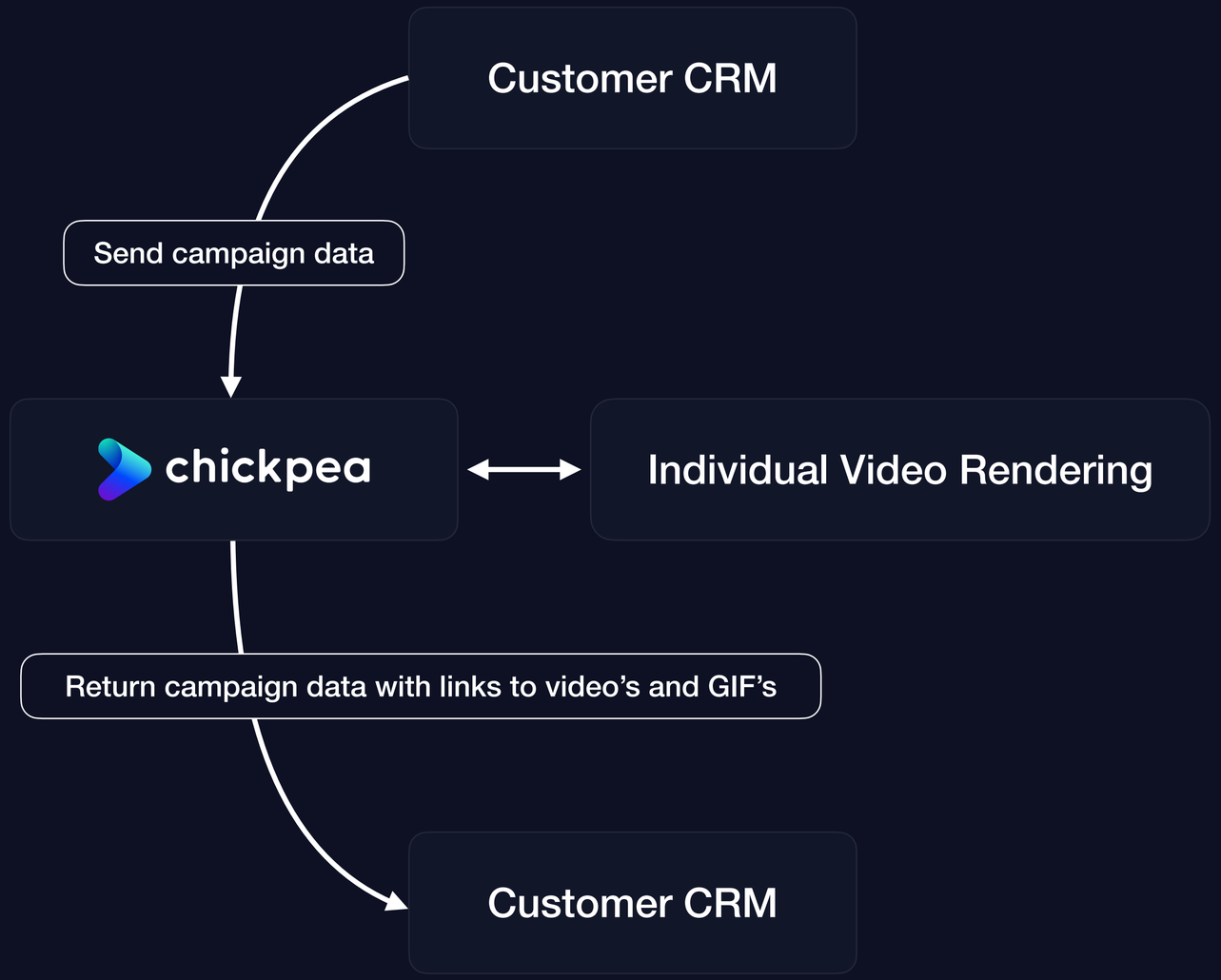
chickpea

Award winning Personalized Video

Build deeper, more meaningful relationships with your customers,
all while increasing their Life Time Value.

How the flow of data works...



Integration

In order for Chickpea to generate Personalized Videos, we require data from our clients. This data is different for each campaign we run.

How does the integration work?

1. Client passes the agreed data variables to Chickpea's APV system. All data needs to be provided with a unique identifier.
    - Examples of data variables: First name, Location, Renewal Date
    - JSON REST API Push
2. Chickpea will render the custom video's and GIF's.
3. Chickpea will send the data back with 3 fields:
    - Client unique identifier
    - Video page URL
    - GIF URL
4. Client to deliver the videos via email in their own environment using merge fields so that each individual receives their unique Personalized Video.

Note: No personally identifiable data should be shared unless 100% necessary for the campaign.

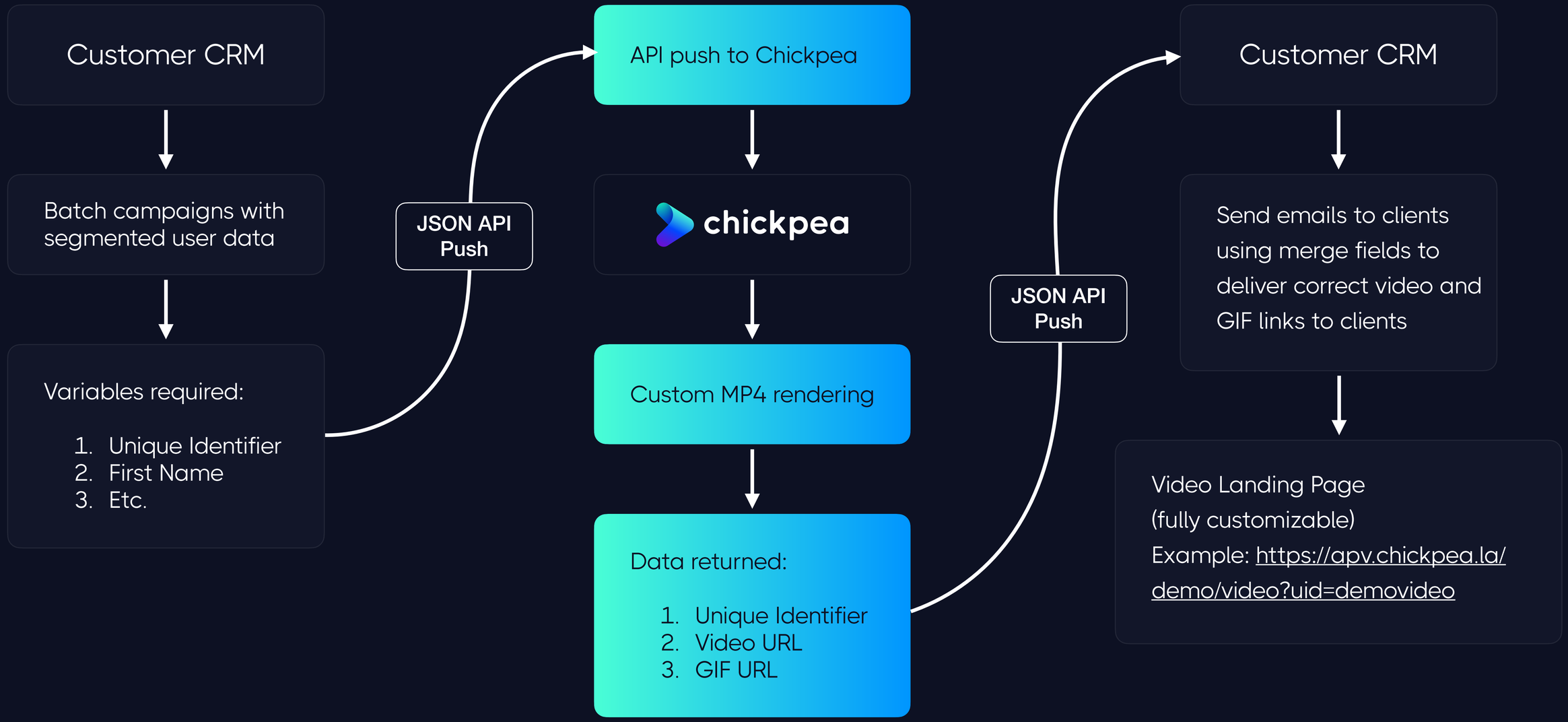
Integration Notes

Note: Chickpea can customize the integration with each and every client.

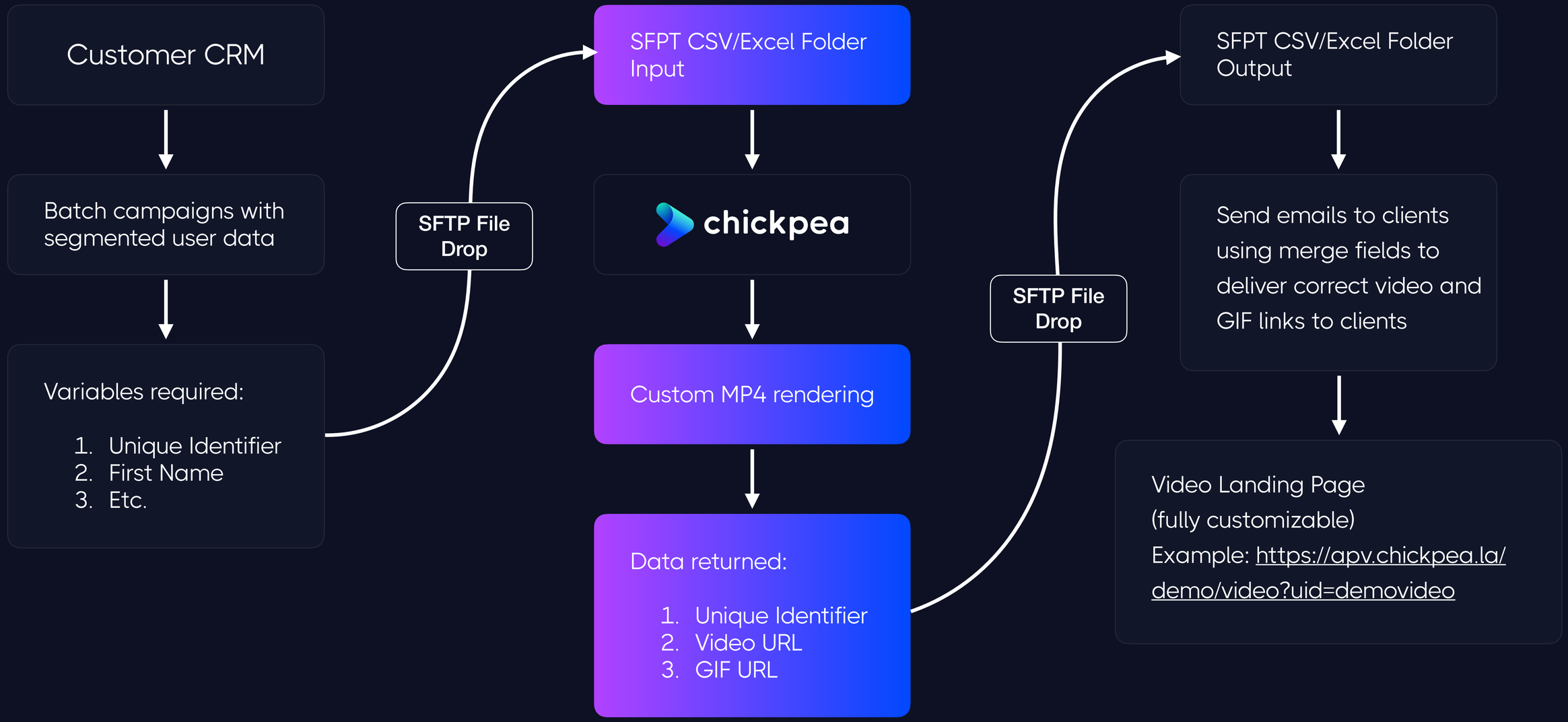
We have standard integration methods:

- JSON REST API Push
- SFTP CSV file drop
- Manual CSV email send
- Manual CSV Upload on the Chickpea portal

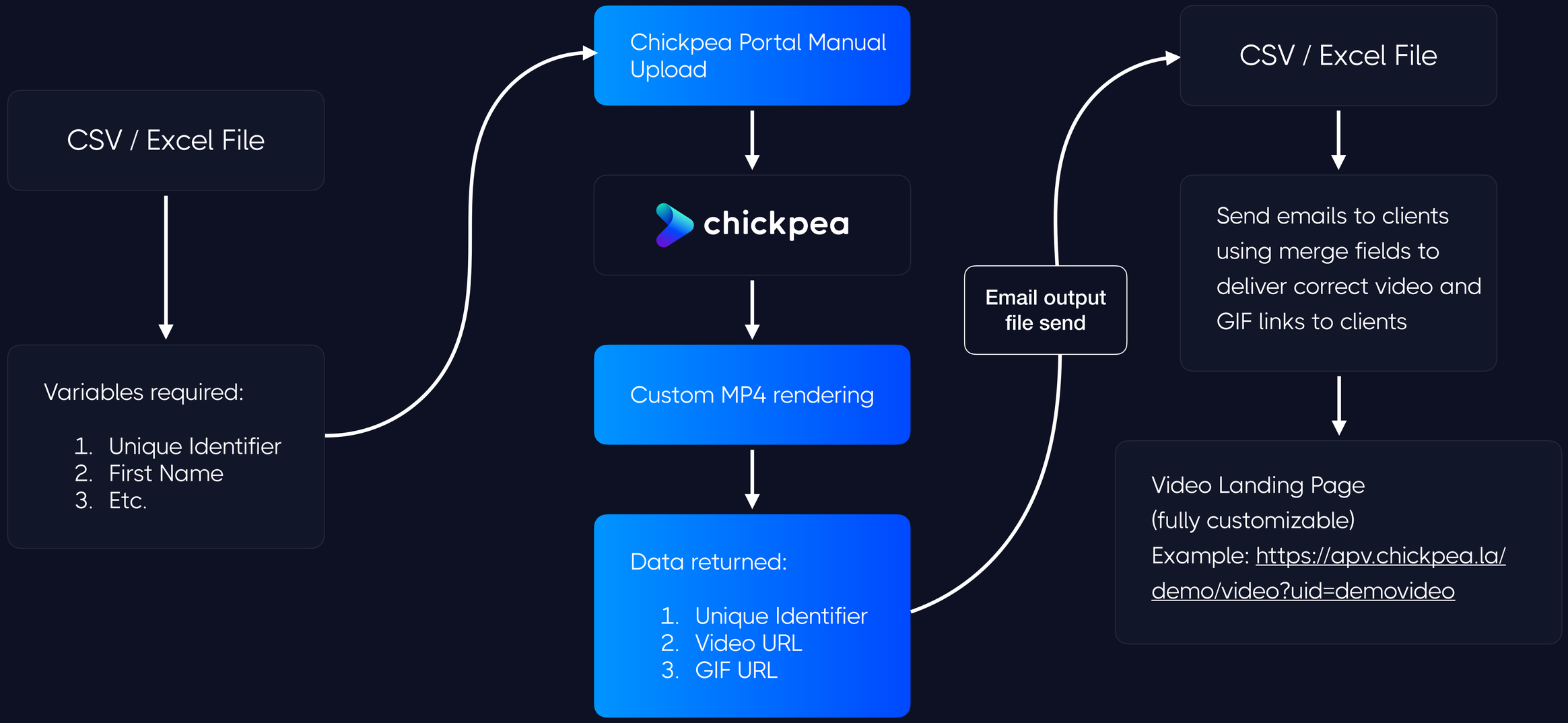
API Integration Diagram



SFTP Integration Diagram



Spreadsheet Manual Integration Diagram



Are you ready for action?