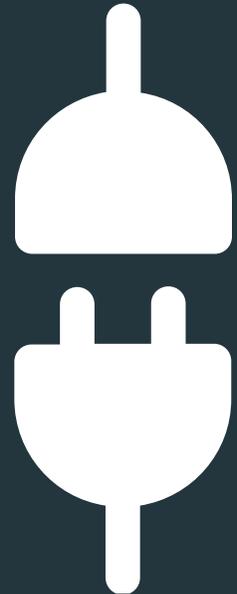


ethnio™

API DOCUMENTATION



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OVERVIEW

Ethnio offers access to several features of the main application through our API. You can get a [basic idea of the main parts of ethnio here](#). Basically, there is a survey-like “screener,” which is the code object inside Ethnio - scheduling, incentive payments, and participant management are all tied to an individual screener which maps loosely to a project or study. The Ethnio API was initially developed to allow third party tools like Optimal Workshop or Loop11 to send and receive data about individual respondents with Ethnio customers. In the simplest form, it lets our customers or partners create a screener, pass some data from that screener like email or responses to a tool like Optimal Sort, and then receive an update when that test is done so our customer can pay an incentive to only completed participants in another 3rd party research tool. Over the years we’ve expanded the API to offer more functionality, and are always excited to add more features, so if you have a custom API request, [please drop us a line](#).

THE SECURE TOKEN PARAMETER

The heart of our API is simply a secure token we use to exchange data with any customer or third party tool we’ve approved. In order for Ethnio to exchange data with a third party, we use a single token parameter attached to any URL that’s inserted into an ethnio screener. For example, if a respondent clicks a link inside an ethnio screener to open up a tool, we’ll append the token to the URL. So the modified link on the Ethnio’s screener will now look like the following:

```
loop11.com/test/3632?token=620504280621
```





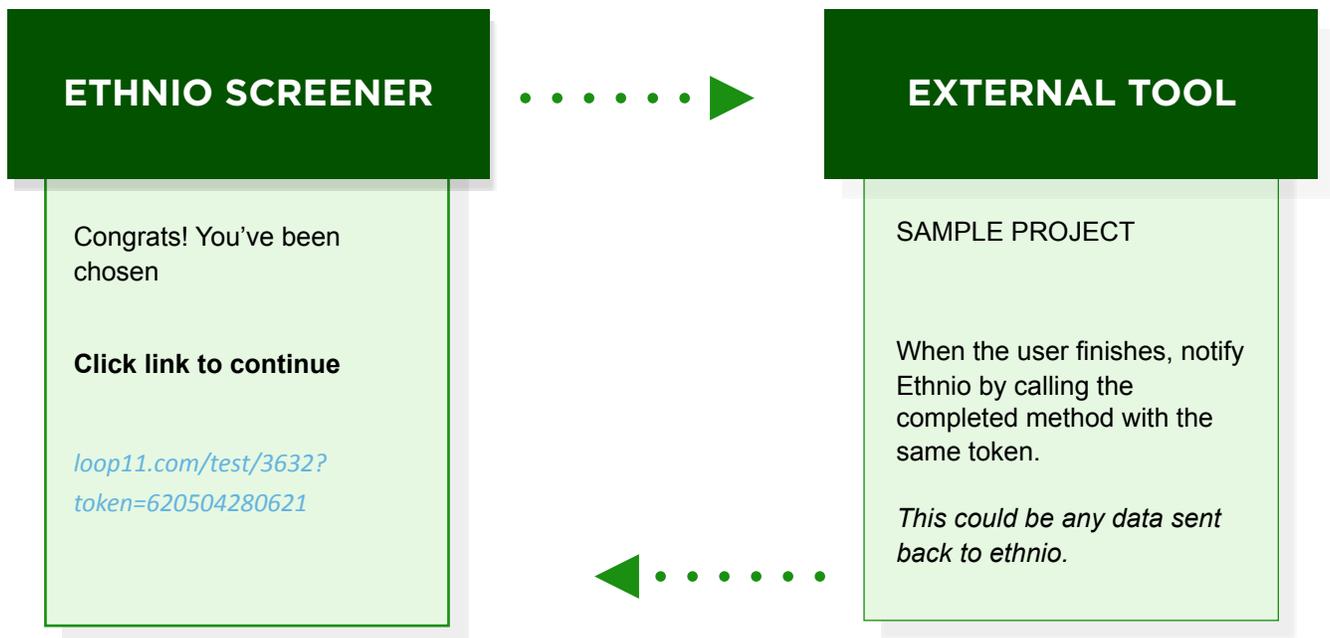
DATA FLOW

When the Ethnio screener is displayed, the user fills out questions and submits that form. At the end of the screener, **if logic is turned on**, qualified users are presented with a link that directs them to the partner’s site. For example, if the Ethnio screener was configured with the Loop11 tool, the user will be presented with a link that directs them to this sample test URL:

loop11.com/test/3632

The actual link Ethnio passes to the partner has the token appended to the URL, as we mentioned on page 1. So again that looks like this:

loop11.com/test/3632?token=620504280621





ALTERNATE API USE CASES

Since the initial goal of this API was to pass and receive data associated with a screener and link to a partner tool, we've added support for additional use cases, possibly using the secure token to transmit and receive data, unless there are better methods any customers or partners would like to use. Some other uses cases are as follows:

1.0 Participant Pool

2.0 Scheduling

3.0 Incentives

4.0 External Variables

Another method for sending data to Ethnio is our system for accepting external variables. Please find [documentation on that method here](#).



API METHODS

These are the current methods for using our secure token. Please note we have to authorize each domain before any of these methods will work.

1.0 Completed

Notifies Ethnio that the recruit has successfully finished.

URL: ethn.io/partners/completed?token=XXXX
Method: GET
Input: Token ID
Output: SUCCESS or ERROR – Invalid Token
Format: XML or JSON
Secure: HTTPS available

Example:

For XML: (Defaults to XML when extension is omitted)

```
curl -X GET ethn.io/partners/completed.xml -d "token= 620504280621"
```

For JSON:

```
curl -X GET ethn.io/partners/completed.json -d "token= 620504280621"
```



API METHODS (CONTINUED)

2.0 Recruit

Returns the recruit data model.

URL: ethn.io/partners/recruit?token=XXXX
Method: GET
Input: Token ID
Output: SUCCESS or ERROR – Invalid Token
Format: XML or JSON
Secure: HTTPS available

Example:

For XML: (Defaults to XML when extension is omitted)

```
curl -X GET ethn.io/partners/recruit.xml -d "token= 620504280621"
```

For JSON:

```
curl -X GET ethn.io/partners/recruit.json -d "token= 620504280621"
```



API METHODS (ALMOST DONE)

3.0 Sample Return Data

Recruit Model: (XML)

```
<?xml version="1.0" encoding="UTF-8"?>
  <recruit>
    <browser>Mozilla/5.0</browser>
    <created-at type="datetime">2010-04-01T18:02:48Z</created-at>
    <deleted-at type="datetime" nil="true"></deleted-at>
    <email nil="true">john@aol.com</email>
    <id type="integer">208796</id>
    <incentive>Earn $75 at Amazon.com</incentive>
    <ip>127.0.0.1</ip>
    <name nil="true">John Doe</name>
    <note nil="true"></note>
    <recruit-status-id type="integer">1</recruit-status-id>
    <referer-url>ethn.io</referer-url>
    <screeener-id type="integer">2417</screeener-id>
  </recruit>
```

Recruit Model: (JSON)

```
{"referer_url": "ethn.io", "recruit_status_id": 1, "name": "John Doe", "deleted_at": null, "incentive": "Earn $75 at Amazon.com", "screeener_id": 2417, "id": 208796, "note": null, "ip": "127.0.0.1", "browser": "Mozilla/5.0", "email": "john@aol.com", "created_at": "2010/04/01 18:02:48 +0000"}
```



ADDITIONAL API SUPPORT

If you'd like any custom API functionality or to ask questions or report any issues, please email info@ethn.io and we're happy to accommodate.