

Touchpoints / Customer Journey API Documentation

The Customer Journey Orders API is used for exporting and analyzing customer journey data recorded via the partner program system. It allows you to retrieve detailed information on individual touchpoints (actions) of an order in a structured CSV format, enabling precise tracking of user paths leading up to a conversion.

The API can be accessed within the user interface under the **Data API** menu item.

API Call

```
https://DOMAIN/api/ACCESS-TOKEN/admin/ID/get-customerjourney_orders.csv
```

Value	Description
DOMAIN	Partner program system domain
ACCESS-TOKEN	User's Access Token
ID	User ID
.csv	Download file format

Customer Journey API Filtering

Various parameters can be used as filters for the Customer Journey API. Below is an overview of the available parameters:

Parameter	Value / Example	Description
condition[period][from]	2026-02-04	Defines the start date of the time period (order date).
condition[period][to]	2026-02-04	Defines the end date of the time period (order date).
condition[dynamicdate]	currentmonth, lastmonth, last10d, currentweek	Defines a dynamic time period. Note: Cannot be used in conjunction with period[from] or period[to].

Parameter	Value / Example	Description
<code>condition[l:campaigns]</code>	1	Filters all data assigned to a specific campaign. Multiple values allowed.
<code>condition[l:projects]</code>	1234	Filters all transactions recorded under the corresponding project ID of the program. Multiple values allowed.

Examples of Filtered API Calls:

- **Fixed Time Period:** `condition[period][from]=2026-02-04&condition[period][to]=2026-02-04&condition[l:campaigns]=1`
- **Dynamic Time Period:** `condition[dynamicdate]=currentweek&condition[l:projects]=1234`

Field Definitions (Columns)

The downloaded transactions contain the following columns:

Field Name	Description
<code>order_id</code>	Internal ID of the associated transaction / order
<code>ordertoken</code>	Order number of the transaction from the shop system
<code>campaign_id</code>	ID of the campaign to which the order is assigned
<code>order_timestamp</code>	Timestamp of the order receipt (Format: YYYY-MM-DD HH:MM:SS+TZ)
<code>trigger_id</code>	ID of the trigger assigned to the order
<code>project_id</code>	ID of the project (Attribution Target)
<code>admedia_id</code>	ID of the ad media used for the order
<code>action_timestamp</code>	Timestamp of the click or impression (Touchpoint)
<code>type</code>	Type of touchpoint (e.g., <code>click</code>)
<code>action_campaign_id</code>	Campaign ID of the specific touchpoint within the journey
<code>action_project_id</code>	Project ID of the specific touchpoint
<code>action_admedia_id</code>	Ad media ID of the specific touchpoint
<code>referrer</code>	The URL from which the user was redirected to the shop (including tracking parameters)