TM Forum Open APIs

Conformance Certification

Company Name: Etiya

TM Forum Open API Name: TMF671 - Promotion Management

TM Forum Open API Release Version: 21.0 / 4.1

Report Date: 30/05/2023
1. **What Product or Solution does your API support?**

*Etiya Campaign Management* is created to help marketers design, execute, manage and measure marketing campaigns and customer-driven communication across all marketing channels. Etiya Campaign Management provides optimum and cost-effective campaign management by its groundbreaking features. It enables end-to-end implementation of personalized, high-return campaigns in all channels in a very short time via the powerful targeting capability of its artificial intelligence-supported optimization engine. It is also possible to track and report performance with advanced tracking and reporting tools.

Personalization is one of the important features that is needed at every stage of the customer lifecycle, helping to increase sales and revenue. Etiya Campaign Management helps marketers to send more personalized offers to each customer based on the recommendation system.

Easy implementation and system integration is always key. So, Etiya uses open APIs, and offers a modular system, that is flexible, highly scalable and allows easy integration. Business is constantly changing, as also the needs of customers, and this will constantly require new features and modifications. We use microservices, that will ensure this agility to introduce or modify features and capabilities quickly.
2. **Overview of Certified API**

Etiya Campaign Management Platform’s open API structure provides enhanced communication and easy integration with external data sources and 3rd party applications.

Promotion Management API defines and groups different types of attributes which enable selecting and filtering data needed for segmentation.

Promotion Management API configures different types of campaigns, manages their lifecycles, defines campaign offer relation or links to each other, and makes prioritization. Also, campaign-specific business rules regarding transitions between campaigns, campaign commitments, subscription changes during discount periods, and penalties can be managed.

Promotion Management API is opened to CSP partners/external systems via Etiya API Gateway to ensure security, logging, and performance monitoring.

<table>
<thead>
<tr>
<th>#</th>
<th>Resource</th>
<th>API Overview</th>
<th>Operations Supported</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Promotion</td>
<td>Used to provide the additional discount, voucher, bonus or gift to the customer who meets the pre-defined criteria. Using promotion, the enterprise is able to attract the users and encourage more consumption, especially continuous purchases. Normally Promotion is not regarded as one type of product or product offering. It is often applied when the customer buys the product offerings with the price or amount surpassing the certain limit.</td>
<td>• GET&lt;br&gt;• POST&lt;br&gt;• PATCH&lt;br&gt;• DELETE</td>
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Architectural View

3. Test Results
Click here to see the test results: ETIYA-TMF671 API-HTML Results