Integrate Easypromos into your website and offer users all its dynamic features **as if they were native to your system**.

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Introduction

The integration comprises three key components:

1. Integration with the website's user system

2. Seamless display of the Easypromos dynamic within the site

3. Extract participant data from Easypromos into your site

IIntegration with the website's user system

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Easypromos offers two main solutions:

1.

Autologin System
Users log into the website with their username and password. A call to Easypromos API identifies them and grants them access to the Easypromos dynamic.
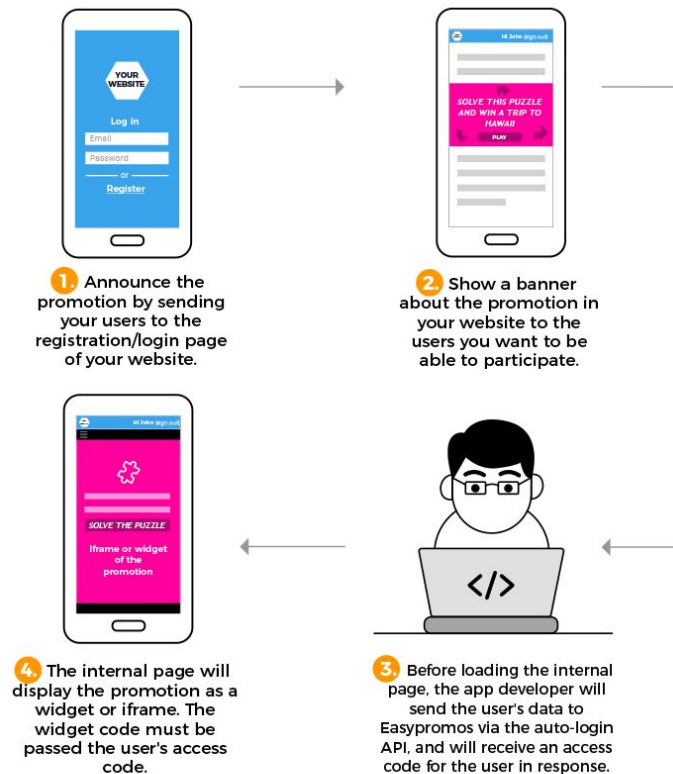
2.

OpenID Connect
An ideal option if the website uses a user identification system like Microsoft Azure, Okta, or PingID.

How does the Autologin system work?

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- At the moment of participation in Easypromos, an **Autologin API request** is sent with the promotion ID and the user ID.

- Easypromos automatically registers the user, bypassing its native login system.

- **This process ensures a fully integrated experience—**users won't even realize they're interacting with an external system.

YOUR WEBSITE

Log in

Email
Password

or

Register

SOLVE THIS PUZZLE AND WIN A TRIP TO HAWAII

PLAY

1. Announce the promotion by sending your users to the registration/login page of your website.

2. Show a banner about the promotion in your website to the users you want to be able to participate.

SOLVE THE PUZZLE

Iframe or widget of the promotion

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4. The internal page will display the promotion as a widget or iframe. The widget code must be passed the user's access code.

3. Before loading the internal page, the app developer will send the user's data to Easypromos via the auto-login API, and will receive an access code for the user in response.

Which user information does the Easypromos Autologin need?

- The Autologin system can work with the bare **minimum user information**, i.e,. the APP's unique user identifier (UID). This is labeled **External ID**.

- If you wish to display a ranking page within the Easypromos dynamic, the API request must include the user's **name or nickname** parameter, to allow ranking users and their scores.

- If you wish to send **transactional emails** using Easypromos, the user's email will have to be included as a parameter.

User Segmentation

- Easypromos supports advanced **user segmentation**.

- A segment is a **tag that categorizes users**. E.g. "Premium," "Free," or "Gold/Silver/Bronze".

- This allows you to display **different dynamics and rewards based on segments**. E.g., Premium users can access higher-value prizes than Free users.

- The **API request** can include the segment to which user belong.

Members
Fans
Website users

Game 1
Game 2
Game 3
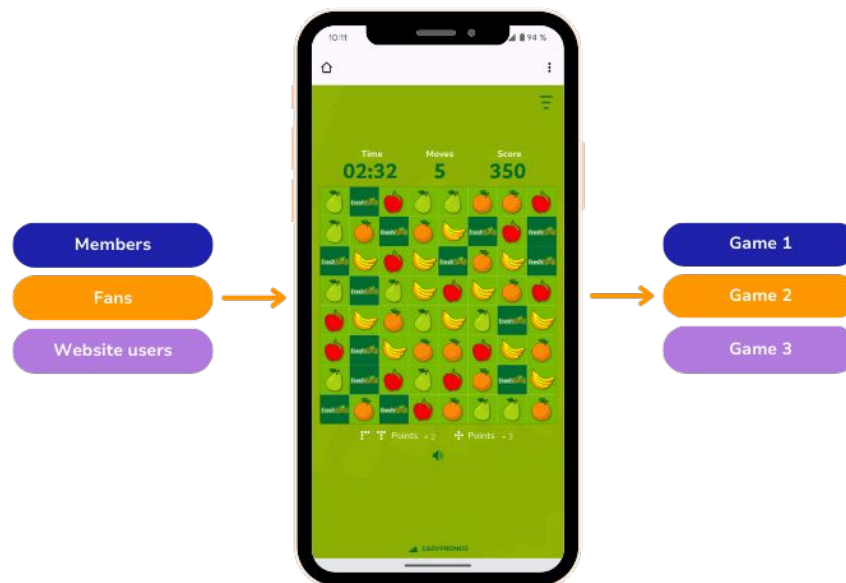
Native look and feel within the website

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- Easypromos promotions are web-based (HTML, CSS, JavaScript) and are displayed in an iframe on any web.

- Easypromos provides 'widgets' to make embedding Easypromos dynamics as simple as 'copying and pasting' the generated code.

- The Easypromos look and feel is fully customizable, providing users a seamless experience and giving the Easypromos dynamic a **Native look and feel within the website**.
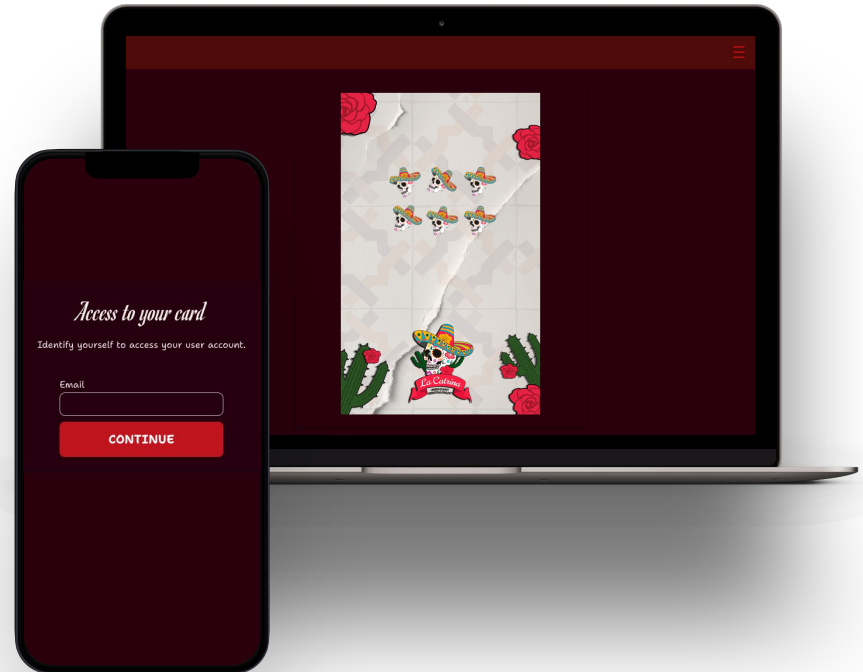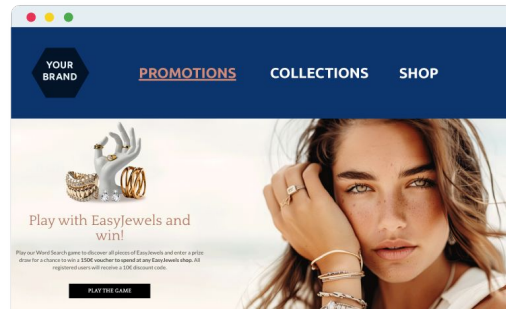
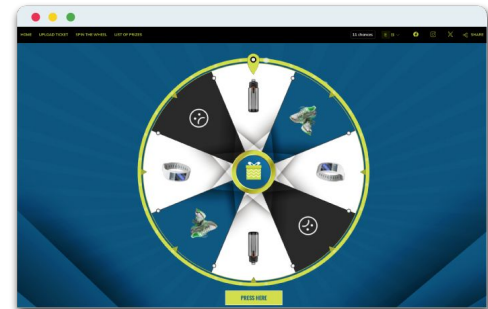# How to access Easypromos within the website?

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Common use cases

Create a dedicated Menu for "Promotions" or "Games" to showcase all active campaigns.
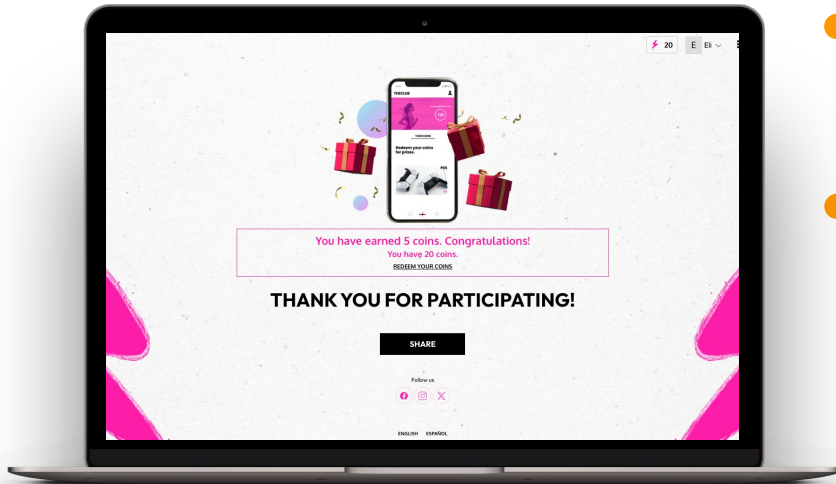
Generate a banner that links directly to the promotions. Typically, a banner is combined with a specific menu.

Action-Triggered Promos: Display promotions after specific actions, e.g., grant access to a prize wheel for purchases over €20.

Data collection from Easypromos to the website

- The Easypromos' **REST API** automatically collects participant data—scores, prizes, responses, and more.

- The use of **WEBHOOKS** allows real-time updates, such as when a user wins a prize or completes a promotion.

  - The participant's information includes the External ID, to connect the user within the website.

  - It also includes information regarding the prizes won, points scored, answers, etc.

Data collection from Easypromos to the website

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Common use cases

Balance update

The application needs to know which prize the user has won to update their balance within the website.

Profile enrichment

The information generated while participating in the Easypromos dynamic is used to update the user's profile in the site.

Discount & cashback management

The website has its own discount and cashback management system. The Easypromos prize is mapped towards a determined discount in the website.

Display an external ranking

The APP would rather show its own ranking instead of the default Easypromos ranking.

Important considerations

- **Get your IT team involved:**
  Your development team—or an experienced external developer familiar with **APIs**—should handle the integration.

- **Support from the Easypromos integrations team:** While the provided technical documentation is usually enough, we recommend holding a **video call session** to address any questions. Direct communication between technicians helps streamline the process.

- **Support from the Easypromos sales team:**
  To proceed with the integration, an active Easypromos license is required. If you don't have one, the Easypromos sales team can provide you with a **TRIAL license**, allowing you to run all necessary tests before committing to a permanent license.

Technical Documentation

Next Steps

1 **Register at www.easypromosapp.com**. Registering is free and does not request billing information.

2 Once registered, **send an email to hello@easypromosapp.com** including the username with which you have registered.

3 Easypromos will create a **TRIAL Corporate account** with the Autologin system enabled.

4 We recommend having a meeting with our technical team to clarify doubts and the general integration process.

Schedule a meeting

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- A key issue when integrating Easypromos to a mobile APP is that all the Easypromos screens are aligned with the **APP's look & feel**.

- With Easypromos, you can customize the font, text styles, background, header, buttons, links, forms, and virtually **any element displayed on the screen**.

- Check out the Easypromos design guide for a detailed breakdown of dimensions and specifications for all design elements.

Appendix II: Virtual coins

● Easypromos offers its own **virtual coins system**, which can be seamlessly integrated with any points or currency system.

● The virtual coins feature can be enabled in **any Easypromos dynamic**.

● The **Easypromos API** includes specific **requests** to handle the following scenarios:

1. **Updating** a user's virtual currency balance to sync with an external **loyalty and rewards system**.
2. **Sending** virtual coins **transactions** to an external system**.**
3. **Receiving** virtual coins **transactions** generated by an external system.

Contact
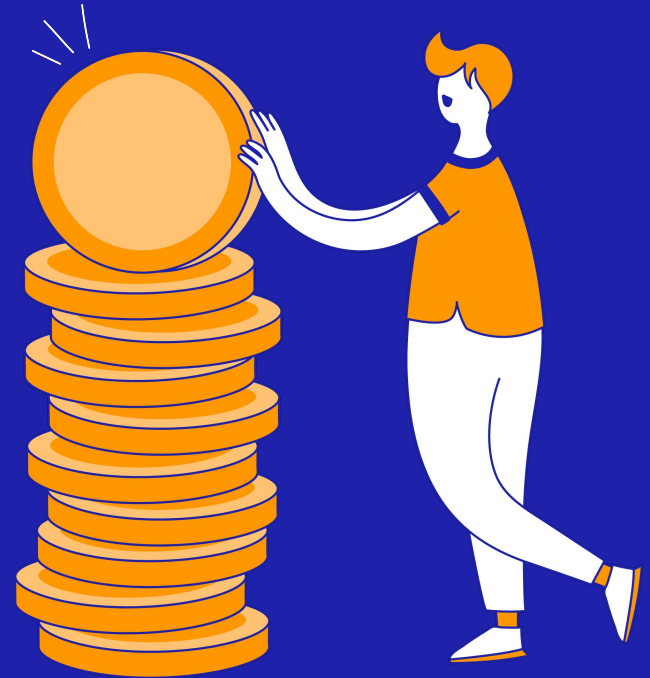
Technical Support:

Live chat at www.easypromosapp.com
and for support outside chat hours,
support@easypromosapp.com

Sales and admin support:

hello@easypromosapp.com

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