

# MAGNET PERSONALIZED RECOMMENDATIONS APPLICATION INTEGRATION

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Last Updated - 1 November 2016



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## Introduction

This document describes how to integrate the personalized recommendation functionality with any application using Magnet's Restful API.

## Assumptions

- 1) Indexing of content (Articles, videos, image galleries, etc) was done using either API calls or widgets placed on a web version of the application/service
- 2) Client has obtained a valid CALK (Magnet's Corporate API License Key) associated with their domain (URL address).

## Integration on Article Page

### Prerequisite

Article page/view must be associated with the same unique identifier (example: article UID, URL) used while indexing.

### 1. On Page Load

- 1.1. Call Tracking Event 'A\_PAGE\_VIEW' ([see Page View Event details below](#))
- 1.2. Call Magnet's API method 'RecommendArticles' ([see RecommendArticles API details below](#))

### 2. On Recommended Article Click

- 2.1. Call Tracking 'Event RCW\_CLK' ([see Recommended Click Event details below](#))

## Integration on Main Page (Homepage or Section page)

### Prerequisite

Homepage or Section page/view must be associated with the any identifier (example: Section ID, Section name).

### 1. On Page Load

- 1.1. Call Tracking Event 'MP\_PAGE\_VIEW' ([see Page View Event details below](#))
- 1.2. Call Magnet API method 'RecommendArticles' ([see RecommendArticles API details below](#))

### 2. On Recommended Article Click

- 2.1. Call Tracking Event 'MP\_RCW\_CLK' ([see Recommended Click Event details below](#))

## RecommendArticles API Method

Uri: <http://magnetapi.klangoo.com/NewsAgencyService.svc/RecommendArticles>

Request method : GET

Parameter	Description
calk	A string containing your Magnet Corporate API License Key
articleUID	Unique ID representing the current article/page being read.
userID	A user unique identifier. Represents the user reading the article.
showDetails	(optional) Returns recommended documents details. <u>Values:</u> 0 : show docID, articleUID, score, rank, insertDate (Default) 1 : same as value "0" plus title, URL, source, language 2 : same as value "1" plus snippet 3 : same as value "0" plus images 4 : same as value "2" plus images
maxReturnRows	(optional) Maximum number of recommended documents to return.
showCust	(optional) Returns the custom fields of the article. Custom fields are special tags that you can include while indexing a page/article for filtering purposes. 0 – do not show custom fields (default) 1 – show custom fields
langToShowOnly	(optional) if the rulesGroup selected allows DynamicShowOnlyLanguages, then the recommendation will only include articles with the language you select using this parameter ex: "en". Please check the supported languages document for all language codes.
customFieldToShowOnly	(optional) if the rulesGroup selected allows DynamicShowOnlyCustomField, then only return articles with specific Custom Field defined during indexing. Format: JSON => array of pairs of <string, string[]>
snippetLength	(optional) the length of the snippet of each recommended article (when showdetails is set)
rulesGroupID	(optional) ID of the group of rules to apply on the recommendation – In order to create rule group check Magnet Dashboard documentation. rulesGroupID has to be in the range [0 , 9999]
format	(optional)The format of the response. The supported formats are "xml" and "json". Default: "xml"
timestamp	(optional) required if 'authenticate read' is activated
signature	(optional) required if 'authenticate read' is activated

Response:

XML tag	Description
status	Indicates the status of the response. Possible values "OK" and "ERROR"
error	Indicates an error if one occurred (please check the error codes details table below)
quota	Indicates the number of remaining calls for this CALK
relDocCount	Related Content (article, video) count requested
relatedDocuments	Related Content (article, video) identified automatically by Magnet
relDoc	Related Content

docID	Magnet unique Content id
insertDate	Content last update date (set during the indexing process)
title	Content title (set during the indexing process)
url	Content URL (set during the indexing process)
source	Content source (set during the indexing process)
snippet	Short passage from the content retrieved
images	Thumbnail(s) associated with the content (set during the indexing process)
lang	Content language identified

HTTP GET Format:

```
http://magnetapi.klangoo.com/NewsAgencyService.svc/RecommendArticles?calk=<calk>&articleUID=<articleuid>&userID=<userid>&rulesGroupID=<ruleGroupID>&showDetails=<showDetails>&maxReturnRows=<maxReturnRows>
```

HTTP GET Example:

```
http://magnetapi.klangoo.com/NewsAgencyService.svc/RecommendArticles?calk=b1565a82-4ab3-46e7-88f7-d35ffe0e5f58&articleUID=123456&userID=john@test.com&rulesGroupID=1&showDetails=3&maxReturnRows=5
```

## Tracking API Method

Uri: <http://magnetrack.klangoo.com/>

Request method : GET

Parameter	Property Name	Description
c	CALK	Your Magnet Corporate API License Key
e	Event name/code	Name of event
u	User ID	Unique id of user.
p	Page ID (article or entity or main page)	ArticleUID or Main page Id or entity Id (in case of an entity page) of the page where event happened.
d	Event Data	(Optional) Clicked ArticleUID or entity id depending on event.
l	Application URL or window URL	Application URL (example: <a href="http://application.com">http://application.com</a> ) or the window URL in the browser (using javascript window.location.href). The URL must be encoded.
a	Age	Age accepts the following values: 18-24, 25-34, 35-44, 45-54, 55-64, 65+
g	Gender	Gender accepts the following values: Male, Female
o	geolocation	Geolocations can be of the format CityID/RegionID (see <a href="#">Geographical Criteria ID</a> ) or Country ISO Code (see <a href="#">ISO-3166-1 alpha-2</a> )
ran	timestamp	(Optional) This parameter is used to prevent the browser from fetching cached requests. Passing the timestamp should be enough to prevent the caching.

## Tracking Events

### Page View Event

This event should be fired when an article page/main page is visited.

Event Code: **A\_PAGE\_VIEW** on Article Page, **MP\_PAGE\_VIEW** on Main Page

HTTP GET Format:

```
http://magnetrack.klangoo.com/?e=A_PAGE_VIEW&c=<calc>&p=<articleid>&u=<userid>&l=<application url>
```

HTTP GET Example:

```
http://magnetrack.klangoo.com/?e=A_PAGE_VIEW&c=b1565a82-4ab3-46e7-88f7-d35ffe0e5f58&p=123456&u=john@test.com&l=http%3A%2F%2Fmyapplication.com
```

### Recommended Article Click Event

This event should be fired when an article page/main page is visited.

Event Code: **RCW\_CLK** on Article Page, **MP\_RCW\_CLK** on Main Page

HTTP GET Format:

```
http://magnetrack.klangoo.com/?e=RCW_CLK&c=<calc>&p=<articleid>&d=<clicked articleid>&u=<userid>&l=<application url>
```

HTTP GET Example:

```
http://magnetrack.klangoo.com/?e=RCW_CLK&c=b1565a82-4ab3-46e7-88f7-d35ffe0e5f58&p=123456&d=55587&u=john@test.com&l=http%3A%2F%2Fmyapplication.com
```

## Relevant Error Codes

Error No	Name	Message
1	GENERAL_FAILURE	General Failure occurred
5	QUOTA_REACHED	You have reached your quota for today
6	INVALID_CALK	The Api Key is not valid. Please contact the system administrator
7	NO_INDEX	You have no index
8	DOCUMENT_NOT_FOUND	Document not Found
9	MISSING_ARGUMENT	Missing argument
10	INVALID_ARGUMENT_FORMAT	Invalid argument format
11	INVALID_DATE_FORMAT	Invalid date format
13	NO_PROFILE_INDEX	You have no profile index
14	PROFILE_INDEX_SIZE_LIMIT_REACHED	You have reached your profile index size limit
15	OPERATION_FORBIDDEN	Operation forbidden. Please contact the system administrator
18	INVALID_URL_FORMAT	Invalid url format
19	WRONG_SIGNATURE	Wrong request signature
20	SECRET_KEY_NOT_SET	SecretKey not set! Please contact the system administrator
22	CALK_EXPIRED	The API CALK has expired. Please contact the system administrator
23	WRITE_DISALLOWED	Write operations are disallowed. Please contact the system administrator
33	DISALLOWED_URL_DOMAIN	Disallowed URL domain
35	INTERNAL_TIMEOUT	Internal Timeout
36	USER_NOT_FOUND	User not found
37	WRONG_ACTIVATION_CODE	Wrong activation code
38	EXPIRED_ACTIVATION_CODE	Expired activation code
39	THROTTLING	Request throttled