Mobile: What Is The Campaign Trigger API and How Is It Used?

Brief Overview

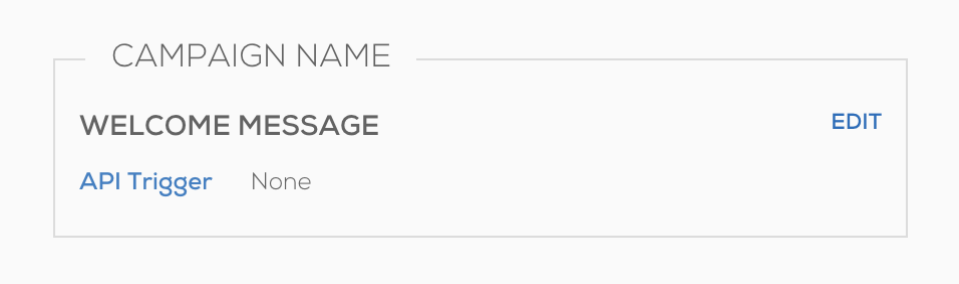
In addition to static triggers, Campaigns can be triggered by a unique API call integrated into the app.

The API trigger is useful for activating Campaigns by an action performed in your app, such as a button tap or a screen transition. For example, if there is nothing in the app to key a segment off of, you can set an API trigger to precisely determine the moment when a Campaign will start.

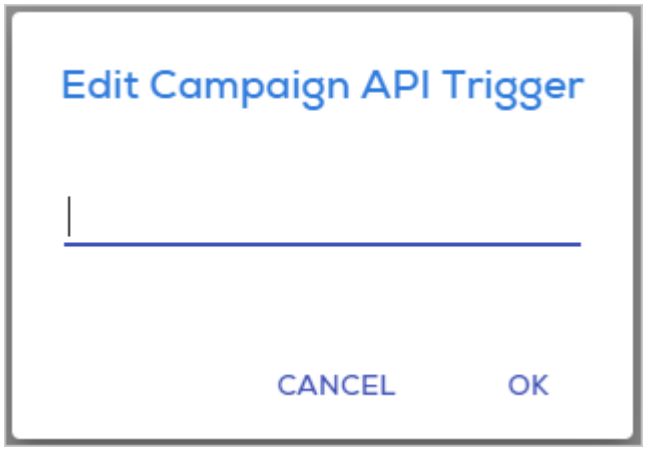
Enabling the API Trigger in the Mobile Console

The API trigger requires setting a key with which the Campaign will use to start, which can be done in the Campaign Wizard's *REVIEW & PUBLISH* tab.

Click on the **API trigger**:



and enter the API key:



How To Integrate API Triggers With Your App

Android

Trigger a campaign without redirect

```
ABBI.trigger("my-key");
```

Trigger a campaign after redirecting the user to a deeplink in the app

```
ABBI.trigger("my-key","myapp://deep_link");
```

iOS

Trigger a campaign without redirect

```
[ABBI trigger:@"my-key"];
```

Trigger a campaign after redirecting the user to a deeplink in the app

```
[ABBI trigger:@"my-key" withDeepLink:@"myapp://deep_link"];
```