

External Attributes

External attributes are used for [custom data](#) provided to the system. This can then be used in components like Custom Audiences and Report Central.

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POST /external-attribute

Description

Create an external attribute / Setting up a custom attribute.

Endpoint

/external-attribute

Method

POST

Parameters

| Name | Type | Required | Description |
|-----------------------|--------|----------|--|
| title | string | Y | The name of the attribute, will be visible in the interface. This must be url encoded. |
| jsonpath | string | Y | JSON path used to extract the data. This must be url encoded. |
| enableAudienceBuilder | string | Y | <i>true</i> or <i>false</i> passed as string, will make the metric available in Custom Audiences |
| enableReportCentral | string | Y | <i>true</i> or <i>false</i> passed as string, will make the metric available in Report Central |
| sampleData | string | Y | JSON string, this will be used to validate the JSON path. The sample JSON must provide a non-empty value at the defined JSON path. This must be url encoded. |

Data available

The data needs to be available in the system as it will be used as one of the validation steps. So first follow the steps from the [integration](#) guideline, send a few data points and then proceed with this API.

It might take up to a few hours before data is available. As we will search through the data of the past 72 hours this API call might take a few minutes to complete.

Full example

cURL example

```
curl -XPOST \  
  --header "X-Auth: auth_token_here_after_auth" \  
  --header "X-CSRF: csrf_token_here_after_auth" \  
  "https://platform.flxone.com/api/external-attribute?title=Order%20ID&js  
onpath=%24.purchase.order_id&enableAudienceBuilder=true&enableReportCent  
ral=true&sampleData=%7B%22shop_location%22%3A%20%22New%20York%22%2C%20%2  
2purchase%22%3A%20%7B%22order_id%22%3A12345%7D%7D"
```

Please refer to the section [authentication](#) for the auth and csrf tokens.

JSON Paths

You can see a JSON path as an XPath in XML, but then for JSON data. We will show you a few examples on how to extract data from our system using these JSON paths.

JSON Path, extracting the product name

JSON

```
{"product_name": "50 inch TV", "purchase_value": 10}
```

JSON Path

```
$.product_name
```

Extracted data

```
50 inch TV
```

JSON Path, nested example

JSON

```
{"shop_location": "New York", "purchase": {"order_id": 12345}}
```

JSON Path

`$.purchase.order_id`

Extracted data

12345