

How to integrate **Easypromos** with your mobile app

Integrate Easypromos into your mobile app and offer users all its dynamic features **as if they were native to your application.**



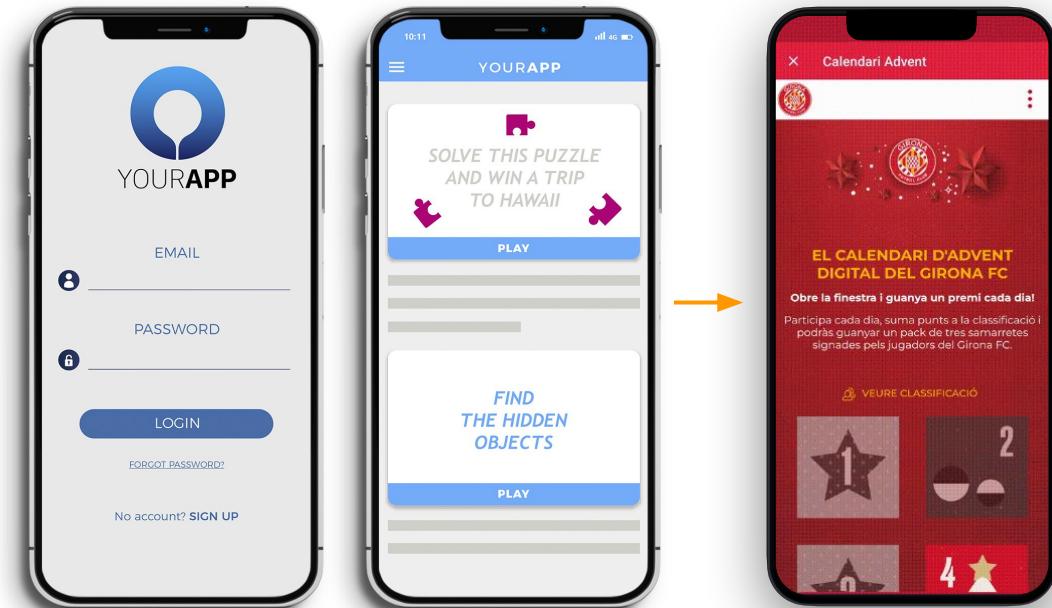
Summary

The integration comprises three key components:

- 1. Integration with the app's user system**
- 2. Seamless in-app display of Easypromos experiences**
- 3. Sync participant data from Easypromos to your app**

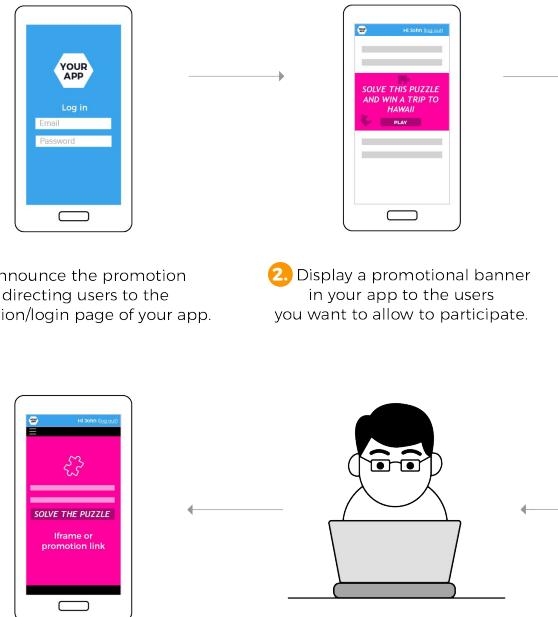
Integration with the App's user system

- The integration uses the Easypromos **Autologin** system.
- Users log in to the app using their existing authentication system. The app then sends an **API request** to identify users in the Easypromos experience.
- Users are not required to do any additional registration to participate in the Easypromos experience.



How does the Autologin system work?

- When a user participates in an Easypromos experience, 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.



3. When a user clicks the banner, the app sends user data to Easypromos via Autologin API. In response, you receive a user access code.

4. Open a web view with the promotion URL and include the user access code as a parameter.

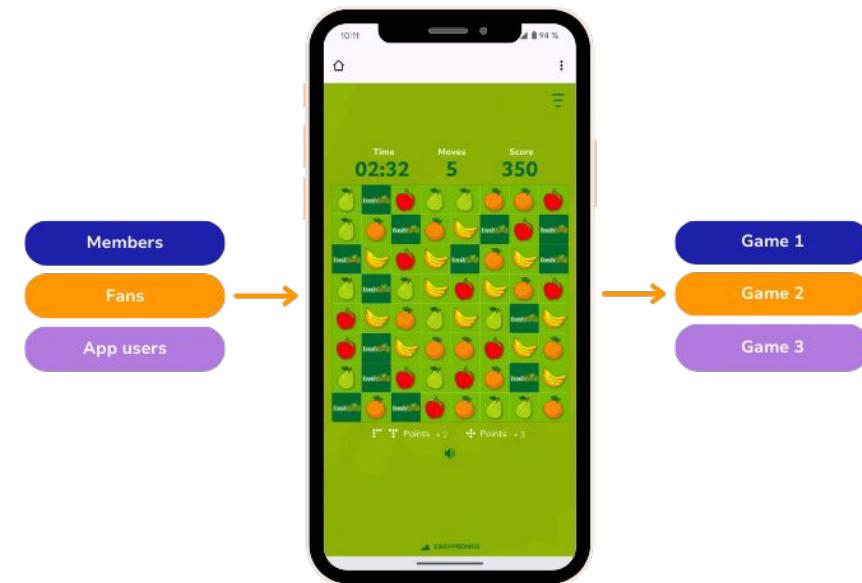
Which user information does the Easypromos Autologin need?

- 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 experience, 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 experiences 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 the user belong.



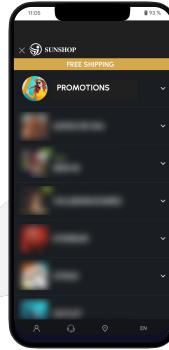
Native look and feel within the app

- Easypromos promotions are web-based (HTML, CSS, JavaScript) and are displayed in a **WebView**.
- A WebView allows you to show web-based content in your app making it appear fully native and without the need for an external browser.
- The Easypromos look and feel is fully customizable, ensuring a seamless user experience and **native in-app appearance**.



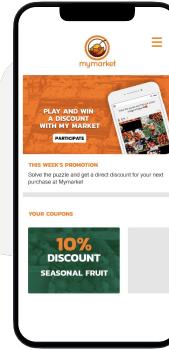
How to access Easypromos within the app?

Common use cases



Dedicated Menus:

Create a "Promotions" or "Games" menu to showcase all active campaigns.



Dynamic Banners:

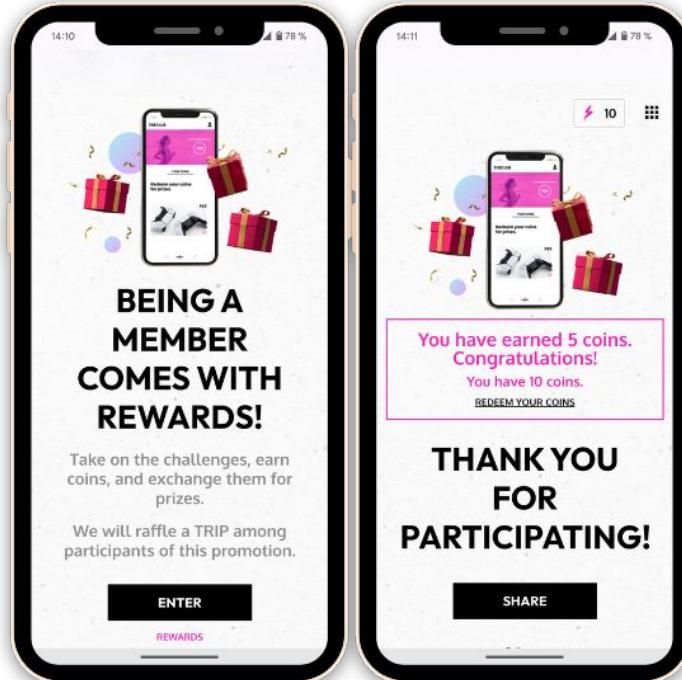
Combine banners with menu navigation to guide users toward active campaigns.



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 app



- 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 participates in a promotion.
- The participant's information includes the External ID, to connect the user within the App.
- It also includes information regarding the prizes won, points scored, answers, etc.

Sending data from Easypromos to the app

Common use cases



Balance update

The application needs to know which prize the user has won so it can update the user's balance in the app.



Profile enrichment

The information generated while participating in the Easypromos experience is used to update the user's profile within the app.



Discount & cashback management

The application has its own discount and cashback management system. Each prize won in an Easypromos experience is mapped to a corresponding discount in the app.



Display an external ranking

The app uses its own ranking system instead of the default Easypromos ranking.

Important considerations



- **Get your IT team involved:**
Your development team—or an experienced external developer familiar with **APIs and WebViews**—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



- 1 [Integration via Autologin](#)
- 2 [Getting started with the Easypromos REST API](#)
- 3 [Easypromos API Reference](#)
- 4 [Easypromos webhooks integration](#)

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 you used to sign up.
- 3 Easypromos will create a **TRIAL Corporate account** for you with the Autologin system enabled.
- 4 We also recommend scheduling a meeting with our technical team to answer any questions and review the overall integration process.

[Schedule a meeting](#)

Appendix I: Easypromos Design Guide

- When integrating Easypromos into a mobile app, it's essential that all Easypromos screens match **your app's look and feel**.
- Easypromos offers extensive customization options, allowing you to tailor fonts, text styles, backgrounds, headers, buttons, links, forms, and **virtually every on-screen element**.
- 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 experience**.
- 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 coin **transactions** to an external system.
 3. **Receiving** virtual coin **transactions** generated by an external system.



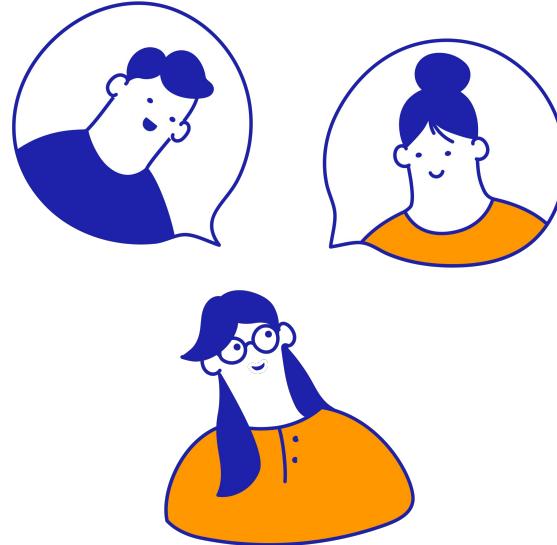
Contact

Technical Support:

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