SPARQ

APIs for Data Integration

VISIONCRITICAL®

Break down data silos and increase the power of your customer data
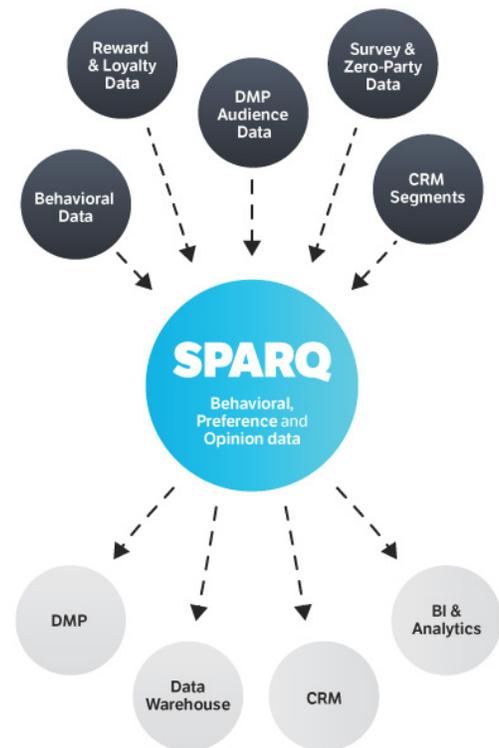
Your Sparq insight community contains a virtual treasure trove of customer data collected directly from your customers with consent. Sparq helps you uncover customer attributes like motivation, preferences, and beliefs that aren't available through your other second and third-party data sources. At Vision Critical, we help brands add context and value to other primary data stores and sources like:

- Data management platforms (DMP)
- Customer relationship management (CRM) systems
- Loyalty databases
- Other systems of record (SOR)

Utilizing Sparq's high performance APIs, you can securely exchange information between multiple data sources and enable powerful, customer workflows to achieve better results through more complete and accurate customer data. Integrations between Sparq and SORs enable business outcomes that add value across your organization. And with integration options that share data in both directions, not only does Sparq data inform your SORs, but known customer data from other sources can make your Sparq insight community activities even smarter and more targeted.

Achieve Greater Outcomes through Integration:

- Personalize insight community engagements by integrating DMP or CRM segments into Sparq

- Centralize customer data by moving Sparq data into a data warehouse for more accessible and complete reporting and dashboards

- Augment anonymous DMP data with customer IDs and additional first-party data from Sparq to help with accurate segmentation and targeting

- Conduct look-alike modeling by using Sparq profile variables and response data in your DMP to increase ROI for marketing campaigns

- Automate community management and administration by automating member recruitment, activities, and purge or clean up

No matter your data integration need, there is a Sparq API to support your efforts.

Sparq API Set	
Member Data Service	• Manage member and profile data ○ Commonly used to connect CRM data
Batch Data	• Extract profile or response data in bulk ○ Used with data warehouses, DMPs, Dashboards, and reporting/BI tools
Alternate Deployment	• Connect your member communications to on-email options • Used for SMS, chat applications
Member Events	• Provides participation data ○ Used to understand community health or provide incentives
Member Activities	• Go where your members are ○ Used for mobile apps and websites; provides active survey lists for members
Member Filters	• Build and retrieve complex member queries ○ Used to support other API integration use cases
Activities	• Retrieve and manage insight community activities ○ Used to support other integrations where activity detail is important

Sparq APIs follow modern methodologies and best practices.

- Are RESTful: we have adopted the REST (Representational State Transfer) architectural style

- Return JSON: JSON (JavaScript Object Notation) is a lightweight, platform-independent data interchange format

- Are versioned: any major updates to our contract will go into a new version of the API to prevent breakage

- Use OAuth keys as a secure way of authenticating a user. OAuth is a standard that apps can use to provide client applications with "secure delegated access". OAuth works over HTTPS and authorizes devices, APIs, servers, and applications with access tokens rather than credentials.

- Support pagination, filtering, searching, and sorting

SPARQ Makes It Easy

Vision Critical helps you from the start. Hundreds of customers rely on us to provide best practices and guidance for recruiting, research community management, and integrations. Your Sparq insight community is an asset that you can leverage to achieve results across your business. Integrate Sparq with your system of record and get started today.

See our platform in action
www.visioncritical.com/sparqdemo