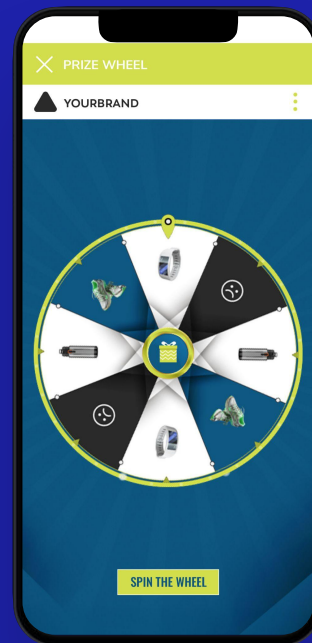


How to integrate **EasyPromos** to your mobile APP

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

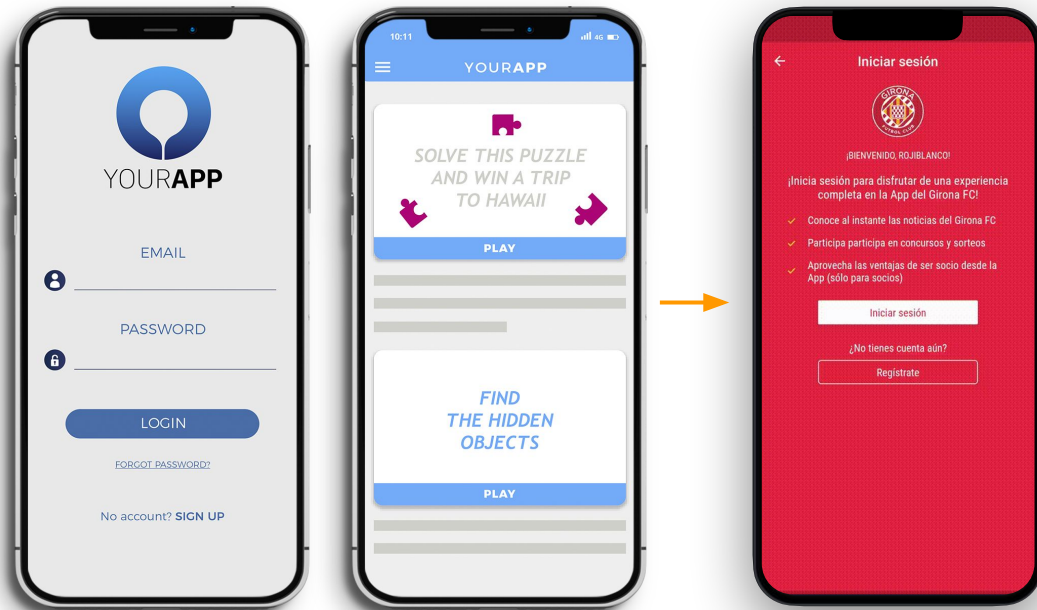


The integration comprises three key components:

- 1. Integration with the APP's user system**
- 2. Seamless display of the Easypromos dynamic within the APP**
- 3. Extract participant data from Easypromos into your APP**

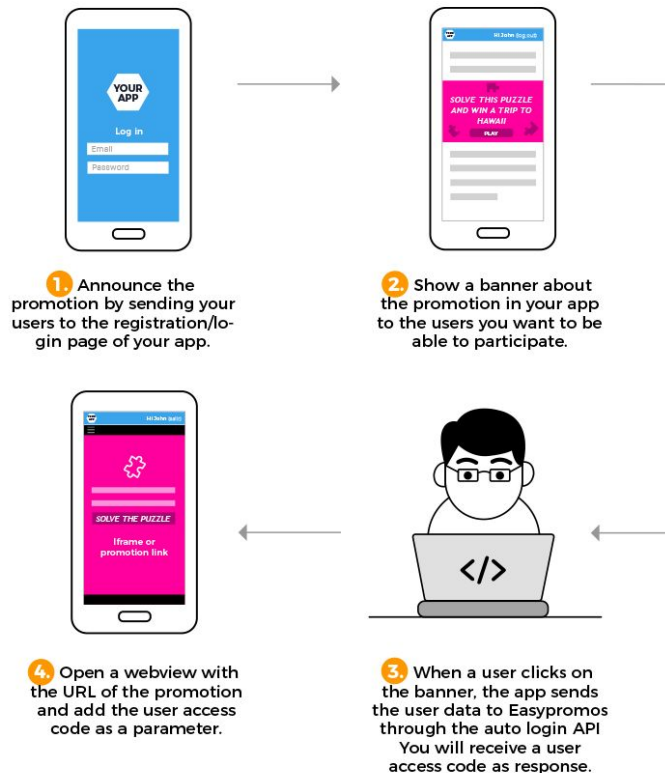
Integration with the App's user system

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



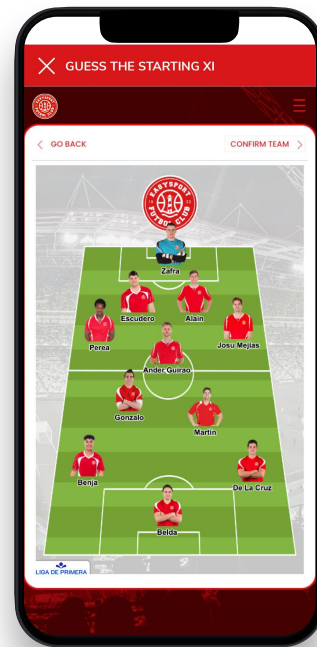
How does the Autologin system work?

- At the moment of participation in Easypromos, 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.



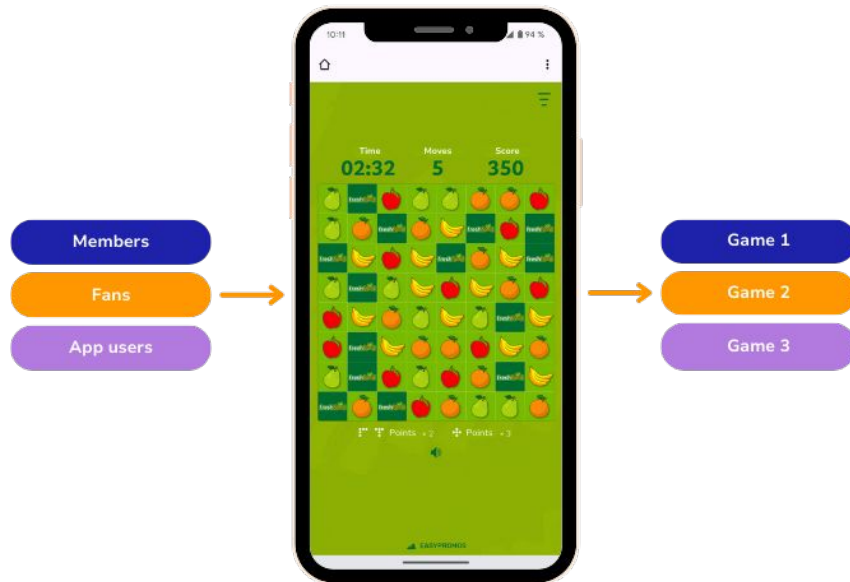
Which user information does the Easypromos Autologin need?

- 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 dynamic, 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.



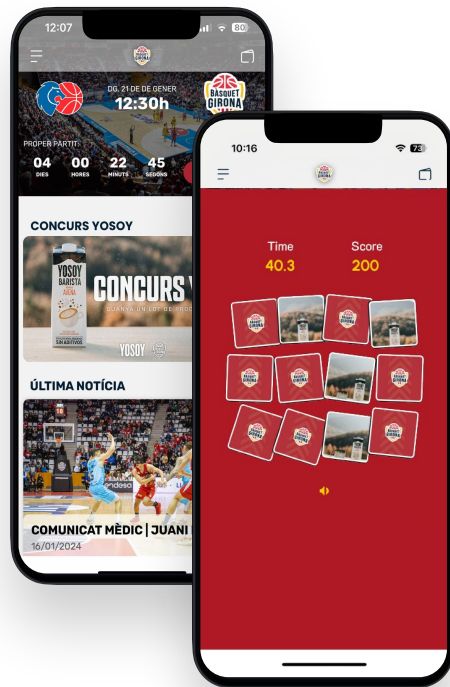
User Segmentation

- 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 dynamics 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 user belong.



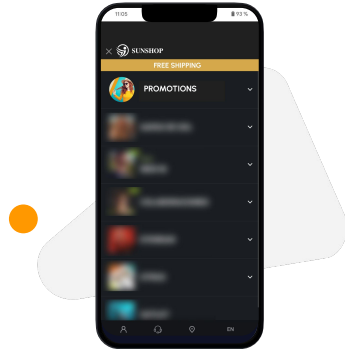
Native look and feel within APP

- 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 of an external browser.
- The Easypromos look and feel is fully customizable, providing users a seamless experience and giving the Easypromos dynamic a **Native look and feel within APP**.

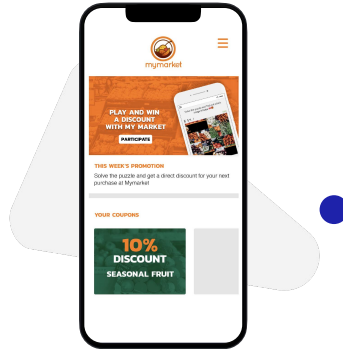


How to access Easypromos within the APP?

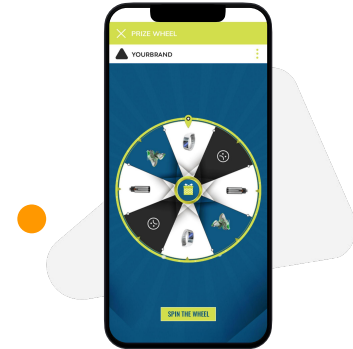
Common use cases



Dedicated Menus:
Create a “Promotions” or “Games” menu to showcase all active campaigns.

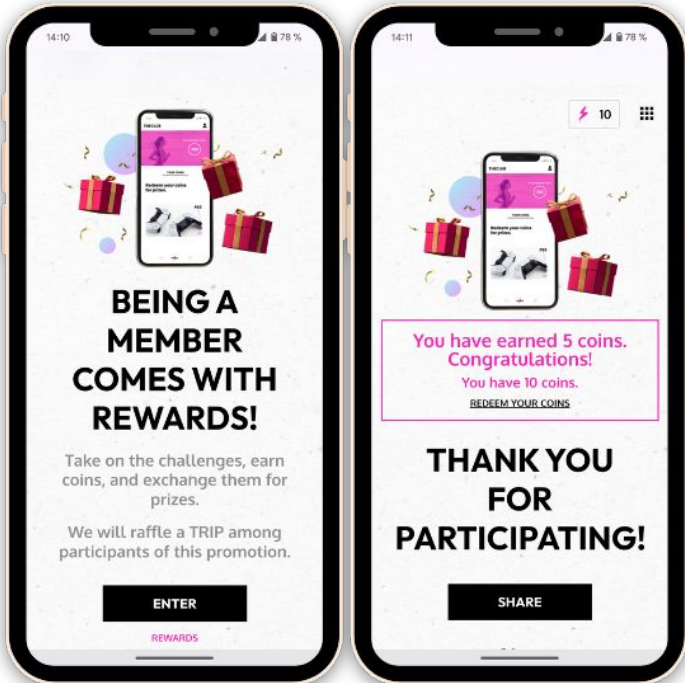


Dynamic Banners:
Combine banners with menu navigation to guide users toward active campaigns.



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 completes 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.

Data collection from Easypromos to the APP

Common use cases



Balance update

The application needs to know which prize the user has won to update their balance within the APP.



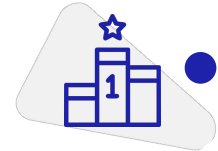
Profile enrichment

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



Discount & cashback management

The application has its own discount and cashback management system. The Easypromos prize is mapped towards a determined discount in the APP.



Display an external ranking

The APP would rather show its own ranking 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 with which you have registered.
- 3 Easypromos will create a **TRIAL Corporate account** with the Autologin system enabled.
- 4 We recommend having a meeting with our technical team to clarify doubts and the general integration process.

[Schedule a meeting](#)

Appendix I: Easypromos design guide

- A key issue when integrating Easypromos to a mobile APP is that all the Easypromos screens are aligned with the **APP's look & feel**.
- With Easypromos, you can customize the font, text styles, background, header, buttons, links, forms, and virtually **any element displayed on the screen**.
- 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 dynamic**.
- 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 coins **transactions** to an external system.
 3. **Receiving** virtual coins **transactions** generated by an external system.



Technical Support:

Live chat at www.easypromosapp.com
and for support outside chat hours,
support@easypromosapp.com

Sales and admin support:

hello@easypromosapp.com





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