Let's get started

Quick Start ✕

| Generate an API Key ① | Create core attributes ② | Create a namespace ③ | Create namespace attributes ④ | Finish and test ⑤ |

Once you have an API key, you can start using Gambit. It uniquely identifies your organization and associates any data you send us to your account.

Name

| Name |

A name to help you remember what you are using this API key for.

<-- Enter a name for your API Key, something that will help you organize your API Keys and projects

Access Key

| Access Key | Copy This |

This is what you embed in your application. Cut and paste this value.

Secret Key

| Secret Key | Copy This |

This is used to authenticate events containing the associated access key. Cut and paste this value.

Create keys

Next

Let's get started

Quick Start ✕

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Demo API Key

A name to help you remember what you are using this API key for.

Access Key

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This is what you embed in your application. Cut and paste this value.

Secret Key

Secret Key   Copy This

This is used to authenticate events containing the associated access key. Cut and paste this value.

Create keys   **<-- Click the 'Create keys' button to generate the Access Key and the Secret Key**

Next

Let's get started

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Name
Demo API Key

A name to help you remember what you are using this API key for.

Access Key
449dd27e030249aada099d583af4632e   Copy This

This is what you embed in your application. Cut and paste this value.

Secret Key
e0e5e3d3af7be5a9810363271962cb77504e3a295b50157853a9339e594201ab998c9b930269a7a563ad93cd9ee5ecf961c   Copy This

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Create keys

Click the 'Next' button -->   Next

Let's get started

Quick Start   ✕

Core attributes are fields you expect to universally collect from your customers across all your products. Which attributes you consider core attributes is up to you, and you can add or subtract from this list over time, but we recommend the following:

- **cutomer_id** - your identifier for the customer
- **email** - the customer's email address
- **first_name** - customer first name
- **last_name** - customer last name
- **email_subscription_status** - email opt-in status (suggested: 1 = subscribed, 0 = unsubscribed)
- **address1** - first line of customer's address
- **address2** - second line of customer's address
- **city** - user's city
- **state** - user's state
- **province** - user's province
- **postal_code** - zip code or country-specific postal code
- **country**
- **gender**
- **birth_day**
- **birth_month**
- **birth_year**
- **acquisition_date** - date when the customer became active
- **ip_address** - ip address associated with the customer

Attribute names must match what you specify in your API calls for us to associate the data correctly.
Once an attribute is created, both it's name and data type cannot be updated, and it can only be deleted if it contains no data. Please create them carefully.

1. Enter a Core Attribute name, spaces are not accepted

Attribute Name | customer_id | Data Type ⌄

Note that the attribute names must match what you specify in your API calls for us to associate the data correctly.

2. Select the appropriate data type

| Integer |
| Text |
| Decimal |
| Date |
| Boolean |

Add Attribute   **3. Click the 'Add attribute' button**

Show 10 ⌄ entries   Search: [   ]

Field name ▲	Data type ⇅	Date added ⇅	Actions ⇅
	No data available in table		

Showing 0 to 0 of 0 entries   Previous   Next

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Quick Start ✕

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Attribute Name | Attribute Name | Data Type ▾

Note that the attribute names must match what you specify in your API calls for us to associate the data correctly.

Add Attribute

Show 10 ⬍ entries   Search: [   ]

Field name	▲	Data type	⇕	Date added	⇕	Actions	⇕
customer_id		integer		Mar 8, 2016 9:53:16 AM		🗑	
email_address		text		Mar 8, 2016 9:53:30 AM		🗑	

Showing 1 to 2 of 2 entries   Previous **1** Next
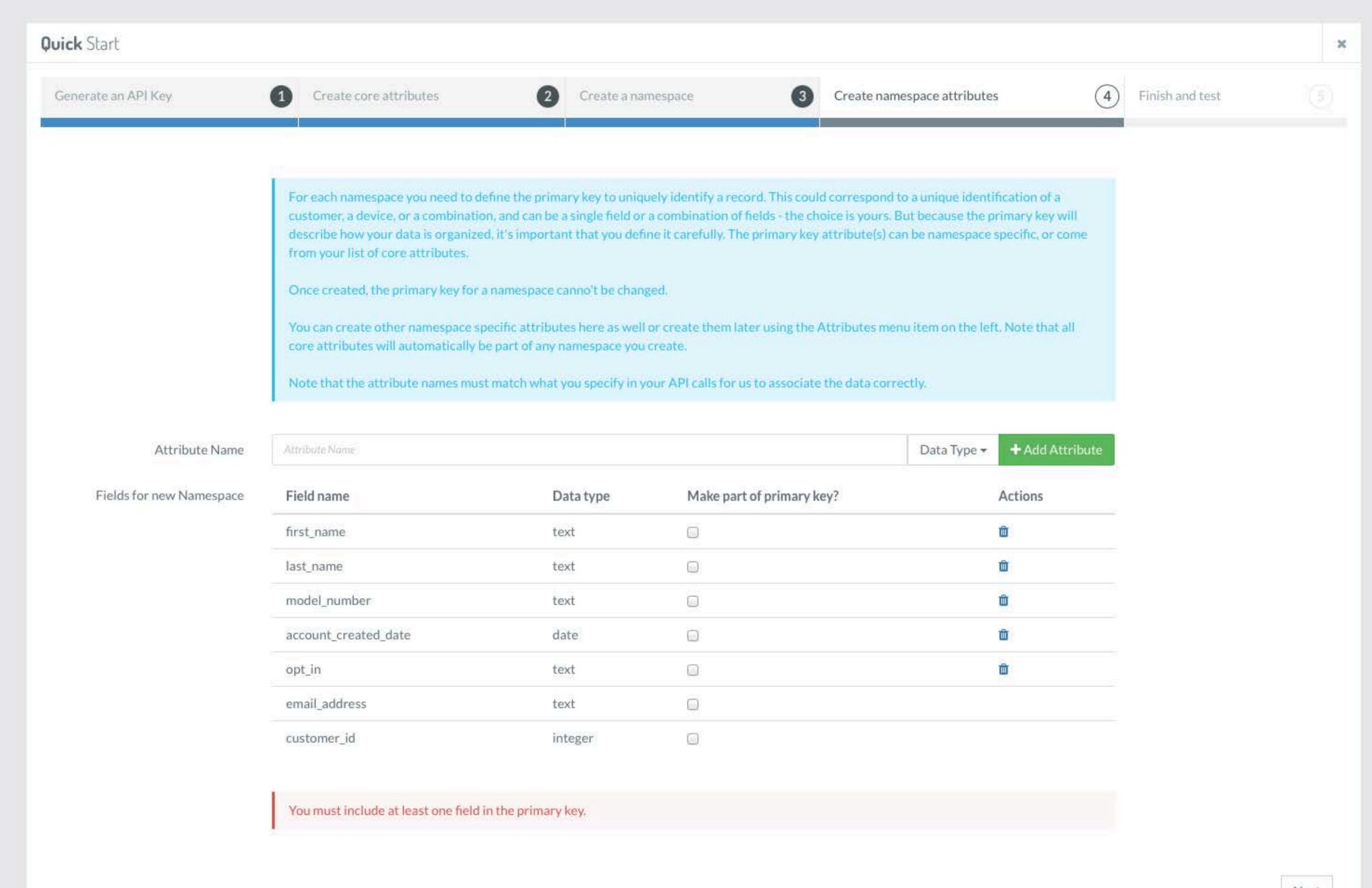
Let's get started

Quick Start

| Generate an API Key | **1** | Create core attributes | **2** | Create a namespace | **3** | Create namespace attributes | 4 | Finish and test | 5 |

A namespace is a logical organization of your data. No matter what API keys you use, the data you send us will be organized in our system according to the namespace you associate to that data.

We recommend that the first namespace toy create would be for testing, and once you're familiar with the system and successfully submit a few test records to it, then create the namepsaces you'll need for production.

Reporting, dashboard, segments, etc. will be organized by namespace so each additional namespace you create (via the link on the menu on the left) should be created carefully.

Namespace Name

Demo Namespace

Enter the name of your namespace, something that will help organize your namespaces and projects

Click the 'Next' button -->

Next

Let's get started

Quick Start ✕

| Generate an API Key | ① | Create core attributes | ② | Create a namespace | ③ | **Create namespace attributes** | ④ | Finish and test | ⑤ |

For each namespace you need to define the primary key to uniquely identify a record. This could correspond to a unique identification of a customer, a device, or a combination, and can be a single field or a combination of fields - the choice is yours. But because the primary key will describe how your data is organized, it's important that you define it carefully. The primary key attribute(s) can be namespace specific, or come from your list of core attributes.

Once created, the primary key for a namespace canno't be changed.

You can create other namespace specific attributes here as well or create them later using the Attributes menu item on the left. Note that all core attributes will automatically be part of any namespace you create.

Note that the attribute names must match what you specify in your API calls for us to associate the data correctly.

Enter the name of the attribute you would like to add

Attribute Name: first_name   **Select the appropriate datat type for the attribute**   text ⌄   **+ Add Attribute**   **Click the 'Add Attribute' button**

Fields for new Namespace

Field name	Data type	Make part of primary key?		
email_address	text	☐	Integer	
customer_id	integer	☐	Text	
			Decimal	
			Date	
			Boolean	

Next

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Attribute Name   [Attribute Name]   Data Type ⌄   **+ Add Attribute**

Fields for new Namespace

Field name	Data type	Make part of primary key?	Actions
first_name	text	☐	🗑
last_name	text	☐	🗑
model_number	text	☐	🗑
account_created_date	date	☐	🗑
opt_in	text	☐	🗑
email_address	text	☐	
customer_id	integer	☐	

Add as many namespace attributes that are needed

Next

Let's get started

Quick Start   ✕

| Generate an API Key | ① | Create core attributes | ② | Create a namespace | ③ | **Create namespace attributes** | ④ | Finish and test | ⑤ |

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Attribute Name | Attribute Name | Data Type ▾ | **＋ Add Attribute** |

Fields for new Namespace

Field name	Data type	Make part of primary key?	Actions
first_name	text	☐	🗑
last_name	text	☐	🗑
model_number	text	☐	🗑
account_created_date	date	☐	🗑
opt_in	text	☐	🗑
email_address	text	☐	
customer_id	integer	☐	

You must include at least one field in the primary key.

Next

Let's get started

Quick Start

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Attribute Name   [Attribute Name]   [Data Type ⌄]   **+ Add Attribute**

Fields for new Namespace

Field name	Data type	Make part of primary key?	Actions
first_name	text	☐	🗑
last_name	text	☐	🗑
model_number	text	☐	🗑
account_created_date	date	☐	🗑
opt_in	text	☐	🗑
email_address	text	☐	
customer_id	integer	☑	

Select the attribute that will be the Primary Key

Click the 'Next' button -->   [Next]

Let's get started

Quick Start   ✕

Generate an API Key	**1**	Create core attributes	**2**	Create a namespace	**3**	Create namespace attributes	**4**	Finish and test	**5**

Now you're ready to start!

Go ahead and start submitting data to your test namespace using one of our SDKs and check Dashboard or Reporting to see what you sent.

Note that in your profile page you can create new namespaces and generate new keys.

I'm ready to go!

NAVIGATION

→ Select Namespace

Demo_Namespace

⚙ General setup   +

✛ My campaigns

✚ New campaign

▤ Namespace attributes

👥 Namespace segments

? Support   +

Demo Demo ⌄

Demo Demo ⌄

Demo_Namespace Campaigns   ⚙ ↻

Show [10 ⬍] entries   Search: [_____]

Campaign ▲	Start Date ⬍	Stop Date ⬍	Created ⬍	Status ⬍	Actions ⬍
No data available in table					

Showing 0 to 0 of 0 entries   Previous   Next

Now you are ready to create Campaigns. Click on the 'New campaign' link to get started.