

Getting started with the Push API

The Push API allows you to send push messages to your customers programmatically.

To get started, you'll need to [authenticate against the Localytics API](#).

The Localytics Push API currently exposes push as a single endpoint at `https://messaging.localytics.com/v2/push/<app_id>`, which accepts the HTTP POST method. Replace `<app_id>` with your app ID.

```
POST /v2/push/<app_id>
```

The payload is defined with a top level key of `messages`. Within `messages` is an array of one or more comma separated message objects.

You can send messages to four types of user targets: `audience_id`, `profile`, `customer_id`, or `broadcast`.

If you want to target audience IDs, you'll need to [export your audience files](#) so that you have the `audience_id`, which is listed in the first column of the export file.

Target type	Description
<code>audience_id</code>	Must be an integer. Sends a push notification to a specific audience
<code>customer_id</code>	Must be a string. Sends a push message to a specific customer ID
<code>profile</code>	Sends a push message to a user who has specific profile attributes , defined as a JSON object
<code>broadcast</code>	Must be the string "broadcast". Sends a broadcast push message to all of your app users

Here's an example of the general payload structure.

```
{
  "request_id": "1234-1234-1234-1234", // Must be unique to your app key
  "campaign_key": null, // Required. Specify "null" if you want no campaign key.
  "target_type": "customer_id", // Replace with "customer_id" or "audience_id" or "profile" or "broadcast"
  "messages": [
    {
      "alert": "Your pizza is on its way!",
      "target": "cust123" or 123 or { ... profile rules... } or null // For customer_id, must be
        // string | for audience_id must be int | for profile must be json payload | for
        // broadcast must be null or left out
      "ios": { //Optional block specific to ios
        "sound": "default.wav" //Optional
        "badge": 1 // Optional
        "category": "category" // Optional
        "extra": {} // Optional; any custom key/value data your app is configured to interpret
      }, {
        "android": { // Optional block specific to android
          "extra": {} // Optional; any custom key/value data your app is configured to interpret
        }
      }
    }
  ]
}
```