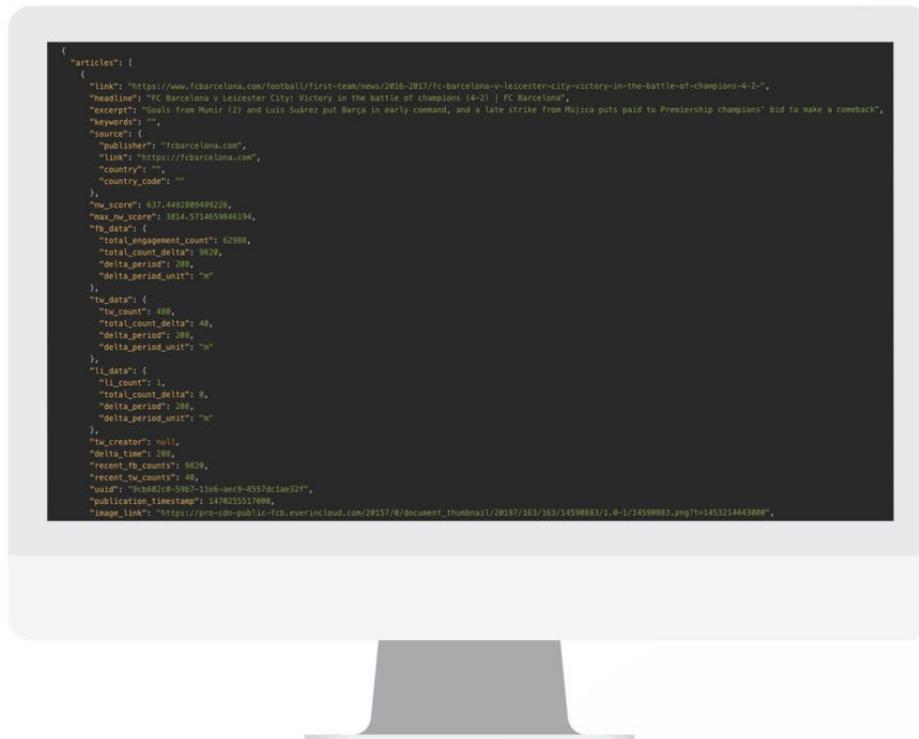


NewsWhip API Cheat Sheet



- What is an API?
- NewsWhip API: Types
- NewsWhip API: Case Study
- What is the NewsWhip API?
- NewsWhip API: Uses
- NewsWhip API: Capabilities



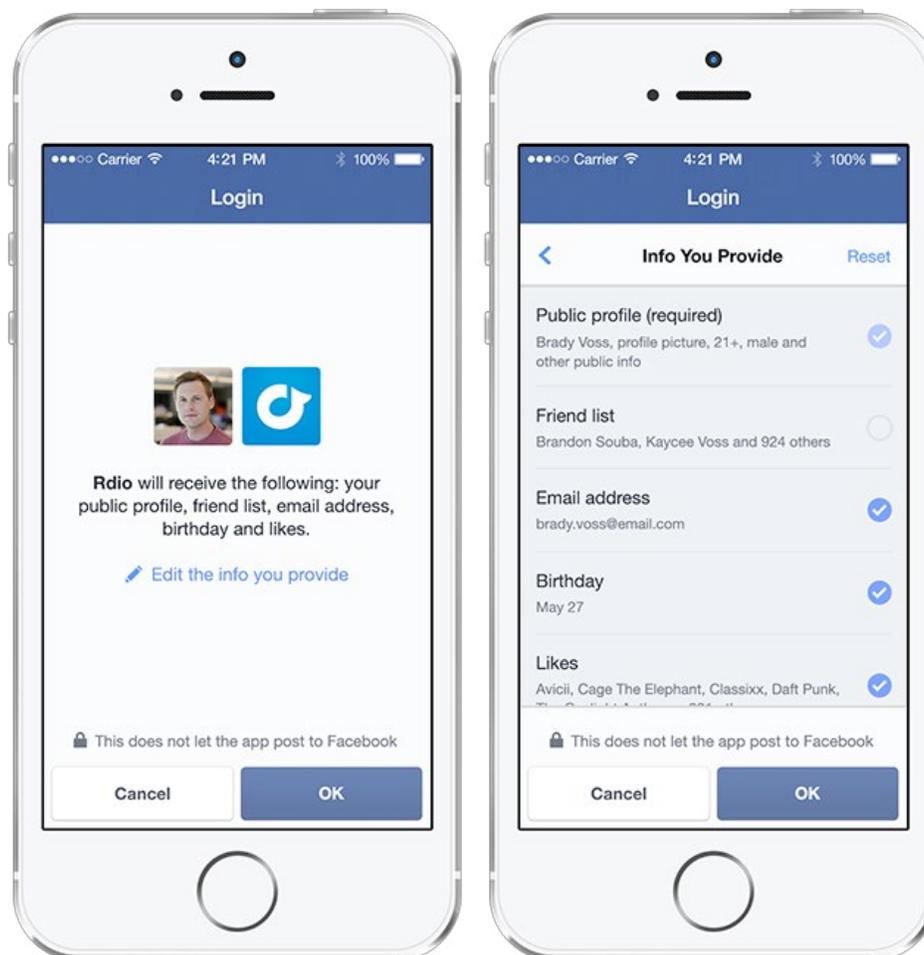
First off, what is an API?

API stands for Application Programming Interface.

Very simply, an Application Programming Interface is a language that computers use to ask each other questions. In the case of the NewsWhip API, our customers ask the question, and NewsWhip answers by sending data as the response.

Large, commercial companies share their data and capabilities through APIs, so that other companies can build custom tools and widgets for their sites. The most commonly used APIs are Facebook and Google Maps.

For example, any app that allows you to log in with Facebook without signing up for a new account is using an API.



What is the NewsWhip API?

NewsWhip tracks the engagement articles and posts receive across all social networks with patented, predictive technology. Our powerful database powers a suite of content analytics products: NewsWhip Spike and NewsWhip Analytics.

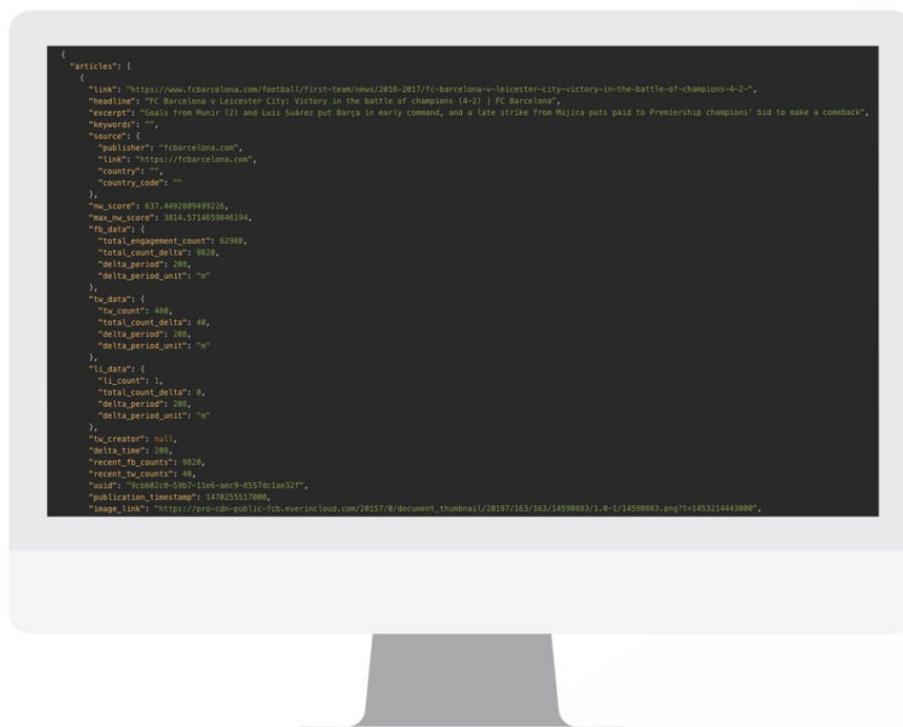
Spike and Analytics give customers unrivaled insight into how audiences interact with stories on social, both in real time and over the long term. Our products allow publishers and brands to easily discover breaking, trending content, and to easily search and analyze successful stories.

But what if you wanted to use NewsWhip's data in a different way? To customize how you view and search our database, or to use our patented data to create your own dashboard or app? The NewsWhip API makes this possible.

The NewsWhip API allows you to get your hands on the raw data that's used to power Spike and Analytics. With our API, you can integrate our data into your own apps and dashboards - to create tools and views tailored to your exact needs. The NewsWhip API allows you to harness the full power of NewsWhip technology, in your own way.

There are two types of NewsWhip APIs:

1. NewsWhip Real Time API: for tracking trending, breaking stories
2. NewsWhip Historical API: for deep-dive content analytics



The Real Time API

Our real-time API ranks the world's most engaging content as it breaks. Our customers use this API to find stories that are trending right now, to discover emerging content, and fuel their editorial planning and content production. Users can drill down by topic - like the Super Bowl or Politics - to see which stories are spreading fastest in real time.

For example, a customer might send this API request: "Give me the top trending stories talking about the Super Bowl in the past 48 hours, ranked by highest social engagements." The NewsWhip API would then respond with a list of the top Super Bowl stories from the past two days, ranked in order of social performance.

The Historical API

Our historical API is even more powerful than the real-time API. The historical API gives you more flexible access to the stories and topics that drive engagement in specific verticals over the long term. You can filter your searches by custom metrics, topics, locations and more. Our customers use this API to benchmark their content performance, analyze engagement trends, and identify the publishers and sites that are influencing audiences.

For example, a customer might send the API request: "Show me the top English language publishers that created the best performing content around the Presidential Election over the past 3 months." The NewsWhip API would then respond with a list of the top publisher domains filtered and ranked by the request criteria.

What can the NewsWhip API do for you?

Our customers use the NewsWhip API to build their own, unique, customer-facing apps, to build custom dashboard and widgets for their teams, and to integrate NewsWhip's patented data with their own enterprise tools.

The NewsWhip API powers news aggregator apps, widgets for trending topics, and helps customers power their content strategy with tailored recommendation engines.

Client Case Study: Commentts

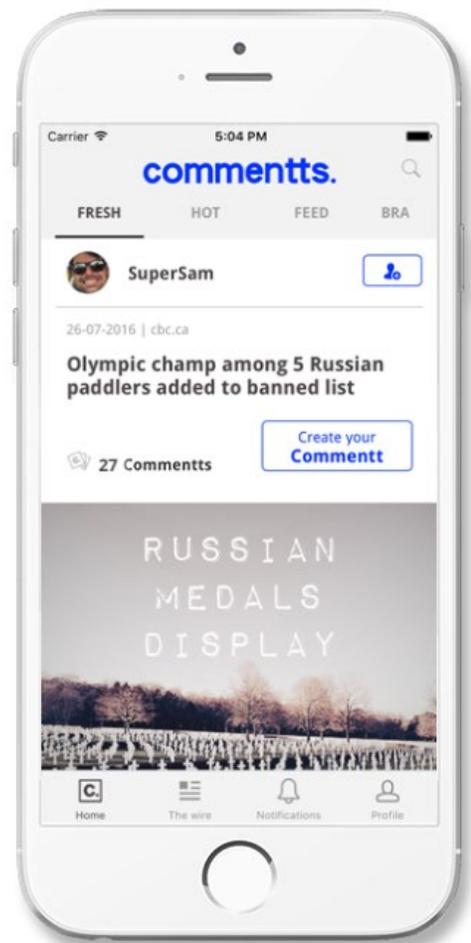
Social networking app Commentts wanted to give users a more creative way to interact with news stories and share their opinions. But Commentts needed a way to present their users with stories and content they'd find interesting and want to interact with.

Not only did Commentts need raw news stories, they needed a feed of the most popular, breaking stories in every niche.

NewsWhip gives Commentts both breaking stories, and a patented way of ranking them by how quickly they collect social interactions. With the NewsWhip API, Commentts knows they're delivering the content their audience wants to interact with - in real time.

"Through NewsWhip, we finally found a provider that was able to give us both the news and the flexibility of customization. NewsWhip's scores allow us to pinpoint the most relevant pieces of content for our users." - Sammy Najar, Co-Founder and CEO of Commentts

[Read the full case study >](#)



API Coverage and Capabilities

How do our request methods work?

To get set up with the NewsWhip API, you need to request an API Access Key.

[You can do so here.](#)

After you've been set up with your unique API Access Key, you can ask the NewsWhip API structured "questions." Depending on which API you have chosen to fit your needs, you'll receive articles filtered, sorted, and limited by the parameters set by your searches.

Need more details? [Visit our developer documentation here.](#)

Real Time API Capabilities:

- Search articles by country - and filter by category and time period.
- Search for articles by publisher - and filter by time period.
- Search for articles by city - and filter by time period.
- Search for articles by keyword - and filter by time period.
- All searches can be sorted by media type (video), social engagements, custom NewsWhip metrics, and number of articles returned.

Historical API Capabilities:

- All searches will return articles (content matching the filters in the search) and stats on the articles matching the filters provided.
- Filters that can be used in POST include: date range, language, media type, keywords, related content, content type (stories, social posts), social engagements, and custom NewsWhip metrics. POST requests will return results with headline, summary, authors, country code, region code, language, category, publisher, domain, and href.

Still have questions? Want to learn more about how our API can help you?
Contact us any time at sales@newswhip.com