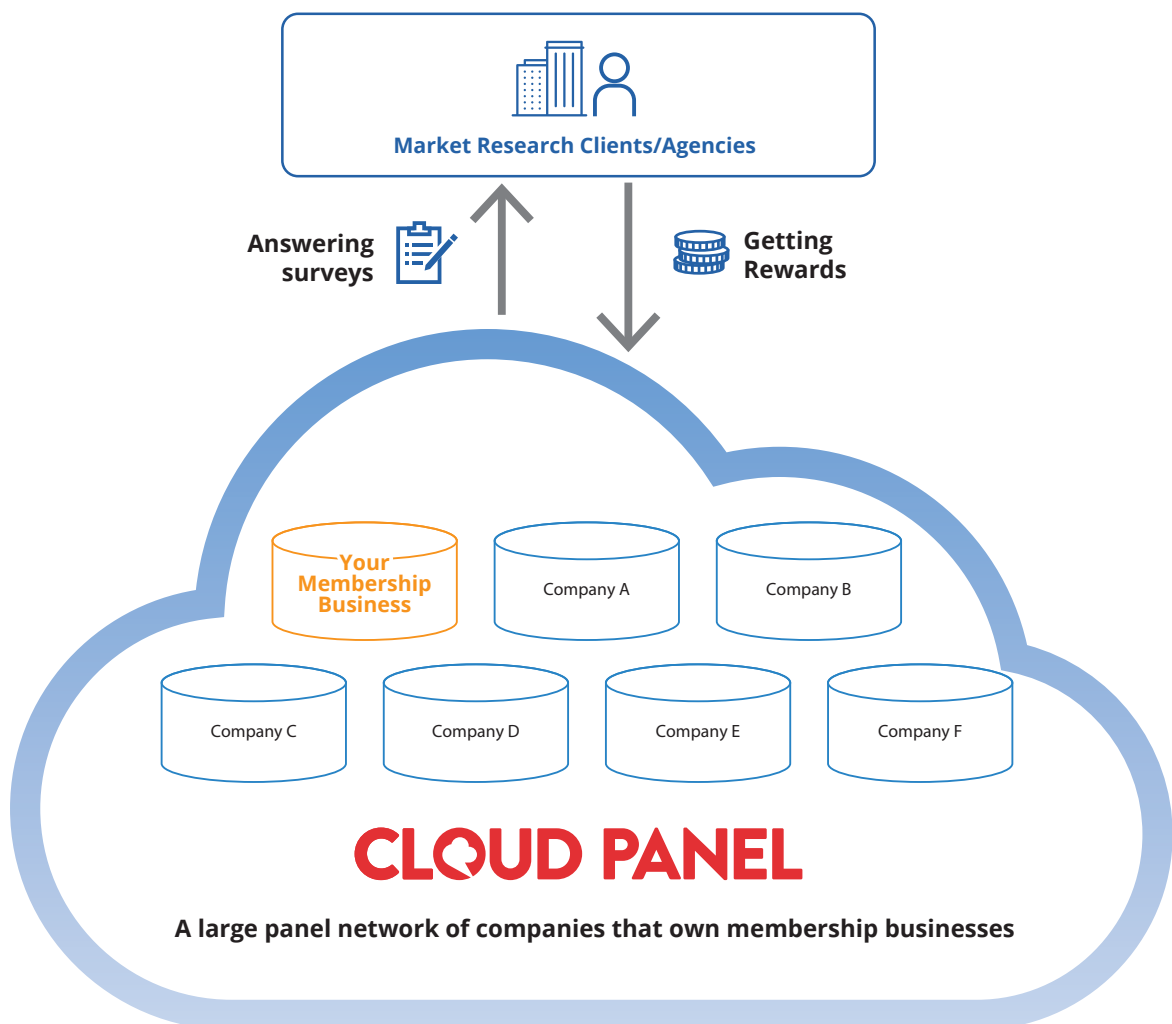# Z.com
Engagement Lab

API Integration Process

API Integration Process

Our API Integrated Solution

Z.com Engagement Lab offers a powerful API solution by connecting your membership service with an online research platform. We distribute consumer research content to your membership service website/app, and your members can earn points by responding to the surveys.

We manage a large-scale online consumer panel network "**Cloud Panel**", which is formed with partners that own membership businesses. Through this network, surveys commissioned by our clients are automatically distributed to your membership service website/app at any time.

Market Research Clients/Agencies

Answering surveys

Getting Rewards

Your Membership Business

Company A

Company B

Company C

Company D

Company E

Company F

CLOUD PANEL

A large panel network of companies that own membership businesses

No Investment Required!

By connecting your membership system with an online research platform, your company will be a part of an income-sharing model in our market research business ecosystem.
There is no need for any investment to add this new revenue stream!
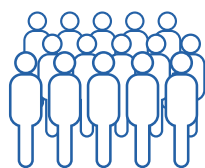
What to Expect from API Integration

A commission will be paid

We bear 100% of the point reward fund, which is returned to your company along with a commission. Therefore, this will be an additional revenue stream for your business.

*The range of commissions will differ depending on the conditions.

ex) If we award points worth USD 10,000 plus 20% commission:

USD 10,000 in rewards
to your members

+

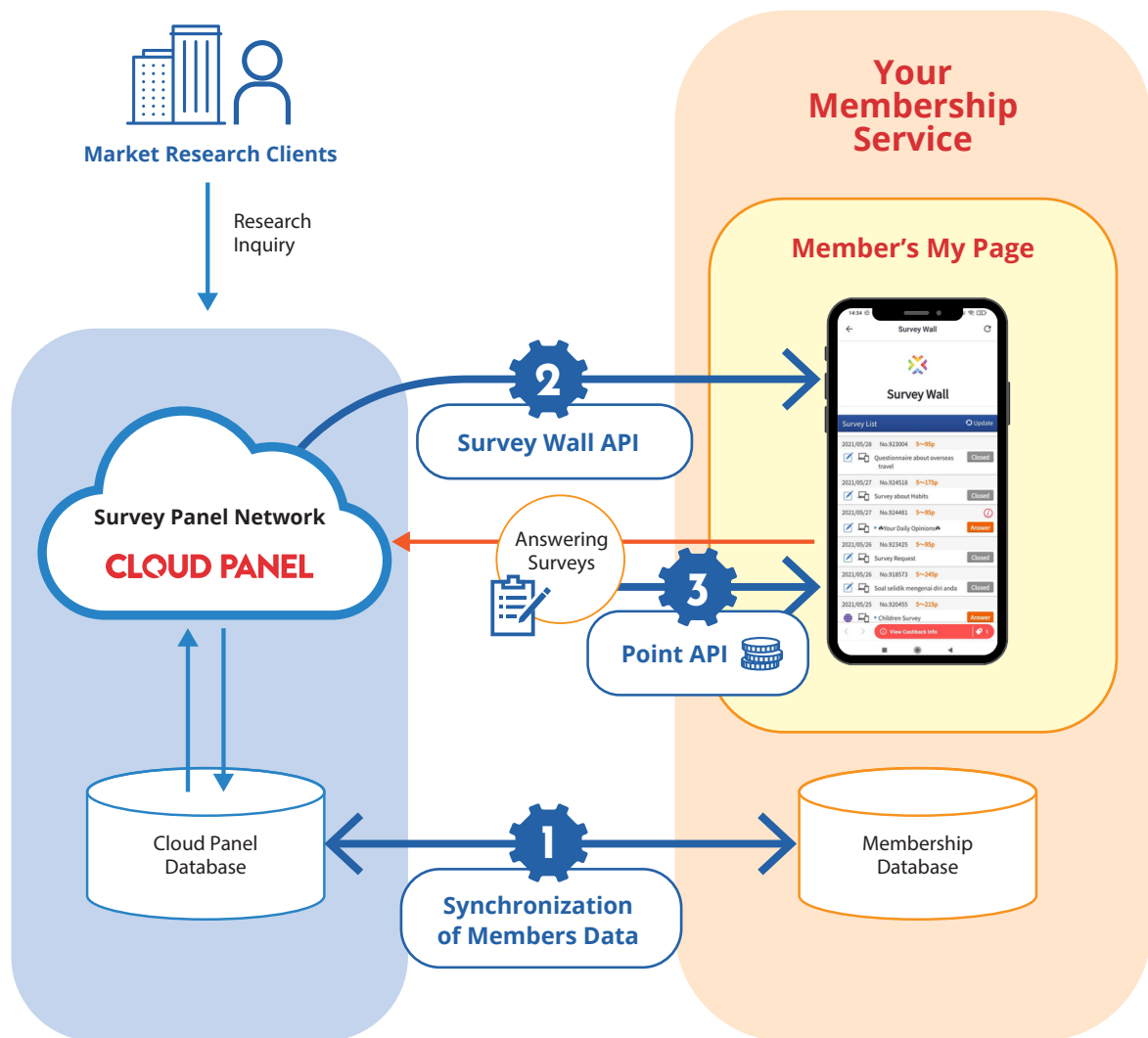USD 2,000 in commission
to your company

=

USD 12,000 in total

Boosting members' engagement and retention without operational hassles

Research content is distributed from our side, so there is no need for your company to provide operational resources. Constant distribution of surveys increases members' opportunities to earn points, which motivates them to continue visiting and using the service/app.

API Integration Scheme

Market Research Clients

Research Inquiry

Your Membership Service

Member's My Page

Survey Panel Network

CLOUD PANEL

2 Survey Wall API

Answering Surveys

3 Point API

1 Synchronization of Members Data

Cloud Panel Database

Membership Database

Three Steps in API Integration

1 Synchronization of Members' Data

Cloud Panel Database ← ⚙ → Your Membership Database

We collect three types of profile data from your members and sync them with our database in order to distribute appropriate surveys to members who match the survey criteria.

If you do not have the basic demographics listed below, we will obtain them through the initial survey.

Gender

Age

your members

Location

E-mail Address
(Collected Optionally)

Data Protection ： Under the process of the synchronization of members' data;

● E-mail addresses should be hashed with MD5 or SHA.

● Your members' data will be transmitted and provided to us safely under encryption.

Three Steps in API Integration

2 Survey Wall API
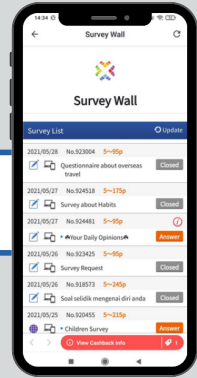
Then there is API integration to display the screen of the survey list that we distribute on your service website/app.

There are two options:

Option A
Integrate the survey list into your system

Since the survey information (topic, number of points, etc.) is integrated into your system, it will appear as part of your service/app content, which looks familiar to members.
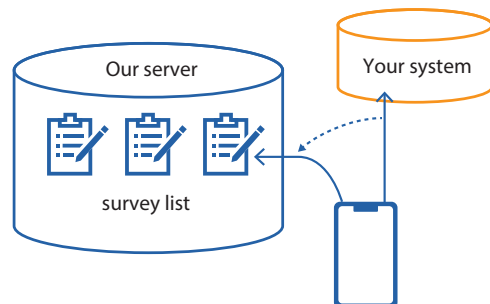
Your system

Integrated survey list
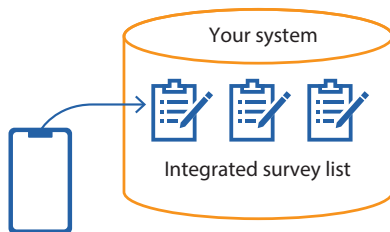
Option B
Transition to our server

Your members will be guided to a screen of the survey list on our server. Since the UI design is different from your service/app, members will know that they have been transferred to the other website.

Our server

survey list

Your system

3 Point API

This API integration is to enable our system to credit points/incentives to your members who participated in the surveys.

Procedure of API integration

The whole process will be done in
a month.

Week 1

Meeting

If anything is unclear, we will have meetings with you until everything is clarified.

Signing of NDA

To confirm the man-hours, we will provide you with the API integration specifications. After reviewing the feasibility of implementation, a collaboration agreement will be signed.

Week 2

Development

We will provide system integration documents and work closely with your IT team on the development.

Week 3

Testing

We will conduct testing in the Staging environment and Product environment.

Week 4

Launching

Distribution of the survey will begin at the specified date and time.

Who we are

Z.com Engagement Lab is operated by **GMO Research & AI**, a leading marketing research company in Asia. For over 20 years, GMO Research & AI has been providing online research services and proposing new marketing solutions to enhance the relationships between companies and consumers globally. We serve 170 partners across 16 APAC markets, managing and nurturing over 60 million consumers. We operate cutting-edge technology as a part of one of Japan's largest Internet conglomerates, which comprehensively develops internet security, payment processing, e-commerce solutions, web hosting, domains, and FX trading.

GMO RESEARCH & AI

Z.com Engagement Lab

Contact Us

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