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# Referral Marketing Developer Guide

Version 63.0, Spring '25





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## CHAPTER 1 Introduction to Referral Marketing

Referral Marketing enables marketing managers to create and manage referral programs for the company's customers and their referrals. Developers in your company can use the resources provided in this guide to customize and extend the capabilities of Referral Marketing.

## CHAPTER 2 Referral Marketing Standard Objects

### In this chapter ...

- [CommunicationChannelTemplate](#)
- [CommunicationChannelType](#)
- [InterOrgUnitCommChannel](#)
- [JournalSubType](#)
- [JournalType](#)
- [LoyaltyPgmEngmtAttribute](#)
- [LoyaltyPgmMbrAttributeVal](#)
- [LoyaltyProgram](#)
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- [LoyaltyProgramMember](#)
- [LoyaltyProgramProcess](#)
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- [PromotionStageTemplate](#)
- [PromotionTemplate](#)
- [Referral](#)
- [TransactionJournal](#)
- [Voucher](#)
- [VoucherDefinition](#)

The Referral Marketing data model comes with a set of objects and fields to manage referral program information like program design, advocate and referral details, and rewards. Developers can extend the objects in the data model based on your company's requirements.

### SEE ALSO:

[Object Reference for the Salesforce Platform](#)

# CommunicationChannelTemplate

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Represents the template for different communication channels. This object is available in API version 63.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
<code>CommunicationChannelTypeId</code>	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Specifies the ID of communication channel type. This field is a relationship field.</p> <p><b>Relationship Name</b> CommunicationChannelType</p> <p><b>Refers To</b> CommunicationChannelType</p>
<code>ContentIdentifier</code>	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> The unique identifier of the content that is used in a service, such as a Marketing Cloud service.</p>
<code>IsActive</code>	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Indicates whether the template is active (true) or not (false). The default value is <code>false</code>.</p>
<code>LastReferencedDate</code>	<p><b>Type</b> dateTime</p>

Field	Details
	<p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The timestamp when the current user last accessed this record indirectly, for example, through a list view or related record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The timestamp when the current user last viewed this record or list view.  If this value is null, and &lt;parmname&gt;LastReferenceDate&lt;/parmname&gt; is not null, the user accessed this record or list view indirectly.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the communication channel template.</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> ID of the owner of the communication channel template.  This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Refers To</b> Group, User</p>
TemplateContent	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Update</p> <p><b>Description</b> The content of the communication channel template.</p>



# CommunicationChannelType

---

Represents the type of communication channel such as WhatsApp, SMS, or Telegram. This object is available in API version 63.0 and later.

## Supported Calls

`create()`, `delete()`, `describeSObjects()`, `query()`, `retrieve()`, `update()`, `upsert()`

## Fields

Field	Details
ChannelName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the channel.</p>
DeveloperName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The unique name of the communication channel.</p> <p>The name:</p> <ul style="list-style-type: none"> <li>• must be 40 characters or fewer</li> <li>• must begin with a letter</li> <li>• can contain only underscores and alphanumeric characters</li> <li>• can't include spaces</li> <li>• can't end with an underscore</li> <li>• can't contain 2 consecutive underscores</li> </ul> <p>In managed packages, this field prevents naming conflicts on package installations. With this field, a developer can change the object's name in a managed package and the changes are reflected in a subscriber's organization.</p>
Language	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p>

Field	Details
	<p><b>Description</b></p> <p>The combined language and locale ISO code, which controls the language of the communication channel.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• da—Danish</li> <li>• de—German</li> <li>• en_US—English</li> <li>• es—Spanish</li> <li>• es_MX—Spanish (Mexico)</li> <li>• fi—Finnish</li> <li>• fr—French</li> <li>• it—Italian</li> <li>• ja—Japanese</li> <li>• ko—Korean</li> <li>• nl_NL—Dutch</li> <li>• no—Norwegian</li> <li>• pt_BR—Portuguese (Brazil)</li> <li>• ru—Russian</li> <li>• sv—Swedish</li> <li>• th—Thai</li> <li>• zh_CN—Chinese (Simplified)</li> <li>• zh_TW—Chinese (Traditional)</li> </ul>
MasterLabel	<p><b>Type</b></p> <p>string</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Sort, Update</p> <p><b>Description</b></p> <p>Label for this communication channel value. This display value is the internal label that doesn't get translated.</p>

## InternalOrgUnitCommChannel

Represents the communication channel for the internal organization unit. This object is available in API version 63.0 and later.

### Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `undelete()`, `update()`, `upsert()`

## Special Access Rules

### Fields

Field	Details
ChannelIdentifier	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> The unique identifier of the communication channel.</p>
CommunicationChannelTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Specifies the ID of the communication channel type. This field is a relationship field.</p> <p><b>Relationship Name</b> CommunicationChannelType</p> <p><b>Refers To</b> CommunicationChannelType</p>
InternalOrganizationUnitId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The ID of the parent internal organization unit that's associated with the communication channel. This field is a relationship field.</p> <p><b>Relationship Name</b> InternalOrganizationUnit</p> <p><b>Relationship Type</b> Master-detail</p> <p><b>Refers To</b> InternalOrganizationUnit (the master object)</p>
LastReferencedDate	<p><b>Type</b> dateTime</p>

Field	Details
	<p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The timestamp when the current user last accessed this record indirectly, for example, through a list view or related record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The timestamp when the current user last viewed this record or list view.  If this value is null, and &lt;parmname&gt;LastReferenceDate&lt;/parmname&gt; is not null, the user accessed this record or list view indirectly.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the internal organization unit communication channel.</p>

## JournalSubType

Represents a subcategory of transaction journals. Journal subtypes identify the type of advocate or referred friend activity for which transaction journals are created. This object is available in API version 59.0 and later.

Referral Marketing provides journal subtypes that you can use to create custom processes for referral promotion based on your company's requirements. The following subtypes are provided by default:

- Advocate Enrollment—Used for transaction journals that are created when an existing customer joins as an advocate of the referral program.
- Advocate Reward—Used for transaction journals that are created to reward advocates after their referrals sign up.
- Referral Purchase—Used for transaction journals that are created when a referral completes a purchase.
- Referral Signup—Used for transaction journals that are created when a referral signs up as a new customer.
- Member Purchase—Reserved for internal use.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description or the use of the journal subtype.</p>
JournalTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The ID of the journal type associated with the journal subtype. In Referral Marketing, journal subtypes are always associated with the Referral journal type.  This field is a relationship field.</p> <p><b>Relationship Name</b> JournalType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalType</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the journal subtype.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [JournalSubTypeHistory](#) on page 100


History is available for tracked fields of the object.

## JournalType

Represents a category of transaction journal. Journal types identify the reason for which transaction journals are created. This object is available in API version 59.0 and later.

Referral Marketing provides the following journal types by default:

- Referral—This journal type is used to identify all transaction journals that are created for your referral programs.
- Manual Points Adjustment—Reserved for internal use.
- Qualifying Points Reset—Reserved for internal use.

 **Tip:** Transaction Journals are automatically created for referral events like referral signup, referral purchase, and member reward. The transaction journals are associated with the Referral journal type. For your custom processes, we recommend creating journal subtypes associated with the Referral journal type instead of creating journal types.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description or the use of the journal type.</p>

Field	Details
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the journal type.</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner ID of the journal type. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
ProcessType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Restricted picklist, Sort, Update</p>

Field	Details
	<p><b>Description</b></p> <p>Required. The type of business process for which you want to use the journal type. For business processes related to Referral Marketing, enter Referral.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Loyalty</li> <li>• Referral</li> </ul> <p>The default value is Loyalty.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [JournalTypeHistory](#) on page 100

History is available for tracked fields of the object.

### [JournalTypeOwnerSharingRule](#) on page 102

Sharing rules are available for the object.

### [JournalTypeShare](#) on page 104

Sharing is available for the object.

## LoyaltyPgmEngmtAttribute

Represents an event that's tracked for advocates. For example, engagement attributes are used to track the number of times advocates have referred their friends in a day and the number of times advocates have been rewarded for successful referrals. This object is available in API version 59.0 and later.

You can create engagement attributes to track long-term advocate and referral events based on your company's requirements.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`

## Fields

Field	Details
DefaultValue	<p><b>Type</b></p> <p>string</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort</p>



Field	Details
	<p><b>Description</b></p> <p>The default value of the engagement attribute. In the LoyaltyPgmMbrAttributeVal record that tracks an advocate's progress towards the associated engagement attribute's target, the current value is defaulted to the associated engagement attribute's default value.</p>
Description	<p><b>Type</b></p> <p>textarea</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b></p> <p>The description of the engagement attribute.</p>
EndDate	<p><b>Type</b></p> <p>date</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b></p> <p>The date until which the engagement attribute is tracked for advocates.</p>
LastReferencedDate	<p><b>Type</b></p> <p>dateTime</p> <p><b>Properties</b></p> <p>Filter, Nillable, Sort</p> <p><b>Description</b></p> <p>The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b></p> <p>dateTime</p> <p><b>Properties</b></p> <p>Filter, Nillable, Sort</p> <p><b>Description</b></p> <p>The most recent date on which a user viewed this record.</p>
LoyaltyProgramId	<p><b>Type</b></p> <p>reference</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Sort</p> <p><b>Description</b></p> <p>The ID of the referral program associated with the engagement attribute.</p> <p>This field is a relationship field.</p>

Field	Details
	<p><b>Relationship Name</b> LoyaltyProgram</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgram</p>
MaximumResetCountPerPeriod	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The maximum number of times the current value for the engagement attribute can be reset during a period. The advocate's current value is reset when they achieve the target value.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort</p> <p><b>Description</b> The name of the engagement attribute.</p>
ResetValueOn	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The day on which the advocate's current value in the LoyaltyPgmMbrAttributeVal record that tracks the advocate's engagement attribute progress is reset to zero.  If the reset frequency is Weekly, specify the day of the week when the current value is reset. To reset the current value on a Sunday, enter 1. To reset the current value on a Saturday, enter 7. If the reset frequency is Monthly, enter a value from 1 through 31. To reset the current value on the 15th of a month, enter 15. If the reset frequency is Yearly, enter a value from 1 through 12. To reset the current value on the first day of April month, enter 4. If the reset frequency is custom, enter the number of days after which the current value is reset.</p>
ShouldOverwriteAttrCurrVal	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort</p>

Field	Details
	<p><b>Description</b></p> <p>Indicates whether a single LoyaltyPgmMbrAttributeVal record is required to track the advocate's engagement across periods (<code>true</code>) or not (<code>false</code>). If you specify false, unique records are created to track advocate's engagement for each period individually, and ensures that you have the historical data for each period.</p> <p>The default value is <code>false</code>.</p>
StartDate	<p><b>Type</b></p> <p>date</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Sort</p> <p><b>Description</b></p> <p>Required. The date from when the engagement attribute is tracked for advocates.</p>
Status	<p><b>Type</b></p> <p>picklist</p> <p><b>Properties</b></p> <p>Create, Defaulted on create, Filter, Group, Restricted picklist, Sort</p> <p><b>Description</b></p> <p>Required. The status of the engagement attribute.</p> <p>Create a record in the Draft status. After you've created the record, you can move it to the Active or Inactive status.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Draft</li> <li>• Inactive</li> </ul> <p>The default value is <code>Draft</code>.</p>
TargetValue	<p><b>Type</b></p> <p>string</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b></p> <p>The target value that advocates have to achieve to be eligible for a reward or complete the engagement attribute's target.</p>
ValueResetFrequency	<p><b>Type</b></p> <p>picklist</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Restricted picklist, Sort</p>

Field	Details
	<p><b>Description</b></p> <p>Specify the frequency at which the advocate's current value in the LoyaltyPgmMbrAttributeVal record that tracks the advocate's engagement attribute progress is reset to zero.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• CustomPeriod</li> <li>• Daily</li> <li>• Monthly</li> <li>• Weekly</li> <li>• Yearly</li> </ul>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [LoyaltyPgmEngmtAttributeHistory](#) on page 100

History is available for tracked fields of the object.

## LoyaltyPgmMbrAttributeVal

Represents an advocate's progress towards to target of an engagement attribute. This object is available in API version 49.0 and later.

When you assign an engagement attribute to an advocate, you can create and update LoyaltyPgmMbrAttributeVal records to update the advocate's progress towards the engagement attribute target.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`

## Fields

Field	Details
CumulativeValue	<p><b>Type</b></p> <p>double</p> <p><b>Properties</b></p> <p>Create, Filter, Nillable, Sort</p> <p><b>Description</b></p> <p>The cumulative value achieved by the advocate for the related engagement attribute until date across all the periods.</p>

Field	Details
CurrentValue	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The value achieved by the advocate for the related engagement attribute during a specific period.</p>
EndDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The end date of the period for which the advocate's progress towards achieving the related engagement attribute target is tracked.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastResetDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The date on which the current value was last reset during a specific period.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
LoyaltyPgmEngmtAttributeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p>

Field	Details
	<p><b>Description</b> Required. The associated engagement attribute for which the advocate's progress is tracked. This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyPgmEngmtAttribute</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyPgmEngmtAttribute</p>
LoyaltyProgramMemberId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The associated advocate for whom engagement attribute progress is tracked. This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgramMember</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgramMember</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> The unique number of the engagement attribute value.</p>
ResetCount	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The number of times the current value has been reset during a specific period.</p>
StartDate	<p><b>Type</b> date</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> Required. The start date of the period for which the advocate's progress towards achieving the related engagement attribute target is tracked.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

**LoyaltyPgmMbrAttributeValHistory** on page 100

History is available for tracked fields of the object.

## LoyaltyProgram

Represents the referral program. All records related to the referral program's promotions, rewards, advocates, and referrals are associated with the referral program. This object is available in API version 59.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
Description	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description or the business value of the referral program.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>

Field	Details
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the referral program.</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the referral program. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
Status	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Required. Specifies the status of the referral program. Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Inactive</li> </ul> <p>The default value is <code>Active</code>.</p>



Field	Details
Type	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Required. Specifies the type of program. Possible value is:</p> <ul style="list-style-type: none"> <li>REFERRAL_PROGRAM</li> </ul>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [LoyaltyProgramFeed](#) on page 93

Feed tracking is available for the object.

### [LoyaltyProgramHistory](#) on page 100

History is available for tracked fields of the object.

### [LoyaltyProgramOwnerSharingRule](#) on page 102

Sharing rules are available for the object.

### [LoyaltyProgramShare](#) on page 104

Sharing is available for the object.

## LoyaltyProgramMbrPromotion

Represents a junction between an advocate and a promotion and is used to track whether an advocate has signed up for a promotion. This object is available in API version 49.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
CumulativeUsageCompletePercent	<p><b>Type</b> percent</p> <p><b>Properties</b> Filter, Nillable, Sort</p>

Field	Details
	<p><b>Description</b> Reserved for internal use.</p>
CumulativeUsageCompleted	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
CumulativeUsageTarget	<p><b>Type</b> int</p> <p><b>Properties</b> Filter, Group, Nillable, Sort</p> <p><b>Description</b> Reserved for internal use.</p>
IsEnrollmentActive	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Reserved for internal use. The default value is <code>false</code>.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LoyaltyProgramMemberId	<p><b>Type</b> reference</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The advocate who has signed up for the related promotion. This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgramMember</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgramMember</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> The unique number of the loyalty program member promotion.</p>
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the promotion that the related advocate has signed up for. This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Promotion</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [LoyaltyProgramMbrPromotionHistory](#) on page 100

History is available for tracked fields of the object.

# LoyaltyProgramMember

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Represents the details of a referral program advocate. This object is available in API version 59.0 and later.

In a referral program, existing customers can sign up as advocates of the referral program and refer their friends to the company.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
AccountId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the advocate's Account record. Specify the advocate's AccountId only when the advocate's membership type is Corporate.  This field is a relationship field.</p> <p><b>Relationship Name</b> Account</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Account</p>
CanReceivePartnerPromotions	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Reserved for internal use.  The default value is <code>false</code>.</p>
CanReceivePromotions	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p>

Field	Details
	<p><b>Description</b></p> <p>Indicates whether the advocate wants to receive marketing communication about referral promotions (<code>true</code>) or not (<code>false</code>).</p> <p>The default value is <code>false</code>.</p>
ContactId	<p><b>Type</b></p> <p>reference</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The ID of the advocate's Contact record. Specify the advocate's ContactId only when the advocate's membership type is Individual.</p> <p>This field is a relationship field.</p> <p><b>Relationship Name</b></p> <p>Contact</p> <p><b>Relationship Type</b></p> <p>Lookup</p> <p><b>Refers To</b></p> <p>Contact</p>
EnrollmentChannel	<p><b>Type</b></p> <p>picklist</p> <p><b>Properties</b></p> <p>Create, Defaulted on create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b></p> <p>The channel that was used by the customer to enroll as an advocate of the referral program.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• CallCenter—Call Center</li> <li>• Email</li> <li>• Franchise</li> <li>• Mobile</li> <li>• POS</li> <li>• Partner</li> <li>• Print</li> <li>• Social</li> <li>• Store</li> <li>• Web</li> </ul> <p>The default value is <code>POS</code>.</p>

Field	Details
EnrollmentDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The date on which the advocate enrolled in the referral program.</p>
IsEligibleForTierAssessment	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Reserved for internal use. The default value is <code>false</code>.</p>
LastActivityDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
MemberStatus	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p>

Field	Details
	<p><b>Description</b> Required. Specifies the status of the advocate in the referral program.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Inactive</li> <li>• Merged—Reserved for internal use.</li> </ul>
MemberType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Restricted picklist, Sort</p> <p><b>Description</b> Required. Specifies the advocate's membership type.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Corporate—Specify when an organization is enrolling in the referral program.</li> <li>• Individual—Specify when a person is enrolling in the referral program.</li> </ul> <p>The default value is Individual.</p>
MembershipEndDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The date on which the advocate's referral program membership ends.</p>
MembershipLastRenewalDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The date on which the advocate renewed their referral program membership.</p>
MembershipNumber	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The unique referral program membership number of the advocate.</p>

Field	Details
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the record. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
ProgramId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the referral program that the advocate belongs to. This field is a relationship field.</p> <p><b>Relationship Name</b> Program</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgram</p>
ReferralCode	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Nillable, Sort, Update</p> <p><b>Description</b> The referral code of the advocate. If you don't specify a referral code, a code is automatically generated for the member.</p>
ReferredById	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p>



Field	Details
	<p><b>Description</b> The Loyalty Program Member ID of the person or organization who has referred the advocate to join the referral program. This field is a relationship field.</p> <p><b>Relationship Name</b> ReferredBy</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgramMember</p>
RelatedCorporateMembershipId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the Corporate type Loyalty Program Member record that belongs to the organization that the advocate belongs to. This field is a relationship field.</p> <p><b>Relationship Name</b> RelatedCorporateMembership</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgramMember</p>
StatementFrequency	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Specifies the frequency at which the advocate's referral statement must be generated. Possible values are:</p> <ul style="list-style-type: none"> <li>• Monthly</li> <li>• Quarterly</li> </ul> <p>The default value is Monthly.</p>
StatementLastGeneratedDate	<p><b>Type</b> dateTime</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The date on which the advocate's referral statement was last generated.</p>
StatementMethod	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Specifies the methods that must be used to share the advocate's referral statement with the advocate. Possible values are:</p> <ul style="list-style-type: none"> <li>• Email</li> <li>• Mail</li> </ul> <p>The default value is Mail.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

**LoyaltyProgramMemberHistory on page 100**

History is available for tracked fields of the object.

**LoyaltyProgramMemberOwnerSharingRule on page 102**

Sharing rules are available for the object.

**LoyaltyProgramMemberShare on page 104**

Sharing is available for the object.

## LoyaltyProgramProcess

Represents information about a process that processes transaction journals for a referral promotion's advocates and their referred friends' referral events. This object is available in API version 59.0 and later.

When a marketing manager activates a referral promotion, two processes are automatically created for the promotion. One process is used to process transaction journals of the subtype Referral Signup and the process rewards referrals when they sign up. The second process is used to process transaction journals of the subtype Advocate Reward and the process rewards advocates after their referrals complete their first purchase. Both processes aren't for the marketing manager to view or edit.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description or the business scenario of the process.</p>
ExecutionType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Restricted picklist, Sort</p> <p><b>Description</b> Required. Specifies the mode in which you want transaction journals to be processed by the process. Possible values are:</p> <ul style="list-style-type: none"> <li>• Batch</li> <li>• BatchAndRealTime</li> <li>• RealTime</li> </ul> <p>The default value is RealTime.</p>
JournalSubTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the journal subtype associated with the process. The process only processes transaction journals whose journal subtype is the same as the process. This field is a relationship field.</p> <p><b>Relationship Name</b> JournalSubType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalSubType</p>
JournalTypeId	<p><b>Type</b> reference</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the journal type associated with the process. The process only processes transaction journals whose journal type is the same as the process. For Referral Marketing, transaction journals are always associated with the Referral journal type.</p> <p>This field is a relationship field.</p> <p><b>Relationship Name</b> JournalType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalType</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
LoyaltyProgramId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> Required. The ID of the referral program that the journal type belongs to.</p> <p>This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgram</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgram</p>

Field	Details
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the journal type.</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the record. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
ProcessType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Restricted picklist, Sort</p> <p><b>Description</b> Required. The type of process. For Referral Marketing, the process type is always TransactionJournal. Possible values are:</p> <ul style="list-style-type: none"> <li>• CancelVoucher—Reserved for internal use.</li> <li>• CreditPointsToMembers—Reserved for internal use.</li> <li>• DebitPointsFromMembers—Reserved for internal use.</li> <li>• EnrollInPromotion—Reserved for internal use.</li> <li>• GetMemberPromotions—Reserved for internal use.</li> <li>• IssueVoucher—Reserved for internal use.</li> <li>• OptOutPromotion—Reserved for internal use.</li> <li>• TierProcessing—Reserved for internal use.</li> <li>• TransactionJournal</li> <li>• UnenrollMember—Reserved for internal use.</li> <li>• UpdateMemberDetails—Reserved for internal use.</li> </ul>

Field	Details
Status	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Required. The status of the process. Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Draft</li> <li>• Inactive</li> </ul> <p>The default value is <code>Draft</code>.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

**LoyaltyProgramProcessHistory on page 100**

History is available for tracked fields of the object.

**LoyaltyProgramProcessOwnerSharingRule on page 102**

Sharing rules are available for the object.

**LoyaltyProgramProcessShare on page 104**

Sharing is available for the object.

## LoyaltyProgramProcessRule

Represents the details of a rule in a loyalty program process. This object is available in API version 59.0 and later.

## Supported Calls

`describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`

## Fields

Field	Details
IsProcessEligibilityRule	<p><b>Type</b> boolean</p> <p><b>Properties</b> Defaulted on create, Filter, Group, Sort</p>

Field	Details
	<p><b>Description</b></p> <p>Indicates whether the rule is used to decide transaction journals' eligibility for a process (<code>true</code>) or not (<code>false</code>).</p> <p>The default value is <code>false</code>.</p>
LastReferencedDate	<p><b>Type</b></p> <p>dateTime</p> <p><b>Properties</b></p> <p>Filter, Nillable, Sort</p> <p><b>Description</b></p> <p>The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b></p> <p>dateTime</p> <p><b>Properties</b></p> <p>Filter, Nillable, Sort</p> <p><b>Description</b></p> <p>The most recent date on which a user viewed this record.</p>
LoyaltyProgramProcessId	<p><b>Type</b></p> <p>reference</p> <p><b>Properties</b></p> <p>Filter, Group, Sort</p> <p><b>Description</b></p> <p>The ID of the loyalty program process that the rule is a part of.</p> <p>This field is a relationship field.</p> <p><b>Relationship Name</b></p> <p>LoyaltyProgramProcess</p> <p><b>Relationship Type</b></p> <p>Lookup</p> <p><b>Refers To</b></p> <p>LoyaltyProgramProcess</p>
Name	<p><b>Type</b></p> <p>string</p> <p><b>Properties</b></p> <p>Filter, Group, idLookup, Sort</p> <p><b>Description</b></p> <p>The name of the rule.</p>

Field	Details
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the promotion associated with the rule. This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Promotion</p>
Status	<p><b>Type</b> picklist</p> <p><b>Properties</b> Defaulted on create, Filter, Group, Nillable, Restricted picklist, Sort</p> <p><b>Description</b> The status of the rule. Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Draft</li> <li>• Inactive</li> </ul> <p>The default value is <code>Draft</code>.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [LoyaltyProgramProcessRuleHistory](#) on page 100

History is available for tracked fields of the object.

## LoyaltyProgramWidget

Represents information about a widget that advocates use to enroll in the referral program and refer their friends. This object is available in API version 59.0 and later.



## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
CustomizedContent	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Nillable, Update</p> <p><b>Description</b> The details of a widget's customizations.</p>
Description	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The description or the business use case of the widget.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the widget.</p>

Field	Details
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the record. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
ProgramId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> Required. The ID of the referral program that the widget belongs to. This field is a relationship field.</p> <p><b>Relationship Name</b> Program</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgram</p>
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the promotion that the widget belongs to. This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p> <p><b>Relationship Type</b> Lookup</p>

Field	Details
	<p><b>Refers To</b> Promotion</p>
PromotionStageId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the promotion stage that the widget represents. The widget that marketing managers design when creating a referral promotion is associated with the Promotion Launched stage.</p> <p>This field is a relationship field.</p> <p><b>Relationship Name</b> PromotionStage</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> PromotionStage</p>
TemplateName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> Required. The name of the widget template used to create the widget.</p>
TemplateVersion	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> Required. The version of the widget template used to create the widget.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [LoyaltyProgramWidgetShare](#) on page 104

Sharing is available for the object.

## Promotion

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Represents information about a referral promotion. This object is available in API version 59.0 and later.

### Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

### Fields

Field	Details
BusinessUnitId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the internal organization unit that contains the details of the Marketing Cloud business unit associated with the promotion.  This field is a relationship field.</p> <p><b>Relationship Name</b> BusinessUnit</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> InternalOrganizationUnit</p>
CampaignId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the campaign whose members are the promotion's target audience.  This field is a relationship field.</p> <p><b>Relationship Name</b> Campaign</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Campaign</p>

Field	Details
CumulativeUsageTarget	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
CurrentLiabilityAmount	<p><b>Type</b> currency</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The liability that's incurred by the company for the promotion till date.</p>
CurrentPointCount	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
DefaultVoucherDefinitionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use. This field is a relationship field.</p> <p><b>Relationship Name</b> DefaultVoucherDefinition</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> VoucherDefinition</p>
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description of the promotion.</p>

Field	Details
EndDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The date until which the referral promotion is run by the company.</p>
EnrollmentEndDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The date until which advocates can join the referral promotion.</p>
EnrollmentStartDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The date from which advocates can join the referral promotion.</p>
FulfillmentAction	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Reserved for internal use. Possible values are:</p> <ul style="list-style-type: none"> <li>• CreditPoints</li> <li>• IssueVoucher</li> </ul>
ImageUrl	<p><b>Type</b> url</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The URL of the file that contains the marketing image of the promotion.</p>
IsActive	<p><b>Type</b> boolean</p>

Field	Details
	<p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Indicates whether a promotion is active (<code>true</code>) or not (<code>false</code>). The default value is <code>false</code>.</p>
<code>IsEnrollmentRequired</code>	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Indicates whether advocates need to join the promotion before they can refer their friends (<code>true</code>) or not (<code>false</code>). The default value is <code>false</code>.</p>
<code>IsPointsWithFactor</code>	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Reserved for internal use. The default value is <code>false</code>.</p>
<code>IsQuickPromotion</code>	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Reserved for internal use. The default value is <code>false</code>.</p>
<code>IsReferralPromotion</code>	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort</p> <p><b>Description</b> Indicates whether the promotion is for a referral program (<code>true</code>) or not (<code>false</code>). Specify <code>true</code> for all the promotions that you create for your referral program. The default value is <code>false</code>.</p>

Field	Details
IssuedVoucherCount	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The count of vouchers that have been issued to advocates and their referred friends as promotion reward.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
LoyaltyProgramId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the referral program that the promotion is a part of. This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgram</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgram</p>
LoyaltyPromotionType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p>



Field	Details
	<p><b>Description</b></p> <p>The referral promotion type. For referral promotions, specify the type as <code>Standard</code>.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• <code>Cumulative</code></li> <li>• <code>Joint</code></li> <li>• <code>Standard</code></li> </ul>
MaximumLiabilityAmount	<p><b>Type</b></p> <p>currency</p> <p><b>Properties</b></p> <p>Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The maximum liability that the company can incur for the promotion.</p>
MaximumRewardValue	<p><b>Type</b></p> <p>int</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>Reserved for internal use.</p>
MaximumVoucherCount	<p><b>Type</b></p> <p>int</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The maximum number of vouchers that issued to advocates and their referred friends as promotion rewards.</p>
Name	<p><b>Type</b></p> <p>string</p> <p><b>Properties</b></p> <p>Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b></p> <p>The name of the promotion.</p>
Objective	<p><b>Type</b></p> <p>textarea</p> <p><b>Properties</b></p> <p>Create, Filter, Nillable, Sort, Update</p>

Field	Details
	<p><b>Description</b> The business objective of the promotion.</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the record. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
PointFactor	<p><b>Type</b> double</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
PromotionCode	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Nillable, Sort, Update</p> <p><b>Description</b> The unique code of the promotion.</p>
PromotionConfiguration	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Nillable, Update</p> <p><b>Description</b> The configuration of the promotion. The configuration stores details like the email templates of each promotion stage, the promotion audience, referral rewards, and the reward limits.</p>
PromotionPageUrl	<p><b>Type</b> url</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The URL of the Experience Cloud or external page where advocates can sign up for the referral promotion or learn about it.</p>
PromotionTemplateId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The referral promotion template that was used to create the promotion. This field is a relationship field.</p> <p><b>Relationship Name</b> PromotionTemplate</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> PromotionTemplate</p>
ReferralType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Specifies the type of referral promotion. Possible value is:</p> <ul style="list-style-type: none"> <li>• Refer Friends</li> </ul>
RelatedReferralProgramId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The referral program that accounts for the budget of the referral promotion. This field is a relationship field.</p> <p><b>Relationship Name</b> RelatedReferralProgram</p> <p><b>Relationship Type</b> Lookup</p>

Field	Details
	<p><b>Refers To</b> LoyaltyProgram</p>
StartDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The start date of the referral promotion.</p>
Status	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Reserved for internal use. Possible values are:</p> <ul style="list-style-type: none"> <li>• Cancelled</li> <li>• Complete</li> <li>• Draft</li> <li>• InProgress</li> </ul>
TotalRewardPoints	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
TransactionJournalType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Reserved for internal use. Possible values are:</p> <ul style="list-style-type: none"> <li>• Accrual</li> <li>• Redemption</li> </ul>

Field	Details
UsageType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Reserved for internal use. Possible values are:</p> <ul style="list-style-type: none"> <li>• LOYALTY—Loyalty</li> <li>• MANUFACTURING—Manufacturing</li> </ul>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### **PromotionFeed** on page 93

Feed tracking is available for the object.

### **PromotionHistory** on page 100

History is available for tracked fields of the object.

### **PromotionOwnerSharingRule** on page 102

Sharing rules are available for the object.

### **PromotionShare** on page 104

Sharing is available for the object.

## PromotionMarketSegment

Represents a junction between a promotion and a Data Cloud segment. Associate a promotion with a segment when you want only the contacts associated with the segment to join as advocates of the referral promotion. This object is available in API version 59.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Special Access Rules

To associate a promotion with a Data Cloud segment, your org needs Data Cloud's Segmentation and Activation license.

## Fields

Field	Details
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
MarketSegmentId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> The ID of the Data Cloud segment associated with the referral promotions. Contacts associated with the segment are eligible to join as advocates of the associated referral promotion.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> The unique number of the promotion marketing segment.</p>
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The ID of the referral promotion associated with the segment. This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p>

Field	Details
	<p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Promotion</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

**PromotionMarketSegmentFeed on page 93**

Feed tracking is available for the object.

**PromotionMarketSegmentHistory on page 100**

History is available for tracked fields of the object.

## PromotionStage

Represents a stage in a referral promotion. This object is available in API version 59.0 and later.

When you create a referral promotion, five stages are created to the promotion by default:

- Promotion Launched—During this stage, an email is sent to the referral promotion's target audience.
- Advocate Joins Promotion—During this stage, existing customers join the referral promotion as advocates.
- Advocate Refers Friend—During this stage, advocates refer their friends.
- Friend Signs Up—During this stage, referred friends sign up as new customers.
- Friend Completes First Purchase—During this stage, a referred friend completes their first purchase.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
ApiName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> Required. The unique name of the promotion stage.</p>

Field	Details
Configuration	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Nillable, Update</p> <p><b>Description</b> The configuration of the promotion stage.</p>
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description of the promotion stage.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the promotion stage.</p>
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The ID of the referral promotion that the stage belongs to.</p>



Field	Details
	<p>This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Promotion</p>
ReferredPartyJournalSubTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the journal subtype that represents the activity for which the referred friend is rewarded during the referral promotion stage. This field is a relationship field.</p> <p><b>Relationship Name</b> ReferredPartyJournalSubType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalSubType</p>
ReferrerJournalSubTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the journal subtype that represents the activity for which the advocate is rewarded during the referral promotion stage. This field is a relationship field.</p> <p><b>Relationship Name</b> ReferrerJournalSubType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalSubType</p>
SequenceNumber	<p><b>Type</b> int</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The sequence number of the stage in a referral promotion. For example, the sequence number of the Promotion Launched stage is 1.</p>
Type	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Required. The type of promotion stage. Each of the default Promotion Stage records are assigned its own promotion stage type. For example, Promotion Launch is the type for the Promotion Launched stage.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Customer Joins Promotion</li> <li>• Customer Refers Friend</li> <li>• Promotion Launch</li> <li>• Referral Completes First Purchase</li> <li>• Referral Signs Up</li> </ul>

## PromStageCommChannelTpl

Represents a junction between promotion stage and communication channel template. This object is available in API version 63.0 and later.

### Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

### Fields

Field	Details
CommChannelTemplateId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p>

Field	Details
	<p><b>Description</b> The ID of the communication channel template associated with the promotion stage. This field is a relationship field.</p> <p><b>Relationship Name</b> CommChannelTemplate</p> <p><b>Refers To</b> CommunicationChannelTemplate</p>
InternalOrgUnitCommChannelId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the internal organization unit communication channel associated with the promotion stage. This field is a relationship field.</p> <p><b>Relationship Name</b> InternalOrgUnitCommChannel</p> <p><b>Refers To</b> InternalOrgUnitCommChannel</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The timestamp when the current user last accessed this record indirectly, for example, through a list view or related record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The timestamp when the current user last viewed this record or list view. If this value is null, and &lt;parmname&gt;LastReferenceDate&lt;/parmname&gt; is not null, the user accessed this record or list view indirectly.</p>
Name	<p><b>Type</b> string</p>

Field	Details
	<p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> The name of the promotion stage communication channel template.</p>
PromotionStageId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The ID of the parent promotion stage record. This field is a relationship field.</p> <p><b>Relationship Name</b> PromotionStage</p> <p><b>Relationship Type</b> Master-detail</p> <p><b>Refers To</b> PromotionStage (the master object)</p>

## PromotionStageEmailTemplate

Represents a junction between a promotion stage and an email template. When a referral promotion is created, an email template is associated with each stage of the promotion. You can customize the email template for each stage based on your company's branding. This object is available in API version 59.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
EmailCustomConfiguration	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Nillable, Update</p> <p><b>Description</b> The customized content of an email template.</p>

Field	Details
EmailTemplateId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The ID of the email template associated with the promotion stage. This field is a relationship field.</p> <p><b>Relationship Name</b> EmailTemplate</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> EmailTemplate</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> The unique number of the promotion stage email template.</p>
PromotionStageId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The ID of the promotion stage that the associated email template belongs to.</p>

Field	Details
	This field is a relationship field.
	<b>Relationship Name</b> PromotionStage
	<b>Relationship Type</b> Lookup
	<b>Refers To</b> PromotionStage

## PromotionStageTemplate

Represents the reusable configuration details of a promotion stage template. This object is available in API version 61.0 and later.

A promotion template includes templates for each promotion stage. Each promotion stage template contains the details of each promotion stage. These templates are automatically created when you create a promotion template:

- Promotion Launched—You can't change the stage name and you can't reward advocates or their referred friends.
- Advocate Joins Promotion—You can't change the stage name and you can't reward advocates or their referred friends.
- Advocate Refers Friend—You change the stage name and reward advocates or their referred friends.
- Friend Signs Up—You change the stage name and reward advocates or their referred friends.
- Friend Completes First Purchase—You change the stage name and reward advocates or their referred friends.

When you use a promotion template to create a promotion, the promotion stage templates related to the promotion template are automatically used to create the stages of the promotion.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
Description	<b>Type</b> textarea  <b>Properties</b> Create, Filter, Nillable, Sort, Update  <b>Description</b> The description of the referral promotion stage template.
DeveloperName	<b>Type</b> string

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The developer name of the referral promotion stage template.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the referral promotion stage template.</p>
PromotionTemplateId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> The ID of the referral promotion template that the referral promotion stage template is a part of.  This field is a relationship field.</p> <p><b>Relationship Name</b> PromotionTemplate</p> <p><b>Relationship Type</b> Master-detail</p> <p><b>Refers To</b> PromotionTemplate (the master object)</p>

Field	Details
ReferredPartyJournalSubTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the journal subtype that represents the activity for which referred friends are rewarded.  This field is a relationship field.</p> <p><b>Relationship Name</b> ReferredPartyJournalSubType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalSubType</p>
ReferrerJournalSubTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the journal subtype that represents the activity for which advocates are rewarded.  This field is a relationship field.</p> <p><b>Relationship Name</b> ReferrerJournalSubType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalSubType</p>
RewardRecipient	<p><b>Type</b> multipicklist</p> <p><b>Properties</b> Create, Filter, Nillable, Update</p> <p><b>Description</b> Specifies the audience of the promotion stage template's reward. Specify a value only when the promotion stage template represents a promotion stage that rewards advocates, their referred friends, or both.  Possible values are:</p> <ul style="list-style-type: none"> <li>• Advocate</li> <li>• Friend</li> </ul>



Field	Details
SequenceNumber	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The sequence number of the referral promotion stage template in the associated referral promotion template.</p>
Type	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Specifies the type of referral promotion stage that the referral promotion stage template belongs to. Possible values are:</p> <ul style="list-style-type: none"> <li>• Advocate Joins Promotion</li> <li>• Advocate Refers Friend</li> <li>• Friend Completes First Purchase</li> <li>• Friend Signs Up</li> <li>• Promotion Launched</li> </ul>

## PromotionTemplate

Represents the JSON configuration and details of a referral promotion template. This object is available in API version 61.0 and later.

You can create a promotion template and use the template to create promotions. After you create a promotion template, these PromotionStageTemplate records are automatically created and associated with the promotion template:

- Promotion Launched
- Advocate Joins Promotion
- Advocate Refers Friend
- Friend Signs Up
- Friend Completes First Purchase

The Refer a Friend promotion template and its related PromotionStageTemplate records are provided by default.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description of the referral promotion template.</p>
DeveloperName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The developer name of the referral promotion template.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
LoyaltyProgramId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the referral program that the referral promotion template is a part of. This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgram</p> <p><b>Relationship Type</b> Lookup</p>

Field	Details
	<p><b>Refers To</b> LoyaltyProgram</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the referral promotion template.</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the record. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
Status	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> Specifies the status of the referral promotion template. Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Draft</li> <li>• Inactive</li> </ul> <p>The default value is <code>Draft</code>.</p>
TemplateCategory	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p>

Field	Details
	<p><b>Description</b></p> <p>Specifies the type of referral promotion template.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• <code>Loyalty</code>—Reserved for internal use.</li> <li>• <code>Referral</code></li> </ul> <p>The default value is <code>Referral</code>.</p>
<code>TemplateVersion</code>	<p><b>Type</b></p> <p>int</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b></p> <p>The version number of the referral promotion template.</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [PromotionTemplateShare](#) on page 104

Sharing is available for the object.

## Referral

Represents the details of a referral submitted by an advocate. This object is available in API version 59.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
<code>CaseId</code>	<p><b>Type</b></p> <p>reference</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The ID of a case that's created by a referral.</p>

Field	Details
	<p>This field is a relationship field.</p> <p><b>Relationship Name</b> Case</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Case</p>
Category	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ClientEmail	<p><b>Type</b> email</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ClientId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.  This field is a relationship field.</p> <p><b>Relationship Name</b> Client</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Account</p>
ClientLanguage	<p><b>Type</b> multipicklist</p> <p><b>Properties</b> Create, Filter, Nillable, Update</p>

Field	Details
	<p><b>Description</b> Reserved for internal use.</p>
ClientName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ClientPhone	<p><b>Type</b> phone</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
Comments	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Nillable, Update</p> <p><b>Description</b> The comments about the referral.</p>
CurrentPromotionStageId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the promotion stage that the referral is at. This field is a relationship field.</p> <p><b>Relationship Name</b> CurrentPromotionStage</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> PromotionStage</p>
Description	<p><b>Type</b> textarea</p>

Field	Details
	<p><b>Properties</b> Create, Nillable, Update</p> <p><b>Description</b> The description of the referral.</p>
IsSelfReferred	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Reserved for internal use. The default value is <code>false</code>.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> Required. The unique number of the record.</p>
OutboundSourceId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use. This field is a polymorphic relationship field.</p>

Field	Details
	<p><b>Relationship Name</b> OutboundSource</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Case, Referral</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the record. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
Priority	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the referral promotion that the advocate signed up to submit the referral. This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Promotion</p>



Field	Details
ProviderEmail	<p><b>Type</b> email</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The owner of the record.</p>
ProviderId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.  This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Provider</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Account, Contact</p>
ProviderName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ProviderOrg	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ProviderPhone	<p><b>Type</b> phone</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>

Field	Details
ReferralDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The date on which the advocate submitted the referral.</p>
ReferralType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Required. The type of referral. In Referral Marketing, the type is always Inbound. Possible values are:</p> <ul style="list-style-type: none"> <li>• INBOUND</li> <li>• OUTBOUND</li> </ul>
ReferredPartyId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID Contact or the Person Account of the friend referred by the advocate. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> ReferredParty</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Account, Contact</p>
ReferrerEmail	<p><b>Type</b> email</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ReferrerId	<p><b>Type</b> reference</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the Contact or the Person Account of the advocate who submitted the referral. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Referrer</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Account, Contact, LoyaltyProgramMember</p>
ReferrerName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ReferrerOrg	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
ReferrerPhone	<p><b>Type</b> phone</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
Result	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>

Field	Details
ResultCategory	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
Source	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The source where the advocate submitted the referral. Possible values are:</p> <ul style="list-style-type: none"><li>• Application</li><li>• Email</li><li>• Message</li><li>• Other</li><li>• Phone</li><li>• Social Media</li><li>• Walk-In</li></ul>
Status	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
Title	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
UsageType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p>

Field	Details
	<p><b>Description</b></p> <p>Specifies which Salesforce product that created the record.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Loyalty Management</li> <li>• Public Sector Solutions</li> <li>• Referral Management—Use this value for Referral Marketing activities.</li> </ul>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### [ReferralFeed on page 93](#)

Feed tracking is available for the object.

### [ReferralHistory on page 100](#)

History is available for tracked fields of the object.

### [ReferralOwnerSharingRule on page 102](#)

Sharing rules are available for the object.

### [ReferralShare on page 104](#)

Sharing is available for the object.

## TransactionJournal

Represents the details of an advocate or their referred friend's activity. This object is available in API version 49.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
ActivityDate	<p><b>Type</b></p> <p>dateTime</p> <p><b>Properties</b></p> <p>Create, Filter, Sort, Update</p> <p><b>Description</b></p> <p>Required. The date of the event.</p>

Field	Details
ExternalTransactionNumber	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Nillable, Sort, Update</p> <p><b>Description</b> The reference number of event from an external system.</p>
JournalSubTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the journal subtype associated with the transaction journal. The associated journal subtype specifies the type of event for which the transaction journal is created.  This field is a relationship field.</p> <p><b>Relationship Name</b> JournalSubType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalSubType</p>
JournalTypeId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the journal type associated with the transaction journal. In Referral Marketing, the journal type is always Referral.  This field is a relationship field.</p> <p><b>Relationship Name</b> JournalType</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> JournalType</p>
LastReferencedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p>

Field	Details
	<p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
LoyaltyProgramId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the referral program for which the transaction journal was created. This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgram</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgram</p>
MemberId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the advocate's Loyalty Program Member record that's associated with the transaction journal. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Member</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgramMember</p>
Name	<p><b>Type</b> string</p>

Field	Details
	<p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> The unique number of the transaction journal.</p>
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the promotion for which the transaction journal was created. This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Promotion</p>
ReferralCode	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The referral code that was used by a referred friend to sign up as a new customer.</p>
ReferralId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the Referral record associated with the referred friend. This field is a relationship field.</p> <p><b>Relationship Name</b> Referral</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Referral</p>



Field	Details
ReferredMemberId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use. This field is a relationship field.</p> <p><b>Relationship Name</b> ReferredMember</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgramMember</p>
ReferredPartyId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the Contact or Person Account associated with the referred friend. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> ReferredParty</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Account, Contact</p>
Status	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Required. The status of the transaction journal. Possible values are:</p> <ul style="list-style-type: none"> <li>• Cancelled</li> <li>• Error</li> <li>• Pending</li> <li>• Processed</li> </ul> <p>The default value is Pending.</p>

Field	Details
TransactionAmount	<p><b>Type</b> currency</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use.</p>
UsageType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort</p> <p><b>Description</b> Specifies which Salesforce product created the record. Possible values are:</p> <ul style="list-style-type: none"> <li>• Loyalty</li> <li>• Rebates</li> <li>• Referral—Use this value for Referral Marketing activities.</li> </ul>

## Voucher

Represents the details of a voucher that's issued to an advocate or to a referred friend. This object is available in API version 59.0 and later.

Referral Marketing automatically issues vouchers to advocates when their referrals sign up and issues vouchers to referrals when they complete their first purchase.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
ContactId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p>

Field	Details
	<p><b>Description</b> The ID of the contact associated with the advocate or referred friend who is issued the voucher. This field is a relationship field.</p> <p><b>Relationship Name</b> Contact</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Contact</p>
DiscountPercent	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The percentage of the discount that the voucher offers to the person it is issued to.</p>
EffectiveDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. The date from which the person issued the voucher can redeem the voucher.</p>
ExpirationDate	<p><b>Type</b> date</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The date on which the voucher expires and is no longer available for redemption.</p>
FaceValue	<p><b>Type</b> currency</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The date until which the person issued the voucher can redeem the voucher.</p>
LastReferencedDate	<p><b>Type</b> dateTime</p>

Field	Details
	<p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
LastViewedDate	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
LoyaltyProgramMemberId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the loyalty program member associated with the advocate who is issued the voucher.  This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgramMember</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgramMember</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Autonumber, Defaulted on create, Filter, idLookup, Sort</p> <p><b>Description</b> The unique number of the issued voucher.</p>
OwnerId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> The owner of the record.  This field is a polymorphic relationship field.</p>

Field	Details
	<p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
PromotionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the referral promotion that issued to voucher. This field is a relationship field.</p> <p><b>Relationship Name</b> Promotion</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Promotion</p>
Reason	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The reason why the voucher was issued.</p>
RedeemedValue	<p><b>Type</b> currency</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The value that the advocate or referred friend has already redeemed from the voucher. This field is only valid for vouchers that are issued using a FixedValue type voucher definition.</p>
RemainingValue	<p><b>Type</b> currency</p> <p><b>Properties</b> Filter, Nillable, Sort</p>

Field	Details
	<p><b>Description</b></p> <p>The value that the advocate or referred friend is yet to redeem from the voucher. This field is only valid for vouchers that are issued using a FixedValue type voucher definition.</p>
Status	<p><b>Type</b></p> <p>picklist</p> <p><b>Properties</b></p> <p>Create, Defaulted on create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b></p> <p>Required. Specifies the status of the voucher.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Cancelled</li> <li>• Expired</li> <li>• Issued</li> <li>• Redeemed</li> </ul> <p>The default value is Issued.</p>
TransactionJournalId	<p><b>Type</b></p> <p>reference</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The ID of the transaction journal that represents the advocate or referred friend event for which the voucher was issued.</p> <p>This field is a relationship field.</p> <p><b>Relationship Name</b></p> <p>TransactionJournal</p> <p><b>Relationship Type</b></p> <p>Lookup</p> <p><b>Refers To</b></p> <p>TransactionJournal</p>
UseDate	<p><b>Type</b></p> <p>date</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The date on which the advocate or the referred friend issued the voucher.</p>
VoucherCode	<p><b>Type</b></p> <p>string</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The unique code of the voucher.</p>
VoucherDefinitionId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the voucher definition that was used to issue the voucher. This field is a relationship field.</p> <p><b>Relationship Name</b> VoucherDefinition</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> VoucherDefinition</p>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

### **VoucherHistory** on page 100

History is available for tracked fields of the object.

### **VoucherOwnerSharingRule** on page 102

Sharing rules are available for the object.

### **VoucherShare** on page 104

Sharing is available for the object.

## VoucherDefinition

Represents information about the voucher template. A voucher definition is used to issue vouchers to advocates and their referred friends. This object is available in API version 59.0 and later.

## Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

## Fields

Field	Details
AutogeneratedCodeLength	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The length of the autogenerated code of vouchers issued using the voucher definition. If no value is specified, the default length is eight digits.</p>
CodePrefix	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The prefix of the autogenerated code of vouchers issued using the voucher definition.</p>
CodeSuffix	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The suffix of the autogenerated code of vouchers issued using the voucher definition.</p>
CostPerVoucher	<p><b>Type</b> currency</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The liability that the company incurs for each voucher issued using the voucher definition.</p>
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The description or the business use of the voucher definition.</p>
DiscountPercent	<p><b>Type</b> int</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p>



Field	Details
	<p><b>Description</b></p> <p>The percentage of discount that vouchers issued using the voucher definition provide the advocates and their referred friends.</p>
EffectiveDate	<p><b>Type</b></p> <p>date</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Sort, Update</p> <p><b>Description</b></p> <p>Required. The date from which advocates or their referred friends can redeem vouchers issued using the definition.</p>
ExpirationDate	<p><b>Type</b></p> <p>date</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The date until which advocates or their referred friends can redeem vouchers issued using the definition.</p>
ExpirationPeriod	<p><b>Type</b></p> <p>int</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b></p> <p>The number of days or months that vouchers issued using the voucher definition are valid since the date it's issued.</p>
ExpirationPeriodUnit	<p><b>Type</b></p> <p>picklist</p> <p><b>Properties</b></p> <p>Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b></p> <p>Specifies whether the expiration period of vouchers issued using the voucher definition is in days or months.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Days</li> <li>• Months</li> </ul>
ExpirationType	<p><b>Type</b></p> <p>picklist</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Required. Specifies whether vouchers issued using the voucher definition are valid until the expiration date or are valid for a specific period.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• <code>FixedDate</code>—Fixed Date</li> <li>• <code>Period</code></li> </ul>
FaceValue	<p><b>Type</b> currency</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The discount amount that advocates and their referred friends get when they redeem vouchers issued using the voucher definition.</p>
ImageUrl	<p><b>Type</b> url</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> The URL of the file that contains the marketing image of the voucher definition.</p>
IsActive	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Required. Indicates whether the voucher definition is active (<code>true</code>) or not (<code>false</code>). You can only issue vouchers using active voucher definitions.</p> <p>The default value is <code>false</code>.</p>
IsPartialRedeemable	<p><b>Type</b> boolean</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p> <p><b>Description</b> Indicates whether advocates and referrals can redeem the complete value of a voucher issued using the voucher definition across multiple transactions. You can only specify <code>true</code> for voucher definition of the type <code>FixedValue</code>.</p>

Field	Details
	The default value is <code>false</code> .
<code>LastReferencedDate</code>	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user referenced this record.</p>
<code>LastViewedDate</code>	<p><b>Type</b> dateTime</p> <p><b>Properties</b> Filter, Nillable, Sort</p> <p><b>Description</b> The most recent date on which a user viewed this record.</p>
<code>LoyaltyProgramId</code>	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the referral program that the voucher belongs to. This field is a relationship field.</p> <p><b>Relationship Name</b> LoyaltyProgram</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> LoyaltyProgram</p>
<code>Name</code>	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> The name of the voucher definition. The name can't contain special characters.</p>
<code>OwnerId</code>	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Defaulted on create, Filter, Group, Sort, Update</p>

Field	Details
	<p><b>Description</b> The owner of the record. This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Owner</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Group, User</p>
PartnerAccountId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> Reserved for internal use. This field is a relationship field.</p> <p><b>Relationship Name</b> PartnerAccount</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Account</p>
ProductDerivedFieldId	<p><b>Type</b> reference</p> <p><b>Properties</b> Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the product associated with the voucher definition. This field is a relationship field.</p> <p><b>Relationship Name</b> ProductDerivedField</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Product2</p>
ProductId	<p><b>Type</b> reference</p>

Field	Details
	<p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The ID of the product that advocates and their referred friends can purchase by redeeming vouchers issued using the definition. If the voucher definition is of the type ProductOrService, specify the ID of the product that advocates or referrals get when they redeem the voucher.  This field is a polymorphic relationship field.</p> <p><b>Relationship Name</b> Product</p> <p><b>Relationship Type</b> Lookup</p> <p><b>Refers To</b> Product2</p>
Type	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Restricted picklist, Sort</p> <p><b>Description</b> Required. Specifies the type of reward that advocates or their referred friends get when they redeem vouchers issued using the voucher definition.  Possible values are:</p> <ul style="list-style-type: none"> <li>• <code>DiscountPercentage</code>—Discount Percentage</li> <li>• <code>FixedValue</code>—Fixed Value</li> <li>• <code>ProductOrService</code>—Product or Service</li> </ul>

## Associated Objects

This object has the following associated objects. If the API version isn't specified, they're available in the same API versions as this object. Otherwise, they're available in the specified API version and later.

**[VoucherDefinitionHistory](#) on page 100**

History is available for tracked fields of the object.

**[VoucherDefinitionOwnerSharingRule](#) on page 102**

Sharing rules are available for the object.

**[VoucherDefinitionShare](#) on page 104**

Sharing is available for the object.

## CHAPTER 3 Referral Marketing Fields on Standard Objects

In this chapter ...

- [Referral Marketing Fields on InternalOrganizationUnit](#)

Referral Marketing has added standard fields to some standard Salesforce objects to represent information specific to Referral Marketing's connection with Marketing Cloud. These fields are available only in orgs where Referral Marketing is enabled.

## Referral Marketing Fields on InternalOrganizationUnit

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Standard fields extend the InternalOrganizationUnit object for use in Referral Marketing to represent to information about Referral Marketing's connection with a Marketing Cloud business unit. The Referral Marketing fields on InternalOrganizationUnit are available in API version 60.0 and later.

### Supported Calls

`create()`, `delete()`, `describeLayout()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `search()`, `undelete()`, `update()`, `upsert()`

### Fields

Field	Details
BusinessUsage	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort, Update</p> <p><b>Description</b> The business purpose of the record. Possible value is:</p> <ul style="list-style-type: none"> <li>REFERRAL_MARKETING</li> </ul>
EmailConfiguration	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The send classification that's used by the connected Marketing Cloud business unit to send emails.</p>
OrganizationIdentifier	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The name of the company's Marketing Cloud business unit that Referral Marketing is connected to.</p>

SEE ALSO:

[InternalOrganizationUnit](#)

## CHAPTER 4 Referral Marketing Associated Objects

### In this chapter ...

- [StandardObjectNameFeed](#)
- [StandardObjectNameHistory](#)
- [StandardObjectNameOwnershipRule](#)
- [StandardObjectNameShare](#)

This section provides a list of objects associated to Referral Marketing standard objects with their standard fields.

Some fields may not be listed for some objects. To see the system fields for each object, see [System Fields](#).

To verify the complete list of fields for an object, use a describe call from the API or inspect with an appropriate tool. For example, inspect the WSDL or use a schema viewer.



## *StandardObjectNameFeed*

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*StandardObjectNameFeed* is the model for all feed objects associated with standard objects. These objects represent the posts and feed-tracked changes of a standard object.

The object name is variable and uses *StandardObjectNameFeed* syntax. For example, *AccountFeed* represents the posts and feed-tracked changes on an account record. We list the available associated feed objects at the end of this topic. For specific version information, see the documentation for the standard object.

## Supported Calls

`delete()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`

## Special Access Rules

In the internal org, users can delete all feed items they created. This rule varies in Experience Cloud sites where threaded discussions and delete-blocking are enabled. Site members can delete all feed items they created, provided the feed items don't have content nested under them—like a comment, answer, or reply. Where the feed item has nested content, only feed moderators and users with the Modify All Data permission can delete threads.

To delete feed items they didn't create, users must have one of these permissions:

- Modify All Data
- Modify All Records on the parent object, like Account for AccountFeed
- Moderate Chatter




**Note:** Users with the Moderate Chatter permission can delete only the feed items and comments they can see.

Only users with this permission can delete items in unlisted groups.

For more special access rules, if any, see the documentation for the standard object. For example, for AccountFeed, see the special access rules for Account.

## Fields

Field	Details
BestCommentId	<p><b>Type</b> reference</p> <p><b>Properties</b> Filter, Group, Nillable, Sort</p> <p><b>Description</b> The ID of the comment marked as best answer on a question post. This field is available in API version 44.0 and later.</p>
Body	<p><b>Type</b> textarea</p>


Field	Details
	<p><b>Properties</b> Nillable, Sort</p> <p><b>Description</b> The body of the post. Required when <code>Type</code> is <code>TextPost</code>. Optional when <code>Type</code> is <code>ContentPost</code> or <code>LinkPost</code>.</p>
<code>CommentCount</code>	<p><b>Type</b> int</p> <p><b>Properties</b> Filter, Group, Sort</p> <p><b>Description</b> The number of comments associated with this feed item.</p> <p> <b>Tip:</b> In a feed that supports pre-moderation, <code>CommentCount</code> isn't updated until a comment is published. For example, say that you comment on a post that already has one published comment and your comment triggers moderation. Now there are two comments on the post, but the count says there's only one. In a moderated feed, comments aren't counted until approved by an admin or someone with <code>Can Approve Feed Post and Comment</code> or <code>Modify All Data</code>.</p> <p>Feed moderation has implications on how you retrieve feed comments. In a moderated feed, rather than retrieving comments by looping through <code>CommentCount</code>, go through pagination until the end of comments is returned.</p>
<code>ConnectionId</code>	<p><b>Type</b> reference</p> <p><b>Properties</b> Filter, Group, Nillable, Sort</p> <p><b>Description</b> When a <code>PartnerNetworkConnection</code> modifies a record that is tracked, the <code>CreatedBy</code> field contains the ID of the system administrator. The <code>ConnectionId</code> contains the ID of the <code>PartnerNetworkConnection</code>. Available if Salesforce to Salesforce is enabled for your organization.</p>
<code>ContentData</code>	<p><b>Type</b> base64</p> <p><b>Properties</b> Nillable</p> <p><b>Description</b> Available in API version 36.0 and earlier only. Required if <code>Type</code> is <code>ContentPost</code>. Encoded file data in any format, and can't be 0 bytes. Setting this field automatically sets <code>Type</code> to <code>ContentPost</code>.</p>

Field	Details
ContentDescription	<p><b>Type</b> textarea</p> <p><b>Properties</b> Nillable, Sort</p> <p><b>Description</b> Available in API version 36.0 and earlier only. The description of the file specified in <code>ContentData</code>.</p>
ContentFileName	<p><b>Type</b> string</p> <p><b>Properties</b> Group, Nillable, Sort</p> <p><b>Description</b> Available in API version 36.0 and earlier only. This field is required if <code>Type</code> is <code>ContentPost</code>. The name of the file uploaded to the feed. Setting <code>ContentFileName</code> automatically sets <code>Type</code> to <code>ContentPost</code>.</p>
ContentSize	<p><b>Type</b> int</p> <p><b>Properties</b> Group, Nillable, Sort</p> <p><b>Description</b> Available in API version 36.0 and earlier only. The size of the file (in bytes) uploaded to the feed. This field is read-only and is automatically determined during insert.</p>
ContentType	<p><b>Type</b> string</p> <p><b>Properties</b> Group, Nillable, Sort</p> <p><b>Description</b> Available in API version 36.0 and earlier only. The MIME type of the file uploaded to the feed. This field is read-only and is automatically determined during insert.</p>
FeedPostId	<p><b>Type</b> reference</p> <p><b>Properties</b> Filter, Group, Nillable, Sort</p> <p><b>Description</b> This field was removed in API version 22.0, and is available in earlier versions for backward compatibility only.  ID of the associated FeedPost. A FeedPost represents the following types of changes in a feed item: changes to tracked fields, text posts, link posts, and content posts.</p>

Field	Details
InsertedById	<p><b>Type</b> reference</p> <p><b>Properties</b> Group, Nillable, Sort</p> <p><b>Description</b> ID of the user who added this item to the feed. For example, if an application migrates posts and comments from another application into a feed, the <code>InsertedBy</code> value is set to the ID of the context user.</p>
isRichText	<p><b>Type</b> boolean</p> <p><b>Properties</b> Defaulted on create, Filter, Group, Sort</p> <p><b>Description</b> Indicates whether the feed item <code>Body</code> contains rich text. If you post a rich text feed comment using SOAP API, set <code>IsRichText</code> to <code>true</code> and escape HTML entities from the body. Otherwise, the post is rendered as plain text.</p> <p>Rich text supports the following HTML tags:</p> <ul style="list-style-type: none"> <li>• <code>&lt;p&gt;</code></li> <li>• <b>Tip:</b> Though the <code>&lt;br&gt;</code> tag isn't supported, you can use <code>&lt;p&gt;&amp;nbsp;p;&lt;/p&gt;</code> to create lines.</li> <li>• <code>&lt;a&gt;</code></li> <li>• <code>&lt;b&gt;</code></li> <li>• <code>&lt;code&gt;</code></li> <li>• <code>&lt;i&gt;</code></li> <li>• <code>&lt;u&gt;</code></li> <li>• <code>&lt;s&gt;</code></li> <li>• <code>&lt;ul&gt;</code></li> <li>• <code>&lt;ol&gt;</code></li> <li>• <code>&lt;li&gt;</code></li> <li>• <code>&lt;img&gt;</code></li> </ul> <p>The <code>&lt;img&gt;</code> tag is accessible only through the API and must reference files in Salesforce similar to this example: <code>&lt;img src="//069B0000000omjh"&gt;&lt;/img&gt;</code></p> <p><b>Note:</b> In API version 35.0 and later, the system replaces special characters in rich text with escaped HTML. In API version 34.0 and prior, all rich text appears as a plain-text representation.</p>
LikeCount	<p><b>Type</b> int</p>

Field	Details
	<p><b>Properties</b> Filter, Group, Sort</p> <p><b>Description</b> The number of likes associated with this feed item.</p>
LinkUrl	<p><b>Type</b> url</p> <p><b>Properties</b> Nillable, Sort</p> <p><b>Description</b> The URL of a <code>LinkPost</code>.</p>
NetworkScope	<p><b>Type</b> picklist</p> <p><b>Properties</b> Group, Nillable, Restricted picklist, Sort</p> <p><b>Description</b> Specifies whether this feed item is available in the default Experience Cloud site, a specific Experience Cloud site, or all sites. This field is available in API version 26.0 and later, if digital experiences is enabled for your org.</p> <p><code>NetworkScope</code> can have the following values:</p> <ul style="list-style-type: none"> <li><code>NetworkId</code>—The ID of the Experience Cloud site in which the <code>FeedItem</code> is available. If left empty, the feed item is only available in the default Experience Cloud site.</li> <li><code>AllNetworks</code>—The feed item is available in all Experience Cloud sites.</li> </ul> <p>Note the following exceptions for <code>NetworkScope</code>:</p> <ul style="list-style-type: none"> <li>Only feed items with a Group or User parent can set a <code>NetworkId</code> or a null value for <code>NetworkScope</code>.</li> <li>For feed items with a record parent, users can set <code>NetworkScope</code> only to <code>AllNetworks</code>.</li> <li>You can't filter a feed item on the <code>NetworkScope</code> field.</li> </ul>
ParentId	<p><b>Type</b> reference</p> <p><b>Properties</b> Filter, Group, Sort</p> <p><b>Description</b> ID of the record that is tracked in the feed. The detail page for the record displays the feed.</p>
RelatedRecordId	<p><b>Type</b> reference</p>

Field	Details
	<p><b>Properties</b> Group, Nillable, Sort</p> <p><b>Description</b> ID of the ContentVersion record associated with a ContentPost. This field is null for all posts except ContentPost.</p>
Title	<p><b>Type</b> string</p> <p><b>Properties</b> Group, Nillable, Sort</p> <p><b>Description</b> The title of the feed item. When the Type is LinkPost, the LinkUrl is the URL and this field is the link name.</p>
Type	<p><b>Type</b> picklist</p> <p><b>Properties</b> Filter, Group, Nillable, Restricted picklist, Sort</p> <p><b>Description</b> The type of feed item:</p> <ul style="list-style-type: none"> <li>• <b>ActivityEvent</b>—indirectly generated event when a user or the API adds a Task associated with a feed-enabled parent record (excluding email tasks on cases). Also occurs when a user or the API adds or updates a Task or Event associated with a case record (excluding email and call logging). For a recurring Task with CaseFeed disabled, one event is generated for the series only. For a recurring Task with CaseFeed enabled, events are generated for the series and each occurrence.</li> <li>• <b>AdvancedTextPost</b>—created when a user posts a group announcement and, in Lightning Experience as of API version 39.0 and later, when a user shares a post.</li> <li>• <b>AnnouncementPost</b>—Not used.</li> <li>• <b>ApprovalPost</b>—generated when a user submits an approval.</li> <li>• <b>BasicTemplateFeedItem</b>—Not used.</li> <li>• <b>CanvasPost</b>—a post made by a canvas app posted on a feed.</li> <li>• <b>CollaborationGroupCreated</b>—generated when a user creates a public group.</li> <li>• <b>CollaborationGroupUnarchived</b>—Not used.</li> <li>• <b>ContentPost</b>—a post with an attached file.</li> <li>• <b>CreatedRecordEvent</b>—generated when a user creates a record from the publisher.</li> <li>• <b>DashboardComponentAlert</b>—generated when a dashboard metric or gauge exceeds a user-defined threshold.</li> <li>• <b>DashboardComponentSnapshot</b>—created when a user posts a dashboard snapshot on a feed.</li> </ul>

Field	Details
	<ul style="list-style-type: none"> <li>• <code>LinkPost</code>—a post with an attached URL.</li> <li>• <code>PollPost</code>—a poll posted on a feed.</li> <li>• <code>ProfileSkillPost</code>—generated when a skill is added to a user’s Chatter profile.</li> <li>• <code>QuestionPost</code>—generated when a user posts a question.</li> <li>• <code>ReplyPost</code>—generated when Chatter Answers posts a reply.</li> <li>• <code>RypplePost</code>—generated when a user creates a Thanks badge in WDC.</li> <li>• <code>TextPost</code>—a direct text entry on a feed.</li> <li>• <code>TrackedChange</code>—a change or group of changes to a tracked field.</li> <li>• <code>UserStatus</code>—automatically generated when a user adds a post. Deprecated.</li> </ul> <p>The following values appear in the <code>Type</code> picklist for all feed objects but apply only to <code>CaseFeed</code>:</p> <ul style="list-style-type: none"> <li>• <code>CaseCommentPost</code>—generated event when a user adds a case comment for a case object</li> <li>• <code>EmailMessageEvent</code>—generated event when an email related to a case object is sent or received</li> <li>• <code>CallLogPost</code>—generated event when a user logs a call for a case through the user interface. CTI calls also generate this event.</li> <li>• <code>ChangeStatusPost</code>—generated event when a user changes the status of a case</li> <li>• <code>AttachArticleEvent</code>—generated event when a user attaches an article to a case</li> </ul> <p> <b>Note:</b> If you set <code>Type</code> to <code>ContentPost</code>, also specify <code>ContentData</code> and <code>ContentFileName</code>.</p>
<p><code>Visibility</code></p>	<p><b>Type</b> picklist</p> <p><b>Properties</b> Filter, Group, Nillable, Restricted picklist, Sort</p> <p><b>Description</b> Specifies whether this feed item is available to all users or internal users only. This field is available in API version 26.0 and later, if digital experiences is enabled for your organization.</p> <p><code>Visibility</code> can have the following values:</p> <ul style="list-style-type: none"> <li>• <code>AllUsers</code>—The feed item is available to all users who have permission to see the feed item.</li> <li>• <code>InternalUsers</code>—The feed item is available to internal users only.</li> </ul> <p>Note the following exceptions for <code>Visibility</code>:</p> <ul style="list-style-type: none"> <li>• For record posts, <code>Visibility</code> is set to <code>InternalUsers</code> for all internal users by default.</li> <li>• External users can set <code>Visibility</code> only to <code>AllUsers</code>.</li> <li>• On user and group posts, only internal users can set <code>Visibility</code> to <code>InternalUsers</code>.</li> </ul>

## Usage

A feed for an object is automatically created when a user enables feed tracking for the object. Use feeds to track changes to records. For example, `AccountFeed` tracks changes to an account record. Use feed objects to retrieve the content of feed fields, such as type of feed or feed ID.

- `NewsFeed` and `UserProfileFeed` are available in API version 18.0 through API version 26.0. In API version 27.0 and later, `NewsFeed` and `UserProfileFeed` are no longer available in SOAP API. Use Connect REST API to access `NewsFeed` and `UserProfileFeed`.

Use the `NewsFeed` object to query and retrieve lead feed items associated with a converted lead record.

- For `NewsFeed` and `UserProfileFeed`, users who don't have the View All Data permission have the following limitations when querying records: Must specify a `LIMIT` clause and the limit must be less than or equal to 1000. Can include a `WHERE` clause that references object fields, but can't include references to fields in related objects. For example, you can filter by `CreatedDate` or `ParentId`, but not by `Parent.Name`. Can include an `ORDER BY` clause that references object fields, but can't include references to fields in related objects. For example, `ORDER BY CreatedDate` or `ParentId`, but not by `Parent.Name`. To query for the most recent feed items, `ORDER BY CreatedDate DESC, Id DESC`.

Note the following SOQL restrictions. No SOQL limit if logged-in user has View All Data permission. If not, specify a `LIMIT` clause of 1,000 records or fewer. SOQL `ORDER BY` on fields using relationships isn't available. Use `ORDER BY` on fields on the root object in the SOQL query.

- The name `Article Type__Feed` is variable, where `Article Type` is the object name for the article type associated with the article. For example, `Offer__Feed` represents a feed on an article of type `Offer`.
- Field Service must be enabled in your organization for `ServiceAppointmentFeed`, `ServiceCrewFeed`, `ServiceMemberFeed`, `ServiceResourceCapacityFeed`, `ServiceResourceFeed`, `ServiceResourceSkillFeed`, `ServiceTerritoryFeed`, `ServiceTerritoryMemberFeed`, and `SkillRequirementFeed`.
- For `WorkOrderFeed`, Work Orders or Field Service must be enabled in your organization.
- On `UserFeed`, if you use the `FeedComment` object to comment on a user record, the user can delete the comment. For example, if John Smith adds a comment to the feed on Sasha Jones' user record, Sasha can delete the comment.

## Objects That Follow This Model

These objects follow the standard pattern for associated Feed objects.

- [LoyaltyProgram](#) on page 19
- [Promotion](#) on page 40
- [PromotionMarketSegment](#) on page 49
- [Referral](#) on page 64

## *StandardObjectNameHistory*

---

*StandardObjectNameHistory* is the model for all history objects associated with standard objects. These objects represent the history of changes to the values in the fields of a standard object.

The object name is variable and uses *StandardObjectNameHistory* syntax. For example, `AccountHistory` represents the history of changes to the values of an account record's fields. We list the available associated history objects at the end of this topic. For specific version information, see the documentation for the standard object.



## Supported Calls

`describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`

You can also enable `delete()` in API version 42.0 and later. See [Enable delete of Field History and Field History Archive](#).

## Special Access Rules

For specific special access rules, if any, see the documentation for the standard object. For example, for AccountHistory, see the special access rules for Account.

## Fields

Field Name	Details
<i>StandardObjectId</i>	<p><b>Type</b> reference</p> <p><b>Properties</b> Filter, Group, Sort</p> <p><b>Description</b> ID of the standard object.</p>
DataType	<p><b>Type</b> picklist</p> <p><b>Properties</b> Filter, Group, Nillable, Restricted picklist, Sort</p> <p><b>Description</b> Data type of the field that was changed.</p>
Field	<p><b>Type</b> picklist</p> <p><b>Properties</b> Filter, Group, Restricted picklist, Sort</p> <p><b>Description</b> Name of the field that was changed.</p>
NewValue	<p><b>Type</b> anyType</p> <p><b>Properties</b> Nillable, Sort</p> <p><b>Description</b> New value of the field that was changed.</p>
OldValue	<p><b>Type</b> anyType</p>

**Field Name****Details****Properties**

Nillable, Sort

**Description**

Old value of the field that was changed.

## Objects That Follow This Model


These objects follow the standard pattern for associated History objects.

- [JournalSubType](#) on page 8
- [JournalType](#) on page 10
- [LoyaltyPgmEngmtAttribute](#) on page 12
- [LoyaltyPgmMbrAttributeValHistory](#) on page 16
- [LoyaltyProgram](#) on page 19
- [LoyaltyProgramMbrPromotion](#) on page 21
- [LoyaltyProgramMember](#) on page 24
- [LoyaltyProgramProcess](#) on page 30
- [LoyaltyProgramProcessRule](#) on page 34
- [Promotion](#) on page 40
- [PromotionMarketSegment](#) on page 49
- [Referral](#) on page 64
- [Voucher](#) on page 78
- [VoucherDefinition](#) on page 83

## *StandardObjectNameOwnerSharingRule*

*StandardObjectNameOwnerSharingRule* is the model for all owner sharing rule objects associated with standard objects. These objects represent a rule for sharing a standard object with users other than the owner.

The object name is variable and uses *StandardObjectNameOwnerSharingRule* syntax. For example, *ChannelProgramOwnerSharingRule* is a rule for sharing a channel program with users other than the channel program owner. The available associated owner sharing rule objects are listed at the end of this topic. For specific version information, see the standard object documentation.

 **Note:** To enable access to this object, contact Salesforce customer support. But we recommend that you use Metadata API to programmatically update owner sharing rules instead because it triggers automatic sharing rule recalculation. The [SharingRules](#) Metadata API type is enabled for all orgs.


## Supported Calls

`create()`, `delete()`, `describeSObjects()`, `getDeleted()`, `getUpdated()`, `query()`, `retrieve()`, `update()`, `upsert()`

## Special Access Rules

For specific special access rules, if any, see the documentation for the standard object. For example, for ChannelProgramOwnerSharingRule, see the special access rules for ChannelProgram.

## Fields

Field Name	Details
AccessLevel	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Determines the level of access users have to records. Values are:</p> <ul style="list-style-type: none"> <li>• Read (read only)</li> <li>• Edit (read/write)</li> </ul>
Description	<p><b>Type</b> textarea</p> <p><b>Properties</b> Create, Filter, Nillable, Sort, Update</p> <p><b>Description</b> Description of the sharing rule. Maximum length is 1,000 characters.</p>
DeveloperName	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Sort, Update</p> <p><b>Description</b> The unique name of the object in the API. This name can contain only underscores and alphanumeric characters and must be unique in your org. It must begin with a letter, not include spaces, not end with an underscore, and not contain two consecutive underscores. In managed packages, this field prevents naming conflicts on package installations. With this field, a developer can change the object's name in a managed package, and the changes are reflected in a subscriber's organization.</p> <p> <b>Note:</b> When creating large sets of data, always specify a unique DeveloperName for each record. If no DeveloperName is specified, performance can slow while Salesforce generates one for each record.</p>
GroupId	<p><b>Type</b> reference</p>

Field Name	Details
	<p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> ID of the source group. Records that are owned by users in the source group trigger the rule to give access.</p>
Name	<p><b>Type</b> string</p> <p><b>Properties</b> Create, Filter, Group, idLookup, Sort, Update</p> <p><b>Description</b> Label of the sharing rule as it appears in the UI. Maximum length is 80 characters.</p>
UserOrGroupId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> ID of the user or group that you're granting access to.</p>

## Objects That Support Change Events

These objects have associated OwnerSharingRule objects.


- [JournalType](#) on page 10
- [LoyaltyProgram](#) on page 19
- [LoyaltyProgramMember](#) on page 24
- [LoyaltyProgramProcess](#) on page 30
- [Promotion](#) on page 40
- [Referral](#) on page 64
- [Voucher](#) on page 78
- [VoucherDefinition](#) on page 83

## *StandardObjectNameShare*

*StandardObjectNameShare* is the model for all share objects associated with standard objects. These objects represent a sharing entry on the standard object.

The object name is a variable and uses *StandardObjectNameShare* syntax. For example, AccountBrandShare is a sharing entry on an account brand. For specific version information, see the standard object documentation.

You can only create, edit, and delete sharing entries for standard objects whose `RowCause` field is set to `Manual`. Sharing entries for standard objects with different `RowCause` values are created as a result of your Salesforce org's sharing configuration and are read-only. For some sharing mechanisms, such as sharing sets, sharing entries aren't stored at all.

 **Note:** While Salesforce currently maintains read-only sharing entries for multiple sharing mechanisms, it's possible that we'll stop storing certain share records to improve performance. As a best practice, don't create customizations that rely on the availability of these sharing entries. Any changes to sharing behavior will be communicated before they occur.

## Supported Calls

`create()`, `delete()`, `describeSObjects()`, `query()`, `retrieve()`, `update()`, `upsert()`

## Special Access Rules

For specific special access rules, if any, see the documentation for the standard object. For example, for `AccountBrandShare`, see the special access rules for `AccountBrand`.

## Fields

Field Name	Details
<code>AccessLevel</code>	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Restricted picklist, Sort, Update</p> <p><b>Description</b> Level of access allowed. Values are:</p> <ul style="list-style-type: none"> <li>• All (owner)</li> <li>• Edit (read/write)</li> <li>• Read (read only)</li> </ul>
<code>ParentId</code>	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> ID of the parent record.</p>
<code>RowCause</code>	<p><b>Type</b> picklist</p> <p><b>Properties</b> Create, Filter, Group, Nillable, Restricted picklist, Sort</p> <p><b>Description</b> Reason that the sharing entry exists.</p>

Field Name	Details
UserOrGroupId	<p><b>Type</b> reference</p> <p><b>Properties</b> Create, Filter, Group, Sort</p> <p><b>Description</b> ID of the user or group that has been given access to the object.</p>

## Objects That Follow This Model

These objects follow the standard pattern for associated Share objects.

- [CommunicationChannelTemplate](#) on page 3
- [JournalType](#) on page 10
- [LoyaltyProgram](#) on page 19
- [LoyaltyProgramMember](#) on page 24
- [LoyaltyProgramProcess](#) on page 30
- [LoyaltyProgramWidget](#) on page 36
- [Promotion](#) on page 40
- [PromotionTemplate](#) on page 61
- [Referral](#) on page 64
- [Voucher](#) on page 78
- [VoucherDefinition](#) on page 83

## CHAPTER 5 Referral Marketing Business APIs

In this chapter ...

- [REST Reference](#)

Referral Marketing Business APIs are RESTful APIs that are sometimes available as Apex classes and methods.

## REST Reference

---

You can access Referral Marketing APIs using REST endpoints. These REST APIs follow similar conventions as Connect REST APIs.

To understand the architecture, authentication, rate limits, and how the requests and responses work, see [Connect REST API Developer Guide](#).

### [Resources](#)

Here's a list of Referral Marketing API resources.

### [Request Bodies](#)

Here's a list of Referral Marketing API request bodies.

### [Response Bodies](#)

Here's a list of Referral Marketing API response bodies.

## Resources

Here's a list of Referral Marketing API resources.

### [Referral Advocate Enrollments](#)

Enroll an existing or new customer as an advocate of a referral promotion.

### [Redeem Voucher](#)

Redeem a voucher for an advocate or their referred friend.

### [Referral Event](#)

Create referral event records when an advocate refers a friend, or when referred friends sign up or make a purchase.

### [Referral Advocate Profile](#)

View the profile of a referral program advocate.

## Referral Advocate Enrollments

Enroll an existing or new customer as an advocate of a referral promotion.

## Special Access Rules

To use this resource, your org must have person accounts enabled.

### Resource

```
/referral-programs/{referralProgramName}/promotions/{promotionCode}/member-enrollments
```

### Resource example

```
https://yourInstance.salesforce.com/services/data/v63.0/referral-programs/demoProgram/promotions/DemoPromo1/member-enrollments
```

### Available version

59.0

### Requires Chatter

No



**HTTP methods**

POST

**Request body for POST****Root XML tag**

referralMemberEnrollmentInput

**JSON examples to enroll an existing referral program advocate to a promotion**

```
{
  "membershipNumber": "M125"
}
```

```
{
  "contactId": "003xx000004Wsxsc"
}
```

```
{
  "associatedPersonAccountDetails": {
    "firstName": "Mac",
    "lastName": "Ray",
    "email": "mray@salesforce.com",
    "allowDuplicateRecords": "false",
    "additionalPersonAccountFieldValues": {
      "attributes": {
        "country__c": "US"
      }
    }
  },
  "memberStatus": "Active",
  "transactionJournalStatementFrequency": "Monthly",
  "transactionJournalStatementMethod": "Mail",
  "enrollmentChannel": "Email",
  "additionalMemberFieldValues": {
    "attributes": {
      "state__c": "California"
    }
  }
}
```

**JSON example to enroll a new customer as an advocate of a promotion**

```
{
  "membershipNumber": "M125",
  "associatedPersonAccountDetails": {
    "firstName": "Mac",
    "lastName": "Ray",
    "email": "mray@salesforce.com",
    "allowDuplicateRecords": "false",
    "additionalPersonAccountFieldValues": {
      "attributes": {
        "country__c": "US"
      }
    }
  }
},
```

```

"memberStatus": "Active",
"transactionJournalStatementFrequency": "Monthly",
"transactionJournalStatementMethod": "Mail",
"enrollmentChannel": "Email",
"additionalMemberFieldValues": {
  "attributes": {
    "state__c": "California"
  }
}
}
}

```

### Properties

Name	Type	Description	Required or Optional	Available Version
additionalMemberFieldValues	Map<String, String>	Custom field values of the advocate.	Optional	59.0
additionalPersonAccountFieldValues	Map<String, String>	Custom field values from the advocate's person account.	Optional	59.0
associatedPersonAccountDetails	<a href="#">Person Account Input</a>	Details of the advocate's person account.	Optional This field is required only if you don't have the contact ID or the membership number of the advocate.	59.0
contactId	String	Contact ID of the advocate to enroll to the referral promotion.	Optional This field is required only if you don't have the person account details or the membership number of the advocate.	59.0
enrollmentChannel	String	Channel that the advocate has used to join the referral program. Possible values are: <ul style="list-style-type: none"> <li>• CallCenter</li> <li>• Email</li> <li>• Franchise</li> <li>• Mobile</li> <li>• Partner</li> <li>• Pos</li> <li>• Print</li> </ul>	Optional	59.0

Name	Type	Description	Required or Optional	Available Version
		<ul style="list-style-type: none"> <li>• Social</li> <li>• Store</li> <li>• Web</li> </ul>		
memberStatus	String	<p>Status of the new advocate after enrollment.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Inactive</li> <li>• Custom value - Any value you define in your org. For example, if an advocate must be evaluated before confirming enrollment, you can create a status called <code>On Hold</code> and assign it to this field.</li> </ul> <p>The default value is <code>Active</code>.</p>	<p>Optional</p> <p>This field is required for enrolling a new advocate.</p>	59.0
membershipEndDate	String	Date the advocate's referral program membership ends.	Optional	59.0
membershipNumber	String	Unique membership number of the advocate.	<p>Optional</p> <p>This field is required only if you don't have the person account details or the contact ID of the advocate.</p>	59.0
shouldProcessTransactionsInRealTime	Boolean	Indicates whether the transaction journals created by the API are processed as soon as they're created ( <code>true</code> ) or not ( <code>false</code> ). The default value is <code>true</code> .	Optional	59.0
transactionJournalStatementFrequency	String	<p>Frequency at which transaction statements must be generated for the advocate.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Monthly</li> <li>• Quarterly</li> </ul>	Optional	59.0
transactionJournalStatementMethod	String	<p>Preferred method of receiving transaction journal statements.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Email</li> </ul>	Optional	59.0

Name	Type	Description	Required or Optional	Available Version
		<ul style="list-style-type: none"> <li>Mail</li> </ul>		

**Response body for POST**

[Referral Member Enrollment Output](#)

## Redeem Voucher

Redeem a voucher for an advocate or their referred friend.

**Resource**

```
/vouchers/{voucherCode}/redemption
```

**Resource example**

```
https://yourInstance.salesforce.com/services/data/v63.0/vouchers/VC001/redemption
```

**Available version**

59.0

**Requires Chatter**

No

**HTTP methods**

POST

**Request body for POST****JSON examples****JSON request to redeem a voucher for an advocate**

```
{
  "currencyIsoCode": "Yen",
  "programName": "ReferAFriend",
  "redemptionAmount": "12",
  "memberId": "01Mxx00000001grEAA"
}
```

**JSON request to redeem a voucher for a referred friend**

```
{
  "currencyIsoCode": "Yen",
  "programName": "ReferAFriend",
  "redemptionAmount": "10",
  "contactId": "003xx000004WkhEAAS"
}
```

**Properties**

<b>Name</b>	<b>Type</b>	<b>Description</b>	<b>Required or Optional</b>	<b>Available Version</b>
contactId	String	Contact ID of the referred friend for whom the voucher is redeemed.	Required only for a referral.	59.0
currencyIsoCode	String	Three-letter ISO 4217 currency code of the monetary currency in which the voucher must be redeemed.	Optional This field is required if your Salesforce org supports multiple currencies.	59.0
memberId	String	Loyalty Program Member ID of the advocate for whom the voucher is redeemed.	Required only for an advocate. This field is optional if you provide the membership number of the advocate.	59.0
membershipNumber	String	Unique number of the advocate for whom the voucher is redeemed.	Required only for an advocate. This field is optional if you provide the member ID of the advocate.	59.0
programName	String	Name of the referral program to which the voucher belongs.	Optional This field is required when you provide the membership number of the advocate.	59.0
redemptionAmount	Double	Amount to be redeemed. A value isn't required when you want to redeem the complete value of the voucher in a single transaction.	Optional	59.0

**Response body for POST**

[Industries Redeem Voucher Output](#)

**Referral Event**

Create referral event records when an advocate refers a friend, or when referred friends sign up or make a purchase.

## Special Access Rules

To use this resource, your org must have person accounts enabled.

### Resource

```
/referral-program/referral-event
```

### Example

```
https://yourInstance.salesforce.com/services/data/v63.0  
/referral-program/referral-event
```

### Available version

59.0

### Requires Chatter

No

### HTTP methods

POST

### Request body for POST

#### JSON example

Here's an example of a payload for an event where the existing member refers his friend, Michael Clare.

```
{  
  "referralCode": "2G11QW4G-PROMOCODE2809",  
  "firstName": "Michael",  
  "lastName": "Clare",  
  "email": "mclare@salesforce.com",  
  "activityDateTime": "2023-09-13T00:00:00",  
  "eventType": "Refer",  
  "referredPartyJournalSubtype": "Sample Activity",  
  "referralAdditionalAttributes": {  
    "attributes": {  
      "phoneNumber": "1234567890",  
      "emailOptOut": true  
    }  
  }  
}
```

Here's an example of a payload to know which channel did the referral come from.

```
{  
  "referralCode": "2G11QW4G-PROMOCODE2809",  
  "contactId": "003xx000004WkhEAAS",  
  "firstName": "Michael",  
  "lastName": "Clare",  
  "email": "michael.clare@salesforce.com",  
  "joiningDate": "2021-04-13T00:00:00",  
  "eventType": "Purchase",  
  "referralChannel": "Facebook",  
  "purchaseAmount": 40000,  
  "purchaseQuantity": 34,  
  "referralAdditionalAttributes": {  
    "attributes": {  
      "phoneNumber": "1234567890",  
      "PersonHasOptedOutOfEmail": false,  
    }  
  }  
}
```

```

}
},
"transactionJournalAdditionalAttributes": {
},
"orderReferenceId": "003xx00000000fxEAA"
}

```

Here's an example of a payload for an event where Michael Clare signs up for the referral program.

```

{
  "referralCode": "2G11QW4G-PROMOCODE2809",
  "contactId": "003xx000004WkhEAAS",
  "activityDateTime": "2023-09-13T00:00:00",
  "eventType": "Enrollment"
}

```

Here's an example of a payload for an event where Michael Clare purchases a product.

```

{
  "referralCode": "2G11QW4G-PROMOCODE2809",
  "contactId": "003xx000004WkhEAAS",
  "activityDateTime": "2023-09-13T00:00:00",
  "referralStage": "Purchase",
  "productId": "01txx0000006iGyAAI",
  "purchaseAmount": 40000,
  "purchaseQuantity": 34,
  "referralAdditionalAttributes": {
    "attributes": {
      "phoneNumber": "1234567890",
      "emailOptOut": true
    }
  },
  "transactionJournalAdditionalAttributes": {
  }
}

```

Here's an example of a payload for an event where the existing member refers multiple friends.

```

{
  "referralCode": "0UGUXMNA-promotiontest098",
  "referralEmails": {
    "emails": [
      "kit.ryan@salesforce.com",
      "amy.sh@salesforce.com"
    ]
  },
  "activityDateTime": "2024-02-12T00:00:00",
  "eventType": "Refer",
  "referralAdditionalAttributes": {
    "attributes": {
    }
  },
  "transactionJournalAdditionalAttributes": {
  }
}

```

```
}
}
```

**Properties**

Name	Type	Description	Required or Optional	Available Version
activityDateTime	String	The date and time when the referral event took place.	Optional This field is required only if the joining date isn't specified in the request.	59.0
contactId	String	Contact ID of the referred friend.	Optional Required if the referral record exists.	59.0
email	String	Email address of the referred friend.	Optional Required only if the contact ID of the referred friend doesn't exist.	59.0
eventType	String	Type of event completed by the referred friend or advocate. Possible values are: <ul style="list-style-type: none"> <li>• Enrollment</li> <li>• Purchase</li> <li>• Refer</li> </ul>	Required	59.0
firstName	String	First name of the referred friend.	Optional Required only if the contact ID of the referred friend doesn't exist.	59.0
joiningDate	String	Date the referred friend joined as a new customer. This field has been deprecated. In API version 59.0 and later, use the new activityDateTime field.	Optional This field is required only if the activity date and time isn't specified in the request.	59.0
lastName	String	Family name of the referred friend.	Optional Required only if the contact ID of the	59.0



Name	Type	Description	Required or Optional	Available Version
			referred friend doesn't exist.	
orderReferenceId	String	External purchase order ID. This field is applicable only when the event type is <code>Purchase</code> .	Optional	59.0
productId	String	ID of the product purchased by the referral. This field is applicable only when the event type is <code>Purchase</code> .	Optional	59.0
purchaseAmount	Double	Price of the product purchased by the referred friend. This field is applicable only when the event type is <code>Purchase</code> .	Optional	59.0
purchaseQuantity	Integer	Quantity purchased by the referred friend. This field is applicable only when the event type is <code>Purchase</code> .	Optional	59.0
referralAdditionalAttributes	Map<String, String>	Key value pairs for additional information about the referred friend.	Optional	59.0
referralCode	String	Referral code used by the referred friend to sign up or make a purchase. It's a combination of the referral code and promotion code in the format, <code>referralCode-promotionCode</code> .	Required	59.0
referralEmails	String[]	The email addresses of the referral friends.	Optional	59.0
transactionJournalAdditionalAttributes	Map<String, String>	Additional details of the transaction journal that is created for the event.	Optional	59.0
referralChannel	String	Channels such as email and social media that are used to refer a friend.	Optional	62.0
referralStage	String	The event type to consider based on the stage of the referral promotion.	Optional	62.0
referredPartyJournalSubtype	String	The activity for which the referred members are rewarded.	Optional	62.0

**Response body for POST**

Referral Event Output

## Referral Advocate Profile

View the profile of a referral program advocate.

### Resource

```
/referral-programs/advocate-profile
```

### Available version

62.0

### HTTP methods

POST

### JSON example

```
{
  "contactId" : "01m121212121ASD",
  "programName" : "0op121217777",
  "shouldGetReferralSummary" : "true",
  "shouldGetReferrals" : "true"
}
```

### JSON example

```
{
  "memberId" : "0qw121212121AQD",
  "promotionId" : "0gh123238467AJH"
}
```

### JSON example

```
{
  "membershipNumber" : "mem1",
  "programName" : "RP1"
}
```

### JSON example

```
{
  "membershipNumber" : "mem1",
  "programId" : "0opqwqwqwq1212AFG",
  "promotionCode" : "SMRBNZ"
}
```

### JSON example

```
{
  "contactDetails" : {
    "email" : "aman.bindal@sf.com",
    "lastName" : "Bindal"
  },
  "promotionCode" : "SMRBNZ",
  "programName" : "0op121217777"
}
```

**Properties**

Name	Type	Description	Required or Optional	Available Version
contactDetails	<a href="#">Contact Details []</a> on page 130	The details of that are required to uniquely identify an advocate's Contact record.	Small, 62.0	62.0
contactId	String	The ID of the advocate's Contact record.	Small, 62.0	62.0
memberId	String	The ID of the advocate's Loyalty Program Member record.	Small, 62.0	62.0
membershipNumber	String	The unique referral program membership number of the advocate.	Small, 62.0	62.0
programId	String	The ID of the referral program that the advocate is a part of.	Small, 62.0	62.0
programName	String	The name of the referral program that the advocate is a part of.	Small, 62.0	62.0
promotionCode	String	The code of the promotion for which you want to view the advocate's referral details.	Small, 62.0	62.0
promotionId	String	The ID of the promotion for which you want to view the advocate's referral details.	Small, 62.0	62.0
shouldGetReferralSummary	Boolean	Indicates whether the response should contain the details of the advocates in progress and successful referrals.	Small, 62.0	62.0
shouldGetReferrals	Boolean	True, when you want detailed referral information of all your referrals from promotion if promotion ID is mentioned or program if promotion ID is not mentioned.	Small, 62.0	62.0

**Response body for POST**

[Referral Advocate Profile Output Representation](#) on page 134

**Request Bodies**

Here's a list of Referral Marketing API request bodies.

[Redeem Voucher Input](#)

Input representation of the request to redeem a voucher for an advocate or their referred friend.

[Person Account Input](#)

Input representation of a advocate's person account details.

[Referral Event Input](#)

Input representation of the request to create a referral event.

[Referral Advocate Enrollment Input](#)

Input representation of the request to enroll an advocate to a referral promotion.

[Referral Advocate Profile Input](#)

Input representation for the Referral Advocate Profile API.

[Referral Advocate Contact Input](#)

Input representation for Referral Advocate contact details.

## Redeem Voucher Input

Input representation of the request to redeem a voucher for an advocate or their referred friend.

### JSON examples

#### JSON request to redeem a voucher for an advocate

```
{
  "currencyIsoCode": "Yen",
  "programName": "ReferAFriend",
  "redemptionAmount": "12",
  "memberId": "01Mxx0000001grEAA"
}
```

#### JSON request to redeem a voucher for a referred friend

```
{
  "currencyIsoCode": "Yen",
  "programName": "ReferAFriend",
  "redemptionAmount": "10",
  "contactId": "003xx000004WkhEAAS"
}
```

### Properties

Name	Type	Description	Required or Optional	Available Version
contactId	String	Contact ID of the referred friend for whom the voucher is redeemed.	Required only for a referral.	59.0
currencyIsoCode	String	Three-letter ISO 4217 currency code of the monetary currency in which the voucher must be redeemed.	Optional This field is required if your Salesforce org supports multiple currencies.	59.0
memberId	String	Loyalty Program Member ID of the advocate for whom the voucher is redeemed.	Required only for an advocate. This field is optional if you provide the membership number of the advocate.	59.0

Name	Type	Description	Required or Optional	Available Version
membershipNumber	String	Unique number of the advocate for whom the voucher is redeemed.	Required only for an advocate.  This field is optional if you provide the member ID of the advocate.	59.0
programName	String	Name of the referral program to which the voucher belongs.	Optional  This field is required when you provide the membership number of the advocate.	59.0
redemptionAmount	Double	Amount to be redeemed.  A value isn't required when you want to redeem the complete value of the voucher in a single transaction.	Optional	59.0

## Person Account Input

Input representation of a advocate's person account details.

### Properties

Name	Type	Description	Required or Optional	Available Version
additionalPersonAccountFieldValues	Map<String, String>	Custom fields for a person account in the form of API names and string values.	Optional	59.0
allowDuplicateRecords	Boolean	Indicates whether to allow creation of a duplicate person account if matching details are found ( <code>true</code> ) or not ( <code>false</code> ). The default value is <code>false</code> .	Optional	59.0
email	String	Email of the advocate.	Required	59.0
firstName	String	First name of the advocate.	Required	59.0
lastName	String	Last name of the advocate.	Required	59.0

## Referral Event Input

Input representation of the request to create a referral event.

**JSON example**

Here's an example of a payload for an event where the existing member refers his friend, Michael Clare.

```
{
  "referralCode": "2G11QW4G-PROMOCODE2809",
  "firstName": "Michael",
  "lastName": "Clare",
  "email": "mclare@salesforce.com",
  "activityDateTime": "2023-09-13T00:00:00",
  "eventType": "Refer",
  "referredPartyJournalSubtype": "Sample Activity",
  "referralAdditionalAttributes": {
    "attributes": {
      "phoneNumber": "1234567890",
      "emailOptOut": true
    }
  }
}
```

Here's an example of a payload to know which channel did the referral come from.

```
{
  "referralCode": "2G11QW4G-PROMOCODE2809",
  "contactId": "003xx000004WkhEAAS",
  "firstName": "Michael",
  "lastName": "Clare",
  "email": "michael.clare@salesforce.com",
  "joiningDate": "2021-04-13T00:00:00",
  "eventType": "Purchase",
  "referralChannel": "Facebook",
  "purchaseAmount": 40000,
  "purchaseQuantity": 34,
  "referralAdditionalAttributes": {
    "attributes": {
      "phoneNumber": "1234567890",
      "PersonHasOptedOutOfEmail": false,
    }
  },
  "transactionJournalAdditionalAttributes": {
  },
  "orderReferenceId": "003xx0000000fxEAA"
}
```

Here's an example of a payload for an event where Michael Clare signs up for the referral program.

```
{
  "referralCode": "2G11QW4G-PROMOCODE2809",
  "contactId": "003xx000004WkhEAAS",
  "activityDateTime": "2023-09-13T00:00:00",
  "eventType": "Enrollment"
}
```

Here's an example of a payload for an event where Michael Clare purchases a product.

```
{
  "referralCode": "2G11QW4G-PROMOCODE2809",
  "contactId": "003xx000004WkhEAAS",
}
```

```

"activityDateTime":"2023-09-13T00:00:00",
"referralStage":"Purchase",
"productId":"01txx0000006iGyAAI",
"purchaseAmount":40000,
"purchaseQuantity":34,
"referralAdditionalAttributes":{
  "attributes":{
    "phoneNumber":"1234567890",
    "emailOptOut":true
  }
},
"transactionJournalAdditionalAttributes":{
}
}

```

Here's an example of a payload for an event where the existing member refers multiple friends.

```

{
  "referralCode":"0UGUXMNA-promotiontest098",
  "referralEmails":{
    "emails":[
      "kit.ryan@salesforce.com",
      "amy.sh@salesforce.com"
    ]
  },
  "activityDateTime":"2024-02-12T00:00:00",
  "eventType":"Refer",
  "referralAdditionalAttributes":{
    "attributes":{
    }
  },
  "transactionJournalAdditionalAttributes":{
  }
}

```

### Properties

Name	Type	Description	Required or Optional	Available Version
activityDateTime	String	The date and time when the referral event took place.	Optional This field is required only if the joining date isn't specified in the request.	59.0
contactId	String	Contact ID of the referred friend.	Optional Required if the referral record exists.	59.0

Name	Type	Description	Required or Optional	Available Version
email	String	Email address of the referred friend.	Optional Required only if the contact ID of the referred friend doesn't exist.	59.0
eventType	String	Type of event completed by the referred friend or advocate. Possible values are: <ul style="list-style-type: none"> <li>• Enrollment</li> <li>• Purchase</li> <li>• Refer</li> </ul>	Required	59.0
firstName	String	First name of the referred friend.	Optional Required only if the contact ID of the referred friend doesn't exist.	59.0
joiningDate	String	Date the referred friend joined as a new customer. This field has been deprecated. In API version 59.0 and later, use the new <code>activityDateTime</code> field.	Optional This field is required only if the activity date and time isn't specified in the request.	59.0
lastName	String	Family name of the referred friend.	Optional Required only if the contact ID of the referred friend doesn't exist.	59.0
orderReferenceId	String	External purchase order ID. This field is applicable only when the event type is <code>Purchase</code> .	Optional	59.0
productId	String	ID of the product purchased by the referral. This field is applicable only when the event type is <code>Purchase</code> .	Optional	59.0
purchaseAmount	Double	Price of the product purchased by the referred friend. This field is applicable only when the event type is <code>Purchase</code> .	Optional	59.0



Name	Type	Description	Required or Optional	Available Version
purchaseQuantity	Integer	Quantity purchased by the referred friend. This field is applicable only when the event type is Purchase.	Optional	59.0
referralAdditionalAttributes	Map<String, String>	Key value pairs for additional information about the referred friend.	Optional	59.0
referralCode	String	Referral code used by the referred friend to sign up or make a purchase. It's a combination of the referral code and promotion code in the format, referralCode-promotionCode.	Required	59.0
referralEmails	String[]	The email addresses of the referral friends.	Optional	59.0
transactionJournalAdditionalAttributes	Map<String, String>	Additional details of the transaction journal that is created for the event.	Optional	59.0
referralChannel	String	Channels such as email and social media that are used to refer a friend.	Optional	62.0
referralStage	String	The event type to consider based on the stage of the referral promotion.	Optional	62.0
referralJournalSubtype	String	The activity for which the referred members are rewarded.	Optional	62.0

## Referral Advocate Enrollment Input

Input representation of the request to enroll an advocate to a referral promotion.

### Root XML tag

```
referralMemberEnrollmentInput
```

### JSON examples to enroll an existing referral program advocate to a promotion

```
{
  "membershipNumber": "M125"
}
```

```
{
  "contactId": "003xx000004Wsxc"
}
```

```
{
  "associatedPersonAccountDetails": {
    "firstName": "Mac",
    "lastName": "Ray",
    "email": "mray@salesforce.com",
    "allowDuplicateRecords": "false",
    "additionalPersonAccountFieldValues": {
```

```

    "attributes": {
      "country__c": "US"
    }
  },
  "memberStatus": "Active",
  "transactionJournalStatementFrequency": "Monthly",
  "transactionJournalStatementMethod": "Mail",
  "enrollmentChannel": "Email",
  "additionalMemberFieldValues": {
    "attributes": {
      "state__c": "California"
    }
  }
}

```

### JSON example to enroll a new customer as an advocate of a promotion

```

{
  "membershipNumber": "M125",
  "associatedPersonAccountDetails": {
    "firstName": "Mac",
    "lastName": "Ray",
    "email": "mray@salesforce.com",
    "allowDuplicateRecords": "false",
    "additionalPersonAccountFieldValues": {
      "attributes": {
        "country__c": "US"
      }
    }
  },
  "memberStatus": "Active",
  "transactionJournalStatementFrequency": "Monthly",
  "transactionJournalStatementMethod": "Mail",
  "enrollmentChannel": "Email",
  "additionalMemberFieldValues": {
    "attributes": {
      "state__c": "California"
    }
  }
}

```

### Properties

Name	Type	Description	Required or Optional	Available Version
additionalMemberFieldValues	Map<String, String>	Custom field values of the advocate.	Optional	59.0
additionalPersonAccountFieldValues	Map<String, String>	Custom field values from the advocate's person account.	Optional	59.0

Name	Type	Description	Required or Optional	Available Version
associatedPerson AccountDetails	Person Account Input	Details of the advocate's person account.	Optional  This field is required only if you don't have the contact ID or the membership number of the advocate.	59.0
contactId	String	Contact ID of the advocate to enroll to the referral promotion.	Optional  This field is required only if you don't have the person account details or the membership number of the advocate.	59.0
enrollmentChannel	String	Channel that the advocate has used to join the referral program. Possible values are: <ul style="list-style-type: none"> <li>• CallCenter</li> <li>• Email</li> <li>• Franchise</li> <li>• Mobile</li> <li>• Partner</li> <li>• Pos</li> <li>• Print</li> <li>• Social</li> <li>• Store</li> <li>• Web</li> </ul>	Optional	59.0
memberStatus	String	Status of the new advocate after enrollment. Possible values are: <ul style="list-style-type: none"> <li>• Active</li> <li>• Inactive</li> <li>• Custom value - Any value you define in your org. For example, if an advocate must be evaluated before confirming enrollment, you can create a status called <code>On Hold</code> and assign it to this field.</li> </ul> <p>The default value is <code>Active</code>.</p>	Optional  This field is required for enrolling a new advocate.	59.0

Name	Type	Description	Required or Optional	Available Version
membershipEndDate	String	Date the advocate's referral program membership ends.	Optional	59.0
membershipNumber	String	Unique membership number of the advocate.	Optional This field is required only if you don't have the person account details or the contact ID of the advocate.	59.0
shouldProcessTransactionsInRealTime	Boolean	Indicates whether the transaction journals created by the API are processed as soon as they're created ( <code>true</code> ) or not ( <code>false</code> ). The default value is <code>true</code> .	Optional	59.0
transactionJournalStatementFrequency	String	Frequency at which transaction statements must be generated for the advocate.  Possible values are: <ul style="list-style-type: none"> <li>• Monthly</li> <li>• Quarterly</li> </ul>	Optional	59.0
transactionJournalStatementMethod	String	Preferred method of receiving transaction journal statements.  Possible values are: <ul style="list-style-type: none"> <li>• Email</li> <li>• Mail</li> </ul>	Optional	59.0

## Referral Advocate Profile Input

Input representation for the Referral Advocate Profile API.

### JSON example

```
{
  "contactId" : "01m121212121ASD",
  "programName" : "0op121217777",
  "shouldGetReferralSummary" : "true",
  "shouldGetReferrals" : "true"
}
```

### JSON example

```
{
  "memberId" : "0qw121212121AQD",
  "promotionId" : "0gh123238467AJH"
}
```

**JSON example**

```
{
  "membershipNumber" : "mem1",
  "programName" : "RP1"
}
```

**JSON example**

```
{
  "membershipNumber" : "mem1",
  "programId" : "0opqwqwqwq1212AFG",
  "promotionCode" : "SMRBNZ"
}
```

**JSON example**

```
{
  "contactDetails" : {
    "email" : "aman.bindal@sf.com",
    "lastName" : "Bindal"
  },
  "promotionCode" : "SMRBNZ",
  "programName" : "0op121217777"
}
```

**Properties**

Name	Type	Description	Required or Optional	Available Version
contactDetails	<a href="#">Contact Details []</a> on page 130	The details of that are required to uniquely identify an advocate's Contact record.	Small, 62.0	62.0
contactId	String	The ID of the advocate's Contact record.	Small, 62.0	62.0
memberId	String	The ID of the advocate's Loyalty Program Member record.	Small, 62.0	62.0
membershipNumber	String	The unique referral program membership number of the advocate.	Small, 62.0	62.0
programId	String	The ID of the referral program that the advocate is a part of.	Small, 62.0	62.0
programName	String	The name of the referral program that the advocate is a part of.	Small, 62.0	62.0
promotionCode	String	The code of the promotion for which you want to view the advocate's referral details.	Small, 62.0	62.0
promotionId	String	The ID of the promotion for which you want to view the advocate's referral details.	Small, 62.0	62.0
includeReferralSummary	Boolean	Indicates whether the response should contain the details of the advocates in progress and successful referrals.	Small, 62.0	62.0

Name	Type	Description	Required or Optional	Available Version
<code>shouldGetReferrals</code>	Boolean	True, when you want detailed referral information of all your referrals from promotion if promotion ID is mentioned or program if promotion ID is not mentioned.	Small, 62.0	62.0

## Referral Advocate Contact Input

Input representation for Referral Advocate contact details.

### Properties

Name	Type	Description	Required or Optional	Available Version
<code>email</code>	String	The email that's saved in the advocate's Contact record.	Small, 62.0	62.0
<code>firstName</code>	String	The first name that's saved in the advocate's Contact record.	Small, 62.0	62.0
<code>lastName</code>	String	The last name that's saved in the advocate's Contact record.	Small, 62.0	62.0
<code>phoneNumber</code>	String	The phone number that's saved in the advocate's Contact record.	Small, 62.0	62.0

## Response Bodies

Here's a list of Referral Marketing API response bodies.

### [Redeem Voucher Output](#)

Output representation of the details of a redeemed voucher.

### [Advocate Enrollment Transaction Journal Output](#)

Output representation of the details of a transaction journal created for the enrolled referral program advocate.

### [Referral Event Output](#)

Output representation of the request to create a referral event record.

### [Referral Advocate Enrollment Output](#)

Output representation of the request to create a referral program advocate.

### [Referral Advocate Profile Output](#)

Represents the output for Referral Advocate Profile API.

### [Referral Promotion Output](#)

Represents the output for Referral Promotion.

[Referral Statistics Output](#)

Represents the response for Referral Statistics.

[Referral Info Output](#)

Represents the response for list of referrals.

## Redeem Voucher Output

Output representation of the details of a redeemed voucher.

### JSON example

```
{
  "currencyIsoCode": "Yen",
  "remainingAmount": "10.0"
}
```

Property Name	Type	Description	Filter Group and Version	Available Version
currencyIsoCode	String	Three-letter ISO 4217 currency code of the monetary currency of the voucher's remaining amount.	Small, 59.0	59.0
remainingAmount	Double	Amount remaining after partial redemption. If the complete value of the voucher is redeemed, the remaining amount is zero.	Small, 59.0	59.0

## Advocate Enrollment Transaction Journal Output

Output representation of the details of a transaction journal created for the enrolled referral program advocate.

Property Name	Type	Description	Filter Group and Version	Available Version
activityDate	String	Activity date of the transaction journal.	Small, 59.0	59.0
journalSubType	String	Journal subtype of the transaction journal.	Small, 59.0	59.0
journalType	String	Journal type of the transaction journal.	Small, 59.0	59.0
membershipNumber	String	Membership number of the advocate associated with the transaction journal.	Small, 59.0	59.0
programName	String	Name of the referral program associated with the transaction journal.	Small, 59.0	59.0
status	String	Status of the transaction journal. Possible values are: <ul style="list-style-type: none"> <li>• Canceled</li> <li>• Error</li> <li>• Pending</li> </ul>	Small, 59.0	59.0

Property Name	Type	Description	Filter Group and Version	Available Version
		<ul style="list-style-type: none"> <li>Processed</li> </ul>		
transactionJournalId	String	ID of the transaction journal.	Small, 59.0	59.0

## Referral Event Output

Output representation of the request to create a referral event record.

### JSON example

```
{
  "contactIds": [
    "0031Q00002kCusB"
  ],
  "referralIds": [
    "0wilQ000000ljna"
  ],
  "referralStage": "Friend Completes First Purchase",
  "transactionJournalIds": [
    "01V1Q0000019gJg",
    "01V1Q0000019gJh"
  ],
  "voucherId": "0kD1Q000000keXVUAY",
  "voucherList": [
    {
      "effectiveDate": "2024-06-14",
      "expirationDate": "2025-04-14",
      "transactionJournalId": "01V1Q0000019gJg",
      "voucherCode": "SW504FF7",
      "voucherDefinition": "Voucher2",
      "voucherId": "0kD1Q000000keXVUAY"
    },
    {
      "effectiveDate": "2024-06-14",
      "expirationDate": "2025-04-14",
      "transactionJournalId": "01V1Q0000019gJh",
      "voucherCode": "IKWX6D5D",
      "voucherDefinition": "Voucher2",
      "voucherId": "0kDxx0000000210EAA"
    }
  ]
}
```

Property Name	Type	Description	Filter Group and Version	Available Version
contactIds	String[]	IDs of the contact records created or used to identify the referred friends.	Small, 59.0	59.0
referralIds	String[]	IDs of the referral records created or used to identify the referrals.	Small, 59.0	59.0



Property Name	Type	Description	Filter Group and Version	Available Version
referralStage	String	Promotion stage to which the referral belongs.	Small, 59.0	59.0
transactionJournalIds	String[]	IDs of the transaction journal records created for the events.	Small, 59.0	59.0
voucherId	String	ID of the voucher belonging to the referred friend.	Small, 59.0	59.0
voucherList	String[]	The details of the voucher records that is created for the referral event.	Small, 62.0	62.0

## Referral Advocate Enrollment Output

Output representation of the request to create a referral program advocate.

### JSON example

```
{
  "contactId": "003RO000003vJeU",
  "memberId": "01MRO00000000nO",
  "membershipNumber": "DemoJun21",
  "programName": "DemoProgram",
  "promotionReferralCode": "ZB74ANSO-DemoPromo1",
  "transactionJournals": [
    {
      "activityDate": "2023-06-21T13:37:26.000Z",
      "journalSubType": "Member Enrollment",
      "journalType": "Referral",
      "membershipNumber": "DemoJun21",
      "programName": "DemoProgram",
      "status": "Processed",
      "transactionJournalId": "01VRO00000002wV"
    }
  ]
}
```

Property Name	Type	Description	Filter Group and Version	Available Version
contactId	String	ID of the contact that's created for the advocate.	Small, 59.0	59.0
memberId	String	ID of the Loyalty Program Member record created for the advocate.	Small, 59.0	59.0
membershipNumber	String	Membership number of the advocate.	Small, 59.0	59.0
programName	String	Name of the referral program in which the advocate is enrolled.	Small, 59.0	59.0

Property Name	Type	Description	Filter Group and Version	Available Version
promotionReferralCode	String	Promotion referral code used by the advocate to join the referral program.  The promotion referral code consists of the promotion code with which the referral member enrolls and the referral code that's used to join the referral program. A hyphen separates the promotion code and the referral code. For example, if the referral code is ABC and the promotion code is 123, then the promotion referral code is ABC-123.	Small, 59.0	59.0
transactionJournals	<a href="#">Advocate Enrollment Transaction Journal Output[]</a>	List of transaction journals that are created for the advocate's enrollment.	Small, 59.0	59.0

## Referral Advocate Profile Output

Represents the output for Referral Advocate Profile API.

### JSON Example

```
{
  "enrolledPromotionsList" : [
    {
      "programId": "01x1234567ABC",
      "programName": "RP1",
      "memberId" : "0qw12121212121ASD",
      "membershipNumber" : "mem1",
      "promotionName" : "Summer bonanza",
      "promotionCode" : "SMRBNZ",
      "promotionDescription" : "This is a summer promo",
      "promotionId" : "0op84848484848ASD",
      "promotionStartDate" : "2024-01-03T00:00:00",
      "promotionEndDate" : "2025-01-04T00:00:00",
      "promotionPageUrl" : "https://www.nike.com",
      "promotionImageUrl" : "https://www.nike.com/098wqwqwq-898q9ww",
      "isMemberPromotionEnrollementActive" : true,
      "memberReferralCode" : "GTRFDSX09",
      "memberReferralUrl" : "https://www.nike.com/GTRFDSX09-SMRBNZ",
      "memberPromotionSummary" : {
        "referralCount" : 6,
        "referralsOnStageFourCount" : 2,
        "referralsOnStageFiveCount", 1,
        "vouchersIssuedCount" : 3
      }
    }
  ],
}
```

```

"eligiblePromotionsList" : [
  {
    "programId": "01x1234567ABC",
    "programName": "RP1",
    "memberId" : "0qw12121212121ASD",
    "membershipNumber" : "mem1",
    "promotionName" : "Winter bonanza",
    "promotionCode" : "WNTRBNZ",
    "promotionDescription" : "This is a winter promo",
    "promotionId" : "0op8484848467ASF",
    "promotionStartDate" : "2024-01-03T00:00:00",
    "promotionEndDate" : "2025-01-04T00:00:00",
    "promotionPageUrl" : "https://www.adidas.com",
    "promotionImageUrl" : "https://www.adidas.com/098wqwqwq-898q9ww",
    "isMemberPromotionEnrollementActive" : false
  }
],
"programSummary" : {
  "referralCount" : 14,
  "referralsOnStageFourCount" : 6,
  "referralsOnStageFiveCount", 3,
  "vouchersIssuedCount" : 8
},
"referralSummaryList" : [
  {
    "referredPartyName":"Michael Clare",
    "referralId":"01x567687878GVBH",
    "promotionId":"0opujh343jdbCGVF",
    "promotionName":"Summer Bonanza",
    "referralLastModifiedDate":"2024-06-17T00:00:00",
    "promotionStageName":"Advocate Refers Friend",
    "contactId" : "0c300000000000001A",
    "referralCreationDate" : "2024-06-12T00:00:00"
  }
]
}

```

Table 1: Properties

Property Name	Type	Description	Filter Group and Version	Available Version
eligiblePromotionsList	Referral Promotion Output []	The list of promotions that the advocate is eligible for.	Small, 62.0	62.0
enrolledPromotionsList	Referral Promotion Output [] on page 136	The list of promotions that the advocate is enrolled in.	Small, 62.0	62.0
programSummary	Referral Statistics Output [] on page 137	referral statistics in thw whole program for advocate	Small, 62.0	62.0

Property Name	Type	Description	Filter Group and Version	Available Version
referralSummaryList	<a href="#">Referral Info Output []</a> on page 137	The list of referrals that the advocate has submitted.	Small, 62.0	62.0

## Referral Promotion Output

Represents the output for Referral Promotion.

Property Name	Type	Description	Filter Group and Version	Available Version
<del>isPromotionActive</del>	Boolean	Indicates whether the advocate's enrollment in the referral promotion active.	Small, 62.0	62.0
memberId	String	The ID of the advocate's Loyalty Program Member record.	Small, 62.0	62.0
<del>memberPromotionSummary</del>	<a href="#">Referral Statistics Output []</a>	The details of the referrals that the advocate has submitted for the promotion.	Small, 62.0	62.0
memberReferralCode	String	The referral code of the advocate.	Small, 62.0	62.0
memberReferralUrl	URL	The referral URL of the advocate.	Small, 62.0	62.0
membershipNumber	String	The unique referral program membership number of the advocate.	Small, 62.0	62.0
programId	String	The ID of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0
programName	String	The name of the referral promotion that the advocate is a part of.	Small, 62.0	62.0
promotionCode	String	The unique code of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0
promotionDescription	String	The description of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0
promotionEndDate	Date	The end date of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0
promotionId	String	The ID of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0
promotionImageUrl	URL	The image URL of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0
promotionName	String	The name of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0
promotionPageUrl	URL	The promotion page URL of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0

Property Name	Type	Description	Filter Group and Version	Available Version
promotionStartDate	Date	The start date of the referral promotion that the advocate is enrolled in.	Small, 62.0	62.0

## Referral Statistics Output

Represents the response for Referral Statistics.

Property Name	Type	Description	Filter Group and Version	Available Version
referralCount	Integer	The count of referrals that the advocate has submitted till date.	Small, 62.0	62.0
referralStageFiveCount	Integer	The count of advocate referrals that are in stage five of the promotion.	Small, 62.0	62.0
referralStageFourCount	Integer	The count of advocate referrals that are in stage four of the promotion.	Small, 62.0	62.0
voucherIssuedCount	Integer	The count of vouchers issued to the advocate by the promotion.	Small, 62.0	62.0

## Referral Info Output

Represents the response for list of referrals.

Property Name	Type	Description	Filter Group and Version	Available Version
promotionId	String	The ID of the promotion.	Small, 62.0	62.0
promotionName	String	The name of the promotion	Small, 62.0	62.0
promotionStageName	String	The current promotion stage of the referral.	Small, 62.0	62.0
referralCreationDate	String	The date on which the current promotion stage was created.	Small, 62.0	62.0
referralId	String	The ID of the referral.	Small, 62.0	62.0
referralLastModifiedDate	Date	The date when the referral record was last modified.	Small, 62.0	62.0
referredPartyContactId	String	The ID of the contact that belongs to the referred party.	Small, 62.0	62.0
referredPartyName	String	Name of the referred party.	Small, 62.0	62.0

## CHAPTER 6 Referral Marketing Standard Invocable Actions

In this chapter ...

- [Create Referral Event](#)

Create and manage referral programs for your organization using invocable actions.. For more information on standard invocable actions, see [REST API Developer Guide](#) and [Actions Developer Guide](#).

## Create Referral Event

---

Create referral event records when an advocate refers a friend, or when referred friends sign up or make a purchase.

This action is available in API version 60.0 and later for users with the Referral Marketing license.

### Supported REST HTTP Methods

#### URI

`/services/data/vXX.X/actions/standard/processReferralEvent`

#### Formats

JSON

#### HTTP Methods

POST

#### Authentication

Authorization: Bearer *token*

### Inputs

Input	Details
<code>activityDateTime</code>	<p><b>Type</b> DateTime</p> <p><b>Description</b> Required. The date and time when the referral event took place.</p>
<code>eventType</code>	<p><b>Type</b> String</p> <p><b>Description</b> Required. The type of event that the referral completed. Possible values are:</p> <ul style="list-style-type: none"> <li>Refer</li> <li>Enrollment</li> <li>Purchase</li> </ul>
<code>externalReferenceNumber</code>	<p><b>Type</b> String</p> <p><b>Description</b> The number generated by an external system for the referral event.</p>
<code>referralCode</code>	<p><b>Type</b> String</p>

**Input****Details**

---

	<b>Description</b> Required. The referral code used by a referral to sign up as a customer, or to make a purchase. The referral code is a combination of the advocate's referral code and the promotion code separated by a hyphen.
referralContactId	<b>Type</b> String <b>Description</b> The contact ID of the referral who signed up to be a customer, or to make a purchase.
referralEmail	<b>Type</b> String <b>Description</b> The email address of the referral who has signed up to be a customer, or to make a purchase.
referralFirstName	<b>Type</b> String <b>Description</b> The first name of the referral who signed up to be a customer, or to make a purchase.
referralLastName	<b>Type</b> String <b>Description</b> The last name of the referral who signed up to be a customer, or to make a purchase.
productId	<b>Type</b> String <b>Description</b> The ID of the product that the referral purchased.
purchaseAmount	<b>Type</b> String <b>Description</b> The amount the referral spent to purchase one or more units of a product.
purchaseQuantity	<b>Type</b> String <b>Description</b> The number of units that the referral purchased of a product.

---

---



## Outputs

Output	Details
contactId	<p><b>Type</b> String</p> <p><b>Description</b> The ID of the contact record that's either created for the referral or that uniquely identifies the referral.</p>
referralId	<p><b>Type</b> String</p> <p><b>Description</b> The ID of the referral record of the person who was referred, or whose referral event is processed.</p>
referralStage	<p><b>Type</b> String</p> <p><b>Description</b> The current stage of the referral promotion for a referral. Possible values are:</p> <ul style="list-style-type: none"> <li>• Promotion Launched</li> <li>• Advocate Joins Promotion</li> <li>• Advocate Refers Friend</li> <li>• Friend Signs Up</li> <li>• Friend Completes First Purchase</li> </ul>
transactionJournalIds	<p><b>Type</b> String</p> <p><b>Description</b> The comma separate list of transaction journal IDs created to process the referral event.</p>
voucherId	<p><b>Type</b> String</p> <p><b>Description</b> The ID of the voucher issued to either the referral signing up or to the advocate after the referral completes a purchase.</p>

## Example

### Sample Request

```
{
  "inputs": [
    {
      "referralCode": "referralCode-promotionCode",
```

```
    "referralContactId":"003xx000004WkhEAS",
    "referralFirstName":"Michael",
    "referralLastName":"Clare",
    "referralEmail":"mclare@salesforce.com",
    "activityDateTime":"2021-04-13T00:00:00",
    "eventType":"Purchase",
    "productId":"01ttx0000006iGyAAI",
    "purchaseAmount":40000,
    "purchaseQuantity":34,
    "externalReferenceNumber":"003xx0000000fxEAA"
  }
]
}
```

### Sample Response

```
[
  {
    "actionName":"processReferralEvent",
    "errors":null,
    "isSuccess":true,
    "outputValues":{
      "contactId":"003RM00000809ZT",
      "transactionJournalIds":[
        "01VRM0000002qtT",
        "01VRM0000002qtU"
      ],
      "referralId":"0wiRM0000004CPf",
      "referralStage":"Friend Completes First Purchase",
      "voucherId":"0kDRM0000004DZl2AM"
    },
    "version":1
  }
]
```

## CHAPTER 7 Referral Marketing Metadata API Types

### In this chapter ...

- [Flow for Referral Marketing](#)
- [Loyalty Program Setup](#)

Metadata API enables you to access some types and feature settings that you can customize in the user interface.

For more information about Metadata API and to find a complete reference of existing metadata types, see [Metadata API Developer Guide](#).

## Flow for Referral Marketing

---

Represents the metadata associated with a flow. With Flow, you can create an application that navigates users through a series of screens to query and update records in the database. You can also execute logic and provide branching capability based on user input to build dynamic applications.

### FlowActionCall

Referral Marketing exposes additional `actionType` values for the `FlowActionCall` Metadata type. For more information on Flow and `FlowActionCall` metadata type, see [Flow](#).

Field Name	Field Type	Description
<code>actionType</code>	InvokableActionType (enumeration of type string)	<p>Required. The action type. Additional valid values only for Referral Marketing include:</p> <ul style="list-style-type: none"> <li><code>processReferralEvent</code>—Create referral event records when an advocate refers a friend, or when referred friends sign up or make a purchase. This value is available in API version 60.0 and later.</li> </ul>

## IndustriesReferralMarketingSettings

---

Represents the settings to enable capabilities of Referral Marketing.

In the package manifest, all organization settings metadata types are accessed using the Settings name. See [Settings](#) for more details.

### Parent Type

This type extends the `Metadata` metadata type and inherits its `fullName` field.

### File Suffix and Directory Location

`IndustriesReferralMarketingSettings` values are stored in a single file named `IndustriesReferralMarketing.settings` in the `settings` folder. The `.settings` files are different from other named components because there's only one settings file for each settings component.

### Version

`IndustriesReferralMarketingSettings` components are available in API version 59.0 and later.

## Fields

Field Name	Field Type	Description
<code>enableMarketingCloudIntegration</code>	boolean	Indicates whether the capability to integrate Referral Marketing with Marketing Cloud is enabled ( <code>true</code> ) or not ( <code>false</code> ). The default value is <code>false</code> . This field is available in API version 59.0 and later.



**Tip:** To enable the capability that uses Data Cloud data graphs to query for Data Cloud segments that customers belong to, see the `enableSegmentQueryByDataGraph` field of the [IndustriesLoyaltySettings metadata type](#) in the Loyalty Management Developer Guide.

## Declarative Metadata Sample Definition

The following is an example of a `IndustriesReferralMarketingSettings` component.

```
<?xml version="1.0" encoding="UTF-8"?>
<IndustriesReferralMarketingSettings
  xmlns="http://soap.sforce.com/2006/04/metadata">
  <enableMarketingCloudIntegration>false</enableMarketingCloudIntegration>
</IndustriesReferralMarketing>
```

The following is an example `package.xml` that references the previous definition.

```
<?xml version="1.0" encoding="UTF-8"?>
<Package
  xmlns="http://soap.sforce.com/2006/04/metadata">
  <types>
    <members>IndustriesReferralMarketing</members>
    <name>Settings</name>
  </types>
  <version>59.0</version>
</Package>
```

## Wildcard Support in the Manifest File

The wildcard character `*` (asterisk) in the `package.xml` manifest file doesn't apply to metadata types for feature settings. The wildcard applies only when retrieving all settings, not for an individual setting. For details, see [Settings](#). For information about using the manifest file, see [Deploying and Retrieving Metadata with the Zip File](#).

## LoyaltyProgramSetup

Represents the configuration of a loyalty program process including its parameters and rules. Program processes determine how new transaction journals are processed. When new transaction journals meet the criteria and conditions for a program process, actions that are set up in the process are triggered for the transaction journals.



**Important:** Where possible, we changed noninclusive terms to align with our company value of Equality. We maintained certain terms to avoid any effect on customer implementations.

## Parent Type

This type extends the Metadata metadata type and inherits its `fullName` field.

## File Suffix and Directory Location

LoyaltyProgramSetup components have the suffix `loyaltyProgramSetup` and are stored in the `loyaltyProgramSetups` folder.

## Version

LoyaltyProgramSetup components are available in API version 54.0 and later for Loyalty Management and in API version 59.0 and later for Referral Marketing.

## Special Access Rules

To use this metadata type, your org must have either B2C - Loyalty, B2C - Loyalty Plus, Loyalty Management - Growth, Loyalty Management - Advanced, or Referral Marketing license enabled.

## Fields


Field Name	Description
<code>label</code>	<p><b>Field Type</b> string</p> <p><b>Description</b> Name of the loyalty program that the program process is associated with. If a loyalty program or referral program with the specified name doesn't exist, a new LoyaltyProgram record is created. The name of a program must contain at least one alphanumeric character.</p>
<code>programProcesses</code>	<p><b>Field Type</b> <a href="#">LoyaltyProgramProcess[]</a> on page 146</p> <p><b>Description</b> Collection of loyalty program processes associated with a loyalty program or a referral program.</p>

## LoyaltyProgramProcess

Represents a collection of fields relating to a loyalty program process.

Field Name	Description
<code>description</code>	<p><b>Field Type</b> string</p>

Field Name	Description
	<p><b>Description</b></p> <p>The description of the loyalty program process.</p>
executionType	<p><b>Field Type</b></p> <p>LoyaltyPgmProcExecutionType (enumeration of type string)</p> <p><b>Description</b></p> <p>The mode of processing transaction journals by the loyalty program process.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Batch</li> <li>• BatchAndRealTime</li> <li>• RealTime</li> </ul>
journalSubType	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>The subtype of transaction journals processed by the loyalty program process.</p>
journalType	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>The type of transaction journal processed by the loyalty program process.</p> <p>Possible values for loyalty program:</p> <ul style="list-style-type: none"> <li>• Accrual</li> <li>• Redemption</li> </ul> <p>Possible value for referral program:</p> <ul style="list-style-type: none"> <li>• Referral</li> </ul>
loyaltyTierGroup	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>The tier group of a loyalty program. This field is available in API version 56.0 and later. This field isn't applicable for referral programs.</p>
parameters	<p><b>Field Type</b></p> <p><a href="#">LoyaltyProgramProcessParameter[]</a> on page 148</p> <p><b>Description</b></p> <p>The parameters associated with the loyalty program process.</p>
processName	<p><b>Field Type</b></p> <p>string</p>

Field Name	Description
	<p><b>Description</b></p> <p>Required.</p> <p>The name of the loyalty program process.</p>
processType	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>Required.</p> <p>The type of records processed by the loyalty program process. For referral programs, the process type is <code>TransactionJournal</code>.</p>
rules	<p><b>Field Type</b></p> <p><a href="#">LoyaltyProgramProcessRule[]</a> on page 152</p> <p><b>Description</b></p> <p>The rules associated with the loyalty program process.</p>
status	<p><b>Field Type</b></p> <p>LoyaltyPgmProcStatus (enumeration of type string)</p> <p><b>Description</b></p> <p>The status of the loyalty program process.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Draft</li> <li>• Inactive</li> </ul> <p> <b>Note:</b> Only active program processes can process transaction journals.</p>

## LoyaltyProgramProcessParameter

Represents a collection of fields relating to a parameter that's associated with the program process. Parameters are dynamic or fixed values that are used in rule. You can define the value of a parameter based on its type and data type.

Field Name	Description
condition	<p><b>Field Type</b></p> <p><a href="#">LoyaltyProgramProcessCondition</a> on page 150</p> <p><b>Description</b></p> <p>The filter condition that decides which records are stored in the parameter.</p>
dataType	<p><b>Field Type</b></p> <p>LoyaltyPgmProcParmDataType (enumeration of type string)</p>



Field Name	Description
	<p><b>Description</b></p> <p>The data type of the parameter. Determines the type of value that can be stored in the parameter.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Boolean</li> <li>• Date</li> <li>• DateTime</li> <li>• Numeric</li> <li>• Subject</li> <li>• Text</li> </ul>
decimalPlaces	<p><b>Field Type</b></p> <p>int</p> <p><b>Description</b></p> <p>The number of decimal places supported by the parameter when it is of the type Variable and data type Numeric.</p>
description	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>The description of the parameter.</p>
isCollection	<p><b>Field Type</b></p> <p>boolean</p> <p><b>Description</b></p> <p>Indicates whether the parameter can store multiple values when it is of the type Variable.</p>
isInput	<p><b>Field Type</b></p> <p>boolean</p> <p><b>Description</b></p> <p>Indicates whether a parameter can be used as an input outside the loyalty program process.</p>
isOutput	<p><b>Field Type</b></p> <p>boolean</p> <p><b>Description</b></p> <p>Indicates whether a parameter can be used as an output outside the loyalty program process.</p>
objectName	<p><b>Field Type</b></p> <p>string</p>

Field Name	Description
	<p><b>Description</b></p> <p>Name of the object whose records are stored by the parameter when it is of the type Variable and data type sObject.</p>
parameterName	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>Required.</p> <p>The name of the parameter.</p>
parameterType	<p><b>Field Type</b></p> <p>LoyaltyPgmProcParmType (enumeration of type string)</p> <p><b>Description</b></p> <p>The type of value the parameter can store.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Constant</li> <li>• Formula</li> <li>• Variable</li> </ul>
value	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>The value of the parameter when it is of the type Variable or Formula and isn't of the data type sObject.</p>

## LoyaltyProgramProcessCondition

Represents a collection of fields relating to a condition. Conditions filter records that parameters store or check whether child actions must be triggered for a transaction journal.

Field Name	Description
conditionCriteria	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>Required.</p> <p>The criteria that determine when the condition is met by a record or by a transaction journal.</p>
conditionFilterCriteria	<p><b>Field Type</b></p> <p><a href="#">LoyaltyProgramProcessConditionFilterCriteria[]</a> on page 151</p>

Field Name	Description
	<p><b>Description</b></p> <p>The filter criteria that determines which records or transaction journals are filtered.</p>
conditionName	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>Required.</p> <p>The name of the condition.</p>

## LoyaltyProgramProcessConditionFilterCriteria

Represents a collection of fields relating to a filter criteria that's part of a condition. Multiple filter criteria can be added for a condition. Filter criteria determine which records are filtered by related condition.

Field Name	Description
operator	<p><b>Field Type</b></p> <p>LoyaltyPgmProcCondOperator (enumeration of type string)</p> <p><b>Description</b></p> <p>Required.</p> <p>The operator of the filter criteria.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Contains</li> <li>• DoesNotContain</li> <li>• EndsWith</li> <li>• Equals</li> <li>• GreaterThan</li> <li>• GreaterThanOrEquals</li> <li>• IsNotNull</li> <li>• IsNull</li> <li>• LessThan</li> <li>• LessThanOrEquals</li> <li>• NotEquals</li> <li>• StartsWith</li> </ul>
sequence	<p><b>Field Type</b></p> <p>int</p> <p><b>Description</b></p> <p>Required.</p>

Field Name	Description
	The sequence number of the filter criteria within a condition.
sourceFieldName	<p><b>Field Type</b> string</p> <p><b>Description</b> Required. The name of the field used in the filter criteria.</p>
value	<p><b>Field Type</b> string</p> <p><b>Description</b> The value of the filter criteria.</p>
valueType	<p><b>Field Type</b> LoyaltyPgmProcCondType (enumeration of type string)</p> <p><b>Description</b> Required. The type of value specified in the filter criteria. Possible values are:</p> <ul style="list-style-type: none"> <li>• Formula</li> <li>• Literal</li> <li>• Lookup</li> <li>• Parameter</li> </ul>

## LoyaltyProgramProcessRule

Represents a collection of fields relating to a rule. A rule consists of a set of conditions and actions.

Field Name	Description
actions	<p><b>Field Type</b> <a href="#">LoyaltyProgramProcessAction[]</a> on page 154</p> <p><b>Description</b> The actions associated with the rule.</p>
conditions	<p><b>Field Type</b> <a href="#">LoyaltyProgramProcessCondition[]</a> on page 150</p> <p><b>Description</b> The conditions associated with the rule.</p>

Field Name	Description
description	<b>Field Type</b> string <b>Description</b> The description of the rule.
endDate	<b>Field Type</b> date <b>Description</b> The date until which the rule processes transaction journals.
previousRule	<b>Field Type</b> string <b>Description</b> The rule that processes new transaction journals before the current rule. The current rule is triggered when the previous rule completes processing transaction journals.
promotion	<b>Field Type</b> string <b>Description</b> The promotion associated with the rule. When a promotion is associated with a rule, the start date, end date, and status of the promotion determines the corresponding fields of the rule.
ruleName	<b>Field Type</b> string <b>Description</b> Required. The name of the rule.
startDate	<b>Field Type</b> date <b>Description</b> The date from which the rule starts processing transaction journals.
status	<b>Field Type</b> LoyaltyPgmProcRuleStatus (enumeration of type string) <b>Description</b> The status of the rule. Possible values are: <ul style="list-style-type: none"><li>• Active</li><li>• Draft</li></ul>



Field Name	Description
	<ul style="list-style-type: none"> <li>Inactive</li> </ul>
stepMappings	<p><b>Field Type</b>  <a href="#">LoyaltyProgramProcessRuleStepMapping[]</a> on page 158</p> <p><b>Description</b>            The list of step mappings associated with rule.</p>

## LoyaltyProgramProcessAction


Represents a collection of fields relating to an action.

Field Name	Description
actionName	<p><b>Field Type</b>            string</p> <p><b>Description</b>            Required.            The name of the action.</p>
actionParameters	<p><b>Field Type</b>  <a href="#">LoyaltyProgramProcessActionParameter[]</a> on page 157</p> <p><b>Description</b>            The parameters of the action.</p>
actionType	<p><b>Field Type</b>            LoyaltyPgmProcActionType (enumeration of type string)</p> <p><b>Description</b>            Required.            The type of action.            Possible values are:</p> <ul style="list-style-type: none"> <li>These values are used in Loyalty Management:               <ul style="list-style-type: none"> <li>AssignParameterValues—Assigns values to parameters.</li> <li>AssignBadgeToMember—Assigns a badge to a loyalty program member. This value is available in API version 56.0 and later.</li> <li>Crud—Creates or updates records in the target object. This value is available in API version 56.0 and later.</li> <li>CheckMemberBadgeAssignment—Checks whether a badge is assigned to a loyalty program member. This value is available in API version 56.0 and later.</li> <li>ChangeMemberTier—Changes the tier of a loyalty program member. This value is available in API version 56.0 and later.</li> </ul> </li> </ul>

Field Name	Description
	<ul style="list-style-type: none"> <li>- <code>CreditPoints</code>—Credits points to the loyalty program member associated with the transaction journal that's processed by the rule.</li> <li>- <code>DebitPoints</code>—Debits points from the points balance of the loyalty program member associated with the transaction journal that's processed by the rule.</li> <li>- <code>GetMemberAttributesValues</code>—Gets the details of the loyalty program member's attribute value for the selected engagement attribute. This value is available in API version 55.0 and later.</li> <li>- <code>GetMemberPointBalance</code>—Gets the points balance of a loyalty program member.</li> <li>- <code>GetMemberPromotions</code>—Get promotions of a loyalty program member. This value is available in API version 56.0 and later.</li> <li>- <code>GetMemberTier</code>—Gets the tier details of a loyalty program member.</li> <li>- <code>GetOutputsFromDecisionTable</code>—Gets outputs provided by a decision table. This value is available in API version 56.0 and later.</li> <li>- —Adds the specified value to the loyalty program member's usage towards achieving a cumulative promotion by a specified value.</li> <li>- <code>IncreaseUsageForCumulativePromotion</code>—Increases a loyalty program member's usage for a cumulative promotion.</li> <li>- <code>IssueVoucher</code>—Issues a voucher to the loyalty program member associated with the transaction journal that's processed by the rule.</li> <li>- <code>RedeemVoucher</code>—Redeems a voucher for the loyalty program member associated with the transaction journal that's processed by the rule. This value is available in API version 58.0 and later.</li> <li>- —Updates the loyalty program member's usage towards achieving a cumulative promotion by a specified value.</li> <li>- <code>RunFlow</code>—Runs a flow.</li> <li>- <code>RunProgramProcess</code>—Runs an active loyalty program process as a subprocess. This value is available in API version 56.0 and later.</li> <li>- <code>SendMail</code>—Sends emails to the loyalty program member for whom the process is run. This value is available in API version 59.0 and later.</li> <li>- <code>UpdateCurrentValueForMemberAttribute</code>—Updates the loyalty program member's current attribute value for the selected engagement attribute. This value is available in API version 55.0 and later.</li> <li>- <code>UpdatePointBalance</code>—Updates the points balance of the loyalty program member associated with the transaction journal that's processed by the rule.</li> <li>- <code>UpdateUsageForCumulativePromotion</code>—Updates a loyalty program member's usage for a cumulative promotion.</li> </ul> <ul style="list-style-type: none"> <li>• These values are used in Referral Marketing: <ul style="list-style-type: none"> <li>- <code>AssignParameterValues</code>—Assigns values to parameters.</li> <li>- <code>Crud</code>—Creates or updates records in the target object.</li> </ul> </li> </ul>

Field Name	Description
	<ul style="list-style-type: none"> <li>- <code>GetMemberAttributesValues</code>—Gets the details of an advocate's attribute value for the selected engagement attribute.</li> <li>- <code>GetMemberPromotions</code>—Gets the promotions of an advocate.</li> <li>- <code>GetOutputsFromDecisionTable</code>—Gets outputs provided by a decision table.</li> <li>- <code>IssueVoucher</code>—Issues a voucher to an advocate or a referred friend.</li> <li>- <code>RedeemVoucher</code>—Redeems a voucher for an advocate or a friend.</li> <li>- <code>SendMail</code>—Sends emails to a referral program's advocates and referrals.</li> <li>- <code>UpdateCurrentValueForMemberAttribute</code>—Updates an advocate's current attribute value for the selected engagement attribute.</li> </ul>
<code>crudActionType</code>	<p><b>Field Type</b> LoyaltyPgmProcCrudActType (enumeration of type string)</p> <p><b>Description</b> The type of operation to perform on target object records by the action. This field is available from API version 56.0 and later.</p> <p> <b>Note:</b> This field is required when the <code>actionType</code> field value is CRUD.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• <code>create</code></li> <li>• <code>update</code></li> </ul>
<code>decisionTable</code>	<p><b>Field Type</b> string</p> <p><b>Description</b> The decision that's invoked by the action for the transaction journal that's processed by the rule.</p>
<code>decisionTableDatasetLink</code>	<p><b>Field Type</b> string</p> <p><b>Description</b> The dataset link associated with the selected decision table.</p>
<code>entityApiName</code>	<p><b>Field Type</b> string</p> <p><b>Description</b> The API name of the target object. This field is available from API version 56.0 and later.</p> <p> <b>Note:</b> This field is required when the <code>actionType</code> field value is CRUD.</p>
<code>flowDefinition</code>	<p><b>Field Type</b> string</p>



Field Name	Description
	<p><b>Description</b></p> <p>The flow that's run by the action for the transaction journal that's processed by the rule. The selected flow must be of the type <code>LoyaltyManagementFlow</code>.</p>
<code>loyaltyProgramProcess</code>	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>The subprogram processes that's run by the action. This field is available from API version 56.0 and later.</p> <p> <b>Note:</b> This field is required when the <code>actionType</code> field value is <code>RunProgramProcess</code>.</p>

## LoyaltyProgramProcessActionParameter

Represents a collection of fields relating to an action parameter. A parameter is either an input or an output for the action. Input parameters store the values used by the action. Output parameters store the result of the action.

Field Name	Description
<code>operator</code>	<p><b>Field Type</b></p> <p><code>LoyaltyPgmProcActParamOper</code> (enumeration of type string)</p> <p><b>Description</b></p> <p>The type of operator used in the action. This field is available in API version 56.0 and later.</p> <p>Possible value is:</p> <ul style="list-style-type: none"> <li>• <code>Equals</code></li> </ul>
<code>parameterName</code>	<p><b>Field Type</b></p> <p>string</p> <p><b>Description</b></p> <p>Required.</p> <p>The name of parameter. The parameter name must be the same as the input or the output field that's supported depending on the associated action's type.</p>
<code>sequenceNumber</code>	<p><b>Field Type</b></p> <p>int</p> <p><b>Description</b></p> <p>The sequence number of the parameter in the action. This field is available in API version 56.0 and later.</p>

Field Name	Description
value	<p><b>Field Type</b> string</p> <p><b>Description</b> Required. The value of the parameter.</p>
valueType	<p><b>Field Type</b> LoyaltyPgmProcActParamType (enumeration of type string)</p> <p><b>Description</b> The type of value to provide in the parameter. This field is available in API version 56.0 and later. Possible values are:</p> <ul style="list-style-type: none"> <li>• <code>Literal</code>—A constant value.</li> <li>• <code>Parameter</code>—A runtime value passed using a parameter.</li> </ul>

## LoyaltyProgramProcessRuleStepMapping

Represents a collection of fields relating to a step mapping. Map conditions with child actions or map an action without a parent step.

Field Name	Description
associatedStep	<p><b>Field Type</b> string</p> <p><b>Description</b> Required. The action that's associated with the mapping.</p>
parentStep	<p><b>Field Type</b> string</p> <p><b>Description</b> The condition that contains one or more child actions.</p>
sequence	<p><b>Field Type</b> int</p> <p><b>Description</b> Required. The sequence number of the mapping within a rule.</p>

## Declarative Metadata Sample Definition

The following is an example of a LoyaltyProgramSetup component.

```
<?xml version="1.0" encoding="UTF-8"?>
<LoyaltyProgramSetup xmlns="http://soap.sforce.com/2006/04/metadata">
  <label>Cloud Kicks Inner Circle</label>
  <programProcesses>
    <executionType>RealTime</executionType>
    <parameters>
      <dataType>Numeric</dataType>
      <decimalPlaces>0</decimalPlaces>
      <isCollection>>false</isCollection>
      <isInput>>false</isInput>
      <isOutput>>false</isOutput>
      <parameterName>VoucherValue</parameterName>
      <parameterType>Constant</parameterType>
      <value>50</value>
    </parameters>
    <processName>Issue Vouchers</processName>
    <processType>Transaction Journal</processType>
    <rules>
      <actions>
        <actionName>Issue High Transaction Value Voucher</actionName>
        <actionParameters>
          <operator>Equals</operator>
          <parameterName>VoucherDefinitionName</parameterName>
          <sequenceNumber>1</sequenceNumber>
          <value>Voucher for High Value Transactions</value>
          <valueType>Literal</valueType>
        </actionParameters>
        <actionParameters>
          <operator>Equals</operator>
          <parameterName>VoucherCode</parameterName>
          <sequenceNumber>2</sequenceNumber>
          <value>{!TransactionJournal.Order.Id}</value>
        </actionParameters>
        <actionParameters>
          <operator>Equals</operator>
          <parameterName>VoucherEffectiveDate</parameterName>
          <sequenceNumber>3</sequenceNumber>
          <value>DATEVALUE(&quot;2021-11-21 00:00:00&quot;)</value>
        </actionParameters>
        <actionParameters>
          <operator>Equals</operator>
          <parameterName>VoucherExpirationDate</parameterName>
          <sequenceNumber>4</sequenceNumber>
          <value>DATEVALUE(&quot;2022-01-01 00:00:00&quot;)</value>
        </actionParameters>
        <actionParameters>
          <operator>Equals</operator>
          <parameterName>VoucherFaceValue</parameterName>
          <sequenceNumber>5</sequenceNumber>
          <value>{!VoucherValue}</value>
        </actionParameters>
      </actions>
    </rules>
  </programProcesses>
</LoyaltyProgramSetup>
```

```

        <actionType>IssueVoucher</actionType>
    </actions>
    <conditions>
        <conditionCriteria>1</conditionCriteria>
        <conditionFilterCriteria>
            <operator>GreaterThanOrEquals</operator>
            <sequence>1</sequence>
            <sourceFieldName>TransactionJournal.TransactionAmount</sourceFieldName>

            <value>100</value>
            <valueType>Literal</valueType>
        </conditionFilterCriteria>
        <conditionName>New Condition</conditionName>
        <conditionType>Condition</conditionType>
    </conditions>
    <endDate>2022-01-01</endDate>
    <ruleName>Issue Voucher for Transactions Above $100</ruleName>
    <startDate>2021-11-21</startDate>
    <status>Draft</status>
    <stepMappings>
        <associatedStep>New Condition</associatedStep>
        <sequence>1</sequence>
    </stepMappings>
    <stepMappings>
        <associatedStep>Issue High Transaction Value Voucher</associatedStep>
        <parentStep>New Condition</parentStep>
        <sequence>1</sequence>
    </stepMappings>
</rules>
    <status>Draft</status>
</programProcesses>
</LoyaltyProgramSetup>

```

The following is an example `package.xml` that references the previous definition.

```

<?xml version="1.0" encoding="UTF-8"?>
<!--
  ~ Copyright 2020 Salesforce, Inc.
  ~ All Rights Reserved
  ~ Company Confidential
-->
<Package xmlns="http://soap.sforce.com/2006/04/metadata">
    <types>
        <members>*</members>
        <name>LoyaltyProgramSetup</name>
    </types>
    <version>54.0</version>
</Package>

```

## Wildcard Support in the Manifest File

This metadata type supports the wildcard character `*` (asterisk) in the `package.xml` manifest file. For information about using the manifest file, see [Deploying and Retrieving Metadata with the Zip File](#).

## CHAPTER 8 Referral Mobile SDK

### In this chapter ...

- [Supported Versions of Tools and Components](#)
- [Referral Mobile SDK for iOS](#)
- [Referral Mobile SDK for Android](#)

Referral programs help increase brand awareness and build a loyal customer base for your brand. Integrate the referral program capability in a mobile application using the Referral Mobile Software Development Kit (SDK) for Android and iOS. Add the SDK as an external dependency in your custom mobile application, or add it to the existing Loyalty Management Mobile SDK, and extend the `MyNTOrewards` sample app to include referral promotions.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

## Supported Versions of Tools and Components

The Referral Mobile SDK works on iOS 15.0+ and Android 8.0+ versions. Install the tools and components required to set up the Referral Mobile SDK.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

### iOS

Tool or Component	Supported Version	Installation Details
Swift Version	5.7+	Installed by Xcode
Xcode	14.0+	Install from the App Store
iOS SDK	15.0+	Installed by Xcode
Swift Package Manager	5.7+	Included in Swift

### Android

Tool or Component	Supported Version	Installation Details
Android Studio Electric Eel	2022.1.1+	Install from the Android Developer site
Android SDK and APIs	8.0+ (API level 26+)	Install from the Android Developer site
Android SDK Tools	8.0+	Install from the Android Developer site
Android Virtual Device	8.0+	Install from Android Studio
Kotlin	1.8.0+	Installed by Android Studio

## Referral Mobile SDK for iOS

Clone and import the Referral Mobile iOS SDK to integrate the referral program feature in a mobile app.

### [Clone and Import Referral Mobile SDK for iOS](#)

Clone the Referral Mobile iOS SDK GitHub repository to copy the code base and revision history to your local computer. After you clone the repository, import the Referral Mobile iOS SDK in an Xcode project.

### [Integrate Referral Mobile iOS SDK into Loyalty Management Mobile iOS SDK](#)

Import the Referral Mobile iOS SDK into the existing Loyalty Management Mobile iOS SDK by adding it as an external dependency.

### [Referral Mobile SDK iOS Classes](#)

The iOS classes organize the Referral Mobile SDK's functionality and data structures. When developing mobile apps using the SDK, these classes provide components, services, or features with which you can interact.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

### [Referral Mobile SDK API Reference for iOS](#)


The Referral Mobile iOS SDK interacts with the Salesforce Referral REST APIs to manage referral-related operations, such as enrolling members in referral programs, and creating referral events.

### [Referral Customization for iOS](#)

After you build the Referral Mobile SDK for iOS, you can customize the referral UI components, and modify the referral-related configuration in the MyNTORewards sample app.

## Clone and Import Referral Mobile SDK for iOS

Clone the Referral Mobile iOS SDK GitHub repository to copy the code base and revision history to your local computer. After you clone the repository, import the Referral Mobile iOS SDK in an Xcode project.

1. Go to the [Referral Mobile SDK iOS repository](#).
2. To copy the repository URL to your clipboard, click **Code**, and then click .
3. Open Terminal, and go to the directory where you want to clone the repository.
4. Enter `git clone https://github.com/salesforce-misc/ReferralMobileSDK-iOS`.
5. Press Enter and wait for the repository to clone.
6. Open the project where you want to import `ReferralMobileSDK-iOS` in Xcode.
7. Go to **File > Swift Packages > Add Package Dependency**.
8. Click **Add Local**, and then select the local `ReferralMobileSDK-iOS` folder.
9. Select a version, and click **Add Package** and on the confirmation window, click **Add Package**.
10. To import the `ReferralMobileSDK-iOS` module into your Swift file, open the swift file where you want to use `ReferralMobileSDK-iOS`, and to the first line of code, add:

```
import ReferralMobileSDK
```

You can now use the classes, structures, and protocols in the `ReferralMobileSDK-iOS` module to manage and customize the referral program feature in your mobile application.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

## Integrate Referral Mobile iOS SDK into Loyalty Management Mobile iOS SDK

Import the Referral Mobile iOS SDK into the existing Loyalty Management Mobile iOS SDK by adding it as an external dependency.

1. Open the `LoyaltyMobileSDK-iOS` project in Xcode.
2. Go to **File > Swift Packages > Add Package Dependency**.
3. Enter the repository  
URL: `https://github.com/salesforce-misc/ReferralMobileSDK-iOS`, or if you've cloned the repository, click **Add Local**, and then select the local `ReferralMobileSDK-iOS` folder.
4. Select a version, and click **Add Package** and on the confirmation window, click **Add Package**.
5. To import the `ReferralMobileSDK-iOS` module into your Swift file, open the swift file where you want to use `ReferralMobileSDK-iOS`, and to the first line of code, add:

### EDITIONS

Available in: all editions that have Referral Marketing enabled

```
import ReferralMobileSDK
```

You can now use the classes, structures, and protocols in the `ReferralMobileSDK-iOS` module to extend, and manage the referral program feature in the `MyNTORewards` sample app.

## Referral Mobile SDK iOS Classes

The iOS classes organize the Referral Mobile SDK's functionality and data structures. When developing mobile apps using the SDK, these classes provide components, services, or features with which you can interact.

### [ReferralAPIManager](#)

The `ReferralAPIManager` class invokes and manages referral-related REST API requests. Use this class to interact with the Salesforce Referral Marketing APIs and manage referral-related operations.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

## ReferralAPIManager

The `ReferralAPIManager` class invokes and manages referral-related REST API requests. Use this class to interact with the Salesforce Referral Marketing APIs and manage referral-related operations.

## Methods

### referralEnrollment

Enroll an existing member to a given promotion using the membership number.

```
public func referralEnrollment(membershipNumber: String,
                               promotionCode: String,
                               memberStatus: String = MemberStatus.active.rawValue,
                               version: String = ReferralAPIVersion.defaultVersion,
                               devMode: Bool = false) async throws ->
    ReferralEnrollmentOutputModel
```

Enroll an existing member to a given promotion using the contact ID.

```
public func referralEnrollment(contactID: String,
                               promotionCode: String,
                               memberStatus: String = MemberStatus.active.rawValue,
                               version: String = ReferralAPIVersion.defaultVersion,
                               devMode: Bool = false) async throws ->
    ReferralEnrollmentOutputModel
```

Enroll a new member to a given promotion.

```
public func referralEnrollment(firstName: String,
                               lastName: String,
                               email: String,
                               membershipNumber: String,
                               promotionCode: String,
                               enrollmentChannel: ReferralEnrollmentChannel =
    ReferralEnrollmentChannel.mobile,
```



```

        memberStatus: String = MemberStatus.active.rawValue,
        tjStatementFrequency: TransactionJournalStatementFrequency
= .monthly,
        tjStatementMethod: TransactionJournalStatementMethod =
        .email,
        version: String = ReferralAPIVersion.defaultVersion,
        devMode: Bool = false) async throws ->
ReferralEnrollmentOutputModel

```

Parameter	Type	Description
contactID	String	Required. The contact ID of the existing member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.
country	String	The name of the country of the member.
devMode	Boolean	Indicates whether the method is run in the developer mode ( <code>true</code> ) or not ( <code>false</code> ).
email	String	Required. The email ID of the member.
enrollmentChannel	String	Channel used to join the referral program. Possible values are: <ul style="list-style-type: none"> <li>• CallCenter</li> <li>• Email</li> <li>• Franchise</li> <li>• Mobile</li> <li>• Partner</li> <li>• Pos</li> <li>• Print</li> <li>• Social</li> <li>• Store</li> <li>• Web</li> </ul> The default value is <code>Email</code> .
firstName	String	Required. The first name of the member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.
lastName	String	Required. The last name of the member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.

Parameter	Type	Description
<code>memberStatus</code>	String	Status of the new advocate after enrollment. Possible values are: <ul style="list-style-type: none"> <li>• <code>Active</code></li> <li>• <code>Inactive</code></li> <li>• Custom value - Any value defined in your org. For example, if an advocate must be evaluated before confirming enrollment, you can create a status called <code>On Hold</code> and assign it to this field.</li> </ul> The default value is <code>Active</code> .
<code>membershipNumber</code>	String	Required. The membership number of the existing member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.
<code>promotionCode</code>	String	Required. The promotion code to enroll for.
<code>state</code>	String	The name of the state of the member.
<code>transactionalJournalFrequency</code>	String	The frequency at which transaction statements must be generated for the advocate. Possible values are: <ul style="list-style-type: none"> <li>• <code>Monthly</code></li> <li>• <code>Quarterly</code></li> </ul> The default value is <code>Monthly</code> .
<code>transactionalJournalMethod</code>	String	Preferred method of receiving transaction journal statements. Possible values are: <ul style="list-style-type: none"> <li>• <code>Email</code></li> <li>• <code>Mail</code></li> </ul> The default value is <code>Email</code> .
<code>version</code>	String	The API version.

## referralEvent

Send referral emails to the given recipients.

```
public func referralEvent(emails: [String],
                        referralCode: String,
                        eventType: ReferralEventType = .refer,
```

```
version: String = ReferralAPIVersion.defaultVersion,
devMode: Bool = false) async throws -> ReferralEventOutputModel
```

Parameter	Type	Description
devMode	Boolean	Indicates whether the method is run in the developer mode ( <code>true</code> ) or not ( <code>false</code> ).
emails	String[]	Required. A list of recipient emails to share the referral code with.
eventType	String	The type of event. Possible values are: <ul style="list-style-type: none"> <li>• <code>Enrollment</code></li> <li>• <code>Purchase</code></li> <li>• <code>Refer</code></li> </ul> The default value is <code>Refer</code> .
referralCode	String	Required. The referral code to share with the recipients.
version	String	The API version.

## Referral Mobile SDK API Reference for iOS

The Referral Mobile iOS SDK interacts with the Salesforce Referral REST APIs to manage referral-related operations, such as enrolling members in referral programs, and creating referral events.

### EDITIONS

Available in: all editions that have Referral Marketing enabled.

#### [Referral Enrollment](#)

Enroll an existing or new customer to a referral promotion.

#### [Referral event](#)

Create referral event records when an advocate refers a friend, or when the referred friends sign up or make a purchase.

## Referral Enrollment

Enroll an existing or new customer to a referral promotion.

### Resource

```
referralEnrollment (membershipNumber:promotionCode:memberStatus:version:devMode)
```

```
referralEnrollment (contactID:promotionCode:memberStatus:version:devMode)
```

```
referralEnrollment (firstName:lastName:email:relationshipNumber:promotionCode:enrollmentChannel:memberStatus:startDate:frequency:startDateMethod:version:devMode)
```

## Signature

```
public func referralEnrollment(membershipNumber: String,
                              promotionCode: String,
                              memberStatus: String = MemberStatus.active.rawValue,
                              version: String = ReferralAPIVersion.defaultVersion,
                              devMode: Bool = false) async throws ->
ReferralEnrollmentOutputModel
```

```
public func referralEnrollment(contactID: String,
                              promotionCode: String,
                              memberStatus: String = MemberStatus.active.rawValue,
                              version: String = ReferralAPIVersion.defaultVersion,
                              devMode: Bool = false) async throws ->
ReferralEnrollmentOutputModel
```

```
public func referralEnrollment(firstName: String,
                              lastName: String,
                              email: String,
                              membershipNumber: String,
                              promotionCode: String,
                              enrollmentChannel: ReferralEnrollmentChannel =
ReferralEnrollmentChannel.mobile,
                              memberStatus: String = MemberStatus.active.rawValue,
                              tjStatementFrequency: TransactionJournalStatementFrequency
= .monthly,
                              tjStatementMethod: TransactionJournalStatementMethod =
.email,
                              version: String = ReferralAPIVersion.defaultVersion,
                              devMode: Bool = false) async throws ->
ReferralEnrollmentOutputModel
```

## Input Parameters

Parameter	Type	Description
contactID	String	Required. The contact ID of the existing member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.
country	String	The name of the country of the member.
devMode	Boolean	Indicates whether the method is run in the developer mode ( <code>true</code> ) or not ( <code>false</code> ).
email	String	Required. The email ID of the member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.

Parameter	Type	Description
enrollmentChannel	String	Channel used to join the referral program. Possible values are: <ul style="list-style-type: none"> <li>• CallCenter</li> <li>• Email</li> <li>• Franchise</li> <li>• Mobile</li> <li>• Partner</li> <li>• Pos</li> <li>• Print</li> <li>• Social</li> <li>• Store</li> <li>• Web</li> </ul> The default value is <code>Email</code> .
firstName	String	Required. The first name of the member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.
lastName	String	Required. The last name of the member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.
memberStatus	String	Status of the new advocate after enrollment. Possible values are: <ul style="list-style-type: none"> <li>• Active</li> <li>• Inactive</li> <li>• Custom value - Any value defined in your org. For example, if an advocate must be evaluated before confirming enrollment, you can create a status called <code>On Hold</code> and assign it to this field.</li> </ul> The default value is <code>Active</code> .
membershipNumber	String	Required. The membership number of the existing member. Provide either the contact ID, the membership number, or the person account details (first name, last name, and email), and not all.
promotionCode	String	Required. The promotion code to enroll for.

Parameter	Type	Description
state	String	The name of the state of the member.
transactionalJournalFrequency	String	Frequency at which transaction statements must be generated for the advocate.  Possible values are: <ul style="list-style-type: none"> <li>• Monthly</li> <li>• Quarterly</li> </ul> The default value is <code>Monthly</code> .
transactionalJournalMethod	String	Preferred method of receiving transaction journal statements.  Possible values are: <ul style="list-style-type: none"> <li>• Email</li> <li>• Mail</li> </ul> The default value is <code>Email</code> .
version	String	The API version.

## Return Value

A `ReferralEnrollmentOutputModel` instance.

```
public struct ReferralEnrollmentOutputModel: Codable
```

## Sample Output

```
{
  "contactId": "003R0000003vJeU",
  "memberId": "01MRO00000000nO",
  "membershipNumber": "DemoJun21",
  "programName": "DemoProgram",
  "promotionReferralCode": "ZB74ANSO-DemoPromo1",
  "transactionJournals": [
    {
      "activityDate": "2023-06-21T13:37:26.000Z",
      "journalSubType": "Member Enrollment",
      "journalType": "Referral",
      "membershipNumber": "DemoJun21",
      "programName": "DemoProgram",
      "status": "Processed",
      "transactionJournalId": "01VRO00000002wV"
    }
  ]
}
```

## Output Parameters

[Referral Advocate Enrollment Output](#)

## Referral event

Create referral event records when an advocate refers a friend, or when the referred friends sign up or make a purchase.

## Resource

```
referralEvent(emails:referralCode:eventType:version:devMode)
```

## Signature

```
public func referralEvent(emails: [String],
                          referralCode: String,
                          eventType: ReferralEventType = .refer,
                          version: String = ReferralAPIVersion.defaultVersion,
                          devMode: Bool = false) async throws -> ReferralEventOutputModel
```

## Input Parameters

Parameter	Type	Description
devMode	Boolean	Indicates whether the method is run in the developer mode ( <code>true</code> ) or not ( <code>false</code> ).
emails	String[]	Required. A list of recipient emails to share the referral code with.
eventType	String	The type of event. Possible values are: <ul style="list-style-type: none"> <li>• Enrollment</li> <li>• Purchase</li> <li>• Refer</li> </ul> The default value is <code>Refer</code> .
referralCode	String	Required. The referral code to share with the recipients.
version	String	The API version.

## Return Value

A `ReferralEventOutputModel` instance.

```
public struct ReferralEventOutputModel: Codable
```

## Sample Output

```
{
  "contactIds": [
    "0031Q00002kCusB"
  ],
  "referralIds": [
    "0wilQ0000001jna"
  ],
  "referralStage": "Friend Completes First Purchase",
  "transactionJournalIds": [
    "01V1Q0000019gJg",
    "01V1Q0000019gJh"
  ],
  "voucherId": "0kD1Q000000keXVUAY"
}
```

## Output Parameters

[Referral Event Output](#)

## Referral Customization for iOS

After you build the Referral Mobile SDK for iOS, you can customize the referral UI components, and modify the referral-related configuration in the MyNTORewards sample app.

## UI Customization

The referral UI components are available in

LoyaltyMobileSDK-iOS/SampleApps/MyNTORewards/MyNTORewards/Referral/Views.

For example, to include Gmail as one of the options to share a referral code:

- Add the new Gmail icon in the LoyaltyMobileSDK-iOS/SampleApps/MyNTORewards/MyNTORewards/Assets.xcassets folder.
- Open the LoyaltyMobileSDK-iOS/SampleApps/MyNTORewards/MyNTORewards/Referral/Views/ReferAFriendView.swift file in Xcode, and add the new icon ID to the list of icon IDs.

```
HStack("spacing":15) {
  "Button"{
    "showShareSheet.toggle()"
  }"label":{
    "Image("ic-fb")"
  }".sheet(isPresented:"$showShareSheet)" {
    "ActivityViewController(activityItems": [
      "shareText"
    ])"
  }"Button"{
    "showShareSheet.toggle()"
  }"label":{
    "Image("ic-ig")"
  }".sheet(isPresented:"$showShareSheet)" {
```



```

        "ActivityViewController(activityItems": [
            "shareText"
        ]) "
    } "Button" {
        "shareToWhatsApp(text": "shareText) "
    } "label": {
        "Image("ic-whatsapp") "
    } "Button" {
        "shareToTwitter(text": "shareText) "
    } "label": {
        "Image("ic-twitter") "
    } "Button" {
        "shareToGmail(text": "shareText) "
    } "label": {
        "Image("ic-gmail") "
    } "Button" {
        "showShareSheet.toggle() "
    } "label": {
        "Image("ic-share") "
    }
}

```

## Settings Customization

You can modify the referral program details in the

LoyaltyMobileSDK-iOS/SampleApps/SampleApps/MyNTORewards/MyNTORewards/AppSettings.swift file.

Here are all the properties you can modify.


```

// Referral settings
static let referralProgramName = loyaltyProgramName
// Configure the referral promotion details below, where a user can enroll and refer from
the My Referrals screen
static let promotionCode = "TEMPRP7"
static let referralDateFormat = "yyyy-MM-dd'T'HH:mm:ss"
static let referralDateFormatWithoutTime = "yyyy-MM-dd"
/* Provided an example link here instead of the actual Terms and Conditions link.
Replace with valid terms and conditions link while using the feature */
static let referralTermsLink = "https://www.google.com"

```

- `promotionCode`: The default promotion code.
- `referralDateFormat` and `referralDateFormatWithoutTime`: The referral activity date format with and without time.
- `referralProgramName`: The default referral program name.
- `referralTermsLink`: An external Terms and Conditions link.

For a complete walkthrough of the referral feature in the MyNTORewards app, see [Walkthrough of the Sample App](#).

 **Note:** An advocate can refer a friend only once. When an advocate makes repeated attempts to refer a friend, you can show a custom message based on your company's branding.

## Referral Mobile SDK for Android

Clone and import the Referral Mobile Android SDK to integrate the referral program feature in a mobile app.

### [Clone and Import Referral Mobile SDK for Android](#)

Clone the GitHub repository for the Referral Mobile Android SDK to copy the code base and revision history of the repository to your local computer. After you clone the repository, import the Referral Mobile Android SDK in Android Studio to automatically download and manage external dependencies.

### [Integrate Referral Mobile Android SDK into Loyalty Management Mobile Android SDK](#)

To integrate the Referral Mobile Android SDK into the existing Loyalty Management Mobile Android SDK, add it as an external dependency.

### [Referral Mobile SDK Android Classes](#)

The Android classes organize the Referral Mobile SDK's functionality and data structures. When developing mobile apps using the SDK, these classes provide components, services, or features with which you can interact.

### [Referral Mobile Android SDK API Reference](#)

The Referral Mobile Android SDK interacts with the Salesforce Referral APIs to manage referral-related operations, such as enrolling members in referral programs, and creating referral events.

### [Referral Customization for Android](#)


After you build the Referral Mobile SDK for Android, you can customize the referral UI components, and modify the referral-related configuration in the MyNTORewards sample app.

#### EDITIONS

Available in: all editions that have Referral Marketing enabled

## Clone and Import Referral Mobile SDK for Android

Clone the GitHub repository for the Referral Mobile Android SDK to copy the code base and revision history of the repository to your local computer. After you clone the repository, import the Referral Mobile Android SDK in Android Studio to automatically download and manage external dependencies.

1. Go to the [Referral Mobile SDK Android](#) repository.
2. To copy the repository URL to your clipboard, click **Code**, and then click .
3. Open Terminal, and go to the directory where you want to clone the repository.
4. Enter `git clone https://github.com/loyaltysampleapp/ReferralMobileSDK-Android`.
5. Press Enter and wait for the repository to clone.
6. Unzip the `ReferralMobileSDK-Android` package that you downloaded.
7. Open Android Studio.
8. Go to **File > New > Import Project**, and then select the `ReferralMobileSDK-Android` folder.
9. Click **Open**.
10. Open the SDK files and ensure that the files include the appropriate SDK packages.



**Note:** If the sync fails, disconnect the VPN to ensure there's no blocker when downloading the dependencies, and then resync.

#### EDITIONS

Available in: all editions that have Referral Marketing enabled

You can now use the classes and interfaces in the `ReferralMobileSDK-Android` module to manage and customize the referral program feature in your application.

## Integrate Referral Mobile Android SDK into Loyalty Management Mobile Android SDK

To integrate the Referral Mobile Android SDK into the existing Loyalty Management Mobile Android SDK, add it as an external dependency.

1. Open Terminal, and go to the `LoyaltyMobileSDK-Android` folder.

2. Run these commands:

```
git submodule add
git@github.com:loyaltysampleapp/ReferralMobileSDK-Android.git
git submodule sync
git submodule update
cd ReferralMobileSDK-Android
git submodule update --init --recursive --remote
```

3. Open the `LoyaltyMobileSDK-Android` project in Android Studio.

4. Click **Open**.


5. Open the `SampleApps/MyNTORewards/build.gradle` file, and under Dependencies block, to the first line of Dependencies, add:

```
implementation(project(":ReferralMobileSDK-Android:ReferralMobileSDK"))
```

6. Open the `SampleApps/MyNTORewards/connectedapp.properties` file and modify the properties of the connected app as per your org.

7. Click **Sync Now**.

8. Open the SDK files and ensure that the files include the appropriate SDK packages.

 **Note:** If the sync fails, disconnect the VPN to ensure there's no blocker when downloading the dependencies, and then resync.

9. To add the Referral SDK package, include this code snippet in your code.

```
`import com.salesforce.referral.api.*
import com.salesforce.referral.entities.*
import com.salesforce.referral.repository.*
import com.salesforce.referral.utils.*`
```

You can now use the classes and interfaces in the `ReferralMobileSDK-Android` module to extend and manage the referral program feature in the MyNTORewards sample app.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

## Referral Mobile SDK Android Classes

The Android classes organize the Referral Mobile SDK's functionality and data structures. When developing mobile apps using the SDK, these classes provide components, services, or features with which you can interact.

### [ReferralsRepository](#)

The `ReferralsRepository` interface invokes and manages referral-related REST API requests. Use this class to interact with the Salesforce Referral Marketing APIs and manage referral-related operations.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

## ReferralsRepository

The `ReferralsRepository` interface invokes and manages referral-related REST API requests. Use this class to interact with the Salesforce Referral Marketing APIs and manage referral-related operations.

### Methods

#### `enrollNewCustomerAsAdvocateOfPromotion`

Enroll a new member to a given promotion.

```
val result: ApiResponse<ReferralEnrollmentResponse> =
    repository.enrollNewCustomerAsAdvocateOfPromotion(firstName = "John",

        lastName = "Doe",

        email = "john.doe@example.com",

        promotionName = "Referral Program",

        promotionCode = "PromoCode"

    )
```

Parameter	Type	Description
<code>country</code>	String	The name of the country of the member.
<code>email</code>	String	Required. The email ID of the member.
<code>enrollmentChannel</code>	String	Channel used to join the referral program. Possible values are: <ul style="list-style-type: none"> <li>• <code>CallCenter</code></li> <li>• <code>Email</code></li> <li>• <code>Franchise</code></li> <li>• <code>Mobile</code></li> <li>• <code>Partner</code></li> <li>• <code>Pos</code></li> </ul>

Parameter	Type	Description
		<ul style="list-style-type: none"> <li>• Print</li> <li>• Social</li> <li>• Store</li> <li>• Web</li> </ul> <p>The default value is <code>Email</code>.</p>
<code>firstName</code>	String	Required. The first name of the member.
<code>lastName</code>	String	Required. The last name of the member.
<code>memberStatus</code>	String	<p>Status of the new advocate after enrollment.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Active</li> <li>• Inactive</li> <li>• Custom value - Any value defined in your org. For example, if an advocate must be evaluated before confirming enrollment, you can create a status called <code>On Hold</code> and assign it to this field.</li> </ul> <p>The default value is <code>Active</code>.</p>
<code>promotionName</code>	String	Required. The promotion name to enroll for.
<code>promotionCode</code>	String	Required. The promotion code to enroll for.
<code>state</code>	String	The name of the state of the member.
<code>transactionalJournalFrequency</code>	String	<p>Frequency at which transaction statements must be generated for the advocate.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Monthly</li> <li>• Quarterly</li> </ul> <p>The default value is <code>Monthly</code>.</p>
<code>transactionalJournalMethod</code>	String	<p>Preferred method of receiving transaction journal statements.</p> <p>Possible values are:</p> <ul style="list-style-type: none"> <li>• Email</li> <li>• Mail</li> </ul> <p>The default value is <code>Email</code>.</p>

## enrollExistingAdvocateToPromotionWithMembershipNumber

Enroll an existing member to a given promotion using the membership number.

```
val result: ApiResponse<ReferralEnrollmentResponse> =
    repository.enrollExistingAdvocateToPromotionWithMembershipNumber(
        promotionName = "Referral Program", promotionCode = "PromoCode",
        membershipNumber = "1234567890"
    )
```

Parameter	Type	Description
promotionName	String	Required. The promotion name to enroll for.
promotionCode	String	Required. The promotion code to enroll for.
membershipNumber	String	Required. The membership number of the existing member.

## enrollExistingAdvocateToPromotionWithContactId

Enroll an existing member to a given promotion using the contact ID.

```
val result: ApiResponse<ReferralEnrollmentResponse> =
    repository.enrollExistingAdvocateToPromotionWithContactId(
        promotionName = "Referral Program", promotionCode = "PromoCode",
        contactId = "0c12sed3456kpP1"
    )
```

Parameter	Type	Description
promotionName	String	Required. The promotion name to enroll for.
promotionCode	String	Required. The promotion code to enroll for.
contactId	String	Required. The contact ID of the existing member.

## enrollExistingAdvocateToNewPromotion

Enroll an existing member to a new promotion.

```
val result: ApiResponse<ReferralEnrollmentResponse> =
    repository.enrollExistingAdvocateToNewPromotion(
        promotionName = "Referral Program", promotionCode = "PromoCode"
    )
```

Parameter	Type	Description
promotionName	String	Required. The promotion name to enroll for.
promotionCode	String	Required. The promotion code to enroll for.

## sendReferrals

Send referral emails to the given recipients.

```
val eventOutput: ApiResponse<ReferralEventResponse> = repository.sendReferrals(referralCode
    = "ReferralCode", emails = listOf("john.doe@example.com"))
```

Parameter	Type	Description
referralCode	String	Required. The referral code to share with the recipients.
emails	List<String>	Required. A list of recipient emails to share the referral code with.

## Referral Mobile Android SDK API Reference

The Referral Mobile Android SDK interacts with the Salesforce Referral APIs to manage referral-related operations, such as enrolling members in referral programs, and creating referral events.

Interact with the Referral APIs, including:

Resource	Description
<a href="#">/referral-program/enroll-existing-customer</a> on page 108	Enroll an existing or new customer to a referral promotion.
<a href="#">/referral-program/referral-event</a> on page 113	Create referral event records when an advocate refers a friend, or when the referred friends sign up, or make a purchase.

### EDITIONS

Available in: all editions that have Referral Marketing enabled

## Referral Customization for Android

After you build the Referral Mobile SDK for Android, you can customize the referral UI components, and modify the referral-related configuration in the MyNTORewards sample app.

### UI Customization

The referral UI components are available in the

`/LoyaltyMobileSDK-Android/SampleApps/MyNTORewards/src/main/java/com/salesforce/loyalty/mobile/myntorewards/views/components` package.

For example, to include the Gmail icon as one of the sharing options in the app:

- Add the new Gmail icon in the `LoyaltyMobileSDK-Android/SampleApps/MyNTORewards/src/main/res/drawable` folder.
- Open the `LoyaltyMobileSDK-Android/SampleApps/MyNTORewards/src/main/java/com/salesforce/loyalty/mobile/myntorewards/utilities/ShareType.kt`

file in Android Studio, and add an entry for Gmail that contains the new icon ID, the Gmail package name, and the `INTENT_TYPE_MAIL` constant inside the `ShareType` enum class.

```
* This class holds the all possible social media sharing options
* To customise the social media icons, change the iconIds configured below
* To add new sharing option, add below with iconId, packageName and Intent share type
*/
enum class ShareType(@DrawableRes val iconId: Int, val packageName: String?, val
intentShareType: String? = ShareType.INTENT_TYPE_TEXT) {
    FACEBOOK(R.drawable.ic_facebook, ShareType.FACEBOOK_APP_PACKAGE,
ShareType.INTENT_TYPE_IMAGE),
    INSTAGRAM(R.drawable.ic_instagram, ShareType.INSTAGRAM_APP_PACKAGE),
    WHATSAPP(R.drawable.ic_whatsapp, ShareType.WHATSAPP_APP_PACKAGE),
    TWITTER(R.drawable.ic_twitter, ShareType.TWITTER_APP_PACKAGE),
    GMAIL(R.drawable.ic_gmail, ShareType.GMAIL_APP_PACKAGE, ShareType.INTENT_TYPE_MAIL),
    SHARE_OTHERS(R.drawable.ic_share, null); // Package name is null as its generic sharing
option

    companion object {
        const val INTENT_TYPE_TEXT = "text/plain"
        const val INTENT_TYPE_IMAGE = "image/*"
        const val INTENT_TYPE_MAIL = "message/rfc822"
        const val FACEBOOK_APP_PACKAGE = "com.facebook.katana"
        const val WHATSAPP_APP_PACKAGE = "com.whatsapp"
        const val INSTAGRAM_APP_PACKAGE = "com.instagram.android"
        const val TWITTER_APP_PACKAGE = "com.twitter.android"
        const val GMAIL_APP_PACKAGE = "com.google.android.gm"
    }
}
```

## Settings Customization

You can modify the referral program details in the

`LoyaltyMobileSDK-Android/SampleApps/MyNCRewards/src/main/java/com/salesforce/loyalty/mobile/myntorewards/referrals/ReferralConfig.kt` file.


Here are all the properties you can modify.

```
/**
 * Referral configuration class
 */
object ReferralConfig {
    // Referral Program Name
    const val REFERRAL_PROGRAM_NAME = "NTO Insider"
    // Configure Referral Promotion Details below, where user can also able to enroll and
refer from My Referrals screen
    const val REFERRAL_DEFAULT_PROMOTION_CODE = "TEMPRP7"
    const val REFERRAL_DEFAULT_PROMOTION_ID = "0c81Q0000004UL4QAM"
    // Referral duration - By default, showing the last 90days of referrals info
    const val REFERRAL_DURATION = 90
    /* Provided random link here instead of actual Terms and Conditions link.
Replace with valid terms and conditions link while using the feature */
    const val REFERRAL_TANDC_LINK = "https://www.google.co.in/"
}
```



- `REFERRAL_DEFAULT_PROMOTION_CODE` and `REFERRAL_DEFAULT_PROMOTION_ID`: The default promotion code and ID.
- `REFERRAL_DURATION`: The period in days for which the referral details are to be displayed. By default, the sample app shows the referral information of the last 90 days.
- `REFERRAL_PROGRAM_NAME`: The default referral program name.
- `REFERRAL_TANDC_LINK`: An external Terms and Conditions link.

For a complete walkthrough of the referral feature in the MyNTORewards app, see [Walkthrough of the Sample App](#).

-  **Note:** An advocate can refer a friend only once. When an advocate makes repeated attempts to refer a friend, you can show a custom message based on your company's branding.