How to locate IDs for the Optimizely Event API

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THIS ARTICLE WILL HELP YOU:

• Find IDs you'll need for the Optimizely Event API for Web projects
• Find IDs you'll need for the Optimizely Event API for Full Stack and Mobile projects

When creating the JSON object that you use to send information to the Optimizely Event API, you'll need several pieces of information found in the Optimizely web app. These pieces of information are found in different locations within the web app, depending on whether you are working in a Web project or a Full Stack or Mobile project.

Web projects

Account ID

Go to Account Settings > Plan & Billing. The Account ID (account_id) is found at the top of the page to the right of the Account Name.

Campaign ID, Experiment ID, Variation IDs, Entity IDs, and keys

Go to the project you will be sending events for. Click Experiments > [your experiment name] > API Names.
<table>
<thead>
<tr>
<th>API variable</th>
<th>Name on page</th>
<th>How to find</th>
</tr>
</thead>
<tbody>
<tr>
<td>campaign_id</td>
<td>Campaign ID</td>
<td>Upper-right</td>
</tr>
<tr>
<td>experiment_id</td>
<td>Experiment ID</td>
<td>Upper-right. In non-legacy Full Stack projects created after February 2021, find the <code>experimentId</code> in the project's datafile.</td>
</tr>
<tr>
<td>variation_id</td>
<td>Variations &gt; ID</td>
<td>In the first panel called Variations. The <code>variation_id</code> is shown as the ID below the name of each variation.</td>
</tr>
<tr>
<td>entity_id</td>
<td>Events &gt; ID</td>
<td>In the final panel called Events. The <code>entity_id</code> listed as the ID below the name of each Event. It is to the left of the API Name.</td>
</tr>
<tr>
<td>key</td>
<td>Events &gt; API Name</td>
<td>In the final panel called Events. The <code>key</code> is listed as the API Name below the name of each Event. It is to the right of the ID.</td>
</tr>
</tbody>
</table>

The following screenshot highlights each ID shown on the API Names page.
Mobile and Full Stack projects

You will find the IDs you need for the Event API inside the project's `datafile`, which is also a JSON file. The variable names in the datafile are slightly different than the names in the Event API JSON object.

Here's how to access your project's datafile:

1. Navigate to the Settings dashboard and select the Datafile tab.
2. Click View to open the CDN link for the JSON datafile.

Here's how to map the Event API variables to the datafile variables:

<table>
<thead>
<tr>
<th>API Variable Name</th>
<th>Datafile Variable Name</th>
<th>Datafile Variable Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>account_id</td>
<td>accountId</td>
<td>None</td>
</tr>
<tr>
<td>campaign_id</td>
<td>layerId</td>
<td>experiments &gt;</td>
</tr>
<tr>
<td>experiment_id</td>
<td>id</td>
<td>experiments &gt;</td>
</tr>
<tr>
<td>variation_id</td>
<td>id</td>
<td>experiments &gt; variations &gt;</td>
</tr>
<tr>
<td>entity_id</td>
<td>id</td>
<td>events &gt;</td>
</tr>
<tr>
<td>key</td>
<td>key</td>
<td>events &gt;</td>
</tr>
</tbody>
</table>

Examine [this sample project datafile](#). These are the values mapped to the API variables.

- **account_id**: 9367106729 (line 114)
- **campaign_id**: 1363949190 (line 20)
- **experiment_id** (multiple):
  - 4381824755 (line 18)
  - 8403352966 (line 46)
  - 8404883348 (line 74)
- **variation_id** (multiple):
  - 6404851286 (line 10)
  - 4429569305 (line 14)
- 6848562798 (line 38)
- 1647531815 (line 42)
- 5895524347 (line 66)
- 8404413532 (line 70)
  - entity_id(multiple):
    - 6431058684 (line 105)
    - 2491806650 (line 110)
  - key(multiple):
    - ADD_TO_CART (line 106)
    - COMPLETED_PURCHASE (line 111)

Related articles

- Optimizely Event API developer documentation