


# Audience REST API

This documentation describes the Webtrekk Audience REST API. Via this interface, you can retrieve segment information and URM categories and metrics of individual users.

First, it is necessary to [set up an API placement](#) in Marketing Automation. Then you can [call with the help of a GET-request](#) the corresponding segments and values for a specific user specified either by the customer ID or by the Ever ID.

We also offer the REST API documentation in Apiary. This allows you to test supported operations in an interactive console. An integrated Mock API framework allows you to read in sample input parameters for the operations and the output data model (JSON output). Go to [Webtrekk Audience API](#) .