2025

CMS 2.0: Integrations Tutorial

REACH Media Network

INTRODUCTION

Integrations allow users to pull in data from third-party software to expand their content options. Compared to CMS 1.0, the integrations process has seen a massive overhaul that should streamline a client's ability to get the software online. Before we jump into the steps for setting up an integration, there are some key differences and information you should know.

Integrations are generally done in a two-step process:

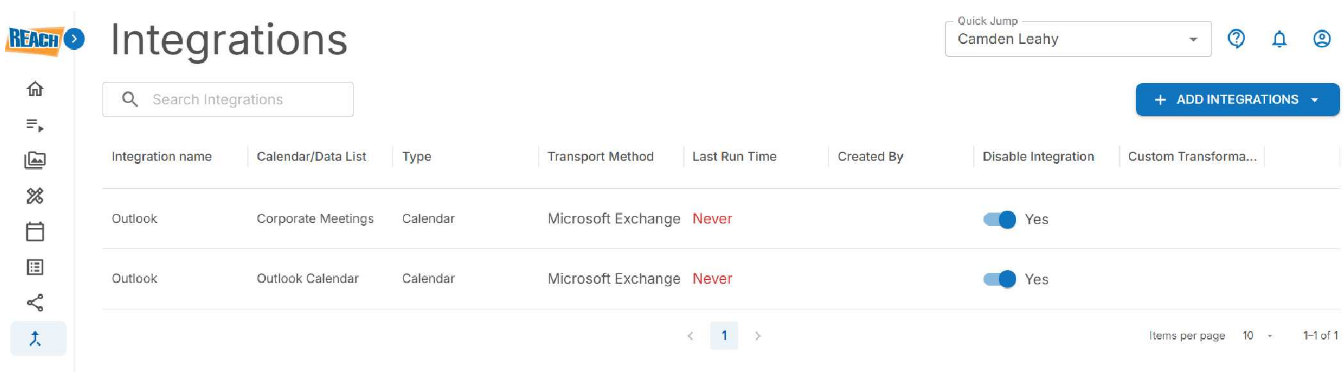
1. Name the integration and apply it to a calendar or data list.
2. Configure your integration options accordingly.

Additionally, when you create an integration now, it will automatically be enabled and run by default. In CMS 1.0, you would have to do this manually, so the changes should make this process easier.

Now that you have a basic understanding of the Integrations app within CMS 2.0, let's dive into the process of managing and creating integrations.

INTEGRATIONS DASHBOARD

Below is a snapshot of what you will see when you click the integration app from the left-hand toolbar.



There are multiple columns of information visible to help you manage and see data on your integrations.

The "Integration Name" will display the name you've given your integration.

The "Calendar/Data List" tab will display the calendar or data list the integration is tied to.

"Type" shows whether the integration is a data list or calendar integration.

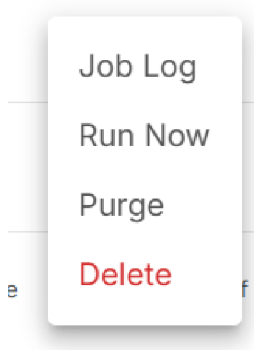
"Transport Method" shows the software that is transporting data.

"Last Run Time" shows when the last time your integration successfully ran.

"Created By" displays who created each integration.

IMPORTANT NOTE: Only REACH Root Users will see the "Disable Integration" and "Custom Transformation" columns. If you need service regarding these columns, reach out to your account manager.

Hovering over the right-hand side of each row will reveal a blue pill button. Clicking it will reveal the buttons below:



The "Job Log" will display the date the integration was created, when the integration was last modified, and the status of said integration.

"Run Now" will immediately run the integration instead of waiting for an automatic update interval. "Purge" will remove the integration settings and data.

"Delete" will permanently delete the integration.

IMPORTANT NOTE: Only REACH Root users can see the purge button and control how often the integration can run.

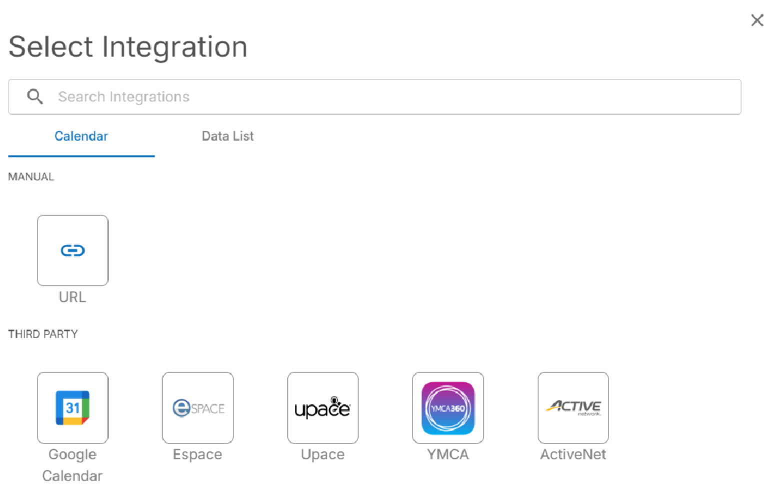
Now that you have a decent understanding of what's available from your integrations dashboard, let's go over how to create an integration.

CREATING INTEGRATIONS

To begin, click the "Add Integrations" button from the dashboard. From here, you'll choose between a data list or calendar integration.

If you decide to make a data list integration, you will set up an API connection. First, you will name the integration, decide which data list it will be integration will be connected to, and then enter the API link to synchronize the data list with the third-party hardware.

If you want to create a calendar integration, you will see the following options:



From here, you will have multiple options. If you want to set up a URL integration, similar to a data list API integration, you would have to name the integration, select which calendar it will sync with, and what data type the calendar will deliver content through. From there, you will have to enter the URL integration link to complete the integration.

For the other third-party integration options available, the process will differ from each service. Generally, you will still name your integration and select the calendar it will connect to, but then you will have to enter client information such as Organization ID's, API Keys, and other crucial information to complete the integration. Once complete, click "Save" and the integrations will automatically run by default.