How to integrate with Friendbuy

Last Modified on 07/01/2026 1:02 pm EDT

Friendbuy is a referral platform that transforms customers into loyal, engaged brand advocates.

Digioh's Friendbuy integration allows you to capture users' data with pop-up forms, pop-ups, surveys, and quizzes, then pass that data as contacts and events in Friendbuy.

Friendbuy Integration Requirements

Before setting up your integration, you will need the following parameters from Friendbuy:

- API key
- API Secret

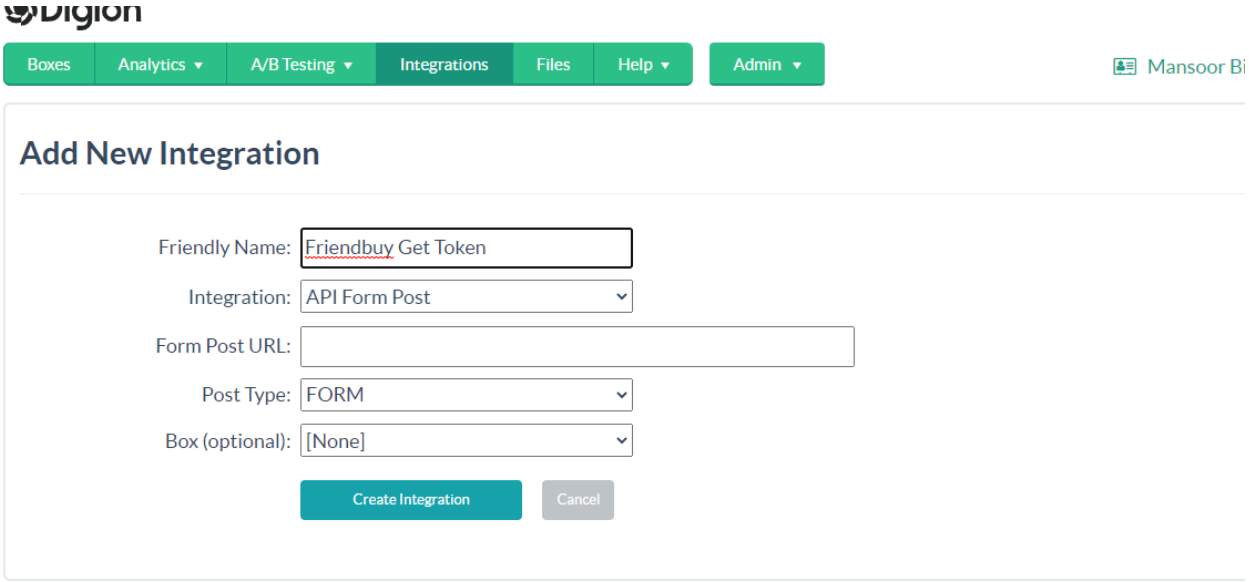
If you are setting up a Digioh integration by yourself, we first recommend reading about Digioh Integration Basics.

Follow these instructions to integrate with Friendbuy. **Note that you must add 2 integrations to Digioh to complete this integration.**

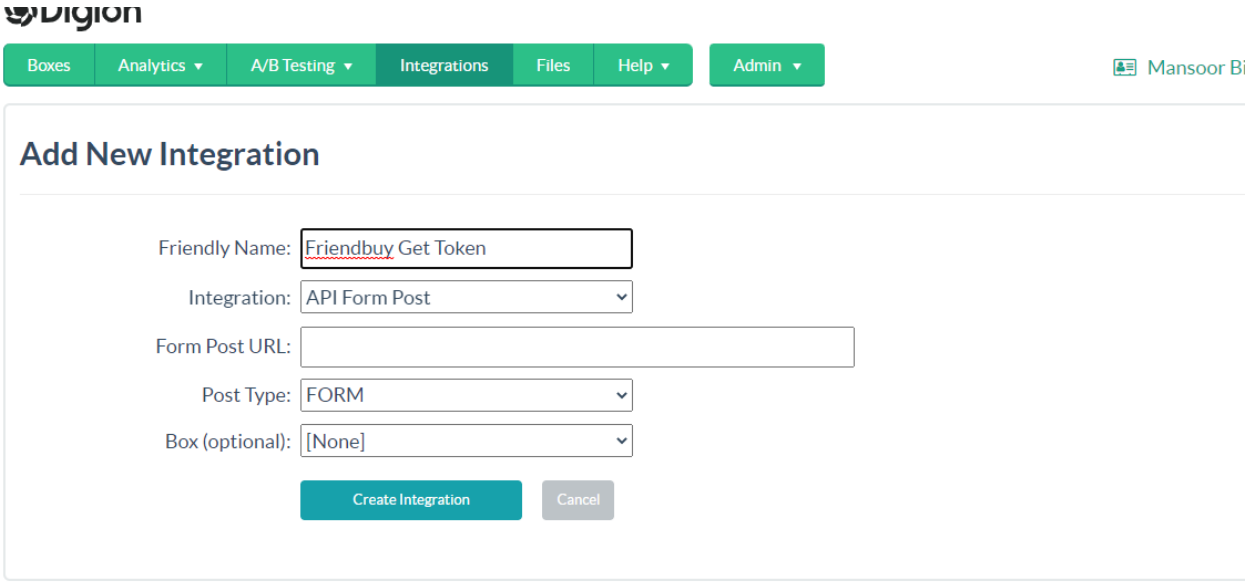
Setting up Integration 1

1: Add a New Integration

2: Set a friendly name in the Friendly Name field.



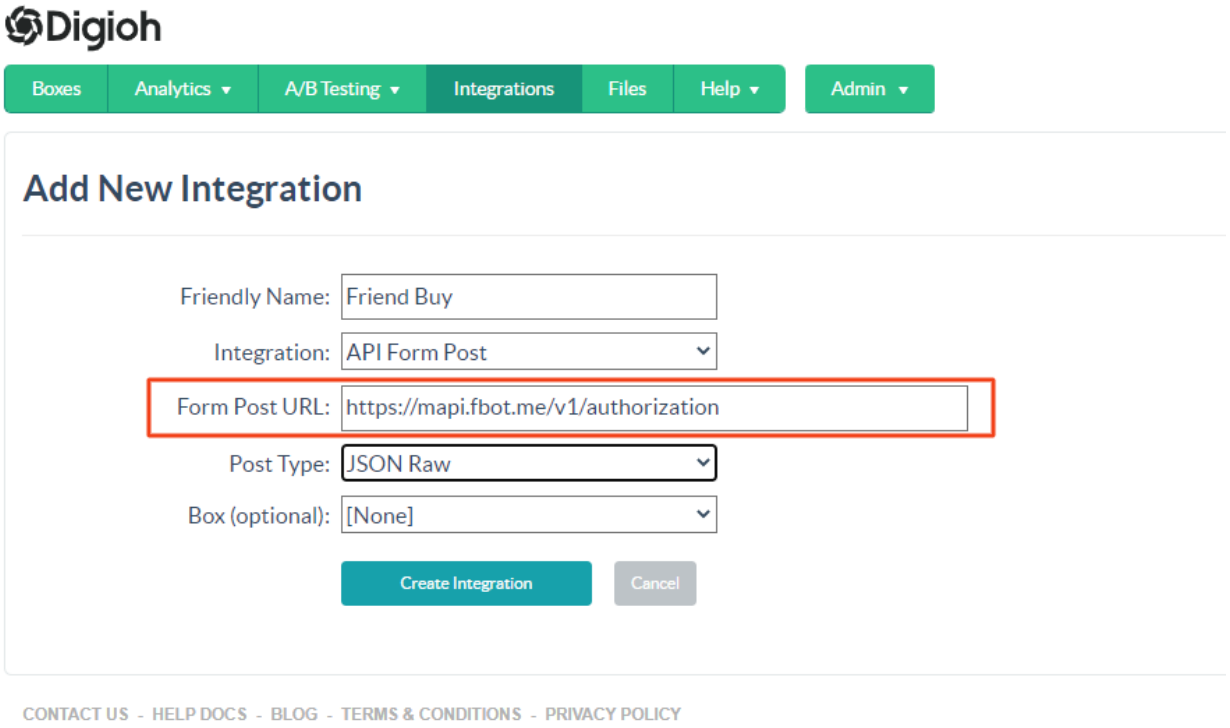
3: Select API Form Post in the Integration dropdown.



4: Set the Form Post URL.

Enter the Friendbuy Authorization API Endpoint.

https://mapi.fbot.me/v1/authorization



5: Select "JSON Raw" in Post Type.

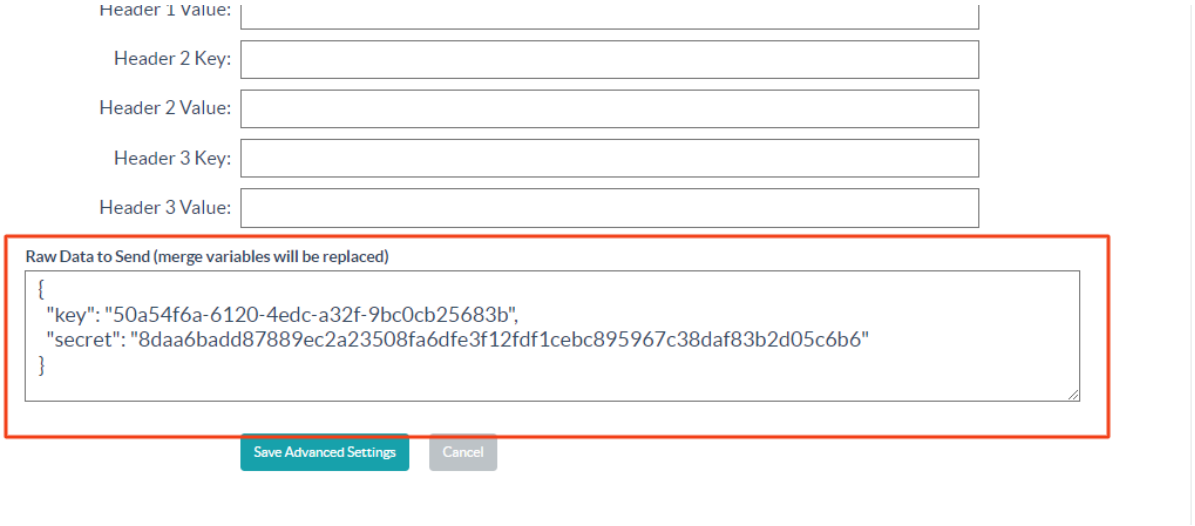


6: Select your Campaign.

Select the campaign that you wish to add the integration to, then click Create Integration.

7: Configure Advanced Integration Settings.

Set the HTTP method to POST.

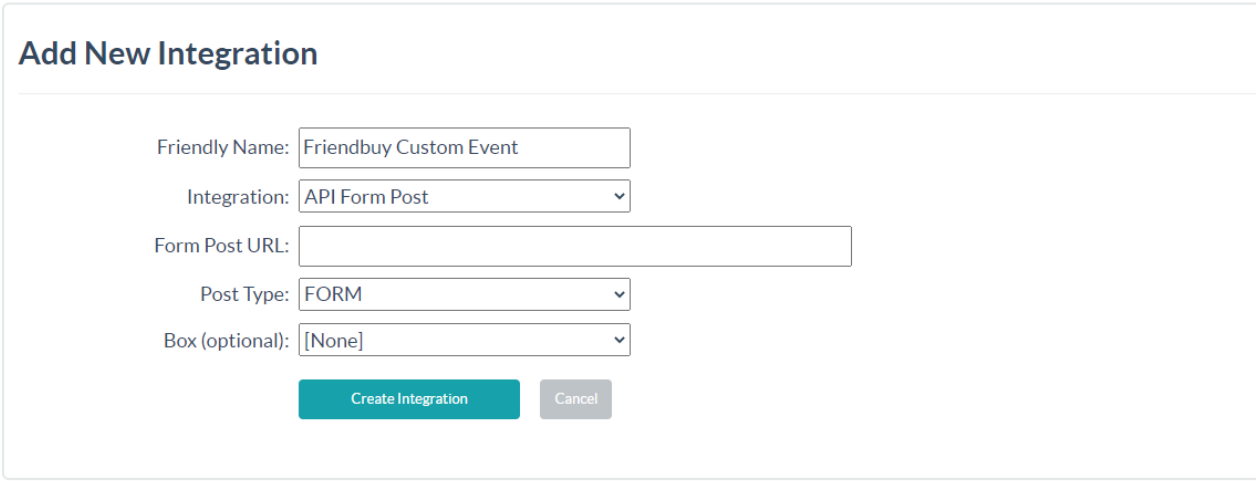


After setting the payload, click Save Advanced Settings. Now you will set up the second integration.

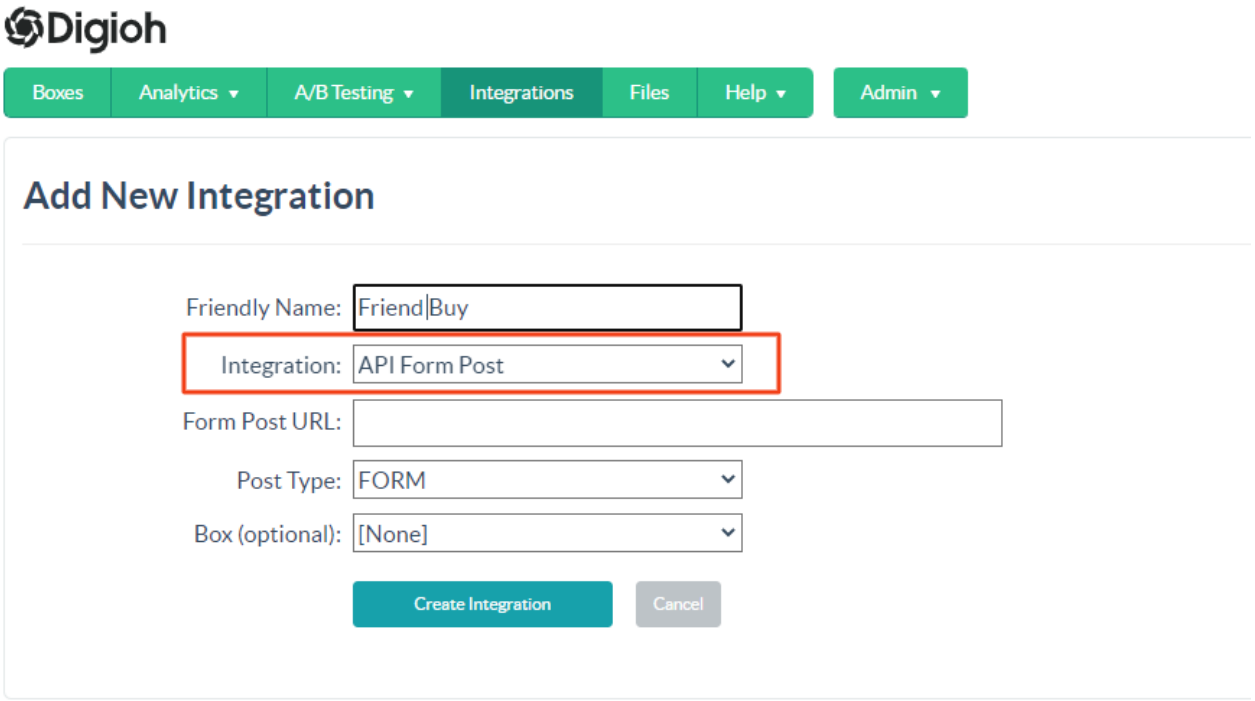
Setting up Integration 2

1: Add a New Integration.

2: Set a friendly name in the Friendly Name field.



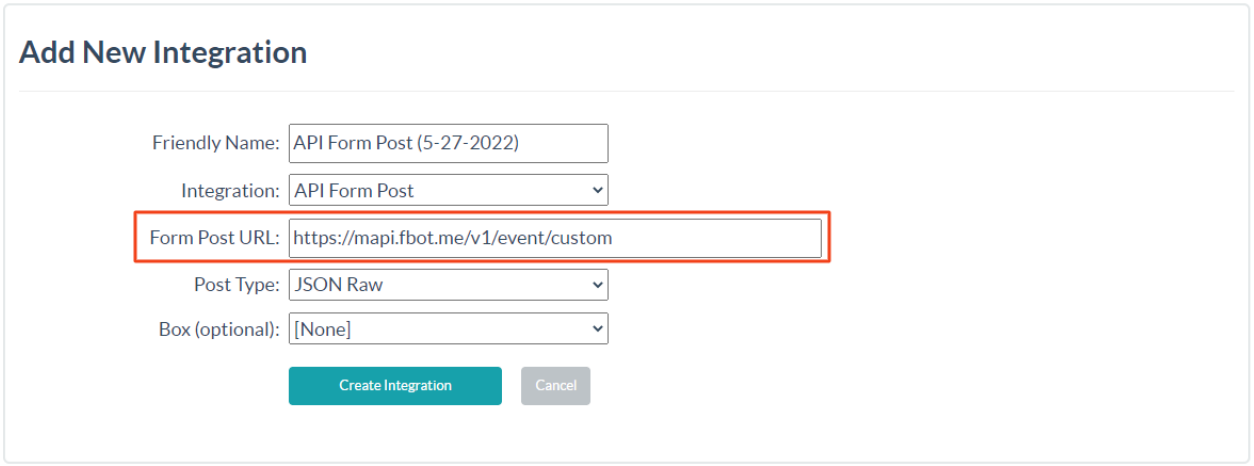
3: Select API Form Post in Integration options.



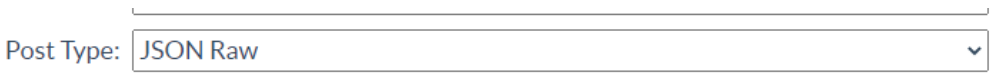
4: Enter the Form Post URL.

Enter the Friendbuy Authorization API Endpoint.

https://mapi.fbot.me/v1/event/custom



5: Select JSON Raw in Post Type.



6: Select your Campaign.

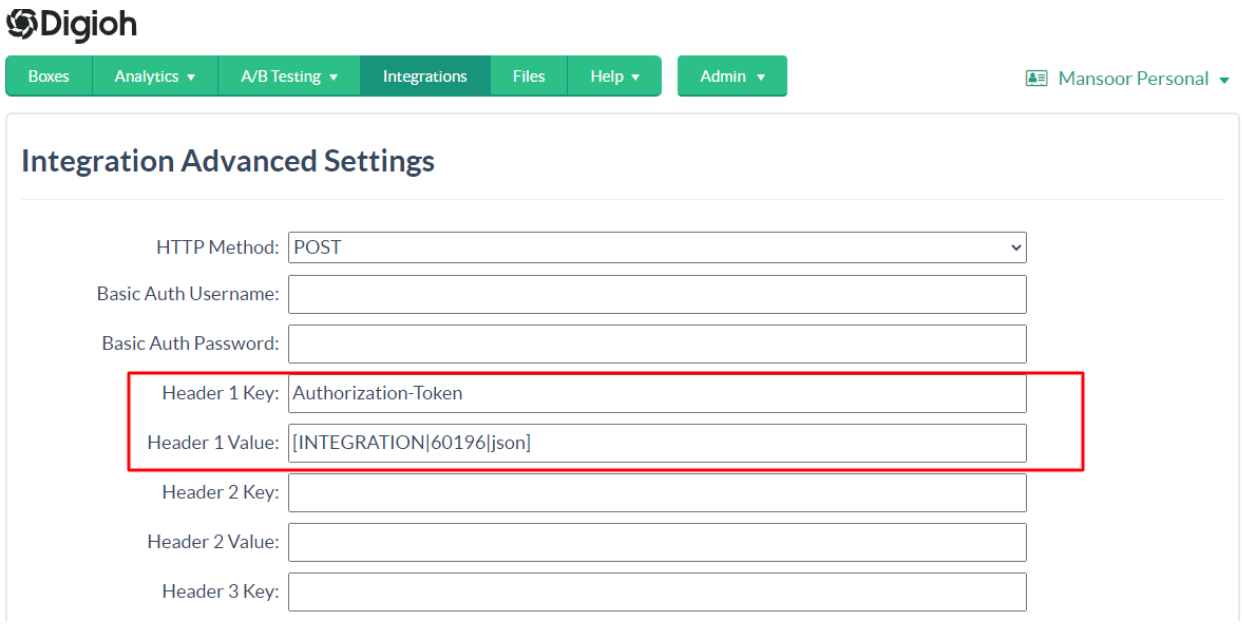
Select the campaign and click Create Integration.

7: Configure Advanced Integration Settings.

Set the HTTP method to POST.

In the Integration Advanced Section, add a header with the key **Authorization** and value *[INTEGRATION|60196|json.token]*.

(**Note:** replace "60196" with the first integration's ID.)



Add the below JSON in **Raw Data to Send (merge variables will be replaced)** section:

```
{
 "email": "[EMAIL]",
 "eventType": "Quiz Completed",
 "firstName": "[FIRST_NAME]",
 "lastName": "[LAST_NAME]",
 "additionalProperties": {
  "property1": "digioh",
  "property2": "testing"
 },
 "ipAddress": "[IP_ADDRESS]",
 "userAgent": "[BROWSER_TYPE]"
}
```

Note: This Payload is for **postCustomEvent** Endpoint.

You have Successfully Integrated Digioh with FriendBuy.