Crystal

Personality API
UNLOCK THE POWER OF PERSONALITY DATA WITHIN ANY APPLICATION

How the Personality API works:

Available for Enterprise customers, Crystal's personality API allows developers to integrate Crystal's industry-leading personality data into any software application or internal system:

1 Request your API token

When making requests with your API token, Crystal will begin populating data with detailed personality insights, including DISC personality type, communication style, behavioral traits, and more.

2 Integrate personality profiles

Leverage rich personality data in your applications and create targeted campaigns. Other use cases include advanced segmentation, hyper-personalized sequences, smarter lead routing, and more.

Crystal's Personality API provides two main endpoints:

Profiles

The Profile endpoint allows you to search Crystal's global database of personality profiles by email address, social media URL, and other unique identifiers. It is commonly used for:

▶ Enriching CRM records with personality data.

▶ Building personality-based features into other people-centric software products.

▶ Customer persona-building and segmentation.

Analysis

The Analysis endpoint allows you to use Crystal's predictive engine to generate new personality profiles from your own text samples and metadata. It is commonly used for:

▶ Analyzing resumes, bios, summaries, and other text samples.

▶ Generating high-volume personality profiles from contact lists that already have associated metadata.

▶ Analyzing job descriptions, emails, and other messaging to determine style.

For more details, please contact your Customer Success Manager or email us at hello@crystalknows.com.