FT Headline API

The FT Headline API allows you to build customisable news feeds so you can integrate relevant FT content into the applications of your choice. So your readers get important updates and insight from the FT, when they need it and how they want it.

Using the headline API, you can create a customised list of headlines for different needs throughout the organisation and deliver it using existing applications or workflow solutions.

Benefits include:

- More relevant content as users have the ability to define what makes an article relevant and create many customised lists of headlines. This allows for better targeting and personalisation.

- Quicker, more convenient access to FT content within your existing workflow solutions.

- Greater flexibility and increased control as data feeds can be updated in real time on a self-service basis.

Implementations of the API and alerting service

Integrate news content into CRM systems and intranets

A financial services practice group at a leading UK law firm provides alerting service to partners & associates within their intranet (Interact) on news related to practice area topics of interest.
Automatic, real-time updates

The Strategy & Competitive Analysis team at a leading Insurance company provides alerting service to strategy associates within their social collaborative team environment (Jive).

Third party channel integration

One of FT’s key channel partners, uses our API services to incorporate FT news and commentary into its news feed. Using the Headline API allows information professionals within the legal sector to create & schedule bespoke email newsletters.

Customise delivery to meet user workflows

Mergers & Acquisitions business school course designers provides alerting service to students on relevant news related to supply chain management course material (in Blackboard Connect)

For more information:

If you have any queries about an FT Headline API licence, please contact our Product Consultant team directly on b2bproductconsultants@ft.com, or visit ft.com/integration