

Developer Guide

Using web services to manage campaigns

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1.00	03/03/2009	CreateCampaign / UpdateCampaign / TestCampaign / SendCampaign AddContacts / GetCampaigns / GetCampaignItems methods definition
1.01	12/05/2009	2.3.1. CreateCampaign: schedule date definition
1.02	26/05/2009	2.3.1 CreateCampaign : New properties : DisplayName, ReplyAddress, TestEmails, TestFirstRow 2.3.1 CreateCampaign : Added note about Contacts node 2.3.2 UpdateCampaign : New properties : DisplayName, ReplyAddress, TestEmails, TestFirstRow 2.3.4 AddContacts : New property Mode 2.3.6 GetCampaigns : New property UID
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1.04	21/08/2009	2.3.4 : AddContacts : New property Send 2.3.6 : GetCampaigns : Added operator for status 2.3.7 : GetCampaignItems : Added operator for status 2.3.7 : GetCampaignItems : Added UID to result
1.05	25/08/2009	2.3.1 : Contacts tag is now optional to create a campaign 2.3.3 : Check now if there is at least one contact 2.3.4 : Improved adding contact and (re)sending campaign already sent

1 Disclaimer

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2 Working with the web service

By working with web service, you can create and manage campaigns from any existing application.

2.1 Pre-requisite

To use web services, you need the following elements:

- A valid emailR account and administrator credentials

2.2 Handling web service answers

All web service methods returns a XML with the following structure:

```
<Result>
  <Code></Code>
  <Message></Message>
  <Detail></Detail>
  <Method></Method>
</Result>
```

The code tag allows identifying the web service result. When a method succeeded, the code tag contains 0.

When the method succeeded, the message tag contains the resulted data, otherwise the message tag is a short description of the code in English language. You can use the code list to create your own messages, for example in another language.

When a system exception occurred, the detail tag is used to store the system message. For managed errors, the tag is empty.

The method tag contains the method name which returned the result.

Result code list

0	Success
10000	The XML provided has an invalid structure or some required tags are missing / empty
10001	The status argument is invalid
10002	The schedule date argument is invalid
20000	No active contract have been found
20001	The campaign should have at least one contact
20002	Use APPEND mode to add more contacts to a campaign already sent
30000	Access is denied
30001	The user should be either Administrator or Campaign Manager
30002	The web service feature is disabled for the profile
30003	The campaign cannot be modified (usually because it is scheduled or sent)
30004	The campaign has not been created by web service and cannot be handled
30005	The campaign does not match with the account
30006	The user has no profile access
30007	Free accounts cannot send campaign by web service
30008	The account has not enough credit to send the campaign
40000	The account has not been found
40001	The profile has not been found
40002	The campaign has not been found
80000	An error occurred while creating the contact file
80001	An error occurred while reading the contact file
90000	A general failure occurred (unmanaged)

2.3 Using the web services

The exchange channel is named **CampaignSvc** and exposes the following methods:

CreateCampaign, **UpdateCampaign**, **TestCampaign**, **SendCampaign**, **AddContacts**, **GetCampaigns** and **GetCampaignItems**.

All of the methods expect one parameter as XML string. Here are the definition and description of the methods and parameters.

Keep in mind to neutralize forbidden characters in XML content. You can use `<![CDATA[...]]>` directives around your content. Try to use it only when required to minimize data transfer.

Example:

```
<Name><![CDATA[This is the campaign name]]></Name>
```

2.3.1 CreateCampaign

This method allows creating a new campaign. When the method succeeds, the result's message tag contains the UID of the campaign that was created. You will use this UID in other methods to identify your campaign.

The status of a campaign created by this method will be set as Pending.

2.3.1.1 Structure

```
<ROOT>
  <Account>
    <UID/>
    <Login/>
    <Password/>
  </Account>
  <Profile>
    <UID/>
    <DisplayName/>
    <ReplyAddress/>
    <TestEmails/>
  </Profile>
  <Campaign>
    <Name/>
    <ScheduleDate/>
    <Subject/>
    <BodyHtml/>
    <BodyText/>
    <TestFirstRow/>
    <Contacts>
      <Contact>
        <Email/>
        <UID/>
        <DisplayName/>
      </Contact>
      ...
    </Contacts>
  </Campaign>
</ROOT>
```

2.3.1.2 Description

Account node

UID: The account UID (you can find it in the Profile detail screen)

Login: A valid login for the account

Password: A valid password for the account

Profile node

UID: The profile UID (you can find it in the Profile detail screen). Note that this value is required even if DisplayName, ReplyAddress and TestEmails are supplied.

DisplayName: This tag is optional and allows overriding the value from the profile. If you omit this tag, the profile value will be used.

ReplyAddress: This tag is optional and allows overriding the value from the profile. If you omit this tag, the profile value will be used.

TestEmails: This tag is optional and allows overriding the value from the profile. If you omit this tag, the profile value will be used. Use semicolon to delimit multiple email addresses.

Campaign node

Name: The campaign name

ScheduleDate: The schedule date in format yyyyymmddhhmm. This tag is optional. If provided and empty, it means no schedule date. When specifying minute of the schedule date, you should use 0, 15, 30 or 45 (like in extranet interface).

Subject: The campaign subject.

BodyHtml: The campaign html content. The tag is required but if empty, it means that campaign is plain text.

BodyText: The campaign plain text content. When the campaign is HTML, you can provide here the alternate content.

TestFirstRow: The tag is optional. Set as 1 if you want to merge the template with the first "contact" row when sending a test. Otherwise set as 0 or omit the tag.

Contacts tag: A collection of Contact tags.

This tag is optional. You can use AddContacts later to add your contacts.

Email: The email of the recipient.

UID: The unique identifier of the recipient. This tag is optional.

DisplayName: The display name of the recipient. This tag is optional.

Note about Contacts tags:

- Each Contact tag may contain extra tags that will be used as merge fields (if you want to insert personalized data in each email).
Example: You can add <MyColumn/> tag with value for each Contact tag. Then in the template, insert a merge field {%MyColumn%}. The merge field will be substituted with its matching value in each email.
- Default data delimiter is now double quote (Please take care to avoid double quote inside contact tag data)

2.3.1.3 Example

```
<ROOT>
  <Account>
    <UID>655ABD2A-7153-4017-9032-8CD67E06151F</UID>
    <Login>john.smith@dummy.com</Login>
    <Password>123</Password>
  </Account>
  <Profile>
    <UID>142405C9-D4AD-4D85-A253-81E0E10F808E</UID>
    <TestEmails>another_test_email@dummy.com</TestEmails>
  </Profile>
  <Campaign>
    <Name>This is the campaign name</Name>
    <ScheduleDate>200905011845</ScheduleDate>
    <Subject>This is the campaign subject]]</Subject>
    <BodyHtml><![CDATA[<body>This is the HTML content</body>]]</BodyHtml>
    <BodyText>This is PLAIN TEXT content</BodyText>
    <TestFirstRow>1</TestFirstRow>
    <Contacts>
      <Contact>
        <Email>alan.smith@dummy.com</Email>
        <UID>12345</UID>
```

```

        <DisplayName>Alan Smith</DisplayName>
    </Contact>
</Contacts>
</Campaign>
</ROOT>

```

2.3.2 UpdateCampaign

This method allows updating an existing campaign. Only pending campaigns that have been created with the CreateCampaign method could be updated.

2.3.2.1 Structure

```

<ROOT>
  <Account>
    <UID/>
    <Login/>
    <Password/>
  </Account>
  <Profile>
    <UID/>
    <DisplayName/>
    <ReplyAddress/>
    <TestEmails/>
  </Profile>
  <Campaign>
    <UID/>
    <Name/>
    <ScheduleDate/>
    <Subject/>
    <BodyHtml/>
    <BodyText/>
    <TestFirstRow/>
  </Campaign>
</ROOT>

```

2.3.2.2 Description

Some tags are omitted if they already have been detailed previously.

Profile node

The tag is optional and should be provided only if the profile should be changed.

You can supply either UID tag to change the profile or DisplayName, ReplyAddress, TestEmails tags to override one or more profile setting.

Campaign node

UID: The campaign UID (returned by the CreateCampaign method)

All others tags from Campaign node are optional for this method. You should provide them only when a change is required.

2.3.2.3 Example

```

<ROOT>
  <Account>
    <UID>655ABD2A-7153-4017-9032-8CD67E06151F</UID>
    <Login>john.smith@dummy.com</Login>
    <Password>123</Password>
  </Account>
  <Campaign>
    <UID>3A4B0FC9-D9AD-4A85-B253-8FD0E10F808E</UID>
    <Name>This is the updated campaign name</Name>
    <Subject>This is the updated campaign subject]]</Subject>
  </Campaign>
</ROOT>

```

2.3.3 TestCampaign

This method allows testing a campaign. When the test will be complete, the campaign returns in Pending mode.

2.3.3.1 Structure

```
<ROOT>
  <Account>
    <UID/>
    <Login/>
    <Password/>
  </Account>
  <Campaign>
    <UID/>
  </Campaign>
</ROOT>
```

2.3.3.2 Description

All tags have been detailed previously.

2.3.3.3 Example

```
<ROOT>
  <Account>
    <UID>655ABD2A-7153-4017-9032-8CD67E06151F</UID>
    <Login>john.smith@dummy.com</Login>
    <Password>123</Password>
  </Account>
  <Campaign>
    <UID>3A4B0FC9-D9AD-4A85-B253-8FD0E10F808E</UID>
  </Campaign>
</ROOT>
```

2.3.4 AddContacts

This method allows adding or updating recipients in an existing campaign.

If an email already exists, the DisplayName and/or UID will be updated if provided.

You can also decide if you want to append or overwrite the existing contacts before.

You can also decide to send the campaign to the new added contacts.

2.3.4.1 Structure

```
<ROOT>
  <Account>
    <UID/>
    <Login/>
    <Password/>
  </Account>
  <Campaign>
    <UID/>
    <Mode/>
    <Send/>
    <Contacts>
      <Contact>
        <Email/>
        <UID/>
        <DisplayName/>
      </Contact>
      ...
    </Contacts>
  </Campaign>
</ROOT>
```

2.3.4.2 Description

Campaign node

Mode: The mode can be OVERWRITE to delete all contacts before or APPEND to append new contacts to existing contacts. This tag is optional. Omit the tag if you want to append contacts (default).

Send: When the campaign has already been sent, this tag allows (re)sending the campaign to the new contacts. You can omit this tag if you just want to add contacts.

Note that if the campaign has not been sent yet, this tag has no action. In that case, you should use SendCampaign method.

Note about Contacts tags:

- Each Contact tag may contain extra tags that will be used as merge fields (if you want to insert personalized data in each email).
Example: You can add <MyColumn/> tag with value for each Contact tag. Then in the template, insert a merge field {%MyColumn%}. The merge field will be substituted with its matching value in each email.
- When using APPEND mode, you cannot supply merge fields that have not been defined in CreateCampaign method (they will be ignored). This is due to existing contacts which does not have value(s) for these new merge field(s).

2.3.4.3 Example

```
<ROOT>
  <Account>
    <UID>655ABD2A-7153-4017-9032-8CD67E06151F</UID>
    <Login>john.smith@dummy.com</Login>
    <Password>123</Password>
  </Account>
  <Campaign>
    <UID>3A4B0FC9-D9AD-4A85-B253-8FD0E10F808E</UID>
    <Mode>OVERWRITE</Mode>
    <Send>1</Send>
    <Contacts>
      <Contact>
        <Email>alan.smith@dummy.com</Email>
        <UID>99999</UID>
        <DisplayName>Alan E. Smith</DisplayName>
      </Contact>
      <Contact>
        <Email>sarah.smith@dummy.com</Email>
        <UID>77777</UID>
        <DisplayName>Sarah Smith</DisplayName>
      </Contact>
    </Contacts>
  </Campaign>
</ROOT>
```

2.3.5 SendCampaign

This method allows finalizing a campaign for sending.

Important: After this method is invoked, the campaign cannot be modified. All mails sent using the SendCampaign method are billable.

2.3.5.1 Structure

```
<ROOT>
  <Account>
    <UID/>
    <Login/>
    <Password/>
  </Account>
  <Campaign>
    <UID/>
    <ScheduleDate/>
  </Campaign>
</ROOT>
```

2.3.5.2 Description

All tags have been detailed previously.

Campaign

ScheduleDate is optional and should be provided only if it should be changed (See CreateCampaign method for more information about date format)

2.3.5.3 Example

```
<ROOT>
  <Account>
    <UID>655ABD2A-7153-4017-9032-8CD67E06151F</UID>
    <Login>john.smith@dummy.com</Login>
    <Password>123</Password>
  </Account>
  <Campaign>
    <UID>3A4B0FC9-D9AD-4A85-B253-8FD0E10F808E</UID>
  </Campaign>
</ROOT>
```

2.3.6 GetCampaigns

This method allows retrieving one or more campaigns for an account. It returns only the campaigns for which the user has profiles rights.

In case of success, the campaign list XML is contained in Message tag from Result.

2.3.6.1 Structure

```
<ROOT>
  <Account>
    <UID/>
    <Login/>
    <Password/>
  </Account>
  <Campaign>
    <UID/>
    <Status/>
  </Campaign>
</ROOT>
```

2.3.6.2 Description

Some tags are omitted if they already have been detailed previously.

Campaign node

UID: This tag is optional. It allows searching for a particular campaign (based on its ID). If you omit this tag, you will receive all campaigns based on Status.

Status: The status of the campaign to return in the list. The status can be ALL for all status or one of the following: PENDING, SCHEDULED, PROCESSING, QUEUED, COMPLETED, ERROR.

You can also use the | operator to specify several status (example: PENDING|COMPLETED)

2.3.6.3 Example

```
<ROOT>
  <Account>
    <UID>655ABD2A-7153-4017-9032-8CD67E06151F</UID>
    <Login>john.smith@dummy.com</Login>
    <Password>123</Password>
  </Account>
  <Campaign>
    <Status>SCHEDULED</Status>
  </Campaign>
</ROOT>
```

2.3.6.4 Structure returned in result's message tag

```
<ROOT>
  <Campaign>
    <UID/>
    <Name/>
    <Subject/>
    <DisplayName/>
    <ReplyAddress/>
    <Recipients/>
    <CreateDate/>
    <UpdateDate/>
    <ScheduleDate/>
    <ErrorMessage/>
    <Status/>
  </Campaign>
  ...
</ROOT>
```

UID: The campaign UID

Name: The campaign name

Subject: The campaign subject

DisplayName: The name that will appear in the email.

ReplyAddress: The reply address for the email.

Recipients: The number of recipients

CreateDate: The campaign create date

UpdateDate: The last campaign update date (tag may be missing)

ScheduleDate: The campaign schedule date (tag may be missing)

ErrorMessage: If campaign status is Error, this tag may supply more information about the error

Status: The campaign status

2.3.7 GetCampaignItems

This method allows retrieving the recipients that have been sent and their status.

2.3.7.1 Structure

```
<ROOT>
  <Account>
    <UID/>
    <Login/>
    <Password/>
  </Account>
  <Campaign>
    <UID/>
  </Campaign>
  <CampaignItem>
```

```
<Status/>
</CampaignItem>
</ROOT>
```

2.3.7.2 Description

Some tags are omitted if they already have been detailed previously.

Status: The status of the campaign items to return in the list. The status can be ALL for all status or one of the following: SENT, READ, CLICKED, ERRORSOFT, ERRORHARD, QUARANTINE. You can also use the | operator to specify several status (example: SENT|READ)

NB:

- ErrorSoft: The mailbox is full and the email could not be delivered.
- ErrorHard: The email address does not exist.
- Quarantine:

2.3.7.3 Example

```
<ROOT>
  <Account>
    <UID>655ABD2A-7153-4017-9032-8CD67E06151F</UID>
    <Login>john.smith@dummy.com</Login>
    <Password>123</Password>
  </Account>
  <Campaign>
    <UID>3A4B0FC9-D9AD-4A85-B253-8FD0E10F808E</UID>
  </Campaign>
  <CampaignItem>
    <Status>ERRORSOFT</Status>
  </CampaignItem>
</ROOT>
```

2.3.7.4 Structure returned in result's message tag

```
<ROOT>
  <CampaignItem>
    <Email/>
    <UID/>
    <Date/>
    <Status/>
  </CampaignItem>
  ...
</ROOT>
```

Email: The recipient email

UID: The unique identifier for the Campaign item

Date: The date of the action

Status: The status of the recipient

3 Indexes and lexicon

3.1 Tags and parameters index

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3.2 Lexicon

3.2.1 Web services

A '**Web service**' (also **Web Service**) is defined by the W3C as "a software system designed to support interoperable machine-to-machine interaction over a network". Web services are frequently just Web APIs that can be accessed over a network, such as the Internet, and executed on a remote system hosting the requested services.

3.3 Web Service definition

You can find the WSDL definition at the following URL:

<http://extranet.emailr.com/integration/CampaignSvc.asmx?WSDL>