



LYRIS™

API Reference Guide

VERSION 3.1a



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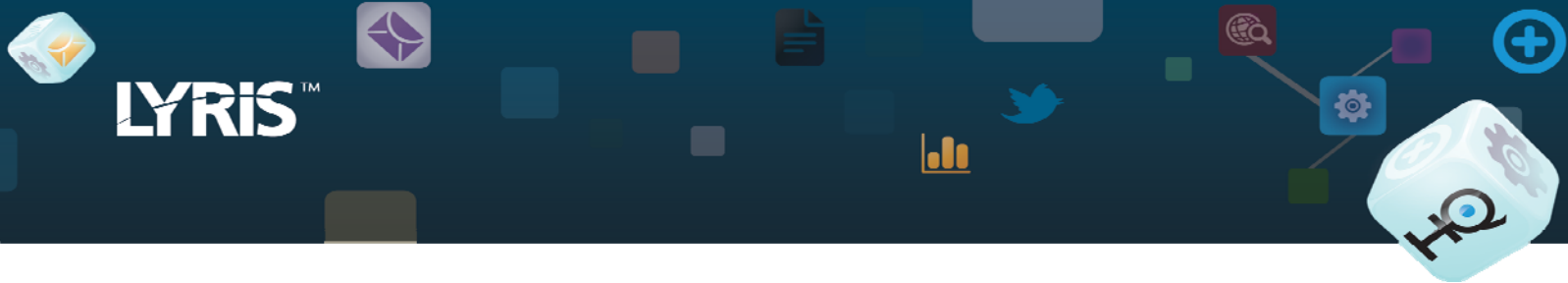
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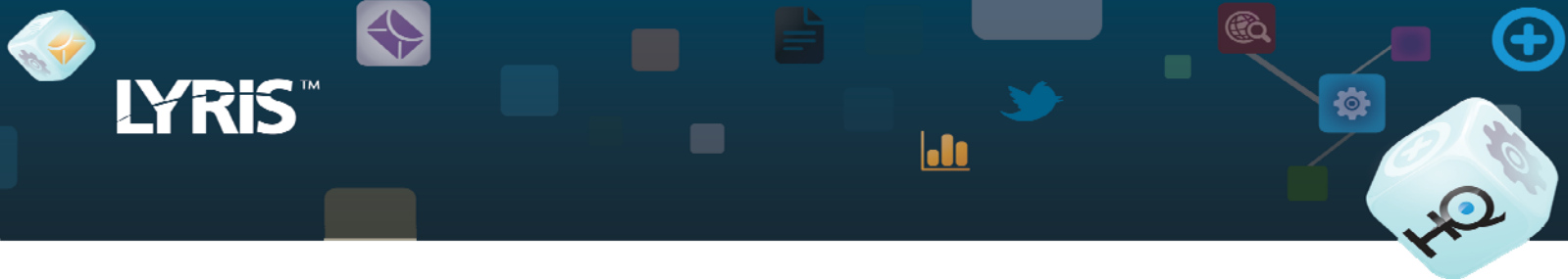
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1.0 ABOUT THE LYRIS API

The Lyris HQ API (Application Programming Interface) gives you direct programming level access to the key functions of managing lists, attributes/demographics, contacts/member records, messages, segments, partners and triggers.

The API supports the following functionality:

- **Lists**
 - Create, update, and delete lists
 - Update list settings
 - Generate the Most Active User Report (MAU)
- **Attributes/Demographics**
 - Create and update attributes
 - Enable and disable attributes
 - Generate attribute reports
- **Contacts/Member Records**
 - Add, update, and unsubscribe individual contacts
 - Upload CSV files to add and update contacts
 - Retrieve contact data related to a list or message
 - Generate reports about messages sent to the contact, opened messages, and clicked messages
 - Generate attribute reports for a contact
- **Messages**
 - Create, copy, and update messages
 - Schedule, pause, and cancel messages
 - Generate reports about message results, such as sent, opens, clicks, bounces, and unsubscribes
- **Segments**
 - Generate, update, and delete segments
 - Generate segment creation results
- **Partners**
 - Generate partner reports
- **Triggers**
 - Create triggers
 - Fire triggers when certain conditions are met
 - Generate reports



1.1 SYNTAX, PROTOCOL, AND SUPPORTED PROGRAMMING LANGUAGES

The API uses XML syntax over HTTPS protocol.

The API supports any programming language that can make TCP/IP requests. JAVA, PHP, ASP and many other languages include XML libraries that facilitate handling the syntax of the Lyris HQ API.

1.2 USING THE API

The API uses REST architecture style in which you initiate password-authenticated XML calls over https.

The general format using the API is as follows:

- **Enable API access in Lyris HQ**
For more information, see [1.3 About API access and passwords](#).
- **Submit a request via HTTPS POST or GET to the server farm where you account is located**
We recommend HTTPS POST for best results.

The server farm name is the part of your login URL that begins with *elabs*. For example, if you log into <https://www.elabs7.com/>, the server farm is *elabs7*. For more information, see [1.4 URL for Posting Calls](#).

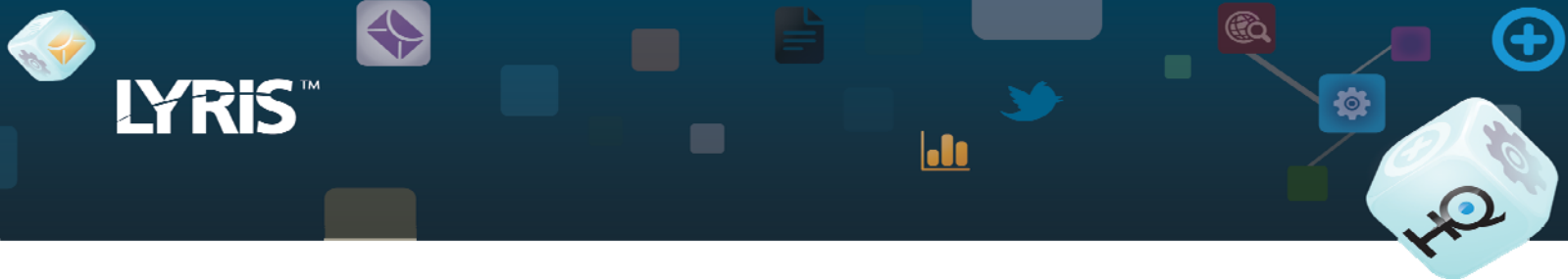
Each request must include the following fields:

type
activity
input (must be URL encoded)

These fields are case-sensitive. Values for fields vary according to the type of request, for example:

```
type: list
activity: add
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<DATA type="name">Secondary List</DATA>
...
</DATASET>
```



- **Submit a call for each function**
You cannot combine multiple calls into a single call.

Example: Curl call from Linux command line

```
type: demographic
activity: query
```

Input:

```
<DATASET><SITE_ID>1</SITE_ID><MLID>52</MLID><DATA
  type="id">1</DATA><DATA type="id">2</DATA><DATA
  type="extra"
  id="password">yourpassword</DATA></DATASET>
```

URL encoded input:

```
%3CDATASET%3E%3CSITE_ID%3E1%3C%2FSITE_ID%3E%3CMLID%3E52%3
C%2FMLID%3E%3CDATA%20type%3D%22id%22%3E1%3C%2FDATA%3E%
3CDATA%20type%3D%22id%22%3E2%3C%2FDATA%3E%3CDATA%20typ
e%3D%22extra%22%20id%3D%22password%22%3Eyourpassword%3
C%2FDATA%3E%3C%2FDATASET%3E
```

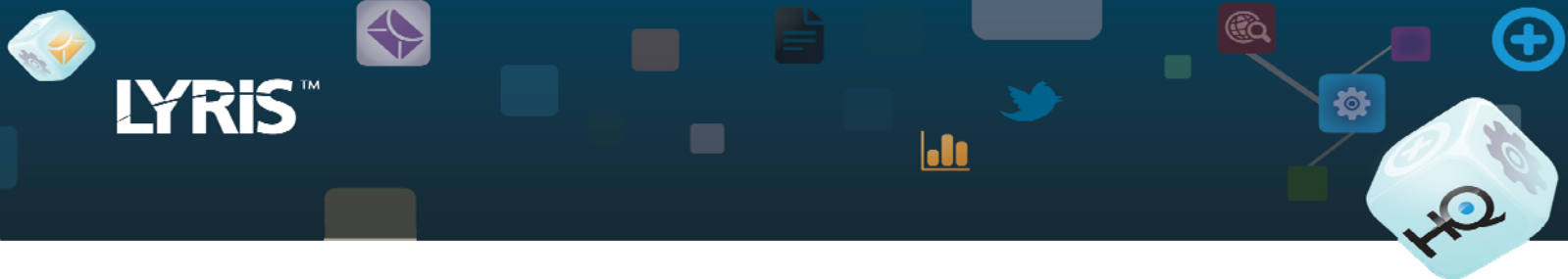
The following curl call:

curl

```
'https://www.elabs7.com/API/mailling_list.html?type=dem
ographic&activity=query&input=%3CDATASET%3E%3CSITE_ID%
3E1%3C%2FSITE_ID%3E%3CMLID%3E52%3C%2FMLID%3E%3CDATA%20
type%3D%22id%22%3E1%3C%2FDATA%3E%3CDATA%20type%3D%22id
%22%3E2%3C%2FDATA%3E%3CDATA%20type%3D%22extra%22%20id%
3D%22password%22%3Eyourpassword%3C%2FDATA%3E%3C%2FDATA
SET%3E'
```

Returns following response:

```
<?xml version="1.0" encoding="iso-8859-1"?>
<DATASET><TYPE>success</TYPE><RECORD><DATA
  type="Text">Last Name</DATA>
<DATA type="state">enabled</DATA></RECORD></DATASET>
```



1.3 ABOUT API ACCESS AND PASSWORDS

To use the API, you must enable API access in Lyris HQ. By default, API access is disabled.

You can enable access by setting a global password for the entire organization or for a specific list. The list password overrides the global password.

IMPORTANT: Make sure to note your password. Passwords are not recoverable. If you do not remember the password, you will have to reset it.

The HTTPS call must include the password as follows:

```
<DATA type="extra" id="password">yourpassword</DATA>
```

If the API access is disabled or an incorrect password is provided in the call, the API will produce an "unauthorized error" response.

The password must be provided for each API call.

To enable API access for the organization

1. In Lyris HQ, click **Settings** to open the System Tools page.
2. In the **Organizations** section, click the name of the organization to open the Organization Details page.
3. Click **edit** to open the Edit Organization page.
4. In the **Global API Settings** section of the Email Marketing tab, select the **Password** radio button.
5. Enter the password in the text field.

Email Marketing | Web Analytics | Landing Pages

Global API Settings

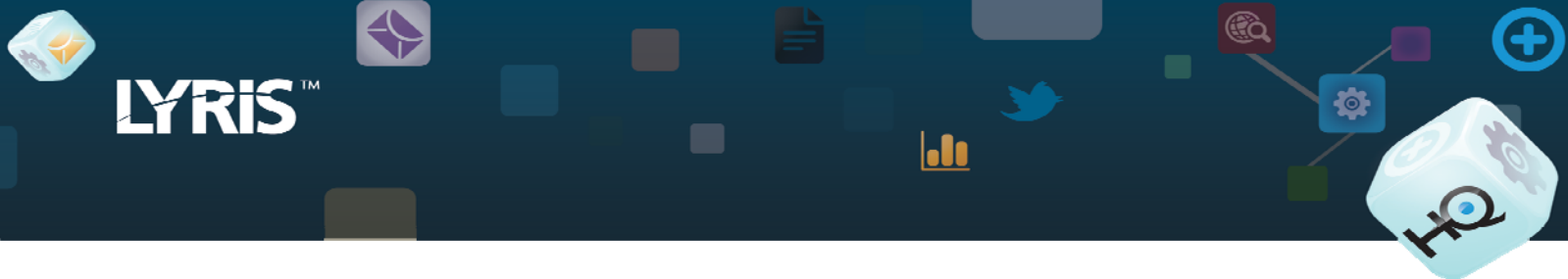
☒ Password:

☐ Off

☐ Default Spam Assassin Value: 0

Apply

6. Click **Update**.



To enable API access for a specific list

1. In Lyris HQ, click **Settings** to open the System Tools page.
2. In the **Organizations** section, click the name of the organization you want.
3. In the **List Settings** section, click **Edit Settings** to open the Edit List page.
4. In the **List Name** drop down list, select the list you want.
5. Select the **API Security** tab.
6. Select the **Password required for API access** radio button.
7. Enter the password in the text field.

Bounce Settings Reply Handling Frequency Limiter Footers Clickthru URL API Security Unsubscribe Message

☐ API access disabled.

☒ Password required for API access:

8. Click **Save**.

1.4 URL FOR POSTING CALLS

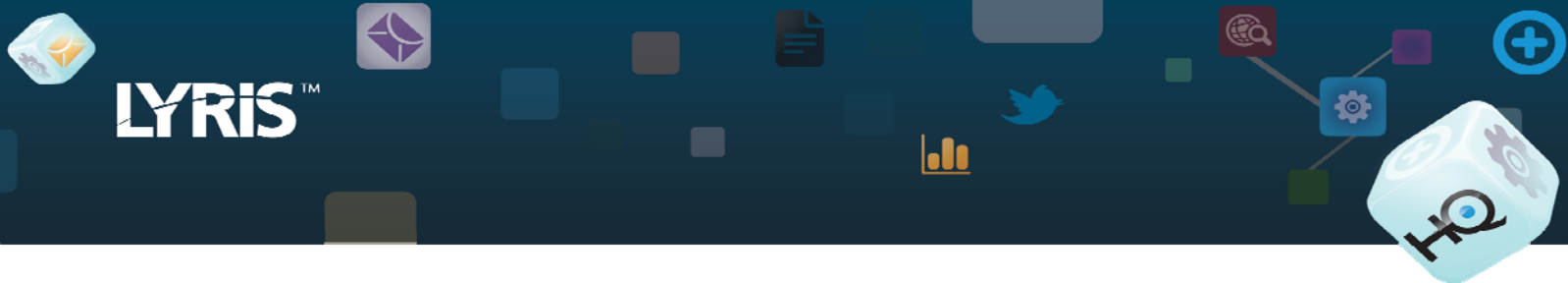
You must post the call to the URL of the server farm where your account is located. The server farm name is part of your login URL that begins with *elabs*. For example, if you log into <https://www.elabs7.com/>, the server farm is *elabs7* and you must post the call to:

```
https://www.elabs7.com/API/mailing_list.html
```

Alternately, you can find the farm name in Lyris HQ on the Reply Handling Tab of the Settings page.

To find the farm name in Lyris HQ:

1. Click **Settings** to open the System Tools page.
2. In the **Organizations** section, click the name of the organization you want.
3. In the **List Settings** section, click **Edit Settings** to open the Edit List page.
4. In the **List Name** drop down list, select the list you want.
5. Select the **Reply Handling** tab.
The server farm name is the part of the Reply-To Address that begins with *elabs*.



1.5 ABOUT IDs

Depending of the call, you might need to provide one or more ID numbers in the call.

The SITE_ID is required for every call. Other IDs, such as the mailing list ID, message ID and attribute ID are required only for certain calls.

This section provides instructions for finding the IDs you might need.

SITE_ID

The Customer ID or Site ID number.

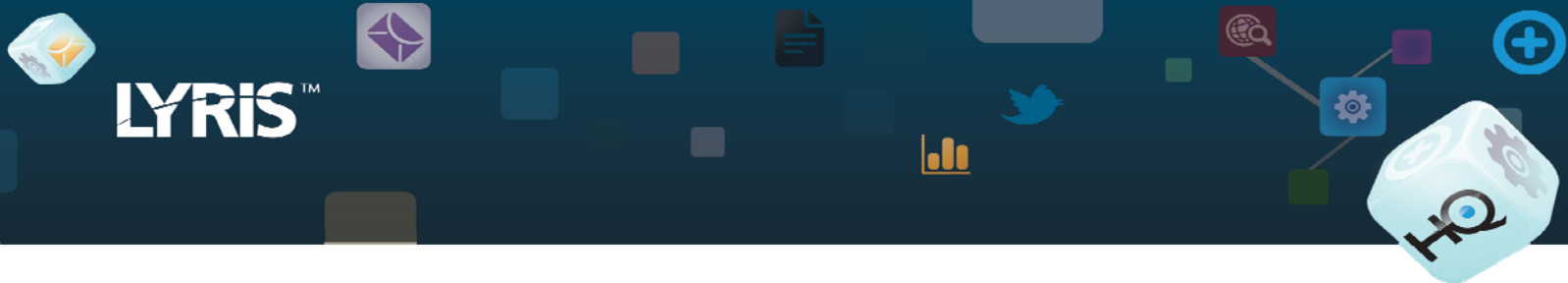
Your Customer ID number was provided to the main account holder. If you do not know your Customer ID number, you can use the Site ID instead.

To find the SITE_ID:

1. In Lyris HQ, click **Settings** to open the System Tools page.
2. In the **Organizations** section, click the name of the organization you want.

The Site ID is displayed at the bottom of the **Organization Details** section as shown in the following illustration.

Organization Details - top5flicks	
Display Name:	top5flicks
Status:	Active
Subscription Type:	Demo
Organization Type:	Sub-Organization
Members:	10
Default Country:	United States
Default Timezone:	America/Los_Angeles
Company Size:	1-9
Company Type:	Business-to-consumer
Industry:	Entertainment
Site Id:	2010000494



MLID

The mailing list ID.

To find the MLID:

- On the Navigation bar in Lyris HQ , click **Email Marketing** then **Lists** to open the Lists page.

The MLID appears in the MLID column as shown in the following illustration.

	List Name	MLID	Active Contacts	Status	Last Message Sent
☐	Master	27784	499	 Active	Jan 18, 2011

If the MLID column is not displayed, click , select the **MLID** checkbox, then click **OK**.

 List Name

Configure Columns

☒ List Name
☒ **MLID**
☒ Active Contacts
☒ Status
☒ Last Message Sent

The MLID is also provided in the response when a new mailing list is created through the API. For more information, see [2.1 Activity: Add](#).

MID

The message ID.

To find the MID:

- On the Navigation bar in Lyris HQ , click **Email Marketing** then **Messages** to open the Messages page.

The MID appears in the Message ID column as shown in the following illustration.

	Message Name	Message Id	Subject	Status
☐	Monthly Newsletter 	773573	April Newsletter	 Waiting to be Scheduled



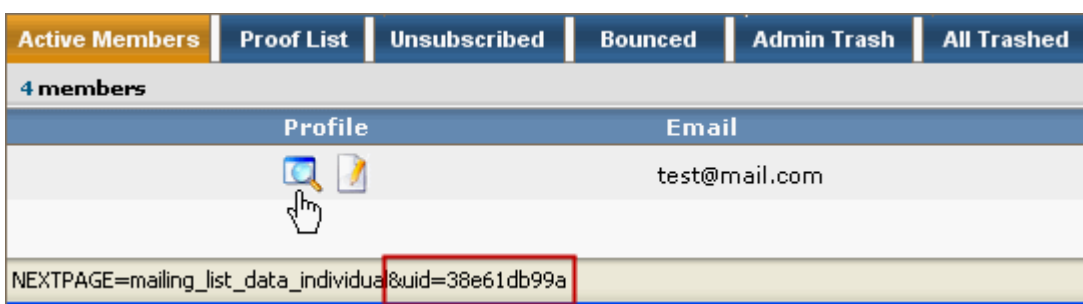
UID

The contact ID.

To find the UID:

1. On the Navigation bar in EmailLabs, select **Member Records**→**View Records**.
2. Point at  of the contact you want.

The UID appears in the browser status bar as shown in the following illustration.



Attribute ID

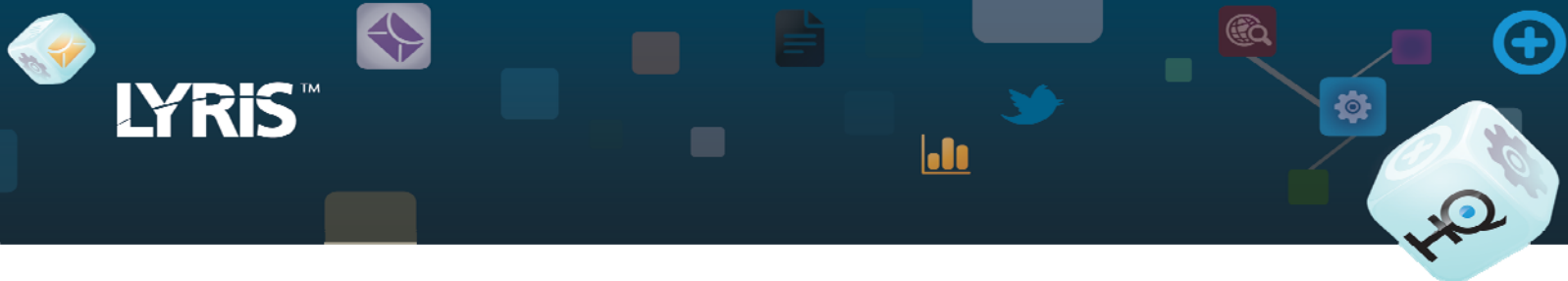
The attribute ID.

To find the attribute ID:

1. On the Navigation bar in Lyris HQ , click **Email Marketing** then **Lists** to open the Lists page.
2. Point at the name of the list you want and select **Attributes** to open the Attribute Management dialog.

The attribute ID appears in the ID column as shown in the following illustration.

	Attribute	ID	Category	Status	Type
☐	Salutation	3	Default	<u>Disabled</u> ▼	Radio Button



Segment ID

The segment ID.

To find the segment ID:

1. On the Navigation bar in EmailLabs, select **Advanced Features**→**Segments**.
2. Point at **Edit** of the segment you want.

The segment ID appears in the browser status bar as shown in the following illustration.

Available Segments		
Segment Name	Selected Fields	Last Generated
Edit Delete Copy 60 or older 	Age	2/1/10 @ 6:48 PM PST
NEXTPAGE=mailing_list_filter_create&ID=2373		

SID

The Suppression List ID.

To find the Suppression List ID:

1. On the Navigation bar in Lyris HQ , click **Email Marketing** then **Lists** to open the Lists page.
2. In the **List Type** drop down list, select **Suppression List** to display all Suppression Lists.

The SID appears in the Suppression List ID column as shown in the following illustration.

	Suppression List Name	Suppression List ID	Count	Date Created
☐	November	88	26,056	May 6, 2011



Trigger ID

The trigger ID.

To find the trigger ID:

1. On the Navigation bar in EmailLabs, select **Advanced Features**→**Triggers**.
2. Point at **Edit** in the Actions column of the trigger you want.

The Trigger ID appears in the browser status bar as shown in the following illustration.

Enabled Triggers		
Name	Conditions	Actions
☒ Welcome	• When a user joins this mailing list at any time • Message is sent immediately	Edit Copy Delete Reports Download Reports View Message Clear History
NEXTPAGE=mailing_list_trigger_create&triggerid=10654&UPTADMIN_ACTIVITY=edit		

2.0 LIST MANAGEMENT

Provides all activities associated with list management.

API type: list

Required parameter: <SITE_ID> Site ID </SITE_ID>

Valid Activities

Add

Creates a mailing list.

Delete

Deletes a mailing list.

Suppression List

Creates a suppression list.

Query-Listdata

Queries all existing mailing lists.

Report-MAU

Generates the Most Active User report.

Blacklist

Specifies which email addresses should not receive any messages you send.

Edit

Edits the name, reply-to address, and From Name of a list.



2.1 ACTIVITY: ADD

Use this activity to create a mailing list.

The response returns the unique MLID for the new list.

Functional Description

Name [Required]

The name of the new mailing list.

FROM_EMAIL [Optional]

The email address to which replies to messages for the list will be sent. This is the reply-to-address.

NOTE: The API automatically creates a default reply-to address. We recommend that you do not specify an address.

CLICKTHRU_URL [Optional]

The URL for domain masking.

NOTE: You must first set up the DNS for this domain via a CNAME record or A-record. Otherwise, the API returns an error.

HANDLE_AUTOREPLY [Optional]

Specifies whether the system will filter auto-responder replies.

HANDLE_AUTOREPLY_EMAIL [Optional]

The email address to receive auto-responder replies.

HANDLE_UNSUBSCRIBE [Optional]

Specifies whether the system will filter unsubscribe requests.

HANDLE_UNSUBSCRIBE_EMAIL [Optional]

The email address to receive unsubscribe requests.

FOOTER_TEXT [Optional]

The text version of the message footer.

FOOTER_HTML [Optional]

The HTML version of the message footer.

REPLY_FROM_EMAIL [Optional]

The email address from which forwarded messages will be sent.

REPLY_FROM_NAME [Optional]

The name from which forwarded messages will be sent.

REPLY_FORWARD_SUBJECT [Optional]

The Subject line of forwarded messages.

REPLY_FORWARD_EMAIL [Optional]

The email address to which Unknown and Other messages will be sent.

Parameter	Required/ Optional	Type	ID	Value
Name	Required			Name of the list
CLICKTHRU_URL	Optional	extra	CLICKTHRU_URL	http://domain/
FROM_EMAIL	Optional	extra	FROM_EMAIL	Email address
FOOTER_TEXT	Optional	extra	FOOTER_TEXT	Text
FOOTER_HTML	Optional	extra	FOOTER_HTML	HTML
HANDLE_AUTOREPLY	Optional	extra	HANDLE_AUTOREPLY	blank = automatic (default) manual
HANDLE_AUTOREPLY_EMAIL	Optional	extra	HANDLE_AUTOREPLY_EMAIL	Email address
HANDLE_UNSUBSCRIBE	Optional	extra	HANDLE_UNSUBSCRIBE	blank = automatic (the default value) manual
HANDLE_UNSUBSCRIBE_EMAIL	Optional	extra	HANDLE_UNSUBSCRIBE_EMAIL	Email address
REPLY_FORWARD_EMAIL	Optional	extra	REPLY_FORWARD_EMAIL	Email address
REPLY_FROM_EMAIL	Optional	extra	REPLY_FROM_EMAIL	Email address
REPLY_FROM_NAME	Optional	extra	REPLY_FROM_NAME	Name
REPLY_FORWARD_SUBJECT	Optional	extra	REPLY_FORWARD_SUBJECT	Subject line of the forwarded message

Format

```
<DATA type="name" >value</DATA>
<DATA type="extra" id="ID" >value</DATA>
```

Example

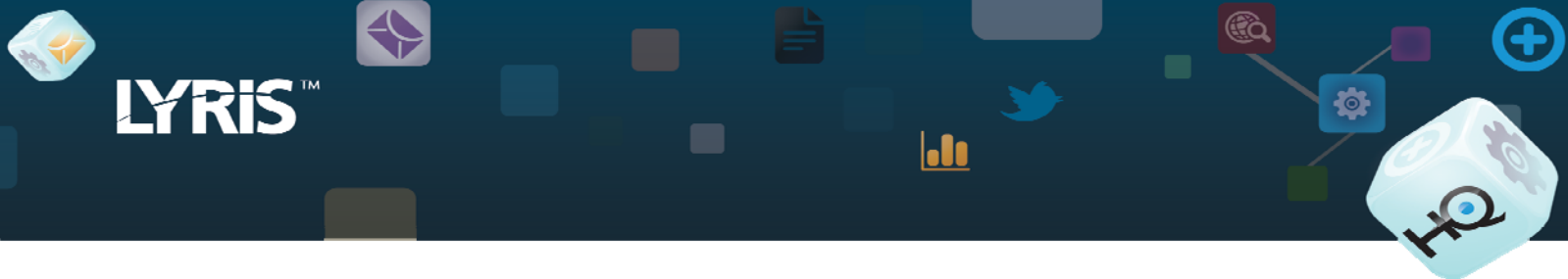
```
type: list
activity: add
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<DATA type="name">Secondary List</DATA>
<DATA type="extra" id="CLICKTHRU_URL">http://my.domain.com/</DATA>
<DATA type="extra"
  id="REPLY_FORWARD_EMAIL">support@my.domain.com</DATA>
<DATA type="extra"
  id="REPLY_FROM_EMAIL">forward@my.domain.com</DATA>
<DATA type="extra" id="REPLY_FROM_NAME">8@yahoo.com</DATA>
<DATA type="extra" id="REPLY_FORWARD_SUBJECT">Customer
  Replies</DATA>
<DATA type="extra" id="HANDLE_UNSUBSCRIBE"></DATA>
<DATA type="extra" id="HANDLE_AUTOREPLY"></DATA>
<DATA type="extra" id="FOOTER_TEXT">Confidentiality
  agreement...</DATA>
<DATA type="extra" id="FOOTER_HTML"> Confidentiality
  agreement...</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<DATA type="mlid">1425</DATA>
</DATASET>
```



2.2 ACTIVITY: DELETE

Use this activity to delete a mailing list.

Functional Description

MLID [Required]

The MLID of the list to delete.

For information about finding the MLID, see [1.5 About IDs](#).

Format

```
<MLID>ID number</MLID>
```

Example

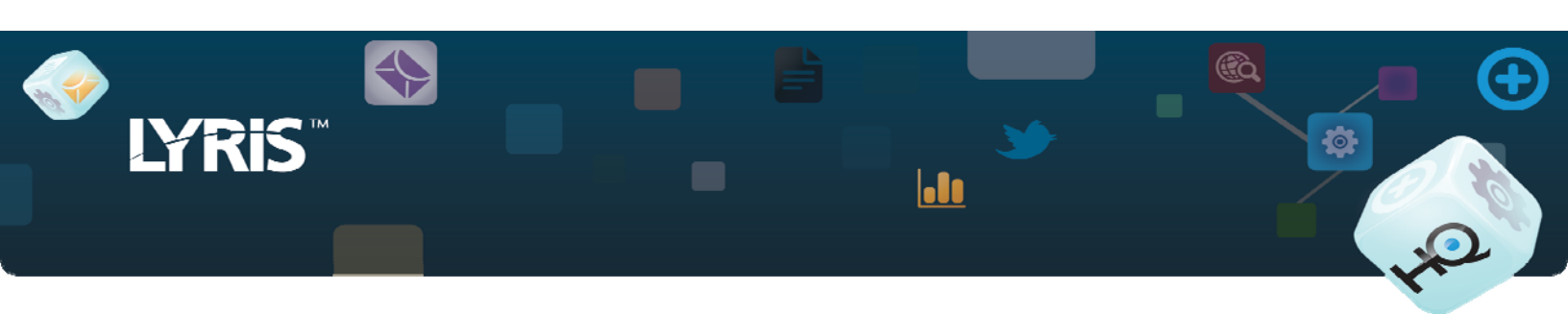
```
type:    list
activity: delete
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>1234</MLID>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<DATA>Mailing List (1234) Deleted</DATA>
</DATASET>
```



2.3 ACTIVITY: SUPPRESSION-LIST

Use this activity to create and manage Suppression lists.

A *Suppression list* specifies which email addresses should not receive a specific message.

TIP: If you want to prevent specific addresses from receiving all messages you send, use the Blacklist instead of a Suppression list. For information about the Blacklist, see [2.6 Activity: Blacklist](#).

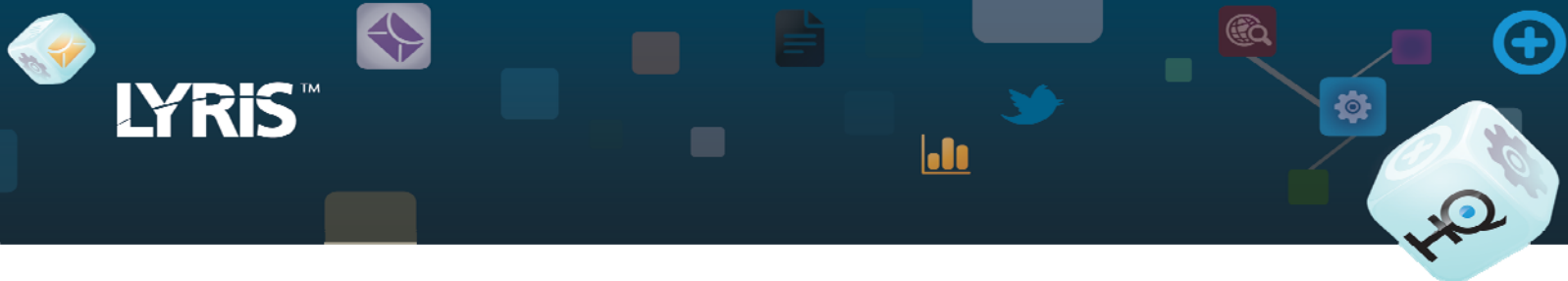
To use a Suppression list in a message, specify the Suppression List property when scheduling a message. For more information, see [5.8 Activity: Schedule](#).

NOTE: To ensure that the Suppression-List function works correctly, you must enable global API access. For more information, see [1.3 About API access and passwords](#).

Before you begin

When working with the **create** and **add** actions, you must provide the location and name of a CSV or TXT file that contains the email addresses to add. The file must contain only one column, titled *Email* or *email*. Depending on the action, the API does one of the following:

For This Action...	The API Does This...
create	Creates the Suppression list and adds the addresses from the file to it
delete	Ignores the file
add	Adds the addresses from the file to the addresses already in the suppression list
download	Ignores the file
query	Ignores the file



Functional Description

Action [Required]

Specifies one of the followings action to perform on the Suppression list:

create

Creates a Suppression list.

delete

Deletes the Suppression list specified by the SID parameter.

add

Adds email addresses to the Suppression list specified by the SID parameter.

download

Downloads the Suppression list to a file. After the download completes, the API sends a notification to the email address specified by the Email parameter. The notification will include a link to the downloaded file.

query

Retrieves the SIDs and names of all Suppression lists for the site specified by the SITE_ID parameter.

File [Required for the create and add actions]

The URL where the file is located.

Email [Optional]

The email address to which a notification will be sent after the call is complete.

Name [Optional]

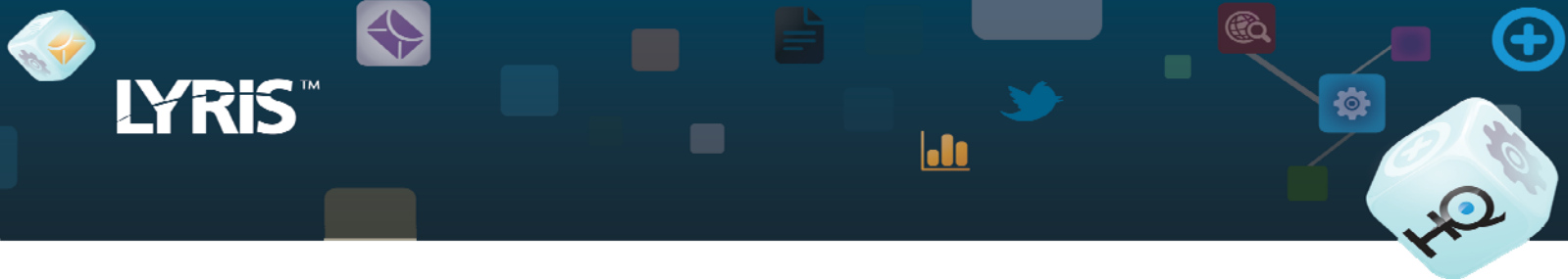
The name of the Suppression list.

SID [Optional]

The ID of the Suppression list to delete, download, or add.

For information about finding the SID, see [1.5 About IDs](#).

Parameter	Required/ Optional	Type	ID	Value
Action	Required	extra	action	create delete add download query
File	Required	extra	file	Name and full path to the file
Email	Optional	extra	email	Email address to receive notifications
Name	Optional	extra	name	Name of suppression list
SID	Optional	extra	sid	Suppression list ID



Format

<DATA **type**="choose a type below" **id**="enter respective id value here">**value**</DATA>

Example

type: list
activity: suppression-list

Input:

```
<DATASET>
<SITE_ID></SITE_ID>
<DATA type="extra id="action">create</DATA>
<DATA type="extra" id="email">user@email.com</DATA>
<DATA type="extra" id="name">Do not send list</DATA>
<DATA type="extra"
  id="file">http://www.uptilt.com/content/18712/suppression_list.tx
  t</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<DATA>The suppression list 'Do not send list (2554)' is now being
  created, and a link will be e-mailed to user@email.com when
  finished.
</DATA>
</DATASET>
```



2.4 ACTIVITY: QUERY-LISTDATA

Use this activity to get information about all existing lists.

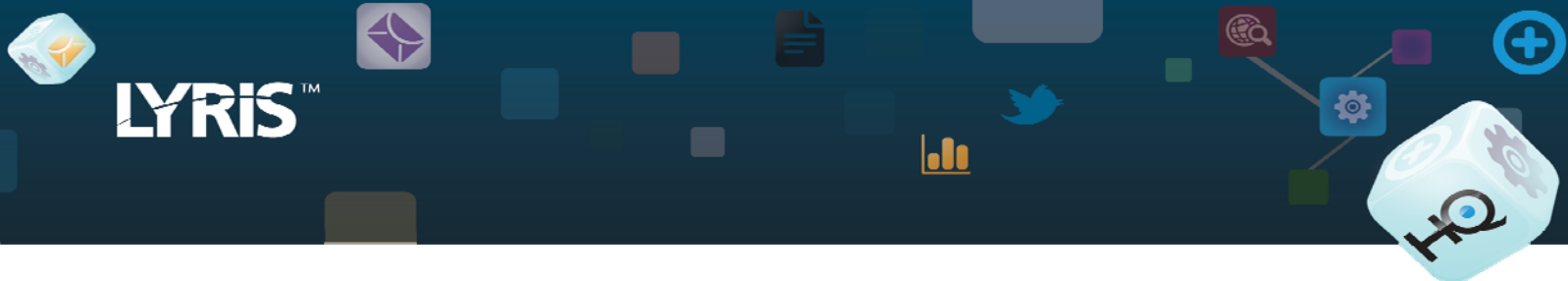
Example

The following query returns information about the two available mailing lists. Each list is identified by its MLID (specified by the **id** property).

```
type: list
activity: query-listdata
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
</DATASET>
```

```
Response:
<DATASET><TYPE>success</TYPE>
<RECORD>
<DATA type="name" id="142">Prospects Clients</DATA>
<DATA type="messages">14</DATA>
<DATA type=" last-sent">Aug 1, 2011</DATA>
<DATA type="members">1420</DATA>
</RECORD>
<RECORD>
<DATA type="name" id="143"></DATA>
<DATA type="messages">1</DATA>
<DATA type=" last-sent">Aug 5, 2011</DATA>
<DATA type="members">100,000+</DATA>
</RECORD>
</DATASET>
```



2.5 ACTIVITY: REPORT-MAU

Use this activity to generate the MAU (Most Active User) report.

When the report is ready, the API sends a notification to the email address specified by the **email** parameter.

Functional Description

START-DATE [Required]

The start date of the report.

END-DATE [Required]

The end date of the report.

email [Required]

The email address to which to send the notification when the report is ready.

Parameter	Required/ Optional	Type	ID	Value
START-DATE	Required	extra	START-DATE	Date in the mm/dd/yyyy format
END-DATE	Required	extra	END-DATE	Date in the mm/dd/yyyy format
email	Required	email	N/A	Email address

Format

```
<DATA type="extra" id="ID">Value</DATA>
```

Example

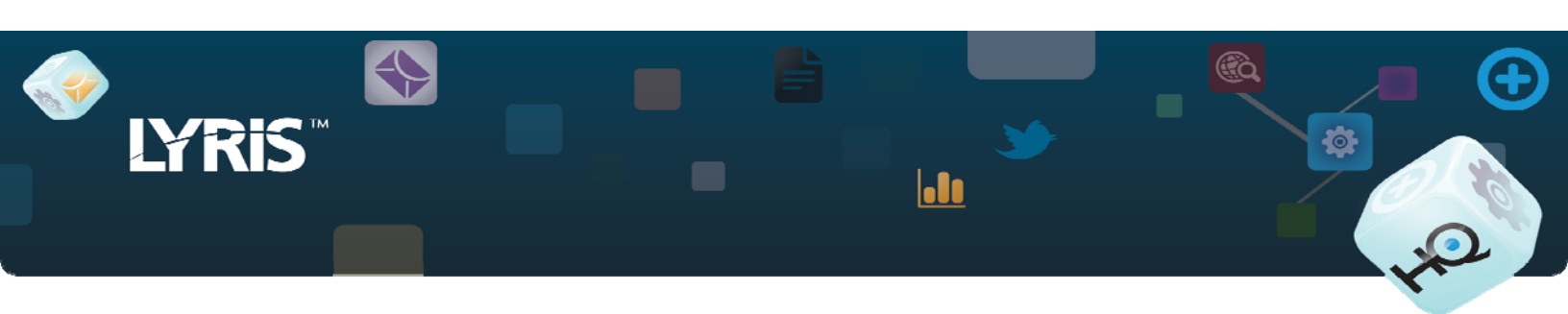
```
type=list
activity=report-mau
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>123333</MLID>
<DATA type="extra" id="START-DATE">12/20/2011</DATA>
<DATA type="extra" id="END-DATE">12/31/2011</DATA>
<DATA type="email">stumnee@emaillabs.com</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<MESSAGE>Your Most Active Members generation has started. An Email
  will be sent when it is done.</MESSAGE>
</DATASET>
```

2.6 ACTIVITY: BLACKLIST

Use this activity to manage the Blacklist.

The *Blacklist* specifies which email addresses should not receive any messages you send.

Tip: If you want to prevent email addresses from receiving a specific message, use the Suppression List instead of a Blacklist. For information about the Suppression List, see [2.3 Activity: Suppression-list](#).

If you want addresses on the Blacklist to start receiving your messages again, you must delete those addresses from the Blacklist.

Before you begin

When working with the **delete** or **add** actions, you must provide the location and name of a CSV or TXT file that contains the email addresses to add or delete. The file must contain only one column, titled *Email* or *email*. Depending on the action, the API does one of the following:

For This Action...	The API Does This...
delete	Deletes the addresses in the file from the Blacklist
add	Adds the addresses from the file to the Blacklist
download	Ignores the file

Functional Description

Action [Required]

Specifies one of the following actions to perform on the Blacklist:

add

Adds email addresses to the Blacklist.

delete

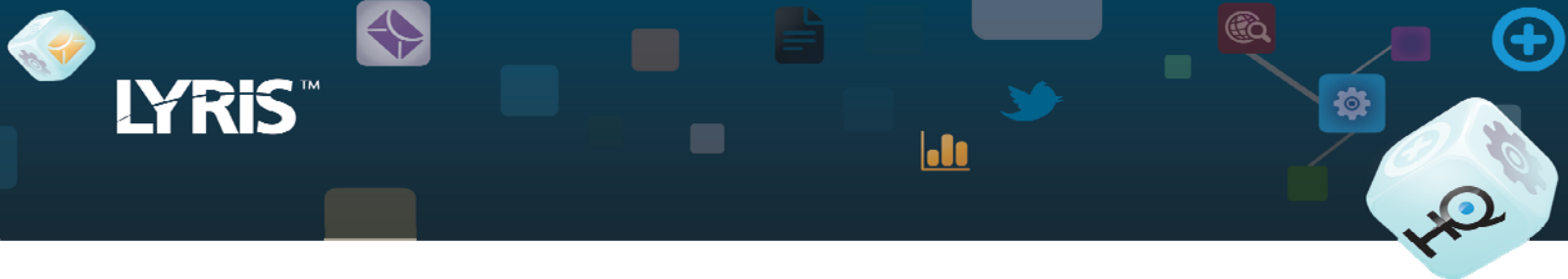
Deletes email addresses from the Blacklist.

download

Downloads the Blacklist to a file and sends the link to that file in the response.

File [Required for add an delete actions]

URL where the file is located.



Parameter	Required/ Optional	Type	ID	Value
Action	Required	extra	action	add delete download
File	Required	extra	file	File location and name

Format

```
<DATA type="choose a type below" id="enter respective id value  
here">value</DATA>
```

Example

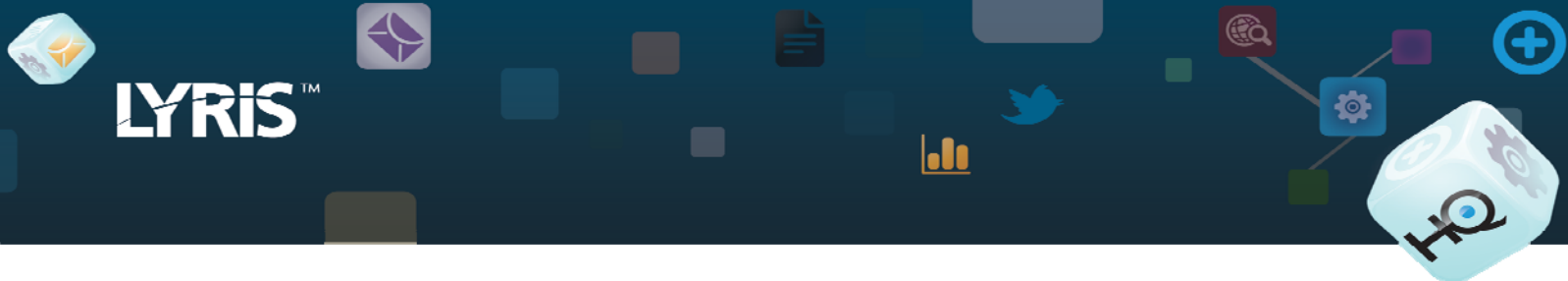
```
type: list  
activity: blacklist
```

Input:

```
<DATASET>  
<SITE_ID>2</SITE_ID>  
<DATA type="extra" id="action">add</DATA>  
<DATA type="extra"  
  id="file">https://www.elabs7.com/content/upload.txt</DATA>  
</DATASET>
```

Response:

```
<DATASET>  
<TYPE>success</TYPE>  
<DATA>  
The blacklist file '(https://www.elabs7.com/content/upload.txt)' has  
  processed. 80000 entries, added 80025 total entries.  
</DATA>  
</DATASET>
```



2.7 ACTIVITY: EDIT

Use this activity to edit the name, reply-to address, and From Name of a list.

Functional Description

Name [Required]

The new list name.

From_Name [Required]

The new name to display in the From field of recipients' inboxes.

From_Email [Required]

The new Reply-to address.

Parameter	Required/ Optional	Type	ID	Value
Name	Required	extra	name	List name
From Name	Required	extra	from_name	Sender name
From Email	Required	extra	from_email	Email address

Format

```
<DATA type="choose a type below" id="enter respective id value  
here">value</DATA>
```

Example

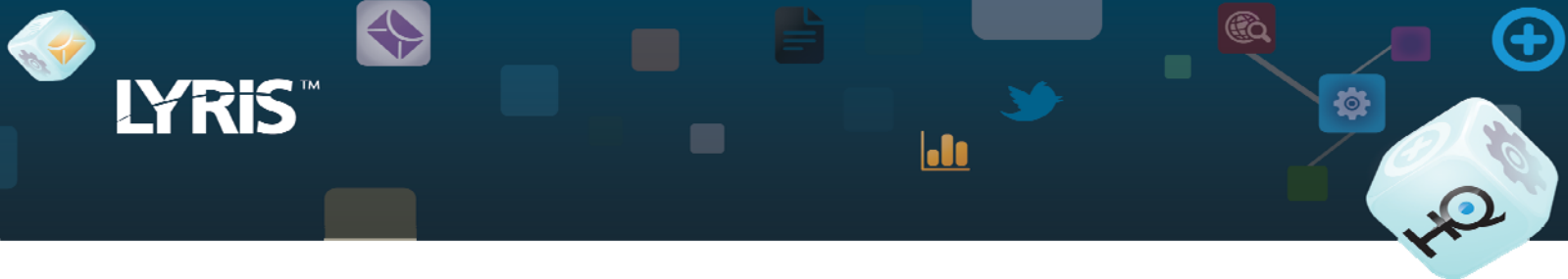
```
type: list  
activity: edit
```

Input:

```
<DATASET>  
<SITE_ID>2</SITE_ID>  
<MLID>11</MLID>  
<DATA type="name">Test List</DATA>  
<DATA type="extra" id="FROM_NAME">Joe Smith</DATA>  
<DATA type="extra" id="FROM_EMAIL">joe@domain.com</DATA>  
</DATASET>
```

Response:

```
<DATASET>  
<TYPE>success</TYPE>  
<DATA>Mailing List (11) edited</DATA>  
</DATASET>
```



3.0 ATTRIBUTE/DEMOGRAPHIC MANAGEMENT

NOTE: In EmailLabs, attributes are referred to as *demographics*.

Provides all activities associated with attributes.

API Type value: demographic

Required parameters: <SITE_ID> Site ID </SITE_ID>
<MLID> Mailing List ID </MLID>

Valid Activities

Add

Adds an attribute.

Disable

Disables an attribute.

Enable

Enables an attribute.

Query

Retrieves information about an attribute.

Query-All

Retrieves information about all available attributes.

Query-Enabled

Retrieves the name, ID, and type of all enabled attributes in a mailing list.

Update

Updates an attribute.

Query-Enabled-Details

Retrieves details of all enabled attributes in a mailing list.



3.1 ACTIVITY: ADD

Use this activity to add an attribute.

NOTE: To use the attribute in a list, you must enable it.

The response returns the unique ID of the new attribute.

Functional Description

Add [text box/text area/date/select list/checkbox/radio button/multiple select list/multiple checkbox/autoincrement] [Required]

Creates an attribute of the specified type.

Select list display length [Optional]

Applies only to multiple select list.

Specifies the number of options to display.

Enable demographic [Optional]

Enables the attribute.

Only enabled attributes are used in lists.

Add option for select [Required for the select list, radio button, multiple select list, and multiple checkbox attributes]

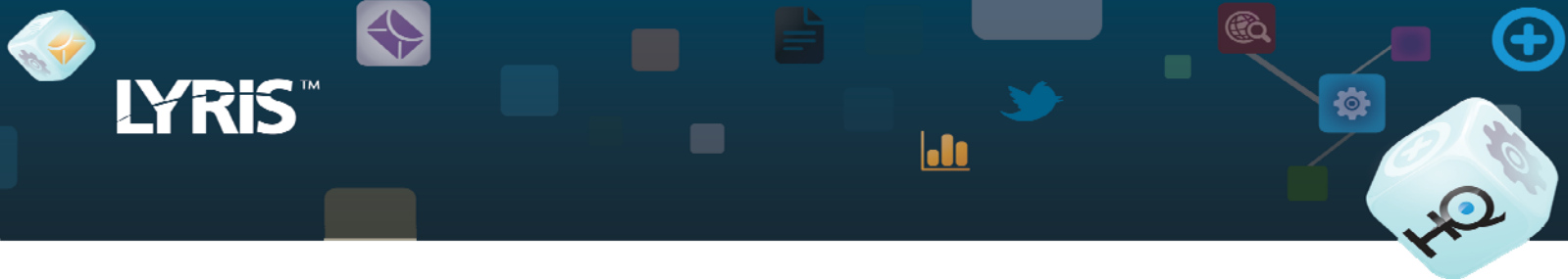
Creates the values for the following types of attributes:

- Select list
- Radio button
- Multiple select list
- Multiple checkbox

Select list display length [Optional]

Specifies number of lines to display.

Parameter	Required/ Optional	Type	ID	Value
Add text box	Optional	text	N/A	Attribute name
Add text area	Optional	textarea	N/A	Attribute name
Add radio button	Optional	radio button	N/A	Attribute name
Add date	Optional	date	N/A	Attribute name
Add select list	Optional	select list	N/A	Attribute name
Add checkbox	Optional	checkbox	N/A	Attribute name
Add multiple select list	Optional	multiple select list	N/A	Attribute name
Add multiple checkbox	Optional	multiple checkbox	N/A	Attribute name



Parameter	Required/ Optional	Type	ID	Value
Add option for select	Optional	option	N/A	Attribute name
Add autoincrement	Optional	autoincrement	N/A	Attribute name
Enable demographic	Optional	state	N/A	Enabled
Select list display length	Optional	size	N/A	Number of lines to display

Format

```
<DATA type="choose a type below" id="enter respective id value here">value</DATA>
```

Example

The following example creates and enables a select list attribute called *Where do you live?* with seven options.

```
type: demographic
activity: add
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="select list">Where do you live?</DATA>
<DATA type="option">North America</DATA>
<DATA type="option">South America</DATA>
<DATA type="option">Europe</DATA>
<DATA type="option">Africa</DATA>
<DATA type="option">Asia</DATA>
<DATA type="option">Australia</DATA>
<DATA type="option">Antarctica</DATA>
<DATA type="state">enabled</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<DATA>4567</DATA>
</DATASET>
```



3.2 ACTIVITY: DISABLE

Use this activity to disable an attribute in a mailing list.

Functional Description

id [Required]

The ID of the attribute to disable.

For information about finding the attribute ID, see [Attribute ID](#).

Parameter	Required/ Optional	Type	ID	Value
id	Required	N/A	N/A	Attribute ID

Example

```
type: demographic
activity: disable
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="id">2</DATA>
<DATA type="id">3</DATA>
</DATASET>
```

```
Response:
<DATASET>
<TYPE>success</TYPE>
</DATASET>
```



3.3 ACTIVITY: ENABLE

Use this activity to enable one or more attributes in a mailing list.

The response returns a comma-separated list of all currently enabled attributes.

Functional Description

id [Required]

The ID of the attribute to enable.

For information about finding the attribute ID, see [Attribute ID](#).

Parameter	Required/ Optional	Type	ID	Value
id	Required	N/A	N/A	Attribute ID

Example

```
type: demographic
activity: enable
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="id">2</DATA>
<DATA type="id">3</DATA>
</DATASET>
```

```
Response:
<DATASET>
<TYPE>success</TYPE>
<DATA>2, 3, 1425, 3300</DATA>
</DATASET>
```




3.4 ACTIVITY: QUERY

Use this activity to retrieve data about a specific attribute.

The response returns the attribute name and values.

Functional Description

id [Required]

The ID of the attribute to query.

For information about finding the attribute ID, see [Attribute ID](#).

Parameter	Required/ Optional	Type	ID	Value
id	Optional	id	N/A	Attribute ID

Example

```
type: demographic
activity: query
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="id">1425</DATA>
</DATASET>
```

```
Response:
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="select list">Where do you live?</DATA>
<DATA type="option">North America</DATA>
<DATA type="option">South America</DATA>
<DATA type="option">Europe</DATA>
<DATA type="option">Africa</DATA>
<DATA type="option">Asia</DATA>
<DATA type="option">Australia</DATA>
<DATA type="option">Antarctica</DATA>
<DATA type="state">enabled</DATA>
</RECORD>
</DATASET>
```



3.5 ACTIVITY: QUERY-ALL

Use this activity to retrieve the name, ID, type, and state of all attributes in a mailing list.

Example

```
type: demographic
activity: query-all
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="name">Where do you live?</DATA>
<DATA type="id">1425</DATA>
<DATA type="type">select list</DATA>
<DATA type="state">enabled</DATA>
</RECORD>
<RECORD>
<DATA type="name">First Name</DATA>
<DATA type="id">1426</DATA>
<DATA type="type">text</DATA>
<DATA type="state">enabled</DATA>
</RECORD>
<RECORD>
<DATA type="name">Last Name</DATA>
<DATA type="id">1427</DATA>
<DATA type="type">text</DATA>
<DATA type="state">enabled</DATA>
</RECORD>
<RECORD>
<DATA type="name">Middle Name</DATA>
<DATA type="id">1428</DATA>
<DATA type="type">text</DATA>
<DATA type="state">disabled</DATA>
</RECORD>
</DATASET>
```

3.6 ACTIVITY: QUERY-ENABLED

Use this activity to retrieve the name, ID, and type of all enabled attributes in a mailing list.

NOTE: To retrieve details about an attribute, such option values, use the [Query-Enabled-Details](#) activity.

Example

```
type: demographic
activity: query-enabled
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="name">Where do you live?</DATA>
<DATA type="id">1425</DATA>
<DATA type="type">select list</DATA>
</RECORD>
<RECORD>
<DATA type="name">First Name</DATA>
<DATA type="id">1426</DATA>
<DATA type="type">text</DATA>
</RECORD>
<RECORD>
<DATA type="name">Last Name</DATA>
<DATA type="id">1427</DATA>
<DATA type="type">text</DATA>
</RECORD>
</DATASET>
```



3.7 ACTIVITY: UPDATE

Use this activity to update an attribute, for example enable or disable it, or change its type.

The new data replaces existing data, it does not append the new data.

Functional Description

id [Required]

The ID of the attribute to update.

For information about finding the attribute ID, see [Attribute ID](#).

State [Optional]

Enables or disables the attribute.

Change to text box [Optional]

Changes the attribute to a text box.

Change to text area [Optional]

Changes the attribute to a text area.

Change to select list [Optional]

Changes the attribute to a select list.

Change to radio button [Optional]

Changes the attribute to a radio button.

Change to multi-select list [Optional]

Changes the attribute to a multiple select list.

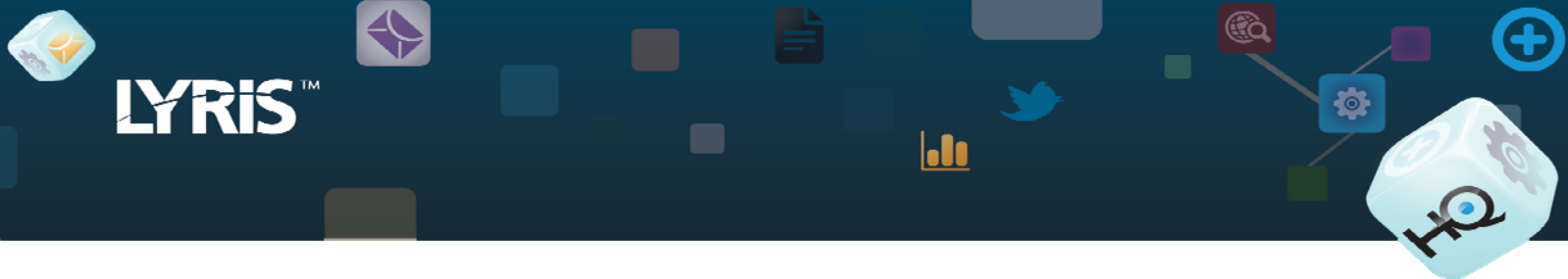
Change to multi-checkbox [Optional]

Changes the attribute to a multiple checkbox.

Change option for select [Optional]

Changes values for the following types of attributes:

- Select list
- Radio button
- Multiple select list
- Multiple checkbox



Add or delete values from multiselect lines [Optional]

Adds or deletes values from the following types of attributes:

- Select list
- Radio button
- Multiple select list
- Multiple checkbox

Parameter	Required/ Optional	Type	ID	Value
Id	Required	N/A	N/A	Attribute ID
Change to text box	Optional	text	N/A	Attribute name
Change to text area	Optional	textarea	N/A	Attribute name
Change to select list	Optional	select list	N/A	Attribute name
Change to radio button	Optional	radio button	N/A	Attribute name
Change to multi-select list	Optional	multiple select list	N/A	Attribute name
Change to multi-checkbox	Optional	multiple checkbox	N/A	Attribute name
Change option for select	Optional	option	N/A	Attribute name
state	Optional	N/A	N/A	disabled enabled
Add or delete values from multiselect lines	Optional	extra	ms_option	add delete

Format

```
<DATA type="choose a type below" id="enter respective id value here">value</DATA>
```



Example

type: demographic
activity: update

Input:

```
<DATASET>  
<SITE_ID>123</SITE_ID>  
<MLID>345</MLID>  
<DATA type="id">1425</DATA>  
<DATA type="select list">Where do you live?</DATA>  
<DATA type="option">Northern Hemisphere </DATA>  
<DATA type="option">Southern Hemisphere</DATA>  
<DATA type="state">disabled</DATA>  
</DATASET>
```

Response:

```
<DATASET>  
<TYPE>success</TYPE>  
<DATA>1425</DATA>  
</DATASET>
```



3.8 ACTIVITY: QUERY-ENABLED-DETAILS

Use this activity to retrieve details of all enabled attributes the show detailed information, for example radio buttons and select lists. Attribute options can be sorted by either attribute ID or name.

NOTE: To retrieve only the name, ID, and type of an attribute, use the [Query-Enabled](#) activity.

Functional Description

Sort-by [Required]

Applies only to the following attribute types:

- Radio button
- Select list
- Multiple select list
- Checkbox
- Multiple check box

Specifies whether to sort the results by name or ID.

Parameter	Required/ Optional	Type	ID	Value
Sort-by	Optional	extra	SORT-BY	id name

Example: Sort by ID

```
type: demographic
activity: query-enabled-details
```

```
Input:
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>1</MLID>
<DATA TYPE="EXTRA" ID="SORT-BY">id</DATA>
<DATA type="extra" id="password">password123</DATA>
</DATASET>
```

```
Response:
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="name">First Name</DATA>
```



```
<DATA type="id">1</DATA>
<DATA type="type">Text</DATA>
</RECORD>
<RECORD>
<DATA type="name">Last Name</DATA>
<DATA type="id">2</DATA>
<DATA type="type">Text</DATA>
</RECORD>
<RECORD>
<DATA type="name">Occupation</DATA>
<DATA type="id">12</DATA>
<DATA type="type">Select List</DATA>
<DATA type="option">Accounting/Finance</DATA>
<DATA type="option">Executive/Senior Management</DATA>
<DATA type="option">Professional/Managerial</DATA>
<DATA type="option">Technical/Engineering</DATA>
<DATA type="option">Administrative/Secretarial</DATA>
<DATA type="option">Sales/Marketing/Advertising</DATA>
<DATA type="option">Customer Service/Support</DATA>
<DATA type="option">College/University Faculty</DATA>
<DATA type="option">K-12 Faculty</DATA>
<DATA type="option">College/University Student</DATA>
<DATA type="option">K-12 Student</DATA>
<DATA type="option">Writer/Journalist</DATA>
<DATA type="option">Homemaker</DATA>
<DATA type="option">Retired</DATA>
<DATA type="option">Currently not Employed</DATA>
<DATA type="option">Other</DATA>
</RECORD>
</DATASET>
```

Example: Sort by Name

type: demographic
activity: query-enabled-details

Input:

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>1</MLID>
<DATA TYPE="EXTRA" ID="SORT-BY">name</DATA>
<DATA type="extra" id="password">password123</DATA>
</DATASET>
```

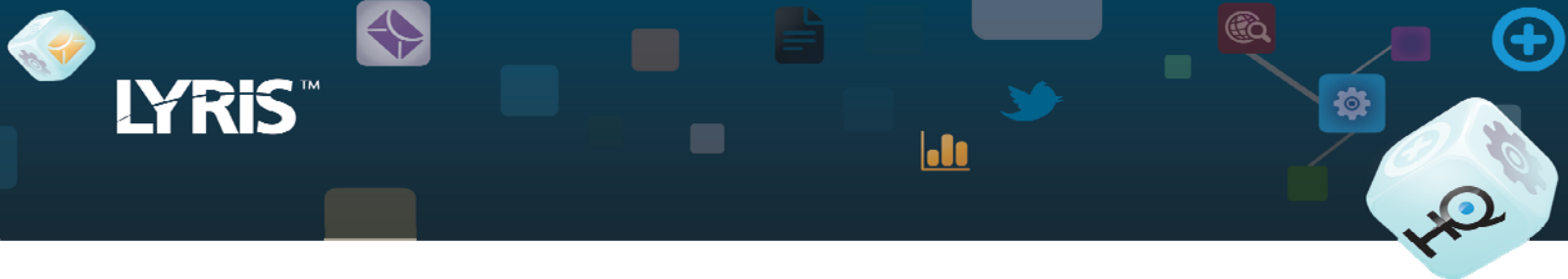



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Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="name">First Name</DATA>
<DATA type="id">1</DATA>
<DATA type="type">Text</DATA>
</RECORD>
<RECORD>
<DATA type="name">Last Name</DATA>
<DATA type="id">2</DATA>
<DATA type="type">Text</DATA>
</RECORD>
<RECORD>
<DATA type="name">Occupation</DATA>
<DATA type="id">12</DATA>
<DATA type="type">Select List</DATA>
<DATA type="option">Accounting/Finance</DATA>
<DATA type="option">Administrative/Secretarial</DATA>
<DATA type="option">College/University Faculty</DATA>
<DATA type="option">College/University Student</DATA>
<DATA type="option">Currently not Employed</DATA>
<DATA type="option">Customer Service/Support</DATA>
<DATA type="option">Executive/Senior Management</DATA>
<DATA type="option">Homemaker</DATA>
<DATA type="option">K-12 Faculty</DATA>
<DATA type="option">K-12 Student</DATA>
<DATA type="option">Other</DATA>
<DATA type="option">Professional/Managerial</DATA>
<DATA type="option">Retired</DATA>
<DATA type="option">Sales/Marketing/Advertising</DATA>
<DATA type="option">Technical/Engineering</DATA>
<DATA type="option">Writer/Journalist</DATA>
</RECORD>
</DATASET>
```



4.0 CONTACT/MEMBER MANAGEMENT

NOTE: In EmailLabs, contacts are referred to as *member records*.

Provides all activities associated with an individual contact.

API Type value: record

Required parameters: <SITE_ID> Site ID </SITE_ID>
<MLID> Mailing List ID </MLID>

Valid Activities

Add

Adds a contact.

Download

Downloads all contacts from a list.

Query-Data

Retrieves a contact's attribute data, unique ID, and status.

Query-Stats

Retrieves statistical data for a contact, such as sent, clickthrough, and open history.

Query-Listdata

Retrieves data about all contacts in a mailing list.

Update

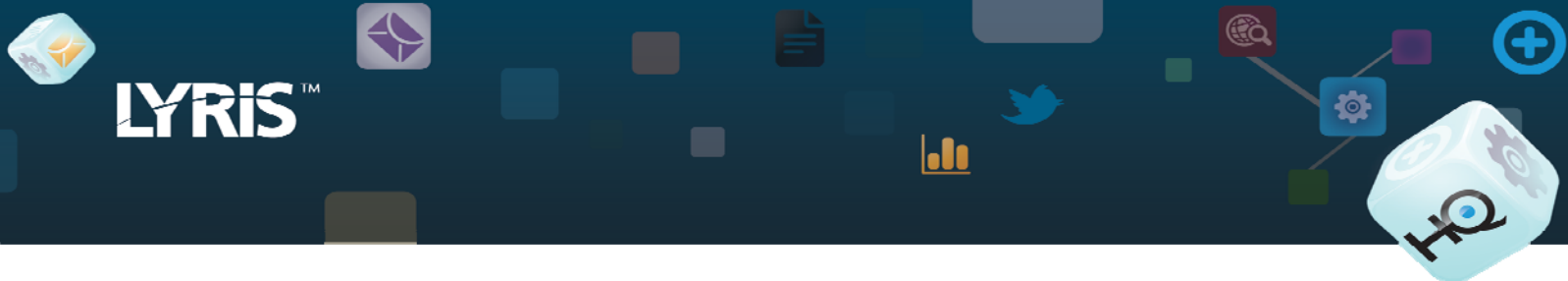
Updates a contact.

Upload

Uploads a file of contacts to a mailing list.

Upload-Status

Queries all recent file uploads and shows the status of the last five uploads.



4.1 ACTIVITY: ADD

Use this activity to add a contact to the mailing list.

Each field has the attributes **type** and **id**. If the type is **demographic**, the value of **id** must be the Attribute ID of that attribute. For information about finding the attribute ID, see [Attribute ID](#).

The response will include the unique 10-digit ID for the new contact.

Functional Description

Adding Email Address [Required]

Adds an email address for the contact.

Adding with Demographic Values [Optional]

Adds attribute values for the contact.

To create multiple values for a multiple select list or multiple checkbox, use double pipes (||) as a value separator. For example:

```
<DATA type="demographic" id="323">Lemons||Sugar||Ice</DATA>
```

Check against enabled triggers [Optional]

Checks the email address against all triggers enabled for the mailing list.

Select status of the email address [Optional]

Sets a status for the email address.

Flagging as a Proof List Member [Optional]

Flags the contact as a Proof contact.

You can send a message to Proof contacts for review before sending the message to the actual recipients.

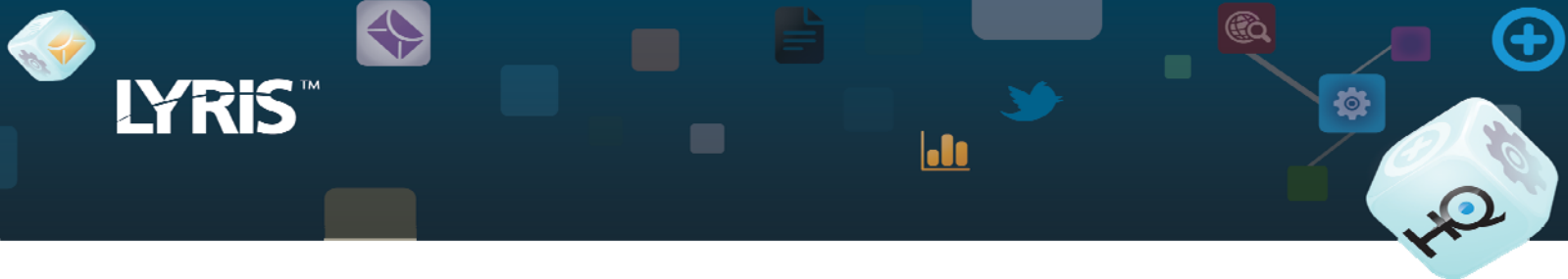
Encoding [Optional]

Specifies the encoding type.

Double Optin [Optional]

Enables confirmed (double) optin for the contact.

Parameter	Required/Optional	Type	ID	Value
Adding email address	Required	email	N/A	Email address
Adding with demographic values	Optional	demographic	Demographic ID	Attribute ID
Check against enabled triggers	Optional	extra	trigger	yes



Parameter	Required/ Optional	Type	ID	Value
Flagging as proof member	Optional	extra	proof	yes
Select status of the email address	Optional	extra	state	active bounced unsubscribed trashed
Encoding	Optional	extra	encoding	Any encoding If blank, defaults to iso-8859-1
Doubleoptin	Optional	extra	doubleoptin	yes

Format

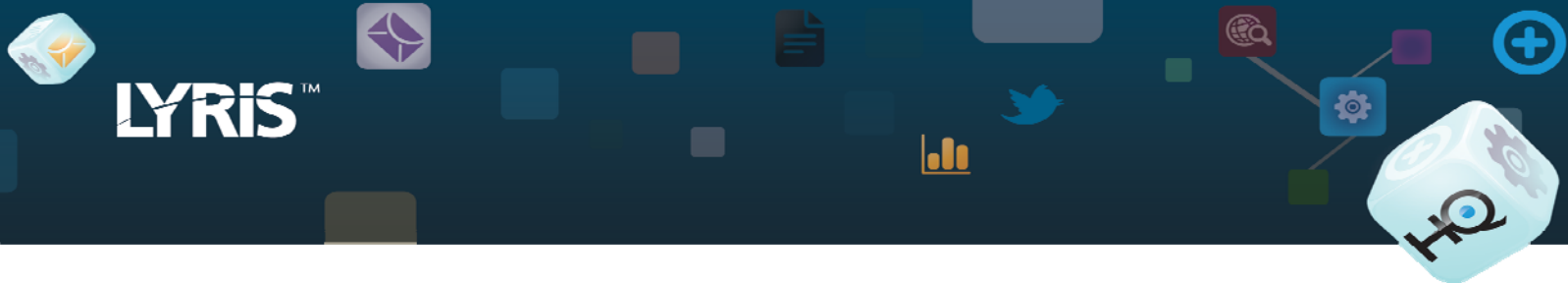
<DATA **type**="choose a type below" **id**="enter respective id value here">**value**</DATA>

Example

type: record
activity: add

Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="email">jmary@domain.com</DATA>
<DATA type="demographic" id="1">Mary</DATA>
<DATA type="demographic" id="2">Jane</DATA>
<DATA type="demographic" id="3">Ms</DATA>
<DATA type="demographic" id="4">4400 Bohannon Dr</DATA>
<DATA type="extra" id="proof">yes</DATA>
<DATA type="extra" id="trigger">yes</DATA>
</DATASET>

Response:
<DATASET>
<TYPE>success</TYPE>
<DATA>a196ee799a</DATA>
</DATASET>



4.2 ACTIVITY: DOWNLOAD

Use this activity to download contacts from a mailing list.

The response returns a “successful” message and a notification that the download has started. After the download completes, the system sends a link to the downloaded file to the email address specified in **Email_notify**.

Functional Description

Email_notify [Required]

Email address to notify when the download completes.

Encoding [Optional]

Specifies the type of encoding to use.

Type [Required]

Specifies the type of contacts to download.

Delimiter [Optional]

The character, such as a comma (,) or tab (\t), to use to separate records in the downloaded file .

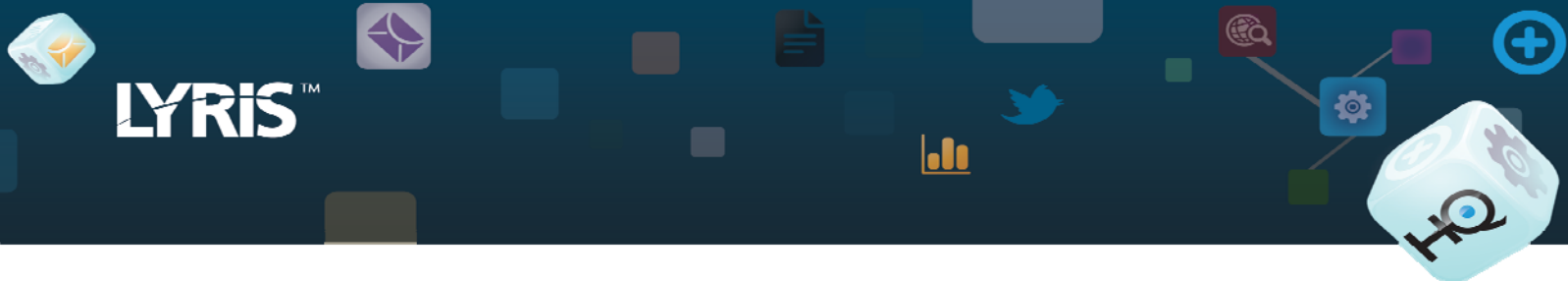
Join Date [Optional]

If set to **on**, downloads the join date, along with attributes for contacts.

Parameter	Required/ Optional	Type	ID	Value
Delimiter	Optional	extra	delimiter	Delimiter character
Email notify	Required	extra	EMAIL_NOTIFY	Email address
Encoding	Optional	extra	encoding	Any encoding I blank, defaults to iso-8859-1
Join date	Optional	extra	JOIN_DATE	on off
Type	Required	extra	type	active trashed bounced unsubscribed

Format

```
<DATA type="choose a type below" id="enter respective id value
here">value</DATA>
```



Example

```
type: record
activity: download
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="extra"
  id="email_notify">mynotificationaddress@domain.com</DATA>
<DATA type="extra" id="type">active</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
</DATASET>
```

4.3 ACTIVITY: QUERY-DATA

Use this activity to retrieve the contact's attribute data, unique ID, and status (if it is trashed).

Functional Description

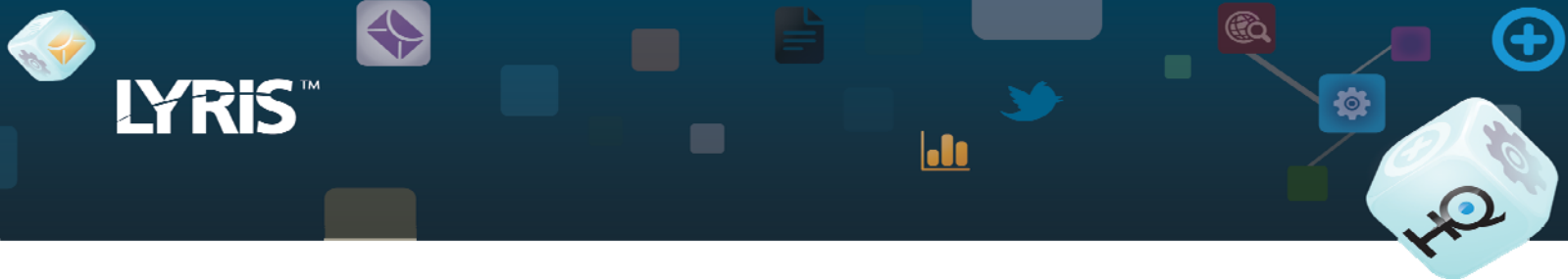
Email address [Required]

The email address for which to retrieve data.

Parameter	Required/ Optional	Type	ID	Value
Email address	Required	email	N/A	Email address

Format

```
<DATA type="choose a type below" id="enter respective id value
  here">value</DATA>
```



Example

```
type: record
activity: query-data
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="email">jmary@new.domain.net</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="demographic" id="1">Mary</DATA>
<DATA type="demographic" id="2">Johnson</DATA>
<DATA type="demographic" id="3">Ms.</DATA>
<DATA type="extra" id="state">unsubscribed</DATA>
<DATA type="extra" id="statedate">2012-01-23</DATA>
<DATA type="extra" id="uid">ab468d02ef</DATA>
</RECORD>
</DATASET>
```

4.4 ACTIVITY: QUERY-STATS

Use this activity to retrieve statistical data for a contact, such as sent, clickthrough, and open history.

The response returns the statistic type, the subject and date of the message, timestamp, and frequency of the statistic.

Functional Description

Email address [Required]

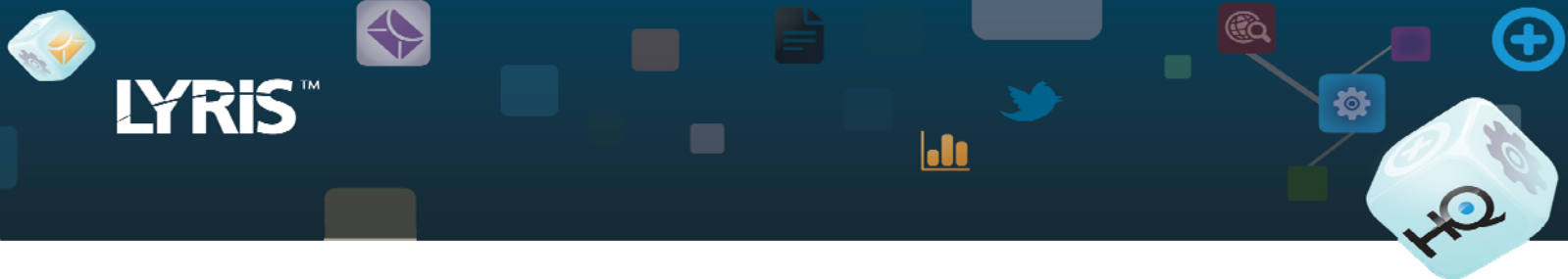
Email address for which to retrieve data.

Start_date [Optional]

The start date for the query.

End_date [Optional]

The end date for the query.



Parameter	Required/ Optional	Type	ID	Value
Email address	Required	email	N/A	Email address
Start_date	Optional	Extra	Start_date	Date in the yyyy-mm-dd format
End_date	Optional	Extra	End_date	Date in the yyyy-mm-dd format

Response Description (Output)

open

The number of times the message was opened.

subject

The message subject.

delivery

The time the message was sent that day (in seconds) since midnight. For example, 3600 corresponds to 1 AM, and 39600 correspond to 11 AM (3600x11 hours).

timestamp

The UNIX timestamp when the last statistic was recorded.

date

The date that the message was sent.

frequency

The number of times the statistic was recorded.

Example

```
type: record
activity: query-stats

Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="email">jmary@new.domain.net</DATA>
</DATASET>

Response:
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="type" id="open">142</DATA>
<DATA type="subject">Your Weekly Newsletter</DATA>
<DATA type="delivery">3600</DATA>
```




```
<DATA type="timestamp">1024253</DATA>
<DATA type="date">2012-01-14</DATA>
<DATA type="frequency">5</DATA>
</RECORD>
<RECORD>
<DATA type="type" id="click">142</DATA>
<DATA type="subject">Your Weekly Newsletter</DATA>
<DATA type="delivery">3600</DATA>
<DATA type="timestamp">1025242</DATA>
<DATA type="date">2012-01-14</DATA>
<DATA type="frequency">2</DATA>
<DATA type="location">http://www.uptilt.com</DATA>
</RECORD>
<RECORD>
<DATA type="type" id="sent">142</DATA>
<DATA type="subject">Your Weekly Newsletter</DATA>
<DATA type="timestamp">1025242</DATA>
</RECORD>
</DATASET>
```

4.5 ACTIVITY: QUERY-LISTDATA

Use this activity to retrieve all contacts in a mailing list.

The response returns attribute values, unique ID, and whether the contact is trashed.

Functional Description

Show by Type [Required]

Specifies the type of records to display, for example active, trashed, unsubscribed, bounced, trashedbyadmin.

Show by Date [Optional]

Must be used in conjunction with **Show by Type**.

Specifies the date for which to retrieve data. For example if *Show by Type=active* and *Show by Date=December 5, 2010*, the function returns only contacts who joined the mailing list on December 5, 2010.

Show records after start_datetime [Optional]

Must be used in conjunction with **Show by Type**.

Specifies the date after which to retrieve data. For example if *Show by Type=active* and *Show by Date=December 5, 2010*, the function returns only contacts who joined the mailing list after December 5, 2010.



Show records before end_datetime [Optional]

Must be used in conjunction with **Show by Type**.

Specifies the date before which to retrieve data. For example if *Show by Type=active* and *Show by Date=December 5, 2010*, the function returns only contacts who joined the mailing list before December 5, 2010.

Show using datetime format [Optional]

Shows the state of trashed members in *datetime* format instead of the default *date* format.

Show specific demographic ids [Optional]

Shows only the specified attributes.

Number of Records to Show per Page [Optional]

Must be used in conjunction with **Go to Page Number**.

Specifies the number of records to show per page.

Go to Page Number [Optional]

Specifies the page to display.

Pagelimit [Optional]

The number of records to display per page.

If blank, displays 25 records. If set to 0, displays all records.

Page [Optional]

The page to return, based on the pagelimit value.

Date [Optional]

The date for which to retrieve data.

Encoding [Optional]

The encoding to use.

Parameter	Required/Optional	Type	ID	Value
Encoding	Optional	extra	encoding	Any encoding If blank, defaults to iso-8859-1
Go to page number	Optional	extra	page	Page number
Number of records to show per page	Optional	extra	pagelimit	Number of records to show
Show by date	Optional	extra	date	Date in the Month DD, YYYY format. For example, December 5, 2010
Show records after start_datetime	Optional	extra	start_datetime	Date in the Month DD, YYYY format. For example, December 5, 2010
Show records before	Optional	extra	end_datetime	Date in the Month DD, YYYY format.



Parameter	Required/ Optional	Type	ID	Value
end_datetime				For example, December 5, 2010
Show using datetime format	Optional	extra	use_datetime	on
Show specific demographics	Optional	extra	demo_ids	Comma separated attribute IDs
Show by type	Required	extra	type	active trashed unsubscribed bounced trashedbyadmin

Format

<DATA **type**="choose a type below" **id**="enter id value here">**value**</DATA>

Example: Active

type: record
activity: query-listdata

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="extra" id="type">active</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="email">jmary@new.domain.net</DATA>
<DATA type="extra" id="trashed">n</DATA>
<DATA type="demographic" id="1">Joe</DATA>
<DATA type="demographic" id="2">Boo</DATA>
<DATA type="demographic" id="3">Mr.</DATA>
<DATA type="extra" id="statedate">2011-01-23</DATA>
<DATA type="extra" id="uid">ab468d02ef</DATA>
</RECORD>
<RECORD>
<DATA type="email">cbob@domain2.net</DATA>
<DATA type="extra" id="trashed">y</DATA>
```



```
<DATA type="demographic" id="1">Jane</DATA>
<DATA type="demographic" id="2">Doe</DATA>
<DATA type="demographic" id="3">Ms.</DATA>
<DATA type="extra" id="uid">ab468d0888</DATA>
</RECORD>
<RECORD>
<DATA type="email">ejohnny@domain3.com</DATA>
<DATA type="extra" id="trashed">n</DATA>
<DATA type="demographic" id="1">John</DATA>
<DATA type="demographic" id="2">Doe</DATA>
<DATA type="demographic" id="3">Mr.</DATA>
<DATA type="extra" id="statedate">2011-01-31</DATA>
<DATA type="extra" id="uid">cc468d02ef</DATA>
</RECORD>
</DATASET>
```

Example: Unsubscribed

```
type: record
activity: query-listdata
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="extra" id="type">unsubscribed</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="email">user@domain.com</DATA>
<DATA type="extra" id="state">unsubscribed</DATA>
<DATA type="extra" id="statedate">2011-03-17</DATA>
<DATA type="extra" id="trashed">y</DATA>
<DATA type="extra" id="uid">70801d9853</DATA>
<DATA type="demographic" id="1">Jane</DATA>
<DATA type="demographic" id="2">Doe b</DATA>
<DATA type="demographic" id="3">Ms.</DATA>
</RECORD>
</DATASET>
```



4.6 ACTIVITY: UPDATE

Use this activity to update a contact.

Functional Description

Email [Required]

The email address to update.

Add to MultiSelect [Optional]

Selects an item of a multiple select list or multiple checkbox attribute. For example, to select opt1 of an attribute with two options called opt1 and opt2, use the following code:

```
<DATA type="extra" id="ms_option">add</DATA>
<DATA type="demographic" id="31639">opt1</DATA>
```

NOTE: To select multiple items, use double pipes (||) as a separator, for example:

```
<DATA type="demographic" id="31639">opt1||opt2</DATA>
```

Assign User State [Optional]

Assigns a state to the contact.

Check against enabled triggers [Optional]

Checks the email address against all triggers enabled for the mailing list.

Flagging as a Proof List Member [Optional]

Flags the contact as a Proof contact.

You can send a message to Proof contacts for review before sending the message to actual recipients.

Look up User by Unique ID [Optional]

Finds a contact by their UID.

For information about finding the UID, see [UID](#).

Remove from MultiSelect [Optional]

Clears an item of a multiple select list or multiple checkbox attribute. For example, if opt1 is selected for the contact, to clear opt1, use the following code:

```
<DATA type="extra" id="ms_option"> delete </DATA>
<DATA type="demographic" id="31639">opt1 </DATA>
```

NOTE: To clear multiple items, use double pipes (||) as a value separator, , for example:

```
<DATA type="demographic" id="31639">opt1||opt2</DATA>
```



Updating with Demographics [Optional]

Updates the value of an attribute specified by the attribute ID.

For information about finding the attribute ID, see [Attribute ID](#).

Updating Email Addresses [Optional]

Updates the contact's email address.

MID [Optional]

Applies only if state is **unsubscribed**. Ignored for all other states.

Specifies the message from which to unsubscribe contacts .

For information about finding the MID, see [MID](#).

Parameter	Required/ Optional	Type	ID	Value
Email	Required	email	N/A	Email address
Select a MultiSelect or Multi Checkbox item	Optional	extra	ms_option	add
Assign user state	Optional	extra	state	active bounced unsubscribed trashed
Check against enabled triggers	Optional	extra	trigger	yes
Encoding	Optional	extra	encoding	Any encoding If blank, defaults to iso- 8859-1
Flagging as a proof list member	Optional	extra	proof	yes
Look up user by unique ID	Optional	extra	ID	ID
Clear a MultiSelect or Multi Checkbox item	Optional	extra	ms_option	delete
Updating with demographics	Optional	demographic	demographic id	Value of field
Updating email addresses	Optional	extra	new_email	New email address
MID	Optional	extra	mid	Message ID



Format

<DATA **type**="choose a type below" **id**="enter respective id value here">**value**</DATA>

Example

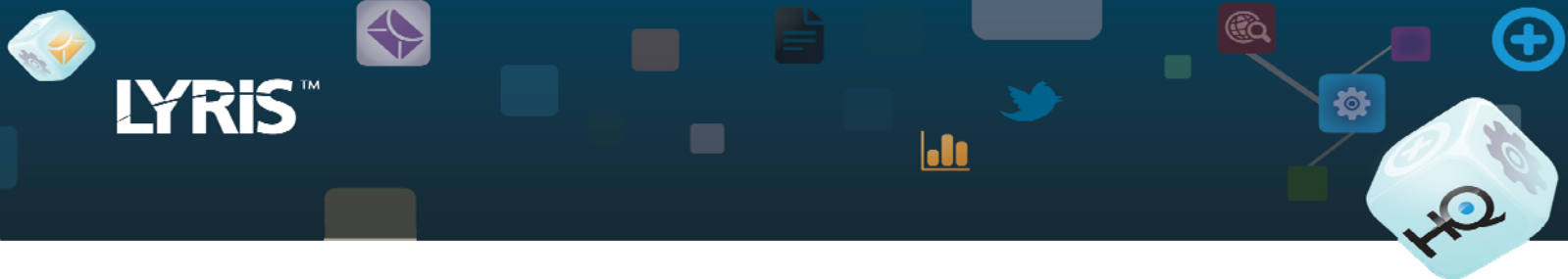
type: record
activity: update

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>486</MLID>
<DATA type="email">jmary@domain.com</DATA>
<DATA type="demographic" id="2">Johnson</DATA>
<DATA type="demographic" id="4">4400 Bohannon Dr Suite 200</DATA>
<DATA type="extra" id="proof">yes</DATA>
<DATA type="extra" id="state">unsubscribed</DATA>
<DATA type="extra" id="new_email">jmary@new.domain.net</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<DATA>a196ee799a</DATA>
</DATASET>
```



Example: Unsubscribe

```
type: record
activity: update
```

Input:

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>52</MLID>
<DATA type="email">user@domain.com</DATA>
<DATA type="extra" id="state">unsubscribed</DATA>
<DATA type="extra" id="mid">585</DATA>
</DATASET>
```

Response:

```
<DATASET><TYPE>success</TYPE><DATA>dd51e39d93</DATA></DATASET>
```

Example: Add a value to a multiple select list

Note: opt1 and opt2 should already exist.

```
type: record
activity: update
```

Input:

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>1</MLID>
<DATA type="email">user@domain.com</DATA>
<DATA type="extra" id="ms_option">add</DATA>
<DATA type="demographic" id="31639">opt1||opt2</DATA>
</DATASET>
```

Response:

```
<DATASET><TYPE>success</TYPE><DATA>2c50d7d925</DATA></DATASET>
```




4.7 ACTIVITY: UPLOAD

Use this activity to upload a file of contacts to a mailing list. The file must be accessible via the web.

You can use this activity to add a group of contacts to a list and to update existing contacts.

Functional Description

Email [Required]

The email address to receive notification when the upload is complete.

File [Required]

Specifies the URL or FTP /SFTP location of the file to be uploaded.

Type [Required]

Assigns a status to uploaded contacts.

Append Not Replace [Optional]

Applies only to multiple select lists and multiple checkbox attributes.

Appends new values instead of replacing existing values.

Apply Triggers to the Email Added [Optional]

Checks the email address against all triggers enabled for the mailing list.

Clear Trigger History [Optional]

Clears the trigger history of all or selected triggers in a mailing list.

Can be used to clear any scheduled triggers for all contacts in the upload.

Delete blank [Optional]

Must be used in conjunction with **update**.

Used to blank out the value of an attribute. The file must contain a blank column that has that attribute as the header.

Delimiter [Required]

The character used in the file to separate records.

Update [Required if “delete blank” is used]

Updates the values in the database with the values from the file.

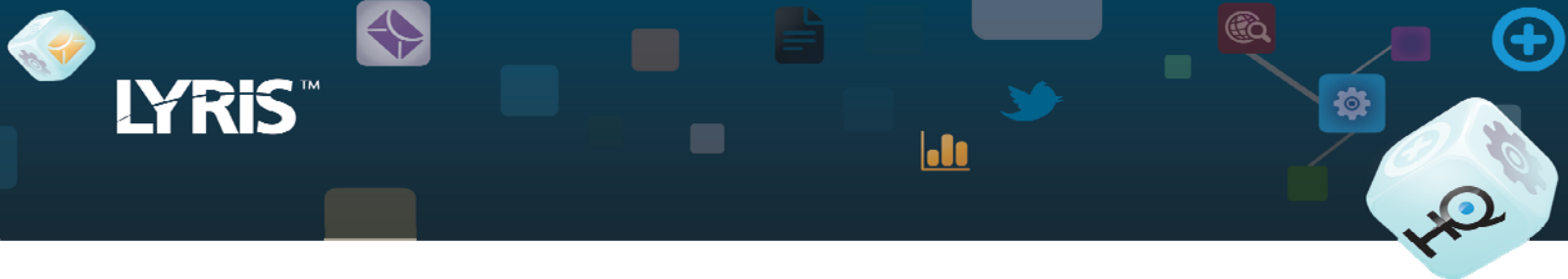
To prevent new contacts in the file from being added, specify **only**. In this case, only existing contacts will be updated, no new contacts will be added.

Untrash [Optional]

Resets trashed (unsubscribed, bounced, admin trashed) contacts to the **active** state.

Validate [Optional]

Determines whether each email address is validated for correct format (example@example.com).



Parameter	Required/ Optional	Type	ID	Value
Email	Required	email	N/A	Email address to receive notice
File	Required	extra	file	http://web.com/file.txt ftp://username:password@ftp.com/file.txt sftp://username:password@ftp.com/file.txt
Type	Required	extra	type	proof unsubscribed bounced trashed globalunsubscribe **
Append not replace	Optional	extra	append	on
Apply triggers to the email added	Optional	extra	trigger	yes
Clear trigger history	Optional	extra	clear_trigger_history	all Comma-separated list of trigger IDs to clear
Delimiter	Required	extra	delimiter	Any delimiter (for tab use \t)
Delete blank	Optional	extra	delete_blank	on
Update	Optional	extra	update	on off only
Untrash	Optional	extra	untrash	on
Validate	Optional	extra	validate	on

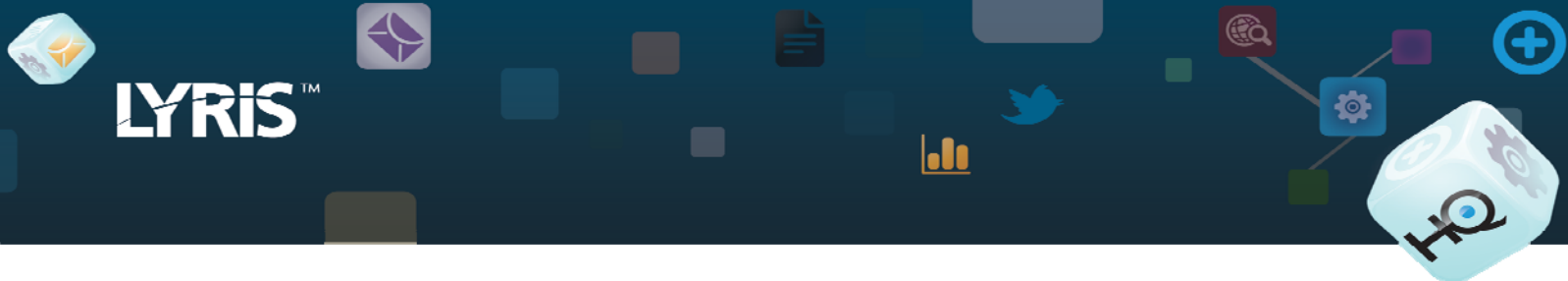
* For type **globalunsubscribe**, leave the MLID tags empty as shown in the following example.

```

type=record
activity=upload
<DATASET>
<SITE_ID>10011</SITE_ID>
<MLID></MLID>
<DATA type="email">mdixon@emallabs.com</DATA>
<DATA type="extra" id="file">http://192.168.10.111/test.txt</DATA>
<DATA type="extra" id="type">globalunsubscribe</DATA>
<DATA type="extra" id="update">on</DATA>
</DATASET>

```

If you do provide the MLID, the contact will be unsubscribed only from that mailing list.



Example

```
type: record
activity: upload
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>759</MLID>
<DATA type="email">myemail@address.com</DATA>
<DATA type="extra"
  id="file">http://www.example.com/myfile.csv</DATA>
<DATA type="extra" id="validate">on</DATA>
<DATA type="extra" id="type">active</DATA>
<DATA type="extra" id="update">on</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<DATA>a196ee799a</DATA>
</DATASET>
```

4.8 ACTIVITY: UPLOAD-STATUS

Use this activity to query all recent file uploads and see the status of the uploaded files.

Functional Description (Input)

File [Optional]

The file for which to show the status. If omitted, all file uploads for the mailing list will be shown.

Parameter	Required/ Optional	Type	ID	Value
File	Optional	Extra	File	Full path to file

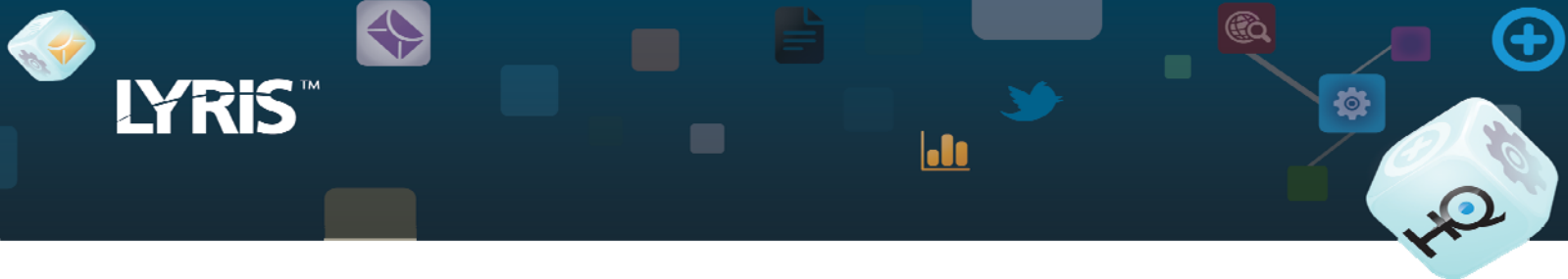
Response Description (Output)

FILE

Filename without path.

STATUS

Pending, retry, fatal or progress percentage = processed / filesize * 100%.

**SIZE**

File size, in bytes.

PROCESSED

Bytes processed.

ELAPSED

Time, in seconds.

TIMELEFT*

Time left, in seconds = (ELAPSED / PROCESSED) * (SIZE - PROCESSED).

ETC*

Estimated Time of Completion = NOW + TIMELEFT.

TIME*

Time of Completion.

* Will be calculated if upload is in progress.

Example

```
type: record
activity: upload-status
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="extra"
  Id="file">http://www.example.com/myfile.csv</DATA>
</DATASET>
```

Output (uploads in progress and last 5 completed uploads):

```
<DATASET>
<DATASET_1>
<FILE>myfile.csv</FILE>
<STATUS>10%</STATUS>
<SIZE>1234556</SIZE>
<PROCESSED>12335</PROCESSED>
<ELAPSED>123</ELAPSED>
<TIMELEFT>908</TIMELEFT>
<ETC>01/12/2012 12:23:11</ETC>
</DATASET_1>
```

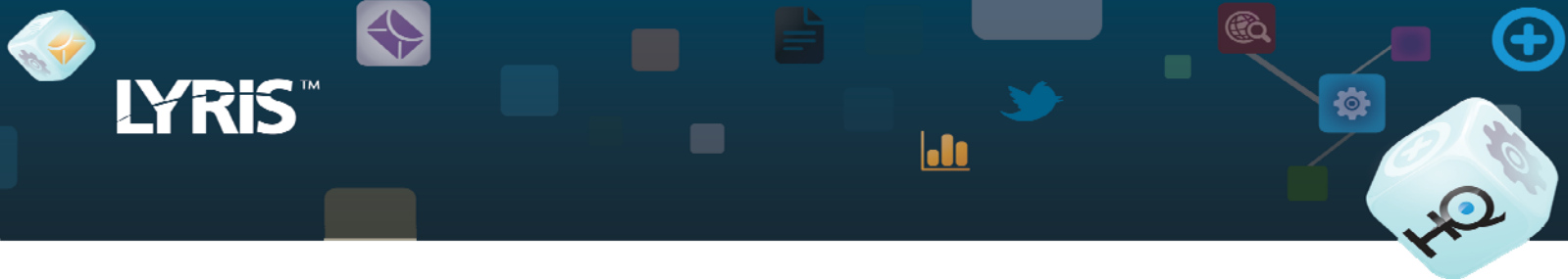


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```
<DATASET_2>  
<FILE>myfile2.csv</FILE>  
<STATUS>done</STATUS>  
<SIZE>4353453</SIZE>  
<PROCESSED>4353453</PROCESSED>  
<ELAPSED>500</ELAPSED>  
<TIME>01/21/2012 02:13:21</TIME>  
</DATASET_2>
```

```
<DATASET_3>  
.  
</DATASET_3>  
</DATASET>
```



5.0 MESSAGE MANAGEMENT

Provides all activities associated with individual messages.

API Type value: message

Required parameters: <SITE_ID> Site ID </SITE_ID>
<MLID> Mailing List ID </MLID>

Valid Activities

Add

Adds a message.

Copy

Copies a message.

Proof

Sends a proof message.

Query-Data

Retrieves message data.

Query-Deliverydetails

Retrieves an RSS feed of delivery information.

Query-Listdata

Retrieves all messages in a list.

Query-Stats

Retrieves statistical data.

Schedule

Schedules, pauses, cancels, or resumes a message.

Update

Updates a message.

Query-Message-Bounce

Retrieves detailed bounce data for a message.

Message-Quicktest

Sends quick tests to any email address.

Query-Recipients

Retrieves all recipients of a message in XML format.



5.1 ACTIVITY: ADD

Use this activity to add a message to a mailing list.

NOTE: To use enabled Attributes/Demographics as mail merge tags, enclose the attribute name in %% characters. For example, to use *First Name* attribute, specify %%*First Name*%%. Make sure that the name is spelled exactly as it appears.

All special characters must be represented by the corresponding HTML entities, for example *&* represents an ampersand (&). For more information, see <http://php.he.net/manual/en/function.htmlspecialchars.php>, or equivalent in other languages.

Functional Description

From-Email [Required]

The email address to display in the **From** field. This is the Reply-To email address.

From-Name [Required]

The name to display in the **From** field. The name replaces From-Email.

Subject [Required]

The subject line of the message.

Message-Format [Required]

Specifies whether the message is formatted for HTML (multi-part) or TEXT (plain text only).

Multi-part messages bundle the HTML, Plain Text, and AOL versions into one email.

Message-HTML [Required for HTML messages]

The content of the HTML version of the message.

Message-TEXT [Required]

The content of the TEXT version of the message.

Attachment [Optional]

The URL or FTP location of the file to attach.

NOTE: The file size must not exceed the maximum allowable attachment size as specified in EmailLabs. If attachments are not enabled in EmailLabs, this parameter will be ignored.



Charset [Optional]

The character set to use for the message. By default, us-ASCII. Other supported character sets are:

- UTF-8
- US ASCII
- Traditional Chinese (Big5)
- Simplified Chinese (gb2312)
- Japanese (euc-jp)
- Japanese (ISO-2022-JP)
- Japanese (Shift-JIS)
- Thai (Windows)
- Korean (euc-kr)
- Korean (ks_c_5601-1987)
- Cyrillic (koi8-r)
- Cyrillic (windows-1251)
- Central European (windows-1250)
- Western European (ISO)
- Western European (Windows)
- Turkish (ISO)
- Turkish (Windows)
- Greek (ISO)

Clickthru [Optional]

Applies only the HTML version of the message.

Specifies whether tracking is enabled in the HTML version. If tracking is enabled, hyperlinks in the message will be converted into trackable links and listed in message reports.

Clickthru-TEXT [Optional]

Applies only the TEXT version of the message.

Specifies whether URLs in the TEXT version of the message are converted into trackable links.

HTMLEncoding [Optional]

Uses Quoted Printable (qp) encoding instead of 7-bit.

Specify *qp* if your readers are having difficulties viewing the message.

Message-AOL [Optional]

Use only for AOL versions 6.0 and earlier.

The AOL content of the message.

MM_Attachment [Optional]

Specifies whether the attachment should be merged into the message if the recipient's ISP allows it.

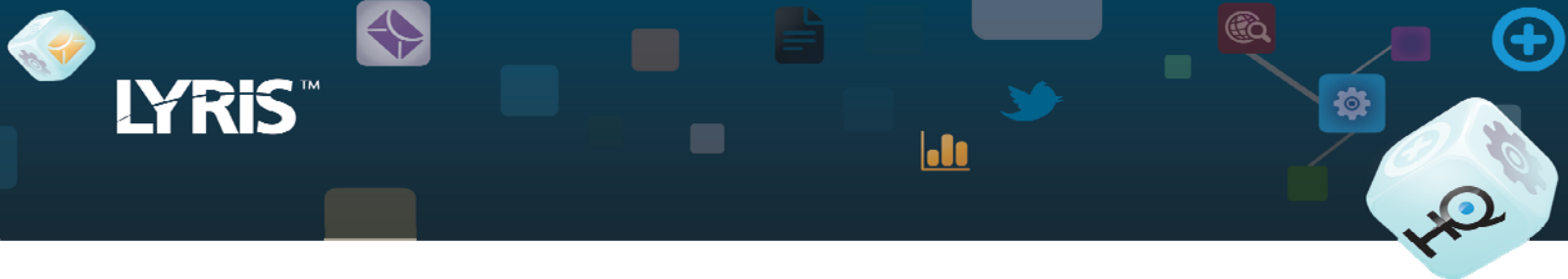


Category [Optional]

The message category. If a value is not provided, "Other" is used. Valid values are:

Newsletter/Relationship
E-commerce & Promotions
Confirmations/Announcements
Newsletter
Other

Parameter	Required/ Optional	Type	ID	Value
From-email	Required	from-email	N/A	Email address
From-name	Required	from-name	N/A	Name
Message-Format	Required	message-format		HTML TEXT
Message-HTML	Required	message-html	N/A	HTML message
Message-TEXT	Required	message-text	N/A	Text message
Subject	Required	subject	N/A	Message subject
Attachment	Optional	attachment	N/A	http://web.com/file.txt (ftp://username:password@ftp.com/file.txt)
Charset	Optional	charset	N/A	UTF-8 US ASCII Traditional Chinese (Big5) Simplified Chinese (gb2312) Japanese (euc-jp) Japanese (ISO-2022-JP) Japanese (Shift-JIS) Thai (Windows) Korean (euc-kr) Korean (ks_c_5601-1987) Cyrillic (koi8-r) Cyrillic (windows-1251) Central European (windows-1250) Western European (ISO) Western European (Windows) Turkish (ISO) Turkish (Windows) Greek (ISO)
Clickthru	Optional	clickthru	N/A	on off



Parameter	Required/ Optional	Type	ID	Value
Clickthru-TEXT	Optional	clickthru-text	N/A	on off
HTMLEncoding	Optional	HTMLEncoding	N/A	qp (Quoted Printable) 7-bit (default)
Message-AOL	Optional	message-AOL	N/A	AOL message for AOL versions 6.0 and earlier
MM_attachment	Optional	mm_attachment	N/A	on = enable off = disable (default) If blank or not specified, the attachment will not be mail merged
Category	Optional	category	N/A	Any category By default, Other

Format

```
<DATA type="choose a type below" id="enter respective id value here">value</DATA>
```

Example: Clickthrus enabled

The following example creates an HTML and Text versions of a message, with clickthrus enabled for both versions.

The response returns the unique identifier of this message.

```
type: message
activity: add
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="subject">50% your next order of up to $20</DATA>
<DATA type="from-email">sportsnutrition@sndomain.com </DATA>
<DATA type="from-name">Sports Nutrition</DATA>
<DATA type="message-format">HTML</DATA>
<DATA type="message-html"> < !DOCTYPE HTML PUBLIC "-//W3C//DTD
HTML 4.0 Transitional//EN">
< HTML>< < HEAD>< TITLE> New Document </TITLE><
< META NAME="Generator" CONTENT="EditPlus">
< META NAME="Author" CONTENT="">
< META NAME="Keywords" CONTENT="">
```



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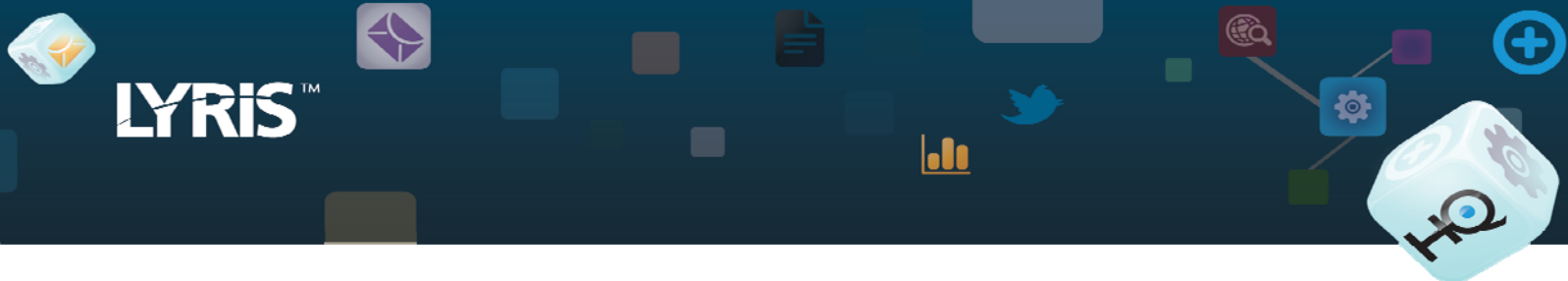


```
<META NAME="Description" CONTENT="">
</HEAD><BODY>Enter promo code: 4432<br>
<a href="http://www.somedomain.com/special50.html">View our
  specials</a>
1234 SomeUSA St.SomePlace, CA 95456</BODY></HTML>
</DATA>
<DATA type="message-text"> Enter promo code: 4432
View our specials at: http://www.somedomain.com/special50.html
1234 SomeUSA St.
SomePlace, CA 95456
</DATA>
<DATA type="message-AOL"> Enter promo code: 4432

View our specials at: http://www.somedomain.com/special50.html

1234 Some USA St.
SomePlace, CA 95456</DATA>
<DATA type="clickthru">on</DATA>
<DATA type="clickthru-text">on</DATA>
<DATA type="category">Newsletter</DATA>
</DATASET>

Response:
<DATASET><TYPE>success</TYPE><DATA>1028185</DATA></DATASET>
```



Example: Add attachment

```
type: message
activity: add
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>456</MLID>
<DATA type="subject">Add attachment</DATA>
<DATA type="from-email">sportsnutrition@sndomain.com</DATA>
<DATA type="from-name">Sports Nutrition</DATA>
<DATA type="message-format">HTML</DATA>
<DATA type="message-html">Adding attachment</DATA>
<DATA type="message-text">Add attachment</DATA>
<DATA type="attachment">http://www.example.com/myfile.jpg</DATA>
<DATA type="clickthru">on</DATA>
<DATA type="clickthru-text">on</DATA>
<DATA type="category">Newsletter</DATA>
</DATASET>
```

Response:

```
<DATASET><TYPE>success</TYPE><DATA>1028185</DATA></DATASET>
```

5.2 ACTIVITY: COPY

Use this activity to copy an existing message.

The reply returns the Message ID of the new message.

Functional Description (Input)

MID [Required]

The message ID of the message to copy.

For information about finding the MID, see [MID](#).

Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID



Example

```
type: message
activity: copy

Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<MID>24251</MID>
</DATASET>

Output:
<DATASET>
<TYPE>success</TYPE>
<DATA>MID</DATA>
</DATASET>
```

5.3 ACTIVITY: PROOF

Use this activity to create a proof message.
Proof messages are sent to contacts designated as Proof Contacts.

Functional Description (Input)

MID [Required]

The message ID of the message to send.
For information about finding the MID, see [MID](#).

TEXT [Optional]

Specifies whether to send a Text message in addition to the HTML message.
The default value is **Off**, which means a Text message is not sent.

Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID
TEXT	Optional	text	N/A	on off



Example

```
type: message
activity: proof

Input:
<DATASET>
<SITE_ID>2</SITE_ID>
<MLID>3</MLID>
<MID>442</MID>
<DATA Type="text">on</DATA>
</DATASET>

Output:
<DATASET>
<TYPE>Success</TYPE>
<DATA>Proof sent</DATA>
<EMAIL>rtest@email.com</EMAIL>
<EMAIL>dtest@email.com</EMAIL>
<HTML_MID>584</HTML_MID>
<TEXT_MID>585</TEXT_MID>
</DATASET>
```

5.4 ACTIVITY: QUERY-DATA

Use this activity to retrieve data related to a specific message.

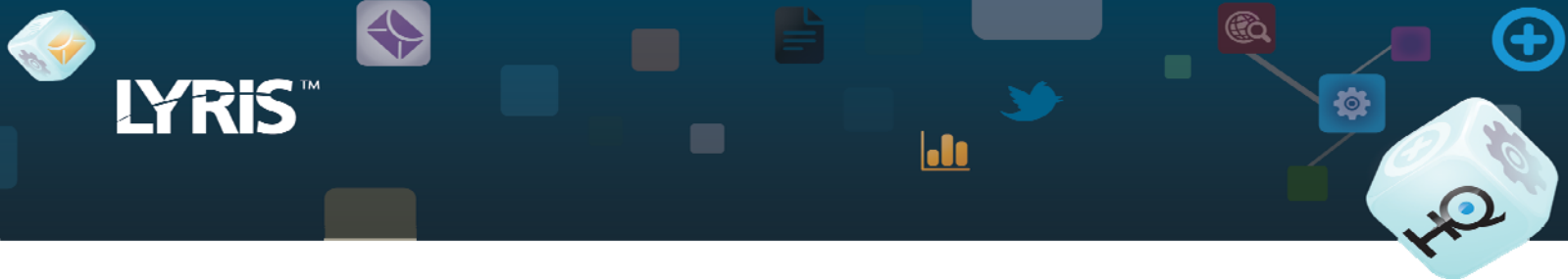
Functional Description (Input)

MID [Required]

The Message ID of the message to query.

For information about finding the MID, see [MID](#).

Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID



Response Description (Output)

Subject

The Subject line of the message.

Name

The name of the message.

Category

The message category.

From-Email

The email address displayed in the **From** field. This is the Reply-To email address.

From-Name

The name displayed in the **From** field.

Message-Format

Shows whether the message is in HTML (multi-part) or TEXT (plain text only) format.

Multi-part messages bundle the HTML, Plain Text, and AOL versions of the message into one email.

Message-HTML

The content of the HTML version of the message.

Message-TEXT

The content of the Text version of the message.

Message-AOL

The AOL content of the message used for AOL versions 6.0 and earlier.

Rule Name

The name of the segment applied to the message.

Clickthru

Shows whether tracking is enabled in the HTML version of the message.

If tracking is enabled, hyperlinks in the message will be converted into trackable links and listed on message reports.

Clickthru-TEXT

Shows whether tracking is enabled in the Text version of the message.

If tracking is enabled, web addresses in the Text message will be converted into trackable links.

Charset

Shows which character set is used for the message.



HTMLEncoding

Shows which HTML encoding is used for the message.

Rule

The ID of the segment applied to this message.

Sent

The status of the message.

Delivery

The time of message delivery (seconds after midnight of the day in question).

Example

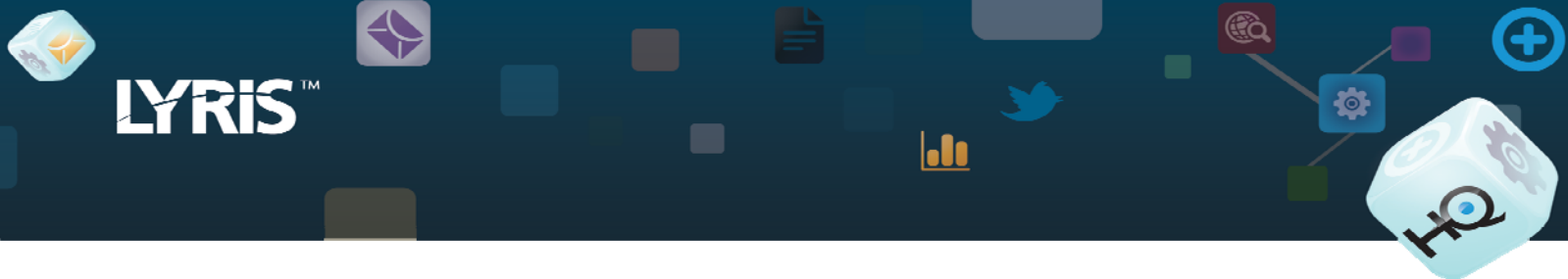
```
type: message
activity: query-data
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<MID>24251</MID>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="subject">A Test HTML Message</DATA>
<DATA type="from-email">newsletters@EmailLabs.com</DATA>
<DATA type="from-name">Updates from EmailLabs</DATA>
<DATA type="message-format">HTML</DATA>
<DATA type="message-html">I'm the HTML message!</DATA>
<DATA type="message-text">I'm the Text message!</DATA>
<DATA type="message-aol">I'm the AOL message!</DATA>
<DATA type="rule">1425</DATA>
<DATA type="sent">yes</DATA>
<DATA type="delivery">1402342</DATA>
<DATA type="charset"></DATA>
<DATA type="htmlencoding"></DATA>
<DATA type="clickthru">on</DATA>
<DATA type="clickthru-text">on</DATA>
</RECORD>
</DATASET>
```

5.5 ACTIVITY: QUERY-DELIVERYDETAILS

Use this activity to retrieve the delivery details of a message.

The response is an RSS feed of the following delivery information:

- Which server(s) sent the message
- The number of messages sent
- The time the message was sent

Functional Description (Input)

MID [Required]

The Message ID of the message to query.

For information about finding the MID, see [MID](#).

Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID

Response Description (Output)

Title

Delivery details in the *Site ID – Mailing List ID – Message ID* format.

For example:

```
<title>Delivery Details for 1-1-14</title>
```

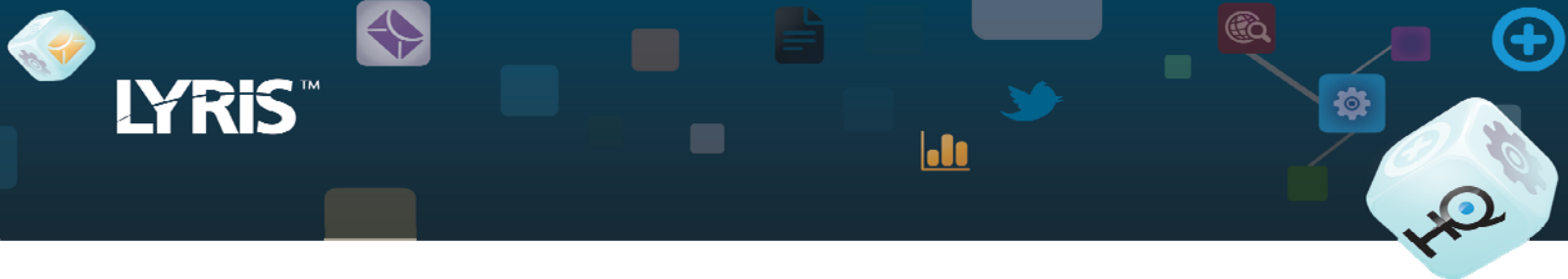
Means that the message was delivered to *Site ID 1, Mailing List ID 1*, with the *Message ID 14*.

Pub Date

Time that the API ran.

lastBuildDate

Time that the message was sent.



Item->Title

“Message ID” – “Source of where the messages were sent from” – “Send Thread” – “Unix Time Stamp”
For example:

```
<item>
<title>702704-Mail10-1-1126199890</title>
```

Means that the message with the *ID* of 702704, was sent from Mail10, with send thread ID of 1, and Unix Time Stamp is 1126199890.

Item->Description

Number of messages sent.

Example

```
type message
activity query-deliverydetails
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<MID>11111</MID>
</DATASET>
```

Response:

```
<?xml version="1.0" encoding="iso-8859-1" ?>
<rss version="2.0">
<channel>
<title>Delivery Details for 1-1-14</title>
<pubDate>07 09 05 14:04:29 PST</pubDate>
<item>
<title>702704-Mail10-1-1126199890</title>
<link></link>
<description>1000</description>
</item>
<item>
<title>702704-Mail10-2-1126199900</title>
<link></link>
<description>1000</description>
</item>
<item>
<title>702704-Mail5-3-1126199911</title>
<link></link>
<description>1000</description>
```



```
</item>
<item>
<title>702704-Mail5-0-1126199890</title>
<link></link>
<description>1000</description>
</item>
</channel>
</rss>
```

5.6 ACTIVITY: QUERY-LISTDATA

Use this activity to retrieve all messages in the list.

You can retrieve data as shown in the following table.

To Retrieve Data for...	Specify These Parameters...
A specific month for the list	Month Year
A specific month for a specific segment	Month Year Segment
A date range for the list	Start_date End_date
A date range for a specific segment	Start_date End_date Segment
All data	Do not specify any parameters

Functional Description (Input)

Month [Optional]

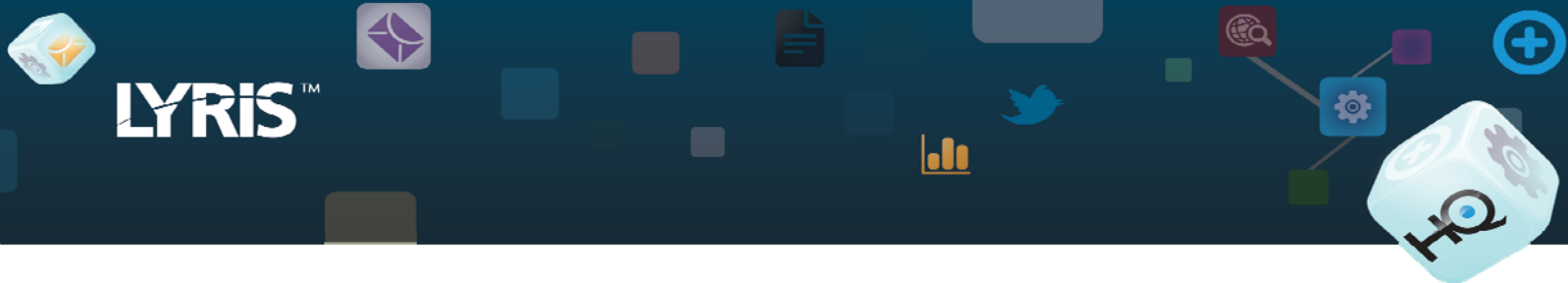
The month to query.

Must be used in conjunction with the **Year** parameter.

Year [Optional]

The year to query.

Must be used in conjunction with the **Month** parameter.



Start_date [Optional]

Start date for the query.

Must be used in conjunctions with the **End_date** parameter.

If you specify both **Start_date/End_date** and **Month/Year**, Start_date/End_date are ignored.

End_date [Optional]

The end that for the query.

Must be used in conjunctions with the **Start_date** parameter.

Segment [Optional]

Returns the result for a specific segment.

Parameter	Required/ Optional	Type	ID	Value
Month	Optional	month	N/A	1-12
Year	Optional	year	N/A	1999-Present
Start_date	Optional	extra	Start_date	Date in the yyyy-mm-dd format
End_date	Optional	extra	End_date	Date in the yyyy-mm-dd format
Segment	Optional	extra	segment	Segment ID

Response Description (Output)

Subject

Subject of the message.

Message-Format

HTML or TEXT.

Sent

Status of the message. Values are:

- yes
- no
- waiting to be scheduled
- paused

Date

Date of message delivery (YYYY-MM-DD).

Delivery

Time of message delivery (seconds from midnight of given day).

Stats-Sent

Number of messages sent.



MID

Message ID.

Segment

Segment name.

Segment-id

Segment ID.

Example

```
type: message
activity: query-listdata
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="month">10</DATA>
<DATA type="year">2010</DATA>
</DATASET>
```

Response:

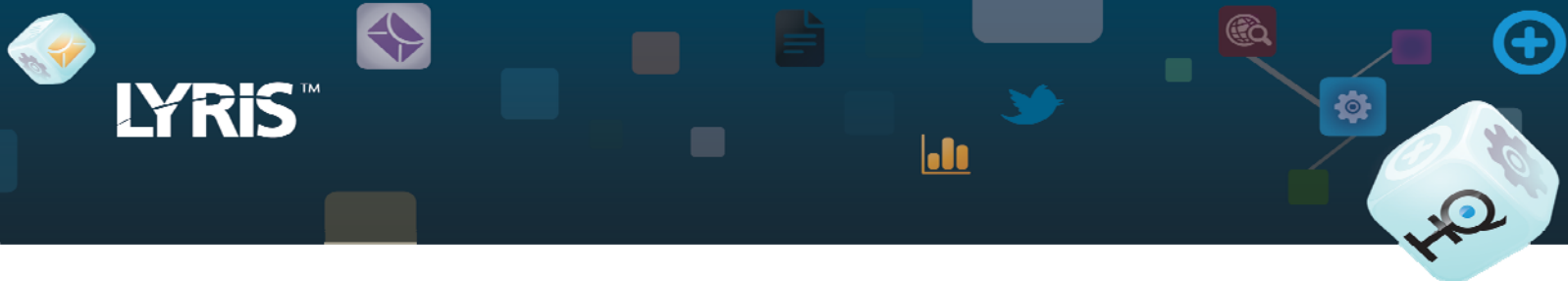
```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="mlid">1</DATA>
<DATA type="ml-name">First Remote List</DATA>
<DATA type="subject">50% your next order of up to $20</DATA>
<DATA type="name">50% your next order of up to $20</DATA>
<DATA type="category">Newsletter</DATA>
<DATA type="message-format">html</DATA>
<DATA type="sent">yes</DATA>
<DATA type="mid">654</DATA>
<DATA type="last-edit-date">2011-07-08</DATA>
<DATA type="last-edit-time">5:21 PM</DATA>
<DATA type="date">2011-07-08</DATA>
<DATA type="delivery">62640</DATA>
<DATA type="stats-sent">3</DATA>
</RECORD>
<RECORD>
<DATA type="mlid">1</DATA>
<DATA type="ml-name">Second Remote List</DATA>
<DATA type="subject">50% your next order of up to $15</DATA>
<DATA type="name">50% your next order of up to $15</DATA>
```



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```
<DATA type="category">Newsletter</DATA>
<DATA type="message-format">html</DATA>
<DATA type="sent">yes</DATA>
<DATA type="mid">655</DATA>
<DATA type="last-edit-date">2011-07-08</DATA>
<DATA type="last-edit-time">5:27 PM</DATA>
<DATA type="date">2011-07-08</DATA>
<DATA type="delivery">63000</DATA>
<DATA type="stats-sent">3</DATA>
</RECORD>
<RECORD>
<DATA type="mlid">1</DATA>
<DATA type="ml-name">Third Remote List</DATA>
<DATA type="subject">50% your next order of up to $10</DATA>
<DATA type="name">50% your next order of up to $10</DATA>
<DATA type="category">Newsletter</DATA>
<DATA type="message-format">html</DATA>
<DATA type="sent">waiting to be scheduled</DATA>
<DATA type="mid">656</DATA>
<DATA type="last-edit-date">2011-07-11</DATA>
<DATA type="last-edit-time">3:54 PM</DATA>
<DATA type="date">2011-07-11</DATA>
<DATA type="delivery">0</DATA>
<DATA type="stats-sent">0</DATA>
</RECORD>
</DATASET>
```



5.7 ACTIVITY: QUERY-STATS

Use this activity to retrieve statistical data related to a message or list of sent, clickthru, action-tracking, and open history.

Functional Description (Input)

MID [Required]

The Message ID of the message to query.

For information about finding the MID, see [MID](#).

XXX [Optional]

The type of statistic to retrieve.

If specified, the response returns information only about the specified statistic type. Otherwise, the response returns the number of times each available statistic occurred.

Spam_details [Optional]

Shows the spam complaints breakdown up to the last 30 days, by ISP.

Bounces-By-Domain [Optional]

Breaks down bounces by ISP.

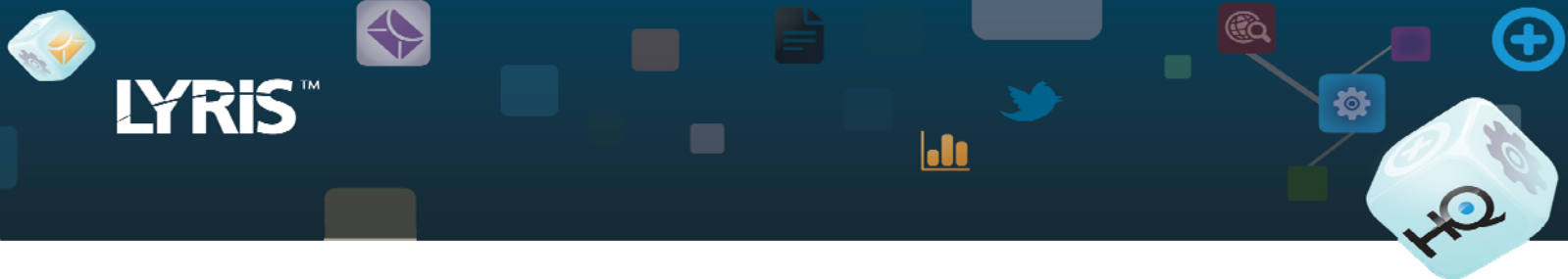
Bounce-Types [Optional]

Breaks down bounces into hard and soft bounces.

Email [Optional]

The address to receive the query results in a zipped CSV file instead of in the response.

Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID
(XXX)	Optional	OPENED OPENED-DETAILS SENT CLICKED CLICKED-DETAILS CLICKED-DETAILS- BACKGROUND * UNSUBSCRIBED BOUNCED SPAM- COMPLAINTS ACTIONTRACKING	N/A	N/A



Parameter	Required/ Optional	Type	ID	Value
Spam_details	Optional	extra	spam_details	on off
Bounces-By-Domain	Optional	extra	Bounces-By-Domain	on off
Bounce-Types	Optional	extra	Bounce-Types	on off
Email	Optional	extra	EMAIL	Email address (Specify if type = CLICKED-DETAILS- BACKGROUND)

* Use this type to retrieve the same information as Clicked-Details, except in a zipped CSV file. The request must include an email address to which to send the file. To specify the email address, include a <DATA> tag containing the email address to as shown in the following example:

```
<DATASET>
<SITE_ID>111</SITE_ID>
<MLID>222</MLID>
<MID>333</MID>
<DATA TYPE="clicked-details-background"></DATA>
<DATA TYPE="EXTRA" ID="EMAIL">jdoe@url.com</DATA>
</DATASET>
```

Response Description (Output)

Stats-Sent

The number of contacts to whom this message was sent.

Stats-Opens

The total number of times this message was opened.

Stats-Opens-Unique

The number of unique contacts who opened this message.

Stats-Clicks-Unique

The number of unique contacts who clicked at least one link in the message.

Stats-Bounces

The number of bounces.

Stats-Unsubscribes

The number of unsubscribes.

Clicks-Total

The number of total clicks for a particular link.

**Clicks-Unique**

The number of unique clicks for a particular link.

Clicks-ID

The unique ID of a particular link.

Action-Tracking

The number of action tracking hits.

Clicked-Details

Information about which recipients clicked a link in a message and which link each recipient clicked.

The **type** field shows whether the recipient clicked an HTML ("H") or Text ("T") link.

Clicked-Details-Background

Returns the same data as Clicked-Details, except in a zipped CSV file to the email address specified in the request.

The request must include a <DATA> tag containing the email address as shown in the following example:

```
<DATASET>
<SITE_ID>111</SITE_ID>
<MLID>222</MLID>
<MID>333</MID>
<DATA TYPE="clicked-details-background"></DATA>
<DATA TYPE="EXTRA" ID="EMAIL">jdoe@url.com</DATA>
</DATASET>
```

Spam_details

The breakdown of spam complaints in the last 30 days by ISP.

BOUNCES-BY-DOMAIN

The breakdown of bounces in the last 30 days, by ISP.

BOUNCE-TYPES

The breakdown of bounces into hard and soft bounces.

Example: All Statistics

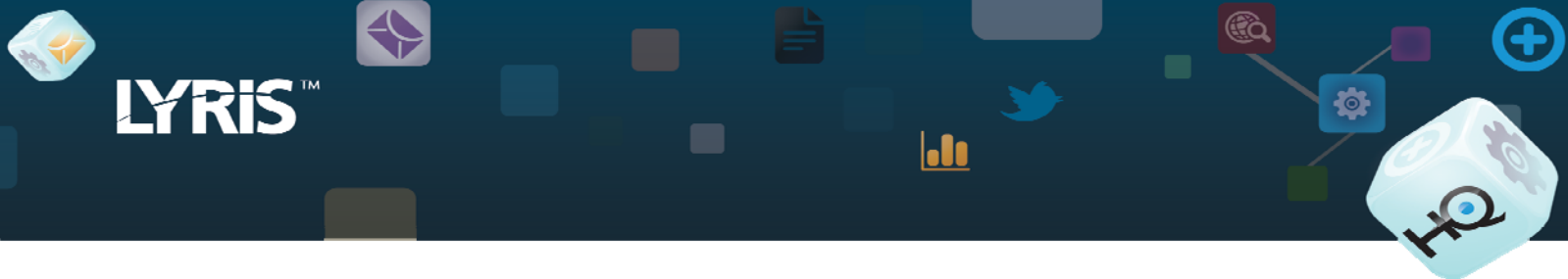
```
type: message
activity: query-stats
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<MID>24251</MID>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="stats-sent">10500</DATA>
<DATA type="stats-opens">5142</DATA>
<DATA type="stats-opens-unique">3024</DATA>
<DATA type="stats-clicks-unique">2112</DATA>
<DATA type="stats-bounces">2</DATA>
<DATA type="stats-unsubscribes">11</DATA>
</RECORD>
<DATA type="clicks-total" id="http://www.EmailLabs.com">1024</DATA>
<DATA type="clicks-unique" id="http://www.EmailLabs.com">823</DATA>
<DATA type="clicks-id"
  id="http://www.EmailLabs.com">ab409128e</DATA>
</RECORD>
<RECORD>
<DATA type="clicks-total" id="http://www.yahoo.com">1024</DATA>
<DATA type="clicks-unique" id="http://www.yahoo.com">823</DATA>
<DATA type="clicks-id" id="http://www.yahoo.com">0b409120e</DATA>
</RECORD>
<RECORD>
<DATA type="clicks-total"
  id="http://www.EmailLabs.com/quote.html">1024</DATA>
<DATA type="clicks-unique"
  id="http://www.EmailLabs.com/quote.html">823</DATA>
<DATA type="clicks-id"
  id="http://www.EmailLabs.com/quote.html">c24091287</DATA>
</RECORD>
</RECORD>
</DATASET>
```



Example: Opened

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<MID>24252</MID>
<DATA TYPE="opened"></DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="email">johndoe@gmail.com</DATA>
<DATA type="name">Message Title</DATA>
<DATA type="category">Newsletter/Relationship</DATA>
<DATA type="uid">60f3a03687</DATA>
<DATA type="state">opened</DATA>
<DATA type="statetime">3-29-11 11:10 am PDT</DATA>
</RECORD>
<RECORD>
<DATA type="email">janedoe@yahoo.com</DATA>
<DATA type="name">Message Title</DATA>
<DATA type="category">Newsletter/Relationship</DATA>
<DATA type="uid">6a3977406e</DATA>
<DATA type="state">opened</DATA>
<DATA type="statetime">3-29-11 11:11 am PDT</DATA>
</RECORD>
</DATASET>
```

Example: Bounced

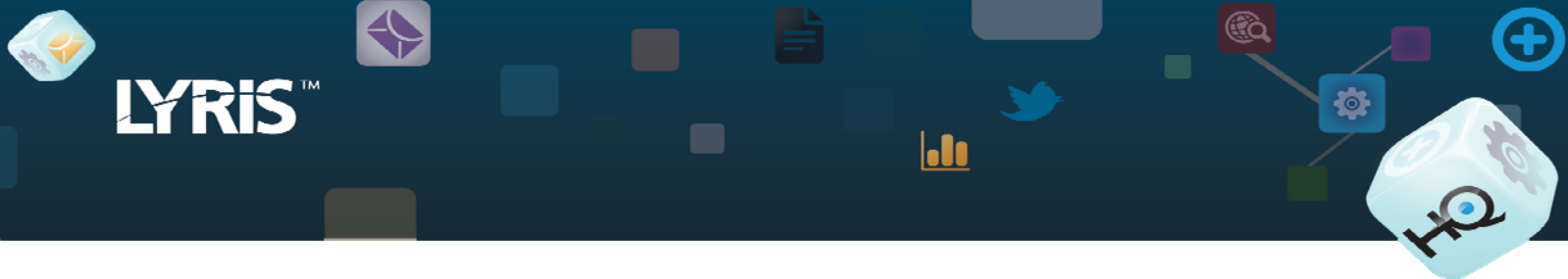
```
type: message
activity: query-stats
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>456</MLID>
<MID>700</MID>
<DATA TYPE="bounced"></DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="email">john@domain2.com</DATA>
<DATA type="name">John</DATA>
<DATA type="category">Other</DATA>
<DATA type="uid">b10a76c8e6</DATA>
<DATA type="state">bounced</DATA>
<DATA type="statetype">Disabled Address</DATA>
<DATA type="stateaction">Not Trashed</DATA>
<DATA type="statetime">12-6-10 16:52 pm PST</DATA>
</RECORD>
<RECORD>
<DATA type="email">henry@domain.com</DATA>
<DATA type="name">Henry</DATA>
<DATA type="category">Other</DATA>
<DATA type="uid">570e97edec</DATA>
<DATA type="state">bounced</DATA>
<DATA type="statetype">Disabled Address</DATA>
<DATA type="stateaction">Trashed</DATA>
<DATA type="statetime">12-12-10 14:55 pm PST</DATA>
</RECORD>
</DATASET>
```



Example: Unsubscribed

```
type: message
activity: query-stats
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>456</MLID>
<MID>700</MID>
<DATA TYPE="unsubscribed"></DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="email">jane@domain5.com</DATA>
<DATA type="state">unsubscribed</DATA>
<DATA type="statetime">3-17-11 17:14 pm PDT</DATA>
<DATA type="uid">147f922e4e</DATA>
</RECORD>
<RECORD>
<DATA type="email">eric@domain100.com</DATA>
<DATA type="state">unsubscribed</DATA>
<DATA type="statetime">3-17-11 17:14 pm PDT</DATA>
<DATA type="uid">735655c046</DATA>
</RECORD>
</DATASET>
```



5.8 ACTIVITY: SCHEDULE

Use this activity to schedule, pause, resume, or cancel message delivery.

NOTE: To send the message immediately, specify schedule for the **action** parameter and do not specify the **Delivery-Year**, **Delivery-Month**, **Delivery-Day**, and **Delivery-Hour** parameters.

Functional Description

MID [Required]

The Message ID of the message to query.

Action [Required]

The action to perform. Valid values are:

- Schedule
- Pause
- Resume
- Cancel

Delivery-Year [Optional]

Applies only if **action** is schedule.

The delivery year.

Delivery-Month [Optional]

Applies only if **action** is schedule.

The delivery month.

By default, the current month.

Delivery-Day [Optional]

Applies only if **action** is schedule.

The delivery day.

By default, the current day.

Delivery-Hour [Optional]

Applies only if **action** is schedule.

The delivery time.

By default, the current hour.

Rule [Optional]

The ID of the segment to apply to the message.

For information about finding the segment ID, see [Segment ID](#).



Suppression List [Optional]

The ID of the Suppression list to use.

For information about finding the Suppression list ID, see [SID](#).

Delivery Monitor [Optional]

Turns on the Delivery Monitor.

The *Delivery Monitor* shows whether messages are automatically routed to spam or bulk folders at more than 50 different ISPs and email providers.

Content Analyzer [Optional]

Turns on the Content Analyzer.

The *Content Analyzer* helps you identify which elements of the message body and header might cause it to be flagged as spam.

Inbox Snapshot [Optional]

Turns on the Inbox Snapshot.

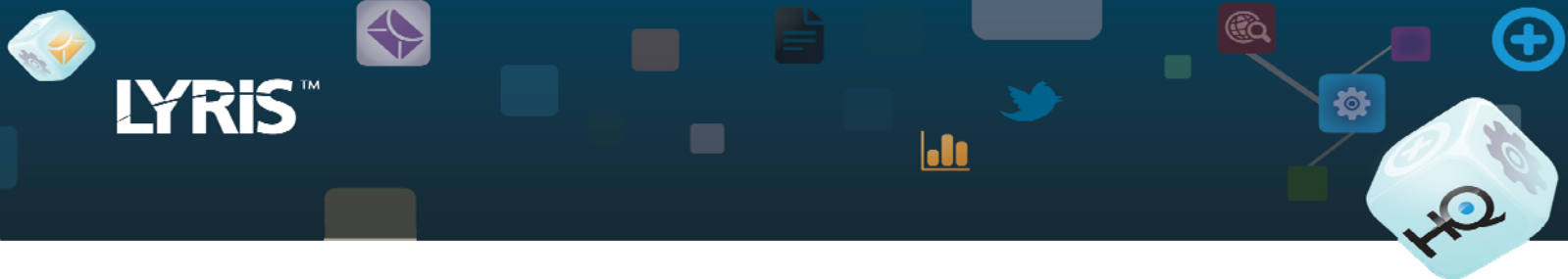
The *Inbox Snapshot* shows how messages look in 50 different email clients.

Blacklist Monitor [Optional]

Turns on the Blacklist Monitor.

The *Blacklist Monitor* checks all IP addresses and domains in a message, including those contained in message content, and determines whether they are listed on any major blacklists.

Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID
Action	Required	action	N/A	schedule pause resume cancel
Delivery year	Optional	delivery-year	N/A	Year in the YYYY format By default, the current year
Delivery month	Optional	delivery-month	N/A	1-12* By default, the current month
Delivery day	Optional	delivery-day	N/A	1-31* By default, the current day
Deliver hour	Optional	delivery-hour	N/A	0-23*, value representing the hour (0 = 12:00 AM, 23=11:00 PM) By default, the current hour
Suppression list	Optional	suppression_list	N/A	Suppression List ID



Parameter	Required/ Optional	Type	ID	Value
Rule	Optional	rule	N/A	Segment ID
Delivery Monitor	Optional	delivery_monitor	N/A	on off (default)
Content Analyzer	Optional	content_analyzer	N/A	on off (default)
Inbox Snapshot	Optional	inbox_snapshot	N/A	on off (default)
Blacklist Monitor	Optional	black_list_monitor	N/A	on off (default)

* If the delivery year, delivery month, delivery day, and delivery hour are blank or absent from the call, the message will be sent immediately.

Format

```
<DATA type="choose a type below" id="enter respective id value  
here">value</DATA>
```

Example: Schedule

```
type: message  
activity: schedule
```

```
Input:  
<DATASET>  
<SITE_ID>123</SITE_ID>  
<MLID>345</MLID>  
<MID>24251</MID>  
<DATA type="action">schedule</DATA>  
<DATA type="delivery-year">2011</DATA>  
<DATA type="delivery-month">05</DATA>  
<DATA type="delivery-day">15</DATA>  
<DATA type="delivery-hour">14</DATA>  
<DATA type="rule">1425</DATA>  
<DATA type="suppression_list">33</DATA>  
<DATA type="delivery_monitor">on</DATA>  
<DATA type="content_analyzer">on</DATA>  
<DATA type="inbox_snapshot">on</DATA>  
<DATA type="black_list_monitor">on</DATA>  
</DATASET>
```




Response:

```
<DATASET><TYPE>success</TYPE><DATA>Message  
scheduled</DATA></DATASET>
```

Example: Send Immediately

```
type: message  
activity: schedule
```

```
<DATASET>  
<SITE_ID>123</SITE_ID>  
<MLID>345</MLID>  
<MID>24251</MID>  
<DATA type="action">schedule</DATA>  
</DATASET>
```

Response:

```
<DATASET><TYPE>success</TYPE><DATA>Message  
scheduled</DATA></DATASET>
```

5.9 ACTIVITY: UPDATE

Use this activity to update an existing message.

Available parameters are the same as for the activity Add.

Parameters not included in this post will remain the same.

NOTE: To use enabled Attributes/Demographics as mail merge tags, enclose the attribute name in the %% characters. For example, to use *First Name* attribute, specify %%First Name%%. Make sure that the name is spelled exactly as it appears as it is case sensitive.

All special characters must be represented by the corresponding HTML entities, for example *&* represents an ampersand (&). For more information, see <http://php.net/manual/en/function.htmlspecialchars.php>, or equivalent in other languages.

Functional Description

MID [Required]

The message ID.

For information about finding the MID, see [MID](#).

Name [Optional]

The name of the message.

**From-email [Optional]**

The email address to display in the **From** field. This is the Reply-To email address.

From-name [Optional]

The name to display in the **From** field. The name replaces From-Email.

Subject [Required]

The subject line of the message.

Message-format [Optional]

Specifies whether the message is formatted for HTML (multi-part) or TEXT (plain text only).

Multi-part messages bundle the HTML, Plain Text, and AOL versions into one email.

Message-HTML [Optional]

The content of the HTML version of the message.

Message-TEXT [Optional]

The content of the Text version of the message.

Message-AOL [Optional]

Use only for AOL versions 6.0 and earlier.

The AOL content of the message.

Clickthru [Optional]]

Applies only the HTML version of the message.

Specifies whether tracking is enabled in the HTML version.

If tracking is enabled, hyperlinks in the message will be converted into trackable links and listed on message reports.

Clickthru-TEXT [Optional]]

Applies only the TEXT version of the message.

Specifies whether URLs in the TEXT version are converted into trackable links.

Attachment [Optional]

The URL or FTP location of the file to attach.

NOTE: The file size must not exceed the maximum allowable attachment size as specified in EmailLabs. If attachments are not enabled in EmailLabs, this parameter will be ignored.

**Charset [Optional]**

The character set to use for the message. By default, us-ASCII. Other supported character sets are:

- UTF-8
- US ASCII
- Traditional Chinese (Big5)
- Simplified Chinese (gb2312)
- Japanese (euc-jp)
- Japanese (ISO-2022-JP)
- Japanese (Shift-JIS)
- Thai (Windows)
- Korean (euc-kr)
- Korean (ks_c_5601-1987)
- Cyrillic (koi8-r)
- Cyrillic (windows-1251)
- Central European (windows-1250)
- Western European (ISO)
- Western European (Windows)
- Turkish (ISO)
- Turkish (Windows)
- Greek (ISO)

HTMLEncoding [Optional]

Uses Quoted Printable(qp) encoding instead of 7-bit.

Specify *qp* if your readers are having difficulties viewing the message.

MM_Attachment [Optional]

Specifies whether the attachment should be merged into the message if the recipients' ISP allows it.

Remove_Attachment [Optional]

Removes the attachment, if there is one, from the message.

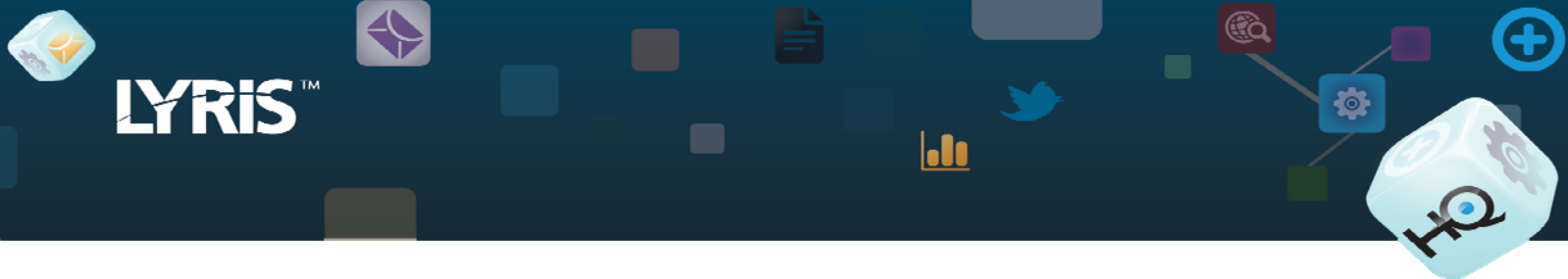
Category [Optional]

The message category. If a value is not provided, "Other" is used. Valid values are:

- Newsletter/Relationship
- E-commerce & Promotions
- Confirmations/Announcements
- Newsletter
- Other



Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID
Name	Optional	name	N/A	Message name
From-email	Optional	from-email	N/A	Email address
From-name	Optional	from-name	N/A	Name
Message-format	Optional	message-format	N/A	HTML or TEXT
Message-HTML	Optional	message-html	N/A	HTML message
Message-TEXT	Optional	message-text	N/A	Text message
Subject	Optional	subject	N/A	Message subject
Attachment	Optional	attachment	N/A	http://web.com/file.txt ftp://username:password@ftp.com/ file.txt
Charset	Optional	charset	N/A	UTF-8 US ASCII Traditional Chinese (Big5) Simplified Chinese (gb2312) Japanese (euc-jp) Japanese (ISO-2022-JP) Japanese (Shift-JIS) Thai (Windows) Korean (euc-kr) Korean (ks_c_5601-1987) Cyrillic (koi8-r) Cyrillic (windows-1251) Central European (windows-1250) Western European (ISO) Western European (Windows) Turkish (ISO) Turkish (Windows) Greek (ISO)
Clickthru	Optional	clickthru	N/A	on off
Clickthru-TEXT	Optional	clickthru-text	N/A	on off
HTMLEncoding	Optional	HTMLEncoding	N/A	qp (Quoted Printable) 7-bit (default)
Message-AOL	Optional	message-AOL	N/A	AOL message for AOL versions 6.0



Parameter	Required/Optional	Type	ID	Value
				and earlier
MM_Attachment	Optional	mm_attachment	N/A	on = enable off = disable (default) If blank or not specified, the attachment will not be mail merged
Remove_Attachment	Optional	remove_attachment	N/A	on off
Category	Optional	category	N/A	Any category By default, Other

Format

`<DATA type="choose a type below" id="enter respective id value here">value</DATA>`

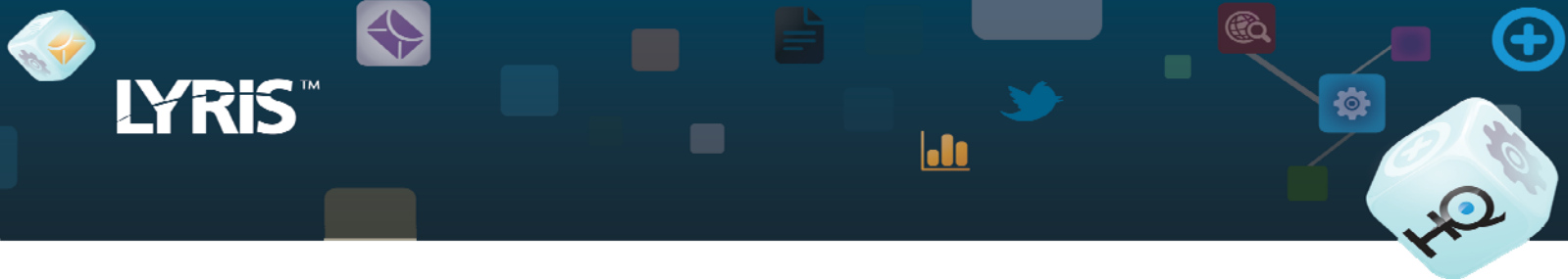
Example

```

type: message
activity: update

Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<MID>12345</MID>
<DATA type="subject">20% off your next order of $40 or more</DATA>
<DATA type="from-email">sportsnutrition@sndomain.com </DATA>
<DATA type="from-name">Sports Nutrition</DATA>
<DATA type="message-format">HTML</DATA>
<DATA type="message-html"> <!--!DOCTYPE HTML PUBLIC "-//W3C//DTD
    HTML 4.0 Transitional//EN">
    <!--HTML--><!--HEAD--><!--TITLE--> New Document </TITLE-->
    <!--META NAME="Generator" CONTENT="EditPlus"-->
    <!--META NAME="Author" CONTENT=""-->
    <!--META NAME="Keywords" CONTENT=""-->
    <!--META NAME="Description" CONTENT=""-->
    </HEAD--><!--BODY-->Enter promo code: 4432<br>
    <a href="http://www.somedomain.com/deal20.html">Visit our
        website for additional
    deals </a>
    1234 SomeUSA St.SomeCityUSA, CA
    95456</BODY--></HTML--></DATA>
<DATA type="message-text"> Enter promo code: 4432

```



View our specials at: `http://www.somedomain.com/special50.html`

```
1234 SomeUSA St.  
SomePlace, CA 95456  
</DATA>  
<DATA type="message-AOL"> Enter promo code: 4432  
View our specials at: http://www.somedomain.com/deal 20.html  
1234 SomeUSA St.  
SomeCity, CA 95456TA>  
<DATA type="clickthru">on</DATA>  
<DATA type="clickthru-text">on</DATA>  
</DATASET>
```

Response:

```
<DATASET><TYPE>success</TYPE><DATA>656</DATA></DATASET>
```

5.10 ACTIVITY: QUERY-MESSAGE-BOUNCE

Returns detailed bounce data for a message.

Returns the bounce time, system classification (invalid, disabled, etc), the action taken, as well as the detailed bounce reason as returned by the connecting server.

Functional Description

MID [Required]

Message ID of the message.

For information about finding the MID, see [MID](#).

INCLUDE_ALL [Optional]

Include bounces of all available types:

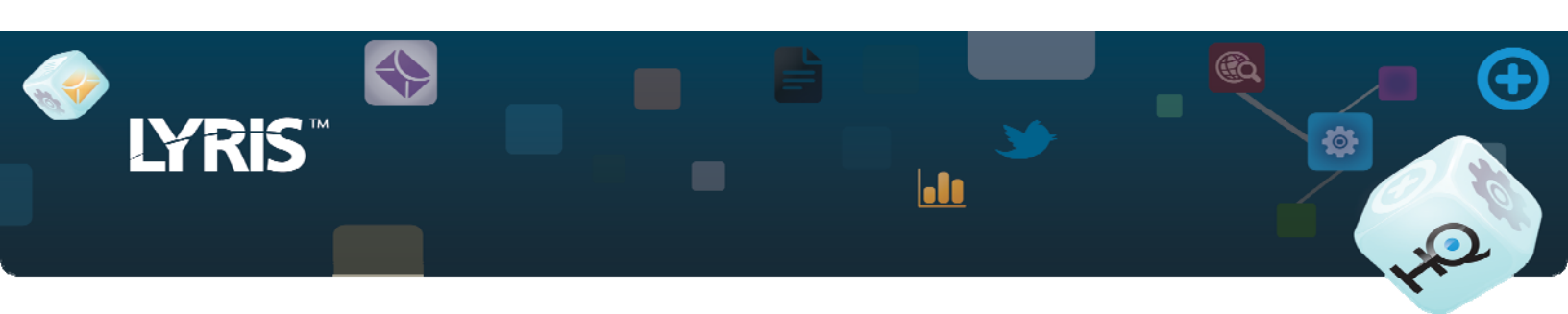
- Blocked
- Invalid Address
- Disabled Address
- Temporarily Failed
- Soft Bounce
- Soft Bounce (DNS –related)
- System Misconfiguration

Bouncetype [Optional]

Provide the number of bounces only of a specific bounce type.

Background [Optional]

Run the query in the background.



If specified, the API creates a TXT file of the results and the response include a link to the file, for example:

```
<DATASET><TYPE>success</TYPE><DATA
  type="file">http://www.elabs10.com/data/bounce_results_a40c87cad
  c7b0c1c6cbeb6b8efe1b4a5.txt</DATA></DATASET>
```

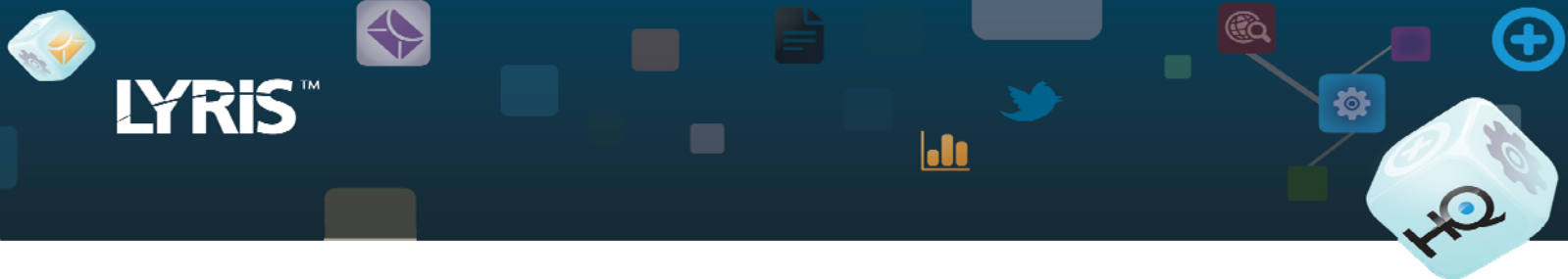
Start_date
Start date for the query.

Must be used in conjunctions with the **End_date** parameter.

Start_date
The end that for the query.

Must be used in conjunctions with the **Start_date** parameter.

Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID
INCLUDE_ALL	Optional	extra	INCLUDE_ALL	on
Bouncetype	Optional	extra	bouncetype	1= Blocked 2= Invalid Address 3= Disabled Address 4= Temporarily Failed 5= Soft Bounce 6= Soft Bounce (DNS –related) 7= System Misconfiguration
Background	Optional	extra	background	on
Start_date	Optional	extra	start_date	Date in the yyyy-mm-dd format
End_date	Optional	extra	end_date	Date in the yyyy-mm-dd format



Response Description (Output)

Bounced-Date

Date the bounce registered with the system.

Bounced-Type

System classification of bounced addresses. Values are:

- Blocked
- Invalid Address
- Disabled Address
- Temporarily Failed
- Soft Bounce
- Soft Bounce (DNS –related)
- System Misconfiguration

Action

The action that the system took on the bounce as determined by the bounce settings of the list. Values are:

- N/A
- Trashed

Reason

Full reason from the responding server.

Example

```
type: message
activity: query-message-bounces
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>1223</MLID>
<MID>223234</MID>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="email">joe@comcast.net</DATA>
<DATA type="bounced-date">Mar 30, 2011, 6:09:02 pm</DATA>
<DATA type="bounce-type">Invalid Address</DATA>
<DATA type="action">N/A</DATA>
```




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```
<DATA type="reason">Final-Recipient: rfc822;joe@comcast.net Action:
failed
Status: 5.0.0 (permanent failure) Diagnostic-Code: smtp; 5.1.0 -
Unknown
address error 551-'not our customer' (delivery attempts: 0)
Reporting-MTA: dns;
Iron-savvis.uptilt.com </DATA>
</RECORD>
<RECORD>
<DATA type="email">jane@yahoo.com</DATA>
<DATA type="bounced-date">Mar 30, 2011, 7:04:02 pm</DATA>
<DATA type="bounce-type">Invalid Address</DATA>
<DATA type="action">N/A</DATA>
<DATA type="reason">Final-Recipient: rfc822;jane@yahoo.com Action:
failed Status: 5.0.0 (permanent failure) Diagnostic-Code: smtp;
5.1.0 - Unknown
address error 554-'delivery error: dd Sorry your message to
jane@yahoo.com cannot be delivered. This account has been disabled
or discontinued [#102]. - mta136.mail.re4.yahoo.com' (delivery
attempts: 0)
Reporting-MTA: dns; Iron-savvis.uptilt.com
</DATA>
</RECORD>
</DATASET>
```



5.11 ACTIVITY: MESSAGE-QUICKTEST

Sends quick tests to any email address.

You can send multiple messages with dynamic data to the specified email address.

Returns the HTML and Text Message ID. If you use Email Advisor, also returns which specific audits were used.

Functional Description

MID [Required]

The message ID.

For information about finding the MID, see [MID](#).

Emails [Required]

The address to which the quick test is sent.

Content Analyzer [Optional]

Turns on the Content Analyzer.

The *Content Analyzer* helps you identify which elements of the message body and header might cause it to be flagged as spam.

Inbox Snapshot [Optional]

Turns on the Inbox Snapshot.

The *Inbox Snapshot* shows how messages look in 50 different email clients.

Black List Monitor [Optional]

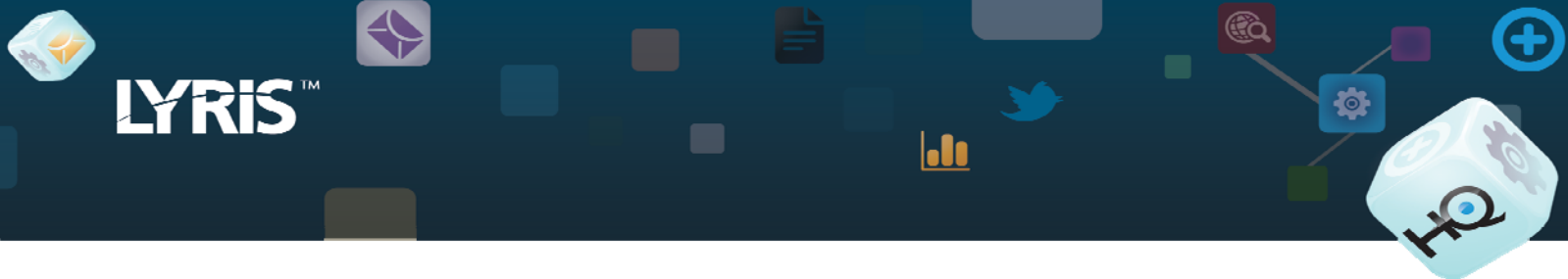
Turns on the Blacklist Monitor.

The *Blacklist Monitor* checks all IP addresses and domains in the message, including those in the message content, and determines whether they are listed on any major blacklists.

Multi [Optional]

The number of test messages to send.

If specified, multiple quick tests will be sent to the addresses specified by **Emails** with test data from random members of the list. Use this option to test mail merge and conditional statements.



Parameter	Required/ Optional	Type	ID	Value
MID	Required	N/A	N/A	Message ID
Emails	Required	extra	emails	Email addresses, separated by commas
Content Analyzer	Optional	extra	content_analyzer	on off (default)
Inbox Snapshot	Optional	extra	inbox_snapshot	on off (default)
Blacklist Monitor	Optional	extra	black_list_monitor	on off (default)
Multi	Optional	extra	multi	Any numeric value

Format

```
<DATA type="choose a type below" id="enter respective id value
here">value</DATA>
```

Example

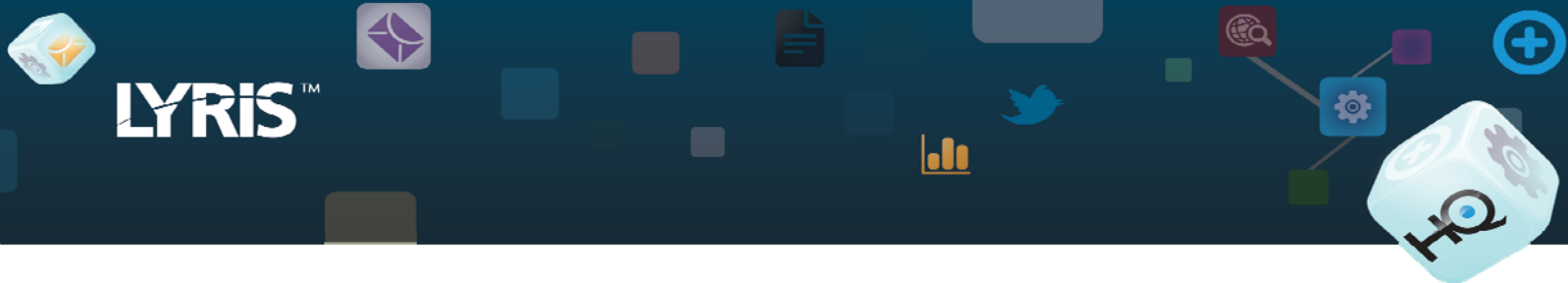
```
type: message
activity: message-quicktest
```

Input:

```
<DATASET>
<SITE_ID>2</SITE_ID>
<MLID>3</MLID>
<MID>443</MID>
<DATA TYPE="EXTRA" ID='EMAILS'>rdatta-qt@im.uptilt.com</DATA>
<DATA TYPE="EXTRA" ID='content_analyzer'>on</DATA>
<DATA TYPE="EXTRA" ID='inbox_snapshot'>off</DATA>
<DATA TYPE="EXTRA" ID='black_list_monitor'>on</DATA>
<DATA TYPE="EXTRA" ID='multi'>1</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>Success</TYPE>
<DATA>Quicktest message sent!</DATA>
<HTML_MID>499</HTML_MID>
<TEXT_MID>500</TEXT_MID>
<CONTENT_ANALYZER>on</CONTENT_ANALYZER>
<INBOX_SNAPSHOT>off</INBOX_SNAPSHOT>
<BLACK_LIST_MONITOR>on</BLACK_LIST_MONITOR>
</DATASET>
```



5.12 ACTIVITY: QUERY-RECIPIENTS

Use this activity to retrieve all recipients of a specific message in XML format.

Functional Description

SITE_ID [Required]

The site ID.

For information about finding the SITE_ID, see [SITE_ID](#).

MLID [Required]

The mailing list ID.

For information about finding the MLID, see [MLID](#).

MID [Required]

The message ID the message.

For information about finding the MID, see [MID](#).

Demographic ID [Optional]

The ID of the attribute to return for each recipient. You can use specify only one demographic ID. If you specify more than one, only the last one will be used.

For information about finding the attribute ID, see [Attribute ID](#).

Parameter	Required/ Optional	Type	ID	Value
SITE_ID	Required	N/A	N/A	Site ID
MLID	Required	N/A	N/A	Mailing List ID
MID	Required	N/A	N/A	Message ID
Attribute ID	Optional	extra	demographic	Attribute ID

Format

```
<DATA type="specify a type" id="enter respective id value  
here">value</DATA>
```



Example

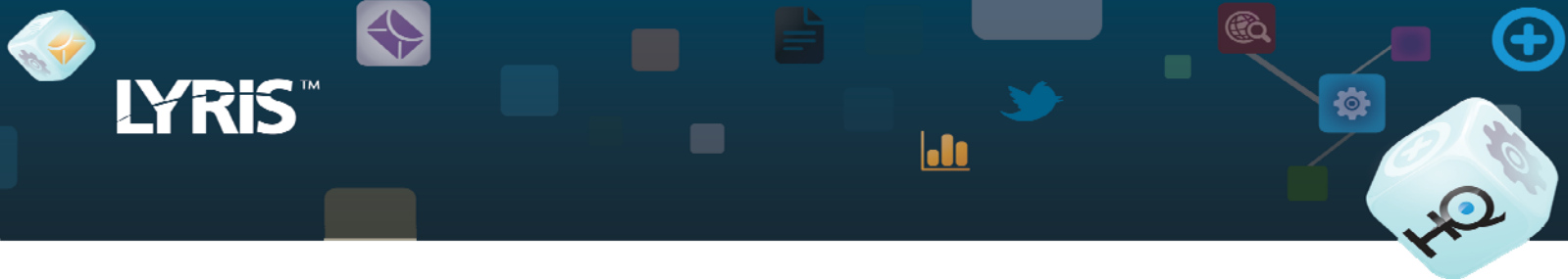
```
type: message
activity: query-recipients
```

Input:

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>2</MLID>
<MID>11</MID>
<DATA TYPE="EXTRA" ID="DEMOGRAPHIC">1</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<UID>8be73452c9</UID>
<EMAIL>john.doe@lyris.com</EMAIL>
<TIMESTAMP>1240957041</TIMESTAMP>
<DATA TYPE='demographic' ID='1'>John</DATA>
</RECORD>
<RECORD>
<UID>eba28ecca9</UID>
<EMAIL>jane.doe@lyris.com</EMAIL>
<TIMESTAMP>1240957041</TIMESTAMP>
<DATA TYPE='demographic' ID='1'>Jane</DATA>
</RECORD>
</DATASET>
```



6.0 SEGMENT MANAGEMENT

Provides all activities associated with segments.

API Type value: filter

Required parameters: <SITE_ID> Site ID </SITE_ID>
<MLID> Mailing List ID </MLID>

Valid Activities

Add

Adds a segment.

Delete

Deletes a segment.

Generate

Generates an existing segment.

Query-data

Queries the results of the segment.

Update

Updates a segment.



6.1 ACTIVITY: ADD

Use this activity to create a segment.

After creating a segment, you must generate the segment results using the [Generate](#) activity. After generating the segment, you can view the results using the [Query-data](#) activity.

Using AND/OR logic

By default, conditions are joined with AND logic. For example, to create the following statement:

State is California AND City is Oakland AND received message 1425.

Use the following syntax:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="name">West Coast Clients</DATA>
<DATA type="demographic" id="6">CA</DATA>
<DATA type="demographic" id="5">Oakland</DATA>
<DATA type="activity" id="1425" LOGIC="AND">sent</DATA>
</DATASET>
```

To use OR logic, include a LOGIC parameter. For example, to create this statement:

State is New York OR City is Oakland OR received message 1425.

Use the following syntax:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="name">West Coast Clients</DATA>
<DATA type="demographic" id="6">NY</DATA>
<DATA type="demographic" id="5" LOGIC="OR">Oakland</DATA>
<DATA type="activity" id="1425" LOGIC="OR">sent</DATA>
</DATASET>
```



Grouping conditions

To group conditions together, include a **GROUP** parameter at the end of the group. The following example creates a segment with two groups:

First name is Jane AND Last Name is Doe

Zip/Postal Code is 95133 AND City is San Francisco

Contacts will be included in the segment if they meet both conditions in the first group OR both conditions in the second group.

The complete statement is:

(First name is Jane AND Last Name is Doe) OR (Zip/Postal Code is 95133 AND City is San Francisco)

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>1</MLID>
<DATA type="name">West Coast Clients 1</DATA>
<DATA TYPE = "demographic" id = "1" >Jane</DATA>
<DATA TYPE = "demographic" id = "2" LOGIC = "AND">Doe</DATA>
<DATA TYPE = "demographic" id = "7" GROUP = "1" LOGIC =
  "OR">95113</DATA>
<DATA TYPE = "demographic" id = "5" LOGIC = "AND" >San
  Francisco</DATA>
</DATASET>
```

Functional Description

Name [Required]

Name of the segment to create.

Activity: Sent [Optional]

Defines an activity-based condition based on whether persons were sent a specific message.

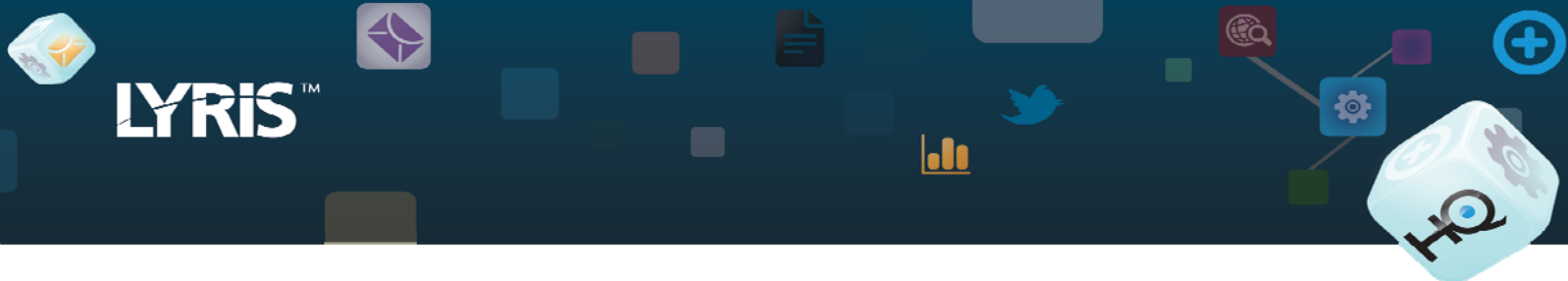
Activity: Opened [Optional]

Defines an activity-based condition based on whether recipients opened a specific message.

You can also specify a threshold of how many times they opened a specific message.

Activity: Opened & Clicked [Optional]

Defines an activity-based condition based on whether recipients opened and clicked on a specific link in a message.



Activity: Inverse [Optional]

Inverses the previous activity-based condition. For example, to create a condition of people who were not sent message 654, use the following syntax:

```
<DATA type="activity" id="654">sent</DATA>
<DATA type="extra" id="inverse">a-654</DATA>
```

Demographic: Value is a Constant [Optional]

Defines a demographic-based condition to find people who match a specific value.

Demographic: Value in a Range [Optional]

Defines a demographic-based condition to find people who match a certain range of values, for example, “age is 30-35”.

Demographic: Value is Less than/Greater than a Constant [Optional]

Defines a demographic-based condition to find people whose demographic value is either greater than or less than a specific value, for example “Products Purchased is greater than 2”.

Demographic: Inverse [Optional]

Inverses the previous demographic-based condition. For example, to create a condition of “date is not 03/31/11”, use the following syntax:

```
<DATA type='demographic' id='31635'>03/31/11</DATA>
<DATA type='extra' id='inverse'>D-31635</DATA>
```

GROUP [Optional]

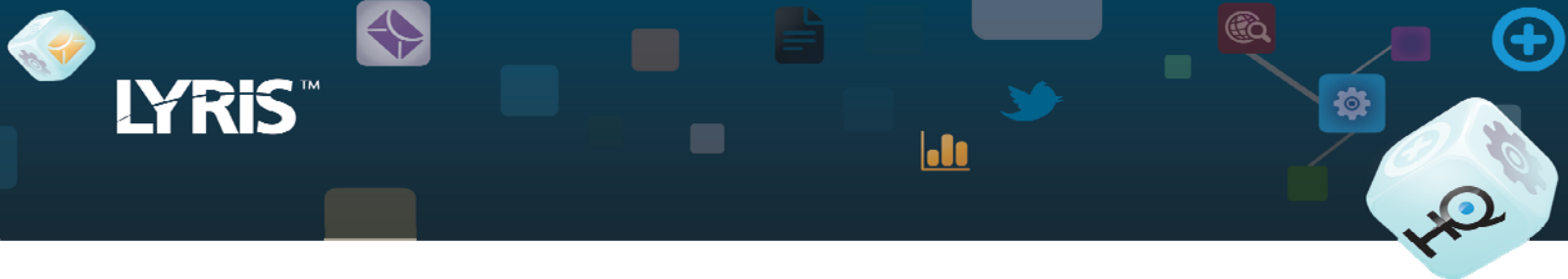
Indicates the end of a group of conditions.

For more information, see [Grouping conditions](#).

LOGIC [Optional]

Specifies AND or OR logic. If not specified, AND is used.

Parameter	Required/Optional	Type	ID	Logic (Optional)	Group (Optional)	Value
Name	Required	name	N/A			Segment name
Activity: Sent	Optional	activity	messageID	OR AND (default)	1	sent
Activity: Opened	Optional	activity	messageID	OR AND (default)	1	opened
Activity: Opened & Clicked	Optional	activity	messageID	OR AND (default)	1	openedclicked



Parameter	Required/ Optional	Type	ID	Logic (Optional)	Group (Optional)	Value
Activity: Inverse	Optional	extra	inverse	OR AND (default)	1	A-message ID
Demographic: Value is a Constant	Optional	demographic	demographic id	OR AND (default)	1	Demographic value
Demographic: Value in a Range	Optional	demographic	demographic ID	OR AND (default)	1	Demographic value
		demographic	demographic ID			Demographic value
		extra	between			D-demographic id
Demographic: Value is Less than Constant	Optional	demographic	demographic ID	OR AND (default)	1	Demographic value
		extra	lessthan			D-demographic ID
Demographic: Greater than a Constant	Optional	demographic	demographic ID	OR AND (default)	1	Demographic value
		extra	greaterthan			D-demographic ID
Demographic: Inverse	Optional	extra	inverse	OR AND (default)	1	D-demographic ID

Format

```
<DATA type="choose a type below" id="enter respective id value  
here">value</DATA>
```



Example: And

The following example creates a segment with the following conditions:

State is California OR Nevada OR Oregon AND City is not Oakland AND did not receive message 1425.

type: filter
activity: add

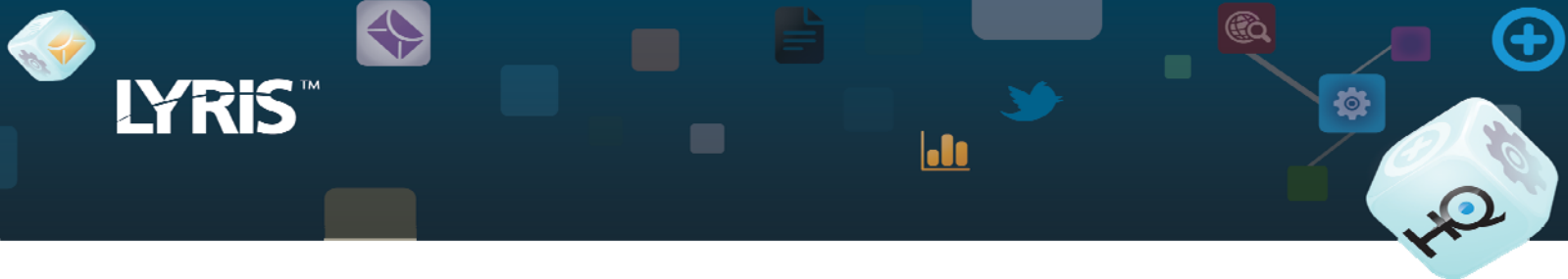
```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="name">West Coast Clients</DATA>
<DATA type="demographic" id="6">CA</DATA>
<DATA type="demographic" id="6" LOGIC="OR">NV</DATA>
<DATA type="demographic" id="6" LOGIC="OR">OR</DATA>
<DATA type="demographic" id="5">Oakland</DATA>
<DATA type="extra" id="inverse">d-5</DATA>
<DATA type="activity" id="1425">sent</DATA>
<DATA type="extra" id="inverse">a-1425</DATA>
</DATASET>
```

Example: Between and Inverse

The following example creates a segment with the following conditions:

Birthday is between 01/01/80 and 12/31/80 AND Date is NOT between 03/01/08 and 03/31/08.

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>1</MLID>
<DATA type='name'>Between and Inverse</DATA>
<DATA type='demographic' id='31552'>01/01/80</DATA>
<DATA type='demographic' id='31552'>12/31/80</DATA>
<DATA type='extra' id='between'>D-31552</DATA>
<DATA type='demographic' id='31635' GROUP='1'
  LOGIC='AND'>03/01/08</DATA>
<DATA type='demographic' id='31635'>03/31/08</DATA>
<DATA type='extra' id='between'>D-31635</DATA>
<DATA type='extra' id='inverse'>D-31635</DATA>
</DATASET>
```



Example: Group

The following example creates a segment with two groups:

First name is Jane AND Last Name is Doe

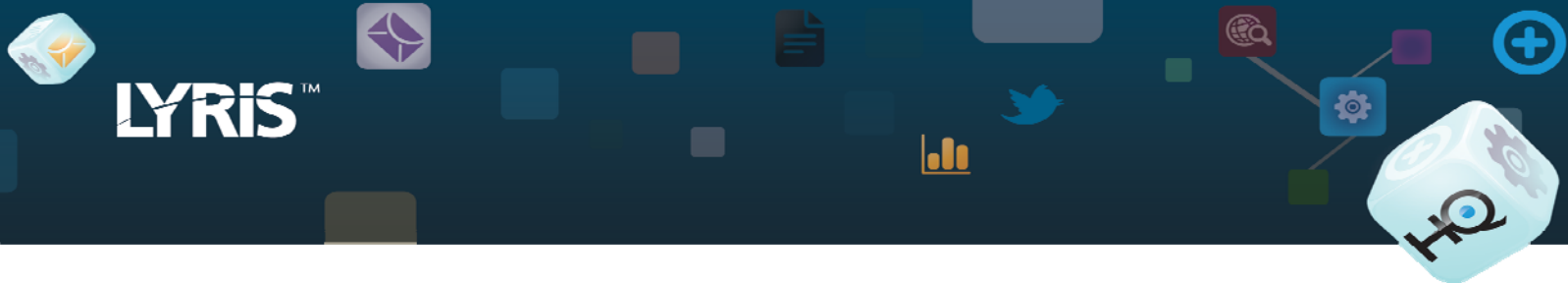
Zip/Postal Code is 95133 AND City is San Francisco

Contacts will be included in the segments if they meet both conditions in the first group OR both conditions in the second group.

The complete statement is:

(First name is Jane AND Last Name is Doe) OR (Zip/Postal Code is 95133 AND City is San Francisco)

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>1</MLID>
<DATA type="name">West Coast Clients 1</DATA>
<DATA TYPE = "demographic" id = "1" >Jane</DATA>
<DATA TYPE = "demographic" id = "2" LOGIC = "AND">Doe</DATA>
<DATA TYPE = "demographic" id = "7" GROUP = "1" LOGIC =
  "OR">95113</DATA>
<DATA TYPE = "demographic" id = "5" LOGIC = "AND" >San
  Francisco</DATA>
</DATASET>
```



6.2 ACTIVITY: DELETE

Use this activity to delete a segment.

Functional Description

ID [Required]

The ID of the segment to delete.

For information about finding the segment ID, see [Segment ID](#).

Parameter	Required/ Optional	Type	ID	Value
ID	Required	ID	N/A	Segment ID

Example

```
type: filter
activity: delete
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="id">14325</DATA>
</DATASET>
```

6.3 ACTIVITY: GENERATE

Use this activity to generate a segment.

After you generate the segment, you can view the results by using the [Query-data](#) activity. If you do not generate the segment before using Query-data, the API will return a “success” message, but with no results.

Functional Description

ID [Required]

The ID of the segment to generate.

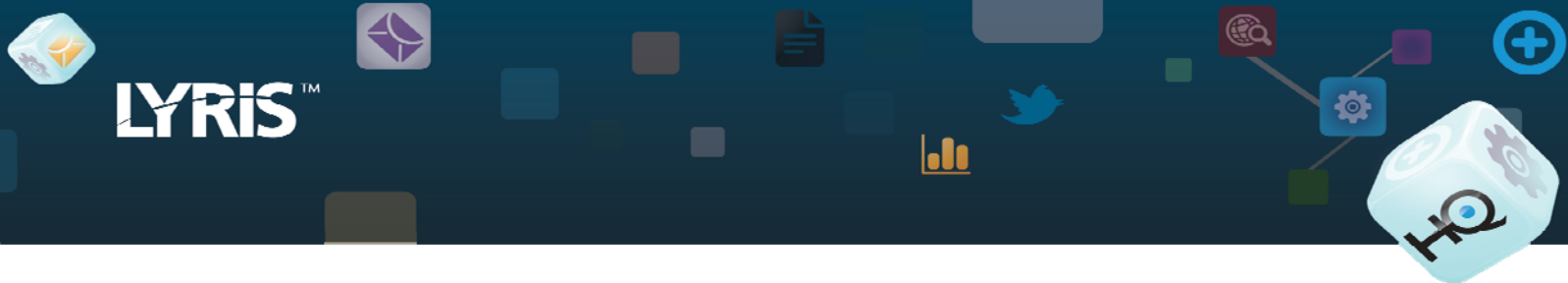
For information about finding the segment ID, see [Segment ID](#).

Email [Required]

The email address to receive notice after the segment is generated.

Name [Optional]

Identifies the segment by name instead of ID number.



Parameter	Required/ Optional	Type	ID	Value
ID	Required	ID	N/A	Segment ID
Email	Required	Extra	Email	Email address
Name	Optional	Name	N/A	Segment name

Example

```
type: filter
activity: generate
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>123</MLID>
<DATA type="extra" id="email">notifyme@here.com</DATA>
<DATA type="id">55555</DATA>
</DATASET>
```

6.4 ACTIVITY: QUERY-DATA

Use this activity to query results of a segment.

Before calling Query-data, you must generate the segment using the [Generate](#) activity. If you do not generate the segment before using Query-data, the API will return a "success" message, but with no results. If you keep getting that result after generating the segment, check the logic to determine whether it will return any member records.

Functional Description

ID [Required]

The ID of the segment to query.

For information about finding the segment ID, see [Segment ID](#).

Parameter	Required/ Optional	Type	ID	Value
ID	Required	ID	ID	Segment ID



Example

```
type: filter
activity: query-data
```

Input:

```
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>456</MLID>
<DATA type="id">57</DATA>
</DATASET>
```

Response:

```
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="email">john@domain88.com</DATA>
<DATA type="extra" id="trashed">n</DATA>
<DATA type="extra" id="uid">93a40b5c47</DATA>
<DATA type="demographic" id="1">john</DATA>
<DATA type="demographic" id="2">doe</DATA>
</RECORD>
<DATA type="email">mike@domain123.com</DATA>
<DATA type="extra" id="trashed">n</DATA>
<DATA type="extra" id="uid">735655c046</DATA>
<DATA type="demographic" id="1">michael</DATA>
<DATA type="demographic" id="2">black</DATA>
</RECORD>
</DATASET>
```



6.5 ACTIVITY: UPDATE

Use this activity to update a segment.

NOTE: For examples of using between and inverse, AND/OR logic, and grouping conditions, see [6.1 Activity: Add](#).

Functional Description

Name [Required]

Name of the segment to update.

Activity: Sent [Optional]

Defines an activity restriction based on whether persons were sent a specific message.

Activity: Opened [Optional]

Defines an activity restriction based on whether recipients opened a message.

You can also specify a threshold of how many times they opened a specific message.

Activity: Opened & Clicked [Optional]

Defines an activity restriction based on whether recipients opened and clicked on a specific link in a message.

Activity: Clicked [Optional]

Used primarily for Text-only recipients.

Defines an activity restriction based on whether recipients clicked on a specific link.

Activity: Inverse [Optional]

Inverses the condition of the previous activity restriction. For example, to create a restriction of people who were not sent message 654, use the following syntax:

```
<DATA type="activity" id="654">sent</DATA>
<DATA type="extra" id="inverse">a-654</DATA>
```

Demographic: Value is a Constant [Optional]

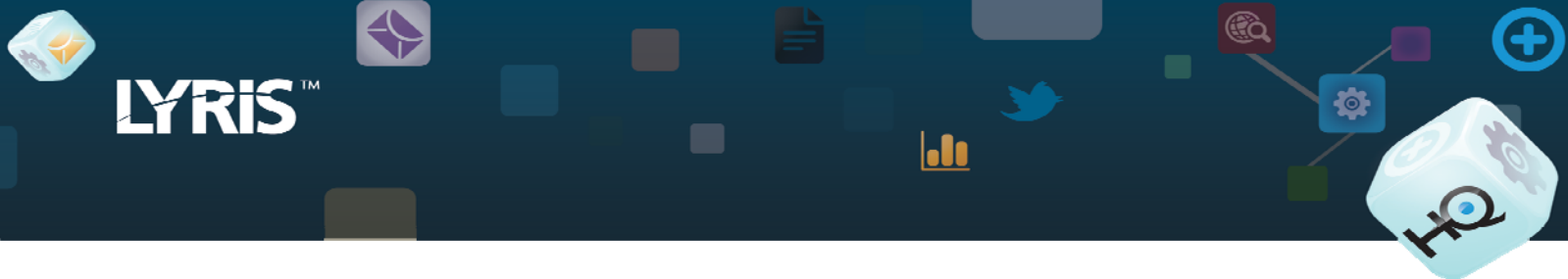
Defines a demographic-based restriction to find people who match a specific value.

Demographic: Value in a Range [Optional]

Defines a demographic-based restriction to find people who match a certain range of values. For example, "age is 30-35".

Demographic: Value is Less than/Greater than a Constant [Optional]

Defines a demographic-based restriction to find people whose demographic value is either greater than or less than a specific value, for example, "Products Purchased is greater than 2".



Demographic: Inverse [Optional]

Inverses the condition of the previous demographic restriction. For example, to create a restriction of “date is not 03/31/11”, use the following syntax:

```
<DATA type='demographic' id='31635'>03/31/11</DATA>
<DATA type='extra' id='inverse'>D-31635</DATA>
```

GROUP [Optional]

Indicates the end of a group of conditions.

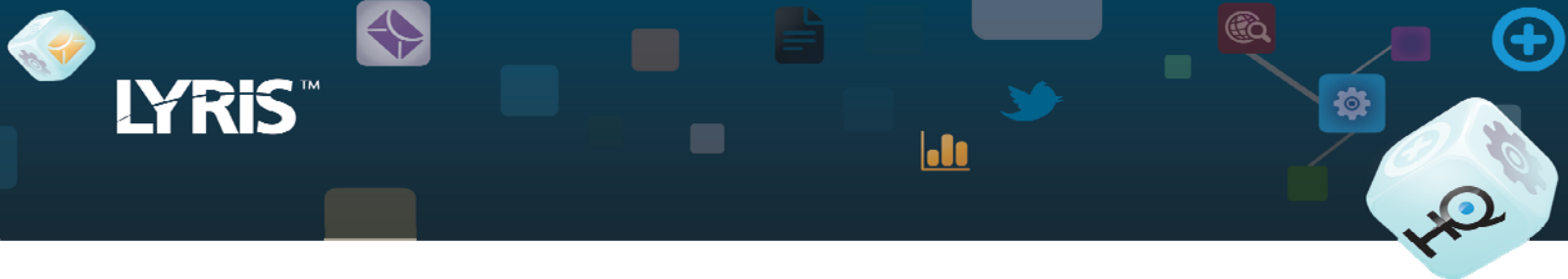
For more information about grouping conditions, see [6.1 Activity: Add](#).

LOGIC [Optional]

Specifies AND or OR logic. If not specified, AND is used.

For more information about specifying logic, see [6.1 Activity: Add](#).

Parameter	Required/ Optional	Type	ID	Logic	Group (Optional)	Value
Name	Required	name	N/A			Segment name
Activity: Sent	Optional	activity	message id	OR AND (default)	1	sent
Activity: Opened	Optional	activity	message id	OR AND (default)	1	opened
Activity: Opened & Clicked	Optional	activity	message id	OR AND (default)	1	openedclicked
Activity: Clicked	Optional	activity	message ID	OR AND (default)	1	clicked
Activity: Inverse	Optional	extra	inverse	OR AND (default)	1	A-message ID
Demographic: Value is a Constant	Optional	demographic	demographic ID		1	Demographic value
Demographic: Value in a Range	Optional	demographic	demographic ID	OR AND (default)	1	demographic value
		demographic	demographic ID			demographic value
		extra	between			D-demographic ID



Parameter	Required/ Optional	Type	ID	Logic	Group (Optional)	Value
Demographic: Value is Less than a Constant	Optional	demographic extra	demographic ID lessthan	OR AND (default)	1	demographic value D-demographic ID
Demographic: Greater than a Constant	Optional	demographic extra	greaterthan	OR AND (default)	1	D-demographic ID

Format

<DATA **type**="choose a type below" **id**="enter respective id value here">**value**</DATA>

Example

NOTE: For examples of using between and inverse and grouping conditions, see the examples in [6.1 Activity: Add](#).

The following example creates a segment with the following conditions:

State is California OR Nevada OR Oregon AND City is not Oakland.

Type: filter

Activity: update

Input:

<DATASET>

<SITE_ID>123</SITE_ID>

<MLID>345</MLID>

<DATA type="name">West Coast Clients</DATA>

<DATA type="demographic" id="6">CA</DATA>

<DATA type="demographic" id="6" LOGIC="OR">NV</DATA>

<DATA type="demographic" id="6" LOGIC="OR">OR</DATA>

<DATA type="demographic" id="5">Oakland</DATA>

<DATA type="extra" id="inverse">d-5</DATA>

</DATASET>



7.0 PARTNER MANAGEMENT

Provides all activities associated with partner level management.

API Type value: partner

Required parameter: <Partner_ID> Partner ID </ Partner_ID >

Valid Activities

Query-siteid

Queries user name and password for the site ID.

7.1 ACTIVITY: QUERY-SITEID

Use this activity to find out the site to which the user belongs.

Functional Description

Email [Required]

Email address to query. This is the email address that was used to create the sub-account.

Password [Required]

The password used to create the sub-account.

Parameter	Required/ Optional	Type	ID	Value
Email	Required	extra	email	Email address
Password	Required	extra	password	Password

Format

```
<DATA type="choose a type below" id="enter respective id value here">value</DATA>
```



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Example

```
type: partner  
activity: query-siteid
```

Input:

```
<DATASET>  
<PARTNER_ID>3425</PARTNER_ID>  
<DATA type="username">user@EmailLabs.com</DATA>  
<DATA type="password">7402d3e042ca6854cb3f8066f25c6507</DATA>  
</DATASET>
```

Response:

```
<DATASET>  
<TYPE>Success</TYPE>  
<DATA>15</DATA>  
</DATASET>
```



8.0 TRIGGER MANAGEMENT

Provides all activities associated with triggers.

API Type value: triggers

Required parameter: <SITE_ID> Site ID </SITE_ID>

Before you begin

Before you begin, you need to know the Trigger ID of the trigger you want to work with. For information about finding the trigger ID, see [Trigger ID](#).

Valid Activities

Query-Data

Returns the number of total or unique activities on a trigger.

Query-Data-Summary

Returns the number of unique activities, for example unique opens and unique clicks, for the trigger. This is the same data as returned by the Query-Data activity with *summary* level of detail.

Query-Data-Detailed

Returns the number of total activities, for example total opens and total clicks, for the trigger. This is the same data as returned by the Query-Data activity with *detailed* level of detail.

Fire-Trigger

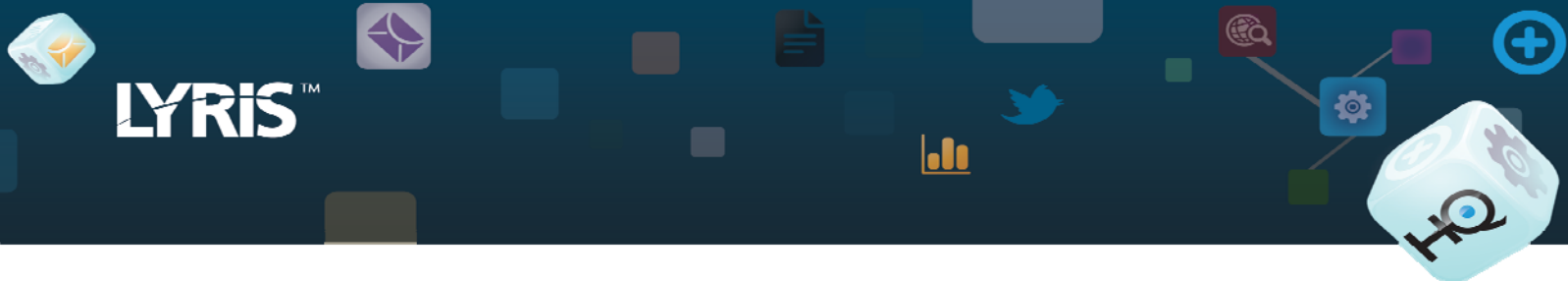
Fires a trigger.

NOTE: You can use this activity to fire any trigger created using the Create-API-Trigger action. In addition, you can use this activity to fire triggers created in EmailLabs whose action is “API fire-trigger method is invoked”.

Create-API-Trigger

Creates a trigger that can be fired using the Fire-Trigger activity.

NOTE: You cannot use EmailLabs to fire triggers created with this activity.



8.1 ACTIVITY: QUERY-DATA

Returns the number of unique or total activities on a trigger.

Retrieving data for specific dates

You can retrieve data as shown in the following table.

To Retrieve Data for...	Specify These Parameters...
Triggers sent within a date range	Start_date End_date
Activities on the trigger within a date range	Start_date2 End_date2
All data	Do not specify any date parameters

For example, to see unique counts for the trigger sent between 3/4/2010 and 1/2/2011 and the activities that happened on that trigger between 5/4/2010 and 12/31/2010, use the following code:

```
<DATA type="extra" id="details">summary</DATA>
<DATA type="extra" id="start_date">2010-03-04</DATA>
<DATA type="extra" id="end_date">2011-01-02</DATA>
<DATA type="extra" id="start_date2">2010-05-04</DATA>
<DATA type="extra" id="end_date2">2010-12-31</DATA>
```

Sorting results for radio button, select list, and checkbox attributes

You can specify the **d_id1** and **d_id2** parameters to sort the result by up to two attributes. For example:

```
<DATA type="extra" id="trigger_id">1232</DATA>
<DATA type="extra" id="d_id1">44</DATA>
<DATA type="extra" id="d_id2">55</DATA>
```

Returns the following result:

```
<DATA type="demographic_value_1">Mr</DATA>
<DATA type="demographic_value_2">Male</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>

<DATA type="demographic_value_1">Mrs</DATA>
<DATA type="demographic_value_2">Female</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>
```



Functional Description

MLID [Optional]

The ID of the mailing list to query .

For information about finding the MLID, see [MLID](#).

details [Required]

Specifies the level of detail to return, summary or detailed.

Detailed returns the number of total activities, for example total opens and total clicks. *Summary* returns the number of unique activities.

NOTE: **Summary** returns the same data as the Query-Data-Summary activity. **Detailed** returns the same data as the Query-Data-Detailed activity.

Trigger_id [Required]

The ID of the trigger to query.

For information about finding the trigger ID, see [Trigger ID](#).

D_id1 [Optional]

Applies only to the radio button, select list, and checkbox attributes.

Specifies the attribute by which to sort results.

For information about finding the attribute ID, see [Attribute ID](#).

D_id2 [Optional]

Applies only to the radio button, select list, and checkbox attributes.

Specifies the second attribute by which to sort results.

Must be used in conjunction with D_id1. If D_id1 is not specified, D_Id2 is ignored.

For information about finding the attribute ID, see [Attribute ID](#).

Start_date [Optional]

Limits the results to this start date for when the trigger was sent.

End_date [Optional]

Limits the results to this end date for when the trigger was sent.

Start_date2 [Optional]

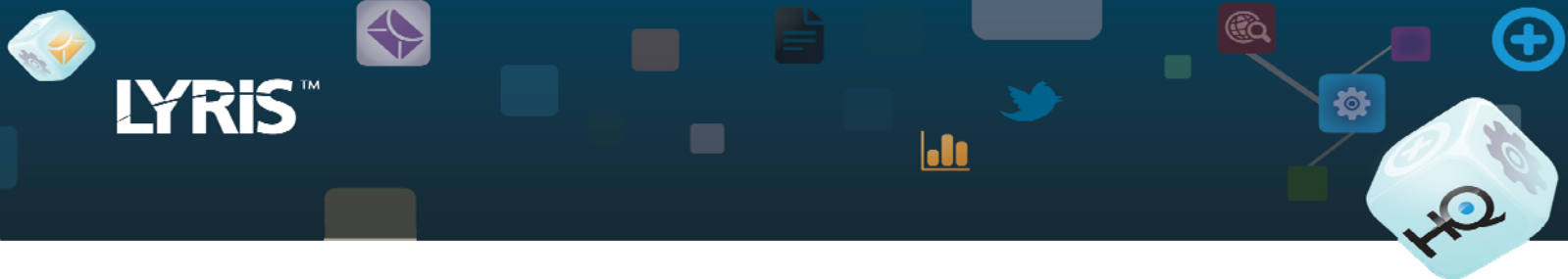
Limits the results to this start date for any activities on the trigger.

End_date2 [Optional]

Limits the results to this end date for any activities on the trigger.

Spam_details [Optional]

Shows the breakdown of spam complaints up to the last 30 days, by ISP.



Parameter	Required/ Optional	Type	ID	Value
MLID	Optional	N/A	N/A	MLID
Details	Required	Extra	details	summary detailed
Trigger_ID	Required	Extra	Trigger_ID	Trigger ID
D_id1	Optional	Extra	D_id1	Attribute ID
D_id2	Optional	Extra	D_id2	Attribute ID
Start_date	Optional	Extra	Start_date	Date in the yyyy-mm-dd format
End_date	Optional	Extra	End_date	Date in the yyyy-mm-dd format
Start_date2	Optional	Extra	Start_date2	Date in the yyyy-mm-dd format
End_date2	Optional	Extra	End_date2	Date in the yyyy-mm-dd format
Spam_Details	Optional	Extra	Spam_details	on off

Example: Summary, no demographics

```
type=triggers
activity = query-data
```

Input:

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>123148</MLID>
<DATA type="extra" id="details">summary</DATA>
<DATA type="extra" id="trigger_id">1232</DATA>
<DATA type="extra" id="start_date">2010-03-04</DATA>
<DATA type="extra" id="end_date">2011-01-02</DATA>
<DATA type="extra" id="start_date2">2010-03-04</DATA>
<DATA type="extra" id="end_date2">2011-01-02</DATA>
<DATA type="extra" id="password">test12345678</DATA>
<DATA type="extra" id="spam_details">on</DATA>
</DATASET>
```

Output:

```
<?xml version="1.0" encoding="iso-8859-1"?>
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="trigger_id">1232</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="total_opened">7</DATA>
```




```
<DATA type="unique_opened">5</DATA>
<DATA type="unique_click">1</DATA>
<DATA type="unique_unsubscribed">0</DATA>
<DATA type="unique_bounced">0</DATA>
<DATA type="spam_complaints">1</DATA>
<DATA type="stats-spam-isp">
<DATA type="isp" id="www.google.com">11</DATA>
<DATA type="isp" id="www.hotmail.com">5</DATA>
<DATA type="isp" id="www.yahoo.com">2</DATA>
</DATA>
<DATA type="total_sent">27</DATA>
</RECORD>
</DATASET>
```

Example: Summary, two demographics

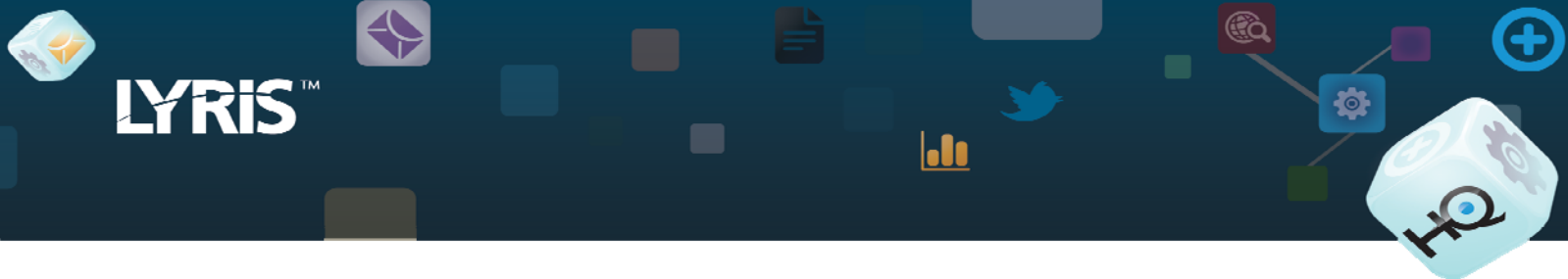
```
type=triggers
activity = query-data
```

```
Input=
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>123148</MLID>
<DATA type="extra" id="details">summary</DATA>
<DATA type="extra" id="trigger_id">1232</DATA>
<DATA type="extra" id="d_id1">44</DATA>
<DATA type="extra" id="d_id2">55</DATA>
<DATA type="extra" id="start_date">2010-03-04</DATA>
<DATA type="extra" id="end_date">2011-01-02</DATA>
<DATA type="extra" id="start_date2">2010-03-04</DATA>
<DATA type="extra" id="end_date2">2011-01-02</DATA>
<DATA type="extra" id="password">test12345678</DATA>
<DATA type="extra" id="spam_details">on</DATA>
</DATASET>
```

```
Output:
<?xml version="1.0" encoding="iso-8859-1"?>
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="trigger_id">1232</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="demographic_value_1">Mr</DATA>
<DATA type="demographic_value_2">Male</DATA>
<DATA type="total_opened">7</DATA>
```



```
<DATA type="unique_opened">5</DATA>
<DATA type="unique_click">1</DATA>
<DATA type="unique_unsubscribed">0</DATA>
<DATA type="unique_bounced">0</DATA>
<DATA type="spam_complaints">1</DATA>
<DATA type="stats-spam-isp">
<DATA type="isp" id="www.google.com">11</DATA>
  <DATA type="isp" id="www.hotmail.com">5</DATA>
  <DATA type="isp" id="www.yahoo.com">2</DATA>
</DATA>
<DATA type="total_sent">27</DATA>
</RECORD>
<RECORD>
<DATA type="trigger_id">1232</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="demographic_value_1">Mrs</DATA>
<DATA type="demographic_value_2">Female</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>
<DATA type="unique_click">3</DATA>
<DATA type="unique_unsubscribed">0</DATA>
<DATA type="unique_bounced">0</DATA>
<DATA type="spam_complaints">1</DATA>
<DATA type="stats-spam-isp">
<DATA type="isp" id="www.google.com">11</DATA>
<DATA type="isp" id="www.hotmail.com">5</DATA>
<DATA type="isp" id="www.yahoo.com">2</DATA>
</DATA>
<DATA type="total_sent">44</DATA>
</RECORD>
</DATASET>
```

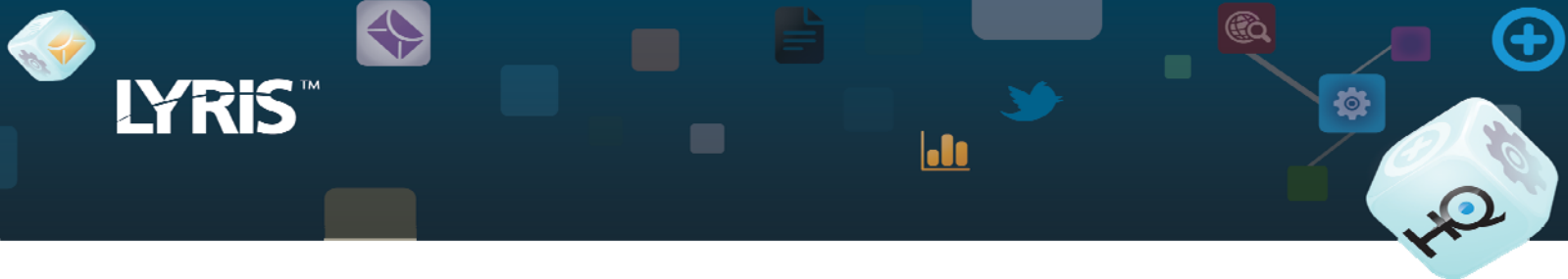


Example: Detailed, no demographics

```
type=triggers  
activity = query-data
```

```
Input=  
<DATASET>  
<SITE_ID>1</SITE_ID>  
<MLID>1234</MLID>  
<DATA type="extra" id="trigger_id">1232</DATA>  
<DATA type="extra" id="start_date">2011-11-30</DATA>  
<DATA type="extra" id="end_date">2012-01-28</DATA>  
<DATA type="extra" id="start_date2">2011-12-01</DATA>  
<DATA type="extra" id="end_date2">2012-01-10</DATA>  
<DATA type="extra" id="password">test12345678</DATA>  
<DATA type="extra" id="details">detailed</DATA>  
</DATASET>
```

```
Output:  
<?xml version="1.0" encoding="iso-8859-1"?>  
<DATASET>  
<TYPE>success</TYPE>  
<RECORD>  
<DATA type="trigger_id">1232</DATA>  
<DATA type="message_subject">test trig 3</DATA>  
<DATA type="email_address">user@test.com</DATA>  
<DATA type="total_sent">1</DATA>  
<DATA type="total_opened">2</DATA>  
<DATA type="total_clicked">1</DATA>  
<DATA type="unsubscribed">0</DATA>  
<DATA type="bounced">0</DATA>  
</RECORD>  
<RECORD>  
  
</RECORD>  
</DATASET>
```



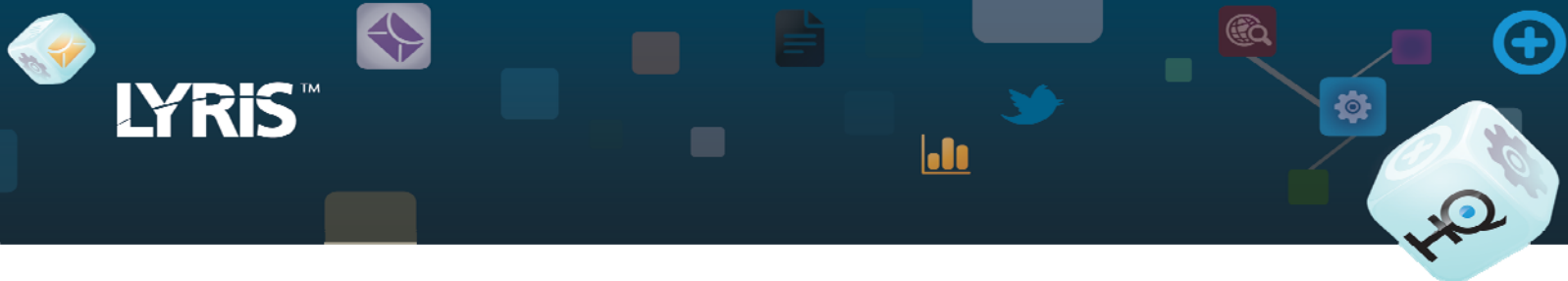
Example: Detailed, two demographics

```
type=triggers  
activity = query-data
```

```
Input=  
<DATASET>  
<SITE_ID>1</SITE_ID>  
<MLID>1234</MLID>  
<DATA type="extra" id="trigger_id">1232</DATA>  
<DATA type="extra" id="d_id1">1</DATA>  
<DATA type="extra" id="d_id2">4</DATA>  
<DATA type="extra" id="start_date">2010-11-30</DATA>  
<DATA type="extra" id="end_date">2011-01-28</DATA>  
<DATA type="extra" id="start_date2">2010-12-01</DATA>  
<DATA type="extra" id="end_date2">2011-01-10</DATA>  
<DATA type="extra" id="password">test12345678</DATA>  
<DATA type="extra" id="details">detailed</DATA>  
</DATASET>
```

```
Output:  
<?xml version="1.0" encoding="iso-8859-1"?>  
<DATASET>  
<TYPE>success</TYPE>  
<RECORD>  
<DATA type="trigger_id">1232</DATA>  
<DATA type="message_subject">test trig 3</DATA>  
<DATA type="demographic_value_1">1234</DATA>  
<DATA type="demographic_value_2">5678</DATA>  
<DATA type="email_address">user@test.com</DATA>  
<DATA type="total_sent">1</DATA>  
<DATA type="total_opened">2</DATA>  
<DATA type="total_clicked">1</DATA>  
<DATA type="unsubscribed">0</DATA>  
<DATA type="bounced">0</DATA>  
</RECORD>  
<RECORD>
```

```
</RECORD>  
</DATASET>
```



8.2 ACTIVITY: QUERY-DATA-SUMMARY

Returns the number of unique activities on a trigger.

NOTE: This activity returns the same data as the Query-Data activity with **details** set to summary.

Retrieving data for specific dates

You can retrieve data as shown in the following table.

To Retrieve Data for...	Specify These Parameters...
Triggers sent within a date range	Start_date End_date
Activities on the trigger within a date range	Start_date2 End_date2
All data	Do not specify any date parameters

For example, to see unique counts for recipients of the trigger sent between 3/4/2010 and 1/2/2011 and the activities on the trigger between 5/4/2010 and 12/31/2011, use the following code:

```
<DATA type="extra" id="start_date">2010-03-04</DATA>
<DATA type="extra" id="end_date">2011-01-02</DATA>
<DATA type="extra" id="start_date2">2010-05-04</DATA>
<DATA type="extra" id="end_date2">2010-12-31</DATA>
```

Sorting results for radio button, select list, and checkbox attributes

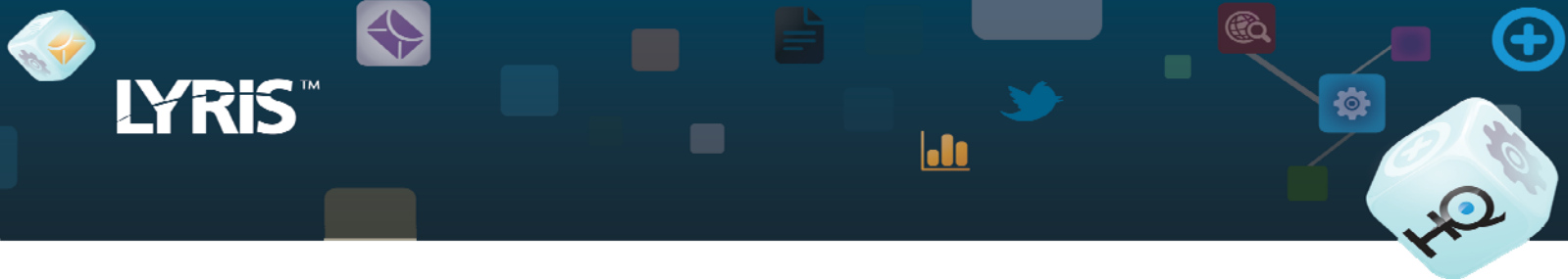
You can specify the **d_id1** and **d_id2** parameters to sort the result by up to two attributes. For example:

```
<DATA type="extra" id="trigger_id">1232</DATA>
<DATA type="extra" id="d_id1">44</DATA>
<DATA type="extra" id="d_id2">55</DATA>
```

Returns the following result:

```
<DATA type="demographic_value_1">Mr</DATA>
<DATA type="demographic_value_2">Male</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>

<DATA type="demographic_value_1">Mrs</DATA>
<DATA type="demographic_value_2">Female</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>
```



Functional Description

MLID [Optional]

The ID of the mailing list to query.

For information about finding the MLID, see [MLID](#).

Trigger_id [Required]

The ID of the trigger to query.

For information about finding the trigger ID, see [Trigger ID](#).

D_id1 [Optional]

Applies only to the radio button, select list, and checkbox attributes.

Specifies the attribute by which to sort results.

For information about finding the attribute ID, see [Attribute ID](#).

D_id2 [Optional]

Applies only to the radio button, select list, and checkbox attributes.

Specifies the second attribute by which to sort results.

Must be used in conjunction with D_id1. If D_id1 is not specified, D_Id2 is ignored.

For information about finding the attribute ID, see [Attribute ID](#).

Start_date [Optional]

Limits the results to this start date for when the trigger was sent.

End_date [Optional]

Limits the results to this end date for when the trigger was sent.

Start_date2 [Optional]

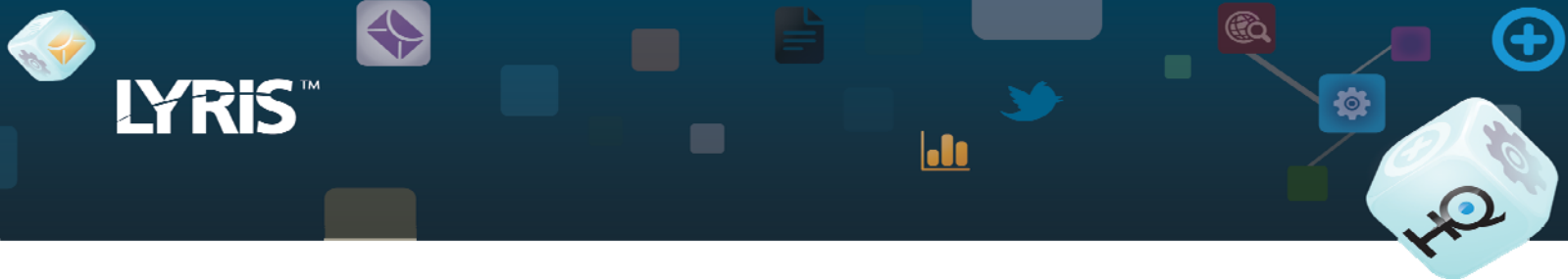
Limits the results to this start date for any activities on the trigger.

End_date2 [Optional]

Limits the results to this end date for any activities on the trigger.

Spam_details [Optional]

Shows the breakdown of spam complaints up to the last 30 days, by ISP.



Parameter	Required/ Optional	Type	ID	Value
Mailing list ID	Optional	N/A	N/A	MLID
Trigger_ID	Required	Extra	Trigger_ID	Trigger ID
D_id1	Optional	Extra	D_id1	Demographic ID
D_id2	Optional	Extra	D_id2	Demographic ID
Start_date	Optional	Extra	Start_date	Date in the yyyy-mm-dd format
End_date	Optional	Extra	End_date	Date in the yyyy-mm-dd format
Start_date2	Optional	Extra	Start_date2	Date in the yyyy-mm-dd format
End_date2	Optional	Extra	End_date2	Date in the yyyy-mm-dd format
Spam_Details	Optional	Extra	Spam_details	on off

Example: No demographics

```
type=triggers
activity = query-data-summary
```

```
Input=
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>123148</MLID>
<DATA type="extra" id="trigger_id">1232</DATA>
<DATA type="extra" id="start_date">2011-03-04</DATA>
<DATA type="extra" id="end_date">2012-01-02</DATA>
<DATA type="extra" id="start_date2">2011-03-04</DATA>
<DATA type="extra" id="end_date2">2012-01-02</DATA>
<DATA type="extra" id="password">test12345678</DATA>
<DATA type="extra" id="spam_details">on</DATA>
</DATASET>
```

```
Output:
<?xml version="1.0" encoding="iso-8859-1"?>
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="trigger_id">1232</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>
<DATA type="unique_click">1</DATA>
<DATA type="unique_unsubscribed">0</DATA>
```



```
<DATA type="unique_bounced">0</DATA>
<DATA type="spam_complaints">1</DATA>
<DATA type="stats-spam-isp">
<DATA type="isp" id="www.google.com">11</DATA>
<DATA type="isp" id="www.hotmail.com">5</DATA>
<DATA type="isp" id="www.yahoo.com">2</DATA>
</DATA>
<DATA type="total_sent">27</DATA>
</RECORD>
</DATASET>
```

Example: Two demographics

```
type=triggers
activity = query-data-summary
```

```
Input=
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>123148</MLID>
<DATA type="extra" id="trigger_id">1232</DATA>
<DATA type="extra" id="d_id1">44</DATA>
<DATA type="extra" id="d_id2">55</DATA>
<DATA type="extra" id="start_date">2011-03-04</DATA>
<DATA type="extra" id="end_date">2012-01-02</DATA>
<DATA type="extra" id="start_date2">2011-03-04</DATA>
<DATA type="extra" id="end_date2">2012-01-02</DATA>
<DATA type="extra" id="password">test12345678</DATA>
<DATA type="extra" id="spam_details">on</DATA>
</DATASET>
```

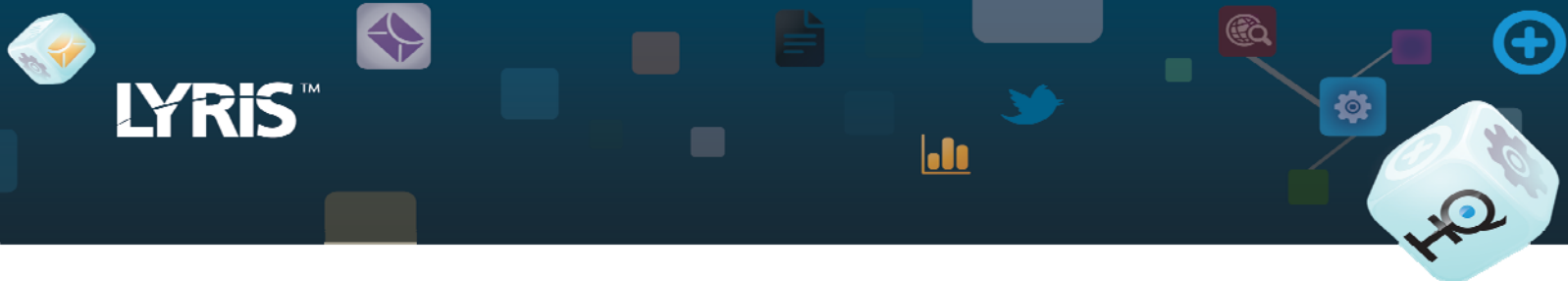
```
Output:
<?xml version="1.0" encoding="iso-8859-1"?>
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="trigger_id">1232</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="demographic_value_1">Mr</DATA>
<DATA type="demographic_value_2">Male</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>
<DATA type="unique_click">1</DATA>
<DATA type="unique_unsubscribed">0</DATA>
<DATA type="unique_bounced">0</DATA>
```




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```
<DATA type="spam_complaints">1</DATA>
<DATA type="stats-spam-isp">
<DATA type="isp" id="www.google.com">11</DATA>
<DATA type="isp" id="www.hotmail.com">5</DATA>
<DATA type="isp" id="www.yahoo.com">2</DATA>
</DATA>
<DATA type="total_sent">27</DATA>
</RECORD>
<RECORD>
<DATA type="trigger_id">1855</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="demographic_value_1">Mrs</DATA>
<DATA type="demographic_value_2">Female</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>
<DATA type="unique_click">3</DATA>
<DATA type="unique_unsubscribed">0</DATA>
<DATA type="unique_bounced">0</DATA>
<DATA type="spam_complaints">1</DATA>
<DATA type="stats-spam-isp">
<DATA type="isp" id="www.google.com">11</DATA>
<DATA type="isp" id="www.hotmail.com">5</DATA>
<DATA type="isp" id="www.yahoo.com">2</DATA>
</DATA>
<DATA type="total_sent">44</DATA>
</RECORD>
</DATASET>
```



8.3 ACTIVITY: QUERY-DATA-DETAILS

Returns the number of total activities on a trigger.

NOTE: This activity returns the same data as the Query-Data activity with **details** set to detailed.

Retrieving data for specific dates

You can retrieve data as shown in the following table.

To Retrieve Data for...	Specify These Parameters...
Triggers sent within a date range	Start_date End_date
Activities on the trigger within a date range	Start_date2 End_date2
All data	Do not specify any date parameters

For example, to see unique counts for recipients of the trigger sent between 3/4/2010 and 1/2/2011 and the activities on the trigger between 5/4/2010 and 12/31/2011, use the following code:

```
<DATA type="extra" id="start_date">2010-03-04</DATA>
<DATA type="extra" id="end_date">2011-01-02</DATA>
<DATA type="extra" id="start_date2">2010-05-04</DATA>
<DATA type="extra" id="end_date2">2010-12-31</DATA>
```

Sorting results for radio button, select list, and checkbox attributes

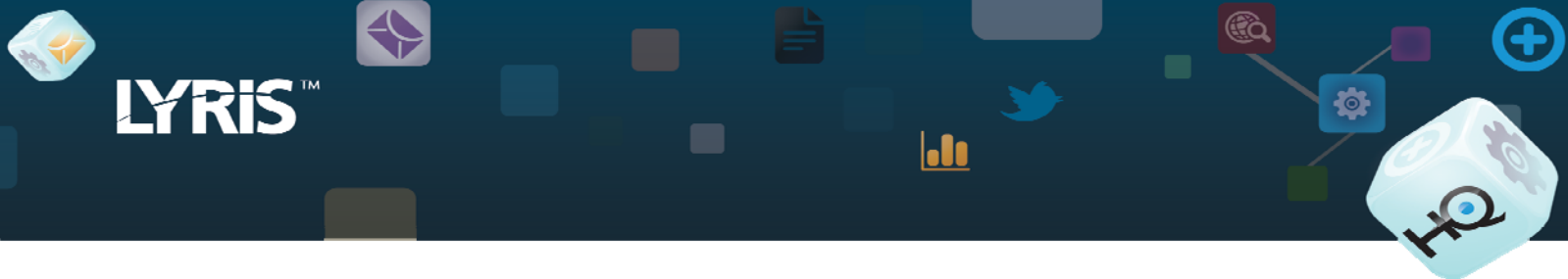
You can specify the **d_id1** and **d_id2** parameters to sort the result by up to two attributes. For example:

```
<DATA type="extra" id="trigger_id">1232</DATA>
<DATA type="extra" id="d_id1">44</DATA>
<DATA type="extra" id="d_id2">55</DATA>
```

Returns the following result:

```
<DATA type="demographic_value_1">Mr</DATA>
<DATA type="demographic_value_2">Male</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>

<DATA type="demographic_value_1">Mrs</DATA>
<DATA type="demographic_value_2">Female</DATA>
<DATA type="total_opened">7</DATA>
<DATA type="unique_opened">5</DATA>
```



Functional Description

Trigger_id [Required]

The ID of the trigger to query.

For information about finding the trigger ID, see [Trigger ID](#).

D_id1 [Optional]

Applies only to the radio button, select list, and checkbox attributes.

Specifies the attribute by which to sort results.

For information about finding the attribute ID, see [Attribute ID](#).

D_id2 [Optional]

Applies only to the radio button, select list, and checkbox attributes.

Specifies the second attribute by which to sort results.

Must be used in conjunction with D_id1. If D_id1 is not specified, D_id2 is ignored.

For information about finding the attribute ID, see [Attribute ID](#).

Start_date [Optional]

Limits the results to this start date for when the trigger was sent.

End_date [Optional]

Limits the results to this end date for when the trigger was sent.

Start_date2 [Optional]

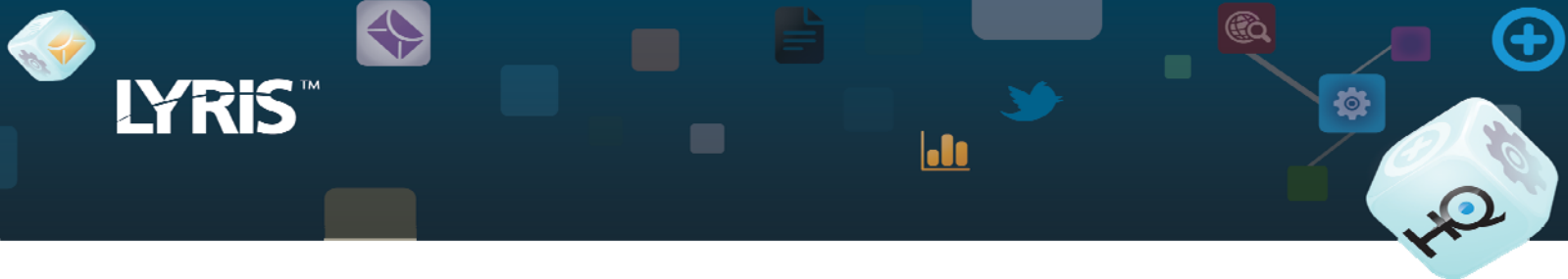
Limits the results to this start date for any activities on the trigger.

End_date2 [Optional]

Limits the results to this end date for any activities on the trigger.

Spam_details [Optional]

Shows the breakdown of spam complaints up to the last 30 days, by ISP.

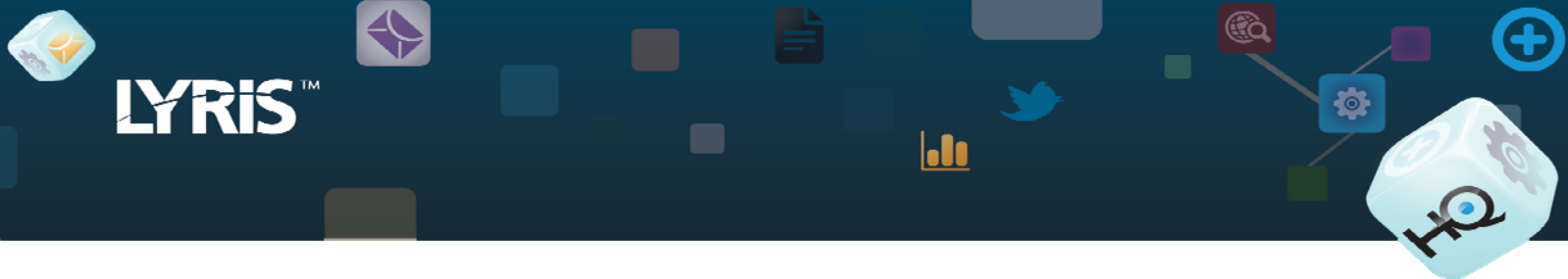


Parameter	Required/ Optional	Type	ID	Value
Mailing list ID	Optional	N/A	N/A	MLID
Trigger_ID	Required	Extra	Trigger_ID	Trigger ID
D_id1	Optional	Extra	D_id1	Demographic ID
D_id2	Optional	Extra	D_id2	Demographic ID
Start_date	Optional	Extra	Start_date	Date in the yyyy-mm-dd format
End_date	Optional	Extra	End_date	Date in the yyyy-mm-dd format
Start_date2	Optional	Extra	Start_date2	Date in the yyyy-mm-dd format
End_date2	Optional	Extra	End_date2	Date in the yyyy-mm-dd format

Example: No demographics

```
type=triggers  
activity = query-data-details
```

```
Input=  
<DATASET>  
<SITE_ID>1</SITE_ID>  
<MLID>1234</MLID>  
<DATA type="extra" id="trigger_id">1855</DATA>  
<DATA type="extra" id="start_date">2011-11-30</DATA>  
<DATA type="extra" id="end_date">2012-01-28</DATA>  
<DATA type="extra" id="start_date2">2011-12-01</DATA>  
<DATA type="extra" id="end_date2">2012-01-10</DATA>  
<DATA type="extra" id="password">test12345678</DATA>  
</DATASET>
```



Output:

```
<?xml version="1.0" encoding="iso-8859-1"?>
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="trigger_id">1855</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="email_address">user@test.com</DATA>
<DATA type="total_sent">1</DATA>
<DATA type="total_opened">2</DATA>
<DATA type="total_clicked">1</DATA>
<DATA type="unsubscribed">0</DATA>
<DATA type="bounced">0</DATA>
</RECORD>
<RECORD>
</RECORD>
</DATASET>
```

Example: Two demographics

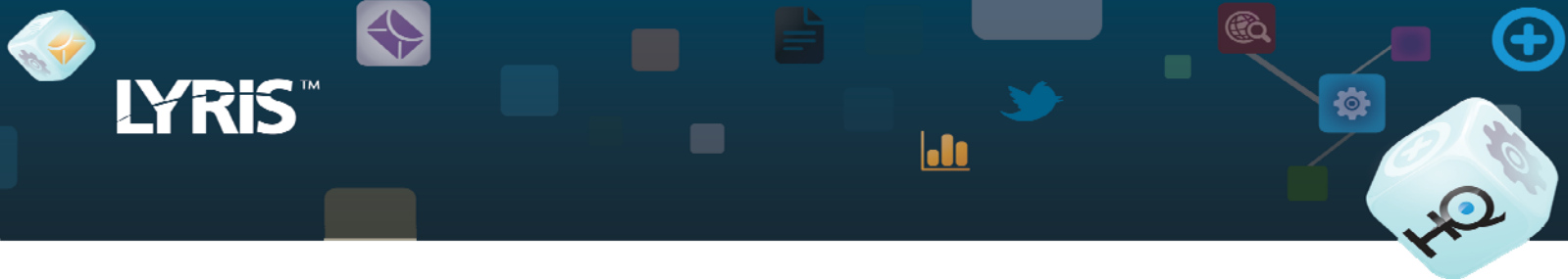
```
type=triggers
activity = query-data-details
```

Input:

```
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>1234</MLID>
<DATA type="extra" id="trigger_id">1855</DATA>
<DATA type="extra" id="d_id1">1</DATA>
<DATA type="extra" id="d_id2">4</DATA>
<DATA type="extra" id="start_date">2011-11-30</DATA>
<DATA type="extra" id="end_date">2012-01-28</DATA>
<DATA type="extra" id="start_date2">2011-12-01</DATA>
<DATA type="extra" id="end_date2">2012-01-10</DATA>
<DATA type="extra" id="password">test12345678</DATA>
</DATASET>
```

Output:

```
<?xml version="1.0" encoding="iso-8859-1"?>
<DATASET>
<TYPE>success</TYPE>
<RECORD>
<DATA type="trigger_id">1855</DATA>
<DATA type="message_subject">test trig 3</DATA>
<DATA type="demographic_value_1">1234</DATA>
```



```
<DATA type="demographic_value_2">5678</DATA>
<DATA type="email_address">user@test.com</DATA>
<DATA type="total_sent">1</DATA>
<DATA type="total_opened">2</DATA>
<DATA type="total_clicked">1</DATA>
<DATA type="unsubscribed">0</DATA>
<DATA type="bounced">0</DATA>
</RECORD>
<RECORD>

</RECORD>
</DATASET>
```

8.4 ACTIVITY: FIRE-TRIGGER

Fires a trigger.

You can fire any trigger created using the [Create-API-Trigger](#) action. In addition, you can use this activity to fire triggers created in EmailLabs whose action is “API fire-trigger method is invoked”. For information about creating triggers in EmailLabs, see EmailLabs Online Help.

Functional Description

MLID [Required]

The ID of the mailing list.

For information about finding the MLID, see [MLID](#)

Trigger_id [Required]

The ID of the trigger to fire.

Recipients [Required]

Comma-delimited list of email address to receive the trigger.

The recipients will be added to the mailing list specified by **MLID**. If the **add** parameter is set to *yes*, recipients are added with the *Active* status. If the **add** parameter is set to *no* or is not included, the recipients are added with the *Trashed by Administrator* status.

Recipients_data [Optional]

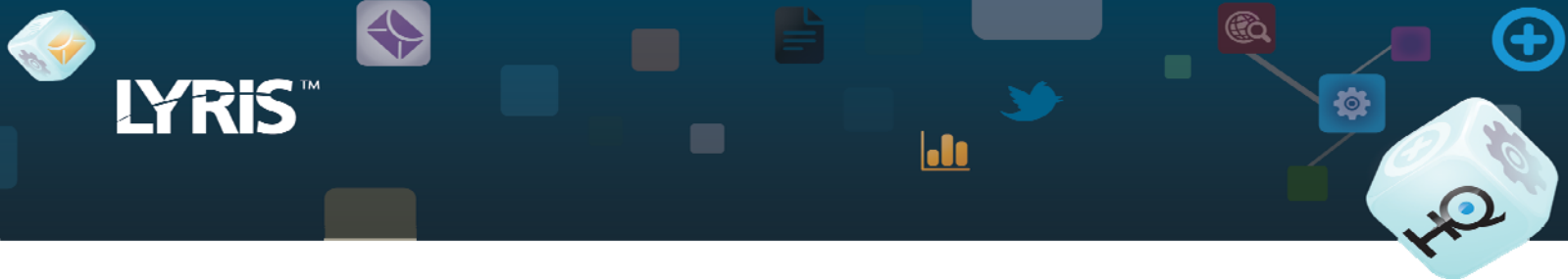
The name and URL of the CSV file with data to use for merge tags.

Subject [Optional]

Subject of the message, if not using the default specified in the trigger.

From_email [Optional]

The email address to which replies to messages will be sent, if not using the default specified in the trigger.

**From_name [Optional]**

The name to display in the From field of recipients' inboxes, if not using the default specified in the trigger.

Clickthru [Optional]

Enables open and click tracking for the message.

Message [Optional]

The HTML content or name and URL of the file that contains the HTML content, if not using the default specified in the trigger.

NOTE: The names of merge tags in the message must match those in the file specified by the **recipients_data** parameter.

All special characters must be represented by the corresponding HTML entities, for example *&* represents an ampersand (&). For more information, see <http://php.he.net/manual/en/function.htmlspecialchars.php>, or equivalent in other languages.

Message_text [Optional]

The TEXT content or name and URL of the file that contains the TEXT content, if not using the default specified in the trigger.

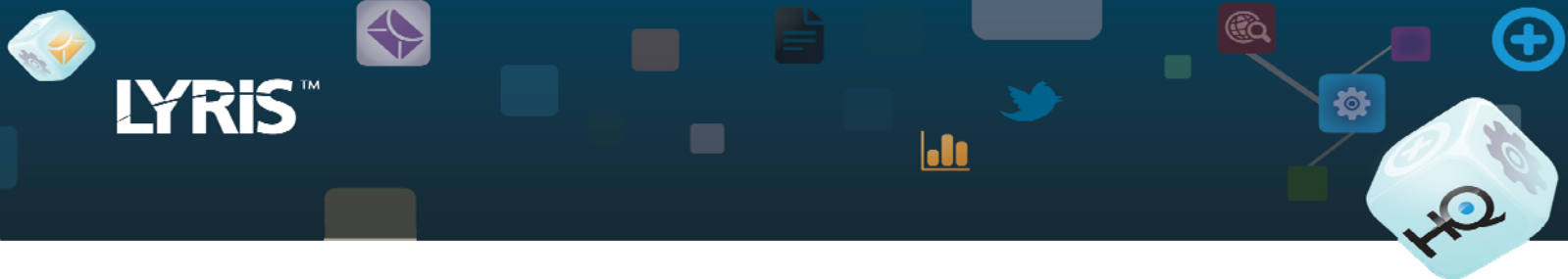
NOTE: The names of merge tags in the message must match those in the file specified by the **recipients_data** parameter.

Add [Optional]

Specifies whether new email addresses specified in **recipients** are added to the mailing list with the *Active* status.

We highly recommend setting to *yes*.

If set to *no*, addresses are added to the list with the *Trashed by Administrator* status.



Parameter	Required/ Optional	Type	ID	Value
MLID	Required	N/A	N/A	MLID
trigger_ID	Required	Extra	trigger_ID	Trigger ID
recipients	Required	Extra	recipients	Recipients' email addresses, separated by commas
recipient_data	Optional	Extra	recipient_data	Name and URL of the CSV file
subject	Optional	Extra	subject	Subject line
from_email	Optional	Extra	from_email	From email address
from_name	Optional	Extra	from_name	From name
clickthru	Optional	Extra	clickthru	on
message	Optional	Extra	message	Name and URL of the file, or the HTML content
message_text	Optional	Extra	message_text	Name and URL of the file, or the TEXT content
add	Optional	Extra	add	yes no (default)

Example

```
type=triggers
activity = fire-trigger
```

```
Input:
<DATASET>
<SITE_ID>123</SITE_ID>
<MLID>345</MLID>
<DATA type="extra" id="trigger_id">123</DATA>
<DATA type="extra"
  id="recipients">alice@example.com,bob@example.com</DATA>
<DATA type="extra"
  id="recipients_data">http://example.com/data.csv</DATA>
<DATA type="extra" id="subject">Subject</DATA>
<DATA type="extra" id="from_email">reply@lyris.com</DATA>
<DATA type="extra" id="from_name">Lyris</DATA>
<DATA type="extra" id="clickthru">on</DATA>
<DATA type="extra" id="add">yes</DATA>
<DATA type="extra"
  id="message">http://example.com/message.html</DATA>
</DATASET>
```




8.5 ACTIVITY: CREATE-API-TRIGGER

Creates a trigger that can be fired using the [Fire-Trigger](#) activity.

NOTE: You cannot use EmailLabs to fire triggers that you create using this activity.

About trigger content

You can create a file that contains the HTML and TEXT content for the trigger. If the content of the trigger is in a file, specify the name and URL for the file in the **message** parameter.

All special characters in the file must be represented by the corresponding HTML entities, for example *&* represents an ampersand (&). For more information, see <http://php.he.net/manual/en/function.htmlspecialchars.php>, or equivalent in other languages.

Functional Description

MLID [Required]

The ID of the list to which the trigger applies.

For information about finding the MLID, see [MLID](#).

Trigger_name [Required]

The trigger name. The name must be unique within the mailing list.

Message [Required]

The HTML content or name and URL of the file that contains the HTML content.

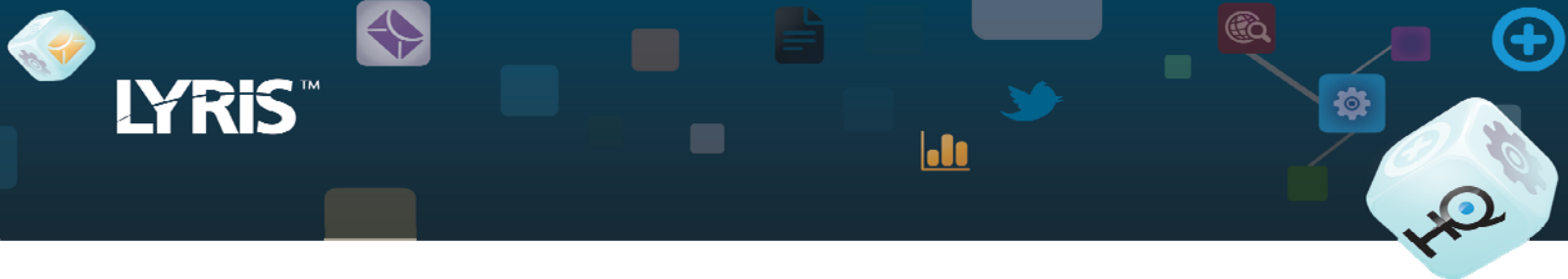
NOTE: The names of merge tags in the message must match those in the file specified by the **recipients_data** parameter.

All special characters must be represented by the corresponding HTML entities, for example *&* represents an ampersand (&). For more information, see <http://php.he.net/manual/en/function.htmlspecialchars.php>, or equivalent in other languages.

Message_text [Required]

The TEXT content or name and URL of the file that contains the TEXT content.

NOTE: The names of merge tags in the message must match those in the file specified by the **recipients_data** parameter.



Parameter	Required/ Optional	Type	ID	Value
Site_ID	Required	N/A	N/A	Site ID
MLID	Required	N/A	N/A	Mailing list ID
trigger_name	Required	Extra	trigger_name	Name or title of trigger
message	Optional	Extra	message	Name and URL of the file, or the HTML content
message_text	Optional	Extra	message_text	Name and URL of the file, or the TEXT content

Example

```
type = triggers
activity = create-api-trigger
```

```
Input:
<DATASET>
<SITE_ID>1</SITE_ID>
<MLID>2</MLID>
<DATA type="extra" id="trigger_name">API test trigger 123</DATA>
<DATA type="extra" id="message">Hello %%first name%%</DATA>
<DATA type="extra" id="message_text">Hello</DATA>
</DATASET>
```

```
Output:
<DATASET>
<TYPE>success</TYPE>
<DATA type="TRIGGER_ID">122</DATA>
<DATA type="MESSAGE_ID">2368</DATA>
</DATASET>
```



GLOSSARY OF TERMS

Attribute

A specific piece of information that helps identify a contact, such as name, age, and gender.

To use an attribute, it must be enabled.

Attribute ID

The unique ID that identifies all enabled and disabled attributes in a list.

Contact

A member of a list.

A contact record includes attributes such as name, email address, and other information.

Customer ID

See *Site ID*.

The Customer ID number was provided to the main account holder.

Demographic

See *Attribute*.

Member

See *Contact*.

MLID

The mailing list ID.

MID

The message ID.

UID

The contact ID.

Filter

See *Segment*.

List

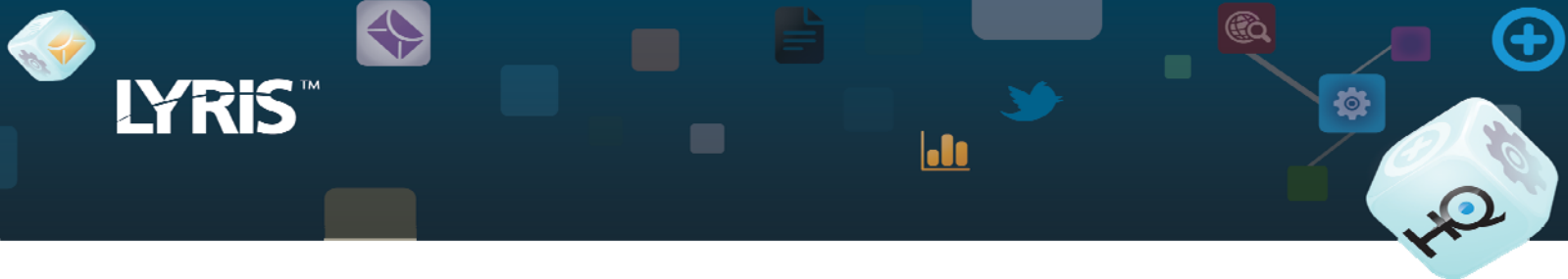
A mailing list that contains contacts and their attributes, segments, messages, triggers, and reports. All lists within the account are independent of each other.

MID

The unique ID of each message.

MILD

The unique ID of each mailing list.

**Password**

The password required for API access.

Segment

A part of a list that gives you the ability to target a message to a specific group of recipients based on specified conditions. For example, recipients who live in a specific location, or recipients who opened a previous message.

Segment ID

The unique ID of each segment.

SID

The unique ID of each suppression list.

Suppression List

Give you the ability to specify which email addresses should not receive a specific message.

Site ID

The ID number that references your account. Also referred to as a Customer ID.

Trigger

A message that is sent when trigger criteria have been met. A trigger can be sent directly using the Fire-Trigger activity.

Triggers can be used to automatically send a message when a specific condition is met. For example, a birthday message to customers a week before their birthday, or a follow-up email after a recipient clicks a link on a web page.

Trigger ID

The unique ID of each trigger.