Systems Integration Guide

Integrating Systems 1

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The assumption is that you have set up an account on Smartmessages and that you have your own web site.

API

Our API provides access to various useful back-end functions in Smartmessages, in particular getting a list of mailing lists, subscribing and unsubscribing, and getting info on recipients (including mailing history).

Code Examples

We provide a client wrapper class and sample code for our **API** in PHP which you can find on GitHub. You will need to substitute your own login ID, password and API key in the example script. There's also a .NET library on there. If you write a wrapper for other languages, we'd love to make it available to other users.

If you have any ideas or improvements you'd like to see in our API, please create an issue on GitHub, or create a fork and submit a pull request.

Call Backs

As a simpler alternative to using our API, you may be well-served by our callback system. Instead of writing scripts to interrogate our system, we can tell you when something happens in your account, without you having to keep asking (polling). Callbacks are also known as web hooks, and you can read more about them here.

On your account settings page, you can enable callbacks, provide us with the URL of a script on your site that should receive these callbacks, and select the events that you'd like to receive callbacks for. It's an efficient mechanism because there is only traffic generated when something happens, but at very busy times you may have a lot of requests coming your way! Callbacks are ideal for posting events into CRM systems. For example when someone clicks on a link, it could put them into a follow-up contact queue for sales staff in your CRM.

RSS

Smartmessages supports RSS feeds in templates.

In the template editor we provide an [[rss]] tag that can be inserted at any point in your HTML template. This marks the point at which your rendered feed will be inserted. This is a generic placeholder - which feed you are reading from is not decided until you create a mailshot with your template - for template preview purposes we use the Smartmessages blog feed.

If you're familiar with programming concepts, you might think of the feed as being a mailshot instance property, not a template class property.

Automated

If you add the URL of your feed which you will find on the contact details page under the account tab, then the ready templates will populate with your latest blogs. This can be used for templates you create in the template module.

Templates can be designed with different sections for different categories with the feed. The allows different templates to be designed depending on the audience, for example if you have a restaurant business, different emails can be sent vegetarians compared to carnivores.