

Member & Report Integration

(CRM / ERP API)

Definitions

Integrator: The CRM / ERP company.

Token: Username and password information the integrator needs to reach the Euormsg Express API system.

Last User: The user who intends to transition the lists and members in the CRM/ERP company to Euormsg Express, and the campaign reports from Euormsg Express to the CRM/ERP company.

API Key: The Last User creates an API Key on the Main Page > API > API Key page, from the Euormsg Express panel. This code block should be taken from the Euormsg Express panel and delivered to the Integrator for the Integrator to transfer data over the API to Euormsg Express for the Last User.

Integration Scope

The Integration scopes the Integrator and Euormsg Express, delivering the last user's lists, the members in those lists, detailed reports of the campaigns sent over the Euormsg Express panel to their shared users. This will prevent the Last Users of the Integrator company who want to send campaigns over Euormsg Express, upload the lists and members again to Euormsg Express and help them transfer their members to the Euormsg Express product over the Integrator. Likewise, the detailed reports of the campaigns sent over Euormsg Express will be delivered to the Integrator company over API and the Last User will be able to view the campaign status information over the Integrator company too.

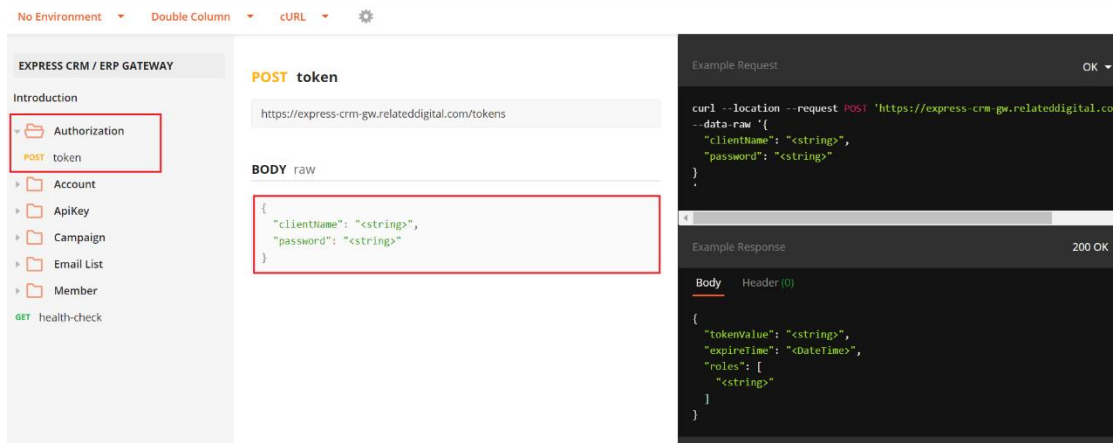
Action Items:

1. Username and password (token) information for API access is delivered to the Integrator by Euormsg Express.
2. The Integrator provides access to the API and the needed integration is completed as explained in the developer's guide.
3. The Last User signs up to Euormsg Express. The transfer between the Integrator and Euormsg Express can be executed as long as they have an active delivery claim. That's why they should purchase one of the [Euormsg Express packages](#) after they run out of Euormsg Express Welcome package (500 free delivery).
4. The Last User creates an API key inside Euormsg Express and delivers this key to the Integrator.
5. In addition to its own username and password (token), the Integrator can use the API key, defined specifically for them to do the following in Euormsg Express:
 - Transfer the Last User's lists,
 - Transfer members into the lists,
 - Update the names of the lists,
 - Update member information,
 - Withdraw the updated permission status from Euormsg Express,
 - Delete lists,
 - Delete members,
 - Query the Last User's delivery status in Euormsg Express
 - Query the Last User's deliveries of the campaigns sent from Euormsg Express based on lists and members.

Flow

Integration Registration (Authorization)

- The product team receives a demand for the Integrator company, wanting to execute members and report transaction automation through API.
- The product team creates and sends token information (username and password) for the company to access the API.
- The Integrator accesses the Euormsg Express API and starts the integration with that information.



CRM / ERP Receiving Token

Identification of the Last User by the Integrator (API Key)

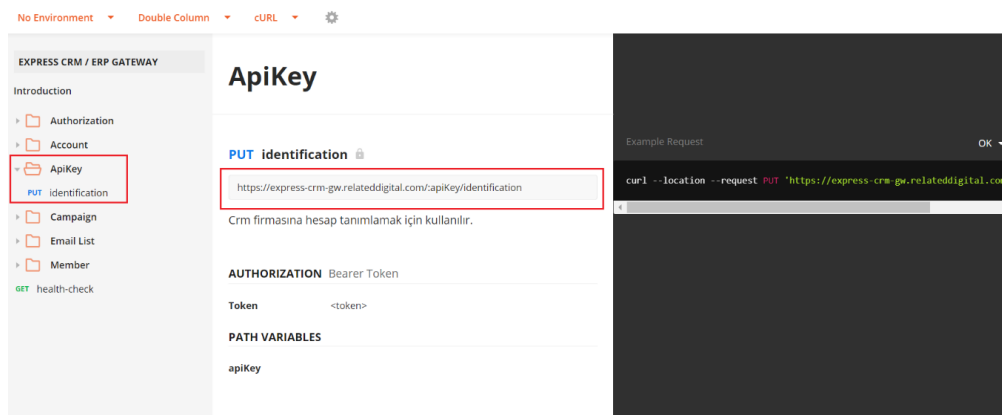
After the Euormsg Express API integration is completed by the Integrator company;

- The Last User signs up for Euormsg Express

After the registration process, 500 posts valid for one month are delivered.

Info: Users without any active packages or valid quotas cannot transfer their lists.

- The Last User creates an API key on the Main Page > API > API key page.
- The Api key created by the Last User is copied and delivered to the Integrator company.
- In addition to its own token information, the Integrator company sends a request to the API with the API key.



The request sent by the CRM / ERP company to add its customers' key id to its own token

List Transfer to Euormsg Express from the Integrator (Email List)

Post: This method needs to be used when the Integrator is creating a new list in Euormsg Express. Here, the Integrator sends Euormsg Express the names of the lists the Last User wants to send Euormsg Express and Euormsg Express returns back to the Integrator company with an id number.

Get: This method needs to be used when the Last User wants to draw the list names and/or id information of the lists directly uploaded to Euormsg Express or uploaded to Euormsg Express by the Integrator, back from Euormsg Express.

Patch: This method is used when the name of the list in Euormsg Express needs to be updated.

Del: When the list is deleted, only Euormsg Express is deleted from the panel. The list is deleted both in the panel's interface and in the panel's backend.

Member Transfer to Euormsg Express by the Integrator (Member)

Post: The Integrator must send the member information with listid through this method if they want to add members to a list in Euormsg Express. If the Last User hasn't assigned Euormsg Express as the iYS integrator in the sent info, the only required information is the email address. If the user has assigned Euormsg Express as the iYS integrator in addition to the email address, the iYS information (personal permission date, personal permission source, seller permission status) is also required in the member information.

Get: This method is used when the Integrator wants to draw the user information located in Euormsg Express. If the Integrator wants to query all of the members' information query is done with listid. For a singular member information query, the member's email address is required.

The memberid information, required to be sent by the Integrator to update the member information can be procured with this method.

Del: This method is used when the Integrator needs to delete a member inside the list. The member deleted through API is only deleted from the Euormsg Express and kept in the backend (for 3 years as stated by KVKK) but can't be viewed from the Euormsg Express interface.

Patch: This method is used when an existing member's information on their member id needs to be updated. Here, the Integrator must send in the memberid information in the query to update the member information.

Info: The member information can be queried every day or every night for once, in bulk by the Integrator from Euormsg. The members who unsubscribed over the sent campaign immediately reflect on the Euormsg Express panel. The Integrator can receive the member-based information for the end-of-the-day query for all members in the list or a singular one from Euormsg Express. The transfer of the permission status returns back to the Integrator with the nightly query.

Campaign Delivery

- Campaigns are sent from the Euormsg Express panel.

Transfer of the Campaign Reports to the Integrator (Campaign)

Get (campaign): This method is used to query the status information of the sent campaign. The query can be based on the campaign id, status information or name. The status information can be sent as one of the following below:

Draft
Pending
Sent

OnGoing

Error

Get (campaign-report): This method is used for querying the delivery status of the members in the list or lists selected while sending the campaign.

Get (campaign-report-detail): This method is used for querying the delivery status of a singular member in the list or lists selected while sending the campaign. The Integrator can query the detailed campaign report using the email, status information, view, click, and spam filters. The status information can be sent as one of the following below:

Sent

HardBounced

SoftBounced