

Member API Integration

Definitions

Integrator: The person or the company who executes the API integration and transfers the members automatically to Euormsg Express.

Token: The username and password information used by the Integrator needs to access the Euormsg Express API system.

API Key: The code block Integrator needs to take from the Euormsg Express panel to transfer data over the API system. The API key can be created on the Main Page > API > API Key.

Integration Scope

The Integration scopes the Integrator's execution of API integration and the automatic transfer of newly arrived members from the integrated areas (such as new members of the website, the membership forms to be placed on the website, information form to download e-books). Thus the Integrator won't need to create lists and upload members in bulk in Euormsg Express again and will easily create and send campaigns.

Action Items:

1. The username and password information (token) for API access is delivered to the Integrator by Euormsg Express.
2. The Integrator is authorized with this information inside the API.
3. The Integrator 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. Integrator creates an API key inside Euormsg Express.
5. In addition to its own username and password (token), the Integrator creates its own token with this API key. With the API integration executed with this token, the Integrator can;
 - Create lists with API in Euormsg Express,
 - Add every new member coming from the website to these lists automatically,
 - Update the names of the lists,
 - Update the member information,
 - Take out the updated member permission status from Euormsg Express,
 - Delete the lists,
 - Delete the members,

Transfer

Integrator Registration (Authorization)

To execute the API integration, the Integrator contacts Euormsg Express and receives their clientName and password. The Integrator adds the clientName and the password in the request to be sent to Euormsg Express, which can be seen in the example.

Later, the Integrator goes inside the Euomsg Express. Following the API > API Key pages on the panel, the API key is created there. To continue the API integration with this API key, the API key information is added to the request to be sent to Euomsg Express like in the example request. With **“Successful”** return, the Integrator can continue the integration with the Email List and Member integrations.

Integrators with **“Fail”** return must be sure that

- The requests they sent are in the same format as the example request and have correct information (token and API key information),
- They are activated members of Euomsg Express,
- They have activated Euomsg Express packages.
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List Transfer from the Integrator to Euomsg Express (Email List)

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

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

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

Del: This method is used when the lists on Euormsg Express need to be deleted. When the list is deleted, the members remain. The remaining members can be viewed on List manager > members page. When the list is deleted, it is only deleted from the Euormsg Express panel. The list is deleted both from the interface and from the 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 İYS integrator in the sent info, the only required information is the email address. If the user has assigned Euormsg Express as the İYS integrator in addition to the email address, the İYS 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.