



**SUCCESS**  
by email.com

API Documentation

V 1.1.1

## Introduction

The SuccessByEmail.com API provides programmers the ability to programmatically interface with SBE to dynamically capture and push data from and to recipient groups, create and edit email messages, and retrieve report results for messages that have already been deployed

## SuccessByEmail.com API Web Service Submission Requests

1. All SuccessByEmail.com API requests must be sent to: <http://api.succesbyemail.com>
2. The most up-to-date version of the SuccessByEmail.com API can always be downloaded at <http://api.successbyemail.com>
3. The SuccessByEmail.com web service supports SOAP 1.1 and SOAP 1.2, and accepts all requests in a properly formatted XML string.

## SuccessByEmail.com Web Service Functions

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## General API Code Response & Description

<b>000</b>	<b>Success</b>
<b>001.000</b>	Uncategorized communication error. (Show system default message)
<b>001.001</b>	This Organization Account has been disabled.
<b>001.002</b>	This Client / Department Account has been disabled.
<b>001.003</b>	This Trial Account has expired.
<b>001.004</b>	Account cannot be found.
<b>001.005</b>	Please submit account information.
<b>001.006</b>	Action failed.
<b>001.006.001</b>	Main Admin User has no rights to perform this operation.
<b>001.006.002</b>	Client Department Admin User has no rights to perform this operation.
<b>001.006.003</b>	Normal User has no rights to perform this operation.
<b>001.006.004</b>	Report Viewer has no rights to perform this operation.
<b>001.006.005</b>	SubsOrgNo does NOT match User's CliDepNo.
<b>001.006.006</b>	CliDepNo does NOT match User's SubsOrgNo.
<b>001.006.007</b>	SubsOrgNo and CliDepNo cannot both be empty.
<b>002.001</b>	XML errors. (Show system default message)

# Recipient Group (list) Management Functions

## 1.1 Create / Edit a Recipient Group

Function Name: CreateEditRecipientGroup

### Description

This API function enables to create a new recipient group where email addresses and other field data can be stored, or edit an existing group

### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>Test</ProfileID>
    <UserName>MyUserNameGoesHere</UserName>
    <Password>MyPasswordGoesHere</Password>
  </RequestHeader>
  <RequestBody>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <RecipientGroupNo>3770918A-5A88-4C53-BDBB-43483C45079F</RecipientGroupNo>
    <RecipientGroupName>_YueTest1</RecipientGroupName>
    <DoubleConfirm>true</DoubleConfirm>
    <PFields>
      <PField_0>
        <Enabled>true</Enabled>
        <Mandatory>true</Mandatory>
        <Default></Default>
      </PField_0>
      <PField_1>
        <Enabled>true</Enabled>
        <Mandatory>>false</Mandatory>
        <Default></Default>
      </PField_1>
      <PField_2>
        <Enabled>true</Enabled>
        <Mandatory>>false</Mandatory>
        <Default></Default>
      </PField_2>
    </PFields>
    <CFields>
      <CField_1>
        <Enabled>true</Enabled>
        <Mandatory>>false</Mandatory>
        <Type>2</Type>
        <Description>AAA</Description>
        <Default></Default>
        <AnswerList>
          <Answer Value="1">A1</Answer>
          <Answer Value="2">A2</Answer>
          <Answer Value="3">A3</Answer>
        </AnswerList>
      </CField_1>
      <CField_2>
        <Enabled>true</Enabled>
        <Mandatory>>false</Mandatory>
        <Type>1</Type>
        <Description>BBB</Description>
      </CField_2>
    </CFields>
  </RequestBody>
</RequestMessage>
```

```

                <Default></Default>
            </CField_2>
            <CField_3>
                <Enabled>true</Enabled>
                <Mandatory>>false</Mandatory>
                <Type>3</Type>
                <Description>CCC</Description>
                <Default></Default>
            </CField_3 >
        </CFields>
    </RequestBody>
</RequestMessage>

```

## XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<RecipientGroupNo>	Refers to the recipient group ID that you wish edit. The <RecipientGroupNo> can be found in the "Manage My Recipients -> Define Group Fields" area of SBE.
<RecipientGroupName>	Name of the group that you wish to create/edit
<DoubleConfirm>	Determine if you wish to use double-opt in for the group True = enable double opt-in False = disable double opt-in (enable single opt-in)
<PField_0> to <PField_11>	Refers to the pre-defined fields in SBE.
<enabled>	True = enable field False = Disable field
<Mandatory>	True = it is mandatory that data is saved into this field False = it is not mandatory that the field's data gets filled in.
<Default>	Not a mandatory field, this tag sets up your default value for the list, dropdown, checkbox or text field
<CField_1>	Refers to the custom fields created within an SBE Group
<Mandatory>	True = it is mandatory that data is saved into this field False = it is not mandatory that the field's data gets filled in.
<Type>	Refers to the type of field that is being created/edited 1 = Text Box 2 = Single Selection 3 = True/False 4 = Multi Selection

### Possible Response Codes (Create/Edit a Recipient Group)

<b>003.001</b>	<b>Create / Edit Recipient Group</b>
<b>003.001.001</b>	CliDepNo has to be a GUID.
<b>003.001.002</b>	RecipientGroupNo has to be a GUID.
<b>003.001.003</b>	RecipientGroupName is a MANDATORY field.
<b>003.001.004</b>	This RecipientGroupName has been used.
<b>003.001.005</b>	DoubleConfirm field can only be TRUE or FALSE.
<b>003.001.006</b>	Enabled field under PField_x can only be TRUE or FALSE.
<b>003.001.007</b>	Mandatory field under PField_x can only be TRUE or FALSE.
<b>003.001.008</b>	Enabled field under CField_x can only be TRUE or FALSE.
<b>003.001.009</b>	Mandatory field under CField_x can only be TRUE or FALSE.
<b>003.001.010</b>	Type field under CField_x can only be 1, 2, 3 or 4.
<b>003.001.011</b>	Description field under CField_x is a MANDATORY field.
<b>003.001.012</b>	Enabled field under PField_0 can only be TRUE.
<b>003.001.013</b>	Mandatory field under PField_0 can only be TRUE.
<b>003.001.014</b>	Answer field under PField_x is a MANDATORY field.
<b>003.001.015</b>	Answer Value field under PField_x must be valid Integer.

## 1.2 Add / Edit a Single Recipient to a Group

### Function: CreateEditRecipient

#### Description

This API function enables you to add or edit a single recipient in a group.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <RecipientGroupNo>BE24588A-5FC3-46BC-BDCD-AFA5457E5C59</RecipientGroupNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <Disabled>true</Disabled>
    <PFields>
      <PField_0>test@test.com</PField_0>
      <PField_1>John</PField_1>
      <PField_2>Smith</PField_2>
    </PFields>
    <CFields>
      <CField_1>1234</CField_1>
      <CField_2>5678</CField_2>
      <CField_3>90</CField_3>
    </CFields>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<Disabled>	Determines if the email address active or disabled. An active email address can be sent emails, while a disabled email address is considered unsubscribed and will not get the email. True = email address is disabled False = email address is active
<RecipientGroupNo>	Refers to the recipient group ID that you wish edit. The <RecipientGroupNo> can be found in the "Manage My Recipients -> Define Group Fields" area of SBE.

<PField\_0> to <PField\_11> Refers to the pre-defined fields in SBE.

- <PField\_0> = email address
- <PField\_1> = First Name
- <PField\_2> = Last Name
- <PField\_3> = Address 1
- <PField\_4> = Address 2
- <PField\_5> = City
- <PField\_6> = State/Province
- <PField\_7> = Country
- <PField\_8> = Zip/Postal Code
- <PField\_9> = Company
- <PField\_10> = Cell Phone Number
- <PField\_11> = Cell Provider Email Code (used for SMS Messaging)

<CField\_1> Refers to the custom fields created within an SBE Group

### Possible Response Codes (Add / Edit a Single Recipient to a Group)

003.002.001	<b>RecipientGroupNo has to be a GUID.</b>
003.002.002	CliDepNo has to be a GUID.
003.002.003	Invalid Email Address.
003.002.004	Disabled field can only be TRUE or FALSE.
003.002.005	PField_x is a MANDATORY field.
003.002.006	CField_x is a MANDATORY field.



## 1.3 Add / Edit Multiple Recipients to a Group

### Function: CreateEditMultipleRecipient

#### Description

This API function enables you to add or edit a multiple recipients into a group.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <RecipientGroupNo>BE24588A-5FC3-46BC-BDCD-AFA5457E5C75</RecipientGroupNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D9</CliDepNo>
    <Recipients>
      <Recipient ID="1">
        <Disabled>>false</Disabled>
        <PFields>
          <PField_0>test@test.com</PField_0>
          <PField_1>John</PField_1>
          <PField_2>Smith</PField_2>
        </PFields>
        <CFields>
          <CField_1>1234</CField_1>
          <CField_2>A</CField_2>
          <CField_3>no</CField_3>
        </CFields>
      </Recipient>
      <Recipient ID="2">
        <Disabled>>false</Disabled>
        <PFields>
          <PField_0>test@hotmail.com</PField_0>
          <PField_1>Daniel</PField_1>
          <PField_2>Doe</PField_2>
        </PFields>
        <CFields>
          <CField_1>1234</CField_1>
          <CField_2>B</CField_2>
          <CField_3>yes</CField_3>
        </CFields>
      </Recipient>
      <Recipient ID="3">
        <Disabled>>false</Disabled>
        <PFields>
          <PField_0>harry@gmail.com</PField_0>
          <PField_1>Harry</PField_1>
          <PField_2>Gua</PField_2>
        </PFields>
        <CFields>
          <CField_1>1234</CField_1>
          <CField_2>C</CField_2>
          <CField_3>no</CField_3>
        </CFields>
      </Recipient>
    </Recipients>
  </RequestBody>
</RequestMessage>
```

```
        </Recipients>
    </RequestBody>
</RequestMessage>
```

### XML Tag Definition

- <ProfileID> Your SBE Profile ID
- <UserName> Your SBE User Name
- <Password> Your SBE Password
- <CliDepNo> Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
- <RecipientGroupNo> Refers to the recipient group ID that you wish edit. The <RecipientGroupNo> can be found in the "Manage My Recipients -> Define Group Fields" area of SBE.
- <Recipient ID="1"> Refers to the recipient ID number for each email address. This number should sequentially increment by 1 for each new recipient that is added
- <PField\_0> to <PField\_11> Refers to the pre-defined fields in SBE.  
<PField\_0> = email address  
<PField\_1> = First Name  
<PField\_2> = Last Name  
<PField\_3> = Address 1  
<PField\_4> = Address 2  
<PField\_5> = City  
<PField\_6> = State/Province  
<PField\_7> = Country  
<PField\_8> = Zip/Postal Code  
<PField\_9> = Company  
<PField\_10> = Cell Phone Number  
<PField\_11> = Cell Provider Email Code (used for SMS Messaging)
- <CField\_1> Refers to the custom fields created within an SBE Group

### Possible Response Codes (Add / Edit Multiple Recipients to a Group)

003.003.001	RecipientGroupNo has to be a GUID.
003.003.002	CliDepNo has to be a GUID.

## 1.4 Get Recipient Details

### Function: RecipientDetails

#### Description

This function enables you to get all of the information (field data) associated with a particular email address for any particular group.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <RecipientGroupNo>BE24588A-5FC3-46BC-BDCD-AFA5457E5C35</RecipientGroupNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215336D8</CliDepNo>
    <EmailAddress>test@test.com</EmailAddress>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<RecipientGroupNo>	Refers to the recipient group ID that the requested email address belongs to. The <RecipientGroupNo> can be found in the "Manage My Recipients -> Define Group Fields" area of SBE.
<EmailAddress>	email address that you wish to lookup information for.

#### Possible Response Codes

<b>003.021.001</b>	<b>RecipientGroupNo has to be a GUID.</b>
<b>003.021.002</b>	<b>CliDepNo has to be a GUID.</b>
<b>003.021.003</b>	<b>Invalid Email Address.</b>

## 1.5 Manage Your Global Unsubscribe List

### Function: ManageGlobalUnsubscribe

#### Description

This function allows you to add, edit or remove records in your global unsubscribe list. When an email message is sent out from SBE, and a recipient decides to unsubscribe, they have the option to unsubscribe by being added to a global unsubscribe list. This will ensure that the next time that an email is sent from the respective profile that individual will not get the email (even if they are in a newly uploaded group/list).

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D5</CliDepNo>
    <Unsubscribes>
      <Unsubscribe ID="1">
        <Remove>false</Remove>
        <EmailAddress>test@test.com</EmailAddress>
      </Unsubscribe>
      <Unsubscribe ID="2">
        <Remove>>true</Remove>
        <EmailAddress>harry@gmail.com</EmailAddress>
      </Unsubscribe>
      <Unsubscribe ID="3">
        <Remove>false</Remove>
        <EmailAddress>john@smith.com</EmailAddress>
      </Unsubscribe>
      <Unsubscribe ID="4">
        <Remove>>true</Remove>
        <EmailAddress>test7@test1.com</EmailAddress>
      </Unsubscribe>
    </Unsubscribes>
  </RequestBody>
</RequestMessage>
```

## XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<Unsubscribe ID="1">	The number ID of the first record to unsubscribe. This feature allows you to globally unsubscribe multiple email addresses by sequentially numbering the Unsubscribe ID.
<Remove>	True = Globally unsubscribe the email address False – Remove email address from the global unsubscribe list
<EmailAddress>	Email address to globally unsubscribe

## Possible Response Codes (Manage Your Global Unsubscribe List)

<b>003.022.001</b>	<b>CliDepNo has to be a GUID.</b>
--------------------	-----------------------------------

## 1.6 Export Global Unsubscribe List

### Function: ExportGlobalUnsubscribeList

#### Description

This API function allows you to export the email addresses and field information for recipients in your global unsubscribe list. Email addresses in the global unsubscribe list will never receive an email from SuccessByEmail.com (from your respective client profile), regardless if they are in a newly uploaded list or part of an existing list.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <SubsOrgNo></SubsOrgNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <EmailAddress></EmailAddress>
    <DescendingOrder>true</DescendingOrder>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<SubsOrgNo>	Not a mandatory field, used to identify an organization
<RecipientGroupNo>	Refers to the recipient group ID that the requested email address belongs to. The <RecipientGroupNo> can be found in the "Manage My Recipients -> Define Group Fields" area of SBE.
<EmailAddress>	Not a mandatory field, you can enter a full or partial email address to filter your returned search results.
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

#### Possible Response Codes

<b>001.005</b>	<b>Please submit account information.</b>
----------------	---

## 1.7 Export a Recipient Group

### Function: ExportRecipientList

#### Description

This function enables you to export all of the field data from an existing group

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <RecipientGroupNo>BE24588A-5FC3-46BC-BDCD-AFA5557E5C55</RecipientGroupNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E275339D8</CliDepNo>
    <Disabled>true</Disabled>
    <PFields>
      <PField_0>test@test.com</PField_0>
      <PField_1>John</PField_1>
      <PField_2>Smith</PField_2>
    </PFields>
    <CFields>
      <CField_1>1234</CField_1>
      <CField_2>5678</CField_2>
      <CField_3>90</CField_3>
    </CFields>
    <SortBy>PField_0</SortBy>
    <DescendingOrder>true</DescendingOrder>
  </RequestBody>
</RequestMessage>
```

## XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<RecipientGroupNo>	Refers to the recipient group ID that you wish export. The <RecipientGroupNo> can be found in the "Manage My Recipients -> Define Group Fields" area of SBE.
<Disabled>	Not mandatory, this field should be empty
<PField_X>	Not a mandatory field, you can enter a full or partial data to filter your returned search results.
<CField_X>	Not a mandatory field, you can enter a full or partial data to filter your returned search results.
<SortBy>	Sort list by which field (select any P_field or C_field)
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

## Possible Response Codes (Export a Recipient Group)

<b>003.004.001</b>	<b>RecipientGroupNo has to be a GUID.</b>
<b>003.004.002</b>	<b>CliDepNo has to be a GUID.</b>
<b>003.004.003</b>	<b>Invalid Email Address.</b>
<b>003.004.004</b>	<b>Disabled field can only be TRUE or FALSE.</b>
<b>003.004.005</b>	<b>DescendingOrder field can only be TRUE or FALSE.</b>



# Message Creation Functions

## 2.1 Create / Edit a Campaign

### Function: CreateEditCampaign

#### Description

This function enables you to create new campaigns or edit existing ones.

In SBE, a campaign is considered a group where email messages are assigned into. A common example would be to create a campaign named "Our Newsletters" where any of your newsletter email messages are assigned to.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName>MyUserNameGoesHere</UserName>
    <Password>MyPasswordGoesHere</Password>
  </RequestHeader>
  <RequestBody>
    <CampaignSetNo>80096288-A13A-4CFB-913B-7F0935E52850</CampaignSetNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <CampaignSetName>2009 Audio newsletters</CampaignSetName>
    <Disabled>>true</Disabled>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignSetNo>	Campaign ID to add/edit (this number can be retrieved in the "Create/Edit Campaign" section of SBE)
<CliDepNo>	Refers to the Client Dept. where the campaign resides (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<Disabled>	Value can be set either "true" or "false". True, signifies the campaign group is active; False, signifies that the campaign group is disabled

#### Possible Response Codes

003.017.001	CampaignSetNo has to be a GUID.
003.017.002	CliDepNo has to be a GUID.
003.017.003	CampaignSetName is a MANDATORY field.
003.017.004	This CampaignSetName has been used.
003.017.005	Disabled field can only be TRUE or FALSE.

## 2.2 Create / Edit a Message

### Function: CreateEditMessage

#### Description

This API function enables you to create a new email message or edit an existing message.

#### Example XML

Sample 1: (Send Message to an entire list)

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName>MyUserNameGoesHere</UserName>
    <Password>MyPasswordGoesHere</Password>
  </RequestHeader>
  <RequestBody>
    <CampaignSetNo>80096288-A13A-4CFB-913B-7F0935E52850</CampaignSetNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <CampaignHistoryNo>1B725C42-63AC-4431-ACAA-982AF20B79A1</CampaignHistoryNo>
    <Message>
      <MessageName>Yue's New Message</MessageName>
      <FromName>John Smith</FromName>
      <FromEmailAddress>aaa@bbb.ccc</FromEmailAddress>
      <ReplyToEmailAddress>abc@abc.abc</ReplyToEmailAddress>
      <Subject>Just a Test Email</Subject>
      <FullEmailURL></FullEmailURL>
      <EmailBody><![CDATA[Dear ##PField_3##, ]]></EmailBody>
      <EmailPlainText></EmailPlainText>
    </Message>
    <RecipientTargets>
      <RecipientTarget>
        <RecipientTargetNo></RecipientTargetNo>
        <TargetName>Gmail Test</TargetName>
        <RecipientGroupNo>4890d05e-1e28-47e8-aa66-7f09d9185595</RecipientGroupNo>
      </RecipientTarget>
    </RecipientTargets>
    <UnSubscribeOptions>
      <ForwardToFriend>true</ForwardToFriend>
      <Position>Left</Position>
      <RedirectURL></RedirectURL>
      <AlternateURL>true</AlternateURL>
      <AlternateURLText></AlternateURLText>
      <AlternateURLValign>Top</AlternateURLValign>
      <Customize>true</Customize>

      <bAddIconLinkedin></bAddIconLinkedin>
      <bAddIconFacebook></bAddIconFacebook>
      <bAddIconTwitter></bAddIconTwitter>
      <SocialMediaShareURL></SocialMediaShareURL>

      <RecipientGroups>
        <RecipientGroupNo>4890d05e-1e28-47e8-aa66-7f09d9185595</RecipientGroupNo>
      </RecipientGroups>
    </UnSubscribeOptions>
  </RequestBody>
</RequestMessage>
```

Sample 2: (Send Message to selected recipients in a list)

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName>MyUserNameGoesHere</UserName>
```

```
<Password>MyPasswordGoesHere</Password>
</RequestHeader>
<RequestBody>
  <CampaignSetNo>80096288-A13A-4CFB-913B-7F0935E52850</CampaignSetNo>
  <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
  <CampaignHistoryNo>1B725C42-63AC-4431-ACAA-982AF20B79A1</CampaignHistoryNo>
  <Message>
    <MessageName>Yue's New Message</MessageName>
    <FromName>John Smith</FromName>
    <FromEmailAddress>aaa@bbb.ccc</FromEmailAddress>
    <ReplyToEmailAddress>abc@abc.abc</ReplyToEmailAddress>
    <Subject>Just a Test Email</Subject>
    <FullEmailURL></FullEmailURL>
    <EmailBody><![CDATA[Dear ##PField_3##, ]]></EmailBody>
    <EmailPlainText></EmailPlainText>
  </Message>
  <RecipientTargets>
    <RecipientTarget>
      <RecipientTargetNo></RecipientTargetNo>
      <TargetName>Gmail Test</TargetName>
      <RecipientGroupNo>4890d05e-1e28-47e8-aa66-7f09d9185595</RecipientGroupNo>
      <Criteria>
        <PFields>
          <PField_0>
            <FindWhat>a</FindWhat>
            <Match>0</Match>
          </PField_0>
          <PField_1>
            <FindWhat>b</FindWhat>
            <Match>1</Match>
          </PField_1>
          <PField_2>
            <FindWhat>c</FindWhat>
            <Match>2</Match>
          </PField_2>
        </PFields>
        <CFields>
          <CField_1>
            <FindWhat>TEXT</FindWhat>
            <Match>0</Match>
          </CField_1>
          <CField_2>
            <FindWhatList>
              <FindWhat>A</FindWhat>
              <FindWhat>B</FindWhat>
            </FindWhatList>
          </CField_2>
          <CField_3>
            <FindWhatList>
              <FindWhat>Yes</FindWhat>
              <FindWhat>No</FindWhat>
            </FindWhatList>
          </CField_3>
          <CField_4>
            <FindWhatList>
              <FindWhat>AAA</FindWhat>
              <FindWhat>CCC</FindWhat>
              <FindWhat>BBB</FindWhat>
            </FindWhatList>
          </CField_4>
        </CFields>
      </Criteria>
    </RecipientTarget>
  </RecipientTargets>
  <UnSubscribeOptions>
    <ForwardToFriend>true</ForwardToFriend>
    <Position>Left</Position>
    <RedirectURL></RedirectURL>
  </UnSubscribeOptions>
</RequestBody>
```

```

        <AlternateURL>true</AlternateURL>
        <AlternateURLText></AlternateURLText>
        <AlternateURLValign>Top</AlternateURLValign>
        <Customize>true</Customize>

        <bAddIconLinkedin></bAddIconLinkedin>
        <bAddIconFacebook></bAddIconFacebook>
        <bAddIconTwitter></bAddIconTwitter>
        <SocialMediaShareURL></SocialMediaShareURL>

        <RecipientGroups>
            <RecipientGroupNo>4890d05e-1e28-47e8-aa66-7f09d9185595</RecipientGroupNo>
        </RecipientGroups>
    </UnSubscribeOptions>
</RequestBody>
</RequestMessage>

```

Sample 3: (A simple version – Retargetting)

```

<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName>MyUserNameGoesHere</UserName>
    <Password>MyPasswordGoesHere</Password>
  </RequestHeader>
  <RequestBody>
    <CampaignSetNo>8256A7A3-C38E-4D7A-AB8E-96EE4F4C6A28</CampaignSetNo>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <CampaignHistoryNo>1B725C42-63AC-4431-ACAA-982AF20B79A1</CampaignHistoryNo>
    <Message>
      <MessageName>Yue's New Message</MessageName>
      <FromName>John Smith</FromName>
      <FromEmailAddress>aaa@bbb.ccc</FromEmailAddress>
      <ReplyToEmailAddress>abc@abc.abc</ReplyToEmailAddress>
      <Subject>Just a Test Email</Subject>
      <FullEmailURL></FullEmailURL>
      <EmailBody><![CDATA[Dear ##PField_3##, ]]></EmailBody>
      <EmailPlainText></EmailPlainText>
    </Message>
    <RecipientTargets>
      <RecipientTarget>
        <RecipientTargetNo>73d313fd-34ba-4454-8f13-a21179106f31</RecipientTargetNo>
        <TargetName>Daniel</TargetName>
        <ReTarget>
          <PreviousCampaignHistoryNo>423696D4-4A67-4772-B909-185BE82612D7</PreviousCampaignHistoryNo>
          <ReTargettingType>0</ReTargettingType>
          <SelectedCampaignHistoryLink></SelectedCampaignHistoryLink>
        </ReTarget>
      </RecipientTarget>
    </RecipientTargets>
    <UnSubscribeOptions>
      <ForwardToFriend>true</ForwardToFriend>
      <Position>Left</Position>
      <RedirectURL></RedirectURL>
      <AlternateURL>true</AlternateURL>
      <AlternateURLText></AlternateURLText>
      <AlternateURLValign>Top</AlternateURLValign>
      <Customize>true</Customize>

      <bAddIconLinkedin></bAddIconLinkedin>
      <bAddIconFacebook></bAddIconFacebook>
      <bAddIconTwitter></bAddIconTwitter>
      <SocialMediaShareURL></SocialMediaShareURL>

      <RecipientGroups>
        <RecipientGroupNo>be24588a-5fc3-46bc-bdcd-afa5457e5c55</RecipientGroupNo>
      </RecipientGroups>

```

```
        </UnSubscribeOptions>
    <LinkTriggerOptions>
    <LinkTrigger>
<!--
bTrack:
true: Track
false: not track
-->
    <bTrack></bTrack>

    <Link><![CDATA[]]></Link>
    <FriendlyName><![CDATA[]]></FriendlyName>

<!--
TriggerType:
0: No Trigger
1: Immedate Trigger
2: Scheduled Trigger
-->
    <TriggerType></TriggerType>
    <!--
TriggerCampaignHistoryNo:
The message No. to be trigged to send
-->
    <TriggerCampaignHistoryNo></TriggerCampaignHistoryNo>
    <!--
ScheduleDays:
Send this triggered message after a specified amount days upon a user clicking on this link.
-->
    <ScheduleDays></ScheduleDays>
    </LinkTrigger>
    </LinkTriggerOptions>
</RequestBody>
</RequestMessage>
```

## XML Tag Definition

### Profile Information

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password

### Campaign Information

<CampaignSetNo>	Campaign ID that email message is associated with (this number can be retrieved in the "Create/Edit Campaign" section of SBE)
<CliDepNo>	Refers to the Client Dept. where the message resides (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<CampaignHistoryNo>	Refers to the message ID that you wish to send. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test", if it is an existing message that you wish to edit. If this is a new message that is being created, then no CampaignHistoryNo value is necessary.

### Message Creation Information

<MessageName>	Friendly name to describe the nature of the email message being created.
<FromName>	The "From Name" that will be seen when you deploy your email (eg. John Smith)
<FromEmailAddress>	The email address that the email will be coming from
<ReplyToEmailAddress>	Email address that a recipient of your message will reply to if they click on the "reply" button of their email client, such as Microsoft Outlook
<Subject>	The email subject line
<FullEmailURL>	The full URL where your HTML message content can be retrieved to constitute the body of your email message (eg. <a href="http://www.mywebsite.com/newsletter.htm">http://www.mywebsite.com/newsletter.htm</a> )
<EmailBody>	This is where you would include your HTML that would constitute the body of your email message. It is recommended to use the <FullEmailURL> function to retrieve your HTML content.
<EmailPlainText>	Refers to the plain text message that you may wish to include as part of your multipart email message. Individuals who have an HTML capable email client such as Microsoft Outlook will receive your HTML message; while, those individuals who can only view plain text emails (eg. Lotus Notes) will get the text-only part of the email message.

### Message Recipient Groups

<RecipientTargetNo>	Not mandatory, this is an autogenerated number (no value required on a new message), however this GUID is required if you wish to edit your target recipients
<TargetName>	Friendly name assigned to the target recipient group that has been added to the email message
<RecipientGroupNo>	Refers to the recipient group ID that will receive this email message. The <RecipientGroupNo> can be found in the "Manage My Recipients -> Define Group Fields" area of SBE

### Message Retargeting

<PreviousCampaignHistoryNo>	Used as part of the retargeting feature of SBE, the "PreviousCampaignHistoryNO" refers to the message identifier of an email message that was previously deployed. This enables you to resend a message to the same group of recipients from a previously sent message. This value can be retrieved in the "Create/Send a Message" area of SBE
<ReTargettingType>	0 =Same list as the original message 1=All recipients who opened the message 2=All recipients who did not open the message 3=All recipients who clicked on a specific link 4=All recipients who did not click on a specific link 5=All recipients who clicked on any link 6=All recipients who did not click on any link
<SelectedCampaignHistoryLink>	

URL (link) to be used if <ReTargettingType> = "3" or "4"

### Recipient Group Filtering

<PField\_0> to <PField\_11> Refers to the pre-defined fields in SBE.  
<PField\_0> = email address  
<PField\_1> = First Name  
<PField\_2> = Last Name  
<PField\_3> = Address 1  
<PField\_4> = Address 2  
<PField\_5> = City  
<PField\_6> = State/Province  
<PField\_7> = Country  
<PField\_8> = Zip/Postal Code  
<PField\_9> = Company  
<PField\_10> = Cell Phone Number  
<PField\_11> = Cell Provider Email Code (used for SMS Messaging)

<FindWhat> Refers to the criteria that you wish to match (eg. test.com)

<Match> 0= Whole Field  
1= Any Part of Field  
2=Start of Field

<CField\_1> Refers to the custom fields created within an SBE Group

### Unsubscribe Options

<ForwardToFriend> True = Forward to a friend link is enabled  
False = Forward to a friend link is disabled

<Position> Refers to the alignment of the unsubscribe link at the bottom of the email  
Left = left aligned  
Center = center aligned  
Right = Right Aligned

<RedirectURL> Refers to the full URL that the user will be directed to if they unsubscribe. (Eg. <http://www.mywebsite.com>)

<AlternateURL> Refers to whether you wish to use an alternate URL in the body of your email message  
True = Alternate URL enabled  
False = Alternate URL disabled

<AlternateURLText> URL of alternate url (eg. <http://www.mysite.com/newsletter.htm>)

<AlternateURLValign> Alignment of alternate url link  
Top = Top aligned  
Bottom = bottom aligned

<Customize> True = Users create their own unsubscribe link in email html. System default unsubscribe link will not show.  
False = System default unsubscribe link will be used

<bAddIconLinkedin> True = Automatically add LinkedIn icon in the email html  
False = not add LinkedIn icon in the email html. (This is default)

<bAddIconFacebook> True = Automatically add Facebook icon in the email html  
False = not add Facebook icon in the email html. (This is default)

<bAddIconTwitter> True = Automatically add Twittericon in the email html  
False = not add Twittericon in the email html. (This is default)

<SocialMediaShareURL> It is the URL link used for LinkedIn, Facebook, or Twitter icons. Users can have their own URL of a webpage. If leave it blank, system will use the default SBE message preview link (in general view mode, and all personalization fields will be removed).

### Possible Response Codes (Create / Edit a Message)

<b>003.018</b>	<b>Create / Edit Message</b>
<b>003.018.001</b>	CampaignSetNo has to be a GUID.
<b>003.018.002</b>	CliDepNo has to be a GUID.
<b>003.018.003</b>	CampaignSetName is a MANDATORY field.



## 2.3 Send a Test Message

### Function: SendTestMessage

#### Description

This API function allows you to send a test message to yourself, or a recipient group (up to 10 email addresses). When a test message is sent by SBE it is followed by “(test message)” at the end of the subject line.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>Test</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <CampaignHistoryNo>1B725C42-63AC-4431-ACAA-982AF20B79A1</CampaignHistoryNo>
    <EmailAddress>test@test.com</EmailAddress>
    <TestRecipientGroupNo></TestRecipientGroupNo>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

##### Profile Information

<ProfileID> Your SBE Profile ID  
<UserName> Your SBE User Name  
<Password> Your SBE Password

<CliDepNo> Refers to the Client Dept. where the group belongs to (this value can be found in the “Setup My Account -> Create/Edit Clients” area of SBE)

<CampaignHistoryNo> Refers to the message ID that you wish to send. This value can be found in SBE at “Create/Send a Message -> click “edit” next to the message that you wish to send a test to”

<EmailAddress> Email address that you wish to send a test message to

<TestRecipientGroupNo> Refers to the recipient group ID that you wish to send a test email to. The <TestRecipientGroupNo> can be found in the “Manage My Recipients -> Define Group Fields” area of SBE.

#### Possible Response Codes

<b>003.019.001</b>	<b>CampaignHistoryNo has to be a GUID.</b>
<b>003.019.002</b>	<b>Invalid Email Address.</b>
<b>003.019.003</b>	<b>TestRecipientGroupNo has to be a GUID.</b>
<b>003.019.004</b>	<b>Setup either EmailAddress or TestRecipientGroupNo.</b>

## 2.4 Schedule or Deploy a Message

### Function: ScheduleDeployMessage

#### Description

This function enables you to schedule or deploy an email message that has already been set up in the system for immediate or future deployment.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>Test</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E215339D8</CliDepNo>
    <CampaignHistoryNo>1B725C42-63AC-4431-ACAA-982AF20B79A1</CampaignHistoryNo>
      <ConfirmationEmailAddress>yue@systemsinteractive.ca</ConfirmationEmailAddress>
      <TimeZone></TimeZone>
      <ScheduledDate></ScheduledDate>
      <ScheduleHour></ScheduleHour>
      <ScheduleMinute></ScheduleMinute>
    </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<CampaignHistoryNo>	Refers to the message ID that you wish to send. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<ConfirmationEmailAddress>	Refers to the email address that will receive confirmation when the email message has been deployed

<TimeZone>

Refers to the time zone that you wish to use as a baseline for scheduled message deployments

Possible Values:

1	(GMT-12:00) Eniwetok, Kwajalein	Dateline Standard Time	Dateline Daylight Time
2	(GMT-11:00) Midway Island, Samoa	Samoa Standard Time	Samoa Daylight Time
3	(GMT-10:00) Hawaii	Hawaiian Standard Time	Hawaiian Daylight Time
4	(GMT-09:00) Alaska	Alaskan Standard Time	Alaskan Daylight Time
5	(GMT-08:00) Pacific Time (US & Canada); Tijuana	Pacific Standard Time US Mountain Standard Time	Pacific Daylight Time US Mountain Daylight Time
6	(GMT-07:00) Arizona	Mountain Standard Time	Mountain Daylight Time
7	(GMT-07:00) Mountain Time (US & Canada)	Central America Standard Time	Central America Daylight Time
8	(GMT-06:00) Central America	Central Standard Time	Central Daylight Time
9	(GMT-06:00) Central Time (US & Canada)	Mexico Standard Time Canada Central Standard Time	Mexico Daylight Time Canada Central Daylight Time
10	(GMT-06:00) Mexico City	SA Pacific Standard Time	SA Pacific Daylight Time
11	(GMT-06:00) Saskatchewan	Eastern Standard Time	Eastern Daylight Time
12	(GMT-05:00) Bogota, Lima, Quito	US Eastern Standard Time	US Eastern Daylight Time
13	(GMT-05:00) Eastern Time (US & Canada)	Atlantic Standard Time	Atlantic Daylight Time
14	(GMT-05:00) Indiana (East)	SA Western Standard Time	SA Western Daylight Time
15	(GMT-04:00) Atlantic Time (Canada)	Pacific SA Standard Time Newfoundland Standard Time	Pacific SA Daylight Time Newfoundland Daylight Time
16	(GMT-04:00) Caracas, La Paz	E. South America Standard Time	E. South America Daylight Time
17	(GMT-04:00) Santiago	SA Eastern Standard Time	SA Eastern Daylight Time
18	(GMT-03:30) Newfoundland	Greenland Standard Time	Greenland Daylight Time
19	(GMT-03:00) Brasilia	Mid-Atlantic Standard Time	Mid-Atlantic Daylight Time
20	(GMT-03:00) Buenos Aires, Georgetown	Azores Standard Time	Azores Daylight Time
21	(GMT-03:00) Greenland	Cape Verde Standard Time	Cape Verde Daylight Time
22	(GMT-03:00) Greenland	Greenwich Standard Time	Greenwich Daylight Time
23	(GMT-02:00) Mid-Atlantic	GMT Standard Time	GMT Daylight Time
24	(GMT-01:00) Azores	W. Europe Standard Time	W. Europe Daylight Time
25	(GMT-01:00) Cape Verde Is.	Central Europe Standard Time	Central Europe Daylight Time
26	(GMT) Casablanca, Monrovia	Romance Standard Time	Romance Daylight Time
27	(GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London	Central European Standard Time	Central European Daylight Time
28	(GMT+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna	W. Central Africa Standard Time	W. Central Africa Daylight Time
29	(GMT+01:00) Belgrade, Bratislava, Budapest, Ljubljana, Prague	GTB Standard Time	GTB Daylight Time
30	(GMT+01:00) Brussels, Copenhagen, Madrid, Paris	E. Europe Standard Time	E. Europe Daylight Time
31	(GMT+01:00) Sarajevo, Skopje, Sofija, Vilnius, Warsaw, Zagreb	Egypt Standard Time South Africa Standard Time	Egypt Daylight Time South Africa Daylight Time
32	(GMT+01:00) West Central Africa	FLE Standard Time	FLE Daylight Time
33	(GMT+02:00) Athens, Istanbul, Minsk	Jerusalem Standard Time	Jerusalem Daylight Time
34	(GMT+02:00) Bucharest	Arabic Standard Time	Arabic Daylight Time
35	(GMT+02:00) Cairo	Arab Standard Time	Arab Daylight Time
36	(GMT+02:00) Harare, Pretoria	Russian Standard Time	Russian Daylight Time
37	(GMT+02:00) Helsinki, Riga, Tallinn	E. Africa Standard Time	E. Africa Daylight Time
38	(GMT+02:00) Jerusalem	Iran Standard Time	Iran Daylight Time
39	(GMT+03:00) Baghdad		
40	(GMT+03:00) Kuwait, Riyadh		
41	(GMT+03:00) Moscow, St. Petersburg, Volgograd		
42	(GMT+03:30) Tehran		

43	(GMT+04:00) Abu Dhabi, Muscat	Arabian Standard Time	Arabian Daylight Time
44	(GMT+04:00) Baku, Tbilisi, Yerevan	Caucasus Standard Time	Caucasus Daylight Time
45	(GMT+04:30) Kabul	Afghanistan Standard Time	Afghanistan Daylight Time
46	(GMT+05:00) Ekaterinburg	Ekaterinburg Standard Time	Ekaterinburg Daylight Time
47	(GMT+05:00) Islamabad, Karachi, Tashkent	West Asia Standard Time	West Asia Daylight Time
48	(GMT+05:30) Calcutta, Chennai, Mumbai, New Delhi	India Standard Time	India Daylight Time
49	(GMT+05:45) Kathmandu	Nepal Standard Time	Nepal Daylight Time
50	(GMT+06:00) Almaty, Novosibirsk	N. Central Asia Standard Time	N. Central Asia Daylight Time
51	(GMT+06:00) Astana, Dhaka	Central Asia Standard Time	Central Asia Daylight Time
52	(GMT+06:00) Sri Jayawardenepura	Sri Lanka Standard Time	Sri Lanka Daylight Time
53	(GMT+06:30) Rangoon	Myanmar Standard Time	Myanmar Daylight Time
54	(GMT+07:00) Bangkok, Hanoi, Jakarta	SE Asia Standard Time	SE Asia Daylight Time
55	(GMT+07:00) Krasnoyarsk	North Asia Standard Time	North Asia Daylight Time
56	(GMT+08:00) Beijing, Chongqing, Hong Kong, Urumqi	China Standard Time	China Daylight Time
57	(GMT+08:00) Irkutsk, Ulaan Bataar	North Asia East Standard Time	North Asia East Daylight Time
58	(GMT+08:00) Kuala Lumpur, Singapore	Malay Peninsula Standard Time	Malay Peninsula Daylight Time
59	(GMT+08:00) Perth	W. Australia Standard Time	W. Australia Daylight Time
60	(GMT+08:00) Taipei	Taipei Standard Time	Taipei Daylight Time
61	(GMT+09:00) Osaka, Sapporo, Tokyo	Tokyo Standard Time	Tokyo Daylight Time
62	(GMT+09:00) Seoul	Korea Standard Time	Korea Daylight Time
63	(GMT+09:00) Yakutsk	Yakutsk Standard Time	Yakutsk Daylight Time
64	(GMT+09:30) Adelaide	Ken. Australia Standard Time	Ken. Australia Daylight Time
65	(GMT+09:30) Darwin	AUS Central Standard Time	AUS Central Daylight Time
66	(GMT+10:00) Brisbane	E. Australia Standard Time	E. Australia Daylight Time
67	(GMT+10:00) Canberra, Melbourne, Sydney	AUS Eastern Standard Time	AUS Eastern Daylight Time
68	(GMT+10:00) Guam, Port Moresby	West Pacific Standard Time	West Pacific Daylight Time
69	(GMT+10:00) Hobart	Tasmania Standard Time	Tasmania Daylight Time
70	(GMT+10:00) Vladivostok	Vladivostok Standard Time	Vladivostok Daylight Time
71	(GMT+11:00) Magadan, Solomon Is., New Caledonia	Central Pacific Standard Time	Central Pacific Daylight Time
72	(GMT+12:00) Auckland, Wellington	New Zealand Standard Time	New Zealand Daylight Time
73	(GMT+12:00) Fiji, Kamchatka, Marshall Is.	Fiji Standard Time	Fiji Daylight Time
74	(GMT+13:00) Nuku'alofa	Tonga Standard Time	Tonga Daylight Time

<ScheduledDate> Refers to the date that the message will be deployed. The scheduled date must follow the following format: mm-dd-yyyy hh:mm:ss (eg. 06-24-2009 = June 24, 2009)

<ScheduleHour> Refers to the hour that you wish to send the message. The hour is in 24hr format. Possible values are: 00, 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23

<ScheduleMinute> Refers to the minute that you wish to send the message. SBE sends on a 10 minute interval. Possible values are: 00, 10, 20, 30, 40, 50

### Possible Response Codes (Schedule or Deploy a Message)

<b>003.020.001</b>	<b>CampaignHistoryNo has to be a GUID.</b>
<b>003.020.002</b>	<b>Invalid Email Address.</b>
<b>003.020.003</b>	<b>TimeZone was not recognized as a valid Time Zone (UTCOffset).</b>

<b>003.020.004</b>	Schedule Date was not recognized as a valid DateTime.
<b>003.020.005</b>	Schedule Hour can only be an Integer between '0' to '24'.
<b>003.020.006</b>	Schedule Minute can only be an Integer between '0' to '50'.

# Reporting Functions

## 3.1 General Deliverability Summary Report

Function Name: **GeneralDeliverabilitySummaryReport**

### Description

This function reports back a list of messages that have been deployed during a specific date range, along with some top-line statistics such as message name, user name, date sent, total emails sent, total bouncebacks, open rate %, and Click through %.

### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CliDepNo>54E7AE03-4322-4209-9971-3C2E415339D8</CliDepNo>
    <StartDate>2008-01-01</StartDate>
    <EndDate>2009-05-01</EndDate>
    <SortBy>CampaignName</SortBy>
  </RequestBody>
</RequestMessage>
```

### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CliDepNo>	Refers to the Client Dept. where the group belongs to (this value can be found in the "Setup My Account -> Create/Edit Clients" area of SBE)
<StartDate>	Start date of reporting period
<EndDate>	End date of reporting period
<SortBy>	The returned report is sorted by message name

### Possible Response Codes

<b>003.006.001</b>	<b>CliDepNo has to be a GUID.</b>
<b>003.006.002</b>	<b>Start Date Time was not recognized as a valid DateTime.</b>
<b>003.006.003</b>	<b>End Date Time was not recognized as a valid DateTime.</b>

## 3.2 General Message Statistics Report

### Function Name: GeneralStatisticsReport

#### Description

This function reports back the general statistics related with a specific email message deployment

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e4b4c984-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID> Your SBE Profile ID  
<UserName> Your SBE User Name  
<Password> Your SBE Password

<CampaignHistoryNo> Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"

#### Possible Response Codes

003.007.001	CampaignHistoryNo has to be a GUID.
-------------	-------------------------------------

### 3.3 Unique Open Details Report

Function Name: UniqueOpenDetailsReport

#### Description

This function reports back all of the individuals who opened an existing message

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e4b4c984-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
    <SortBy>HitNumber</SortBy>
    <DescendingOrder>>true</DescendingOrder>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<SortBy>	Not mandatory, the returned report is sorted by the number of times that a message has been opened "hit number" or by email address "email address"
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

#### Possible Response Codes

003.008.001	CampaignHistoryNo has to be a GUID.
003.008.002	SortBy field can only be 'Email Address' or 'Hit Number'.
003.008.003	DescendingOrder field can only be TRUE or FALSE.



### 3.4 General Bounce Back Statistics Report

Function Name: **BounceBackStatisticsReport**

#### Description

This function returns back some high level email bounce-back statistics for the message that was sent out such as hardbounce, softbounce, autoresponder, unknown, transient, spam notification, and address change.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e4b4c984-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
    <SortBy></SortBy>
    <DescendingOrder></DescendingOrder>
    <FullList>true</FullList>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<SortBy>	Not a mandatory field, but can be used to sort bounce types in order of "email address"
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order
<FullList>	Returns back the full list of bounce-backs (all types), rather than a partial list. True = return the list count numbers of all the bounceback types (if the respected bounceback type list is empty, the list count number shows 0) False = return partial list count numbers of the bounceback types (skip the bounceback types whose list counts are 0);

#### Possible Response Codes

<b>003.009.001</b>	<b>CampaignHistoryNo has to be a GUID.</b>
<b>003.009.002</b>	<b>SortBy field can only be 'Email Address' or 'Hit Number'.</b>
<b>003.009.003</b>	<b>DescendingOrder field can only be TRUE or FALSE.</b>
<b>003.009.004</b>	<b>FullList field can only be TRUE or FALSE.</b>

### 3.5 Detailed Bounce Back Statistics Report

Function Name: **BounceBackDetailsReport**

## Description

This function returns back the details (email addresses) for any type of bounce back (eg. hard bounce) for a specific email message that was already deployed.

## Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e4b4c984-edbe-4fea-b944-d459e6848335</CampaignHistoryNo>
    <BounceBackType>HardBounce</BounceBackType>
    <DescendingOrder></DescendingOrder>
  </RequestBody>
</RequestMessage>
```

## XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<BounceBackType>	Refers to the type of bounce back that you wish to gather information
AddressChange	The recipient has requested an address change.
AutoResponder	Automatic email responder ( ex: 'Out of Office' or 'On Vacation')
DnsError	A temporary DNS error.
HardBounce	The server was unable to deliver your message (ex: unknown user, mailbox not found)
OpenRelayTest	The NDR is actually a test email message to see if the mail server is an open relay.
SoftBounce	Unable to temporarily deliver message (i.e. mailbox full, account disabled, exceeds quota, out of disk space)
SpamNotification	The message was delivered, but was either blocked by the user, or classified as spam, bulk mail, or had rejected content.
Subscribe	Subscribe request from someone wanting to get added to the mailing list.
Transient	The server couldn't temporarily deliver your message (ex: Message is delayed due to network troubles)
Unknown	Unable to classify the NDR
Unsubscribe	Unsubscribe or Remove request
VirusNotificatiton	The bounce is actually a virus notification warning about a virus/code infected message.
ChallengeVerification	The bounce is a challenge asking for verification you actually sent the email. Typical challenges are made by Spam Arrest, or MailFrontier Matador
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

## Possible Response Codes (Detailed Bounce Back Statistics Report)

<b>003.010.001</b>	<b>CampaignHistoryNo has to be a GUID.</b>
<b>003.010.002</b>	BounceBackType field is a MANDATORY field.
<b>003.010.003</b>	DescendingOrder field can only be TRUE or FALSE.

### 3.6 General Link Analysis Report

#### Function Name: LinkTriggerAnalysisReport

#### Description

This function returns back a general report with top-line link analysis statistics for the message that has been deployed such as friendly name, link name, total clicks, unique clicks, and % of recipients who have clicked based against the total number of emails sent minus hard bounce backs.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e4b4c984-edbe-3fea-b946-d459e6848335</CampaignHistoryNo>
      <ViewType>0</ViewType>
      <SortBy></SortBy>
      <DescendingOrder></DescendingOrder>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<SortBy>	Not a mandatory field, but can be used to sort links in order of "friendly name", total clicks "total" or unique clicks "unique"
<ViewType>	Refers to the link name details that get returned upon reporting 0 = Show both Friendly Name, and link 1 = Show Friendly Name Only 2 = Show Link Only
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

#### Possible Response Codes

003.011.001	CampaignHistoryNo has to be a GUID.
003.011.002	ViewType field can only be '0', '1' or '2'.
003.011.003	SortBy field can only be 'Friendly Name', 'Total' or 'Unique'.
003.011.004	DescendingOrder field can only be TRUE or FALSE.

### 3.7 Detailed Link Analysis Report

## Function Name: LinkTriggerDetailsReport

### Description

This function returns back a detailed report of individuals who clicked on a particular link.

### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e4b4c983-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
      <ViewType>0</ViewType>
      <FriendlyName>LinkTest</FriendlyName>
      <Link>http://www.yahoo.com/?##pfield_0##</Link>
      <SortBy></SortBy>
      <DescendingOrder></DescendingOrder>
    </RequestBody>
</RequestMessage>
```

### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<SortBy>	Not a mandatory field, but can be used to sort links in order of "friendly name", total clicks "total" or unique clicks "unique"
<ViewType>	Refers to the link name details that get returned upon reporting 0 = Show both Friendly Name, and link 1 = Show Friendly Name Only 2 = Show Link Only
<FriendlyName>	Mandatory, refers to the friendly name provided to the link
<Link>	Mandatory, refers to the exact url (link) in the email message that was sent that you wish to view the details for.
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

## Possible Response Codes (Detailed Link Analysis Report)

<b>003.012.001</b>	<b>CampaignHistoryNo has to be a GUID.</b>
<b>003.012.002</b>	ViewType field can only be '0', '1' or '2'.
<b>003.012.003</b>	Friendly Name field should NOT be blank.
<b>003.012.004</b>	Link field should NOT be blank.
<b>003.012.005</b>	Either Friendly Name field or Link field should NOT be blank.
<b>003.012.006</b>	SortBy field can only be 'Friendly Name', 'Total' or 'Unique'.
<b>003.012.007</b>	DescendingOrder field can only be TRUE or FALSE.

### 3.8 Detailed Unsubscriber Report

#### Function Name: UnsubscriberDetailsReport

#### Description

This function returns back a detailed report of individuals who unsubscribed from a particular message that has already been deployed

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e4b4c983-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
    <DescendingOrder></DescendingOrder>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

#### Possible Response Codes

003.013.001	<b>CampaignHistoryNo has to be a GUID.</b>
003.013.002	DescendingOrder field can only be TRUE or FALSE.

### 3.9 ROI Statistics Report

Function Name: ROIStatisticsReport

#### Description

This function returns back some top-line statistics of individuals who clicked on a link within an email that has been deployed and who were directed to a website that has the SBE tracking code (javascript) added. The SBE ROI feature is used to track user conversion after an initial click from the email that has been deployed.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e3b4c984-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
    <ViewType>0</ViewType>
    <SortBy></SortBy>
    <DescendingOrder></DescendingOrder>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<SortBy>	Not a mandatory field, but can be used to sort links in order of "friendly name", total clicks "total", link name "link", total price of purchases "total price", total quantity of purchased items "total quantity" or type of currency "currency code".
<ViewType>	Refers to the link name details that get returned upon reporting 0 = Show both Friendly Name, and link 1 = Show Friendly Name Only 2 = Show Link Only
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

#### Possible Response Codes

003.014.001	<b>CampaignHistoryNo has to be a GUID.</b>
003.014.002	<b>ViewType field can only be '0', '1' or '2'.</b>
003.014.003	<b>SortBy field can only be 'Friendly Name', 'Link', 'Total Price', 'Total Quantity' or 'Currency Code'.</b>
003.014.004	<b>DescendingOrder field can only be TRUE or FALSE.</b>

### 3.10 ROI Page View Frequency After Click Report

Function Name: ROIStatisticsReport



## Description

This function returns back the page view frequency after recipients of an email message click on a link and are directed to a website with the SBE javascript tracking code.

## Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e3b4c984-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
    <ViewType>0</ViewType>
    <SortBy></SortBy>
    <DescendingOrder></DescendingOrder>
  </RequestBody>
</RequestMessage>
```

## XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<SortBy>	Not a mandatory field, but can be used to sort links in order of page name "page name", number of visited recipients "visited recipients", or number of times an individual visited a page "visited times"
<ViewType>	Refers to the link name details that get returned upon reporting 0 = Show both Friendly Name, and link 1 = Show Friendly Name Only 2 = Show Link Only
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

## Possible Response Codes

<b>003.015.001</b>	<b>CampaignHistoryNo has to be a GUID.</b>
<b>003.015.002</b>	<b>ViewType field can only be '0', '1' or '2'.</b>
<b>003.015.003</b>	<b>SortBy field can only be 'Page Name', 'Visited Recipients' or 'Visited Times'.</b>
<b>003.015.004</b>	<b>DescendingOrder field can only be TRUE or FALSE.</b>

### 3.11 ROI Details Report

#### Function Name: ROIDetailsReport

#### Description

This function returns back the page view details after recipients of an email message click on a link and are directed to a website with the SBE javascript tracking code.

#### Example XML

```
<RequestMessage>
  <RequestHeader>
    <ProfileID>TEST</ProfileID>
    <UserName> MyUserNameGoesHere </UserName>
    <Password> MyPasswordGoesHere </Password>
  </RequestHeader>
  <RequestBody>
    <CampaignHistoryNo>e3b4c984-edbe-4fea-b946-d459e6848335</CampaignHistoryNo>
    <ViewType>0</ViewType>
    <FriendlyName>LinkTest</FriendlyName>
    <Link>http://www.yahoo.com/?##pfield_0##</Link>
    <SortBy></SortBy>
    <DescendingOrder></DescendingOrder>
  </RequestBody>
</RequestMessage>
```

#### XML Tag Definition

<ProfileID>	Your SBE Profile ID
<UserName>	Your SBE User Name
<Password>	Your SBE Password
<CampaignHistoryNo>	Refers to the message ID that you wish to gather a report for. This value can be found in SBE at "Create/Send a Message -> click "edit" next to the message that you wish to send a test to"
<SortBy>	Not a mandatory field, but can be used to sort by email address "email address", time that page was visited "visit date time", landing pages visited "land page", the exit page of the user session "exit page" or the time spent on the page "time spent"
<ViewType>	Refers to the link name details that get returned upon reporting 0 = Show both Friendly Name, and link 1 = Show Friendly Name Only 2 = Show Link Only
<FriendlyName>	Mandatory, refers to the friendly name provided to the link
<Link>	Mandatory, refers to the exact url (link) in the email message that was sent that you wish to view the details for.
<DescendingOrder>	Order list in ascending or descending order True = descending order False = ascending order

### Possible Response Codes

<b>003.016.001</b>	<b>CampaignHistoryNo has to be a GUID.</b>
<b>003.016.002</b>	ViewType field can only be '0', '1' or '2'.
<b>003.016.003</b>	Friendly Name field should NOT be blank.
<b>003.016.004</b>	Link field should NOT be blank.
<b>003.016.005</b>	Either Friendly Name field or Link field should NOT be blank.
<b>003.016.006</b>	SortBy field can only be 'Email Address', 'Visit Date Time', 'Land Page', 'Exit Page' or 'Time Spent'.
<b>003.016.007</b>	DescendingOrder field can only be TRUE or FALSE.