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FAQ

Managing profiles subscriptions

Are people who unsubscribe not by the link in the letter, but in the mail service interface, marked as unsubscribing?

Yes, if mail service supports special header, which is transferred into the letter.
Global unsubscription is performed, if resource was not chosen before mailing.
Resource unsubscription is performed, if resource was chosen before mailing.

Why the profile status is changed when unsubscription from non-resource mailing is performed?

If the mailing is performed without selecting resource, global profile status is used.

If the user will subscribe again, will he restore from the suppression list?

No, if the mailing was performed without resource, or with the same resource. Use API to restore him.
In future, we recommend to use several resource subscriptions.

What is resource identifier?

Resource is the mailing source by one or several channels. For example, one website - one resource.
Resource identifier is a number, which is displayed next to its name. It is used in API queries.

What is the difference between suppression list and unsubscription?

Suppression list and unsubscription are different things. Suppression list is commonly used for temporary exception from the mailings, like the situation when content will have negative reaction from the subscribers.

How can we manage subscription confirmation for users, who can see only text version?

They can also have the link. You can set its name like `<name="Name">`. Part in angle brackets will not be displayed while mailing.

What essences can be marked with tag in the platform?

You can mark databases, segments, channels, templates, scheduled imports, suppression lists, campaigns, workflows, promocodes, summary reports.

Why does the number of unsubscribe link clicks not match the number of unsubscribes?

A user can unsubscribe not only via the link in the email, but also through the service interface (e.g., by clicking a button). These actions are not always tracked as link clicks. As a result, the total number of clicks may differ from the number of actual unsubscribes.

Managing databases

How can developer configure data exchange with the website?

Developer must be provided with API token and link to documentation page — see User API.

Can we upload database without email addresses? For example, for SMS mailing.

Yes, you can. Select coincidence by profile email address. This field will be filled with data like “ID@localhost”.
Profile identifier will be generated by the platform.

How can we spot subscriber territory or country?

The platform can spot geolocation by IP address.

What field type can be used for currency?

Unfortunately, there are no fractional fields in the database. Use integer type.

How can we transfer resource subscriptions during profile import?

You can include subscriptions array into the `data` object during subscriptions import like:

```
subscriptions": [
      {
        "resource_id": 46,
        "channel": "email",
        "email_data": {
          "email": "example_email@example.org",
        },
        "priority": 0,
        "status": "subscriber"
      }, ...
```

Or simple option:

```
subscriptions": [
      {
        "resource_id": 46,
        "channel": "email",
        "email": "example_email@example.org",
        "priority": 0,
        "status": "subscriber"
      },
```

Can we transfer several profiles in one API query for profile import?

For several profiles import, use Massive profiles import.

How can we clear the database?

Use API query to clear the database.

Also, you can clear the database using query to MongoDB.

Can we spot devices, OS and browsers used by customers?

Information is collected in the User Agent field in customer profile.

How can we create the field, which displays customer’s interests in different categories?

You can create “Tags” type field in the database. Tags can be added and removed manually, using APIs and workflows.

How can we clone the database with all its profiles and subscriptions?

When cloning the database, only its structure is copied. For copying profiles, press “Copy profiles” button, and after that you will be suggested to select the segment.

If i upload customers from the database, will email addresses be uploaded from the profile or from the profile subscriptions?

You can export only encrypted subscriptions. By default, all profile subscriptions will be exported. In the export menu, you can configure, what subscriptions will be considered.

Why does the report metric not match the number of profiles in the segment?

Reports are based on events, not individual profiles. A single profile can generate multiple identical events — for example, clicking a link twice or opening an email multiple times. In such cases, the event count exceeds the number of unique profiles in the segment.

Why doesn’t the static segment recalculate automatically?

A static segment does not update automatically — it is a fixed list of profiles formed based on the specified conditions at the time of creation. If the data in the database has changed, the static segment must be recalculated manually. To do this, click the **"Recount** button at the top of the segment editor.

When recounting, only the current filters will be used. Profiles added or removed manually will not be preserved.

Managing campaigns

What is campaigns queue used for?

It displays present mailing status for certain campaign.

How can we send mailing to subscribers, who did not receive it?

You can create the segment and select customers, who did not receive the message.

Is there a global limit of mailing amount to one customer in a day or a week? Can it be ignored for some messages? How can we configure it?

Yes, it is called Sending policy. It can be set for a resource or for the account. If necessary, it can be changed in some campaigns.

How can we send the mailing partially?

You can set limits for sending in the campaign.

I open the letter and put it into spam, why the complain is not displayed in the report?

Perhaps, FBL/CFL was not configured. Contact your system administrator.

Can we have an example of API query for trigger sending to several subscribers?

```
{
  "token": "e00c3da0a53e4e54a795da58701f4d70",
  "id": 5511,
  "custom_request": {
    "Custom_ID": {
      "$in": [
        "IpHicQquekzYkufl", "xzFKLXeaJkCYHuMb", "SRNOwHVZiWFItJhr"
      ]
    }
  }
```

Can we use blind carbon copy during sending campaigns?

Yes, Altcraft MP supports BCC in messages. To use it, see campaign Smart settings and enter address for BCC in **Send hidden copy to these addresses** block.

Managing message templates

How can we use data tables?

See Using content from SQL database in the messages.

Managing scenarios

How does the profile move through the scenario if the campaign element failed to send a message?

If sending a message ended in an error (e.g. due to a technical reason), the profile automatically moves to the next element according to the scenario.

How does the profile move through the scenario if there is an error in the element of an API call, profile update or condition?

If an error occurs in the element and the scenario does not provide a separate exit for error handling, the profile will be excluded from the scenario. This is done to prevent incorrect execution.

The HTTP element supports error handling — if a request fails, it can retry or send the profile along an alternative path.

What happens if you delete the element where the profiles reside?

If an element is deleted during scenario execution and it contains active profiles, such profiles will be immediately excluded from the scenario.

How to see the apicontent of a profile?

To view the apicontent of a profile, hover the cursor over the desired element in the scenario. An icon with a number above it will be displayed - this is the number of profiles in the element. Click on this icon to open the list of profiles. In the opened window you can see the data of each profile, including the apicontent block, if API requests were used in the scenario.

Recommendations for managing scenarios

- Try to avoid conditions with negation (e.g. “is not equal”) - it complicates the logic and reduces the visibility of the scenario.
- It is recommended to filter out most of the profiles already in the start element to minimize unnecessary load on the scenario.
- Use static segments.

Other

Not all functions are available in the interface.

Contact platform administrator for turning Smart settings on.

What coding is used for files import?

UTF-8 coding is used.

How can we download the report?

Select Tasks in the main menu.

Is it possible to automatically update profile fields during event transfer into the platform?

Yes, you can use workflows for this.

Why are there no complains in the report?

FBL must be configured for complaints display in the report.

> **NOTE**
>
> Complaints are processed with automatic subscription change.

What is pixel? What is it used for?

Pixel is a script, that send query to the tracking server, when subscriber performs any actions on the website or in the application.

Pixel can transfer information related to this action, like website address, which is subscriber source, achieved goal and others. This information is written into every pixel code and it is transferred in profile history. Achieved goals and action price can be used for segmentation, including automatic segmentation in the workflows.

Also, pixel information is used in “Pixels” and “Goals” reports.

Is it possible to make segment by User-Agent parameter?

Yes, it is divided by Browser/Platform in the segments.

Promocodes import and generation buttons are not available.

You need to save loyalty program first.

The file name in the attachment in emails has incorrect name.

The problem can be resolved by the following methods:

1. Reinstall Outlook from the Standard package.
2. Configure the Outlook client: use **UTF-8** for the **Outgoing message encoding parameter**.

- In Outlook select **File** -> **Option** -> **Advanced**.
- In the **International options** section, set the **Preferred encoding for outgoing messages** option to **UTF-8**.

3. Avoid using Russian characters in the file name.
4. Consider using a different version of Outlook.

How are email opens and reads tracked?

At the end of each email, several 1×1 pixel images are automatically added.

When the first pixel is loaded, an open is recorded. If the second pixel is loaded with a short delay (up to 8 seconds), a read is recorded.

How is a profile’s geolocation tracked?

A profile’s geolocation is determined by its IP address at the moment the email is opened or an action is performed.

Altcraft glossary

Email Marketing Terms

API (Application Programming Interface) — the language of communication of one computer program with another. By delivering requests and returning responses, two computer programs talk to each other in order to execute some common task together.

BCC (Blind Carbon Copy) — hidden recipients of the letter, whose addresses are not shown to other recipients.

Caller ID— the identifier of the subscriber-sender of SMS messages. It can contain Latin letters and numbers without spaces.

Double Opt-In — the user indicated his email at the moment of subscribing and confirmed it by clicking on the special link in the confirmation letter. Advantage: a more interested and active audience gets into the database. Disadvantage: conversion reduces, because a part of the audience does not confirm the subscription.

DKIM (Domain Keys Identified Mail) — an email authentication technique that adds a digital signature to the email. It allows the receiver to check that an email was indeed sent and authorized by the owner of that domain.

OR (Open Rate) — the percentage of subscribers who open a specific email out of your total number of subscribers.

CTR (Click-Through Rate) — the ratio of users who click on a specific link to total nubmer of delivered messages.

CTOR (Click to Open Rate) — the ratio of users who click on a specific link to the number of total users who open the letter.

SB (Soft Bounce) — the letter returns because the email server is temporarily unable to deliver your message. There are two possible reasons: the recipient's email box is full or recipient's email server is temporarily inaccessible.

SPF (Sender Policy Framework) — an email-authentication technique that allows you to check if the sender's domain is forged. It is used to prevent spammers from sending messages on behalf of your domain. You need to add a special TXT record to the sending domain (sender domain, from domain), which determines the policy of allowing sending this domain from various hosts.

SQL (Structured Query Language) — a special language used for managing databases. With the help of SQL, you can set the structure of the database, organize the selection of data from it according to some specific criteria, delete data.

HB (Hard Bounce) — email addresses that do not accept emails due to invalid emails or an unexpected error during sending.

Pop-up — a small window that appears on top of the main content of a web page.

Altcraft Marketing Platform internal terms

Subscriber profile — contains information about mailing receivers - customers, partners.

Profiles database — defines structure of profile data fields and subscriptions.

Static segment — fixed profiles list, formed by several conditions, or by other ways (manually, by scenario or API). Static segment can be counted during selection from the database, but it will not be recounted automatically.

Dynamic segment — set of rules, that will be used for selection in the moment of using the segment — like campaign launch.

Profile subscription — a record that combines contact data for a specific communication channel and information about registration.

Resource — objectfor organizing customer subscriptions to certain content via certain communication channels.

Campaign — creates message for certain resource subscribers, based on selected template, and adds customer information from the database, dynamic content, parts and fragments.

Broadcast campaign — tool used when you need to communicate to a specific audience one single time.

Regular campaign — a tool for organizing **massive multiple** mailings to your subscribers.

Trigger campaign — tool for organizing transactional messages.

Multivariate testing — campaign that can have from 2 to 8 alternatives with different content and settings. You can compare efficiency of this messages and select the best one.

Campaign log — tool for tracking all stages and errors during campaign sending.

Message template — a set of content that you send to your customers within one or more marketing campaigns.

Scenario — sequences of actions used for marketing workflow automation.

Channels report — a report that provides data on all events tracked in campaigns: sends, deliveries, opens, clicks, and more.

Traffic report — a report that provides data on profile traffic from sources such as channels, forms, pixels, and pop-ups.

Cohorts report — report by groups of subscriber profiles from specific databases imported at the same time period.

Lifetime report — a tool to analyze customer cohorts lifetime.

Conversion funnel report — you can analyze your marketing strategy conversion or count it for certain action using this report.

Goals report — this report shows analytics about website visits and performing target actions like: income form deal, partner commission etc.

Audience growth report — report that shows subscriber profiles quantity changes.

Click map report — report that allows you to compare different message versions and different links values

User panel — interface for user to work with Altcraft MP.

Administrator panel — service interface used by Altcraft MP administrator.

Tag — mark for databases, segments, message templates, database imports, forms, suppression lists, products and orders, used for navigation in platform; used to navigate and improve the search for these entities in the platform.

Connection — a mechanism type which let you authorize in external systems to expand Altcraft Marketing capabilities with the functionality of these systems. You usually need an account in an external system with API access rights to create such a connection.

Sending policy — settings which regulate number of messages per client. Such policy can be applied to an account, a resource or a campaign.

Suppression list — ɔa list of email addresses, email domains and phone numbers, which you do not want to send messages to. Suppression list filters an email address or a phone number at moment of campaign launch.

Tracking domain — a domain for tracking subscriber activity. It allows you to find out which links the recipient of the message has clicked on.

Pixel — HTML or JavaScript code placed on website, used for customers behavior tracking.

Watchers database — profiles database, that can be used to control campaigns sending process and result. These profiles will receive same messages as your customers.

Market — functionality that allows you to import product and order data from various marketplaces into the platform and use this data to communicate with customers.

Form — a service that allows you to receive feedback from your customers. So you can find out the missing information directly by creating questionnaires or surveys.

Tag manager — a tool that allows you to manage HTML tags and JavaScript code without any need for developers. It is opportunity for you to create, add, and update code snippets on your site to track user activity and feed data into the platform.

Profiles and databases

Profiles and databases

How to start

Create a database

	Start from creating a database, where you will store digital profiles of your customers. Define the structure for your base, using standard data fields and custom data fields to implement **Creating a database is your first step in using Altcraft MP.**

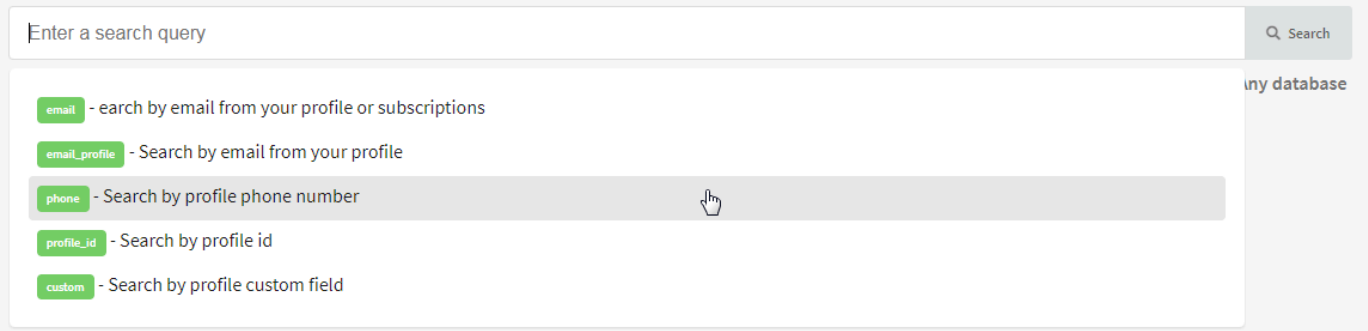
Create subscriptions resource

	Communications with customers in Altcraft is designed for interaction with several communication channels, including different contacts in one channel. Subscriptions of profiles for different types of mailing (advertising, inbound, service, partners) are grouped into Resources. A resource is a content publisher for which you can separately configure sender data, tracking, sending policies, and also communications channels used. **Create at least one resource to start communication with your customers**

TIP

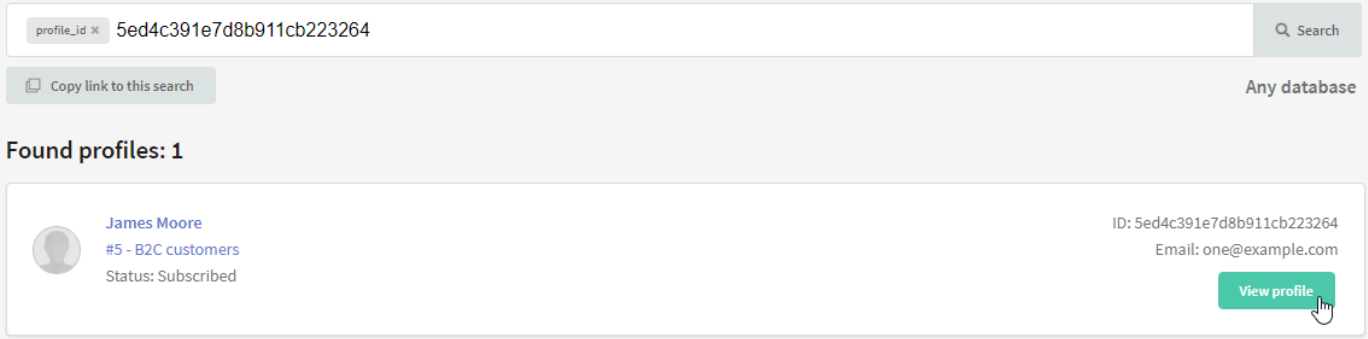
To **find** a specific customer profile in your databases use the **quick search** tool (**Data** → **Search**). Just start entering - or paste - your customer's data.

For email you can specify to search for subscriptions, or profile data only:



If you need to search for a profile by an **additional (custom) field**, use the following format: `field_name:value`.

You can copy link to search query and view the profiles:



Contents

Subscription resources

Subscription resources

Resource in Altcraft is a tool for organizing customer subscriptions to certain content via certain communication channels. Subscriptions to different resources are not connected to one another. Unsubscribing to one resource does not affect other subscriptions and **global profile status**, thus a subscriber can choose which content to receive - and you get more opportunities to retain your customer.

One or several communication channels can be configured in a resource for forming subscriptions. A resource can be:

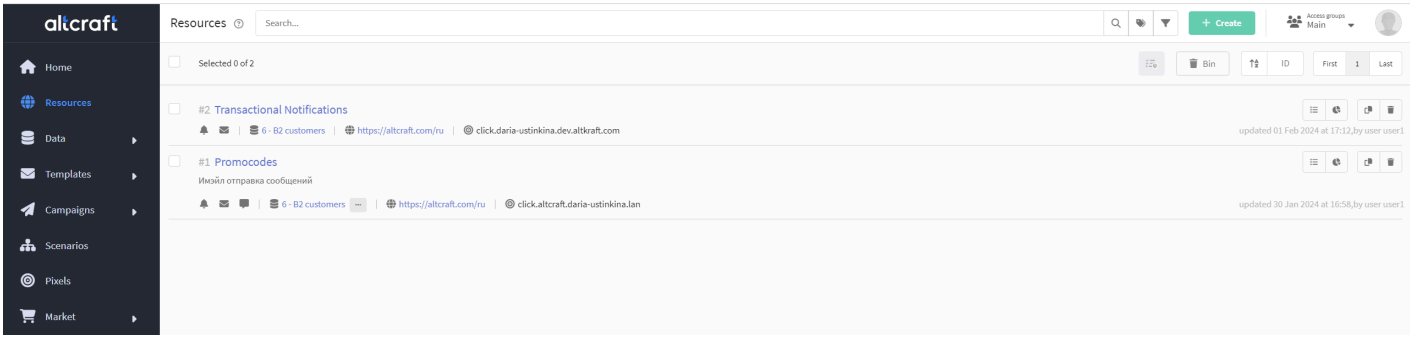
- Website or landing page
- Mobile or desktop application
- Registration form on the partner's website
- Certain type of mailing
- Special offer or product

For example, if a subscriber is not satisfied with advertisement mailings, but he is interested in information mailings, using two resources, the chance of saving potential customers and making a deal is much higher.

Different resources can use different tracking and sender domains - and different **From names** as well. In channel reports, general statistics intersections are available for resources, which makes effective end-to-end analysis of different marketing strategies possible.

Managing resources

Choose **Resources** in the Main menu to start managing resources.



Click on the resource name to edit it. Use the action menu on the right side to view the resource’s subscribers



, clone the resource

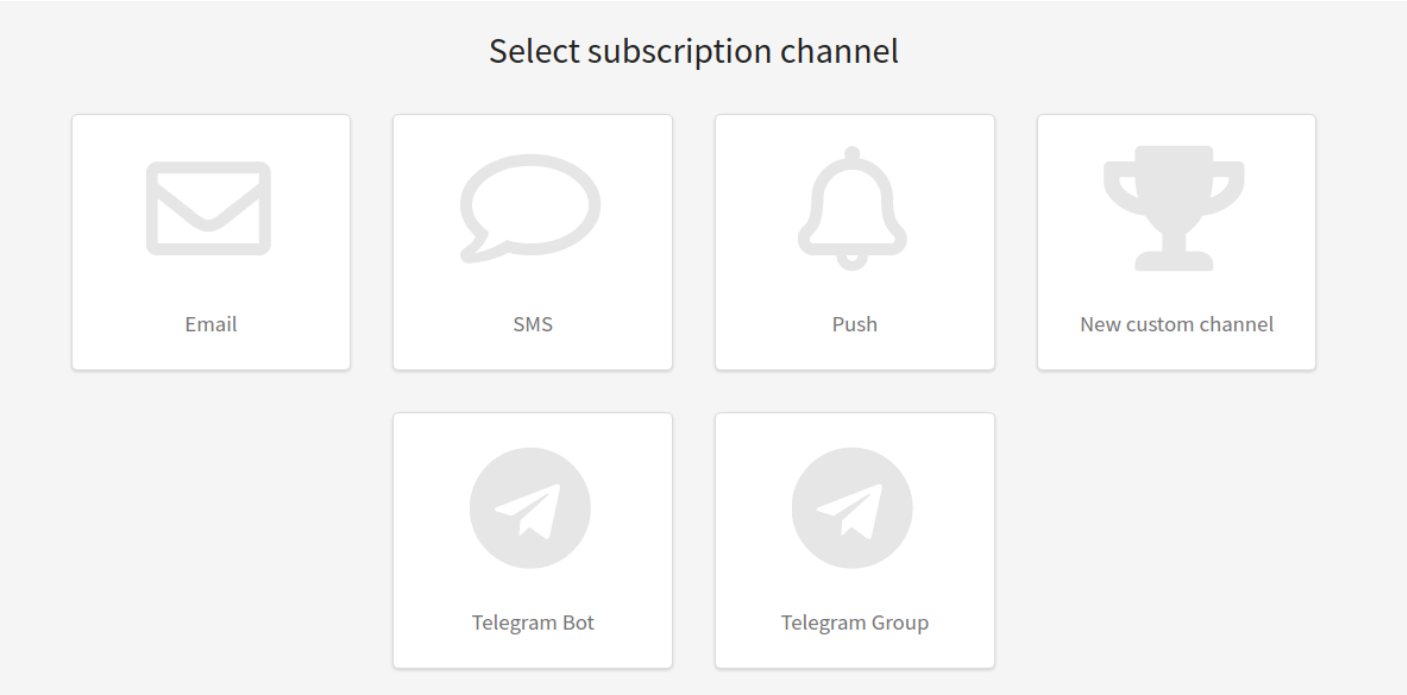


, or delete it



. To add a new resource, click **+ Create** at the top of the page.

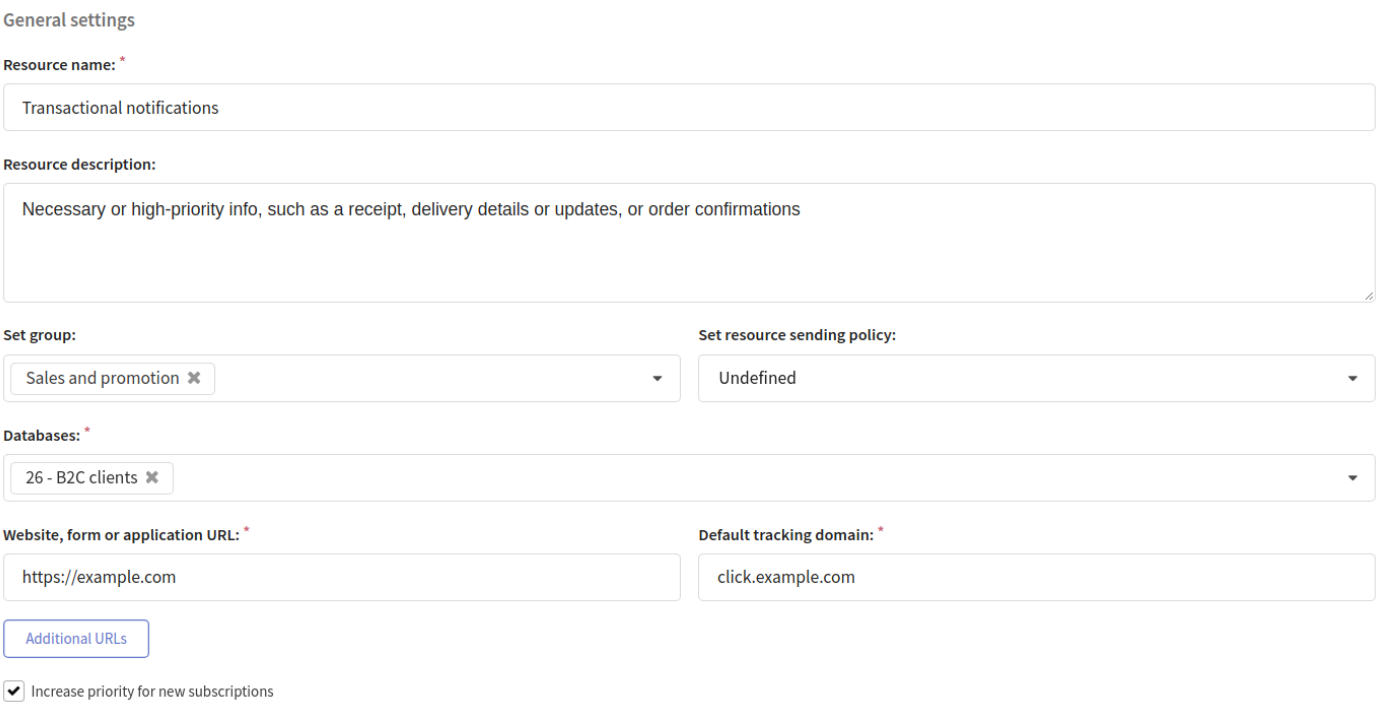
Next, select a primary subscription channel. Note that you can add another one at any time:



General settings

For a new resource, enter a **Name** and **Description** (optionally). For every resource you can configure:

- **Access group** — place resource in account **objects group**.
- **Resource sending policy** — limitcommunication with one subscriber within the resource.
- **Databases** — selectdatabases whose profiles can subscribe to the resource.
- **Website, form or application URL** — URL of your resource or its opt-in page. Additional URLs can be added.
- **Default tracking domain** — domain for tracking subscriber actions within the sent messages. In campaign **Smart settings** you can override or add tracking domains.



TIP: Increase priority for new subscriptions

A user can subscribe to one resource several times by entering different contact details (email or phone number). If you activate the “**Increase priority for new subscriptions**” option, the contact information that the user provided during the last

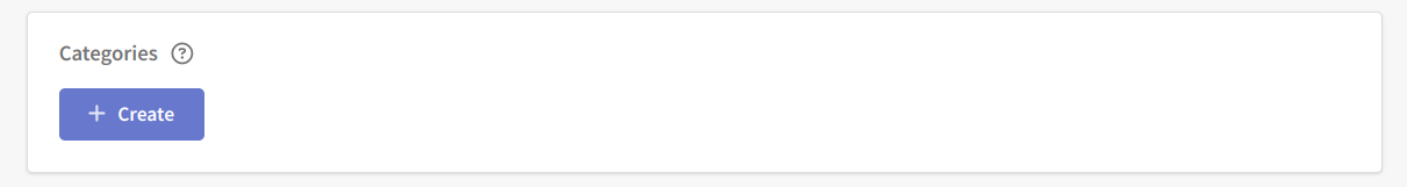
subscription will become a priority. It is to this email or number that messages will be sent in subsequent mailings.

Please note that the “Increase priority for new subscriptions” option applies only if the priority is not explicitly specified when adding a new subscription. If the priority of the new subscription is explicitly specified (for example, in an API request), then the priorities of existing subscriptions remain unchanged.

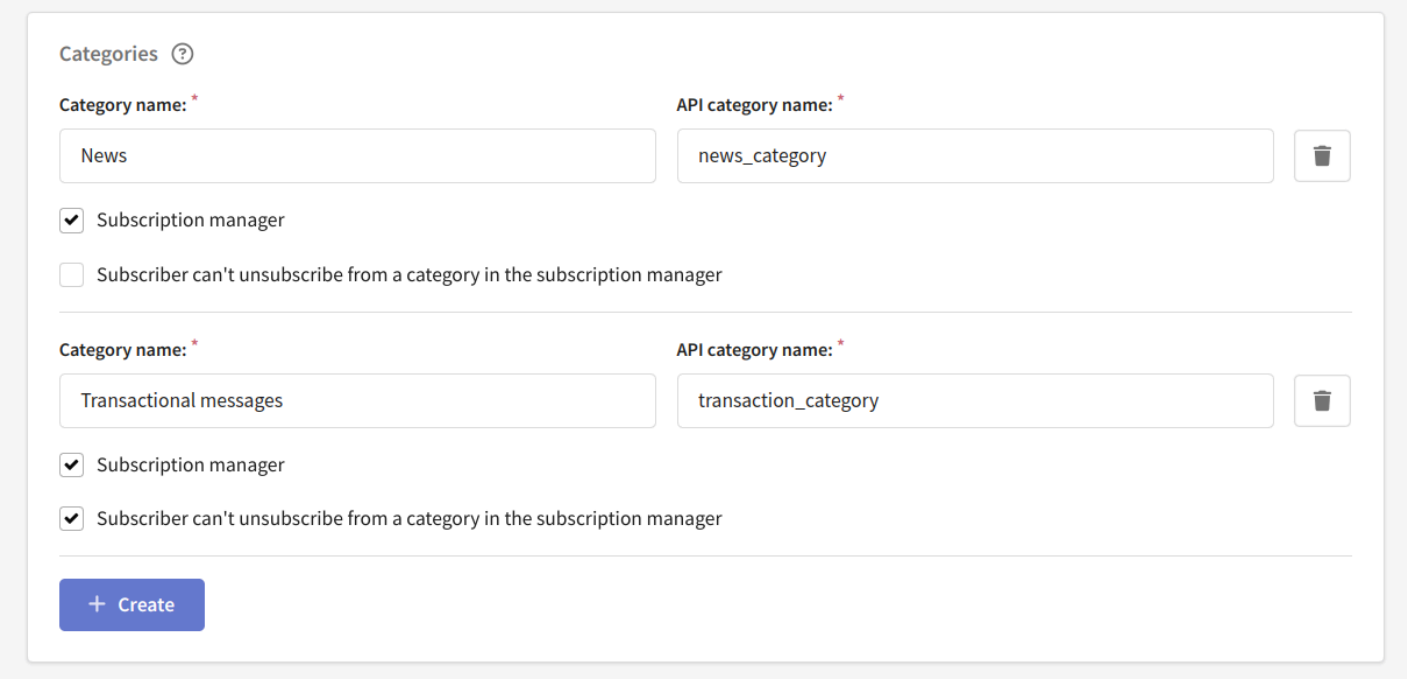
Resource categories

Categories enable you to specify the type of content a profile is subscribed to. For instance, a resource like “Mobile App” can include categories such as “News”, “Promotional Offers”, and “Transactional messages”. If a client unsubscribes from one category within a resource, they will still receive messages from other categories. Unlike subscribing to a resource, subscribing to a category has just two statuses: “Subscribed” and “Unsubscribed”. You can manually modify this status in customer profiles or via API requests.

To add a new category to a resource, click the **+ Create** button:



Specify a custom **category name** and **name** that will be used in **API requests**:



Additionally, you have the option to add a category to the subscription manager, This way, you allow subscribers to manage their category subscriptions by their own. If receiving messages within this category is required, activate the option “Subscriber can’t unsubscribe from a category in the subscription manager”.

The number of categories is not limited. To delete a category, click the button



.

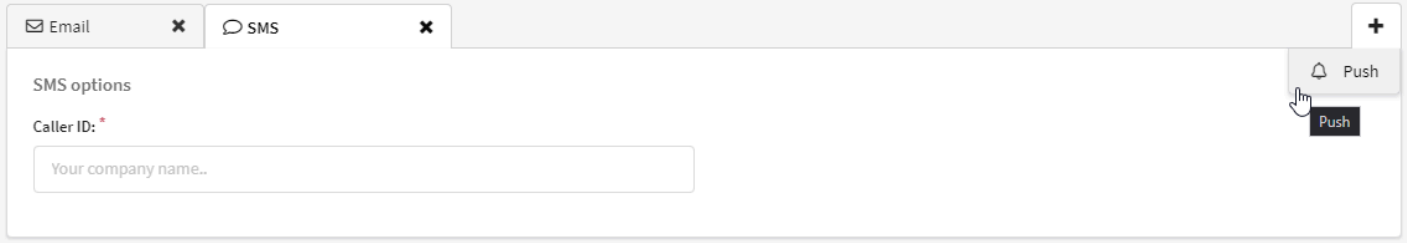
Please note that after saving the resource, you will be able to edit the category name, but not the API name.

Communication channels settings

INFO

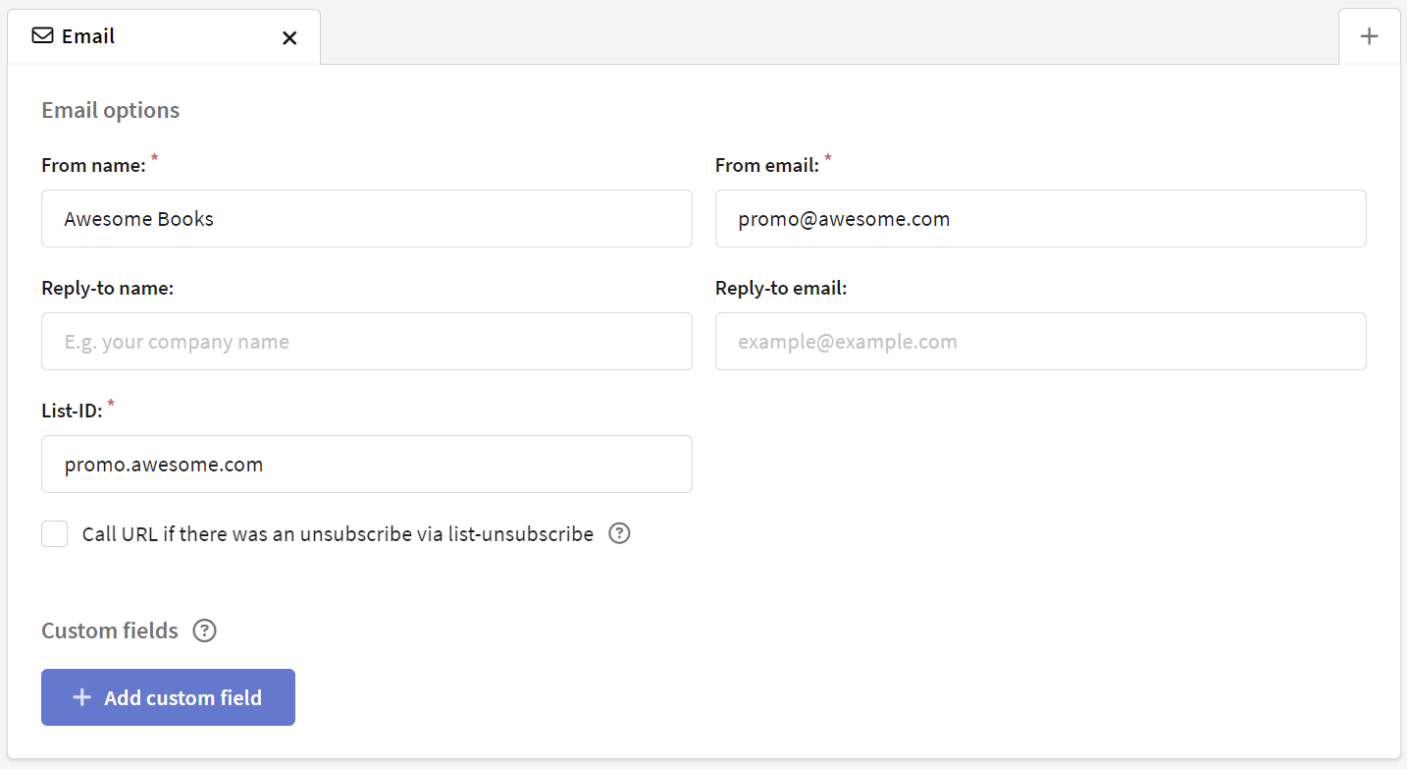
You can add **no more than 8 communication channels** for a single resource!

Each resource can form subscriptions via one or several communication channels. 7 channels are available out of the box: Email, SMS, Push, Telegram, WhatsApp*, Viber and Notify. Custom channels are preconfigured by platform administrators. To add a channel configuration tab, press **plus** on the right side:



Email

To communicate with customers by email, enter **From name**, **From email**, **Reply-to name** and **Reply-to email** - in case you will gather replies to your mailings:



You also need to fill in the **“List-ID”** field. List-ID is an additional header included in a message that transmits a unique mailing list identifier. Email clients use information from the header for filtering and sorting incoming messages. Details of the List-ID standard can be found here.

Enter the List-Id in the format `[list-label].[domain]`. Examples:

- `list-header.nisto.com`
- `commonspace-users.list-id.within.com`
- `0Jks9449.list-id.cmu.edu`

List-ID is specified without < and > symbols. The length of the identifier should not exceed 255 characters. The domain should match the sender’s domain.

INFO

It is recommended to use different List-IDs for each resource.

Unsubscribe settings in the Email channel

The platform provides two mechanisms for unsubscribing from the Email channel in the resource:

1. **Unsubscribe link in the List-Unsubscribe** is transmitted in the header of the letter for use by mail services.
2. **Unsubscribe link in the body of the letter** is added to the template using the variable `{unsubscribe}`.

The following settings are available to manage unsubscribe via **List-unsubscribe**:

- **Don't use list-unsubscribe in email** — unsubscribe list-unsubscribe link is not added to the header parameter.
- **Call URL if there was an unsubscribe via list-unsubscribe** — the required field will be displayed **"Called URL"**. It should specify the URL that the user will go to after unsubscribing via the unsubscribe link of the mail service. If the URL is omitted, the user will be redirected to the system unsubscribe page.

CAUTION

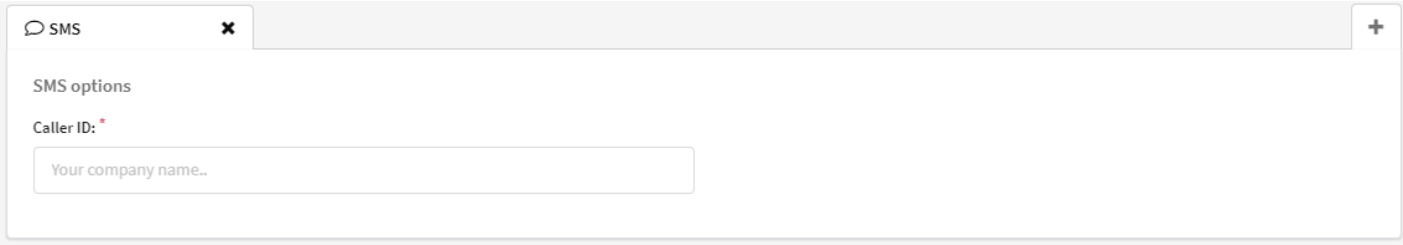
Unsubscribe option **"Don't use list-unsubscribe in email"** is available only for users of the On-Premise solution. To activate this option, add the `unconditional_subscriber` parameter to the EXTRAS property in the configuration file `main.json`.

TIP

To communicate with subscribers via the email channel, you need to use email addresses formatted as john@example.com. Email addresses must comply with RFC standards. You can find the main requirements at this link.

SMS

To communicate with short telecom messages, activate the **SMS channel** in the resource and enter **operator name (Caller ID)**. Generally,it needs to be agreed on with your SMS provider, unless you use your own telecom gateway.



TIP

Communication with subscribers through the SMS channel is done using their phone numbers. The number must be provided in international format, without spaces, hyphens, or other separators, and it should start with a plus sign. For example: `+79123456789`. Learn more.

Push

CAUTION

If a custom unsubscribe link is specified in the email template, then it will be a priority. Read more about user links in the article.

Push channel combines settings for all supported platforms:

Web browsers: Google Chrome, Mozilla Firefox, Apple Safari and Opera browser

Mobile applications: Android and iOS.

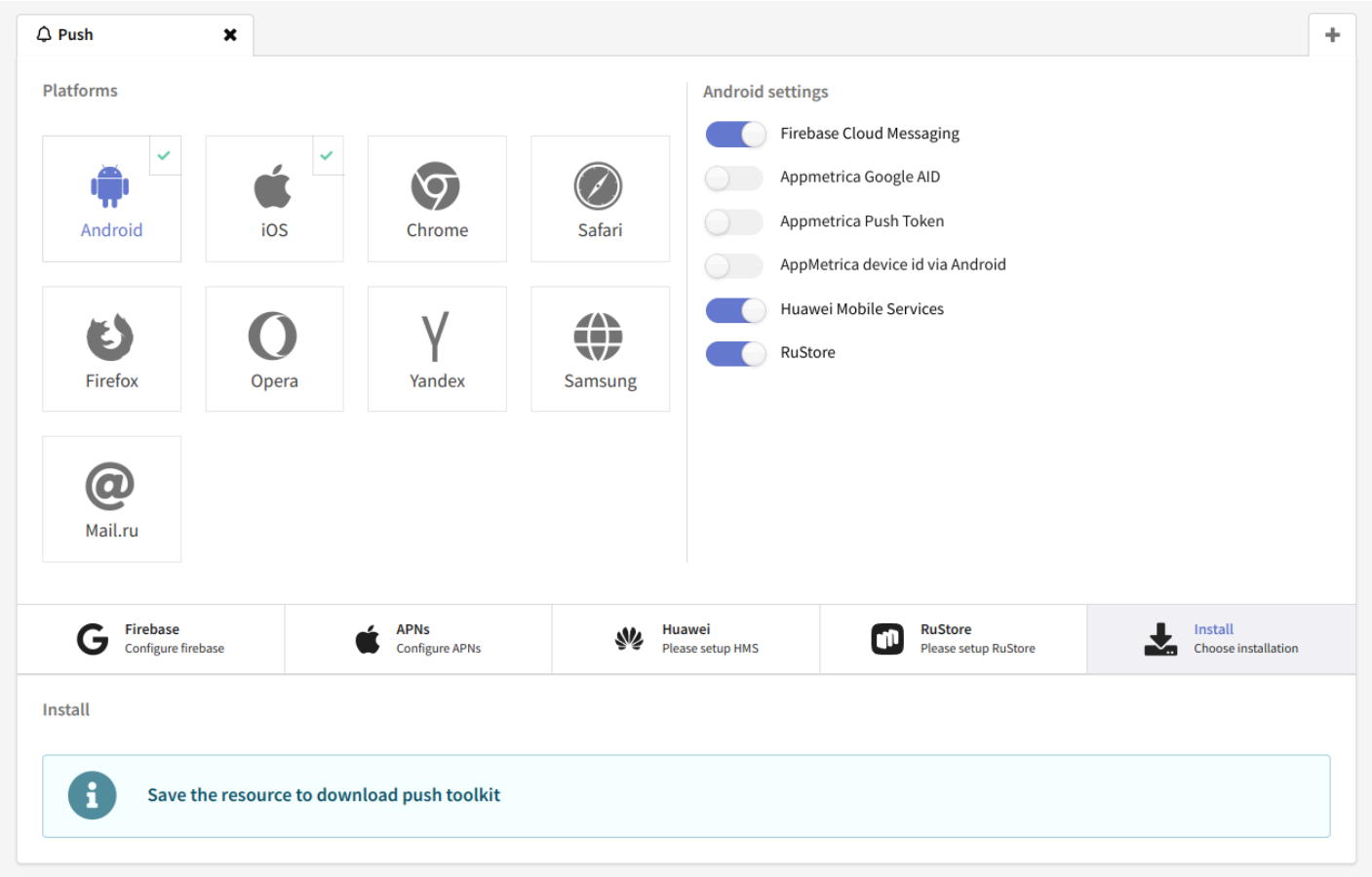
The following providers are available out of the box:

- **Google Firebase Cloud Messaging** — all platforms, except Safari
- **Apple Push Notification Service** — Safari & iOS
- **Mozilla Services** — Mozilla Firefox
- **Yandex AppMetrica** (AppMetrica integration) — Android & iOS with Google FCM SDK.
- **Huawei Mobile Services** — Android & iOS
- **RuStore** — only Android

To work with push notifications, activate the **Push channel** in resource and configure the necessary platforms and providers.

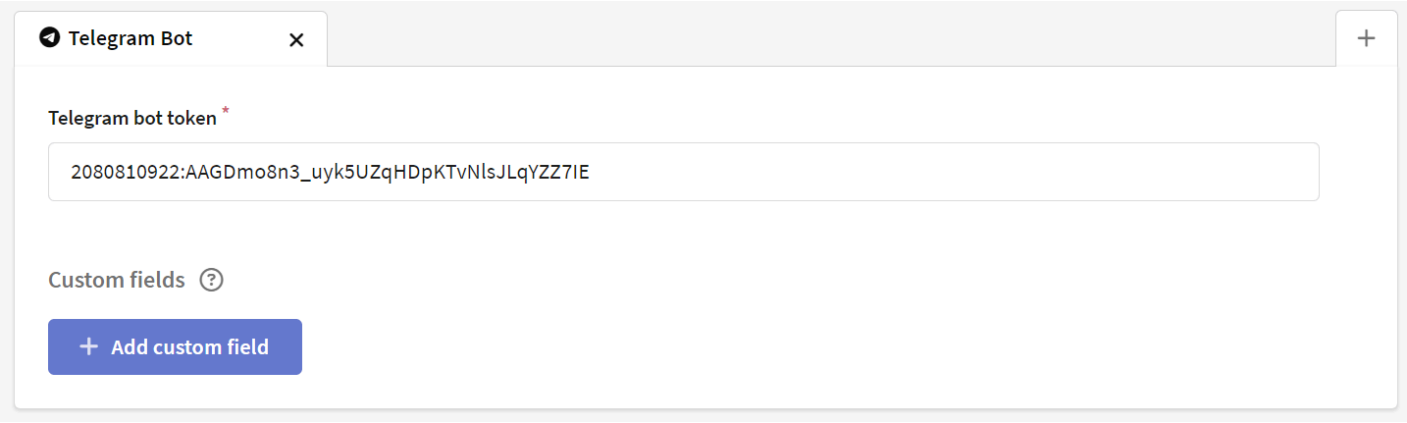
TIP

Configuration options for the supported platforms are described in detail in this article.



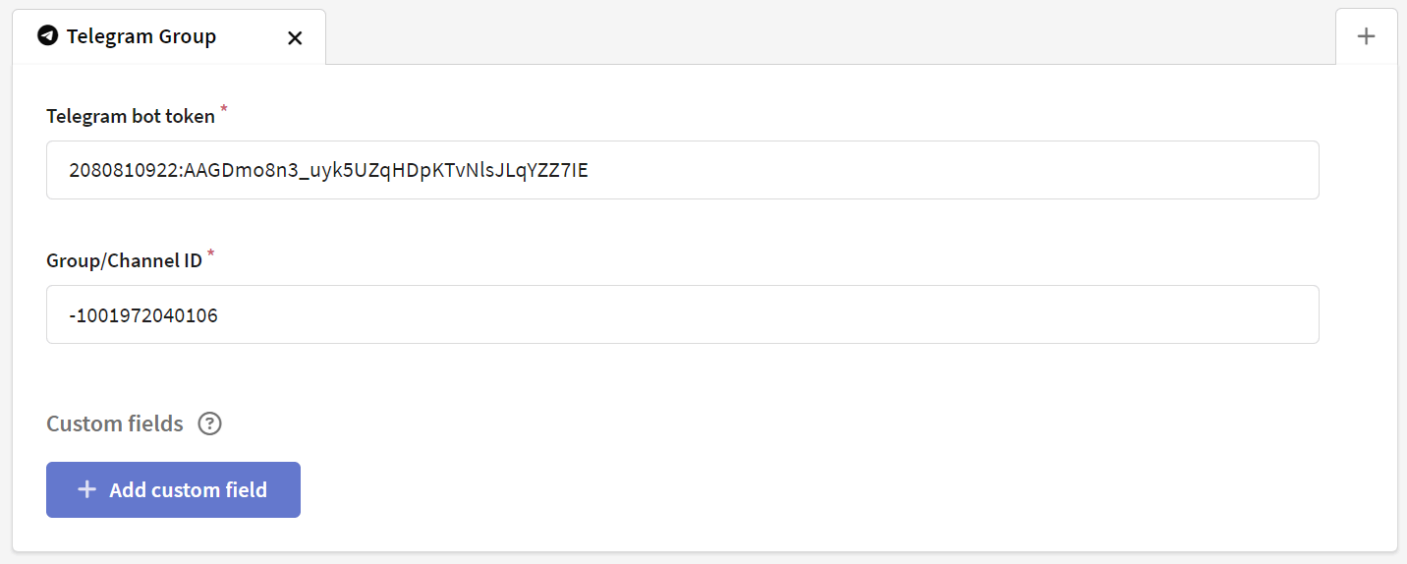
Telegram Bot

Use this channel to send messages to subscribers via the Telegram bot. You need to enter the bot token. Learn how to get a token in this guide.



Telegram Group

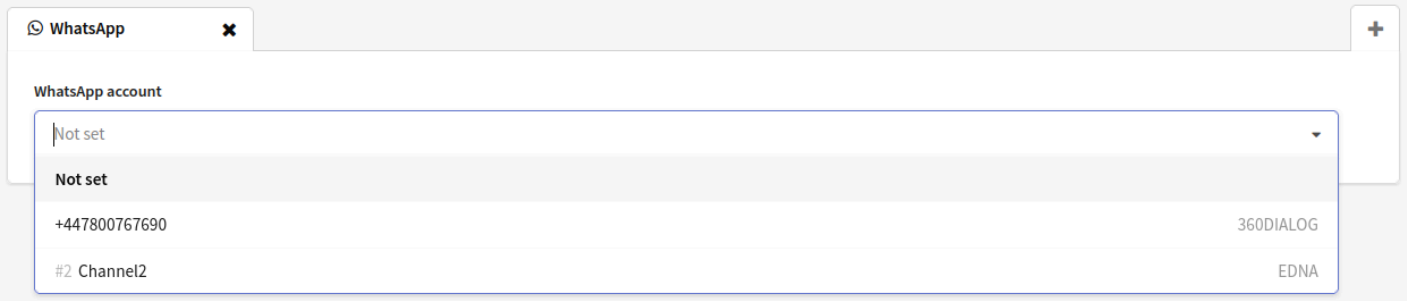
You can send messages to this channel using placement campaigns. Specify the bot token and group or channel ID. More information about channel setup can be found right there.



WhatsApp

To send messages to subscribers in the messaging app, you need to set up integration with the WhatsApp* Business API. Integration can be done through such providers as edna or 360dialog.

After setting up the integration, select the connected account (360dialog) or channel (Edna) in the drop-down list:



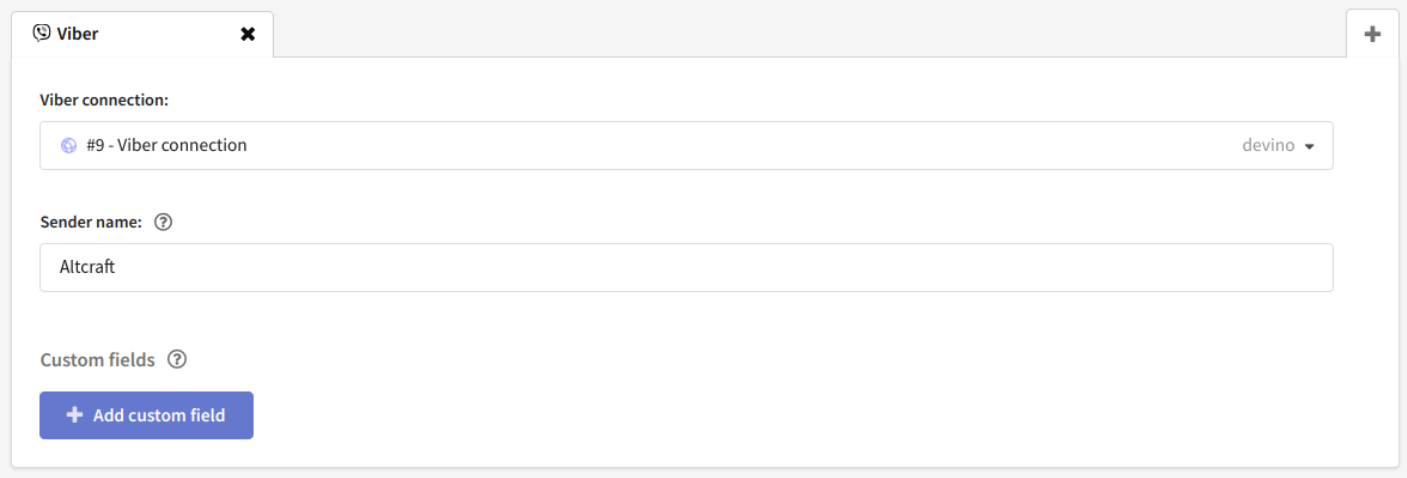
TIP

Communication with subscribers through the WhatsApp* channel is done using their phone numbers. The number must be provided in international format, without spaces, hyphens, or other separators, and it should start with a plus sign. For example: +79123456789.

Viber

To send messages on Viber, you need to set up an integration through the provider, such as Devino Telecom, SMS Traffic, MTS OmniChannel or Rapporto.

In the channel settings, select the Viber connection with Devino Telecom, SMSTraffic, MTS OmniChannel or Rapporto you created earlier and specify the **sender's name**. This name will be visible to subscribers when they receive a message. You can find the sender's name in your provider dashboard, and it should be verified by your provider.



INFO

To set up callbacks with message statuses, please contact your provider's account manager or technical support (Devino Telecom tech support, SMStraffic tech support, MTS OmniChannel, Rapporto).

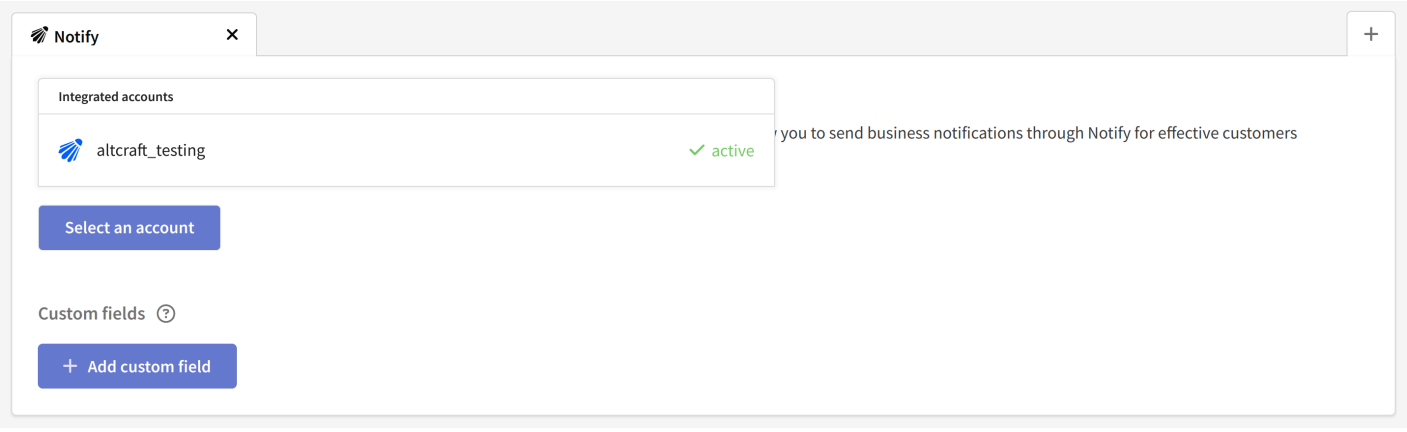
TIP

Communication with subscribers through the Viber channel is done using their phone numbers. The number must be provided in international format, without spaces, hyphens, or other separators, and it should start with a plus sign. For example: `+79123456789`.

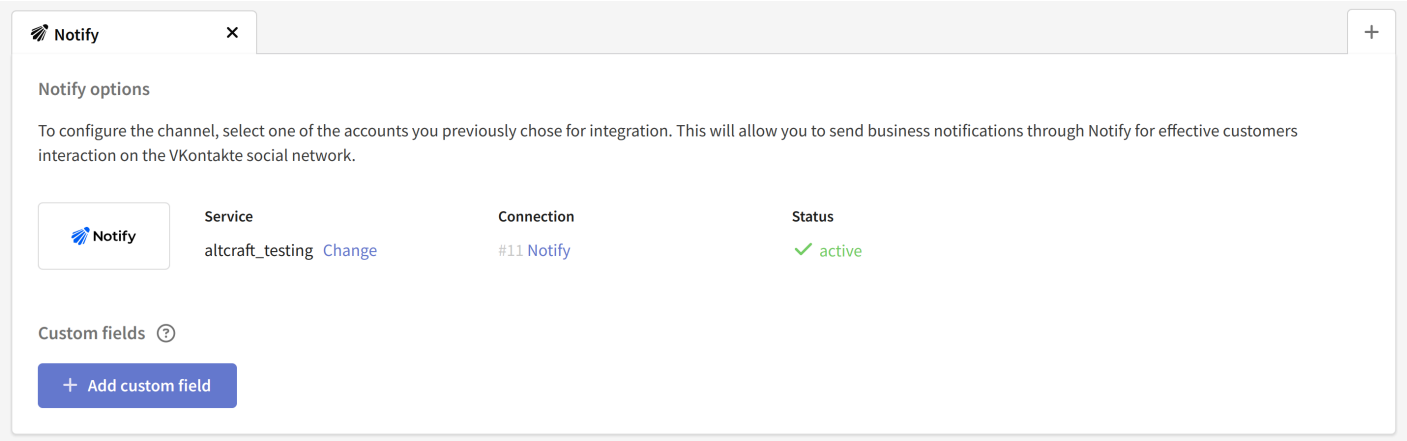
Notify

Notify service allows sending business notifications via VK and OK for effective communication with customers. To use Notify in the platform, you need to pre-configure connection and integration of the service.

In the channel settings, select the previously integrated Notify account:



Check if the account is active and save the resource:

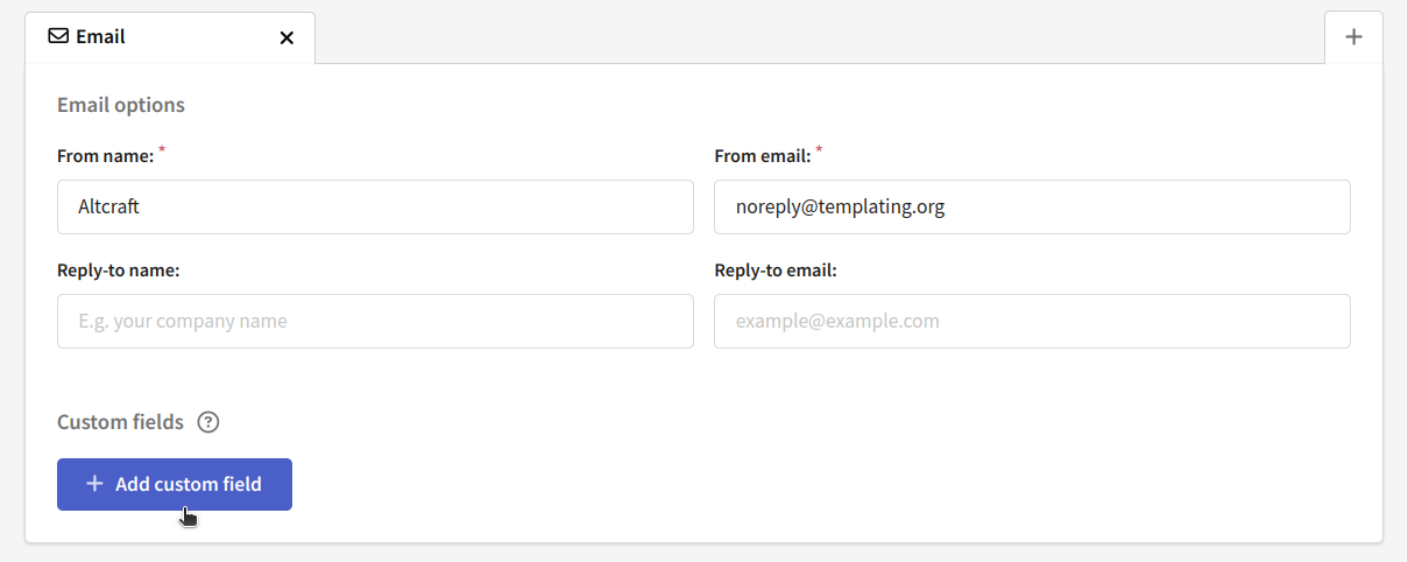


Custom fields in subscription channels

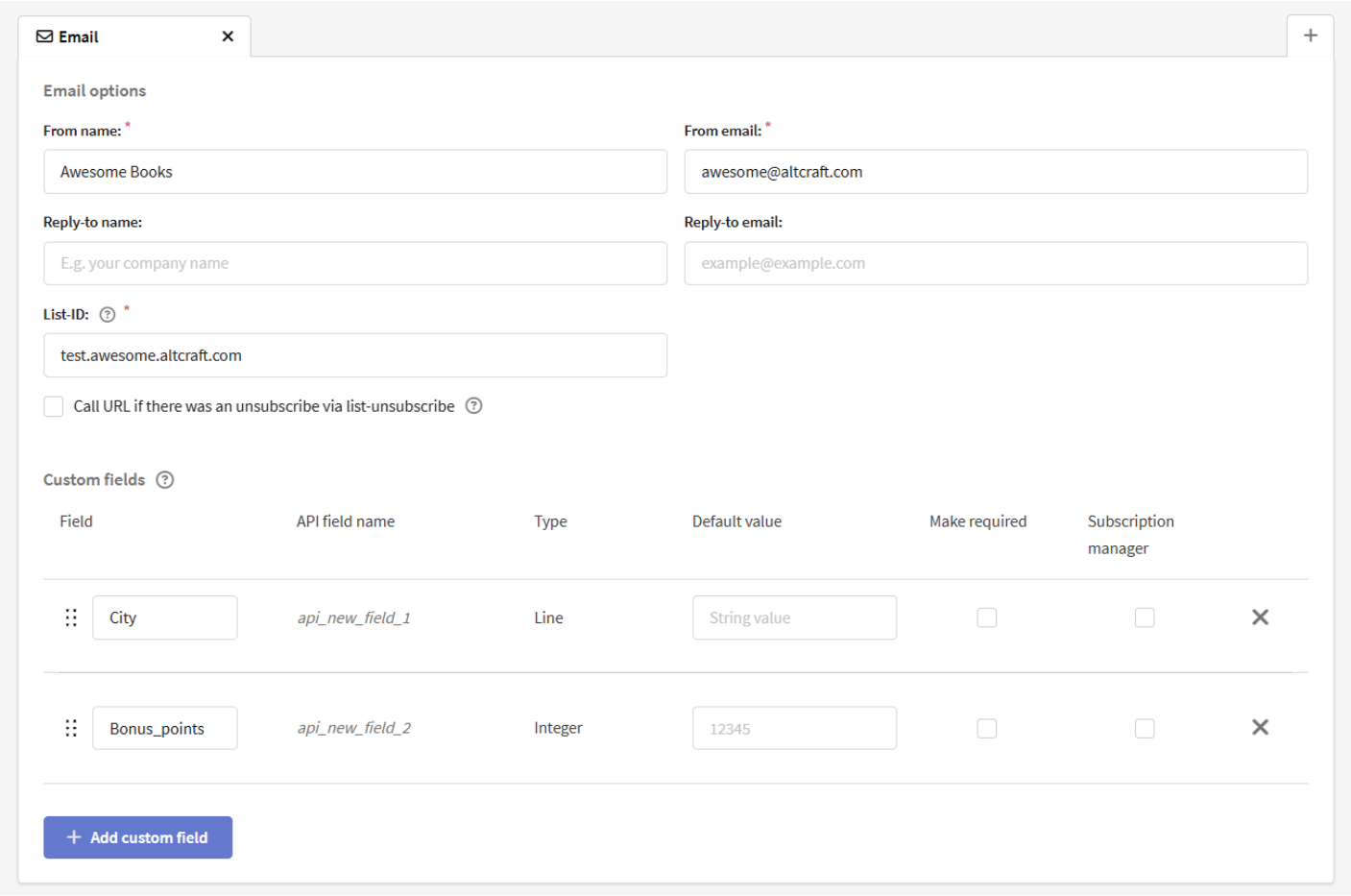
You can add custom fields to any channel resource. They are similar to additional fields in the profile database. Use them to store extra information related to the subscription to the channel.

To create a field, click the **“Add custom field”** button and select its type:

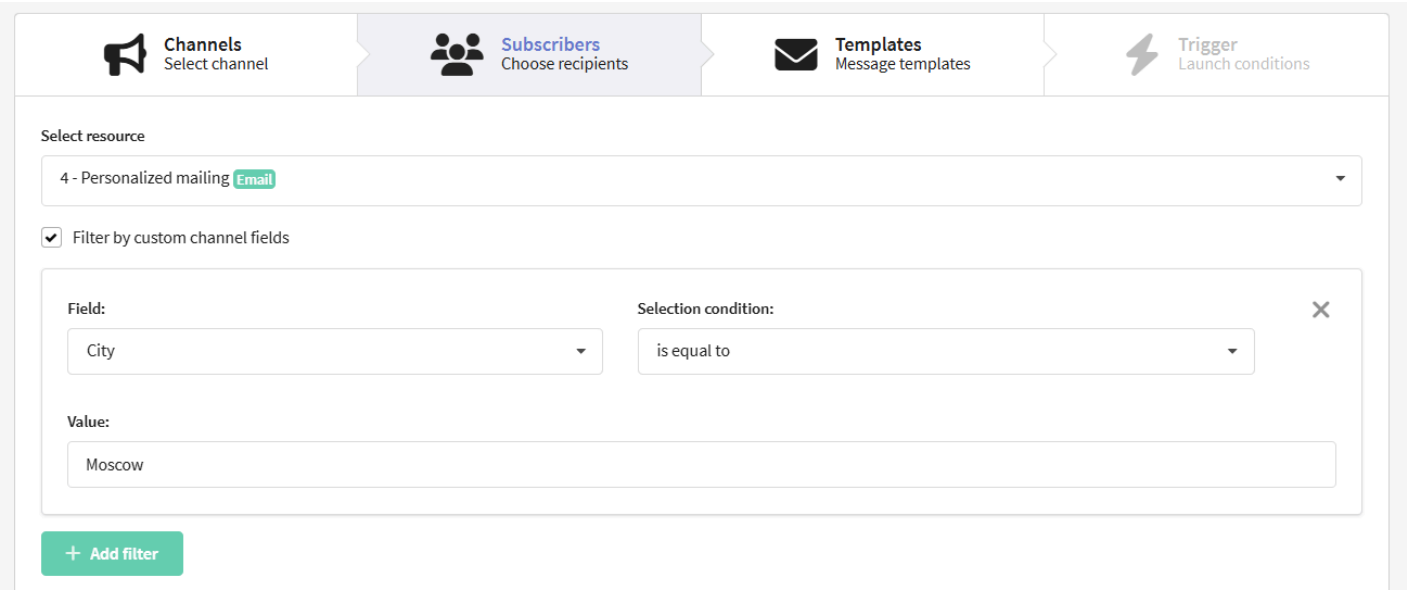
- **Integer** — positive and negative whole numbers.
- **Float** — positive and negative floating-point numbers.
- **Line** — text in any language, including numbers, special characters, and spaces. It uses the Unicode standard.
- **Boolean** — a field that provides a choice between two options: True or False (Yes or No).



Next, specify the **field name** and the **name** to be used in **API requests**. The field name can include any characters, while the API name should only contain Latin characters, numbers, and underscores. It also must begin with a letter.



After creating custom fields you can apply them to your trigger campaign. This will make it more personalized.



Additional settings:

- **Default value** — used when no data for this field is provided during profile import.
- **Make required** — data for this field will be required during import.
- **Subscription manager** — the field will be added on the Subscription Manager page.

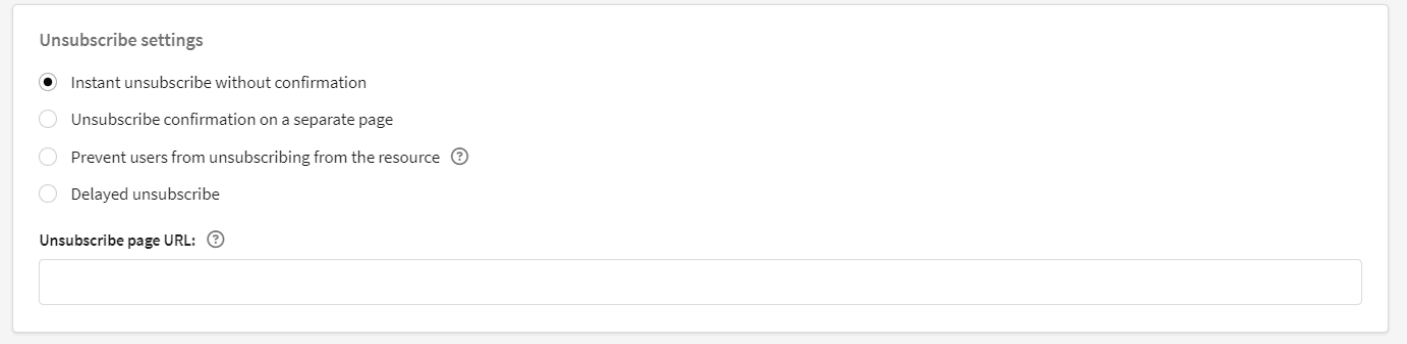
To delete a field, click the cross. The number of additional fields is not limited. After saving the resource, you can edit the field name and its additional settings, but changing the API name is not possible.

Unsubscribe settings

You can set up a separate unsubscribe mechanism for each resource. The unsubscribe page URL specified in the resource will override the system unsubscribe page. However, if a custom unsubscribe link is specified in the email template, then it will take priority. Learn more about user links.

Instant unsubscribe without confirmation

When clicking on the unsubscribe link, the profile goes to the unsubscribe system page and its status immediately changes to **“Unsubscribed”**. This type of unsubscription is used by default.



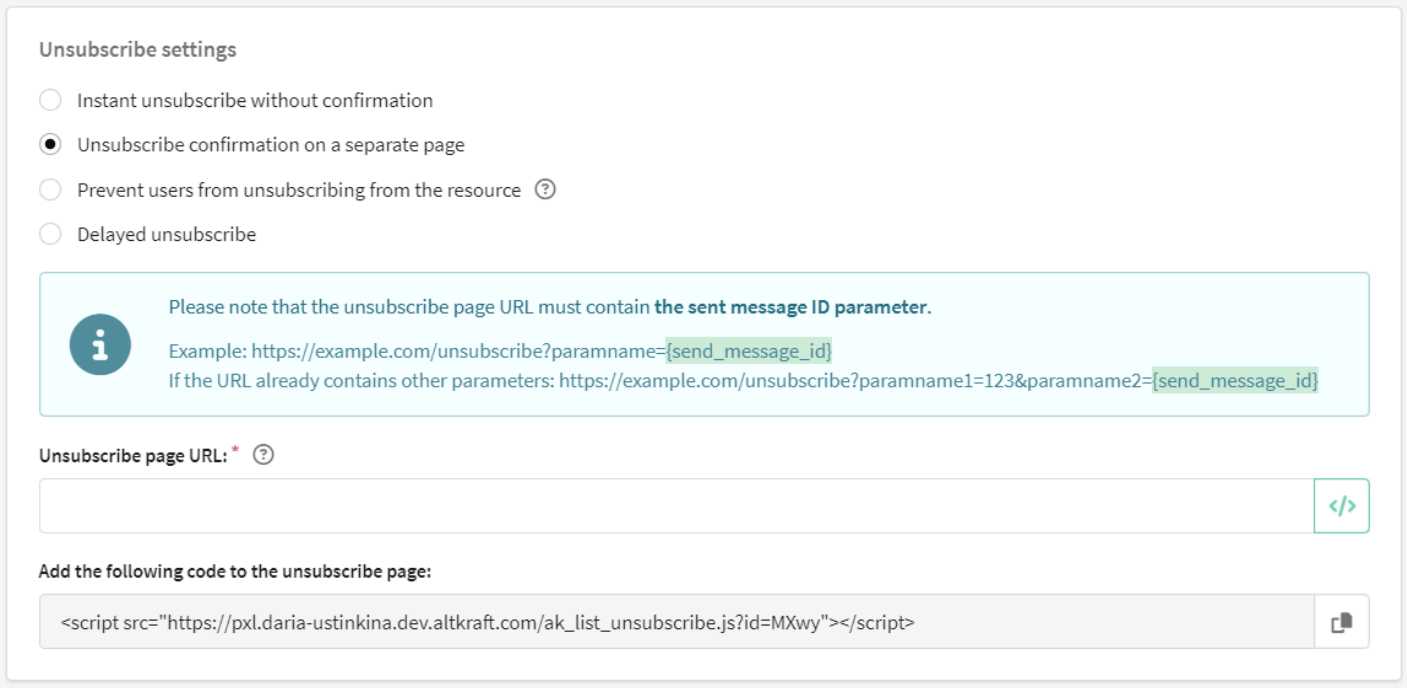
You can redirect the profile to your own unsubscribe page by specifying a different URL in the **“Unsubscribe page URL”** field.

Unsubscribe confirmation on a separate page

CAUTION

This unsubscribe setting is only available for users of the On-Premise solution. To activate these settings, add the `unconditional_subscriber` parameter to the EXTRAS property in the ‘main’ configuration file.json`.

When you click on the unsubscribe link in the message, the profile will go to the user’s unsubscribe page. Its status will change to **“Unsubscribed”** only after he confirms the unsubscription. Such a page can be used to clarify the reason for unsubscribing.



Setting up fields:

Specify **“Unsubscribe page URL”** — this URL will override the URL of the system unsubscribe page.

In the URL of the unsubscribe page, add the parameter **ID of the sent message** `{send_message_id}`. This is a required parameter that will allow you to identify the resource and profile for which you want to unsubscribe.

Select the unsubscribe mechanism:

Unsubscribe mechanism using the Altcraft SDK

Paste the code provided in the resource to your unsubscribe page to connect the Altcraft SDK. Next, initialize the `AkUnsub` class.

Example:

```
<!-- Connecting the Altcraft SDK -->
 <script src="https://pxl.altkraft.com/ak_list_unsubscribe.js?id=MXw3Mw=="></script>

<!-- Initializing the AkUnsub class -->
<script>
   const akUnsub = new AkUnsub();
</script>
```

INFO

If necessary, you can redefine the resource token and pixel domain in the script:

```
new AkUnsub({
    rtoken: 'example_token',
    pxl_domain: 'your_pxl_domain',
 })
```

The AkUnsub class has 2 public methods:

- `confirmUnsub` — method for confirming unsubscription
- `cancelUnsub` — method for canceling unsubscription. Used only **for delayed unsubscribe**, more on this in the next paragraph of the article.

Each of the methods accepts the following **arguments:**

- **SMID** is the identifier of the sent message (required parameter).
- **An array of categories** of the resource from which unsubscribing occurs (optional parameter).

Example:

```
AkUnsub.confirmUnsub('SMID', ['cat_to_unsub'])
AkUnsub.cancelUnsub ('SMID', ['cat_to_unsub'])
```

To call methods, you can add buttons to the unsubscribe page. Example:

```
<!-- Unsubscribe confirmation button -->
<button onclick="akUnsub.confirmUnsub('SMID',['category_1', 'category_2'])">Confirm
unsubscribe</button>

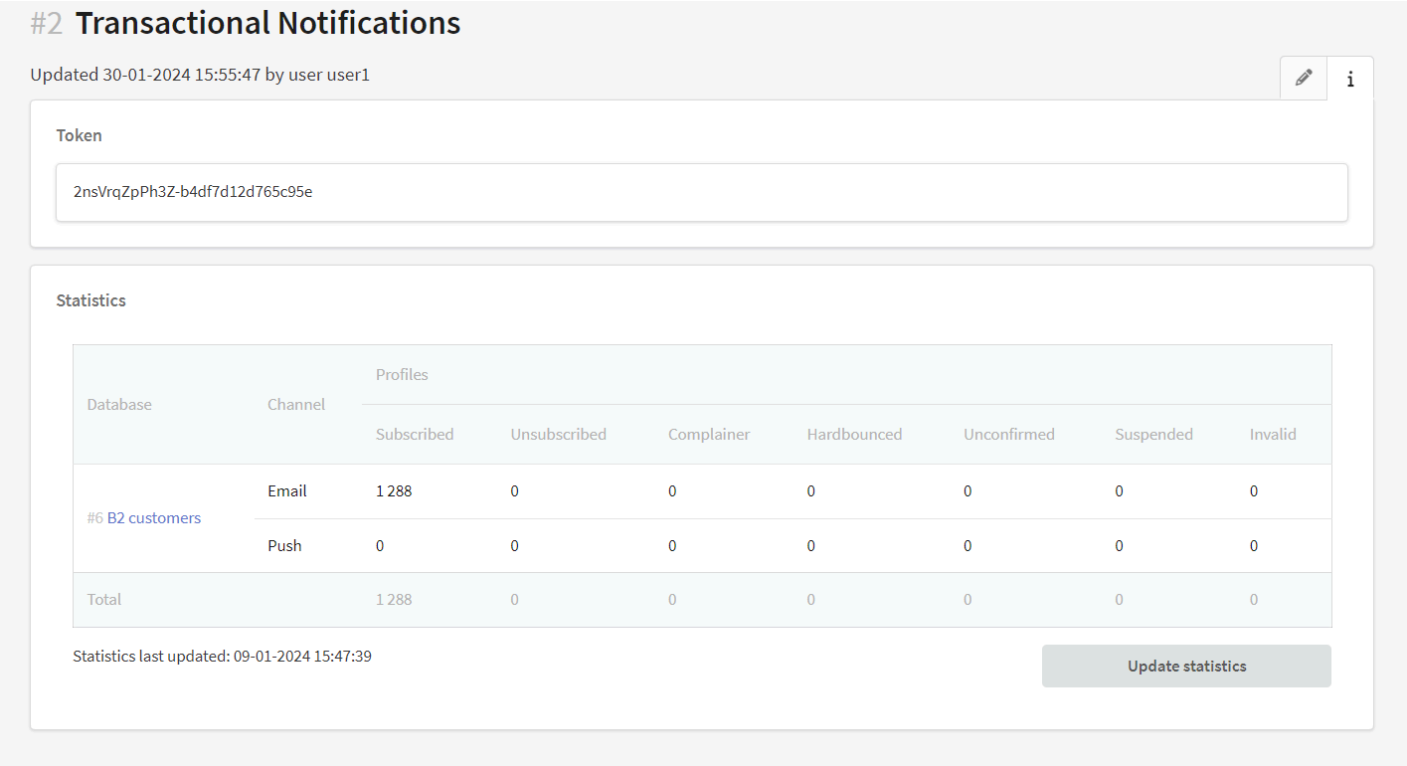
<!-- Unsubscribe button -->
<button onclick="akUnsub.cancelUnsub('SMID',['category_1', 'category_2'])">Cancel
unsubscribe</button>
```

Replace `SMID` and `['category1', 'category2']` with the corresponding values.

Unsubscribe mechanism without using the Altcraft SDK

You can implement the unsubscribe mechanism on your side. To do this, add 2 parameters to the **Unsubscribe page URL**:

- **Send message ID** `{send_message_id}`. This is a mandatory parameter that allows you to identify the resource from which you want to unsubscribe.
- **Resource token** `{resource_token}`. This parameter is required for additional protection and to implement your own unsubscribe mechanism without using the Altcraft SDK. The resource token can be passed not in the URL of the unsubscribe page, but in the body of the API request. The token can be obtained in the resource editing window on the “i” tab — details:



If the profile has confirmed the unsubscription on your page by its actions, then it is necessary to transfer this data to the platform using the API request `/api/v1.1/profiles/message_unsub`. The status of the profile’s subscription to the resource will change to “Unsubscribed”. If you pass the `categories` parameter, the profile will be unsubscribed only from the specified resource categories.

Request Example:

```
{
"token": "abcdefghijklmnqrstuvwxyz", // API token
  "smid": "fGmXiWU9Y4NSIpCwl4QG6QXAAAQE", // ID of the sent message
  "rtoken":"2fHLS9YR9daS-a90b371eecc2952f", // Resource token
  "categories": ["cat_to_unsub"] // Resource categories to unsubscribe from
}
```

TIP

API request **/api/v1.1/profiles/message_unsub** is described in **documentation**.

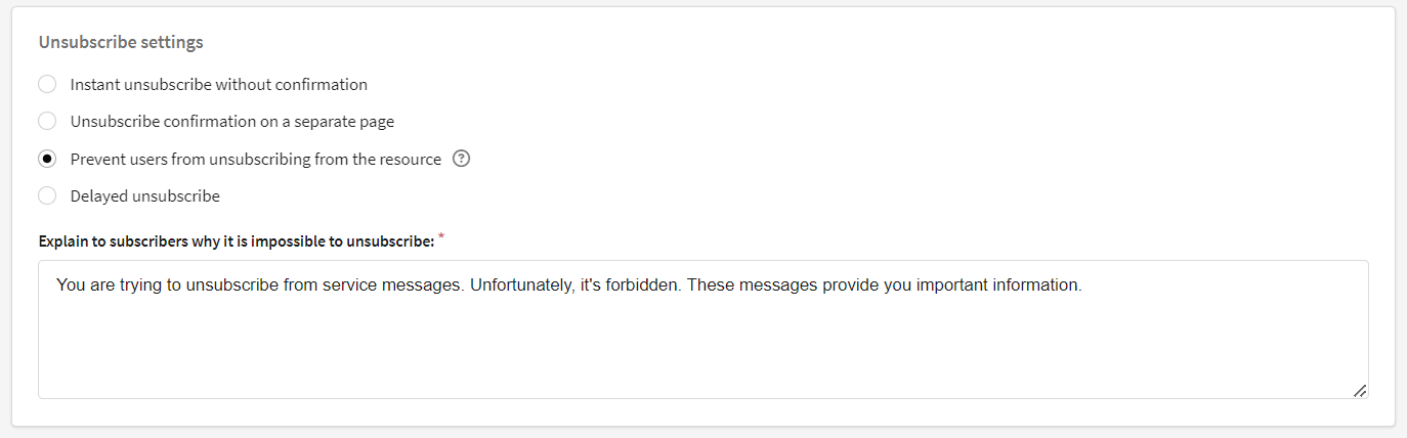
</ details>

Prevent users from unsubscribing from the resource

CAUTION

This unsubscribe setting is only available for users of the On-Premise solution. To activate these settings, add the `unconditional_subscriber` parameter to the EXTRAS property in the 'main' configuration file.json`.

For certain types of mailings, you can set a limit on unsubscribing. When this option is selected, all unsubscribe links specified in the template will lead to a page where the reason for not unsubscribing is displayed.



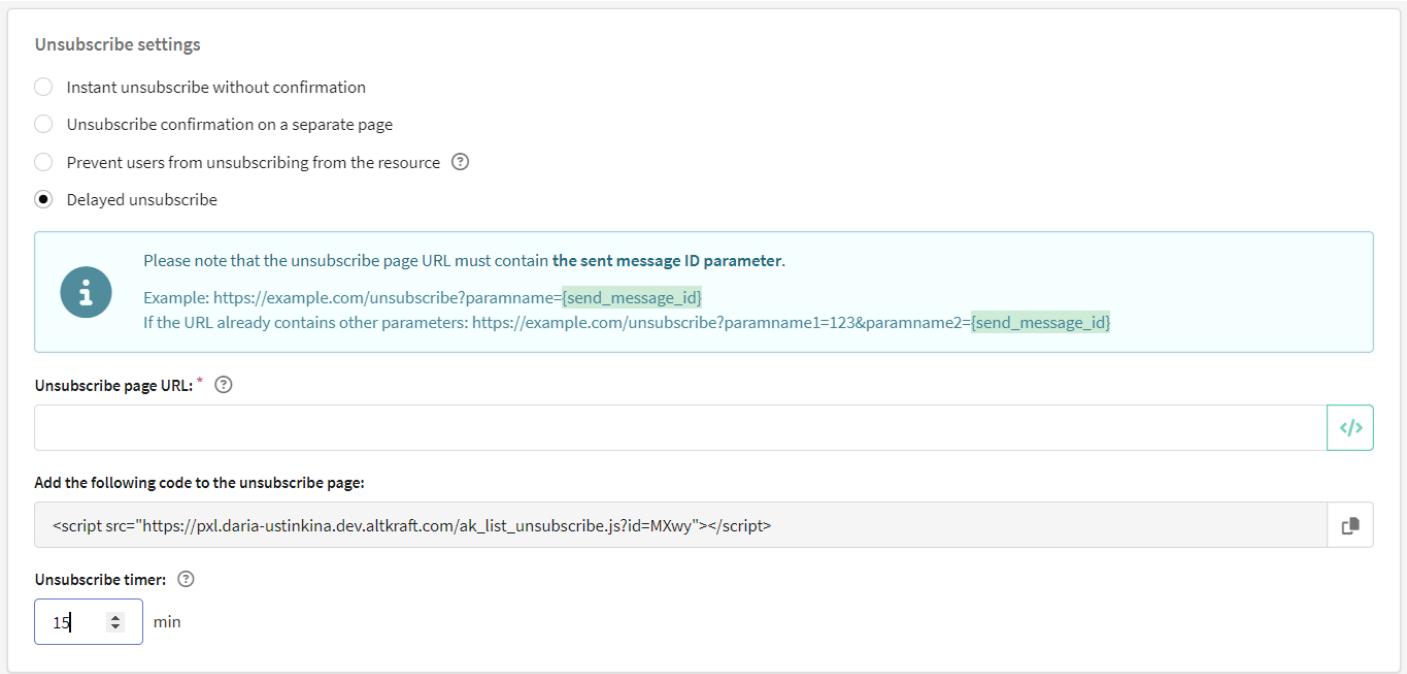
INFO

Unsubscribing via the list-unsubscribe link in an Email will also be prohibited.

Delayed unsubscribe

When you click on the unsubscribe link in the message, the profile will go to the user's unsubscribe page. Its status will change to "Unsubscribed" if:

- the profile will confirm the unsubscription by its actions;
- The profile will not cancel the unsubscribe during the time specified in the Timer field (the maximum timer value is 30 minutes).



Setting up fields:

Specify **“Unsubscribe page URL”** — this URL will override the URL of the system unsubscribe page.

In the URL of the unsubscribe page, add the parameter **ID of the sent message** `{send_message_id}`. This is a required parameter that will allow you to identify the resource and profile for which you want to unsubscribe.

Select the unsubscribe mechanism:

▶ Unsubscribe mechanism using the Altcraft SDK

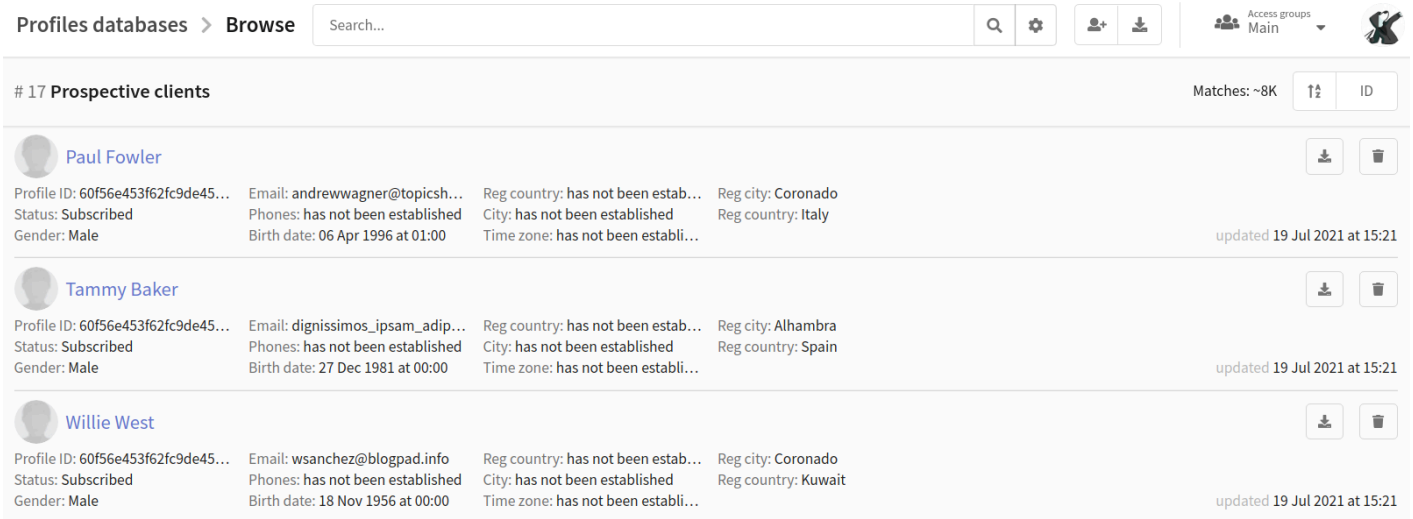
Managing databases

Managing databases

Description

Modern people-based marketing techniques use real time behavior tracking and customers personal information.

Altcraft database management provides you with powerful and flexible tools to collect and make use of customer profiles data.



Flexibility and usefulness of database depends on how it is created, filled, and maintained. If data is correctly collected and organized, then it becomes possible to segment subscribers depending on certain attribute to separate groups and send targeted content to each group.

This process is called Segmentation, and for this we have certain element - segment, which has many intuitive settings.

Think about your marketing for a minute. What goals do you have, who is your audience and what information is interesting for them.
For example:

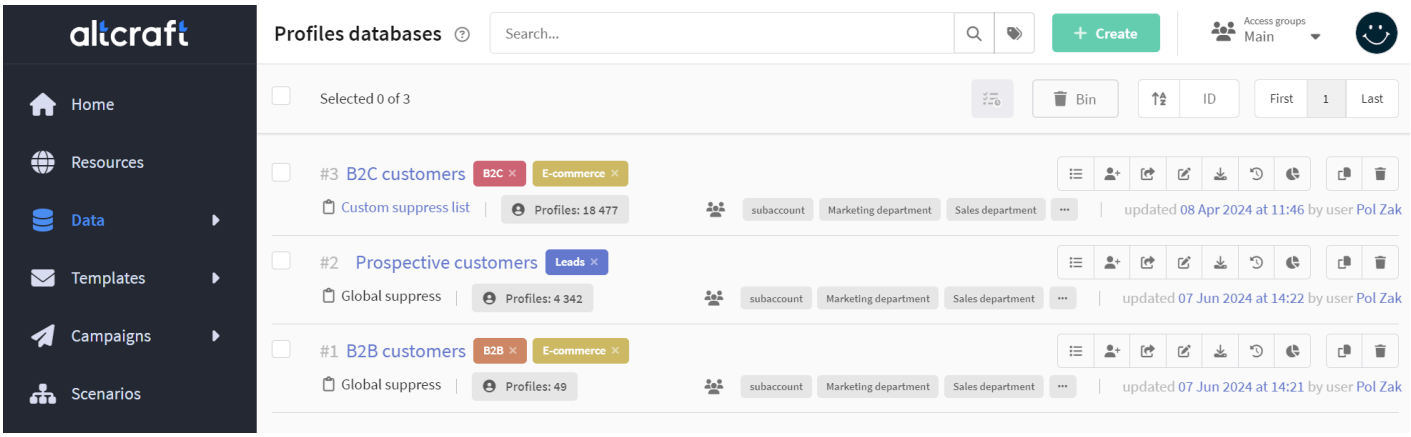
- Do you have your seasonal customers? Do they prefer certain product types?
- Is it necessary to send different content templates depending on customers occupation or hobbies;
- What other parameters affect your customers behaviour?

It can be convenient to figure out what customer information is necessary for you, and write it. You can use it to create custom fields for storing information about your customers in the database.

Thoughtful database setup will bring skyrocketing impact, especially in the long run.

Managing a database

To manage databases, select **Data → Profiles databases** in the main menu. To create a new database, click **+ Create** in the top panel. To edit an existing database, click on its name.



The following functions are available in the context menu:



— view profiles



— import customer profiles



— copy profilesto another database



— update multiple profiles in the database. Using this instrument, you canupdate profiles, subscribe them to resources, attach or detach promo codes.



— exportcustomer profiles into a file. Beforeexport, you can specify data you need to download.



— export profile history. Download data on profile activity.



— create a new empty database with the same structure. Custom fields will be copied into a new database.



— delete database altogether with profiles.

TIP

You can delete a database only if it does not contain any profiles that have had interactions within the account. If there have been interactions, such as sending campaigns to these profiles, you must first delete those profiles from the database.

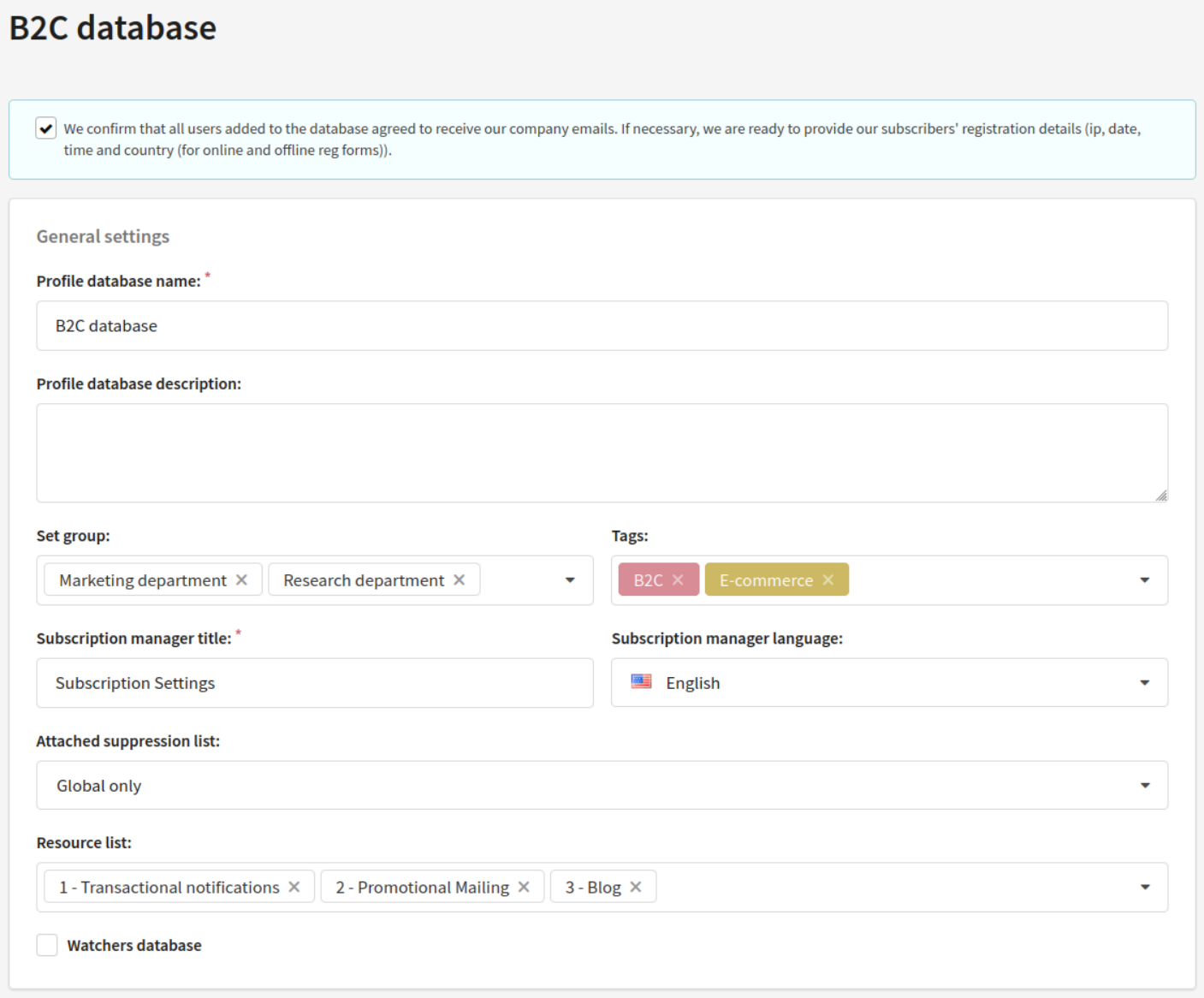
Creating a profiles database

General settings

The following settings can be configured for a database:

- **Database name:** name displayed in platform database lists.
- **Description:** database purpose description.
- **Set group:** database access group.

- **Tags:** custom tags that can be used for quick search and analytics.
- **Subscription manager title:** title displayed only in subscription manager.
- **Subscription manager language:** subscription manager page language for database profiles.
- **Attached suppression list:** a custom suppression list for this database.
- **Resources:** enable communication with database profiles through various channels within a specific topic. Instructions on how to configure the resource are provided in this article.
- **Watchers database:** select this option for a database of observers. They will receive messages when a campaign starts together with your customers. Databases with this option can be selected in Smart campaign settings.



Default fields

Standard profile fields are designed to keep the most frequently used customer information.

Default — this value is used when field value is unknown after profile import.

Make required — this field will be required during import. If you enter a Default value, profile import without this field value will be possible.

Subscription manager — this field value will be shown in subscription manager page.

Default fields

Field	Type	Default	Make required	Subscription manager
Email	Line		☑	☑
Phones	Phones list		■	☑
First name	Line		☐	☐
Last name	Line		☐	☐
Birth date	Date	%Y-%m-%d	☐	☐
Gender	Enum	Not set	☐	☐
Reg date	Date	%Y-%m-%d	☐	☐
Reg IP	IP	127.0.0.1	☐	☐
Reg city	Line		☐	☐
Reg country	Line	Not set	☐	☐
Reg URL	Line		☐	☐
IP	IP	127.0.0.1	☐	☐
City	Line		☐	☐
Country	Line	Not set	☐	☐
Region	Line		☐	☐
ZIP code	Line		☐	☐

INFO

Fields with customer geodata are divided into two types:

- The first (“reg.” In the field name) is the information received during registration: based on the IP address or static import data.
- The second is the latest data received from the client’s actions history: also based on IP address or transmitted data.

Custom fields

Custom fields are created by users of the Altcraft system to store specific for business customer information. You can create unlimited custom fields. They can contain 10 different data types:

- **Number** — positive and negative integer numbers.
- **Float** — floating-point number: it has a decimal place.

- **Line** — text in any language, including numbers, special characters, spaces. Unicode standard is used.
- **Date** — date in RFC 3339 format, like `2019-08-22T00:00:00.000Z`.
- **Boolean** — this field provides a choice of two options: `True` or `False` (Yes or No). It is used to define if customer has certain attribute, like VIP status.
- **Enum** — this field is similar to Boolean, but allows you to choose one option from unlimited number of options created by user. For example, customer tariff plan. Options are written in a comma separated line.
- **IP** — IP in IPv4 format. For example, `127.0.0.1`.
- **Tags** — in this field, several values can be written simultaneously. They may be products or services purchased by customer, or other values, composition of which may vary. Tags are written in line, separated by `"," "|" or ";"`. Therefore, these characters can not be used in tag itself. For example: `Product-1`, `Product 2`, `Product_3`.
- **Object** is a field for storing undefined data: a set of flags or complex data structures.
- **Array of objects** is a field for storing a subtable, which, for instance, may contain a list of managers, contracts, etc.

INFO: Validation in objects and arrays

1. **Naming rules.** In object field names, only Latin letters (in any case), digits from 0 to 9, the underscore _, and the hyphen - are allowed.

2. **Data type.** You can store data of `int`, `float`, `string`, `boolean` types in the “Object array” or “Object” fields.

Example

```
[
    {
        "key1": 12.3,
        "key2": 12,
        "key3": true,
        "key4": "text"
    }
]
```

3. **Object structure.** If you use such types as “Array of objects” or “Object”, you can only store peer objects or peer objects that are nested within other objects. If you use objects with a more complex structure, connect the SQL database and create queries to select profiles.

Details

Valid values:

```
[
        {"x":1},
        {"y":2}
]

//OR

{
  "key_1":
    {
      "sub_key_1":
        {"x":1,"y":2}
    },
  "key_2":
    {
```

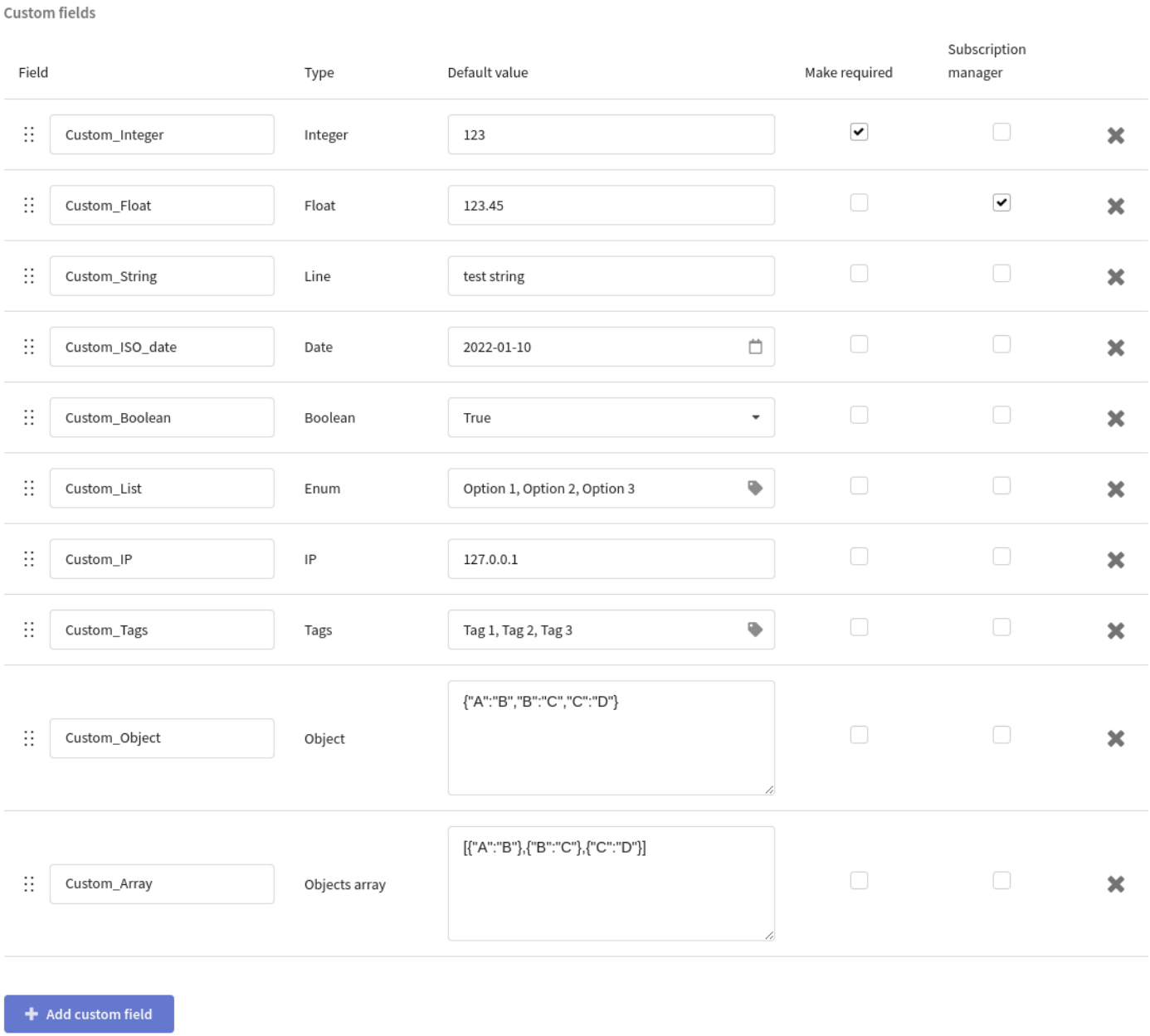
```
      "sub_key_2":
        {"z":1,"w":2}
    }
}
```

Invalid values:

```
[
        ["x","y"],
        ["z","w"]
]

// OR

{
  "key":
    [
      ["x","y"],
      ["z","w"]
    ]
}
```



TIP

You can find detailed information about the types of fields in the database and the allowed values in **this article**.

Email settings

These fields are required for creating a new database:

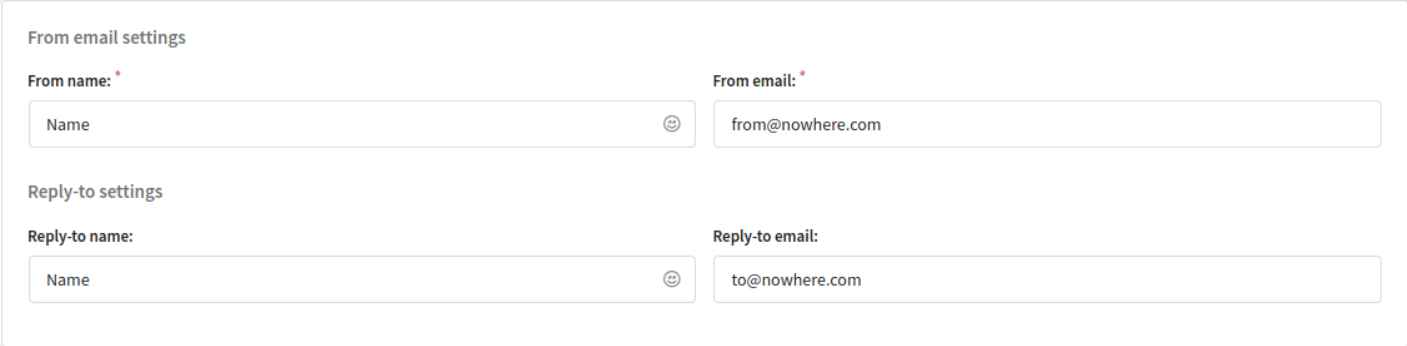
- **From name**
- ```
  <label>From email</label>

  ```

And these you will need to gather replies:

- ```
  <label>Reply-to name</label>
  </strong>
  ```

-
```
  <label>Reply-to email</label>
</strong>
```



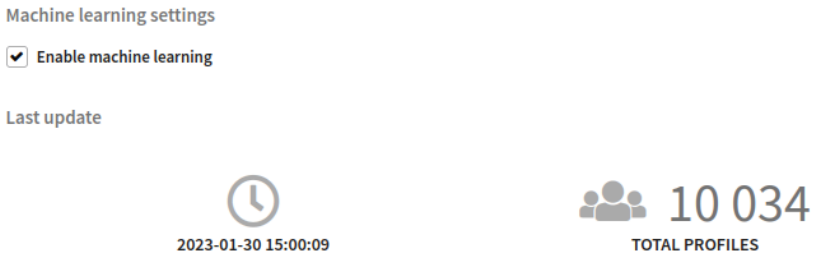
Machine learning settings

Enabling machine learning in the database allows you to determine the best time to send a message to a profile. This data can then be used to segment profiles and set up scenarios.

To get started with this module, you need to add fields to the platform configuration file.



After saving the settings, you will see a window with information about when the recalculation of profile data in the machine learning database is scheduled. The first best time data will be displayed after the first calculation.



INFO

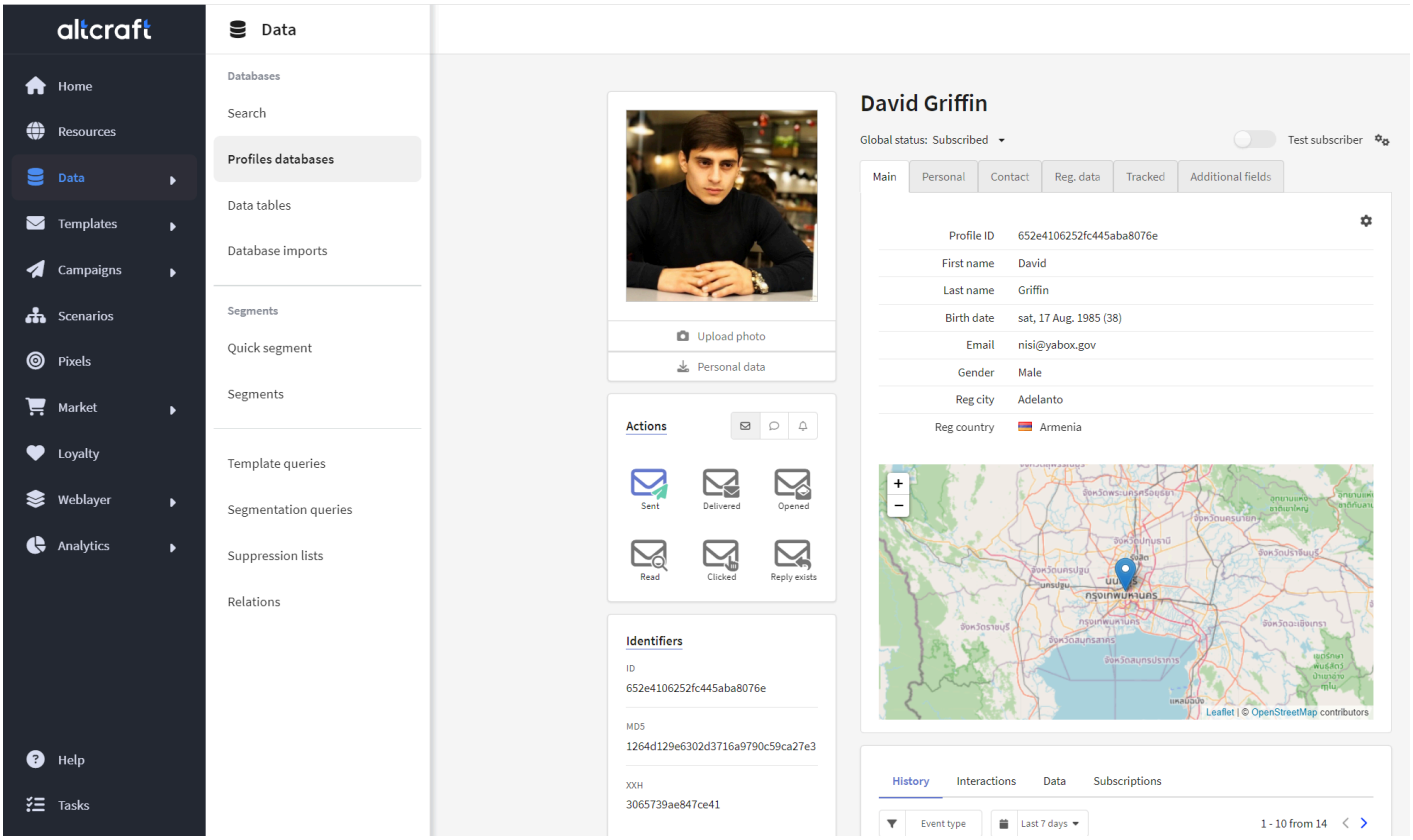
The schedule for updating machine learning data is set in the configuration file in the `ML_REFRESH_TIME_HOURS` (UTC +0) field. The default is at 00:00.

Subscriber profile

Subscriber profile

Description

Information about mailing recipients — customers, partners, campaign watchers — is stored in profiles organized in databases. Profile database determines the structure of general and custom data fields of each profile. Resources make communication possible.

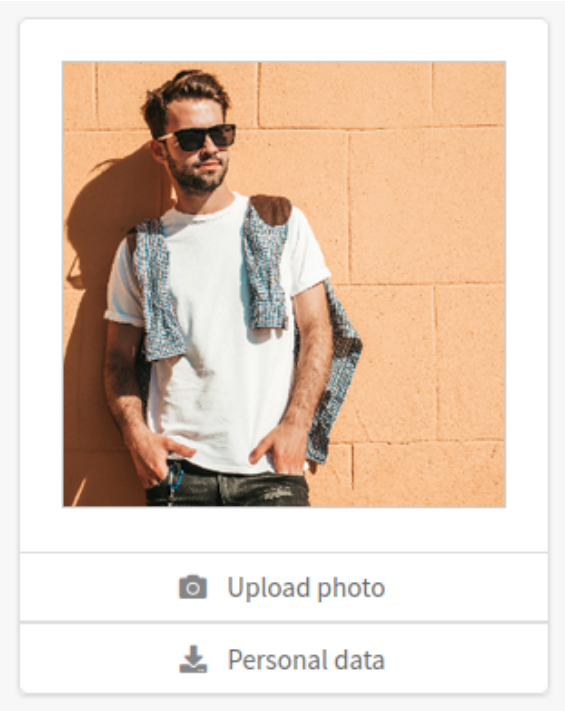


Subscriber profile combines several data types. Static data is displayed on the main page and is organized into several tabs. Other information is displayed below and contains:

- **History — events, connected to this customer: mailing and browsing action history.**
- **Interactions — profile participation in static segments and automation scenarios; you can manually send a profile to a scenario, add to a segment or run a trigger campaign.**
- **Data — information about promo codes, orders and relations of the profile, as well as a list of forms he or she filled out.**
- **Subscriptions — profile's subscriptions to various Resources.**

Avatar and data export

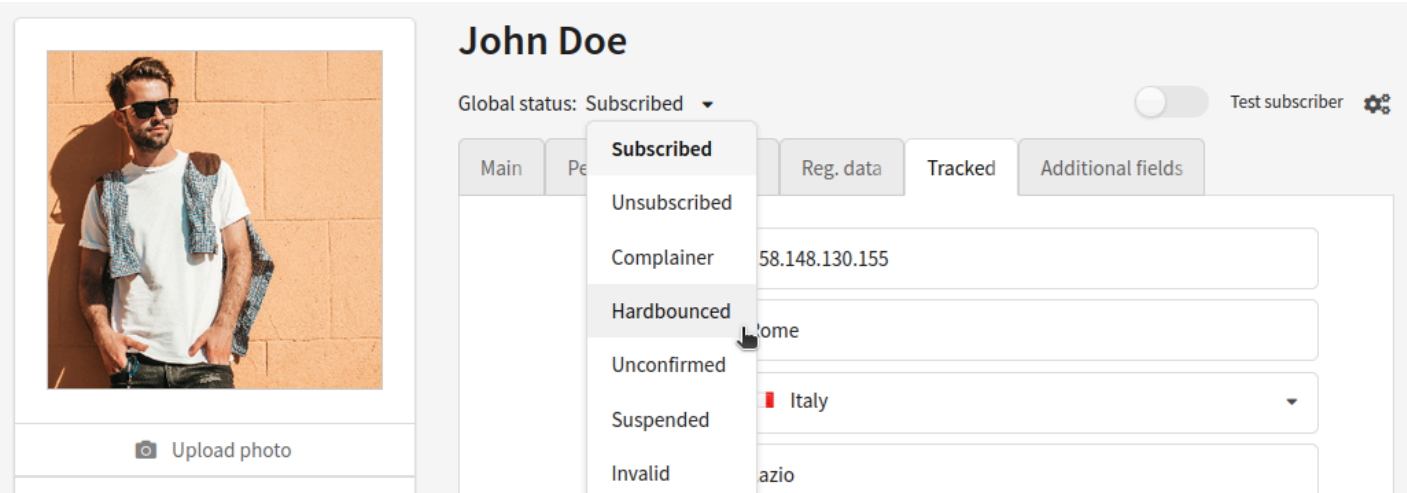
The top left side of the profile page contents your client's avatar and buttons that help you change it manually or export profile's personal data.



Global profile status

Global profile status is defined by the ability to communicate with customers through any communication channel. Individual subscription statuses depend on global status. If the profile has several active subscriptions, but its global status does not allow communication, a message will not be sent. 7 subscription statuses are available:

- **Subsribed — available for communication by all channels**
- **Unsubscribed — unsubscribed from receiving messages by all channels**
- **Complainer — reported to Spam. Communication is stopped.**
- **Hard bounced — the provider completely refused to accept messages to this address. Most likely mailbox does not exist and attempts to send something will decrease your reputation. Invalid addresses are recorded in the global suppression list.**
- **Unconfirmed — subscriber registered but did not confirm his consent to receive messages. It is used with Double opt-in subscription. After confirmation, the status is changed to Subscribed.**
- **Suspended — subscription is suspended for some time.**
- **Invalid — excluded for marketing campaigns due to other reasons.**

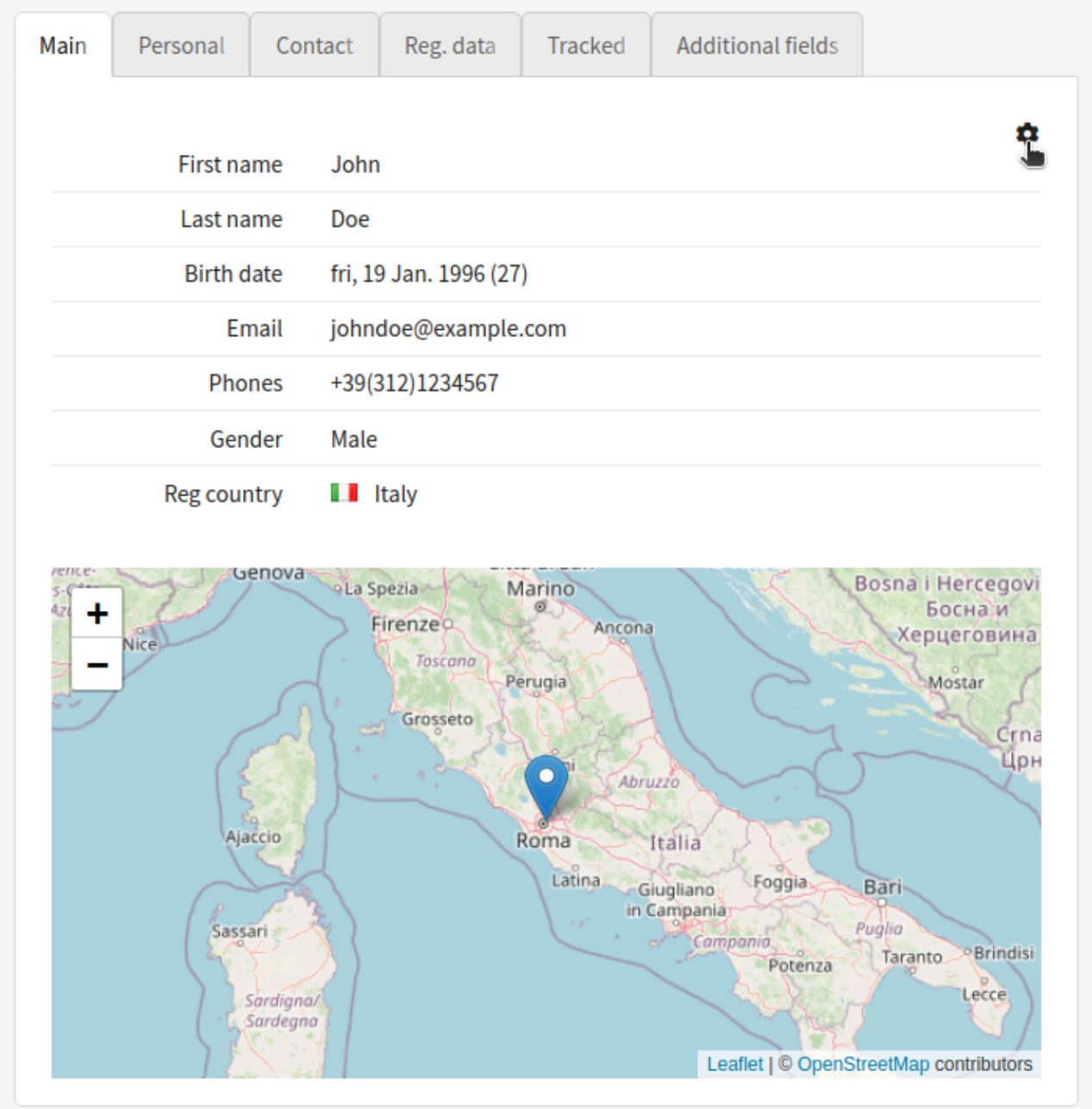


Profile data

- **Main — general information and location pin. Pressing a cog button will allow you to add or remove fields to customize tab appearance.**

- **Personal — customer's demographic data.**
- **Contact — customer's basic contacts.**
- **Reg. data — opt-in information.**
- **Tracked — IP and location of the latest transaction.**
- **Additional fields — custom database fields containing business information.**

Email and Phones fields in the Contact tab are used to identify profiles in the database. Marketing campaigns use resources.



TIP

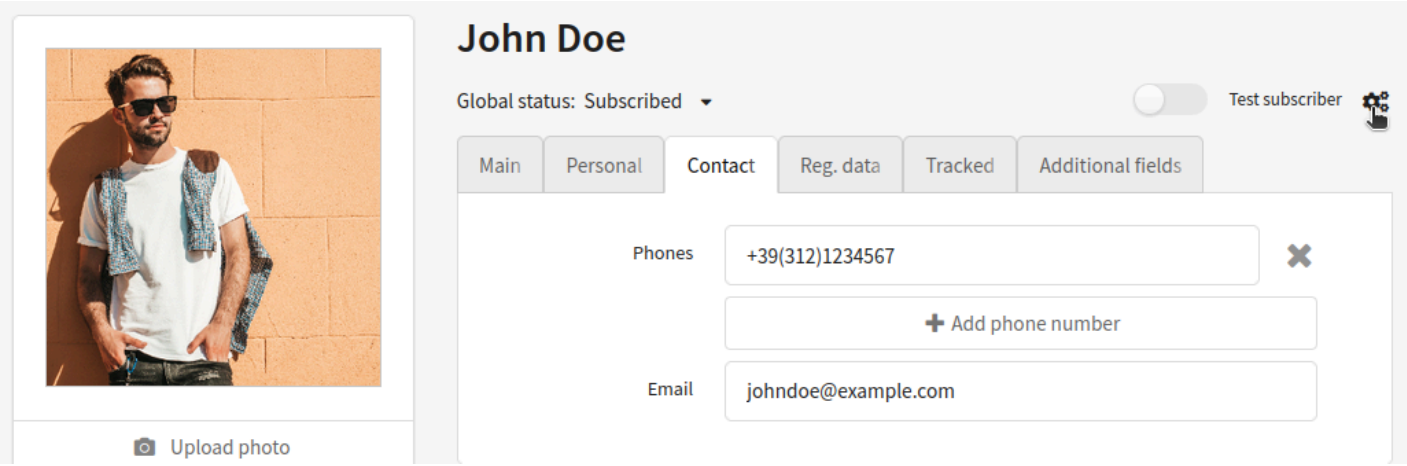
Subscriber location data can be set manually. Two types of default fields are used for this:

- **Latest action data — Country, Region, ZIP code, Timezone**
- **Registration data — Reg Country, Reg City**

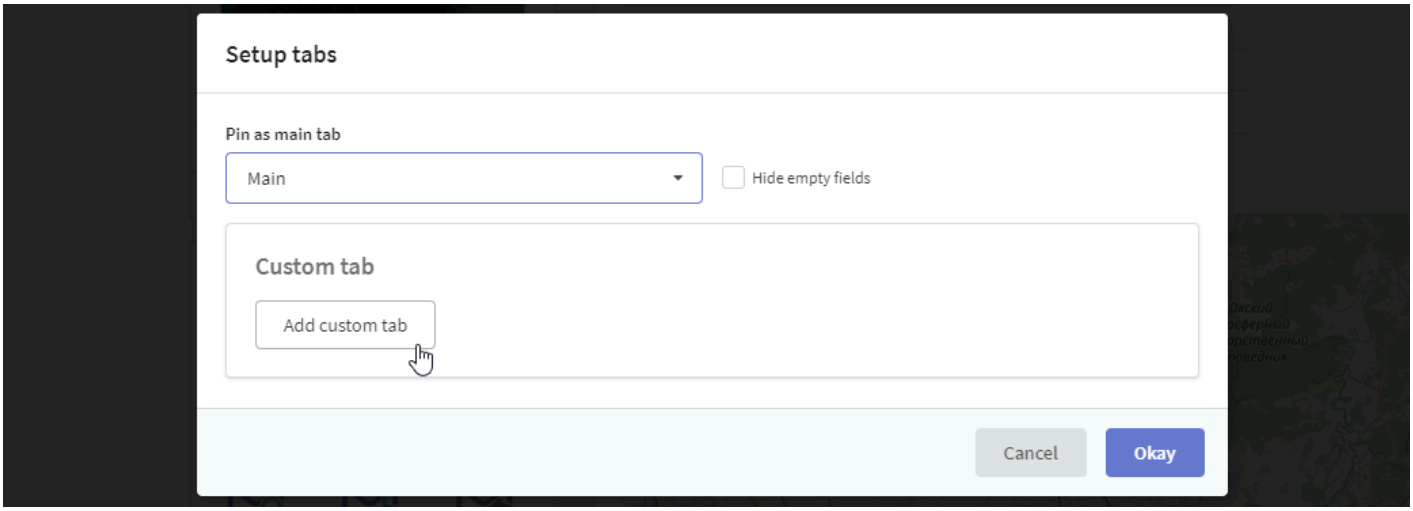
Location in Altcraft Marketing is identified automatically using the subscriber's IP address. This happens when customers open letters, click links or perform actions on a website. Geographical coordinates are displayed on the built-in map widget.

Automatic location is also available during profile import. For registration data, Reg IP field is used. Auto-detection option must be activated beforeimport from file. For API import, this option is enabled by default.

Whenever you open a customer profile - the main tab will be displayed by default. To customize it press the cogs button on the right:



Select a tab to be displayed by default - or create your custom tab and customize data to be shown:



INFO

Custom data fields are created to store business-specific customer information. Thesefields may contain 8 types of data:

- **Number — positive and negative integer numbers.**
- **Float — floating-point number: it has a decimal place.**
- **Line — text in any language, including numbers, special characters, spaces.**
- **Date — date in RFC 3339 format, like `2019-08-22T00: 00: 00.000Z`.**
- **Boolean — thisfield provides a choice of two options: True or False (Yes or No). It is used to define if the customer has a certain attribute, like VIP status.**
- **Enum — this field is similar to Boolean, but allows you to choose one option from the unlimited number of options created by the user. For example, customer tariff plan. Options are written in a comma-separated line.**
- **IP — IP in IPv4 format. For example, `127.0.0.1`.**
- **Tags — in thisfield, several values can be written simultaneously. They may be products or services purchased by a customer, or other values, composition of which may vary. Tags are written inline, separated by `","` `"|"` or `";"`. Therefore, these characters can not be used in the tag itself. For example `Product-1`, `Product 2`, `Product_3`.**

Custom fields are configured in the profiles database structure.

You can find detailed information about the types of fields in the database and the allowed values in this article.

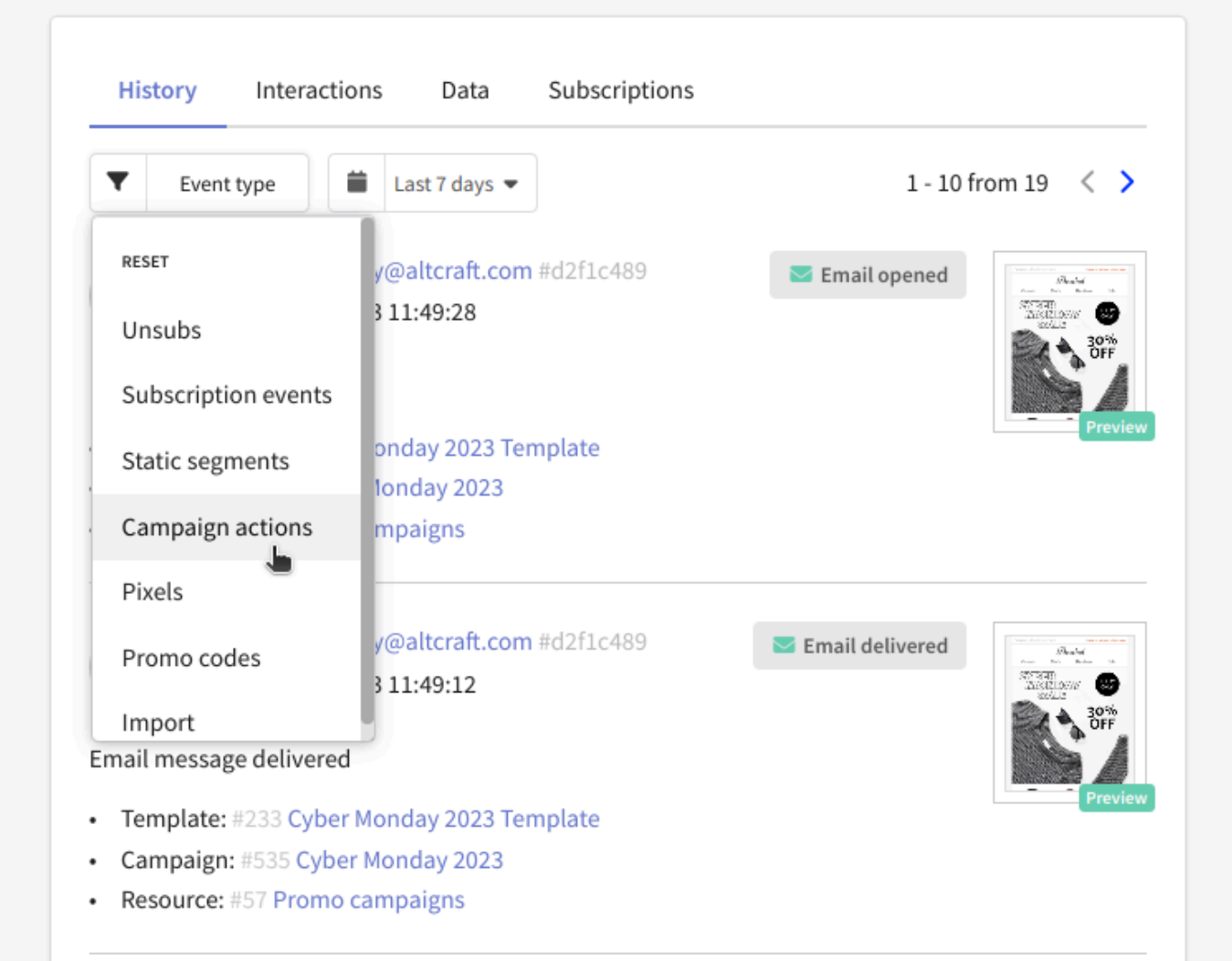
History

Profile's action history collects all the events connected with the profile. It can be used in behavioral segmentation:

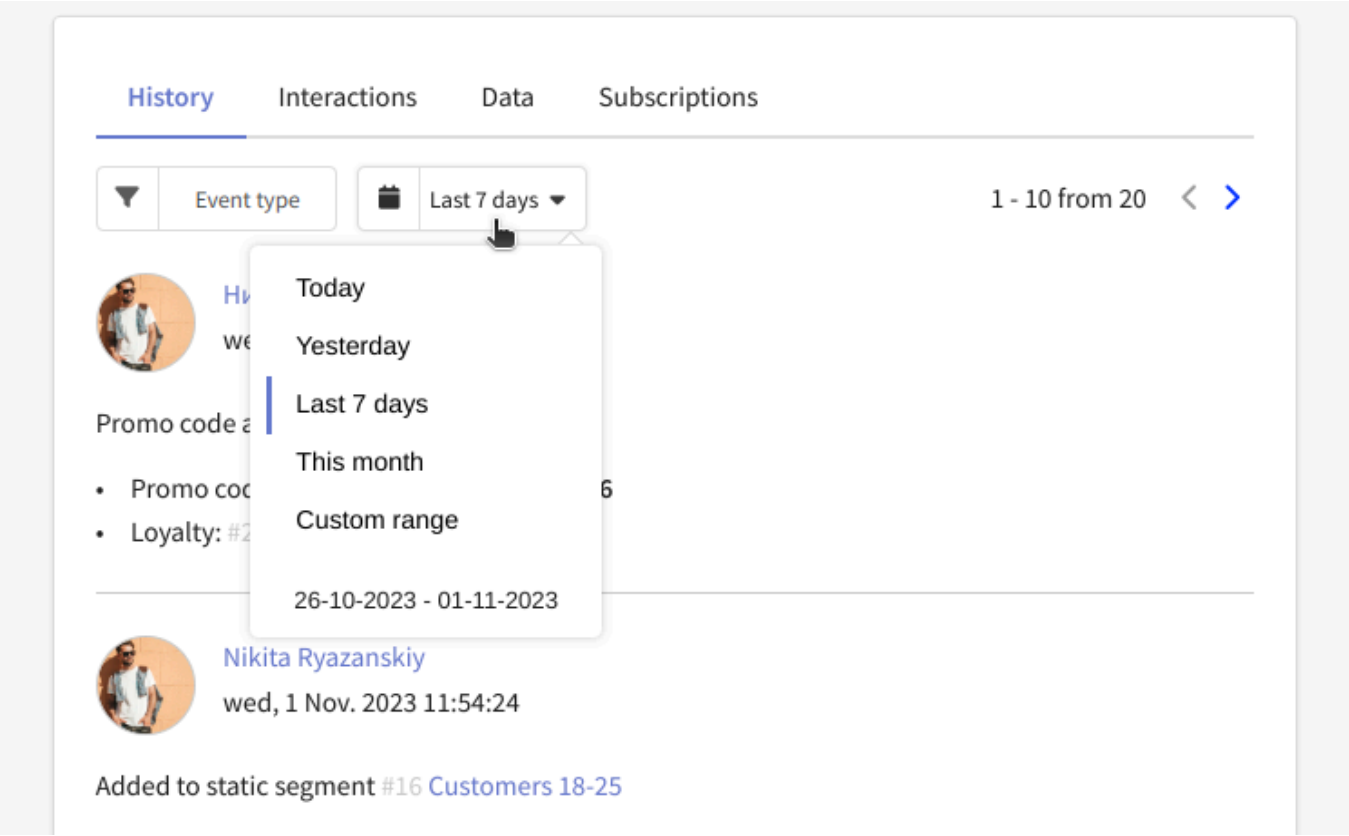
- **Import. How the profile was added to the database (manually, via API import,**
- **Subscription events. The profile was subscribed to a specific channel of the resource (Email / SMS / Push / Telegram / WhatsApp* / custom channel), or the profile was unsubscribed from the channel in the resource by changing the subscription status to "Unsubscribed".**
- **Campaign actions. Includes key events tracked in campaigns (Sends, Deliveries, Opens, Reads, Clicks, Confirmation Link Clicks), as well as change of subscription status to "Hardbounce" or "Complainer".**
- **Unsubs. Unsubscribe events that are fixed when a profile clicks on an unsubscribe link in a message.**
- **Pixels. The profile performed an action on the site or in the mobile app that triggered the tracking pixel. The achievement of the goal and its cost are fixed.**
- **Promo codes. Includes events such as promo code attached, detached or activated.**
- **Static segments. The profile entered or exited a static segment.**

**To check a specific event type, use a filter. When you click on **

the conditions in the filter will be reset.



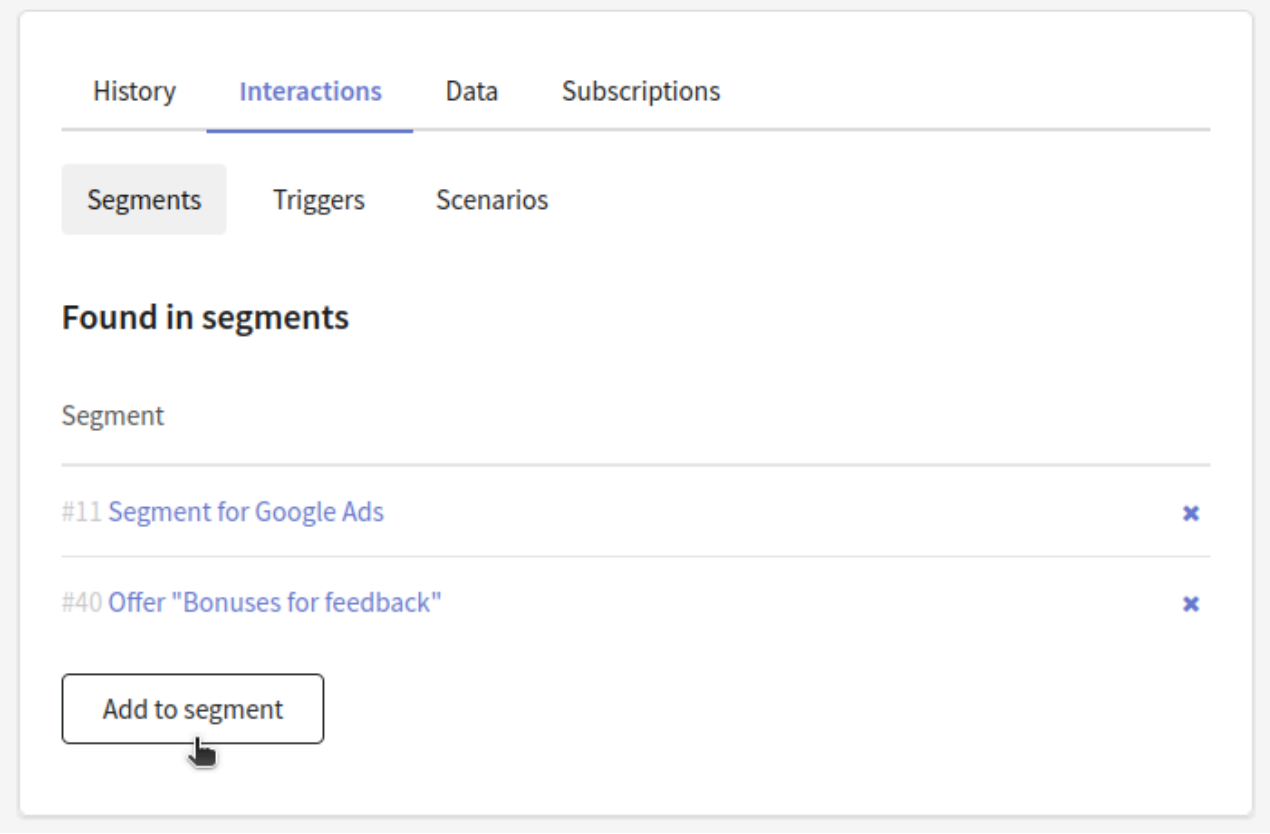
By default, profile activity history is displayed for the last 7 days, but you can select the period you need:



Interactions

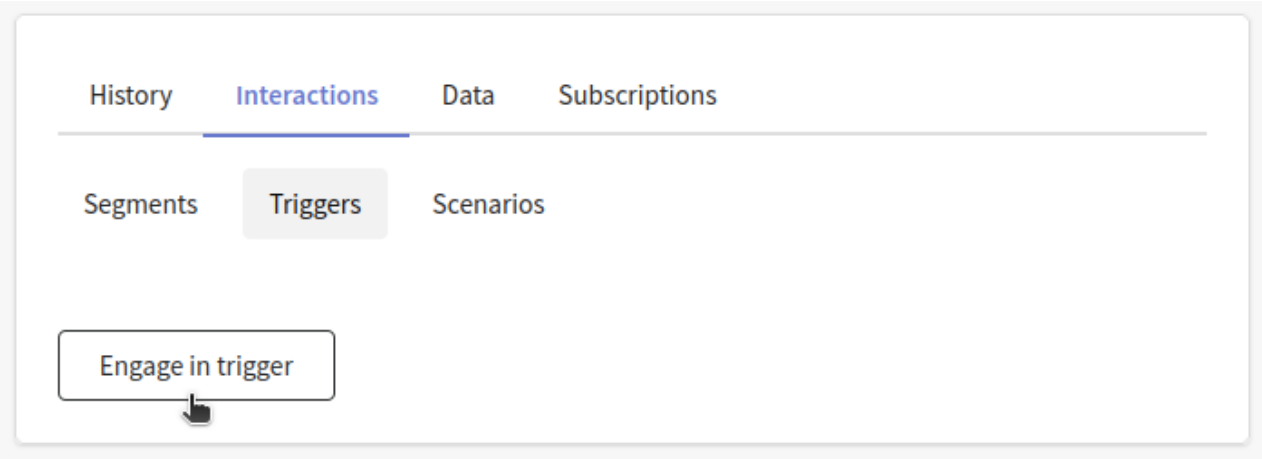
Segments

[Static segments] are used for advanced analytics of customer fixed groups. There is a ready-made integration to export static segments data via SQL. Here you can add the profile to a segment or remove.



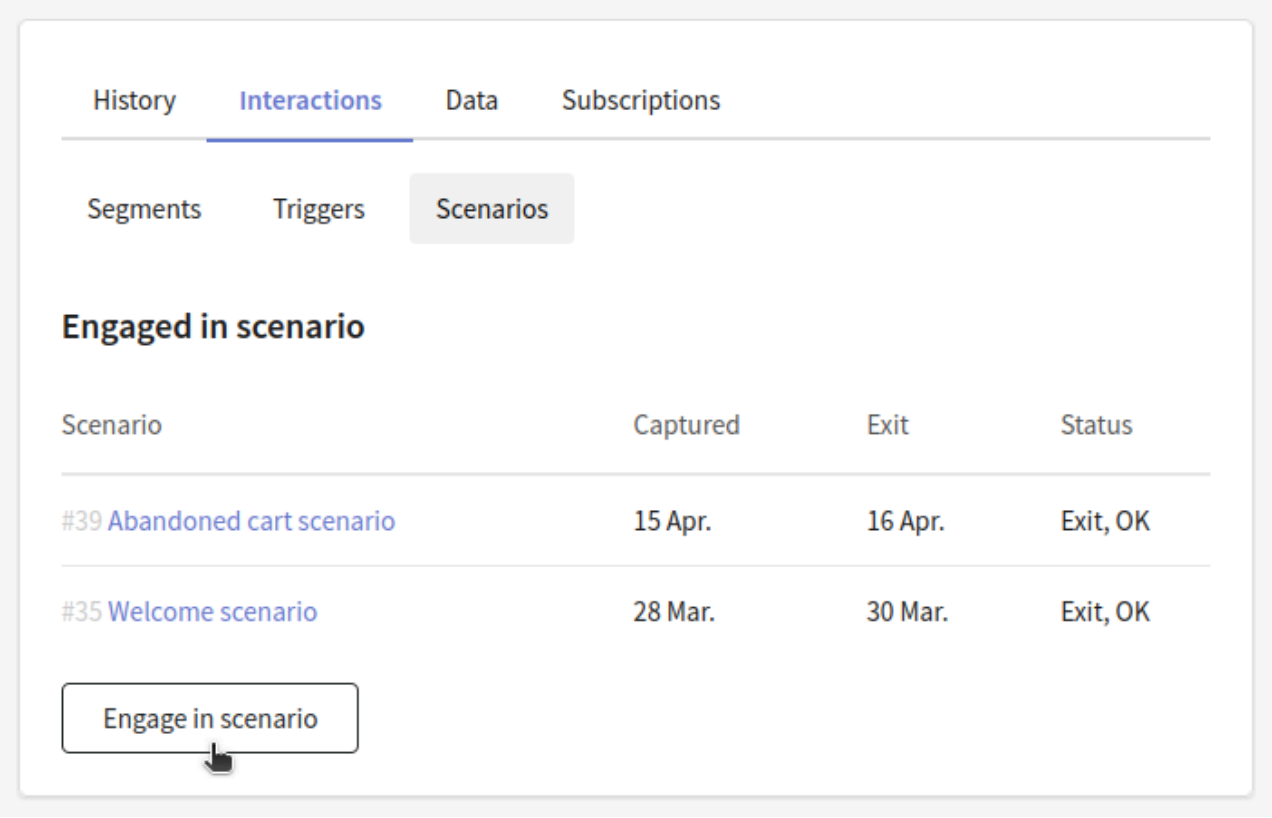
Triggers

Triggers are campaigns that are launched when a certain event occurs (the profile clicks on a link, fills out a form, etc.). On this tab, you can manually send a trigger message to a profile.



Scenarios

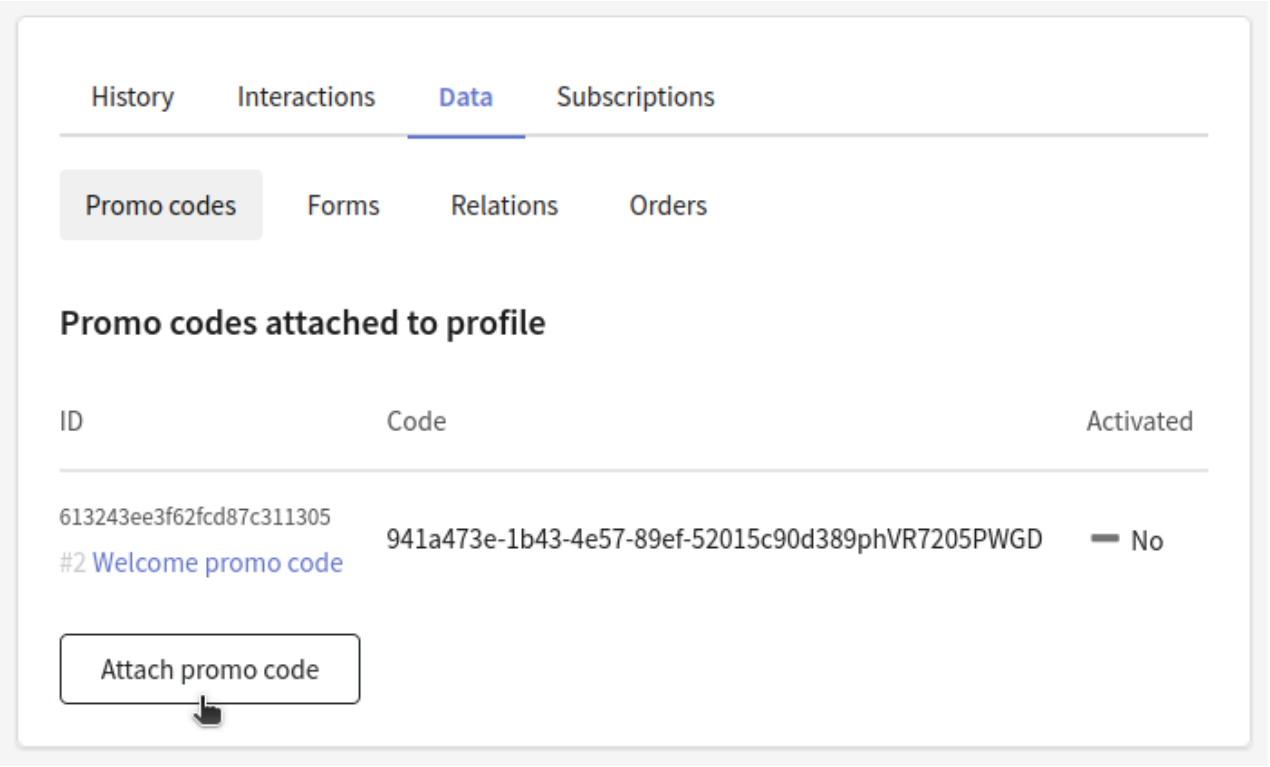
Scenarios help you automate your marketing workflows. This tab contains the history of a customer's scenario participation and results. And you can engage a customer in a scenario - manually.



Data

Promo codes

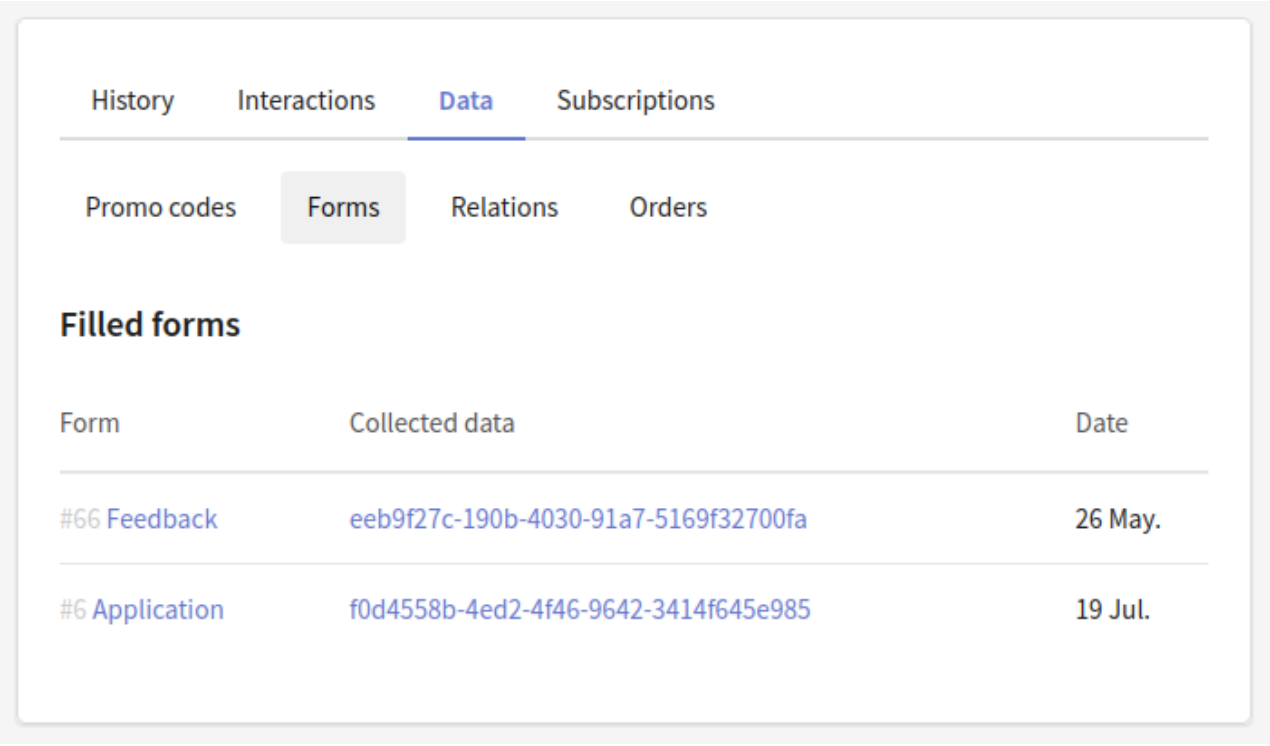
Promotion codes can encourage deals and they can be managed by Altcraft Marketing loyalty programs. On this tab all the relevant information is displayed. You can manually assign a promo code as well.



Forms

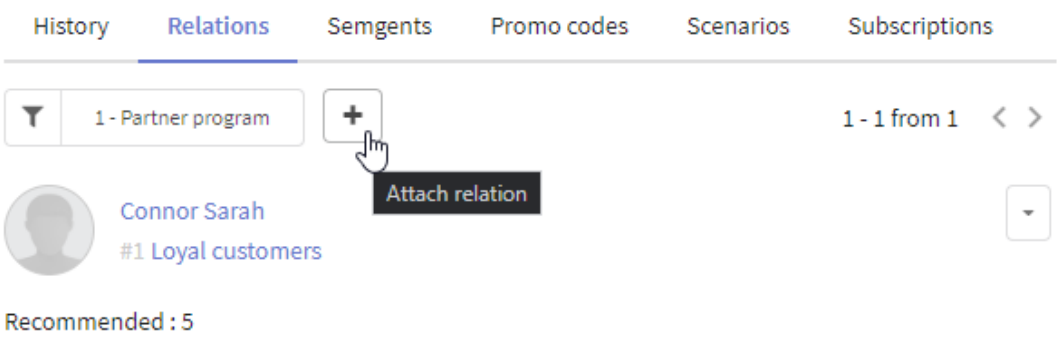
Forms are a tool for collecting data from your customers. With its help, you can implement various mechanisms using external data, for example, add new profiles to the database, manage subscriptions to various resources, and receive feedback from customers.

On this tab, you can see which forms the profile has already filled out. When you click on the collected data, you will be taken to a new window that displays all the data left by the profile in the form.



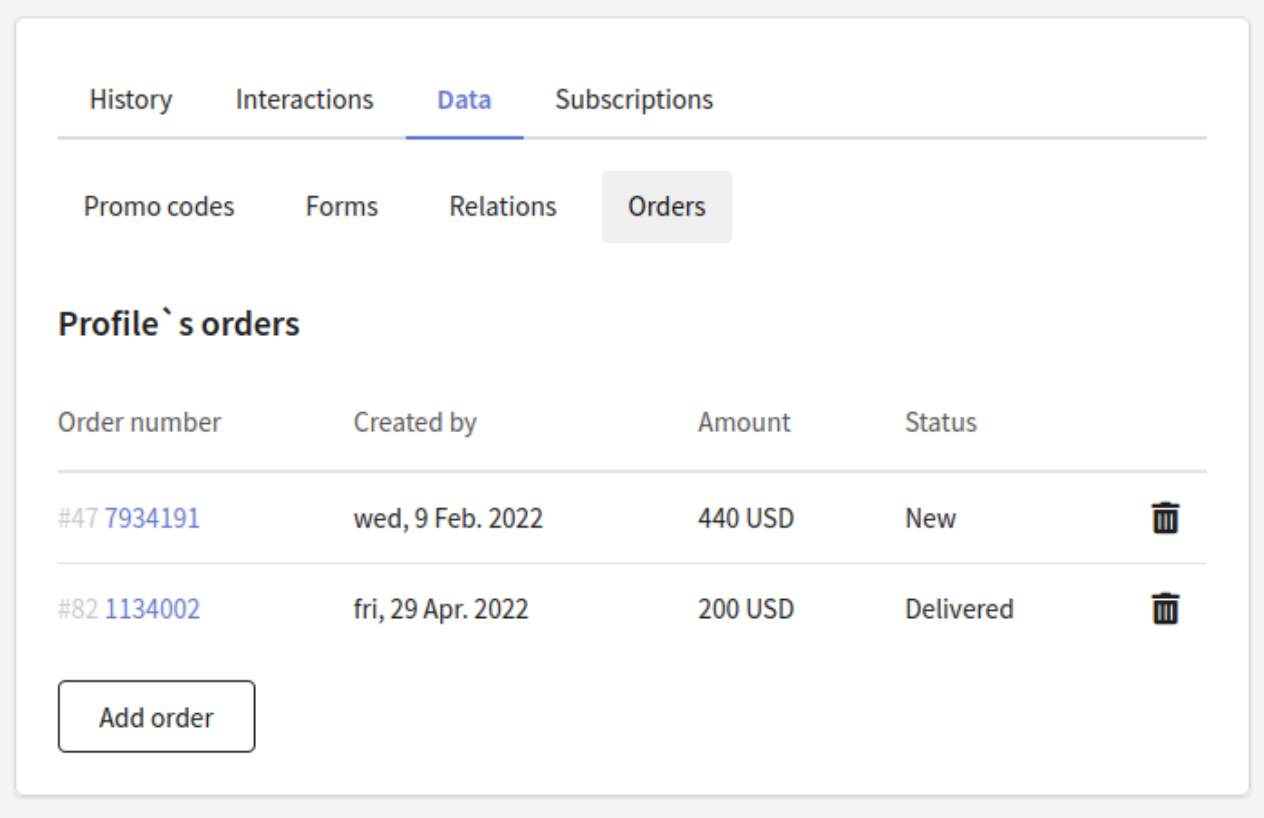
Relations

Relations between profiles can be used to register interactions between your clients — likes in a social network or service recommendations can serve as examples here. On this tab you can add a relation manually.



Orders

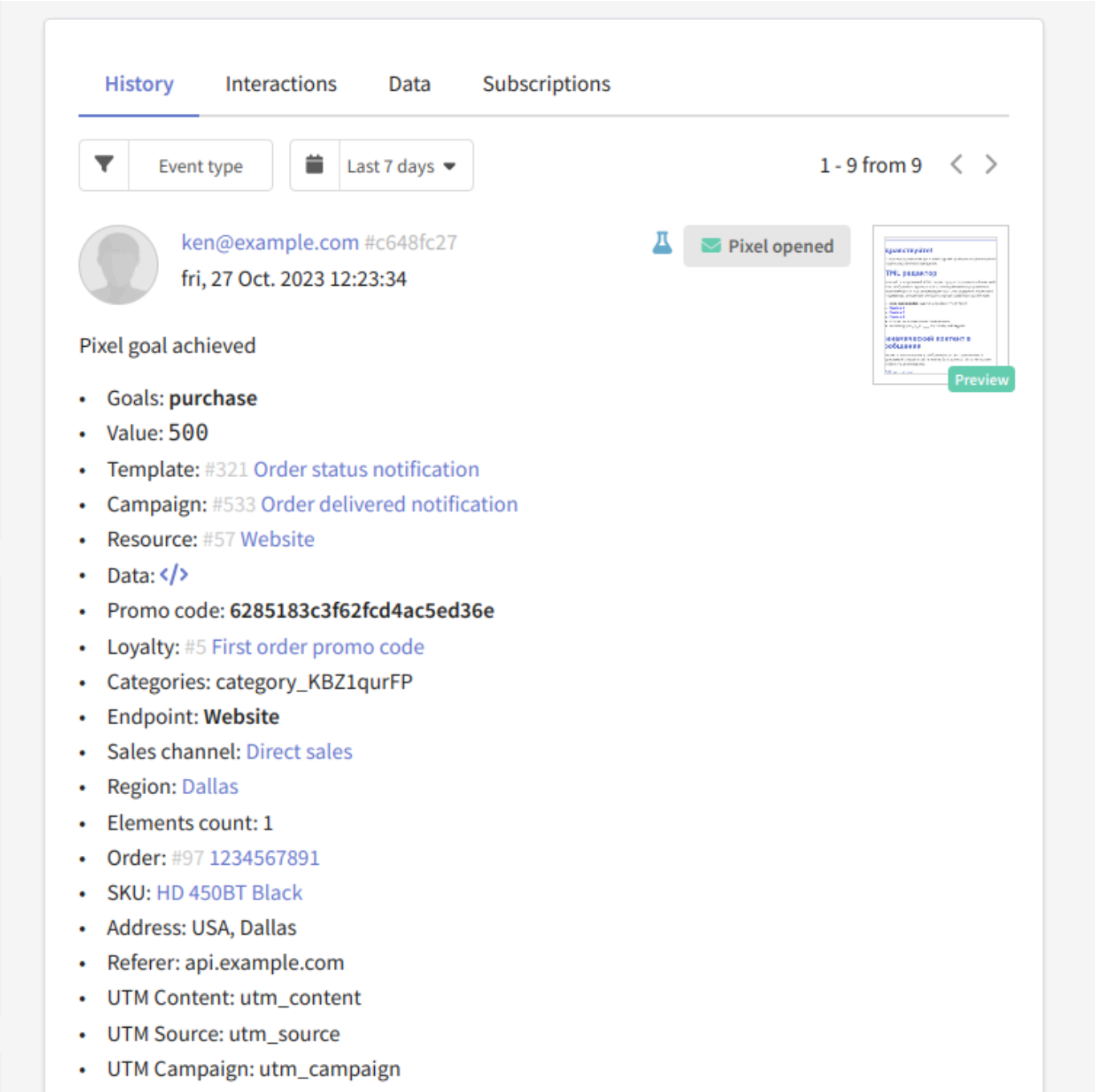
Orders are an element of the Market module. This module allows you to import product and order data to the platform and use this data to communicate with profiles. To activate this module, you must configure the appropriate access roles.



Pixels

A pixel is an HTML or JavaScript code placed on a website or in an application designed to track user actions. When a subscriber performs a specific action on the website or in the application, a request is sent to the server to record this action.

The pixel can also transmit information related to this action, such as the achieved goal, the value of the action, the URL of the website from which the subscriber came, profile geodata, information about sent campaigns, and more. These data are recorded in the profile history and used for segmentation.



TIP

To view the data passed in the `pixel_data` object, press </> to the right of “Data”.

INFO

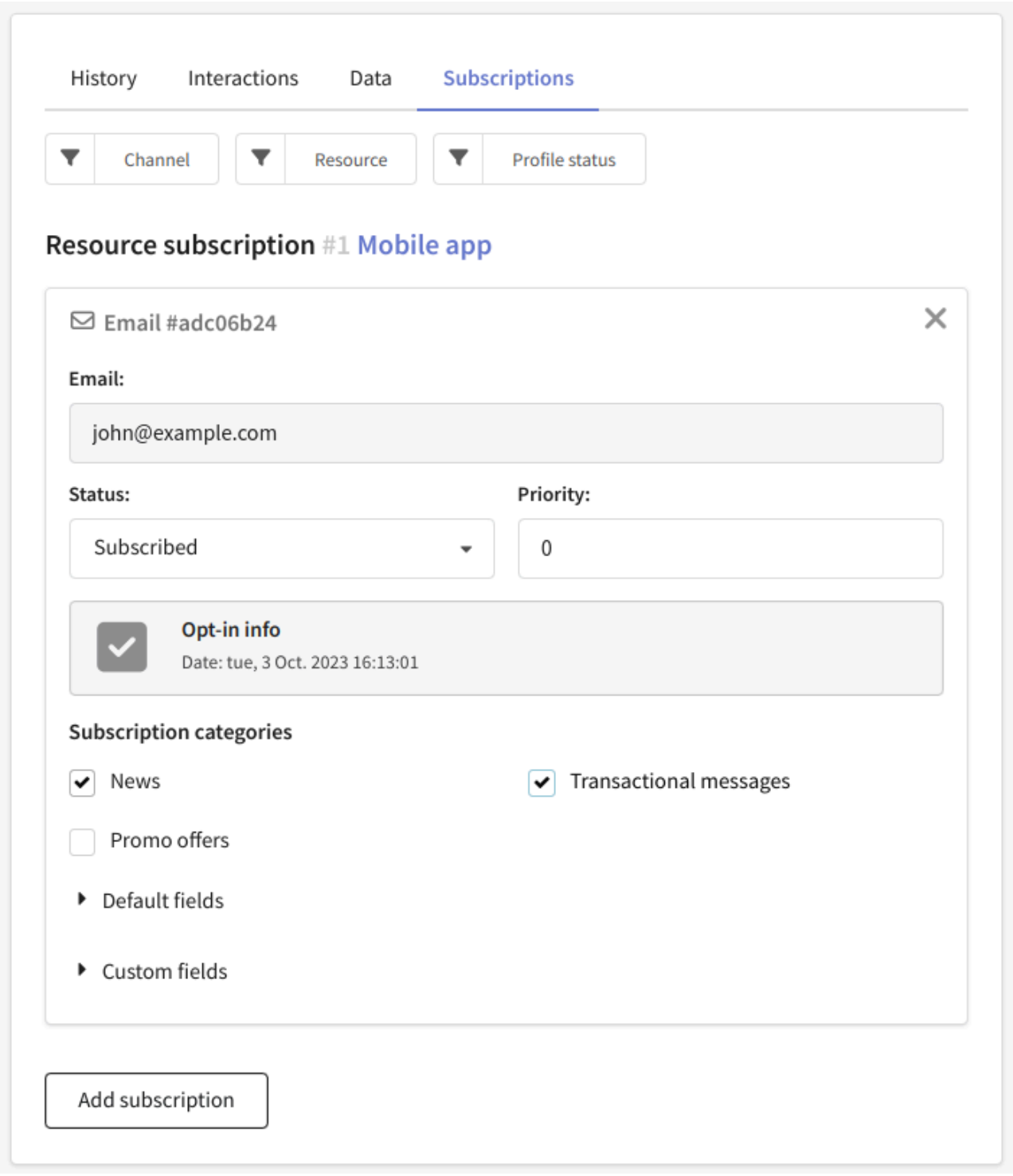
Goals can be registered for clients whose contact and personal information you do not yet have. Such events are called anonymous. Altcraft distinguishes them from each other based on connection data (cookies). If a client later registers using the same browser, their data is added to the already existing profile.

Profile subscriptions

Profile subscription is a record that combines contact data for a specific communication channel and information about registration. Every profile can have a number of subscriptions grouped by resource - the source of subscription. Every profile has a limit of 200 subscriptions or 20 subscriptions per resource in a channel. Also, different resources can use

different contact information. For example, if a customer unsubscribes from one resource, they will continue to receive content from another resource.

Here you can manually change subscription status and priority:



Status

Subscription status defines communication possibility with a customer by specific contact data within a specific resource. Here, like for global profile status, there are 7 types:

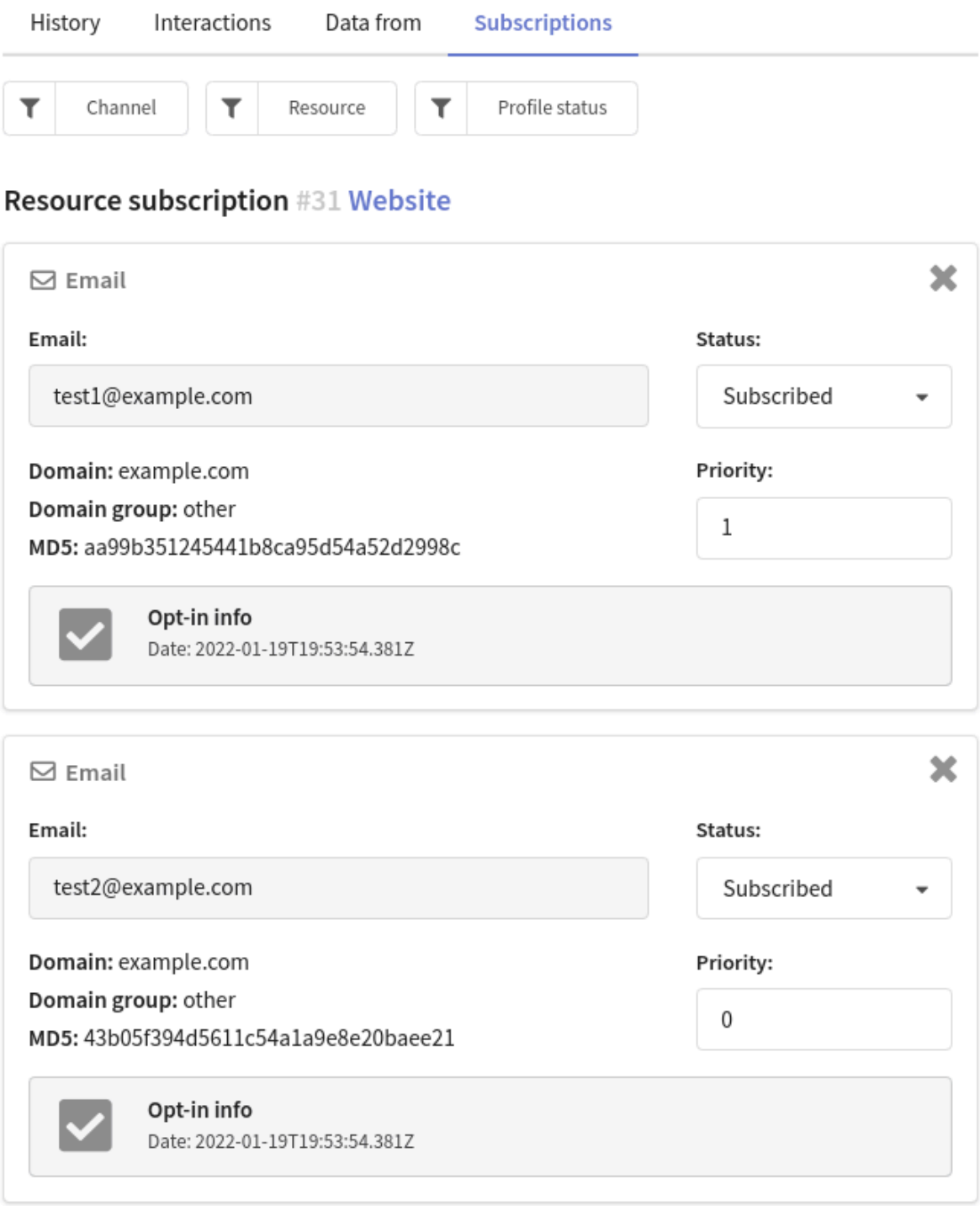
- **Subscribed — available for communication by all channels**
- **Unsubscribed — unsubscribed from receiving messages by all channels**
- **Complainer — reported to Spam. Communication is stopped.**
- **Hard bounced — the provider completely refused to accept messages to this address, most likely the mailbox does not exist and attempts to send something will spoil your rating with the provider. Invalid addresses are recorded in the global stop list of the platform.**

- **Unconfirmed — the subscriber registered but did not confirm his consent to receive the newsletters. It is used with Double opt-in subscription. After confirmation, it changes to Subscribed.**
- **Suspended — subscription is suspended for some time.**
- **Invalid — excluded for marketing campaigns due to any other reasons.**

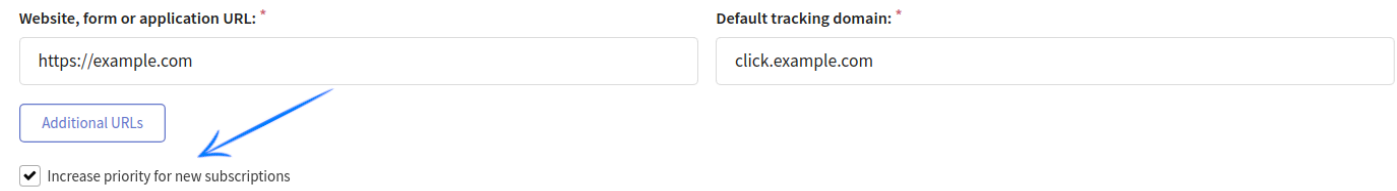
Priority

A user can subscribe to one resource several times by entering different contact details (email or phone number). The higher the value in the Priority field, the lower the priority of the subscription.

In the example below, mailings within the "Website" resource will be sent to `test2@example.com`, because a subscription with these contact details has the highest priority — 0.



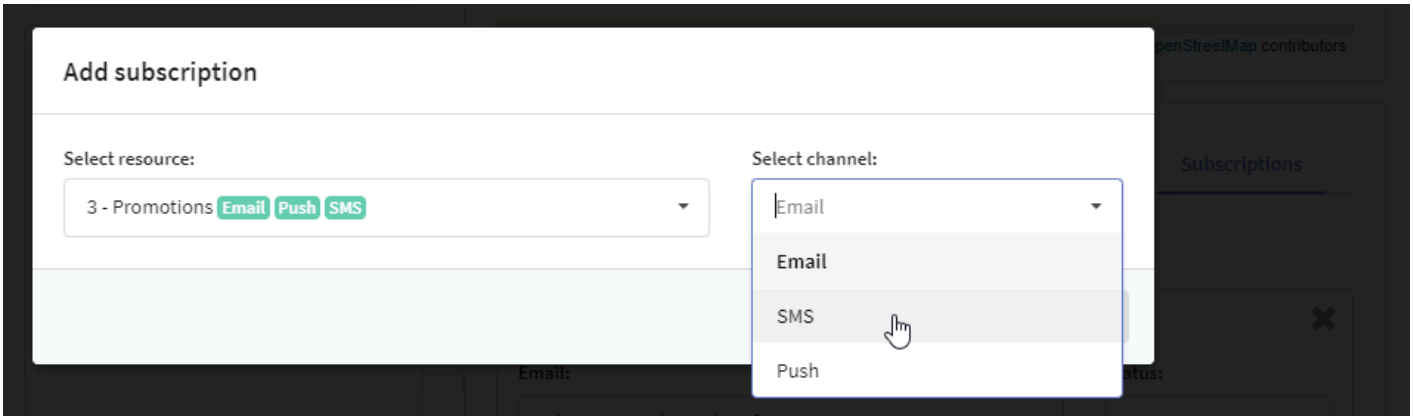
You can increase the priority of a subscription automatically. To do this, activate the option in the resource settings.



CAUTION

Please note that the “Increase priority for new subscriptions” option applies only if the priority is not explicitly specified when adding a new subscription. If the priority of the new subscription is explicitly specified (for example, in an API request), then the priorities of existing subscriptions remain unchanged.

If you want to subscribe a customer to a resourse manually, press the Add subscription button, specify a resource and a channel, enter contact data and save your changes:



TIP

The subscription process (opt-in) can be organized in two ways:

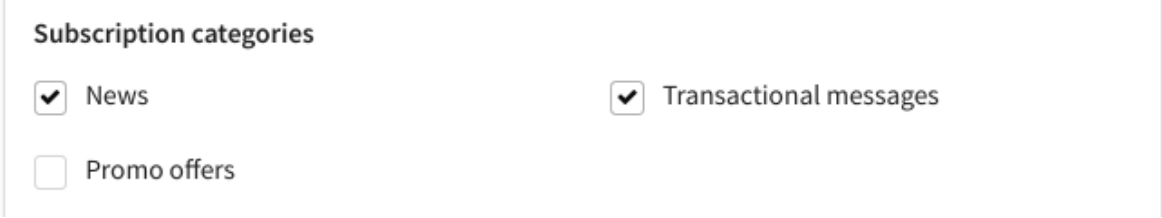
- **Single opt-in (SOI) - Without an agreement to receive content. It is enough to receive customer information (or create a subscription to a resource in Altcraft).**
- **Double opt-in (DOI) - Creating a subscription is not enough. Customers must send an email confirming their agreement to receive messages. This process allows you to exclude potential complaints from customers on marketing campaigns, increase their effectiveness and improve sender reputation.**

Click here to find instructions on how to organize Double opt-in subscriptions in Altcraft.

Subscription categories

A resource subscription can include multiple categories. Categories enable personalization of offers. The client will receive messages only within the categories to which they are subscribed.

Unlike a subscription to a resource, a subscription to a category has only 2 statuses: “Subscribed” and “Unsubscribed”. To subscribe a profile to a category, check the appropriate box. You can also manage category subscription status via API requests.



Channel subscription fields

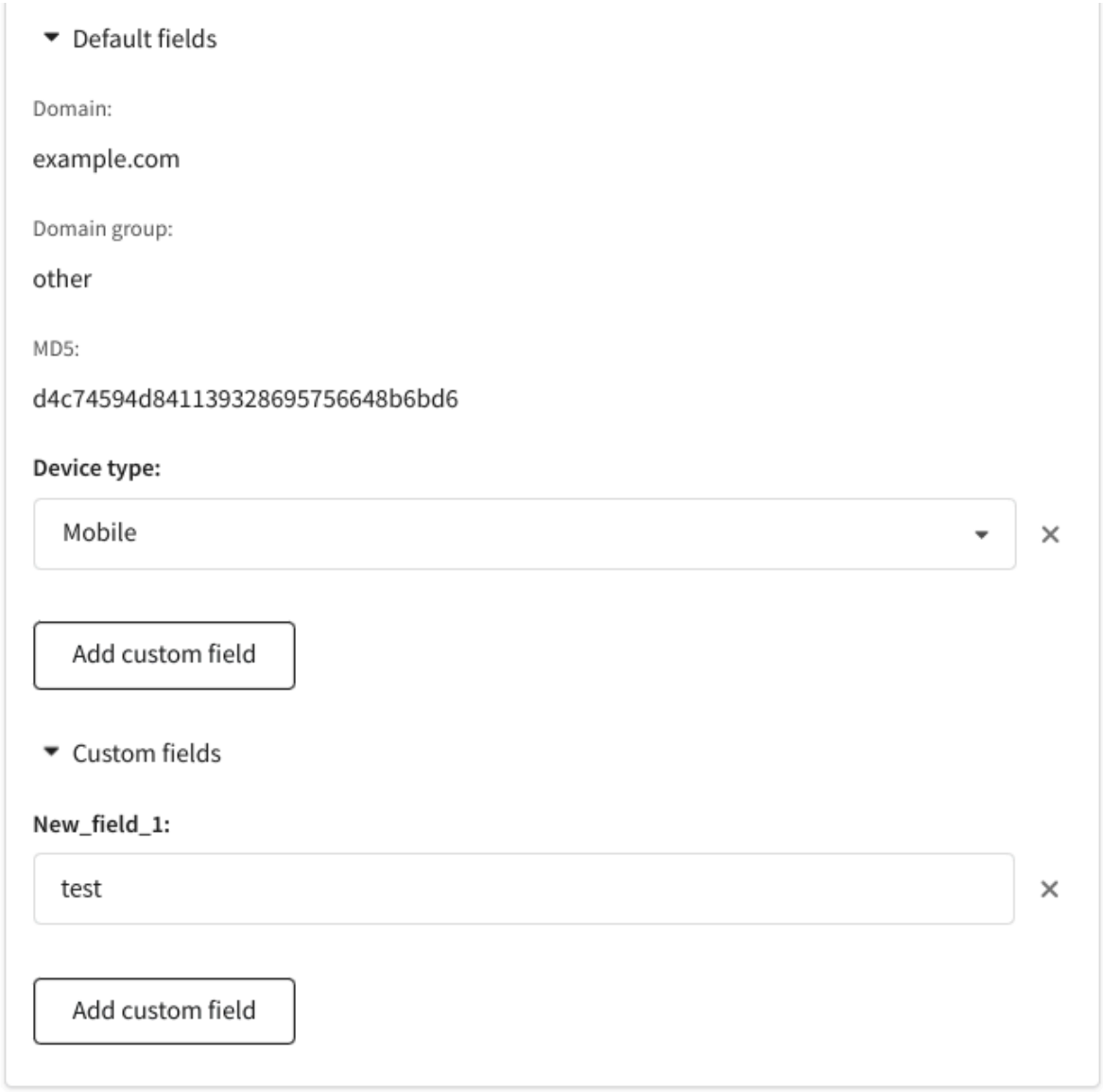
Data about a profile's subscription to a specific channel is stored in standard and custom fields.

You can also include additional standard fields that store information about the device and profile application:

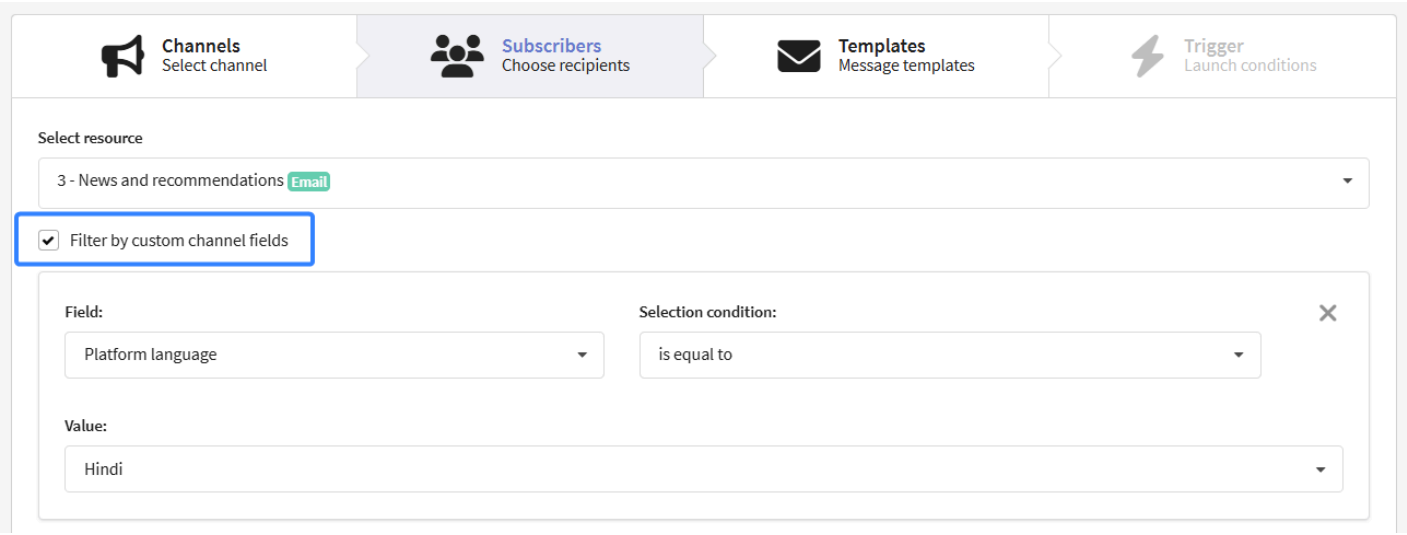
- **Device type (Desktop, Mobile, Other)**
- **Device model**
- **Device name**
- **Platform (Windows, Linux, Mac, Opera, iOS, BlackBerry, Android)**
- **Platform version**
- **Platform time zone**
- **Platform language**
- **Ad tracking allowed (True or False)**
- **Platform language**
- **Ad identifier**
- **Application ID**
- **Application installation ID**
- **Browser: Bots, Internet Explorer, Firefox, Safari, Facebook*, Chrome, Opera, Outlook, Thunderbird**
- **Application version**
- **Browser version**

To add a new field, click the Add custom field button and select a field from the list, then enter its value.

To store additional information about your channel subscription, use custom fields. They are created in resource settings.



You can use them to filter the recipients of a trigger campaign. This will make the mailing more personalized.



Subscriptions Limit

There is a subscriptions limit for a profile. A profile can have no more than 200 subscriptions, or no more than 20 subscriptions per resource in a channel. If the maximum number has been reached, a new subscription will replace one of the old ones.

The following categories of subscriptions are being removed at first place:

- **All deleted subscriptions**
- **All subscriptions with statuses:**
  - **Invalid**
  - **Hard bounced**
  - **Complainer**
  - **Suspended**
  - **Unconfirmed**
- **Subscriptions with the lowest priority**
- **Oldest subscriptions by creation date**

If you try to add replaced subscription, the platform will consider it a new one and re-add it to the list of subscriptions.

Identifiers

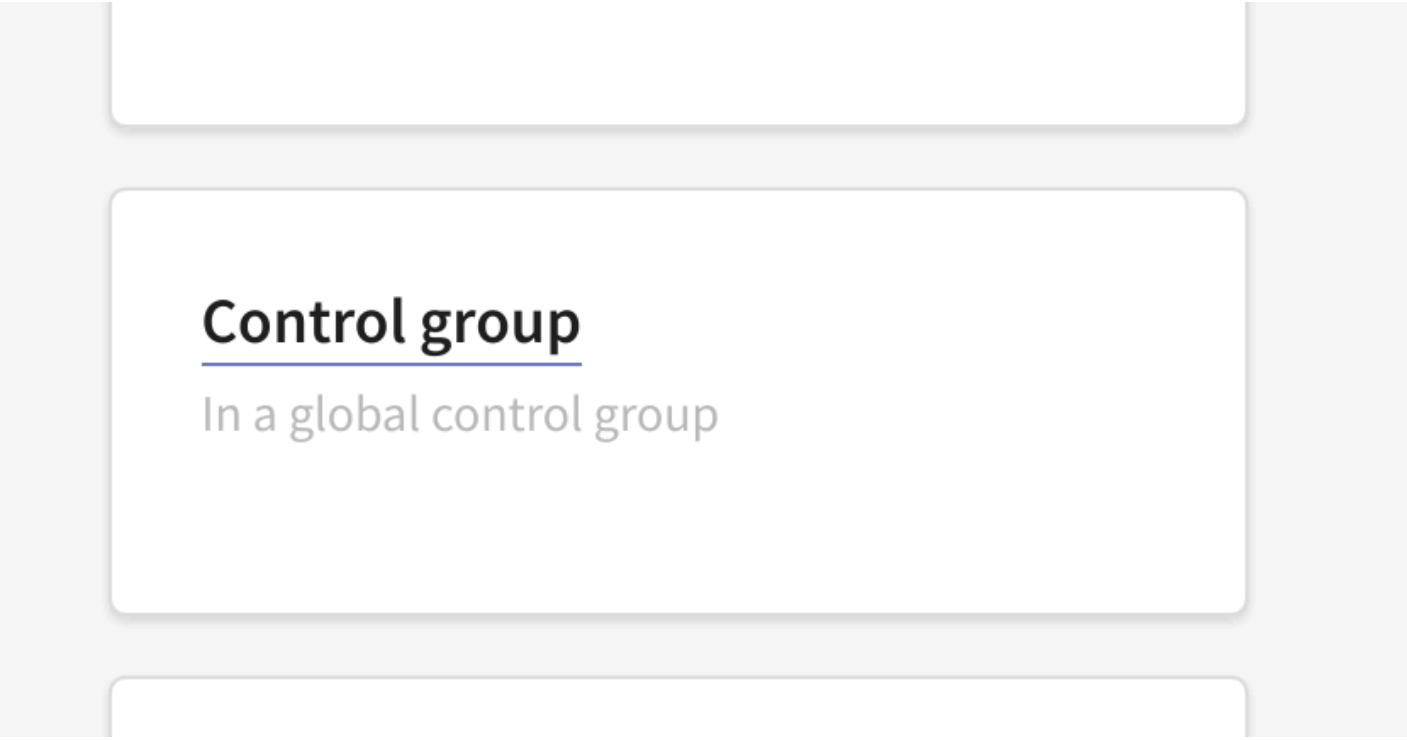
	Every subscriber profile in Altcraft Platform has a unique profile identifier profile_id — for all databases. It also gets unique MD5 and XXH identifiers. Within a database, the standard Email field is unique for profiles. However it is not required:if email address is missing, a new profile will get a **profile_id@localhost record.**

UTM

	UTM tags are updated in the subscriber's profile if they clicked on a link with UTM tags in the message template or submitted a [form](/user-guide/weblayers/forms/37848225) with configured UTM tags (the "Update UTM data to profile" option is enabled in the form).

Participation in the control group

If the client profile is currently in the global control group, the corresponding mark will appear in their profile:

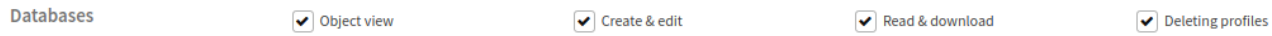


Also, the action history will show every time it gets in the GCG:

Deleting profile

	If you need to delete a profile from the database, you can do it using the "Delete profile" button. This action will also remove profile actions history and relations.

Special permission is necessary for deleting profiles. It can be configured in the user roles. You can read more about roles here.



You can also use an API request to delete a profile (see more).

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

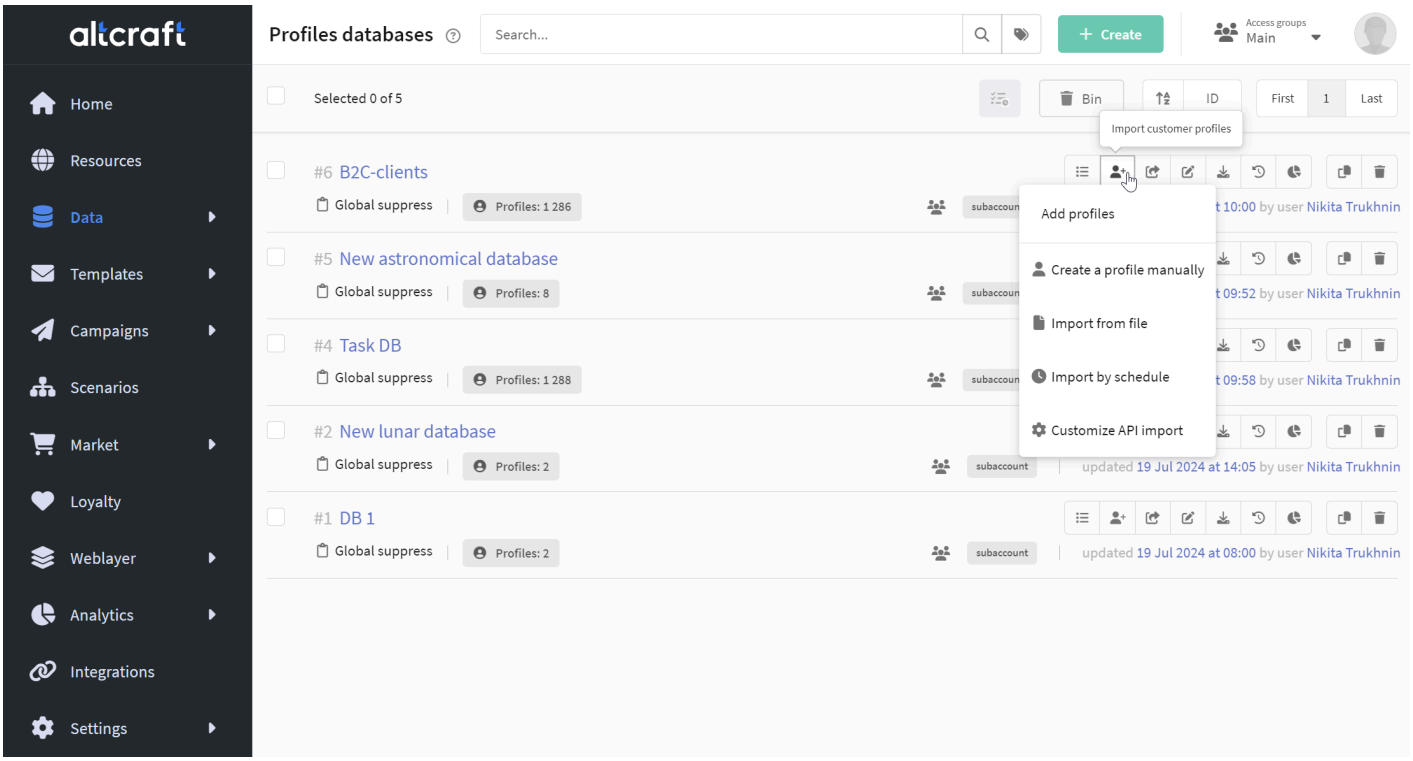
Profiles import and data update

Profiles import and data update

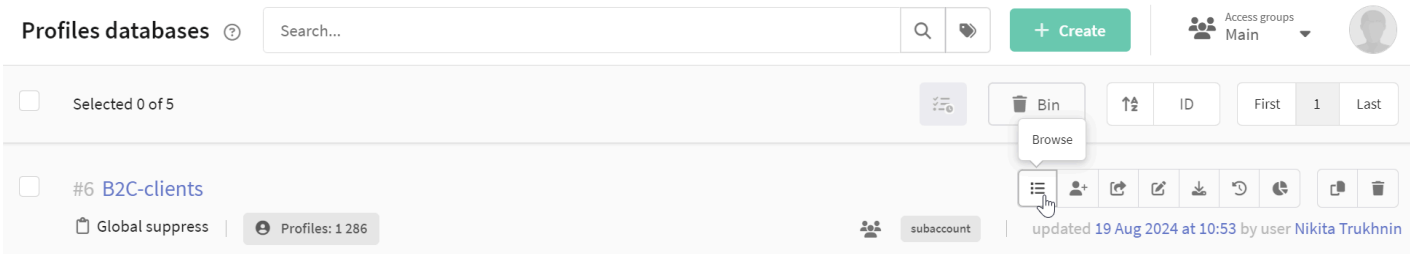
How to import data

There are three ways to proceed to import data:

1. **Under Data, select Profile Databases. Click on “Import Customer Profiles” next to the profile database you want and select the appropriate way to load the data:**



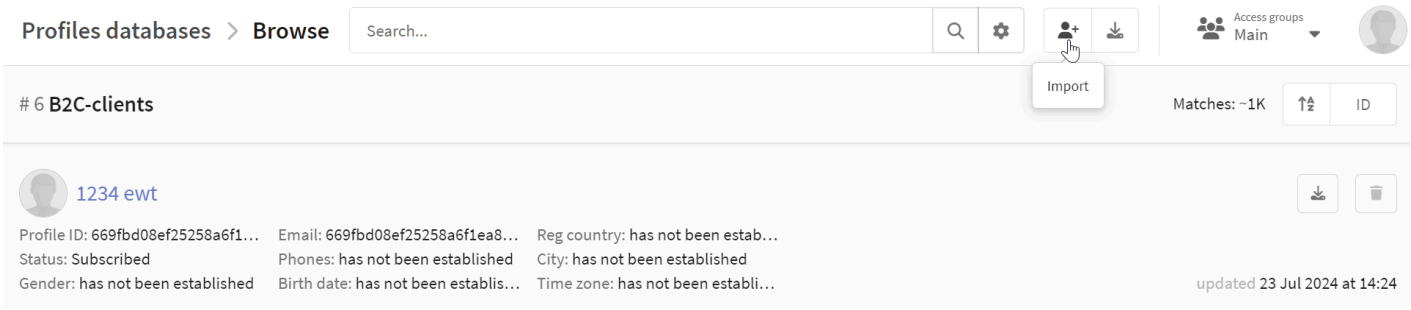
2. **Select your desired Profile Database and click on the Browse tab**



Click on the icon



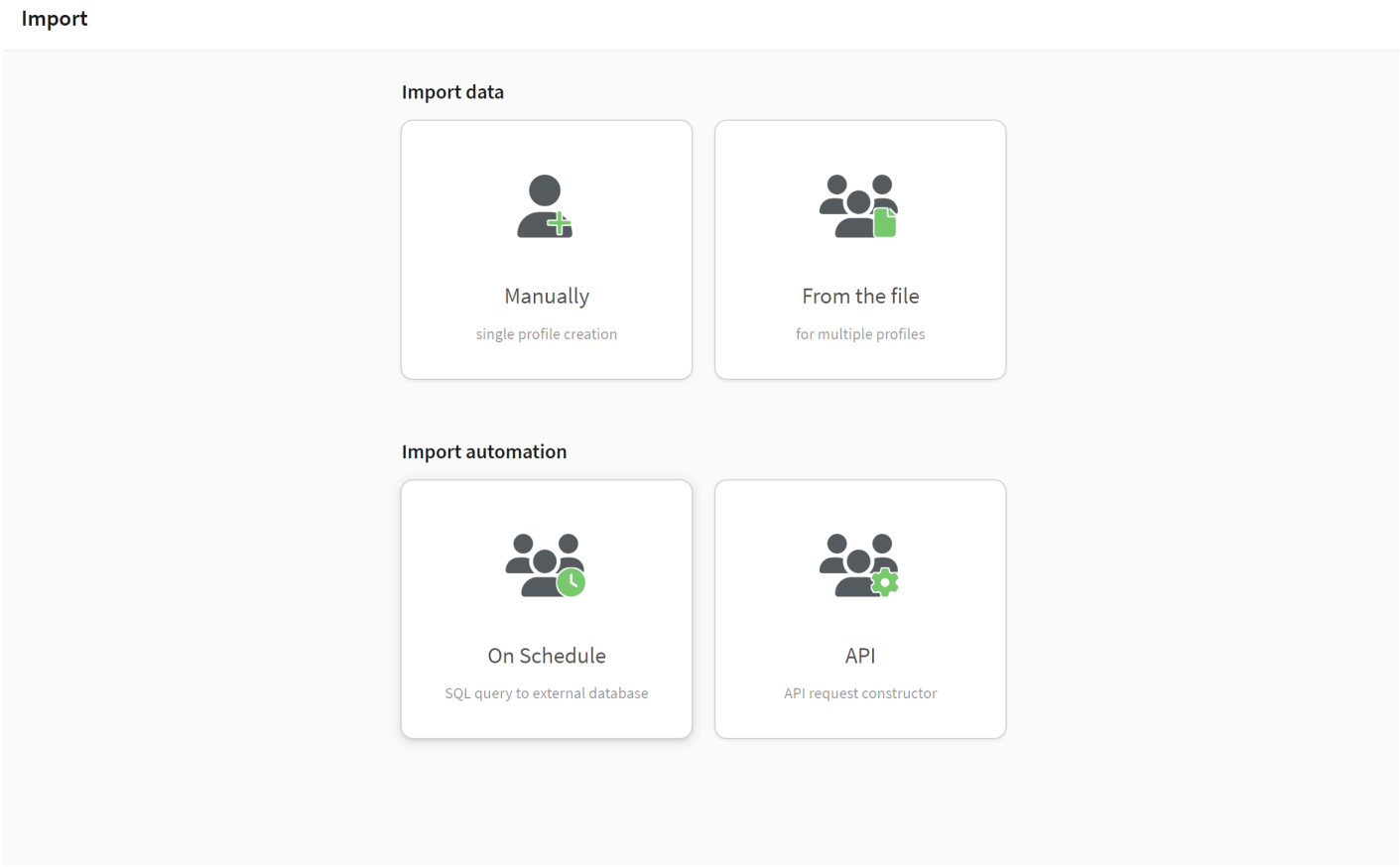
at the top of the screen and select the import method that suits you:



3. **In the Data section select Import.**

Customer profiles import and update can be organized depending on database size, new subscribers processing scenario (directly or from CRM), and company technical capabilities. There are 4 ways to import profiles into a database:

- **Manual import — add one profile at a time using the edit form**
- **From a file — import profiles from a file with customer data**
- **Via API — import profiles using API integration**
- **Schedule — import profiles from the external SQL database on schedule**



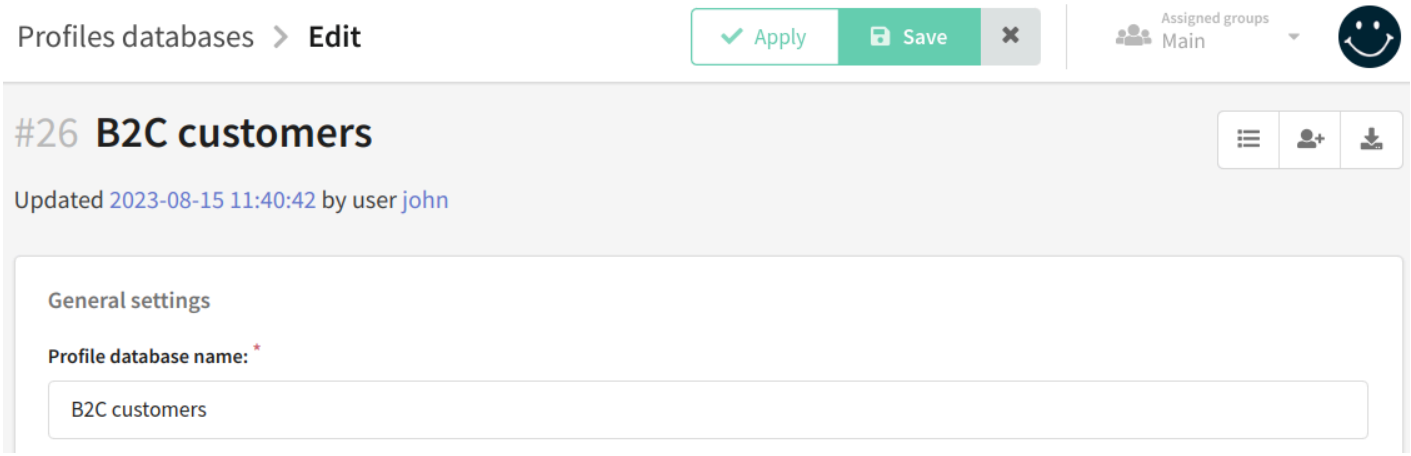
TIP

Altcraft Marketing also has integrations with external services:

- **Tilda — integration with Tilda data collection forms.**
- **LPGenerator — integration with LPGenerator data collection forms.**
- **Yandex AppMetrica — integration with Yandex application metrics service.**

Manual profile creation

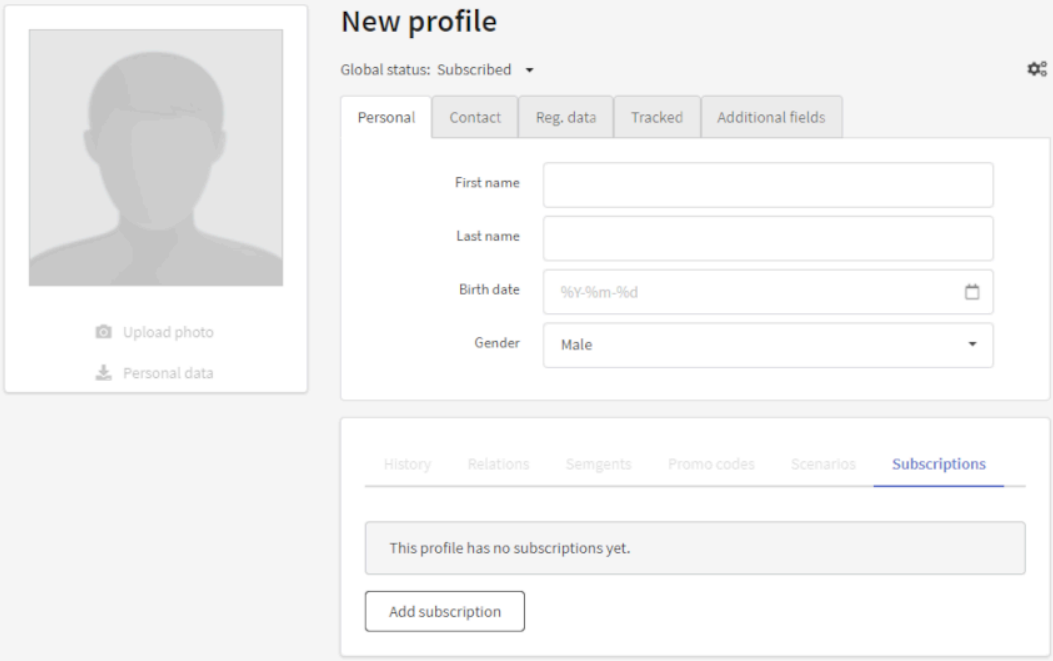
Select the import method - “Manually”.



The profile creation/editing form will open. During profile creation, you can add personal, contact, registration, and tracked data. This information is recorded in standard database fields.

Values for additional (custom) fields are specified in the "Additional fields" tab. Mandatory fields are marked with a red asterisk. You can create additional fields and set them as mandatory on the database editing page.

Below, on the "Subscriptions" tab, you can immediately assign a client to a specific resource when creating the profile.

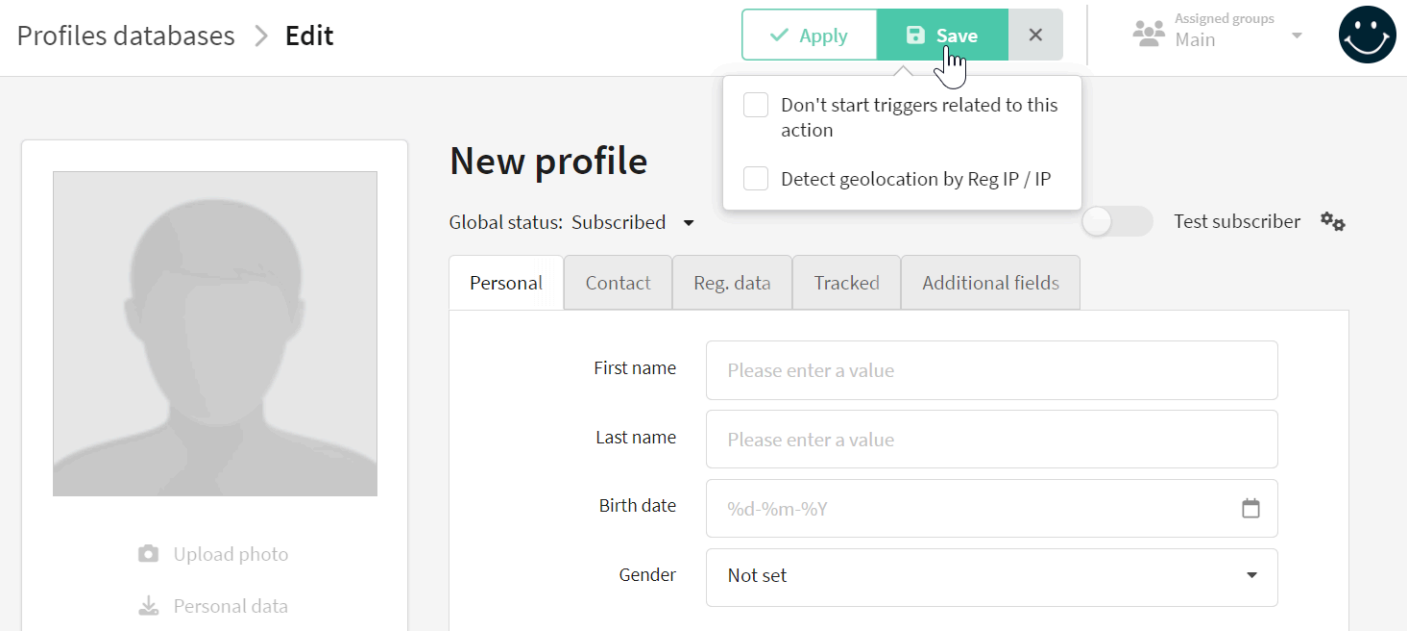


CAUTION

Email and Phones fields on the Profile tab are not used for communications. You can store contacts in these fields and use them in subscriptions. Youcan also leave these fields empty and store customer information in subscriptions.

By default, the Email field is used for profile identification along with profile_id. You cannot create a profile manually without this field.

When saving a new profile, you can disable triggers and enable location by Reg IP (registration IP address)/IP (last known IP address):

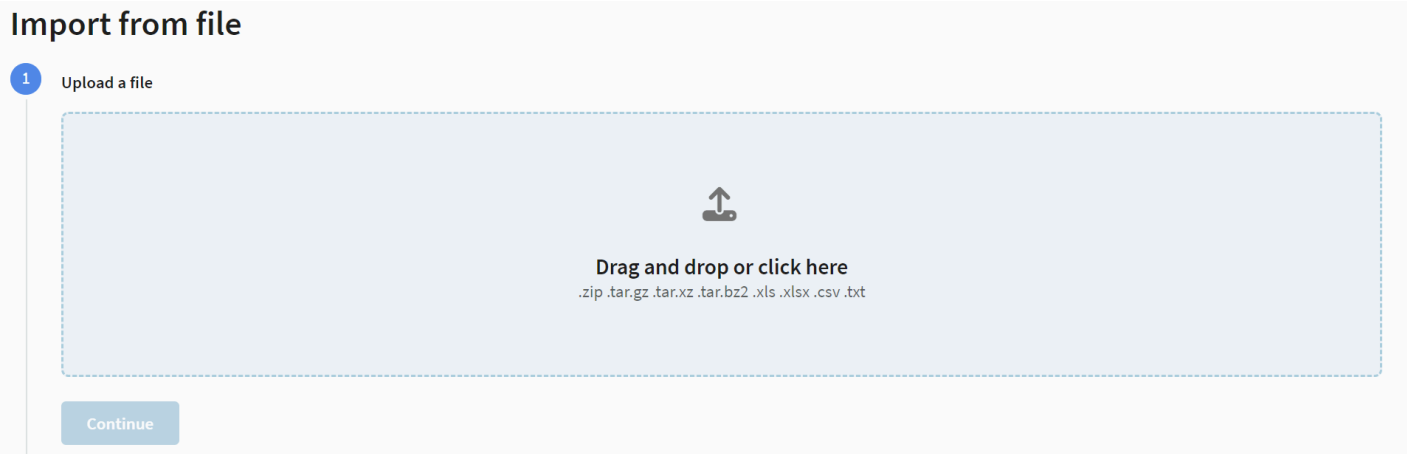


Import from file

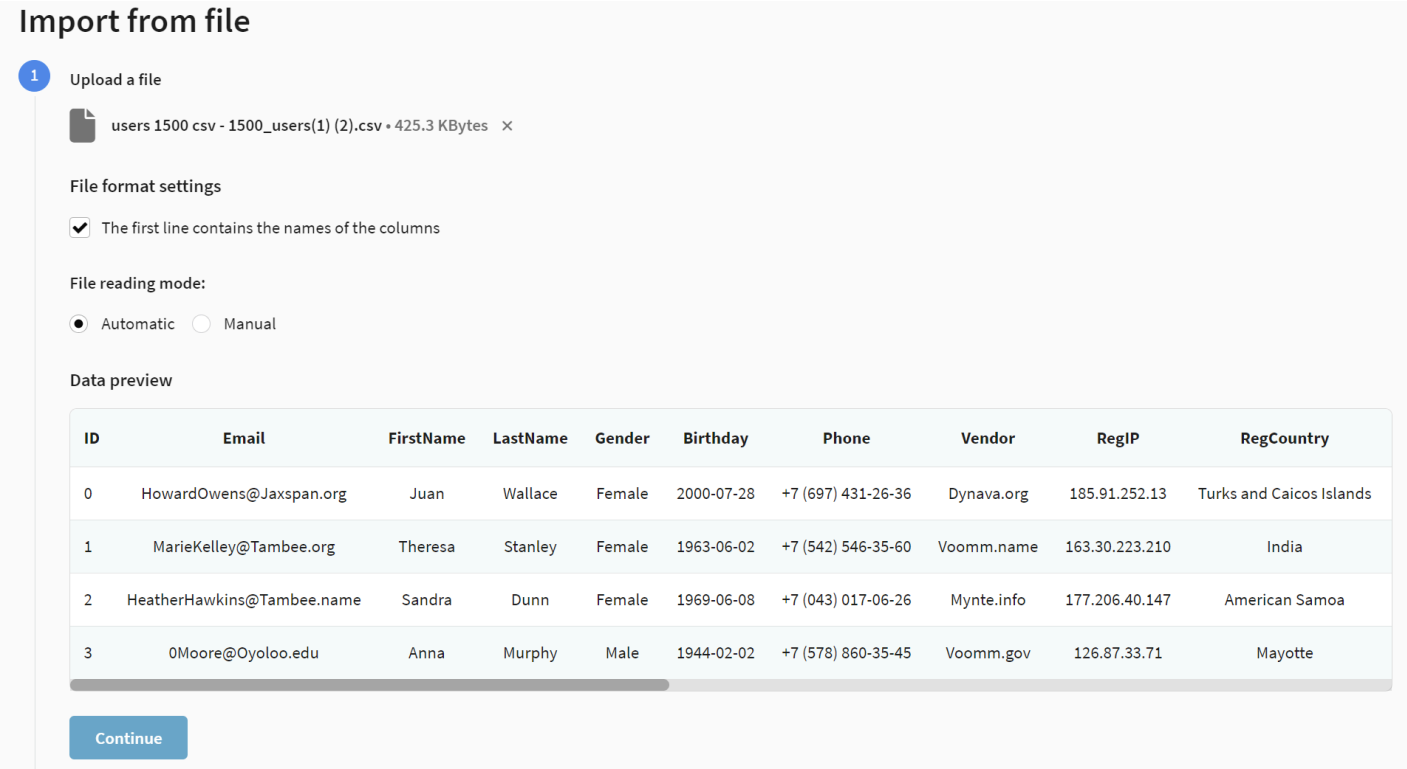
Uploading a file

You can use import from files to upload many profiles or update existing data. csv, txt, xls, xlsx, zip, tar.gz formats can be used.

Multiple table files can be uploaded into import from file form simultaneously. Press X next to file name to remove it. To add a new file, drag it to upload area or click on it and select file:

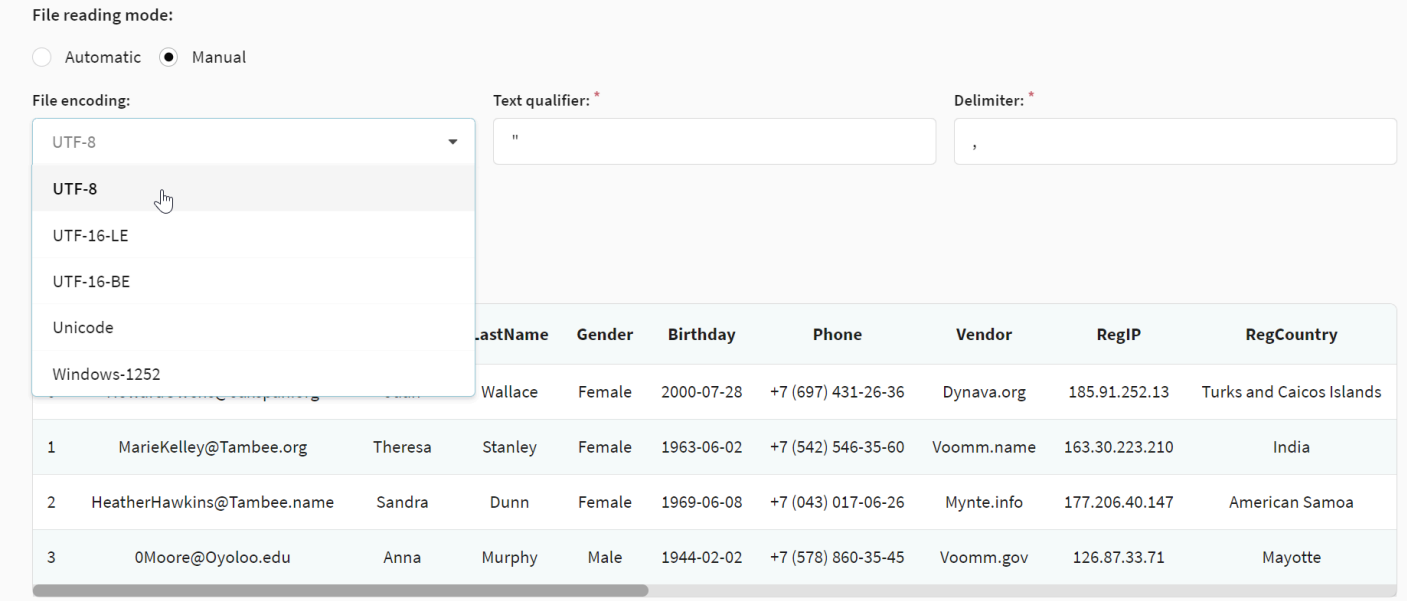


Check the “The first line contains the names of the column” box if the first line in your profile file is used to designate columns.



Select File Reading Mode. Two modes are available: Automatic and Manual.

The automatic mode uses UTF-8 encoding, if your file has a different encoding, you can go to manual reading mode and choose the one that suits you:



- **Text qualifier — a character used to indicate the beginning and end of text data within a table cell. Qualifiers are required when the data within a cell contains characters that can be seen as delimiters or other special characters.**
- **Delimiter — a character that is used to separate data into separate fields (cells) in a table row. Delimiters are used to indicate the boundaries between columns in a table.**

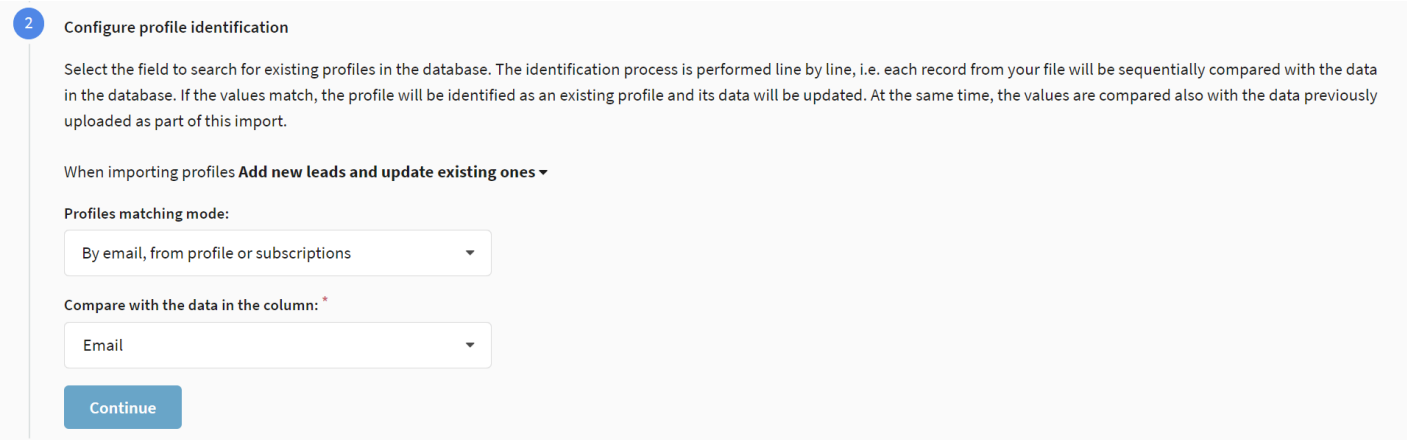
Profile identification

Select Import mode — it will depend on whether you add new records or update existing in the Altcraft profiles database:

- **Add new leads and update existing ones**
- **Add new leads, do not update existing ones**
- **Update only**

Profile matching mode defines what information from your file will be used in Altcraft for profiles search. This is necessary to update data without duplicating records. The following modes are available:

- **By email, from profile or subscriptions — search by email from database or subscriptions.**
- **By email from profile — search by database profile email.**
- **By phone, from profile or subscriptions — search by phone in database field or SMS subscriptions.**
- **By custom field — search by custom database field, like customer ID in company CRM.**
- **By subscription — serach subscription data.**
- **By profile ID - by unique profile ID (only when updating data).**



TIP

It is necessary to take into account the following peculiarities of matching:

- **The value of the search field should be unique for each profile in the database, otherwise the platform will not be able to unambiguously identify the profile being searched for**
- **Only one search mode should be used for one profile database. This is to avoid creating duplicate profiles in the database.**
- **If you are going to use custom field matching, you should contact the platform administrator to create an index for this field. Thanks to the index, searching for a profile in the database will take much less time.**

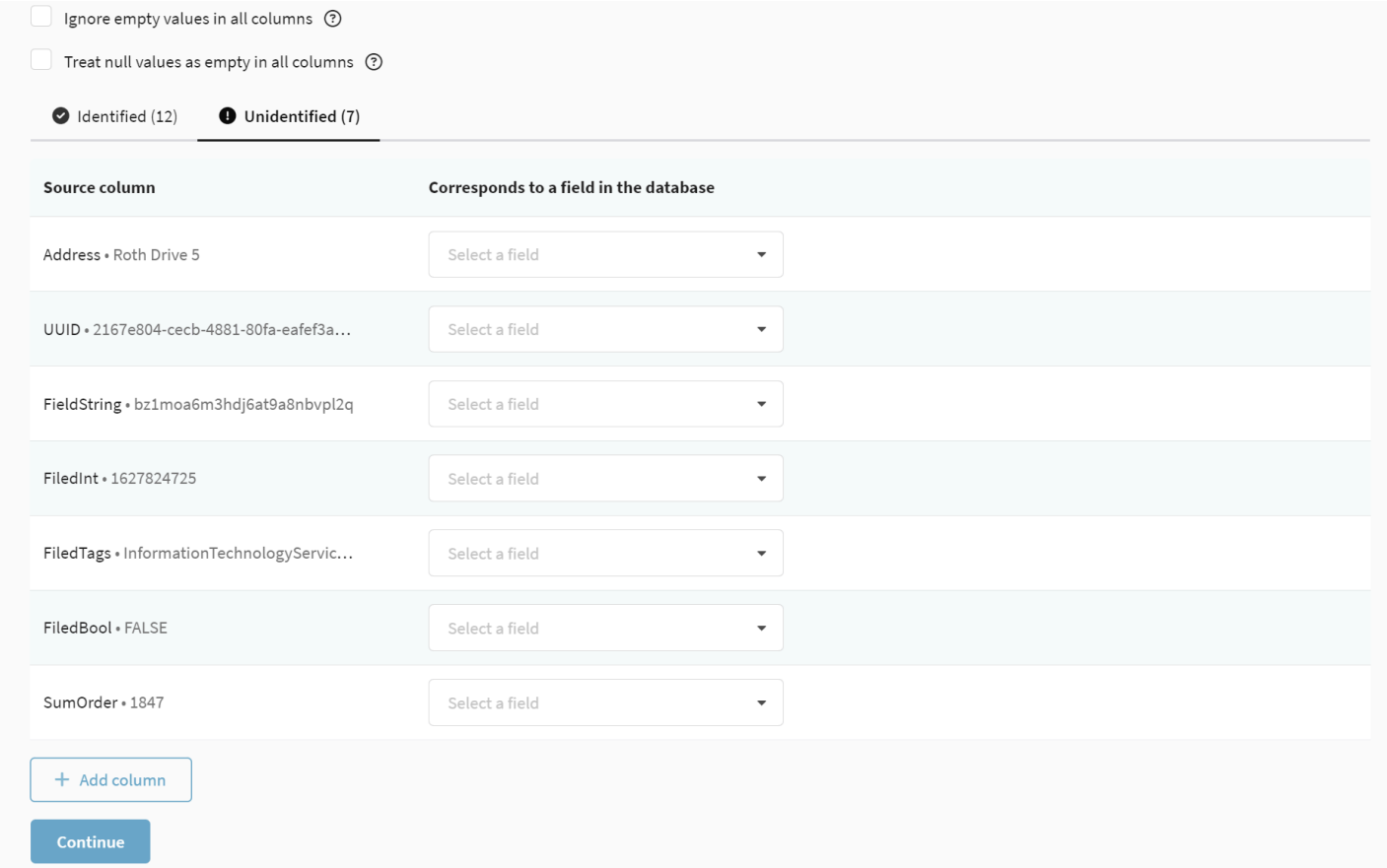
Fields customization

TIP

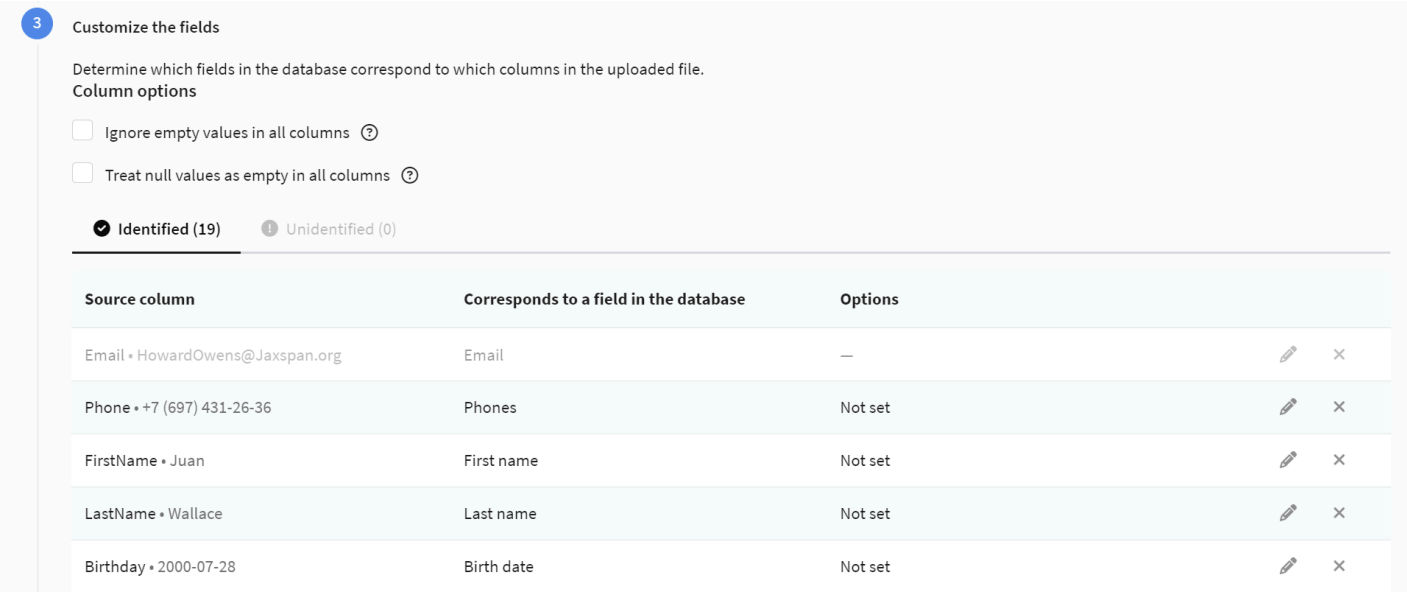
Pass profile contact information to Altcraft resources subscriptions (see the previous paragraph). You can store this data in database fields in order to search profiles. If customer identification is configured using CRM or other identifiers, email and phones may not be stored in appropriate fields.

You need to match columns in Altcraft database and columns in your file. Altcraft will detect the columns automatically if their names match the system ones, however, if your columns do not match the system ones, you can customize them manually by going to the “Unindentified” column:

- **Source column — select data source from your file. The firstrecord will be displayed for each column for data type proper selection.**
- **Corresponds to a field in the database — select customer profile field to store data. You can select standard and custom fields.**



After you select matches for the undefined columns, they will automatically be moved to the “Identified” column. If you have set an incorrect match, click on the cross to the right of the field you want, then it will be moved back to the “Unindentified” column.



The “Ignore empty in all columns” option is used when updating profile data that is already in the database. For example, the profile field “vendor” already contains the value “test.com”, but now you are importing a file where the “vendor” field for this client is empty. The platform will overwrite the field with an empty value. To avoid this, enable the “Ignore empty in all columns” option for the corresponding column. In this case, the value in the “vendor” field will remain the same.

If your file has unknown client data written with values such as `null`, `nil`, none or `undefined`, the platform can also proccess these values as empty. To do this, you need to enable both the “Treat null value as empty” and “Ignore empty values” fields. In this case, the platform will not update the field.

Options

When configuring the import of data from a file, certain options are available for each field type that determine how the data will be processed and saved in the system:

Option	Description	Type of field
Ignore empty values	Prevents overwriting profile data with empty values during import, preserving existing information if the corresponding fields in the imported file are empty.	All
Treat null values as empty	The platform will treat values of type null, nil, none or undefined as empty if this option is enabled.	All
Automatic register correction	Converts letters to the selected register. For example: All letters are lowercase, Each word starts with an uppercase letter, or All letters are uppercase.	First name, Last name, Subscriptions(type of field - Line)
Select the date format from the file	Allows you to select the date format that is represented in the imported file.	Date
Default value	Preset value that is automatically filled in the field if there is no data for this field in the uploaded file.	Date
Match the values of columns and fields	If the values in your column do not correspond to the system values of the platform, you can specify their correspondence.	Gender(type of field - List)
Increase the field value by the value from the column	Adds a value from the imported file to an existing value in the specified database field, instead of replacing it.	Integer, Float
Decrease the field value by the value from the column	Subtracts the value from the imported file from the existing value in the specified database field, instead of replacing it.	Integer, Float
Round values to a specified number of decimal places	Automatically reduces a numeric value to a specified number of decimal places during data loading to ensure accuracy or format compliance. Rounding is applied to the data from the file, not to the total value that will be written to the profile field.	Float
Tag delimiter	A character or set of characters used to separate multiple tags (labels) in a single file field so that the platform can properly recognize and import them as separate values.	Tags
Add or update data by object field	An option that either creates a new value for the specified object field if it does not exist, or updates an existing value in the database based on data from the imported file.	Tags, Array of objects
Delete data by object field	An option that removes objects with the same value in the specified field.	Array of objects
Import to property	Writes a value from a file column to the specified property of the object.	Object

Field import specifics

When importing data into the system, the platform expects specific value formats for each field type. All valid formats are described in this article. Make sure the data in your source matches these requirements, otherwise the platform will not be able to process it correctly.

For Object and Array of Objects fields, the platform expects the value to be a string containing valid JSON. To set this value, you need to first convert the JSON object into a string and then escape it according to the CSV rules described in RFC 4180 (double quotes " are replaced with “”).

Example: `"[{""field1"": 123, ""field2"": {""subfield"": false}, ""field3"": ""abc""}]"`

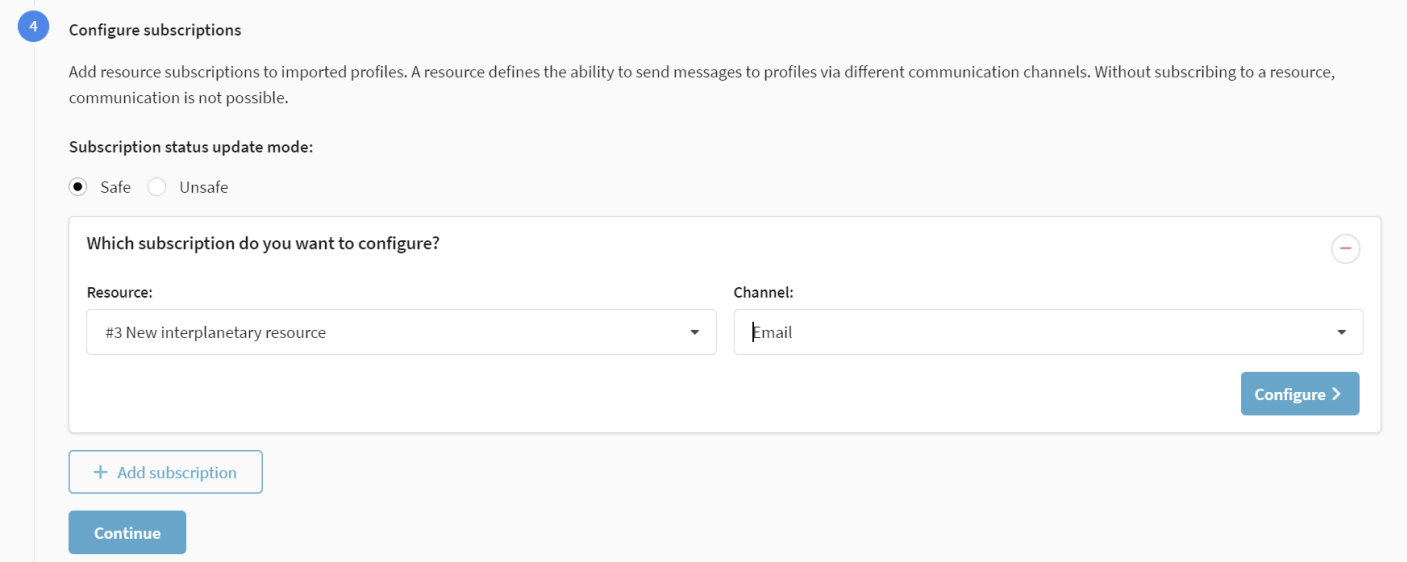
For Enum fields, you can import either the values themselves or their indexes. For example, if you have created a enum list in the database with options “tariff_1”, “tariff_2”, “tariff_3”, you can specify the same values in the source column or use the indexes: *1 — “tariff_1”*, *2 — “tariff_2”*, *3 — “tariff_3”*, *0 — “Not selected”* (default value).

Please note that values consisting only of digits cannot be imported directly — the platform will treat them as indexes. For example, if the list contains the values 100 and 200, you need to import the corresponding indexes: 1 — 100, 2 — 200.

Subscriptions configuration

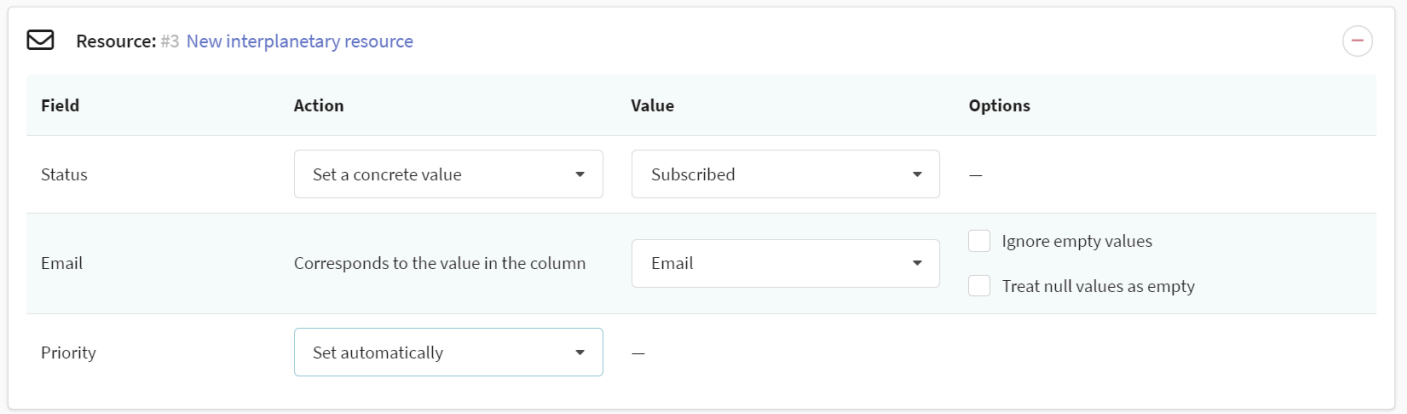
When importing from a file, subscribe your clients to the necessary resources. A resource defines the possibility to send messages to profiles via different communication channels. Without subscribing to the resource, communication is impossible. In the Customize subscriptions block, click the + Add subscription button.

You have two modes of updating the status of your subscriptions: safe and unsafe. If you choose unsafe mode, subscriptions of profiles with the following statuses will be updated: Unsubscribed, Complainer, Hardbounced, Not valid. If a profile already has a subscription to the selected channel in the resource with one of these statuses, after import its status will be changed according to the specified settings.

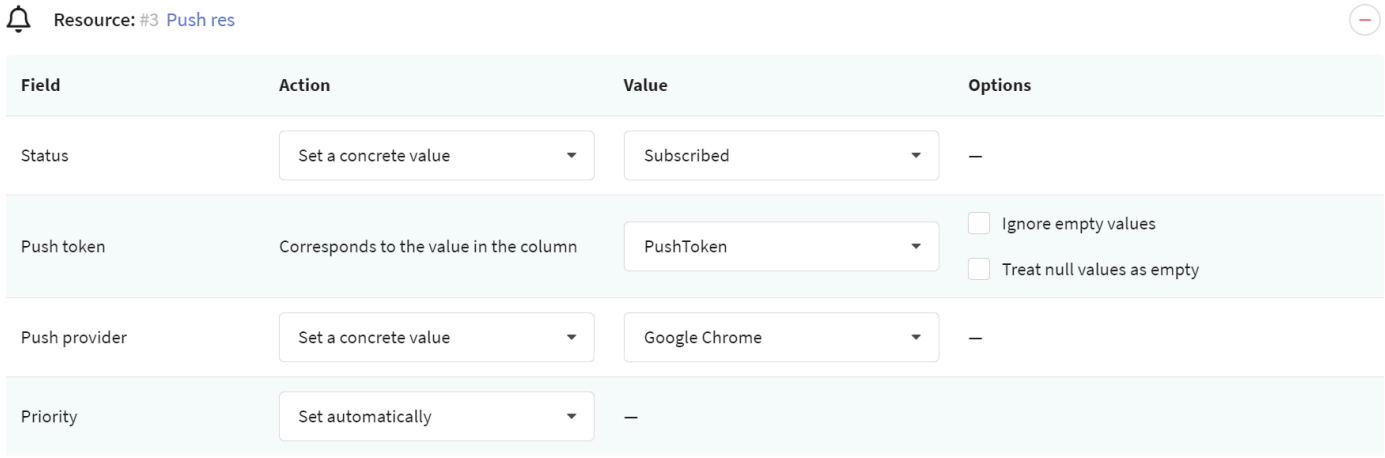


For each subscription, select Resource, Communication channel, Subscription status and set the field matches.

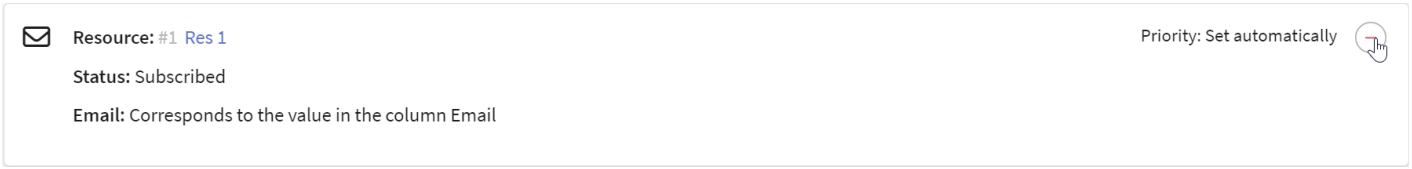
Each profile is limited to no more than 20 subscriptions per resource.



For subscriptions to push notifications, additionally specify push service provider and push token:

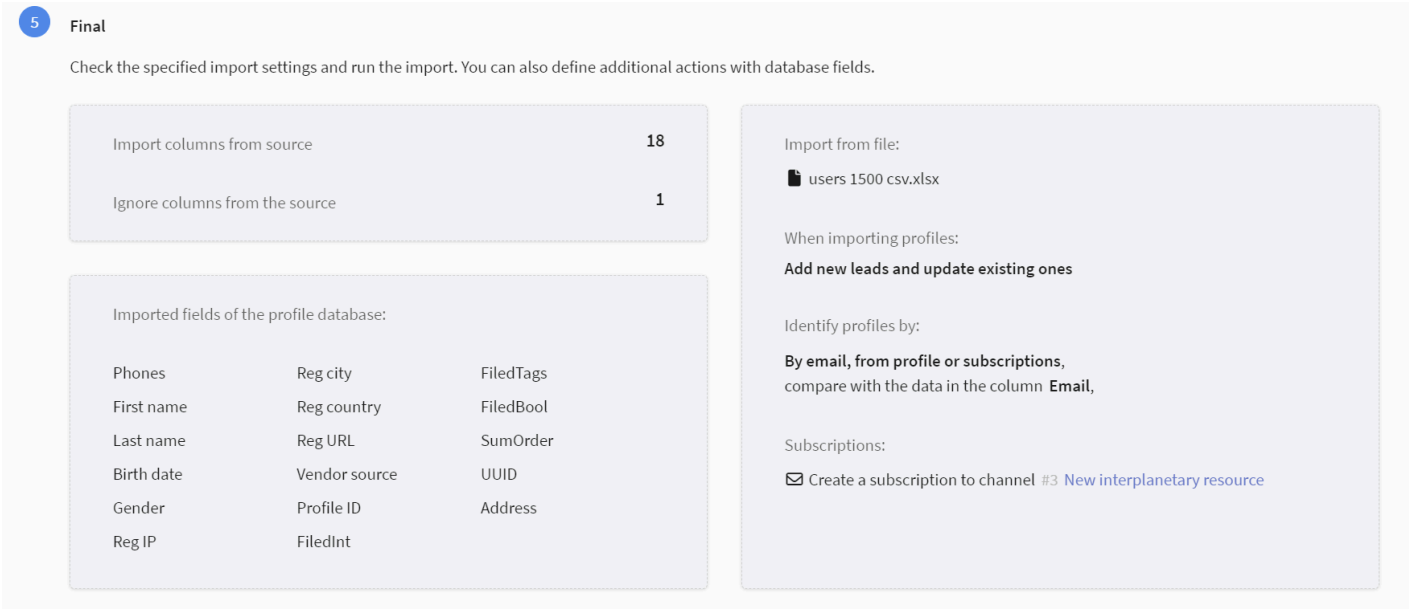


Once a subscription is set up, you can edit it by clicking on it, or delete it by clicking on the red minus icon.



Final

In the final step of the import you can check your settings and run the import, as well as define additional actions with database fields.

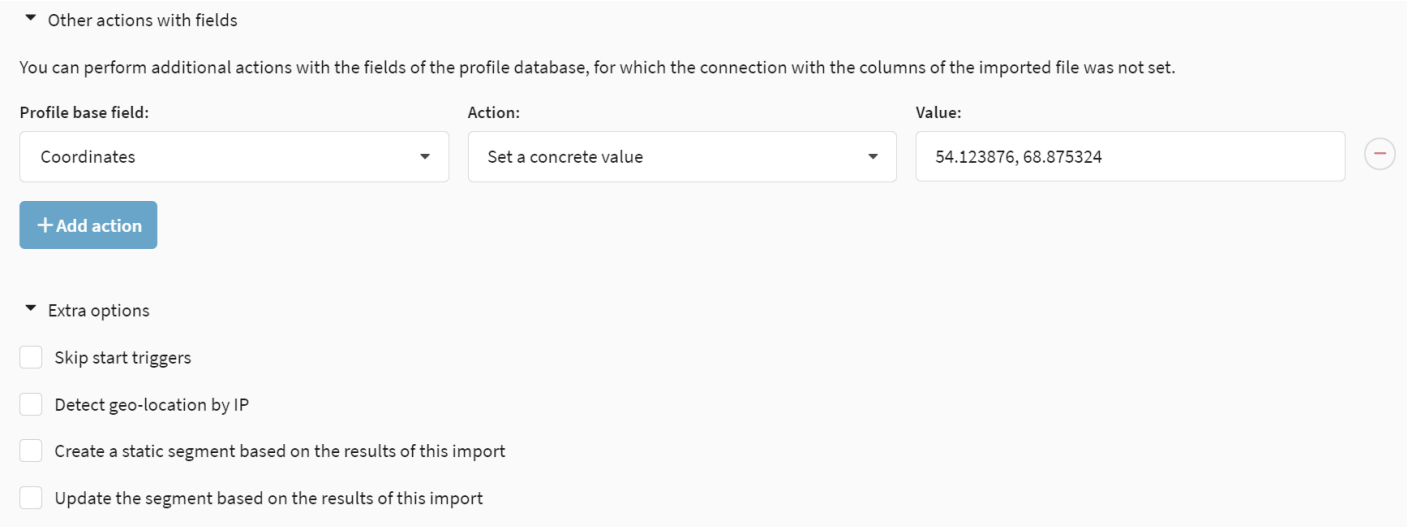


In the Other actions with fields block, you can do additional actions on the profile database fields that have not been matched.

Furthermore, additional functions are included in the Extra options block:

- **Skip start triggers — disable on-import triggers and scenarios for this operation.**
- **Detect geo-location by IP — When you submit data to the Reg IP or IP fields in IPv4 format, Altcraft will automatically detect geolocation and you will be able to select profile fields such as Coordinates, Country, City - or Country Reg. and City Reg. to fill in, and [profile location on map widget] will also be noted.**
- **Create a static segment from the results of this import — when importing profiles [static segment] is automatically created.**

- **Update a segment from the results of this import — when importing profiles, the segment is automatically updated.**



Transferring status on import

When customizing fields and subscriptions, you can pass the profile global status and subscription status, respectively. The status in the file column can be specified in either text or numeric format.

Possible field values:

- **0, “subscribed” - available for communication via all communication channels**
- **1, “unsubscribed” - unsubscribed from receiving messages on all channels**
- **2, “complained” - complained about spam, communication stopped**
- **3, “hardbounced” - ISP has completely refused to accept messages to this address**
- **4, “unconfirmed” - subscriber registered but did not confirm consent to receive mailings**
- **5, “suspended” - subscription is suspended for some time**
- **6, “invalid” - excluded from marketing campaigns for any other reasons**

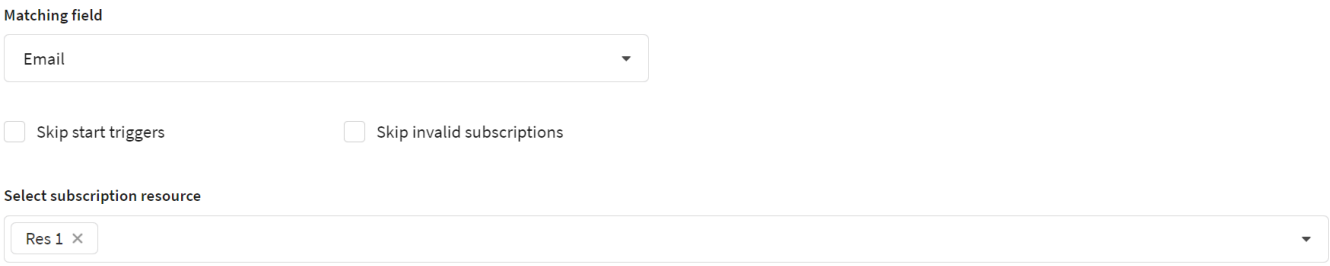
Import via API

API is used for integration with external systems — sites, applications, customer data management (CRM) services, data collection forms. In the API request constructor you can set certain parameters for importing data and pass them to your developers.

In the “Matching field”, select the data that will be used to search for existing profiles:

- **Email - by profile field Email.**
- **Phone - by profile field Telephones.**
- **Profile ID - by unique profile ID (only when updating data).**
- **Custom field - by custom database field. For example, customer ID in a CRM company.**

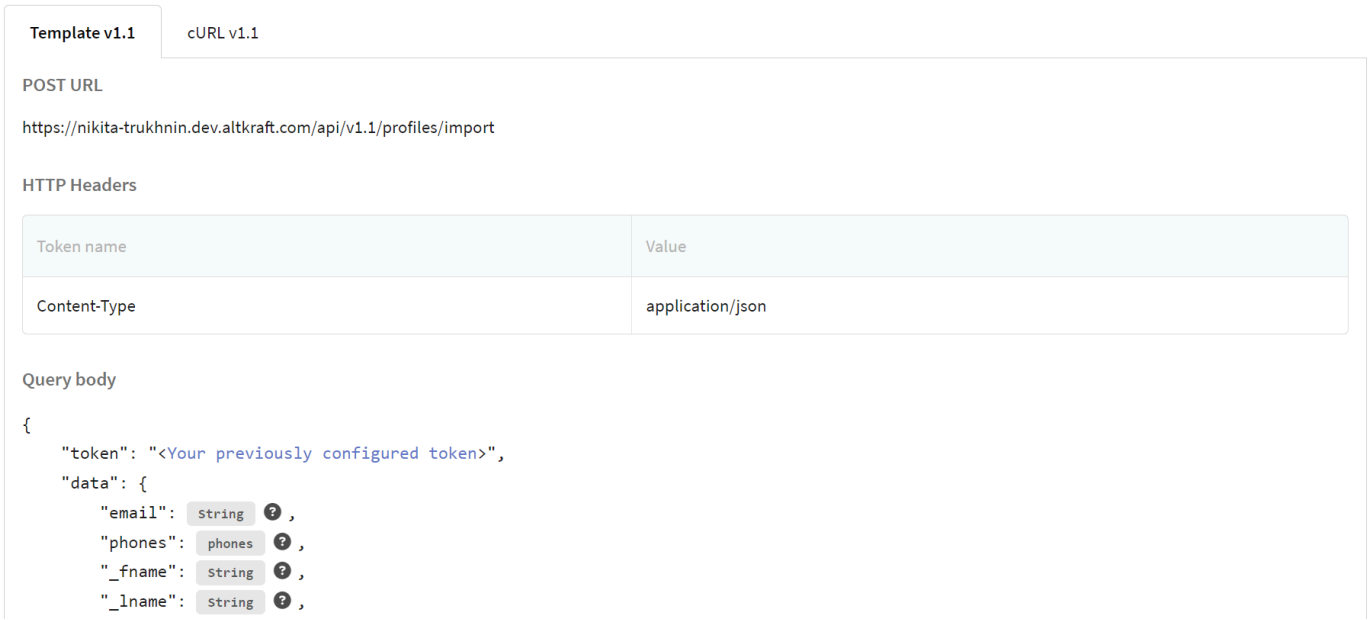
Also select resource to subscribe.



Check the Skip start triggers box if you do not want to run scenarios and trigger campaigns configured to import into the selected database.

Check the Skip invalid subscriptions box if you do not want to add a profile subscription if invalid data is present in the query.

Below you will see a template of the API request:



TIP

- **Use API query to import or update a single profile.**
- **Other import API queries are described in the Profiles section.**
- **Managing profile subscriptions is described in the Subscriptions section.**

Scheduled Import from External SQL Databases

TIP

Altcraft can automatically collect data to import new customers profiles and update existing profiles from ClickHouse, MySQL, MS SQL, PostgreSQL and Oracle RDBMS.

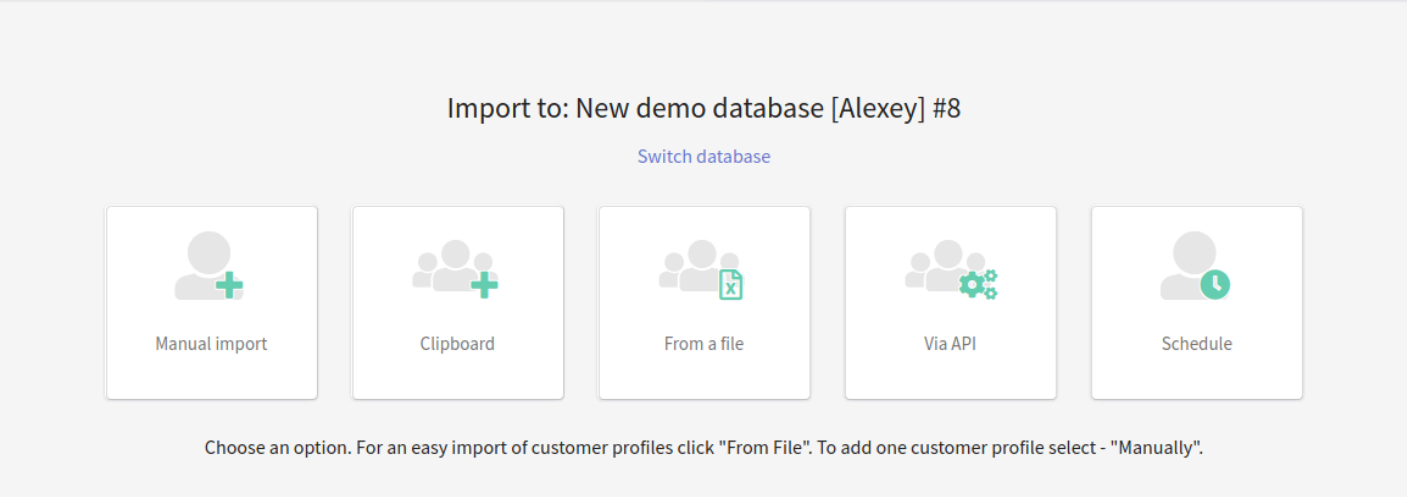
Instructions for configuring scheduled import are in a separate article.

Scheduled customer data import

Scheduled customer data import

Customer data import can be automated using scheduled Database import. The import module takes data from external data tables. To configure automatic data collection, you need to configure SQL connector in admin panel and bind it to your account. In your account, to proceed to import creation, go to Data → Database Imports.

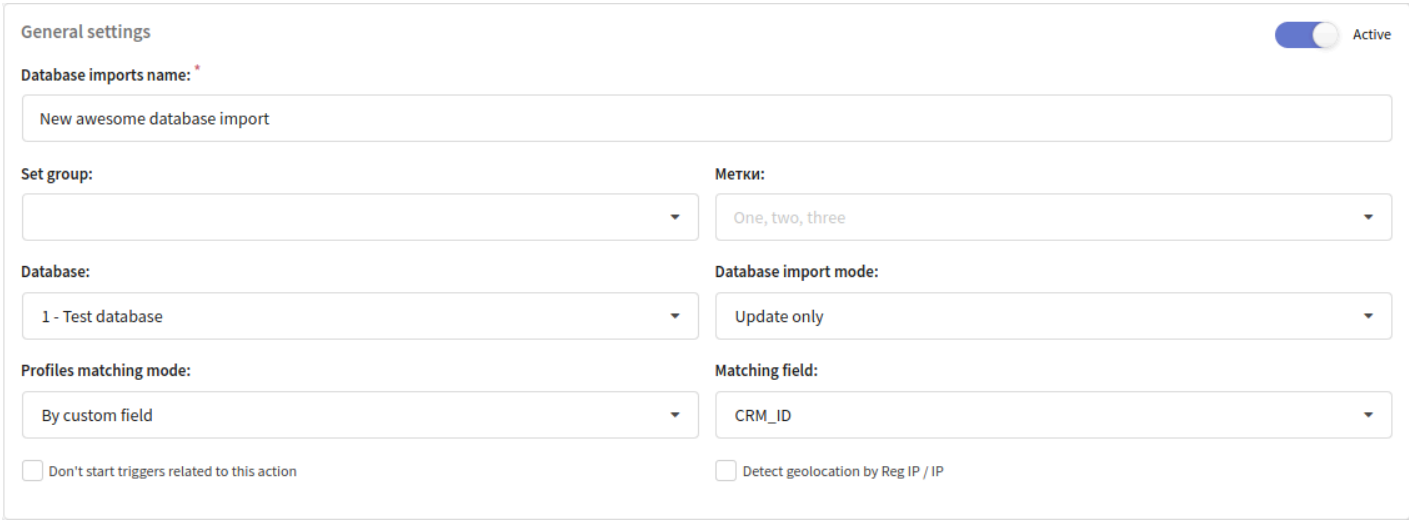
You can also go to this section from the list of databases by choosing “Import customer profiles” in the context menu on the right:



General settings

In general settings of import, you can set import name, assign access groups and labels and set how the import will process data in the platform account:

1. **Database — import will add or update fields in the selected database of customer profiles. The set of available fields for storing information depends on the database.**
2. **Database import mode — import can work in three modes:**
    - **Add new leads and update existing ones**
    - **Add new leads, do not update existing ones**
    - **Update only**
3. **Profiles matching mode — You can search by contact data, subscription data (including Push), by profile ID to update existing profiles — and by custom database field.**
4. **Matching field — if you search for profiles by custom field of the database, you need to select it in this menu.**



For scheduled import IP location is also available. If you have configured trigger campaigns to import or update profiles, you can restrict their triggering for scheduled import.

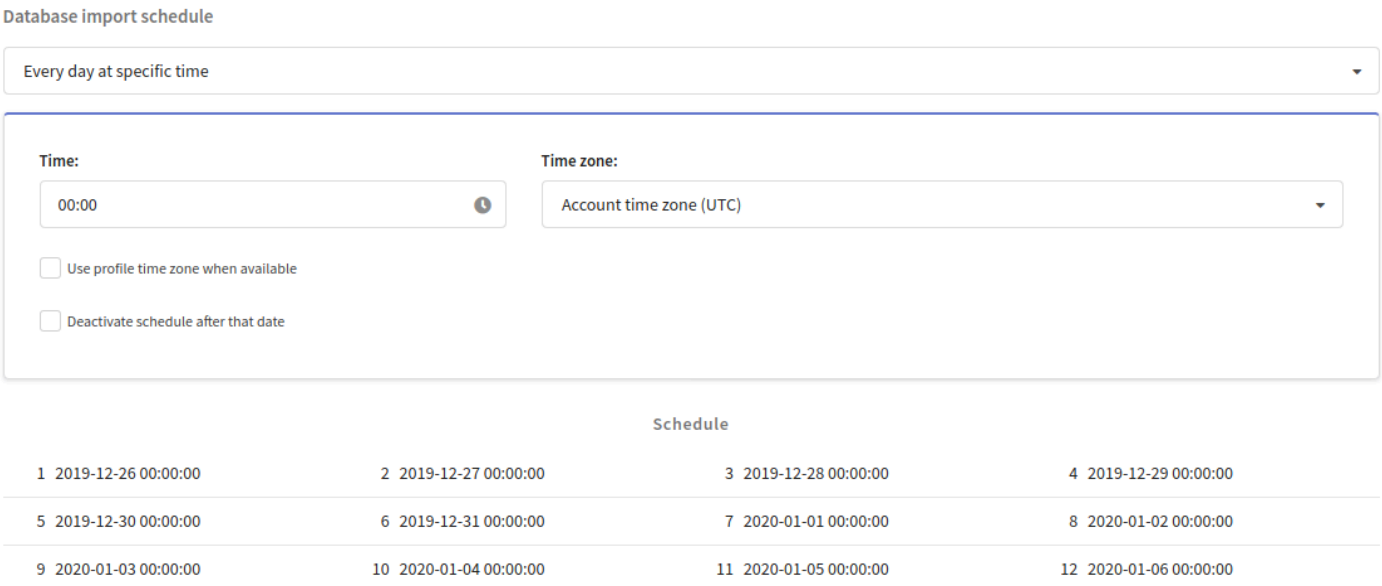
In the main settings there is an option to instantly start import in addition to the schedule. If this item is checked, after clicking the Apply or Save button, the import will be launched.

Database import schedule

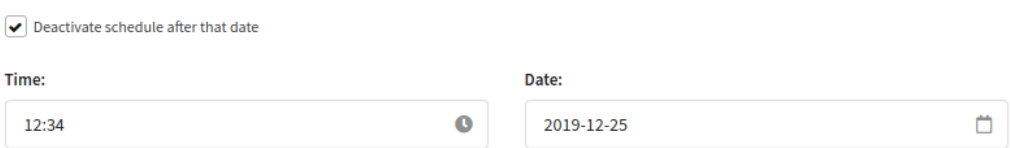
You can flexibly configure schedule for regular import. Choose schedule plan from the menu and configure it depending on your import purpose.

TIP

Campaign schedule is described in detail on [this page](#).

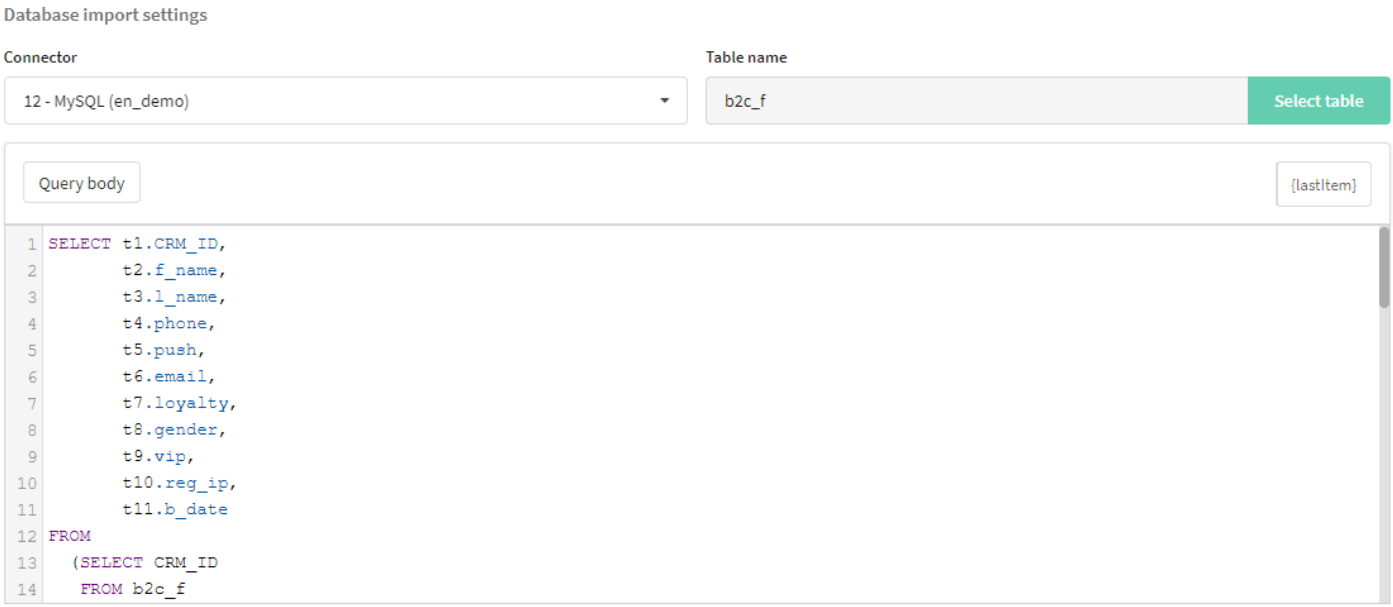


For each schedule plan, you can set the time zone for the calculation. You can also set import deactivation date:



Database import settings

Choose the necessary database connector (configured in administrative panel) in database import settings and the data table to take data from:

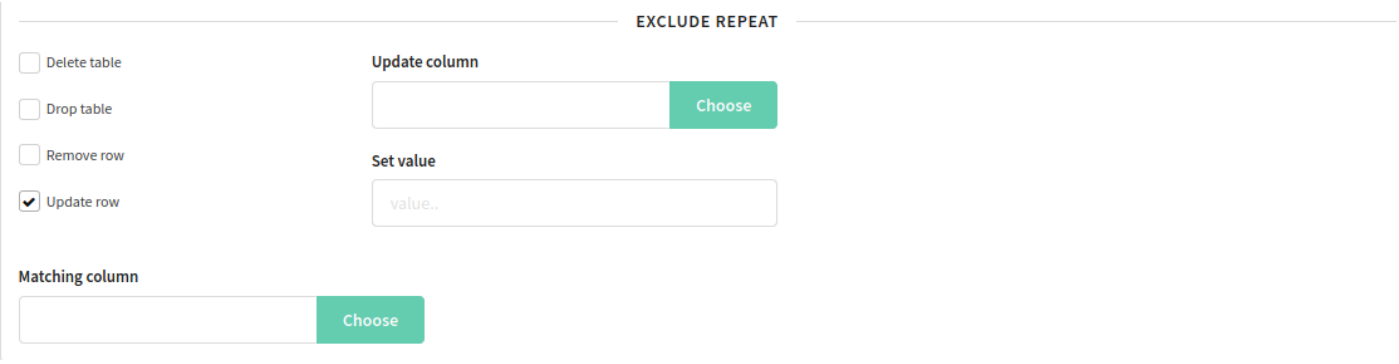


Create Query body depending on DB management system you use: MySQL, PostgreSQL, MSSQL, Oracle, Hive or ClickHouse. SELECT operator is necessary on your queries. There are no any other restrictions.

Prevent duplication

These functions are available to prevent repetative data update:

- **Delete table — deletes all records in data table**
- **Drop table — deletes table from database**
- **Remove row — if the value of the specified column in the record from the table and in the profile in the database coincides, such record will be deleted.**
- **Update row — updates values in selected column for imported records. It identifies records by Matching column (unique for every customer profile and differs from profile search column) and updates data in Update column.**



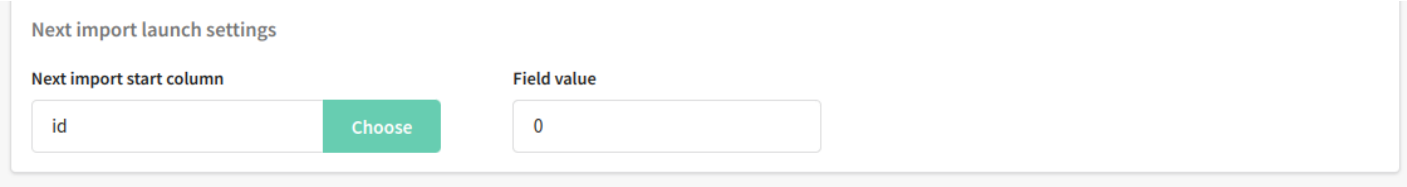
Splitting import into parts

When you import big amount of records, you can divide this process, to distribute loading. To do this, you need to add `{lastItem}` variable into Query body for the column with unique ID. It is recommended to sort IDs when making a query.

```
Query example: SELECT * from TestTable where id>{lastItem} LIMIT 10
```

Next, you need to specify from which row in the table you want to start the first import. To do this, select the column with the ID in Next import start column and specify Field value.

An example of settings for starting import from the first row (if the data in the `id` column is sorted in ascending order):

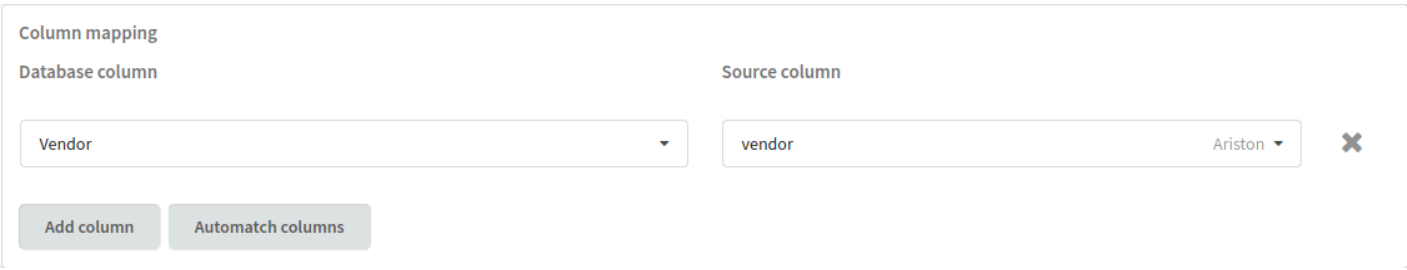


After starting a regular import, Field value will be automatically updated — it will be filled with the last ID after the previous run.

Column mapping

In this block, you need to determine the correspondence of profile fields in the Altcraft database and columns of the external SQL database. After clicking on the Add column button on the left of the drop-down menu, select Altcraft profile field for updating or recording data.Dur

When you choose column of external SQL database, its first value will be shown to the right as gray text, like in example below:



Field import specifics

When importing data into the system, the platform expects specific value formats for each field type. All valid formats are described in this article. Make sure the data in your source matches these requirements, otherwise the platform will not be able to process it correctly.

For Object and Array of Objects fields, the platform expects the value to be a string containing valid JSON. To set this value, you need to first convert the JSON object into a string and then escape it according to the CSV rules described in RFC 4180 (double quotes " are replaced with “”).

Array of objects example:

```
[
    {
        "field1": 123,
        "field2": {"subfield": false},
        "field3": "abc"
    }
]
```

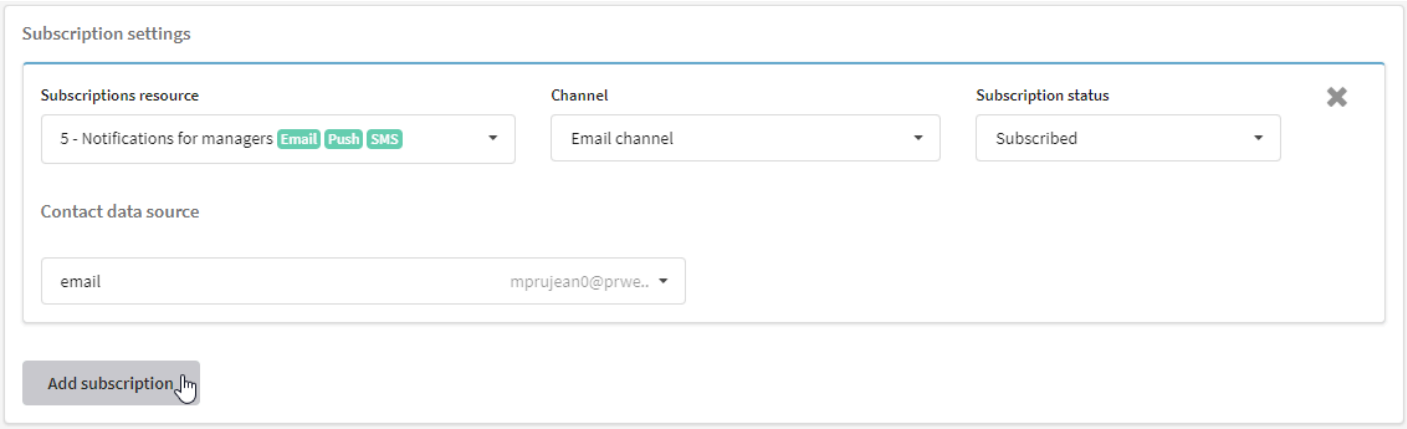
Expected value: `"[{""field1"": 123, ""field2"": {""subfield"": false}, ""field3"": ""abc""}]"`

For Enum fields, you can import either the values themselves or their indexes. For example, if you have created a enum list in the database with options “tariff_1”, “tariff_2”, “tariff_3”, you can specify the same values in the source column or use the indexes: *1 — “tariff_1”*, *2 — “tariff_2”*, *3 — “tariff_3”*, *0 — “Not selected”* (default value).

Please note that values consisting only of digits cannot be imported directly — the platform will treat them as indexes. For example, if the list contains the values 100 and 200, you need to import the corresponding indexes: 1 — 100, 2 — 200.

Subscription settings

During import, you can automatically subscribe customers to certain resources - through one or more channels. For every subscription you need to select a resource, communication channel and select column in the data table from which contact data for subscriptions will be imported.



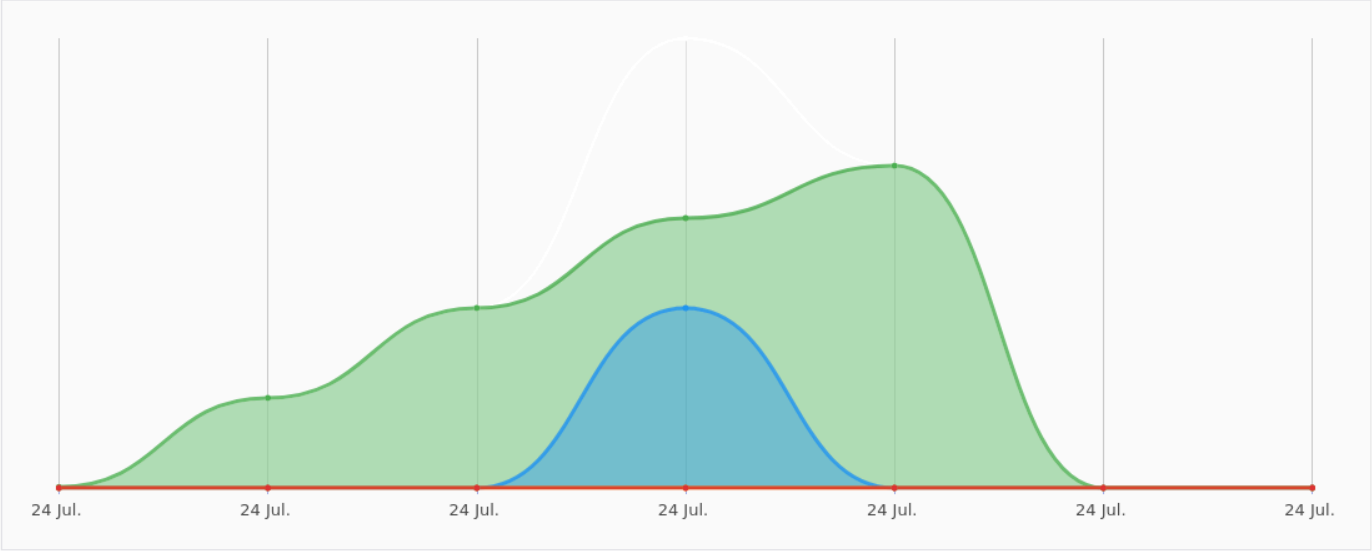
You can set status for every subscription:

- **During import, you can give "Subscribed" status for Single opt-in, or "Unconfirmed" status for Double opt-in logics.**
- **During data update, you can change subscription status depending on user actions, like suspending or unsubscribing**

Database imports report

In this block, you can see information about last 10 imports. If any errors occurred during last import, you can load report about them.

Database imports report



Last launch

0	0	0	0	0	1
PER SECOND	TOTAL	INSERTED	UPDATED	SKIPPED	ERRORS

Automatic data collection

Automatic data collection

Altcraft Marketing platform provides a set of tools that keep profile information up to date and enrich it with user behavior and activity details.

This data can be further used for precise targeting segmentation or analytic reports.

Message tracking

The basic type of data collection automation is tracking message action history. It works by default for all available communication channels.

Message tracking records basic actions for messages like sent, delivered, opened or clicked.

Email tracking

Email action history tracking is processed by preset pixels — special tracking elements — that can be transparent images, code fragments or parts of URL links.

They can capture the following events:

- **message opened — a subscriber has opened the message**
- **message read — a subscriber has opened the message and kept it open for at least 10 seconds**
- **message clicked — a subscriber has clicked any link within the message**
- **link clicked — a subscriber has clicked a specific link within a message**
- **confirmed — a subscriber has clicked the subscription confirmation link**
- **unsubscribed - the unsubscribe link has been clicked by a subscriber**

Email sender provides you with email carrier information for profiles:

- **Delivered — the message has been delivered.**
- **Undelivered — the message hasn't been deliverd.**
- **Softbounced — sending client errors. The platform changes the profile status to "Hard bounced".**
- **Hardbounced — the provider completely refused to accept messages to this address.**
- **Complained — a subscriber reported to Spam. Communication is stopped.**

A single message link click history can be analyzed using Altcraft clicks map with content change history.

Email tracking data can also be used for cohort and lifetime value analytics.

SMS tracking

SMS links are also tracked by Altcraft platform. They are automatically shortened for SMS message versions:

`example.com/s/GrlX73`

SMS sender also tracks events like Delivered or Undelivered provided by SMS carrier.

Web Push tracking

Web push actions are processed by push providers: Mozilla, Google Firebase or Apple Safari.

As a result you receive events like "Push delivered", "Push opened"and "Push link clicked".

App Push tracking

App push actions are tracked by the push providing application.

For events like “Push delivered” and “Push opened” there are two links in each message `"ack"` and `"open"`, activated by the application GET request.

Optionally you can use event “Push link clicked” with `"click_action"` parameter.

AK Pixel

Pixel tracking scripts are implemented into your web site and track site visitors’ custom actions. For more information see the specified documentation page.

API integrations

Using the API, you can create and edit profiles.

- Profiles
- Profile subscriptions

Scenarios

A scenario is a customizable logical process of automatic data processing.

The Refresh Data node directly modifies the data in the selected profile fields.

The Feedback node sends a message to the specified server, which can use the Altcraft API or work directly with the database.

Action hooks

Action hooks are used for sending events information to custom interfaces.

It can process more events than triggers — and they can both make http requests and send messages directly to RabbitMQ.

Profile update link attributes

You can use your messages links to update specific profile fields. The attribute notation looks like:

`update-field_name="value"`

It changes values in existing profile fields.

```
<a href="http://www.example.org" name="link" update-clicked_link="true">Update clicked_link!
</a>
```

To subscribe your customer to a different resource on click — use the following link attribute:

```
<a href="http://www.example.org" subscribe-to="1">Subscribe me to resource #1</a>
```

Altcraft Marketing platform provides a set of tools that keep profile information up to date and enrich it with user behavior and activity details.

This data can be further used for precise targeting segmentation or analytic reports.

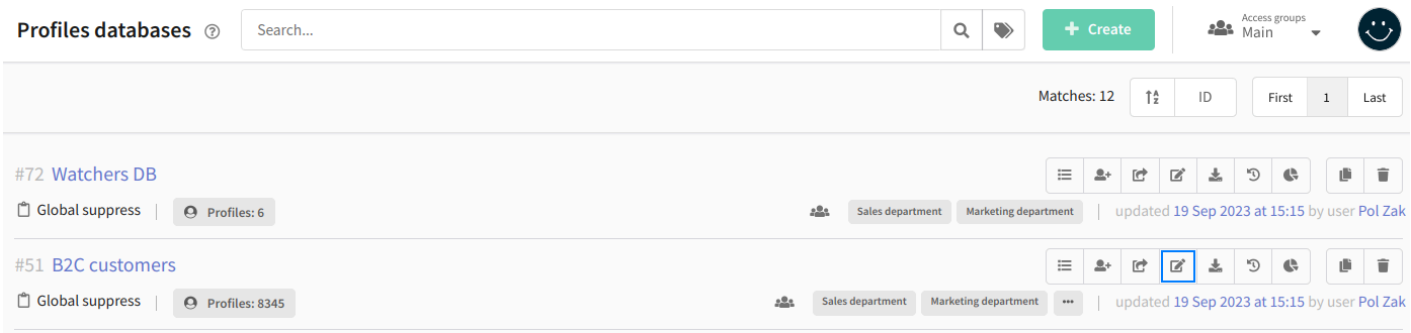
Bulk customers profiles update

Bulk customers profiles update

Bulk profiles update allows you to update manually Database or the Segment of customers. In this case, conditions can be configured, to make update query more accurate. The following functions are available:

- **Adding and changing customer profile fields value**
- **Adding and updating [profiles subscriptions](/user-guide/profiles-and-databases/9405665)**
- **Managing [promo codes](/user-guide/loyalty-programs/)**
- **Deleting profiles from a database**
- **[Global profile unsubscribe](/user-guide/profiles-and-databases/9405665#Subscriberprofile-Globalprofilestatus)**

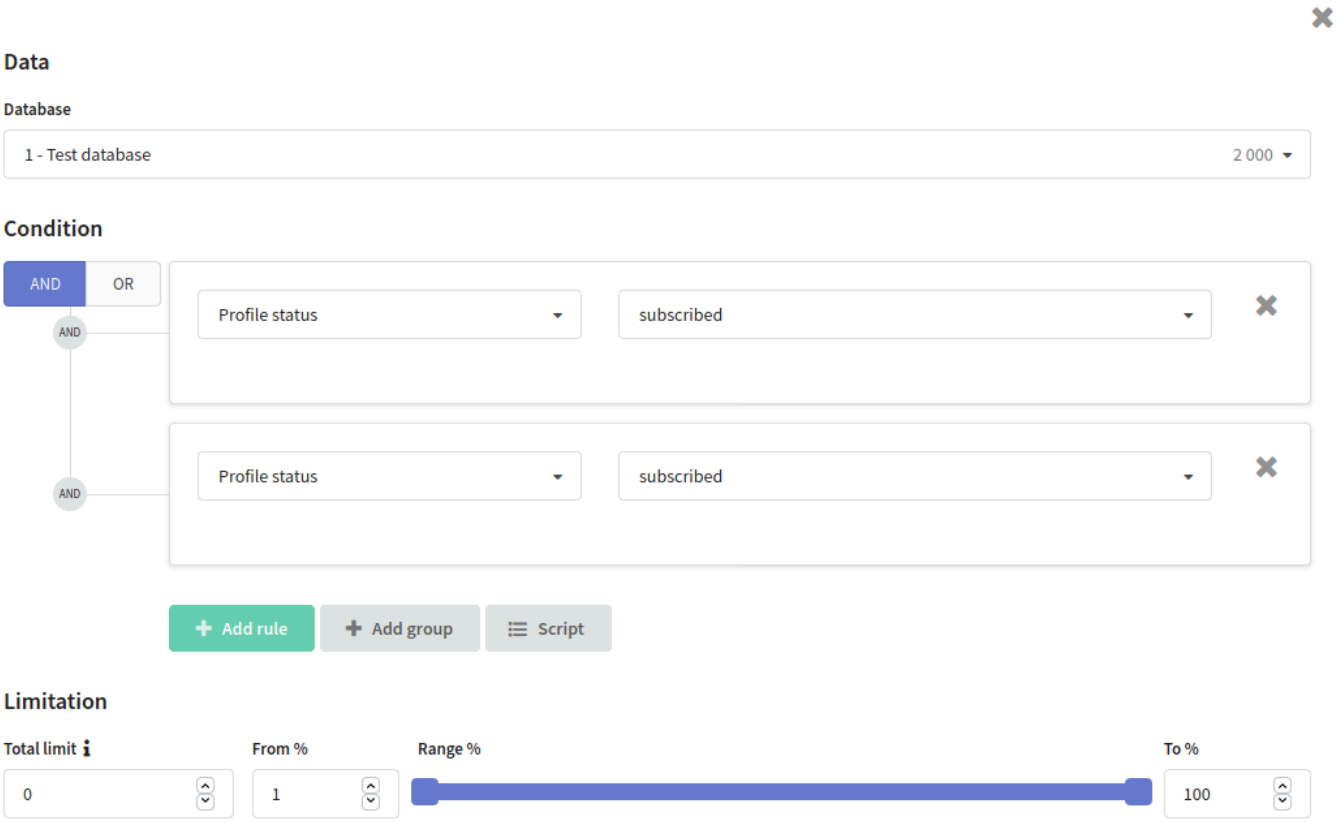
To open the bulk update tool, select Data → Profile databases or Data → Segments in the main menu. In the context menu of the profile group, select Update profiles:



Selecting customer profiles

Select the database where profiles that need to be updated are stored. If you want to update only a part of the profiles in the database, add specifying segmentation rules.

You can also add multiple rules and combine them using logical AND (all conditions must be met) and OR (at least one condition must be met).



TIP

In this section of the documentation, you can find information on segmenting customer profiles based on personal data, subscription data, and action history.

You can also set limit for the selection you got, as Total limit or Range:

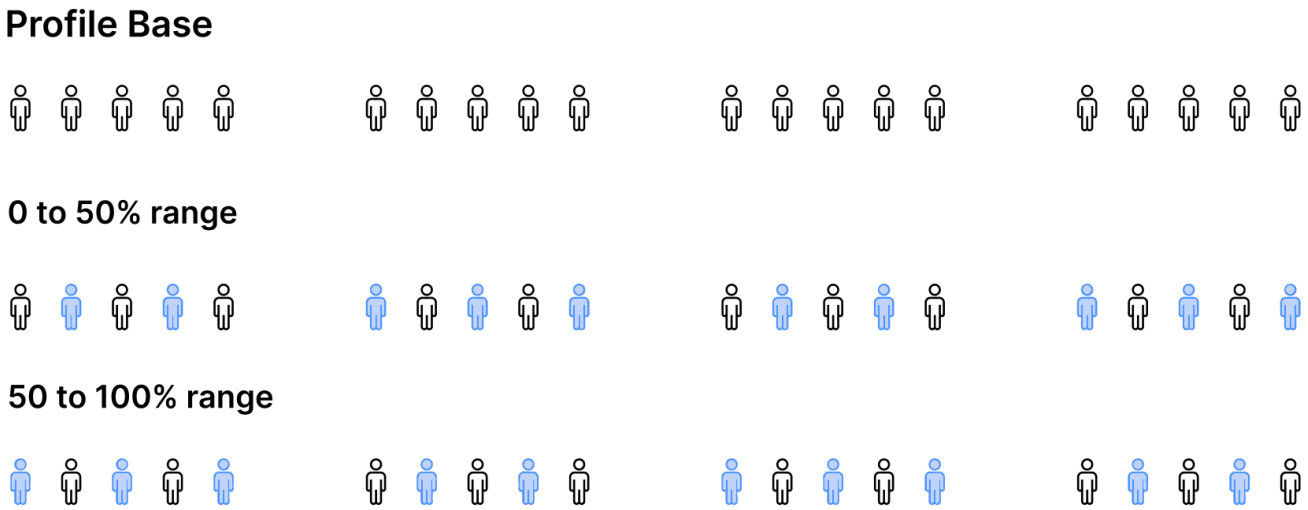
- **Range defines the portion of the database to which segmentation conditions will be applied. By default, the range is set to 100%, meaning that if there are 1000 profiles in the database, segmentation conditions will be applied to all profiles in the database. For example, if you set the range from 10% to 50%, the conditions will be applied to approximately 400 profiles, evenly selected from the entire database.**
- **Total limit is the maximum number of profiles that can be included in the segment. For example, if 1000 profiles meet the segmentation conditions and the limit is set to 400, the segment will include the first 400 profiles from the selection. By default, limit is not set (zero value).**

Limitations set using the Range apply to the entire database. Limitations set using the Total limit apply to the result of the segment selection.



The platform assigns a specific range to specific users: the same range will always select the same people from the database, even when used across different segments. This means the selection is not random — each user is assigned a numerical value, and they are included in the segment only if that value falls within the defined range. This approach allows you to create non-overlapping selections by assigning different ranges (for example, the 0–20% and 80–100%

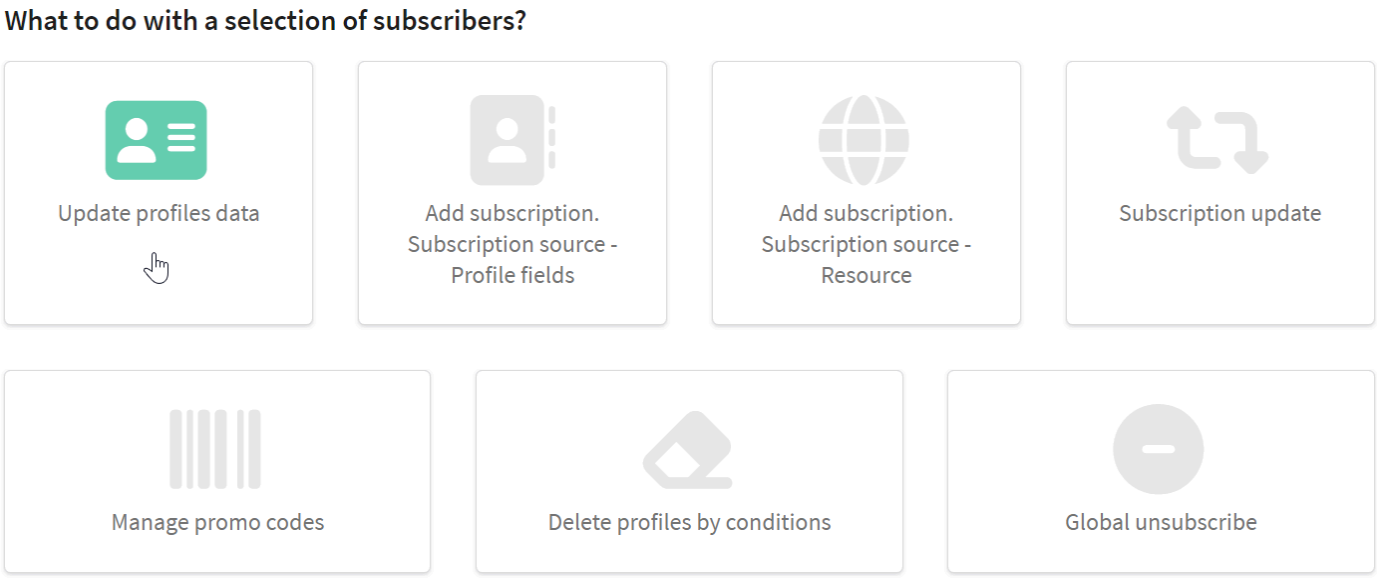
ranges will never overlap). When new users are added to the database, they can also fall into the defined range with the same probability — for instance, 1 in 5 if the selected range is 20%.



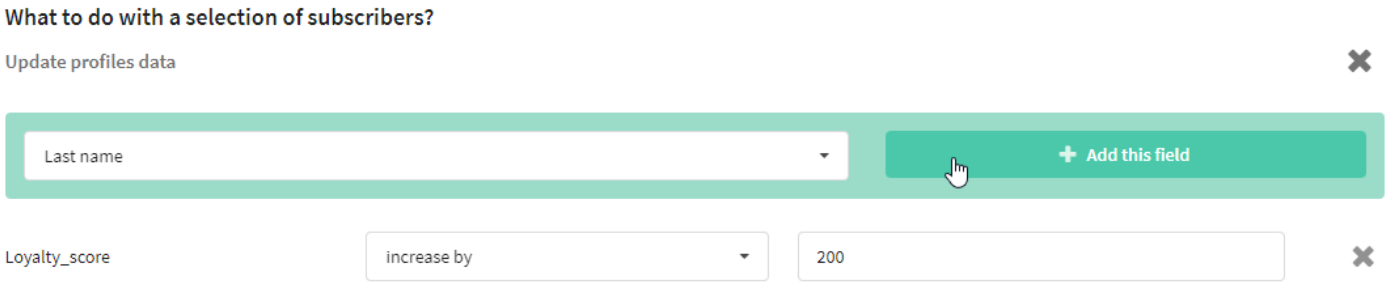
Customer profiles update

Updating profiles data

Select the option “Update profiles data”:



All database fields are available in the dropdown list. Choose the field you want to update and click + Add this field. Then select the update option: change or delete the value. If you want to update, choose a new value depending on the field type:



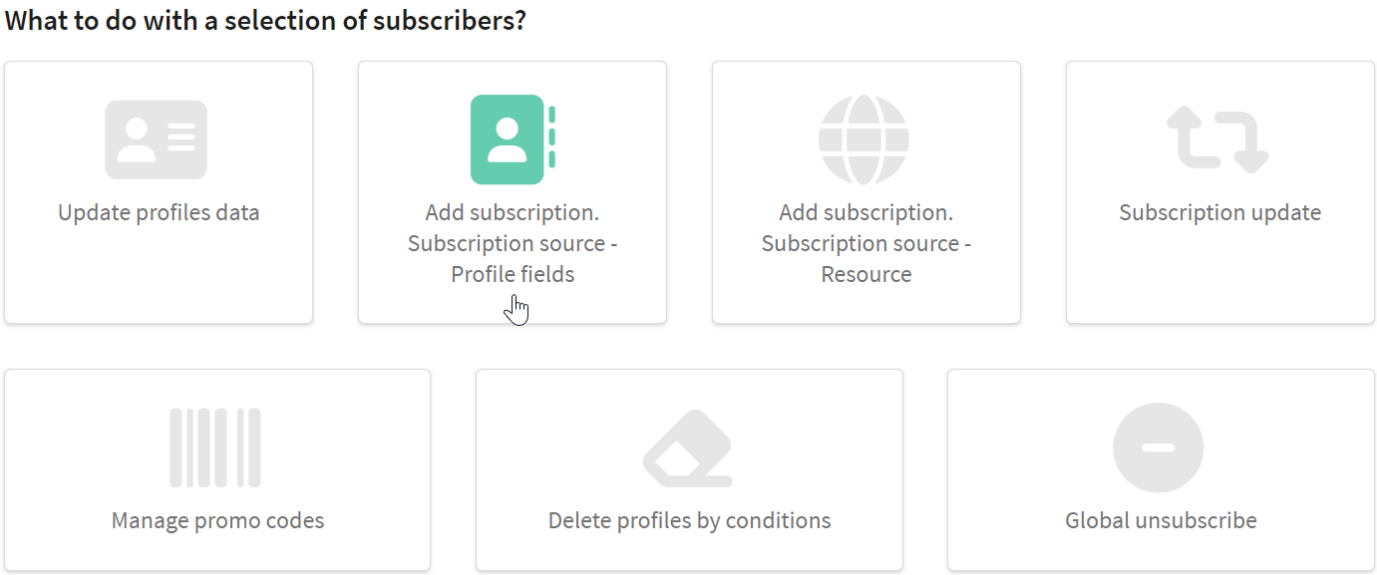
Adding a subscription to a new resource

Depending on the source of your contact information, there are two ways to add a subscription:

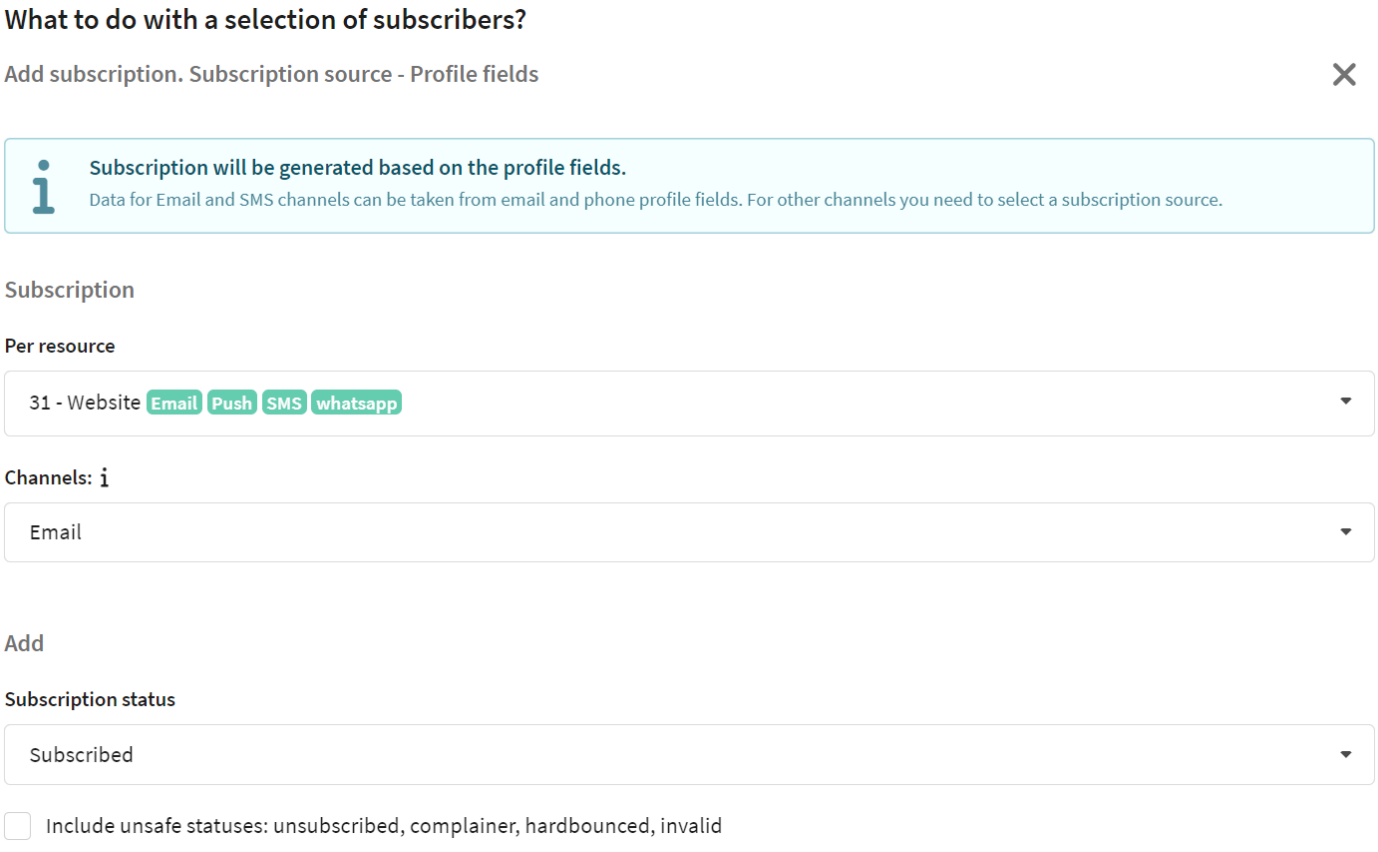
- **subscription source — profile fields**
- **subscription source — resource**

Subscription source — profile fields

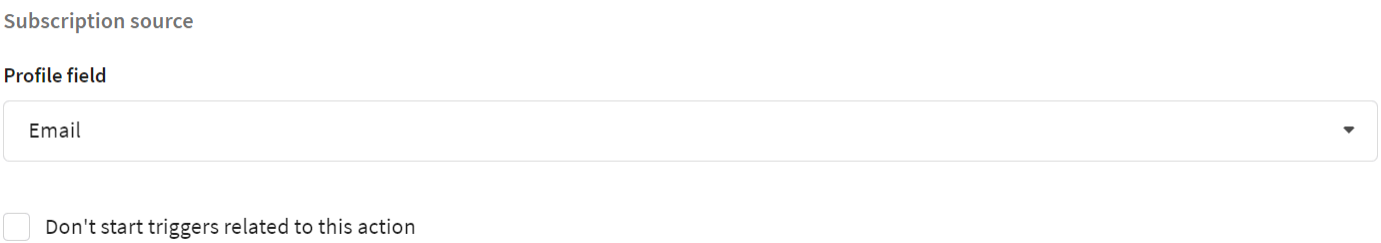
Subscription is created based on contact details (phone number, email address, etc.) provided in the profile fields.



Select the resource and channel to which you want to add the subscription. The resource must be attached to the database. Then specify the [subscription status](#).



Choose the subscription source from the profile field. For subscribing to the Email channel, use the `Email` field; for SMS, WhatsApp*, Viber channels, use the Phones field. You can store data for other communication channels in the additional database fields.

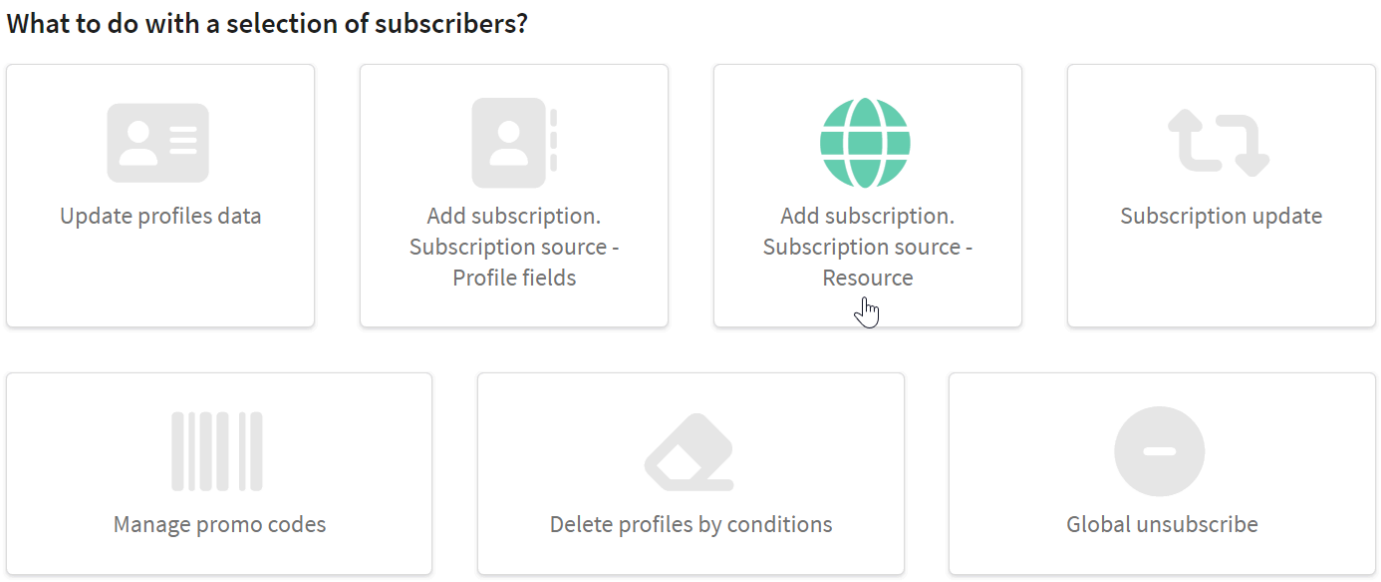


CAUTION: Unsafe statuses

If you change the subscription status to “Subscribed”, by default, subscriptions of profiles with unsafe statuses are not updated. Unsafe statuses include: Unsubscribed, Complainer, Hardbounced, Invalid. To change this behavior, activate the option “Include unsafe statuses”.

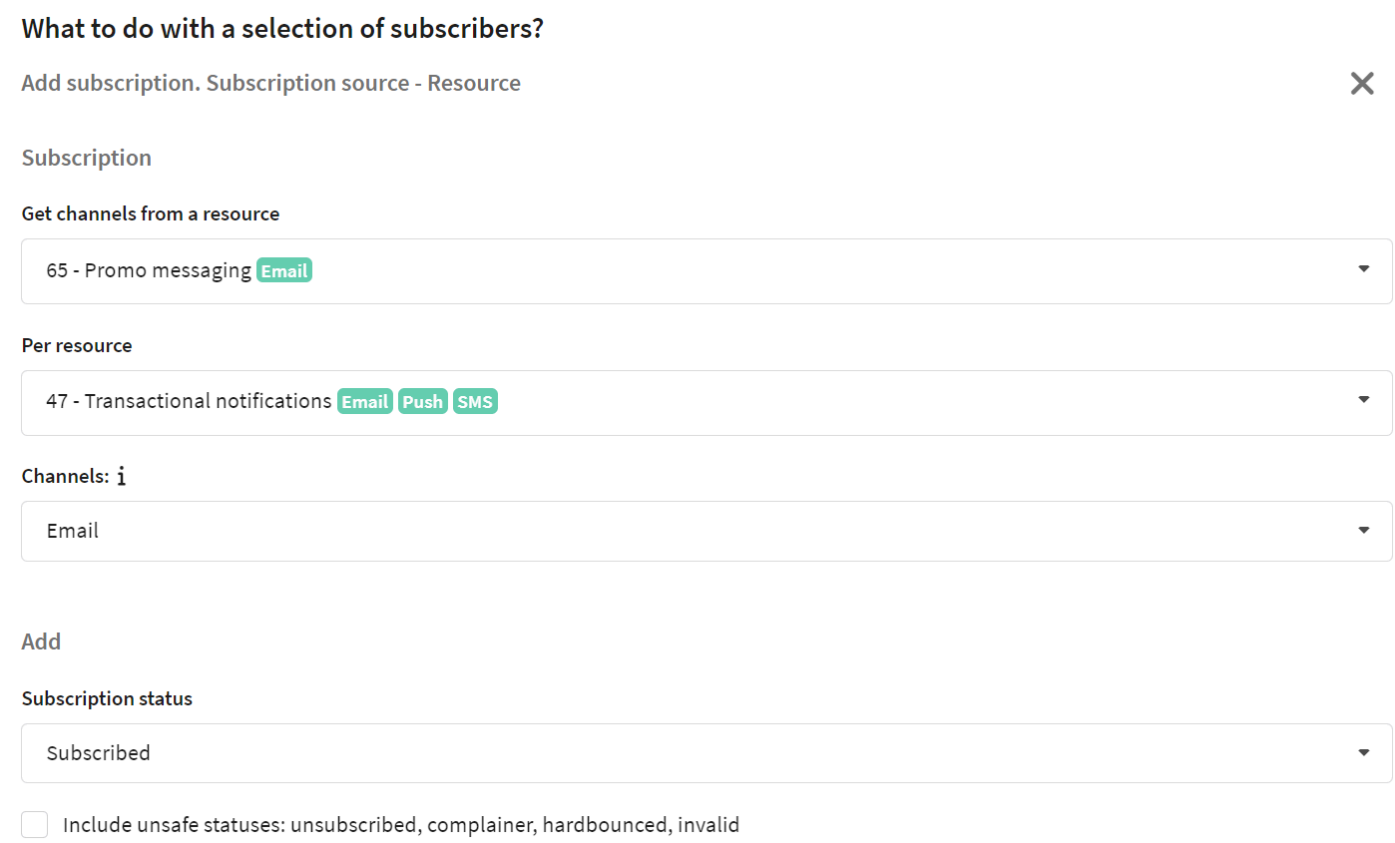
Subscription source — resource

Subscription is created based on the contact data used in the subscription to another resource.



You need to onfigure the following fields:

- **Get channels from a resource. The platform updates contact data using the subscription from the selected resource. If a profile lacks a subscription to this resource, the platform won’t add a new subscription.**
- **Per resource. The platform adds subscriptions to the selected resource for profiles.**
- **Channels. The platform adds subscriptions to the selected channel in the resource. Note that this channel must be configured in both resources.**
- **Subscription status. The platform adds a subscription with the selected status.**



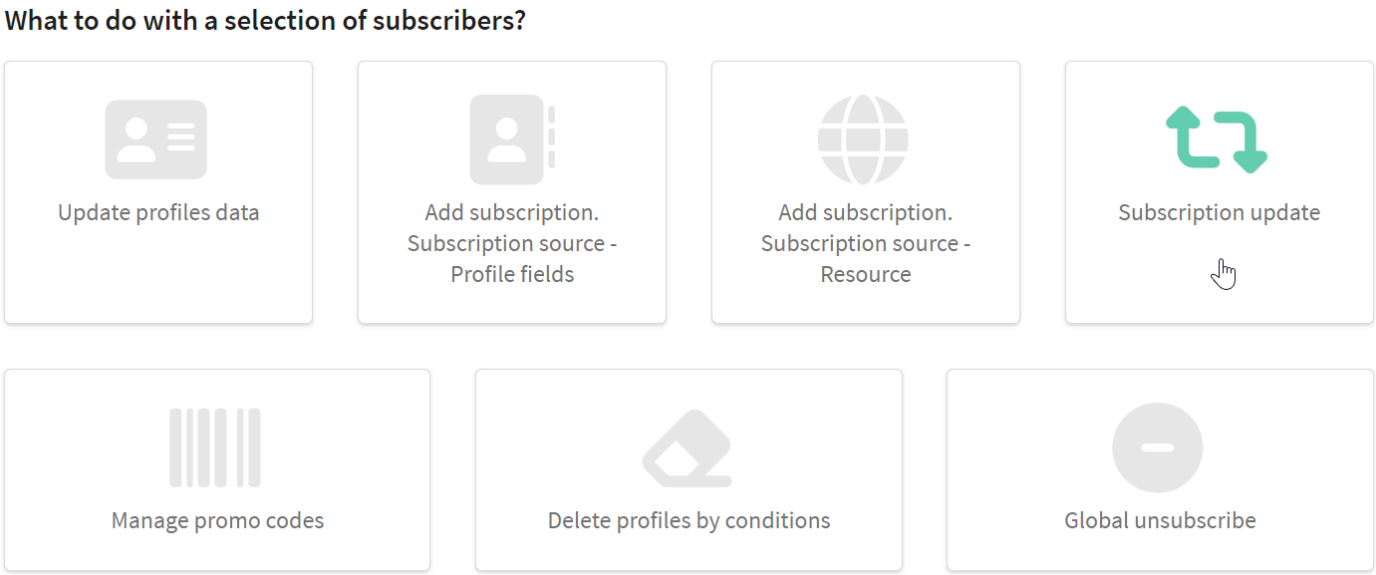
CAUTION: Unsafe statuses

Changing the subscription status to “Subscribed” won’t update subscriptions of profiles with unsafe statuses by default. Unsafe statuses include: Unsubscribed, Complainer, Hardbounced, Invalid.

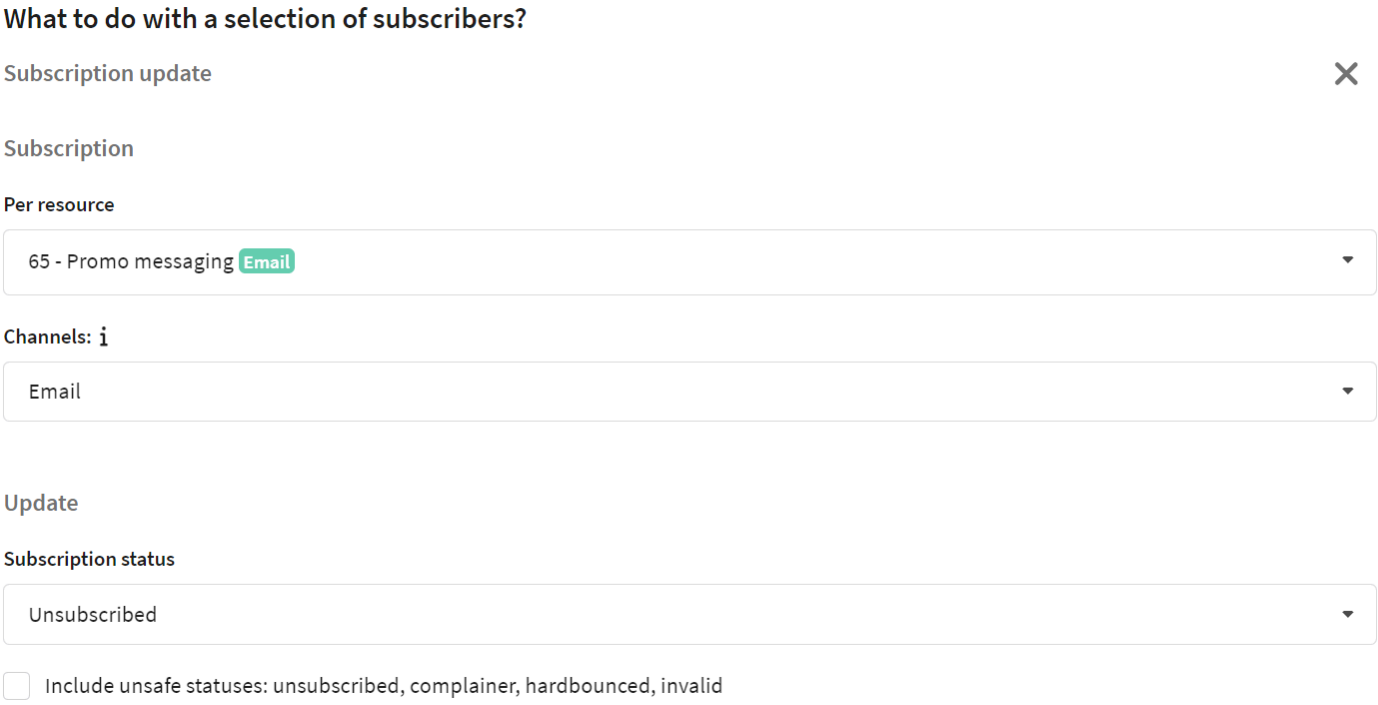
Additionally, the subscription will not be updated if you’re using data from a subscription with an unsafe status. To change this behavior, activate the option “Include unsafe statuses”.

Updating subscription

Updates the status of existing subscriptions to the resource. This feature is handy if you want to unsubscribe all inactive clients at once.



Choose the resource and channel, then specify the status:

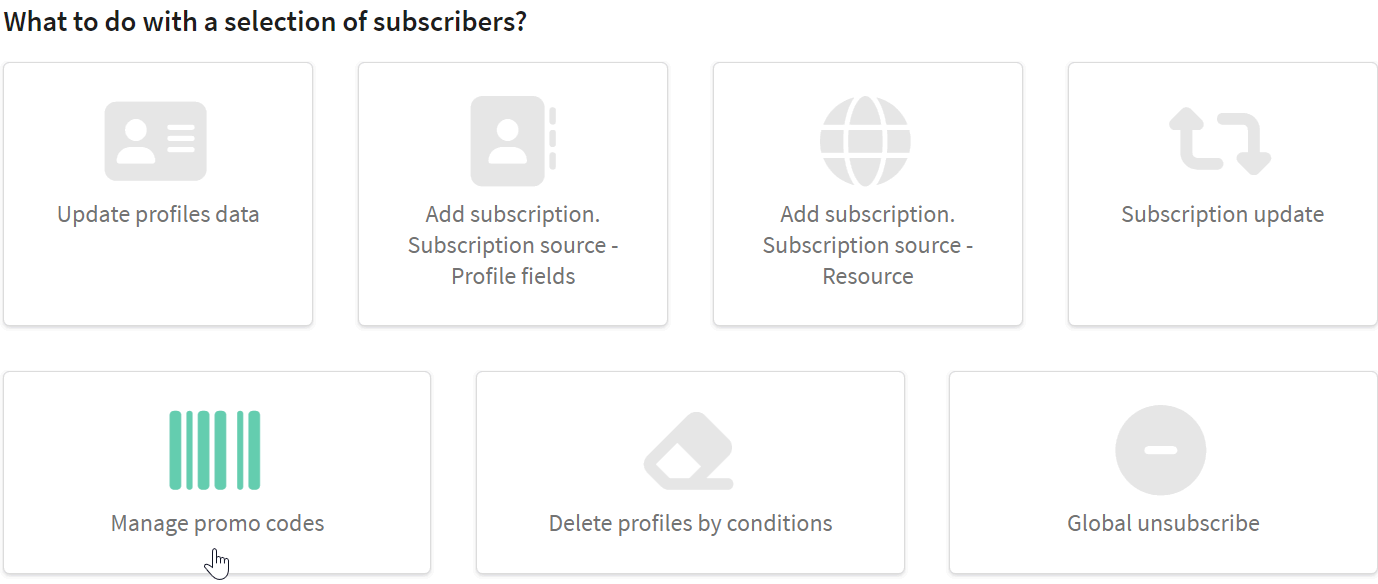


CAUTION: Unsafe statuses

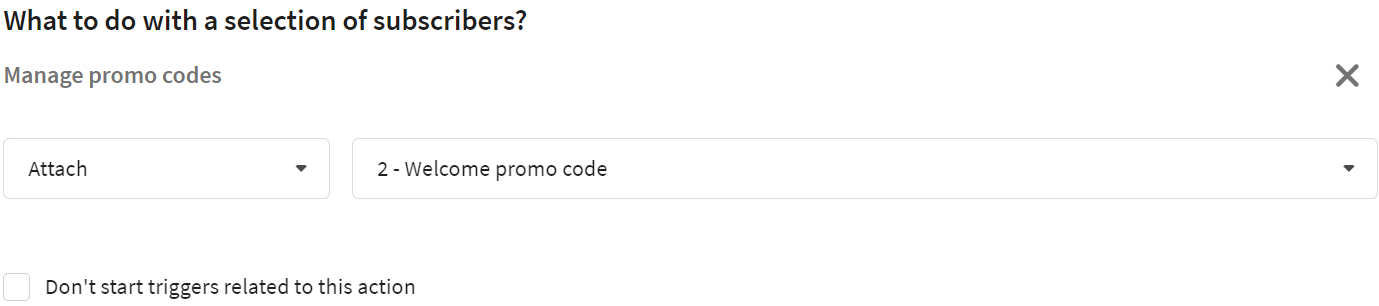
If you change the subscription status to “Subscribed”, by default, subscriptions of profiles with unsafe statuses are not updated. Unsafe statuses include: Unsubscribed, Complainer, Hardbounced, Invalid. To change this behavior, activate the option “Include unsafe statuses”.

Managing promotion codes

This option allows you to attach or detach specific loyalty program promo codes to/from profiles.

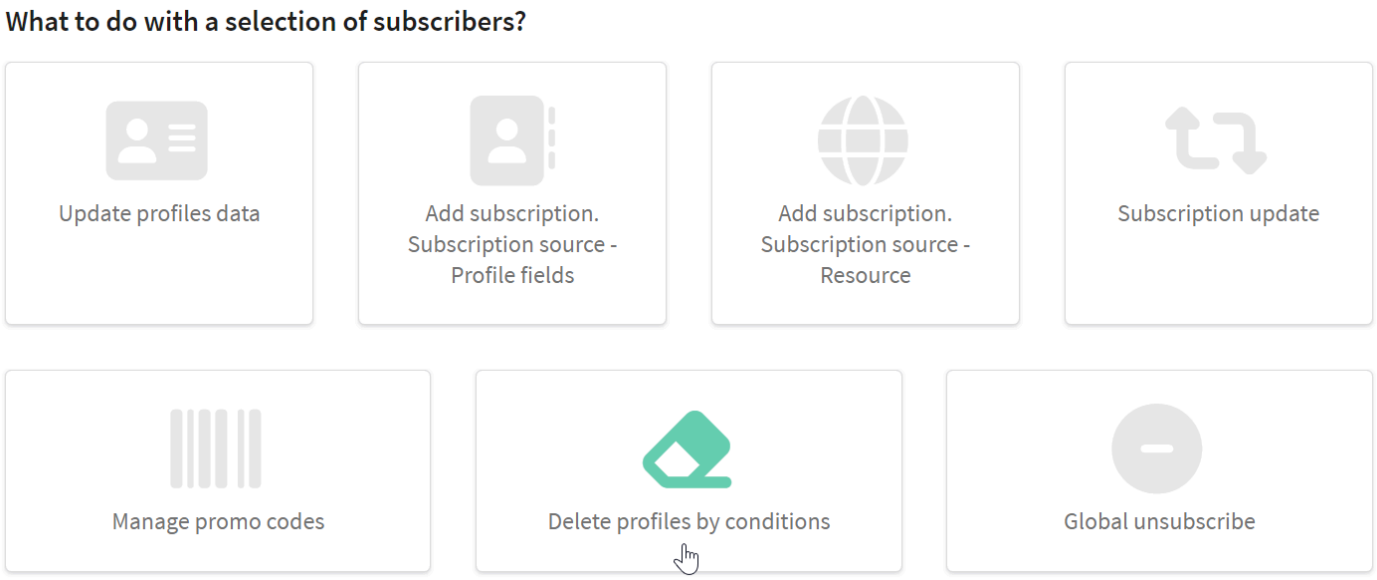


Select the action and the loyalty program:

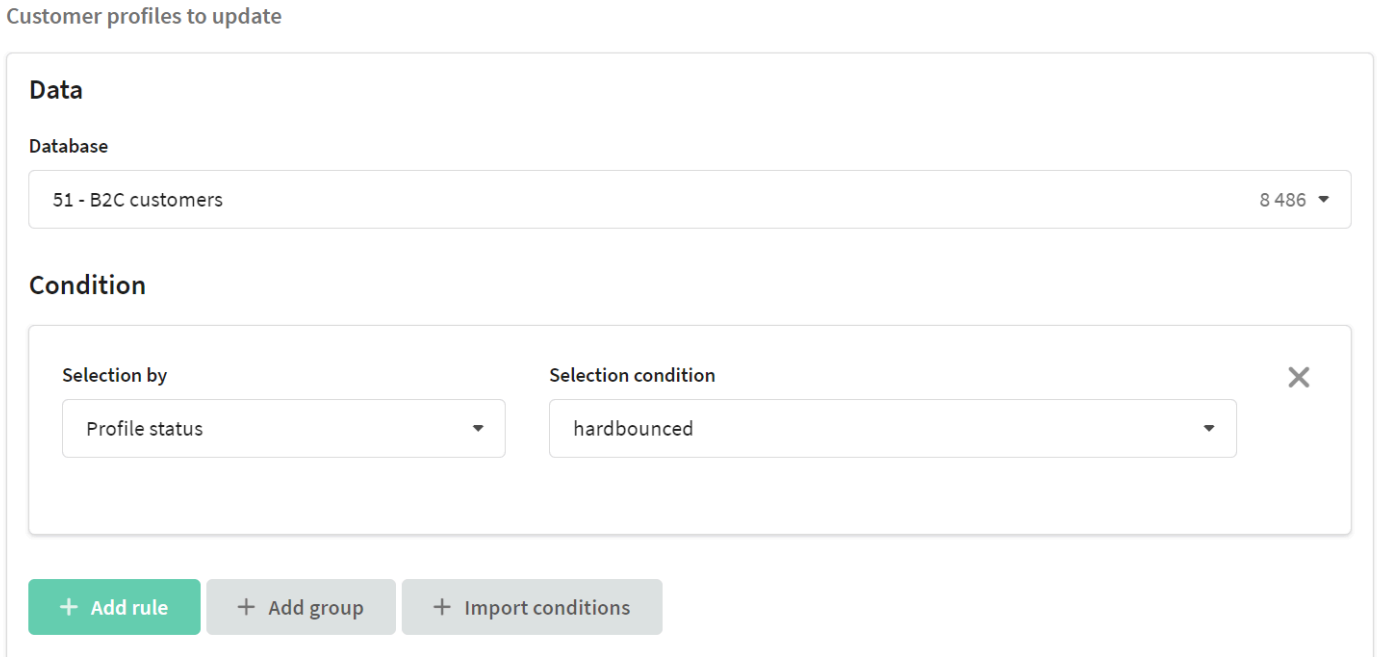


Deleting profiles by conditions

This option allows you to remove profiles from the database that match the specified conditions. The statistics of actions of deleted profiles is saved in reports.

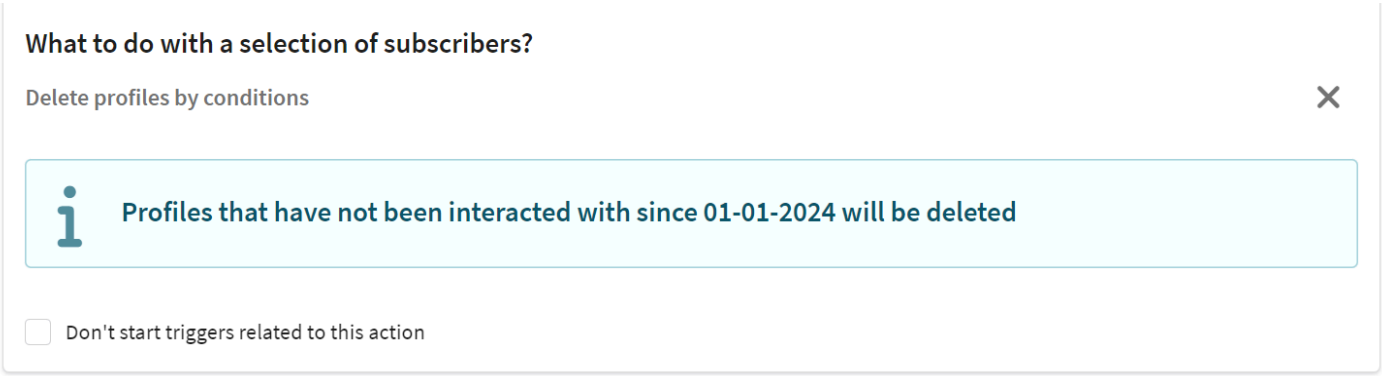


You can’t delete all profiles from the database, so you need to set selection conditions:



The platform doesn’t delete all profiles, but only those with no interactions for more than 4 months before the start of the current month. For example, if the current date is May 1st, profiles with no interactions since January 1st will be deleted. The same profiles will be deleted if the current date is May 31st.

Interaction includes any recorded profile activity, visible in its history. Details of the current period will be displayed below:



After launching the update, you can check the Tasks section to see how many profiles have been deleted. If a profile meets the selection criteria but has not been deleted, it means there have been interactions with it in the last 4 months.

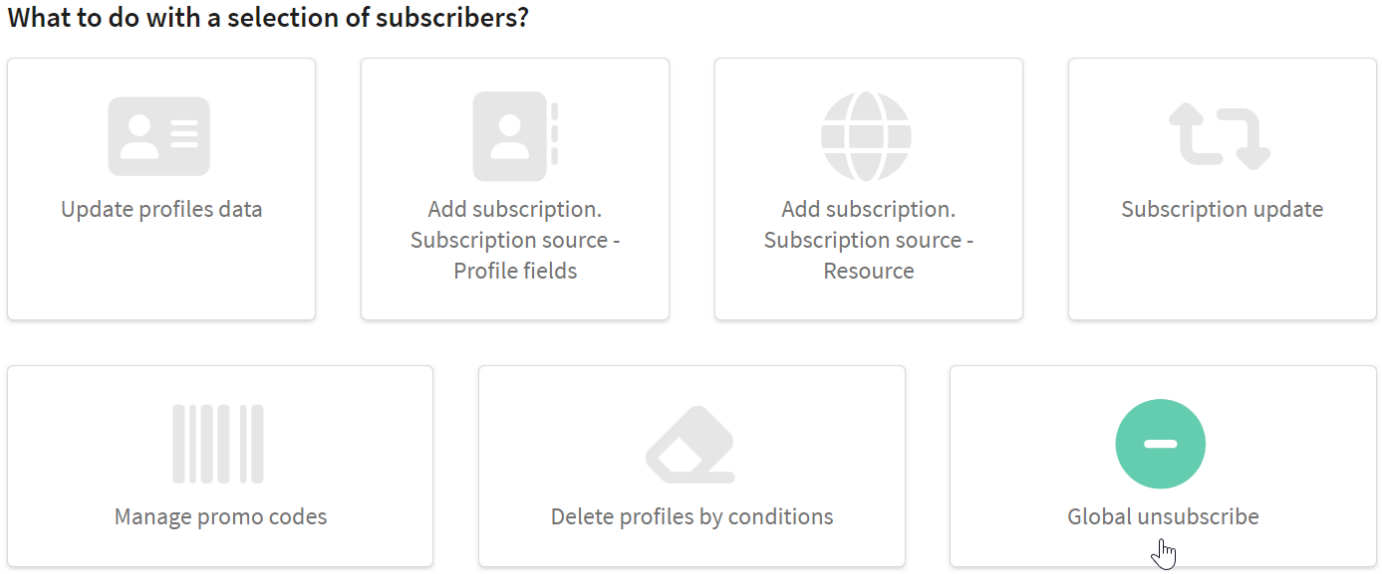


TIP

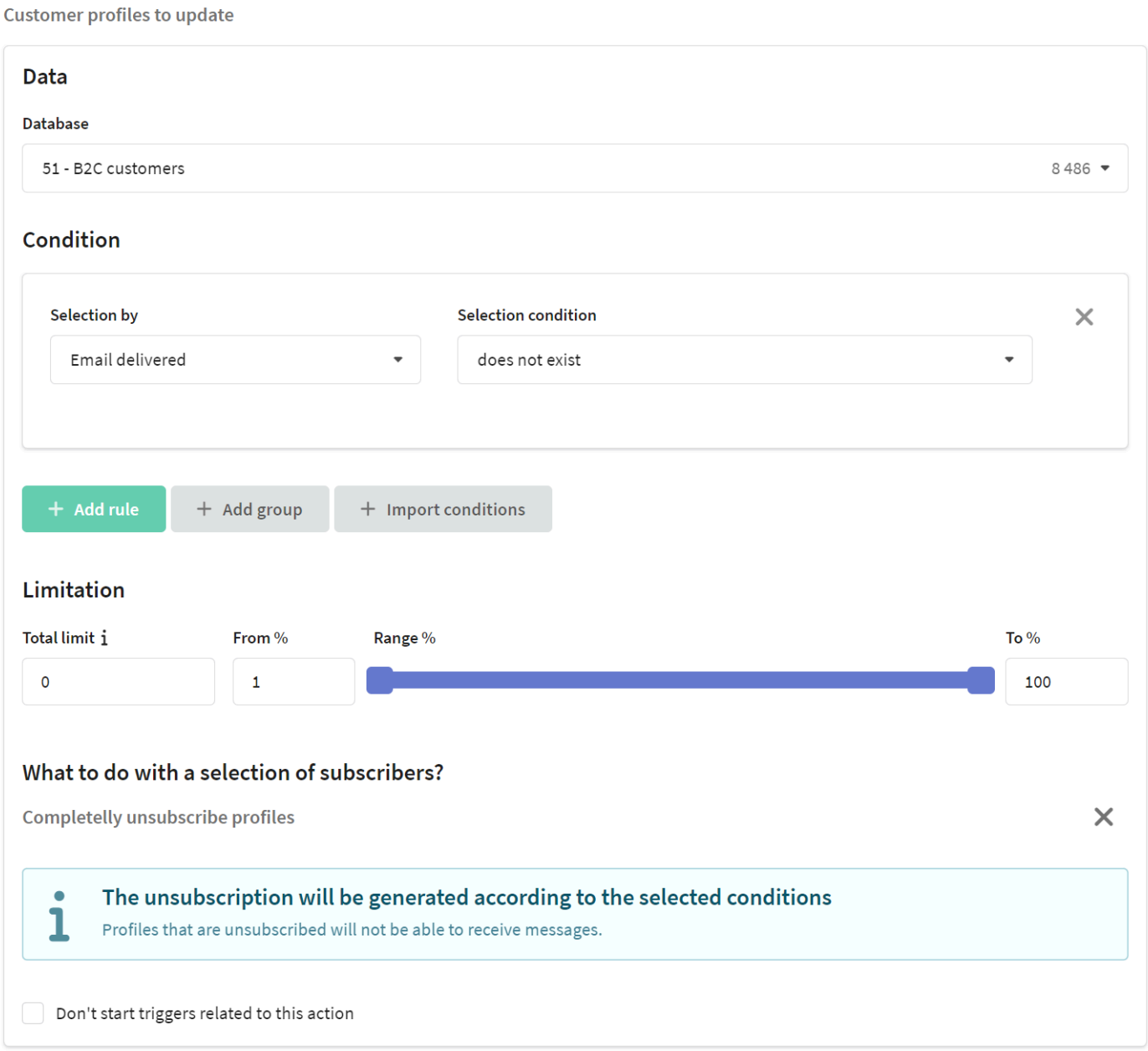
The minimum duration of inactivity required for profile deletion is set in the configuration file.

Global unsubscribe

This option sets the "Unsubscribed" global status for all profiles, completely stoping communication via any channel. Even if a profile has active subscriptions to resources, campaigns won't send messages to them.



You can't change the global status of all profiles in the database, so you need to set selection conditions:



In the platform, trigger campaigns or scenarios can be configured to activate upon subscription addition or update, profile field update, or promo code attachment. If you don’t want these triggers to activate after the current update, enable the option “Don’t start triggers related to this action”.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Double opt-in subscription

Double opt-in subscription

Overview

Double opt-in (DOI) is a form of mass communication subscription, organized in two steps:

1. **Subscribers provide their contact data and an agreement to receive content.**
2. **Subscribers confirm their agreement, clicking a special message hyperlink**

Double opt-in is applied over Single opt-in (SOI) when several legal or loyalty factors matter:

- **ISP's sender reputation**
- **Compliance with messaging legal regulations**
- **Higher marketing campaign ROI**
- **Clients' loyalty and lifetime value**

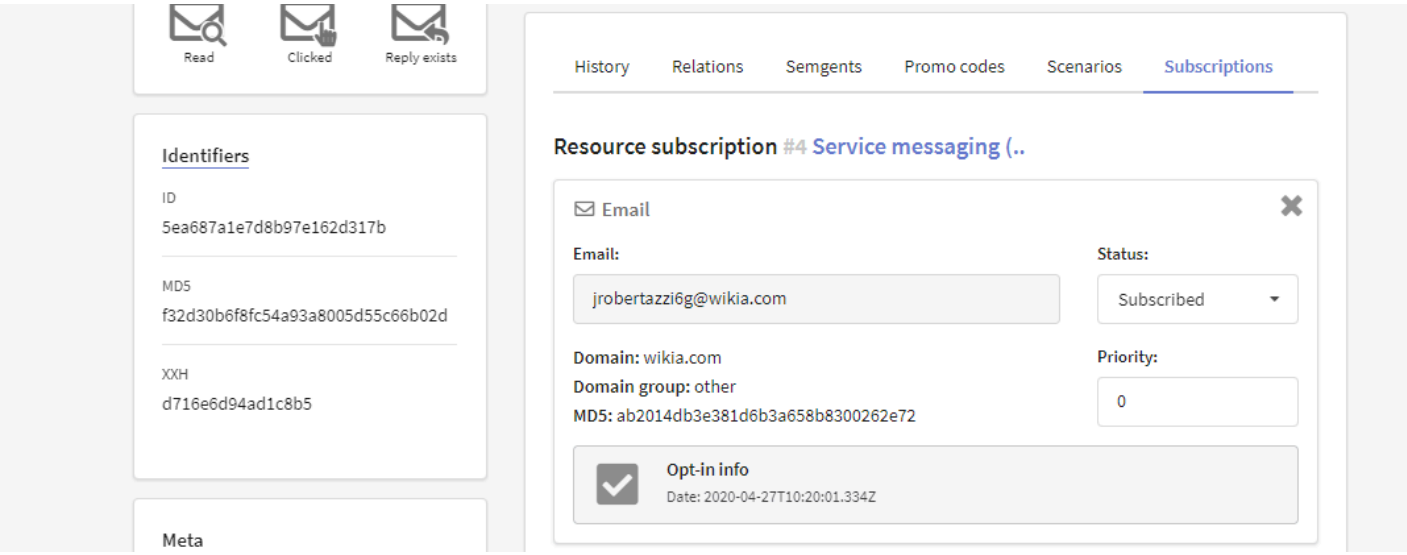
> **CAUTION**
>
> **Double opt-in is available only for subscriptions to resources.**

Step 1: Subscription

When a client gets subscribed to a Resource, the Subscription status should be set to “Unconfirmed”.

Adding an Unconfirmed subscription to a single profile

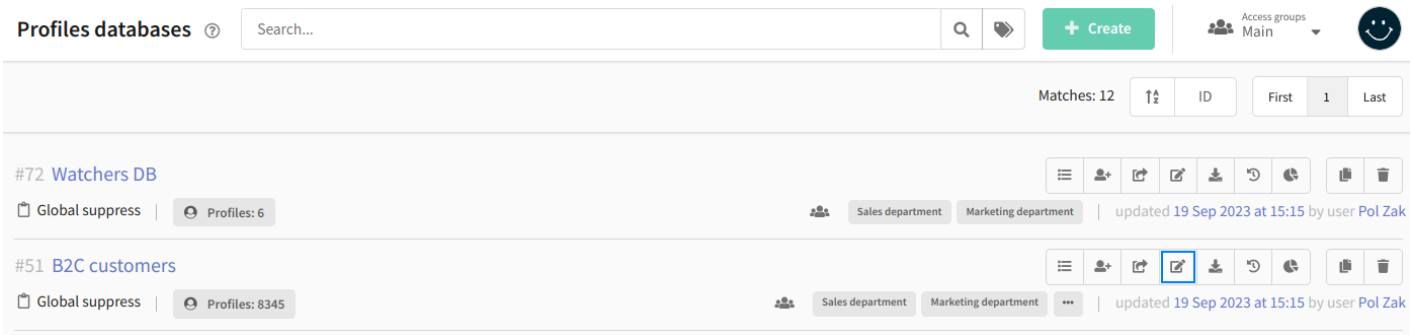
Open a client’s profile in a Database and go to Subscriptions tab. Select a Resource and its Email channel. Enter a subscription email address or copy it from profile default fields. Select “Unconfirmed” in Status menu and save your changes.



After you save the subscription it obtains an md5 hash identifier and opt-in information block. It may be necessary for subscribers who doubt their subscription legal status. The opt-in info contains date in UTC and the client’s IP address.

Adding Unconfirmed subscriptions to multiple profiles

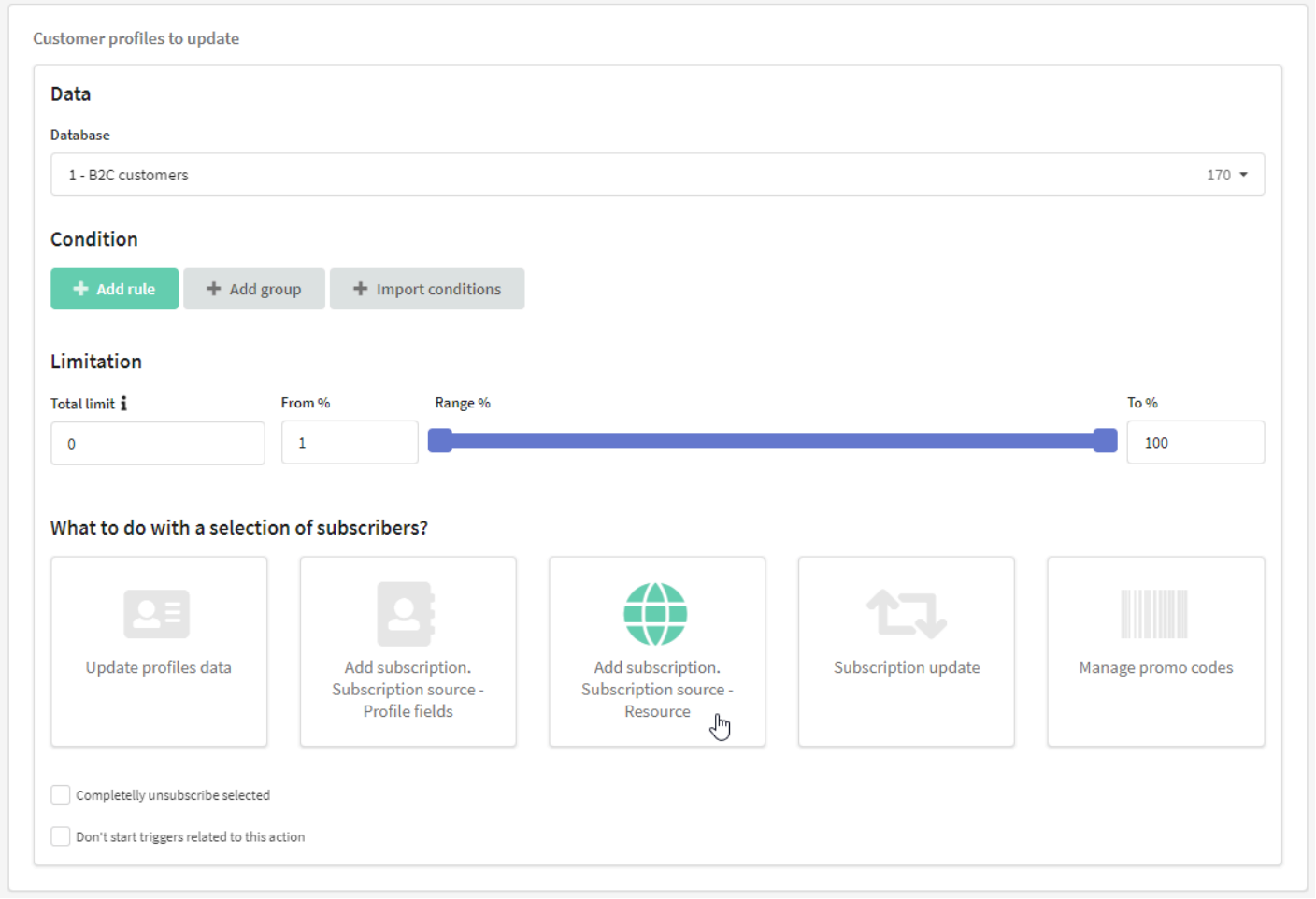
To organize double opt-in process manually for a group of clients, open a list of Databases or Segments and select Update customer profiles from the context dropdown menu on the right side of Database or Segment tile.



On the following screen you can correct a part of audience you want to subscribe. The update screen uses Altcraft MP segmentation rules.

CAUTION

Profiles bulk update is configured for each Database of a Segment, provided the Segments contains more than one.



In Manage subscription section select Add subscription, specify a resource with Email channel and set Status to “Unconfirmed”. You can choose between profile data and other subscriptions data as contacts source:



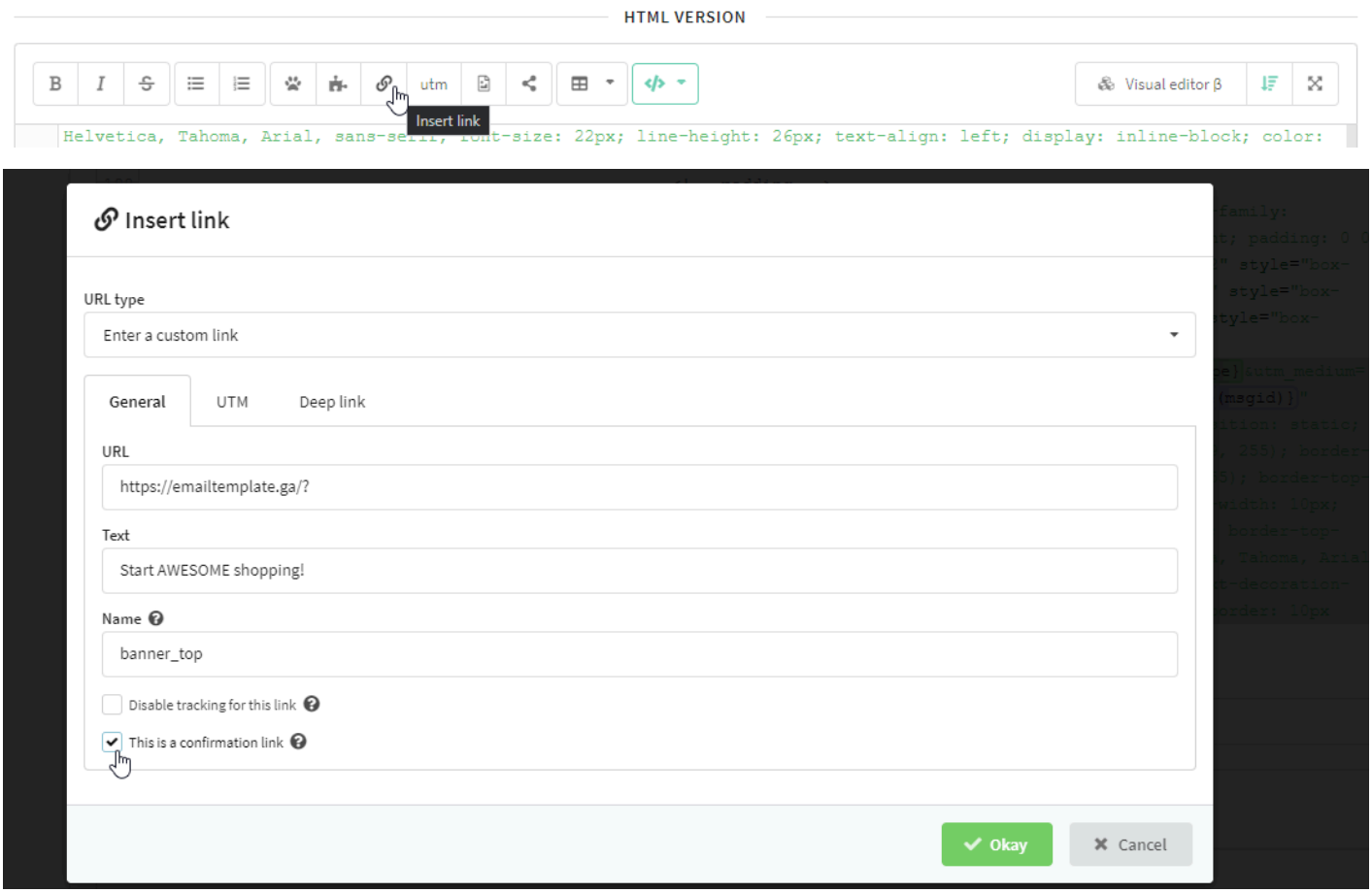
After all necessary settings are configured, click Update button. A Task will be created where you can watch update process.

NOTE

For API profile import and subscription requests the following property should be added to subscription objects `"status": "unconfirmed"`

Step 2: Confirmation

Profiles with unconfirmed subscriptions can receive only messages containing a confirmation link. This can be any hyperlink: in the message template add confirm-link attribute to a hyperlink or select Insert link tool and check “This is a confirmation link” option:



After the template is ready, add it to a campaign, using the same Resource you have subscribed your DOI audience to. Message recipients by clicking the confirmation link will verify their intention to receive messages and thus their subscriptions’ status will be changed from Unconfirmed to Subscribed.

NOTE

A click on the confirmation link can be a capturing event for trigger campaigns and automation workflows. In trigger or workflow settings set Type: Message action → Confirmed.

Suppression lists

Suppression lists

	Suppression list is a list of email addresses, email domains and phone numbers, which you do not want to send messages to. Suppression list filters an email address or a phone number at moment of campaign launch. Suppression lists are formed to follow CAN-SPAM law rules.

Three types of black lists are used in the platform:

- **Global Platform suppression list — affects campaigns in all platform Accounts. If hard bounce is returned for the email address, it goes to global list. Valid addresses, that must be restricted from mailing, are stored separately.**
- **Global Account suppression list — it is created automatically in every account of the platform. Added contacts will be blocked from all Account campaigns.**
- **User suppression lists — they are created by users in platform accounts. They can be attached to Profile databases or to Messages Templates.**

Several suppression lists with certain rules are considered, because segment (which can contain several databases with suppresion lists) and several messages can be used in the campaign.

Global suppression list of the platform

Global suppression list of the platform affects all platform Accounts. In consists of two parts:

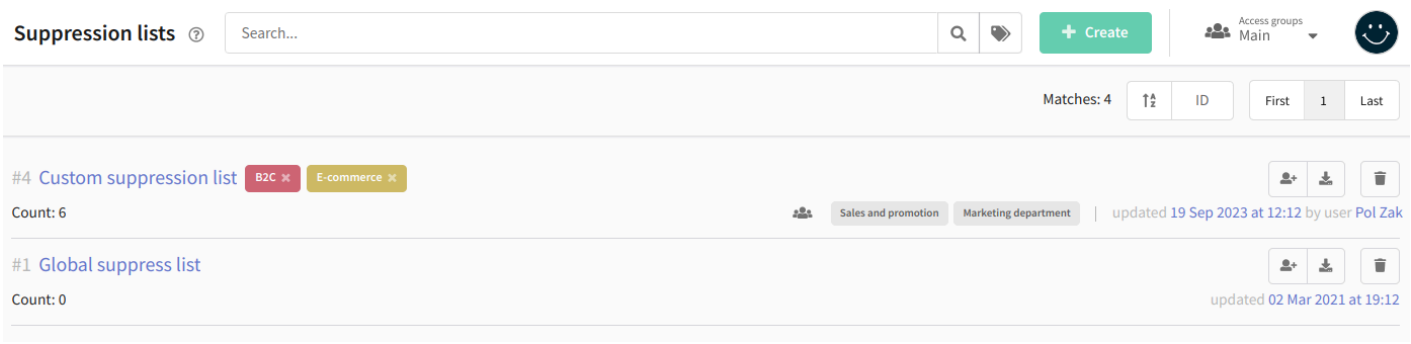
- **Invalid emails list — all emails, for which hard bounce (address does not exist) was received from email provider, go to this list.**

> **CAUTION**
>
> **Take your notice, that when such answer has been received, Subscription status of the customers changes to hard bounce. These subscriptions will not be used in the campaigns, because sending to non-existing addresses makes sender reputation with mail service worse.**
>
> **If you change status of these subscriptions to Subscribed — they will stay in global lost and will not be processed. To resubscribe these customers, you need to remove them from global suppression list of the platform.**

- **Global suppression list — any addresses or any domains for all Accounts of the platform. Platform Administrator can add data in this list, using Administrative panel.**

Account suppression lists

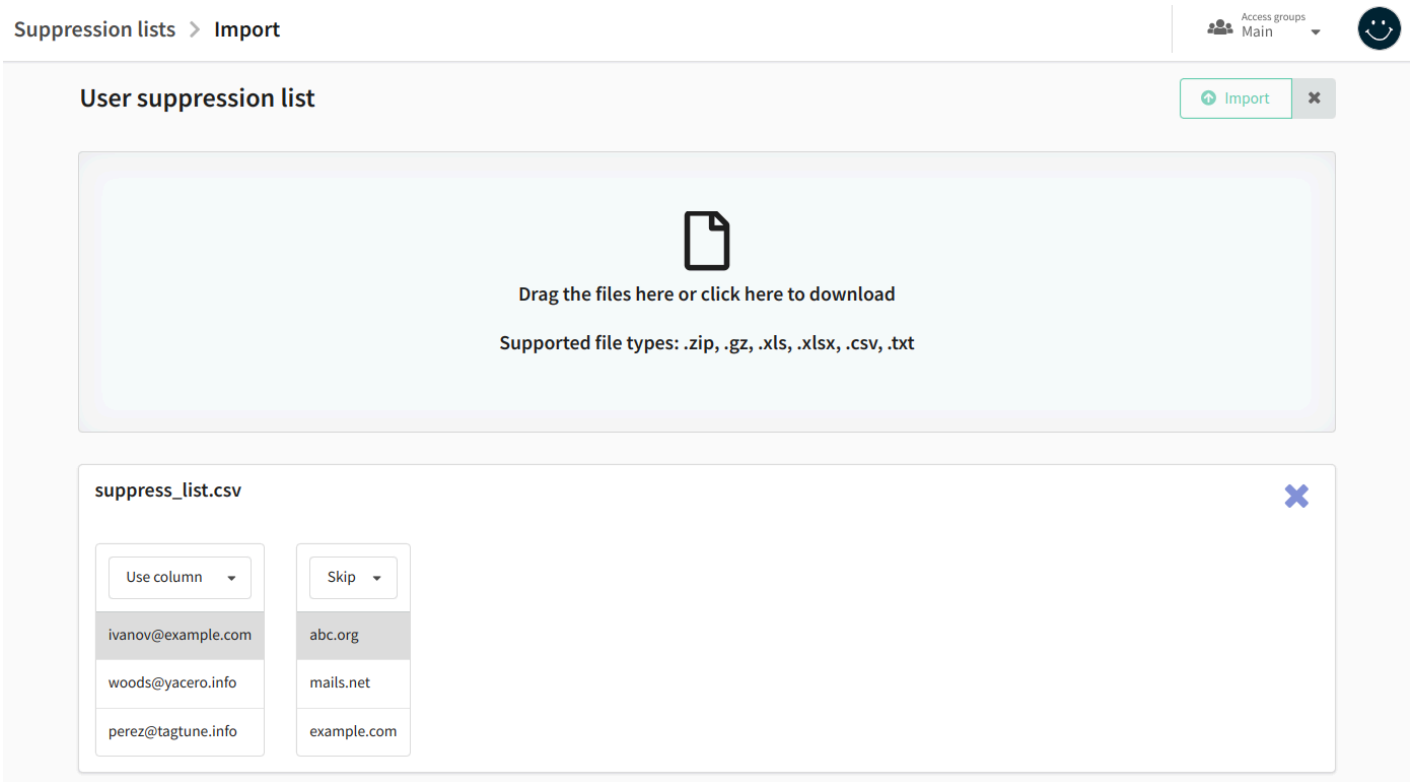
To access Account suppression lists management, choose Data → Suppression lists in the main menu. This will open a menu displaying the existing suppression lists for your account. From there, you can use the quick actions menu to begin working with the desired suppression list immediately:



File import

Choose appropriate point

in quick actions menu to add contacts from file to suppression list. Drag your file with contacts list in CSV or XLS format into the form opened. You can upload several files, and there can be several columns in these files. Next, you can choose, which column you are going to use for the import to suppression list. After that, click Import:



Manual import

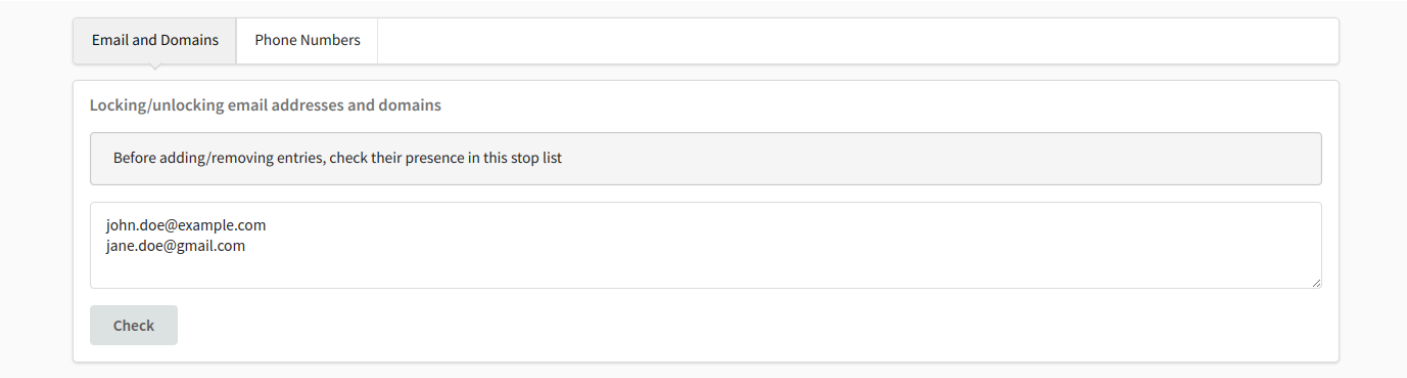
If you want to add customer contacts manually, open the desired suppression list. You can add customer email addresses, email domains, and phone numbers to the blocklist. Depending on the contact type, open one of the tabs and enter the contact details you want to add to the list in the Lock/Unlock section.

TIP

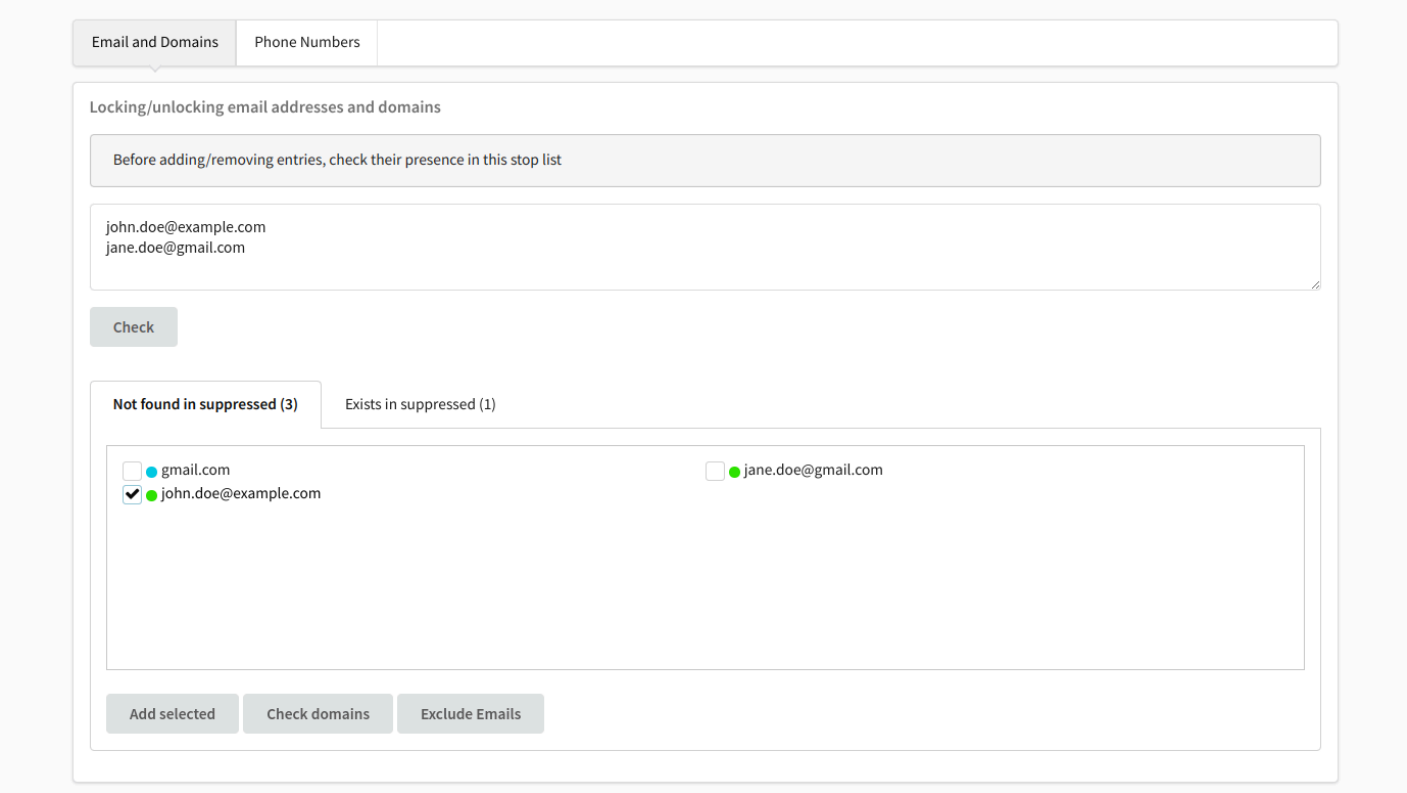
Multiple entries should be separated by commas, spaces, or placed on new lines. You can specify up to 500 email addresses, domains, or phone numbers.

Phone numbers should be in international format (e.g., +79123456789).

Then click Check:



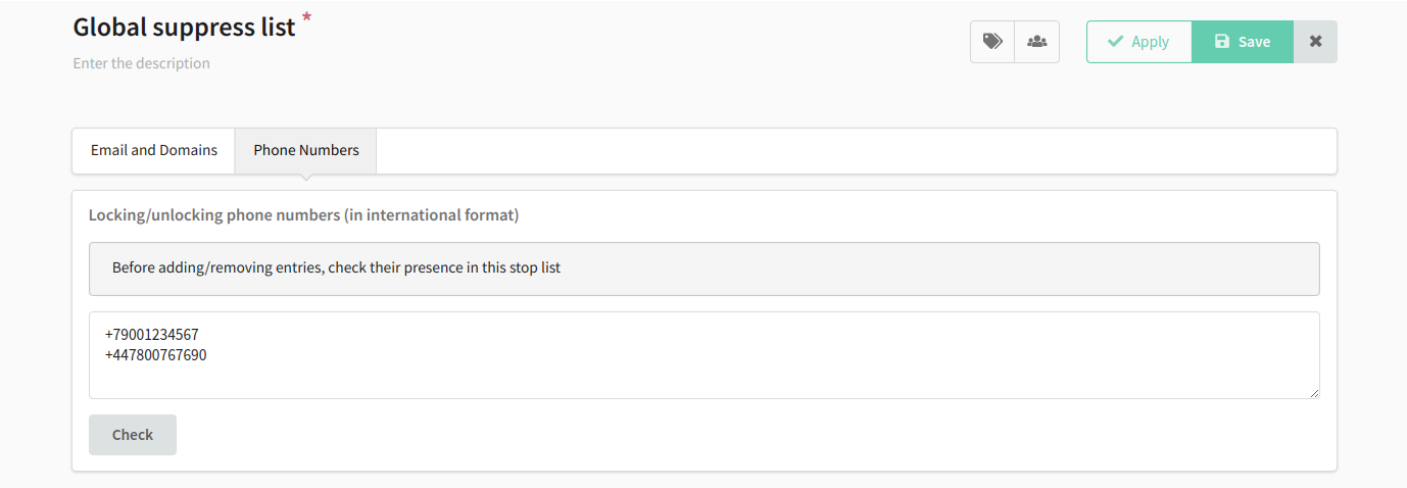
Two tabs will appear: Not found in suppressed and Exists in suppressed. If a domain, email address, or phone number is not in the suppression list (it will appear in Not found in suppressed), you can select it and add it (Add selected). If it is in the suppression list, you can remove it (Exclude). Additionally, you have the option to select all email addresses, all domains, or all phone numbers in tabs (Check):



Global suppression list

In every Altcraft account, one global suppression list is created automatically, which works always - for all campaigns within the Account. You do not need to attach it manually to Profiles databases and Messages templates.

You can add subscriptions manually or import from the file to the global suppress list:



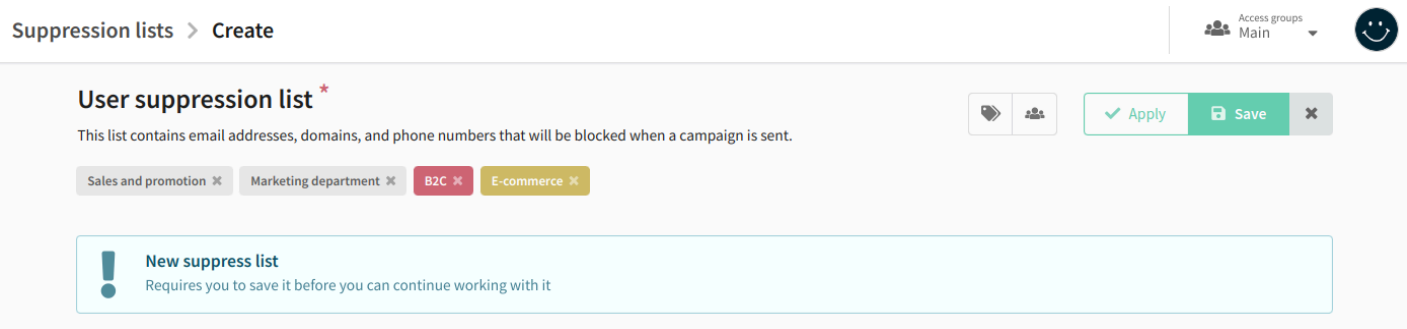
If you want subscriptions to be automatically added into the global suppress list, you need to use a link in the message - URL of global unsubscribe variable `{globalunsubscribe}`. Address of subscribers, who follow this link, will immediately go to global suppress list and will be excluded from all future mailings in the account.

TIP

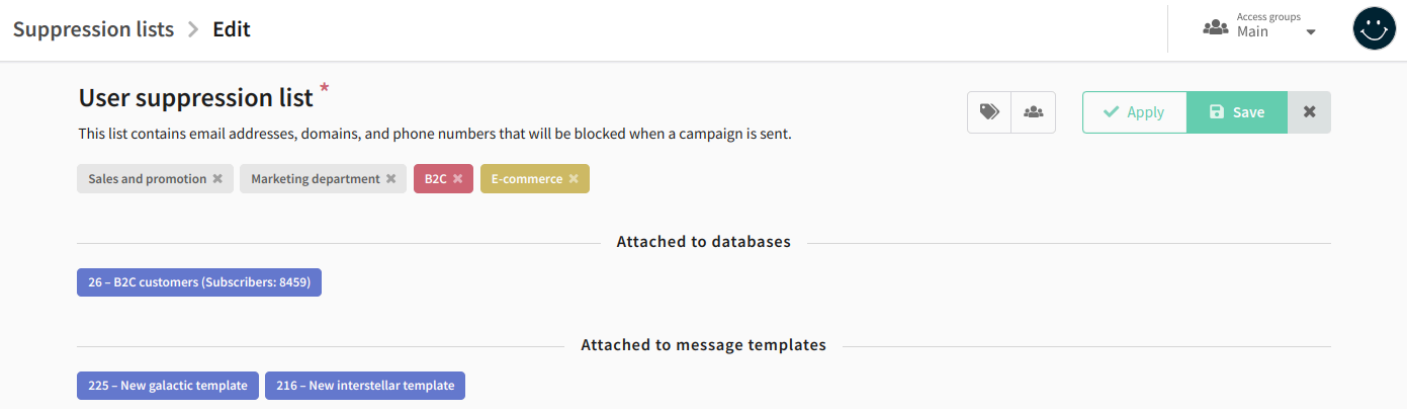
Note that communications will stop only for the email address to which the message with the unsubscribe link was sent. If the profile has a subscription with a different email address, messages will continue to be delivered to it as usual.

User suppression lists

Press + Create in lists menu to add user suppression list into the account. Select Suppression list name, enter Description, set access group and tags for quick search, if it is necessary:

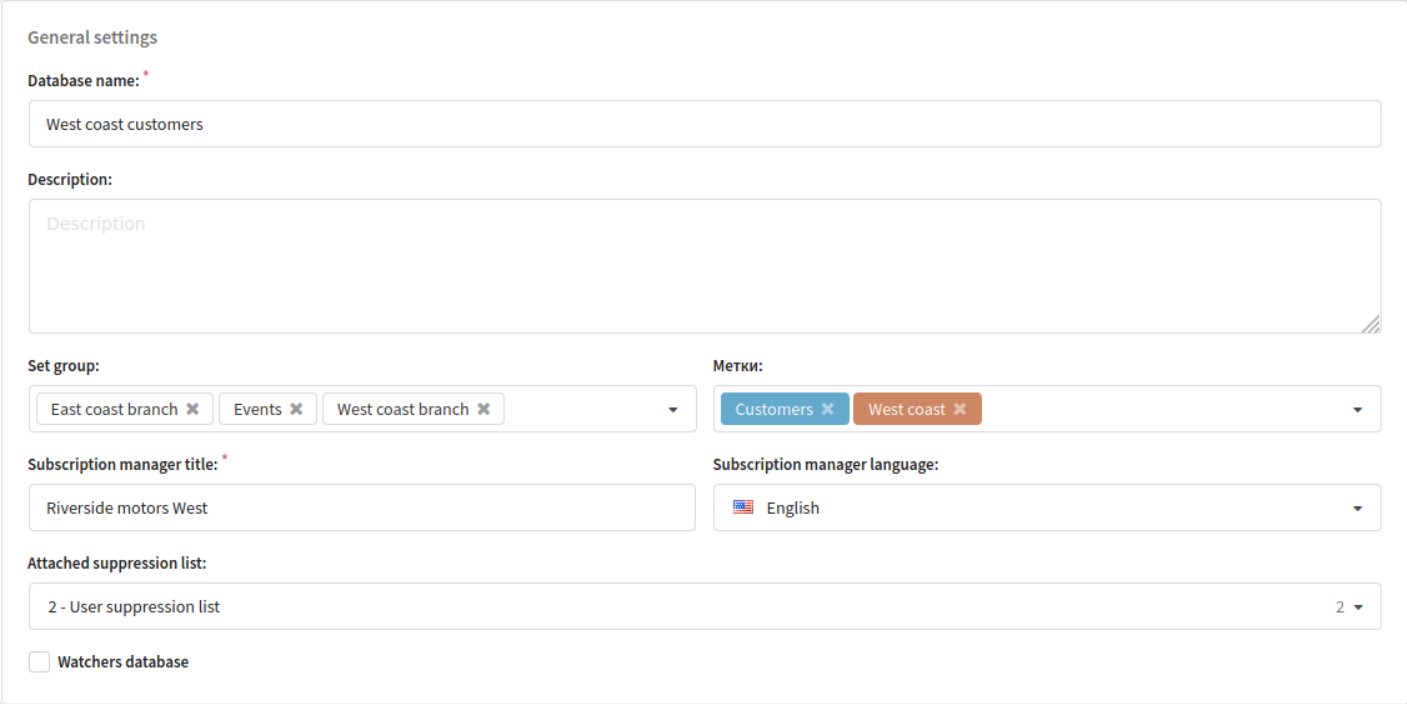


After saving it, you can manually add customer contacts to the created suppression list or import them from a file. Additionally, you can attach the list to profile databases and templates. You also have the option to check at any time which platform objects the list is attached to.



Suppression list for a Profiles database

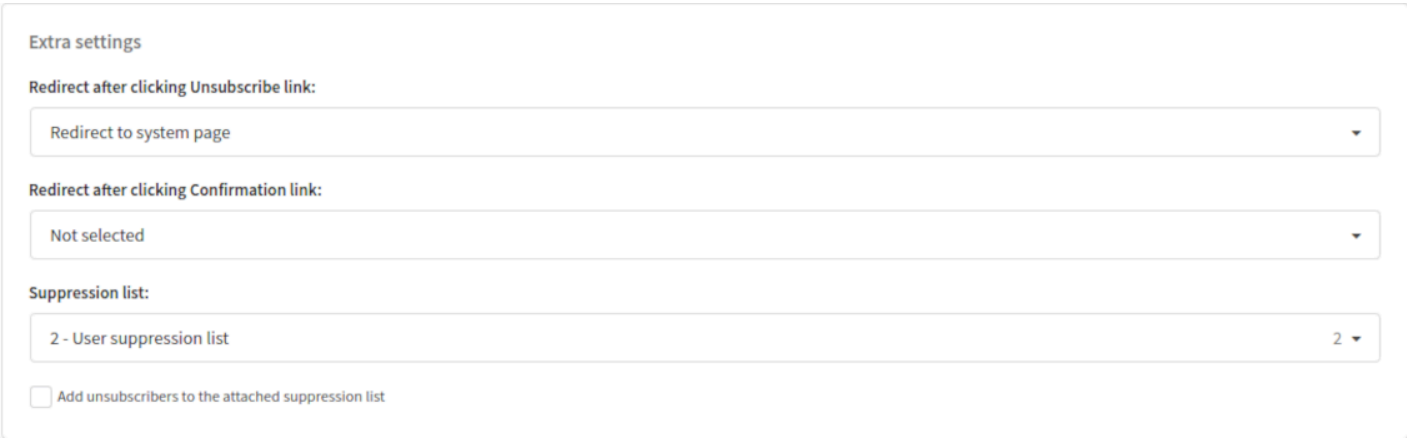
User suppression lists can be attached to a certain Profiles database of the Account. This list will be active only during orchestrating Campaigns for an audience, which includes this profiles database. For this, choose Attached suppression list in General settings of Database editing form:



Suppression list for a Message template

The second option of using custom suppression lists is attachment to certain Messages templates. This will allow you to control, which audience should not receive certain content: all unsubcriptions by template will go this list and therefore, communications will be blocked.

Open the necessary Template, and go to Options tab, and choose necessary suppression list in Extra settings block:



Rules of suppression lists interaction

You can use several suppression lists during mailing. Subscribers are excluded from the mailing in the following way:

1. Global suppression lists are checked, and all subscribers there are excluded from the mailing.

2. Next, suppression lists, attached to Profiles databases, excluded subscribers of their databases from mailing.

INFO

If there are two same subscriptions in two databases, and suppression list, which contains them, is attached only to the first database, then messages from campaign, which contains the segment with this databases, will be completely sent. This happens, because suppression list will act only on the database, that it is attached to, which is the first one.

3. Next, suppression list, which is attached to the Message template, will exclude only subscribes, who would receive this message.

Profile relations

Profile relations

TIP

To attach, detach, edit or modify relations automatically you would need API integration. Check this Section of API documentation.

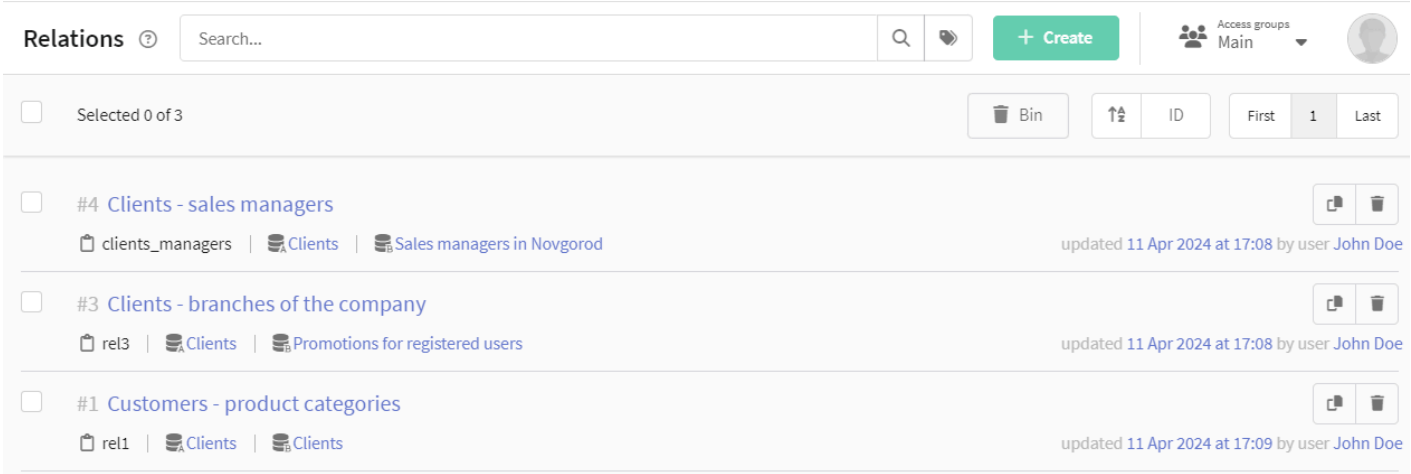
The relations between profiles allow you to implement customer interaction strategies on the platform. You can relation profiles within the same database or relation profiles from different databases. There are two types of communication:

Direct — outgoing. Shows the relationship of the profile to other profiles. For example, the relationship of a referral client with his clients. Feedback is incoming. Shows how other profiles relate to the selected profile. For example, clients of one agent or manager of a company evaluate the quality of his work. Each relationship has properties - relationships between clients. Properties can be in the form of numeric or Boolean (false - true) values.

Relation objects are created in the user interface. You can add, remove, strengthen, or change a relation either manually or using special API requests described in this section of the documentation.

Managing relations

In the main menu search for Relations in the Data section. Here all your existing relations are enlisted, accompanied by created-updated summary and databases involved. Using actions menu on the right side you can quickly clone or delete a relation. To edit an existing relation, click on its name. To add a new record, click + Create at the top of the page:



General settings

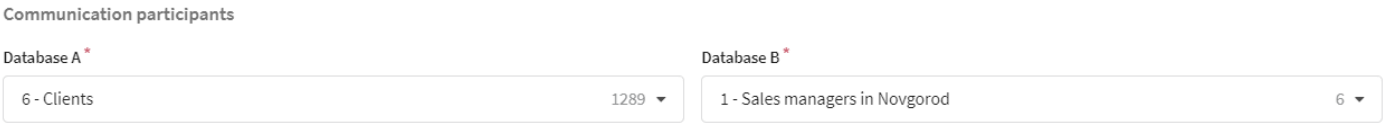
In General settings enter the new relation's name and short name as well. Short name will be used in message template editor and relations API requests.

Below select Databases containing profiles you are going to relate:

- **Database A — contains profiles that are collecting relations. These can be your products, managers, agents — or partners. We can call them objects.**
- **Database B — contains profiles that initiate relations — your or your partners' customers, reviewers or subjects we can call them.**

TIP

If you are using one database relations, select it in both drop-downs!



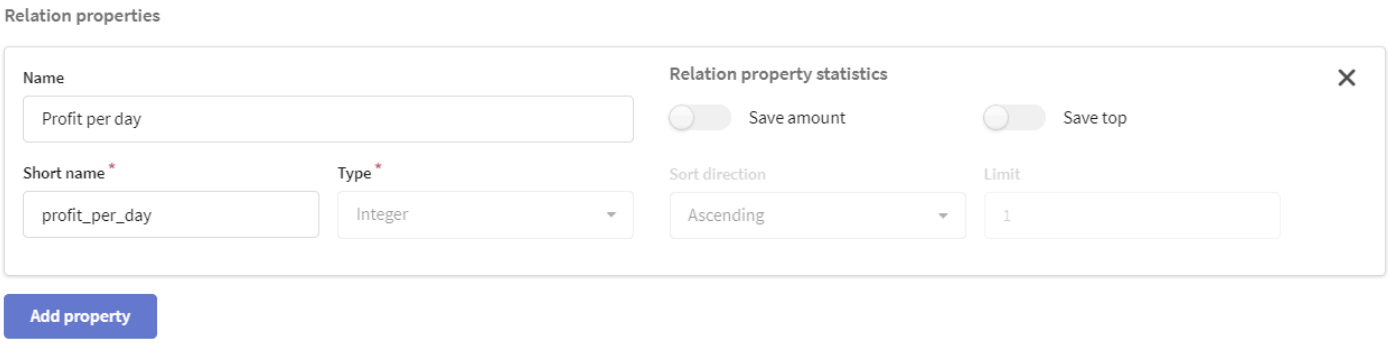
Relation properties

One relation can contain up to 11 properties, describing the value or weight of interaction between profiles. For each new property enter a name and a short name for templates and API.

Property type sets which data will be used to measure relation impact:

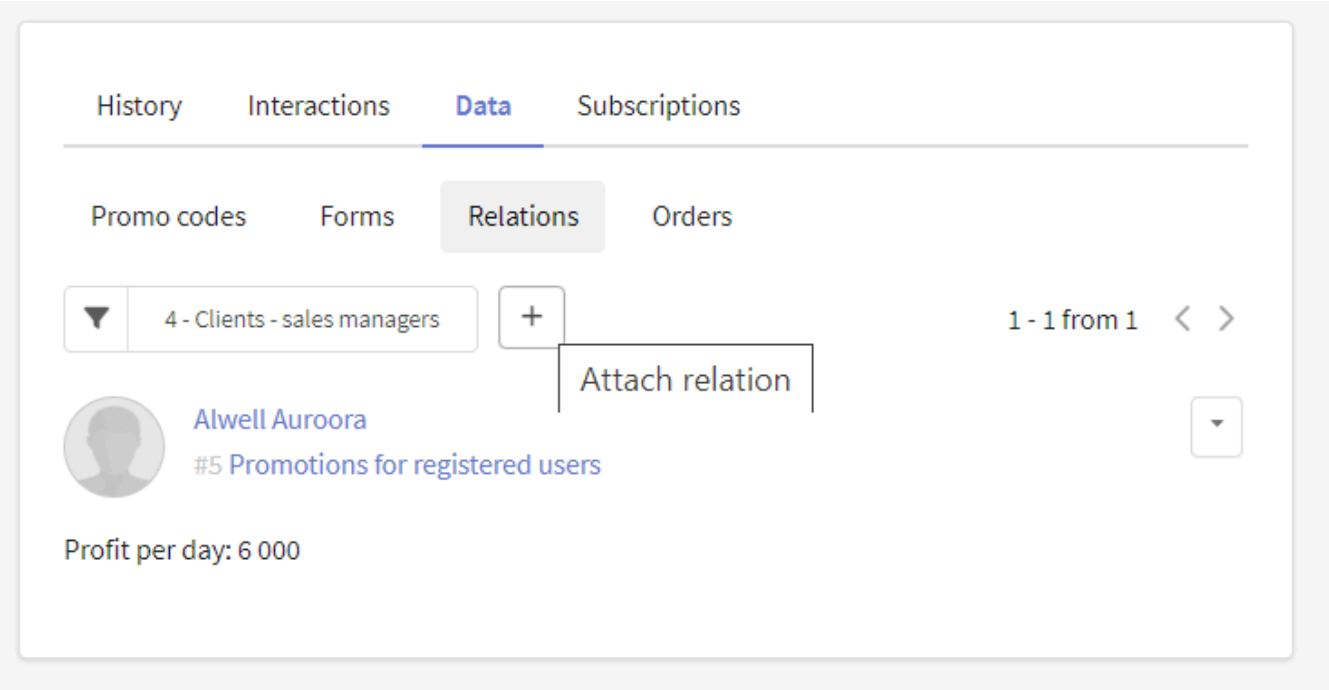
- **Integer — any integer number. Fits well for quality assessment, numbers of purchases, social network profile views and post likes.**
- **Float number — a floating-point number. Monetary values and other more complex numbers can be recorded in this property.**
- **Boolean — a boolean true-false value. Can be used for one-time or on-off actions: subscriptions, recommendations, or availibility.**

For numeric properties you can store statistics: save amount and save top. The sorting direction determines whether to store the highest or lowest values in the top, and the limit (from 1 to 20) sets the number of relations for statistics:



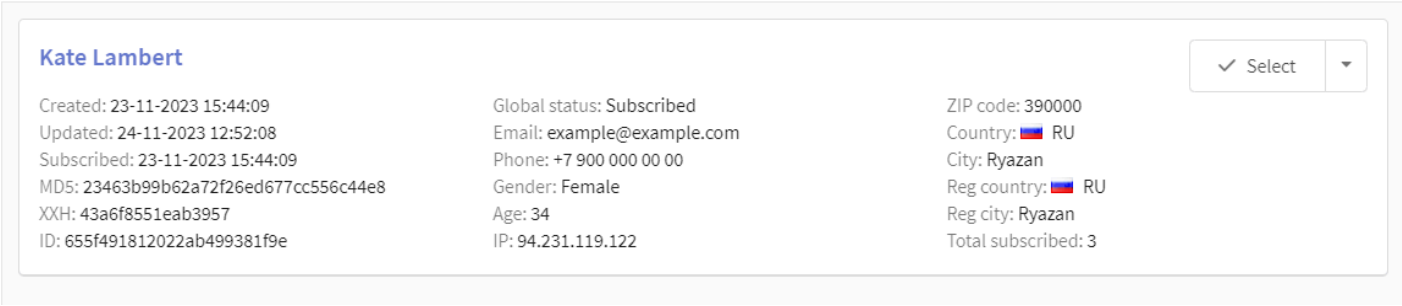
Relating profiles manually

Open the subscriber profile in Database A. On the Data tab, go to the Relation section. The available relations for the profile of the current database are displayed here.

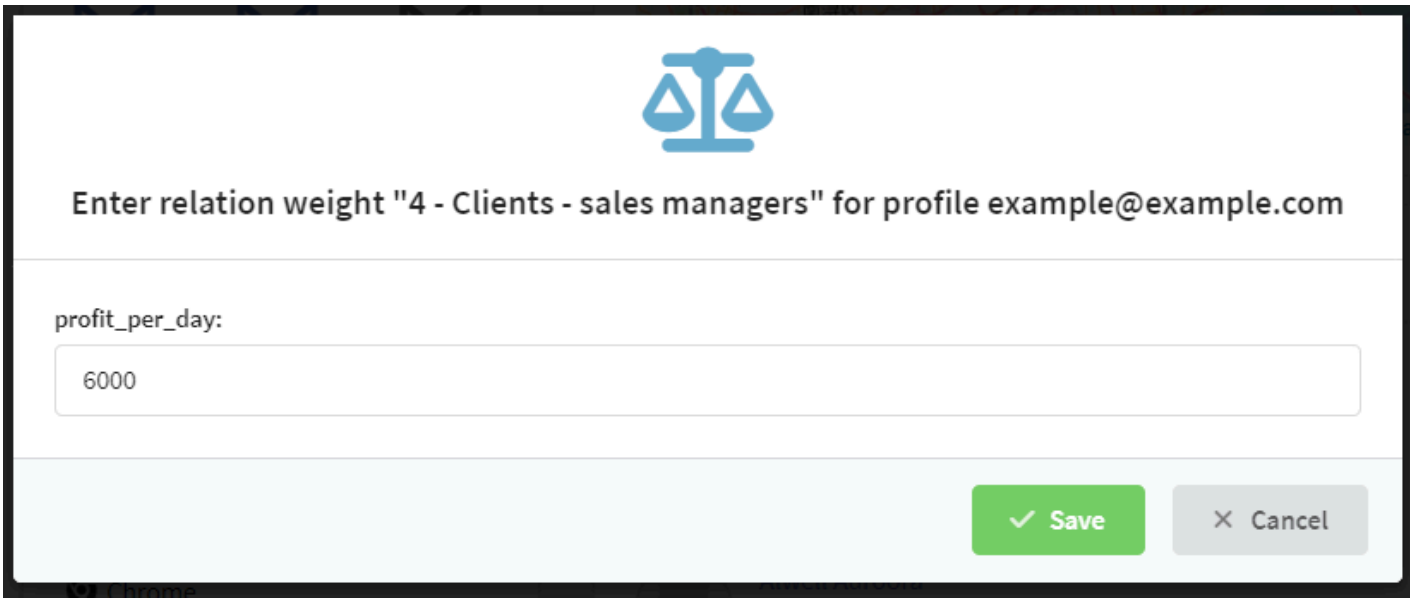


In the window that opens, specify the rule for selecting a profile from the Database B. Standard rules are used, as in the search or segmentation of profiles.

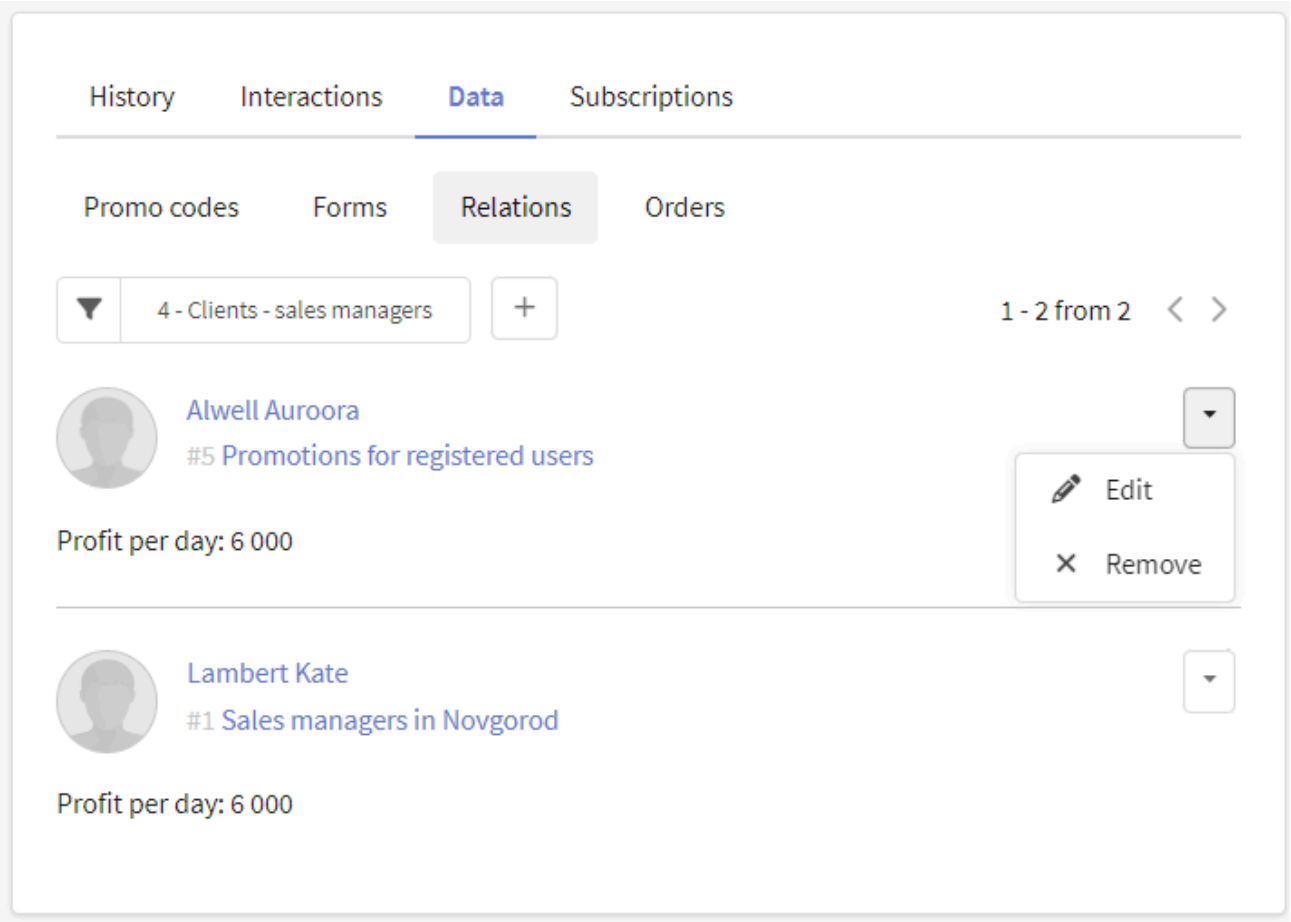
Click "Apply " and “Select”:



Then enter relation’s property weight:



After adding a relation, a brief summary and a top on the properties of the relation will be available in the profile, as well as a list of related profiles from the Database B. You can change the weight of the relation or delete it using the drop-down menu on the right side of the entry:



What are relations and relation values used on the platform for?

1. Segmentation

They can be used to create a static or dynamic segment. Due to this, the target audience is “separated” from all the clients of one database based on the attitude of its participants to each other.

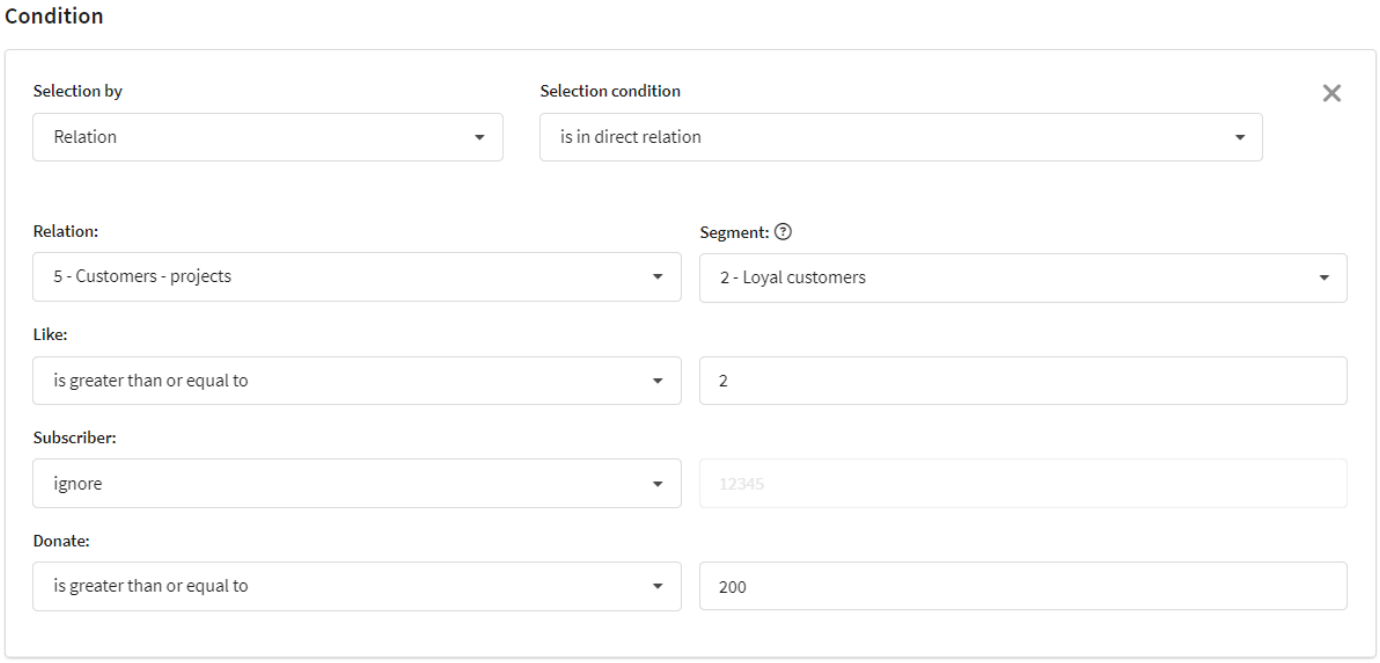
Additionally, you can add checks for certain communication properties:

- **false or true — for Boolean properties**
- **more/less, more/less or equal, equal/not equal — for numeric properties**

In the segmentation rule, select the presence or absence of direct or reverse, and add the necessary parameters.

TIP

For example, you can use the rule below to find customers who approve of your projects and even donate more than 200 currency pieces.



2. Dynamic content in templates

Relation values can be added to message template using special variables.

In the variables menu, select direct or feedback and the desired value for substitution.

> **TIP**
>
> **For example, for an online training center, you can notify methodologists about how many hours students spent studying with certain instructors, and for clients - provide an up—to-date schedule of the instructors they prefer.**

Relation variables can also be inserted manually using the following editor script:

```
{relation.[short_connection_name].[direct for direct or reverse for reverse].[property name].
[count – quantity, total – sum, top – top relations]}
```

The number of direct relations to the profit property:

```
{relation.managers_loyal.direct.profit.count}
```

Top feedbacks with the `profit` property. A loop is used to output list of values.

> **TIP**
>
> **The loop substitutes the data of those profiles that are specified in the relation, and not from the database through which the campaign is sent. Thus, if you send an email to your agent, it may use personal customer data stored in a separate database.**

```
{for $index $item = relation.managers_loyal.reverse.profit.top}
{$item.lead._fname} {$item.lead._lname} ({$item.value} profit)
```

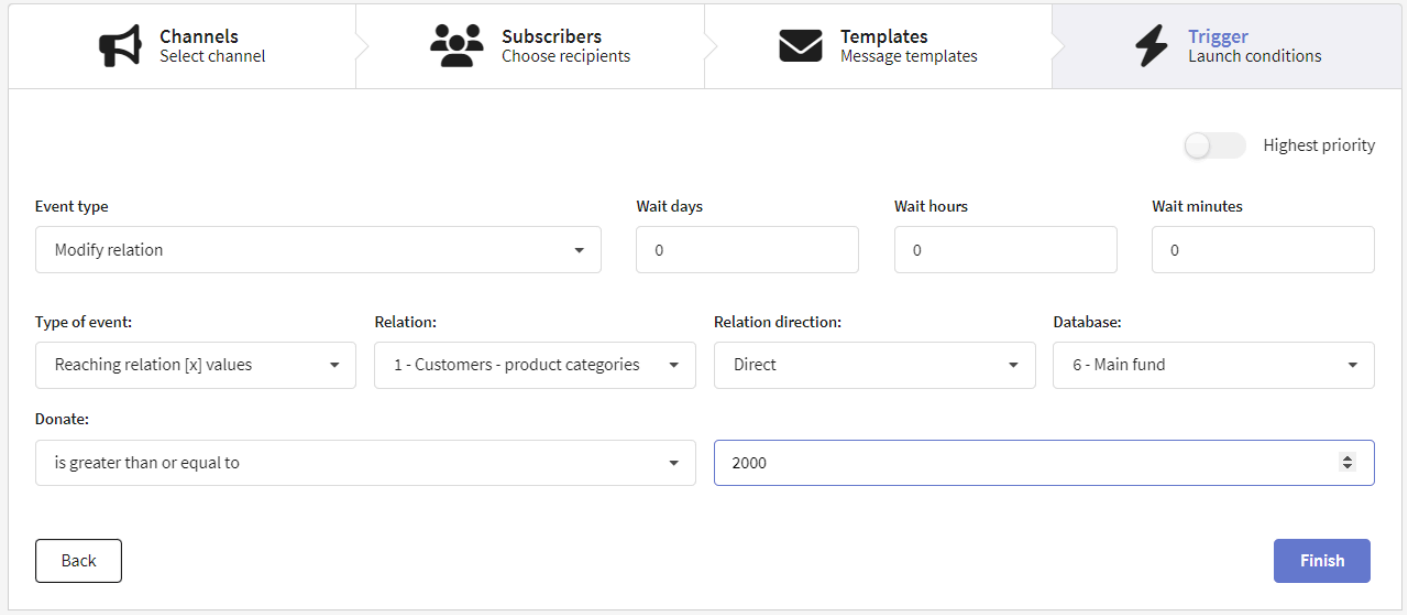
```
{else} There is no ‘profit’ for you :(
{end}
```

The sum of the value of the `profit` property for direct relation:

```
{relation.managers_loyal.direct.profit.total}
```

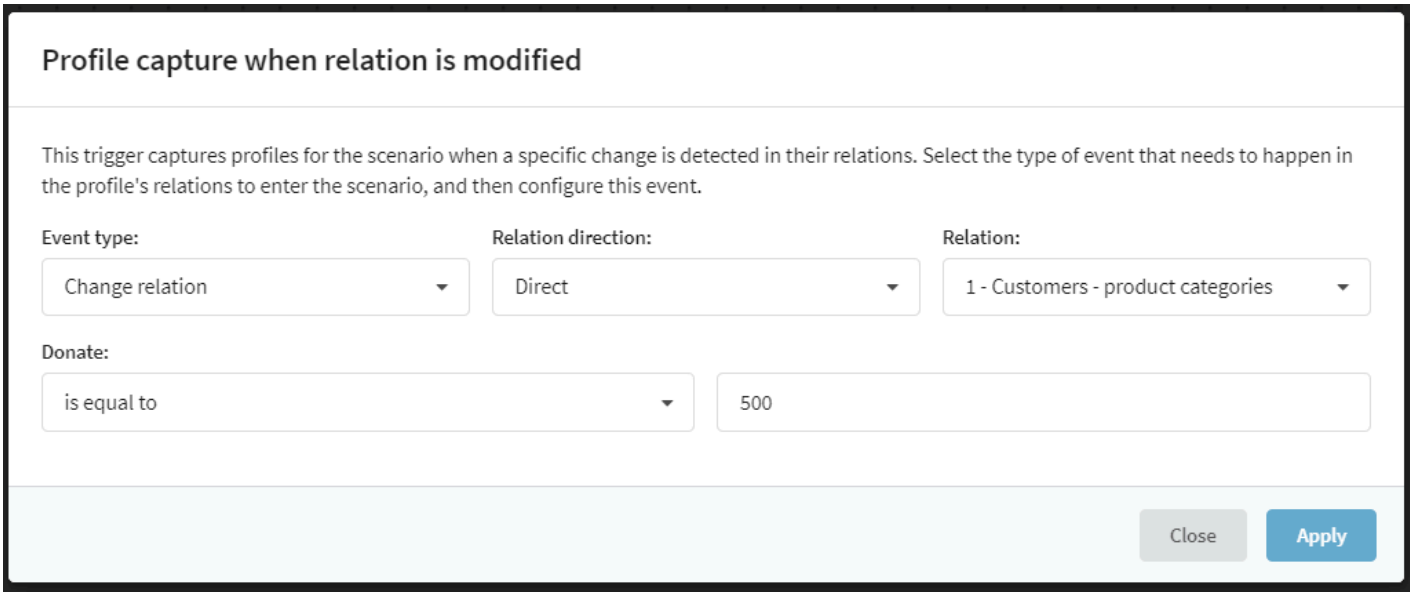
3. Trigger campaign or automation scenario

A trigger campaign can be configured to create or delete a relation:



The trigger can be triggered when both the direct and reverse relation between profiles changes. This may take into account the appearance, change or deletion of the relation, as well as the achievement of the relation property set in the trigger value.

Or connections can be implemented in automation scenario:



TIP

For example, if you have a referral program, set up 2 different automated workflows for both referral and for customers engaged by the referral:

for the referral — a trigger “When a direct relation is attached”. It will launch when a referral engages a new customer for you. Use this scenario or trigger to further motivate your referral. You can additionally specify values, like profit of the initial transaction.

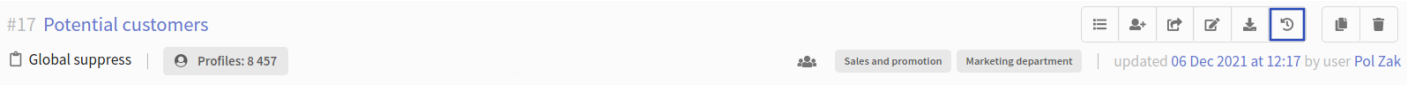
for the engaged customers — a trigger for reverse relation. Use it to promote your products and motivate customers to become new referrals.

Profile history export

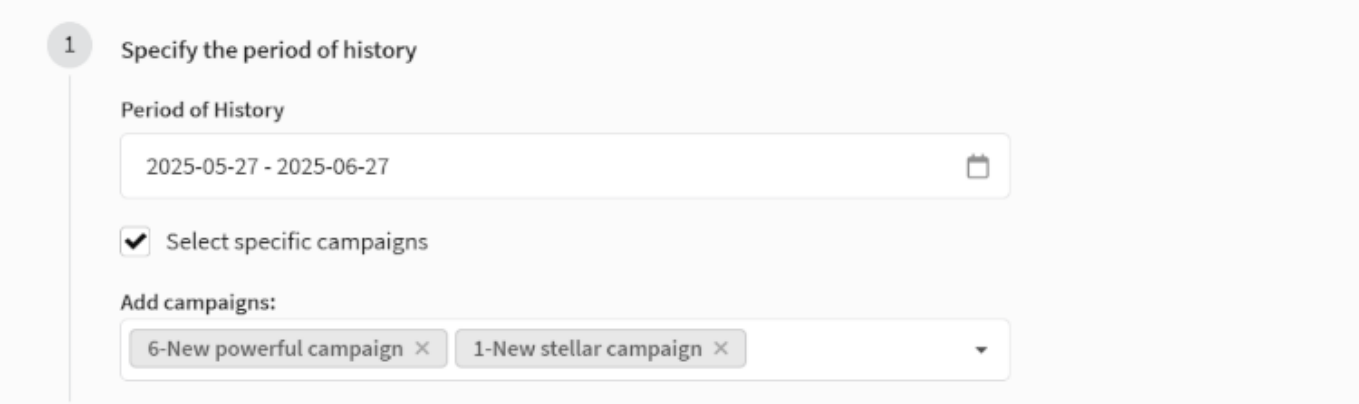
Profile history export

Profile history export allows you to download data on profile activity from the platform. The data is usually in a specific database or a segment. The data will be exported to a CSV file.

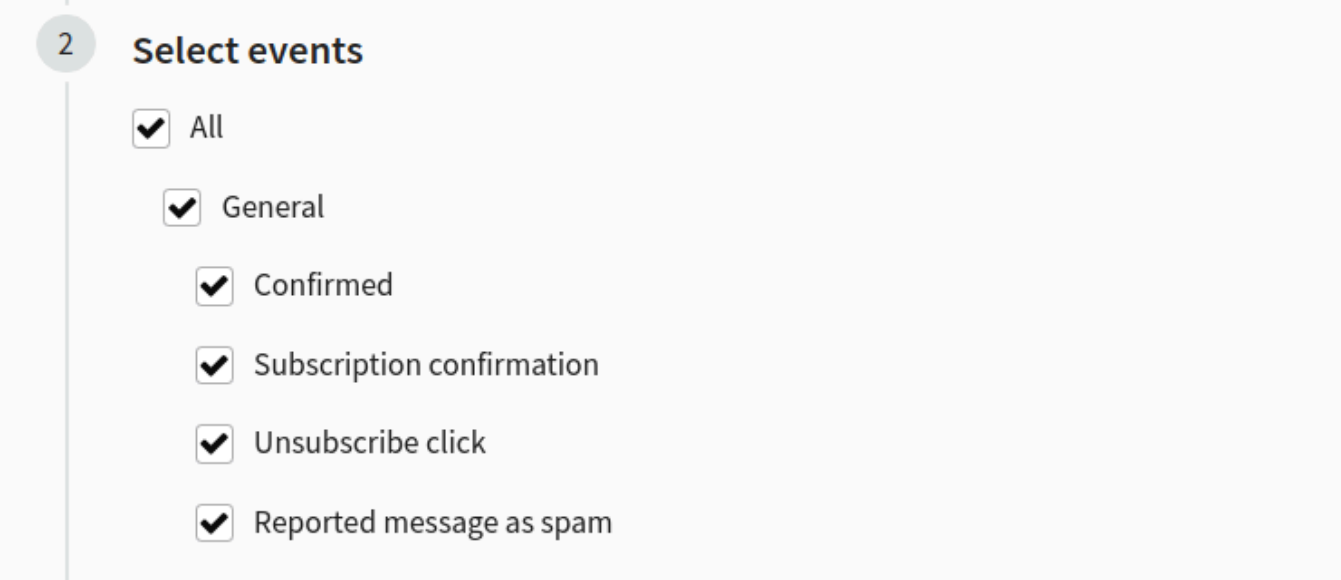
- **Open a list of databases or segments, find a necessary base and click the icon «Export profile history».**



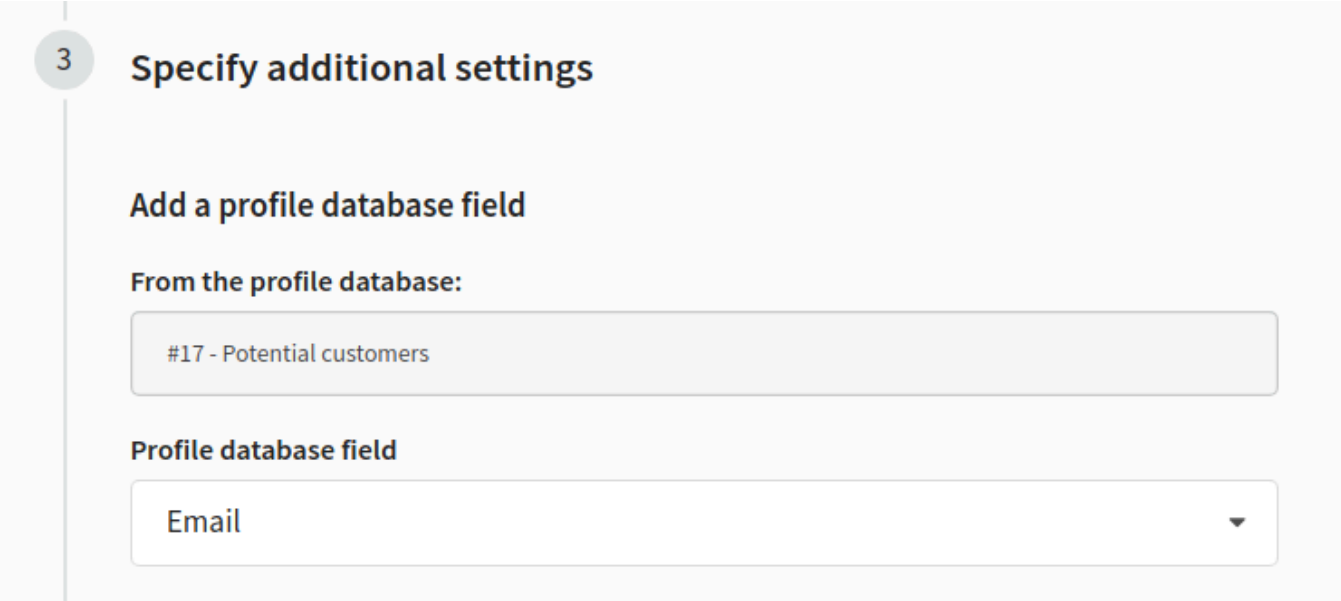
- **Specify the period for which the data needs to be unloaded. You can also select campaigns if necessary:**



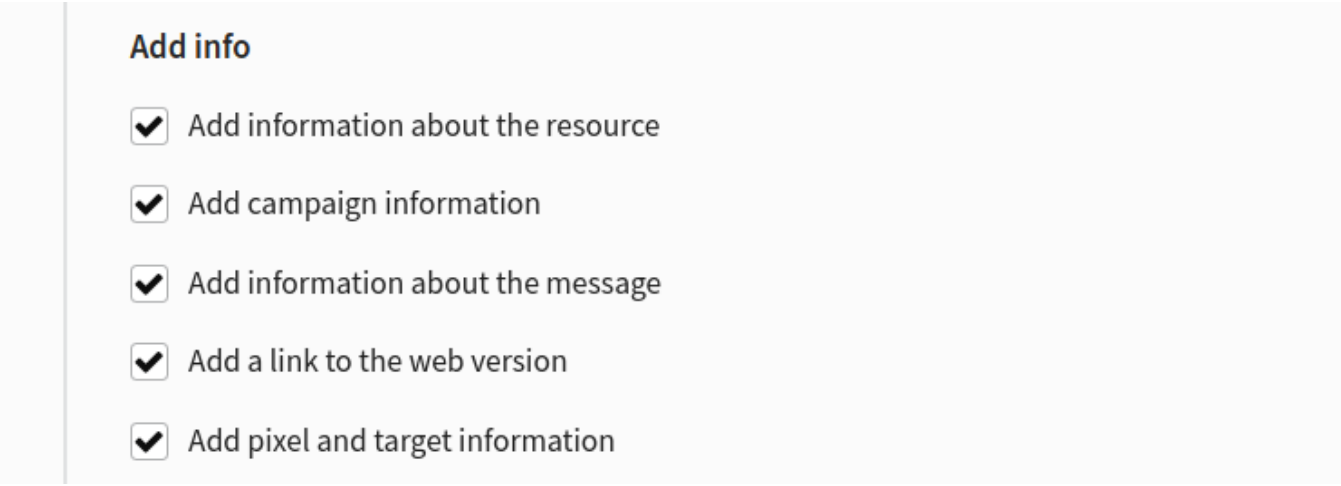
- **Select events to export:**
  - **Basic (subscription confirmation, complaints, unsubscription, etc.)**
  - **Activity in various communication channels (message delivery, openings, clicks, etc.)**
  - **Pixel and goal registration**
  - **Promo codes**
  - **Connections**



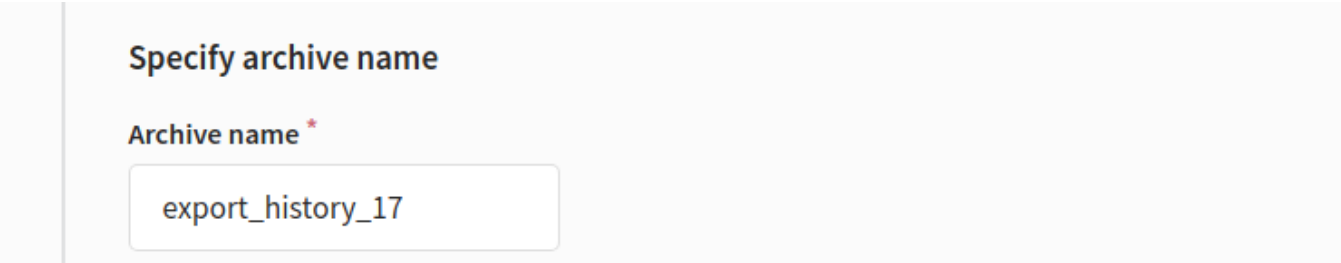
- **Specify the profile database field by which you want to group the unloaded data:**



- **Add additional information for export:**
  - **resource— add ID and the name of the resource to which the profile has subscribed to the target file**
  - **campaign — add ID and the name of the campaign in which the event occurred;**
  - **message— add ID and the name of the template used;**
  - **add a link to the web version of an email;**
  - **pixel and goal — add ID and the name of the pixel as well as the name and value of the goal registered by the pixel**



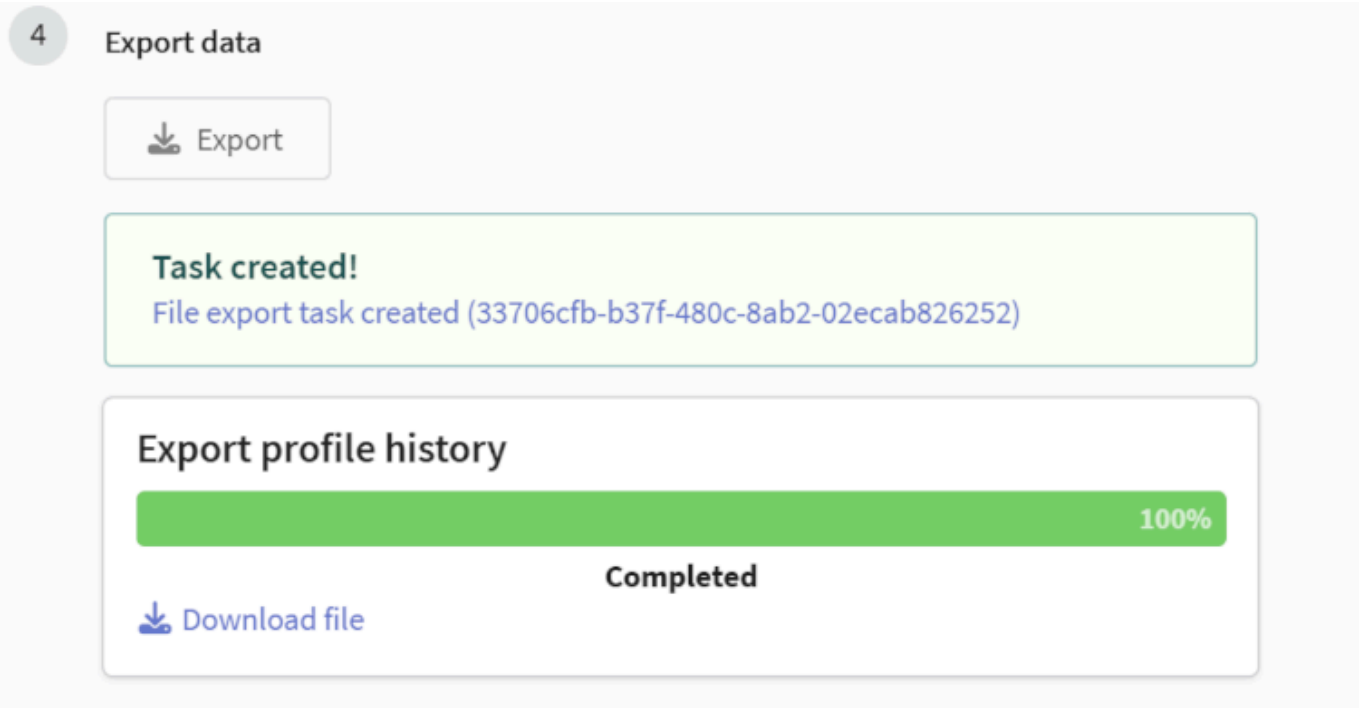
- **Enter an arbitrary name for the archive:**



- **Export the data by clicking «Export». An export task will be generated automatically. Its progress will be displayed immediately:**



Once the task is complete, click «Download file». Archive in `.zip` format will be downloaded to your device:



Profile export

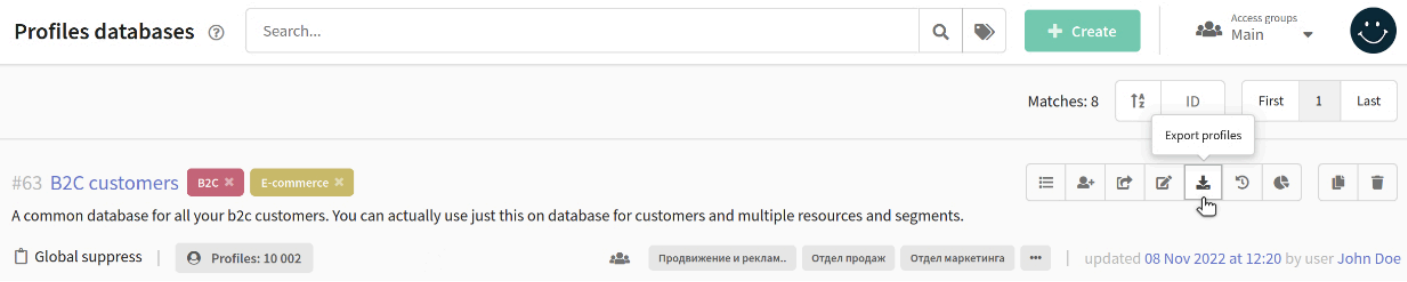
Profile export

Profile history export allows you to download information about all profiles in the database or segment. The data will be downloaded as a csv file. You can choose the data you want to receive.

To start exporting, select a database or segment and click

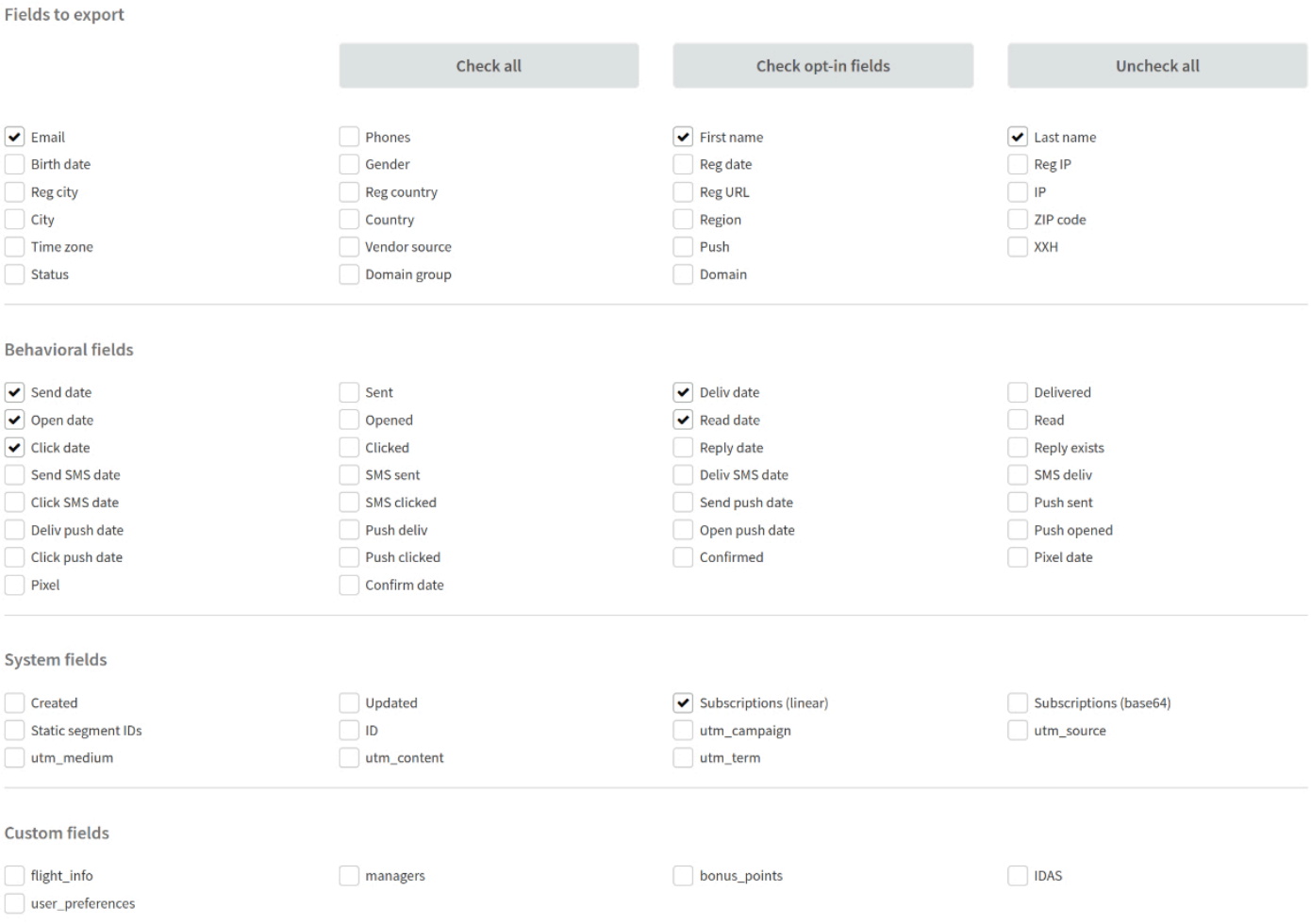


in the toolbar:



Export fields

Check the profile fields to be downloaded. The buttons at the top of the page can help here — check all fields, uncheck all of them, or check only opt-in fields. Opt-in data includes registration information: email, date, links and IP address at the time of registration.



The following profile fields are available for export:

- **default fields;**
- **behavioral fields;**
- **system fields;**
- **custom fields.**

The table below describes behavioral and system fields:

Behavioral fields

Export field	Column in file	Description
Send date Send SMS date Send push date	SendDate SendSMSDate SendPushDate	Date and time of the first message sent (Email, SMS, Push)
Open date Open push date	OpenDate OpenPushDate	Date and time when the message was last opened (Email, Push)
Click date Click SMS date Click push date	ClickDate ClickSMSDate ClickPushDate	Date and time of the message was last clicked (Email, SMS, Push)
Deliv date Deliv SMS date Deliv push date	DelivDate DelivSMSDate DelivPushDate	Date and time when the message was last delivered (Email, SMS, Push)
Read date	ReadDate	Date and time when the message was last read (Email)
Reply date	ReplyDate	Date and time when the message was last read (Email)
Confirm date	ConfirmDate	Date and time when the confirmation link was clicked
Pixel date	PixelDate	Date and time when the pixel was last activated
Sent SMS sent Push sent	SendExists SendSMSExists SendPushExists	Whether a message was sent for the entire period of interaction with the profile or not (Email, SMS, Push)
Opened Push opened	OpenExists OpenPushExists	Whether a message was opened for the entire period of interaction with the profile or not (Email, Push)
Clicked SMS clicked Push clicked	ClickExists ClickSMSExists ClickPushExists	Whether a message was clicked for the entire period of interaction with the profile or not (Email, SMS, Push)

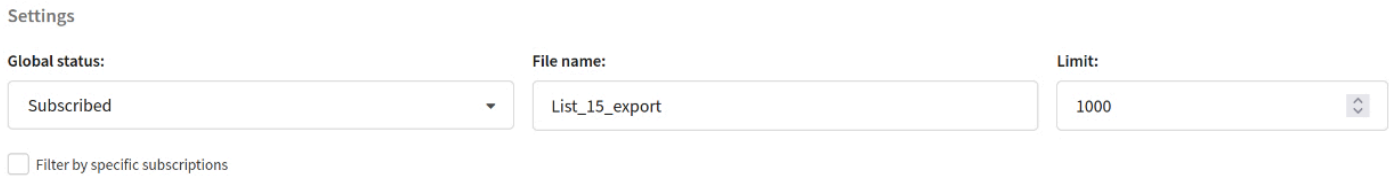
Export field	Column in file	Description
Delivered SMS delivered Push delivered	DelivExists DelivSMSExists DelivPushExists	Whether a message was delivered for the entire period of interaction with the profile or not (Email, SMS, Push)
Read	ReadExists	Whether a message was read for the entire period of interaction with the profile or not (Email)
Reply exists	ReplyExists	Whether a message was replied for the entire period of interaction with the profile or not (Email)
Confirmed	ConfirmExists	Whether there was a click on the confirmation link in the message for the entire period of interaction with the profile or not
Pixel	PixelOpenExists	Whether any pixel was activated for the entire period of interaction with the profile or not

System fields

Export field	Column in file	Description
Created	CreateTime	Date and time the profile was created
Updated	UpdateTime	Date and time the profile was updated
Subscriptions (linear)		The following subscription data is exported: • subscription_resource_id • subscription_channel • subscription_status • subscription_priority • subscription_hash_id • subscription_is_delete (whether the subscription to the resource was deleted or not) • subscription_email • subscription_phone • subscription_subscription_id (push subscription ID) • subscription_provider (push provide) • subscription_date • subscription_ip • subscription_url
Subscriptions (base64)		Subscription data is exported as a base64 encoded string
utm_campaign utm_source utm_medium utm_content utm_term	UtmCampaign UtmSource UtmMedium UtmContent UtmTerm	UTM tags
Static segment IDs	StaticSegments	ID of the static segment that the profile belongs to
ID	Id	profile_id

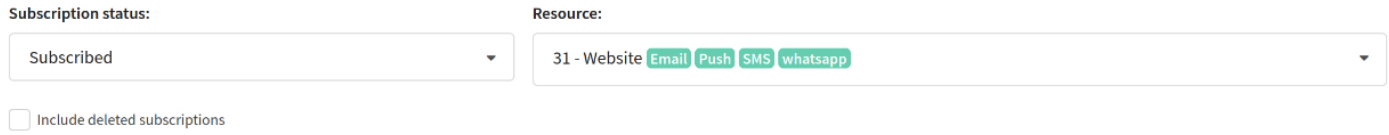
Export settings

In this block, you set additional export settings. You can export the data of profiles that have a certain global status, as well as limit the number of downloaded profiles:



To download information about profiles with a subscription to a specific resource, activate the “Filter by specific subscriptions” option. Select a resource and optionally a subscription status.

In some cases, a resource subscription is added to a profile, but deleted after some time. If you want the file to contain profile data with a deleted subscription to the selected resource, check the box “Include deleted subscriptions”.



Once you have selected the fields to export and set up the export details, click on the “Export” button. The platform will start the process. Go to the “Tasks” section to download the generated file containing profile data.

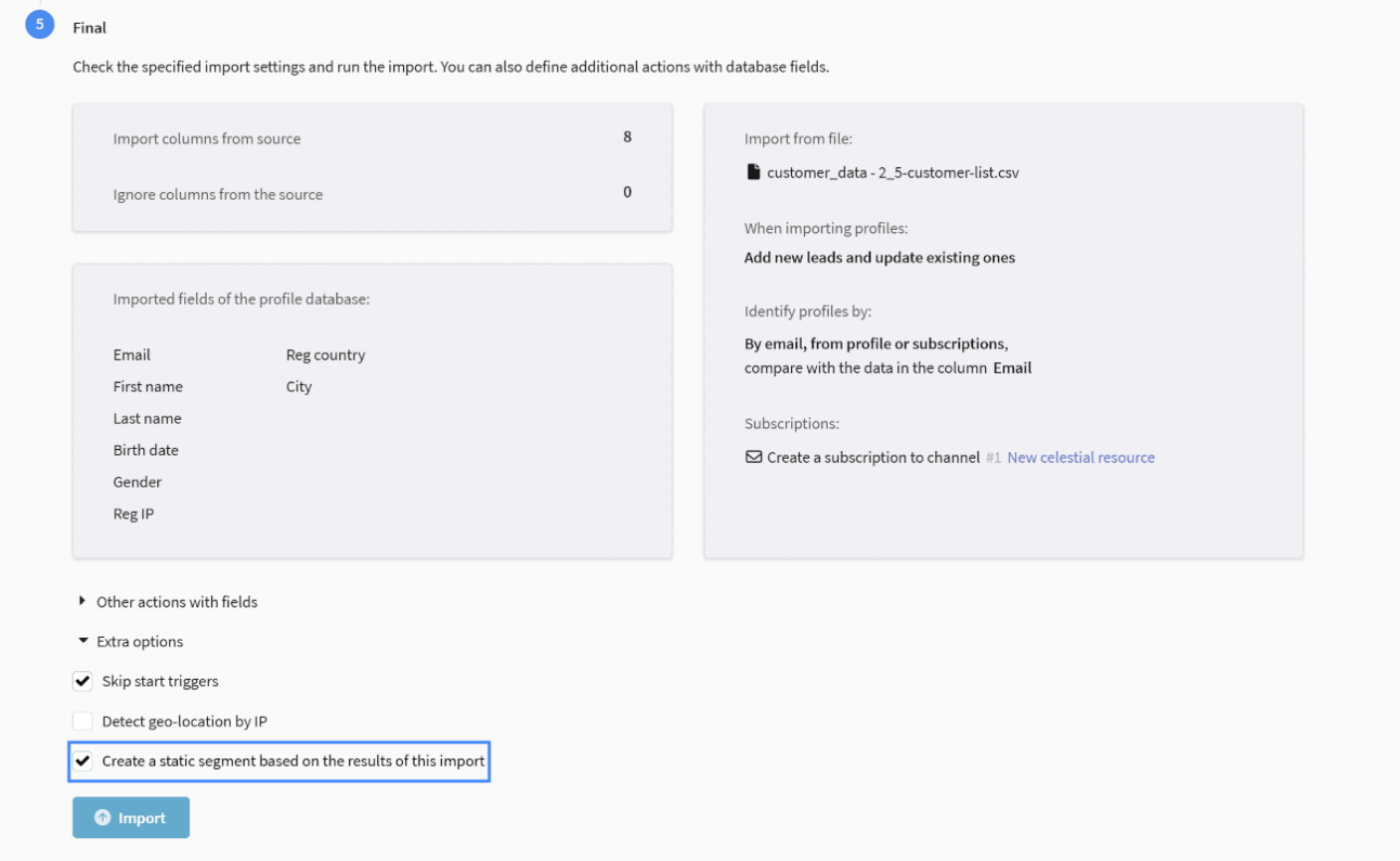
Creating a static segment based on import results

Creating a static segment based on import results

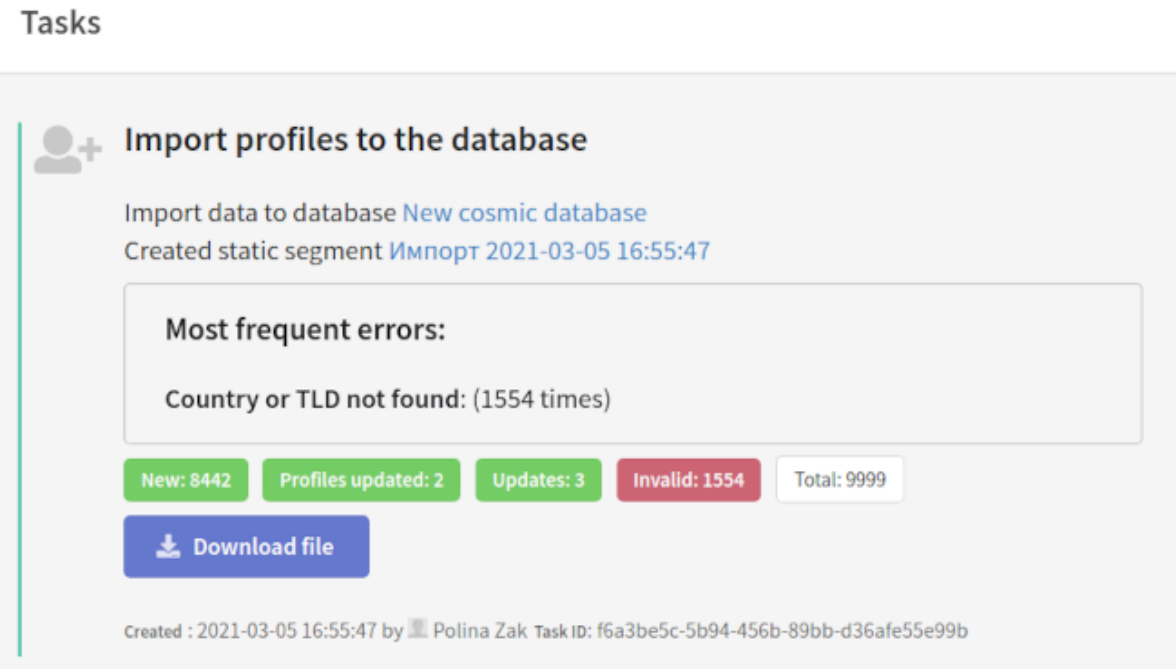
If we import profiles into the database using a file, in the import details, we can enable the option “Create a static segment from the results of this import”.

INFO

If new profiles are regularly added to the same database, a static segment is an easy way to group them for a one-time campaign



We can check the process of import and the process of creating a segment in Tasks:



This way, as soon as the import is completed, a new static segment will be created. It will include the newly imported profiles. The name of the static segment will be generated automatically (for example, "`Import 2021-03-51 16:55:47`").

How to open a CSV file

What is CSV

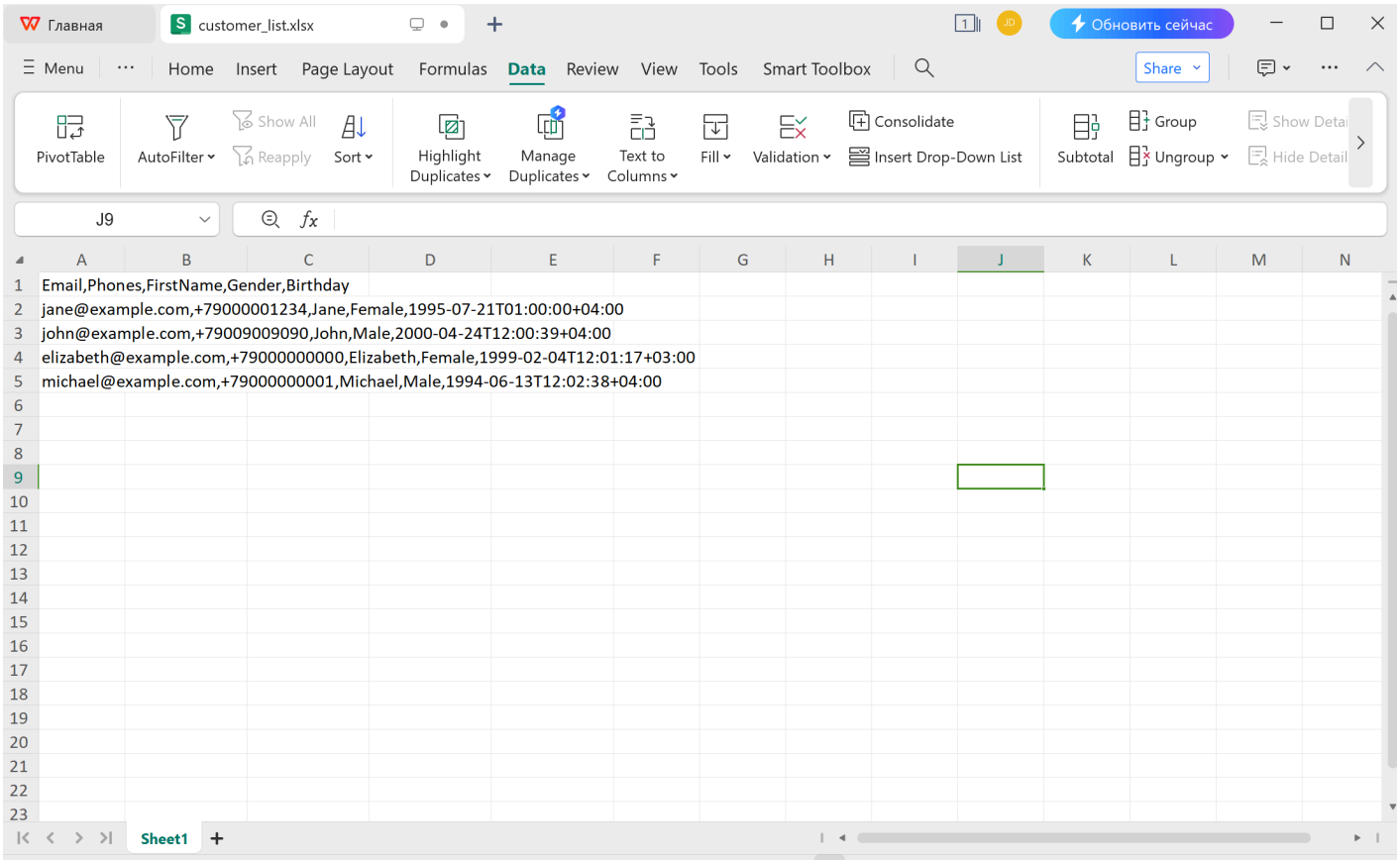
CSV (Comma-Separated Values) is a text format designed to represent tabular data. The data in such a file is separated by commas or other delimiters, such as semicolons or tabs.

```
Email,Phones,FirstName,Gender,Birthday
jane@example.com,+79000001234,Jane,Female,1995-07-21T01:00:00+04:00
john@example.com,+79009009090,John,Male,2000-04-24T12:00:39+04:00
elizabeth@example.com,+79000000000,Elizabeth,Female,1999-02-04T12:01:17+03:00
michael@example.com,+79000000001,Michael,Male,1994-06-13T12:02:38+04:00
```

Using CSV files in the platform

CSV files are used in the platform for the following purposes:

- **Importing profiles into the database from a file**
- **Exporting profiles and their history from the database**
- **Generating reports**
- **Exporting task results, etc.**



Spreadsheet editors like Excel or WPS office are often used for working with CSV files. However, when opening a file, the data may sometimes be displayed incorrectly. The main issue is that Excel incorrectly determines the delimiter used and places all the data in a single column:

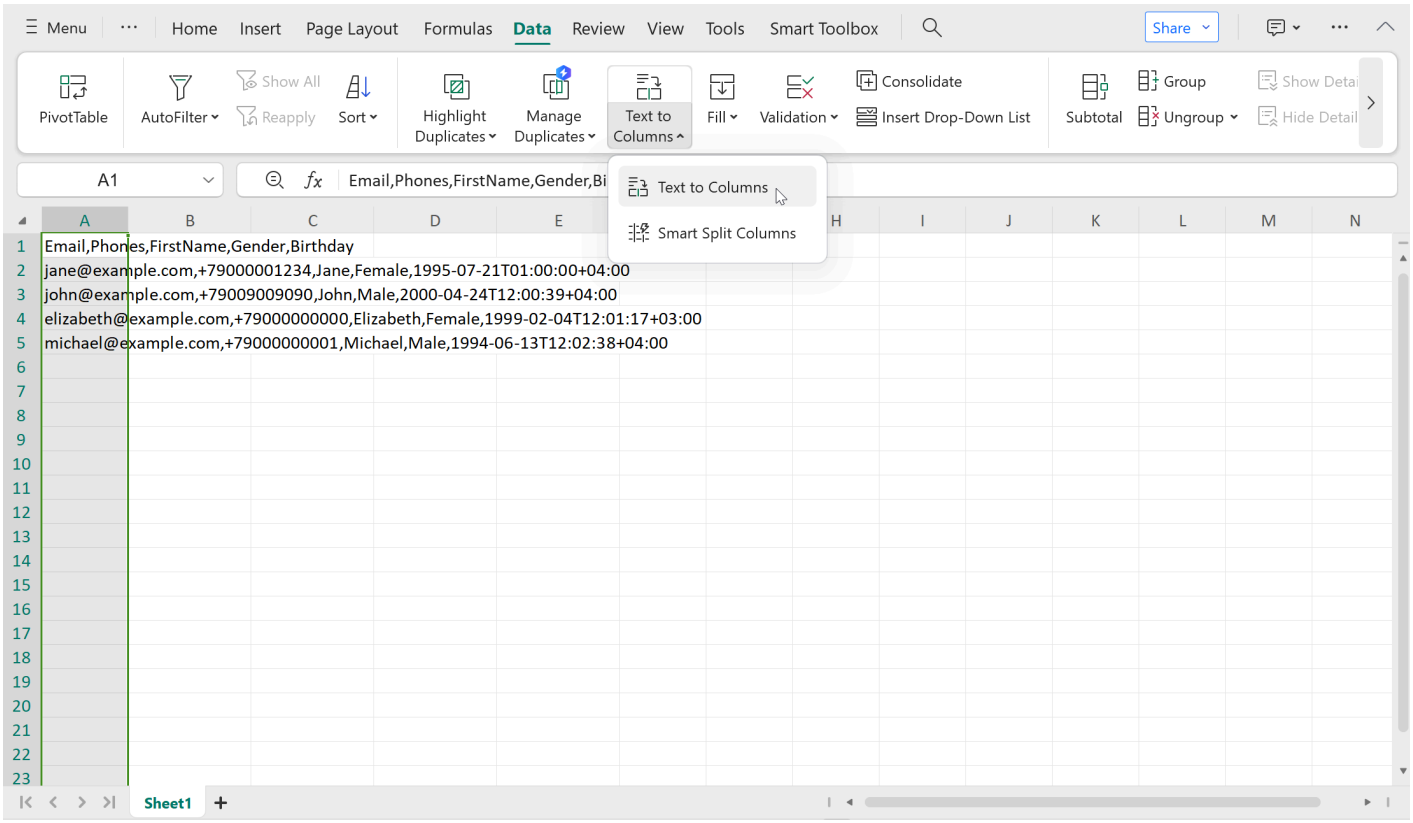
- **Excel incorrectly detects the delimiter used and places all data in a single column**
- **If the file is saved in UTF-8 encoding, Excel may fail to recognize Cyrillic characters and display them as unreadable symbols**

Below you will find instructions on how to properly open a CSV file. The interface may vary slightly depending on the program you use.

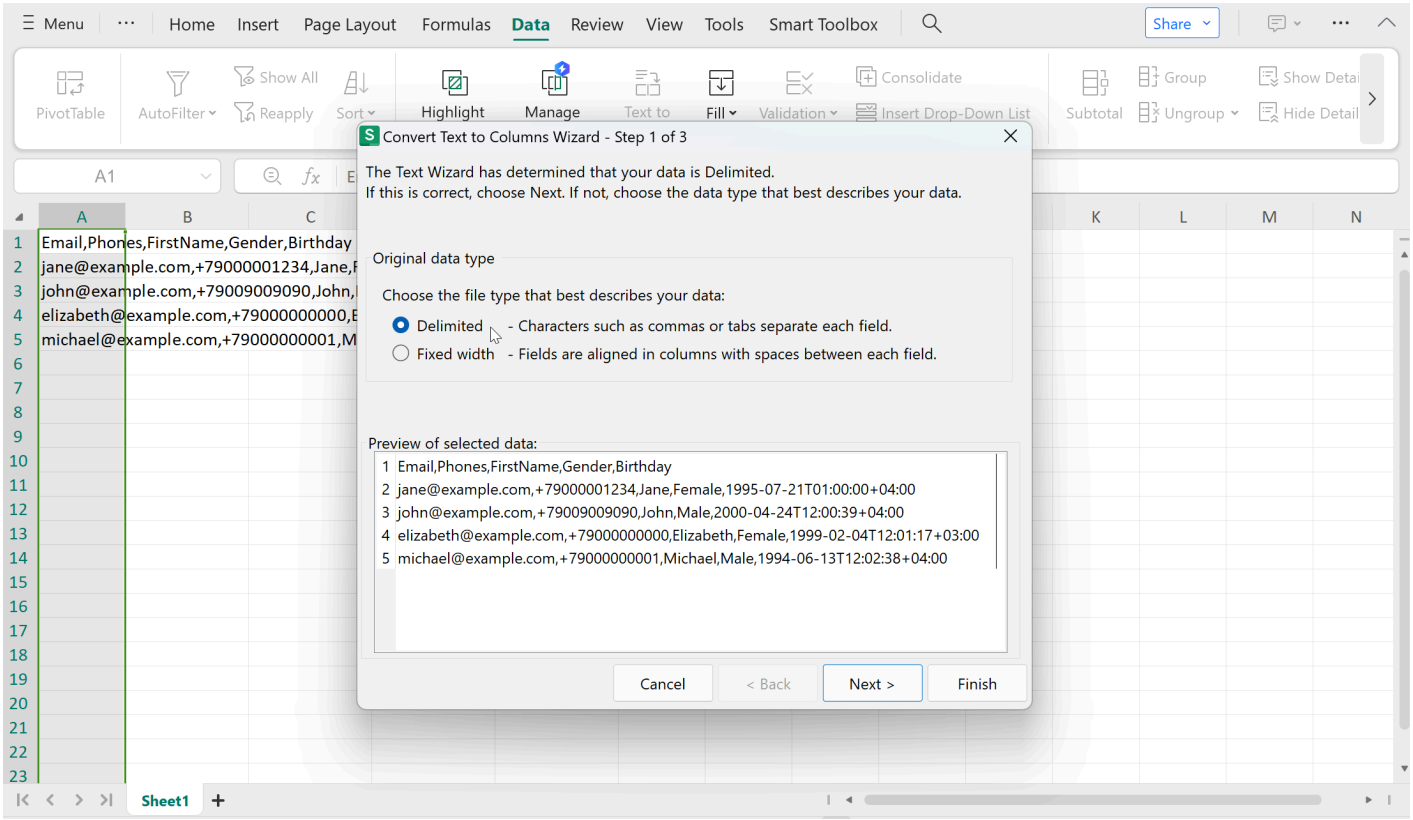
Guide to opening a CSV file

Manual CSV Data Parsing

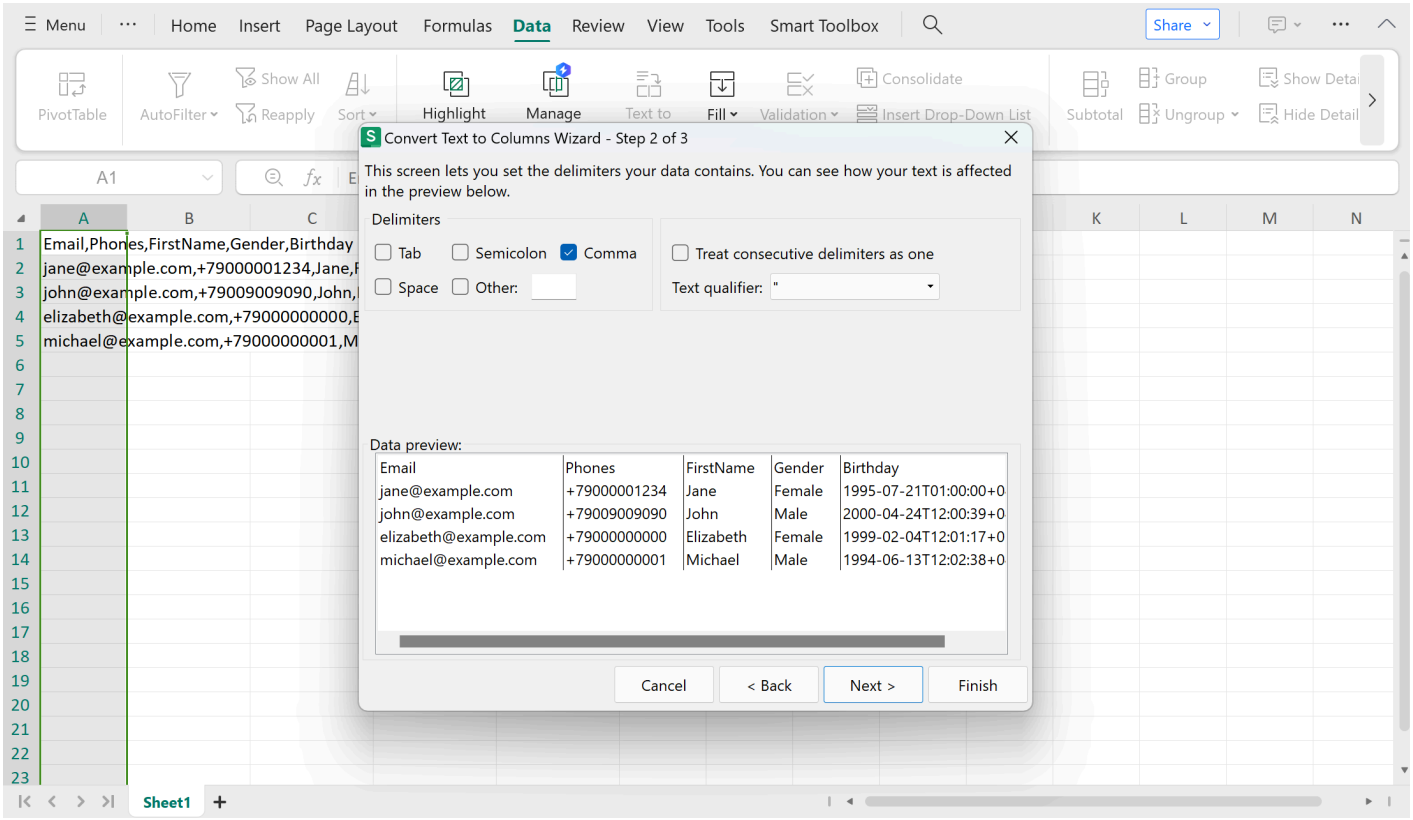
Open the file, select the entire first column, and go to the “Data” tab on the top panel. Click “Text to Columns”:



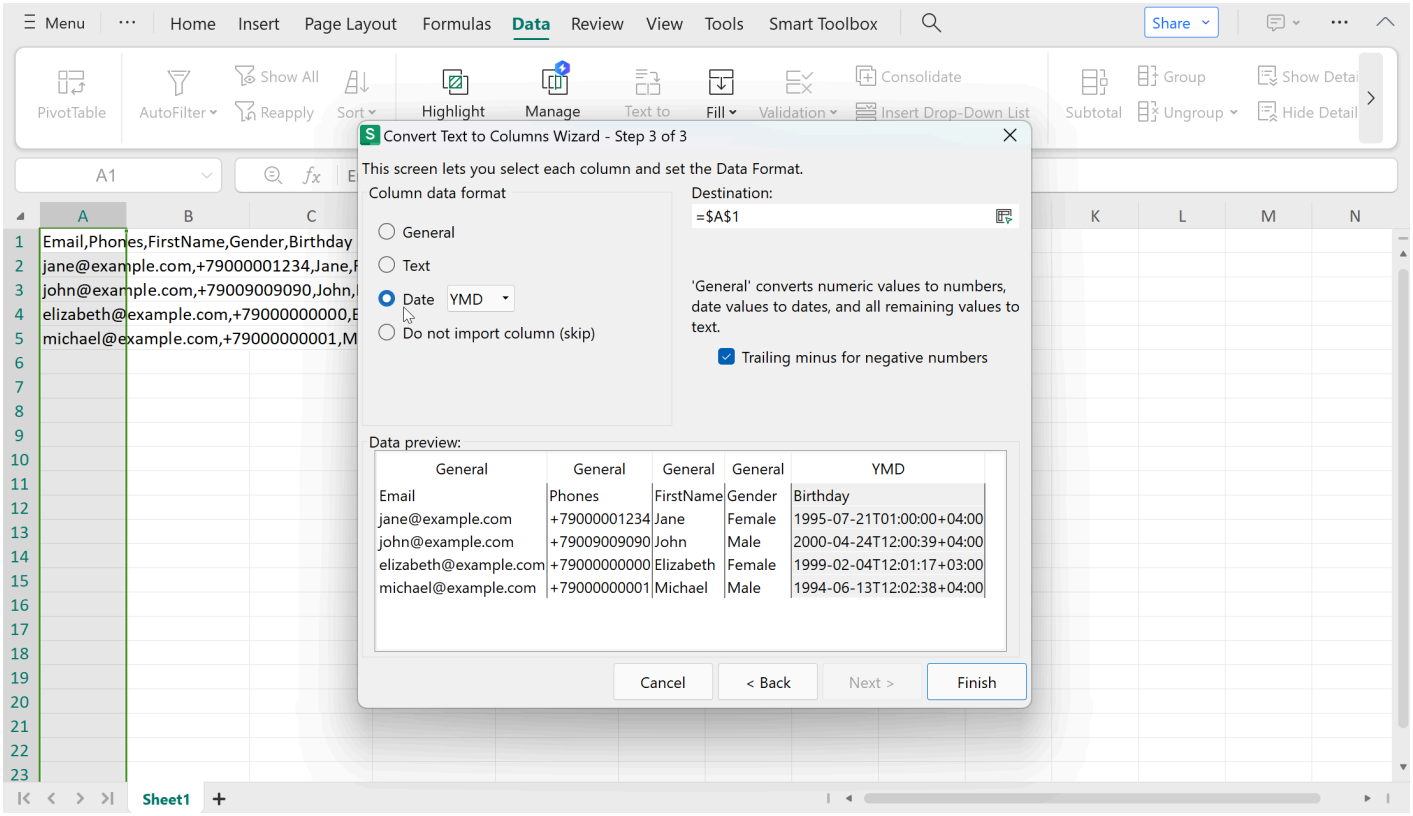
The program will open the text-to-columns wizard to help you correctly interpret the data. In the first step, specify the data format as Delimited. Click “Next”:



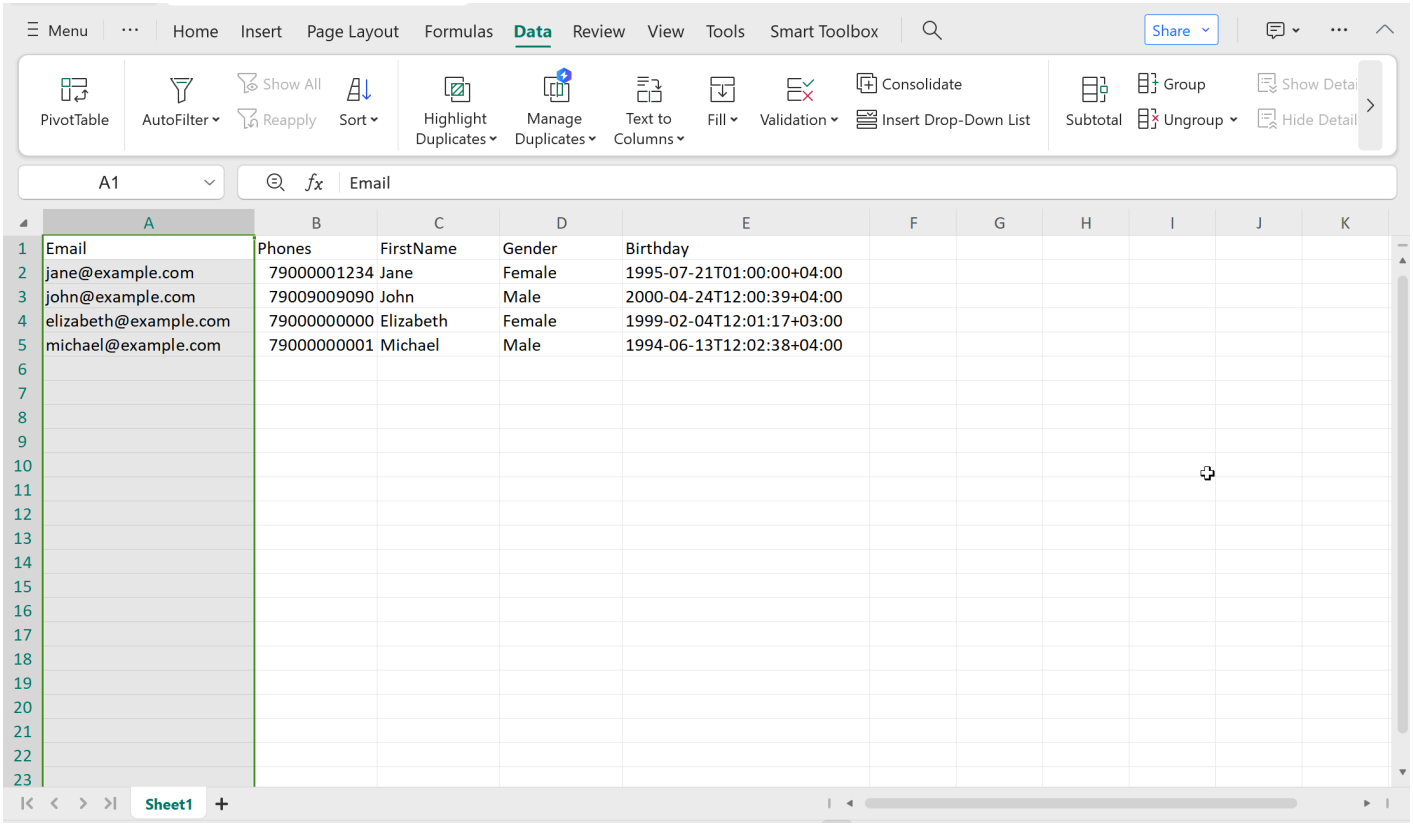
In the second step, choose Comma as the delimiter. Click “Next”:



In the third step, if necessary, you can specify the data format for the columns. In the example below, the Date format (year-month-day) is set for the Birthday column. Then click “Finish”:



If all steps are done correctly, the data in the file will be distributed across the appropriate columns:



UTF-8 Encoding

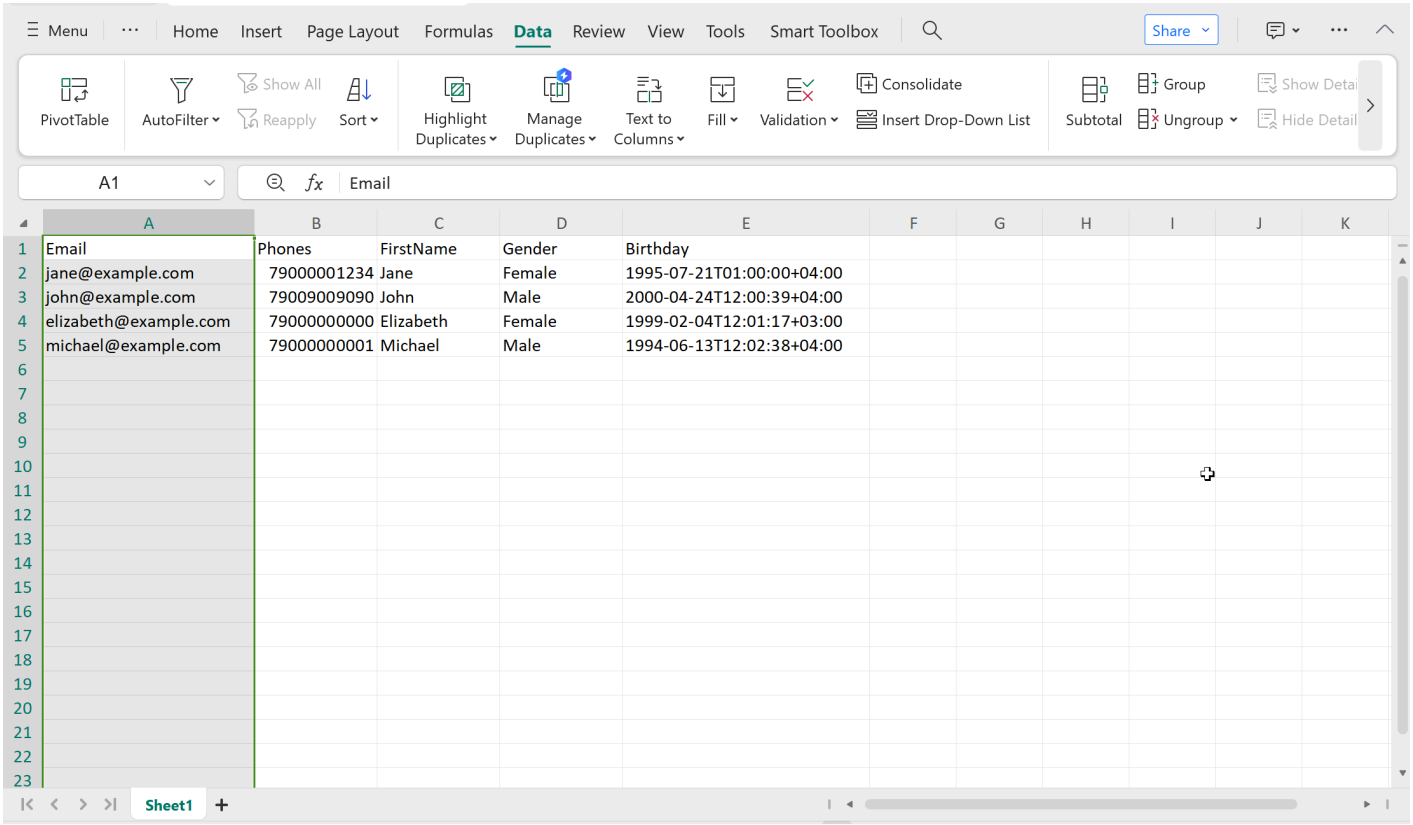
Opening files in UTF-8 (When the file contains Cyrillic characters that display incorrectly)

1. Go to the “Data” tab → “Import Data” (or “Edit Data Import” if the file is already open):

2. Select the desired CSV file and specify UTF-8 encoding:

4. Select comma as the delimiter:

5. Click “Finish”, and the data will be properly distributed across columns:

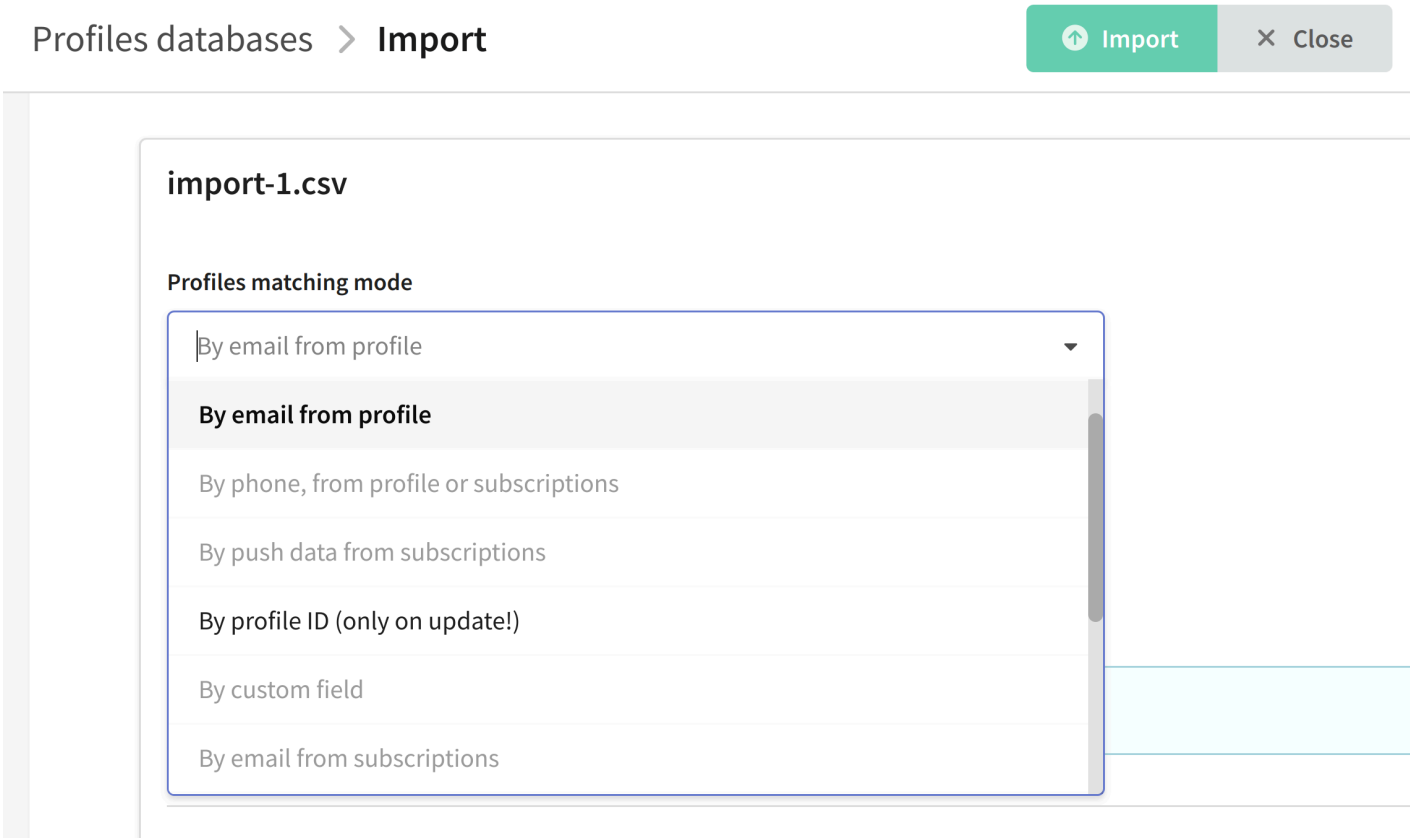


	A	B	C	D	E
1	Email	Phones	FirstName	Gender	Birthday
2	jane@example.com	79000001234	Jane	Female	1995-07-21T01:00:00+04:00
3	john@example.com	79009009090	John	Male	2000-04-24T12:00:39+04:00
4	elizabeth@example.com	79000000000	Elizabeth	Female	1999-02-04T12:01:17+03:00
5	michael@example.com	79000000001	Michael	Male	1994-06-13T12:02:38+04:00

Matching

Matching is the process of searching and identifying existing customer profiles in a database by specific data. It is used to update customer information and prevent the creation of duplicate records in the database.

When importing profiles into the database (from a file, via API query or from an external SQL table), you specify the profile search mode:



.

During the import process, the platform compares this data with what is already in the database. If it finds a profile with the same data, it updates it. If it doesn't find it, it creates a new profile.

Note, the data you are going to use for the search must be in the source. For example, if you are importing data from a file and select email search mode, make sure you have a column with email addresses in your file.

Matching modes

The following modes are available:

- **By email, from profile or subscriptions - search by email from database or subscriptions.**
- **By email from profile - search by database profile email.**
- **By email from subscriptions - search by email from subscriptions only.**
- **By phone, from profile or subscriptions - search by phone in database field or SMS subscriptions.**
- **By phone from SMS subscriptions - search by phone from SMS subscriptions only.**
- **By push data from subscriptions - search by the identifier of push subscription (device token).**
- **By profile identifier - search by system identifier profile_id.**
- **By custom field - search by custom database field, like customer ID in company CRM.**
- **By custom field from subscriptions- search by custom database field from subscriptions only.**
- **Multimatching - by Email or phone from profile and subscriptions (email_phone), or by email or phone from subscriptions (email_phone_sub).**

Matching features

There are several important nuances related to matchmaking:

- **The field by which the search is performed must be unique for each profile. The value of this field should not be the same for different profiles in the same database.**
- **It is not recommended to use different types of matching in the same database to avoid duplicate profiles.**
- **If you do not pass the search mode in the matching field when importing or updating profiles via API, the platform will search for the profile by email address.**

INFO

If you are going to use custom field matching, you should contact the platform administrator to create an index for this field. Thanks to the index, searching for a profile in the database will take much less time.

Types of fields in the database

Default database fields

This table provides a list of default database fields, their API matches, data types, and examples of values that can be used.

Field in the database	Field name in the API	Field type in the UI	The type of the field in the API	Example of the value
Email	email	Line/Email	string	"example@example.com"
Phones	phones	Phone list	array	["+79001234567"]
Name	_fname	Line	string	"John"
Last name	_lname	Line	string	"Doe"
Date of birth	_bdate	Date	string	"2001-12-31" "2001-12-31T00:00+03:00" The time can only be transmitted via the API.
Gender	_sex	Enum	string	"male" "female"
Date of reg.	_regdate	Date	string	"2023-12-31" "2023-12-31T23:59:59+03:00"
The IP address of the reg.	_regip	IP	string	"127.0.0.1"
City reg.	_regcity	Line	string	"Moscow"
Country reg.	_regcountry	Line	string	"Russian Federation" "RU"
Link reg.	_regurl	Line	string	"https://example.com"
IP address	_ip	IP	string	"127.0.0.1"
City	_city	Line	string	"Moscow"
Country	_country	Line	string	"Russian Federation" "RU"
Region	_region	Line	string	"Europe/Moscow"
Index	_postal_code	Line	string	"190000"
Time zone	_tz	Line	string	"Europe/Moscow"
Supplier	_vendor	Line	string	"form #30"

Custom database fields

The type of field determines which operators will be available in segments and in dynamic template variables, so we recommend carefully choosing the type of additional field in the database.

Field type in UI	Field type in API	Example of the value
Integer	int	100
Float	float	100.5
Line	string	"string value"
Date	string	"2024-05-27T12:00:00Z"
Boolean	boolean	true false
Enum	string	"Option 1" You can also pass a value as a number, for example, 1. The number corresponds to the ordinal number of the item in the list.
IP	string	"127.0.0.1"
Tags	array	["Tag 1", "Tag 2", "Tag 3"]
Object	object	`{ "key_1": { "sub_key": "sub_value" } }`
Array of objects	array of objects	`[ { "key_1": "value_1" }, { "key_2": "value_2" } ]`

INFO

When API importing or updating fields with the “Tags” type, their values will be overwritten, not added to the existing ones. To add new values without deleting old ones, use functional update.

Acceptable formats and restrictions

The platform expects certain value formats for each type of field. Make sure that the imported data meets the specified requirements, otherwise the system will not be able to process them correctly.

- Email — the format must comply with RFC standards. A regular expression is used for validation:

```
^[-a-z0-9!#$%&'*+/=?^_{|}~]+(\.[-a-z0-9!#$%&'*+/=?^_{|}~]+)*@((?:localhost|([a-z0-9]([-a-z0-9]{0,61}[a-z0-9])?\.)*([a-z]{1,24})))$
```

- Phones — the number must correspond to the international format (without spaces, hyphens and other separators, except for the plus sign at the beginning). More information about the standard can be found in this article.
- Dates — are recorded in the format RFC 3339 (ISO 8601) indicating the time zone.
- Country — accepted as a two-letter code ISO 3166-1 alpha-2 or the full name (in any case).
- Gender — acceptable values are described in this article.
- Provider — the length of the string is no more than 26 characters.
- IP — IPv4 format.
- Line — it is not recommended to store more than 100 KB of text in one field.

- **Objects and arrays of objects — you can write only peer-to-peer objects or peer objects nested in other objects. If you are using objects with a more complex structure, connect the SQL database and create queries to select profiles. In object field names, only Latin letters (in any case), digits from 0 to 9, the underscore _, and the hyphen - are allowed.Data type. You can store data of type `int`, `float`, `string`, `boolean` in the Object Array or Object fields.**
- **The limit on the amount of data of one profile in the database is 16 MB, including all metadata. However, it is not recommended to store a total of more than 2 MB in additional profile fields.**

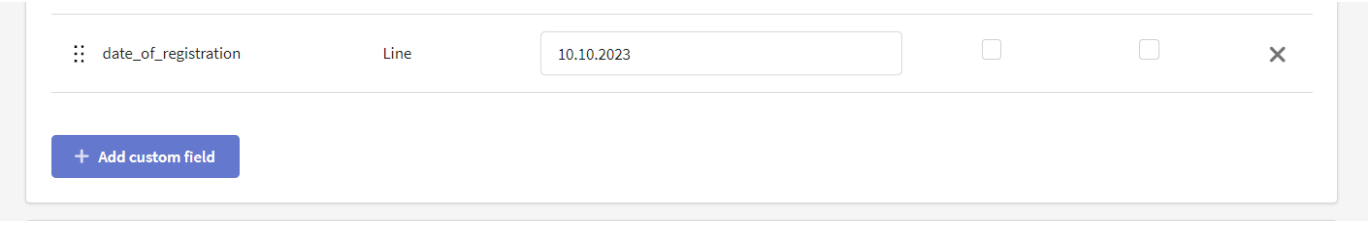
Matching of database fields and form elements

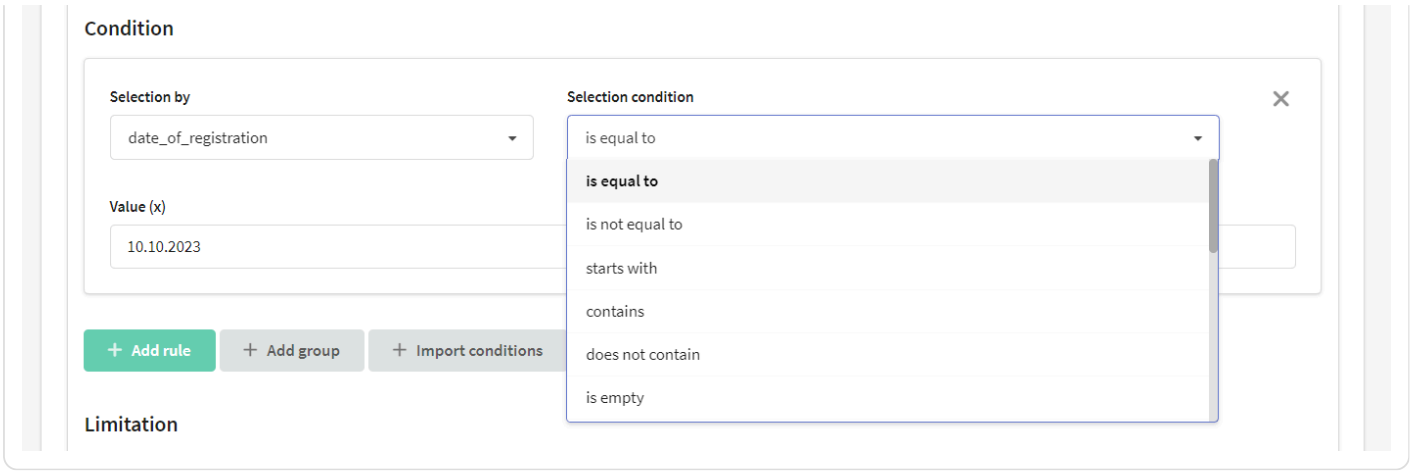
If you are configuring profile data import from form fields to database fields, make sure that you are using the correct field type for each form element.

Form element	Field in the database
Short text	Custom field with the “String" type
Email	Default ”Email" field
Phone number	Default field “Phones”
Long text	Custom field with the “String" type
Number	Custom field with the “Integer” type
Yes/No	Custom field with the “Boolean” type
One choice	Custom field with the “String" type
Multiple choice	Custom field with the “Tags" type
Drop-down list	Custom field with the “Tags" type
Date	Default or custom field with the “Date” type
Range	Custom field with the “Integer” type

NOTE

Although you can write all user data in string fields, this will limit the possibilities for further segmentation. For example, if the date is written in a string field, you will not be able to use the comparison operators “date less” or “date more” in segments or templates.




Condition
Selection by
date_of_registration
Selection condition
is equal to
is equal to
is not equal to
starts with
contains
does not contain
is empty
Value (x)
10.10.2023
+ Add rule
+ Add group
+ Import conditions
Limitation

Global control groups

What is a global control group

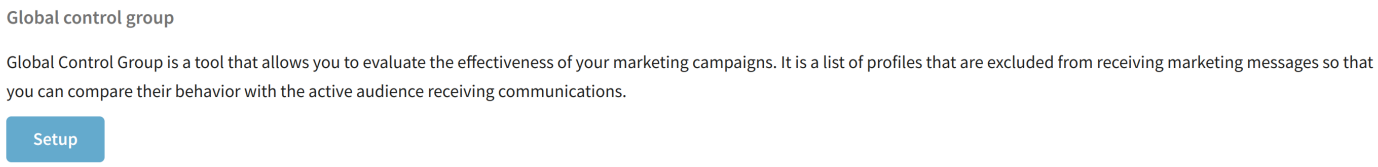
Global control groups are parts of the customer base that temporarily does not receive marketing communications in order to analyze the effectiveness of marketing strategies. After some time, the user can compare the key metrics of the main part of the customers and the control group. In case the metrics of the groups differ slightly, the marketer can conclude that his campaigns are ineffective.

Having control groups allows to:

- **Evaluate the effectiveness of marketing strategies;**
- **Optimize marketing costs;**
- **Increase the conversion rate of marketing campaigns.**

Configuring global control groups

You can customize the formation of a global control group for a profile database only after its creation. To do this, go to edit the created base and find the corresponding section at the bottom of the page:



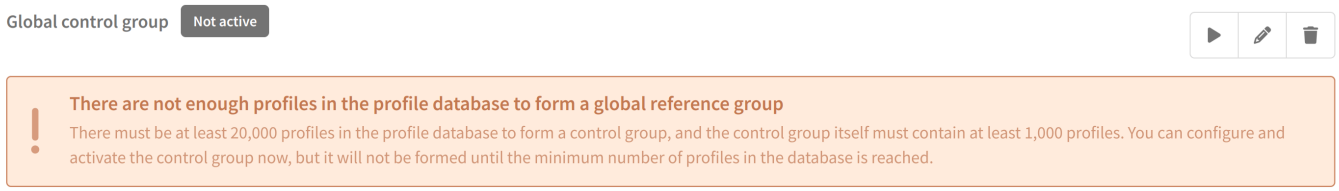
The first step is to select an source audience for the GCG. This source can be either a profile database or a segment. If you have selected a segment as the source for the GCG, you will need to set up a segmentation query. You can read more about segmentation and selection conditions in this section.

TIP

Regardless of the source of the audience, the following requirements exist for a global reference group:

- **The GCG must include between 1,000 and 10 million profiles;**
- **The GCG must be no less than 5% of profiles and no more than 25% of the entire profile base;**
- **There must be at least 20,000 profiles in the profile database to form a control group.**

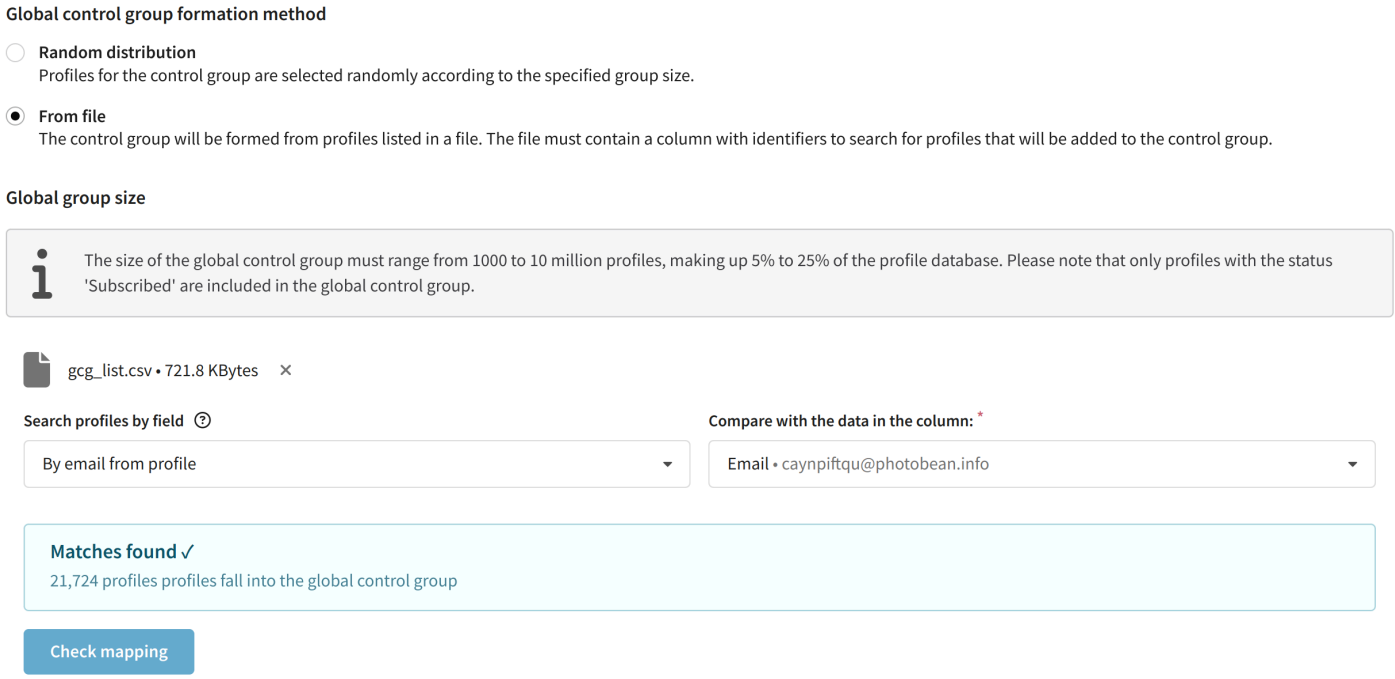
You can set up and activate a control group at any time, but it will only be formed after all of the above criteria have been met. In case of any problems related to the number of profiles in the GCG, the platform will notify you:



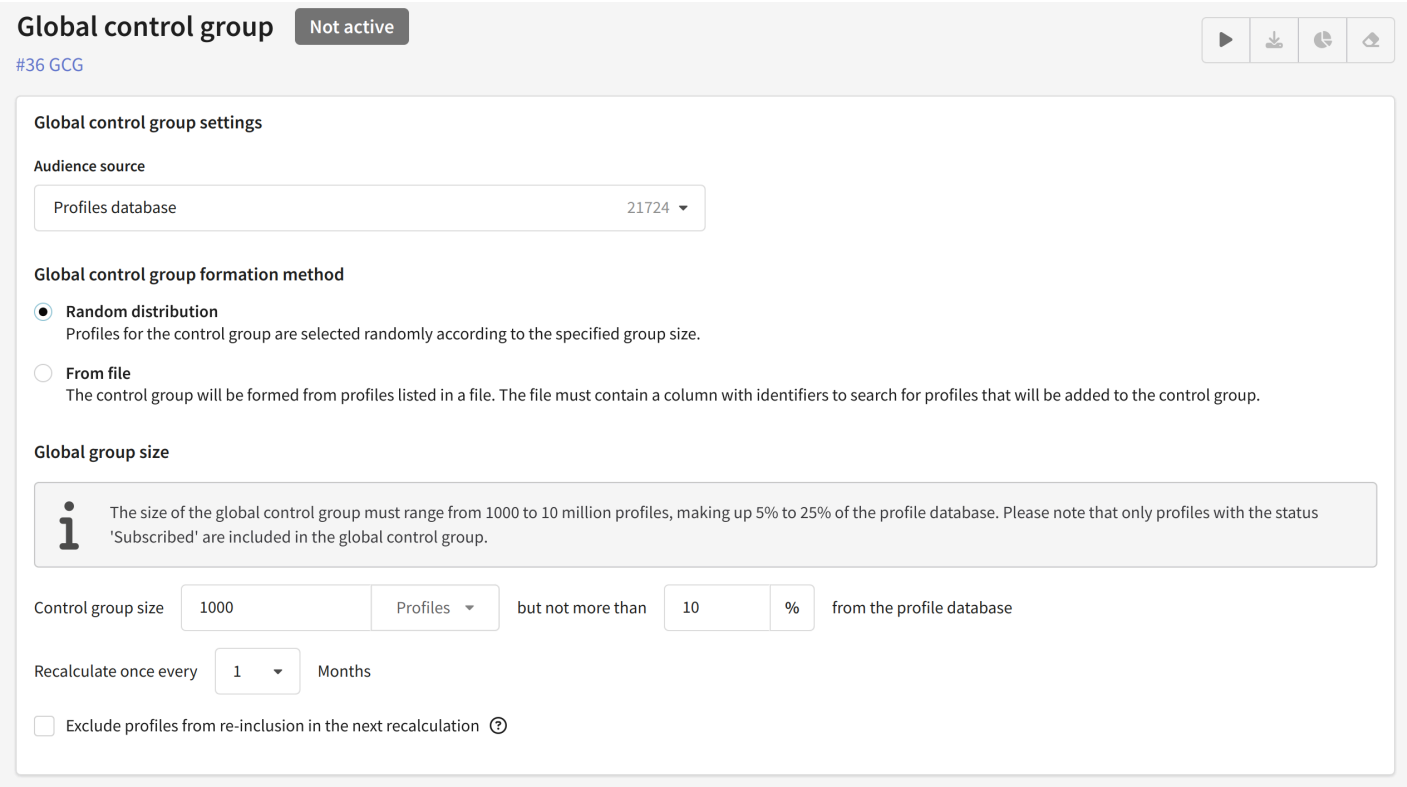
The global control group based on the profile database has two ways of formation:

- **Random distribution — profiles for the control group are selected randomly according to the specified group size.**
- **From file — the control group will be formed from profiles in a file. The file must contain a column with an identifier to search for profiles for the control group. Keep in mind that the GCG will be generated from the entire file.**

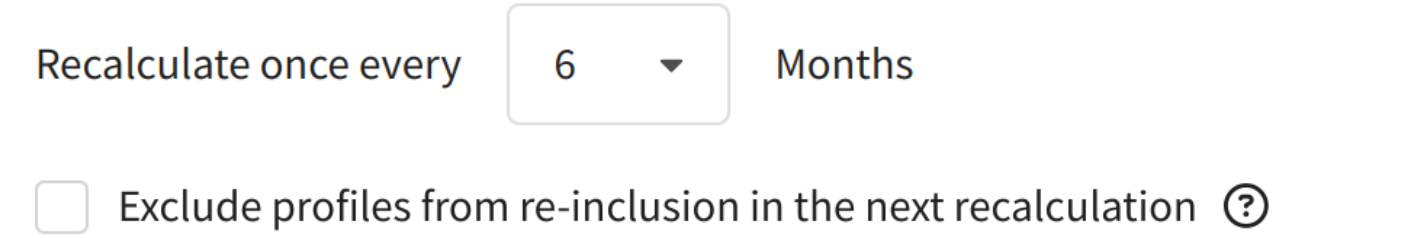
If you have chosen the option of forming from file, you will be offered to upload a file with the list of clients in .xls, .xlsx, .csv or .txt format, and then specify the field for searching profiles in the database and the column for comparison from the file. After clicking on the “Verify compliance” button, the platform will display a message indicating the number of profiles that will be included in the control group:



For random distribution, you can specify a specific number of profiles in the group, as well as the maximum percentage of GCGs to the entire database of profiles. The latter parameter is necessary to limit the size of the GCG in case the number of profiles in the database changes significantly:



Then you must specify the frequency of recalculation for the global control group, the minimum value is once every 12 months, the maximum value is once every 1 month. The recalculation takes place according to the specified schedule at 00:00 in the account’s time zone:

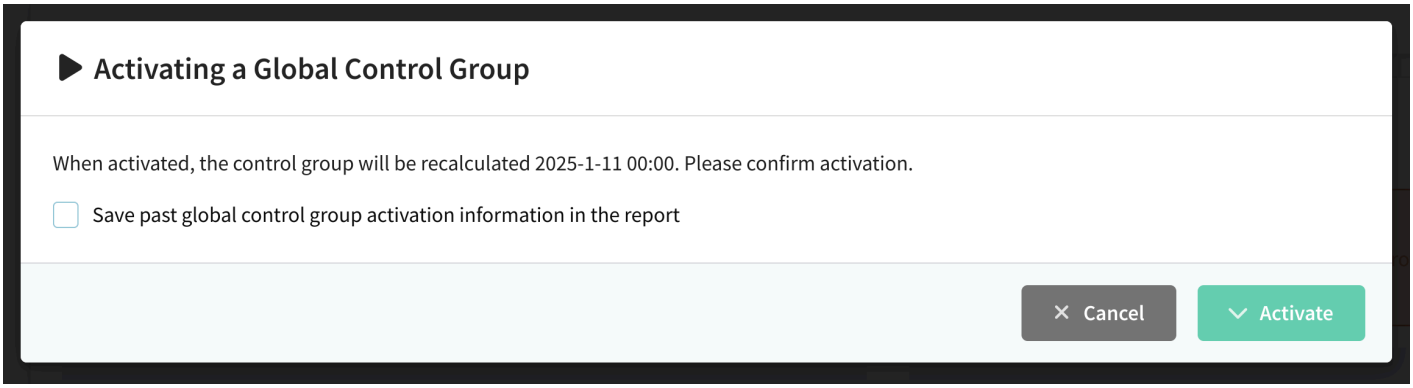


The parameter “Exclude re-entry for a profile at the next recalculation” allows to prohibit the profiles participating in the current control group to get there at the next recalculation. However, these profiles will be able to get to the GCG at the third and subsequent recalculations.

TIP

If the same profiles keep getting added to the control group, it can distort the results and lead to wrong conclusions. The “Exclude re-entry for a profile at the next recalculation” parameter helps change the control group, making the experiment’s results more accurate.

In order for the global control group to start working, you need to activate it and save it. Before activation, the platform will inform you of the next recalculation date of the control group and offer to save information about the past activation:

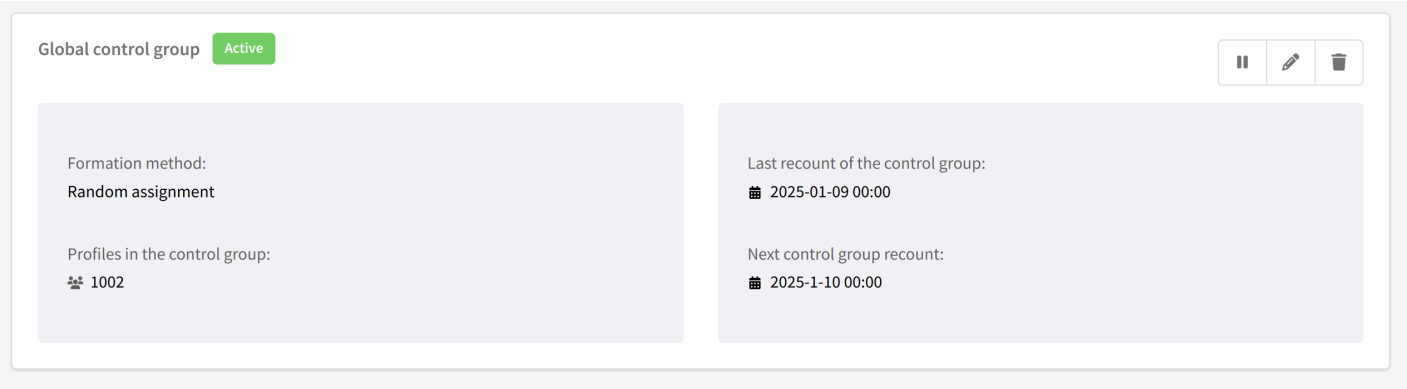


Once GCG is saved you will have access to quick-actions menu at the top of the screen:

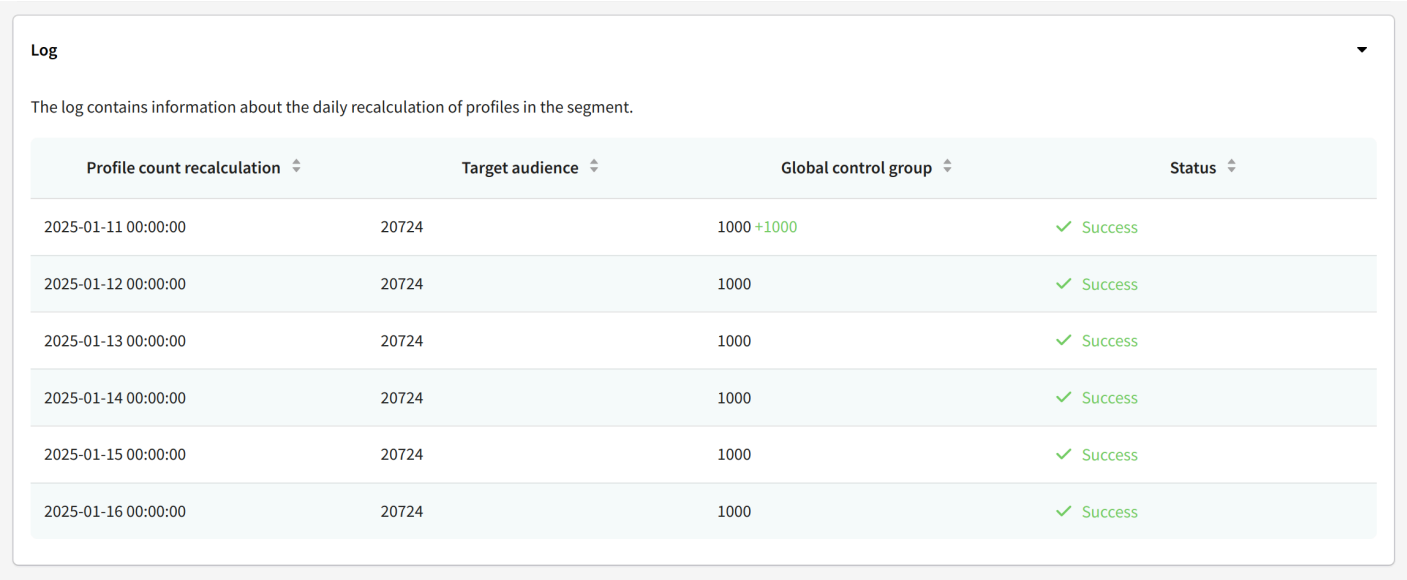
The following buttons are available to you in the menu:

- **Deactivate - stops the GCG from running**
- **Export Report - allows you to unload the list of profiles that are in the GCG**
- **Insights - opens appropriate page of analytics**
- **Reset Settings - resets GCG settings and clears all filled fields.**

Keep in mind that the first data and analytics on the participants of the GCG will be available after the first calculation. Once the CTG has been successfully set up and run, the Profile Database Edit screen will display information about the control group, the number of profiles in it, and the dates of the last and next recalculation:

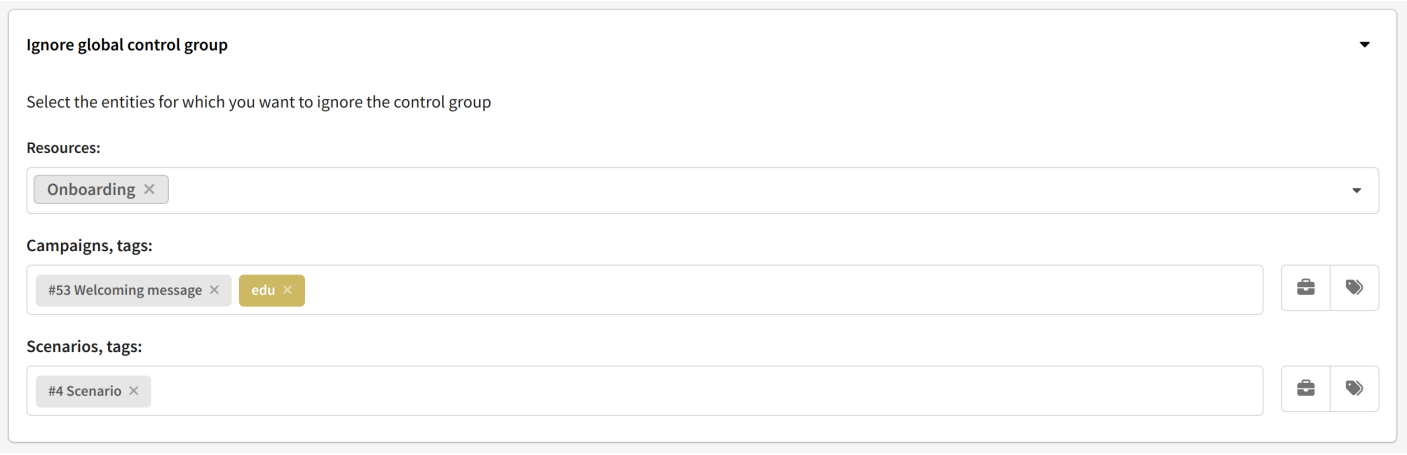


In order to view the log, which contains detailed information about GCG recalculations, you need to go to edit the control group and open the corresponding tab at the bottom of the screen:



Exclusions for the global control group

You can configure exclusions from the global control group in the “Ignore global control group” section. Within the selected resources, campaigns and scenarios, marketing communications will be carried out even for those users who are in the global control group:



Here you can specify:

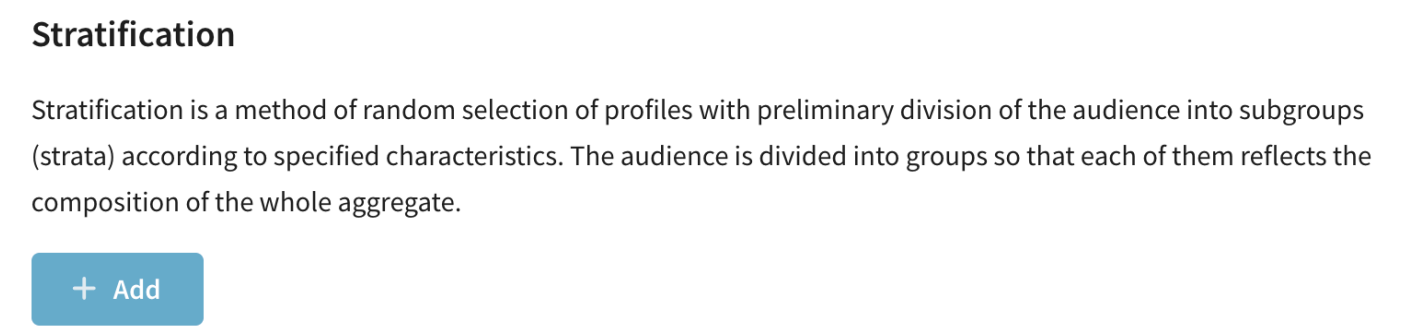
- **specific campaigns and scenarios**
- **entities with certain tags**
- **entities with a specific attribute value.**

Stratification

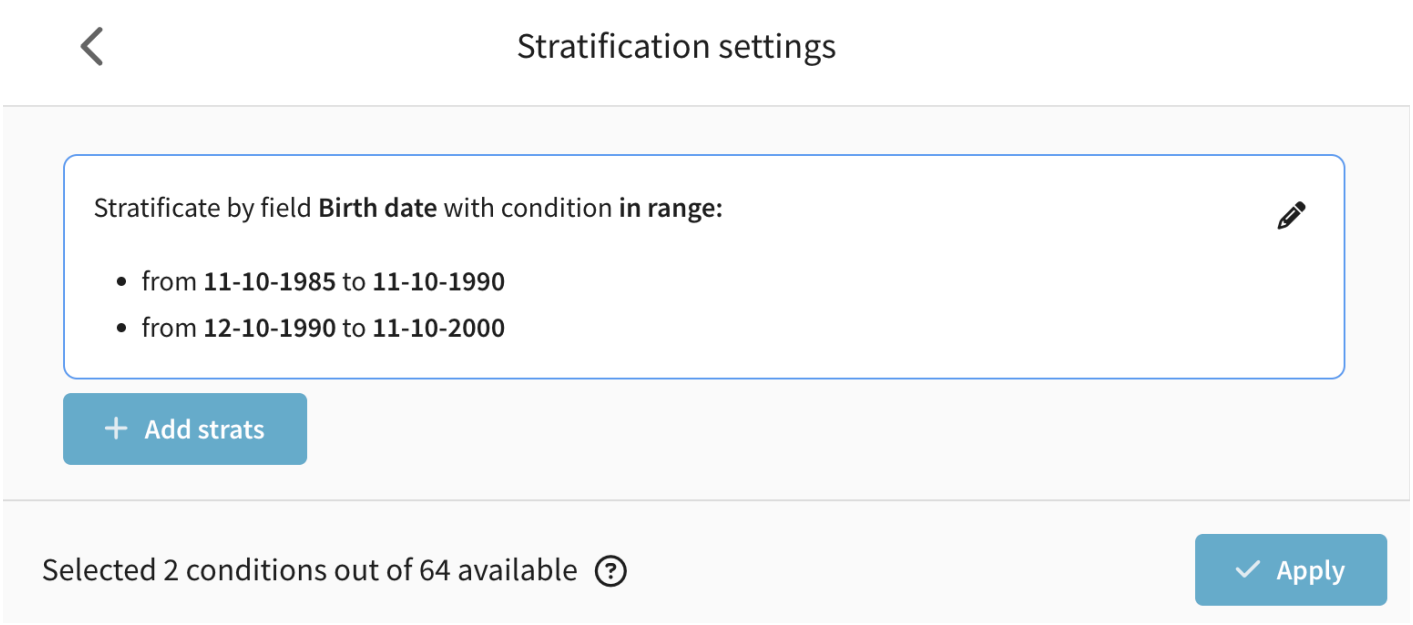
Stratification is a method of random profile selection that involves dividing the audience into subgroups (strats) based on specified characteristics. The audience is segmented in such a way that each group reflects the overall structure of the entire population.

A portion of profiles is then randomly selected from each group, proportionally to its size. This ensures that the control group has the same distribution of characteristics as the test group, making campaign results more accurate. The maximum number of strats depends on the number of selected characteristics and the number of groups defined within them. These limits can be configured in the system.

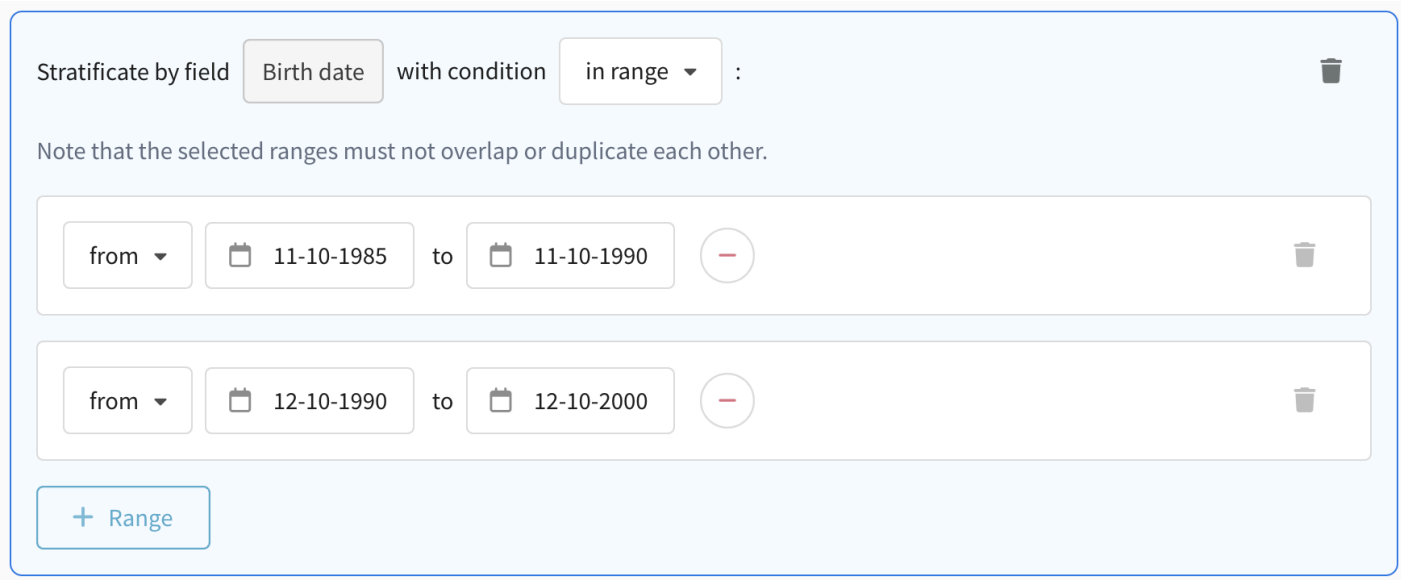
Add stratification by clicking the corresponding button:



You will be taken to the stratification settings window, where you can create and edit strats:

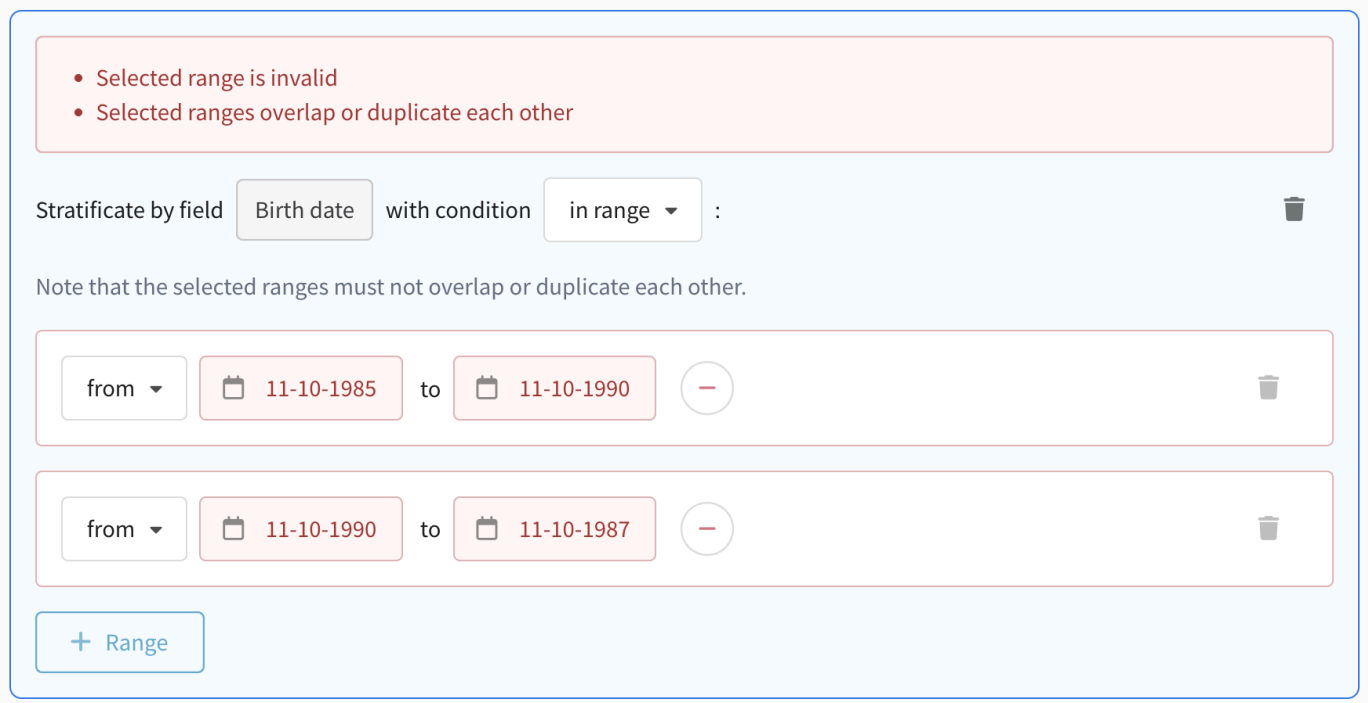


Define strats based on one or more fields by setting conditions for each group — for example, date ranges, numeric values, or groups of elements from a list. Stratification is configured through a user interface that allows you to sequentially add strats and specify parameters for each:



CAUTION

Please note that values in strats must not overlap or be duplicated:



Supported field types for stratification:

- **boolean — logical values (e.g., yes/no);**
- **date — date values (e.g., birthdate, registration date);**
- **enum — predefined lists of values (e.g., region, category);**
- **float — decimal numbers;**
- **integer — whole numbers;**
- **unicode — string values (e.g., text labels or group names).**

Each of these field types supports appropriate condition formats: ranges, exact values, groups of values, etc.

TIP

The total number of condition combinations in stratification must not exceed 64. This value is calculated by multiplying the number of groups in each added stratum.

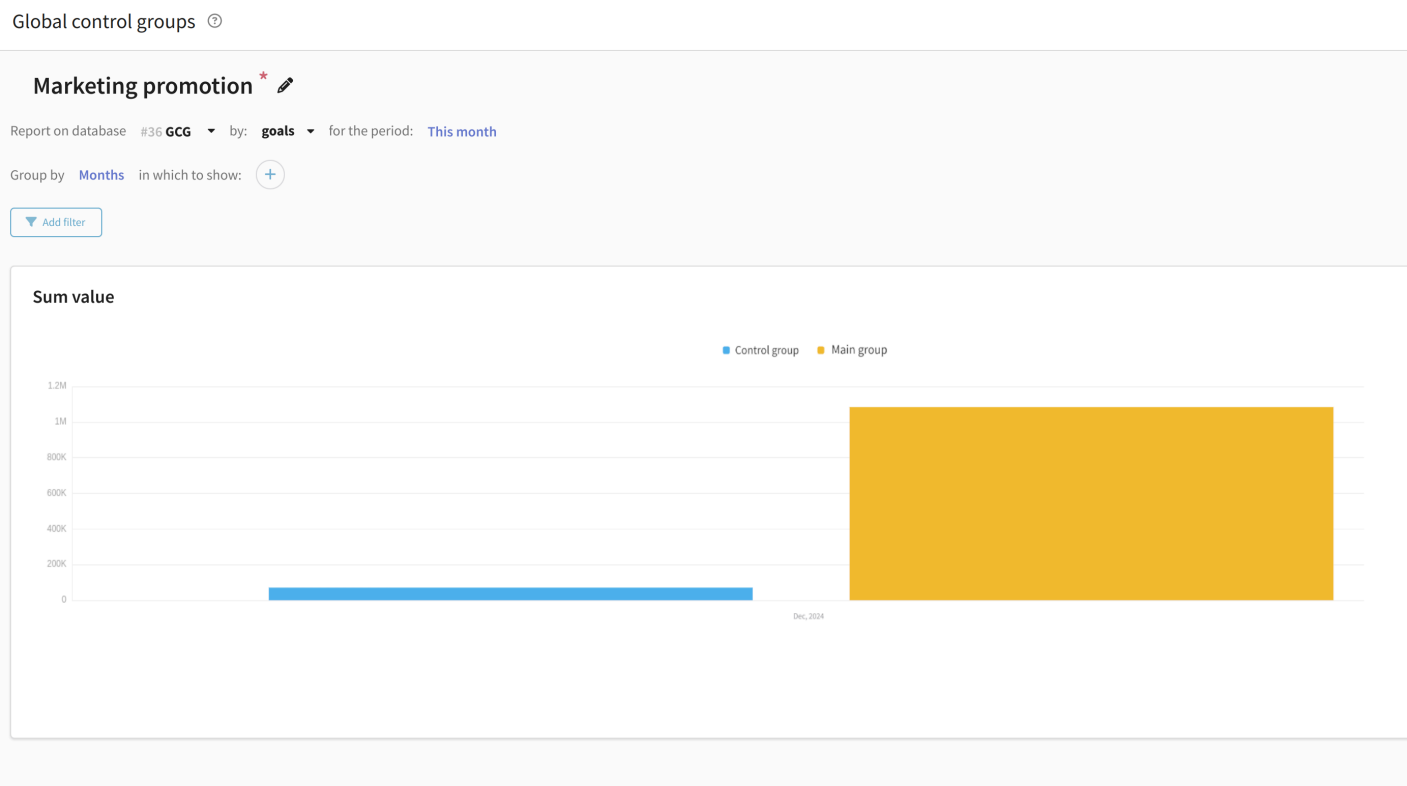
For example, if you select a text field and define 3 groups, then add a numeric field with 4 groups, the total number of combinations will be: 3 × 4 = 12 combinations.

If the number of combinations exceeds 64, the system will prevent you from saving the configuration — this limitation ensures stable performance and accurate sample generation.

GCG statistics

A comparison of metrics for the audience receiving communications and the control group audience can be viewed in Analytics - Global Control Group:

A graph comparing the main group to the control group will appear in front of you. You can select pixel and target to compare metrics derived from tracking pixels and sales channel for Market metrics:



Read more about analytics on global control groups here.

Subscription Manager

Description

Altcraft Subscription Manager is a page that allows subscribers to manage their profile data and subscriptions: unsubscribe, resume, or suspend them for a specific period (14, 30, 60, or 90 days). If your company already has a subscription manager in use, it can be integrated into the platform.

> **INFO**
>
> **The built-in subscription manager only works with the subscription to which the message with the manager link was sent.**

Subscription Manager Configuration

The subscription manager is automatically activated when a profile database is created. In the required field "Subscription Manager Title", specify the name that users will see when entering the interface. In the adjacent field, select the interface language for the manager.

> **INFO**
>
> **The language of the manager is set in the profile database settings and does not depend on the user's region or browser language. If English is selected, the interface will always display in English.**

When users follow the link, they are directed to the built-in subscription manager page. By default, the manager interface displays the main recipient details: First Name, Last Name, Email, and Phone:

Configuration of Displayed Fields

In the subscription manager, you can configure the visibility of profile fields. In addition to the required email and phone number, you can enable the display of standard or custom fields by simply ticking the corresponding options in the "Subscription Manager" column.

> **CAUTION**
>
> **Any changes made by the user to the displayed fields in the subscription manager will automatically update the corresponding data in their profile. Make sure that modifying these fields does not cause any errors.**

After saving changes, the selected fields will appear in the subscription manager:

Categories and Additional Settings

Subscription Categories

Categories help detail the type of content to which the user is subscribed. If a user unsubscribes from one category, they will continue to receive content from others.

Unlike the subscription to the resource, categories have only two statuses (Subscribed/Unsubscribed). The status can be manually changed in the profile or via API requests. To allow the subscriber to manage a category on their own, add it to the subscription manager:

After saving changes, the selected categories will appear in the “Categories” section of the subscription manager:

Learn more about resource categories in the article.

Custom Fields

Each resource channel can include additional fields, similar to those used in the profile database. These fields help store extra information about the subscription.

Creating Custom Fields

- Go to resource settings
- Click “Add Field” and select its type:
    - Integer — positive and negative whole numbers. For example, you can specify order limits, bonus points, etc.
    - Float — positive and negative floating-point numbers. Examples: “Average Check”, “Coefficient”, etc.
    - String — text in any language, including numbers, special characters, and spaces. Unicode is used. Examples: “Order Comments”, “Interests”, etc.
    - Boolean — a field that allows you to choose between two options: True or False (Yes or No). In the subscription manager, it appears as a slider. Examples: “Notify about sale start”, “Receive exclusive offers”, etc.
- Select the fields that will be displayed in the subscription manager.

> **CAUTION**
>
> Recipients can modify the values of custom fields added to the subscription manager. Ensure that changing these fields does not lead to errors.

In the subscription manager, the selected fields will appear in the “Details” section:

Learn more about custom fields in the article.

Subscription Manager Integration

Adding a Link to the Message Template

To add a link to the subscription manager:

- Open the template editor
- Select “Insert Link”
- Choose the URL type “Subscription Manager (preferences) link”

Using an Alternative Subscription Manager

To connect a third-party subscription manager:

- **Create a custom unsubscribe link**
- **In the “Link” field, enter the URL of your subscription manager**

Now, when using the unsubscribe link in the template, the recipient will be redirected to the subscription manager page.

CAUTION

In this case, clicking the subscription manager link will automatically unsubscribe the profile from the resource. To avoid this, the chosen manager needs to be configured. Please contact your platform administrator for assistance.

Communication channels

Communication channels

Client messaging

Altcraft Platform offers you 6 communication channels out of the box: Email SMS, Push (both browser and mobile app), as well as Telegram, WhatsApp*, Viber*™ and Notify. In various configuration options you will also get access to custom communication channels, like banners or social networks. This article provides you with instructions on their settings and debugging.

You import your customers' digital profiles into a Profiles database. They get subscribed to your messaging Resources — via one or several communication channels and contact data entries.

In Altcraft Platform each Campaign can be sent over one specific channel. If you need to orchestrate omnichannel messaging, you can organize cascade sending with Scenarios.

Content for all the available communication channels is created in a single Message template. Thus different campaigns can use only one template that provides you with extra analytics intersections.

Email channel

	Email allows you to send the largest amount of content, for a letter can contain different design elements and interactive sections, the ones to improve customer engagement and retention rates. To start messaging over SMTP Email, you will need a sender (From) domain to include in databases and resources settings.

INFO

This article will help you configure a sender domain for effective mailing.

INFO

And this one will provide recommendations on how to interact with email providers.

SMS channel

	Short Message Services are just too great for transactional messaging to ignore them. All you need is your customer's phone number — and you will reach him or her even if no 3G+ network is available. No subscription confirmation required, no mass messaging restrictions. Most of the SMS messages are opened. **To send SMS through Altcraft Platform, you need to integrate the platform with a telecom service. Such services often provide you with CALLER_ID — your "from name", which must be specified in the Resource when setting up an SMS channel.**

INFO

Set up your first SMS campaign with the help of our Step-by-Step Guide!

This article contains information about ready-made telecom gateway integrations.

INFO

You can as well require a custom integration. Contact team@altcraft.com for details.

Push channel

	Push notifications are one of the best ways to communicate with your subscribers as they are virtually free: no fee for sending a push compared to telecom operator fee with SMS.

INFO

For the push channel to work, first configure and activate it in Administrative panel.

INFO

Web browser push configuration is described in this article.

INFO

Mobile application push configuration is described in this article.

Telegram channel

	There are 2 channels available for communication with subscribers in Telegram: **Telegram Bot and **Telegram Group.** Telegram Bot will allow you to send direct messages to subscribers who have entered into a chat with the bot. With the help of Telegram Group, you will be able to publish posts in a Telegram group or channel through a bot.**

INFO

This guide will help you organize sending direct messages to a subscriber in Telegram. Please note that when using the Telegram Bot channel, the platform only sends messages. Subscriber data is collected and transmitted to the platform on the client side.

INFO

To communicate with subscribers in a Telegram group or channel, use this guide.

WhatsApp channel

	WhatsApp* is an effective communication channel that allows you to build a dialogue with the client in real time. Through this channel, you can inform your subscribers about upcoming events and changes in order status. Open rate in the messaging app reaches 90%.

INFO

This guide will help you start your first WhatsApp* campaign.

Viber*™ channel

	Viber*™ is a fast and convenient communication channel. You can send promotional mailings, transactional and trigger messages to your subscribers with Viber*™. The cost of such sendings is cheaper than SMS.

INFO

The integration can be implemented through the providers Devino Telecom, SMS Traffic, MTS OmniChannel or Rapporto. This guide will help you create your first Viber*™ Campaign.

Notify channel

	Notify — an effective channel for business communication with the client. Send transactional and service messages via Vkontakte and Odnoklassniki.

INFO

For how to create a connection and how to set up integration, see the corresponding documentation articles.

Set up your first Notify campaign with the help of our Step-by-Step Guide!

Communication channel limitations

Feature	Email	SMS	Push	WhatsApp™	Viber™	Notify™	Custom Channels
MVT testing	✅	✅	✅	❌	❌	❌	❌
Web version saving	✅	✅	✅	❌	❌	❌	❌
Subscription from scenario	✅	✅	❌	❌	❌	❌	❌
Suppression lists	✅	✅	❌	❌	❌	❌	❌
Click map	✅	❌	❌	❌	❌	❌	❌

For more information on custom channel restrictions, check the administrator documentation.

** The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.*

*** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.*

SMS channel

SMS: ready-made integrations

Description

Altcraft Platform uses integrations with gateways of mobile operators to send SMS to your customers. If you can't see operator you need in the list below - we can develop a custom integration during a pilot project (on-premise product trial). Contact team@altcraft.com for details.

Integrations

The following integrations are available out of the box:

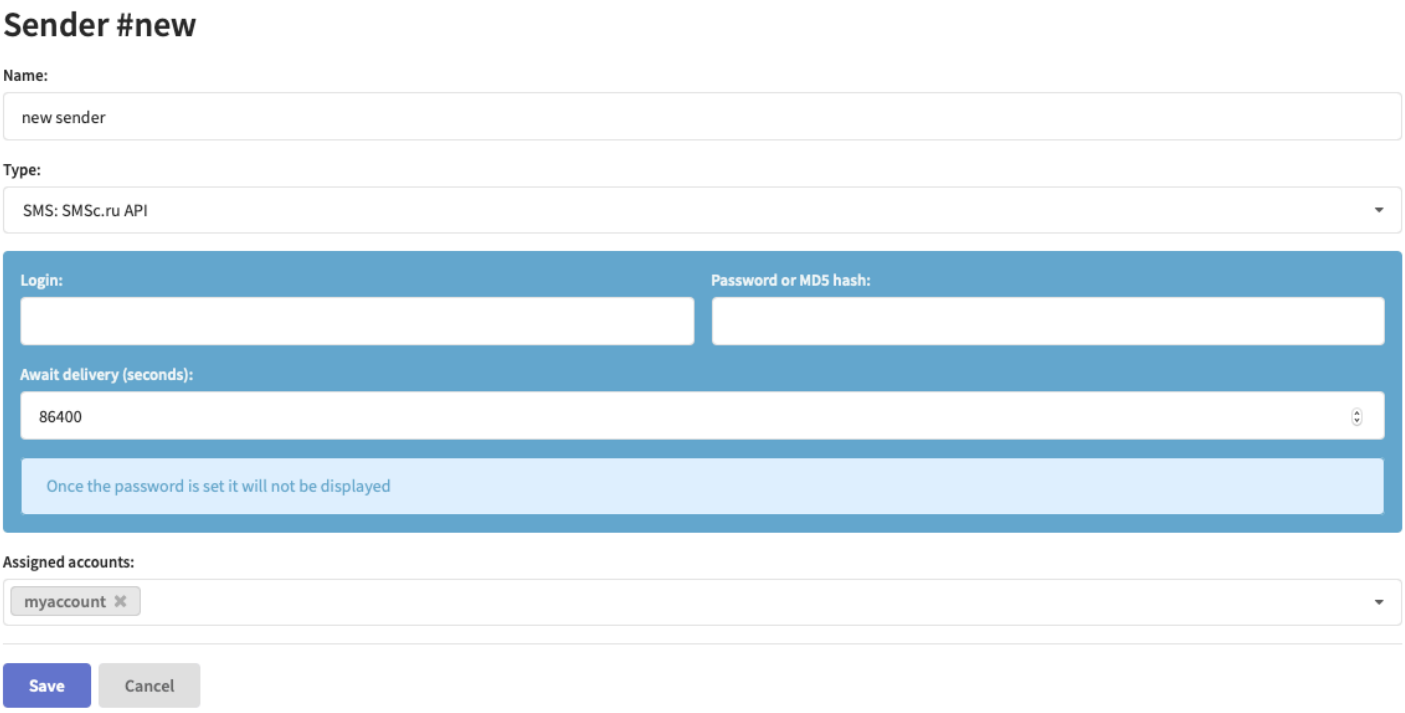
- **SMSc.ru — SMS gateway by "СМС-Центр". Link to documentation: https://smsc.ru/api/**
- **SMSimple.ru — SMS gateway by "Юлабс". Link to documentation: http://www.smsimple.ru/api/**
- **BulkSMS.com — SMS gateway by "Celerity Systems". Link to documentation: : https://www.bulksms.com/developer/json/v1/#**
- **Devino.Online SMS — integration with API of Devino Telecom gateway. Link to documentation: https://docs.devino.online/0.2.0**
- **SMSTraffic — SMS gateway by "СМС-Трафик". Link to documentation: https://lk.smstraffic.ru/techdocs**
- **Infobip — SMS gateway by "Infobip".Link to documentation: https://www.infobip.com/docs/api#channels/sms/send-sms-message**
- **MTS — SMS outlet by "МТС". Link to documentation: https://support.mts.ru/mts_marketolog/Rassilki-po-svoei-baze-PRO-i-API-k-nim/dokumentatsiya-rest-api**
- **MFMS EDNA — SMS gateway by "EDNA". Link to documentation: SMS-MFMS-PROTOCOL-HPG.pdf**
- **Sky Media — SMS gateway by Sky Media.Link to documentation: https://sky-ms.ru/api.html**
- **Play Mobile — SMS gateway by Play Mobile (documentation).**
- **Rapporto — multipurpose platform Rapporto (ex. Zagruzka). Link to documentation: https://doc.rapporto.ru/api/http/http_main.html**
- **VK Notify — SMS gateway by Notify.**
- **SberMobile - SMS gateway by SberMobile. Link to documentation: SMS-SBER-PROTOCOL.pdf**
- **Stream telecom — SMS gateway by "Stream telecom". Link to documentation: https://stream-telecom.ru/solutions/integrations/**
- **Intellin — SMS gateway by Intellin.**
- **Seven Tech — integration with the SEVENTECH SMS gateway. Documentation: https://docs.seven.tech/**

TIP: Rapporto

To receive delivery statuses of sent SMS messages, you need to provide the Rapporto service with a URL for receiving message delivery statuses. Please contact the platform administrators to obtain the URL.

Sender configuration

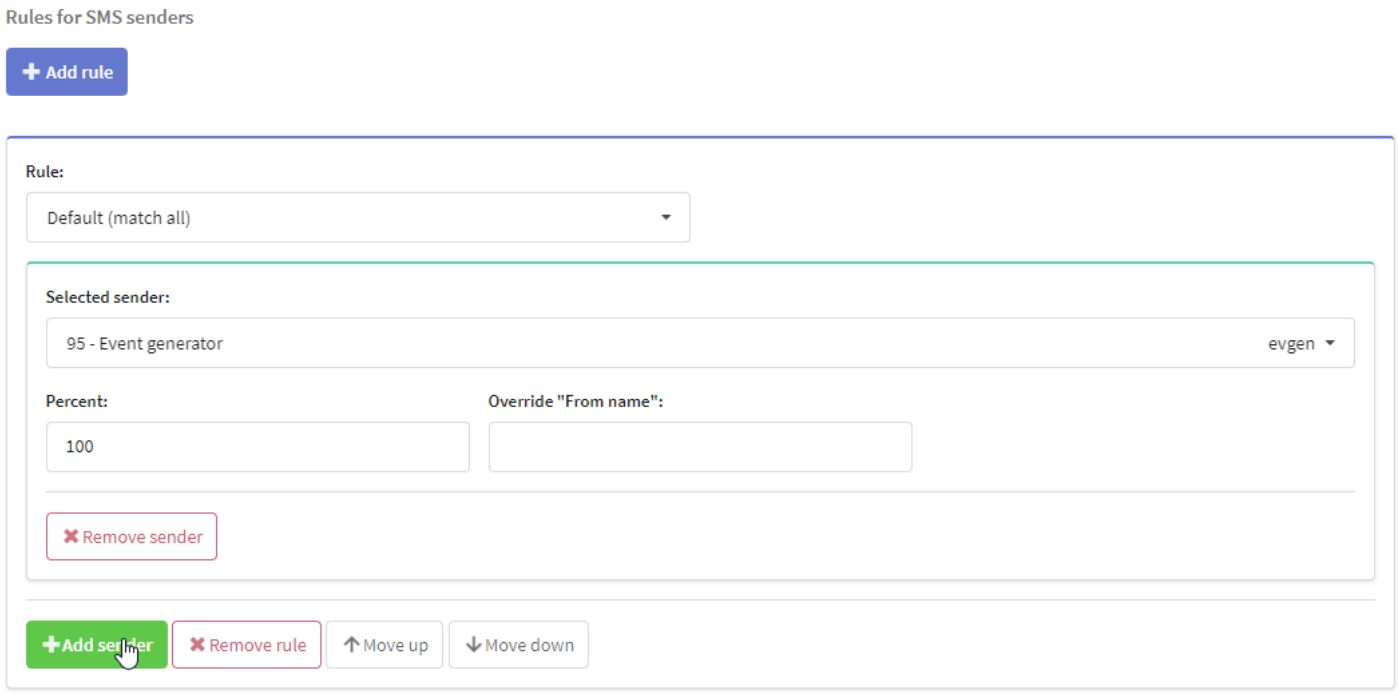
To start messaging using a ready-made integration, get the service account and credentials and add a new sender in Altcraft Marketing Administrative panel:



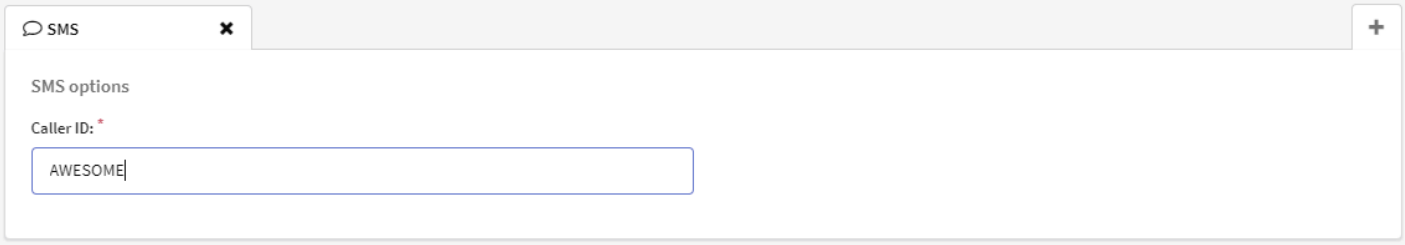
NOTE

Altcraft Marketing also supports Faktura SMS outlet. For details please contact team@altcraft.com.

Then add your sender to one of virtual sender rules for SMS:



After you get a CALLER_ID from your telecom service, enter it in your Resource SMS tab:



Email: ISP interactions best practices

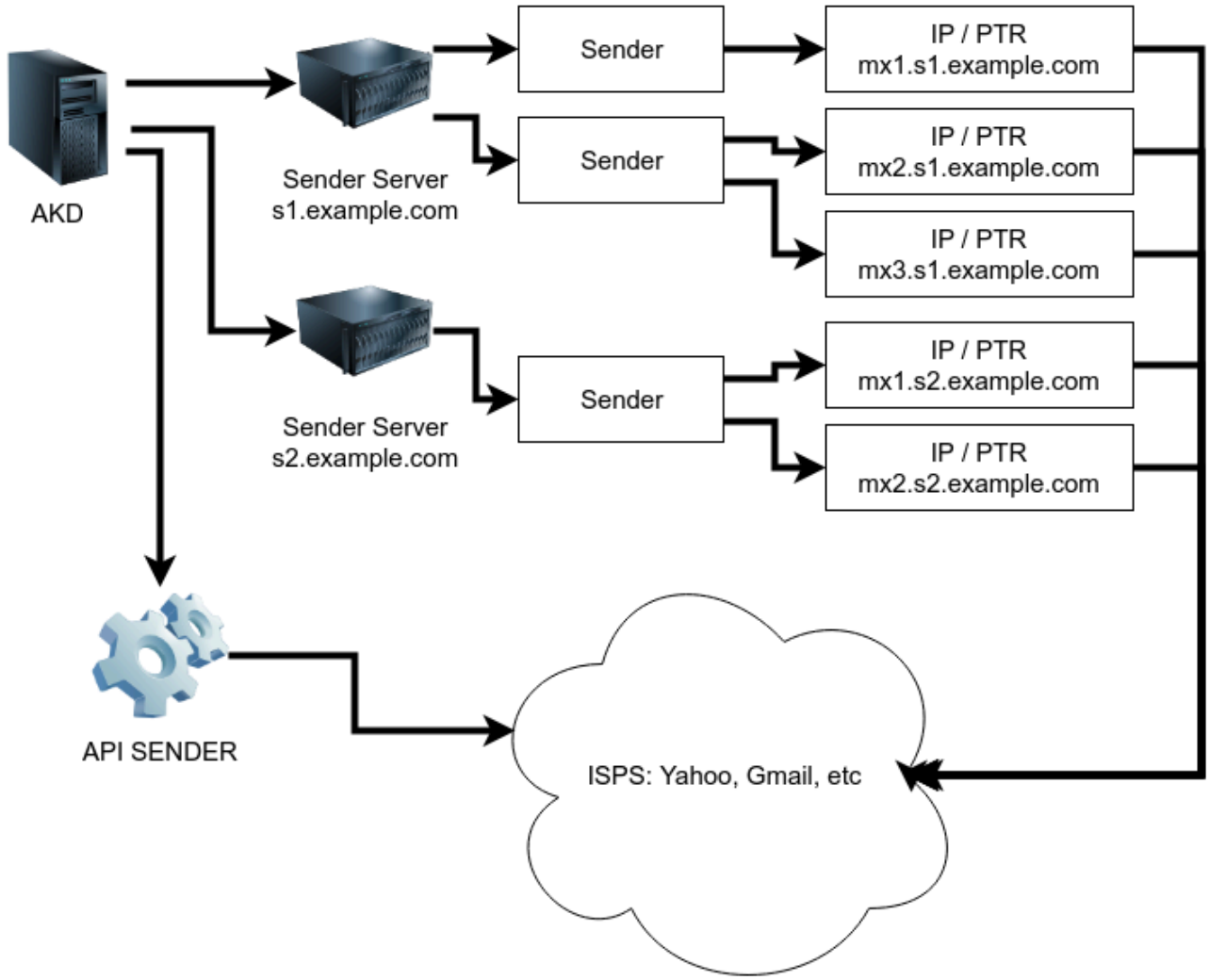
Email: ISP interactions best practices

Infrastructure

Altcraft Marketing Platform has flexible message transfer tuning. You can add new senders any moment. This can be necessary for several purposes:

- **inbox delivery optimization**
- **limitations and blocks override**
- **faster delivery for several types of messages**
- **sending cost decrease**

To deploy multi-sender infrastructure it is highly recommended to use a separate from domain (here and below - sender domain). This way you can use multiple from domains if needed. In any case for every sending IP address a subdomain is required for identification, PTR registration and SPF records processing.



This chapter contains only recommendations, you can use your own settings. Though this information is highly advised for better senders and ISP interaction understanding.

Make an A record for every sending domain IP address.

Domain	Type	Record
mx2.s1.example.com	A	1.1.1.1
mx2.s1.example.com	A	1.1.1.2

Reverse DNS lookup settings (PTR)

Reverse domain zone record is required for every sender. It should be valid and bound to a correct sender domain for every IP address you use for sending.

The reverse DNS records are maintained by your IP address provider.In case you have no direct access to these settings - make a request to your provider's technical support to make the necessary changes.

For example you have a server (s1), that has several IP addresses (1.1.1.1 and 1.1.1.2), then your domain (example.com) will have 2 PTR records:

Domain	Type	record
1.1.1.1.in-addr.arpa.	PTR	mx1.s1.example.com
2.1.1.1.in-addr.arpa.	PTR	mx2.s1.example.com

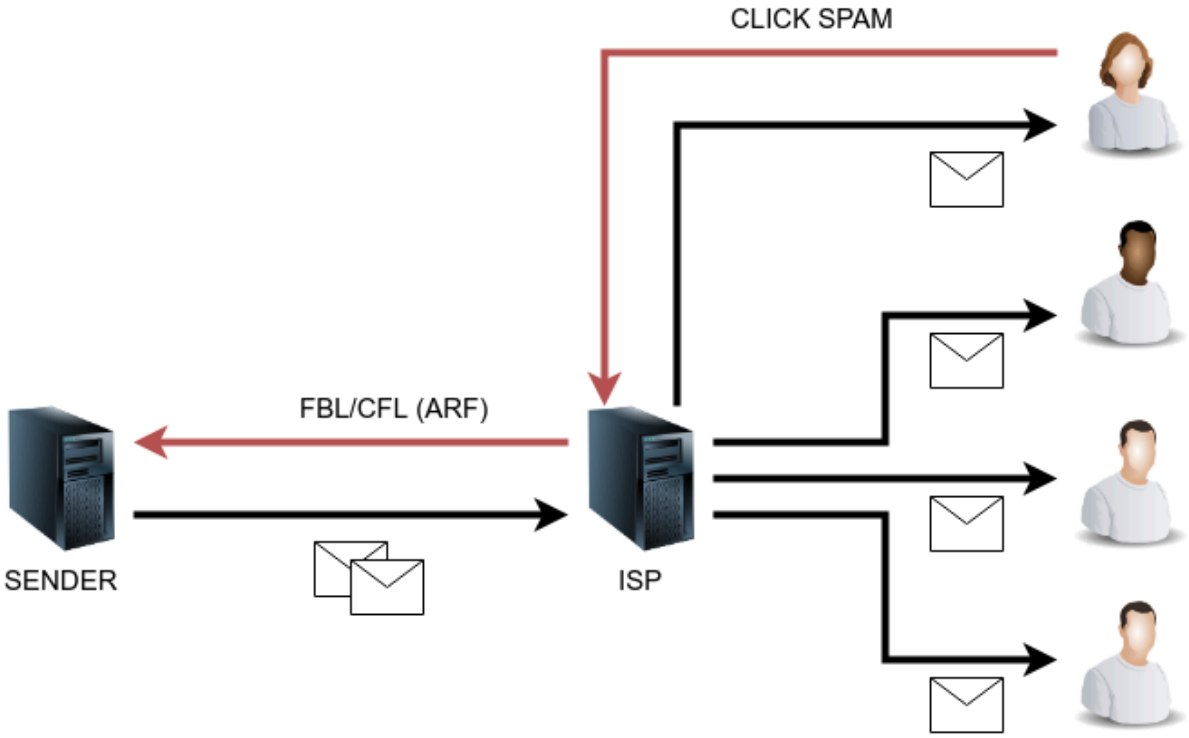
Note that IP address is reversed in domain name - this makes possible subdomain delegation to domain owners.

Incoming mail server settings for FBL/CFL

FBL/CFL (Feedback Loop or complaint feedback loop) – is a standard for notifying email senders about recipient spam complaints. It is strongly recommended to use this standard for all ISPs where possible this way or another. Usually email service providers generate a report in ARF (Abuse Report Format) containing source email and recipient email address as well as other service data, allowing email senders take necessary measures like handling spam or blocking subscription.

FBL is supported by most email-providers like Hotmail, Yahoo and AOL. To use FBL you will have to set and verify your email address from the same domain (to collect the reports) and verify your sending IP addresses. For Outlook you you will need a special agreement with Microsoft.

Gmail by Google does not generate FBL,though it uses List-Unsubscribe header to block subscriptions for users. This header can be used to provide information comparable to FBL, to identify which letters were reported as spam.



To comply with FBL standard set up an incoming mail server on your sending domain.

INFO

You can use your existing corporate server processing emails via POP3 and SMTP.

Seder domain can be different from from domain — it is explicitly specified in sender settings.

We recommend you to set up at least 3 mailboxes:

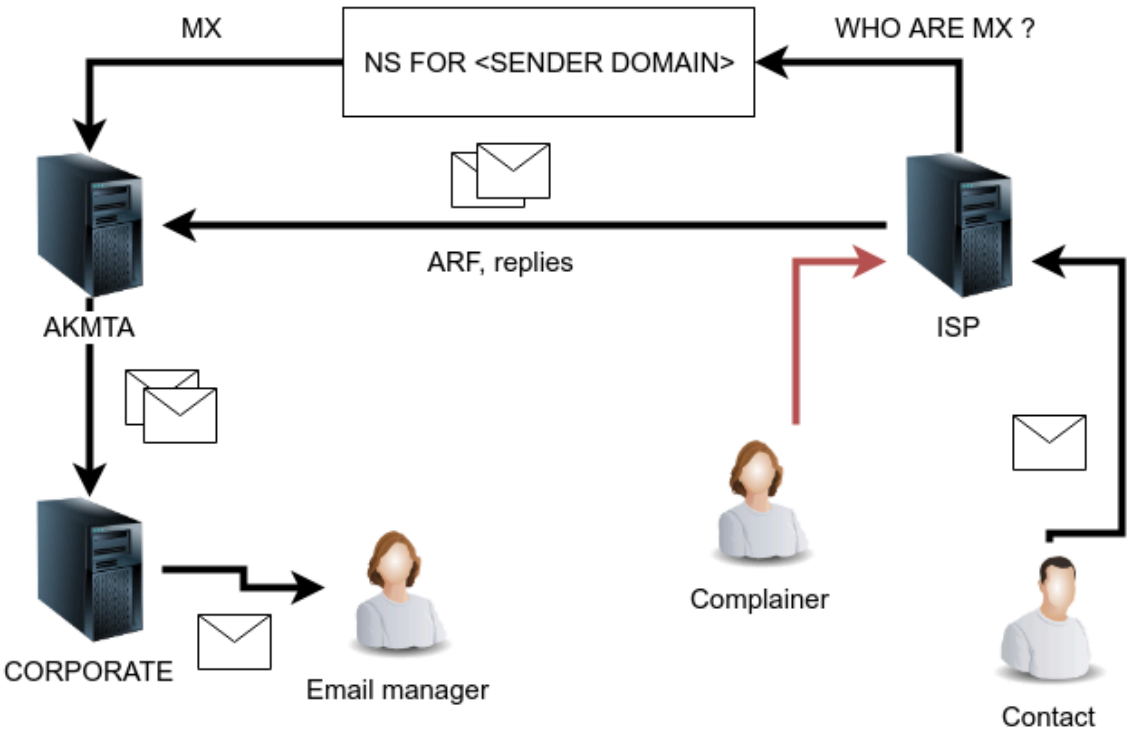
Mailbox	Purpose
abusemaster@<domain>	Automatic ARF reports
postmaster@<domain>	Confirmation emails for FBL registration
abuse@<domain>	Mailbox recommended by abuse.net

AKMTA contains a built-in email server. Specify in domain NS record mail processing host (MX) set within AKMTA. Thus it will receive all domain's incoming mail for all mailboxes. Messages not containing ARF reports will be redirected as configured.

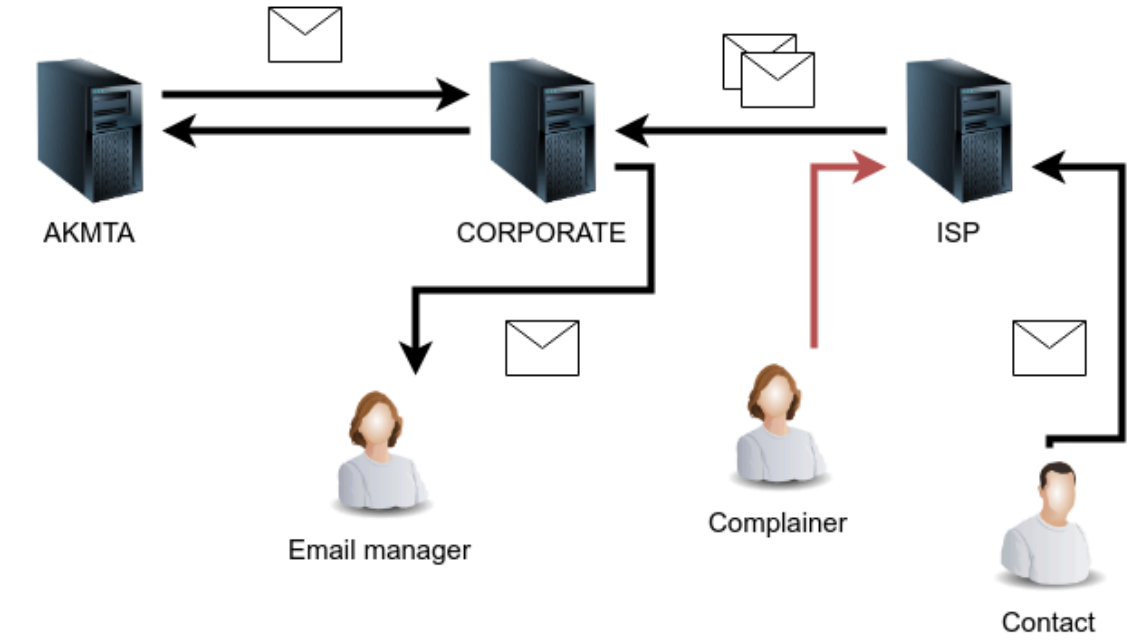
If such configuration is unavailable (primary domain or corporate policies), it is still necessary to set up a subdomain for processing AKMTA mail and redirect messages from abusemaster@ mailbox on your primary domain.

Both variants are represented on the schemes below:

DIRECT (WITHOUT REDIRECTS)



OWN MX (WITH REDIRECT)



Email service provider FBL links

Before you make any requests make sure that:

- **You have a name, phone and email of the person in charge**
- **You have a list of sender domains and IP addresses**
- **abusemaster@ mailbox is set up and able to receive mail**
- **postmaster@mailbox is set up and able to receive mail**

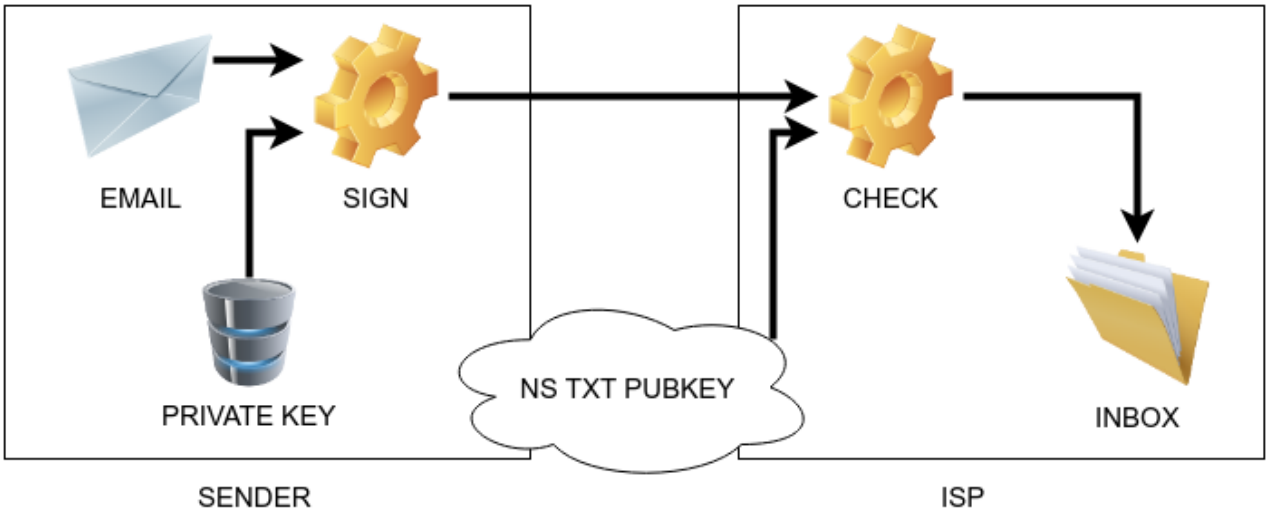
AOL	https://postmaster.info.aol.com/fbl-request
Comcast	http://feedback.comcast.net/
Cox	http://fbl.cox.net/
Earthlink	fblrequest@abuse.earthlink.net
Excite (Bluetie)	http://feedback.bluetie.com/
Fastmail	http://fbl.fastmail.fm/
Hotmail	https://postmaster.live.com/snds/
Outblaze	postmaster@outblaze.com
Rackspace	http://fbl.apps.rackspace.com/
Road Runner	http://feedback.postmaster.rr.com/
Spamcop	http://www.spamcop.net/reported.shtml
Synacor	http://fbl.synacor.com/
Terra (Brazil)	http://fbl.mail.terra.com.br/
Tucows	http://fbl.hostedemail.com/
USA.net	http://fbl.usa.net/
Yahoo!	http://feedbackloop.yahoo.net/
ZOHO	http://www.zoho.com/fbl/index.html
Mail.ru	https://postmaster.mail.ru/
Yandex.ru	http://yandexfbl.senderscore.net/
Gmail	Supports only List-Unsubscribe — a technology adding a special header to identify email complainers. Fully supported by Altcraft MP.

Email digital signature settings (DKIM)

DomainKeys Identified Mail (DKIM) technology adds From domain digital signature to email headers. The signature is automatically verified by mail recipients which is used for reputation regulations and sending domain validation.

Messages are signed with a public key set for the sender and not known to anyone else. Public key is contained in From domain subdomain TXT record. The subdomains depend on selectors chosen. It is recommended to use unique selectors for every DKIM key. Thus you can have multiple senders with independent validation.

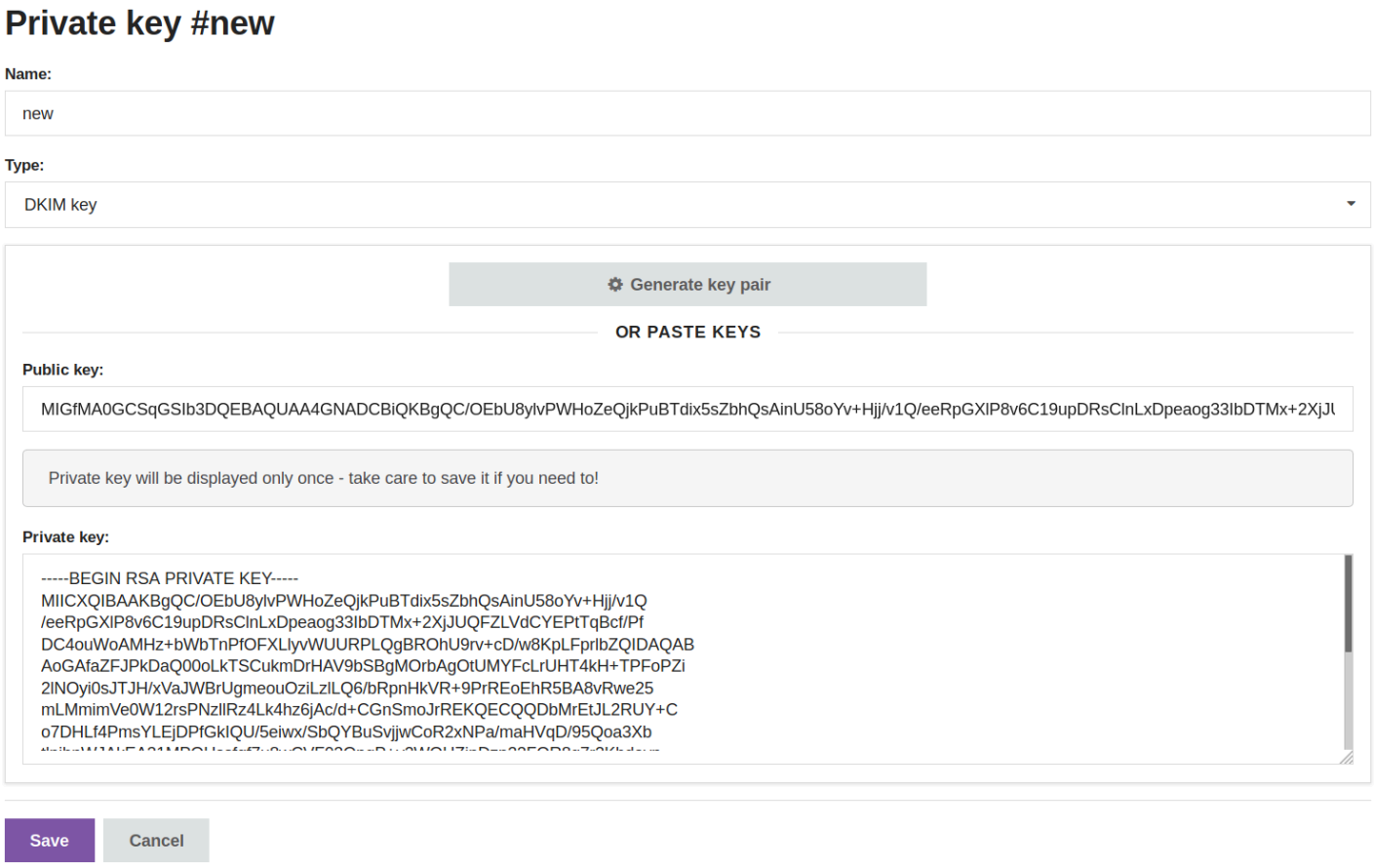
Keys can be created using RSA-SHA256 and RSA-SHA1 algorithms. Recommended key size is — 1024 bit.



You can check if a domain has a DKIM record with dig command:

```
dig TXT ak1024._domainkey.aksend.net +short
# "v=DKIM1\; k=rsa\; p=MIGfMA0G......QAB"
```

To create DKIM keys open Altcraft Marketing Platform Administrative panel and choose Setup → Keys.



Sender Policy Framework settings

Sender Policy Framework (SPF) — is a technology that allows to verify sending domain. It adds a special TXT record to specify sending from this domain for different hosts.

You can provide a list of IP addresses or use include directive to use another domain rules. This can be handy with multiple domains and changing sender IP addresses. There are also a, mx, ptr and other directives.

We recommend to add at least 3 records for different protocol versions:

Type	Content example
SPF	spf2.0/pra include:spf.aksend.net ip4:A.B.C.D -all
TXT	spf2.0/pra include:spf.aksend.net ip4:A.B.C.D -all
TXT	v=spf1 include:spf.aksend.net ip4:A.B.C.D -all

This example allows `spf.aksend.net` domain hosts and A.B.C.D. IP addresses usage. With ip4 directive you can specify separate IP addresses or a whole subnet. `-all` restricts sending from alternative hosts. If you want to allow any hosts for sending use `+all` (though it is not recommended).

You can check if a domain has a DKIM record — and view its contents with `dig` command as well:

Typical From domain configuration

Considering all of the above, your from domain should have a similar set of records:

Subdomain	Type	record	Comments
	SPF	spf2.0/pra include:spf.aksend.net ip4:A.B.C.D -all	SPF is considered a legacy technology so you might have problems setting it: the information here is published for backward compatibility.
	TXT	spf2.0/pra include:spf.aksend.net ip4:A.B.C.D -all	If the domain is currently being used for messaging add the sending IP addresses to the SPF rules.
	TXT	v=spf1 include:spf.aksend.net ip4:A.B.C.D -all	
trk	CNAME	trk.aksend.net	
_dmarc	TXT	v=DMARC1; p=none; rua=mailto:dmarc@example.com; sp=none	Specify the email of the person in charge.
_domainkey	TXT	o=-;	
_policy._domainkey	TXT	o=-;	
ak._domainkey	TXT	v=DKIM1; k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQCldFYh3Rfrmeov+WqYYpwfW2bVUzxXPy9dSVoUCGLKCn+vgY/pdKIIBFitkvZJXGLnHqreqwGzoriEWf9ZRd+cL2LdA4UrDKheMeorBd2NSIqihkTaKz8PA+SIBFxFGm2Z0Krh5ZDF2NtFVhtD4YvqmrFqk2muzZ0tFEko8zP30wIDA	

The example below uses `example.com` domain. All the records are valid for `ru.altcraft.com` cloud messaging service.

Note that if you want to use a subdomain for messaging with Altcraft Marketing Platform, like `subdomain.example.com`, all records should as well be created for the subdomain (e.g. `trk.subdomain CNAME ...`). At the same time root

domain (`example.com`) SPF and policy records should allow subdomain sending.

Sender reputation

Sender reputation is the one most important parameter for successful email delivery. The right settings won't guarantee a 100% inbox delivery rate so it is critical to monitor different stages of this process.

Reputation is connected to the following entries — separately and combined:

- **Sender IP**
- **Sender domain**
- **From domain**
- **From email**
- **Tracking IP**
- **Tracking domain**

Database hygiene

Know where and how you get your subscribers — and if their contact data is valid and actual. Make sure you validate email addresses in capturing forms. If you are using double opt-in it will significantly increase chances your leads will improve your reputation. All database hygiene problems can be divide into several types:

Hard bounces. Emails cannot be delivered due to invalid email address or domain. Considerable hard bounce rates can show the data you are using is invalid. The normal value for hard bounce rate is 0,5%.

Spam traps. Email service providers can add special spam trap mailboxes. Then if you send mail to such mailboxes you are identified as spam sender and your domain and IP reputation will decrease. There are cases when long abandoned user mailboxes become such spam traps — and that is another reason not to use old and unverified subscriber databases.

Complaints. Most of the email providers use "Report spam" button. When pressed it not only moves a message to Spam/Junk folder but creates a reputation precedent for the sending domain regardless whether you configure FBL or not. General recommendations specify 0.10% to be complaints threshold, but we recommend it to be no more than 0.07%, as several campaigns might have a higher than average complaint rate. To decrease this value make your emails more recognizable for your recipients and do not use content that cam be considered inappropriate or irrelevant.

Abuse. Sometimes recipients can issue a formal complaint to your senders' hosting, domains or IP adresses owner. There are organizations supervising spam rules compliance, like SpamCop. It is hard to eliminate such complaints totally - and even a single one can cause negative impact like IP or domain loss. In such cases hosting providers require subscribers opt-in information, including subscription date, time, IP address and URL. Make sure you can provide this data.

Behavioral. Besides "Report Spam" button all recipient activity influences your ISP reputation: message opens, link clicks, time spent reading emails… The more subscribers' engagement - the better your ISP reputation.

Soft bounces. A lot of 4XX errors can ruin your reputation as well. Make sure you set correct retry and lock rules for temporarily undelivered emails.

Content. Your content is always one of the most important things for reputation. If your messages contain links to malicious software downloads or prohibited content advertising - it can bring negative effects to your sending domains and IP addresses.

Email: sending domain configuration

Email: sending domain configuration

SPF configuration

Sender Policy Framework (SPF) technology allows to verify that sender domain has not been faked. To make it work you need to add a special TXT record to your sending domain. It will allow only specified hosts to send messages using your domain.

We recommend to add records for different SPF versions:

Domain	Record type	Contents
example.com.	TXT	v=spf1 include:spf.aksend.net -all
example.com.	TXT	spf2.0/pra include:spf.aksend.net -all

The domain spf.aksend.net here contains the list of IP addresses Altcraft Cloud MTA uses.

If you have already used your domain for email, add to the existing SPF records “include:spf.aksend.net”.

> **CAUTION**
>
> **Note that we recommend to use restricting rules where only the enlisted resources are allowed!**

DKIM configuration

DomainKeys Identified Mail (DKIM) technology adds to your message a digital signature of your from-domain. The signature is automatically verified on the recipient side and hen it is used to manage sender reputation. The signature is technically an RSA key pair: the private part is built in sender infrastructure and the public part should be added to your domain as a special subdomain TXT record:

Domain	Record type	Contents
`ak._domainkey.example.com.`	TXT	v=DKIM1; k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQCldFYh3Rfrmeov+WqYYpwfW2bVUzxXPy9dSVoUCGLKCn+vgY/pdKIIBFitkvZJXGLnHqreqwGzoriEWf9ZRd+cL2LdA4UrDKheMeorBd2NSIqihkTaKz8PA+SIBFxFGm2Z0Krh5ZDF2NtFVhtD4YvqmrFqk2muzZ0tFEko8zP30wIDAQAB
`_domainkey.example.com.`	TXT	o=-;

> **TIP**
>
> **To get a personal DKIM for Altcraft Marketing contact team@altcraft.com and provide us with your domain name.**

DMARC settings

DMARC technology allows mailing servers to decide what to do if SPF or DKIM verification fails.

Here we recommend to restrict messages sent from unknown IP addresses or signed incorrectly.

Domain	Record type	Contents
`_dmarc.example.com.`	TXT	`v=DMARC1; p=reject; sp=reject; mailto:report@example.com`

BIMI settings

BIMI technology (Brand Indicators for Message Identification) is used along with SPF, DKIM and DMARC or identifying email sender by company brand logo, placed near the message subject in recipient's inbox. Email providers thus can additionally verify the sender.

To start using BIMI you will need an svg image, that is rectangular and has no extra layers.

> **NOTE**
>
> BIMI authentication is supported by email services such as Fastmail, Gmail, and Yahoo!

Add the following record to your domain settings, specifying the svg file path:

Domain	Record type	Contents
`default._bimi.example.com`	TXT	`v=BIMI1; l=https://example.com/bimi/bimi.svg`

You can also use BIMI record generator at https://bimigroup.org/bimi-generator/

Tracking domain settings

Tracking domains are used to collect your customers' behavior information. For any subdomain you use add this record:

Domain	Record type	Contents
`trk.example.com.`	CNAME	`trk.aksend.net`

You can use this record for all of your tracking domains.

CNAME settings for processing bounces

For cloud clients, it is also necessary to configure an additional CNAME record directed to the domain `akmta.net`:

Record example:

```
ac-bounces.example.com IN CNAME akmta.net
```

In this example, `ac-bounces` is a subdomain, and `example.com` is your from-domain. This subdomain will be used in the `Return-Path`, enabling SPF authentication and alignment to improve email deliverability.

Email: setting up and using postmasters

##Description {#id-postmasters-description}

Postmaster is a service of an email provider that tracks email distrubution statistics: how many messages were delivered, how many ended up in spam, sending failures, how many emails were complained about, etc.

Postmaster registration is required if you plan to deliver large volumes of messages, more than 10 thousand per day. A postmaster is also required when registering an FBL.

> **TIP**
>
> **FBL/CFL (FeedBack Loop) is a standard for providing information about spam complaints from an email service provider to the sender of emails. It is highly recommended to use this technology on all ISPs where it is available in one form or another. You can learn more about FBL in this article.**

The choice of postmaster depends on which email domains are most commonly used in your database. Each postmaster provides statistics only for their domains.

The most popular postmaster services in Russia:

- **Mail.ru Postmaster**
- **Gmail Postmaster Tools**
- **Outlook.com Postmaster**
- **Yahoo Complaint Feedback Loop Service**

How to set up Postmaster Mail.ru

Step 1. Create a Mail.ru account or log in using one of the specified methods.

Step 2. Go to the domain adding page - https://postmaster.mail.ru/add/.

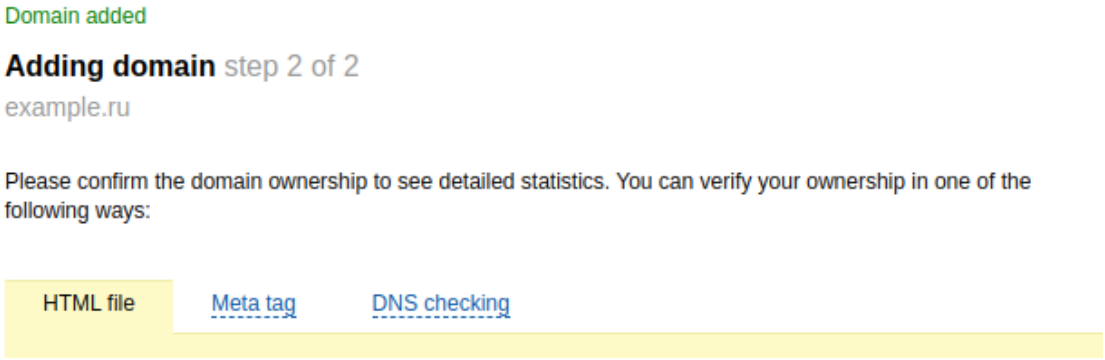
Step 3. Enter the name of the domain about which you want to collect statistics and click “Add Domain”:



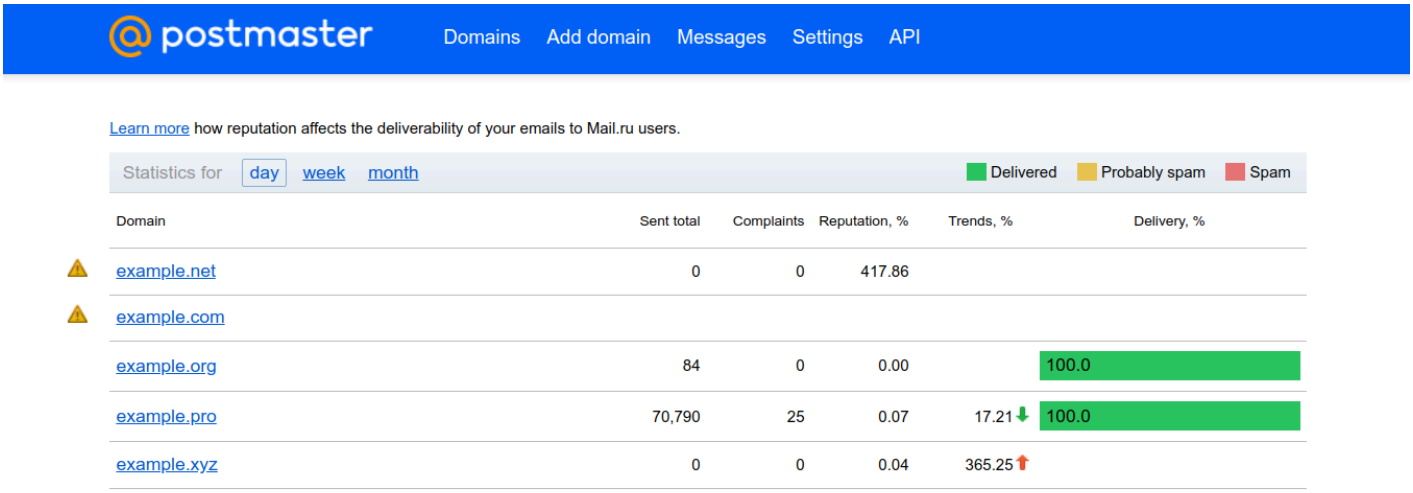
Step 4. Select one of the domain verification methods:

- **HTML file - this method can only be used if the domain has a web server. Follow the instructions described on the tab and click “Confirm”**

- **Meta tag - used only if you have your own website. Add a tag with a personal code to the head section of the main page of the site and click “Confirm”**
- **DNS check - allows you to use the postmaster even if you don’t have your own website. The DNS record value must be placed in the domain’s DNS records using the interface of the hosting provider.**



If all instructions are completed correctly, the domain will be added to the postmaster. In the described way, you can add an unlimited number of domains:

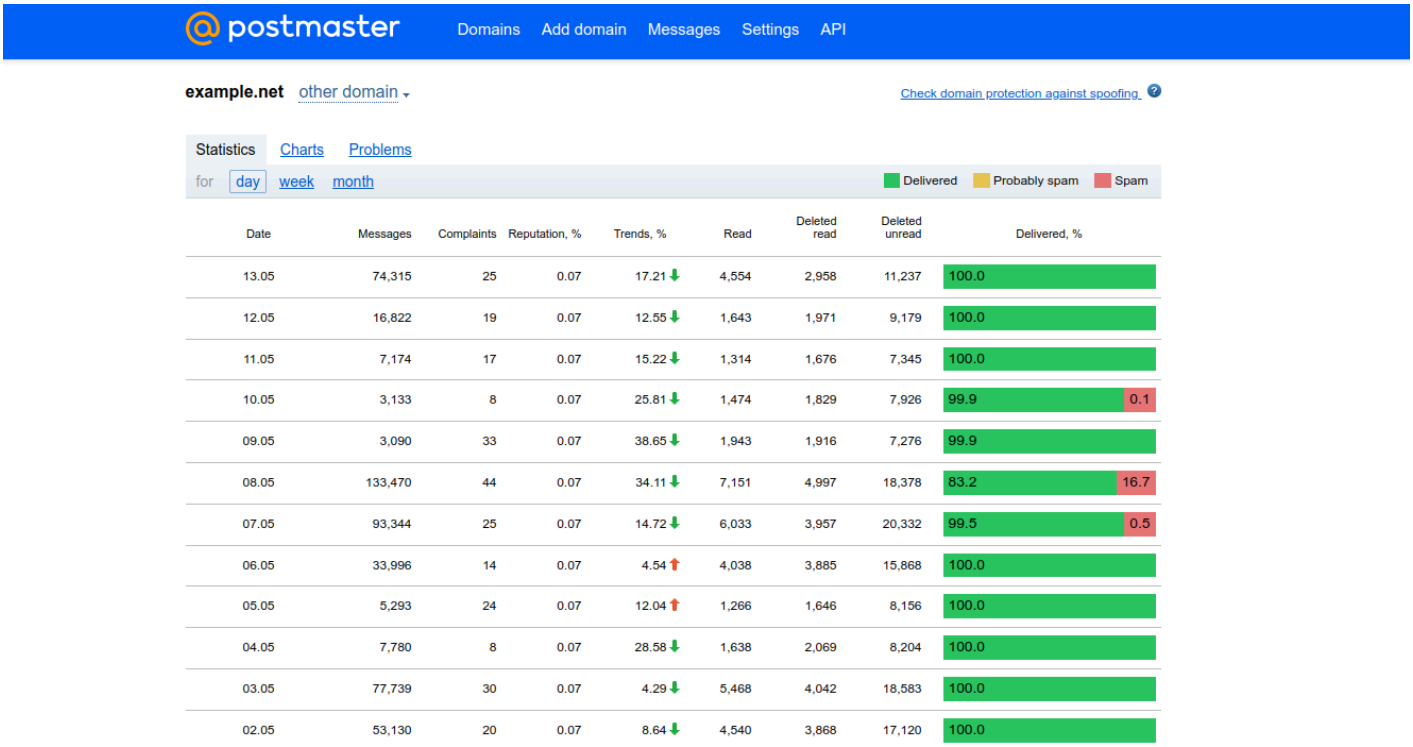


Setting up FBL forwarding

Postmaster Mail.ru supports FeedBack Loop technology. FeedBack Loop provides access to mailing statistics, grouping it by day, week and month.

This statistics allows you to track the following indicators:

- **Messages — number of messages sent;**
- **Complaints — number of clicks on the “Spam” button;**
- **Reputation, % - average percentage of complaints over 30 days. It is calculated as the ratio of the number of complaints over 30 days to the total number of submissions during this period of time and is expressed as a percentage;**
- **Trends, % - change in the percentage of complaints for 7 days in relation to the percentage for 30 days;**
- **Read — number of open letters;**
- **Deleted read — number of messages deleted after reading;**
- **Deleted unread — number of messages deleted before being read;**
- **Delivered, % — percentage of the following types of messages:**
  - **Delivered — the number of emails delivered to the Inbox;**
  - **Probably spam — the number of emails delivered to the Spam folder;**
  - **Definitly spam — the number of messages that were not accepted by Mail.ru servers. In response to such emails, you always receive a messages with the error “550 spam message discarded”.**



Date	Messages	Complaints	Reputation, %	Trends, %	Read	Deleted read	Deleted unread	Delivered, %
13.05	74,315	25	0.07	17.21 ↓	4,554	2,958	11,237	100.0
12.05	16,822	19	0.07	12.55 ↓	1,643	1,971	9,179	100.0
11.05	7,174	17	0.07	15.22 ↓	1,314	1,676	7,345	100.0
10.05	3,133	8	0.07	25.81 ↓	1,474	1,829	7,926	99.9 0.1
09.05	3,090	33	0.07	38.65 ↓	1,943	1,916	7,276	99.9
08.05	133,470	44	0.07	34.11 ↓	7,151	4,997	18,378	83.2 16.7
07.05	93,344	25	0.07	14.72 ↓	6,033	3,957	20,332	99.5 0.5
06.05	33,996	14	0.07	4.54 ↑	4,038	3,885	15,868	100.0
05.05	5,293	24	0.07	12.04 ↑	1,266	1,646	8,156	100.0
04.05	7,780	8	0.07	28.58 ↓	1,638	2,069	8,204	100.0
03.05	77,739	30	0.07	4.29 ↓	5,468	4,042	18,583	100.0
02.05	53,130	20	0.07	8.64 ↓	4,540	3,868	17,120	100.0

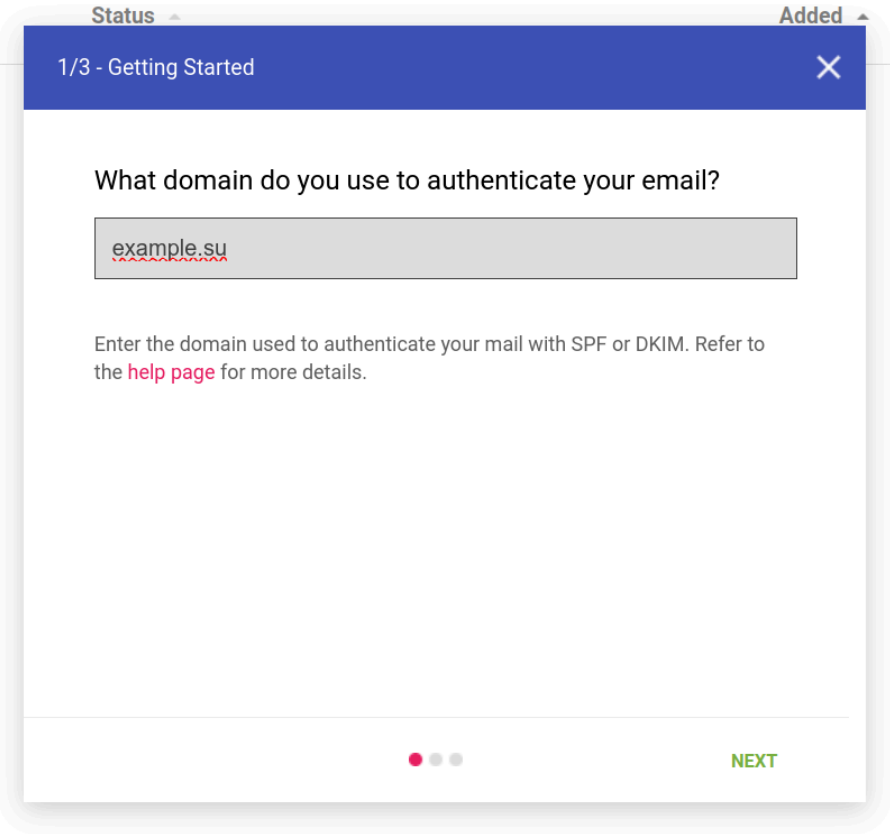
On the settings page for all domains, enter the FBL address. It will receive information about which recipients clicked the "Spam" button after receiving the message. After each mailing, Mail.ru Postmaster will display statistics on the number of emails sent and their status: "Delivered", "Probably spam", "Definitely spam".

How to set up Postmaster Tools by Gmail

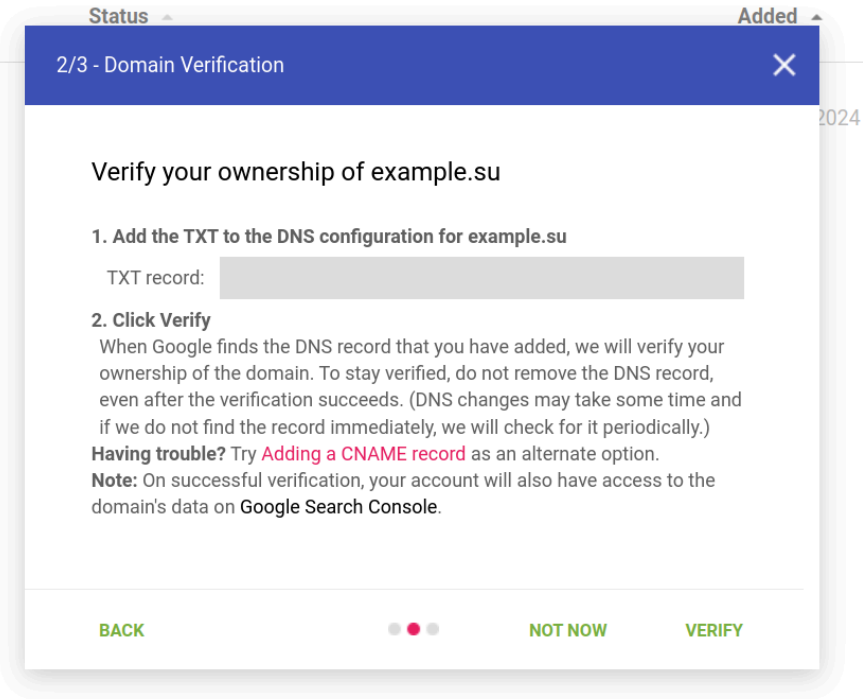
Step 1. Sign in to Postmaster Tools using your Google account.

Step 2. In the lower right corner, click the "Add" button.

Step 3. Enter your authentication domain (DKIM or SPF) and click "Next":



Step 4. Confirm domain ownership. To do this, access your DNS record and add the TXT record provided by Google. Once complete, return to Google Postmaster and select “Verify.” If the entry is not found, check that the TXT was added correctly and try again. If you have trouble adding a TXT record, Google offers a second verification method that involves adding a “CNAME” record:

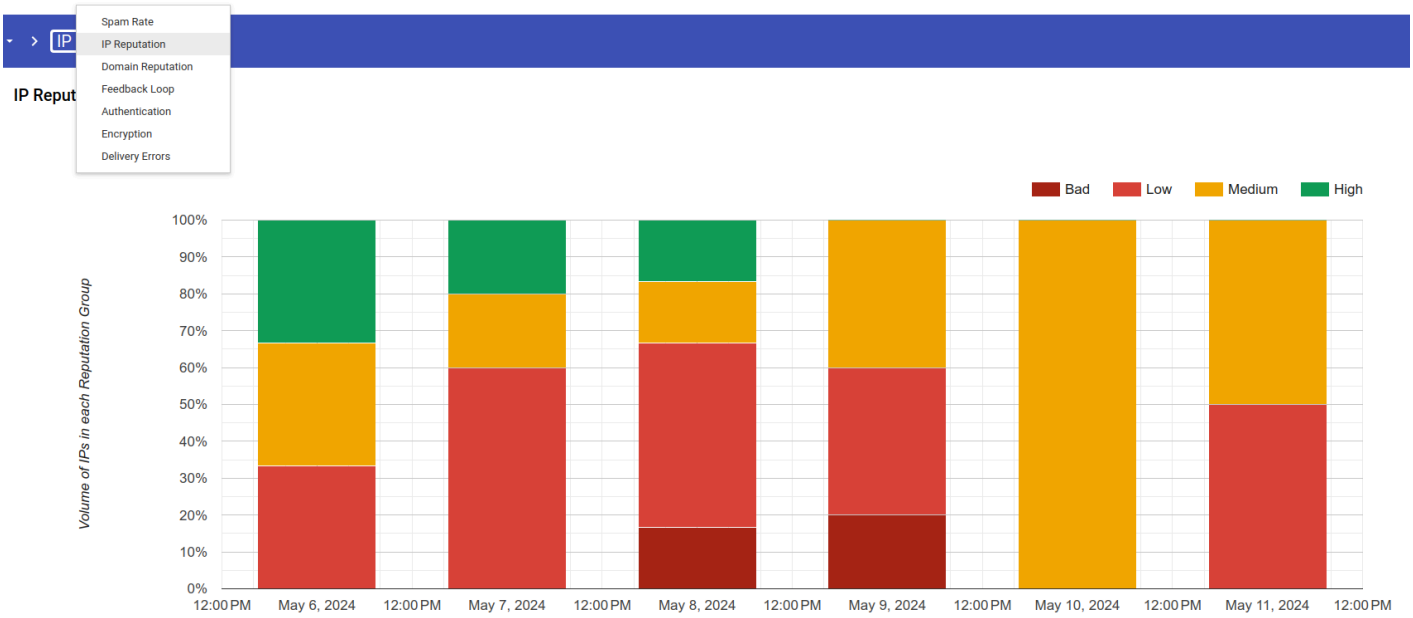


After confirming the rights to the domain, it will be displayed in the Postmaster Tools interface with the status “Verified”:

Domain	Status	Added
example.net	Verified	Aug 25, 2017
example.com	Verified	Aug 25, 2017
example.org	Verified	Dec 29, 2020
example.pro	Verified	Mar 2, 2023
example.xyz	Verified	Mar 14, 2023
example.io	Verified	Sep 25, 2023
example.su	Verified	Feb 26, 2024

Gmail Postmaster allows you to collect information about your mailings. The following data is tracked:

- **percentage of getting into spam;**
- **IP and domain reputation;**
- **information about authentication (passing DKIM, SPF and DMARC checks);**
- **information about traffic encryption (TLS share);**
- **information about delivery failures.**



All reports in Gmail Postmaster are generated in the form of graphs and tables with a selection of data for a period of 7 to 120 days. Information in reports may be missing if there is a small number of sends to Gmail mailboxes. Data will begin to be displayed when there is a sufficient amount of data (a hundred or more records) about daily traffic.

Setting up FBL forwarding

To set up FBL, the sender must add a new Feedback-ID header, consisting of parameters that uniquely identify the campaign. Such parameters are called identifiers. IDs whose messages often end up in spam or have delivery problems are displayed in the FBL panel in Postmaster Tools.

The header format is `Feedback-ID: a:b:c:SenderId`,

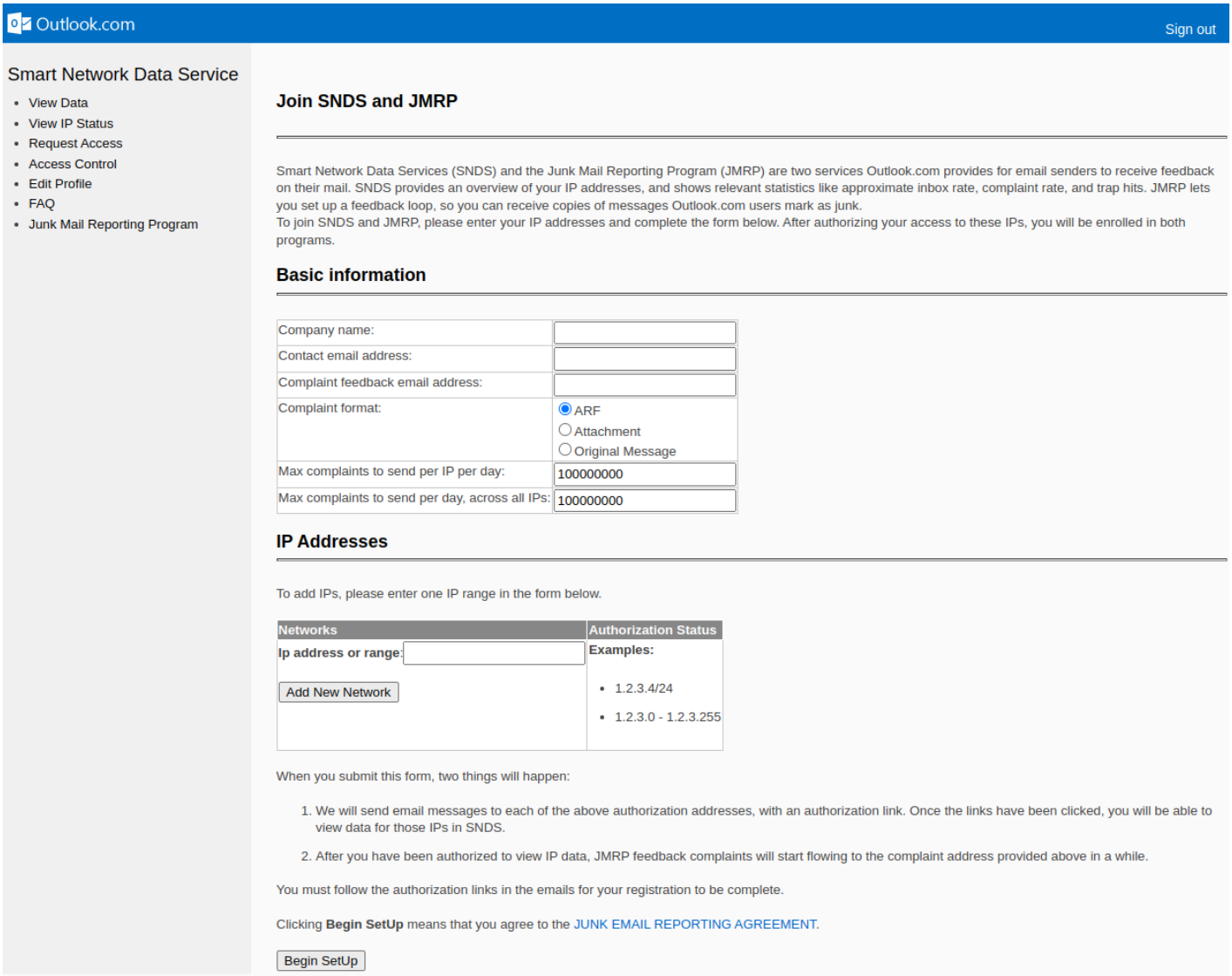
where `Feedback-ID:` is the name of the header to add, and `a, b, c:` are optional fields with which the sender can specify up to three identifiers (for example, with the name of a company or client). `SenderId` – mandatory unique

identifier selected by the sender (5–15 characters). It must be the same in all emails.

How to set up Outlook.com Postmaster

Step 1. Sign in to your Microsoft account and go to service.

Step 2. Complete and submit the form on the Junk Mail Reporting Program page. Here you need to enter all IP addresses for mailings:



Step 3. After entering the IP address, the service asks you to select mailboxes to which, after submitting the form, you will receive a message with a confirmation link. You will need to open this link.

After all requirements are met, notifications about complaints about mailings will begin to arrive at the specified mailbox.

Outlook.com Postmaster Services allows the user to:

- **Receive reports on spam incidents reported by Outlook.com users**
- **recognize potential problems with email distribution methods and content**
- **improve sender reputation by removing unwanted subscribers from lists**
- **provide general information about how users rate the email they receive and the reliability of a range of sender IP addresses based on Outlook.com system metrics**
- **see how your email is rated by spam filters**
- **track the number of users complaining about your email**

How to set up Yahoo FBL

Yahoo provides a tool for senders to unsubscribe users who complain about spam - Yahoo Complaint Feedback Loop Service (YFBL).

Step 1. For YFBL to work, you will need a mailbox like postmaster@(your_domain). Create it on the service where your domain mail is configured.

Step 2. Follow the link and fill out the required fields:

- **Company name — name of the organization;**
- **Contact Name — name of the contact person;**
- **Contact Email — email of the contact person;**
- **Reporting Email - address for receiving FBL reports;**
- **Selector — specify “*”;**
- **Request type — request type: adding, changing or deleting. Specify “Add”;**
- **Domain — the domain for which you are setting up FBL. After filling out the required fields, click the “Get Verification Code” button.**

Step 3. Find the email from the service in the created mailbox and copy the confirmation code. Paste the copied code into the appropriate field on the YFBL service page and click “Create Request”.

Please note that it takes up to 48 hours to confirm your settings and enable reporting. After successful setup, the service will work as follows: if the recipient clicks the “Spam” button in a letter from your mailing list, an FBL report will be sent to your account, and the recipient will be automatically unsubscribed from mailing lists.

Push channel

Push Notifications

Push Notifications — a powerful tool for instant audience engagement. Short personalized messages sent directly to the screens of smartphones or computers enable effective reminders about promotions, new products, or important events, even if the user is not active in the app or on the website.

Mobile Push

Mobile Push Notifications are short messages that appear on a mobile device's screen, even if the app is inactive. Thanks to personalization and targeting capabilities, these notifications help retain users' attention, increase engagement, and stimulate repeated interaction with the app.

Web Push

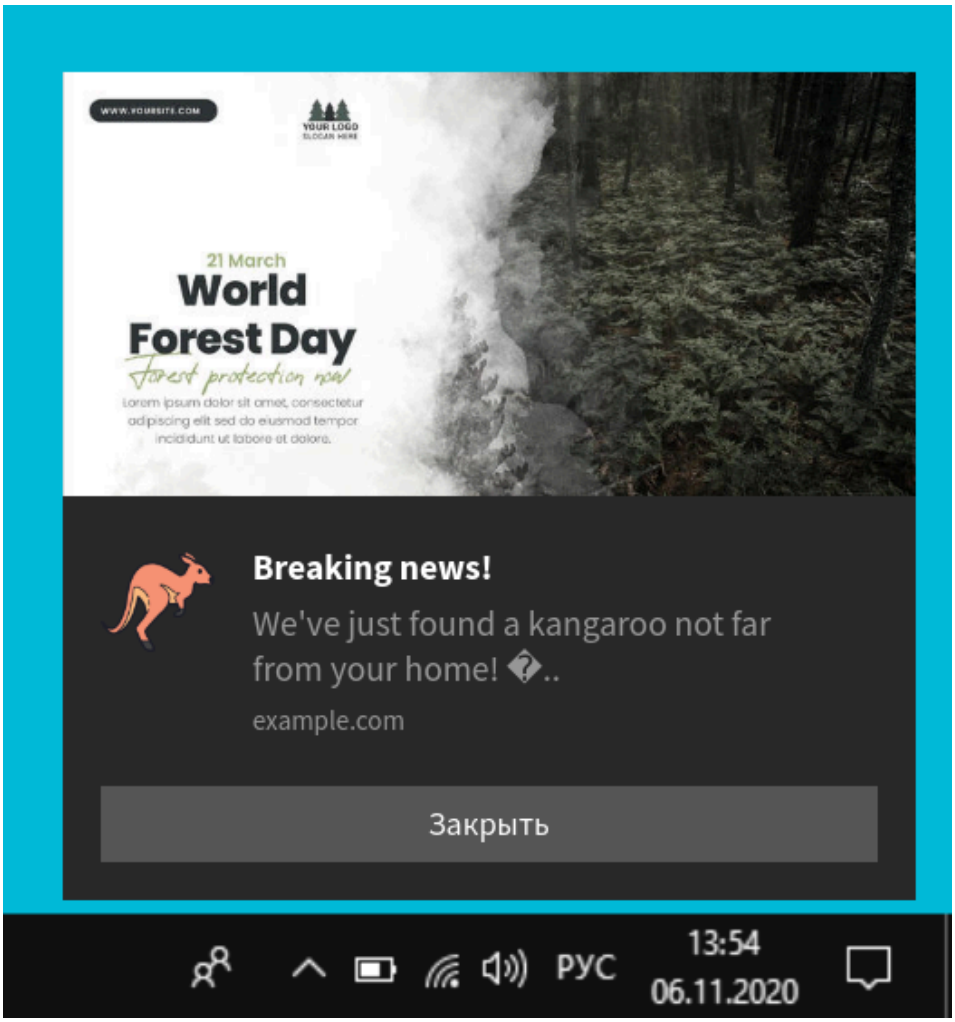
Web Push Notifications are messages that appear on the screen of a computer or mobile device via a web browser, even if the website is not open. They operate using browser technologies (such as Chrome, Safari, Firefox) and do not require an app to be installed. The main difference from Mobile Push is that Web Push does not depend on having an app. Web Push notifications can appear on both desktop and mobile browsers, making them a universal tool for engaging with your audience.

Altcraft Platform also supports sending push notifications from PWA applications.

Rich Push

The Altcraft platform supports the creation of Rich Push Notifications. They offer unique advantages by utilizing visually rich content. This not only informs the user but also engages them in interactive communication, increasing conversion and maintaining their attention. You can add to a Rich Push notification:

- **an image (banner), video, or audio;**
- **interactive elements (buttons);**
- **external links.**



To create a template for such notifications, use the Rich Push editor.

Mobile Push

Mobile Push: Setup and Connection

TIP

The setup of browser push notifications is described in a separate article.

	Mobile Push are short messages that appear on the screen of a mobile device, even if the application is inactive. Unlike Web Push, **Mobile Push notifications are delivered not to a browser but to a mobile application.**

A push notification can contain the following data:

- **Title — similar to the subject of an email message;**
- **Body — any text for the message;**
- **Icon — an image within the notification;**
- **Redirect link — directs the user when clicking on the push notification.**

The following providers are used to send these notifications:

Service	Supported OS
Google Firebase Cloud Messaging	Android, iOS
Apple Push Notification Service	iOS
Yandex.AppMetrica	Android, iOS
Huawei Mobile Services	Android, iOS
RuStore	Android

How to Set Up and Connect Mobile Push Notifications

Settings & implementation

Mobile push: settings & implementation

TIP

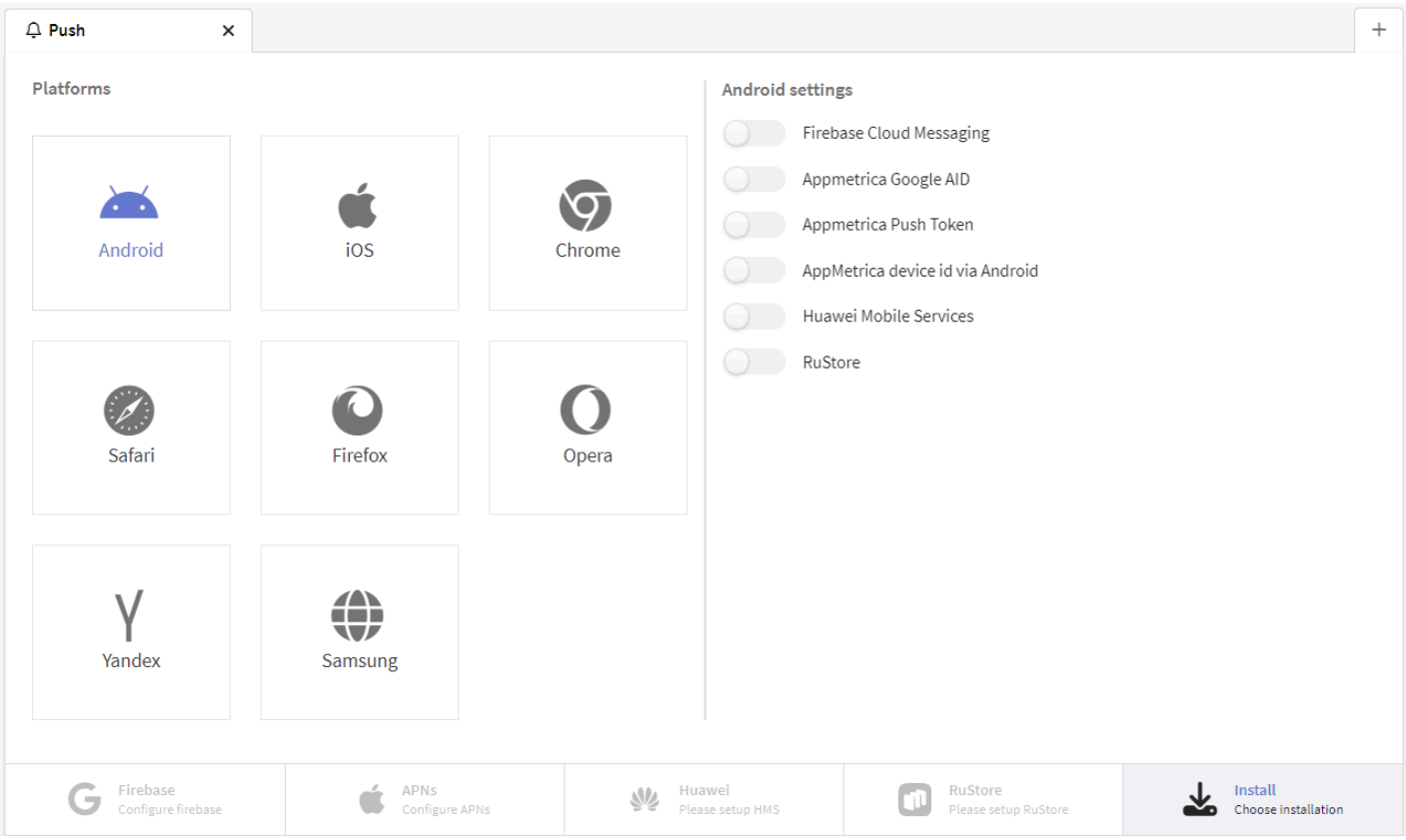
If you want to set up web browser push, see this guide!

Description

Mobile push notifications are displayed in your customers' mobile device message center, in the upper part of the screen most commonly. They are allowed by default on application installation — thus you can start engaging your customers right away and increase your app conversion.

In Altcraft Platform, there are 5 mobile push options:

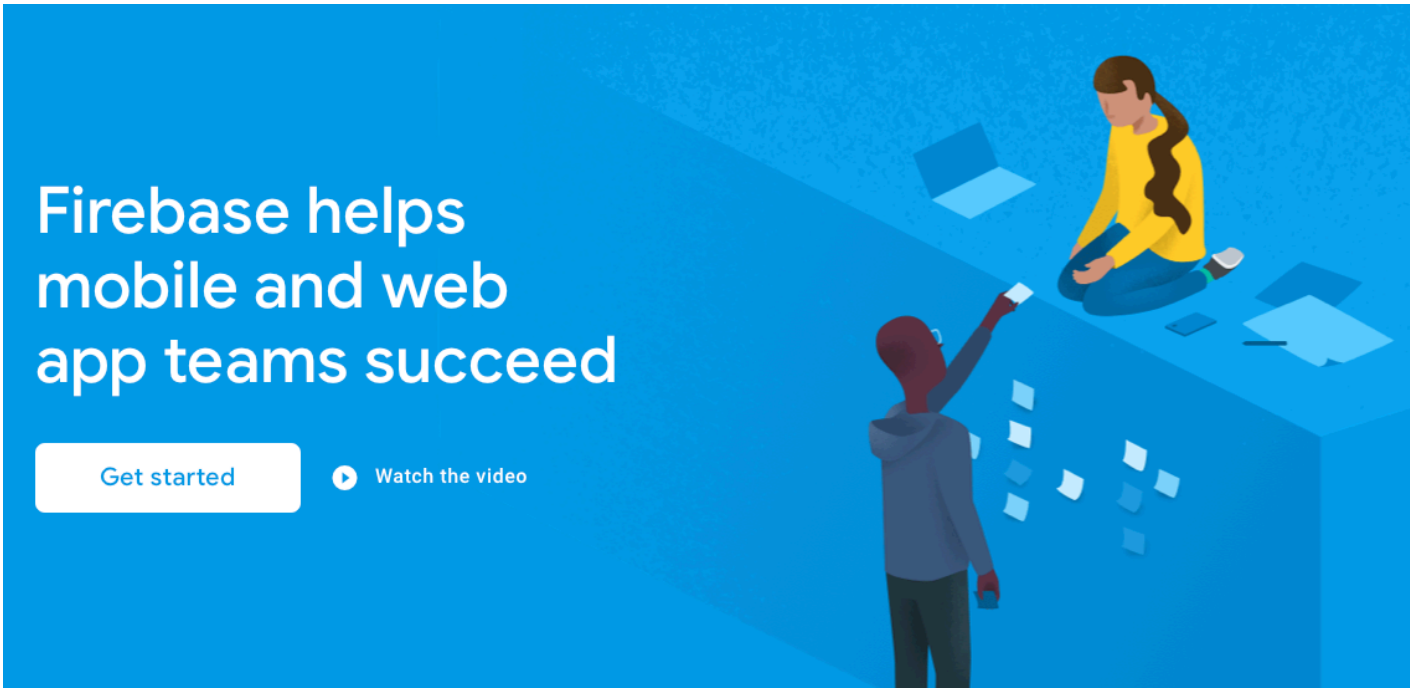
- **Google Firebase Cloud Messaging — for both Android & iOS.**
- **Apple Push Notification Service — iOS apps only.**
- **Yandex.AppMetrica — for both Android & iOS.**
- **Huawei Mobile Services — for both Android & iOS.**
- **RuStore — Android apps only.**



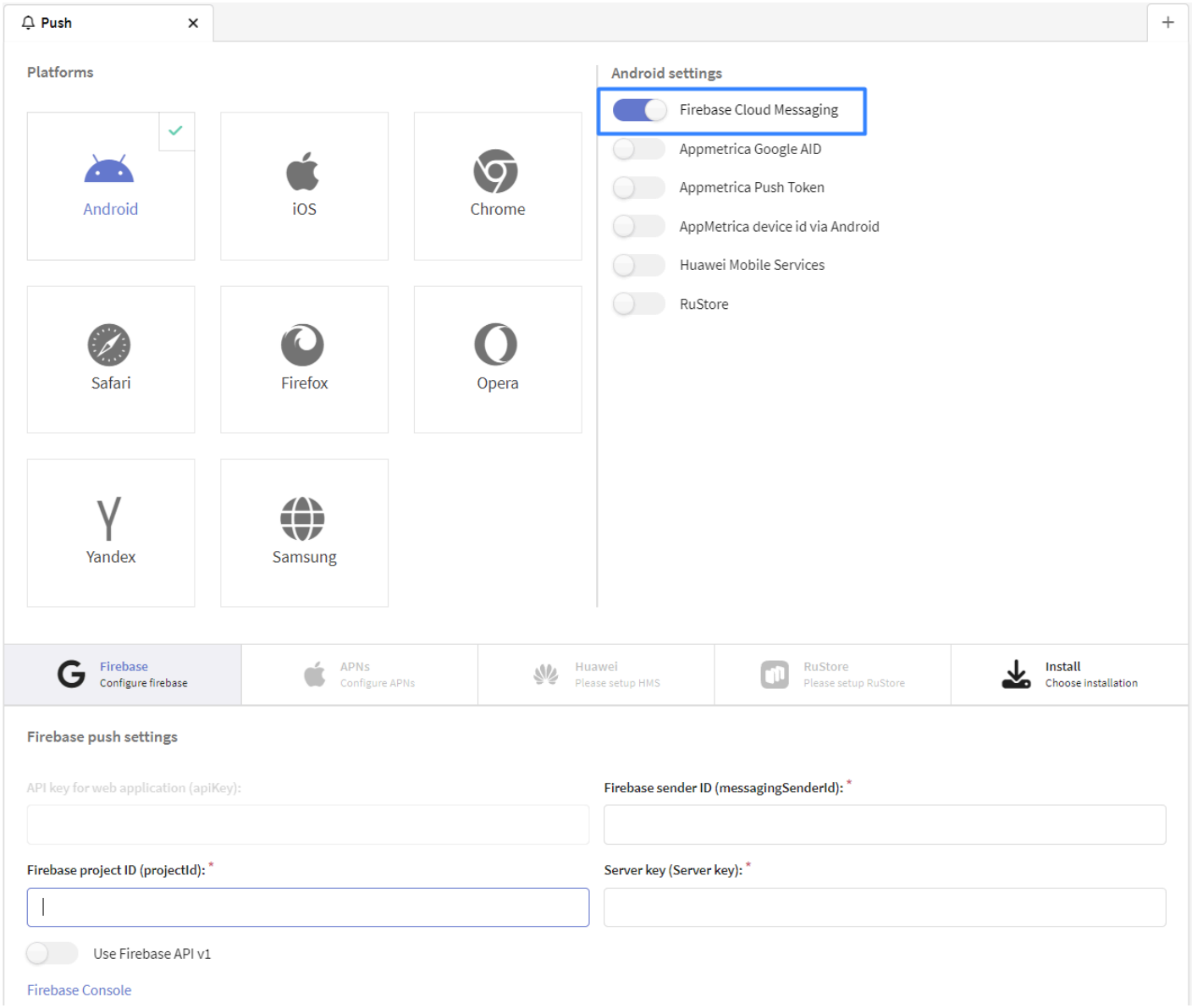
Configuring push for Android and iOS

Firebase Cloud messaging

	Firebase cloud messaging is used as a cross-platform and a cross-browser solution to activate push notifications for Mozilla Firefox, Opera, Google Chrome and both iOS and Android applications. You can configure both platforms within one Resource. The first step is to create a project at Firebase Console.



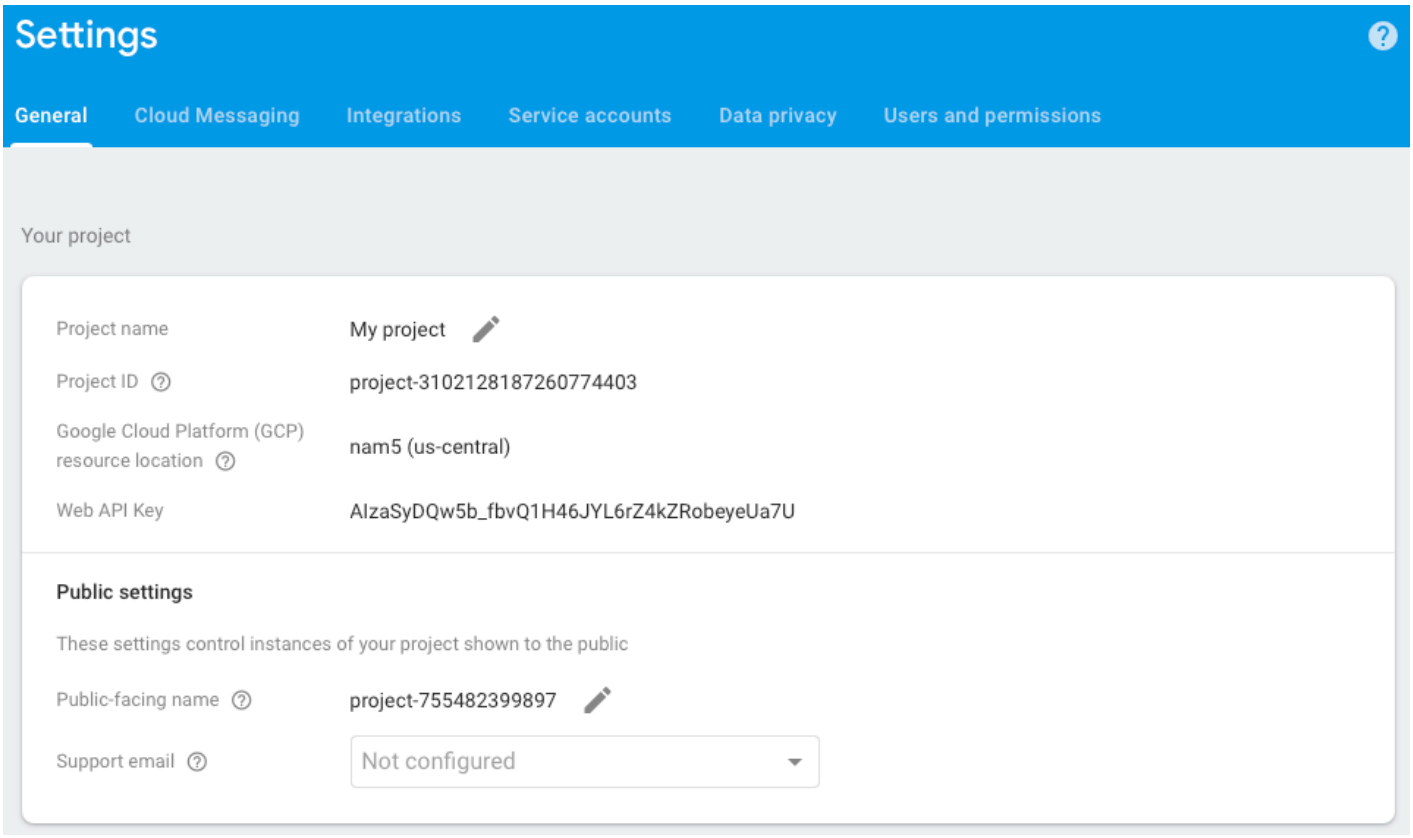
In Altcraft Marketing select or create a Resource, where you will activate Firebase Cloud Messaging for supported mobile platforms. On activation Firebase section becomes active in the lower part of the form:



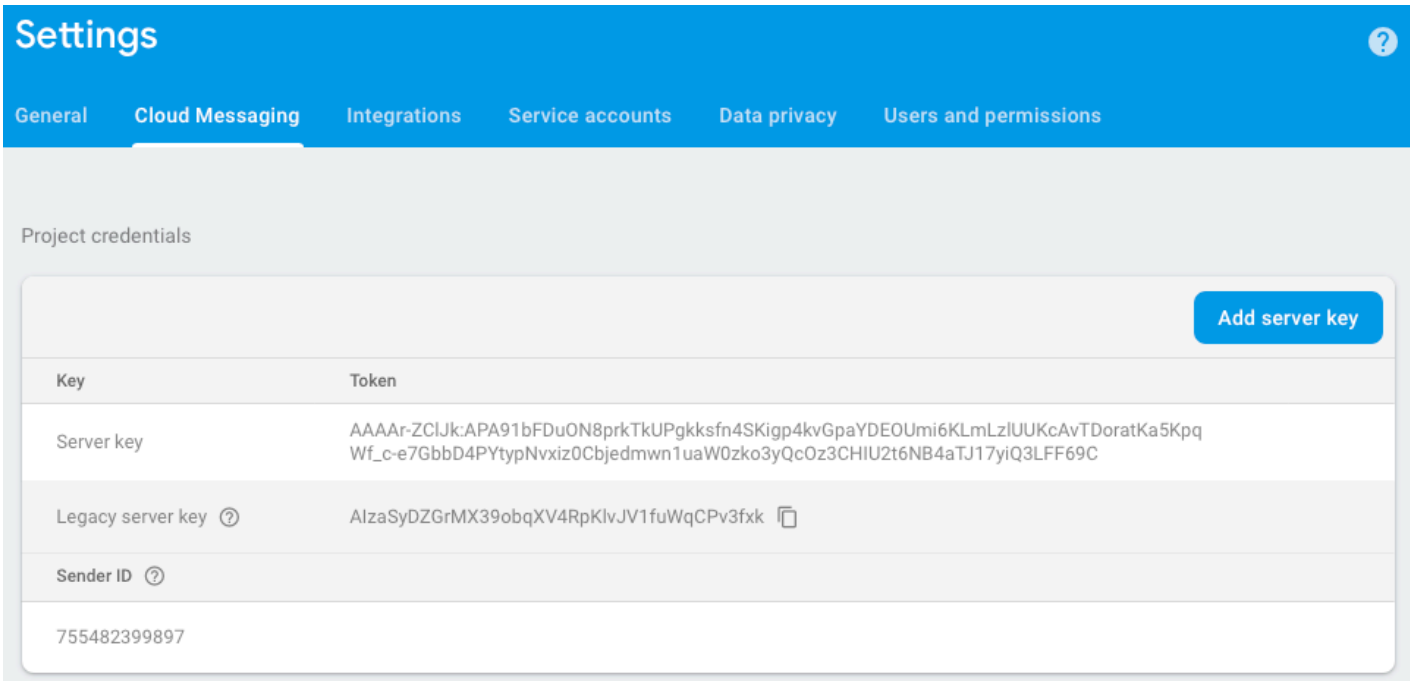
You would need the following information, retrieved from your Firebase project:

- **Firebase API key (Web API key)**
- **Firebase project ID**
- **Server key**
- **Firebase sender ID**

Project ID and Web API key can be found in Project settings in General tab.



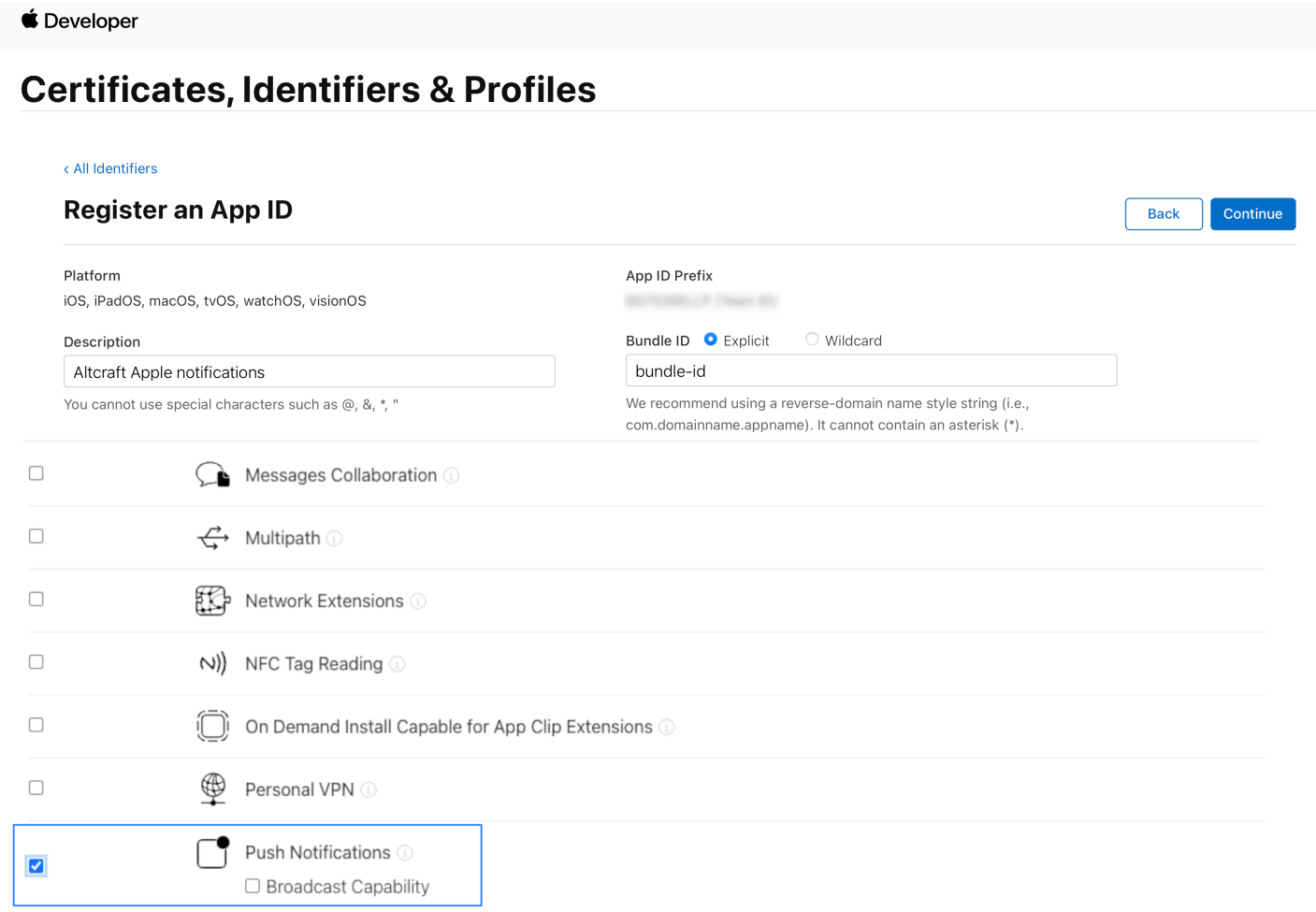
Server key and Sender ID are found in the Cloud messaging tab also in Project settings.



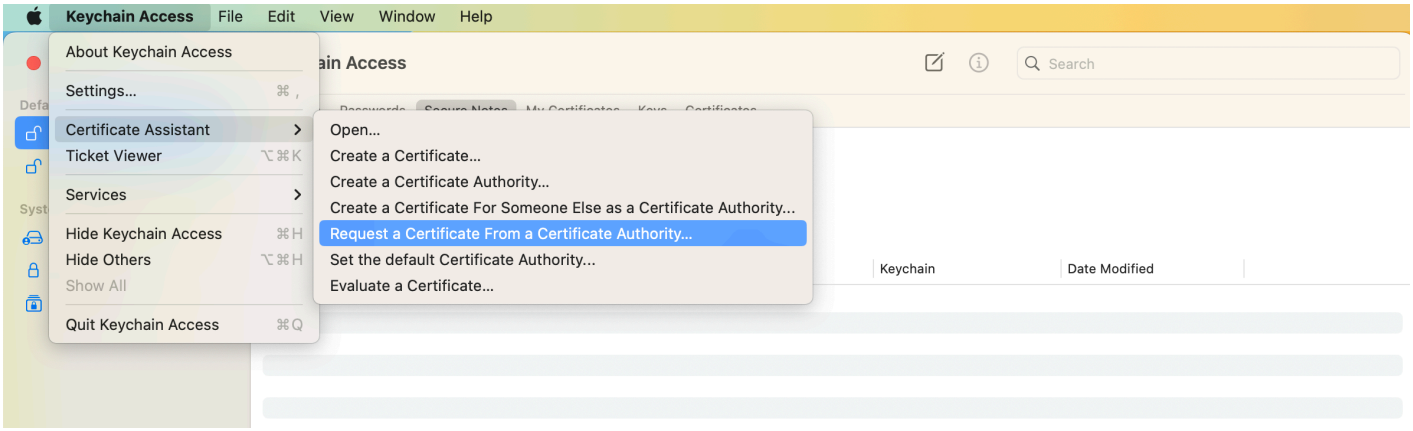
Apple Push Notification service

	**Apple Push Notification service allows you to send push notifications from mobile apps to iOS devices. You need an Apple Developer account and a macOS device to set up the service.**

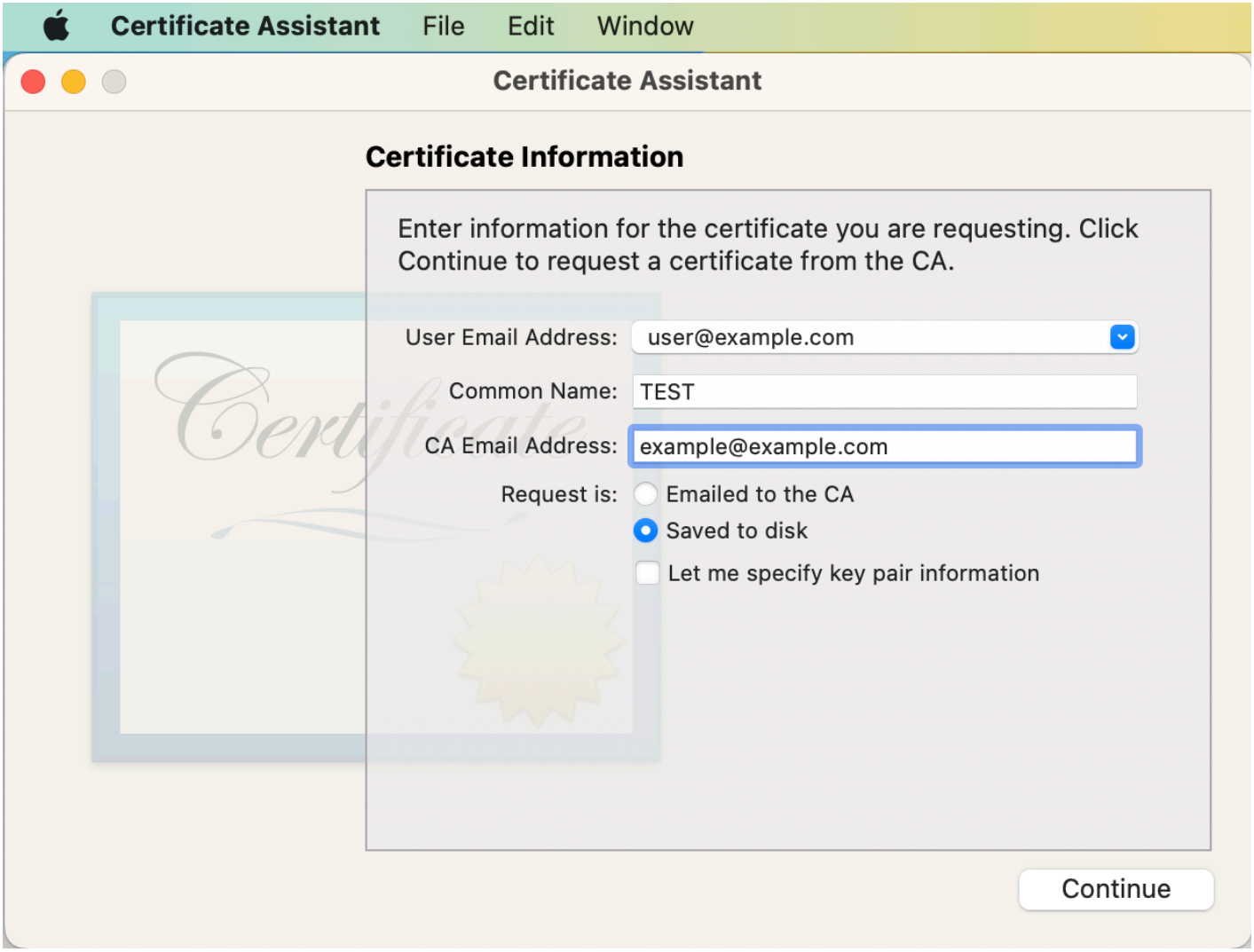
Go [to the Apple Developer website](#) to "Account " — “Certificates, Identifiers & Profiles” — “Identifiers”. Create a new identifier. Select the App IDs option, then App. Enter a title in the Description field, specify the Bundle ID of the application in the appropriate field, select the Explicit option, then select Push Notifications from the list below and register the ID:



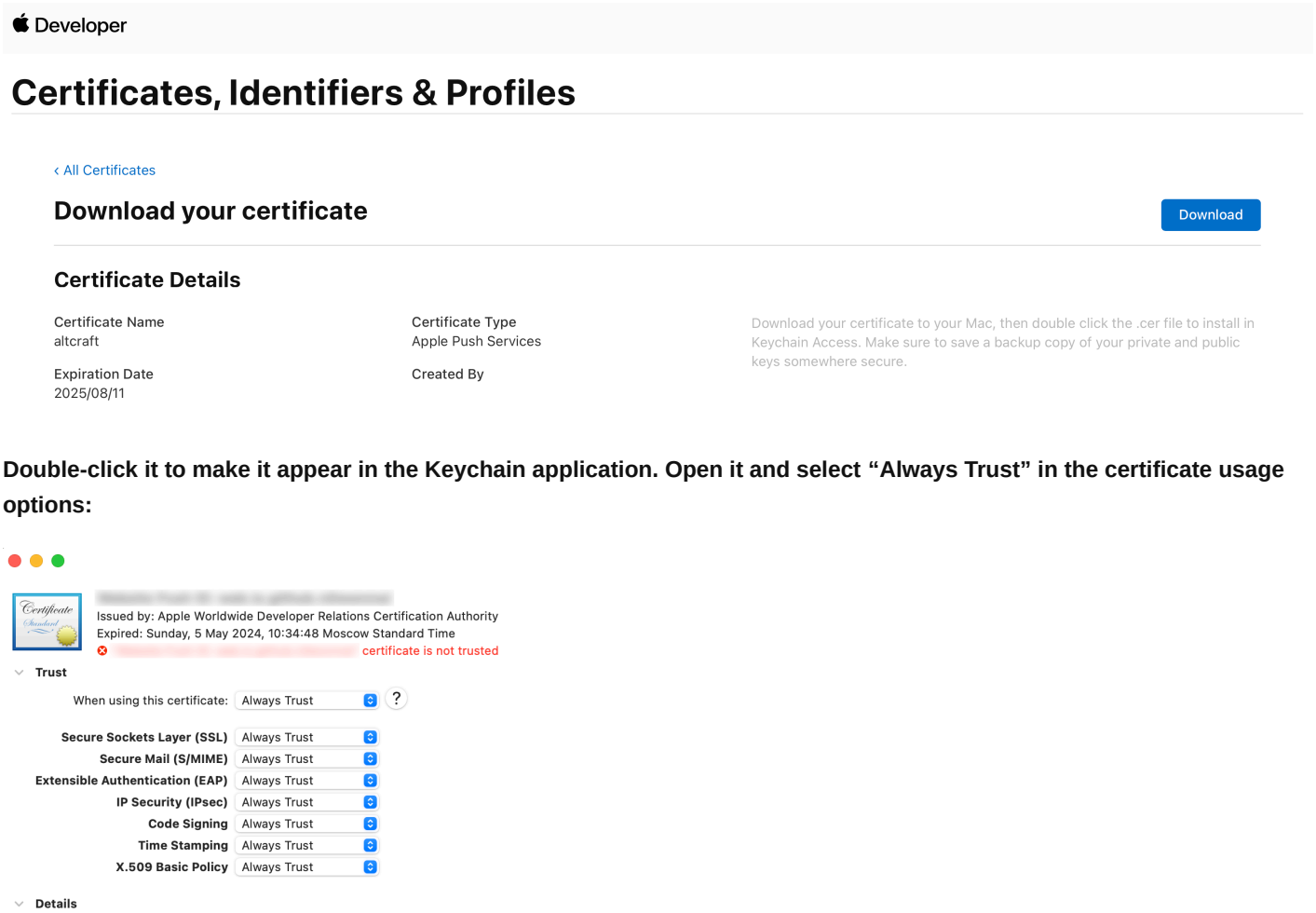
Open the “Keychain” application on your device. Go to “Default Keychains” — “Login”, select "Certificate Assistant " — “Request a Certificate From a Certificate Authority” from the menu:



In the window that opens, fill in the required fields and select “Saved to disk”. Save the certificate on the device:



Go back to "Certificates, Identifiers & Profiles " — "Certificates " on the website. Create a new certificate. In the Services list, select Apple Push Notification service SSL (Sandbox & Production). In the next item, find your application in the AppID drop-down list. Upload the certificate you created earlier into the appropriate field. Save the resulting Apple certificate to your device:

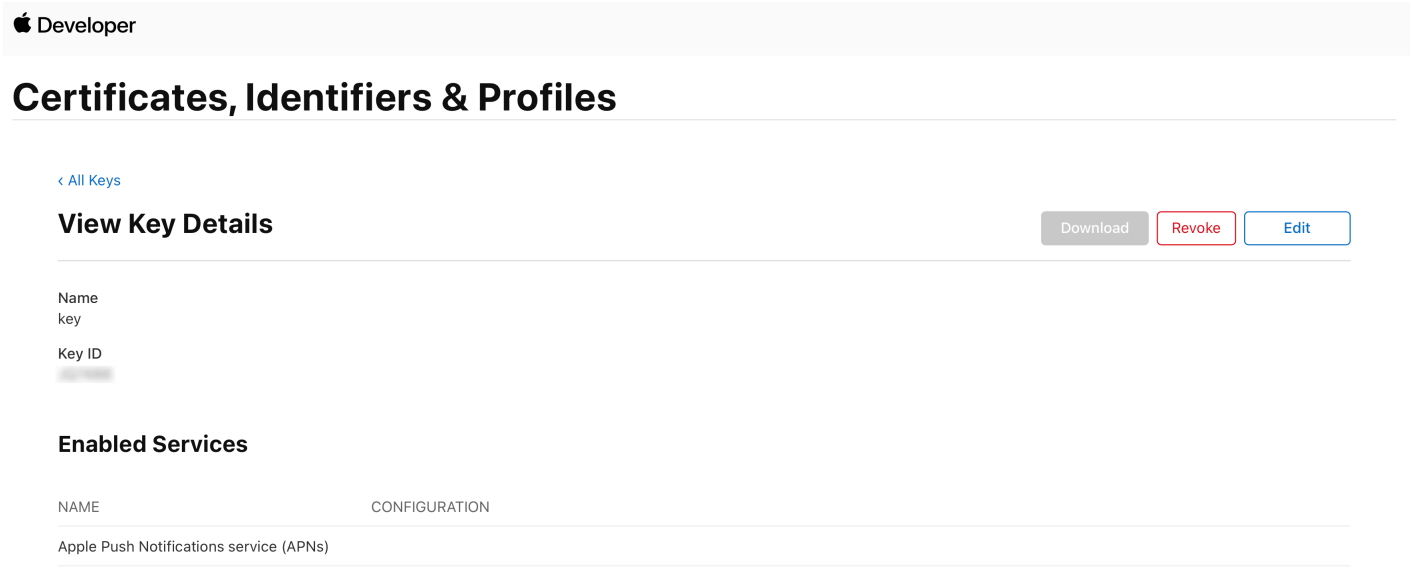


Double-click it to make it appear in the Keychain application. Open it and select “Always Trust” in the certificate usage options:

The next steps depend on whether you want to use token or certificate authentication.

Token authentication

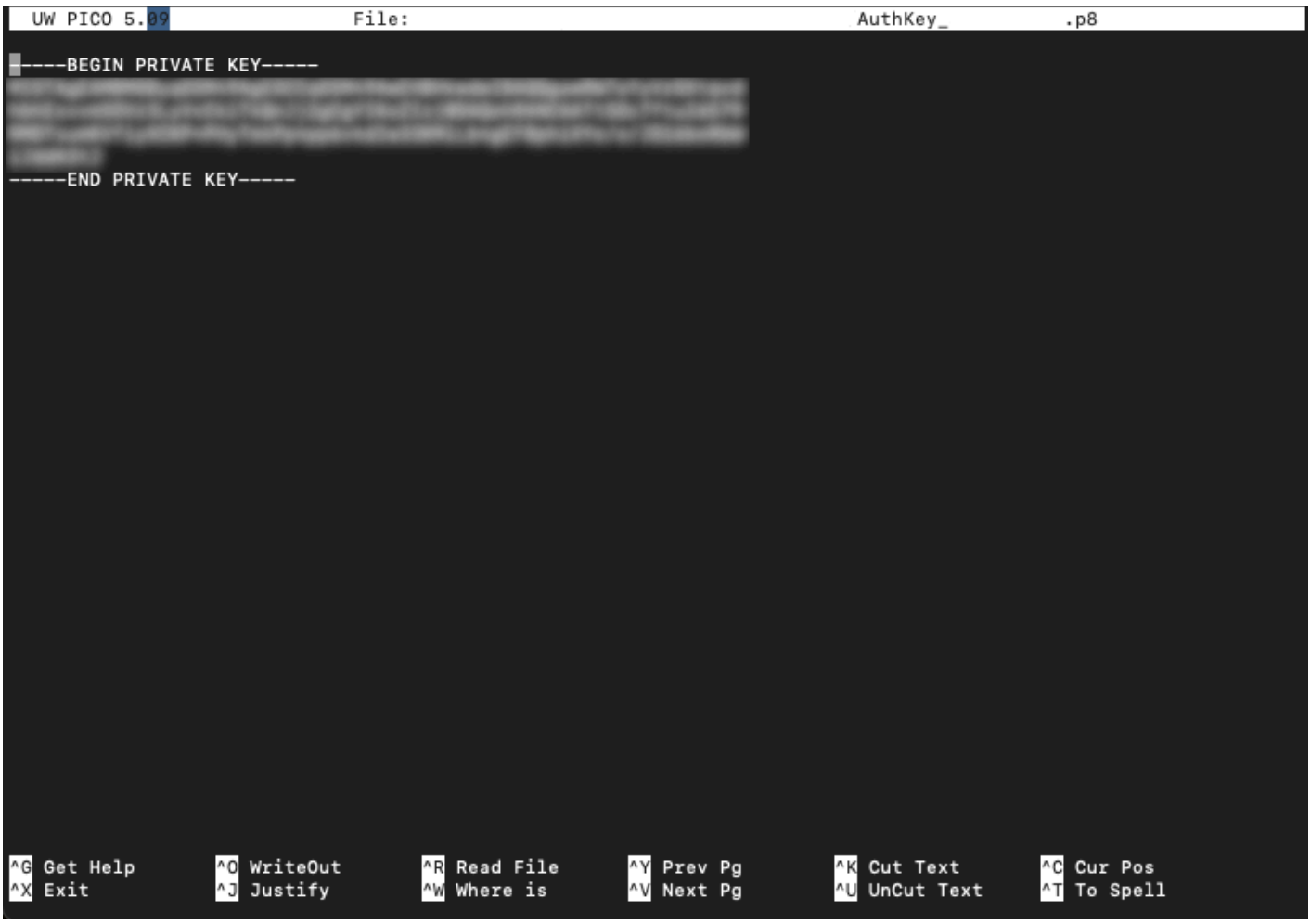
On the Apple Developer site, go to “Certificates, Identifiers & Profiles” — “Keys”. Create a new key. Specify the name of the key and its type — APNs, click “Continue”, then “Register”. Make a note of Key ID, it will be required to configure the resource on the platform:



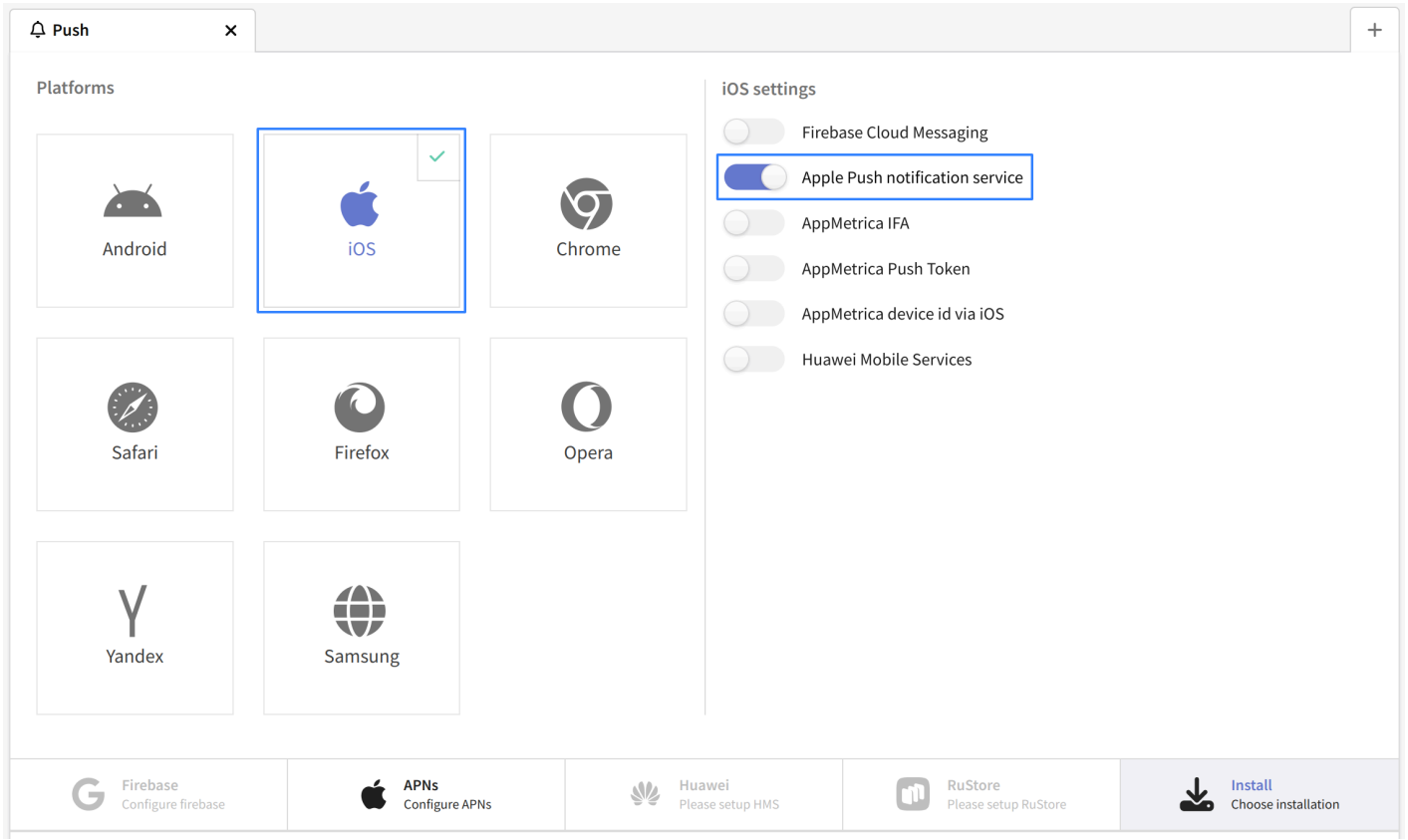
Download the key to your device. You need to open it with any text editor. The signature key is contained inside. You will need to specify it in the appropriate field when configuring the resource.

CAUTION

The key can only be downloaded one time. If you can’t download it now, click “Done” and come back when you can.

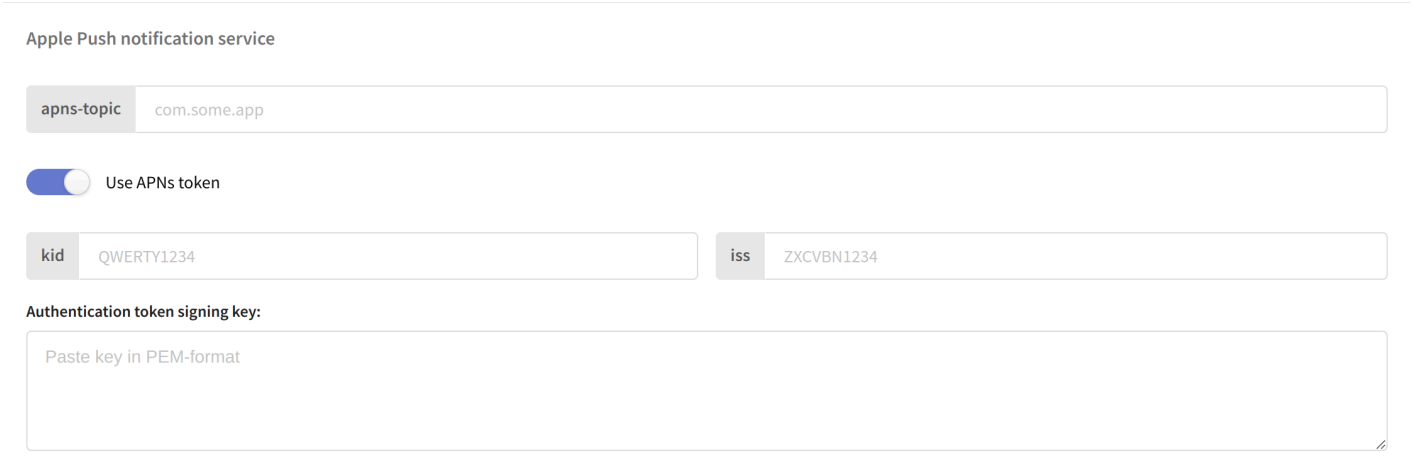


On the Altcraft platform, create a resource for the push channel, select the iOS platform and enable the Apple Push Notification service switch:



Activate the “Use APNs token” switch in the settings below. Fill in the following fields:

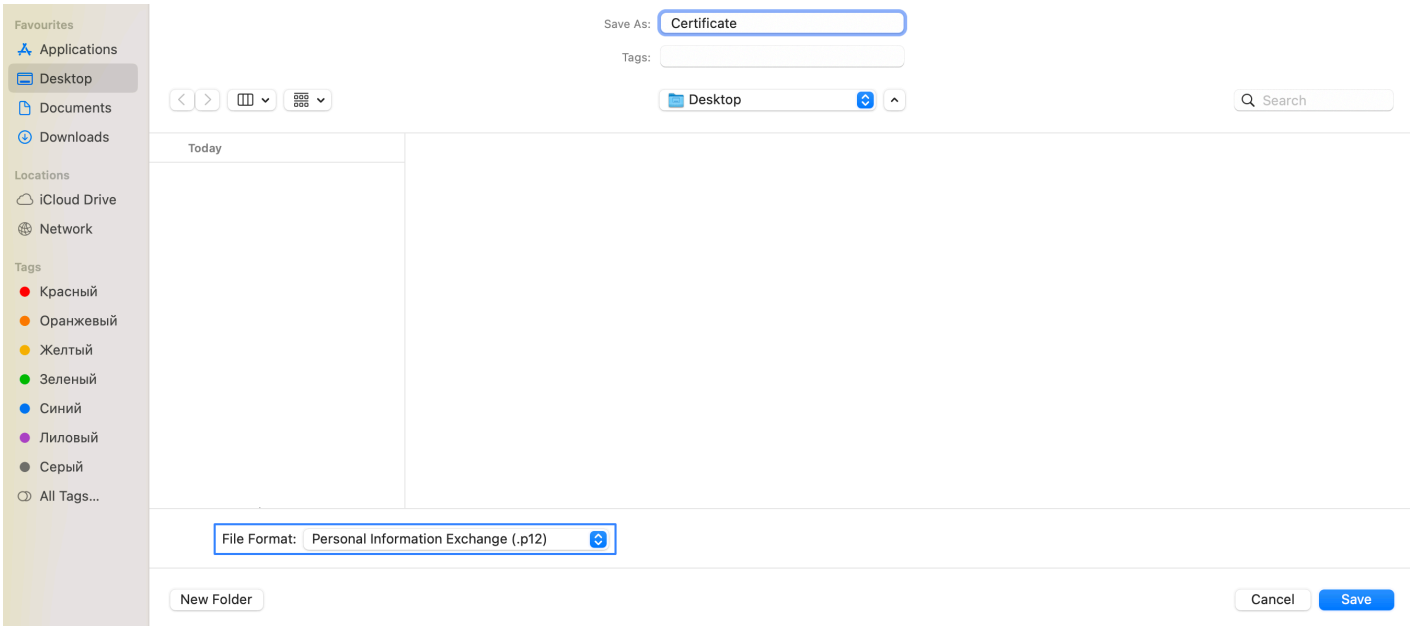
- **apns-topic — Bundle ID of the application.**
- **kid — KeyID value of the key.**
- **iss — Team ID, usually found in the developer account on the Apple Developer site.**
- **Signature Key — The contents of the key file downloaded earlier.**



Save the configured resource using the buttons at the top of the page. The platform is ready to send notifications using APNs.

Certificate authentication

In the Keychain application, right-click the created certificate and export it. Select the .p12 format. If necessary, set a password for the certificate:



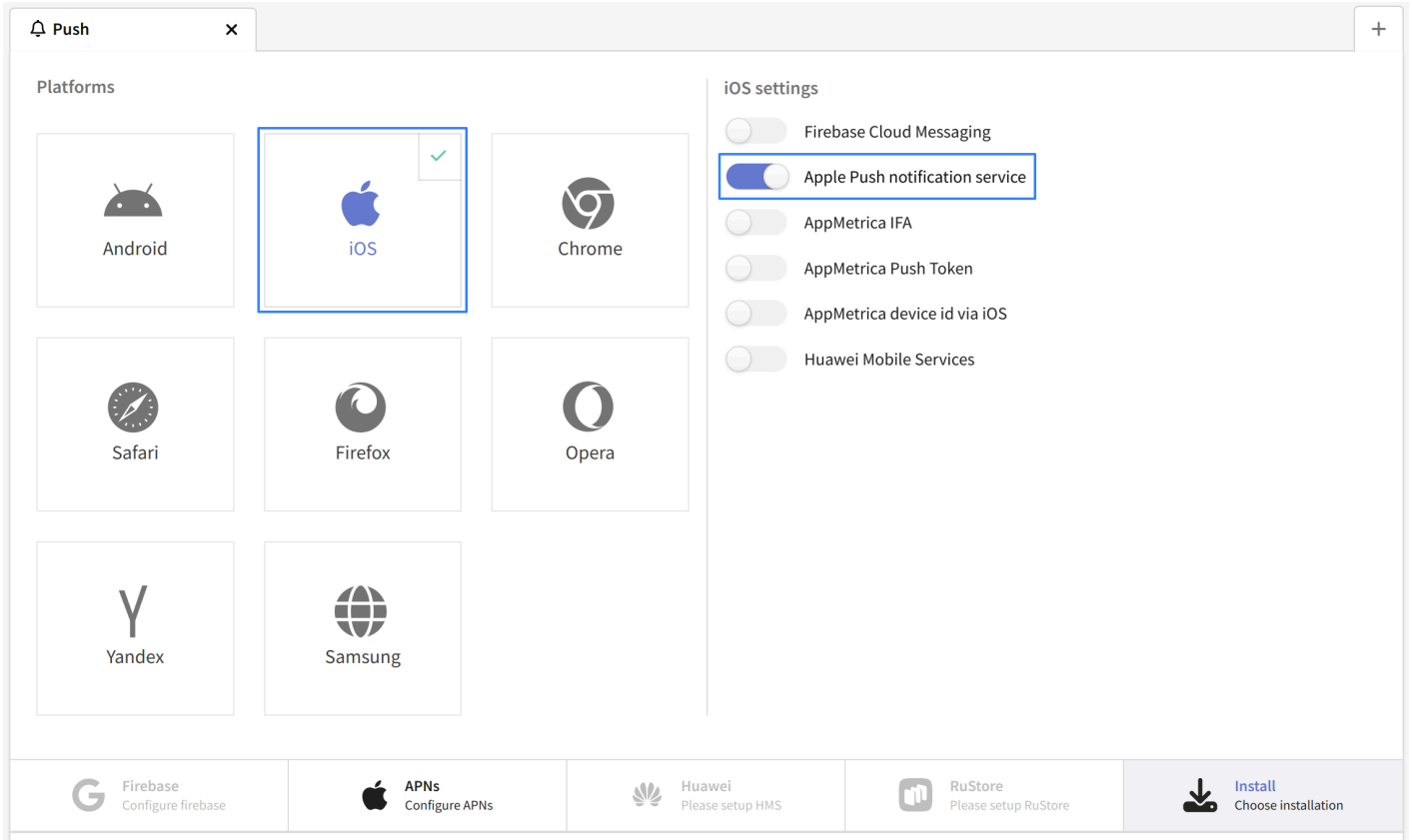
Using terminal navigate to the folder where you exported the certificate. Create a pem key using the command `openssl pkcs12 -in filename.p12 -out filename.key.pem -nocerts -nodes`, where `filename.p12` is the name of the exported file and `filename.key.pem` is the name of the key pem file to be created.

Without closing the terminal or navigating to other folders, create a pem certificate using the `openssl pkcs12 -in filename.p12 -out filename.crt.pem -clcerts -nokeys` command similar to the command above (`filename.p12` is the source file, `filename.crt.pem` is the destination file).

Open these files with the nano editor and copy the key and certificate value:

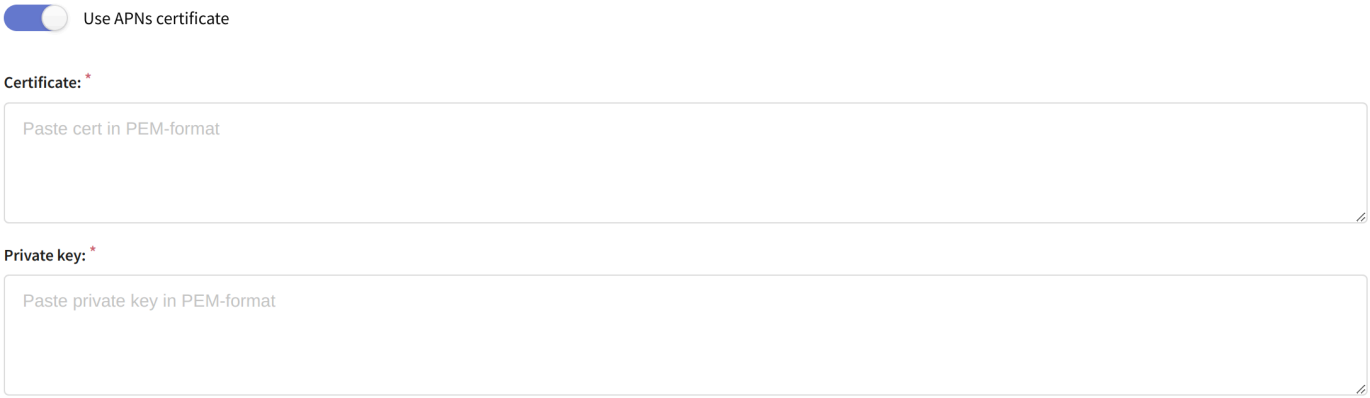


On the Altcraft platform, create a resource for the push channel, select the iOS platform and enable the Apple Push Notification service switch:



Activate the "Use APNs certificate " switch in the settings below. Fill in the following fields:

- **Certificate — the value of the pem certificate you created.**
- **Private Key — the value of the pem key you created.**



Save the configured resource using the buttons at the top of the page. The platform is ready to send notifications using APNs.

Yandex.AppMetrica push SDK

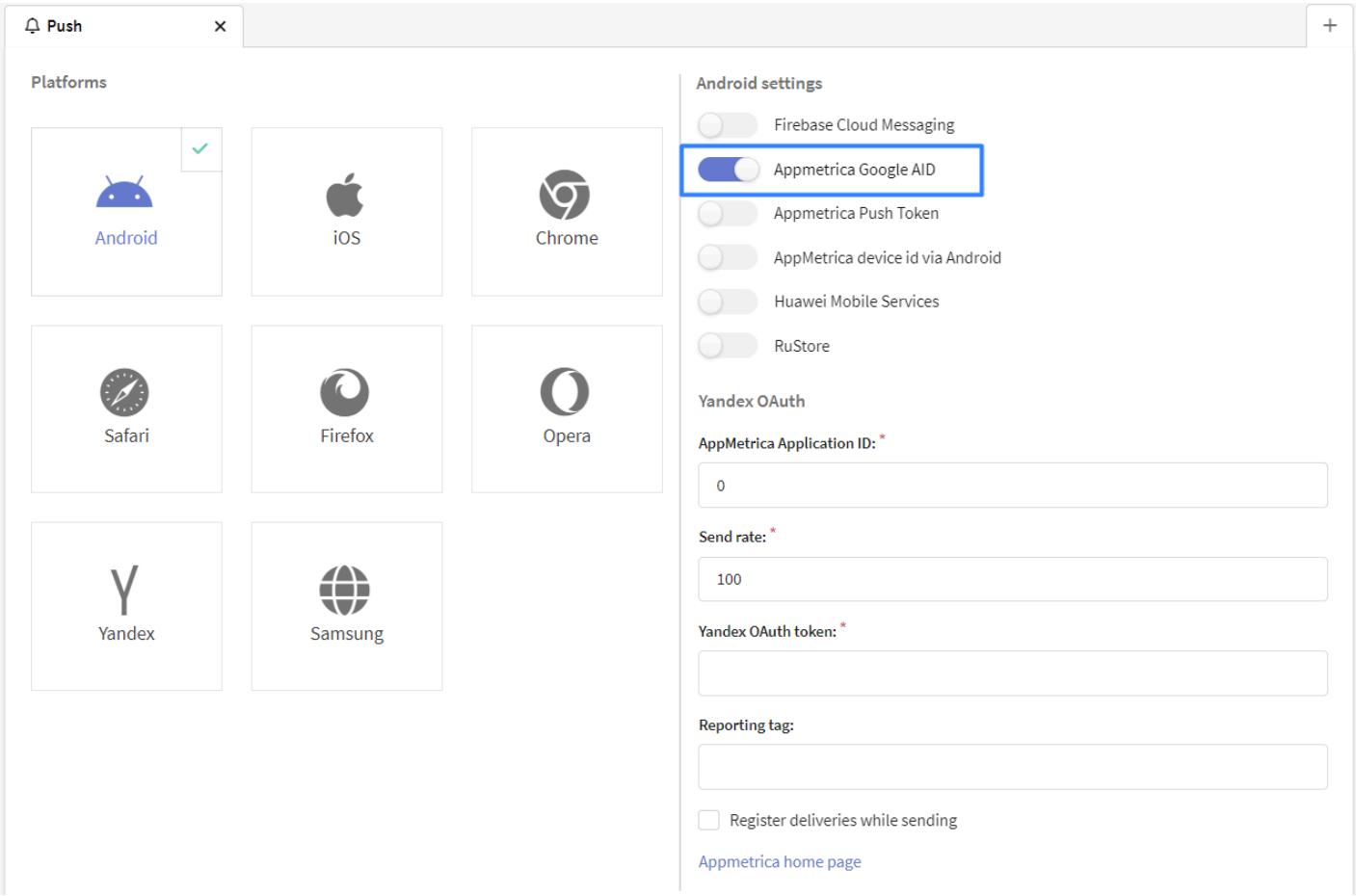
AppMetrica	**Yandex AppMetrica platform can be used as well to send mobile push notifications. AppMetrica push SDK must be integrated into your applications to do this. Yandex documentation is available here: Yandex AppMetrica documentation.**

CAUTION

Note that AppMetrica uses Google Firebase push SDK to deliver messages. You will want to implement it in your application.

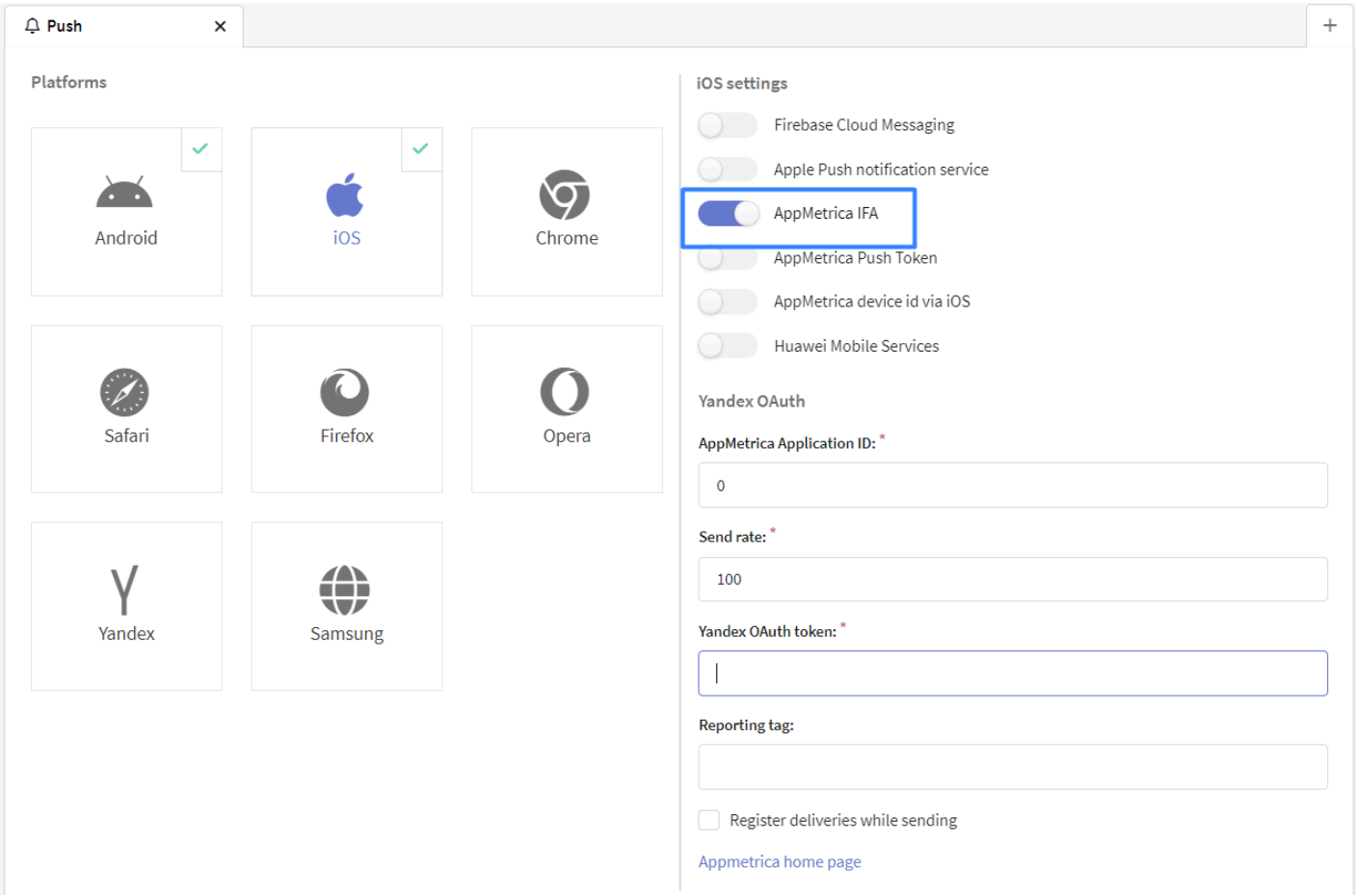
The following data can be used as push subscription source:

- **AppMetrica device ID — unique AppMetrica device identifier for both OS.**
- **iOS IFA — Apple advertising ID only for iOS.**
- **Google AID — Google advertising ID only for Android.**
- **Android Push token and iOS Push token — AppMetrica SDK tokens for both OS.**



To access AppMetrica, you will need AppMetrica API token. For each application you will also get a unique AppMetrica Application ID. You can get this data in AppMetrica application settings.

Send rate parameter limits maximum sending speed per second. You can specify a custom Reporting tag that will be used in AppMetrica analytic reports:



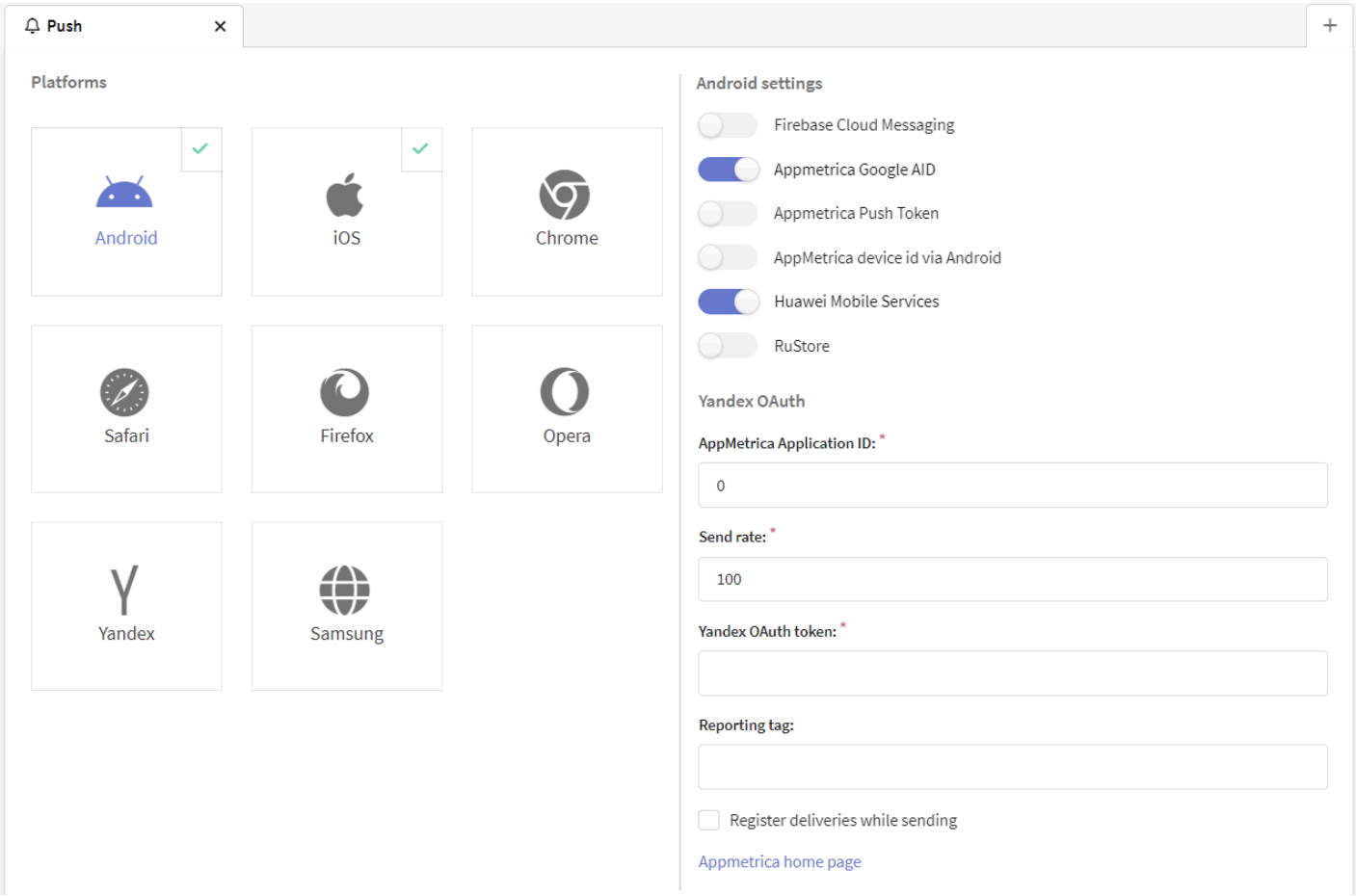
TIP

AppMetrica push subscriptions can be formed automatically. Yandex.AppMetrica events integration can manage this and much more. Contact us to get more information.

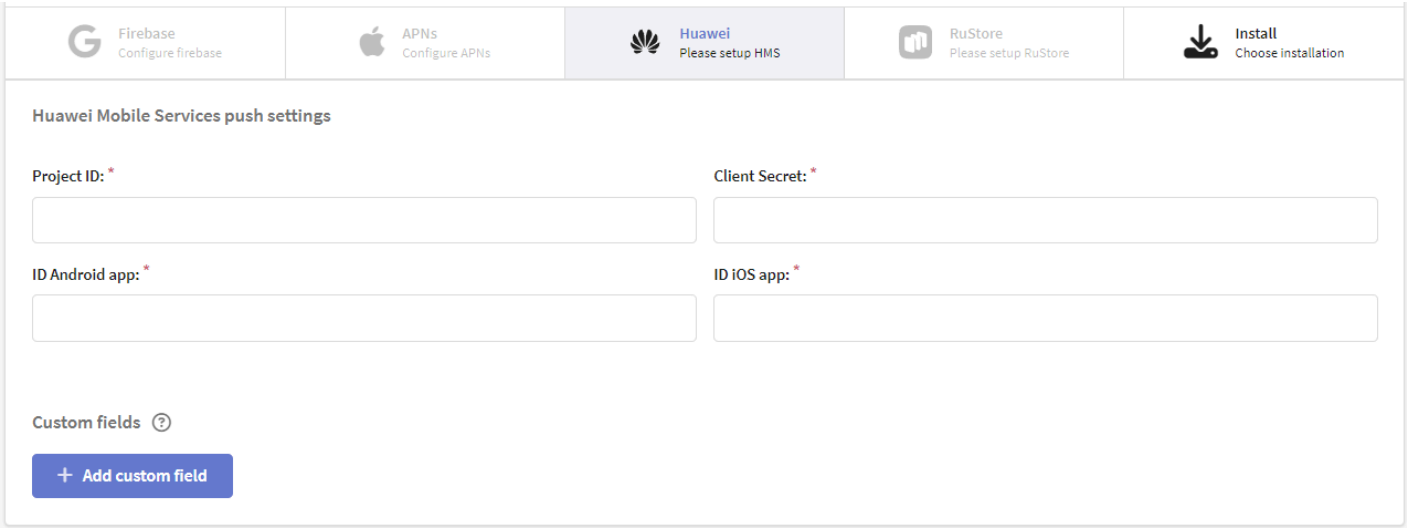
Huawei Mobile Services

HUAWEI	**Huawei Mobile Services allows you to send push notifications from Huawei-supported apps to Android and iOS devices.**

Go to resource editor and activate Huawei Mobile Services for Android and iOS apps:

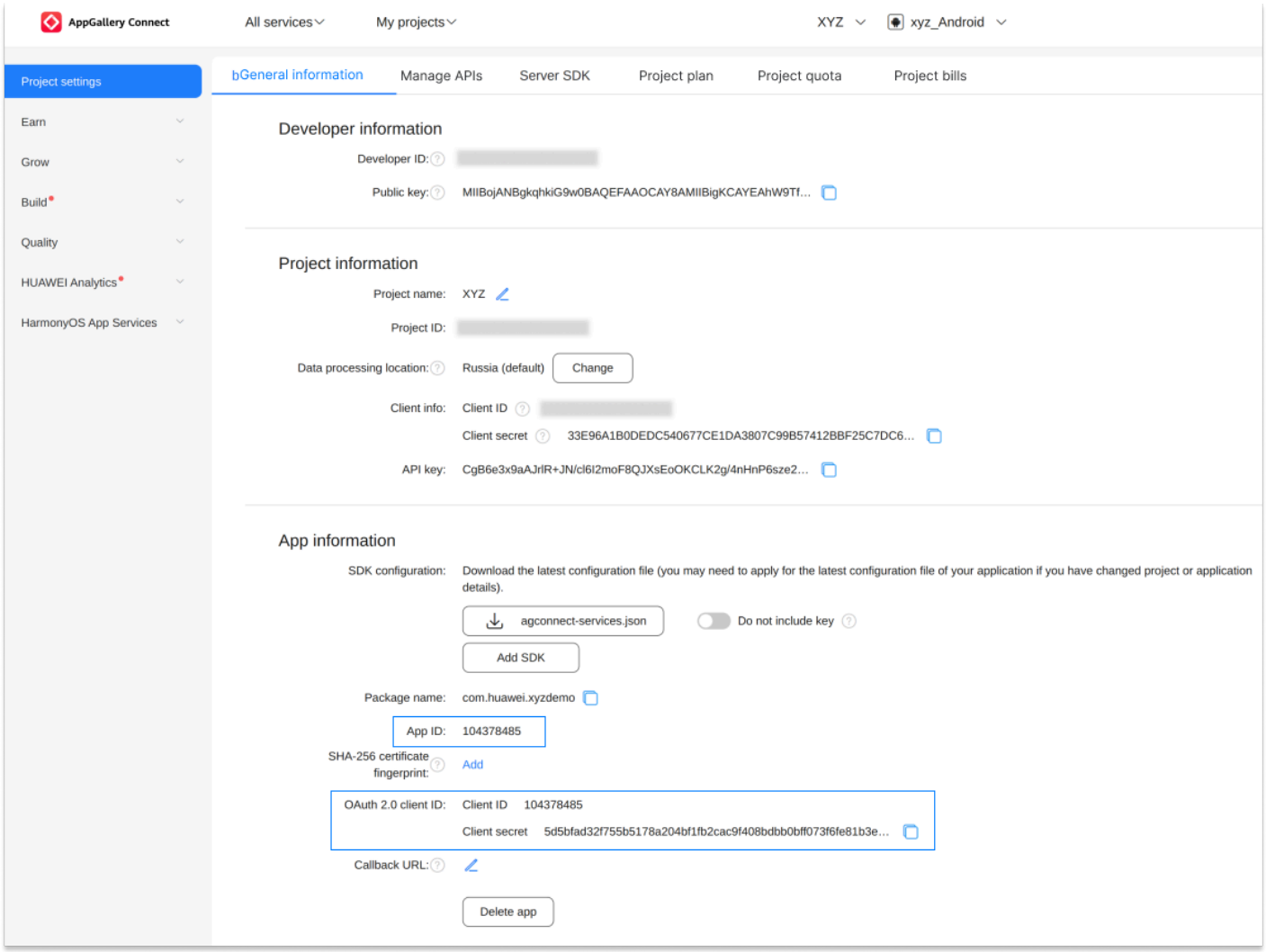


In the panel below, select Huawei. Enter app information for setup:



You can find the Project ID, Client Secret and IDs of Android or iOS apps in your project settings. To do this, open the console in your Huawei developer account and go to AppGallery Connect → My projects. In the top panel, select the application for which you want to configure the sending of push notifications.

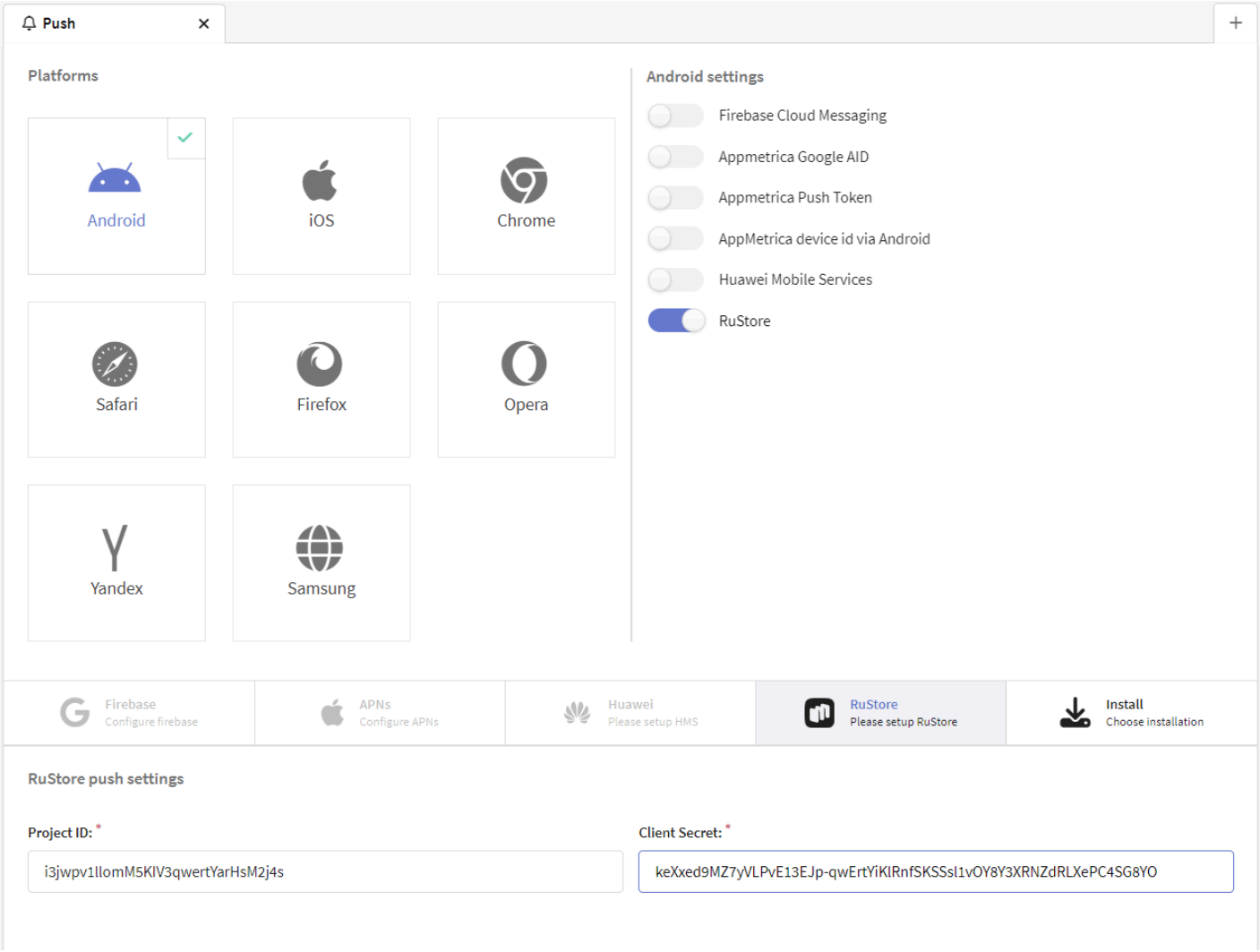
Use app information. Note that App ID = Client ID = Project ID.



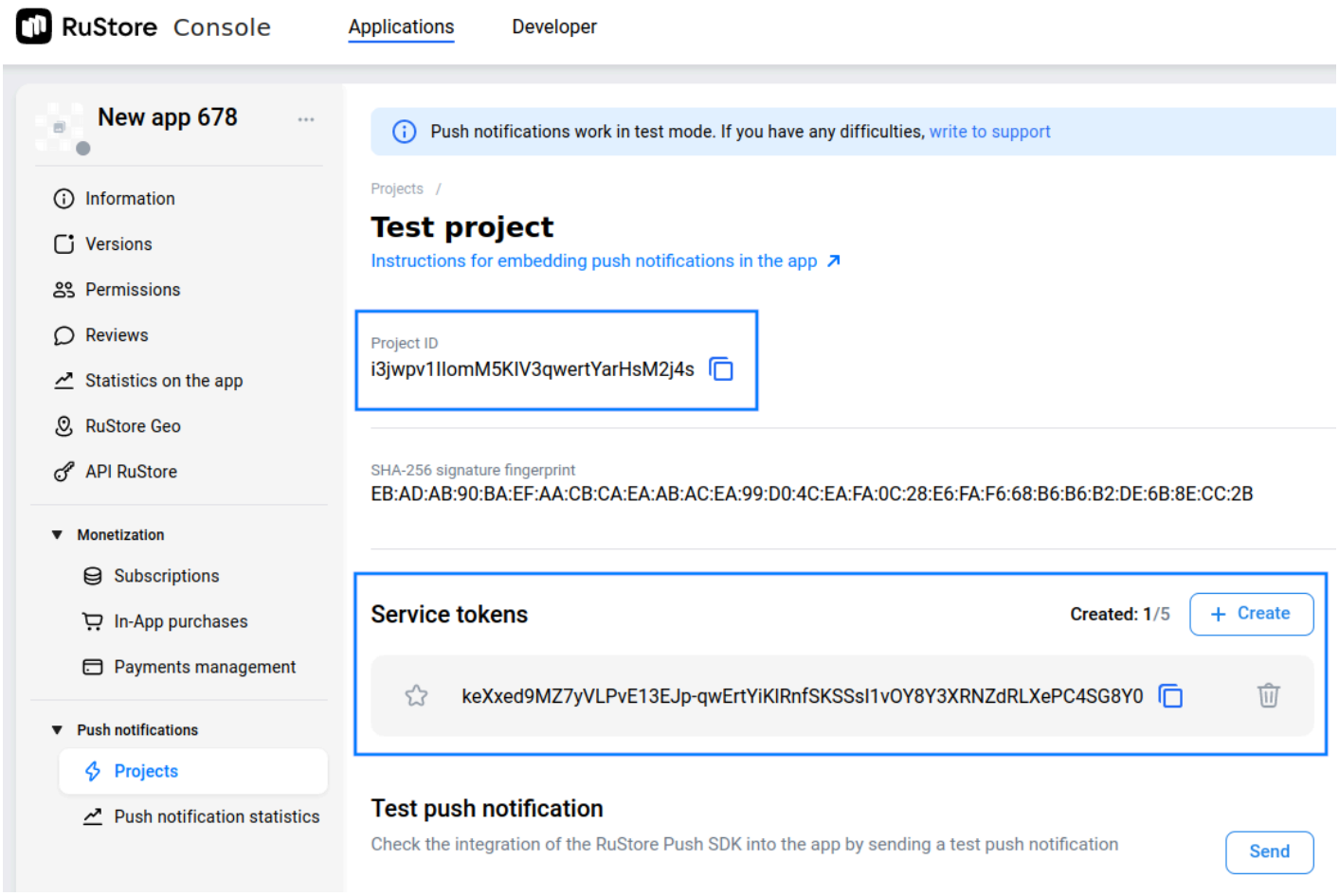
RuStore

RuStore	**The RuStore service allows you to send push notifications from applications published in RuStore. First you need to create a push notification project for your application.**

Go to resource editor and activate RuStore for Android apps. On the panel below, select RuStore and enter the project details for configuration:



The details can be obtained in the [RuStore Console] system. To do this, on the application page, go to the “Push notifications” → “Projects” section and open your project. Use a service token as a Client secret.



App push subscription and tracking

To add an application push subscription via API please use the following request: [Add push subscription to database]

App push event tracking

App push notifications contain ack and open links.

GET HTTP request to these URLs generate “push delivered” and “push opened” events to be tracked by Altcraft platform.

You can then use these events in segmentation, profile action history and channel reports.

```
{
        "hub_link": {
          "ack":"http://your.domian.com/api/v1.1/pushes/crypto_post_events?/2ab9162159...",
          "open":"http://your.domian.com/api/v1.1/pushes/crypto_post_events?/555fbe0b9..."
        }
}
```

Add app push events

You can also add events via API requests. Here is the link: [Add app push events].

Integrate your app with Altcraft

Mobile push: integrate your app with Altcraft

Here is a list of what the developers must implement themselves to integrate the application with Altcraft Platform:

- **connecting the required SDK push provider**
- **sending new push subscriptions to Altcraft**
- **display push message**
- **registration of events**

Follow the instructions:

Providers: push message structure

Providers: push message structure

Altcraft Platform supports the following services for sending mobile push messages:

- **Google Firebase Cloud Messaging — for Android and iOS apps.**
- **Apple Push Notification Service — for iOS apps only.**
- **Yandex.AppMetrica — for Android and iOS apps.**
- **Huawei Mobile Services — for Android and iOS apps.**
- **RuStore — for Android apps only.**

INFO

You need Connection of the corresponding SDKs in the app.

CAUTION

Yandex.AppMetrica uses Google Firebase SDK to deliver messages. You will need to implement it in your app.

Integration with Yandex.AppMetrica is available in Altcraft Platform for importing customer profiles, registering their actions and value (cost).

At first, it is necessary to verify that the application supports the structure of push notifications in Altcraft Platform. If the format is not supported, Altcraft can adjust the message structure from its side.

Android Firebase (legacy)

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the `"data"` object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "to": "SubscriptionID",
        "priority": "Priority",
        "time_to_live": 0-86400,
        "content_available": true,
        "mutable_content": true,
        "data": {
                "uid": "UID",
                "message": "Body",
                "mediaUrl": "Icon",
        "image": "Image",
                "launch_id": "LaunchID",
                "hub_link": {
                        "open": "URLOpenEvent",
                        "ack": "URLDelivEvent"
```

```
                }
        },
        "notification": {
                "title": "Title",
                "body": "Body",
                "icon": "Icon",
                "color": "ImageBackgroundColor",
                "click_action": "ClickURL",
                "sound": "Sound"
        }
}
```

TIP

uid — the internal send ID, unique for each message.
launch_id — the internal send ID, unique within the campaign.

Android Firebase (api v1)

INFO

It's possible to edit the JSON object (on request).

Adding additional data to the "data" object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "message": {
                "token": "SubscriptionID",
                "android": {
                        "priority": "Priority",
                        "ttl": TTL,
                        "data": {
                                "uid": "UID",
                                "launch_id": "LaunchID",
                                "hub_link": "{\"open\": \"URLOpenEvent\", \"ack\":
\"URLDelivEvent\"}"
                        },
                        "notification": {
                                "title": "Title",
                                "body": "Body",
                                "icon": "Icon",
                                "click_action": "ClickURL",
                                "sound": "Sound",
                                "color": "ImageBackgroundColor",
                                "light_settings": {
                                        "color": {
                                                "red": 0-1,
                                                "green": 0-1,
                                                "blue": 0-1,
                                                "alpha": 0/1
                                        },
```

```
                                        "light_on_duration": "LEDOnDuration",
                                        "light_off_duration": "LEDOffDuration"
                                },
                                "image": "Image",
                                "default_vibrate_timings": true/false,
                                "notification_count": 0-999
                        }
                }
        }
}
```

TIP

uid — the internal send ID, unique for each message.
launch_id — the internal send ID, unique within the campaign.

iOS Firebase (legacy)

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the "data" object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "to": "SubscriptionID",
        "priority": "Priority",
        "time_to_live": 0-86400,
        "content_available": true,
        "mutable_content": true,
        "data": {
                "uid": "UID",
                "message": "Body",
                "mediaUrl": "Icon",
        "media": "Media",
                "launch_id": "LaunchID",
                "hub_link": {
                        "open": "URLOpenEvent",
                        "ack": "URLDelivEvent"
                }
        },
        "notification": {
                "title": "Title",
                "body": "Body",
                "icon": "Icon",
                "color": "ImageBackgroundColor",
                "click_action": "ClickURL",
                "sound": "Sound"
        }
}
```

TIP

uid — the internal send ID, unique for each message.
launch_id — the internal send ID, unique within the campaign.

iOS Firebase (api v1)

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the "data" object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "message": {
                "token": "SubscriptionID",
                "apns": {
                        "headers": {
                                "apns-expiration": "TTL"
                        },
                        "payload": {
                                "aps": {
                                        "badge": 0-999,
                                        "sound": "Sound",
                                        "mutable_content": 1,
                                        "alert": {
                                                "title": "Title",
                                                "subtitle": "SubTitle",
                                                "body": "Body"
                                        }
                                },
                                "click-url": "ClickURL",
                                "uid": "UID",
                                "launch_id": "LaunchID",
                                "hub_link": "{\"open\": \"URLOpenEvent\", \"ack\":
\"URLDelivEvent\"}",
                                "media": "Media",
                "mediaUrl": "Icon"
                        },
                        "fcm_options": {
                                "image": "Media"
                        }
                }
        }
}
```

TIP

uid — the internal send ID, unique for each message.
launch_id — the internal send ID, unique within the campaign.

iOS Apns

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the "data" object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "aps": {
                "badge": 0-999,
                "sound": "Sound",
                "mutable_content": 1,
                "alert": {
                        "title": "Title",
            "subtitle": "SubTitle",
                        "body": "Body"
                }
        },
        "click-url": "ClickURL",
        "icon": "Icon",
    "media": "Media",
        "hub_link": {
                "open": "URLOpenEvent",
                "ack": "URLDelivEvent"
        }
}
```

Appmetrica iOS

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the "data" object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "push_batch_request": {
                "group_id": 97737,
                "tag": "tag",
                "batch": [
                        {
                                "messages": {
                                        "iOS": {
                                                "silent": true/false,
                                                "content": {
                                                        "title": "Title",
                                                        "text": "Body",
                                                        "badge": 0-999,
                                                        "expiration": 0,
```

```
                                                        "data": "{\"hub_link\":
{\"ack\":\"URLDelivEvent\",\"open\":\"URLOpenEvent\"},\"icon\":\"Icon\",\"media\":\"Media\"}"
                                                },
                                                "open_action": {
                                                        "url": "URL"
                                                        "deeplink": "Deeplink"
                                                }
                                        }
                                },
                                "devices": [
                                        {
                                                "id_values": ["SubscriptionID"],
                                                "id_type": "ios_push_token"
                                        }
                                ]
                        }
                ]
        }
}
```

Appmetrica android

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the `"data"` object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "push_batch_request": {
                "group_id": 97737,
                "tag": "tag",
                "batch": [
                        {
                                "messages": {
                                        "android": {
                                                "silent": true/false,
                                                "content": {
                                                        "title": "Title",
                                                        "text": "Body",
                                                        "time_to_live": 0,
                                                        "image": "Icon",
                                                        "icon_background": "IconBackground",
                                                        "banner": "Banner",
                                                        "led_color": "LEDColor",
                                                        "data": "{\"hub_link\":
{\"ack\":\"URLDelivEvent\",\"open\":\"URLOpenEvent\"}}"
                                                },
                                                "open_action": {
                                                        "url": "URL"
                                                        "deeplink": "Deeplink"
                                                }
```

```
                                        }
                                },
                                "devices": [
                                        {
                                                "id_values": ["SubscriptionID"],
                                                "id_type": "google_aid"
                                        }
                                ]
                        }
                ]
        }
}
```

HMS Android

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the "data" object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "message":{
                "android":{
                        "notification":{
                                "badges":{
                                        "set_num":2
                                },
                                "body":"Dear user, we offer you our new product,
productName!",
                                "click_action":{
                                        "intent":"#Intent;compo=com.example/app2;S.W=U;end",
                                        "type":1
                                },
                                "color":"#cdc167",
                                "icon":"https://i.postimg.cc/2yVZyQMn/demo-Push-Icon.jpg",
                                "importance":"NORMAL",
                                "light_settings":{
                                        "color":{
                                                "alpha":1,
                                                "blue":0.70980394,
                                                "green":0.78039217,
                                                "red":0.5686275
                                        },
                                "light_off_duration":"1.5s",
                                "light_on_duration":"1.5s"
                                },
                                "sound":"tadaam.ogg",
                                "title":"Title of push message"
                        },
                        "params":{
                                "hub_link": "{\"open\": \"URLOpenEvent\", \"ack\":
```

```
\"URLDelivEvent\"}",
                                "launch_id":"2_6j_4LxYQQ8VECT",
                                "uid":"w4LxYQQsznE1_2_6j_i_o___4.2Pzr5NNonCwUWQwvJ_4u71jH"
                        },
                        "ttl":"604800s"
                },
                "token":[
                        "AGIwonWCgyDXGEG-airg4cUbVxeq0RFDfTuDM2hPWRrxfMociyvLNmn-
GWdd4I6ZDrXIee46IrWSjC-cPDauP3ciS74bVi8wJ7T3PwHhvEY38VdYSu5zeHRXQzBRDgTnxA"
                ]
        }
}
```

TIP

launch_id — internal send ID, unique within the campaign.

HMS iOS

INFO

It's possible to edit the JSON object (on request).

Adding additional data to the `"data"` object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
        "message":{
                "apns":{
                        "headers":{
                                "apns-expiration":"3600"
                        },
                        "hms_options":{
                                "target_user_type":1
                        },
                        "payload":{
                                "apple":"red",
                                "aps":{
                                        "alert":{
                                                "body":"Dear user, we offer you our new
product, productName!",
                                                "subtitle":"sub title",
                                                "title":"Title of push message"
                                        },
                                        "badge":0,
                                        "mutable_content":1,
                                        "sound":"default"
                                },
                                "click-url":"",
                                "hub_link": "{\"open\": \"URLOpenEvent\", \"ack\":
\"URLDelivEvent\"}",
                                "launch_id":"2_6j_4LxYKovmDvu",
```

```
                                "mediaUrl":"https://i.postimg.cc/2yVZyQMn/demo-Push-
Icon.jpg",
                                "uid":"w4LxYKq9nBMc_2_6j_i_o___4.2Pzr5NNonCwUWQwvJ_aDfVX"
                        }
                },
                "token":[
                        "IQAAAACy0huaAQwLF6BO92GYzCAnfqZgaxhD1f7wLWGmOxQ6bFKCQYQQYtTi2-
1hXHlsXAnCzLQdX3m4RTCCEI-KYu-XcaBJYovDZANg2eRTvPv7qA"
                ]
        }
}
```

RuStore Android

INFO

It’s possible to edit the JSON object (on request).

Adding additional data to the "data" object is supported. This can be done for each sending individually in the Altcraft MP message settings.

```
{
  "validate_only": false,
  "message": {
    "token":  "{{.SubscriptionID}}",
    "data": {
      "uid": "{{.UID}}",
      "message": "{{.Body}}",
      "mediaUrl": "{{.Icon}}",
      "image":   "{{.Image}}",
      "launch_id": "{{.LaunchID}}",
      "hub_link": "{\"open\": \"{{.URLOpenEvent}}\", \"ack\": \"{{.URLDelivEvent}}\"}"
    },
    "android": {
      "priority": "{{.Priority}}",
      "notification": {
        "title": "{{.Title}}",
        "body": "{{.Body}}",
        "icon": "{{.Icon}}",
        "color": "{{.ImageBackgroundColor}}",
        "image": "{{.Image}}",
        "click_action": "{{.ClickURL}}",
        "sound": "{{.Sound}}",
        "channel_id": "{{.ChannelID}}",
        {{if ne .LEDColorHex ""}}
        "light_settings": {
          "color": {
            "red": {{.LEDColorSRGBA.R}},
            "green": {{.LEDColorSRGBA.G}},
            "blue": {{.LEDColorSRGBA.B}},
            "alpha": {{.LEDColorSRGBA.A}}
          },
          "light_on_duration": "{{.LEDOnDuration}}",
```

```
          "light_off_duration": "{{.LEDOffDuration}}"
        },
        {{end}}
        "notification_count": {{.Badges}}
      },
      "ttl": {{.TTL}}
    }
  }
}
```

TIP

uid — the internal send ID, unique for each message.
launch_id — the internal send ID, unique within the campaign.

Processing and adding a subscription

Processing and adding a subscription

Once the app received a push token, the app must transfer it to Altcraft MP in order to create a subscription. The API request is used for it.

With this request, you can:

- **Add new subscriptions.**
- **Change the status of existing subscriptions.**

The profile search mode can be set using the matching field in the request (see specification below). If the profile is not found, a new one will be created.

Moreover, if several databases are specified in the resource, then all of them will be processed separately. A request to such a resource will create and update profiles in several databases at once. An example of such a case can be seen below.
If there are no databases in the resource, then an error will be returned.

URL

Method: POST

`https://<cookiesaver_host>/push_subscribe`

Request parameters

Parameter	Type	Example	Required	Description
id	string	“abcdefghijklmnqrstuvwxyz”	No	Profile ID
resource_token	string	“abcdefghijklmnqrstuvwxyz”	Yes	Unique resource ID.
db_ids	[ ] int	[2,3]	No	Resource database filter.
matching	string	“custom”	No	Profile search mode. If the parameter is not passed or is empty, profile search by ID will be used. If ID is also not passed, search by push subscriptions will be used. For the `push_subscribe` method, this parameter can only accept the following values: • custom • profile_id

Parameter	Type	Example	Required	Description
subscriptions	JSON array SubscriptionObject	`[{ “provider” : “android-firebase”, “subscription_id” : “%subscriptionid%” }]`	Yes	Push subscriptions that should be added to profile or should be updated. “subscription_id” is unique for each device, Firebase provides it.

SubscriptionObject

Parameter	Type	Example	Required	Description
provider	string	“android-firebase”	Yes	Altcraft MP Provider ID. The available values: • android-firebase • ios-firebase • ios-apns • yandex-Appmetrica-device-id-ios • yandex-Appmetrica-device-id-android • yandex-Appmetrica-ios-ifa • yandex-Appmetrica-google-aid • yandex-Appmetrica-android-token • yandex-Appmetrica-ios-token • android-huawei • ios-huawei >Each token type in AppMetrica has its own provider ID.
subscription_id	string	“abcdef-ghijklmn-qrstuvwxyz”	Yes	Subscription push token
unsubscribe	bool	false	No	Unsubscribe flag. Dismiss subscription if its value — true.

Response parameters

Parameter	Type	Description
data	JSON array DataObject	Information about the created subscriptions. The array can contain several objects in the following cases: • Several SubscriptionObject were passed in the request. • ID field was not used in the request, and the Altcraft MP resource uses several databases. In this case, a new profile with subscriptions will be added for each database from the resource.
error	int	Error code
error_text	string	Error text

DataObject

Parameter	Type	Description	
subscription_id	string	“abcdef-ghijklmn-qrstuvwxyz”	Subscription push token
unsubscribe	bool	false	Flag whether the subscription was added or canceled
profile_id	string	“5fb62e815ae47a4aa04dfadd”	ID of the profile (transferred or newly created) for which the subscription was added.
provider	string	“android-firebase”	Altcraft MP Provider ID. The available values: • android-firebase • ios-firebase • ios-apns • yandex-Appmetrica-device-id-ios • yandex-Appmetrica-device-id-android • yandex-Appmetrica-ios-ifa • yandex-Appmetrica-google-aid • yandex-Appmetrica-android-token • yandex-Appmetrica-ios-token • android-huawei • ios-huawei Each token type in AppMetrica has its own provider ID.
db_id	int	2	Altcraft MP Database ID. The profile is stored in this database.
resource_id	int	1	Altcraft MP resource ID.
subscription_hash_id	string	“92807e89”	Subscription hash
status	string	“error”	Operation status • ok • error
description	string	“Duplicate push subscription”	Error description

Examples

Request with matching by system profile ID

Request

```
{
  "id": "59db33d269d426509e9c4bf9",
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
```

```
  ]
}
```

Response

```
{
  "data": [
    {
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false,
      "profile_id": "59db33d269d426509e9c4bf9",
      "provider": "android-firebase",
      "db_id": 17,
      "resource_id": 5,
      "subscription_hash_id": "adsfdfdfffdf",
      "status": "ok",
      "description": ""
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```

Request with matching by a custom profile field

Request

```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 123,
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```

Response

```
{
  "data": [
    {
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false,
      "profile_id": "59db33d269d426509e9c4bfc",
      "provider": "android-firebase",
      "db_id": 17,
      "resource_id": 5,
      "subscription_hash_id": "adsfdfdfffdf",
```

```
      "status": "ok",
      "description": ""
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```

Request with matching by push subscriptions

Request

```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```

Response

```
{
  "data": [
    {
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false,
      "profile_id": "59db33d269d426509e9c4bfa",
      "provider": "android-firebase",
      "db_id": 17,
      "resource_id": 5,
      "subscription_hash_id": "adsfdfdfffdf",
      "status": "ok",
      "description": ""
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```

Request to a resource with several databases

Request

```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 12345,
  "subscriptions": [
```

```
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```

Response

```
{
  "error": 200,
  "error_text": "Successful operation",
  "data": [
    {
      "db_id": 34,
      "description": "",
      "profile_id": "6156ed18eb7fec10a206e916",
      "provider": "android-firebase",
      "resource_id": 22,
      "status": "ok",
      "subscription_hash_id": "340ca49c",
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false
    },
    {
      "db_id": 2,
      "description": "matching error: unknown field",
      "resource_id": 22,
      "status": "error"
    }
  ]
}
```

Request with matching by a custom profile field in a certain database

Request

```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "db_ids": [1],
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 123,
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```

Response

```
{
  "error": 0,
  "error_text": "Successful operation",
  "data": [
    {
      "db_id": 1,
      "description": "",
      "profile_id": "637f1a284fda7c5c08be62f",
      "provider": "android-firebase",
      "resource_id": 31,
      "status": "ok",
      "subscription_hash_id": "f8af057de",
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false
    }
  ]
}
```


Request did not update or add any profile subscriptions

Request


```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 12345,
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```


Response


```
{
  "error": 200,
  "error_text": "Successful operation",
  "data": [
    {
      "db_id": 34,
      "description": "",
      "profile_id": "6156ed18eb7fec10a206e916",
      "resource_id": 22,
      "status": "ok"
    }
  ]
}
```

Event registration

Event registration

There are two ways to register delivery events and open push messages in Altcraft MP:

1. **Directly from the app.**
2. **Through a third-party service.**

Registering events directly from the app

By default, when sending a push message, the `"hub_link"` object is sent in the payload:

```
{
     "hub_link" : {
         "ack" :  "http://your.domain.com/api/v1.1/pushes/crypto_post_events?/2ab9162159..."
,
         "open" :  "http://your.domain.com/api/v1.1/pushes/crypto_post_events?/555fbe0b9..."
     }
}
```

The application must execute a GET request using the rack and open links to register the delivery and open the push, respectively.

Registering events through a third-party service

> **CAUTION**
>
> **This method requires the presence of Extra UID in the user data of the push message (configurable on request).**

The application informs the third-party service about the event and at the same time transfers Extra UID from the push.

The gateway must send this event to Altcraft MP via API.

URL

Method: POST

`https://example.com/api/v1.1/pushes/post_events`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
events	int	1 — delivered 2 — opened 3 — delivered and opened	Yes	Event

Parameter	Type	Example	Required	Description
uid	string	“uid”	Yes	Comes along with a push message from Altcraft in the Data payload.

Request example

```
{
     "token" :  "abcdefghijklmnqrstuvwxyz" ,
     "events" : 1,
     "uid" :  "e|2_4S_4HFn8RDhhmA|w4HFn8RPDFUi_2_4S_S_3___6.2NvyN8Hb67wmzJshM_6BuFTt|ios-apns"
}
```

Response example

```
{
     "error" : 0,
     "error_text" :  "Successful operation"
}
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Web push

Web push: settings & implementation

TIP

For application push see this article!

	Web push notifications (also known as browser push notifications) are small pop-ups in the browser. These messages are contextual, timely, personalized, and best used to engage, re-engage, and retain website visitors.
	`You can send such notifications to your clients' desktop and mobile`
	`browsers. When a user subscribes to Web push notifications, every time`
	`you send a push notification it is displayed on the user's device at the`
	`top of the screen. Moreover, it is displayed even if the window is`
	`inactive.`
	`</td>`
	`</tr>`

TIP

What is the difference between Web push and Mobile push?

Web Push notifications are sent to a visitor’s device from a website via a browser. It can be both mobile and desktop browsers. At the same time, Mobile Push notifications come from mobile applications.

A push notification can contain:

- **A title that is similar to email subject**
- **Notification text**
- **An image or an icon**
- **A clickable link**

Altcraft Marketing uses different push platforms for the supported browsers:

Service	Which browsers use this service to send Web push notifications?
Google Firebase (ex. Google Cloud Messaging)	**Google Chrome, Mozilla Firefox, Opera, Яндекс.Браузер, Samsung Internet Browser**
Apple Push Notification Service	**Apple Safari (incl. PWA-apps)**
Mozilla Services	**Mozilla Firefox**

TIP

Please note that sending notifications via Mozilla Firefox is possible both directly - Mozilla Services (SDK is built into the browser), and through the Google Firebase service.

NOTE

Google Cloud Messaging is no longer available due to migration to Firebase Cloud Messaging!

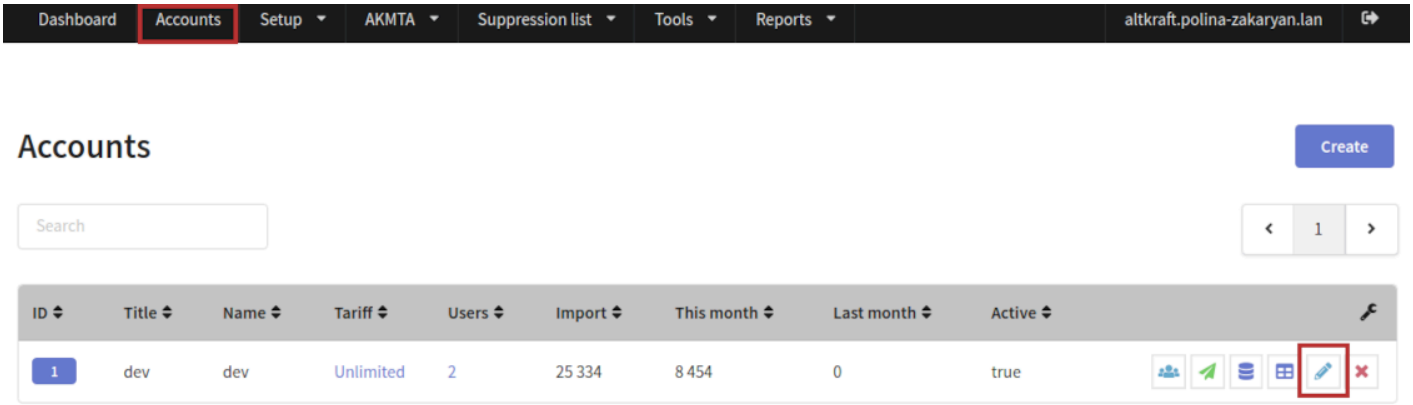
How to set up and enable Web Push notifications?

Preliminary Settings

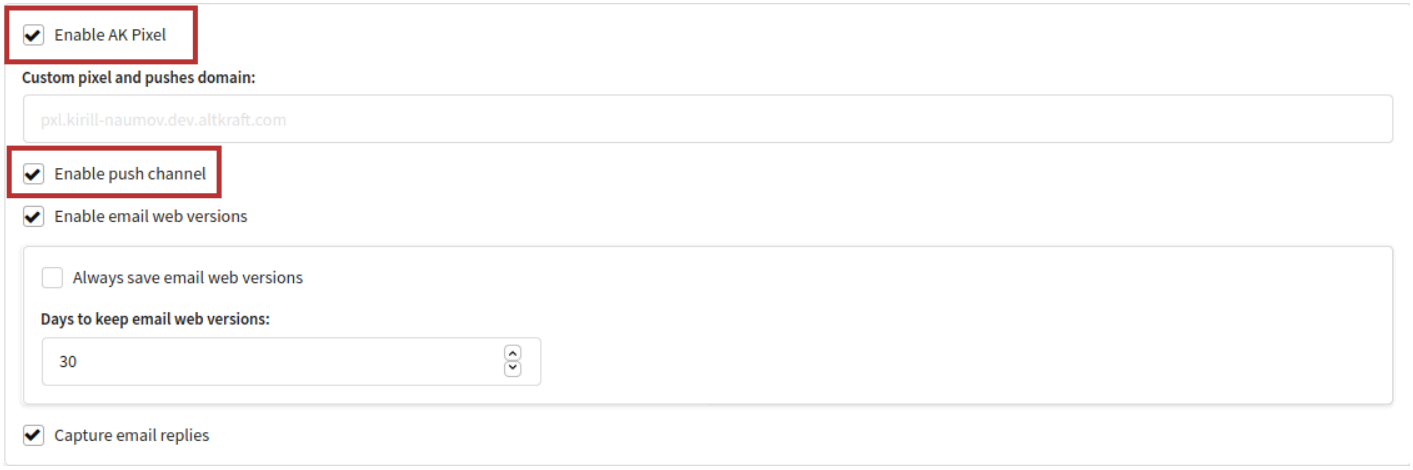
Technical Settings

Make sure your website is running over the HTTPS protocol.

Additionally, web pixels must be configured in the Altcraft Platform. Go to Admin Panel → Account Management:



Activate push notifications and pixel for the accounts from which sending is planned.



Configuring a Resource in the Platform

> **TIP**
>
> **Each website must have a separate resource created.**

1. In the Altcraft platform, create or select Databases where push notification subscribers will be stored.

2. Select a Resource for Web Push subscriptions or create a new one.

3. Enter the Name and Description of the resource.

4. In the Website, form, or application URL field, specify the address of the site where push subscription occurs and from which notifications will be sent. This site is later added to the Toolkit files, so if an incorrect address is specified, push notifications will not work.

5. In the Default Tracking Domain field, specify the domain where Altcraft tracking is running. This domain will process your customers' clicks on links in messages.

General settings

Resource name: *

Resource for push notifications

Resource description:

Set group:

Set resource sending policy:

Undefined

Databases: *

6 - Test database

Website, form or application URL: *

https://polzar.github.io

Default tracking domain: *

click.polina.zakaryan.dev.altkraft.com

Additional URLs

Increase priority for new subscriptions

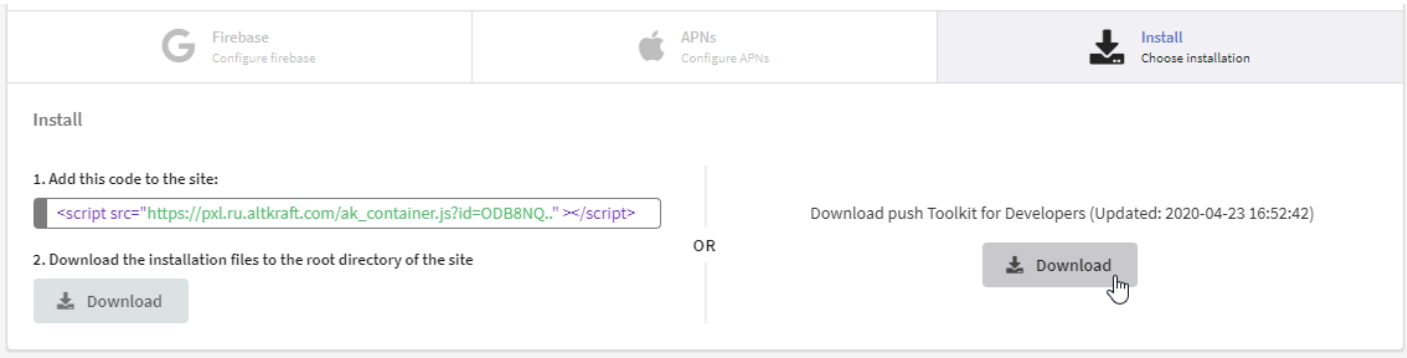
Connecting Web Push to a Website

Downloading the Toolkit

Once the necessary resource settings are filled in, you can save it and download the Toolkit, parts of which are then placed on your website. The Toolkit is a set of files designed to enable Web Push notifications on your site. It helps configure user subscriptions and send notifications via browsers.

> **INFO**
>
> **The Toolkit itself does not trigger the subscription prompt; it only contains the necessary files and scripts for working with notifications. To show the subscription prompt to users, you need to add code to your website that calls the corresponding function from `ak-push.js`.**

The Toolkit will appear in the Install section, replacing the warning message "Save the resource to download the toolkit":



There are two ways to install the required files on your website:

1. **Adding code to the site and uploading installation files to the root directory of the site;**
2. **Downloading the developer toolkit.**

Method 1: Adding Code to the Site and Uploading Installation Files to the Root Directory

The steps for this method are shown on the left side of the interface. Add the specified code to the website, then save and upload the installation files to the root directory of your site:

- **manifest.json — project data for sending push notifications via Google Chrome;**
- **service-worker.js — a service worker that is registered in users' browsers and receives push messages.**

The service-worker.js file is dynamic. It automatically updates each time you make changes to the resource settings.

```
importScripts('https://pxl.test.com/service-worker.js?id=MXw3');
```

Method 2: Downloading the Developer Toolkit

The steps for this method are shown on the right side of the interface. Click the "Download" button to download the Toolkit archive. Extract the archive and place the Toolkit files in the root directory of your site.

The Toolkit consists of four files:

- **README.txt — installation instructions for the Toolkit;**
- **ak-push.js — a script that displays the subscription prompt to users;**

- **manifest.json — project data for sending push notifications via Google Chrome;**
- **service-worker.js — a service worker that is registered in users' browsers and receives push messages.**

Here, the service-worker.js and ak-push.js files are static. When using this method, you must re-download the Toolkit and update the files on the site after making changes to the resource settings.

TIP

When using the developer toolkit, you can change the path to the service-worker.js file. To do this, open the ak-push.js file, find the swPath property, and edit it to specify the correct path to the file.

Adding Scripts to the Website

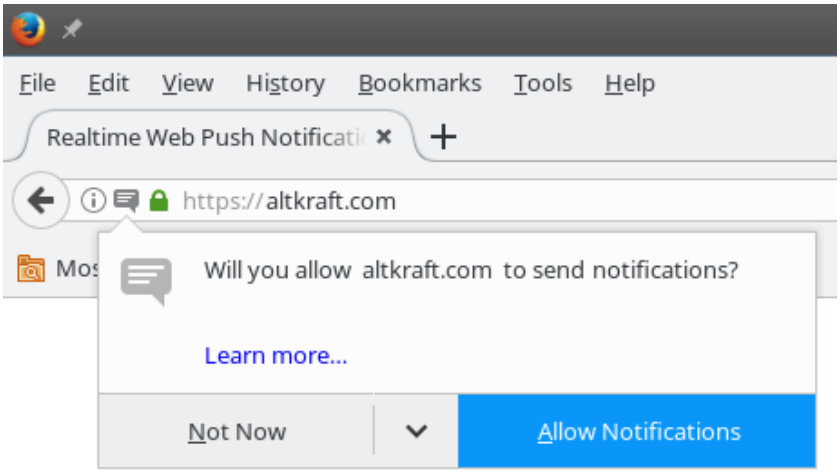
Once the Toolkit is uploaded to the site, add the code that will display the subscription prompt when needed.

Below is an example code snippet for a "Subscribe" button. This code initializes the library and starts the subscription process:

```
<button id="init_sub">Subscribe to notifications</button> // Subscription button

// ..Main part of the code..

<script>
        document.getElementById('init_sub').addEventListener('click', function() { // On
button click..
        try {
                const akPush = new AKPush();
                akPush.initSubscription() // ..show the subscription form
                }
        catch (e) {
                console.log(e); // ..or log the error to the browser console
                }
        });
</script>
```



TIP

Through the Altcraft platform, you can create a custom popup prompting users to subscribe. Learn more in this article.

The code described above works as follows:

- **The user clicks the button;**
- **The `initSubscription` method is called;**
- **A browser system window pops up, asking the user to subscribe to notifications for this site.**

Users can customize the logic and decide how visitors will reach the system subscription window. The styles of the system browser window requesting push notification permissions cannot be changed.

Once everything is set up, users can visit the site and subscribe to push notifications. When confirmed, a Service Worker is installed in the client's browser, allowing messages to be displayed even when the browser window is minimized.

Note that a subscription to the same resource will be created separately for each browser (or account) the user operates. The identifier for the subscription is the browser token or account token. This means that a single profile may have multiple active push subscriptions if the user subscribed from different browsers.

When subscribing to notifications, the script can also transmit additional user data or register event information. Learn more about configuring this in this article.

Transferring Data to the Platform

When a user grants permission to receive notifications, the platform automatically creates a profile for them. In addition to profile creation, other additional data can also be transmitted. In this article, we will explain how to configure a script to collect information about the user and their actions.

TIP

Setting up Web Push on the Altcraft platform requires using Web Push SDK methods. You can learn more about SDK methods in this article. Instructions for installing the SDK on your site can be found here.

Importing Client Profiles When Subscribing to Web Push Notifications

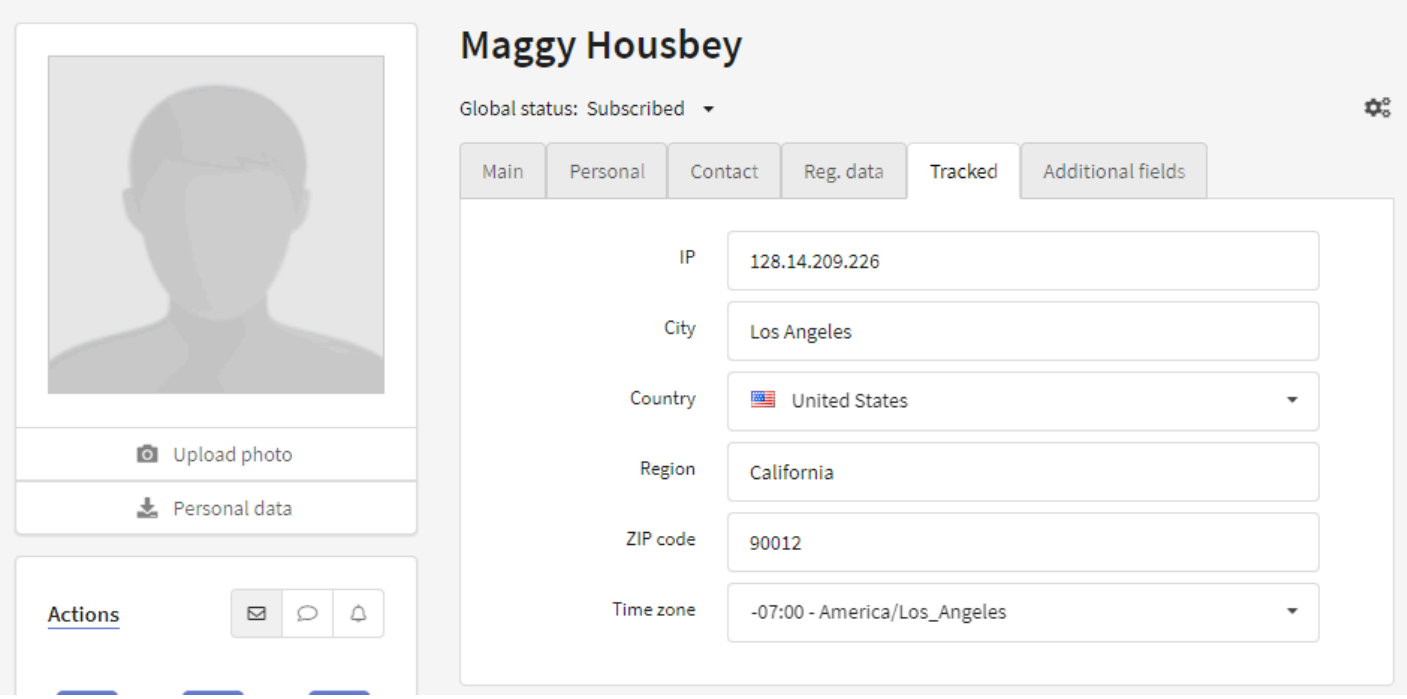
When a user subscribes to Web Push notifications, a new profile will be added to the Databases and the Resource where the Toolkit embedded on the site was generated.

INFO

If a database profile has previously opened your email newsletter from the same browser in which they are now subscribing to push, the subscription will be added to that profile. In this case, a new profile will not be created.

When a subscriber clicks on a push notification (following a link), the Altcraft platform collects profile data:

- **Country, region, time zone, city, postal code, and IP address from which the push subscription occurred;**
- **Browser and operating system of the subscriber.**



If the token becomes outdated or the user resubscribes to push, the platform will automatically update their subscription and issue a new token. This prevents duplicate profiles from being created in the database.

NOTE

Mobile browsers also support Service Worker and Web Push notifications.

Transferring Client Data When Importing a Profile via Push Channel

At the time of push notification subscription registration, any known user data can be recorded into the new user's profile. For example, the client's first and last name, date of birth, pages viewed, and other business-related information. At the same time, you can check if an existing subscriber already has the same data.

Example with email matching in the resource and adding the user's first and last name:

```
const akPush = new AKPush();
akPush.initSubscription(
        {
                email: 'example@email.com'
        }, // Matching of profile by email. If no match is found, it will be recorded in the
profile.

        {
                _fname: 'Anatoly',
                _lname: 'Wasserman'
        } // Record first and last name in the subscriber's profile
)
```

If multiple databases are linked to a resource, you can specify the ID of the database where the profile should be imported. Example with email matching in database `id=1`:

```
const akPush = new AKPush();
akPush.initSubscription(
        {
                db: 1
                email: 'example@email.com'
        }, // Matching of profile by email. If no match is found, it will be recorded in the
profile.

        {
                _fname: 'Anatoly',
                _lname: 'Wasserman'
        } // Record first and last name in the subscriber's profile
)
```

Example with email matching in databases `id=15` and `id=20`:

```
const akPush = new AKPush();
akPush.initSubscription(
        {
                db: [15,20]
                email: 'example@email.com'
        }, // Matching of profile by email. If no match is found, it will be recorded in the
profile.

        {
                _fname: 'Anatoly',
                _lname: 'Wasserman'
        } // Record first and last name in the subscriber's profile
)
```

TIP

The list of profile fields is provided in this article.

Updating Profile Data and Suspending Subscriptions

CAUTION

akPush.updateSubscription will return an error if an up-to-date token has not been obtained via akPush.initSubscription, or if it has been removed from the cache using akPush.removeToken.

A user subscribed to push notifications in a browser can change their status. For example, they may log into their personal account and receive a different matching profile. In this case, the current push subscription must be disabled on the previous profile and enabled on the new one. To achieve this, use the `akPush.updateSubscription` method:

```
const akPush = new AKPush();
akPush.updateSubscription(
        {
                db: [15,20]
                email: 'example@email.com'
        },

        {
                _fname: 'Anatoly',
                _lname: 'Wasserman'
        }, // Record first and last name in the subscriber's profile
        false // Flag for inexclusive, determines whether to pause all subscriptions to the
resource with the current browser token for other profiles (default)
)
```

Web Push Subscription Creation and Update Events

Platform users can subscribe to events for push subscription creation and updates (subscriber token changes). When such an event occurs, subscription data can be sent to an external server using additional code.

To subscribe to events, add the following code to your site's pages:

```
AKPush.events.on('subscribe', (data) => { // Subscribe to the 'subscribe' event
   console.log(data);
});
AKPush.events.on('update_subscription', (data) => { // Subscribe to the 'update_subscription'
event
   console.log(data);
});
```

This code will log the subscriber's token, as well as browser and push provider information.

Web Push SDK Methods

TIP

For more details on setting up Web Push campaigns on the platform and installing the SDK on your website, refer to this section.

This article describes the Web Push SDK methods and their possible parameters. Each method is also accompanied by a usage example.

initSubscription

This method initializes a subscription. It is used to record client data in a profile and perform a search among existing profiles.

Parameters

Parameter	Type	Required	Description
match	object	**Yes**	Defines [profile matching](/en/user-guide/profiles-and-databases/matching). If no profile database is provided for the search, the platform will search within the databases linked to the resource.
update	object	No	Contains data to be added to a new or existing profile.

Usage Example

```
const akPush = new AKPush();
akPush.initSubscription(
        {
                db: 1
                email: 'example@email.com'
        }, // Searching for a profile by email. If no match is found, it will be recorded in the profile.

        {
                _fname: 'Anatoly',
                _lname: 'Wasserman'
        } // Recording the subscriber's first and last name in the profile
)
```

updateSubscription

This method updates profile data and modifies the status of push subscriptions.

Parameters

Parameter	Type	Required	Description

match	object	**Yes**	Defines [profile matching](/en/user-guide/profiles-and-databases/matching). If no profile database is provided for the search, the platform will search within the databases linked to the resource.
update	object	No	Contains data to be added to a new or existing profile. If you want to pass the **inexclusive** parameter without updating the profile data, you must specify an empty `{}` object in **update**.
inexclusive	boolean	No	If the `inexclusive` flag is not provided or set to `false`: 1. If no database filter is specified, each database of the resource will have only one profile with one subscription for the current token with the status "Subscribed". 2. If a filter is specified, each specified database will have only one profile with one subscription for the current token with the "Subscribed" status. In other databases, all matching subscriptions to the resource for all profiles will be suspended. If the `inexclusive` flag is set to `true`, the call is equivalent to `AKPush.initSubscription`, meaning the profile data will be updated and the subscription status changed to "Subscribed".

Usage Example

```
const akPush = new AKPush();
akPush.updateSubscription(
        {
                db: [15,20]
                email: 'example@email.com'
        },

        {
                _fname: 'Anatoly',
                _lname: 'Wasserman'
        }, // Recording the subscriber's first and last name in the profile
        false // Whether to suspend all subscriptions to the resource with the current
browser token for other profiles (default)
)
```

AKPush.events.on

This method subscribes to events related to push notifications.

Parameters

Parameter	Type	Required	Description
subscribe update_subscription suspend_subscription	string	**Yes**	Name of the triggered event.

callback	function	**Yes**	Function that will be called when the event occurs. For `subscribe`, the returned parameters will be:
			{
			browser: "<subscriber's browser>"
			provider: "<push provider>"
			token: "<subscriber's token>"
			}
			
			For `update_subscription` and `suspend_subscription`, the returned parameters will be:
			{
			browser: "<subscriber's browser>"
			provider: "<push provider>"
			token: "<subscriber's token>"
			tokenCached: "<cached subscriber's token>"
			}

Usage Example

```
AKPush.events.on('subscribe', (data) => { // Subscribe to the subscribe event
   console.log(data);
});
AKPush.events.on('update_subscription', (data) => { // Subscribe to the update_subscription event
   console.log(data);
});
```

suspendSubscription

This method suspends a user's push notification subscription. The subscription can be resumed using the same method.

Parameters

Parameter	Type	Required	Description
match	object	**Yes**	Defines [profile matching](/en/user-guide/profiles-and-databases/matching). If no profile database is provided for the search, the platform will search within the databases linked to the resource.
update	object	No	Contains data to be added to a new or existing profile.

Usage Example

```
AKPush.suspendSubscription(
        {
                db: 1
                email: 'example@email.com'
        },
        {
                _status: 'inactive'
        } // Updating the subscriber's profile status
)
```

AKPush.removeToken

This method removes a device token from the cache. It is used, for example, when a user changes on the device. No parameters are required for this method.

Usage Example

```
AKPush.removeToken()
```

Web browser push configuration

Web browser push configuration

Use these guides to set up Web Push notifications for the browser you need:

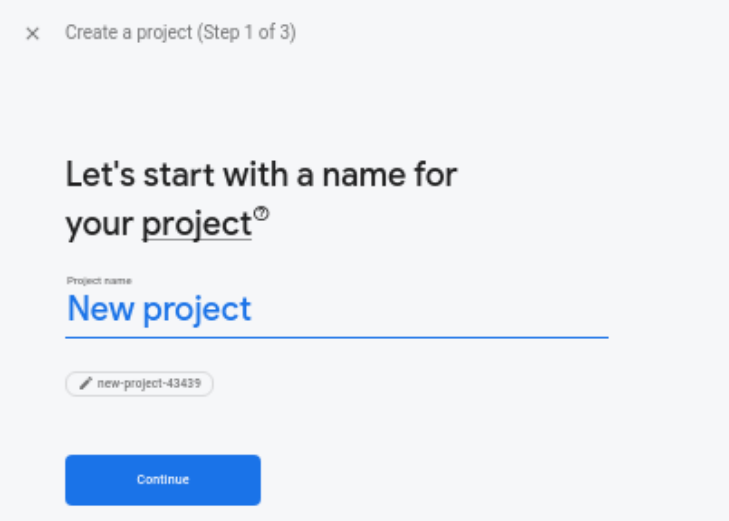
Firebase Cloud messaging

Firebase Cloud messaging

Firebase	**If you want to send Web Push to such browsers as **Mozilla Firefox**, **Opera**, **Google Chrome**, **Yandex Browser**, **Samsung Internet Browser**, you need to create a project in Firebase Console.**

Step 1. Creating a Firebase project

Follow the link, create an account in Google Firebase and register your website or application. To do this, click on the Create project button and specify the project name:



TIP

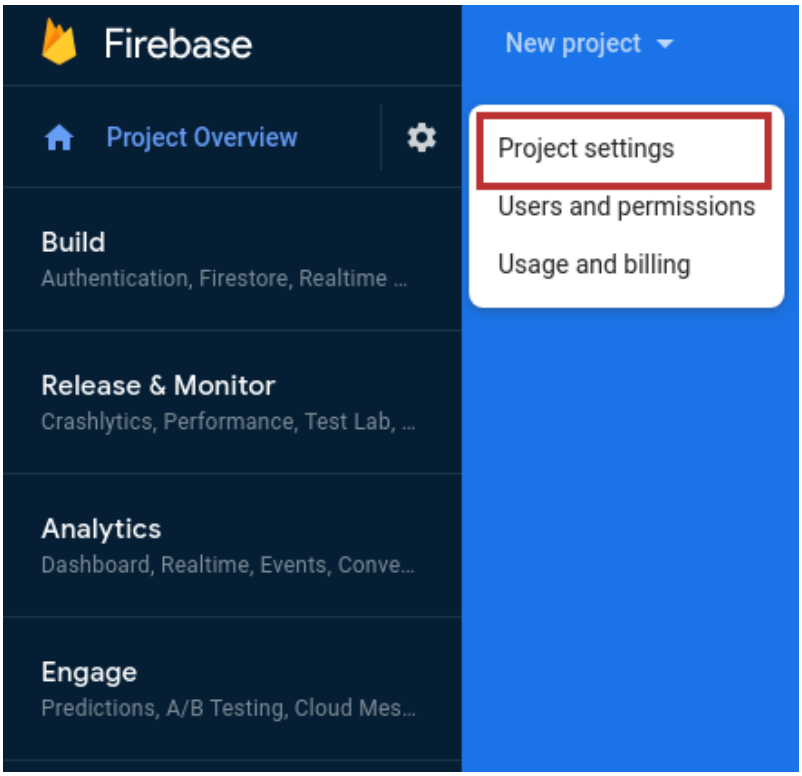
When creating a project, you can set up Google Analytics and also add Firebase to your web application, but these are not required steps.

Step 2: Receiving project data

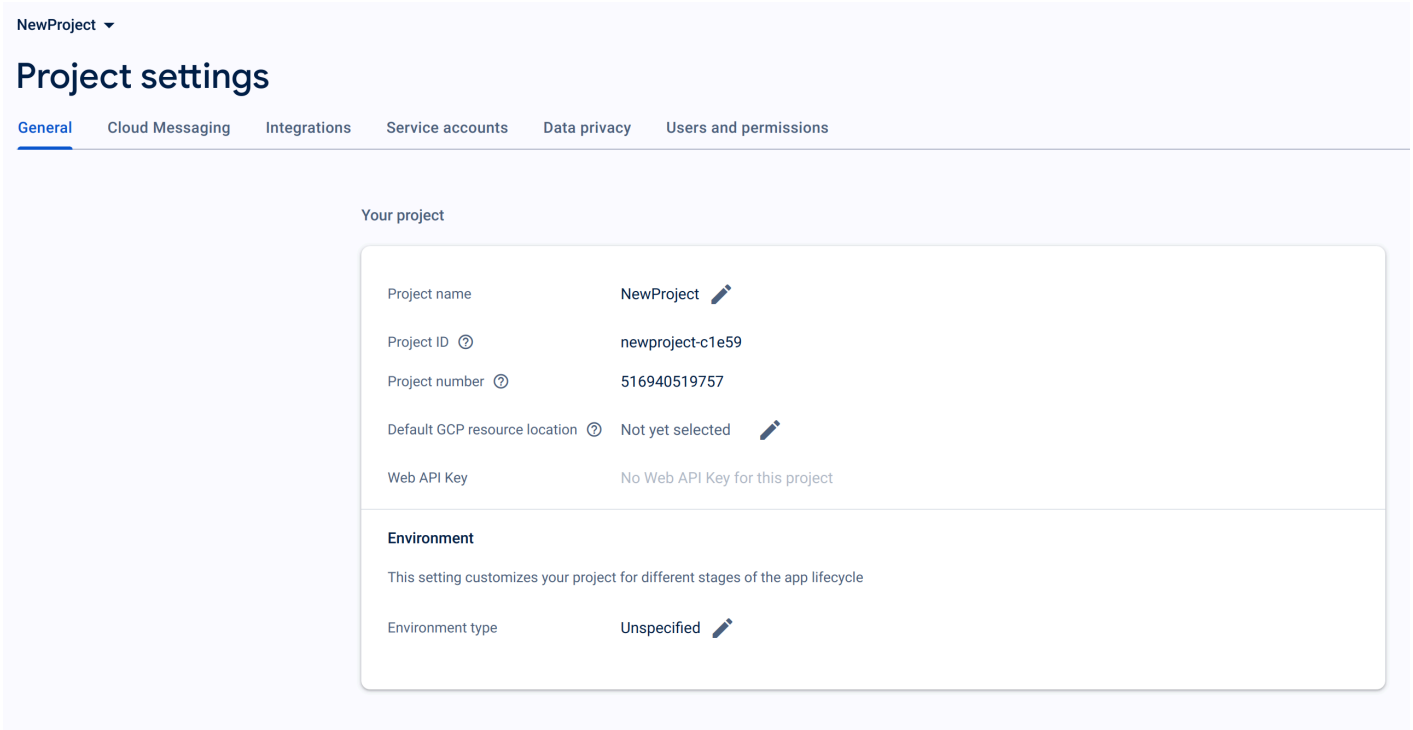
To configure Firebase Cloud Messaging in Altcraft Platform, you need the following information:

- **API key for web application**
- **Firebase project ID**
- **Firebase sender ID**
- **Firebase credentials file (.json)**
- **Application ID**

All this information you can find in the Firebase Console interface. Go to the navigation panel on the left side, click the icon “Settings” and choose “Project Settings”:

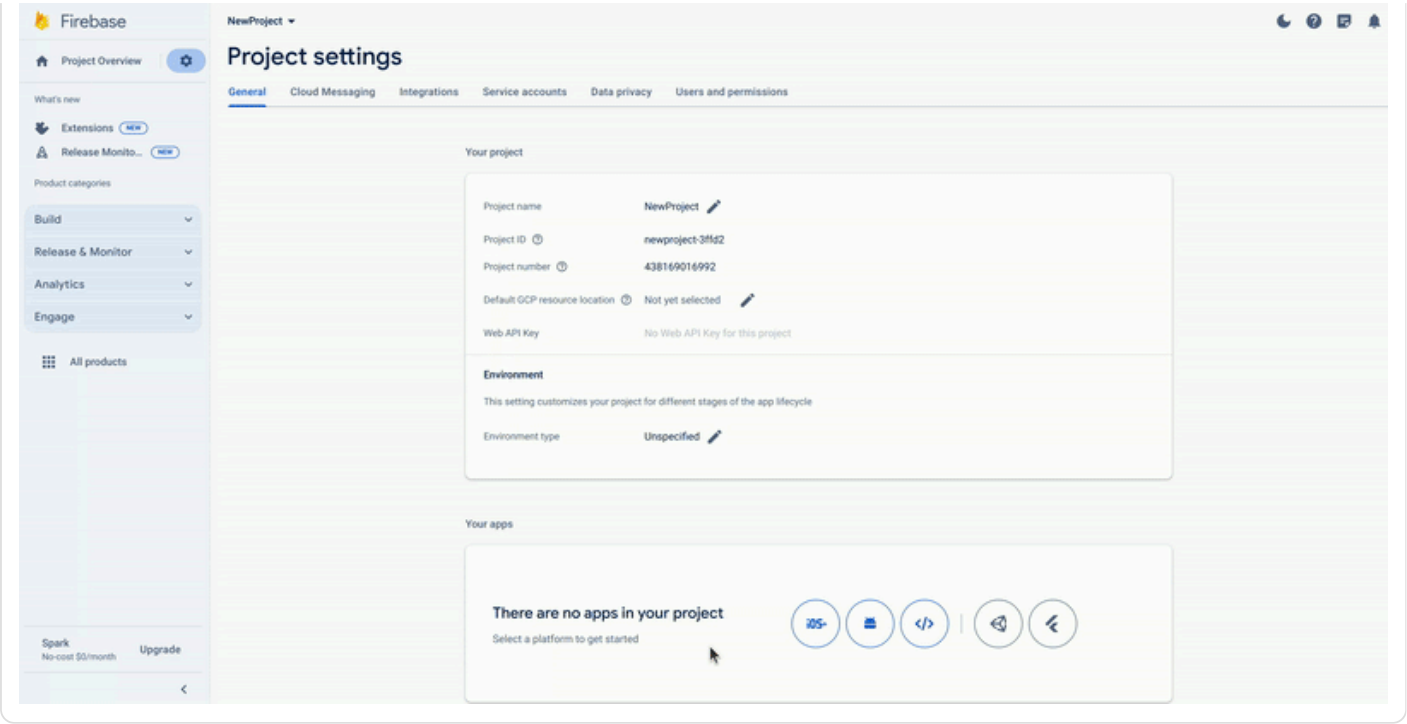


Firebase project ID (Project ID) and API key for web application (Web API key) are in the section “General”:

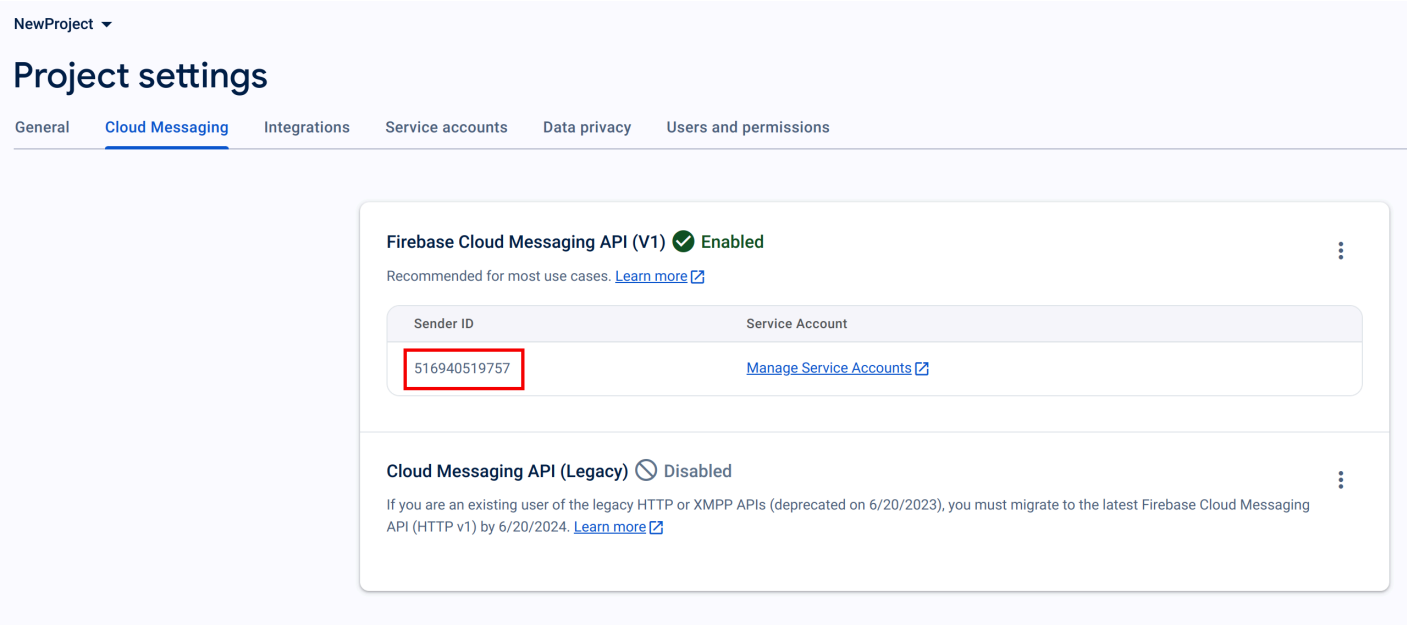


TIP

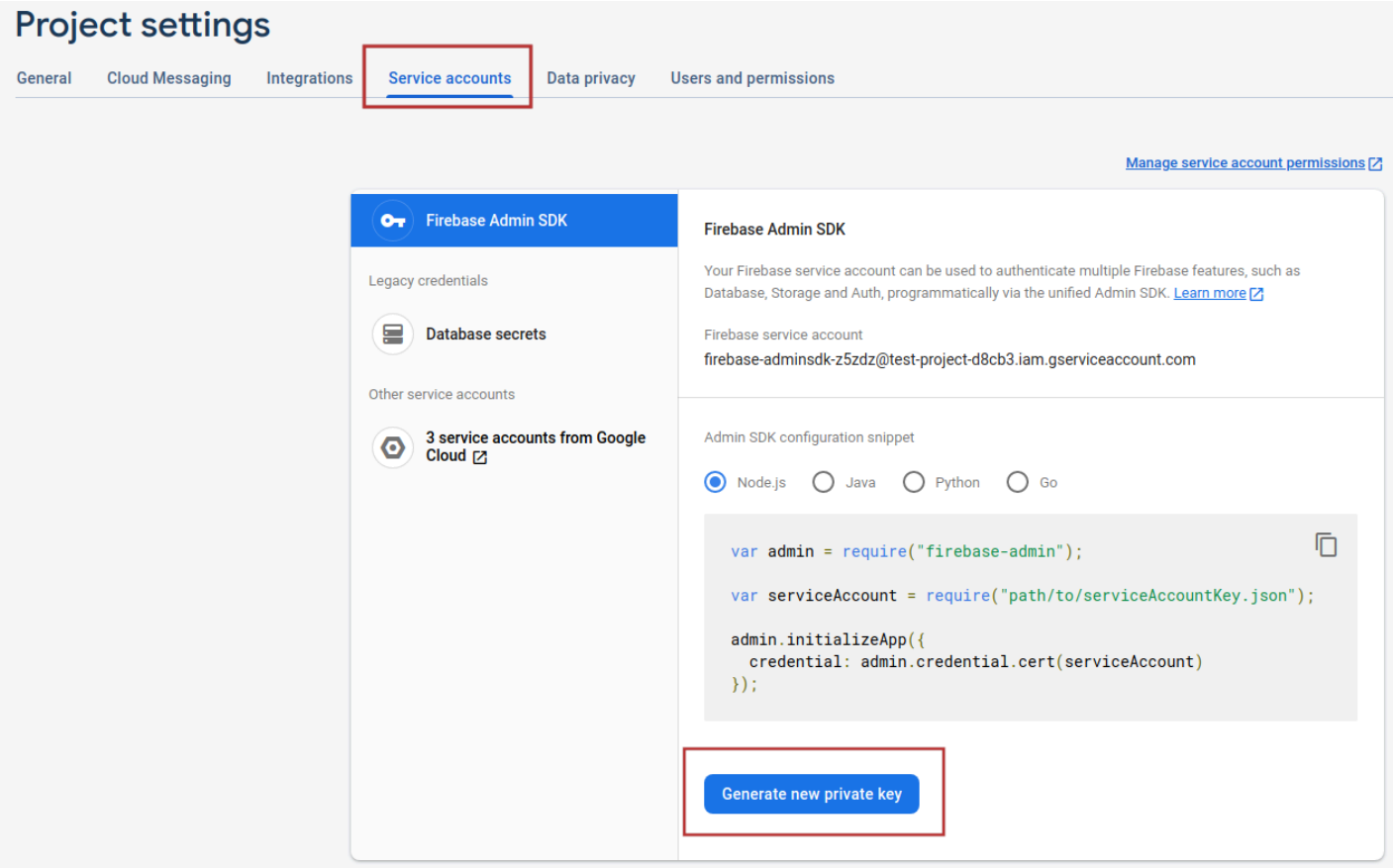
If you do not see the Web API Key, go to the “Build” panel and open the “Authentication” panel in the drop-down menu. Click on the “Get started” button on the screen. Now you can go back to the settings menu at the left panel:



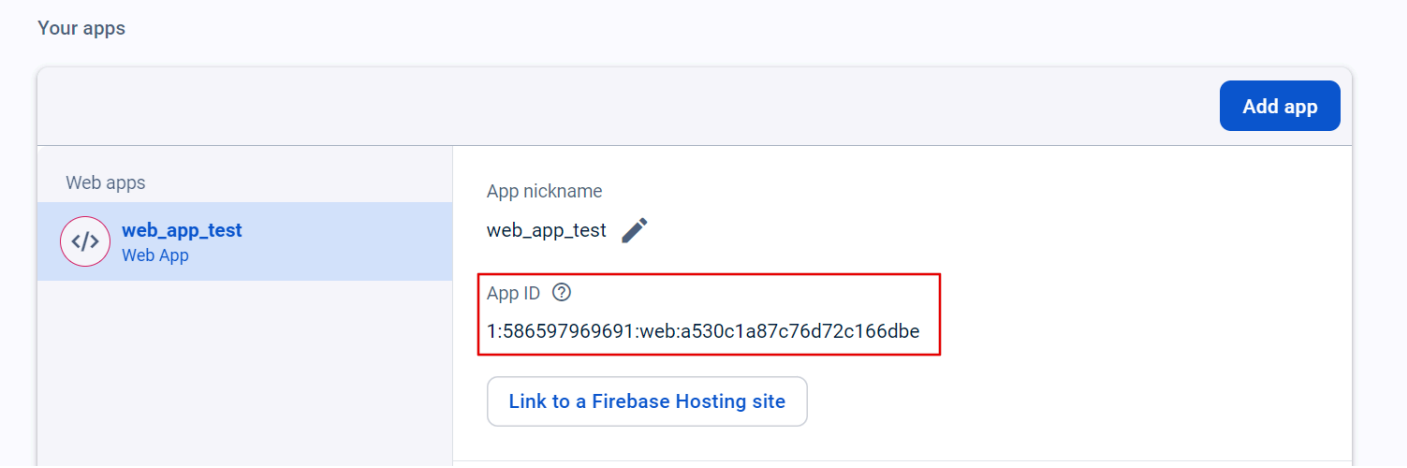
Firebase sender ID (Sender ID) is in the section “Cloud Messaging”:



To configure Firebase, you also need Firebase credentials file. To download it, go to the “Service accounts” tab. Click “Generate new private key”. The file will begin downloading:

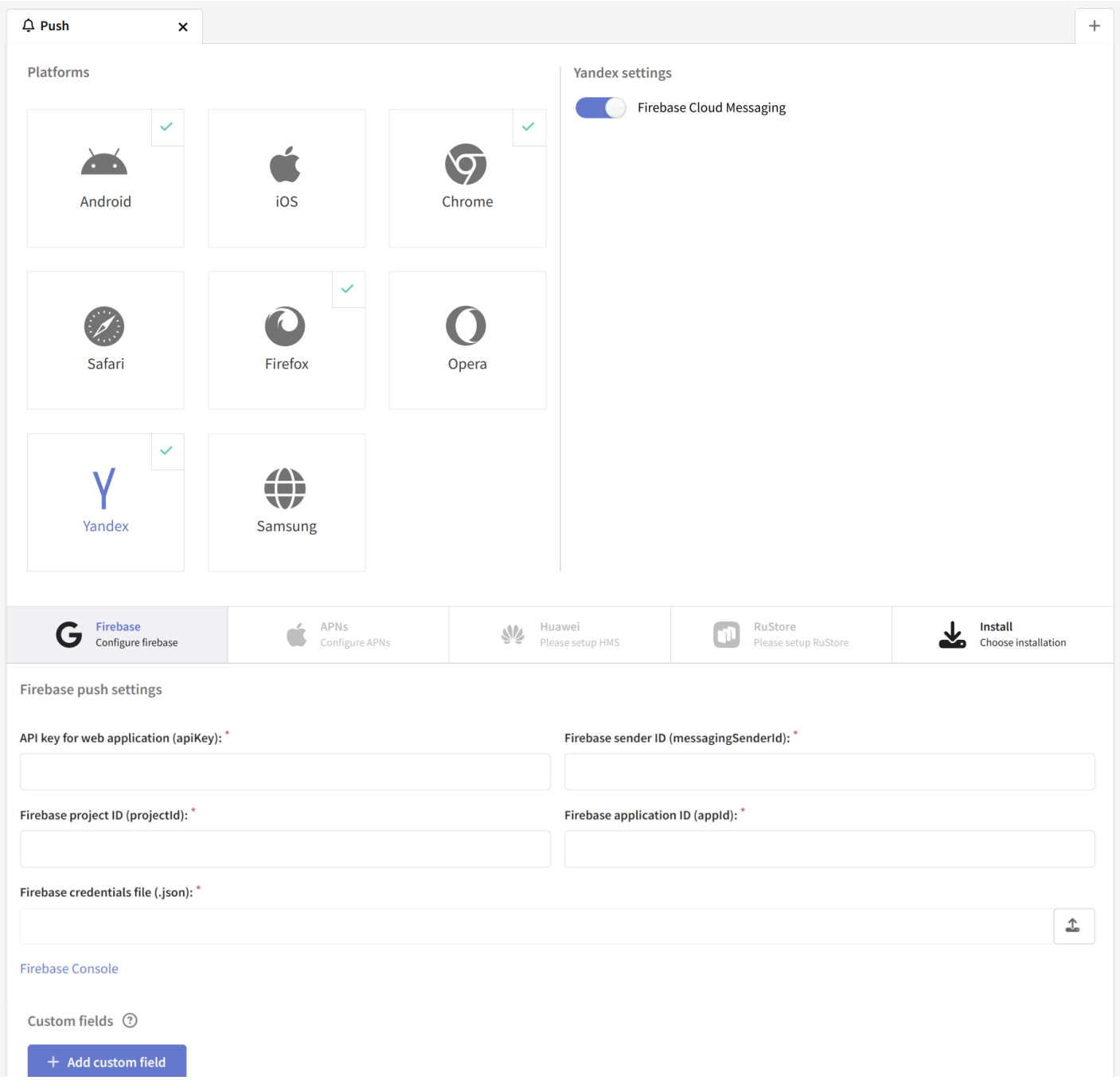


App ID can be found in Your Apps section on Firebase Console:



Step 3. Setting up a push channel in a resource

Go back to Altcraft Platform and go to the “Resource Settings”. Configure Firebase Cloud Messaging for supported browsers using data from the Firebase Console. Upload your .json file to the “Firebase credentials file (.json)” window:



Save the resource or Apply changes by using the buttons in the upper right corner of the screen. Only after that go to the tab “Install”.

TIP

The next step is Implementing Web push.

Apple Safari

Apple Safari

	If you want to configure Web Push to Safari browser, you must have the Developer extension in your Apple account.

CAUTION

All actions are performed on a macOS X device:

INFO

Sending push notifications to PWA

In iOS 16.4+ versions, Apple has introduced support for push notifications from PWA.

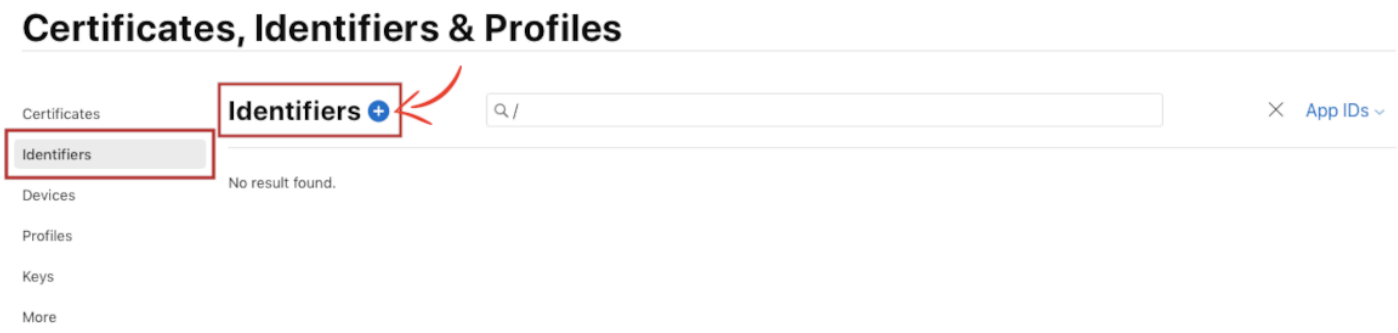
PWA (Progressive Web App) is a technology that allows you to install a website on smartphones or computers as an application. Unlike traditional app downloads from app stores, users can simply visit the website and add an icon to their device's home screen. PWA applications offer native-like functionality, including offline mode, data caching, and the ability to receive push notifications.
To send push notifications to PWA's users, you need to configure the APNS provider for Safari within the resource settings. Once the settings are saved, the PWA provider will be automatically enabled.

Please note that the subscription ID for PWA push notifications is attached to a specific resource. If you transfer subscriptions from one resource to another, they will stop working.

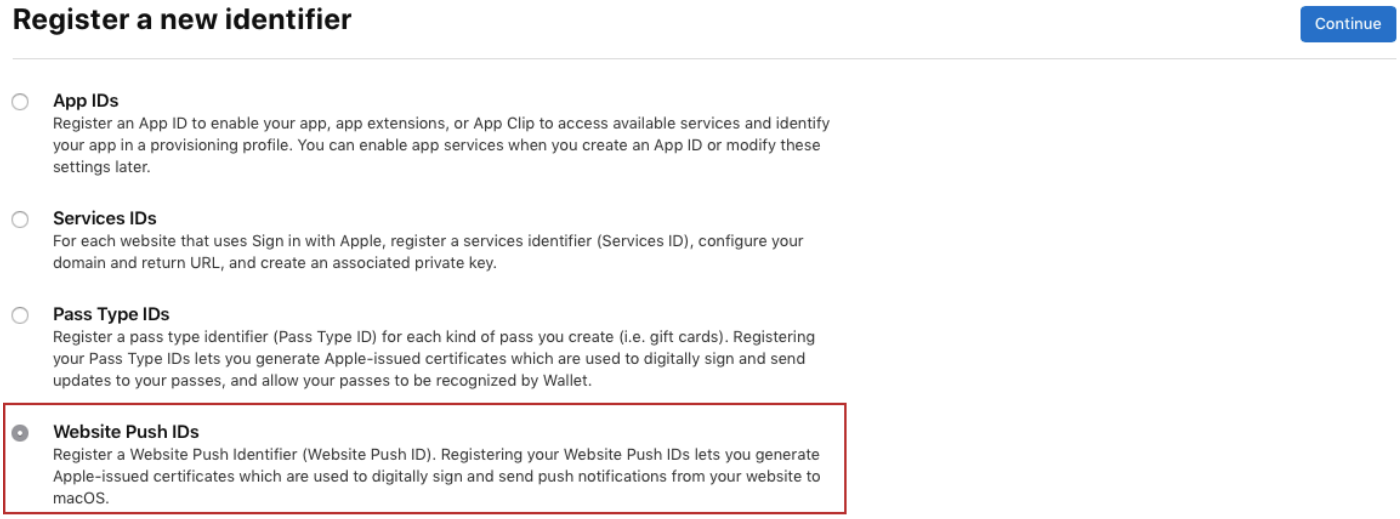
Step 1. Register a new identifier

1.Open [Certificates, Identifiers & Profiles] and log into your Apple developer account.

2. On the left navigation bar, select the "Identifiers" tab and click + next to the "Identifiers" heading.



3. In the new window choose **Website Push IDs.It lets you send push notifications from your website to macOS.**

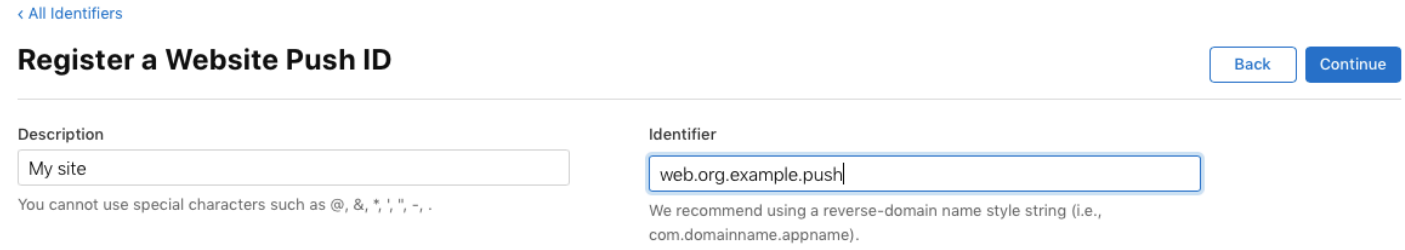


4. Enter Description and Identifier.

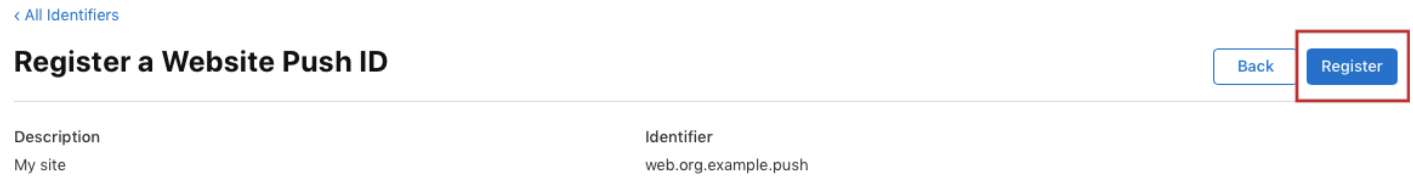
INFO

`ID` should be entered in such a format: `web.com.domainname.appname`.

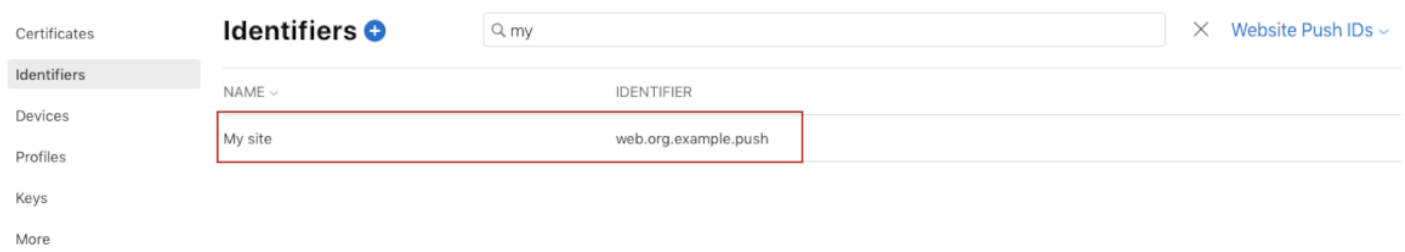
Important! The first part is always `web`, there can be as many parts as you like. It is welcomed to use the reverse domain style: "`web.org.example.push`".



5. Click Continue, then Register.

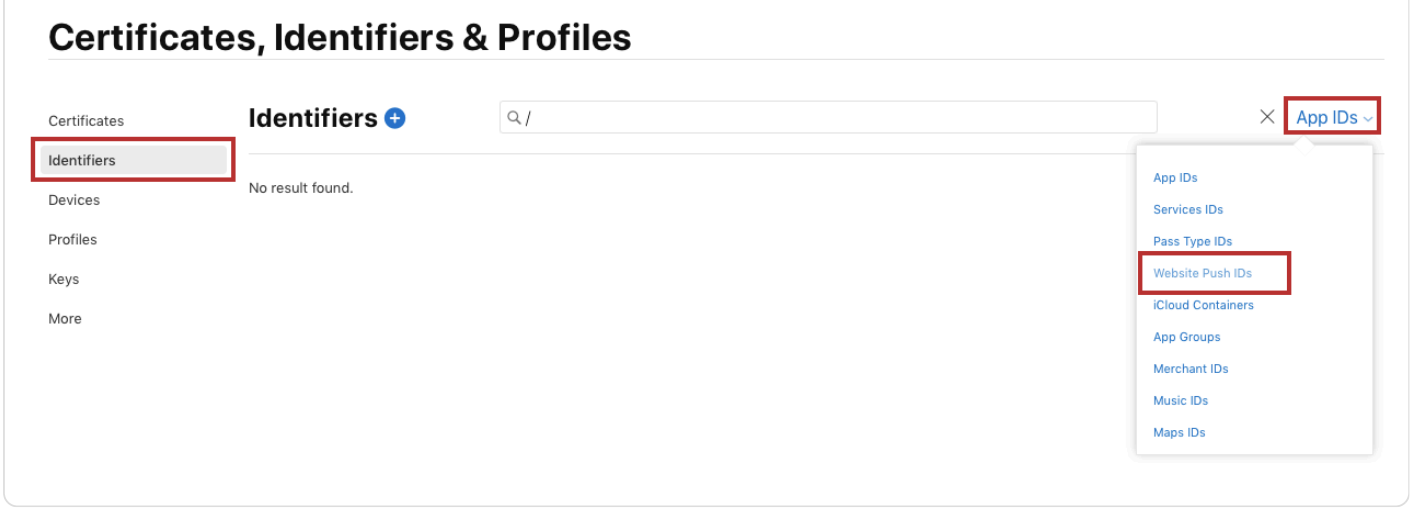


So, you have created and registered a Website Push ID. Now you can check information about this ID on the Identifiers tab at any time.



INFO

To see identifiers for sending push notifications from websites, do not forget to open the drop-down list in the right corner by clicking on App IDs and select Website Push IDs.



Step 2. Create Certificate

1. Each identifier need a certificate. To create it, in the list find Web Push ID you've just created and click it.

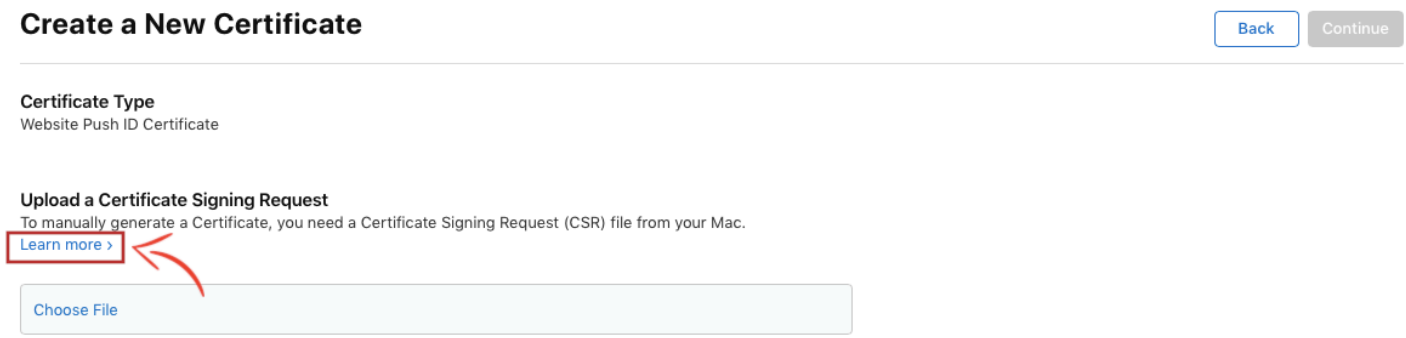
2. Pay attention to the Identifier field. The information in it will be needed to configure the resource for sending Web push notifications on the Altcraft platform — when you'll be filling in the Website Push ID field.

3. Click Create Certificate .



4. Now it's time to generate the certificate. You need Certificate Signing Request (CSR) (the request format is ".certSigningRequest").

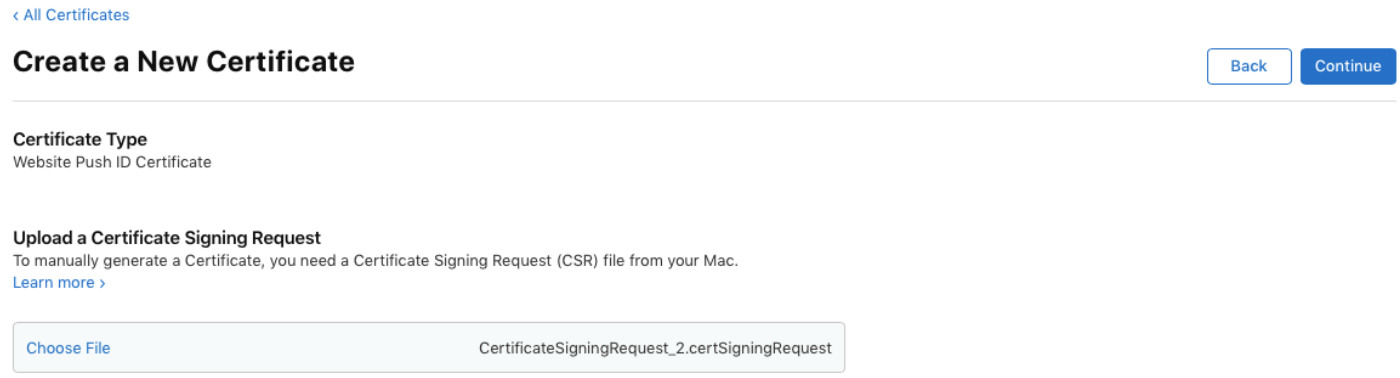
To make the request, click Learn more.



5. You'll be taken to a new page. Follow the instructions on it.

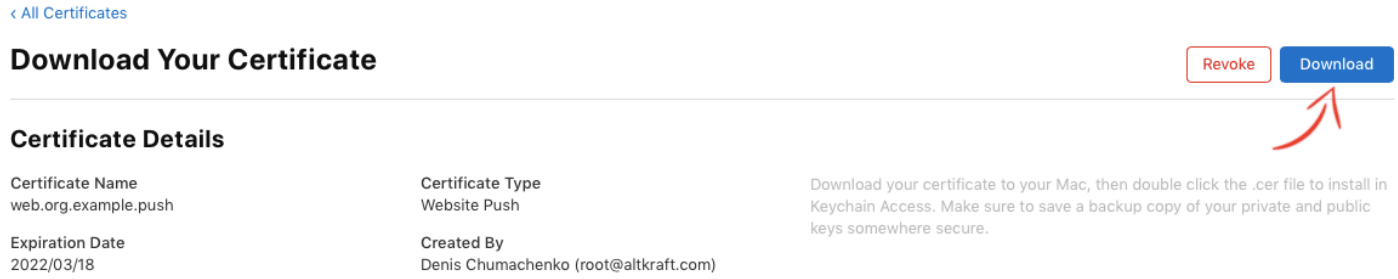
6. When you create the Certificate Signing Request, go back to the previous page. Click Choose File and in the new window select the CSR you created.

Then click Continue.

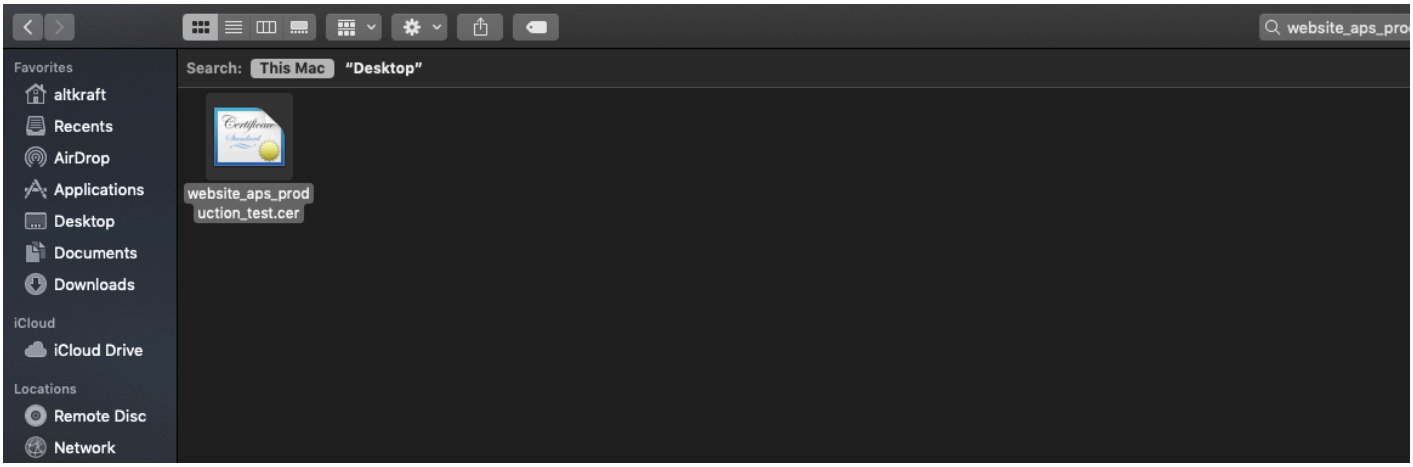


Step 3. Save the certificate

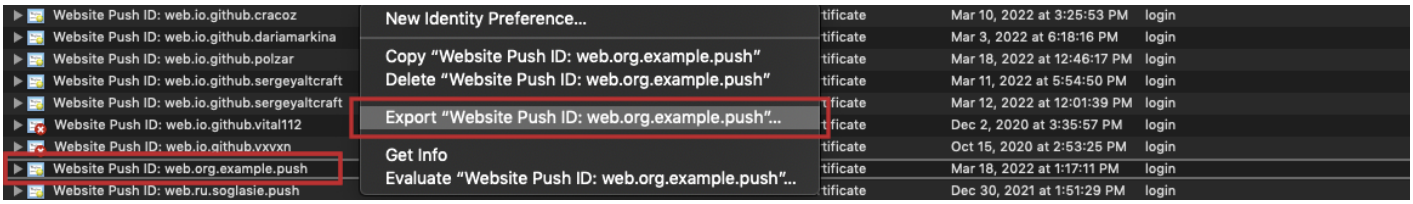
1. On the next tab, download the Certificate to your Mac by clicking the Download button. The file will be saved in ".cer" format.

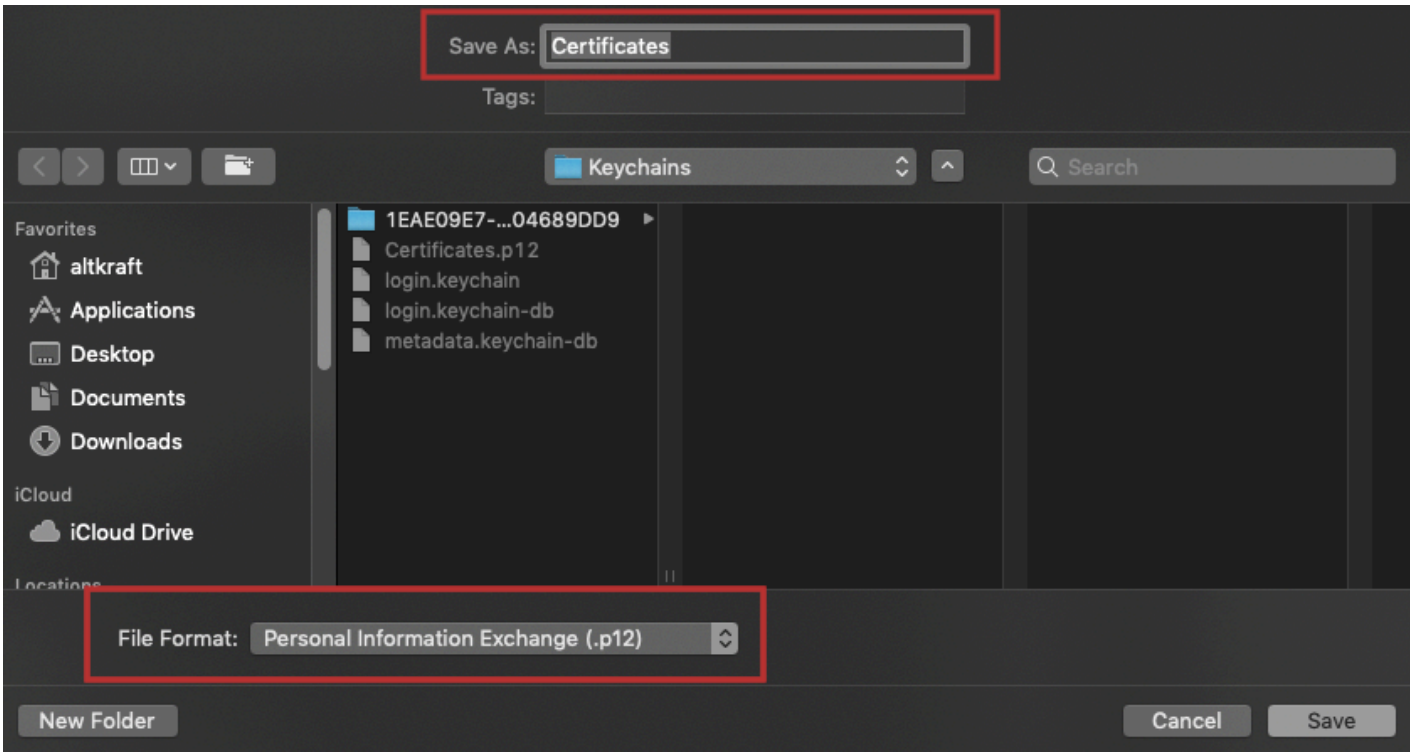


2. Find it on your device and double-click it. This will install the.cer file** into KeyChains.**

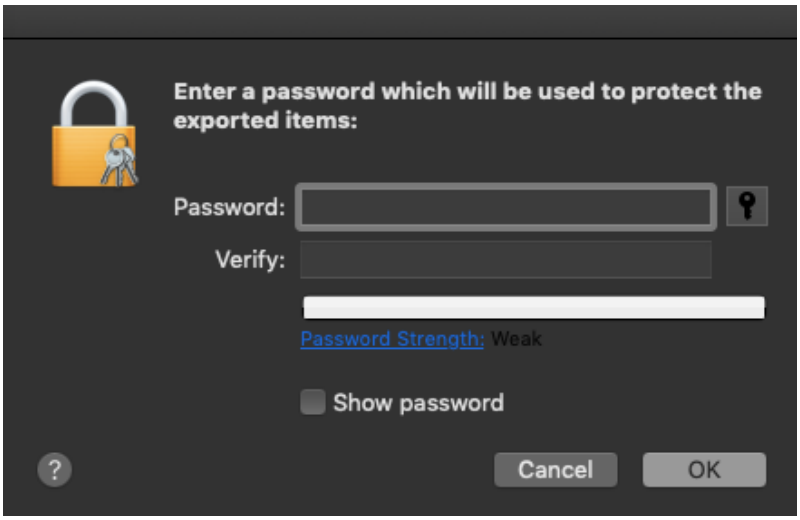


3. Now find the installed certificate in KeyChains, right-click on it and export it to disk in .p12 format.





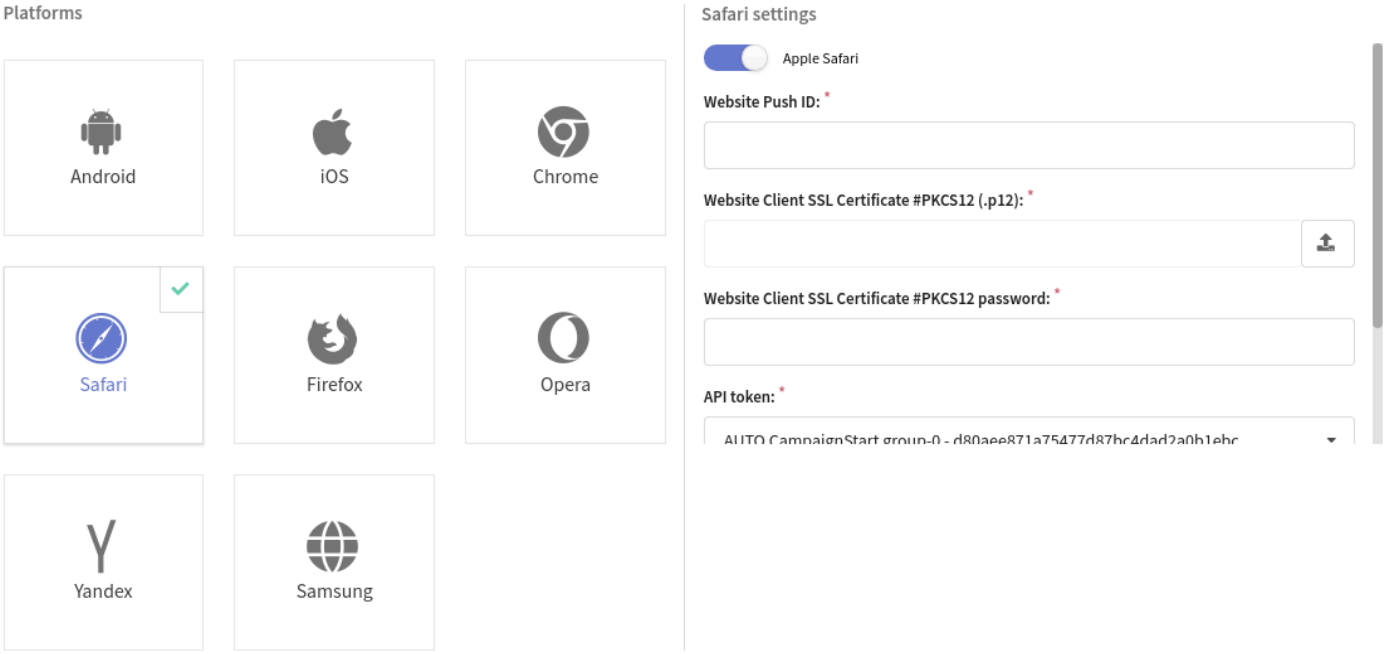
4. During the export process, you will be asked to enter a Password. The same password will later be required to set up push notifications on the Altcraft platform. Remember it!



Step 4. Configure our resource in the Altcraft platform

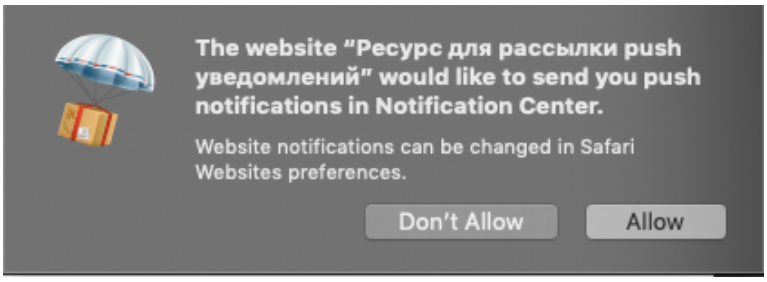
Let’s go back to the Altcraft platform — to the settings of the resource for sending Web push notifications.

1. Choose Safari platform. Activate Apple Safari service.



2. Fill in fields:

- **Website Push ID — identifier in your Apple Developer account. You can find this value in the “Identifier” field of your Apple Developer account.**
- **Website Client SSL Certificate — the .p12 certificate file. This certificate is exported from Keychain Access on your Mac device.**
- **Website Client SSL Certificate пароль — the password used when exporting the .p12 certificate.**
- **API token — a platform token that enables APNS to send subscription requests to the platform. You can generate this token in the Settings → Tokens section. If the token is deleted, the platform will no longer accept subscription requests from Safari for this resource.**
- **Icon — an image that will be displayed in the push notification. It helps users identify the source of the notification. The format is png, The recommended size is 256x256 or larger. Note that Safari supports only one icon per resource (website).**



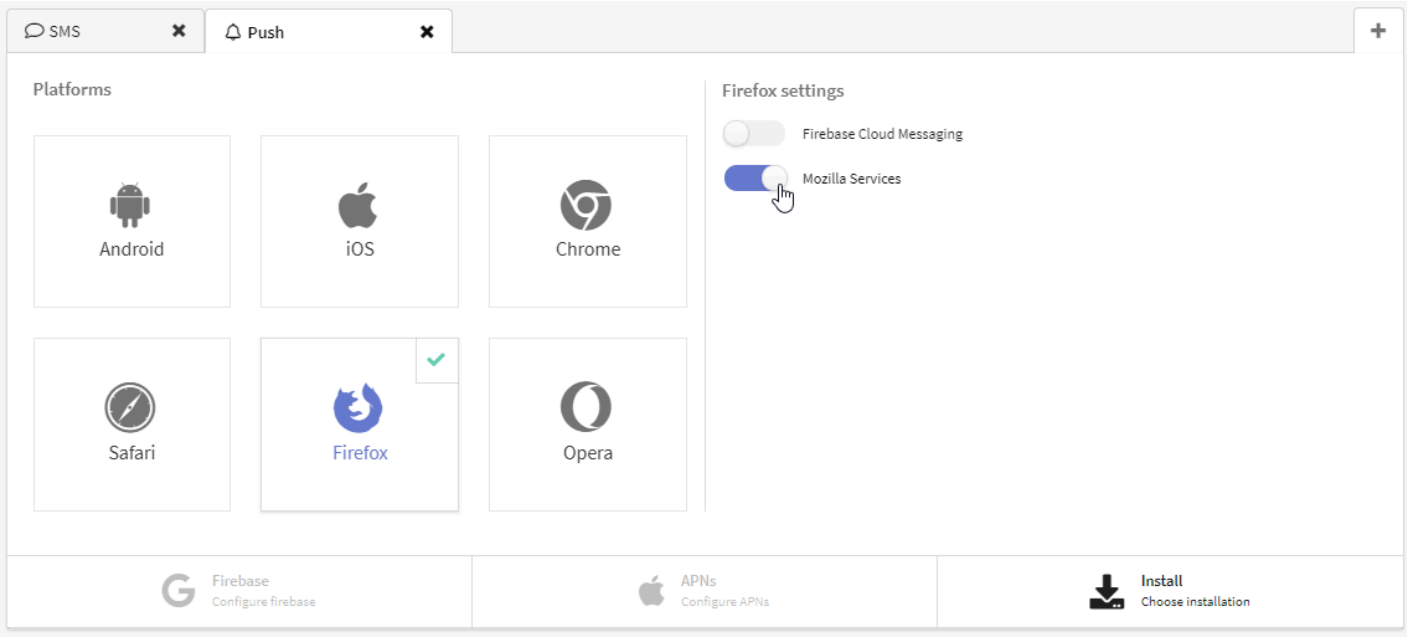
TIP

The next step is Implementing Web push.

Mozilla Services

Mozilla Services

	Do you want to begin sending push notifications to Mozilla Firefox browser? All you need is to enable "Mozilla Services" in the resource push options. Firefox has a built-in push SDK.



TIP

The next step is Implementing Web push.

Migrating push subscriptions from third-party services

Migrating push subscriptions from third-party services

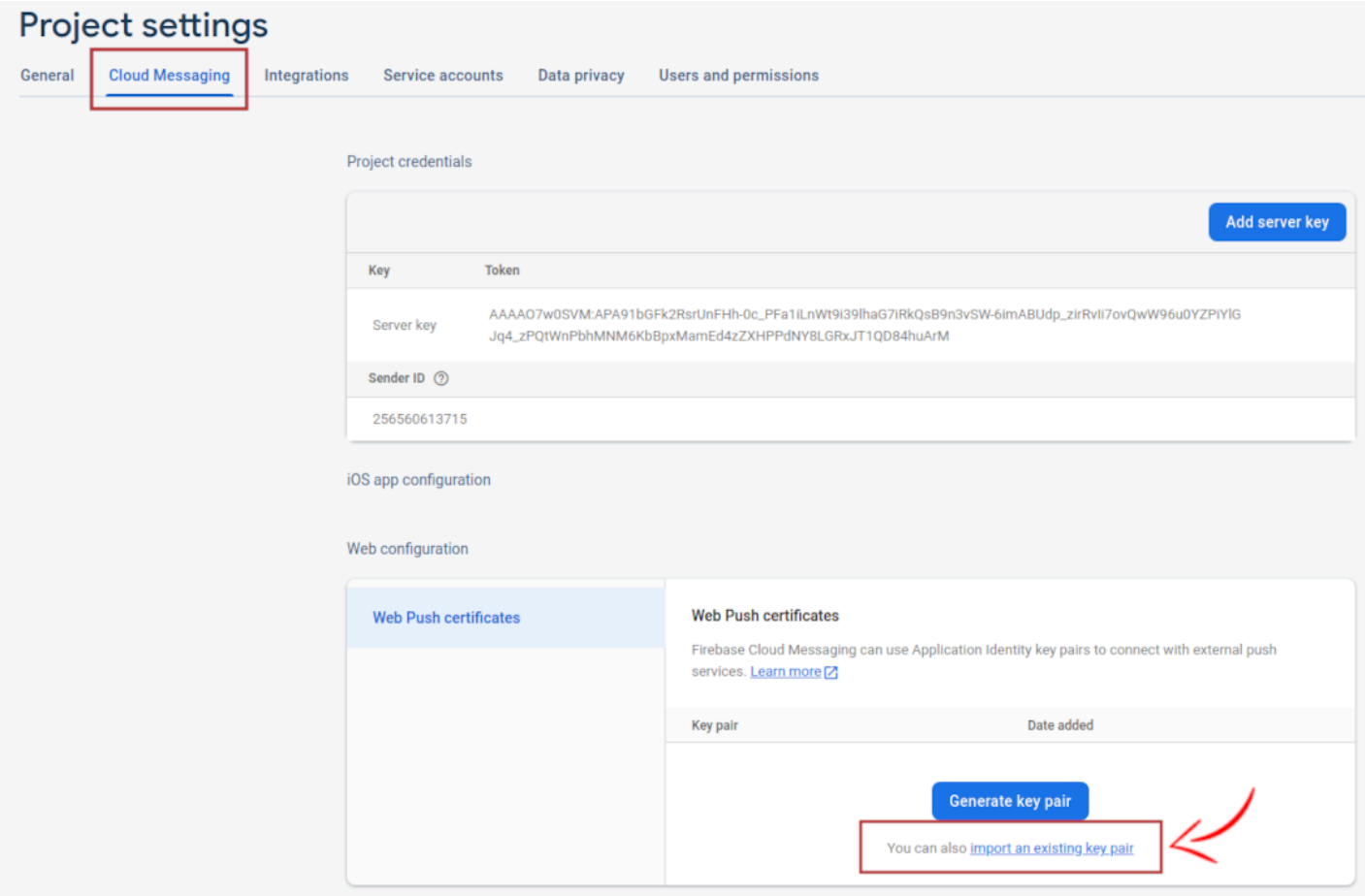
Step 1. Get VAPID keys from the service from which you’re going to migrate

Request the keys from the technical support of your service. Both private and public keys are required: private key, public key.

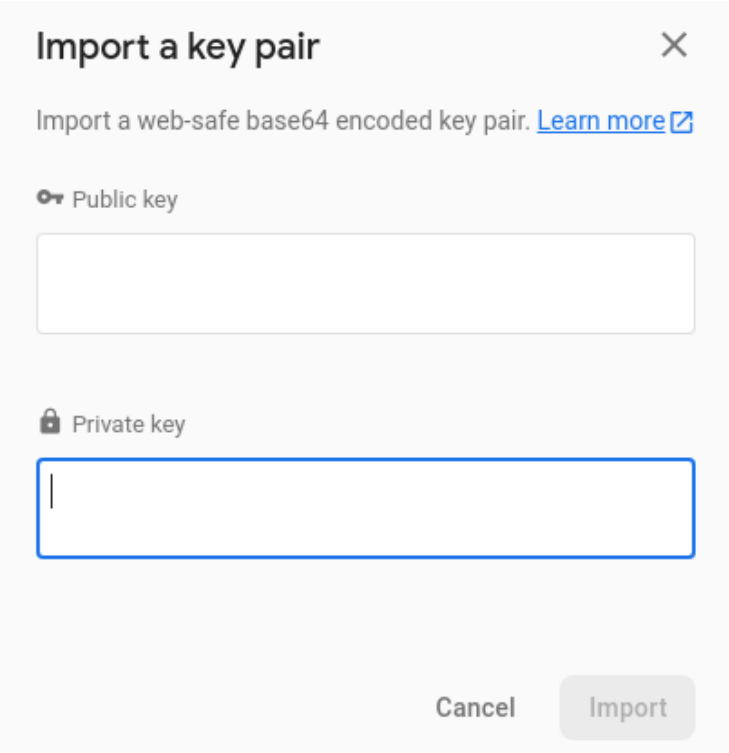
> **TIP**
>
> **VAPID keys and Application Server keys are the same thing.**

Step 2. Import the VAPID keys into your Firebase project

Go to project settings in Firebase and go to the Cloud Messaging tab. At the bottom of the page, you will see the Web Configuration section. Here you can generate keys yourself, but we do not need this, since you have already received VAPID keys from your service. Click “import an existing key pair” at the very bottom of the section.



In the new window enter Public key and Private key that you’ve got from the technical support of your service.



Step 3. Configure the resource

For information on configuring a resource for Web push notifications, see Web push: setting and implementation.

> **TIP**
>
> **Please note that resource settings differ from browser to browser.**

Step 4. Create a csv file with subscriptions

When a new user subscribes to push notifications, a PushSubscription object is created. It contains all the information that is necessary to send push notifications to this user. The object is stored in JSON format:

```
{
"endpoint": "https://some.pushservice.com/something-unique",
"keys": {
        "p256dh":
"BIPUL12DLfytvTajnryr2PRdAgXS3HGKiLqndGcJGabyhHheJYlNGCeXl1dn18gSJ1WAkAPIxr4gK0_dQds4yiI=",
        "auth": "FPssNDTKnInHVndSTdbKFw=="
        }
}
```

Now we need to unload the subscription fields (i.e. the key values of the PushSubscription object) from a third-party service. In other words, you need to get a csv file in any way available for the service. In this file each subscription should have the values of the following fields: endpoint, p256dh, auth.

Step 5. Preparing the CSV File for import

If the Altcraft platform is deployed inside your business (On-Premise solution), transfer the generated csv file with subscriptions to the platform administrator.

If the platform is installed on the cloud (SaaS solution), transfer the csv file to Altcraft support.

he administrator (or support team) should use a specialized utility to convert the data into a format compatible with the platform import. After processing, you will receive a CSV file ready for import.

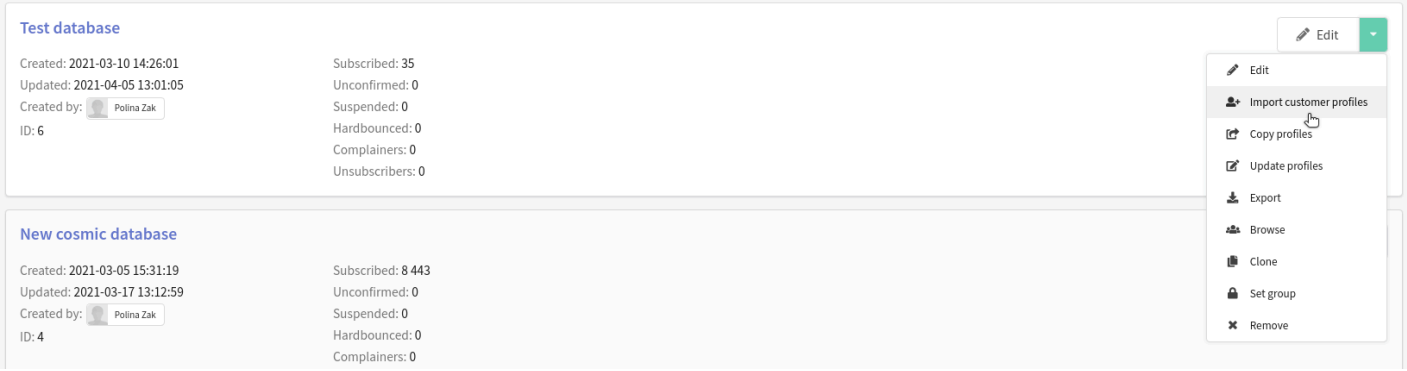
Step 6. Import profiles

Now you can import profiles into Profile Database from a csv file. During the import a subscription to the required provider will be created.

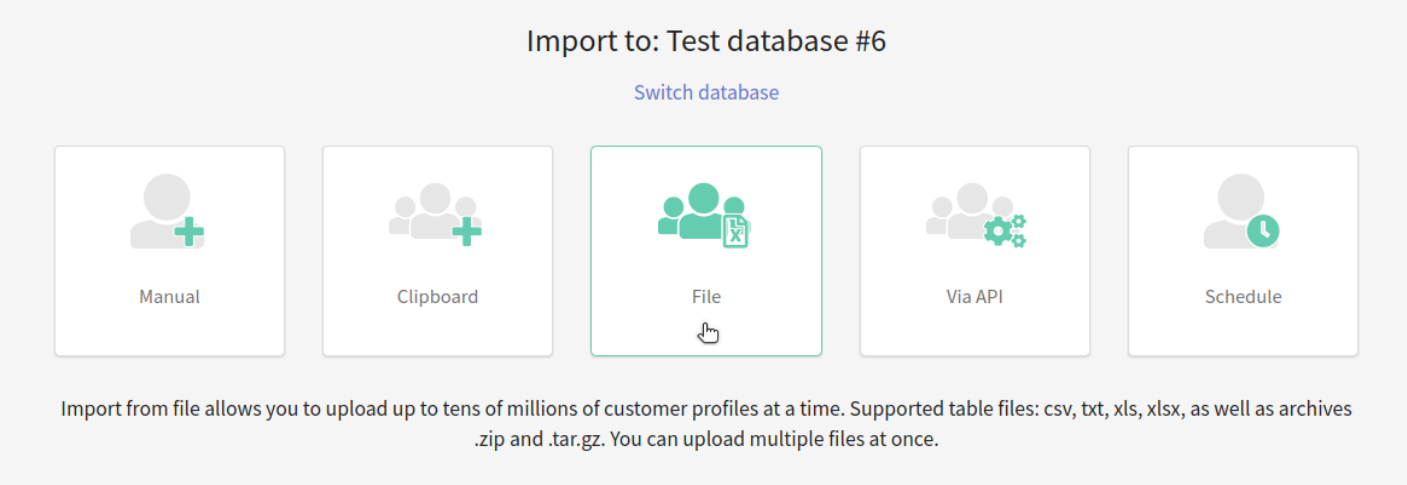
In addition, you have the opportunity to update the database by creating a subscription to the same provider. Please note that in this case it must be one of the Firebase providers.

> **TIP**
>
> **The provider identifier allows you to find out which browser the subscription belongs to and through which service it was created. Examples of providers: Chrome Firebase, Apple Safari, Mozilla Firefox.**

So, create or select a database and click Import customer profiles in the drop-down list.

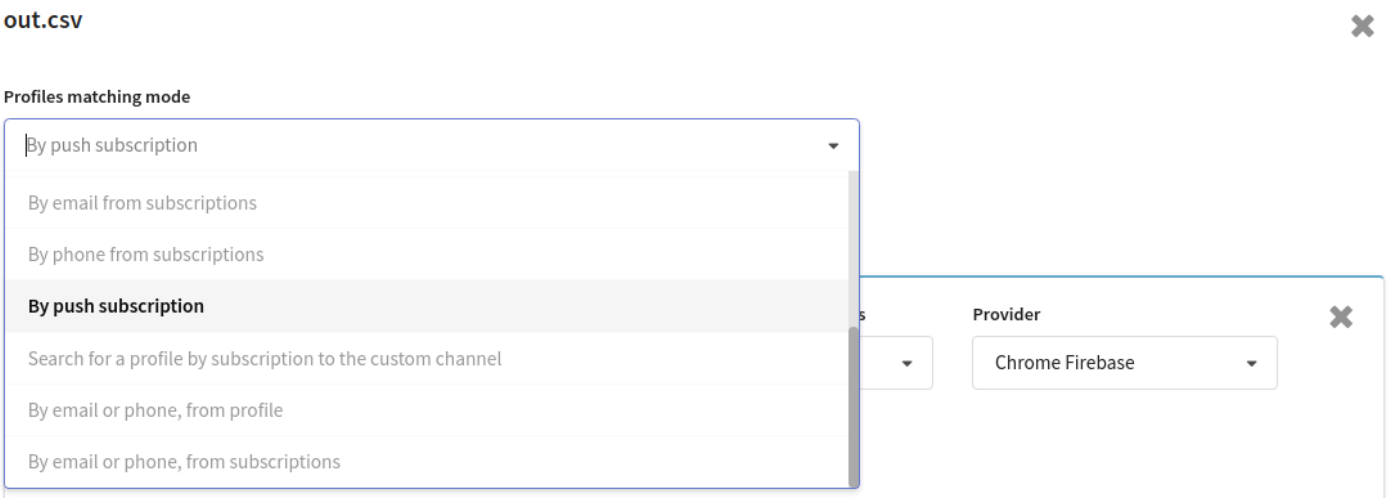


Select the import method - File. Upload the required csv file with subscriptions.



Click Profiles matching mode and select By push subscription in the drop-down list.

> **CAUTION**
>
> **If your csv file contains any data that can be used to configure correspondences between profiles (“match users”), then before the import process, select the appropriate profile search mode.**

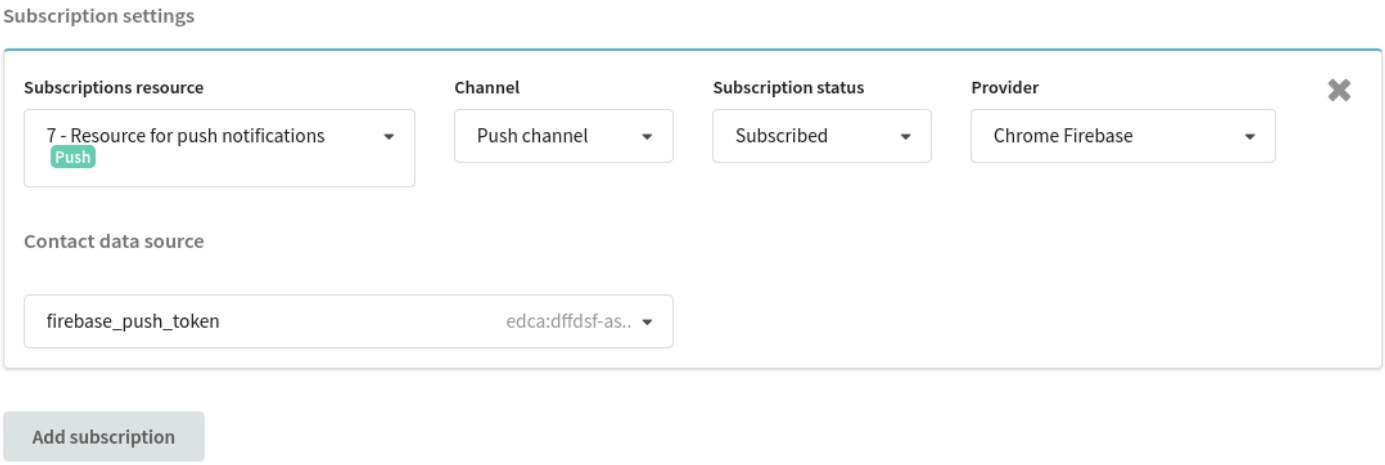


Click the “Add subscription” button and then configure the subscription:

1. **Channel is Push channel;**
2. **Provider — if the subscription browser is unknown, you can import subscriptions with the Chrome Firebase provider;**
3. **Contact data source — firebase_push_token.**

CAUTION

To create a subscription, you need the name of the field where the id of the subscription you are importing is stored. In our csv file, this field will be called firebase_push_token.



Now it’s time to configure column mapping:

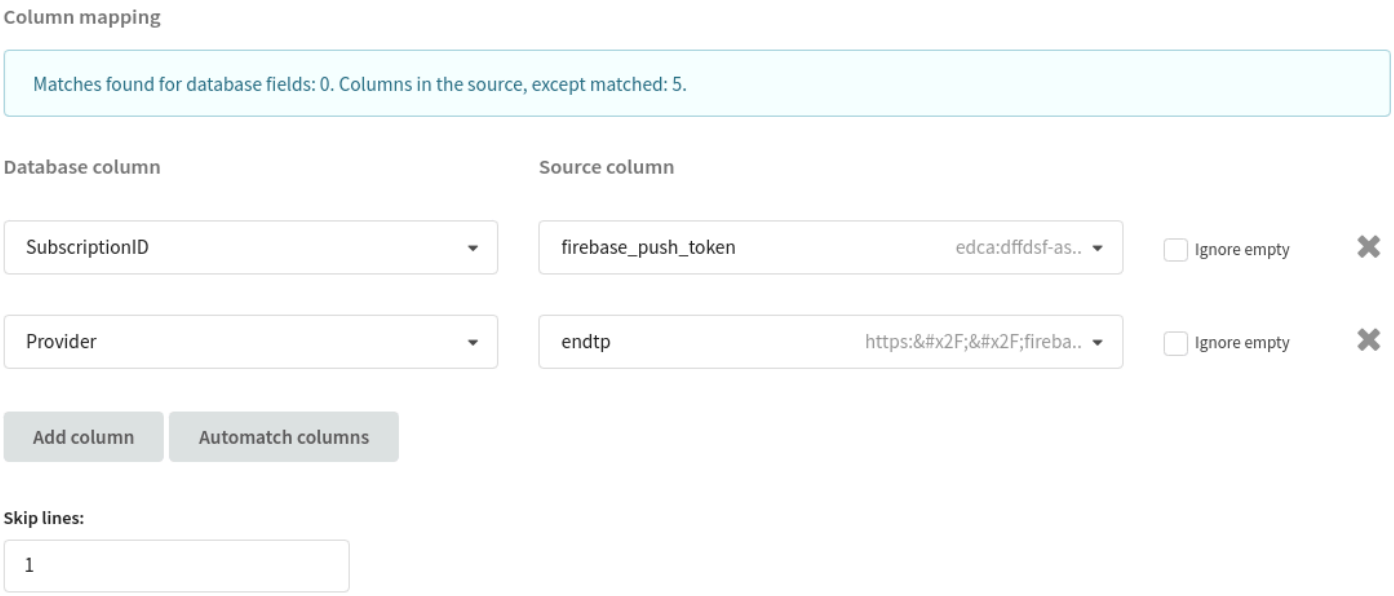
- **SubscriptionID — firebase_push_token**
- **Provider — Altcraft provider id field**

TIP

If the Altcraft provider identifier field is missing in the csv file, then specify the same field as in the SubscriptionID. This way you’ll create a new subscriber for each subscription.

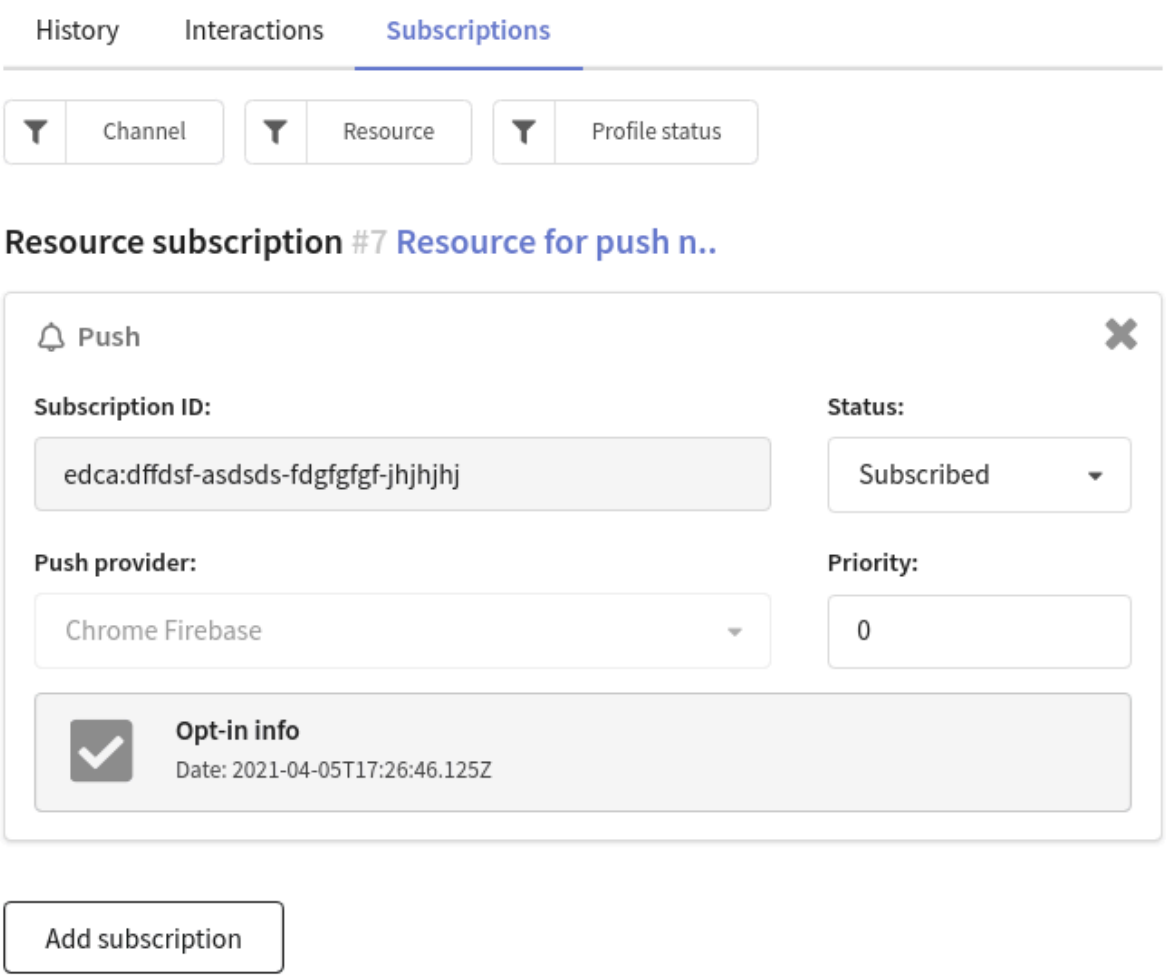
CAUTION

In the Skip Lines field, enter “1” if the file contains headers. Otherwise, the headers will be captured on import.



After you click the Import button in the upper right corner of the screen, the process of importing new profiles into the Database will begin.

Once the profiles have been successfully imported, you can check them in the selected Profiles Database. Open the Subscriptions tab to see the new profile subscription for push notifications and information about it.



TIP

If you would like to migrate from OneSignal, see this article: [Migration from OneSignal](#).

How to transfer push subscriptions configured for Safari?

How to transfer push subscriptions configured for Safari

CAUTION

If you want to transfer push subscriptions that are configured for the Safari browser, you need to have the Developer extension in your Apple account. In addition, the transfer is possible only if they were created with a certificate and a key from this account.

Step 1. Configure the resource

For information on configuring a resource for Web push notifications, see Web push: setting and implementation.

Step 2. Create a csv file with subscriptions

Unload identifiers of Safari subscriptions from external service in csv file format.

Step 3. Import profiles

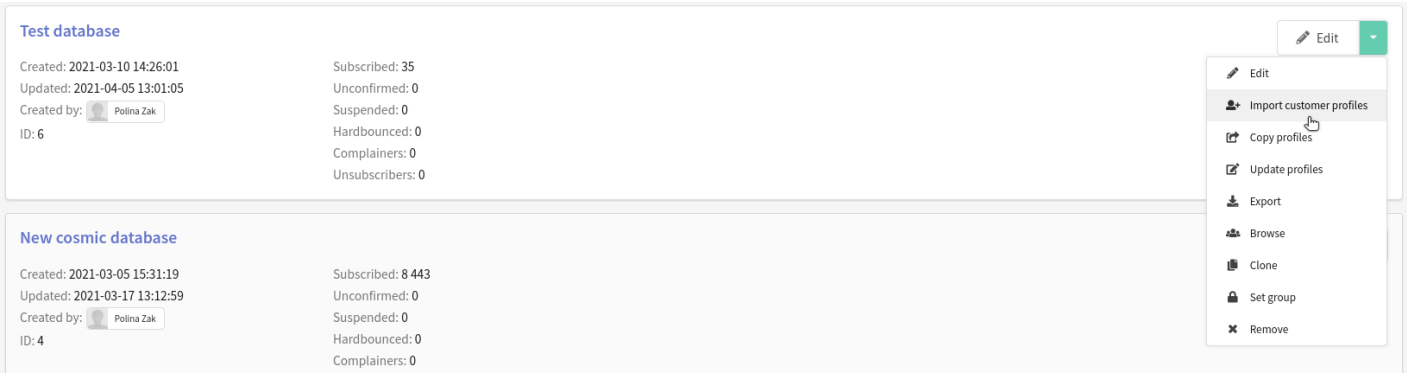
Now you can import profiles into Profile Database from a csv file. During the import a subscription to the required provider will be created.

In addition, you have the opportunity to update the database by creating a subscription to the same provider. Please note that in this case it must be one of the Firebase providers.

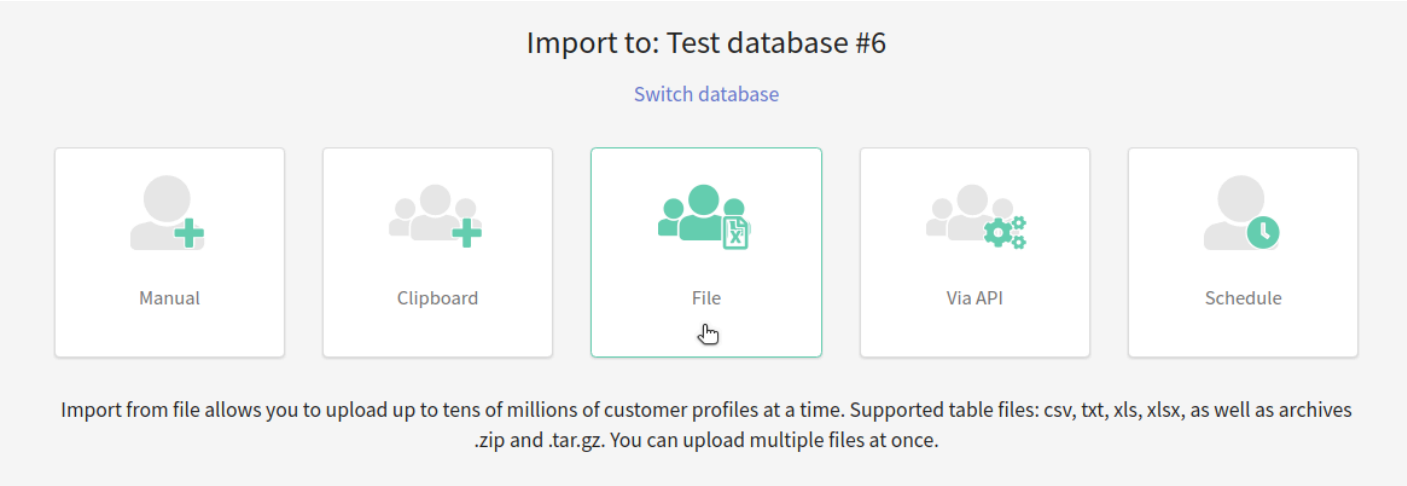
TIP

The provider identifier allows you to find out which browser the subscription belongs to and through which service it was created. Examples of providers: Chrome Firebase, Apple Safari, Mozilla Firefox.

So, create or select a database and click Import customer profiles in the drop-down list.



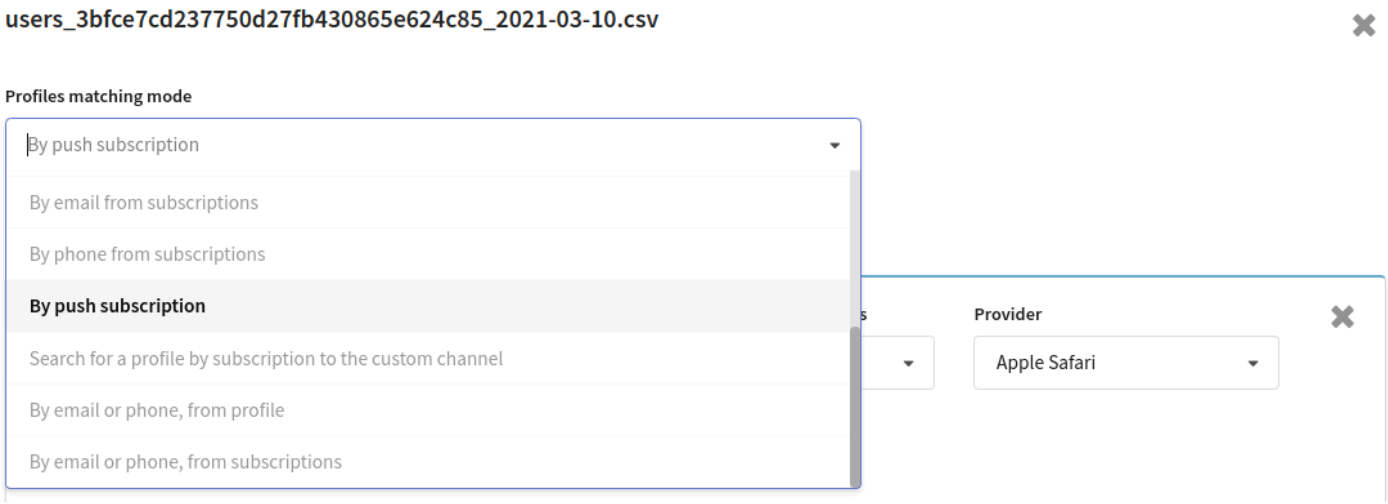
Select the import method - File. Upload the required csv file with subscriptions.



Click Profiles matching mode and select By push subscription in the drop-down list.

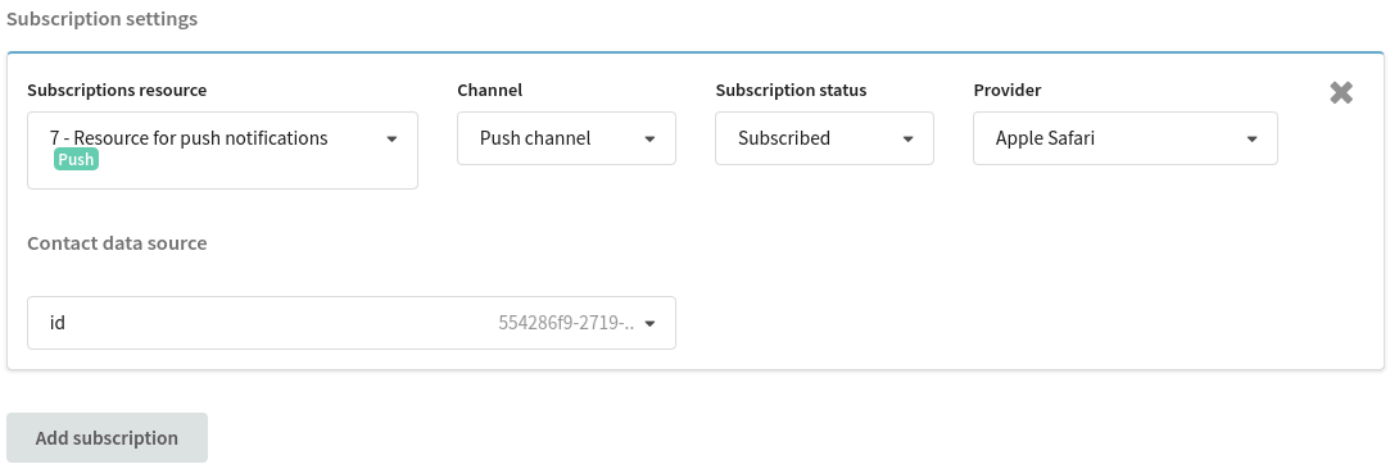
CAUTION

If your csv file contains any data that can be used to configure correspondences between profiles (“match users”), then before the import process, select the appropriate profile search mode.



Click the “Add subscription” button and then configure the subscription:

1. **Channel is Push channel;**
2. **Provider is Apple Safari;**
3. **Contact data source: you need to specify the subscription identifier field from the file.**



Now it’s time to configure column mapping:

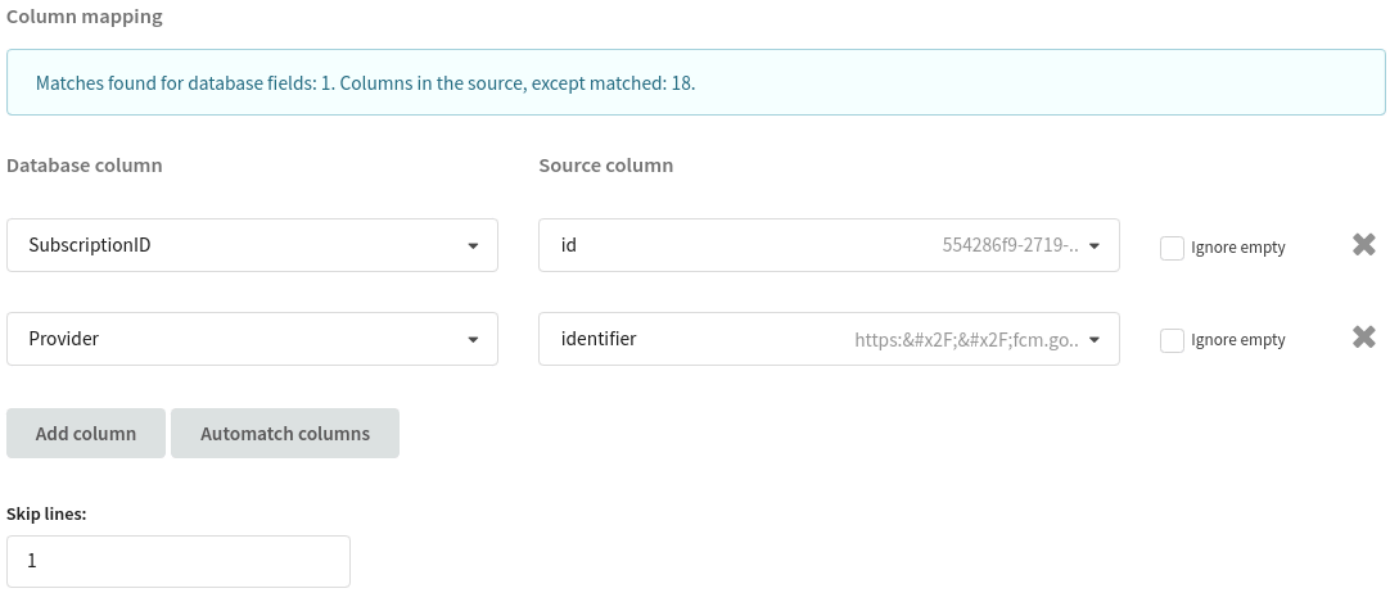
- **SubscriptionID: subscription identifier field from the file;**
- **Provider: Altcraft provider identifier field;**

TIP

If the Altcraft provider identifier field is missing in the csv file, then specify the same field as in the SubscriptionID. This way you’ll create a new subscriber for each subscription.

CAUTION

In the Skip Lines field, enter “1” if the file contains headers. Otherwise, the headers will be captured on import.



After you click the Import button in the upper right corner of the screen, the process of importing new profiles into the Database will begin.

Once the profiles have been successfully imported, you can check them in the selected Profiles Database. Open the Subscriptions tab to see the new profilesubscription for push notifications and information about it.

History | Interactions | Subscriptions

Channel | Resource | Profile status

Resource subscription #7 Resource for push n..

Push

Subscription ID:

edca:dffdsf-asdsds-fdgfgfgf-jhjhjhj

Status:

Subscribed

Push provider:

Chrome Firebase

Priority:

0

Opt-in info

Date: 2021-04-05T17:26:46.125Z

Add subscription

Migration from OneSignal

Migration from OneSignal

Step 1. Get VAPID keys from OneSignal service

CAUTION

Skip the step if you are migrating subscriptions configured for the Safari browser.

Request the keys from OneSignal technical support. Both private and public keys are required .

TIP

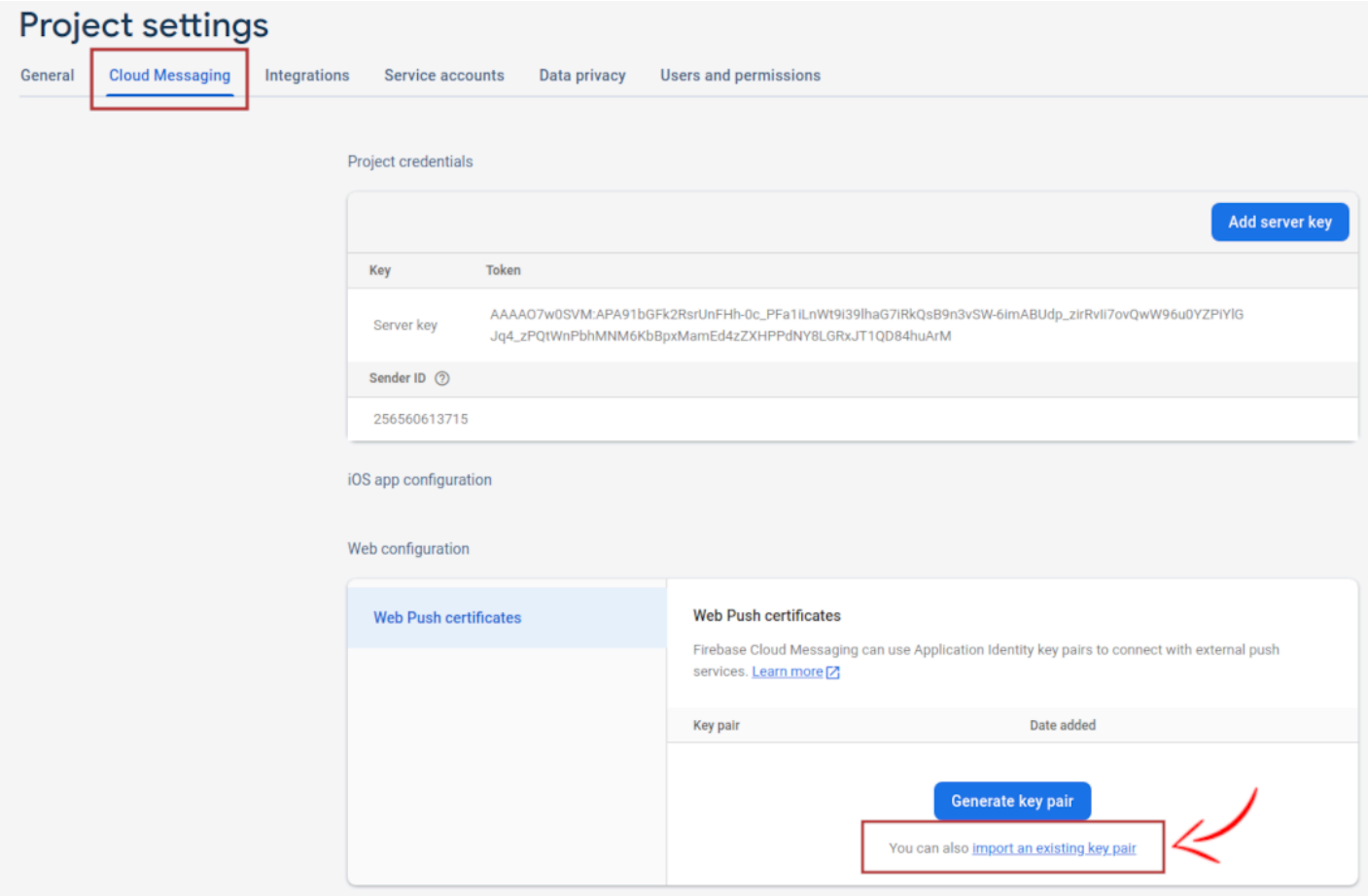
VAPID keys and Application Server keys are the same thing.

Step 2. Import the VAPID keys into your Firebase project

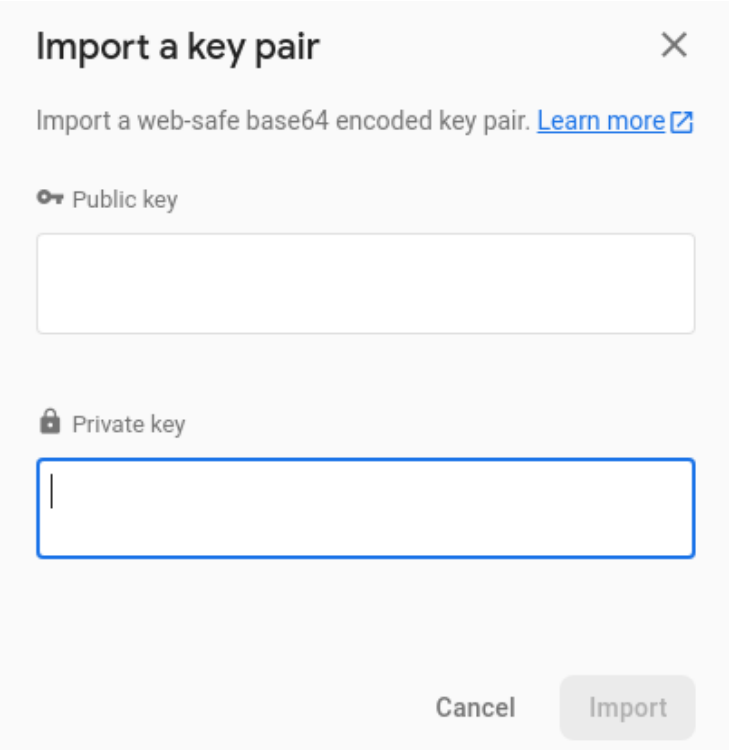
CAUTION

Skip the step if you are migrating subscriptions configured for the Safari browser.

Go to project settings in Firebase and go to the Cloud Messaging tab. At the bottom of the page, you will see the Web Configuration section. Here you can generate keys yourself, but we do not need this, since you have already received VAPID keys from your service. Click “import an existing key pair” at the very bottom of the section.



In the new window enter Public key and Private key that you've got from OneSignal technical support.



Step 3. Configure the resource

For information on configuring a resource for Web push notifications, see [Web push: settings and implementation].

TIP

Please note that resource settings differ from browser to browser.

Step 4. Export subscriptions

Exporting subscriptions involves creating a CSV file that contains all of your current user data.

Use the Curl utility to make a POST request. The request will generate a URL that to can use to download a compressed CSV file (.csv .gz).

TIP

The file may take several minutes to generate depending on the number of users in your app.

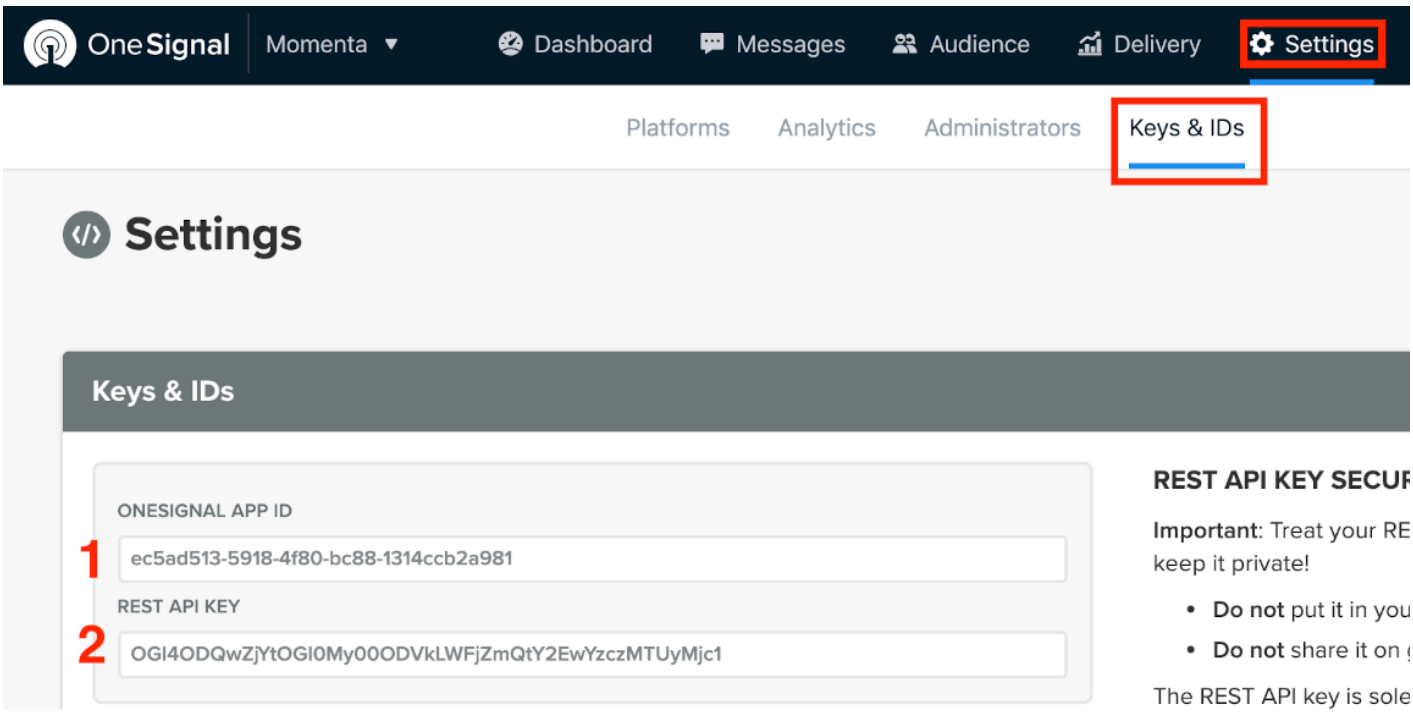
You can test if it is complete by making a GET request to the `csv_file_url` value.

If the file is not ready, a 403 error will be returned. Otherwise the file itself will be returned.

Below is an example of the request that can be run in the terminal.

```
curl -X POST -H "Authorization: Basic YOUR_REST_API_KEY" -H "Content-Type: application/json"
-d '{
    "extra_fields": ["web_auth", "web_p256"],
    "last_active_since": "1469392779", "segment_name": "Active Users"
}' "https://onesignal.com/api/v1/players/csv_export?app_id=YOUR_APP_ID"
```

The request requires your OneSignal App's REST_API_Key and APP_ID. You can find this data on the OneSignal service. Go to Settings and then - to the Keys & IDs tab.



The following parameters must be passed in the request body:

Field	Description
“extra_fields”	Additional fields that you wish to include. Currently supports `location`, `country`, `rooted`, `notification_types`, `ip`, `external_user_id`, `web_auth`, and `web_p256`. In our case, you must specify `web_auth` and `web_p256`.
“last_active_since”	Export all devices with a `last_active` timestamp greater than this time.
“segment_name”	Export all devices belong to the segment You can use this field to export only the segments you are interested in. More details about segments in OneSignal: https://documentation.onesignal.com/docs/segmentation.

TIP

You can get more information on exporting subscriptions from OneSignal here: https://documentation.onesignal.com/reference/csv-export.

Step 5. Provide the csv file with these fields to the administrator or Altcraft support service

CAUTION

Skip the step if you are migrating subscriptions configured for the Safari browser.

If the Altcraft platform is deployed inside your business (On-Premise solution), transfer the generated csv file with subscriptions to the platform administrator.

If the platform is installed on the cloud (SaaS solution), transfer the csv file to Altcraft support.

Step 6. Take the processed csv file from the administrator

CAUTION

Skip the step if you are migrating subscriptions configured for the Safari browser.

Step 7. Import profiles

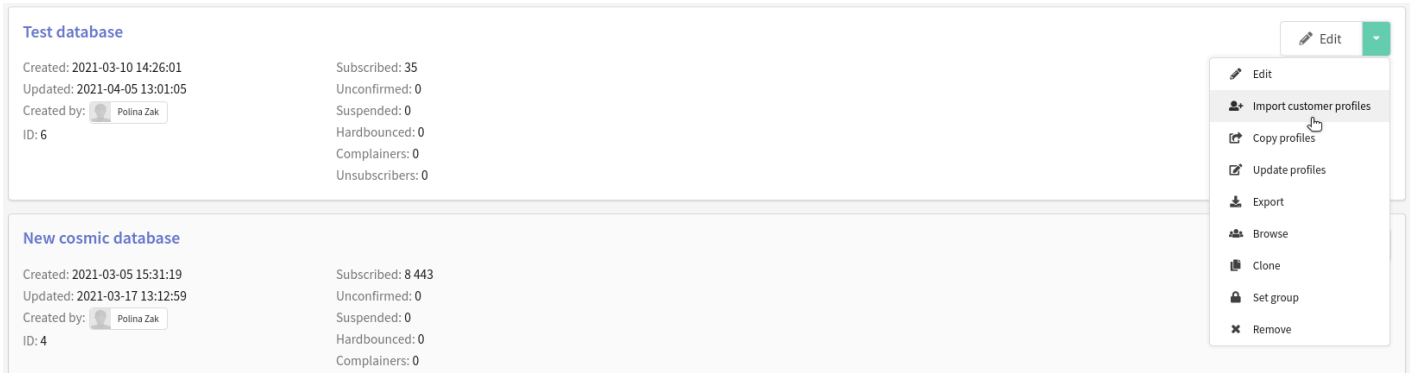
Now you can import profiles into Profile Database from a csv file. During the import a subscription to the required provider will be created.

In addition, you have the opportunity to update the database by creating a subscription to the same provider. Please note that in this case it must be one of the Firebase providers.

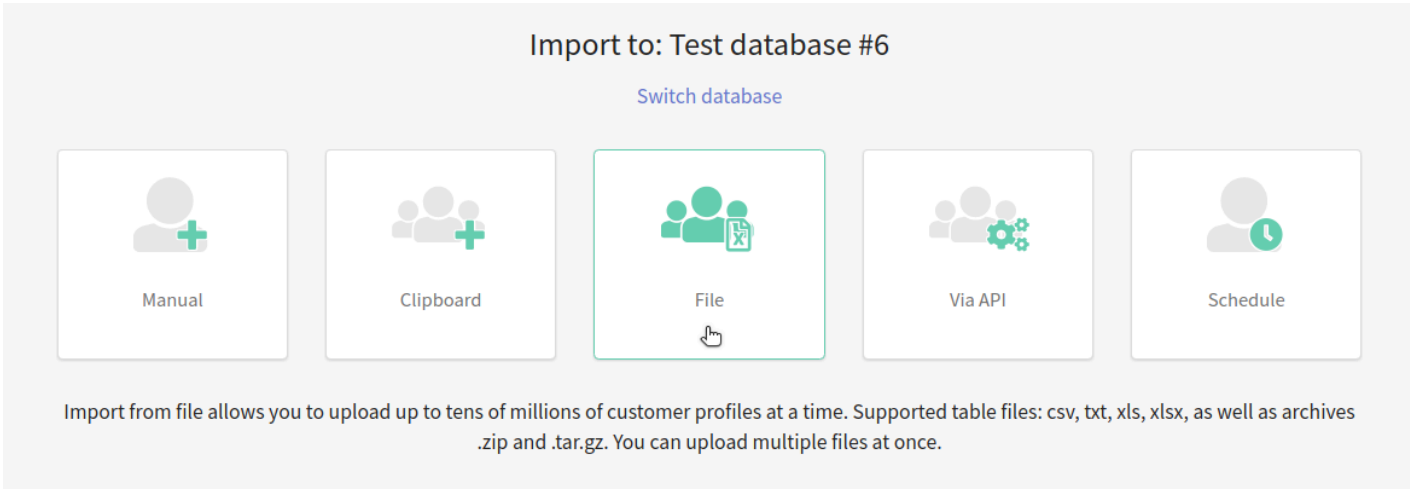
TIP

The provider identifier allows you to find out which browser the subscription belongs to and through which service it was created. Examples of providers: Chrome Firebase, Apple Safari, Mozilla Firefox.

So, create or select a database and click Import customer profiles in the drop-down list.



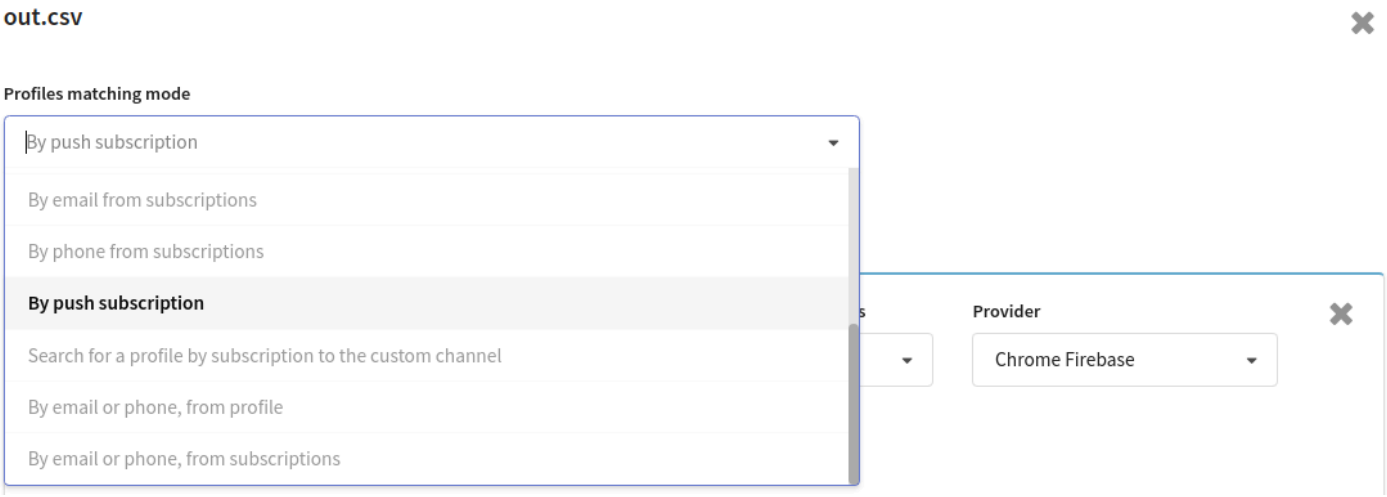
Select the import method - File. Upload the required csv file with subscriptions.



Click Profiles matching mode and select By push subscription in the drop-down list.

CAUTION

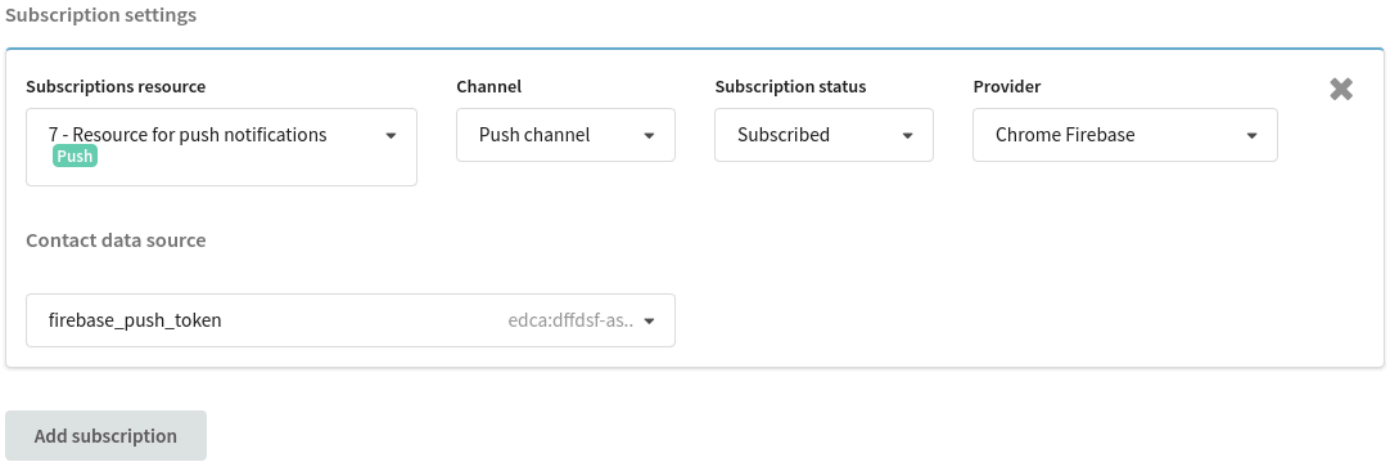
If your csv file contains any data that can be used to configure correspondences between profiles (“match users”), then before the import process, select the appropriate profile search mode.



Click the “Add subscription” button and then configure the subscription:

1. **Channel is Push channel;**
2. **Provider is the browser through which the subscription was made. If the user signed up using the Safari browser, then specify Apple Safari. If you don't know the subscription browser, you can import the subscriptions with the Chrome Firebase provider.**

3. **Contact data source is the subscription id field from csv file. If the user signed up through the Safari browser, then you need to define this field yourself. For other browsers, you need to specify firebase_push_token here.**

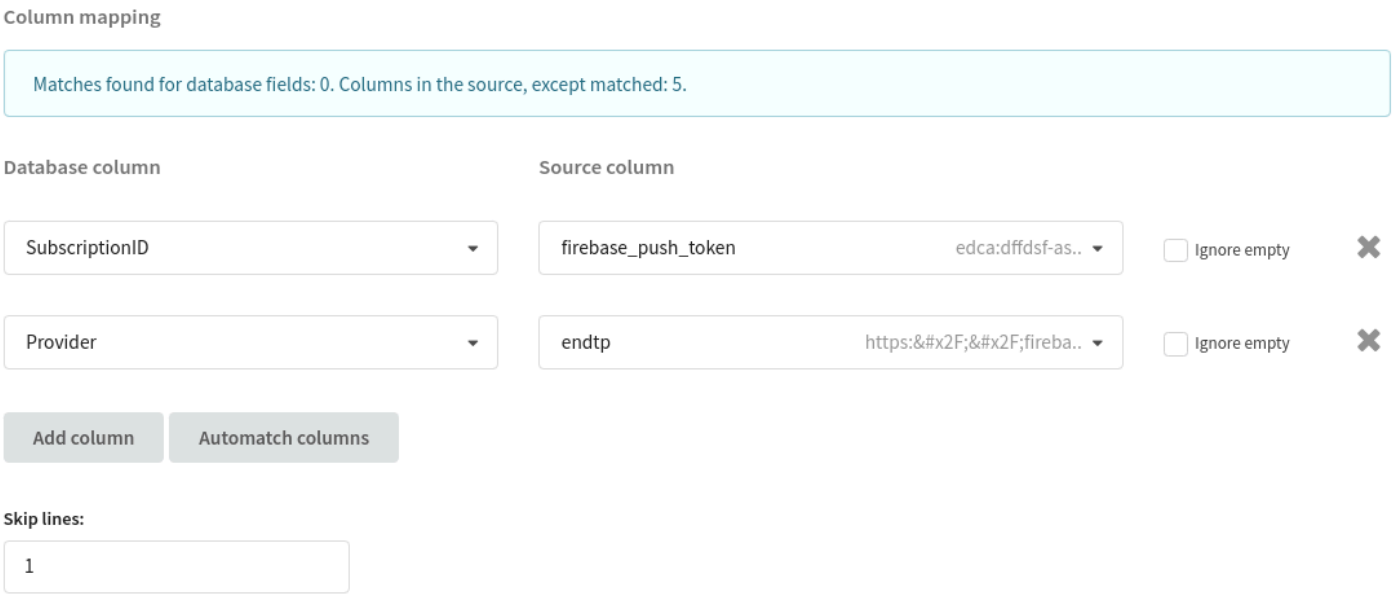


Now it's time to configure column mapping:

Field	For Safari	For other browsers
SubscriptionID	Subscription ID field from csv file	firebase_push_token
Provider	If the Altcraft provider identifier field is missing in the csv file, then specify the same field as in the SubscriptionID. This will create a new subscriber for each subscription.	

CAUTION

In the Skip Lines field, enter "1" if the file contains headers. Otherwise, the headers will be captured on import.



After you click the Import button in the upper right corner of the screen, the process of importing new profiles into the Database will begin.

Once the profiles have been successfully imported, you can check them in the selected Profiles Database. Open the Subscriptions tab to see the new profile subscription for push notifications and information about it.

History | Interactions | Subscriptions

Channel | Resource | Profile status

Resource subscription #7 Resource for push n..

Push

Subscription ID:

edca:dffdsf-asdsds-fdgfgfgf-jhjhjhj

Status:

Subscribed

Push provider:

Chrome Firebase

Priority:

0

Opt-in info

Date: 2021-04-05T17:26:46.125Z

Add subscription

Email

First Email Campaign

	This tutorial will help you to create and launch your **Email** campaign from scratch: from setting up the sending domain to viewing campaign statistics. **Email** remains one of the most effective marketing communications with customers. You can send more content to your subscribers by using email channel than by using other channels: images, links to various products and services, interactive elements that attract attention and increase customer engagement. Altcraft Marketing monitors the actions of subscribers in an Email message, such as opening, reading, clicking on a link. </td> </tr>

Step 1: Configure Email Sender

Altcraft Marketing platform sends email using SMTP protocol. This is the reason why we have developed our own transport module AKMTA (Altcraft Mail Transfer Agent), which allows you to optimize the delivery of letters. Even if the mailing audience is tens of millions of recipients!

Sending and tracking domains

You need the sending domain to send email messages. The domain will be used in the sender's address (from email), which the recipients see in the mail client. Using SPF and DKIM technologies, the domain is connected to the SMTP sender, which prevents your mailings from being spoofed.

You need the tracking domain to track email messages. This can be a subdomain of your main domain, or a separate domain. Clicks on links in the message are redirected to the tracking domain — this is how the platform tracks clicks. In addition, through it images are loaded into messages for registering letter openings.

When you have purchased a domain — on the side of the domain name registrar that provided it, you need to make configuration records to ensure efficient delivery.

> **TIP**
>
> **Custom domain settings are described in another article. If you use an Altcraft Marketing cloud account, please give the information to the support team at team@altcraft.com.**
>
> **When installing the platform on your equipment, contact us and we will help you set up the sending infrastructure.**

Installing transport module AKMTA

> **CAUTION**
>
> **If you use a cloud service, we provide our own sending infrastructure with all the necessary settings. The only thing you need to start sending is your configured domain (see the previous point).**

If the Altcraft Marketing platform is installed on your equipment (On-Premise), you can configure one or several sending servers with AKMTA transport modules. In the platform administrative panel, you need to configure:

- **Nodes are network dispatch nodes. The module uses the sending IP addresses available to you.**
- **Senders are configuration records that combine parameters for sender identification, sending speed, and settings for the sender's behavior in case of sending errors.**
- **Virtual senders are the rules for sending from multiple senders. Can be configured both in the Administration Panel and in the User Interface.**

Step 2: Subscribe customers to the Email channel

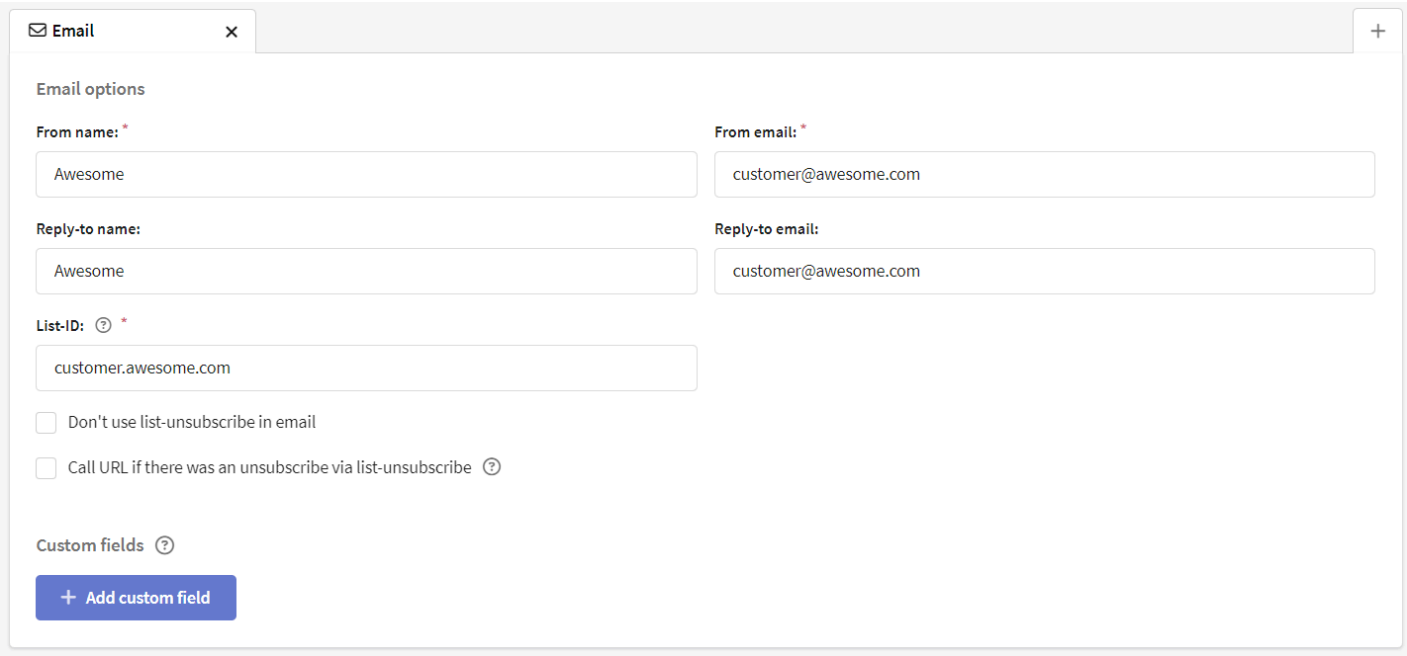
Profiles Databases

Altcraft Marketing emails are received by your subscribers. Subscriber profiles are stored in profiles databases.

Each customer profile has a system field "Email": it is used to identify profiles and in cases where your customers only have one email address.

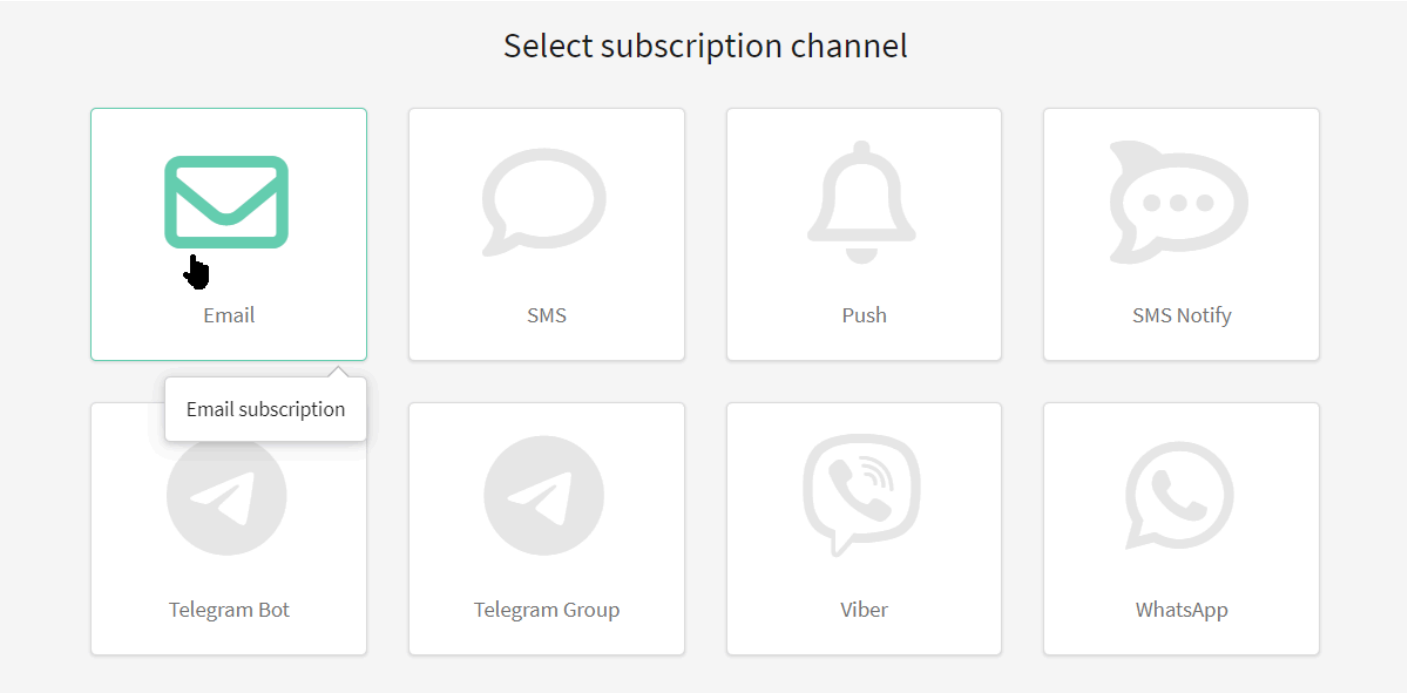
> **TIP**
>
> **If you are using different contact information for the same customer or submitting messages with different content - set up multiple subscription resources.**

When you create a database, it's necessary to enter the sender's email (from name). On his behalf, the sending will be made without using resources. Enter the sending address in the corresponding field and don't forget to enter the sender's name (from name). If it's necessary, specify the data for response to the letter (Reply-to name & Reply-to email):

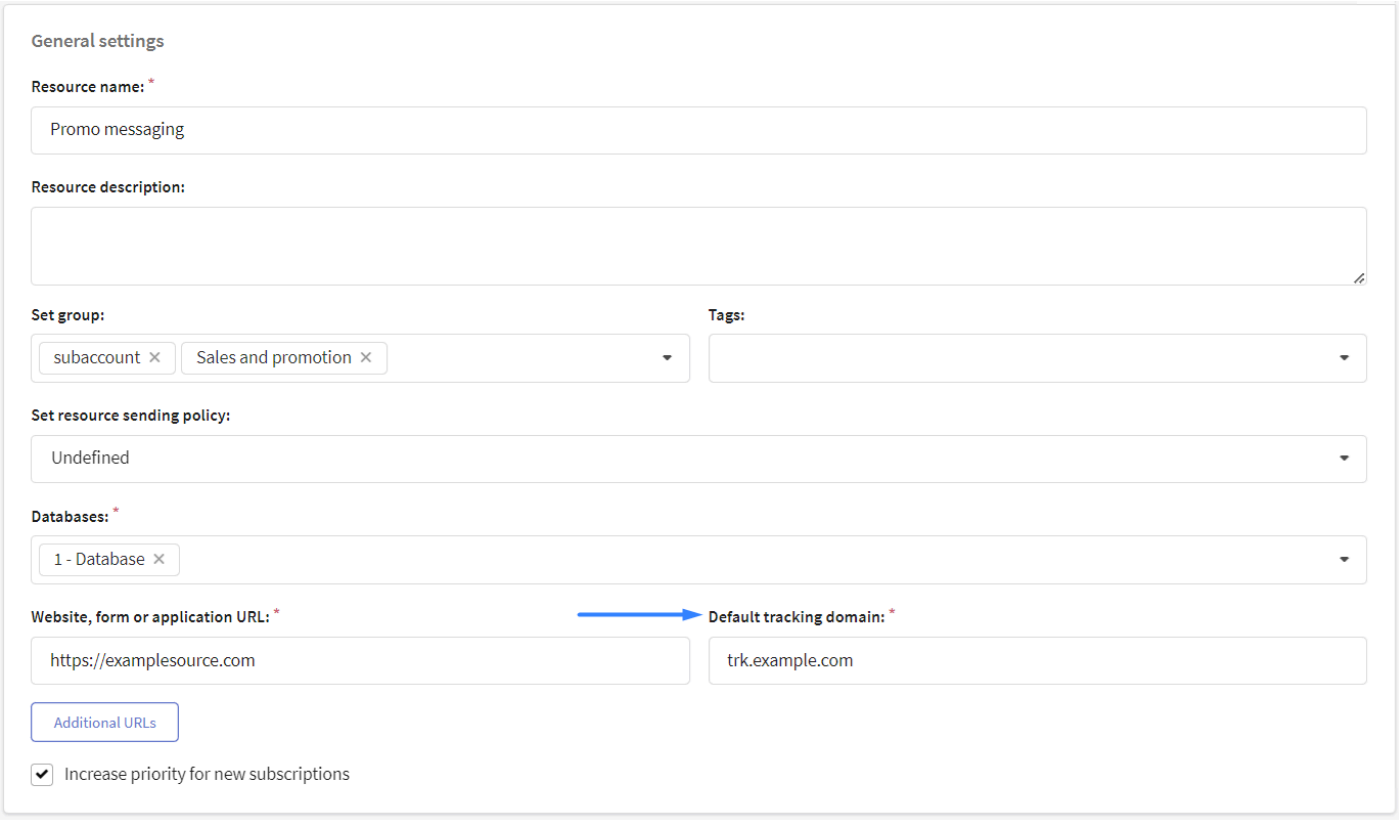


Subscription resources

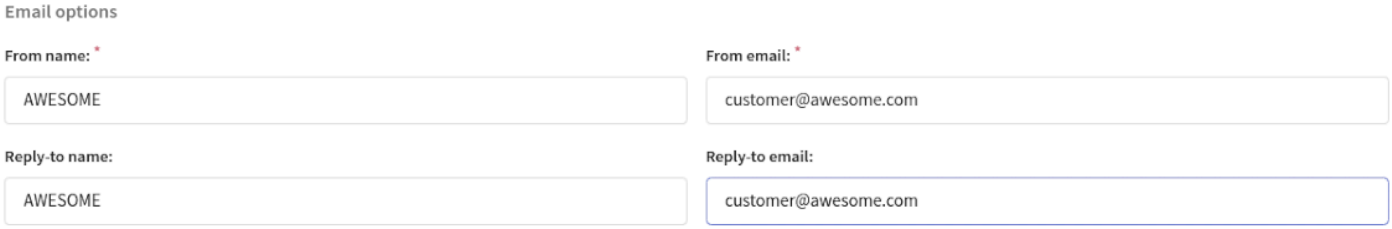
Each client profile can be subscribed to one or more resources. What can be a resource? A specific marketing area, a site, an application, or the type of content. Select the corresponding item in the main menu, then create a new resource or select an existing one. Select an Email channel for a new resource:



In the general settings, add the necessary databases. If it's necessary, assign a sending policy and specify the Default tracking domain configured earlier:



In the Email options of the resource channel, specify the name and email of the sender (From name & From email).If it's necessary, enter the name and address for receiving responses. These settings will override database settings before sending.



Customer profiles and subscription to the resource

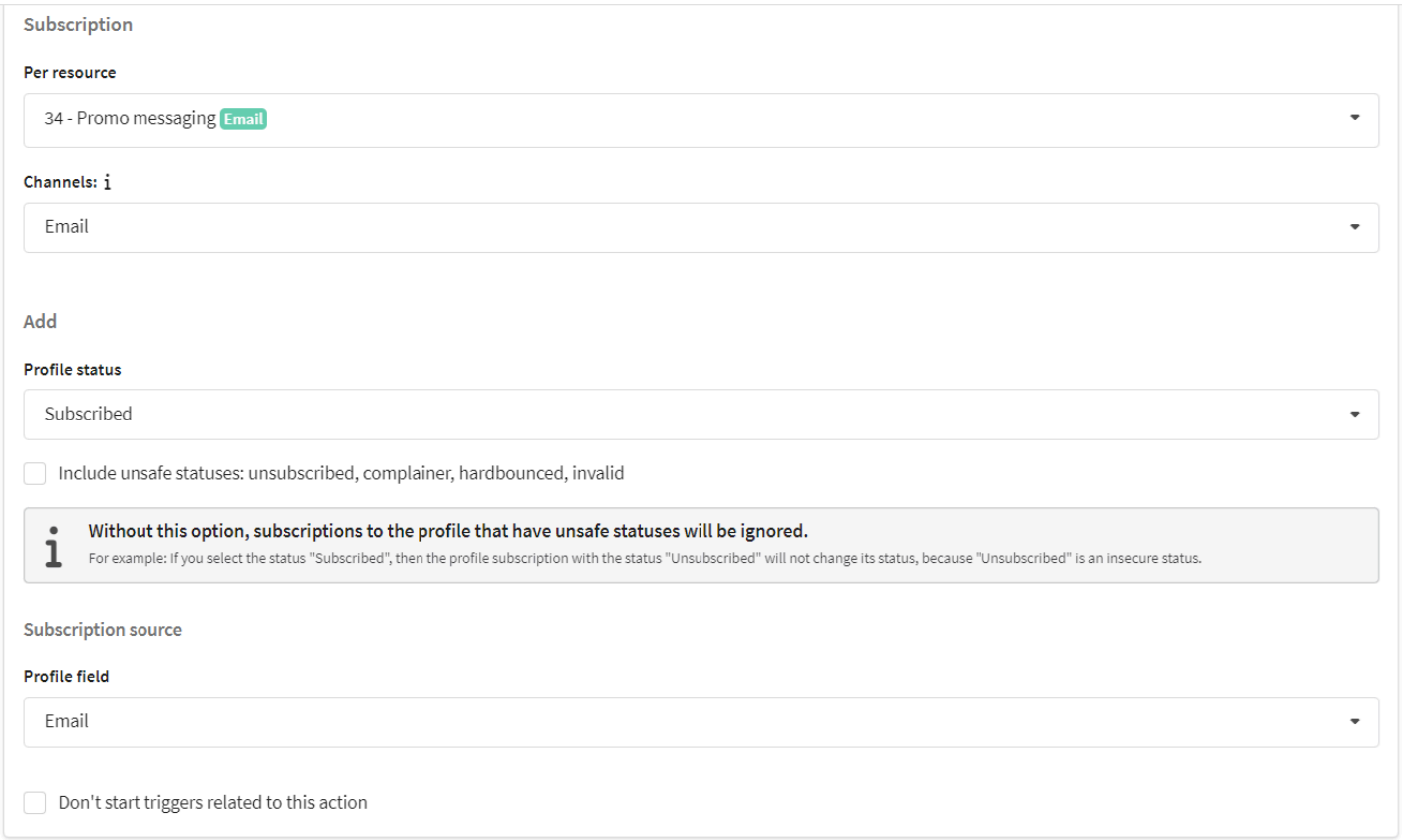
So, we've just configured the profiles database and subscription resource. Now it's time to import customer data into the platform. For each client, Altcraft Marketing creates a single digital profile that includes personal data, history of actions and subscriptions to your resources.

You can upload customer data manually: one at a time, in a list, or from a table file. Different import methods are described in this article.

You can also set up automatic import of client profiles:

- **on schedule from your SQL database**
- **through the use of the integration with platform API**

When you import data, sign clients to the previously prepared resource. Select Email as the communication channel and specify the column with subscribers' addresses:



TIP

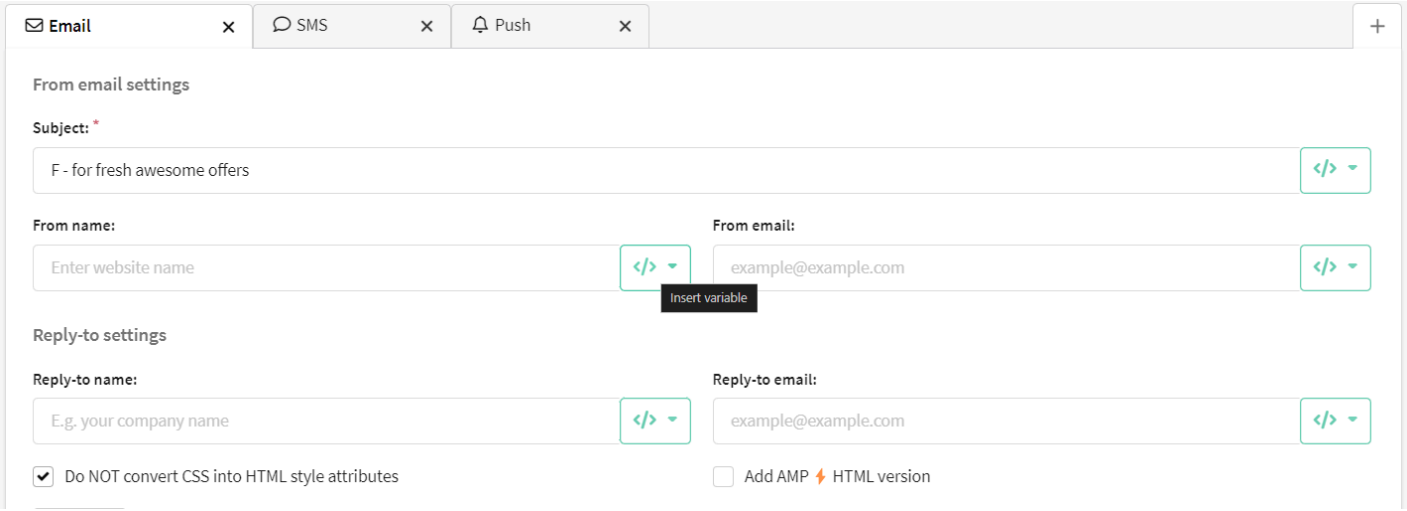
If you already have a profiles database, add them a subscription to a new resource. There are two options:

- **if customers have subscriptions to another resource with up-to-date email addresses — use bulk profile update**
- **if you need to upload to the platform email addresses for subscription, use the profile import in the "update only" mode**

Step 3: Prepare content for submission

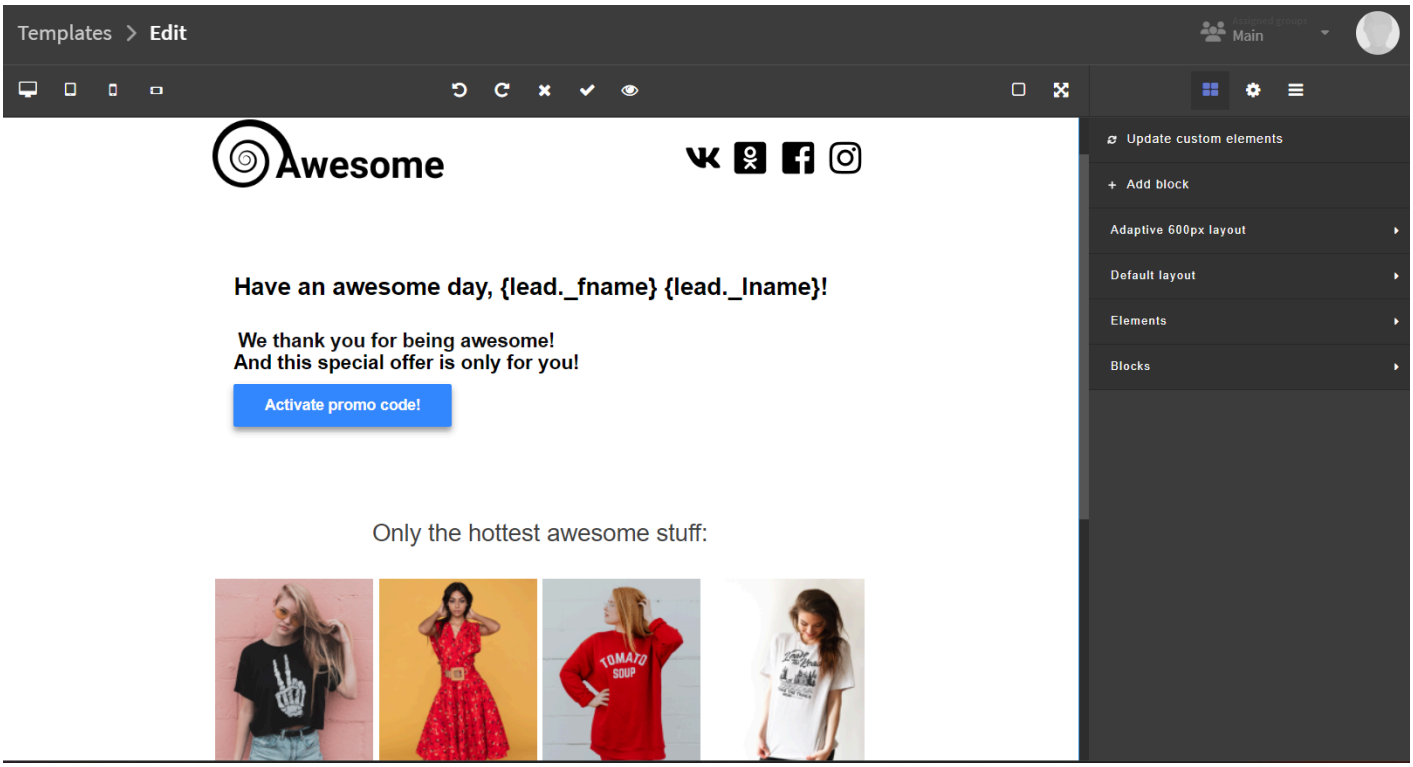
The content for your Email campaigns is created in Message Templates. The templates contain content for all available channels. When you create a new template, select the Email channel or add it for an existing one.

For the Email version of the template, you can set a Subject — it will be displayed in the correspondence. You can also enter the name and the address of the sender (From name & From email).The settings in the template will override the settings of both the resource and the database.



Templates in Altcraft Marketing offer many options for personalizing content for a specific recipient. Different types of variables, boolean expressions, loops, functions and dynamic content from various external sources — all this can be used to personalize content.

Use the HTML code editor or the Visual editor to create email templates:

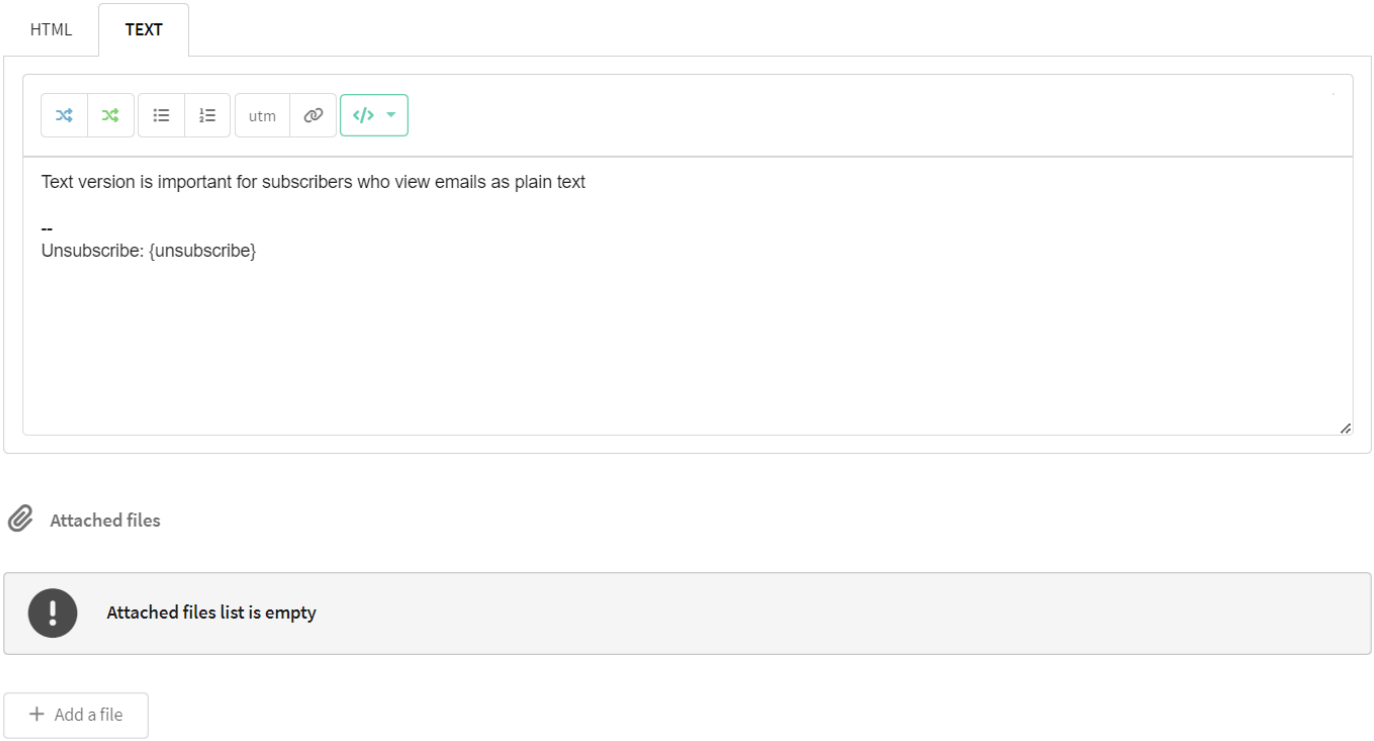


Some of your subscribers may use a mail client in which it is not available to upload images, for example, according to corporate policy. For such cases, the template has a Text version.

CAUTION

The text version is sent along with the HTML version of the letter. If it is not filled out — or does not match HTML — it could have a slightly negative impact on the sender's reputation.

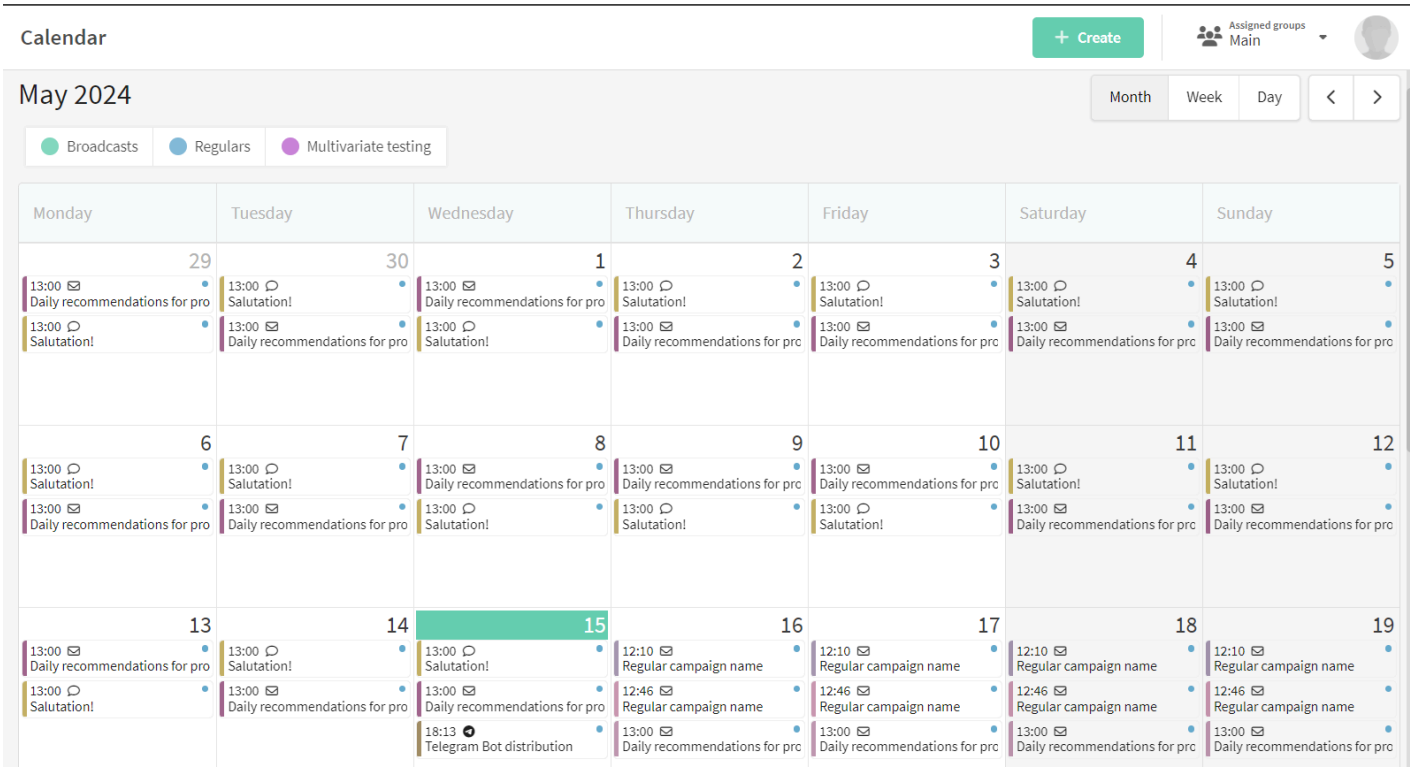
So it's better to have the text version. This way, the indicators of confidence in the mailing will significantly increase.



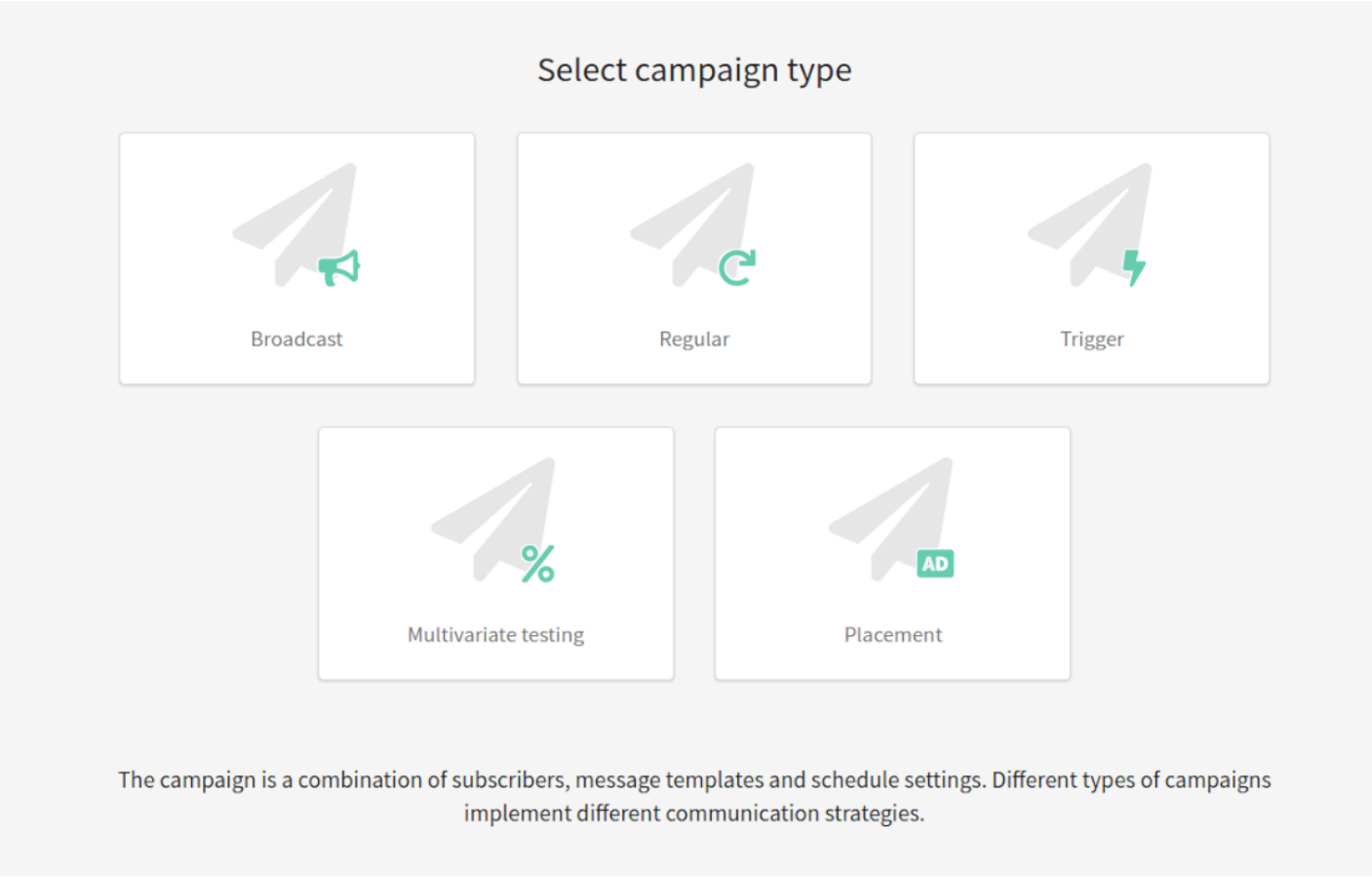
Below the editor of the text version is a form you can use to attach files in any format to the message.

Step 4: Select the type of email campaign

	If you want to send an Email message, you need to use such a tool as a [Campaign**]() Do you want to send out a **one-time mailing** to all profiles of the database or to the audience of the specific segment? Choose **Broadcasts**. If the mailing is periodic, your choice is a **Regular** campaign. In the main menu select **Campaign** and open **Calendar**. This is where you'll find all scheduled mailings.**



Decide on a date and create a campaign of the required type:



TIP

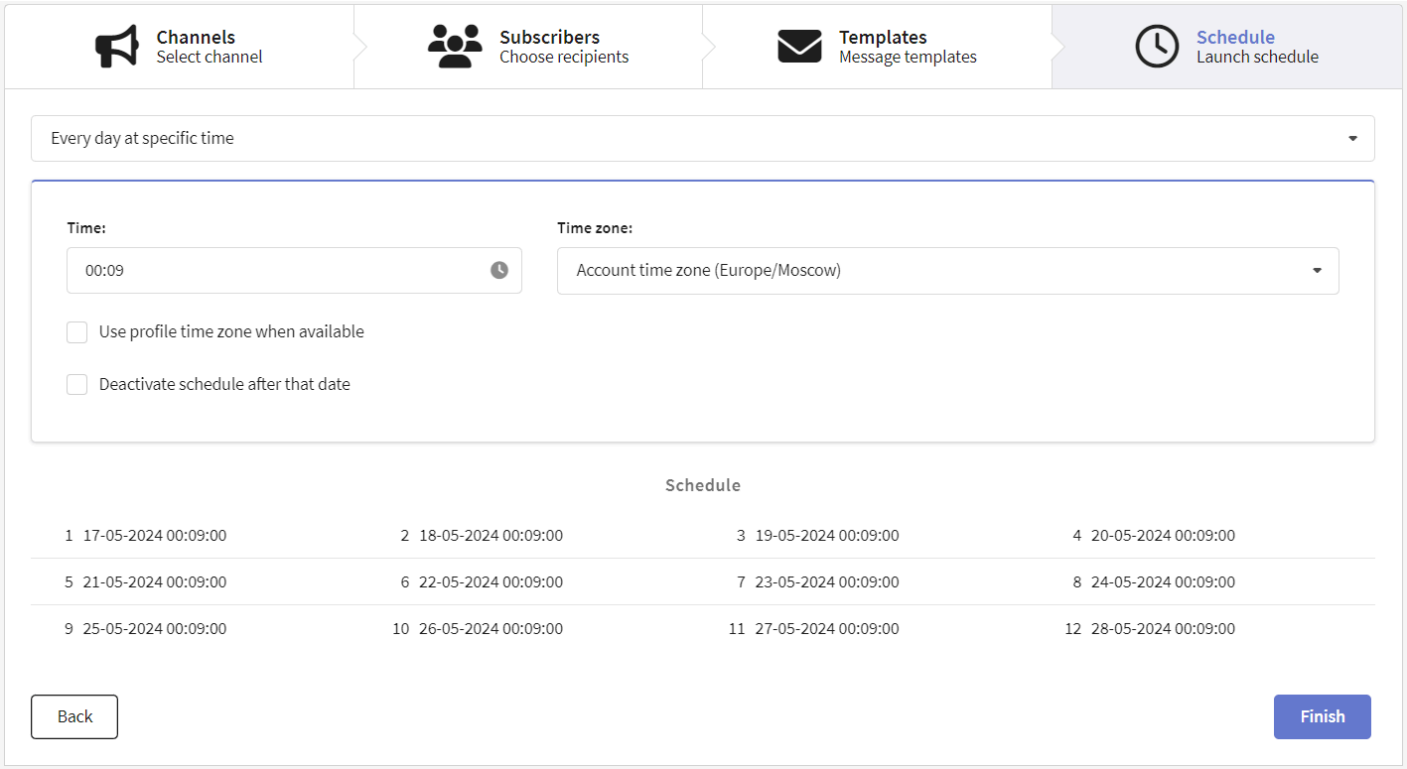
You can find details about how to set up Broadcast on this page.

TIP

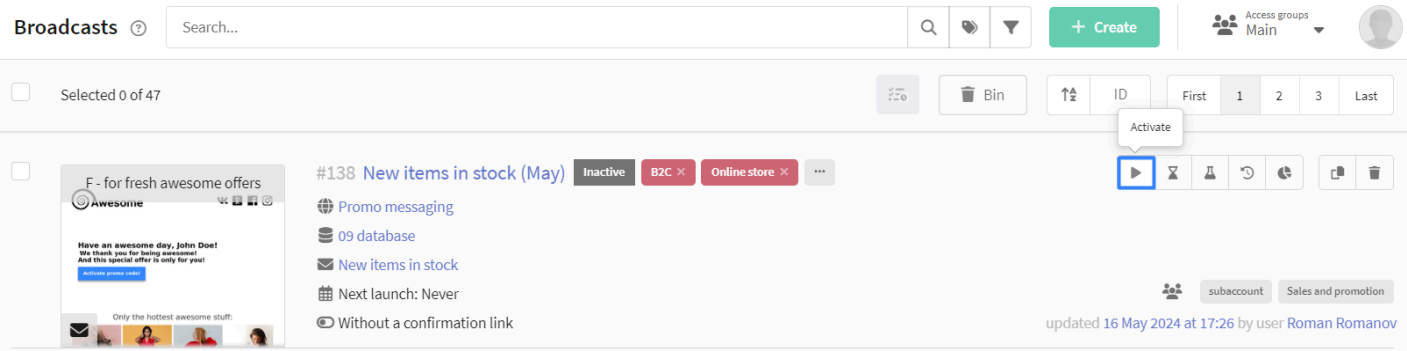
You can find details about how to set up Regular campaign on this page.

Once you're done with the general campaign settings, you need to:

1. **Select Email as the communication channel;**
2. **Select the subscription resource you've just configured and the audience of recipients;**
3. **Add a message template to your message;**
4. **Set a schedule. For example, for a broadcast the option "On specific date at specific time" is available**



Once the campaign is set up, save it. Later you can find it in the list of campaigns of the corresponding type. There is a quick action menu on the right side of each campaign. Use it to test the campaign — and if everything is successful, activate it:



CAUTION

The active campaign will start sending emails as soon as it will be time to launch as scheduled. Messages are sent to the sender. You can also open the sender queue from the quick action menu.

The sending speed depends on the reputation of the sender's domain.

Step 5: Assess the effectiveness of the email campaign

Campaign Log

The Campaign Log is a tool that provides a summary of the progress of your email campaign. It logs key events, campaign parameters, and statistics, helping you identify potential issues.

To open the campaign journal, click the "Journal" button in the quick actions menu:

The campaign Log contains the following information:

Field Name	Description
Campaign started	The start time of the email campaign execution
Limit not set	Indicates whether a sending limit is set
Audience source	The source of the subscribers: List — Database Segment — Segment
Database ID/Segment ID	Identifier of the database/segment
Spent getting segment cursor	Time spent retrieving segment data from the database (in ms)
Number of subscribers received from the source	Total number of profiles found in the selected database
Number of subscribers found	Number of profiles in the database subscribed to the selected resource
Number of subscribers without email	Profiles that couldn't receive emails (missing/invalid addresses)
Number of email recipients	Final number of successful email sends
Campaign finished	Successful completion of the campaign execution
Total time spent	Total duration from campaign start to completion

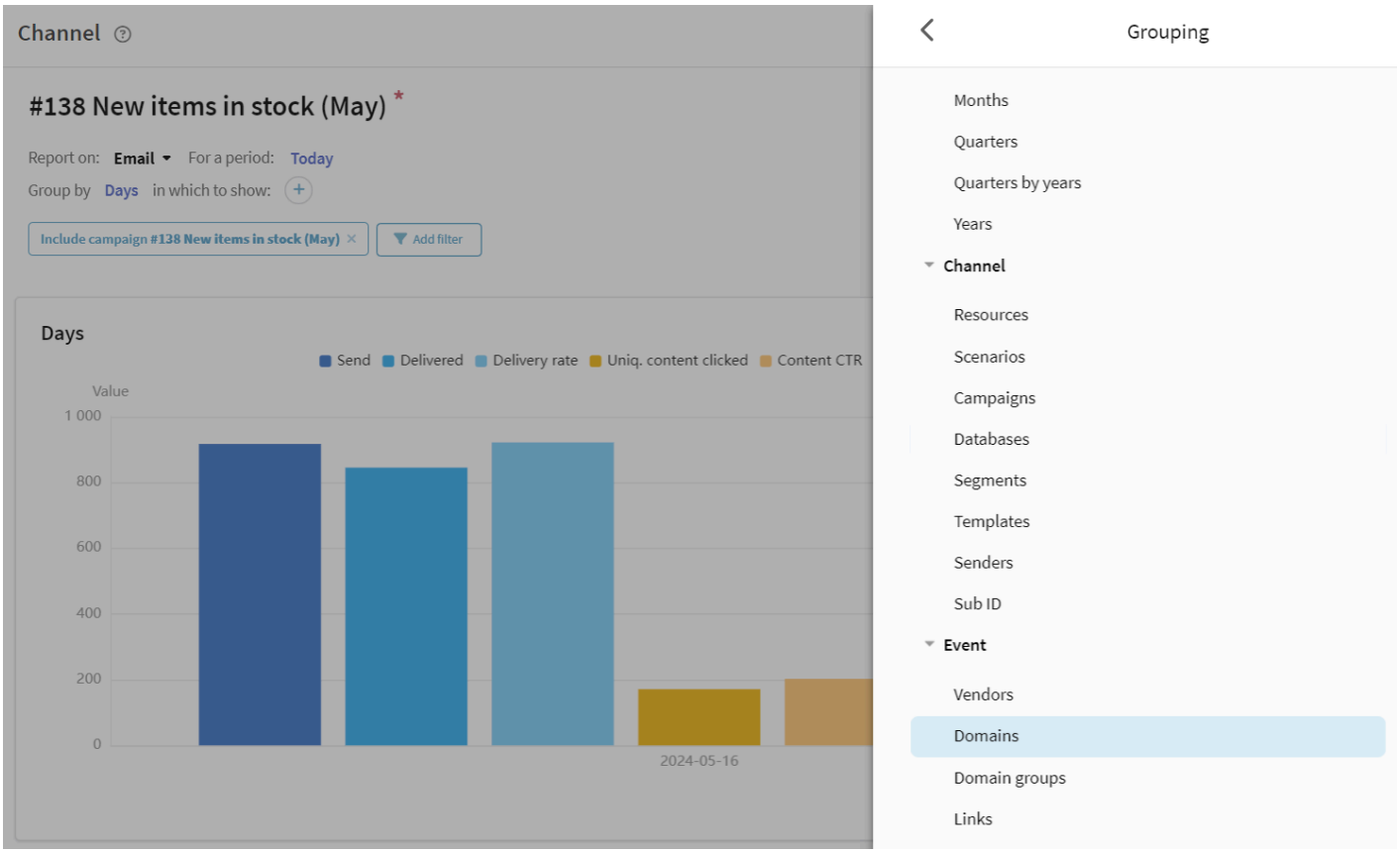
Reports and Analytics

To evaluate the effectiveness of your email campaigns then go to the section Analytics in the main menu of the platform.

The channel report provides analytics for one or several campaigns, for one or several communication channels. For the convenience of grouping, you can select a preset of indicators for Email:



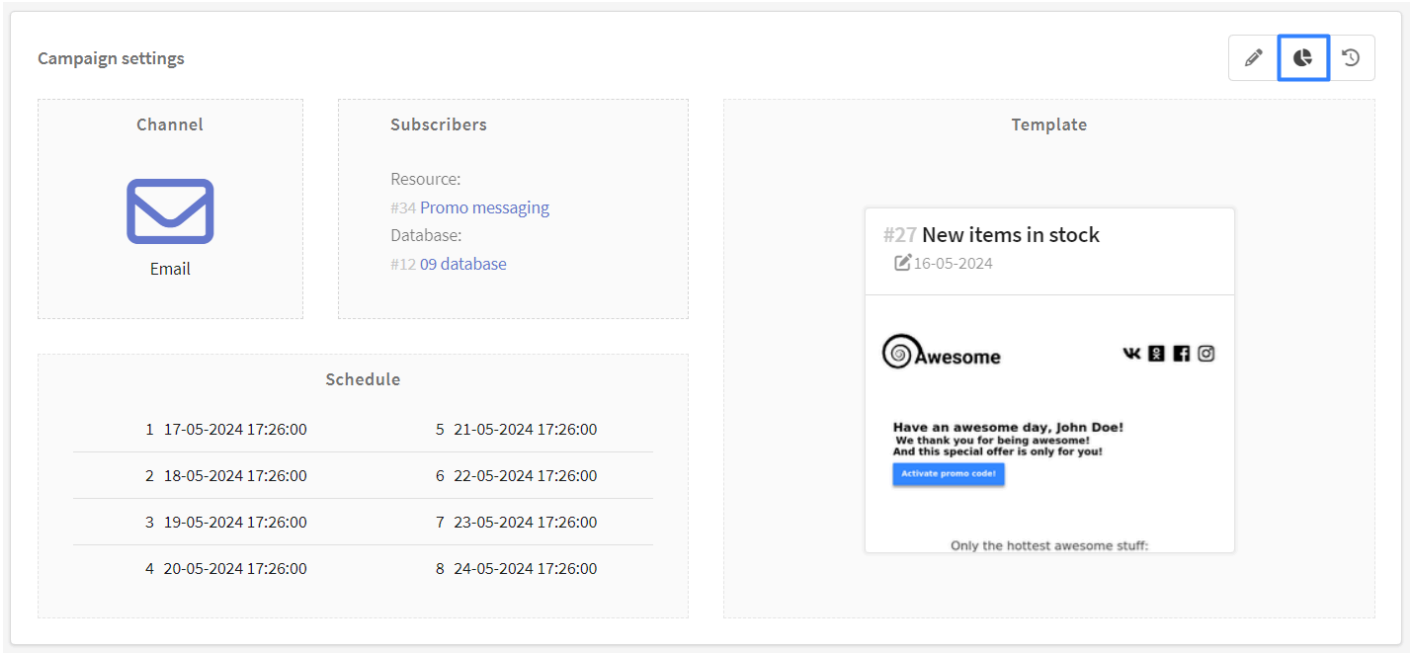
You can group the report by domain group of recipients to analyze the effectiveness of message delivery to email boxes of different providers:



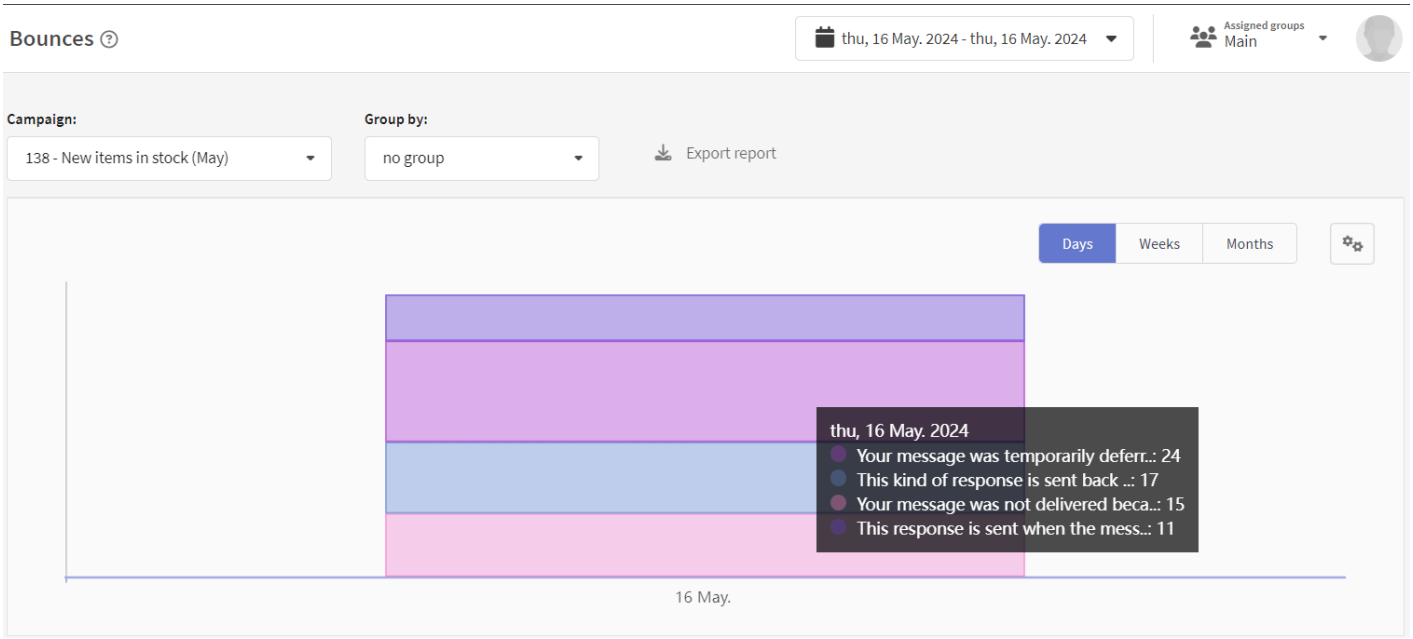
You'll see information on providers in the table below the graph:

Name	Send	Delivered	Delivery rate	Suppressed	Opened	Read	Content clicked	Uniq. content clicked
Total	917	845	92,15 %	583	412	326	855	171
2024-05-16	917	845	92,15 %	583	412	326	855	171

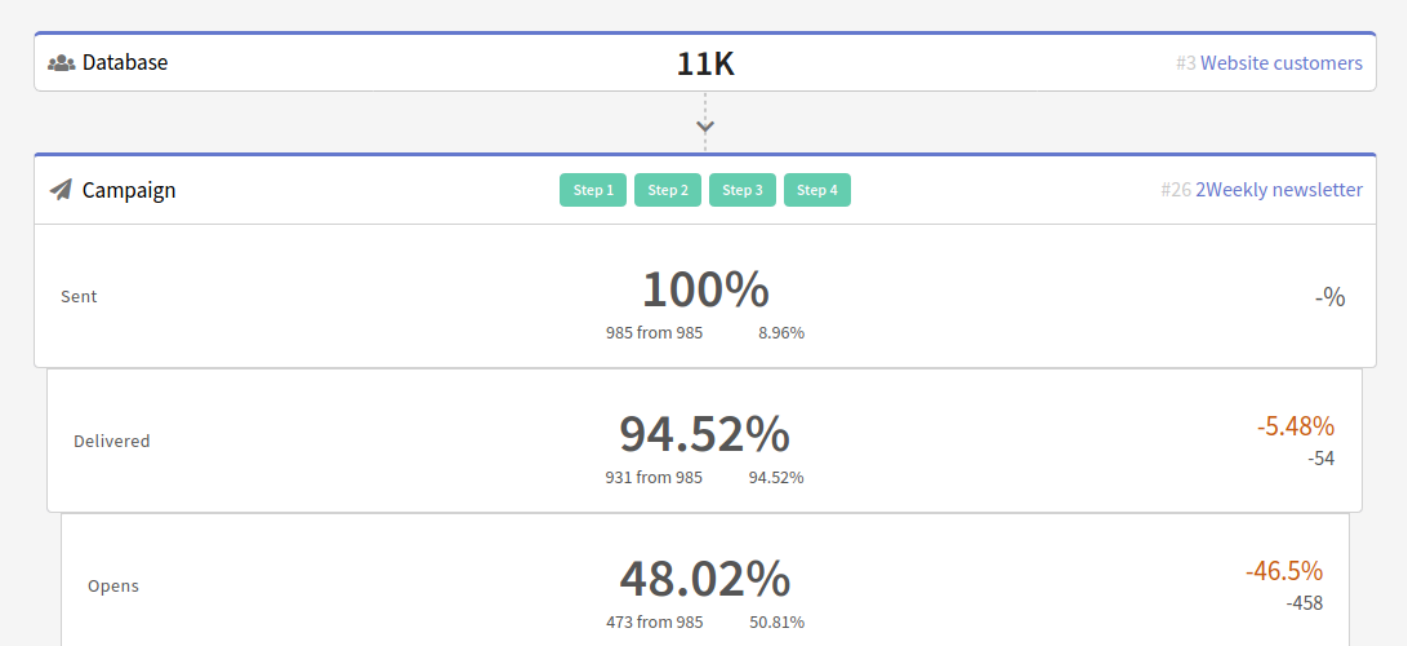
You can also go to the channel report for a specific campaign by following the link in the campaign editor:



To analyze the problems of email message delivery, use Bounces and Undeliveries reports:



Actions in the Email campaign or in the template can turn into steps in the [interactive conversion funnel]:



Another kind of report that is available for email messages is [Click map]. Click map is compiled for templates that includes an Email version. This template must be sent at least once.

When you make changes to the template and send again, a new version of the click map is created. It allows you to evaluate the dynamics of subscriber behavior:

Click map

Assigned groups
Main

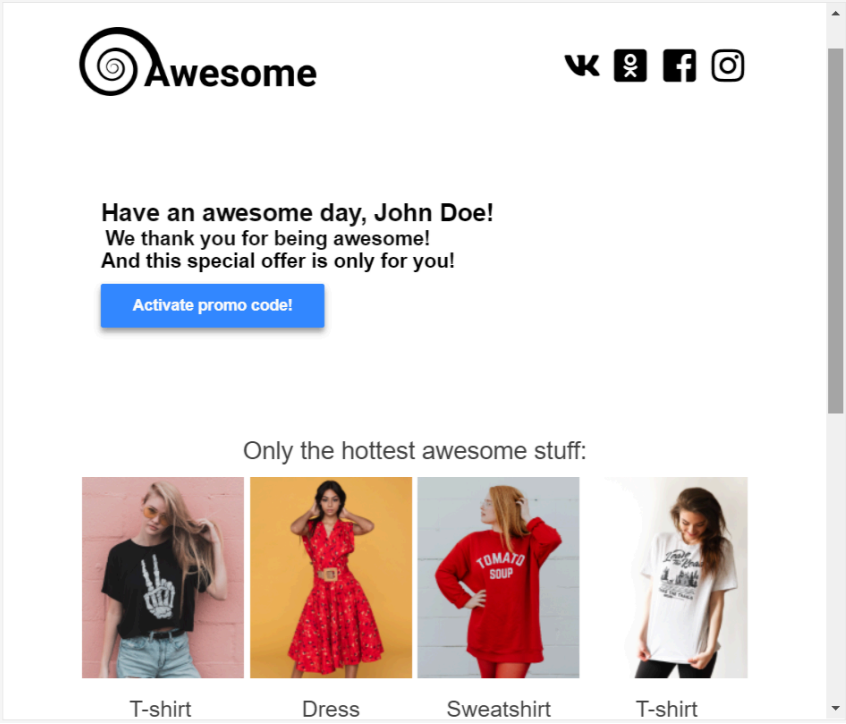
Choose message template

27 - New items in stock

Date range

16-05-2024 17:29:06 - now

Export report



412 OPENS

862 CLICKS

7 UNSUBSCRIBES

Name	Clicks	%	CTR
loyalty_program	171	19.84%	41.5%
buy_1	171	19.84%	41.5%
buy_2	171	19.84%	41.5%
buy_3	171	19.84%	41.5%
buy_4	171	19.84%	41.5%
unsubscribe	7	0.81%	1.7%
link8	0	0%	0%
link9	0	0%	0%

SMS

First SMS Campaign

	This tutorial will help you to create and launch your **SMS** campaign in the Altcraft Platform from scratch. **SMS** as a channel of communication with clients is impossible to replace. It does not matter if a customer has Internet access, because today everyone has a mobile phone. The subscription process is also simpler than in other channels: the only thing you need to get started is a customer's phone number. Yes, there is no way to add media content to SMS, but you can add links to resources on the Internet. Altcraft Marketing automatically **shortens** links in a message and also **tracks** recipients' clicks. </td> </tr>

Step 1: Connect SMS gateway

Altcraft Marketing uses integrations with gateways of mobile operators to send SMS to your customers.

> **TIP**
>
> **You can read about our ready integrations in this article.**
>
> **In case you use different SMS gateway, write to us at team@altcraft.com and we will agree with you the terms of connecting the new gateway.**

At first you'll have to connect the SMS sender. You need the authorization data of the telecommunications service provider, as well as the CALLER ID agreed with it.

> **CAUTION**
>
> **If you use an Altcraft Marketing cloud account, please give the information to the support team at team@altcraft.com. They will help you to connect the integration.**

If the Altcraft Marketing platform is installed on your equipment (On-Premise), you need to configure SMS sender in the platform administrative panel. Contact your platform administrators to set up senders and virtual senders using the instructions below:

- **Senders are configuration records that combine parameters for sender identification, sending speed, and settings for the sender's behavior in case of sending errors.**
- **Virtual senders are the rules for sending from multiple senders. Can be configured both in the Administration Panel and in the User Interface.**

> **TIP**

Or just contact our support team — and we will help you set up SMS sending.

Step 2: Subscribe customers to the SMS channel

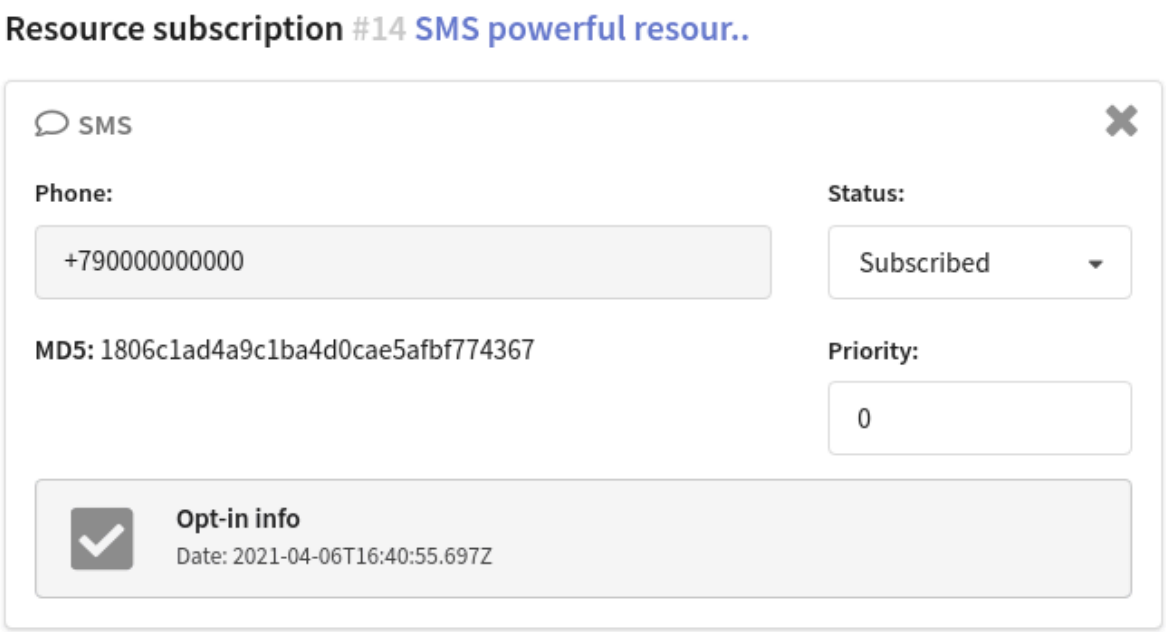
Profiles Databases

Altcraft Marketing mailings are received by your subscribers. Subscriber profiles are stored in profiles databases.

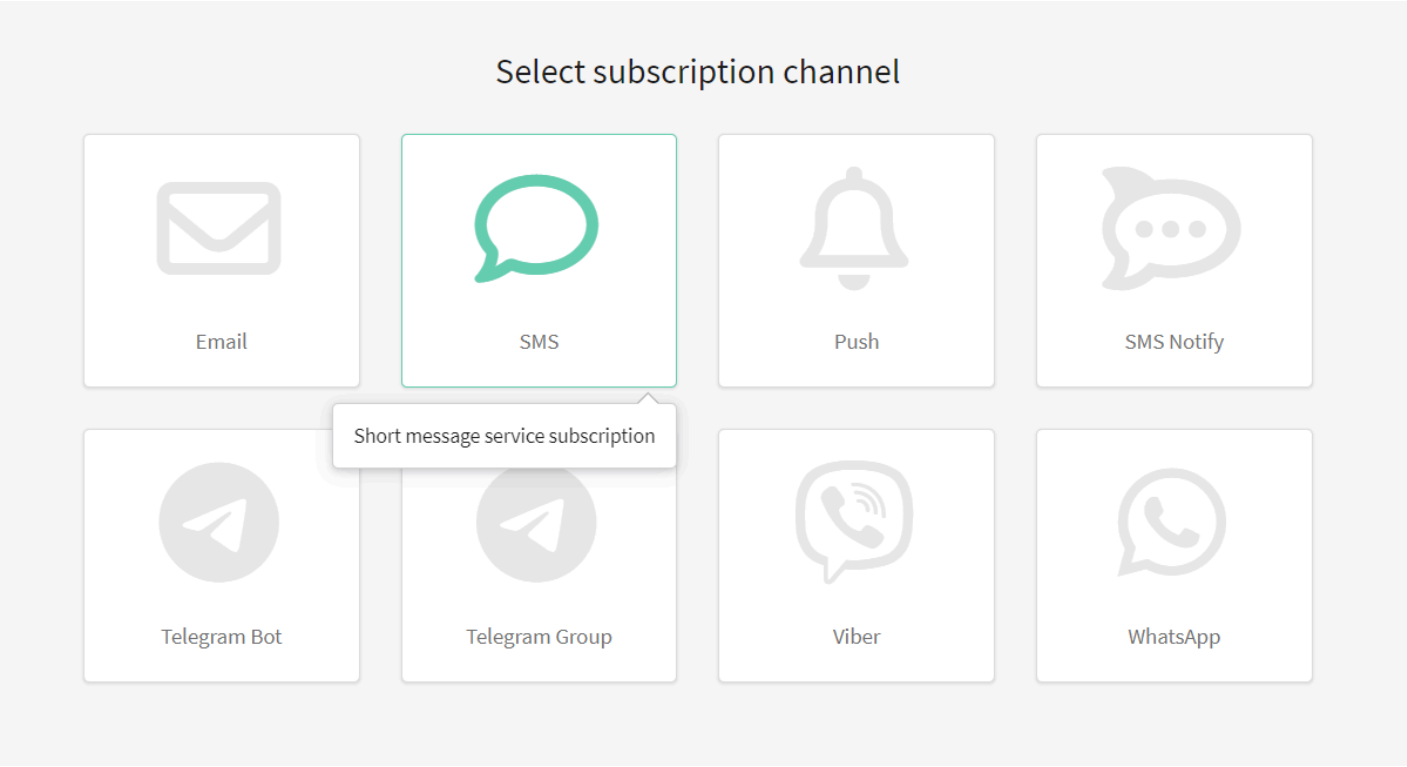
Each customer profile has a system field “Phone”. You can store your customers’ phones there. However, it is used not to send, but to identify a customer in the platform.

Subscription resources

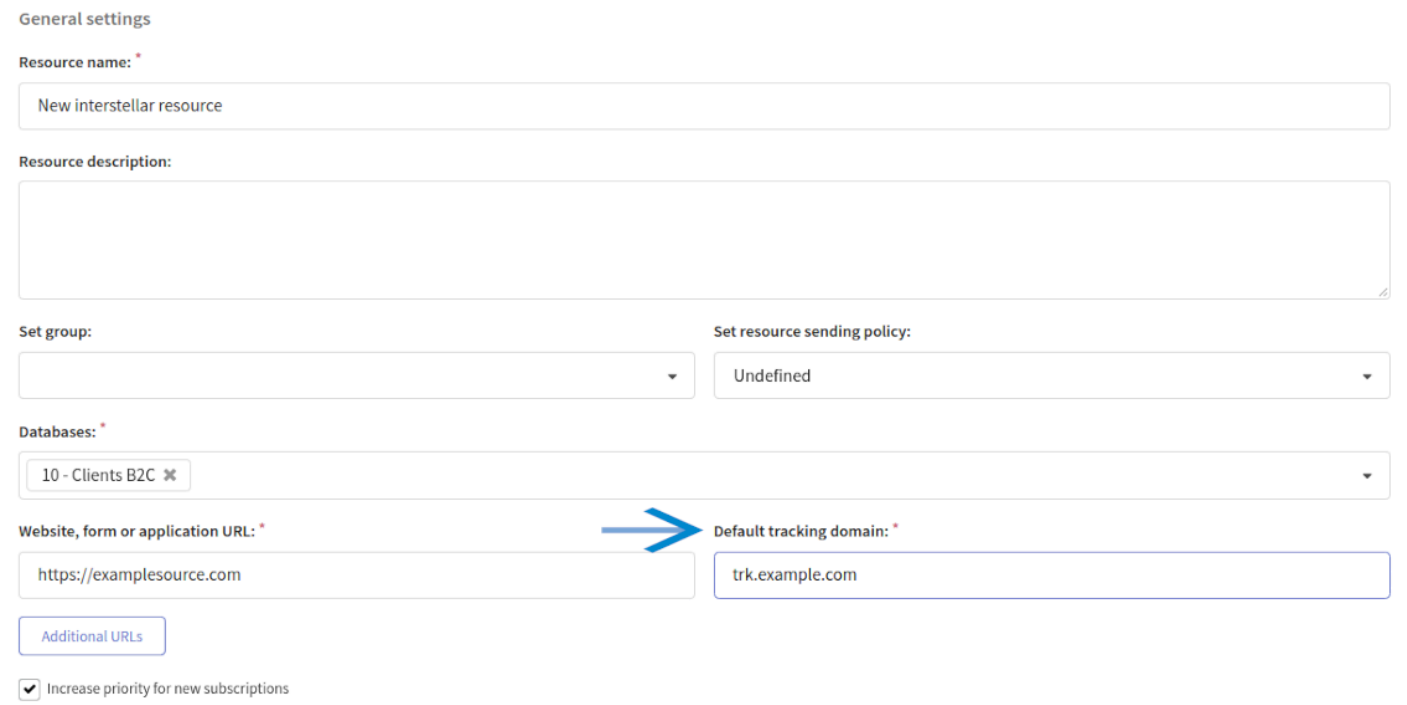
When you start your SMS campaign, you use profile subscriptions to resources. This way, you can notify the client by several phone numbers. Each client profile can be subscribed to one or more resources . What can be a resource? A specific marketing area, a site, an application, or the type of content.



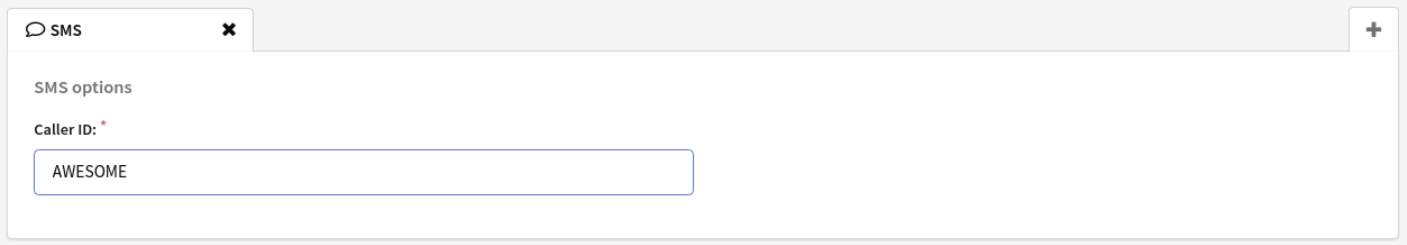
Select the corresponding item in the main menu, then create a new resource or select an existing one. Select an SMS channel for a new resource:



In the general settings, add the necessary databases. If it's necessary, assign a [sending policy] and specify the Default tracking domain. This domain will process your customers' clicks on links in SMS messages:



In the SMS options of the resource channel Caller ID agreed with your telecommunications service provider:



Customer profiles and subscription to the resource

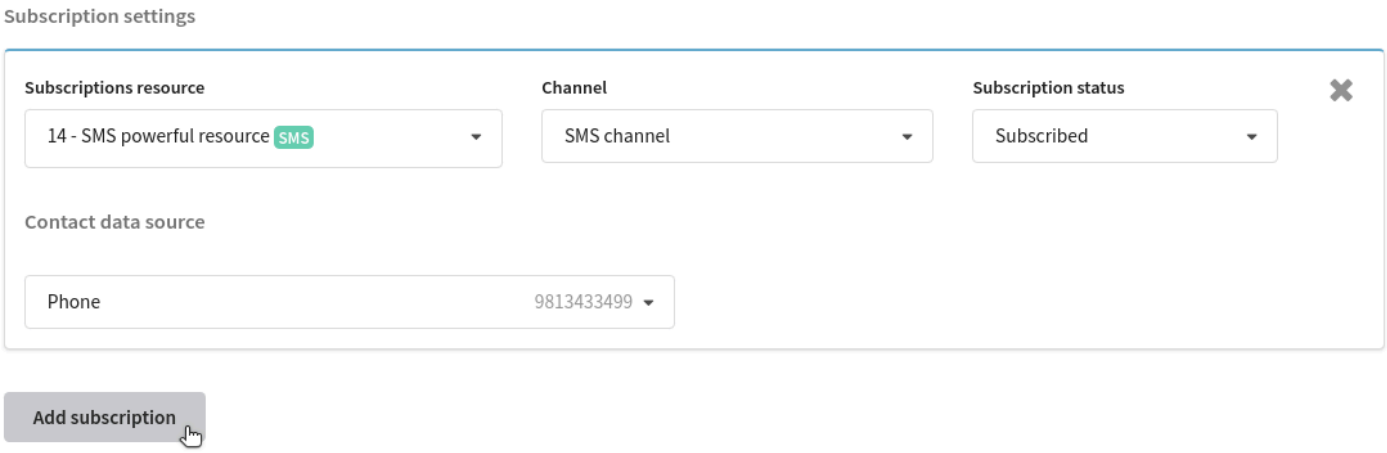
So, we've just configured the profiles database and subscription resource. Now it's time to import customer data into the platform. For each client, Altcraft Marketing creates a single digital profile that includes personal data, history of actions and subscriptions to your resources.

You can upload customer data manually: one at a time, in a list, or from a table file. Different import methods are described in this article.

You can also set up automatic import of client profiles:

- on schedule from your SQL database
- through the use of the integration with platform API

When you import data, sign clients to the previously prepared resource. To do this, select SMS as the communication channel and specify the column with subscribers' phones:



TIP

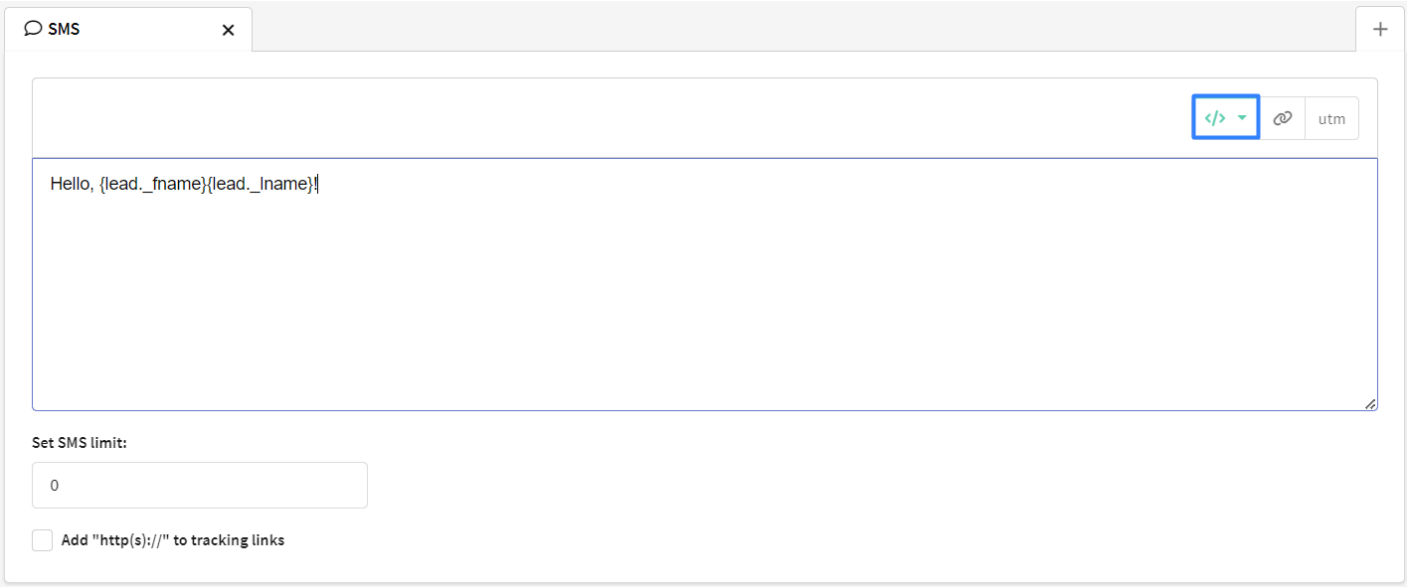
If you already have a profiles database, add them a subscription to a new resource. There are two options:

- if customers have subscriptions to another resource with up-to-date SMS phone numbers — use bulk profile update
- if you need to upload to the platform SMS phone numbers for subscription, use the profile import in the "update only" mode

Step 3: Prepare content for submission

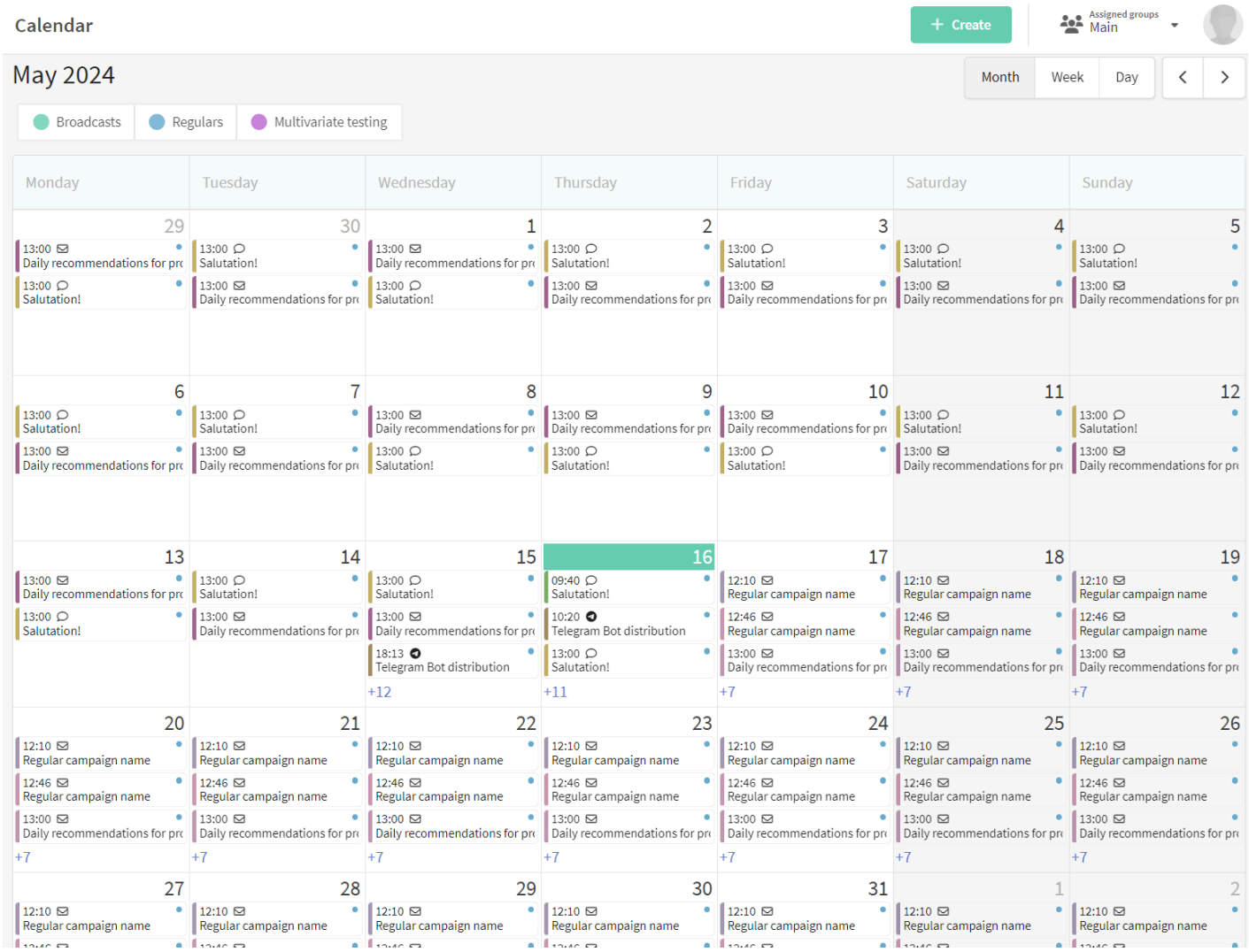
The content for your SMS campaigns is created in Message Templates. The templates contain content for all available channels. When you create a new template, select the SMS channel - or add it for an existing one.

The SMS version of the template is a simple text editor where you can add data of a specific client, as well as dynamic text content from external sources:

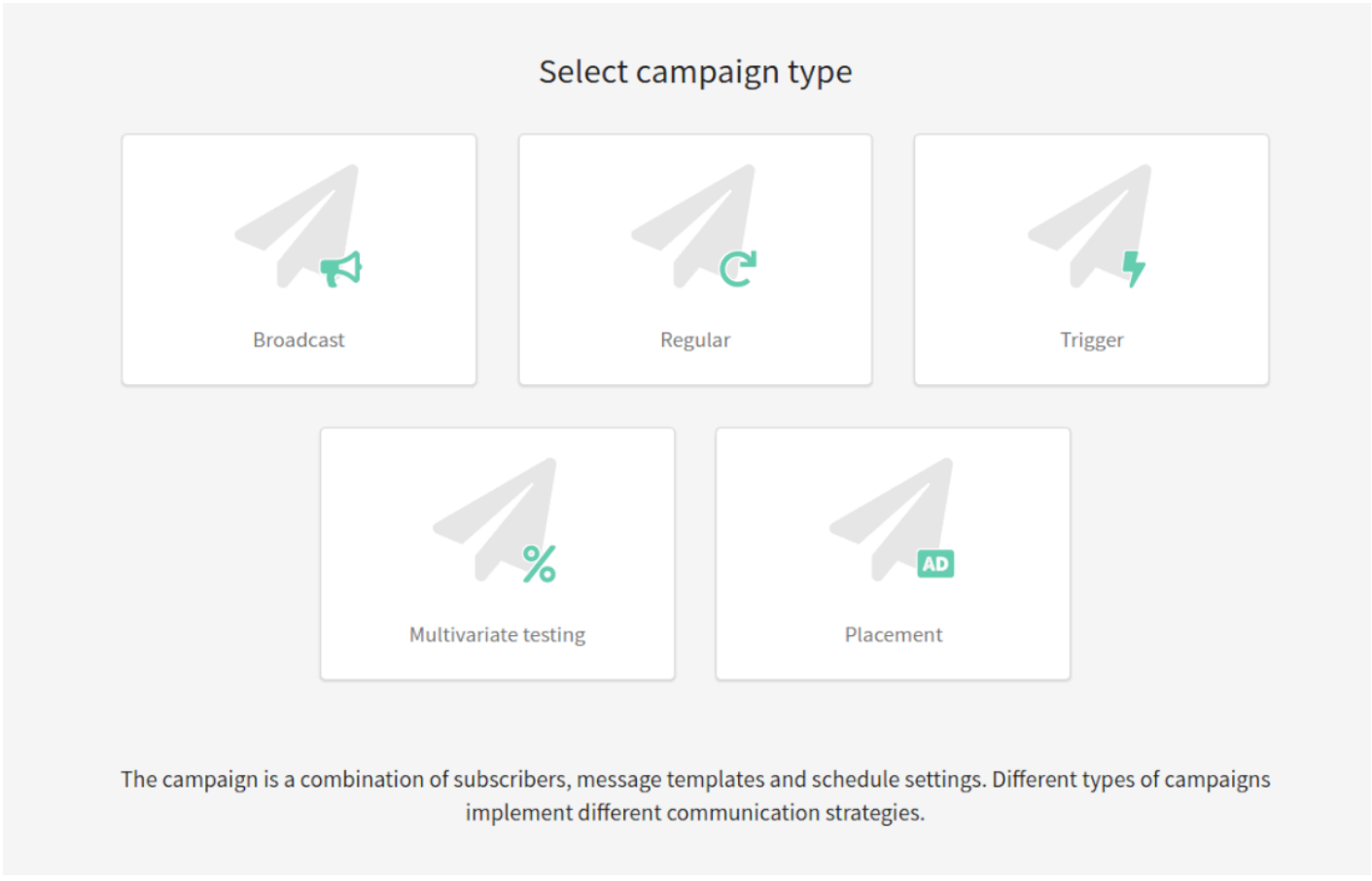


Step 4: Select the type of email campaign

	If you want to send an SMS message, you need to use such a tool as a **Campaign** Do you want to send out a **one-time mailing** to all profiles of the database or to the audience of the specific segment? Choose **Broadcasts** If the mailing is periodic, your choice is a **Regular** campaign. In the main menu select **Campaign** and open **Calendar.** This is where you'll find all scheduled mailings. </td> </tr>



Decide on a date and create a campaign of the required type:



TIP

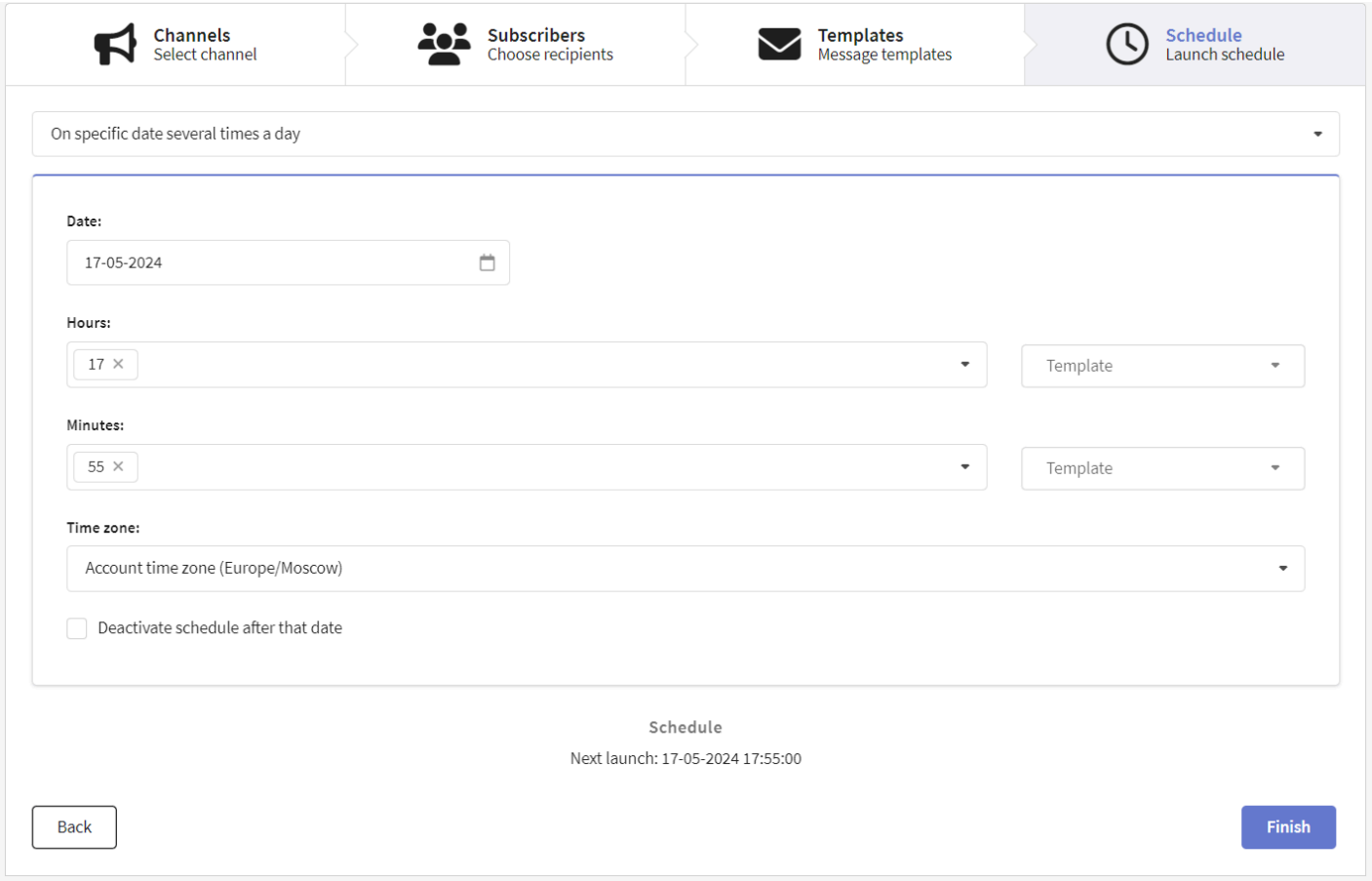
You can find details about how to set up Broadcast on this page.

TIP

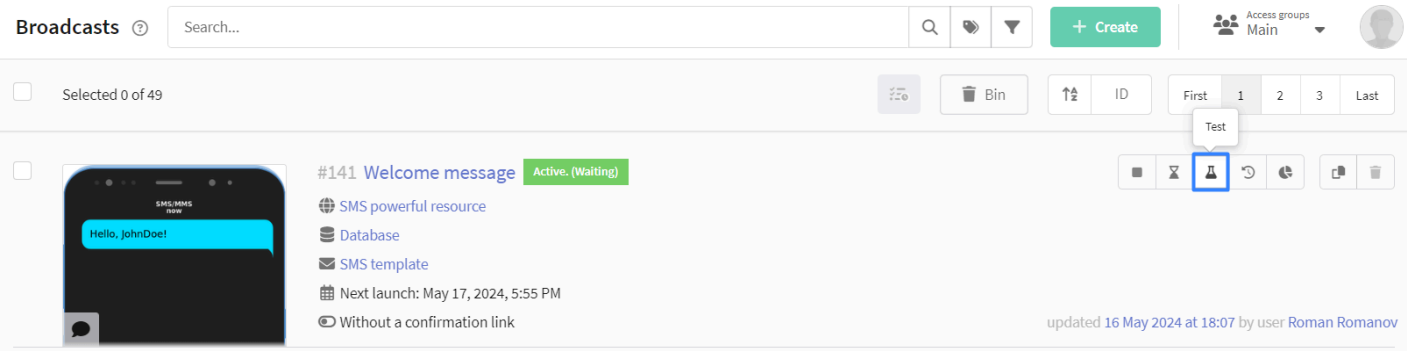
You can find details about how to set up Regular campaign on this page.

Once you're done with the general campaign settings, you need to:

1. **Select **SMS** as the communication channel;**
2. **Select the subscription resource you've just configured and the audience of recipients;**
3. **Add a message template to your message;**
4. **Set a schedule. For example, for a broadcast the option "On specific date at specific time" is available.**



Once the campaign is set up, save it. Later you can find it in the list of campaigns of the corresponding type. There is a quick action menu on the right side of each campaign. Use it to test the campaign — and if everything is successful, activate it:



Step 5: Assess the effectiveness of the email campaign

Campaign Log

The Campaign Log is a tool that provides a summary of the progress of your email campaign. It logs key events, campaign parameters, and statistics, helping you identify potential issues.

To open the campaign journal, click the “Journal” button in the quick actions menu:

The campaign Log contains the following information:

Type	Description
Campaign started	The timestamp when the campaign execution began
Limit	Indicates whether a sending limit is set
Audience source	Contact source: List — Database Segment — Segment
Database ID/Segment ID	Identifier of the database being used
Spent getting segment cursor	Time spent loading contact data from the source (in milliseconds)
Number of subscribers received from the source	Total number of contacts in the specified source
Number of subscribers found	Number of contacts with active subscription to the selected resource
Duplicate phones	Count of duplicate phone numbers (excluded from sending)
Number of SMS recipients	Final count of successful SMS deliveries
Campaign finished	Completion timestamp of the campaign execution
Total time spent	Total duration from campaign start to completion (in seconds)

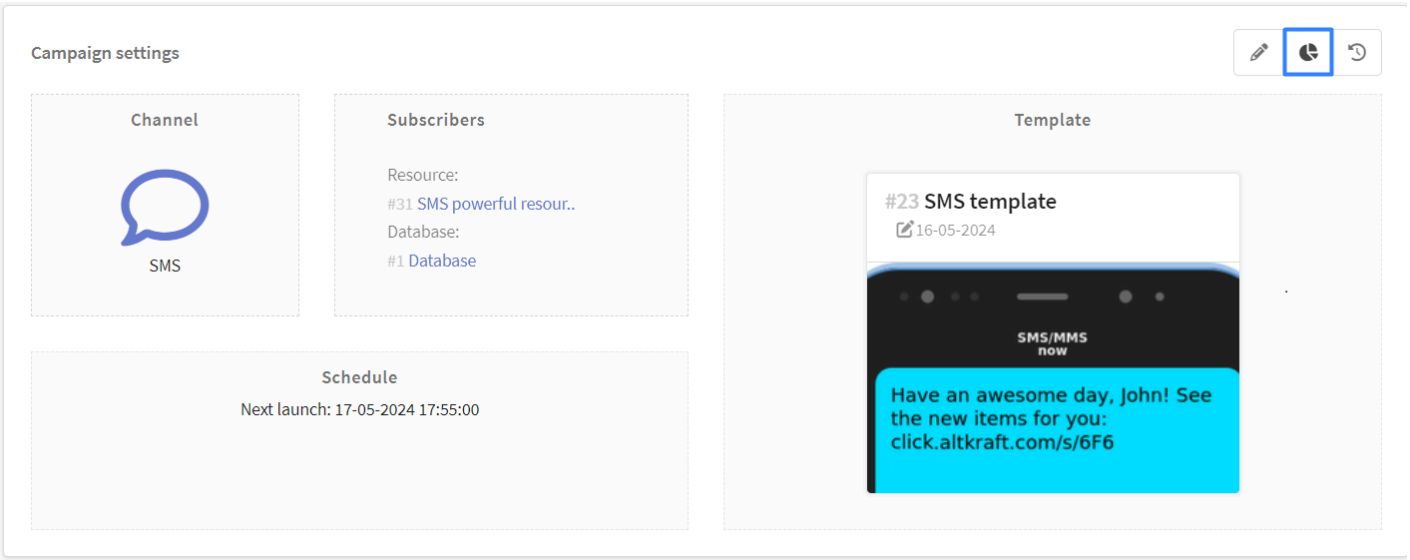
Reports and Analytics

To evaluate the effectiveness of your email campaigns go to the section Analytics in the main menu of the platform.

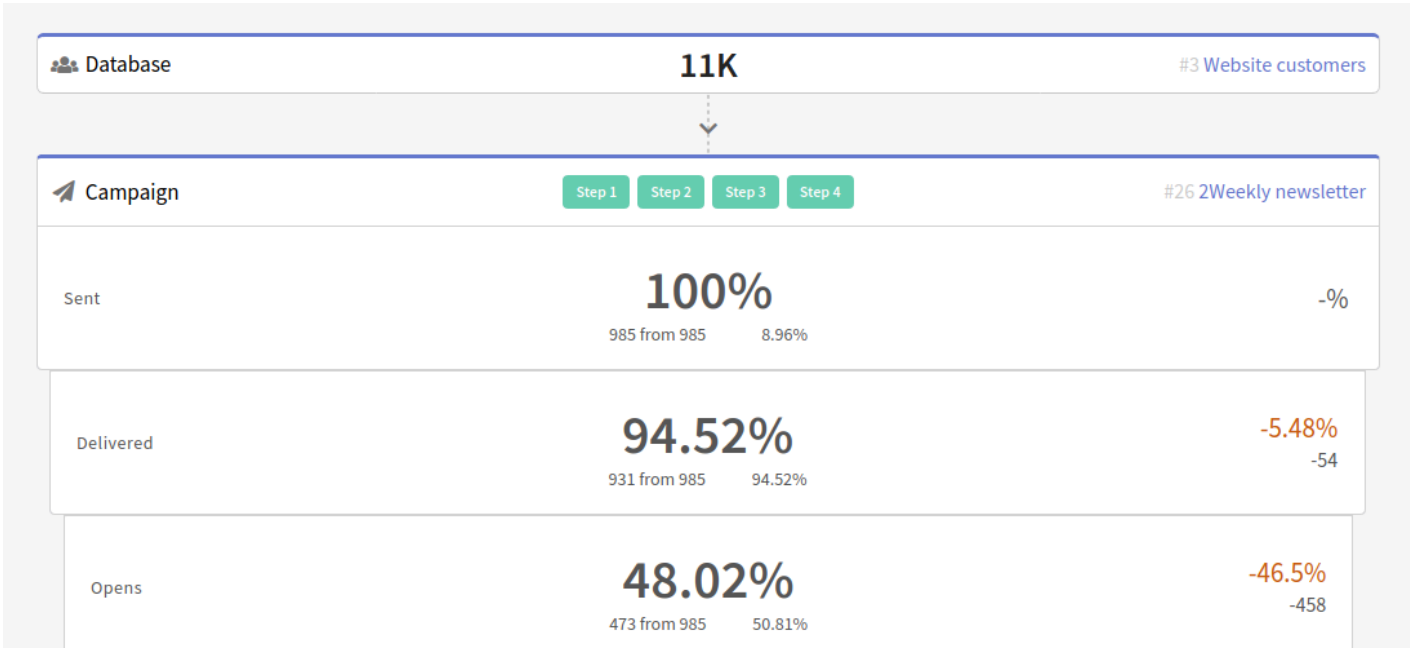
The channel report provides analytics for one or several campaigns, for one or several communication channels. For the convenience of grouping, you can select a preset of indicators for SMS:



You can also go to the channel report for a specific campaign by following the link in the campaign editor:



Actions in the SMS campaign or in the template can turn into steps in the interactive conversion funnel:


Database
11K
#3 Website customers
Campaign
Step 1
Step 2
Step 3
Step 4
#26 2Weekly newsletter
Sent
100%
985 from 985
8.96%
-%
Delivered
94.52%
931 from 985
94.52%
-5.48%
-54
Opens
48.02%
473 from 985
50.81%
-46.5%
-458

Web Push

First Web Push Campaign

	Web push notifications (also known as browser push notifications) are small pop-ups in the browser. These messages are contextual, timely, personalized, and best used to engage, re-engage, and retain website visitors. You can send such notifications to your clients' desktop and mobile browsers. When a user subscribes to Web push notifications, every time you send a push notification it is displayed on the user's device at the top of the screen. Moreover, it is displayed even if the window is inactive. </td> </tr>

This tutorial will help you to create and launch your Push campaign in the Altcraft Platform from scratch.

TIP

Push notifications are much more profitable than SMS, because sending them practically costs nothing.

Step 1: Configure a Domain to Work with Push

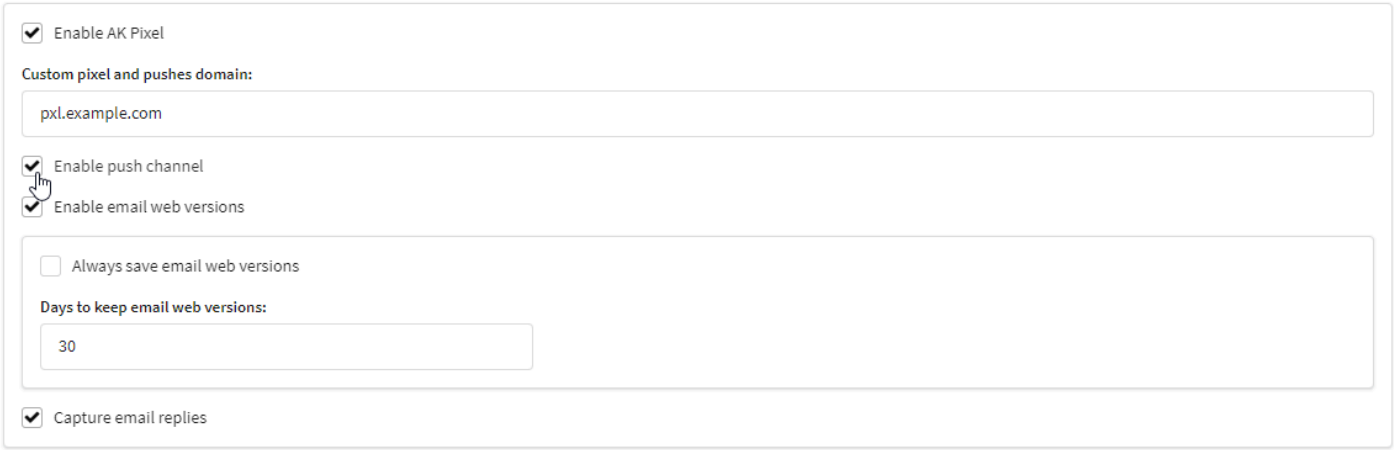
CAUTION

If you use an Altcraft Marketing cloud account, please give the information to the support team at team@altcraft.com. They will help you to connect the integration.

If the Altcraft Marketing platform is installed on your equipment (On-Premise), contact your platform administrators. Or just contact our support team!

Make sure your website is running over HTTPS. In addition, web pixels must be configured in the Altcraft Marketing system.

Go to Administration Panel → Account Management.



Step 2: Subscribe customers to the Push channel

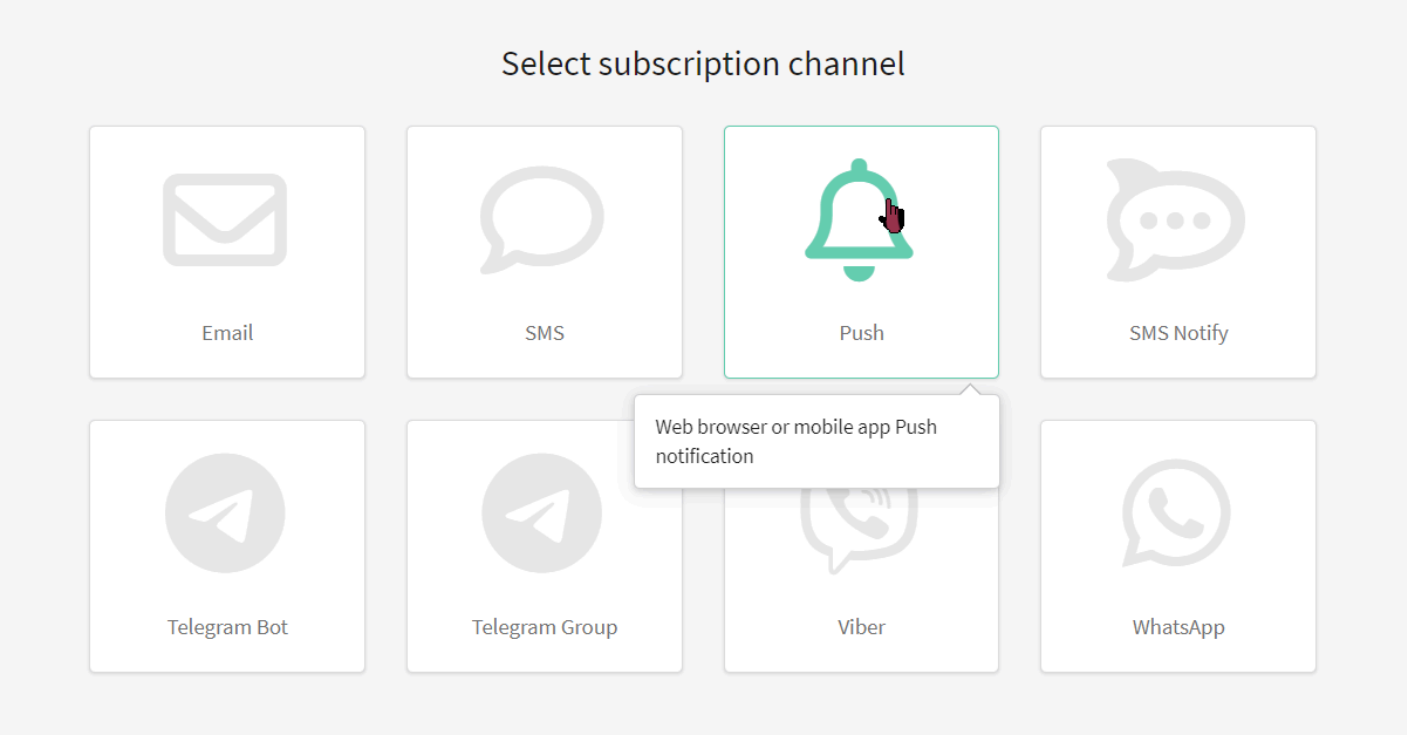
Profile databases and subscription resources

Altcraft Marketing mailings are received by your subscribers. Subscriber profiles are stored in profiles databases.

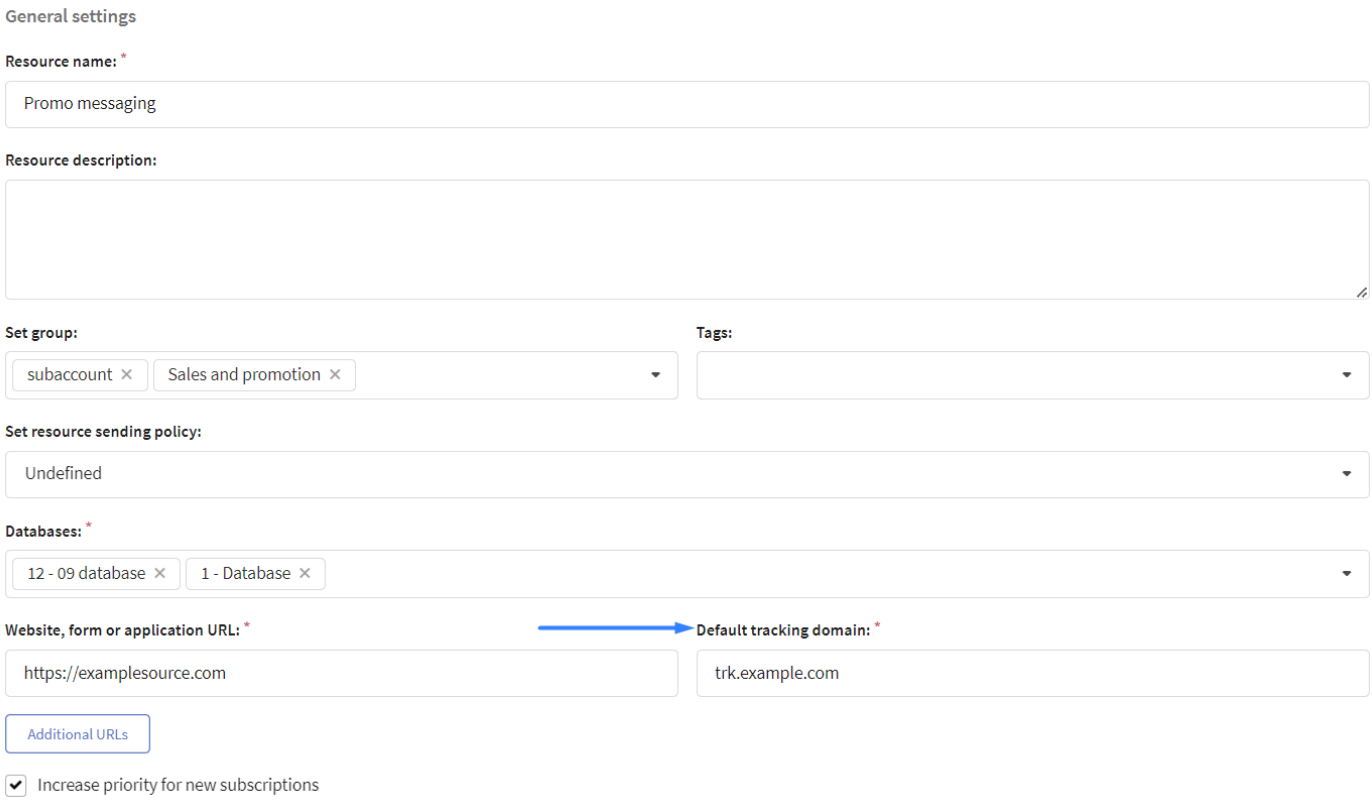
When you start your Push campaign, you use profile subscriptions to resources. This way, you can send notifications to different devices or to different browsers. Each client profile can be subscribed to one or more resources.

What can be a resource? A specific marketing area, a site, an application, or the type of content.

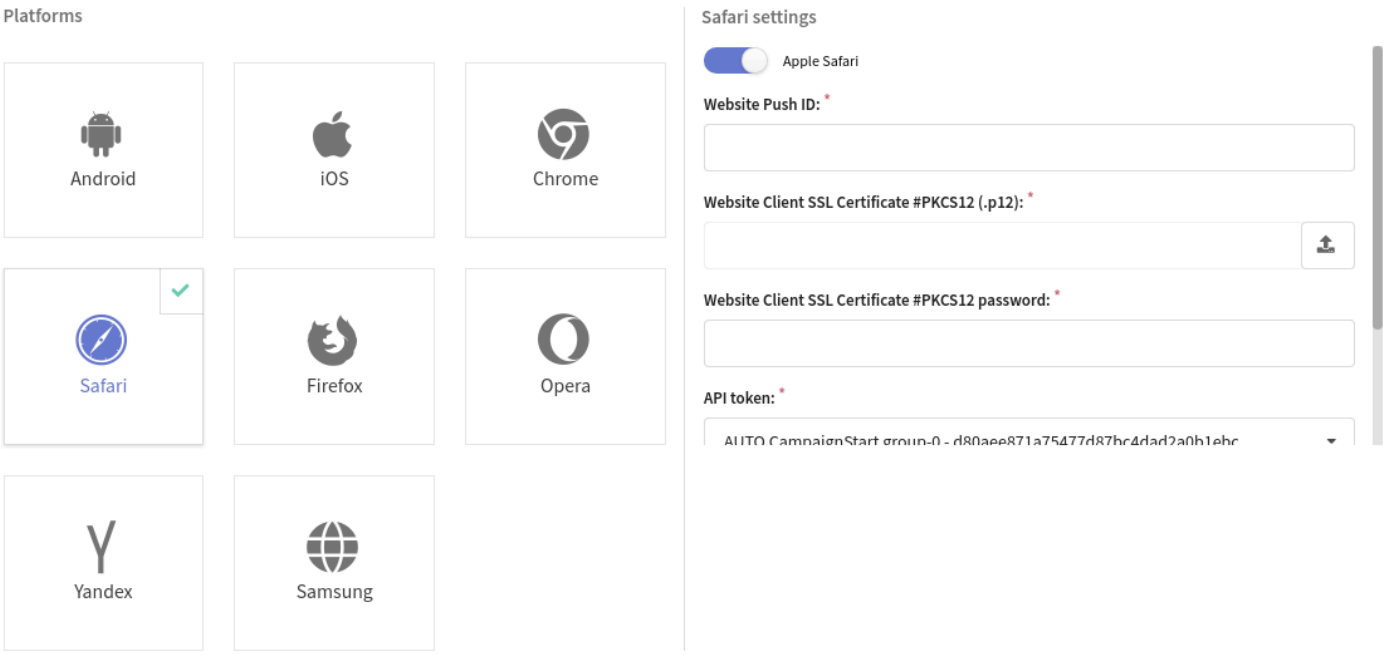
Select the section “Resources” in the main menu, then create a new resource or select an existing one. Select the Push channel for your new resource:



In the general settings, add the necessary databases. If it’s necessary, assign a sending policy and specify the Default tracking domain. This domain will process your customers’ clicks on links in messages:



In Push settings, select the browsers to which you are going to send notifications to clients and set them up:



INFO

Altcraft Marketing uses different push platforms for the supported browsers:

Service	Which browsers use this service to send Web push notifications?
Google Firebase	Google Chrome, Mozilla Firefox, Opera, Yandex.Browser, Samsung Internet Browser
Apple Push Notification Service	Apple Safari
Mozilla Services	Mozilla Firefox

Please note that sending notifications via Mozilla Firefox is possible both directly - Mozilla Services (SDK is built into the browser), and through the Google Firebase service.

Don't know how to configure each platform? Take a look at this tutorial .

Customer profiles and subscription to the resource

So, we've just configured the profiles database and subscription resource. Now it's time to import customer data into the platform. For each client, Altcraft Marketing creates a single digital profile that includes personal data, history of actions and subscriptions to your resources.

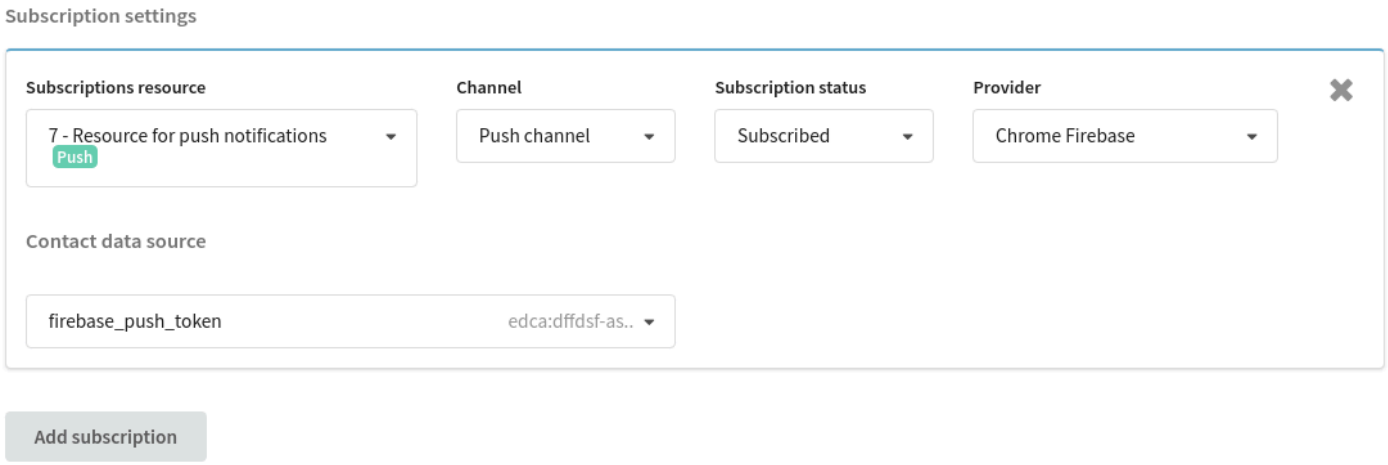
Existing subscriber database

If you already have the database full of tokens for your customers, you can upload customer data to the platform and use it for mailings: one at a time, in a list, or from a table file. Different import methods are described in this article.

You can also set up automatic import of client profiles:

- **on schedule from your SQL database**
- **through the use of the integration with platform API**

When you import data, sign clients to the previously prepared resource. To do this, in the "Subscription settings" section, select Push as a communication channel, select a notification provider, in the "Contact data source" field, specify the column with device tokens:



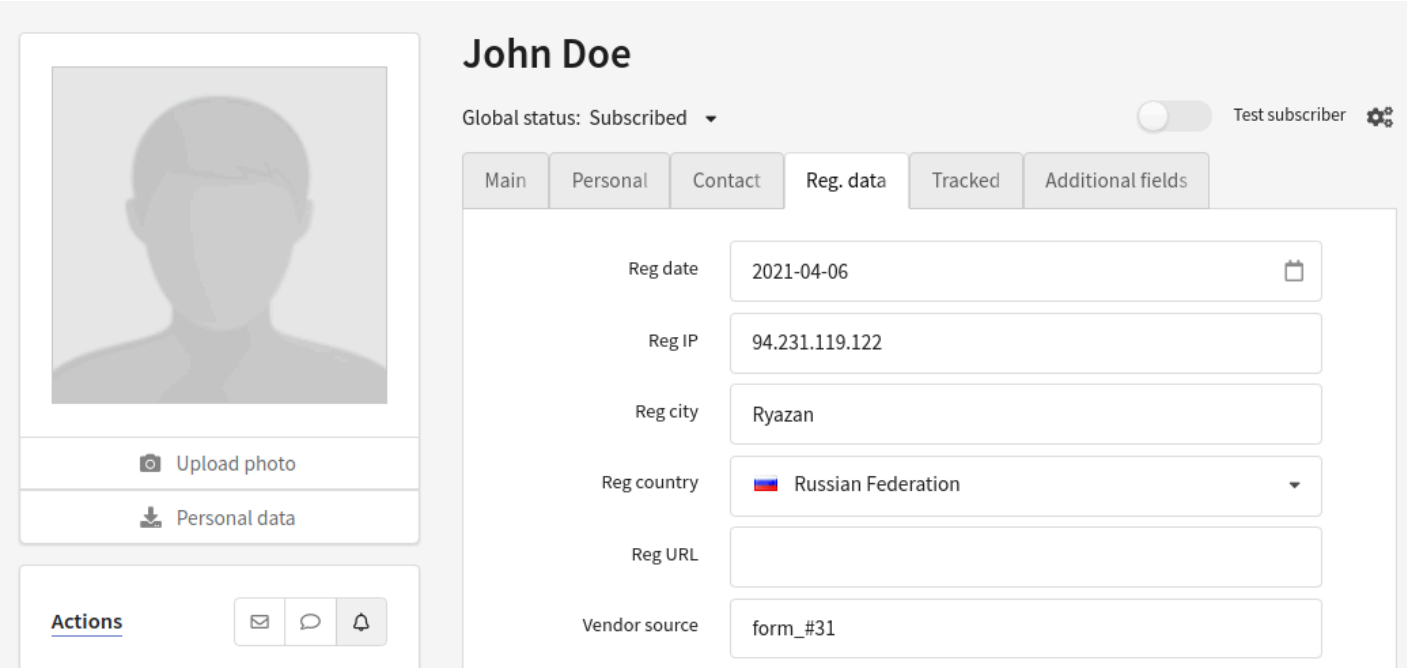
TIP

If you already have a profiles database, add them a subscription to a new resource. There are two options:

- **if customers have subscriptions to another resource with up-to-date email addresses — use bulk profile update**
- **if you need to upload to the platform SMS phones for subscription, use the profile import in the "update only" mode**

New push subscribers of your website

Altcraft Marketing imports the profiles of your website visitors when they allow push notifications. At the same time, information about the subscriber's device, IP address and geolocation determined by it are recorded in the profile:



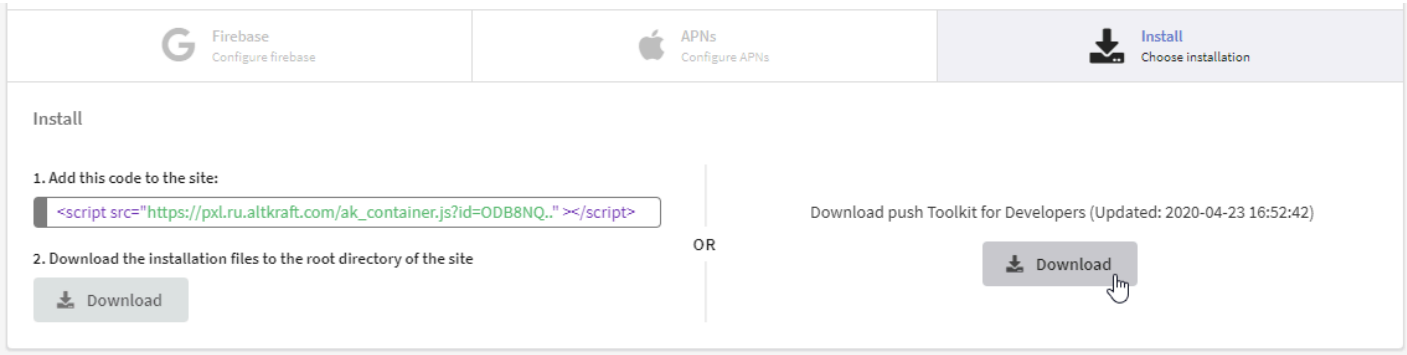
Go to the next step to configure the import of new push subscribers.

Step 3: Add Push Toolkit to your website

After you configure push notification channels, save the resource. This way, you will get access to push implementation toolkit. You can find the toolkit on the tab “Install”.

TIP

Download it and hand over the toolkit to the developers of your website. They’ll have to add it to certain web-pages. In addition, hand them the link to this article or the article on [Web Push configuration](#).



There are two ways to install the necessary files on your website:

1. Add the code to the site & Upload the installation files to the root directory

If you’re going to use this method, read the instructions in the left side. Add the code to the site, save changes and upload the installation files to the root directory of the site:

- ****manifest.json** — project information for Google Chrome;**
- ****service-worker.js** — service worker, service worker, a users' browser extension to receive push notifications.**

Here `service-worker.js` file is dynamic. It is automatically updated every time you make changes to the resource settings.

```
importScripts(
  "https://pxl.polina-zakaryan.dev.altkraft.com/service-worker.js?id=MXw3"
);
```

2. Download push Toolkit for Developers

If you're going to use this method, read the instructions in the right side. Click the "Download" button. The Toolkit will be downloaded as a .zip file. Unpack the archive and put Toolkit files to the root directory of your site.

This toolkit consists of four files:

- **README.txt — installation instructions for the Toolkit**
- **ak-push.js — web push opt in script for your website**
- **manifest.json — project information for Google Chrome**
- **service-worker.js — service worker, a users' browser extension to receive push notifications**

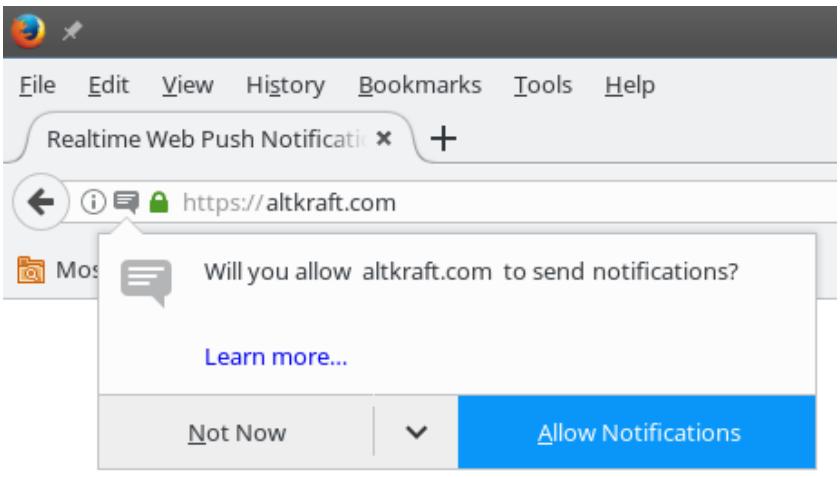
Here `service-worker.js` and `ak-push.js` files are static. It means that every time you change the resource settings you need to re-download the Toolkit and update the files on the site.

When the Toolkit is uploaded to the site, add the code, that will be responsible for showing a window for subscribing to the required action.

Example for the Subscribe button:

```
<button id="init_sub">Subscribe to updates!</button> // The button

<script>
        document.getElementById('init_sub').addEventListener('click', function() { // On
button click..
        try {
                const akPush = new AKPush();
                akPush.initSubscription() // ..show the subscription form
                }
        catch (e) {
                console.log(e); // ..or log the error to the browser console
                }
        });
</script>
```



Once everything is set up, you can go to the site and subscribe to push notifications. When the client confirm the subscription, Service worker is installed in his browser. Service worker can display messages even when the browser window is minimized.

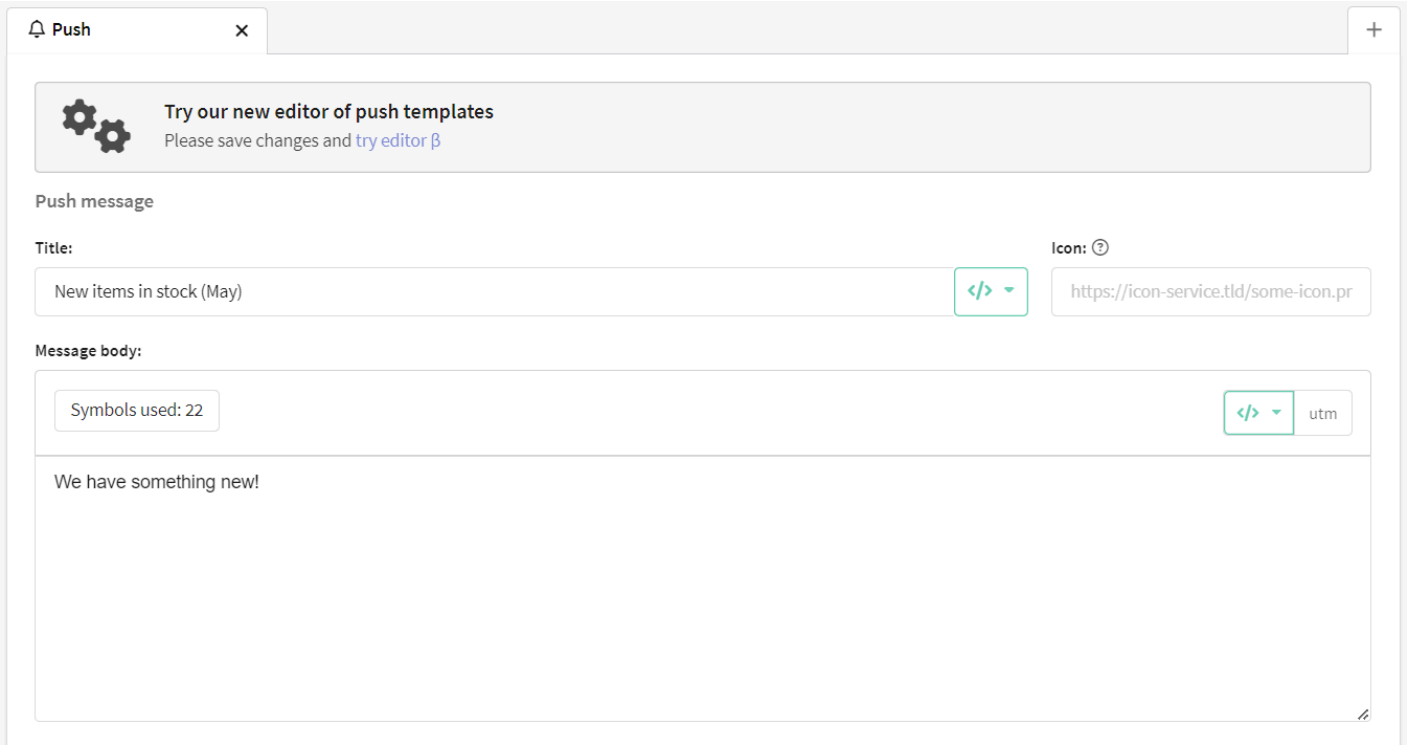
Step 4: Prepare content for sending

The content for your Push campaigns is created in Message Templates. The templates contain content for all available channels. When you create a new template, select the Push channel or add it for an existing one.

The template of the push notification can contain:

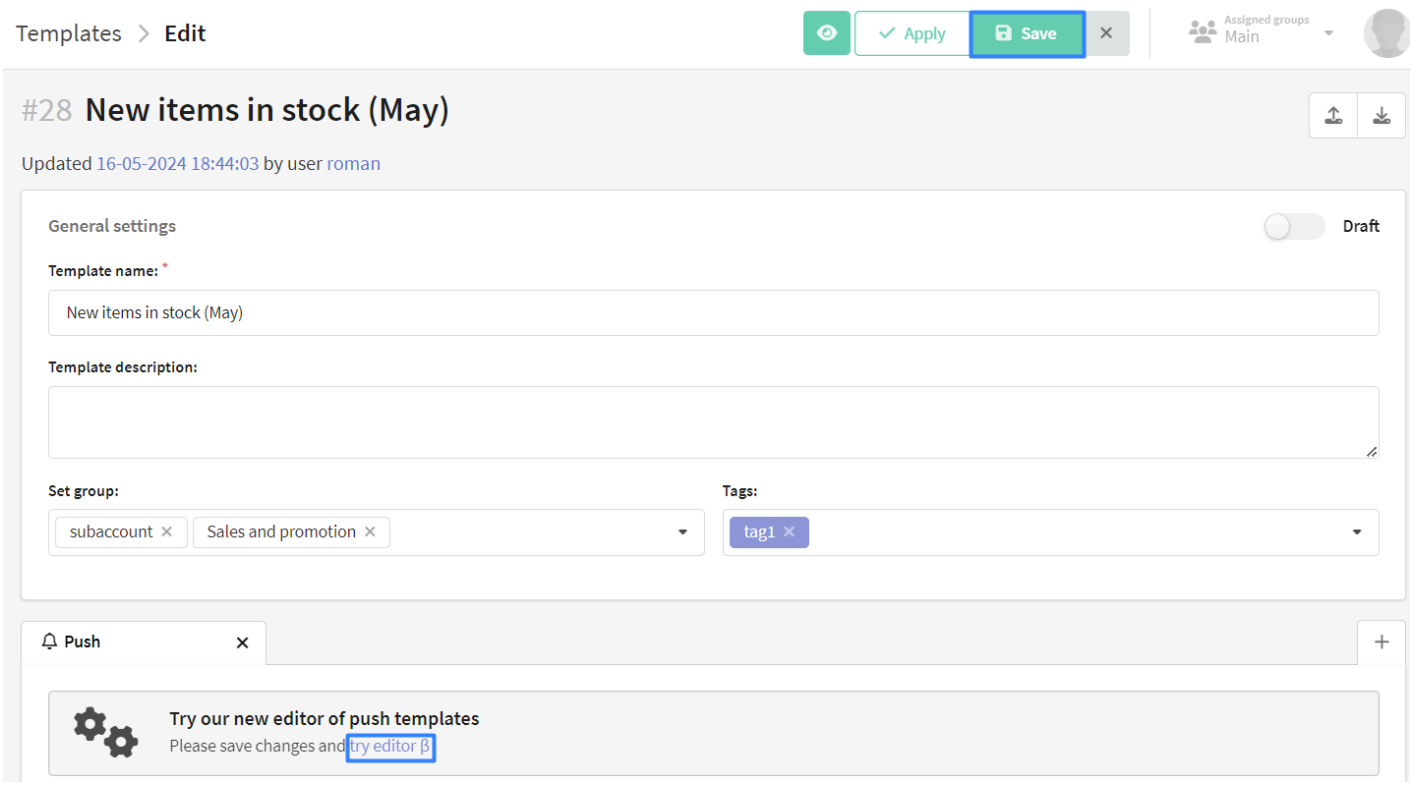
- **A **title** that is similar to email subject**
- **Notification **body** is the main text part of the message**
- **An **image** or an **icon** that will be displayed in the notification**
- **A clickable **link** is the link that the subscriber will follow when he clicks on the push notification.**

To the title, link and body, you can add the data of a specific client, as well as dynamic text content from external sources:



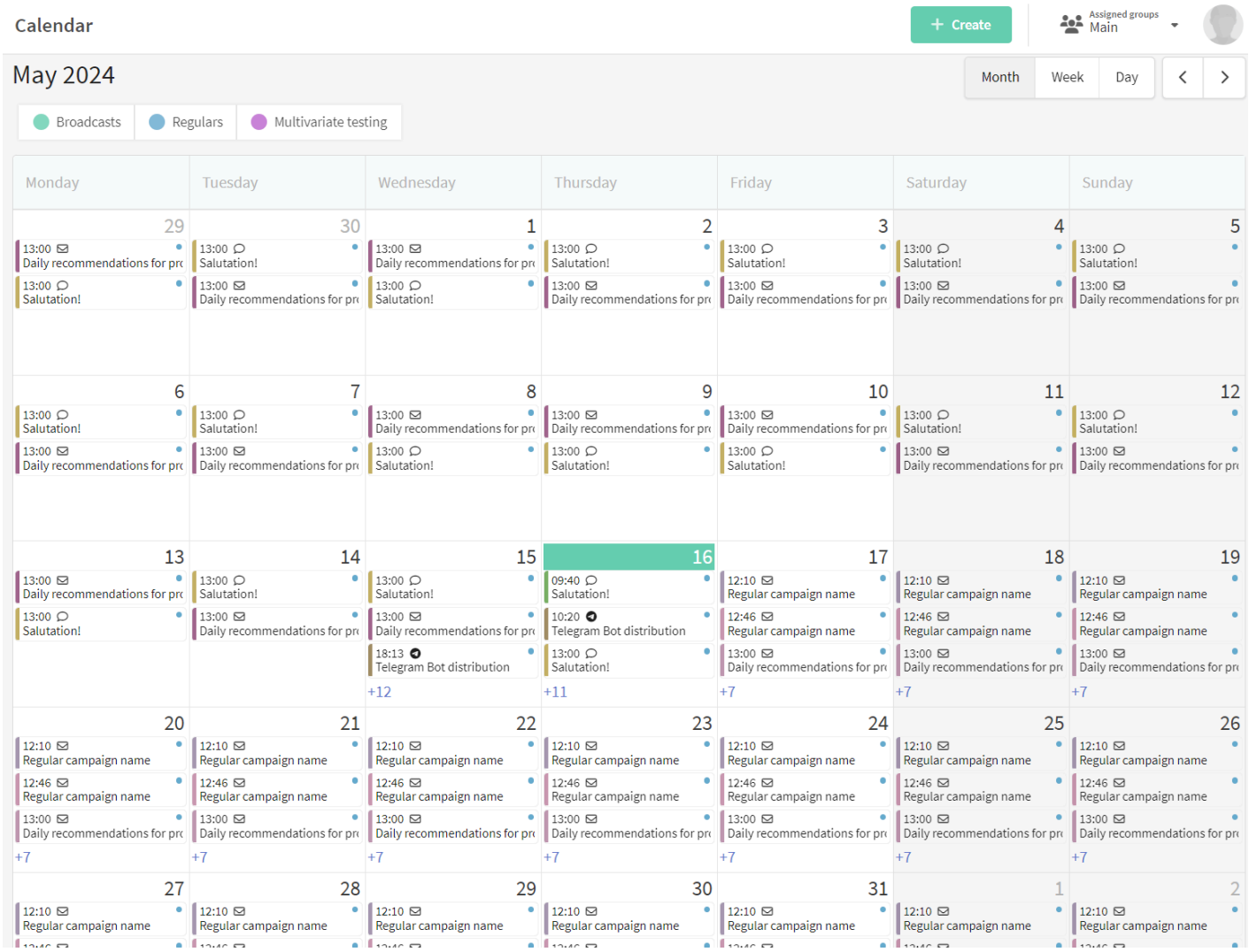
If you send not just Web push, but Rich push notifications, you'd better take a look at our special editor to create a template. In Rich push notifications, you can add not only a text and an icon, but also buttons, images, banners, and even audio and video files. What's more, the new editor will allow you to individually customize the notification for a specific browser, as well as add adaptive links and deeplinks.

To open the Rich push editor, you need to make an initial version of a push message in the usual template editor at first. We've just described how to do this above. Then click Save. Now go back to the created template and click "try editor β" to go to the Rich push editor.

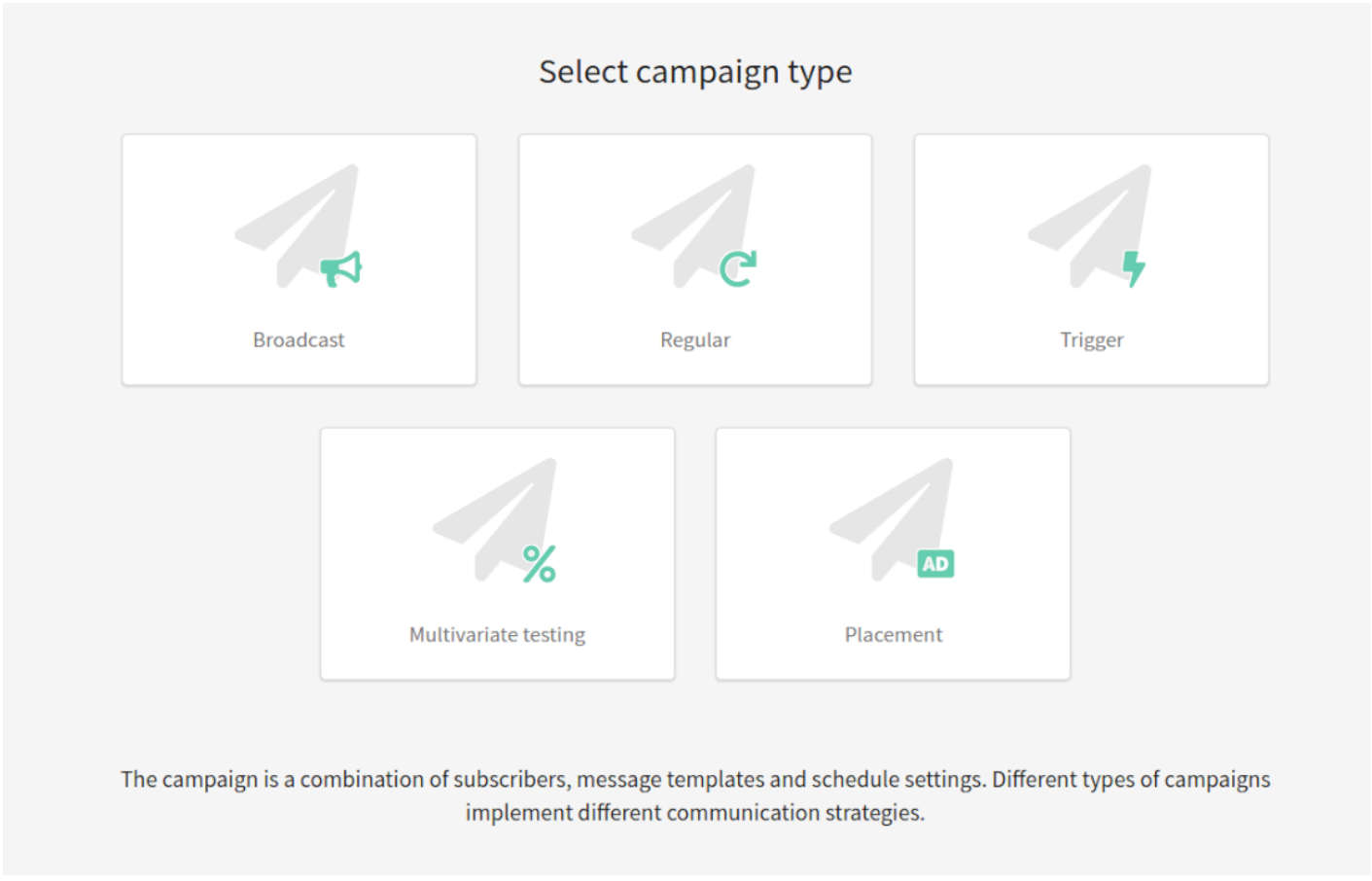


Step 5: Select the campaign type

	If you want to send an SMS message, you need to use such a tool as a Campaign. **Do you want to send out a **one-time mailing** to all profiles of the database or to the audience of the specific segment? Choose **Broadcasts** . ** **If the mailing is periodic, your choice is a **Regular** campaign.** **In the main menu select **Campaign** and open **Calendar.** This is where you'll find all scheduled mailings.** **</td>** **</tr>**



Decide on a date and create a campaign of the required type:



TIP

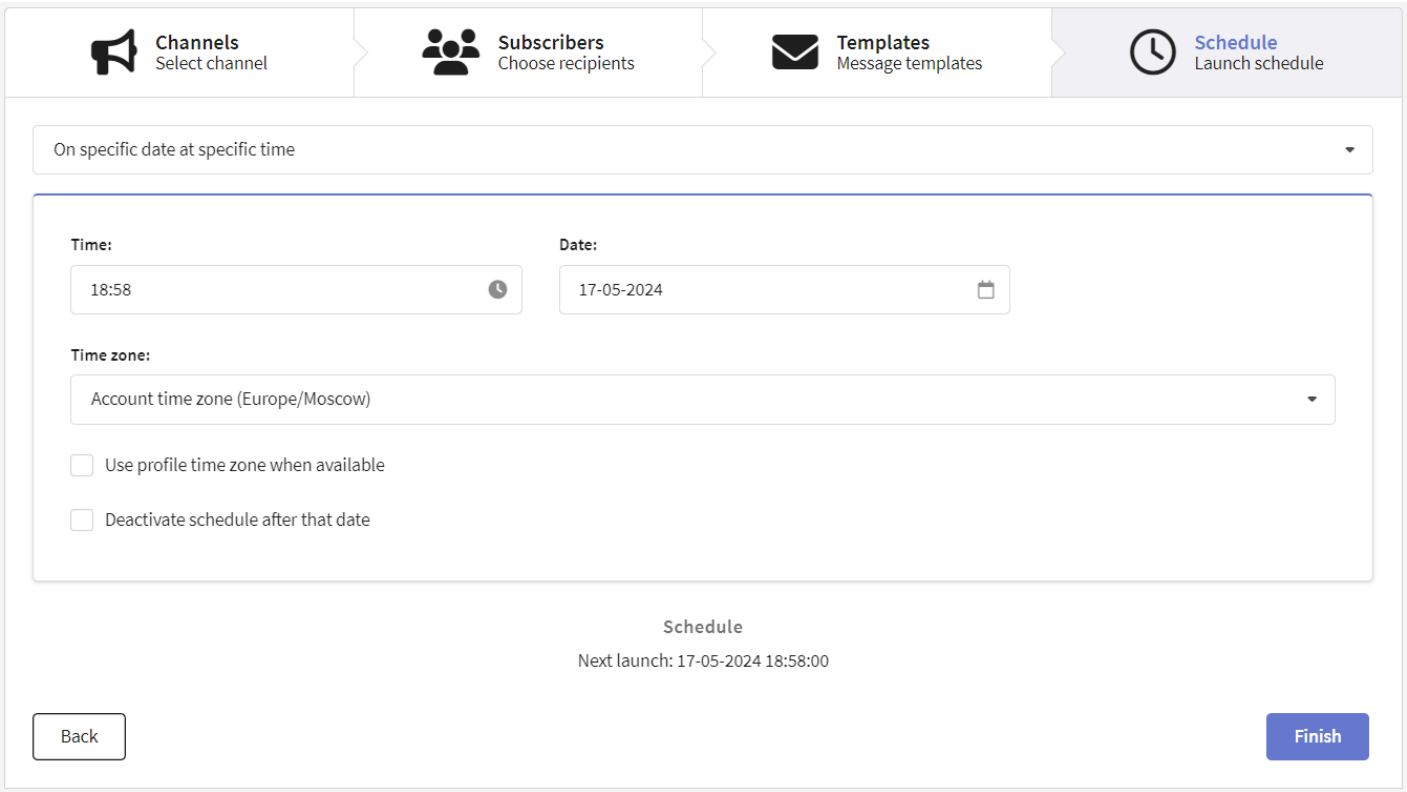
You can find details about how to set up Broadcast on this page.

TIP

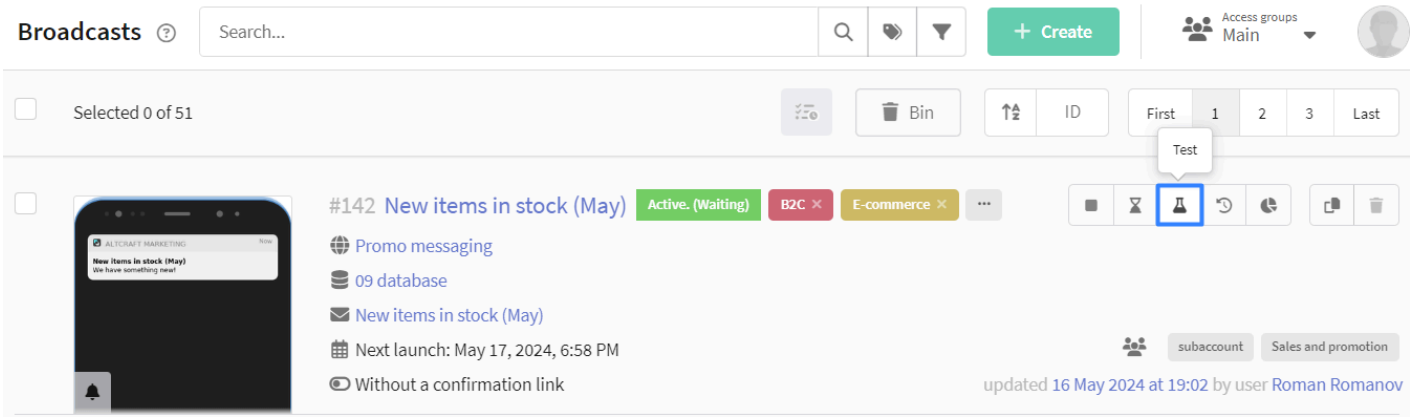
You can find details about how to set up Regular campaign on this page.

Once you're done with the general campaign settings, you need to:

1. **Select **Push** as the communication channel;**
2. **Select providers and sending mode. There are two sending modes - **fanout**, sending to all subscriptions, or **last**, sending to the subscription with the most recent creation date. If there are several of these (created at the same time), then one subscribtion will be selected randomly. If campaigns have filters by provider, custom fields or categories, then the filters are first applied, and then the most recent subscription is choosen;**
3. **Select the subscription resource you've just configured and the audience of recipients;**
4. **Add a message template to your message;**
5. **Set a schedule. For example, for a broadcast the option "On specific date at specific time" is available.**



Once the campaign is set up, save it. Later you can find it in the list of campaigns of the corresponding type. There is a quick action menu on the right side of each campaign. Use it to test the campaign — and if everything is successful, activate it:



Step 6: Assess the campaign effectiveness

Campaign Log

The Campaign Log is a tool that provides a summary of the progress of your email campaign. It logs key events, campaign parameters, and statistics, helping you identify potential issues.

To open the campaign journal, click the “Journal” button in the quick actions menu:

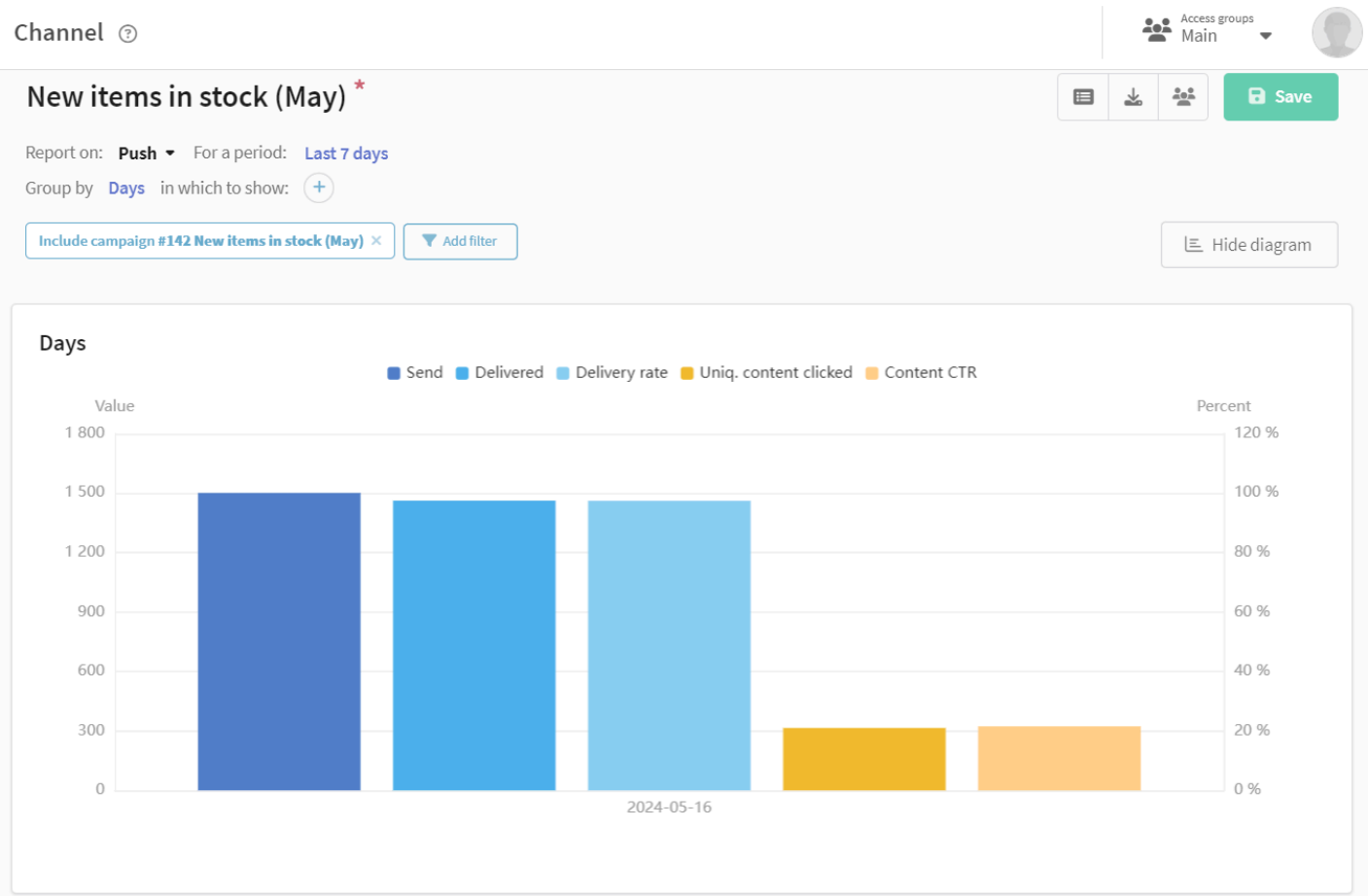
The campaign Log contains the following information:

Type	Description
Campaign started	Timestamp when the campaign execution began
Limit	Indicates whether a sending limit is configured
Audience source	Contact origin: List — Database Segment — Predefined contact group
Database ID/Segment ID	Unique identifier of the database being used
Spent getting segment cursor	Time required to load contact data from source (milliseconds)
Number of subscribers received from the source	Total contacts available in the specified source
Number of subscribers found	Contacts with active subscriptions matching campaign criteria
Number of subscribers without push subscriptions	Users who haven’t opted in to receive push notifications
Number of Push recipients	Final count of devices that successfully received notifications
Number of Push messages sent	Total push notifications dispatched by the system
Profiles ignored by resource settings	Contacts excluded due to campaign configuration rules
Campaign finished	Timestamp when campaign processing completed
Total time spent	Complete duration from launch to completion (seconds)

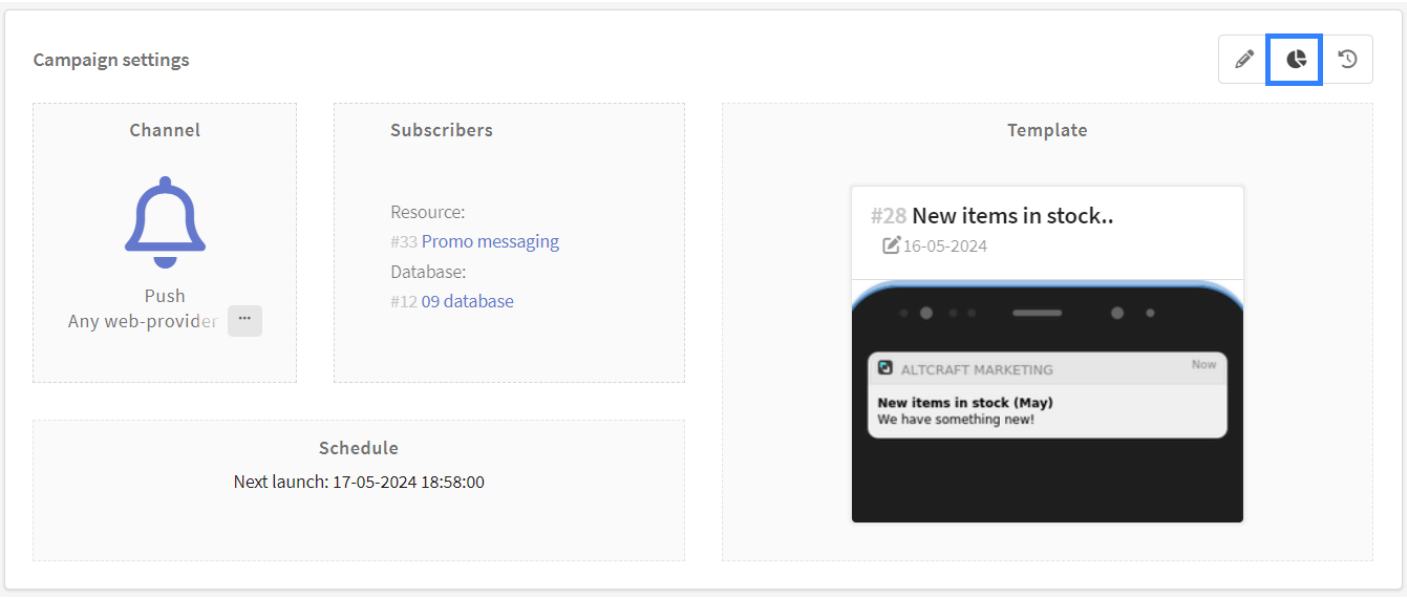
Reports and Analytics

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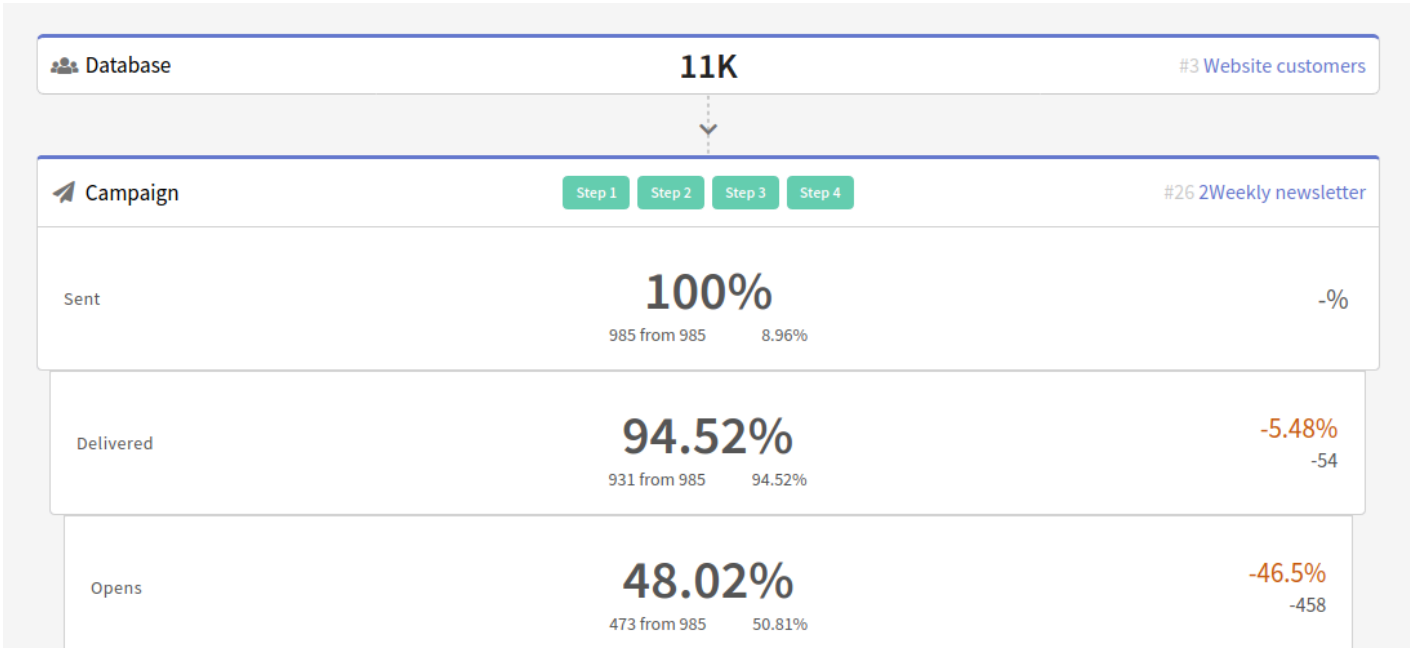
The channel report provides analytics for one or several campaigns, for one or several communication channels. For the convenience of grouping, you can select a preset of indicators for Push:



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Actions in the Push campaign or in the template can turn into steps in the [interactive conversion funnel]:


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931 from 985
94.52%
-5.48%
-54
Opens
48.02%
473 from 985
50.81%
-46.5%
-458

Mobile Push

First Mobile Push Campaign

	This tutorial will help you to create and launch your Mobile Push campaign in the Altcraft Platform from scratch. Mobile push notifications are displayed in your customers' mobile device message centre — in the upper part of the screen most commonly. They are allowed by default on application installation. That's why you can start engaging your customers right away and increase your app conversion. Push notifications are much more profitable than SMS, because sending them practically costs nothing. </td> </tr>

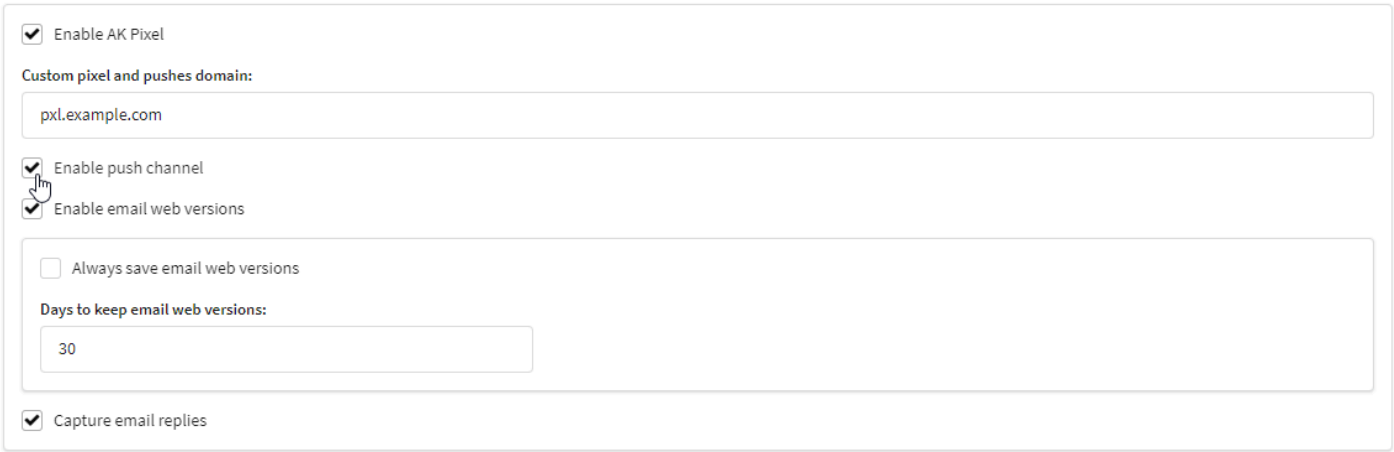
Step 1: Configure a Domain to Work with Push

CAUTION

If you use an Altcraft Marketing cloud account, please give the information to the support team at team@altcraft.com. They will help you to connect the integration.

If the Altcraft Marketing platform is installed on your equipment (On-Premise), contact your platform administrators. Or just contact our support team!

Make sure your website is running over HTTPS. In addition, web pixels must be configured in the Altcraft Marketing system.



Step 2: Subscribe customers to the Push channel

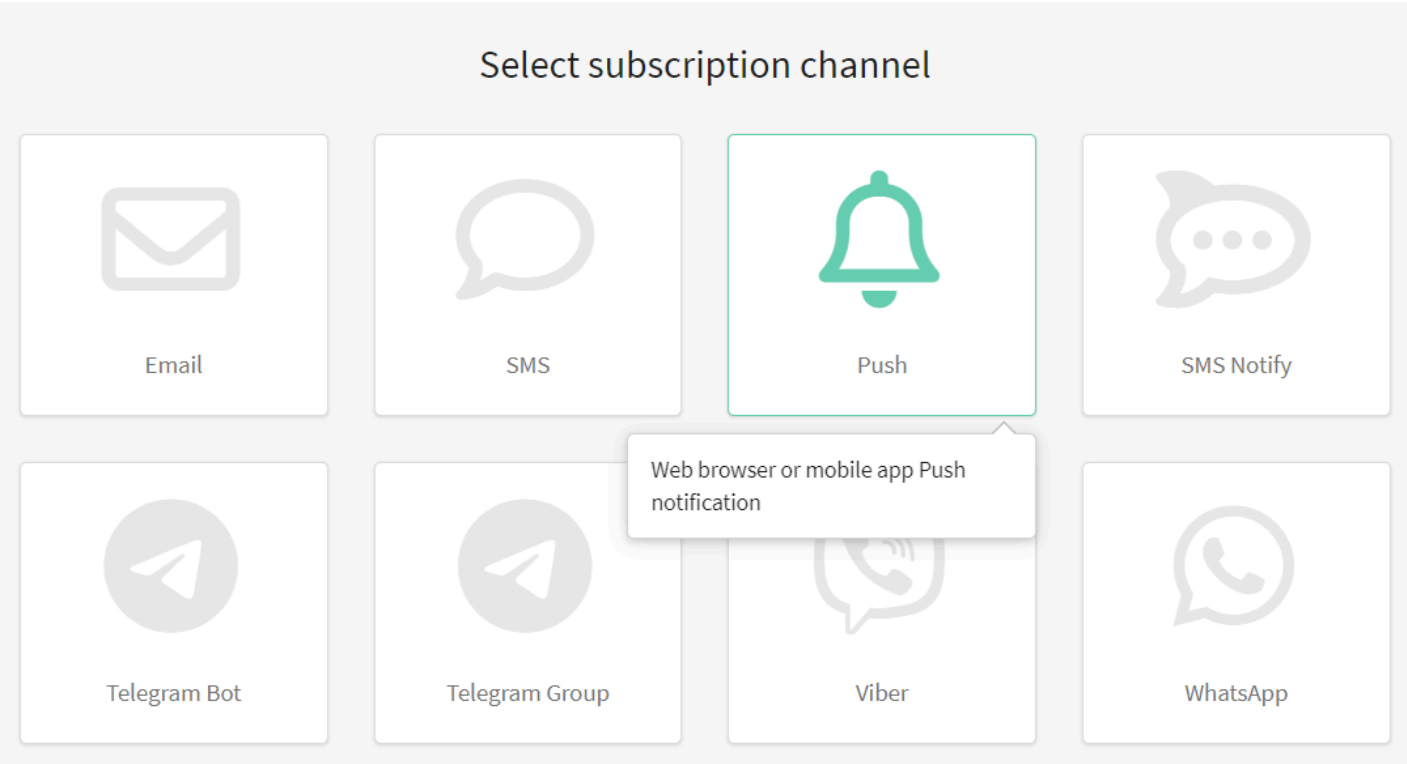
Profile databases and subscription resources

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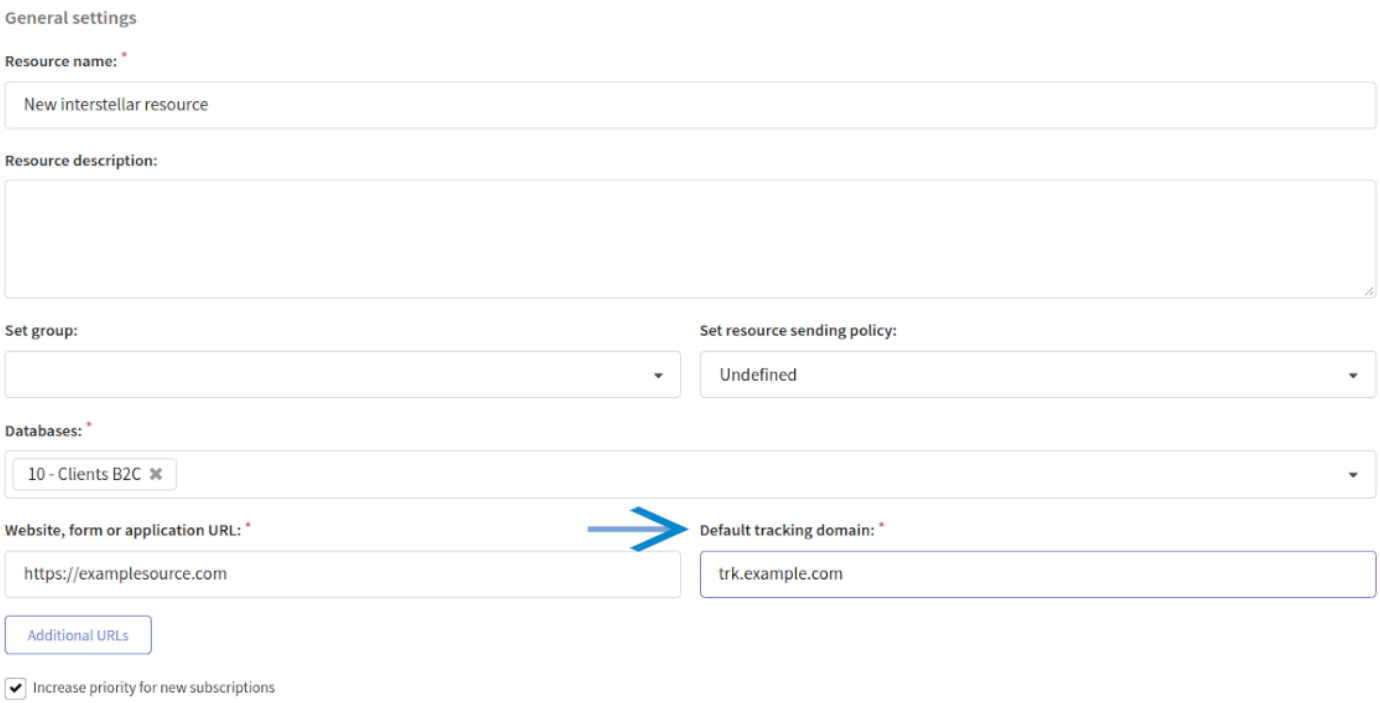
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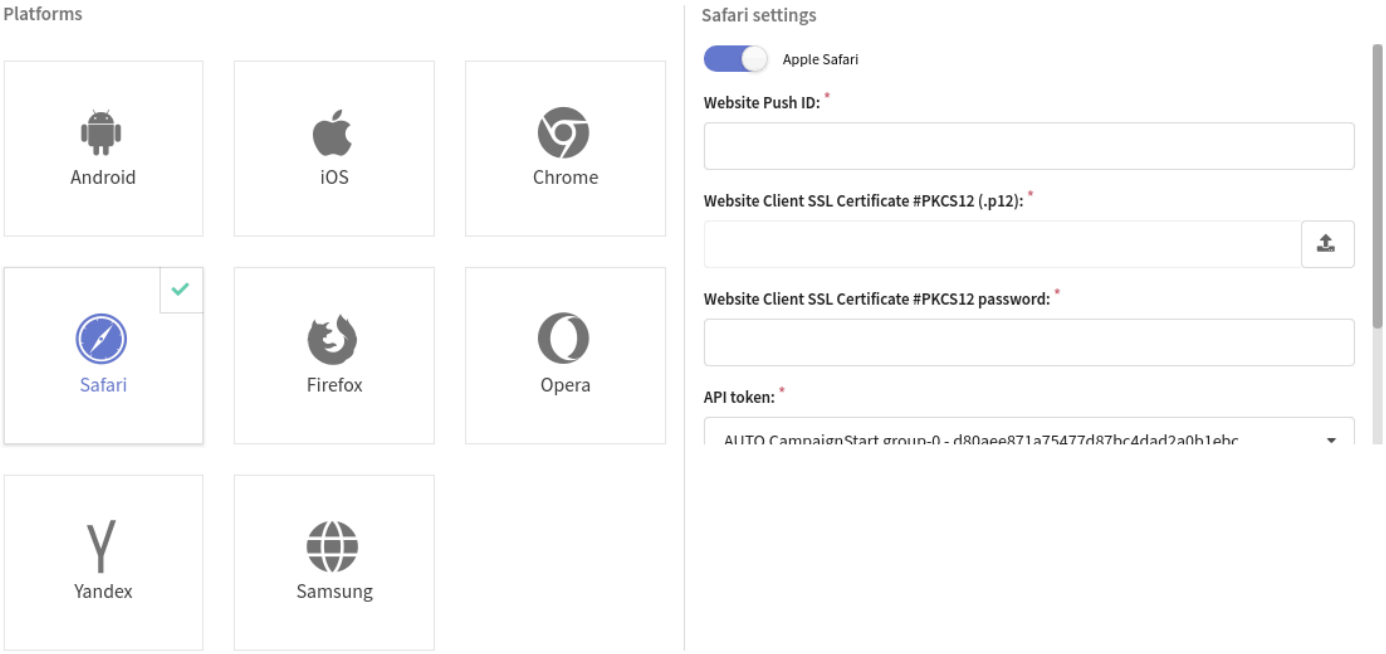
Select the section “Resources” in the main menu, then create a new resource or select an existing one. Select the Push channel for your new resource:



In the general settings, add the necessary databases. If it’s necessary, assign a sending policy and specify the Default tracking domain. This domain will process your customers’ clicks on links in messages:



In Push settings, select the browsers to which you are going to send notifications to clients and set them up:



TIP

In Altcraft Marketing there are 5 mobile push options:

- **Google Firebase Cloud Messaging — for both Android & iOS**
- **Apple Push Notification Service — iOS apps only**
- **Yandex.AppMetrica — for both Android & iOS**
- **Huawei Mobile Services — for both Android & iOS.**
- **RuStore — for Android apps only.**

Don't know how to configure each platform? Take a look at this tutorial.

Customer profiles and subscription to the resource

So, we've just configured the profiles database and subscription resource. Now it's time to import customer data into the platform. For each client, Altcraft Marketing creates a single digital profile that includes personal data, history of actions and subscriptions to your resources.

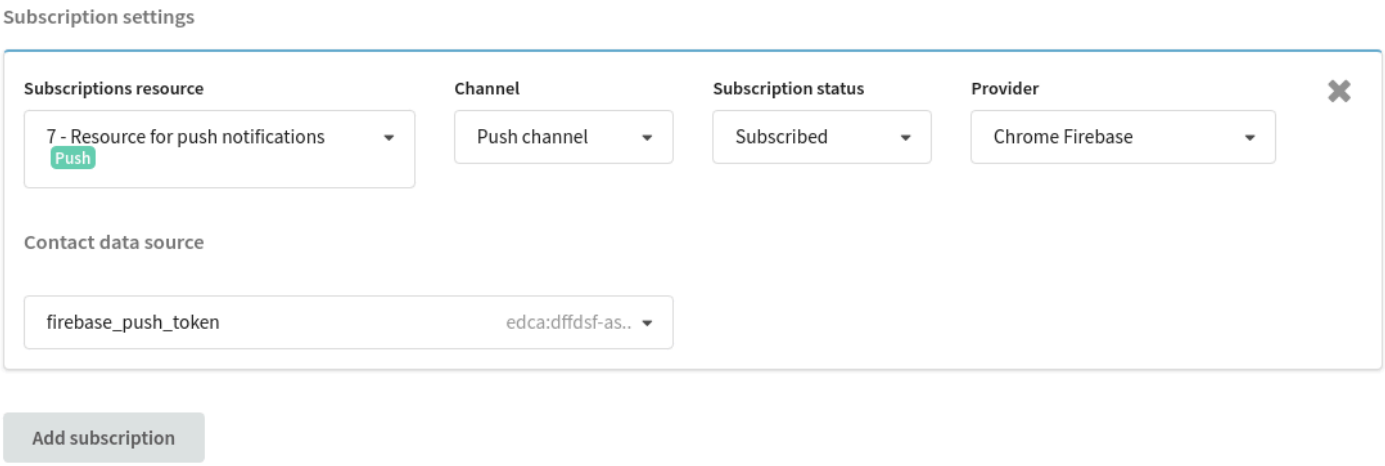
Existing subscriber database

If you already have the database full of tokens for your customers, you can upload customer data to the platform and use it for mailings: one at a time, in a list, or from a table file. Different import methods are described in this article.

You can also set up automatic import of client profiles:

- **on schedule from your SQL database**
- **through the use of the integration with platform API**

When you import data, sign clients to the previously prepared resource. To do this, in the "Subscription settings" section, select Push as a communication channel, select a notification provider, in the "Contact data source" field, specify the column with device tokens:



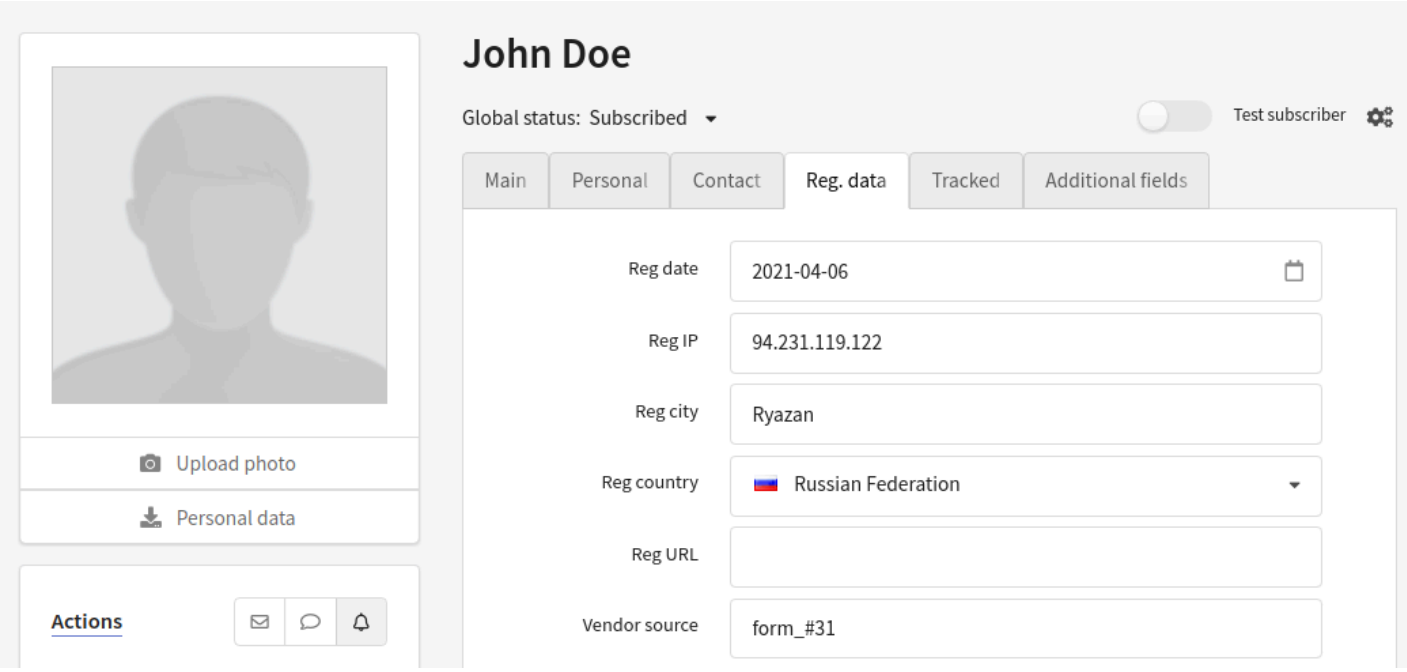
TIP

If you already have a profiles database, add them a subscription to a new resource. There are two options:

- **if customers have subscriptions to another resource with up-to-date email addresses — use bulk profile update**
- **if you need to upload to the platform SMS phones for subscription, use the profile import in the "update only" mode**

New push subscribers of your website

Altcraft Marketing imports the profiles of your website visitors when they allow push notifications. At the same time, information about the subscriber's device, IP address and geolocation determined by it are recorded in the profile:

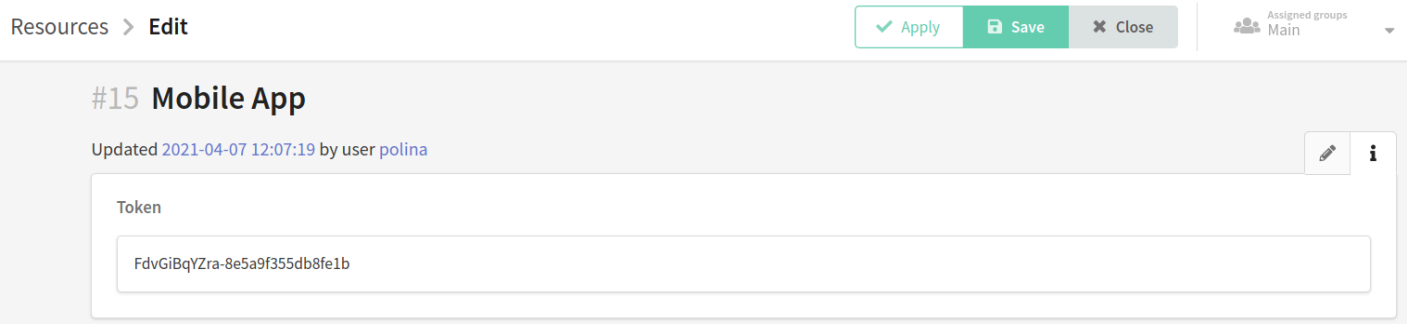


Go to the next step to configure the import of new push subscribers.

Step 3: Add Push SDK to your app

If you're going to launch push mailings, your app must have a toolkit for working with push. This toolkit is SDK of the sending platform you plan to use.

Contact the developers of your app and give them the token of the previously configured resource. How to get it? Go to the resource settings and look at the screenshot below:



Subscriptions for app notifications are assigned to users with API request from the application: Add push subscription to database.

Altcraft Platfrom has its own SDK, Altcraft mSDK. It is implemented on Firebase for the Android platform and on Firebase and APNs for the iOS platform. To access the SDK you can contact our support team. You can learn more about Altcraft mSDK features here.

> **TIP**
>
> **A subscription to Yandex.AppMetrica can be added automatically to users of the app that has the connected metric service. Read more in the article "Integration with Yandex.AppMetrica".**

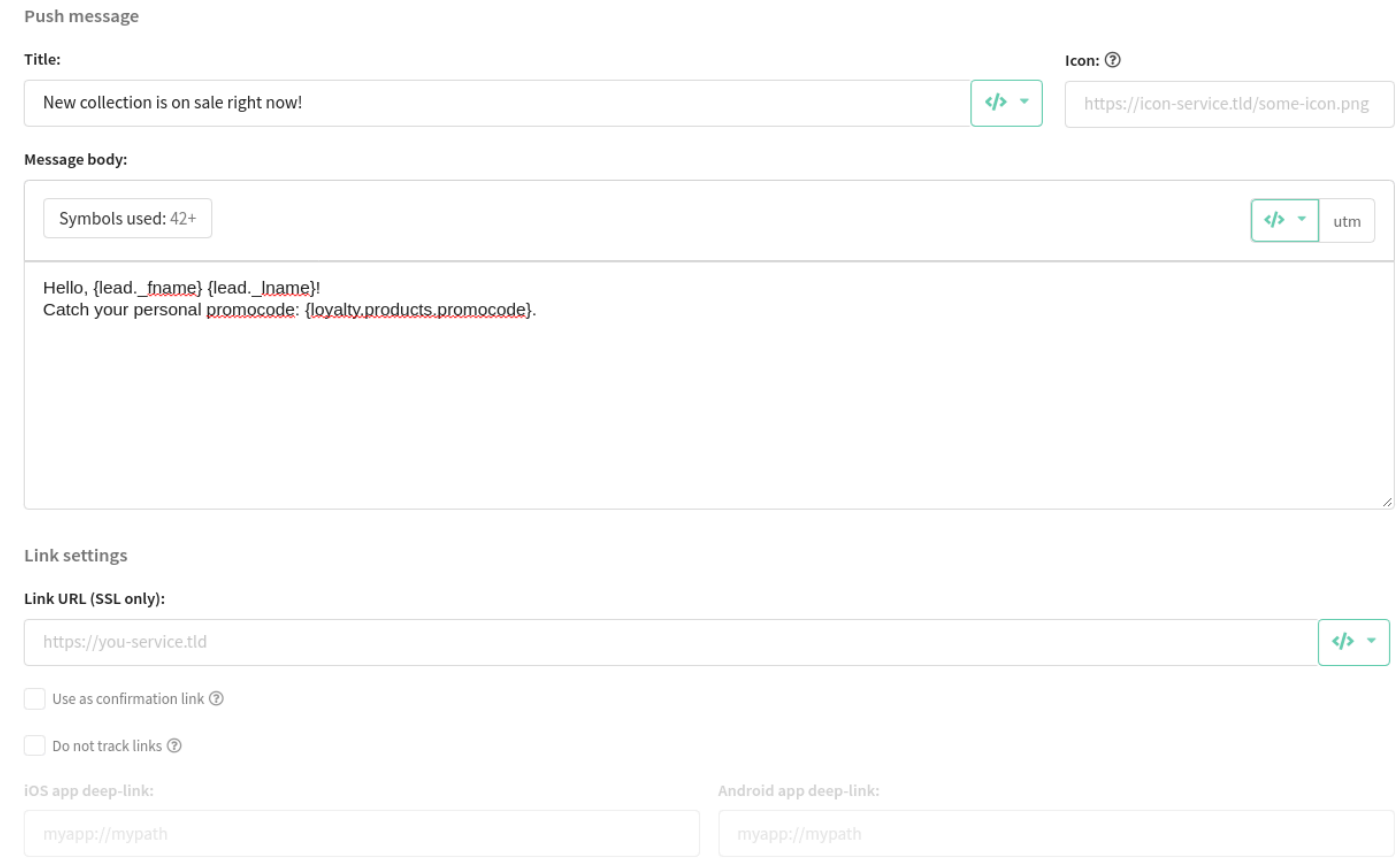
Step 4: Prepare content for sending

The content for your Push campaigns is created in Message Templates. The templates contain content for all available channels. When you create a new template, select the Push channel or add it for an existing one.

The template of the push notification can contain:

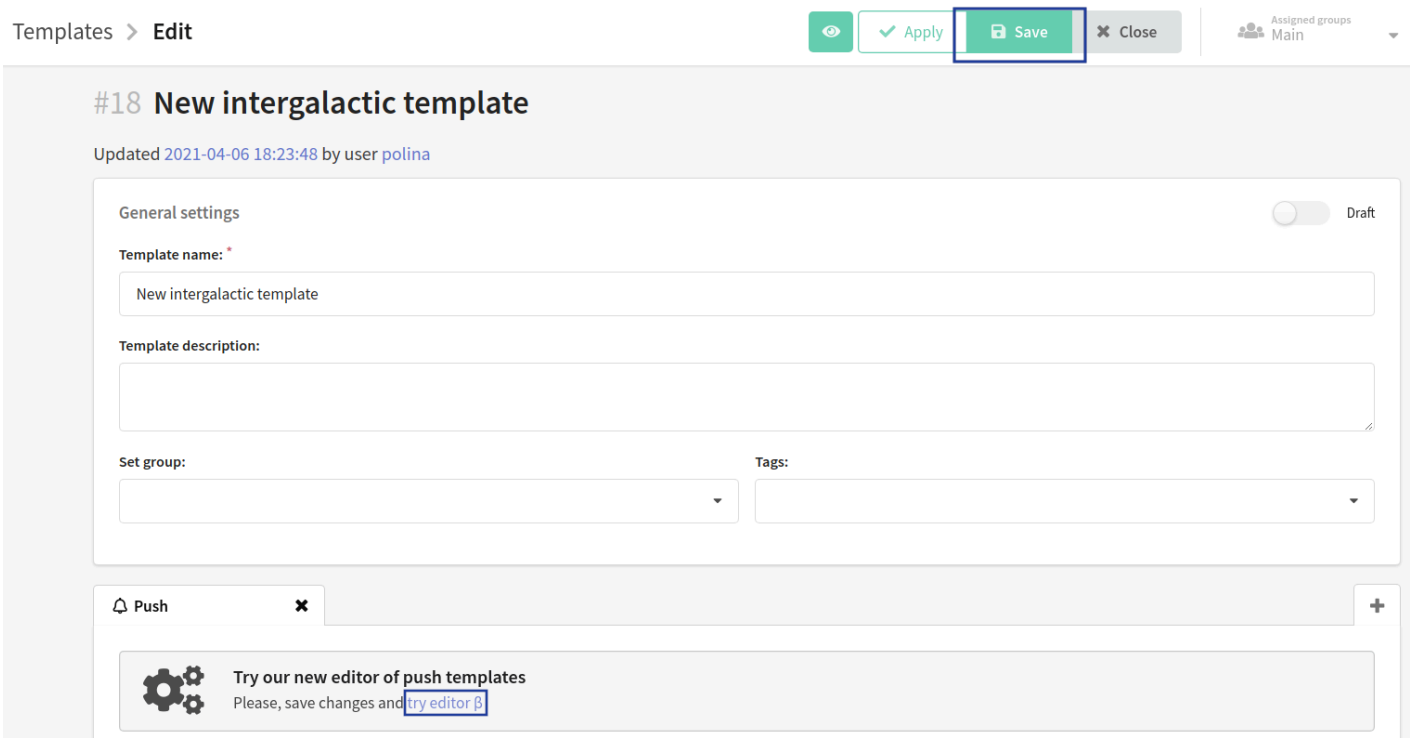
- **A title that is similar to email subject**
- **Notification body is the main text part of the message**
- **An image or an icon that will be displayed in the notification**
- **A clickable link is the link that the subscriber will follow when he clicks on the push notification.**

To the title, link and body, you can add the data of a specific client, as well as dynamic text content from external sources:



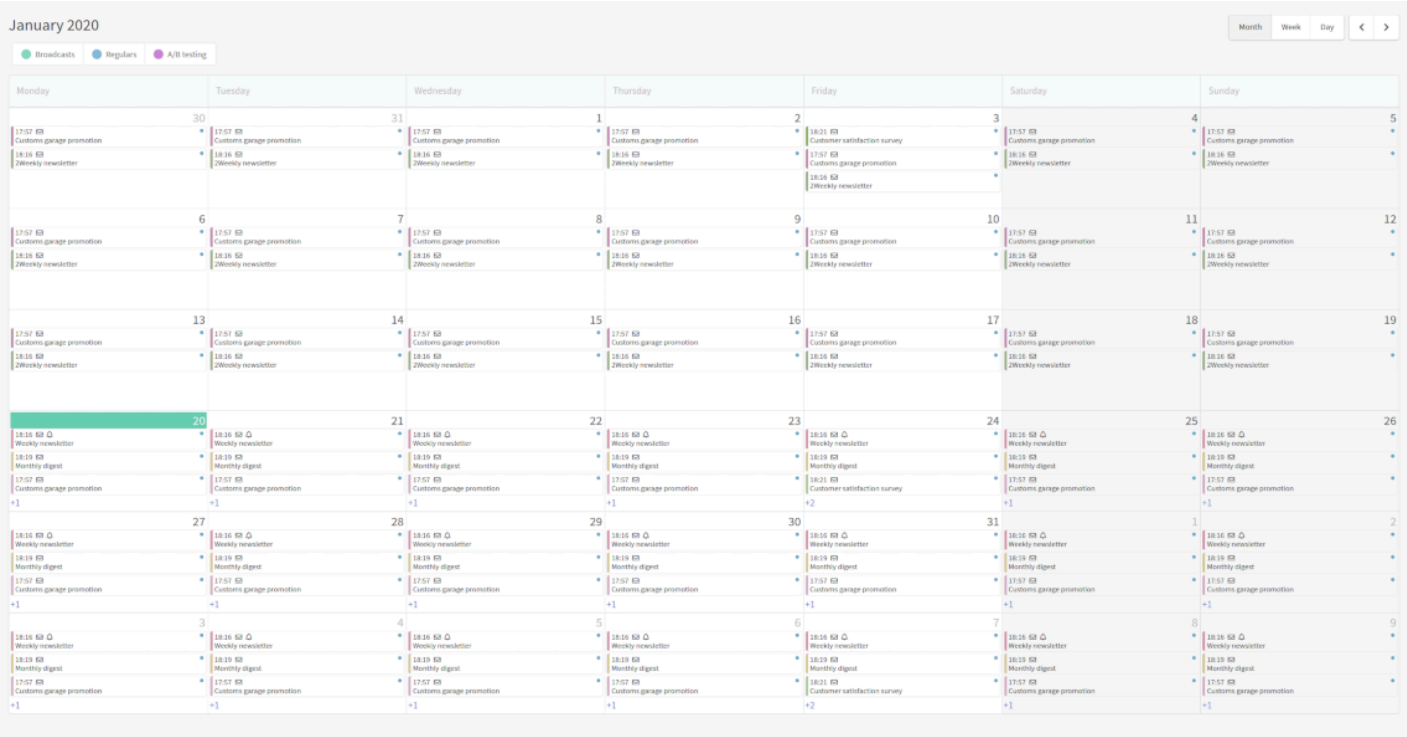
If you send not just push, but Rich push notifications, you'd better take a look at the special editor to create a template. In Rich push notifications, you can add not only a text and an icon, but also buttons, images, banners, and even audio and video files. What's more, the new editor will allow you to individually customize the notification for a specific OS, as well as add adaptive links and deeplinks.

To open the Rich push editor, you need to make an initial version of a push message in the usual template editor at first. We've just described how to do this above. Then click Save. Now go back to the created template and click "try editor β" to launch the new editor.

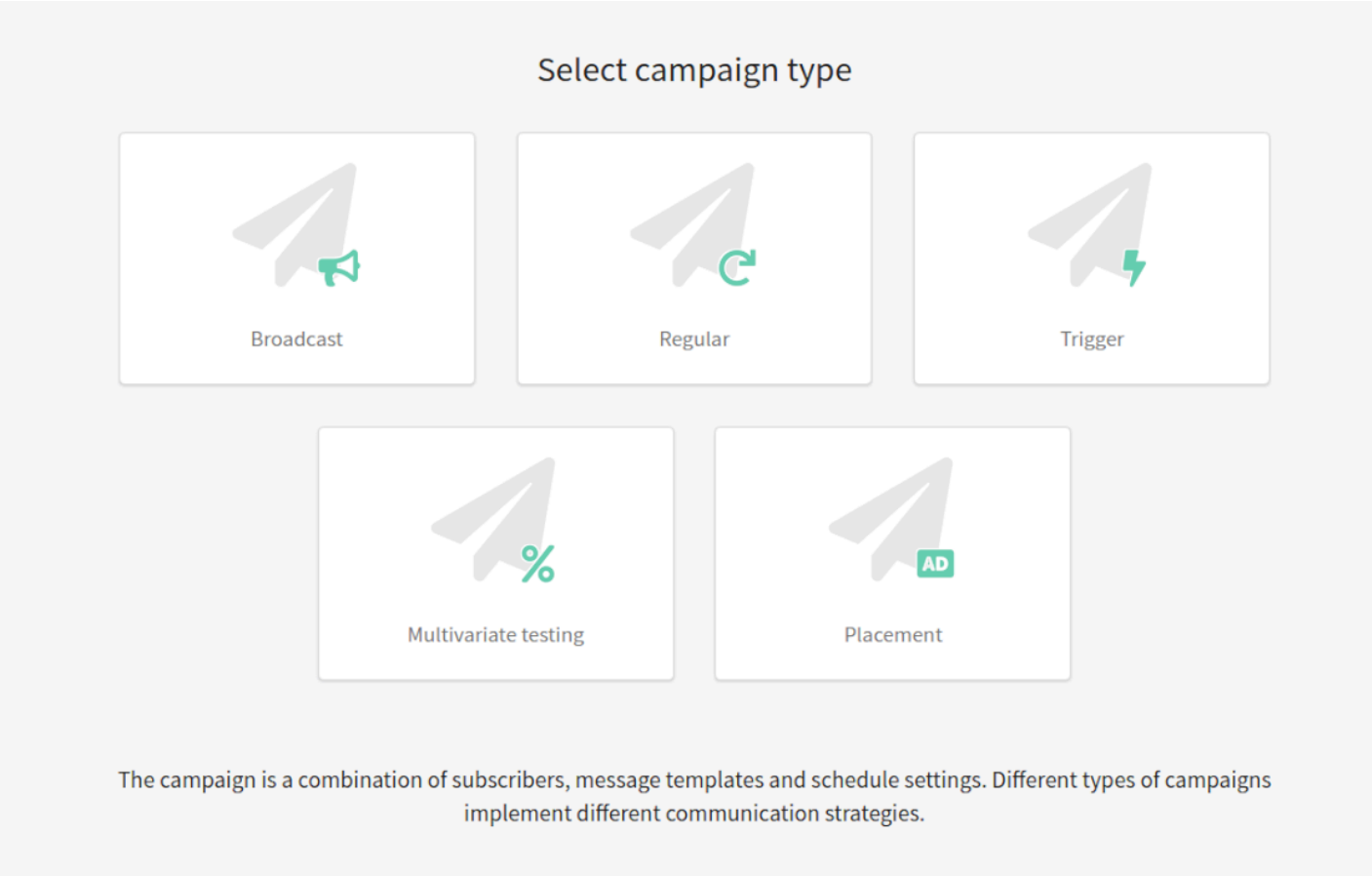


Step 5: Select a campaign type

	If you want to send an SMS message, you need to use such a tool as a Campaign. Do you want to send out a **one-time mailing** to all profiles of the database or to the audience of the specific segment? Choose ** ** Broadcasts. If the mailing is periodic, your choice is a ** ** Regular campaign. In the main menu select Campaign and open ** ** Calendar. This is where you'll find all scheduled mailings. </td> </tr>



Decide on a date and create a campaign of the required type:



TIP

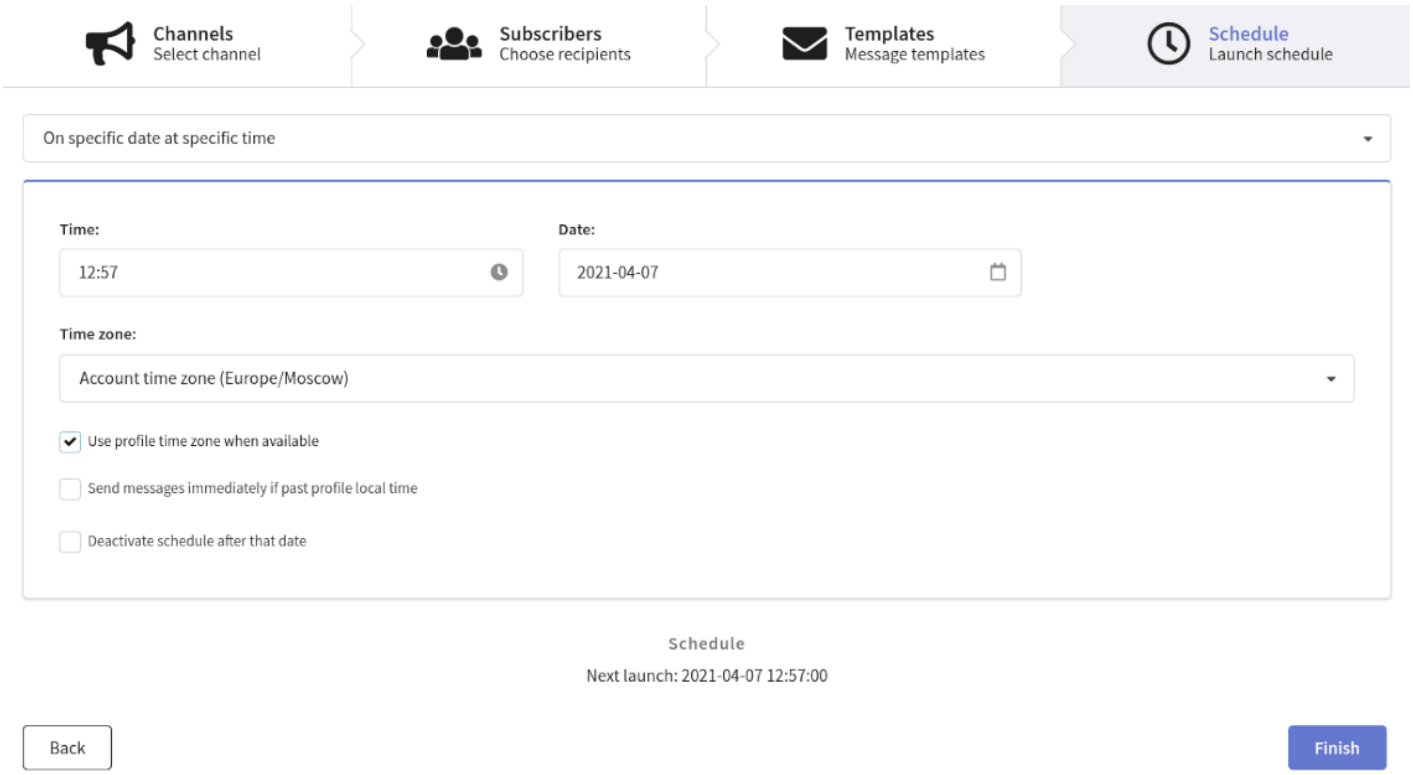
You can find details about how to set up Broadcast on this page.

TIP

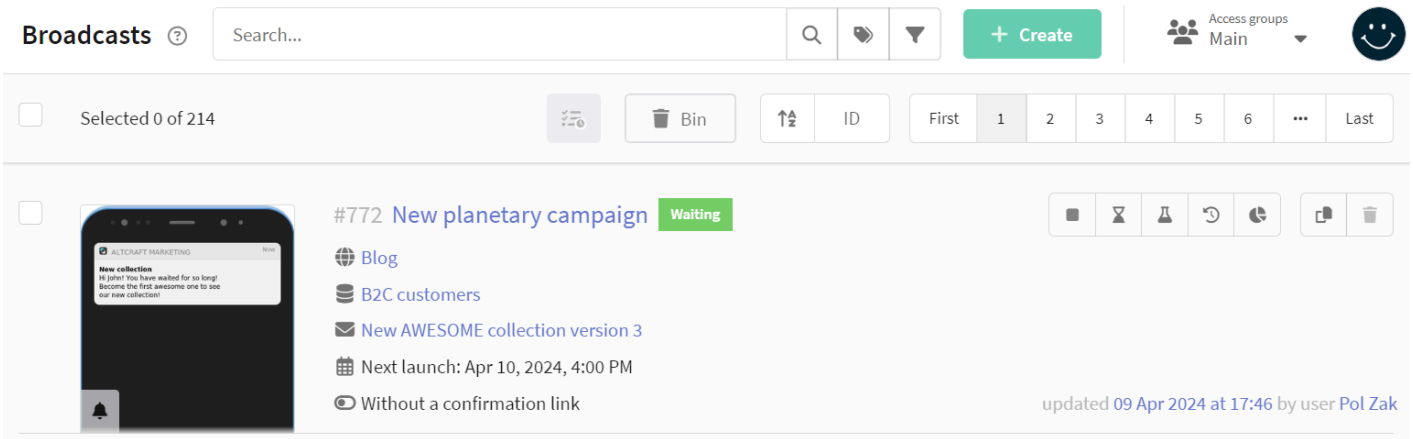
You can find details about how to set up Regular campaign on this page.

Once you're done with the general campaign settings, you need to:

1. **Select Push as the communication channel**
2. **Select providers and sending mode. There are two sending modes - **fanout**, sending to all subscriptions, or **last**, sending to the subscription with the most recent creation date. If there are several of these (created at the same time), then one subscribtion will be selected randomly. If campaigns have filters by provider, custom fields or categories, then the filters are first applied, and then the most recent subscription is choosen;**
3. **Select the subscription resource you've just configured and the audience of recipients;**
4. **Add a message template to your message;**
5. **Set a schedule. For example, for a broadcast the option "On specific date at specific time" is available.**



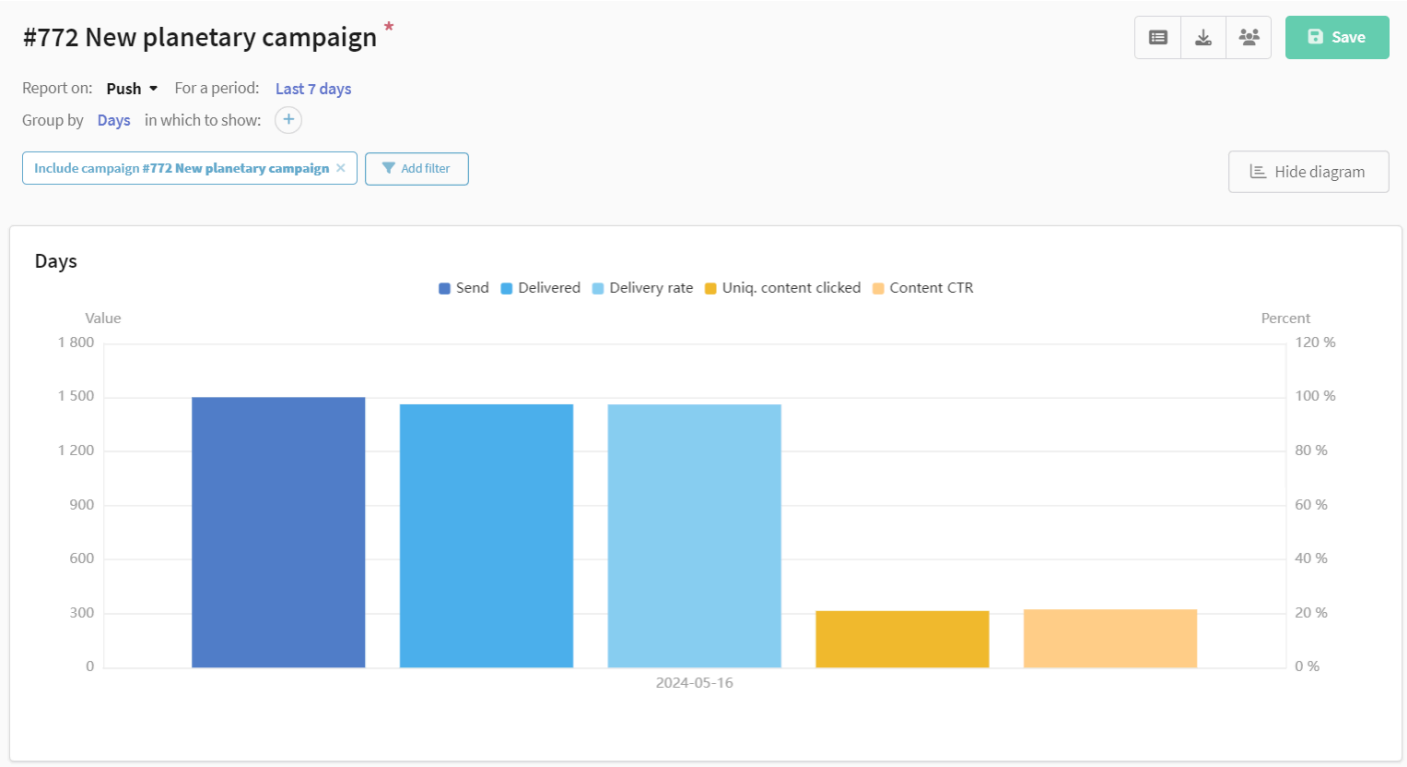
Once the campaign is set up, save it. Later you can find it in the list of campaigns of the corresponding type. There is a quick action menu on the right side of each campaign. Use it to test the campaign — and if everything is successful, activate it:



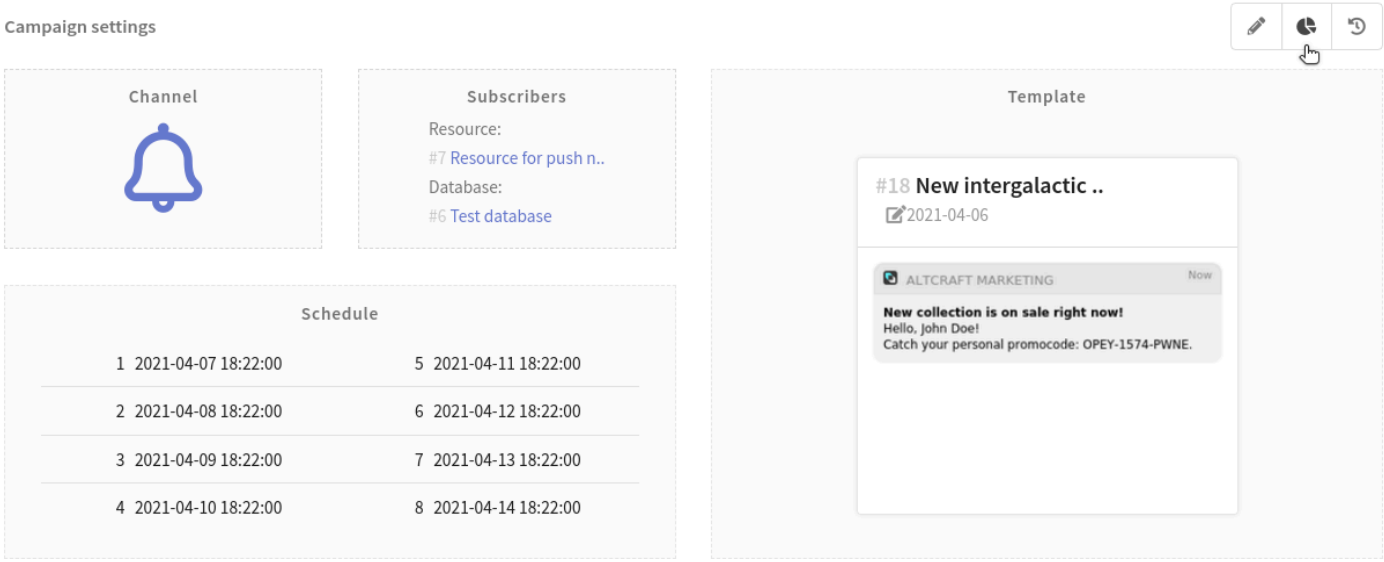
Step 6: Assess the campaign effectiveness

Do you want to assess the effectiveness of your mobile push campaigns? Go to the section Analytics in the main menu of the platform.

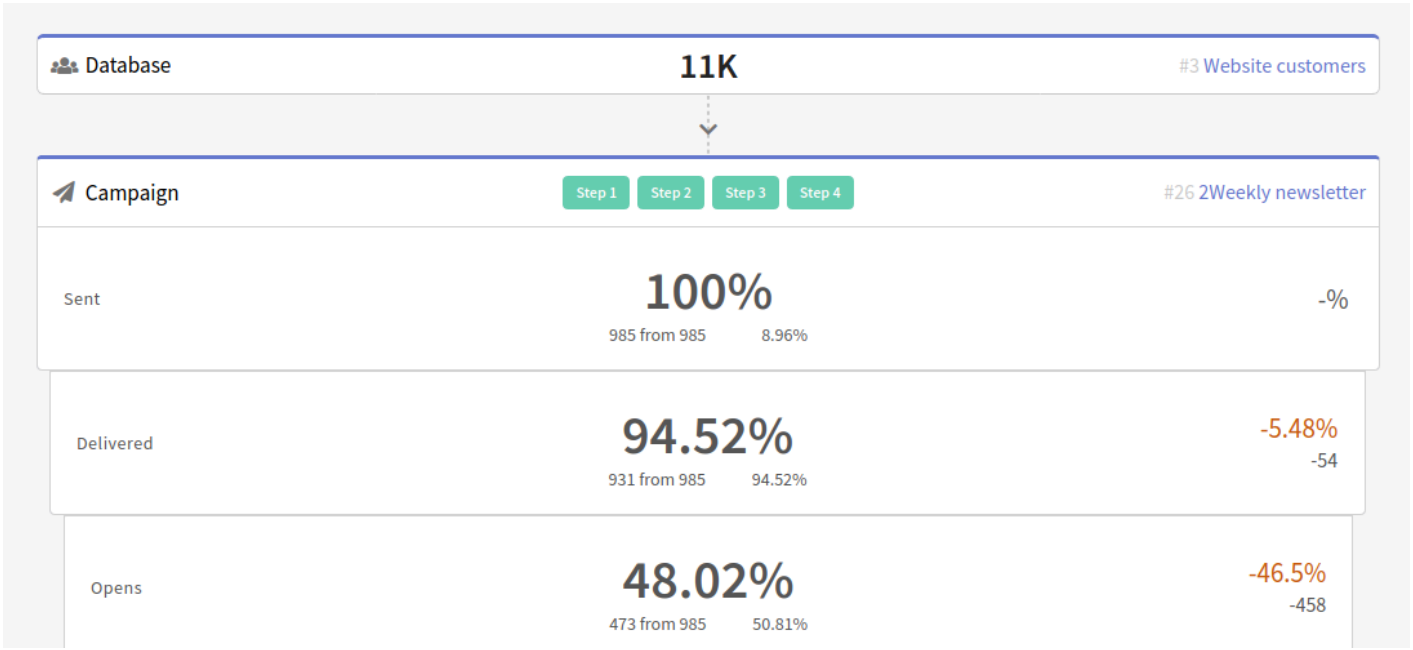
The channel report provides analytics for one or several campaigns, for one or several communication channels. For grouping, you can select "Report on " Push:



You can also go to the channel report for a specific campaign by following the link in the campaign editor:



Actions in the Push campaign or in the template can turn into steps in the [interactive conversion funnel]:


Database
11K
#3 Website customers
Campaign
Step 1
Step 2
Step 3
Step 4
#26 2Weekly newsletter
Sent
100%
985 from 985
8.96%
-%
Delivered
94.52%
931 from 985
94.52%
-5.48%
-54
Opens
48.02%
473 from 985
50.81%
-46.5%
-458

WhatsApp

First WhatsApp Campaign

	WhatsApp* is an effective communication channel that allows you to build a dialogue with the client in real time. Through this channel, you can inform your subscribers about upcoming events and changes in order status. Open rate in the messaging app reaches 90%.
	`This guide will help you start your first WhatsApp* campaign.`
	`</td>`
	`</tr>`

Step 1. Connect WhatsApp Business API through a provider

To send bulk messages in WhatsApp*, you need to connect the WhatsApp* Business API. In Altcraft Platform, such a connection is possible through such official providers as Edna or 360dialog.

Register an account with one of the providers.To do this, you need a phone number and a verified Facebook* Business Manager account.

TIP

If you want to register a WABA account through Edna, leave a request at this link.

360dialog collects applications through this form.

TIP

A phone number must be clean. This is a number that has not been registered for WhatsApp* Business API in the past, and is currently not registered on the WhatsApp* mobile app.

CAUTION

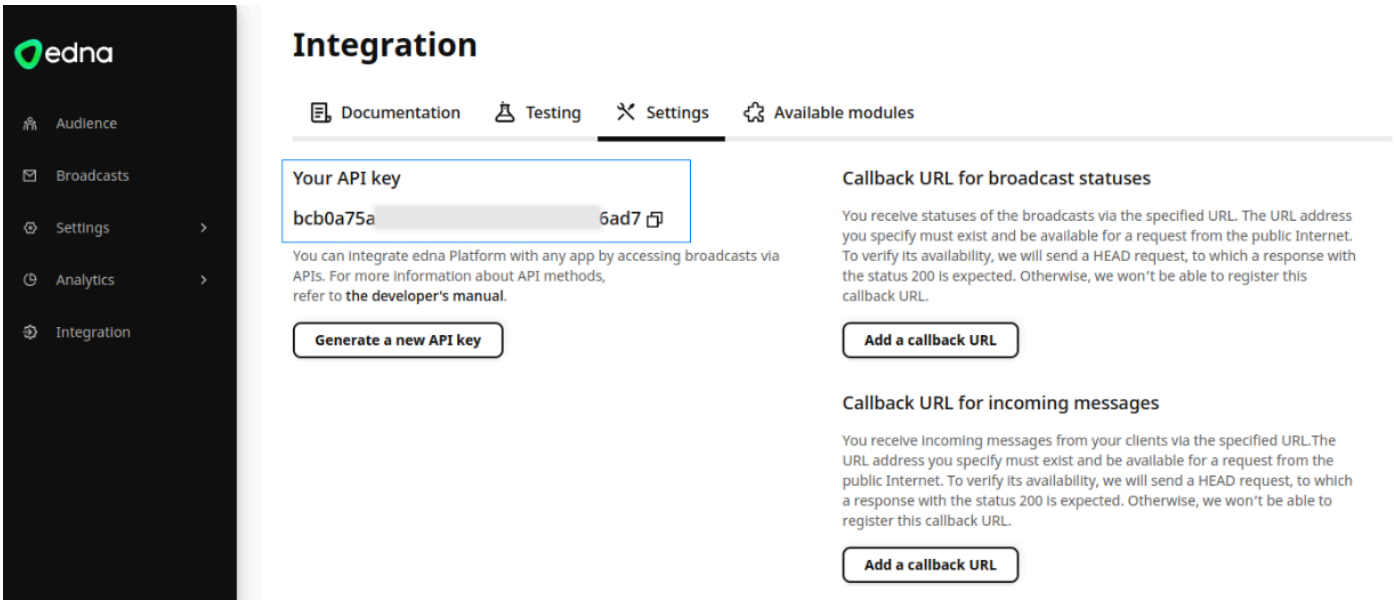
Integration with WhatsApp* Business API, as well as sending messages, are not charged additionally on the Altcraft side. However, you will need to pay for the services of your provider (360dialog or Edna). In addition, the cost of sending messages on WhatsApp* is also charged separately. You can find out more about the cost of WhatsApp* messages here.

Step 2. Obtain an API Key

The API key can be obtained in the provider's personal account:

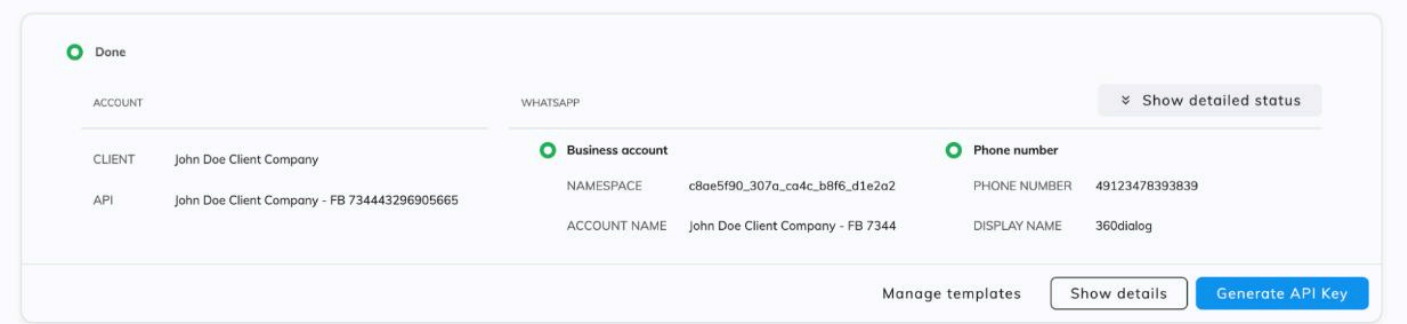
Edna

In your Edna account, go to Integration → Settings:



360dialog

In 360 Client Hub go to *WhatsApp Accounts and click Generate API key:**

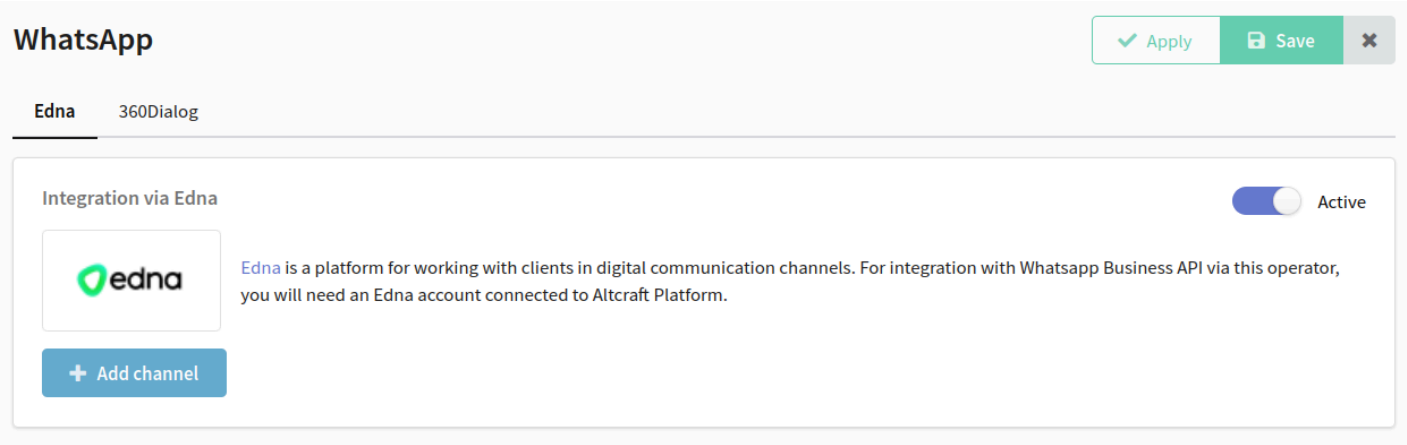


Step 3. Set up integration

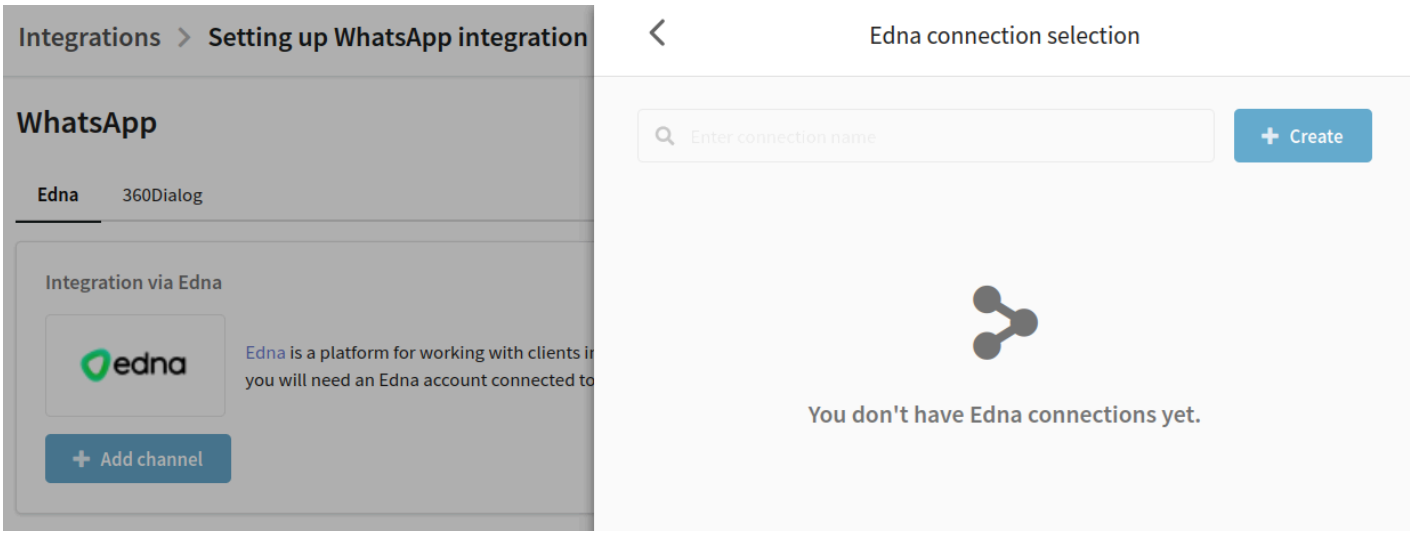
Go back to the platform and open Integrations. Select the type of integration — WhatsApp*. Switch to the tab of your provider.

Edna

Activate the integration using the toggle in the top right corner. Click Add channel:

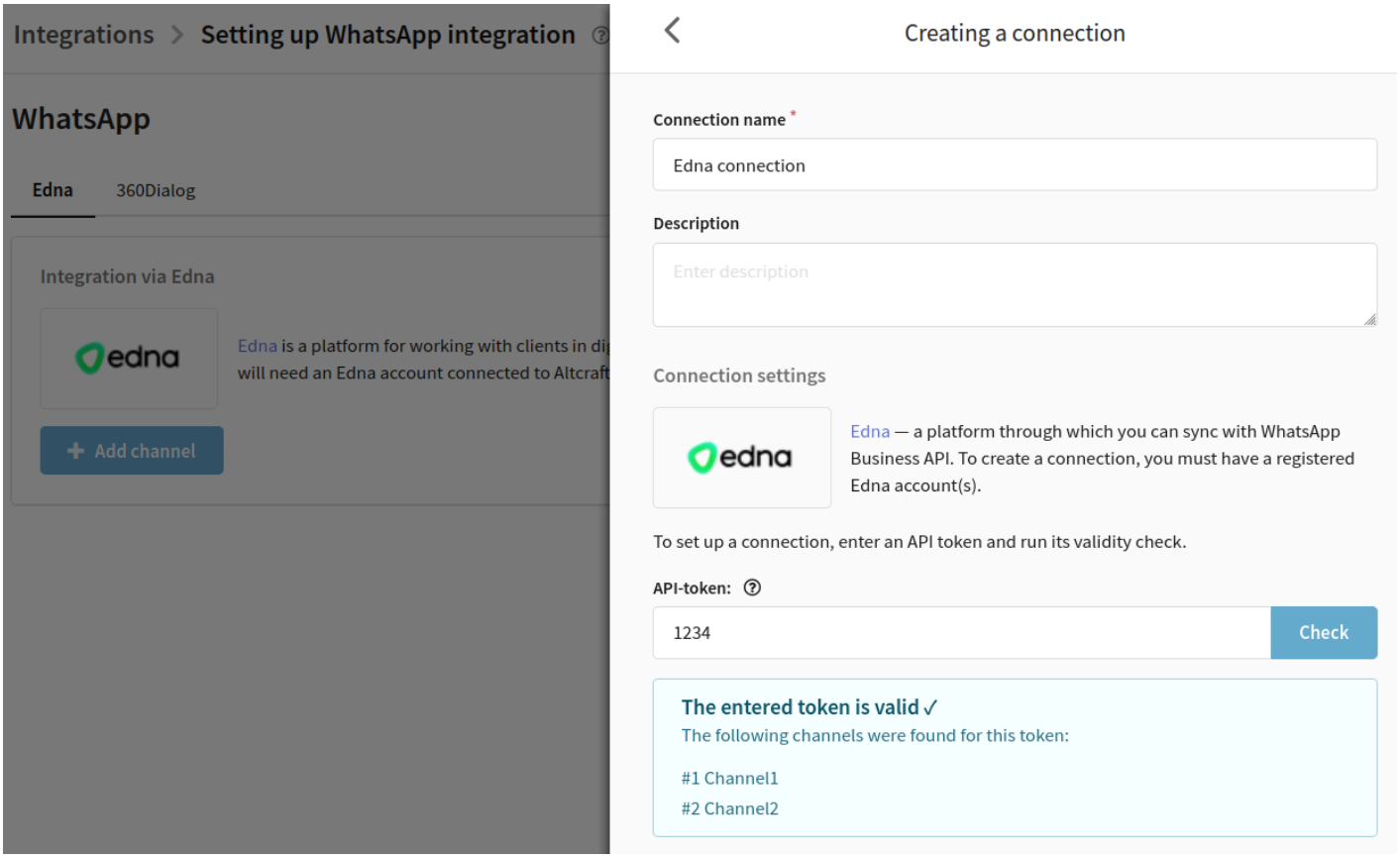


For integration, you need to link your WhatsApp* Business API account to Altcraft Platform. Linking accounts is done through connections. Click Create to set up a new connection:

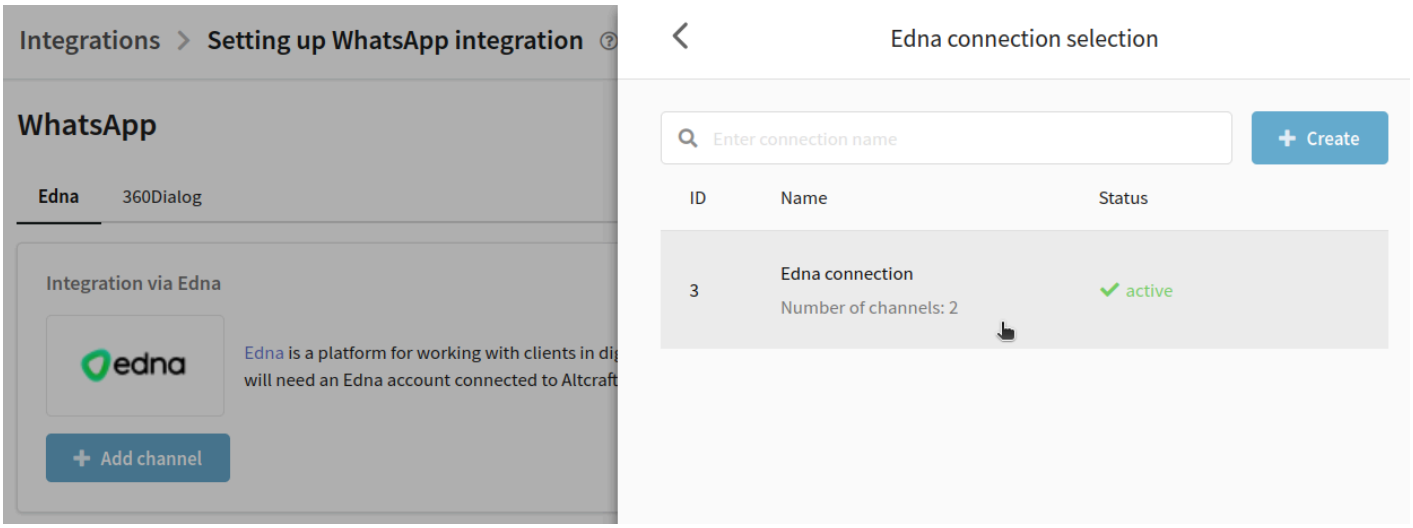


In the new window, enter a name and description for the connection.Enter the API token generated in the provider's personal account and run a check to confirm its validity.

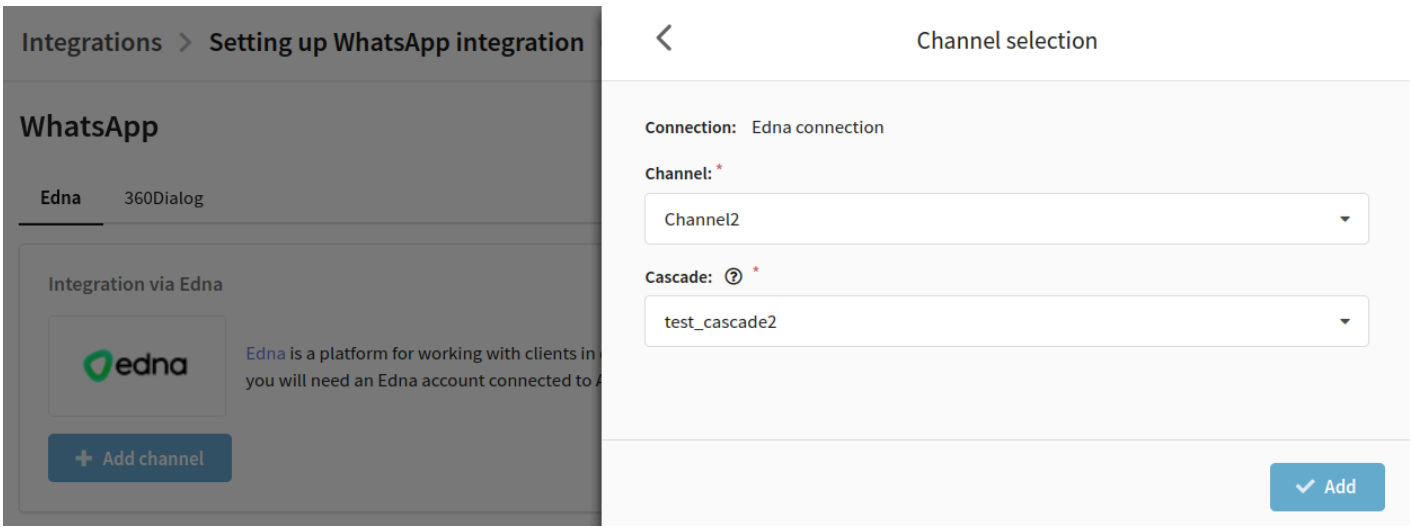
If the token is valid,the window will display data on the available channels in the account:



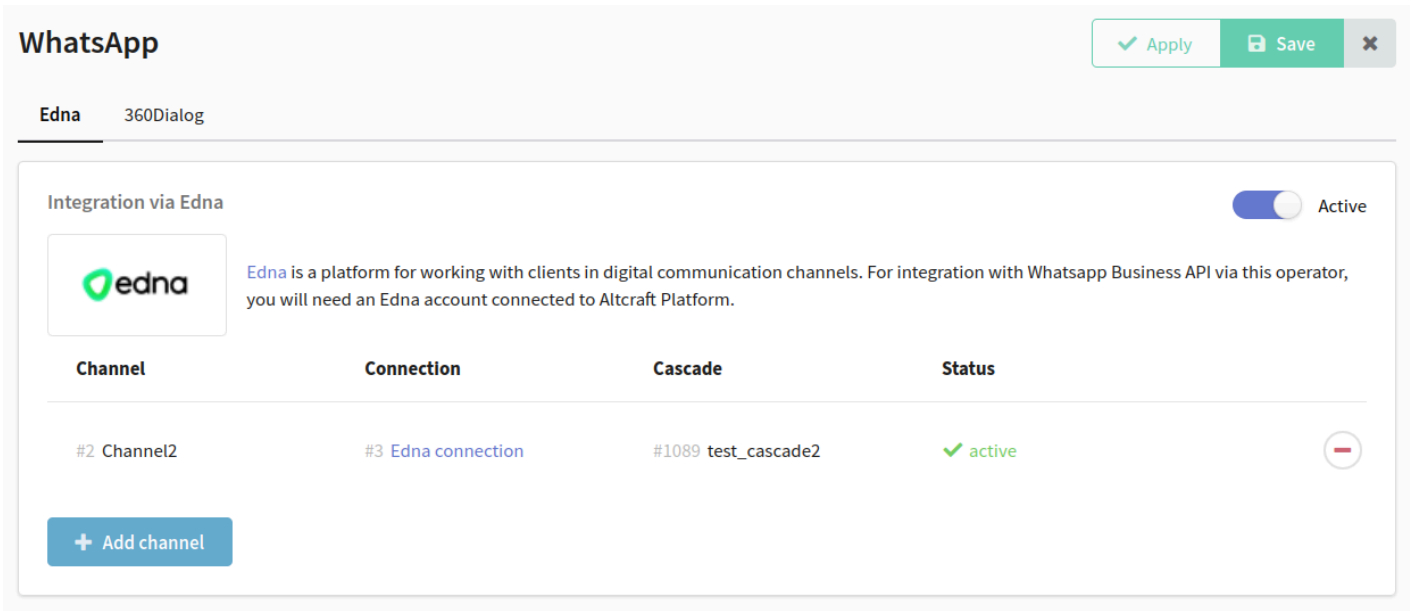
Next, click ✓Create in the lower right corner to save the connection. You will be taken back to the list of connections. Select the one you've just created:



Next step is to select a channel and cascade. The channel must be in the “Correct” status, and the cascade must use only one channel. Then click Add in the bottom right corner.



Data on the added Edna channel will be displayed in the integration:



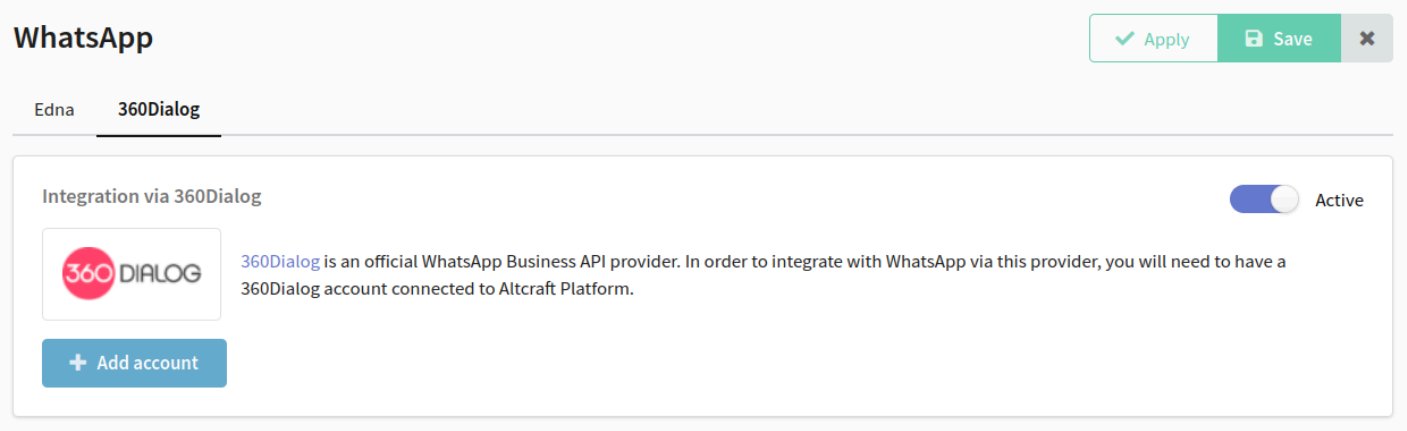
Save the integration using the buttons in the top right corner.

TIP

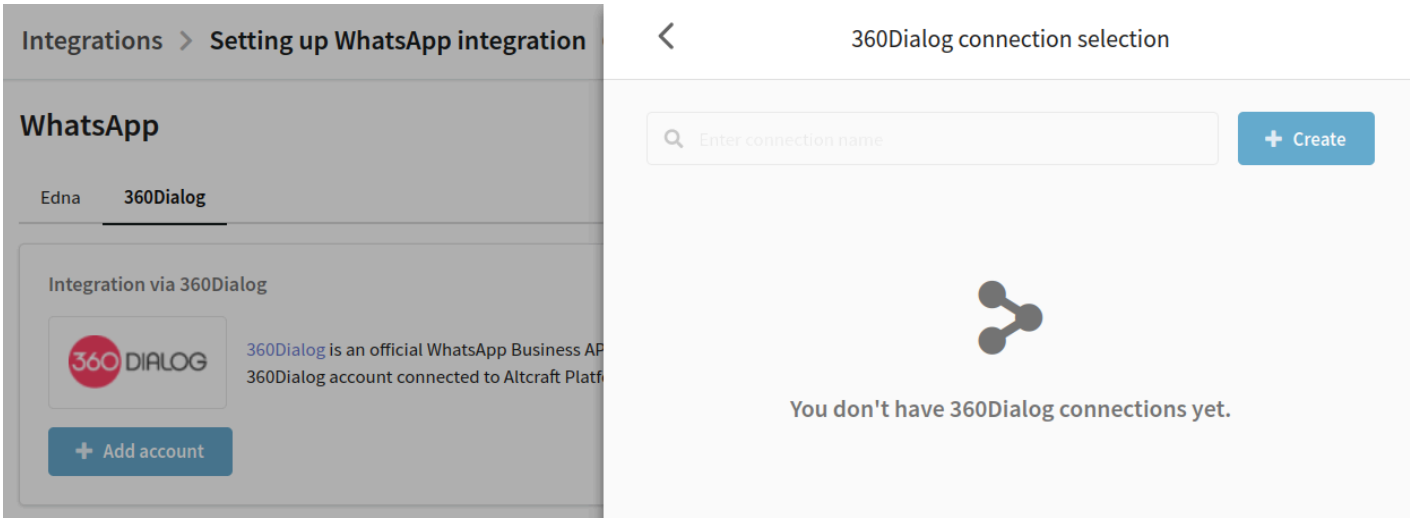
If necessary, you can add multiple channels for Edna integration.

360dialog

Activate the integration using the toggle in the top right corner. Click Add account:

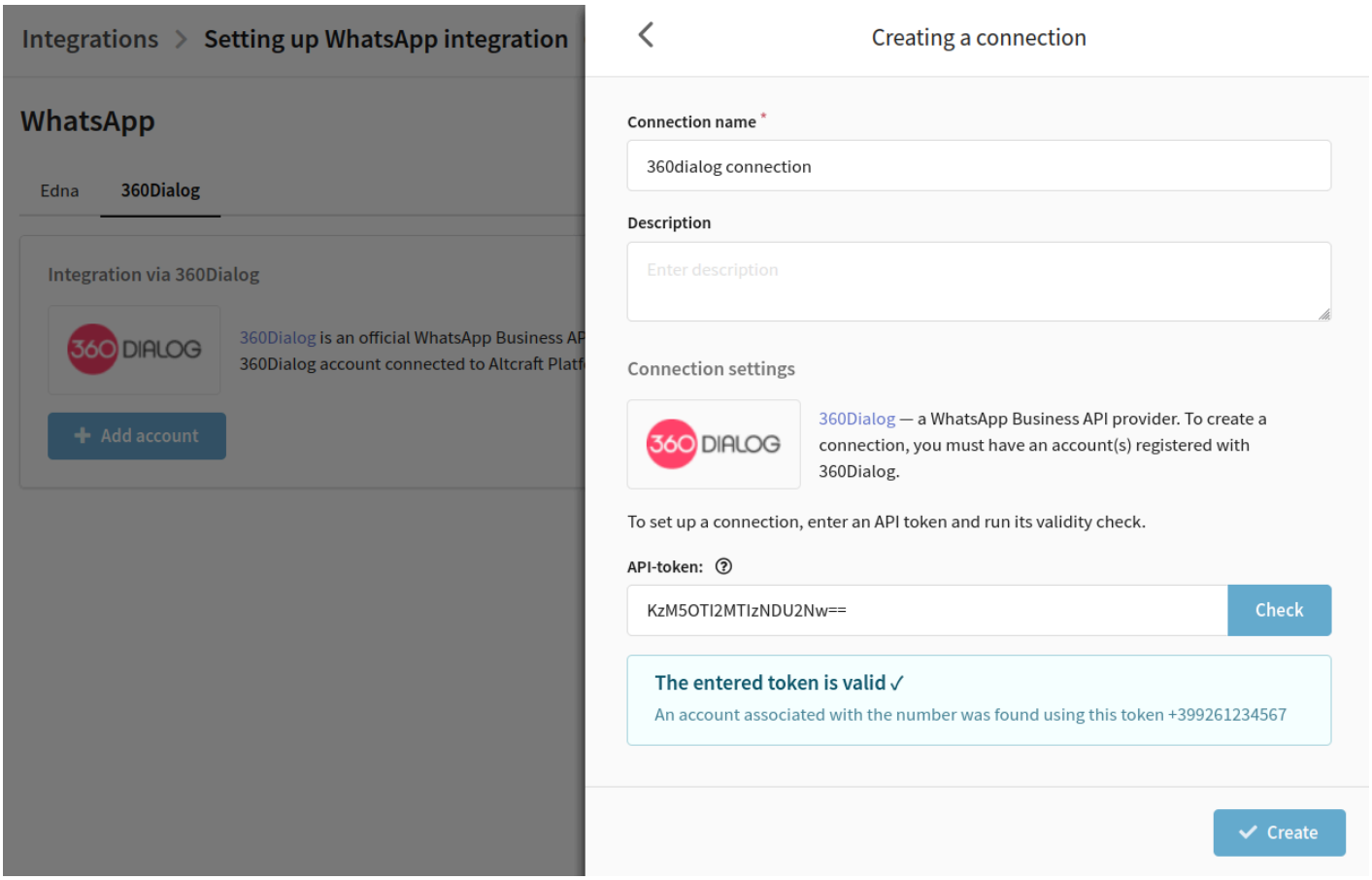


To set up the integration, you first need to link your WhatsApp* Business API account to Altcraft Platform. Linking accounts is done through connections. Click Create to set up a new connection:

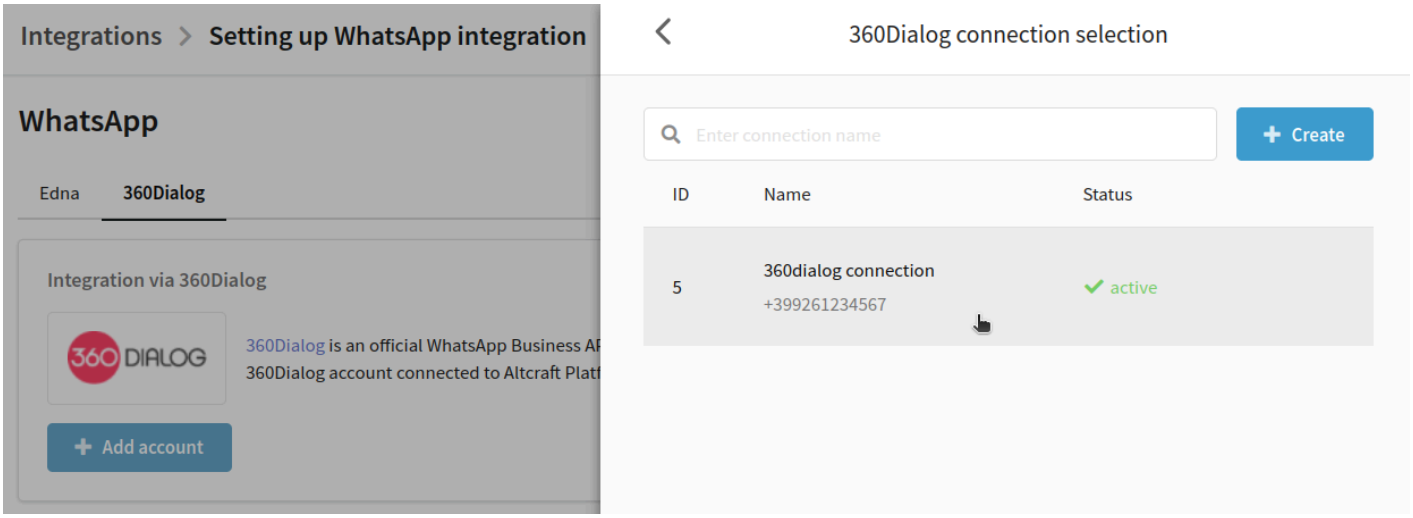


In the new window, enter a name and description for the connection.Enter the API token generated in the provider's personal account and run a check to confirm its validity.

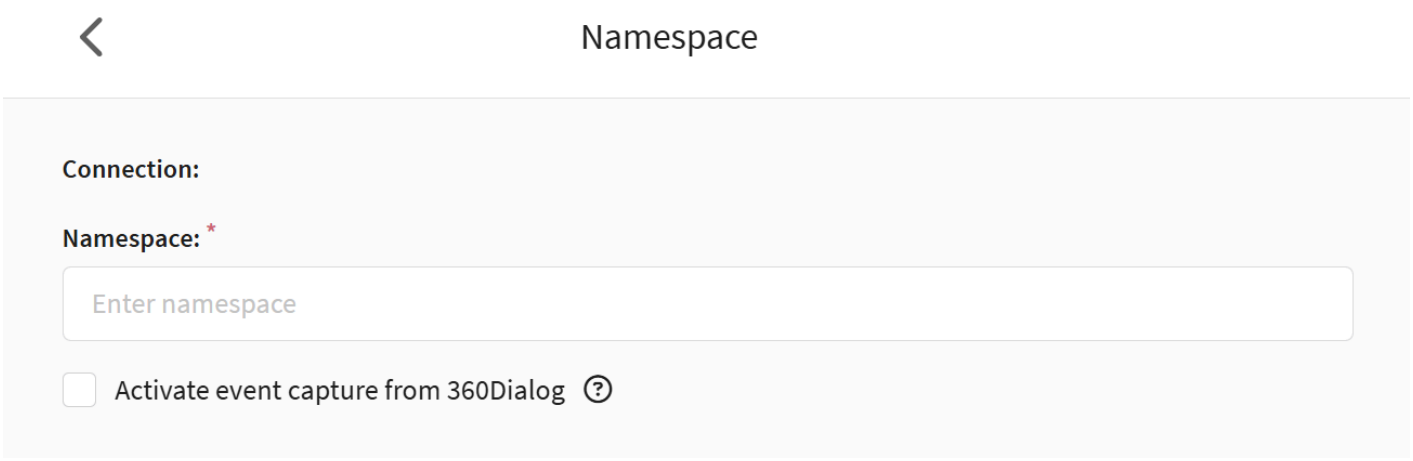
If the token is valid, you will see the phone number attached to the account you are connecting to:



Next, click ✓Create in the lower right corner to save the connection. You will be taken back to the list of connections. Select the one you've just created:

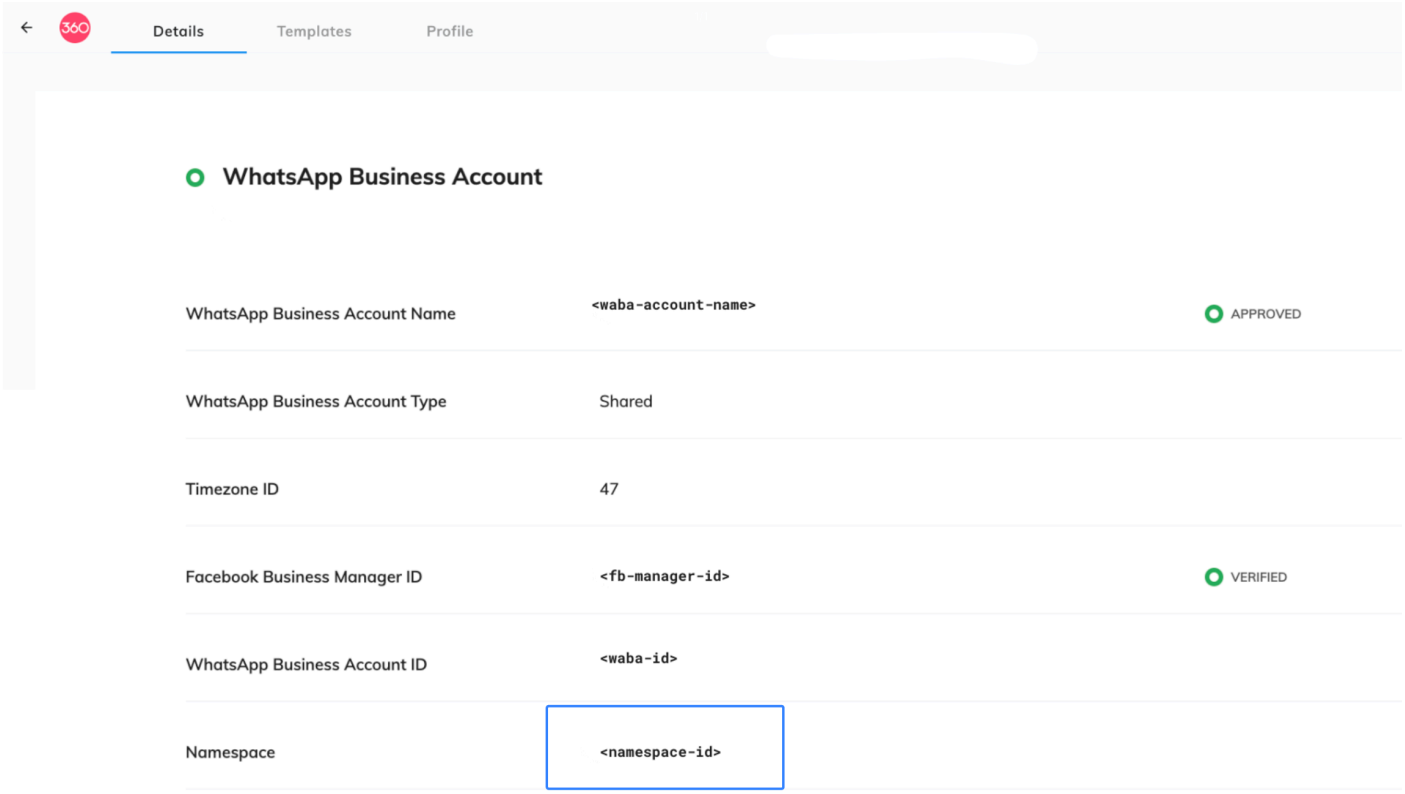


Fill in the "Namespace" field:

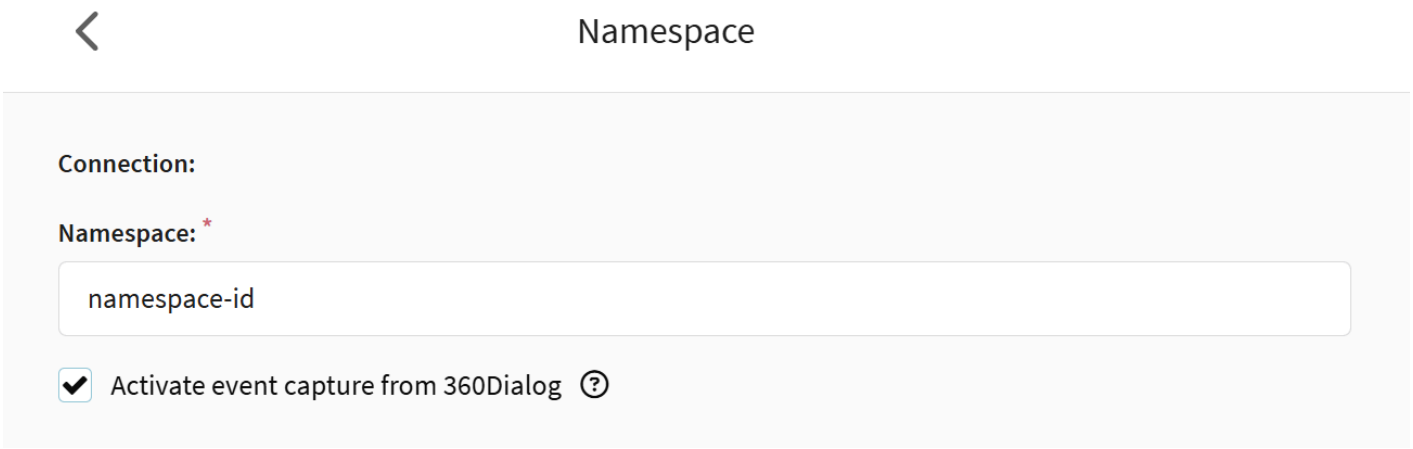


“Namespace” is a free string. Each 360dialog provider account stores the templates created for it and bound through this operator. Namespace can be viewed in the provider’s personal cabinet in the account settings.

Go to the settings of your personal cabinet 360Dialog:



Copy the Namespace value from there, go back to the platform and paste it into the required field:



If you want, you can activate the “Capture events from 360Dialog” option.

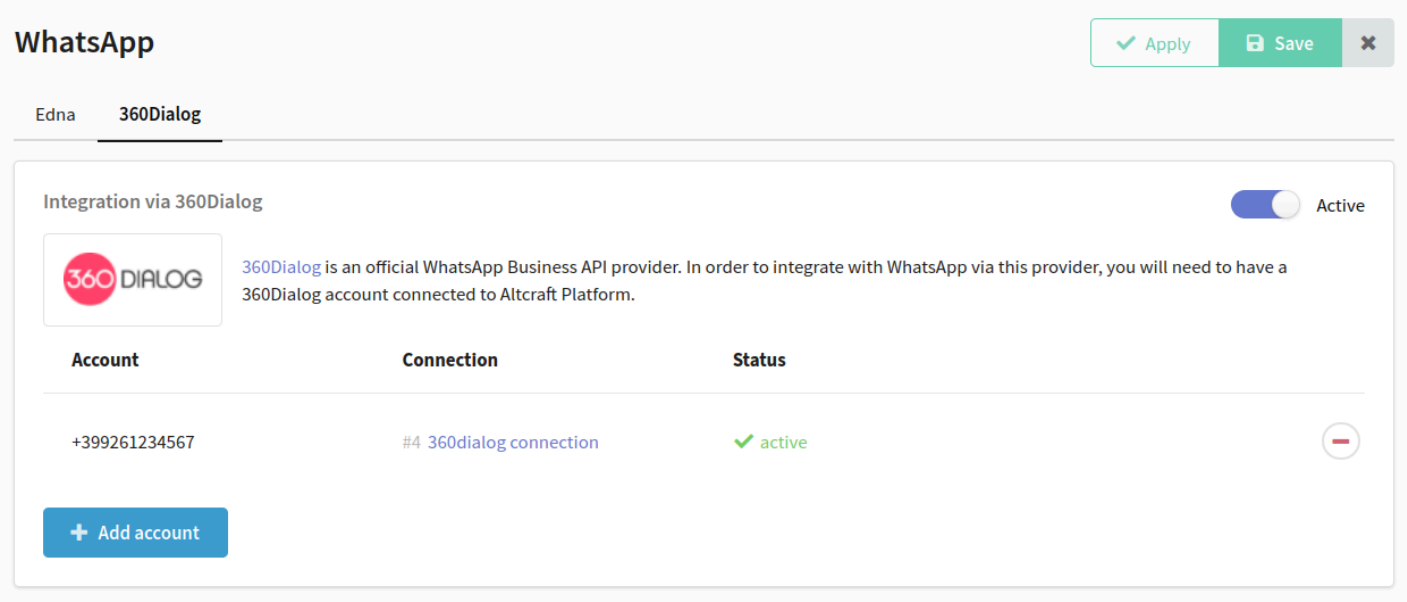
The “Activate event capture from 360Dialog” option enables sending WhatsApp event data to the Altcraft platform from 360Dialog.

If it is enabled, after saving the integration, a special link (Callback URL) will be automatically added to 360Dialog, through which Altcraft will receive information about message statuses, user actions and other events.

If the transmission of this data is not required, disable the setting.

Click “Add” in the lower right corner.

The integration is set up. You will see the data for the connected account:



Save the integration using the buttons in the top right corner.

> **TIP**
>
> **If necessary, you can add multiple channels for Edna integration.**

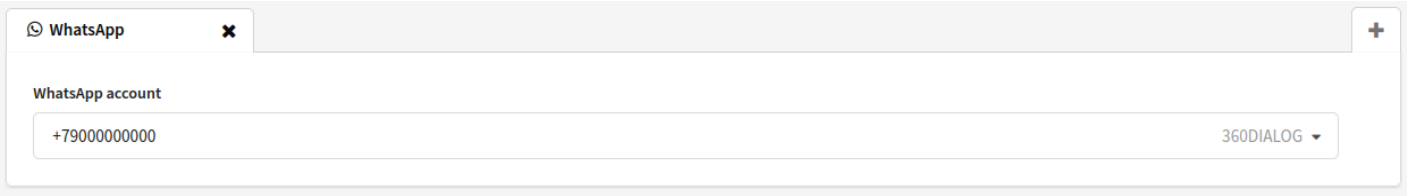
Step 4. Subscribe customers to WhatsApp channel

Sending a message to a user in WhatsApp* requires:

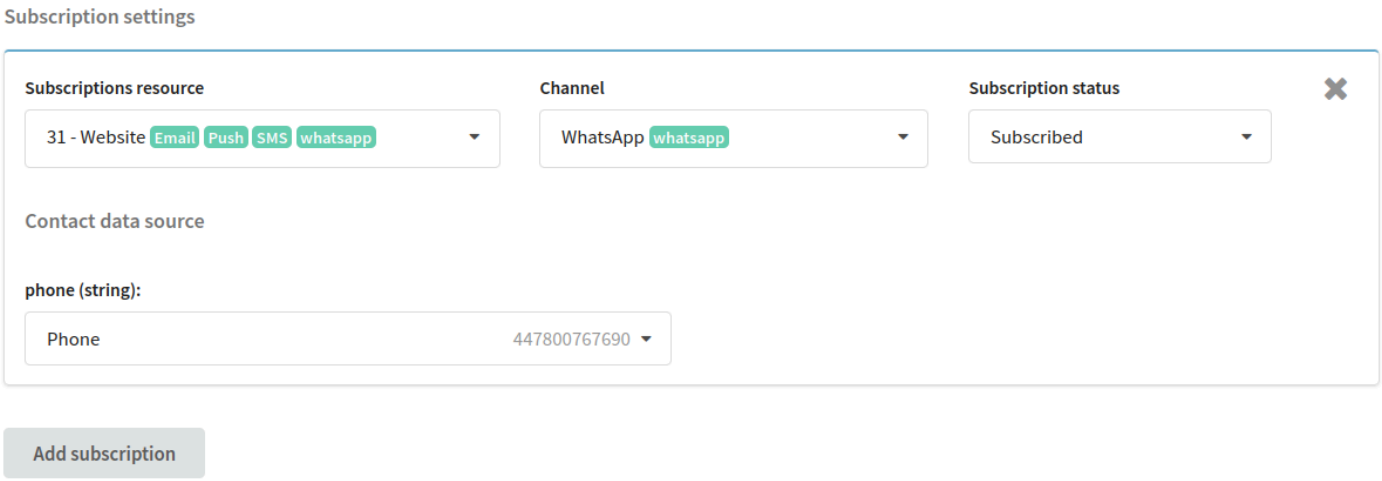
- **the user’s phone number to be in the database;**
- **the user’s profile to subscribe to the resource’s WhatsApp* channel;**
- **the user’s consent to receive messages from your company.**

> **CAUTION**
>
> **The profile phone number to which you send messages must be stored in international format. The following format must be used: +79001234567.**

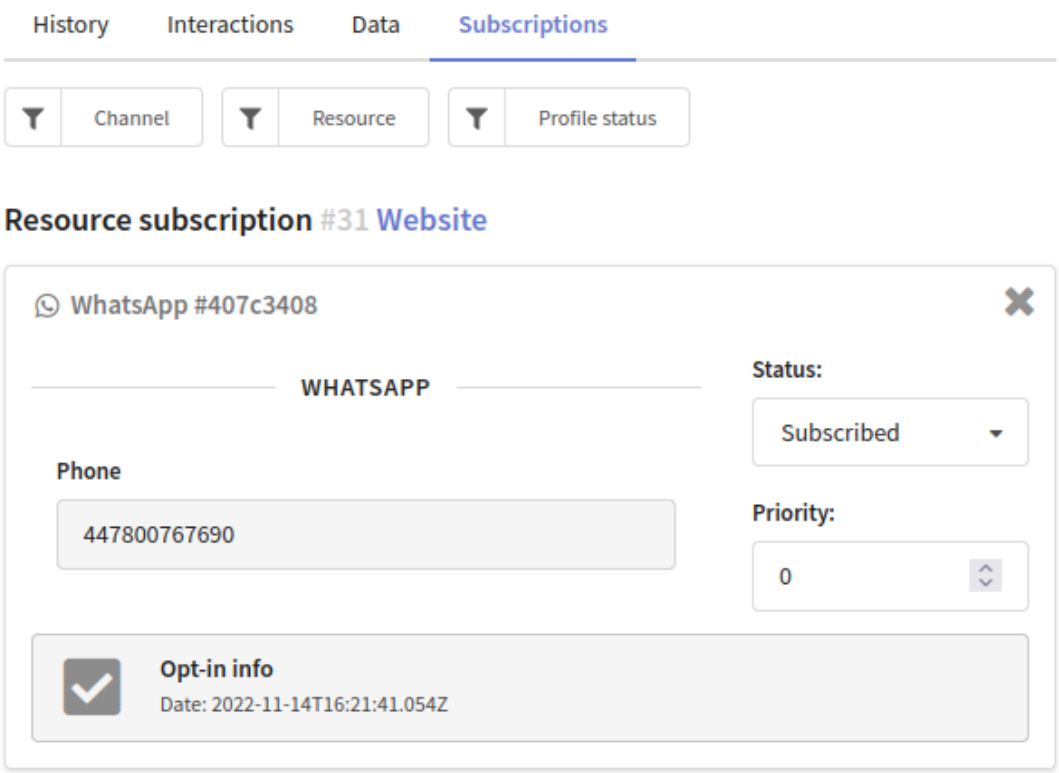
First, select or create a profile database that will store subscriber data, including phone numbers. Then create a new resource or edit an existing one by adding a WhatsApp* channel. To set up a channel, select the previously connected WhatsApp* account:



Next, [import subscriber data] into the platform, for example, via a file. When importing, add them a subscription to a resource with a WhatsApp* channel. Select the column in your file that contains phone numbers as the subscription source.



A [digital profile] will be created for each client. It combines personal data, activity history and subscriptions to resources. If a subscription to the WhatsApp* channel has been successfully added to the client during import, this data will be displayed in the client's history:



Step 5. Create a template in 360 Client Hub

There are two types of conversations in WhatsApp* Business:

- **User-initiated conversation. It is aconversation that starts in response to a user message. Whenever you reply to a user within the 24-hour service window, that message is associated with a user-initiated conversation. You can send free-form messages within this 24-hour customer service window.**
- **Business-initiated conversation. It is a conversation that starts from a business sending a user a message outside the 24-hour service window. Messages that initiate a business-initiated conversation require an approved message template.**

Once the customer replies to the business's template message, the business can begin sending any type of message to the customer.

> **CAUTION**
>
> **You can only use Altcraft Platform for business-initiated conversations. This means that you can only send approved templates messages (HSM).**

A template message consists of fixed text and variables. Variables are text that can be changed before each campaign without the consent of Facebook*.

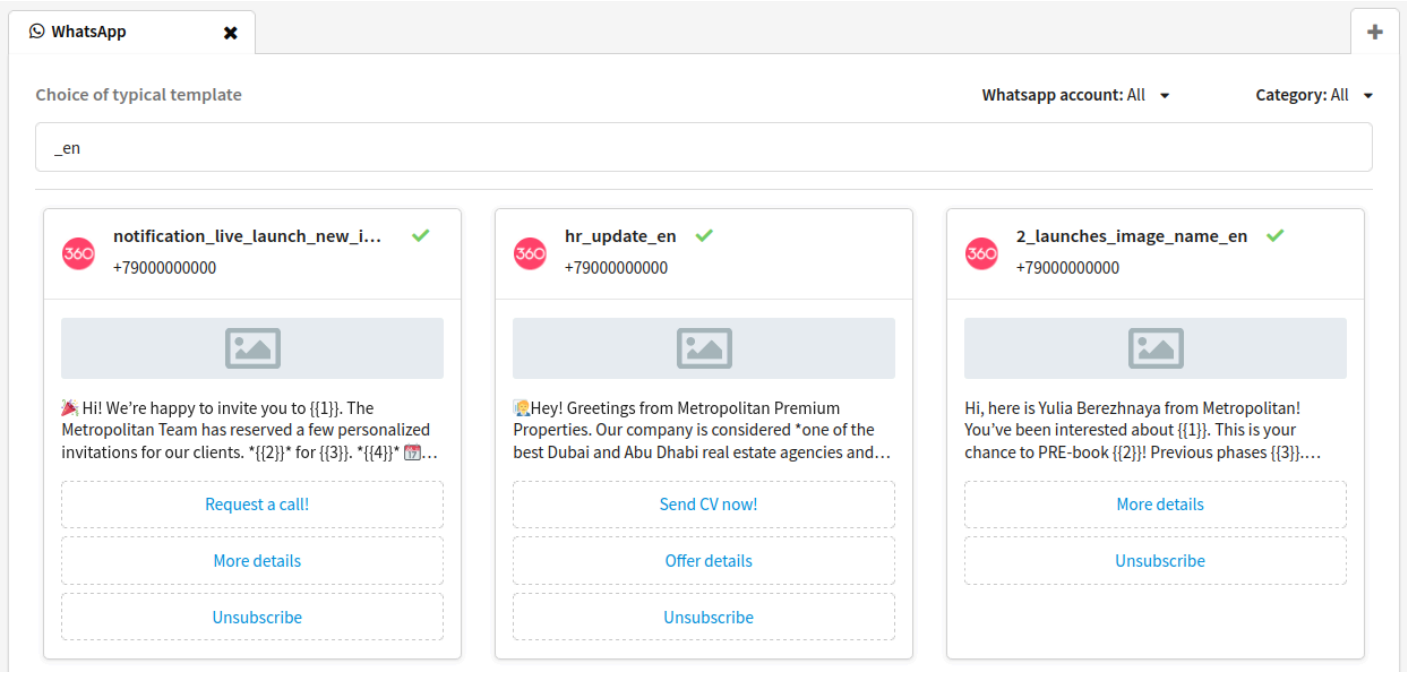
You need to create a template in your provider's account; in Altcraft Platform you can only add text into variables, set up buttons and add media files.

> **TIP**
>
> **You can find more information about creating templates in your provider's documentation:**
>
> - **Edna: (https://pulse-alpha-six.vercel.app/docs/template/whatsapp/operator-template)**
> - **360dialog: https://docs.360dialog.com/docs/360-client-hub/template-management-ui**

> **CAUTION**
>
> **A template created in the provider's personal account must be verified by Facebook*. Campaigns launched through Altcraft can only use templates approved by Facebook*.**

Step 6. Create a message based on the template

Go back to Altcraft Platform, open the Templates section and create a new template for the WhatsApp* channel. All templates available in connected WhatsApp* accounts through edna or 360dialog are automatically available in the platform and displayed in the editor:



Choose a template and create a message based on it. To do this, fill in the variables, configure the buttons and add media files.

TIP

Here is a guide where you will find more details on how to create a template for the WhatsApp* channel.

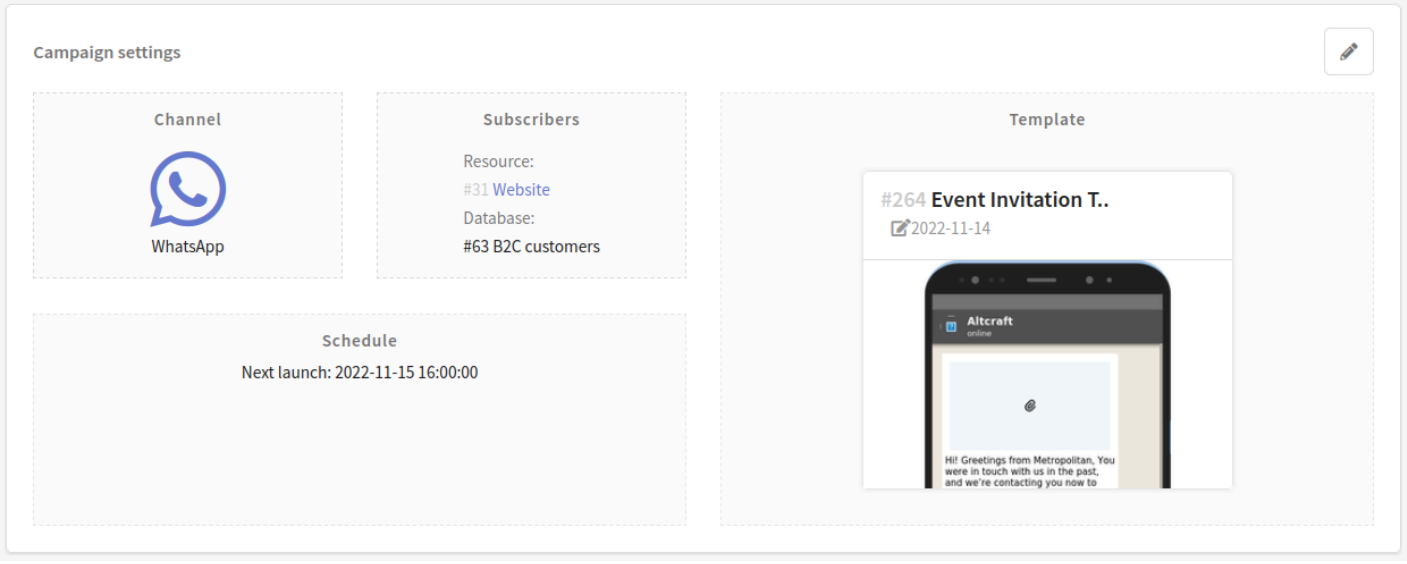
Step 7. Launch the campaign and evaluate its performance

Go to Campaigns and select the campaign type:

- **Broadcast is a one-time ending of messages.**
- **Regular campaign isa periodic sending of messages according to a schedule.**

Set up a campaign:

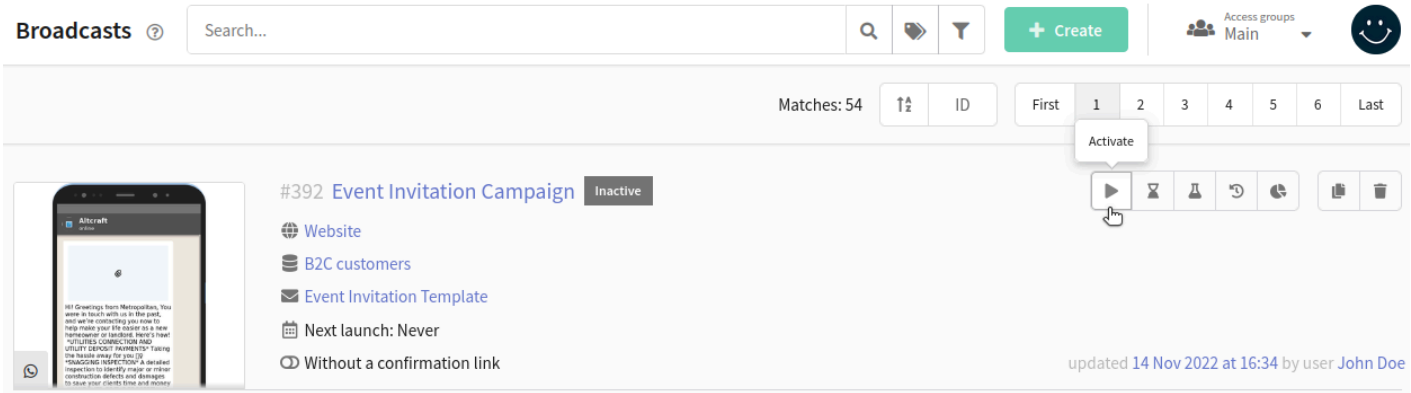
- **select WhatsApp* as a communication channel**
- **select a previously configured resource and a recipient audience (database or segment);**
- **add a message template;**
- **set the schedule:**



Save the campaign. Find it in the list of campaigns of the selected type and activate it by clicking



in the quick action bar.The active campaign will start sending messages when the scheduled launch time comes.



Campaign Log The Campaign Log is a tool that provides a summary of the progress of your email campaign. It logs key events, campaign parameters, and statistics, helping you identify potential issues.

To open the campaign journal, click the “Journal” button in the quick actions menu:

The campaign Log contains the following information:

Type	Description
Campaign started	Start time of campaign execution
Limit	Indicates whether a sending limit is set
Audience source	Source of contacts: List — Database Segment — Segment
Database ID/Segment ID	Identifier of the database/segment
Spent getting segment cursor	Time spent loading data from source (ms)
Number of subscribers received from source	Total number of profiles in the specified source
Number of subscribers found	Number of users in source with active subscription to selected resource
Number of subscribers without subscriptions to channel	Users without valid channel subscriptions
Number of subscribers with incorrect subscription fields	Users with invalid subscription data fields
Number of duplicate messages for channel	Count of duplicate contacts detected
Number of messages sent to channel	Final count of successfully delivered messages
Campaign finished	Campaign completion timestamp
Total time spent	Total execution duration from start to finish (sec)

Reports and Analytics

To evaluate the effectiveness of your campaigns go to Analytics. The channel report will provide data for each campaign. You will receive information about the number of sent, delivered and undelivered messages, as well as the number of new subscriptions to the WhatsApp* channel. For the convenience of grouping, you can choose a preset of indicators for WhatsApp*.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Viber*™

First Viber*™ Campaign

	This guide will help you launch your first Viber*™ campaign. `Integrating Altcraft Platform with Viber*™ is done through the **Devino Telecom** through the [**SMS Traffic**](https://www.smstraffic.ru/), [**MTS OmniChannel**](https://omnichannel.mts.ru/) or through the [**Rapporto**](https://rapporto.ru/). If your company doesn't have an account yet, please register one.` `</td>` `</tr>`

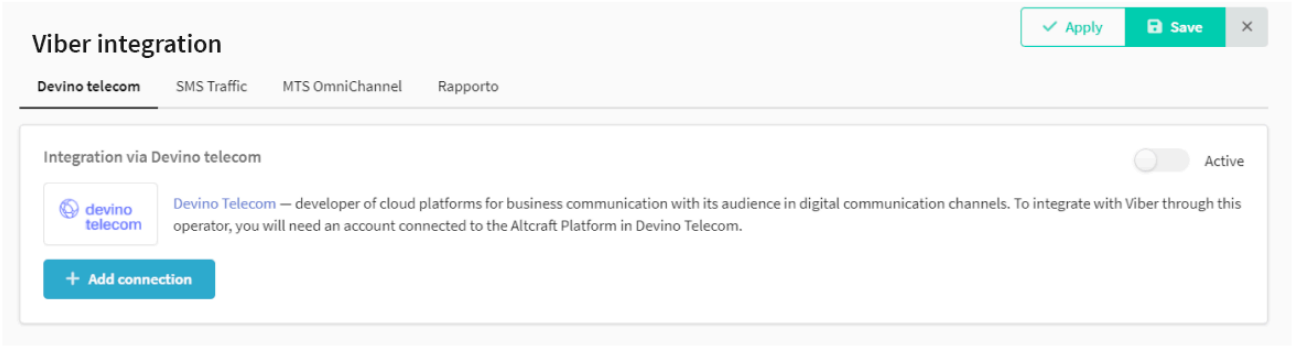
INFO

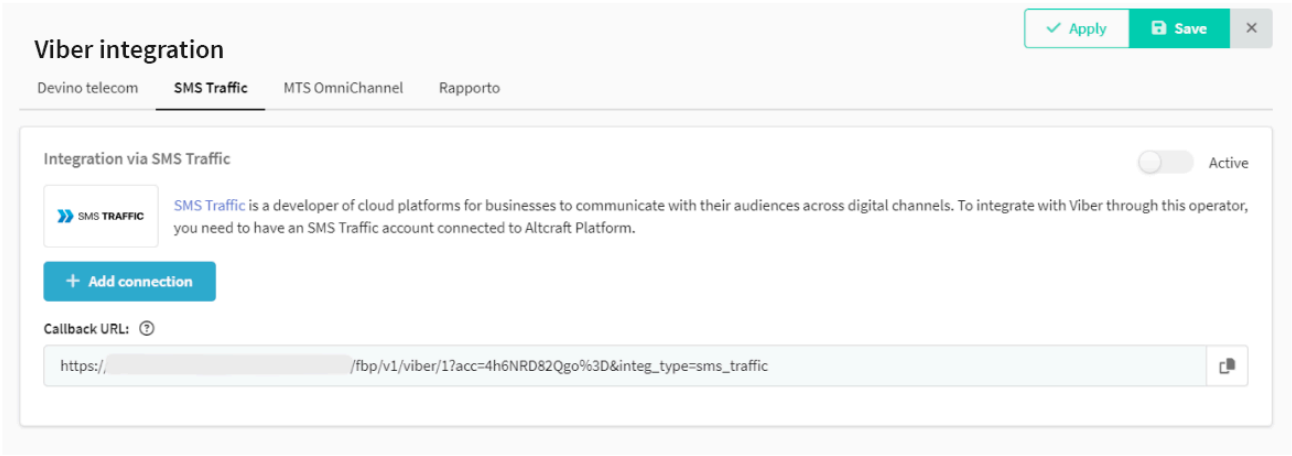
The cost of messages is determined by providers. Altcraft does not charge additional fees for sending messages to Viber*™.

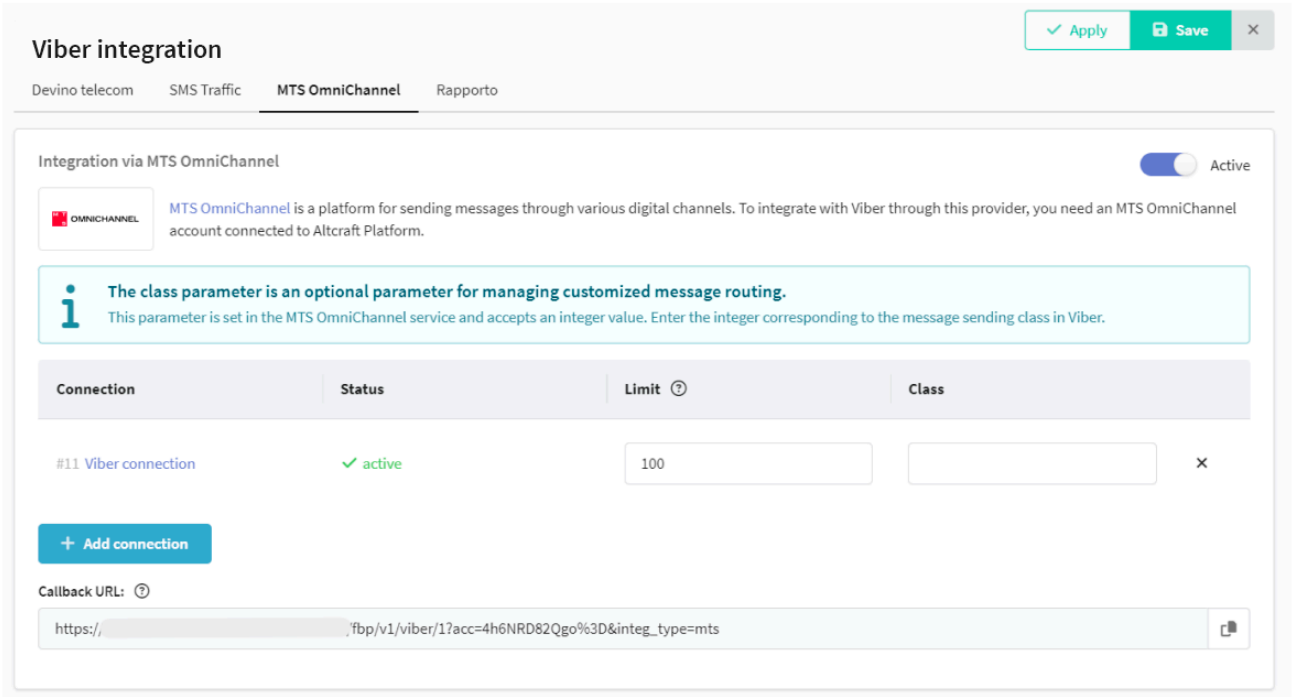
Step 1. Set up integration

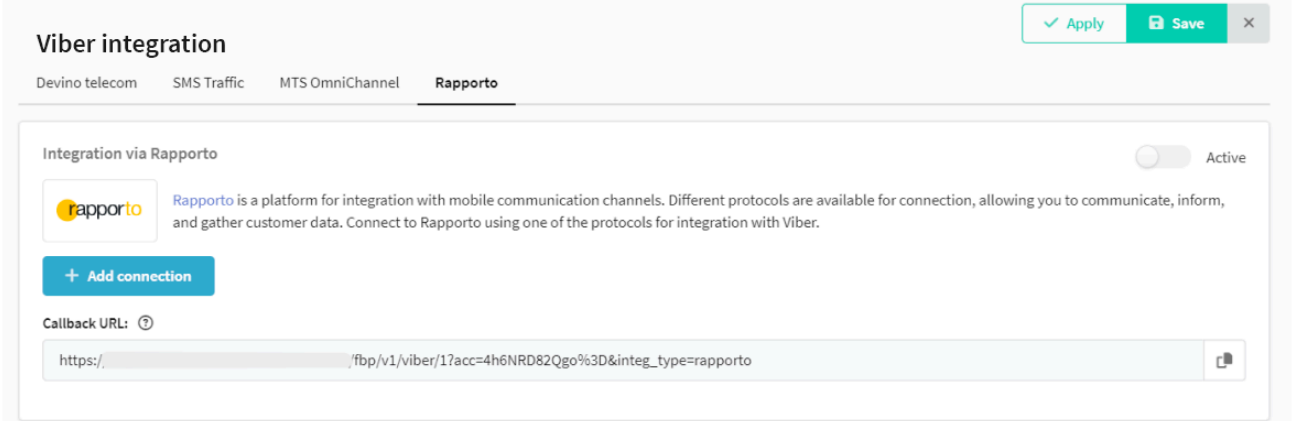
1. In the main menu, go to Integrations. Choose *"Viber™"* as the integration type.

2. Choose the provider — Devino Telecom, SMS Traffic, MTS OmniChannel or Rapporto.


Viber integration
Apply
Save
Devino telecom
SMS Traffic
MTS OmniChannel
Rapporto
Integration via Devino telecom
Active
Devino Telecom — developer of cloud platforms for business communication with its audience in digital communication channels. To integrate with Viber through this operator, you will need an account connected to the Altcraft Platform in Devino Telecom.
Add connection

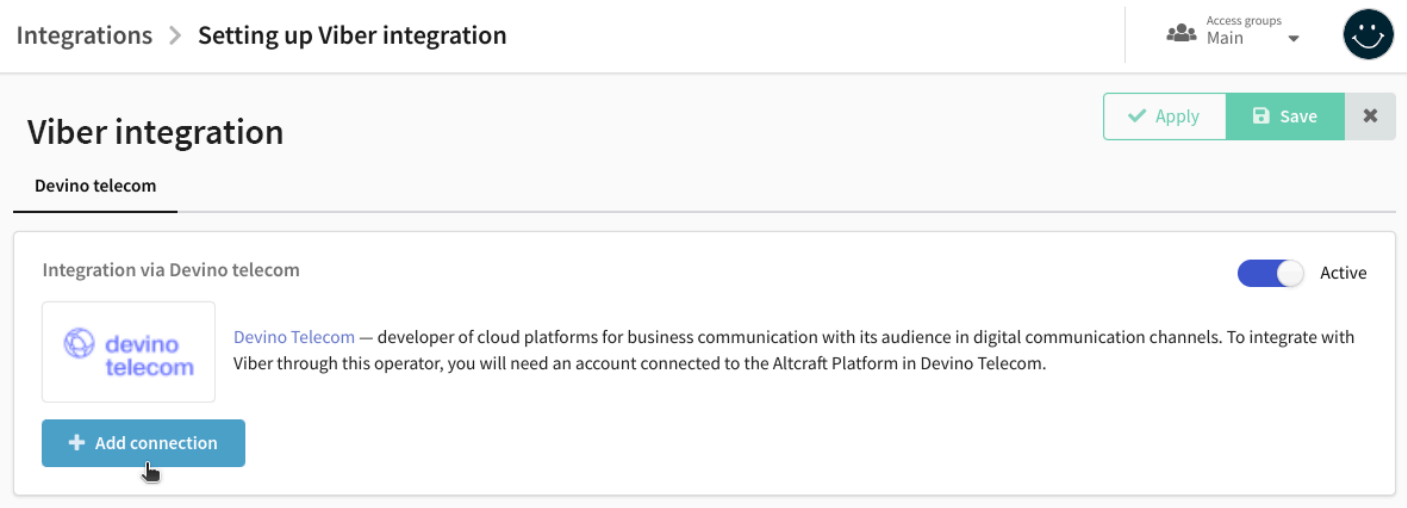

Viber integration
Apply
Save
Devino telecom
SMS Traffic
MTS OmniChannel
Rapporto
Integration via SMS Traffic
Active
SMS Traffic is a developer of cloud platforms for businesses to communicate with their audiences across digital channels. To integrate with Viber through this operator, you need to have an SMS Traffic account connected to Altcraft Platform.
Add connection
Callback URL:
https:/ /fbp/v1/viber/1?acc=4h6NRD82Qgo%3D&integ_type=sms_traffic


Viber integration
Apply
Save
Devino telecom
SMS Traffic
MTS OmniChannel
Rapporto
Integration via MTS OmniChannel
Active
MTS OmniChannel is a platform for sending messages through various digital channels. To integrate with Viber through this provider, you need an MTS OmniChannel account connected to Altcraft Platform.
The class parameter is an optional parameter for managing customized message routing.
This parameter is set in the MTS OmniChannel service and accepts an integer value. Enter the integer corresponding to the message sending class in Viber.
Connection
Status
Limit
Class
#11 Viber connection
active
100
Add connection
Callback URL:
https:/ /fbp/v1/viber/1?acc=4h6NRD82Qgo%3D&integ_type=mts

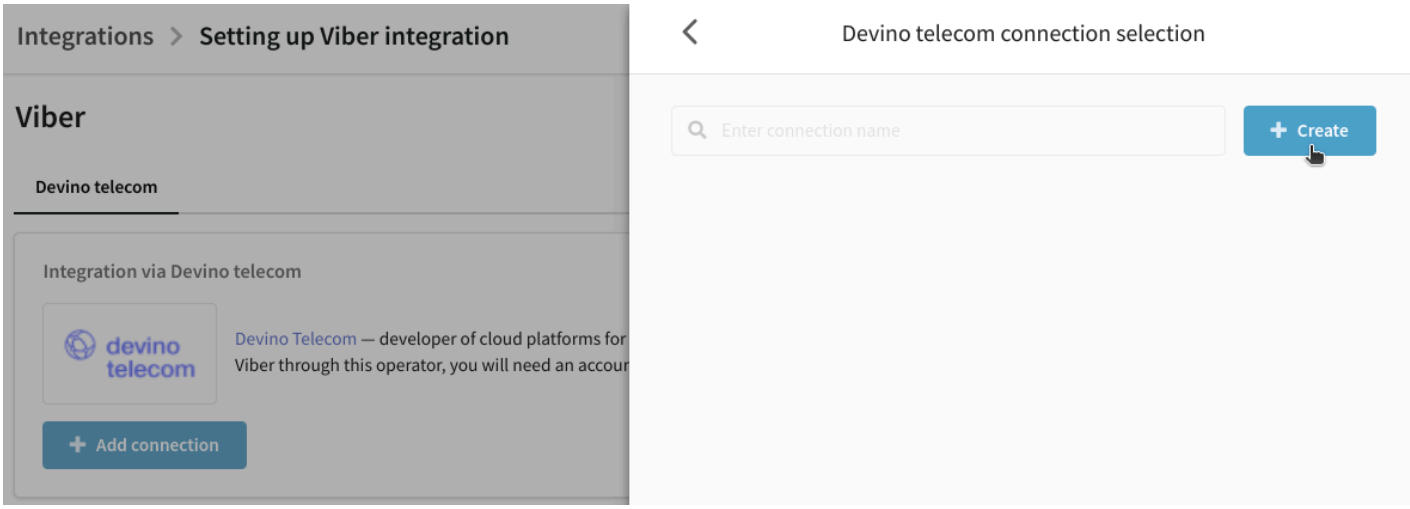

Viber integration
Apply
Save
Devino telecom
SMS Traffic
MTS OmniChannel
Rapporto
Integration via Rapporto
Active
Rapporto is a platform for integration with mobile communication channels. Different protocols are available for connection, allowing you to communicate, inform, and gather customer data. Connect to Rapporto using one of the protocols for integration with Viber.
Add connection
Callback URL:
https:/ /fbp/v1/viber/1?acc=4h6NRD82Qgo%3D&integ_type=rapporto

3. Activate the integration using the toggle switch in the top right corner.

4. Click “Add connection”:



5. A new window will appear on the right, showing available connections. A connection links your provider account with Altcraft Platform. Click “Create” to set up a new connection:

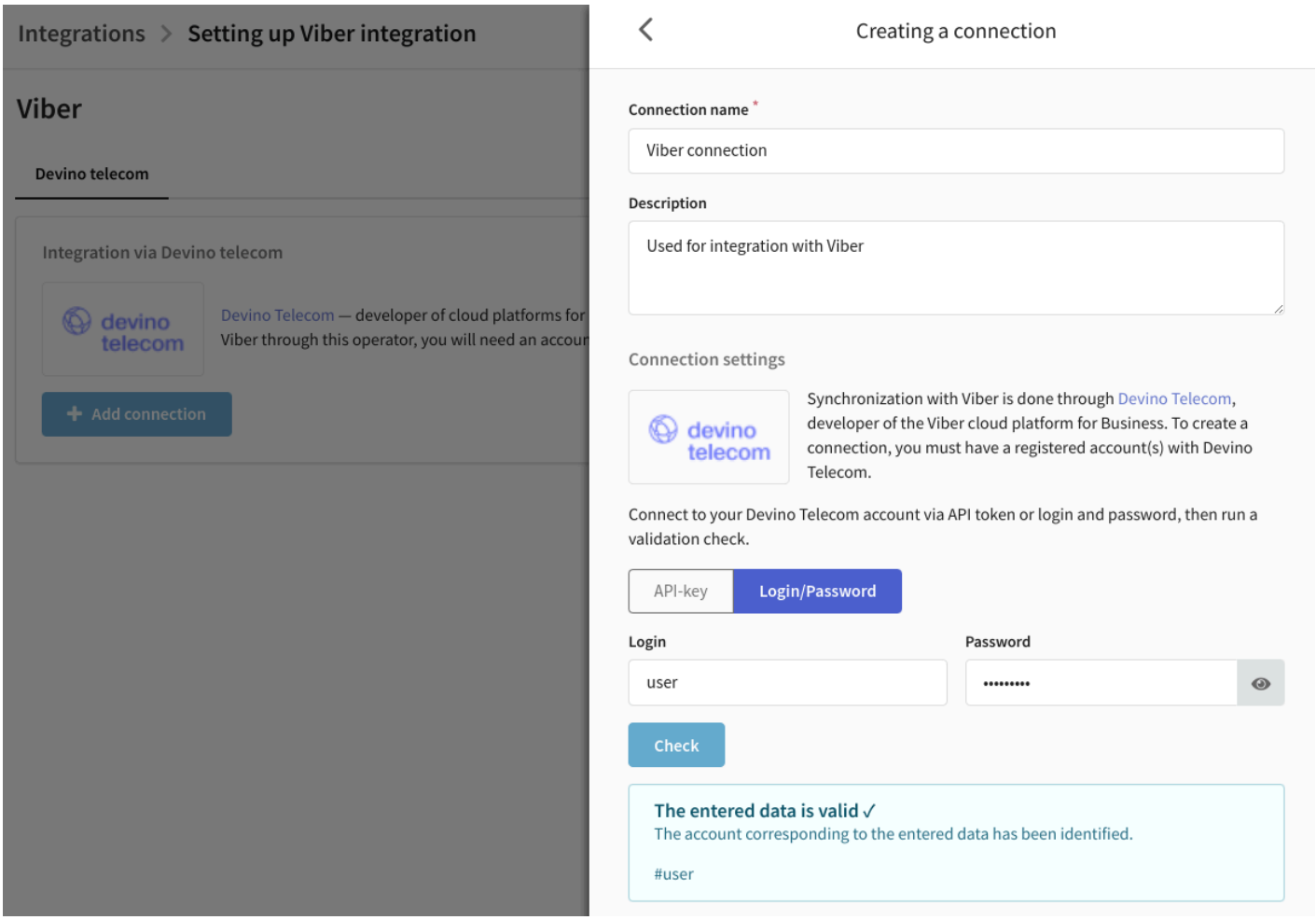


6. In the new window, enter the name and description of the connection.

7. Authorize in your provider account.

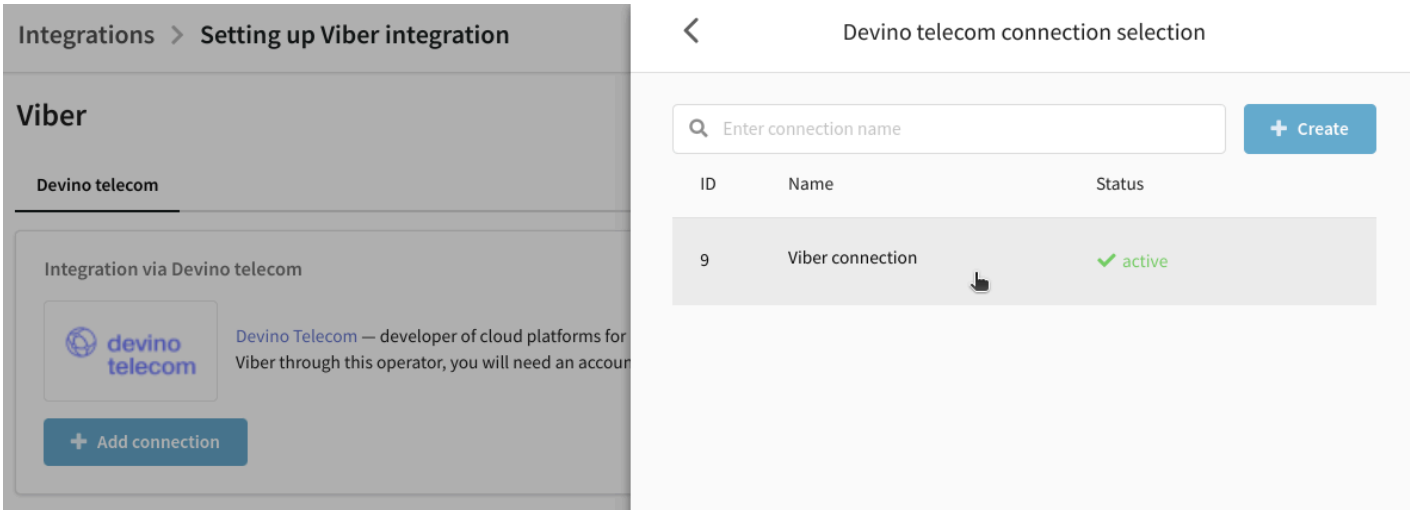
> **TIP**
>
> **For Devino Telecom there are two ways of authorization. You can learn more about creating of connection in this article.**

8. Enter the authentication details and click “Check” to verify their validity. If the data is correct, information about the successfully identified account will appear below.

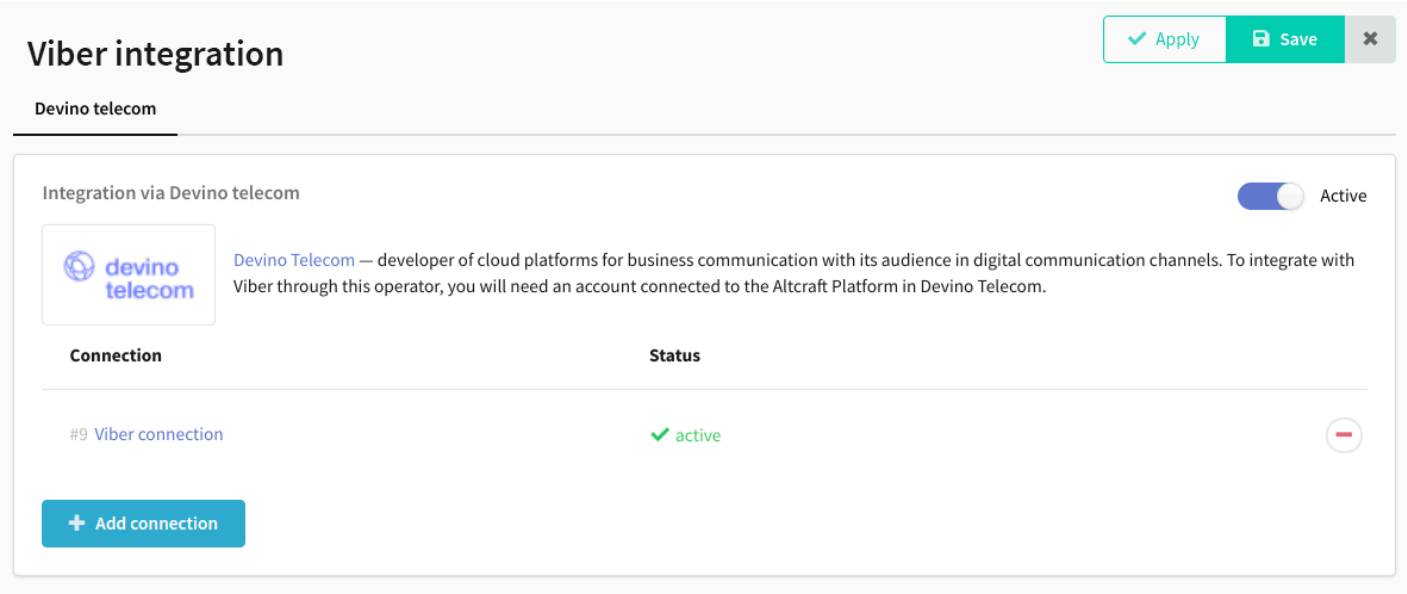


9. Click “Create” in the bottom right corner to save the connection.

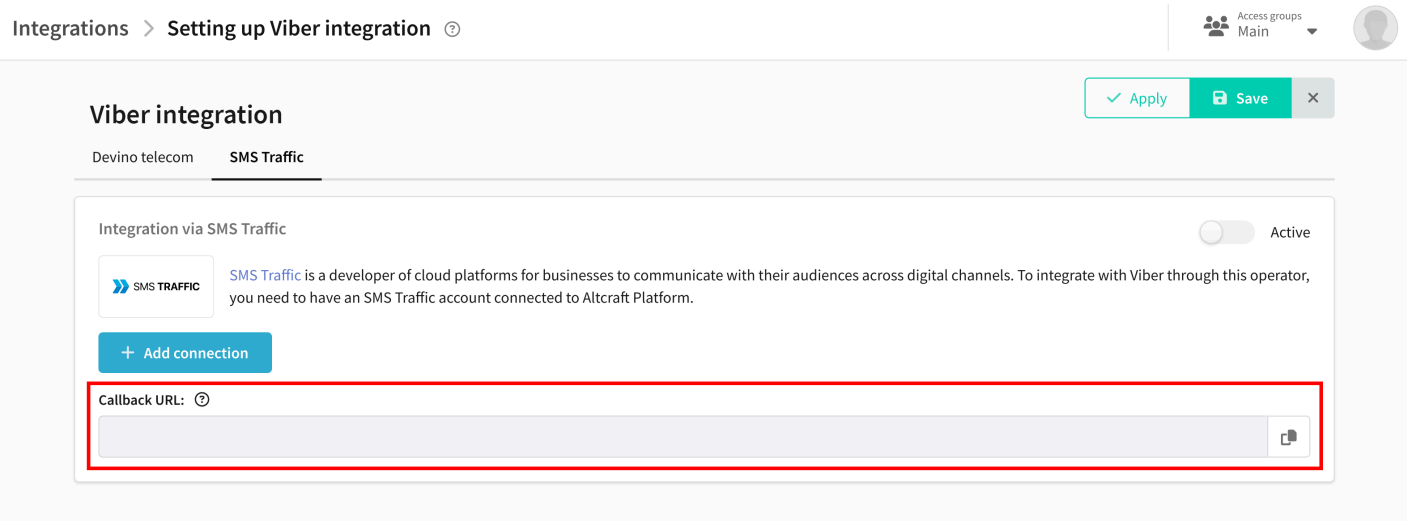
10. Go back to the list of connections, and select the one you just created.



11. Information about the added connection will be displayed in the integration section. Ensure that the connection status is “active.” If not, check your account status in the provider dashboard. Note that your account might be blocked if the subscription fee is not paid.



12. If you use SMS Traffic as a provider, you have to send your Callback URL from the integration to technical support



13. Save the integration settings using the buttons in the top right corner.

Step 2. Subscribe customers to the Viber*™ channel

To send a message to a user on Viber*™, you need:

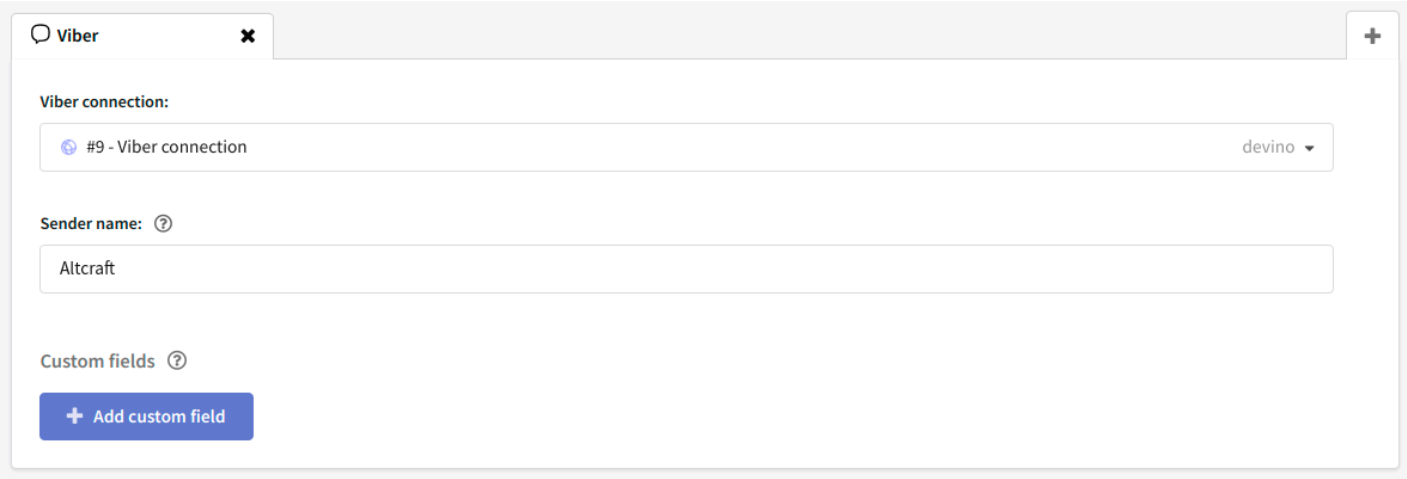
- **The user's phone number in the database.**
- **The profile must have a subscription to the Viber*™ channel of the resource.**

> **INFO**
>
> **The profile phone number to which you send messages must be recorded in international format. Please use the following format: +79001234567.**

To subscribe clients to a Viber*™ channel, follow these steps:

1. Choose or create a profile database where subscriber data, including phone numbers, will be stored.

2. Create a new resource or edit an existing one, adding a Viber*™ channel. To configure the channel, select the previously created Viber*™ connection and specify the sender's name. Subscribers will see this name when they receive a message. You can find the sender's name in your provider account, and it should be verified by your provider.

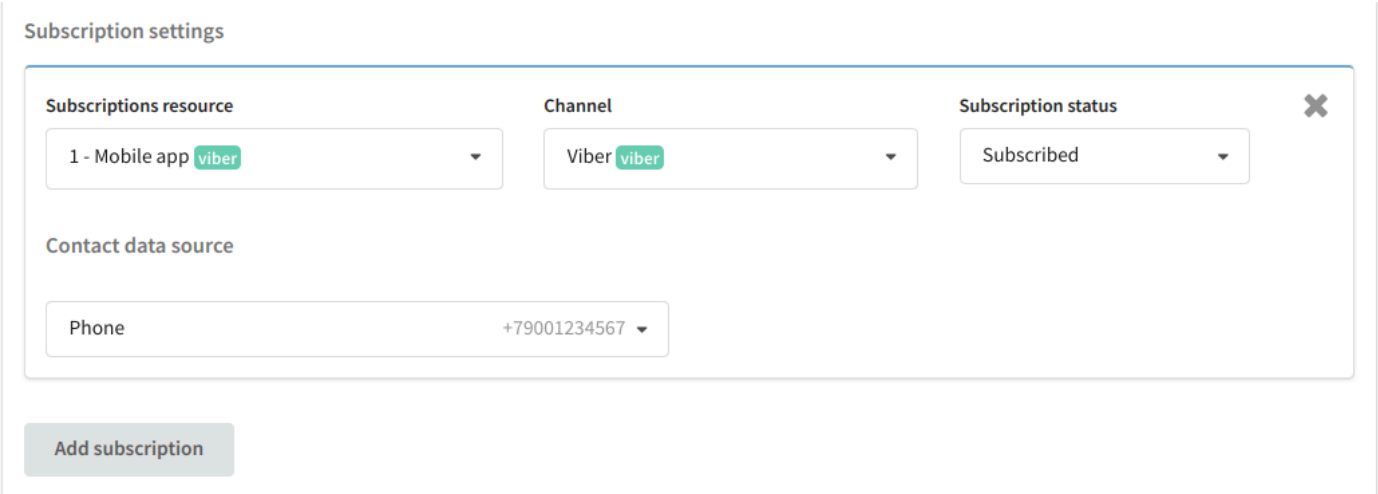


INFO

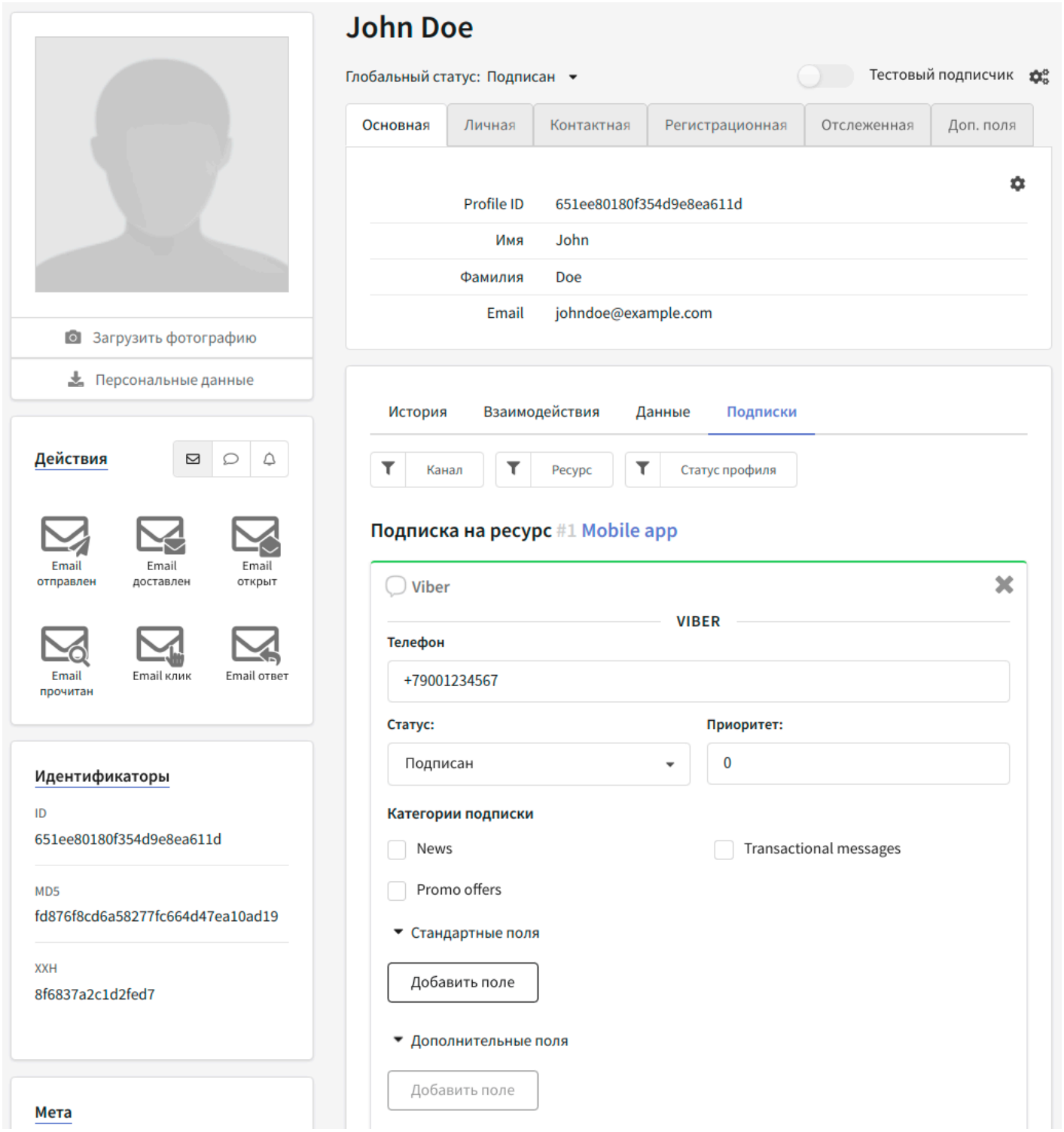
To set up callbacks with message statuses, please contact your account manager or [technical support] of provider:

- **Devino Telecom tech support**
- **SMS Traffic tech support**
- **MTS OmniChannel.**
- **Rapporto.**

3. Import subscriber data into the platform, for example, by using a file. During the import process, make sure to add a subscription to the Viber*™ channel in the resource for each subscriber. You should specify the column in your file that contains phone numbers as the source for subscriptions:



For each customer, a digital profile is created, which compiles their personal information, activity history, and subscriptions to various resources. If a client's subscription to the Viber*™ channel was successfully added during import, this data will be displayed in their history:



Step 3. Create a message template

1. In the main menu, open the “Templates” section and create a new template using the “Create” button on the top panel.

2. Choose the creation method — Editor, and the sending channel — *Viber*™*.

3. Fill in the general template settings.

4. A Viber*™ template consists of a series of messages. To add the first message to the series, click the “+ Message” button.

5. Select the message type:

Message type	Devino	SMSTraffic	MTS OmniChannel	Rapporto
Text	+	+	+	+
Text + button	+	+	+	+
Text + image + button	+	+	+	+
Image	+	+	+	+
Video	+	+	-	-
Video + text	+	+	-	-
Video + text + button	+	-	-	-
File	+	-	-	-

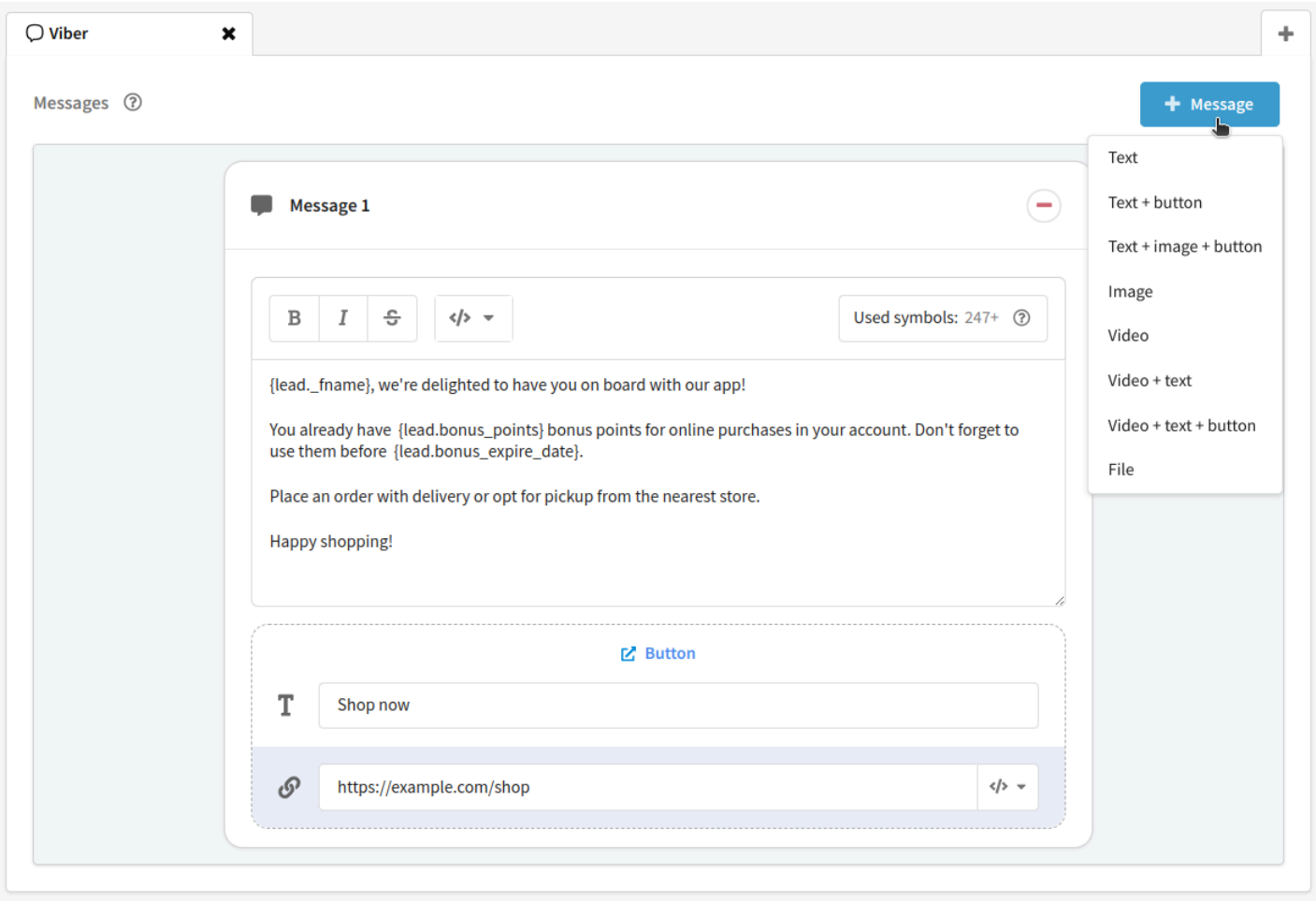
6. Fill in the content. To personalize the message, use variables in your messages

</>

.

INFO

The maximum number of messages in a series is 5. If multiple messages are used in the template, each will be sent with a 2-second interval.



7. Check how your recipients will see the message. To do this, click on the preview button on the top panel.

8. Save your message template.

TIP

You will find more information about setting a template for a Viber*™ channel in this article.

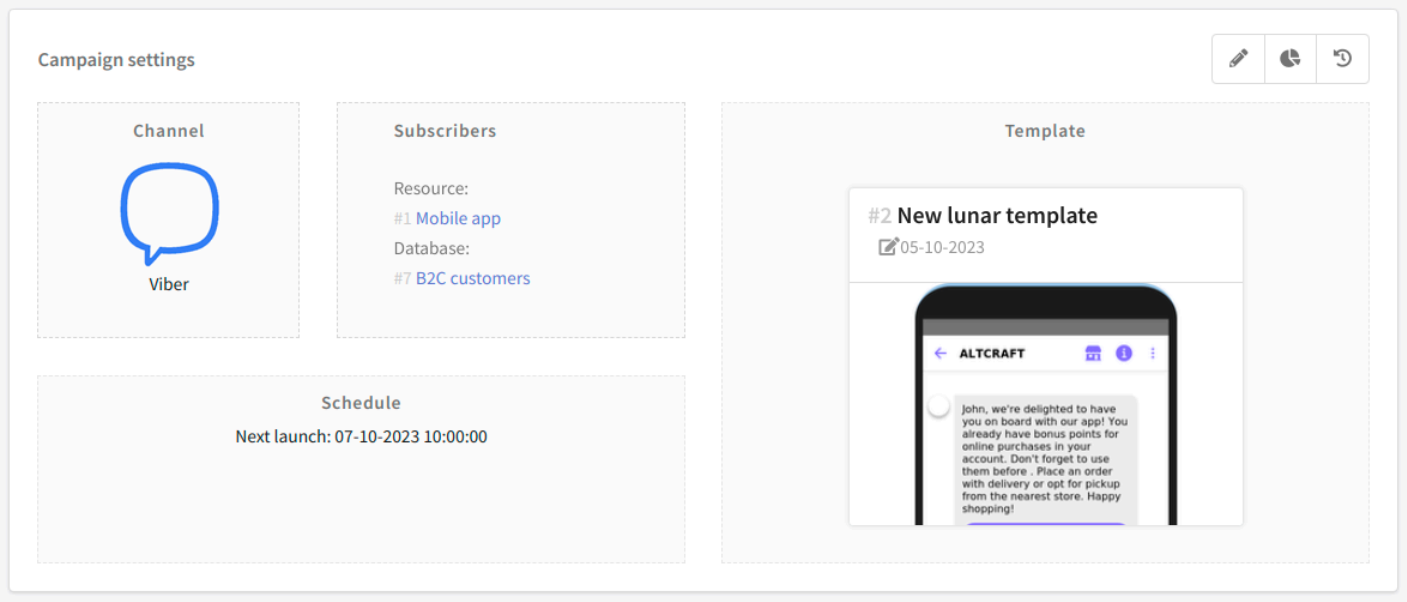
Step 4. Launch the campaign and evaluate its performance

1. Go to the "Campaigns" section and choose the type of campaign:

- **Broadcast is a one-time ending of messages.**
- **Regular campaign is a periodic sending of messages according to a schedule.**

2. Configure the campaign:

- **Select Viber*™ as the communication channel.**
- **Choose the previously configured resource and the recipient audience (database or segment).**
- **Add the message template to the campaign.**
- **Set the schedule.**

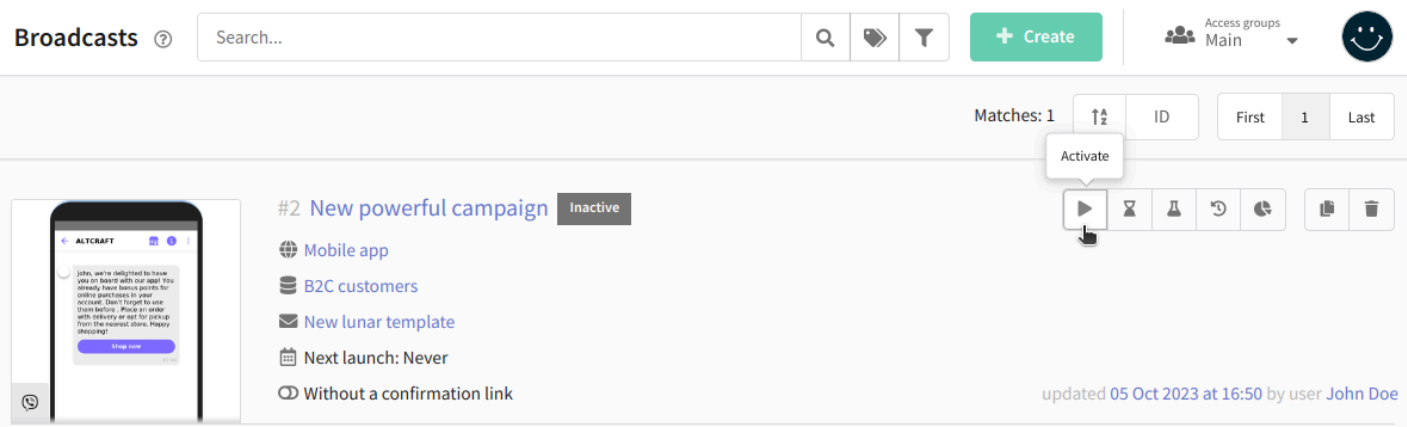


3. Save the campaign.

4. Find it in the list of campaigns of the selected type and activate it by clicking the



button in the quick actions panel. An active campaign will start sending messages when the scheduled launch time arrives.



Campaign Log

The Campaign Log is a tool that provides a summary of the progress of your email campaign. It logs key events, campaign parameters, and statistics, helping you identify potential issues.

To open the campaign journal, click the “Journal” button in the quick actions menu:

The campaign Log contains the following information:

Type	Description
Campaign started	Start time of campaign execution
Limit	Indicates whether a sending limit is set
Audience source	Source of contacts: List — Database Segment — Segment
Database ID/Segment ID	Identifier of the database/segment
Spent getting segment cursor	Time spent loading data from source (ms)
Number of subscribers received from source	Total number of profiles in the specified source
Number of subscribers found	Number of users in source with active subscription to selected resource
Number of subscribers without subscriptions to channel	Users without valid channel subscriptions
Number of subscribers with incorrect subscription fields	Users with invalid subscription data fields
Number of duplicate messages for channel	Count of duplicate contacts detected
Number of messages sent to channel	Final count of successfully delivered messages
Campaign finished	Campaign completion timestamp
Total time spent	Total execution duration from start to finish (sec)

Reports and Analytics

To evaluate the effectiveness of your push campaigns use the channel report. To access the report, click on the analytics button



in the quick actions panel. The report will provide the following information about your campaign:

- **The number of messages sent, delivered, and undelivered.**
- **The number of reads and clicks on links within the messages.**
- **The count of unsubscribes and subscriptions to the Viber*™ channel.**

*** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.**

Notify

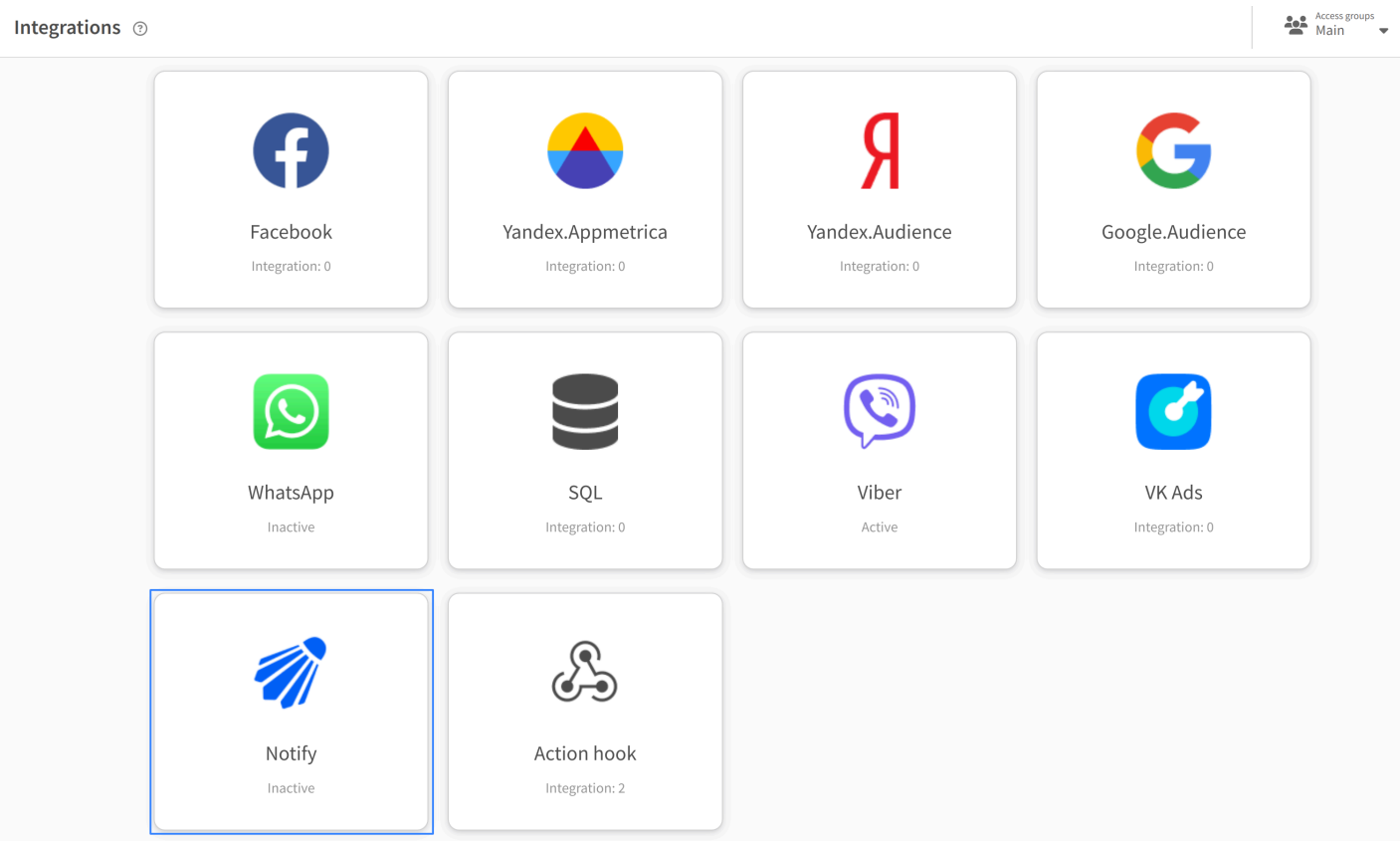
First Notify campaign

Notify is a service that allows companies to send service and transactional notifications to VKontakte and Odnoklassniki users. Notifications are delivered from the company's official group, even if the user is not subscribed to it, and can be sent in the form of service messages that can be replied to, or business notifications with no reply option.

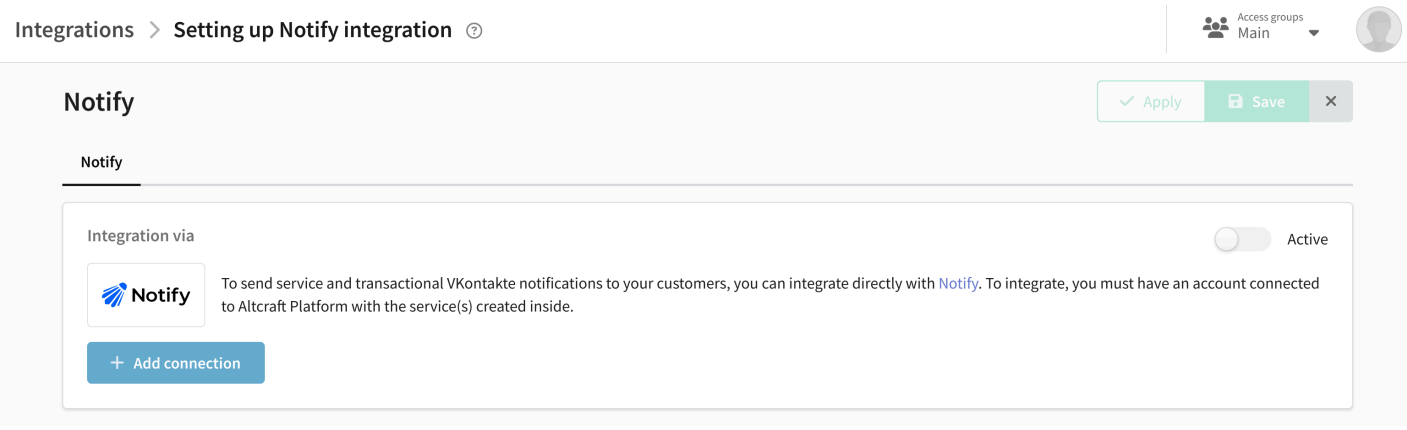
The service allows you to significantly reduce the cost of mailings, ensuring high delivery speed and a high percentage of messages read. In addition to business notifications for VKontakte and Odnoklassniki users, the Notify channel also supports sending SMS reminders.

Step 1: Configure the integration

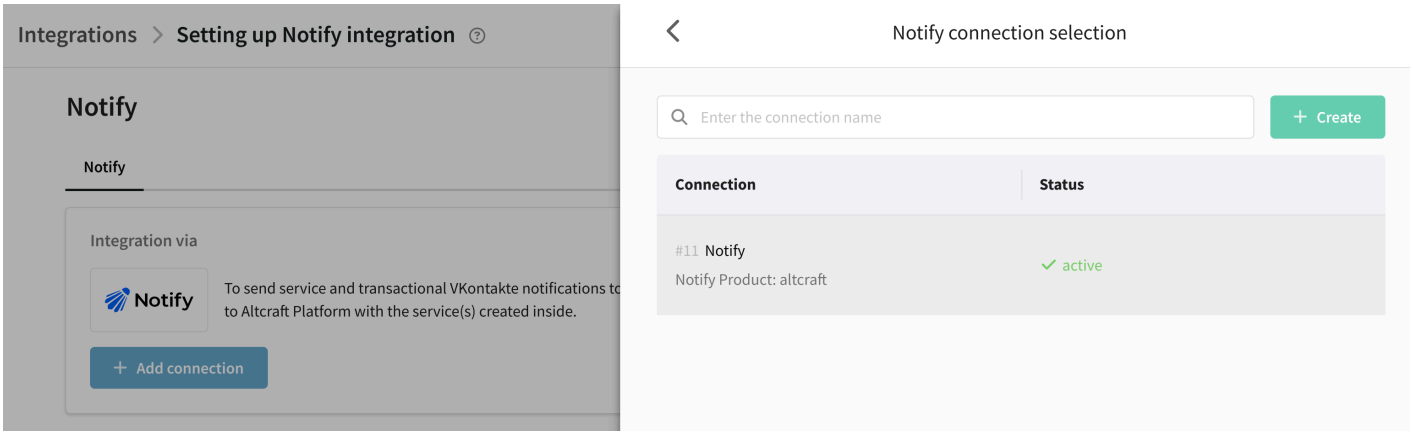
1. **Open the "Integrations" section and select the integration type - Notify:**



2. **Click "Add Connection":**



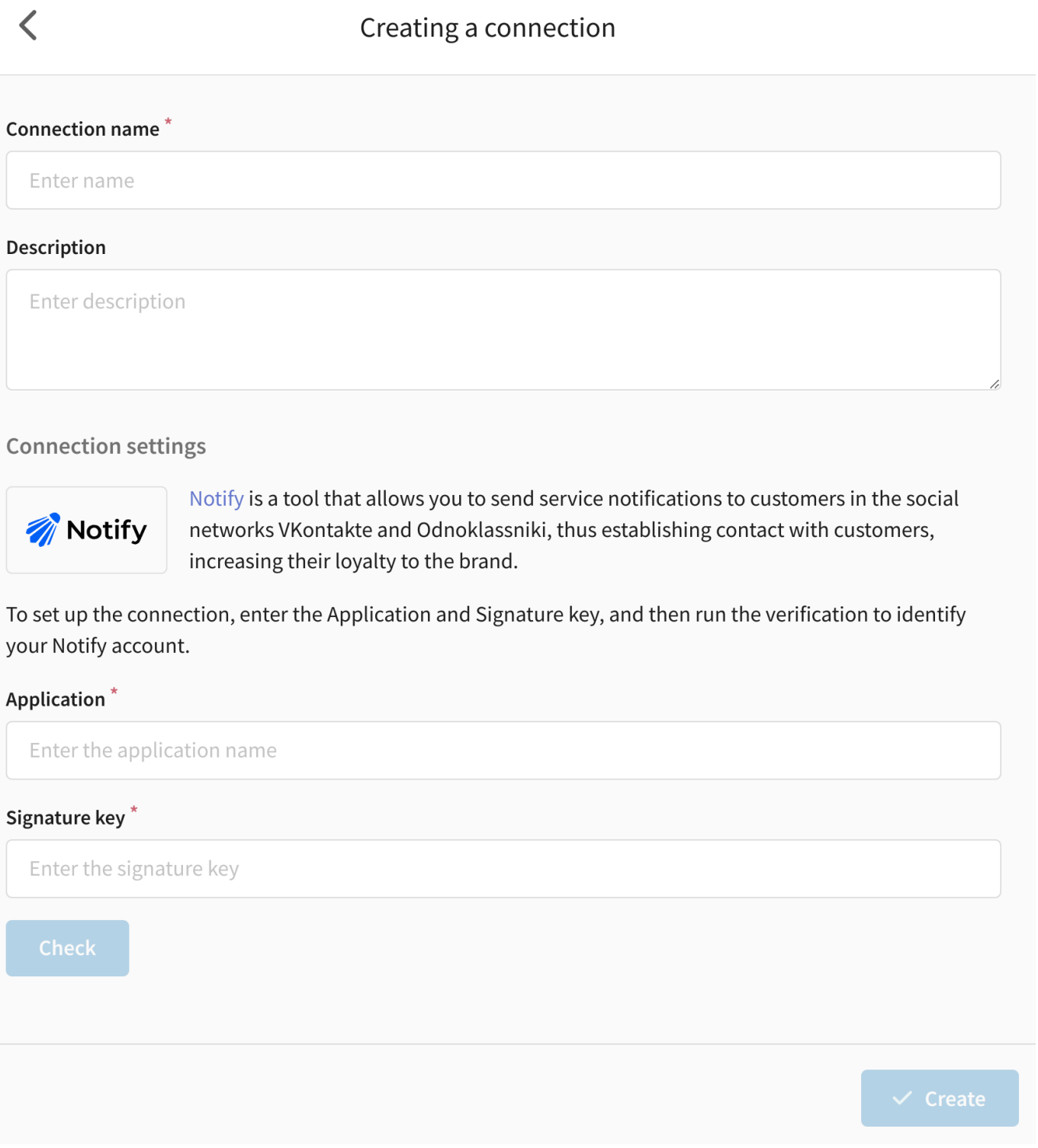
3. Select an available connection to Notify:



No available connections

If you haven’t set up a connection to Notify yet, you can create one right in this window.

Click “Create”. Enter a name and description for the connection. Next, enter the Application and Signature key parameters and click “Check” to verify that your data is correct. If the data has been verified, click the “Create” button in the lower right corner:

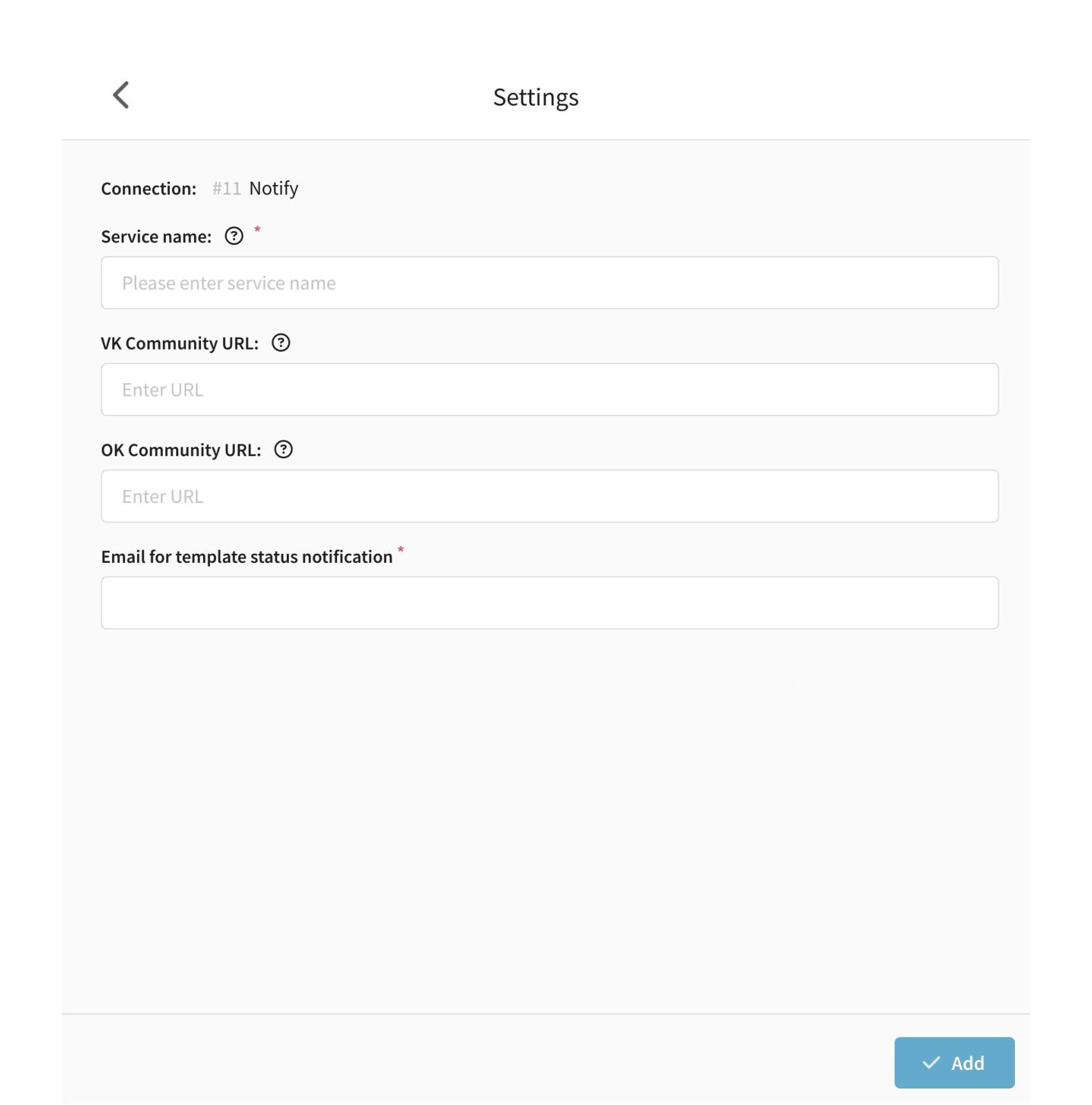


TIP

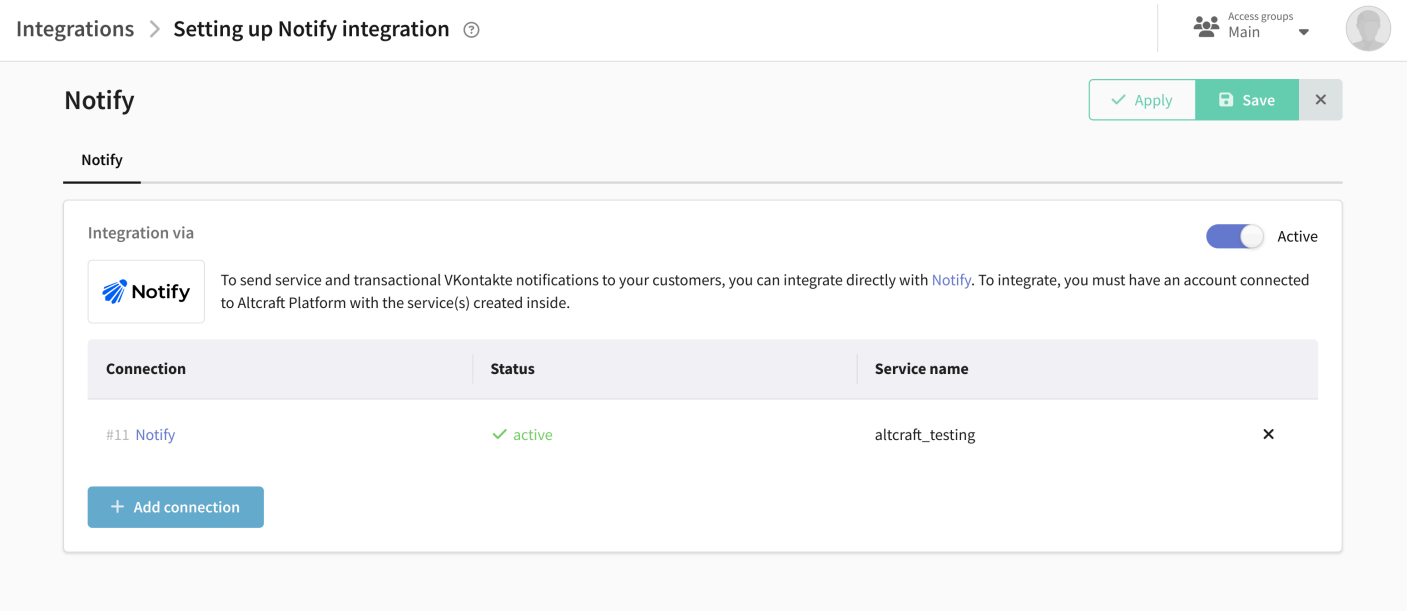
You can read more about creating a connection ih this article.

4. **Next, specify integration parameters, for correct work they must exactly match the corresponding parameters from Notify account:**

- **Service name - the name of the service for mailing, mandatory field.**
- **VK Community URL - link to the VK community on behalf of which the mailing will be made.**
- **OK Community URL - link to the community in OK on behalf of which the mailing will be sent.**
- **Email for template status notification - e-mail address where reports on template statuses will be sent. Required field.**



5. After filling in the fields, click the “Add” button. If the entered data is incorrect, the platform will ask you to verify its correctness. If the data is correct, the parameters will be saved.
6. Activate the integration using the toggle and save it.



.

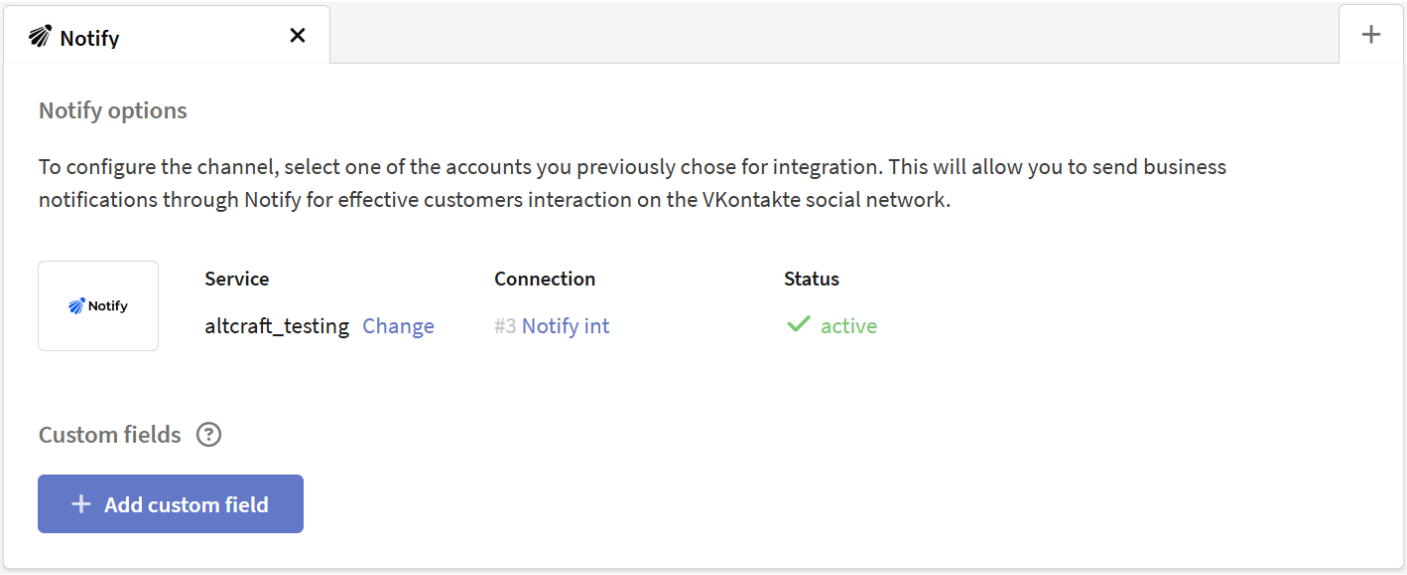
After customizing the integration, you can use it to add a Notify feed to resource.

Step 2: Sign customers up for Notify channel

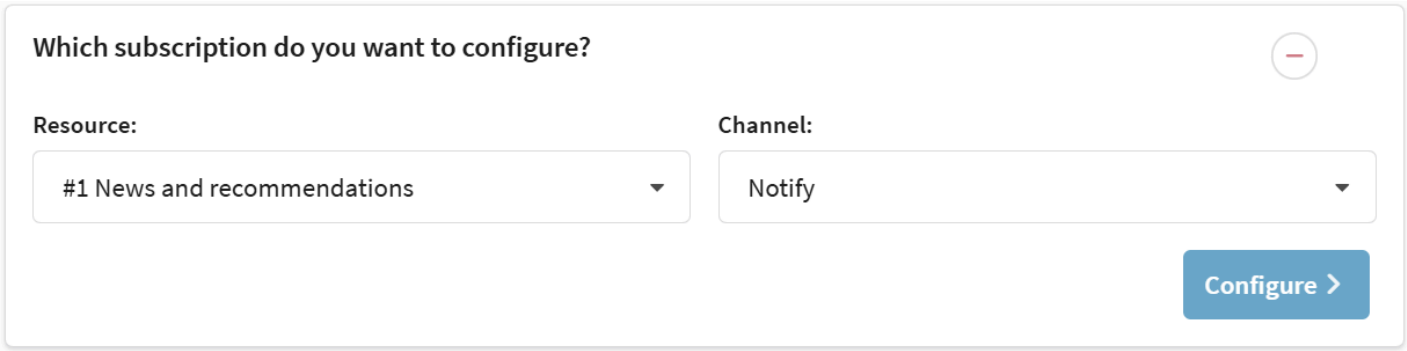
To subscribe clients to the Notify channel, follow the steps below:

1. Select or create a profile database where subscribers' data will be stored.

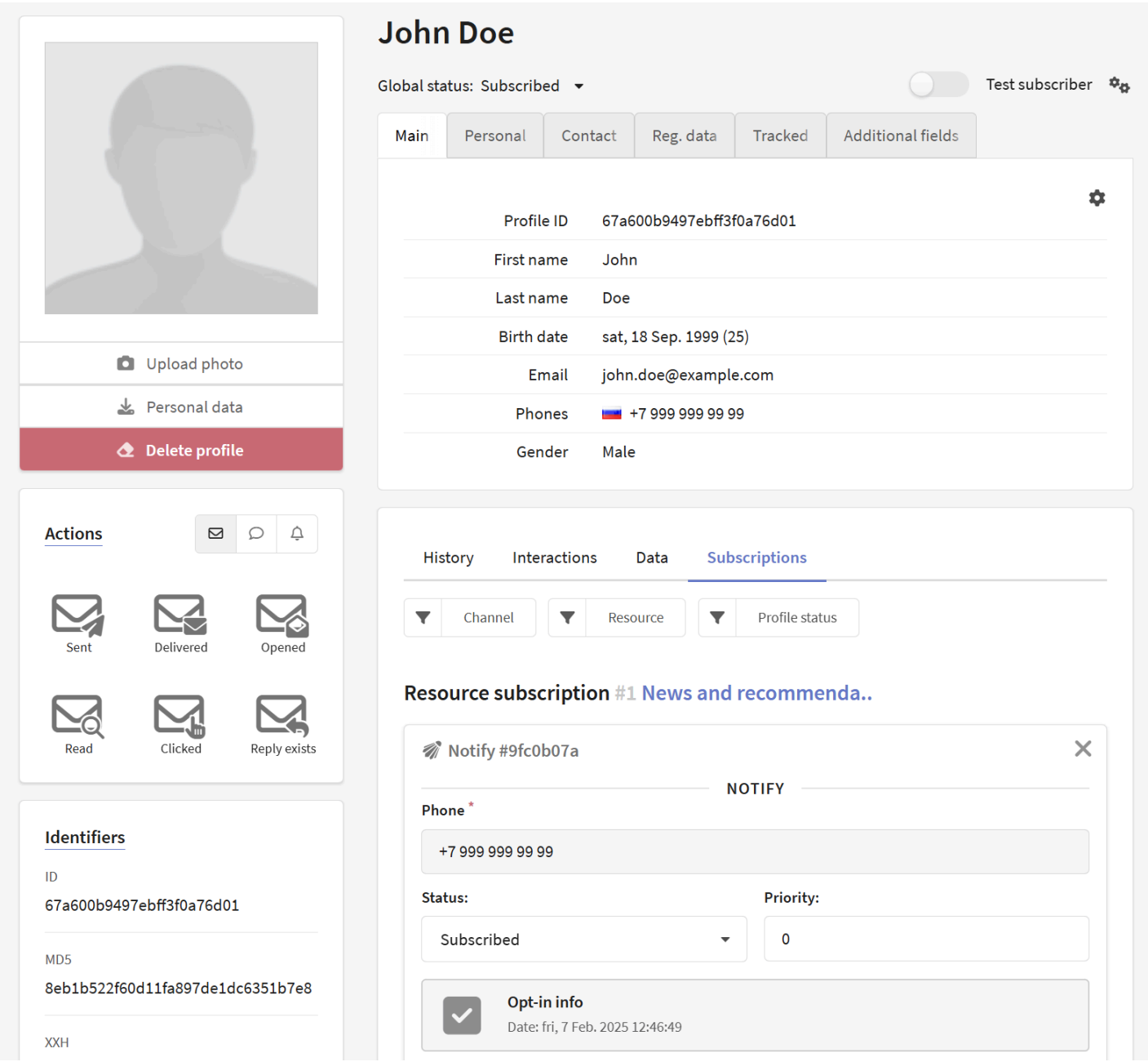
2. Create a new resource or edit an existing one by adding a Notify channel. To customize the channel, select one of the accounts you previously selected for integration.



3. Import subscriber data into the platform - e.g. via a file. When importing, add them a subscription to the Notify channel in the resource. In this case the phone number is the source of the subscription.



A digital profile will be created for each customer, combining personal data, activity history, and resource subscriptions. If a Notify channel subscription was successfully added to a customer during import, this data will be displayed in their history:



Step 3: Create a message template

INFO

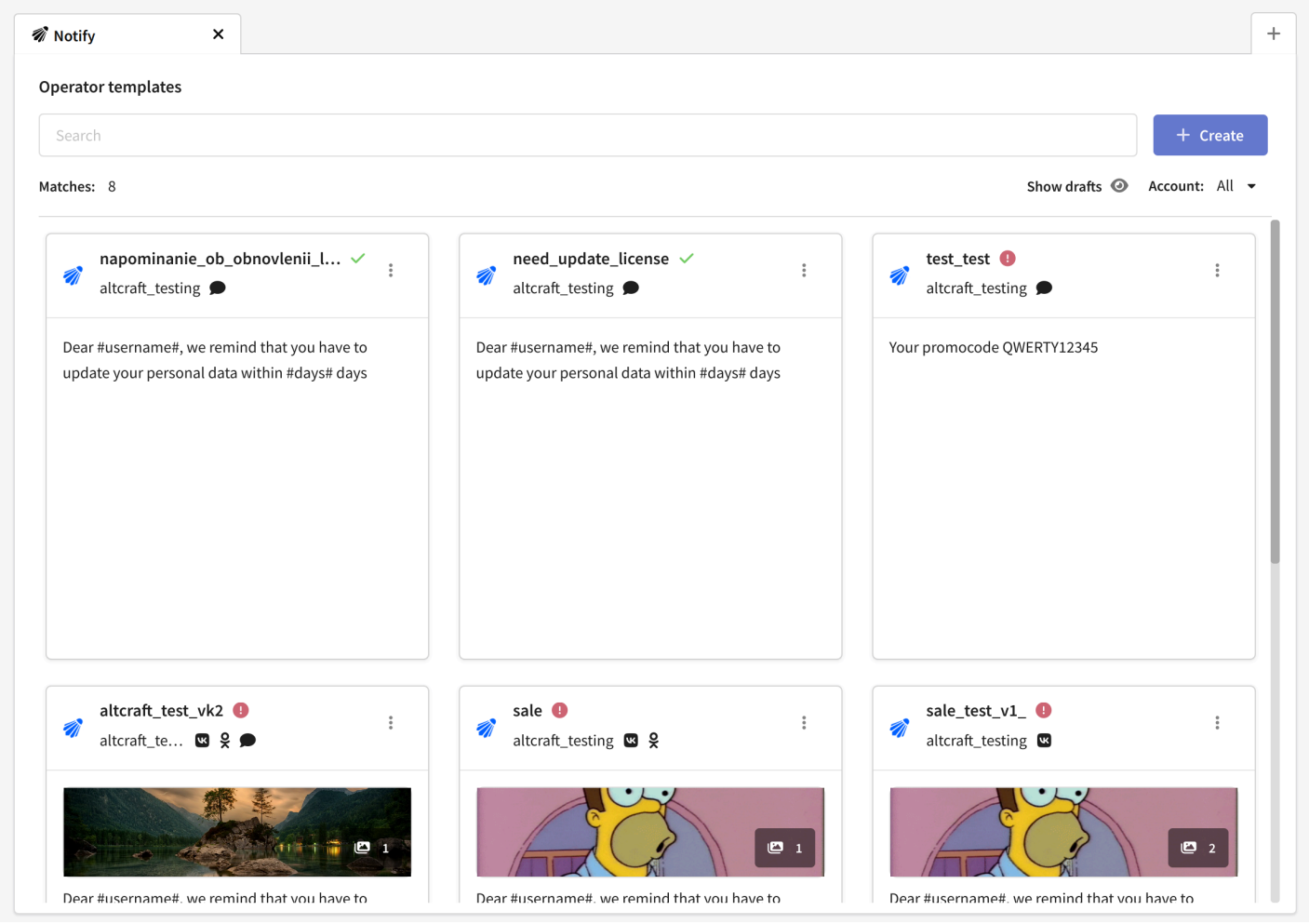
Only templates that have been moderated by Notify can be used to send messages.

1. In the main menu, open the “Templates” section and create a new template using the “Create” button on the top panel.

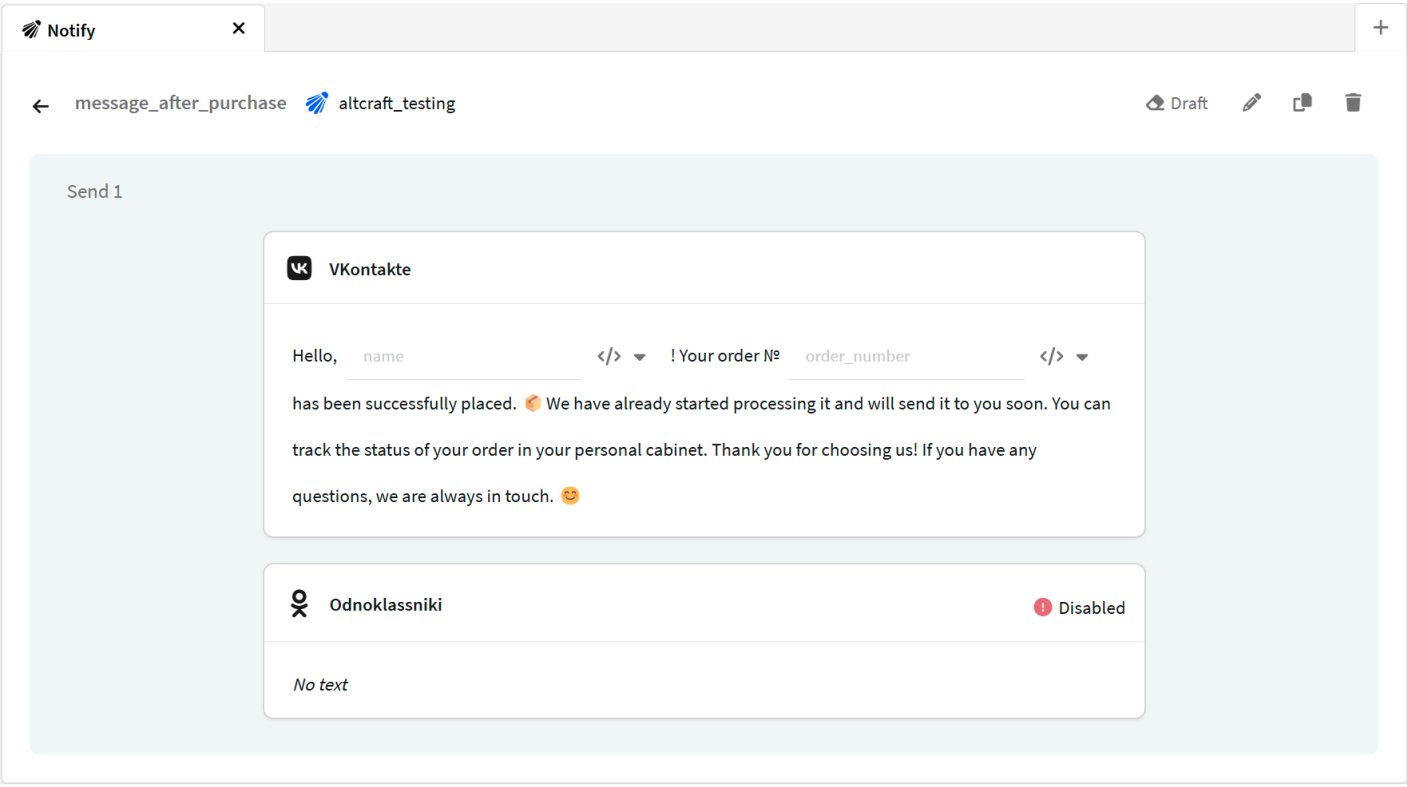
2. Select Editor as the creation method and Notify as the sending channel.

3. Fill in the basic settings of the template.

4. When you open the message editor for Notify, you will be shown the generic templates created in your Notify account. You can also create a new template by clicking the button.



5. Fill in the parameters inside the template. Parameters are text blocks that change for each new message (name, address, event name, date and time, link, etc.). You can manually prescribe parameter values or add Altcraft variables.



6. Check to see how your recipients will see the message. To do this, click the preview button on the top bar.

7. Save the message template.

TIP

You can also create a Notify template while in the platform. To create a template, click the corresponding button. The template creation window will open, in this window you should specify the name of the template and the service configured in your personal cabinet. More information about creating a template for Notify channel can be found in this article.

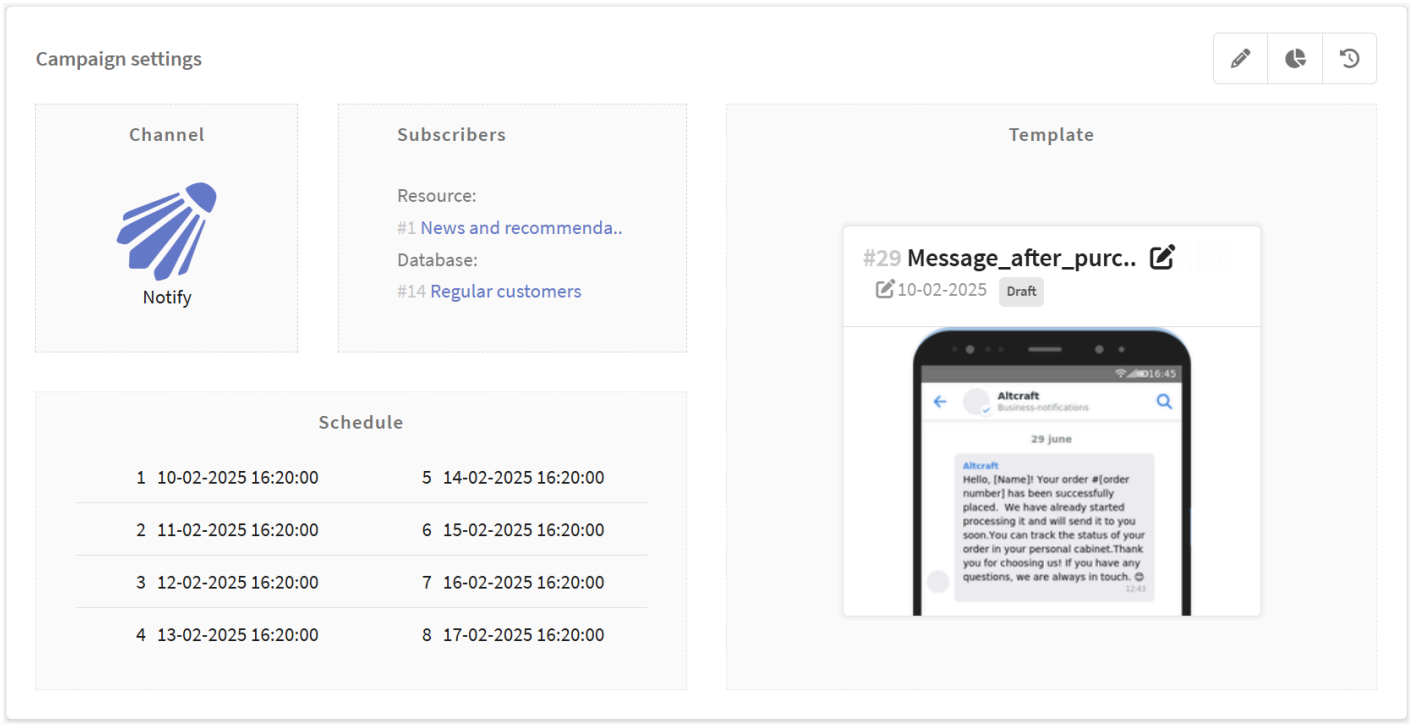
Step 4: Launch the campaign and evaluate the effectiveness of the mailings

1. Go to "Campaigns" and select the type of mailing:

- **Broadcast - one-time mailing of messages.**
- **Regular Campaign is a periodic mailing.**

2. Customize the campaign:

- **select Notify as the communication channel,**
- **select the previously configured resource and recipient audience (base or segment),**
- **add a message template to the mailing,**
- **set the schedule.**

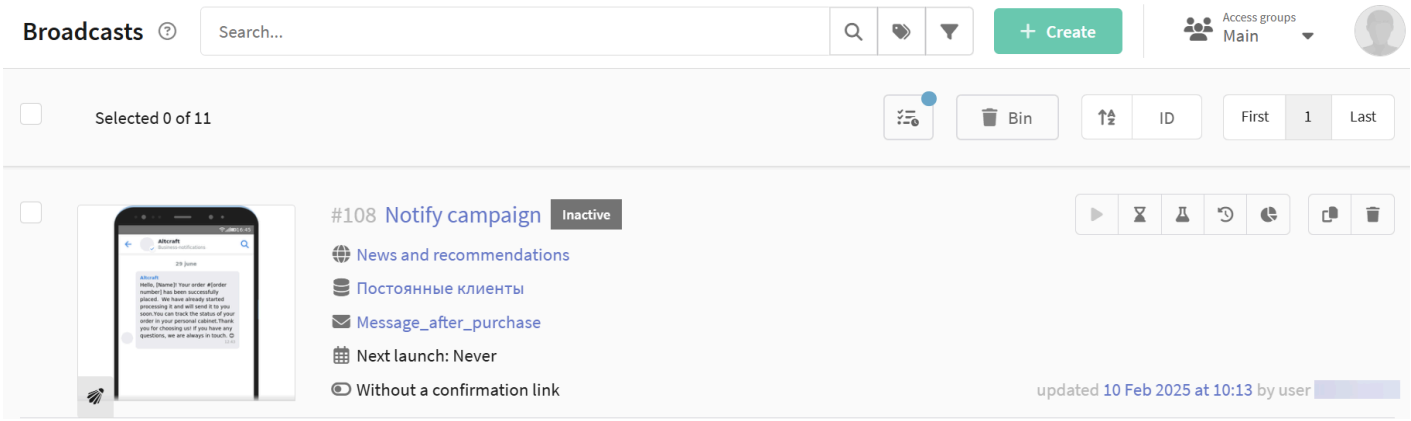


3. Save the campaign.

4. Find it in the list of campaigns of the selected type and activate it by clicking



in the Quick Actions panel. The active campaign will start sending messages when it’s time to run on the schedule.



Campaign Log

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To open the campaign journal, click the “Journal” button in the quick actions menu:

The campaign Log contains the following information:

Type	Description
Campaign started	**Start time of campaign execution**
Limit	**Indicates whether a sending limit is set**

Type	Description
Audience source	Source of contacts: List — Database Segment — Segment
Database ID/Segment ID	Identifier of the database/segment
Spent getting segment cursor	Time spent loading data from source (ms)
Number of subscribers received from source	Total number of profiles in the specified source
Number of subscribers found	Number of users in source with active subscription to selected resource
Number of subscribers without subscriptions to channel	Users without valid channel subscriptions
Number of subscribers with incorrect subscription fields	Users with invalid subscription data fields
Number of duplicate messages for channel	Count of duplicate contacts detected
Number of messages sent to channel	Final count of successfully delivered messages
Campaign finished	Campaign completion timestamp
Total time spent	Total execution duration from start to finish (sec)

Reports and Analytics

To evaluate the effectiveness of your push campaigns use the channel report to evaluate the results of your mailing. To access the report, click on the analytics button



in the quick action bar. The report will provide the following information about the campaign:

- **number of messages sent, delivered and undelivered;**
- **number of reads and clicks on links in messages;**
- **the number of unsubscribes and subscriptions to the Notify channel.**

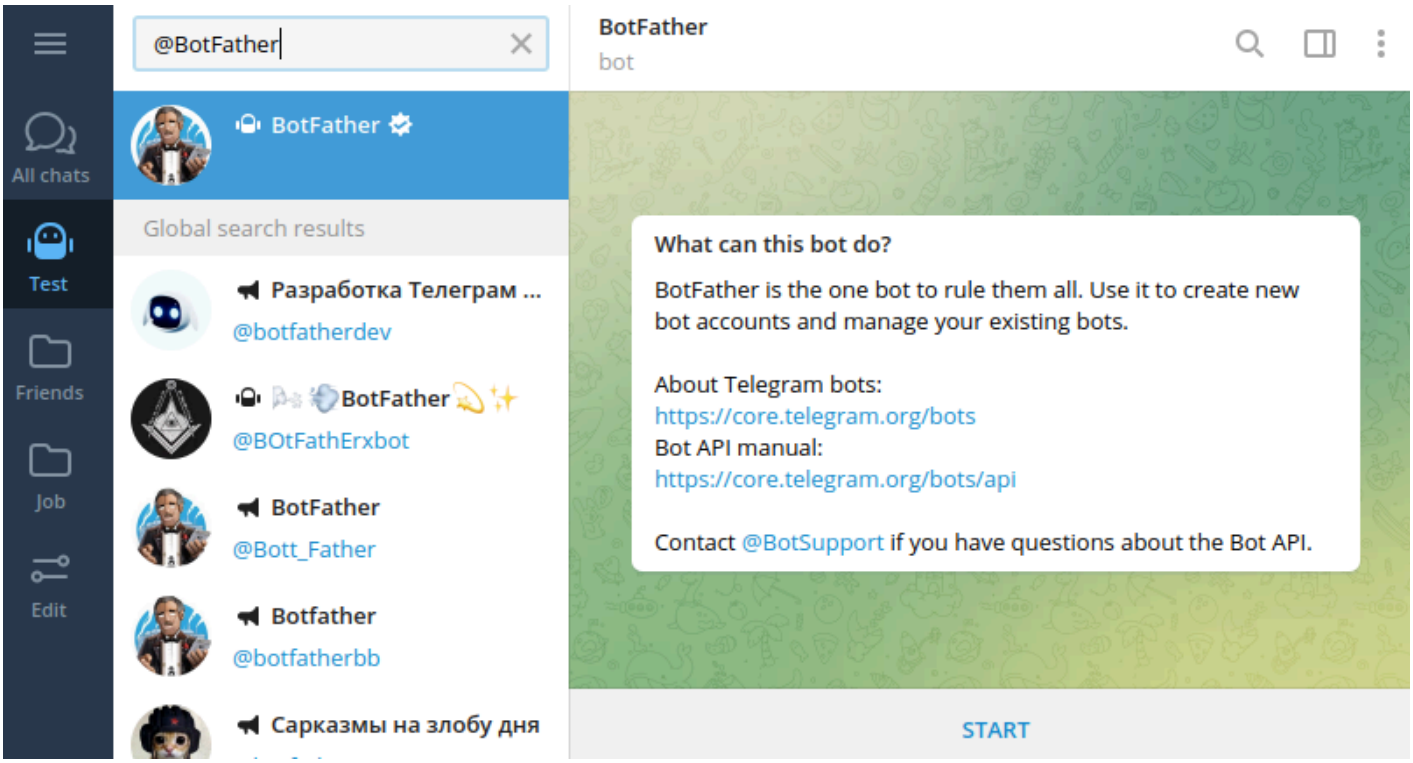
Telegram Bot

Telegram Bot: a Guide for the First Campaign

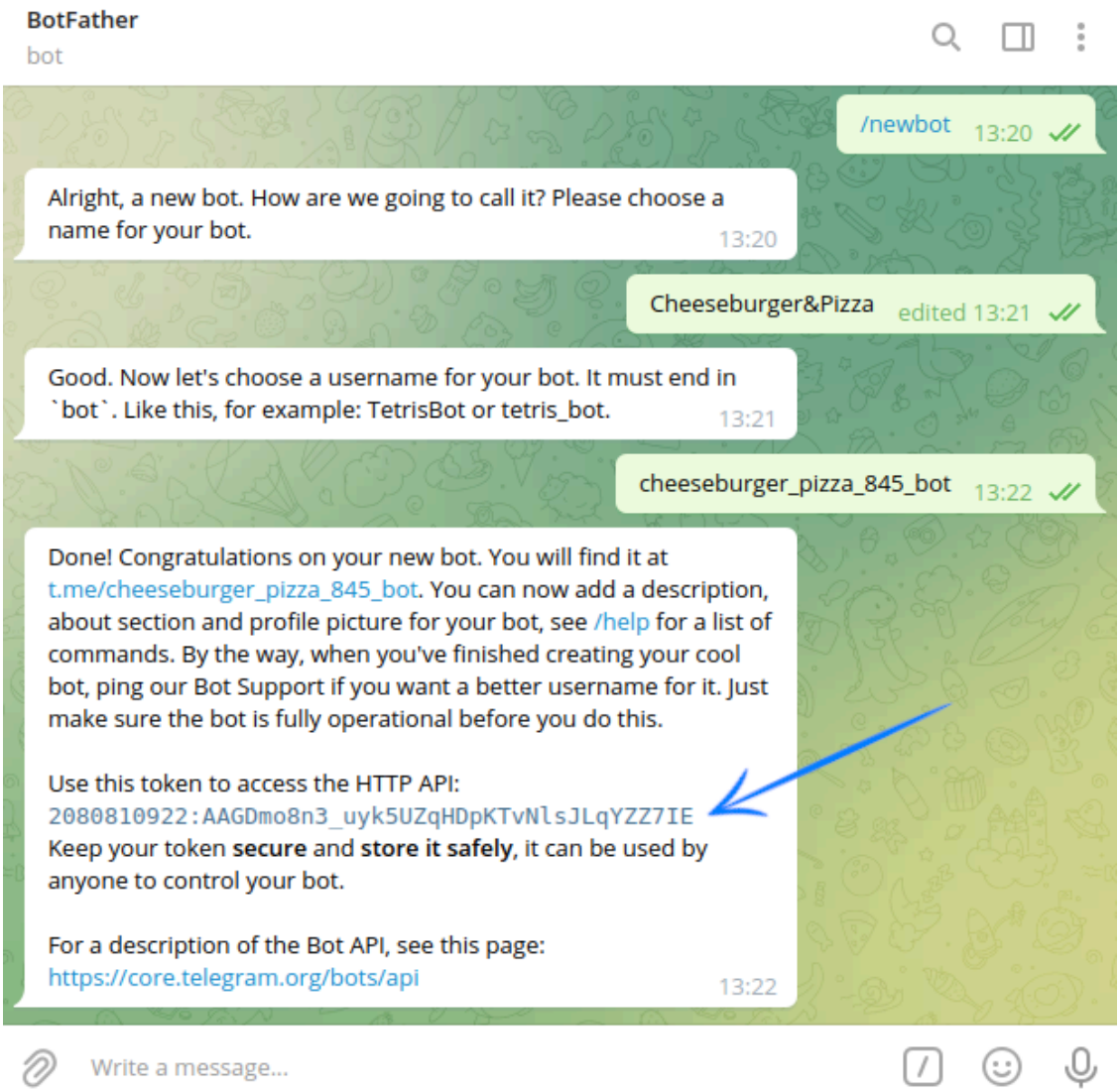
	A bot is a direct channel that allows you to personally send messages to subscribers who have entered into a chat with the bot. Read this guide to set your first campaign using the Telegram bot.

Step 1. Create a bot and get a token

1. Log in to Telegram, enter `@BotFather` in the search box and select the desired bot.



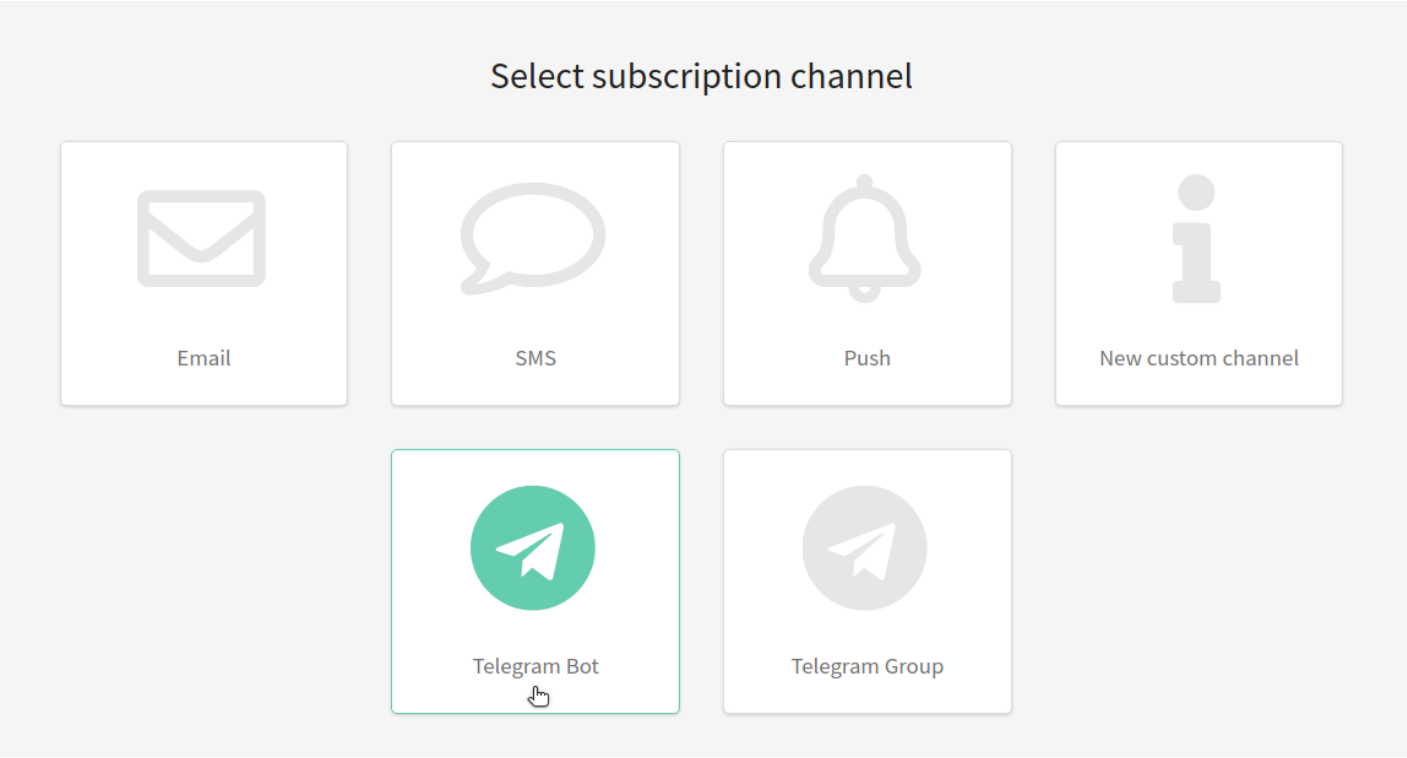
2. Start a dialogue with the bot by clicking the START button in the chat. Then send the `/newbot` command to it. Enter the name and then the username for your new bot. Please note that the username must end with `"bot"` or `"Bot"`. Copy the received bot token:



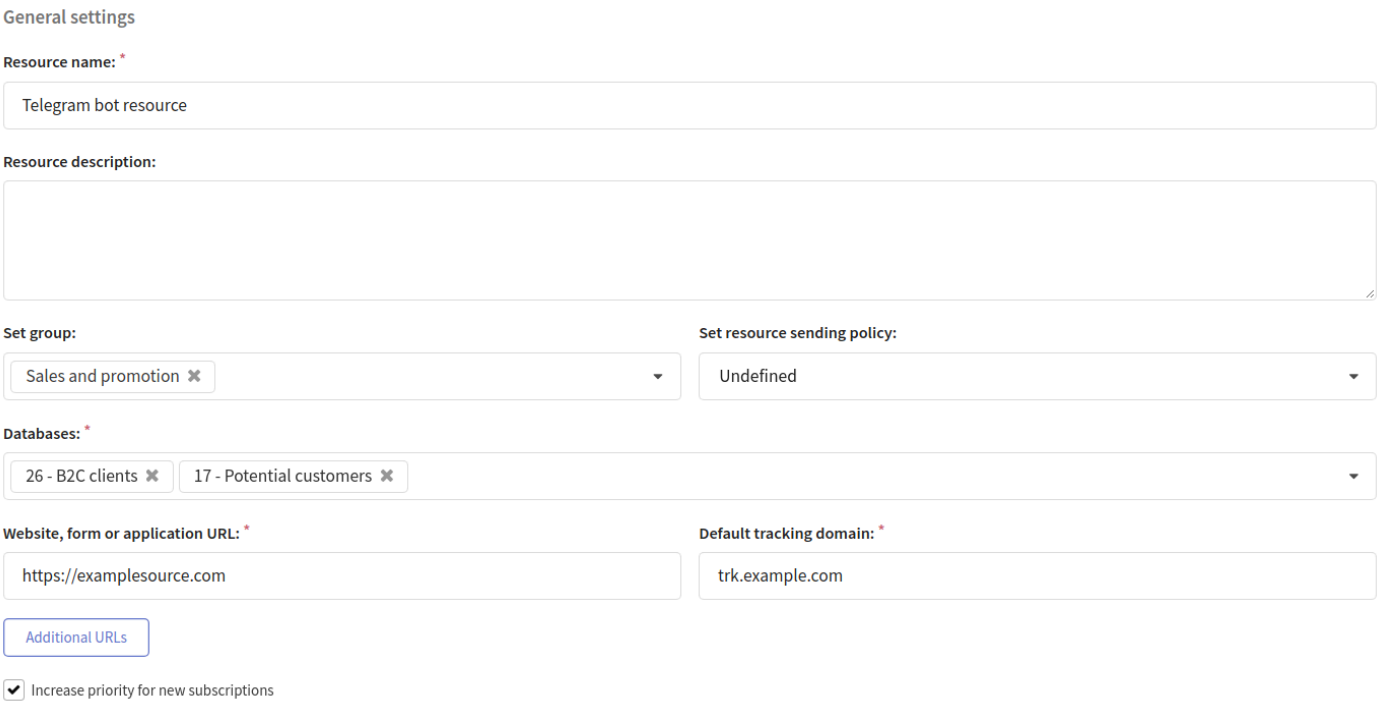
Step 2. Subscribe your customers to this Telegram Bot

Go to the «Data» → «Profile database» and create a new database. The data of users subscribed to the bot will be stored here, as well as their Telegram IDs.

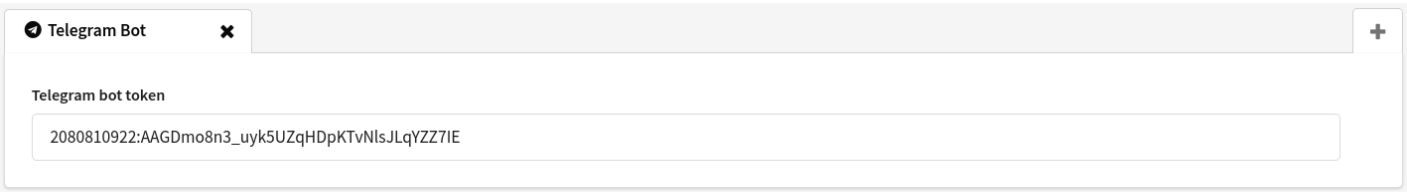
Then in the «Resources» section create a new resource or select a pre-existing one. Use Telegram Bot as a channel:



Add the necessary databases in the basic settings. Specify the default tracking domain that will process subscribers' clicks on the links in your Telegram Bot messages.



Add the bot token copied from Telegram and save the resource:



Now you need to import user data into the database by subscribing them to the resource.

INFO

Please note that the platform only sends Telegram campaigns. Subscriber data is collected and transmitted to the platform on the client side. Read more about how to do this in the Telegram documentation.

Example of getting a user's chat_id using the getUpdates method

Method: POST

URL:

`https://api.telegram.org/bot<bot_token>/getUpdates`

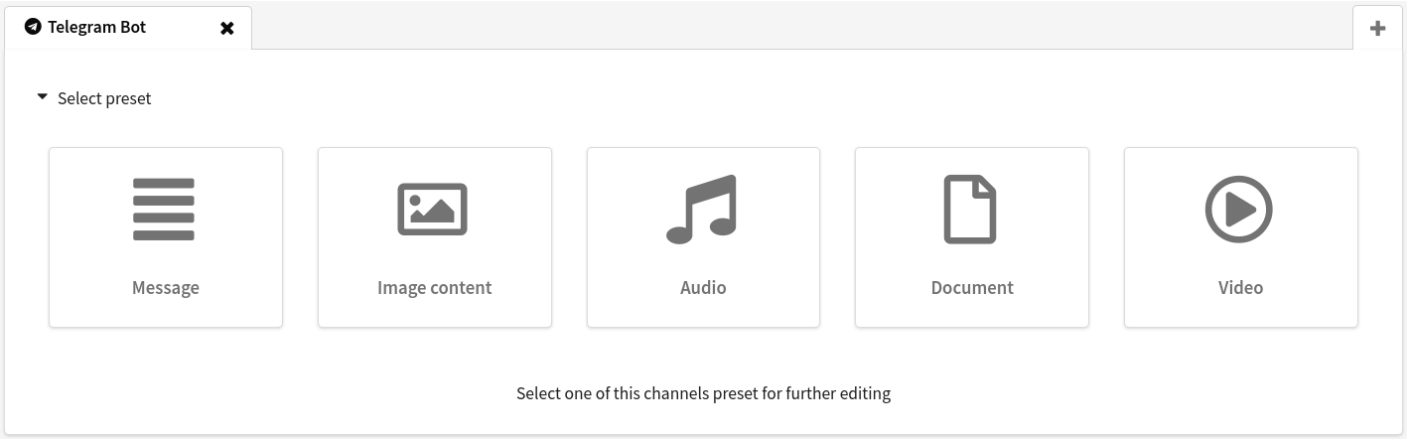
Response:

```
{
    "ok": true,
    "result": [
        {
            "update_id": 262756455,
            "message": {
                "message_id": 47,
                "from": {
                    "id": <chat_id>,
                    "is_bot": false,
                    "first_name": "John",
                    "last_name": "Doe",
                    "username": "john_doe",
                    "language_code": "en"
                },
                "chat": {
                    "id": <chat_id>,
                    "first_name": "John",
                    "last_name": "Doe",
                    "username": "john_doe",
                    "type": "private"
                },
                "date": 1652284613,
                "text": "Hello, world"
            }
        }
    ]
}
```

<chat_id> is a unique identifier for a chat with a specific user. You need to pass it to the platform.

Step 3. Create a template

Go to the «Templates» section. When creating a new template, select the Telegram Bot channel and add this channel to a pre-existing template. Select the content type in the Telegram version of the template:



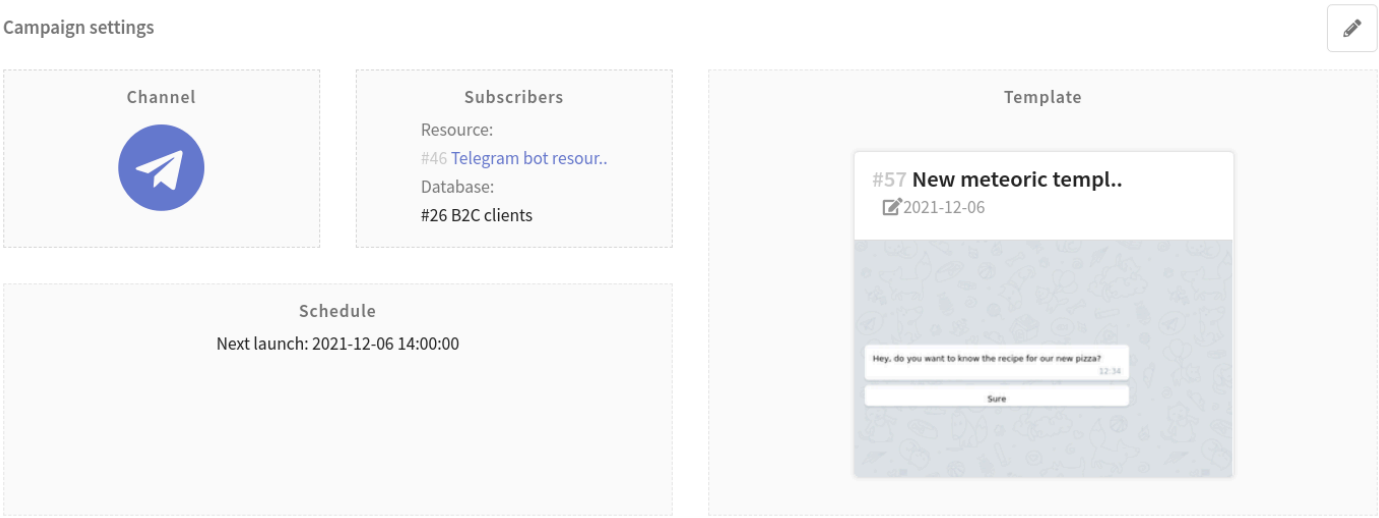
You can add data of a particular customer, as well as dynamic text content from external sources.

Step 4. Configure and launch a campaign

Open the section «Campaigns» and select the distribution method: broadcast, regular or trigger campaign.

Create a new campaign. After filling in the basic settings, you need to:

1. **Choose Telegram Bot as a communication channel**
2. **Select a previously configured subscription resource and target audience**
3. **Add a message template to your campaign**
4. **Set a schedule**



When the campaign is fully configured, save it. It will be displayed in the list of campaigns of the corresponding type. There is a quick action menu on the right side of each entry. By its means, you can send test message



and, if everything is good, activate your actual campaign



:



Step 5. Evaluate your campaign effectiveness

Campaign Log

The Campaign Log is a tool that provides a summary of the progress of your email campaign. It logs key events, campaign parameters, and statistics, helping you identify potential issues.

To open the campaign journal, click the “Journal” button in the quick actions menu:

The campaign Log contains the following information:

Type	Description
Campaign started	Start time of campaign execution
Limit	Indicates whether a sending limit is set
Audience source	Source of contacts: List — Database Segment — Segment
Database ID/Segment ID	Identifier of the database/segment
Spent getting segment cursor	Time spent loading data from source (ms)
Number of subscribers received from source	Total number of profiles in the specified source
Number of subscribers found	Number of users in source with active subscription to selected resource
Number of subscribers without subscriptions to channel	Users without valid channel subscriptions
Number of subscribers with incorrect subscription fields	Users with invalid subscription data fields
Number of duplicate messages for channel	Count of duplicate contacts detected

Type	Description
Number of messages sent to channel	**Final count of successfully delivered messages**
Campaign finished	**Campaign completion timestamp**
Total time spent	**Total execution duration from start to finish (sec)**

Reports and Analytics

To evaluate the effectiveness of your push campaigns use the «Analytics» section in the main menu of the platform. A channel report provides the analysis of one or more campaigns.

Name	Send	Delivered	Delivery rate	Opened	Read	Undelivered	Undelivery rate
Total	3 533	3 257	92,19 %	1 603	1 295	276	7,81 %
2024-05-15	470	428	91,06 %	201	163	42	8,94 %
2024-05-14	483	442	91,51 %	219	176	41	8,49 %
2024-05-13	499	454	90,98 %	243	195	45	9,02 %
2024-05-12	506	469	92,69 %	222	180	37	7,31 %
2024-05-11	513	476	92,79 %	232	189	37	7,21 %
2024-05-10	524	486	92,75 %	249	200	38	7,25 %
2024-05-09	538	502	93,31 %	237	192	36	6,69 %

To make grouping easier, you can select a preset of indicators for Telegram Bot. You will see the data on the number of sent, delivered or undelivered messages in the table, as well as information on unique clicks and openings.

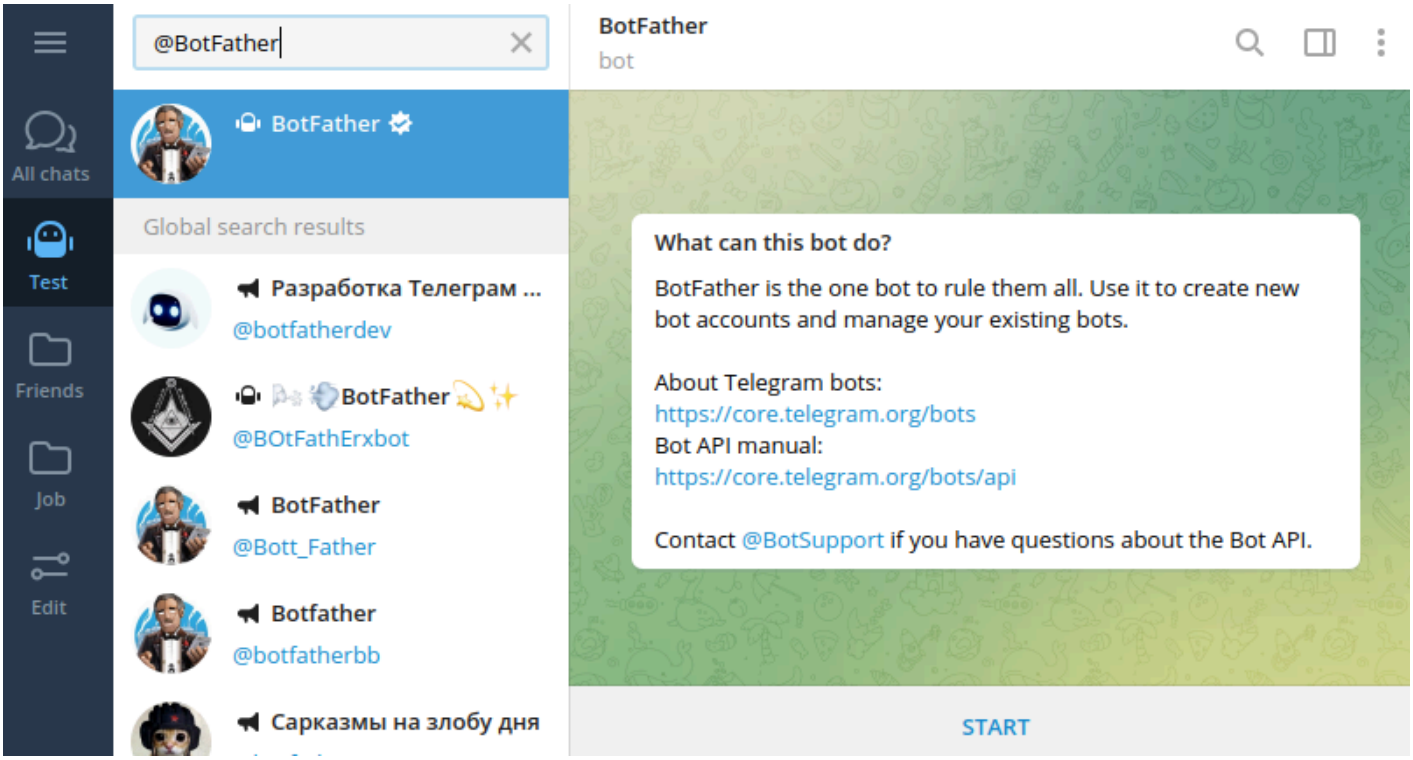
Telegram Group

Telegram Group: a Guide for the First Campaign

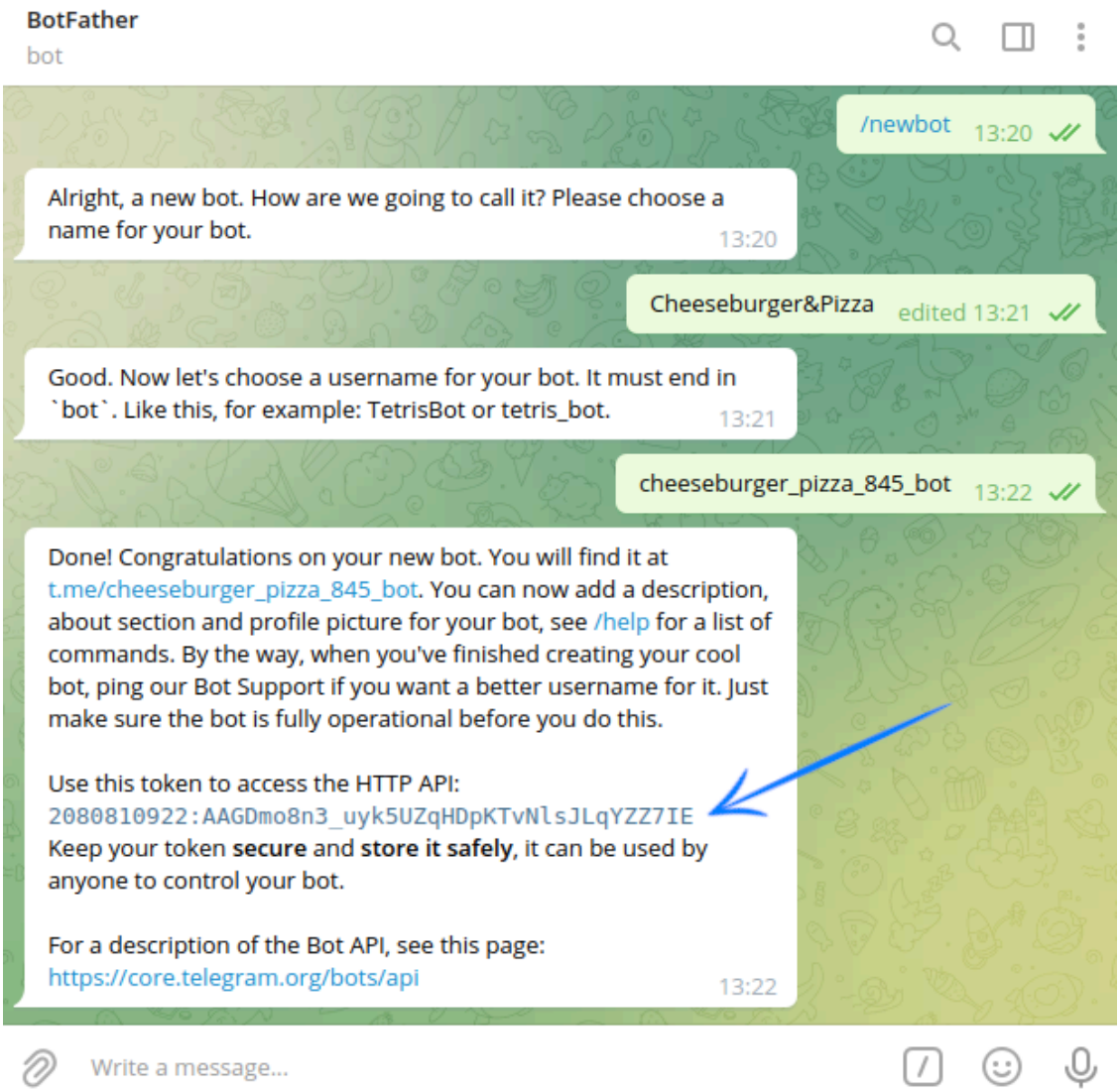
	Telegram channel is a feed of text messages, which are complemented by media files and emoji. Channel members can comment on posts and participate in polls. In groups, unlike channels, two-way communication is available. This means that each group user can send a message to the chat.
	`The Telegram Group channel will allow you to set up automatic publication of posts in channels and groups of the messaging app using <a href="/en/user-guide/campaigns/9406025">placement campaigns</a>.`
	`</td>`
	`</tr>`

Step 1. Create a bot and get a token

1. Log in to Telegram, enter `@BotFather` in the search box and select the desired bot.



2. Start a dialogue with the bot by clicking the START button in the chat. Then send the `/newbot` command to it. Enter the name and then the username for your new bot. Please note that the username must end with `"bot"` or `"Bot"`. Copy the received bot token:



Step 2. Add the bot to the group or channel and get a chat_id.

1. 1. Create a group or channel. You will find more detailed information on how to do this in the Telegram documentation.

2. Add the bot to a group or channel. Assign admin rights to the bot.

3. Send a test message to chat using an API request. This can be done through Postman or any other API testing tool.

Method: POST

URL: `https://api.telegram.org/bot[BOT_API_KEY]/sendMessage?chat_id=[CHANNEL_NAME]&text=[MESSAGE_TEXT]`

- **`[BOT_API_KEY]` — the bot token received in the conversation with `@BotFather`.**
- **`[CHANNEL_NAME]` — channel or group name using `@`.**
- **`[MESSAGE_TEXT]` — message text.**

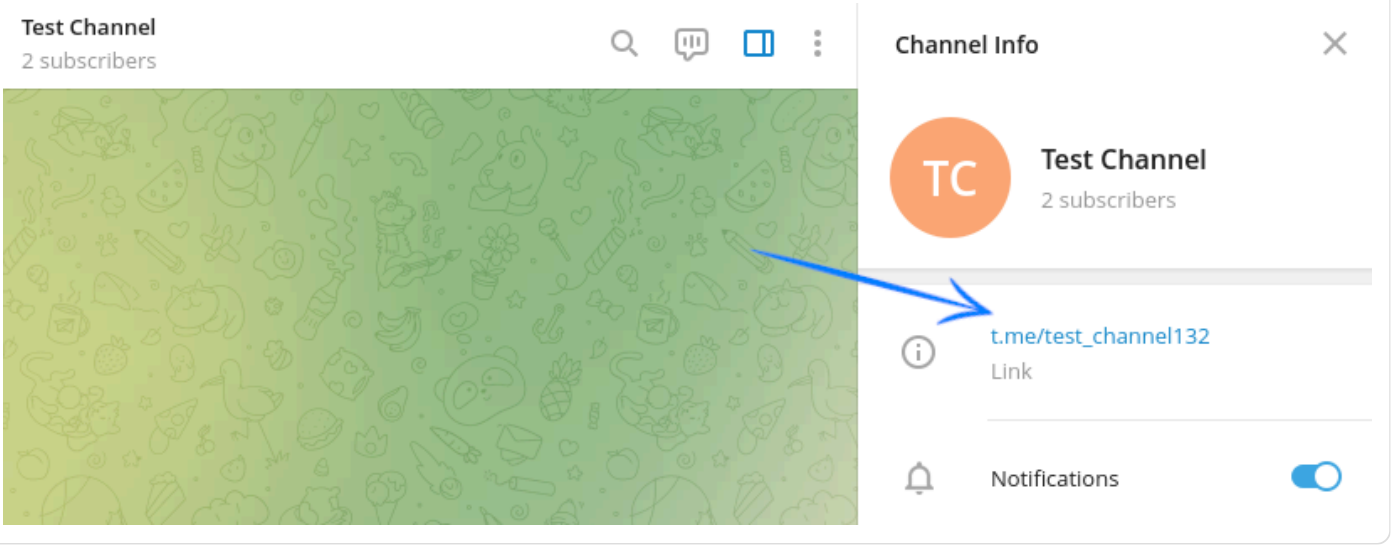
Example:

`https://api.telegram.org/bot2080910120:AAGfho8n3_uyk5trh4DpKTvNlsJLkadsZ7IE/sendMessage?chat_id=@new_test_group132&text=Hey!`

INFO

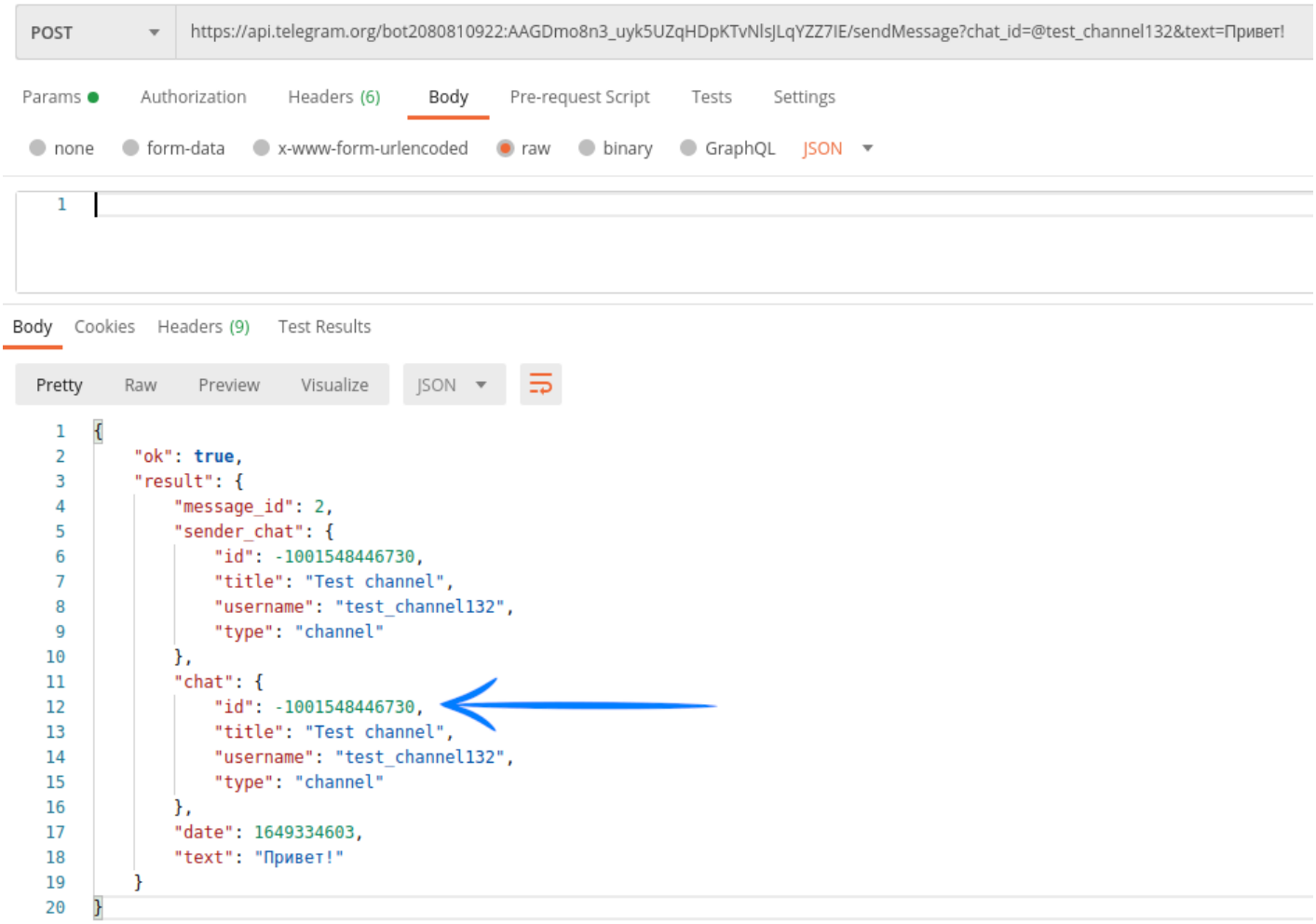
Where can I find the name of the channel or group?

The name is embedded in the link to the channel or group. For example, if the link is `t.me/test_channel132`, then the part after the slash will become the name of the channel — `test_channel132`.



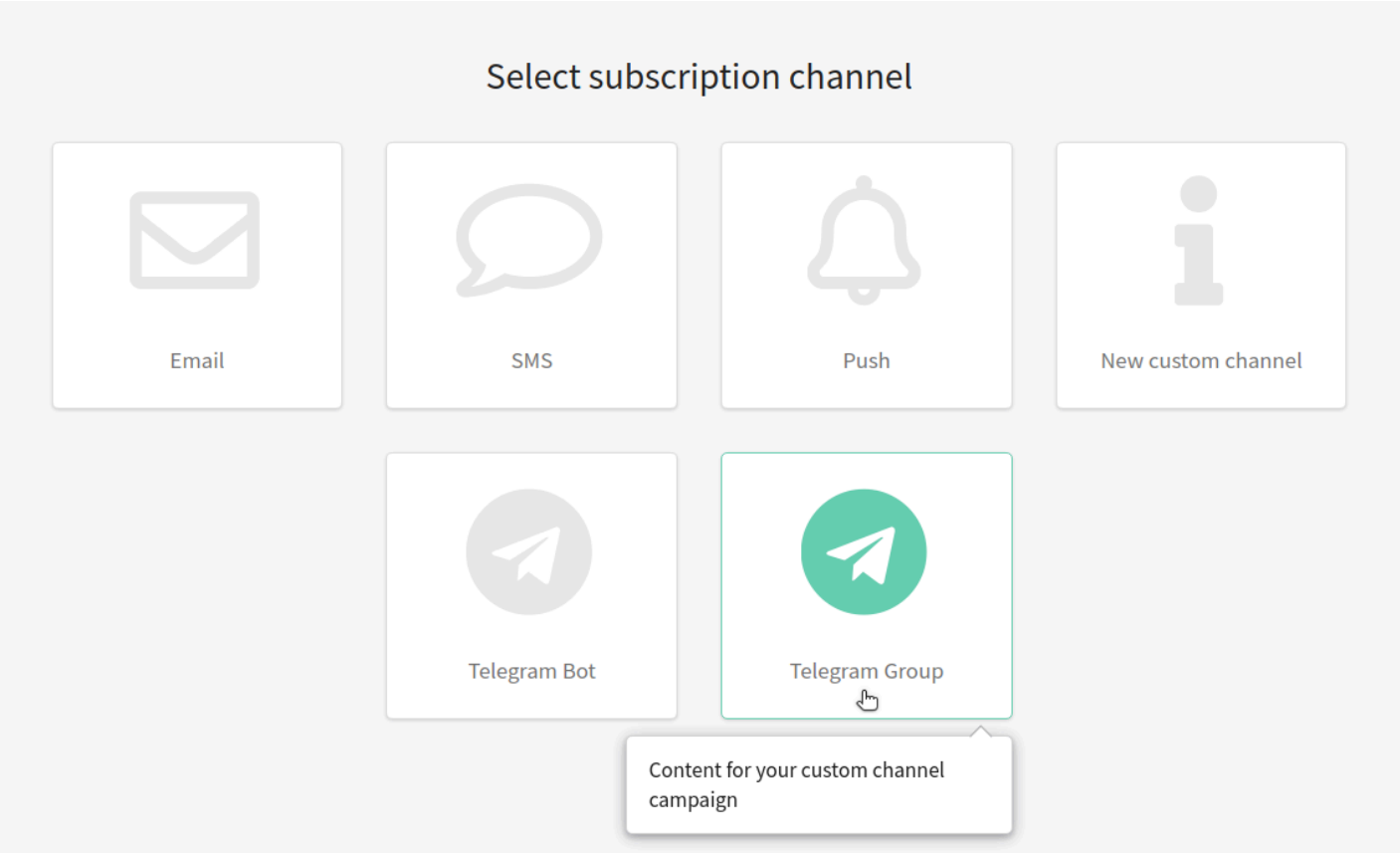
Response:

In the body of the response, you will receive the `chat_id`. It must start with `-100`.



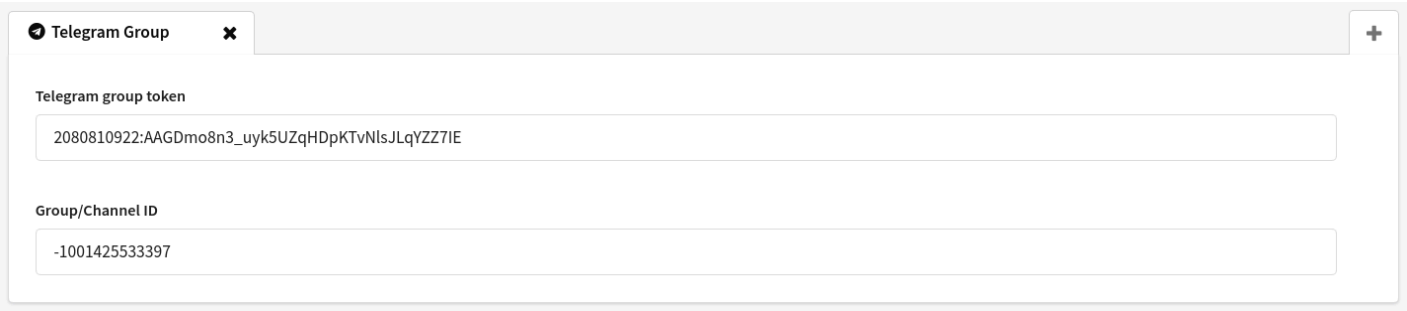
Step 3. Create a resource

Go to the «Resources» section create a new resource or select a pre-existing one. Use Telegram Group as a channel:



Add the necessary databases in the basic settings. Specify the default tracking domain that will process subscribers' clicks on the links in your Telegram Bot messages.

Add the bot token and group/channel ID copied from Telegram and save the resource:

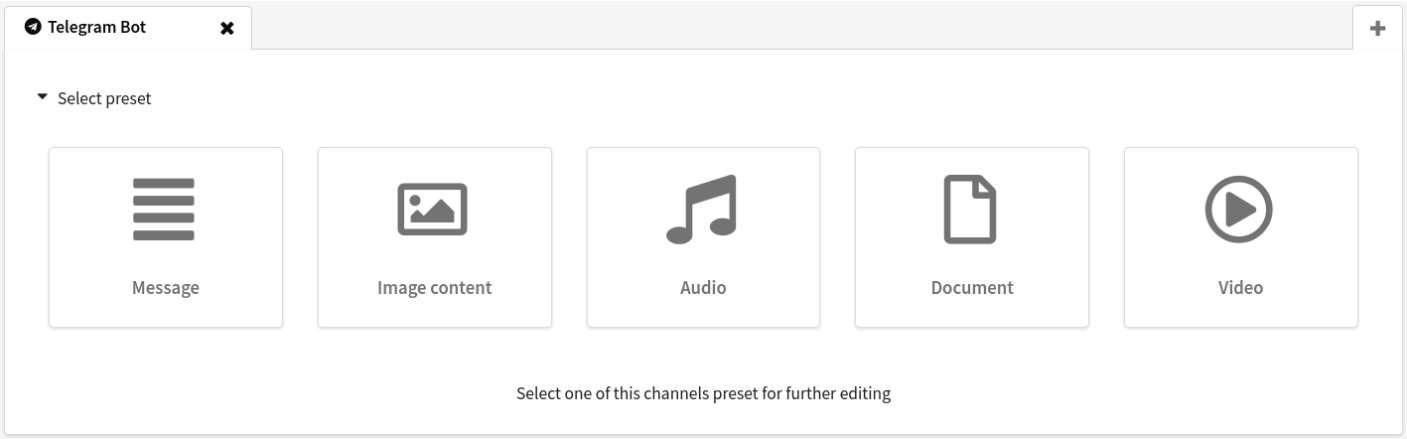


Now you need to import user data into the database by subscribing them to the resource.

Please note that the platform only sends messages. Subscriber data is collected and transmitted to the platform on the client side.

Step 4. Create a template

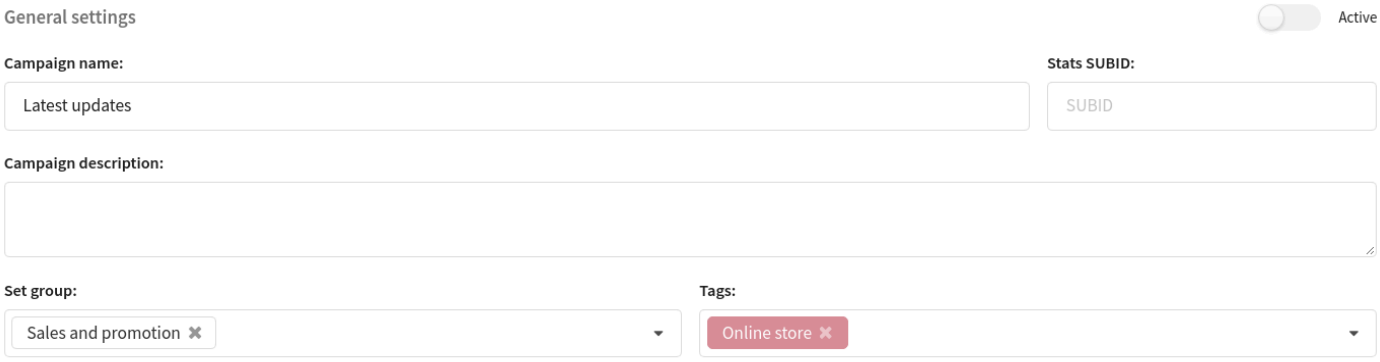
Go to the «Templates» section. When creating a new template, select the Telegram Bot channel and add this channel to a pre-existing template. Select the content type in the Telegram version of the template:



You can add data of a particular customer, as well as dynamic text content from external sources.

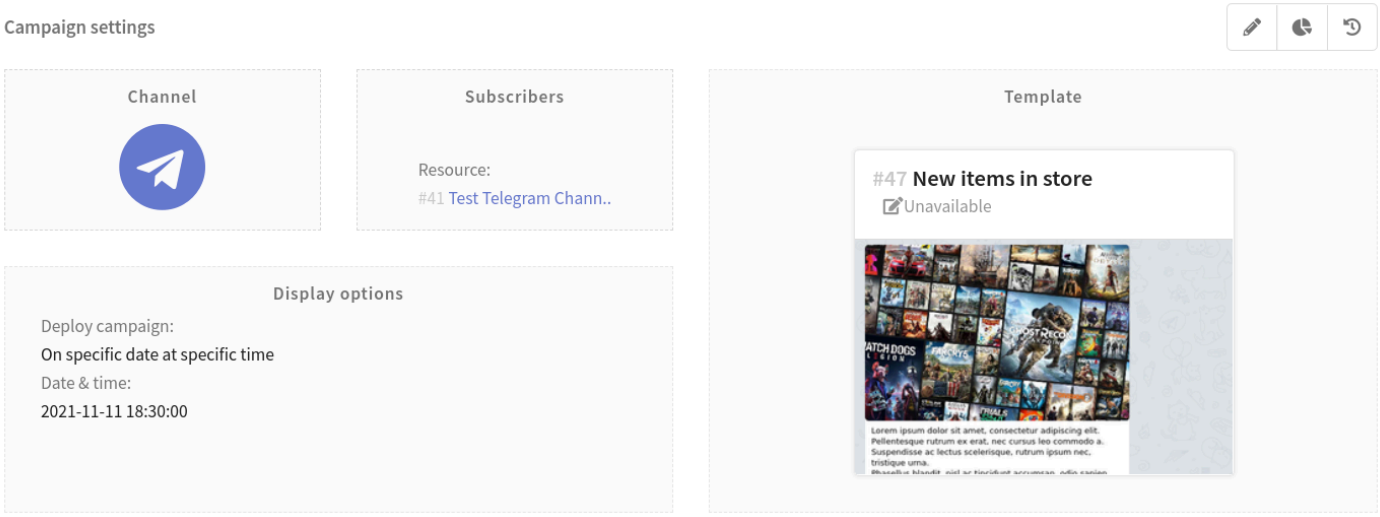
Step 4. Configure and launch a placement campaign

Open the section «Campaigns» and select «Placements». Create a new campaign.



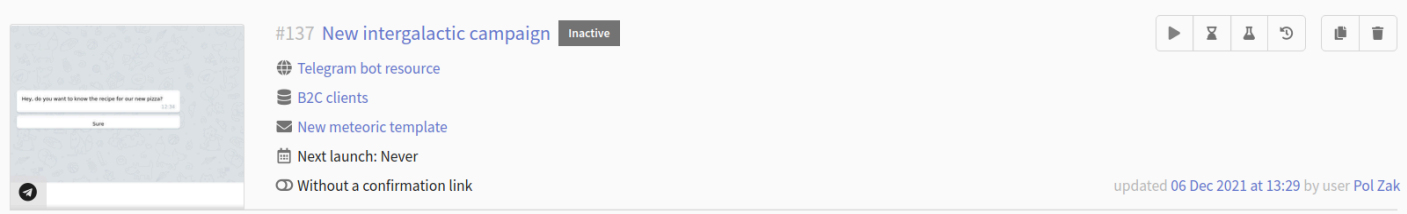
After filling in the basic settings, you need to:

1. **Choose Telegram Group as a communication channel.**
2. **Select a previously configured subscription resource.**
3. **Add a message template.**
4. **Add the date and time the post will be posted to the group.**



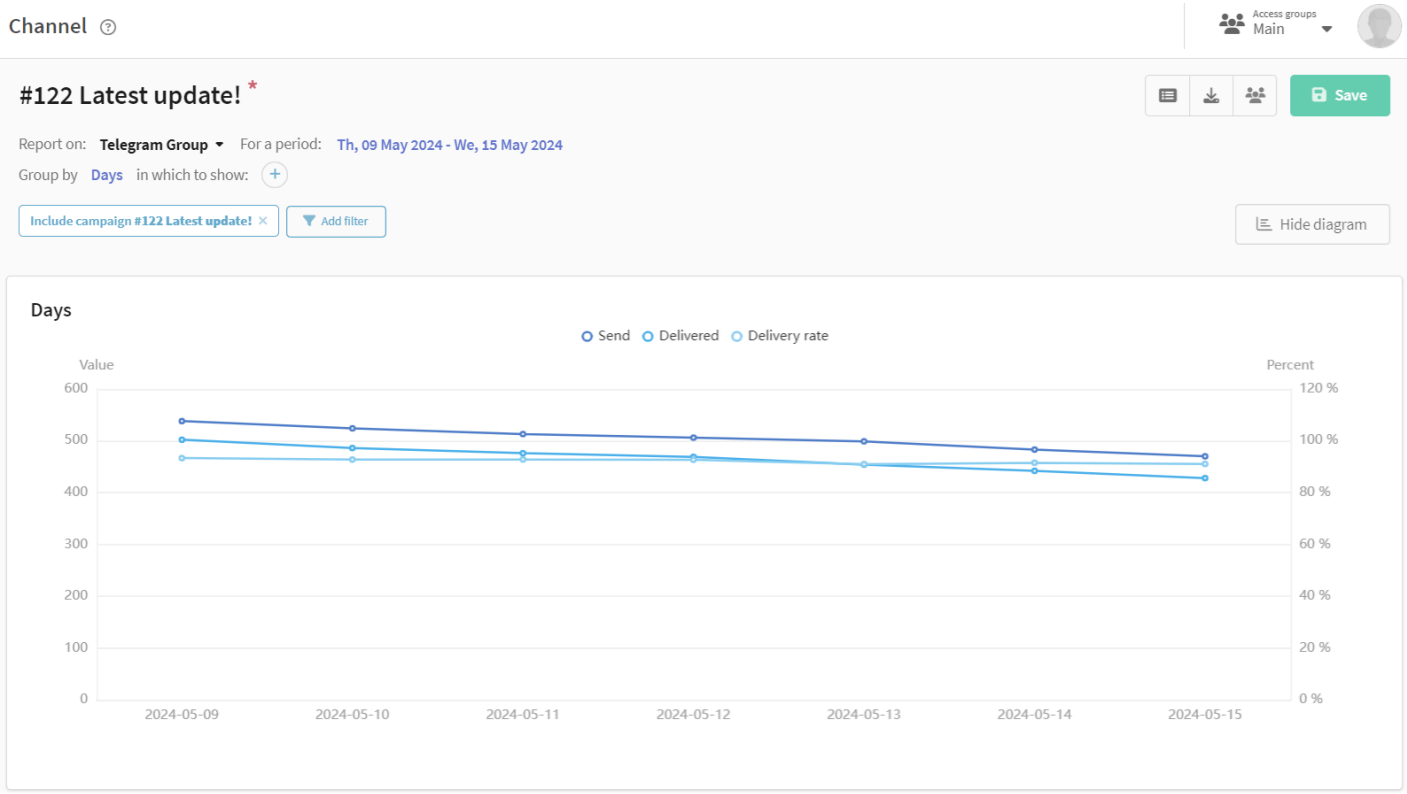
When the campaign is fully configured, save it. It will be displayed in the list of campaigns of the corresponding type. There is a quick action menu on the right side of each entry. By its means, you can activate your actual newsletter

:



Step 5. Evaluate the effectiveness of your newsletter

To evaluate the result of your newsletters, use the «Analytics» section in the main menu of the platform. A channel report provides the analysis of one or more campaigns.



To make grouping easier, you can select a preset of indicators for Telegram Group. You will see the data on the number of sent, delivered or undelivered messages in the table, as well as information on clicks and openings.

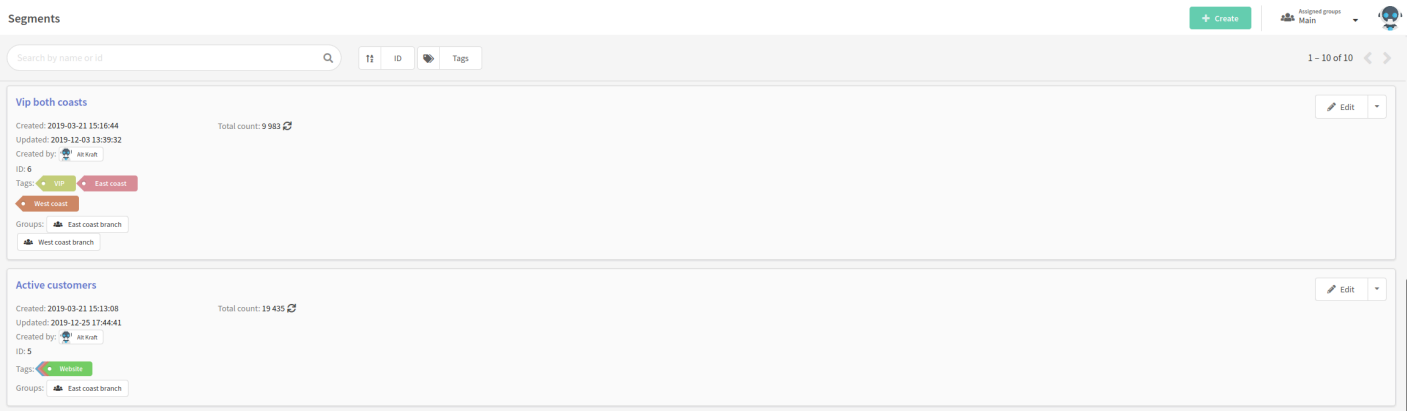
Segmentation

Segmentation

Description

	Segment is the database part, which includes profiles that fit certain conditions. After segment is created, it can be included into the campaigns as subscribers source.
	`<strong> Profiles segmentation</strong> allows to make targeted marketing campaigns. Selection`
	`depends on customers profile data, history of actions in messages, applications or on the website,`
	`or selection can be based on external sources queries, like SQL databases and web services API.`
	`</td>`
	`</tr>`

Select Data → Segments in the main menu, to start segments managing. For each segment, type and brief information will be displayed. Using context menu, you can make additional actions, like massively update segment profiles.



You can open existing segment, or create a new one by pressing + Create button at the top part of the page.

Segment types

Static segments

Static segment can be counted by selection from the database, but it will not be recounted automatically after saving. You can add profiles into the static segment manually, and remove profiles in the same way. You can use these segments when you deal with fixed customers groups.

Dynamic segments

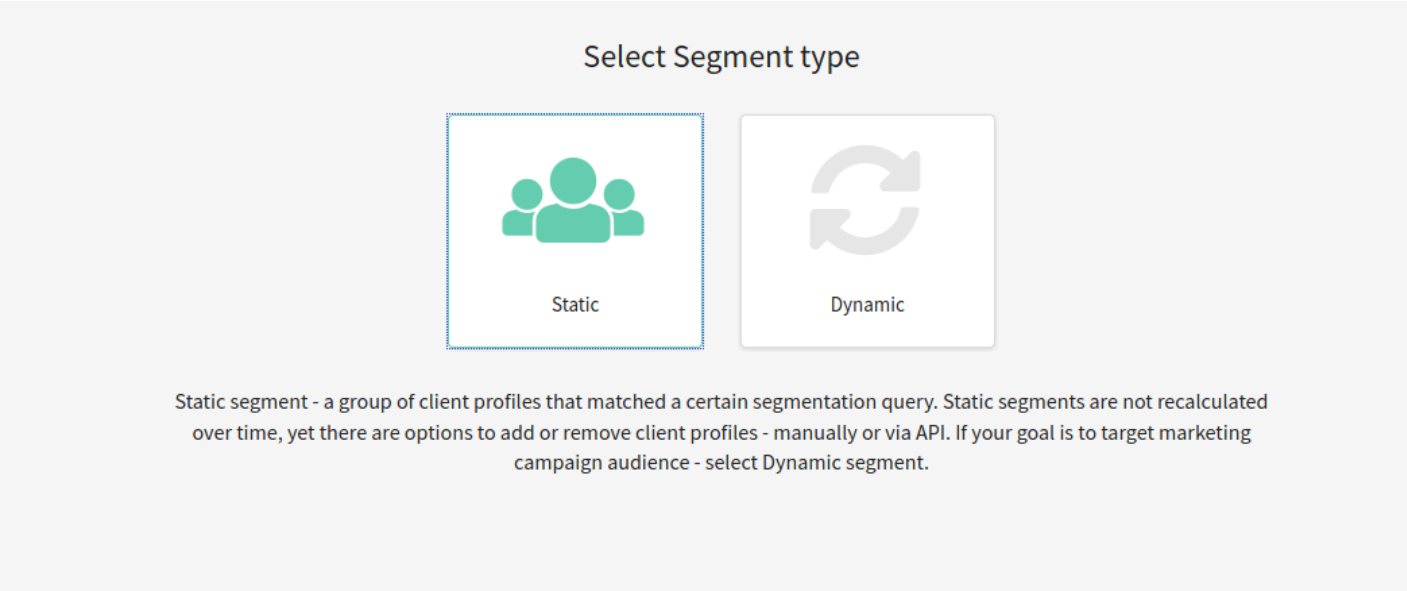
Dynamic segments are mainly used for targeting your marketing campaigns. Such segment does not save customers list, which fit segmentation conditions. Instead, the main thing which is saved is selection query structure. Counting is performed exactly in the moment of campaign launch - and actual information is used.

Static segments

Static segments

Description

Static segments allow you to deal with customers groups. You can add profiles into the segment manually or from the other segment. Also, you can remove profiles manually, or basing on other segments conditions. To create a static segment, press + Create in the segments list, and select Static:



General settings and actions

In general settings, enter Name and Description of the static segment, if necessary, set Access groups and Tags.

> **TIP**
>
> **Access groups and Tags can be used for grouping segments during external SQL tables synchronization.**



These actions are available at the top part of the segment editor:



— Add profiles by segment. Select existing segment, which profiles must be added into the segment you are working on.



— Remove profiles by segment. Select existing segment, which profiles must be added into the segment you are working on.



— Recount. Completely recounts static segment data.

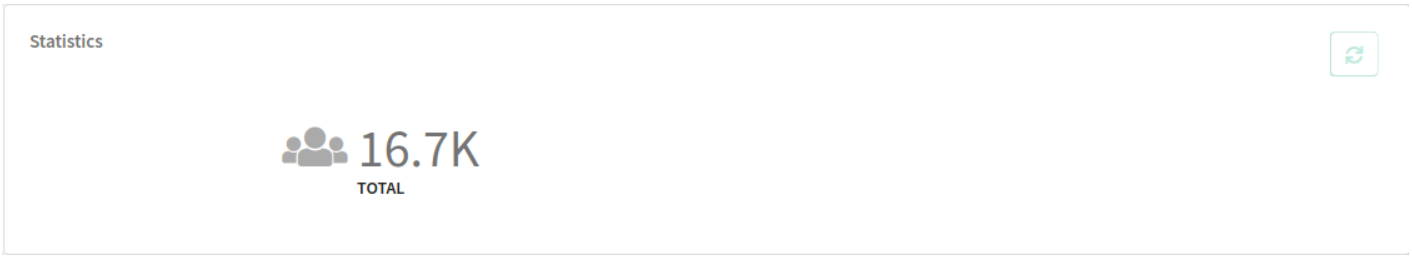


- View list of profiles. Allows to view the list of profiles included in the segment.

> **CAUTION**
>
> **If you Recount static segment — queries to the databases that were configured for it, will be used. Data from profiles, added or removed manually, will not be saved.**

Segment statistics

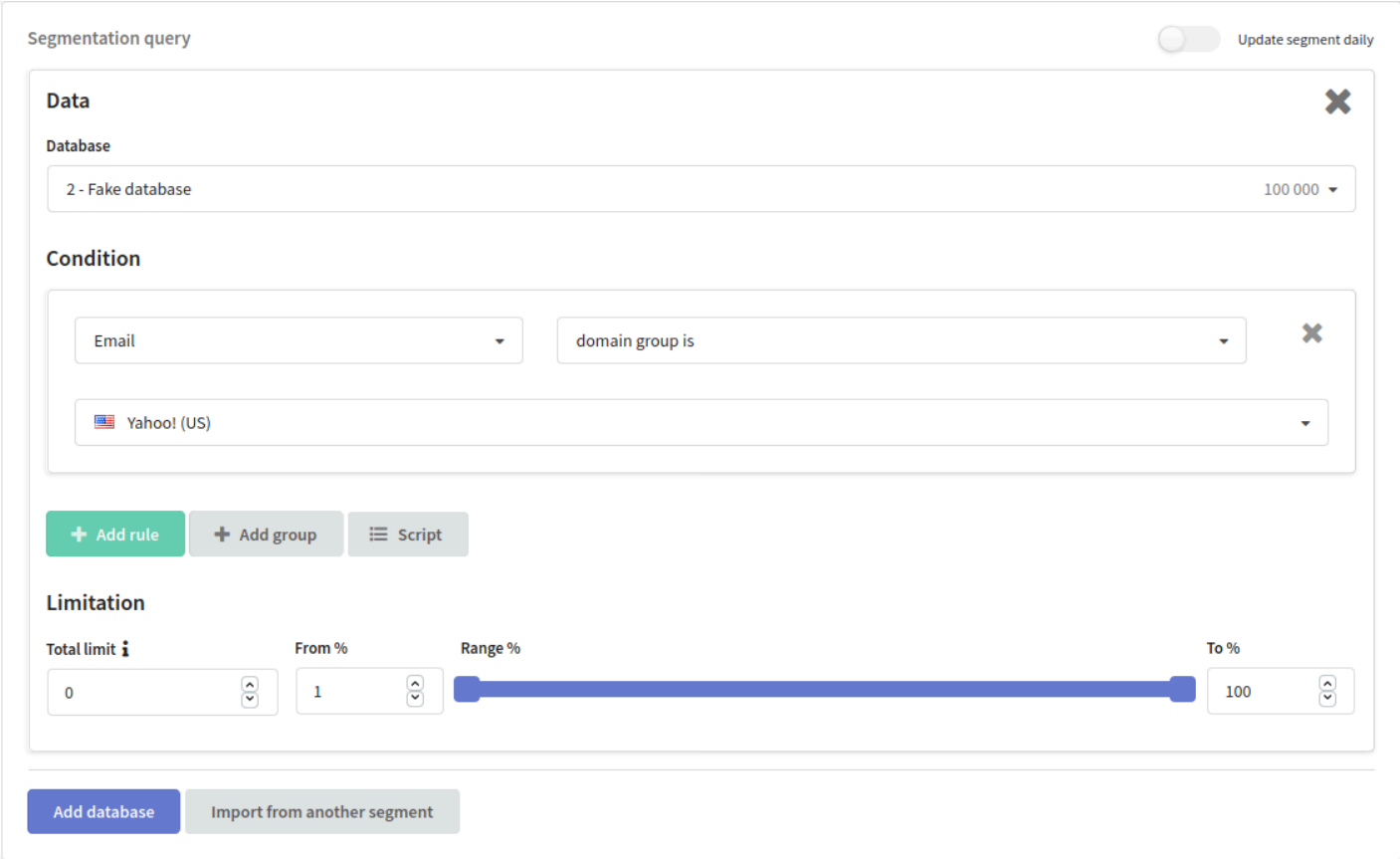
In the Statistics block, total segment profiles amount, and amount of profiles added in a week, is displayed. To update statistics, press the button at the top part of the page:



Profiles selection

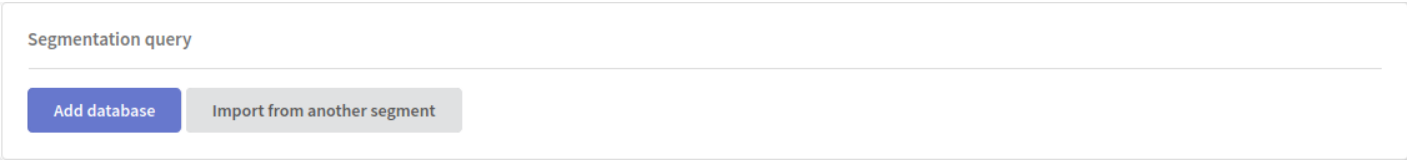
In the Segmentation query block, you can set profiles, that will be in the static segment in the first turn. Based on this query, the segment will be counted from start, if you select Recount segment action at the top part of the page.

If you activate Update segment everyday option, the static segment will be counted anew, every day at 23:59, according to the server time.



Databases and rules

Press Add Database button to start configuring selection, or to add another profiles source into the segment. Also, you can import and selection rules from the other segment:



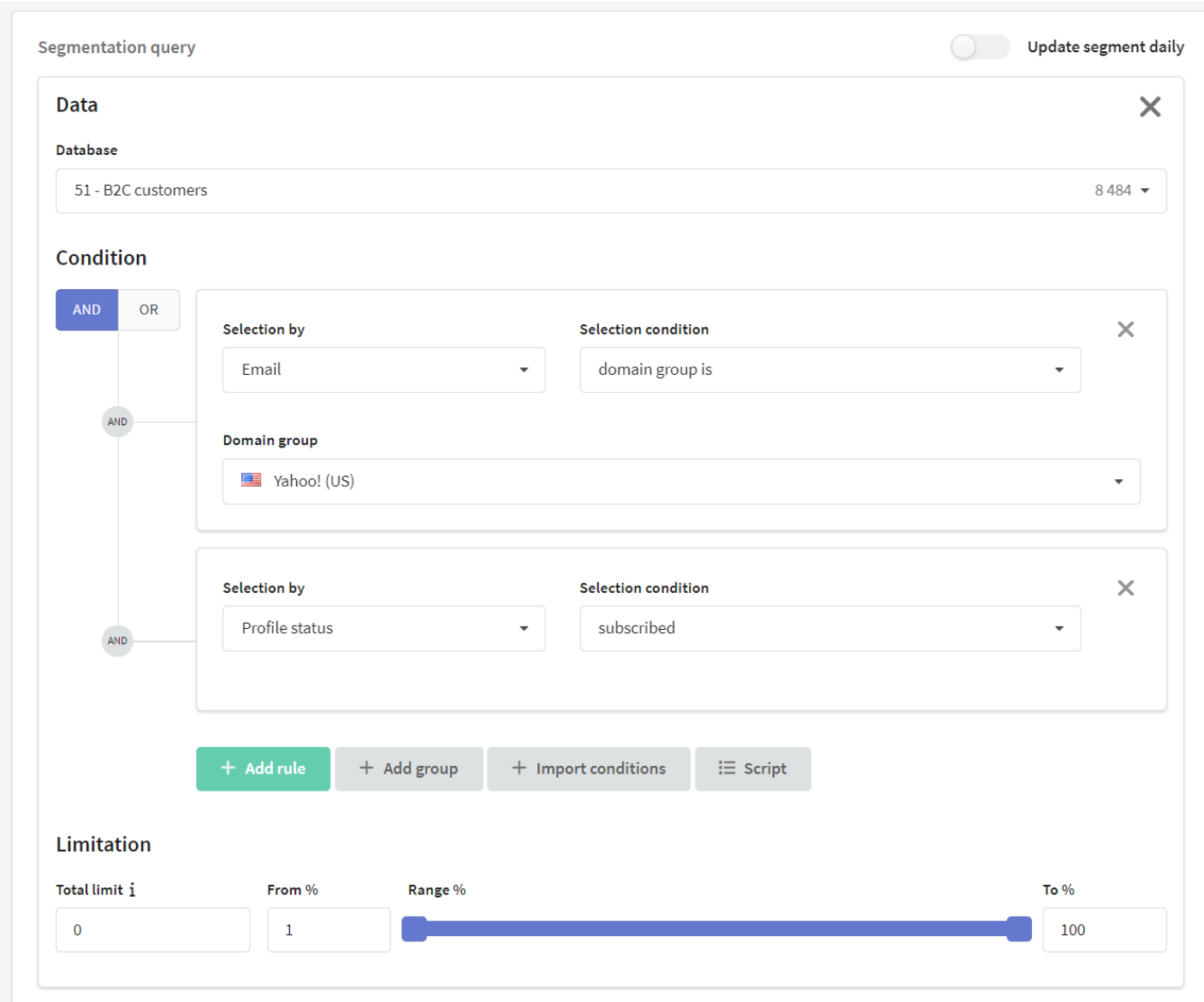
TIP

If you import conditions from another segment, only the conditions inside the elements will be imported. The top-level condition is not imported.

Select profiles base in the Database drop-down menu. For each database, you can set the Limitation, which can be fixed number or range. The query may contain rules or rules group, that have general conditions:

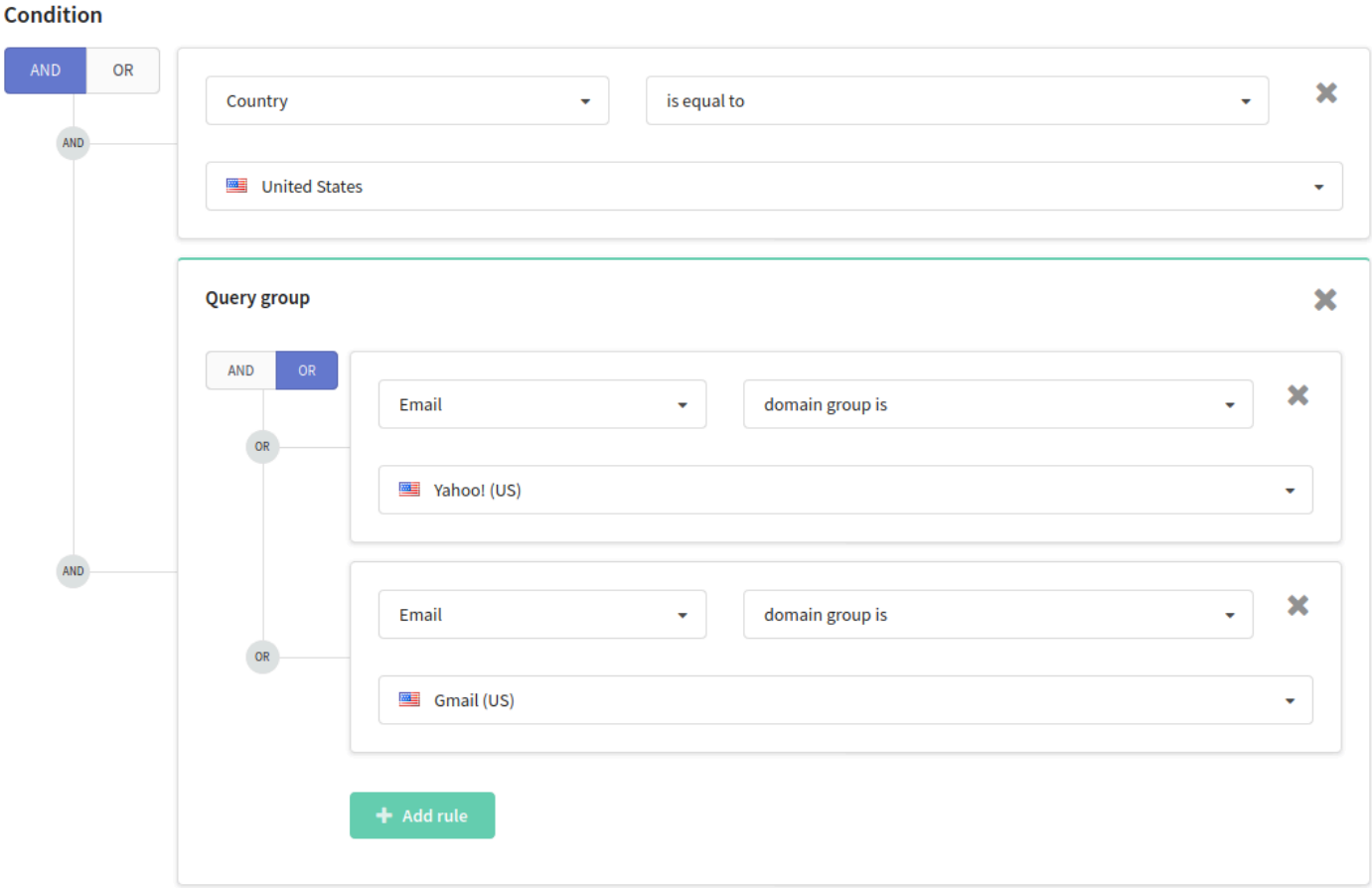
- **"AND" condition — subscribers, that fit all rules and rules groups, will be selected.**
- **"OR" condition — subscribers, that fit at least on rule or rules group, will be selected.**

To add rule or rules group, press appropriate button. To remove rule or rules group, press cross button in the right part of the tile.



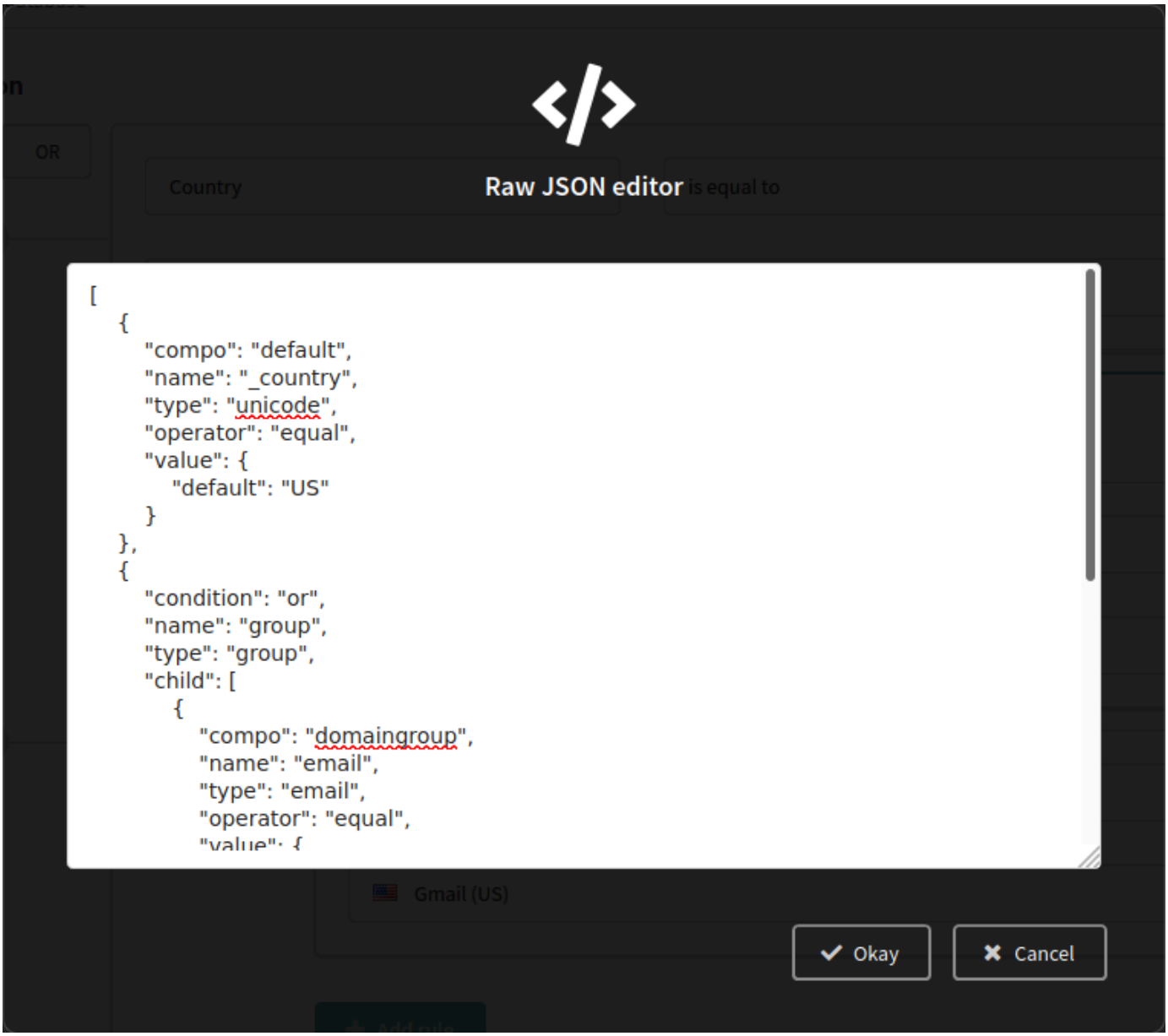
Rules group

Each rules group may contain several conditions, that can be counted by “AND” or “OR” operators. The rules group below selects subscribers, whose mail domain is Yahoo or GMail:



Script

You can create segmentation query manually, using built-in JSON editor. To do this, press Script button:



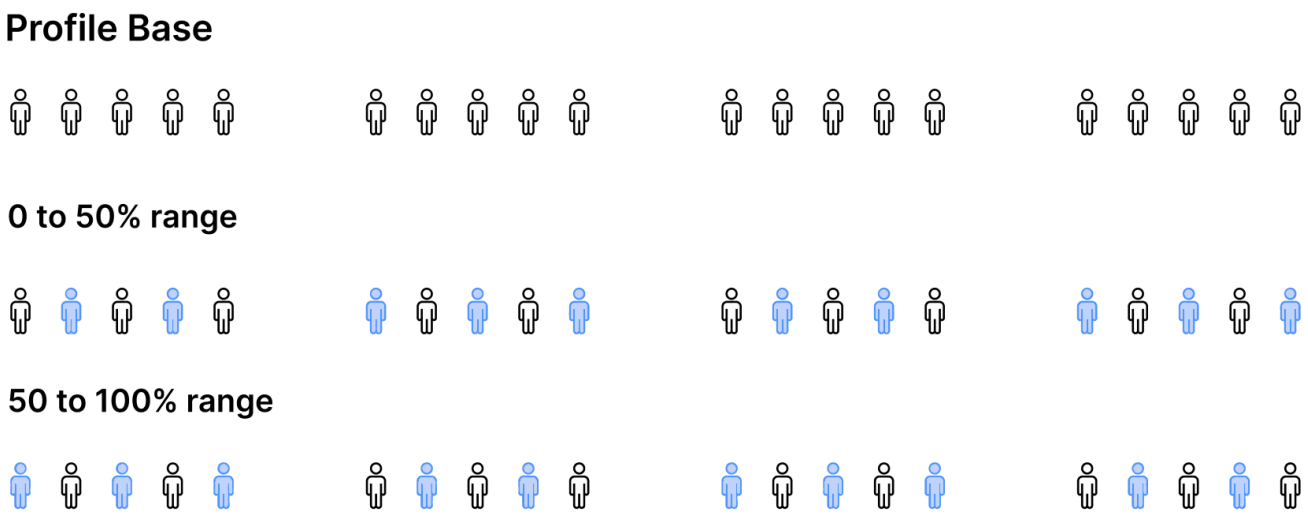
Segment limitation

- **Range defines the portion of the database to which segmentation conditions will be applied. By default, the range is set to 100%, meaning that if there are 1000 profiles in the database, segmentation conditions will be applied to all profiles in the database. For example, if you set the range from 10% to 50%, the conditions will be applied to approximately 400 profiles, evenly selected from the entire database.**
- **Total limit is the maximum number of profiles that can be included in the segment. For example, if 1000 profiles meet the segmentation conditions and the limit is set to 400, the segment will include the first 400 profiles from the selection. By default, limit is not set (zero value).**

Limitations set using the Range apply to the entire database. Limitations set using the Total limit apply to the result of the segment selection.

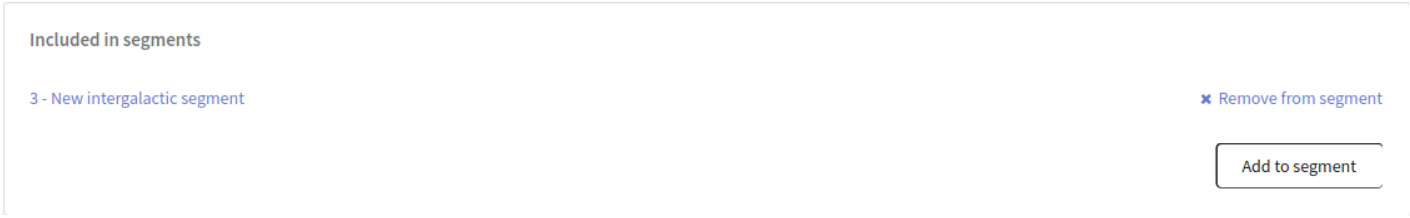


The platform assigns a specific range to specific users: the same range will always select the same people from the database, even when used across different segments. This means the selection is not random — each user is assigned a numerical value, and they are included in the segment only if that value falls within the defined range. This approach allows you to create non-overlapping selections by assigning different ranges (for example, the 0–20% and 80–100% ranges will never overlap). When new users are added to the database, they can also fall into the defined range with the same probability — for instance, 1 in 5 if the selected range is 20%.



Manual adding and removing profile

You can add certain subscriber into the static segment, or remove subscriber, manually. To do this, open subscriber Profile, go to History tab, and see Included in segments block. Here you can select segments for adding or removing subscriber:

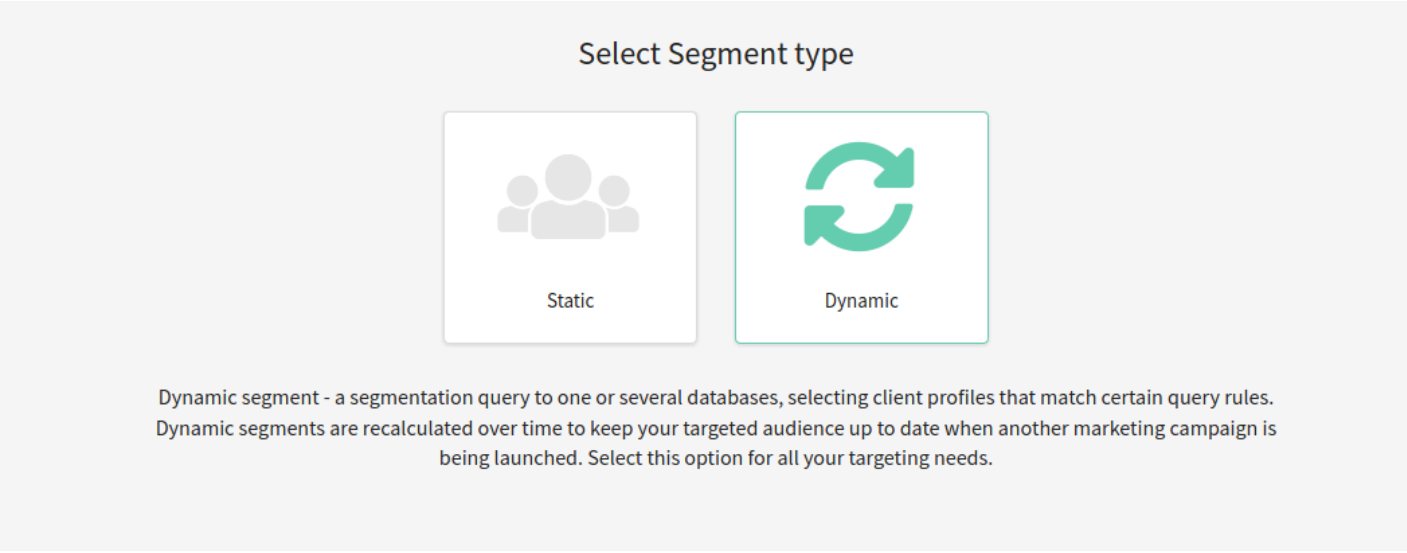


Dynamic segments

Dynamic segments

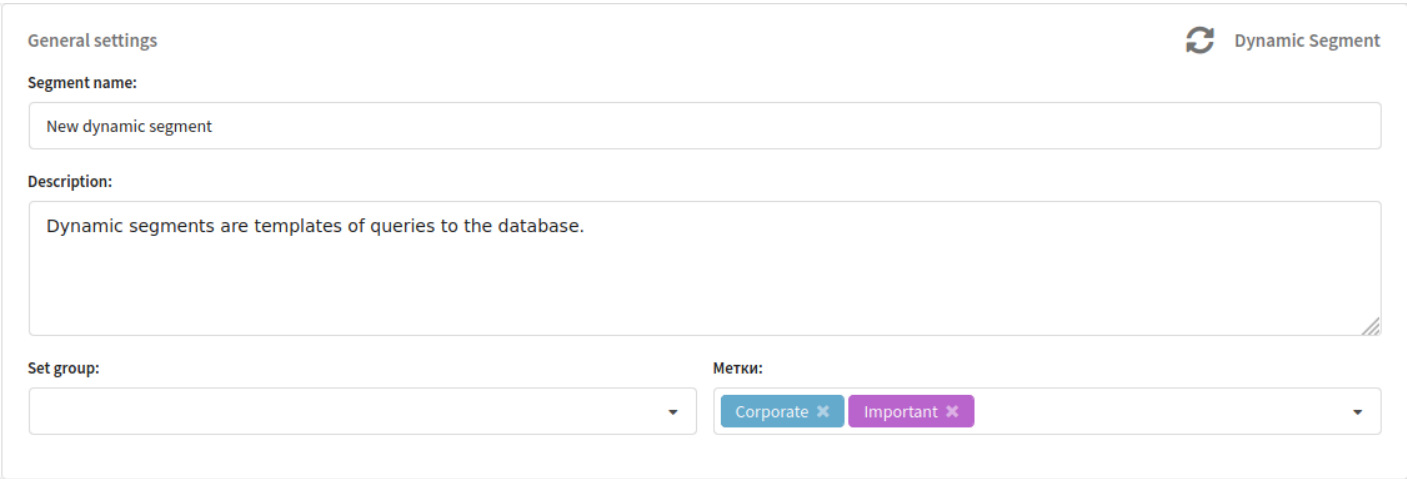
Description

Dynamic segments are set of rules, that will be used for selection in the moment of using the segment — like campaign launch. Thus, only actual information will be selected. To create dynamic segment, press + Create button in the segments list and select Dynamic type:



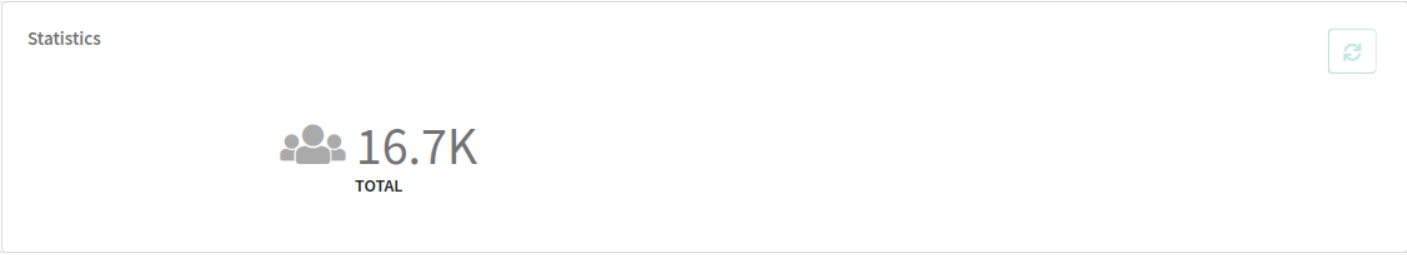
General settings

In the main settings, specify the name and description of the new segment, and if needed, set the access group, add tags and attributes for additional grouping.



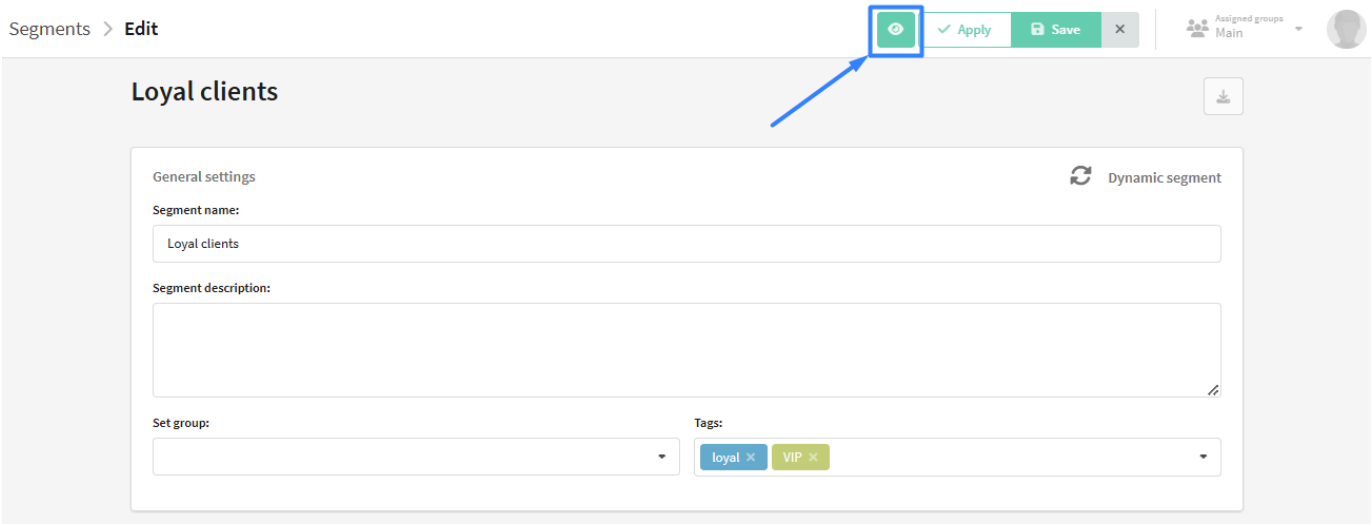
Segment statistics

In Statistics block you can see general amount of segment profiles, and amount of profiles added in a week. To update statistics, press the button at the top part of the tile:



TIP

The "Preview segment " button allows to view the list of profiles that are included in the segment.

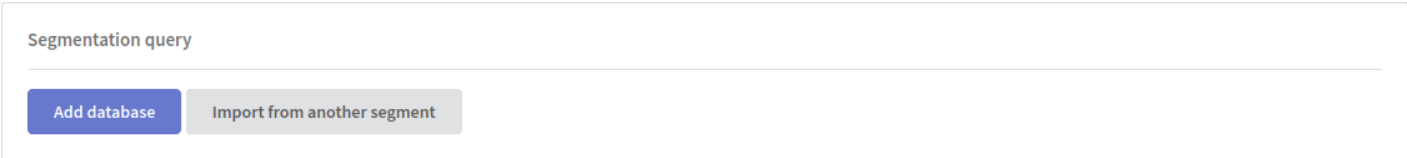


Segmentation query

Segmentation query is a set of conditions, that will be used for subscribers selection. This query may contain information from one or several databases. If you use custom fields for segmentation, these fields will be available for every database.

Databases and rules

Press Add Database button to start configuring selection, or to add another profiles source into the segment. Also, you can import and selection rules from the other segment:



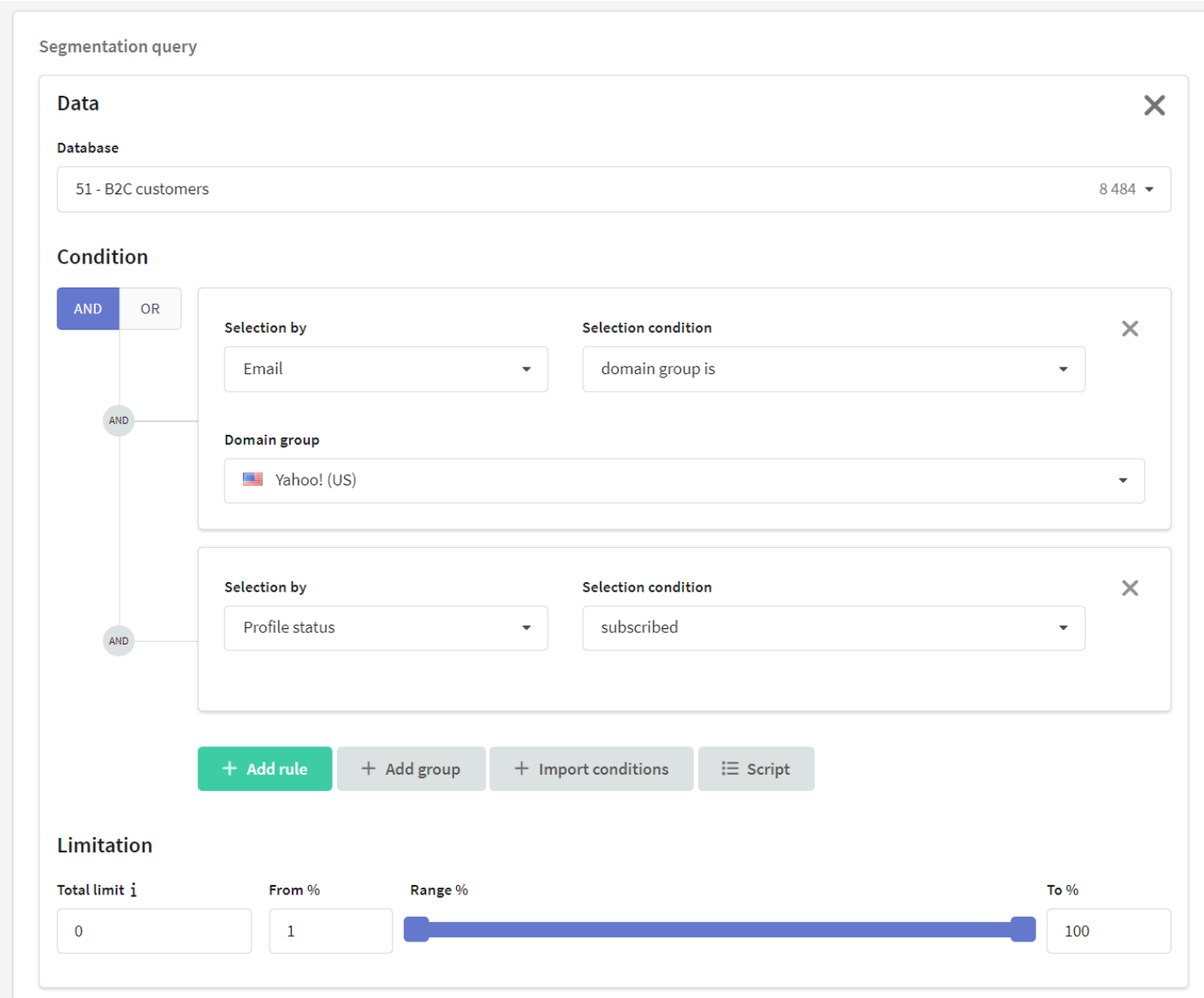
TIP

If you import conditions from another segment, only the conditions inside the elements will be imported. The top-level condition is not imported.

Select profiles base in the Database drop-down menu. For each database, you can set the Limitation, which can be fixed number or range. The query may contain rules or rules group, that have general conditions:

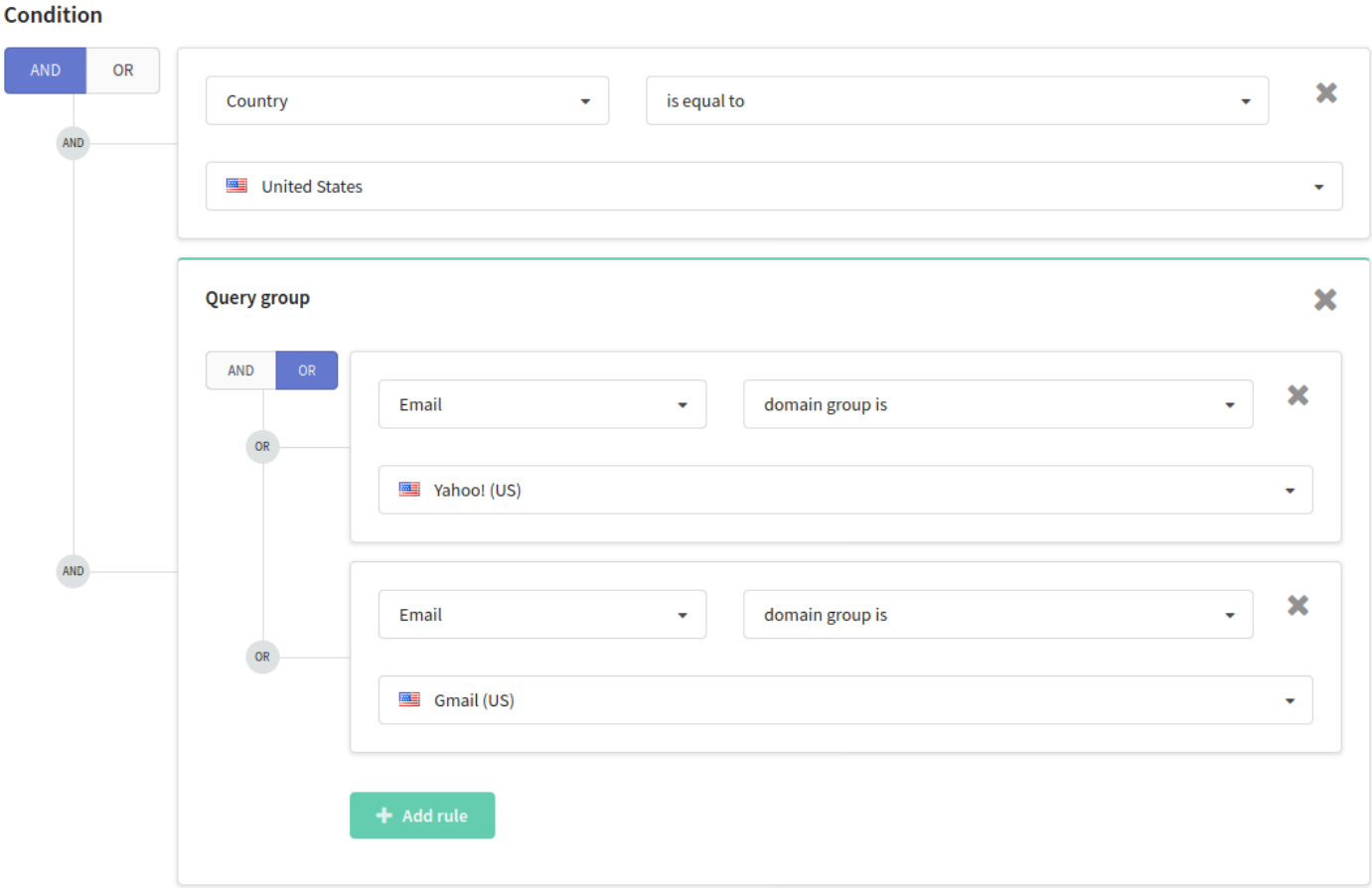
- **"AND" condition — subscribers, that fit all rules and rules groups, will be selected.**
- **"OR" condition — subscribers, that fit at least on rule or rules group, will be selected.**

To add rule or rules group, press appropriate button. To remove rule or rules group, press cross button in the right part of the tile.



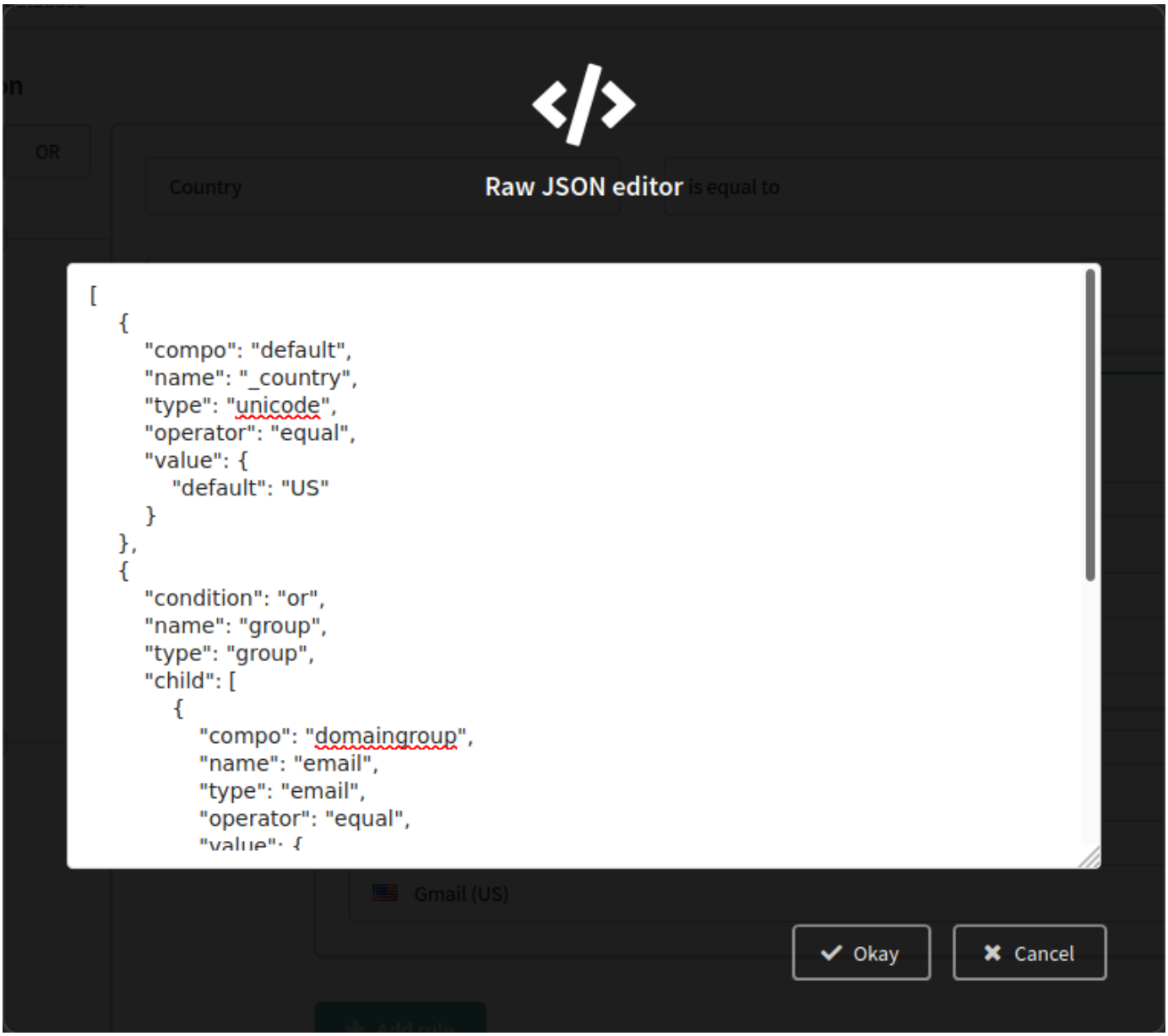
Rules group

Each rules group may contain several conditions, that can be counted by “AND” or “OR” operators. The rules group below selects subscribers, whose mail domain is Yahoo or GMail:



Script

You can create segmentation query manually, using built-in JSON editor. To do this, press Script button:



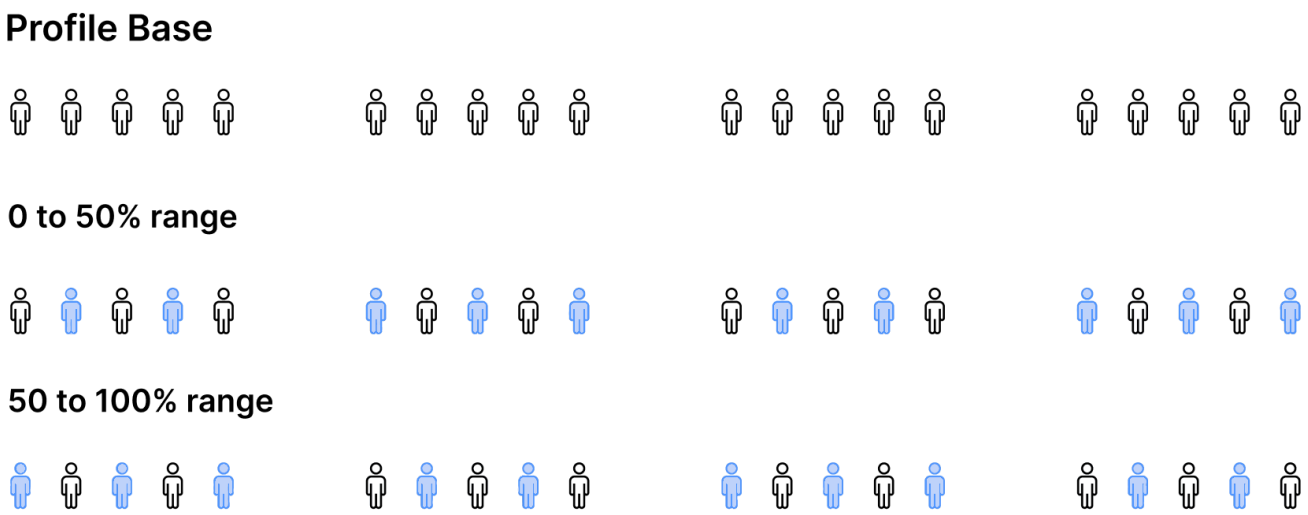
Segment limitation

- **Range defines the portion of the database to which segmentation conditions will be applied. By default, the range is set to 100%, meaning that if there are 1000 profiles in the database, segmentation conditions will be applied to all profiles in the database. For example, if you set the range from 10% to 50%, the conditions will be applied to approximately 400 profiles, evenly selected from the entire database.**
- **Total limit is the maximum number of profiles that can be included in the segment. For example, if 1000 profiles meet the segmentation conditions and the limit is set to 400, the segment will include the first 400 profiles from the selection. By default, limit is not set (zero value).**

Limitations set using the Range apply to the entire database. Limitations set using the Total limit apply to the result of the segment selection.



The platform assigns a specific range to specific users: the same range will always select the same people from the database, even when used across different segments. This means the selection is not random — each user is assigned a numerical value, and they are included in the segment only if that value falls within the defined range. This approach allows you to create non-overlapping selections by assigning different ranges (for example, the 0–20% and 80–100% ranges will never overlap). When new users are added to the database, they can also fall into the defined range with the same probability — for instance, 1 in 5 if the selected range is 20%.



Segmentation by main information

Segmentation by main information

Description

Segmentation by main subscriber information can exist in the following categories:

- **Segmentation by profile system fields, which are filled automatically**
- **Segmentation by standard and custom fields, which you can define in the database structure**

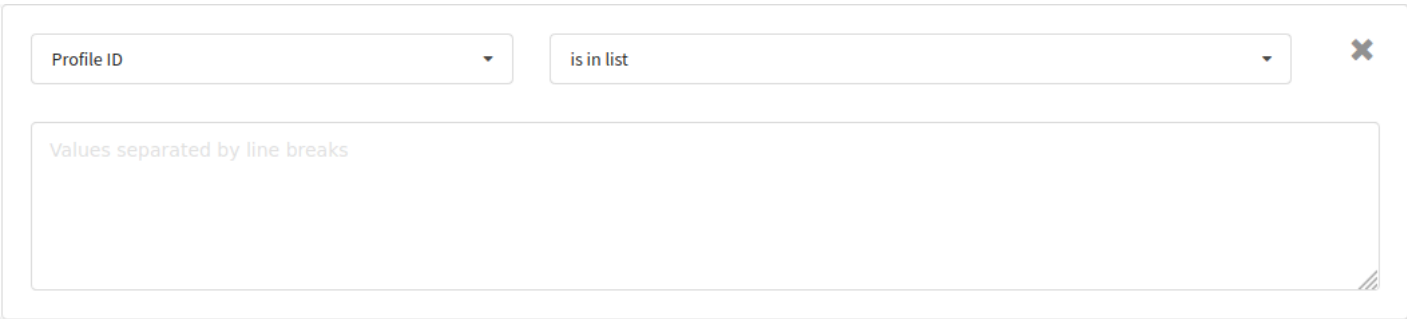
There are several field types in every Altcraft database, and each of them has its selection operator. For most fields, these operators are available:

- **Is equal to/Is not equal to — exact equality between subscriber field and segmentation rule. You can set the rule value manually, or select it from the list.**
- **Exists/Does not exist — the field can be active or not, for a certain profile. The existing field can be empty or contain the value of a certain type.**
- **Contains/Does not contain — if the profile field exists, it may contain the value of a certain type, or it can be empty.**
- **Is in file in column/Is not in file in column — Using this operator, the rule looks for field accordance in the table file (CSV, xls) column, which can be attached to the segmentation rule.**
- **Is in data table/Is not in data table — Using this operator, the rule looks for field accordance in the query to the SQL database.**
- **Is in a field of post url response/Is not in a field of post url response — Using this operator, the rule looks for field accordance in the answer of post method query to external API.**
- **Is in list/Is not in list — Using this operator, the rule looks for field accordance in the list, that you can set in the values field. The values must be defined with a line break (pipe).**

Segmentation by system fields

The next data categories are used as system data for segmentation:

- **Status — it contains only the Profile status field, which defines the general ability to communicate with customers. To use it for segmentation, select status from the drop-down menu.**
- **Identifier — it contains only the Profile ID field, which is unique for every customer profile. The next options are available for segmentation: Is equal to/Is not equal to, Is in a file in column/Is not in a file in the column, Is in data table/Is not in the data table, Is in a field of post url responce/Is not in a field of post url responce, Is in list/Is not in list:**



- **Browser — it contains two fields: Browser and OS. These fields are filled automatically when the customer opens the letter in browser mail, or after certain action on the website. User-agent is used as a header. The next options are available for segmentation: Is equal to/Is not equal to, Is in file in column/Is not in file in column, Is in data table/Is not in data table, Is in a field of post url responce/Is not in a field of post url responce, Is in list/Is not in list:**

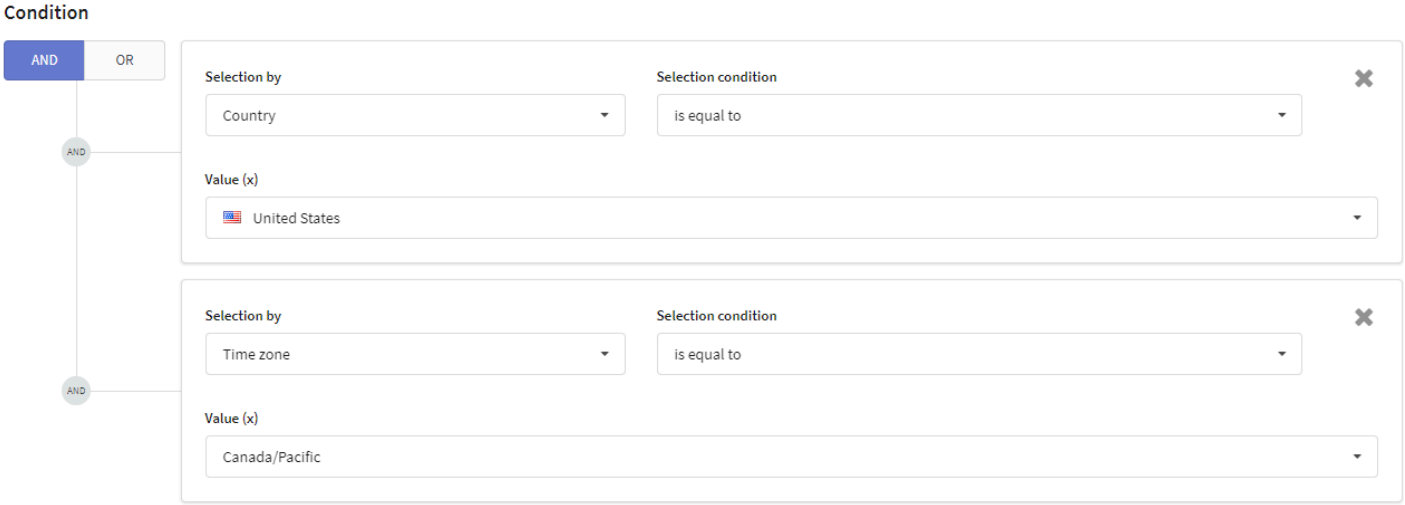


Segmentation by location data

Customers' location data can be recorded manually (e.g. registration information) or automatically: each time your recipient opens or clicks through a message, the following information is retrieved from customer's IP address:

- **Country**
- **Region**
- **Time zone**
- **City**
- **Zip code**

All these data can be used in location segmentation queries:



Segmentation by standard and custom fields

In Altcraft, main and custom fields are divided into seven types, based on stored data:

- **Line**
- **Number**
- **Float**
- **Date**
- **IP**
- **Tags (several string values in one body)**
- **Boolean — logical yes/no**
- **Enum — selection of one from several values**
- **Object**
- **Array of objects**

Some standard fields, like Email, have special segmentation operators set. For the Country field, only a standard set of operators is available.

TIP

Email field is used for profile identification, but it has a set of operators related to email domains and domain groups.

TIP

You can find detailed information about the types of fields in the database and the allowed values in this article.

Line

In string fields, any values can be written: letters, numbers, special symbols. The following fields are defined as line ones: First name, Last name, Reg URL, City, Region, ZIP code, Vendor source. For line fields, these additional operators are available:

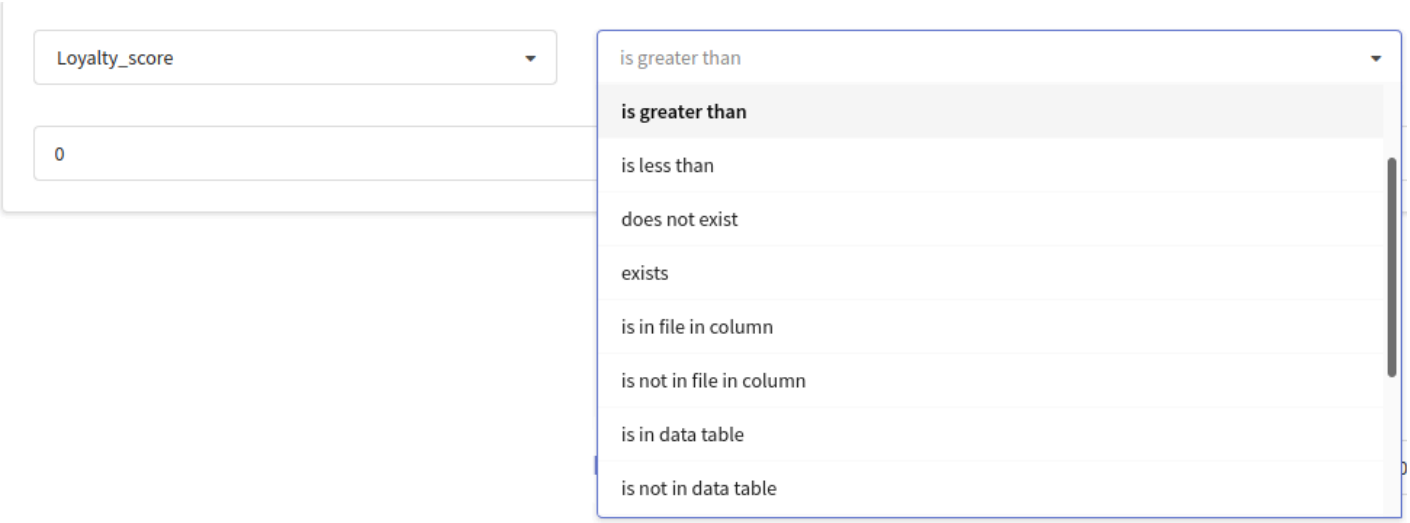
- **Starts with — search by field value start**
- **Contains/Does not contain — search by field value part. This search is not case-sensitive, unlike the "Equal to/ Not Equal to" field. Search by this operator (especially Does not contain) takes a big amount of system resources.**

NOTE

Standard field Phones has the same segmentation rules set, as line fields. But this field can store only phone numbers in +71234567890 format.

Integer

Number fields may contain positive and negative integers. You can create such fields in the database structure if you need to store number values and compare them during segmentation. These operators are available:

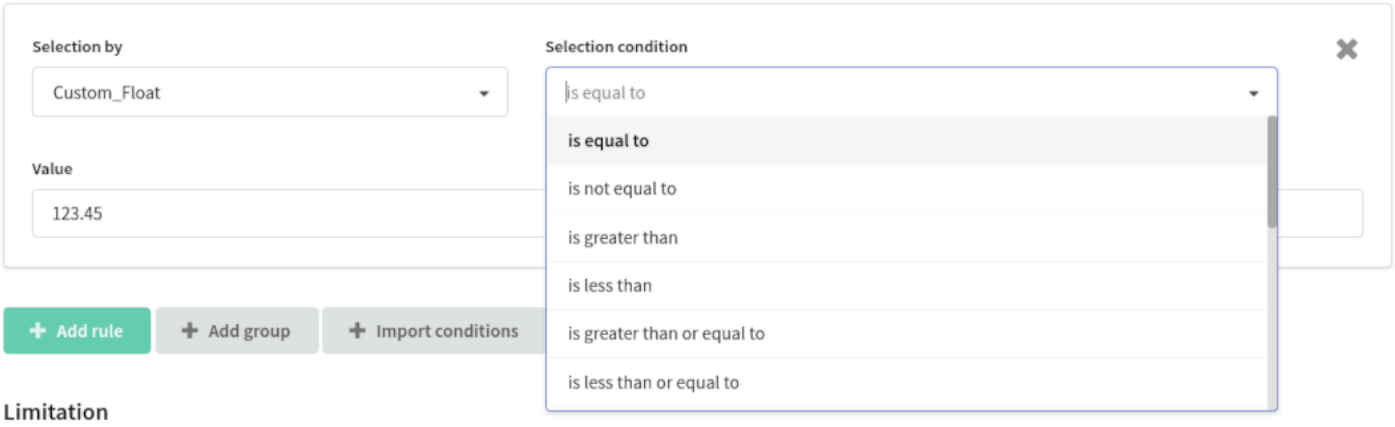


TIP

If you want to select subscribers, which have field value more (less) or equal, create a rules group: first with the equal operator, second with the more (less) operator.

Float

Float fields may contain positive and negative decimal numbers. You can create such fields in the database structure if you need to store number values and compare them during segmentation. These operators are available:

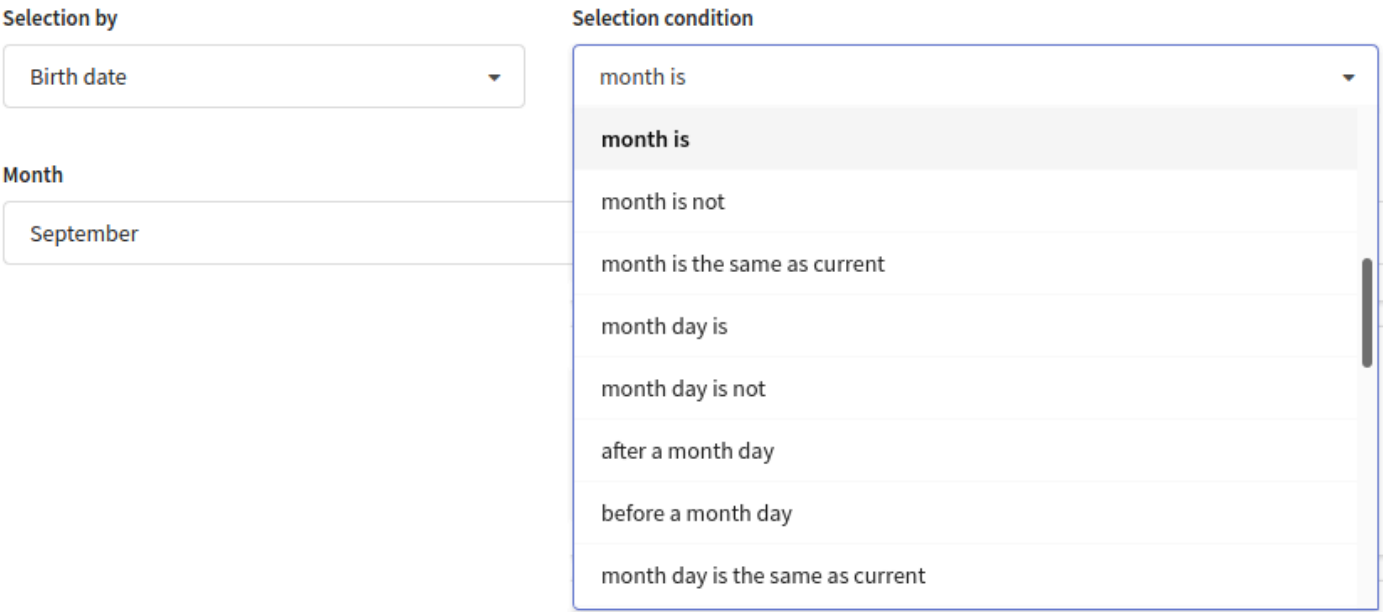


Limitation

Date

Date type fields may contain a date RFC 3339 format. For example, `2018-02-22T21:00:00Z`. The standard fields of this type are Reg date and Birth date. Custom fields can be used to store information like service start and ending dates. Additional operators set can be used for these fields:

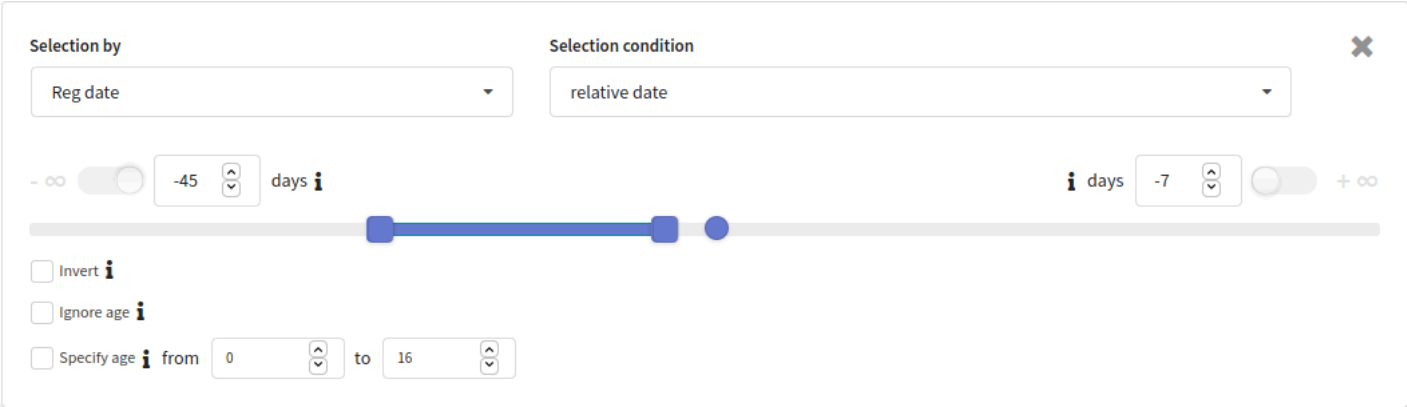
- **Is greater than/Less than — Fields with date after or before selected date, will be selected.**
- **Is in a date range — Fields with date that fits selected period, will be selected.**
- **Relative date — Fields that are related to moment in past or future, will be selected.**
- **Month is/Month is not — Fields that contain selected month, will be selected.**
- **Month is the same as current — Fields that contain current month, will be selected.**
- **Month day is/is not/after month day/before month day — Fields will be selected relatively to month start.**
- **Month day is the same as current — Fields that contain current day from month start, will be selected.**
- **Day and month are/are not/after/before a day in the month — Fields will be selected by month and day from its start, not depending on year.**
- **Day and month are the same as current — Fields that contain same day and month as current, will be selected. This operator is suitable for selecting birth days, and other important dates.**



TIP

Dynamic segmentation by date field is suitable for trigger messages, that remind the customer of service prolongation. In this case, you will need to configure daily regular campaign by this segment.

Example of segmentation by relative date



TIP

Segmentation by relative date allows you to select profiles by some field with date that relates to present time according to selected options. For example, profiles with the registration date in the range from 45 to 7 days before the present moment will be selected by the segmentation rule on the picture.

IP address

IP addresses and IPv4 format are stored in these fields. The standard fields of this type are IP and Reg IP. Using these fields, the platform can automatically define geolocation during profiles import, if the necessary option is activated. For IP addresses, the following operators are available: is equal to/is not equal to, exists/does not exist:

INFO

You can use search by network mask:

Is equal to — searches subscribers with IPs, that fit certain subnet.

For example: `"IP is equal to 127.0.0.1/25"` finds IP addresses from 127.0.0.1 to 127.0.0.126

Is not equal to — searches subscribers with IPs, that does not exist in certain subnet.

For example: `"IP is not equal to 127.0.0.1/26"` finds IP addresses from 127.0.0.63 to 127.0.0.254

If you want to search by IP range, make two rules and make them common with “AND” operator.

For example, `"IP is equal to 127.0.0.1/25" AND "IP is not equal to 127.0.0.1/26"` find range from 127.0.0.63 to 127.0.0.126.

Tags

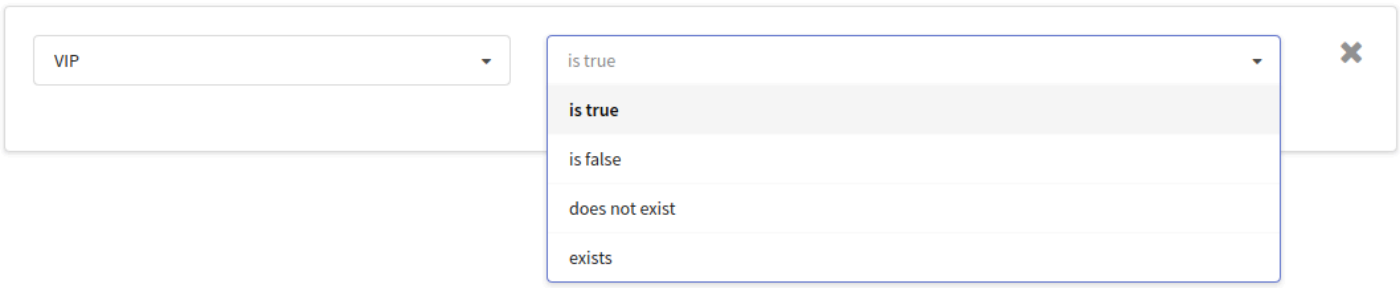
This field is a list of lines, divided by commas. Tags can be, for example, products purchased by a customer - or other information that can be updated with new data.

These tags segmentation operators were created to match values in the list with values in profile fields:

- **Contains one of — the rule will select profiles that contain at least one value from the list.**
- **Contains none of — the rule will select profiles that do not contain any values from the list.**
- **Contains all of — the rule will select profiles that have all values, selected in the rule.**
- **Contains not all of — the rule will select profiles that do not have some of the values, selected in the rule.**

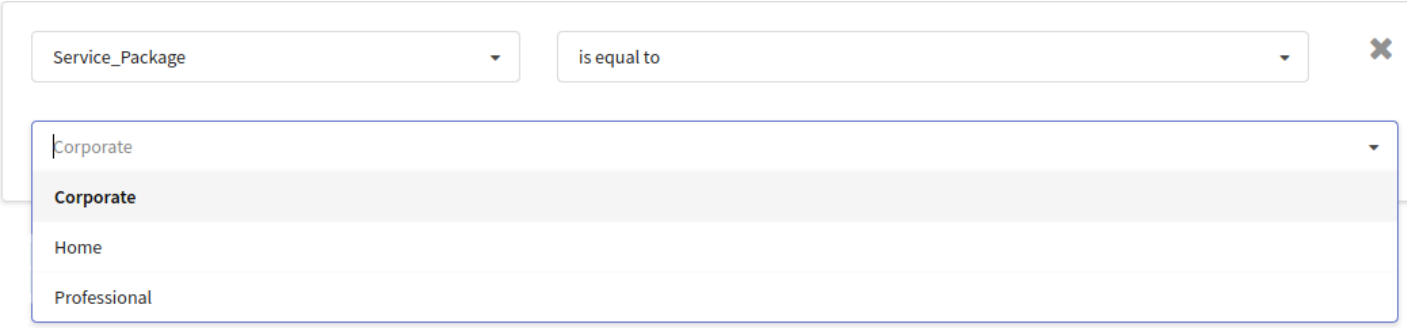
Boolean

This field contains logical YES/NO (true/false). Segmentation by these fields is convenient when you want to find, if the customer has certain status, product or characteristics. Field values can be used as operators:



Enumeration

This field may contain one of the pre-set values. Values can be set during database edit, and only one value, that excludes the others, can be set. In standard fields, there is a Gender field, which has this type. Because values are pre-set, segmentation operators can only compare the value with one from the list, or check, if this field exists in subscriber profiles:



Object

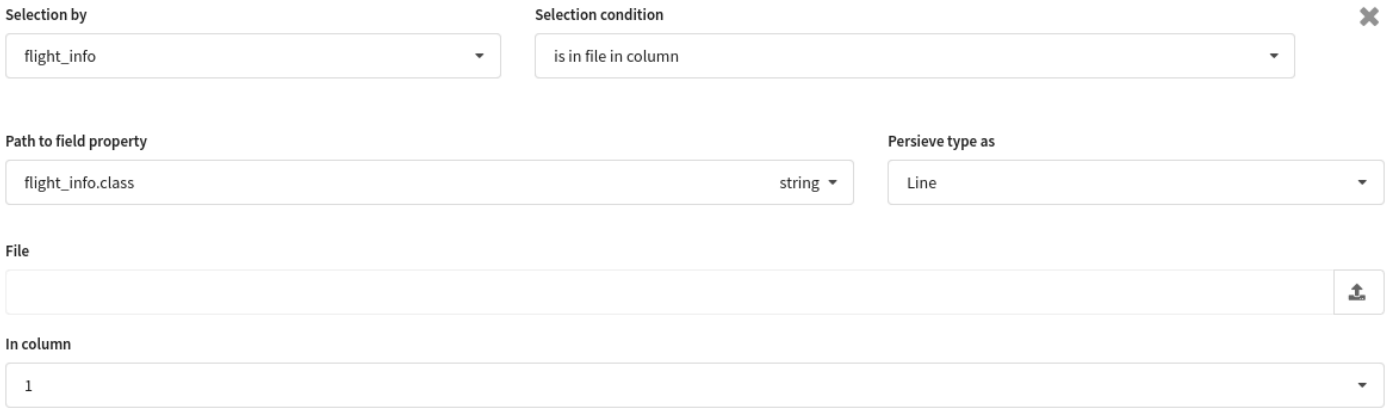
The field stores undefined data. For example, a set of flags or complex data structures.

Select the field from which you want to use data for segmentation. Next, specify a selection condition. The following conditions for selection are available for object:

- **Exist/Does not exist**
- **Is in file in column/Is not in file in column**
- **Is in data table/Is not in data table**
- **Is in a field of post url response/Is not in a field of post url response**
- **Is in list/Is not in list**

Specify the path to a specific field property where necessary. Available properties will be displayed in the drop-down list. You can also specify the path to the property manually.

The type of the property will be set automatically, but you can change it by changing the value in the field «Perceive type as».



Array

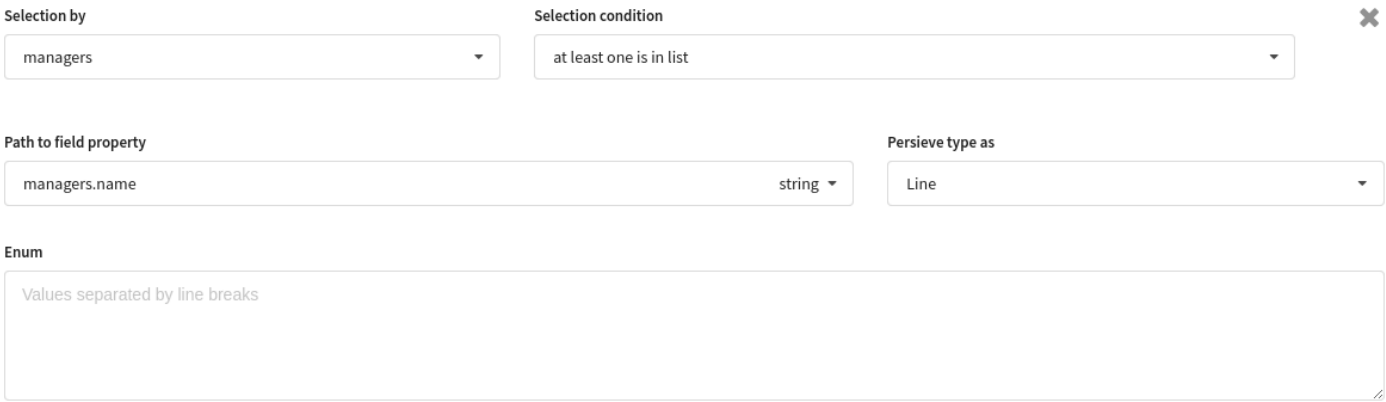
The field stores a subtable, which, for instance, may contain a list of managers, contracts, etc.

Select the field from which you want to use data for segmentation. Next, specify a selection condition.The following conditions for selection are available for object:

The following conditions are available for array:

- **Exist/Does not exist**
- **All are in file in column/at least one is in file in column**
- **All are in data table/at least one is in data table/Is not in data table**
- **All are in a field of post url response/at least one is in a field of post url response/Is not in a field of post url response**
- **All are in list/at least one is in list/Is not in list**

Where necessary, specify the path to a specific field property. Available properties will be displayed in the drop-down list. You can also specify the path to the property manually. The type of the property will be set automatically, but you can change it by changing the value in the field «Perceive type as».



Segmentation by subscriptions

Segmentation by subscriptions

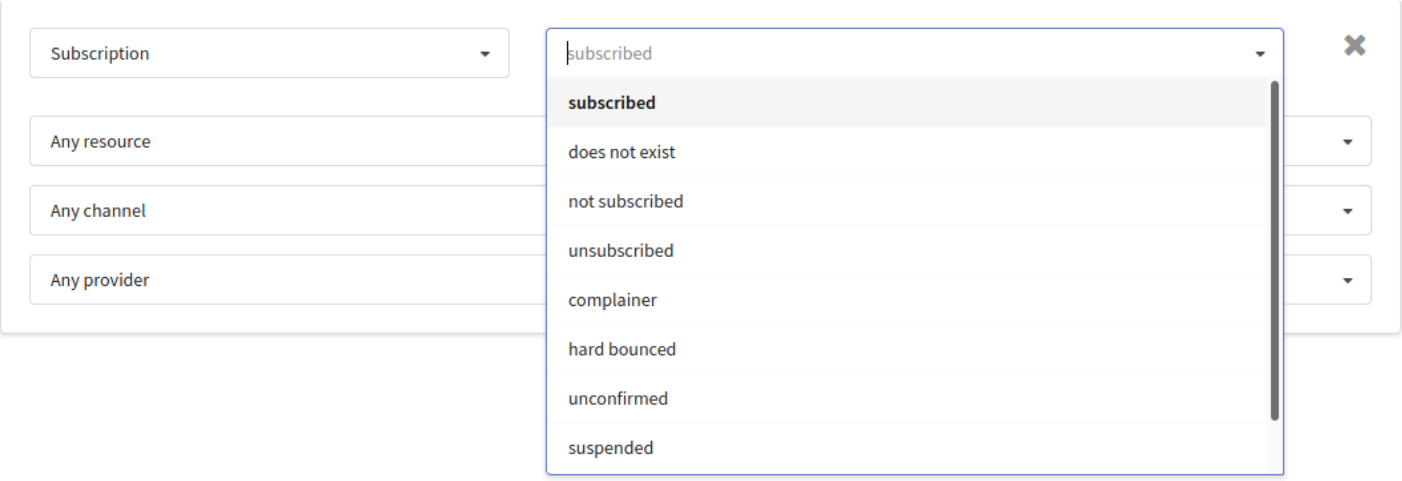
Description

Segmentation by subscriptions is convenient, when you need to set ability to communicate with customers by certain channels within several resources. When you organize omni-channel marketing campaigns, selection by subscriptions allows you to configure your mailings precisely.

Subscription

Segmentation by subscription allows you to select profile, which are subscribed to certain resource or channel, or select profiles by subscription status. The following operators are available:

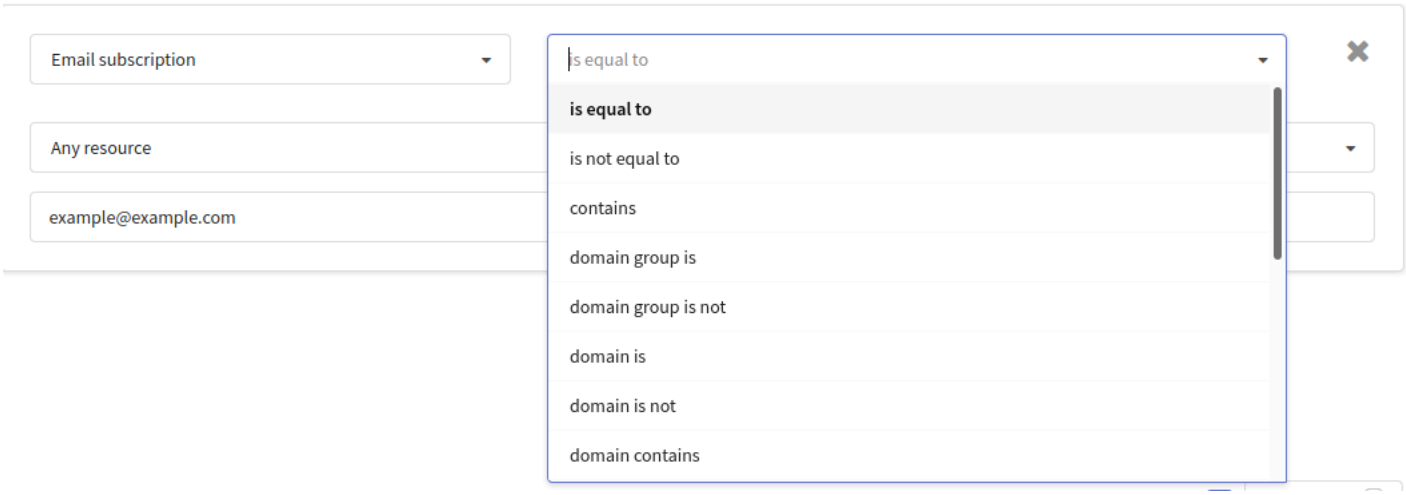
- **Does not exist — rule will select profiles, that do not have subscription to certain resource or channel.**
- **Subscribed — rule will select profiles with active subscriptions to selected resource or channel.**
- **Not subscribed — rule will select profiles, which have subscription to selected resource and channel, but subscription status does not allow to send messages to the customer.**
- **Unsubscribed, complainer, hard bounced, unconfirmed, suspended, not valid — rule will select profiles according to subscription to selected resource and channel status.**



Email subscription

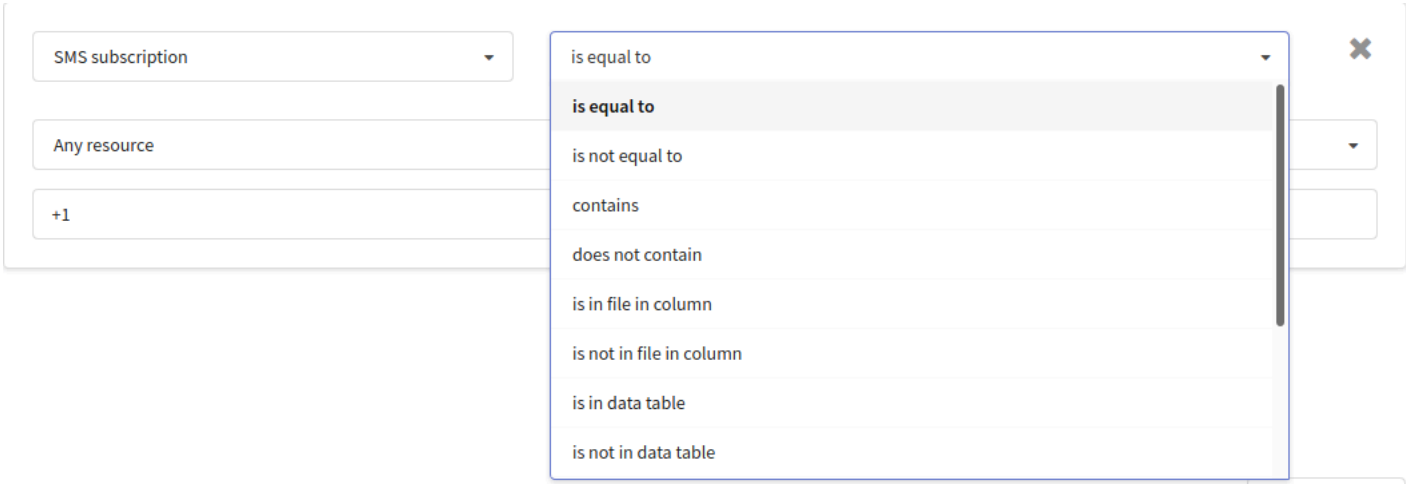
This is segmentation based on email subscription. It allows you to select subscribers groups by email provider, or find another certain data. The following operators are available:

- **Is equal to/Is not equal to — rule will look for exact accordance of email address in subscription.**
- **Contains — rule will perform search by part of email address.**
- **Domain group is/Domain group is not — rule will select email addresses of selected domain group.**
- **Domain is/Domain is not/Domain contains - rule will perform search by email domain or its part.**
- **Standard operators used to search subscriptions data in lists and external sources.**



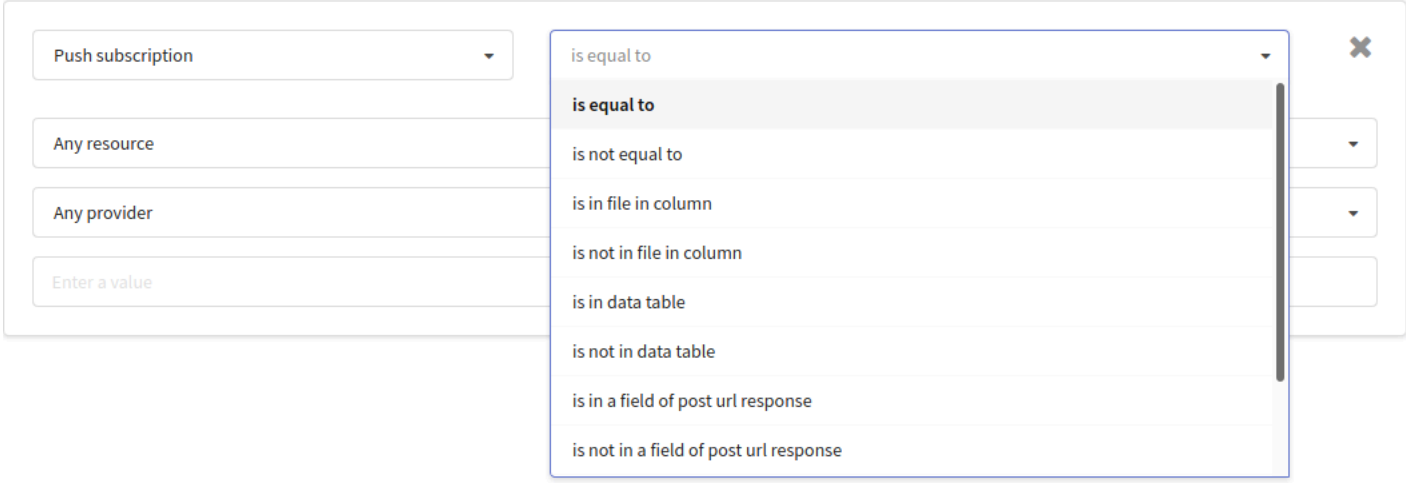
SMS subscription

This is segmentation based on SMS subscription. It allows you to perform selection by existence/absence of contact data in lists and external sources, or select by full or partial accordance: Is equal to/Is not equal to, Contains/Does not contain.



Push subscription

This is segmentation based on Push subscription. You can use selections only by full accordance (Is equal to/Is not equal to), and you can use search in lists and external sources. Besides, you can select profiles by push subscription provider:



Segmentation by action history

Segmentation by action history

Description

Subscriber actions history is based on several action types:

- **Actions related to sent messages,**
- **Subscriber actions on websites and in the applications, which were tracked by pixels.**
- **Actions in workflows and loyalty programs.**

Segmentation by actions allows you to perform segmentation by actions frequency (LTV), or by income frequency (RFM).

Messaging action history

Messaging action history segmentation allows you to divide subscribers depending on events in various channels: Email, SMS, Push, Telegram Bot, WhatsApp*, Viber and Notify.

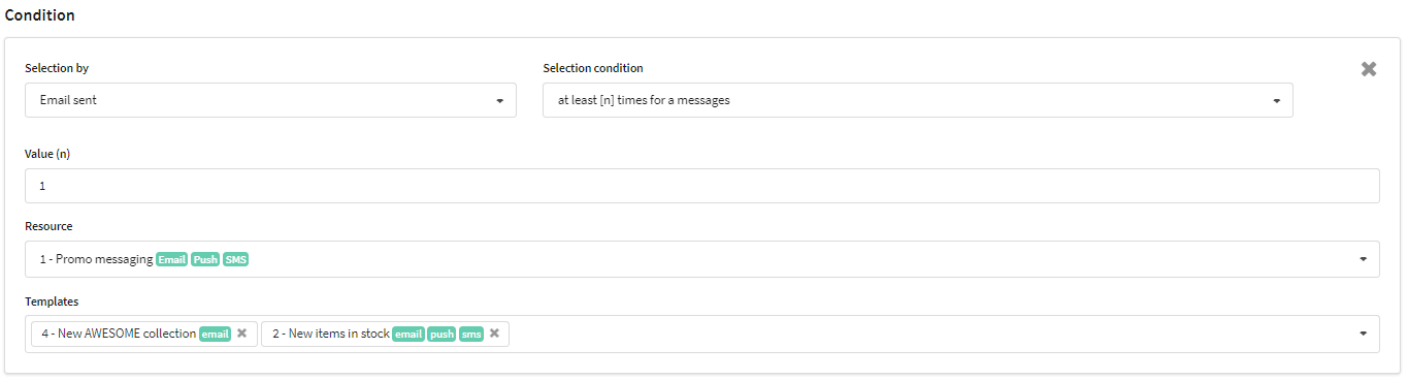
For most rules, the following selection operators are available:

- **Exists/Does not exist — this rule will select profiles that have at least one action of the selected type.**
- **Not happened — this rule will select profiles that do not have at least one action of the selected type. Depending on the operator, you can set the campaign, message, time period, or amount of days since the current date.**
- **At least [n] times — this rule will select subscribers by the amount of selected actions. Depending on the operator, you can set the campaign, message, time period, or amount of days since the current date.**

> **TIP**
>
> **In all rules except Exists, you can select message templates or campaigns — within which the action was made.**
>
> **Then you can select several templates or campaigns in one rule. Action in any of these objects will count — they are combined by the OR operator.**

Message sent

The send event is available in all channels. Sending action is written into subscriber profile, when campaign forms message and redirects it to sending module, SMS gateway or push platform, depending on the communication channel.

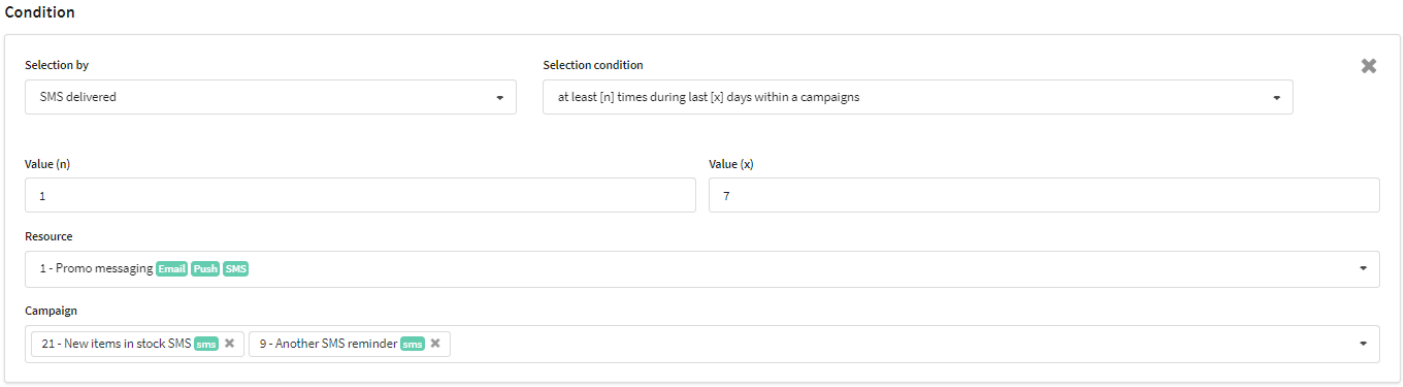


Message delivered

The delivery event is available in all channels. Delivery events are processed in different ways, depending on the communication channel. Registration of email delivery is based on the email provider’s response. SMS delivery

registration is based on the operator or sending gateway's response.

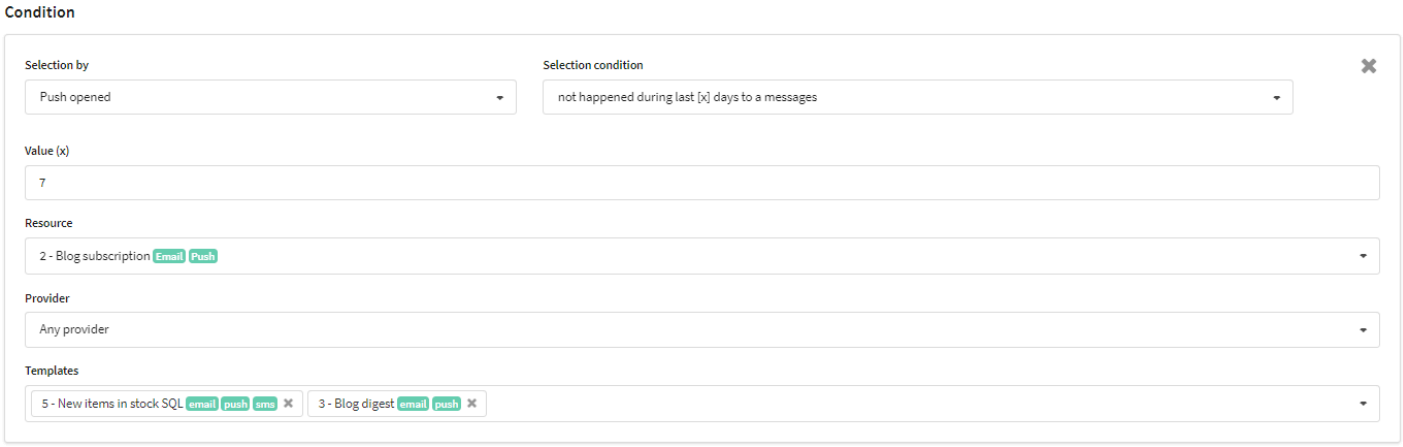
> **TIP**
>
> **Selection by delivery rules can be used in different situations. For example, if you need to find, which customers did not open the message, or which customers did not receive the message because their email or telephone was temporary unable.**



Message opened

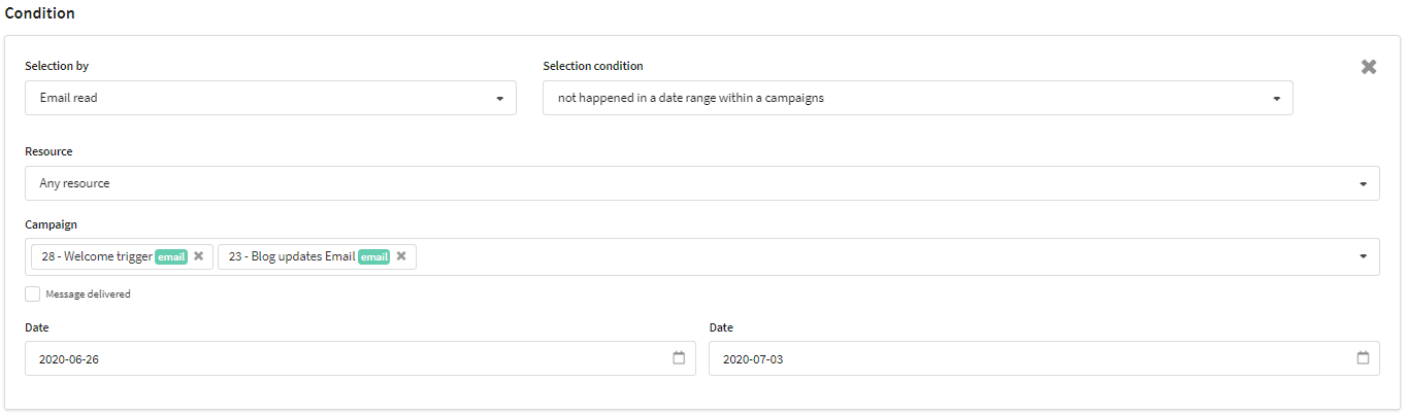
The opening event is available in Email, SMS and Push channels. Email openings are registered by pixels, built-in messages, which send queries to the Altcraft tracking server. SMS openings also can be registered on sending gateway or by the operator. Push notifications are mainly opened automatically if they are allowed in the browser or mobile device OS.

> **TIP**
>
> **Using segmentation by opening, you can receive the precise number of unique openings within the campaign/message/time period. Using this, you can count Open Rate (OR) for certain customers group.**



Message read

The read event is available in Email, WhatsApp*, Viber and Notify channels. Read action is registered by a special pixel in the message template, which can be added using the special variable `{read}`. It is triggered when the recipient has opened the message and did not close it for at least 12 seconds.

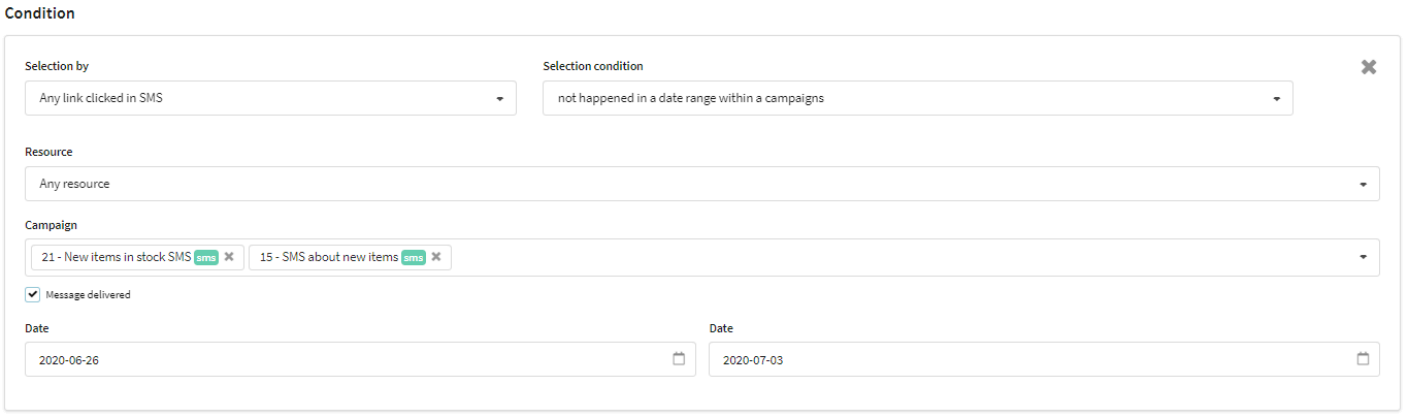


Any link clicked in message

The click event is available in Email, SMS, Push and Notify channels. This rule will select customers who opened the message and clicked on any links in it.

TIP

Using segmentation by any clicks, you can receive the precise number of unique clicks within the campaign/message/time period. Using this, you can count Click Through Rate (CTR) for certain customers group.

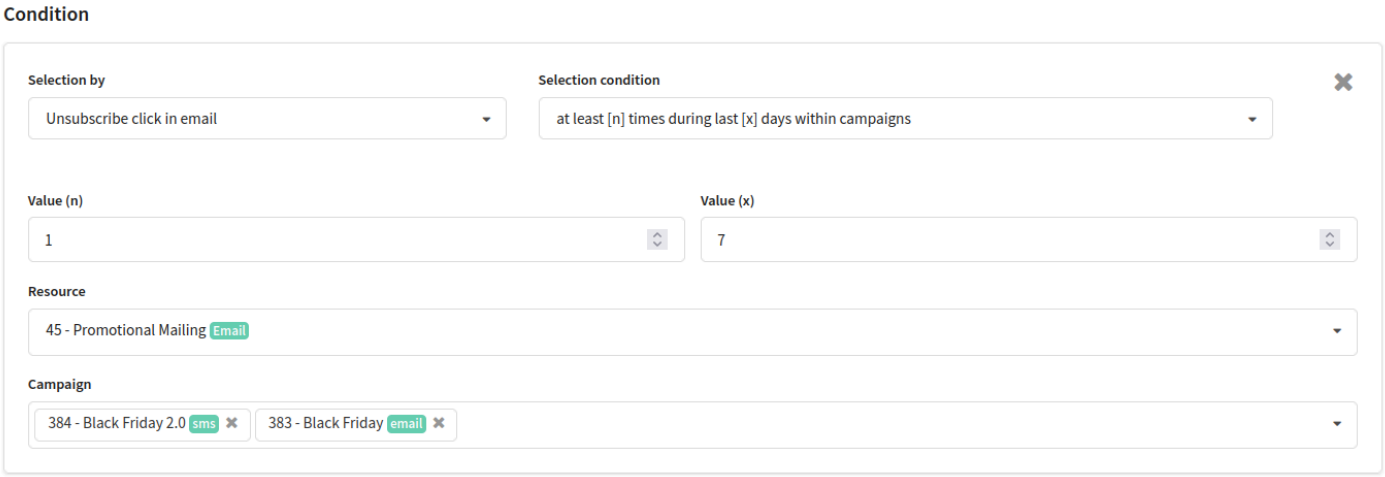


Unsubscribe click in message

The event is available in Email, SMS, Push and Notify channels. This rule will select customers who received a message and clicked unsubscription links in this message. For this segmentation rule, you can select template and campaign.

TIP

This rule is used because of platform architecture. Unsubscription link click has its own special event type, and these clicks will not be selected with the “Specific link clicked in message” rule.



Specific link click in message

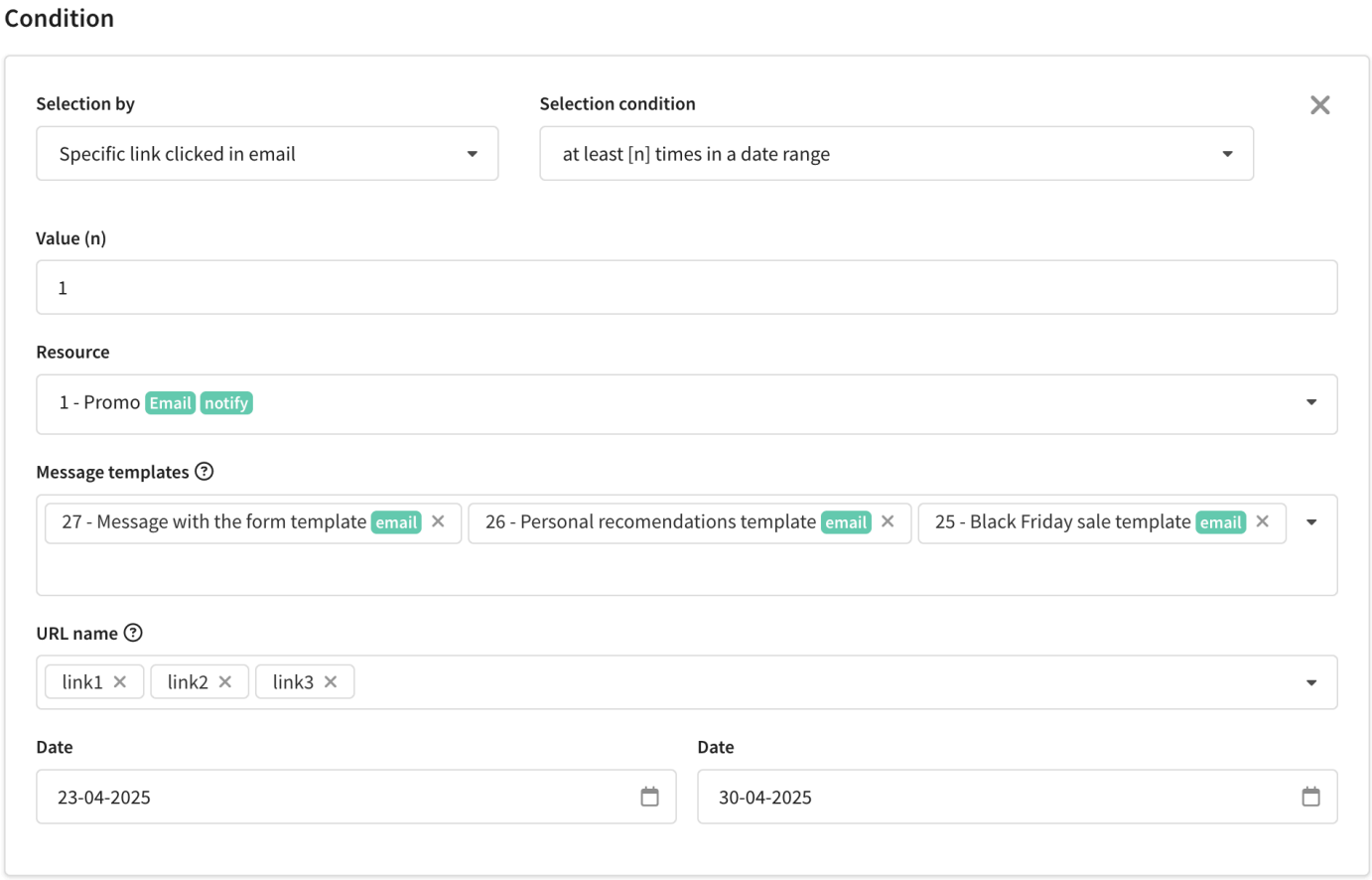
Click event is available in Email, SMS, Push, Viber, WhatsApp, Telegram Bot and Notify channels. In rules of this type, you can specify one or more message templates, as well as one or more links to be clicked.

The selected templates and links are combined using OR logic: the condition is considered met if any of the selected links is clicked on in any of the specified templates.

The link name can be selected from the drop-down menu if the link is present in the selected message, or manually entered if the link is dynamically inserted into the template (in both cases the `name` link attribute will be used).

Translated with DeepL.com (free version)

> **TIP**
>
> **Using this rule, you can perform even more precise audience selection by a certain conversion type.**



TIP

This rule is based on any links clicks, except unsubscription links. If you want to find recipients who clicked on the unsubscribe links, we recommend that you use the “Unsubscribe click” rule.

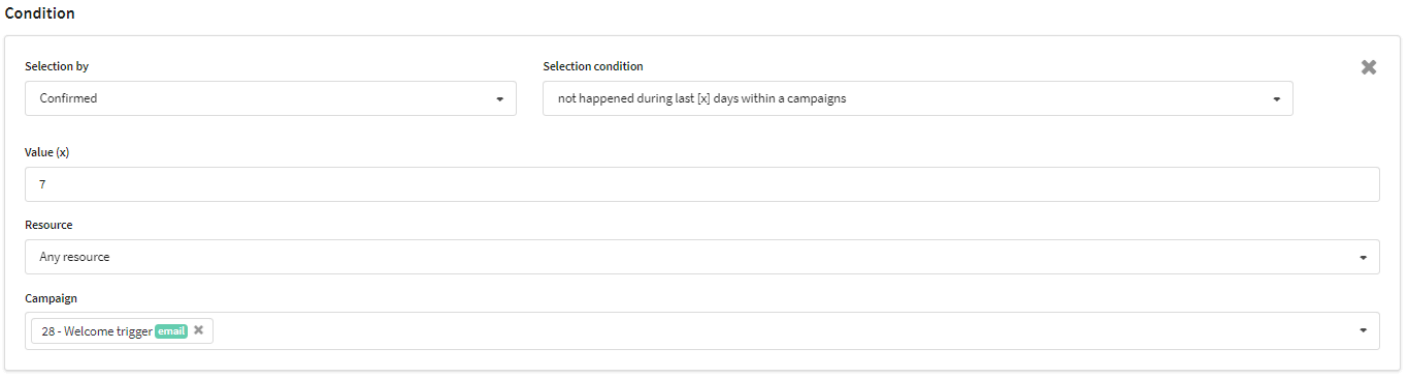
Clicks in messengers

Click events are tracked in Telegram, WhatsApp*, and Viber channels when the recipient clicks on a link in a message:

- **Click: Each click on the same link by the recipient is recorded individually. For example, if there are 3 links in a message, and the recipient clicks on each of them twice, there will be 6 recorded clicks.**
- **Unique Click: An event is recorded if the recipient clicks on at least one link in the message. For instance, if a message contains 3 links, and the recipient clicks on each of them twice, only 1 unique click will be recorded.**
- **Unique link click: If the recipient clicks multiple times on the same link, only one click event is recorded for each link. For instance, if a message contains 3 links, and the recipient clicks on each of them twice, there will be 3 unique clicks recorded for each link.**

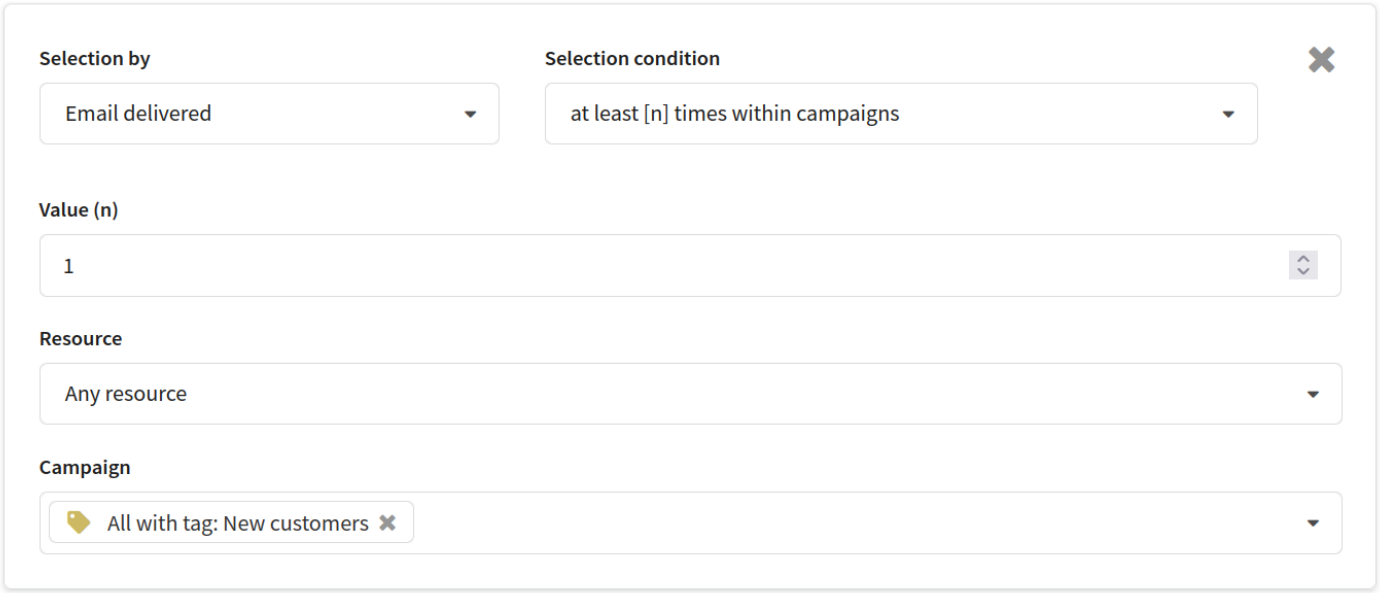
Click on Confirm link (email)

Confirm link is a link for subscription confirmation. If you use double opt-in subscriptions, using this rule, you can select customers who confirmed or did not confirm their subscription status.

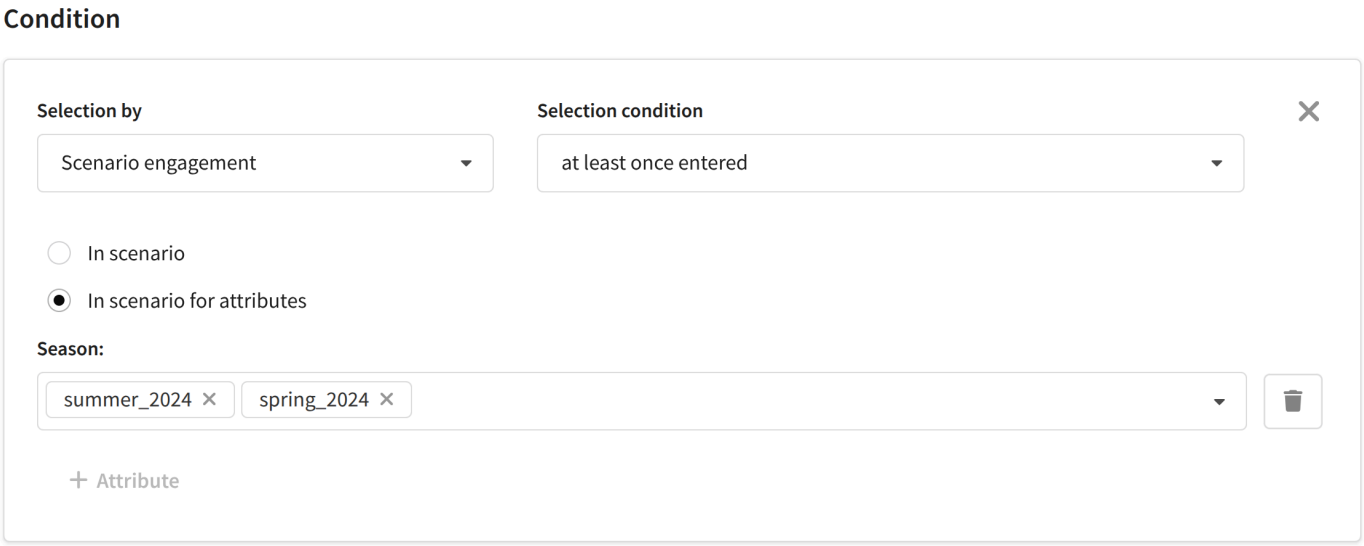


Selection by tags or attributes

When segmenting by events in a campaign or message, you can also filter by tags and by attributes. In the example below, profiles that clicked in any campaign tagged “Online store” will be selected:



This condition will select profiles that have entered any scenario at least once where the attribute “Season” has the values “summer_2024” or “spring_2024”:



Pixel goal achieved (on a website or in a mobile app)

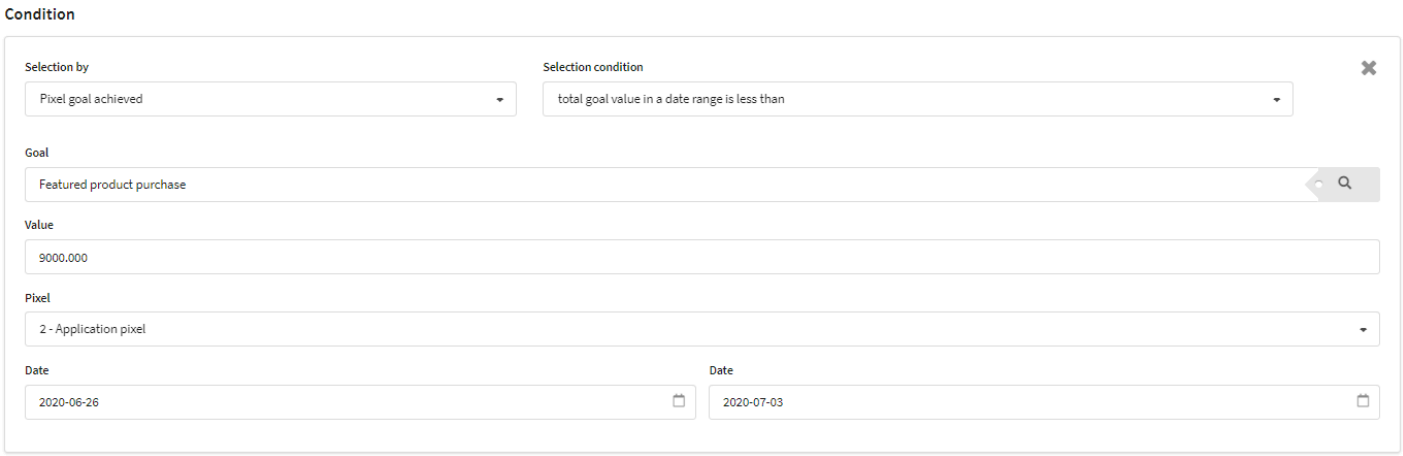
There is a special segmentation type based on subscriber actions tracking on external network resources, like websites, social networks, applications, CRMs.

> **TIP**
>
> **Customers actions are tracked by Altcraft pixels. Tracking servers get queries, those register Goals and their Cost. You can register a goal for a certain pixel using three types of built-in scripts. Also, you can use a direct query to goal registration API.**

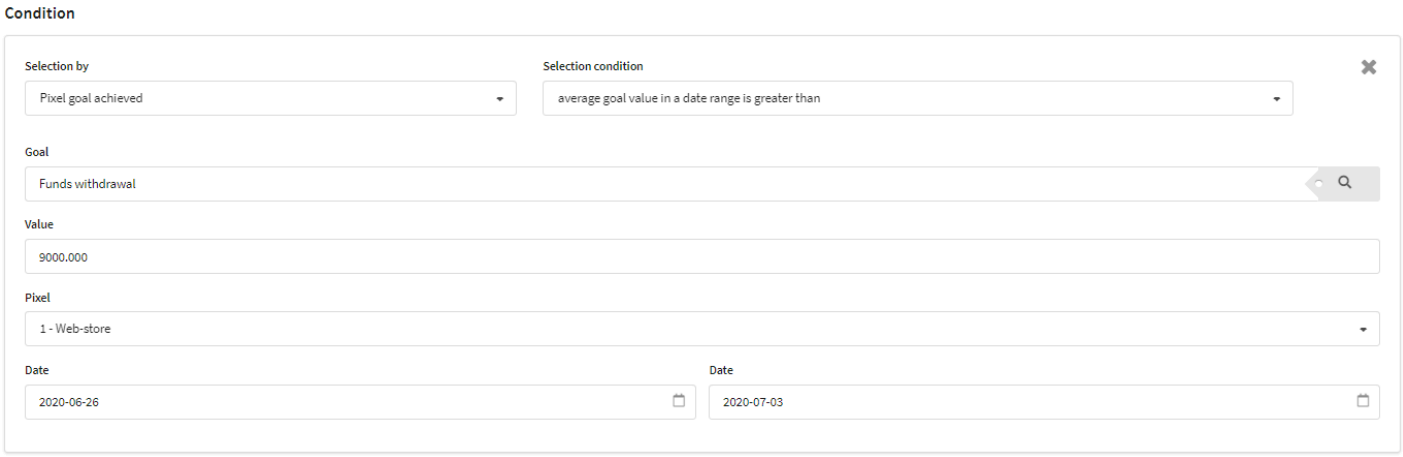
Special operators set is available for segmentation by goals. It allows you to perform the selection by actions frequency, or by their average or total value:

1. Exists/Does not exist — these operators check for existing or absence of goal achievement.

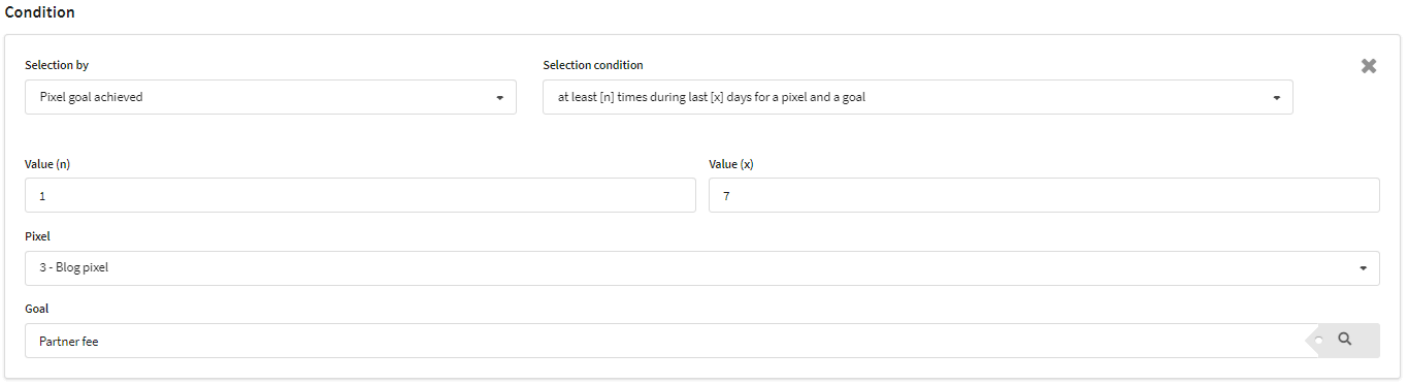
2. Total goal value — these operators will count the sum of achieved goals cost, and compare it to one set in the rule. You can use equal to/greater than/less than variants. The calculation can be carried out for the entire time, for a period, or for the last [x] days.



3. Average goal value — these operators will count average goals value, and compare it to the value set in the operator. You can use equal to/greater than/less than variants. The calculation can be carried out for the entire time, for a period, or for the last [x] days.

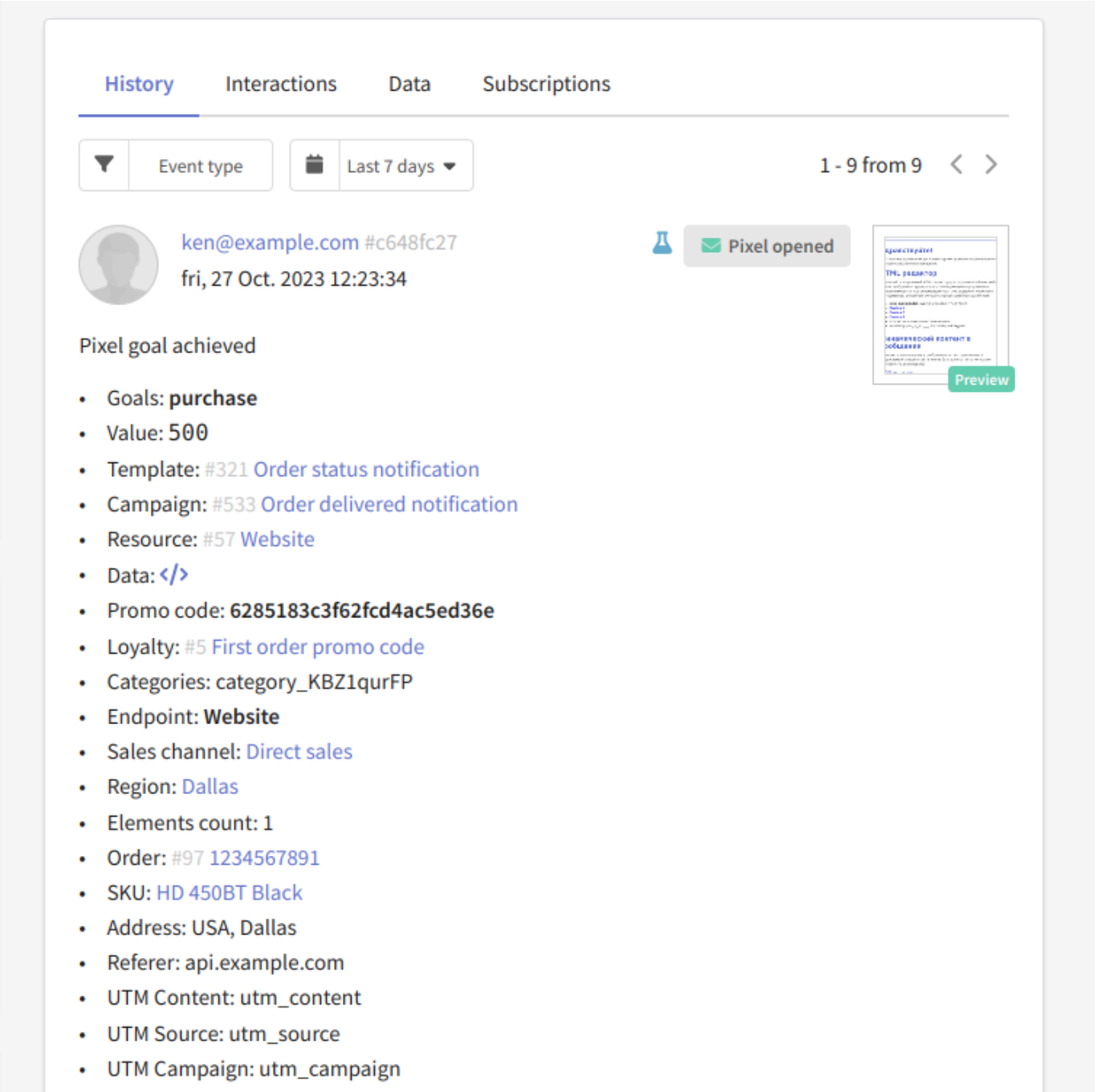


4. At least [n] times/Not happened — these operators can be used for selection by actions amount and frequency. Depending on the situation, you can set a goal, pixel, referer in the rule.



5. Meets / Does not meet complex condition

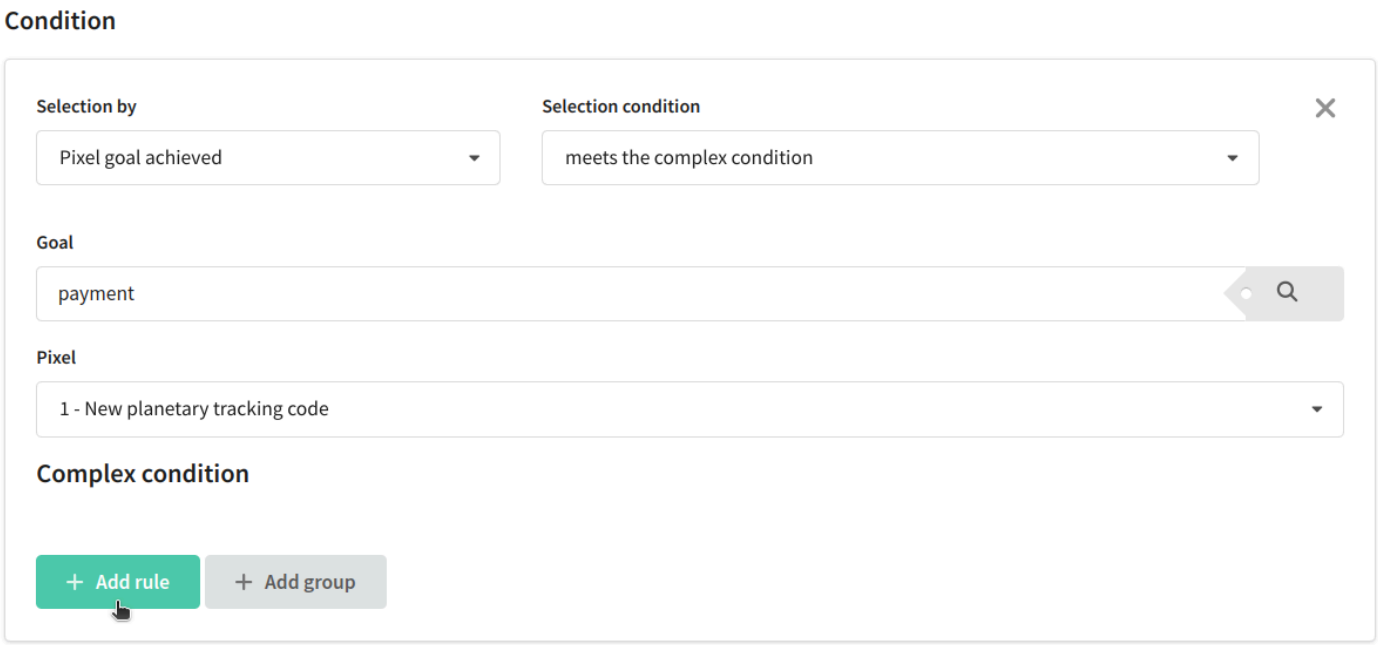
As part of a goal registration event, you can pass additional event data via an API request. This data is recorded in the profile history in the following form:



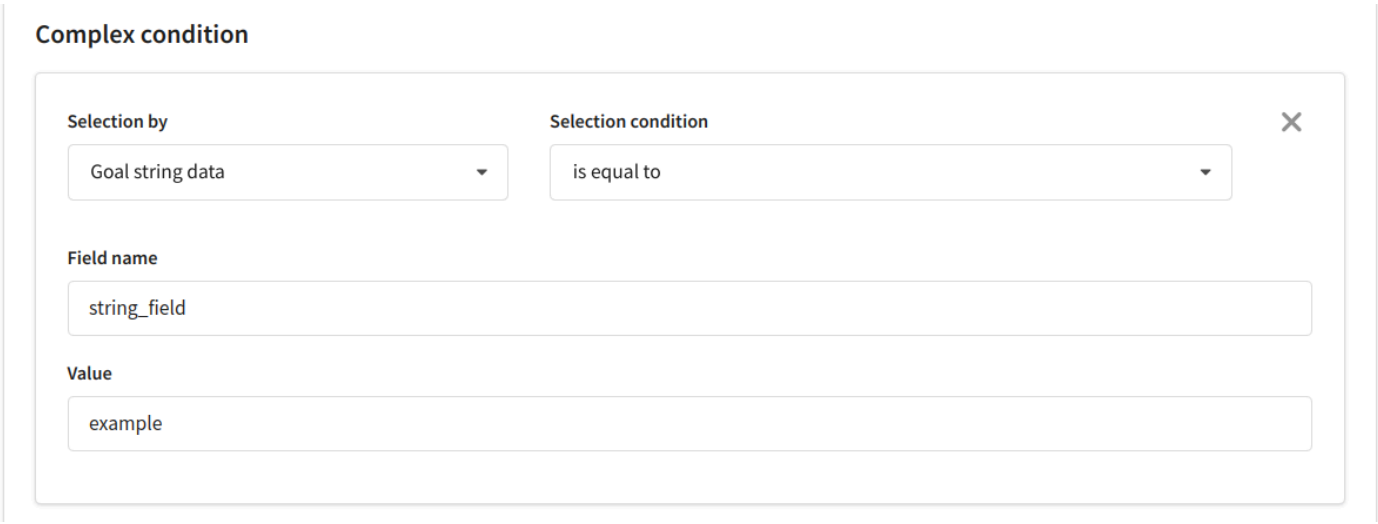
The "Meets / Does not meet complex condition " rule allows you to select profiles based on this data. To set up the condition, enter a goal name or select one or more goals from the list by clicking



. Next, select the pixel and click “Add rule”:



Define the field by which to filter the profiles and select the comparison operator. Then specify the value of the field:



Here is a list of available selection types:

- **Goal value**

Selection by data from pixel_data object:

- **Goal string value**
- **Goal numeric value**
- **Date in goal value**
- **Goal boolean value**

Selection by profiles' devices and their geodata:

- **Browser**
- **Operating system**
- **Country**
- **Region**
- **City**
- **Time zone**
- **User-Agent**

Selection by sent messages and attached promocodes:

- **Campaign**
- **Template**
- **Loyalty program**

Selection by UTM parameters:

- **UTM campaign**
- **UTM content**
- **UTM medium**
- **UTM source**
- **UTM term**

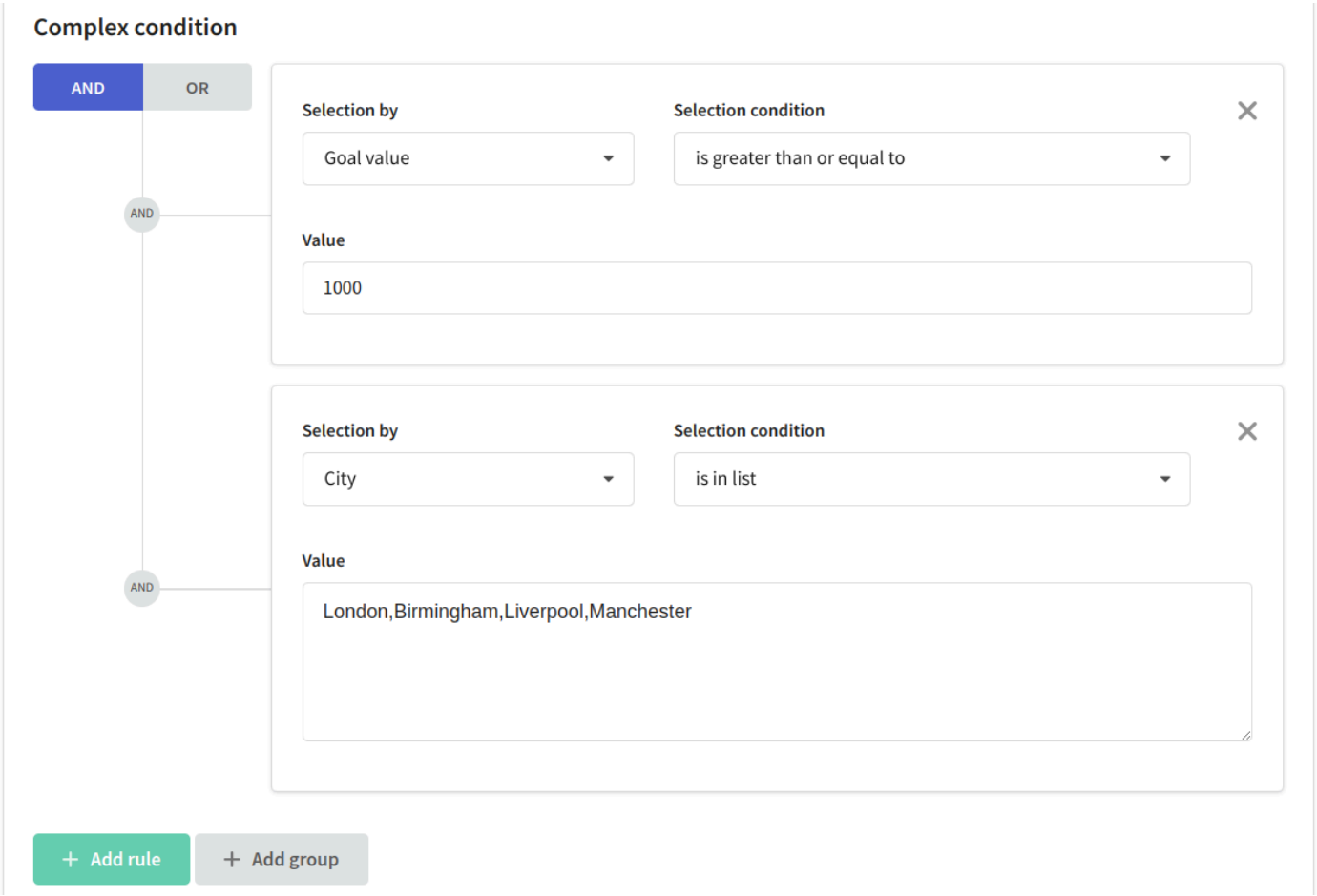
Selection by URL Referer (the source of the transition to the page where the goal registration event was fixed) and URL Origin (the page where the goal registration event was fixed):

- **Referer domain (domain from URL Referer, for example, `example.com`)**
- **Referer path (path from URL Referer, for example `/path/sub_path/index.html`)**
- **Referer query (query parameters from URL Referer, for example, `par1=1&par2=val2`)**
- **Origin domain (domain from Origin URL)**
- **Origin path (path from Origin URL)**
- **Origin query (query parameters from Origin URL)**

Selection by profiles' orders:

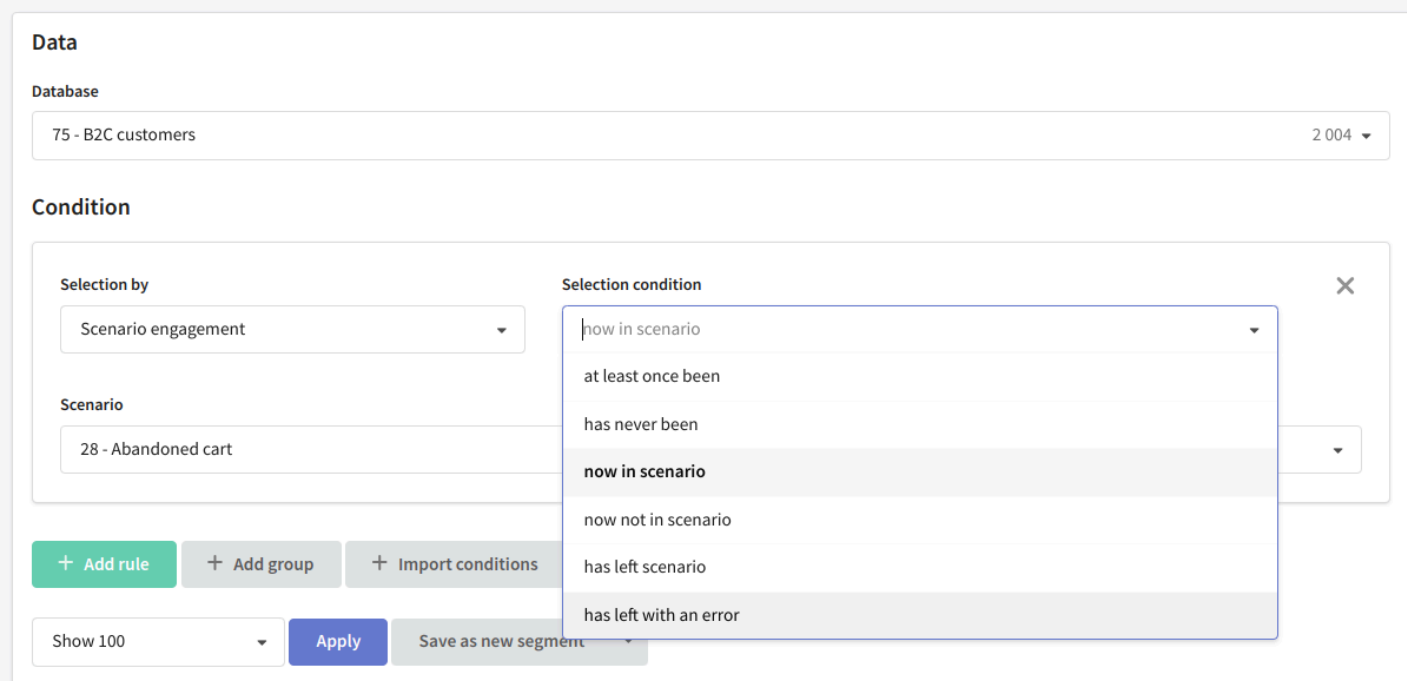
- **Point of contact**
- **Region**
- **Product**
- **Number of products/SKU per order item**
- **Product or SKU category**

You can add multiple rules to a complex condition and combine them using the logical AND (all conditions must be met) and OR (at least one condition must be met):



Scenario events

Subscribers profiles can be segmented depending on engagement profiles into [scenarios](). To do it, select the appropriate rule, which may contain three selection operators: entered workflow, exited workflow, exited workflow with an error:



Loyalty program events

To segment profiles by engaging loyalty programs, you can use the Promo code rule. The following operators are available for selection:

- **Attached/Not attached — this rule will select subscribers, who have promo code attached manually or automatically, by a campaign, workflow or special API query.**
- **Activated/Not activated — promo code activation event is transferred by a special API query.**

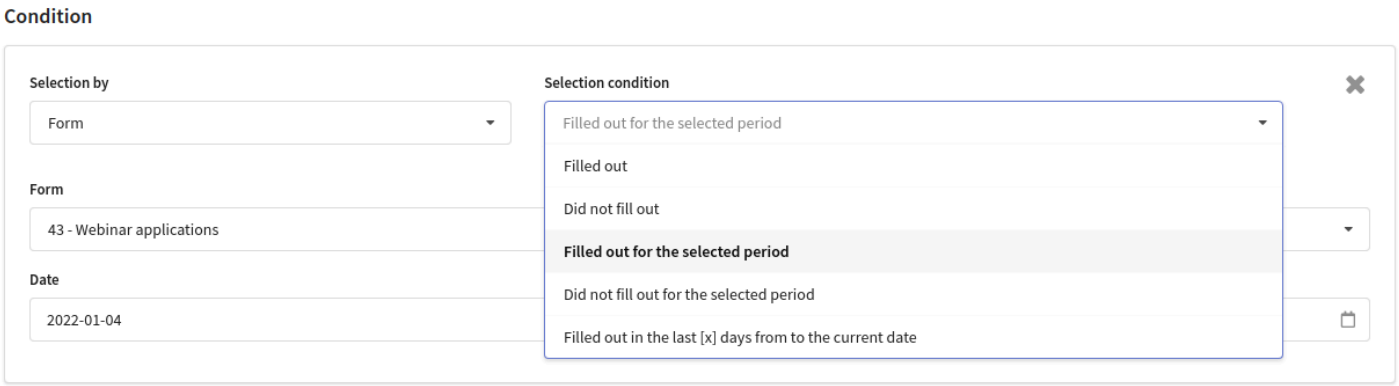


Form events

This type of segmentation allows you to select subscribers who filled out the form. You can check if the subscriber has filled out any form or a specific form.

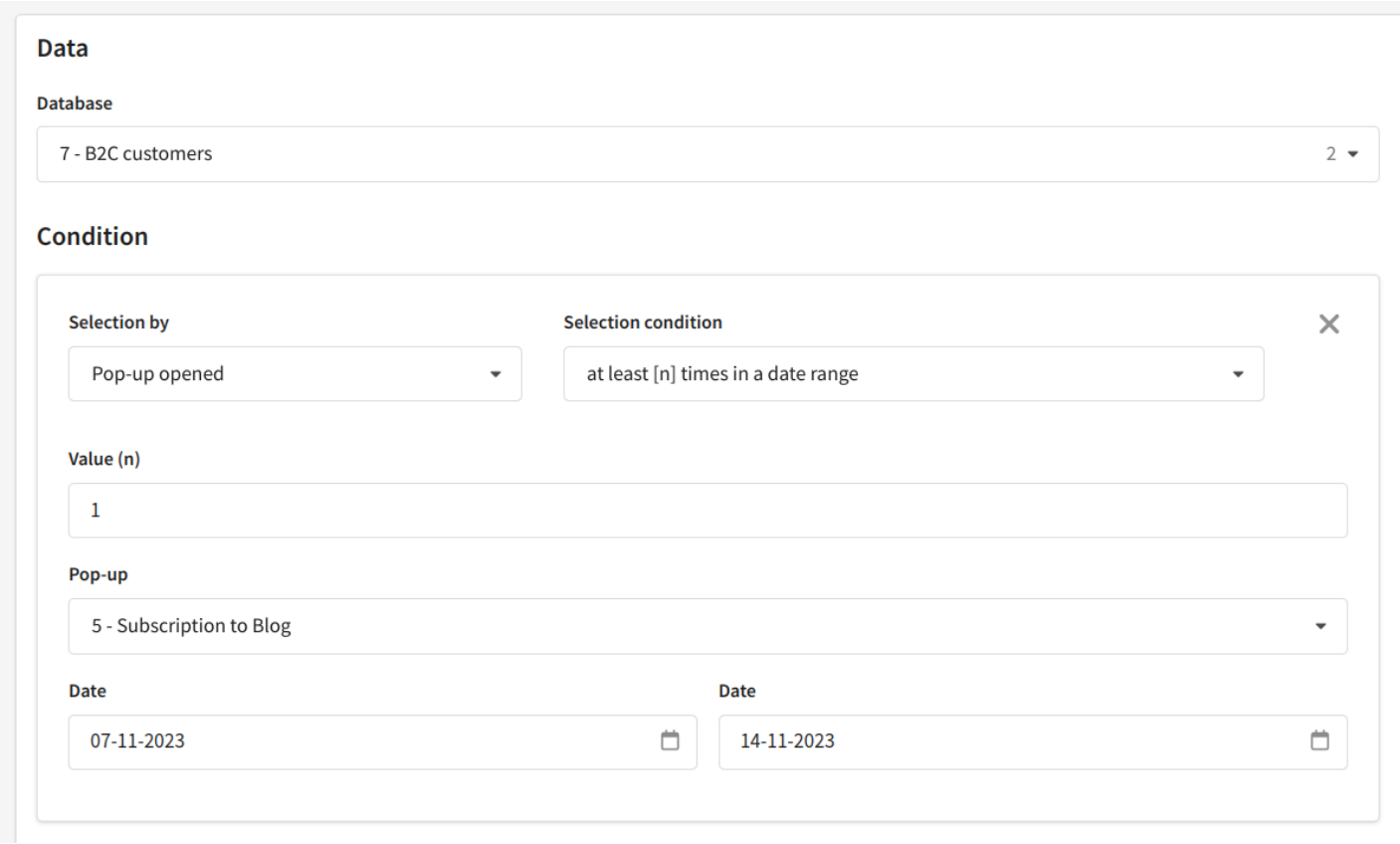
The following selection conditions are available:

- **filled out (subscriber has ever completed a form)**
- **did not fill out (subscriber never filled out the form)**
- **filled out for the selected period (the subscriber filled out the form on the specified dates)**
- **did not fill out for the selected period(the subscriber did not complete the form on the specified dates)**
- **filled out in the last [x] days from the current date**



Pop-up events

Subscriber profiles can be segmented by their interactions with popups.



Selection by the following events is available:

- **Pop-up opened — the popup is shown to the user.**
- **Pop-up filling — the popup form has been completed and successfully submitted by the user.**
- **Pop-up closed — the popup close button (closeButton) is clicked.**
- **Click on pop-up — click on any element of the popup except the “Close” button (title, text, image, form field, button).**
- **Pop-up target — the popup should have been shown to the user because the trigger conditions were met. However, it might not be shown due to tag limits specified in the “Activation settings” and “Limits” blocks.**
- **Click on an element in Pop-up — an element with a specific value in the `name` attribute is clicked.**
- **Pop-up custom event — registration of such an event is configured on the client side using javascript code.**

The following selection conditions are possible:

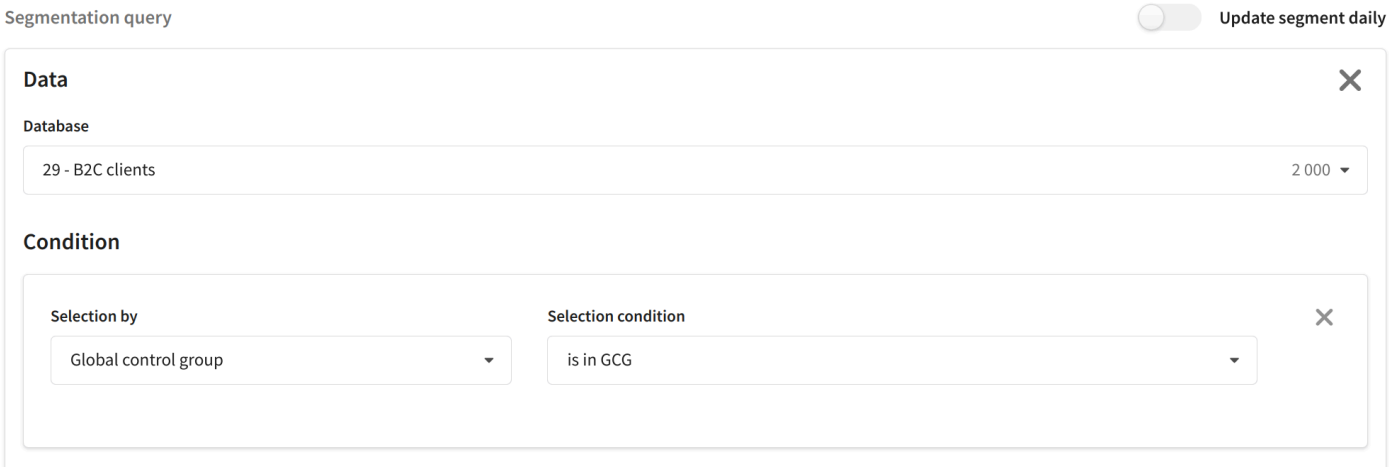
- **Exists — the specified event has been registered in the profile history at least once.**
- **Does not exist — the specified event has never been registered in the profile history.**
- **At least [n] times in a date range — the specified event was registered in the profile history not less than [n] times for the specified period of time.**
- **Not happened in a date range — the specified event was not registered in the profile history even once during the specified period of time.**
- **At least [n] times during [x] days — the specified event was registered in the profile history at least [n] times during the last [x] days.**
- **Not happened during last [x] days — the specified event has not been registered in the profile history for the last [x] days.**

Participation in the control group

Subscriber profiles can be segmented by participation in global control groups. To do so, select the appropriate rule for which the following sampling operators are available:

- **is in GCG**
- **is not in GCG**

- **has entered once**
- **has never entered**
- **entered once in the past**
- **entered at least [n] times during [x] days**
- **entered at least [n] times during period**
- **never entered during [x] days**
- **never entered during period**



The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Segmentation by external data

Segmentation by external data

Description

Segmentation rules can appeal to external sources for profiles selection data. This information can be stored it:

- **Web service API**
- **Uploaded file**
- **Data input form (in the rule)**

This allows you to make automatic segmentation by mane fields, and reduce similar conditions in the segment.

HTTP queries to external service API

If you select Is (not) in a field of post url responce operator in the rule, you can perform selection depending on answer from the service. Platform can take data in JSON, XML, and PIPE formats.

JSON segmentation rule example

Let's take situation, when information is given in JSON format. MIME header will be given, like:

`"Content-Type": "application/json"`

and data in this format:

```
{
  "segment": {
    "emails": [
      "john@example.org",
      "suzy@example.com",
      "rick@example.net",
      "andy@example.edu"
    ]
  }
}
```

It is necessary to set API endpoint URL, and path to necessary field in JSON, in the segmentation rule:



Segmentation rule example for XML

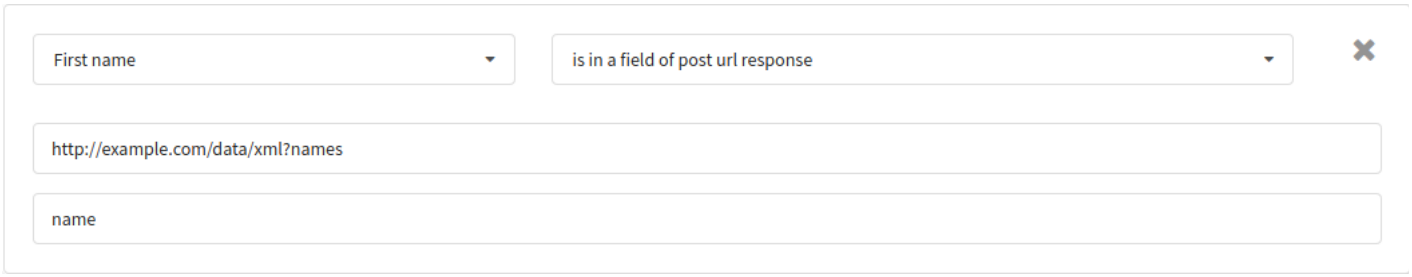
Let's take situation, when information is given in XML format. MIME header will be given, like:

`"Content-Type": "application/xml; charset=UTF-8"`

and data in this format:

```
<names>
  <name>Andy</name>
  <name>Dave</name>
  <name>John</name>
  <name>Suzy</name>
</names>
```

It is necessary to set API endpoint URL, and path to necessary field in XML object, in the segmentation rule:



Segmentation rule example for PIPE

PIPE is the format of data, divided by line breaks (written in one column). Let's take situation, when information is given in PIPE format. MIME header will be given, like:

`"Content-Type": "text/plain; charset=UTF-8"`

and data in this format:

```
+78002000100
+78004000200
+78006000400
+78008000600
```

It is necessary to set API endpoint URL in the segmentation rule:



Uploaded file

If you select Is (Is not) is file in a column segmentation rule, form for uploading CSV (comma separated values) file will appear:

```
Email,Name
john@example.org,John
suzy@example.com,Suzy
```

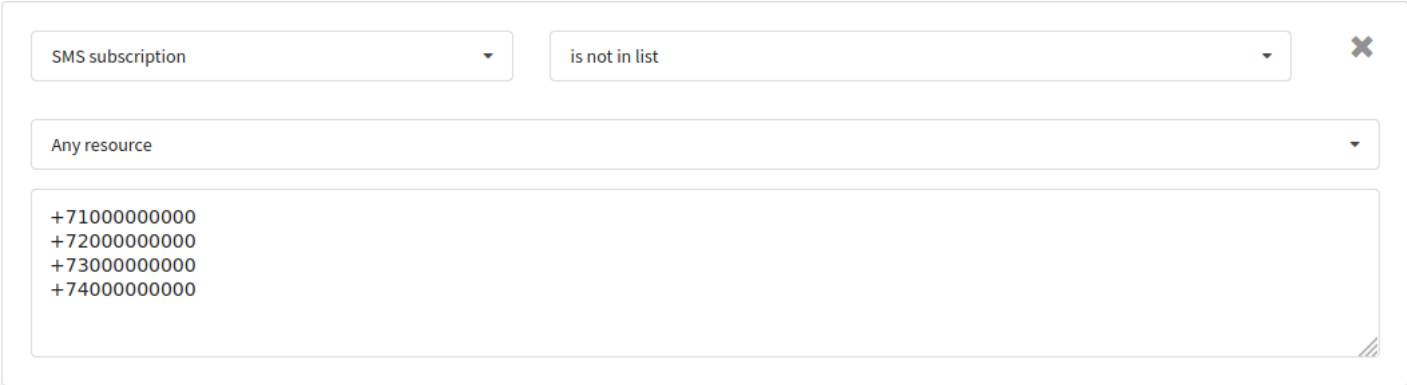
```
dave@example.net,Dave
andy@example.edu,Andy
```

After uploading the file, you can select column in the drop-down menu:

Information from buffer

If you select Is (Is not) in list segmentation rule, data in PIPE format will be inserted manually into the special field.

PIPE is the format of data, divided by line breaks (written in one column).



Segmentation by external SQL tables

Segmentation by external SQL tables

Description

The ability to connect external SQL databases allows you to perform flexible profiles segmentation. This type of data storage has the following features:

- **It is not necessary to store all data in Altcraft MP**
- **Regular synchronization is not necessary. Your data will always be actual**
- **You can use data types, that were not designed in Altcraft MP**
- **It does not matter, what platform and system you use to store information. You only need access to perform SQL queries**

Connectors to external databases are created in Altcraft administrative panel.

> **TIP**
>
> **To connect to your database you would need an account with proper access privileges. The process depends on your version of Altcraft Marketing:**
>
> - **If you are a cloud account user — send access credentials to our support — team@altcraft.com. You can also contact this address for any questions related to connecting and configuring external services and databases.**
> - **If you have an On-premise installation, platform administrator should create a database connector in Administrative panel — and assign it to your platform account.**

Creating query to the database

You can configure queries both in administrative and user panels. In user panels you can also watch profiles which were selected by your query.

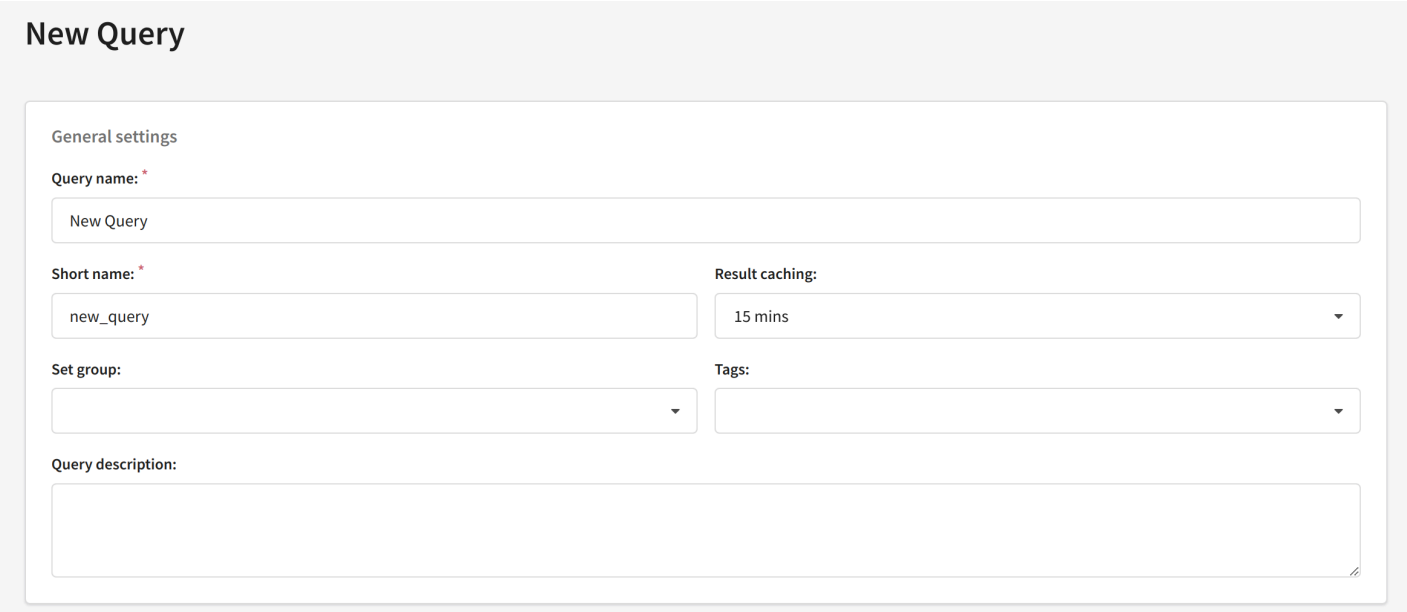
You can restrict editing queries in main.json configuration, if it is necessary. To do this, you need to set parameter: `"DISABLE_QUERY_EDITOR": true`.

To configure queries, go to Data menu, and select Segmentation queries:

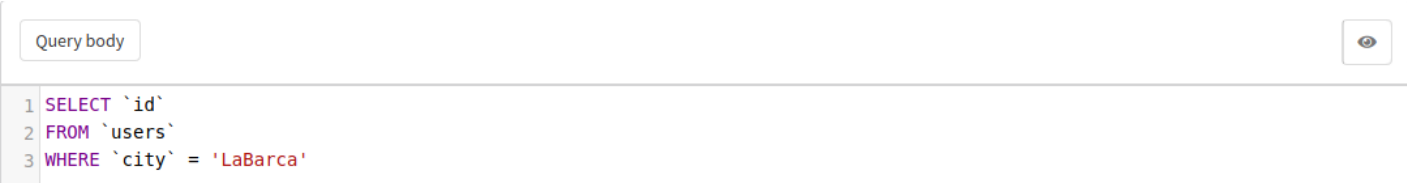


Go to this section, and press Create button.

In General settings specify query name, short name (unique for each query, used in variables and API-requests), result caching time and also groups, tags and description:

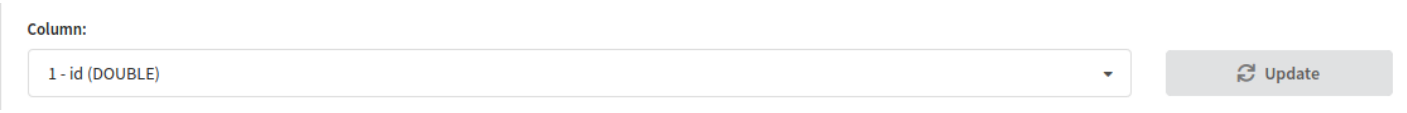


For correct query, it is necessary to select column with data, which are already contained in Altcraft MP. For example, if customer identifier is stored in Altcraft, you need to make a query, that has this ID at least in one column:

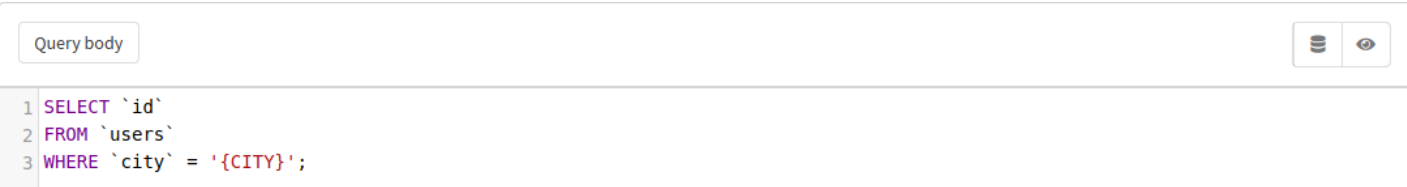


These queries will be used for segmentation. You can make unlimited number of these queries for segmentation. In every query, you make selection by one or several parameters. Also you can combine your queries using underselection, JOIN and UNION operators.

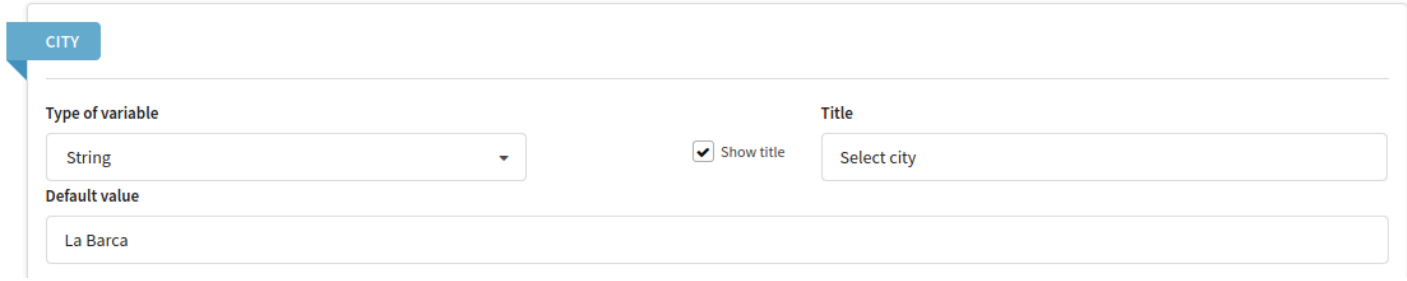
It is necessary to select the column which will be used to search profiles, and press Update button to get a new columns list for your query:



You can parameters into the query to change it during the segmentation. To do it, use random unique parameter name in braces, like `{CITY}`:

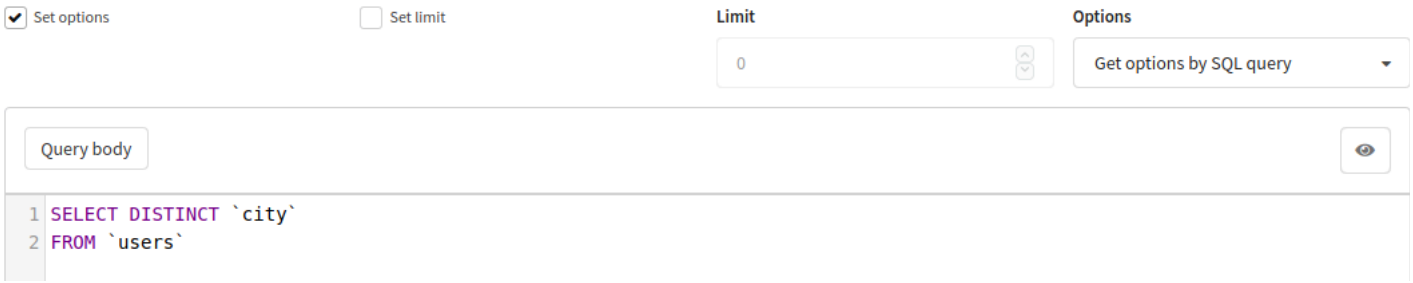


The form for configuring the parameter will appear, when you set it:



In this form, you can set Type of variable, its Default value, and Title, that will be displayed when you create the segment.

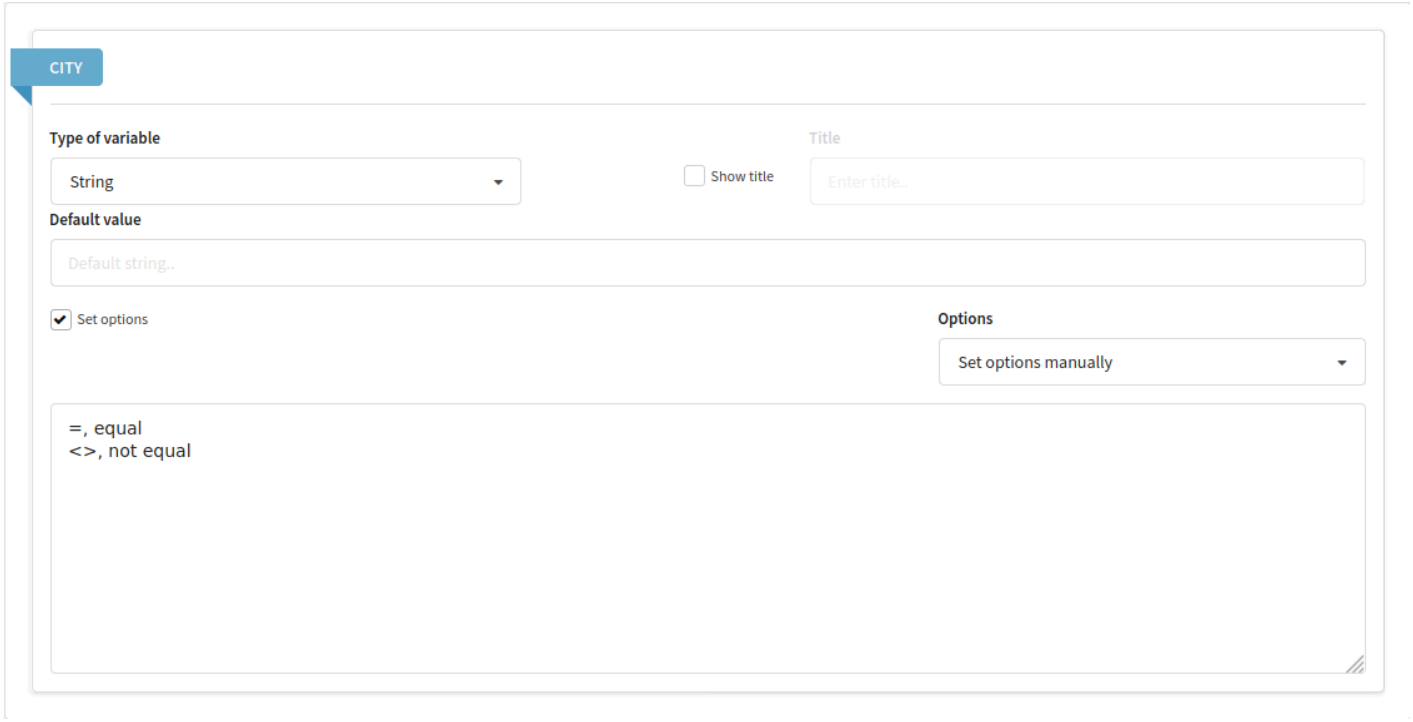
If you want to select field value from the list in the segment, use Set options checkbox. When you toggle it, you can set options list, or select them form SQL database:



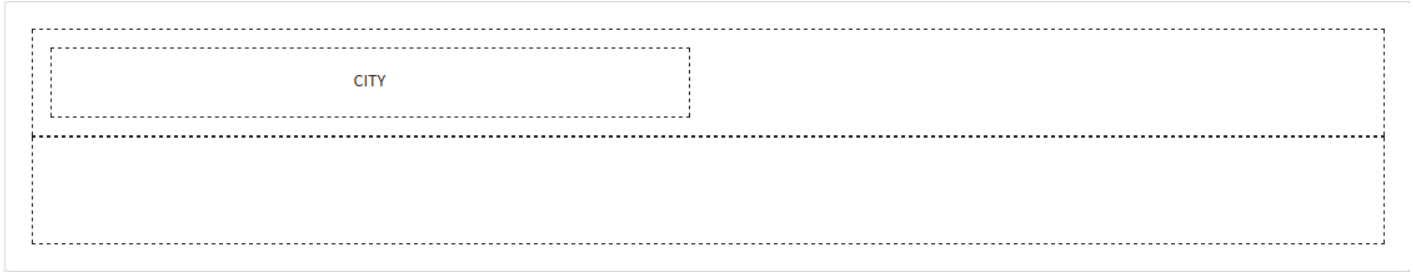
If you use identifiers, your SQL query must give two columns — the first one will be used for identification, and the second will be displayed for the user:



If you select Set options manually, you can enter identifier and options, separating them with commas:



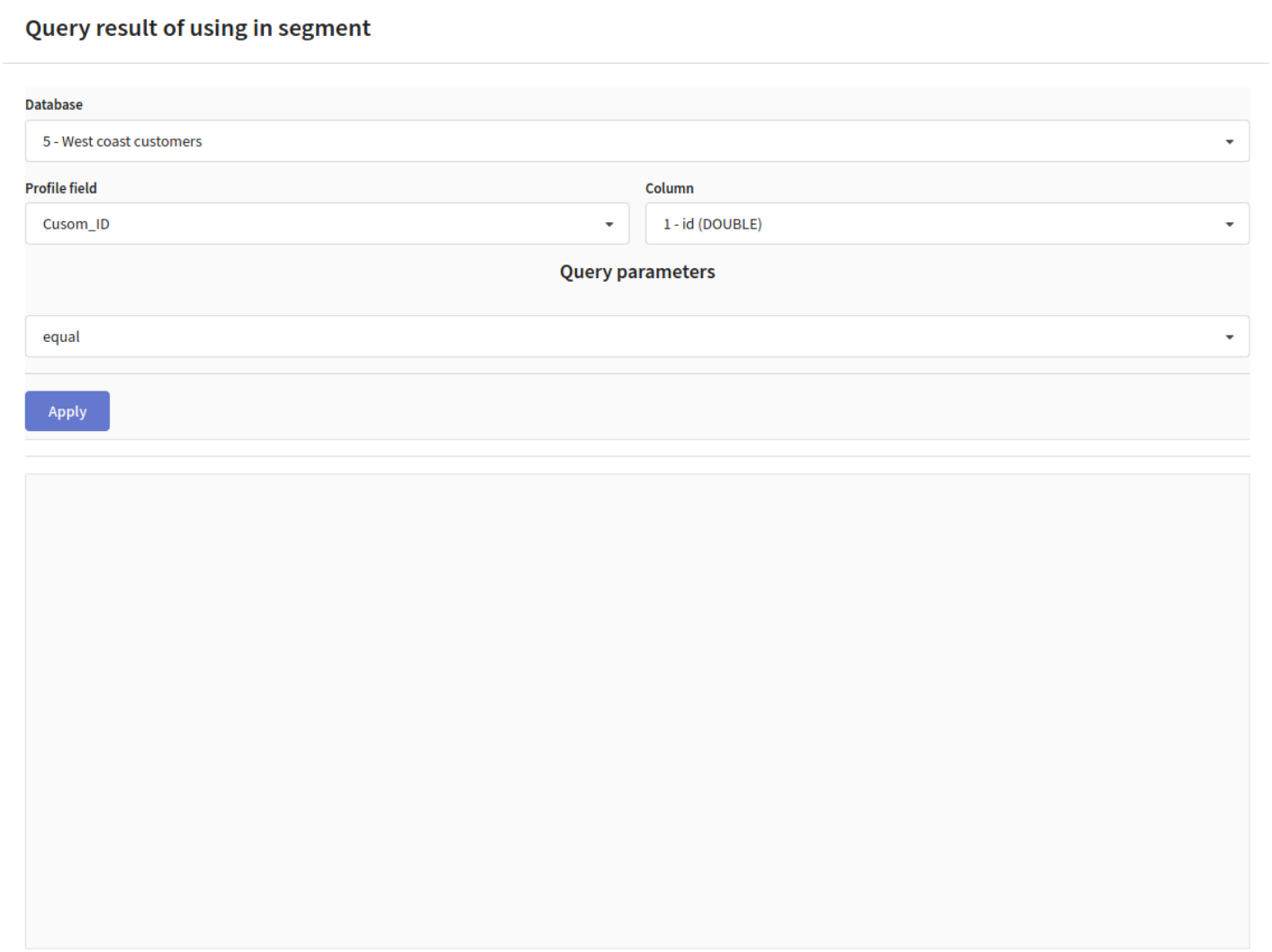
For all parameters, you can configure their display order during segmentation. Display order can be changed by dragging the elements. Headers will be displayed separately, for more convenience.



Use preview button to see how the query will be displayed in the segment, and what will be displayed in test selection:



Select database, profile field, and column for selection. In *Query parameters* section, the form will be displayed as it will be displayed in the segment. Press *Apply* button to perform the query, and profiles that fit query condition, will be shown:



After saving the query, you can use it in the segments.

Using the query to external database

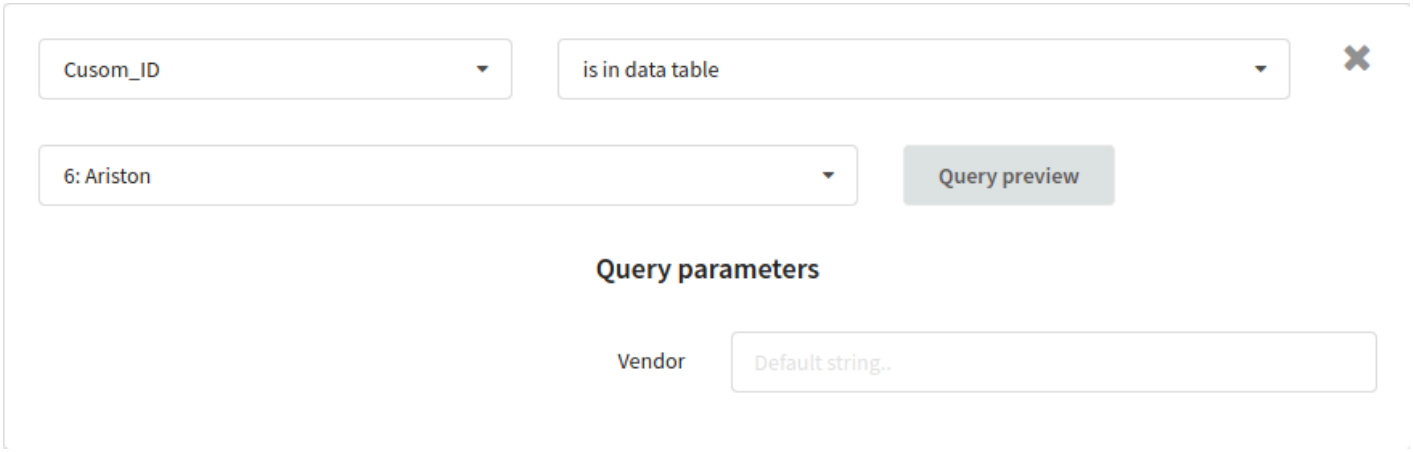
In the main menu, go to Data → Segments section.

Create a new segment or edit existing one.

Add a new rule and select identifier field, or field that will be used for profiles search. Then, select the option:

- **Is in data table — if you want to select all profiles that fit the rule**
- **Is not in data table — if you want to select all profiles that do not fit the rule**

Than, select your query and fill the form with parameters:



Now, you can save the segment.

The rules can be applied more than once in the segment and in groups, combining them with AND and OR operators.

Any conditions can be combined in segments with queries: by Altkarft MP fields, by actions, by goals and others.

Segmentation by segments engagement

Segmentation by segments engagement

Two levels of nested rules are supported in the Altcraft segmentation:

- **main level — AND/OR rule in the database query**
- **additional level — AND/OR rule in query rules group**

If you want to use complex selection, that combines several queries to one or more databases, you can use Segment selection group.

TIP

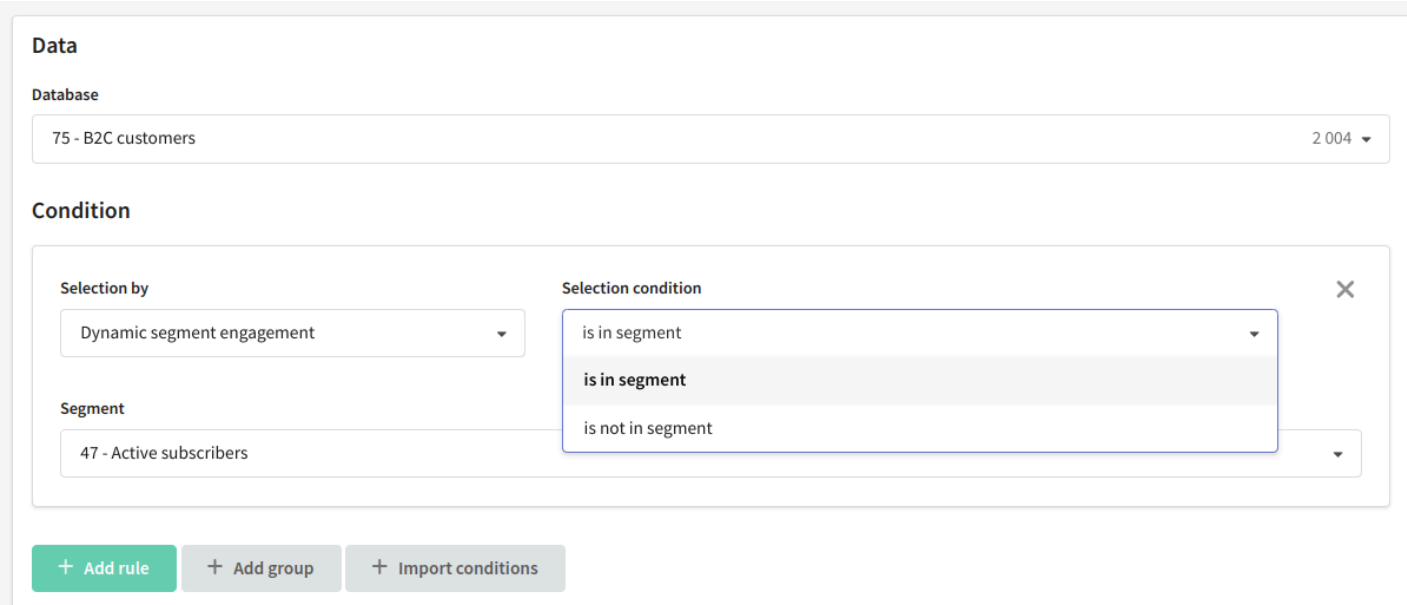
In this case, segment is used as external data source for cross selection. If the file, list or website already contains necessary data, you can apply segmentation by external sources.

If you need even more exact selection, you can use segmentation by crossing with sql database.

Dynamic segment engagement

To use Segment rule, you need to make selection in one or more databases and save it as certain segment. Than, you need to create a new segment for the final count and add appropriate rule to this segment. Two operators are available for this segment:

- **Is in segment**
- **Is not in segment.**



TIP

If it is possible, try to avoid Is not in segment operator, especially when you deal with big selections. Rules that uses this operator will compare selection with all segment count result. Crossing data massives will take many system resources.

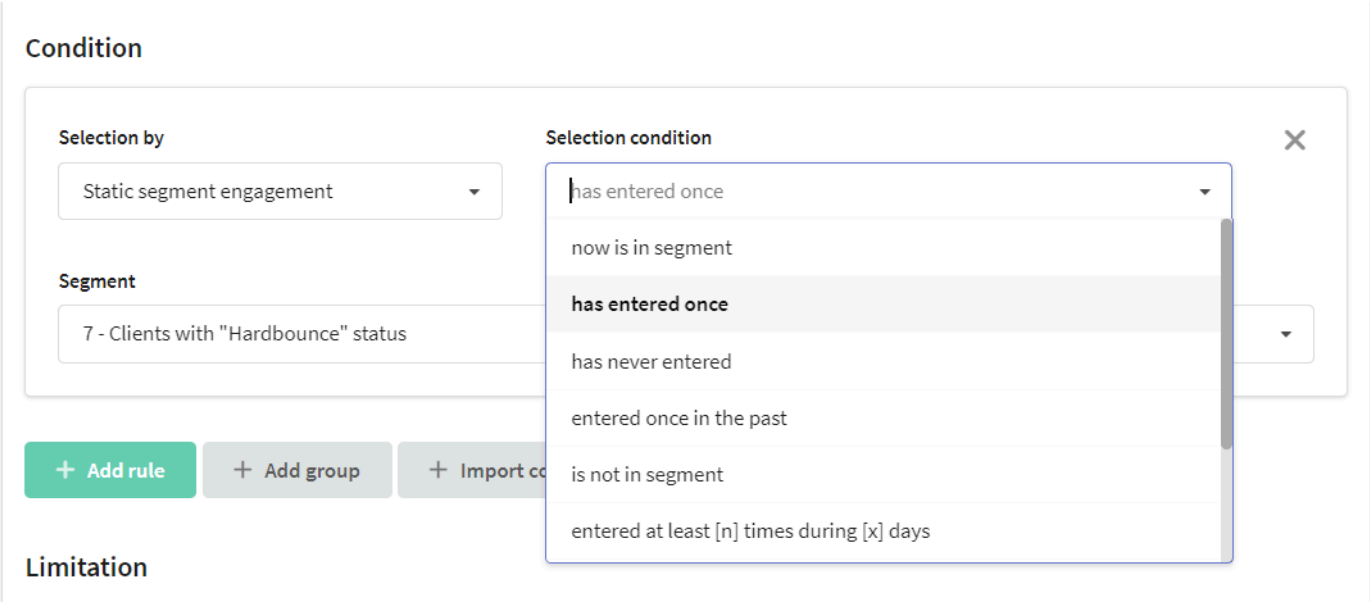
You can use unlimited amount of these rules in the segment. But segments used for selection can not contain selections by other segments.

> **CAUTION**
>
> **These limits were made because of dynamic segment type. All connected segments will be counted for selection, which may take some time.**

Static segment engagement

You can segment your customers by static segment engagement thus querying for control groups participants. Both current activity and frequency rules are available:

- **now is in segment;**
- **has entered once;**
- **has never entered;**
- **entered once in the past;**
- **is not in segment;**
- **entered at least [n] times during [x] days;**
- **entered at least [n] times during period;**
- **never entered during [x] days;**
- **never entered during period.**

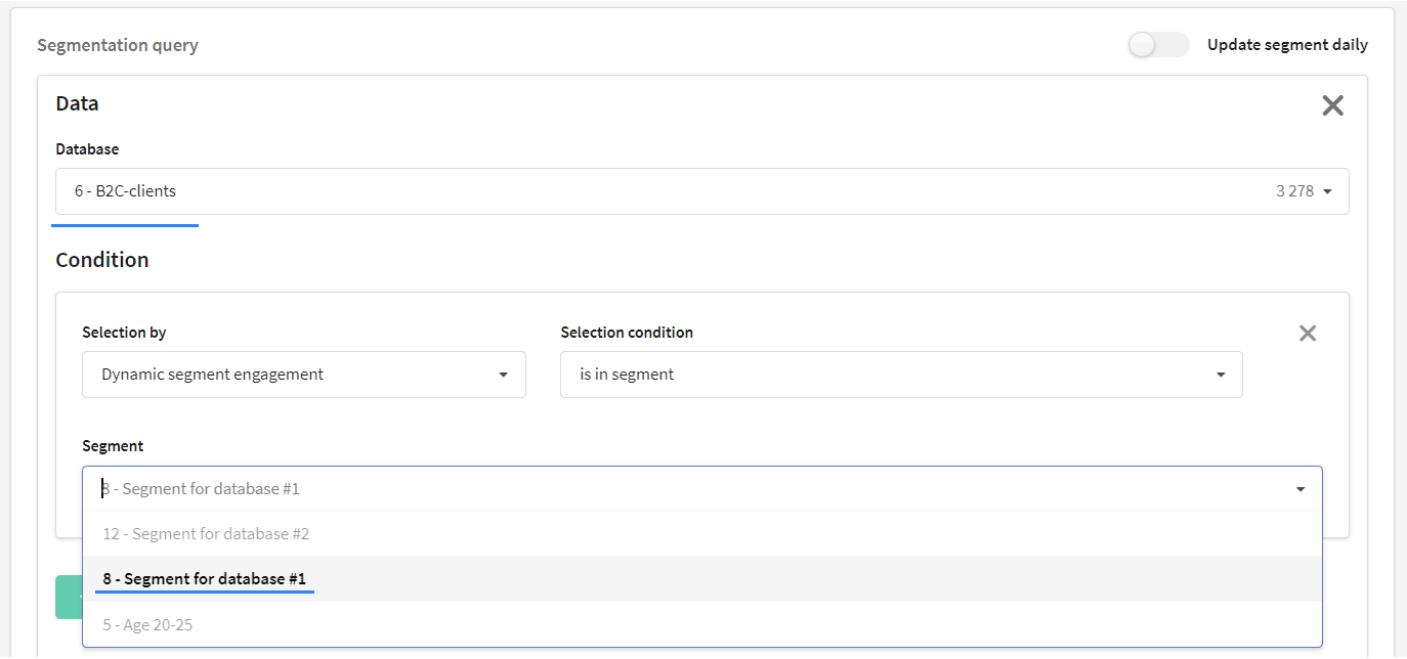


FAQ: Why is it impossible to select a segment?

Sometimes segments are not available for selection. There are several reasons why this can happen.

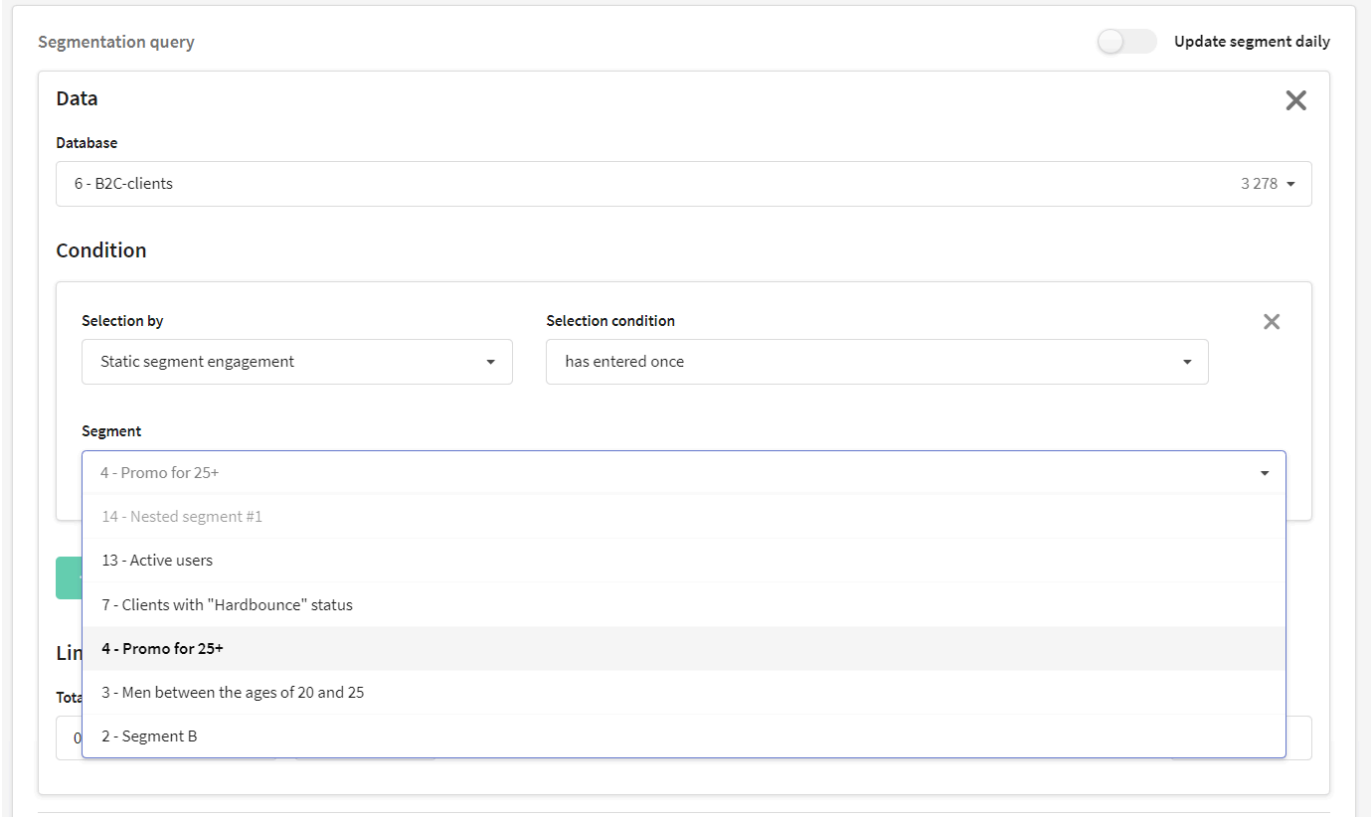
Segments belong to different databases

If dynamic segment selection is used, then only the dynamic segment configured for the same database can be selected in the list of segments:



NOTE

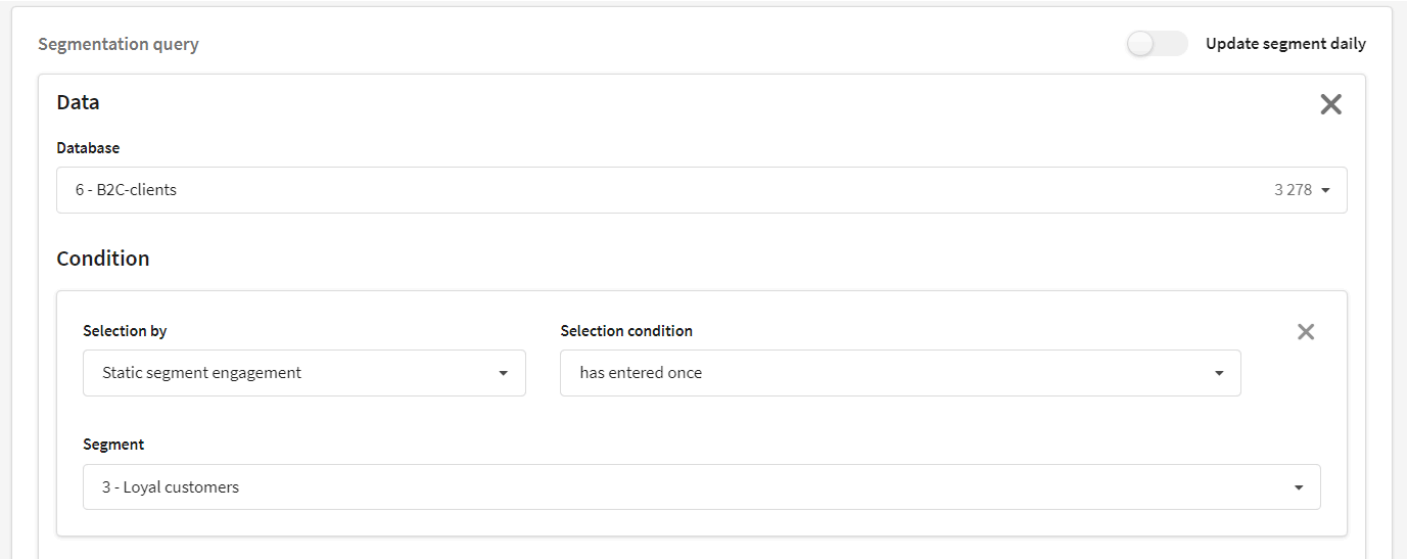
This limit does not apply to the selection for static segment:



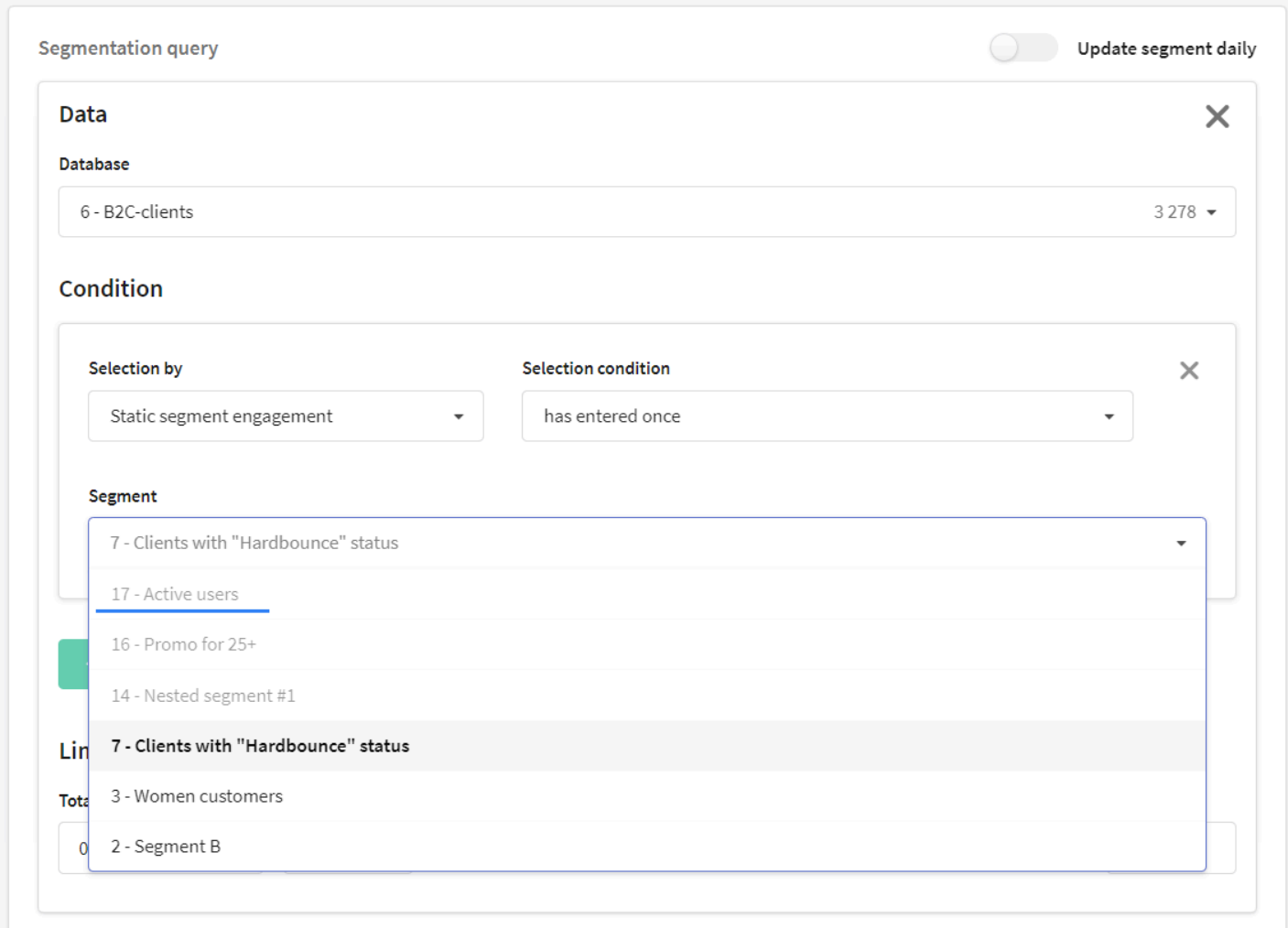
The first segment already includes the second segment

Two segments cannot refer to each other at the same time. To understand how this condition works, consider the following example:

We have two segments “Active users” and “Loyal customers”. We point out that the “Active Users” segment includes the “Loyal customers” segment:

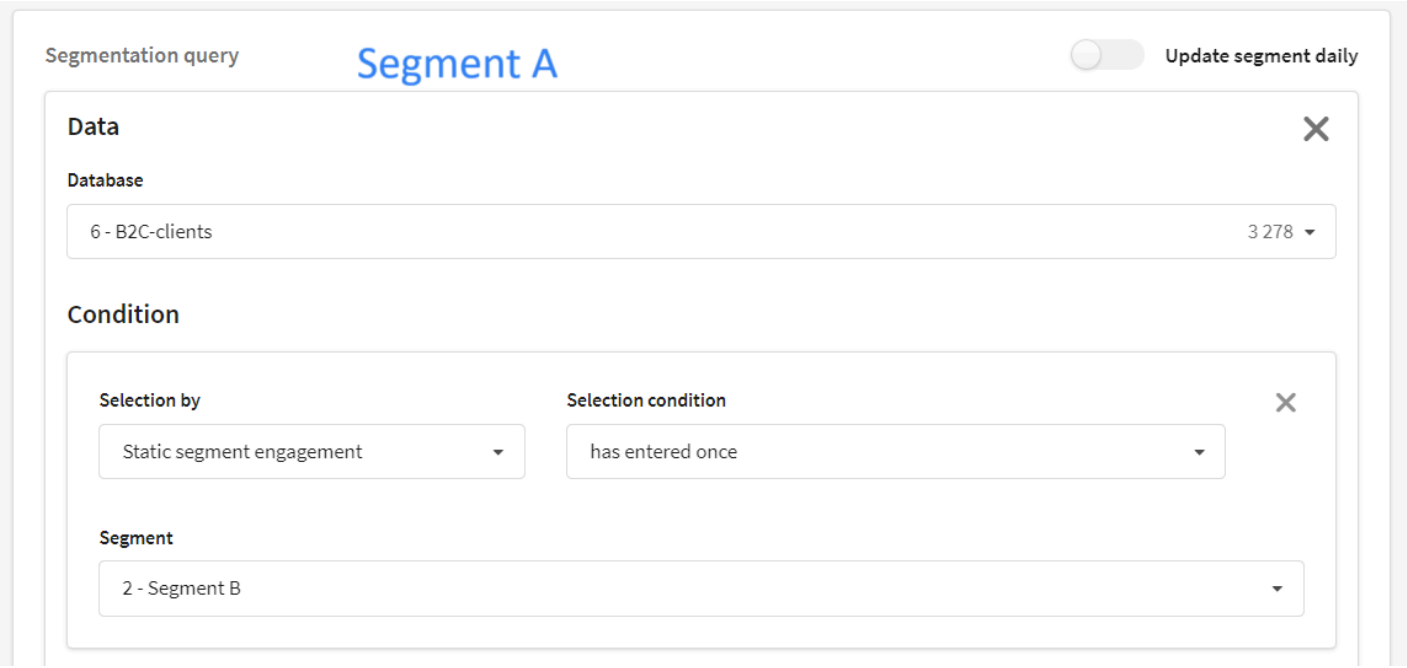


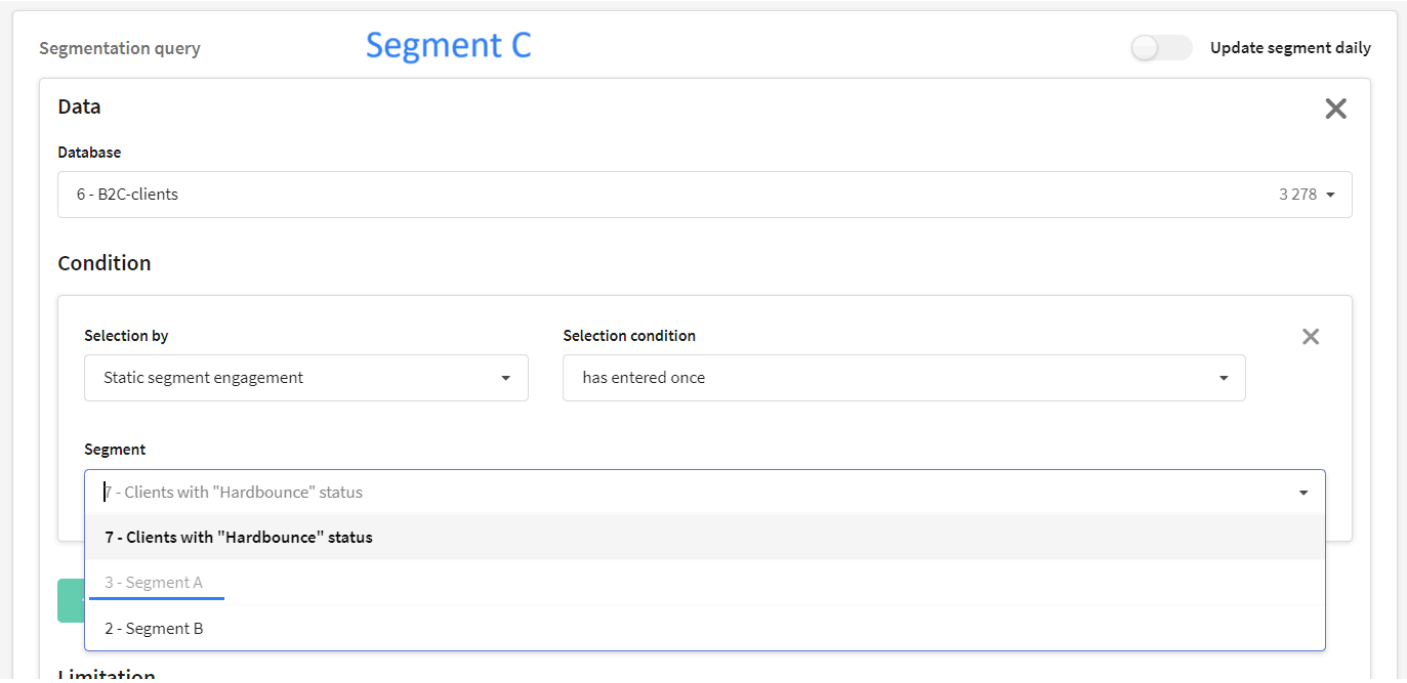
And further, if we indicate that the segment is “Loyal customers” should include “Active users”, we will create a loop where one element will link to another.



Excessive nesting

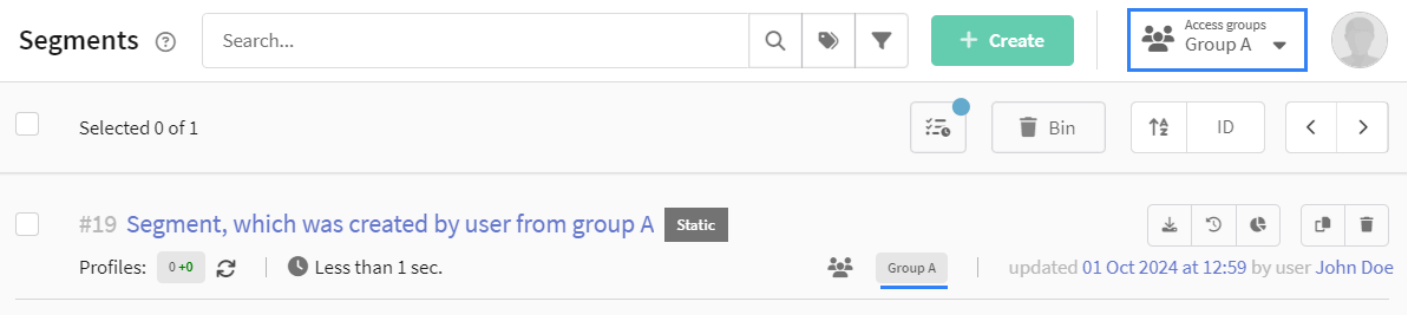
The platform does not support multiple nesting of segments. Consider an example: Segment A includes segment B. You are creating a new segment C. Segment A cannot be selected in segment C.



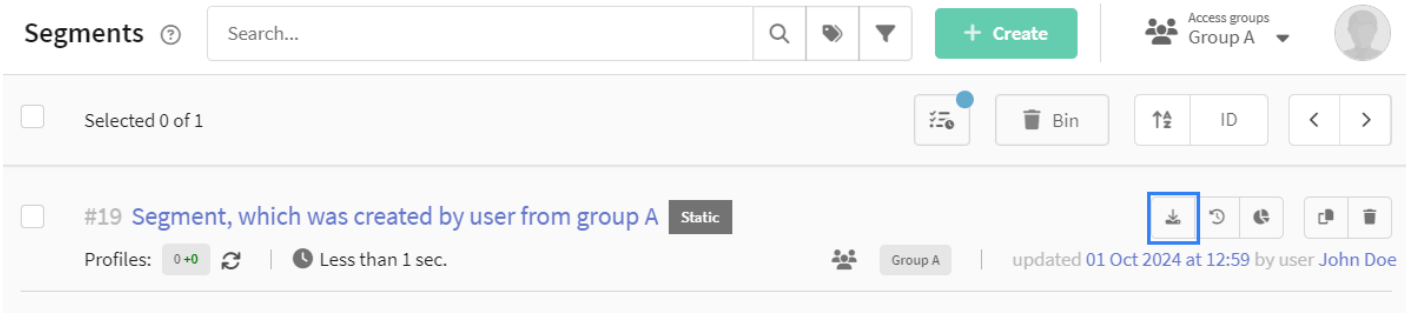


Segment in another access group

For example, we have a user who is in group A. He has created a segment that the user of group B wants to use, but user B will not see this segment because it is created within another group.



If you want to transfer data for a user from group B, you can export them by clicking on the button on the quick actions panel and transfer them as a file:



Tasks

Export customer profiles from segment

Export customer profiles from segment Segment, which was created by user from group A

Download file

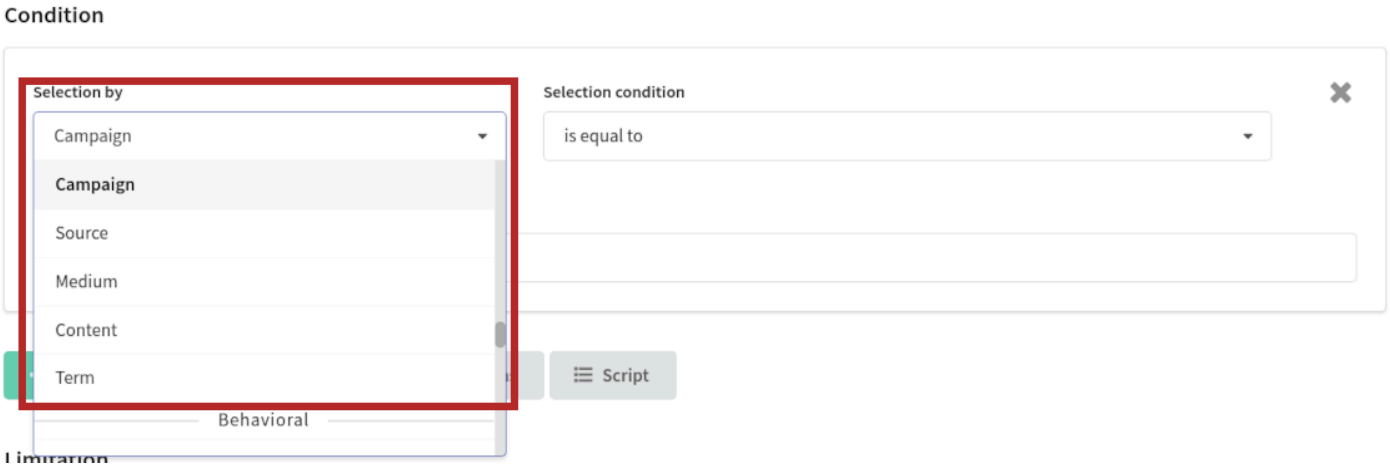
Created : 01-10-2024 13:03:01 by John Doe Task ID: d236efcd-1cf8-4782-b5c5-c2e5242bbfb5

Segmentation by UTM

Segmentation by UTM

UTM fields that are available for segmentation are:

- **Campaign — the campaign name.**
- **Source — the source of the traffic.**
- **Medium — the marketing medium where the link was shared.**
- **Content — helps to differentiate links or ads that point to the same URL from the same source, medium and campaign.**
- **Term — identifies the paid search term associated with an add.**



The following operators are available for UTM fields:

- **Is equal to / is not equal to — exact equality between subscriber utm field and segmentation rule. You can set rule value manually, or select it form the list.**
- **Starts with — thew rule checks if the field starts with input value.**
- **Contains / does not contain — if the profile field exists, it may contain value of certain type, or it can be empty.**
- **Is empty / is not empty — the rule checks if the filed is empty or not.**
- **Exists / does not exist — the field can be active or not, for certain profile. Existing field can be empty, or contain value of certain type.**
- **Is in file in column / is not in file in column — the rule looks for field accordance in the table file (CSV, xls) column, which can be attached to segmentation rule.**
- **Is in data table / is not in data table — the rule looks for field accordance in the query to the SQL database.**
- **Is in a field of post url response / is not in a filed of post url response — the rule looks for field accordance in the answer of post method query to external API.**
- **Is in list / is not in list —the rule looks for field accordance in the list, that you can set in the values field. The values must be defined with line break (pipe).**

Condition

Selection by

Campaign

Selection condition

is equal to

Value (x)

Enter a value

+ Add rule + Add group + Import conditions

- is equal to
- is not equal to
- starts with
- contains
- does not contain
- is empty

Limitation

Segmentation by profile structure

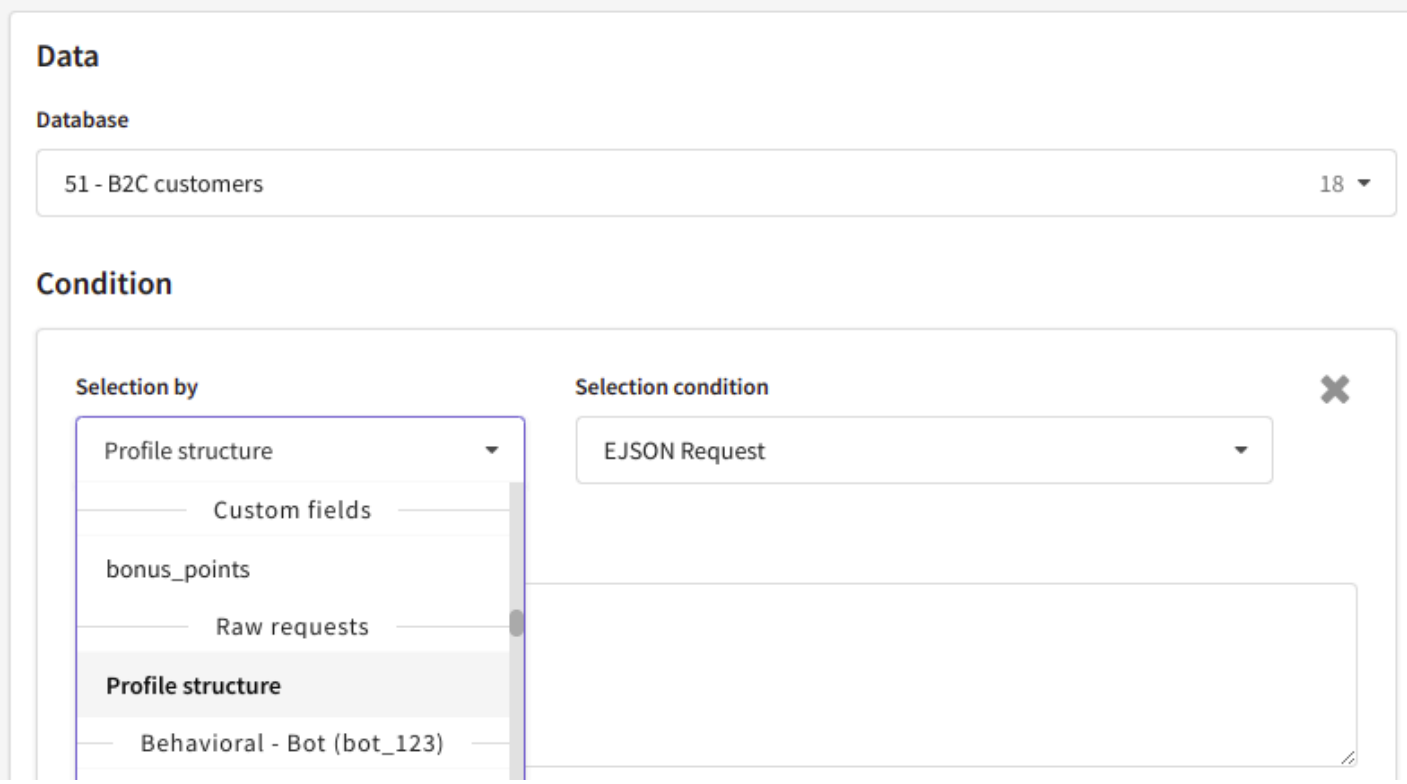
Segmentation by profile structure

Description

You can create queries to MongoDB for complex segmentation of profiles by JSON fields.To create a query, set the following conditions for your segment:

- **Selection by — Profile Structure**
- **Selection condition — EJSON Request**

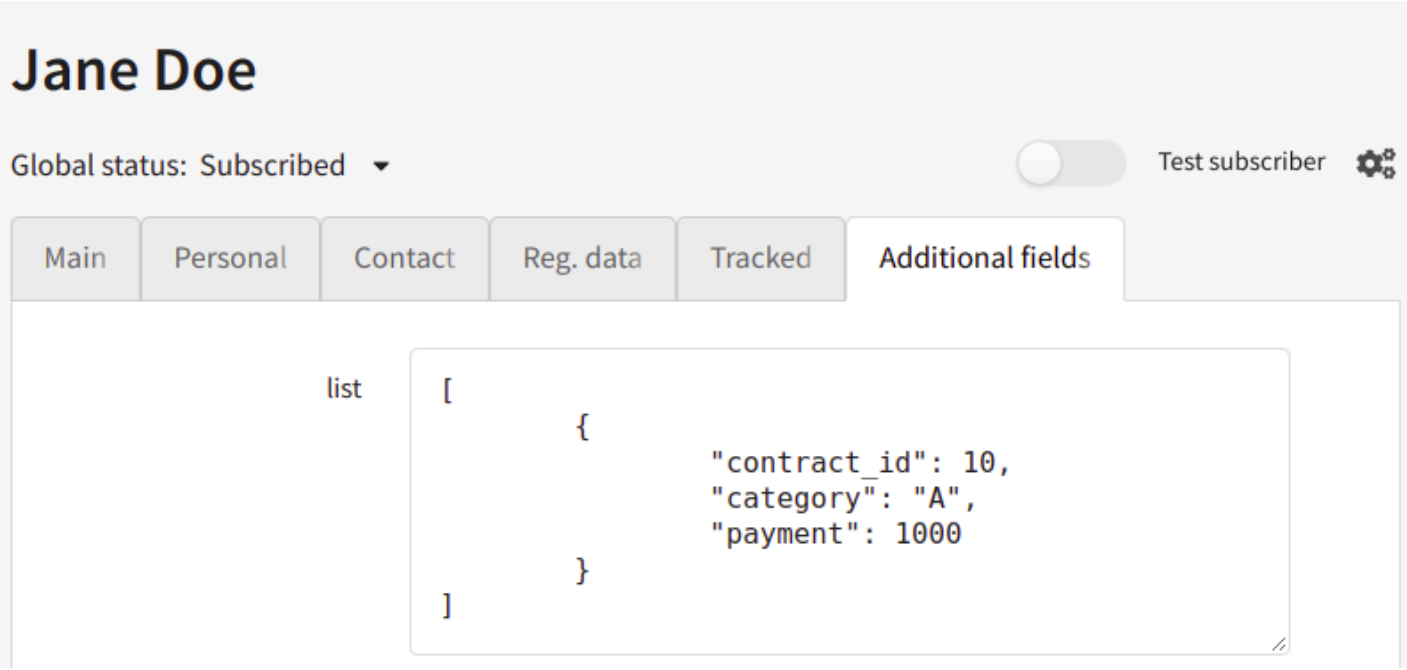
Next, describe the request in the EJSON format.



Operators

Various operators are used for an extended JSON database query. You can read more about EJSON for MongoDB in the documentation. Below we will show you how to work with the main operators.

For example, the database has a profile with an additional JSON field — “`list`”:



This field contains the following array:

```
[
  {
    "contract_id": 10,
    "category": "A",
    "payment": 1000
  }
]
```

The tables show queries that will allow you to select a given profile from the database:

Comparison operators

Operator	Description	Example
$eq	Matches values that are equal to a specified value.	{ “list.category”: { “$eq”: “A” } }
$ne	Matches all values that are not equal to a specified value.	{ “list.category”: { “$ne”: “B” } }
$gt	Matches values that are greater than a specified value.	 “list.payment”: { “$gt”: 500 } }
$gte	Matches values that are greater than or equal to a specified value.	{ “list.payment”: { “$gte”: 1000 } }

Operator	Description	Example
$lt	Matches values that are less than a specified value.	{ “list.payment”: { “$lt”: 1500 } }
$lte	Matches values that are less than or equal to a specified value.	{ “list.payment”: { “$lte”: 1000 } }
$in	Matches any of the values specified in an array.	{ “list.contract_id”: { “$in”: [10, 20, 30] } }
$nin	Matches none of the values specified in an array.	{ “list.contract_id”: { “$nin”: [20, 30, 40] } }

Logical operators

Operator	Description	Example
$and	Joins query clauses with a logical AND returns all documents that match the conditions of both clauses.	{ “$and”: [{ “list.payment”: { “$gte”: 1000 } }, { “_city”: { “$eq”: “Barcelona” } }] }

Operator	Description	Example
$not	Inverts the effect of a query expression and returns documents that do not match the query expression.	{ “list.category”: { “$not”: { “$eq”: “D” } } }
$or	Joins query clauses with a logical OR returns all documents that match the conditions of either clause.	{ “$or”: [{ “list.payment”: { “$gte”: 2000 } }, { “_city”: { “$eq”: “Barcelona” } }] }
$nor	Joins query clauses with a logical NOR returns all documents that fail to match both clauses.	{ “$nor”: [{ “list.payment”: { “$gte”: 1500 } }, { “_city”: { “$eq”: “Barcelona” } }] }

$elemMatch

The `$elemMatch` operator allows you to select profiles whose array stored in a JSON field contains at least one element that matches all conditions.

Profile#1	Profile#2

<pre>"list":
[
{
"category":"A",
"payment": 1000
},
{
"category":"B",
"payment": 2000
}
]</pre>
	<pre>"list":
	[
	{
	"category":"B",
	"payment": 1500
	},
	{
	"category":"C",
	"payment": 2000
	}
	]</pre>

The query will select Profile#1 and Profile#2:

```
{
  "list.category": "B",
  "list.payment": 2000
}
```

The query will only select Profile#1:

```
{
  "list": {
    "$elemMatch": {
      "category": "B",
      "payment": 2000
    }
  }
}
```

CAUTION

Only simple data types can be compared. Complex types (objects, arrays) cannot be compared because the preservation of field order in the request and the profile database is not guaranteed.

Example of invalid comparison:

```
// Comparison of profile JSON field "list"
{
  "list": {
    "$eq": {
      "contract_id": 10,
      "category": "A",
      "payment": 1000
    }
  }
}
```

Instead of comparing entire objects, it is better to compare by keys and their values. For example:

```
{
  "list.category": {
    "$eq": "A"
```

```
  }
}
```

Date

Use the `{"$dateNowFunc": "0"}` argument to specify a date offset in days.

The query will select profiles updated no later than yesterday:

```
{
  "_updatetime": {
    "$gte": {
      "$dateNowFunc": "-1"
    }
  }
}
```

You can also use this function to work with dates stored in JSON fields. For example, the following array is written in the additional profile field “`list`”:

```
"list":
        [
                {
                        "contract_id":10,
                        "category": "A",
                        "start_date":"2022-07-01",
                        "expiration_date":"2022-08-01"
                },
                {
                        "contract_id":20,
                        "category": "B",
                        "start_date":"2022-06-15",
                        "expiration_date":"2022-09-15"
                }
        ]
```

The query will select profiles with which the contract of category “A” was concluded no earlier than a week ago:

```
{
  "list": {
    "$elemMatch": {
      "category": "A",
      "start_date.r": {
        "$gte": {
          "$dateNowFunc": "-7"
        }
      }
    }
  }
}
```

The query will select profiles with which a category “B” contract has been concluded. In addition, this contract will expire in less than a month:

```
{
  "list": {
    "$elemMatch": {
      "category": "B",
      "expiration_date.r": {
        "$lte": {
          "$dateNowFunc": "30"
        }
      }
    }
  }
}
```

INFO

Please note that birthdays, registration dates, as well as dates recorded in additional fields are stored in the platform in the following form:

```
"date" : {
                "r" : ISODate("2020-09-30T07:42:30.501Z"),
                "y" : 2020,
                "m" : 9,
                "d" : 30,
                "md" : 930,
                "ymd" : 20200930
            }
```

When you write a path to such a field, add an additional key - `r`. For example `date.r`.

Segmentation by best send time

Segmentation by best send time

Description

Segmentation by best sending time allows you to select profiles that are best delivered to on the current day, hour, or within a specific time period. Once you've created a segment, you can set up a campaign by specifying the segment's audience as recipients. In this way, each subscriber will receive the message at the optimal time for them.

The optimal time to send a message is calculated through machine learning algorithms. The ML service determines the hour and day of the week when the profile is most likely to open a message.

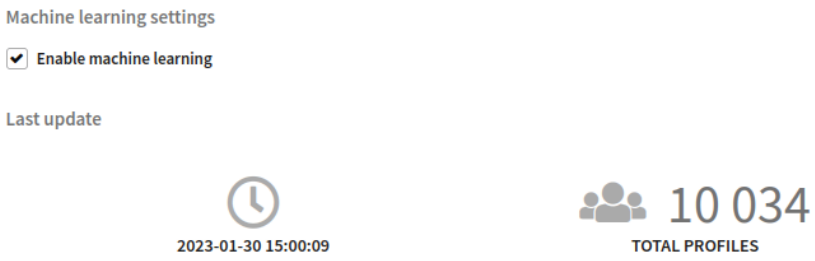
> **CAUTION**
>
> **The algorithms will not be able to calculate the best send time for a profile that has less than one week of send and open history.**

Pre-settings

To make this type of segmentation available, you need to enable the ML service. To do this, the platform administrator must add additional fields to the configuration file.

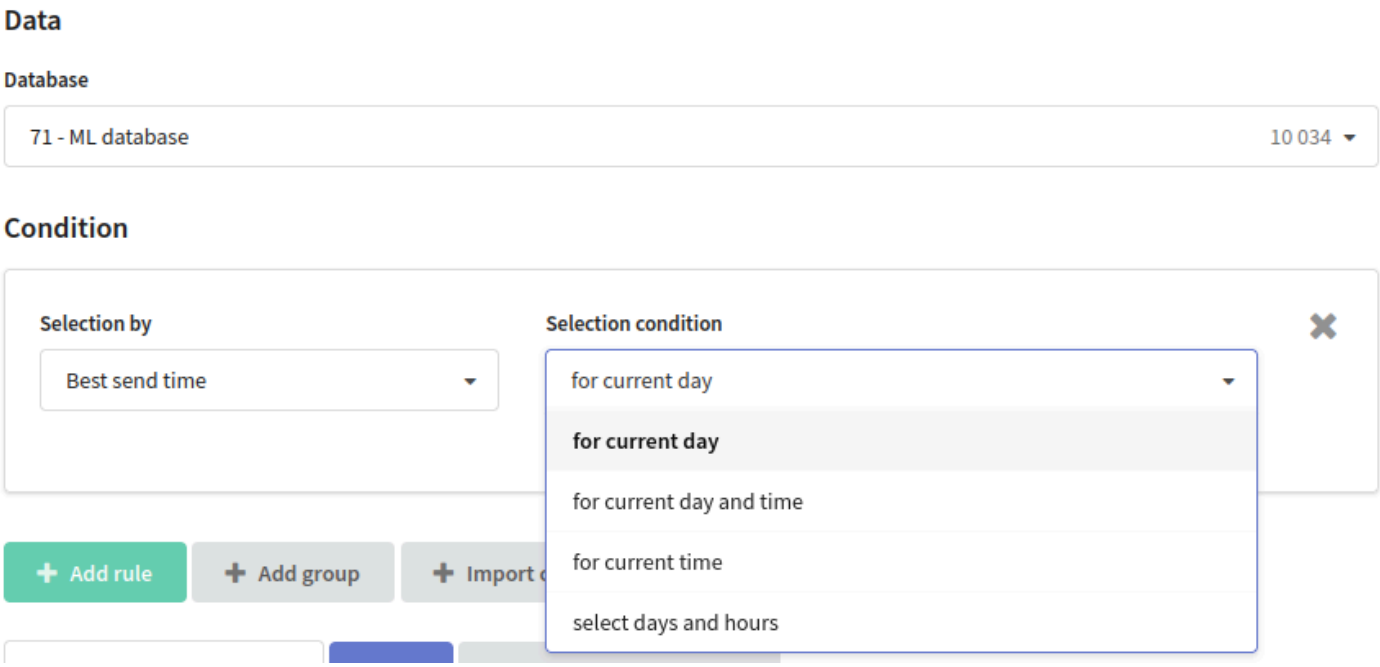
You also need to enable machine learning in the profile database. To do this, go to the database editor and in the "Machine learning settings" block, check "Enable machine learning".

> **INFO**
>
> **The best send time data is regularly updated in the database according to the specified schedule. The schedule is set in the configuration file; the default is at 00:00 (UTC +0). You can see the time of the next update in the database settings.**
> **If machine learning has recently been enabled, wait for the first data recalculation.**



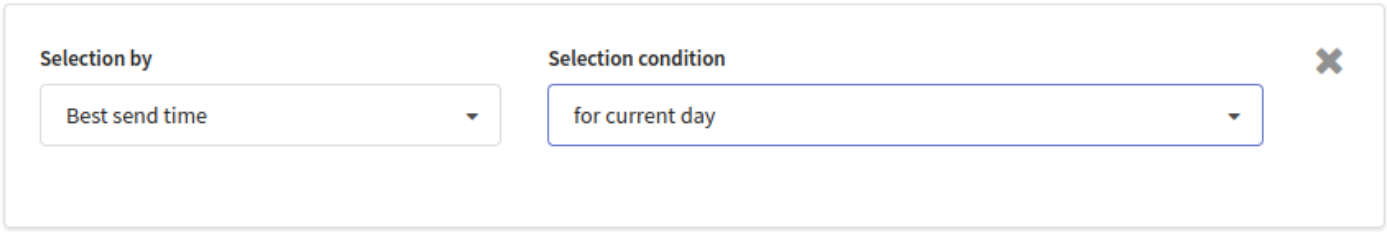
Segmentation settings

Select a profile database that has machine learning enabled. Specify the selection by Best send time. Next, specify a selection condition:



For current day

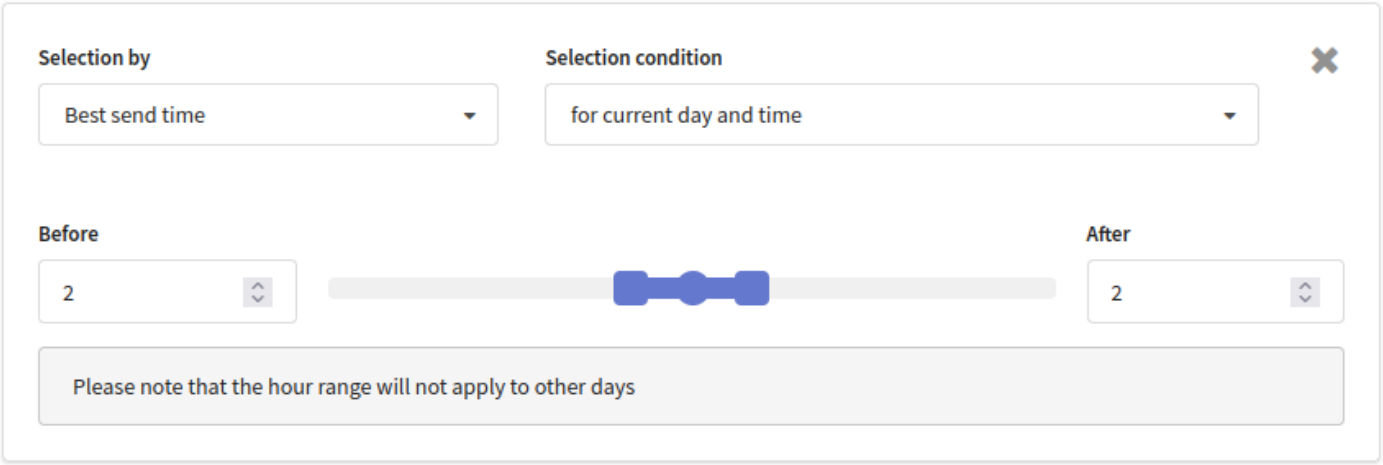
The segment will capture profiles for which the ML service considers today the best time to send a message.



For current day and time

The segment will include profiles to which it is best to send a message during the specified time period today. The period is calculated relative to the current time.

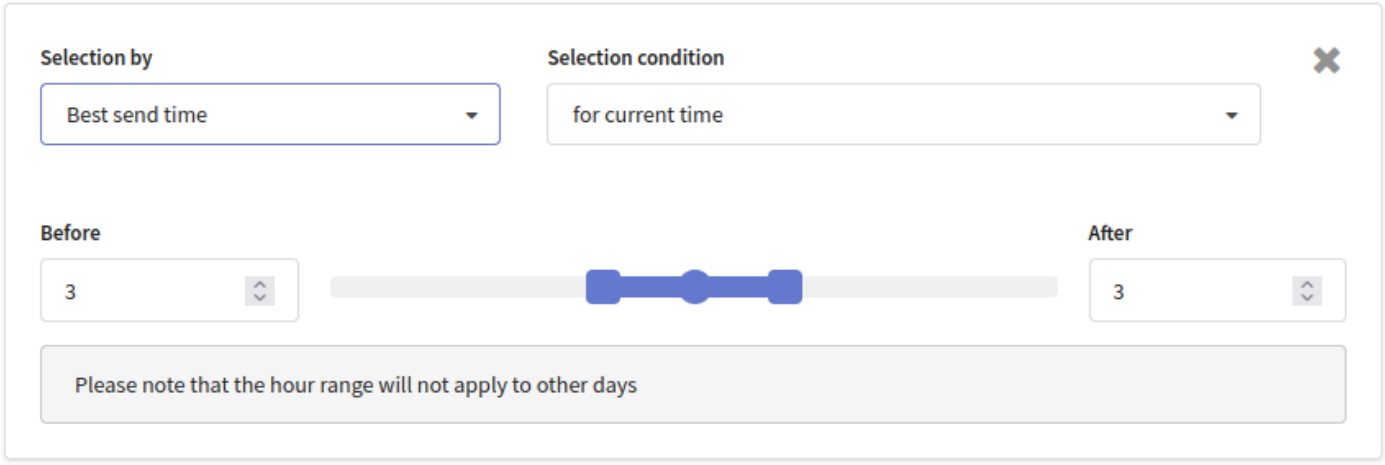
The example below selects profiles that would be better off sending messages today within the range of +/– 2 hours from the current time. In other words, if it is now 2:00 pm, then the segment will include those to whom it is better to send messages today between 12:00 pm and 4:00 pm.



For current time

This selection condition takes into account only the best time of sending, but not the best day of sending. The segment will include profiles to which it is best to send a message in the specified time period. The period is calculated relative to the current time.

The example below selects profiles for which the optimal send time is +/– 3 hours from the current time:

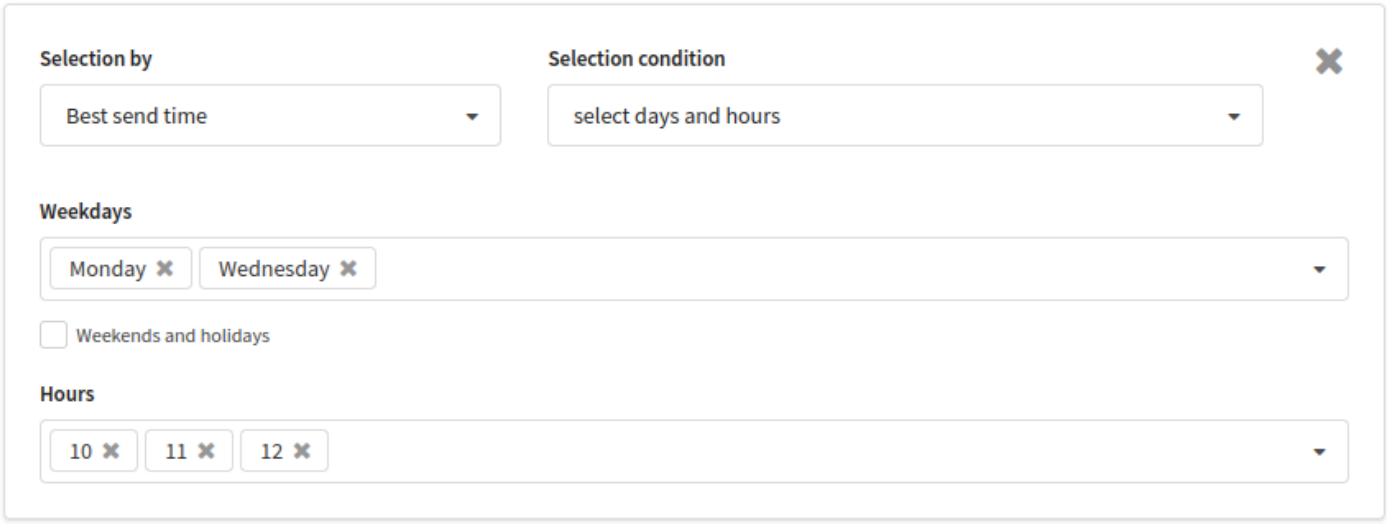


Select days and hours

This condition allows you to select profiles to which it is best to deliver a message on certain days of the week and at certain hours. If the profile's best delivery day coincides with one of the selected days, and the best delivery hour coincides with one of the selected hours, then the profile joins the segment.

To select those who are most likely to open a message on holidays, check the "Weekends and holidays" checkbox.

In the example below, we select profiles whose best send times are Monday and Wednesday from 10:00 am to 12:00 pm:

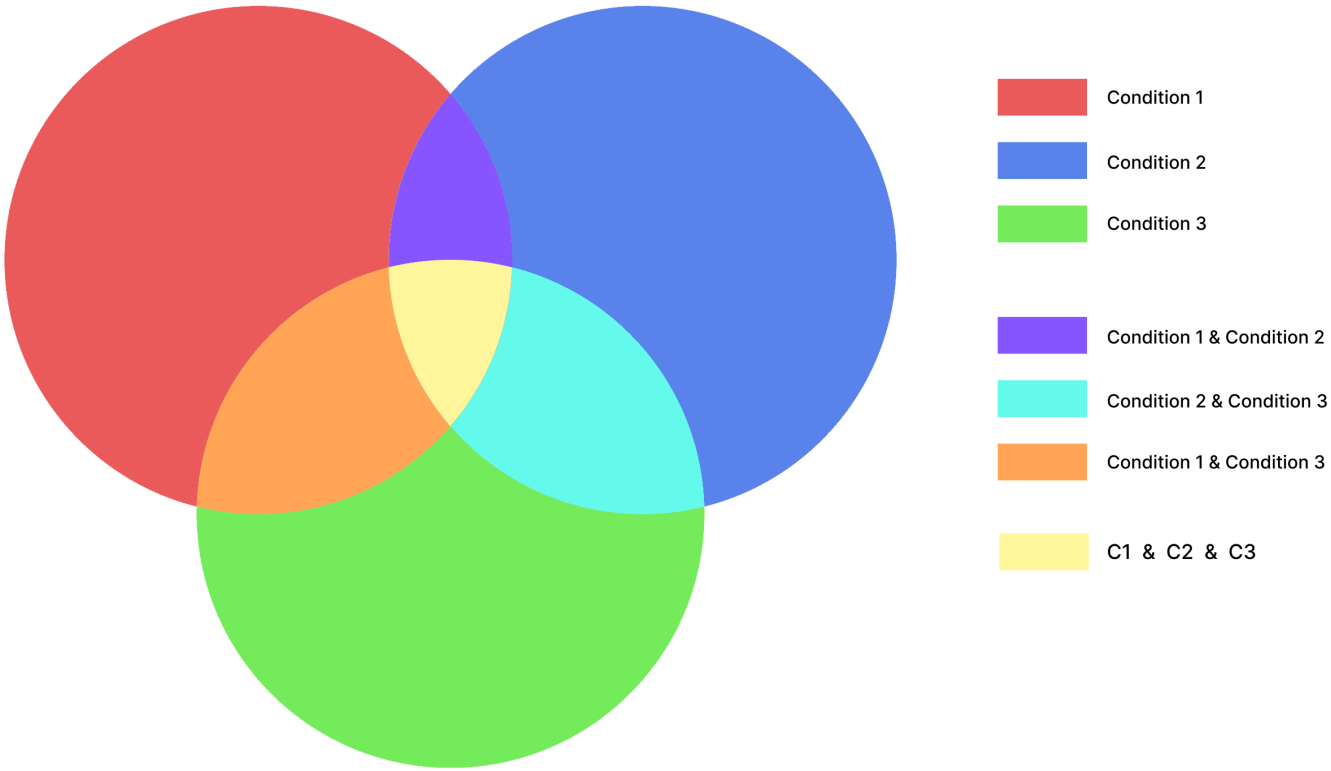


Logical operators “AND” and “OR”

Segmentation on the platform is based on conditions. Often, a single condition is not enough to calculate the audience required for a campaign. In such cases, it is necessary to specify two or more selection conditions or group of rules. The conditions are linked together using the logical operators of formal logic - “AND” and “OR”. In this article, we will use examples to explain how conditions work with these operators.

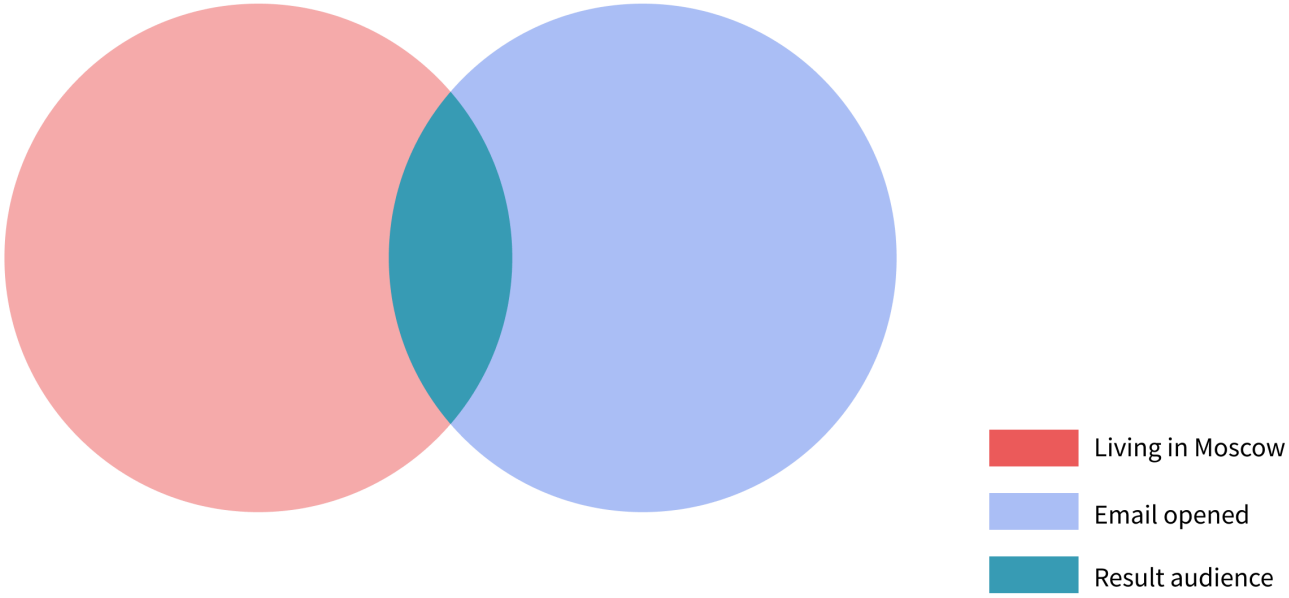
Operator "AND"

The “AND” operator will select those subscriberss for which all rules and rule groups in the query are valid. This operator implies that all elements of the elements being joined must strictly match the condition. It can be represented schematically:

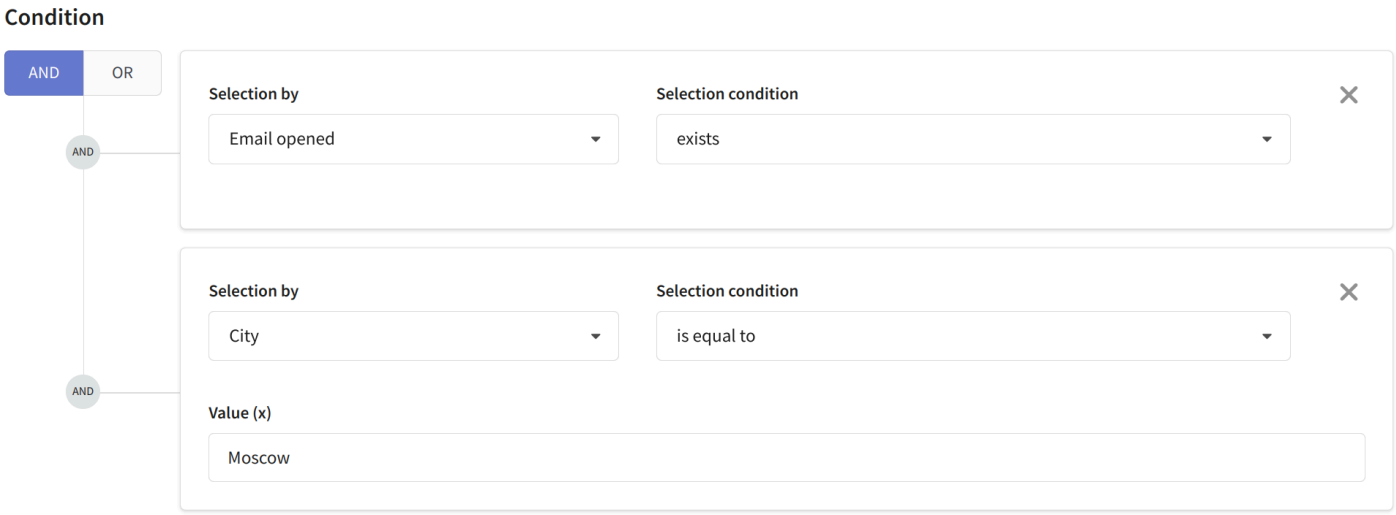


Example

Let’s model the situation. To send out an invitation to a promotional event, we need to select subscribers living in Moscow who have opened your email at least once:

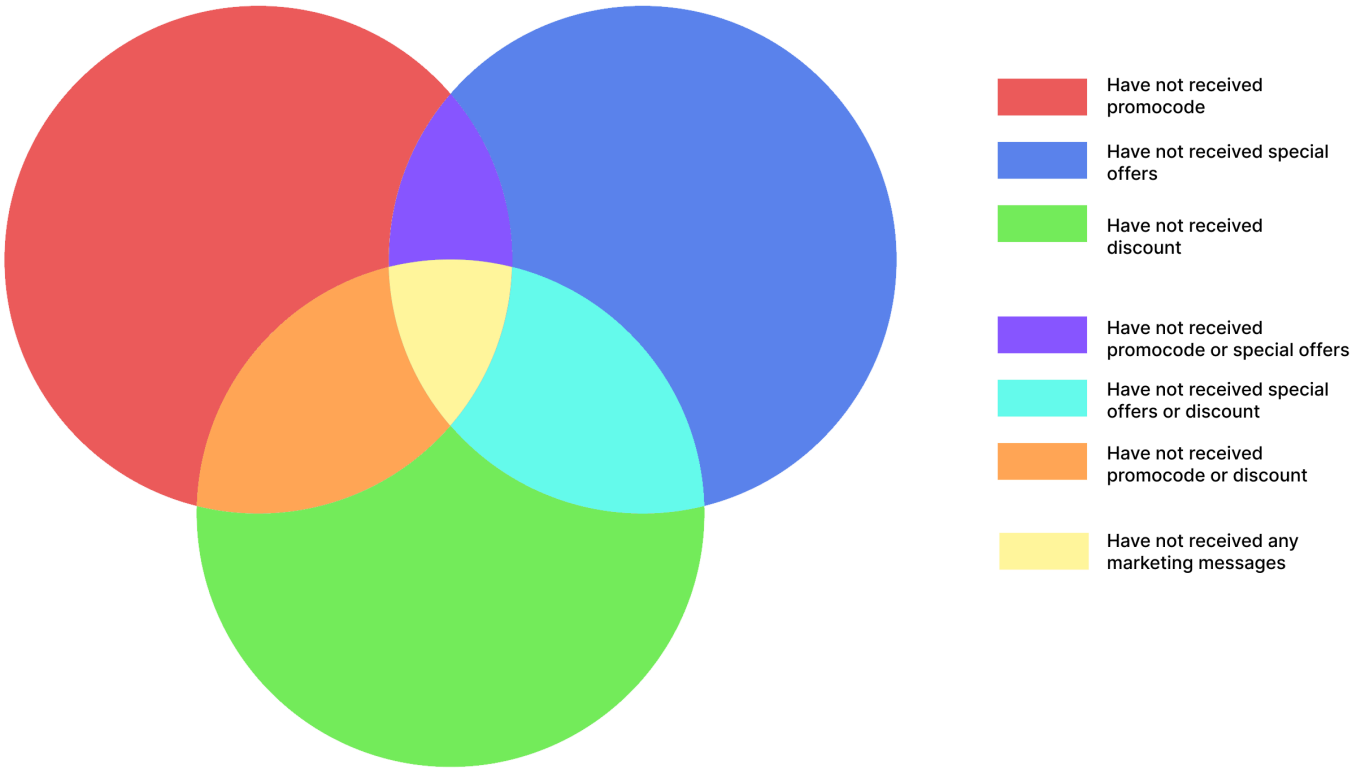


The conditions will look like this:

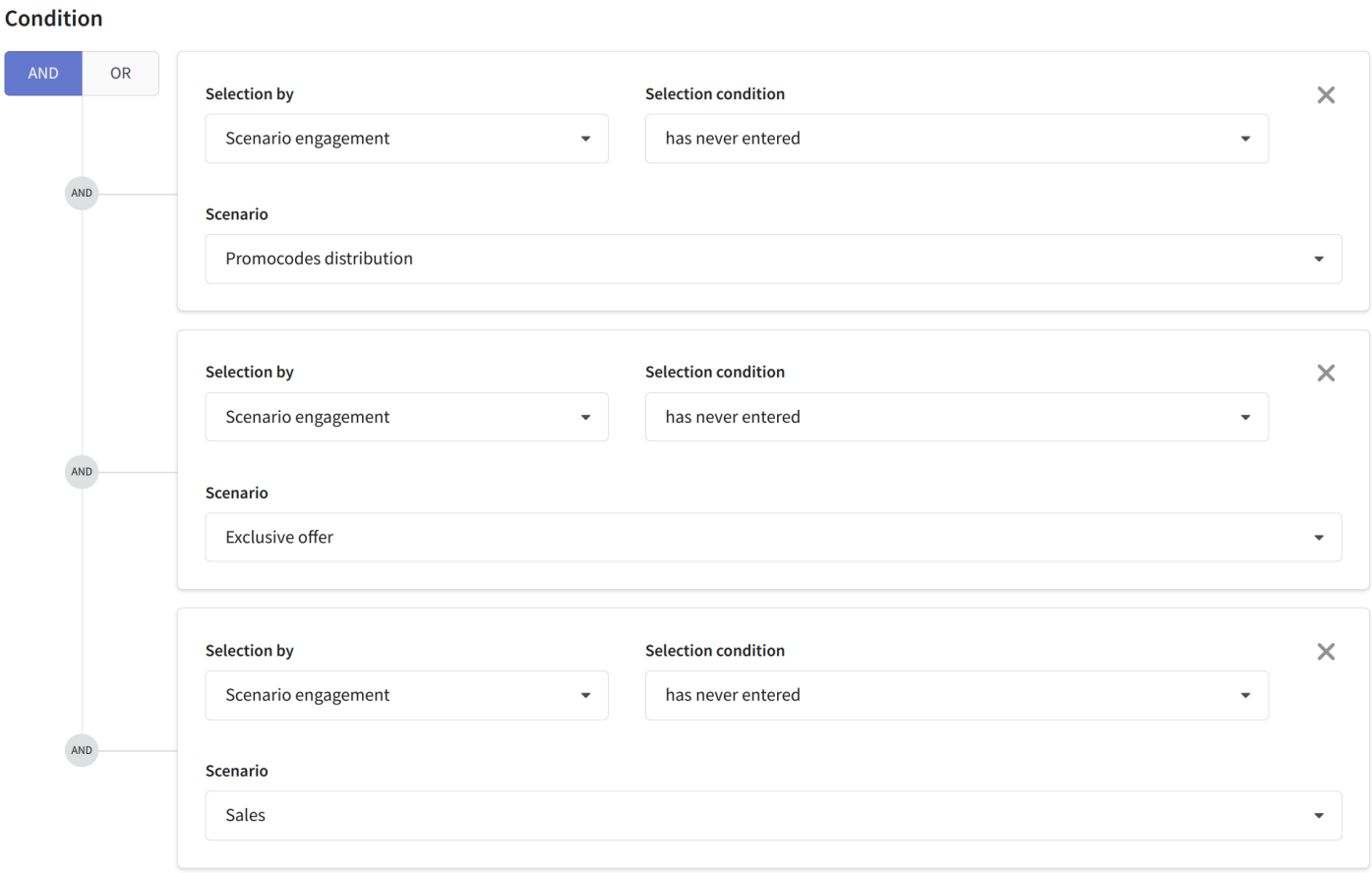


This way, we will select those customers who meet both conditions.

Let’s say you’ve previously created several scenarios with different offers. Now you need to select those who have not yet received messages from you:



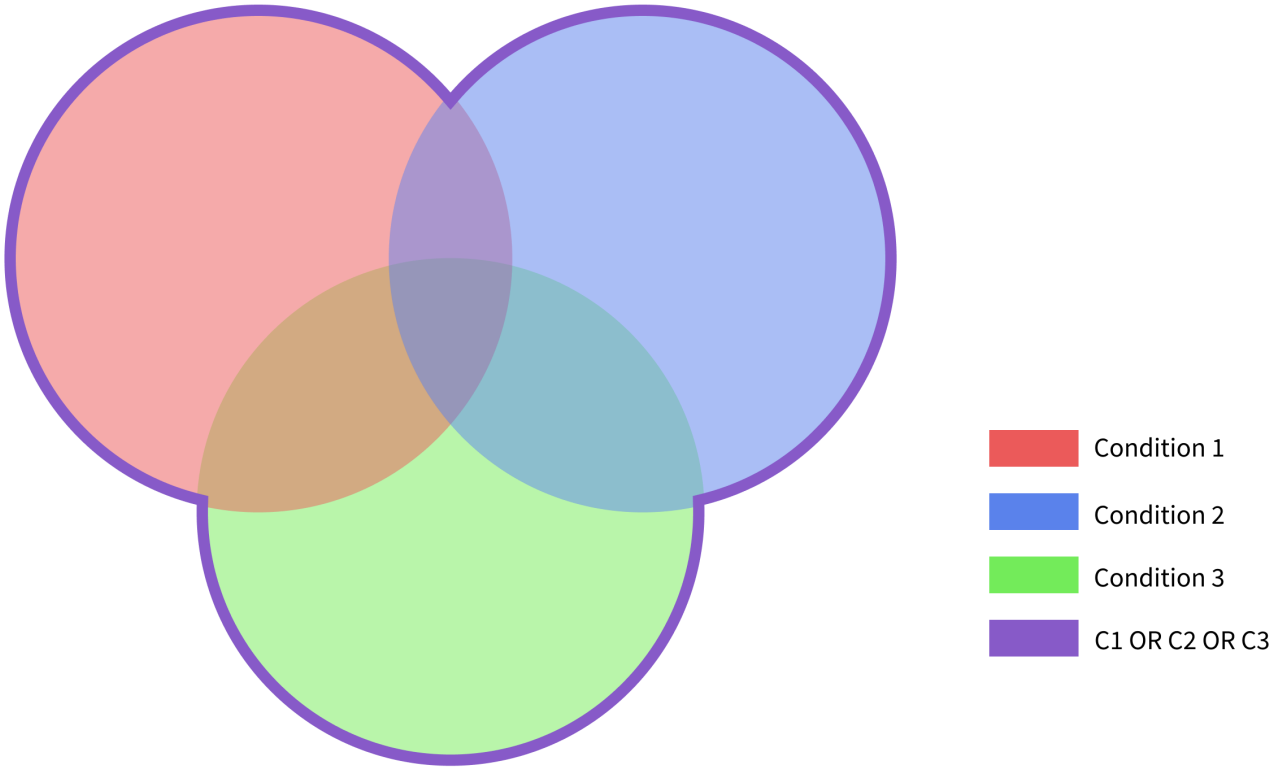
In this case, the conditions will also be connected by the “AND” operator:



This segment will include those profiles that have not received any discount messages, emails about exclusive offers, or distributions with promo codes.

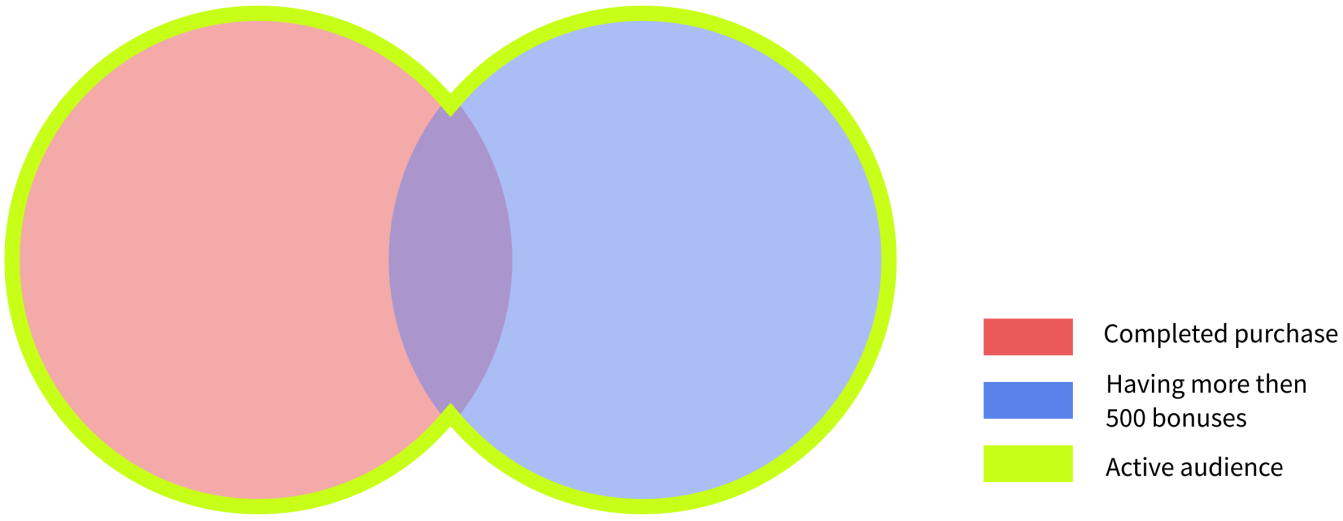
Operator "OR"

The “OR” operator selects those profiles for which at least one rule or group of rules is valid. If a profile meets a single condition, it will be included in such a segment. The scheme of its work is as follows:

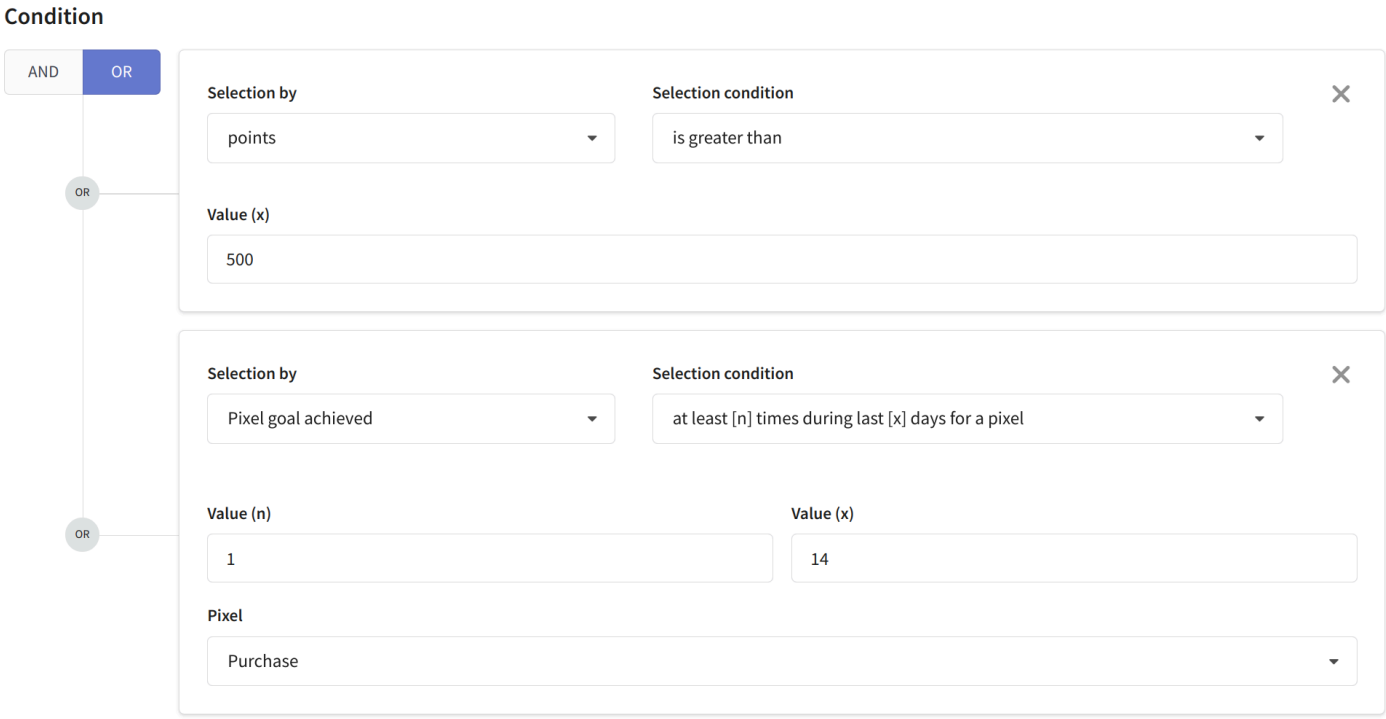


Example

Let’s assume that you came up with an idea to reward active customers with a special promo code. We will consider as active those who either made a purhase in the last 2 weeks or have more than 500 bonus points on their account:

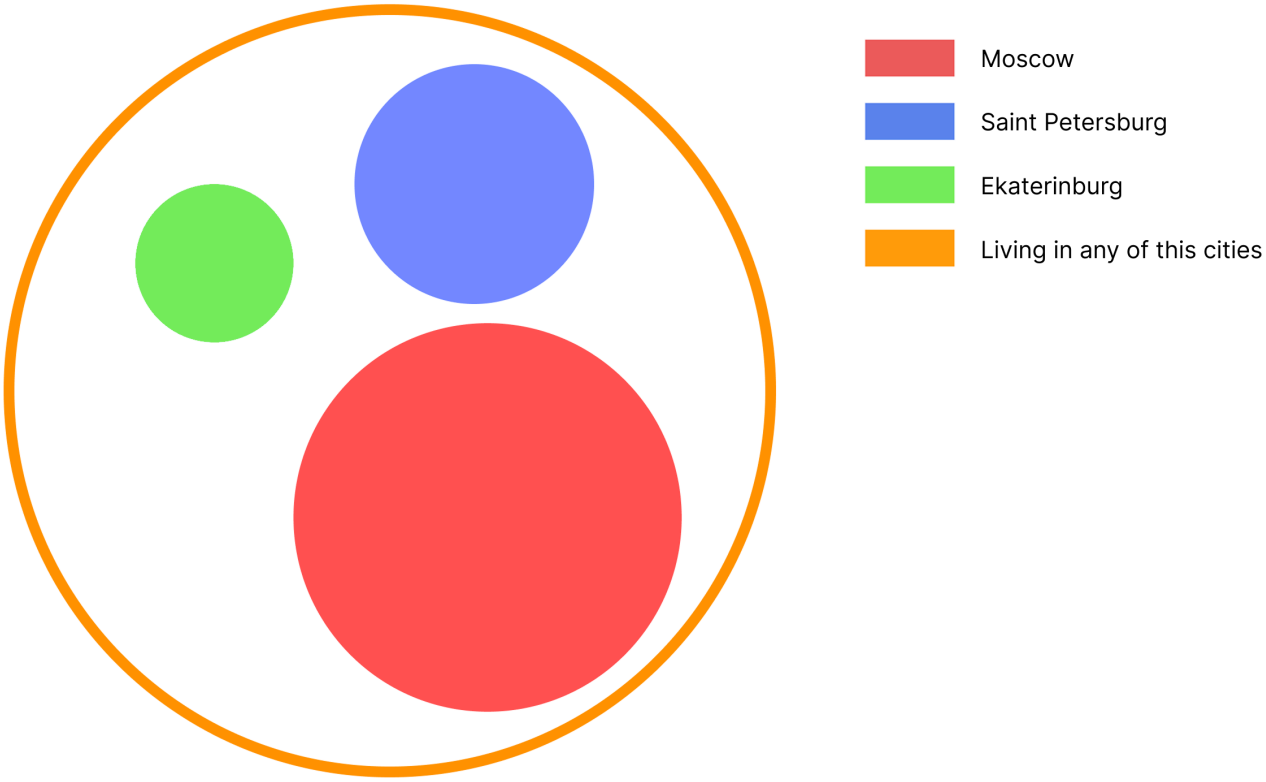


And a condition:

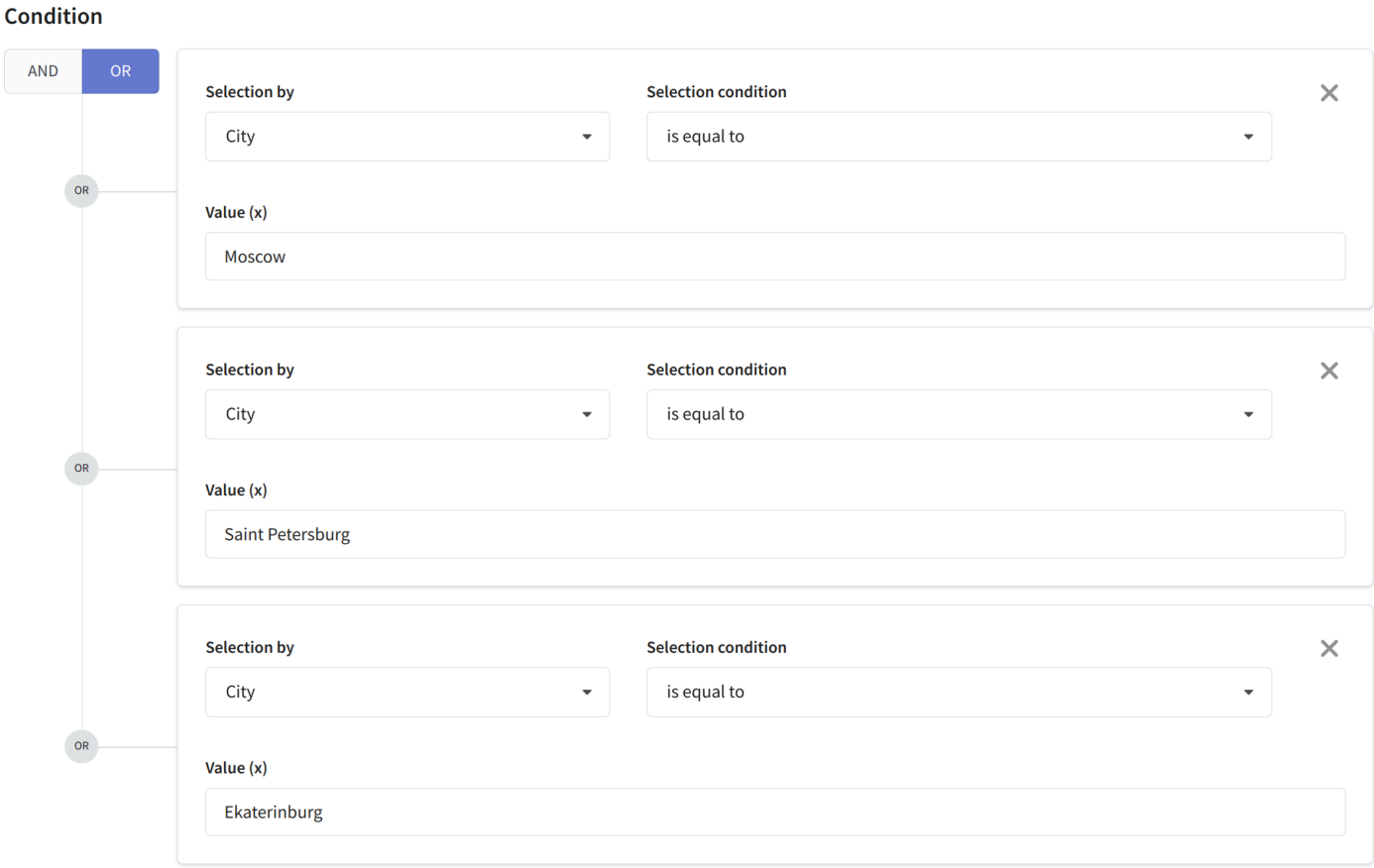


If any of these conditions are met, the customer will receive a promo code.

If you need to select people from few different cities as your audience, you would also use the OR operator when building your segment:



The conditions will look like this:



INFO

Using a condition with the “OR” operator and negations can lead to errors. Such conditions often contain a built-in logical flaw.

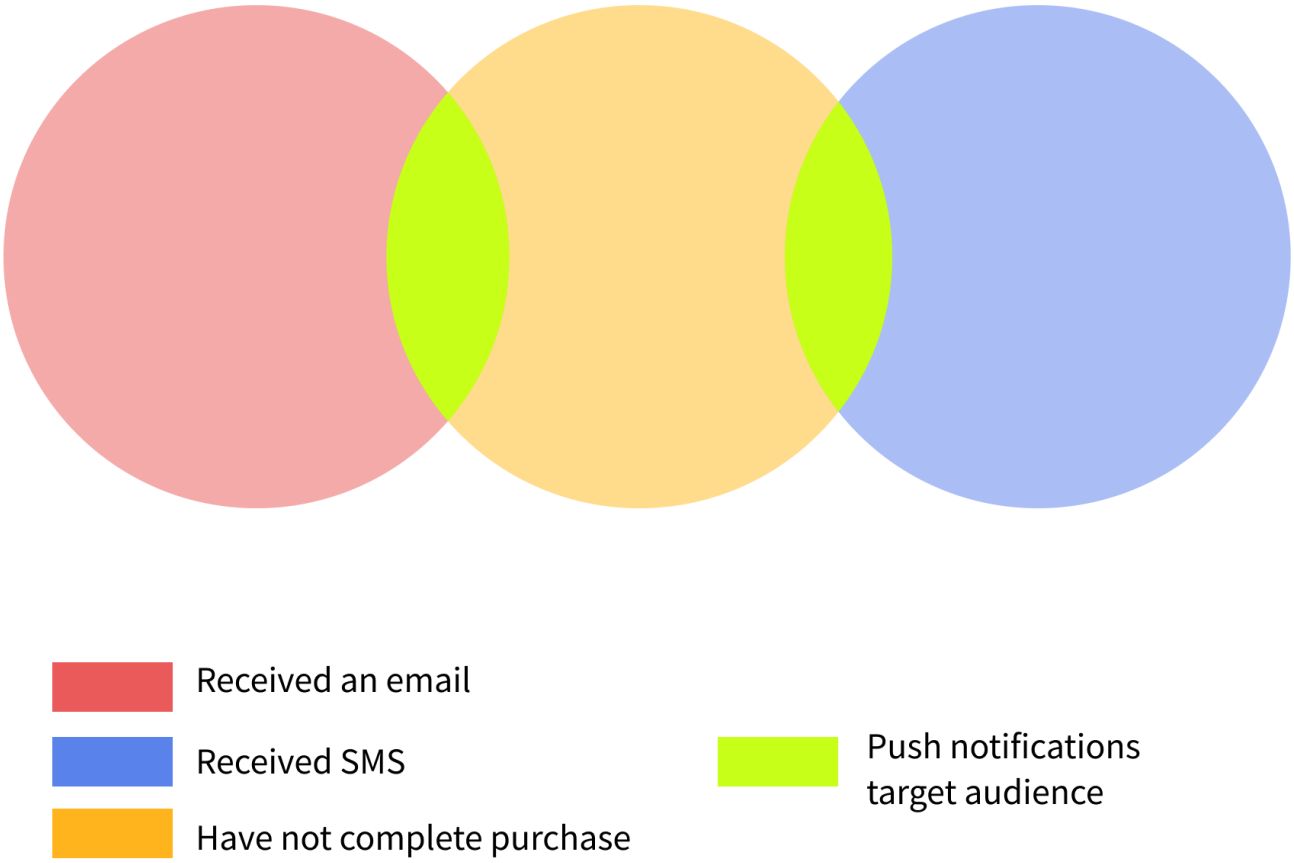
Avoid using these constructions — it’s better to replace them with equivalent conditions using “AND”. If you do use them, be sure to double-check with a visual logic diagram.

Group of rules

You can link multiple rules of the same level using either OR or AND, but you cannot use them together. To build complex schemes, you must use a group of rules. Within a rule group, you can use an operator different from the one used to link conditions of another level. This allows you to build more complex audiences for your marketing campaigns.

Example

Let’s explain it with an example. Let’s imagine a situation in which you need to create a Viber campaign for inactive customers - for those who have received both email and SMS messages, but never made a purchase. Schematically, the audience will look like this:



For such a condition, the rule set will be composed as follows:

Condition

AND | OR

Query group

AND | OR

AND

Selection by: SMS sent

Selection condition: exists

OR

AND

Selection by: Pixel goal achieved

Selection condition: not happened to a pixel

Pixel: Purchase

+ Add rule | + Import conditions

Query group

AND | OR

AND

Selection by: Email sent

Selection condition: exists

OR

AND

Selection by: Pixel goal achieved

Selection condition: not happened to a pixel

Pixel: Purchase

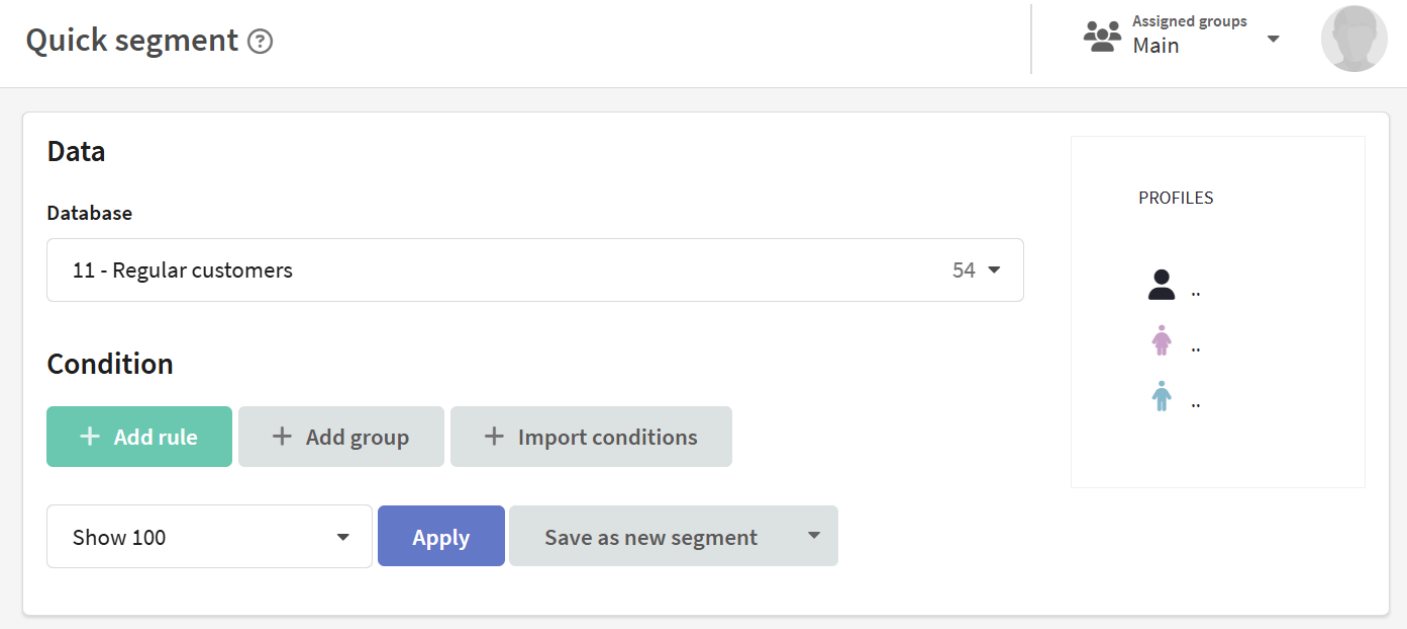
+ Add rule | + Import conditions

Quick segment

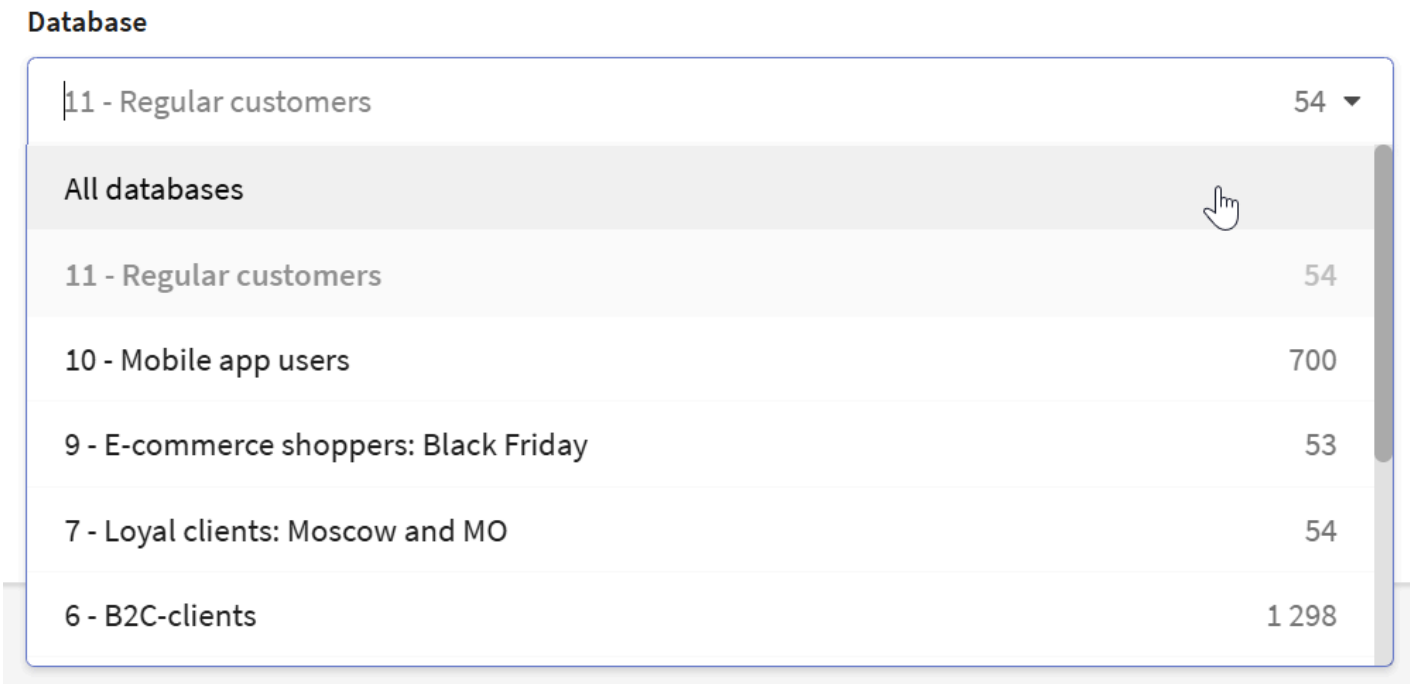
	Quick segment is a tool for building queries to customer profile databases. It allows you to create audience segments based on specified segmentation rules and use them to solve marketing tasks. Quick Segment is convenient to use for quick search of the necessary profiles, with which there are some problems in the communication process. In addition, quick segment is useful when working with segments that contain complex rules, grouped into groups, etc. Before working with such segments, it is important to make sure that all settings are correct. Go to **Data** and select **Quick segment**. </td> </tr>

How to build a segment

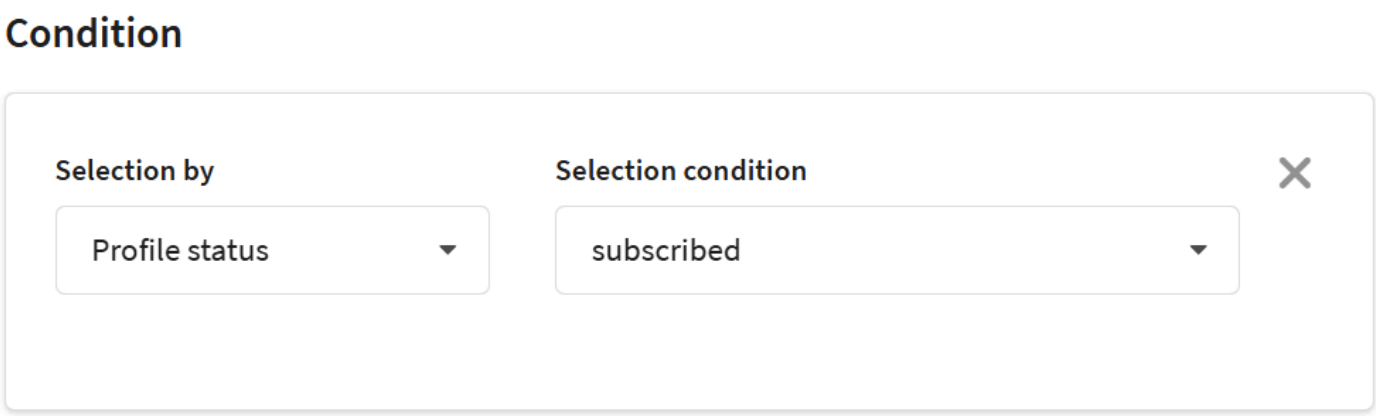
After you have selected a quick segment from the main menu, the segmentation prompt window will appear.



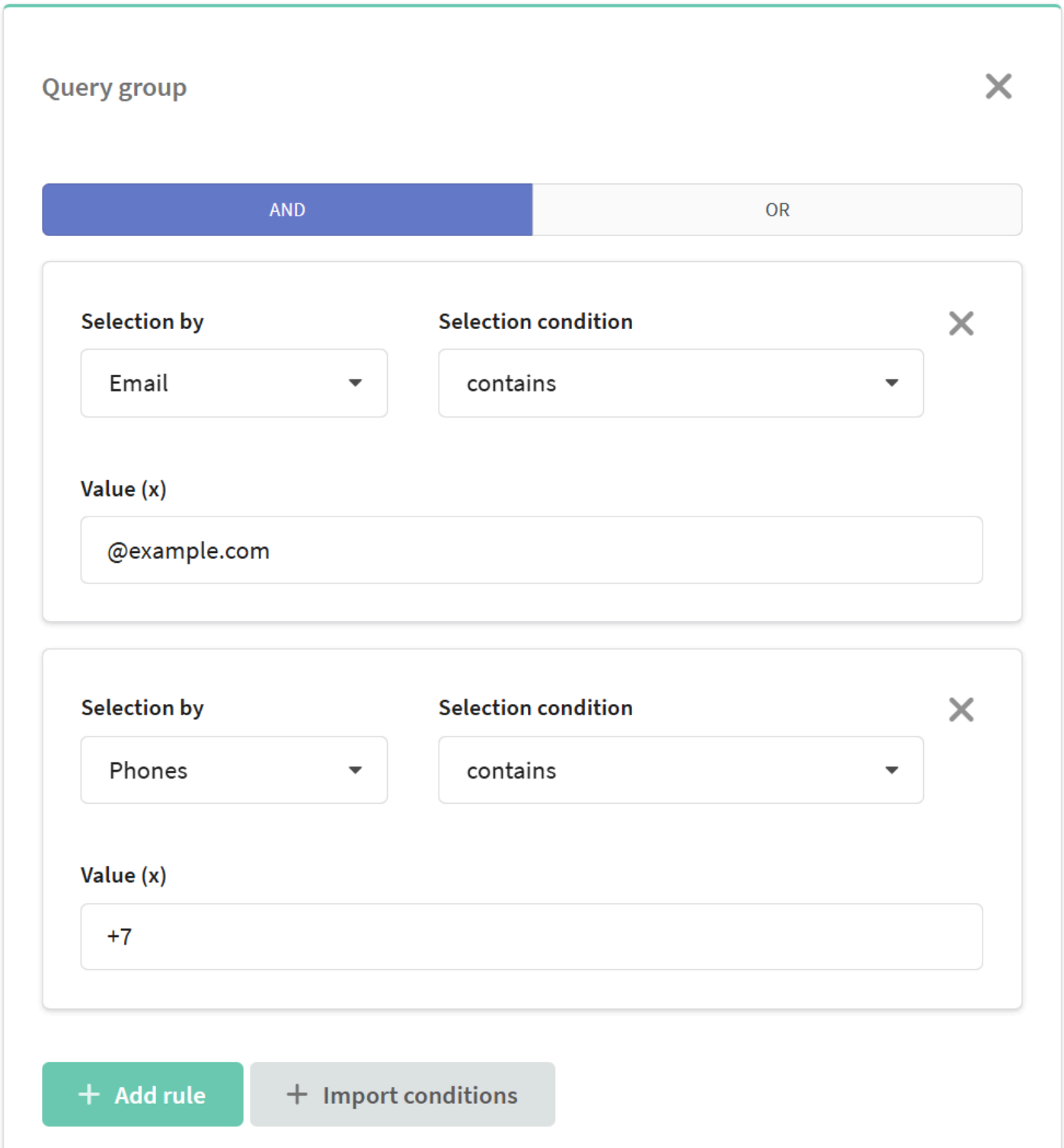
Specify the database in which you want to find profiles, or select “All databases” if you don’t want to be limited to just one database.



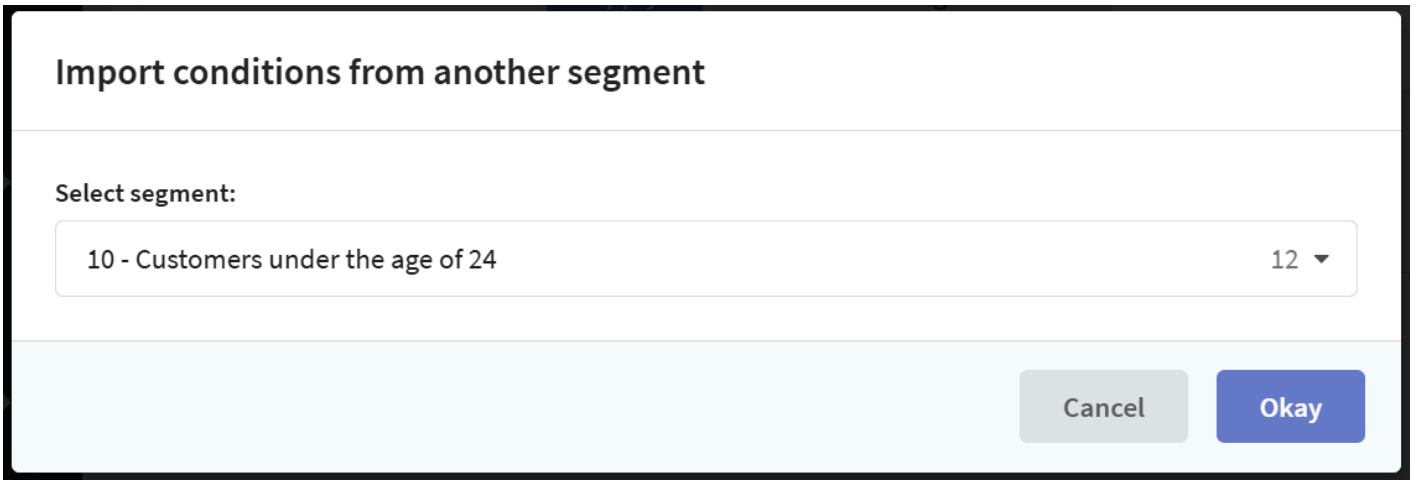
Press “+ Add rule” to set the profile selection conditions. In the “Selection by” field, select the parameter by which client profiles will be filtered, for example, selection by profile status. The “Selection condition” field is intended for setting the criteria by which the clients segment will be formed. In this field the segmentation rules defining which profiles will be included in the selection are set up.



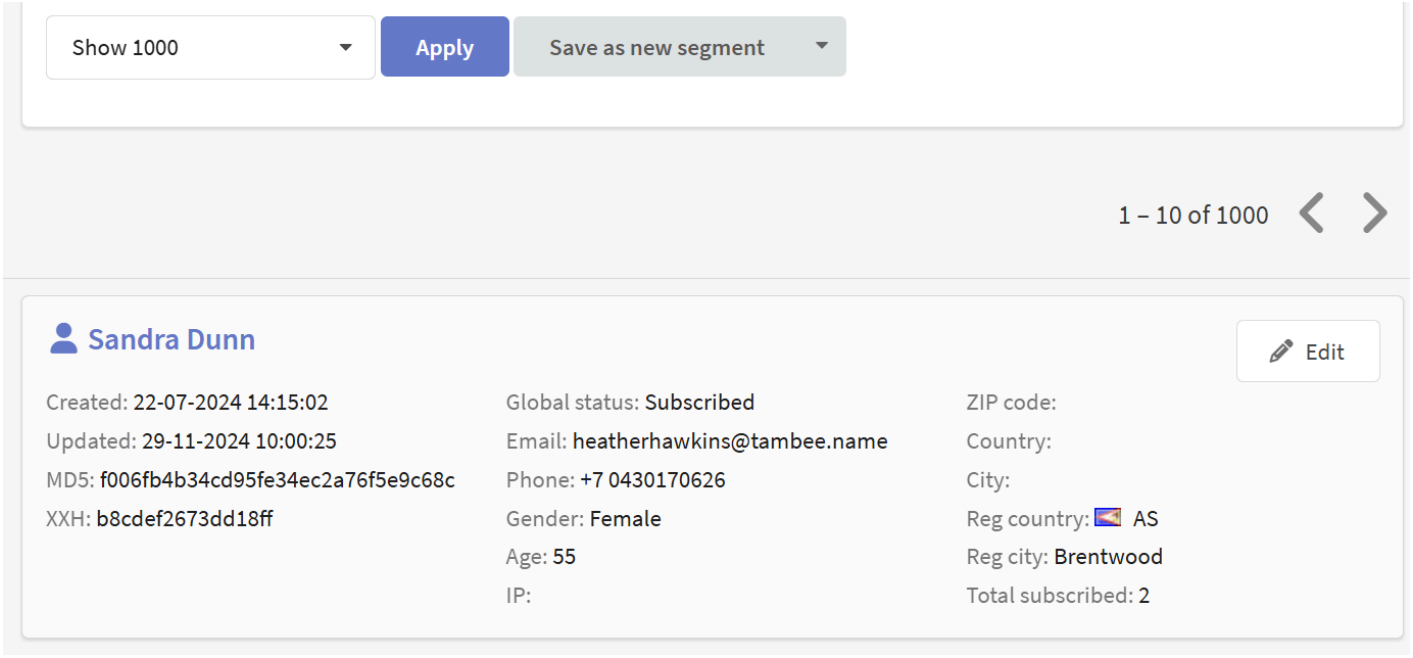
The “Add Group” button is used to create complex segmentation conditions combining several rules into one group using “AND” or “OR” logical operators.



You can also import the source and sampling rules from an existing segment by clicking the “Import Conditions” button.

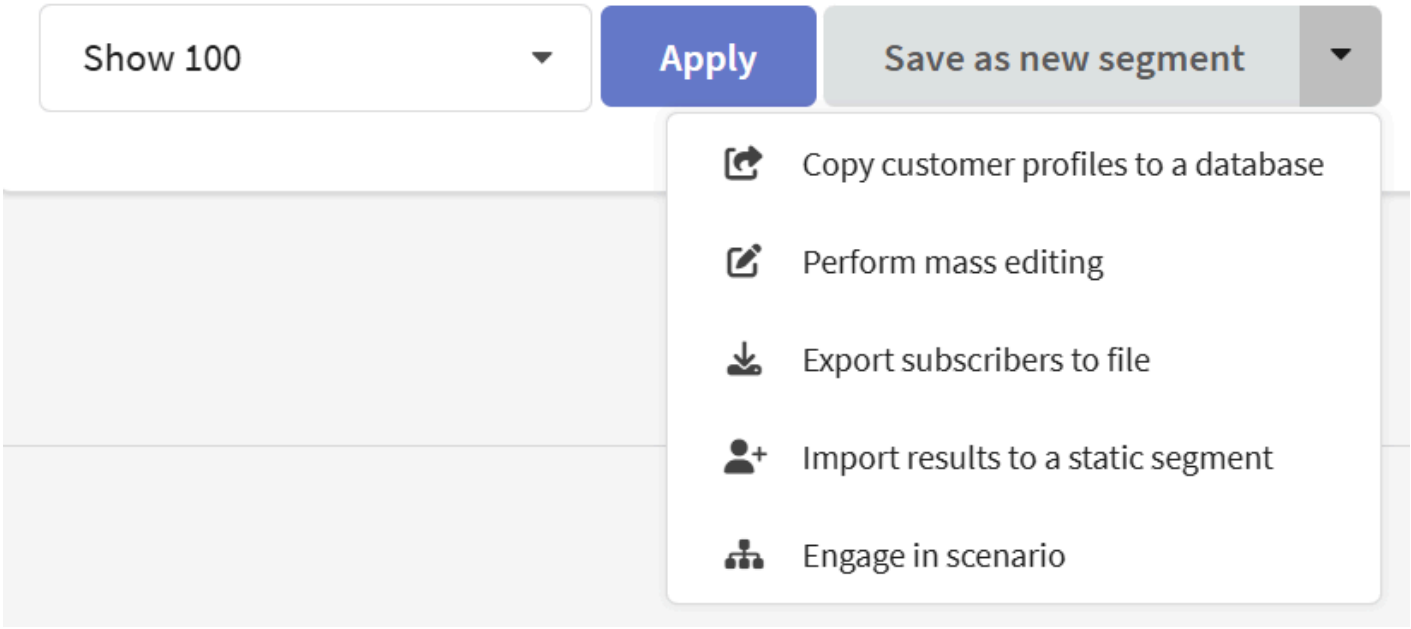


To get a list of profiles that match the condition, click “Apply”. The number of found profiles will be displayed on the right. The list of profiles will appear below. If you click on a name, you can go to the profile card.



Available actions with quick segment

After obtaining the list of profiles that match the specified conditions, the following actions become available:



- **Save as new segment — allows you to save profile selection rules as a dynamic segment for further use in campaigns or analytics.**
- **Copy customer profiles to a database — this action transfers selected profiles to another database.**
- **Perform mass editing — allows you to perform a mass update of profiles.**
- **Export subscribers to file — generates a file with data of selected profiles in csv format.**
- **Import results to a static segment — adds selected profiles to an existing static segment.**
- **Engage in scenario — sends the selected profiles to the scenario. The profiles will enter the scenario through the "Default" node.**

Message templates

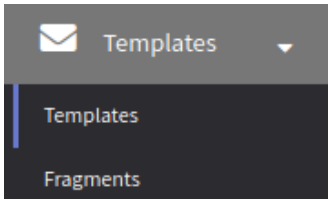
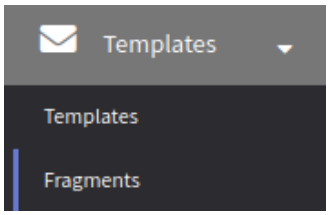
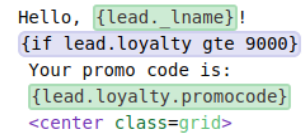
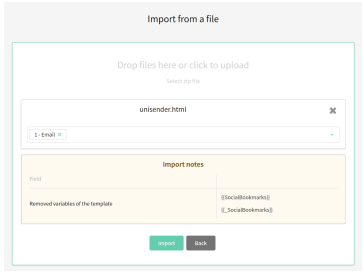
Message templates

Description

Message template is a form for creating content for your marketing campaigns. Within a single template, you can customize content for different communication channels. Templates in the platform support several types of dynamic content, such as queries to external sources, websites and SQL databases, as well as data passed in API requests to launch campaigns. The message editor allows you to add personalization variables, functions, logical expressions and cycles to your template. You can also customize the display of unique content for each specific group of subscribers.

You can attach files to the template to send to subscribers and stop lists to block email addresses. Templates can also contain special links to confirm subscription or unsubscribe.

Where to start?

	**Managing message templates** **Creating and editing message templates . Content editors for Email, Push and SMS versions. General and advanced settings. Personalization and live preview.**
	**Templates fragments** **Fragments are parts of message templates, which are stored separately and can be used for sections like header, footer, social links or loyalty program, - the repeatedly used ones. Fragment may contain plain text or HTML code for email.**
	**Variables and template functions** **You can use variables, logical expressions, loops and functions in the templates. In this section you can find description of the syntax and examples of message personalization.**
	**Dynamic content in messages** **You can insert dynamic content into your emails, such as HTML, APIs, JSON content, and data from external SQL tables. You can read more about each type of content in this section.**
	**Importing a template from a third-party service** **If you already have a message template that you're used to, you can easily transfer it to the Altcraft platform and use it in your marketing mailings. Learn how to do it by navigating to this guide.**

Managing message templates

Managing message templates

Description

	Message template is a set of content for your marketing campaigns. One template combines content settings for all communication channels. Select Templates in the main menu to start creating content for your mailings.

Managing templates

All the Message templates available in your account or your access group are displayed in the list. You can search them by name or template ID, or group templates by tags. You can also display only drafts or ready-to-send templates. Click on the template thumbnail to open the preview of the message. Here you can check how the message looks in different channels and on different devices.

> **TIP**
>
> **If you use Double opt-in — double subscription confirmation — such templates will have Confirmation tag on their thumbnails. You can read more about Double opt-in subscriptions in this article.**

For every template, quick actions menu is available, you can use it to edit, clone, remove template - or set access group. Press + Create button at the top part of the page to add a new template.

For each template, general information is collected. Whether there is a:

- **Confirmation link: a template with such a link is required when using a Double opt-in subscription.**
- **External content: the use of links to dynamic JSON content in the template.**
- **Suppression list when unsubscribing: if the subscriber clicks on the unsubscribe link in the message template, he will be added to the selected suppression list. A campaign that uses the template will block sending an email to a subscriber whose contacts are in the list.**

On the right there is a menu of quick actions:



— go to the summary report by template.

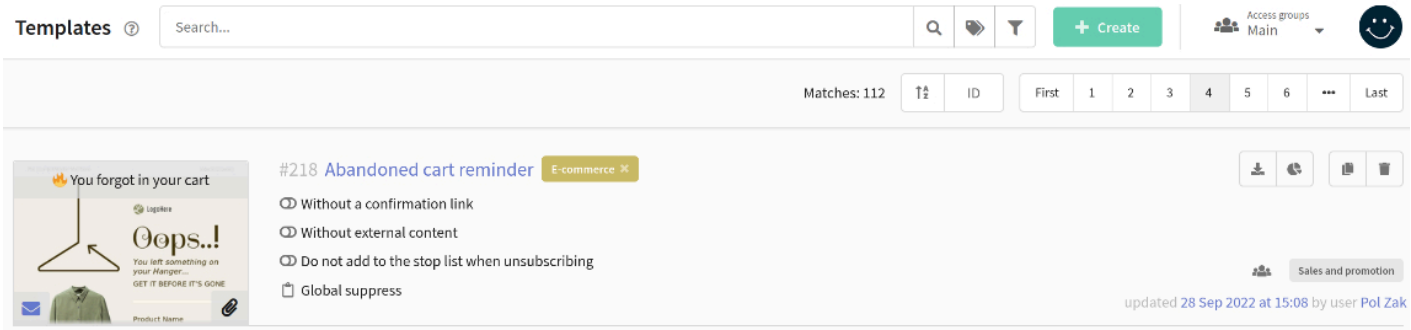


— clone the template.



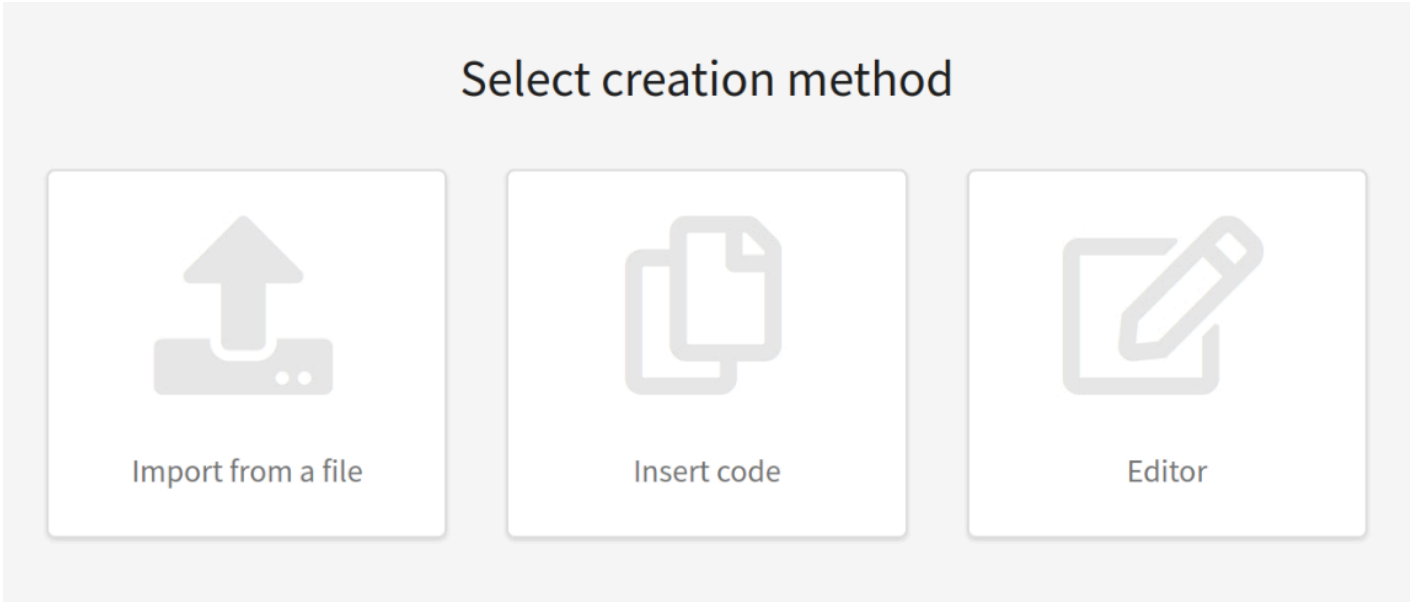
— delete the template.

To add a new template, at the top of the page, click the + Create button. If you need to edit an existing template, click on its title.



Next, you need to choose how to create a template:

- **Import from a file: download a ready-made template as a zip archive or html file.**
- **Insert code: Adds the copied html code to the text box.**
- **Editor: create a template in the editor.**



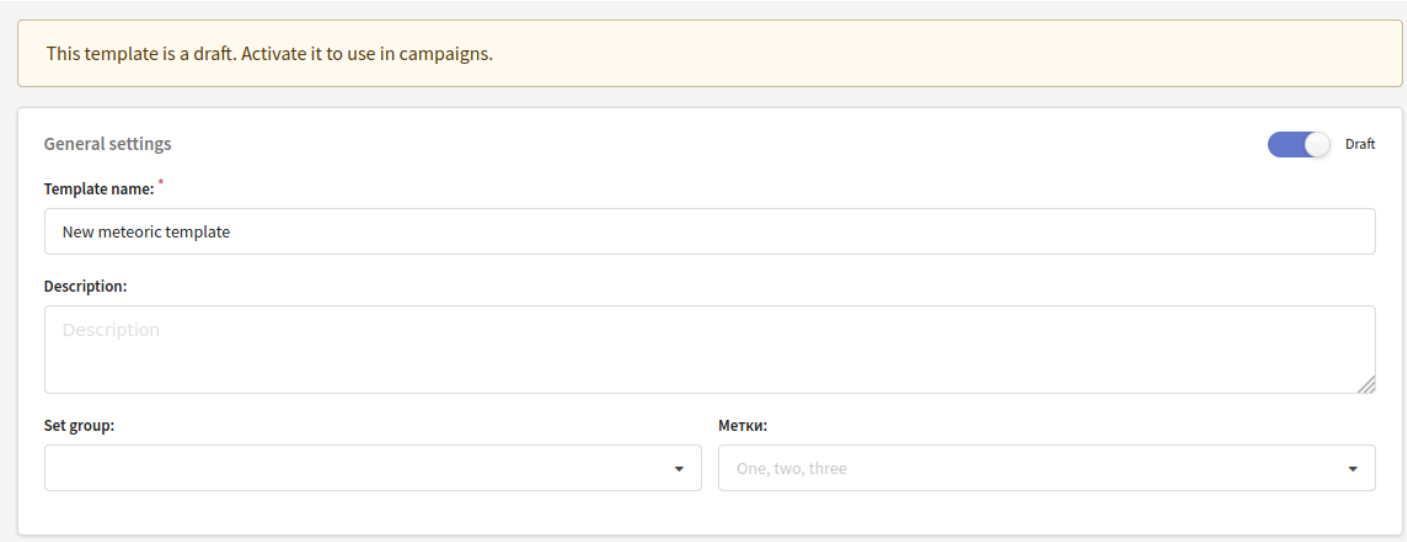
TIP

If you need to move a template from a third-party service, use import from a file or paste code.

General settings

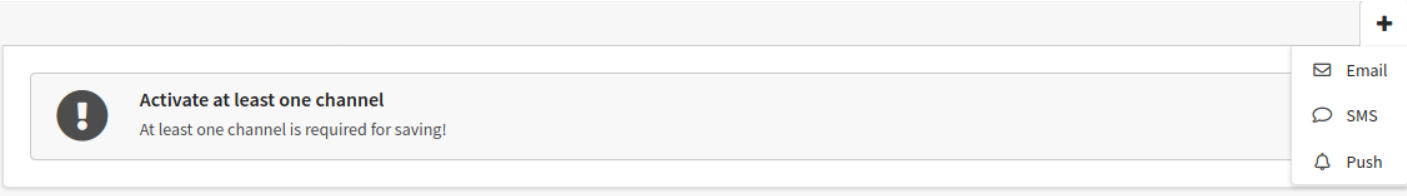
In general settings set template name and description, add Tags and, if necessary, set access groups.

If you want to organize content moderation, you can mark template as a Draft. Thus junior and outsource employees can create content — and their senior colleagues can then verify it by lifting the Draft restrictions.



Content editors

Message template combines message editors for all available communication channels. It will help you create good-looking and convenient messages, that make content personalization easier. Press button with “plus” sign to add content for the certain communication channel:



Content editor for the selected communication channel will open in a new tab:

Email

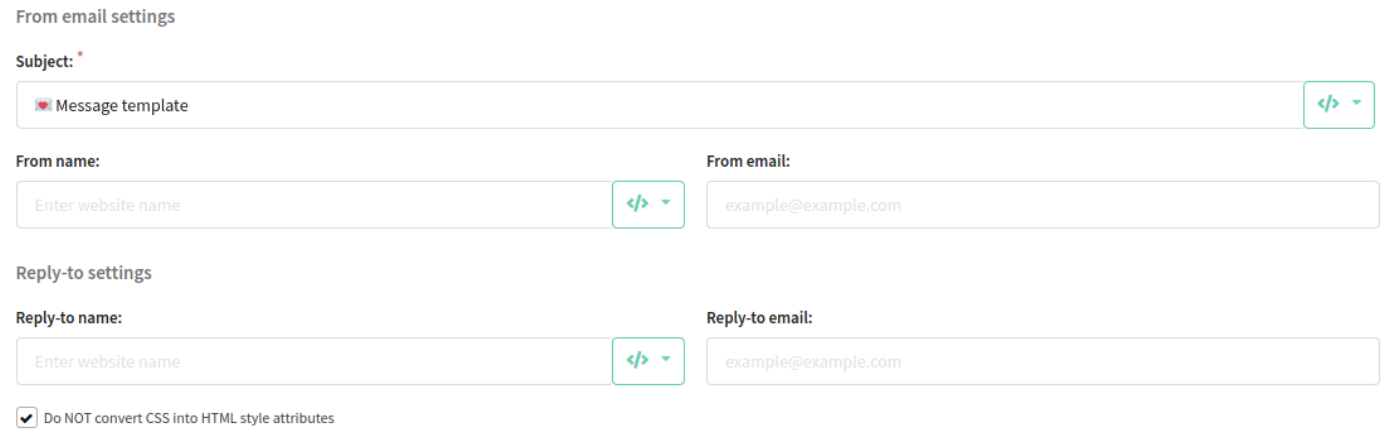
For email channel fill in the following fields:

- **Subject — letter subject, that will be displayed to the customer. You can use personalization variables ({``}) and emoji.**
- **From name — your company, department or campaign name. Here you can also add personalization and emoji.**
- **From Email — your sender domain address, from which letter will be sent to the customer.**
- **Reply-to name — name for replies to the message. Personalization is available: for example, you can insert customer's personal manager name.**
- **Reply-to email — Email address for replies.**

By default, Altcraft does not convert styles, included into HTML version of the message, into line tags (Do NOT convert CSS into HTML style attributes). But, if you remove this option, styles will be added as attributes to message elements:

```
<h1 style="font-size:36px;">Hello!</h1>
<h2 style="font-size:28px;">Nice day, isn't it?</h2>
```

This will provide better compatibility with Outlook and other mail clients, that do not support `<style\>` tags.



CAUTION

From name and From Email fields overwrite values, configured for Email channel both in Resource and Profiles database.

HTML version editor

Most people see HTML version of the email in their inboxes. Editor supports HTML, CSS and personalization variables. These functions are available to make formatting and work with objects easier:

Formatting:

B

— bold

I

— italic

S

— ~~strikethrough~~

— bullet list

— numbered list

— table

Service functions:

— pixels for tracking of letter opening and reading. If you do not add pixel during message editing, the system will warn you about this.

— external HTML content. You can also set variable source address manually {[http://example.com]}.

— links builder (see more on the email editor tab).

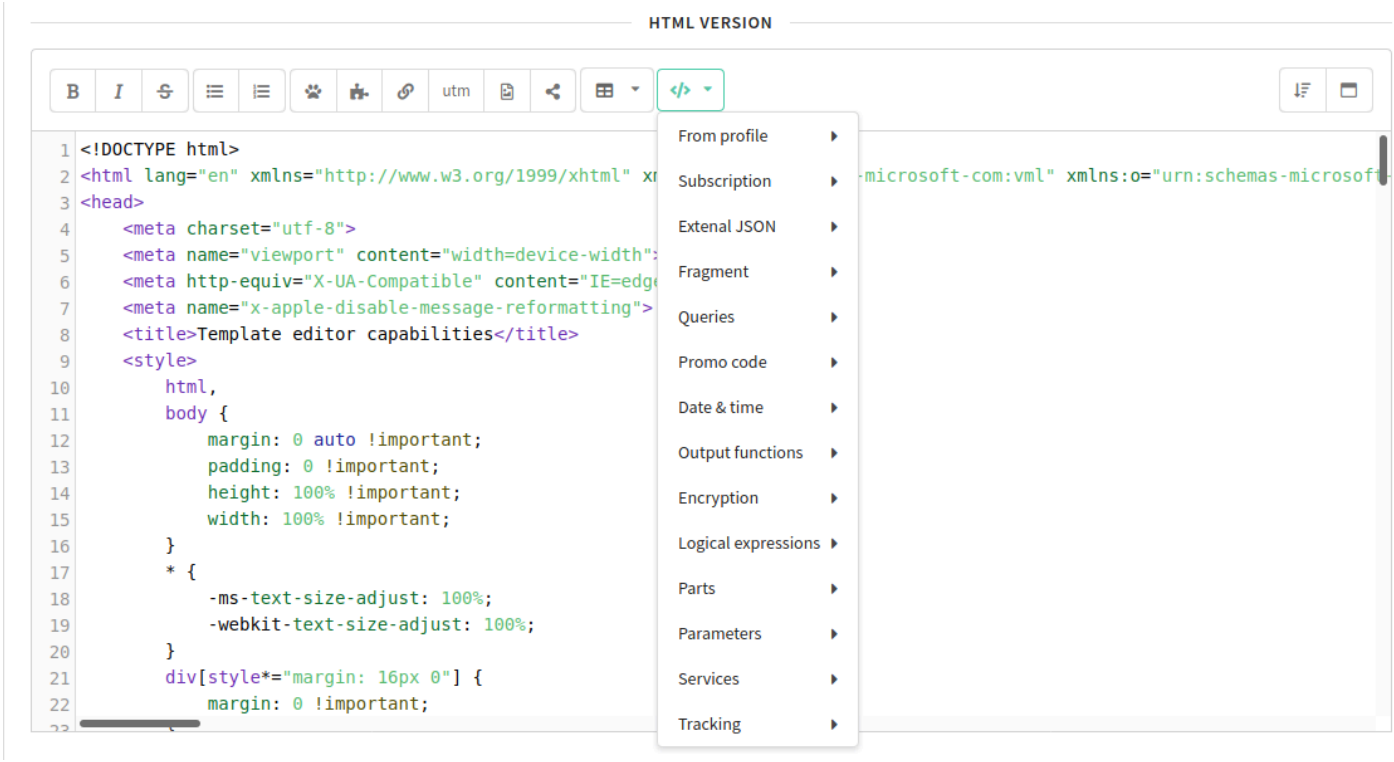
utm

— UTM tags.

— images.

— social buttons.

— variables and editor functions menu. Using this button, you can add Customer profiles' data, promo codes, loops, logical expressions, dynamic content and service parameters into the message.



TIP

You can also toggle word wrapping or enable fullscreen mode.

Link builder

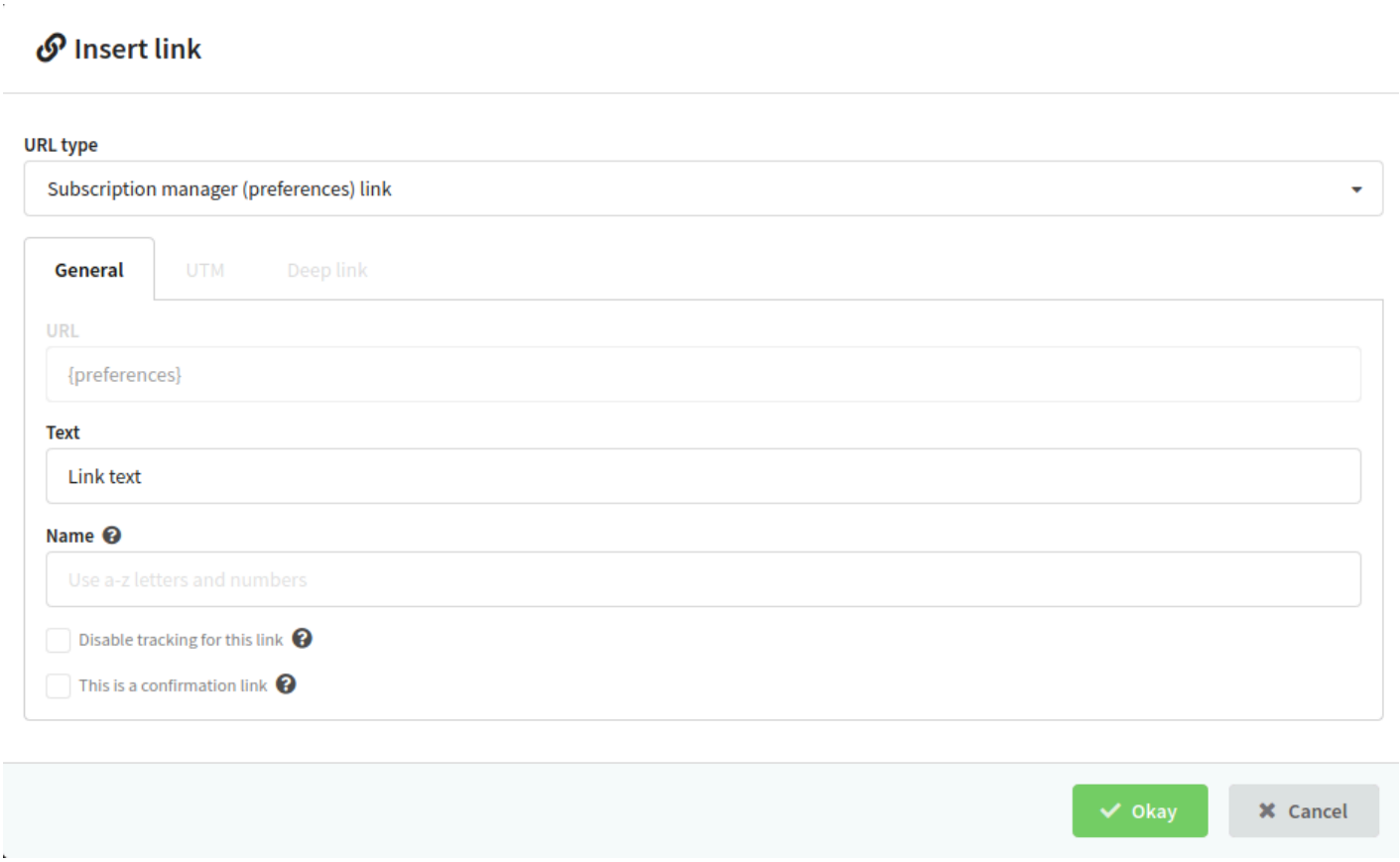
Link builder

Press Insert link button in HTML or plain text version editor to insert a new link. If you want to edit an existing link — select it and then press the link editor button:



You can choose URL type depending on its purpose:

- **Enter a custom link — link to any page, except unsubscription and confirmation links.**
- **Unsubscription link — link to a system or custom link to stop resource subscription. Subscription goes to Unsubscribed status. It does not affect global status profile and other subscriptions.**
- **Subscription manager (preferences) link — link to the system page of subscription management. Customer can suspend his subscriptions, resubscribe or unsubscribe to mailings.**
- **Suppression link — link for adding customer into suppression list. Using this link, the customer can block receiving certain content.**
- **Global unsubscription link — changes global profile status to Unsubscribed, and completely stops any communications.**
- **Web version link — link for a web browser copy of the letter, that was sent to the subscriber. If the customer has any troubles with showing the letter, it would be available via this link in any browser.**



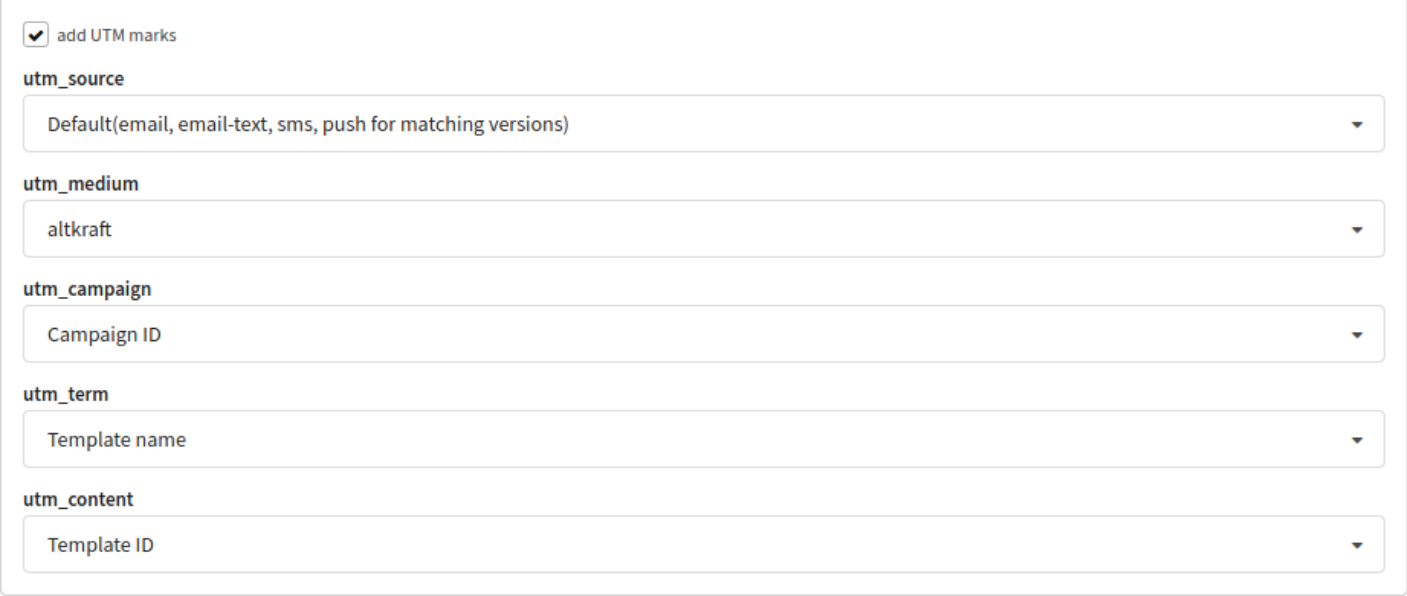
If you want to add your link, enter URL in general settings. This field will be pre-filled for system links. Also, enter Link text to be displayed and Link name — it is used in reports, segmentation and during triggers and scenarios launch.

Also, you can disable redirection to tracking module when clicking on the link, or you can make any link a confirmation link.

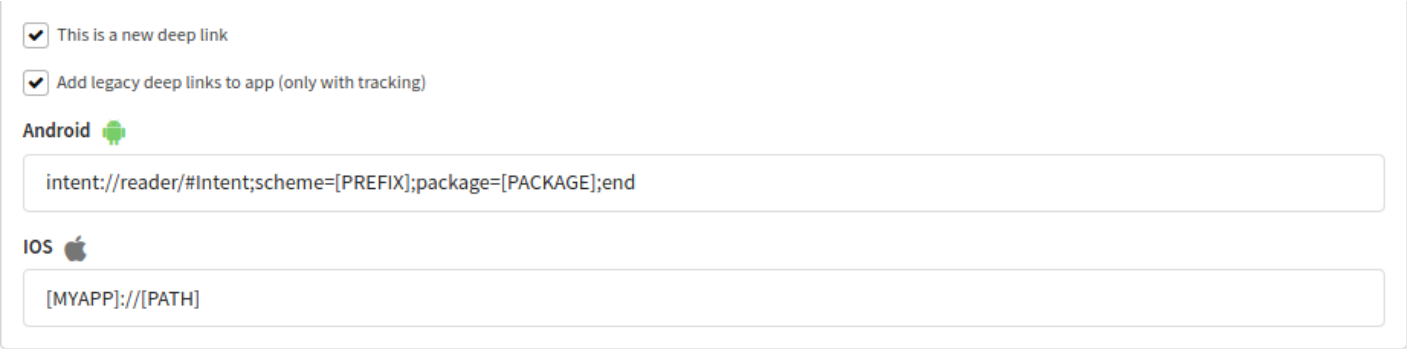


You can set UTM tags for every specific link in the message. You can use a button in content editor to set marks for all links in the template.

You can use variables, like campaign name or database name, as UTM tags.



If you want to use the link for redirecting to mobile application, you need to activate This is a new deep link option in the appropriate tab. Legacy deep link can be added only if you use tracking.



Plain text version

Message text version is shown in email instead of HTML, if email provider — or email client — blocks HTML view.

> **TIP**
>
> **Messages with text version have better delivery rate. Make sure you fill it in for the messages.**



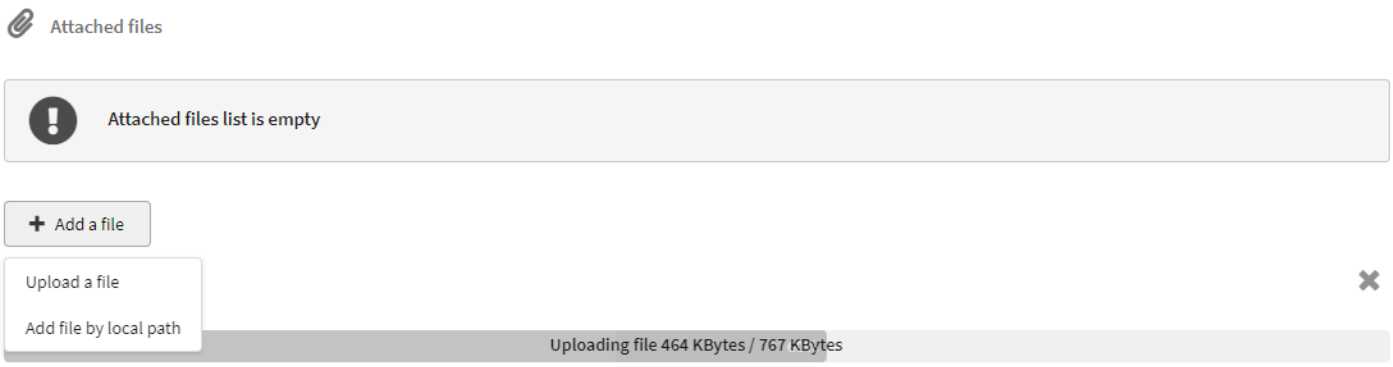
You can use

button to generate text version based on HTML. Text version also supports lists, UTM tags, links and variables.

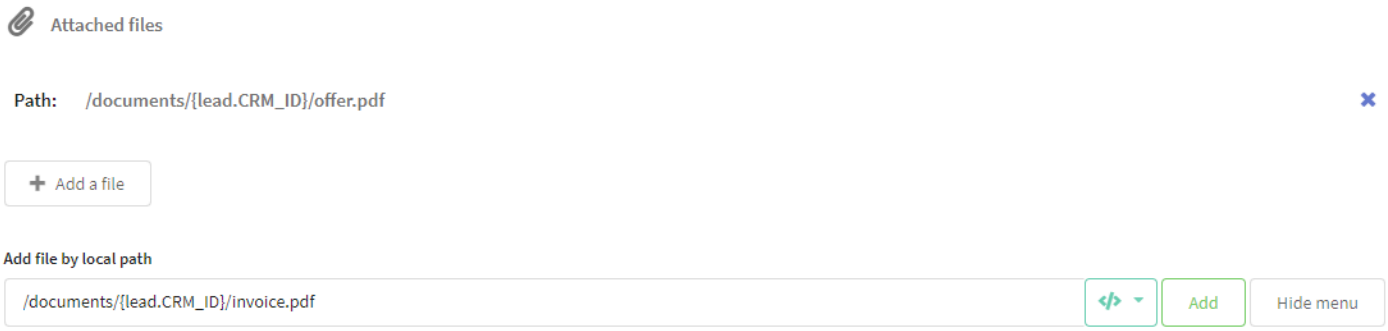
Email attachments

To attach files to your email message use the section in the lower part of the form. There are 2 ways:

- you can upload a file from your computer file system:



- or specify a local (server, where the platform is installed) path to the file. Here you can use profile variables to send personal files. Enter file path and then press Add:



To delete an uploaded file or a saved file path press an X in the right part of the form.

SMS

Enter SMS text into the text field. The editor will automatically count the number of symbols and messages. You can use links, UTM tags and variables in the message body:

</>

— variables and functions menu. Using this button, you can add customer profiles data, promo codes, loops, logic expressions, dynamic content and system links into the message.

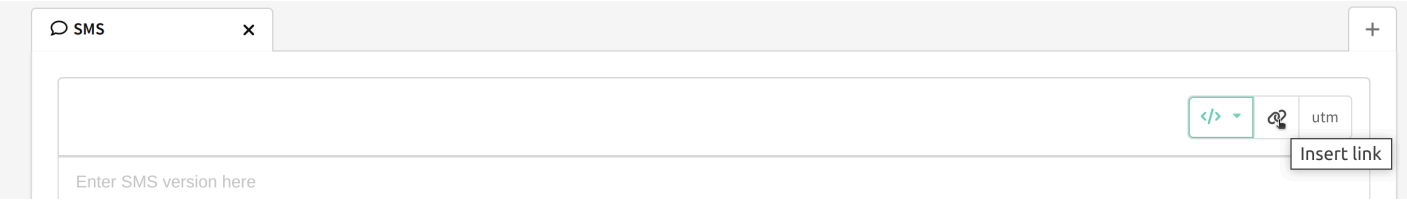
utm

— UTM tags settings.

— links builder.

Link builder

Press Insert link button to insert a new link. If you want to edit an existing link — select it and then press the link editor button:



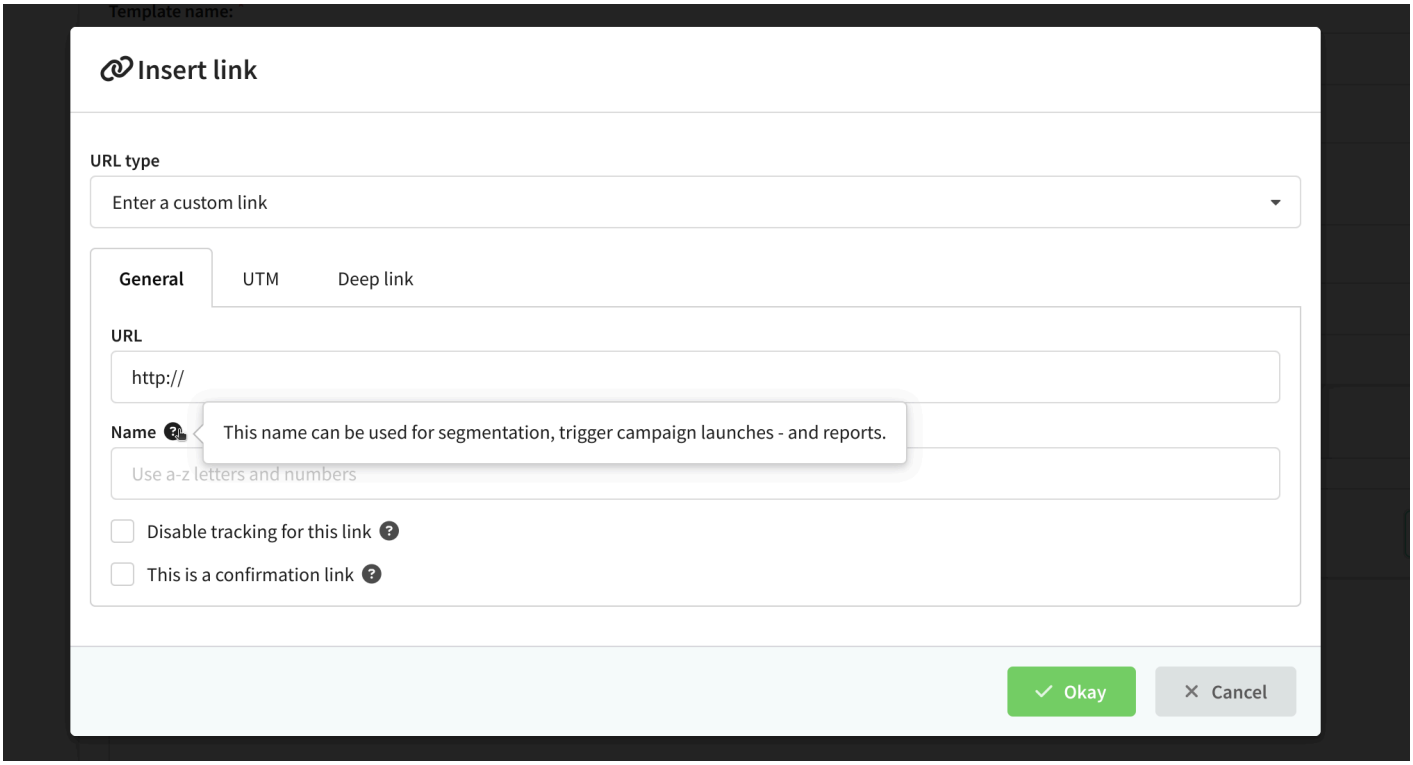
There is only one URL type for SMS. Press Enter a custom link to create a link to any page, except unsubscription and confirmation links.

To add your link, enter URL in general settings. Also, enter Link name — it is used in reports, segmentation and during triggers and scenarios launch.

CAUTION

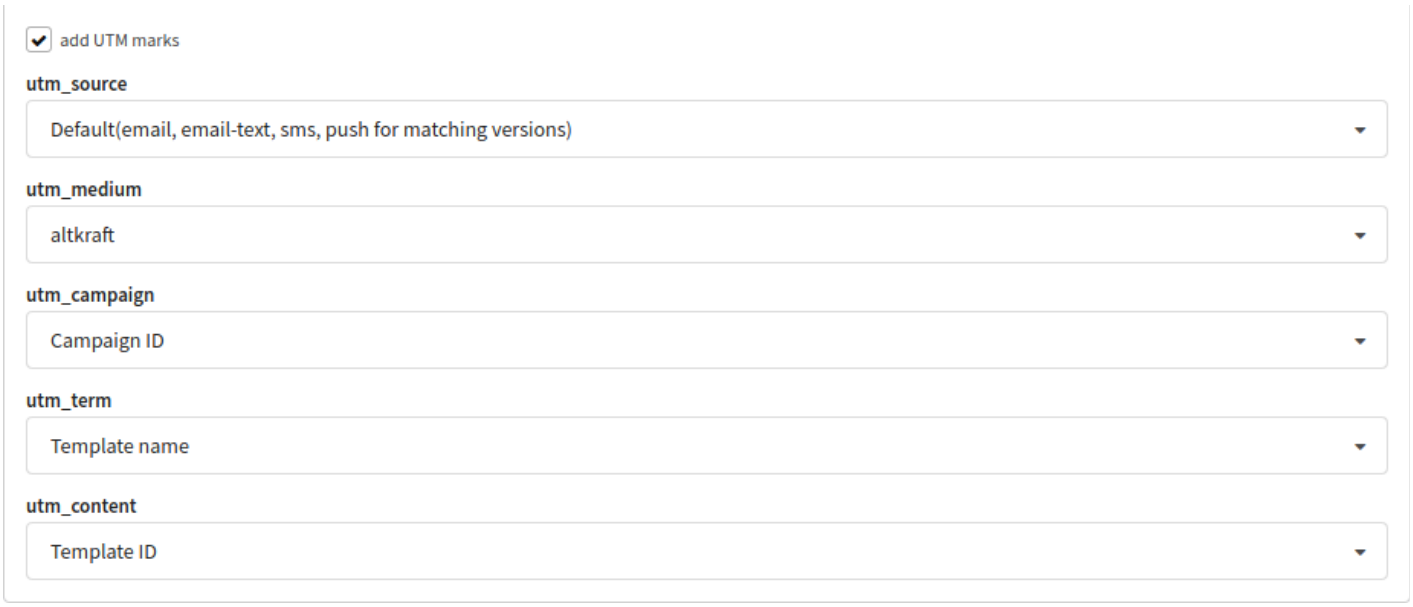
For further usage in scenarios and triggers, you must use the Link Name in the corresponding field, not the link itself.

Also, you can disable redirection to tracking module when clicking on the link, or you can make any link a confirmation link.

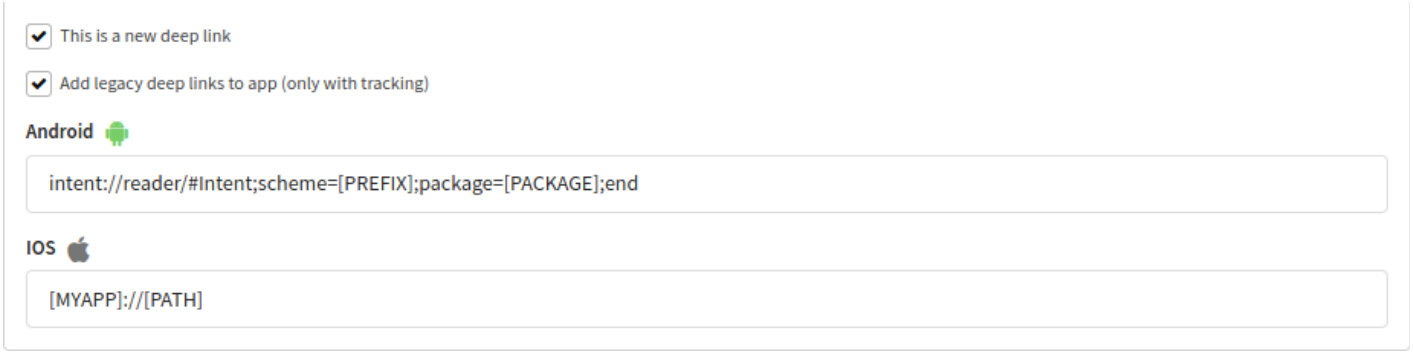


You can set UTM tags for every specific link in the message. You can use a button in content editor to set marks for all links in the template.

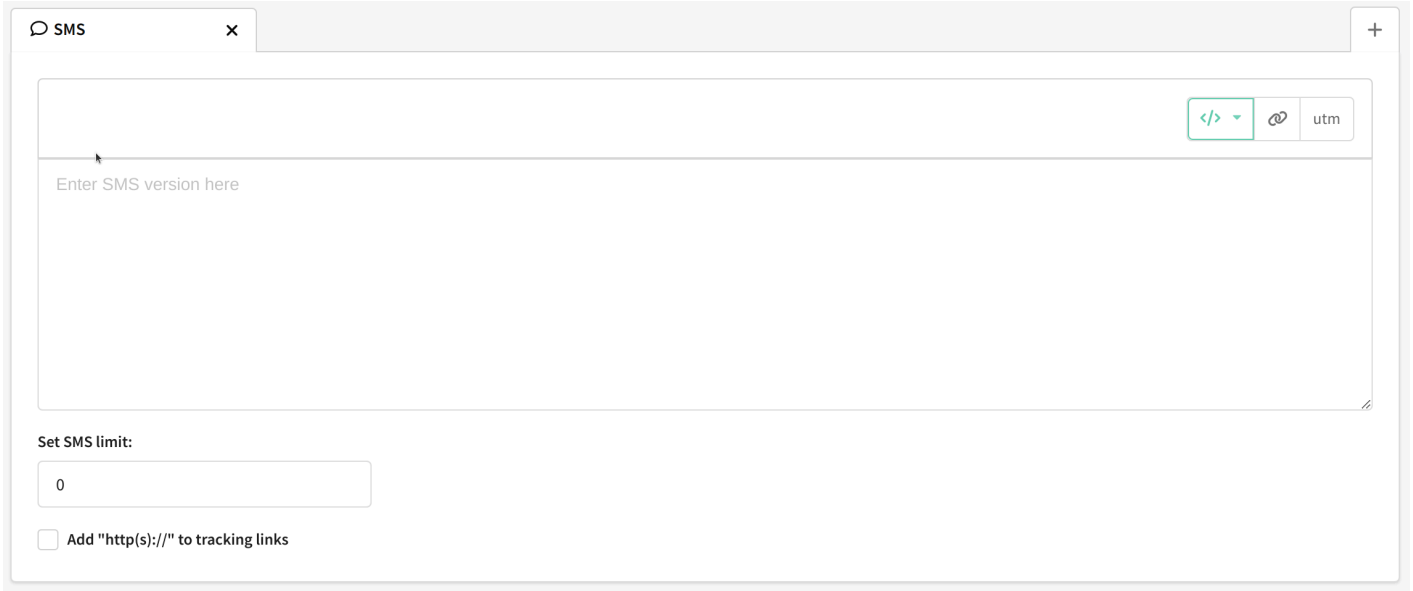
You can use variables, like campaign name or database name, as UTM tags.



If you want to use the link for redirecting to mobile application, you need to activate This is a new deep link option in the appropriate tab. Legacy deep link can be added only if you use tracking.



Also, you can limit the amount of SMS sended and add “http://” into the URLs:



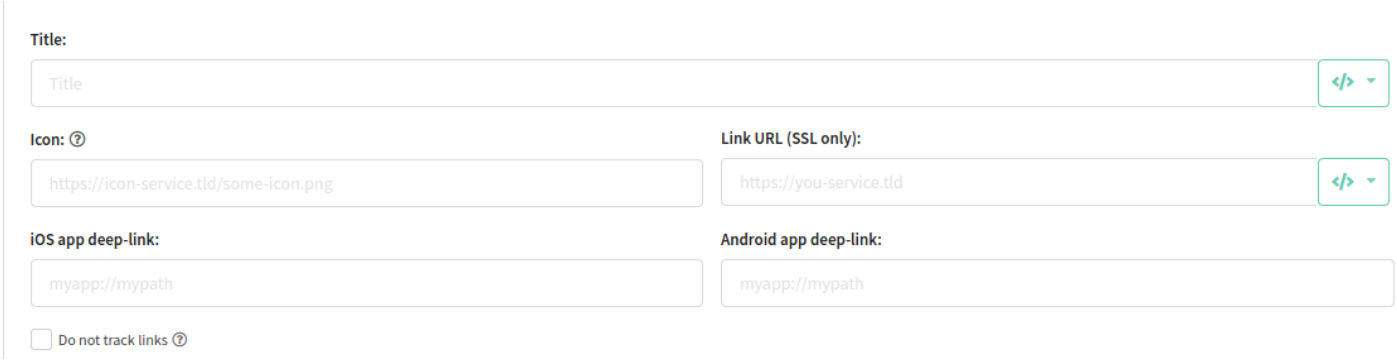
CAUTION

In SMS messages, angle brackets are used to denote parameters (for example, the name parameter would look <name="">). Anything you put in angle brackets will not be shown in the message.

Push

For push notifications, you can configure:

- **Title — variables menu is available for the title of your notifications.**
- **Link URL — link to follow when a customer clicks your push. You can use only encrypted protocol (SSL) for these links. Variables menu is available: for example, you can insert promotion codes. When customers clicks on this link, he will be redirected to the page with discount calculation.**
- **Icon — Image for display in the notification. Push notifications in Apple Safari support only one image for all notifications. It is configured in Push sending resource.**
- **iOS app deep link — link for iOS applications.**
- **Android app deep link — link for Android applications.**



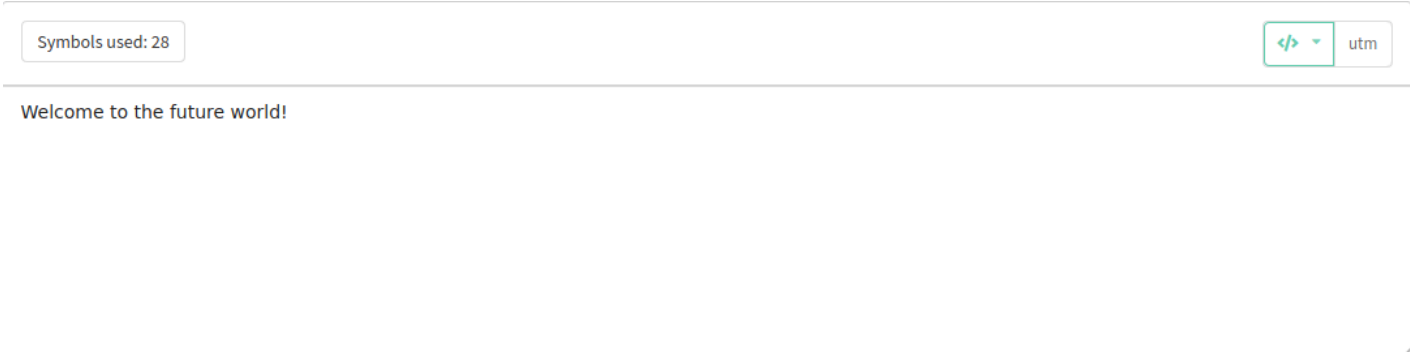
Enter push message text into the text field. The editor will automatically count the amount of symbols. You can use variables in the message body. Also, you can set UTM tags for the link in the message.

utm

— UTM tags settings.

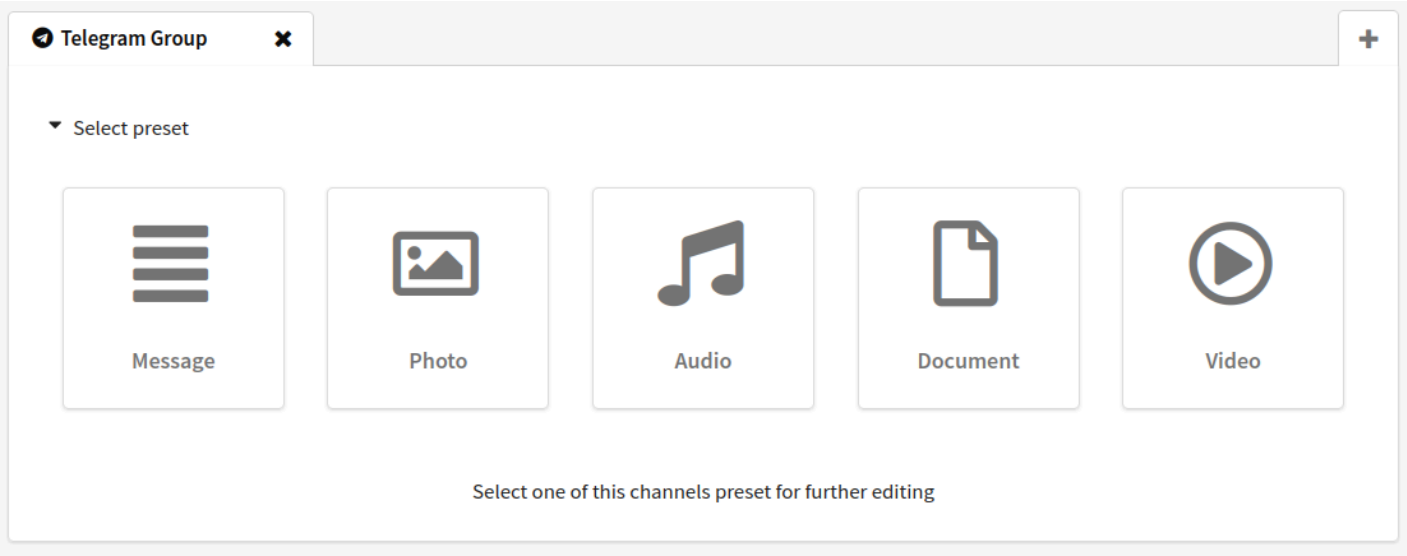
</>

— [variables and functions menu](). Using this button, you can add customer profiles data, promo codes, loops, logic expressions, dynamic content and system links into the message.



Telegram

Select a content type:

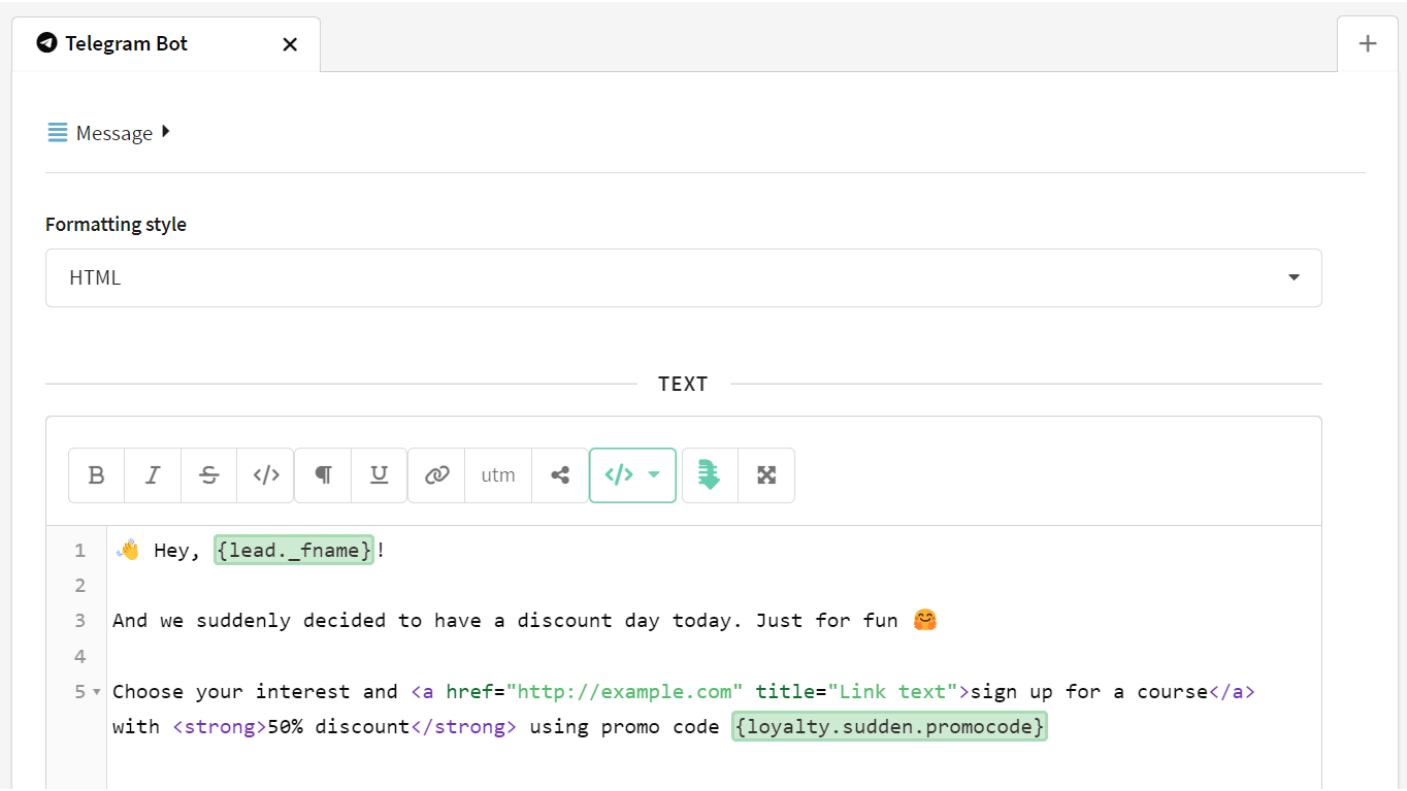


Message

Select a formatting style. For fine-tuning conten it's recommended to use HTML. Enter the text of your message.

TIP

The maximum length of one message is 4096 symbols. You can also add dynamic variables to the message — {</>}. Please note that data pulled from dynamic variables may exceed this limit. To ensure reliable delivery, we recommend monitoring the message length.



If you need to add a button to your message, enter a name and specify the link that the user will follow when clicking on the button. You can add only two buttons.



Photo

To create engaging content, you can add an image—click the “Upload image” button and choose an image from your gallery. Requirements for images in Telegram:

- **Formats: PNG, JPG, JPEG, GIF.**
- **Maximum size: 10 MB.**
- **The sum of the width and height of the photo should not exceed 10,000.**
- **The aspect ratio of width to height should be no more than 20.**

You can also add a description to the image (up to 1024 characters).

Audio, Video, Document

You can add files in two ways:

- **Upload a file from your device.**
- **Add a file via the local path. Choose the directory where the file is stored on the server where the platform is installed. In the directory path, you can use client profile variables. Enter the file location and click “Add.”**

Requirements for audio files:

- **Formats: MP3 and M4A.**
- **Maximum size: 5 MB.**

Requirements for documents:

- **Formats: Any document format.**
- **Maximum size: 5 MB.**

Requirements for videos:

- **Formats: MP4.**
- **Maximum size: 5 MB.**

You can also add a description to files of any type (up to 1024 characters).

> **TIP**
>
> **All links in templates for Telegram Bot and Telegram Group are shortened.**

WhatsApp

WhatsApp* uses 2 types of templates to communicate with users:

- **Typical template is an HSM (Highly Structured Message) template pre-approved by Facebook*. This type of template is required to start a business-initiated conversation. You have to use such templates to initiate a conversation with an end-user for the first time or after a period of 24 hours since the last interaction.**

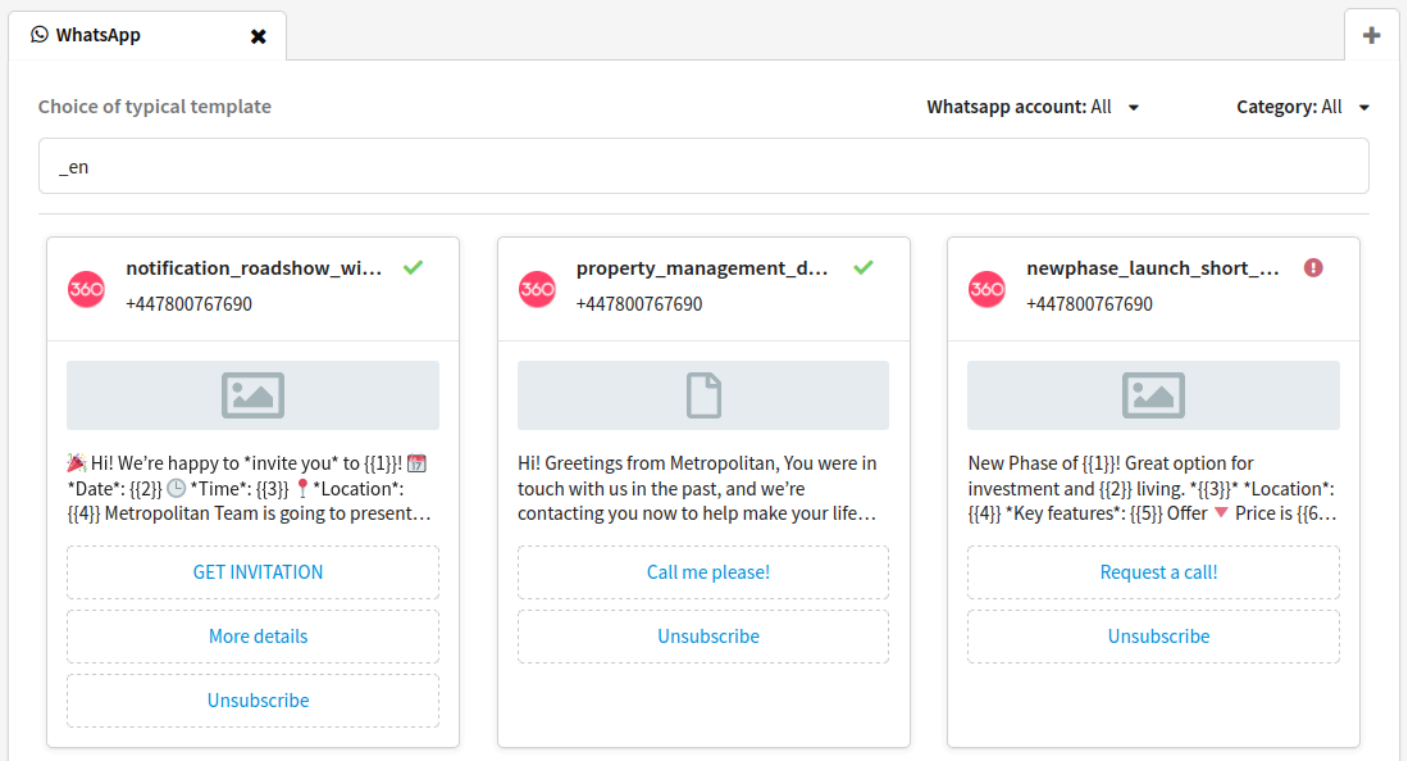
- **Custom template is a free-form message. This type of template is required to start a user-initiated conversation. This is a conversation where a user messages a business. In this case, a business can reply to a user within the 24 hour customer service window.**

> **CAUTION**
>
> **Currently, only typical templates (HSM) can be sent via Altcraft Platform.**

You must first create message templates in your personal provider account.

> **TIP**
>
> **You can find more information about creating templates in your provider's documentation:**
>
> - **Edna: https://pulse-alpha-six.vercel.app/docs/template/whatsapp/operator-template**
> - **360dialog: https://docs.360dialog.com/docs/360-client-hub/template-management-ui**

All templates available in connected WhatsApp* accounts through edna or 360dialog are automatically available in Altcraft Platform and displayed in the editor. To search for the desired template in the platform, you can enter a query in the search bar or use the account/category filter in the upper right corner.



> **CAUTION**
>
> **Campaigns can only use templates approved by Facebook*.**

The template status is displayed to the right of its name:

✅

— template approved;

❗

— template rejected;



— the template is being moderated;



— the template has not been sent for moderation.

Select the template you want to use in the campaign. To start creating a message based on a WhatsApp* template, click on it. The editor will display the template structure:

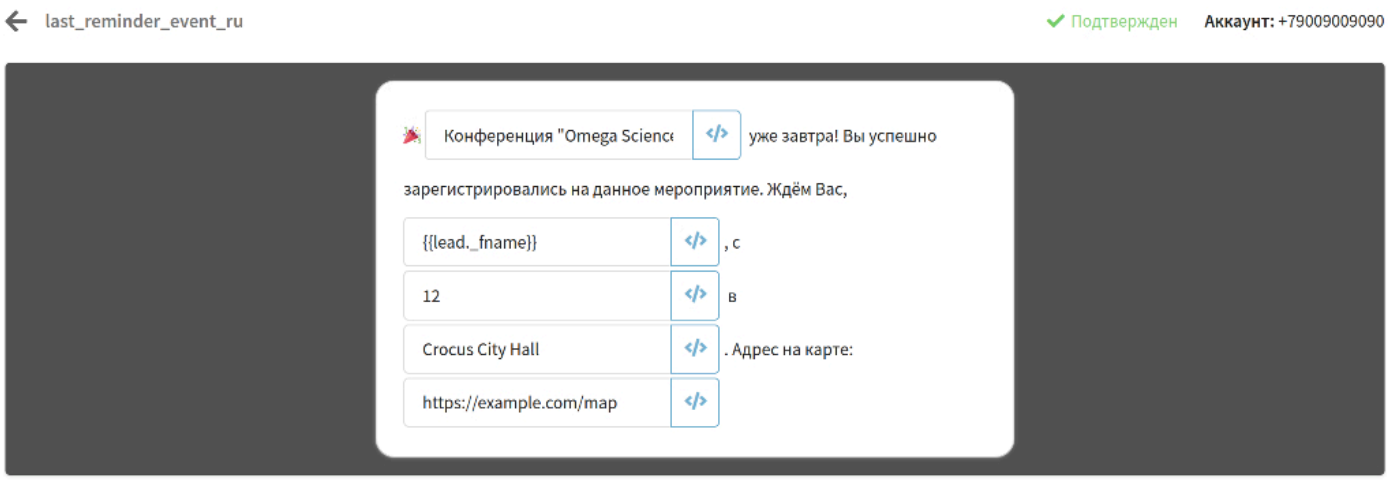
- **Header — the block can contain a welcome text or a media file;**
- **Body — the main text of the message with dynamic variables (required block);**
- **Footer — additional text;**
- **Button — block with buttons to add interactivity.**

You can edit template elements such as variables, media files, and buttons.

Variables

A text block consists of fixed text and variables. Variables are template text that changes for each new message (name, address, event name, date and time, link, etc.).

You need to manually enter variable values or add Altcraft variables. To open the list of variables, press </>. When sending a message, the entered text will be automatically added to the template.



TIP

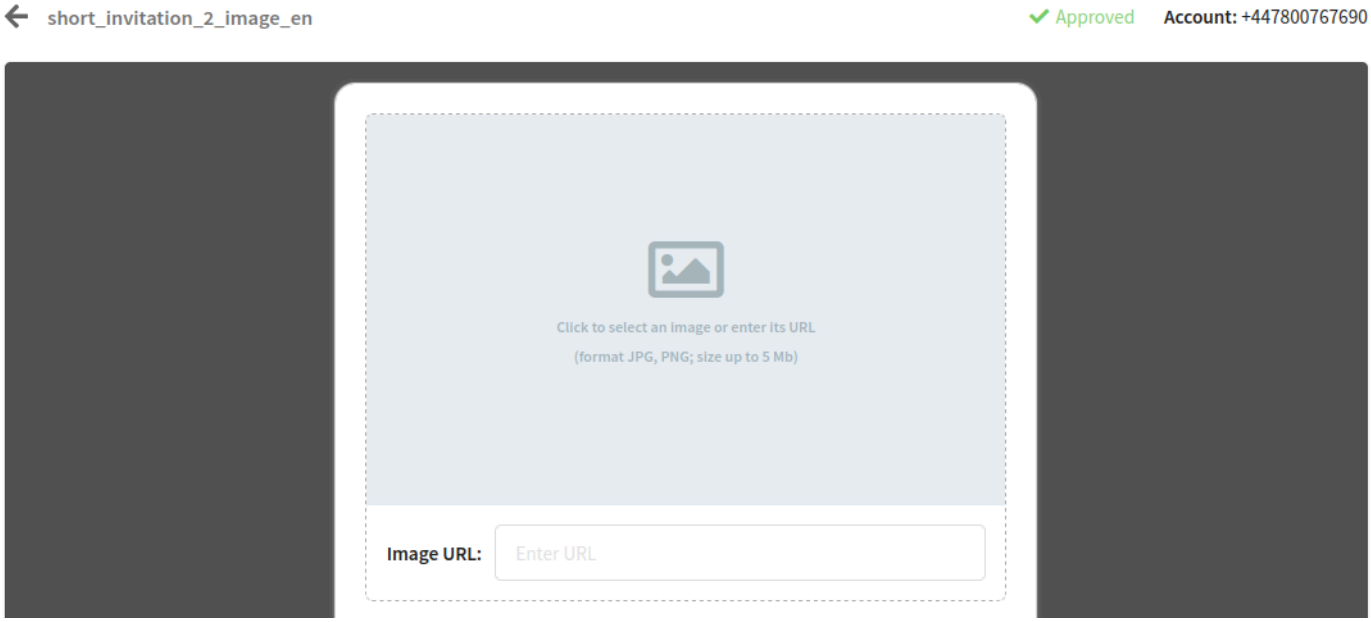
Links embedded in WhatsApp* variables are shortened.

Media files

Available media files:

- **image (JPG/PNG, up to 5 MB, recommended image size 640x640)**
- **file (any valid MIME type, up to 16 MB)**
- **video (MP4, 3GPP, up to 100 MB)**

To add an image, click on the upload area and select an image from the platform gallery or enter the URL:



If you need to add a file or video, click on



and select the file on your device or enter an URL.

Buttons

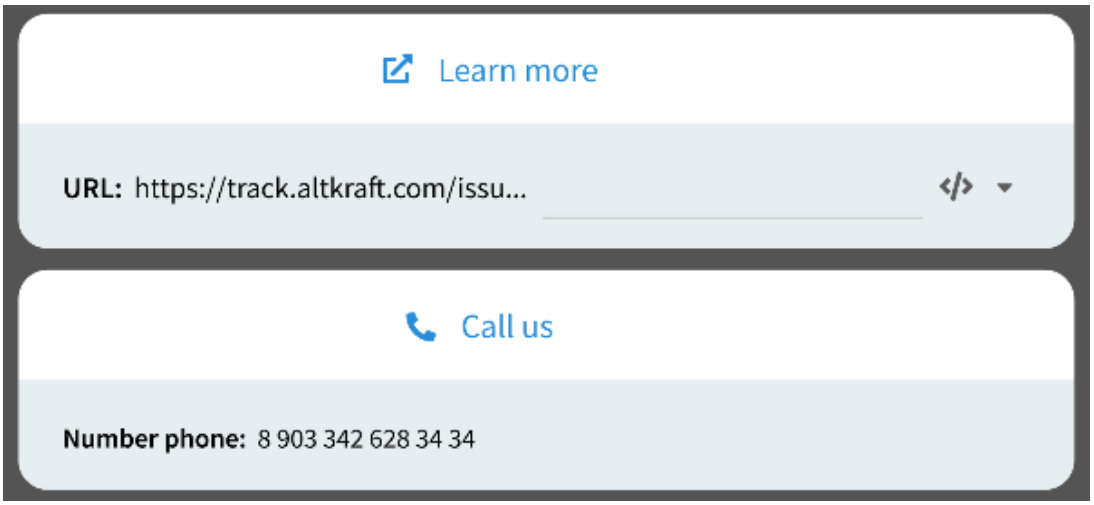
WhatsApp* has two types of buttons for HSM templates: Call-to-action and Quick-reply.

Call-to-action button

The CTA can be a URL button or a Phone button. There can be only two buttons of this type in the template.

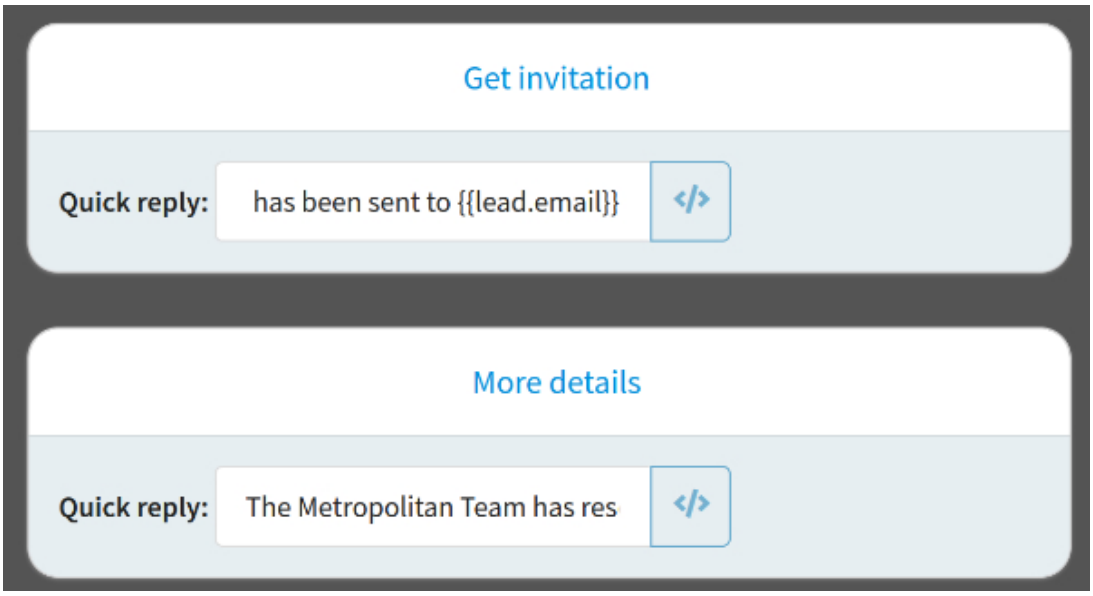
When clicking on the URL button, the user goes to the specified page. If a parameterizable URL is specified in the WhatsApp* template, it must be filled in.

When a user clicks on the Phone button, the number is dialed. The phone number cannot be edited.



Quick-reply button

When clicking on such a button, the user receives a quick response specified in the template. A template can contain no more than 3 buttons of this type.

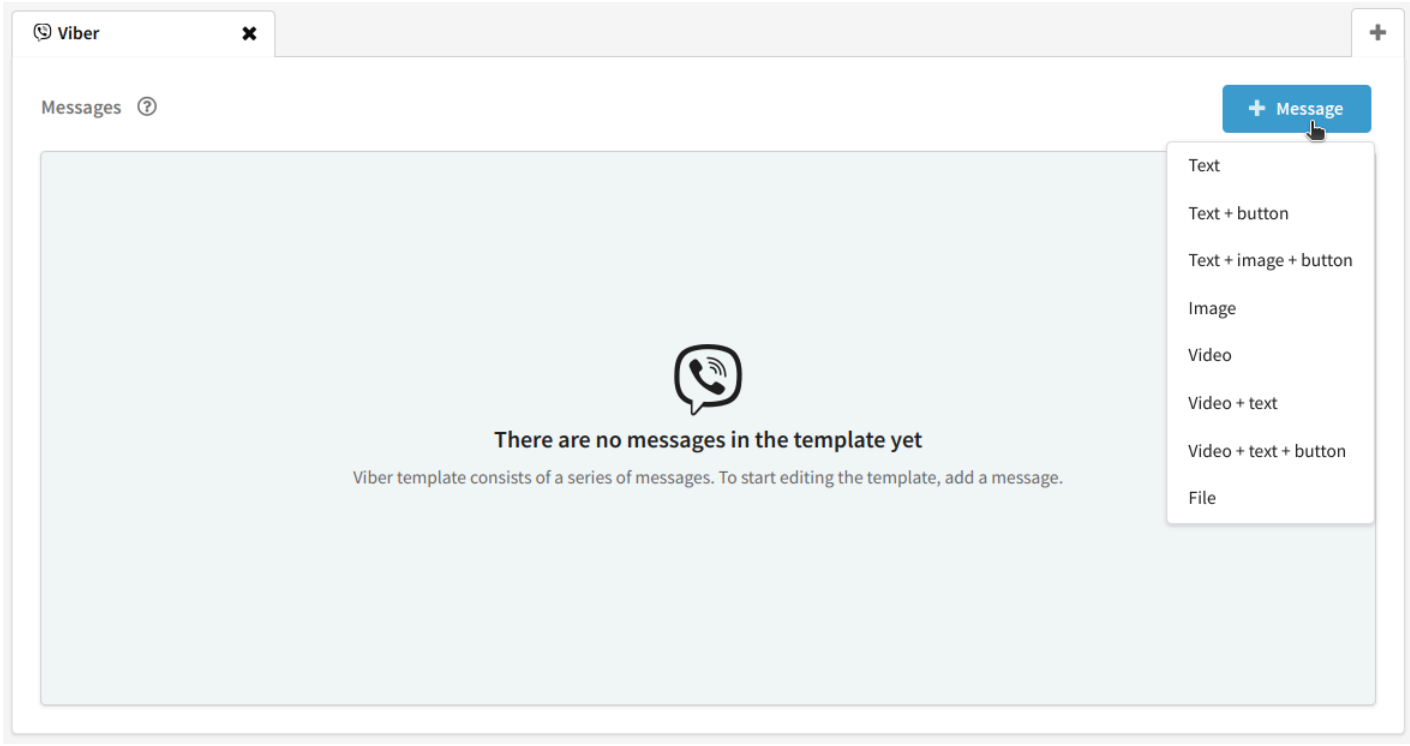


TIP

It is possible to save the template only after filling in all variables, buttons, and adding a media file.

Viber

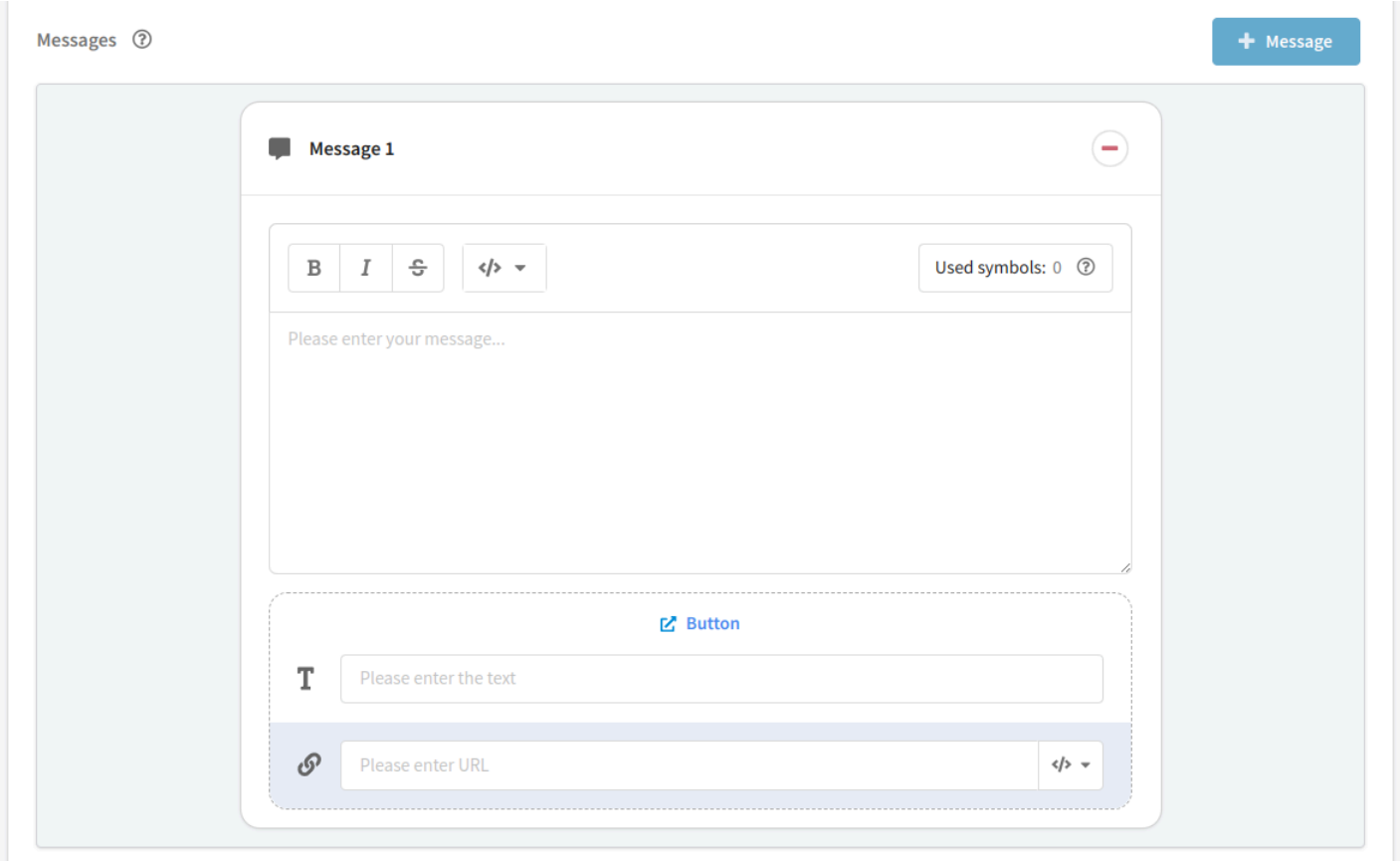
A Viber template consists of a series of messages. To begin editing a template, add a message using the + Message button.



The maximum number of messages in a series is 5. If multiple messages are used in the template, each will be sent with a 2-second interval.

To remove a message, click

.



The following types of messages are available:

- **Text**
- **Text + button**
- **Text + image + button**
- **Image**
- **Video (not available with MTS OmniChannel)**
- **Video + text (not available with MTS OmniChannel)**
- **Video + text + button (not available with SMS Traffic and MTS OmniChannel)**
- **File (not available with SMS Traffic and MTS OmniChannel)**

Text

Enter your message text in the editor using Markdown format. For convenient formatting, the following functions are available on the top panel.

B

— bold,

I

— *italic*,

~~S~~

— ~~strikethrough~~,

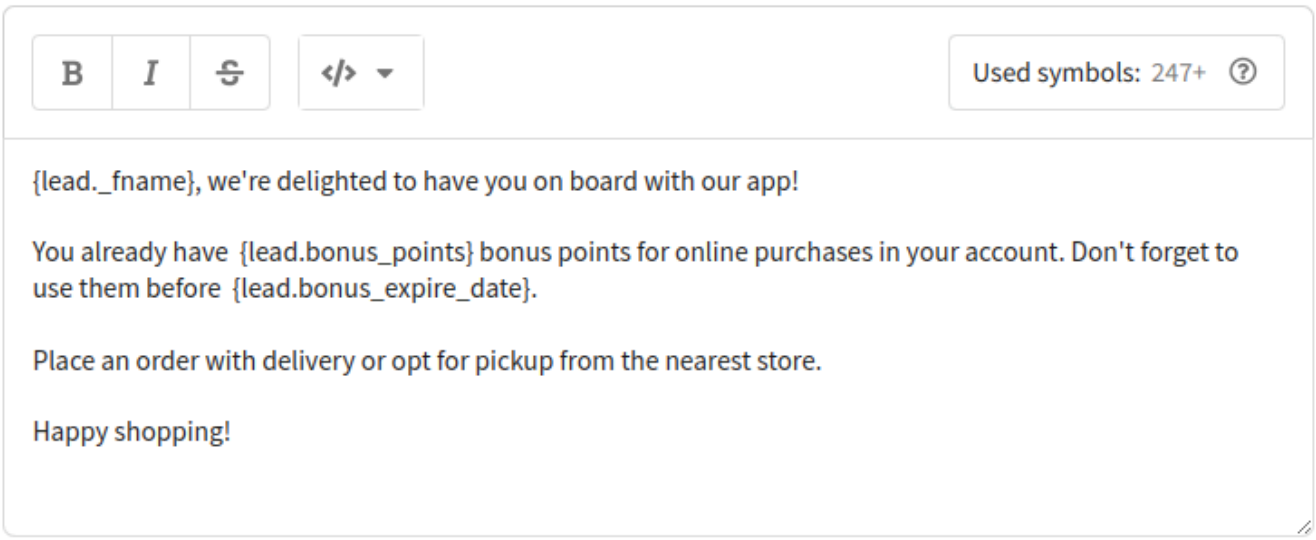
</>

— a list of variables and functions to personalize your message.

CAUTION

Please note that Markdown formatting (e.g., "`**text**`") is displayed in the preview mode, but the message recipient will see the correct formatting (“text”).

Also, you cannot add links in Markdown format in the “Text” block.



TIP

You can add emojis to Viber messages. To insert an emoji, you need to use its code. For example, to add 🙂, enter `(smiley)`. You can find codes for all available emojis at this link.

Please note that when counting the number of symbols in a message, each symbol in the emoji code is considered.

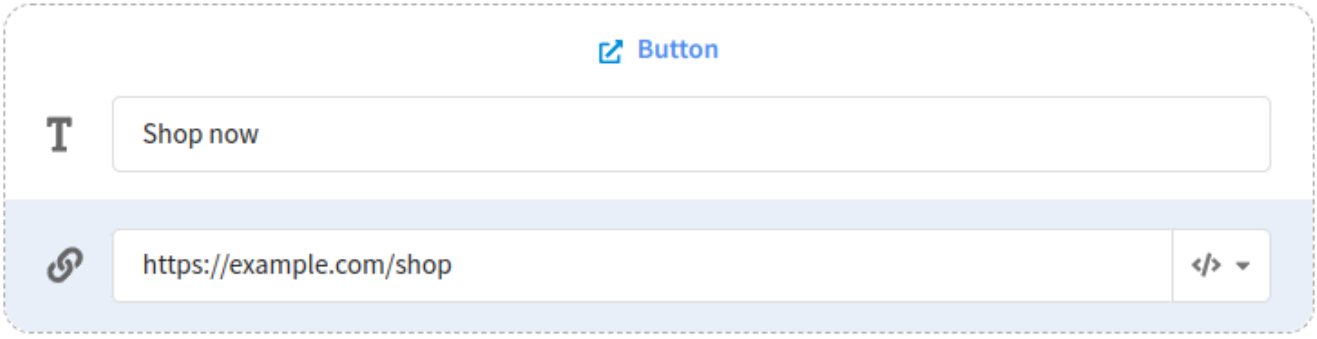
Emojis are not displayed in preview mode.

INFO

On the right-hand side, you’ll find a symbol counter. The maximum length of one message is 1000 symbols. Please note that data pulled from dynamic variables may exceed this limit. To ensure reliable delivery, we recommend monitoring the message length.

Button

Specify the text that will be displayed on the button and the link for redirection when clicked. You can also add variables to the URL.

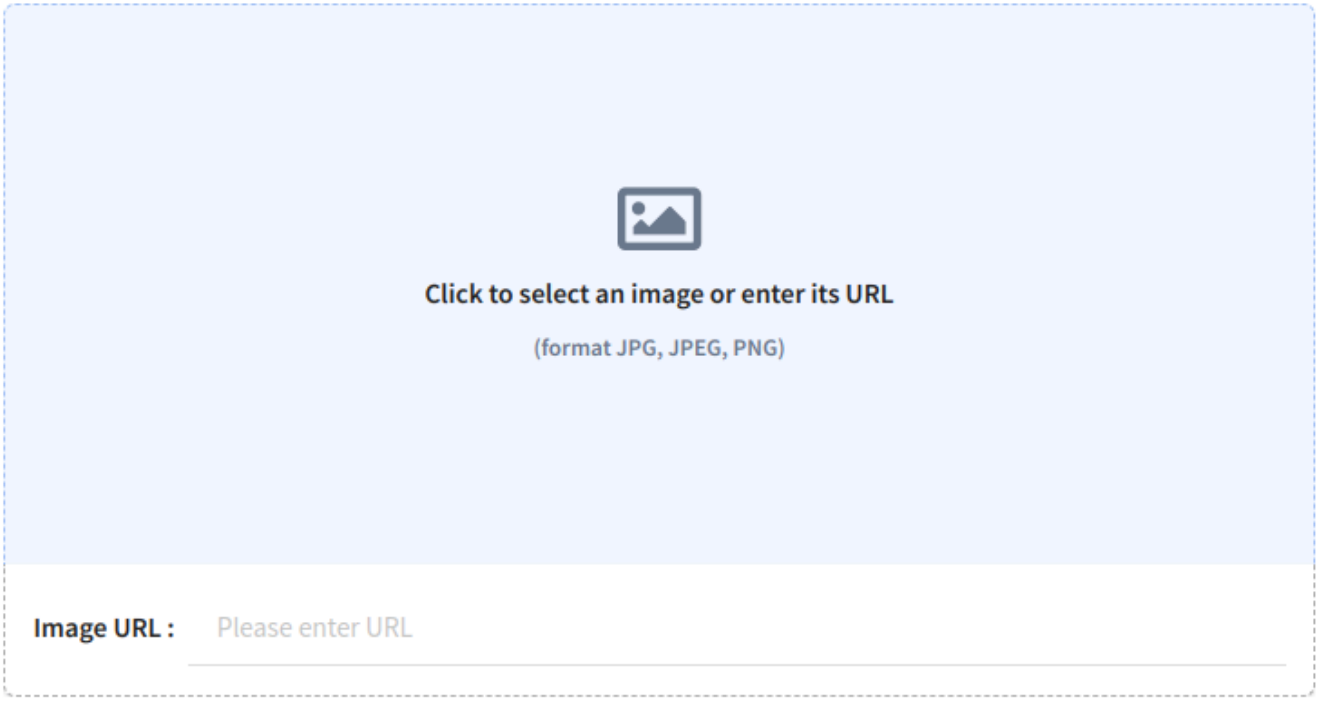


Image

Supported formats are jpg and png, with a maximum size of 5 MB.

You can add images in two ways:

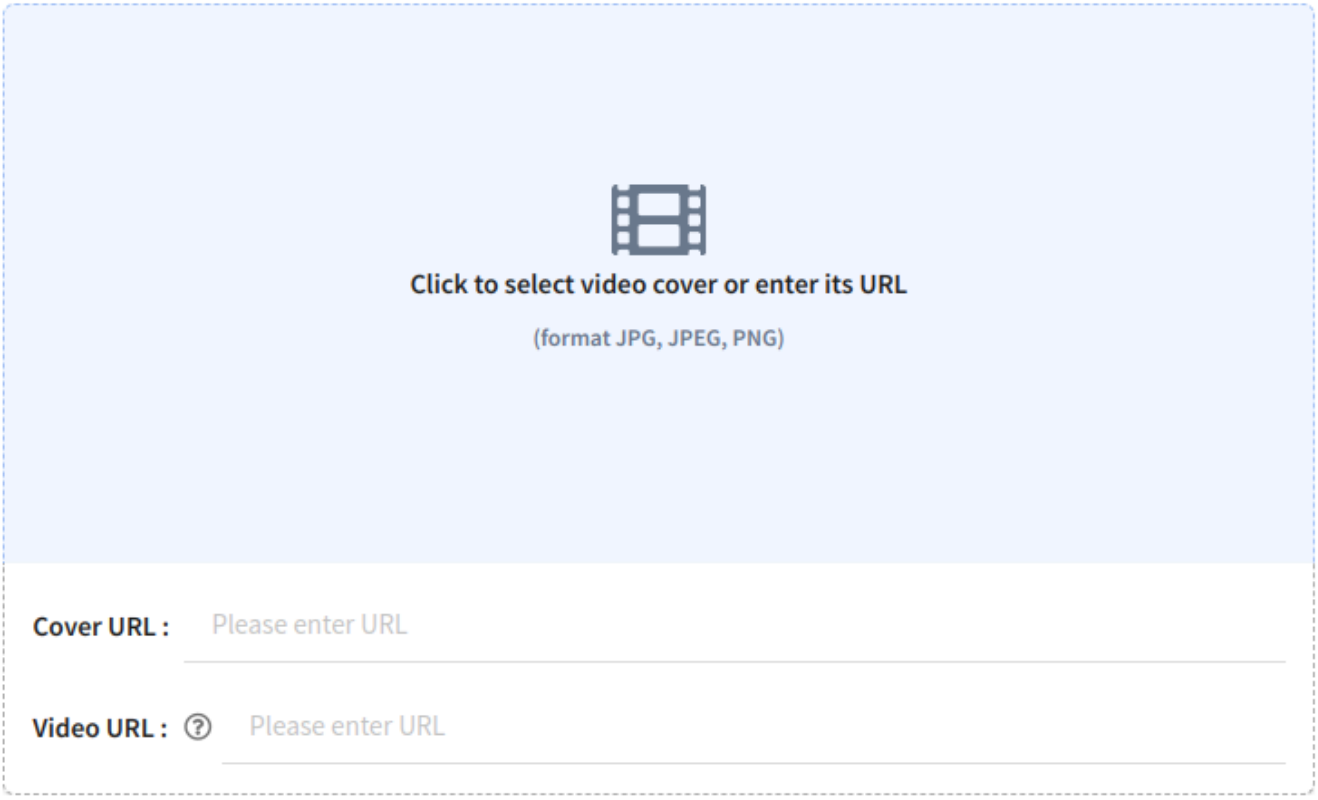
- **From the platform’s gallery. Click on the upload area to open the gallery. Choose the desired image or upload a new one from your device.**
- **From an external source. Provide a link to the image.**



Video

Supported formats are mp4, 3gpp. Codec: H.264. Maximum size: 5 MB.

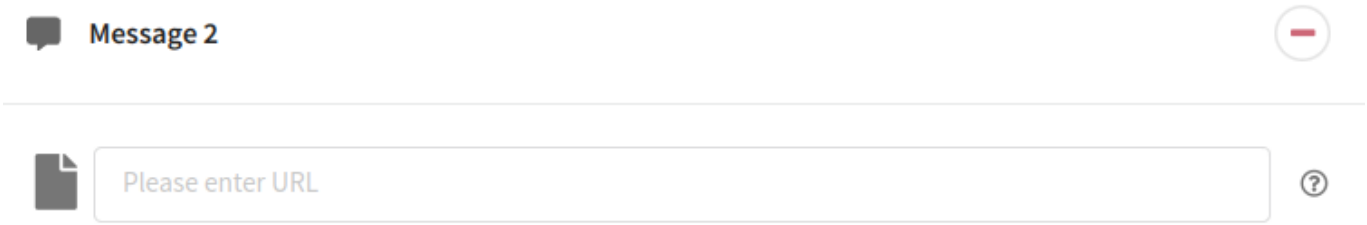
To add a video, specify its URL. You also need to set a cover for the video. You can choose an image from the platform’s gallery or insert a link to an image.



File

Supported formats are doc, docs, rtf, odt, odf, txt, pdf, eps, xls, xlsx, ods, csv. Maximum file size: 200 MB. Symbol limit for file names: 25 (including the extension).

To send a file, provide a link to it.

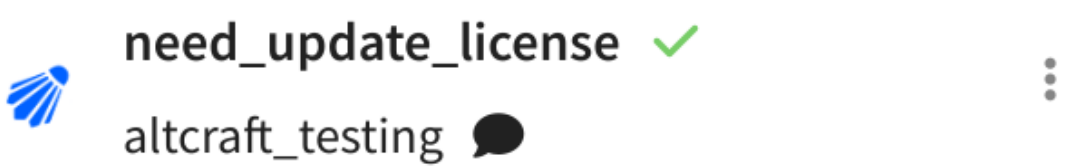


Notify

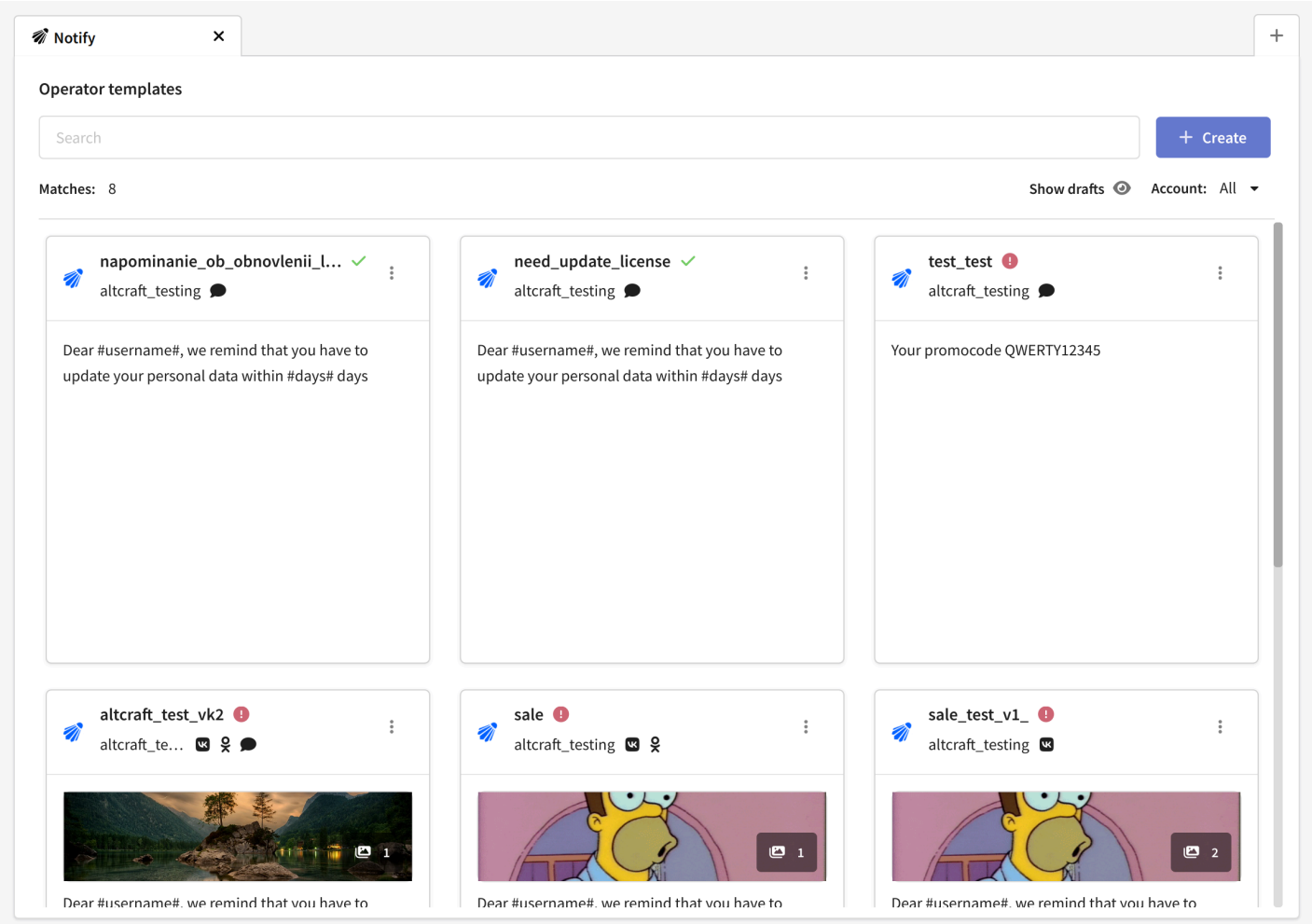
Using the Notify channel you can send messages via “Vkontakte”, “Odnoklassniki” or SMS messages. Vkontakte and Odnoklassniki messages and SMS messages are customized in two different sends that follow each other.

CAUTION

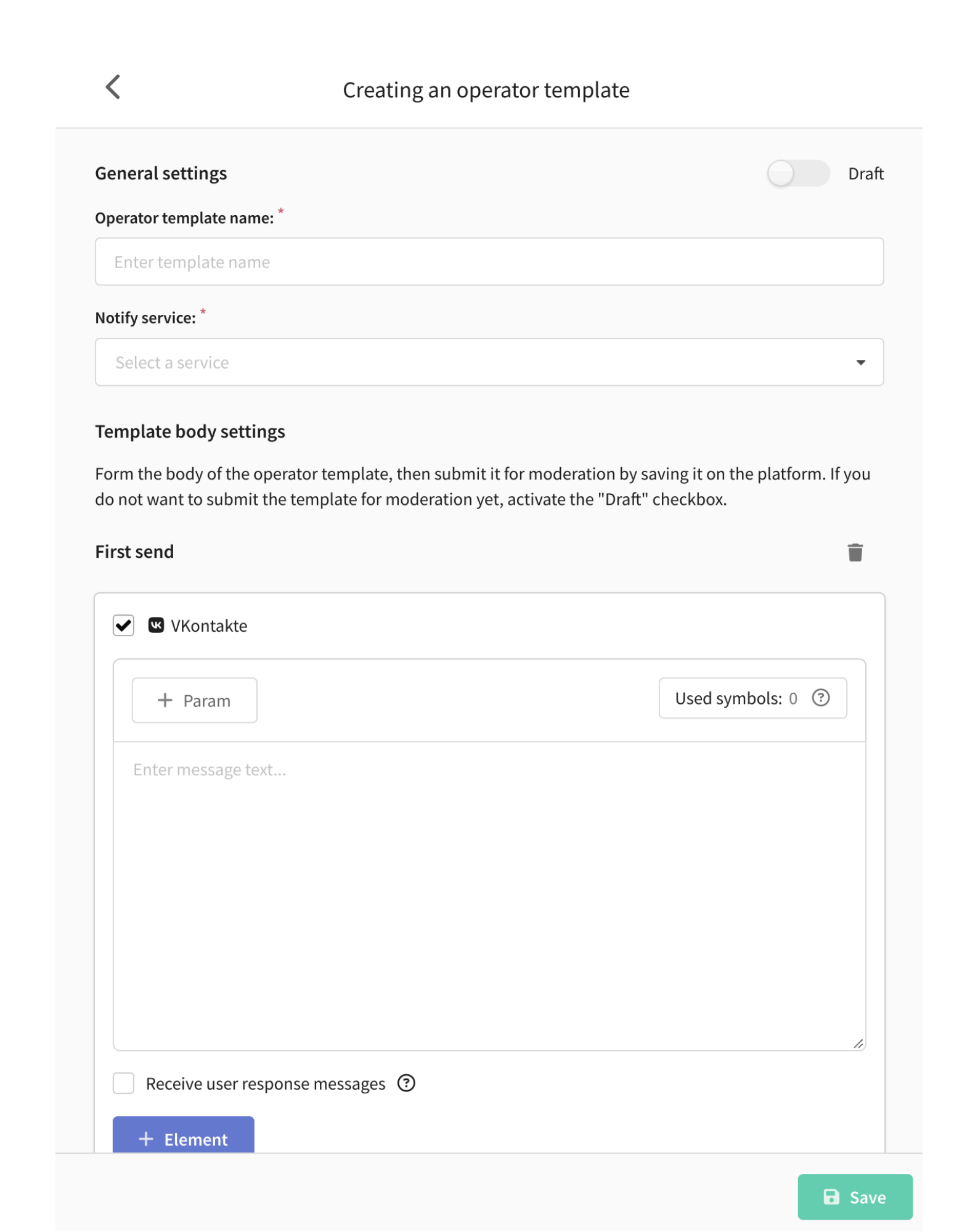
Only templates that have passed moderation can be used for mailing. They are marked with a special sign:



When you open the template editor for Notify, you will be shown the Operator templates of your account:

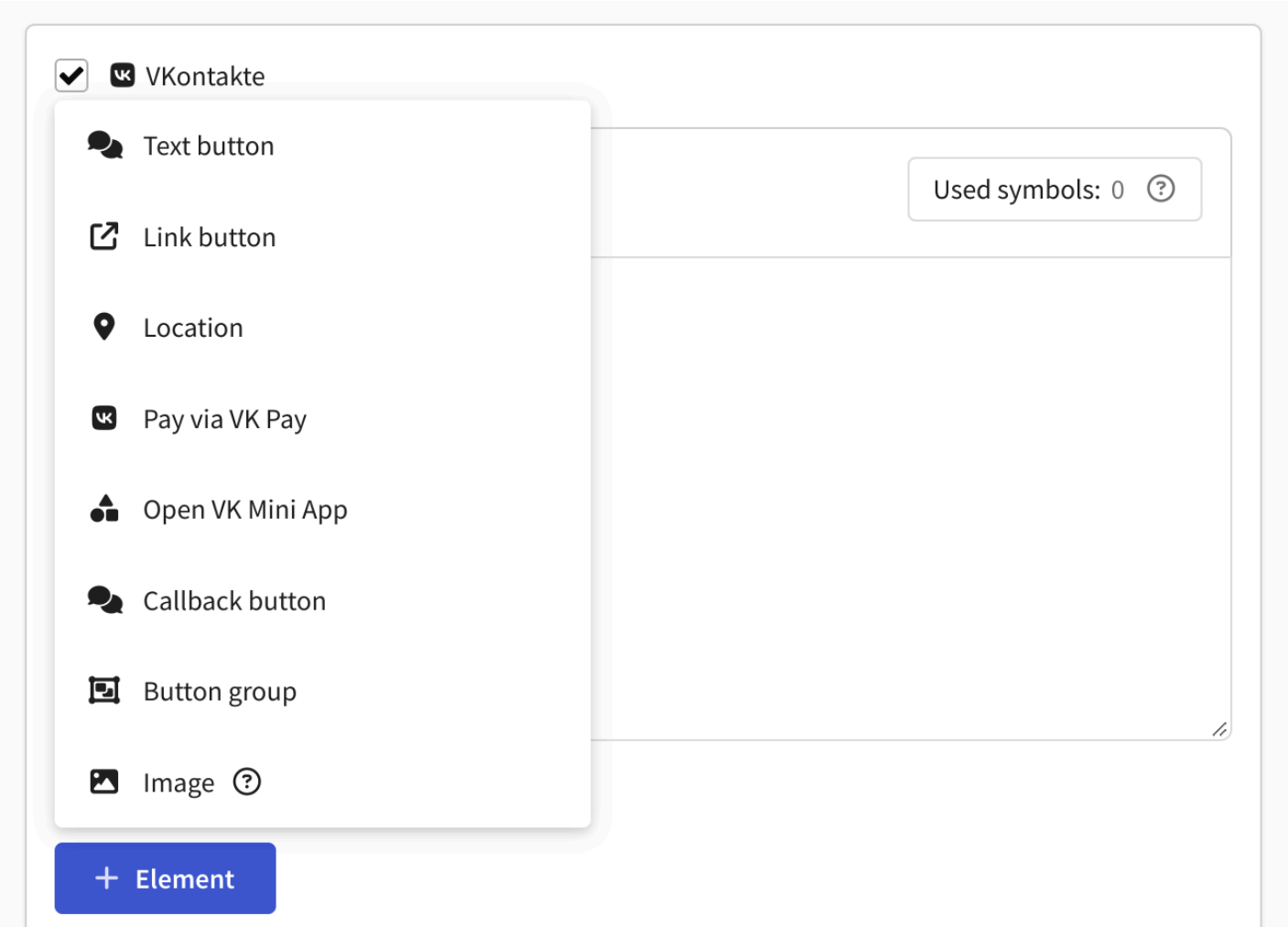


You can use one of the existing ones or create a new one. To create a new template, click the appropriate button. The template creation window will open:



In this window you should specify the name of the template, the service configured in your personal cabinet, create the body of the template, and the time to wait for the message to be delivered and read. The last parameter defines the time before the second message in the series is started.

You can attach an element to a “Vkontakte” message:

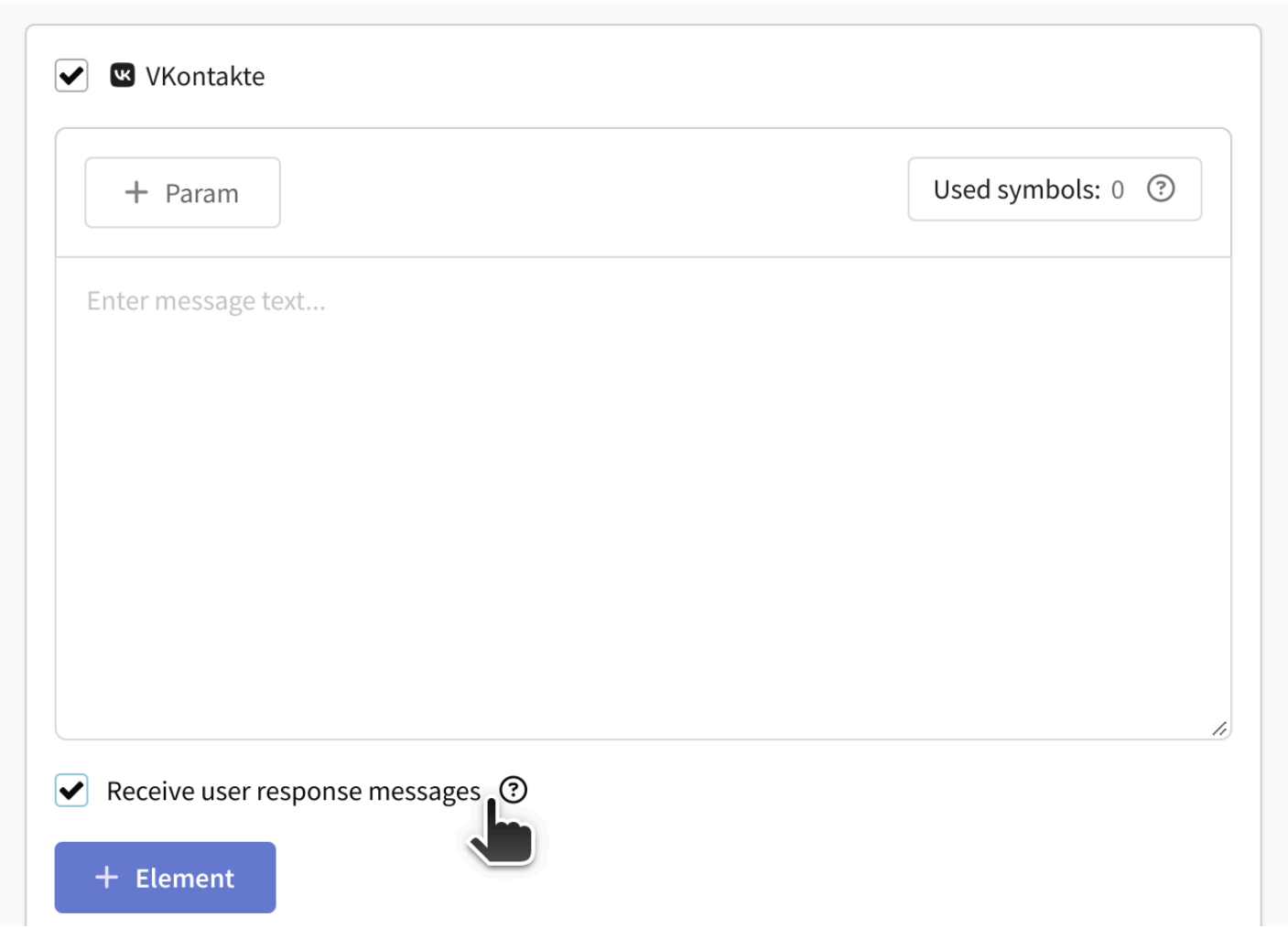


- **Text button - sends a message with the text.**
- **Link button - opens that link.**
- **Location - by clicking, it sends the location into a dialogue with the bot/conversation.**
- **Pay via VK Pay - opens the payment window VK Pay with predefined parameters.**
- **Open VK Mini App - opens the specified application VK Mini Apps.**
- **Callback button - allows without sending a message from the user to receive a notification about pressing the button and perform the necessary action.**
- **Button group - cobmination of the buttons.**
- **Image - up to 5 images with a total weight not exceeding 50 MB.**

TIP

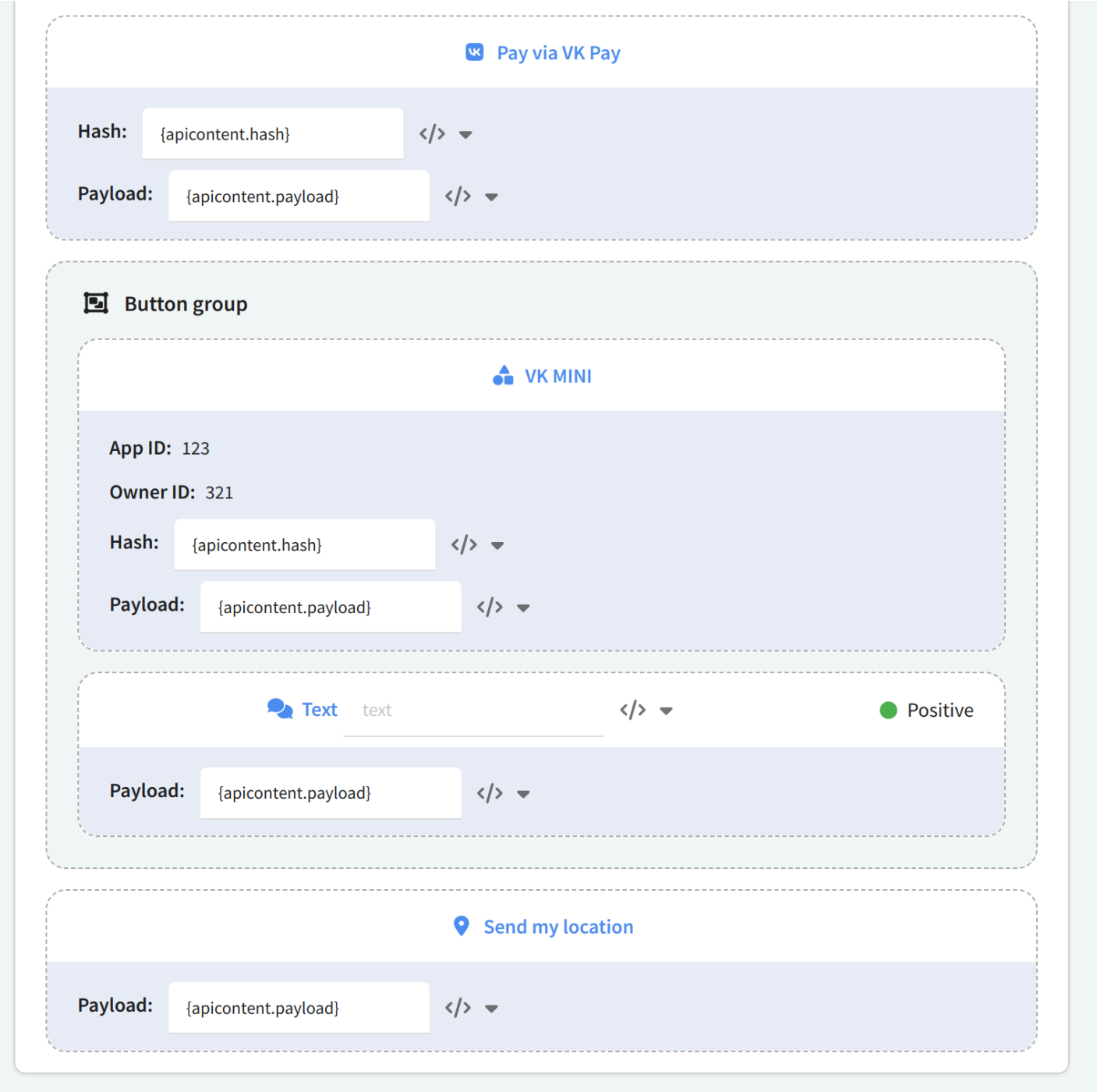
Read more about elements in Notify documentation.

You can also enable the customer to send reply messages in chat with the company. To do this, activate the corresponding item in the settings:



Once you save the template, it will be sent to moderation in the service. If you don’t want to send it for moderation, activate the “Draft” switch.

After selecting an approved template, you can insert platform variables into it using the drop-down menu:

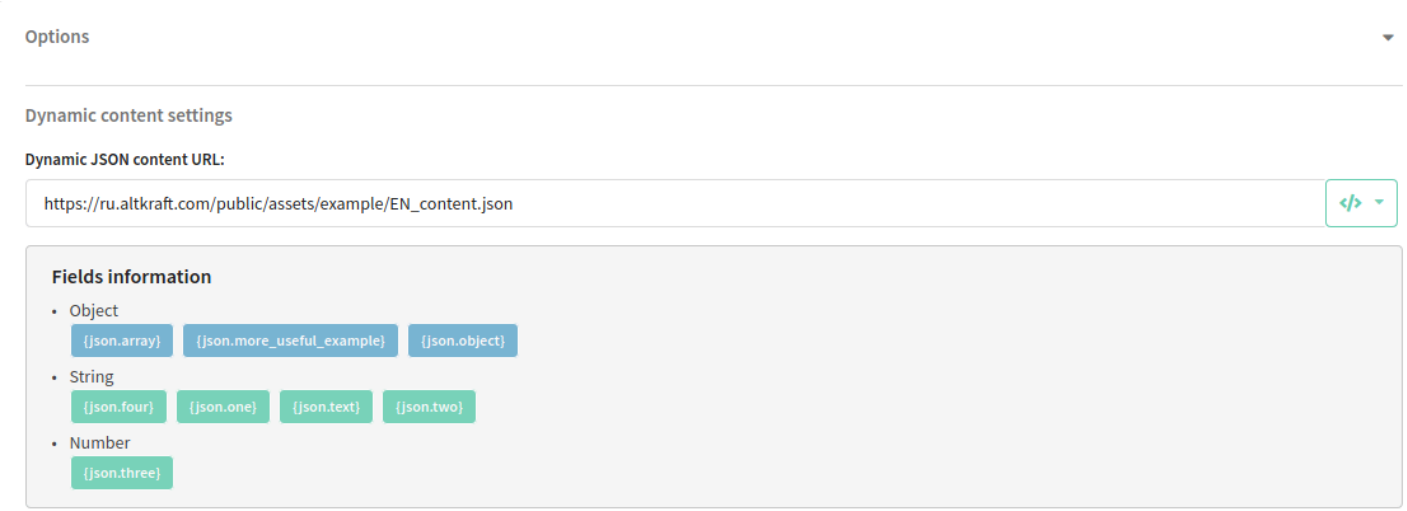


Don’t forget to save the template in the platform after making all the changes. You can now use this template to send out Notify distribution.

Message options

In Options block you can set some extra parameters for the template.

In Dynamic content settings you need to set data source for [JSON content in the messages](). If you have valid JSON, first level objects preview will be shown:

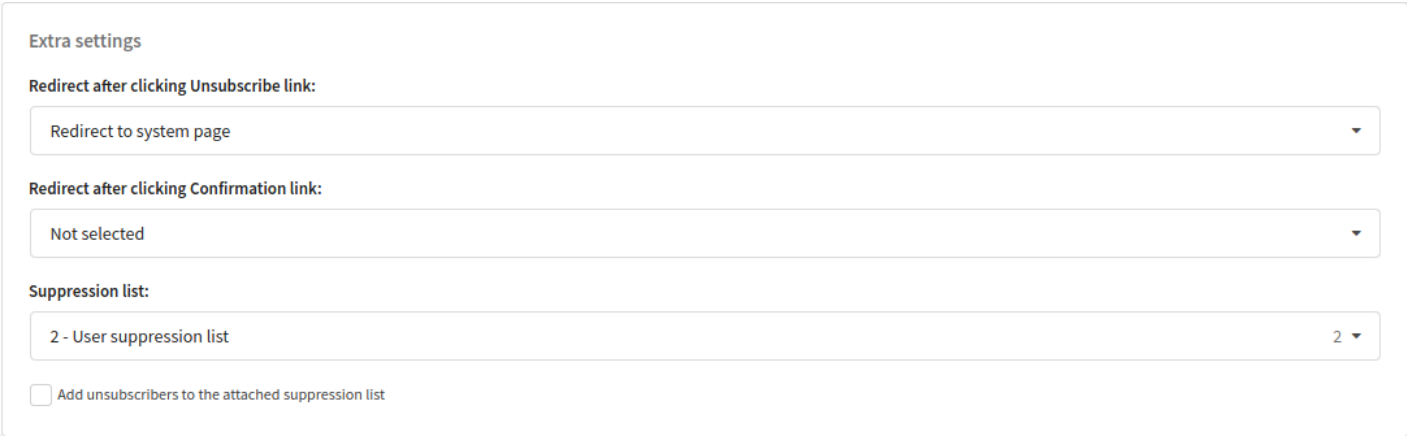


In Extra settings, you can select custom unsubscription and confirmation links for your message. For example, if you want to redirect customers to a personal page or subscriptions management page.

TIP

Custom links for unsubscription and confirmation can be created by master user of the account. You can select only previously created links in the template options. More information is available in Settings section.

Also, in Extra settings, you can select a custom suppression list, that you would like to use with this template. Using this function, you can easily restrict messaging for those customers, who unsubscribe from similar mailings. Also, you can toggle Add unsubscribers to the attached suppression list option to automate the process.



Personalization placeholders and Parts

In the Content tab you can set default values for profile variables you use in the template. If you use customer name for instance, but the field can be empty for some profiles, a default value like “Dear customer” will be used.

TIP

Content tab appears, when you use variables with profile data or parts of the message into the template.

Message Parts are similar to fragments, but they can be used only in templates wherein they were created. Fragments on the contrary can be used in several templates - e.g. for a header and a footer.

TIP

To get started with parts, add `{part.example_part}` to your template code. After that, the “Content” tab will appear at the bottom of the page, where you can customize parts of the template.

TIP

It is convenient to use parts with logical expressions for more compact message code. For example, here one of the parts will be selected, depending on customer’s score (custom integer field):

```
{if lead.score gte 9000}
{part.part_1}
{else}
{part.part_2}
{end}
```

For every part, you can choose content type: HTML for email messages, or text — for text version of email, and for Push and SMS content. Depending on content type, appropriate editor with necessary functions will be opened.

Message preview

Message preview allows you to check HTML layout, and to see content personalization result, based on customer data. Press this button to activate preview:



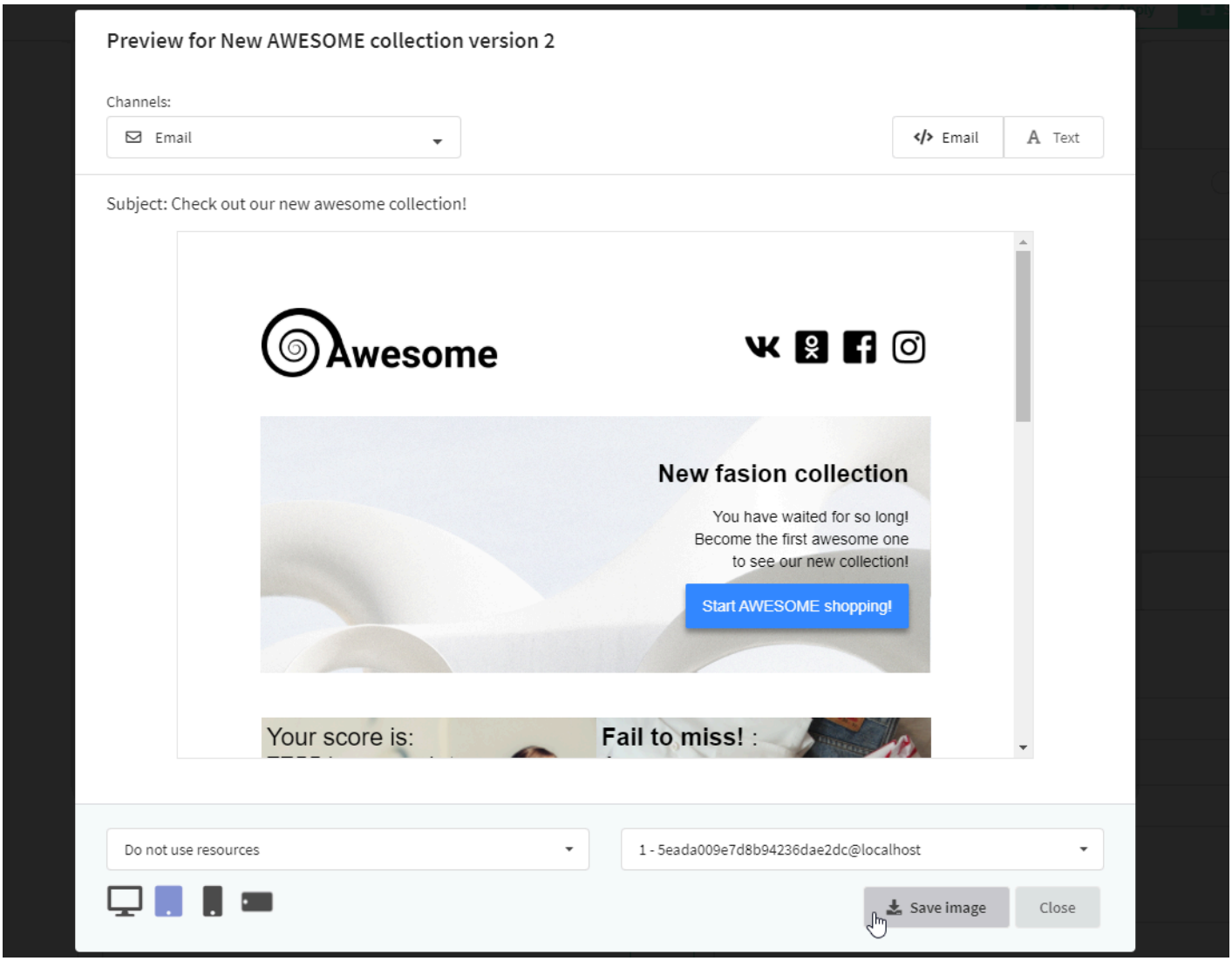
In preview window, you can select communication channel, resource and customer profile you want to use for preview. For email both HTML and text version preview is available.

In the bottom part of the page, there are buttons for switching desktop/mobile display mode, and personalization options.

TIP

Choose the resource, within which you want to send the message - and select the profile in the drop-down list. The search is similar to search in the database: segmentation rules are used, and you can immediately choose the profile with necessary data.

The preview is available for desktops, tablets and cellphones both in portrait and landscape orientation:



You can save previewed message as an image to use it in any way you need. To download the image to your device, click the “Save image” button.

Follow these rules for correct email template preview export:

1. **CSS styles such as `text-decoration`, `text-decoration-line`, and `text-decoration-color` should be set directly in the parent text element.**

```
<div>
    <span style="text-decoration: line-through;">Text</span>
</div>
```

2. **If you are using fonts imported from an external source (e.g., Google Fonts), it is recommended to replace them. Set the `font-family` property to fonts installed on the system.**

```
<!-- Correct display in the preview: -->
<span style="font-family: Roboto, Arial, Tahoma, sans-serif">Text</span>

<!-- Incorrect display in the preview: -->
<link href="https://fonts.googleapis.com/css2?
family=Roboto:ital,wght@0,100;0,300;0,400;0,500;0,700;0,900;1,100;1,300;1,400;1,500;1,700;1,900&display=swap" rel="stylesheet">
```

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Template fragments

Template fragments

Description

	Fragments are message blocks, which are used throughout several messages. For example, a fragment can be used as header or footer in the message, or block with social networks links — any content, that you are going to send within several mailings.

TIP

Fragments are similar to template parts, but they can be used throughout several templates, when parts can be used only in the template where created. You can read more about parts in templates managing article.

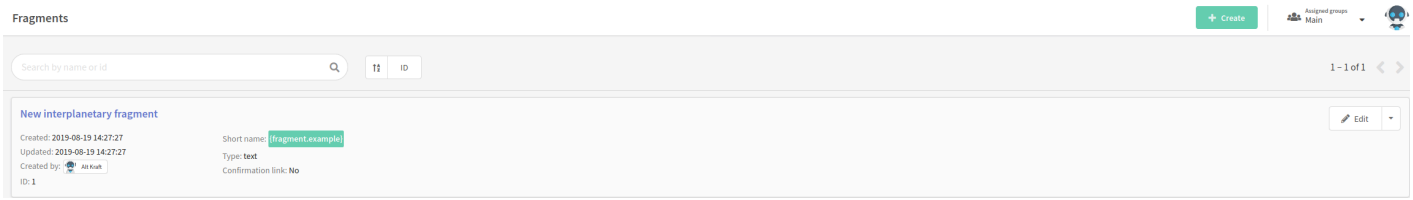
For example, emails often contain links to social networks pages:



Fragments have been developed to make repeated message sections easy and fast to use — and thus to avoid mistakes.

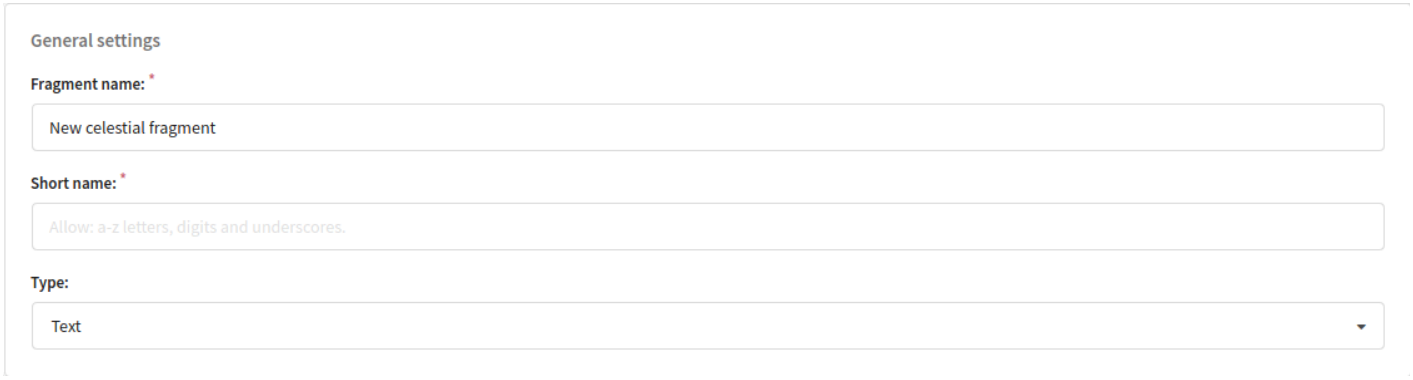
Managing fragments

Select Templates → Fragments in the main menu to start working on fragments. A list of existing fragments will open. Using context menu, you can edit, clone or delete the fragment, — or set access group for it. If you need a new fragment — press + Create at the top part of the page:

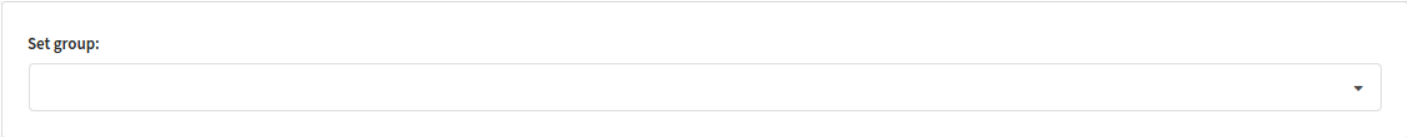


General settings

In general settings, you need to set Fragment name, that will be shown in the list, and Short name. Short name is used when you insert fragments into the templates manually, like `{fragment.<short name>}`, or using variables menu (</>). Also, you need to select fragment Type: HTML or text:



At the bottom part of the page, there is a block, using which you can set access group for the fragment:



HTML fragments

HTML fragments are suitable for email messages, and custom channels that support HTML. The editor supports HTML and CSS, and personalization variables. To make formatting and working with objects easier, next functions are available:

Formatting:

B

— bold

I

— *italic*

~~S~~

— ~~strikethrough~~

— bullet list

— numbered list

— table

Service functions:

— pixels for tracking of letter opening and reading. If you do not add pixel during message editing, the system will warn you about this.

— external HTML content. You can also set variable source address manually {[http://example.com]}.

— links builder.

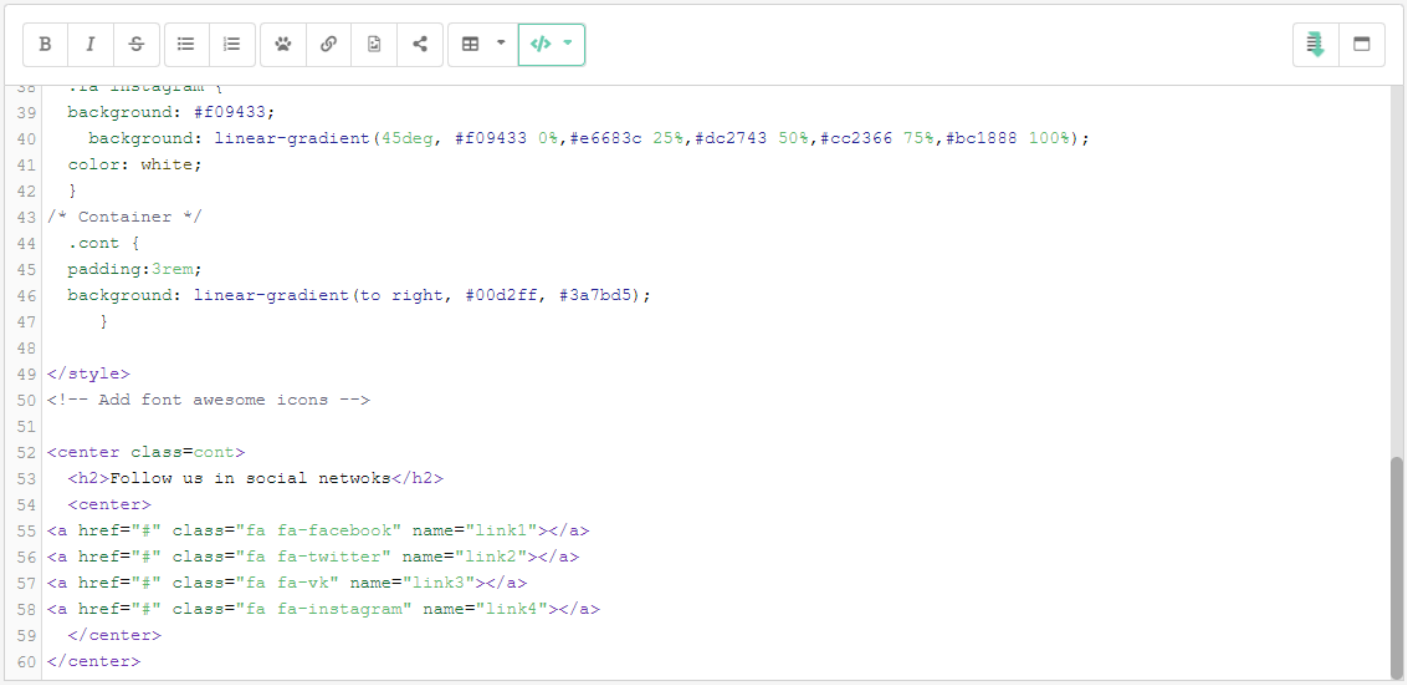
utm

— UTM tags.

— images.

— social buttons.

— variables and editor functions menu. Using this button, you can add Customer profiles' data, promo codes, loops, logical expressions, dynamic content and service parameters into the message.



```
  background: #f09433;
    background: linear-gradient(45deg, #f09433 0%,#e6683c 25%,#dc2743 50%,#cc2366 75%,#bc1888 100%);
  color: white;
  }
/* Container */
  .cont {
  padding:3rem;
  background: linear-gradient(to right, #00d2ff, #3a7bd5);
     }

</style>
<!-- Add font awesome icons -->

<center class=cont>
  <h2>Follow us in social netwoks</h2>
  <center>
<a href="#" class="fa fa-facebook" name="link1"></a>
<a href="#" class="fa fa-twitter" name="link2"></a>
<a href="#" class="fa fa-vk" name="link3"></a>
<a href="#" class="fa fa-instagram" name="link4"></a>
  </center>
</center>
```

Plain text fragments

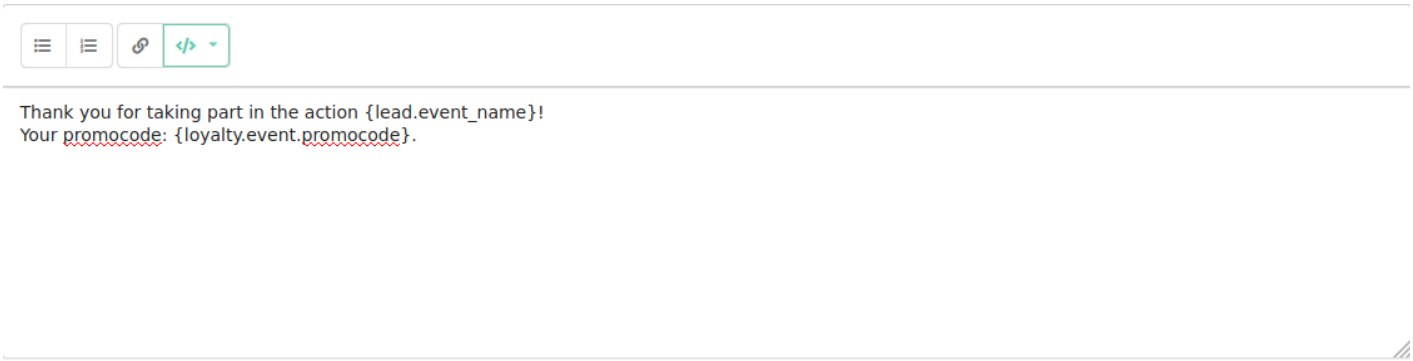
Text fragments can be used in all types of content. The following functions are available in the editor:

— bullet list

— numbered list

— links builder.

— variables and editor functions menu .



Using fragments in templates

Fragments can be added into templates using variables menu (</>). Also, you can add them manually using {fragment.<short name>}. Fragments can be displayed depending on some conditions and subscriber data.

TIP

If you want to display one of several fragments in a random order, choose Random fragment and specify the set of fragments you want to use:

```
{randomfragment[fragment.header_1 fragment.header_2 fragment.header_3]}
```

Image gallery

Image gallery

Description

Gallery provides an opportunity to save and organize images for using while working with marketing templates:

- **HTML and AMP versions of Email templates;**
- **Push templates (banners and icons).**

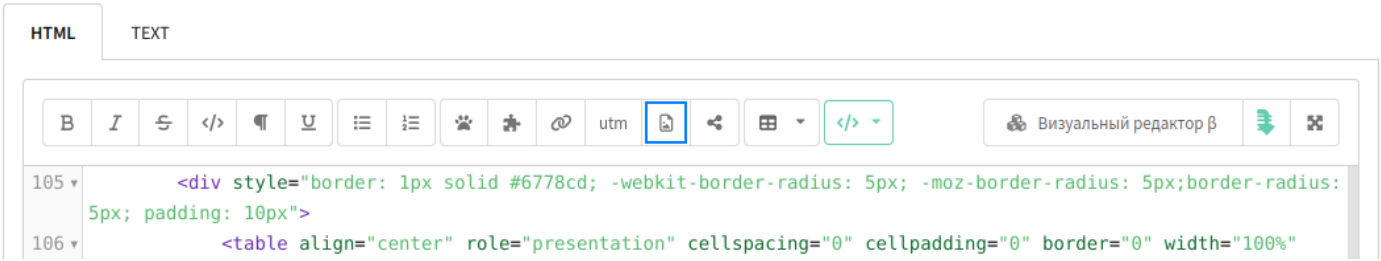
Images are loaded into messages and pop-ups from the platform server through the tracking domain.

Work in the gallery

To open the image gallery, go to the template editor and click on



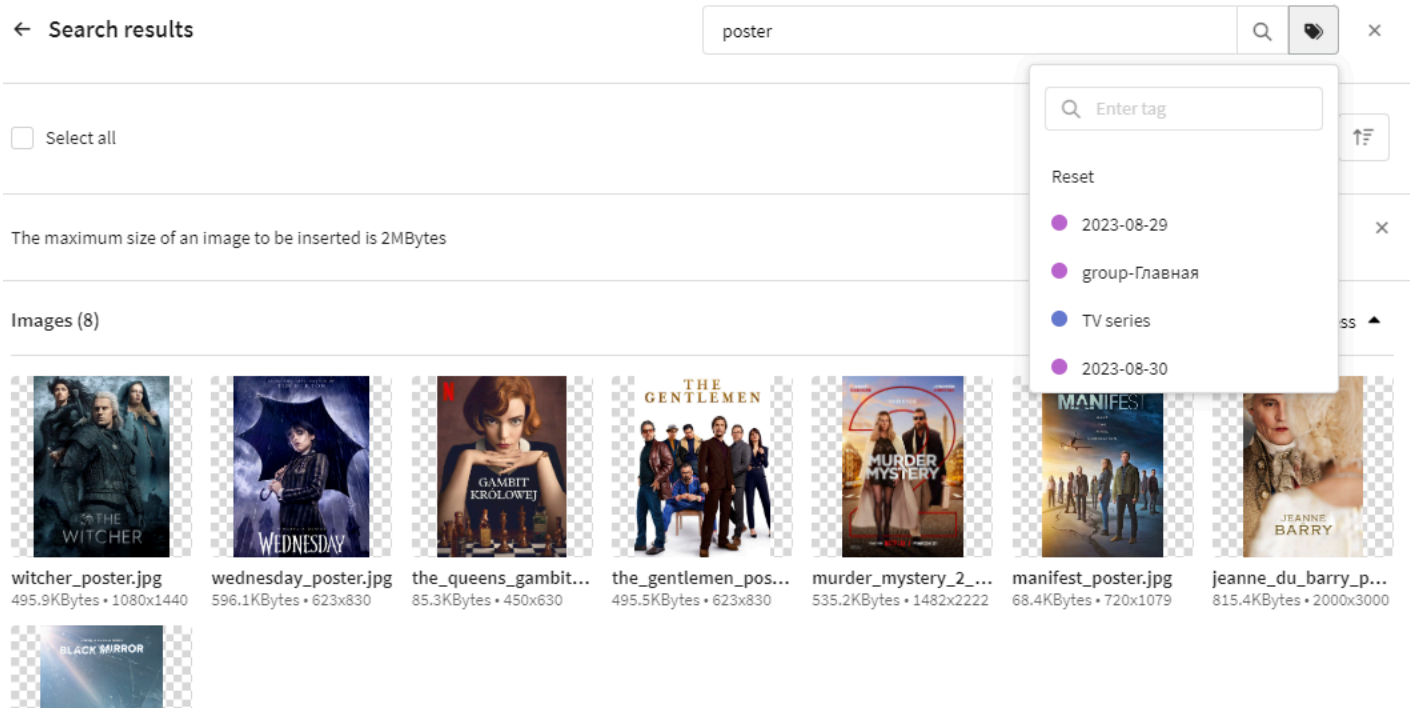
the icon. For example, in the Email message editor, you can go to the gallery using the button in the toolbar:



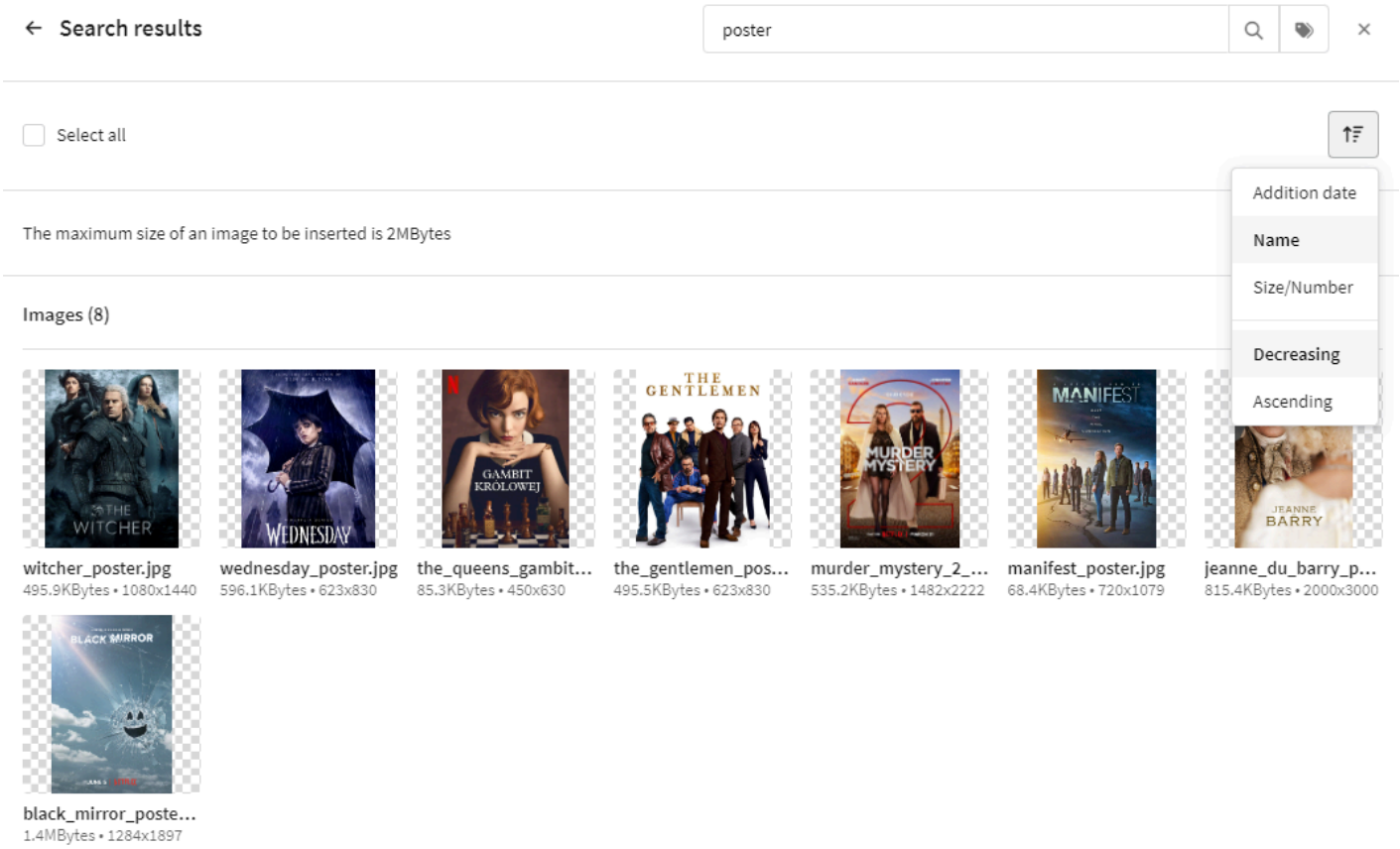
The gallery is a modal window, visually divided into 3 blocks:

- **recent (all images added in the last month);**
- **directory;**
- **images.**

You can search by file/directory name or attached tags. To exit search mode, press ← Search results:



You can also sort objects in the gallery by date added, by name, or by size:



You can select one, several, or all objects in the gallery and do one of the following:

— move the object to another directory.

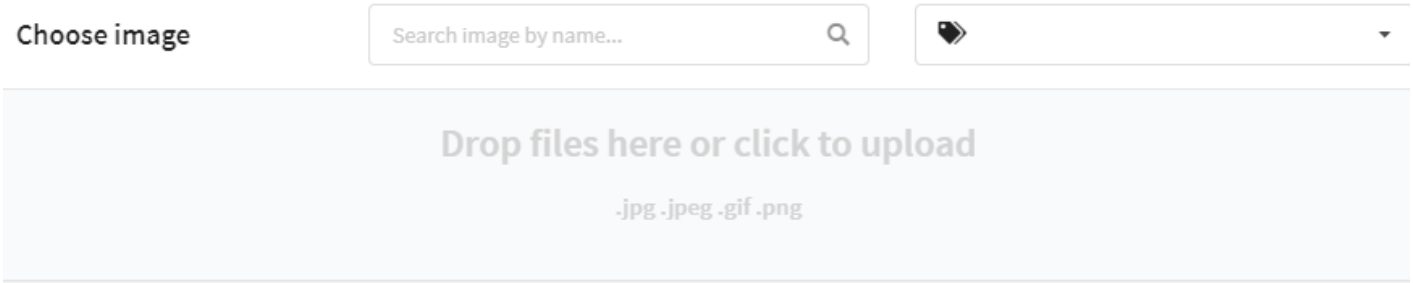
— download an object (only for images).

— delete an object.

Working with images

Uploading an image

To add an image to the gallery, tap “+ Image” and select the file on your device. The second way is to drag the image into the gallery area:



NOTE

You can upload multiple images at once. The size of one image should not exceed 2 MB. Available formats: jpeg, jpg, png, gif.

The upload status is displayed in the lower block. You can interrupt upload by clicking on the cross. If you encounter an error while adding an image, hover over the question mark to find out the reason.

If you close the gallery before all files have been imported, the import process will be interrupted, but all files that have been successfully uloaded to that point will remain in the gallery.

Actions with images

To work with downloaded images, move the cursor over the image and click

. A list of available actions will open:



— insert a link to the image into the template. Convenient when you don’t need to change the formatting, but change the src attribute of the img tag.



— insert an image into the template in HTML format (new img tag).



— download the image to your device. Images are uploaded to a zip archive.



— move the image to another directory.



— rename the image. When you change the name, the link to the image does not change.



— remove an image from the gallery.

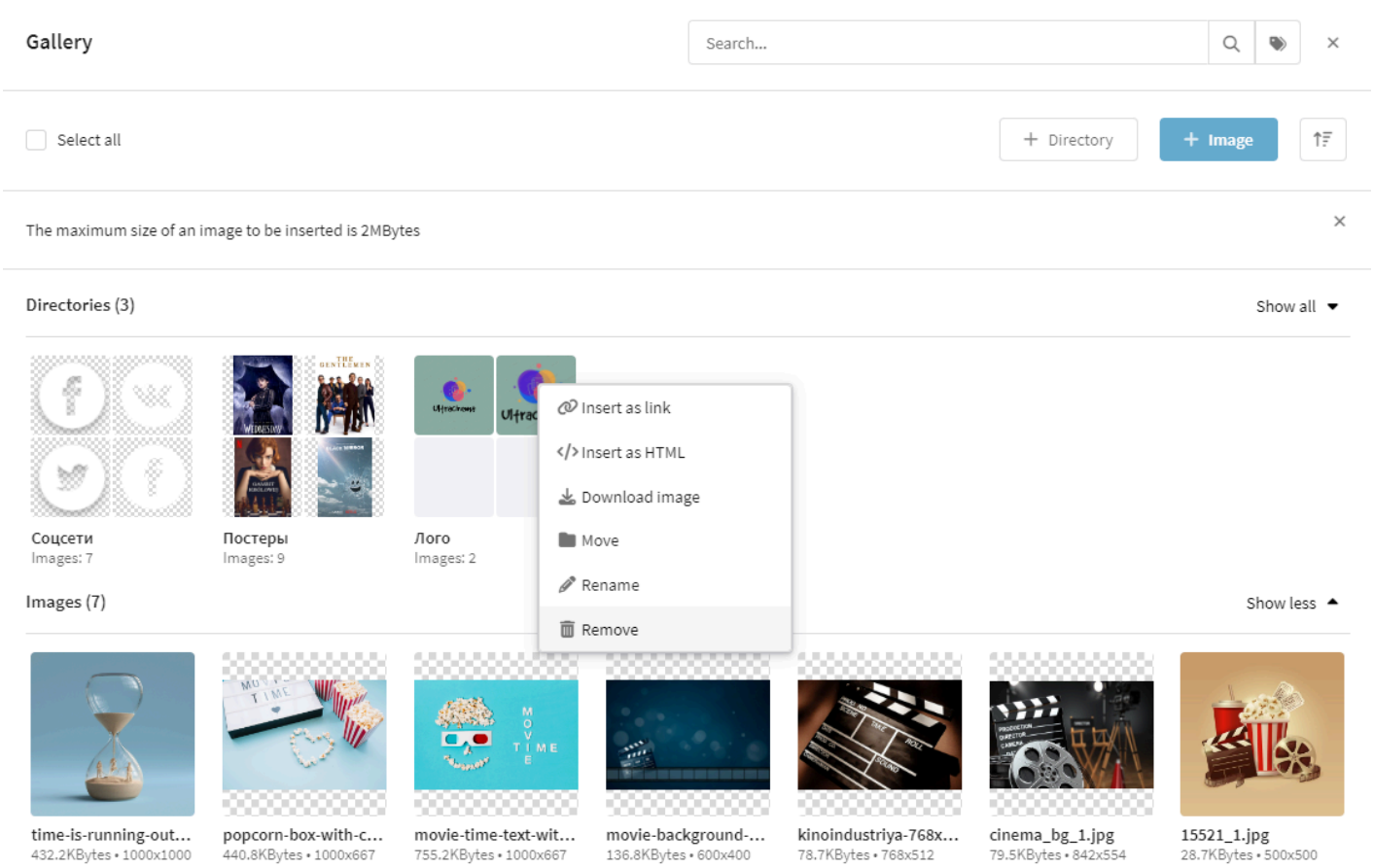
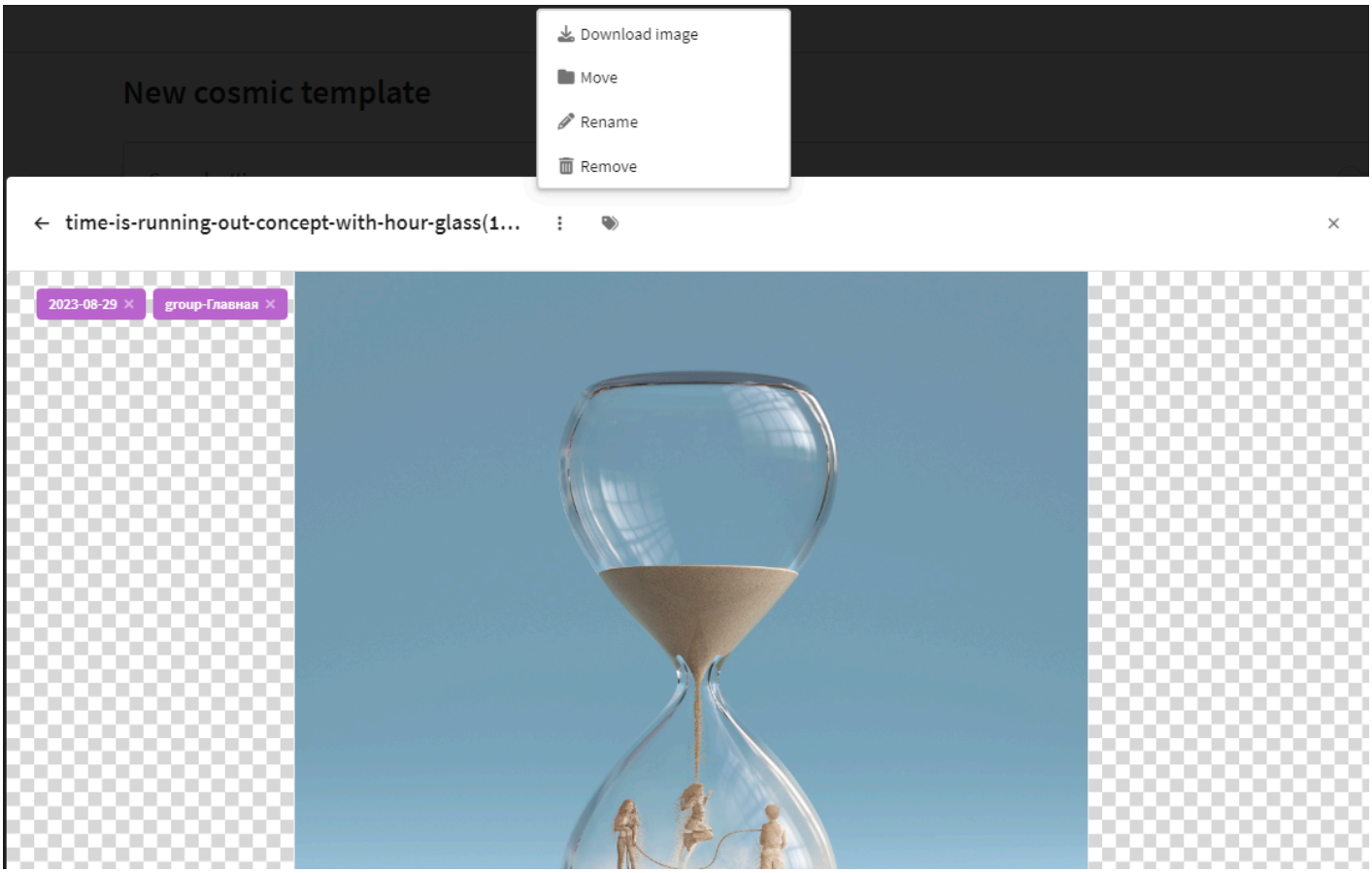


Image view mode

If you want more information about image, click on it. You will enter image viewing mode. All the actions, which you have known already, are available here. To open the list of actions, click on



:



You can also copy URL link of your image by clicking on “Copy”



. This link can be used, for example, when setting up an icon or banner in a push template.

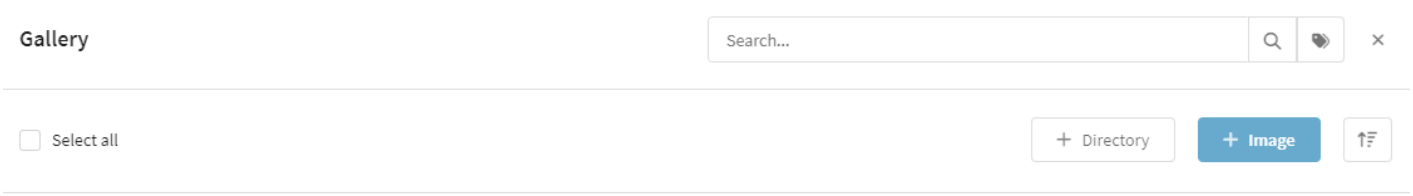
Besides, in this mode you can view tags attached to the image, as well as add new ones or remove existing ones. Some tags are created automatically, for example:

- **`2023-10-25` (date tag when an image was added to the gallery);**
- **`group-Home` (name of the group in which the user worked at the time the image was added).**

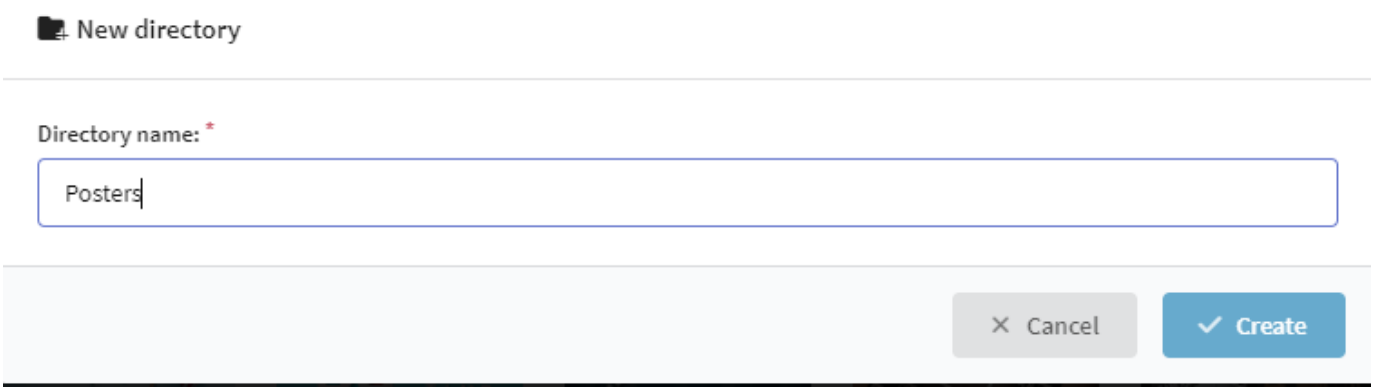
To exit image viewing mode, press ← <image_name>.

Working with directories

To more conveniently organize images in the gallery, use directories. To create a new directory, click “+ Directory”:



Enter a name for your directory. You can use any characters in the name, but no more than 244.



To work with a directory, move the cursor over it and click

— a list of available actions will open:



— move a directory to another directory. You cannot move a parent directory to a child directory.



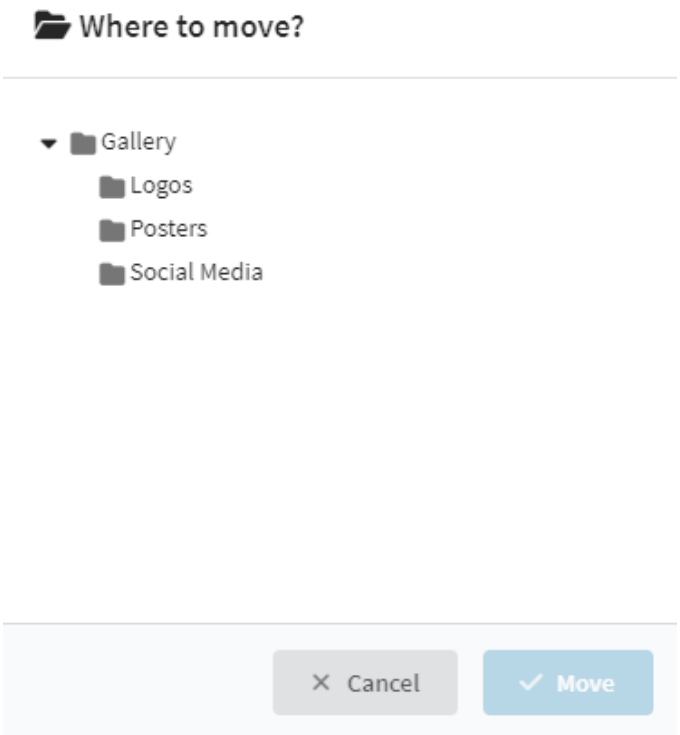
— rename the directory. The directory name must be unique.



— delete the directory. All items in the directory will also be removed from the gallery.

If you want to upload images to a specific directory, go to it and click “+ Images” or drag and drop files into the gallery area.

To move already added images to a directory, select the images, click “Move” in the list of actions and select the desired directory:



Sub directories is also available. To create a sub directory, go to the parent directory and click “+ Directory”. The level of nesting is not limited.

To return to the previous directory, press ← <directory name>.

Uploading images from external sources

Often templates use links to images from external sources. For example, if you designed a template in a third-party service and then transferred it to the Altcraft platform. In case of failures in the external service, such images may become unavailable. To avoid this, it is recommended to upload them to the platform's gallery.

Click on the button



in the editor toolbar (the button appears only after adding the URL to the external image to the `src` attribute):



After uploading to the platform server, the value of the `src` attribute for all external images will change, for example, `<img src="https://img.com/glass-jar.jpg">` will be replaced by `<img src="http://{trkdomain}/383848228/1/64eefca84a8f9017e5/glass-jar.jpg">`. Now these images will be loaded into messages by the tracking domain.

Content personalization

Content personalization

Description

Customer profiles data can be used for creating dynamic personal messages, that do not need constant changes. The template will take profile information from the database. It allows you to make personal human-like mailings.

TIP

For example, this is the message with a daily horoscope:

Hello, Eddie!

Daily horoscope for Scorpio.

This is the greatest day to consider your options, study economic trends, and analyze what you want from investing. You can create this message, using profile data and the link to a server generating horoscopes. This is called dynamic HTML content.

```
Hello, {lead._fname}!

Daily horoscope for {lead.Sign}.

{[http://127.0.0.1/horoscopes?sign={lead.Sign}]}
```

This way, you will make one letter for all 12 zodiac signs, that does not require any time afterwards.

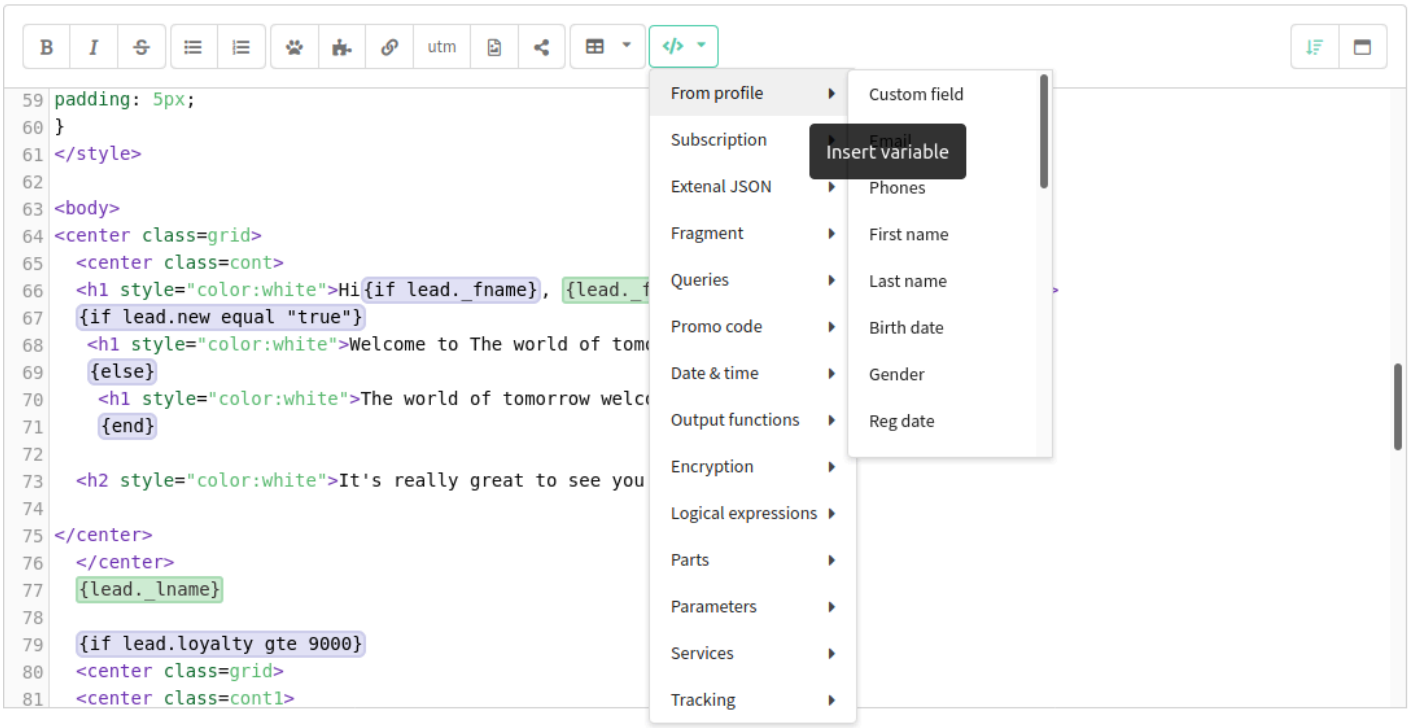
Customer data in message templates

To add data from customer profiles, open variables menu (</>) in template content editor, and select one the following:

- **From profile — customer data from profiles database.**
- **Subscription — information about profile subscriptions to different resources.**
- **Promo code — promo code from a certain loyalty program.**
- **Parameters — additional data, like Database, Campaign, Template, Resource name.**

To add data from additional (custom) fields of the client profile, add `{lead.Custom_Field_Name}` into the code, where `Custom_Field_Name` is the name of the additional field that matches the one in the profile database. In our example (see above), it is `{lead.Sign}`.

You can also add data from the additional field of the “Object” type. Nesting can be of any type. For example, `{lead.Custombject.fieldname}`.

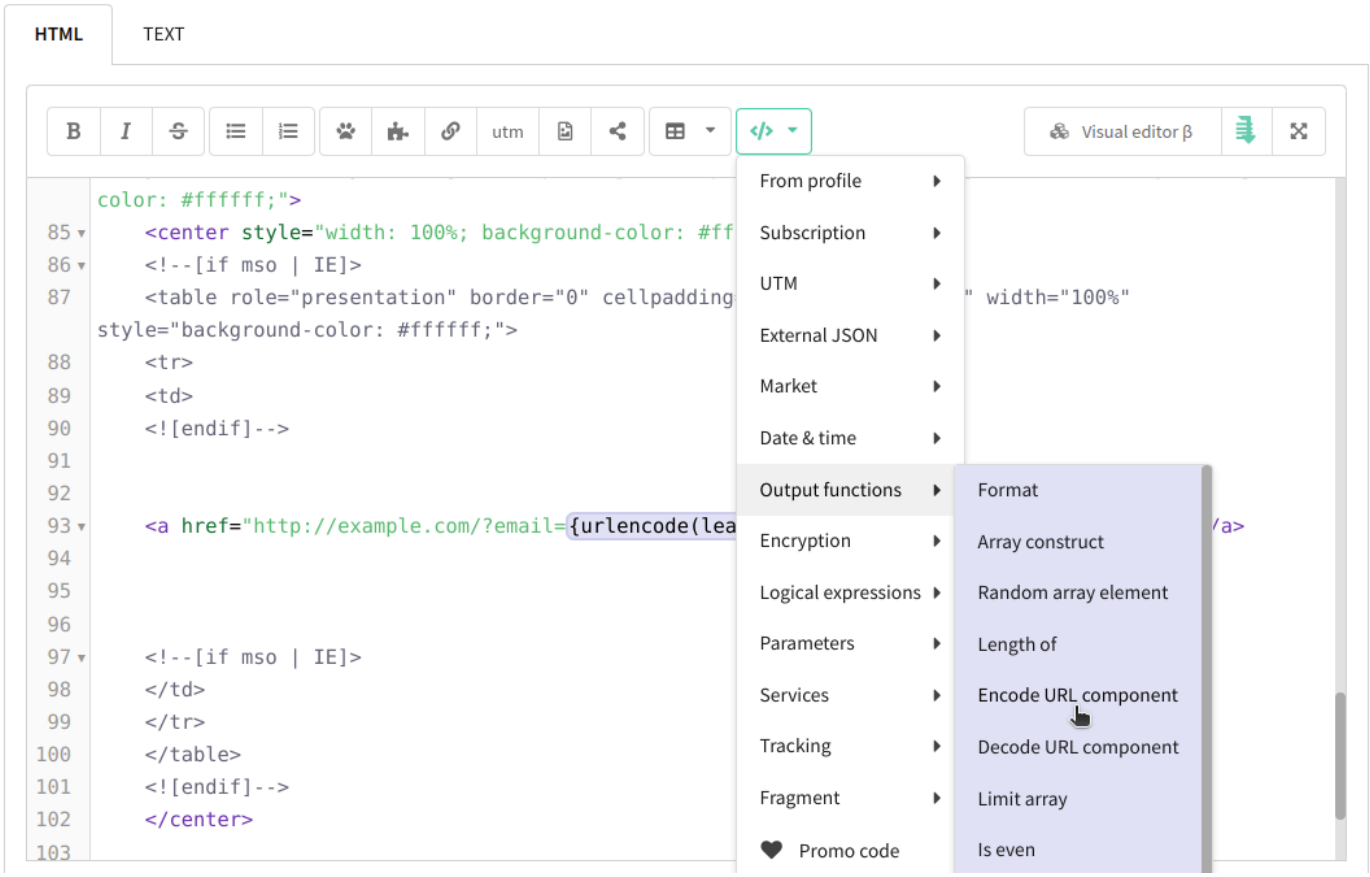


Using variables in URL parameters

URL addresses only allow Latin letters, numbers, and a limited set of special symbols. However, when using variables that pull data from profile fields into a template, certain characters may be invalid for URLs, such as spaces or non-Latin characters. In such cases, the link in the template will not work.

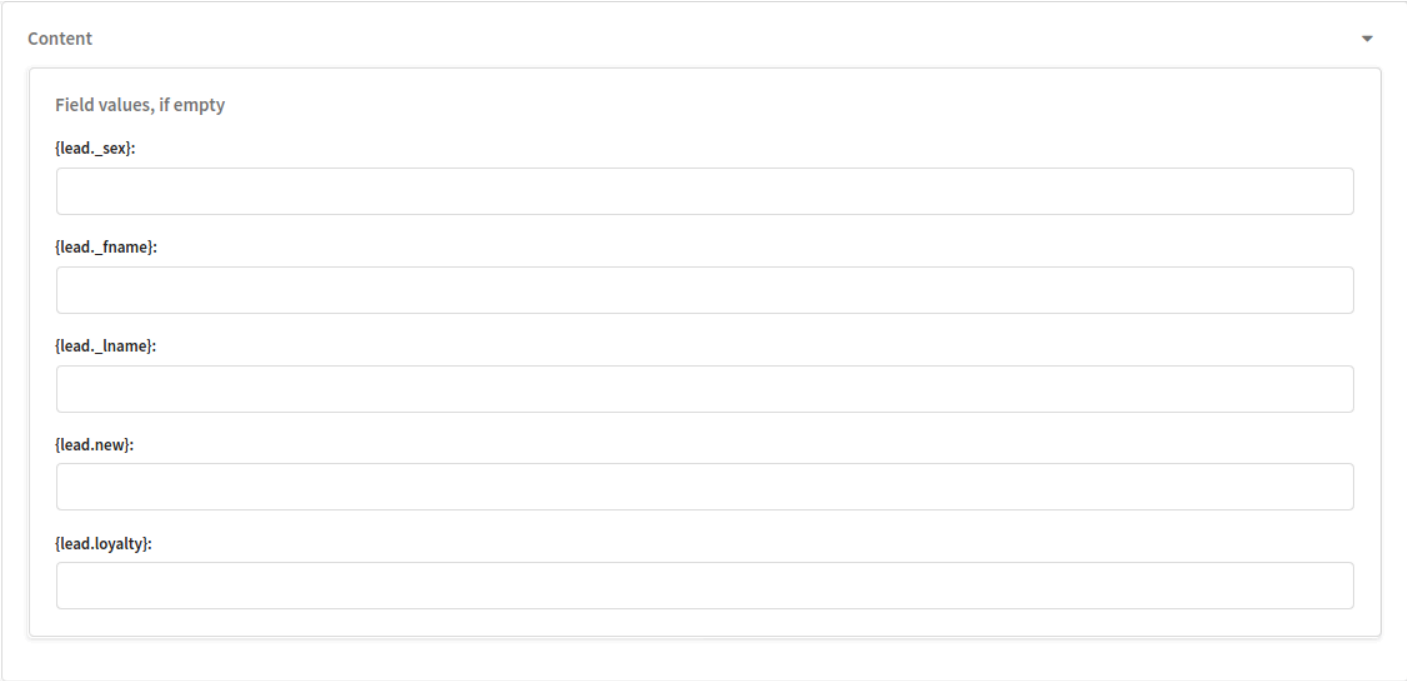
To avoid this situation, it is important to encode the parameters in the URL. This can be done using the `{urlencode}` function. For example, if you're inserting the variable `lead.email` into a link, use the following format:

`https://example.com/?email={urlencode(lead.email)}`.



Placeholders for missing data

In the template editor Content tab you can set default values for the profile variables used. They will be inserted when there is no necessary data for a customer.



On-click customer data update & subscription

Customer data can be also updated dynamically whenever your customer clicks a specific link in your message. Add the following attribute to any link: field_name should be written the same as in profile database:

```
update-field_name="value"
```

When a customer clicks such link, the value of the customer profile field in the Database will be changed to the specified one. For instance:

```
<a href="http://www.example.org" name="link" update-clicked_link="true">Update clicked_link!
</a>
```

To subscribe your customer to a different resource on click - use the following link attribute:

```
<a href="http://www.example.org" subscribe-to="1">Subscribe me to resource #1</a>
```

Creating tables based on array elements

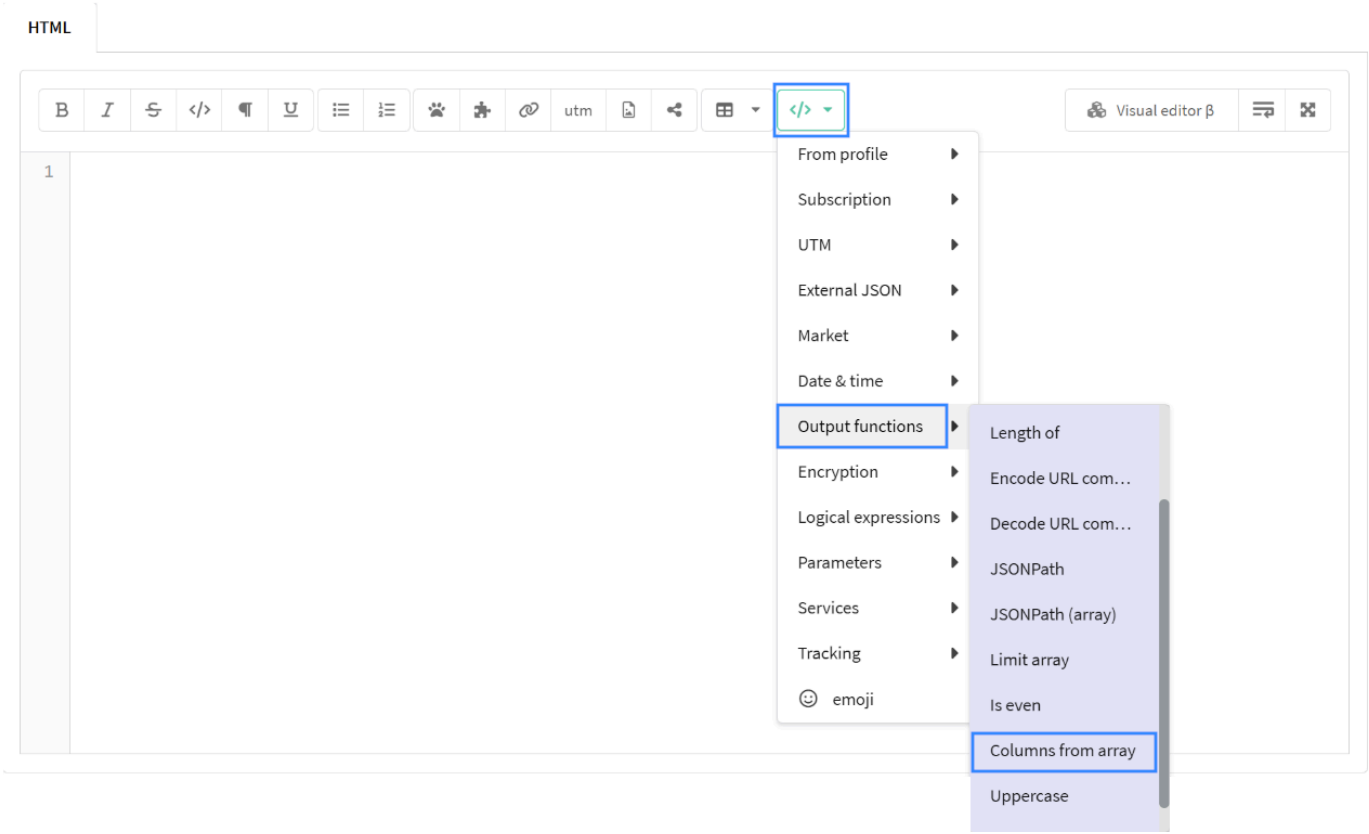
Creating tables based on array elements

Description

Creating tables based on array elements is one of platform features you can use if you transfer dynamic content. We can take an array of line objects from the database, and then distribute the elements of this array in the table as the situation requires.

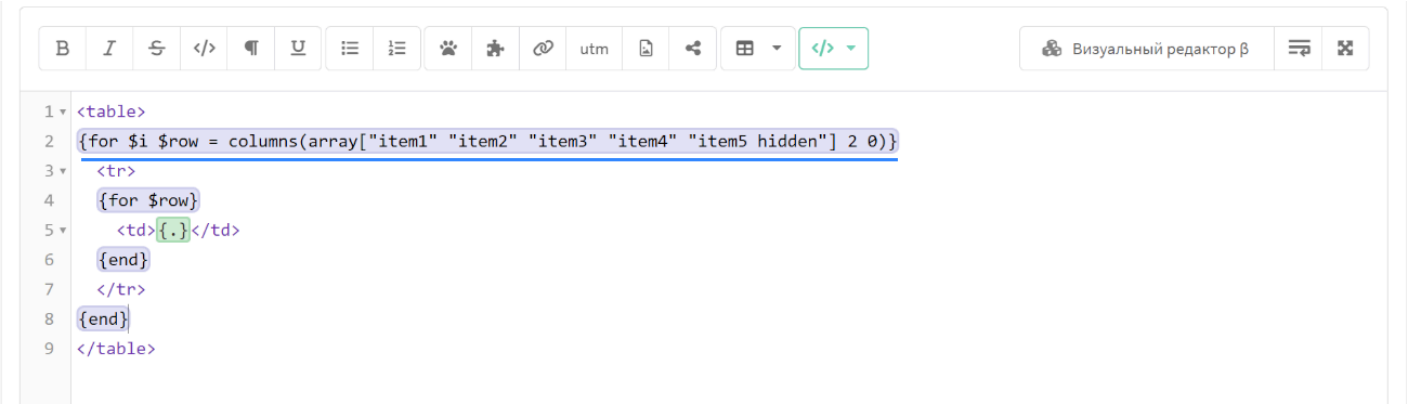
> **TIP**
>
> **This feature is available when transferring content in any way: API content, JSON content, content from a SQL database.**

If you want to create tables based on array elements, in the HTML version tab click: Insert variable → Output functions→ Columns from array.



The code example will appear in the editor window. Look at the line of code:

```
{for $i $row = columns(array["item1" "item2" "item3" "item4" "item5 hidden"] 2 0)}
```



Array is an object from which we take content for our table. There is content for the certain table ceil in every element of the array (“item1”, “item2”, “item3” и etc).

“2” — it says how many columns there are in the table. “0” — it’s the amount of elements that will not be added to the table (we count from the first element of the array).

As a result, in our table all elements of the array will be distributed into two columns and none of them will be omitted.

Use cases

Let’s take a look at one of the cases for this option.

For instance, an airline’s website dynamically changes content for each user. The content depends on the history of his flights. Each user can see on his screen 5 flight offers that he may be interested in. These offers are shown in the interface as 5 blocks (item). Each of them has information on cities, dates and ticket prices. We want to not only display these blocks, but also add a separate block between them, where we will offer the user to choose the city of flight himself (offer):

<table>
<tr><td></td><td>
<table>
<tr><td colspan="2">Item1</td></tr>
<tr><td colspan="2">Offer</td></tr>
<tr><td>Item2</td><td>Item3</td></tr>
<tr><td>Item4</td><td>Item5</td></tr>
</table>
</td></tr>
</table>

Our steps:

- **Create an array where we add information about all five offers ("item1", "item2", "item3", "item4", "item5").**
- **Separately add the first element of the array (item1).**
- **Add a block with an offer.**
- **Add the remaining elements of the array, distributing them into 2 columns. The first element will not be added because we indicated that we want to skip one element.**

```
<table>
  <tr>
    <td colspan="2">{for limit(array["item1"] 1)}{.}{else}{cancel}{end}</td>
  </tr>
  {if lead.offer}
  <tr>
    <td colspan="2">{lead.offer}</td>
  </tr>
  {end}
{for $i $row = columns(array["item1" "item2" "item3" "item4" "item5" "item6 hidden"] 2 1)}
  <tr>
  {for $row}
    <td>{.}</td>
  {end}
  </tr>
{end}
</table>
```

So, creating tables based on array elements is a flexible mechanism that allows you to easily change the way how the user sees your message.

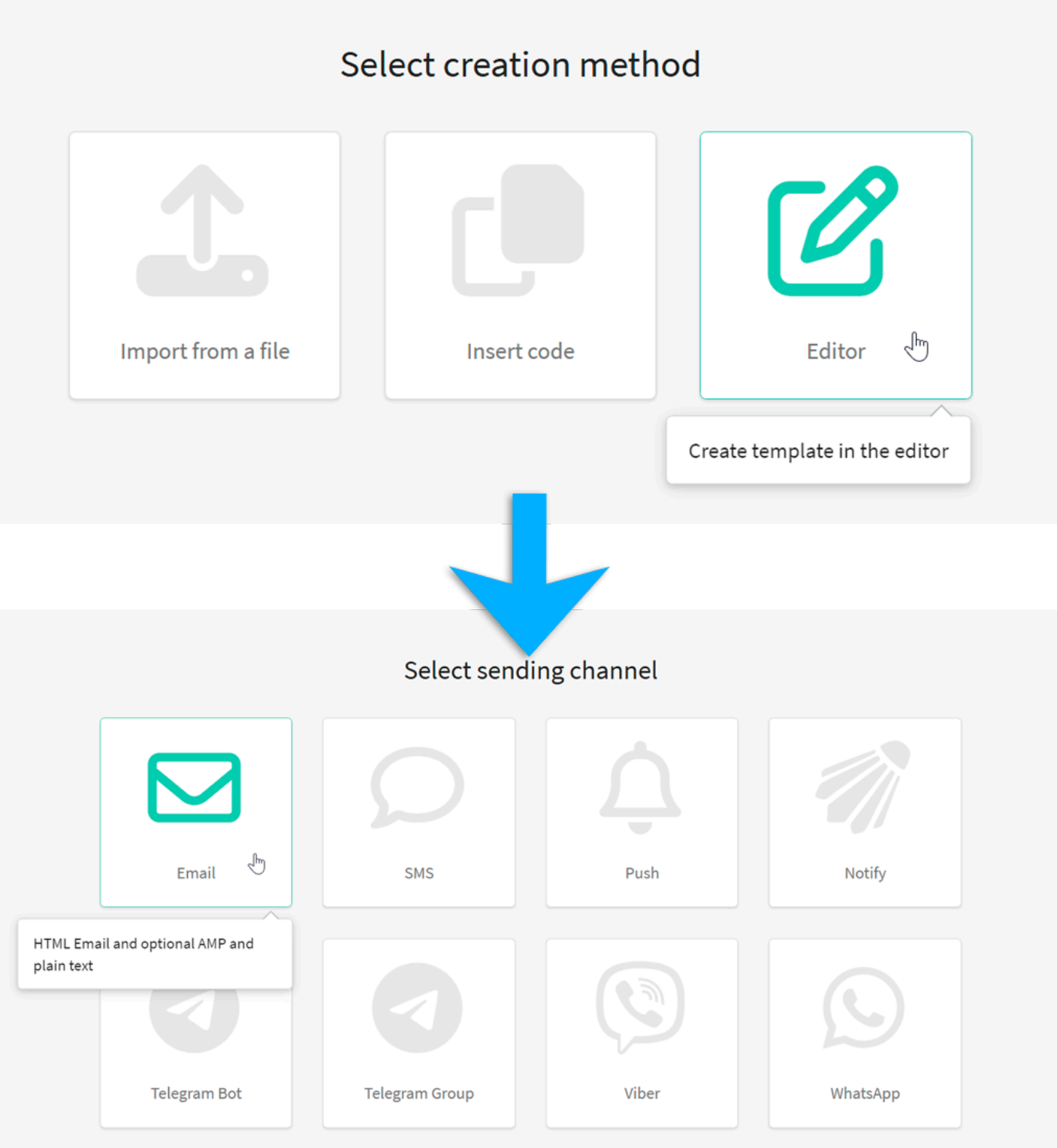
Block editor for email template

Block editor for email template is a tool for creating, editing and customizing marketing email templates and emails without writing code. It is designed for marketers and designers who want to quickly assemble professional emails with an easy-to-use interface using blocks, visual elements and design customizations.

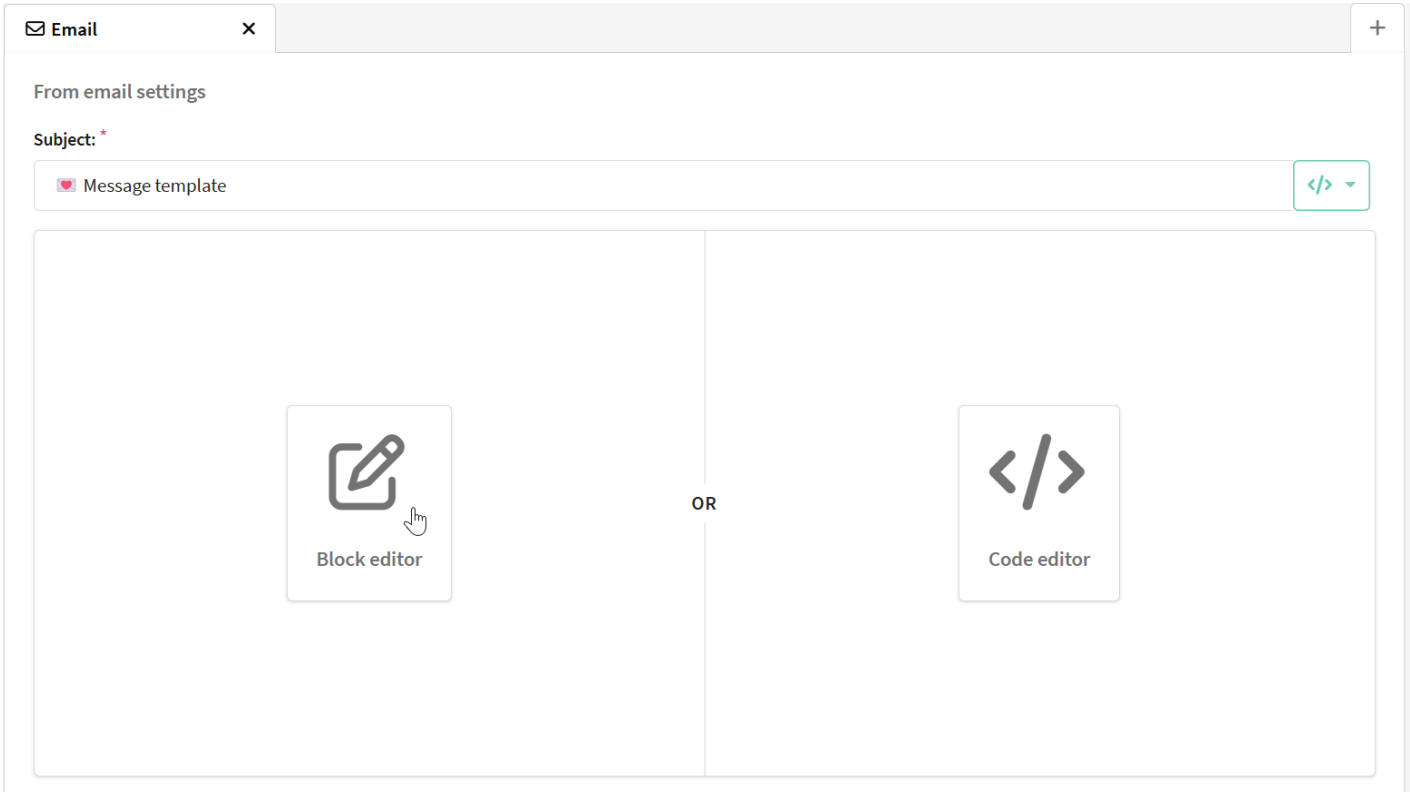
Detailed instructions, usage examples and tips on how to use the editor are available in [a documentation](#).

Interface and main functions of the editor

In the main menu, open the Templates section and create a new message template. Select Editor → Email.



You will see an email template configuration window, select “Block Editor”.



Central working area

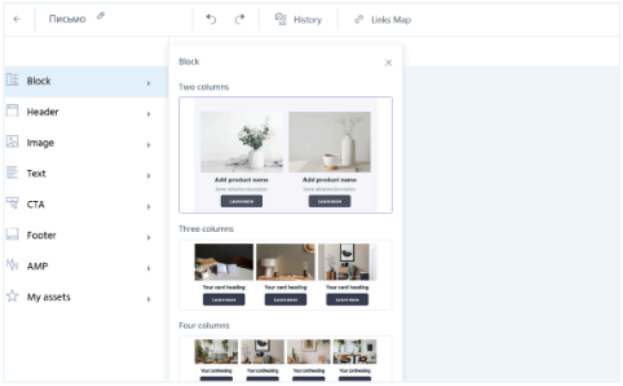
The current email template, consisting of blocks, is displayed here.

YOUR LOGO

Укажите ваш слоган здесь

Здравствуйте!

Этот пример познакомит вас с некоторыми важными особенностями построения шаблонов сообщений.



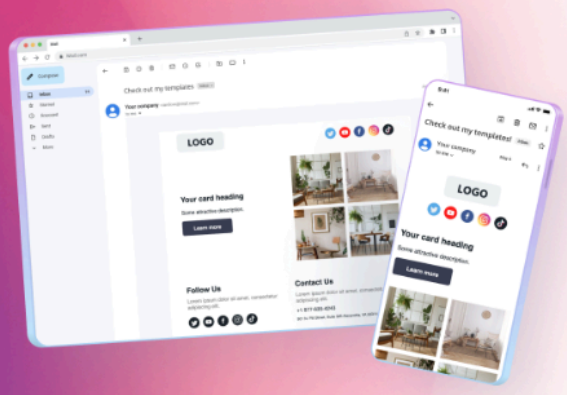
Перетащи и брось

Выберите в левом меню категорию, там найдите подходящий по структуре блок и перетащите его в область редактирования

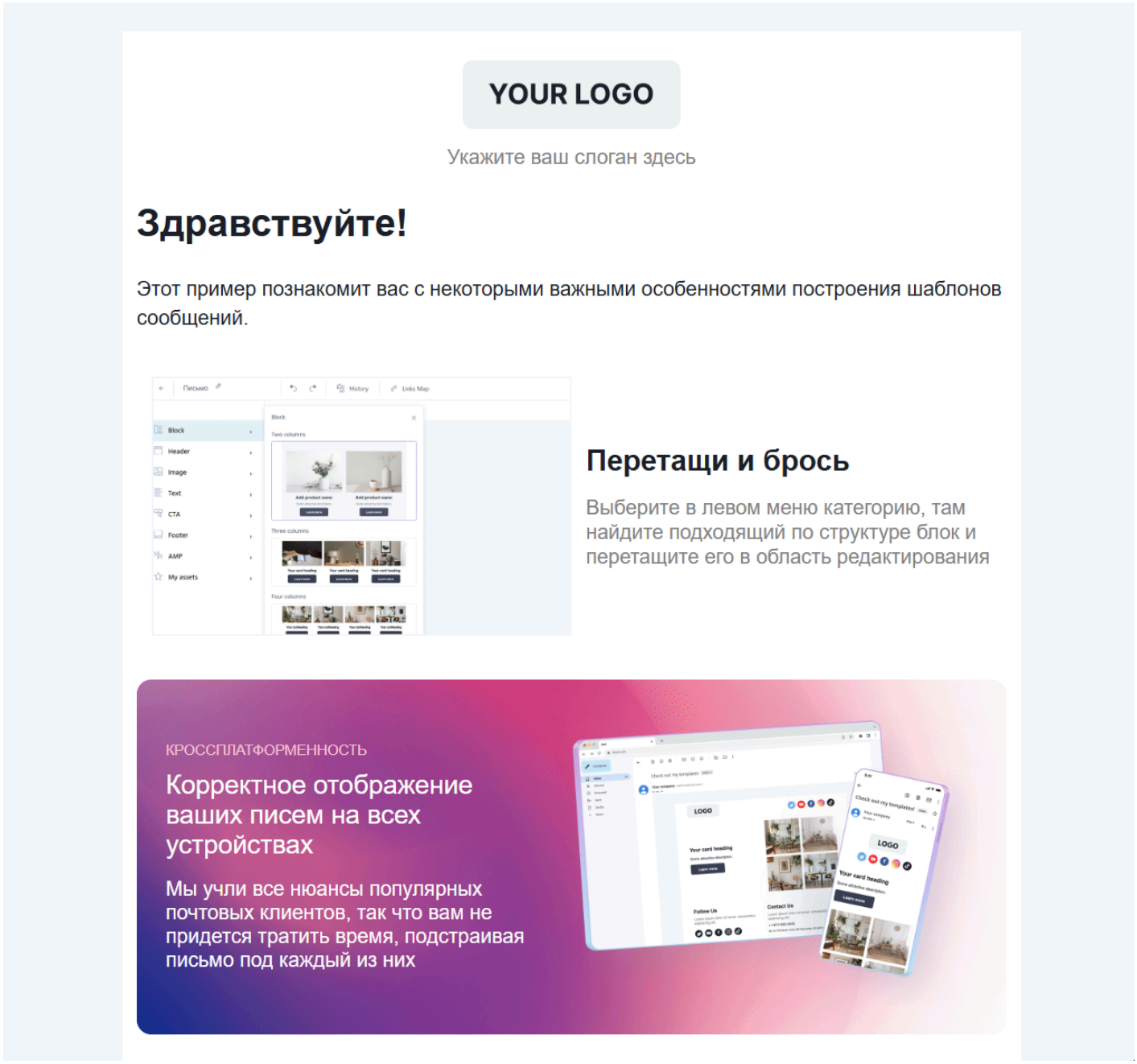
КРОССПЛАТФОРМЕННОСТЬ

Корректное отображение ваших писем на всех устройствах

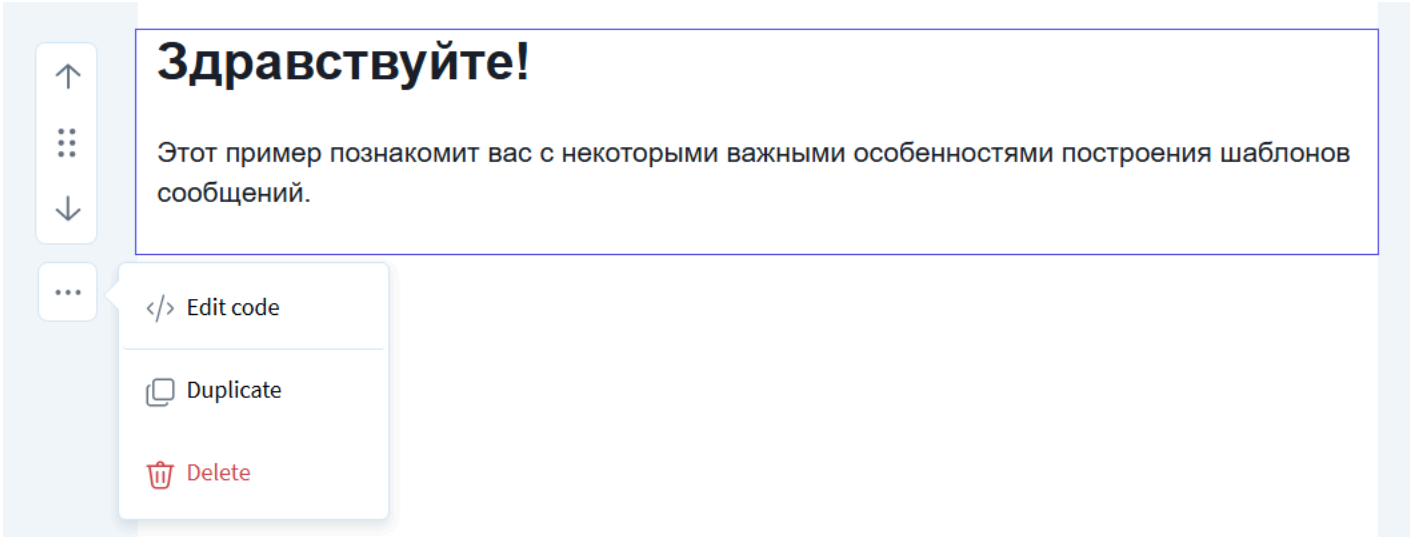
Мы учли все нюансы популярных почтовых клиентов, так что вам не придется тратить время, подстраивая письмо под каждый из них



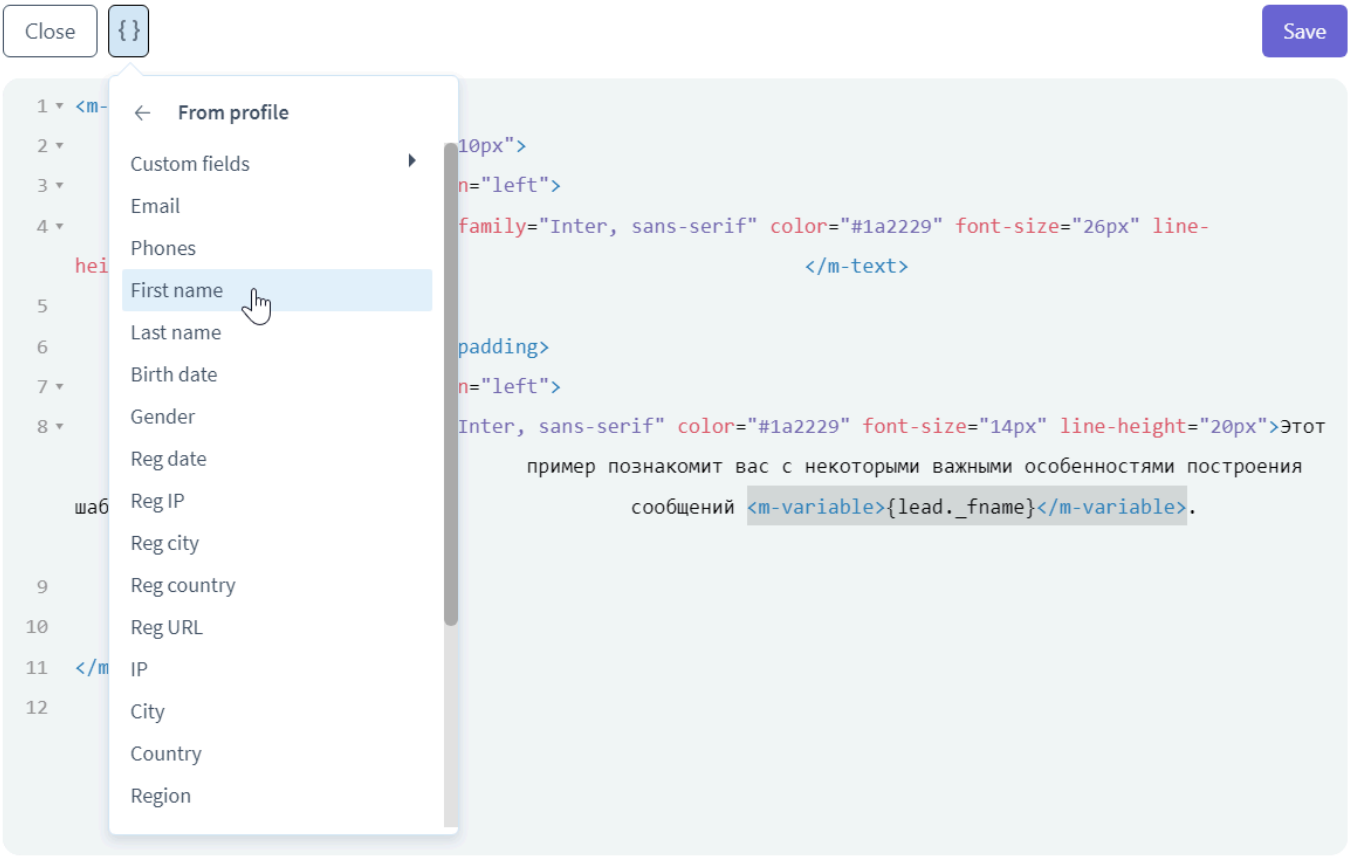
You can move the blocks, to do this select the item you want and click on the pointer or drag it manually.



Furthermore, you have additional actions available to you with the blocks of your template:



- **Edit Code — provides access to the HTML code of the selected block for manual modification. In addition, you can add variables in the code editor.**



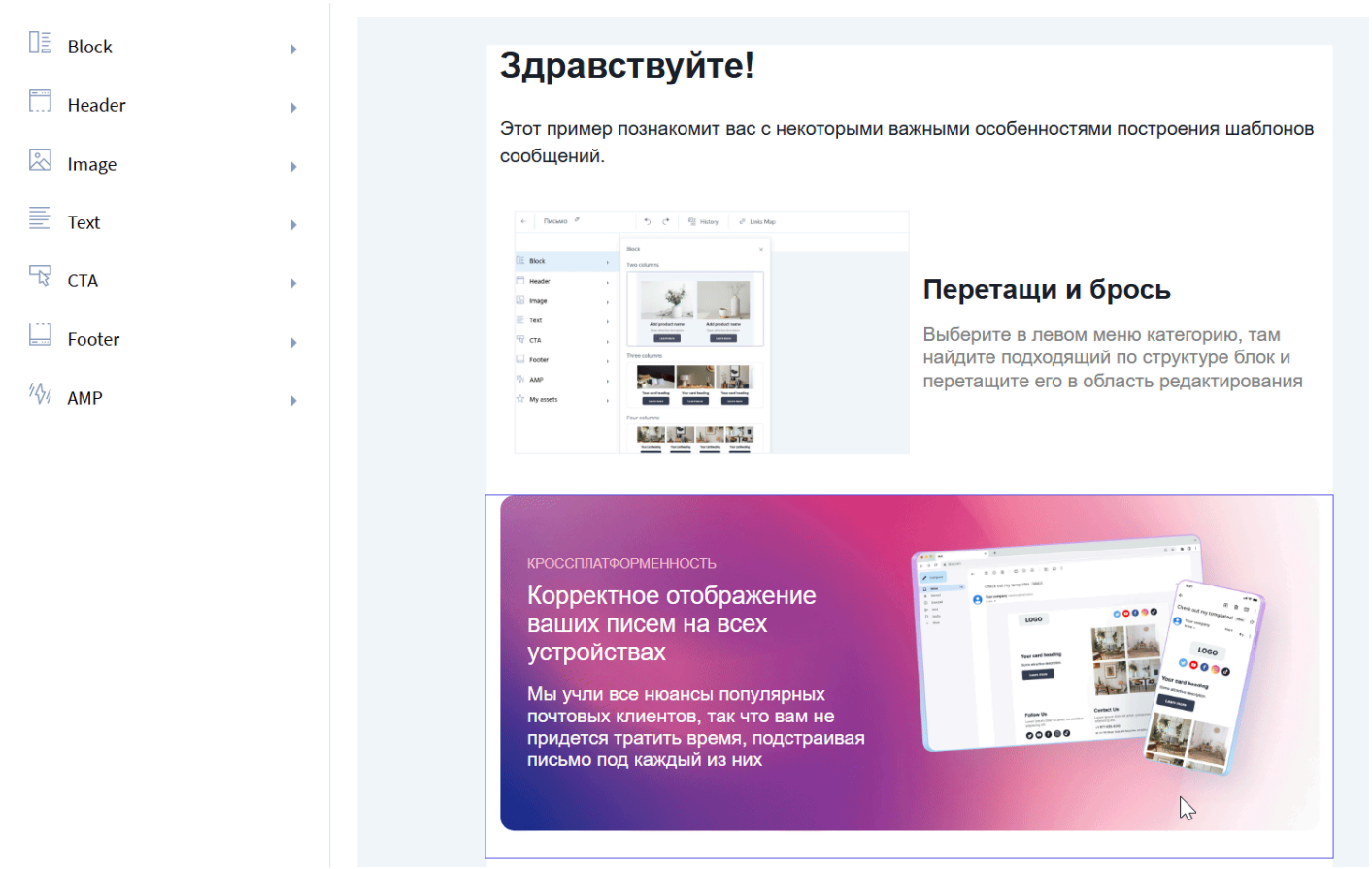
- **Duplicate — creates a copy of the selected block, preserving its content, style and settings.**
- **Delete — deletes the entire selected block with its contents**

Left panel

Contains ready—made blocks categorized into categories:

	*** **Block** — makes it easier to work with the template, as they are some blanks for the platform user, which he is likely to use in almost every Email message. * **Header** — blocks for adding the top part of the email, often used for a logo or slogan. * **Image** — elements for adding pictures or banners. * **Text** — text blocks with customizable font size, color and style. * **Button** — blocks with buttons for calls to action (for example, "Buy", "Learn more"). * **Footer** — elements for adding the bottom of the email with contact information, links to privacy policy and unsubscribe. * **AMP** — AMP—enabled blocks for interactive emails.**

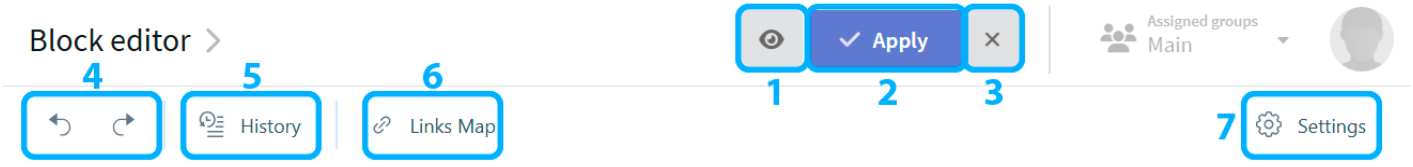
To add one of the blocks to the template, you just need to drag and drop it into the required area of the email.



Right panel

- **Design — customize the appearance of the block, including: paddings and margins, columns, colors (background, buttons and blocks), image settings.**
- **Structure — allows you to edit the structure of some blocks. For example, you can remove a subheading or text in a block.**

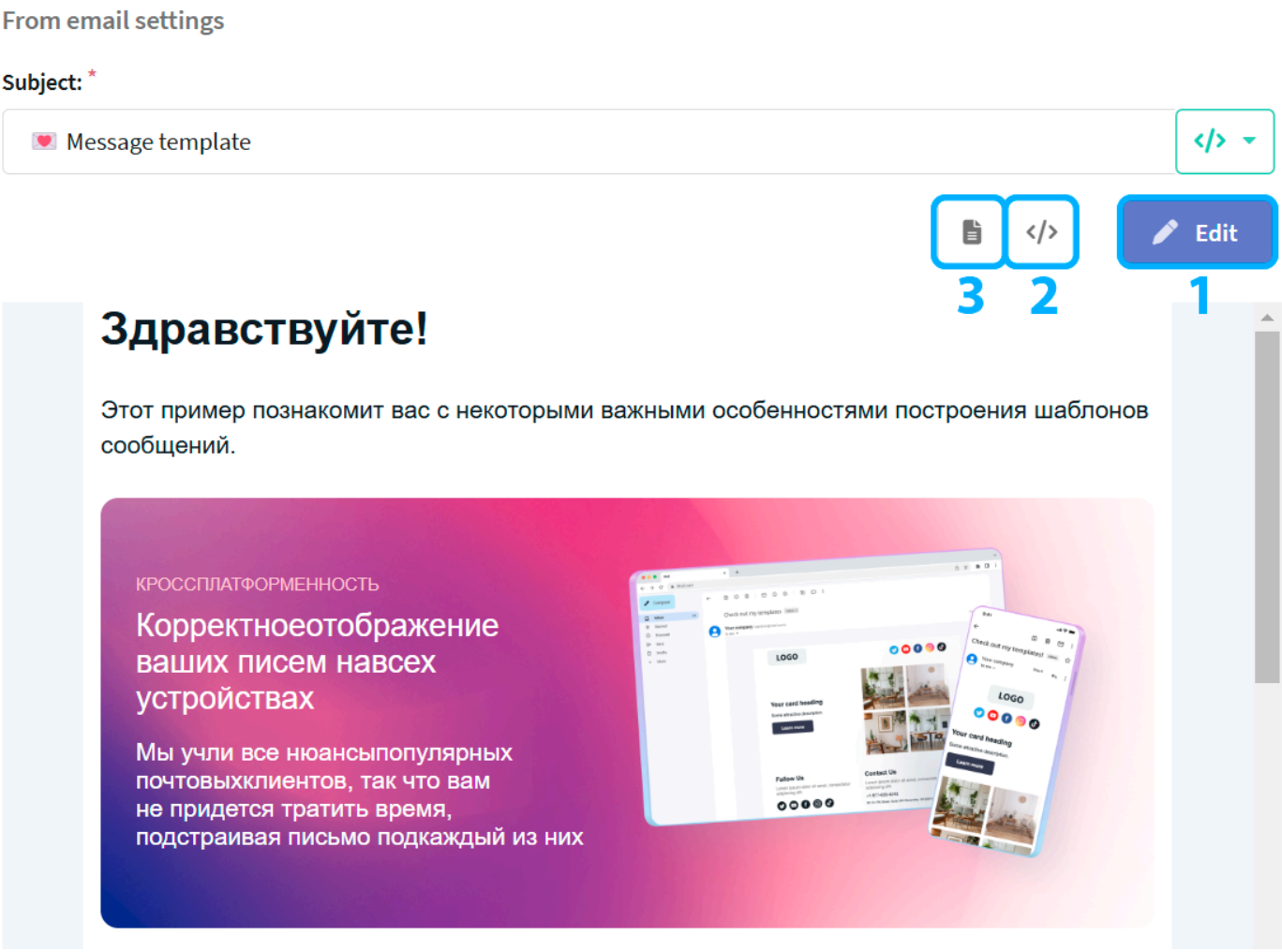
Upper operating panel



1. **"Preview " button — shows how the email template will look like on the recipient's screen, taking into account all added elements;**
2. **"Apply " button — saves the changes made in the template;**
3. **Cross (Close) — closes the editor;**
4. **Cancel Action and Return Action buttons;**
5. **History — button to view changes made earlier;**
6. **Links Map — helps you quickly find, edit or check links without having to go through the entire template manually;**
7. **Settings button — allows you to customize the preheader of your email. Preheader is a text that is displayed right after the subject line in email clients. It serves as a brief description of the e-mail content and helps to interest the recipient by complementing the subject. In this block editor, the preheader is an invisible element. This means that it is not displayed in the email body itself, but its text is visible to the recipient in the preview bar next to the subject line in the email client.**

Working with the template after creation

After creating a template and applying the changes, you will have several actions available to you:

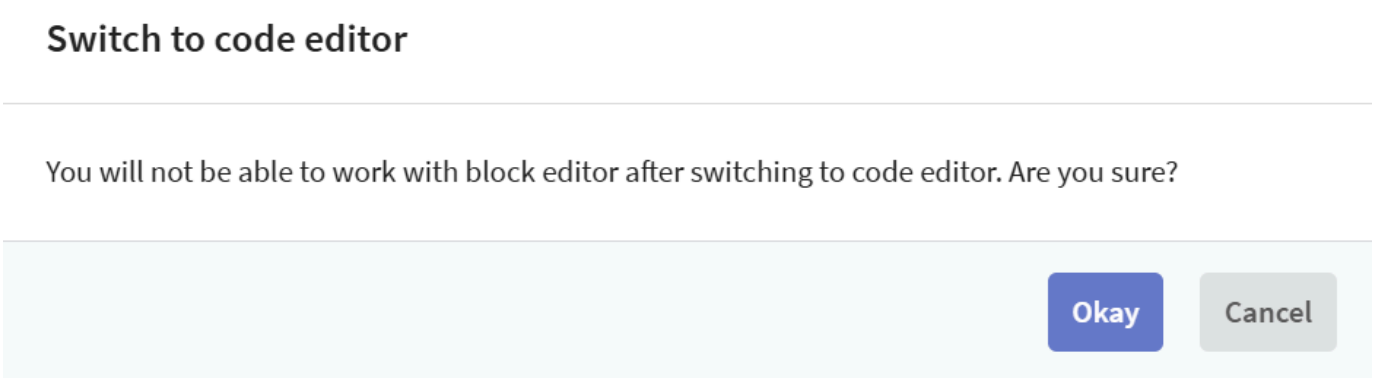


1. **“Edit” button - allows you to return to the editor and make changes to the template;**
2. **“Show template code” button - shows HTML code of the created template:**



CAUTION

You can go to the code editor from the window that appears by clicking the “edit as code” button, but you will no longer be able to edit your template in the block editor.



3. “Edit text version” button — demonstrates the text version of your template, it also allows to edit it.

Text version

utm

Text version is important for subscribers who view emails as plain text

--
Unsubscribe: {unsubscribe}

Save

Close

Web version of an email

Web version of an email is a version of an email message that a user can view as a web page in a browser in case it is not displayed correctly in email services. Web versions increase the chances that your message will be viewed even in case of unexpected email client errors. Also, having a link to the web version of an email allows you to quickly and conveniently share it if necessary.

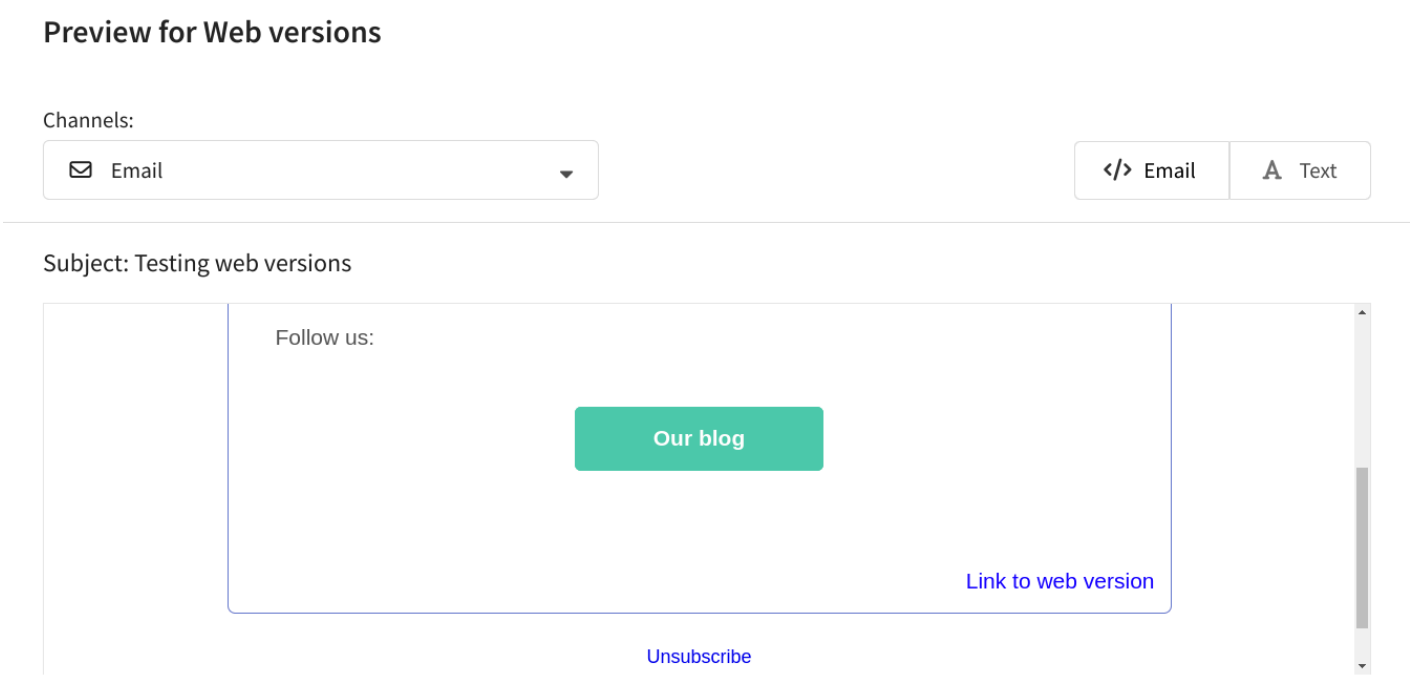
You can view the web version of an email sent to a client in the profile history. By default, the web version is stored for 30 days. The storage period can be changed by the platform administrator in the account settings.

INFO

To enable users to save web versions, the platform administrator must change the account settings, namely, activate the “Enable web versions” field. After that, links to view the web version of the sent message will appear in the profile history.

Create a link to the web version of the email

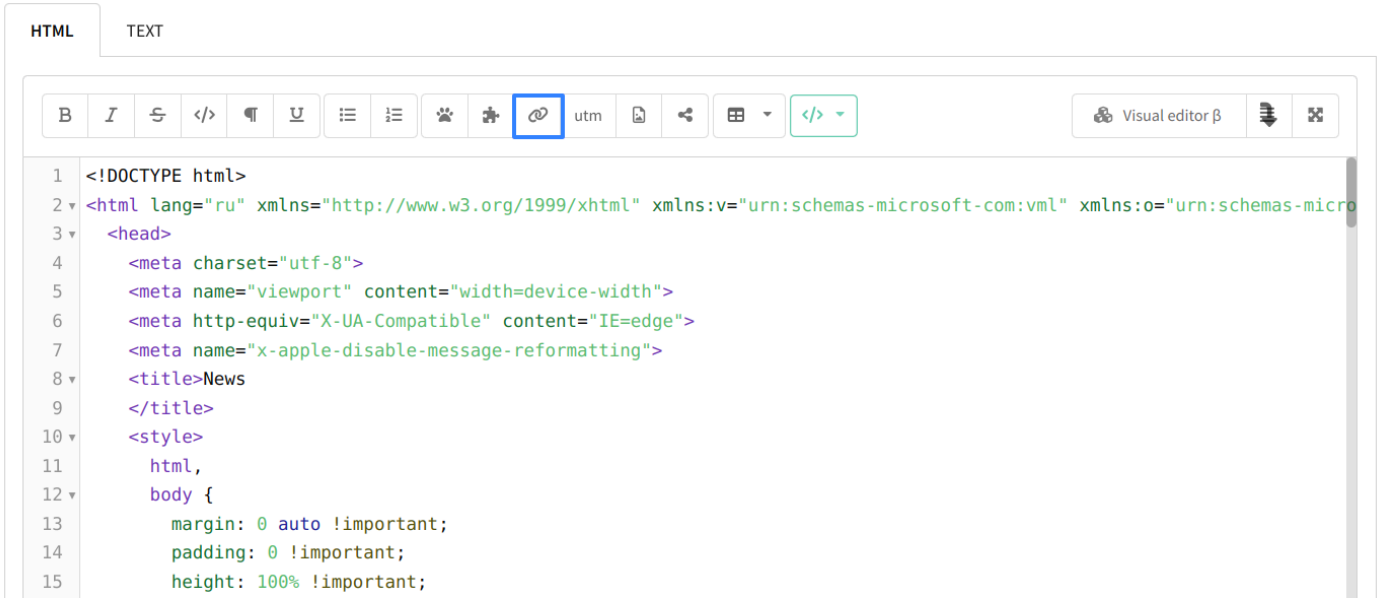
A link to the web version should be specified in the message body when creating or editing a message template:



There are several ways to create this link. Let’s take a closer look at them.

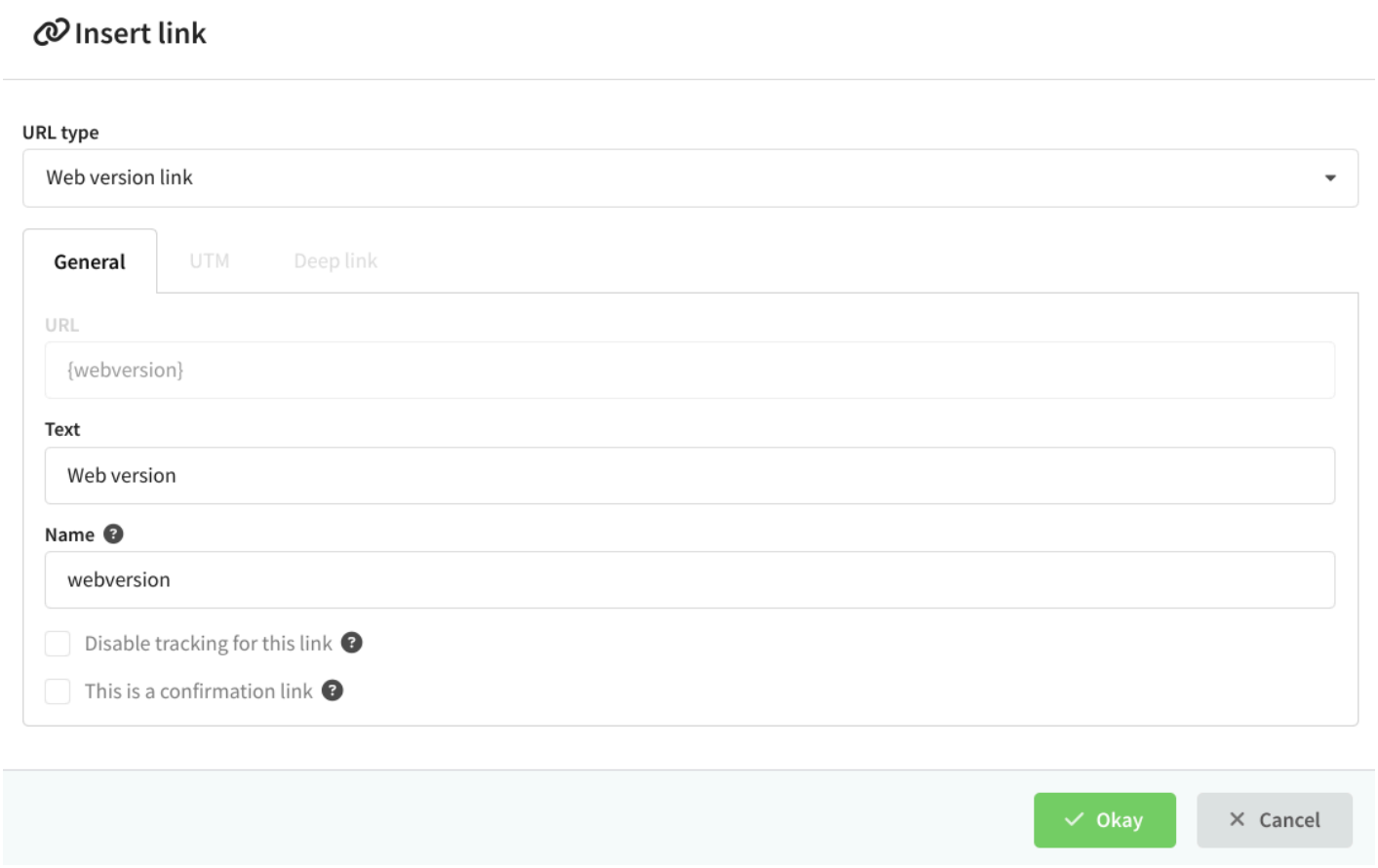
Using the link editor

Place the cursor where you want to add the link. In the toolbar, click the icon for inserting links:



In the window that opens, customize the link:

- **Select URL type - “Web version link”**
- **Enter link text - this is the text the user will see in the email. For example, “Open the web version of the email”.**
- **Enter link name. Later you will be able to track who used it by building a segment of the customers who clicked on the link.**



Click the “Okay” button. The link code will appear in the message template.

NOTE

Note that the link to the web version of the email cannot be used as a confirmation link and it is not possible to wrap a tracking link.

Manually

The link to the web version of a message is as follows:

```
<a href="{webversion}" title="Web version of a message" name="web_version"> Open this message in the browser</a>
```

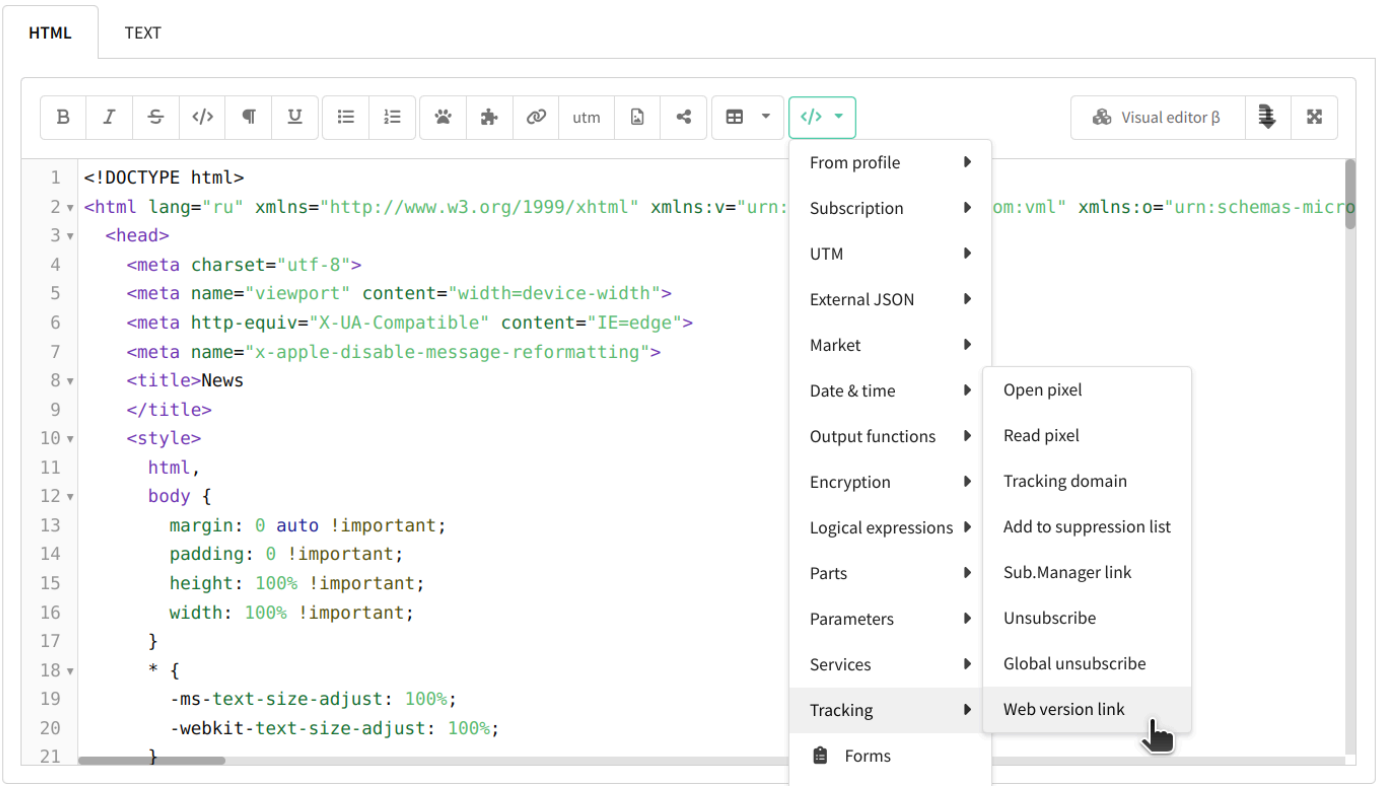
Let's look at the parts of this link in more detail:

- **`<a href="{webversion}"` - system component;**
- **`title="Web version of a message"` - the title of the link;**
- **`name="web_version"` - link name, further used to get analytics on transitions;**
- **Open this message in the browser - text displayed when pointing at the link;**
- **`</a>` - closing tag.**

You can insert the link in the place you need it.

As a variable

You can create a link to the web version from the variables menu. Open it by clicking on the toolbar. Select Tracking - Web version link:



The `{webversion}` variable will appear in the body of the template:



Next, it is necessary to add additional parameters to this link. How to do this is described in detail in the previous paragraph of the article. As a result, your link will look like this:

```
<a href="{webversion}" title="Web version of a message" name="web_version"> Open this message in the browser</a>
```

AMP Email

AMP Email

Description

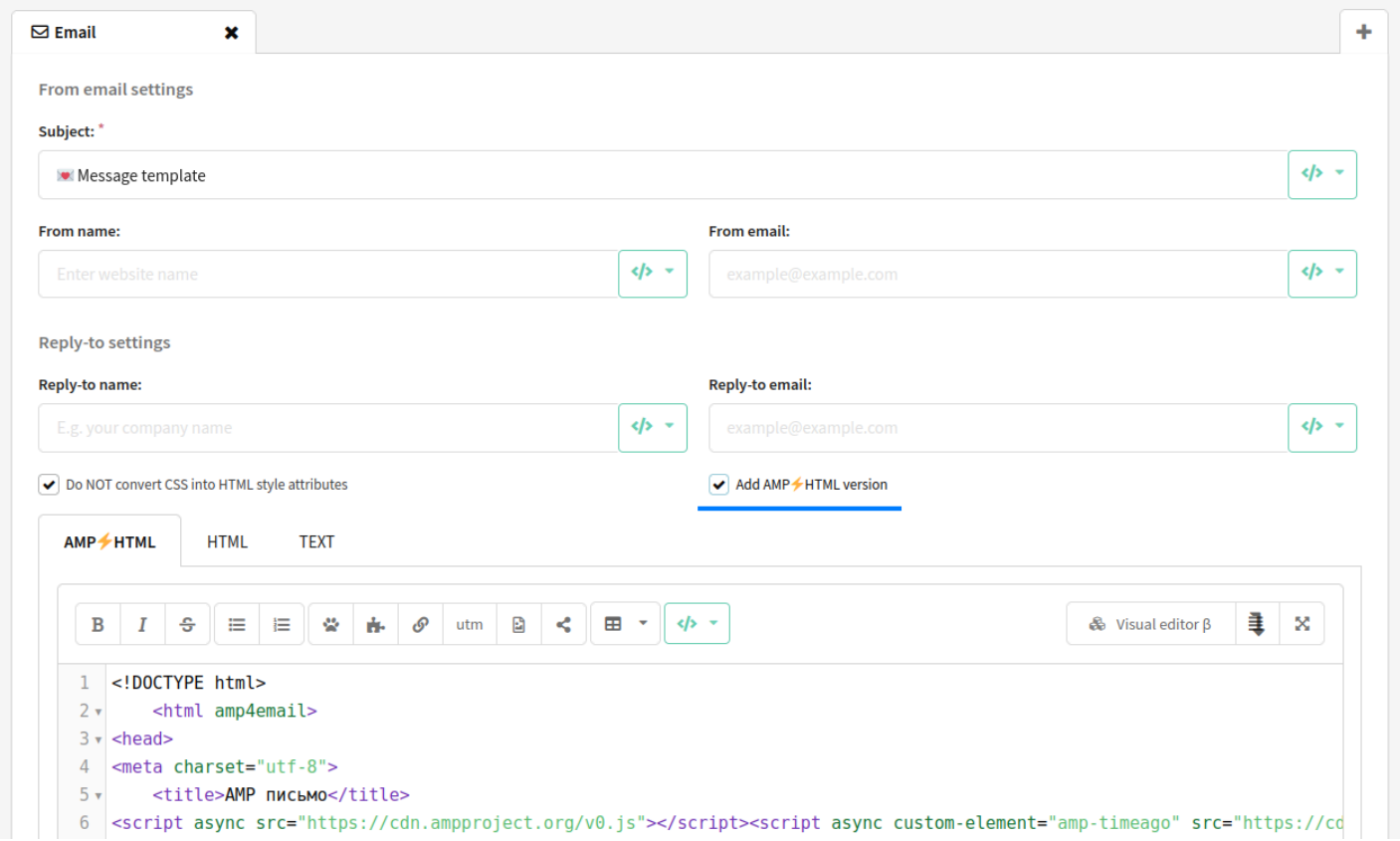
AMP technology allows you to add JavaScript components to emails and make them interactive. In an AMP email, a user can fill out a form, buy a product, or confirm registration without going to the site.

Email clients require sender registration to display AMP emails to users. Follow this guide to get your sender address allow listed on supporting clients.

> **TIP**
>
> **This guide will give you everything you need to know to get started writing valid AMP Emails**

Adding an AMP version

The standard email template includes HTML and text versions of the email. To send AMP emails, select the "Add AMP⚡HTML version" checkbox in the template editor. Below you will see an additional tab "AMP⚡HTML" where you can use AMP components.



> **TIP**
>
> **AMP emails are currently supported by the following email clients:**
>
> - **Gmail;**
> - **Yahoo;**

- Mail.ru.

If the email is delivered to an email client that does not support AMP technology, the recipient will see an HTML version.

Links in AMP emails

In the AMP version of the email, instead of the `name` attribute, the `data-name` attribute is used to identify links. When you save the template, the platform will automatically insert the attribute into all links.

```
<a href="https://example.com" title="Link text" data-name="link1">Link text</a>
```

Also note that if you add an AMP parameter to the link, you don't need to wrap the link with the tracking domain. To disable tracking, add the `no-track` attribute. Clicks on such a link will not be tracked.

```
<a href="${{exampleUrl}}" title="Link text" data-name="link1" no-track>Link text</a>
```

Escaping template expressions

AMP template syntax is the same as Altcraft template syntax. To avoid incorrect code parsing, AMP template expressions must be escaped with the $ symbol.

For example, if you are using the `<amp-list>` component, then replace the list element substitution variable `{{title}}` with `${{title}}`:

```
<amp-list id="myList" src="https://foo.com/list.json">
  <template type="amp-mustache">
    <div>${{title}}</div>
  </template>
</amp-list>
```

Importing and exporting a message template

Importing and exporting a message template

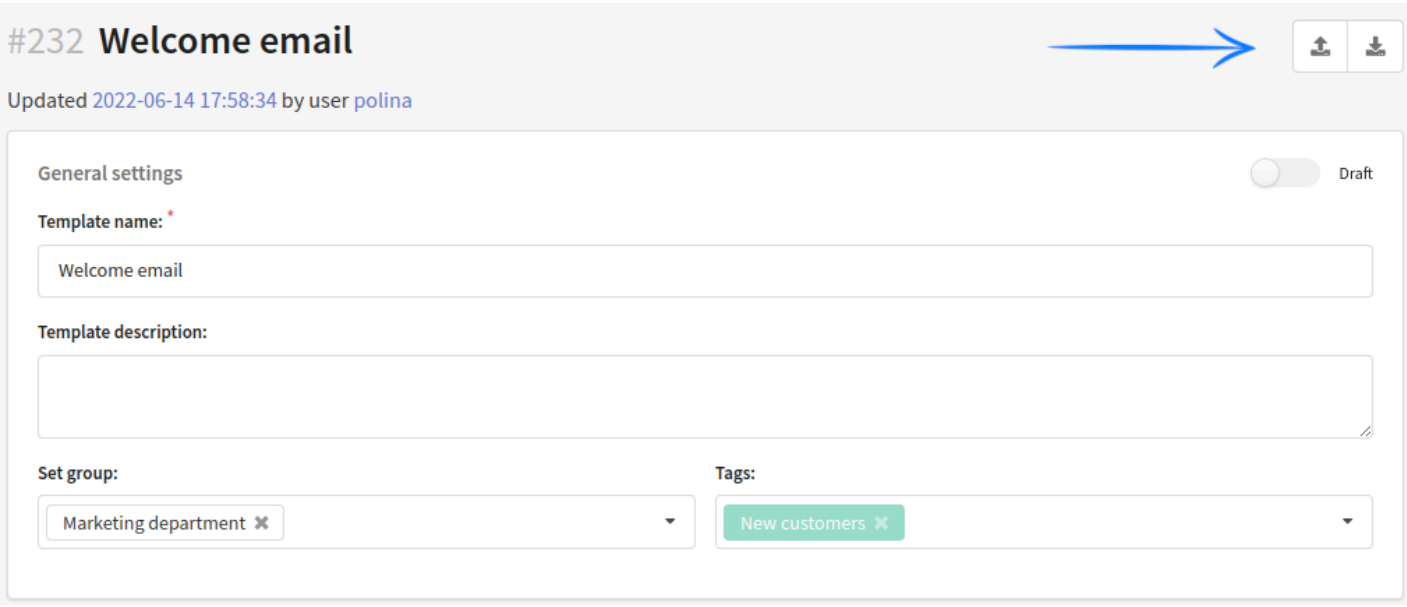
Description

This functionality allows you to upload a message template to the platform or download it to your device. This can be a template for one channel, or for several channels at once. A zip file is used for export and import.

The corresponding buttons are available in the template editing window in the upper right corner:

— template import

— template export



Template import

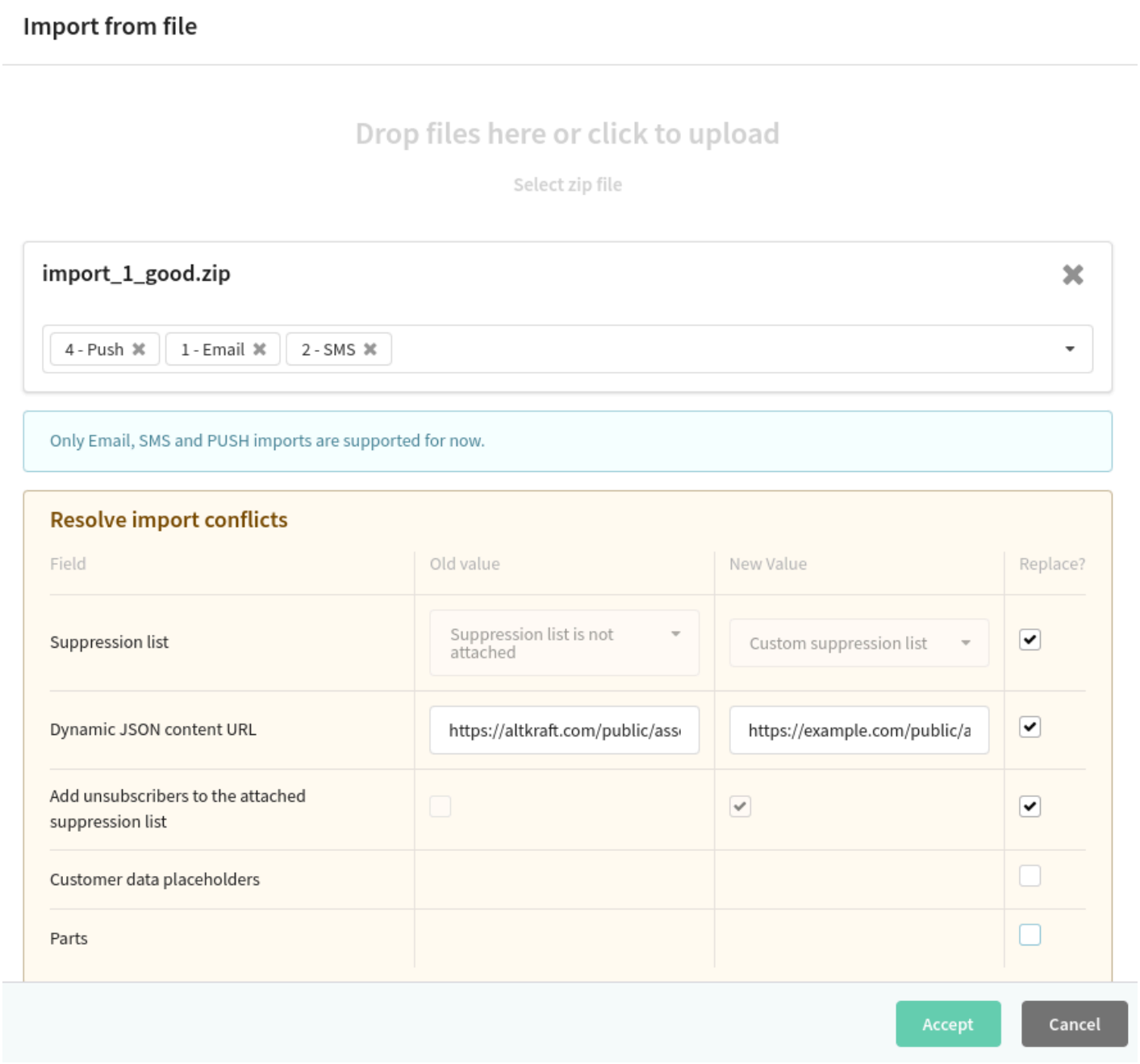
To import a template into the platform, click on the icon

. Next, click on the download area and select the zip file on your device.

Set up the import:

1. **Select the channels for which you want to import the template (Email, SMS, Push).**
2. **Resolve import conflicts. Conflicts arise if the data being imported and the data already stored in the platform are different. The table shows the old and new value. If you want to update the data, check the "Replace" column.**

Click Accept to start the import process.



Zip file structure

A zip file is used for import. The archive must have a certain structure:

```
<catalog_name>/
    <channel_name>/
        <fieldname>.<type>
        <attach>/
            <fileid>/
                <filename>
    images/
        <image_name>
    template.json
```

Structure description:

Element	Example	Description
<catalog_name>	template_newsletter	Root directory. You can use an arbitrary name.
<channel_name>	email sms push	The directory contains template data for a specific send channel. The directory name must match the channel. Import of Email, SMS and Push templates is available. Information about which files can be imported for each channel can be found here.
images	image_1.png	Directory for storing images
template.json	—	The file contains general data about the template (link to dynamic JSON content, additional settings, fragments and parts). You will find more detailed information below.

Zip file example

TIP

Starting from version 68, images can be stored either at the same level as the HTML file or in a folder with one of the following names: images, image, img, imgs, pictures, pics. An archive containing such an email template should not include files like text.txt, subject.txt, or template.json, as their presence may cause import errors.

Basic structure for an email channel

```
template_123/
    email/
        html.html
        text.txt
        subject.txt
    images/
        image_1.jpeg
    template.json
```

Full structure for all channels

```
template_123/
    email/
        html.html
        text.txt
        subject.txt
        amp.txt
        is_amp.txt
        is_not_inline.txt
        from_email.txt
        from_name.txt
        replyto_email.txt
        replyto_name.txt
        attach/
```

```
            023f-ad8c-4412-9bba-16ac/
                attach_file.zip
    sms/
        sms.txt
        add_sms_url_scheme.txt
    push/
        title.txt
        body.txt
        click_url.txt
        icon.txt
        is_rich_push.txt
    images/
        image_1.jpeg
        image_2.jpeg
    template.json
```

Description of fields for each channel

Email

File	Example	Description
html.html	`<html>Hello, world!</html>`	HTML version of the message
text.txt	Hello, world!	Text version of the message
subject.txt	Best books 2022	Subject line
amp.txt	`<html>Hello, world!</html>`	AMP HTML version of the message
is_amp.txt	false	Is there an amp version in the template or not
is_not_inline.txt	true	Do not convert CSS to inline
from_email.txt	awesome@example.com	Sender’s email
from_name.txt	Awesome Books	Sender’s name
replyto_email.txt	reply_awesome@example.com	Reply-to email
replyto_name.txt	Awesome Books	Reply-to name
attach (directory)	023f-ad8c-4412-9bba-16ac/ attach_file.pdf	Directory for storing attached files. It contains additional directories, each containing a separate file. Arbitrary names can be used to name additional directories.

SMS

File	Example	Description
sms.txt	Hello, world!	Message text
add_sms_url_scheme.txt	true	Add “http://” to links

Push

File	Example	Description
title.txt	Best books 2022	Notification title
body.txt	Hello, world!	Notification text
click_url.txt	https://example.com/	Click-to-click link
icon.txt	https://example.com/images/test.jpg	The URL where the notification icon is located
is_rich_push.txt	false	Use rich version for push message or not
<platform>.json	`<html>Hello, world!</html>`	Templated data for a specific browser or OS (when using rich push)

template.json file

This file contains data that is displayed in the “Options” and “Content” blocks.

template.json example

```
{
  "json_url": "https://altkraft.com/example/content.json",
  "suppress_id": 1,
  "is_unsub_to_supp": true,
  "field_overrides": {
    "lead": {
      "_fname": "client"
    }
  },
  "parts": []
}
```

Description of fields in template.json

Field	Example	Required	Description
json_url	“https://altkraft.com/example/content.json”	No	Dynamic JSON content URL
suppress_id	1	No	Suppression list ID
is_unsub_to_supp	true	No	Add unsubscribers to the attached suppression list
field_overrides	`{ “lead”: { _fname": “Client” } }`	No	Customer data placeholders

Field	Example	Required	Description

parts	[
	{
	“name”: “part_1”,
	“shortname”: “part_1”,
	“type”: “text”,
	“content”: “”
	},
	{
	“name”: “part_2”,
	“shortname”: “part_2”,
	“type”: “text”,
	“content”: “”
	}
	]
		No	Template parts

TIP

You can export any template from your account to get an example of a zip file to import.

Importing a template from a third-party service

Importing a template from a third-party service

Description

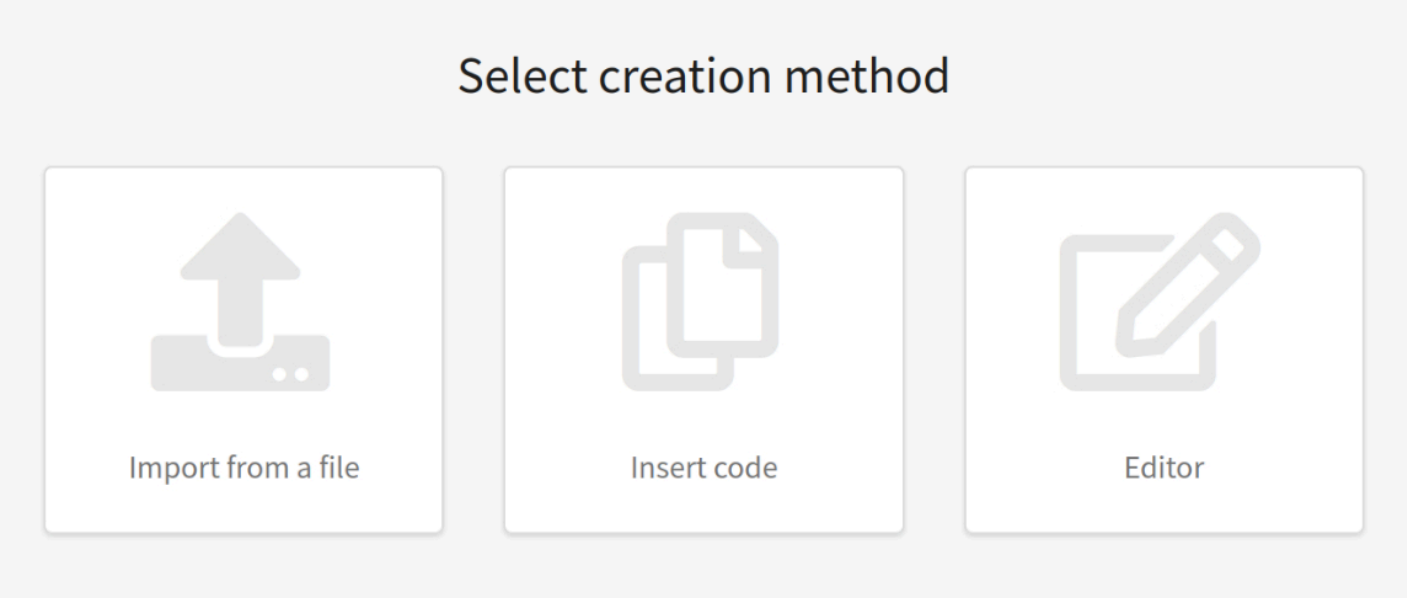
If you have ready-made message templates in other services, you can move them to Altcraft Platform. You can import both Email and SMS templates.

TIP

Import is available for the following services:

- **Unisender**
- **Mailchimp**
- **Sendsay**

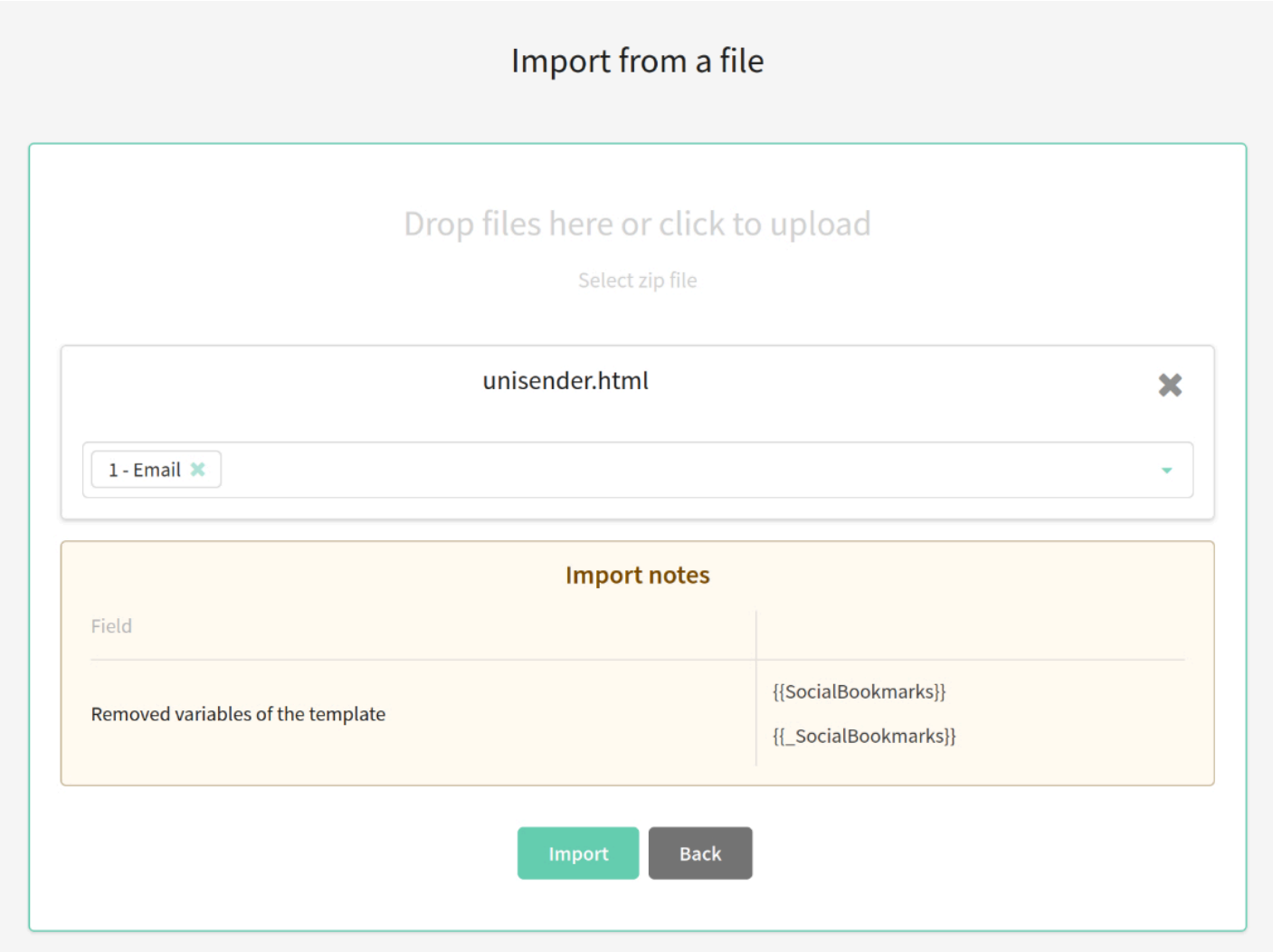
To get started, go to the “Templates” section and click the “Create” button on the top panel. Next, select the creation method: import the template from a file or insert the code.



Import from file

If you want to move an Email template to the platform, you must first export the html file with the ready-made template from a third-party service. To move an SMS template, you need a file in txt format.

In the platform, click on the upload area and select the file on your device. After uploading, you will see a table with notes on importing. All variables removed from the template will be listed here.



TIP

Each service uses its own variables in message templates. In our platform, they look like this `{lead.email}`.
When importing a template from a third party service, Altcraft will automatically replace some variables. If there is no similar variable in the platform, it will be removed from the template.
See below for information on which variables will be saved.

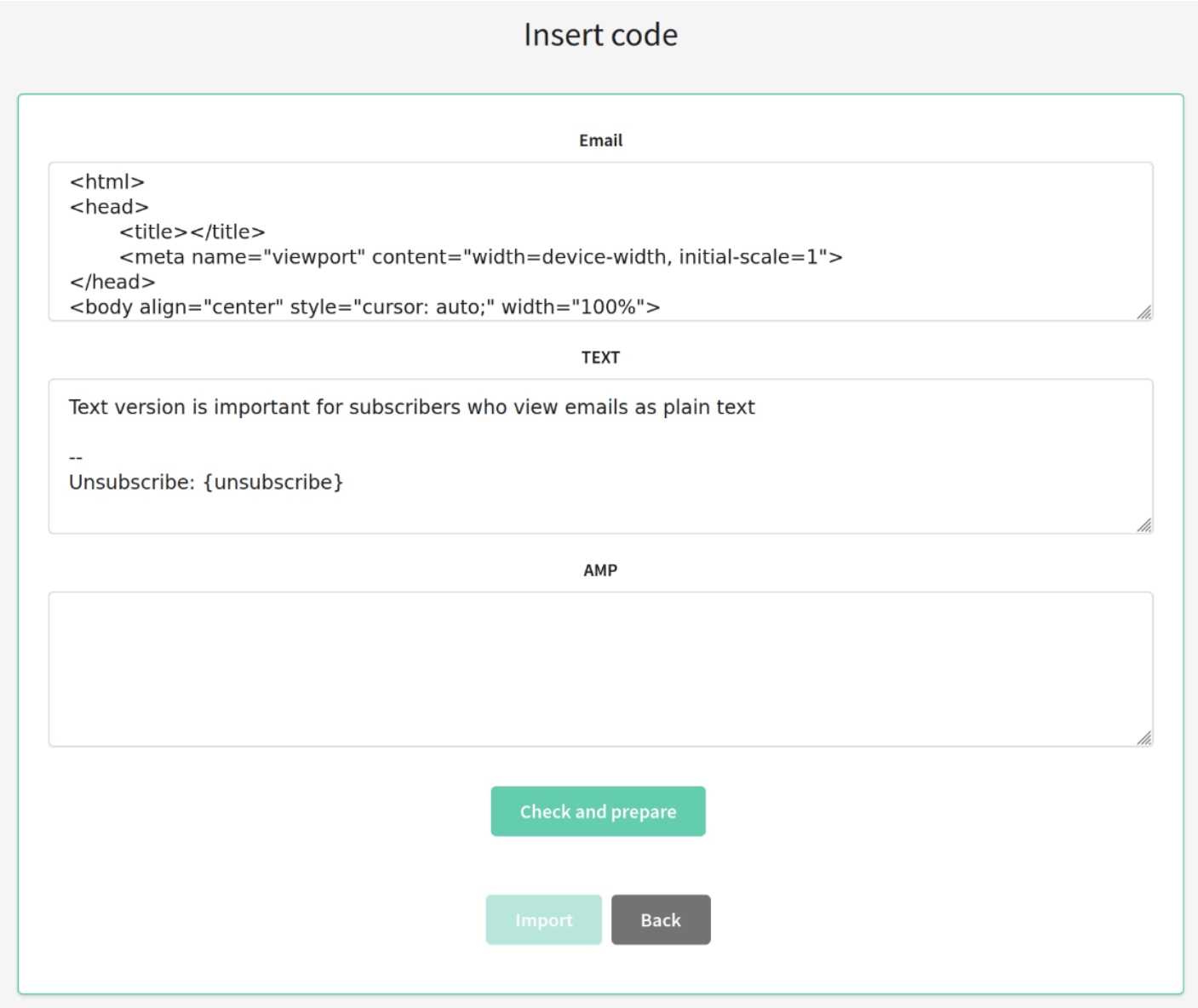
Insert code

When you create a template by inserting a code, the first thing you will be asked is to select a channel (Email or SMS).

If you choose Email, you will need to copy the template html code from the editor in a third party service. Next, paste the copied code to the “Email” text box. The text version of the letter will be generated automatically.

If necessary, you can manually add code for each version of the email:

- **Email — html version of email.**
- **Text — text version of email.**
- **AMP — amp version of email.**



Importing a template for an SMS channel is easier. You only need to fill in one text box.

After pasting the code, run its verification by clicking the “Check and prepare” button. The import notes table will also appear at the bottom, listing all the removed variables. Click “Import”.

Auto-replacement of variables in a template

Altcraft Platform automatically replaces third-party service variables with its own variables:

Unisender

Variable description	Altcraft	Unisender

First name	`{lead._fname}`	`{{Name}},`
		
		`{{_LocalPart}},`
		
		`{{LocalPart}}`

Variable description	Altcraft	Unisender

Subscription email address	`{subscription.email}`	`{{_Email}}`
		,
		
		`{{Email}}`

Subscription phone	`{subscription.phone}`	`{{_Phone}}`

Email sender name	`{from_name}`	`{{_ListTitle}},`
		
		`{{ListTitle}}`

Custom profile field	`{lead.custom_field}`	`{{custom_field}}`
Confirmation link	`<a href="#" title="Confirm your subscription" confirm-link name="link1">Confirm your subscription</a>` When importing the text version of the email, the confirmation link is replaced like this: `[Confirm your subscription](# <confirm-link>)`. You need to replace # with the URL.	`{{ConfirmUrl}}`

Resource unsubscribe or global unsubscribe link	`{unsubscribe}`	`{{_UnsubscribeUrl}},`
		
		`{{UnsubscribeUrl}}`

Link to the email web version	`{webversion}`	`{{_WebLetterUrl}},`
		
		`{{WebLetterUrl}}`

Full date	`{datenow}`	`{{SendDate}}`

Sendsay

Variable description	Altcraft	Sendsay
First name	`{lead._fname}`	`[% anketa.base.firstName %]`
Last name	`{lead._lname}`	`[% anketa.base.lastName %]`
Subscription email address	`{subscription.email}`	`[% anketa.base.email %]`
Email subscription domain	`{subscription.email_domain}`	`[% anketa.member["confirm.host"] %]`
Gender	`{lead._sex}`	`[% anketa.base.gender %]`
City	`{lead._city}`	`[% anketa.base.city %]`
Date of birth	`{lead._bdate}`	`[% anketa.base.birthDate %]`
Custom profile field	`{lead.custom_field}`	`[% anketa.base.custom_field %]`

Variable description	Altcraft	Sendsay
Condition	`{if lead.custom_field}{else}{end}`	`[% IF anketa.base.custom_field %][% ELSE %][% END %]`
Variable length	`{length(lead.custom_field)}`	`[% size(anketa.base.custom_field) %]`

Array iteration	`{for $index $i = items}`
	`  {$i}`
	`{end}`
		`[% FOREACH i IN items %]`
		`  [% i %]`
		`[% END %]`

Mailchimp

Variable description	Altcraft	Mailchimp
First name	`{lead._fname}`	*|FNAME|*
Last name	`{lead._lname}`	*|LNAME|*
Subscription email address	`{subscription.email}`	*|EMAIL|*
Subscription phone	`{subscription.phone}`	*|PHONE|*
Registration date	`{lead._regdate}`	*|OPTIN_DATE|*, *|OPTIN_DATETIME|*
Email sender name	`{from_name}`	*|LIST:DESCRIPTION|*, *|LIST:NAME|*
Sender’s email	`{from_email}`	*|LIST:EMAIL|*, *|ABUSE_EMAIL|*
Custom profile field	`{lead.custom_field}`	*|custom_field|*
Confirmation link	`<a href="#" title="Confirm your subscriptiony" confirm-link name="link1">Confirm your subscription</a>` When importing the text version of the email, the confirmation link is replaced like this: `[Confirm your subscription](# <confirm-link>)`. You need to replace # with the URL.	*|LIST:SUBSCRIBE|*

Resource unsubscribe or global unsubscribe link	`{unsubscribe}`	*|UNSUB|*,
		
		`{{unsub}}`,
		
		`{{unsub "http://example.com/unsub"}}`
		
		`{{unsub redirect_merge_var}}`

Variable description	Altcraft	Mailchimp
Link to the email web version	`{webversion}`	*|ARCHIVE|*
Full date	`{datenow}`	*|DATE:d/m/y|* `{{date "Y-m-d"}}`
Full year	`{yearlong}`	*|CURRENT_YEAR|*
Resource ID	`{resid}`	*|LIST:UID|*
Campaign SUBID	`{subid}`	*|CAMPAIGN_UID|*
URL of a website, form, or application from resource settings	`{resurl}`	*|LIST:URL|*
Uppercase	`{uppercase("your text")}`	`{{upper "your text"}}`
Upper case for first character	`{uppercasefirst("your text is neat")}`	`{{title "your text is neat"}}`
Condition	`{if lead.custom_field}{else}{end}`	*|IF:custom_field|* …*|ELSE:|*… *|END:IF|*

TIP

If you would like to extend the variable substitution syntax, please send a request to team@altcraft.com.

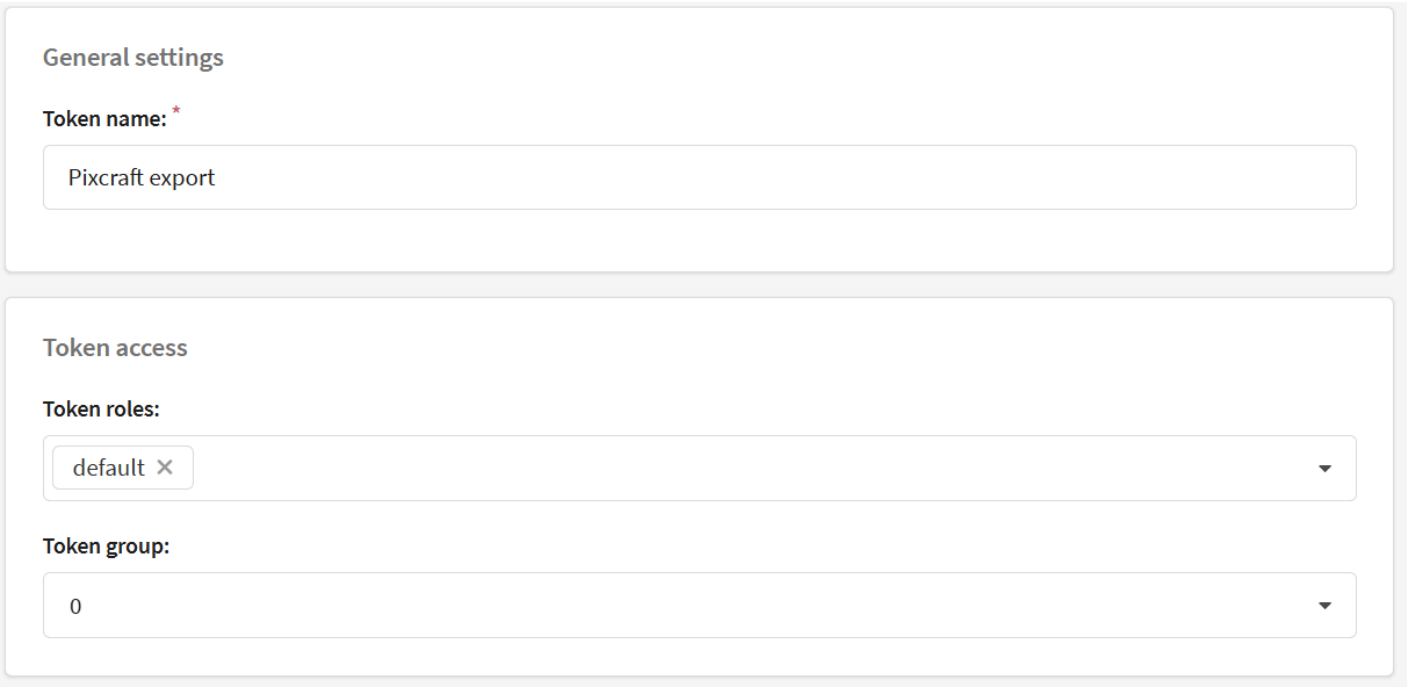
Exporting a template from Pixcraft

To export from Pixcraft, you need to create an API token.

Go to Settings/Tokens:

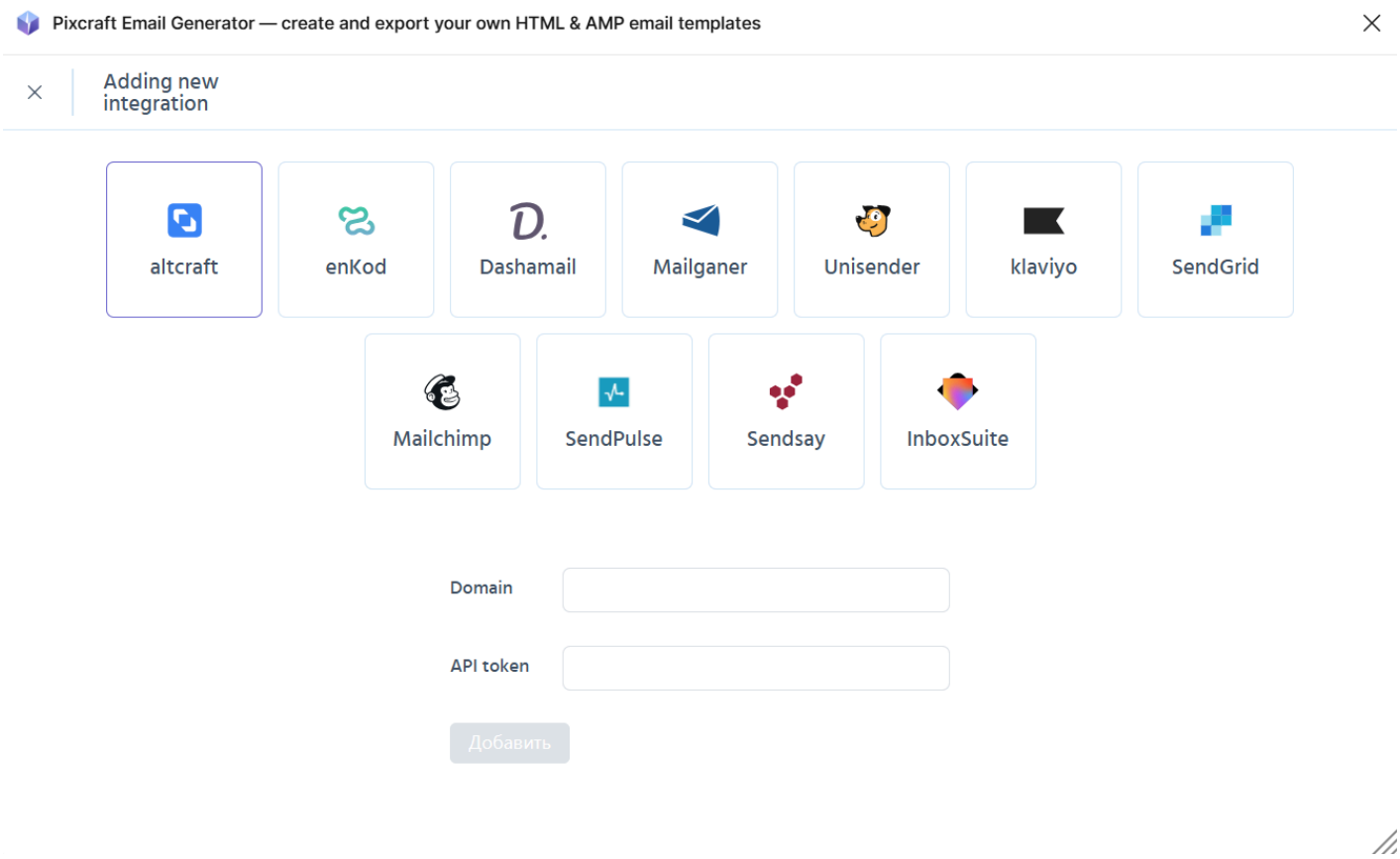
Click Create, specify a token name, for example, Pixcraft export.

Add a role that has permissions to create and edit templates.



Click Save.

Copy the API token and specify it when adding the integration to Pixcraft. To do this, in Pixcraft (Figma plugin) go to the Export to ESP tab and select Altcraft:

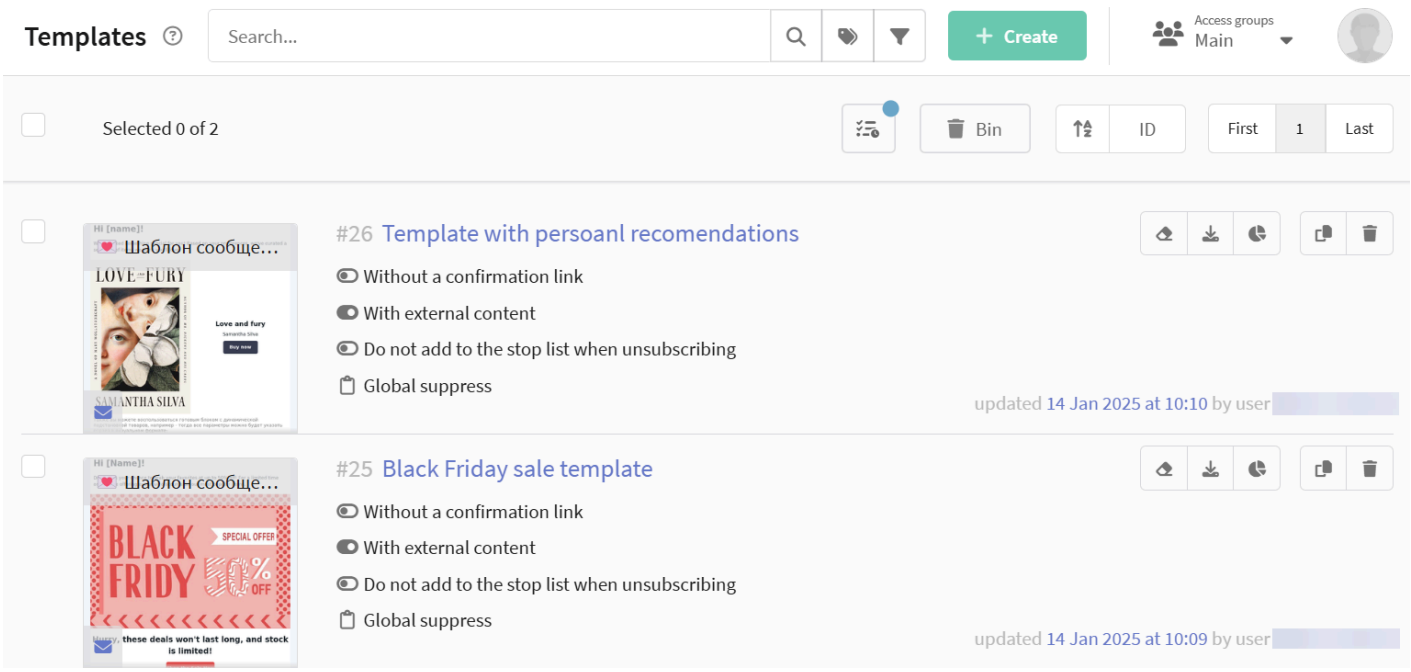


After adding the integration, select it from the list and click Export. The browser will open the exported email in the Altcraft interface.

Working with message templates

	To view existing templates and add new ones, open the **Templates section in the main menu, then go to the item of the same name:**

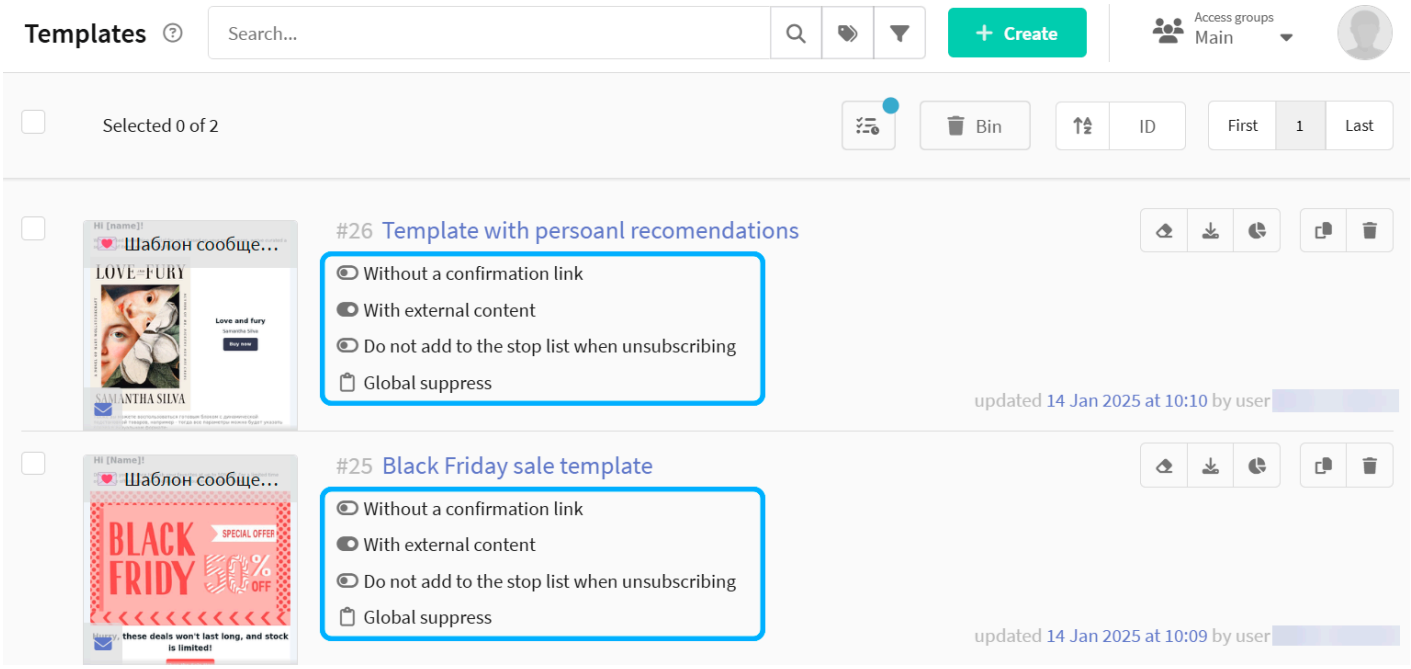
The list shows all of your message templates available in the account or in the access group. To find a template in the general list, enter the template name or its ID in the search bar. You can also filter templates by tags, sending (communication) channel. You can also display only drafts or ready-made templates.



Click on the template and it will open the message preview. Here you can check how the message will look in different channels and on different devices.

General information for each template is:

- **The presence of a confirmation link — a template with such a link is required when using Double opt-in subscription.**
- **The presence of external content — the use of links to dynamic JSON content in the template.**
- **Adding to the stop list when unsubscribing — if the subscriber clicks the unsubscribe link in the message template, he will be included in the selected stop list.**
- **Suppression list - a campaign using a template will block sending an email to a subscriber whose contacts are in the specified suppression list.**



A quick action menu is available:

— draft mode.

— export the template.

— go to the template report.

— clone the template.

— delete the template.

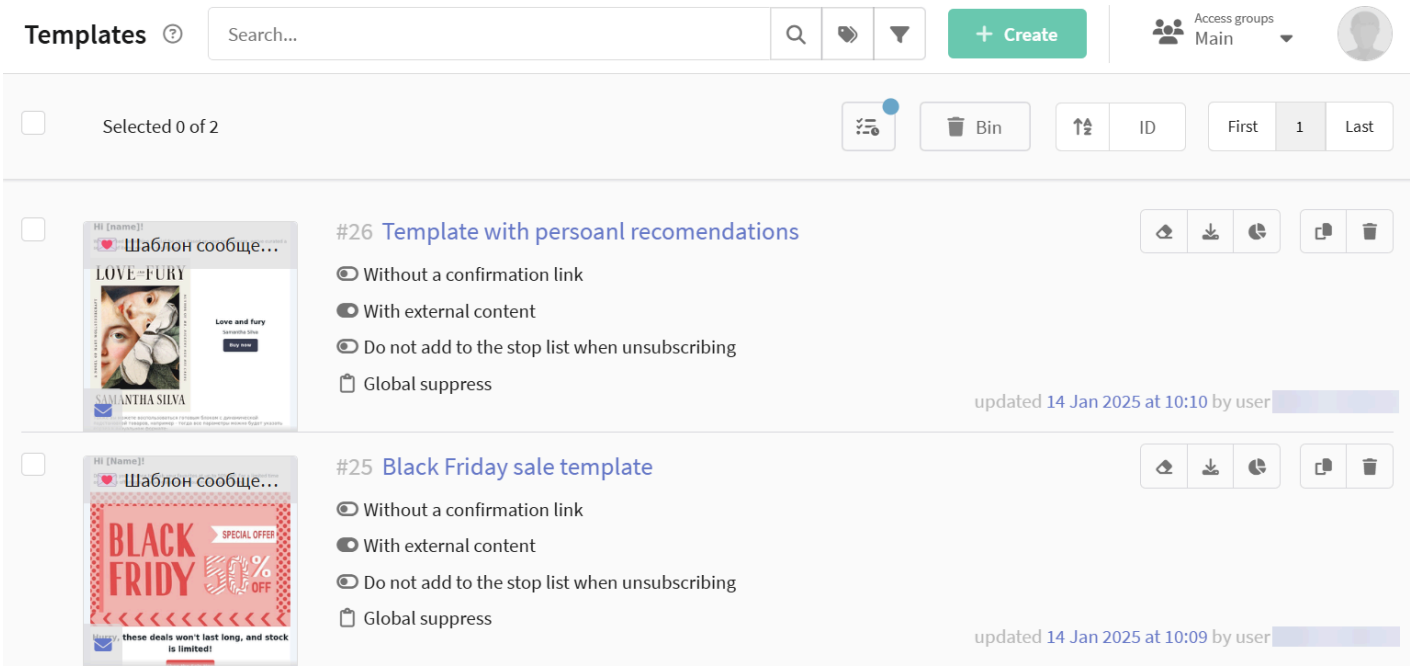
To add a new template, click the + Create button at the top of the page. If you need to edit an existing template, click on its title.

Read more about working with the template editor and about templates for each communication channel in the following articles:

Working in the editor

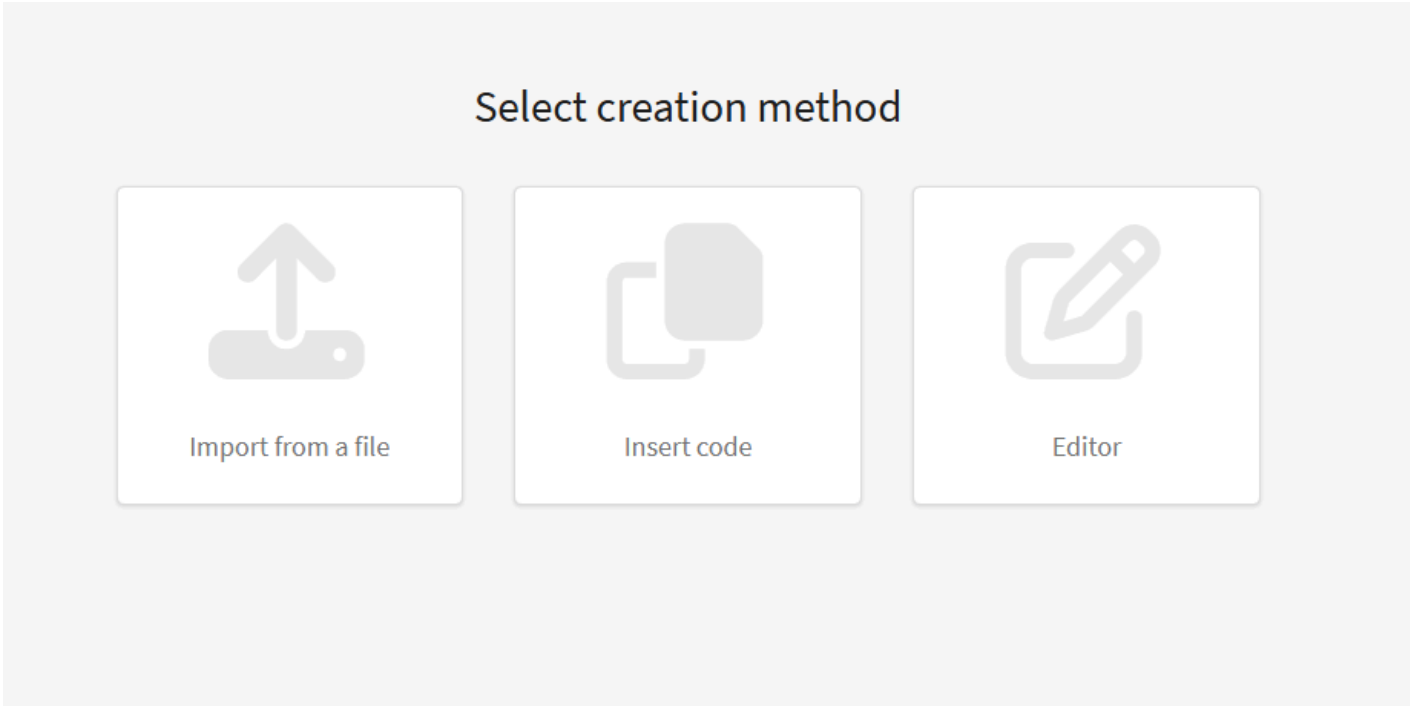
Creating a template

To add a new template, click on the + Create button at the top of the page:



Next you have to select the way to create a template:

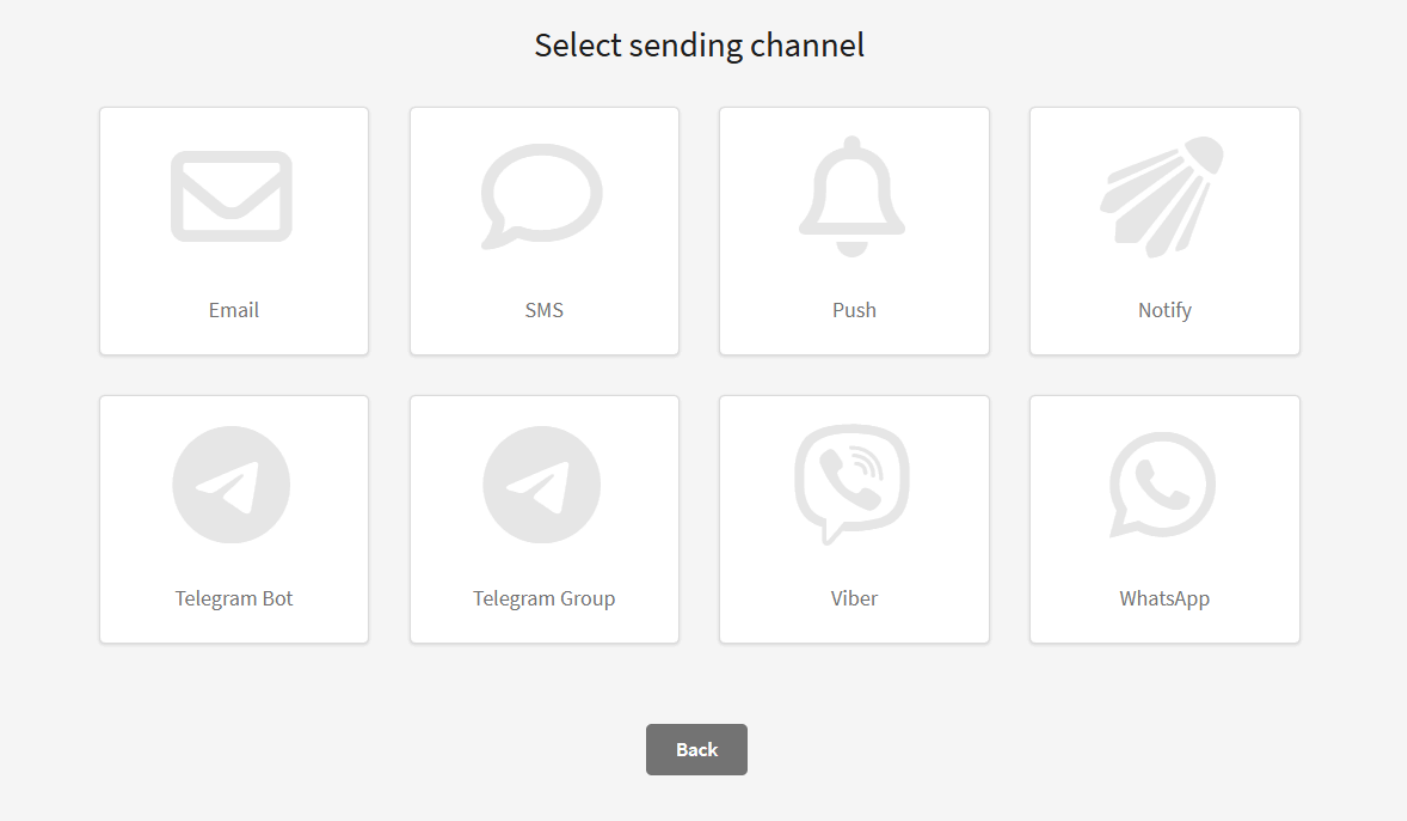
- **Import from a file — download the finished template as a zip archive or html file.**
- **Insert code — add the copied HTML code to the text window.**
- **Editor — create a template in the editor.**



TIP

If you need to [transfer a template from a third-party service](), use file import or code insertion.

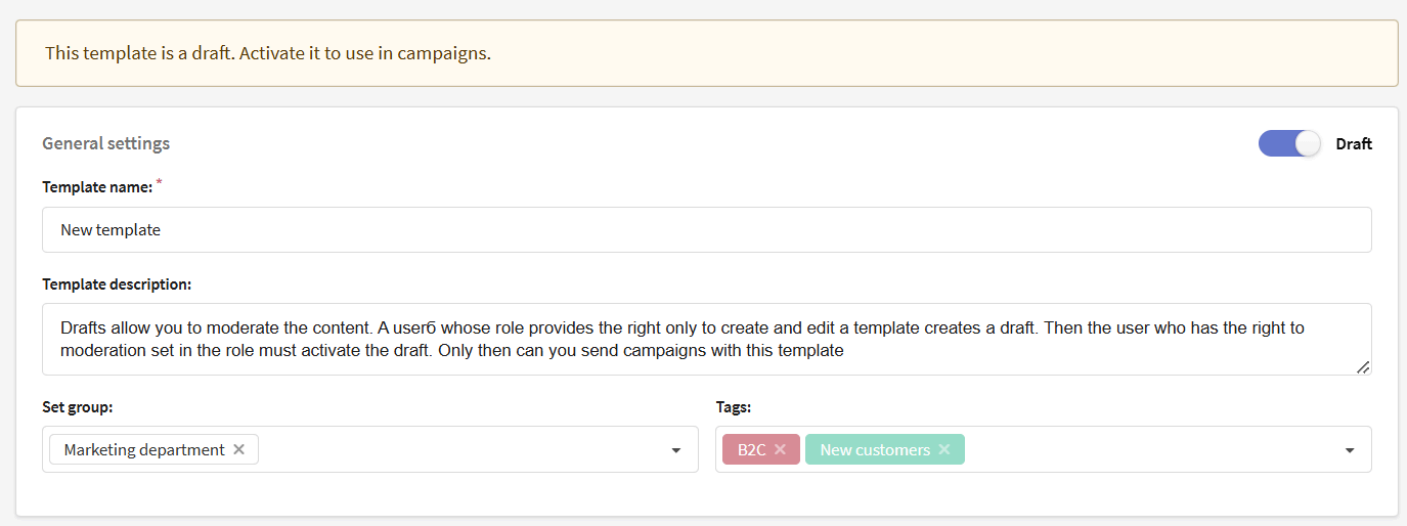
Select sending channel, or communication channel. In the future, the selected channel can be changed or a new one can be added.



General settings

In the general settings of the template, specify its name and description, add tags and if necessary set access groups.

If it is necessary to organize content moderation, the templates provide the function of creating Drafts. To do this, you need to create a user with a specific role. The role have to allow only create messages, without moderation. User with that role will be able to fill templates with content, but templates can not be used immediately in newsletters. The second user with moderation rights must open the template and deactivate the Draft option in the General settings.



Content editor

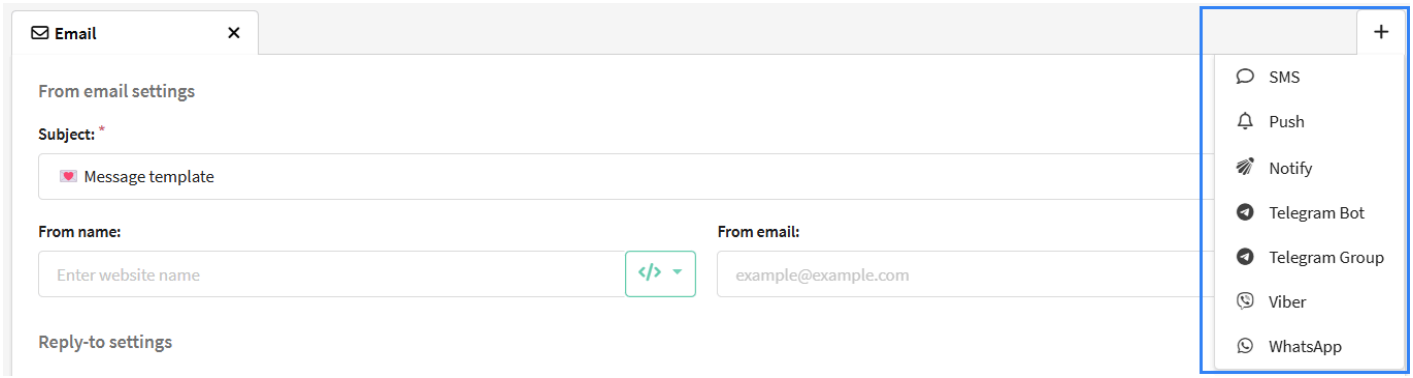
The editor helps to create messages, quickly edit templates and also simplifies the personalization of content.

A single template can combine content for sending over all available communication channels. You define the communication channel at the creation's stage, but you can change it or add a new one. To add content to the template

for a specific communication channel, click on the button



in the upper right corner:



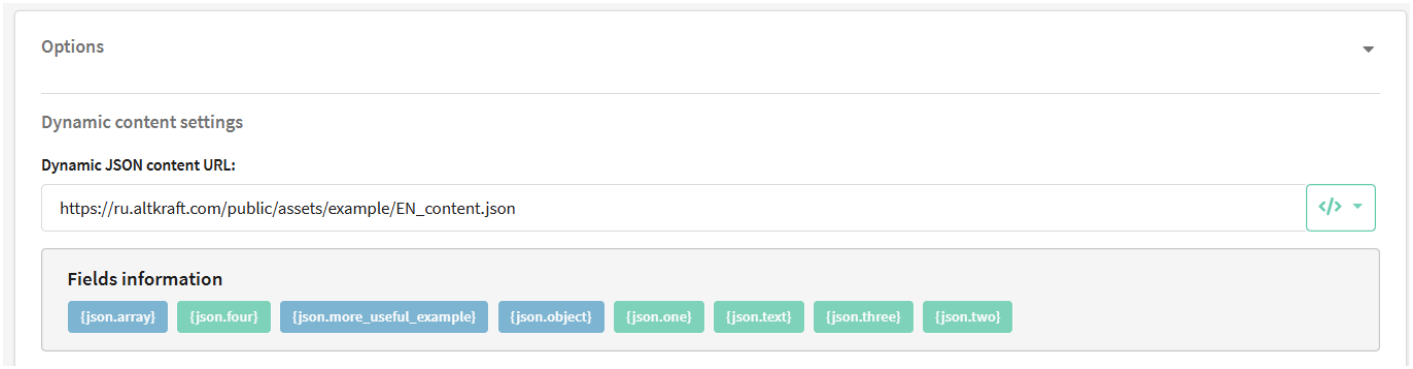
Working with each type of content is described in the articles:

- Email;
- SMS;
- Push;
- Telegram;
- WhatsApp;
- Viber;
- Notify.

Options

In the Options section, you can continue customize the template.

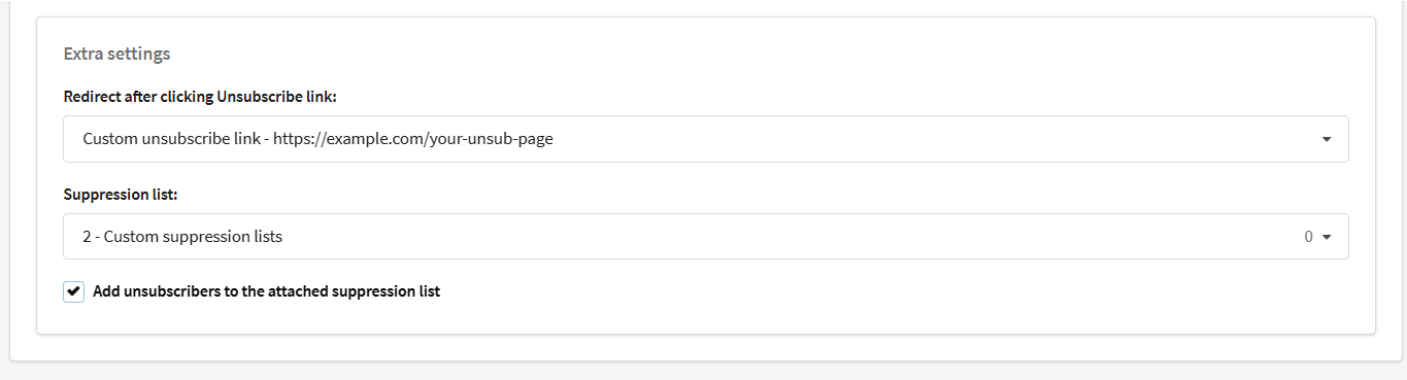
In the Dynamic content settings block, specify the data source for JSON content in messages. If there is valid JSON at the entered address, a preview of the first-level objects will open:



In the extra settings you can select custom links for the message unsubscribes and subscription confirmations. For example, if you want to direct customers to the personal account of the site or to the page for subscriptions management.

> **TIP**
>
> User links unsubscribes and confirmations can be created by master account users. In the template options, it is only possible to select pre-created links. For more information, see the Settings section.

Also in the extra settings you can select a custom suspression list to use with the template. With this feature, it is easy to limit sending to customers who are not suited to the type of content being sent. Additionally, you can enable the option Add unsubscribers to the attached suspression list:

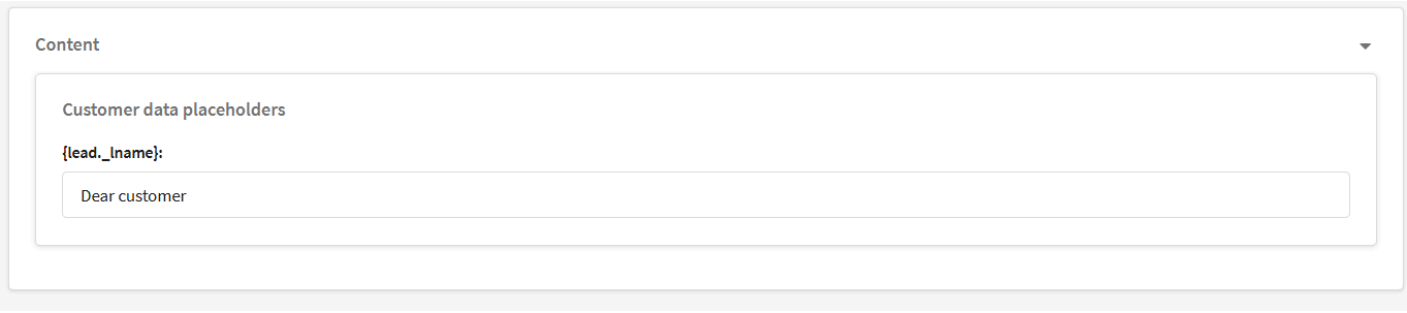


Default field values and parts

TIP

The Content tab appears in the editor when you use variables with profile data or parts of messages in the template.

In the tab Content you can define default values for variables that you use in the template. So, if you use customer name substitution, but for some profiles the name field is not filled in, the default value will be used, for example, “Dear customer”.

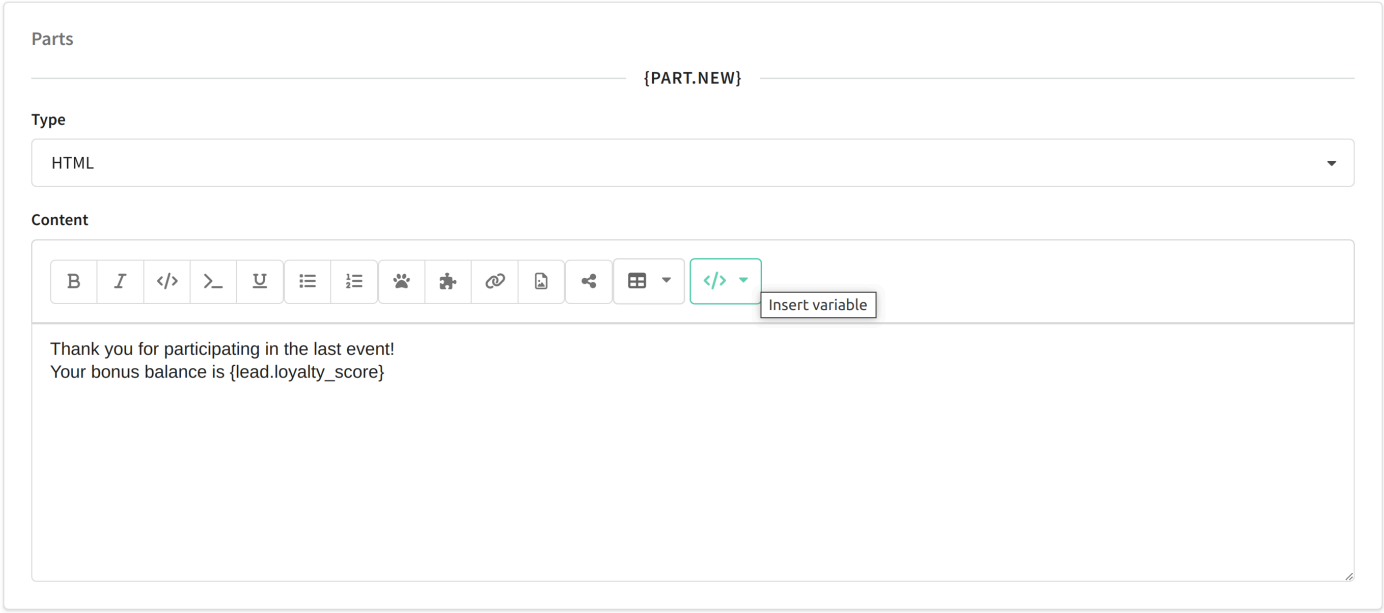


Parts of the message are similar to fragments. However, they can only be used in the template where they were created. Fragments can be used in several templates.

TIP

To start working with the parts, add the variable `{part.example_part}` to the template code. After that, the “Content” tab will appear at the bottom of the page, where you can customize parts of the template.

For each part, you can select the content type: HTML for email messages or text for the text version of email, as well as for SMS and Push content. Depending on the type of content, the corresponding content editor will be opened with all the necessary functions:



TIP

It is convenient to use parts together with logical expressions for a more compact display of the message code. For example, depending on the number of subscriber points (custom numeric field), one or the other part will be substituted:

```
{if lead.score gte 9000}
{part.part_1}
{else}
{part.part_2}
{end}
```

Message preview

Previewing the message allows you not only to check the HTML layout, but also to see the results of content personalization, which is based on subscriber data. Click on this button at the top of the page to activate the preview:

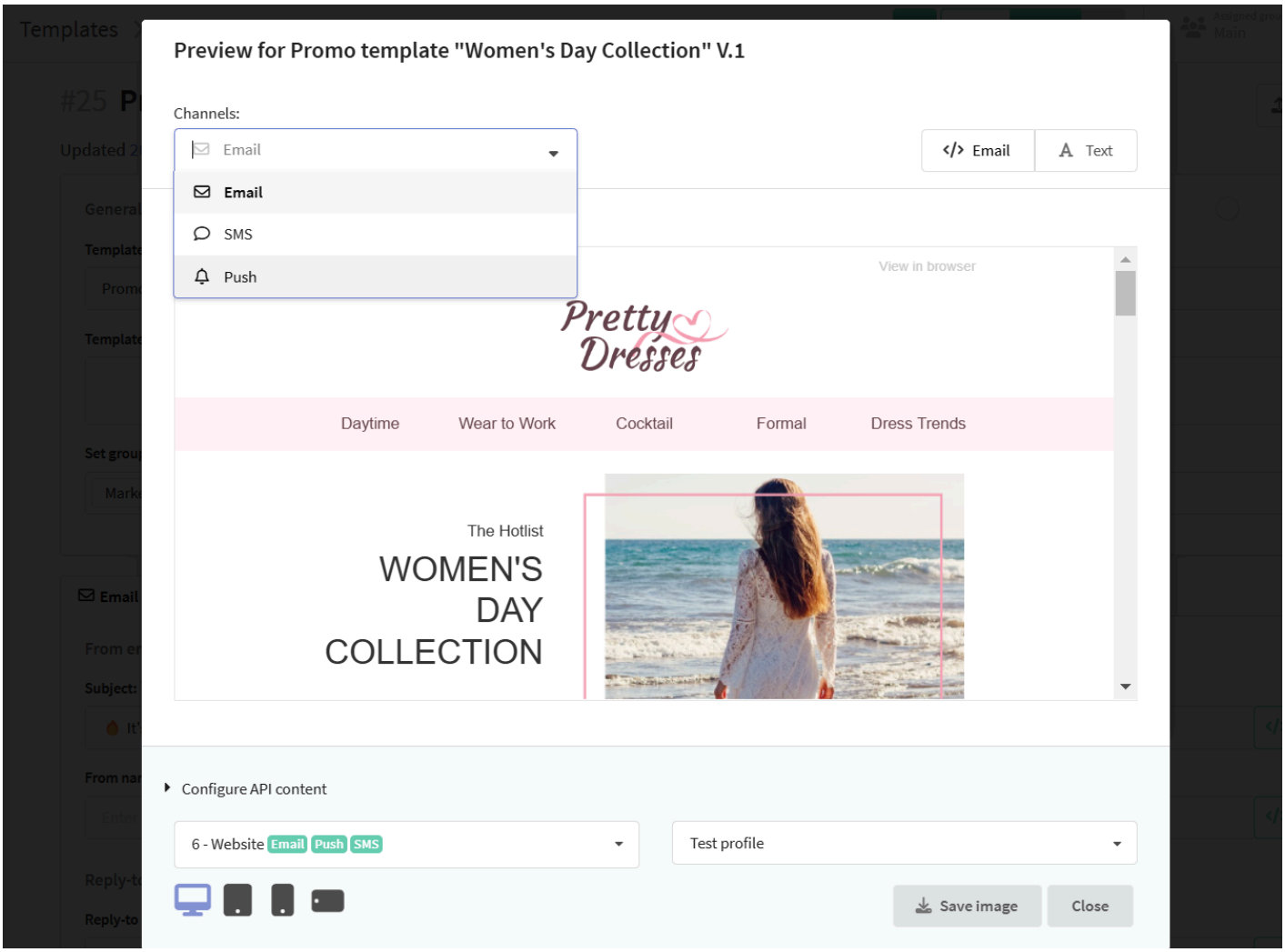


In the preview window, you can select the desired channel for which you want to view the content. A preview of both the HTML and text versions is available for email.

At the bottom of the window there are buttons for switching desktop/mobile display modes, as well as personalization settings.

TIP

Select the resource from which you plan to send the template, and add a new profile in the drop-down menu. The search is similar to the database search. The segmentation rules are used there, so you can immediately select a profile with the necessary data.



A preview of the template in png image format is available for any channel. To download an image to your device, click on “Save image”.

Follow the rules to correctly upload the preview of the email template:

1. **CSS styles `text-decoration`,`text-decoration-line` and `text-decoration-color` are installed directly into the parent element of the text. For example:**

```
<div>
  <span style="text-decoration: line-through;">Text</span>span>
</div>
```

2. **If you use fonts imported from an external source (for example, Google Fonts), it is recommended to replace them — set the fonts installed in the system in the `font-family` property. For example:**

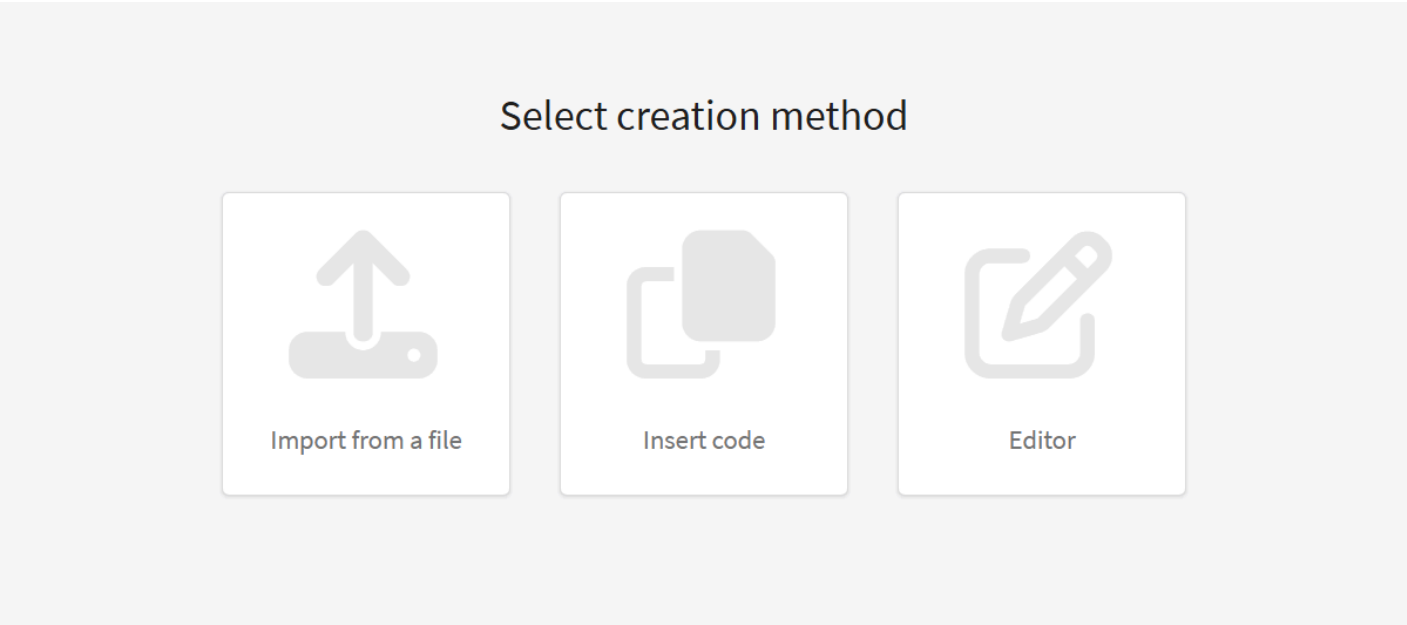
```
<!-- Correct display in preview -->
<span style="font-family: Roboto, Arial, Tahoma, sans-serif">Текст</span>

<!-- Incorrect display in preview -->
<link
  href="https://fonts.googleapis.com/css2?
family=Roboto:ital,wght@0,100;0,300;0,400;0,500;0,700;0,900;1,100;1,300;1,400;1,500;1,700;1,900&display=swap"
  rel="stylesheet"
/>
```

Email-template

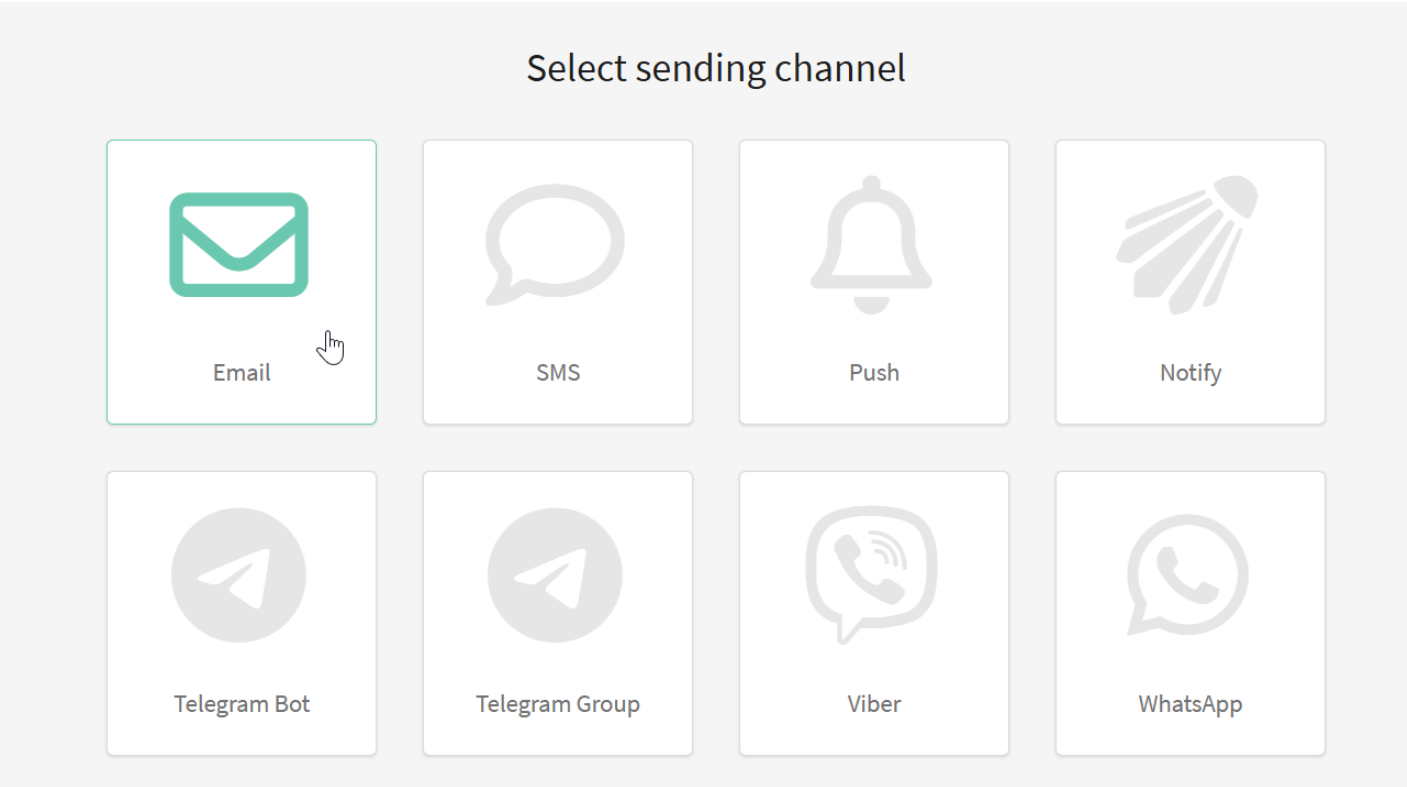
Getting started

In the main menu, select “Templates” and create a new message template. Next, select creation method:

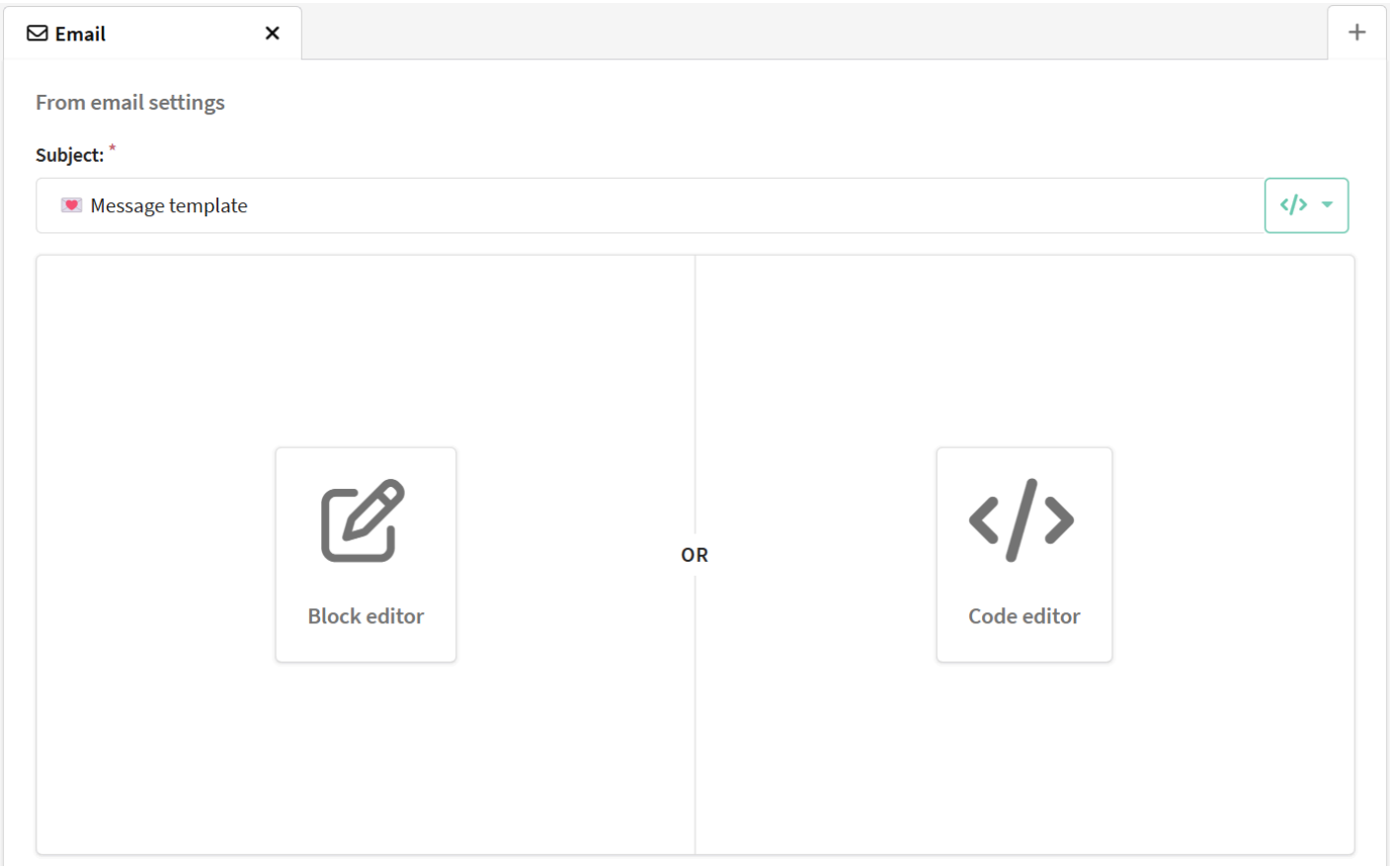


If you already have a ready template, you can import it into the platform from a file or insert HTML code. The structure of imported templates is described in [this article](). After loading the template you will automatically move to the editor.

To start working in the editor immediately, select Editor → Email:

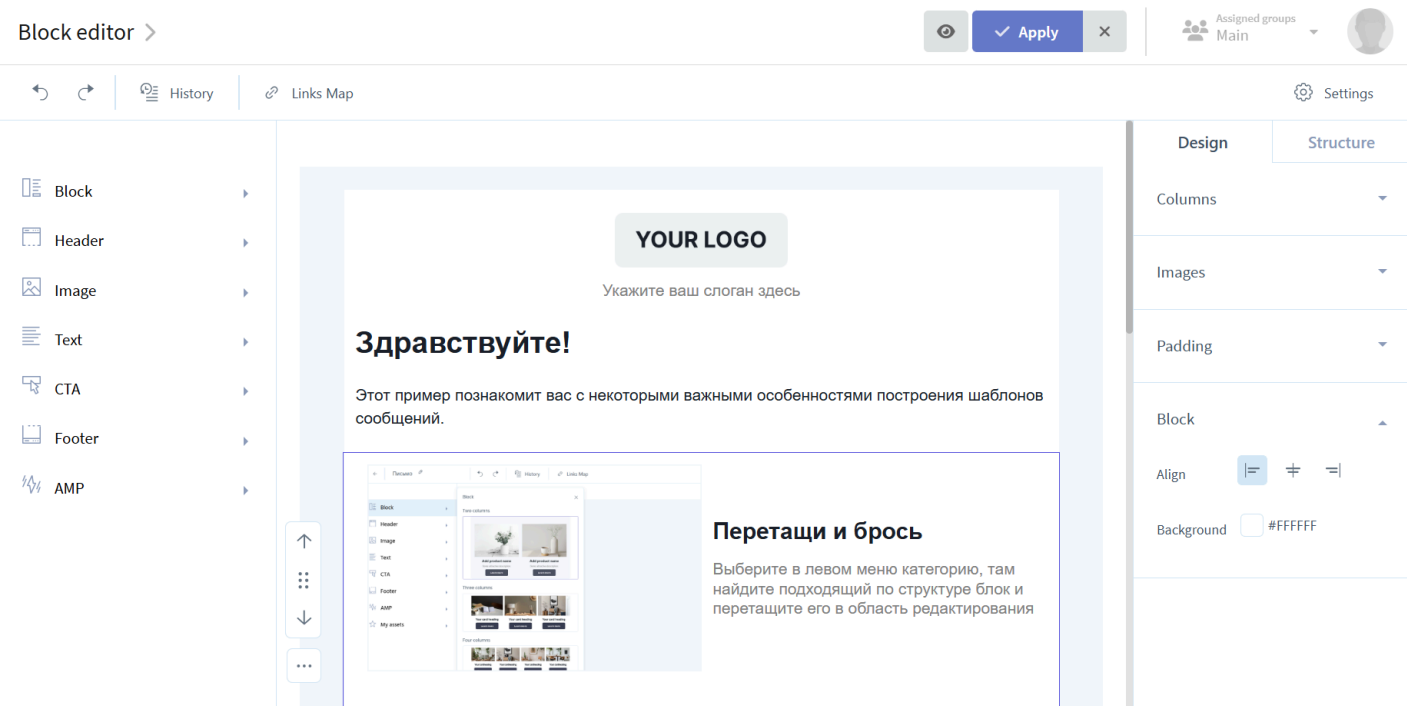


In the new email template customization window, you need to select the editor to continue working in.

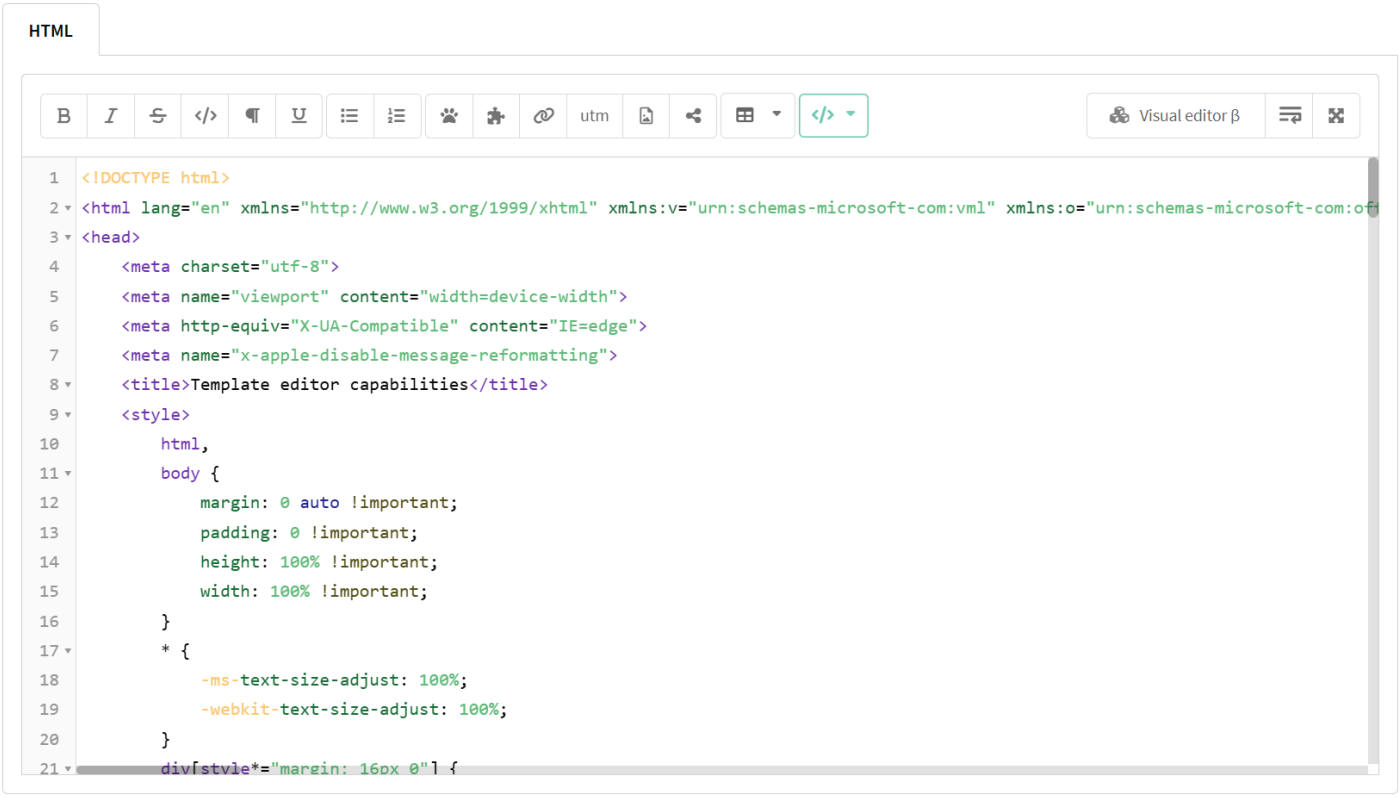


There are three editors built into the platform:

1. Block editor allows you to quickly create a template from scratch using ready—made blocks. It is suitable for those who are not familiar with HTML and CSS. AMP elements for creating interactive emails are also available in this editor. Read more about block editor features in this article.



2. Code Editor is designed for working with HTML and CSS. Use it to make changes to an existing template. Read below for more information about working in the code editor.



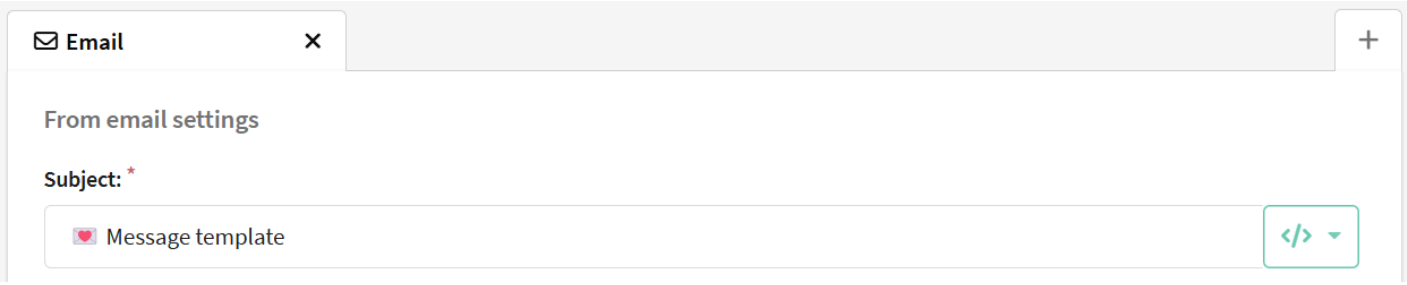
3. Visual Editor is suitable for editing a ready—made email template. With its help you can quickly change text color, add a link or replace an image without any knowledge of HTML and CSS. To access the visual editor, first open the code editor, then click the “Visual Editor β” button in the upper right corner. Working in the visual editor is described in [this section](#).

CAUTION

Notice, you can switch from the block editor to the code editor, but you cannot switch back.

Email-template settings

In the main content settings for the email—channel, specify the subject that will be displayed in the recipient’s email client. You can personalize the subject using the </> variable menu or manually using system variables. You can also add emoji to the subject.



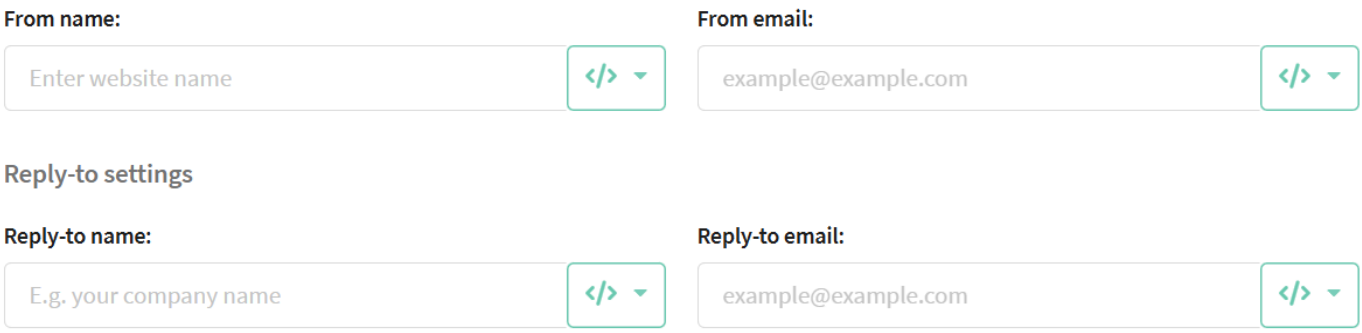
Fill in the following fields below:

- **From name — the name from which the email is sent to the subscriber. You can add personalization and emoji.**
- **From email — the address from which the email is sent to the customer.**

Fill in the following fields to Customize Feedback:

- **Reply-to name — name to reply to the message. Personalization is available: for example, you can specify here the name of the client’s personal manager.**

- **Reply-to email — the e-mail address to reply to the message.**

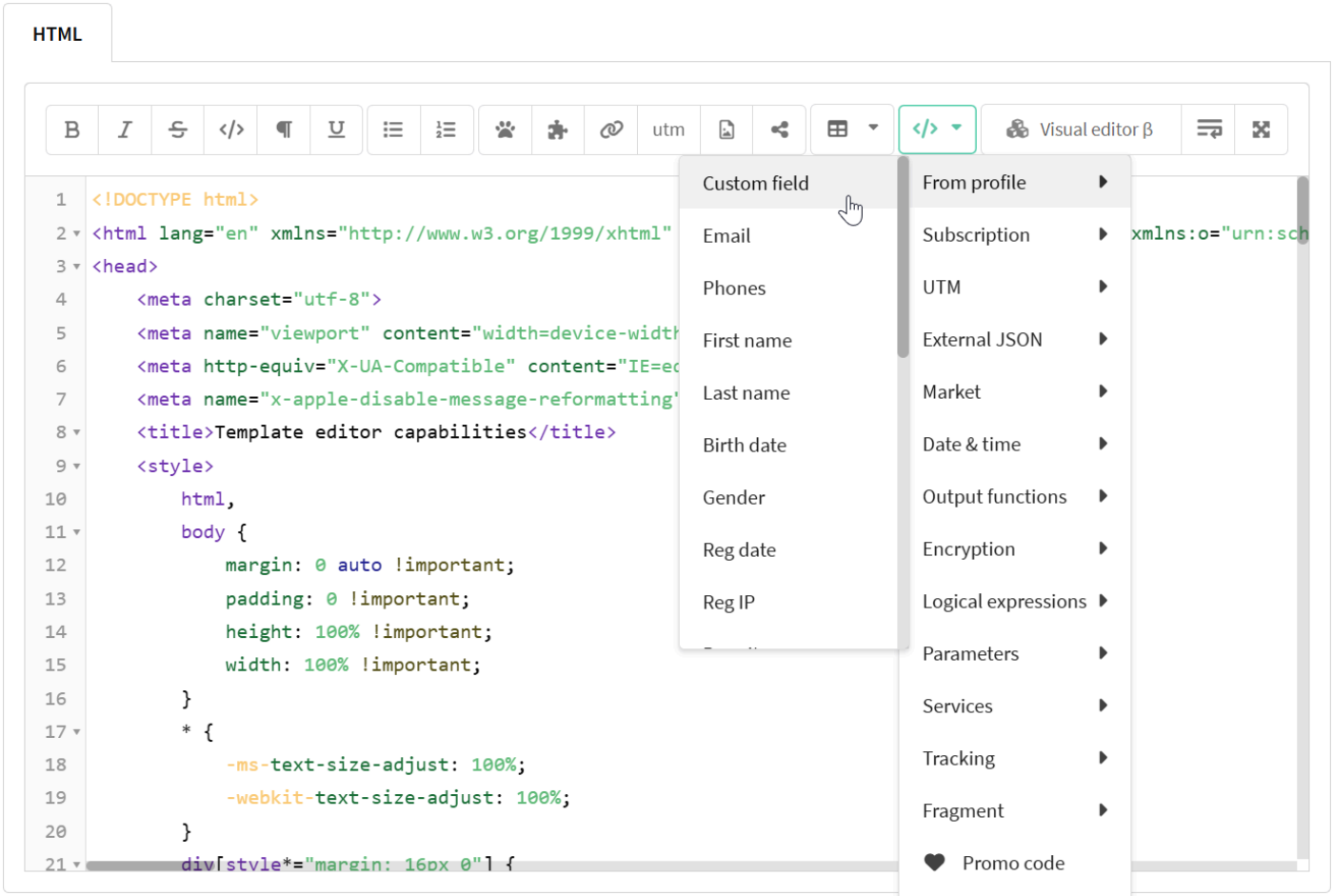


CAUTION

The From name and From email fields override the values configured for the Email channel in resource or, if no resources are used, the values of similar fields in profile database.

HTML-version of the email

Most subscribers see an HTML version of the message in their mailboxes. The code editor supports HTML and CSS, as well as personalization variables.



The following functions are available to facilitate formatting and working with objects:

Formatting

B

— bold text

— *italics*



— ~~strikethrough~~ text



— formatted text



— underlined text



— bulleted list



— numbered list



— insert table

Service functions



— adding pixels to track the opening and reading of the email. If you don’t insert pixels while editing a message, the system will warn you about it when saving.



— adding external HTML content. You can also specify the source address of the variable manually `{[http://example.com ]}`.



— add or edit links.

— setting UTM.



— add or edit images.



— adding buttons Social share links



— menu editor variables and functions. Using this button, you can add customer profile data, promo codes, loops and logical expressions, as well as dynamic content and system links to the message.

TIP

Using the row of buttons on the right side of the window, you can enable toggle word wrapping



or full screen mode



.

You can also use the visual editor to edit the finished template.

Text version of email

The text version of the email is text without formatting. It is displayed in the mail instead of HTML if the subscriber's email provider or the client itself blocks the HTML version. This version is disabled by default. To include it in an email, check the box Add text version of the email.

You can generate a text version based on HTML using the buttons:

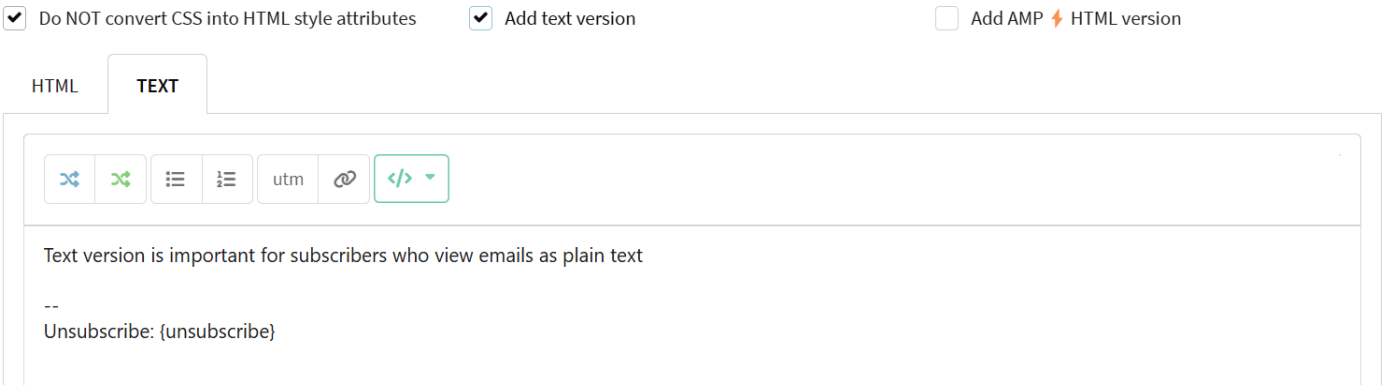


— generates a text version with hyperlinks.



— generates a text version using Markdown links, which can improve compatibility with various mail systems.

The text version also supports lists, UTM tags, links and variables.



CAUTION

If the HTML version of the email contains an unsubscribe link or a confirm link, it must also be present in the text version of the email. Otherwise, you will not be able to save the template.

AMP-version

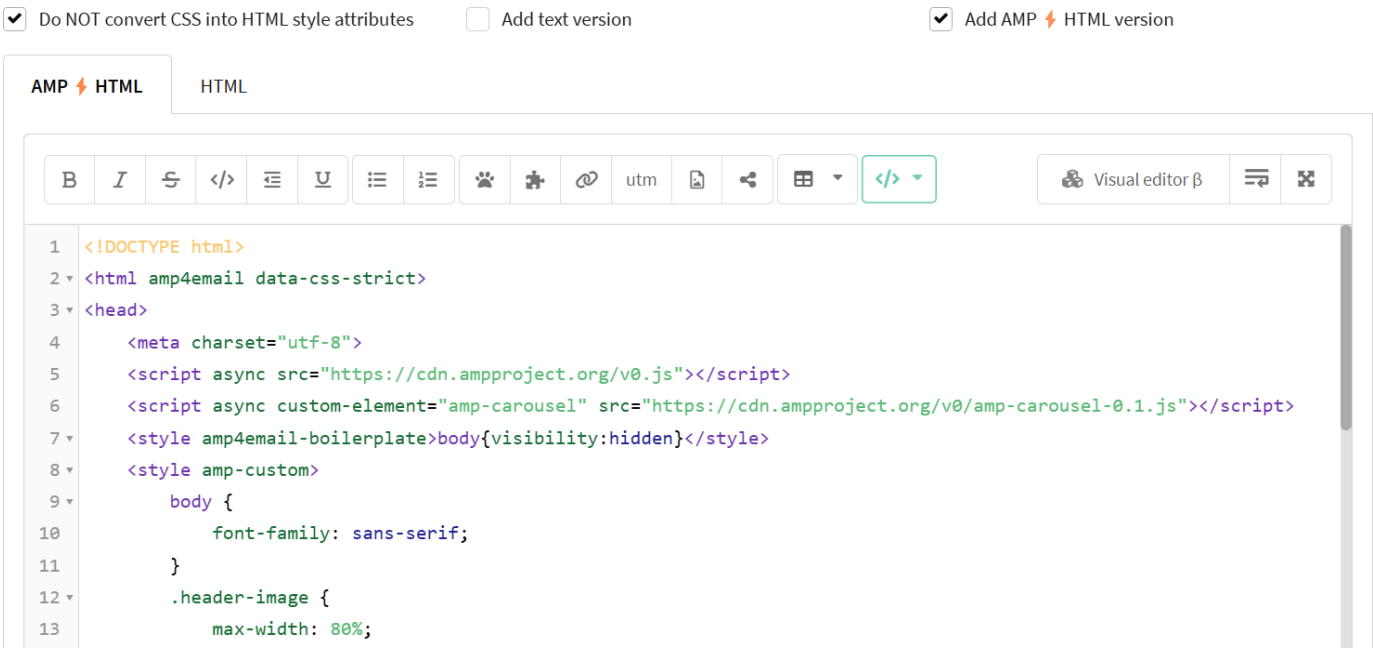
AMP allows you to add JavaScript components to emails and make them interactive. In an AMP email, the user can complete a survey, buy a product, or confirm registration without going to the site.

Email clients require special registration from the senders of AMP emails. For instructions on adding your sender's address to the allowed list, go to the official AMP documentation.

TIP

For those who are just starting to master AMP, this guide will be useful .

To send AMP emails, you need to check the box in the field “Add AMP⚡HTML version”. An additional tab AMP⚡HTML will appear below, where you can use AMP components.



TIP

At the moment, AMP emails support the following email clients:

- **Gmail;**
- **Yahoo;**
- **Mail.ru.**

If an email arrives on an email client that does not support AMP technology, the recipient will see the HTML version.

Links in the AMP version

In the AMP version of the email, only the `data-name` attribute is supported for naming links. When saving the template, the platform will automatically insert the attribute into all links.

```
<a href="https://example.com " title="Link text" data-name="link1">Link text</a>
```

Also note that if you add an AMP parameter to a link, you do not need to wrap the link with tracking, otherwise it will not work. To disable tracking, add the `no-track` attribute. Clicks on such a link will not be tracked.

```
<a href="${{exampleUrl}}" title="Link text" data-name="link1" no-track>Link text</a>
```

Escaping template expressions

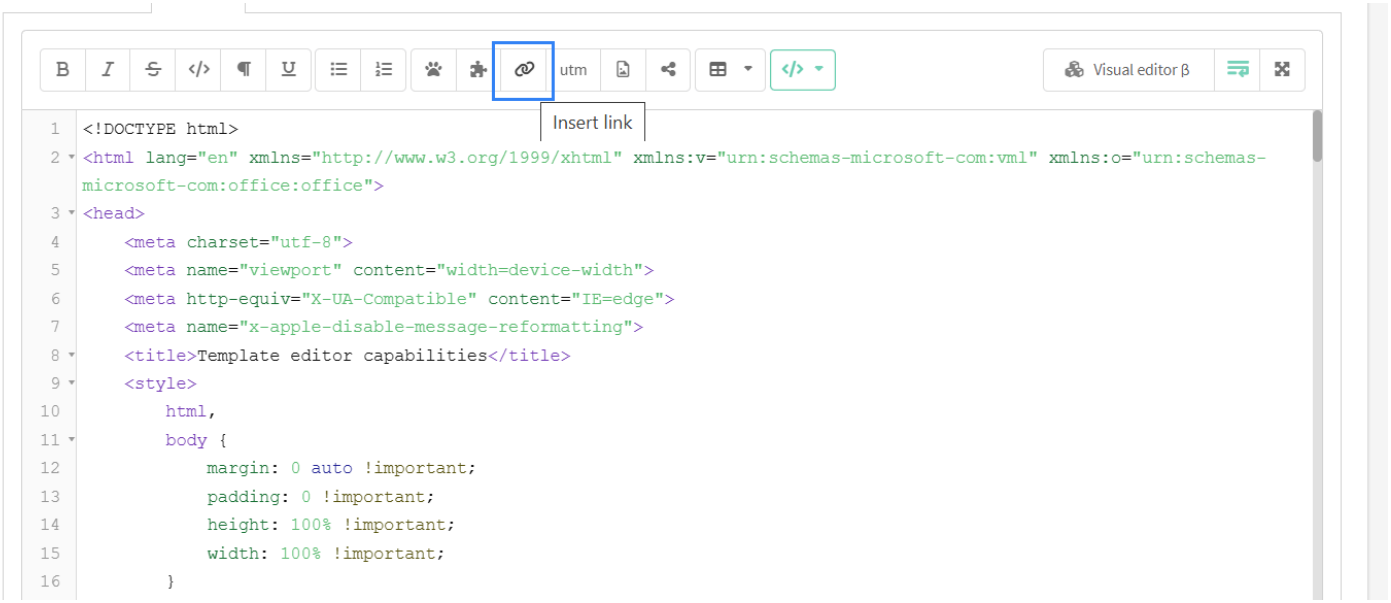
The AMP templating syntax is the same as the Altcraft templating syntax. To avoid uncorrected code processing, it is necessary to escape template AMP expressions using the $ symbol.

For example, if you are using the `<amp-list>` component, then replace the variable for substituting the list item `{{title}}` with `${{title}}`:

```
<amp-list id="myList" src="https://foo.com/list.json">
  <template type="amp-mustache">
    <div>${{title}}</div>
  </template>
</amp-list>
```

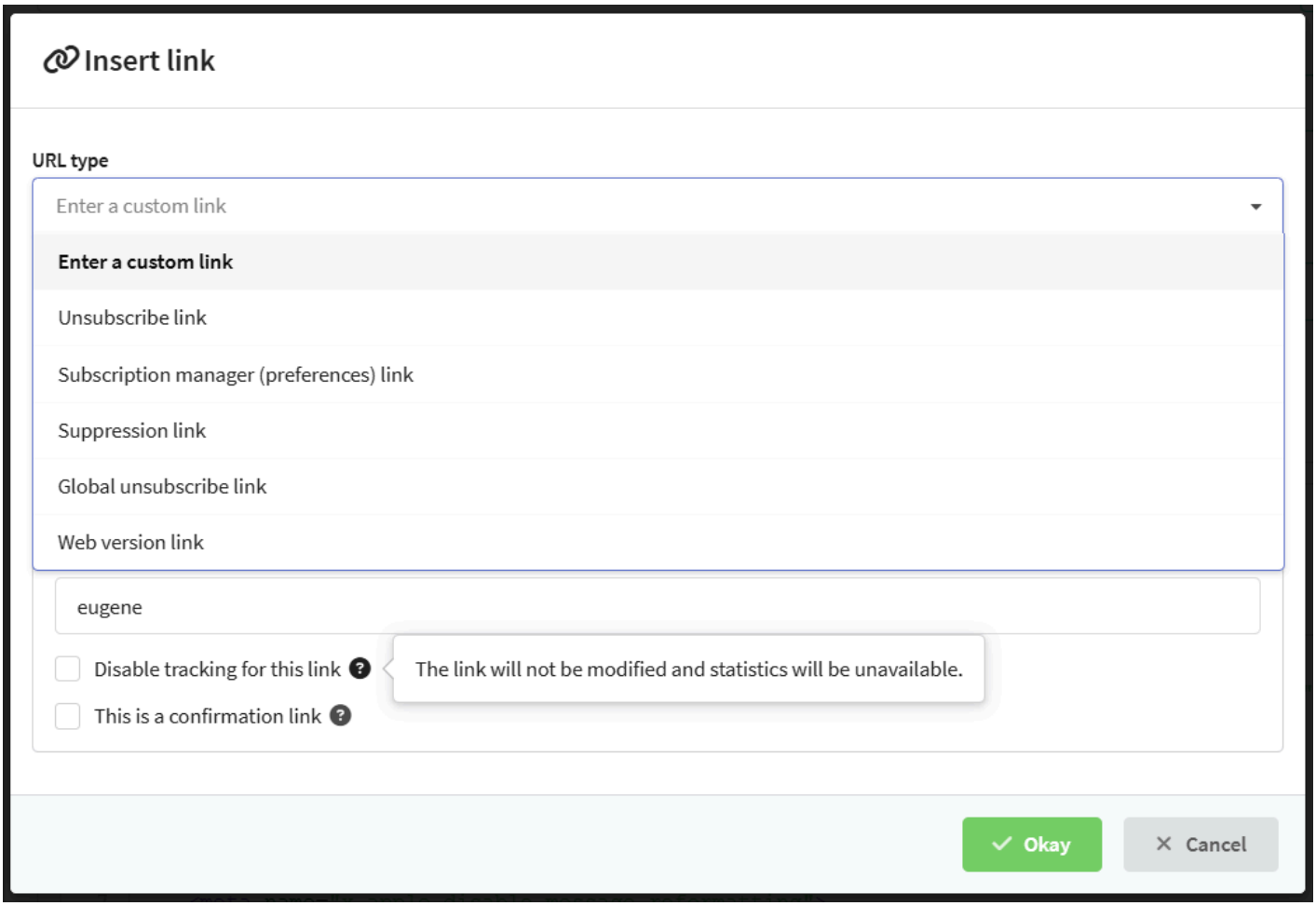
Link builder

A convenient link builder is built into the email editor. To add a link, place the cursor in the appropriate line and click on the button Insert a link. If you want to change a link that you have already added to the template, select it in the editor and then open the constructor:



In the constructor, you can select the link type depending on the purpose:

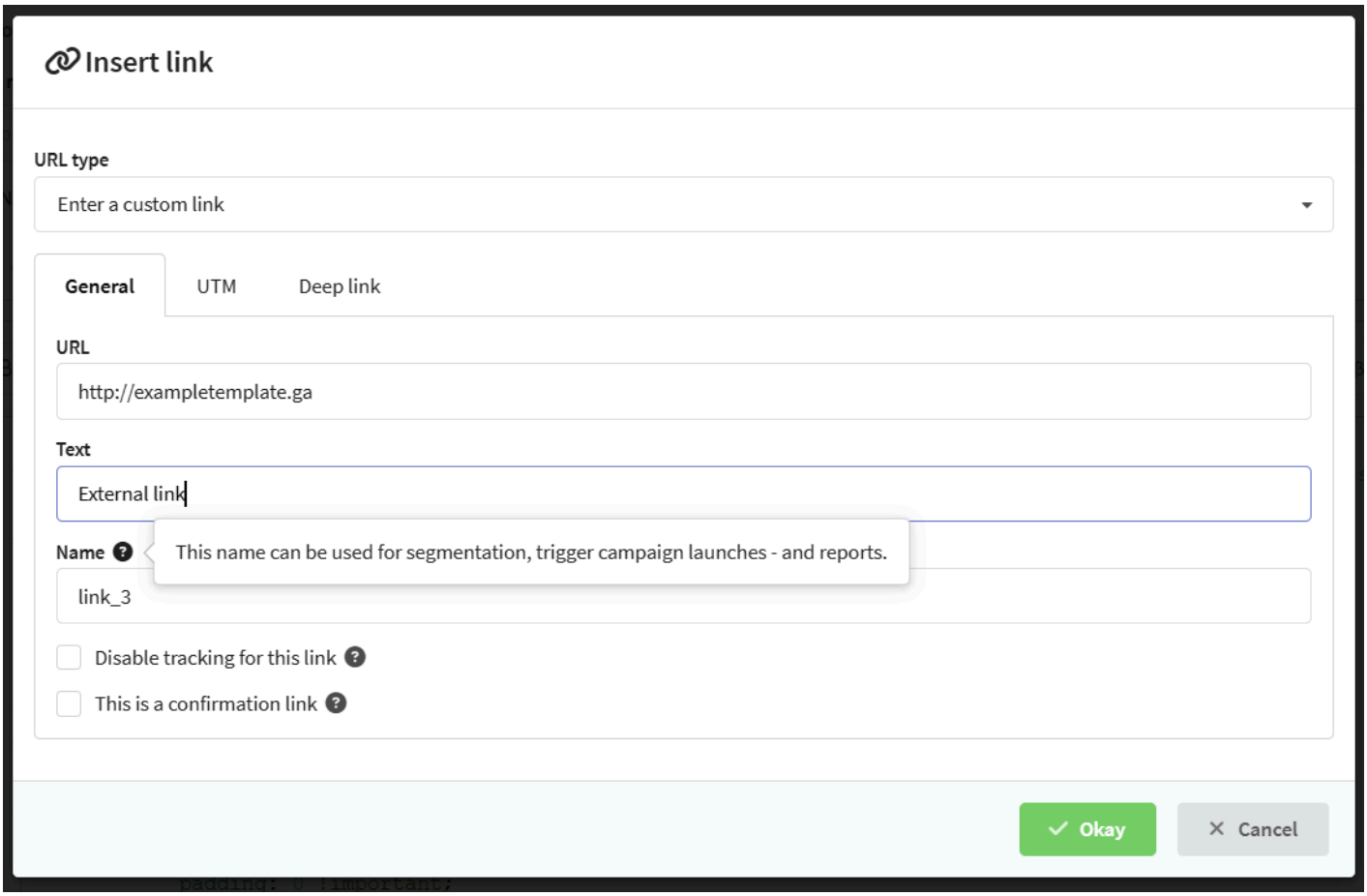
- **Enter a custom link — link to any web page except user links unsubscribing and confirming.**
- **Unsubscribe link — a link to the system or user's subscription termination page for the resource. The subscription status changes to Unsubscribed. Does not affect the global profile status and other subscriptions.**
- **Subscription manager (preferences) links — link to the subscription management system page. The client will be able to suspend their subscriptions, resume or unsubscribe from newsemails.**
- **Suppression link - link to add to the stop list, by which the client will be able to block the receipt of certain content.**
- **Global unsubscription link — changes the global profile status of the client to Unsubscribed, completely ending the possibility of communication.**
- **Web version link - link to an exact copy of the letter sent to the subscriber. If the client has problems displaying the email, it will be available via a link from any browser.**



General

In the general settings enter the URL to go to if you are adding your link. For system links, the field will be pre-filled. Also enter text to display in the email and name. Name is used in reports, segmentation and when launching triggers and scenarios.

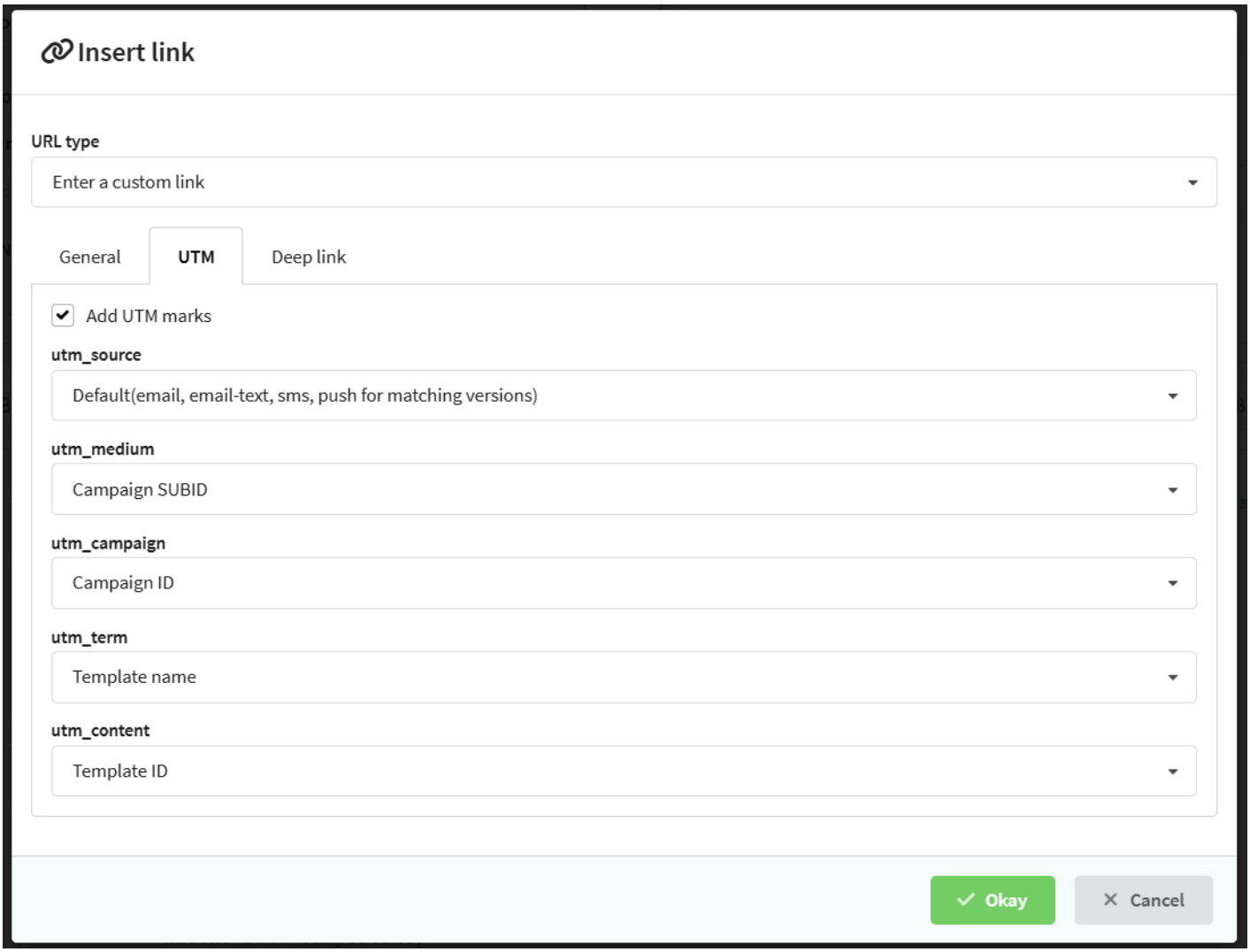
Additionally, you can disable redirection to tracking when clicking on the link, as well as make any link a subscription confirmation link.



UTM marks

For each individual link in the email, you can override the UTM tags. To do this, go to the UTM tab and activate the Add UTM marks.

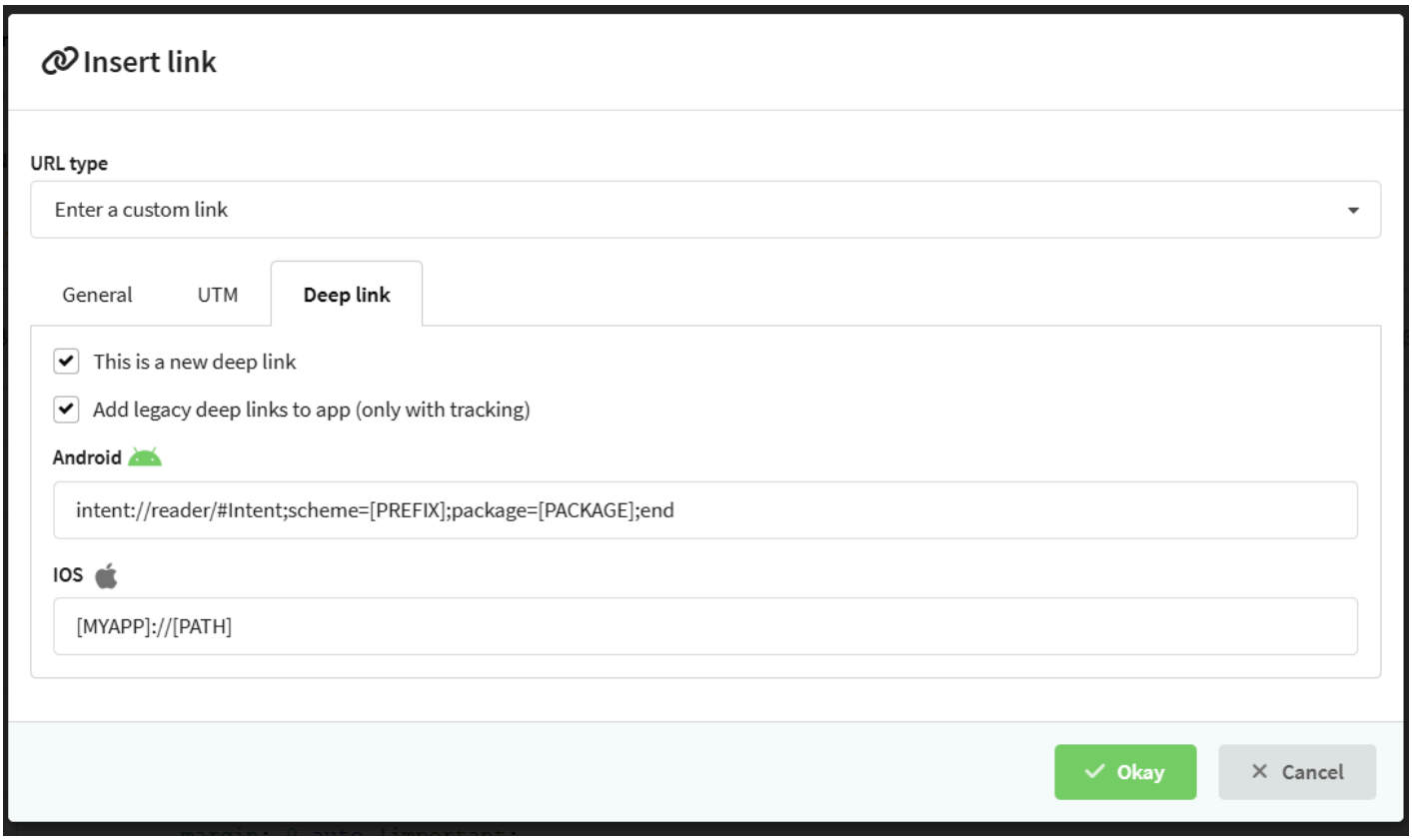
Variables can be used as labels, such as the name of the campaign or databases.



Deep link

If you want to use a link in the email to go to the mobile application, activate the option This is a new deep link on the corresponding tab.

To specify different links for Android and iOS platforms, add legacy deep links. Please note that such links can only be added using tracking.



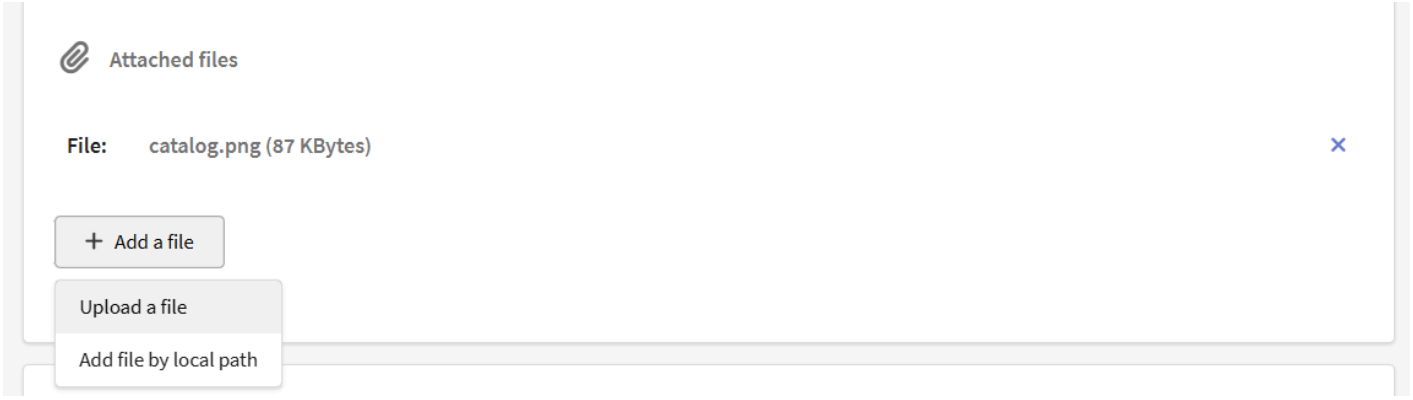
Email attachments

INFO

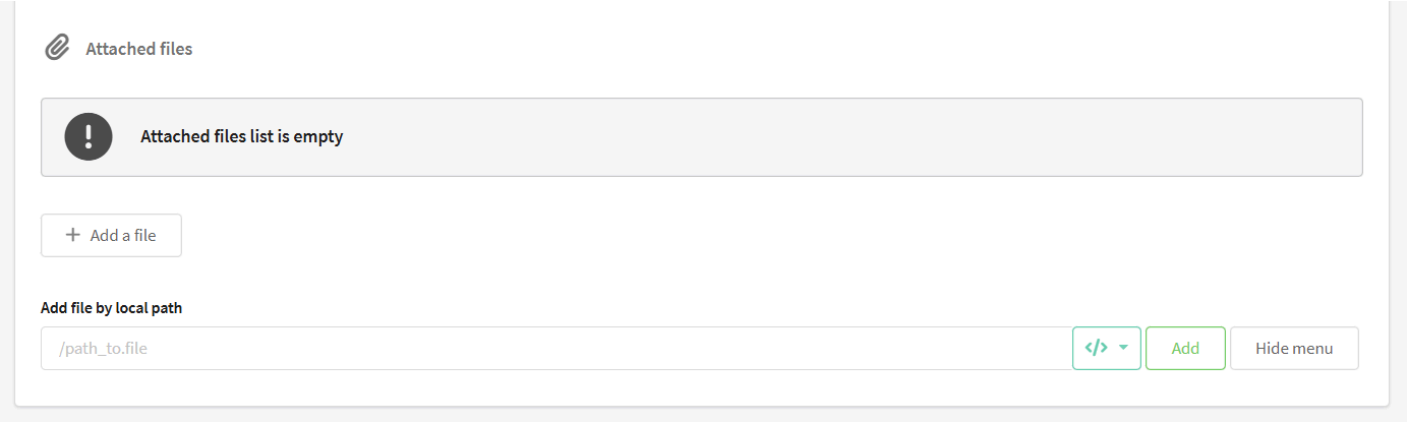
You can attach a file of any format to the email, but the maximum file size is limited to 12 MB. This value can be changed via the `MTA_ATTACH_MAX_SIZE` configuration parameter.

To attach a file to an email, use the form at the bottom of the editor. There are two options:

1. **Upload a file to the platform from your computer:**



2. **Select the storage directory of the file on the server on which the platform is installed. You can use client profile variables in the directory path. Enter the file location and click Add:**

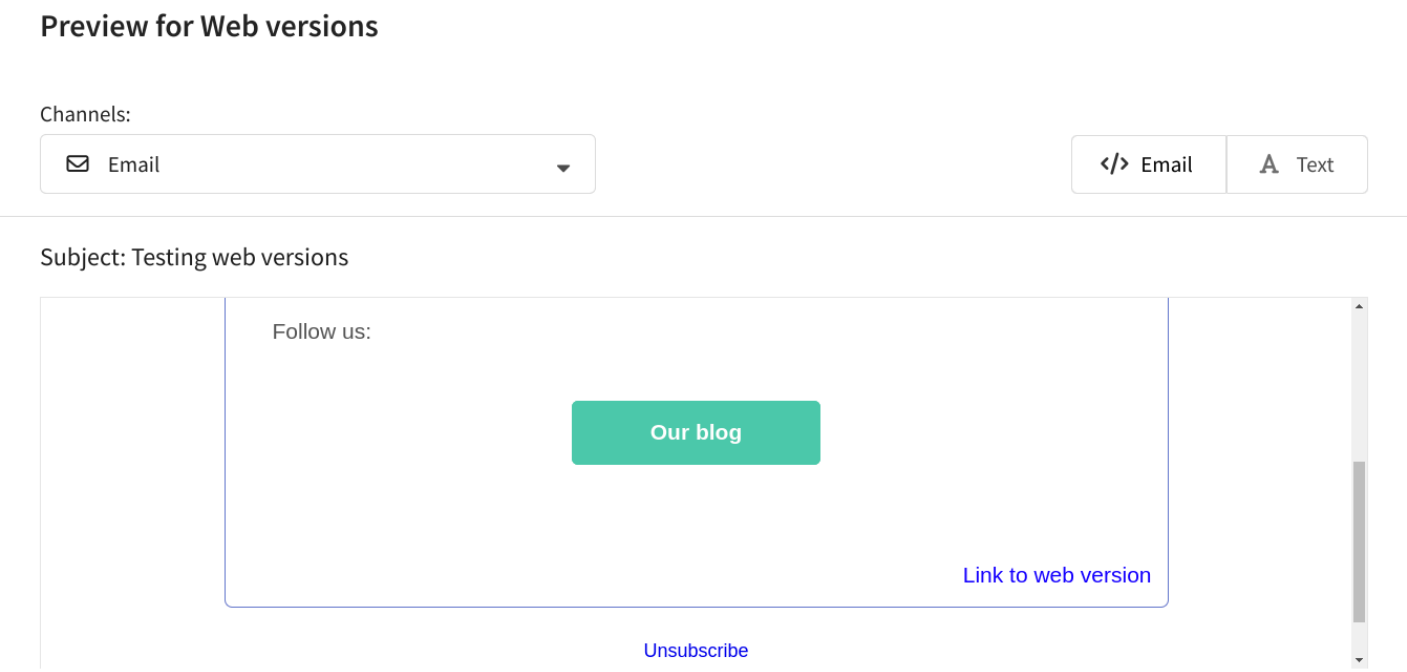


You can delete downloaded files and saved file paths by clicking on the cross on the right side of the file:



Web-version of email

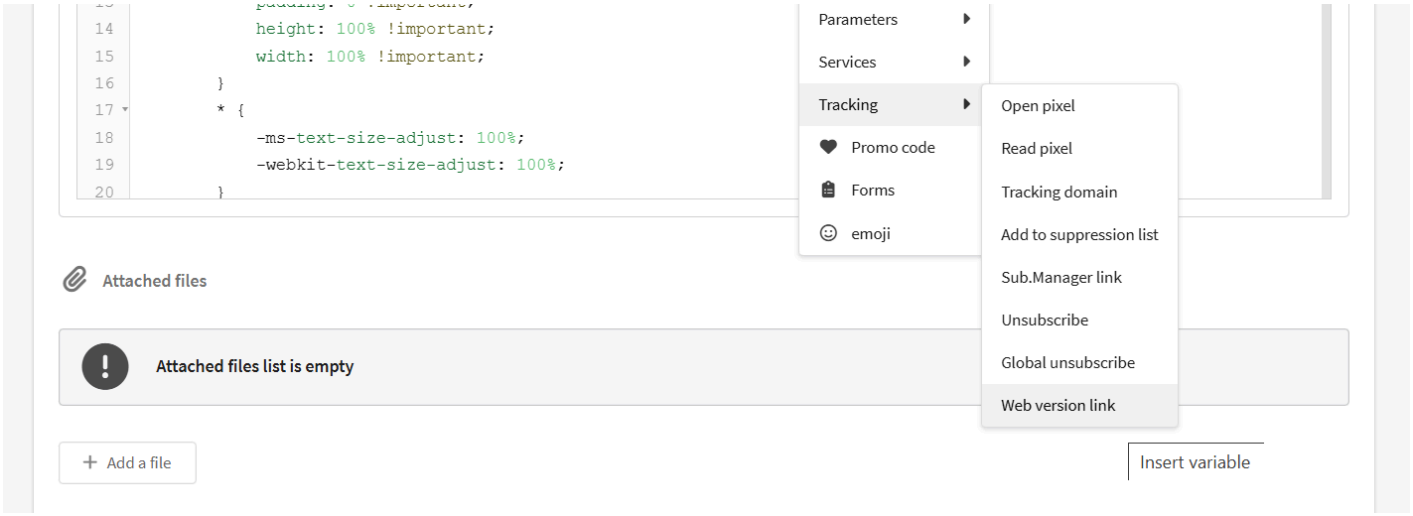
The web version of email is the version of the email message that the user can view as a web page in the browser in case of incorrect display in mail services. Web versions increase the chances that your message will be viewed even with unexpected mail client errors. Also, the presence of a link to the web version allows you to quickly and conveniently share a letter if necessary.



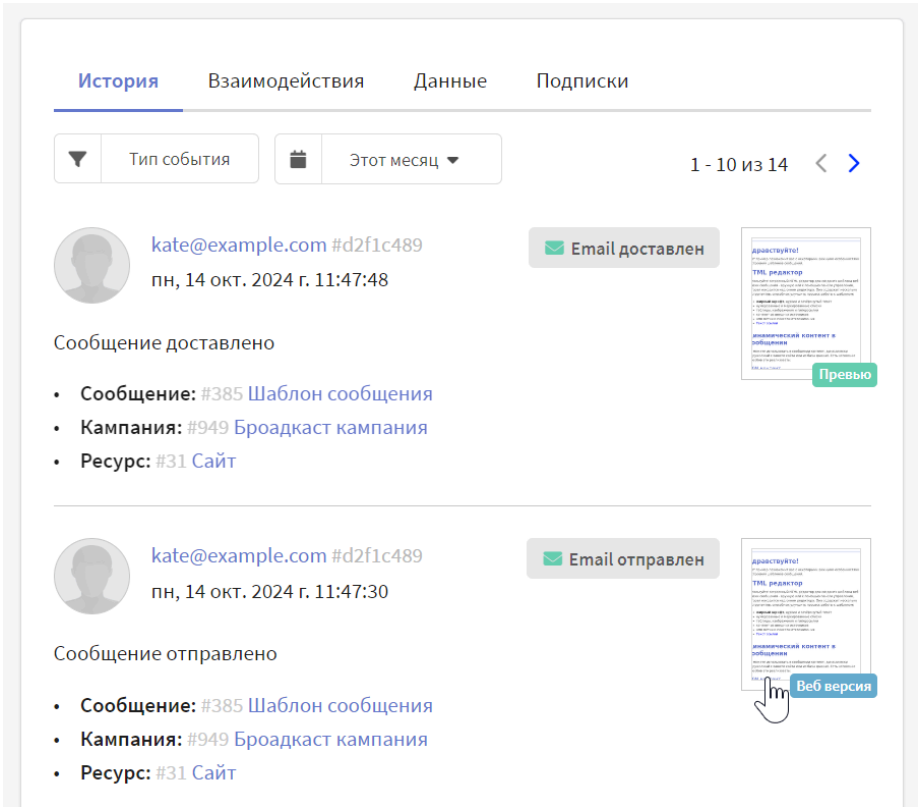
You can add a link to the web version through the link builder or manually:

```
<a href="{webversion}" title="Web version of the email" name="web_version"> Open an email in a browser</a>
```

It is also possible to add a link through the variables menu. Open it by clicking </> on the toolbar. Select Tracking — Web version link:



You can view the web version of the email sent to the client in [profile history](). By default, the web version is stored for 30 days. The platform administrator can change the retention period in the account settings.



TIP

The link to the web version does not open in preview mode and when sending a test email. The web version is generated only for sent messages. To check the link, send an email to the test subscriber via the broadcast.

INFO

By default, saving web versions is disabled in the account. To activate this feature, the platform administrator must configure the web version policy. After that, links will appear in the profile history to view the web versions of the sent messages.

If a link to the web version is not included in the email template, the web version of the email will not be saved. However, the administrator can modify this setting by enabling the Always save email web versions option in the account settings.

SMS template

This article describes how to create a message template to send via SMS channel.

Message body

Enter the text of the short message in the input field. Links, UTM tags and variables can be used in the message body:

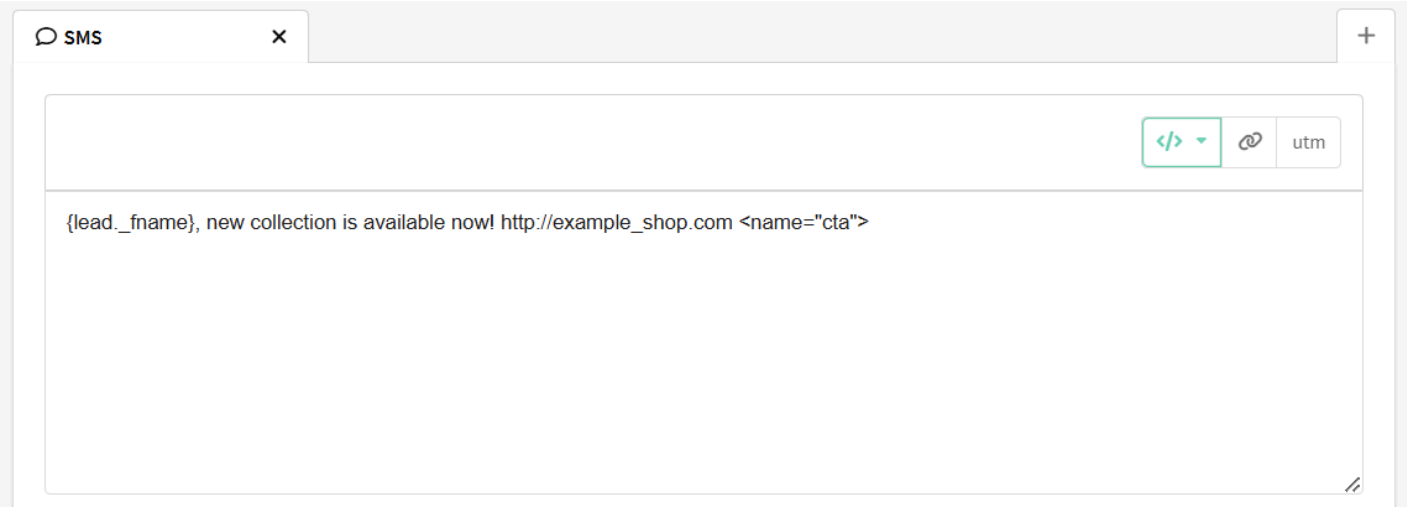
</>

— menu of variables and functions the editor. Using this button, you can add customer profile data, promo codes to the message, loops and boolean expressions, as well as dynamic content and system links.

— link editor.

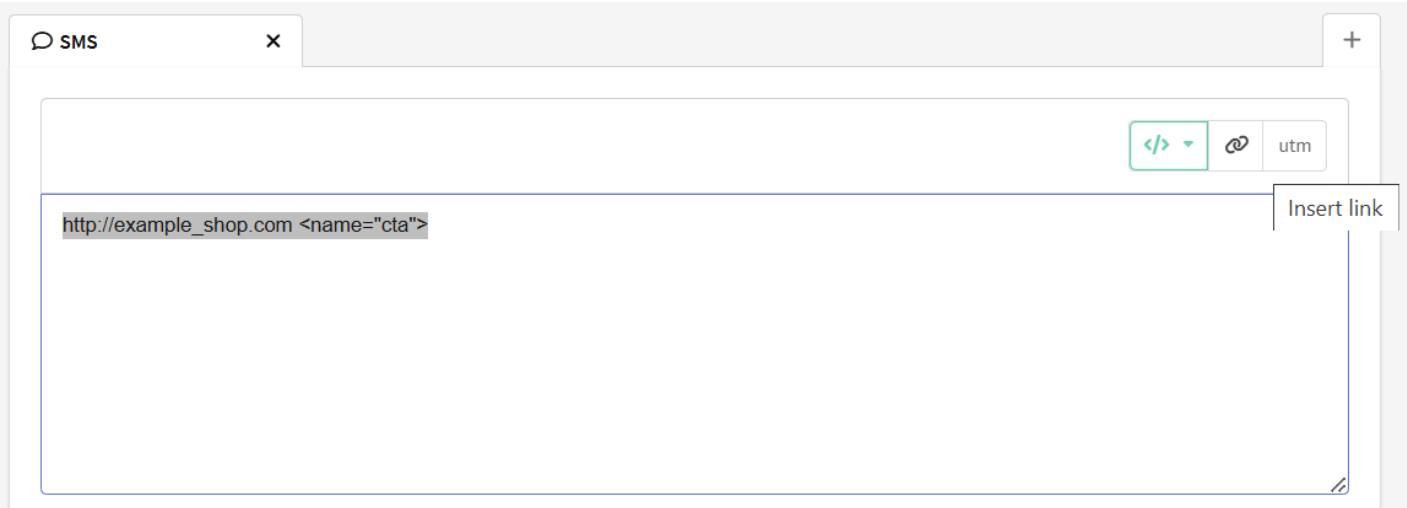
utm

— setting UTM labels.

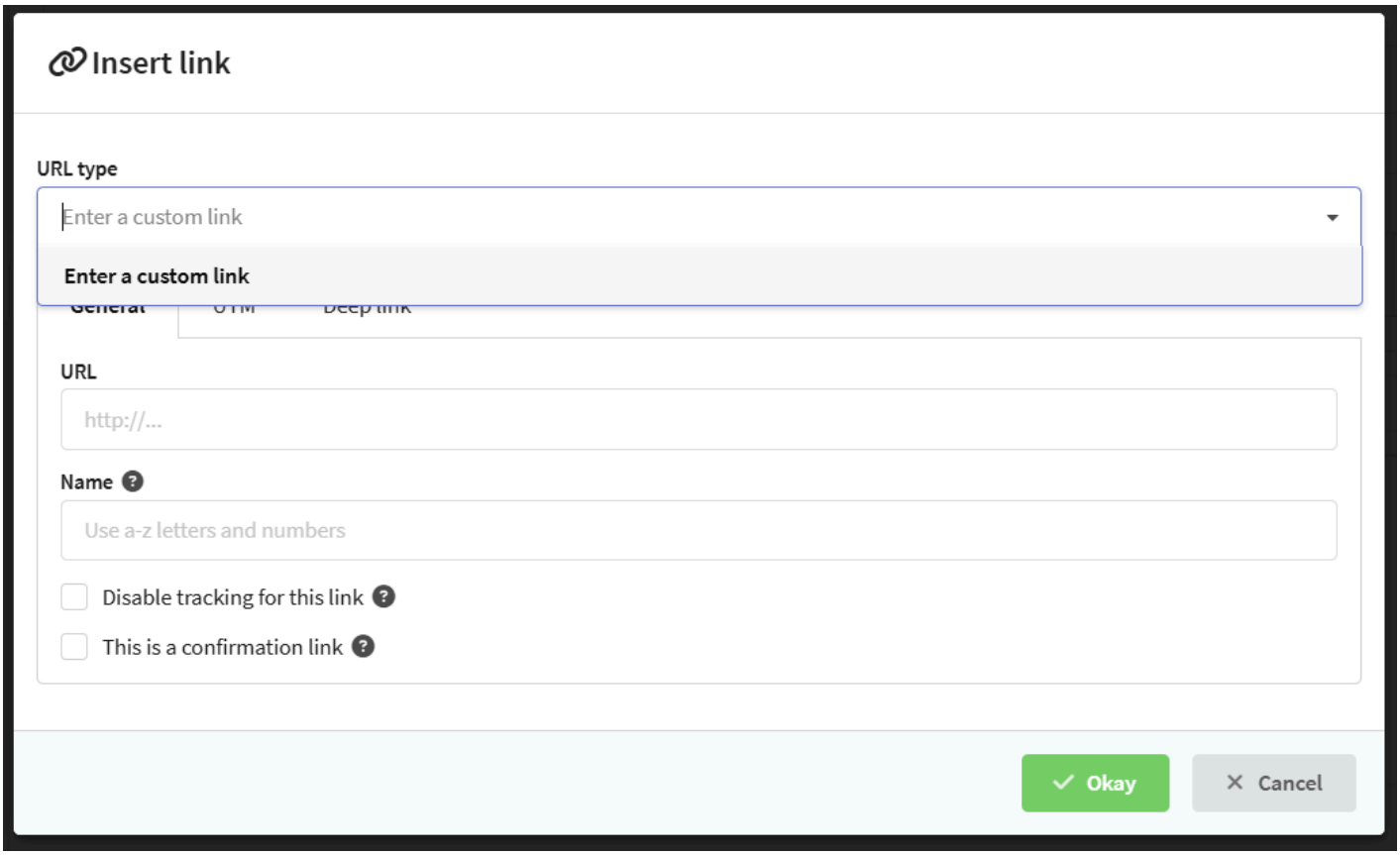


SMS link editor

The link editor is available by clicking on the button Insert link. If you want to edit a link that has already been added to the template, select it in the editor and then open the form:



One type of links is available for SMS messages. It is a custom link. It allows you to add a link to any web page.

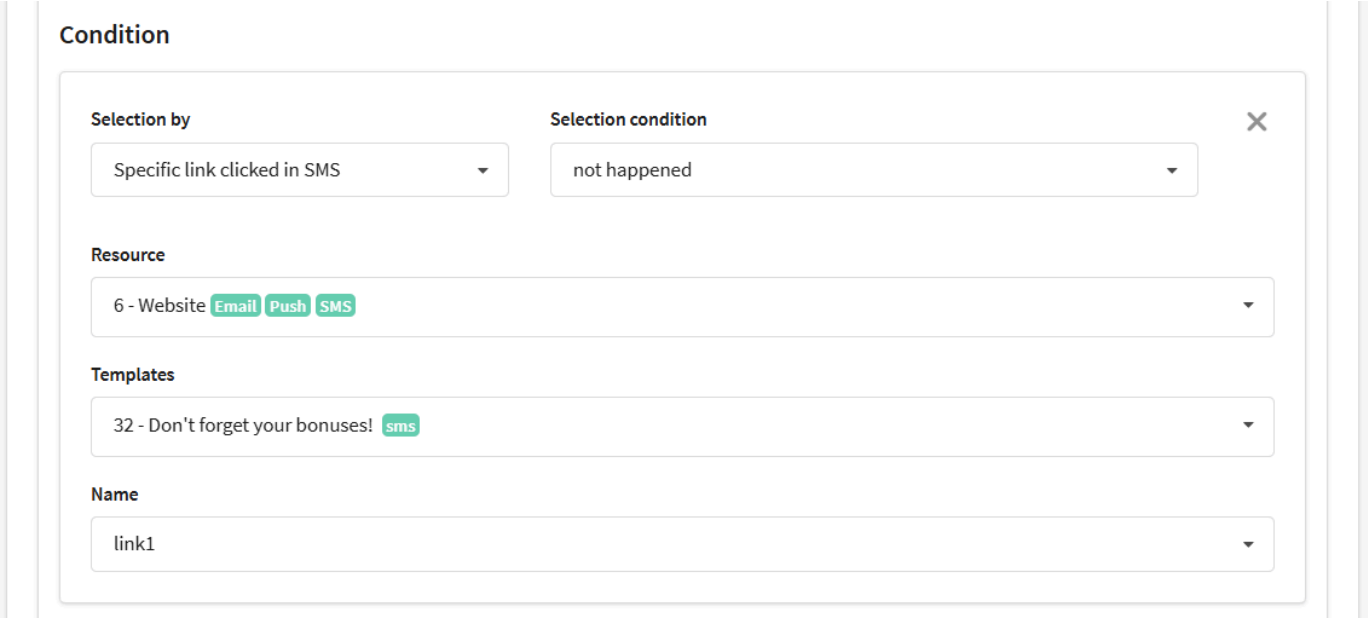


General

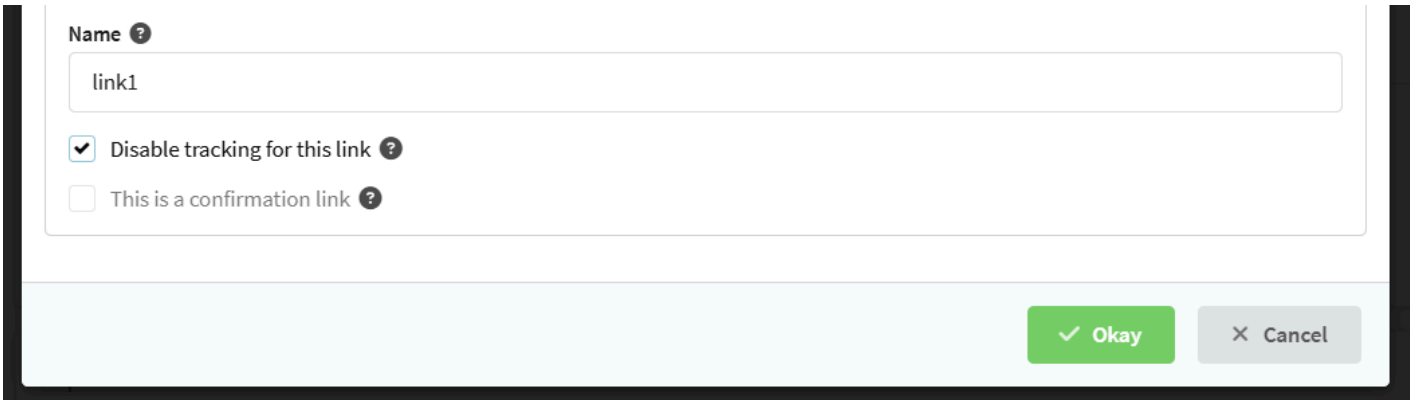
In the general settings enter the URL to go to. Also specify the name, which is used in reports, segmentation and when launching triggers and scenarios. The link name can only consist of numbers and Latin letters.

CAUTION

Please note that when you select profiles by clicking on a link in an SMS, you must specify the link name, not the URL, in the selection conditions.



Additionally, you can disable redirection to tracking when clicking on the link, as well as make any link a subscription confirmation link.



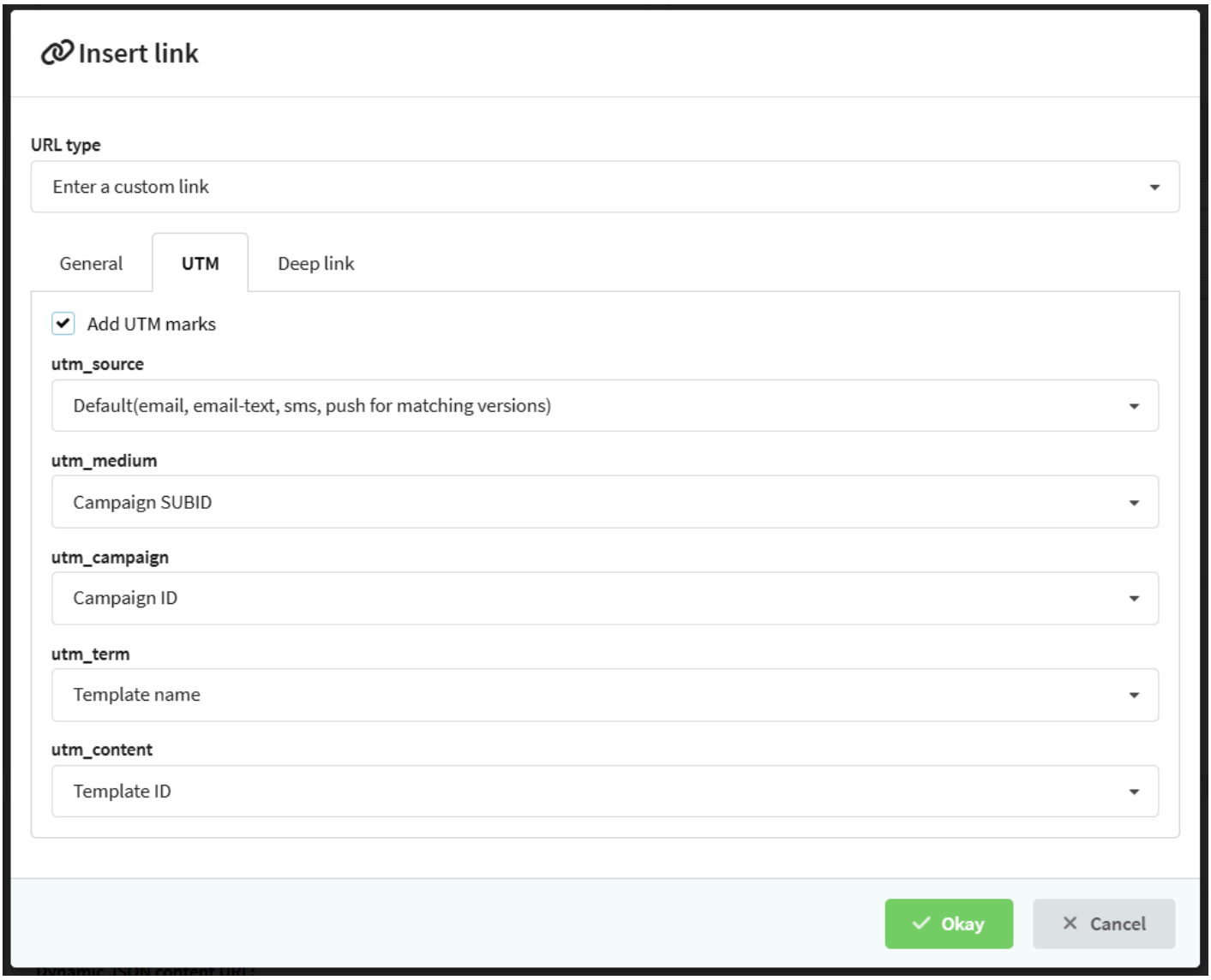
In SMS messages, angle brackets are used to indicate parameters (for example, `<name="">` will be used for the name parameter). Everything you specify in angle brackets will not be included in the final message. Usage examples:

- **`<no-track>` — disables redirection to tracking when clicking on a link.**
- **`<confirm-link>` — makes a confirmation link.**
- **`<name="example_name">` — sets the name of the link.**

UTM marks

For each individual link in the message, you can override the UTM tags. To do this, go to the UTM tab and activate the Add UTM marks.

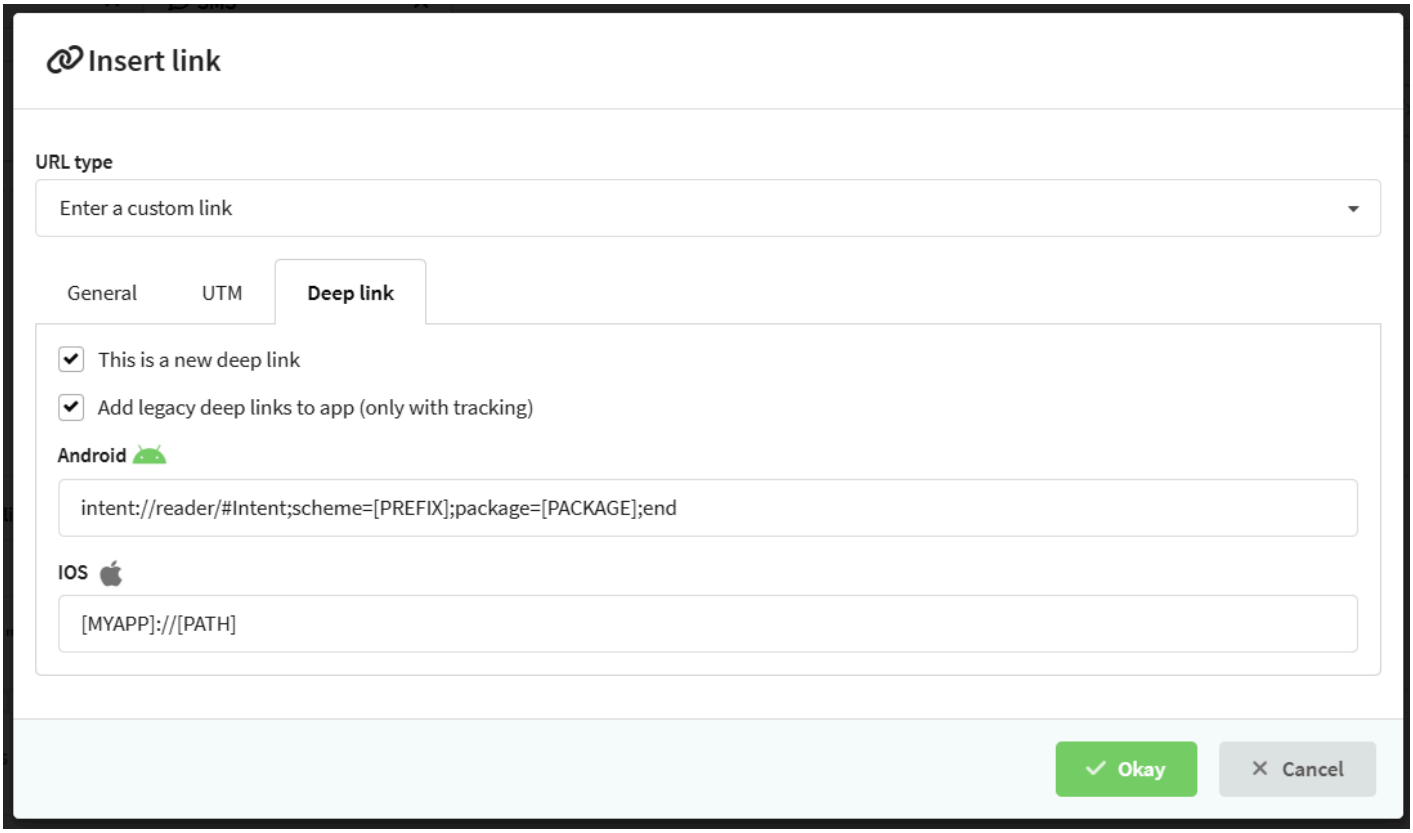
Variables can be used as labels, such as the name of the campaign or databases.



Deep link

If you want to use the SMS link to go to the mobile application, activate the option This is a new deep link on the corresponding tab.

To specify different links for Android and iOS platforms, add legacy deep links. Please note that such links can only be added using tracking.

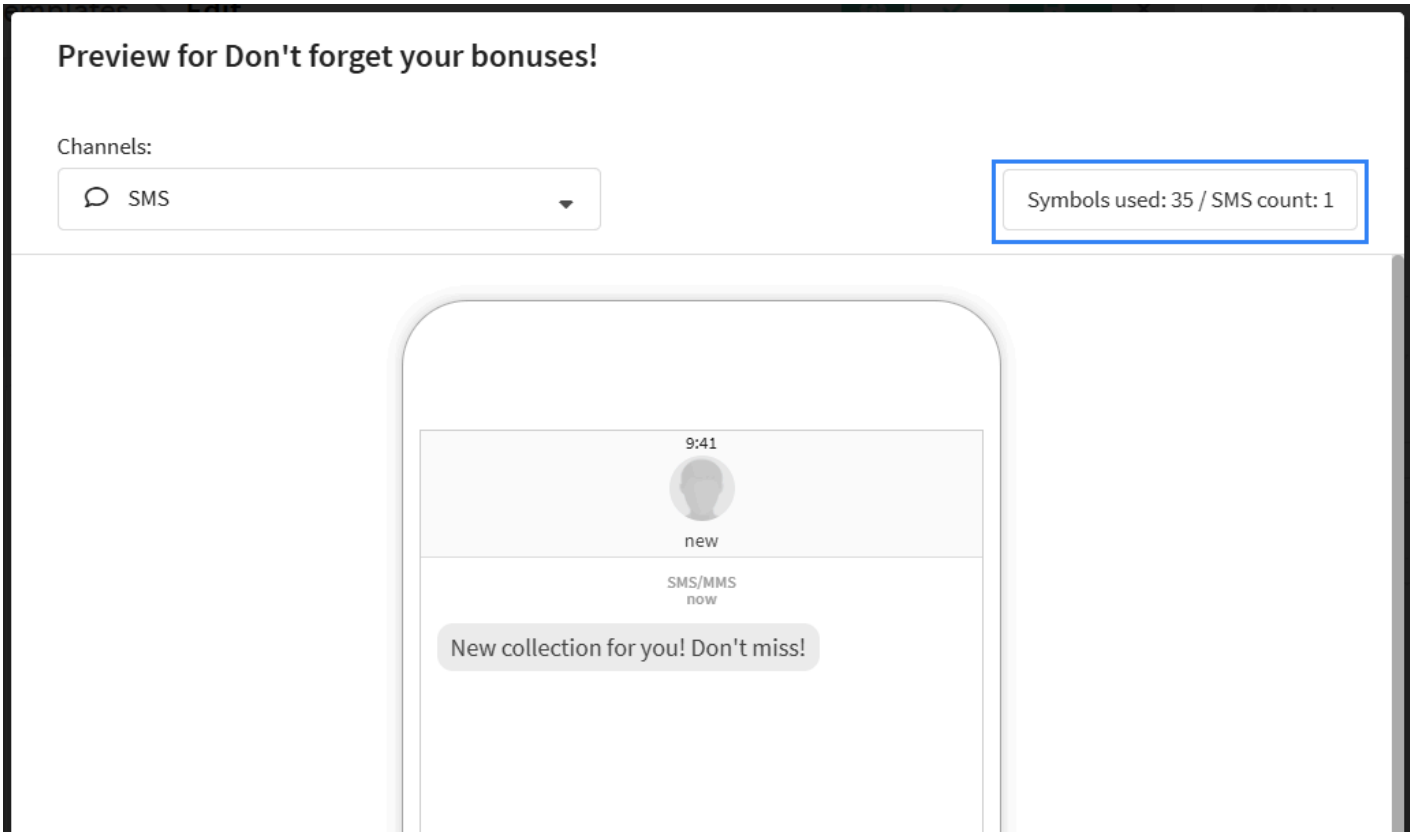


Limit on the number of characters

When sending SMS messages, it is important to take into account the length of the text, since the number of characters affects the cost of sending. One SMS message in Cyrillic can contain up to 70 characters and in Latin the are 160 characters, including spaces and punctuation marks. If you exceed these limits, your message will be charged as two SMS.

> **TIP**
>
> **The presence of at least one Cyrillic character makes the entire message Cyrillic.**

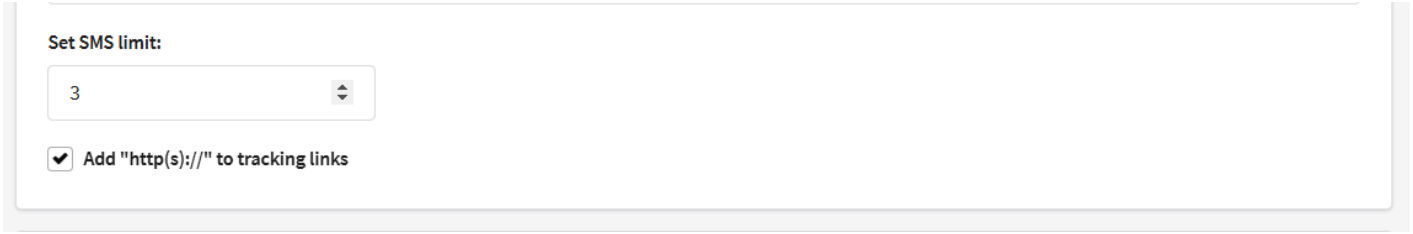
The editor automatically counts the number of characters and messages. To see the counter, save the template and switch to preview mode:



TIP

Please note that the data that is pulled from dynamic variables may exceed the expected number of characters.

You can limit the number of SMS sent by specifying a value in the “Set SMS limit” field. In this case, the extra text will not be sent.



In addition, the `http(s)://` protocol is not added to the template to shorten links, but you can enable auto-substitution. This only applies to tracking links.

Push template

The platform offers two editors for push templates: a standard editor and a dedicated Rich Push editor. The Rich Push editor enables adding banners and buttons, as well as configuring push settings tailored to specific browsers or operating systems.

Standard editor

For push notifications, you can configure:

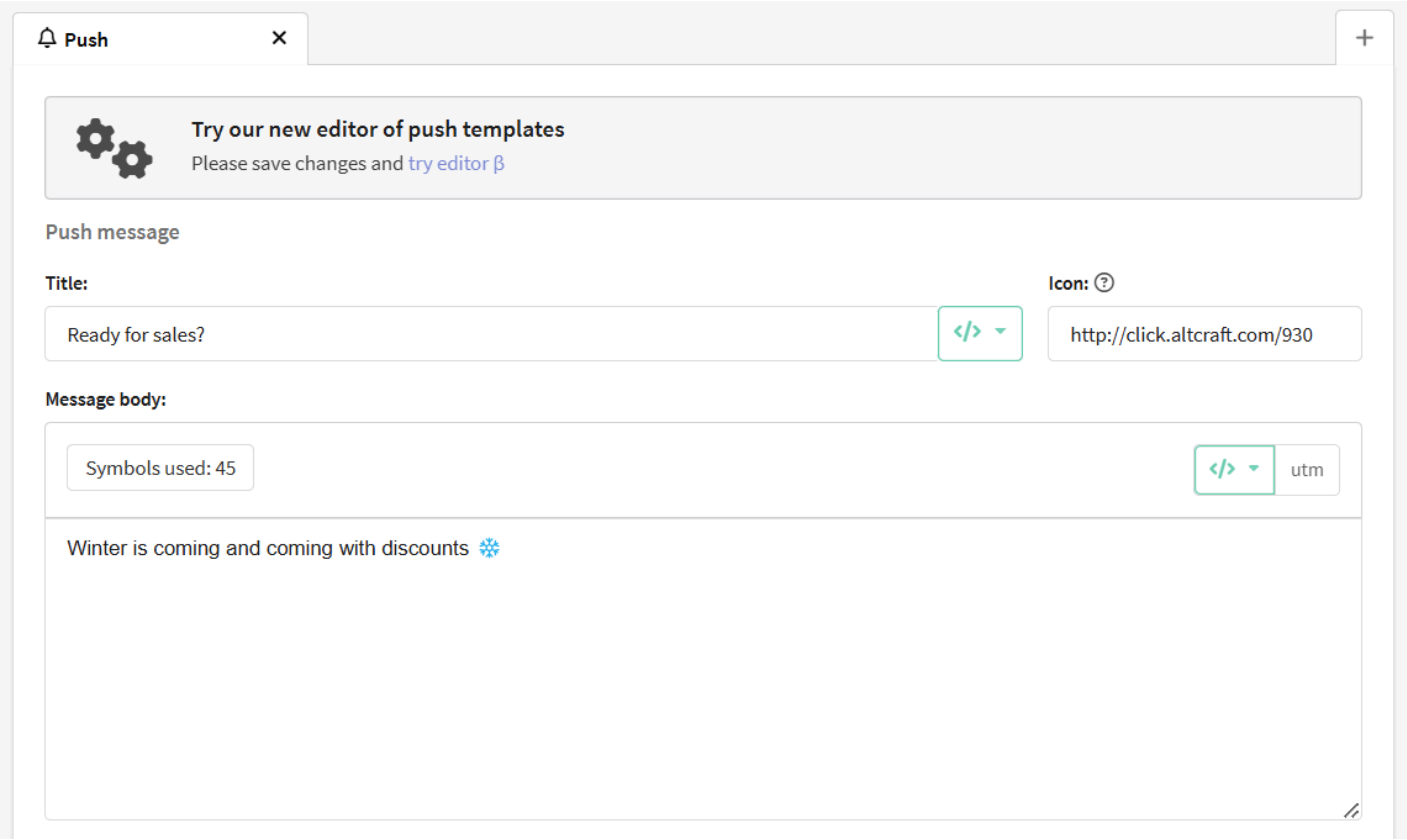
- **Title — It is recommended to use no more than 25 characters so that the text is not cut off on devices. Emojis are supported. The header can be personalized using the variable menu**

  </>

  .
- **Icon — an image to display in the notification. In the browser Apple Safari, only one image is supported for all notifications, its configuration is performed in [setting up the push channel in resourse](#).**
- **Message body — the main text of the notification. Emojis are supported. It is recommended to use up to 150 characters. You can also use variables in the message body to personalize**

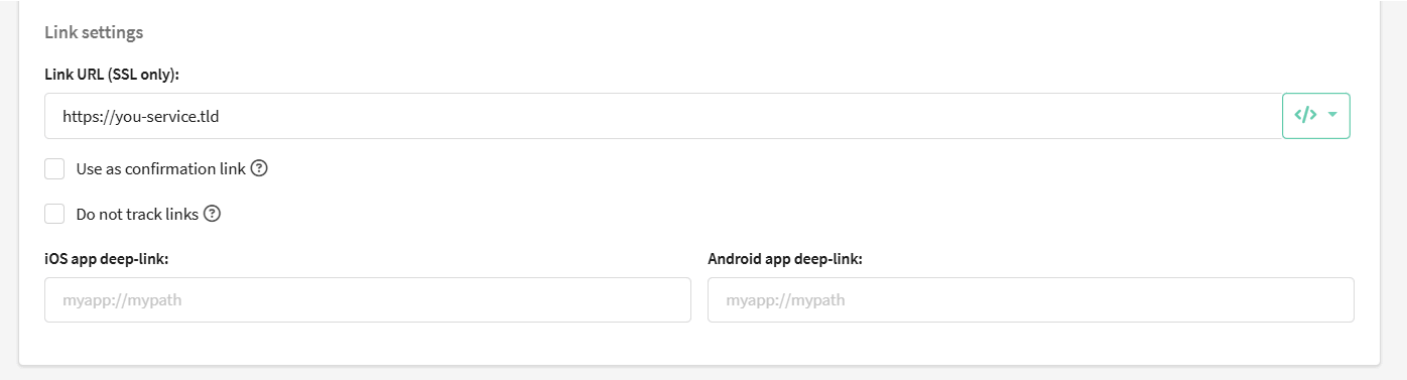
  </>

  . The editor automatically counts the number of characters:



In the block Link settings are available:

- **Link URL (SSL only) — The URL that opens when you click on the notification. Only the secure protocol (SSL) is used. A menu of variables is available for inserting, for example, promo codes, so that the user immediately goes to the page with the offer and the calculated discount.**
- **iOS app deep-link — link to go to iOS apps.**
- **Android app deep-link — link to go to Android apps.**



To add utm tags to the link click on the

utm

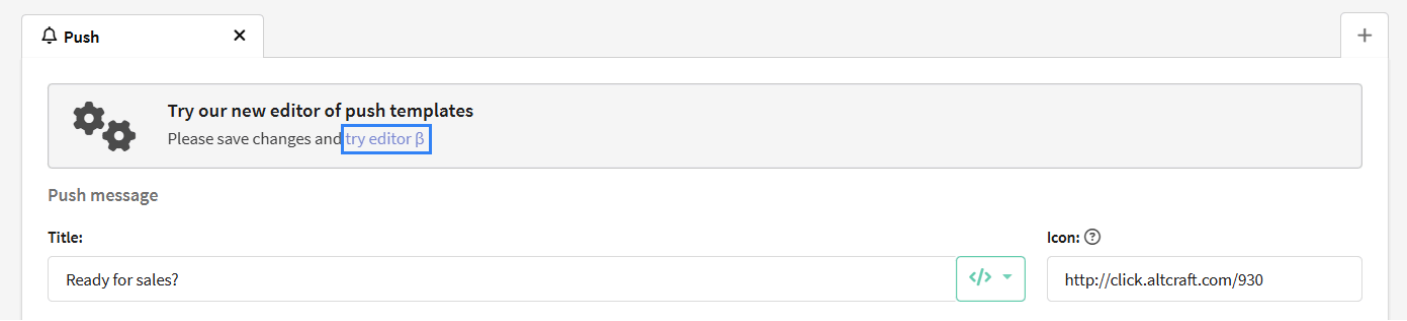
button in the upper right corner of the editor or set the labels manually.

Additionally, the link in the push can be a confirmation link. You can create a double opt-in subscription mechanism. You also can disable tracking. If you decide not to wrap links for tracking, keep in mind that in this case the platform will not be able to capture clicks on the link, and deep-link links will become unavailable.

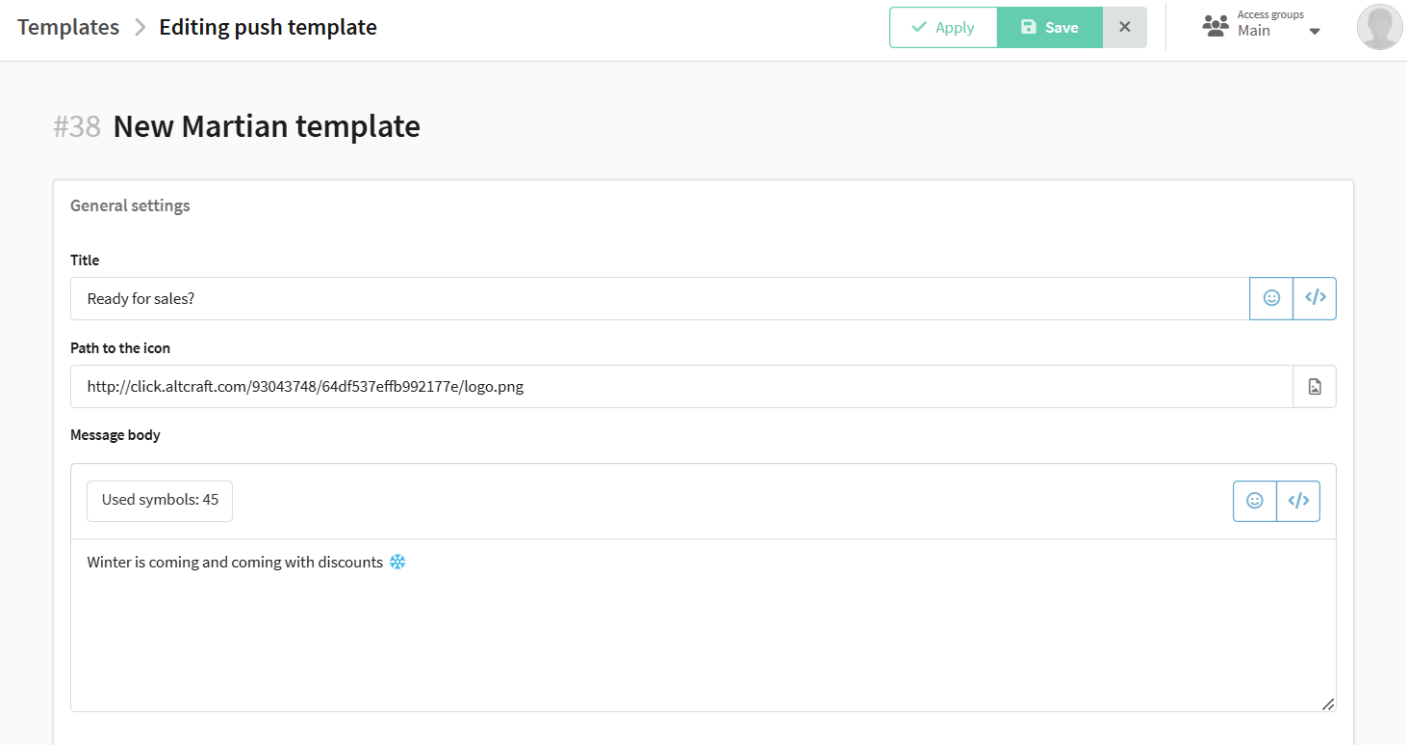
Rich Push editor

Get started

To switch to the editor for Rich push notifications, you need to prepare the initial version of the message in a standard editor (you can do it without a link to go to) and save the template using the “Apply” button. After that, the “try the β editor” button will be available in the editor:



The title, the path to the icon and the body of the message will be filled with the data that you specified in the standard push editor. You can edit these fields if necessary.



Click-through link

The general action on click is the link that the user will click when they click on the push notification. In this block, you set up a link. Users will click on this link unless a unique link is set for different browsers and OS. The unique link is set below in the advanced settings section.

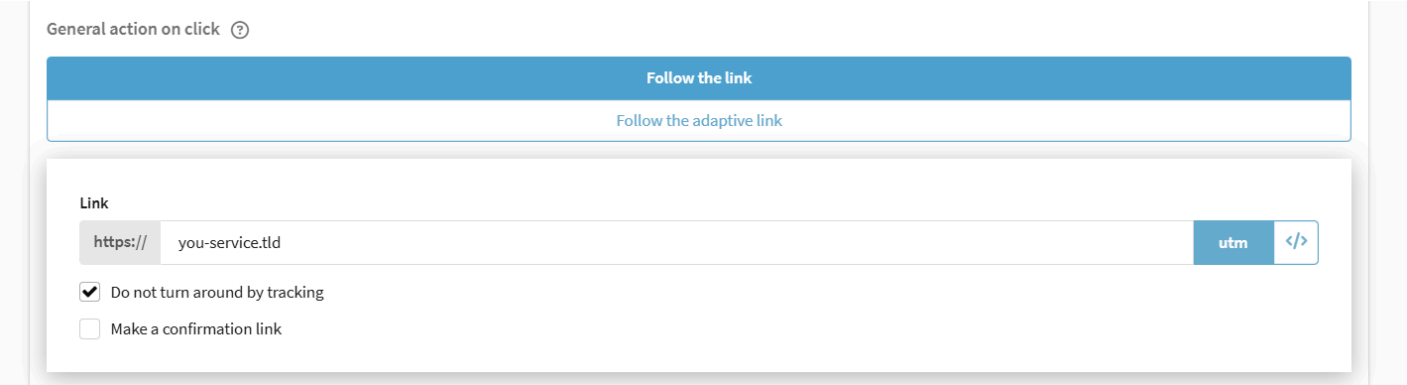
There are 2 types of links that can be used in the Rich push template editor:

- **regular link;**
- **adaptive link.**



Regular link

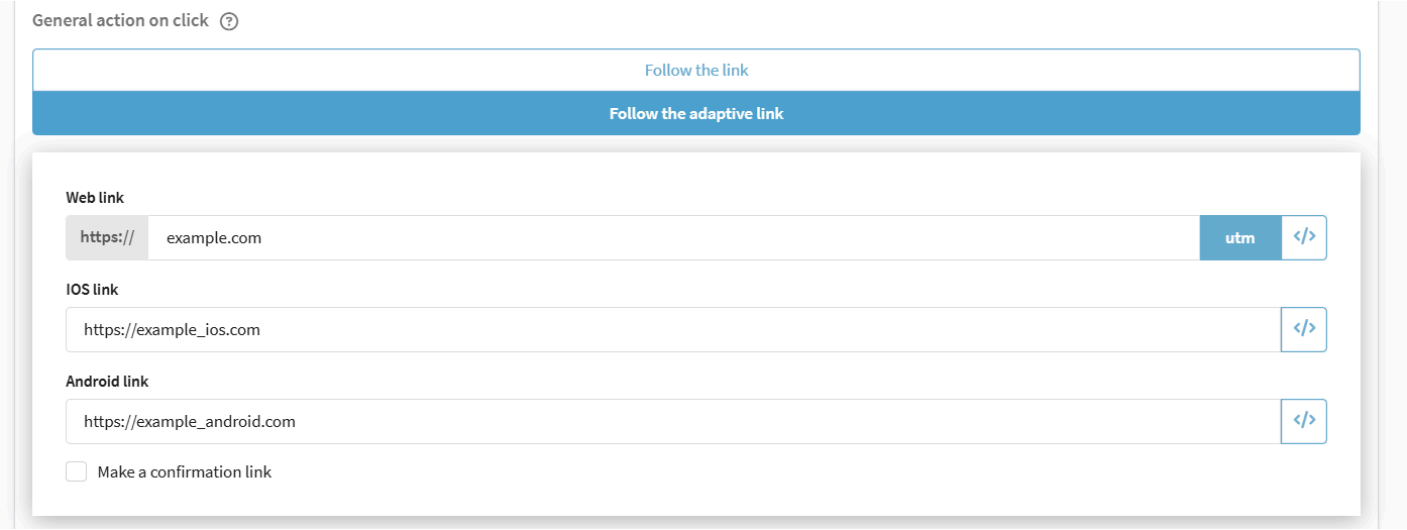
- **Specify the URL for following. You can only use https link, that means that a link must lead to a site that runs on a secure SSL connection.**
- **Insert variables using the button </>.**
- **Add UTM tags to track subscriber traffic. Click “utm” and in the window that opens, configure the labels, and then click “Customize UTM-tags”.**
- **Activate the field if necessary “Do not turn around by tracking” — this way you will disable the redirection to tracking when clicking on the link, and click statistics will not be collected.**
- **If you activate the field “Make a confirmation link”, then a template with such a link can be used to confirm the subscription. When clicking on the link, the profile status will be updated: `Unconfirmed` → `Subscribed`.**



Adaptive link

Adaptive link is a link to redirect the user to different URLs, depending on which device he opens the push notification from (desktop, Android or iOS).

- **Web link — the user will click on this link if he opens a push notification from a desktop device**
- **IOS link — The user will click on this link if they open a push notification from an iOS device.**
- **Android link — The user will follow this link if he opens a push notification from an Android device.**



Additional settings:

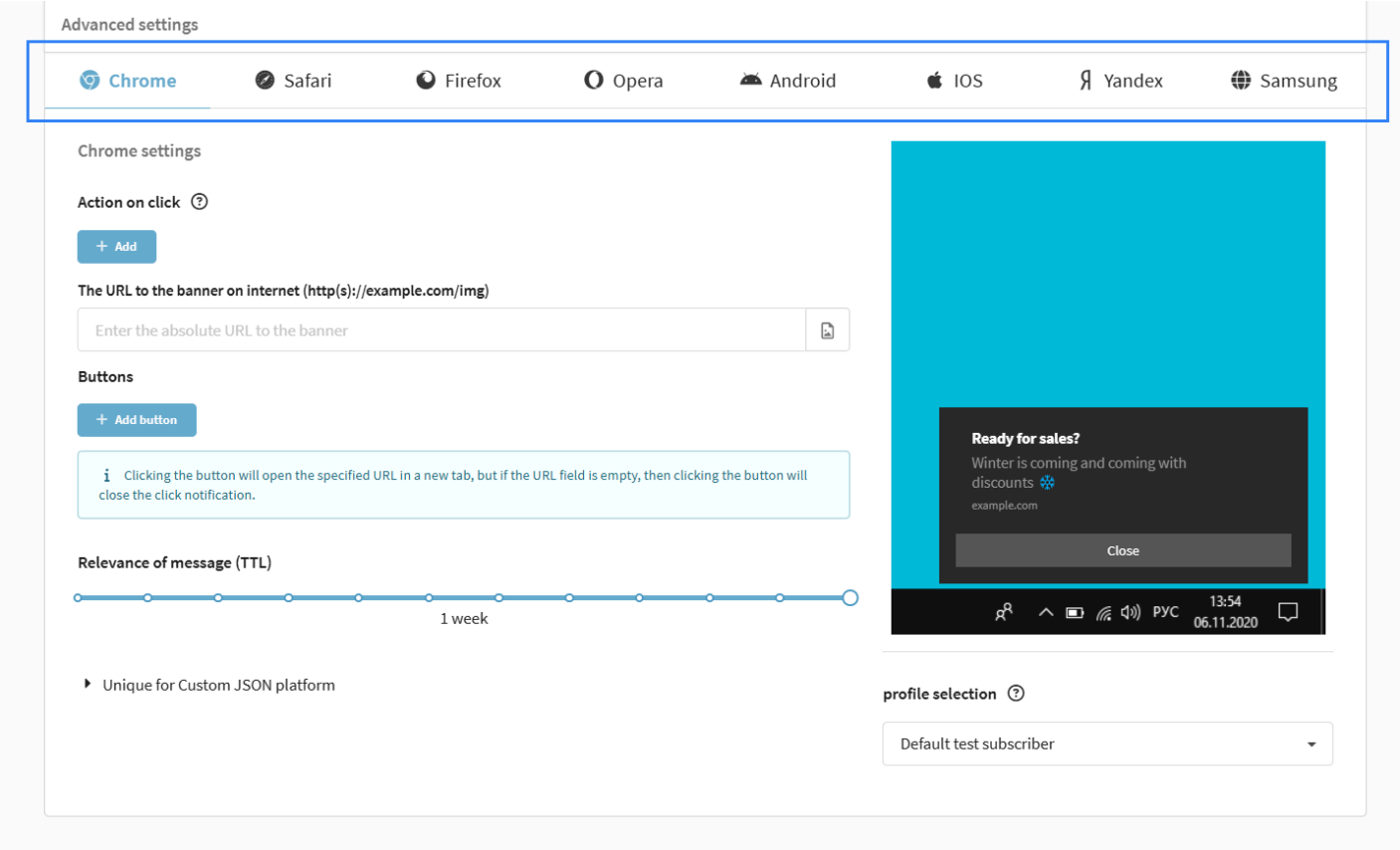
- **Make a confirmation link — a template with such a link is used to confirm the subscription. When clicking on the link, the subscription status of the profile will change from `Unconfirmed` → `Subscribed`.**
- **Add variables to the link using the button </>.**
- **Add UTM tags. To do this, click the “utm” button and in the window that opens, configure the labels, and then click Customize UTM-tags.**

Advanced settings

The extended version of the push notification editor allows you to create push messages for different OS variants and browsers. Switch between OS and browsers using the panel and configure a push message for each of them.

In addition, a preview of push messages is available to you on the left.

You can also specify a test subscriber to see exactly how the created push message will be displayed on his device.



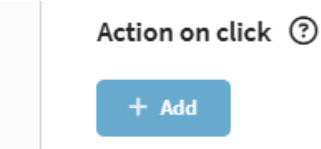
Individual push settings are available for 6 browsers and 2 operating systems. Most of the settings are the same.

Action on click

For each browser and OS, you can add click-through link. We remind you that it is a link for a user to follow.

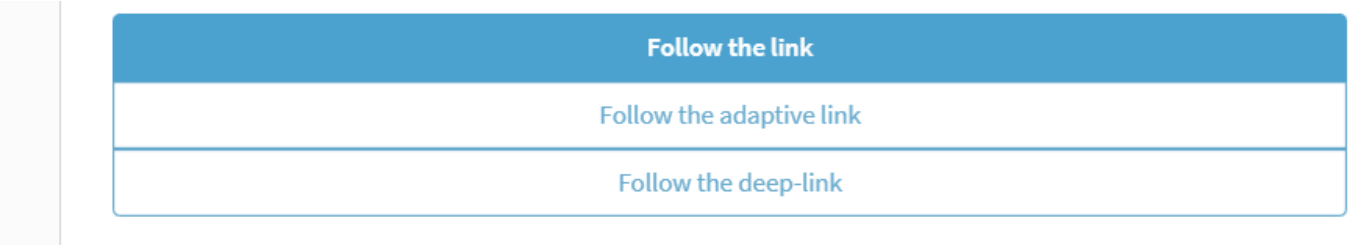
How do I set up a click-through link?

1. Click + Add:

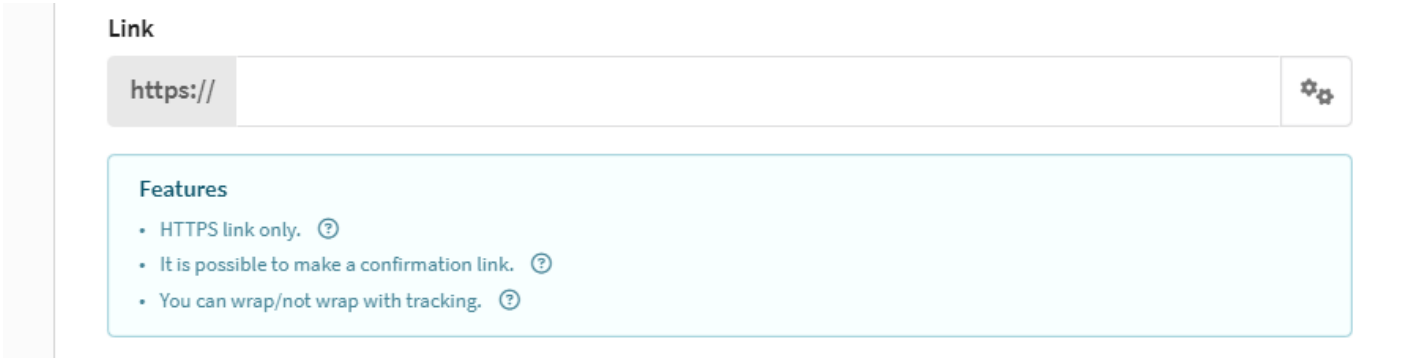


2. Select the type of the click-through link:

- **Regular link;**
- **Adaptive link;**
- **Deep-link link.**



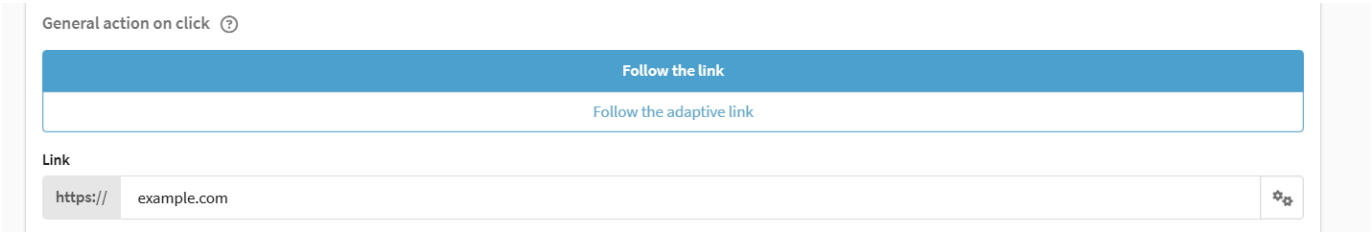
3. Enter the URL of the link and configure it:



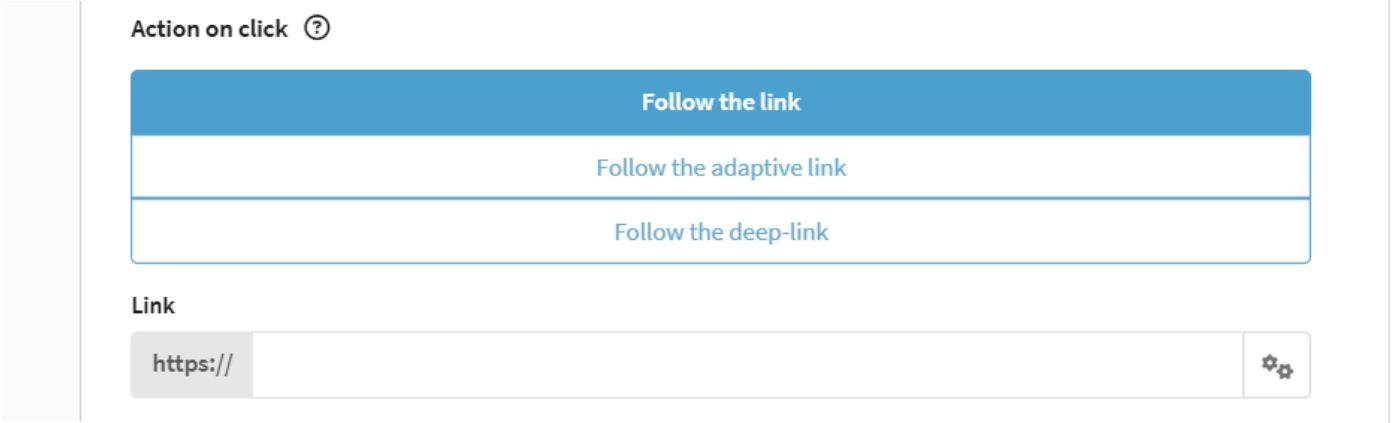
CAUTION

Please note that the link that you specify for each platform “overrides” general action on click.

General action on click



Action on click

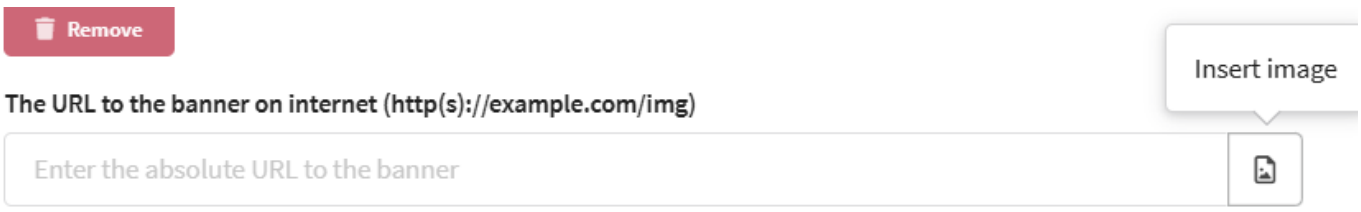


If you leave “action on click” to the platform empty, then even in this case it will “overwrite” general action on click.

When you leave the field with the click link empty, then when you click on it, the user will simply close the push notification.

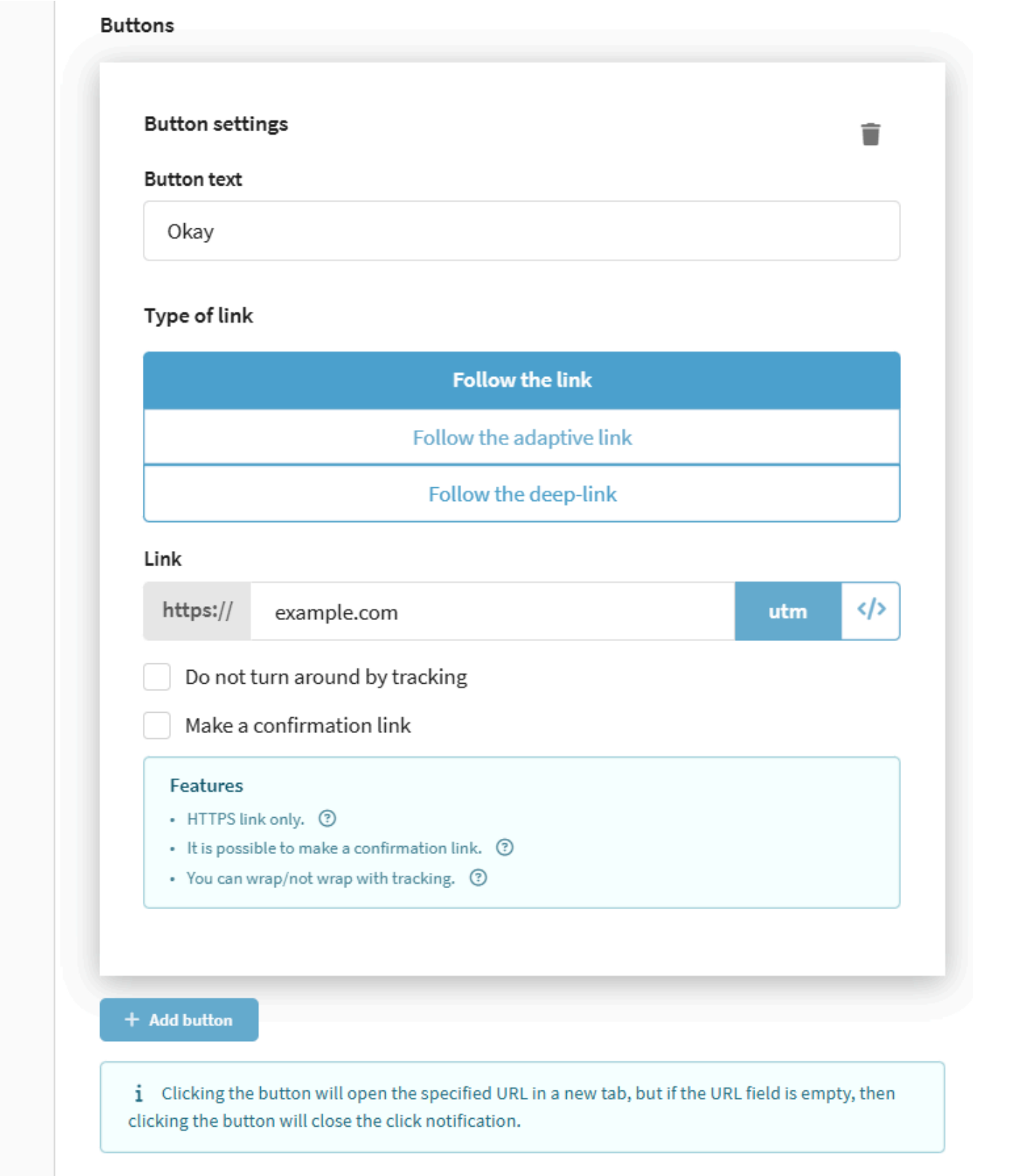
Banner

Specify the URL of the image. If the URL is correct, the banner image will be displayed in the preview. In addition, you can add an image from the gallery.



Buttons

Click “Add button”. In the window that opens, enter the button text of the button and select the action that the user will perform when he clicks on the button. Read about setting up a click-through link right there.

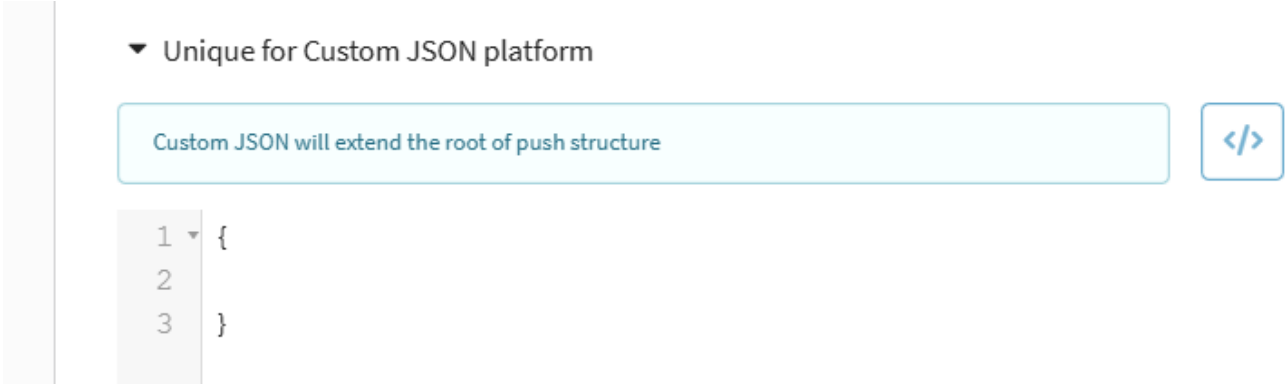


CAUTION

If the field “Link” is left empty, then when clicking on the button, the user will close the push.

Unique for Custom JSON platform

You can pass additional fields in JSON format to the message to expand the root structure of the push message.



Relevance of message (TTL)

TTL (“time to live”) is the period of time during which the push service monitors the status of a recipient’s device for its connection to the Internet. As soon as a recipient appears online within the specified time, a push message will be delivered to him. If the time has expired and a recipient has not appeared on the network, the system stops tracking its status, and, accordingly, the push notification is considered not delivered.

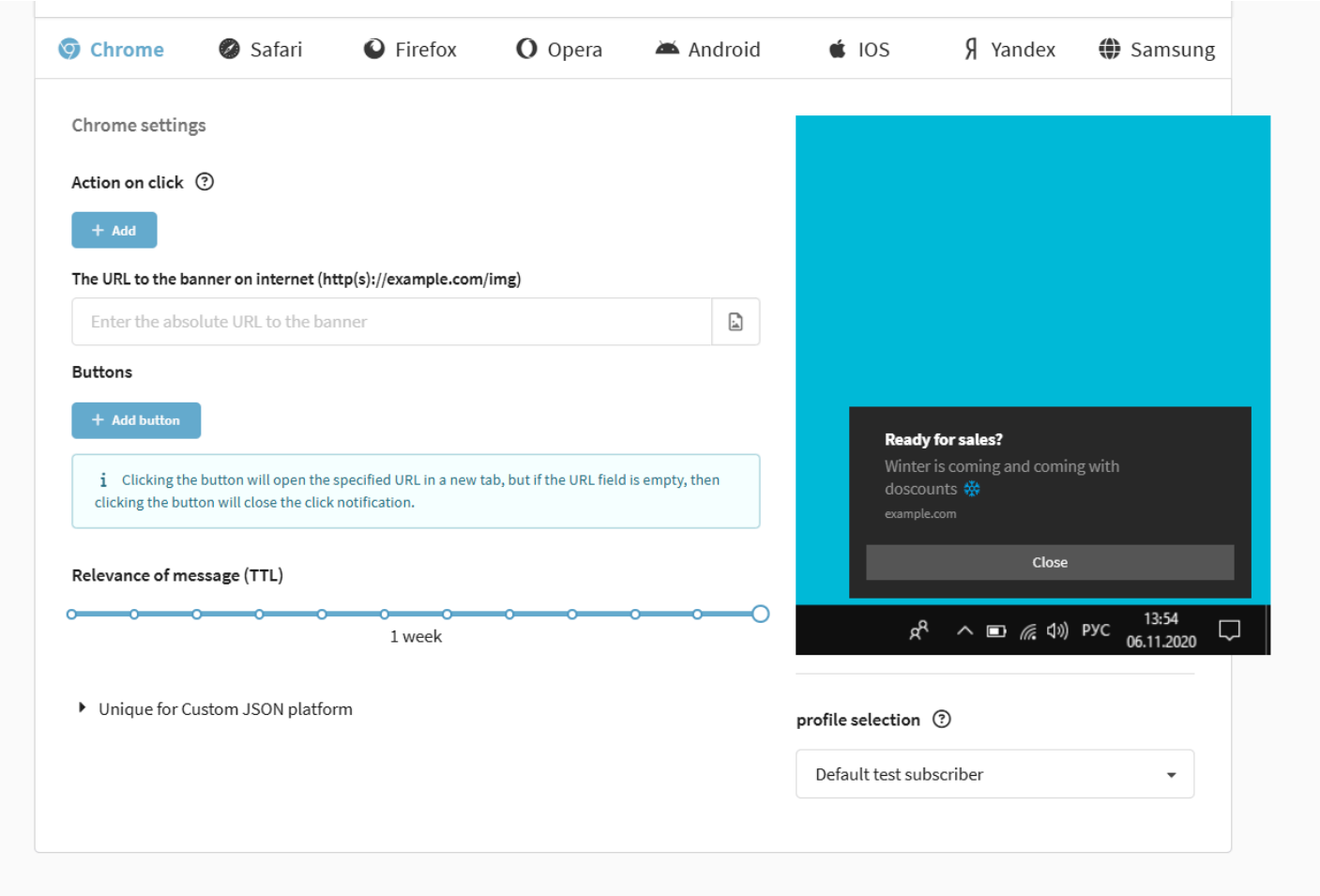
Move the slider to set the “time to live” of the push message:



Chrome

The following settings are available for this browser:

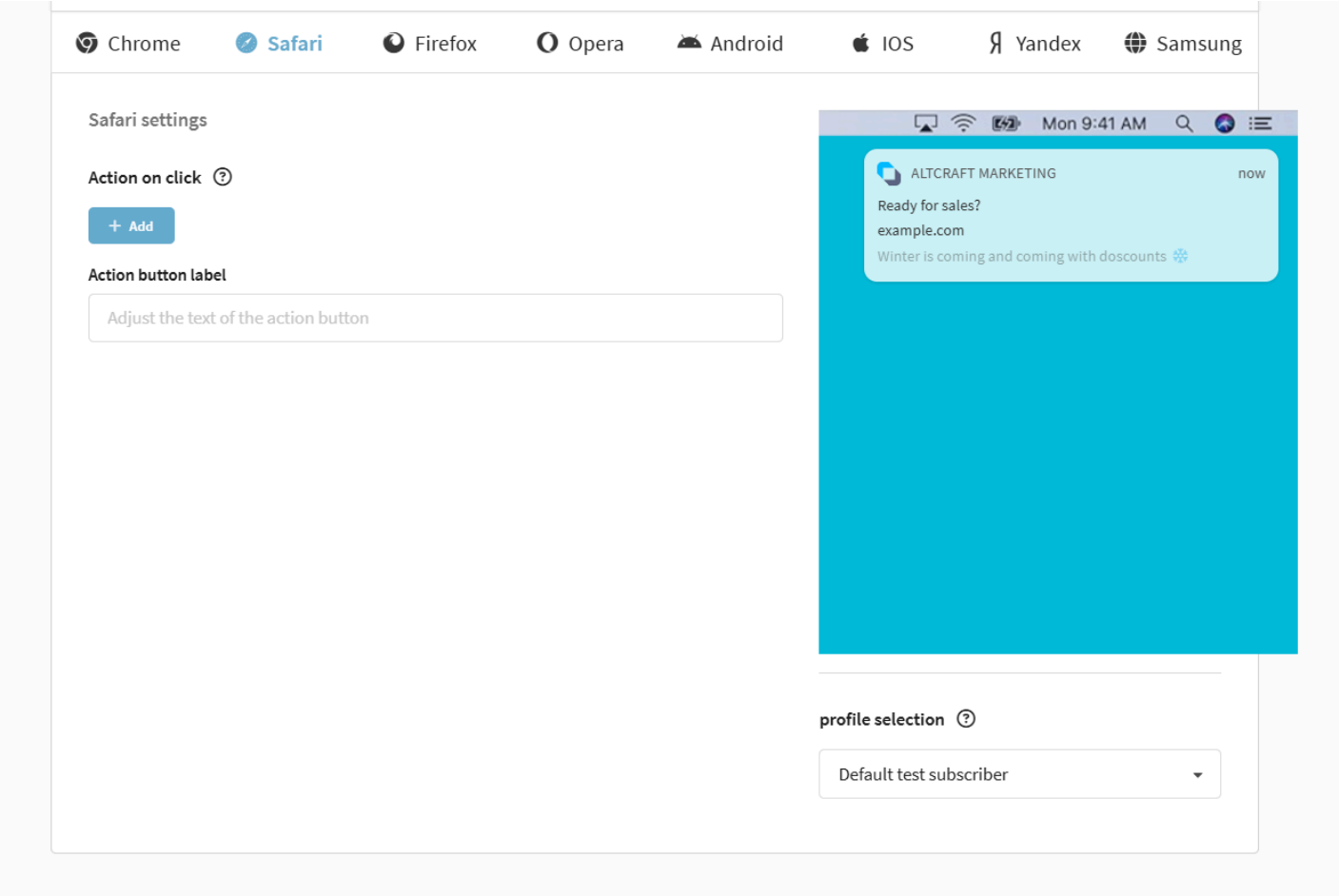
Field	Value
Action on click	**The link that a user will follow when they click on a push message**
Banner	**Link to a banner image**
Buttons	**When the button is clicked, a user will perform a certain action**
TTL	**The time during which the service monitors a device’s connection for delivery of a message. Then an expiration happens**
Unique for Custom JSON platform	**Additional fields in JSON format to expand the root structure of the push message**



Safari

The following settings are available for this browser:

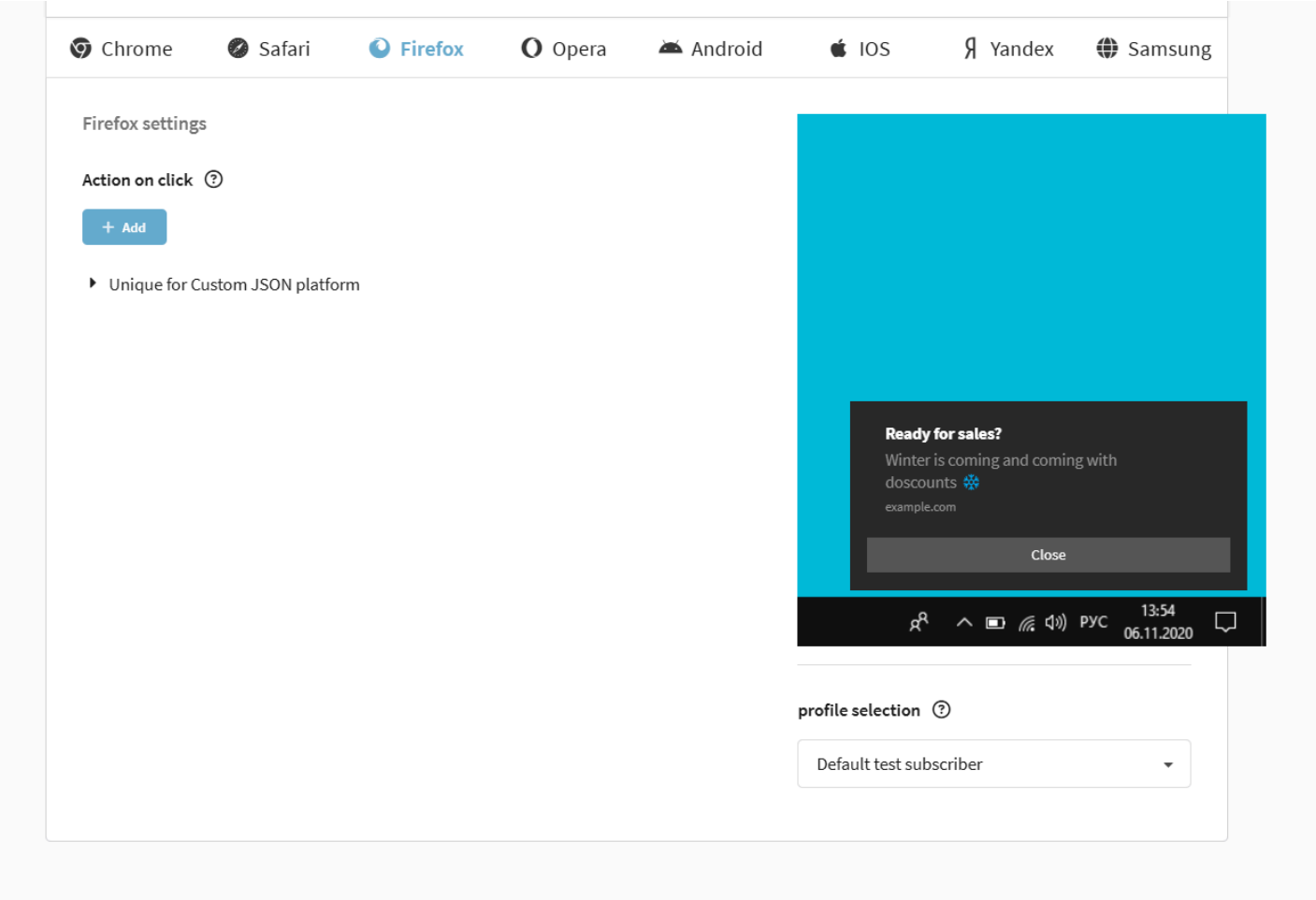
Field	Value
Action on click	**A link that users will follow when they click on a push message**
Action button label	**When the button is clicked, a user will perform a certain action**



Firefox

The following settings are available for this browser:

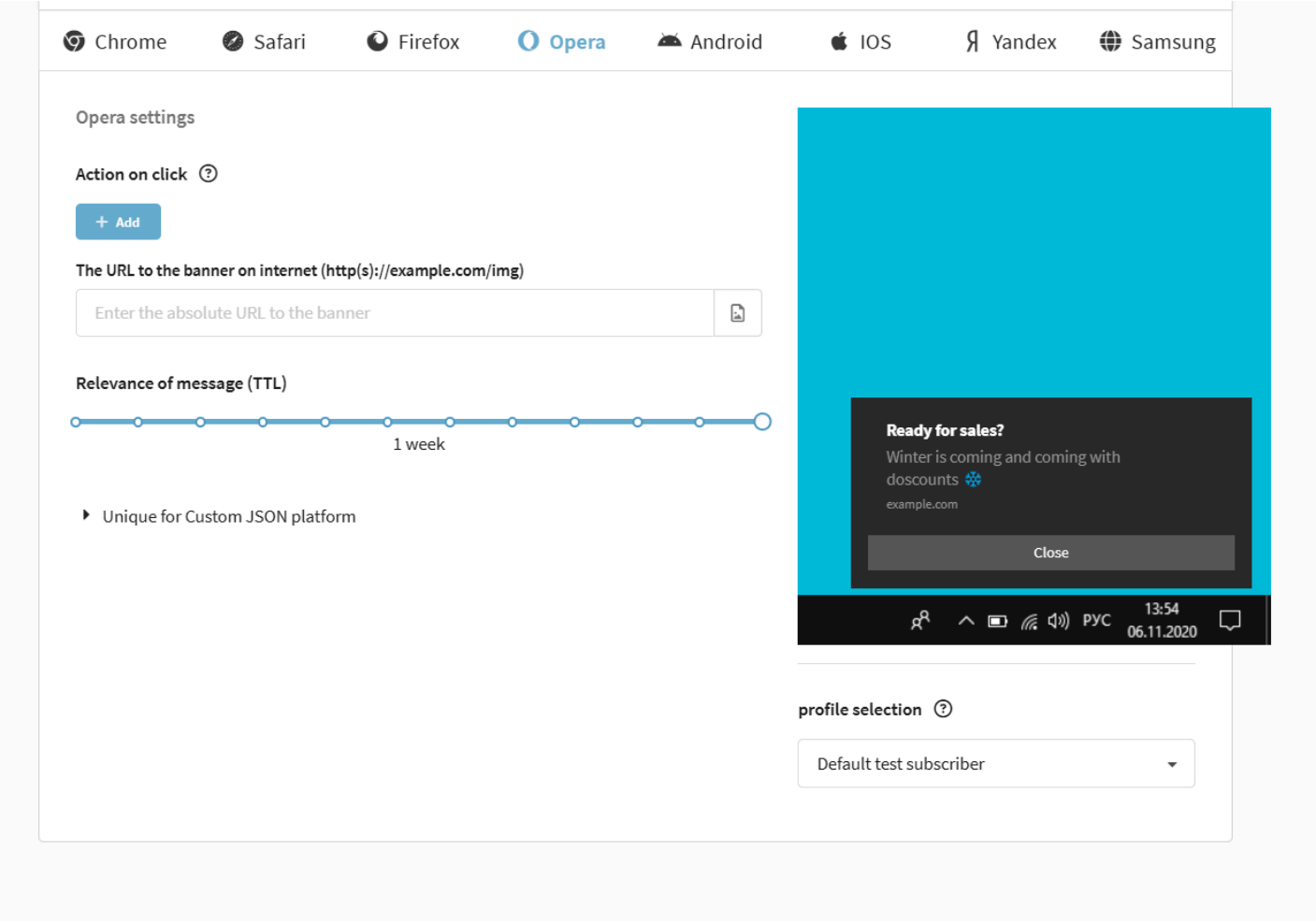
Field	Value
Action on click	**A link that users will follow when they click on a push message**
Unique for Custom JSON platform	**Additional fields in JSON format to expand the root structure of the push message**



Opera

The following settings are available for this browser:

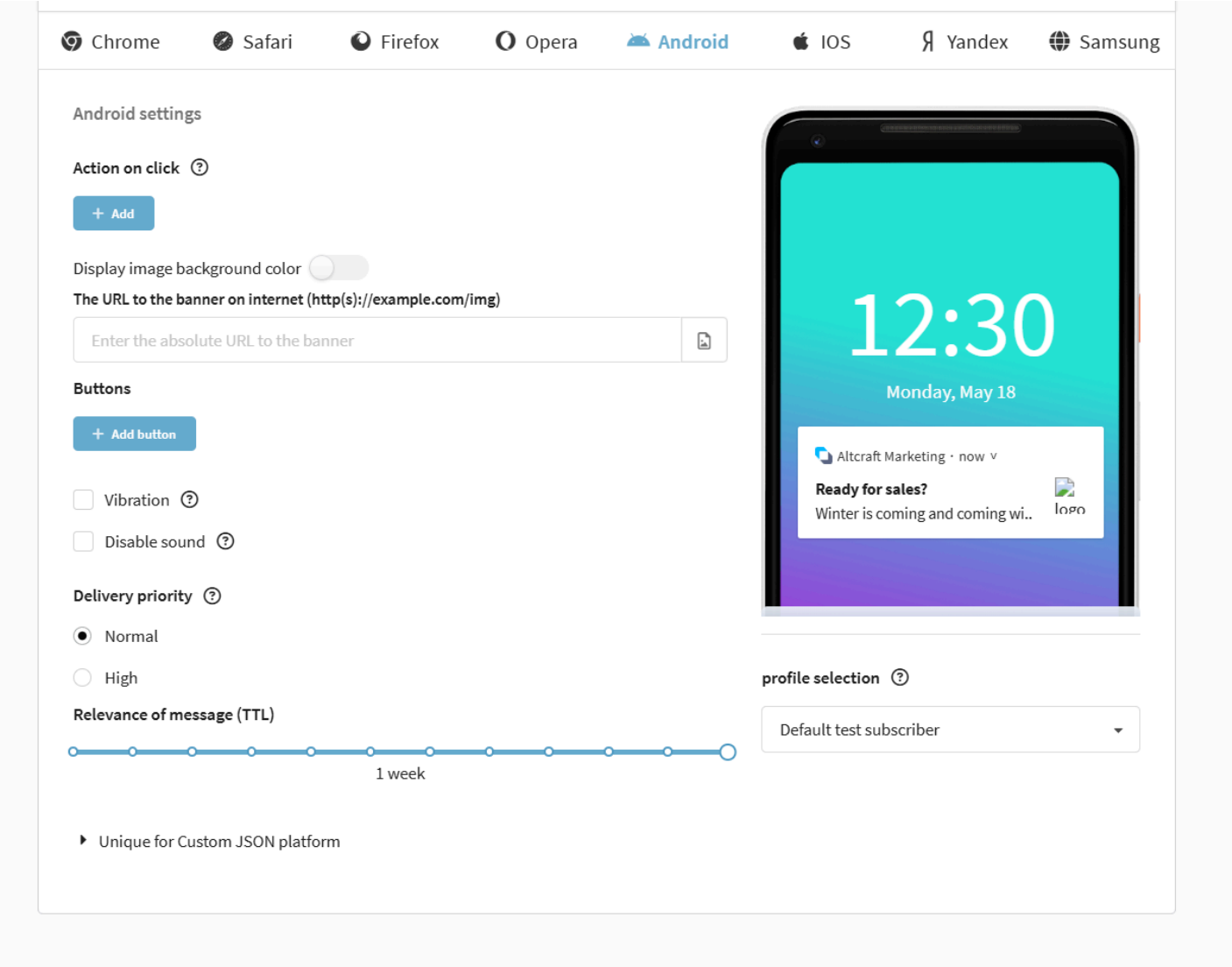
Field	Value
Action on click	**A link that the users will follow when they click on a push message**
Banner	**Link to the banner image**
Relevance of message (TTL)	**The time during which the service monitors a device's connection for delivery of a message. Then an expiration happens**
Unique for Custom JSON platform	**Additional fields in JSON format to expand the root structure of the push message**



Android

The following settings are available for this OS:

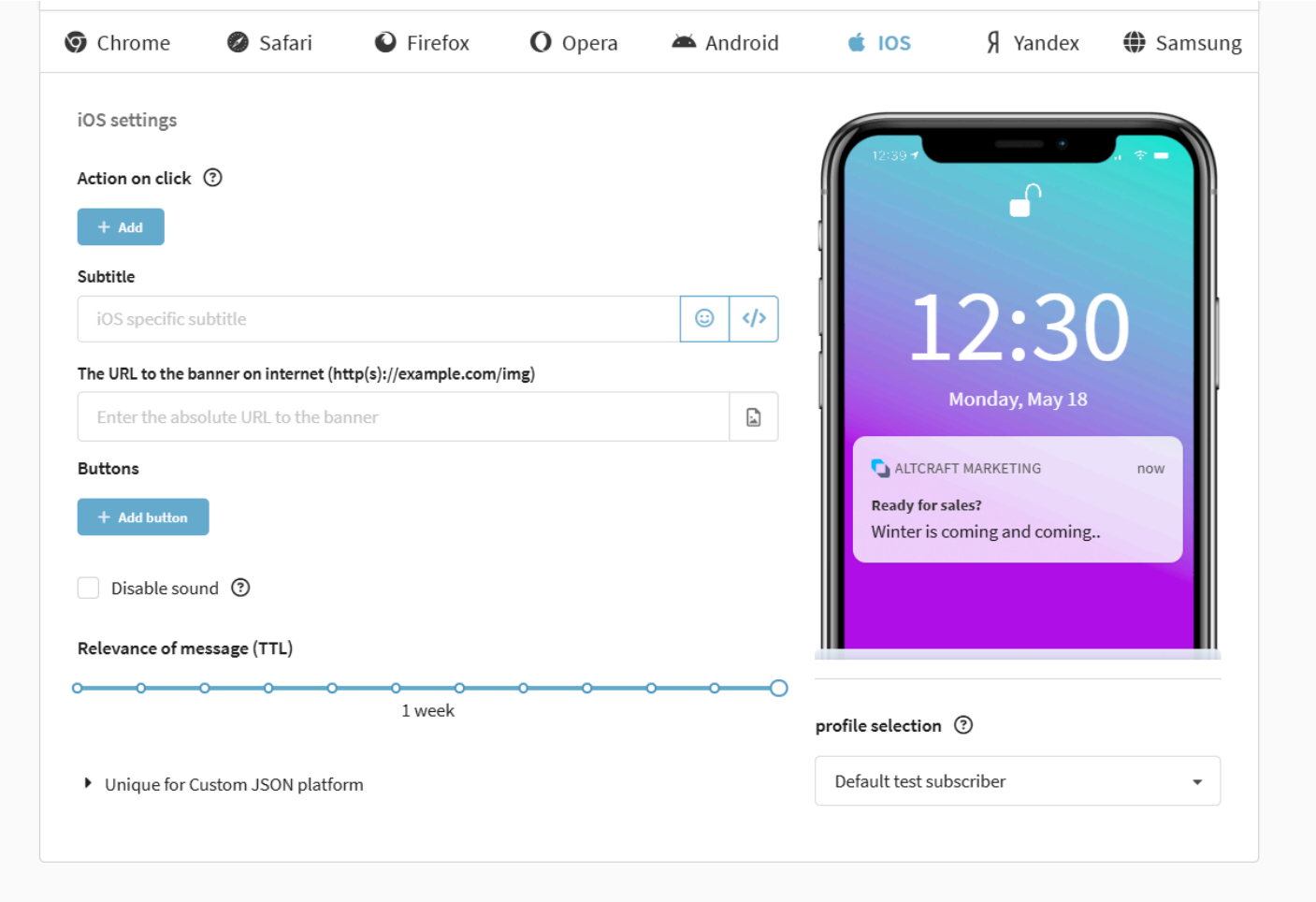
Field	Value
Action on click	**A link that users will follow when they click on a push message**
Display image background color	**Background of the push notification**
Banner	**Link to the banner image**
Buttons	**When the button is clicked, a user will perform a certain action**
Vibration	**When receiving a push notification, user's device will reproduce vibration**
Disable sound	**When delivered to a device, a push notification will not play sound or vibration**
Delivery priority	**Normal: the delivery of messages with normal priority can be postponed indefinitely to save battery power.** **High: push notification launches the app in the background and immediately gets internet access.**
Relevance of message (TTL)	**The time during which the service monitors a device's connection for delivery of a message. Then an expiration happens**
Unique for Custom JSON platform	**Additional fields in JSON format to expand the root structure of the push message**



iOS

The following settings are available for this OS:

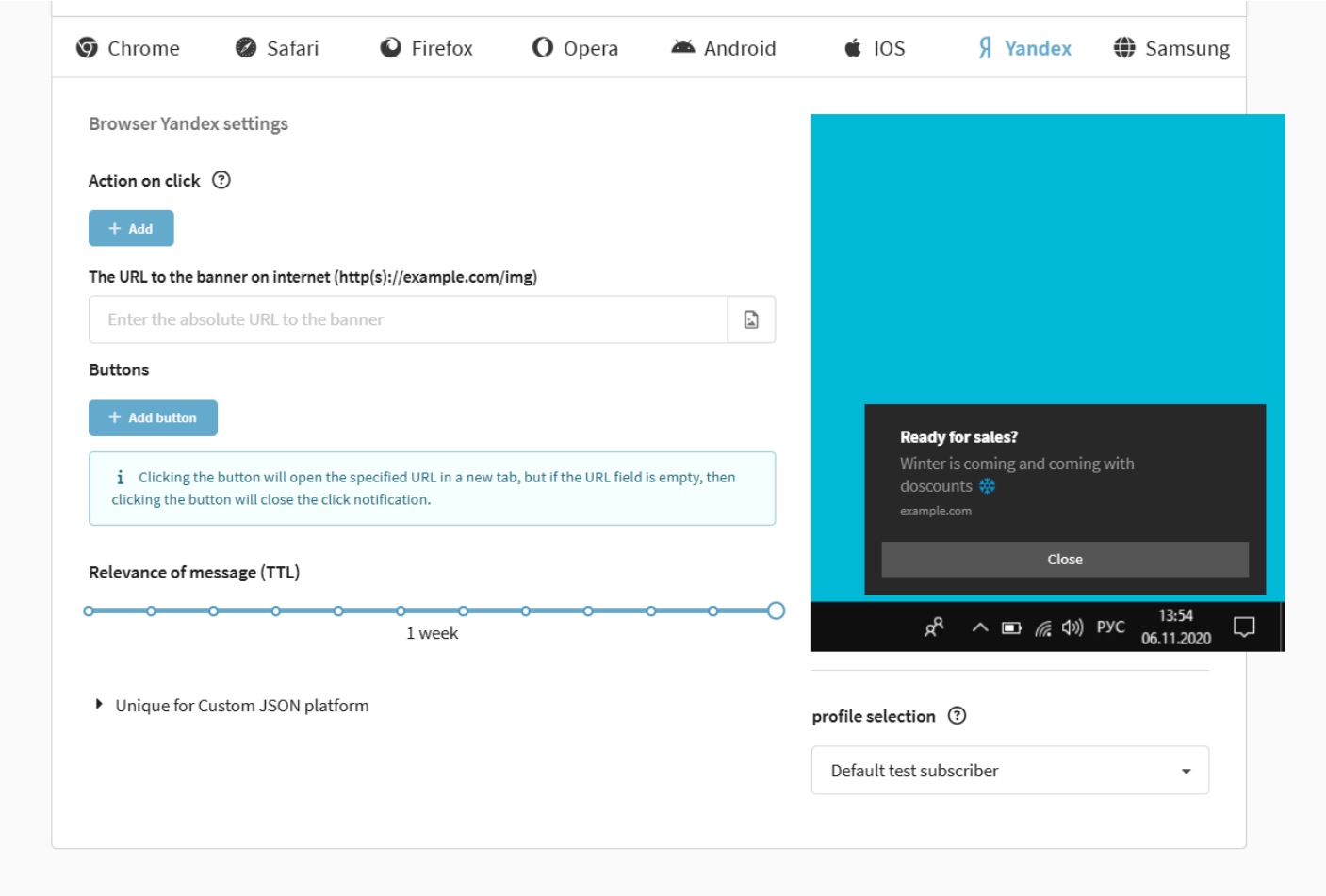
Field	Value
Action on click	**A link that users will follow when they click on a push message**
Subtitle	**IOS-specific subtitle**
Banner	**Link to the banner image**
Buttons	**When the button is clicked, a user will perform a certain action**
Disable sound	**When delivered to the device, the push notification will not play sound and vibration**
Relevance of message (TTL)	**The time during which the service monitors a device's connection for delivery of a message. Then an expiration happens**
Unique for Custom JSON platform	**Additional fields in JSON format to expand the root structure of the push message**



Yandex

The following settings are available for this browser:

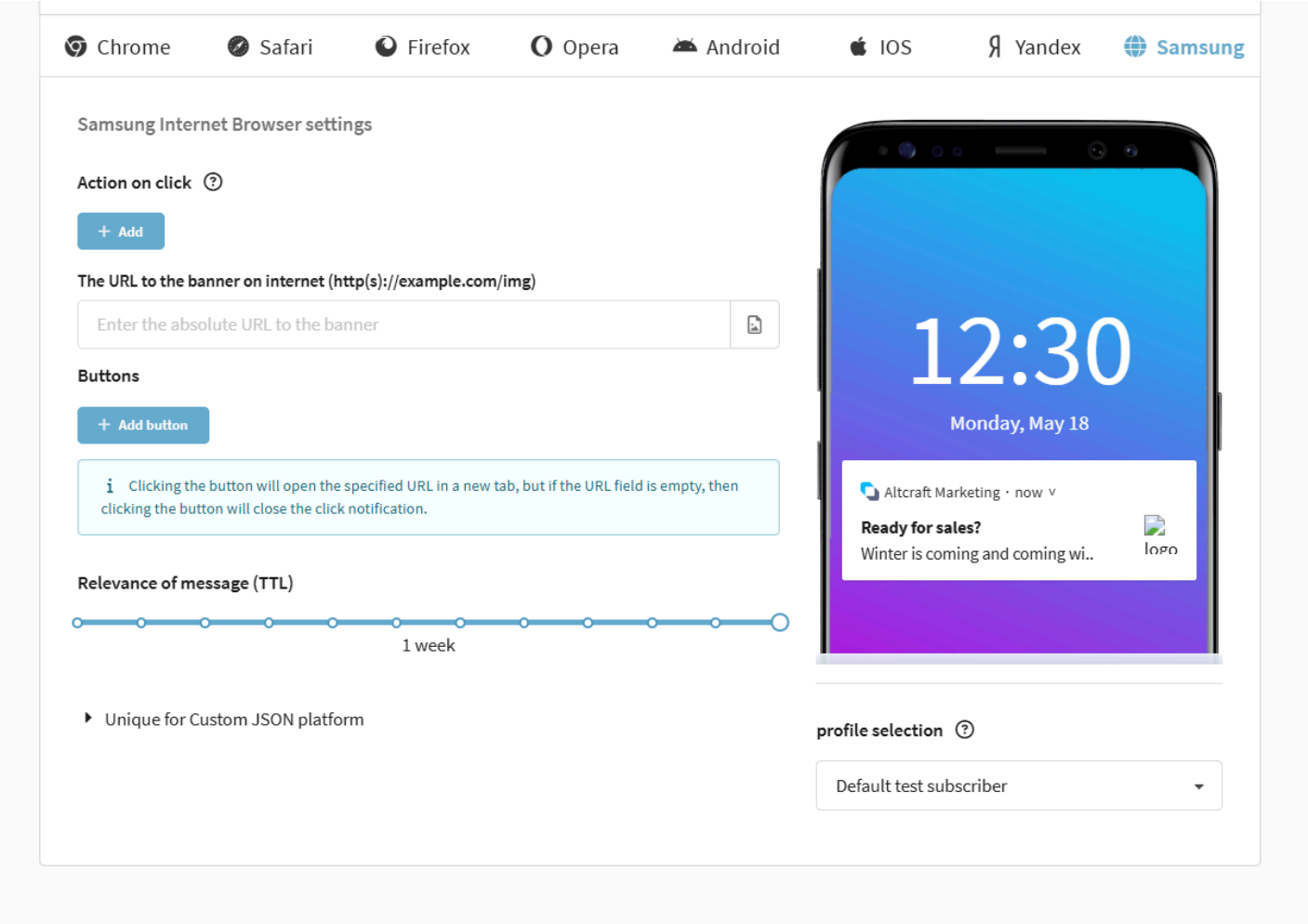
Field	Value
Action on click	**A link that users will follow when they click on a push message**
Banner	**Link to the banner image**
Buttons	**When the button is clicked, the user will perform a certain action**
Relevance of message (TTL)	**The time during which the service monitors a device's connection for delivery of a message. Then an expiration happens**
Unique for Custom JSON platform	**Additional fields in JSON format to expand the root structure of the push message**



Samsung

The following settings are available for this browser:

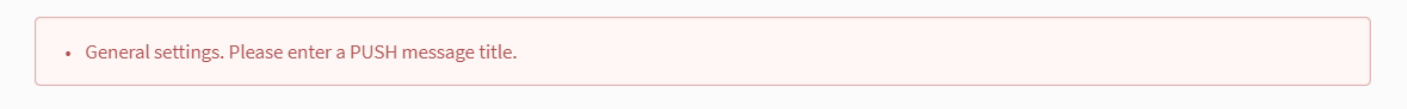
Field	Value
Action on click	**A link that users will follow when they click on a push message**
Banner	**Link to a banner image**
Buttons (no more than two at once)	**When the button is clicked, the user will perform a certain action**
Relevance of message (TTL)	**The time during which the service monitors a device's connection for delivery of a message. Then an expiration happens**
Unique for Custom JSON platform	**Additional fields in JSON format to expand the root structure of the push message**



Once you have set up all the necessary parameters for your template, save it by clicking on the “Save” button:



If you made some mistake when filling template fields, it will be displayed at the top of the screen. Correct your error and save the template again.

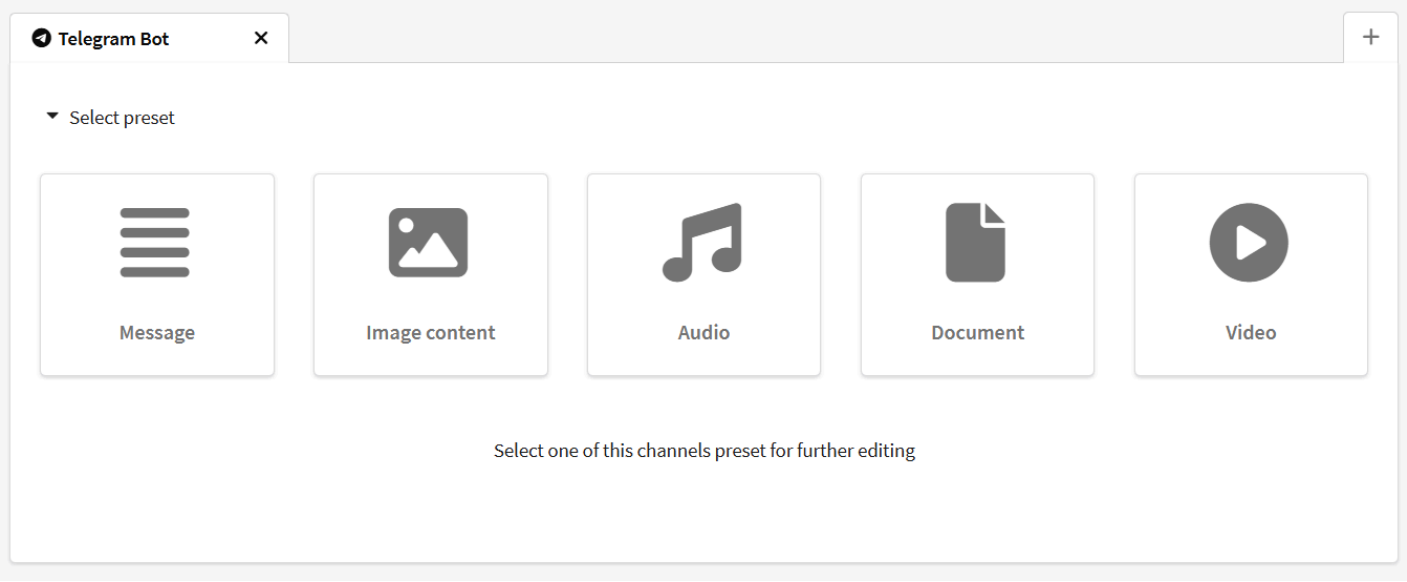


Now you can use this template to send Rich Push notifications. Read more about how to do this here: [Web push: setup and connection](#).

Telegram template

This article describes how to create templates for sending messages through channels such as Telegram Group and Telegram Bot.

First, select the type of content you want to send to subscribers:

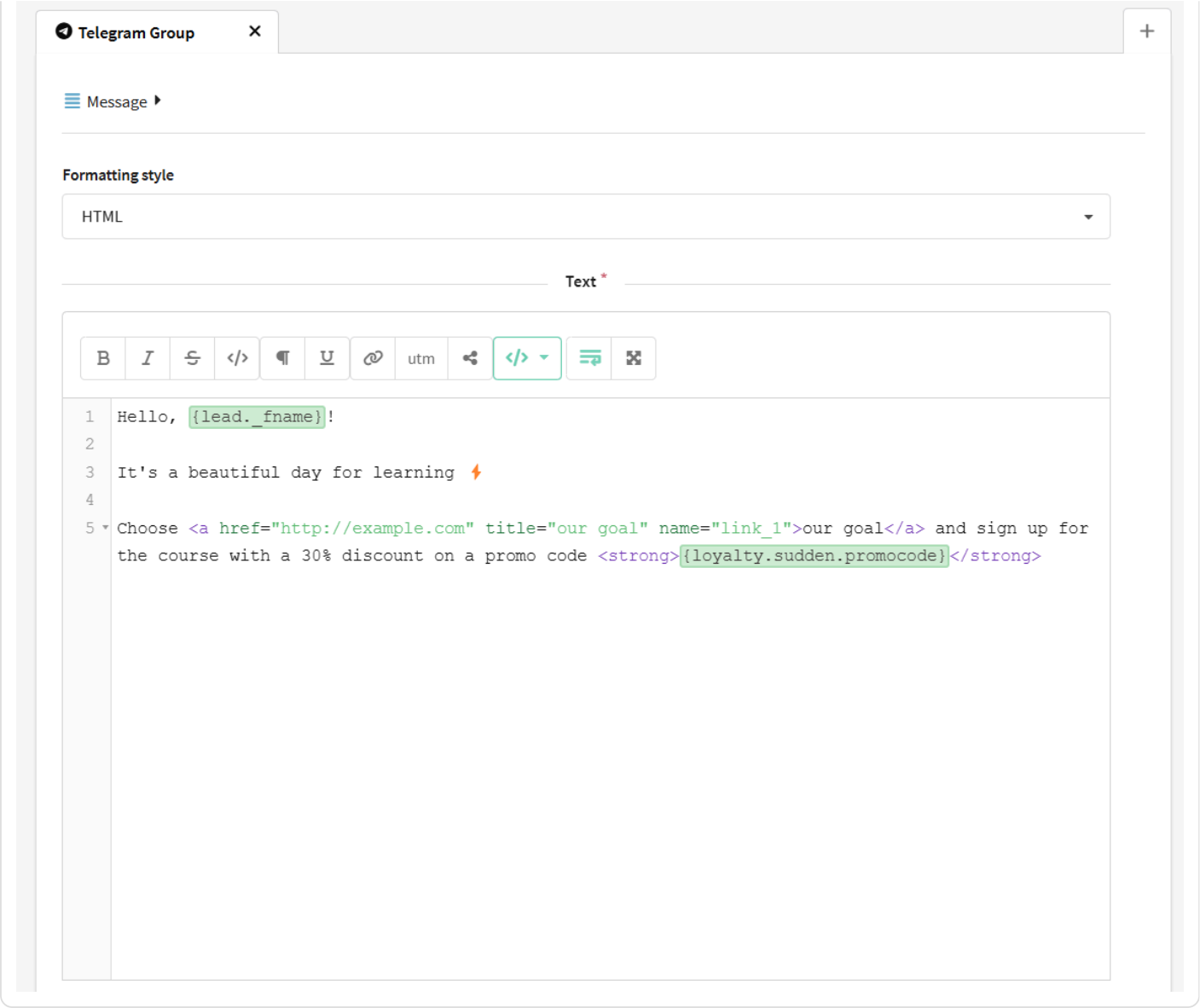


Message

Select the formatting style. We recommend choosing HTML, since the rest of the formatting styles are outdated. Then enter the text of the message.

TIP

The maximum length of a text message in Telegram is 4096 characters. Please note that data that is pulled from dynamic variables may exceed this limit.



The toolbar in the Telegram editor

The following functions are available to facilitate formatting and working with objects:

B

— bold text.

I

— *italics*.

~~S~~

— ~~strikethrough text~~.

</>

— code block.

¶

— preformatted text.

U

— underlined text.

— link editor, read more right there.

utm

— adding UTM tags.

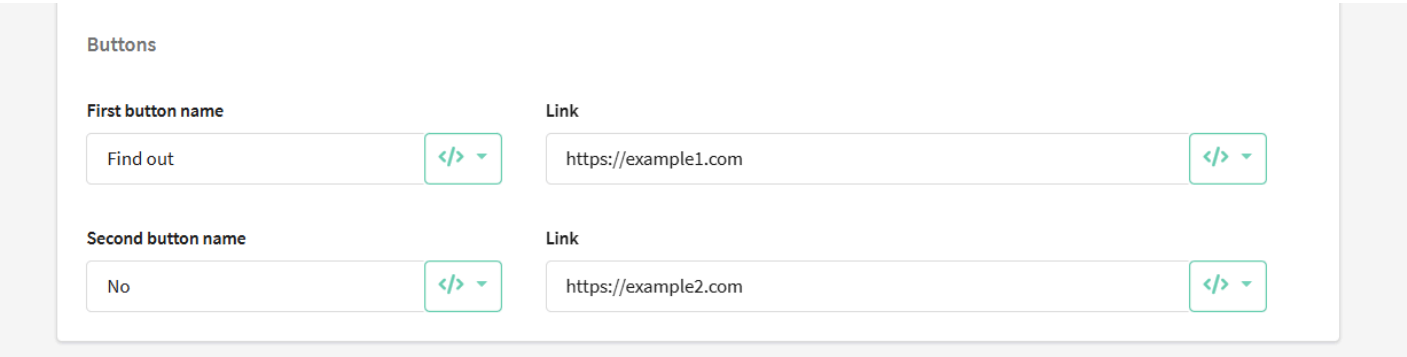
— adding buttons “Social share links”.

— menu of variables and functions of the editor. Using this button, you can add customer profile data, promo codes to the message, loops and boolean expressions, as well as dynamic content and system links.

— toggle word wrapping.

— full-screen mode.

To add a button to a message, enter a name and a link that the user will follow by clicking on the button. It is possible to add no more than 2 buttons.

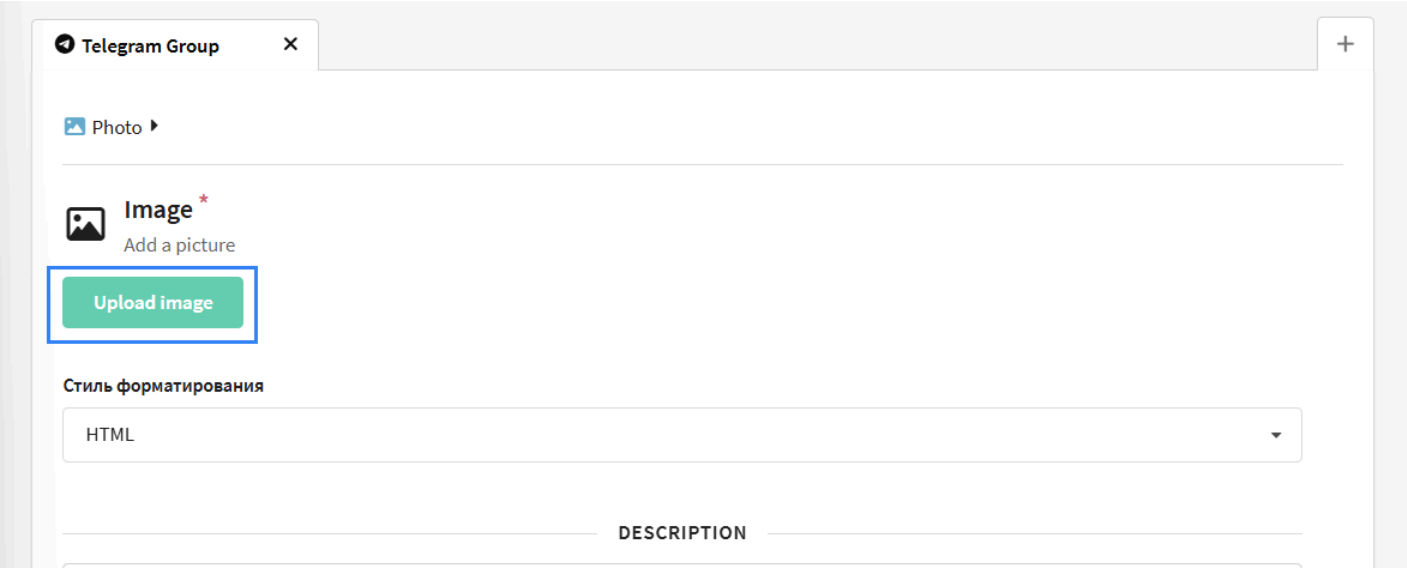


TIP

The links in the templates for Telegram Bot and Telegram Group are shortened.

Media files

In order to add am image, click on the button “Upload image” and select an image in the gallery.



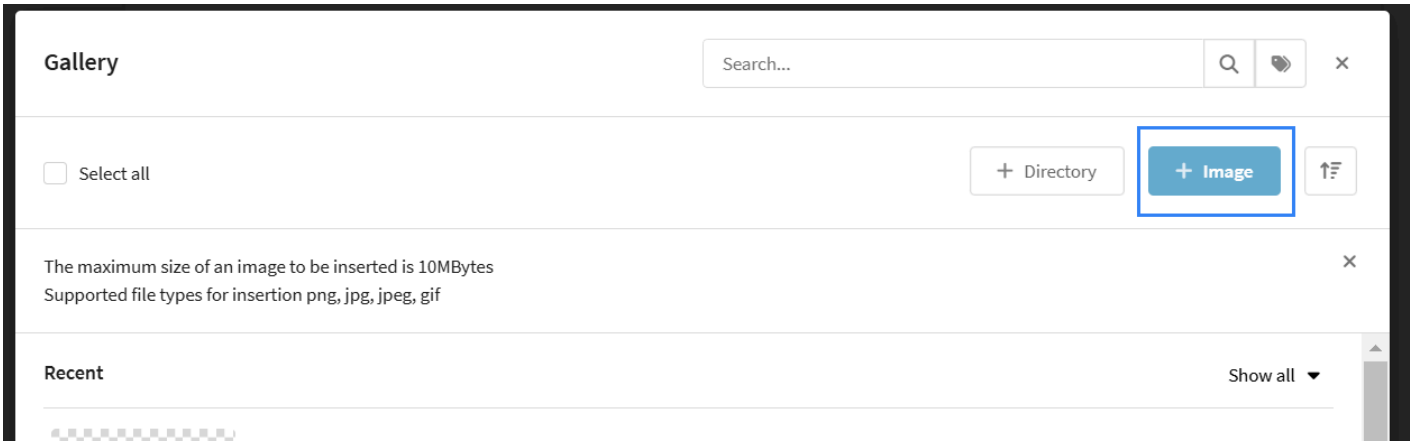


Image requirements:

- **Formats: PNG, JPG, JPEG, GIF.**
- **Maximum size: 10 MB.**
- **The sum of the width and height of the photo should not exceed 10000.**
- **The ratio of width and height should not exceed 20.**

In order to add an audio, video or document, use one of the options:

1. **Download the file from your device.**
2. **Add the file to the local path. Select the file storage directory on the server where the platform is installed. You can use client profile variables in the directory path. Enter the location of the file and click “Add”.**

Audio file requirements:

- **Formats: MP3 and M4A.**
- **Maximum size: 5 MB.**

Document requirements:

- **Formats: any document format.**
- **Maximum size: 5 MB.**

Video requirements:

- **Formats: MP4.**
- **Maximum size: 5 MB.**

TIP

You can also add a description (up to 1024 characters) to files of any type.

WhatsApp template

Description

At the moment, only template messages (HSM) can be sent via Altcraft Platform.

A template message is an HSM message that must be pre-approved by Facebook. Use this type of template when initiating a conversation with a user. As of July 1, 2025, each sent template is billed separately based on its category.

If a customer contacts you first on WhatsApp, a 24-hour window opens during which you can send service and non-template messages free of charge.

Message templates for WhatsApp are created in the provider's personal account.

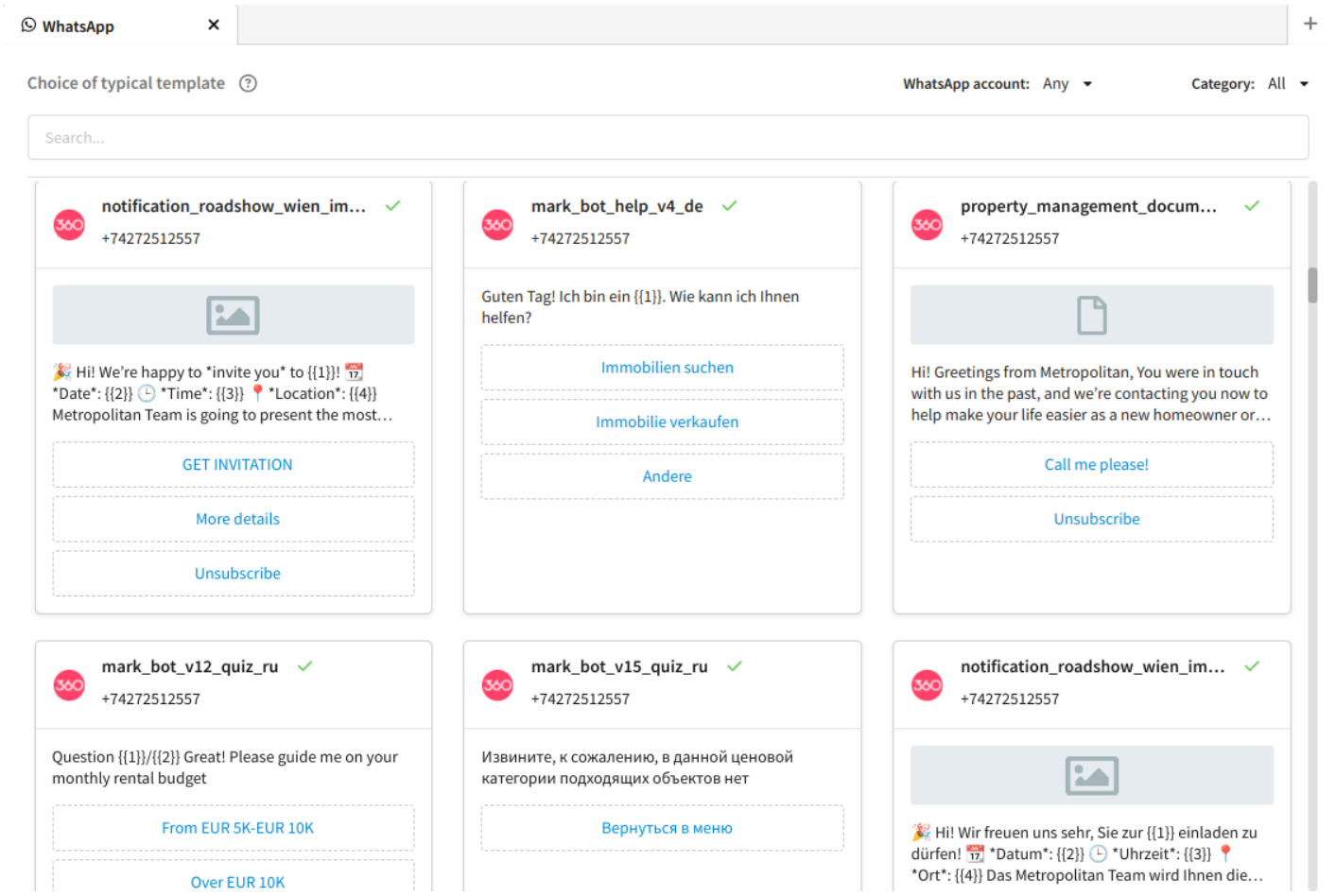
> **CAUTION**
>
> **Currently, only typical templates (HSM) can be sent via the Altcraft Platform.**

Message templates for sending to WhatsApp are created in the provider's personal account.

> **TIP**
>
> **You can find more information about creating templates in your provider's documentation.:**
>
> - **Edna: https://pulse-alpha-six.vercel.app/docs/template/whatsapp/operator-template**
> - **360dialog: https://docs.360dialog.com/docs/360-client-hub/template-management-ui**

Creating a message

All templates available in WhatsApp accounts connected via Edna or via 360dialog are automatically available in Altcraft Platform and displayed in the editor. To search for the desired template in the platform, you can enter a query in the search bar or use the filter by account/category in the upper right corner.



CAUTION

Campaigns can only use templates agreed with Facebook.

The status of the template is displayed to the right of its name:



— the template has successfully passed moderation;



— template rejected;



— the template is under moderation;



— the template has not been submitted for moderation.

Select the template you want to use in the campaign. To create a message based on a WhatsApp template, click on it. The template structure will be displayed in the editor:

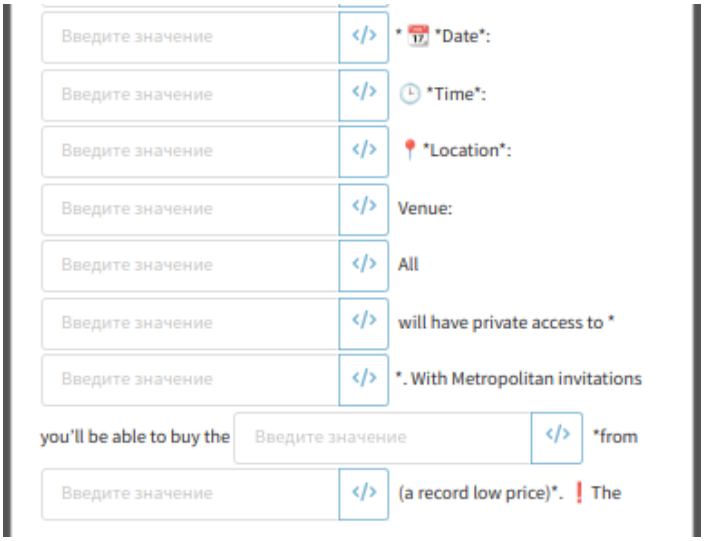
- **Header — template header with a welcome text or media file;**
- **Body — the main text of the message with variables (required block);**
- **Footer — additional text;**
- **Button — a block with buttons to add interactivity.**

You can change template elements such as variables, media files and buttons.

Variables

A text block in WhatsApp consists of fixed text and variables. Variables are the template text that changes for each new message (name, address, event name, date and time, link, etc.).

You can manually set variable values or add Altcraft variables. To open the list of variables, click </>. When sending a message, the entered text is automatically inserted into the template.



TIP

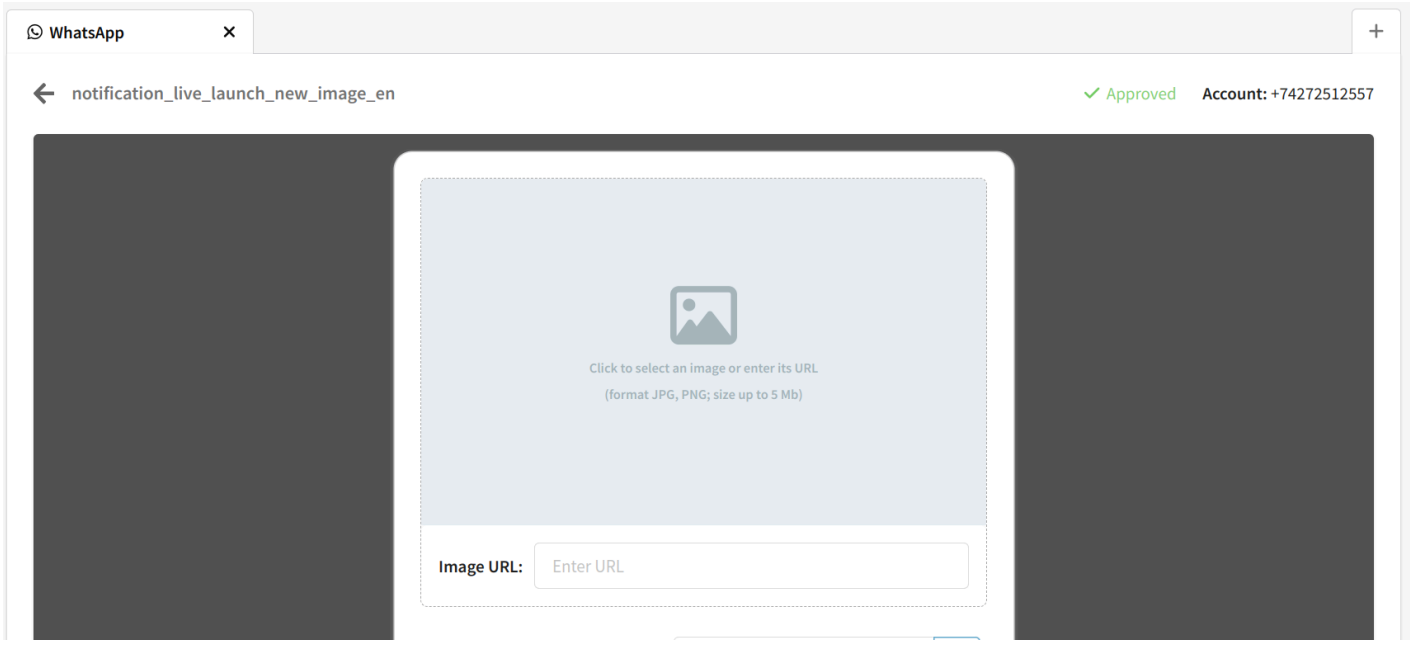
Links added to WhatsApp variables are shortened.

Media Files

Available media files:

- **image (JPG/PNG, up to 5 MB, recommended image size is 640x640.)**
- **file (any correct MIME type, up to 16 MB)**
- **video (MP4, 3GP, 3GPP, up to 100 MB)**

To insert an image, click on the download area and select the image in the platform gallery or enter the URL:



To add a file or video, enter the URL where the file is located.

Buttons

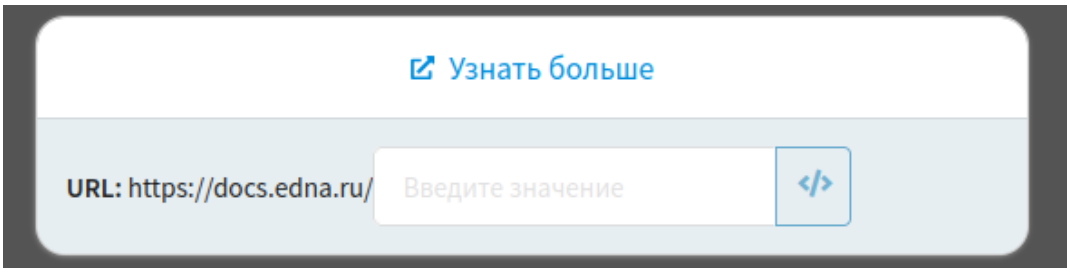
WhatsApp offers two types of buttons for HSM templates:

- **Call-to-action — call-to-action for users;**
- **Quick-reply — for user to reply quickly.**

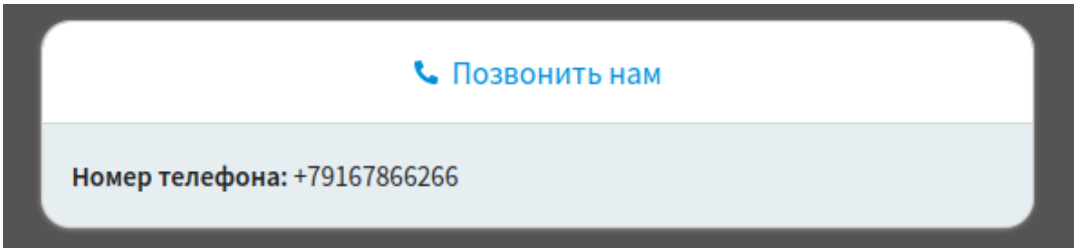
Call-to-action buttons

The CTA is a link button (URL) and a call button (Phone). There can be only 2 buttons of this type in the template.

When clicking on the link button, a user goes to the specified page. If a parameterizable URL is specified in the WhatsApp template, you need to fill it in.

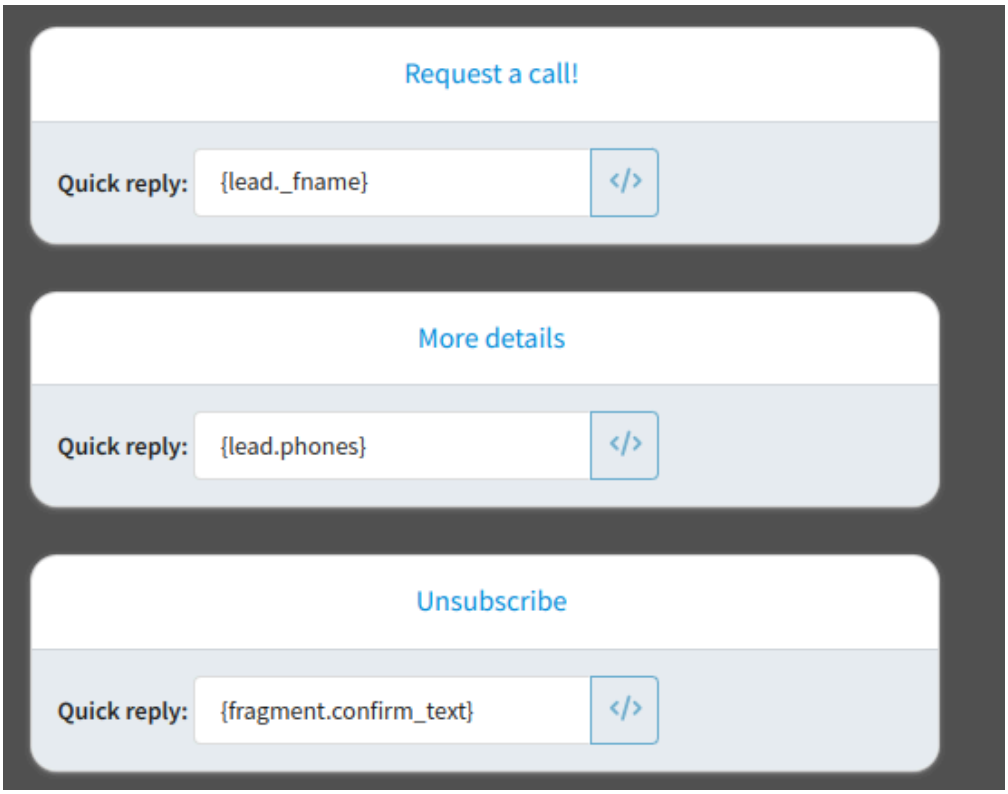


When you click on the call button, the number is dialed. The phone number cannot be edited.



Quick-reply buttons

When clicking on the button, a user receives a quick response written in the template. The template can contain no more than 3 buttons of this type.



TIP

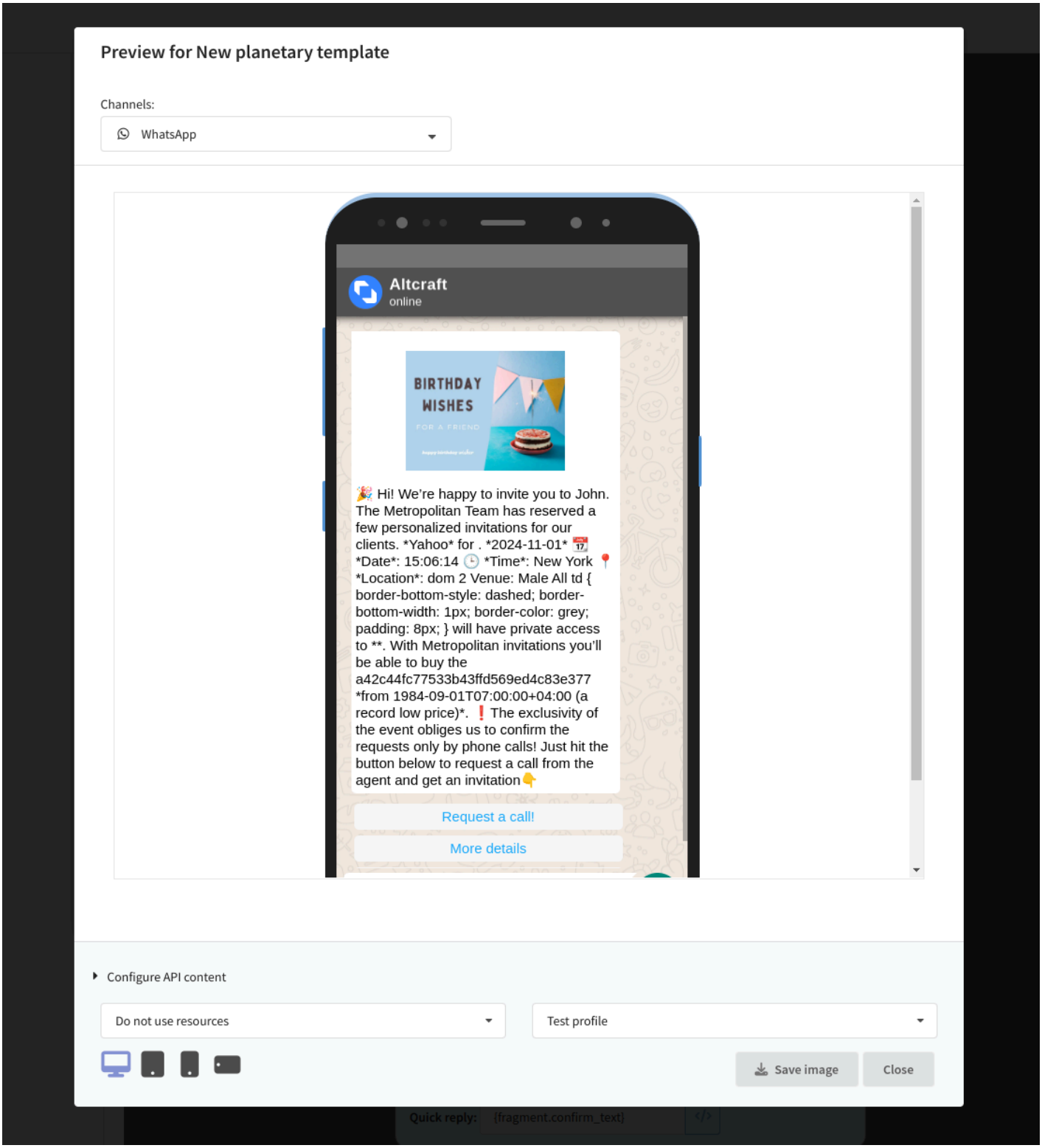
You can save the template after filling in all the variables, buttons and adding a media file.

Preview the message

If you want to check how the message will look, go to the template preview mode by clicking on the button



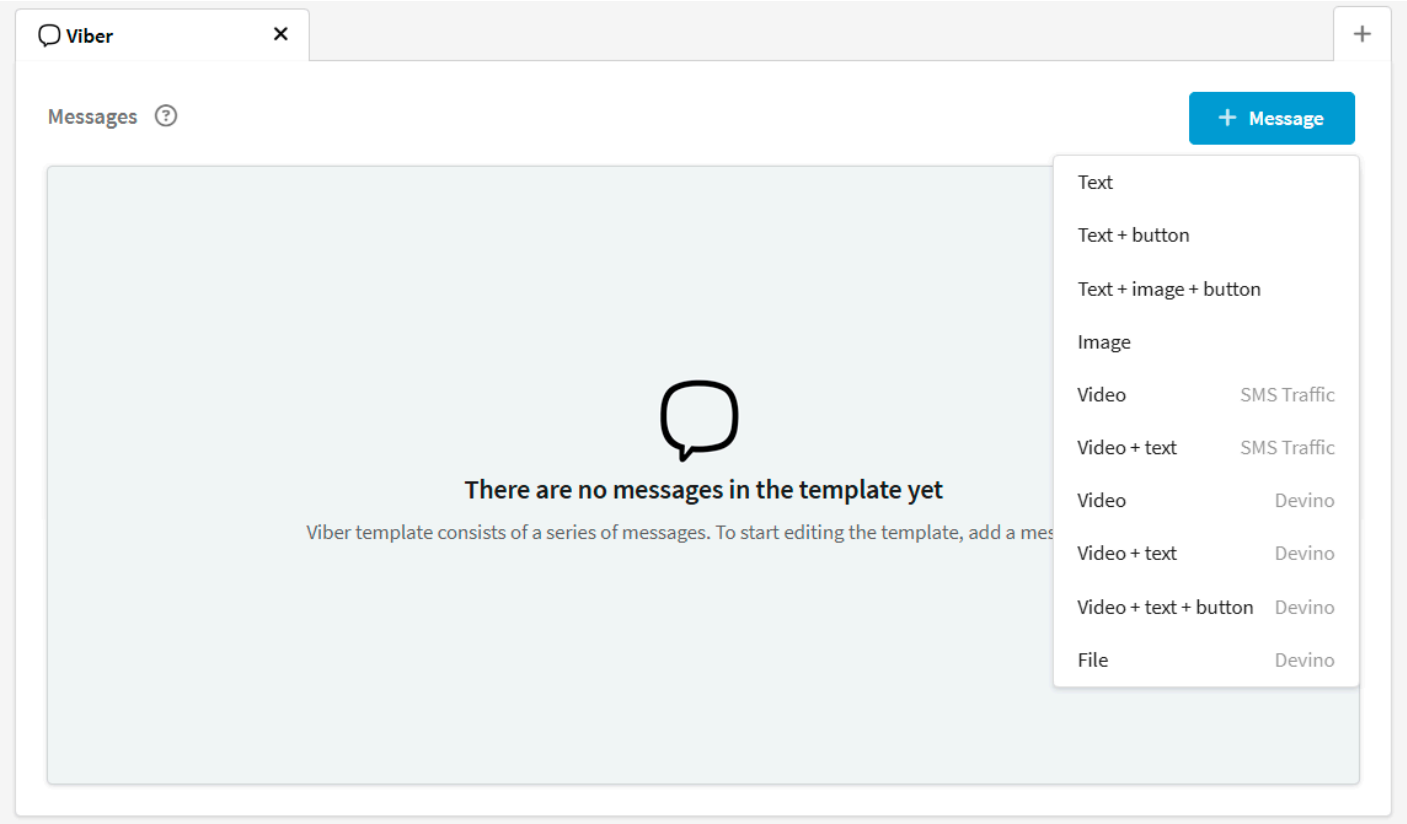
:



Viber™ template

Creating a template

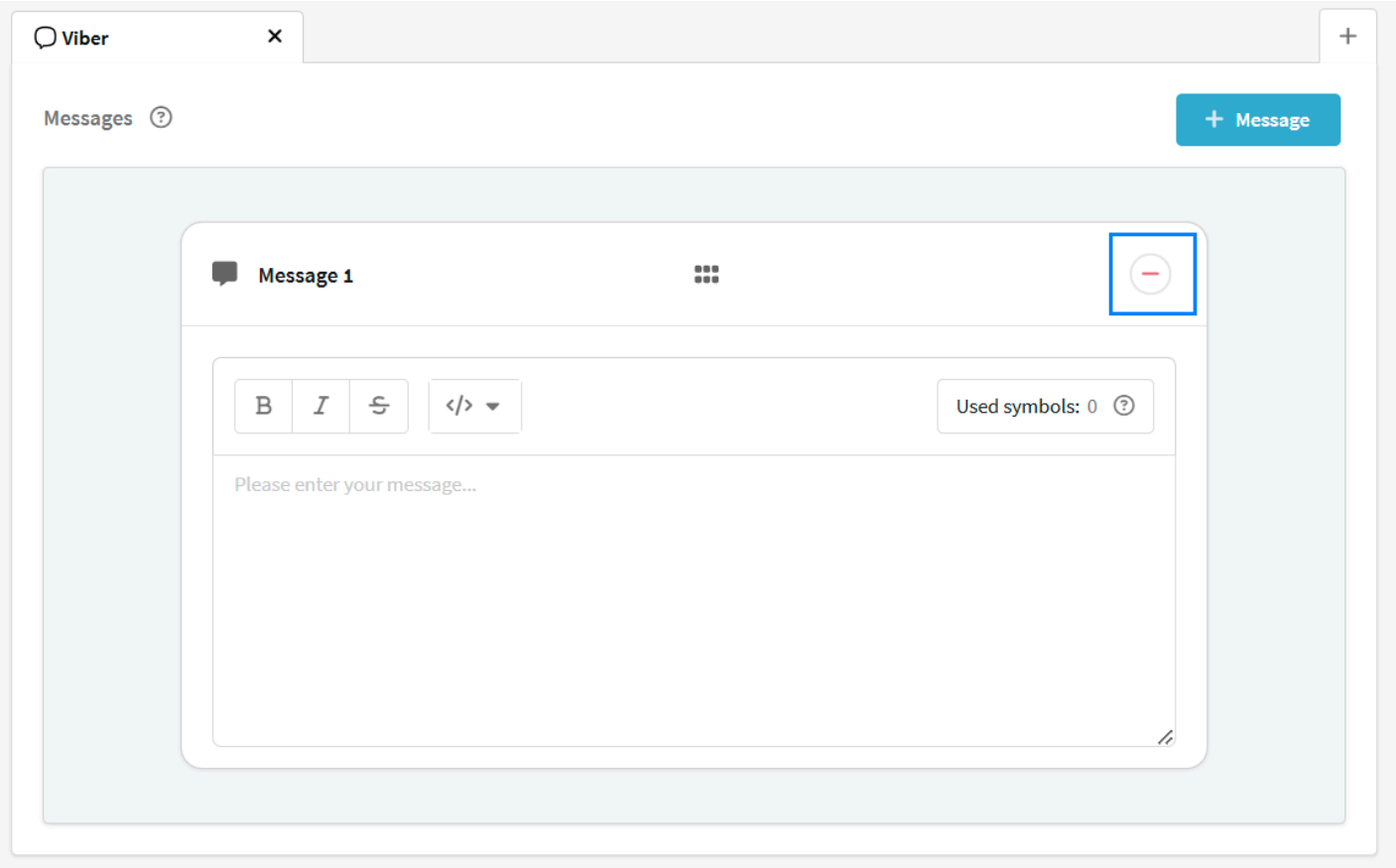
Viber*™ template consists of a series of messages. To start editing a template, add a message using the + Message button:



The maximum number of messages in a series is 5. If multiple messages are used in the template, each of them will be sent with an interval of 2 seconds.

To remove an unnecessary message, click

.



Types of messages

The following types of messages are available:

Message type	Devino	SMSTraffic	MTS OmniChannel	Rapporto
Text	+	+	+	+
Text + button	+	+	+	+
Text + image + button	+	+	+	+
Image	+	+	+	+
Video	+	+	-	-
Video + text	+	+	-	-
Video + text + button	+	-	-	-
File	+	-	-	-

Text

Enter the text of your message in the editor using the Markdown format. For ease of formatting, the following functions are available on the top panel:

B

— bold text

I

— italics

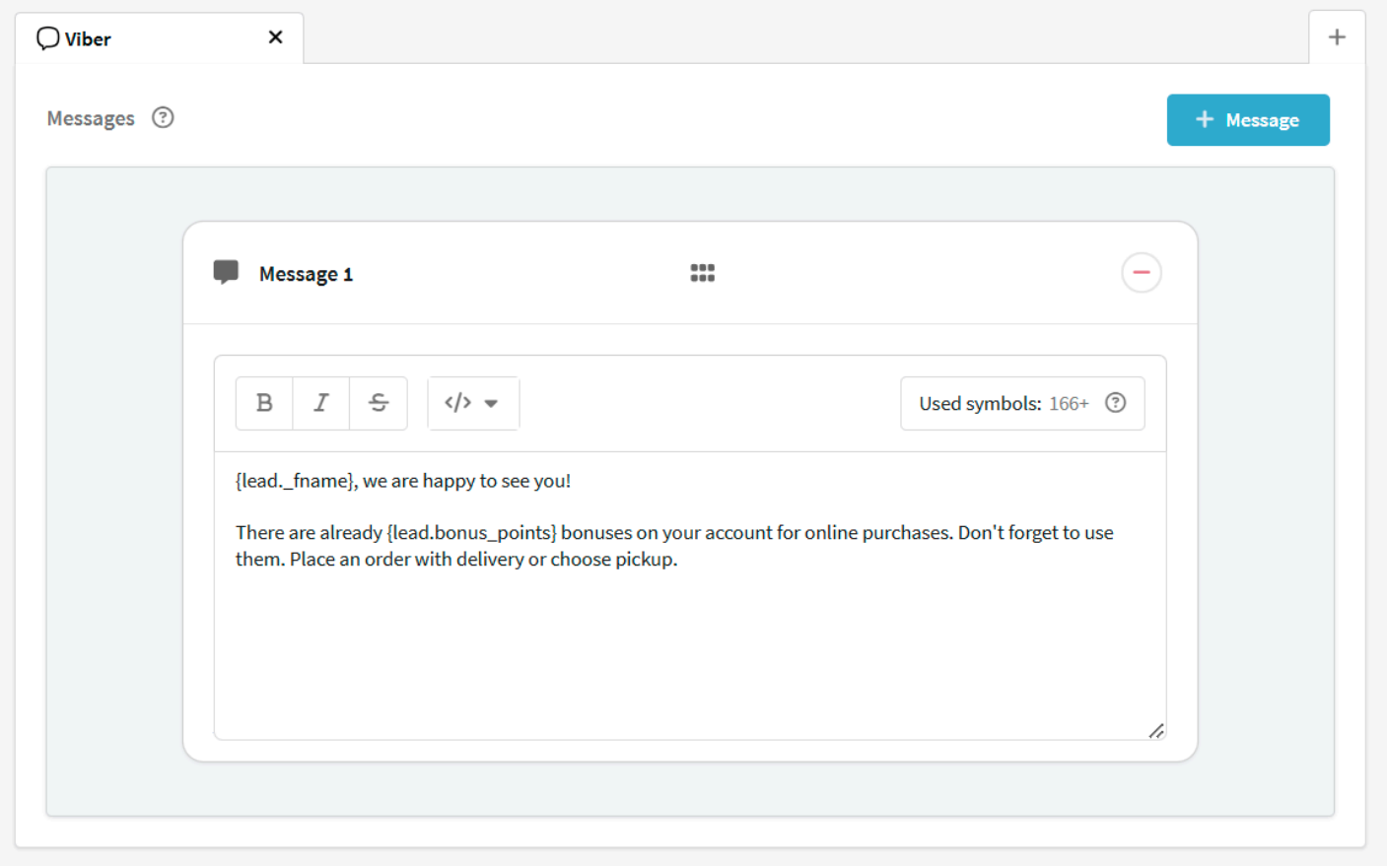
— ~~strikethrough~~ text

— list of editor variables and functions to personalize the message.

CAUTION

Please note that Markdown markup is displayed in preview mode (for example, `"text"`), but the recipient of the message will see the correct formatting (“text”).

Also, you cannot add links in Markdown format to the “Text” block.



TIP

You can add emojis to Viber*™ messages. To insert an emoji, you need to use its code. For example, to add 🙂, type `(smiley)`. Codes for all available emojis can be found at this link.

Please note that when calculating the number of characters in a message, each character in the emoji code is taken into account.

TIP

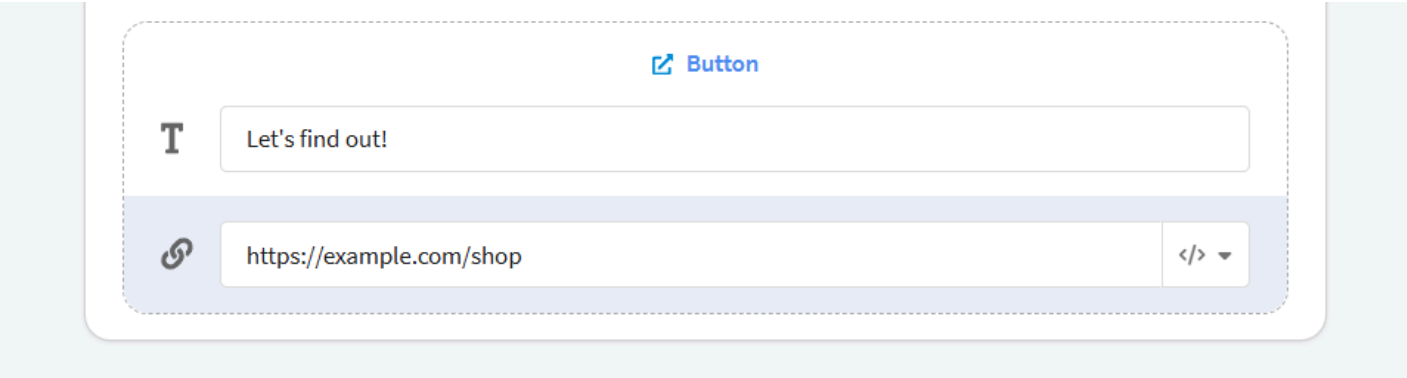
Emojis are not displayed in preview mode!

INFO

There is a character counter on the right. The maximum length of a single message is 1000 characters. Please note that data that is pulled from dynamic variables may exceed this limit. To ensure reliable delivery, we recommend that you monitor the length of the message.

Button

Specify the text of the button that will be displayed on the button and the link to click through. You can add variables to the URL.

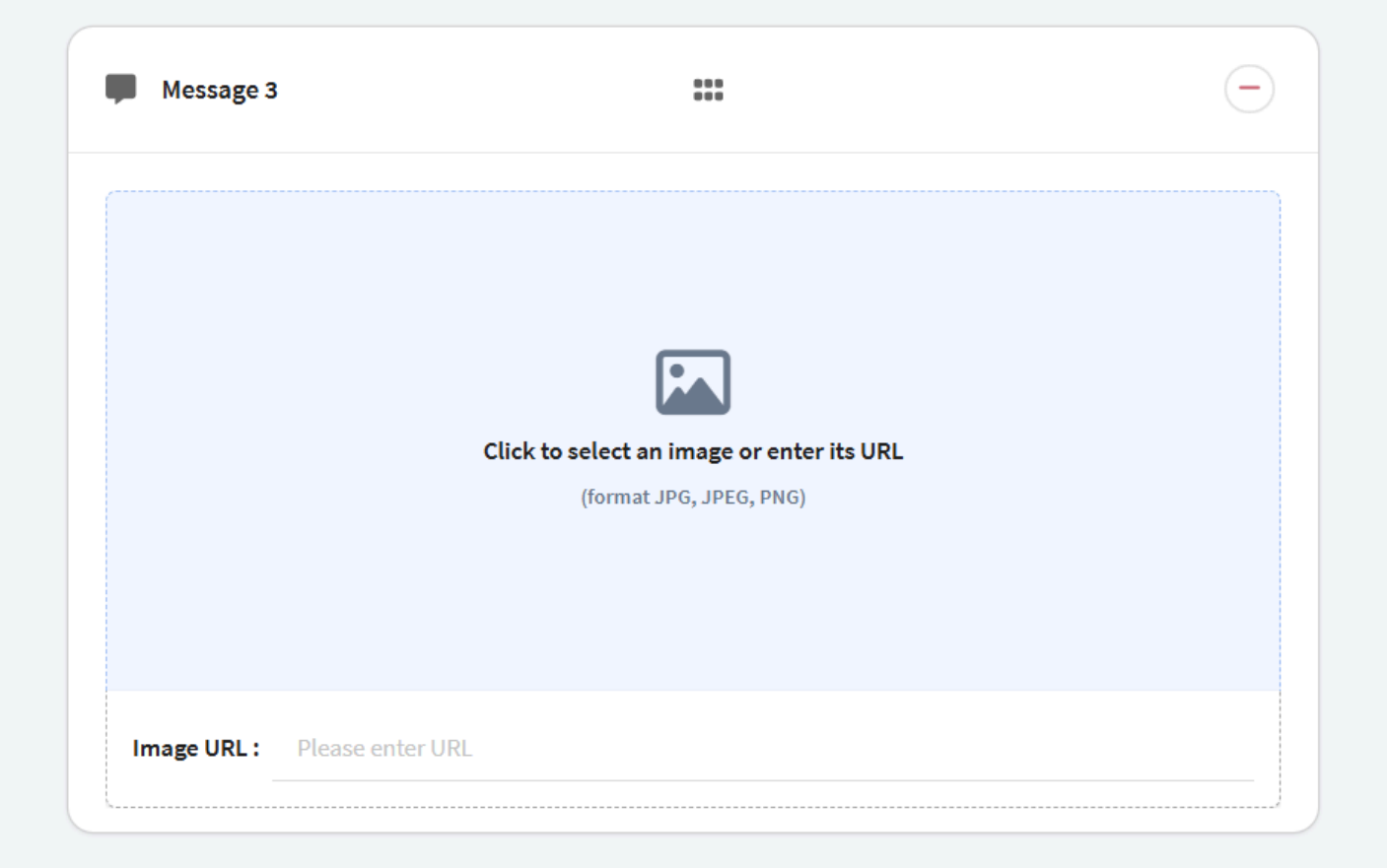


Image

Supported formats are jpg, jpeg, png. The maximum size is 5 MB.

There are two ways to add images:

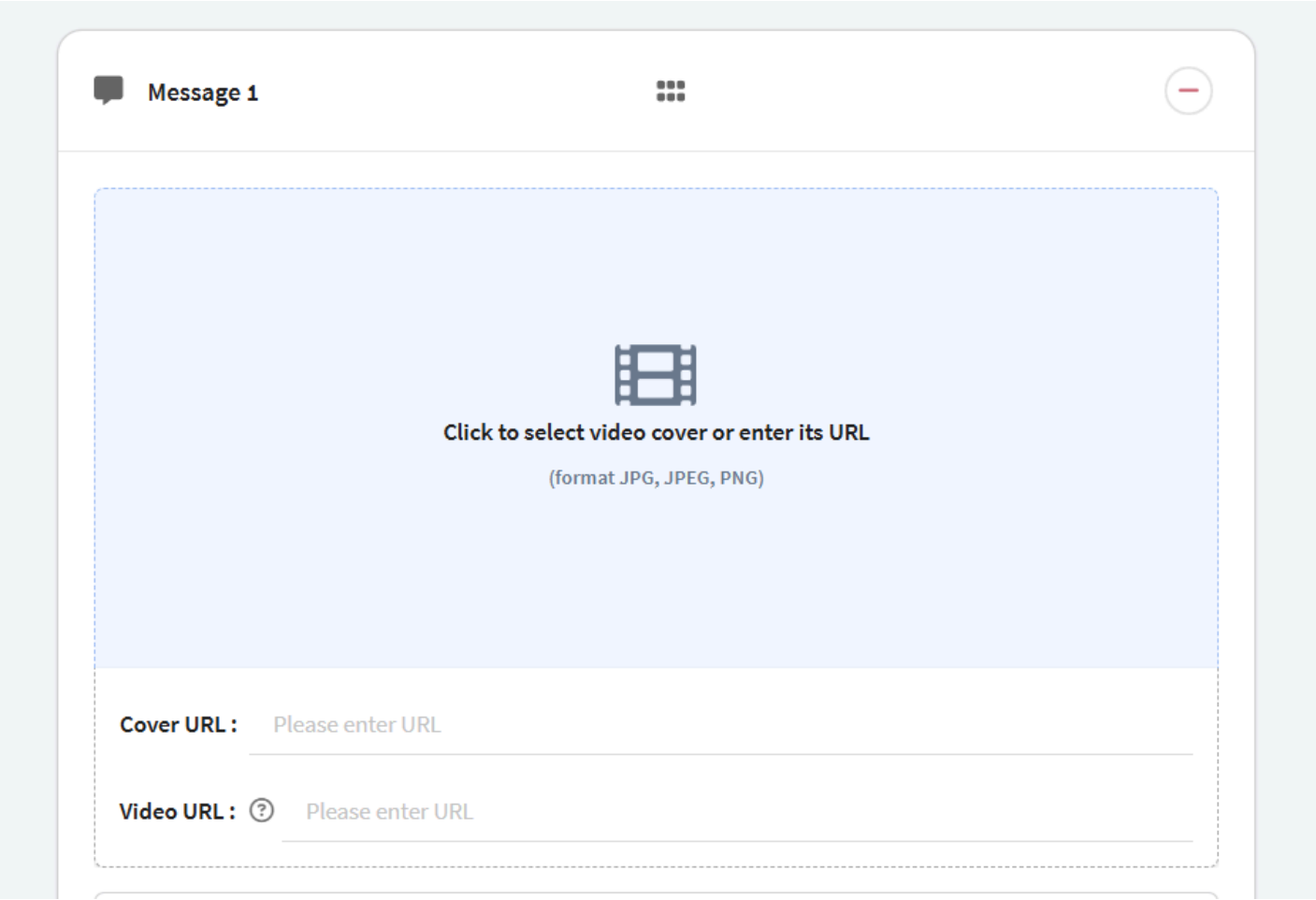
- **From the platform gallery. To open the gallery, click on the download area. Select the desired image or upload a new one from your device.**
- **From an external source. Specify the link to the image.**



Video

Supported formats are mp4, 3gpp. The codec is H.264. The maximum size is 5 MB.

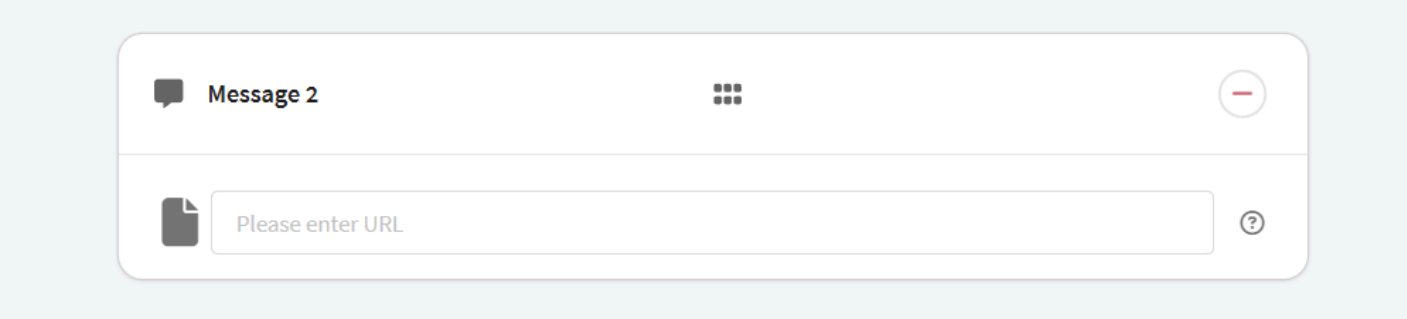
To add a video, specify its URL. You also need to install a cover for the video. You can select an image from the platform's gallery or insert a link to the image.



File

Supported formats are doc, docs, rtf, odt, odf, txt, pdf, eps, xls, xlsx, ods, csv. The maximum file size is 200 MB. The limit on the number of characters in the file name is 25 (including the extension).

To send the file, specify the link to it.



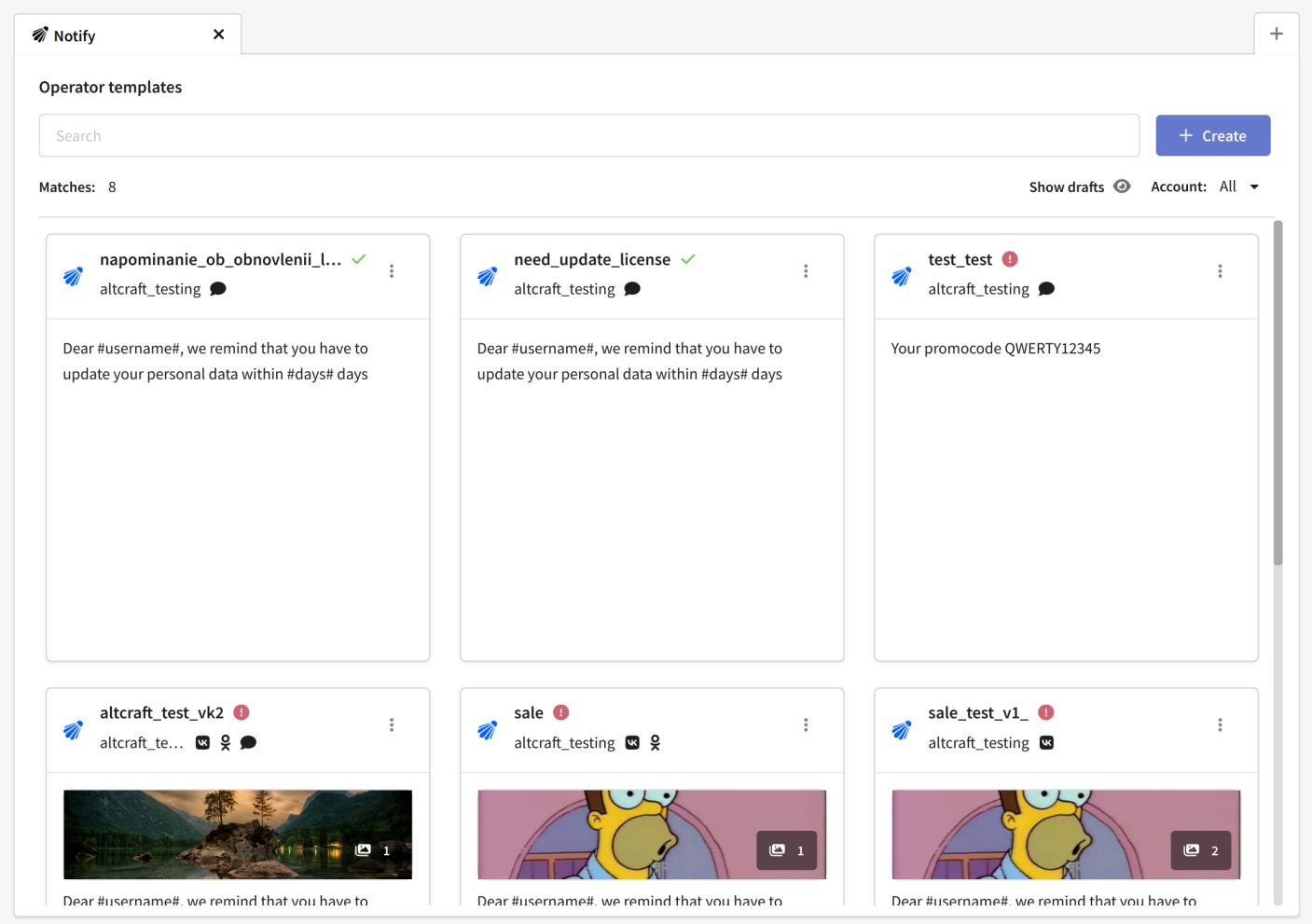
**** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.***

Notify template

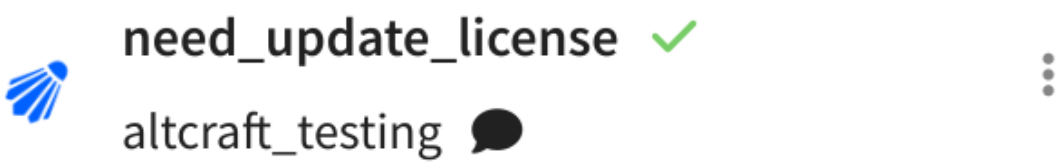
Using the Notify channel you can send business-messages via VK, OK and also send SMS notifications. Social media messages and SMS messages are customized in two different sends that follow each other.

Existing operator templates

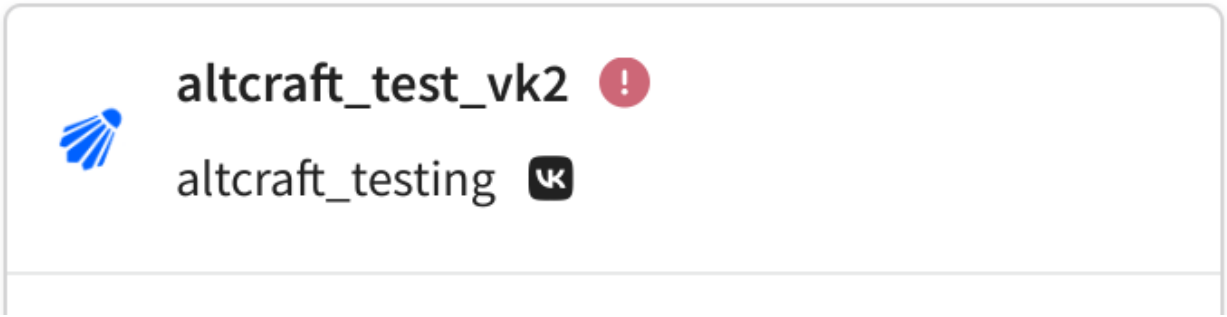
When you open the template editor for Notify, you will be shown the operator templates created in your personal Notify account:



All templates for sending are moderated by the service. Templates approved by the service are marked with a check sign:

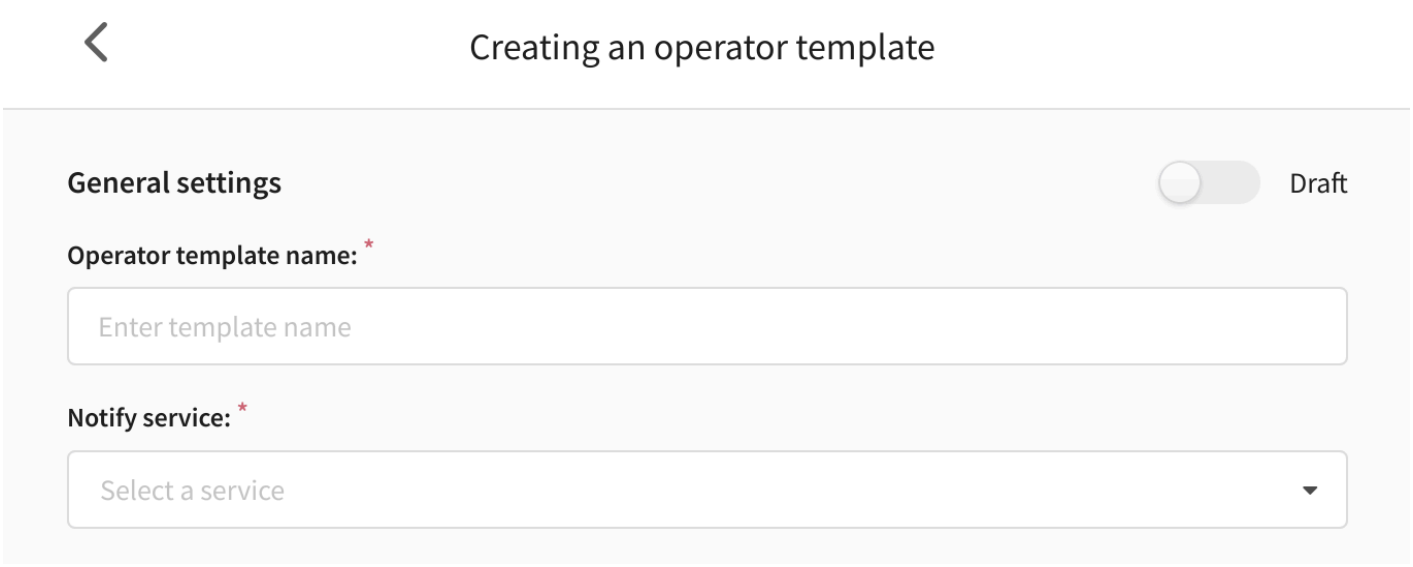


Templates that have been archived or have not been moderated will carry a warning. They cannot be used until you edit them and they are approved:



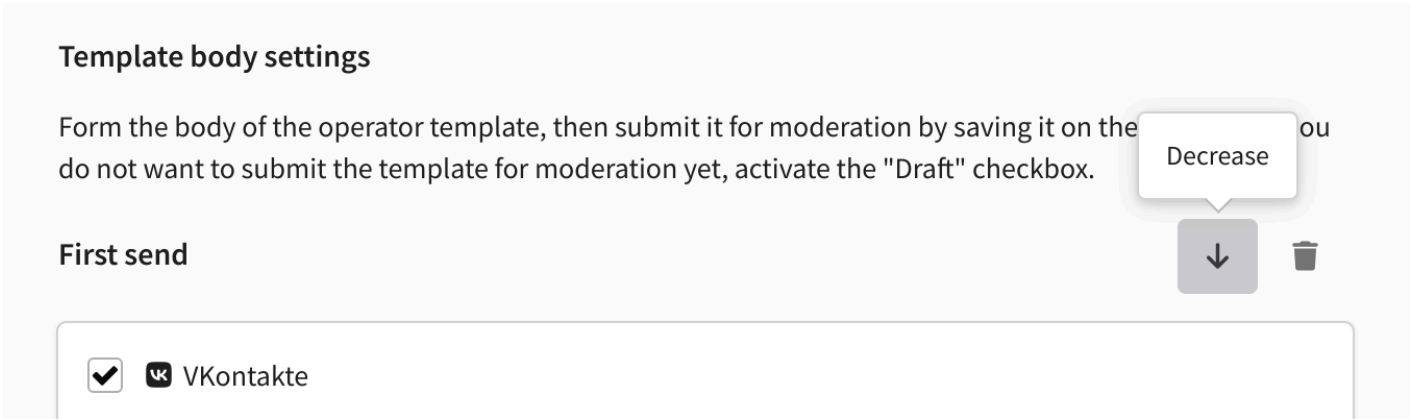
Creating an operator template

You can also create a new Notify template while in the platform. To create a template, click the corresponding button. The window of template creation will open, in this window you should specify name of the template and service configured in your personal cabinet:

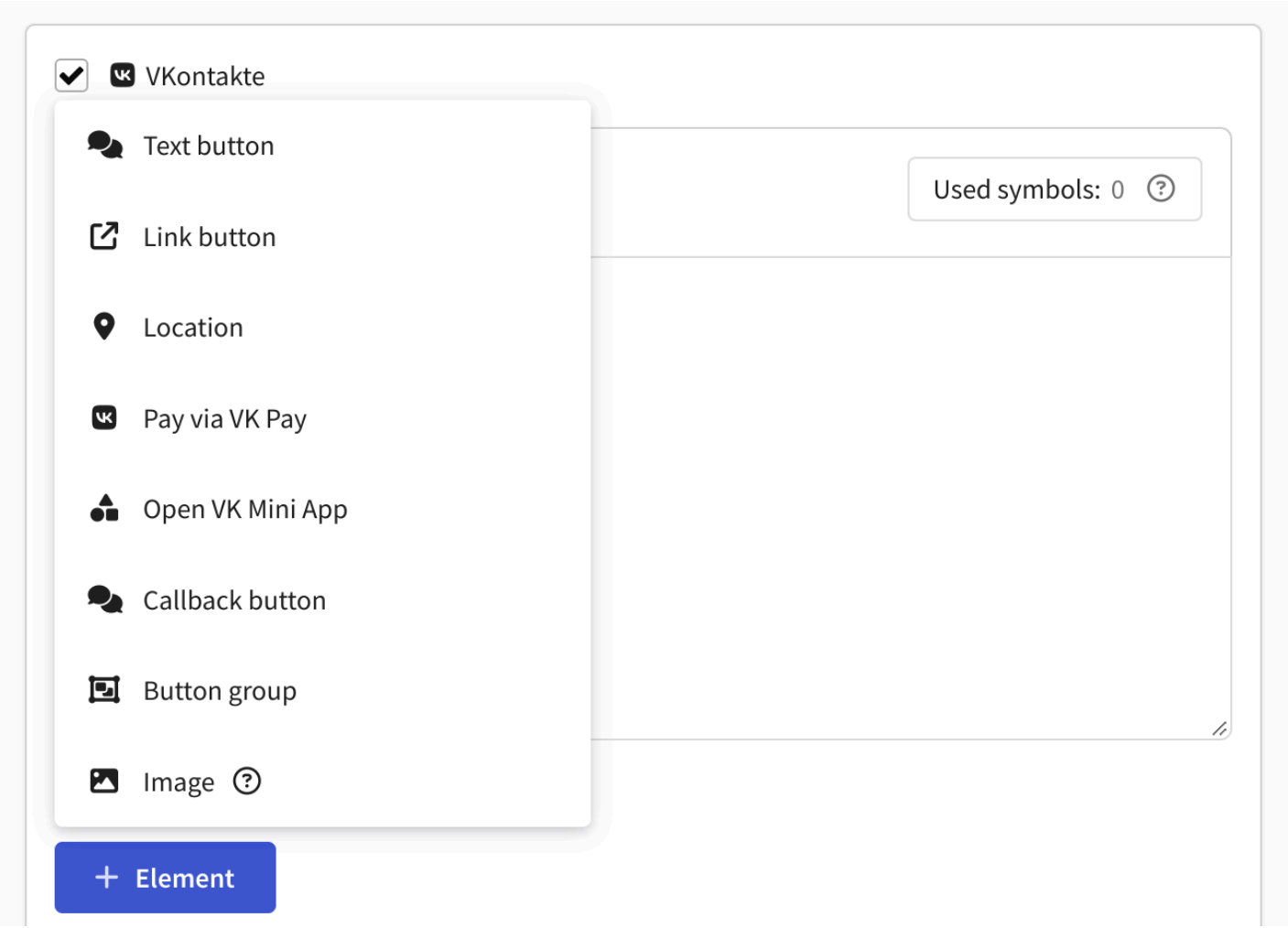


There is an option in the template to set time to wait for the message to be delivered and read. The delivery wait time is the time during which Notify will attempt to resend the message if any error occurs. When this time expires, a second send will be triggered. Read event waiting time is the amount of time Notify will wait for the message to be read on VK or OK. When this time expires, a send with an SMS message will be triggered.

The Notify template consists of sends. One send is a message to VK or OK, the other sending is an SMS to the user's phone number. You can add or delete a sending, as well as change the order of their sending by clicking the corresponding button:



The message body defines the content of your notification. An OK message can be text-only. You can attach an element to a VK message:



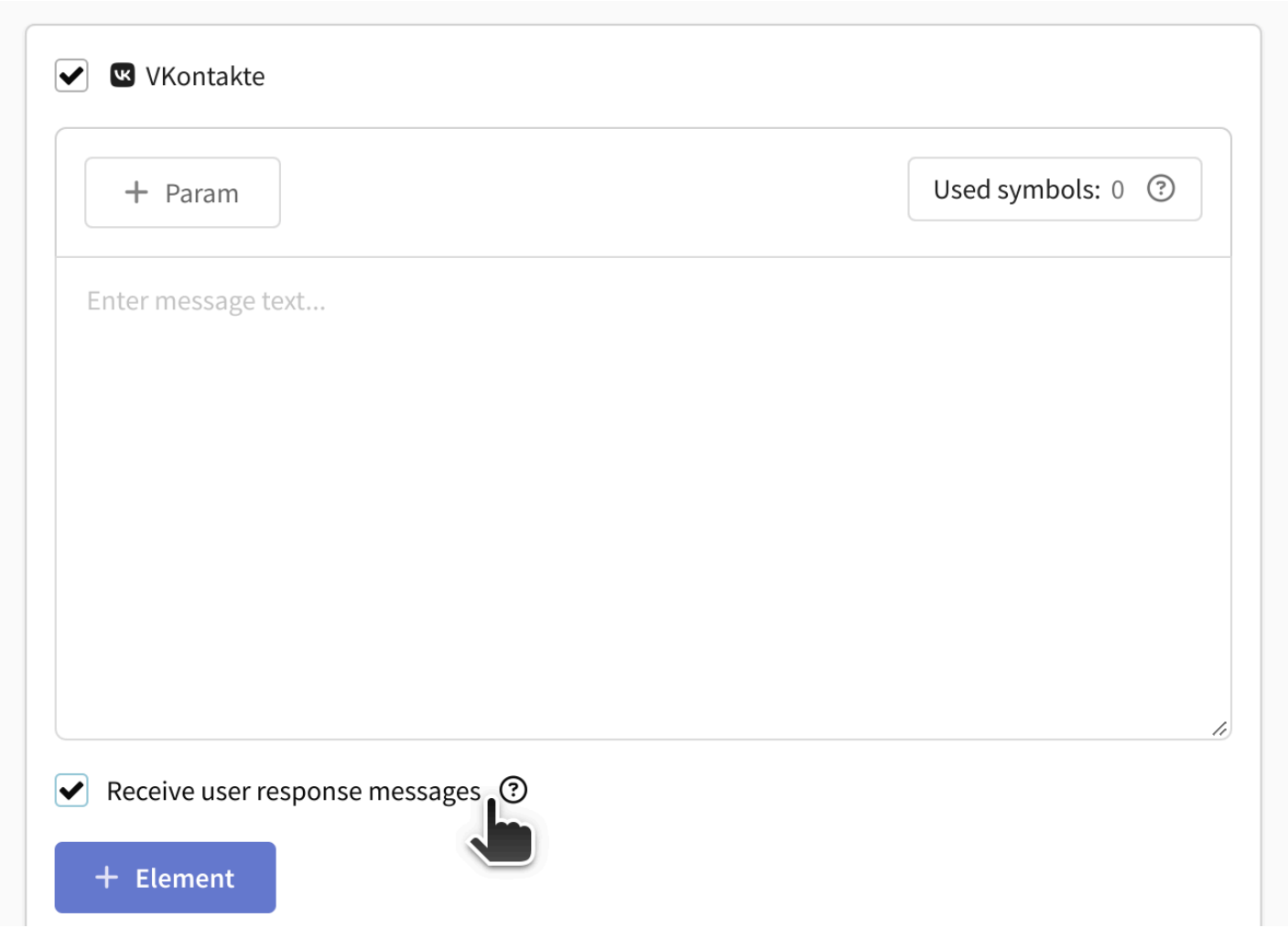
- **Text Button - sends a message with text. For a text button you can choose a color, as well as attach additional information in JSON format.**
- **Link Button - opens the specified link. In the button you can specify its text, a link to go to, as well as additional JSON information.**
- **Location - when clicked, opens a dialog box with location information. The user can select location in this dialog box and send it to the chat. Community administrators will receive the map image in chat.**
- **Pay via VK Pay - opens VK Pay payment window with predefined parameters. For the button it is necessary to specify a hash - a string containing payment parameters and application ID.**
- **Open VK Mini App - opens the specified VK Mini Apps application. To customize the button you need to specify the application ID, Owner ID, as well as a hash for navigation in the application.**
- **Callback Button - allows you to receive a notification of a button press and perform the required action without sending a message from the user. You can specify a caption and color for the button.**
- **Button group - cobmination of the above buttons.**
- **Image - up to 5 images with total weight not more than 50 MB. Supported formats - JPG, PNG, GIF.**

TIP

Read more about elements in Notify documentation.

You can insert parameters into the message body. Later you can substitute field values from the platform's databases into them.

You can also allow the client to send reply messages in the chat with the company. To do this, activate the "Receive user response messages" box in the settings:



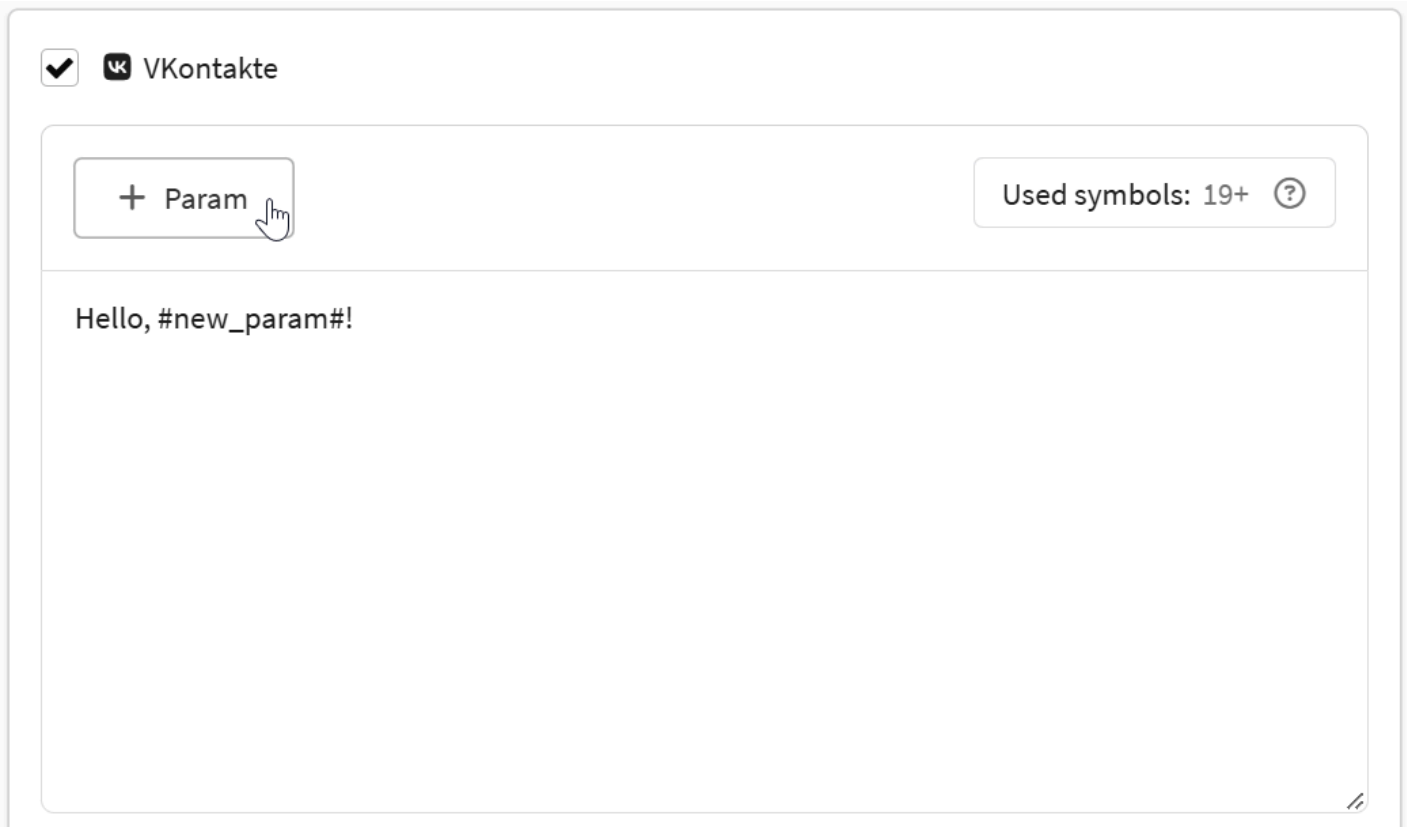
There are several types of SMS messages - advertising, identification, service and transactional. Message type affects its charging in Notify, you can get detailed information about it from the service support.

Once you save the template, it will be sent to moderation in the service. If you don't want to send it for moderation, activate the "Draft" switch.

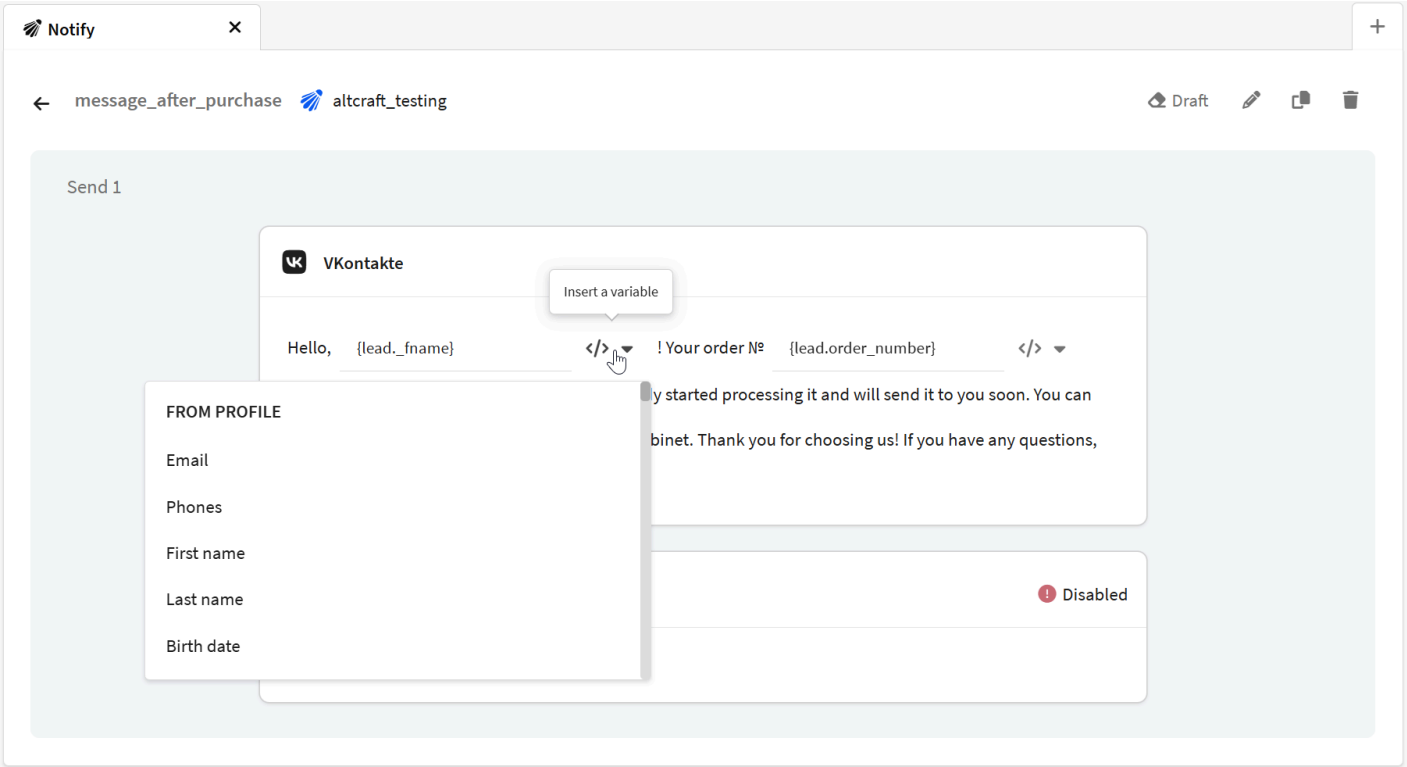
Managing parameters

The text block in Notify consists of fixed text and parameters. Parameters are template text that changes for each new message (name, address, event name, date and time, link, etc.).

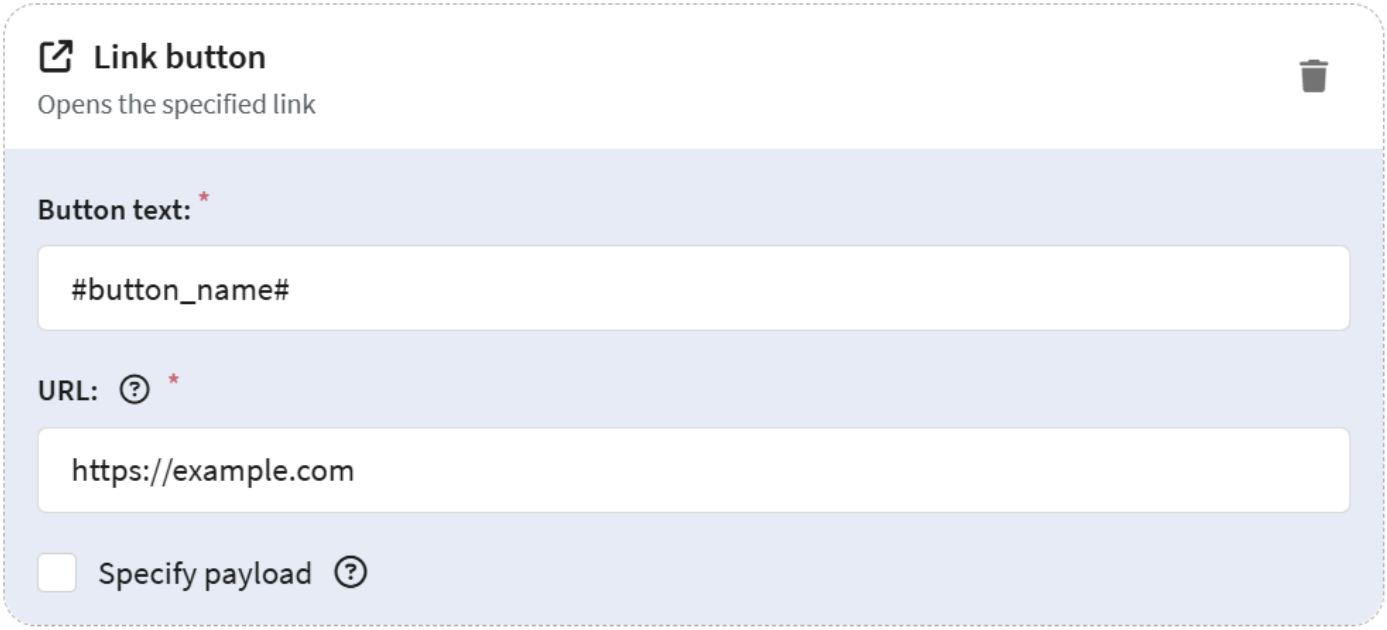
A parameter can be added to the text block in two ways: manually by typing `#parameter_name#`, where `parameter_name` is an arbitrary parameter name, or by using the +Parameter button, which will automatically insert it into the text:



You can manually prescribe parameter values or add Altcraft variables. To open the list of variables, press </>. When you send a message, the entered text will be automatically substituted into the template.

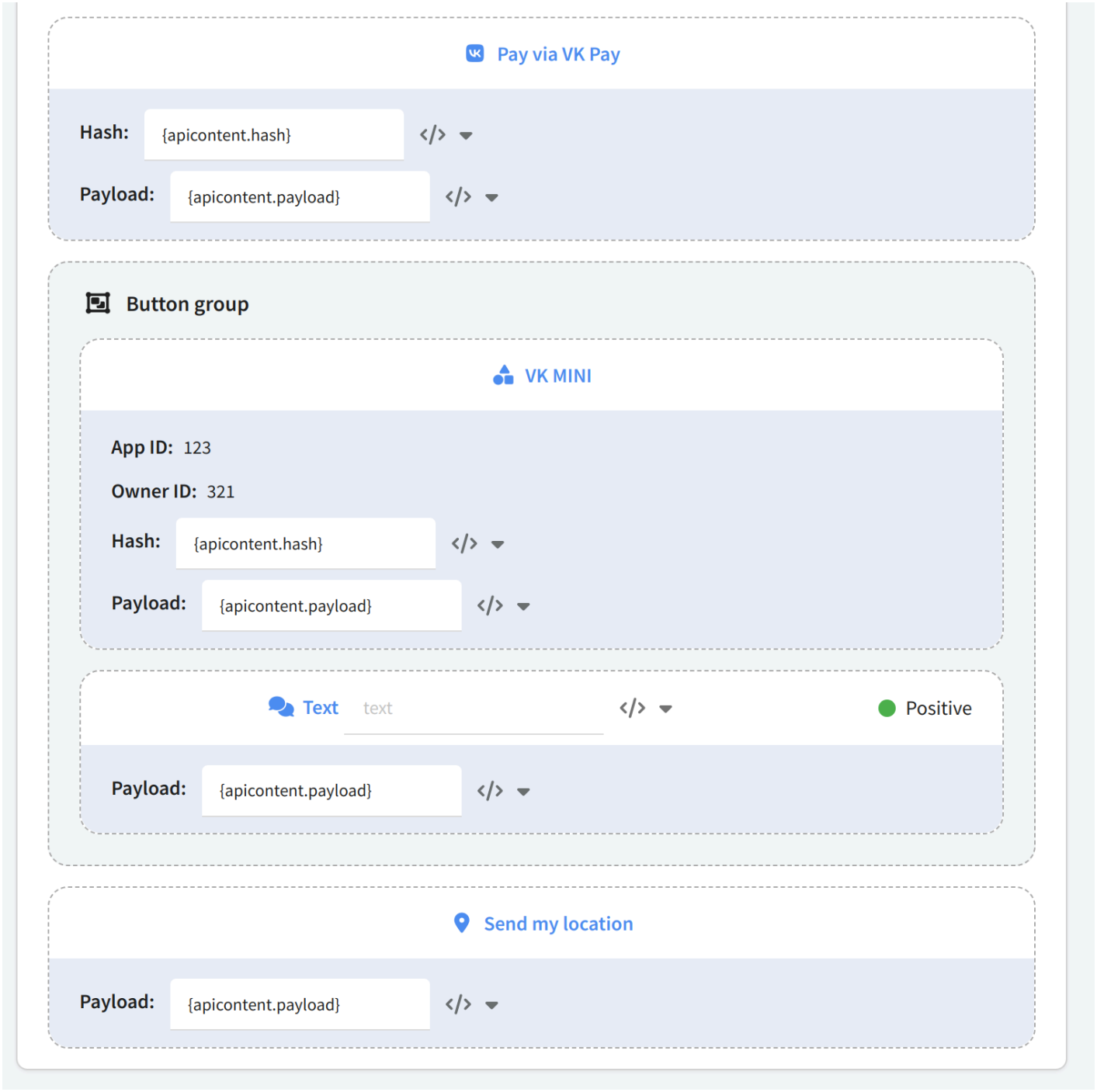


Parameters can be used not only in the Notify text block, but also in elements such as buttons:



Template Preview

After selecting an approved template, you can specify the required values or variables from the platform for the parameters:



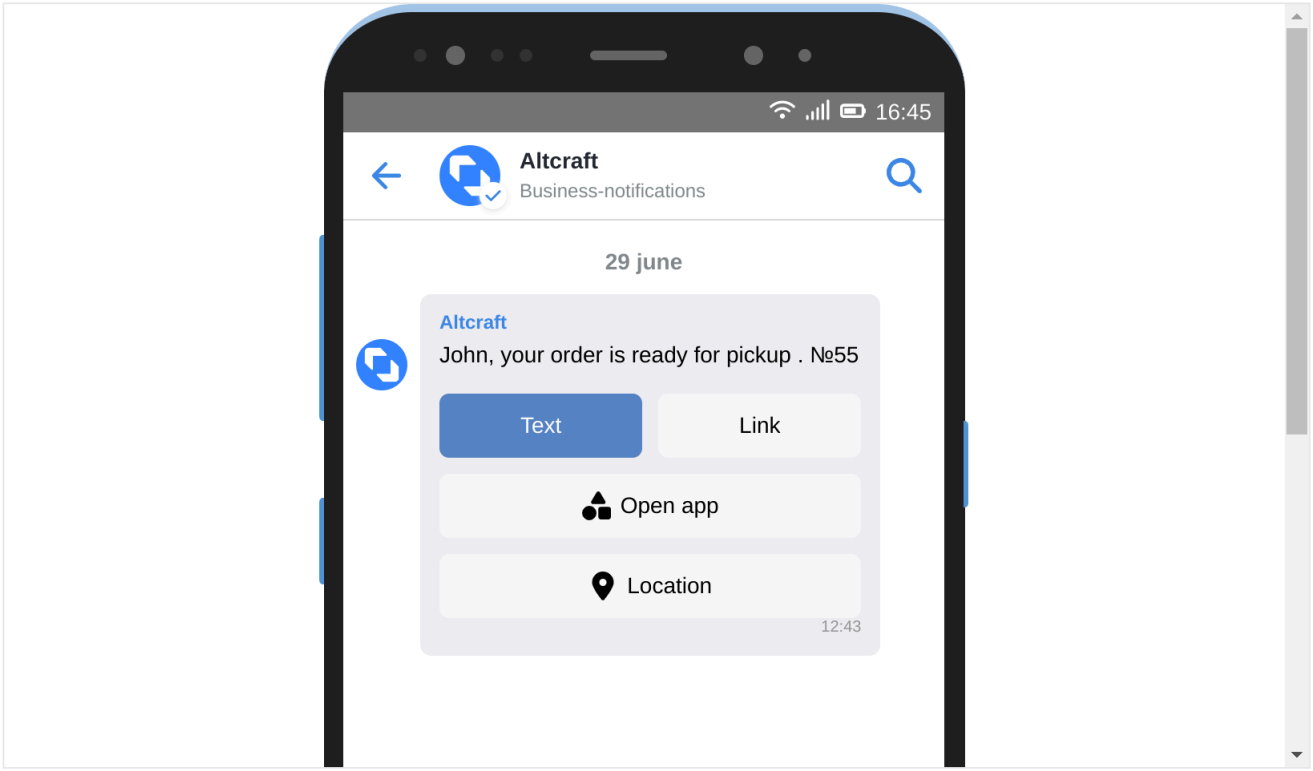
To see how the user will see the received message, click the preview button at the top of the screen:

Preview for Notify

Channels:

Notify

VKontakte



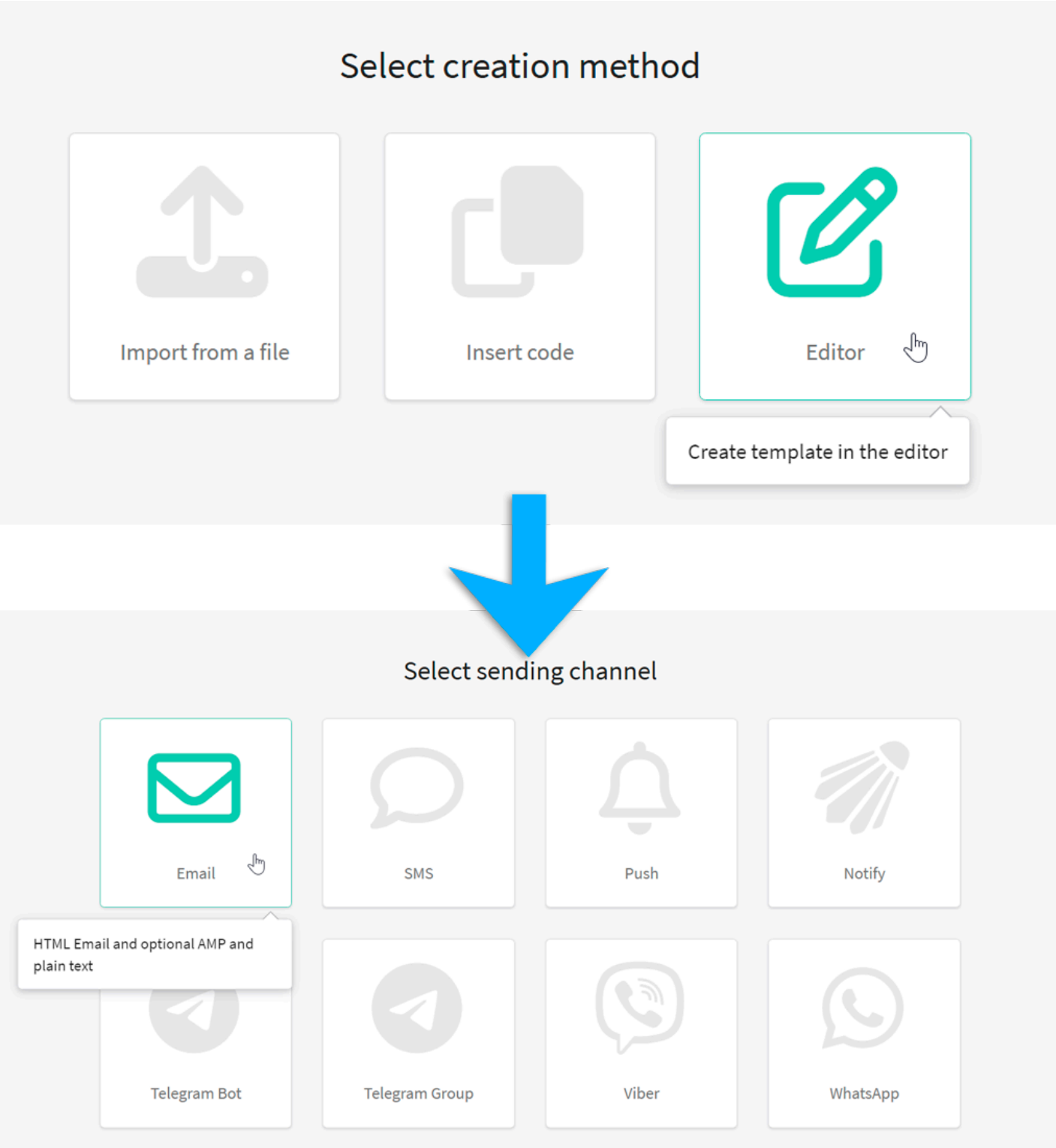
Don’t forget to save the template in the platform after making all the changes. You can now use this template to send out Notify feeds.

Visual editor for email-template

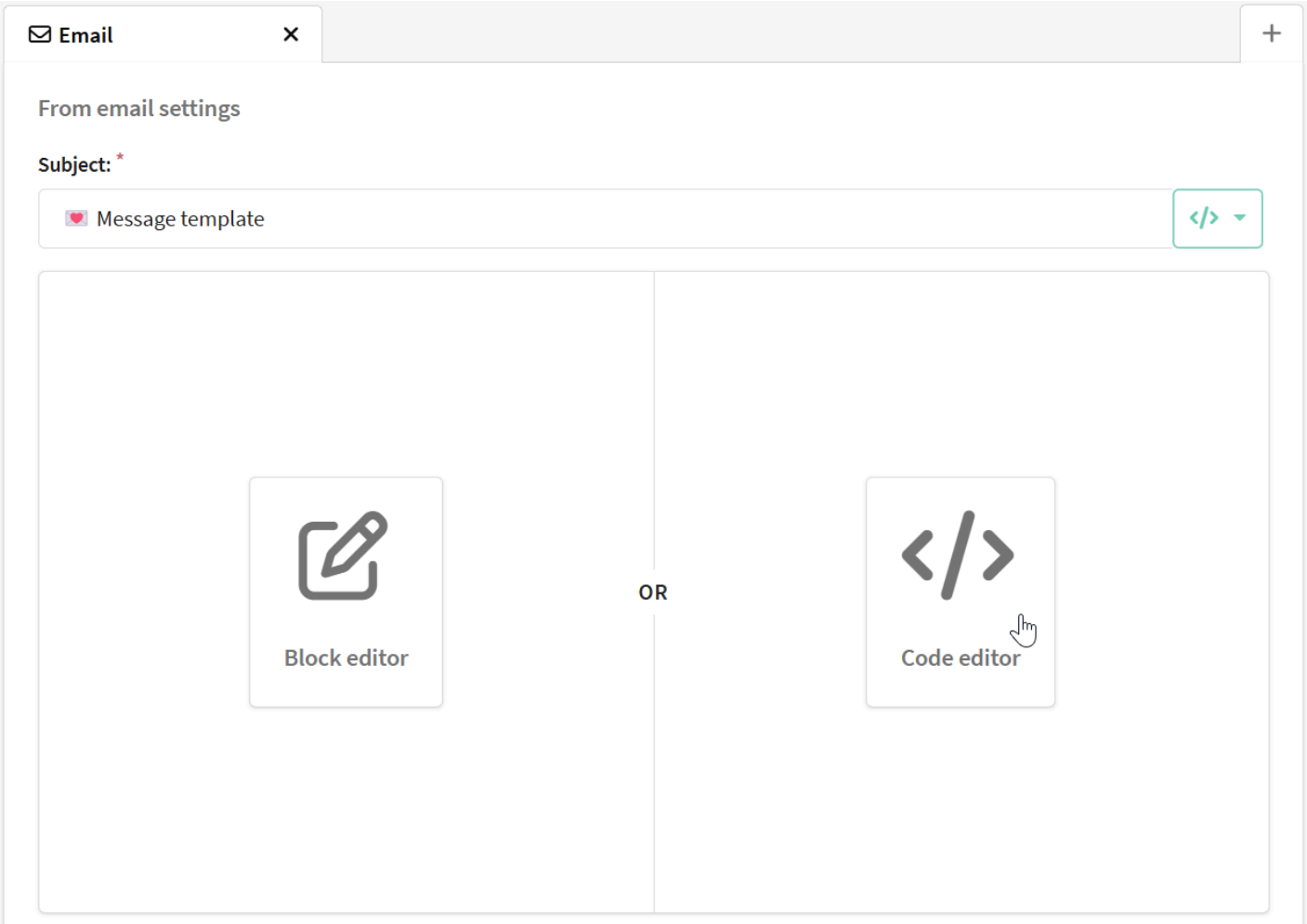
Visual editor for email-template is a tool for creating, editing and customizing marketing email templates that greatly simplifies the process of designing attractive and functional emails. Thanks to its user-friendly interface, users can easily customize the design of templates to their needs, even without programming knowledge. Among the key advantages of the editor are the ability to preview instantly, adaptive design for different devices and a wide range of ready-made elements that can be easily combined.

How to get started in the editor?

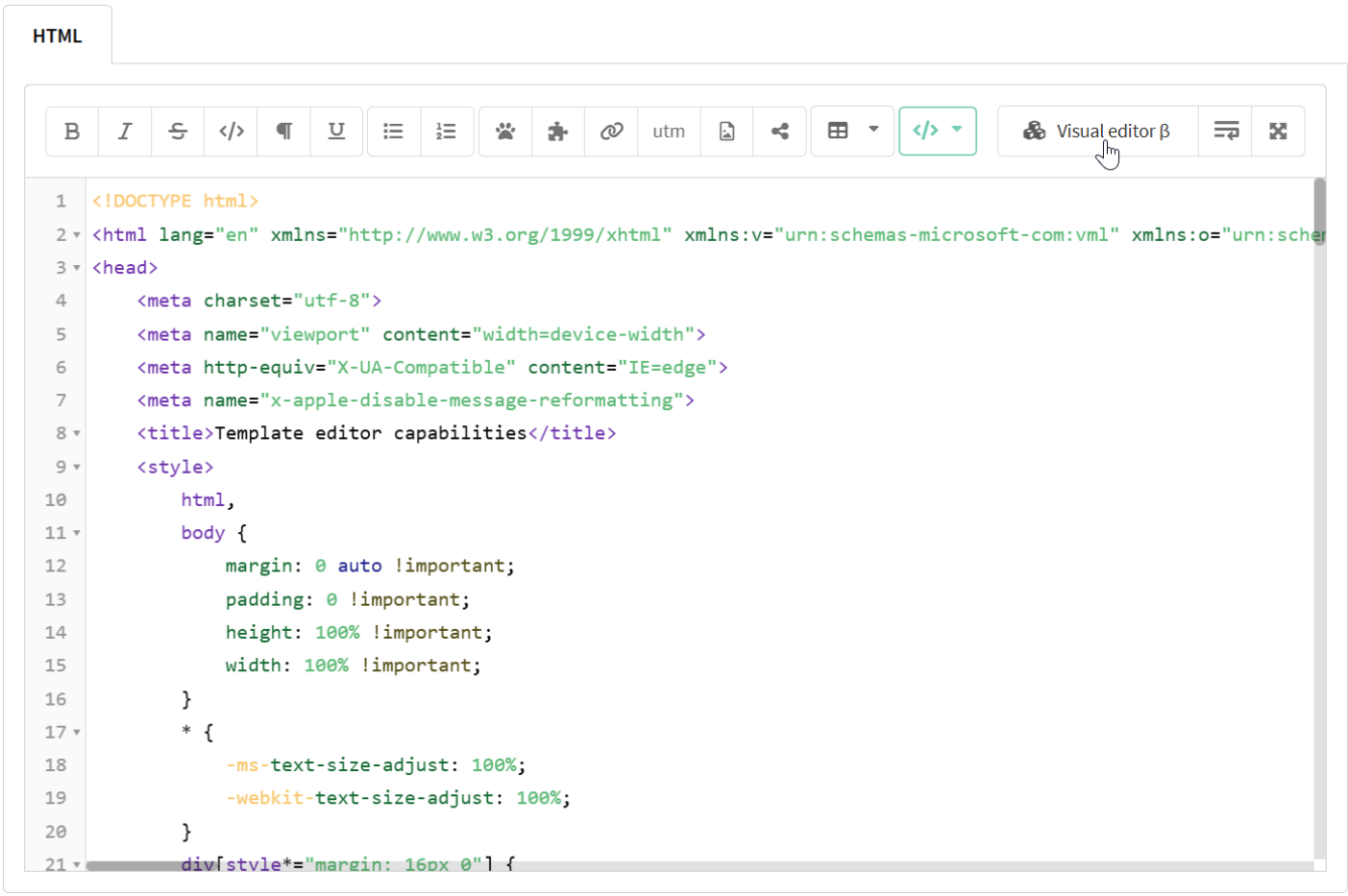
In the main menu, open Templates and create a new message template. Select Editor → Email.



You will see an email template customization window, select “Code Editor”.



You will find yourself in the HTML code editing window, in it click on the “Visual Editor” button.

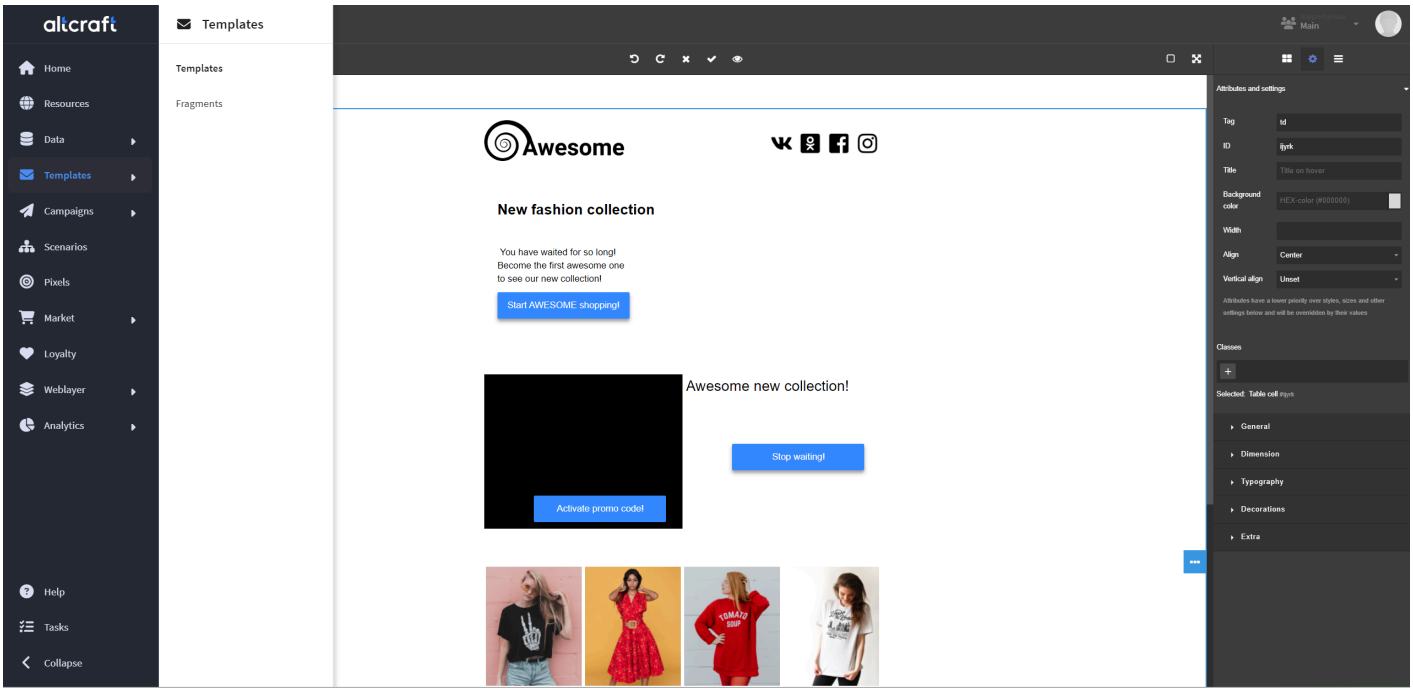


Read more about working with the visual template editor in the following articles:

Visual editor interface

Visual editor interface

The editor divides the page into two parts. In the central part, you see your template. Here you can select, move and edit blocks. On the right side, there is a panel where you can work with template elements: select the required elements and change their parameters.



Above the central part of the editor is the toolbar.

Using buttons in its left part, you can change the preview mode (desktop, tablet, mobile) to check your template responsiveness without leaving the editor:



Buttons in the central part of the toolbar can be used to:

- **undo or redo the last action;**
- **discard or save changes in the template;**
- **open the message preview (you can select a test profile to know how exactly this profile will see your template).**



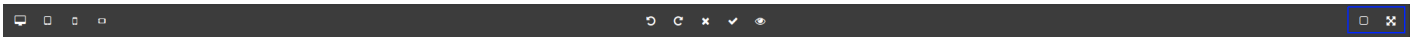
The buttons in the right part of the toolbar:



— view components: use it to see element borders;



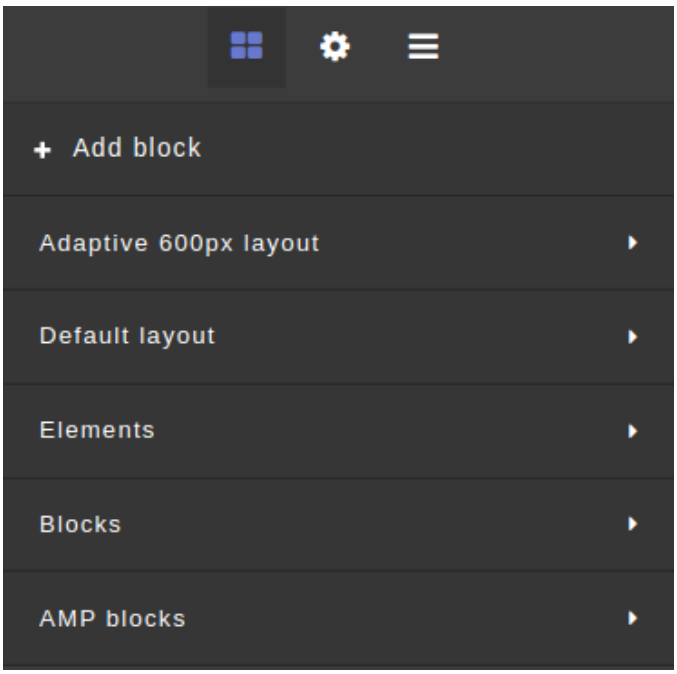
— full screen.



The right panel of the editor contains three tabs:

1. **Blocks**
2. **Style manager**

3. Layer manager



💡

Our next step is to learn how to add elements or blocks to the template.

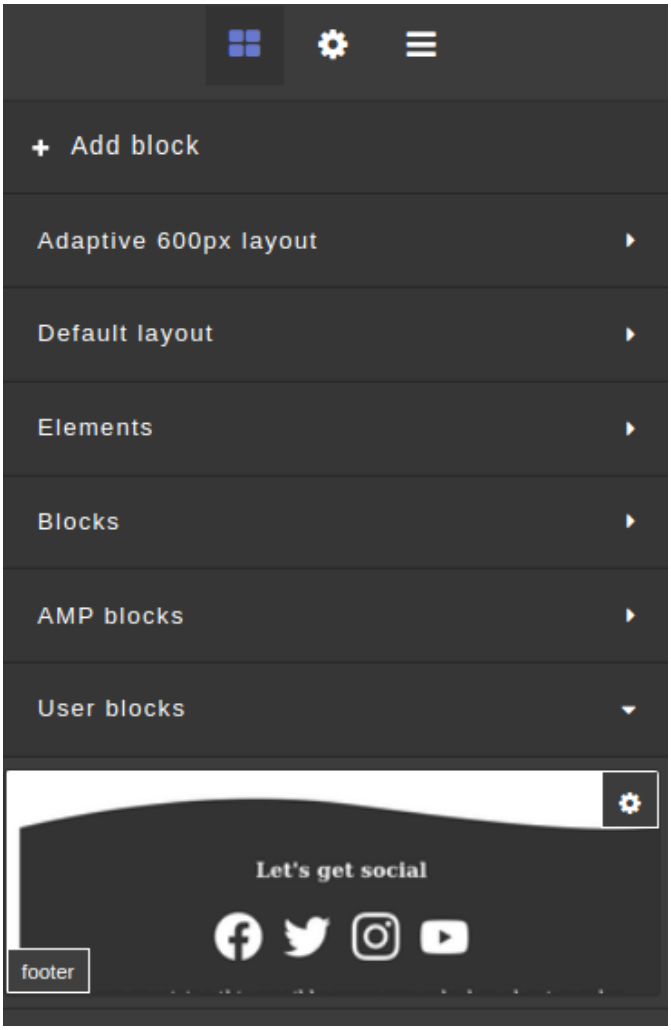
💡

Adding blocks

Adding blocks

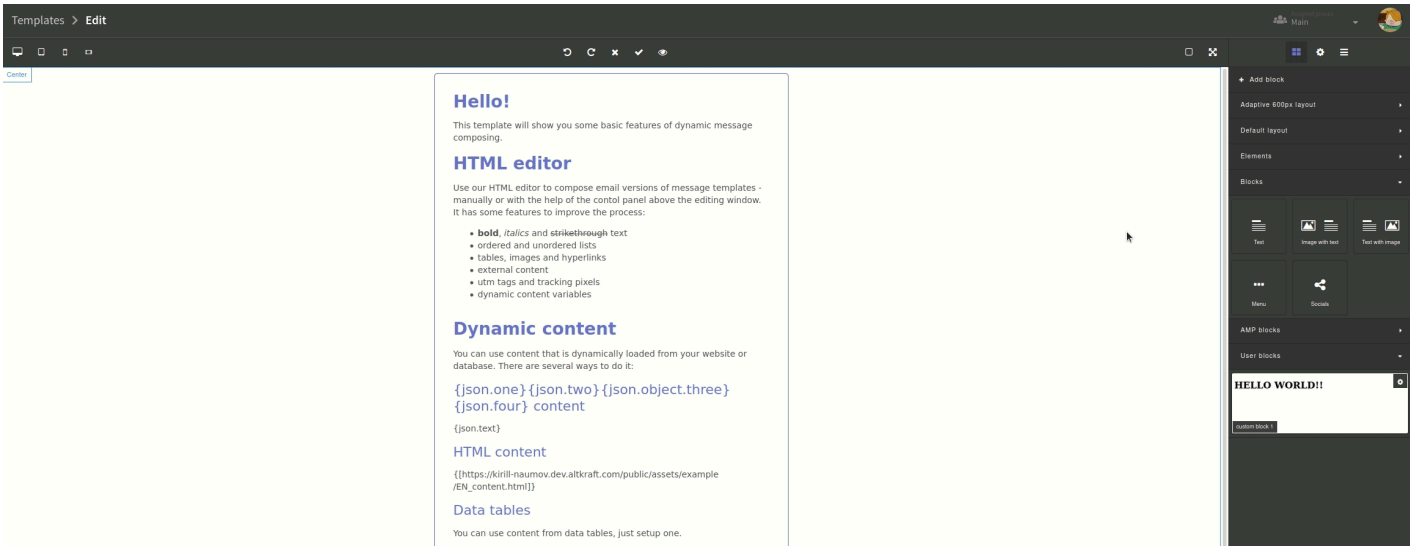
Available elements

Element	How to use
Adaptive 600px layout	Several table rows, divided to cells with fixed maximum width. It can be used for main Email template sections with standard 600px width.
Default layout	Several table rows, divided to cells in percent ratio without width limit. It can be used in blocks limited by template width and sections for full screen.
Elements	Separate layout elements, like heading, divider, banner, link or button.
Blocks	Sets of elements for quickly creating template parts. These elements can be text with heading and image, menu, or social media links.
AMP blocks	Blocks for interactive AMP messages. “Carousel” and “Accordion” blocks are supported.
User blocks	You can save template elements and sections as custom blocks. They will be available in the visual editor for each template, like message fragments. To transfer message section to custom blocks, click “+ Add block” and copy the fragment content to the pop-up window.



How to add blocks to templates

To add block to the template, just drag and drop it to the place you want. The parental block will be highlighted in yellow and the new element will be highlighted in green:



How to manage elements

The content of the message in the visual editor consists of elements (text, headers, images, video) and the HTML layout (table cells in which elements are placed, as in containers).

General operations are divided in 2 menus:

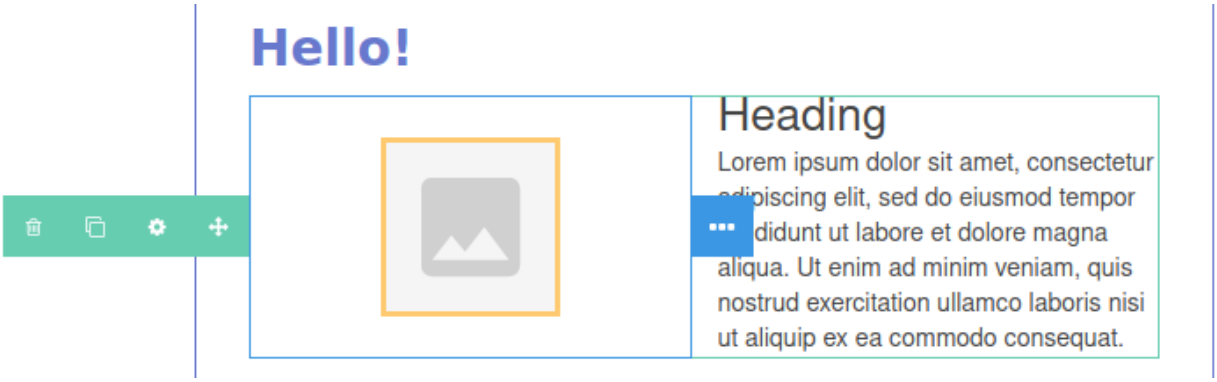
- **Container operations — can be displayed by clicking on the green icon at the left part of layout container**

- **Elements operations menu — can be displayed by clicking on the blue icon at the left part of layout container**

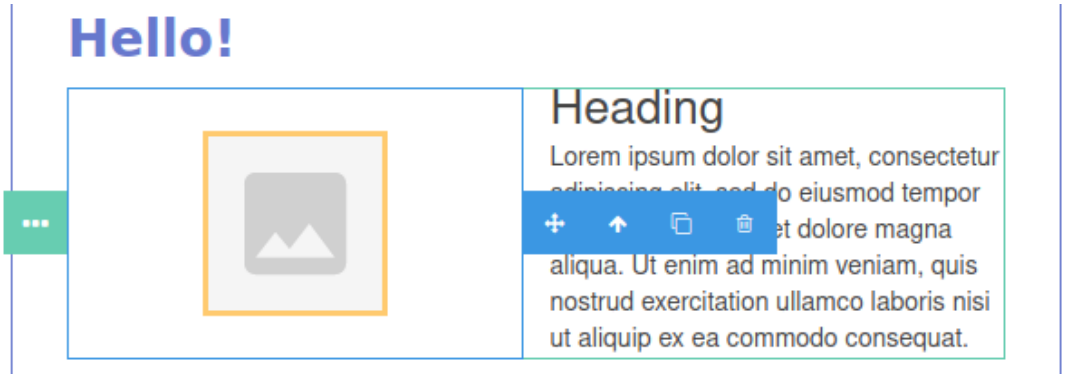
  

When you add a new table cell or a new container, operations menu will be available. After tab is selected, you can move, configure, duplicate or remove it using green buttons.

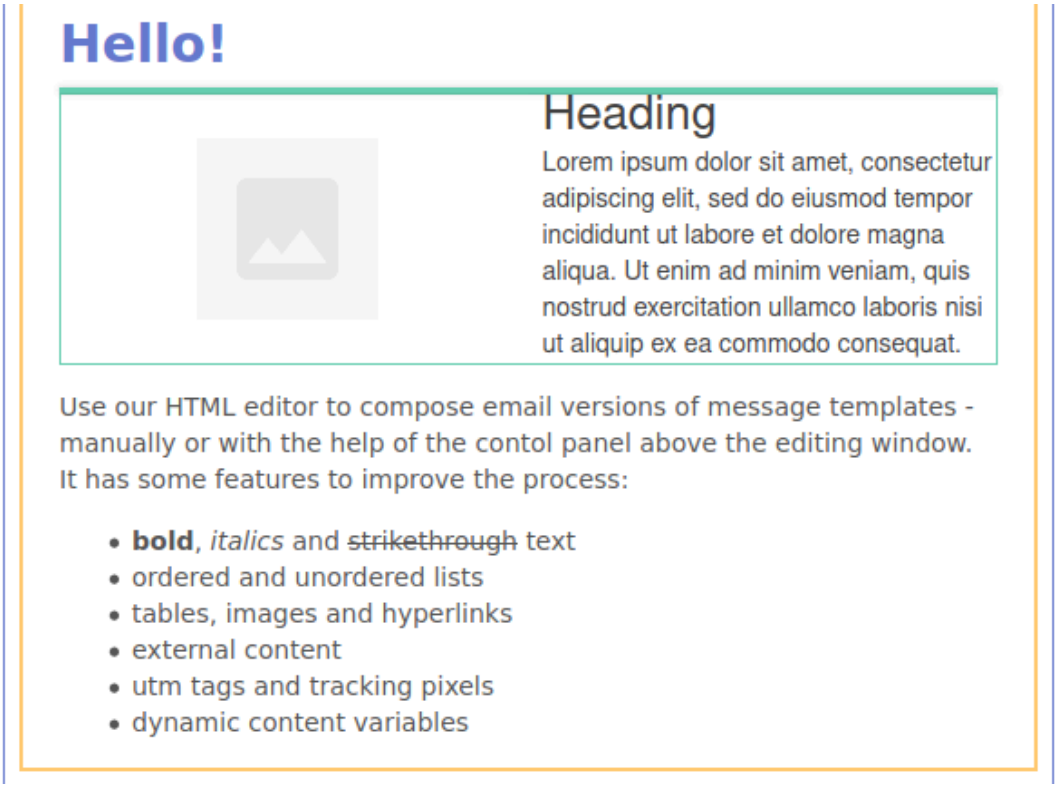


Operations menu is also available for each element inside the container. You can:

- **move an element inside a container,**
- **move it to the upper level container,**
- **duplicate,**
- **remove it, using blue buttons.**



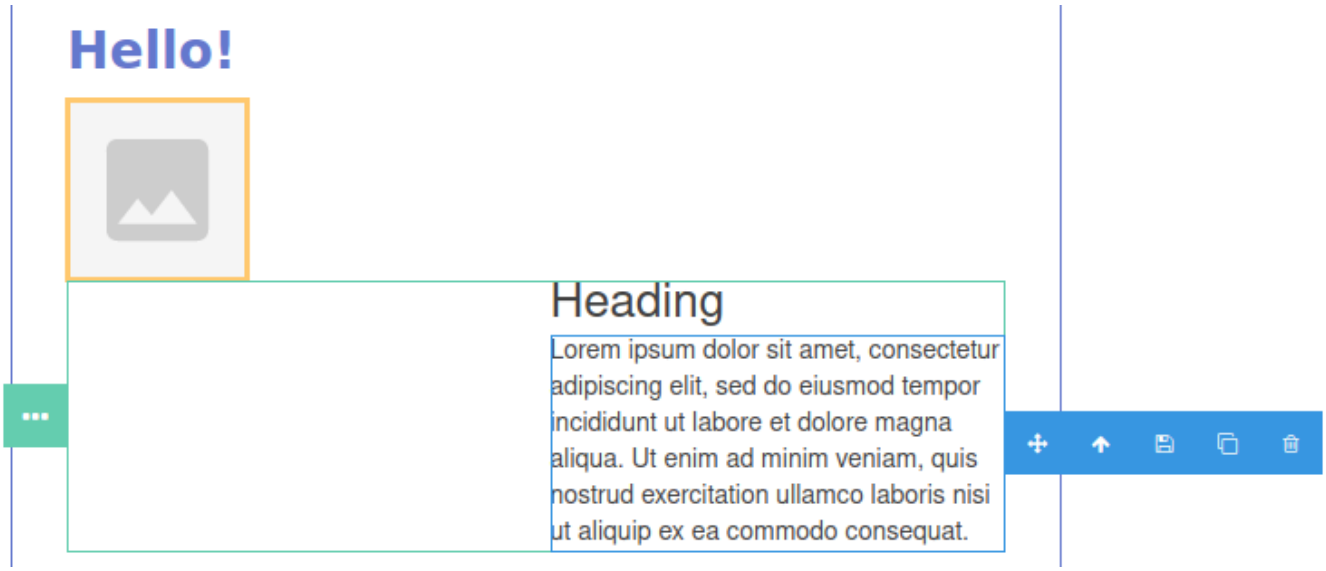
When you are moving the element, message sections is highlighted in green, parental container and other elements of the section are highlighted yellow. Green line will mark a new place for an element or a container.



Elements and element groups can be saved as user blocks. To do this, click on diskette icon in the operations menu.

TIP

To save entire sections content, select it by pressing container operations menu icon at the left part. After this, you can use element operations.



TIP

On the right side of the editor, for each selected element, a style menu is available. Here you can:

- **Configure the attributes and settings of the element. Attributes are described for each type of element;**
- **Configure display options for an element. CSS styles are added directly to the HTML tags to improve the readability of the email for email clients. Styles are described in a separate article.**

💡

Now let's take a closer look at each element.

Elements and their settings

Elements and their settings

Adaptive layout

The following attributes and settings are available for adaptive layout strings:

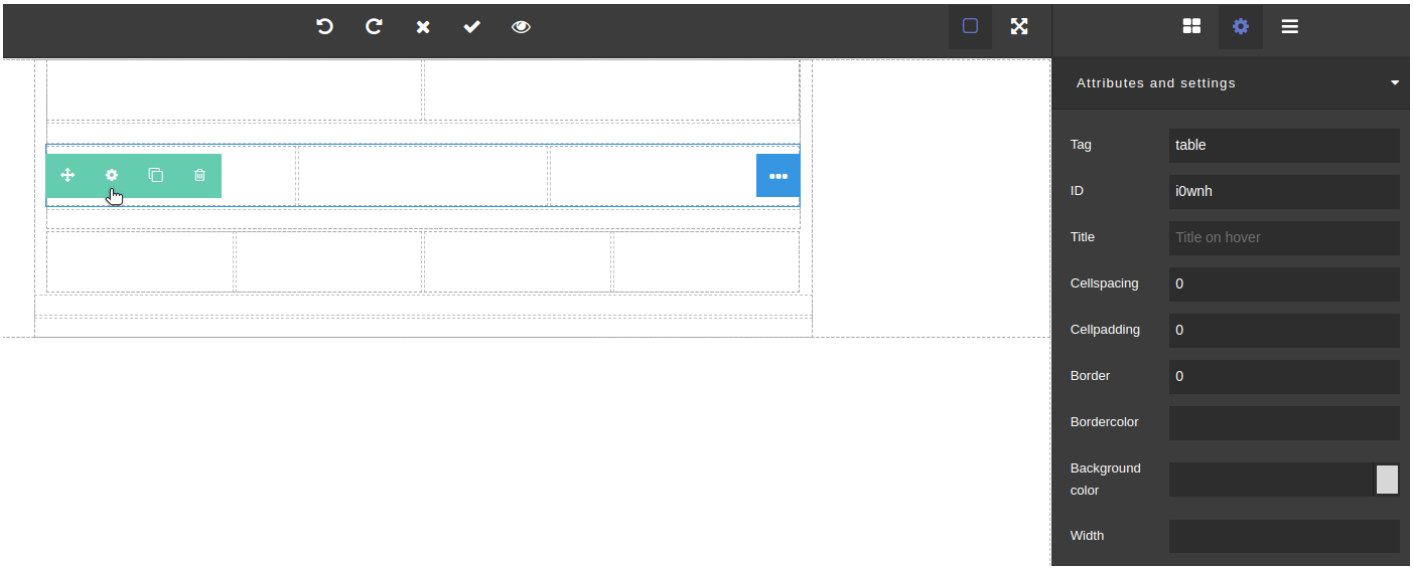
- **HTML tag**
- **Element ID**
- **Title on hover**
- **Cellspacing**
- **Cellpadding**
- **Border**
- **Border color**
- **Background color**
- **Width of the section**

TIP

To see the “Attributes and Settings” tab, select the element of the adaptive layout, hover over the green icon on the left side of the container and click



in the pop-up window.



Adaptive layout cells are displayed as containers, for which you can set only title and identifier.

Default value

When it comes to the default layout, you can also add cells and change width percent ratio.



The following options are available fordefault layout cells:

- **ID**
- **Title**
- **Background color**
- **Width**
- **Horizontal and vertical align**

Elements

You can use WYSIWYG editor to edit the text in such elements as Heading, Text, Link and Button.

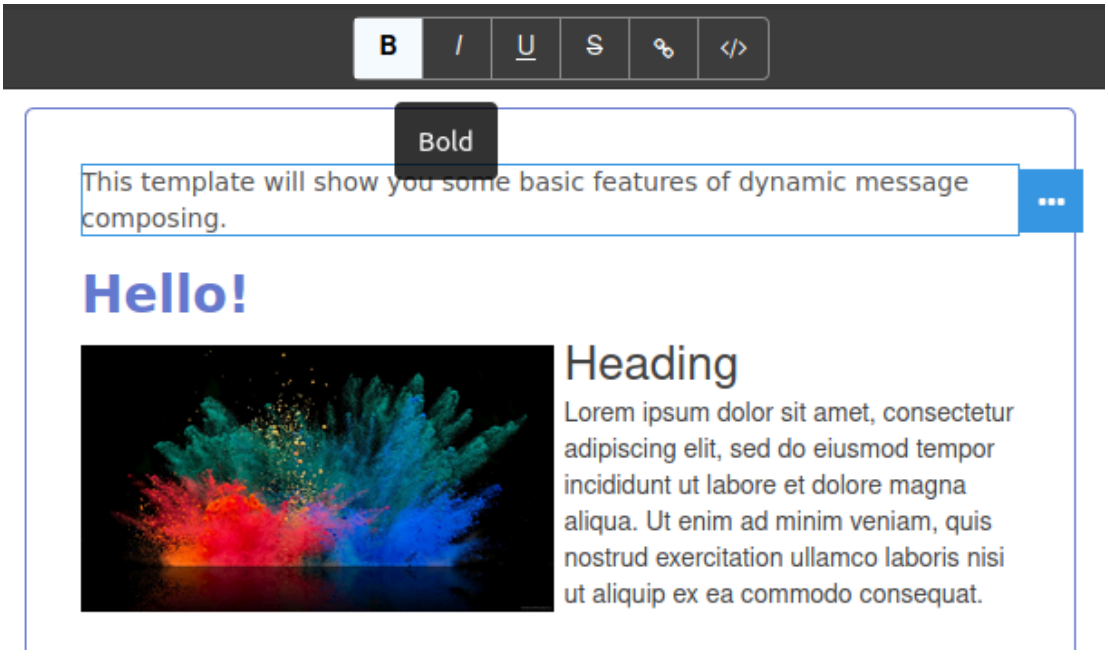
WYSIWYG editor for text elements

The WYSIWYG editor is available for text elements, like Header or Text. Click twice on the text element to edit its content in the central part of the editor.

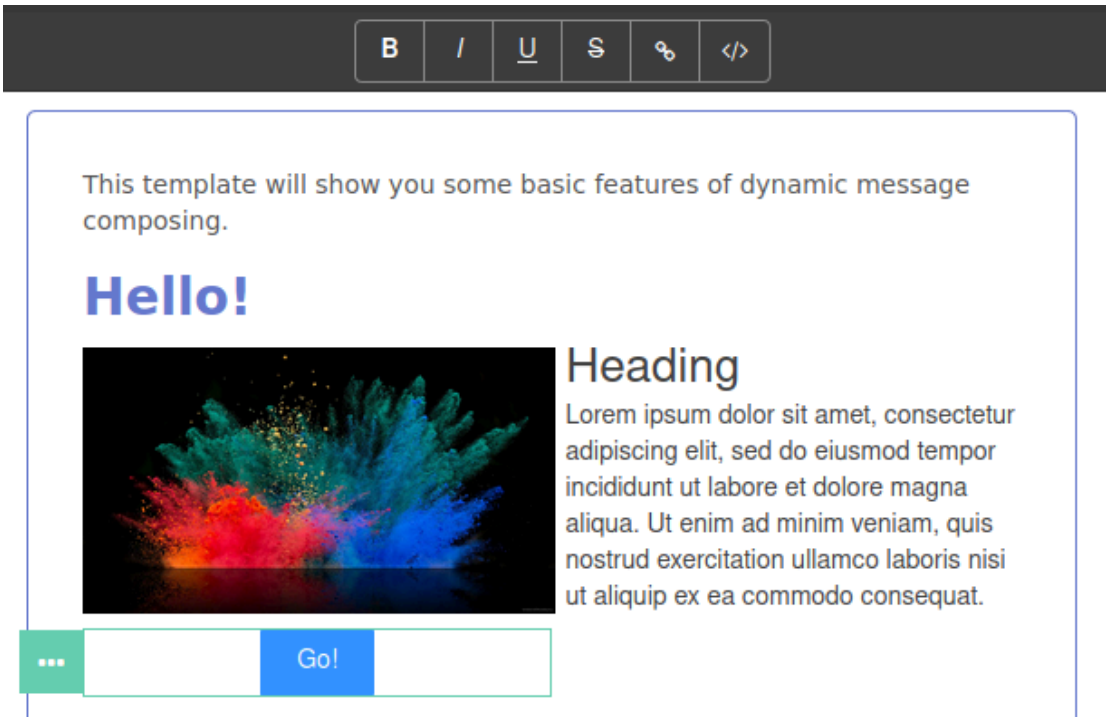
Double-click on the text element and the toolbar at the top of the editor will switch to text editor mode. You will be able to edit the text of the element in the central part of the editor. By the way, you'll immediately see the result.

Toolbar let you:

- **format text (bold, *italic*, underline, ~~strikethrough~~),**
- **add links,**
- **add variables.**



You can edit text on the Button element in the same way:

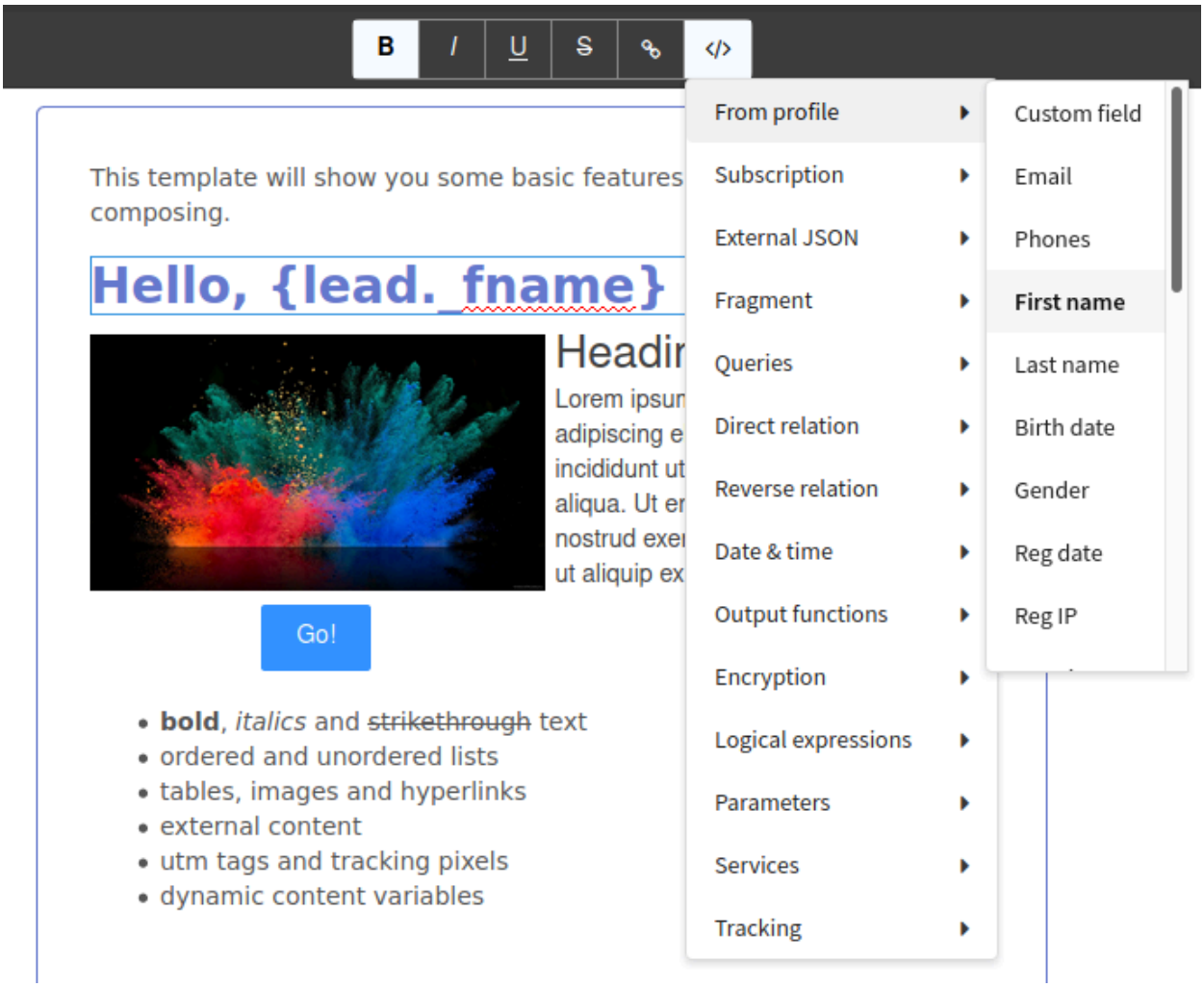


TIP

Text display options, as well as the behavior of links and buttons, are configured on the right side of the editor and are described later in the next article.

You can use the variables menu to add [profile data and logical expressions to the template](#).

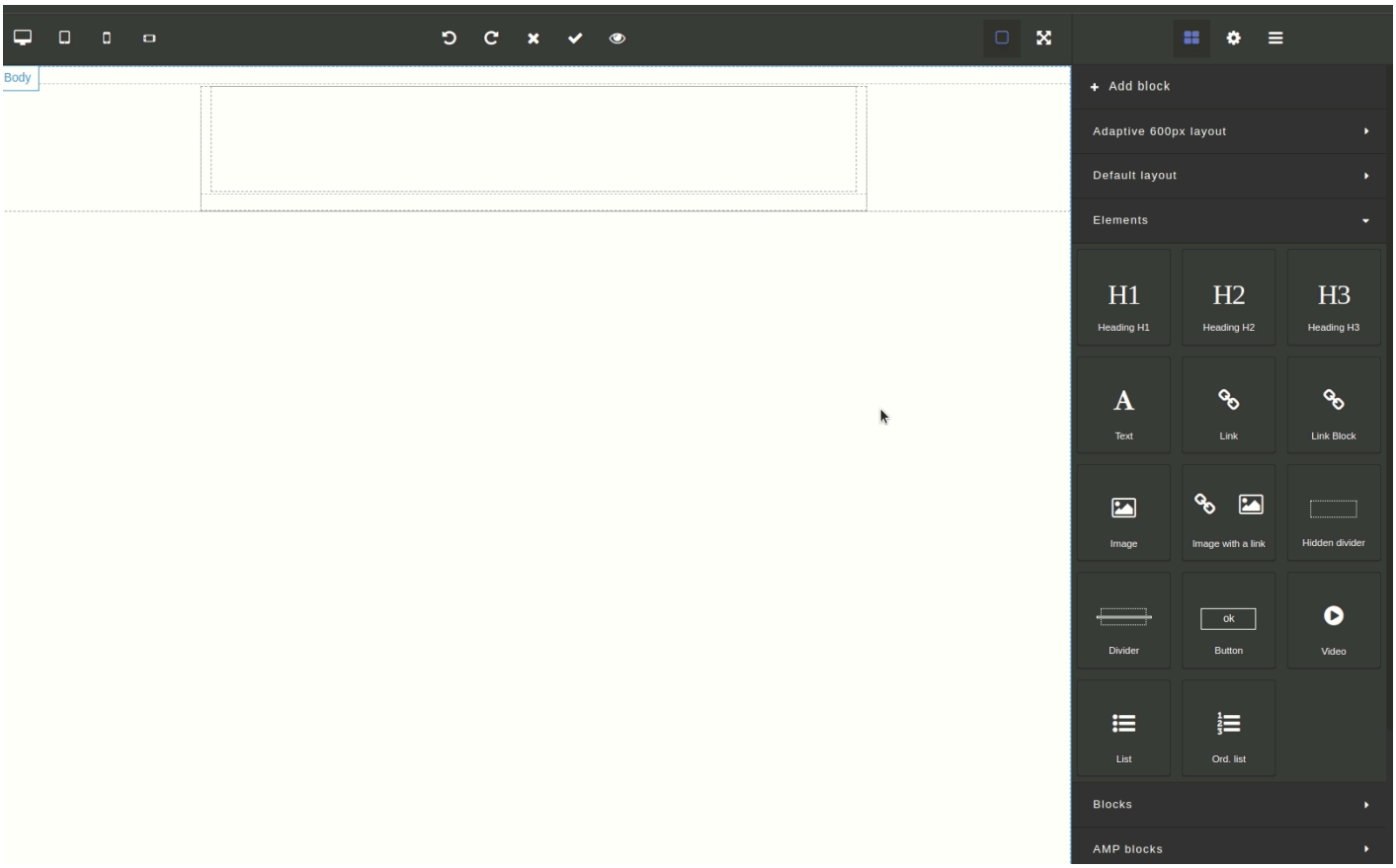
To insert custom fields value into the template, use `{lead.custom_field}` expression (`custom_field` - full name of [custom field](#)).



Let's take a look at each element:

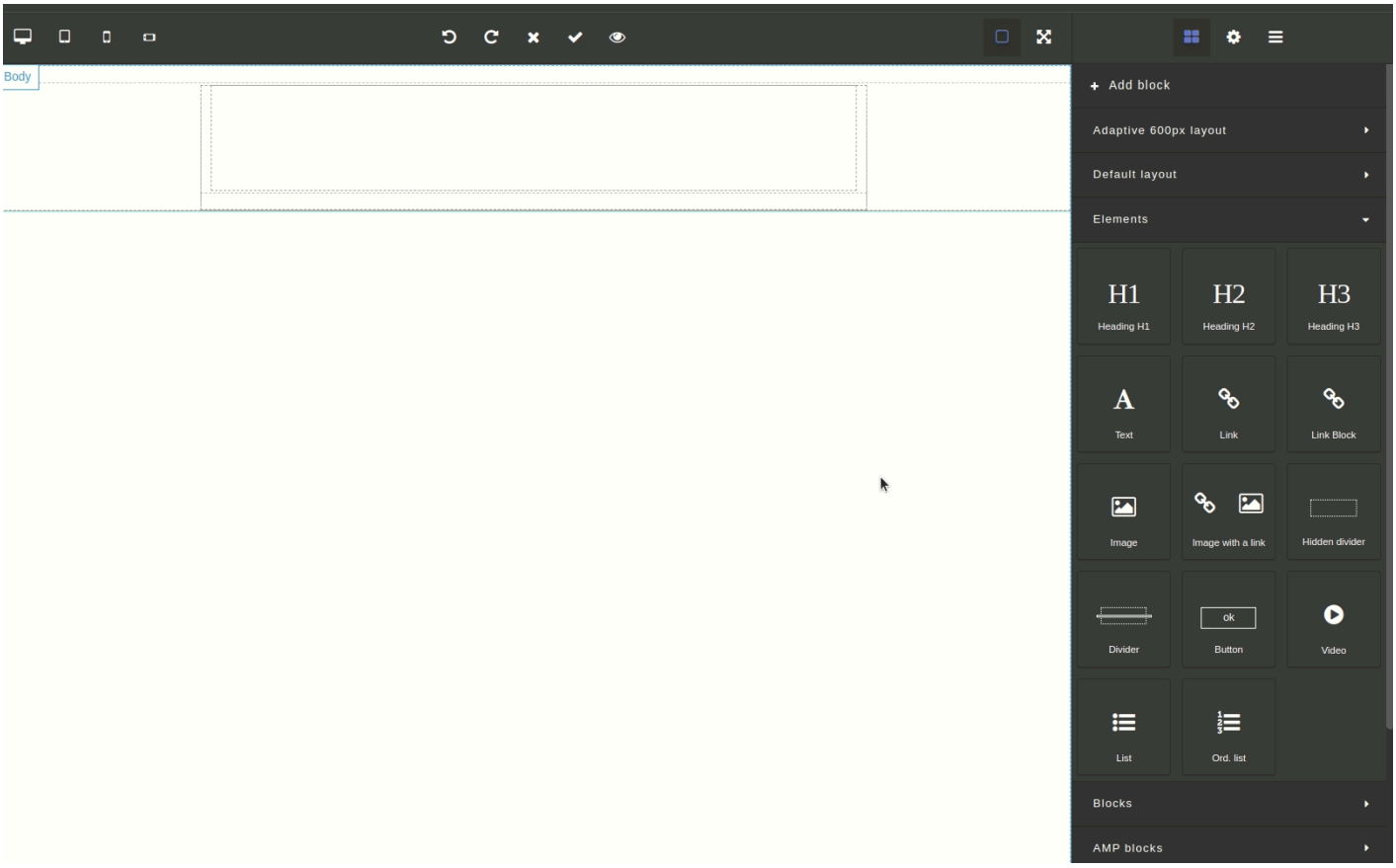
Heading

Heading attributes and settings: • **ID** • **Title**	



Text

Text attributes and settings: • **ID** • **Title**	



Link and Link block

Link attributes and settings:	
• ID • Title • Link • Open link in (new window or current window)	

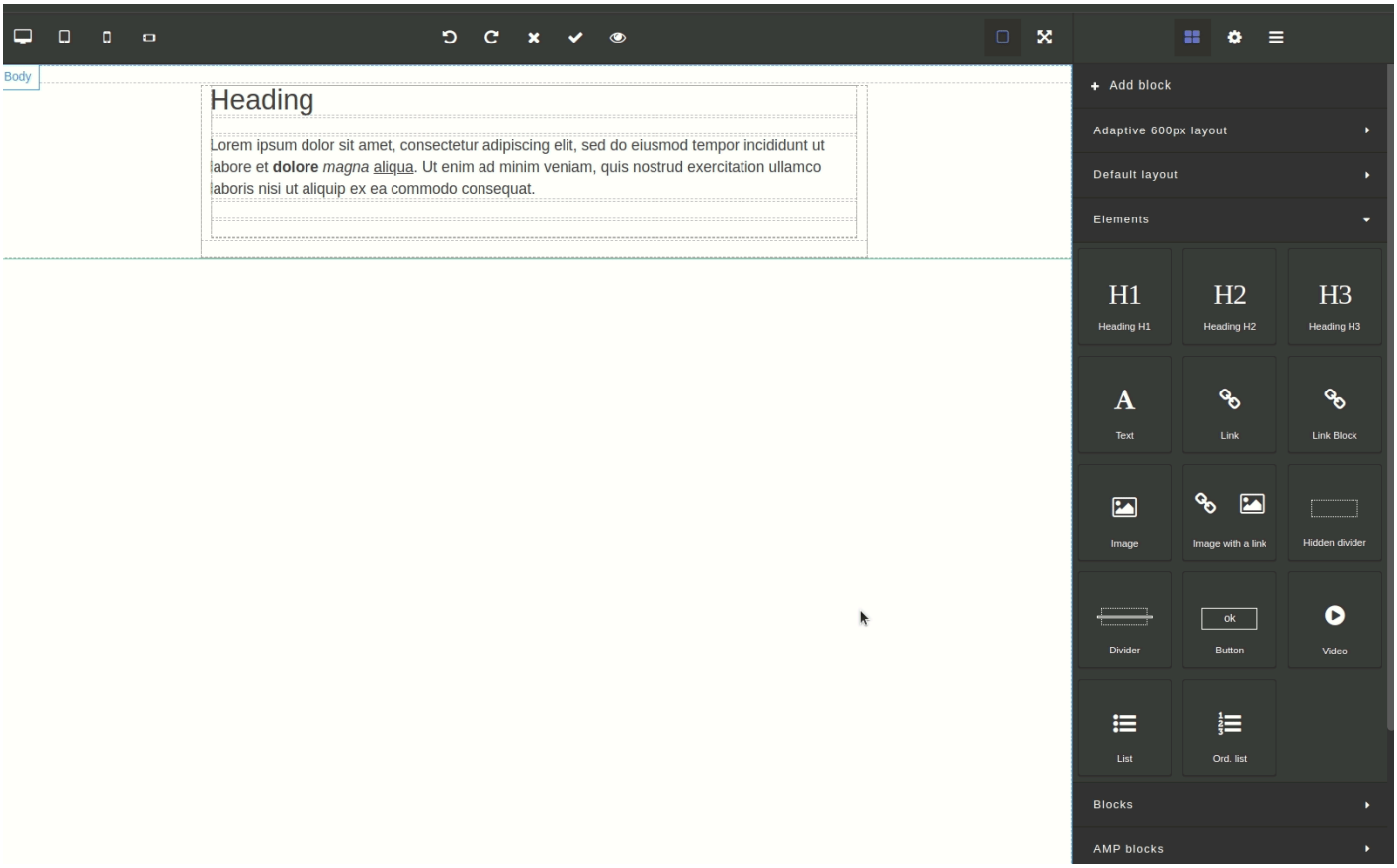


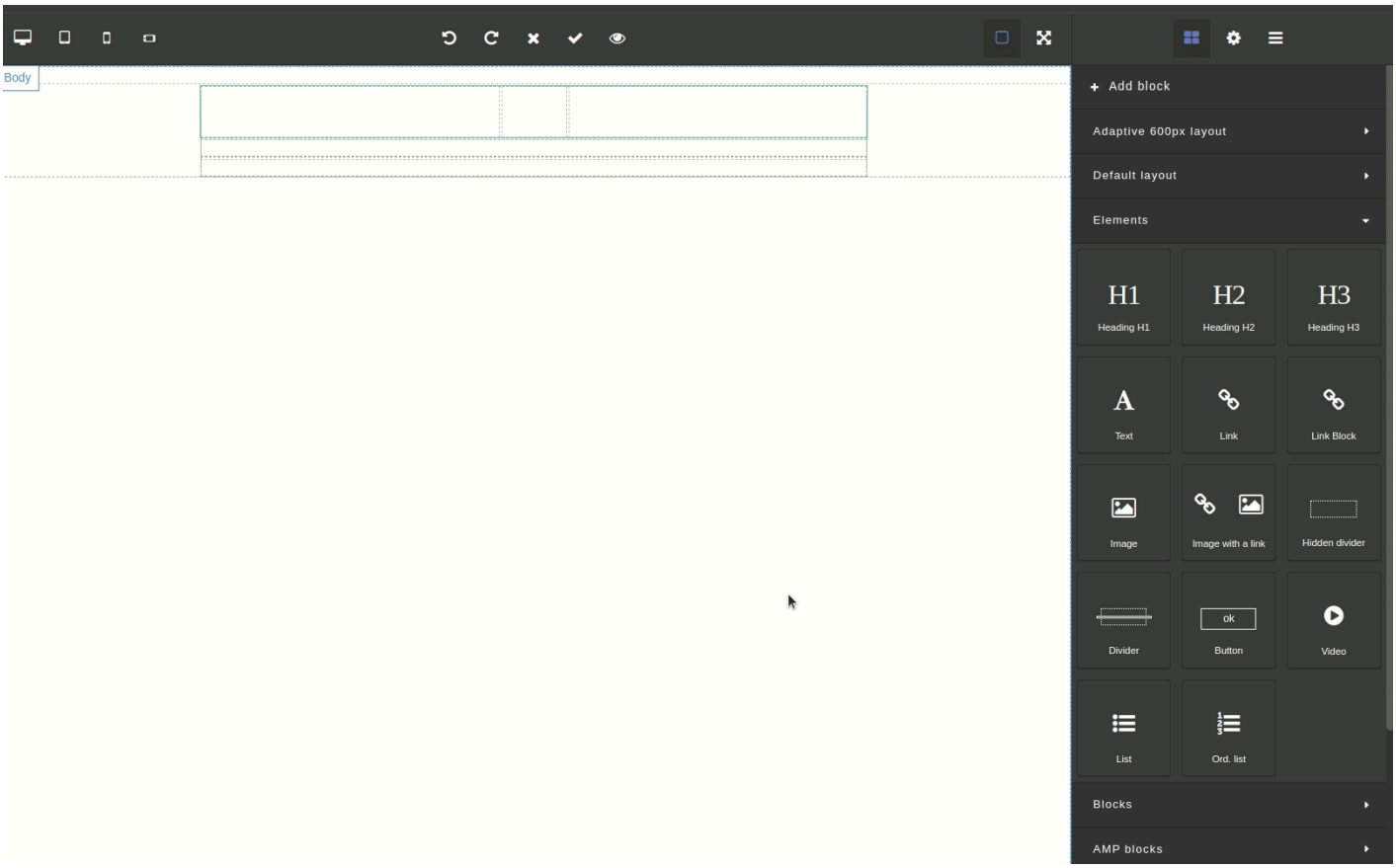
Image and Image with a link

Click twice on the element to open platform image gallery. You can use the search by file name or by tags.

Using form at the top part of the gallery, you can upload your images. Just drag ad drop the file you want, or click on the Browse button and select image.

After you select image, open it and click Insert button. You can also add or remove tags for images.

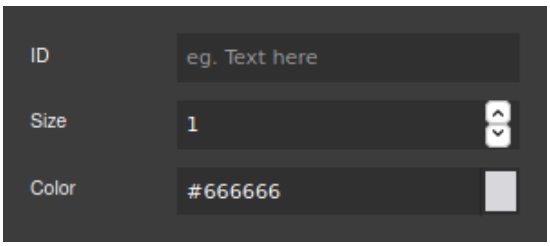
Image attributes and settings:	
• ID • Title • Alternative text • Width and height (in pixels) • Image URL (in platform or network)	



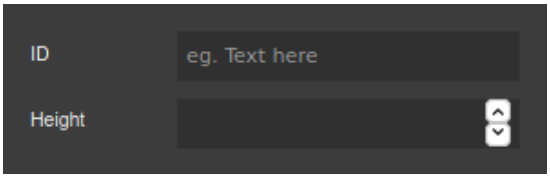
Divider and Hidden divider

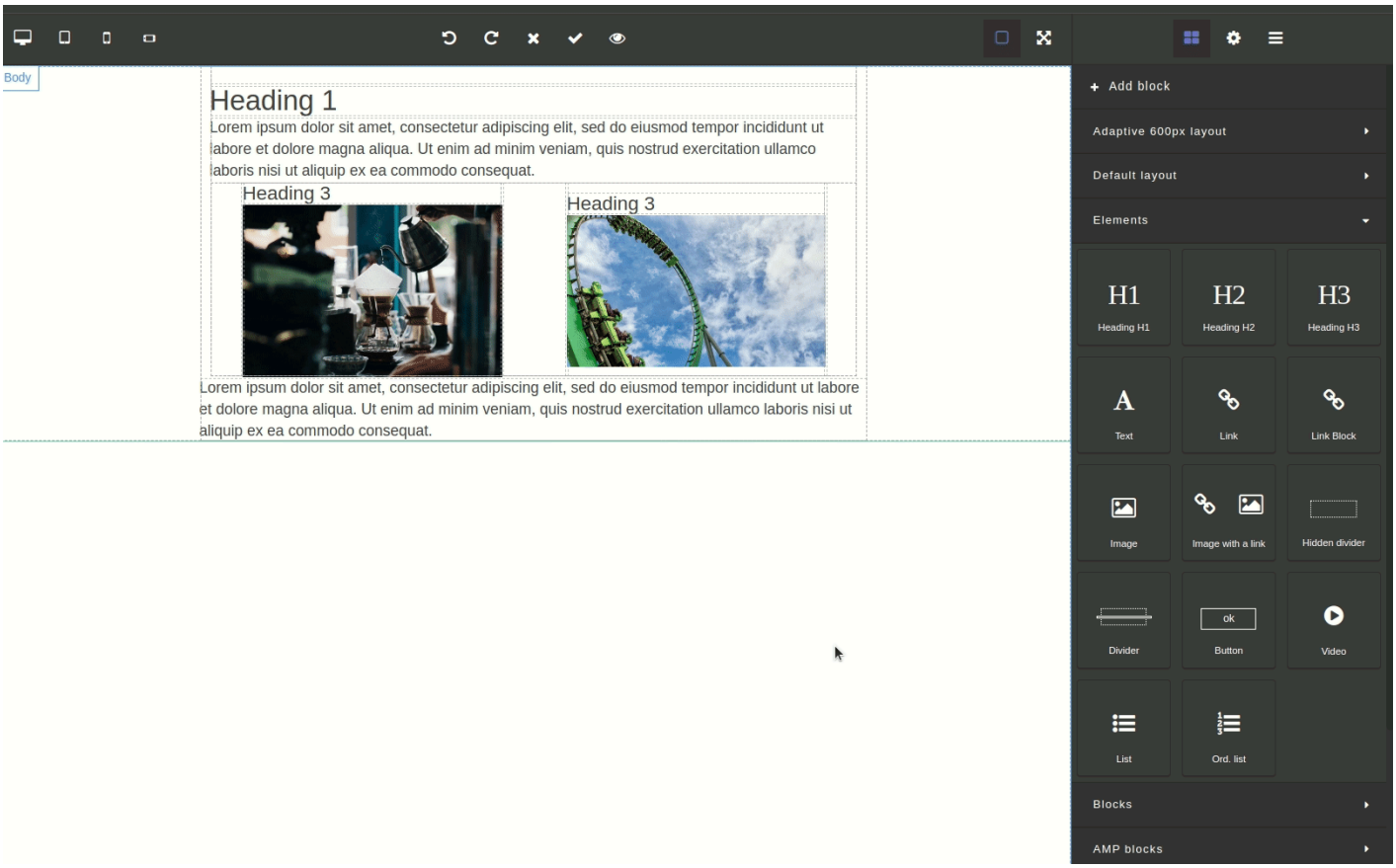
Dividers allow you to visually separate items from each other.

For the divider, you can set the size in pixels and choose a color:



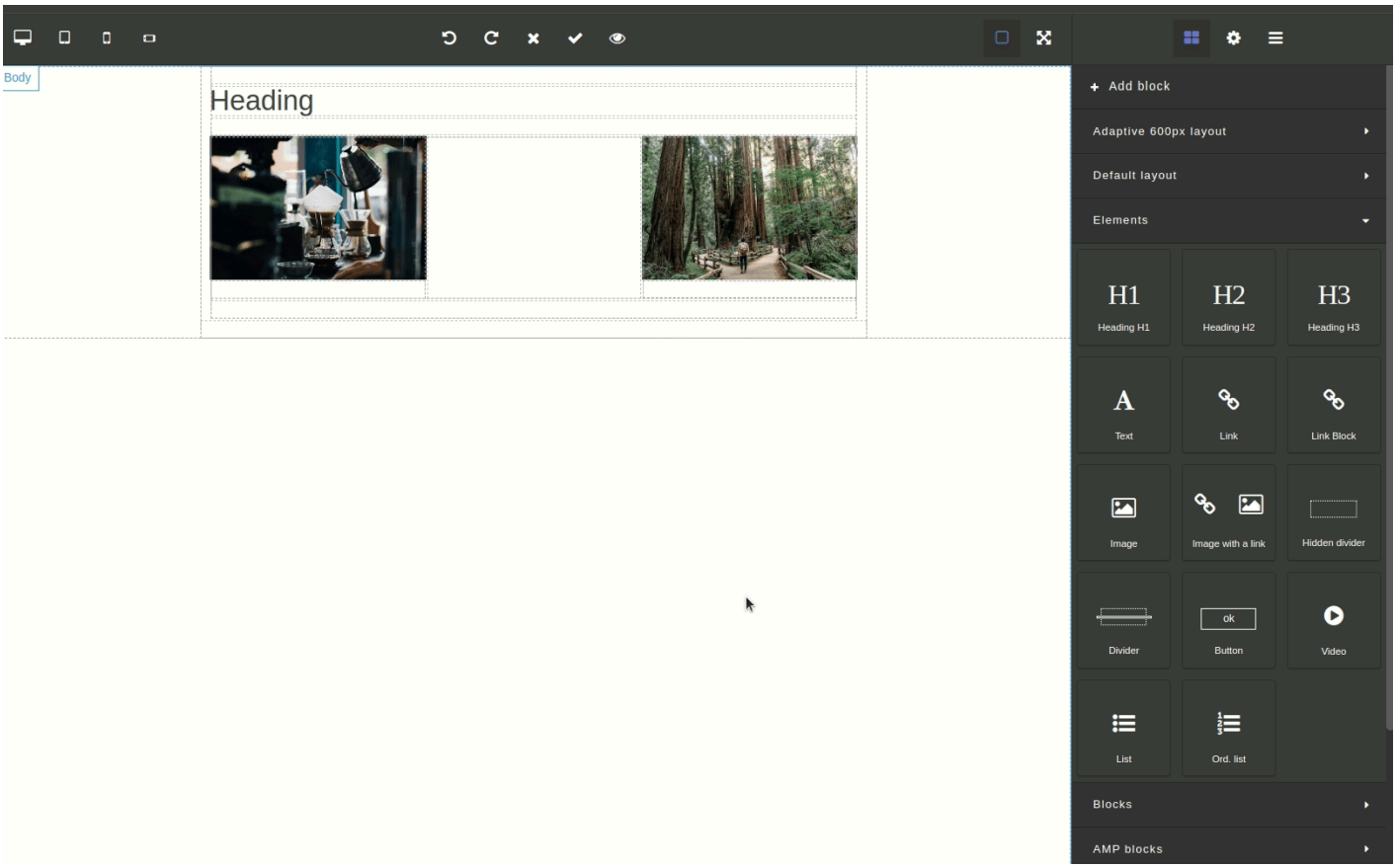
For the hidden divider, you can set height (in pixels):





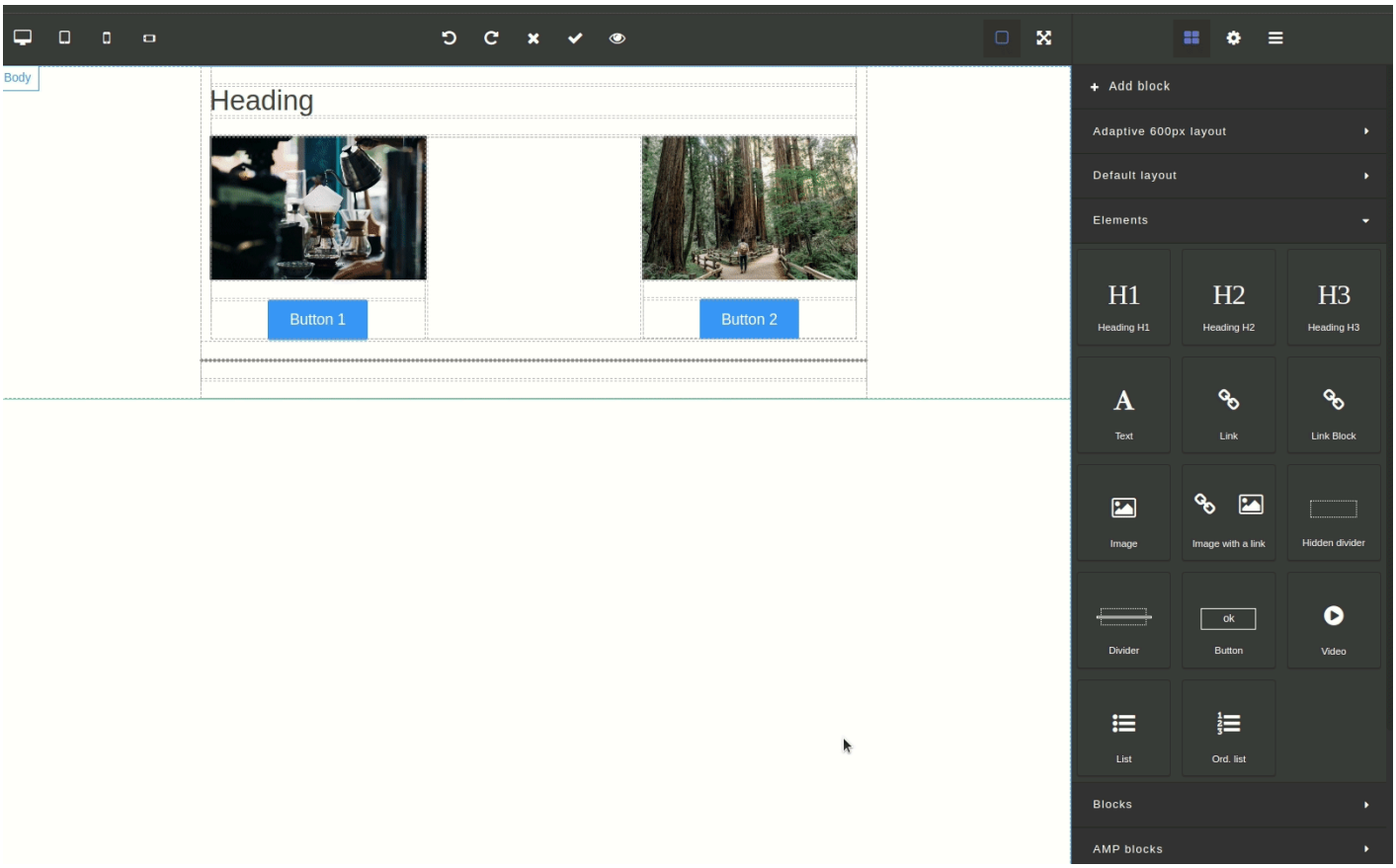
Button

Button attributes and settings: • **ID** • **Title** • **Link** • **Open link in (new window or current window)**	



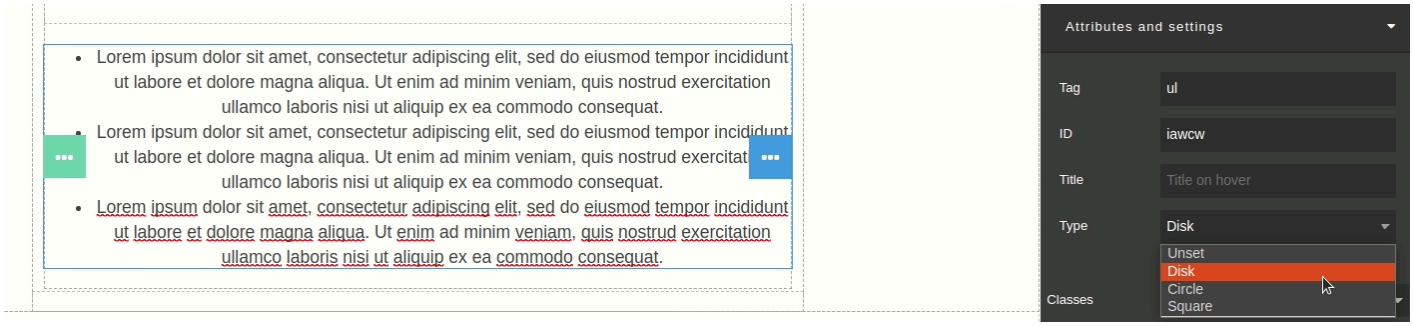
Video

Video attributes and settings: • **ID** • **Title** • **Video URL** • **Preview image** • **Link** • **Player width and height**	

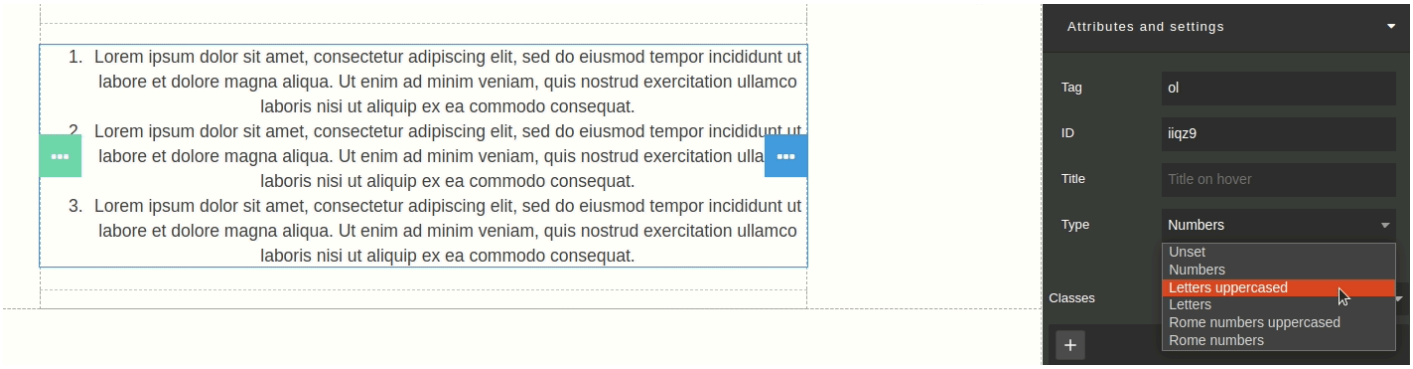


List

For an un ordered list, you can set ID and title, and select marks type (disk, circle or square):



For an ordered list, you can select numeration type (numbers, Roman numbers or letters):

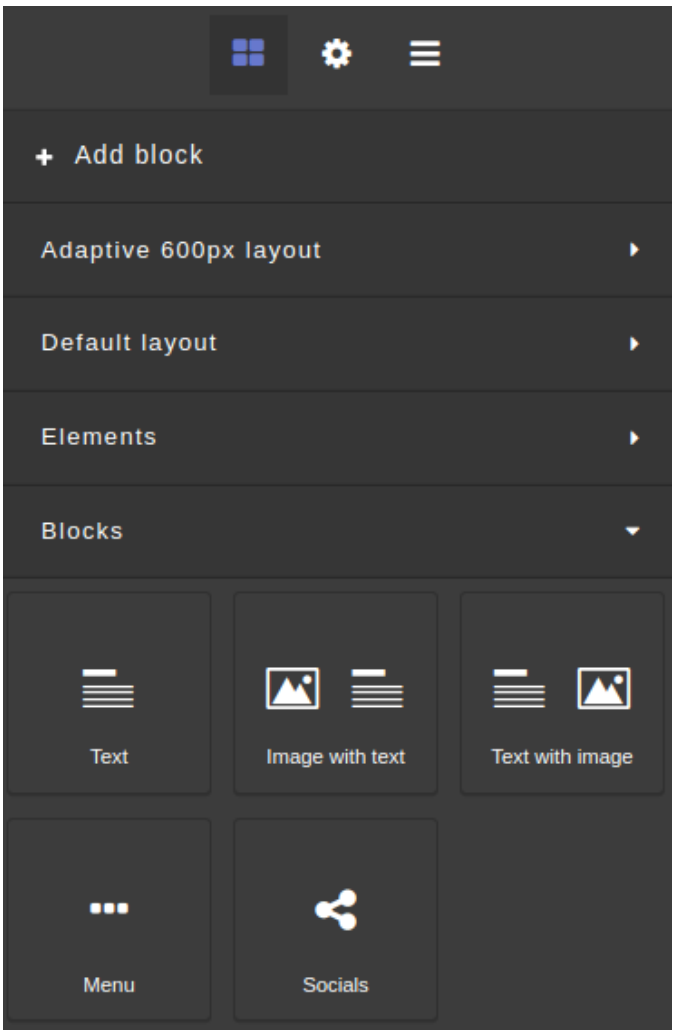


Blocks

Blocks are containers that already contain certain elements.

The blocks make it easier to work with the template, since they are some kind of templates for the platform user, which he, with a high degree of probability, uses in almost every email message. If you are tired of repeating the same

monotonous action over and over again, then it's time to use blocks.



Text

The "Text" block is a container that includes an h1 heading and a paragraph.

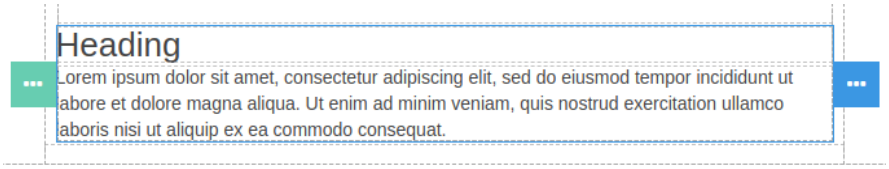
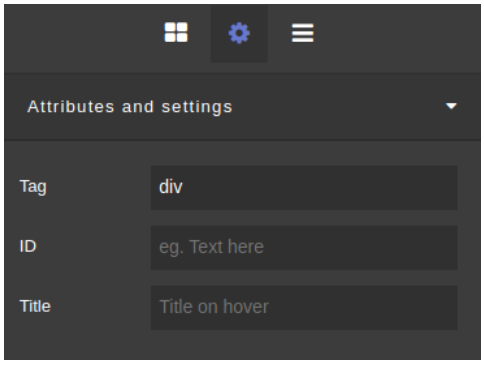
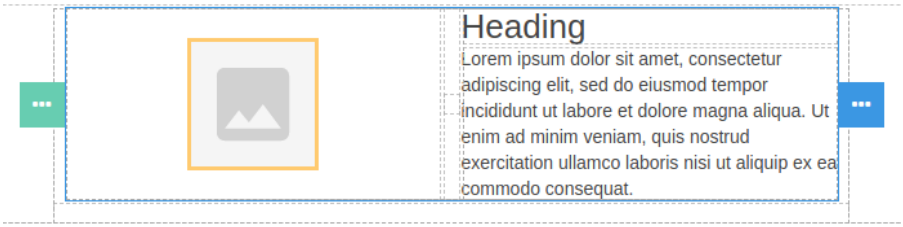
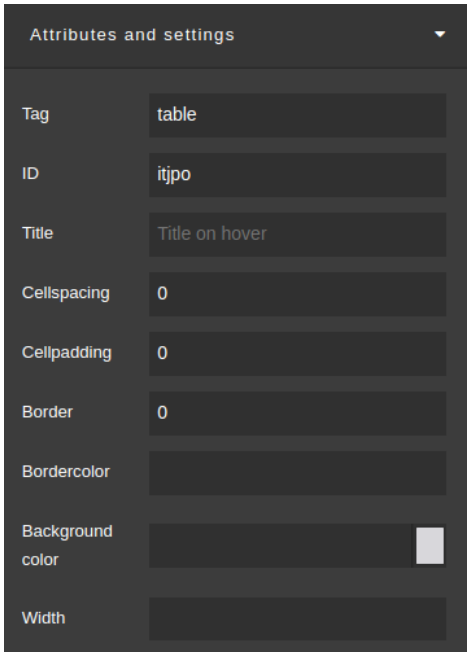
How it looks	Attributes and settings
	

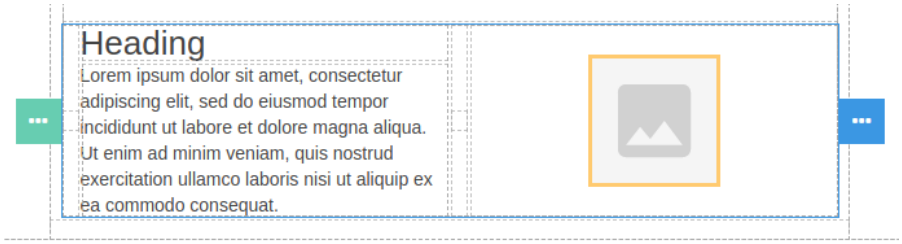
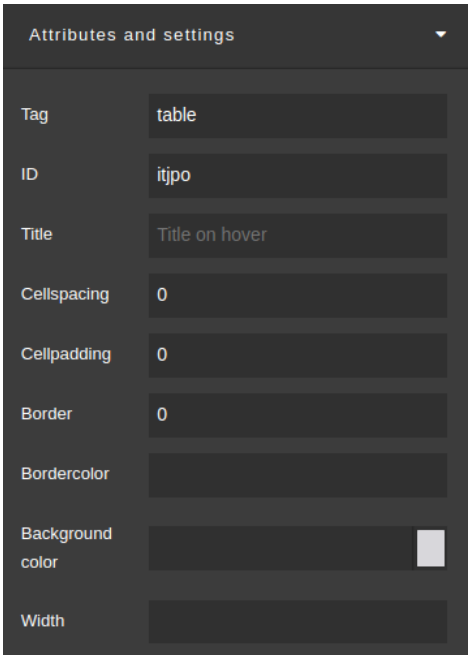
Image with text

The "Image with text" block is a table consisting of two cells. The cell on the left contains the image, and the cell on the right contains the h1 heading and paragraph.

How it looks	Attributes and settings
	

Text with image

The “Text with Image” block is a table consisting of two cells. The cell on the left contains the h1 heading and paragraph, while the cell on the right contains the image.

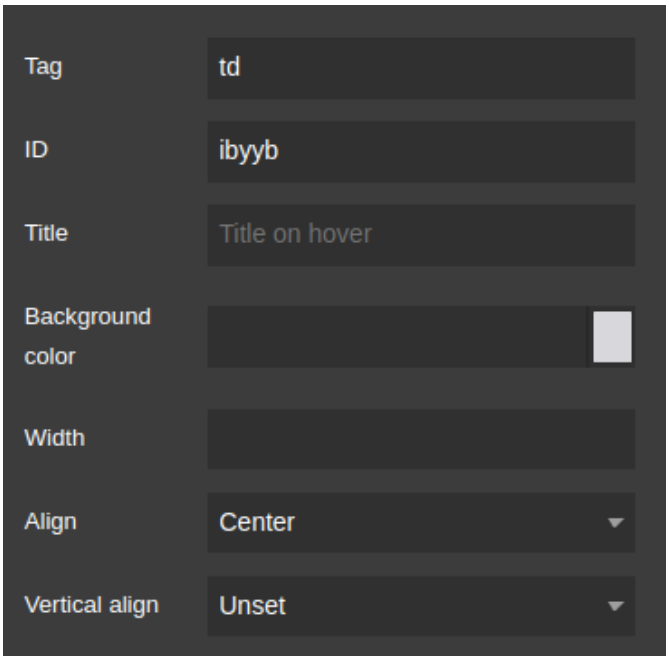
How it looks	Attributes and settings
	

Menu

The “Menu” block is a table consisting of 4 cells of the same width.



Each cell includes a link that you can customize in the Attributes & Settings panel. There you also have the ability to change the outer and inner margins between cells, adjust the border width and the total width of the element, set the background color and vertical and horizontal align.

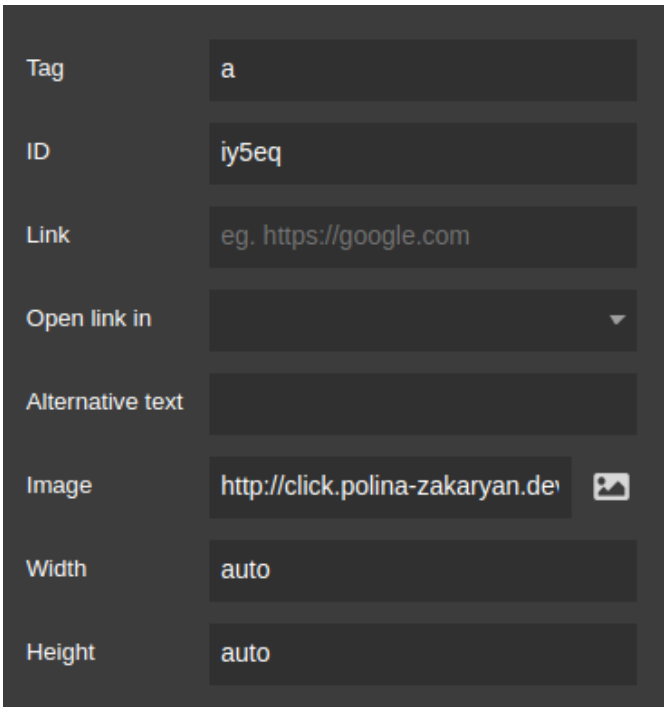


Socials

The “Socials” block is a container that includes 8 images with links to social networks.



For each item, you can set your own link to click, add alternative text, customize the image, and change the width and height of the element.



AMP blocks

AMP emails is a technology that allows marketers to embed interactive elements such as carousel and accordion into their emails. The user, in turn, can view the data without even opening a new tab to visit the website.

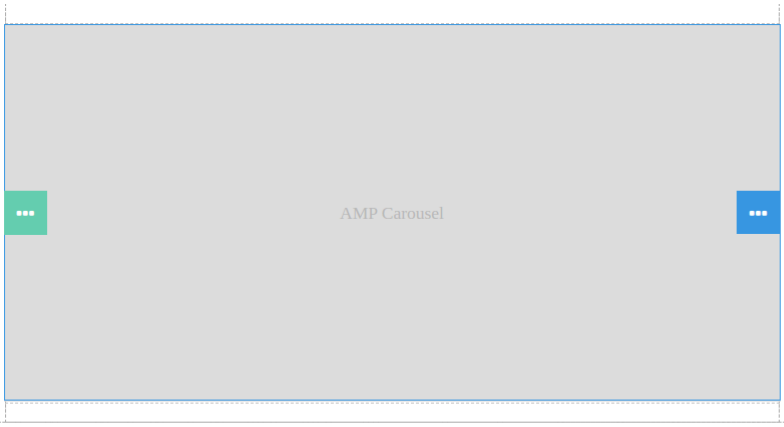
How to use AMP blocks in the Altcraft Platform:

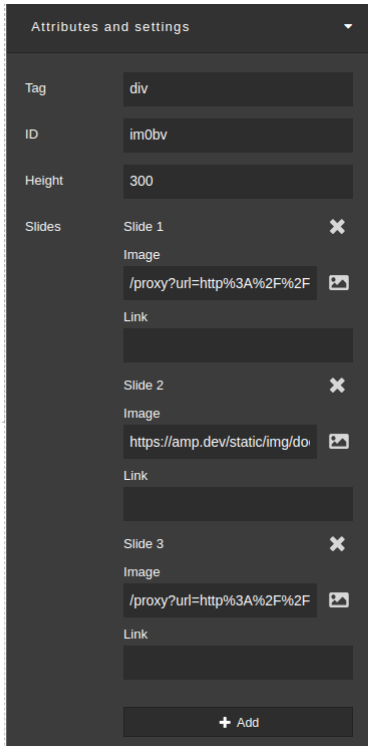
Carousel

AMP carousel is a block that includes several slides. A carousel allows multiple pieces of content to occupy the same area of space on a page or screen.



AMP carousel settings are set in the “Attributes and settings” section. You can set element ID and height and add slides, for which you can set images and links. You can upload your image, select it from the gallery, or insert image URL:

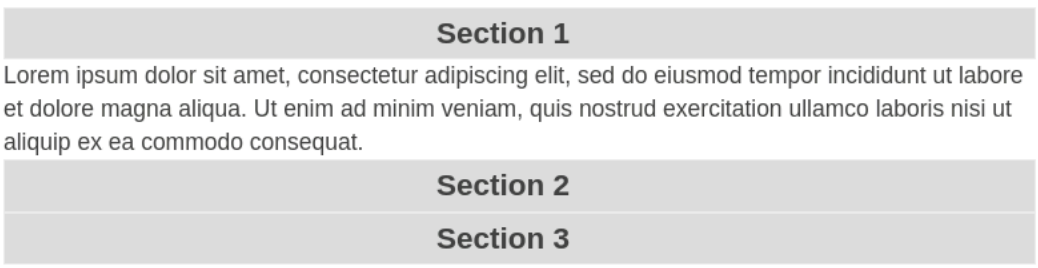




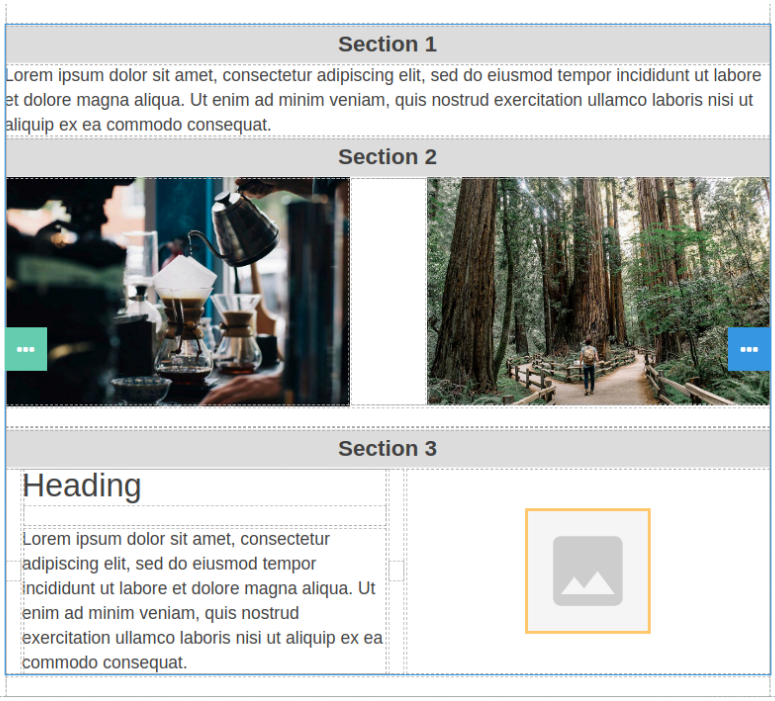
Accordion

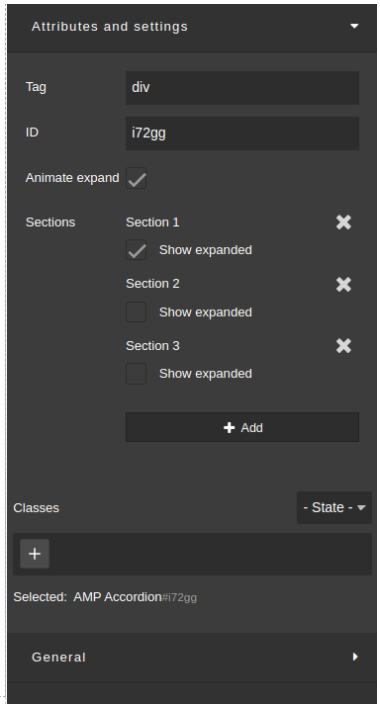
AMP accordion is a block consisting of several tabs with elements. Each element can be “expanded” with a specific action from the user side (click, mouseover). You can add any elements to the sections.

An interface element such as the accordion not only helps users navigate quickly through content, but also allows the UI designer to include large amounts of information in a limited space.



AMP accordion settings are set in the “Attributes and settings” section. Select the block and add the desired amount of tabs. Sections can be opened or closed by default.





💡 **If you’ve already figured out how to add and configure elements in the template, the last thing left is to [style](#) the elements**

Custom blocks

Custom blocks

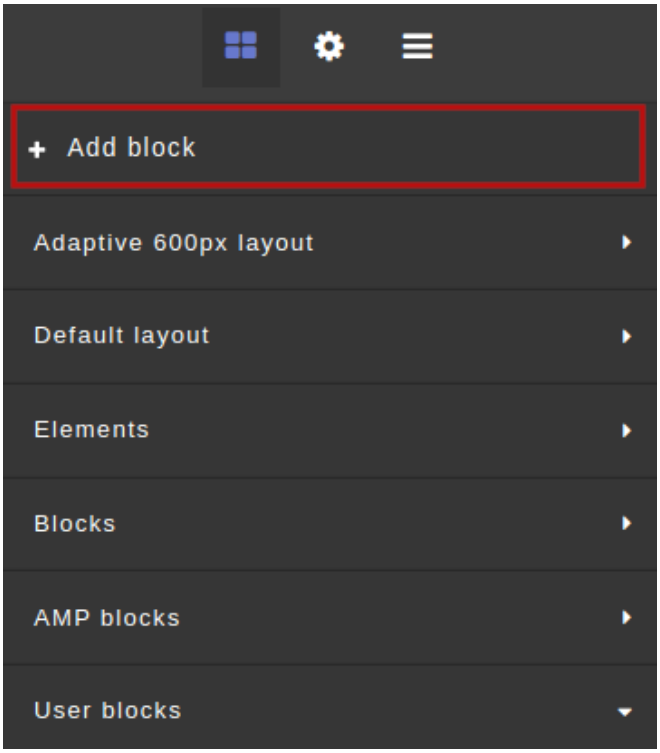
Save an entire section of the template as a custom block and then use that block over and over again. By the way, you can use it not only in the template where it was created, but also in any other.

What can be custom blocks? Any content that repeats from template to template. For example, the header or footer of a message.

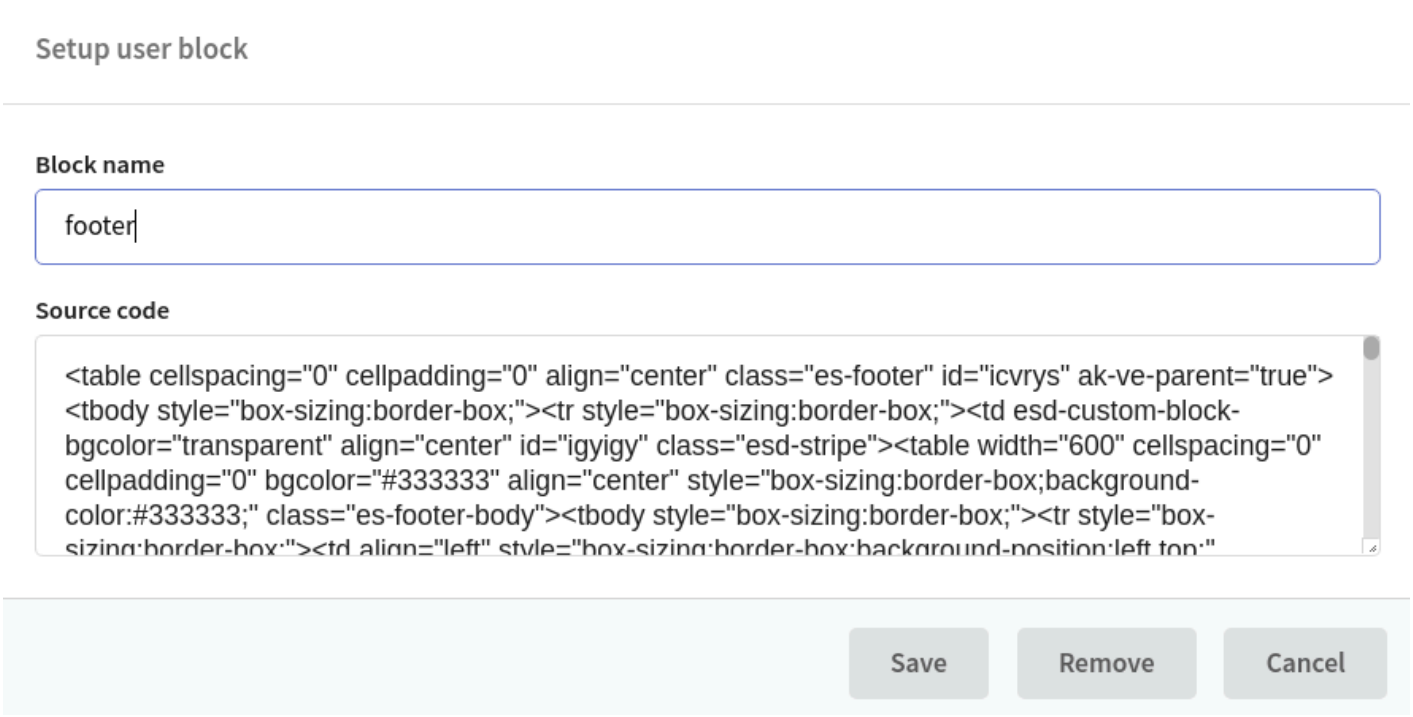
How to create a custom block

Option 1: Add source code

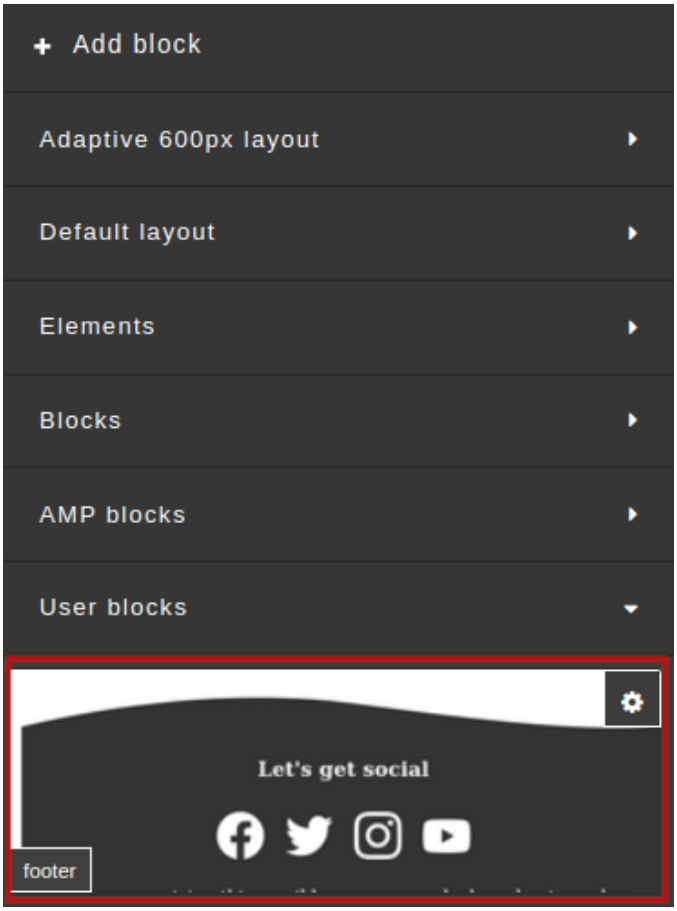
In the right panel of the visual editor, go to the “Add blocks” section. Click “+ Add Block”.



Enter source code of the fragment in the pop-up window and save the block.



The new custom block will be displayed after all available elements of the visual editor.



Option 2: Save the template container

Select the group of elements you want to save. You can simply hover the cursor over the desired container in the template, or you can use the section "Layer Manager".

After you select the desired section, you'll see the button for calling the menu of container operations —



. Click the floppy disk icon



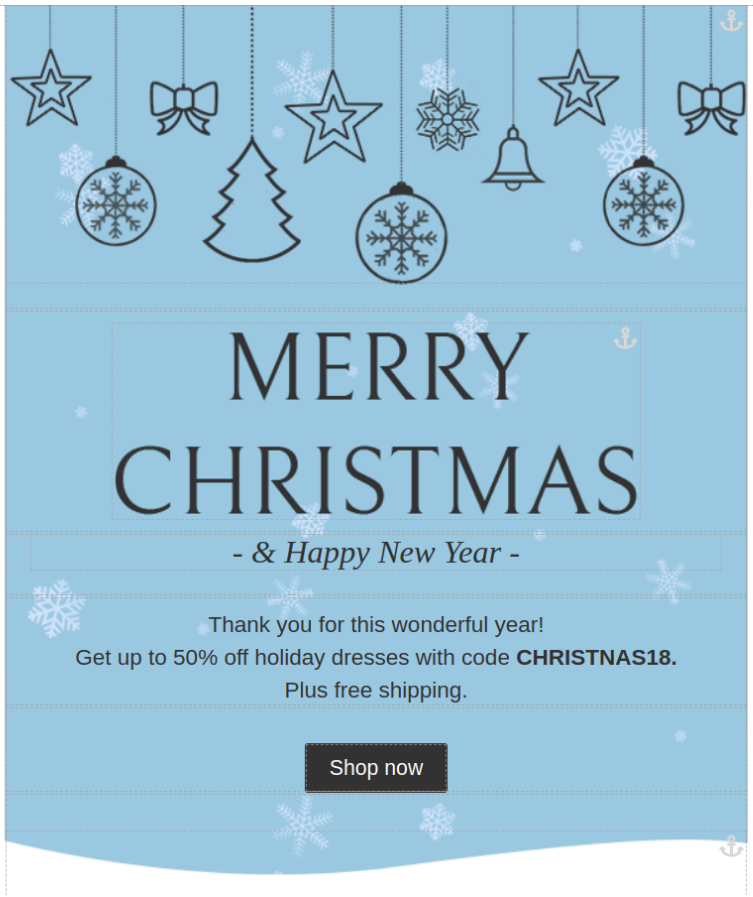
to save the block.

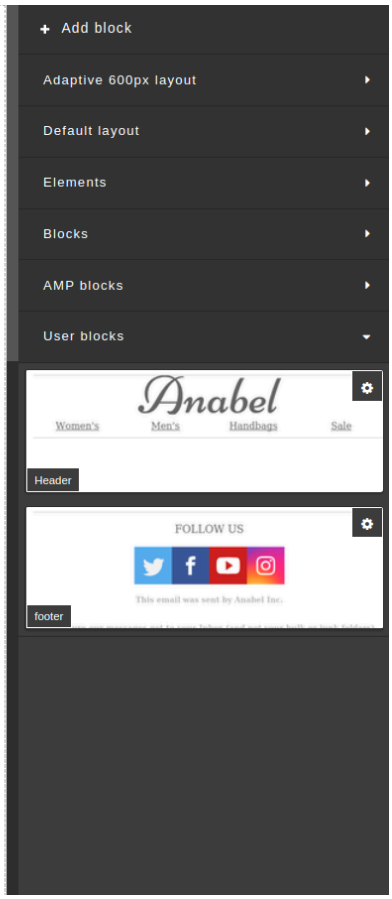
The new custom block will be displayed after all available elements of the visual editor.

How to add a custom block

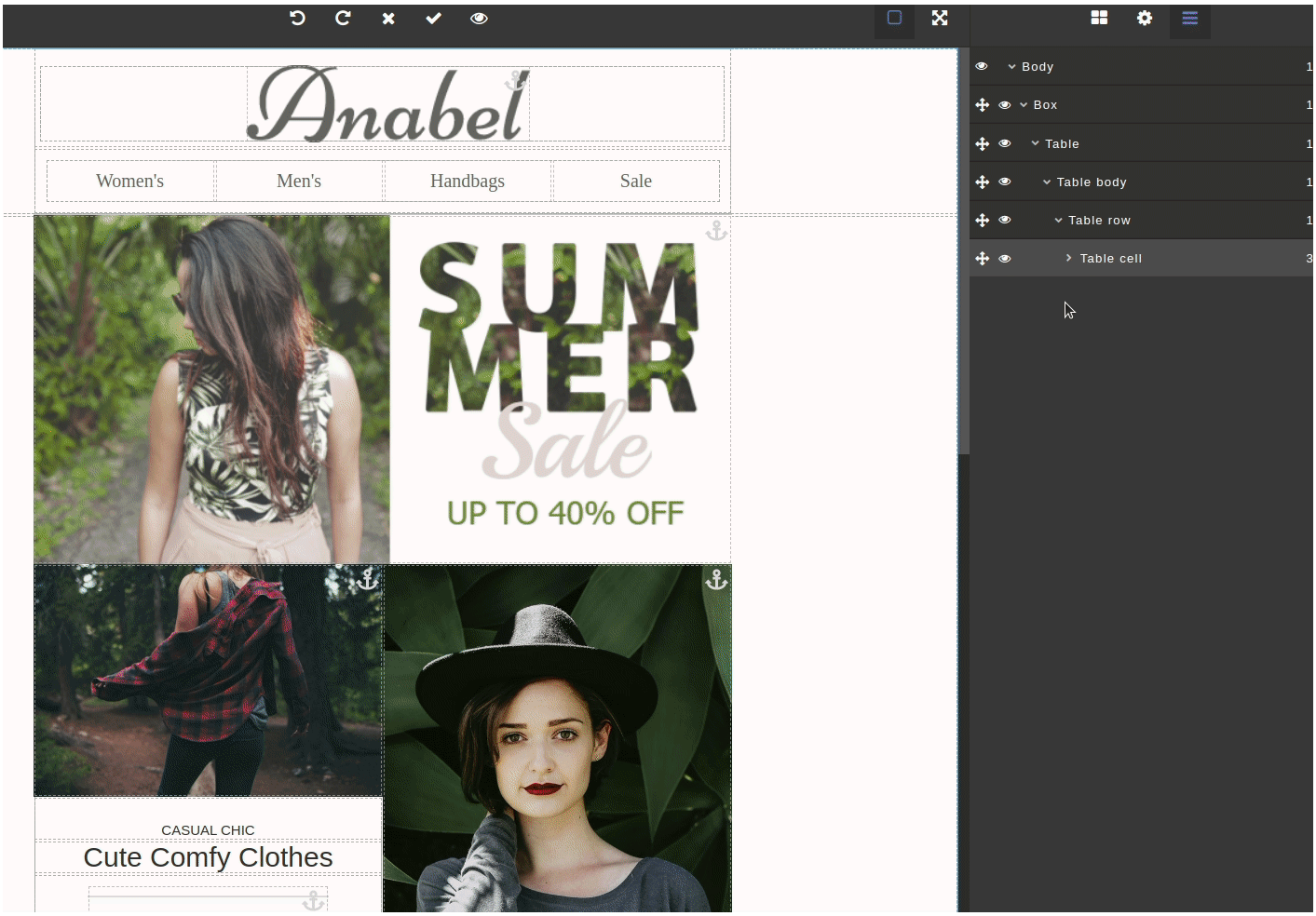
Select a custom block by clicking it, and then drag it to the part of the template you need. Let's get into practice.

Let's say we send emails to customers of the clothing store. Christmas is just around the corner, and we decide to give our subscribers a promotional code for a discount. This is how our template looks like:

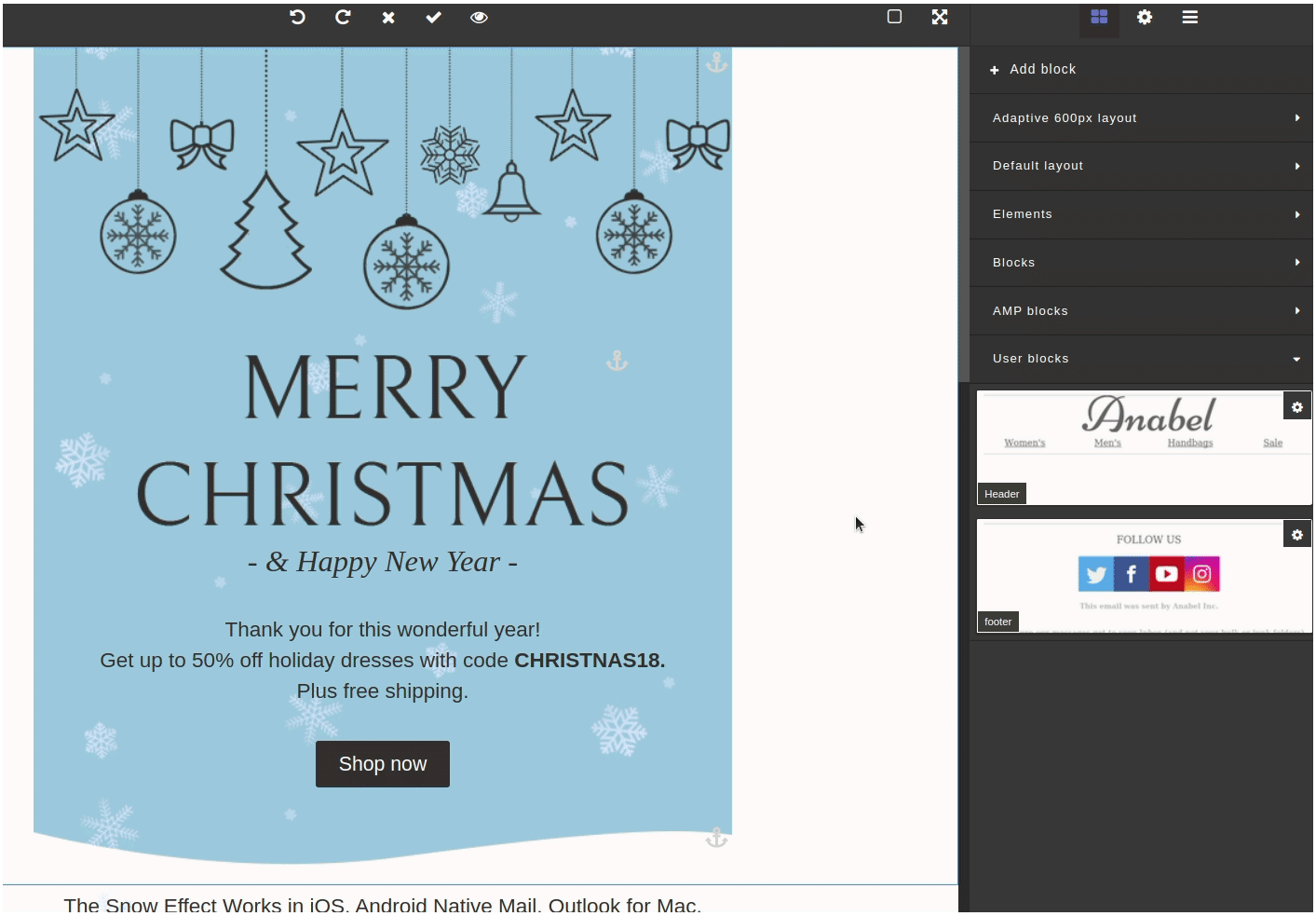




Of course, the main part of the message has changed in compare with usual messages, but the header with the store logo and the footer with our contacts will remain the same as in the daily mailings. Fortunately, we have long since saved these elements as user blocks.



Let's add our custom blocks to the template.



Good job, the template is ready, and we saved a lot of time!

👍

Style manager

Style manager

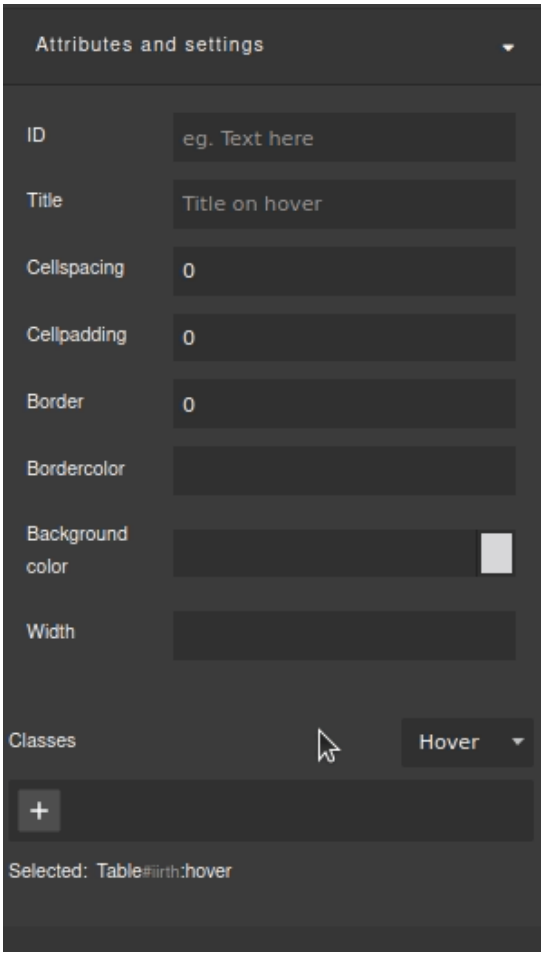
Click on the central button in the right panel to open style manager for the selected element.



Each element has its own settings. Basic attributes are available for all elements. They are stored in the “style” attribute of HTML layout, so you can easily configure your template for perfect display in all mail clients.

Classes and state

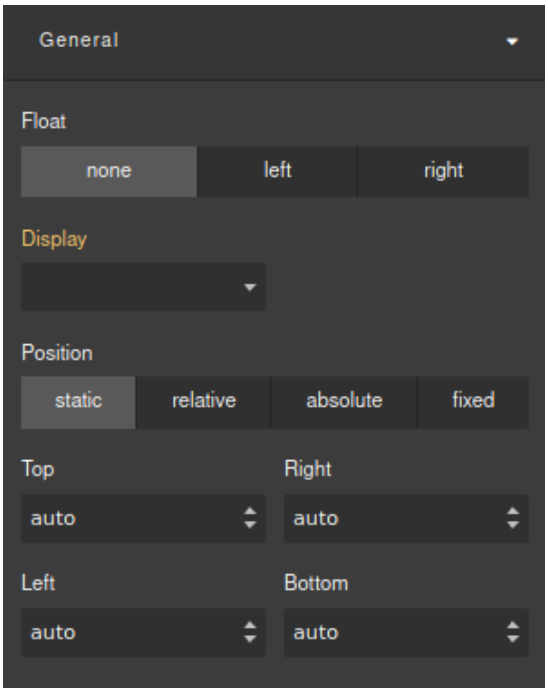
You can set class for element or configure state for different effect during click or moving cursor



General

You can set element position in the template:

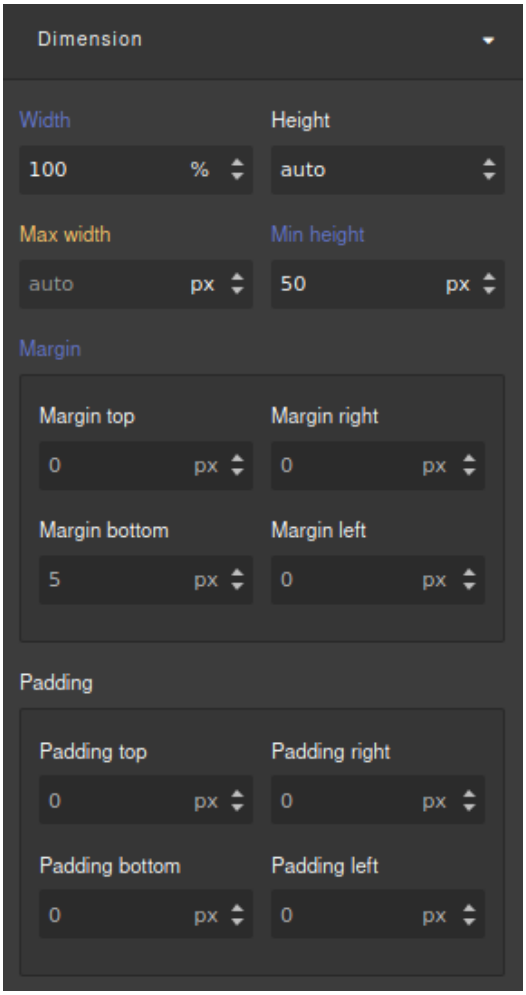
- **Float — element align by left or right side**
- **Display — inline, block, inline-block *или* flex — element display mode**
- **Position, Top, Left, Bottom — element position and spacing**



Dimension

In this section, you can set element display parameters:

- **Width, Height**
- **Max width, Max height**
- **Margin**
- **Padding**



Typography

Text elements display parameters are situated in Typography section:

- **Text align**
- **Font family**
- **Font size**
- **Font weight**
- **Letter spacing**
- **Color (RGB or HEX)**
- **Line height**
- **Text shadow**



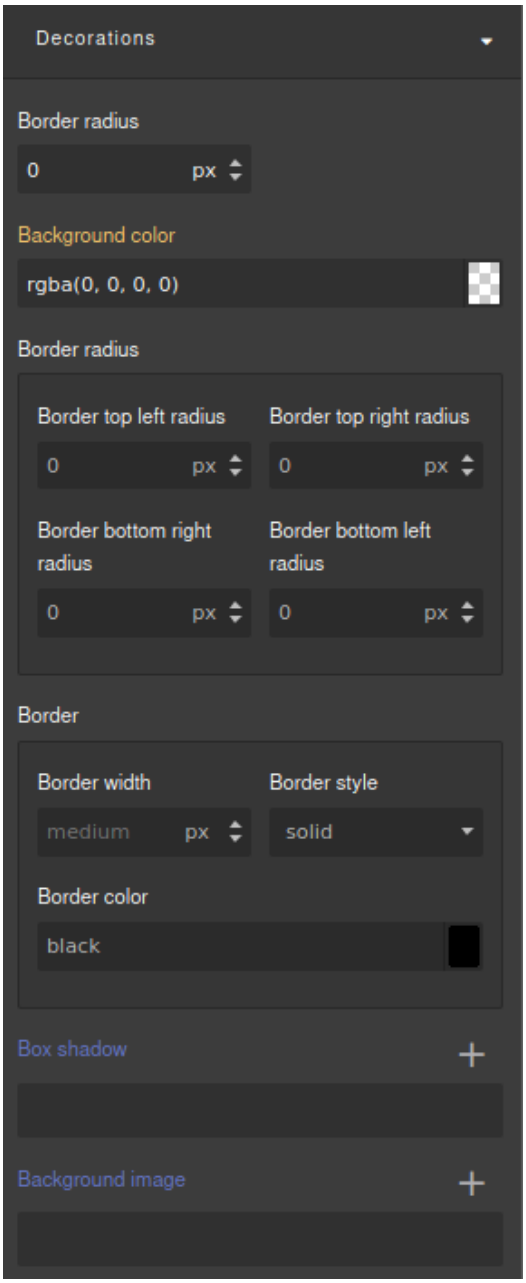
Decorations

You can set element border, background and shadows in this section:

- **Border radius**
- **Background color**
- **Border radius**
- **Border**

Box shadow — adds shadow for the element. You can configure shadow type, position, blur, spread, color

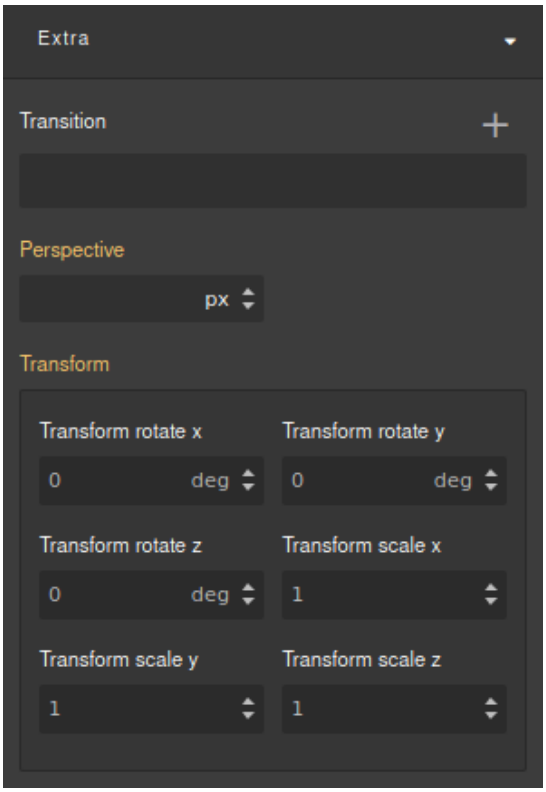
Background image — adds image as element background. You can upload your image or select it from the gallery, set image size, position and repeat:



Extra

In this section, you can configure element animation during state changes. The following parameters are available:

- **Transition**
- **Perspective**
- **Transform rotate, Transform scale**


Extra
Transition
Perspective
px
Transform
Transform rotate x
0
deg
Transform rotate y
0
deg
Transform rotate z
0
deg
Transform scale x
1
Transform scale y
1
Transform scale z
1

Layer manager

Layer manager

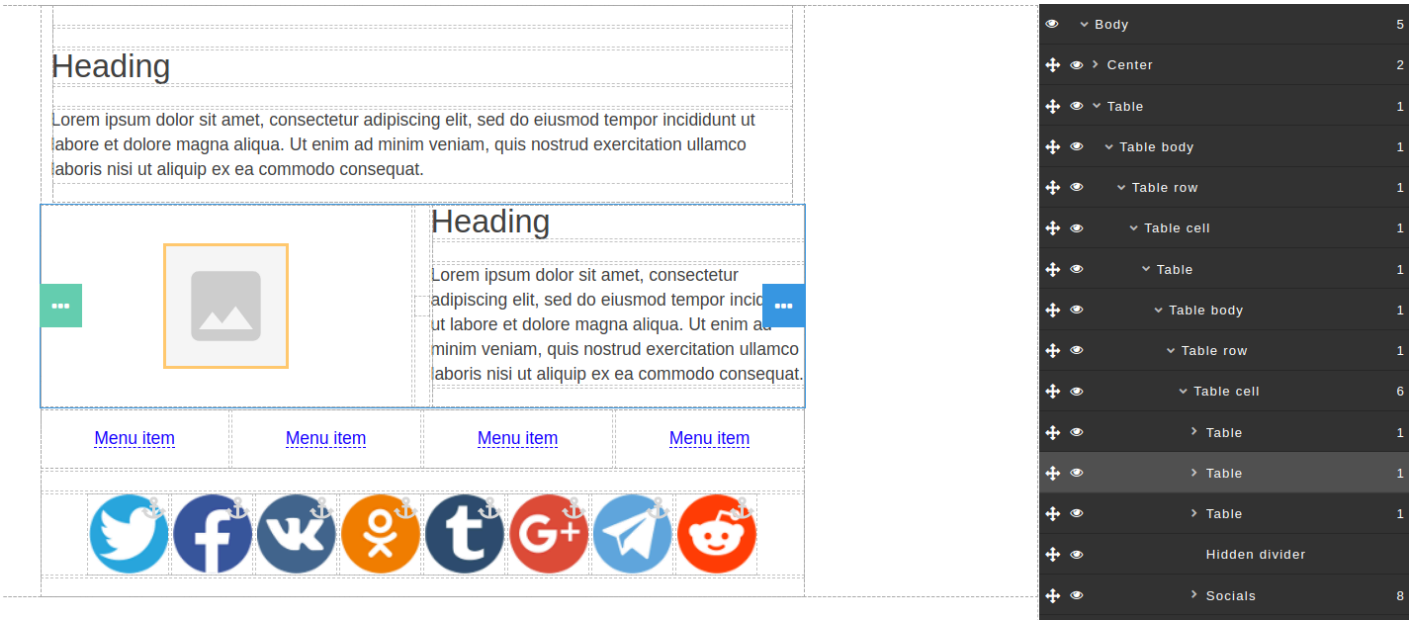
The last section in the right pane of the editor is Element Structure.

Here you will find a tree of elements (HTML DOM). Use it to get to any element in the template in a couple of clicks. Such a tool can be very useful, especially if you have to work with a template that you did not create. One look at the structure of the elements will allow you to understand the general structure of the template and adjust it without going into details.

When you open the element structure, a list of all the template elements appears on the right side. Here you can clearly see how the elements are nested within each other.

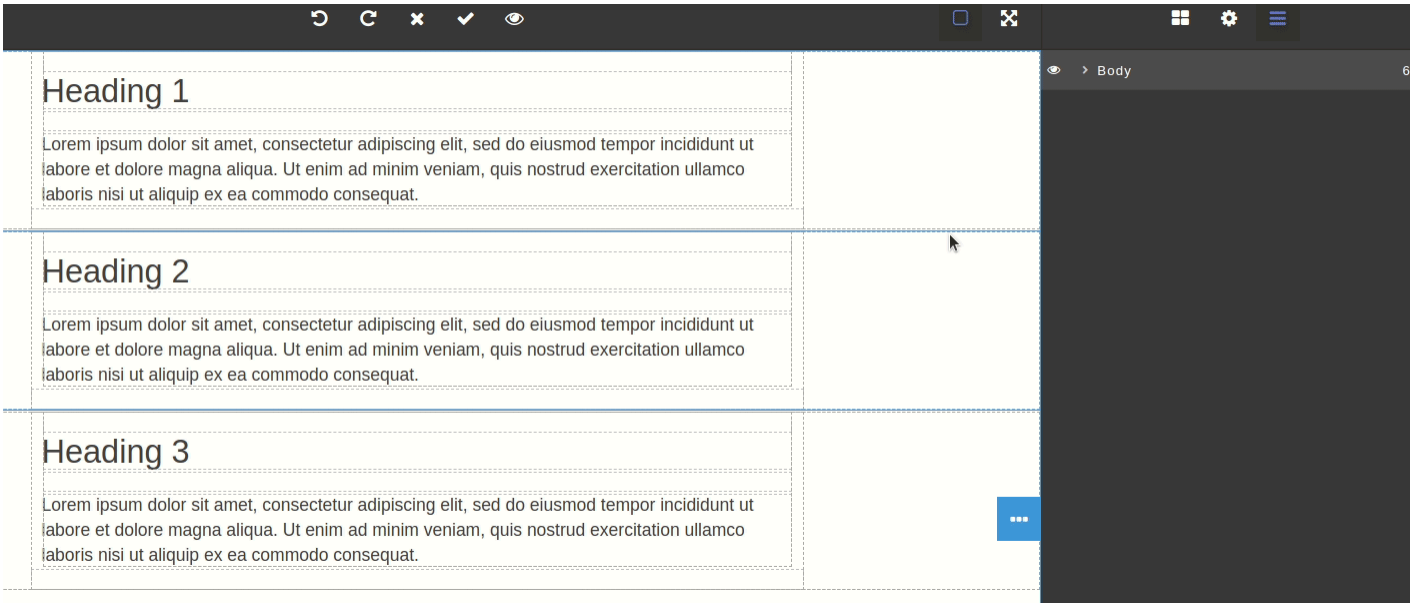
The number opposite each item shows how many children the parent has.

If you hover over or click on an element, the area occupied by it in the template will be highlighted in blue.



So how can we use the element structure?

(1) Change the position of an element or the entire container. Drag and drop the element to its new position.



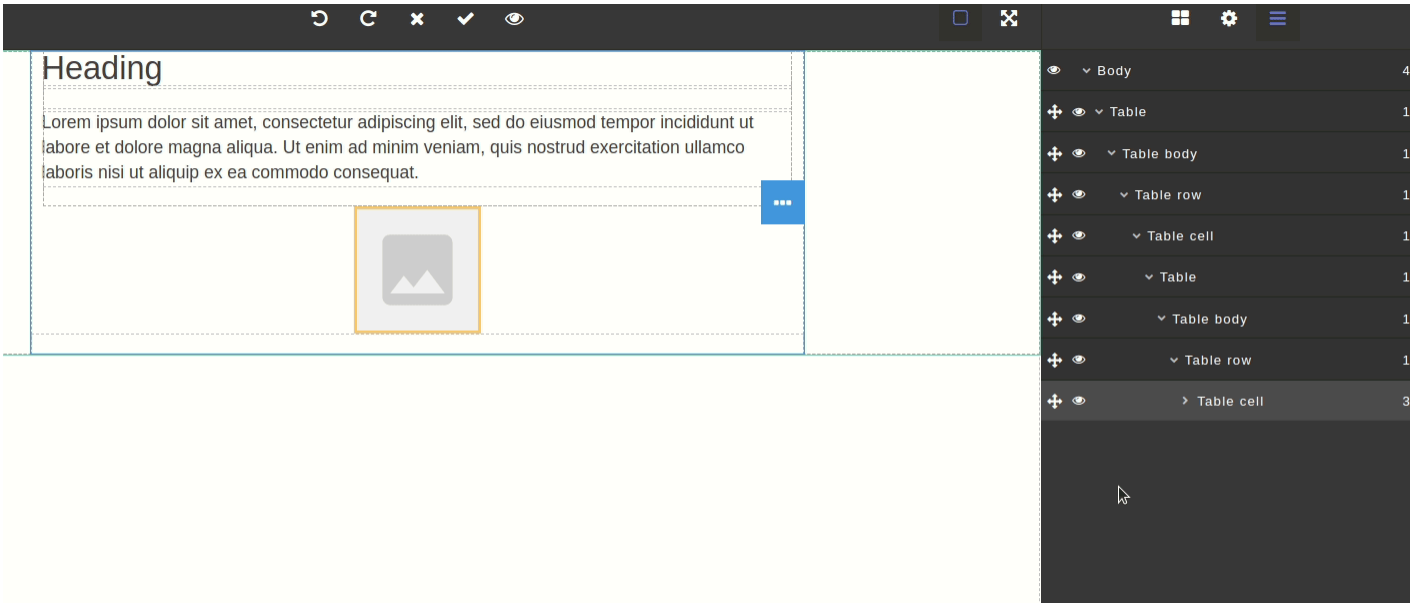
(2) Hide elements. Perhaps now you don’t need a certain element of the message or a whole block, or you want to see how the template will look without it. Click



to hide the element. If you change your mind and want to return the element, click



.



Variables and Functions in Altcraft

Profile Data

Profile Data

Description	Variable
Email address	`{lead.email}`
Phone list	`{lead.phones}`
First name	`{lead._fname}`
Last name	`{lead._lname}`
Birth date	`{lead._bdate}`
Gender	`{lead._sex}`
Registration date	`{lead._regdate}`
Registration IP	`{lead._regip}`
Registration city	`{lead._regcity}`
Registration country	`{lead._regcountry}`
Registration URL	`{lead._regurl}`
IP address	`{lead._ip}`
City	`{lead._city}`
Country	`{lead._country}`
Region	`{lead._region}`
Postal code	`{lead._postal_code}`
Time zone	`{lead._tz}`
Vendor	`{lead._vendor}`
Profile ID	`{lead._id}`
XXM hash	`{lead._xxm}`
XX hash	`{lead._xxh}`
MD5 hash	`{lead._md5}`
Custom field	`{lead.field_name}`

Subscriptions

Profile Subscriptions

Description	Variable
Subscription email address	`{subscription.email}`

Description	Variable
Email domain	`{subscription.email_domain}`
Subscription email list	`{subscription.emails}`
Subscription phone	`{subscription.phone}`
Subscription phone list	`{subscription.phones}`
Push subscriptions list	`{subscription.pushes}`
MD5 of email	`{subscription.email_md5}`
MD5 of phone	`{subscription.phone_md5}`
Subscription hash	`{subscription.hash_id}`
Primary subscription field	`{subscription_field("channel" "field_name" resource_id)}` channel — string like “email” field_name — name of field like “domain” resource — ID like 10

The `subscription_field` function allows inserting fields from subscriptions regardless of the current message channel. For example:

`{subscription_field("sms" "phone")}`

If multiple subscriptions match, the one with the highest priority is selected.

Available fields:

Channel	Field	Description
email	email	Email address
	domain	Email domain
	domain_group	Domain group
	md5	MD5 hash
sms	phone	Phone
	md5	MD5 hash
push	subscription_id	Push subscription ID
	bundle_id	iOS APNs app bundle ID
	provider	Push provider

TIP

Similarly, data from custom channel subscriptions can be inserted. Fields in main channels match the SID fields you define when creating the channel.

UTM

UTM Variables

If a profile has UTM tags in their card, they can be inserted into message templates.

Description	Variable
UTM campaign	`{lead._utm_campaign}`
UTM source	`{lead._utm_source}`
UTM medium	`{lead._utm_medium}`
UTM content	`{lead._utm_content}`
UTM term	`{lead._utm_term}`

External JSON

External JSON Content

External JSON is a way to generate dynamic messages with content from your server at the moment of sending.

Details: Using JSON Content in Messages

Use `{json.variable}` in text. `list` and `object` types support loops. Use `{json.object.key_name}` for keys.

Market

Using Market Variables

To include order and product info in messages, insert market variables into the template. More: Using Market Variables in Messages

Date and Time

Date and Time Variables

Description	Variable	Example
Formatted date	`{format}`	`{format datenow "%Y-%m-%D %H:%M:%S timezone, %I am"}` → `2018-12-25 18:56:10 +03:00, 6 pm`
Raw date	`{datenow}`	`2018-12-25T18:56:10+0300`
Add date	`{adddate()}`	`{adddate(datenow 0 0 3)}` → `2018-12-27T18:56:10+0300`
Full year	`{yearlong}`	2018
Short year	`{year}`	18
Month	`{month}`	12
Day	`{day}`	10
24-hour	`{hours}`	18
12-hour	`{hours12}`	06

Description	Variable	Example
AM/PM	`{ampm}`	PM
Minutes	`{minutes}`	56
Seconds	`{seconds}`	10

Output Functions

Output Functions

Description	Variable	Example
Number formatting	`format`	`{format 1000000000 ","}` → `1,000,000,000`
Variable length	`length`	`{length("abc")}` → `3`
Array of values	`array`	`{array[1 "2" 3.3]}` → `[1 2 3.3]`
Random array element	`randomize`	`{randomize(array[1 2 3])}` → `1` Example: `{randomize(lead.Favourite_genres)}` → `"Detective"`
Array limit	`limit`	`{limit(array[1 2 3] 2)}` → `[1 2]`
Check if number is even	`iseven`	`{iseven(2)}` → `true` `{iseven(3)}` → `false`
URL encoding	`urlencode`	`{urlencode(lead._regurl)}` → `http%3A%2F%2Ftest.testdomain.com%2Fsomething`
URL decoding	`urldecode`	`{urldecode(lead._regurl)}` → `http://test.testdomain.com/something`
Uppercase all letters	`uppercase`	`{uppercase("text")}` → `TEXT`
Uppercase first letter	`uppercasefirst`	`{uppercasefirst("john")}` → `John`

Encryption

Encryption and Hashing

Template variable encryption is used when data must be passed via a URL without being exposed in server logs or to the user. For example, you may want to encode pre-filled form data using base58 for decoding on the website side.

Use the `crypt` function in the template editor via the </> button → Encryption:

```
{crypt(algorithm field key)}
```

Supported algorithms:

- **base58**
- **base64**
- **sha1**
- **sha256**
- **aes**
- **blowfish**

For sha1, sha256, aes, and blowfish you must provide a key.

AES and Blowfish details:

	AES	Blowfish
Initialization vector	**First 16 bytes**	**First 8 bytes**
Mode	**CFB**	**CBC**
Key length	**128-bit (16 chars)**	**64-bit (8 chars)**
Padding	**zero padding**	**zero padding**

> **TIP**
>
> **All encryption/decryption uses Base64URL encoding.**

Examples:

```
{crypt(base58 lead._fname)}
{crypt(base64 lead._lname)}
{crypt(sha256 lead.custom_field "encrypt_key")}
{crypt(sha1 lead._city "encrypt_key")}
{crypt(aes lead._fname "key1234567891234")}
{crypt(blowfish lead._fname "key12345")}
```

For string values, wrap in quotes. Numbers can be passed as-is:

```
{crypt(base58 "value")}
{crypt(base64 42)}
```

Hash algorithms also support optional salt:

- **md5 + salt**
- **xxh32 + salt**
- **xxh64 + salt**

Same syntax:

```
{crypt(md5 subscription.email "salt")}
{crypt(xxh32 loyalty.new2.promocode "salt")}
{crypt(xxh64 json.text "salt")}
```

Encrypted values are Base64-encoded.

Logical Expressions

Logical Expressions

Logical expressions are explained in detail here.

For simple conditions, use the following structure:

```
{if lead.age gte 18}
  18 or older.
{else}
  Under 18.
{end}
```

Fragments

Message Fragments

Fragments are reusable blocks used across multiple messages—such as headers, footers, or social media blocks.

To insert a fragment:

```
{fragment.<fragment_shortname>}
```

To insert a random fragment:

```
{randomfragment[fragment.name1 fragment.name2 fragment.name3]}
```

More on fragment usage: this article.

Parameters

Parameters

Description	Variable
Sent message ID (SMID)	`{send_message_id}`
Resource token	`{resource_token}`
Template ID	`{msgid}`
Campaign ID	`{campid}`
Resource ID	`{resid}`
Database ID (profile list)	`{listid}`
Campaign SUBID	`{subid}`
Resource name	`{resname}`
Database name	`{listname}`
Message type	`{msg_type}`
Resource URL	`{resurl}`
Resource domain	`{resdomain}`
Message name	`{msgname}`
Campaign name	`{campname}`
SMS sender name	`{from_name_sms}`
Attribute value	`{attribute_value("attribute")}`, where `"attribute"` is the API name of the attribute

Service

Service Parameters

Description	Variable
API Content	`{apicontent.field_name}`
Cancel message delivery	`{cancel}`

Tracking

Tracking Variables

Description	Variable
Tracking domain	`{trkdomain}`
Open tracking pixel	`{pixel}`
Read tracking pixel	`{read}`
Preferences link	`{preferences}`
Unsubscribe link	`{unsubscribe}`
Global unsubscribe link	`{globalunsubscribe}`
Add to suppression list	`{suppress}`
Web version link	`{webversion}`

Scenarios

Scenario Variables

Description	Variable
Scenario name	`{workflow_name}`
Scenario ID	`{workflow_id}`
Scenario node ID	`{node_id}`
Scenario node type	`{node_type}`

Emoji

You can insert emoji into your message templates. To do so, select the emoji from the variables menu in the template editor.

Profile Relations

Profile Relations

General syntax:

```
{relation.[relation_shortname].[direct|reverse].[property].[count|total|top]}
```

Example: count of direct relations by `profit` property:

```
{relation.managers_loyal.direct.profit.count}
```

Top reverse relations by `profit`, using loop to output:

```
{for $index $item = relation.managers_loyal.reverse.profit.top}
{$item.lead._fname} {$item.lead._lname} ({$item.value} profit)
{else} There is no ‘profit’ for you :(
{end}
```

Sum of profit from direct relations:

```
{relation.managers_loyal.direct.profit.total}
```

Editor Functions

Price Formatting

Use this function to separate numbers into groups of three digits with a chosen separator.

```
Price 8.000 RUR
```

```
<p>Price {format json.price "."} RUR</p>
```

Access it via `</>` → Output Functions → Formatting.

Date Offset

The function `adddate(date, year, month, day)` returns a new date with the added interval.

```
<p>Event starts on {adddate(lead.notify_date 0 0 10)}</p>
```

It can be used inside `format()`:

```
<p>Event starts on {format adddate(lead.notify_date 0 0 10) "%Y-%m-%D"}</p>
```

Access via `</>` → Date and Time → Date Offset.

Date Formatting

To format dates based on regional preferences, use this:

```
<p>Birth date {format lead._bdate "%D.%m.%Y"}</p>
```

Supported date formatting options:

```
# years
"%y": "06"
"%Y": "2006"
"yy": "06"
```

```
"YYYY": "2006"

# months
"%m": "01"
"MM": "01"
"%B": "January"
"month": "January"
"%ru_month": "январь"

# days
"%d": "2"
"%D": "02"
"DD": "_2"
"%A": "Monday"
"weekday": "Monday"

# hours
"%H": "15"
"%I": "3"
"hh": "15"
"hours": "15"
"twelve_h": "3"

# mins
"%M": "04"
"mm": "04"

# seconds
"%S": "05"
"ss": "05"

# am/pm indicator
"am": "pm"
"AM": "PM"
"%p": "pm"

# timezone
"tzone": "-07"
"timezone": "-07:00"
"%Z": "Z0700"
```

If using external JSON content, Altcraft can parse RFC 3339 strings into datetime:

Mode	Format
JSON	`"date_time": "2023-02-21T11:10:35.141Z"`
Template	`{format apicontent.date_time "%Y-%m-%d %H:%M:%S"}`
Preview	`2023-02-21 11:10:35`

Access via </> → Date and Time → Formatted Date.

Logical expressions in messages

Logical expressions in messages

Description

TIP

If you're using multiple logical operators in a single `if` expression, make sure to wrap each pair of conditions in parentheses — this is required for correct parsing.

Correct syntax example:

```
<html>
{{if "par1" and ("ads" and ("ads" and "ads"))}} <!--true-->
if true
{{else}}
if false
{{end}}
</html>
```

Example that will cause a parsing error:

```
<html>
{{if "par1" and "ads" and "ads" and "ads"}} <!--false-->
if true
{{else}}
if false
{{end}}
</html>
```

The core of your highly personalized targeted messages are conditional expressions.

They are based on if → "then"→ else principles and can display different content depending on numerous conditions.

```
{if lead.field in json.promo_actions1}
```

You are free to use data variables both for conditions and for resulting alternatives. This can save really huge amounts of time when working with highly differentiated audiences.

As an example we'll take a situation where you need to set special discount options for one of your shop's VIP customers. It is also important that all other recipients get another discount offer, even if they are new to your company business.

- **`Congratulations! Your premium discount is 42%!` — for VIP customers of a specific shop**
- **`Special offer! Get a 20% discount for your second purchase!` — for other recipients`**

It's much faster to set 2 conditions within one message.

1. **The first condition checks if a customer has `"best_buy_type"` field, and if he is a customer of certain shop, if he is not, he receives usual suggestion.**

2. Next condition checks if any premium products have been purchased.

```
<!-- Condition 1: Are there any fields named "shop_name" and "best_buy_type" in customer's
profile? -->
{if lead.shop_name and lead.best_buy_type}

        <!-- Condition 2: Does the value for "shop_name" field match "my_shop"? -->
    {if lead.shop_name equal "my_shop"}

                <!-- Condition 3: Does the value for "best_buy_type" contain "premium"? -->
         {if lead.best_buy_type contains "premium"}

                <!-- All 3 conditions are met -->
                <p>Congratulations! Your premium discount is 42%!</p>

                <!-- Conditions 1 and 2 are met, no premium purchases made  -->
                {else}
         <p>Special offer! Get a 20% discount for your second purchase!</p>
                {end}
   {end}

 <!-- No conditions are met -->
{else}
    <p>Special offer! Get a 20% discount for your second purchase!</p>
{end}
```

Examples

Conditions

Simple condition

```
{if "par1"}
        if true
{else}
        if false
{end}
```

Complex condition

Example 1:

```
{if "par1" in array["par1" "par2"] and ( 5 equal length("par 3") or false )}
        if true
{else}
        if false
{end}
```

Example 2 using `apicontent`:

```
{if apicontent.field_1 not_equal apicontent.field_2 and ( apicontent.field_1 or
apicontent.field_2 )}
```

```
        if true
{else}
        if false
{end}
```

Example 3:

```
{if crypt("md5" lead._fname "salt") like "123b003aa39d110d1333b37af9889e10" and
crypt("base58" lead.lottery_id) like json.crypted_winner}
        if true
{else}
        if false
{end}
```

Example 4:

```
{if iseven(lead.count) and iseven(lead.count2) equal false}
        if true
{else}
        if false
{end}
```

Check field and cancel sending if missing

```
{if lead.some_field}
some_field is not empty
{else}
{cancel}
{end}
```

Loops

Simple loop

```
{for array[1 "2" 3.3]}
        {.}
{else}
        if empty array
{end}
```

Loop with variables

```
{for $index, $el = array[1 "2" 3.3]}
        {$index}: {$el}
{else}
        if empty array
{end}
```

Value matching conditions

Equal

```
{if "par1" equal "par2"}
        if true
{else}
        if false
{end}
```

Not equal

```
{if "par1" not_equal "par2"}
        if true
{else}
        if false
{end}
```

String is equal (case insensitive)

```
{if "par1" like "par2"}
        if true
{else}
        if false
{end}
```

String is not equal (case insensitive)

```
{if "par1" not_like "par2"}
        if true
{else}
        if false
{end}
```

String contains (case insensitive)

```
{if "par1" contains "par2"}
        if true
{else}
        if false
{end}
```

String doesn’t contain (case insensitive)

```
{if "par1" not_contains "par2"}
        if true
{else}
        if false
{end}
```

Numbers and dates comparison

More than number/date

```
{if 0 gt 1}
        if true
{else}
        if false
{end}
```

More than or equal to number/date

```
{if 0 gte 1}
        if true
{else}
        if false
{end}
```

Less than number/date

```
{if 0 lt 1}
        if true
{else}
        if false
{end}
```

Less than or equal to number/date

```
{if 0 lte 1}
        if true
{else}
        if false
{end}
```

Arrays and tags fields

Element is in array

```
{if "par1" in array["par1" "par2"]}
        if true
{else}
        if false
{end}
```

Element is in tags field

```
{if "tag1" in lead.TagsField}
        if true
{else}
        if false
{end}
```

Element is not in array

```
{if "par1" not_in array["par1" "par2"]}
        if true
{else}
        if false
{end}
```

Element is not in tags field

```
{if "tag1" not_in lead.TagsField}
        if true
{else}
        if false
{end}
```

All elements are in first array

```
{if array["par1" "par2"] all_in array["par1" "par2"]}
        if true
{else}
        if false
{end}
```

Not all elements are in first array

```
{if array["par1" "par2"] not_all_in array["par1" "par2"]}
        if true
{else}
        if false
{end}
```

At least one match in the arrays

```
{if array["par1" "par2"] any_of array["par1" "par2"]}
        if true
{else}
        if false
{end}
```

No matches in the arrays

```
{if array["par1" "par2"] not_any_of array["par1" "par2"]}
        if true
{else}
        if false
{end}
```

Loops in messages

Loops in messages

The message supports loops for JSON variables of type `"list" []` and `"object" {}`, as well as access to an object element by key {json.object.name}.

If additional profile fields are inserted as variables into the template, fields of the “Array of Objects” and “Tag” (list of strings) types can also be used in loops.

Nested loops are also possible.

Variables example

```
{
  "Addresses": ["Barclay street, 244 building", "Green street, 555 building"],
  "Information": {
    "LJ": [
      { "name": "Optimyss X1", "price": "$10" },
      { "name": "Optimyss X2", "price": "$20" }
    ],
    "Samsung": [{ "name": "Galaktiko 17", "price": "$50" }]
  }
}
```

Loops example

```
<!-- Loop by object elements -->
{for $vendor $models = json.Information}
    <p>{$vendor}</p>

    <ol>
        <!-- Nested loop -->
        {for $index $model = $models}

            <!-- Call elements by key -->
            <li>{$model.name} {$model.price}</li>

        {else}
            <p>Empty array!</p>
        {end}
    </ol>

{else}
    <p>Empty array!</p>
{end}

<h5>Addresses:</h5>
<ol>
<!-- Simple loop by strings list -->
```

```
{for $index $address = json.Addresses}
    <li>{$address}</li>
{else}
    <p>Empty array!</p>
{end}
</ol>
```

Result

```
<h5>New:</h5>

    <!-- Loop by object elements -->
    <p>LJ<p>
    <ol>
        <!-- Nested loop. Call elements by key -->
        <li>Optimyss X1 $10</li>
        <li>Optimyss X2 $20</li>
    <ol>

    <!-- Loop by object elements -->
    <p>Samsyng<p>
    <ol>
        <!-- Nested loop. Call elements by key -->
        <li>Galaktiko 17 $50</li>
    <ol>

<h5>Addresses:</h5>
    <ol>
        <!-- Simple loop by strings list -->
        <li>Barclay street, 244 building</li>
        <li>Green street, 555 building</li>
    </ol>
```

Market variables in templates

Market variables in templates

Variables

There are four variables for Market:

- **`products` — function selects products**

```
{products("<filter>" 10 "manufacturer_name" "desc")}
```

- **sku — function selects SKUs**

```
{ sku("<filter>" 10 "manufacturer_name" "desc")}
```

- **`orders` — the function selects orders from the list of profile orders**

```
{orders("<filter>" 10 "status" "asc")}
```

- **`order` — the function selects one order from the list of profile orders**

```
{order("<filter>")}
```

Function arguments

`("<filter>" 10 "manufacturer_name" "desc")`

Argument	Required	Description
`"<filter>"`	Yes	The filter is a string of conditions. Allows you to select products, SKUs, orders, or order lines that meet specified conditions. For example, you can select products from the same manufacturer or orders that exceed a specific cost. See below for details.
`10`	Yes	Limit. How many array elements to iterate over. The maximum value is 30. For example, if you specify `10`, then the filter will select the first ten elements from the array.
`"manufacturer_name"`	No	Sort objects by the specified field. By default — no sort.
`"desc"`	No	Sort direction. asc — ascending (by default) desc — descending

Filter

The filter consists of fields and operators. Each object in the market has fields. For example, products and SKUs have a `name` field (product name). Orders have a `total_price` field (total cost of the order). In a filter, you specify a field and a value that it should match. If the field of the object matches the value, this object will be selected and its data can be substituted into the template.

Filter example

Let's add the "Orders" variable to the template:

```
{orders ("order.total_price == '200 USD' && (order.custom_fields.field == 'lead._region')" 10 "id" "desc")}
```

The bold part of the variable is the filter. Let's consider it in parts:

- **`order.total_price == '200 USD'`: the condition will select all orders with a cost equal to $200.**
- **`order.custom_fields.field == 'lead._region'` - the condition will select orders with the additional 'field'. You can specify any additional (custom) field instead of `"field"`. The specified equality means that the value of the `"field"` must match the value of the region in the customer's profile (`"lead._region"`).**
- **&& is an operator. It indicates that both conditions must be met.**
- **The number 10 indicates the number of output objects, `"id"` indicates the filter field, and `"desc"` indicates the descending sort.**

Below are the fields and operators available in the filter.

Operators and functions in a filter

Operator	Description	Example	What will be selected
`>`	greater	`order.delivery_cost > '10 USD'`	Orders with shipping costs over $10
`>=`	greater or equal	`order.delivery_cost >= '10 USD'`	Orders with a shipping cost of $10 or more
`<`	less	`sku.count < '10'`	The number of SKUs for sale is less than 10
`<=`	less or equal	`sku.count <= '10'`	The number of SKUs for sale is 10 or more
`==`	equal	`order.status == 1`	Orders with status "new"
`!=`	not equal	`product.manufacturer_name != 'Apple'`	Products not manufactured by Apple
`&&`	AND (both conditions match)	`product.manufacturer_name == 'Apple' && product.price < '200 USD'`	Apple products cost more than $200

Operator	Description	Example	What will be selected
`||`	OR (one of the conditions matches)	`sku.manufacturer_name == 'MSI' || sku.manufacturer_name == 'Acer'`	SKU with manufacturer MSI or Acer
`in('<field_name>', 'value1', 'value2'...'valueN')`	The field value (`<field_name>`) matches one of the specified values (‘`value1`’, ‘`value2`’)	`in(product.external_id,'1','2','3')`	Products with ID equal to 1, 2 or 3
`contains('<field_name>', 'value1', 'value2'...'valueN')`	One of the array elements matches one of the specified values. `<field_name>` — array `'value1', 'value2'` — values to match. Used if the field is an array, i.e. contains several elements (for example: categories, images, additional fields).	`contains(product.categories,'smartphone')`	Products included in the category “smartphone”

List of available fields in filters

Products

Prefix — `product.`

Field	Description
`product.external_id`	Product ID
`product.name`	Product name
`product.manufacturer_name`	Manufacturer’s name
`product.url`	URL of the product page on the store website
`product.pictures`	Product Image URL
`product.count`	Number of products available for sale
`product.is_available`	Is the product in stock at the store?
`product.delivery`	Possibility of delivery (for all regions to which the store delivers)
`product.barcode`	List of product barcodes from the manufacturer
`product.categories`	Product category ID
`product.custom_fields.<field_external_id>`	Custom product field ID

SKU

Prefix — `sku.`

Field	Description
`sku.external_id`	SKU ID

Field	Description
`sku.name`	SKU name
`sku.manufacturer_name`	Manufacturer's name
`sku.url`	URL of the SKU page on the store website
`sku.pictures`	SKU image URL
`sku.count`	Number of SKUs available for sale
`sku.is_available`	Is the SKU in stock at the store?
`sku.delivery`	Possibility of delivery (for all regions to which the store delivers)
`sku.barcode`	List of SKU barcodes from the manufacturer
`sku.categories`	SKU category ID
`sku.custom_fields.<field_external_id>`	Custom sku field ID

Orders

Prefix — `order.`

Field	Description
`order.external_id`	Order ID
`order.status`	Order status ID 1 - new 2 - delivered 3 - paid 4 - cancelled 5 - partial refund
`order.delivery_cost`	Shipping cost
`order.total_price`	Total cost of the order. It consists of the number of each item in the order and the cost of delivery.
`order.custom_fields.<external_id поля>`	Custom order field ID
`order.real_create_time`	Order creation time
`order.real_update_time`	Order update time
`order.region_external_id`	Region ID

Use cases

Any variable in the market is an array. For example, `products` contains an array of all products uploaded to the platform, and `orders` contains an array of orders for one profile. To iterate over an array, use loops.

Searching the array of products (products)

Outputs 5 Apple products in an email:

```
You might be interested in these products:
{for $index $el = products("product.manufacturer_name == 'Apple'" 5 "external_id" "desc")}
{$el.name} - {$el.price}
{else}
if empty array
{end}
```

7 cheapest smartphones:

```
The best smartphone prices for you and your loved ones:
{for $index $el = products("product.categories == 'smartphone'" 7 "price" "asc")}
{$el.name} - {$el.price}
{else}
if empty array
{end}
```

Goods with delivery:

```
Delivered to your door:
{for $index $el = products("product.delivery == true" 10 "name" "desc")}
{$el.name} - {$el.price}
{else}
if empty array
{end}
```

Search SKU (sku) array

Smartphones under 20000:

```
Smartphones you will like:
{for $index $el = sku("contains(sku.categories,'smartphone') && sku.price < '20000 RUB'" 3
"price" "asc")}
{$el.name} - {$el.price}
{else}
if empty array
{end}
```

IPhone with more than 128GB of storage:

```
Enough memory for everything:
{for $index $el = sku("contains(sku.name,'IPhone') && sku.custom_fields.memory >= '128'" 10
"name" "desc")}
{$el.name} - {$el.price}
{else}
if empty array
{end}
```

Searching the array of all orders (orders)

Orders at pickup points:

```
Orders are waiting for you at the pickup point:
{for $index $el = orders("order.status == '2'" 10 "external_id" "desc")}
Order # {$el.external_id}
Due: {$el.total_price}
{else}
if empty array
{end}
```

List of new orders:

```
New orders in the last week:
{for $index $el = orders("order.status == '1'" 20 "external_id" "desc")}
Order # {$el.external_id}
Due: {$el.total_price}
{else}
if empty array
{end}
```

Search for items in order with id = ‘0001’ (order + lines)

```
{for $index $el = order("order.external_id == '0001'")}
 {if $index equal "lines"}
  {for $i $line = $el}
    {$line.name} position name: {$line.name}
    {$line.price} Item price: {$line.final_price_of_line}
  {end}
 {end}

 {if $index equal "delivery_cost"}
   {$el} {$delivery_cost} {$el}
 {end}
 {if $index equal "total_price"}
   To pay: {$el}
 {end}

{else}
if empty array
{end}
```

List of available fields for substitution in the template

products/sku

Substitution field	Description
external_id	Product/SKU ID
name	Product/SKU name
manufacturer_name	Manufacturer’s name
url	URL of the product page on the store website
pictures	List of URL links to product images (array)

Substitution field	Description
count	Quantity of products/SKU available for sale
available	Is the product/sku in stock at the store?
delivery	Possibility of delivery (for all regions to which the store delivers)
barcode	List of product barcodes from the manufacturer (array)
categories	List of product/SKU category IDs (array)
custom_fields.<external_id поля>	Custom field ID
price	Current product price
old_price	Previous product price
regional_data.<region_external_id>.count	Quantity of products/SKU available for sale in the specified region. `regional_data` is product/sku data that varies by region. `<region_external_id>` is region ID.
regional_data.<region_external_id>.delivery	Possibility of delivery to the specified region
regional_data.<region_external_id>.available	Is the product/SKU in stock in the specified region?
regional_data.<region_external_id>.price	Product/SKU price in the specified region

orders / order

Substitution field	Description
external_id	Order ID
status	Order status ID
delivery_cost	Shipping cost
total_price	Total cost of the order. It consists of the cost of each item in the order and the cost of delivery.
custom_fields.<external_id поля>	Custom field ID
create_time	Order creation time
update_time	Order update time
region.external_id	Region ID
lines	Order line. Only for the `order` function.

lines

Substitution field	Description
id	Line ID
external_id	Order line additional ID
custom_status_external_id	Order line status ID
base_price_per_item	Base price

Substitution field	Description
final_price_of_line	Final price
count	Quantity of products or skus in the line
custom_fields.<field_external_id>	ID for the custom field of the order line
product_external_id	Line product ID
name	Line name
manufacturer_name	Manufacturer’s name of the line product
url	URL of the page of the line product
pictures	List of URL links to images of the line product
balance	Stock quantity
available	Is the line product in stock at the store
delivery	Possibility of delivery of the line product (array)
barcodes	List of barcodes of the line product (array)
categories	List of category IDs of the line product

INFO

Custom field override priority:
(defines which field values are applied first)

SKU->Product->Order-item

Using the JSONPath functionality

The Altcraft platform supports the functionality of the JSONPath query language when working with JSON content. JSONPath syntax allows you to quickly and easily select objects within code and use them message templates. It can be used when working with API content and with external JSON content.

API content allows you to change the content of the trigger message each time it is sent. The required variable can be specified in the trigger API request. You can learn more about how to run triggered campaigns and how to work with API content in messages here.

To use external JSON content, go to the Options section when creating or editing a template and provide a link to the dynamic JSON content source. The platform will automatically determine the fields of the external JSON file. More information about using JSON when working with message templates can be found here.

The JSONPath variable on the Altcraft platform is specified as follows:

```
{jsonpath(json.<root_object> "<path_to_object>" "<output_format>")}
```

Function arguments

Argument	Description
Root object	Accessing a JSON object that contains the desired parameter or object
Path to object	The path to the desired object can consist of segments separated by dots, logical operators, filters or functions
Output format	The final variable can be represented in two versions: item or array. `Item` will display the first result found for the request, and if there is no result, it will return an empty string. `Array` returns an array of all results found. This mode always outputs the result as an array, even if there is only one or no result.

Usage examples

Let's look at examples of using JSONPath. Suppose we have a JSON file with the following content:

```
{
  "store": {
    "book": [
      {
        "category": "reference",
        "author": "Nigel Rees",
        "title": "Sayings of the Century",
        "price": 8.95,
        "images": ["AbeLincoln.png","Churchill.jpg","Thatcher.png"]
      },
      {
        "category": "fiction",
        "author": "Evelyn Waugh",
        "title": "Sword of Honour",
        "price": 12.99,
        "images": ["MenAtArms.png","Gentlemen.jpg","Officers.png"]
      },
```

```
      {
        "category": "fiction",
        "author": "Herman Melville",
        "title": "Moby Dick",
        "isbn": "0-553-21311-3",
        "price": 8.99,
        "images": ["Ahab.png","Ishmael.jpg","whale.png"]

      },
      {
        "category": "fiction",
        "author": "J. R. R. Tolkien",
        "title": "The Lord of the Rings",
        "isbn": "0-395-19395-8",
        "price": 22.99
      }
    ]
  }
}
```

With JSONPath functionality, a small expression can return an array containing all the authors of the books:

```
{jsonpath(json.store "$.book[*].author" "array")}
```

Another expression will return one object, the author of the first book:

```
{jsonpath(json.store "$.book[*].author" "item")}
```

You can build a more complex function, for example, in order to find out the name of a book whose price is higher than 10, we will compose the following code:

```
{jsonpath(json.store "$.book[?(@.price > 10)].title" "item")}
```

To find out the arithmetic average of the price of all books, we can use this function:

```
{jsonpath(json.store "$.book[*].price.avg()" "item")}
```

JSONPath variables can also be run in loops:

```
{for $index $imgs = jsonpath(json.store "$.book[*].images" "array")}
    <li>{$imgs}</li>
{else}
    <p>Empty array!</p>
{end}
```

The full functionality of JSONPath on the Altcraft Marketing platform is listed in the table below:

Argument	Description	Use example	Result
`$`	Root element	`{jsonpath(json.store "$.book[0].title" "item")}`	Sayings of the Century
`@`	Current element	`{jsonpath(json.store "$.book[?(@.price > 10)].title" "item")}`	Sword of Honour

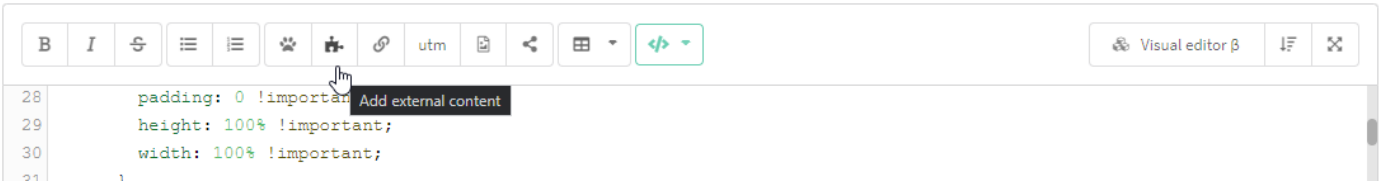
`..`	Recursive descent	`{jsonpath(json.store "$..title" "array")}`	[Sayings of the Century Sword of Honour Moby Dick The Lord of the Rings]
`*`	Match all objects	`{jsonPath(json.store "$.book[*].price" "array")}`	[8.95 12.99 8.99 22.99]
`?()`	Filter	`{jsonpath(json.store "$.book[?(@.category == 'reference')].title" "item")}`	Sayings of the Century
Boolean operator for filtering	**Description**	**Use example**	**Result**
`==`	Equal to	`{jsonpath(json.store "$.book[?(@.category == 'reference')].title" "item")}`	Sayings of the Century
`!=`	Not equal to	`{jsonpath(json.store "$.book[?(@.category != 'reference')].title" "array")}`	[Sword of Honour Moby Dick The Lord of the Rings]
`<`	Less than	`{jsonpath(json.store "$.book[?(@.price < 10)].title" "array")}`	[Sayings of the Century Moby Dick]
`>`	Greater than	`{jsonpath(json.store "$.book[?(@.price > 10)].title" "array")}`	[Sword of Honour The Lord of the Rings]
`<=`	Less than or equal to	`{jsonpath(json.store "$.book[?(@.price >= 12.99)].title" "array")}`	[Sword of Honour The Lord of the Rings]
`>=`	Greater than or equal to	`{jsonpath(json.store "$.book[?(@.price <= 12.99)].title" "array")}`	[Sayings of the Century Sword of Honour Moby Dick]
Function	**Description**	**Use example**	**Result**
`max`	Maximum value in array	`{jsonPath(json.store "$.book[*].price.max()" "item")}`	22.99
`min`	Minimum value in array	`{jsonPath(json.store "$.book[*].price.min()" "item")}`	8.95
`first`	First array element	`{jsonPath(json.store "$.book[*].title.first()" "item")}`	Sayings of the Century
`last`	Last array element	`{jsonPath(json.store "$.book[*].title.last()" "item")}`	The Lord of the Rings
`sum`	Sum of numbers in the array	`{jsonPath(json.store "$.book[*].price.sum()" "item")}`	53.92
`avg`	Average of the numbers in the array	`{jsonPath(json.store "$.book[*].price.avg()" "item")}`	13.48
`length`	Number of elements in the array	`{jsonPath(json.store "$.book.length()" "item")}`	4

Dynamic HTML content

Dynamic HTML content

External HTML content is one of the ways to create dynamic messages and automate your job. Using it, you can add into templates data, generated on a remote server exactly in the mailing moment.

To add the link to dynamic HTML content, press “Add external content” button in the message editor toolbar:



For example, if the server generates latest news, the message will be automatically maintained up to date.

You can use several links to HTML content in the message.

```
{[http://www.example.news?index=1&news_group=movies]}

{[http://www.example.news?index=2&news_group=movies]}
```

You can include different variables into dynamic HTML content requests. It can be for example profile data fields: subscriber’s name `{lead._fname}` or a containing database name `{listname}`. Thus instead of a static `&news_group=movies` you can use a request with a custom profile field variable: `&news_group={lead.NewsGroup}`.

Each time such message is sent it will request HTML content from the server and generate it for different recipients depending on their personal preferences.

Dynamic JSON content

Dynamic JSON content

Dynamic JSON content is good way to create dynamic messages and automate your work. It allows you to add information, generated exactly at the moment messages are sent.

You can include variables into JSON content queries, for example profile data fields like `{lead._fname}`.

Set the source of your external JSON content in message options tab.

JSON data looks like this:

```
{
    "number": 10,
    "text": "Hello!",
    "list": ["One", "Two", "Three"],
    "object": {"model": "x17", "price": "$99"},
    "mixed": [
        {"city": "Los Gamburger", "street": "Florence Avenue"},
        {"city": "St. Potato", "street": "Glendale Boulevard"}
    ]
}
```

To add dynamic JSON content to your message template click the green </> variables button and select External JSON.

Thus JSON content is inserted into a message as a special variable type*`{json.variable}`:



Two data types: “list” and “object” are available.**

- **Objects are inserted as a one-value variable, like this: `{json.object.key_name}`**
- **Lists are JSON arrays — they can be inserted with the help of loops, like this one:**

```
{for $index $products= json.products}
    <li>{$products}</li>
{else}
    <p>Check for new products next week!</p>
{end}
```

Content from SQL database in templates

Content from SQL database in templates

Description

You can use dynamic content from external data tables, which can be stored on MySQL, PostgreSQL, MSSQL, Oracle, Hive and ClickHouse database servers.

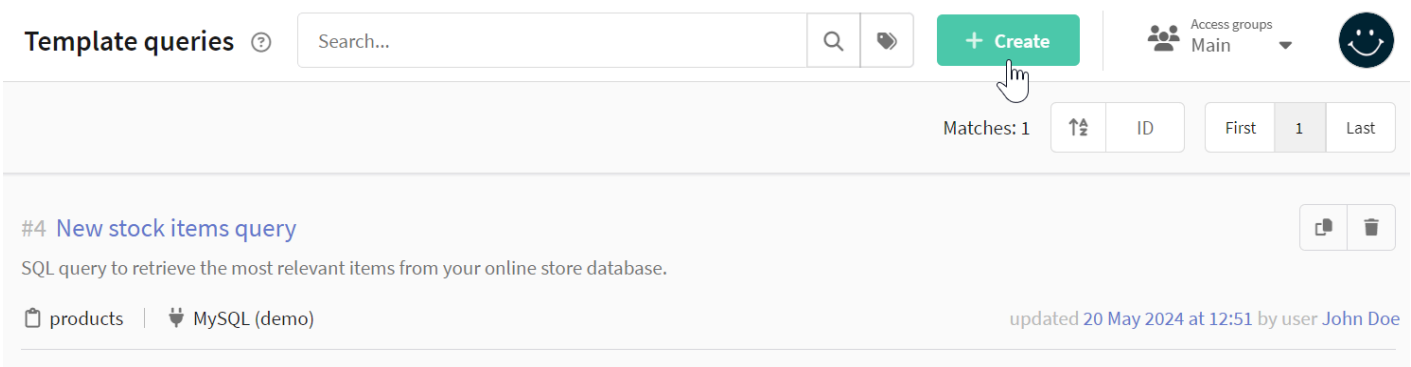
Connecting to SQL server

To connect to your database you would need an account with proper access privileges. The process depends on your version of Altcraft Marketing:

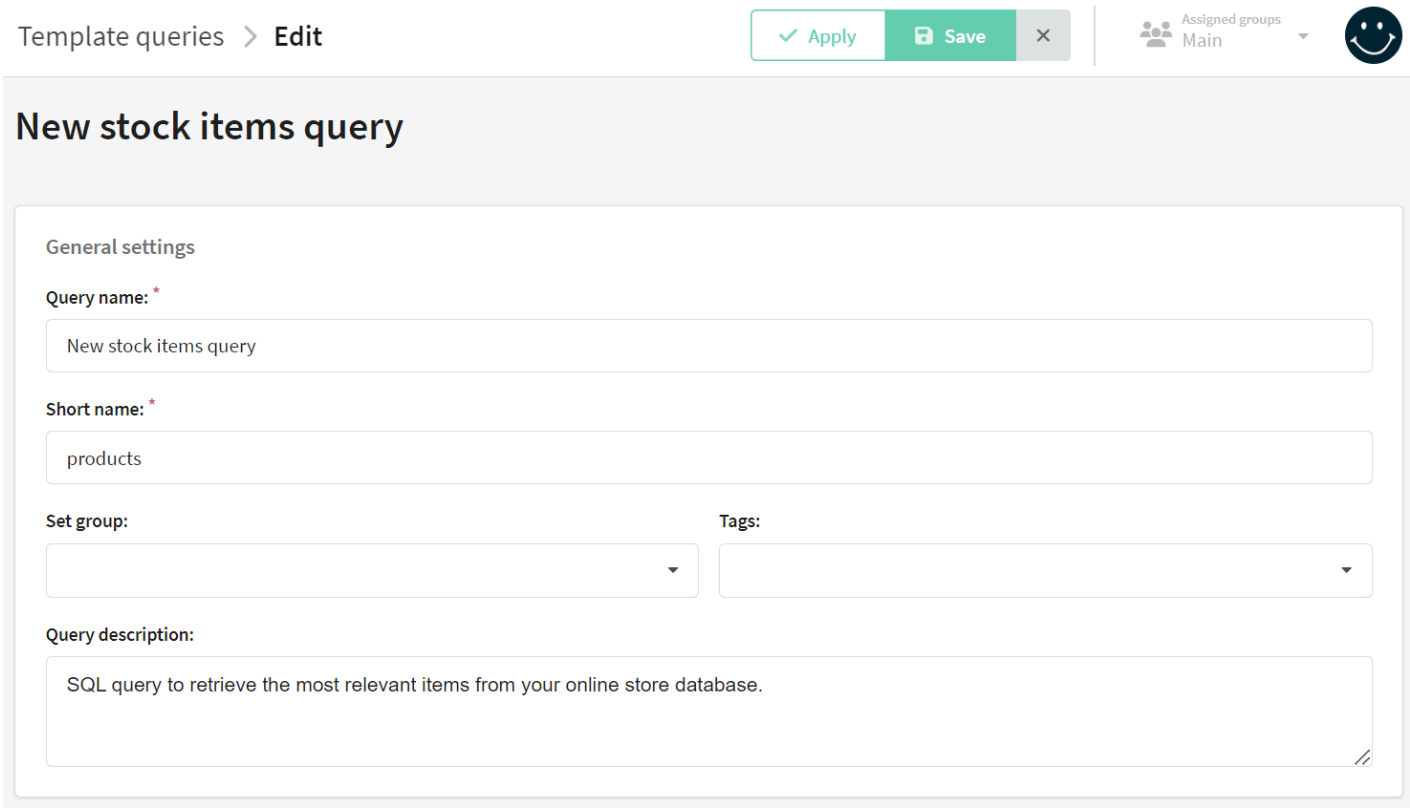
- **If you are a cloud account user — send access credentials to our support — team@altcraft.com. You can also contact this address for any questions related to connecting and configuring external services and databases.**
- **If you have an On-premise installation, platform administrator should create a database connector in Administrative panel — and assign it to your platform account.**

Creating query to external data table

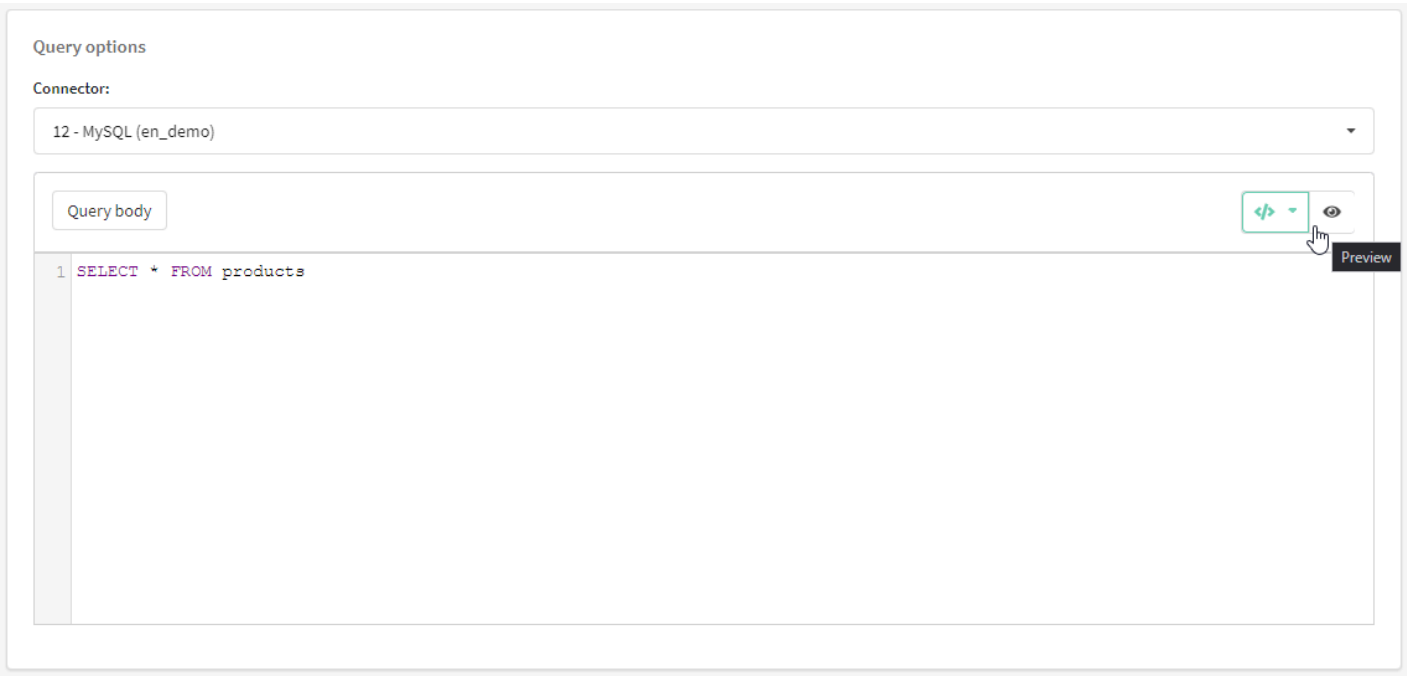
To create a query, go to Data → Template queries and create a new query:



In general settings, you need to set Query name and Short name for using in the templates editor. If necessary, you can add a description, set groups to restrict other users from accessing the request, and attach tags for quick search.



Select the previously created database connector and enter query body depending on SQL management system you have. When done - you can preview the result:



TIP

Also, you can create the query by selecting Data tables in the Data menu. Select Save as template query.

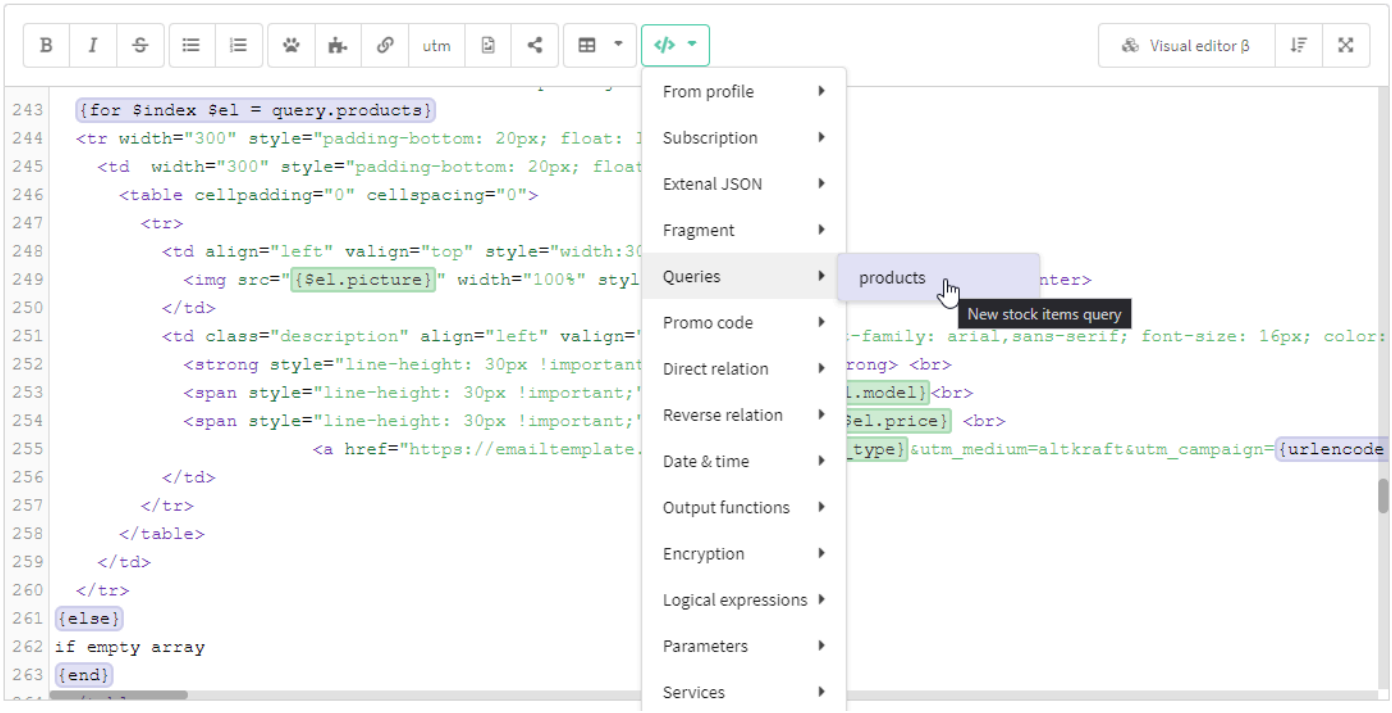
Using SQL query in message templates

In the message template queries are inserted like this: `query.your_query_name`. To insert query contents into a template use variables menu (</>).

TIP

You can also include queries into [template loops] and [logical expressions].

HTML VERSION



Then you can style your query to be displayed properly:

```
{for $index $el = query.products}
  <tr width="300" style="padding-bottom: 20px; float: left">
    <td  width="300" style="padding-bottom: 20px; float: left">
      <table cellpadding="0" cellspacing="0" class="doc-table">
        <tr>
          <td align="left" valign="top" style="width:30%;"><center>
            <img src="{$el.picture}" width="100%" style="display: block; border: 0;" />
</center>
          </td>
          <td class="description" align="left" valign="middle" style="font-family:
arial,sans-serif; font-size: 16px; color: #333; padding: 0 16px;">
            <strong style="line-height: 30px !important;">{$el.type} </strong> <br>
            <span style="line-height: 30px !important;">Model: </span>{$el.model}<br>
            <span style="line-height: 30px !important;">Price: </span>$ {$el.price} <br>
                      <a href="https://example.com style="display: block; text-decoration:
none; font-weight: bold; margin-top: 15px; text-shadow: 0 2px 15px #000000; color: #313131"
name="link1" >Buy now!</a>
          </td>
        </tr>
      </table>
    </td>
  </tr>
{else}
if empty array
{end}
```

Subject: F - for fresh awesome offers

Only the hottest AWESOME items



Dress

Model: Orient-rosso

Price: $ 650

Buy now!



T-shirt

Model: Retoro-SE

Price: $ 220

Buy now!



T-shirt

Model: Skel-hand

Price: $ 260

Buy now!



Sweatshirt

Model: Tomato soup

Price: $ 800

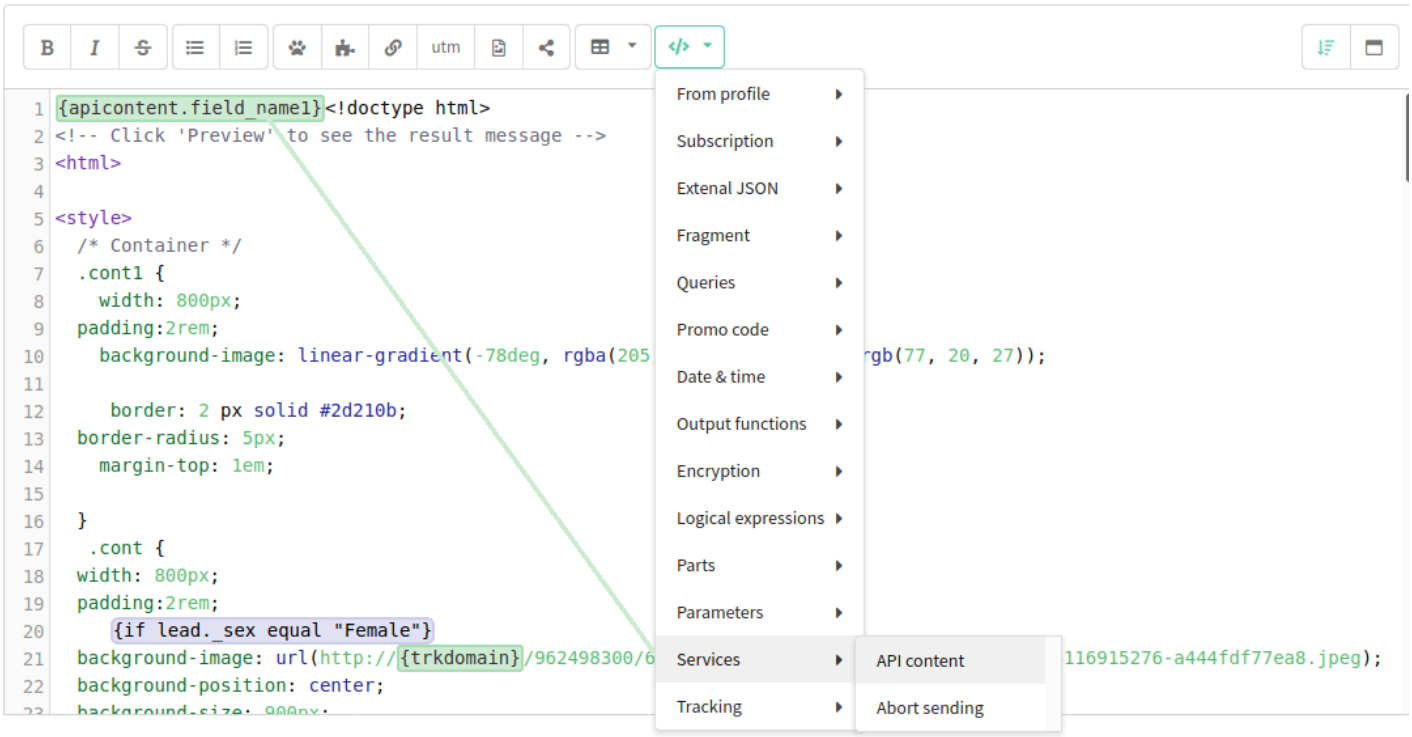
Buy now!

PayPal VISA pay Pay

Dynamic API content

Dynamic API content

When sending messages using the [API Call Trigger], starting from version 1.1, it is possible to transmit data for the message along with the API request.



Using `apicontent`, one message can be automatically personalized for each client. Using `apicontent`, you can transfer information about completed transactions, purchases, customer history, etc. This information is transmitted as a json-object.

An example of what an object for apicontent might look like:

```
{
  "product_id": 11,
  "product_name": "Graphic design: a beginner course",
  "product_price": 1000
 }
```

How to transfer API content to the platform

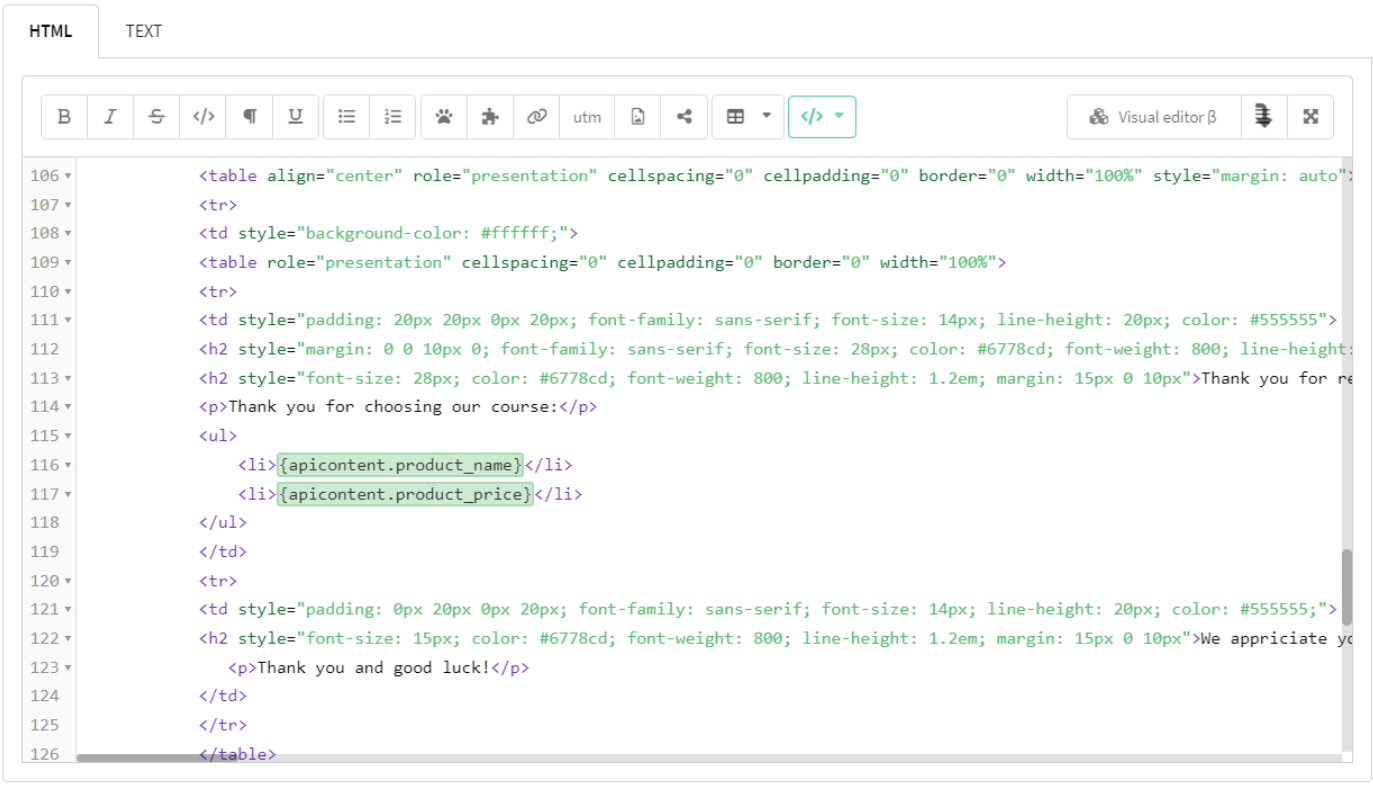
API request

Data can be transferred if you run a trigger campaign or scenario using an API request. In the request, the data is passed to the `content` field. Examples of requests in which the content field is available:

- [Trigger launch]
- [Profile Import + trigger campaign launch]
- [Bulk trigger launch]
- [Bulk profiles import + trigger campaign launch]

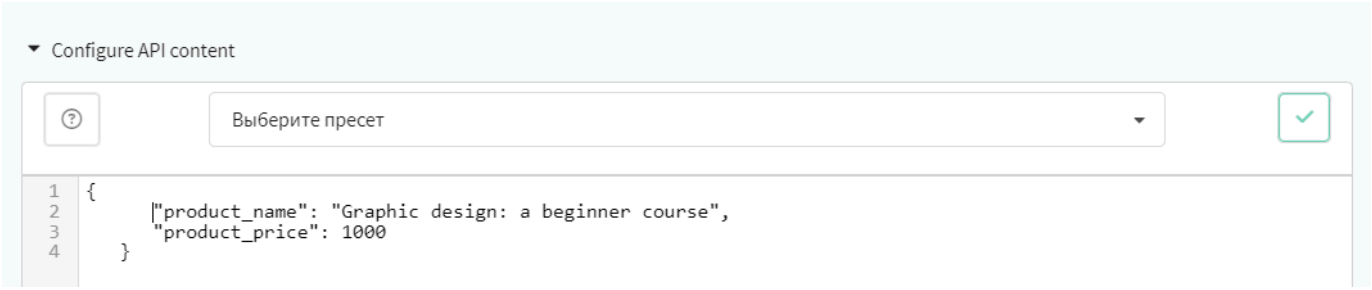
- [Engage profile in scenario]
- [Import and engage profile in scenario]
- [Batch import and engage profiles in a scenario]

Next, this data can be inserted into the template using the `apicontent` variable:



TIP

The preview of the message with `apicontent` is available only after configuring the section “Configure API content”. To do this, go to the preview section and paste the object containing the `apicontent` into the editor. Click on the check mark to apply the changes.



“API Request” element in the scenario

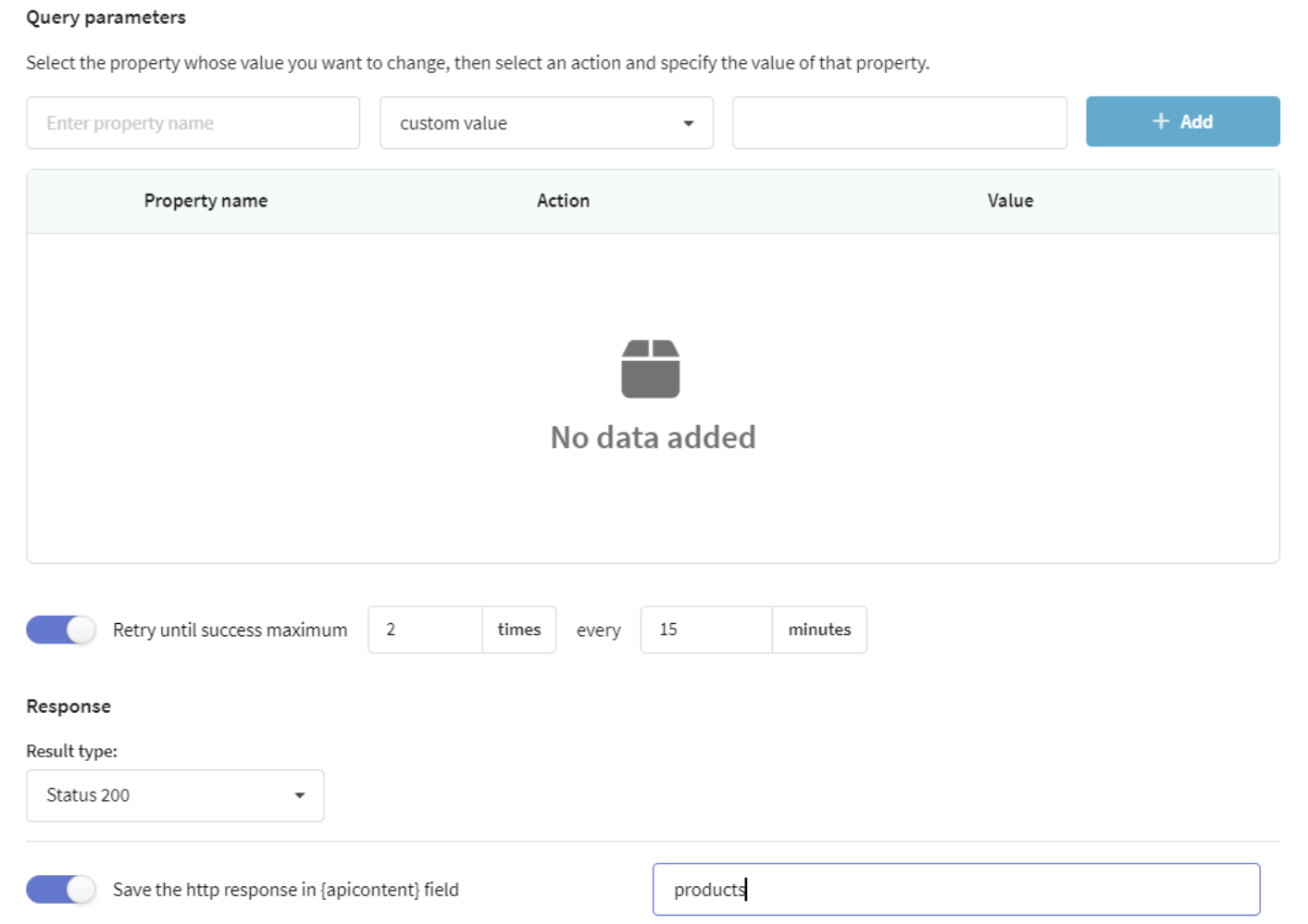
In the API Request scenario element, you can get data from an external source using a request and save the http response to the `apicontent` variable. The information from the request can later be used in the scenario.

You can read about how to configure the “API Request” element [in this article].

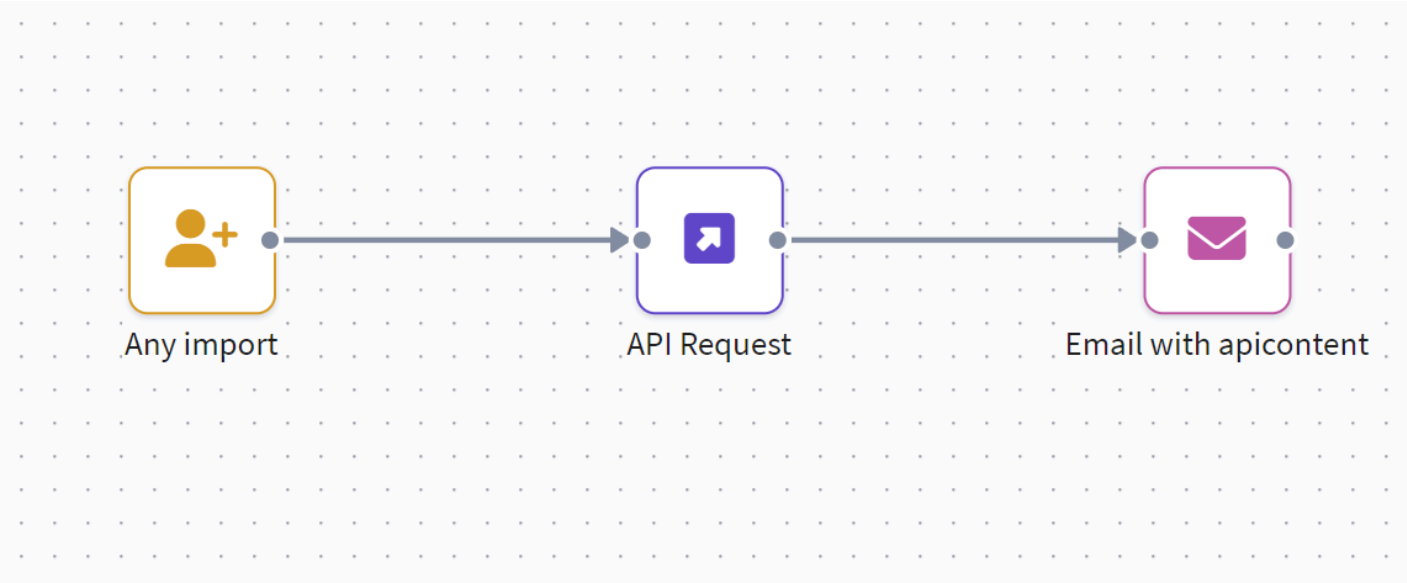
Select the type of request and paste the link to the service that will return the json-object:



Click on the switch “Save the http response in apicontent field” and enter the name of the field under which information from external sources will be recorded and which will be used in the message template in the future:



In order to understand how information will be transmitted to `apicontent` in the future, let’s look at the following example. Add the Email element in the required place in order to send the data received from the external service to the client via email.



The path to the data in the template will change slightly:

HTML TEXT

```
<table align="center" role="presentation" cellspacing="0" cellpadding="0" border="0" width="100%" style="margin: auto">
<tr>
<td style="background-color: #ffffff;">
<table role="presentation" cellspacing="0" cellpadding="0" border="0" width="100%">
<tr>
<td style="padding: 20px 20px 0px 20px; font-family: sans-serif; font-size: 14px; line-height: 20px; color: #555555">
<h2 style="margin: 0 0 10px 0; font-family: sans-serif; font-size: 28px; color: #6778cd; font-weight: 800; line-height: 30px"></h2
<h2 style="font-size: 28px; color: #6778cd; font-weight: 800; line-height: 1.2em; margin: 15px 0 10px">Thank you for registering!p
<p>Thank you for choosing our course:</p>
<ul>
    <li>{apicontent.products.product_name}</li>
    <li>{apicontent.products.product_price}</li>
</ul>
</td>
<tr>
<td style="padding: 0px 20px 0px 20px; font-family: sans-serif; font-size: 14px; line-height: 20px; color: #555555;">
<h2 style="font-size: 15px; color: #6778cd; font-weight: 800; line-height: 1.2em; margin: 15px 0 10px">We appriciate your choice</
   <p>Thank you and good luck!</p>
</td>
</tr>
```

TIP

The preview of the message with `apicontent` is available only after configuring the section “Configure API content”. To do this, go to the preview section and paste the object containing the `apicontent` into the editor. Click on the check mark to apply the changes.



Using a loop in a template with apicontent

You can also transfer `apicontent` variable into json-object with an array.

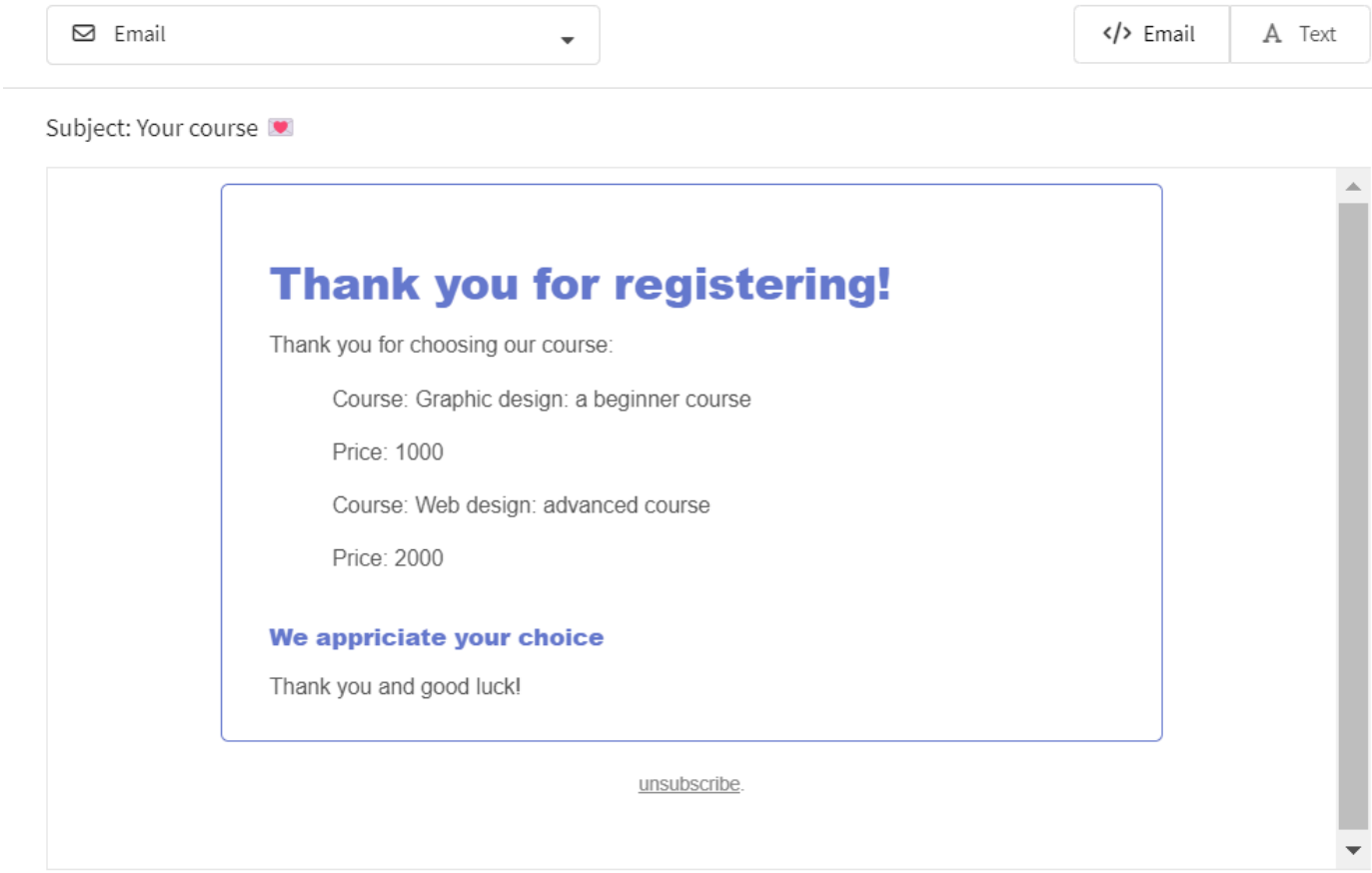
An example:

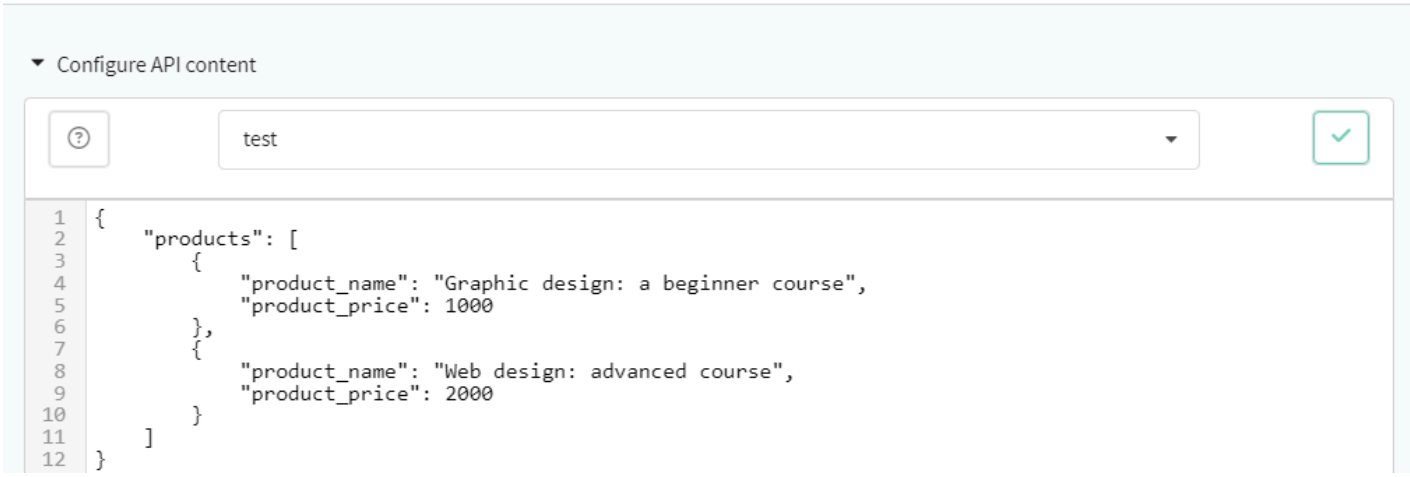
```
{
    "products": [
      {
        "product_id": 11,
        "product_name": "Graphic design: a beginner course",
        "product_price": 1000
      },
      {
        "product_id": 12,
        "product_name": "Web design: advanced course",
        "product_price": 2000
      }
  ]
}
```

To insert data from an array into a template, you need to iterate through your array. To do this, use the loop with variables.

```
{for $index $el = apicontent.products}
<div>
  <p>Course: {$el.product_name}</p>
  <p>Price: {$el.product_price}</p>
</div>
{else}
  if empty array
{end}
```

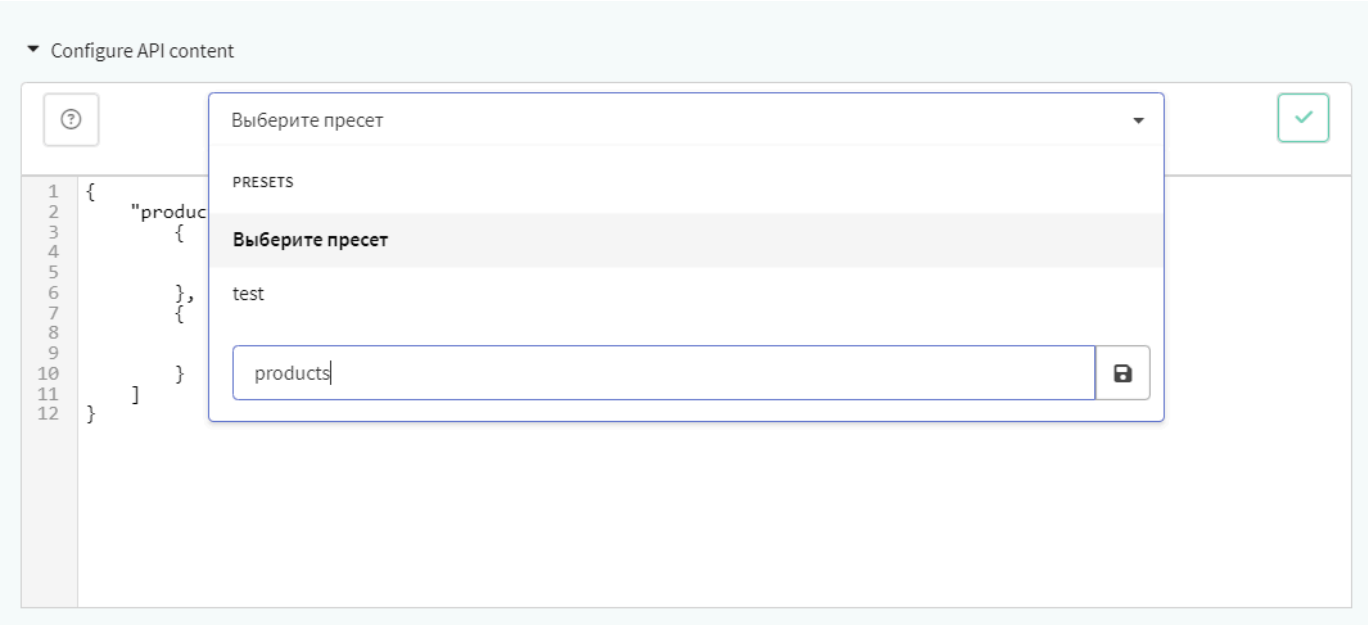
This code will insert the following data into the email:





TIP

If you regularly use the same json-bject in a variable, then you can save it as a preset and then select it in the preview window:



Cancel sending message if field is missing

You can configure the cancellation of the message sending if a specific field in the `apicontent` object is missing or contains an empty value. To do this, add a check for the field's existence and use the `{cancel}` variable.

Example:

```
{if apicontent.field_2}
field_2 не пустое
{else}
{cancel}
{end}
```

In this case, the campaign will not send the email if the `apicontent` object contains one of the following:

```
{
  "field_1": "example"
}
```

```
{
  "field_1": "example",
  "field_2": "" / or 0, null, false
}
```

This approach helps to avoid sending irrelevant emails and blocks sending if incomplete data was received from an external source.

Use case example

Suppose you have a marketing campaign intended only for users who have started or completed a certain course. The request includes an `apicontent` object with information about the course progress status:

```
{
  "user_id": 123,
  "course_id": "abcadefg",
```

```
  "course_name": "Graphic Design: Beginner Course",
  "course_status": "completed"
}
```

However, if the `course_status` field is missing or empty in the request, it may indicate that the user has not started or completed the course. In this case, the email should not be sent. The email template:

```
{if apicontent.course_status}
<div>
  <span>You showed interest in the course {apicontent.course_name}.</span>
  <span>You might also like these courses: <course list></span>
</div>
{else}
{cancel}
{end}
```

Campaigns

Campaigns

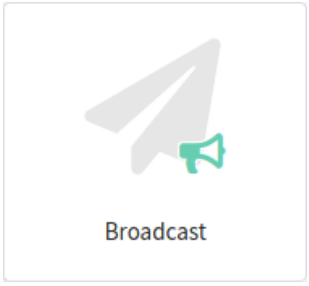
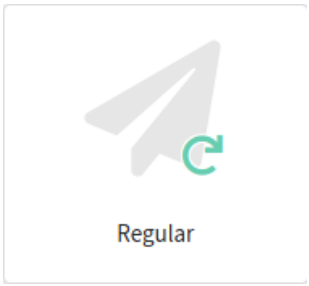
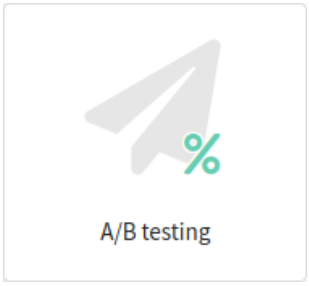
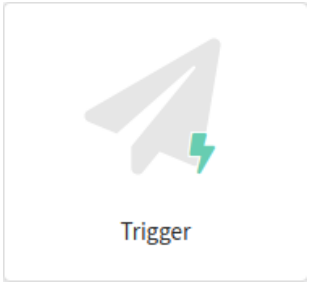
Description

In Altcraft Platform, Campaigns are used for sending messages to the customers.

Campaign creates message for certain resource subscribers, based on selected template, and adds customer information from the database, dynamic content, parts and fragments.

If dynamic segment is used as mailing audience, it will be counted just before every launch. Also, before every launch, campaign excludes profiles in suppression lists and blocked by sending policy.

Campaign types

	**Broadcasts** **This campaign performs one mailing to certain subscribers audience. If the audience is too big, mailing can be divided into several parts by schedule. Subscribers base or segment can be used as audience.**
	**Regular campaigns** **This campaign sends certain content to certain audience regularly. This campaign will never stop by itself. Subscribers base or segment can be used as audience.**
	**Multivariate testing** **This campaign allows you to test marketing efficiency of sent messages. You can add up to 16 messages in the campaign.**
	**Trigger campaigns** **This campaign allows you to send messages to subscribers after certain action. Campaign launch conditions can be changing subscriber information, profile import, or direct API request.**

Campaigns calendar

Campaigns calendar

Altcraft campaigns calendar is our ultimate solution for organizing your marketing campaigns.

It empowers your business with a strategical overview of the situation and an efficient marketing communications planning framework.

	Campaigns calendar в displays launch time for all your marketing campaigns during the custom period of time: • **Broadcasts — one-time massive mailings** • **Regulars — periodic mailings** • **Multivariate testing (A/B/n) —massive mailings that allow you to select content mailing by best efficiency**

Also, from the calendar, you can create a new campaign of any type, including a trigger campaign, which does not have a fixed launch time.

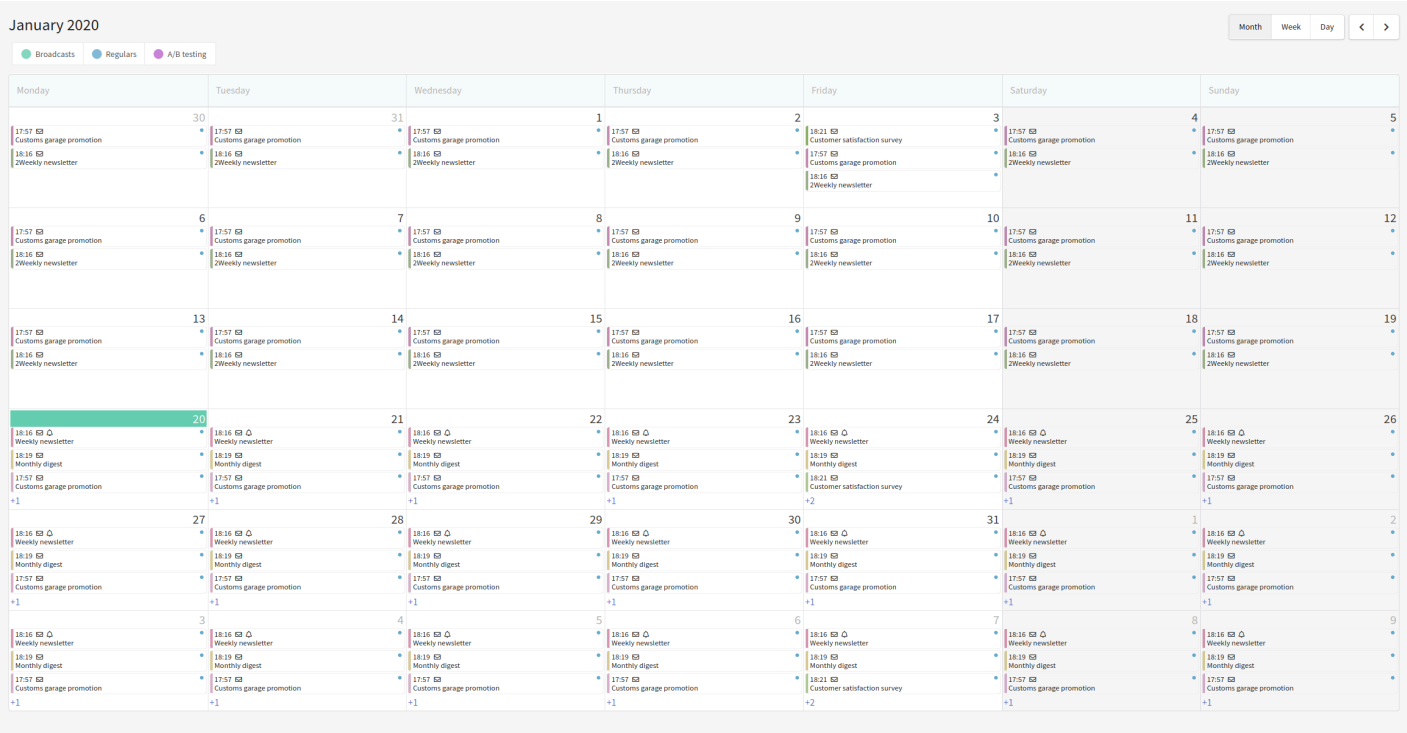
To access the calendar, in the main menu select Campaigns → Calendar.

Viewing campaigns information

The calendar displays information about future and past campaigns. If you perform massive mailing divided into several parts, every part will be displayed in the calendar. It can help you to control the loading of your sender and network, and email provider limitations.

For every campaign, launch time, campaign type and name, and used channels are displayed. Three display modes are available:

- **Month — this option displays information about all launches in a month. For every day, three first campaigns are shown. If there are more than three launches in a day, a link to detailed information will be shown in the bottom part of the tile.**
- **Week — this option displays information about all launches in a week. Campaigns are grouped by launch day and time.**
- **Day — this option displays information about all launches on a separate day.**

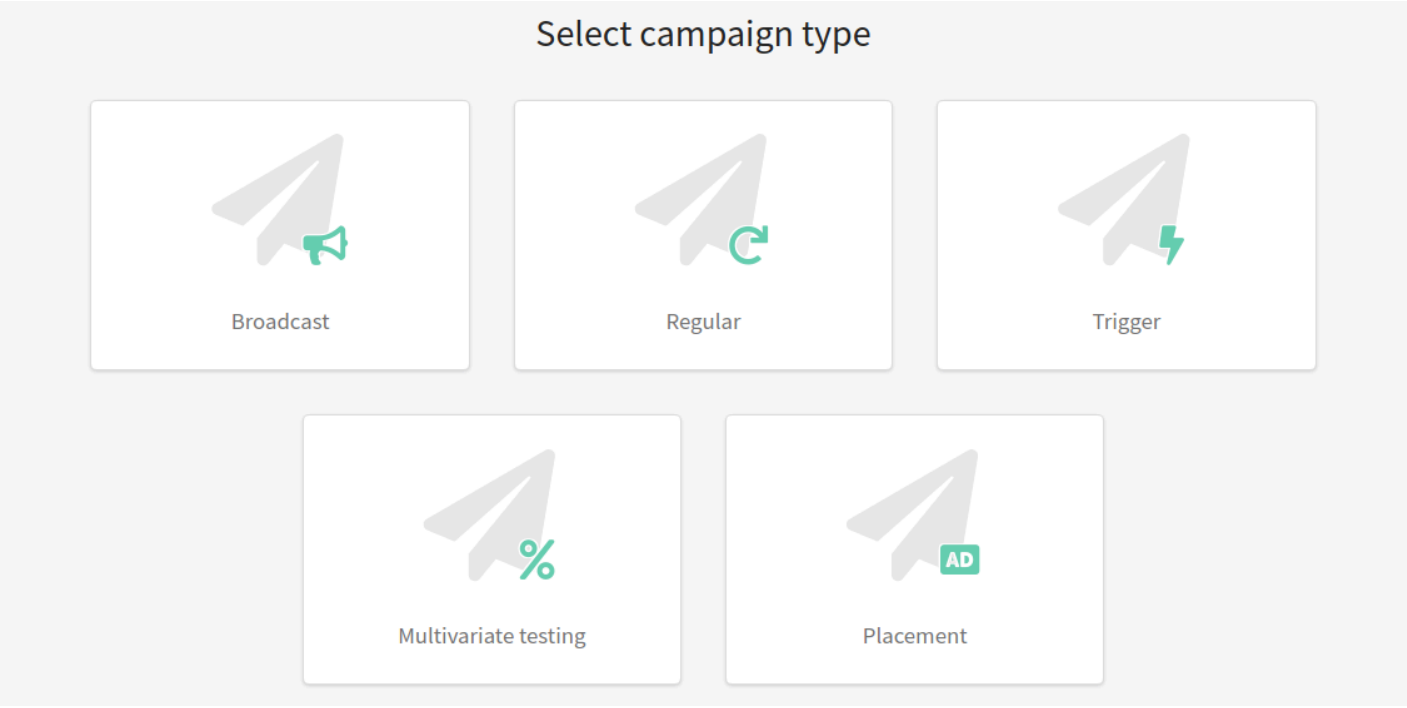


	Click a campaign label to view details of a campaign. You can clone or edit the campaign and see the campaign summary: • **Campaign name** • **Message template** • **Database or segment** • **Activation date and time** • **Communication channel** • **Campaign creator** • **Creation date** • **Resource** **In month view you can see all active campaigns for a specific month. Use < and > buttons to switch months.**

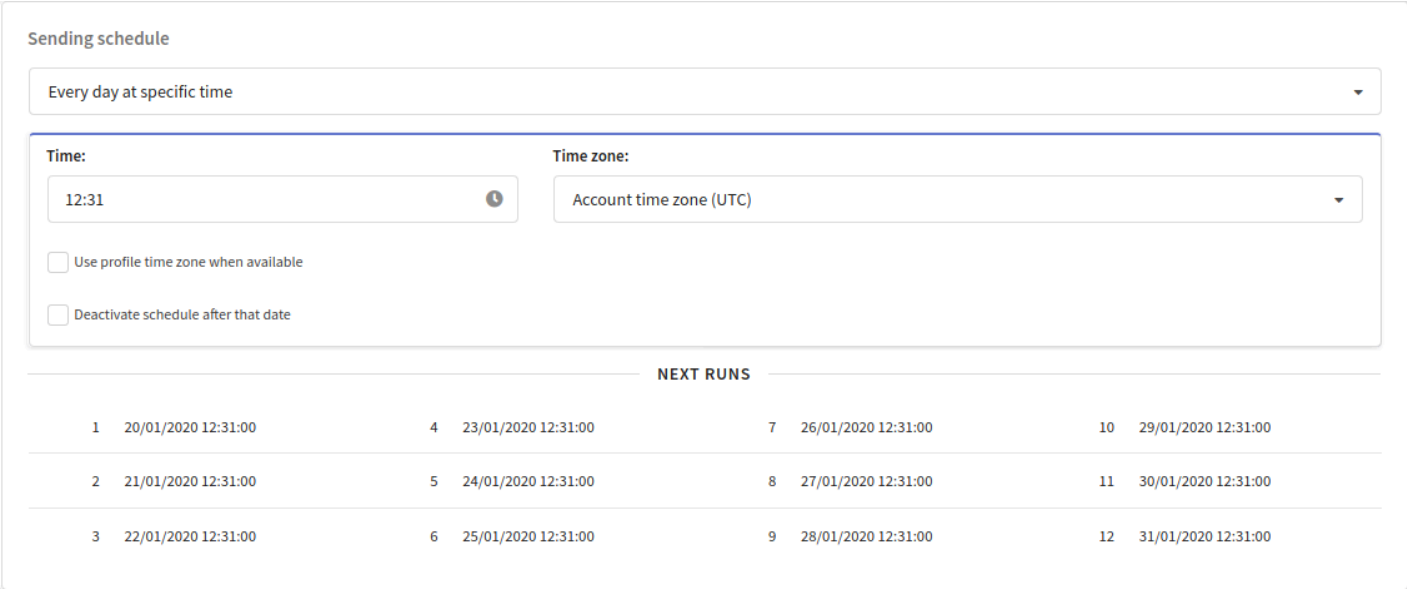
Creating a new campaign

	You can create a campaign at any time from the calendar interface. Select first launch day, click an empty space in the calendar for that date, and press + Add campaign in the popup.

The selection panel with all 4 campaign types will open. When you press on the type you want, the editing form will open.



Sending date will be preset in the campaign editor, though you can change it as you wish.



Broadcast campaigns

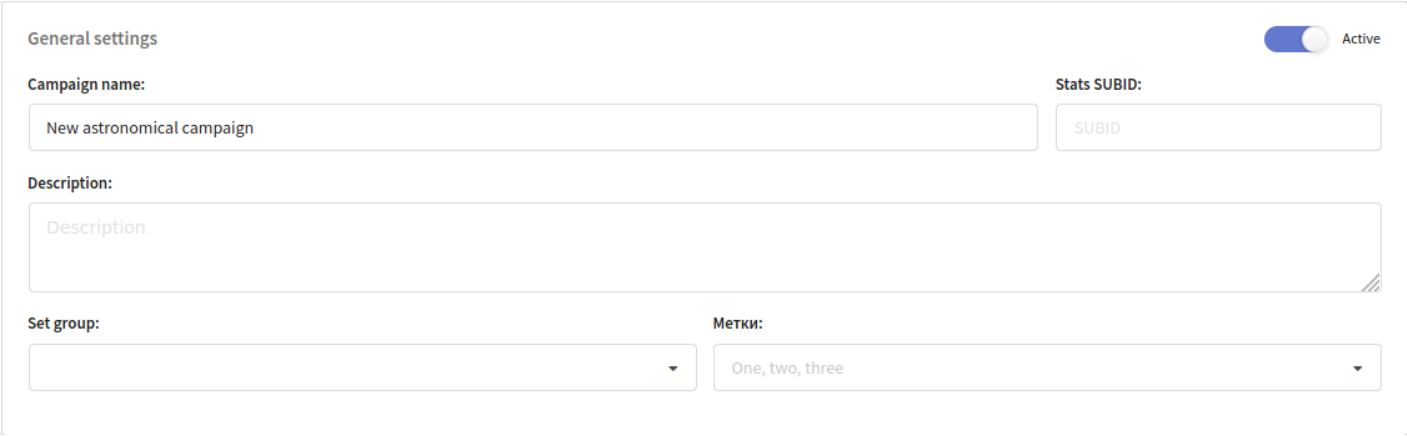
Broadcast campaigns

Description

	Broadcast campaigns are used when you need to communicate to a specific audience one single time. It can be a seasonal offer email, or usage terms change notification — any content that is sent to an audience rather than to separate customers on a non-regular basis. At the end of a broadcast campaign, every recipient is sent one message. Thus broadcast messages mostly use static content, as it is sent once. Personalization options can still be a great asset to make your mass communications more human-like. To create a new broadcast, go to Campaigns → Broadcasts and click + Create button. Also, you can use the calendar to create a new broadcast. </td> </tr>

General settings

In the main settings, specify the name and description of the new campaign, and if needed, set the access group, add tags and attributes for additional grouping. You can also specify a statistics SUBID for the campaign here. In the upper right corner, there's a toggle to activate the campaign.



Campaign settings

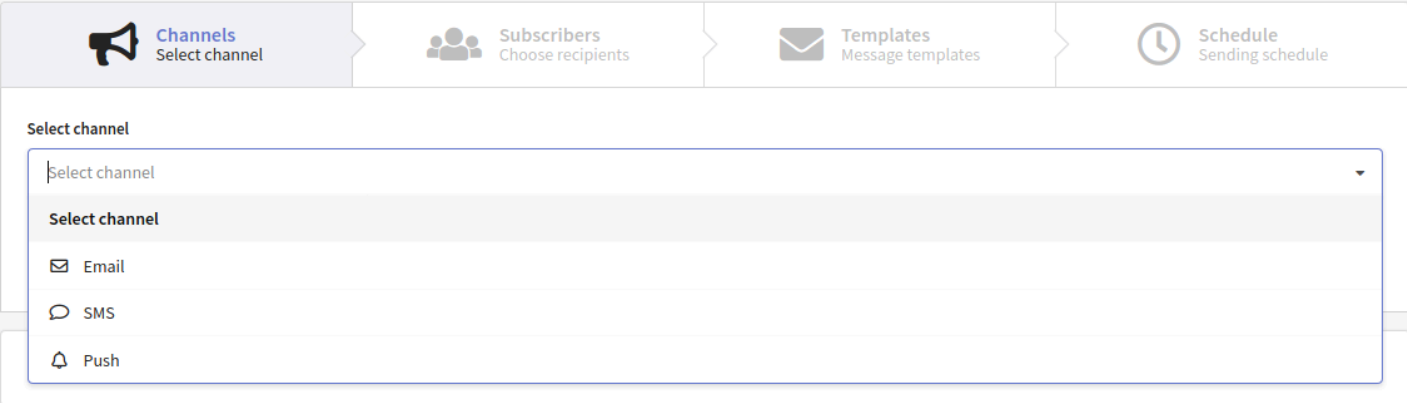
The following information is defined in campaign settings: communication channels, subscribers, templates with content, and schedule for mailing.

Channels

On the first tab, you can select a communication channel you want to use. Channel you want to use must be available in at least one subscriptions resource, which you can select on the next tab.

INFO

For Email sending, you can use the field with the main subscriber contact information – the Email field.



TIP

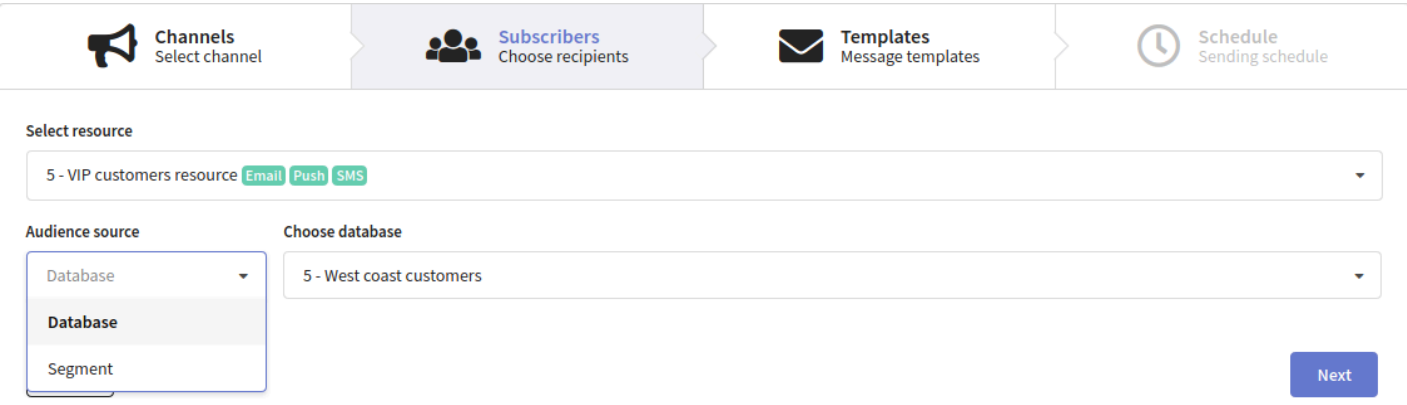
When using a push channel, you can select specific push providers for sending, as well as the sending mode - fanout, sending to all subscriptions taking into account filters, or last, sending to the subscription with the most recent creation date. If there are several of these (created at the same time), then one will be selected randomly. If the campaign has filters by provider, custom fields or categories, then the filters are applied first, and then the most recent subscription is searched.

Subscribers

On this tab, select the resource form drop-down menu. You can use a database or segment as an audience.

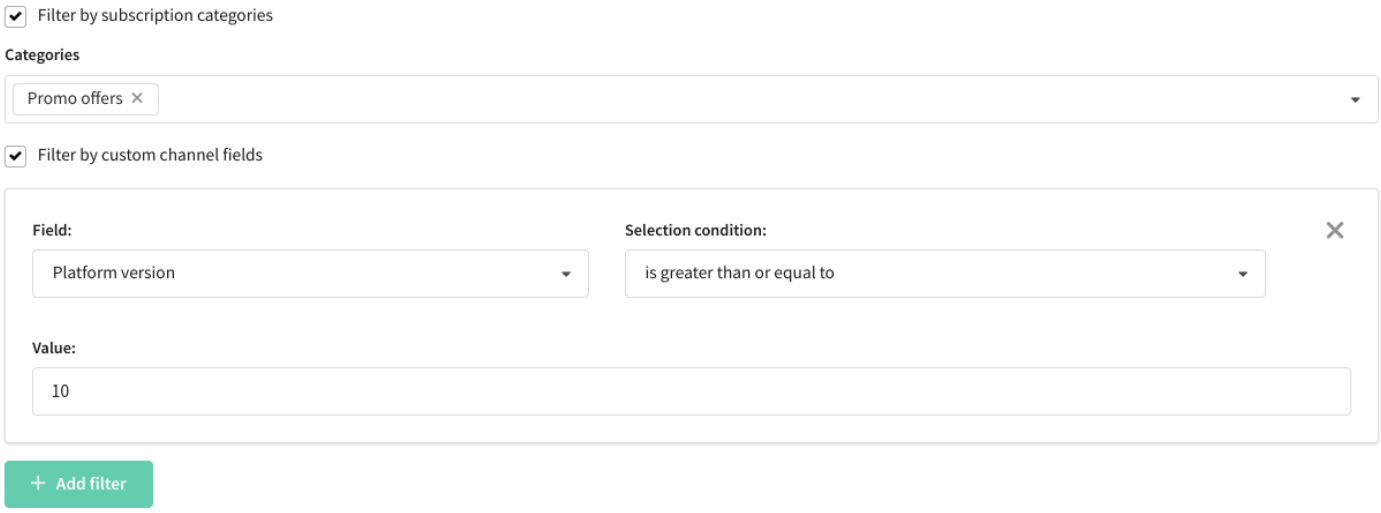
TIP

Campaigns are sent to customers who subscribe to a certain resource. Resources can be a separate website, product, promotion, or another direction of your communications with customers. Select a resource. Make sure the recipients in your database are subscribed to it.



Additionally, you can filter recipients by resource categories. To enable this functionality, you need to have categories created in the resource. In campaign settings, select the categories to which the profile should be subscribed to receive a message.

You can also filter recipients by custom channel fields. To do this, select either a standard or custom subscription field. In the "Selection condition" field, choose a logical operator and, if necessary, specify a value. You can combine rules using the logical AND (all conditions must be met) and OR (at least one condition must be met).



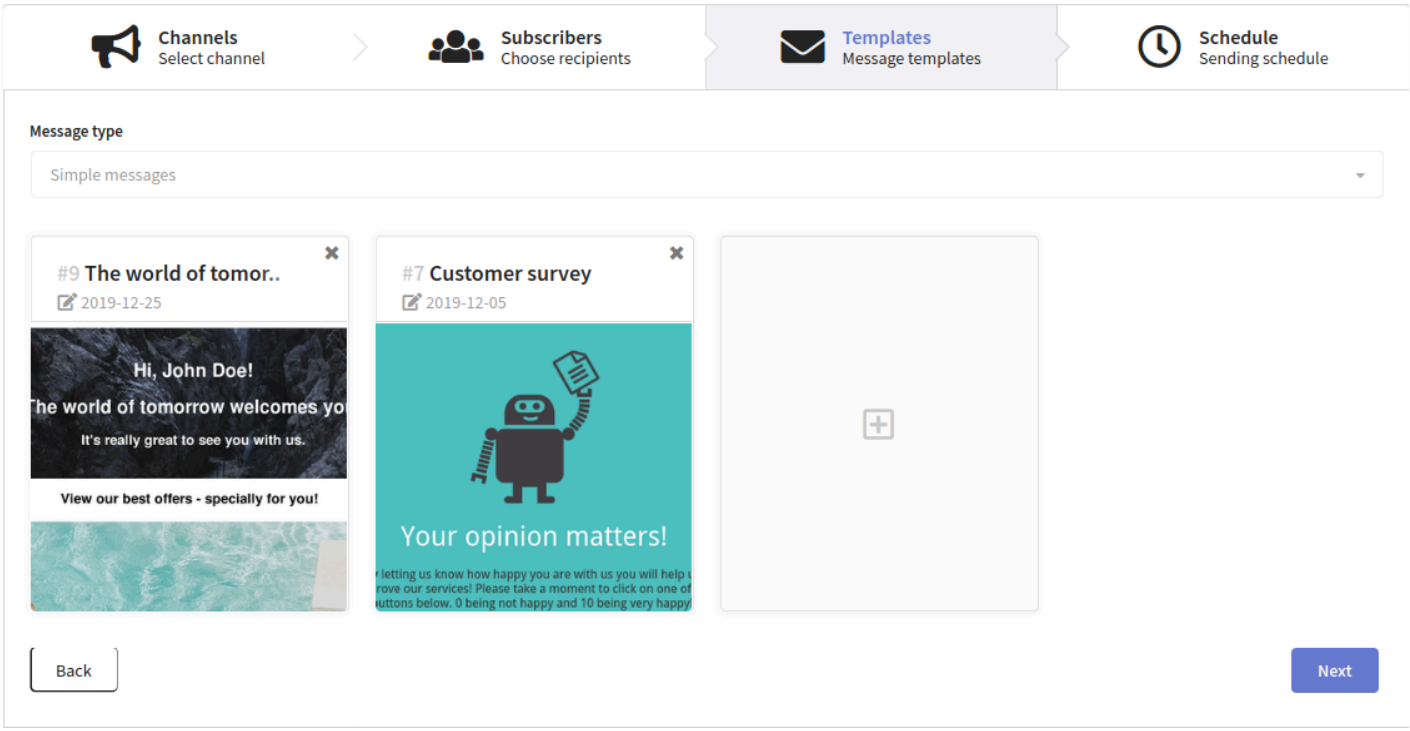
Templates

On this tab, you can select the content that you want to use in the campaign. In Altcraft, messages templates combine content for mailing by all available channels.

> **TIP**
>
> **Please, make sure, that the template has content for the selected channel.**

Clcik

and select a prepared template. Any campaign type can use up to 8 templates. The broadcast campaign will send one message to each customer using selected templates in random order in equal parts. Click on the thumbnail to preview, or click on the template name to open template editor:



Schedule

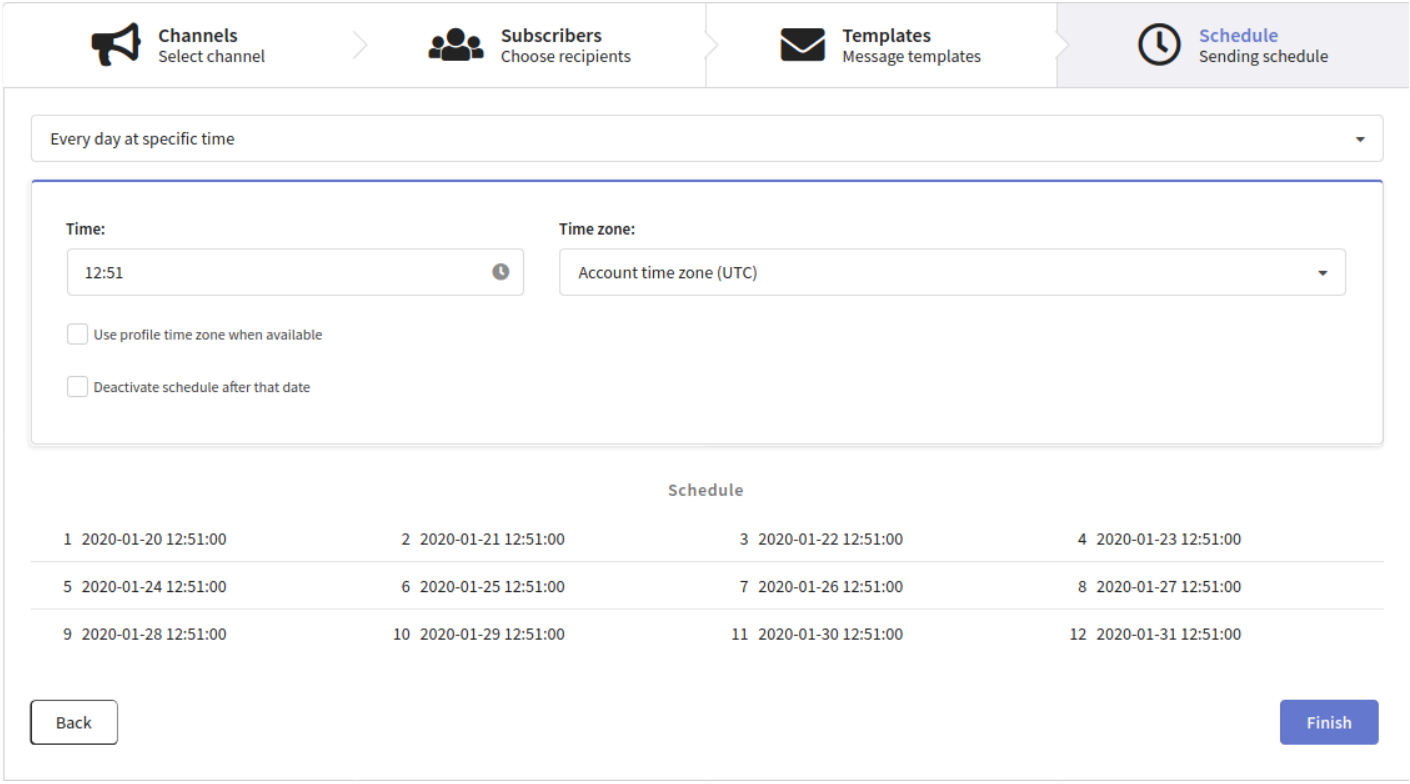
TIP

The campaign schedule is described in detail on this page.

On this tab, you can configure sending policy. During massive mailings, you need to remember about sender reputation. Email providers set limits for massive mailings that depend on sender reputation and the number of sent messages. Usually, providers set limits for messages received in 24 hours.

Sending all messages at once

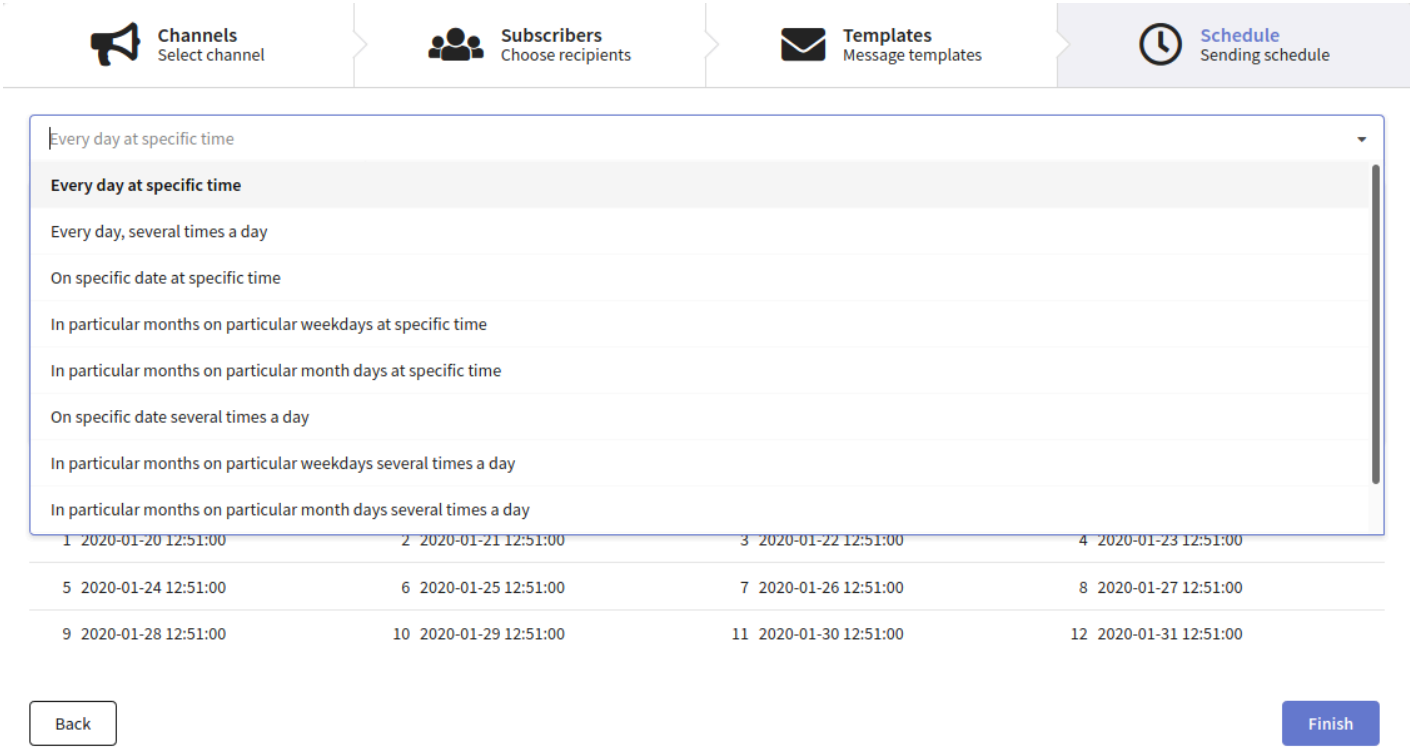
If your sender reputation is high enough, you can send all messages in 24 hours. To do this, select On specific date at specific time.



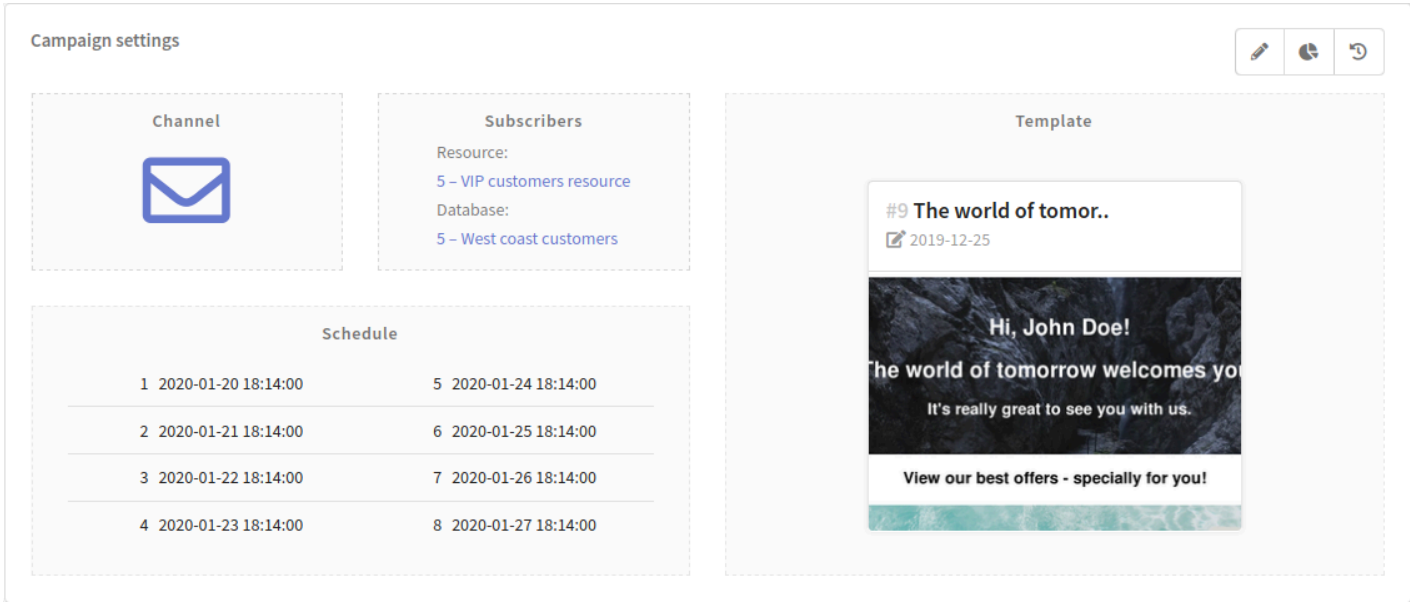
Also, you can select a time zone for sending, or Use profile time zone when available.

Partial sending

Most email providers limits are valid for 24 hours. If your mailing is over limits, we recommend you to use Every day at specific time option. You can configure the number of sent messages in the Limitations block.



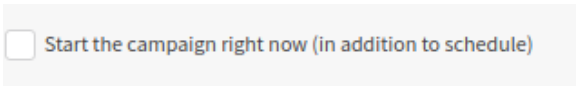
After you made your configurations, click the Finish button. Selected parameters will be displayed in the Campaign settings block. You can use appropriate buttons to edit settings or go to the campaign report.



Instant campaign launch

If you want to launch a campaign right after its creation, toggle the appropriate option at the bottom part of the page.

- **If the limits were not configured, messages will be sent to all customers.**
- **If limits were configured, the campaign will be launched besides schedule.**



Limitation

If the number of messages in the campaign is more than the number of messages received by email providers in a day, you can separate your broadcast campaign into several parts.

INFO

You can also use campaign limitations to control the loading of your sender or your company network architecture.

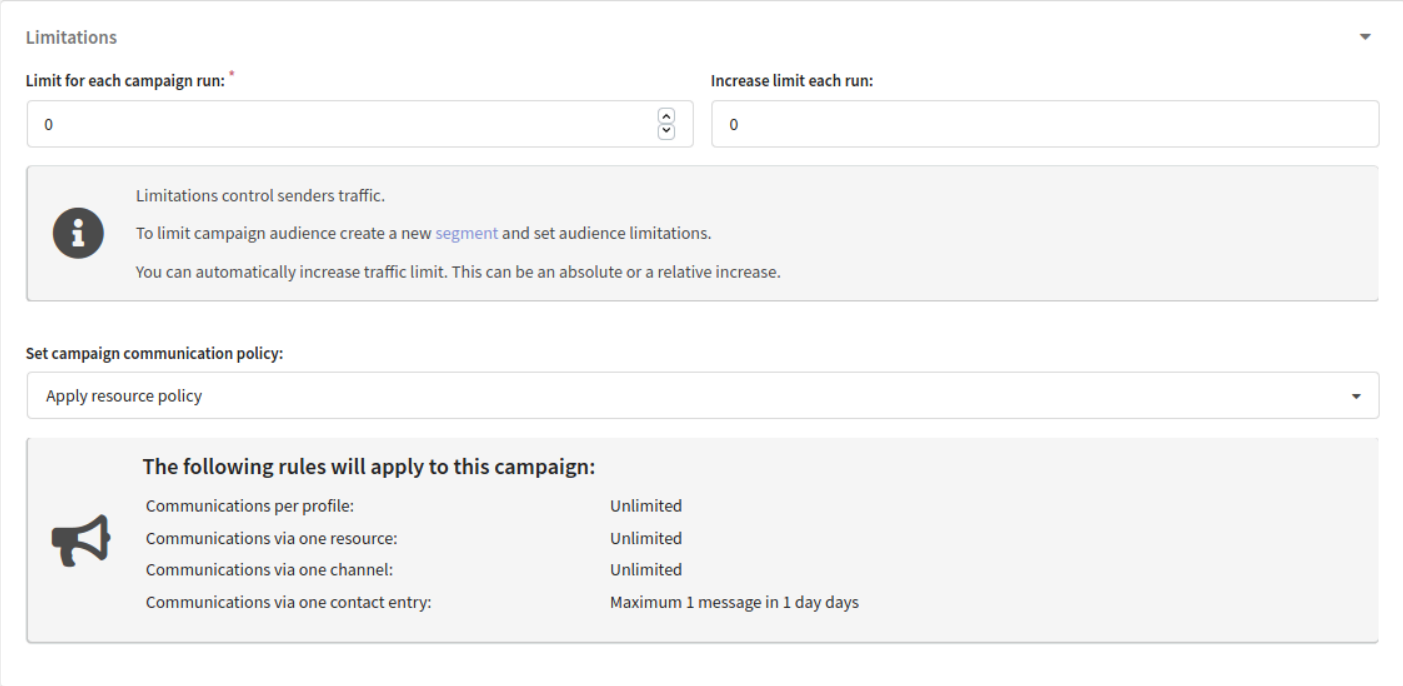
You can configure limits using these options:

- **Limit for each campaign run — the number of messages, that will be sent during the next launch by schedule**
- **Increase limit each run — the number of messages or percent value that will be added during next launch.**

CAUTION

When the “Use profile time zone when available” option is enabled, the limit settings and instant campaign launch are unavailable.

Communication policy sets limits for communication with one subscriber. By default, the campaign will use account policy or resource policy.



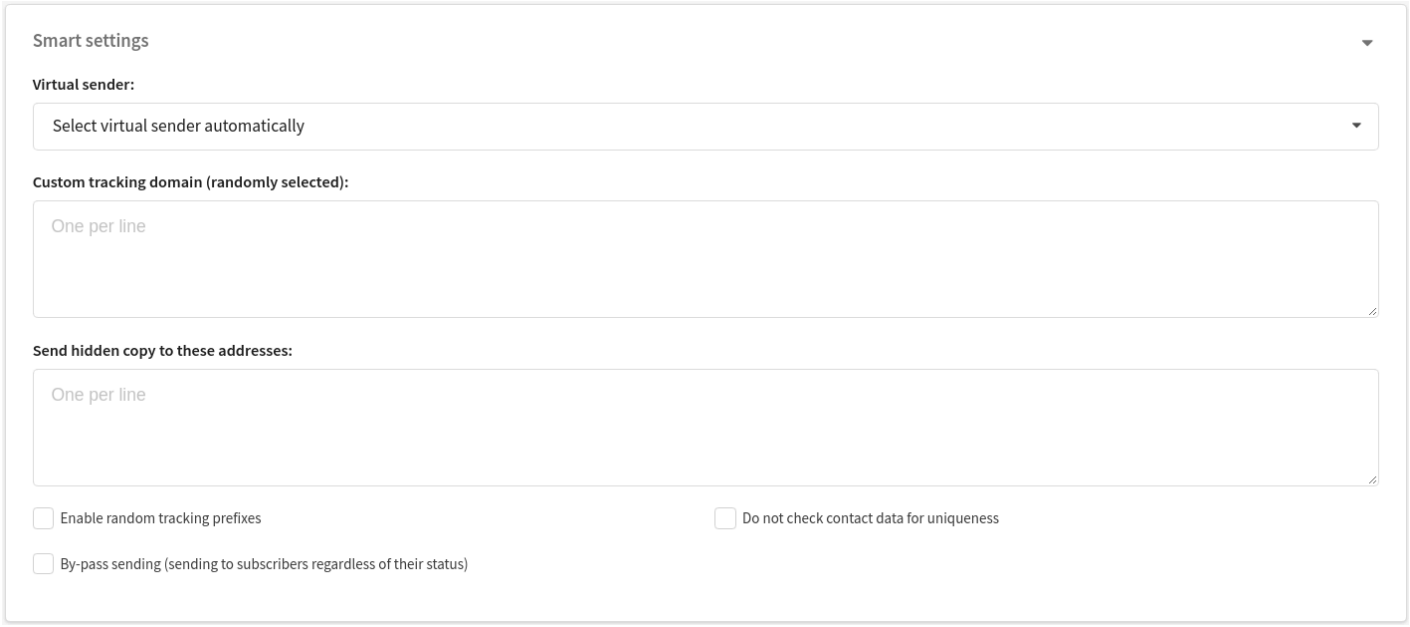
Smart settings

If Smart settings are activated for your Altcraft marketing platform account, you can manage campaign virtual senders, blind carbon copy settings and several other options. This section will appear at the bottom of the campaign editor page. The following settings are available:

- **Virtual sender — this option allows you to select a virtual sender for the campaign. The virtual sender is the set of rules for sending messages from real senders.**
- **Custom tracking domain — this option allows you to track actions in campaign messages using additional tracking servers. Domains must be divided with line breaks.**
- **Send hidden copy to these addresses — BCC for sent messages. Addresses must be divided with line breaks.**
- **Extra options — these options depend on your Altcraft configuration. For example, these options can be Enable random tracking prefixes, or Do not check contact data for uniqueness.**

CAUTION

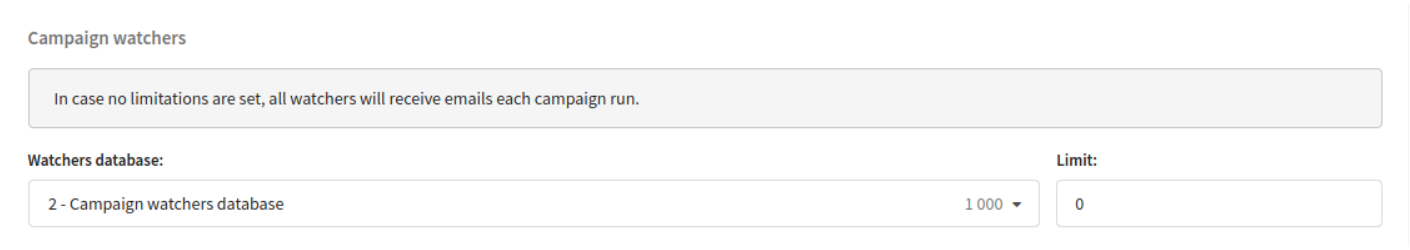
If you are not sure, what Smart settings you need to use, please contact your Altcraft administrator or Altcraft support specialists.



Campaign watchers

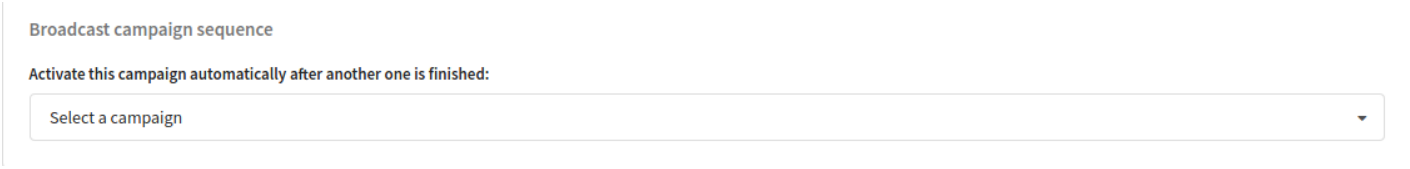
You can set campaign watchers in smart settings. Watchers will receive the same messages as customers. The watchers database is necessary for this feature. It is created in the same way as a normal database, except a special option which must be toggled in the general settings of the database.

In Smart settings, select Watchers database and limit:



Broadcast campaign sequence

This option is available only for broadcast campaigns. It allows to automatically launch a campaign after the previous campaign is finished. For this, select the campaign, after:



CAUTION

If you have massive mailings, please, make sure that your campaign fits the limits of email service providers.

Campaign progress

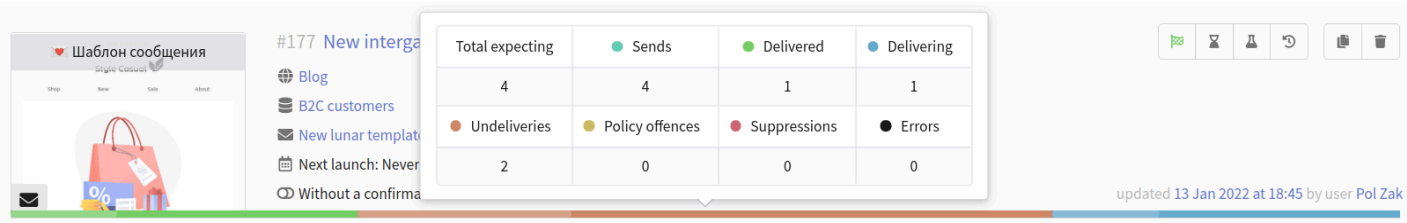
In the list of broadcast campaigns, you can see the progress bar of each campaign.



Each message status has its own colour:

- **sends – the number of profiles for which messages were generated**
- **delivered – the number of profiles to which the message was delivered**
- **delivering – the number of messages in the sender queue**
- **undeliveries – the number of profiles that failed to deliver the message**
- **policy offences – the number ofprofiles affected by sending policy (see more)**
- **supressions – the number of profilesin suppression lists (see more)**

Click on the progress bar to open a table with campaign statistics:



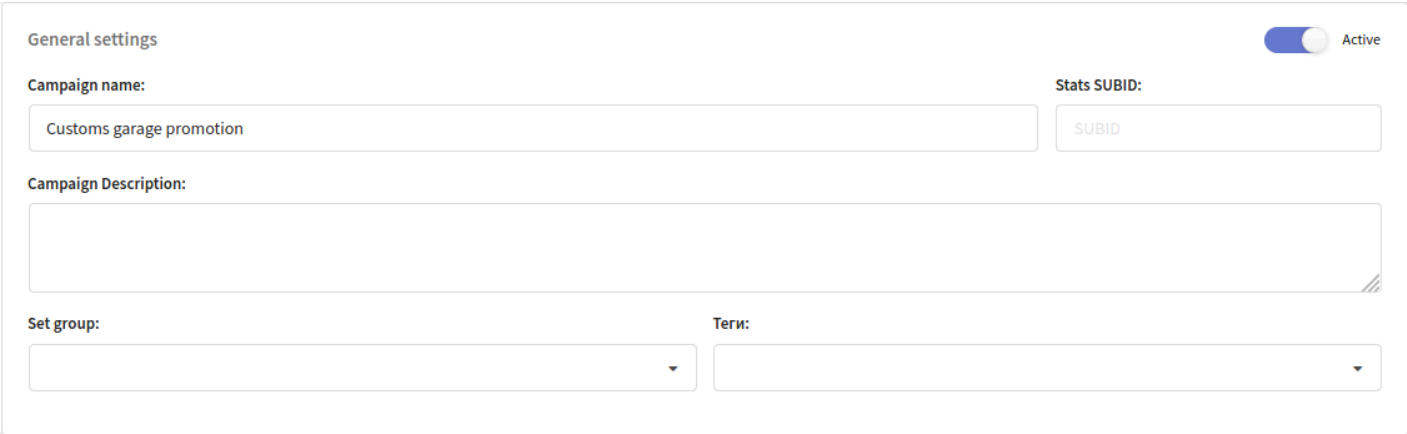
Regular campaigns

Regular campaigns

	Regular campaign is a tool for organizing** massive multiple** mailings to your subscribers. **At every launch moment,** this campaign sends one message to each subscriber from the selected audience. Unlike a broadcast campaign, which processes the database **only once**, a regular campaign never finishes by itself. To create a new campaign, select **Campaigns → Regulars** and press **+ Create** button, or you can use the campaigns calendar. </td> </tr>

General settings

In the main settings, specify the name and description of the new segment, and if needed, set the access group, add tags and attributes for additional grouping:



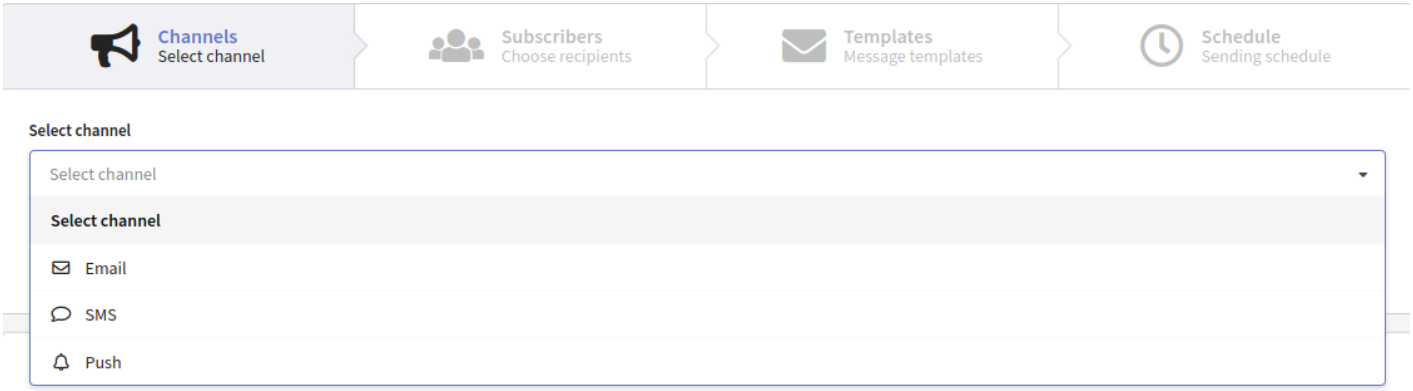
Campaign settings

These settings are communication channel, messages recipients, templates with content and mailing schedule.

Channels

On this tab, you can select a communication channel for the campaign. This channel must be available in at least one resource, which you can select on the next tab.

> **NOTE**
>
> For Email sending, you can use the main subscriber contact data, which is the Email field in the database.



TIP

When using a push channel, you can select specific push providers for sending, as well as the sending mode - fanout, sending to all subscriptions taking into account filters, or last, sending to the subscription with the most recent creation date. If there are several of these (created at the same time), then one will be selected randomly. If the campaign has filters by provider, custom fields or categories, then the filters are applied first, and then the most recent subscription is searched.

Subscribers

On this tab, you can select Resource for mailing from the drop-down menu. The resource must contain a channel, which was selected on the previous step.

Also, you can select an Audience source, which can be a database or segment with profiles from one or several databases.

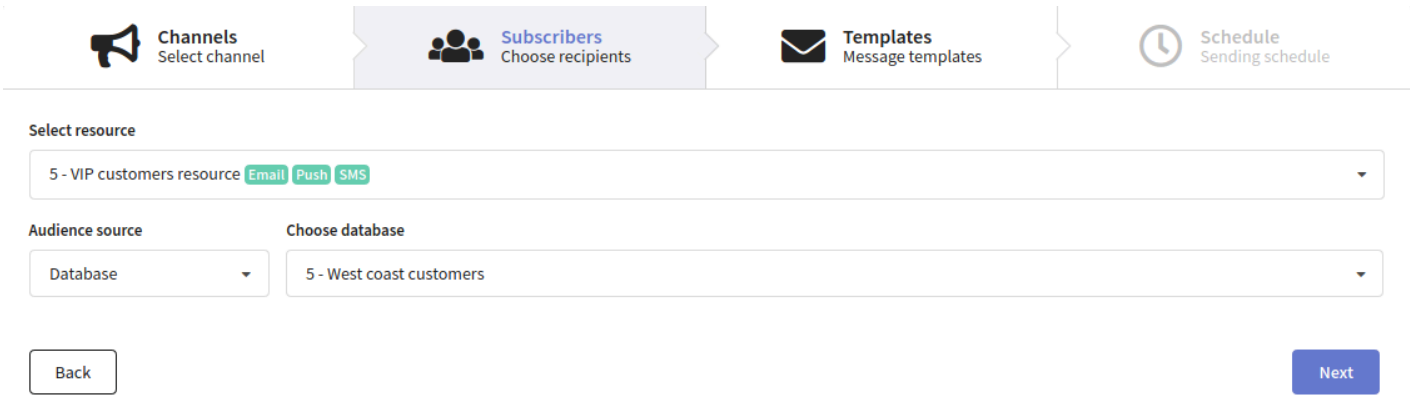
TIP

The audience source for a regular campaign depends on its purpose:

- **For periodic mailings, you can use a database, a static or dynamic segment. The campaign will send messages to the subscribers of the configured audience.**
- **For activity-based mailing, it is necessary to use a dynamic segment with selection based on some date, like subscriber birthday.**

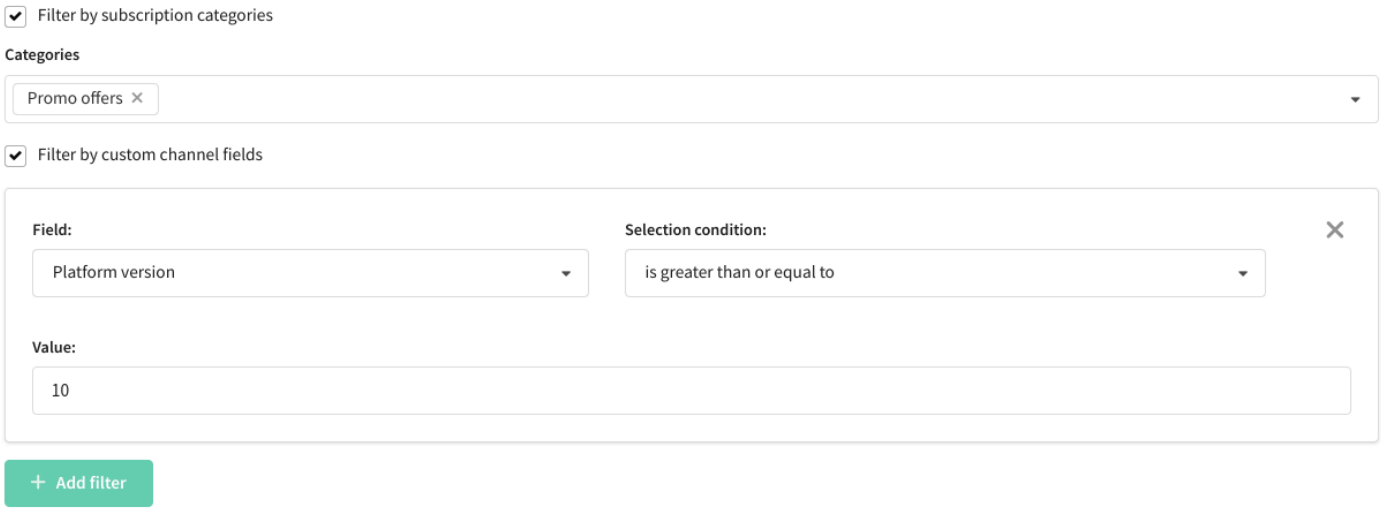
TIP

Campaigns are sent to customers who subscribe to a certain resource.Please, make sure your customers are subscribed to this resource before launching a campaign.



Additionally, you can filter recipients by resource categories. To enable this functionality, you need to have categories created in the resource. In campaign settings, select the categories to which the profile should be subscribed to receive a message.

You can also filter recipients by custom channel fields. To do this, select either a standard or custom subscription field. In the "Selection condition" field, choose a logical operator and, if necessary, specify a value. You can combine rules using the logical AND (all conditions must be met) and OR (at least one condition must be met).



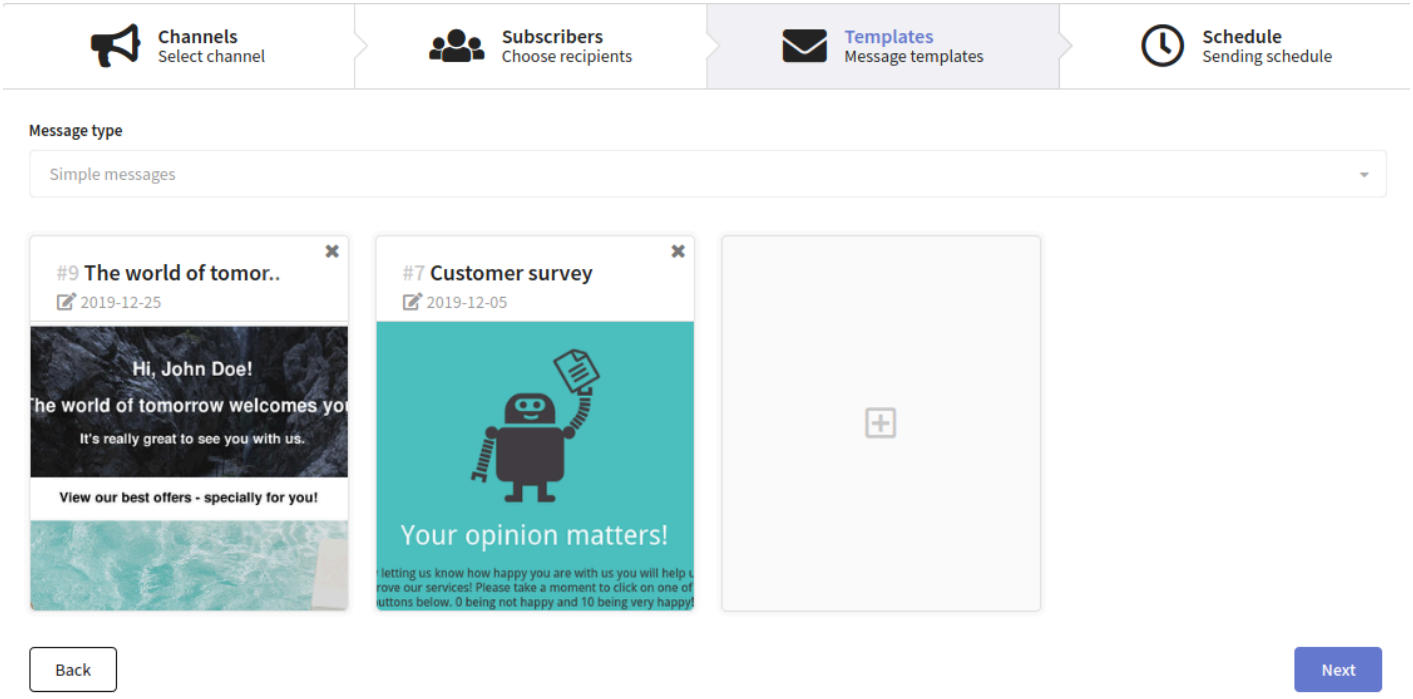
Templates

On this tab, you can select the content you want to use in your mailing. In Altcraft, templates combine content for sending by all available channels.

> **TIP**
>
> **Before mailing, please, make sure that the content you want to use is contained in the selected template.**

Press Add button and select the template. You can use up to 8 templates in any type of campaign. A regular campaign will send one message to each subscriber in random order in equal parts.

Click on the template miniature to open the preview.** Click on the template name to open it for editing in a new tab:**



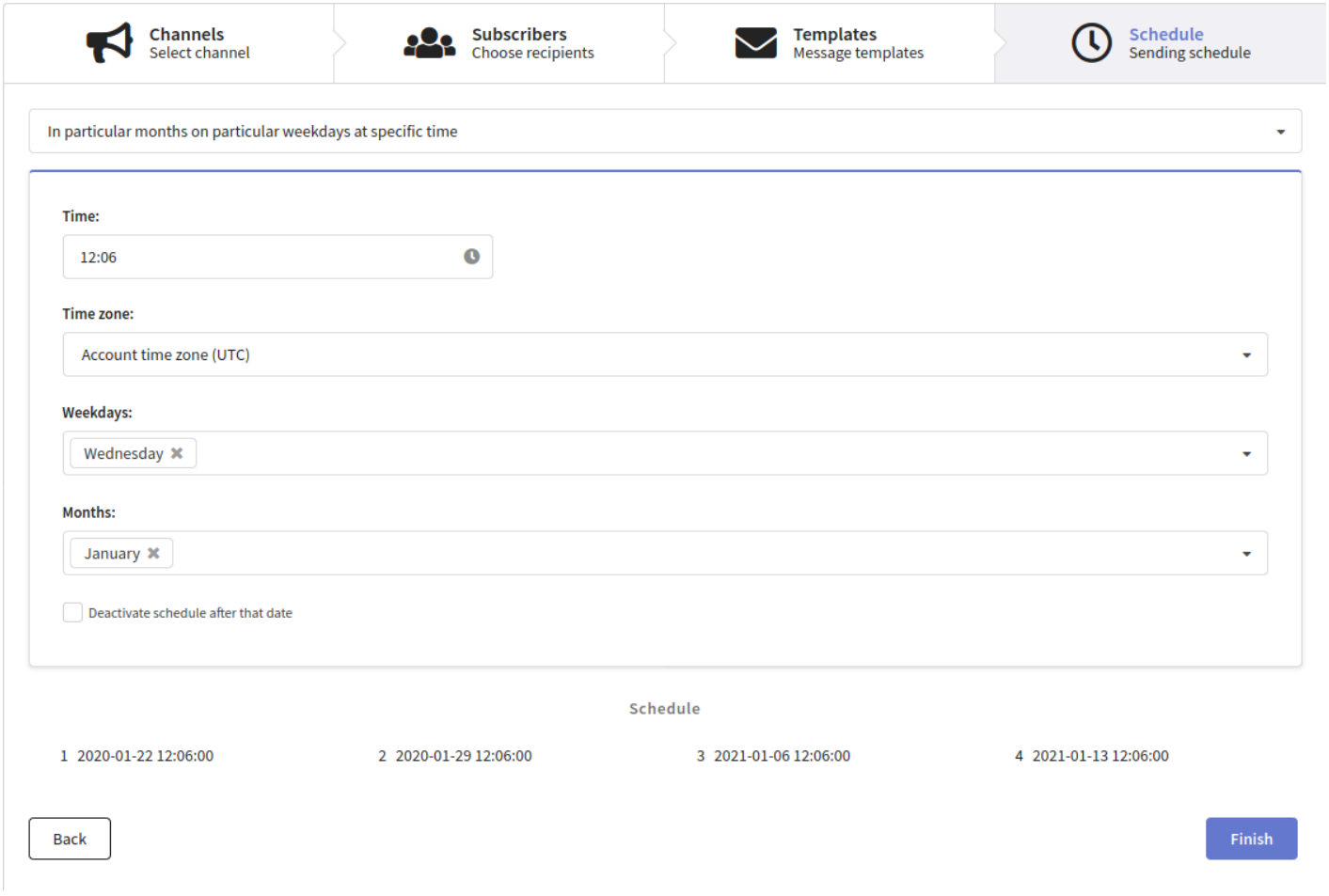
Schedule

> **TIP**
>
> **The campaign schedule is described in detail on this page.**

On this tab, you can configure sending policy. During massive mailings, you need to remember about sender reputation. Email providers set limits for massive mailings that depend on sender reputation and the number of sent messages. Usually, providers set limits for messages received in 24 hours.

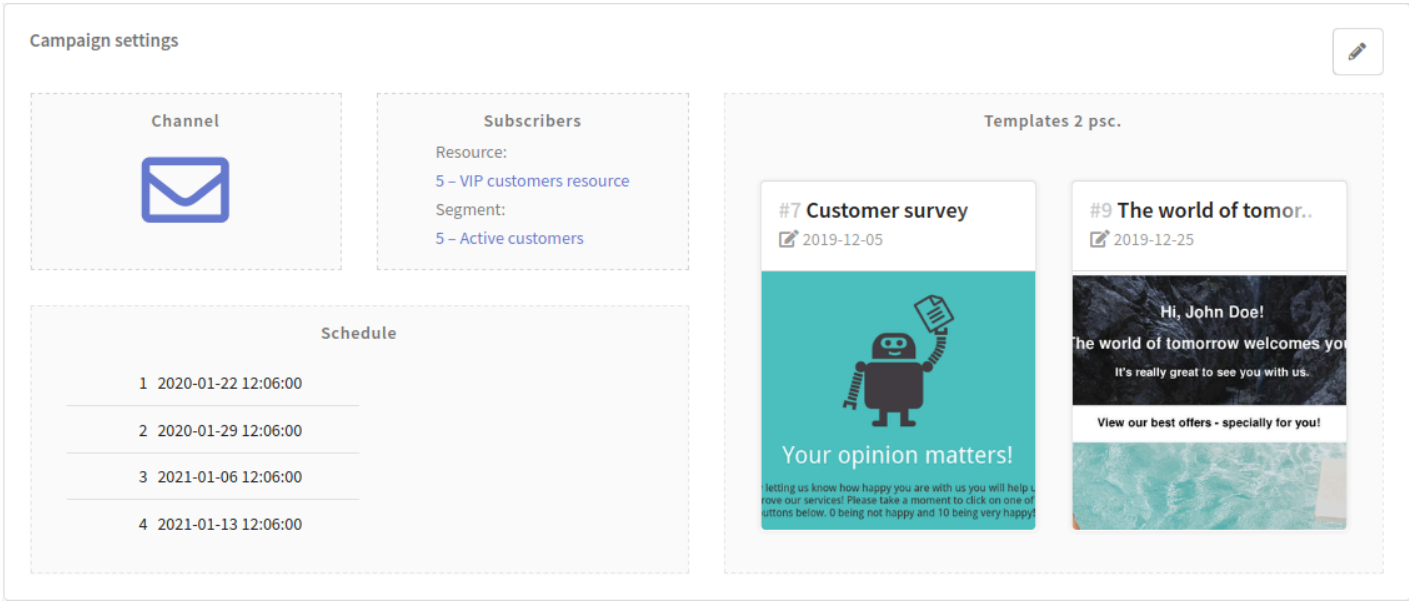
Regular campaign schedule

A regular campaign schedule is based on what kind of mailing you want to organize. You can set minutes, hours, days of the week, months, and even certain days of the week relative to the beginning of the month:



Also, for some schedule types, you can set a time zone, or use profile time zone, if this information is available. If you need to stop any mailings after a certain time, you can use Deactivate schedule after that date option.

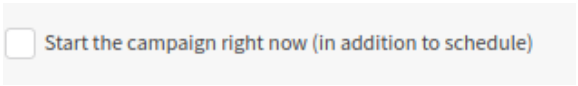
After you made your configurations, click the Finish button. Selected parameters will be displayed in the Campaign settings block. You can use appropriate buttons to edit settings or go to the campaign report.



Instant campaign launch

If you want to launch a campaign right after its creation, toggle the appropriate option at the bottom part of the page.

- **If the limits were not configured, messages will be sent to all customers.**
- **If limits were configured, the campaign will be launched besides schedule.**



Limitations

In this block, you can configure limits and sending policy.

Using limits in the regular campaign

TIP

The regular campaign will not be stopped automatically after sending one message to each subscriber. If you want to organize massive mailing that must be sent in parts, we recommend that you use a broadcast campaign.

You can use limits in regular campaigns when the number of mailings does not fit email providers limits.

NOTE

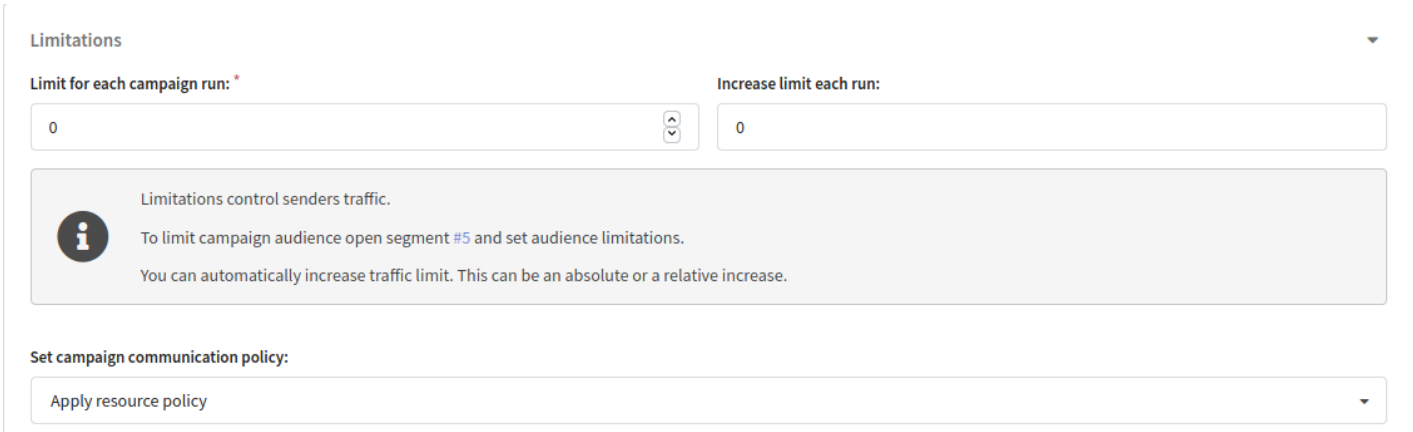
You can also use limits to control the loading of your sender or your company network.

Set limitations for the campaign:

- ****Limit for each campaign run** — the number of messages that will be sent during the next campaign run by schedule.**

DANGER

Increase limit each run option is not recommended to use in regular campaigns.



In this case, during launch, the campaign will send as many messages, as you selected in the limit. When the number of sent messages is more than one set in the limit, mailing will start from the beginning of the list. To exclude re-sending one message, set Sending policy.

CAUTION

Please, remember that limitation can act for no more than 16 days, and the mailing period must not be more than this value.

CAUTION

When the “Use profile time zone when available” option is enabled, the limit settings and instant campaign launch are unavailable.

Communication policy sets limits for communication with one subscriber. By default, the campaign will use account policy or resource policy.

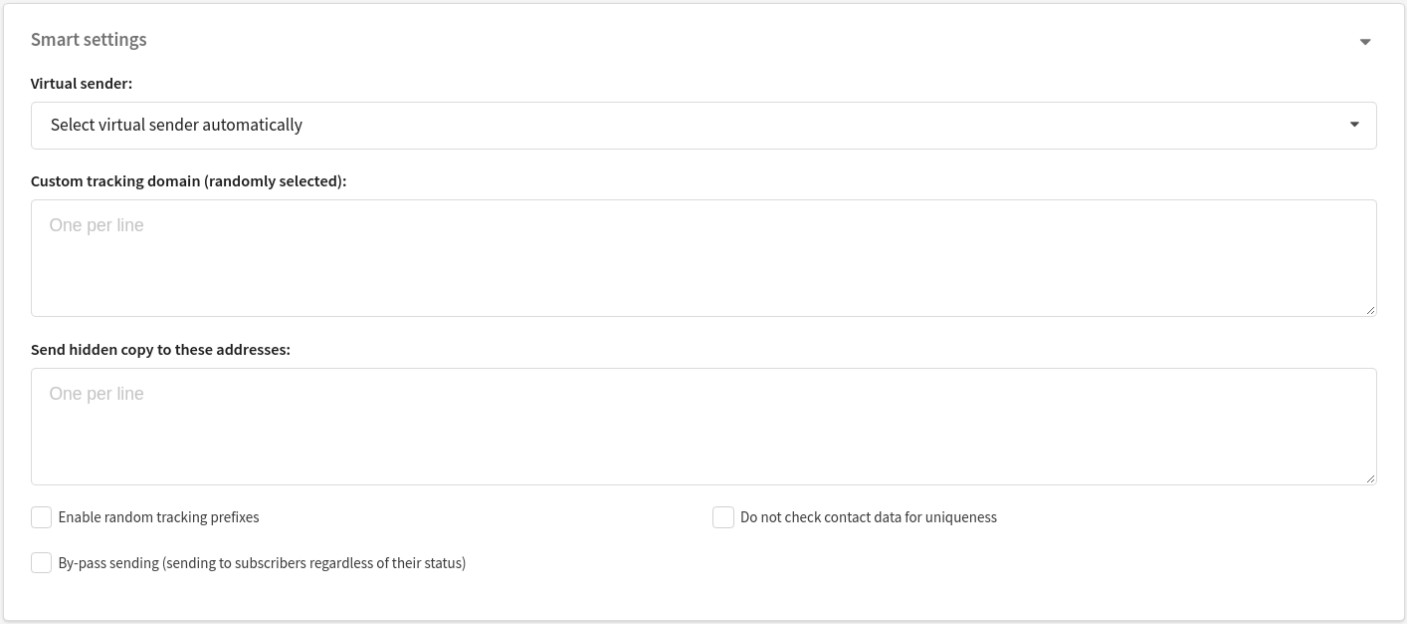
Smart settings

If Smart settings are activated for your Altcraft marketing platform account, you can manage campaign virtual senders, blind carbon copy settings and several other options. This section will appear at the bottom of the campaign editor page. The following settings are available:

- ****Virtual sender** — this option allows you to select a virtual sender for the campaign. The virtual sender is the set of rules for sending messages from real senders.**
- ****Custom tracking domain** — this option allows you to track actions in campaign messages using additional tracking servers. Domains must be divided with line breaks.**
- ****Send hidden copy to these addresses** — BCC for sent messages. Addresses must be divided with line breaks.**
- ****Extra options** — these options depend on your Altcraft configuration. For example, these options can be **Enable random tracking prefixes**, or **Do not check contact data for uniqueness**.**

CAUTION

If you are not sure, what Smart settings you need to use, please contact your Altcraft administrator or Altcraft support specialists.



Campaign watchers

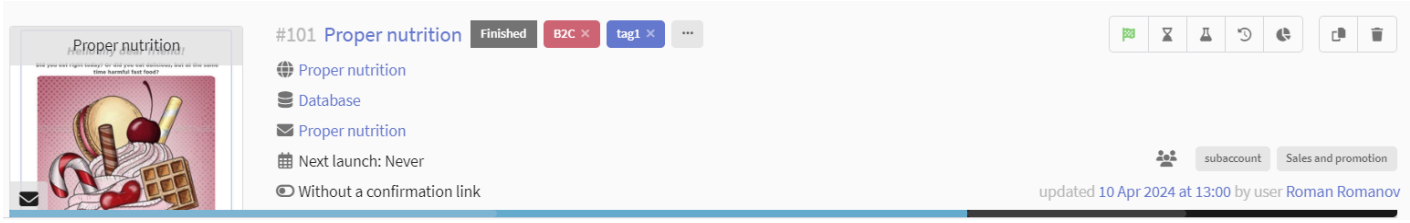
You can set campaign watchers in smart settings. Watchers will receive the same messages as customers. Watchers database is necessary for this feature. It is created in the same way as normal database, except special option which must be toggled in the general settings of the database.

In Smart settings, select Watchers database and limit:



Campaign progress

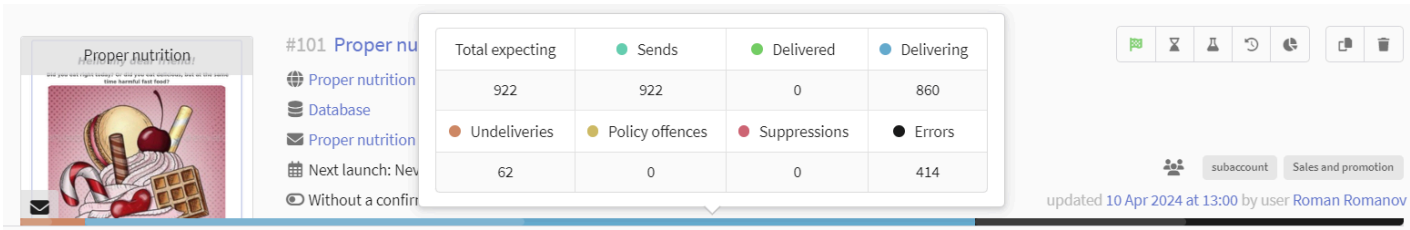
In the list of regular campaigns, you can see the progress bar of each campaign.



Each message status has its own colour:

- **sends – the number of profiles for which messages were generated**
- **delivered – the number of profiles to which the message was delivered**
- **delivering – the number of messages in the sender queue**
- **undeliveries – the number of profiles that failed to deliver the message**
- **policy offences – the number ofprofiles affected by sending policy (for more information more right there)**
- **supressions – the number of profilesin suppression lists (for more information more right there)**

Click on the progress bar to open a table with campaign statistics:



Trigger campaigns

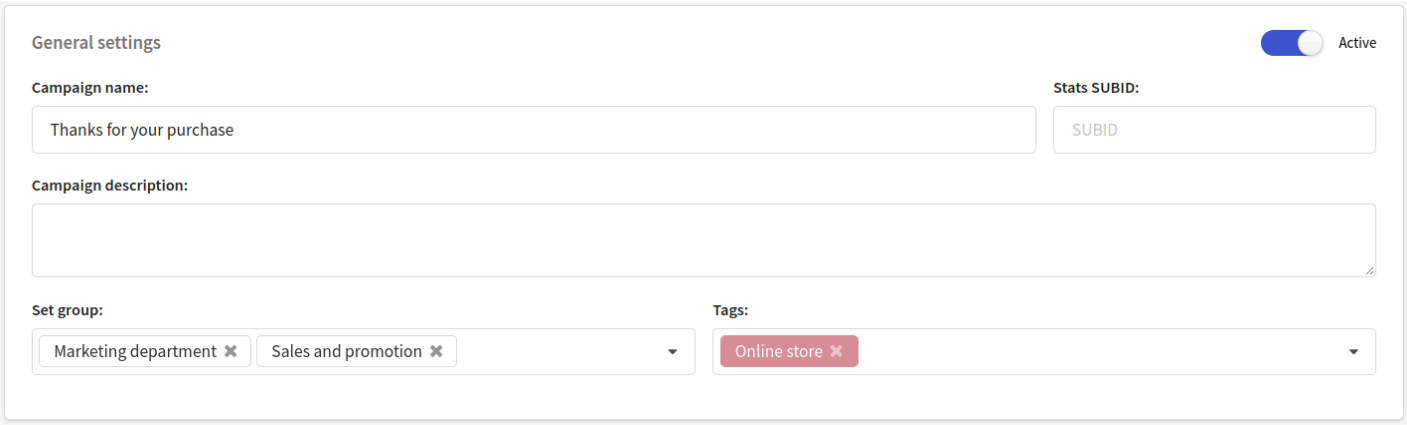
Trigger campaigns

Description

	Trigger campaign is our ultimate tool for composing transactional messaging. In other words, if you select this campaign, a marketing message is automatically delivered after a specific event has occurred. Trigger campaigns send one message to each subscriber who fits trigger launch conditions.
	`It can be used as a standalone feature or as a part of a <a href="/en/user-guide/automation-scenarios/">`
	`Scenario`
	`</a> tool – a state of the art solution for composing marketing automation and creating customer`
	`journey paths.`
	
	`To create a new campaign, select <strong>Campaigns → Triggers</strong> and click on the`
	`<strong>"Create"</strong> button, or you can use the campaigns`
	`<a href="/en/user-guide/campaigns/66540">calendar</a>.`
	`</td>`
	`</tr>`

General settings

In the main settings, specify the name and description of the new campaign, and if needed, set the access group, add tags and attributes for additional grouping. You can also specify a statistics SUBID for the campaign here. In the upper right corner, there's a toggle that activates the trigger, putting it into standby mode:



Campaign settings

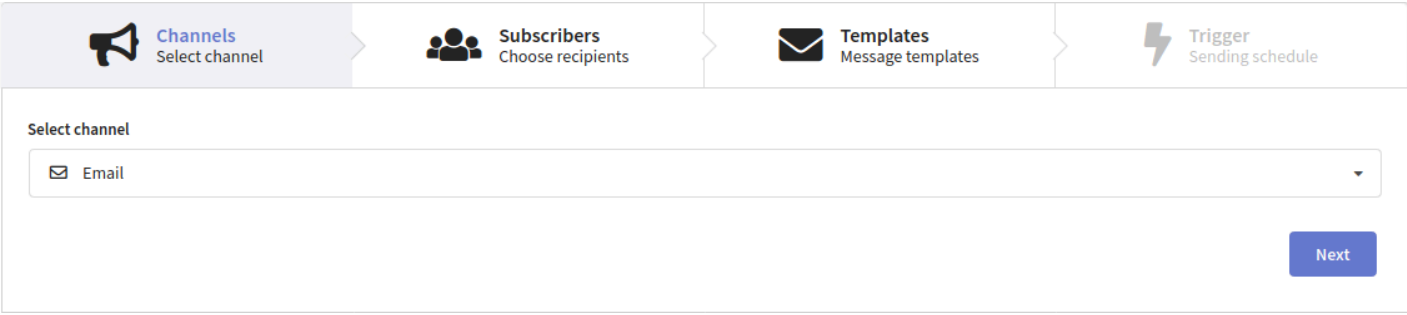
The following information is defined in campaign settings: communication channels, subscribers, templates with content, and schedule for mailing.

Channels

On the first tab, you can select a communication channel you want to use. Channel you want to use must be available in at least one subscriptions resource, which you can select on the next tab.

INFO

For Email sending, you can use the field with the main subscriber contact information – Email field.



Subscribers

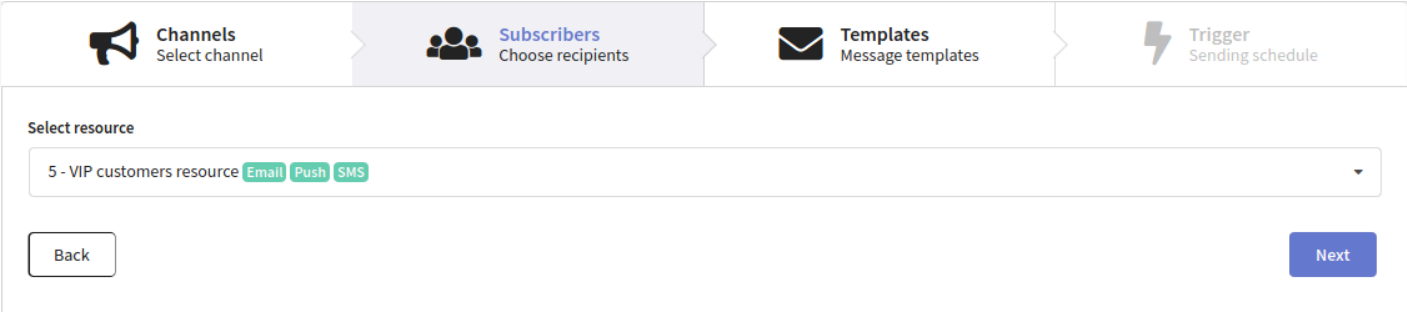
On this tab, select the resource form drop-down menu. There is no audience source in trigger campaigns. The campaign audience depends on the event trigger.

INFO

Campaigns are sent to customers who subscribe to a certain resource. Make sure that recipients are subscribed to a selected resource.

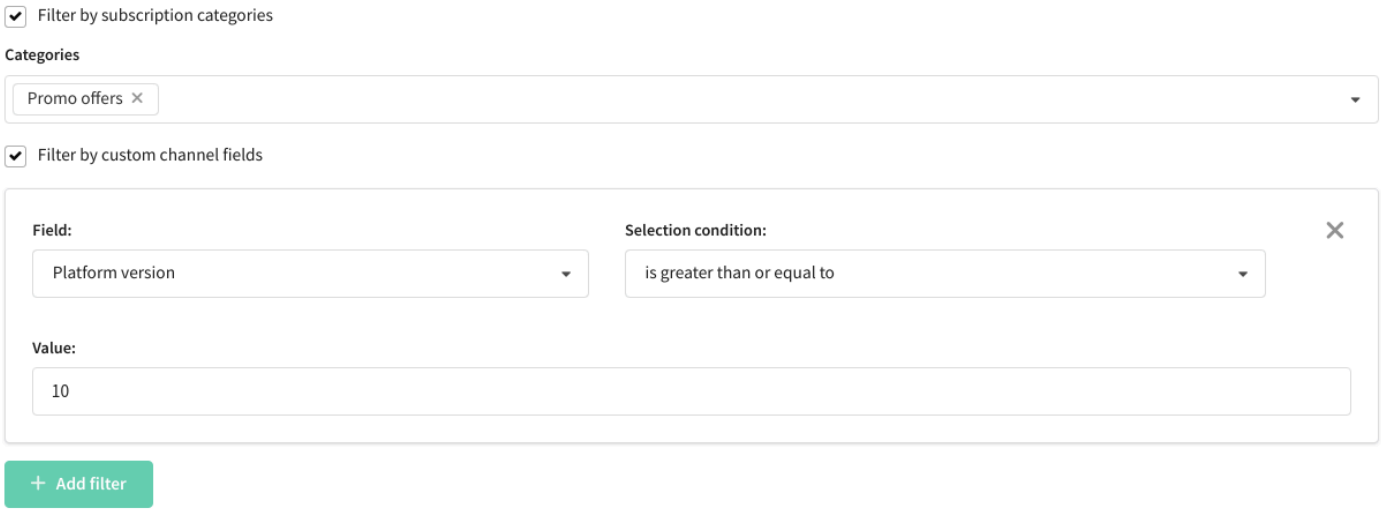
CAUTION

If database import is used as a trigger event, make sure that the database is available in the resource selected for the campaign. Otherwise, messages will not be sent.



Additionally, you can filter recipients by resource categories. To enable this functionality, you need to have categories created in the resource. In campaign settings, select the categories to which the profile should be subscribed to receive a message.

You can also filter recipients by custom channel fields. To do this, select either a standard or custom subscription field. In the “Selection condition” field, choose a logical operator and, if necessary, specify a value. You can combine rules using the logical AND (all conditions must be met) and OR (at least one condition must be met).



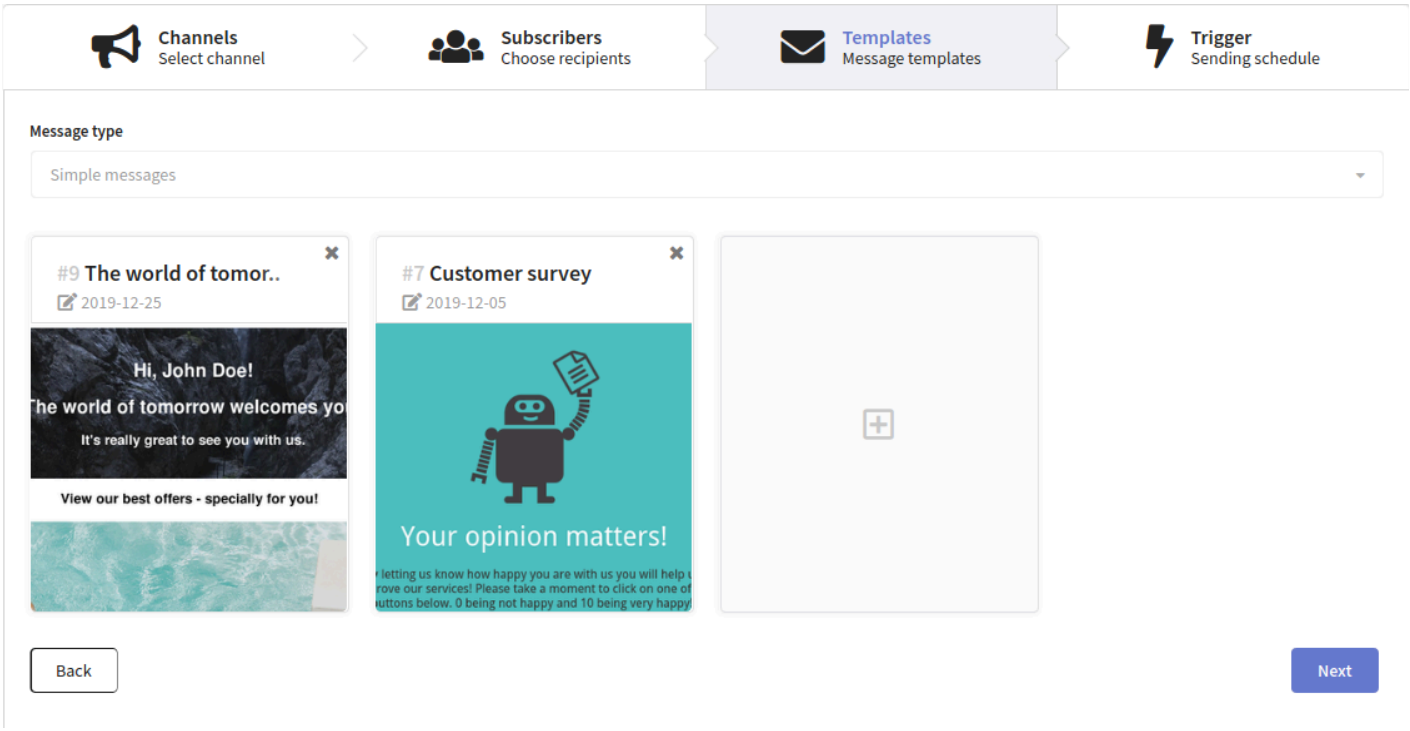
Templates

On this tab, you can select the content that you want to use in the campaign. In Altcraft, messages templates combine content for mailing by all available channels.

> **TIP**
>
> **Please, make sure, that the template has content for the selected channel.**

Click the "Add" button and select a prepared template. Any campaign type can use up to 8 templates. The campaign will send one message to each customer using selected templates in random order in equal parts.

Click on the template miniature to see a preview, or click on the template name to open the template editor:



Trigger

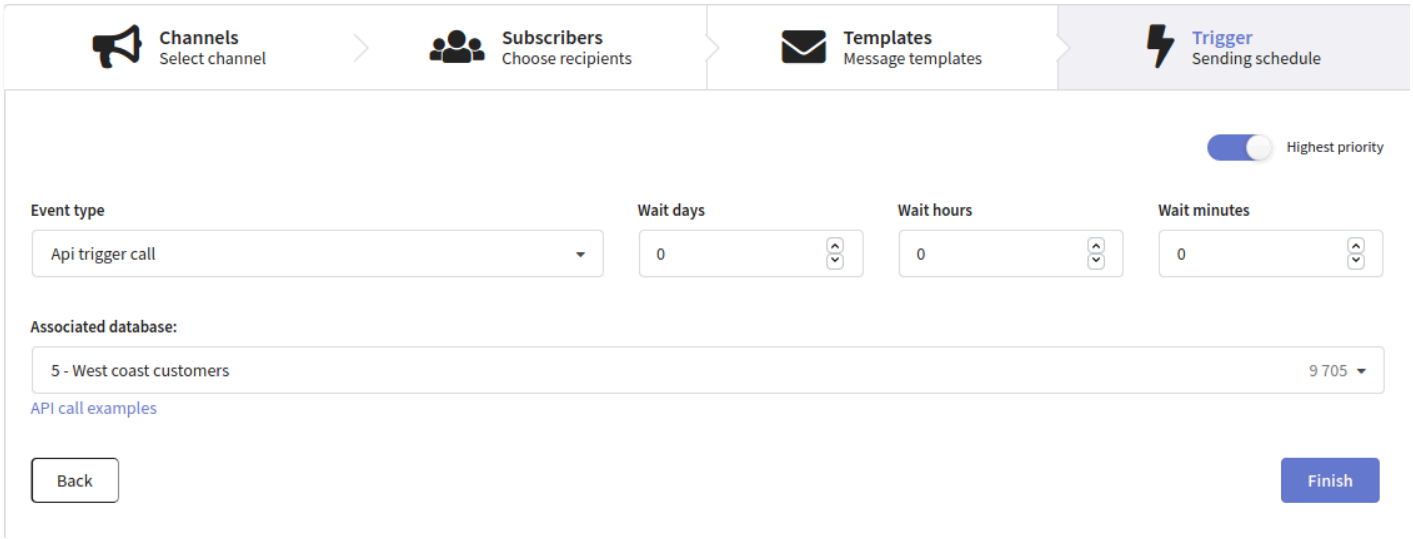
Trigger campaigns use the sender's priority channel to deliver messages instantly after a trigger event occurs.

You can also enable the Highest priority — ideal for urgent transactional messages. In this case, content generation tasks go to a dedicated priority queue in the message broker (`oxy_triggers_prior`), so the message is prepared

faster.

After content is generated, the message is moved to the general sending queue, where priority is no longer considered — messages are sent in the order they arrive. The only exception is the email channel with AKMTA. In this case, a dedicated virtual queue is used on the sender side to deliver high-priority messages faster. For all other channels, priority doesn't affect the sending order.

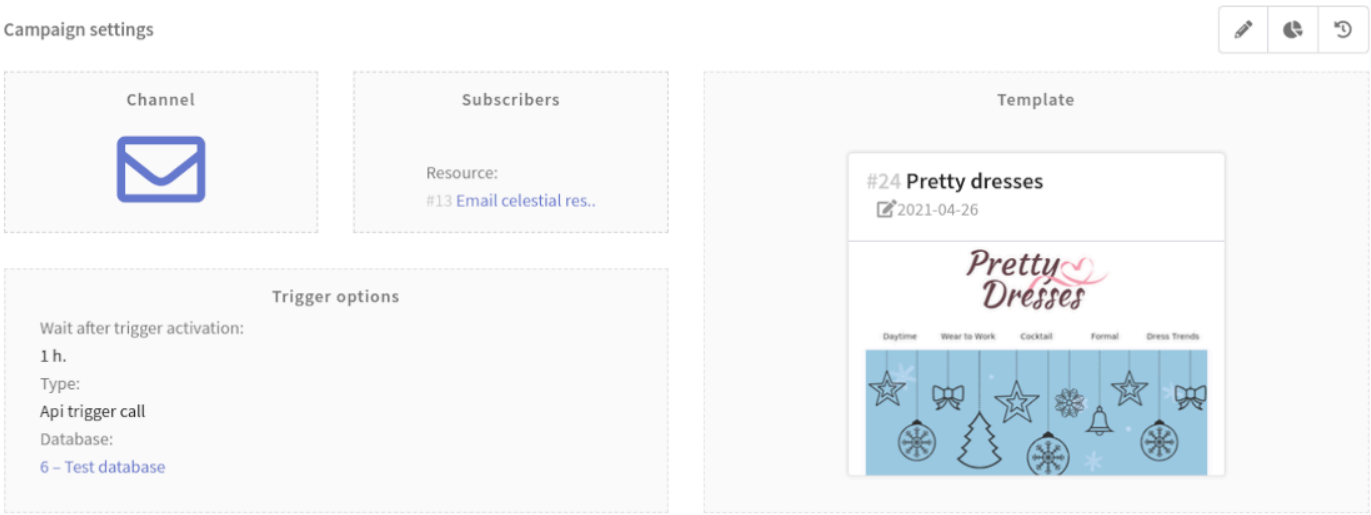
Additionally, you can set a delay for each trigger in days, hours, and minutes.



TIP

The types of trigger events are described in the next paragraph of this article.

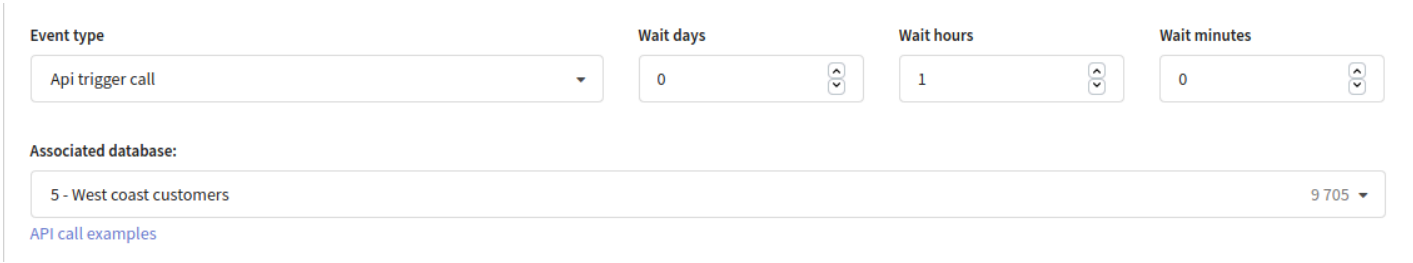
When you've done with settings, click "Finish". The parameters you've chosen will be displayed in the "Trigger option" section. Use the buttons in the upper right corner to edit settings, check the log of the campaign or see the [channel report](#).



Trigger types

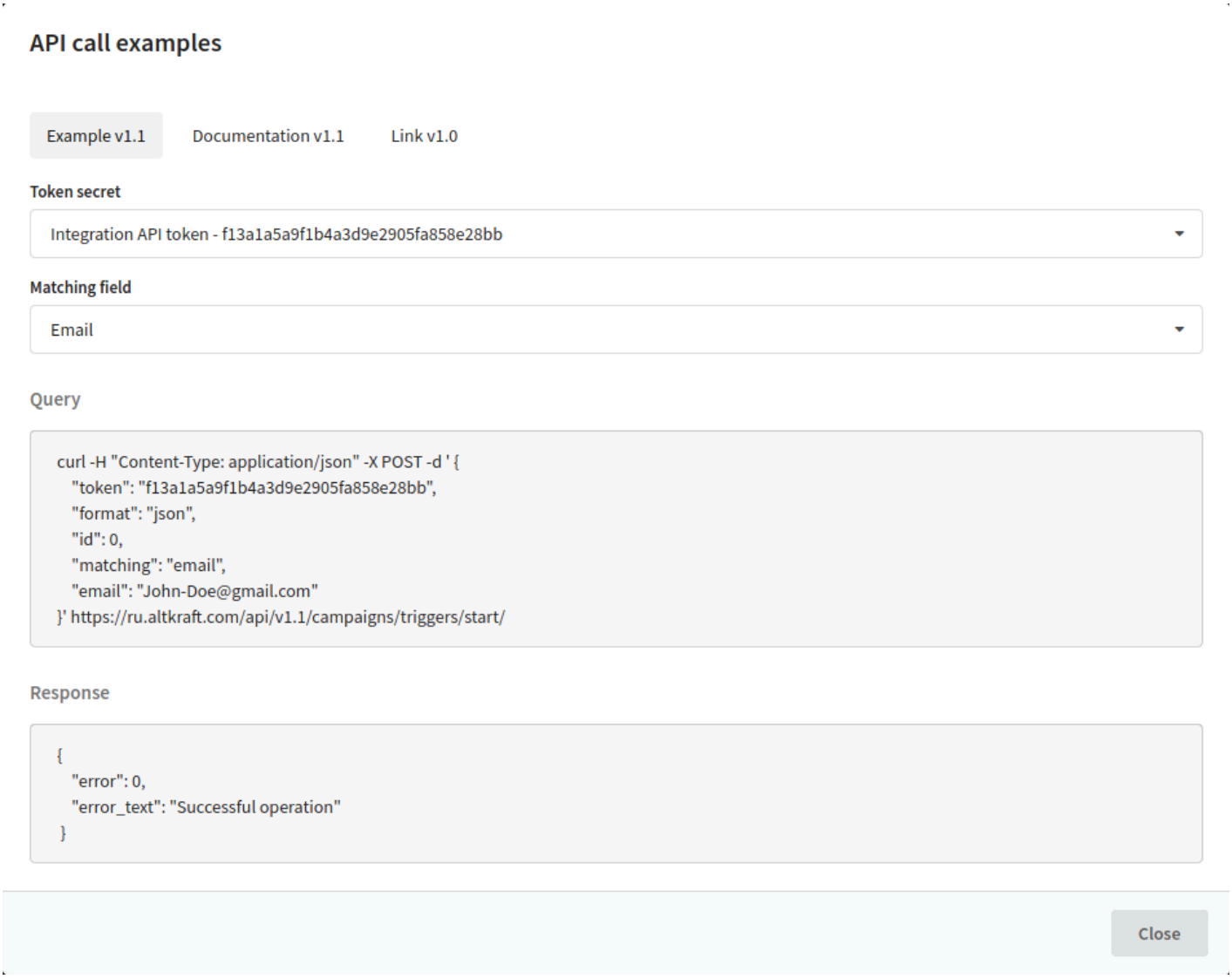
API trigger call

API-triggered campaigns are effective means of integration with your websites, apps, CRMs or other network software. They can be assigned to specific steps of your digital workflow. Such triggers can work with one specific profiles database.



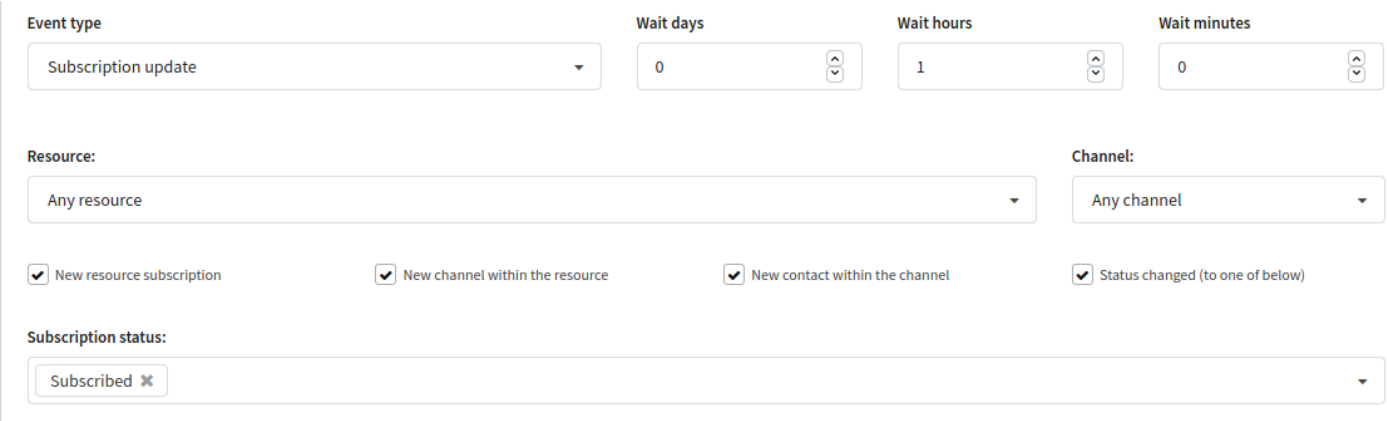
There are two options of API for trigger campaigns:

- **v1.0 is a simple GET request with no additional parameters. Profiles are matched by md5 hash, xxhash or email. Request URL is generated when you save a trigger campaign and can be then implemented by your developers.**
- **v1.1 uses POST requests with JSON body. It is better for security: the access token is in the request body, and these requests can contain custom parameters. You can tune Example v1.1 as you need and see [API trigger call documentation] for further details. If you need to delegate configuration to your IT department — download the example and forward it.**



Subscription update

The campaign will be activated when profile subscriptions are updated.



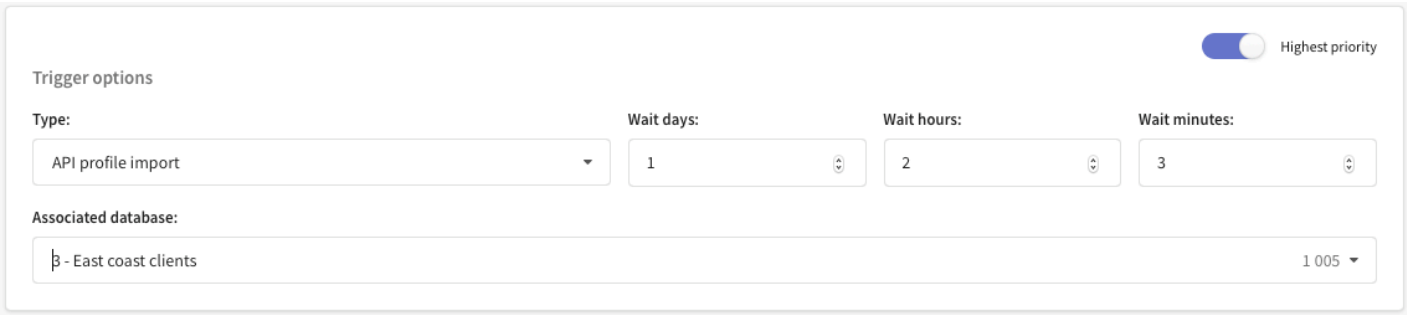
- **New resource subscription** — when a profile gets subscribed to a resource for the first time.
- **New channel within the resource** — when a profile gets subscribed to another channel of communication within an existing resource for the first time.
- **New contact within the channel** — works for each new contact entry within a channel of a resource, including the first contact for this channel.
- **Status changed** (to one of the below) — when subscription status is changed for a profile.
- **The first 3 options are selected** — when any subscription entry is added to a profile.
- **No option selected** — nothing would happen.

CAUTION

Please, take note that this trigger works only for subscriptions with a "subscribed' status.

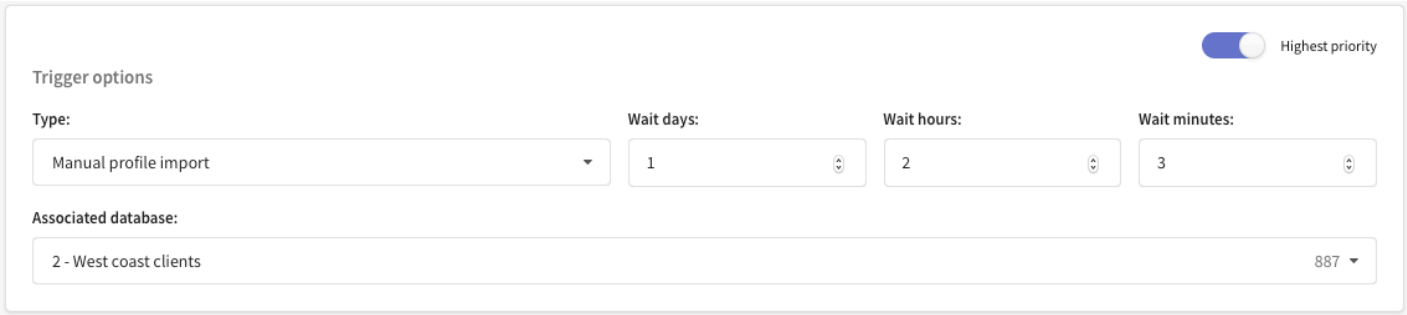
API profile import

The campaign will be activated when a new profile is created by your site, app or CRM API request.



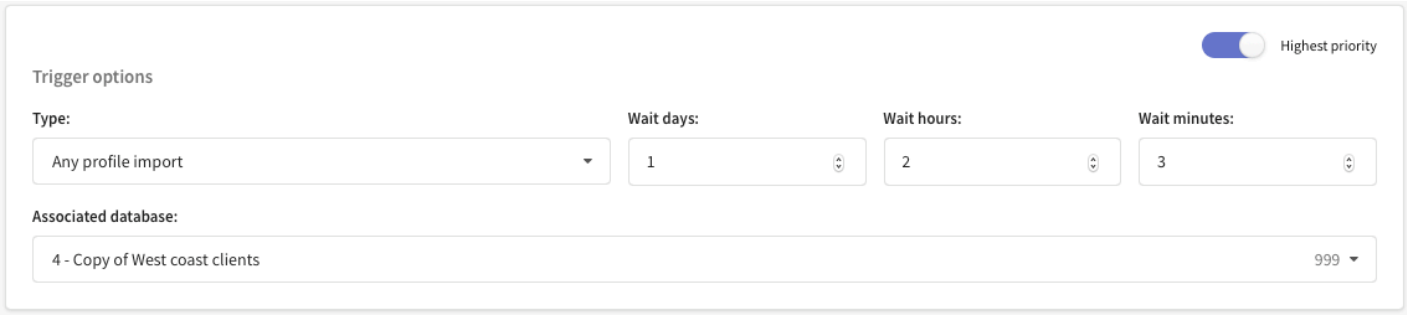
Manual profile import

This trigger will activate a campaign when you [add customer profiles manually](#).



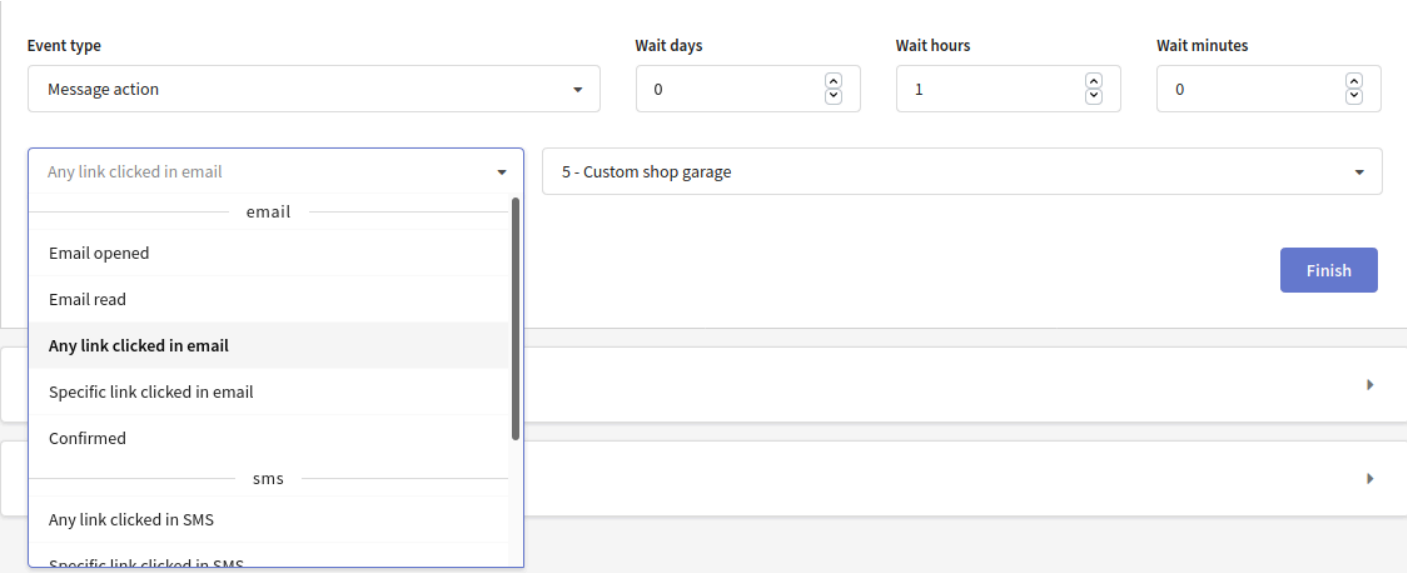
Any profile import

This trigger will activate a campaign when you import a profile to a certain database by any means.



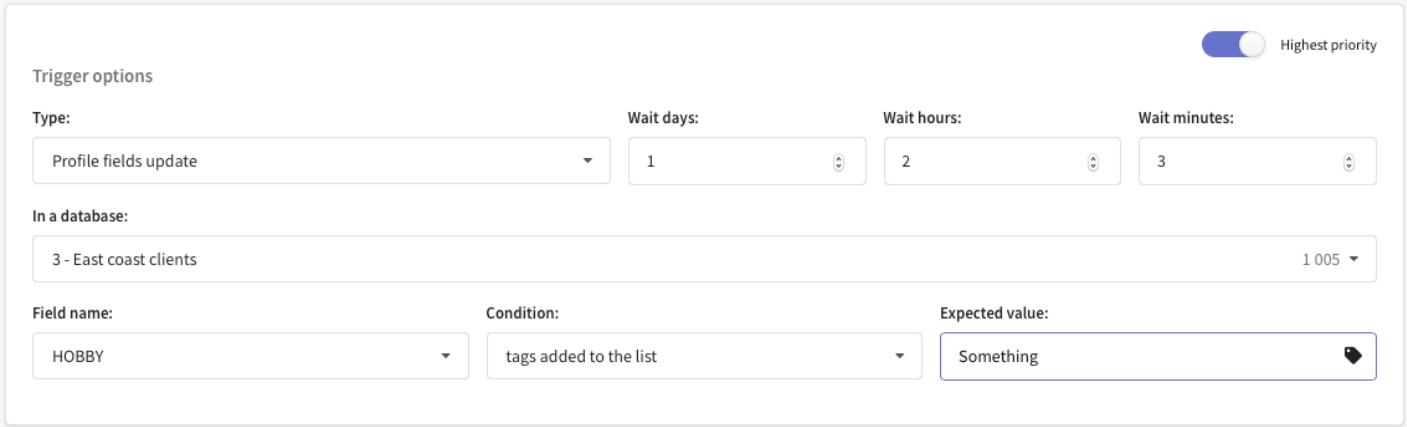
Message action

This trigger is based on default Altcraft message tracking. Campaigns can be activated by various systems and message recipient actions. For link clicks, you can specify a link or select Any link clicked.



Profile fields update

Data update trigger detects changes in a customer profile. When a field value is changed to meet specific conditions campaigns will be launched.



Conditions vary depending on the type of field:

Condition	Field type	Description
changed	all types	Any change in the profile field

Condition	Field type	Description
equal	all types except *tags, object, array of objects*	The new value is equal to the expected one
not equal	all types except *tags, object, array of objects*	The new value is not equal to the expected one
not empty	all types except *tags*	The field takes any non-empty value
empty	all types except *tags*	All values have been deleted for the profile field
tags added to the list	*tags*	The list of tags is formed in the trigger
tags removed from the list	*tags*	The list of tags is formed in the trigger
property changed	*object*	The property of the field whose changes should be observed is specified.
property equal	*object*	The field property and the expected value are specified.
property not equal	*object*	The field property and the expected value are specified.

element's property changed	*array of objects*	The path to an array element is specified. If the property of this element changes, the trigger will be activated.
		
		When choosing the path to the element property, you also select the data type to which the compared value should be converted. Comparison is available for data types such as string, int, float, and bool. It is not possible to compare complex data types (object, array). In the example below, you won't be able to track changes in the properties of elements `key_1` and `key_4`.
		`[`
		`{`
		`"key_1": [1,2,3,4,5],`
		`"key_2": 2`
		`},`
		`{`
		`"key_3":"value",`
		`"key_4": [1,2,3,4,5]`
		`}`
		`]`
		Please note that the dropdown list contains available paths to the field property, but the index of any element is set to 0 by default — `$[0].key_3`. To specify the path to the desired element, you can manually enter the index in the JSONPath format — `$[1].key_3`.

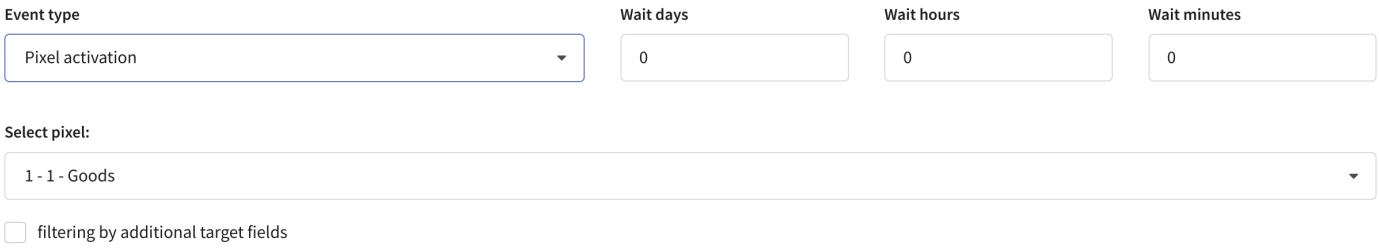
Condition	Field type	Description
element's property equal	*array of objects*	The field property and the expected value are specified.
element's property not equal	*array of objects*	The field property and the expected value are specified.
property added	*array of objects*	An element is added to the array.
property deleted	*array of objects*	An element is deleted from the array.

CAUTION

This type of trigger can be used with links in templates that are configured to update profile fields. Please note that if some other triggers are attached to the link clicks (see above), they will also work.

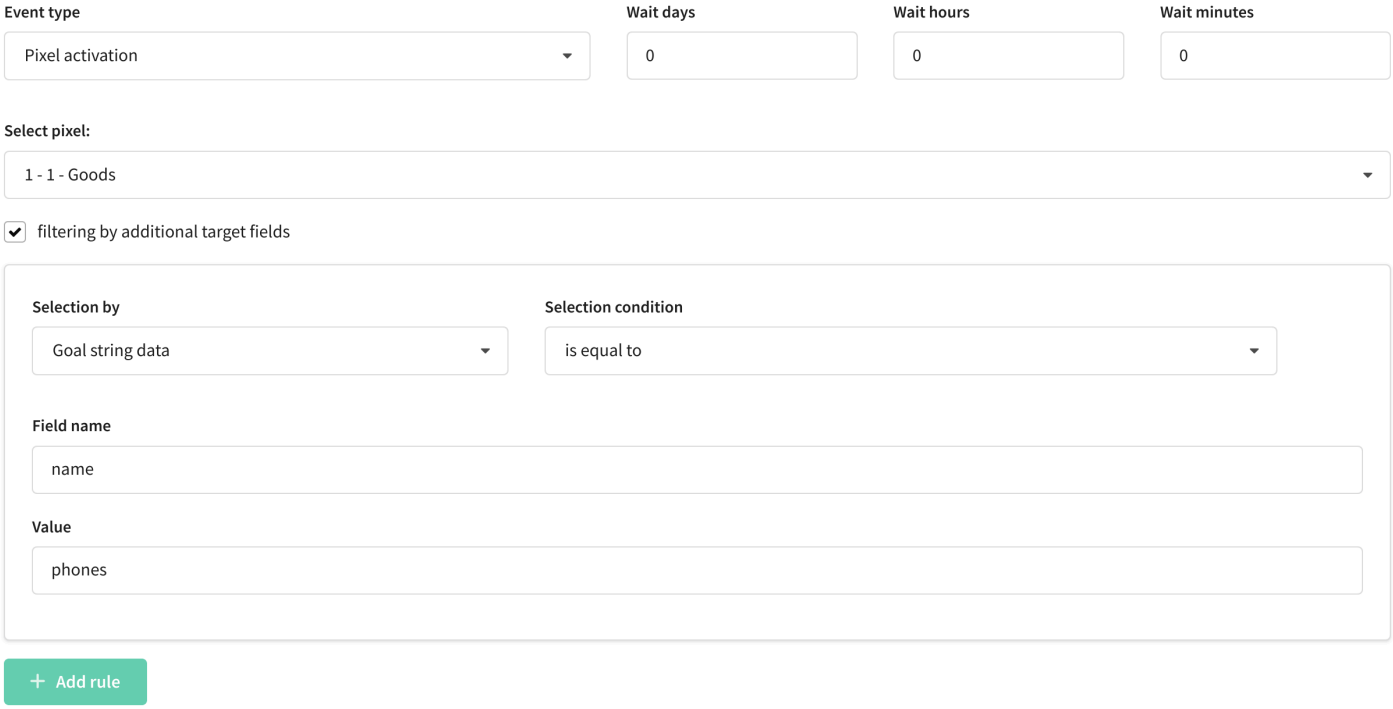
Pixel activation

Altcraft pixel is a highly customizable tracking technology stack, that can be easily integrated with your digital ecosystem. Pixel activation can as well trigger a campaign: when your customers browse your website or use your applications pixels will track their behavior and trigger campaigns and workflows when it is needed:



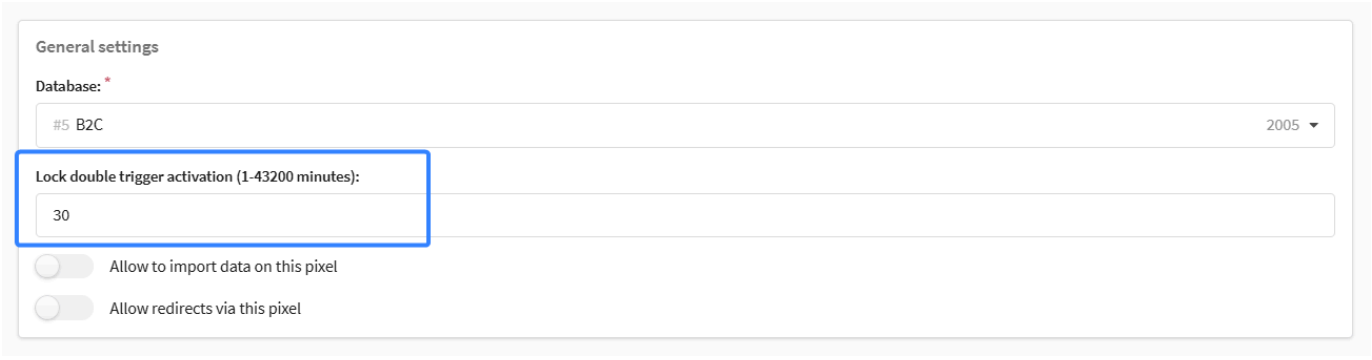
It is also possible to track not only the general event of pixel activation. When activated, the pixel can register goals. Within the goal registration event, you can pass the goal value and other additional information to the platform.

You can specify selection rules for a goal and its additional fields, for example, the values of some fields or the location of the client. This allows you to more accurately customize a campaign for a specific group of customers or specific products:



TIP

If the trigger does not activate in campaigns or scenarios, although the trigger conditions are met, it is recommended to check pixel trigger interval.

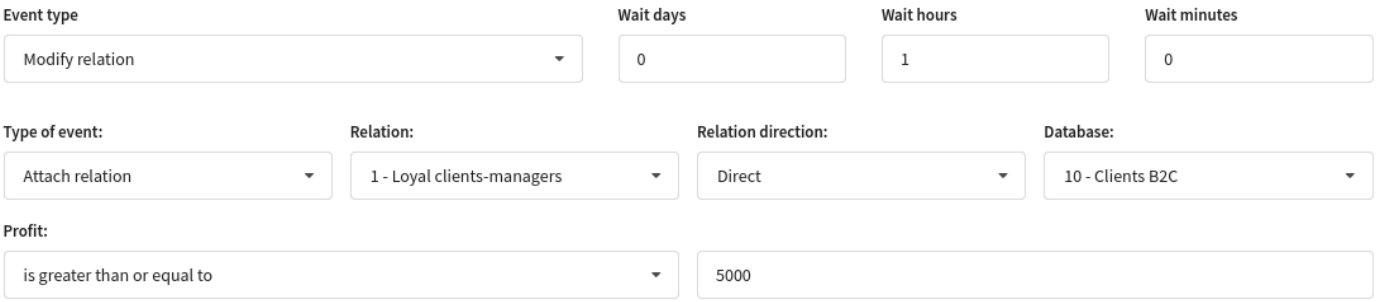


Modify relation

The event can be triggered when the relations between the profiles are changed: both direct and reverse.

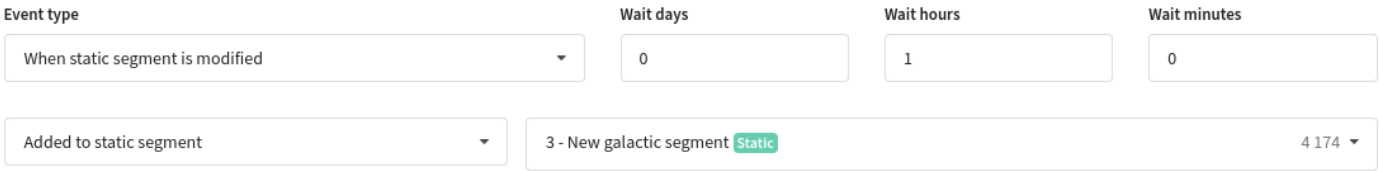
The event types:

- **attach relation,**
- **change relation,**
- **reaching relation "x" values,**
- **delete relation.**



When static segment is modified

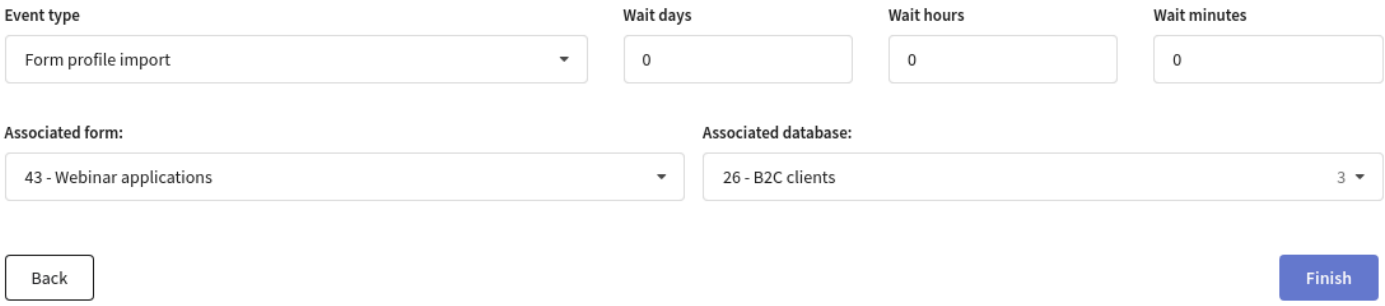
The event can be triggered when a change occurs in a static segment: a profile can be added to the selected static segment or removed from it.



Form profile import

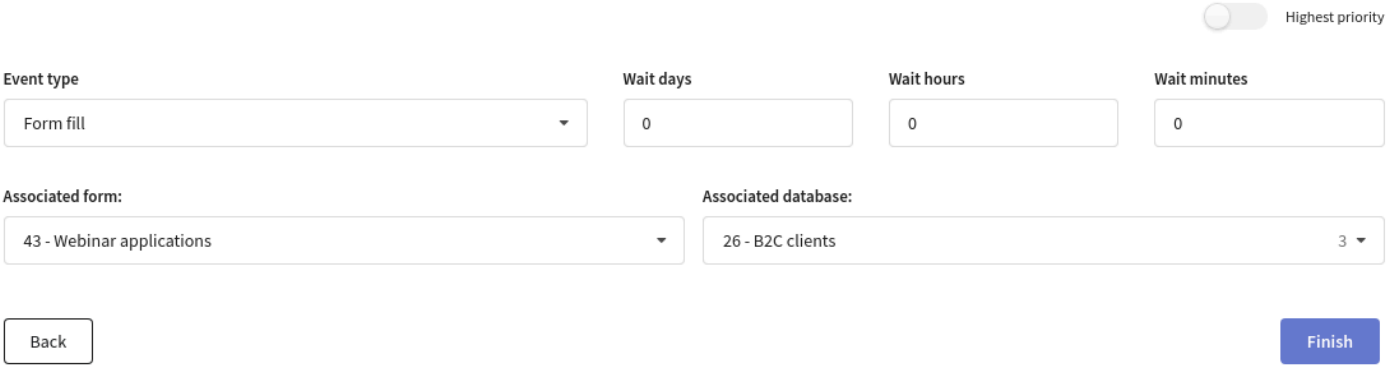
The trigger is activated if the profile has filled out the form and for this reason, has been added to the database. To do this, when setting up the form, activate the "Import Profiles" option on the "Actions" tab.

Select the form and a profile database:



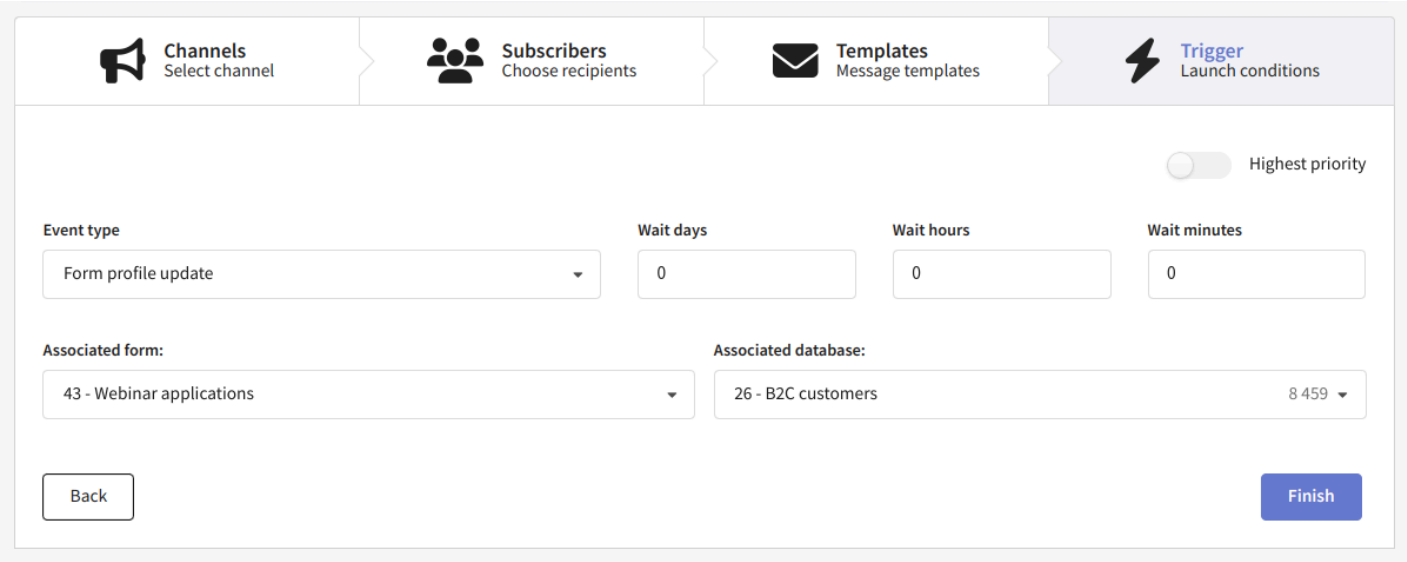
Form fill

The trigger is activated only if the profile fills out the form after clicking a link in an email. Select the form and the database containing the profiles that will fill out the form:



Form profile update

The trigger is activated when the data of a profile, which is already in the database, is changed as a result of filling out a form. Select a form. If you want to track changes to profile data only in a specific database, also specify the database.



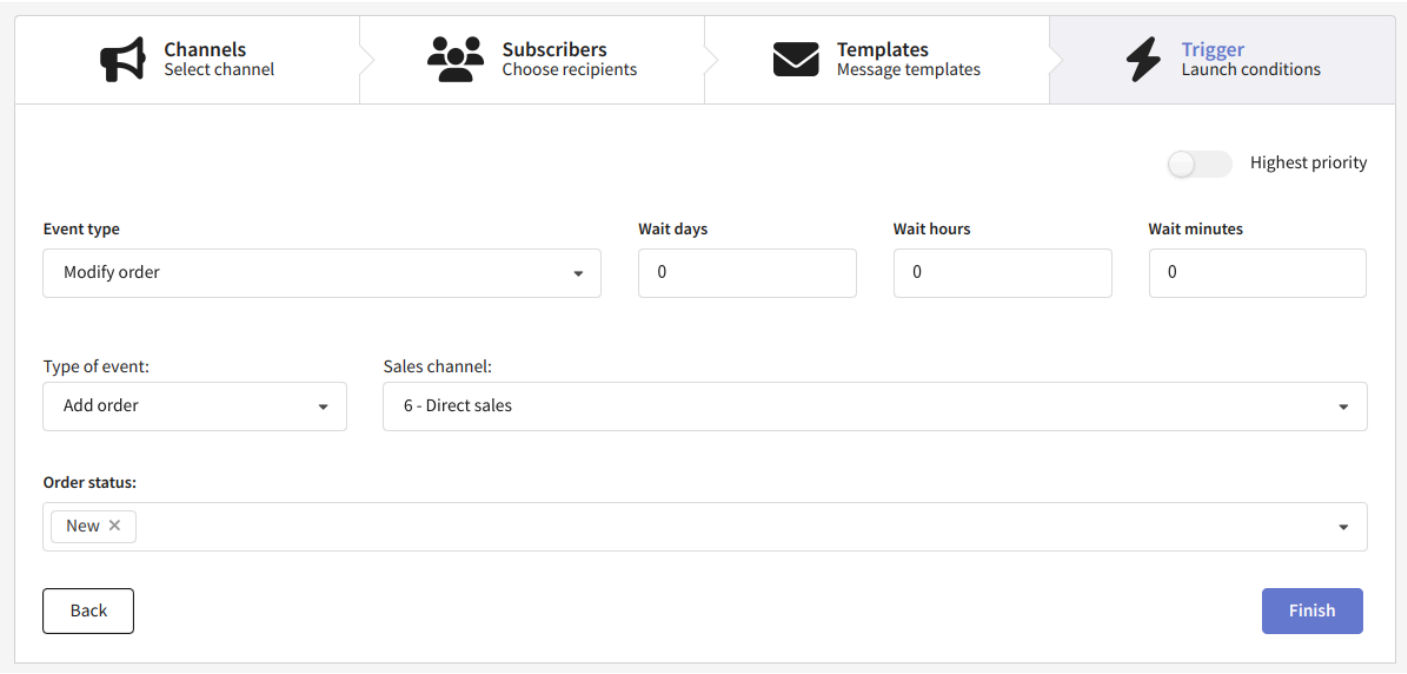
Modify order

The trigger will br activated if order in the Market has been changed. Select a sales channel and an event type. Two types available:

- **add order (a new order has been added to the Market)**
- **change order (the status of an existing order has changed)**

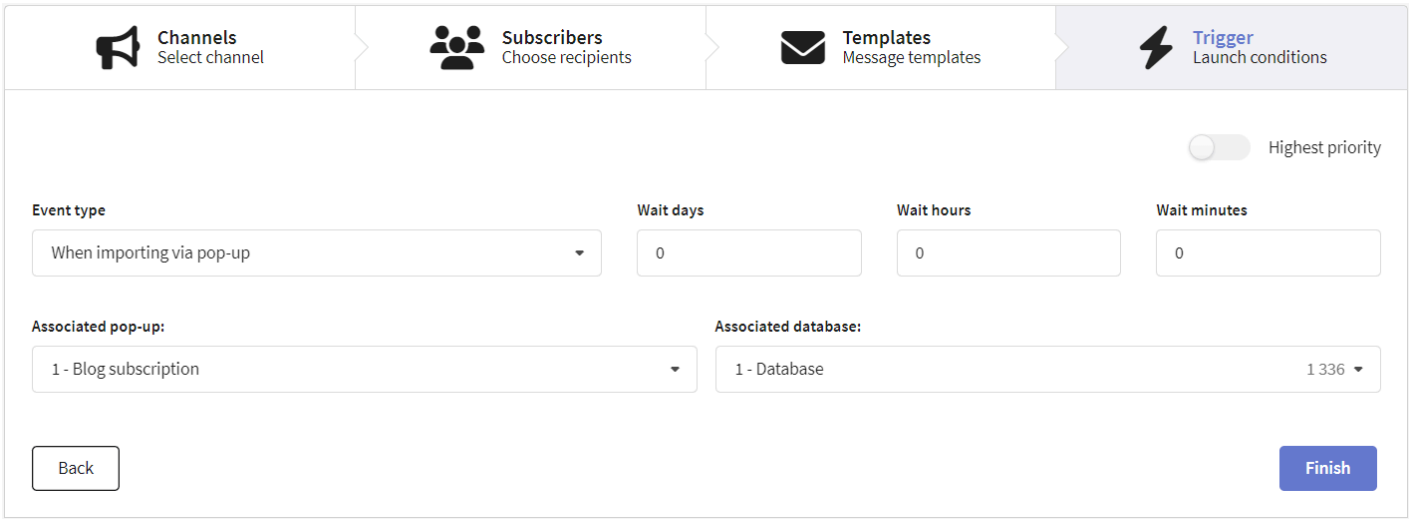
Available order statuses:

- **new**
- **delivered**
- **paid**
- **cancelled**
- **partial refund**
- **in delivery**
- **in process**



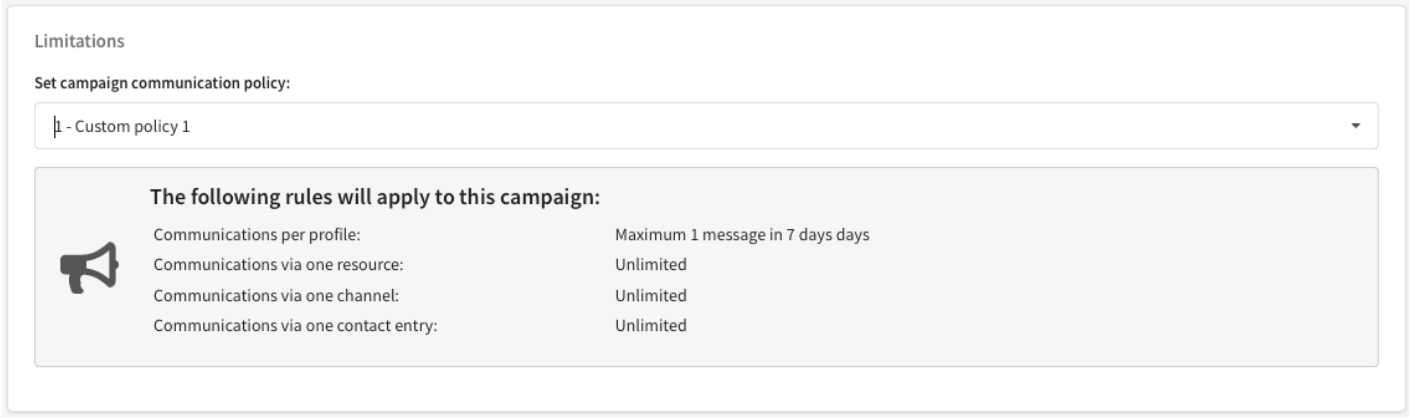
Import via pop-up

The trigger will be activated if the profile data gets into the database as a result of filling out and submitting the popup form. Select the popup you want to track:



Limitations

As no mass audience is processed by trigger campaigns — no limitations are even necessary except for communication policies, limiting individual messaging per time period.



Smart settings

If Smart settings are activated for your Altcraft marketing platform account, you can manage campaign virtual senders, blind carbon copy settings and several other options. This section will appear at the bottom of the campaign editor page. The following settings are available:

- **Virtual sender — this option allows you to select a virtual sender for the campaign. The virtual sender is the set of rules for sending messages from real senders.**
- **Custom tracking domain— this option allows you to track actions in campaign messages using additional tracking servers. Domains must be divided with line breaks.**
- **Send hidden copy to these addresses— BCC for sent messages. Addresses must be divided with line breaks.**
- **Extra options— these options depend on your Altcraft configuration. For example, these options can be Enable random tracking prefixes, or Do not check contact data for uniqueness.**

CAUTION

If you are not sure, what Smart settings you need to use, please contact your Altcraft administrator, or Altcraft support specialists.

Smart settings

Virtual sender:

Select virtual sender automatically

Custom tracking domain (randomly selected):

One per line

Send hidden copy to these addresses:

One per line

- [ ] Enable random tracking prefixes
- [ ] Do not check contact data for uniqueness
- [ ] By-pass sending (sending to subscribers regardless of their status)

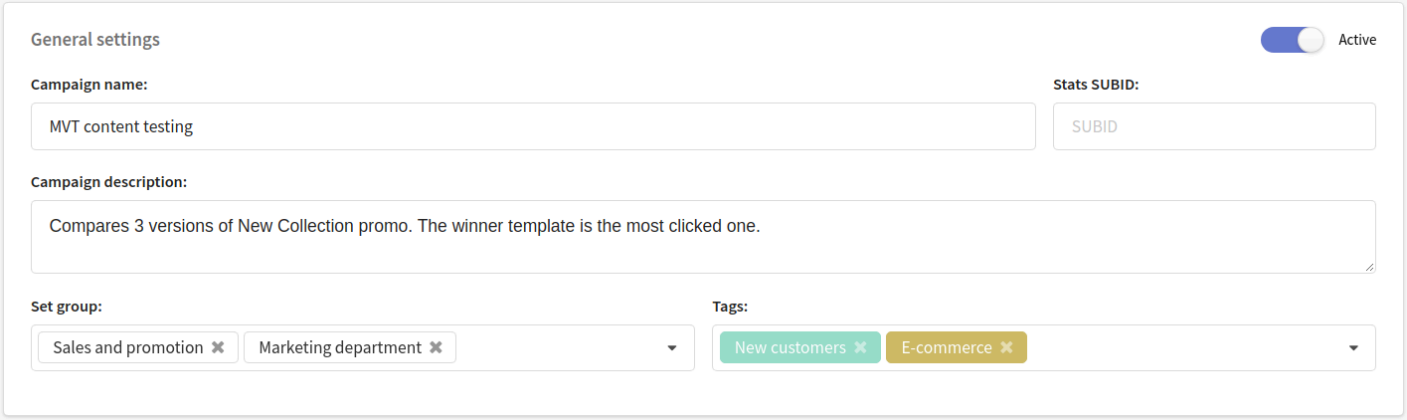
Multivariate testing

Multivariate testing

	Multivariate testing, also known as MVT, or A/B/n testing, is a campaign that allows you to send multiple message templates (up to 8) to a part of the audience to compare their effectiveness. After that, the winning template is selected and sent to the rest of the audience. When the message is sent to each of the recipients, the campaign will end in the same way as a broadcast.
	`To create a new multivariate test campaign, select`
	`<strong> Campaigns → Multivariate testing</strong> and press the`
	`<strong>+ Create</strong> button. Also, you can use the`
	`<a href="/en/user-guide/campaigns/66540">campaigns calendar</a> to`
	`create a new multivariate testing campaign.`
	`</td>`
	`</tr>`

General settings

In the main settings, specify the name and description of the new segment, and if needed, set the access group, add tags and attributes for additional grouping:



Campaign settings

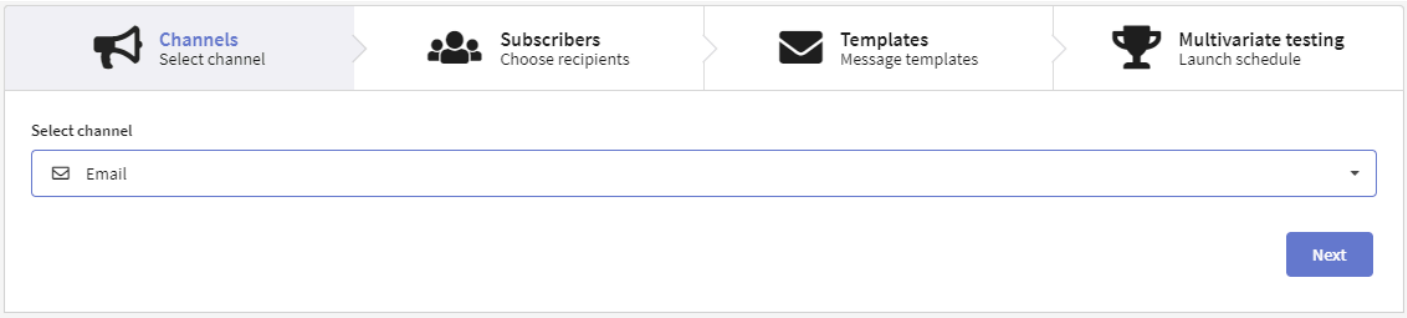
The following information is defined in campaign settings:

- communication channels (Email, SMS or Push),
- subscribers,
- several templates with content,
- audience size for testing,
- selection of winner template.

Channels

On the first tab, you can select the communication channel you want to use. This channel must be available in at least one subscription resource. The resource is selected on the next tab.

> **NOTE**
>
> For Email sending, you can use the field with the main subscriber contact information — Email field.



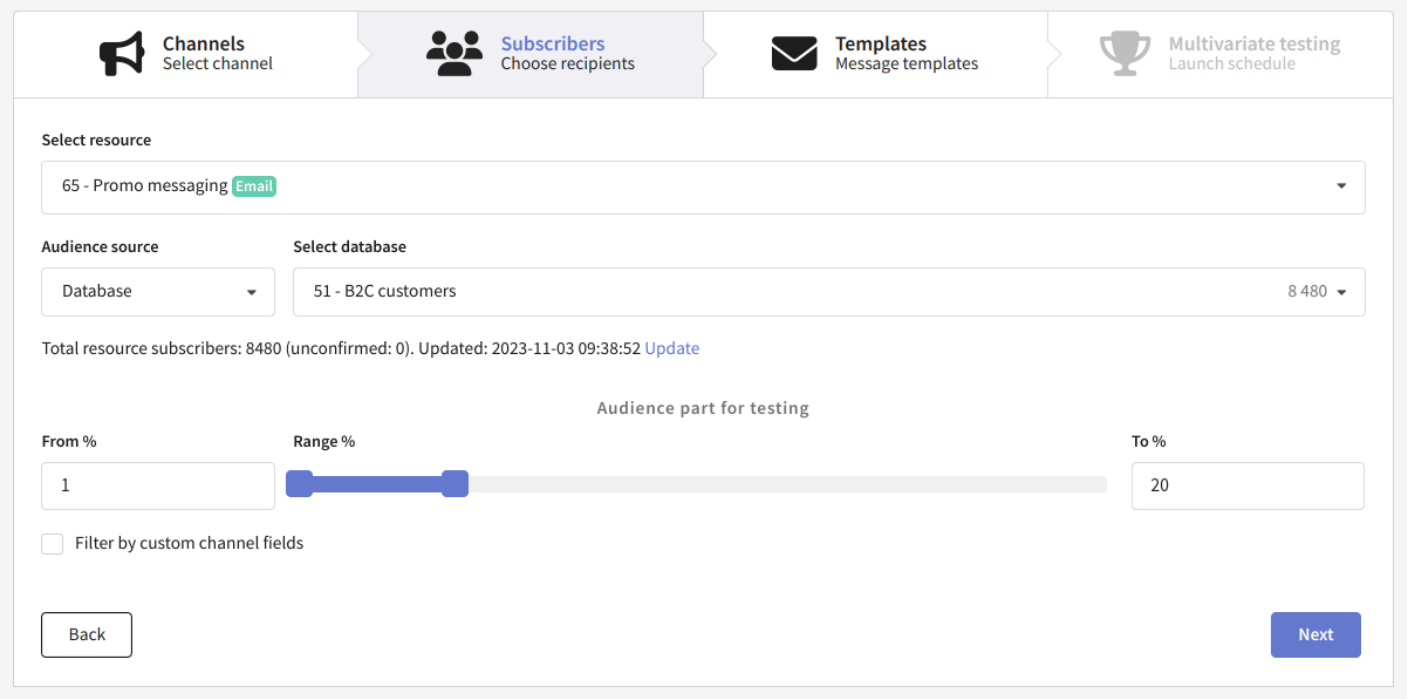
Subscribers

On the Subscribers tab you can choose a resource to send messages from and an audience you want to communicate to. It can be a database or a segment.

TIP

Campaigns are sent to customers who subscribe to a certain resource. Please, make sure that message recipients are subscribed to the resource before mailing.

In the Audience part for testing block, you set an audience part, that will receive several content kinds for comparing templates efficiency.



Templates

On this tab, you can select the content that you want to use in the campaign. In Altcraft, messages templates combine content for mailing by all available channels.

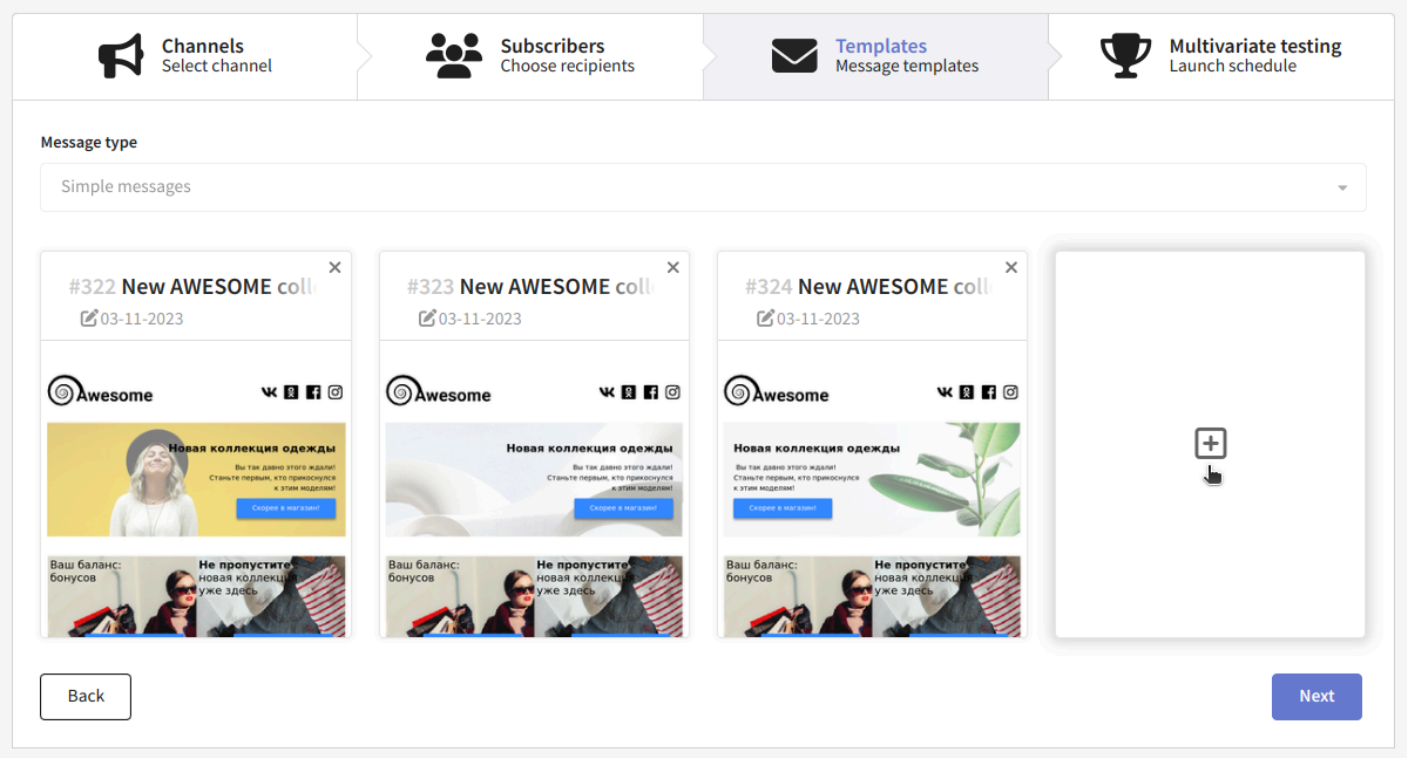
TIP

Please, make sure, that the template has content for the selected channel.

Press Add button

and select the template. Any campaign type can use up to 8 templates. A/B testing campaign will send one message to each customer using selected templates in random order in equal parts.

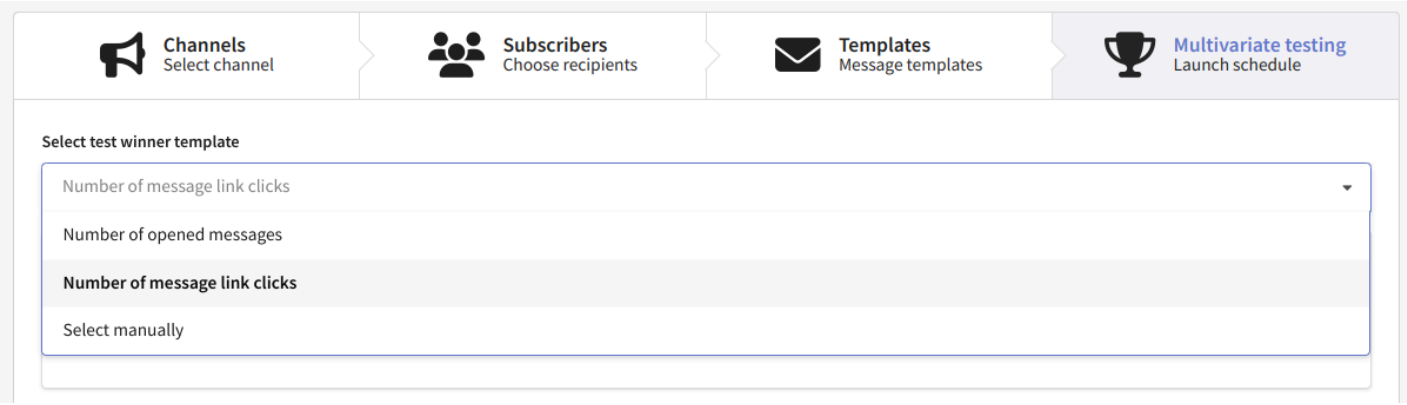
Click on the template miniature to see a preview, or click on the template name to open the template editor:



Test settings

On this tab, you can configure how the winning template will be selected. The following options are available:

- **Number of opened messages**
- **Number of message link clicks**
- **Select manually**

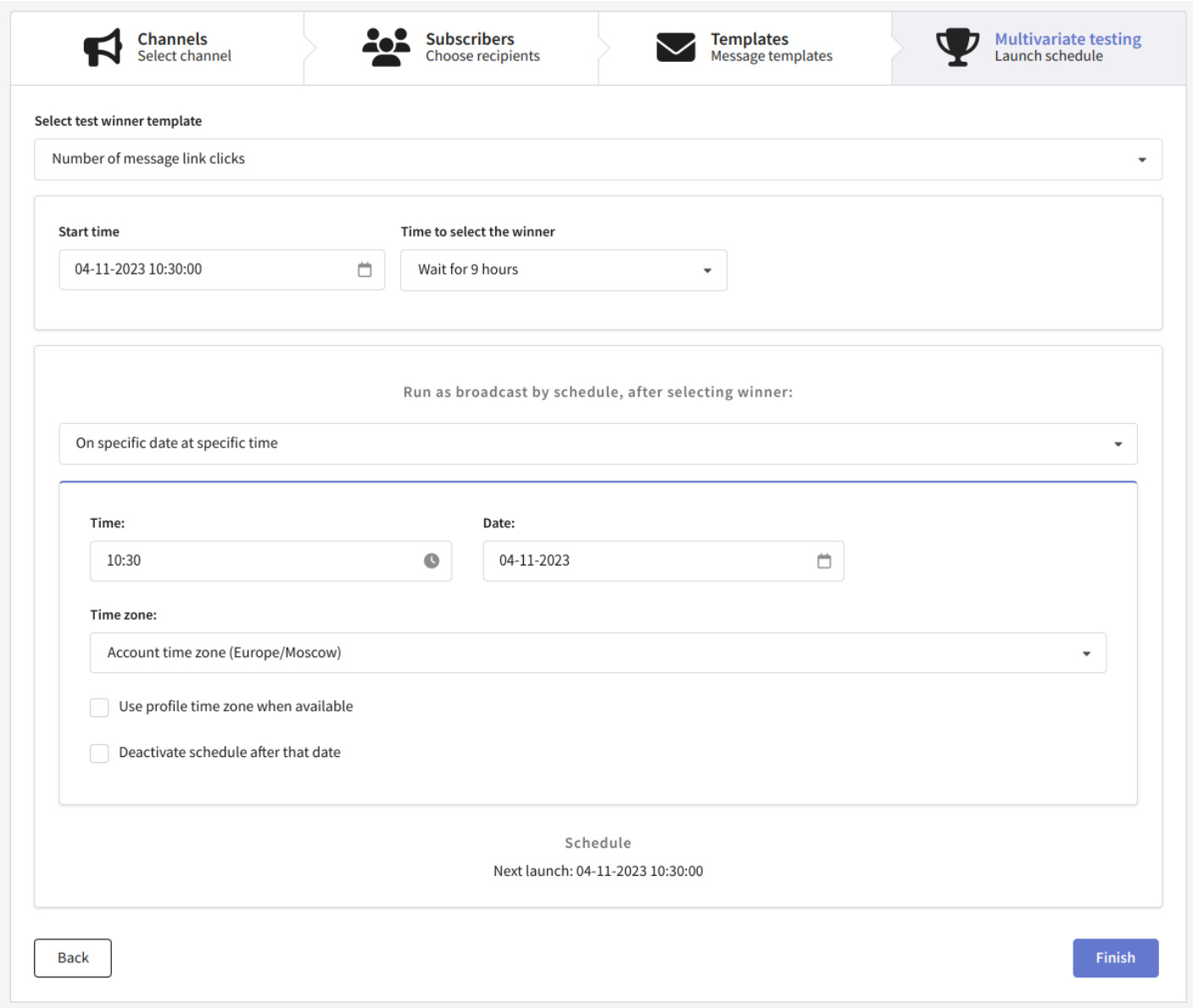


Selection winner by openings/clicks

If you want to select the winning template automatically, set the campaign Start time. This is the time and date for the mailing test launch.

After launch, the campaign will automatically collect statistics by the total number of messages openings or link clicks. You can set a time for collecting statistics using Time to select the winner parameter.

After the campaign collects statistics on opens or clicks, the message template that is most effective based on the selected indicator will be sent to the main part of the audience according to the specified schedule:



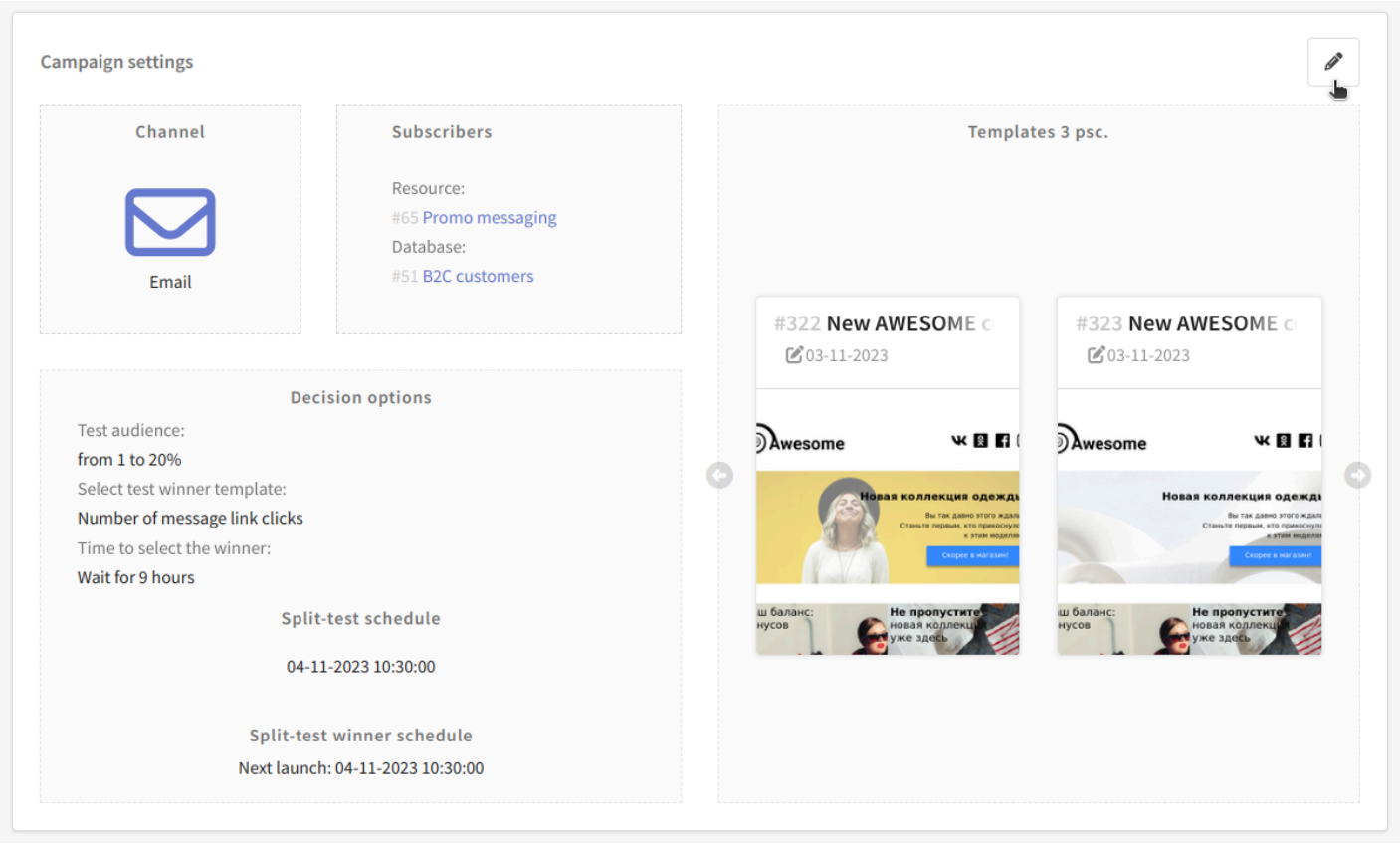
TIP

The campaign schedule is described in detail on this page.

CAUTION

If you select a time zone other than your account zone in the schedule settings, only the winner template will be sent according to that time zone. Test messages will be sent according to the account's time zone.

To complete the setup, click Finish. The options you select will be displayed in the Campaign settings block. Using the button in the upper right corner of the block you can edit the settings:



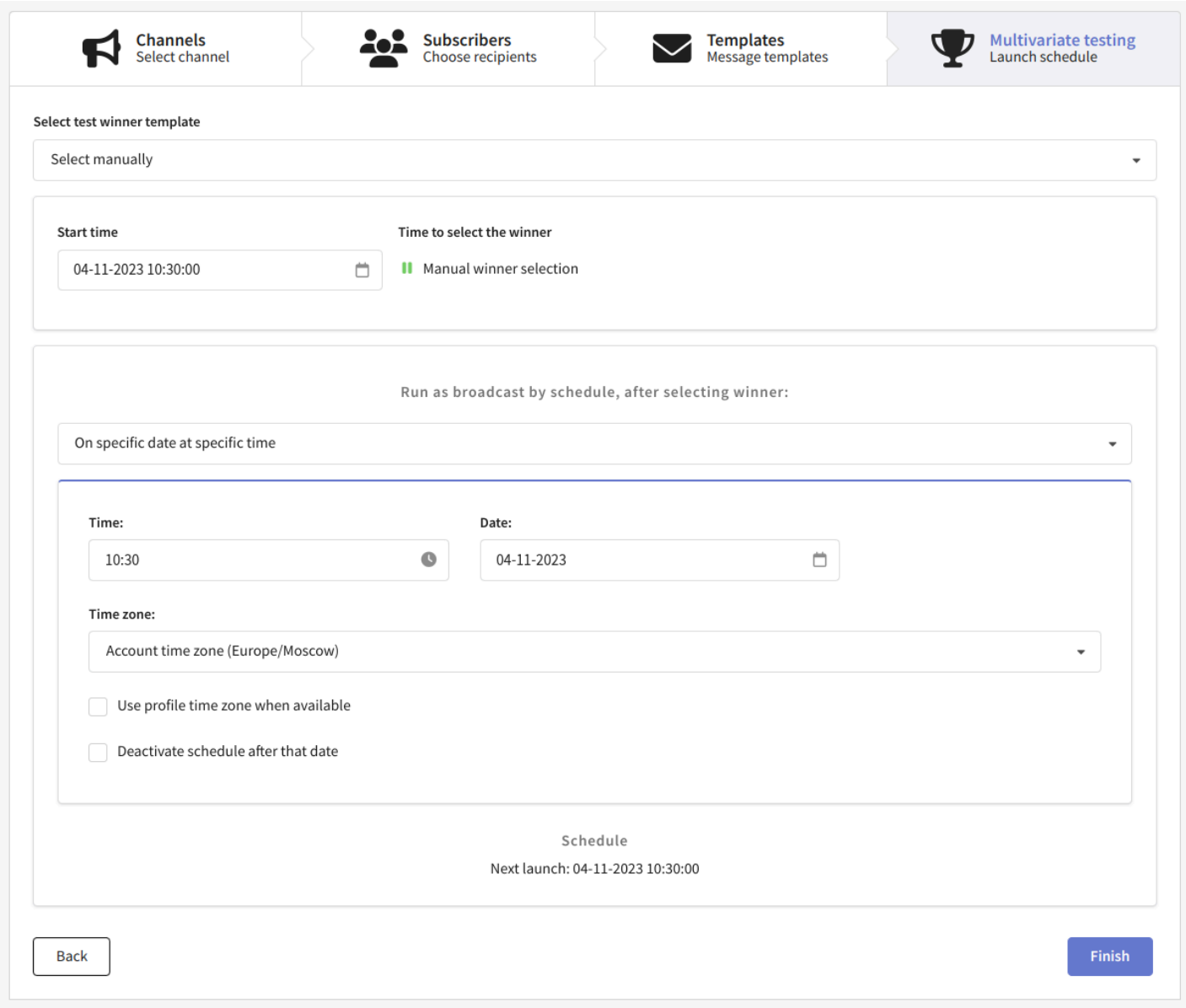
Save the campaign to activate it.

Manual winner selection

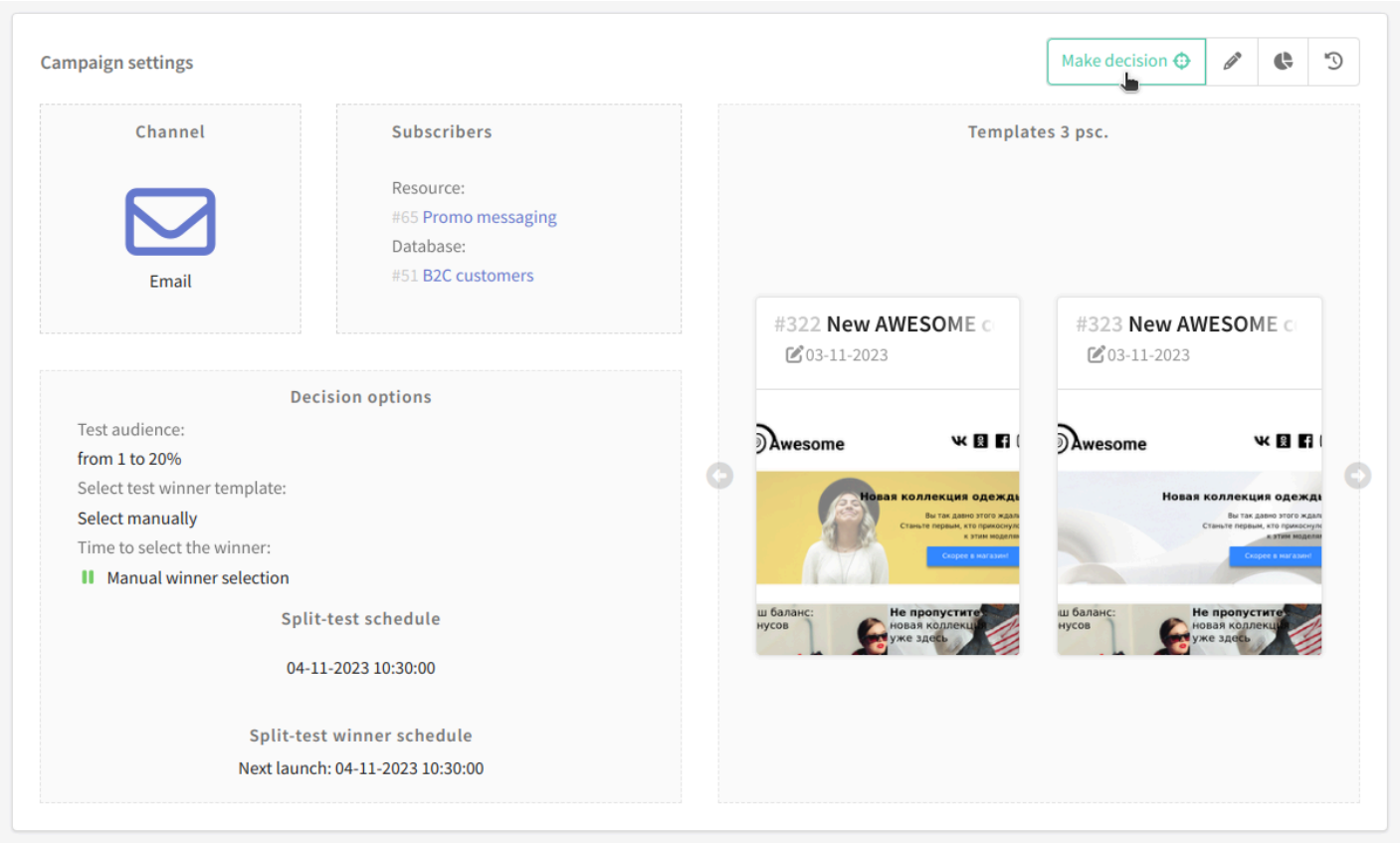
If you want to use the Select manually option, set the Start time. Campaign start is the time and date of launch of the test part of the mailing.

Next, set the campaign schedule. According to this schedule, the winner template will be sent to the main part of the audience.

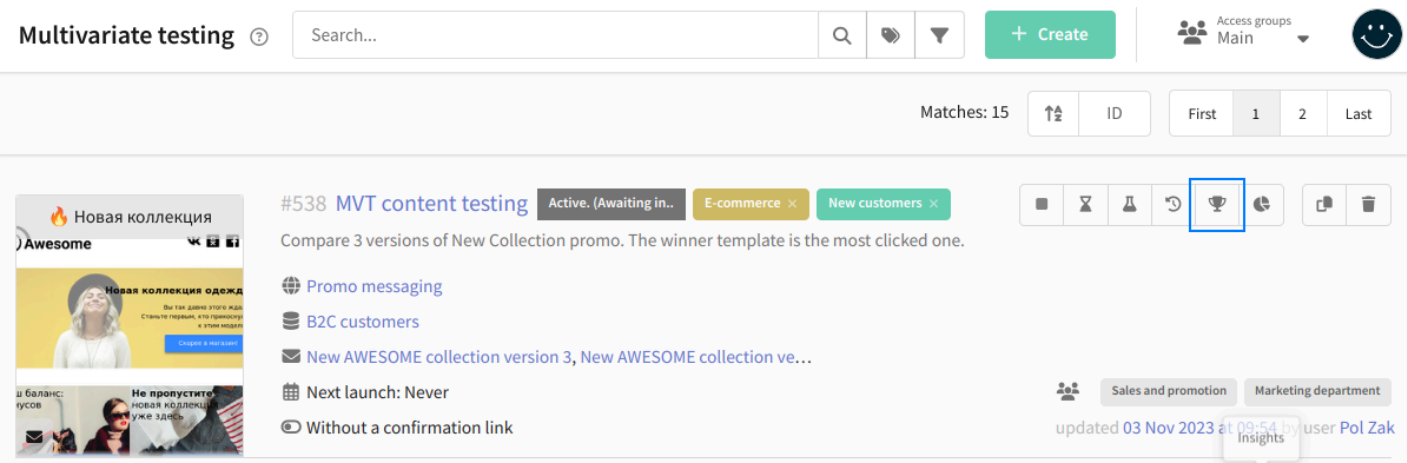
Save the campaign to activate it. After the campaign sends test messages, it will switch to Active (Waiting for you) status.



At this step, you need to analyze the performance of each template and choose the winner template. To do this, click on the “Make a decision” button in the campaign editing window:

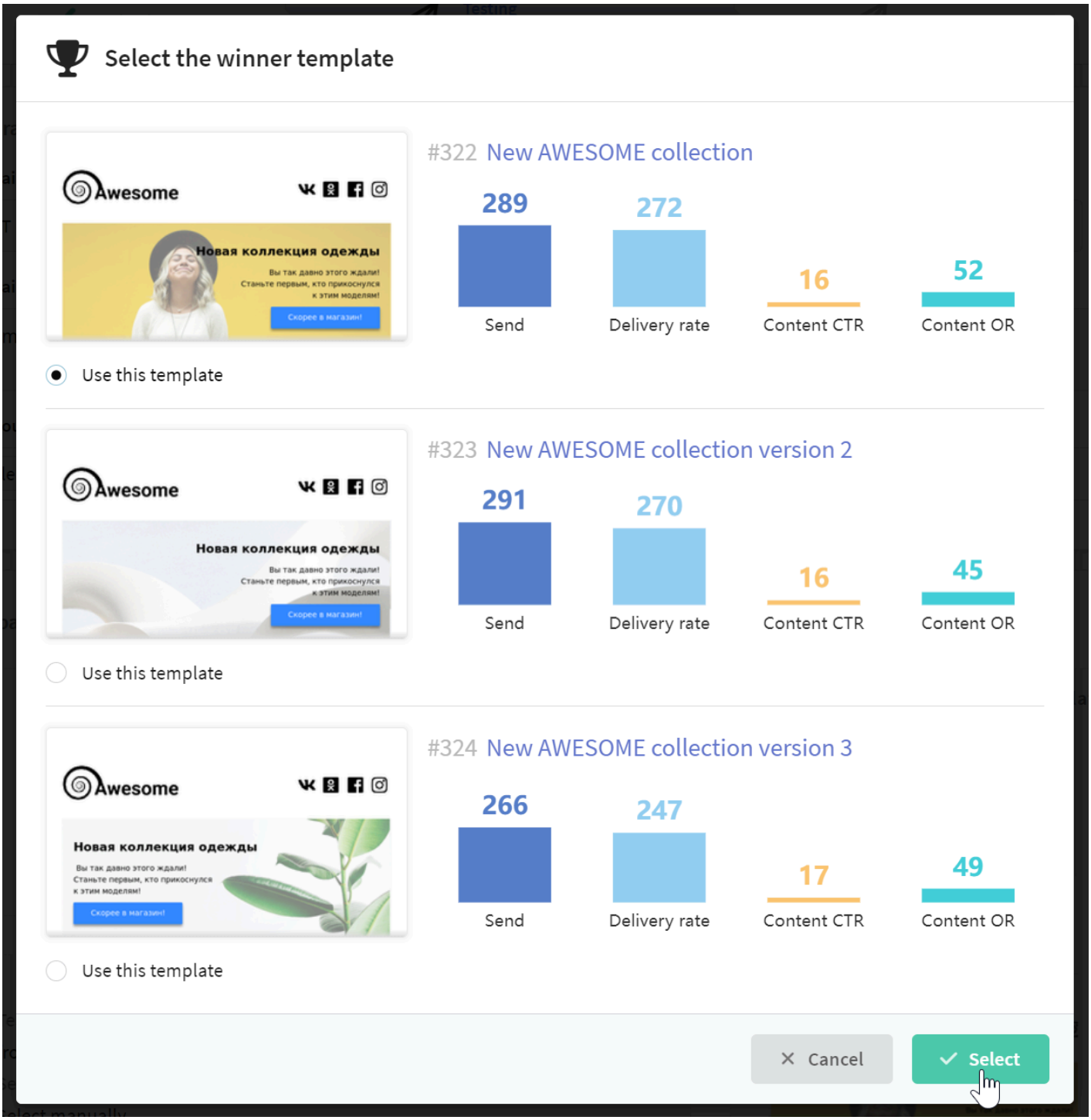


You can also select the winning template in the window with the list of campaigns by clicking on the corresponding button in the context menu:

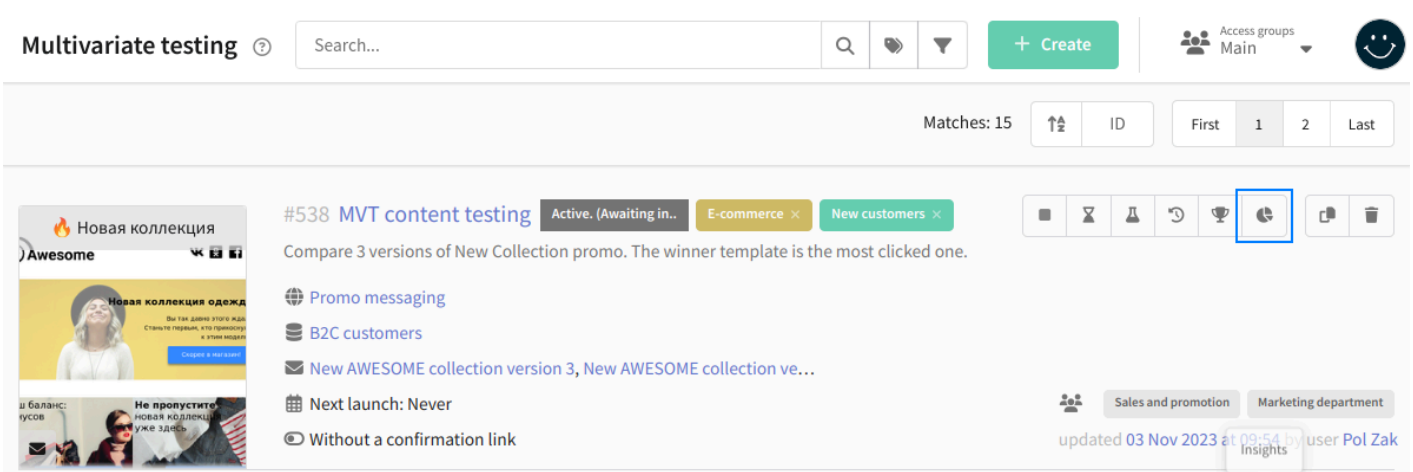


You will see a window with statistics for each template:

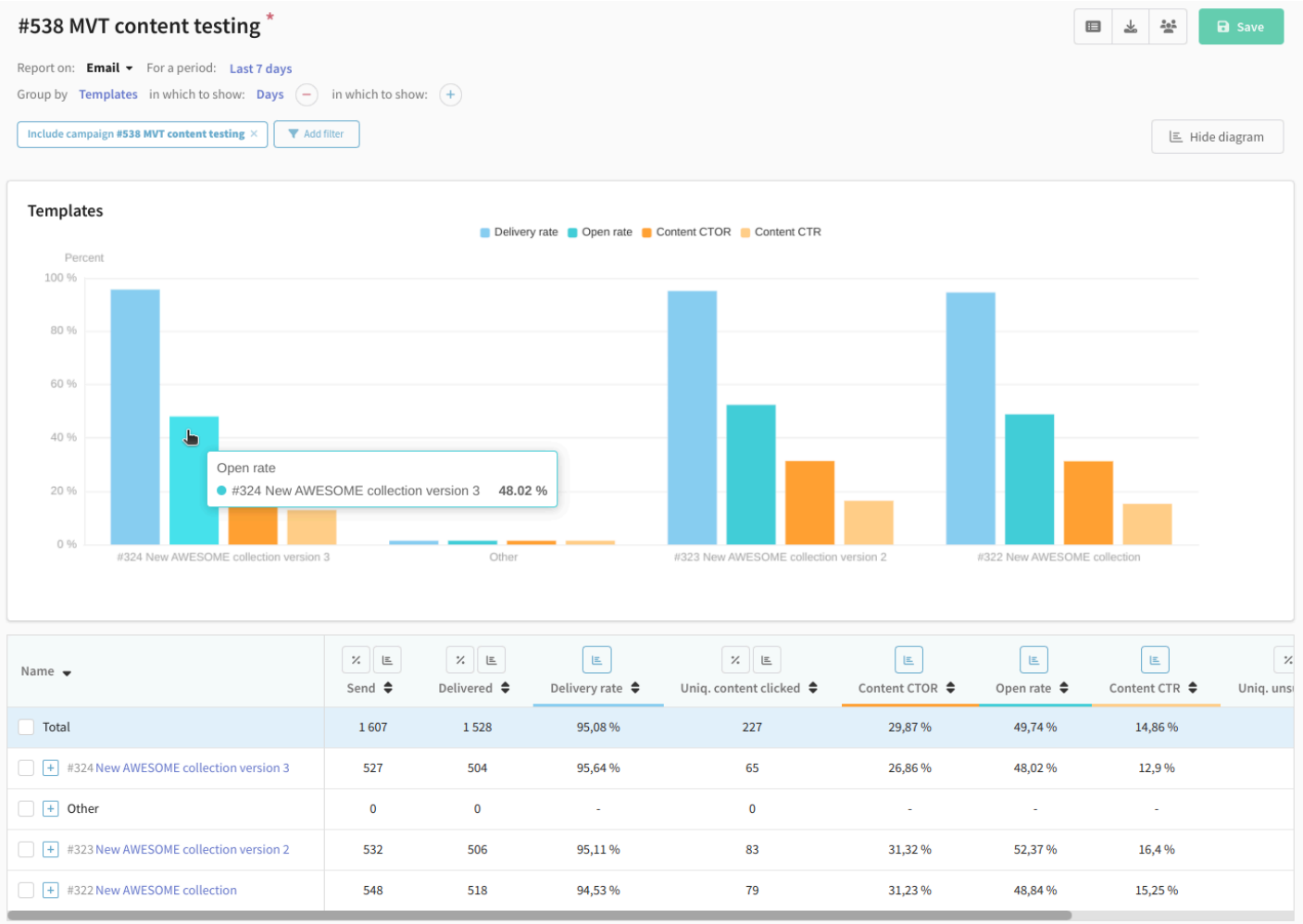
- **Send is the number of messages sent.**
- **Delivery rate is the number of messages delivered.**
- **Content CTR is the percentage of clicks in a message. Calculated using the formula: (Number of clicks / Number of messages delivered) * 100%.**
- **Content OR is the percentage of openings in a a message. Calculated using the formula: (Number of messages opened / Number of messages delivered) * 100%.**



If you don’t have enough data to choose the winning template, you can use the [Channel report]. Click on the analytics icon to open it:



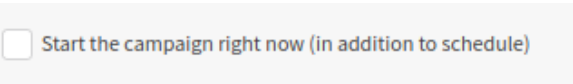
In the report, select the parameters necessary to evaluate performance. These can be absolute or relative values (such as Open Rate or CTR/CTOR). You can also check negative reactions by the number of complaints and unsubscriptions.



Instant campaign launch

If you want to launch a campaign right after its creation, toggle the appropriate option at the bottom part of the page.

- **If the limits were not configured, messages will be sent to all customers.**
- **If limits were configured, the campaign will be launched besides schedule.**



Communication policy

Communication policy sets limits for communication with one subscriber. It is configured in the Limitations block. By default, the campaign will use account policy or resource policy.

Smart settings

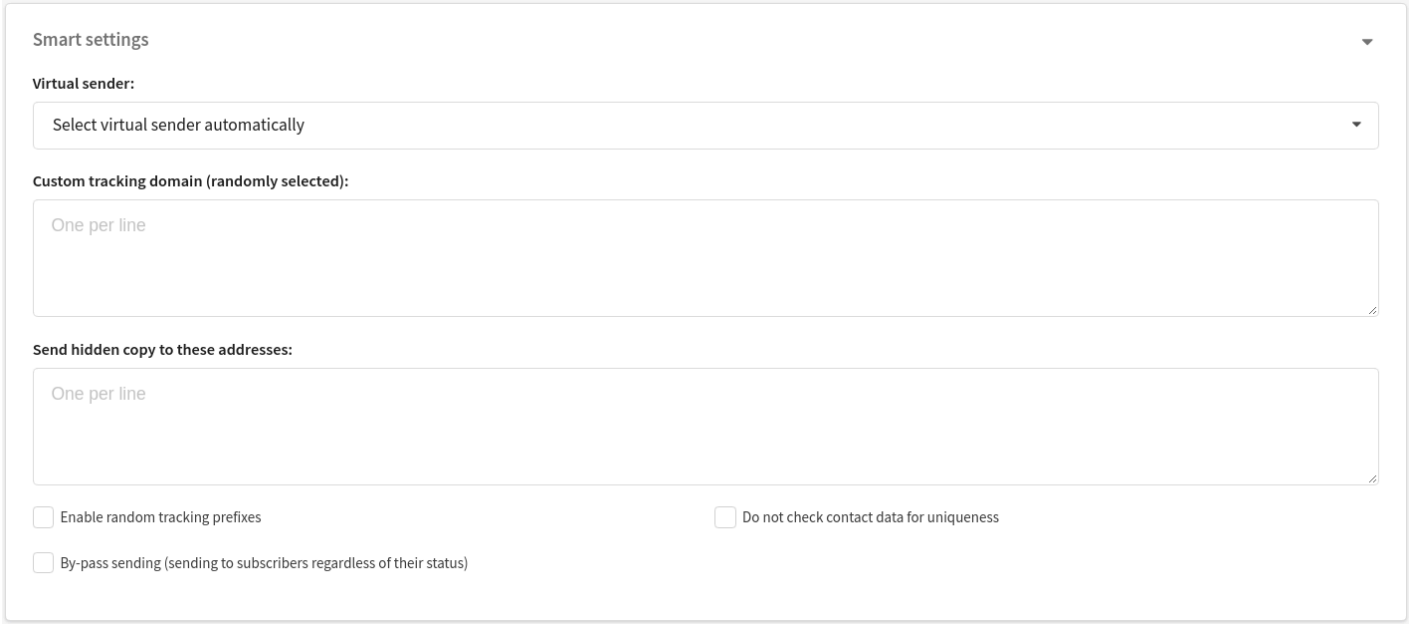
If Smart settings are activated for your Altcraft marketing platform account, you can manage campaign virtual senders, blind carbon copy settings and several other options. This section will appear at the bottom of the campaign editor page. The following settings are available:

- **Virtual sender — this option allows you to select a virtual sender for the campaign. The virtual sender is the set of rules for sending messages from real senders.**

- **Custom tracking domain — this option allows you to track actions in campaign messages using additional tracking servers. Domains must be divided with line breaks.**
- **Send hidden copy to these addresses — BCC for sent messages. Addresses must be divided with line breaks.**
- **Extra options — these options depend on your Altcraft configuration. For example, these options can be Enable random tracking prefixes, or Do not check contact data for uniqueness.**

CAUTION

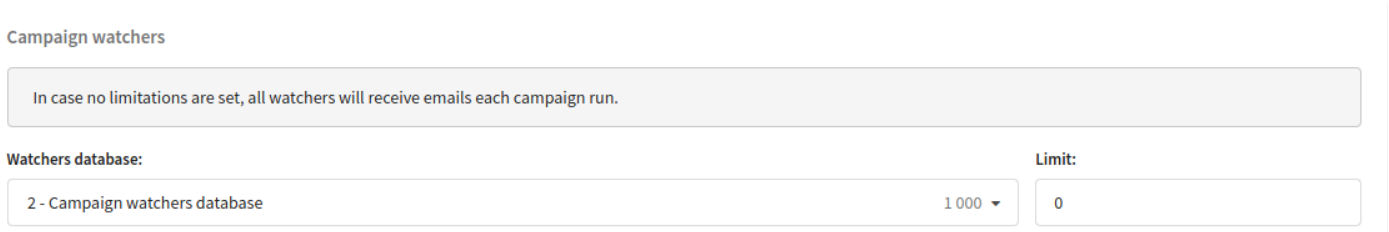
If you are not sure, what Smart settings you need to use, please contact your Altcraft administrator or Altcraft support specialists.



Campaign watchers

You can set campaign watchers in smart settings. Watchers will receive the same messages as customers. Watchers database is necessary for this feature. It is created in the same way as a normal database, except special option which must be toggled in the general settings of the database.

In Smart settings, select Watchers database and limit:



Campaign testing

Campaign testing

Description

Sometimes you need to test your campaigns before activation due to several reasons. This way, you can be sure that:

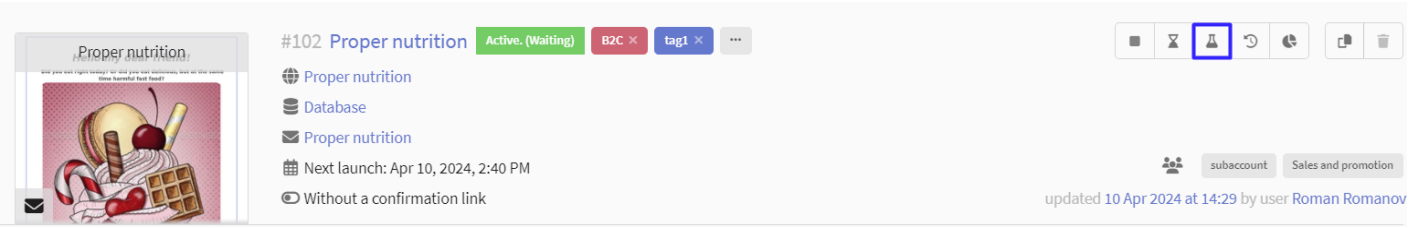
- **content will be properly displayed in different mail clients;**
- **the technical part of sending and delivering the message is all right;**
- **all substitutions and complex logic inside the template work correctly;**
- **email and SMS providers do not block messages because of the content.**

Using campaign testing, you can send letters for verification to the person responsible for your mailings or use services that evaluate the quality of messages, delivery infrastructure, etc.

Choose a campaign of a certain type and click the test icon

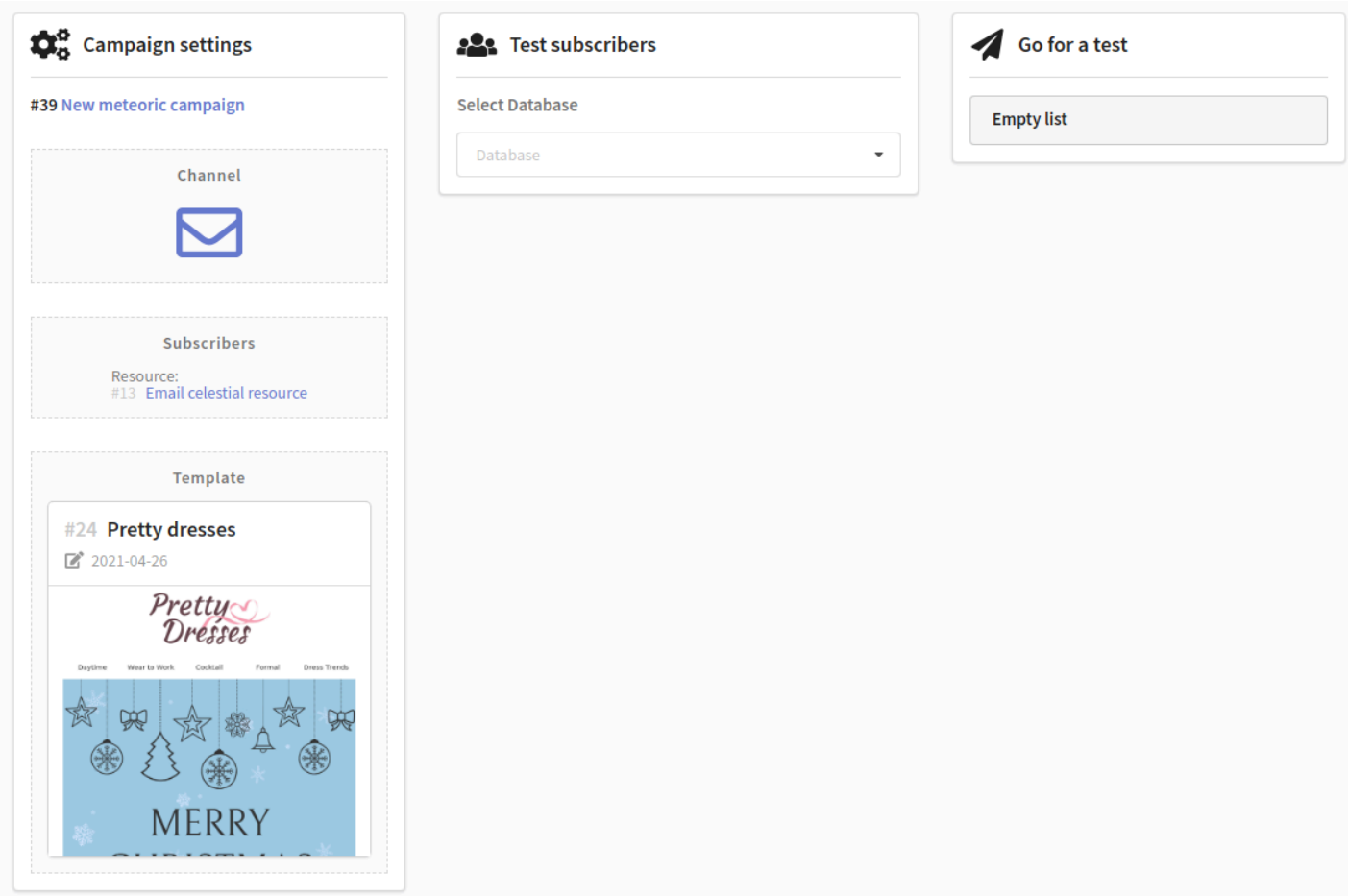


:

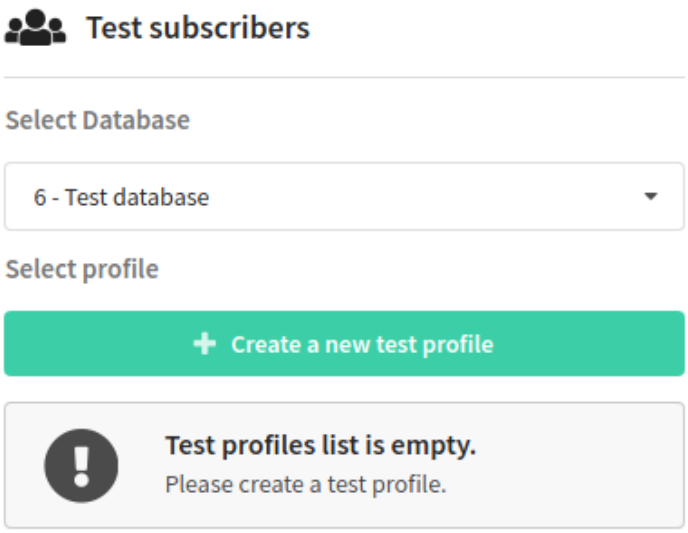


Contacts of test mailing recipients

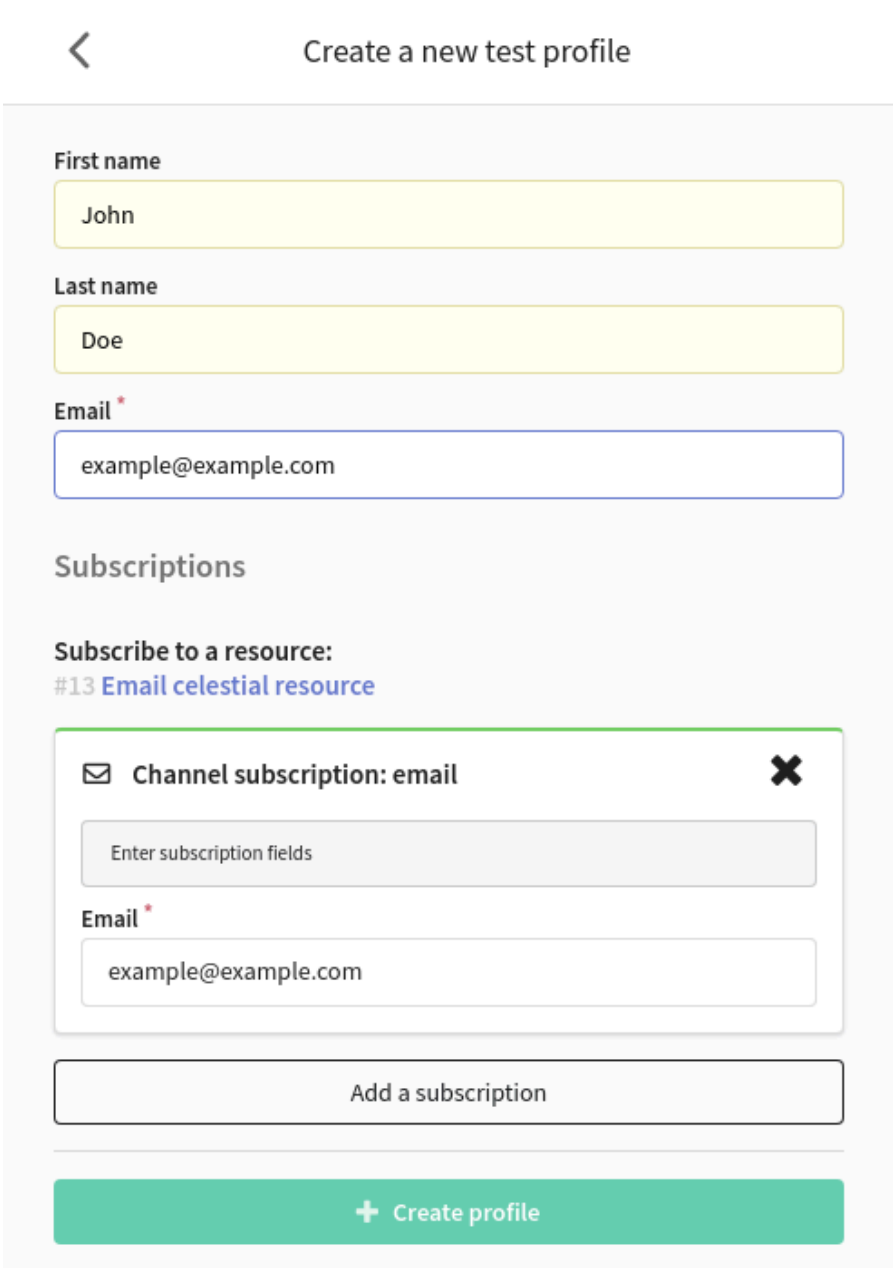
In the new window, you'll see the settings for the campaign you are testing and test subscribers.



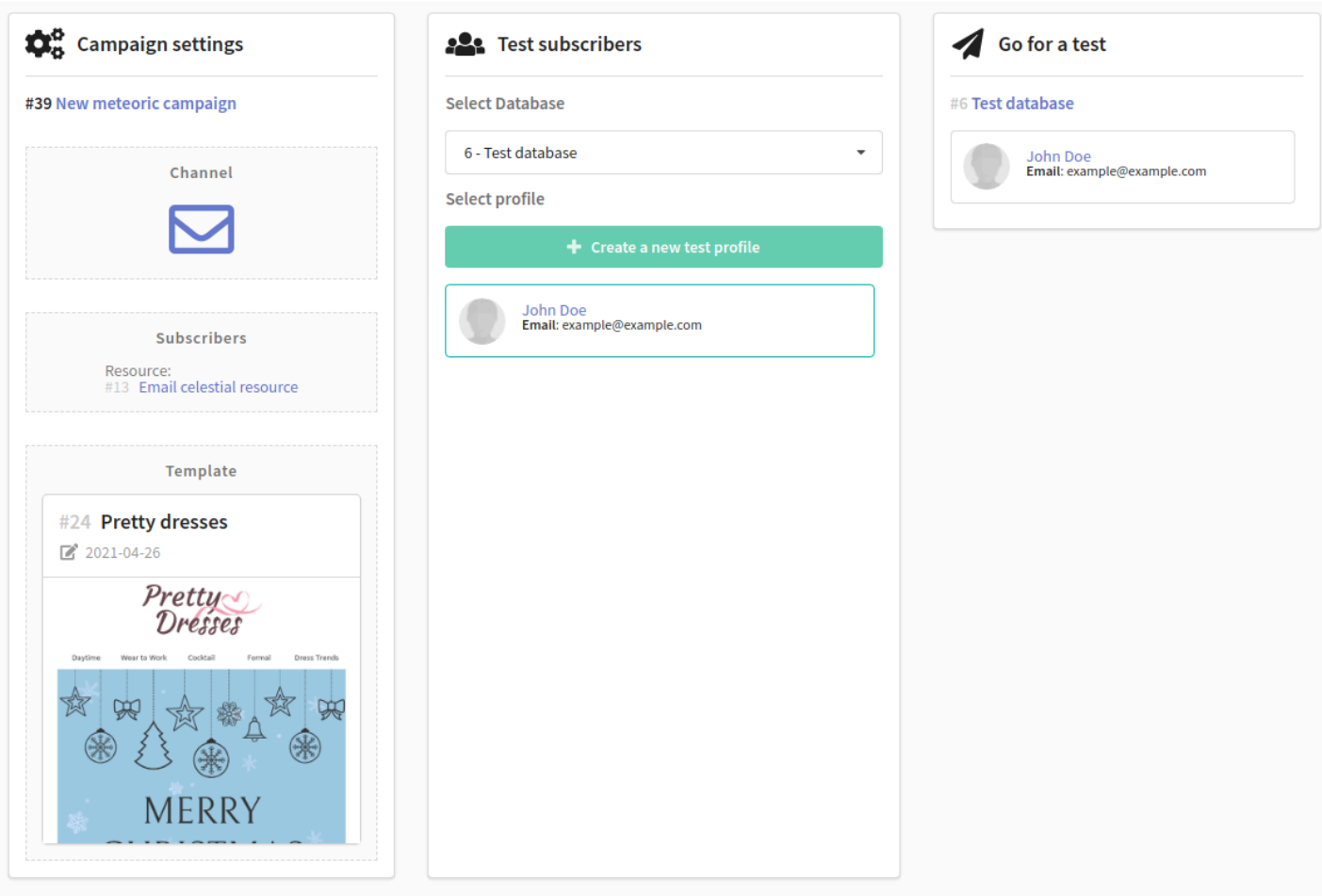
If you don’t have test subscribers yet, you can add them. To do this, select the profile base in the drop-down list, then you will be prompted to create a test subscriber profile in this database if it has not yet been created. To do this, click on the “Create a new test profile” button:



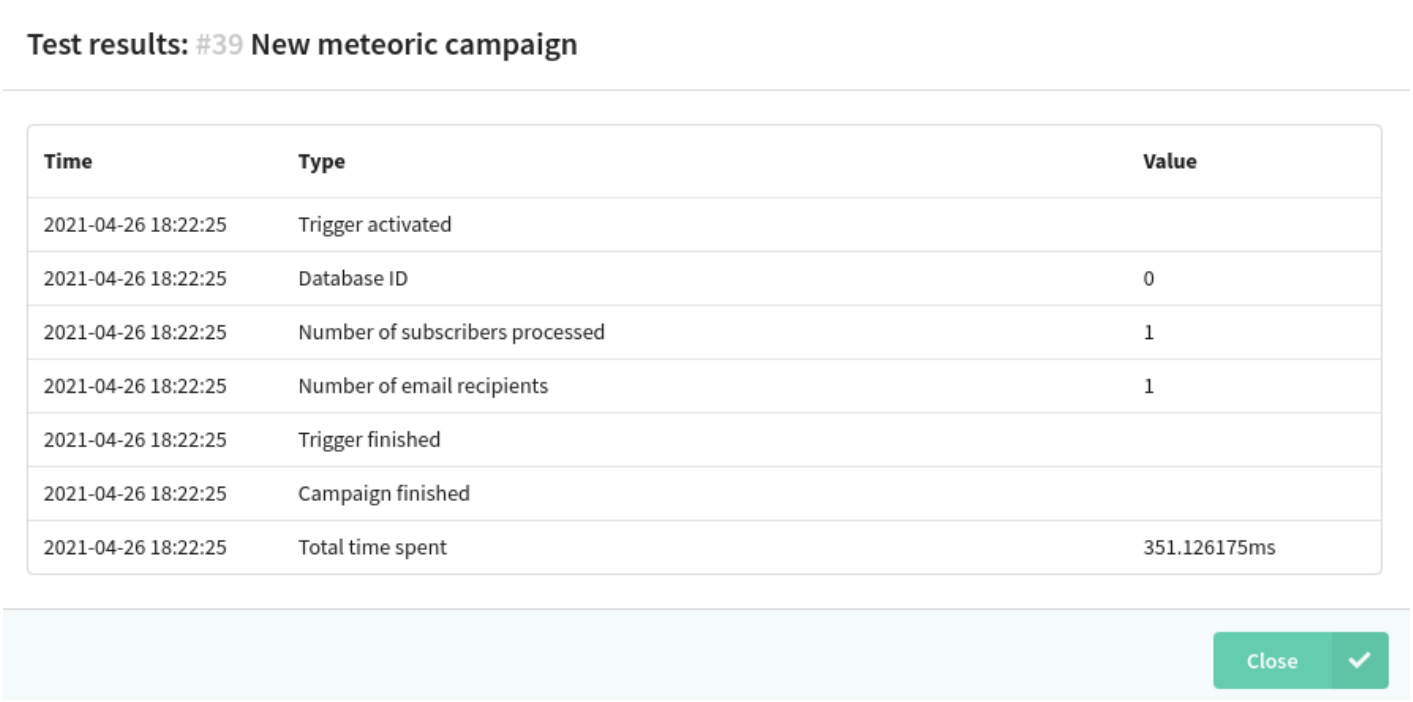
Then you’ll see the interface for creating a test profile:



After all the data has been entered in the appropriate fields, click the “Create profile” button. The test profile will be displayed in the test list and will be available for selection:



Click the “Test” button and a test campaign will be sent. You’ll get the test result in the new window:



Test results: #39 New meteoric campaign

Time	Type	Value
2021-04-26 18:22:25	Trigger activated	
2021-04-26 18:22:25	Database ID	0
2021-04-26 18:22:25	Number of subscribers processed	1
2021-04-26 18:22:25	Number of email recipients	1
2021-04-26 18:22:25	Trigger finished	
2021-04-26 18:22:25	Campaign finished	
2021-04-26 18:22:25	Total time spent	351.126175ms

Close

TIP

It is definitely a good practice to have test contacts for all most used email and SMS providers.

Campaign schedule

Campaign schedule

The schedule is applied to broadcast and regular campaigns, MVT campaigns, scenarios, scheduled imports and integrations

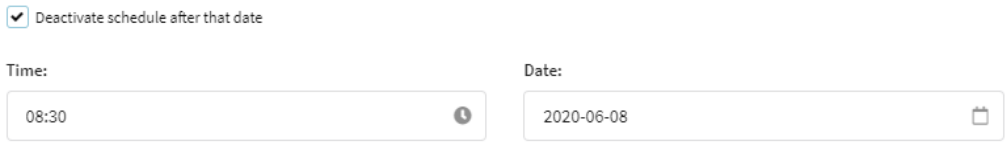
Several plans are available — for different cases. They are described in this article.

INFO

For every schedule plan, you can override the account time zone.

INFO

Deactivate schedule option will help you stop campaign on specific time:

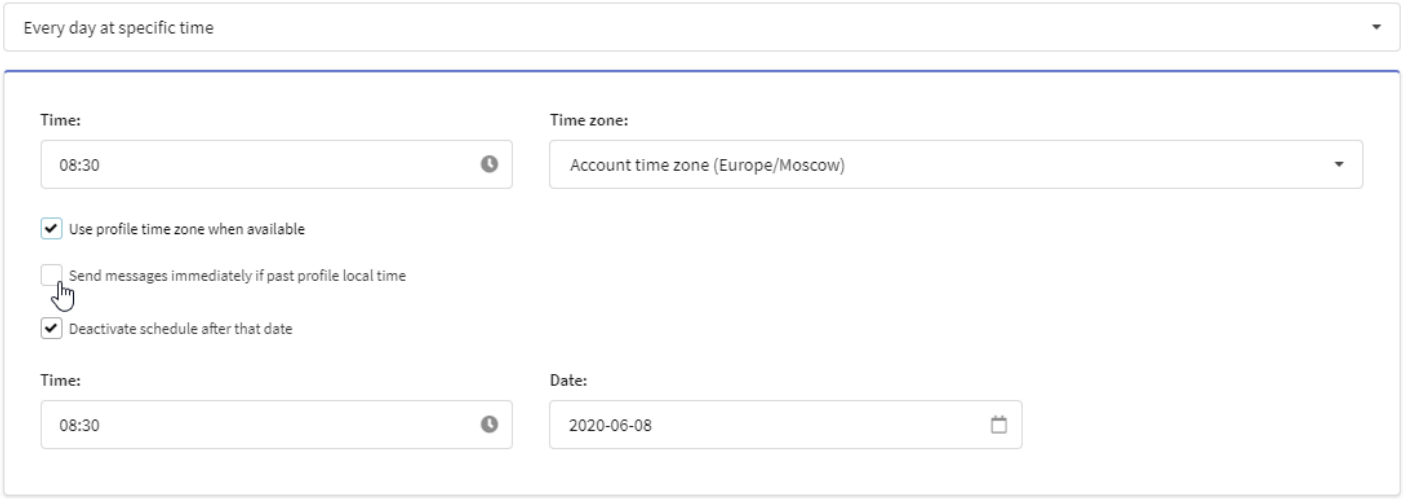


Every day at specific time

This plan will help organize dynamic regular campaigns and scenarios: the campaign will start every day for subscribers having an upcoming birthday or pay day.

TIP

This schedule plan can use customer profile time zone - for delicate mailings. If you are past local time for some recipients - use the option to send immediately.

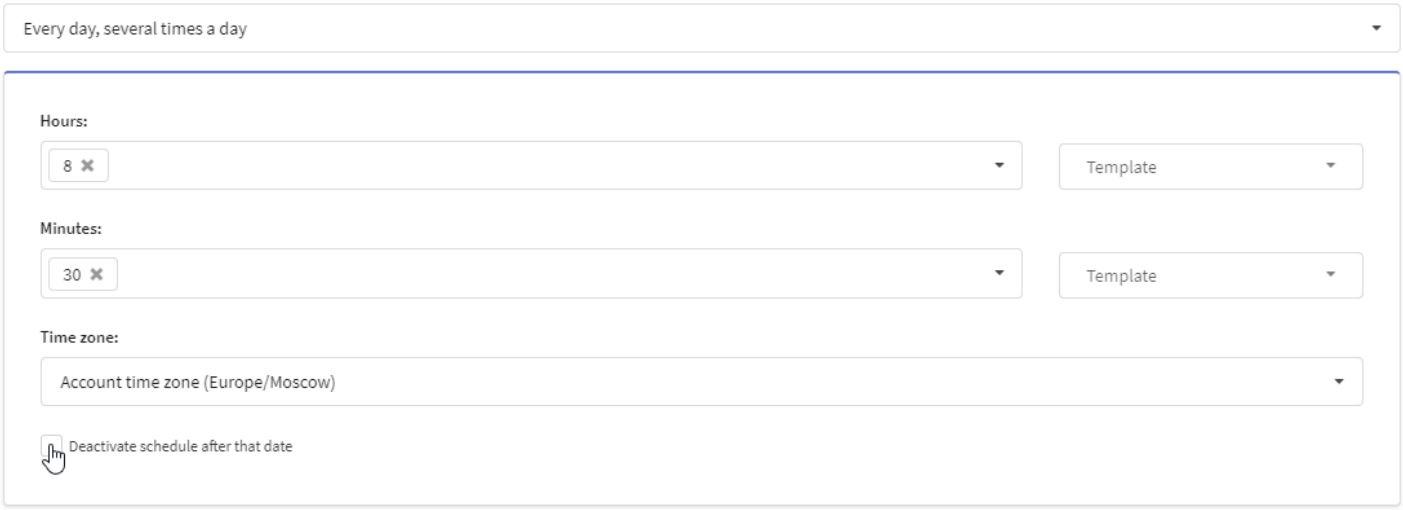


TIP

This plan is also good for large broadcasts, divided by audience limitations.

Every day, several times a day

Can be launched several times every day: specify hours and minutes. You can use templates at the right side of the form:

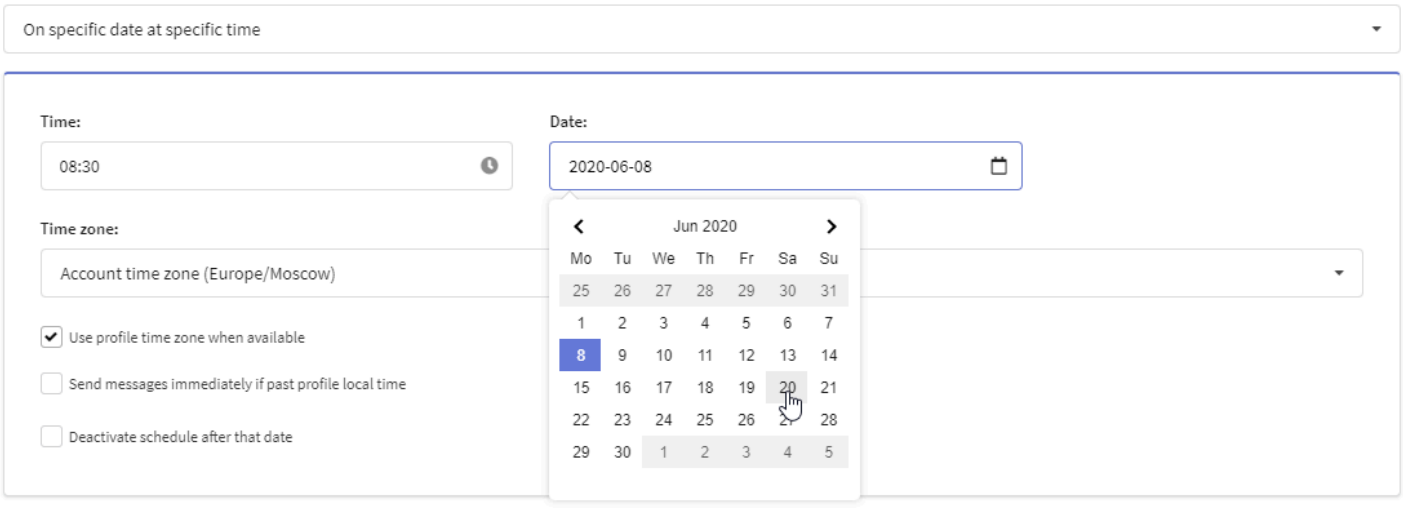


On specific date at specific time

This plan is great for one-time mailings.

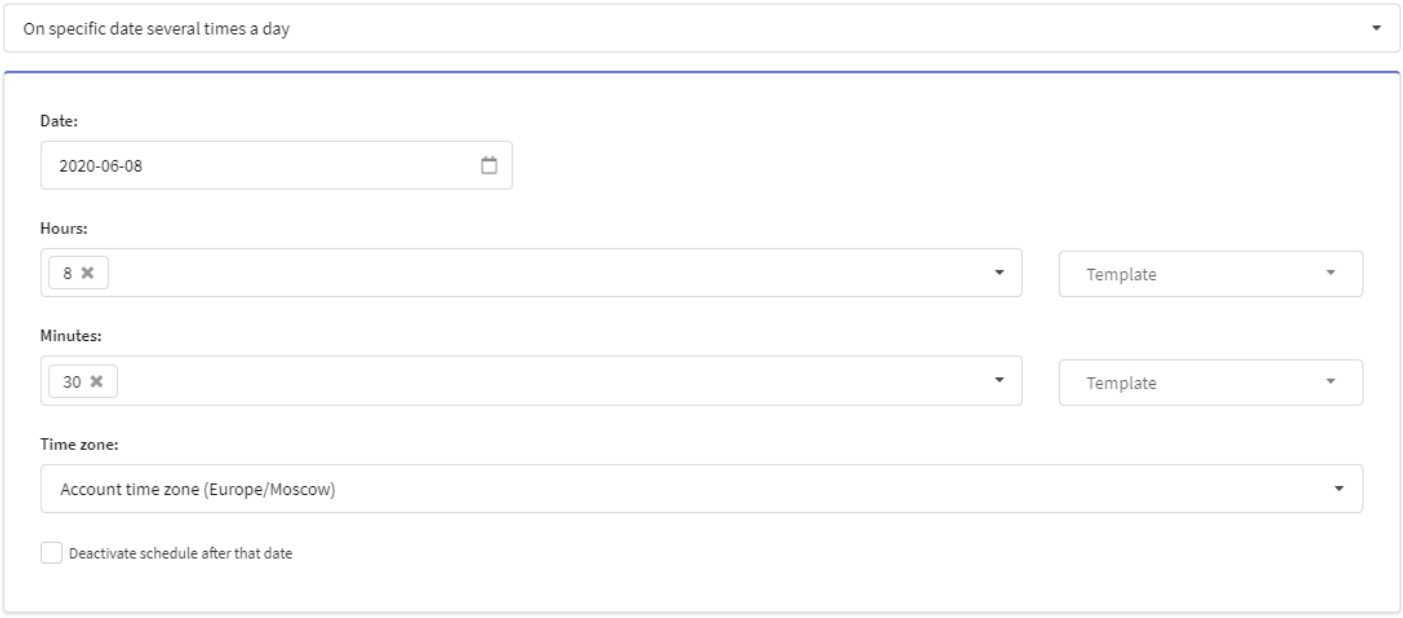
TIP

This schedule plan can use customer profile time zone - for delicate mailings. If you are past local time for some recipients - use the option to send immediately.



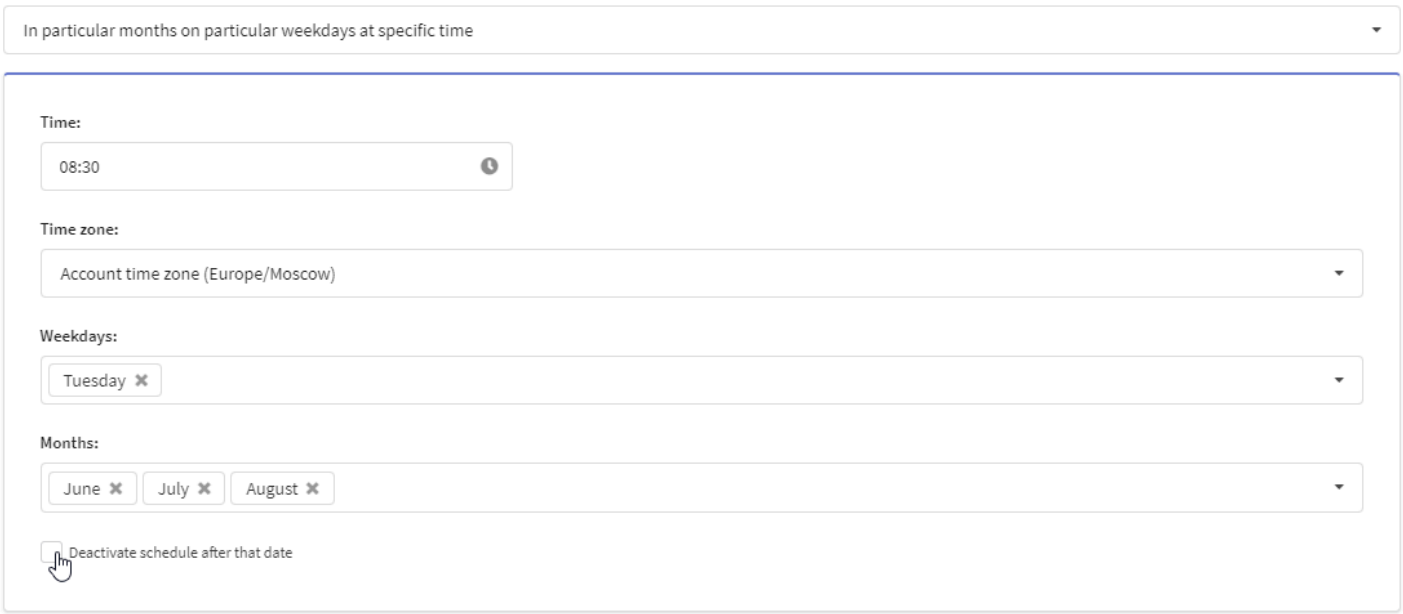
On specific date several times a day

With this plan you can launch campaigns several times on one day.



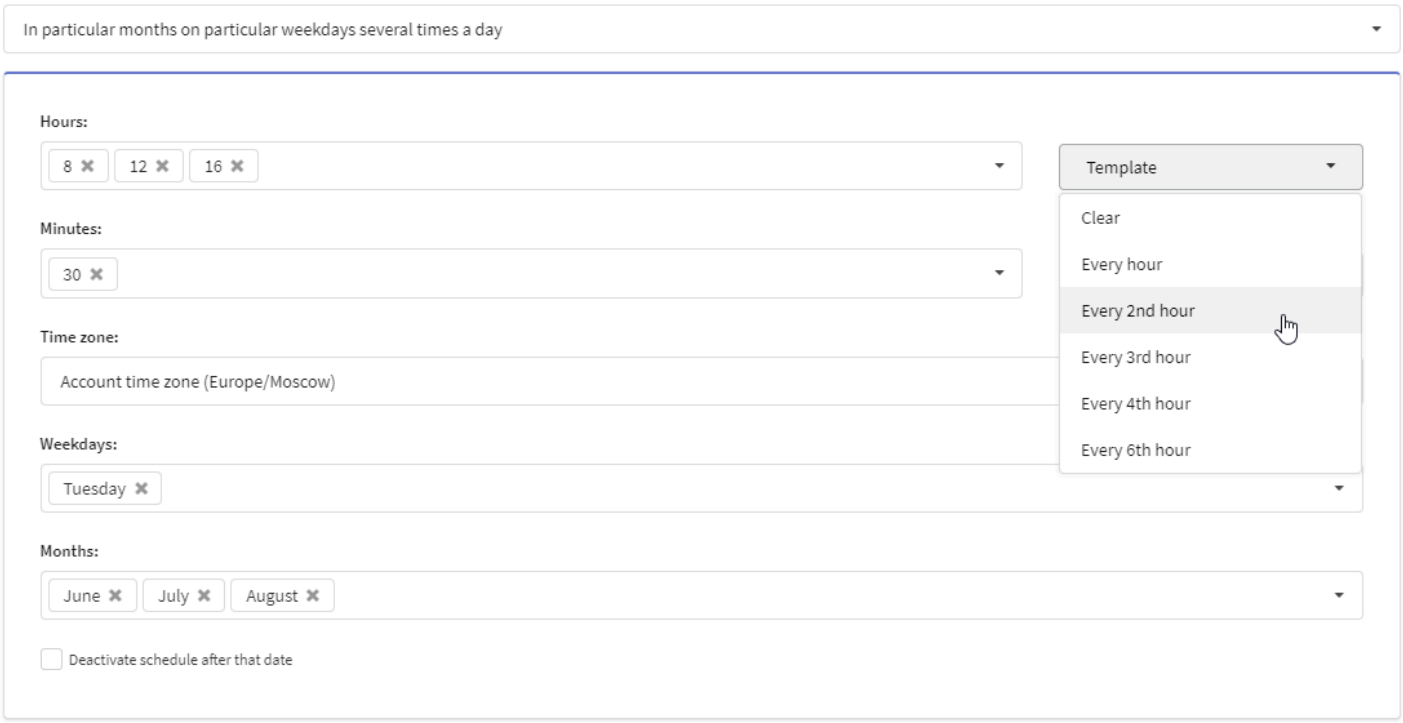
In particular months on particular weekdays at specific time

Use this plan for your weekly mailings: the campaign will start on every weekday specified - in specific months.



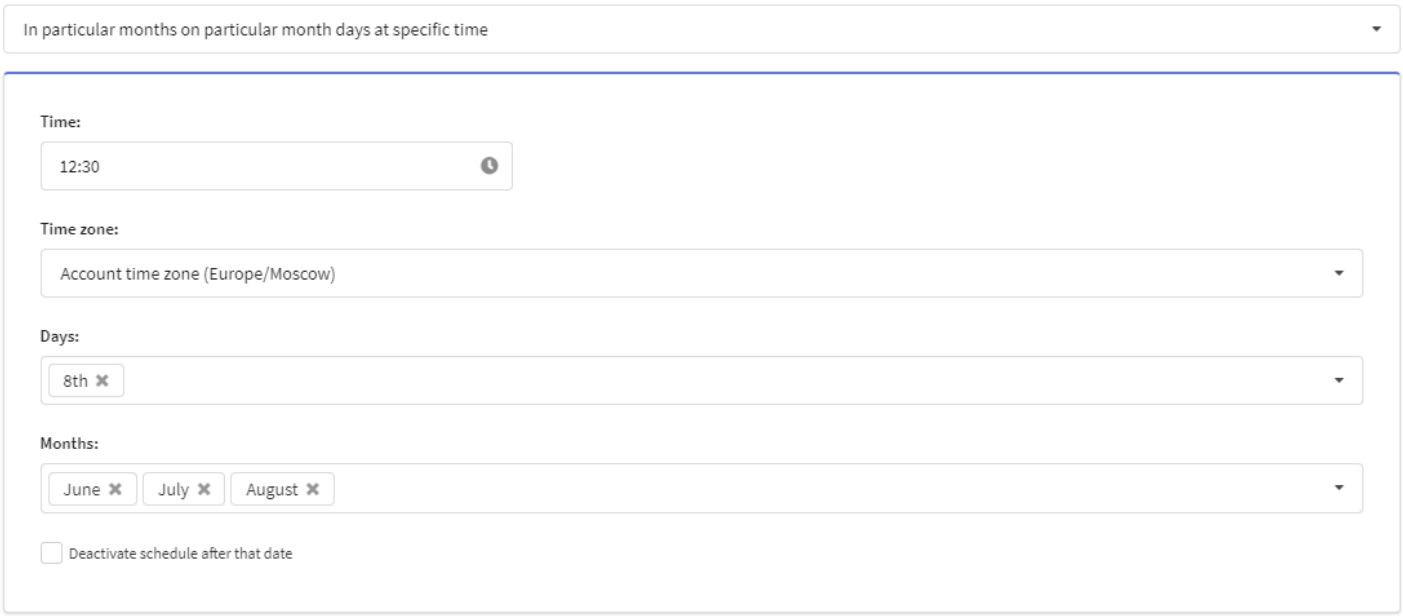
In particular months on particular weekdays several times a day

Here you can also specify multiple hours and minutes.



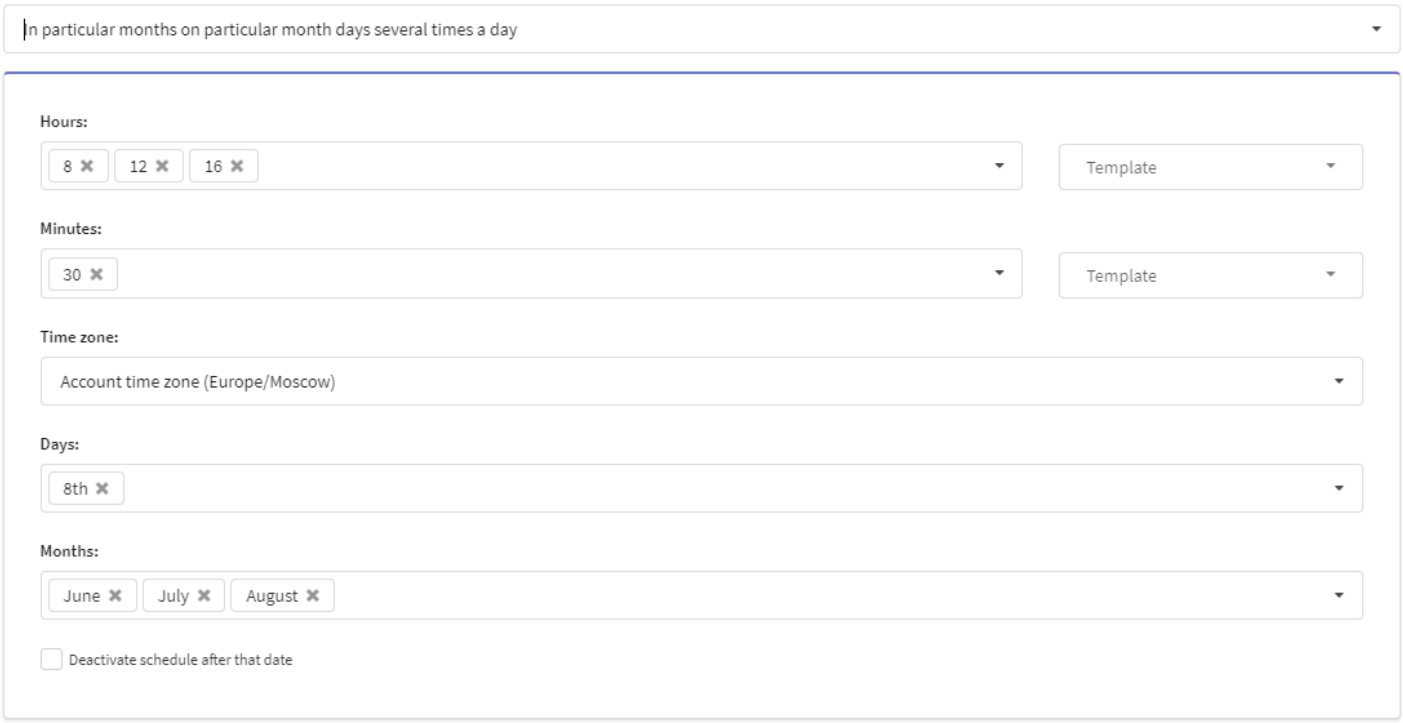
In particular months on particular month days at specific time

This plan uses not weekdays but month days. Thus it is quite good for monthly or quarterly campaigns.



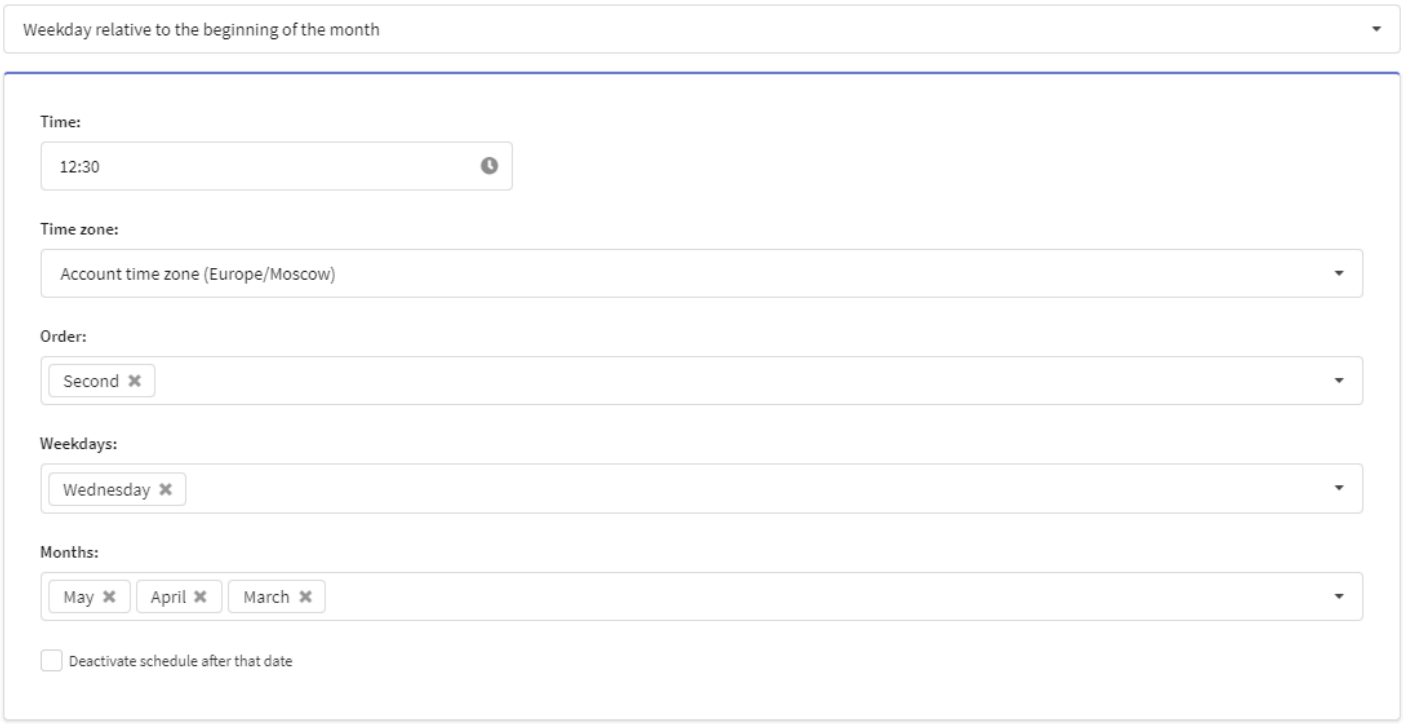
In particular months on particular month days several times a day

Here you can organize several launches a day.



Weekday relative to the beginning of the month

If you need a mailing for e.g. every second Wednesday during springtime - this plan can fit you best:



Placement campaign

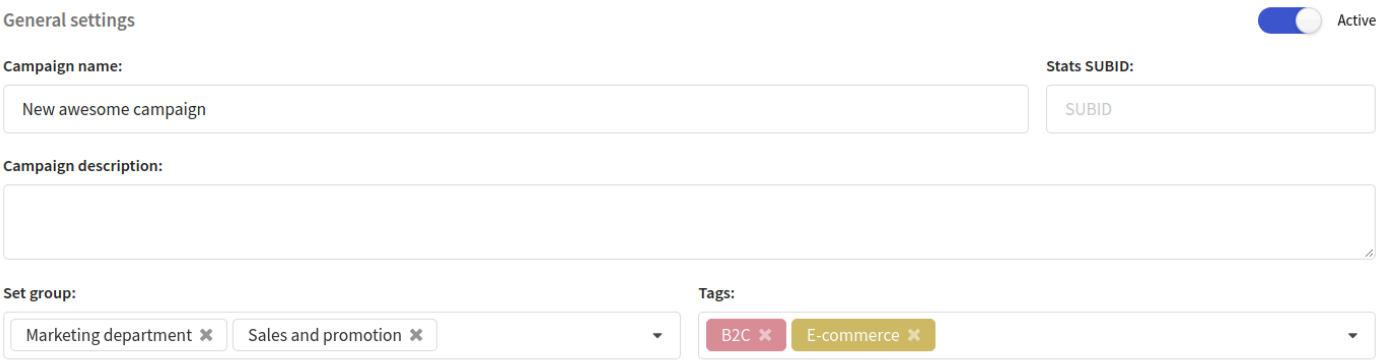
Placement campaign

Description

	Placement campaign is a tool for placing content for subscribers on a specific resource with the possibility of cancellation at any time. `After launch, the campaign sends content to each subscriber in the data source (in the case of a scheduled start) or to a specific lead that initiated a certain event (in the case of a triggered start condition). If the channel is configured to unsubscribe, the placed content can be removed from the resource manually or upon reaching a certain date and time.`  `To create a new campaign, go to "Campaigns" → "Placements" in the main menu. Click + Create in the top panel.` `</td>` `</tr>`

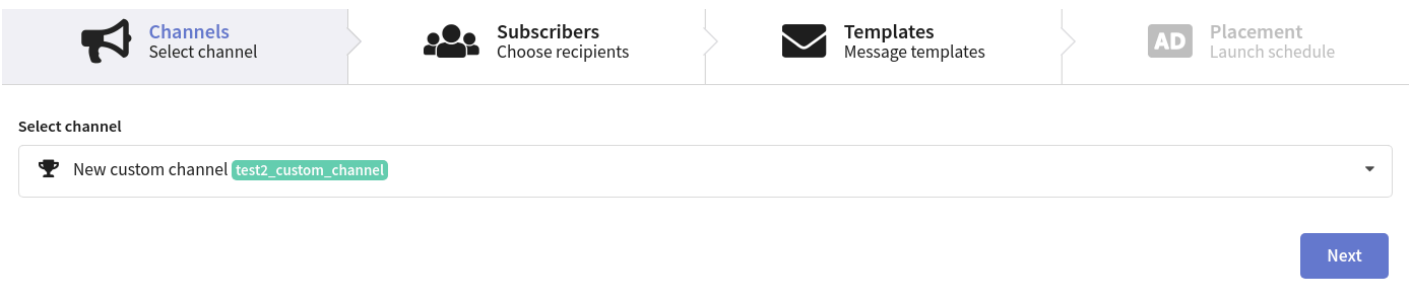
General settings

In the main settings, specify the name and description of the new segment, and if needed, set the access group, add tags and attributes for additional grouping:



Channel

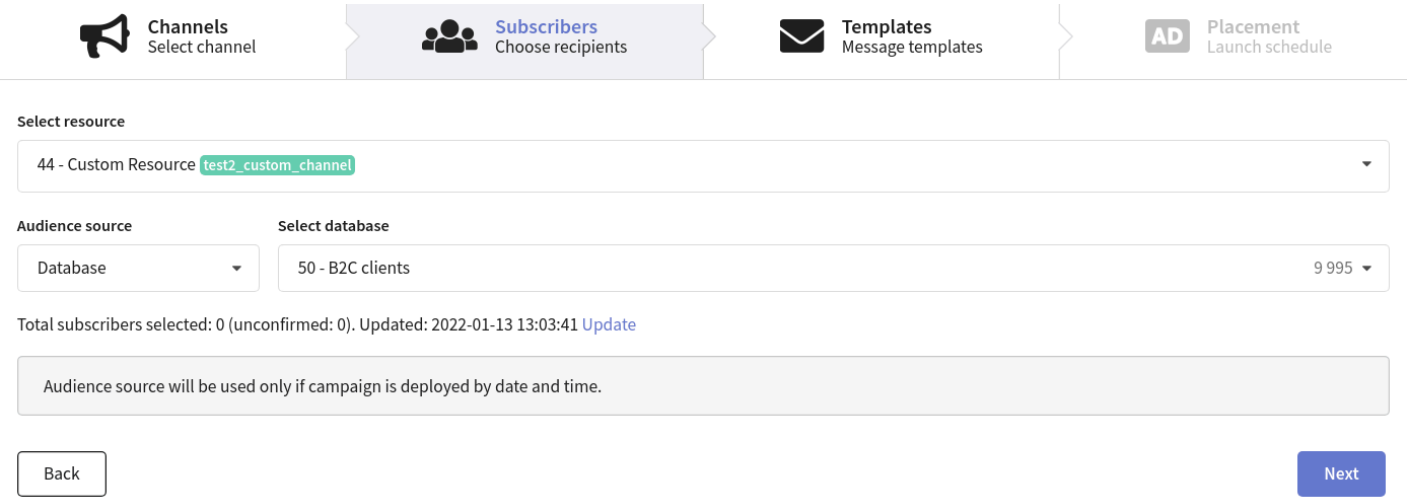
In the drop-down list, select a channel that can be used to send messages for this campaign type.



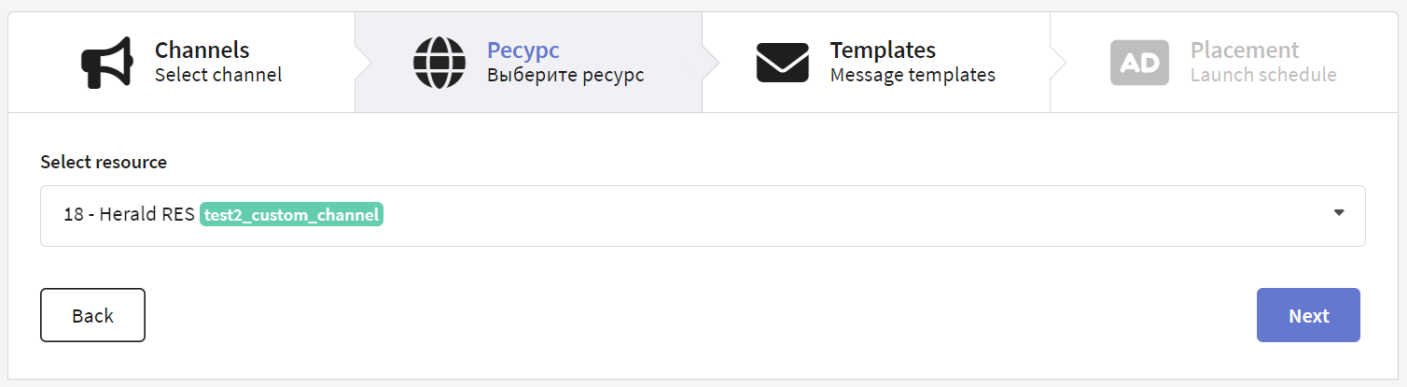
Subscribers

Campaigns are sent to customers who subscribe to a certain resource. Resources can be a separate website, product, promotion, or another direction of your communications with customers. Select a resource. Make sure the recipients in your database are subscribed to it.

Select an audience source. Placement campaign recipients can be a profile database or a segment consisting of profiles from one or more databases.



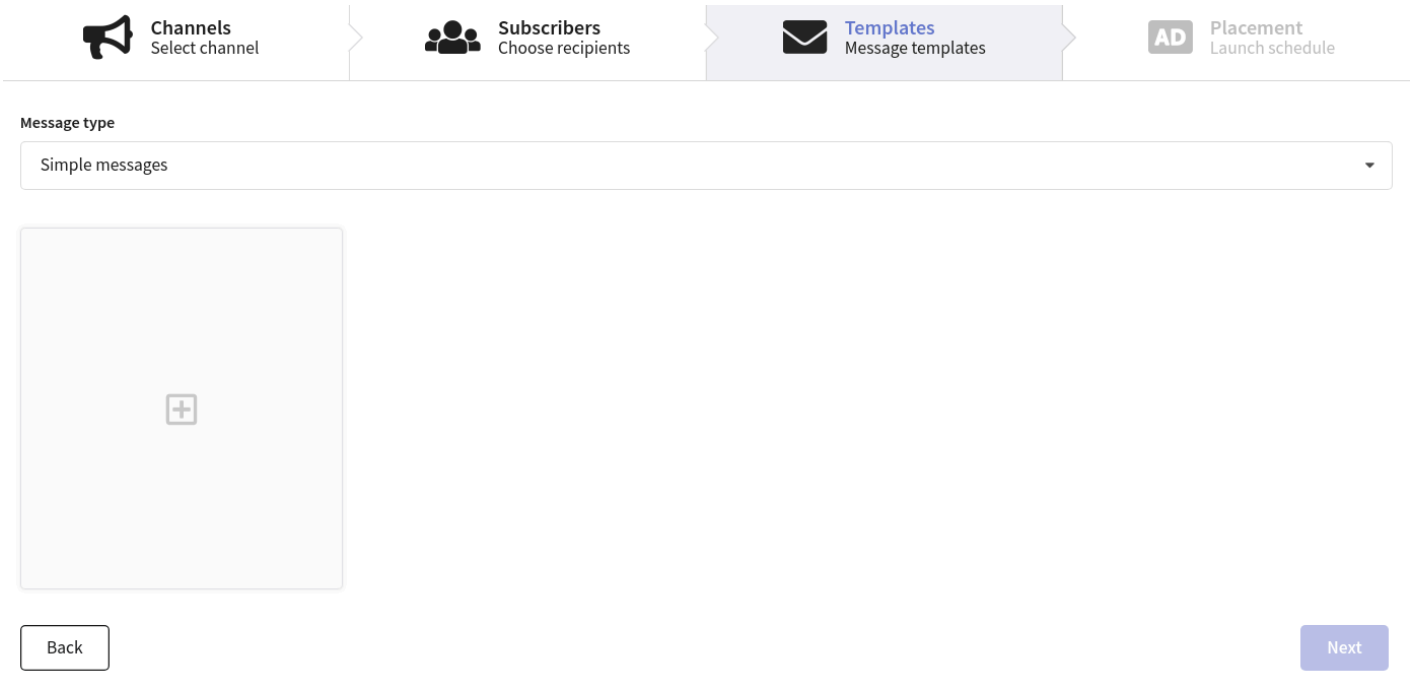
If you are using a placement campaign to send messages through a custom channel, the campaign settings may vary depending on the channel configuration. For example, some channels may require selecting only the resource without specifying the subscriber source.



Templates

Select the content you want to use in your placement campaign. Click

to add a new template. Any campaign type supports up to 8 message templates. The campaign will send each recipient one randomly selected message in equal proportions. If you want to preview the message, click on the template thumbnail.



Schedule

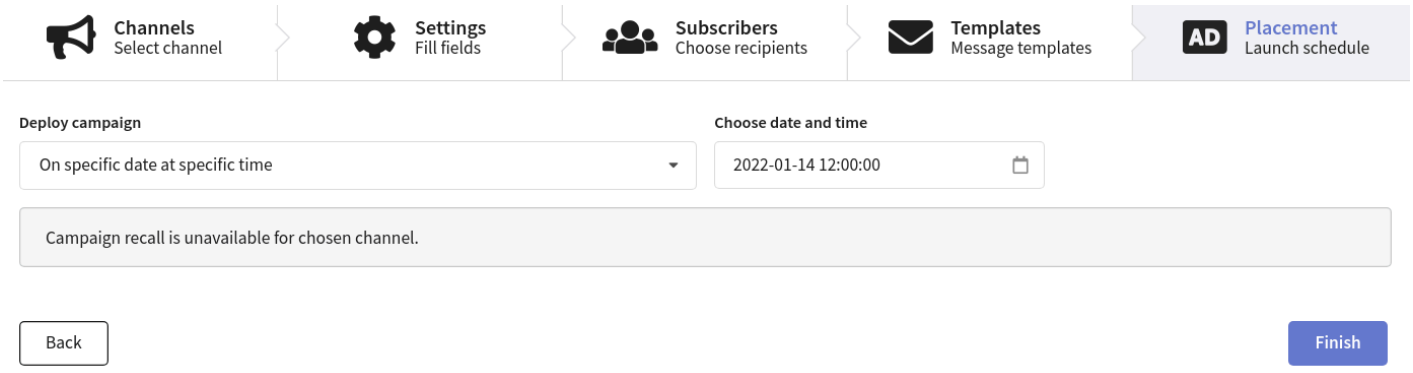
Start and stop settings

A placement campaign can be launched in two ways:

- **on specific date at specific time**
- **on trigger for one subscriber**

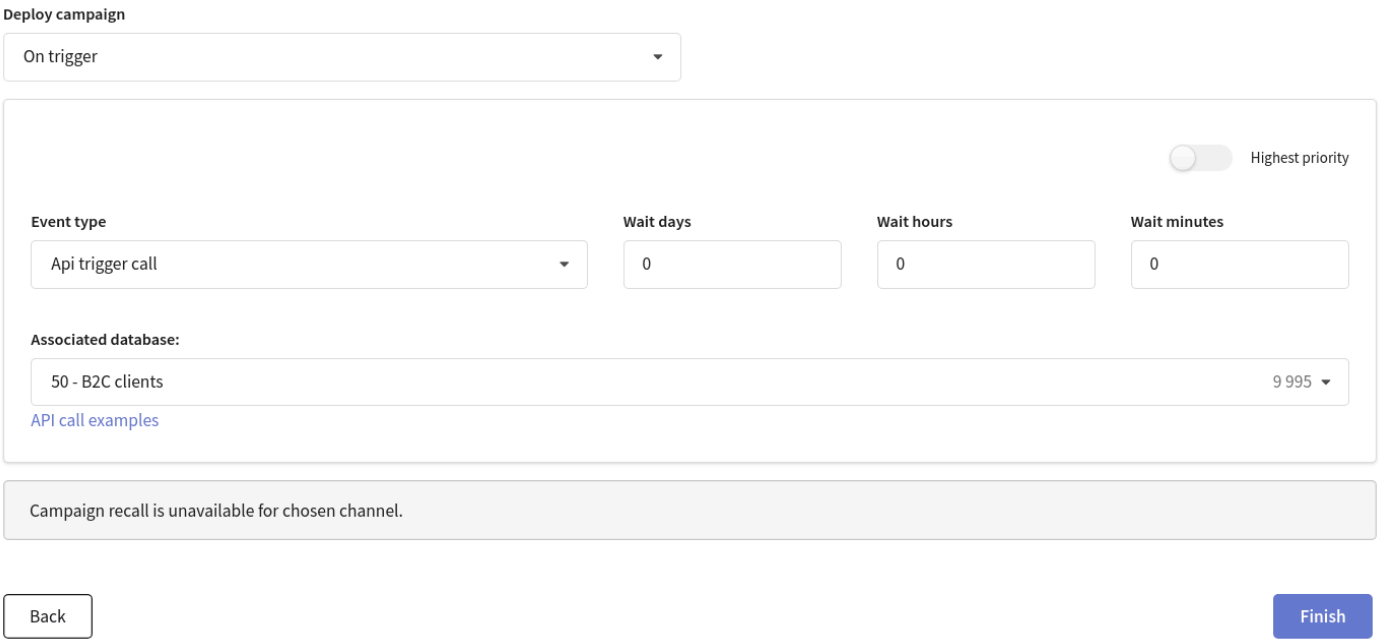
Start at a specific date and time

The campaign will run once at the specified time. After that, the campaign will not be available for restart.



Strat by trigger

The setup is similar to a trigger campaign. Content will be sent to every subscriber that will be captured by the trigger.



Cancellation of placement

Cancellation of placement is only available for channels where it's configured. If the cancellation was not provided by the administrator when configuring the channel, this option will not be available for editing in the campaign.

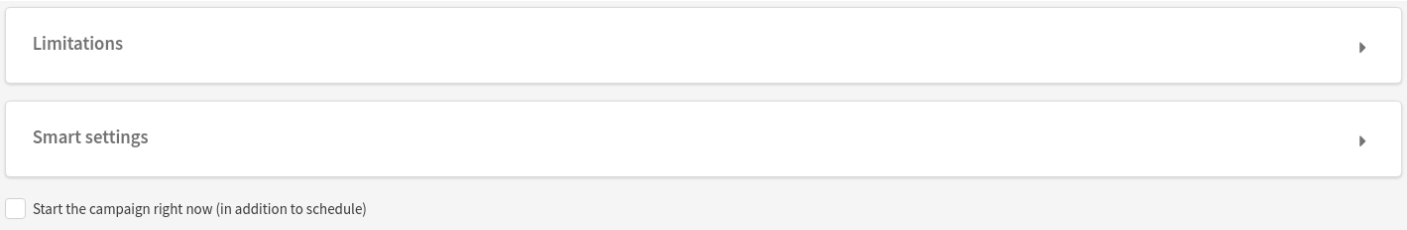
There are two types of cancellation:

- **on specific date at specific time**
- **manually**

Both options will cancel placements for all subscribers to whom the content was sent. It does not depend on the start type. If the start was set to a trigger, the trigger will be deactivated before cancelling.

Placement campaign can be canceled manually if its status is "Deployed".

Additional settings



In the "Limitations" block, you can configure limits and sending policy.

If Smart settings are activated for your account, you can manage campaign virtual senders, blind carbon copy settings and several other options. This section will appear at the bottom of the campaign editor page. The following settings are available:

- **Virtual sender — this option allows you to select a virtual sender for the campaign. The virtual sender is the set of rules for sending messages from real senders.**
- **Custom tracking domain — this option allows you to track actions in campaign messages using additional tracking servers. Domains must be divided with line breaks.**
- **Send hidden copy to these addresses — BCC for sent messages. Addresses must be divided with line breaks.**
- **Extra options — these options depend on your Altcraft configuration. For example, these options can be Enable random tracking prefixes, or Do not check contact data for uniqueness.**

TIP

If you are not sure, what Smart settings you need to use, please contact your Altcraft administrator or Altcraft support specialists.

If you want to launch a campaign right after its creation, toggle the option “Start the campaign right now” at the bottom part of the page.

Automation scenarios

Automation scenarios

Description

Scenarios are sequences of actions used for marketing workflow automation. Scenarios can be convenient to control your customers' loyalty and their actions during the certain time periods. You can also use them to make your marketing processes interactive and thus engaging. Welcome sequences, abandoned carts, reactivation, cross-sales and many other mechanics can be easily automated using scenarios.

Scenarios can be launched:

- **Individually for each customer after a certain event, same as a trigger campaign.**
- **On schedule for a segment of customers, same as a regular campaign.**

In this section

Managing scenarios

Managing scenarios

INFO

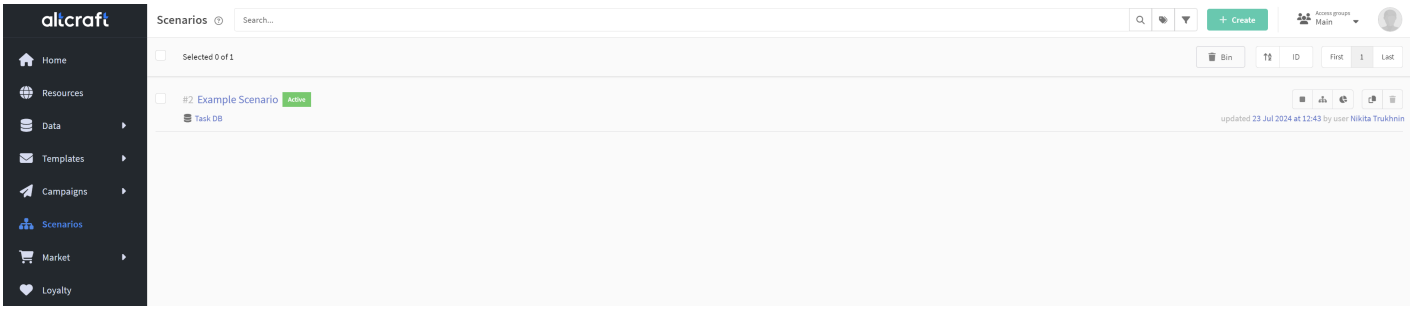
Elements (steps) of the scenario are described in a separate article.

INFO

Automation scenarios can be managed via API. Information is available at this link.

Scenario management

To start working with customer interaction scenarios, select Scenarios from the main menu. The list that opens displays brief information on existing scenarios, their activity statuses, and the number of profiles that are currently in the scenarios.



You can use the context menu to:

— activate the scenario.

— stop the scenario. If there are still profiles in the scenario at the moment of stopping, they can be saved. At the next scenario activation they will “wake up” and continue to go through the scenario from the element where they stopped.

— send profiles from the dynamic segment to the scenario (the segment must use the same profile database as the scenario).

— clone the scenario.

— move the scenario to the trash (available only for inactive scenarios).

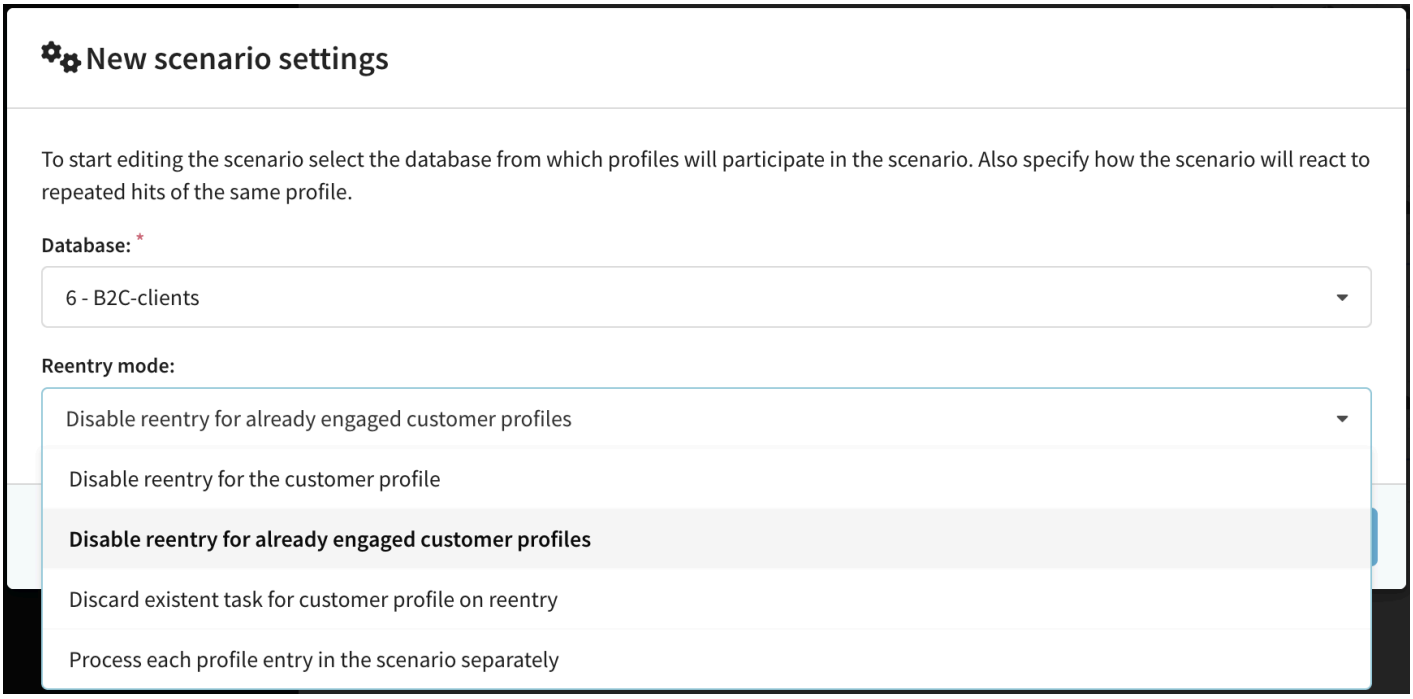
— go to the scenario report.

Getting started with the scenario

To add a new scenario, click + Create at the top of the page.

Pre-setting

In the scenario pre-configuration window that opens, specify the database that will be captured in the scenario, and re-entry mode (they can be changed). Then press the “Continue” button. You can change these settings later.



Reentry mode defines the behavior of the scenario when repeatedly capturing a client profile. Select one of the modes:

- **Disable reentry for the customer profile — in this case, the profile can only enter the scenario once, and even if it leaves it, it cannot enter it again. Never.**
- **Disable reentry for already engaged customer profiles — If the profile is currently already in the scenario, it cannot enter it again, but as soon as it exits, it can.**
- **Discard existent task for customer profile on reentry — if a client profile is recaptured by the scenario, its current task in the scenario will be immediately terminated and replaced by a new one. A task is an individual process of going through a scenario by an individual profile. All data associated with the current job (`apicontent`, etc.) will be deleted. The profile will start going through the scenario from the beginning, under the new task in the scenario.**
- **Process each profile entry in the scenario separately — no matter how many times the profile is present in the scenario, it will be captured again when the capture condition is met. Both captures will be processed completely.**

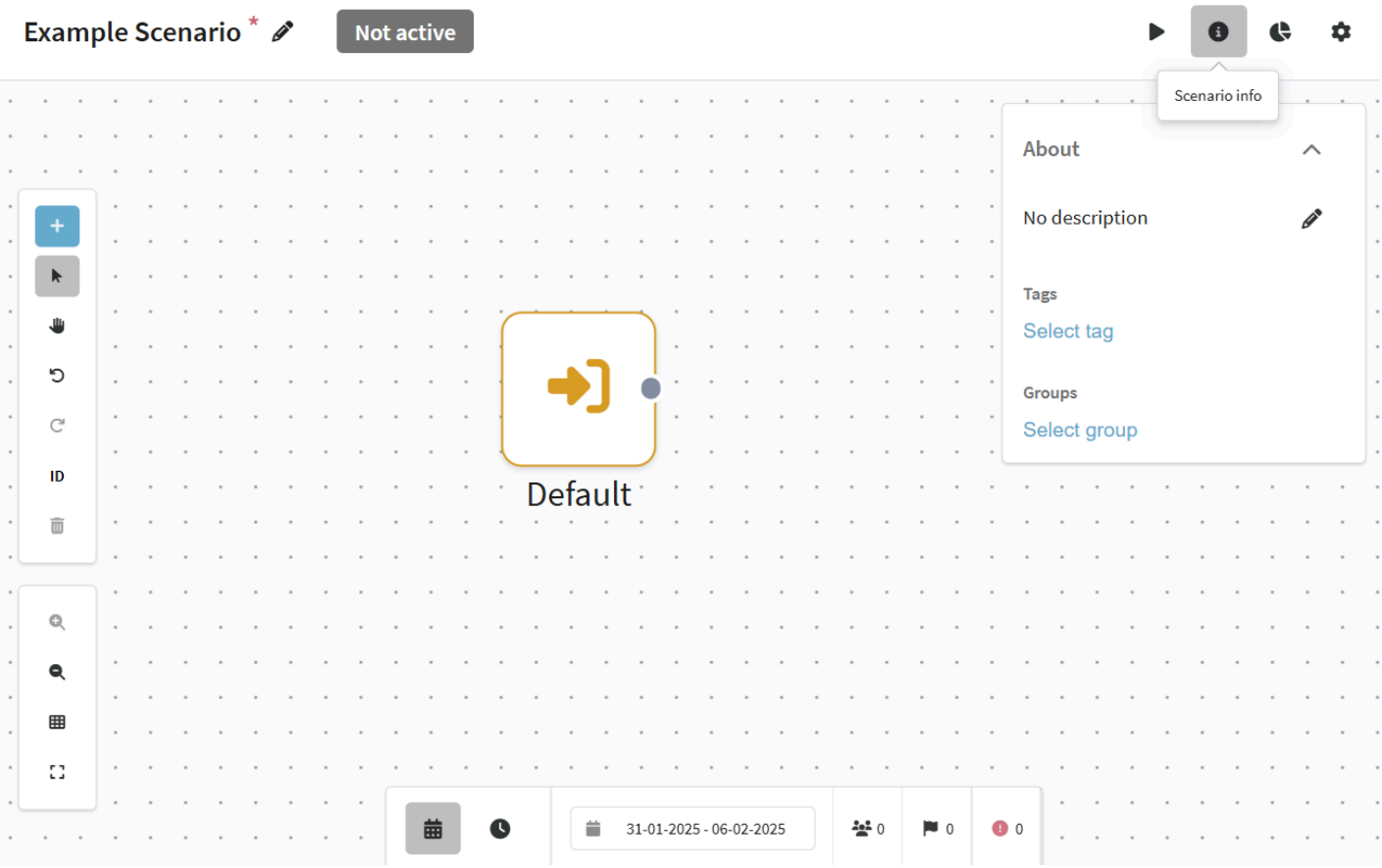
General settings

You will be taken to the editor. In the top panel, enter the name of the scenario. In the “About” section you can add a description, attach tags or attributes for quick search and assign groups for access.

To display or hide the “About” section, use the



button on the toolbar:



If you want to change the base of profiles in the scenario or choose a different re-entry mode, then on the top panel click



and edit the settings. The “Clear all profiles” option is also available in the same window - it allows you to remove the profiles that are currently there from the scenario.

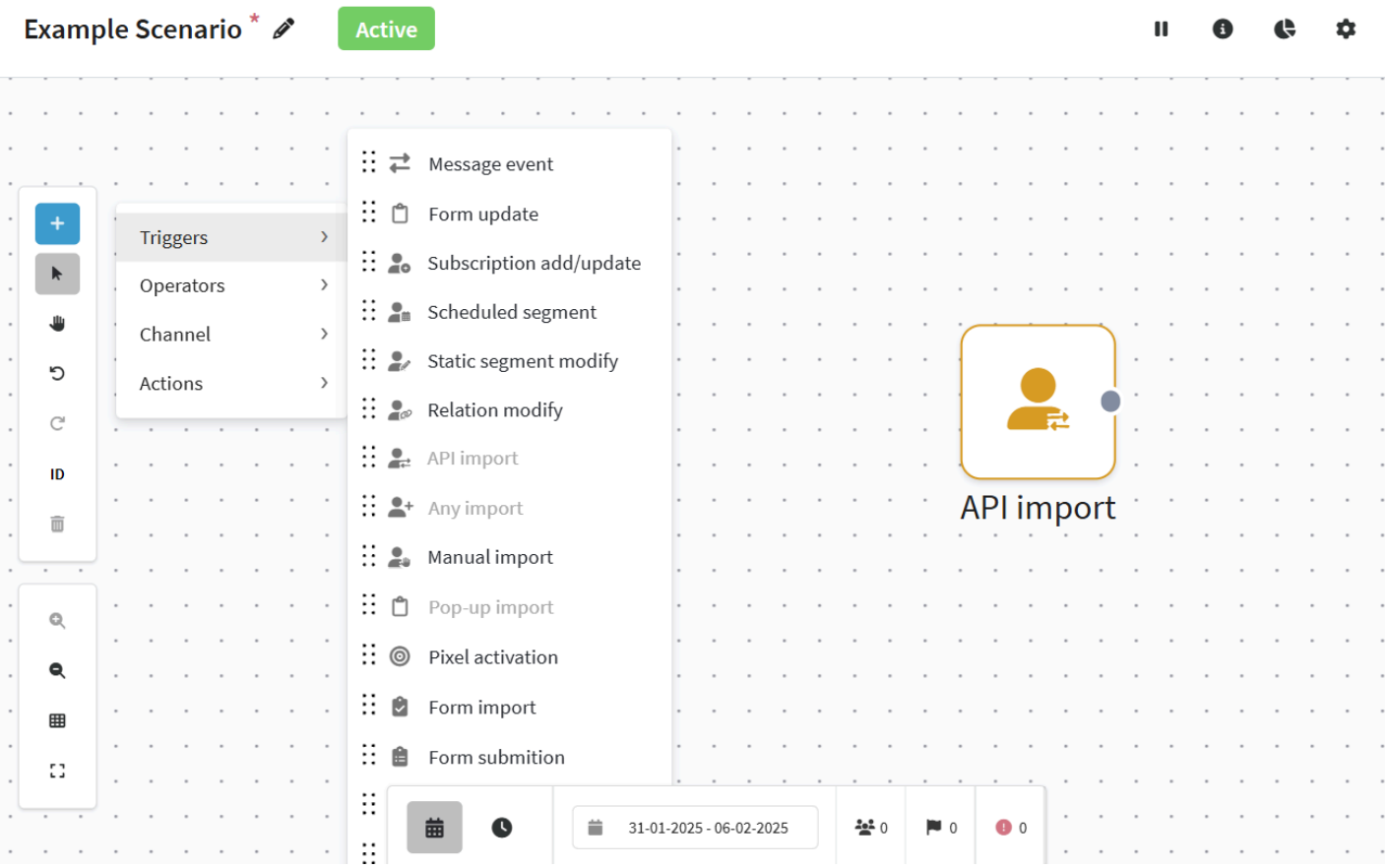


If any required attribute is enabled for scenarios, you must select its value right away.

Configuring the capture of profiles to the scenario

The conditions for a profile to get into the scenario are determined by a trigger. A Trigger is a start element that starts the scenario. You can configure up to 10 triggers in one scenario.

To add a trigger, click “+ Element” and select the desired item from the “Triggers” category:



TIP

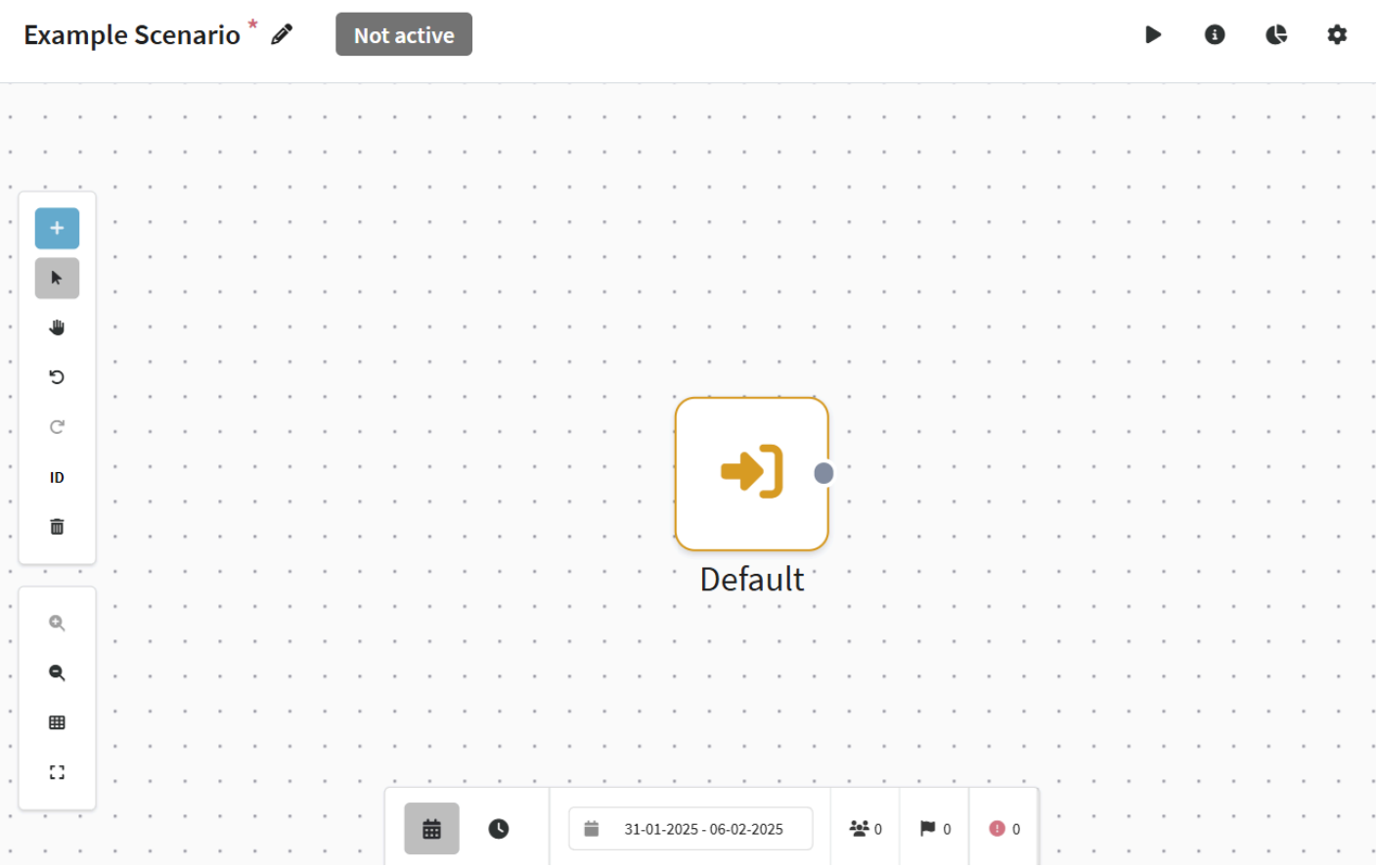
Detailed information on each trigger can be found in [this article](#).

CAUTION

In order to save your scenario, you need to associate all start elements with any element.

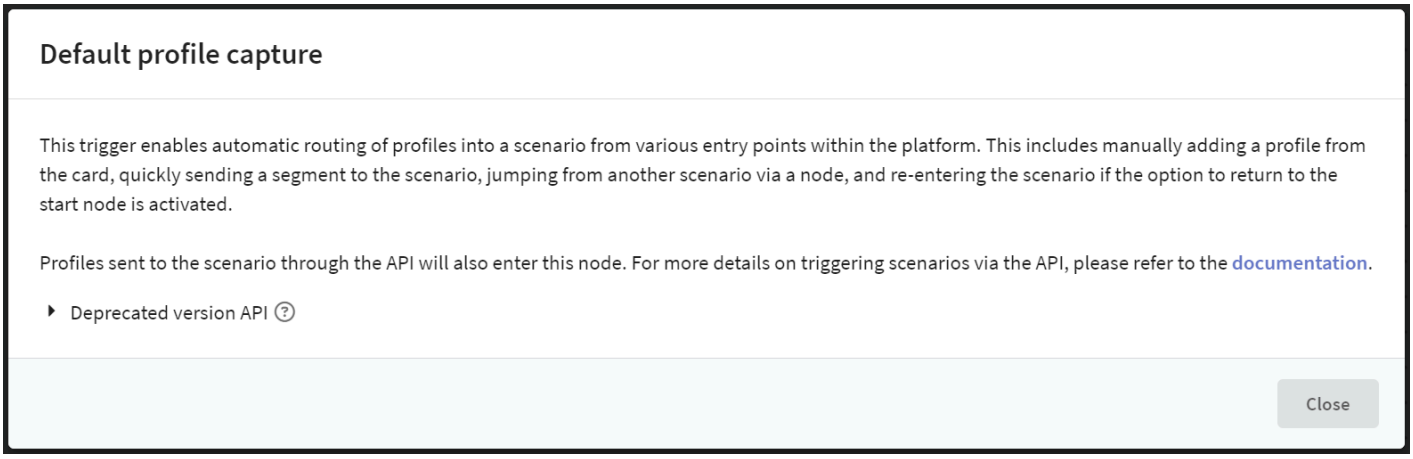
Default profile capture

Any scenario has an element “Default profile capture”. This element is a built-in feature of the scenario and can’t be removed. Double click on it to read the description.

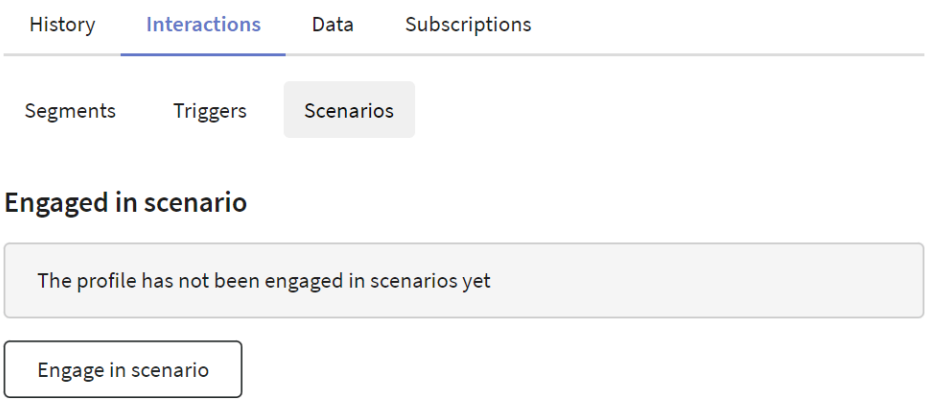


With the “Default” element, profiles can enter the scenario from different points in the platform:

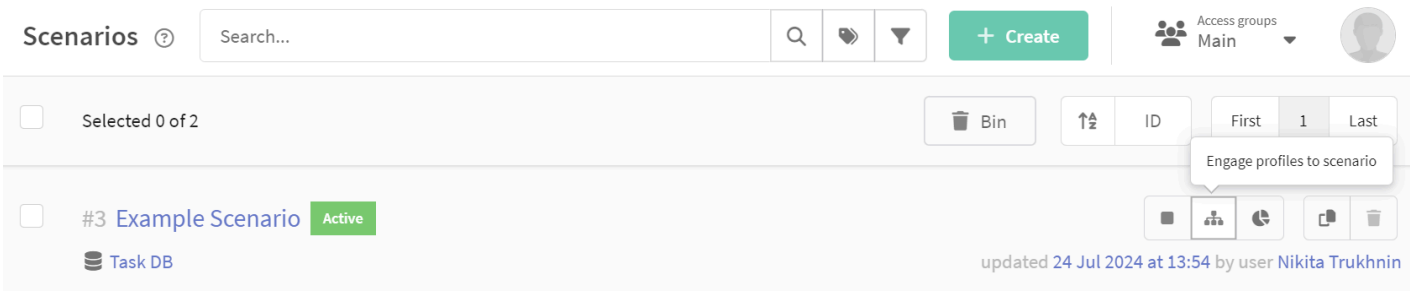
1. When sending a profile to the scenario via API. When the scenario is saved, the item window will display a URL that can be used to run it. However, it is recommended to use a newer version of the API. See documentation for more information.



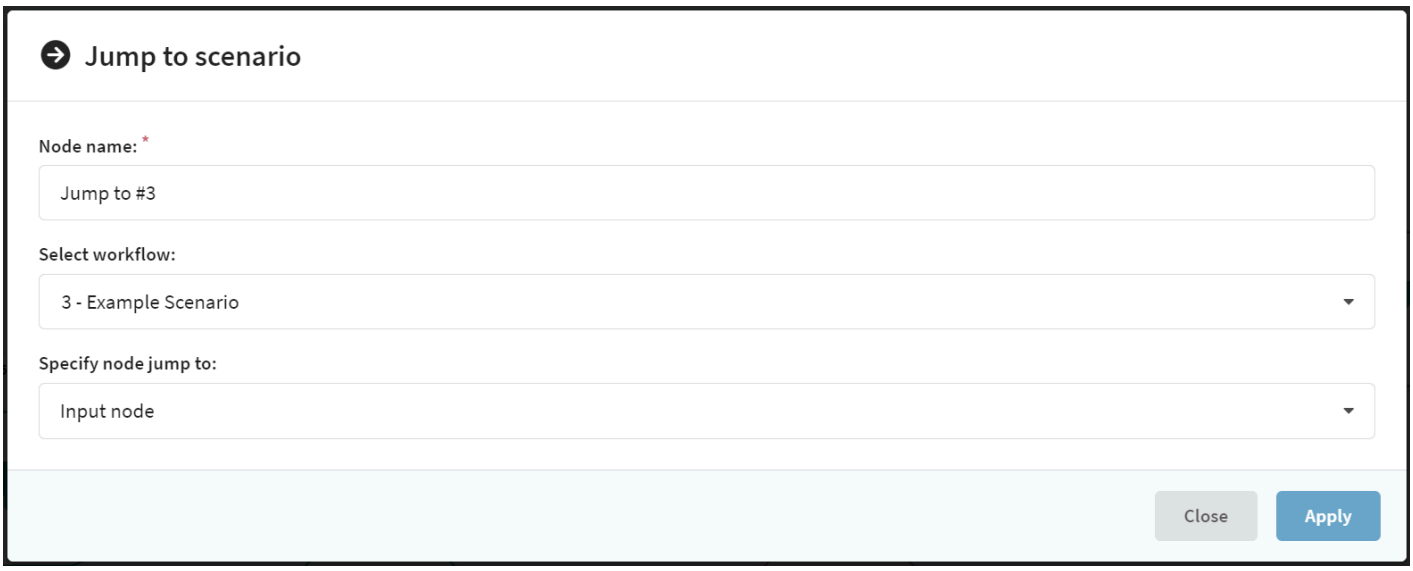
2. When adding a profile to a scenario manually:



3. When quickly sending a segment to a scenario:



4. Via the [“jump to scenario” node]() from another scenario:

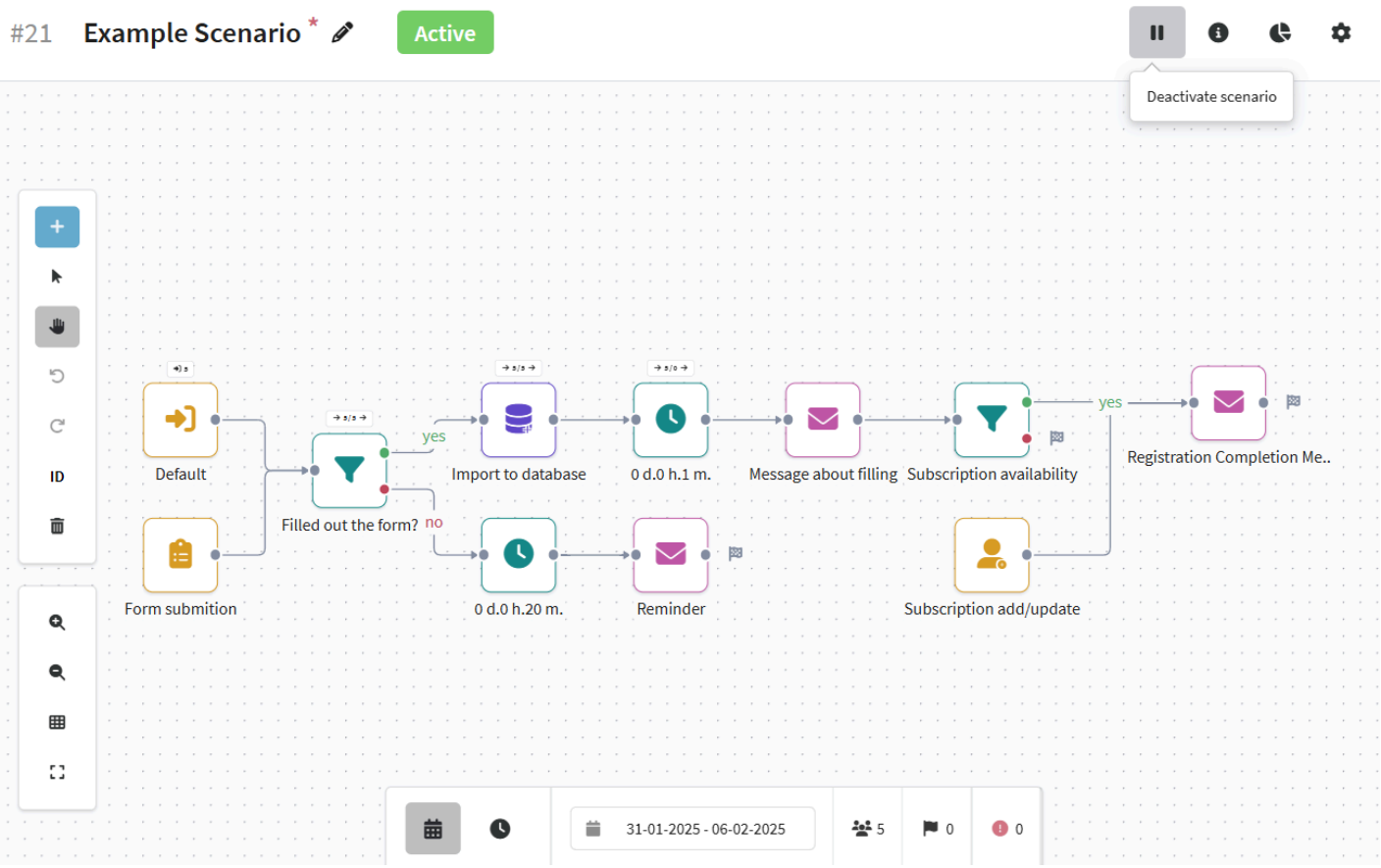


Activating and deactivating a scenario

To activate the scenario, click



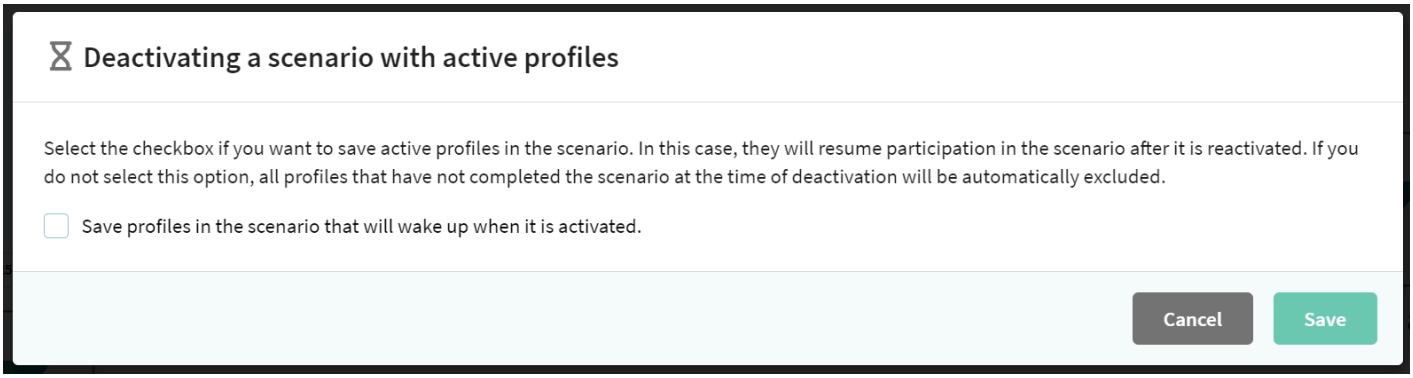
and then save it. Once activated, the scenario will start capturing profiles according to the specified conditions.



To stop the scenario, click

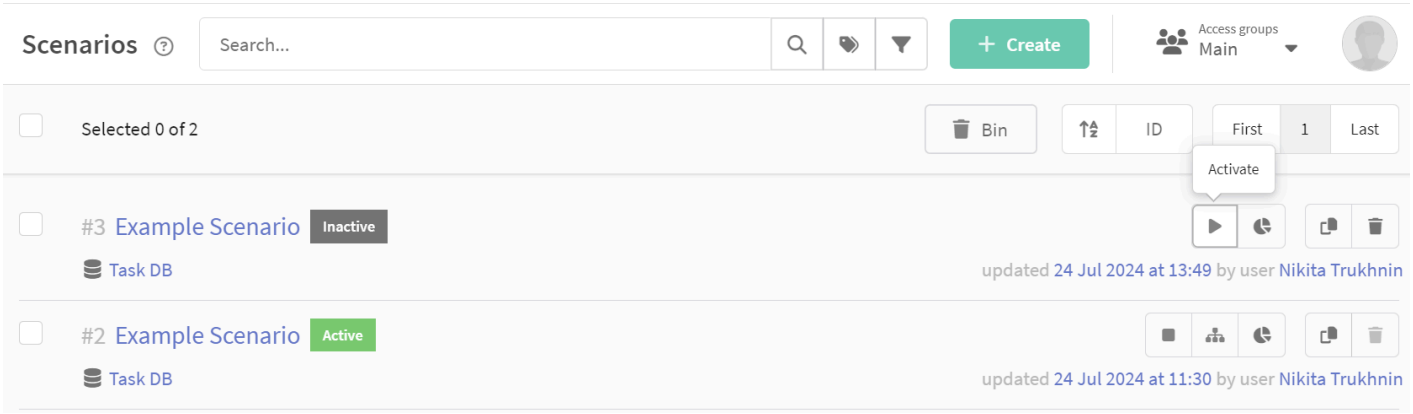


and save it. If there are profiles in the scenario at the moment of deactivation, you will see a warning window:



By default, after deactivating a scenario, all profiles will exit it. To avoid this, enable the setting “Keep profiles in the scenario that will wake up when the scenario is activated”. In this case all profiles in the scenario will be frozen, and after reactivation of the scenario they will continue to follow it.

You can also activate and deactivate a scenario from the general list:

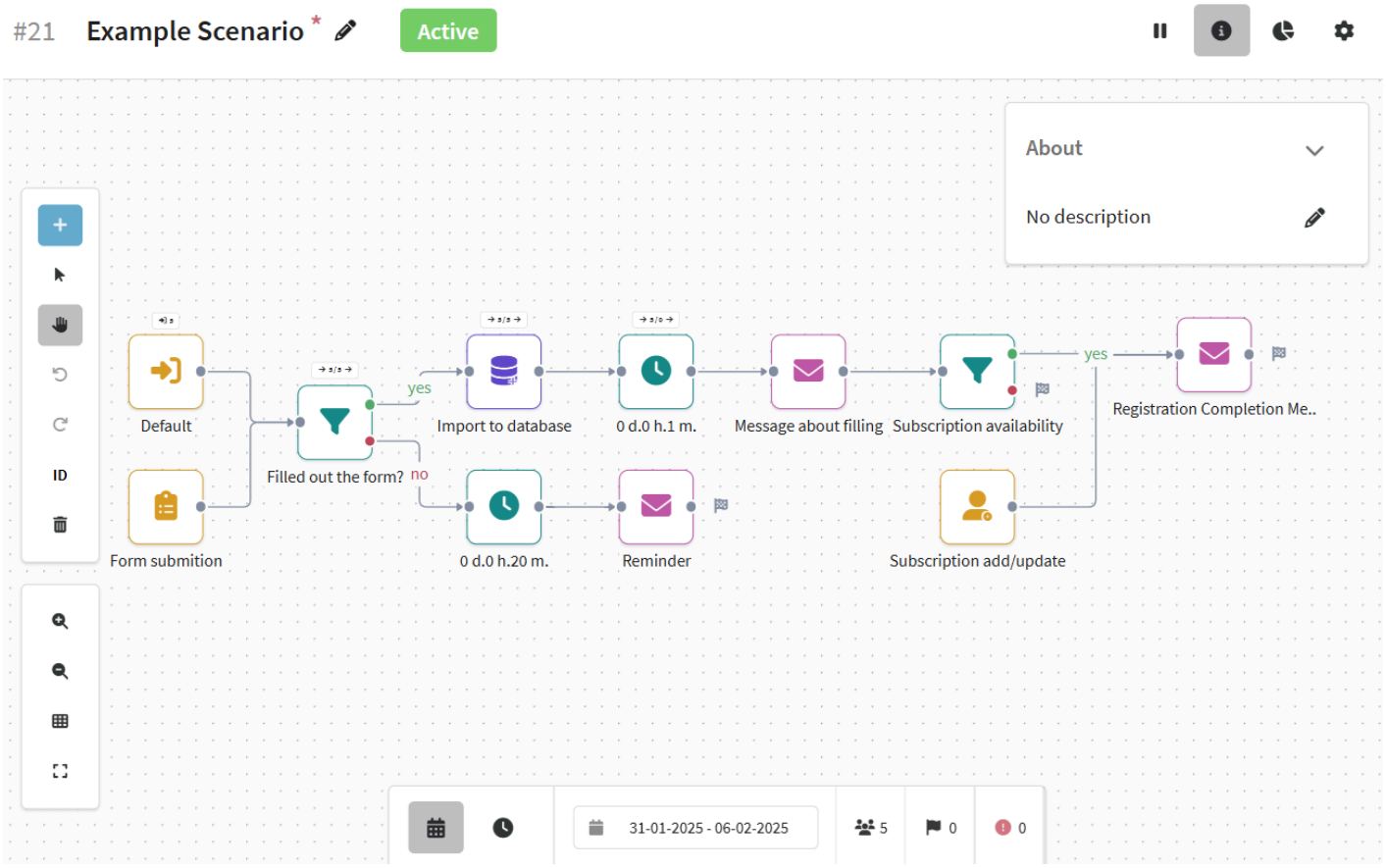


Scenario analytics

You can analyze the effectiveness of your scenarios directly in the scenario editor, and you can see detailed statistics on the campaigns used in the chain in the [channel report].

Client Scenario Completion Statistics

The statistics panel is located at the bottom of the editor. This panel contains information about completion of the scenario by profiles.



Viewing statistics is available in two modes:

— period statistics

— real time statistics

period statistics

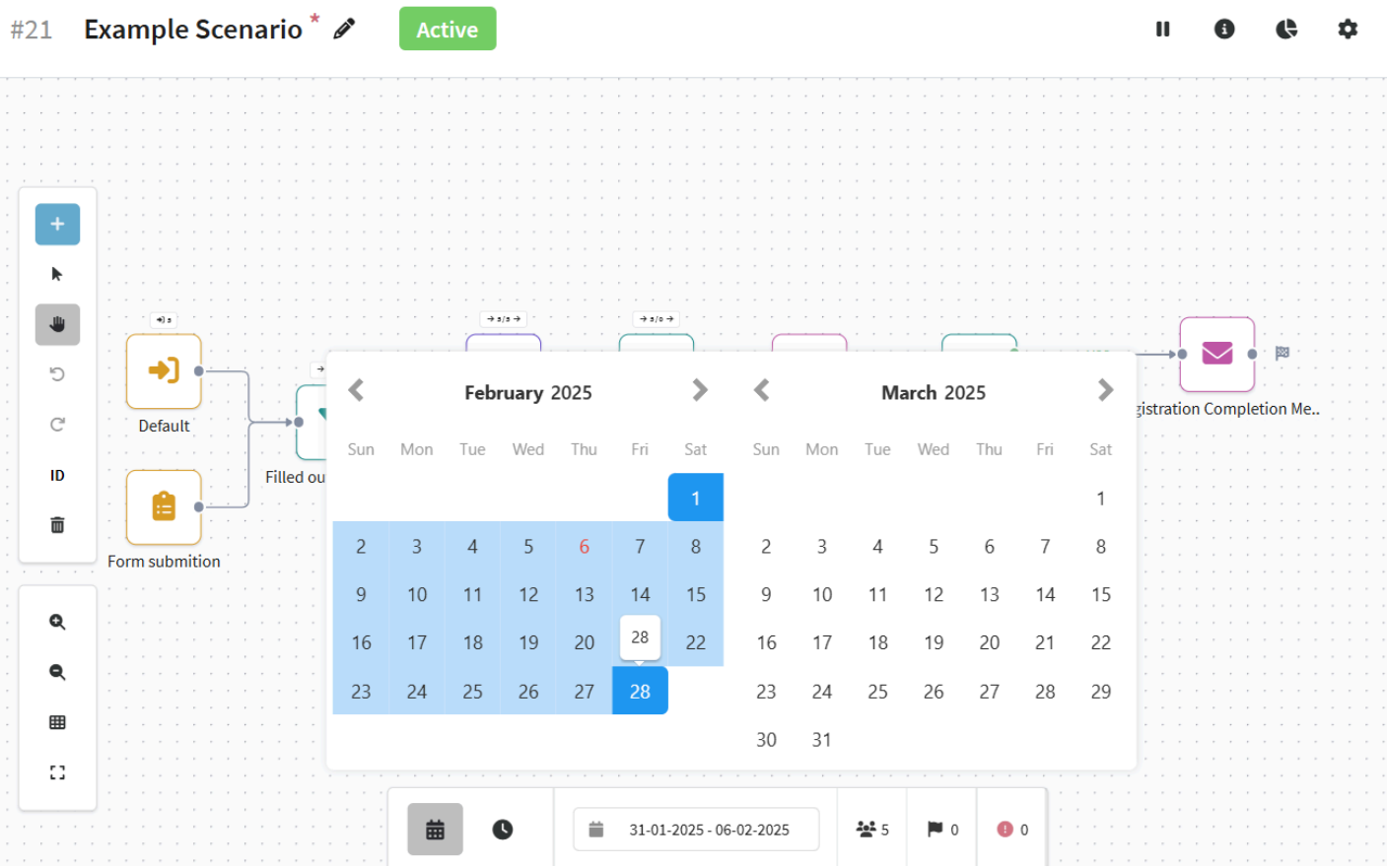
Here you can view scenario data for a specific time period:

— total number of profiles included in the scenario.

— number of profiles that have completed the scenario.

— errors that occurred during the scenario process.

By default, the panel displays data for the last 7 days. To change the period, enter the desired dates manually or select them from the calendar:



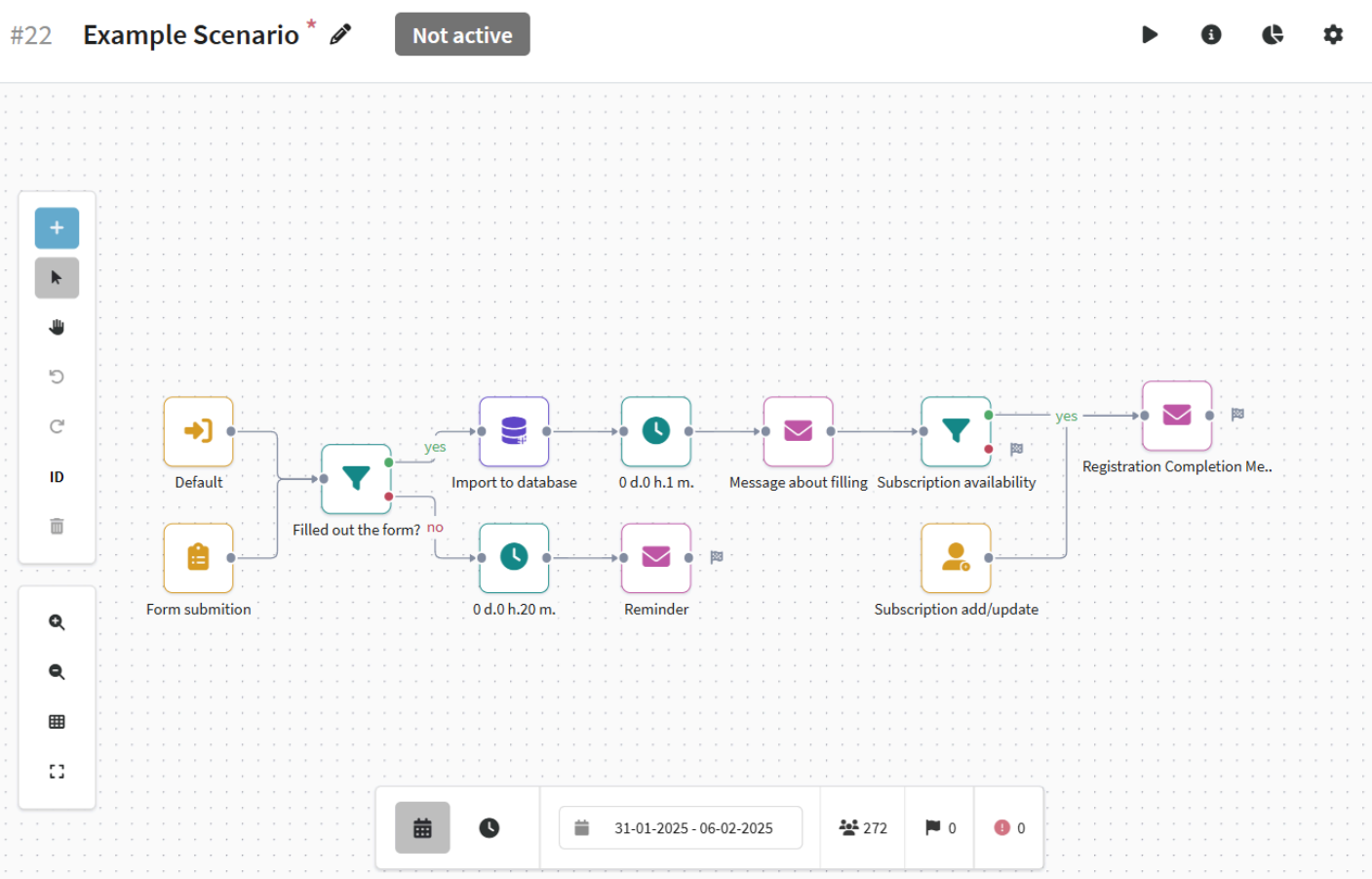
Also above each scenario element it is shown how many profiles entered the element and how many exited.

> **TIP**
>
> **To find out on which element the profile left the scenario, open the profile card, go to the Interactions → Scenarios tab and hover over the “Exit” stat. The item ID will be displayed:**

Real-time statistics

Here you can get information about the profiles that are currently in the scenario.

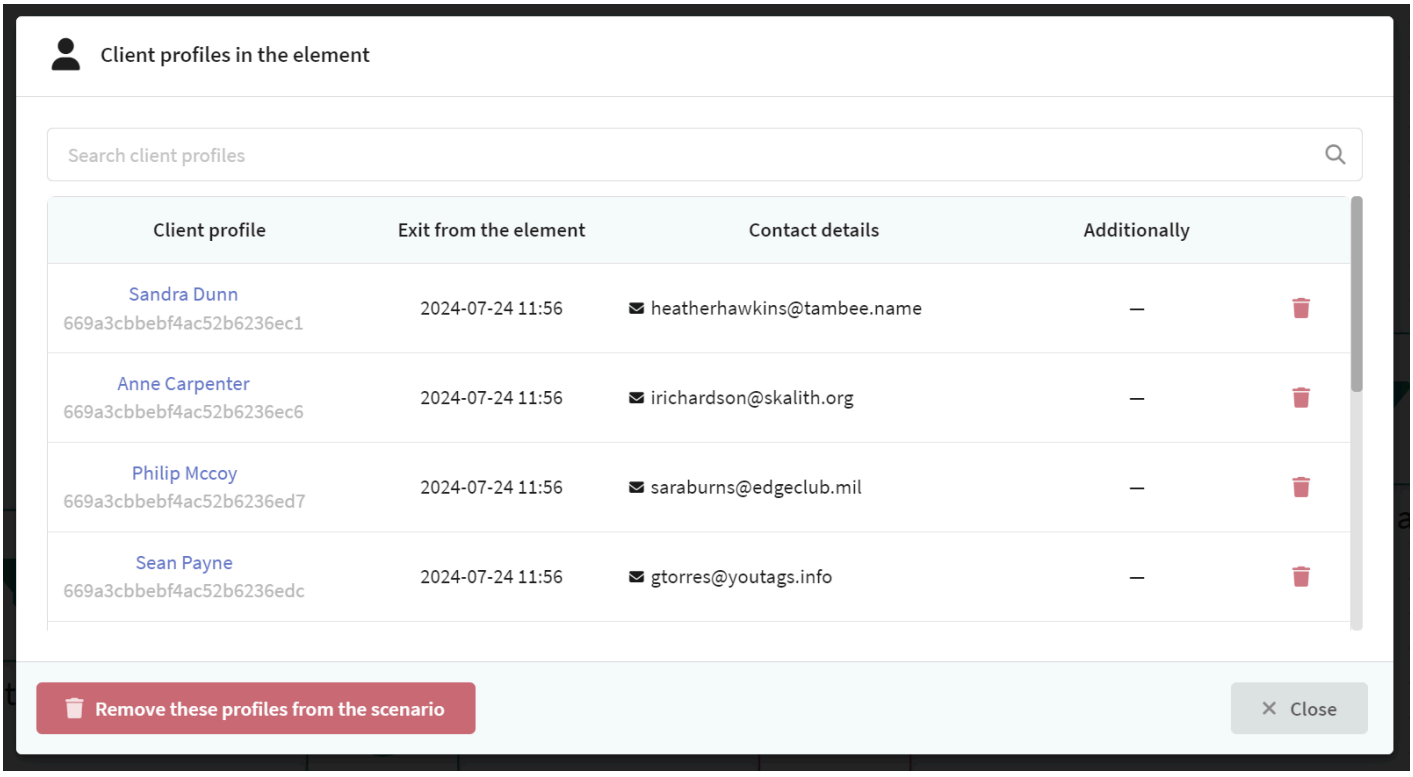
— the number of profiles that have entered the scenario but have not yet completed it.



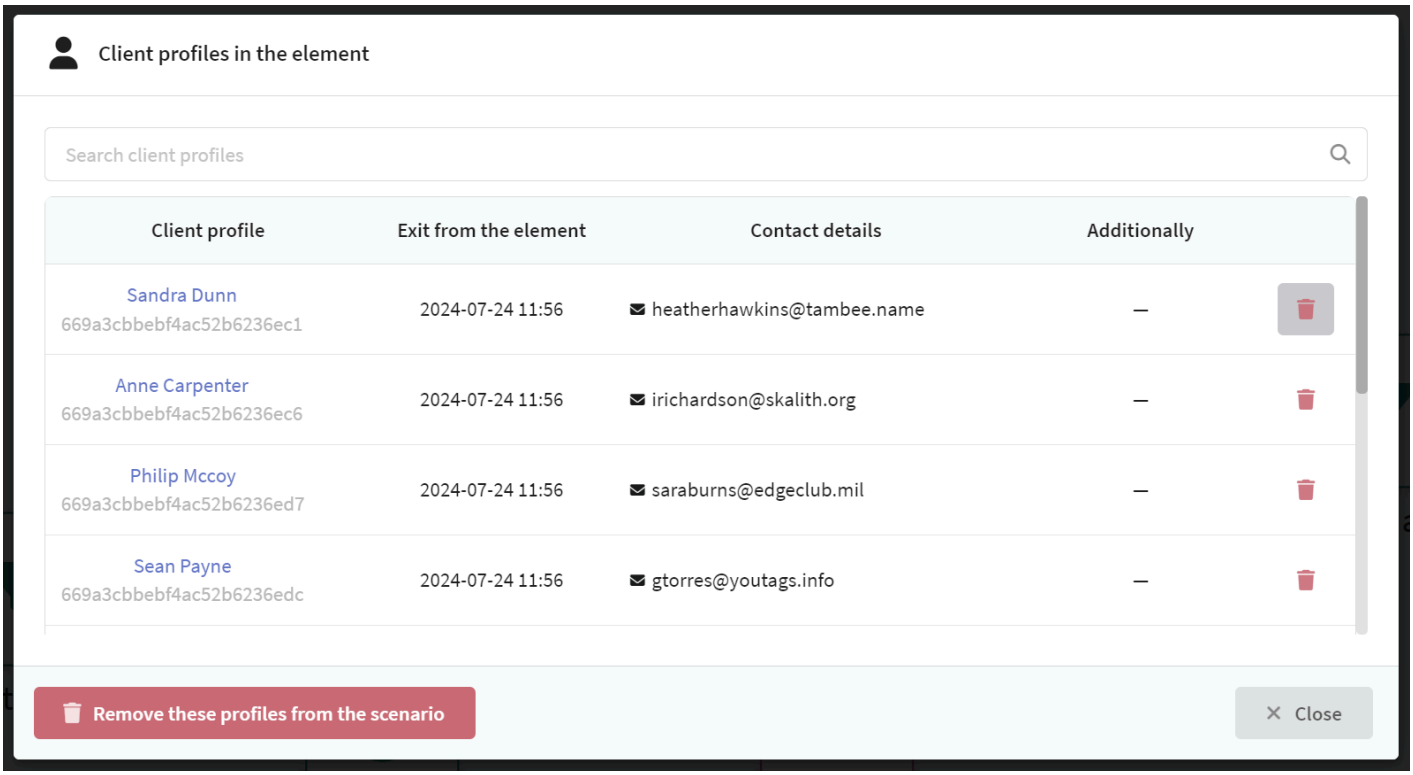
If there are profiles in the scenario at the moment, you will see a number above the element that contains them. The number shows the number of profiles in the element. There can be several such elements. In most cases, they are waiting elements (Pause, Best Delivery Time or Delayed Condition).

To find out information about the profiles in the element, click on this number. A modal window opens where you can:

- **go to the client's profile in the database;**
- **find out the exact time when the profile will leave the element;**
- **download a file with API content, if the corresponding parameter was passed in the [API-request].**



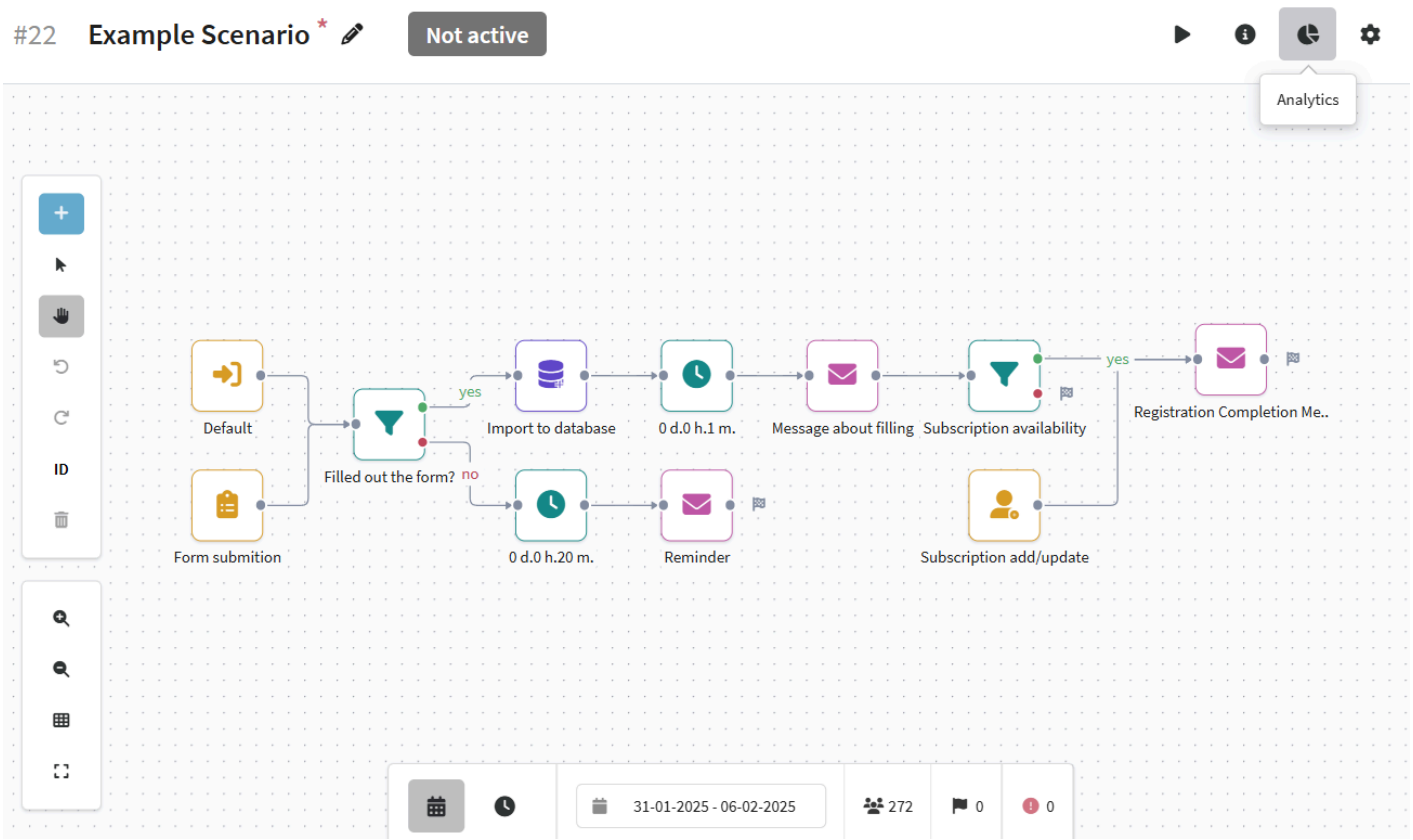
It is also available to delete profiles from the scenario. If you want to delete a specific profile from the scenario, click on the trash can icon next to its name:



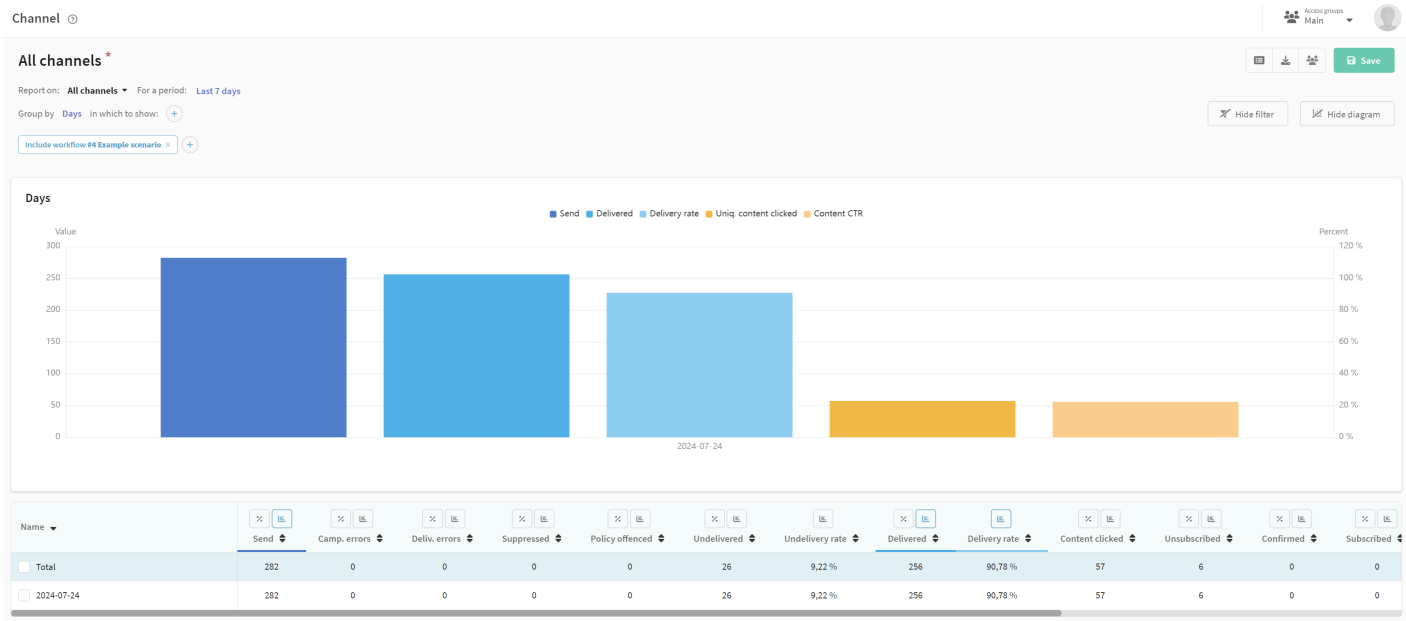
To remove from the scenario all profiles that are currently in this element, click “Remove these profiles from the scenario”.

Campaign analytics in the scenario

To view a report of the campaigns that the scenario runs, open [Analytics]:



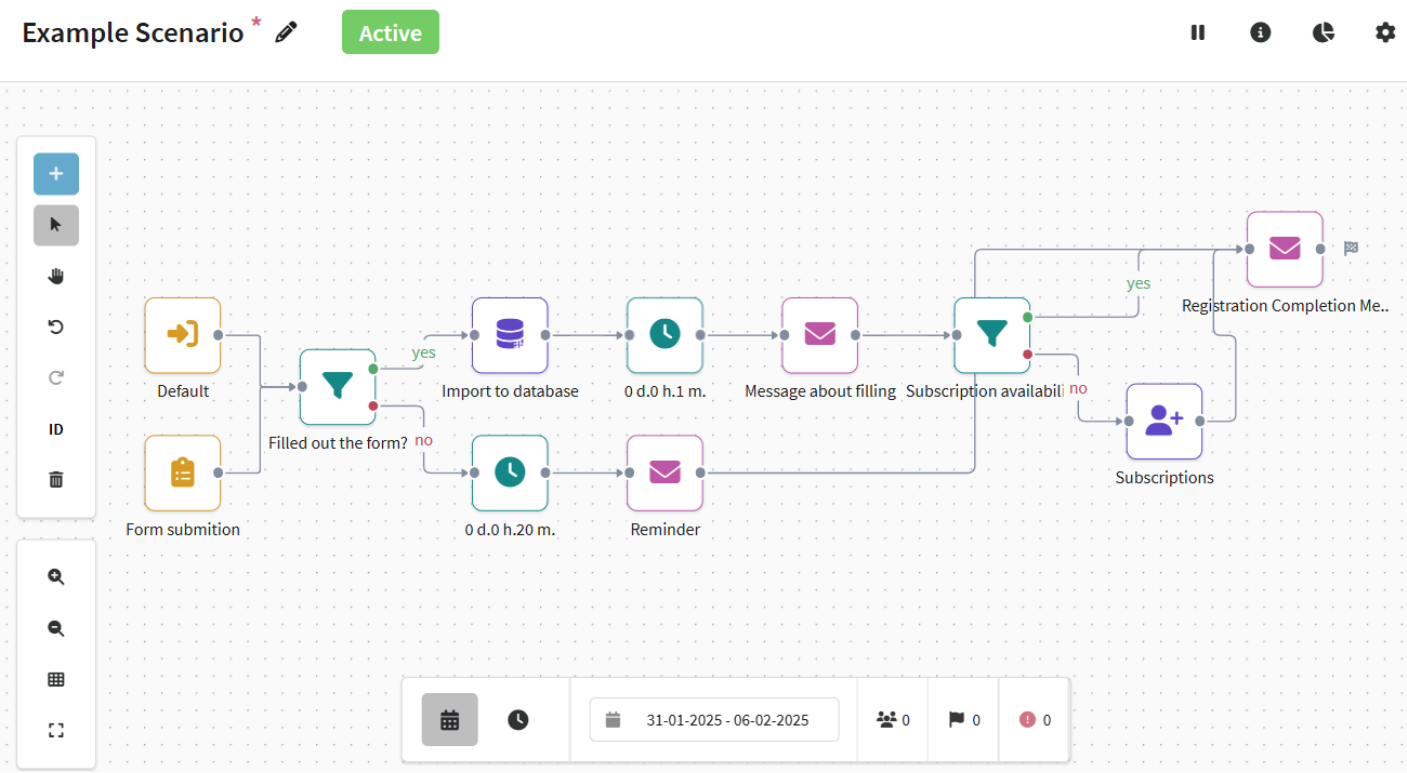
Use groupings and filters to display the data you need. For example, if you want to see the statistics of the campaigns involved in a scenario, you can use this setting:



Name	Send	Camp. errors	Deliv. errors	Suppressed	Policy offenced	Undelivered	Undelivery rate	Delivered	Delivery rate	Content clicked	Unsubscribed	Confirmed	Subscribed
Total	282	0	0	0	0	26	9,22 %	256	90,78 %	57	6	0	0
2024-07-24	282	0	0	0	0	26	9,22 %	256	90,78 %	57	6	0	0

Elements (steps) of the scenario

A scenario consists of elements, or nodes. Each element performs one action and then passes control to the next.

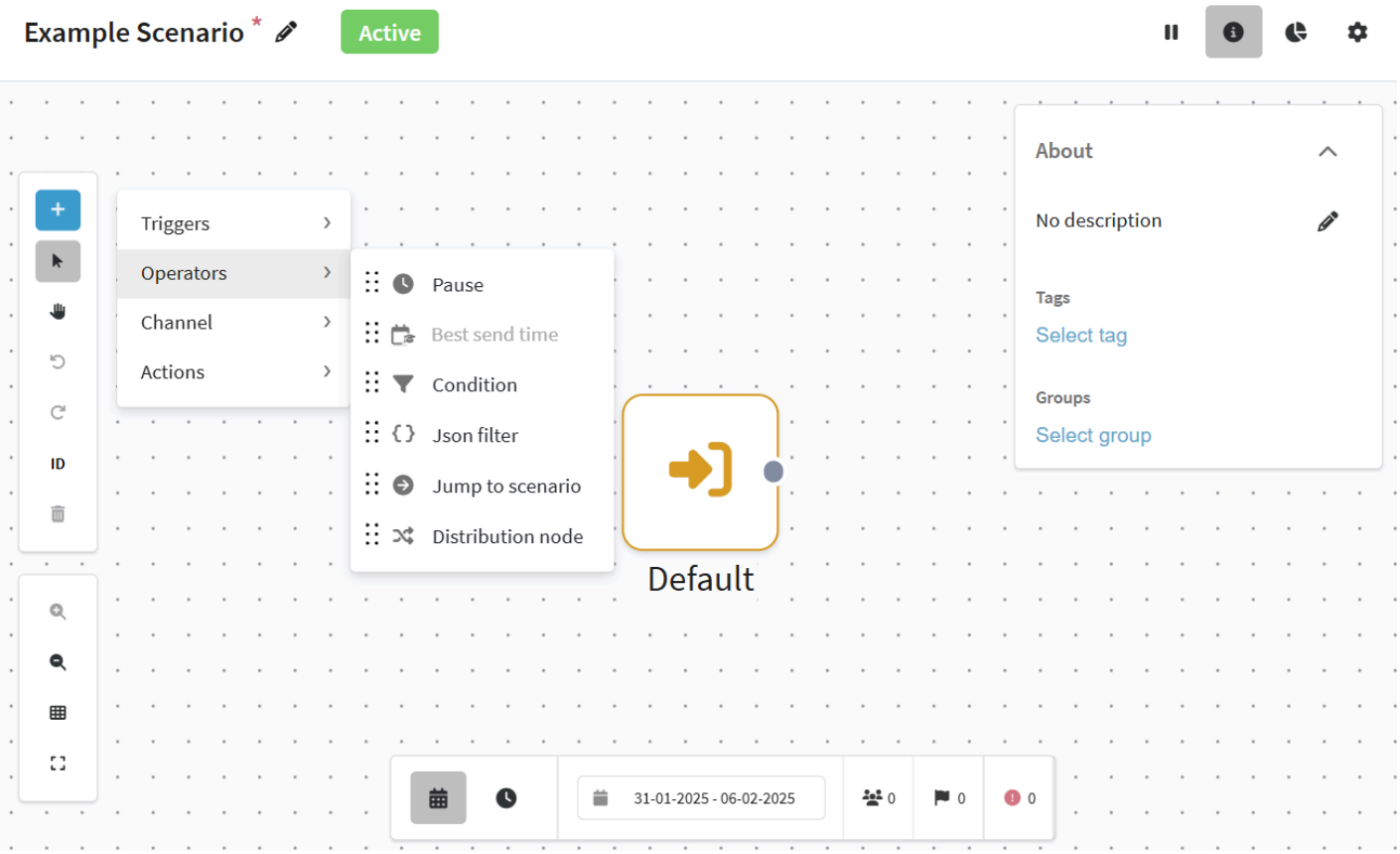


Any scenario must contain at least 2 elements: a starting element and a related element.

Element management

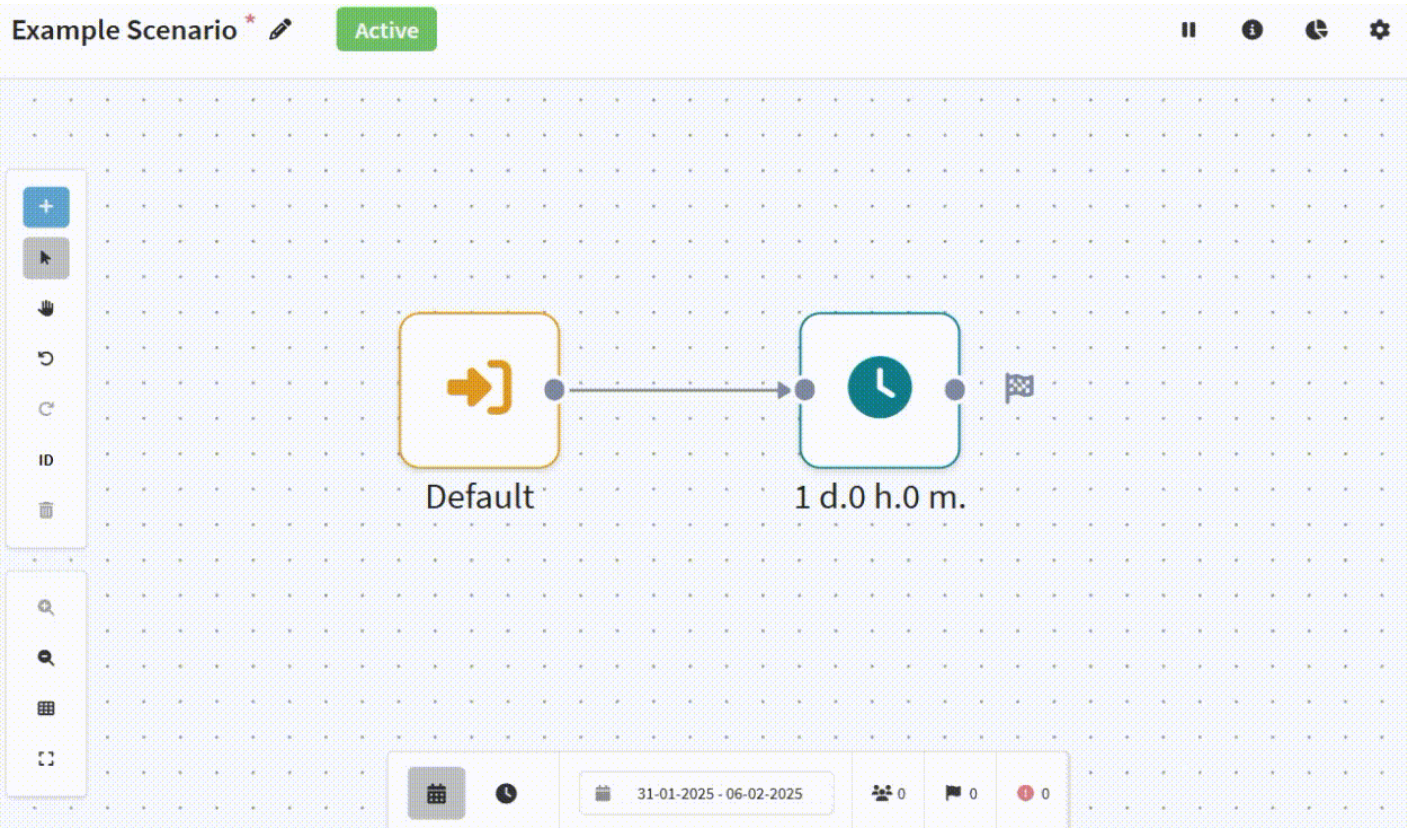
Adding an element

To add an element to the scenario, click the “+ Element” button on the toolbar. In the opened list, click on the required element or drag it to the workspace holding the left mouse button.



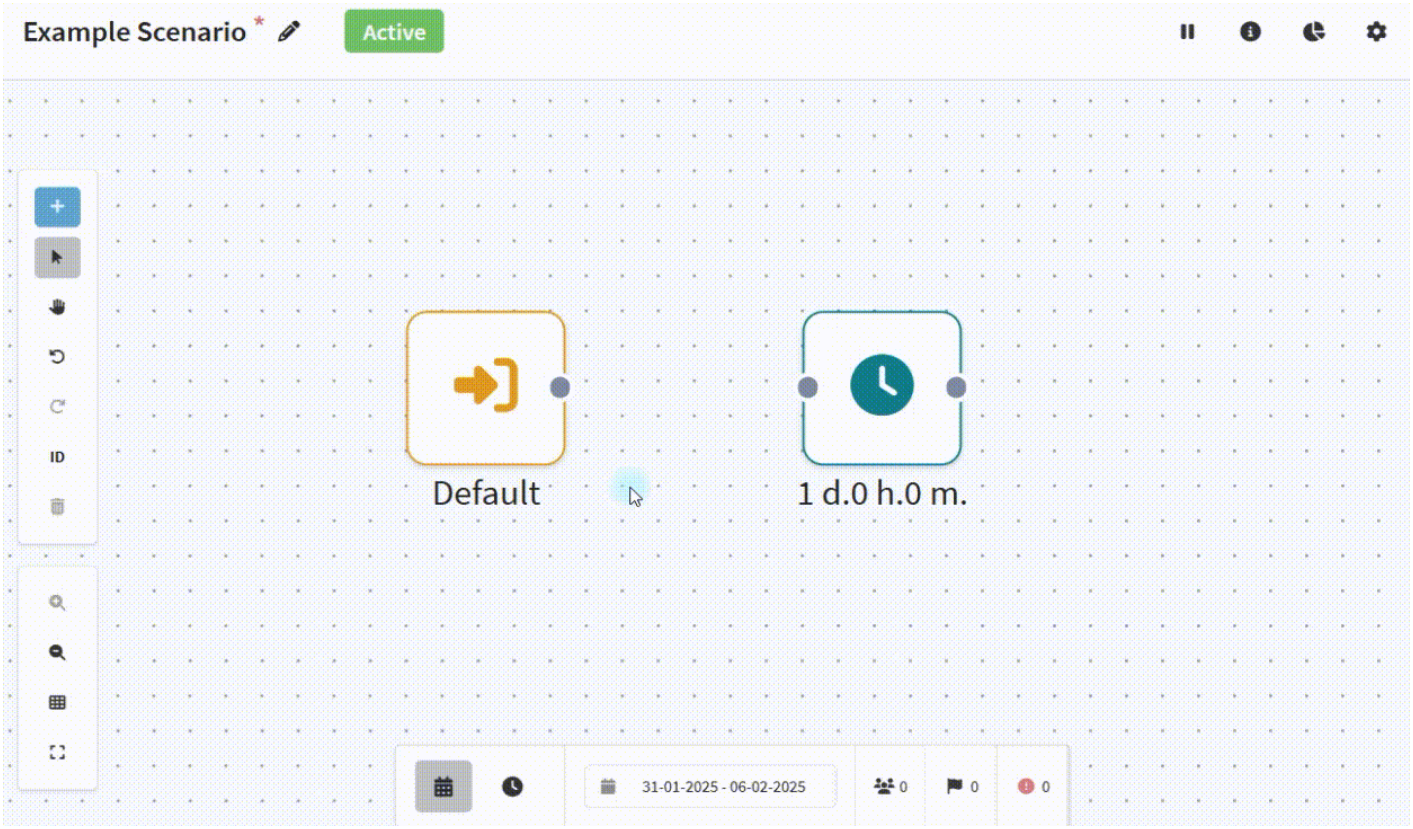
Setting up an element

Settings are set for each element of the scenario. To open the settings window, double-click on the desired element. To save the settings, click “Apply”.

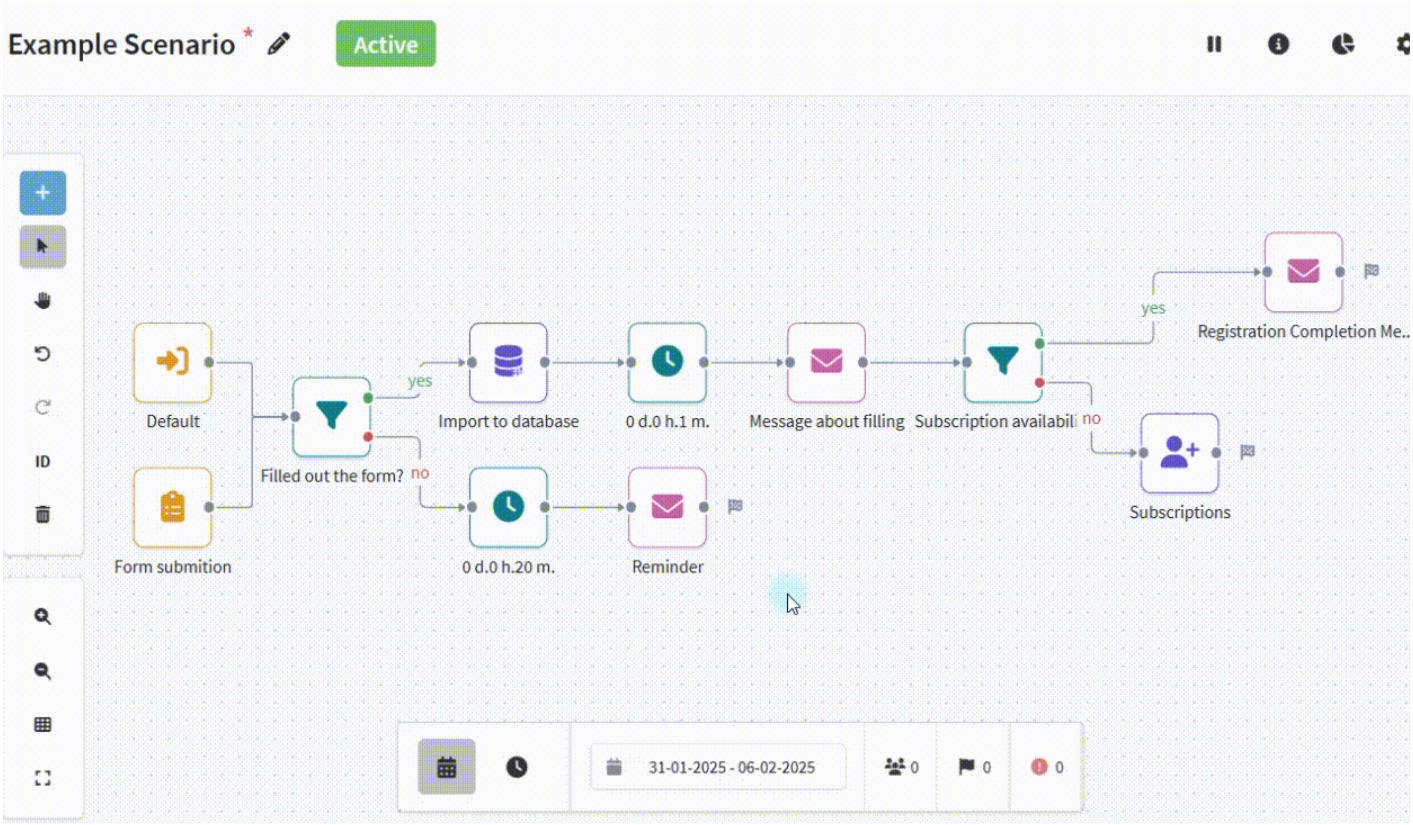


Adding a link between elements

Transition of a profile from one scenario element to another is defined using links. To link one element to another, draw a link between the elements:

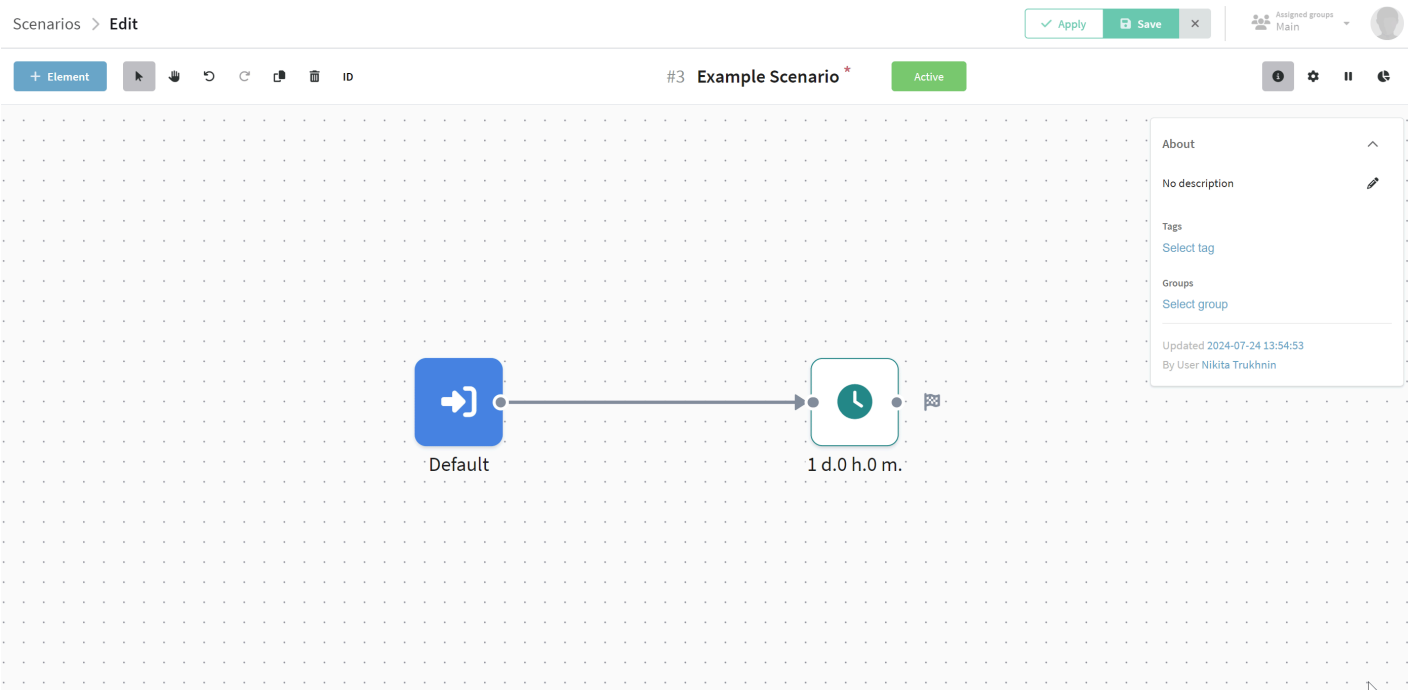


Elements can be linked not only sequentially. With the help of links it is possible to organize multiple passing of one and the same scenario section by a profile or switching to an alternative sequence of actions:

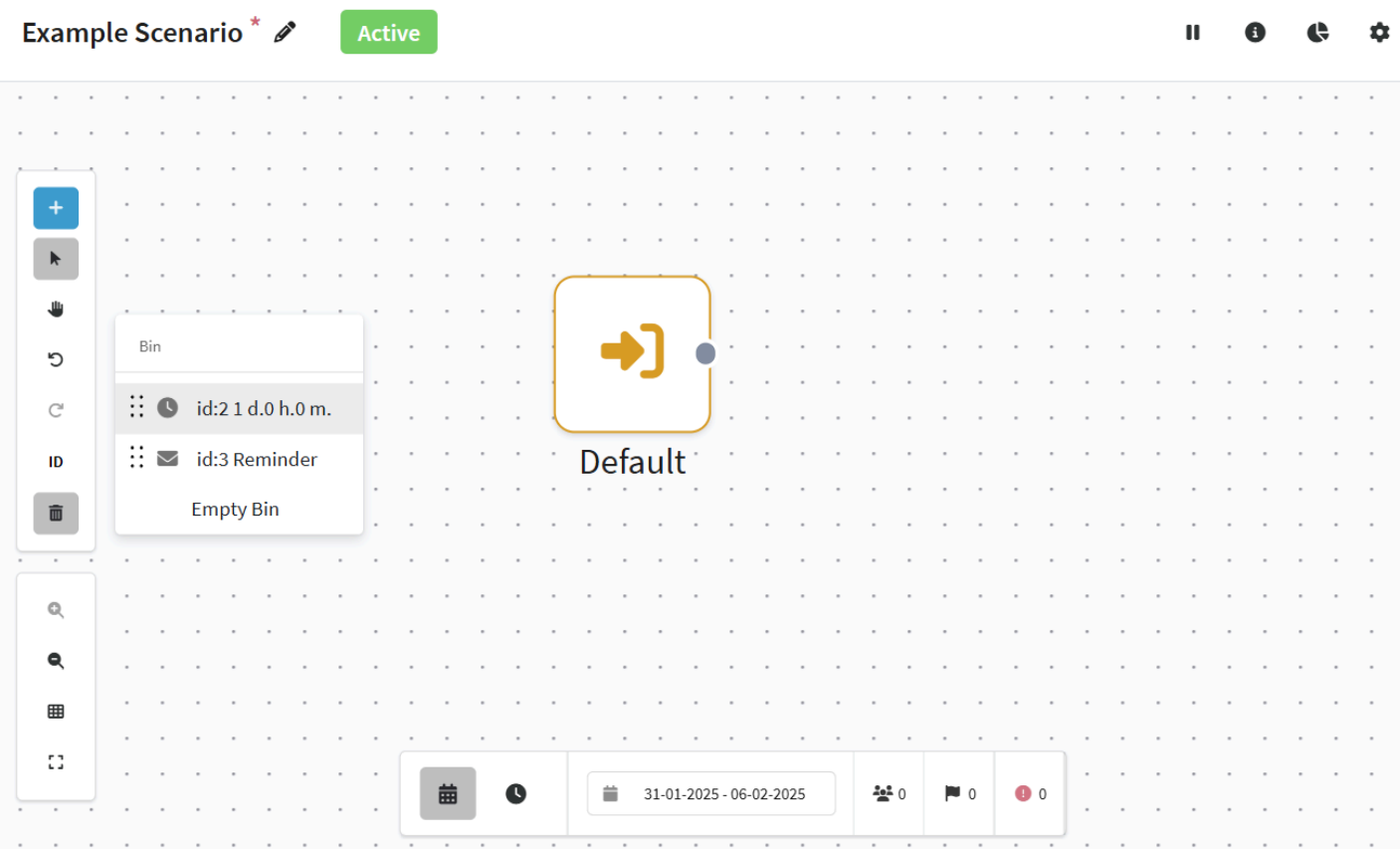


Deleting an element

To delete an element or a link between elements, select an object by clicking on it, and then click the trash can icon or `Delete/Backspace`. It is possible to delete multiple elements, including links between them.



If you have deleted an element from the scenario, you can restore it. To do this, click the “Bin” button in the lower left corner. A list with all deleted elements will appear. Select the element you want to return to the scenario. After restoring the element, it will retain its previous settings.



You can also irrevocably remove all elements from the bin by clicking the “Empty bin” button.

CAUTION

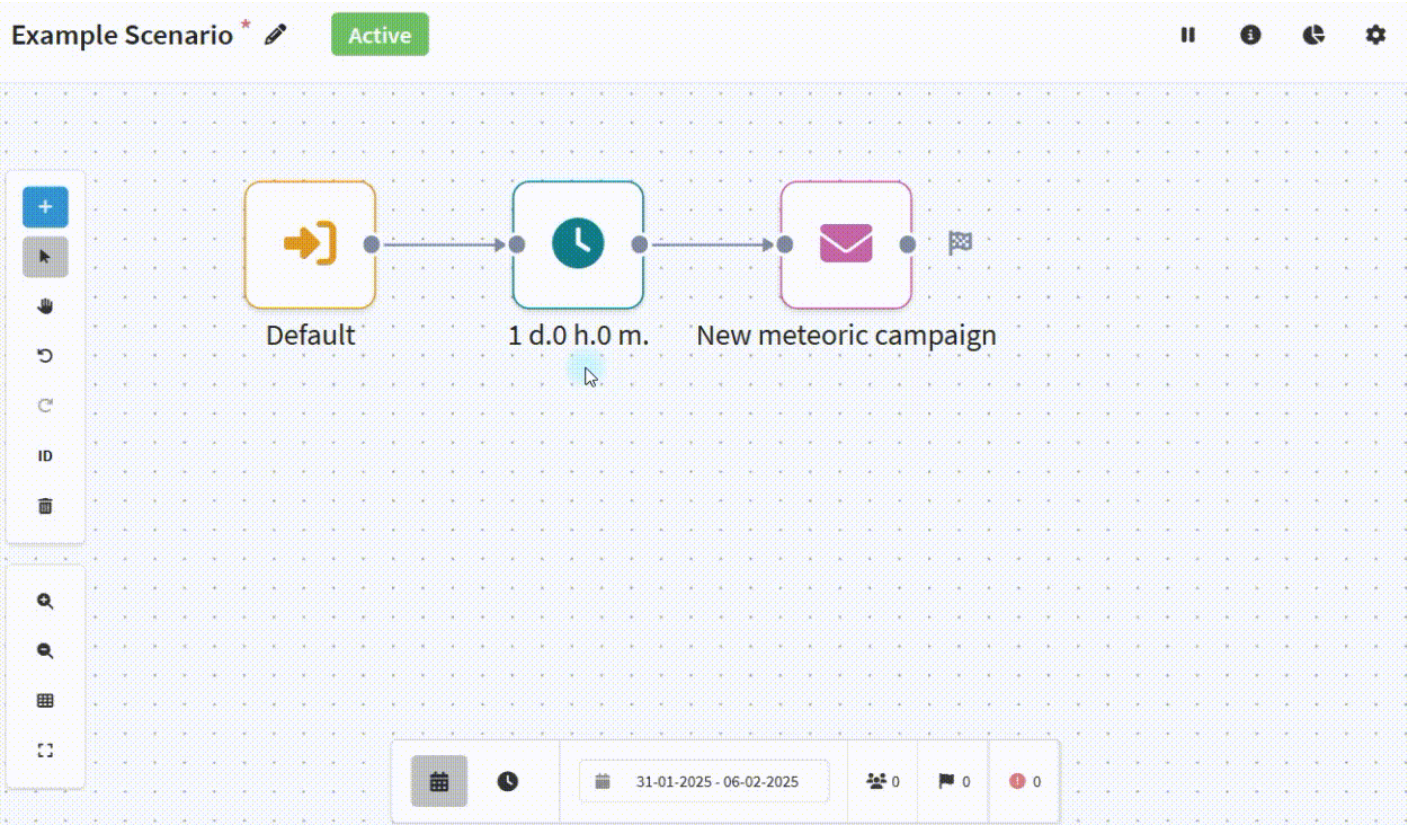
If you remove an element that has profiles, those profiles will be taken out of the scenario. If there are no profiles in the element, they will keep following the updated scenario.

Cloning of an element

To clone an element, select it and left-click



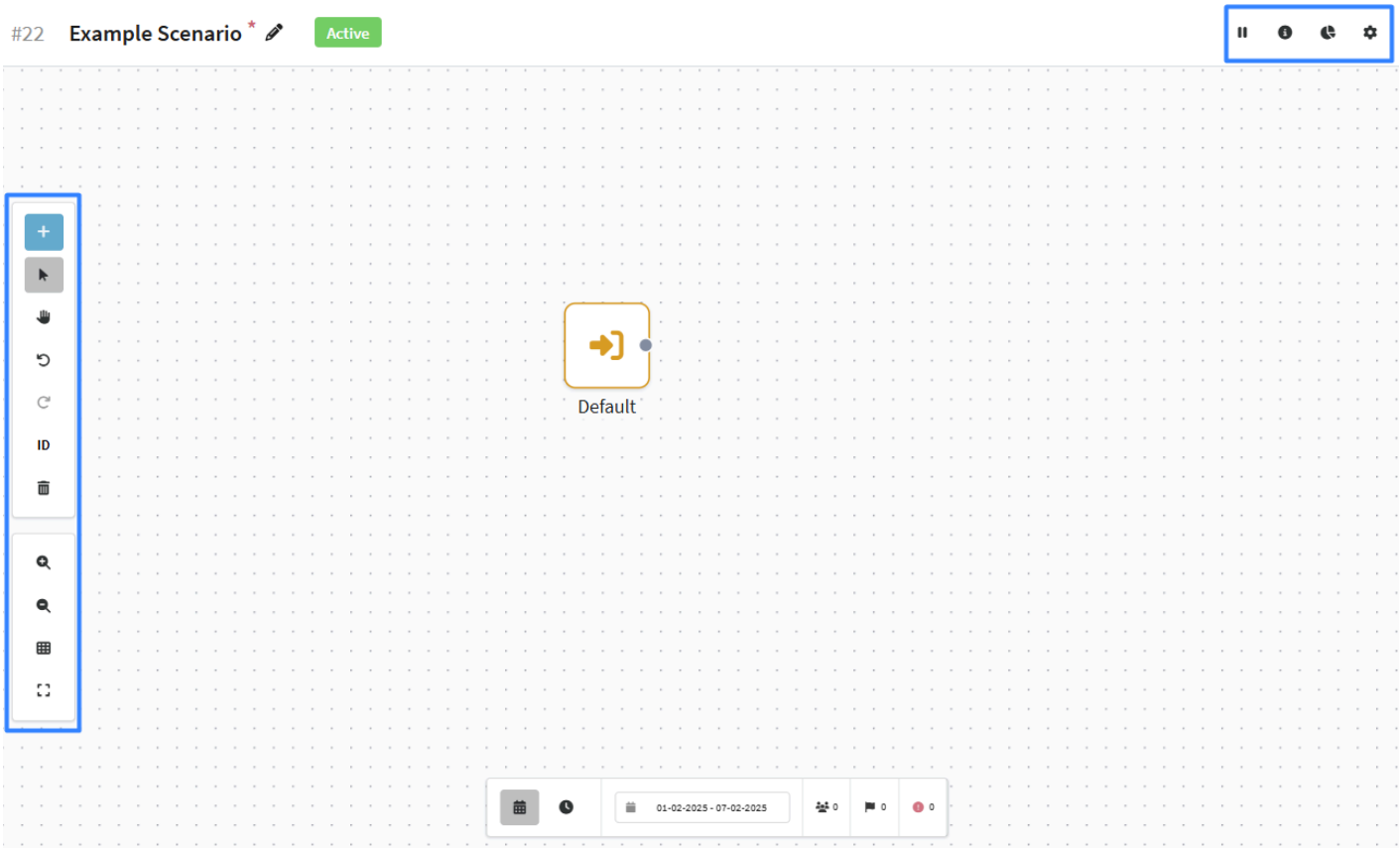
or use the `Ctrl + C` key combination. You can also clone multiple elements, including the links between them.



TIP

To select several elements of the scenario, activate the Select tool. Then hold down the left mouse button and select the area with the desired objects or hold down the `Crtl` key and successively select the desired objects with the left mouse button.

Toolbar



Tools for managing elements

— activate the “Select” tool. It is used to control elements of the scenario: move, connect, select, etc.

— activate the “Hand” tool (Space + drag). It is used to move around the scenario workspace.

— undo the last action (Ctrl + Z).

— revert the last canceled action (Ctrl + Shift + Z).

— open the “Bin”. The “Bin” contains all items deleted from the scenario.

ID

— display the ID of each element instead of the name.

Tools for setting up the scenario

— show scenario information (description, tags and groups for the scenario).

— show scenario settings (mode of profile re-entry into the scenario, etc.).

— to activate the scenario.



— to deactivate the scenario.



— view scenario analytics in a channel report.

Tools for workspace management



— zoom into the workspace (Ctrl +).



— downscale the workspace (Ctrl -).



— apply alignment. The elements are aligned relative to each other within the workspace.



— adjust the view. The scale changes to the optimal scale, allowing you to see all elements within the workspace.

List of elements

All elements of the scenario are divided into four categories:

- Triggers - elements that define the way of capturing a profile into a scenario.
- Operators - elements affecting the profile movement through the scenario.
- Channels - elements, by means of which a message is sent to the profile.
- Actions - elements that trigger a certain action in the platform at the moment of profile entry.

Triggers

A trigger is an element that starts a scenario. You can configure one or several triggers. The maximum number of triggers in one scenario is 10. One type of trigger cannot be used more than once in one scenario.

Default profile capture

	This element is a built-in feature of the scenario and can't be removed. With the "Default" element, profiles can enter the scenario from different points in the platform.

Read More

This element captures profiles after following actions:

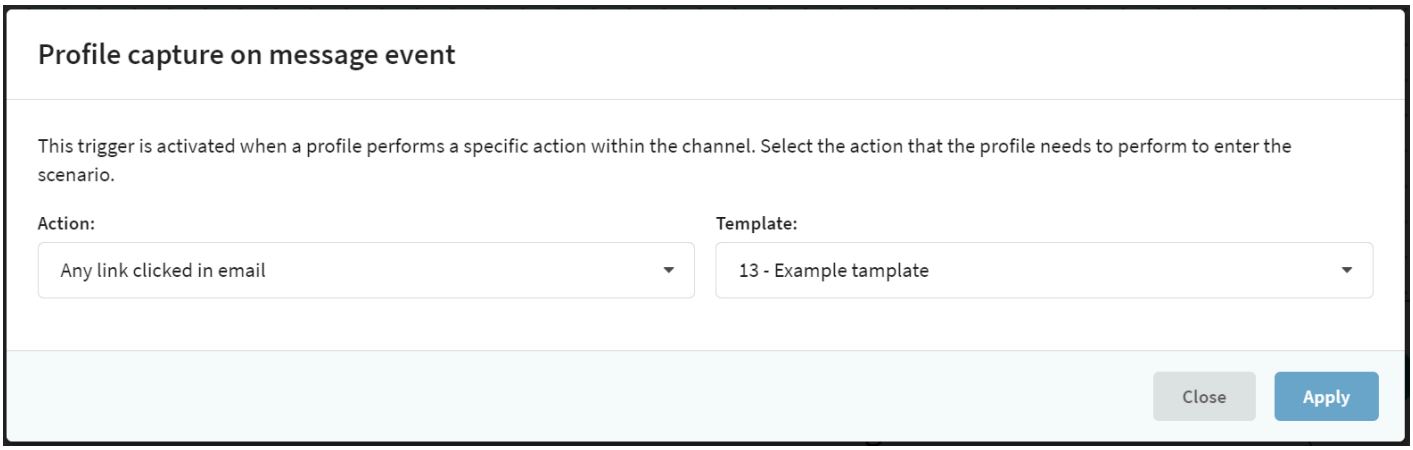
- Sending a profile to the scenario via API. When the scenario is saved, the item window will display a URL that can be used to run it. However, it is recommended to use a newer version of the API. Go to the documentation for more information.
- Adding a profile to a scenario manually.
- Sending a segment to a scenario through quick actions panel.
- Jumping through the element from another scenario.

Action execution

	Activated when the subscriber performs the desired action in the message.

Read More

From the drop-down list, select action in one of the submission channels, and specify the template in which you want to track this action:



Action	Description
Any link clicked in email	**The recipient clicked any link in the selected email template.**
Specific link clicked in email	**The recipient clicked a specific link in the selected email template.**
Email opened	**The tracking pixel recorded the opening of the selected email template.**
Email read	**The tracking pixel recorded that the selected email template was read.**
Email confirmed	**The recipient clicked the subscription confirmation link in the selected email template.**
Any link clicked in SMS	**The platform recorded a click on any link in the selected SMS template.**
Specific link clicked in SMS	**The platform recorded the first click on a specific link in the selected SMS template.**
Push opened	**The platform recorded the opening of the selected push notification. Push notifications are usually opened automatically if allowed by the browser or mobile OS.**
Any link clicked in push	**The recipient clicked any link in the selected push notification template.**
Pop-up opened	**The platform recorded the display of the selected pop-up template to the user.**
Click on pop-up	**The user clicked the selected pop-up template.**
Pop-up closed	**The platform recorded a click on the close button of the selected pop-up template.**
Pop-up custom event	**The platform recorded a custom event from the pop-up.**
Pop-up filling	**The platform recorded the user filling in one or more fields in the selected pop-up template.**
Notify click	**The platform recorded a click on any link in the selected Notify template. The trigger fires on every click and re-enters the profile into the flow unless otherwise configured.**
Notify unique click	**The platform recorded the first click on any link in the selected Notify template.**
Notify specific link click	**The platform recorded the first click on a specific link in the selected Notify template.**
Notify read	**The platform recorded the reading of the selected Notify template.**
WhatsApp*/Viber™/Telegram bot click	**The platform recorded a click on any link in the selected WhatsApp*/Viber™/Telegram bot template.**

WhatsApp*/Viber™/Telegram bot unique click	**The platform recorded the first click on any link in the selected WhatsApp*/Viber™/Telegram bot template.**
WhatsApp*/Viber™/Telegram bot specific link click	**The platform recorded the first click on a specific link in the selected WhatsApp*/Viber™/Telegram bot template.**
WhatsApp*/Viber™/Telegram bot subscription confirmation	**The platform recorded a click on the subscription confirmation link in the selected WhatsApp*/Viber™/Telegram bot template.**

Form update

	The trigger captures the profiles whose data will be updated as a result of filling out the form into the scenario. It is triggered only when updating existing profiles.

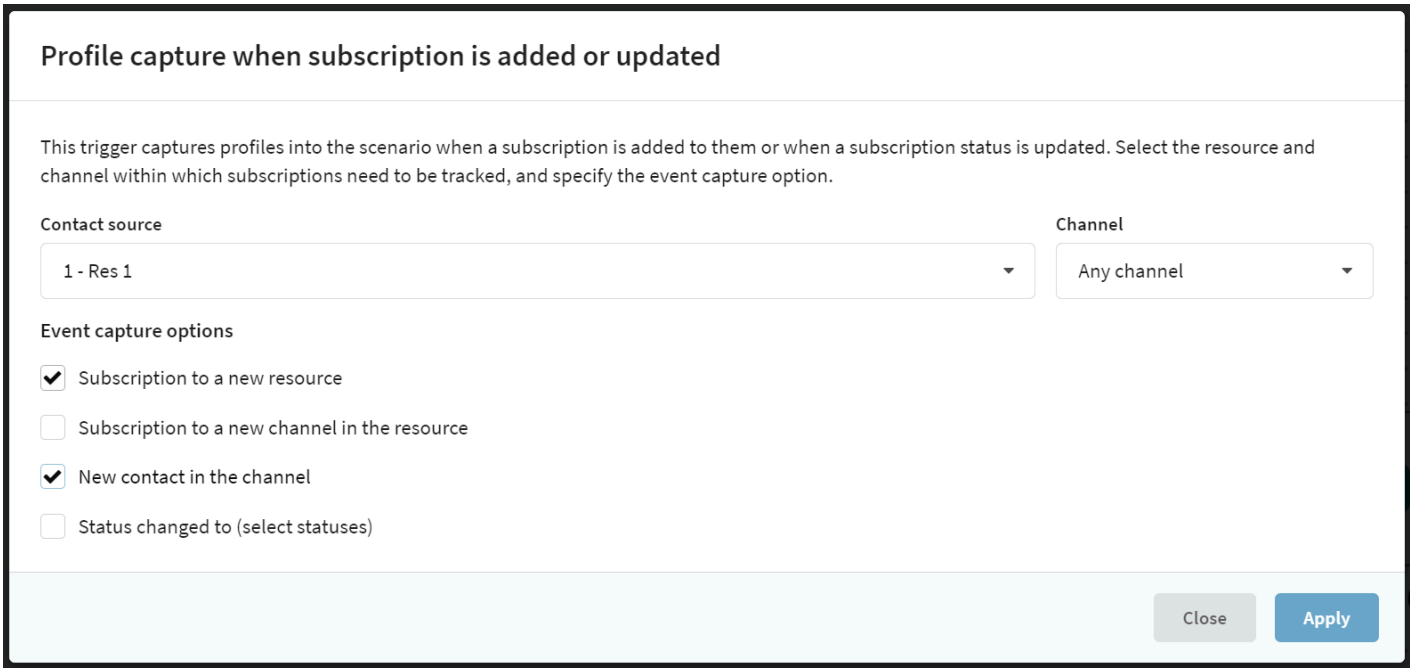
Read more

In the drop-down box, specify the form to which the trigger will be bound:

Subscription add/update

	Trigger is activated when a new subscription is added to a profile or the status of an existing subscription is changed. For the trigger, you can separately specify **Resource and **Channel** for which changes will be tracked. Otherwise, the campaign will expect changes for all channels of the selected resource, for all resources for the selected channel, or for any subscriptions of the profile.**

Read more



- **Subscription to a new resource — condition will work only for the first subscription to the resource specified in the campaign. Adding other subscriptions to the same resource will not activate the scenario.**
- **Subscription to a new channel in the resource — subscription to a new (for the profile) channel in the resource was added. In other words, there was a subscription to email newsletters, now there is also a subscription to SMS or Push.**
- **New contact in the channel — activates the trigger each time a new subscription appears. The first subscription to a channel is also considered a “new contact in the channel”.**

- **Status changed to (select status) — will run when the subscription status changes to those selected from the drop-down menu.**
- **The first three items are selected — the trigger will fire with each new subscription.**
- **All the boxes are unchecked — nothing will happen.**

NOTE

Subscriptions that are added with a status other than “Subscribed” will not be activated by the trigger.

Scheduled segment

	A group of profiles that meet certain conditions is put into the scenario on a set schedule.

Read more

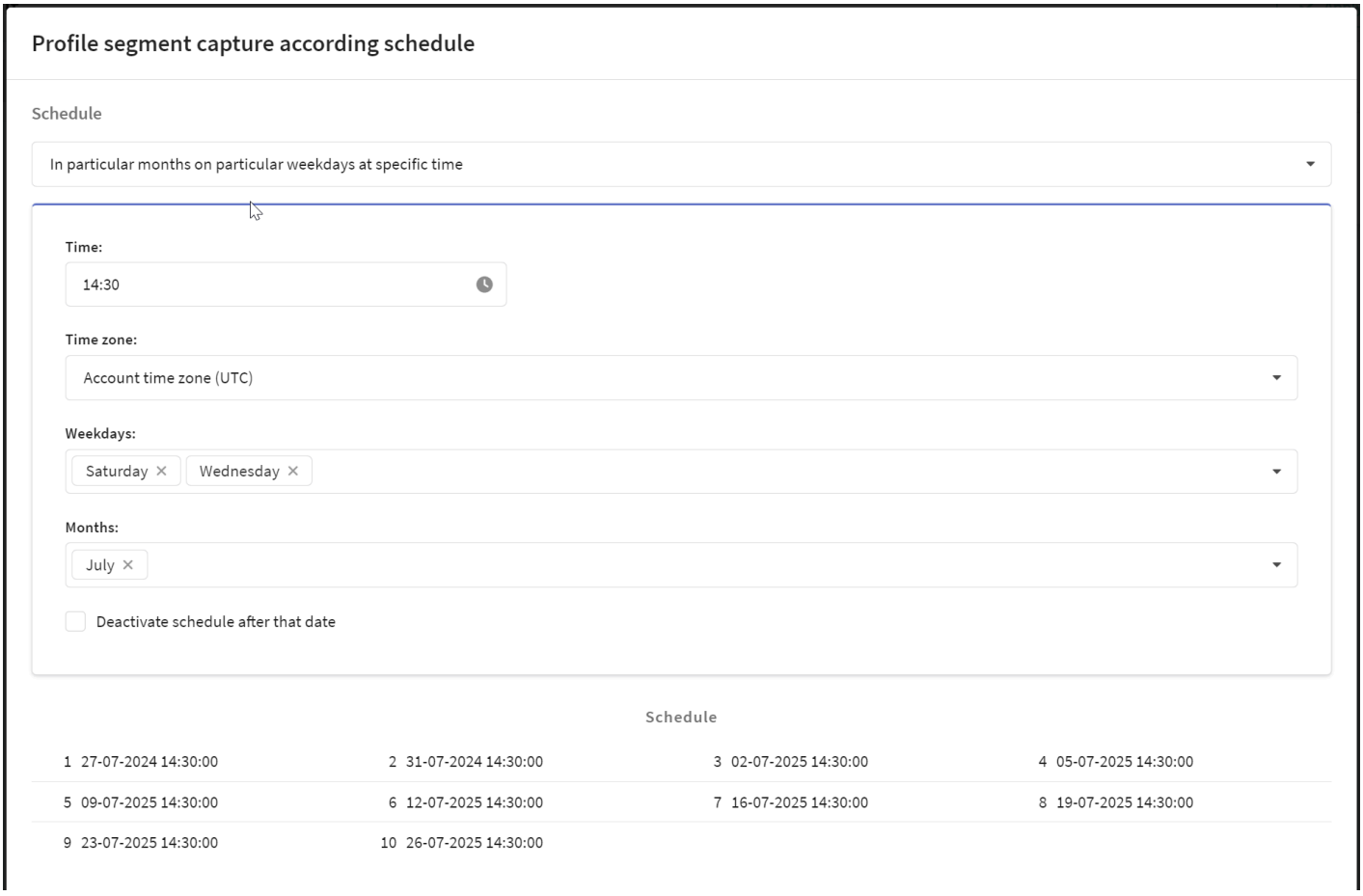
First, you need to configure a capture schedule. Select a schedule type and configure the time when the scenario will run for the segment.

Additionally, you can Deactivate the schedule after a certain date or change the time zone for the start time.

Once changes have been made, a table with the next runs of the scenario will be displayed below the schedule.

TIP

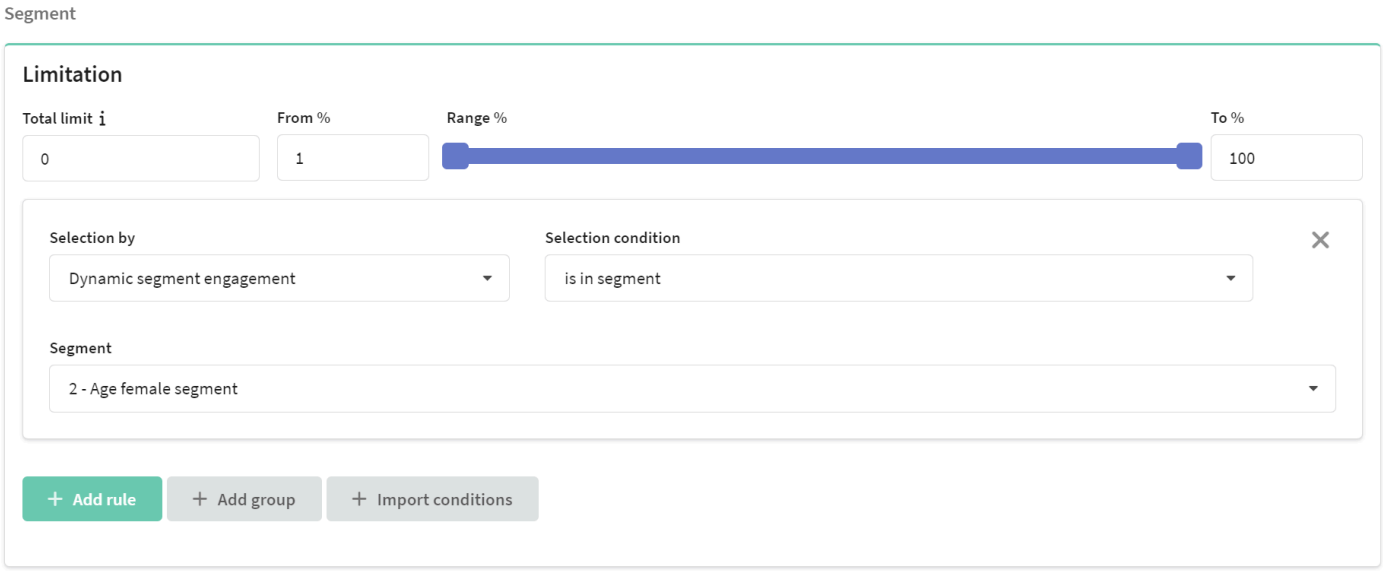
Setting up a schedule is described in detail in separate article.



Next, configure segmentation profiles. Build a segmentation query against the database by adding rules or groups of rules. Available segmentation by:

- **basic profile data**
- **activity history**
- **subscriptions**
- **and other parameters.**

Segmentation is described in more detail in relevant documentation section. You can optionally set the limit of the resulting sample as a percentage.



TIP

Scheduled scenario is launched in the same way as a regular campaign. The customer segment is calculated dynamically at each launch.

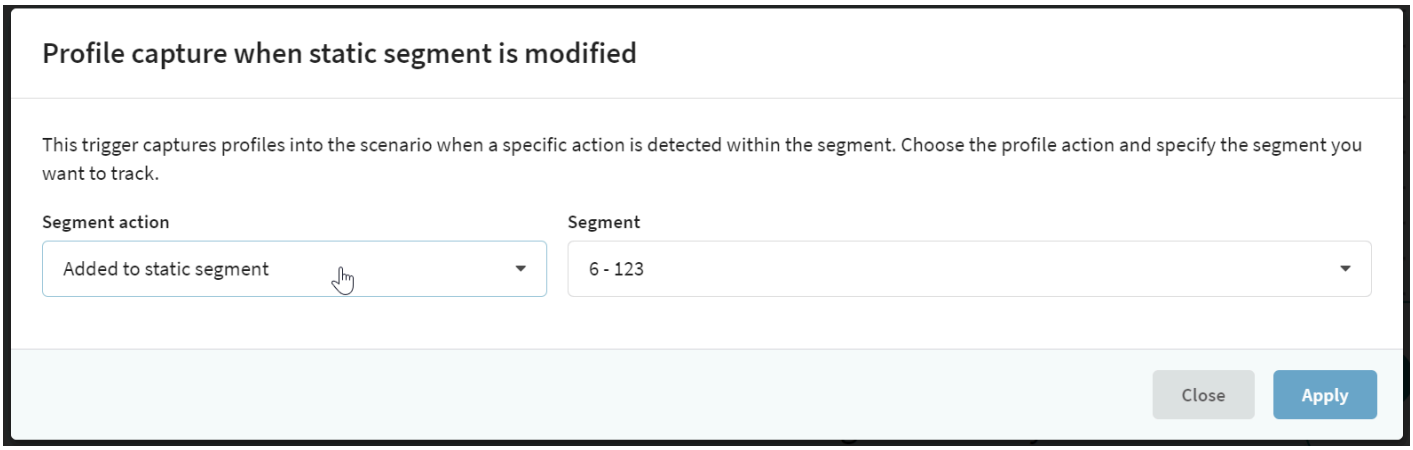
With the help of such scenarios, you can organize a sequence of communications for customers who are about to expire: the scenario by segment (in the example below) will select every day only those customers who have 1 month left before the expiration date.

Static segment modify

	Trigger is fired when there is a change in [static segment**](/user-guide/segmentation/9407279): a profile can both enter and exit the specified static segment.**

Read more

In the drop-down box, select the action (entering or leaving a static segment) and the segment you want to monitor:



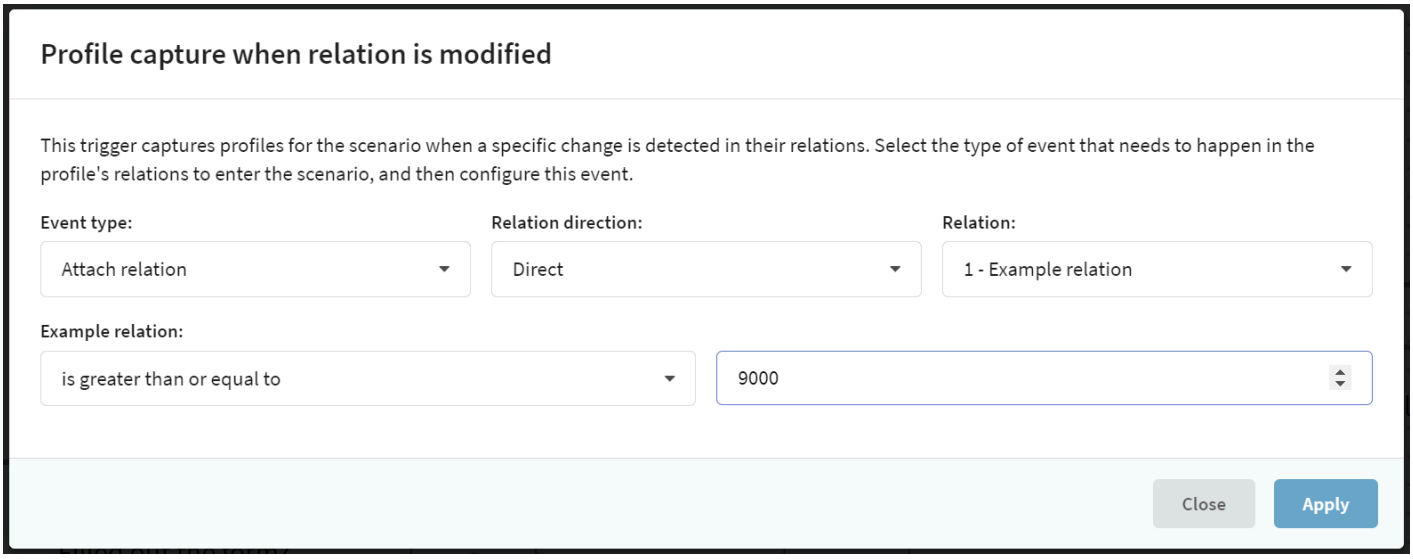
Relation modify

	Trigger is started when [link**](/user-guide/profiles-and-databases/20480122) between profiles changes: both forward and backward. The occurrence, change or deletion of a link can be taken into account, as well as the link property reaching the value set in the trigger.`Delete/Backspace`**

Read more

To configure a trigger, specify:

- **relation,**
- **the type of event attached to it,**
- **relation direction,**
- **link property,**
- **property value.**



API import

	The trigger is activated when a new profile is added to the database via [API query**](/developer-guide/profiles/2195477). The profile must add to the database selected for the scenario.**

Read more



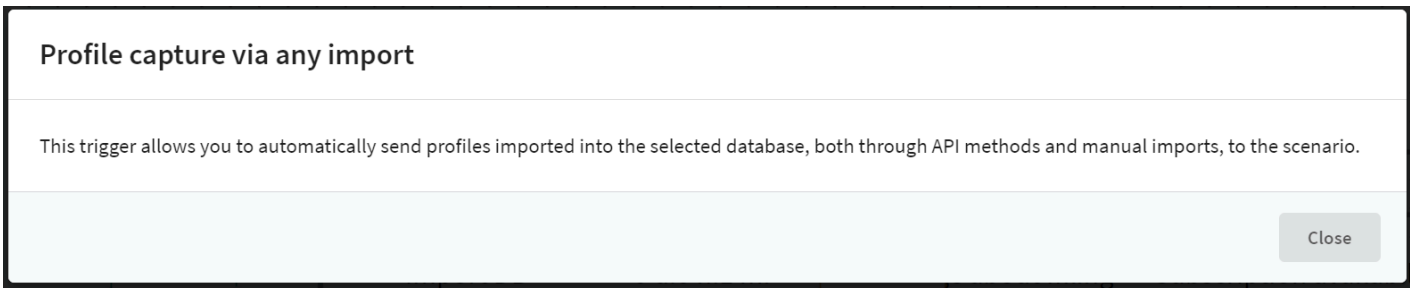
CAUTION

If you select the “Any Import” method, this trigger becomes unavailable.

Any import

	The trigger is activated when a new profile is added to the database in any way: via [API request**] (/developer-guide/profiles/2195477) or [manually](/user-guide/profiles-and-databases/9405665#Subscriberprofile-Scenarios), from the profile card.**

Read more



CAUTION

If you select the "Any Import ” method, the other import triggers become unavailable.

Manual import

	The trigger is activated when a new customer profile is [manually added**](/user-guide/profiles-and-databases/9405665) to the database.**

Read more



CAUTION

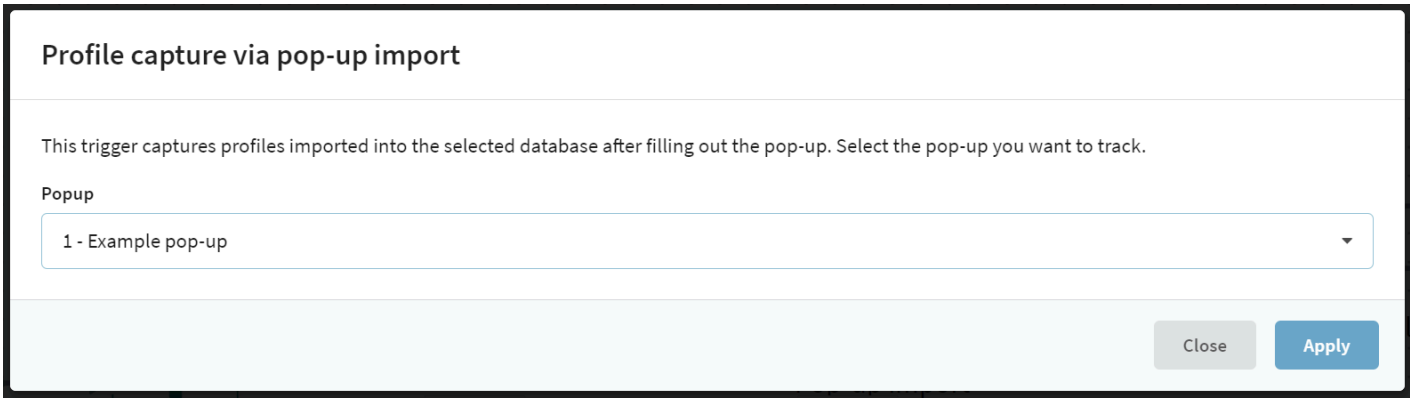
If you select the “Any Import” method, this trigger becomes unavailable.

Pop-up import

	The trigger will work if a new profile is created in the database as a result of a user filling out and submitting a form in a pop-up window.

Read more

Select the pop-up you need to track the completion of. Pop-up window can be created in Weblayer → Popups, and you can customize importing profiles to the database in the pop-up editor in the "Actions".



CAUTION

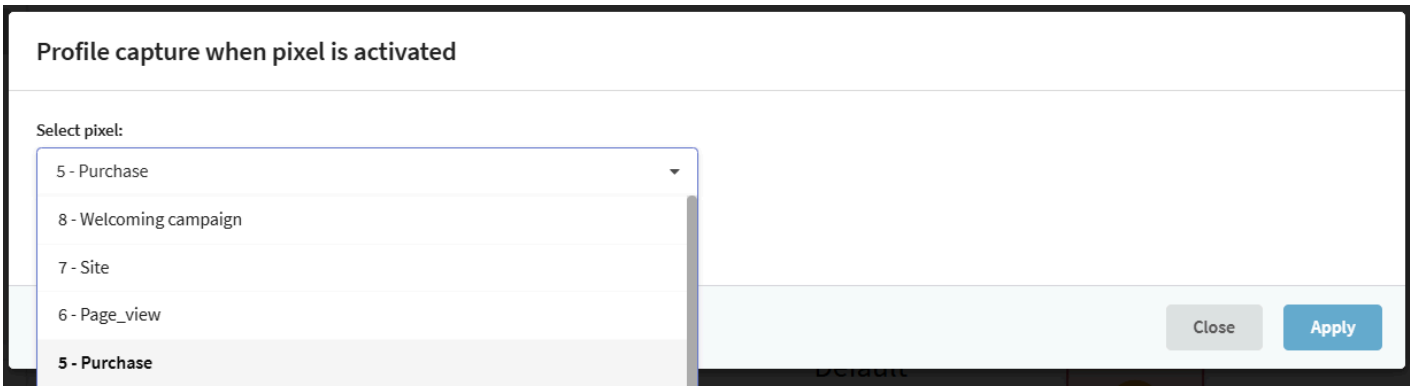
If you select the "Any Import" method, this trigger becomes unavailable.

Pixel activation

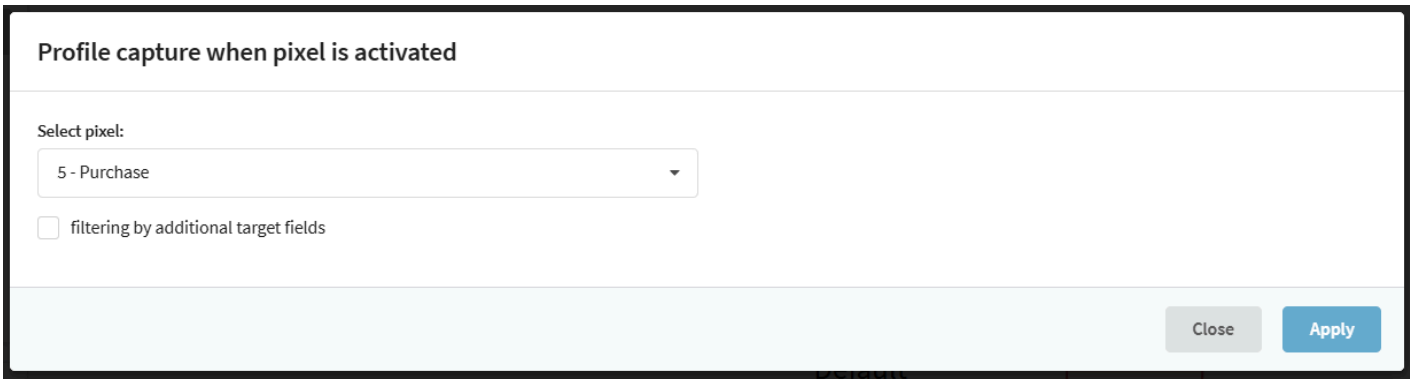
	The profile enters the scenario when the pixel is activated.

Read more

Select the required pixel in the drop-down box:

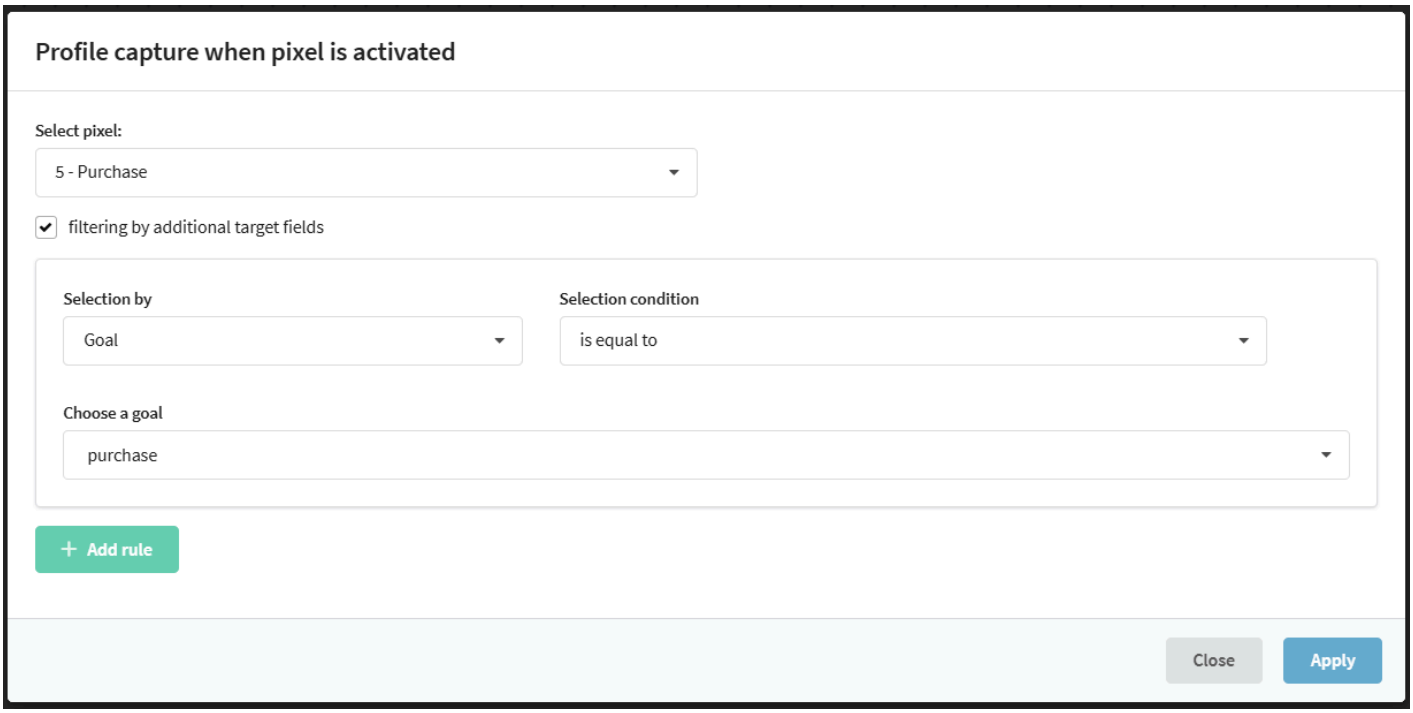


This trigger can keep track of the default pixel triggering:



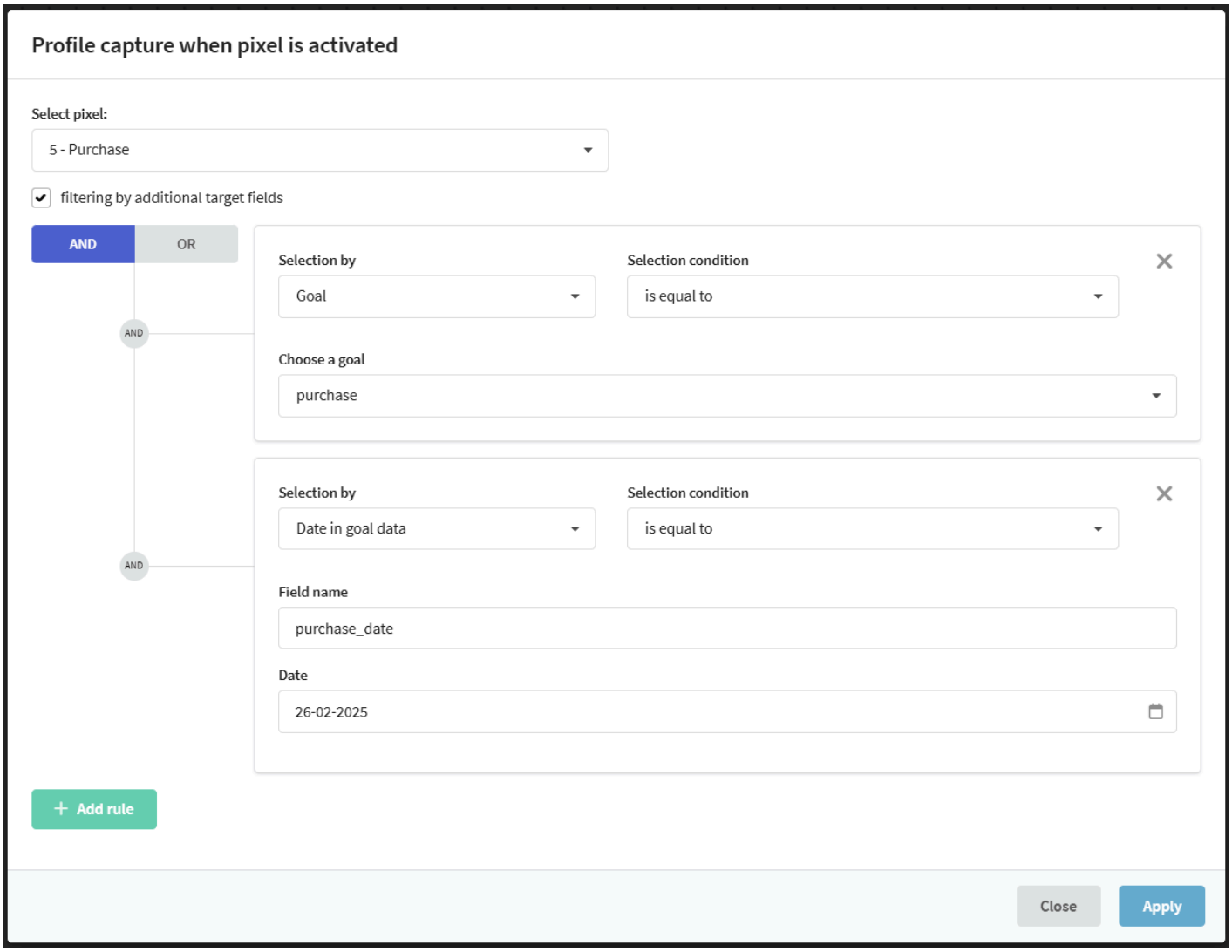
If you are required to track only certain events, you can set up a trigger to register a specific target. To do this, check the “Filteing by additional target fields” box and configure the required selection parameters.

With the help of such a trigger, the pixel will record only those events that are related to a specific target. For example you can set up filtering so that only profile registrations, purchases or other key actions are tracked.



For more precise customization, you can use a combination of several selection rules. This is required by checking the “Filtering by additional target fields” box, clicking “Add rule” and configuring two or more selection rules.

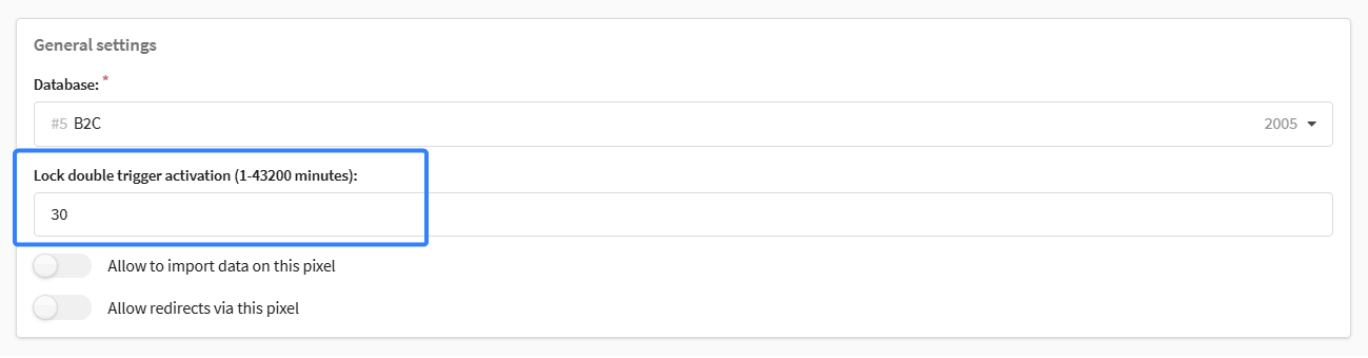
Use “AND” when you want an event to strictly fit both conditions. Use “OR” when you want the event to fit at least one of the conditions.



You can also filter profiles by additional fields. Values of additional fields transferred via API request.

TIP

If the trigger does not activate in campaigns or scenarios, although the trigger conditions are met, it is recommended to check pixel trigger interval.

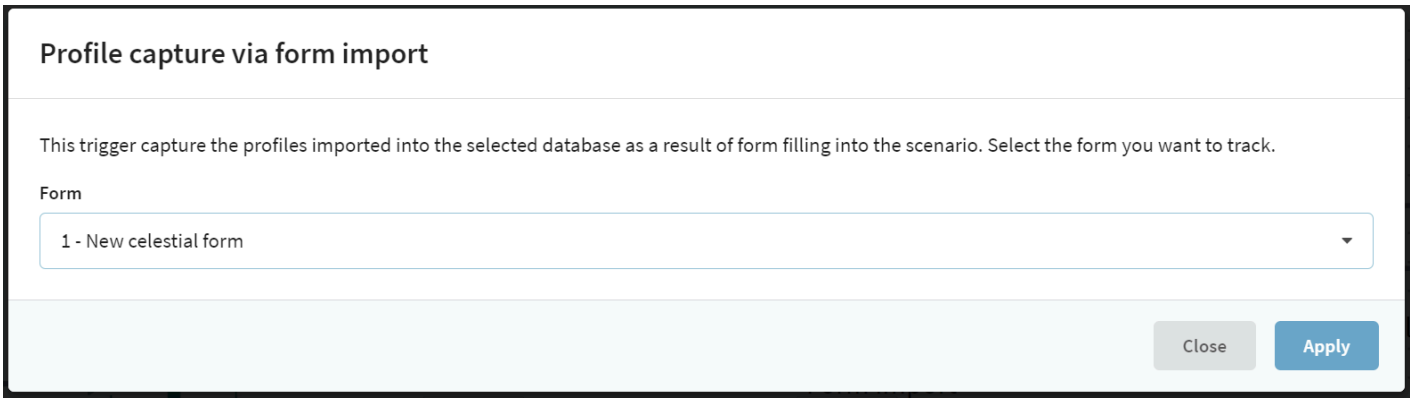


Form import

	The trigger will work if a new profile is created in the database as a result of a user filling out and submitting a form.

Read more

To use this trigger, you need to activate the “Profiles import” option on the “Actions” tab when configuring the form. The import must take place in the same database that is used in the scenario.



CAUTION

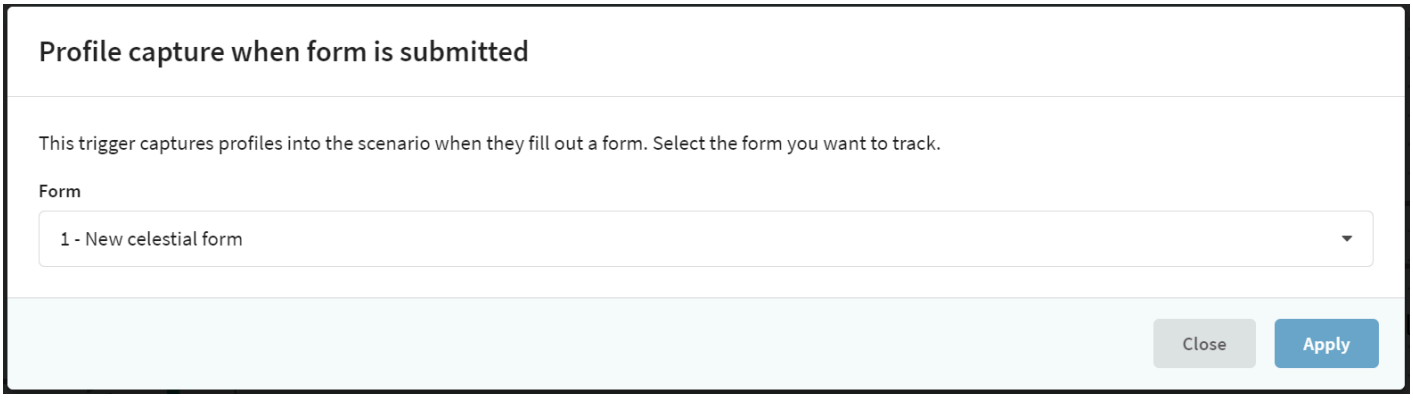
If you select the “Any Import” method, this trigger becomes unavailable.

Form submition

	Trigger will be activated only if the form was filled out on the transition from the email.

Read more

In the drop-down list, specify the form whose completion you want to track:



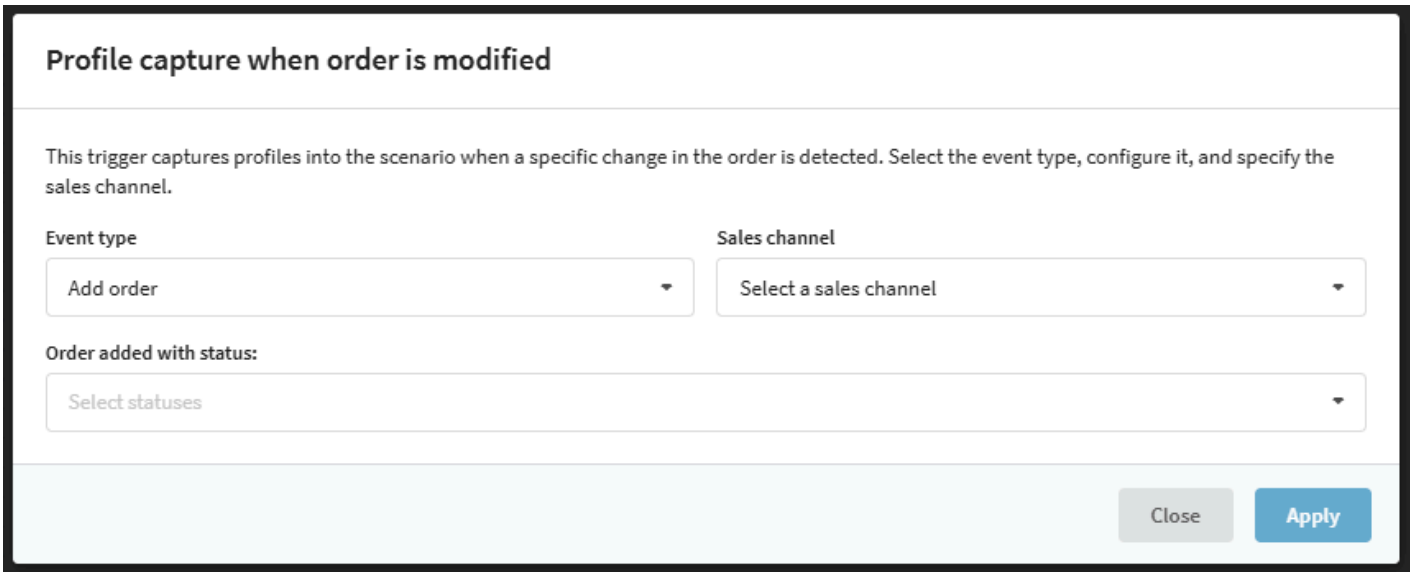
TIP

Read more about how to send a profile a link to the form in this article.

Order modify

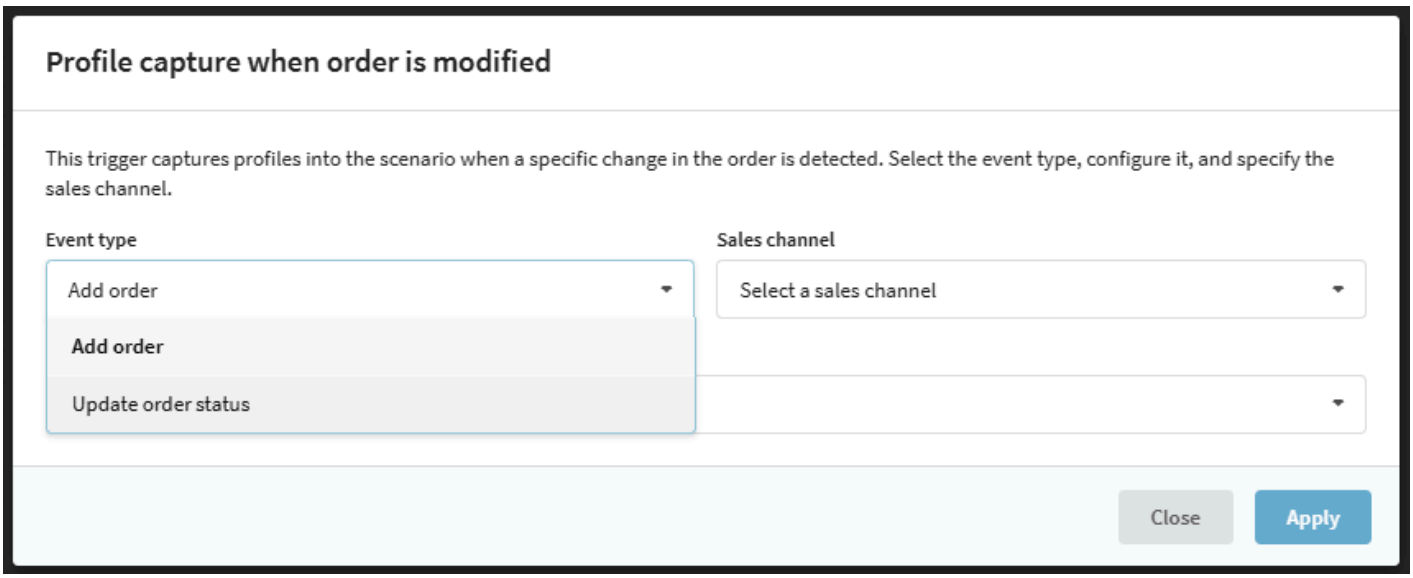
	This trigger captures profiles into the scenario when a specific change in the order is detected. The trigger is activated whena sales channel linked to the database selected for this scenario is configured.

Read more



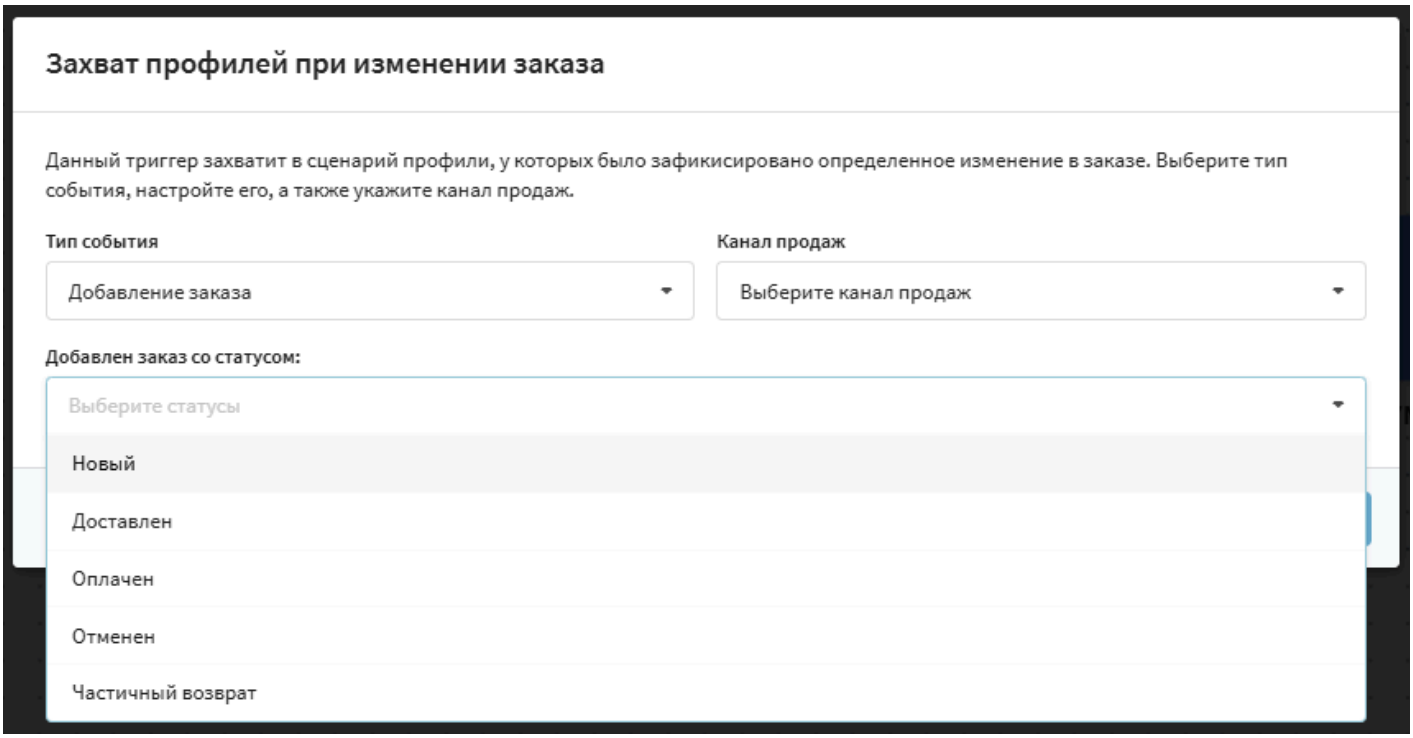
In the drop-down list slect the event type, sales channel and order status.

The following variants of event types are available:



- **Add order — the trigger will activate when an order with one of the specified statuses is added to the market.**
- **Update order status — the trigger will activate if the status of an existing order changes to one of the selected values.**

You can select one or more order statuses that result in a trigger:



TIP

Read more about how to customize orders in [this article](#).

Field value update

	The trigger is activated when the specified [profile field**](/user-guide/profiles-and-databases/66420#default-fields) takes the desired value.**

Read more

Select the profile field, condition, and expected value:



Conditions vary depending on the type of field:

Condition	Field type	Description
changed	**all**	**Any change in the profile field**
equal	**all, except *tags*, *object*, *array of objects***	**The new value is equal to the expected value**

Condition	Field type	Description
not equal	all, except *tags*, *object*, *array of oblects*	The new value is not equal to the expected value
not empty	all, except *tags*	The field received any non-empty value
empty	all, except *tags*	All values are removed for the profile field
added any tag from the list	*tags*	The list is defined in the trigger
removed any tag from the list	*tags*	The list is defined in the trigger
property changed	*object*	The path to the object key is specified. If the value of the key changes, the trigger will be activated.
property is equal	*object*	The object key path and expected value are specified. If the value of this key takes the expected value, the trigger will be activated.
property is not equal	*object*	The object key path and expected value are specified. If the value of this key does not take the expected value, a trigger will occur.

element property has changed	*array of oblects*	Specifies the path to an array element. If the property of this element changes, the trigger will fire.
		
		When selecting the path to the element property, you also select the data type to which the compared value should be converted. The following data types are available for comparison: string, int, float, and bool. Comparison of complex data types (object, array) is not possible. In the example below, you will not be able to track changes to the properties of the `key_1` and `key_4` elements.
		`[`
		` {`
		`  “key_1”: [1,2,3,4,5],`
		`  “key_2”: 2`
		` },`
		` {`
		`  “key_3”:“value”,`
		`  “key_4”: [1,2,3,4,5]`
		` }`
		`]`
		Note that the drop-down list contains available paths to the field property, but the index of any element is 0 by default - `$[0].key_3`. To set the path to the desired element, enter the index manually in jsonpath format - `$[1].key_3`.

element property is equal	*array of oblects*	The path to the array element and the expected value are specified. If the property of this element takes the expected value, the trigger will be activated.

Condition	Field type	Description
element property is not equal	*array of oblects*	The path to the array element and the expected value are specified. If the property of this element does not take the expected value, a trigger is activated.
element added	*array of oblects*	A new element is added to the array.
element removed	*array of oblects*	An element is removed from the array.

CAUTION

This type of trigger can be used with links in templates that are set to Update profile fields. Note that if there are other triggers attached to link jumps in addition to the field update, they will also be triggered.

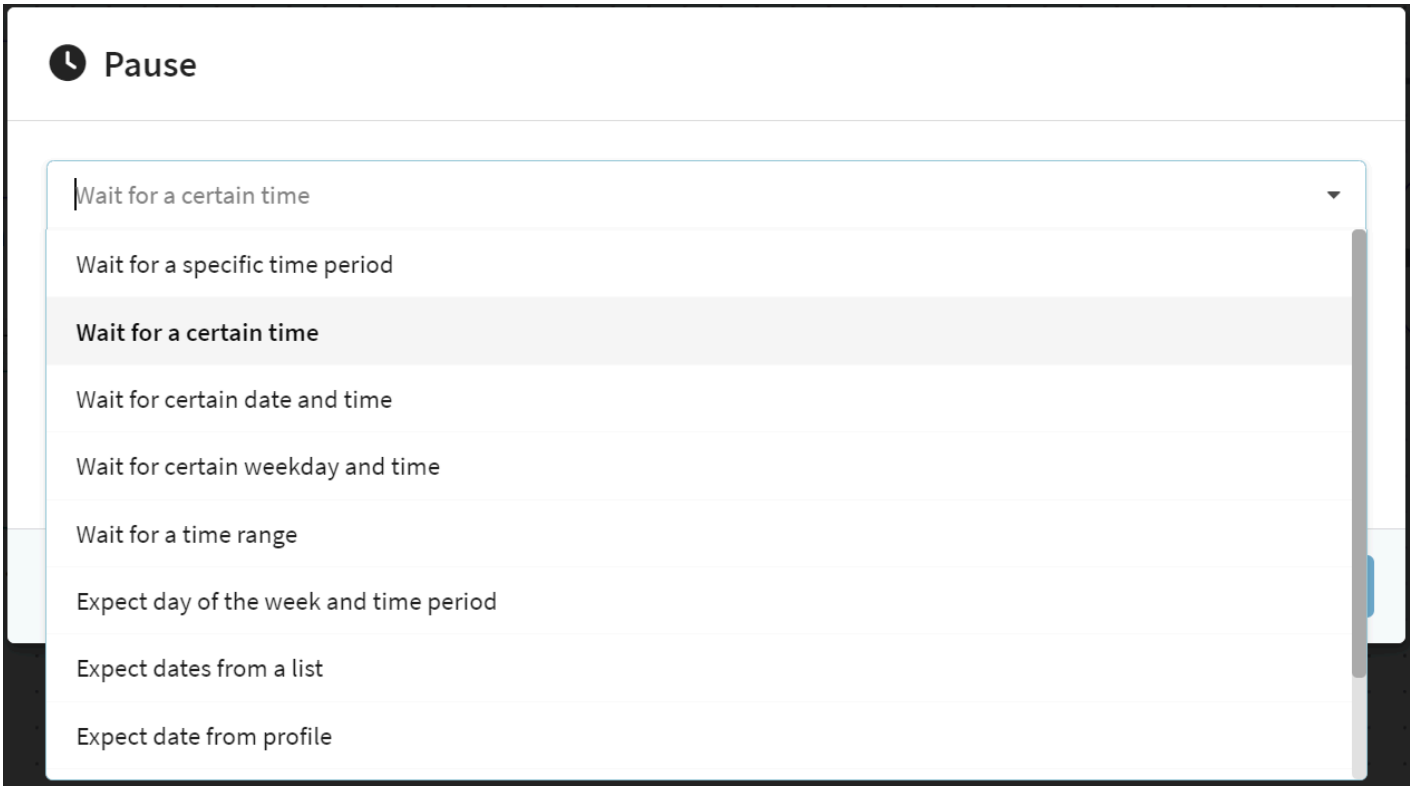
Operators

Pause

	Sets the intervals between scenario actions. With this element you can configure the start time of the element that follows. This allows, first of all, a more delicate approach to the issue of communication time with the client. The element can also wait for certain events: the start of a promotion, a holiday, etc.

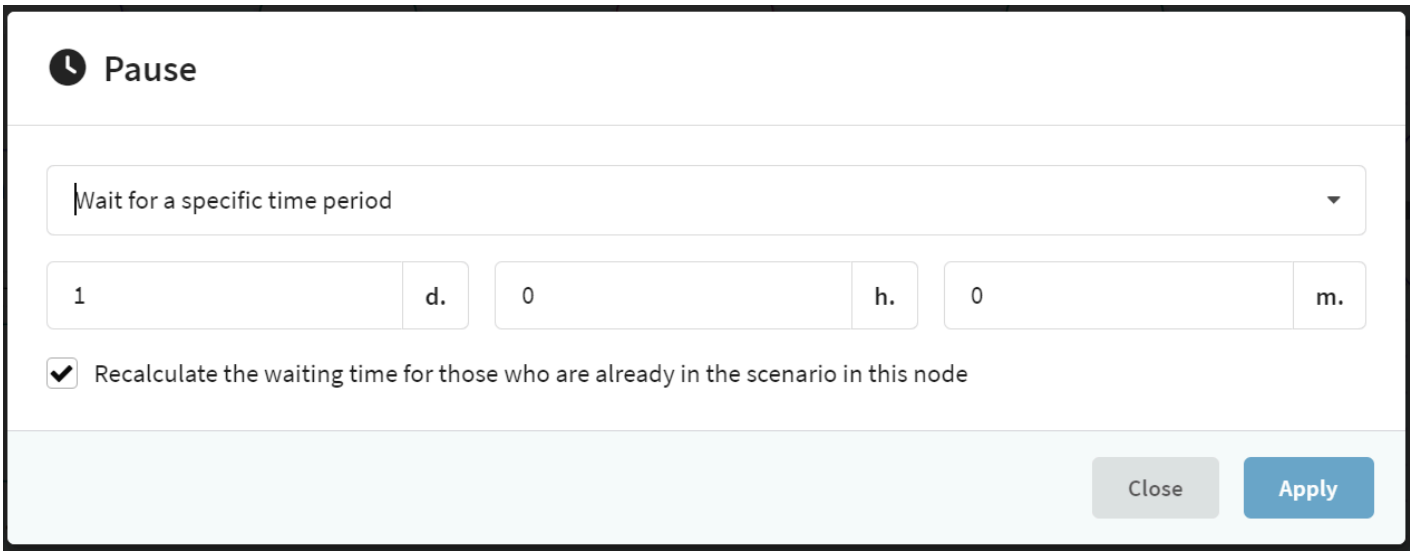
Read more

The following options are available:



Pause relative to the previous action

To wait a specific amount of time after a scenario has captured a customer profile or after a previous action has been performed, select the “Wait for a specific time period” option:



TIP: Recalculate waiting time

When using the waiting time recalculation feature, the platform will recalculate the pause duration for those who are already in this Scenario element. For example, you initially set a pause with a duration of 10 days and then increase the waiting time to 20 days. In that case, a profile that is captured in the scenario after you make the change will wait 20 days. As for a profile that was already in the element for 8 days before the change was made, the wait time would be another 12 days, not 20.

If the feature is disabled, changing the “Pause” element will not recalculate the waiting time.

Pause until a certain time

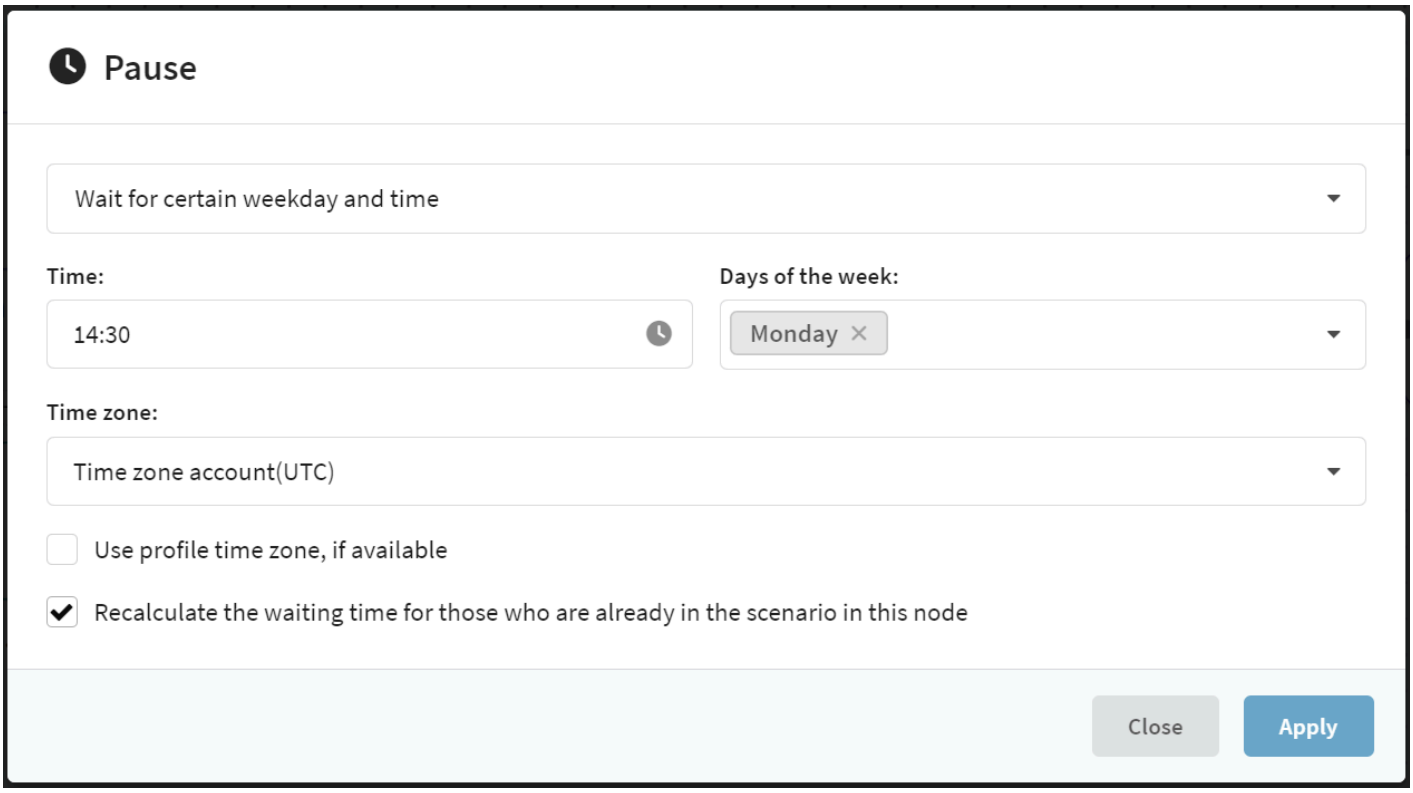
These options pause the scenario until a certain time of day - at the nearest selected time, on a specific date, on the nearest day of the week. And if the time zone of the profile is known, it can also be taken into account.

- **Wait for a certain time — the exact time of profile transition to the next element is specified.**
- **Wait for a certain date and time — indicates the exact time and date of the transition to the next element.**
- **Wait for certain weekday and time — the exact time and one or more days of the week are set up**
- **Expect days from a list — selects the exact time and multiple dates when the profile moves to the next element. Each profile, upon entering, "stops" until the nearest date from the list.**

TIP

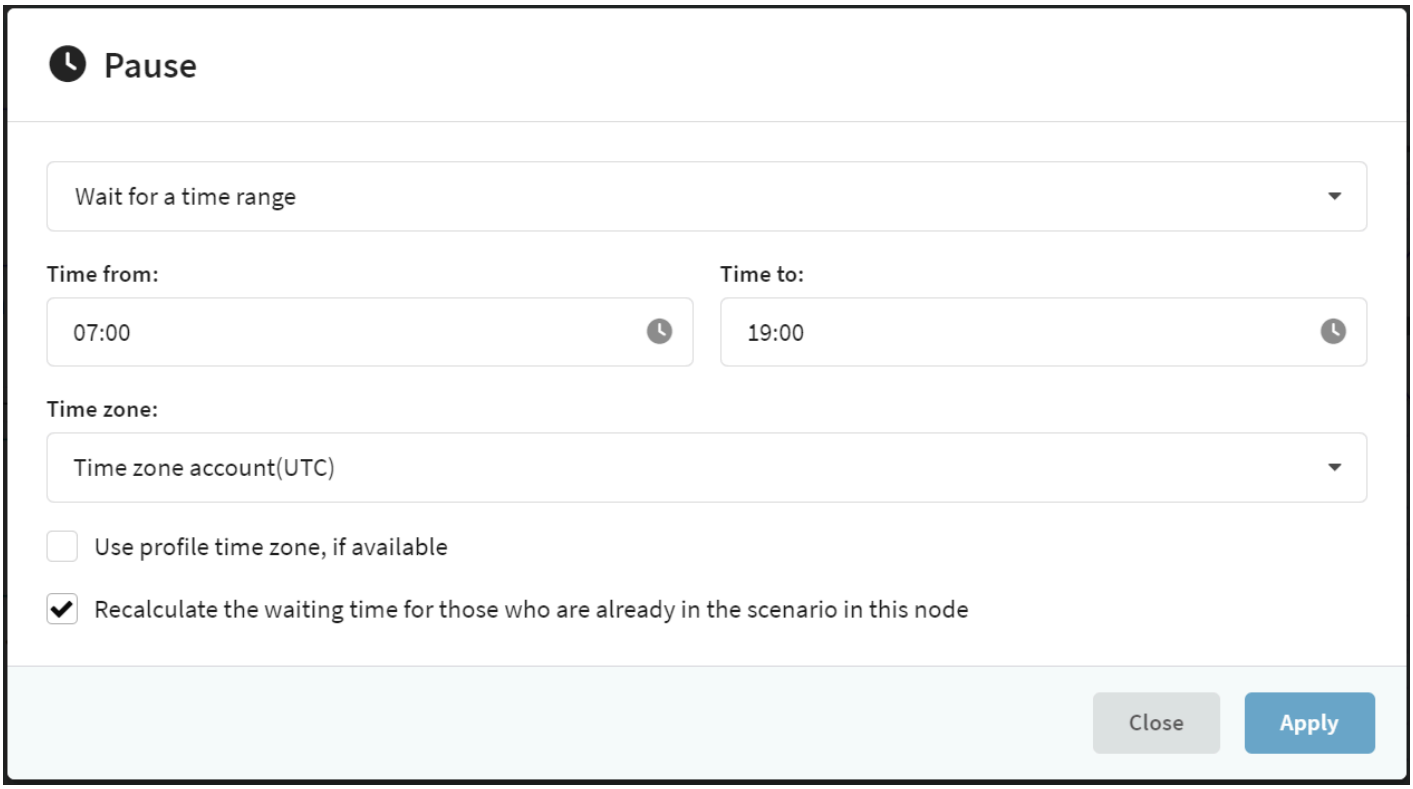
Here’s an example of how the date list works in the “Pause” element.

Suppose you set the following dates: “2023-02-01”, “2023-07-01”, and “2023-10-01”. If a profile reaches the element on January 1, 2023, it will continue through the Scenario on February 1. If a profile reaches the element on March 1, 2023, it will proceed on July 1. If a profile reaches the element in August, it will wait until October 1. Each profile waits only once until the nearest date relative to the moment it enters the element.

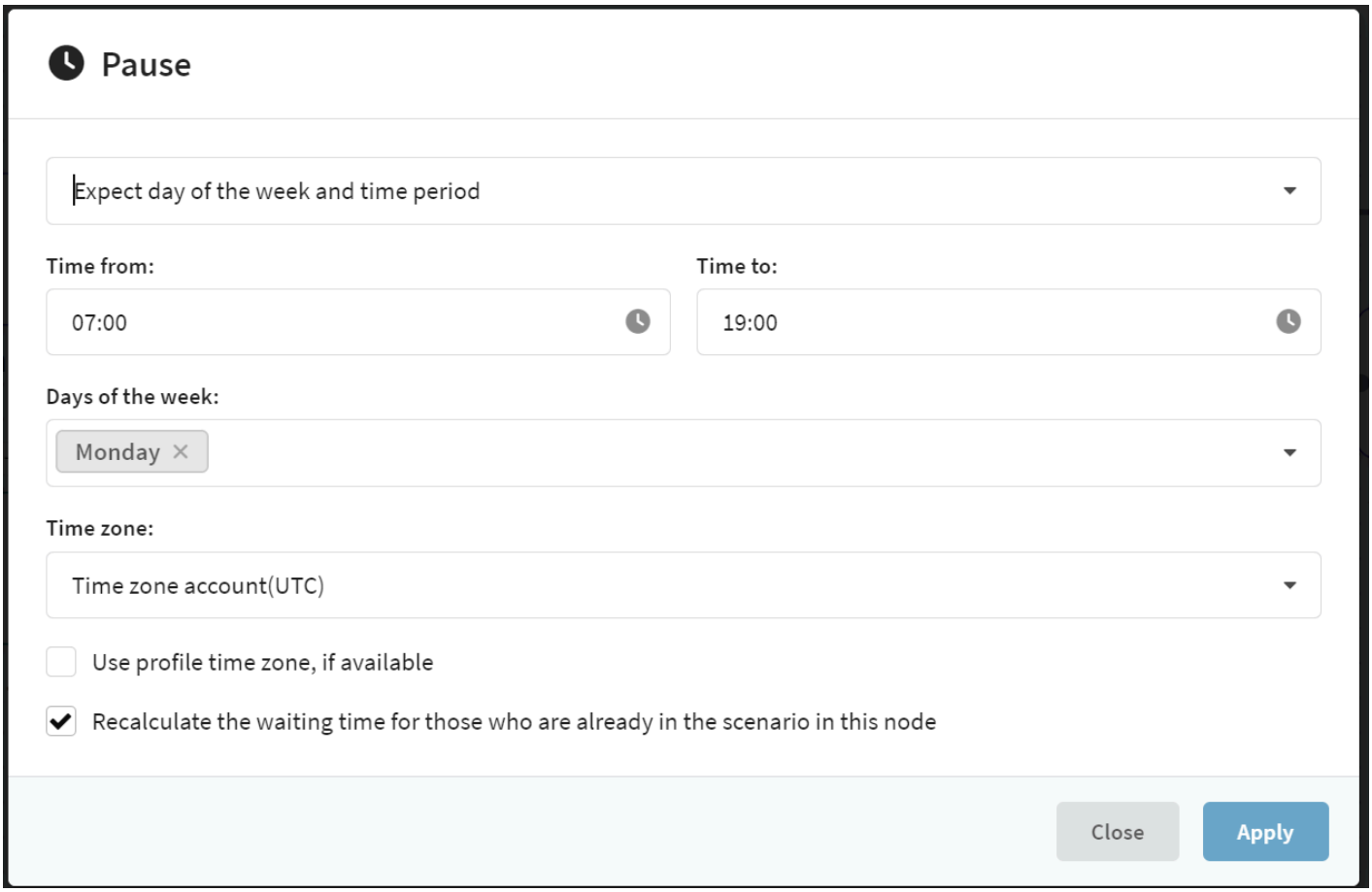


Pause until a certain period of time has elapsed

The “Wait for a time range” option sets the activity hours for the next element of the scenario. For example, if you want a certain campaign to run from 9am to 9pm:



The “Expect day of the week and time period” option sets the days and hours of activity for the next element of the scenario. For example, if you want a certain campaign to run only on Saturdays and Sundays from 10 to 12.



Expect date and time from profile

These settings will pause the scenario until the date or time specified in one of the profile fields:

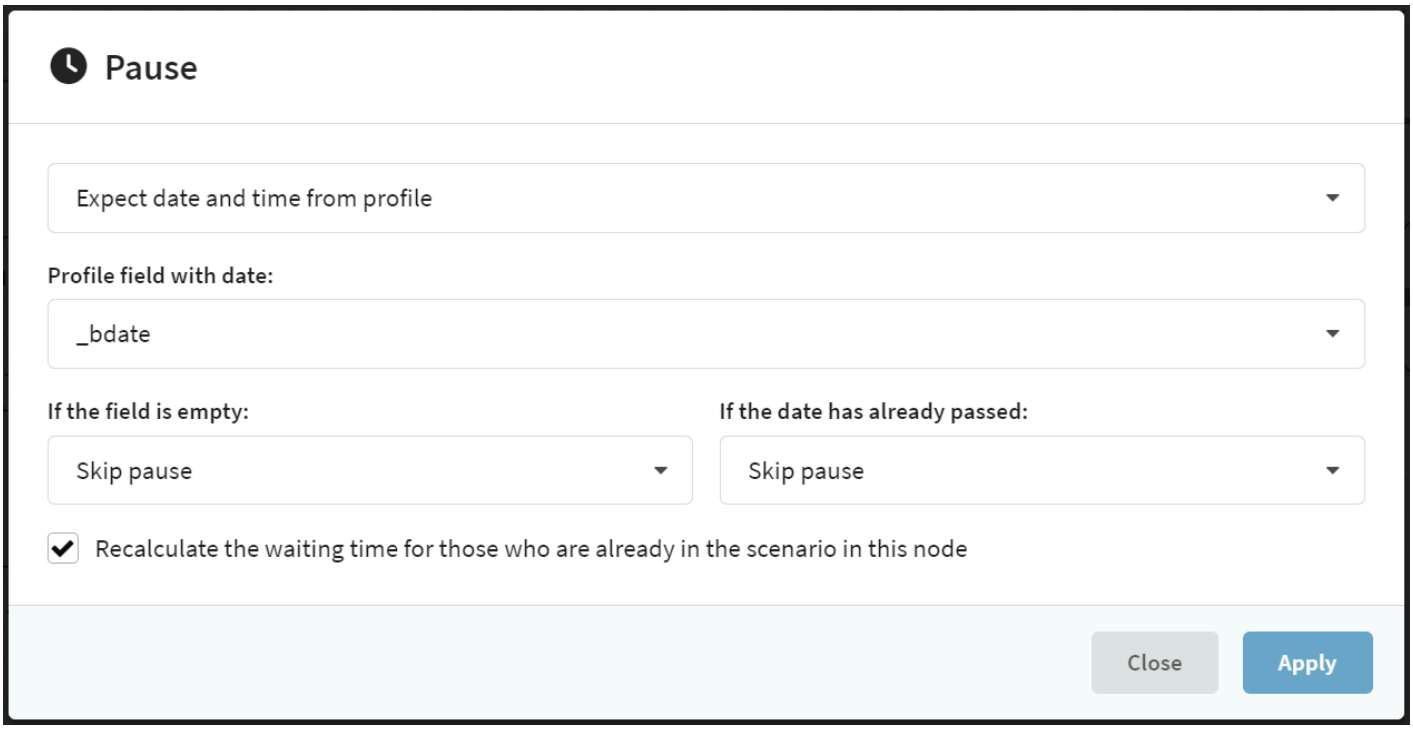
- **Expect date from profile — the profile will move to the next element when the date specified in the selected field and the time specified in the "Pause" element settings occur.**
- **Expect time from profile (date-independent) — profile will move to the next element when the time specified in the selected field occurs. The date may not be the same as the current date.**
- **Expect date and time from profile — the profile will move to the next element when the dates and times specified in the selected field occur.**

Select a field in the database with the required data. It can be date of birth (`_bdate`), date of registration in the system (`_regdate`) or any custom field with the "Date" type (for example, date of a scheduled event).

Next, configure the scenario to work if the selected field is not filled in for the profile:

- **Skip pause — the profile will immediately move to the next element without waiting for a certain time.**
- **Abort a script for a profile — the profile will leave the scenario.**

If the date specified in the profile field has already passed, you can either drop the profile immediately to the next element of the scenario, ignoring the pause, interrupt the scenario for the profile, or move the date to the next year.



Best send time

	Sets a pause before the next element of the scenario, calculated on the basis of ML service data. The profile will not move to the next element until the optimal time to send it a message. **`The optimal way to work is to add an element from the "Channels" category after the "Waiting for best send time" element.`** **`The campaign will then send the profile a message at a time that is most convenient for them.`** **`</td>`**

Read more

INFO

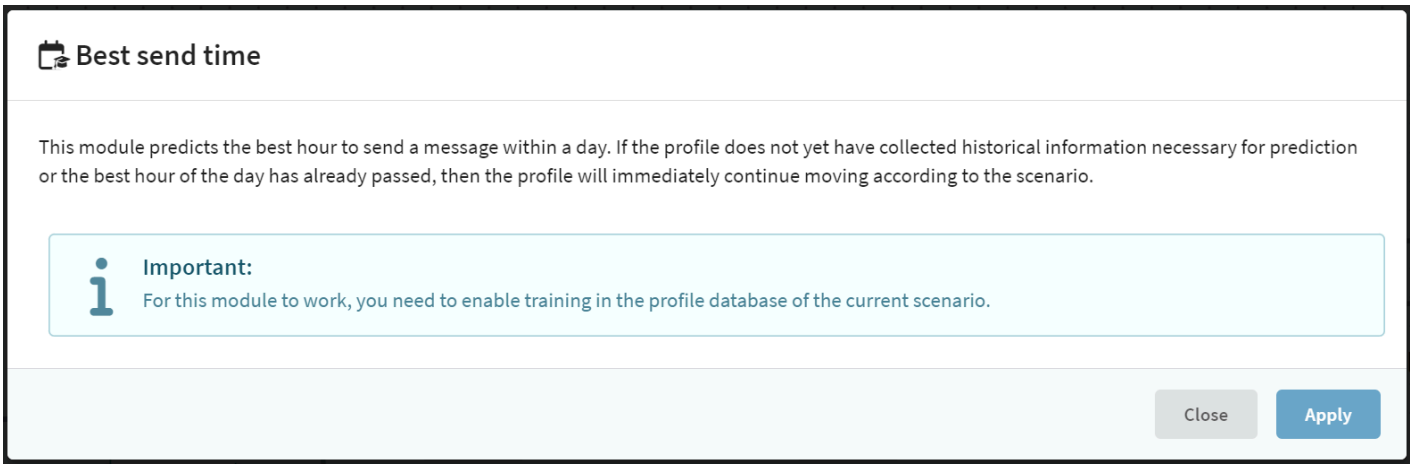
The calculation of the best time is done through machine learning algorithms. ML service determines the best hour when the probability of a profile opening a message is the highest, and selects an array with several good sending hours.

The element is available if the profiles captured in the scenario come from a database for which machine learning is enabled.

The profile will move to the next element when its best sending hour arrives.

If the best hour has already passed when the profile hits the element, the element will wait until the next good sending hour. If the good hour has also passed, the profile will immediately move to the next element.

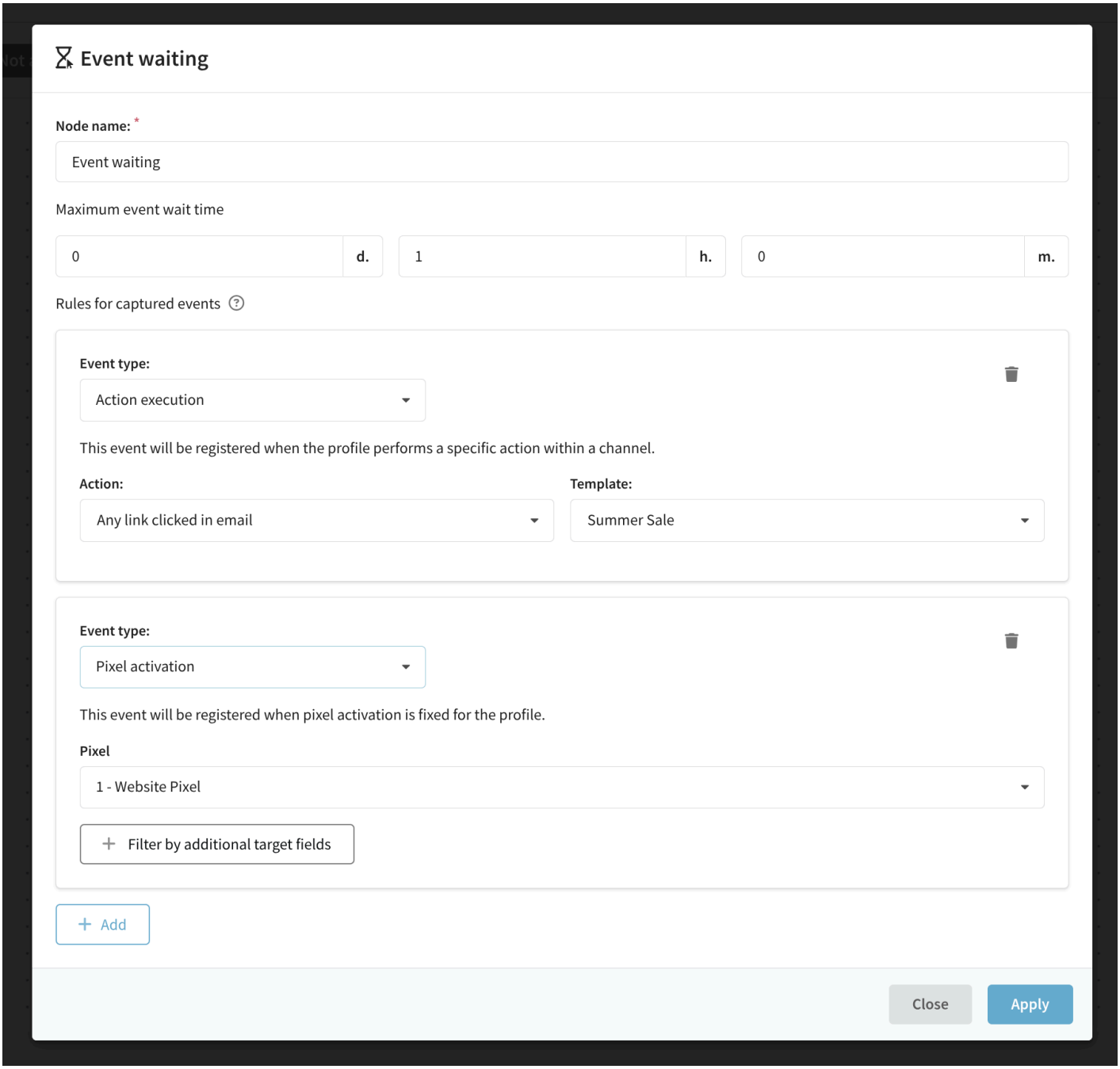
If a profile that has no data on the best sending hour enters the element, it will also be immediately forwarded to the next element.



Event waiting

	Pauses the profile's movement along the scenario **until a specific action is performed by the profile. Once **any** of the specified events is registered by the platform, the profile will proceed to the next element along the upper (green) branch. If the waiting time exceeds the defined value, the profile will move along the lower (red) branch.**

Read more



Enter the element name to display in the Scenario. Then specify the maximum event wait time. During this time, the profile will remain at the element, and if none of the specified events occurs, it will proceed along the scenario's lower branch.

Next, add the events the platform should wait for. If any of these events occurs, the profile will continue along the scenario's green branch. The full list of events is shown in the table below:

Event type	Description
Action execution	The event is registered when the profile performs the selected action in a channel. The full list of actions is available in the description of the "Action Execution" element.
Update via form	The event is registered when profile fields are updated after a form submission. To activate this trigger, a form must import captured profiles into the database selected for this Scenario.
Subscription change	The event is registered when a profile subscription is added or its status is changed.

Event type	Description
Static segment change	The event is registered when a specific change in a segment is detected for the profile.
Relation change	The event is registered when the profile's relations are changed.
Pixel activation	The event is registered when a pixel is activated for the profile.
Form filling	The event is registered when the user with an existing profile submits a form.
Order add/change	The event is registered when the profile's order status is changed. To activate this trigger, a sales channel linked to the database selected for this Scenario is required.

Condition

	Realizes logical selection of the next step of the scenario for customer profiles. The selection condition is defined by Segmentation rules. If the condition is met, the client profile will continue to move to the right in the scenario. If the condition is not met, the profile will move down the scenario and an alternative sequence of actions can be configured for it. An element can also wait for the condition to be met for a certain amount of time.

TIP

If you link several "Condition" elements vertically, you can create several alternative chains in one - depending on the results of the checks.

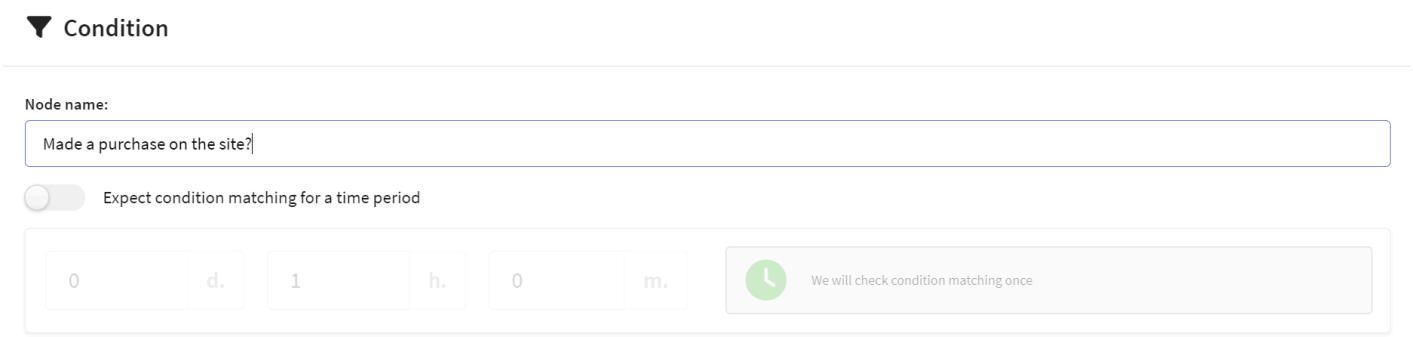
Read more

General settings

Enter the name of the element to be displayed in the scenario.

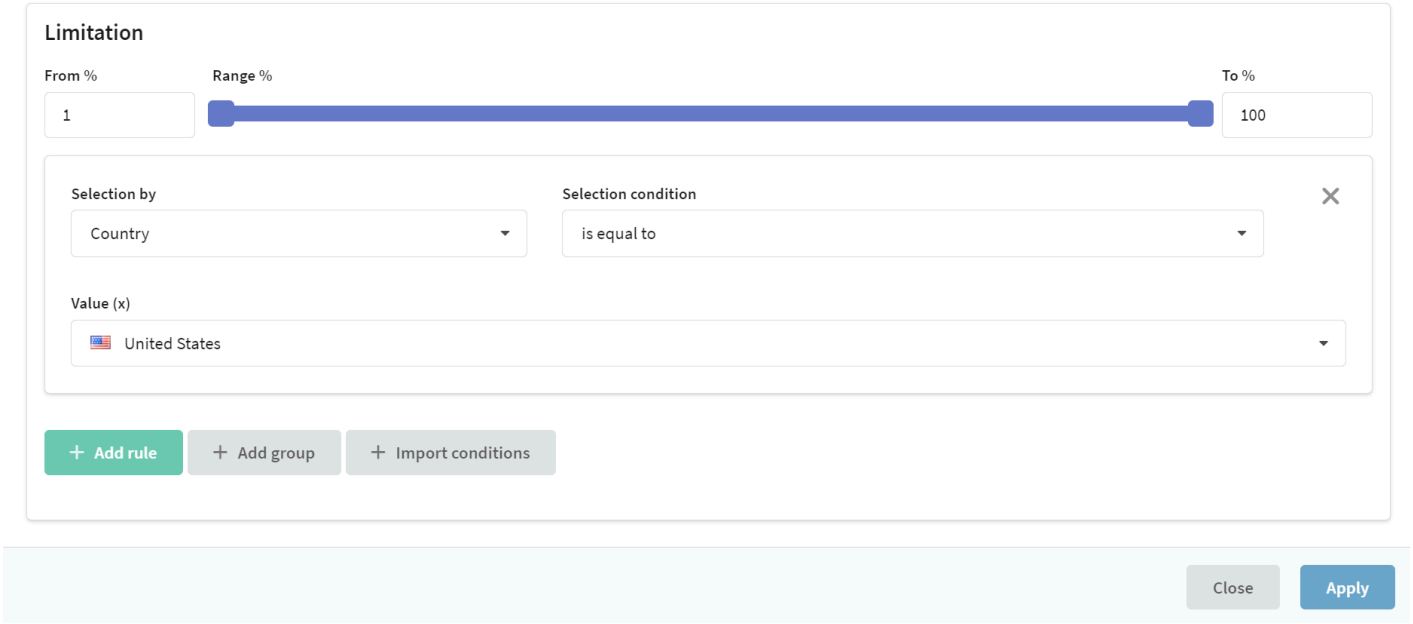
TIP

If you want to dynamically check if the condition is met, enable the "Expect condition matching for a time period" option. In this way the check will be performed several times. If the waiting time is fixed, do not enable this option, but instead add the "Pause" element before the condition.



Rules for fulfilling the condition

The condition is composed by rules and rule groups similar to Segmentation rules. Subscribers can be categorized by personal data, subscription data, action history:



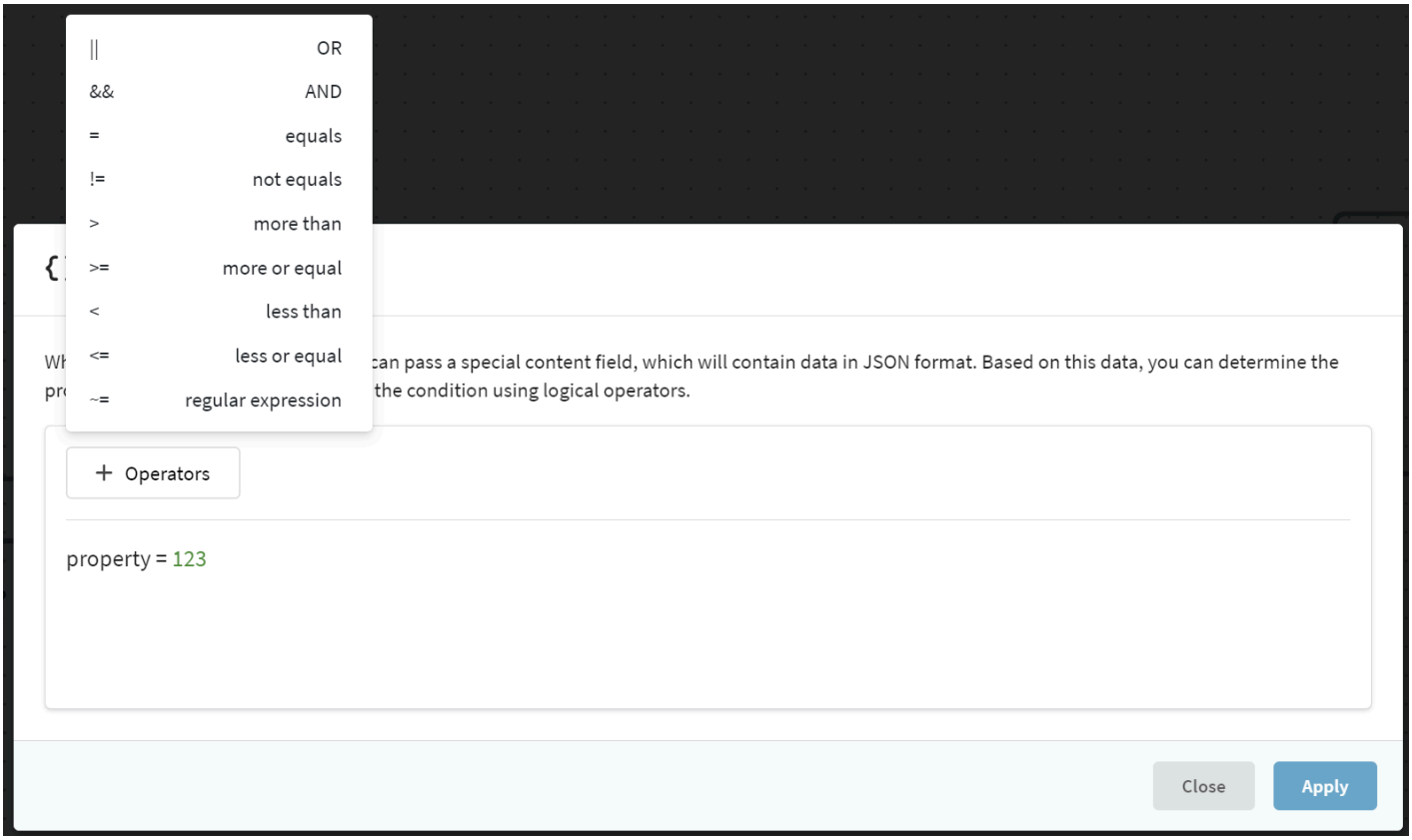
JSON filter

	If you call a scenario via API, you can pass a special `content` field with an undefined structure in JSON format (you define it). This data can be used to insert into messages, return to an Action Hook, or to build conditions in a scenario. For example, when a user takes an action, the website (or application) activates a scenario and passes all data related to the action to it. The "JSON filter" element determines further actions for the profile based on the validation of this data.

Read more

JSON filter works in the same way as a normal condition. You can repeatedly use this element to build complex schemes.

You can set conditions in the code editor using logical operators and expressions.



An example of a `"content"` field in an API request:

```
{
  "content": {
    "customer_id": "12345",
    "total_purchases": 5,
    "last_purchase_amount": 250,
    "average_purchase_amount": 100,
    "preferred_category": "electronics",
    "loyalty_points": 300,
    "membership_status": "premium",
    "discount_coupons_used": 2,
    "active_coupon": "win0513",
    "promo": null
  }
}
```

Note, the JSON object key is specified without quotes (e.g., `membership_status="premium"`).

Operator	Example	Description
`||` Or	`(preferred_category = "electronics") || (preferred_category = "computers")`	The condition will be fulfilled if the customer is interested in the “Electronics” or “Computers” categories.
`&&` And	`(total_purchases >= 5) && (average_purchase_amount >= 100)`	The condition will be fulfilled if the customer has made 5 or more purchases and the average check exceeds 100.
`=` Equal	`membership_status = 'premium'`	The condition will be fulfilled if the client has premium-status.
`!=` Not equal	`membership_status != 'standard'`	The condition will be fulfilled if the client does not have a standard-status.
`>` More than	`last_purchase_amount > (2 * average_purchase_amount)`	The condition will be fulfilled if the customer’s last purchase amount exceeds twice the average purchase amount.
`>=` More than or equal	`last_purchase_amount >= 250`	The condition will be fulfilled if the amount of the last purchase equals or exceeds 250.
`<` Less than	`loyalty_points < 500`	The condition will be fulfilled if the number of bonus points is less than 500.
`<=` Less than or equal	`loyalty_points <= 500`	The condition will be fulfilled if the number of bonus points is 500 or less.
`~=` Regular value	`active_coupon ~= '^win'`	The condition will be fulfilled if the promo code starts with “win”.
`!~=` Opposite regular value	`active_coupon !~= '^win'`	The condition will be fulfilled if the promo code does NOT start with “win”.
`+` Addition	`(loyalty_points + bonus_points) < 200`	Arithmetic addition operator.

Operator	Example	Description
- Subtraction	`(loyalty_points - penalty_points) > 100`	Arithmetic subtraction operator.
* Multiplication	`(bonus_points * years) > 360`	Arithmetic multiplication operator.
/ Division	`(total_purchase / 365) > 5`	Arithmetic division operator.
% Modulo division	`(total_sum % 15) = 5`	Operator for calculating the remainder of division.
^ Exponentiation	`(promotion_points ^ 3) > 360'`	Operator for exponention a number to a degree.
`is defined` Checking the existence of a field	`promo is defined`	The condition will be fulfilled if the “promo” field exists, regardless of whether a value is specified for it or not.
`isnot defined` Field absence check	`promo isnot defined`	The condition will be fulfilled if the “promo” field is not present in the code.
`is null` Checking empty field value	`promo is null`	The condition will be fulfilled if the “promo” field has no value (its value is `null`).
`isnot null` Checking the field value	`promo isnot null`	The condition will be fulfilled if the “promo” field has any value (equal to anything other than `null`).
`contains` Checking if the value on the right contains the value on the left	String: `"hello" contains "he"` Array: `[1, 2, 3] contains 2`	The condition will be fulfilled if the field “hello” contains the value “he”.
`in` Checking if the value on the left is contained in the field or array on the right	String: `"he" in "hello"` Array: `2 in [1, 2, 3]`	The condition will be fulfilled if the value 2 is contained in the array [1, 2, 3].
`notin` Checking if the string or array does NOT contain the value of the field on the left	`"bye" notin "hello"`	The condition will be fulfilled if the “hello” field does NOT contain the value “bye”.

To access a nested field of an object, use the following syntax: `object.field`.

To access elements of an array by index, use the following syntax: `array.[0].field`.

Examples of usage:

```
// Object:

{
  "content": {
    "customer_id": "12345",
    "total_purchases": 5,
    "promo_campaign": {
      "tickets": 115
    },
    "tickets_info": [
      {
        "ticket_id": "T001",
        "price": 50,
        "date": "2024-08-30"
```

```
      },
      {
        "ticket_id": "T002",
        "price": 75,
        "date": "2024-08-31"
      }
    ]
  }
}

// Accessing a nested field of the object:

promo_campaign.tickets >= 100

// Accessing the first element of the array:

tickets_info.[0].ticket_id
```

Jump to scenario

	Sends the profile to the beginning of another scenario or to a certain element of another scenario. In this case, the current scenario and the scenario to which the profile moves must use the same database.If the chain in the scenario continues after the transition element, the profile moves to another scenario and at the same time continues to move through the current scenario.

Read more

Enter the name of the element. Select the scenario to which you want the profile to be sent. If you want the profile to jump to the beginning of another scenario, select input element as the element to jump to. If you want the profile to go immediately to a specific element in another scenario, select that element from the list.



Distribution node

	Creates multiple elements that separate scenario options for customer profiles regardless of any conditions. Both brute force and static distribution are available.

Read more

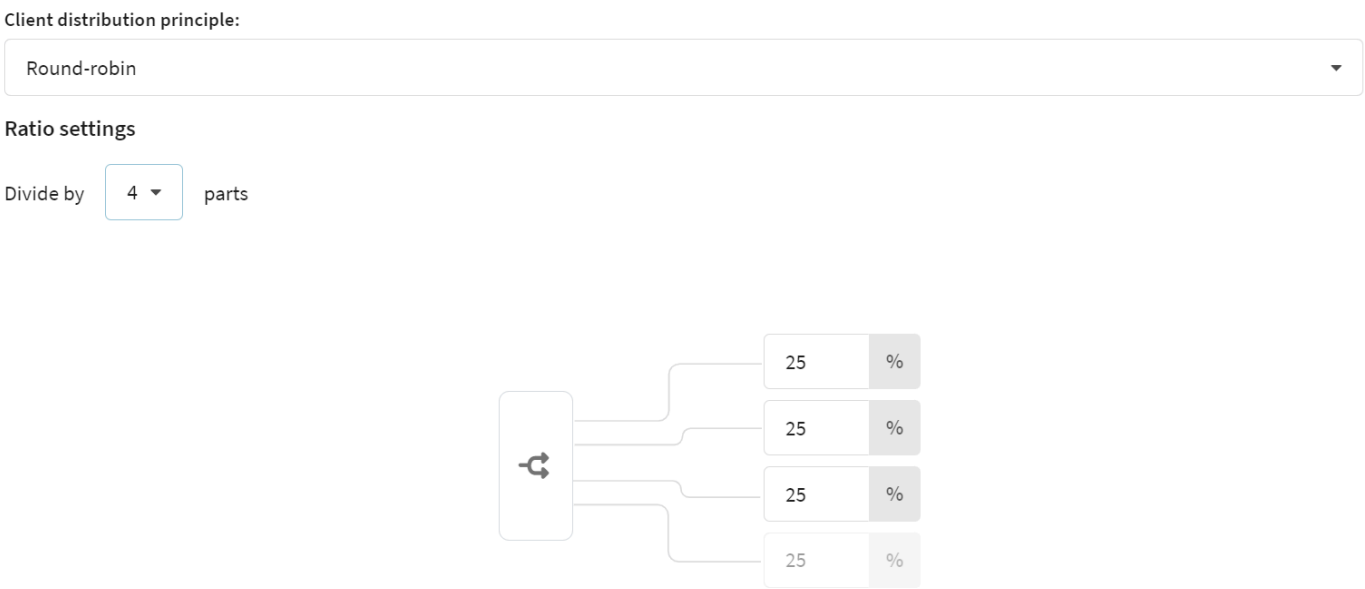
General settings

Select the distribution principle and the number of parts into which the audience will be distributed. You can change the percentage by editing the distribution elements.



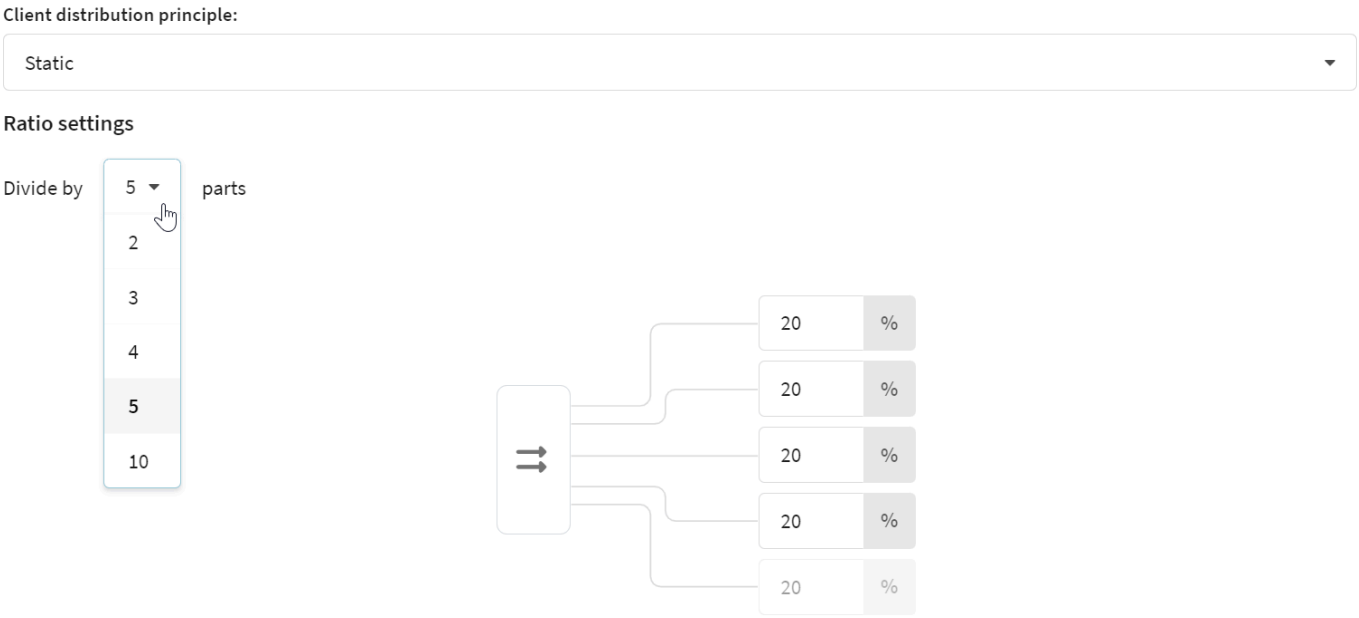
Distribution by round-robin

Profile distribution takes place at the moment of hitting the scenario element according to the specified proportions. It is based on the mechanism of [Smooth Weighted round-robin balancing](#).



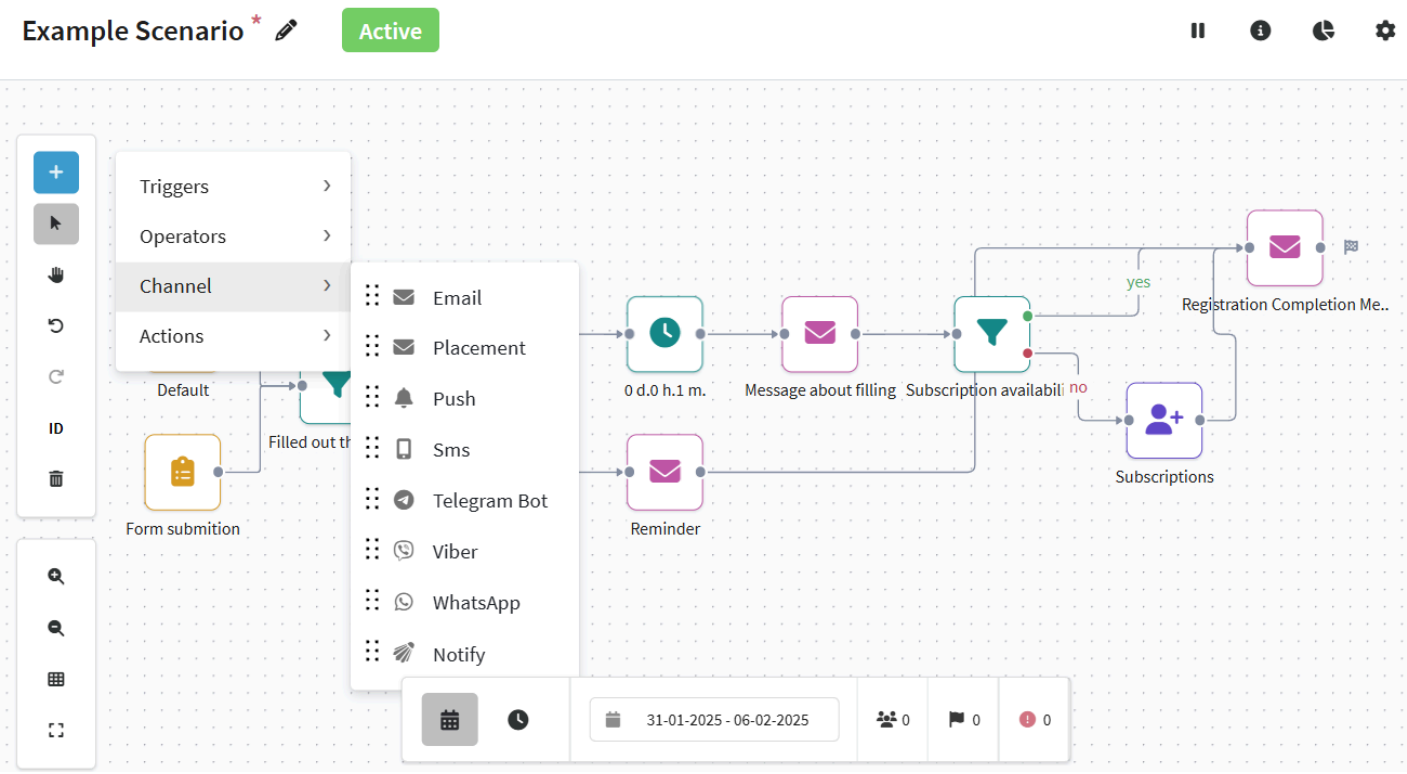
Static distribution

When using static distribution, the profile will always fall into the same distribution percentage, which cannot be changed. Static distribution is not recommended for a small number of profiles (up to 10,000).



Channels

Elements in this category launch [a trigger campaign]through a specific channel. A new campaign is created directly in the element editor.



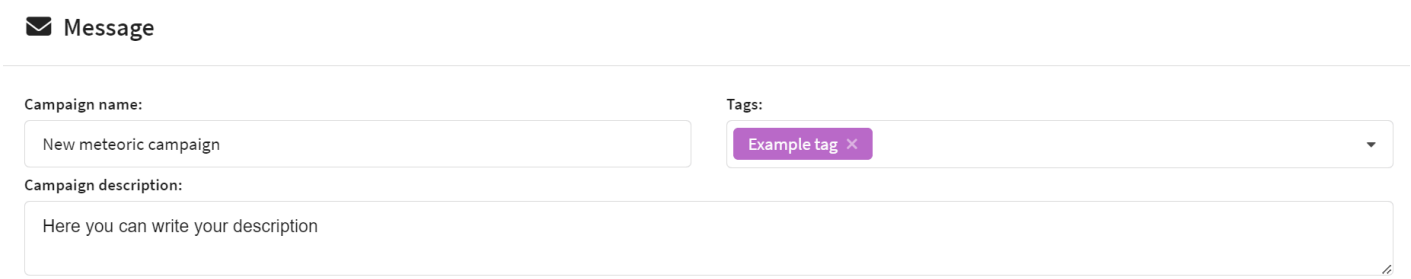
TIP

The “Placement” element allows you to launch a placement campaign in a scenario. Setting up such a campaign is described in [this article].

Read more

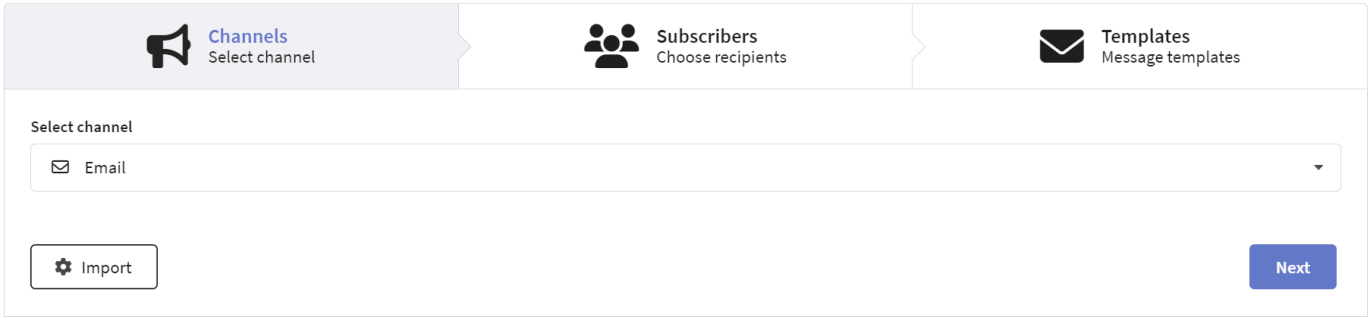
General settings

Enter a name for the new campaign, add a description if necessary. Here you can also set custom tags and set highest priority sending:



Campaign settings

On the first settings tab, select a communication channel: each campaign can only be sent via one channel.

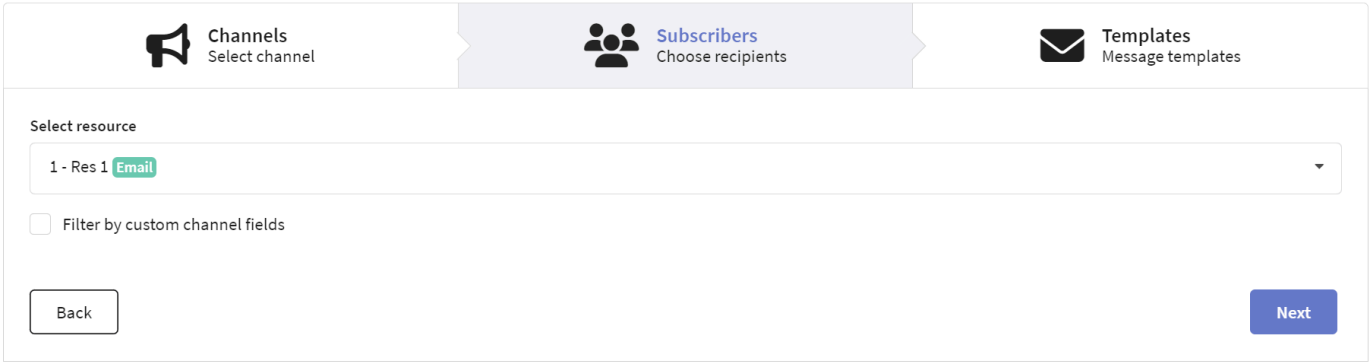


On the same tab you can import an existing campaign into the element. This can be a single campaign or a campaign included in other scenarios:



Subscribers

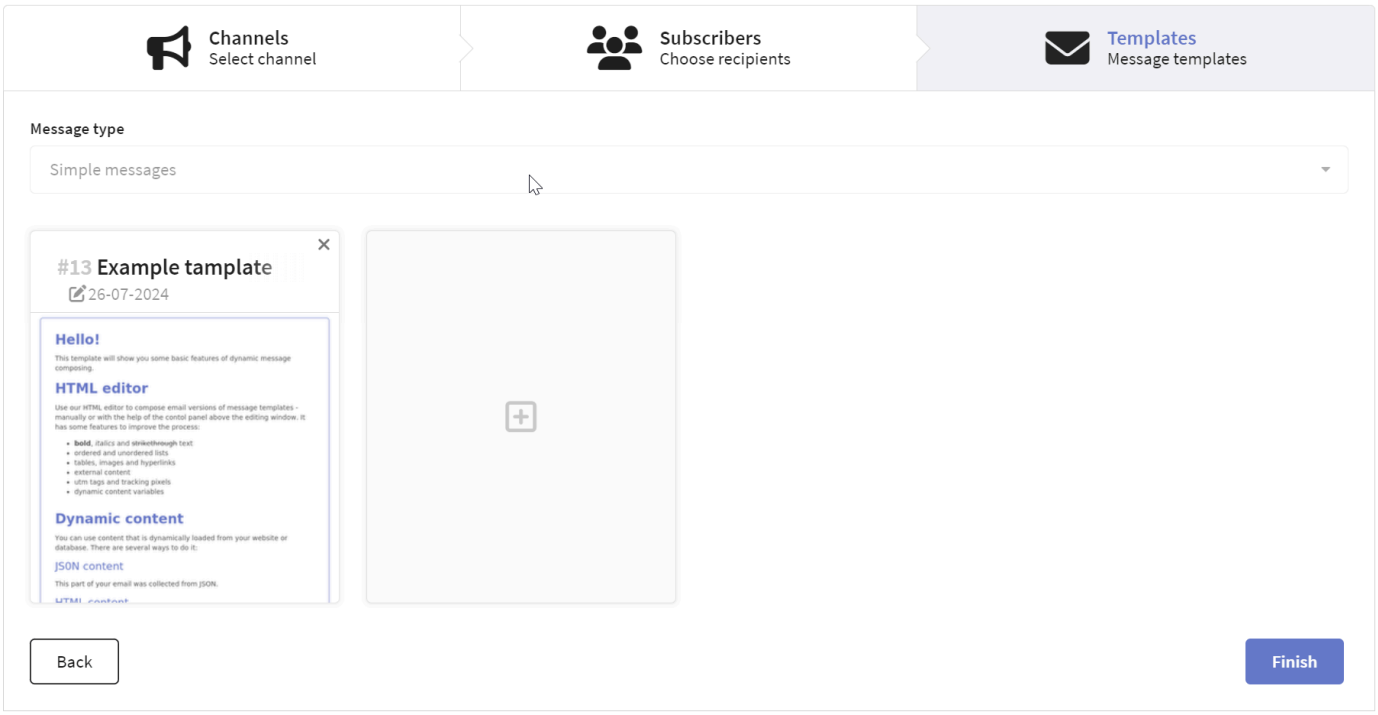
The trigger in the chain will use the contact details of subscribers of one of your resources. Choose a resource that your target audience subscribes to and proceed to the next step:



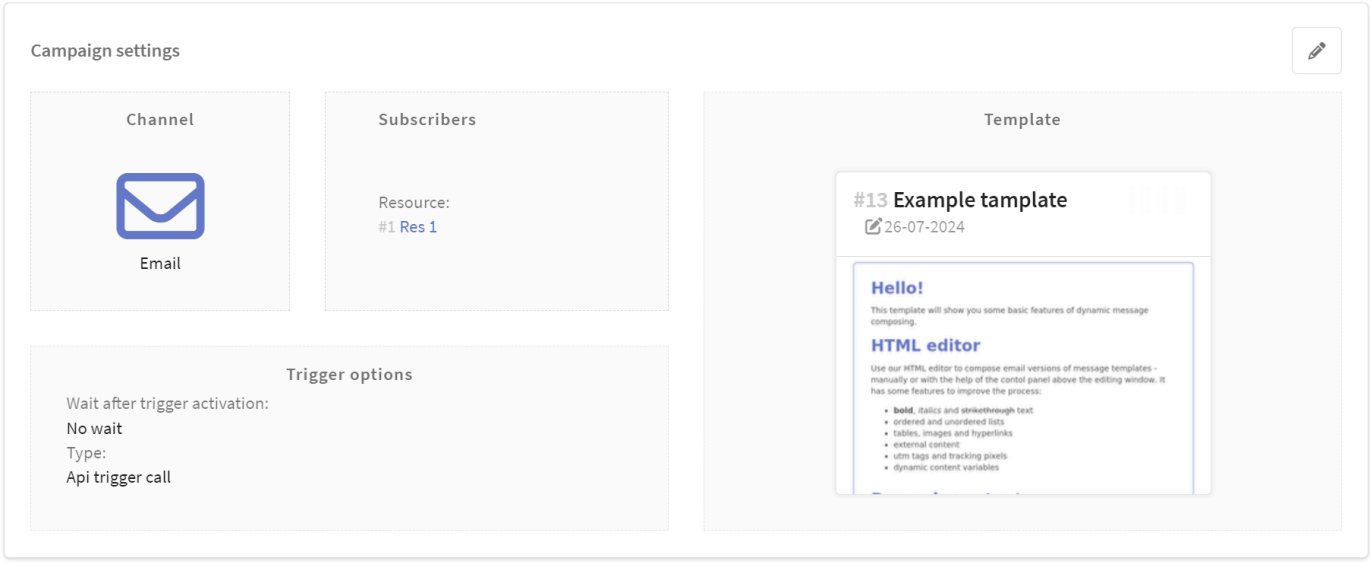
Additionally, you can filter by custom channel fields. To create a filter by fields, select the standard or optional subscription field. In the “Selection condition” field, select a logical operator and, if necessary, specify a value.

Content

On the third tab, select [Message Template] that you want to send to subscribers. It is possible to select several templates at once (up to 16 templates in one campaign). In this case they will be sent in random order. Just like when creating a campaign, you can open a preview of the desired template and edit it, if necessary:

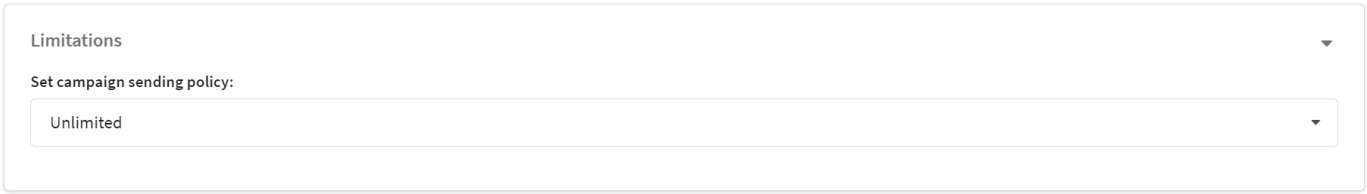


After selecting the template, click the “Finish” button. The campaign settings will be displayed in one tab, and you can make the necessary changes at any time by clicking the edit button:



Mailing Limitations

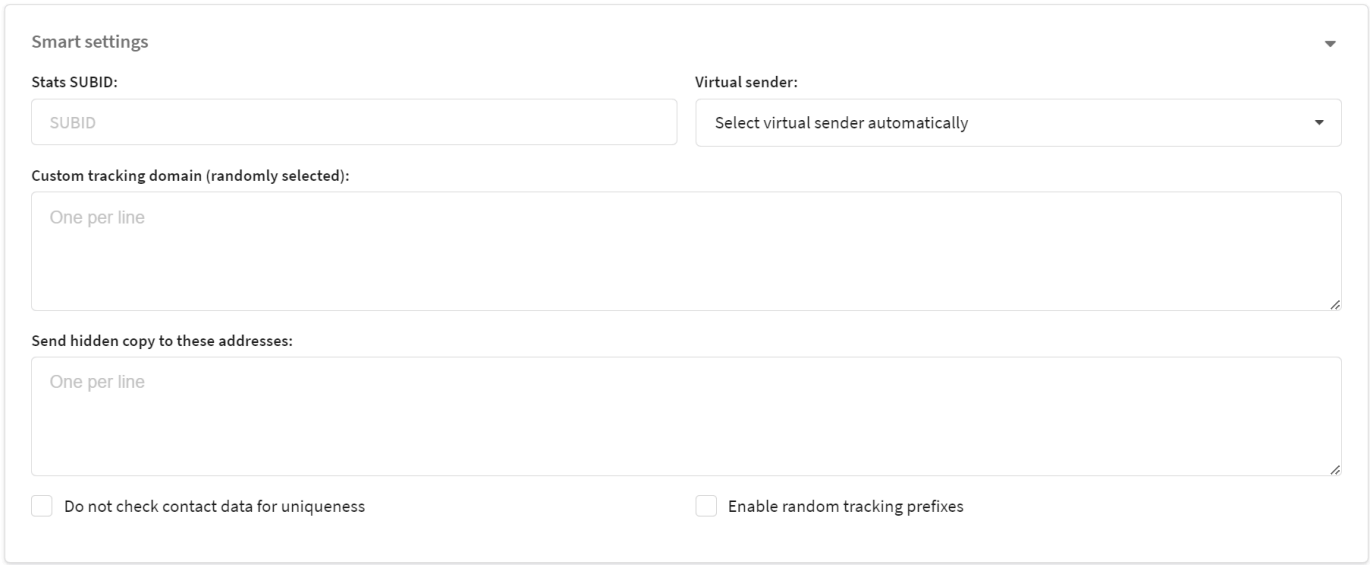
In this opening block, you can set [send policy] of the campaign. By default, the policy of the selected resource or the global account policy is applied:



Smart settings

In smart settings, you can additionally customize the campaign:

- **SUBID statistics**
- **Selecting a virtual sender**
- **Custom domains for event tracking (in addition to the one configured in the resource)**
- **List of addresses for hidden copy to sent e-mails**
- **Other options depending on the platform configuration**



CAUTION

If there is an error when sending a campaign, the profile will continue to follow the scenario.

Actions

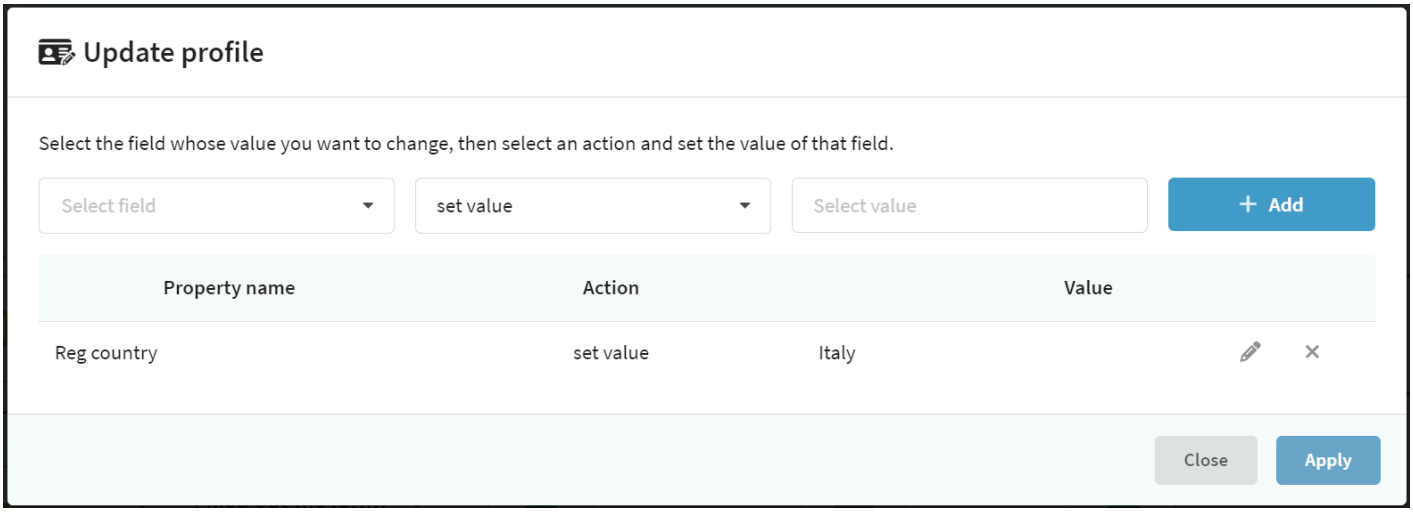
Update profile

	Updates the data of selected fields of the subscriber profile or deletes values in these fields. Related actions are available for different field types. The element can add tags, change field values with selectable options and numeric fields.

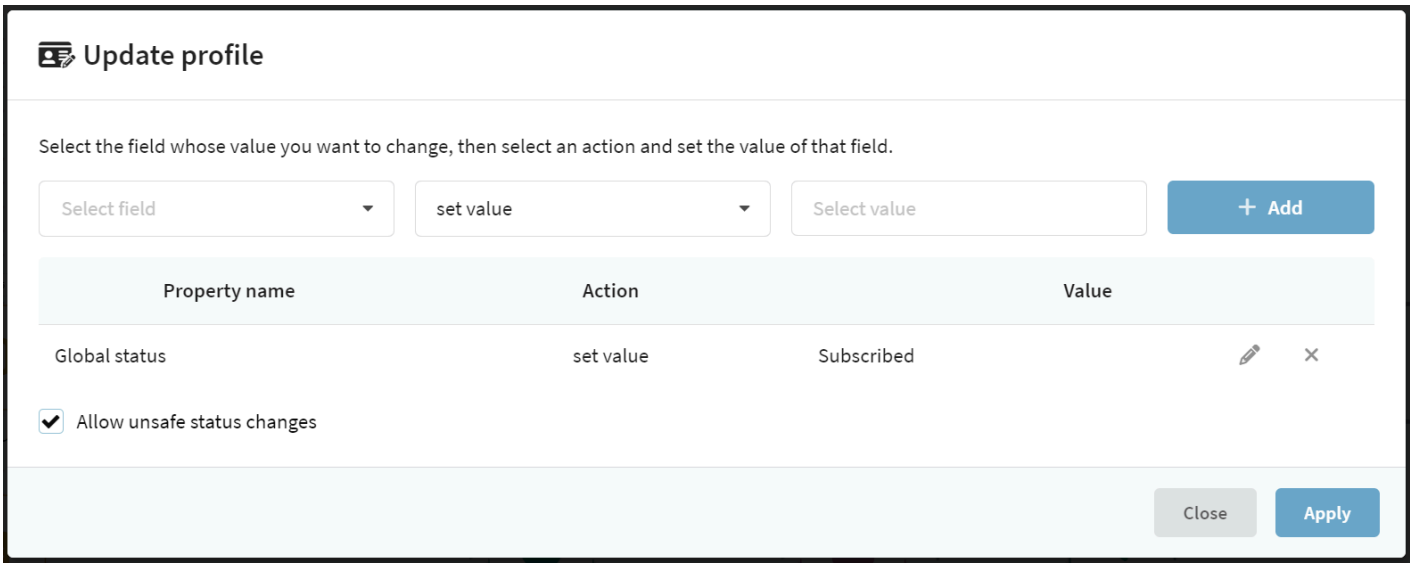
Read more

From the drop-down list, select the field you want to update. Then select the action and set the value of that field. Press “+ Add”. The added field can be edited by clicking on the pencil icon, as well as deleted from the element.

Action	Field type	Description
Set value	All	The new value of the field is specified manually. For fields of the List (Enum) type, the value is changed to one of those specified in the list, for example, the selected service package. For fields of Boolean type the value is changed to Yes or No.
Remove value	All	Deletes the value from the selected field.
Take the value from the field	All	The value is taken from the `apicontent` field. It is used together with “API call” element, which is able to save the request result into `apicontent` object.
Increase by	Integer	Increases or decreases the value. To decrease a value, you must enter a negative number.
Add element	Tags	Write another tag in the field.
Remove element	Tags	Remove one of the existing tags from the field.



With this element you can also change the global status of a profile. If you allow unsafe status changes, the element will update profiles with statuses other than “Subscribed”.



INFO

When referring to the sequence number of an array element from `apicontent`, the % sign must be used. Counting in such arrays starts from zero. For example, we have the following object with an array:

```
{
    "results": [
        {
            "objectId": "12asd34",
            "name": "Company 1"
        }
    ]
}
```

In order to get the name of the first organization, we need to use the following query `res.results.%0.name`, where `res` is the field to store the response from the API Request element.

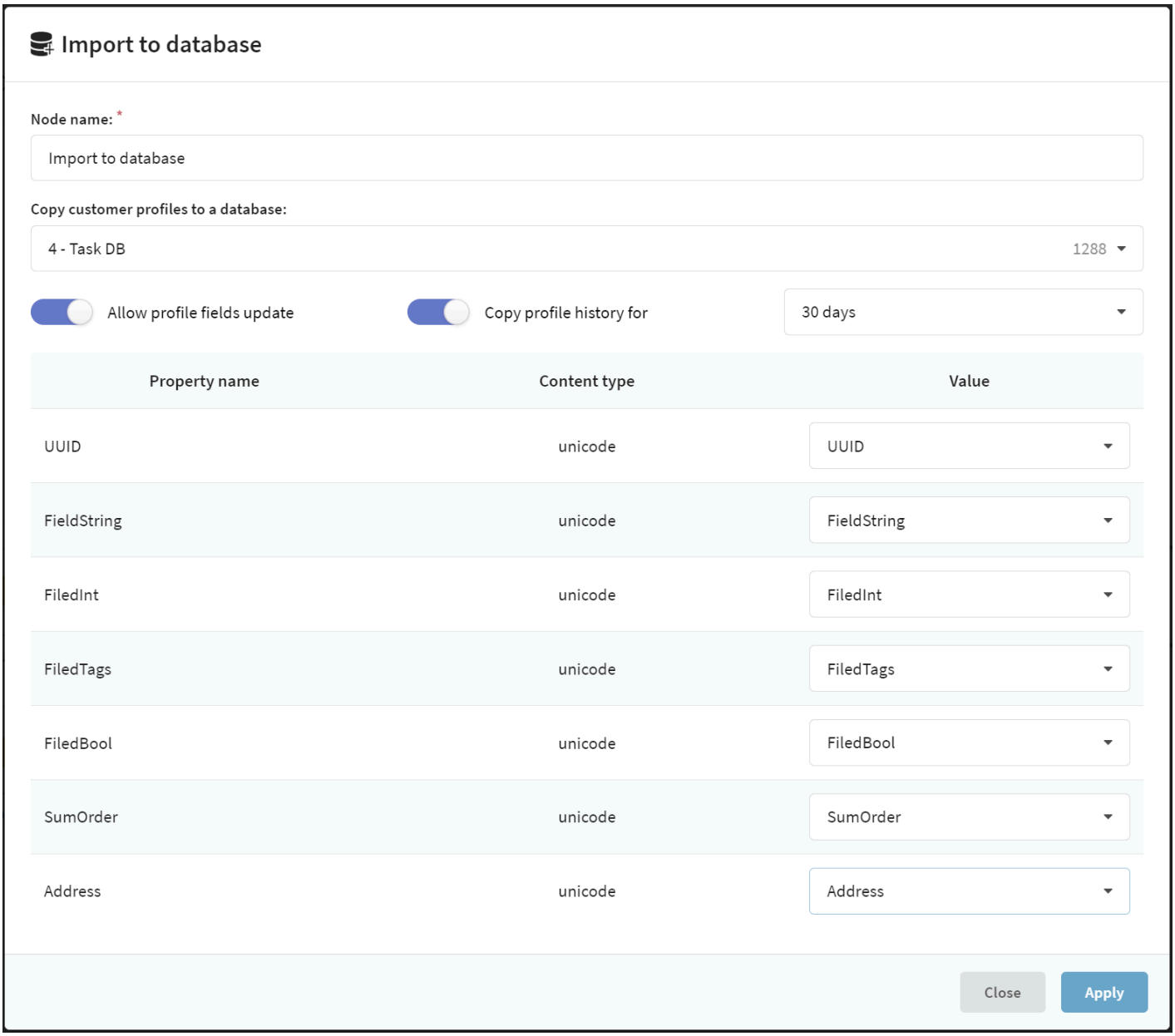
Import to database

	Copies a subscriber's profile from the profile database for which the scenario was created to another one. You can also copy profile history for a certain period and transfer custom profile fields.

Read more

Enter the name of the scenario element and select the profile database to which you want to copy the customer profile. If you want to update the data of a profile that already exists in the target database - activate the “Update subscriber fields if it already exists” option. If there are additional fields in the source database, their data can be written to fields of the appropriate type of the target database. To do this, customize the field matching.

You can also transfer the profile history from the source database to the target database. To do this, use the “Copy profile history for” option and select the period of data you want to transfer. Profile history includes campaign actions (sends, opens, clicks, etc.), subscription events, imports, pixels, promotion code assignments, and participation in static segments.



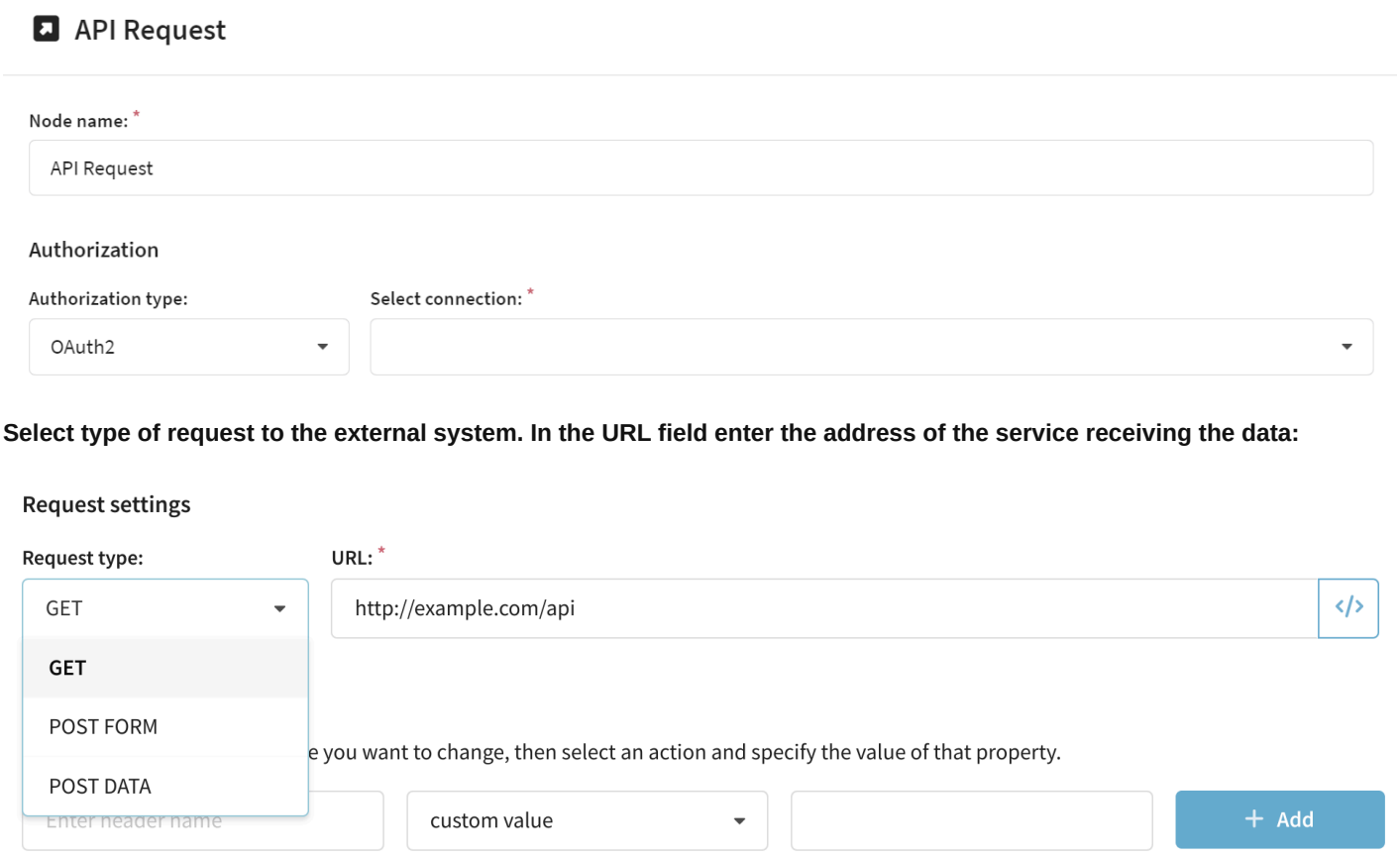
API request

	Send a GET or POST request to another system. You can add parameters to the request with static data or taken from a subscriber. Used for integration with other systems.

Read more

Enter the name of the element.

If necessary, change authorization type to OAuth2. This way you will be able to pass profile data to external services that use OAuth 2.0 protocol as an authorization method. To use this authorization method, you must first associate the external service with Altcraft platform via connection and then select it when configuring the element:

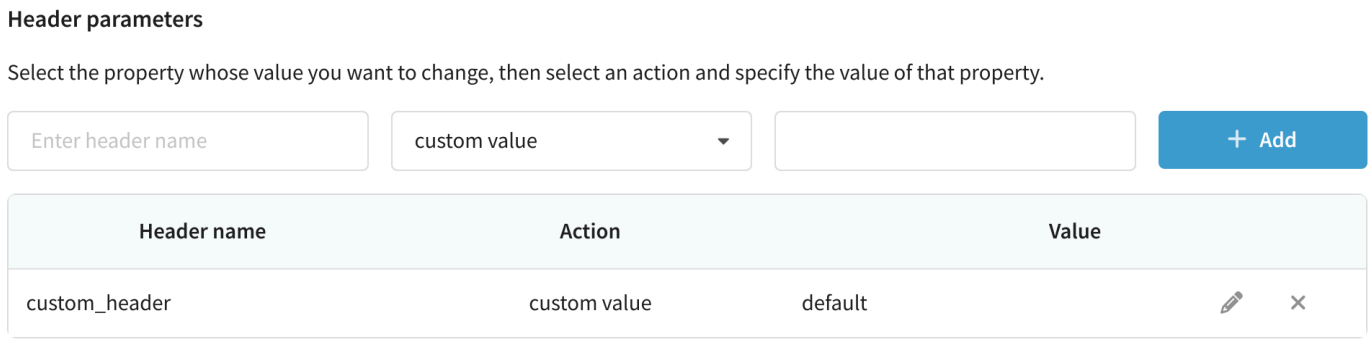


Select type of request to the external system. In the URL field enter the address of the service receiving the data:

The request URL also uses variables. Click </> or enter a value manually. Example of using a promo code in the request URL:

```
http://www.example.org/api/?Promocode={loyalty.black_friday.promocode}
```

If desired, you can add a custom header to your request. Specify a name for the header and select a value source for it, for example, one of the customer profile fields or your own arbitrary value:



Keep in mind that the user cannot add some system headers as this will cause the scenario to malfunction. Such headers include:

- **“Accept”**
- **“Accept-Encoding”**
- **“Authorization”**
- **“Cache-Control”**
- **“Cookie”**
- **“Connection”**
- **“Content-Type”**
- **“Content-Length”**

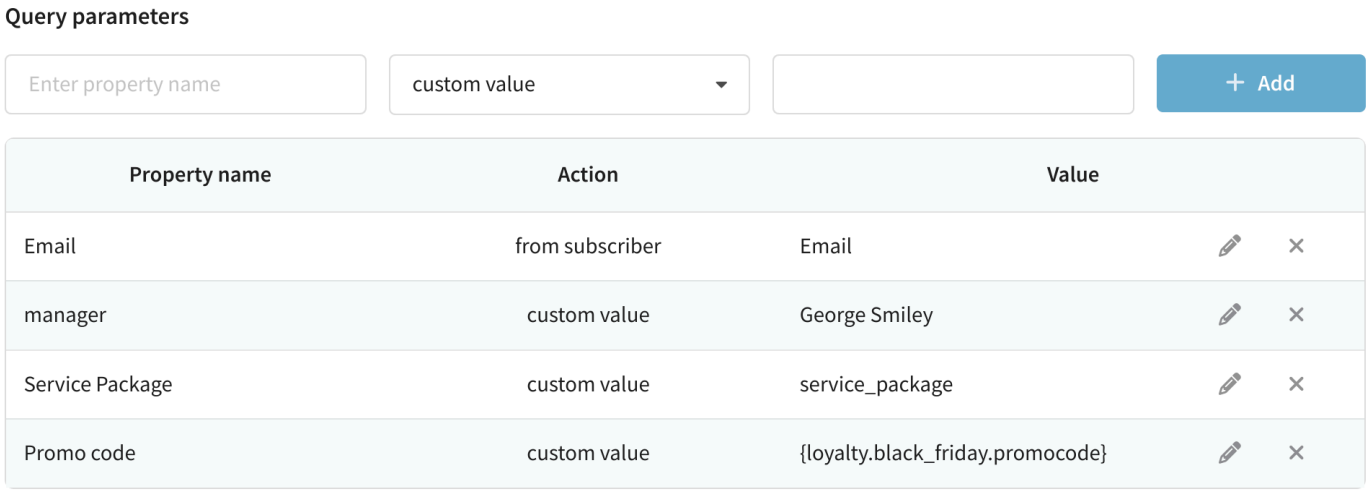
- “Host”
- “Referer”
- “User-Agent”
- “X-Forwarded-For”
- “X-Requested-With”

The body of the request consists of parameters. To add a parameter, click the corresponding button and the source of the value (just like when adding a header).

TIP

If you select “Custom value” in the query parameter, you can use variables associated with the profile. For example, promocodes of loyalty programs. If no promocode from the selected loyalty program is linked to the profile, the request will return an empty string `"code": ""`. It can look like following:

```
{loyalty.<'Template name' from the settings of the loyalty program>.promocode}
```



If for some reason a request to the server fails, the platform proceeds to execute repeated requests. You can configure the maximum number of retry requests, as well as specify the frequency of their sending to maintain a uniform load on the server. Retries will be fulfilled until the request is successful.

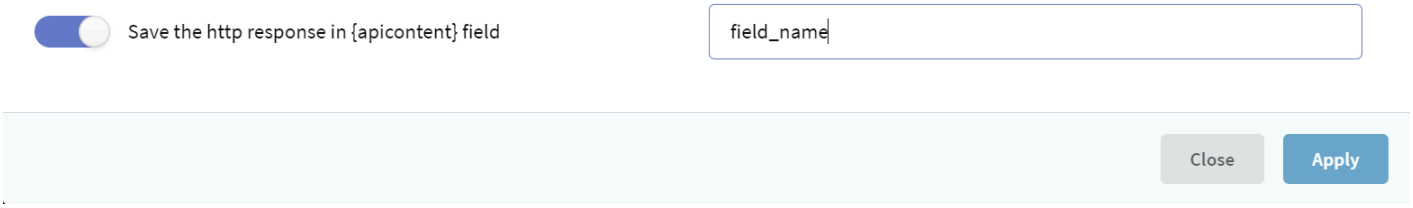
A successful request is a request that matches the condition specified in the element:

- Status 200 — the server returns HTTP response code 200.
- Plain — the response from the server should go into the specified Regex.
- Parsed — is used if the server returns a JSON or XML object. The path to the to the field name and the expected value must be specified. The value can be empty.



After calling the API, you can save the received response (e.g. JSON object) to the `{apicontent}` variable and use this data in the next steps of the scenario. To do this, activate the option “Save http-response in the field {apicontent}”. However, when used in other scenario elements, the `apicontent` prefix is not needed, only the field name is required.

Enter the name of the field to which the object will be written. This name will be used when substituting the variable into the message template. For example, if you specify the field name - `field_name`, then in the template the reference to the JSON-object will look as follows: `{apicontent.field_name}`.



Static segment update

	**Adds a customer profile to the static segment of the audience or removes it from the segment.**

Read more

In the element settings, select add or delete and the available static segment:



Subscriptions

	Subscribes a client to a specific resource or updates existing subscription data. Profile data or subscription data for another resource can be used as a subscription source.

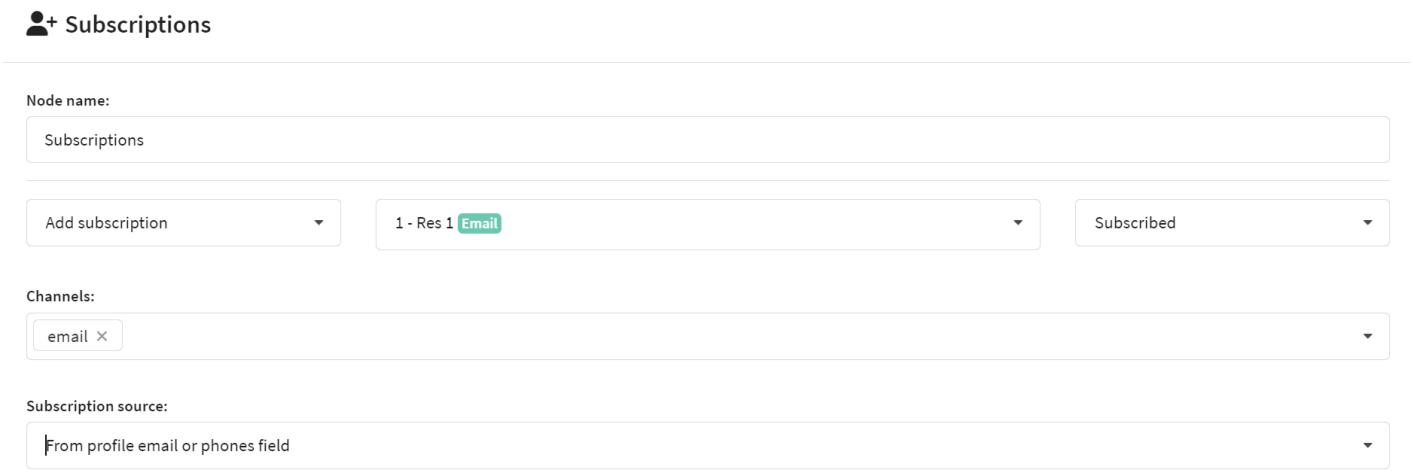
Read more

Enter the name of the element. A subscription can be added if the customer is not yet subscribed to the resource, or change its status. For example, when confirming a subscription or using custom unsubscribe scenarios.

Select the **subscription resource from the drop-down menu and the available communication channels. Change the subscription status if necessary. Select Email and Phones profile field data or subscription data from another resource as the subscription source when adding.

TIP

For subscriptions to Push notifications, you can only use subscription data from another resource that contains client device IDs to send Push.



Promocode

	Assigns a promocode from the selected loyalty program to the customer profile. The promocode can then be sent to the customer via one of the elements in the “Channels” category or used to calculate personalized offers.

Read more

Enter the name of the scenario element and select the required loyalty program. The program must generate a sufficient number of promocodes or the option of creating promocodes by scenario must be active.

CAUTION

If the profile already has a promocode for this loyalty program, the scenario will be fulfilled.

If a promocode cannot be assigned for one of the reasons below, the scenario will end on that element:

- **promocode limit has been reached**
- **loyalty program is not active**
- **the loyalty program has no free promocodes, and its option "The scenario can create promocodes if there are not enough of them" is disabled**



Goal registration

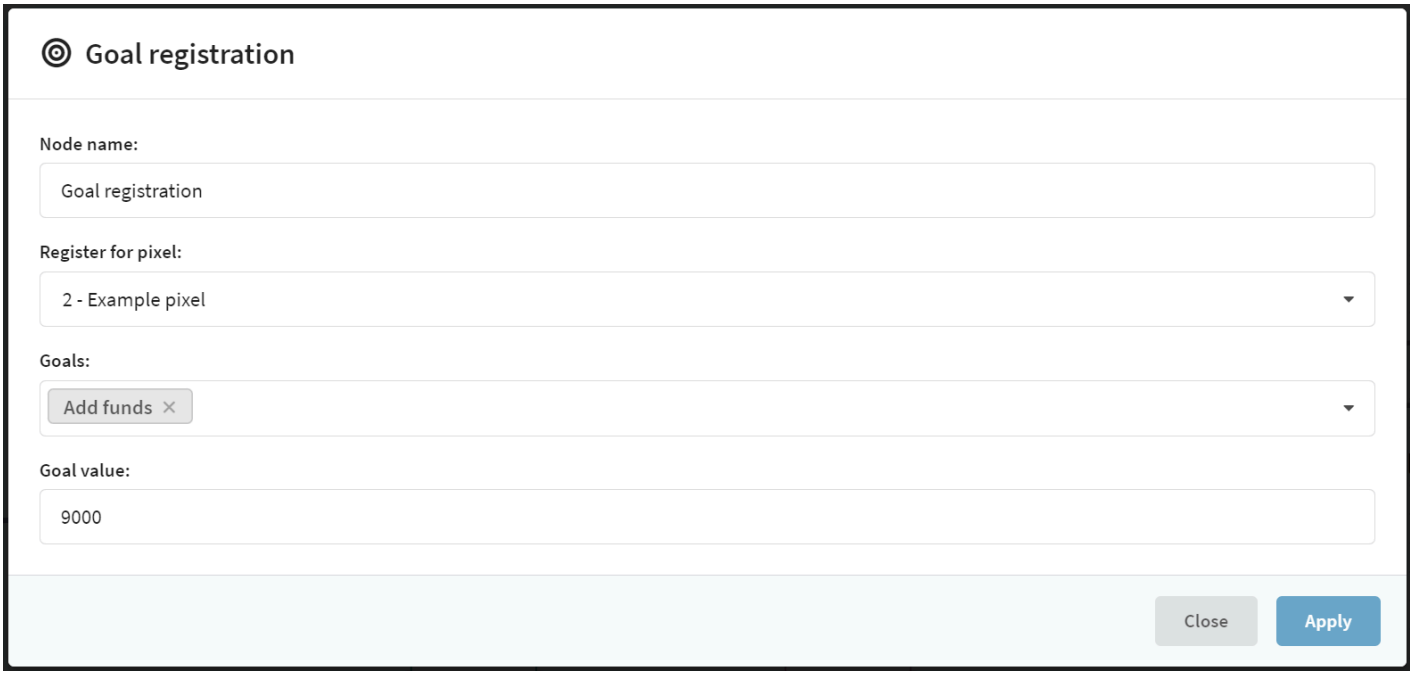
	Records in the client profile the achievement of a certain goal and the associated cost of the action. Can be used for scoring subscribers, LTV and RFM segmentation, in reports on conversion and profit.

Read more

Enter name of element and pixel to which the target will be bound. Registration of identical targets for different pixels can be used in affiliate programs or for A/B testing of the interface of your site or other resources.

Below, select existing targets or add new ones. Specify the value to be transferred for the targets.

> **TIP**
>
> The value for ALL targets will be written as a single value. If multiple targets with different values are to be passed, add several such elements - one after the other, with different targets.

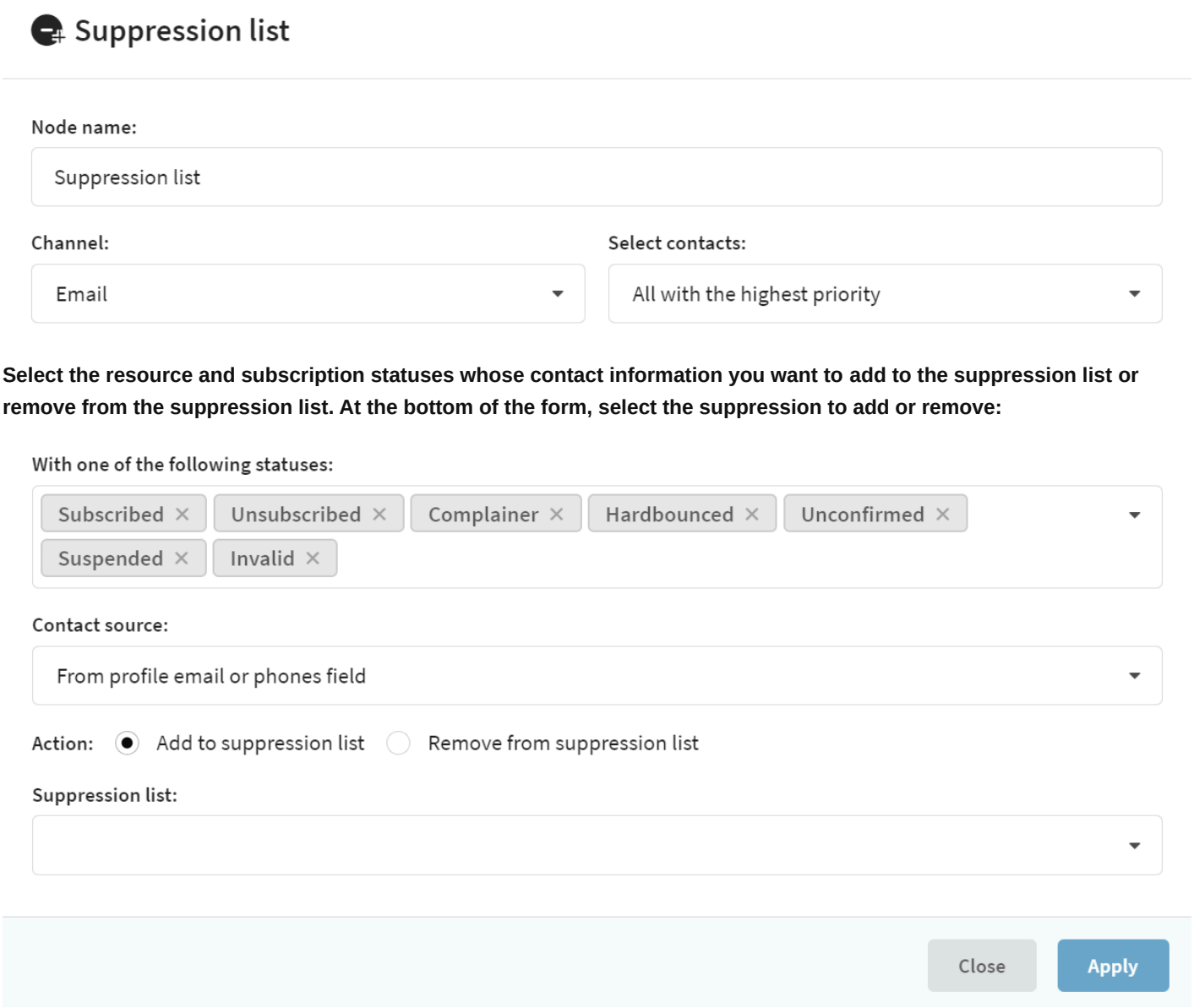


Suppression list

	Adds certain client contact details (email address and phone number) to the stop list of the platform. Communication with the customer using this data will be blocked. Or vice versa, removes contact details from the stop list, restoring the ability to communicate with the client.

Read more

Enter the name of the element to be displayed in the scenario. Next, select which subscriptions contact information you want to block or restore. Select the communication channel and priority of subscriptions to change:



Select the resource and subscription statuses whose contact information you want to add to the suppression list or remove from the suppression list. At the bottom of the form, select the suppression to add or remove:

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia. ** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.

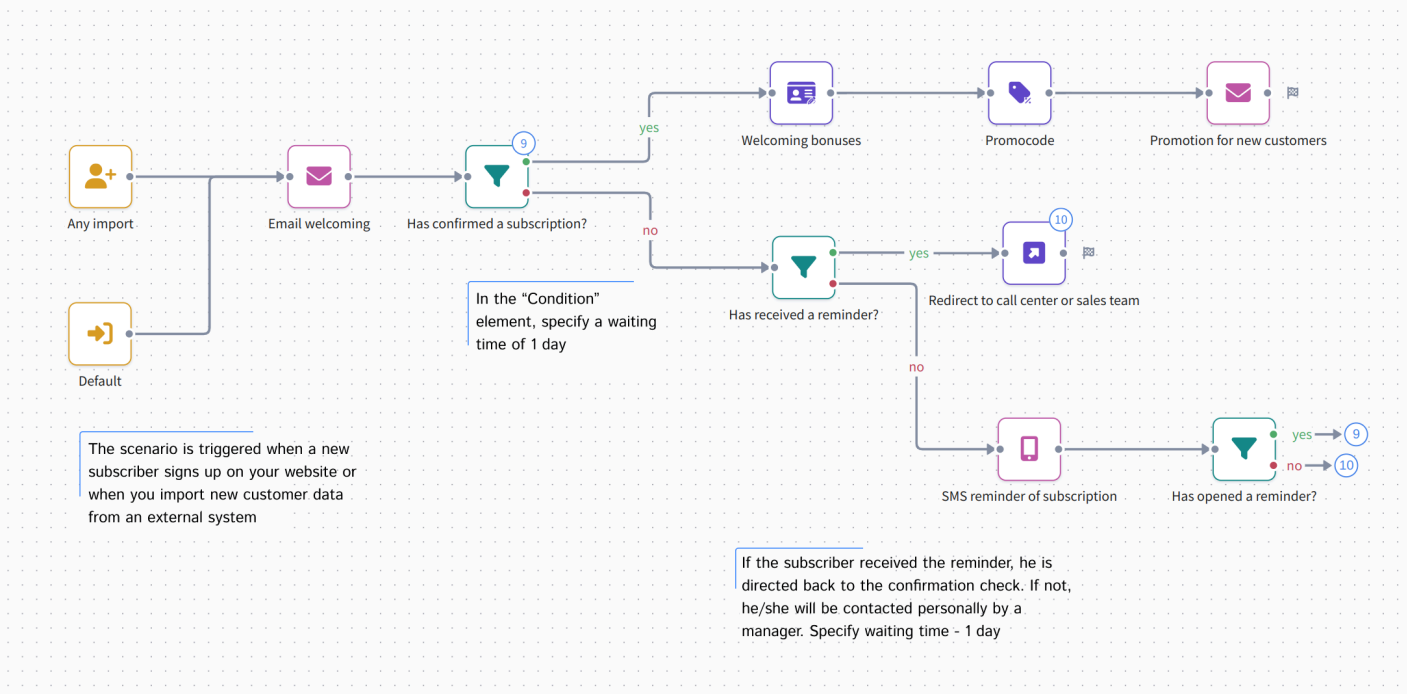
Classic marketing scenarios

Classic marketing scenarios

Welcome workflow

Welcome workflows can start engaging your customers right after registration. A s displayed below will help you:

- **automate opt-in process**
- **remind visitors of a dropped registration**
- **assign welcome bonuses and promotion codes**
- **redirect customers to your call centre or sales team for a direct call**



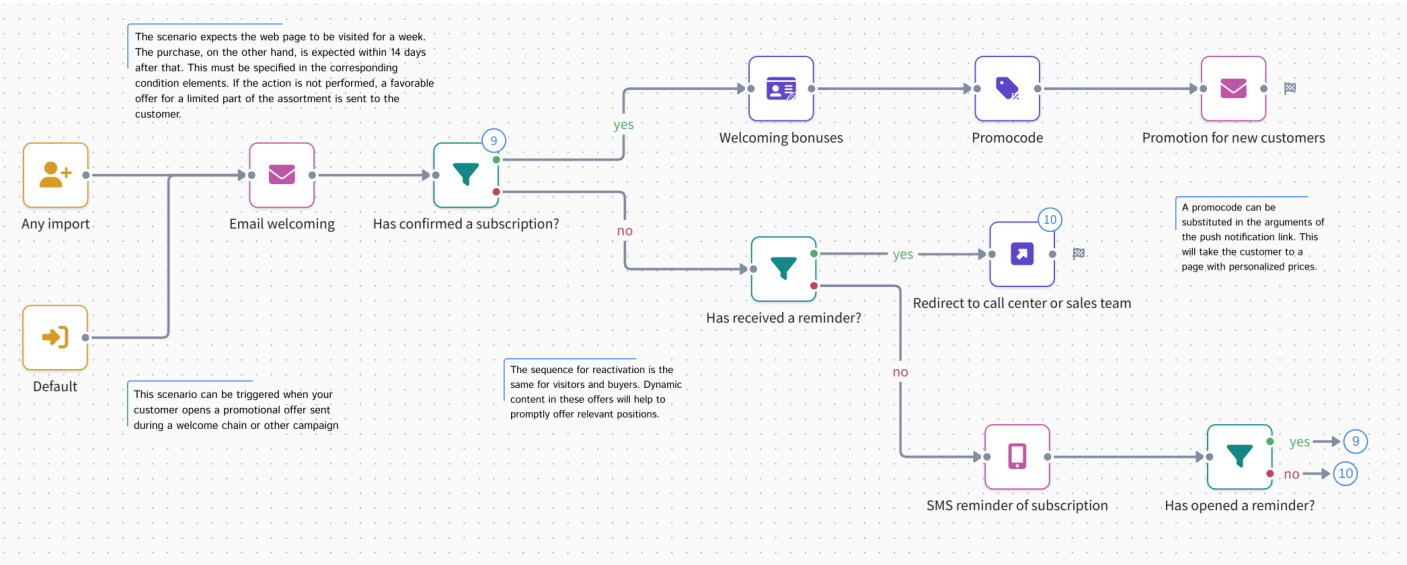
TIP

You will find a guide to creating a welcome scenario on this page.

On-boarding: first purchase

On-boarding workflows will help you engage customers from the moment of the first promotion they receive. For example, after a mass mailing about new product line you can encourage customer activity by a scenario similar to this one:

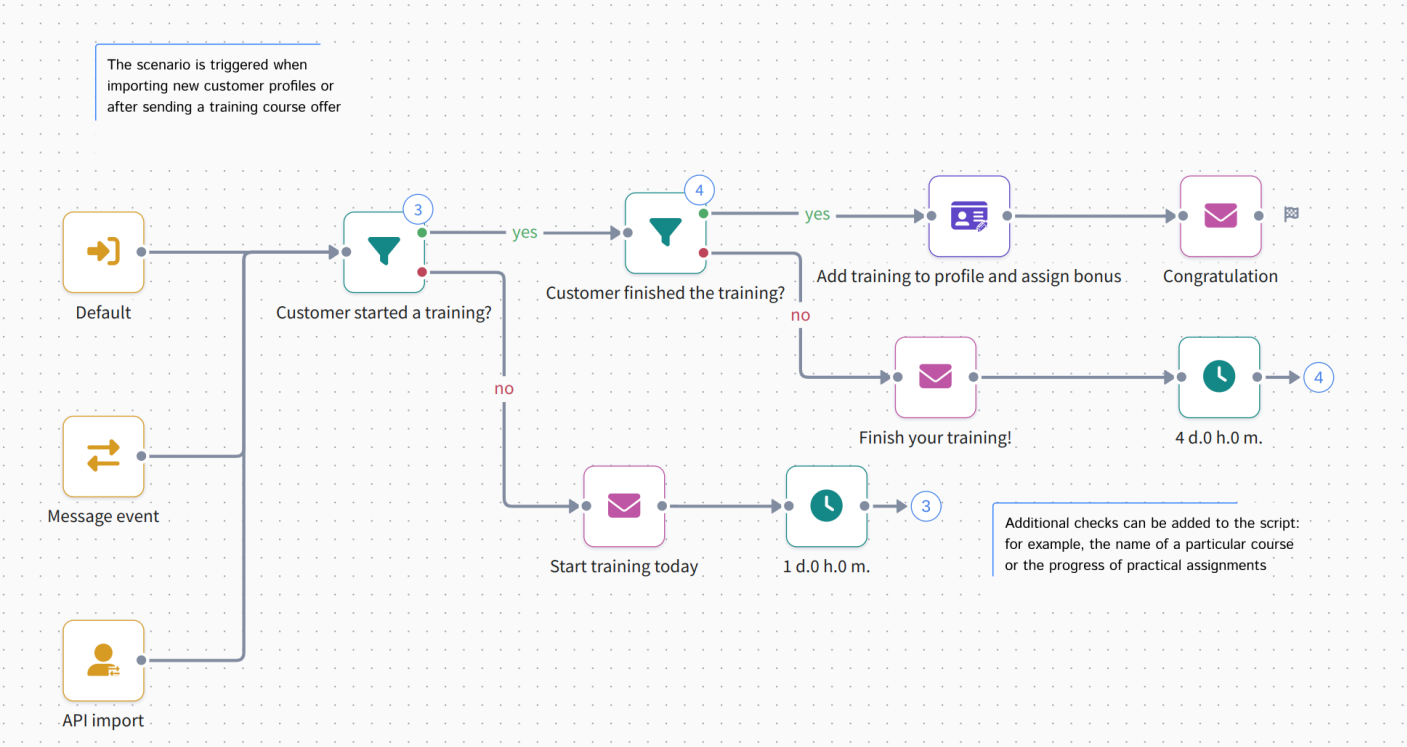
- **scenario launches when a customer interacts with your email**
- **reactivates customers who do not pay attention at first**
- **reactivates those who open store page and leave with no purchases**
- **assigns limited stock [promotion codes](/en/user-guide/loyalty-programs/) (for tripwires e.g.)**



On-boarding: customer education

One of the best ways to gather a highly loyal audience is to make them educated in your field of business. This becomes crucial when speaking of financial sector where customers' trust is the key to success. And here you come as a tutor figure — not mere seller.

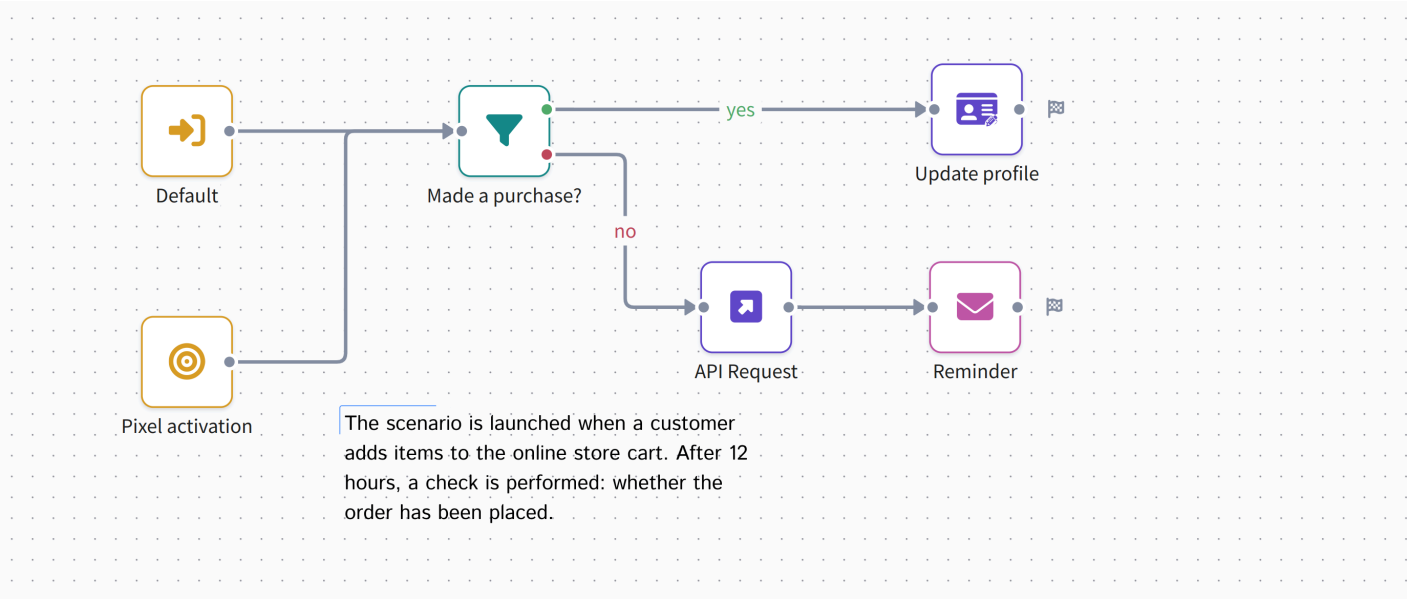
Customer learning can be automated and made interactive with Altcraft Marketing scenarios, that will check customers' progress and assign relevant trainings:



Abandoned shopping cart

If your potential customer is interested in your offer as much as adding products to a shopping cart — though not proceeding with checkout — you can get a second chance by reminding of the abandoned cart. If you can sacrifice a discount in exchange for customer retention — a scenario can automatically assign promotion codes for a limited stock of products.

API request is used to launch this scenario:

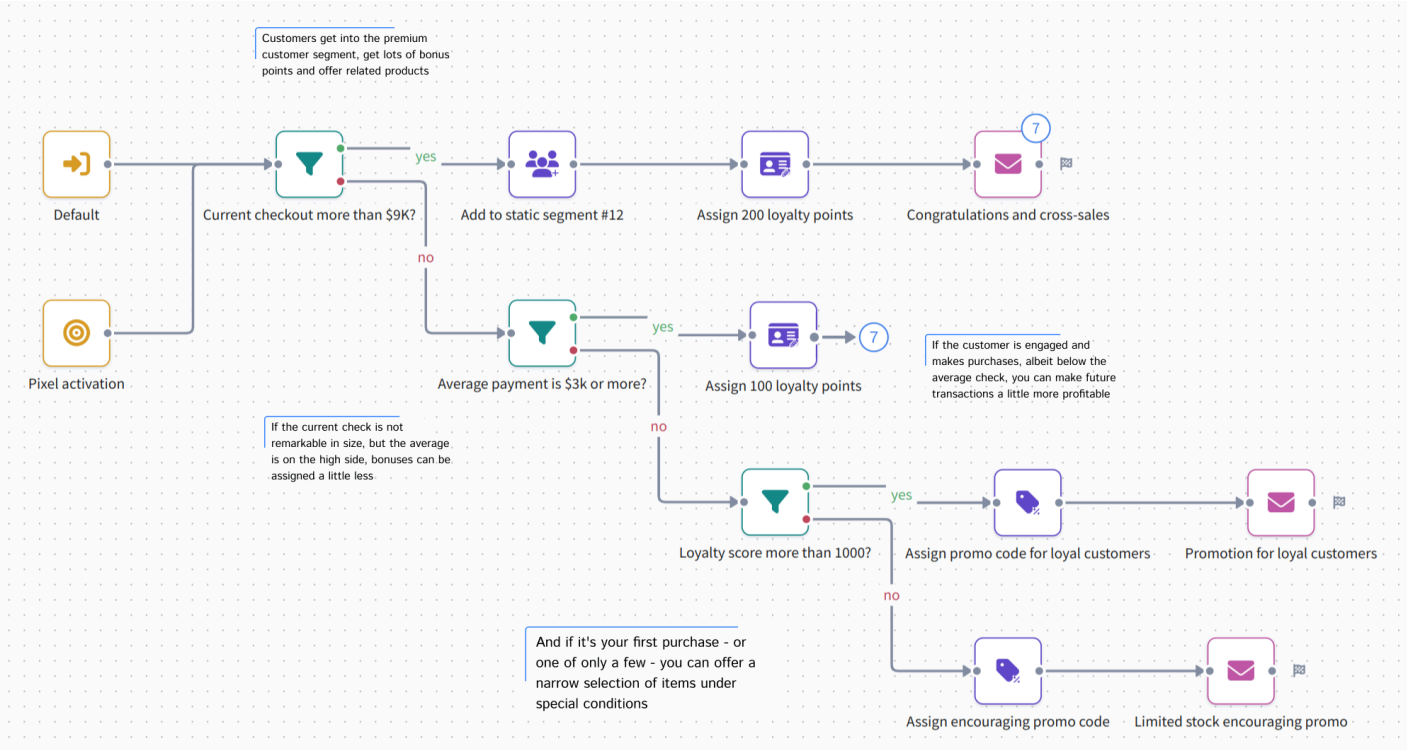


TIP

You can find an example of how to implement a shopping cart abandonment scenario in this article.

Customer loyalty management

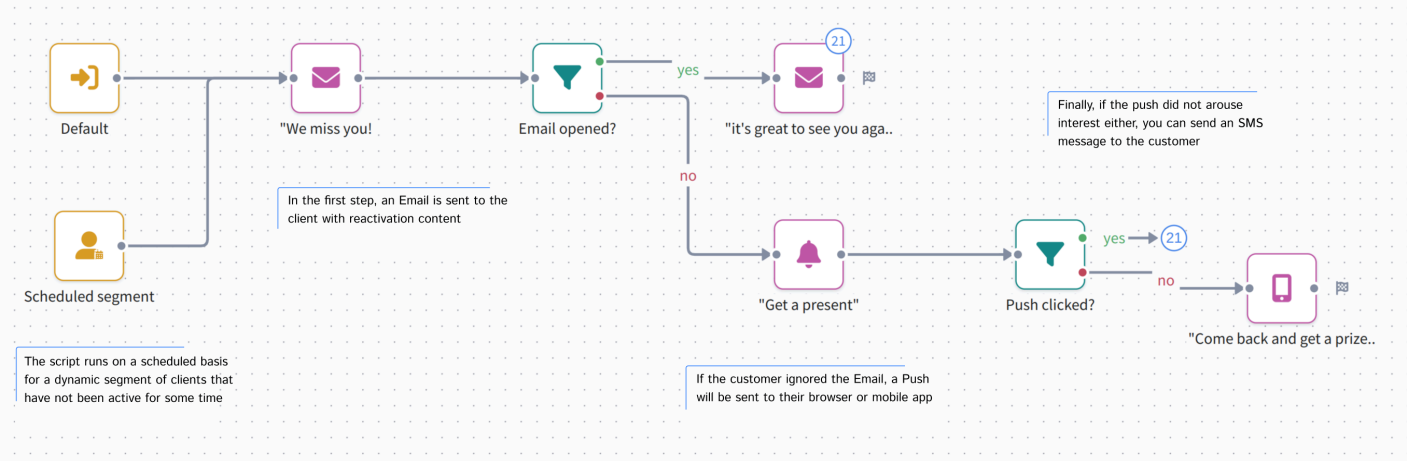
Customer loyalty is one of the key aspects of the modern market. It is a good way to implement gamification of your marketing processes. Compose a scenario that will ispect customers' loyalty score, RFM metrics (average payment) and order details. It will definitely nourish your customers' loyalty:



Omnichannel customer reactivation

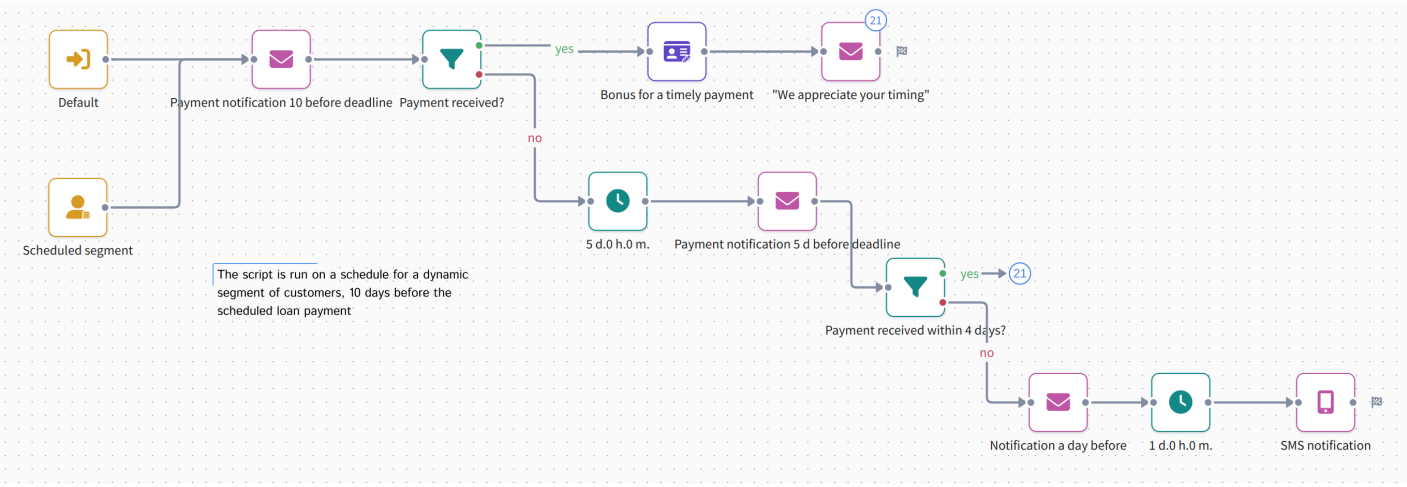
You can reactivate inactive customers automatically with the help of the scenario in this example. Scenario is launched periodically - same as a regular campaign. Each launch a dynamic segment will provide customers who have ignored your mailings and offers for a specific period of time.

The sequence itself is what is called Cascade campaign — messages are sent consequently until a customer reacts to one of them. You can use this type of omni-channel communication in a wide variety of cases:



Regular payment notification

This scenario will help you automate omnichannel notification about regular payments, service period ending and similar workflows. A dynamic segment and schedule are used to launch a sequence of notification — via one or several channels. Before sending another notification scenario will check if the payment has been made:

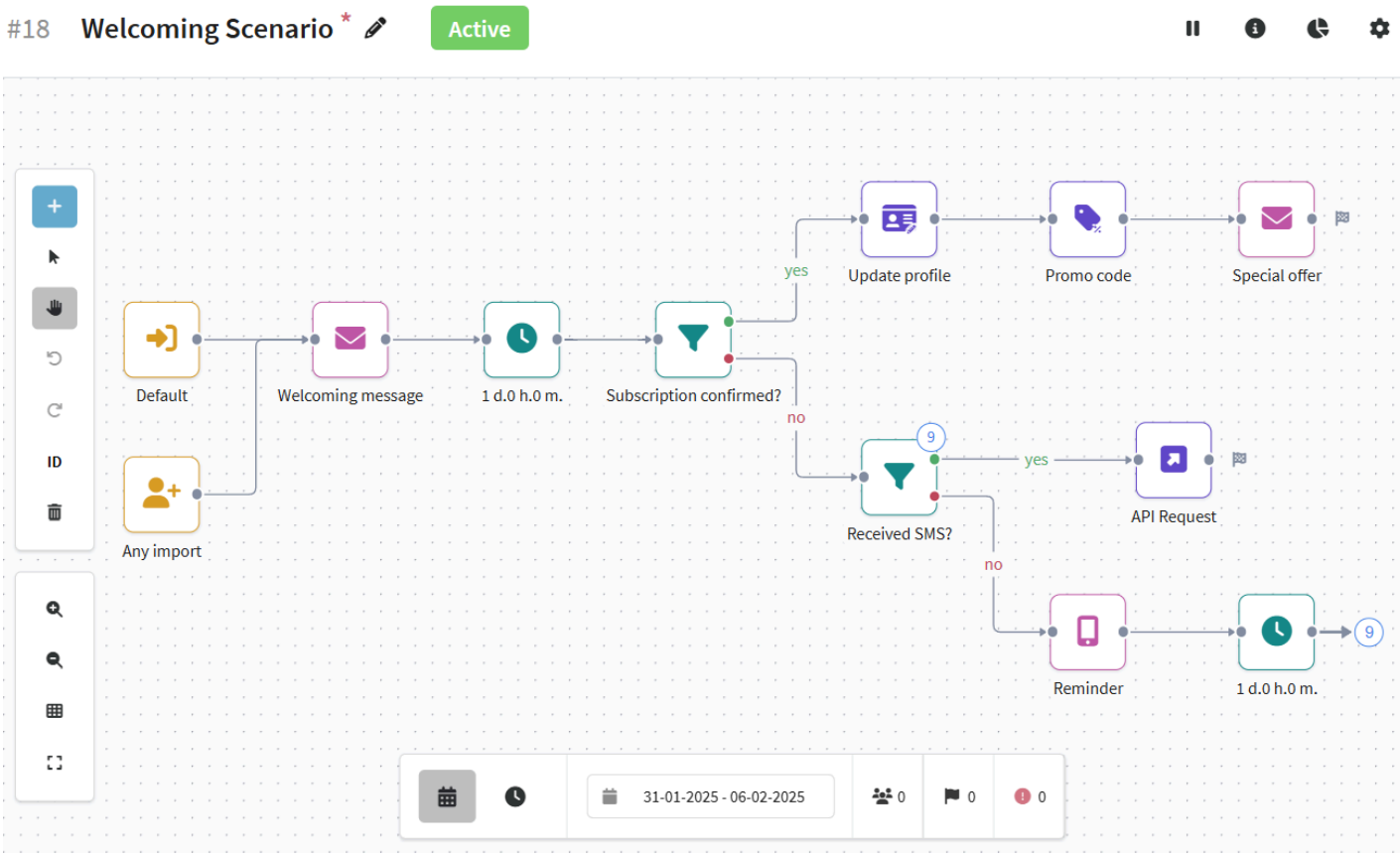


Step-by-step welcome scenario guide

Step-by-step welcome scenario guide

This guide will help you set up an automation scenario, managing interactions with new customers - from registration to first promotional mailings and purchases. We give you some basics on how to choose scenario nodes based on the situation at hand or resources used.

Welcome workflow is one of the classic marketing automation scenarios. You can implement it effectively with Altcraft Marketing.



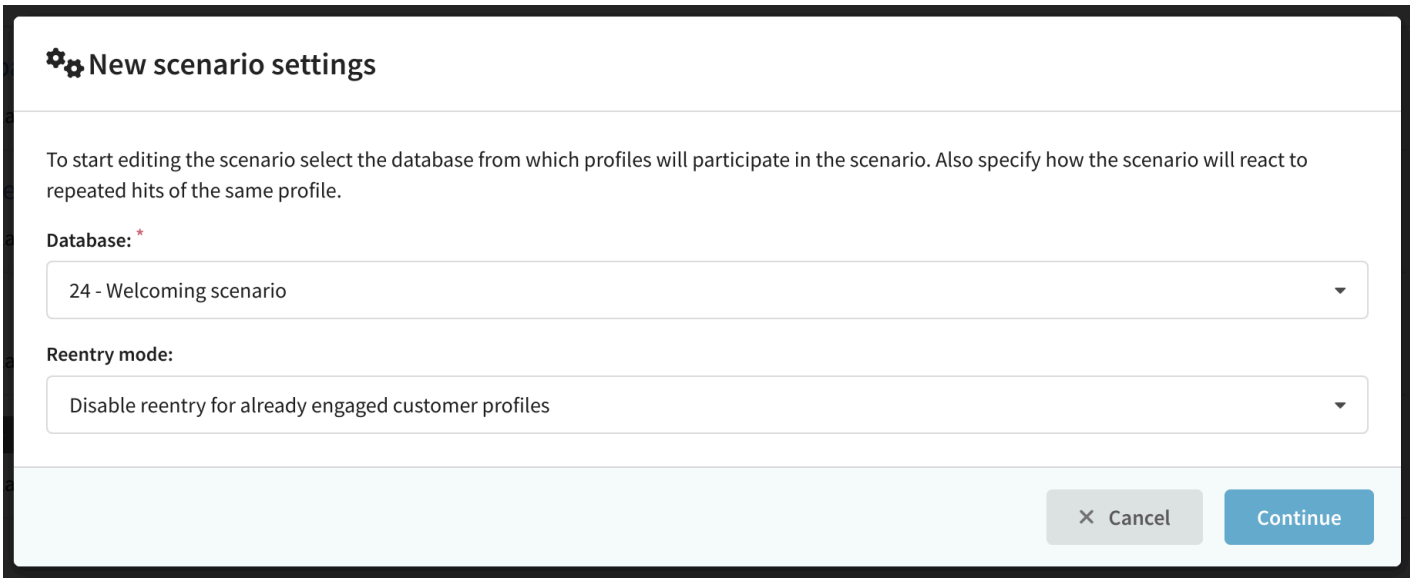
TIP

Automation scenario basics are described in this article.

This page will provide you with information about scenario steps - nodes.

Step 0: Create a new scenario

In the Scenarios section, create a new scenario by clicking the appropriate button at the top of the screen. Specify the profile database and disable re-entry for the profiles involved in the scenario, as the greeting is a one-time event:



Step 1: Configure customer capturing mode

Customers will get engaged in the scenario when their subscriber profiles are created within the platform. Thus, capturing event depends on how you import your customers' data into the platform:

- **Any profile import - launches any time a new customer profile is created.**
- **Manual profile import - launches when you create a customer profile manually**
- **API profile import - launches when you import a profile via platforms' web API from your website or integration middleware (ETL)**
- **Form import - launches when filling in form fields. To learn how to create a form in the platform, read in this article.**
- **Popup import - launches when filling out a form in a popup. You can learn more about creating and customizing popups in this article.**

There is also an element capture default profiles in any scenario. It is required to capture profiles added manually, via API and chained from another script.

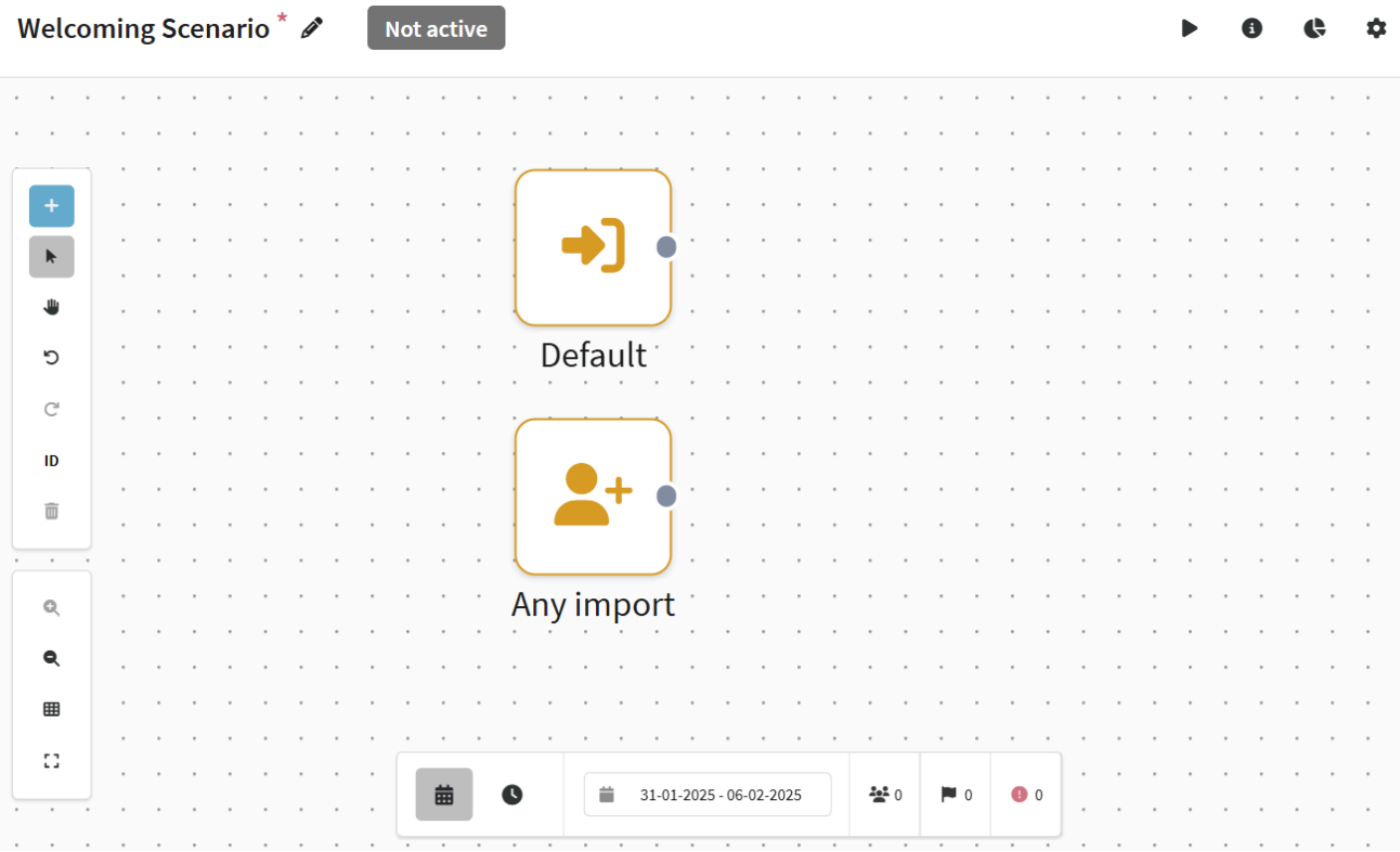
TIP

Various customer data import and update options are described in this article.

This article describes scheduled customer profile import from an SQL storage.

API requests considering customer profiles are described in this section of API docs.

In order for all new profiles from the database to get into the script, we use the trigger "Any profile import":



Step 2: Create an Email welcoming message

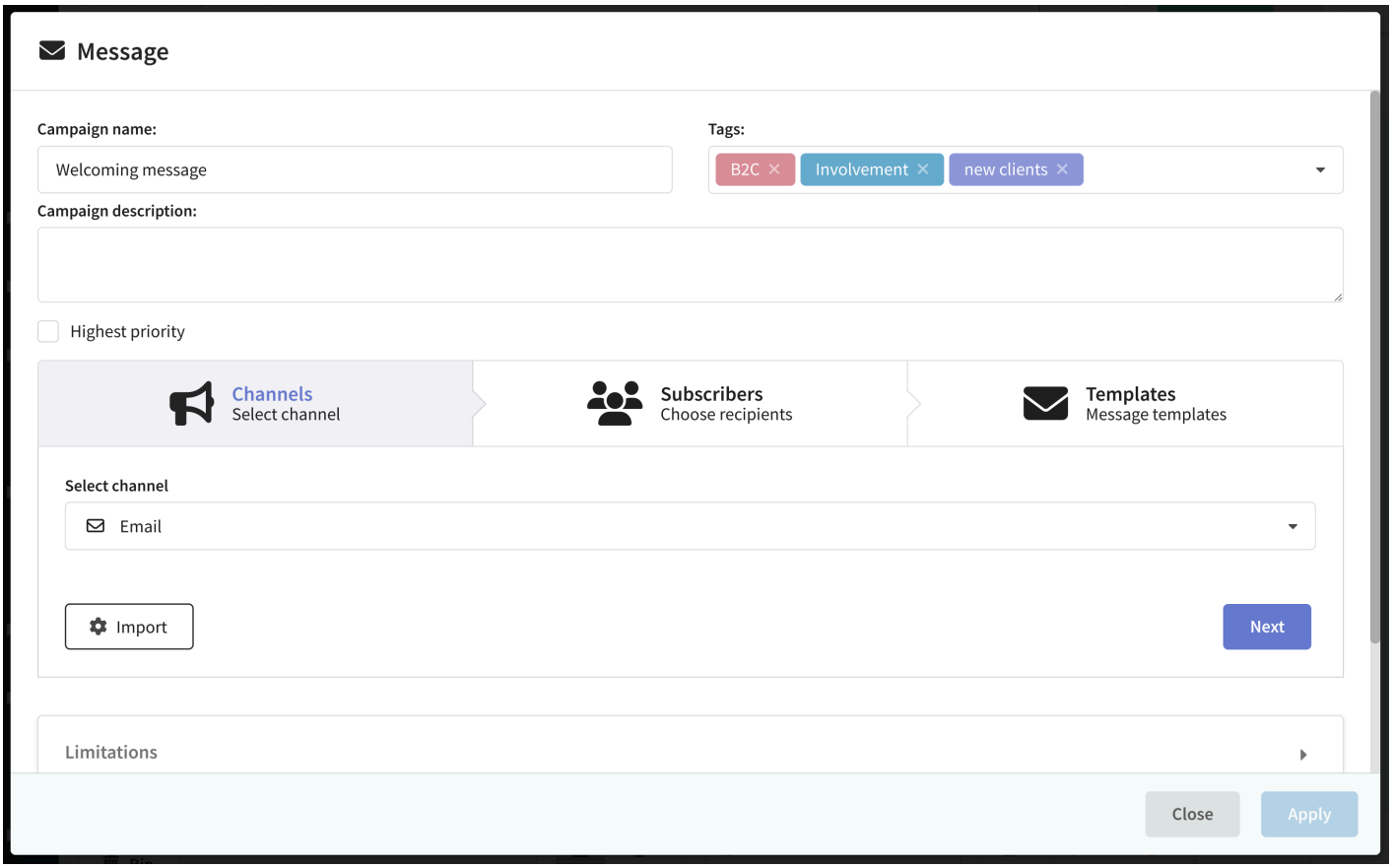
Add the following element to the script - email distribution. To do this, click on “+ Element - Channels - Email”. This will open the campaign customization window. Here you can specify channel, resource and message template.

TIP

Subscription resources for your audience are described in this article.

This section will tell you all you should know about message templates.

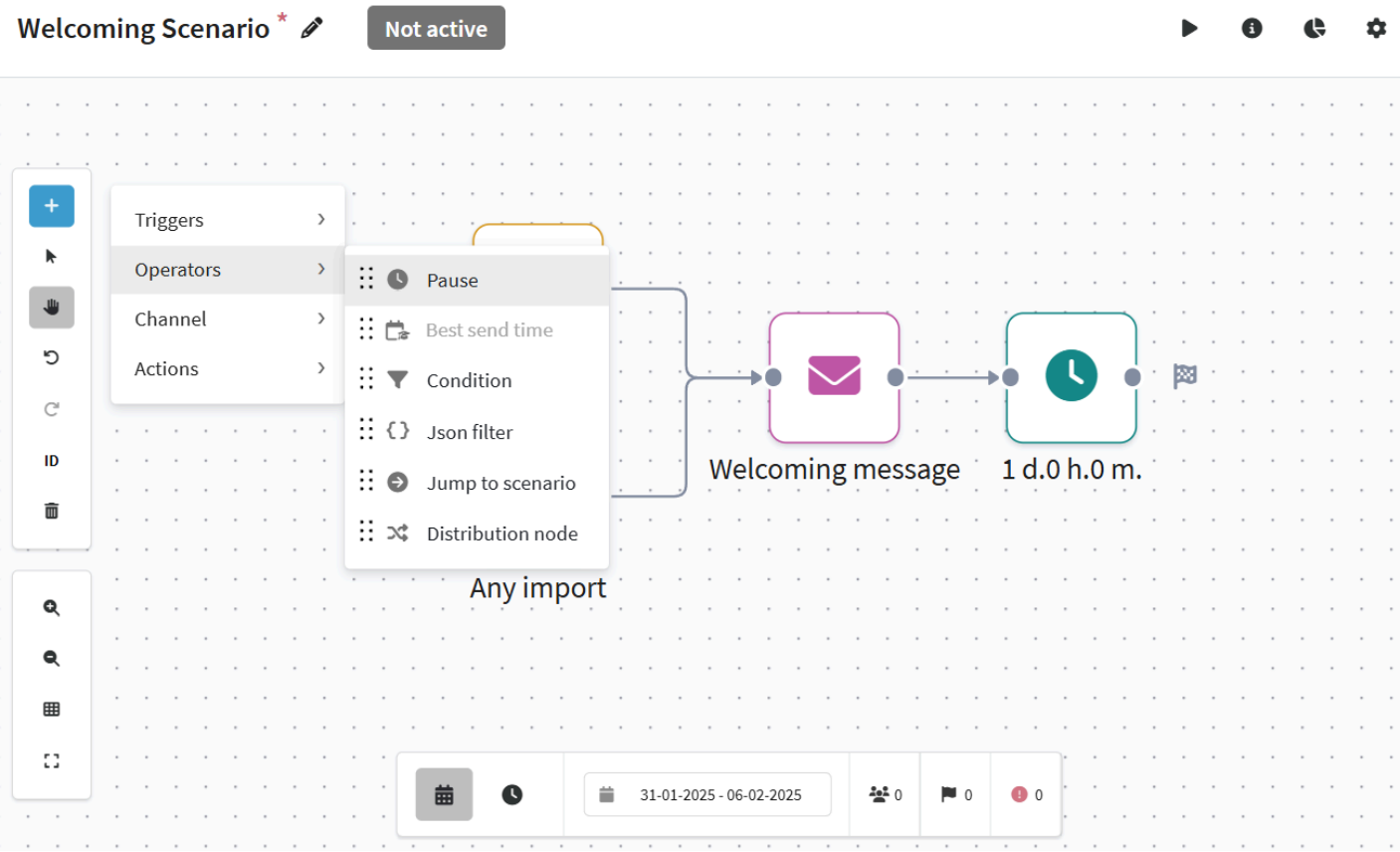
You can find a step-by-step Email campaign guide here.



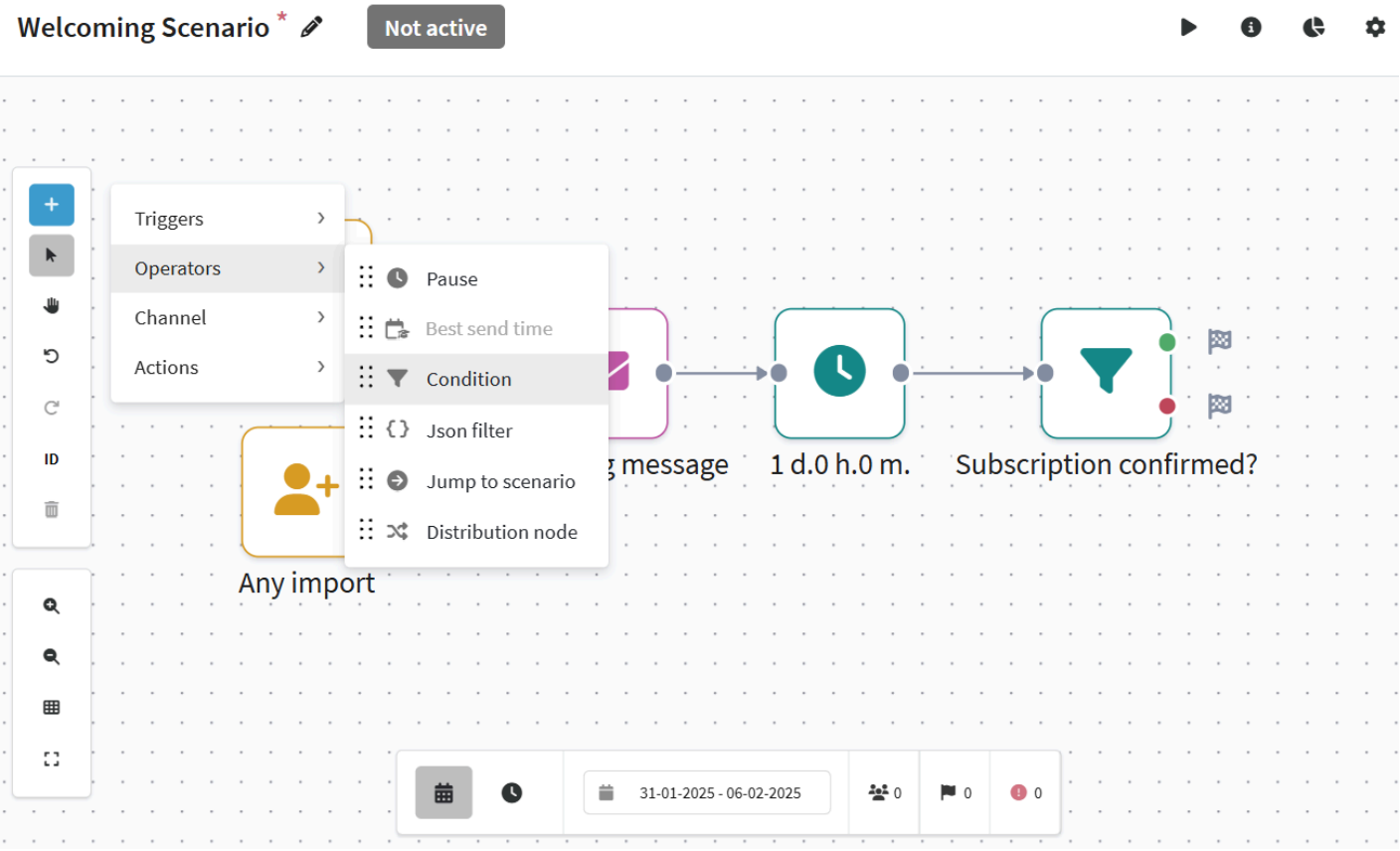
Step 3: Set up a sequence for active recipients

After you send an Email welcome, a part of your customers will open, read it, click a link to the purchase page and make a deal. The percent of those who do is called your marketing conversion. Now, to increase welcome workflow conversion let us compose a Customer journey sequence. Various scenario nodes will help you a lot.

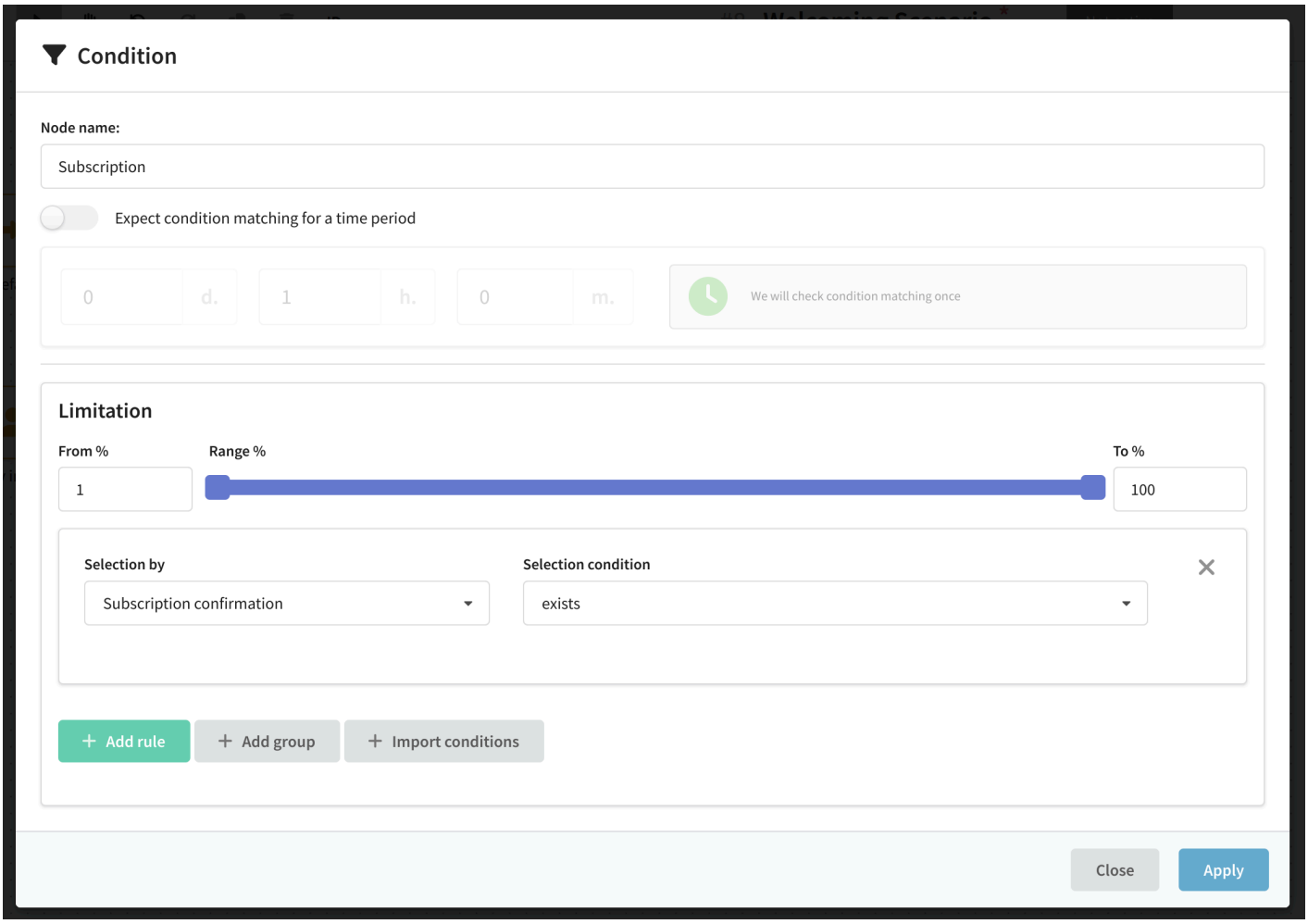
The next element will be the pause. With its help we will give customers time to read the email. The Pause element is located in the Operators category:



Next, using the Condition element, let's separate out those subscribers who opened the welcome message and confirmed their registration on the first day:

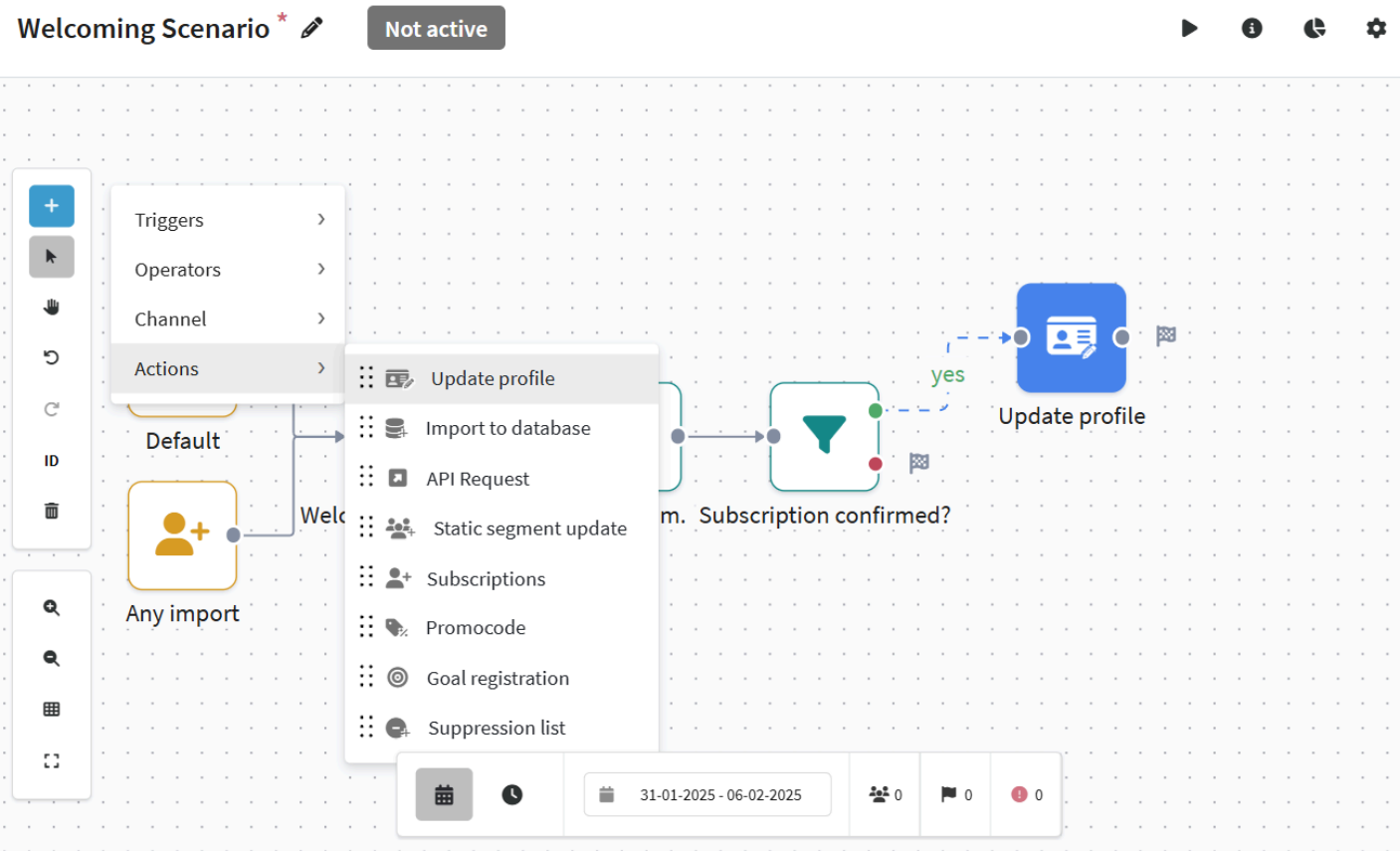


You can use the "Email opened" or "Click on link" rule instead of the registration confirmation. The example uses the [DOI (double opt-in)] strategy subscription confirmation:

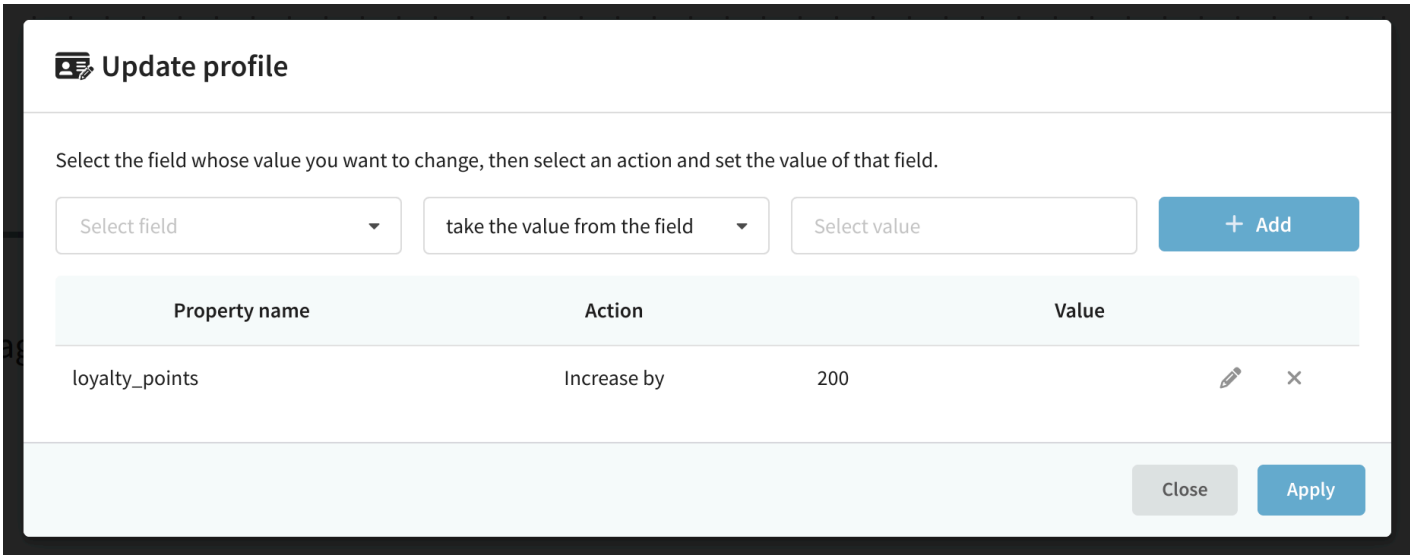


These customers are likely to be highly motivated to buy. It's a good idea to reward these customers, for example, you can give them bonus points right away. These can then be used to assign promo codes, discounts or gifts.

Such actions in marketing are called scoring. Scoring is one of the elements of sales gamification that can significantly increase conversion rates. To implement it in the platform, you must first create a numeric field in the profile database for the value of loyalty points. You can update these points in the script using the "Update Profile" element:



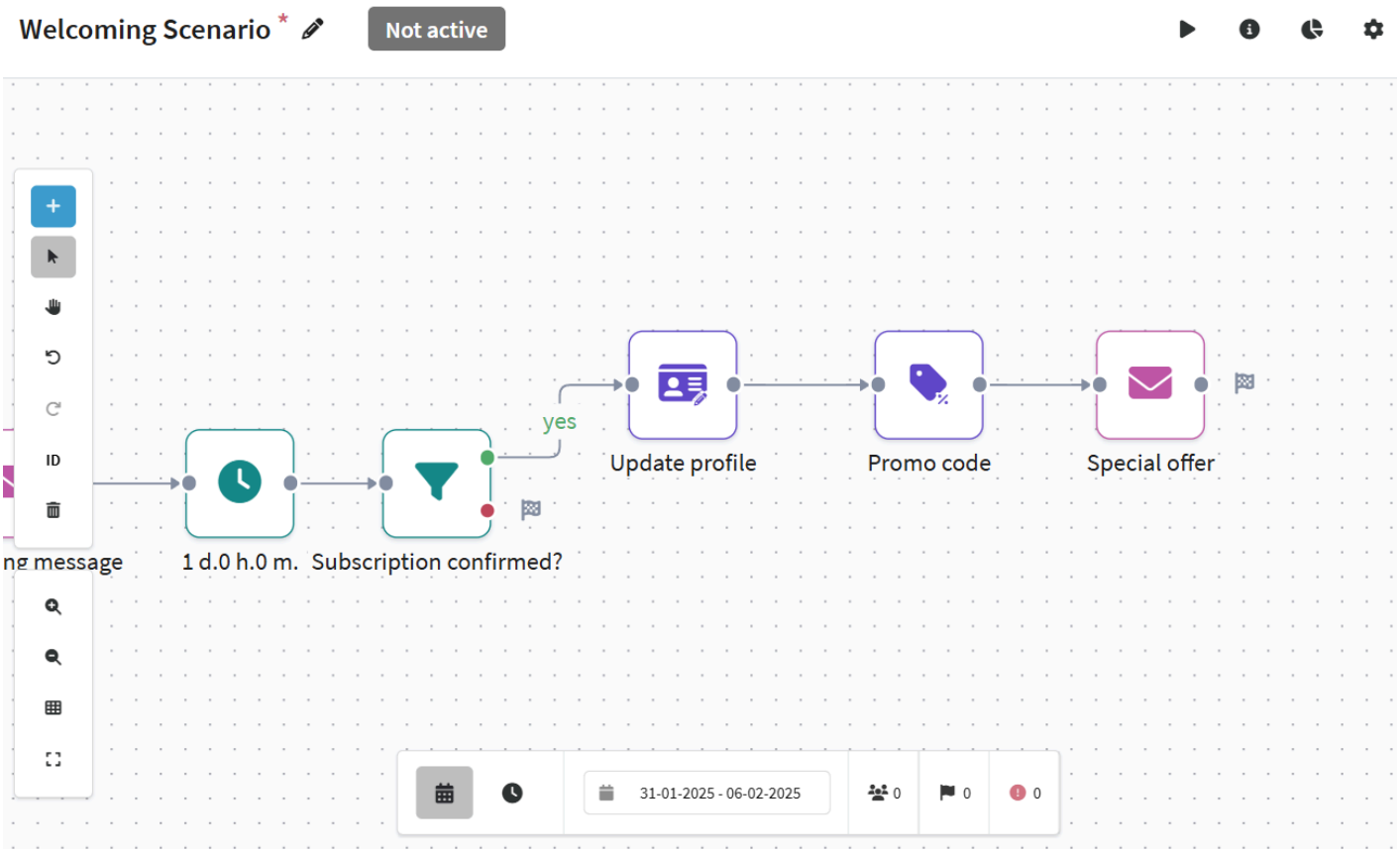
Add the element to the top (green) branch coming from the condition. In the element settings, specify the field that will contain loyalty points and increase its value by the required amount:



Next, you can assign promo codes to new customers (for example - for a part of a product serving specifically to warm up sales) and send promo offers to customers. To do this, add a Promo Code element and an email channel message.

TIP

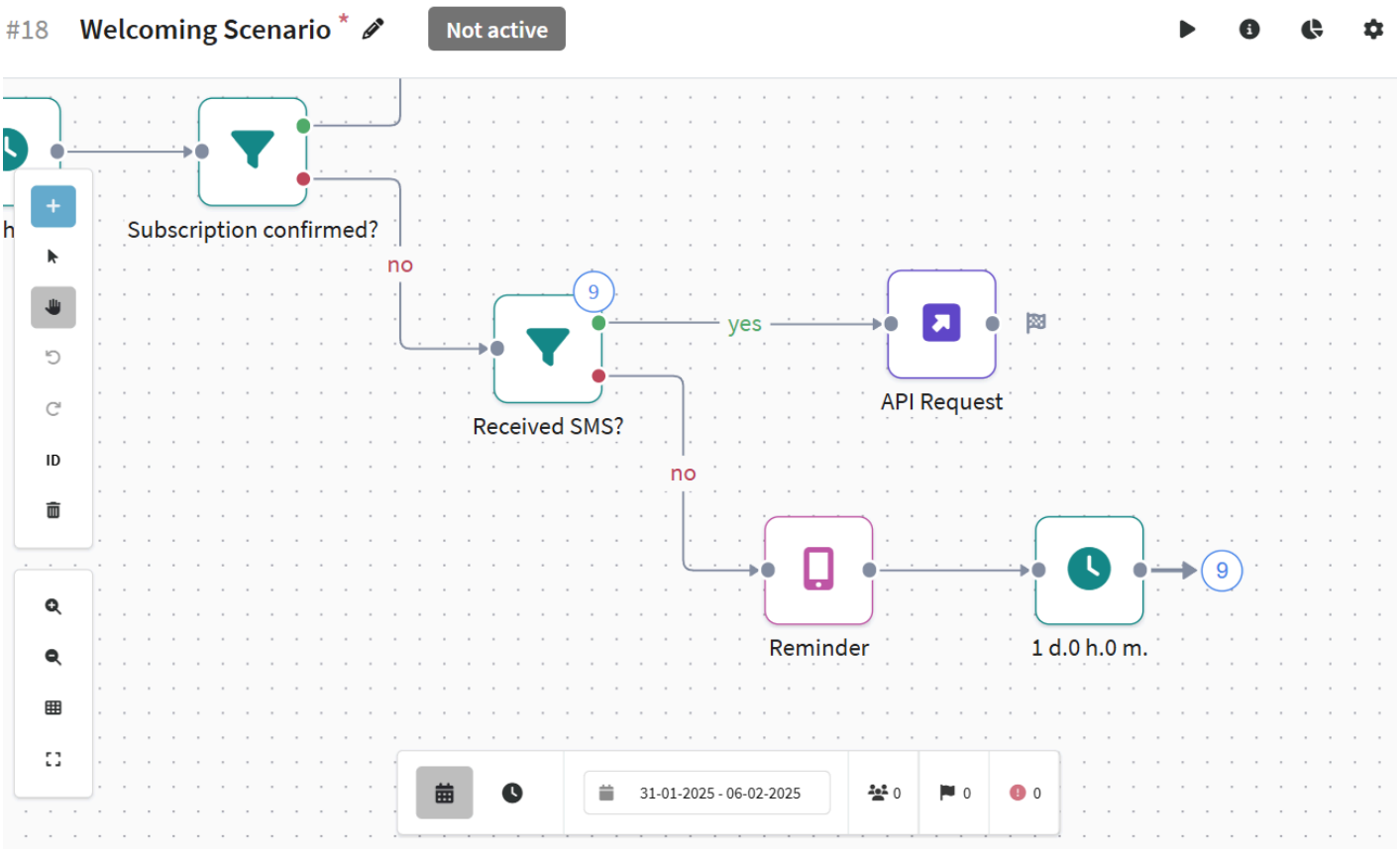
Promo codes are created by Altcraft Marketing's loyalty programs. You can read more in this article.



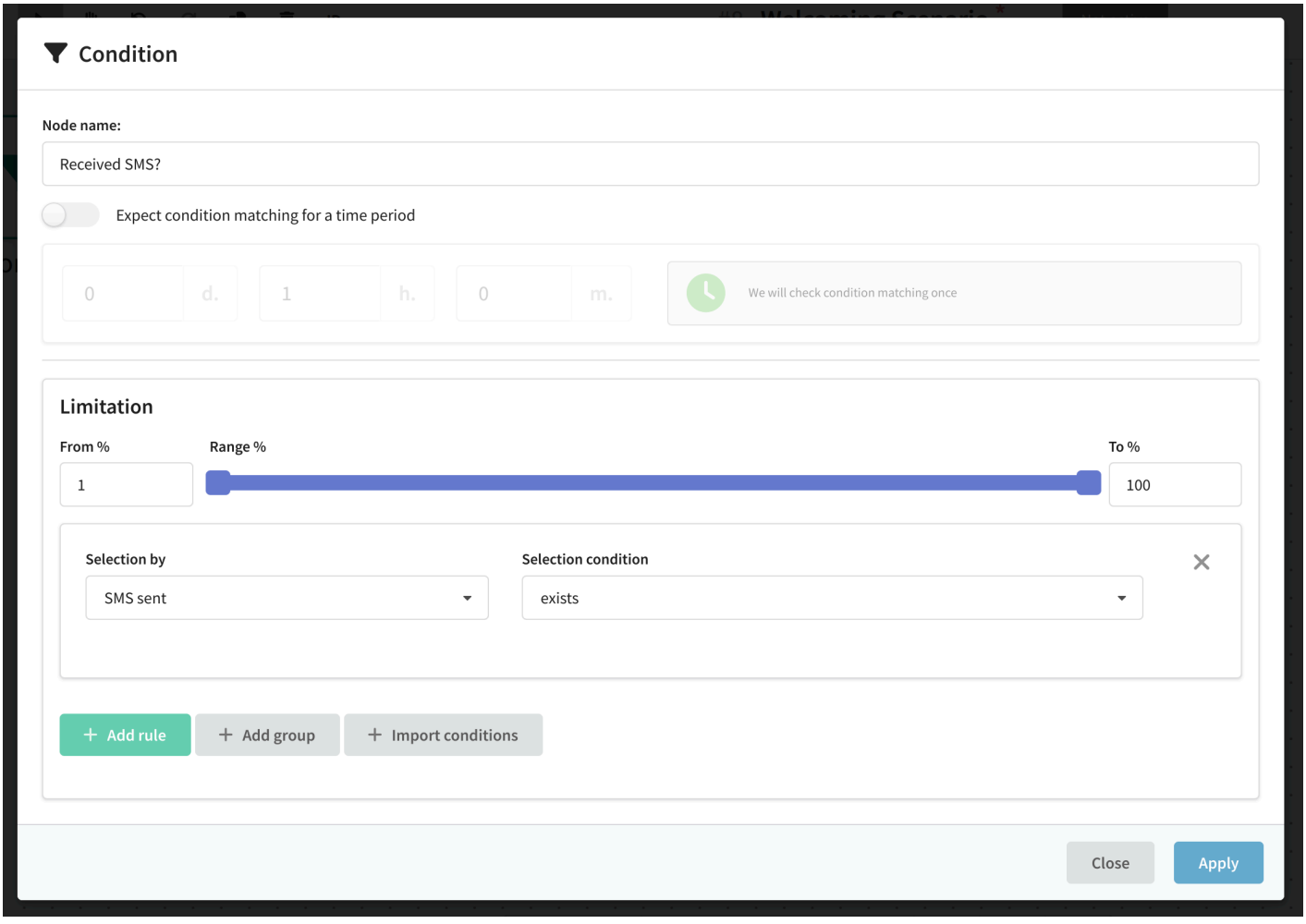
Step 4: Set up a sequence for not-so-active recipients

Some of the customers to whom you sent a welcome message may have forgotten about it, not received it, postponed it, or simply not interested in the offer. In this case you can remind them about the incomplete registration. It's best to use the SMS channel: everyone has a phone and it's always at hand.

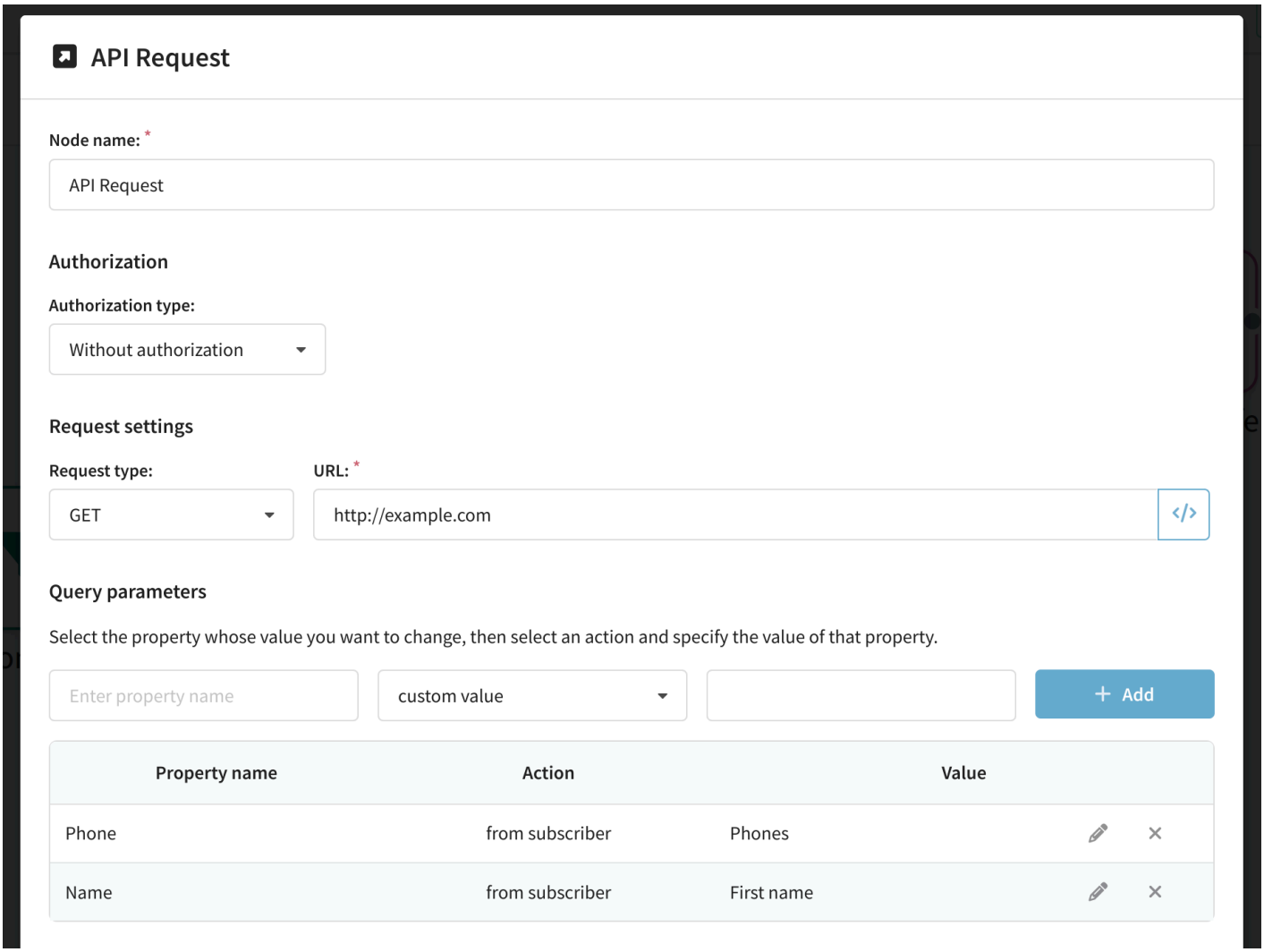
However, it is usually not always advisable to send the same reminder more than once. It is much more effective to use different reactivation tactics. In the example, let's use two: first, a SMS is sent, and if there is no response to it, a notification with contact information from the profile is sent to managers or call center operators so that an employee can personally communicate with the customer. Our "branch" for inactive customers would look like this:



To apply two tactics at the same time, add a Condition element for those who have been sent an SMS reminder at least once. Select the rule “There is an existing SMS sending”:



From the top (along the green branch), add the API Request element. In it, specify the network address, the type of request, and the data you want to pass to the call center. Contact your company's system administrators for details:

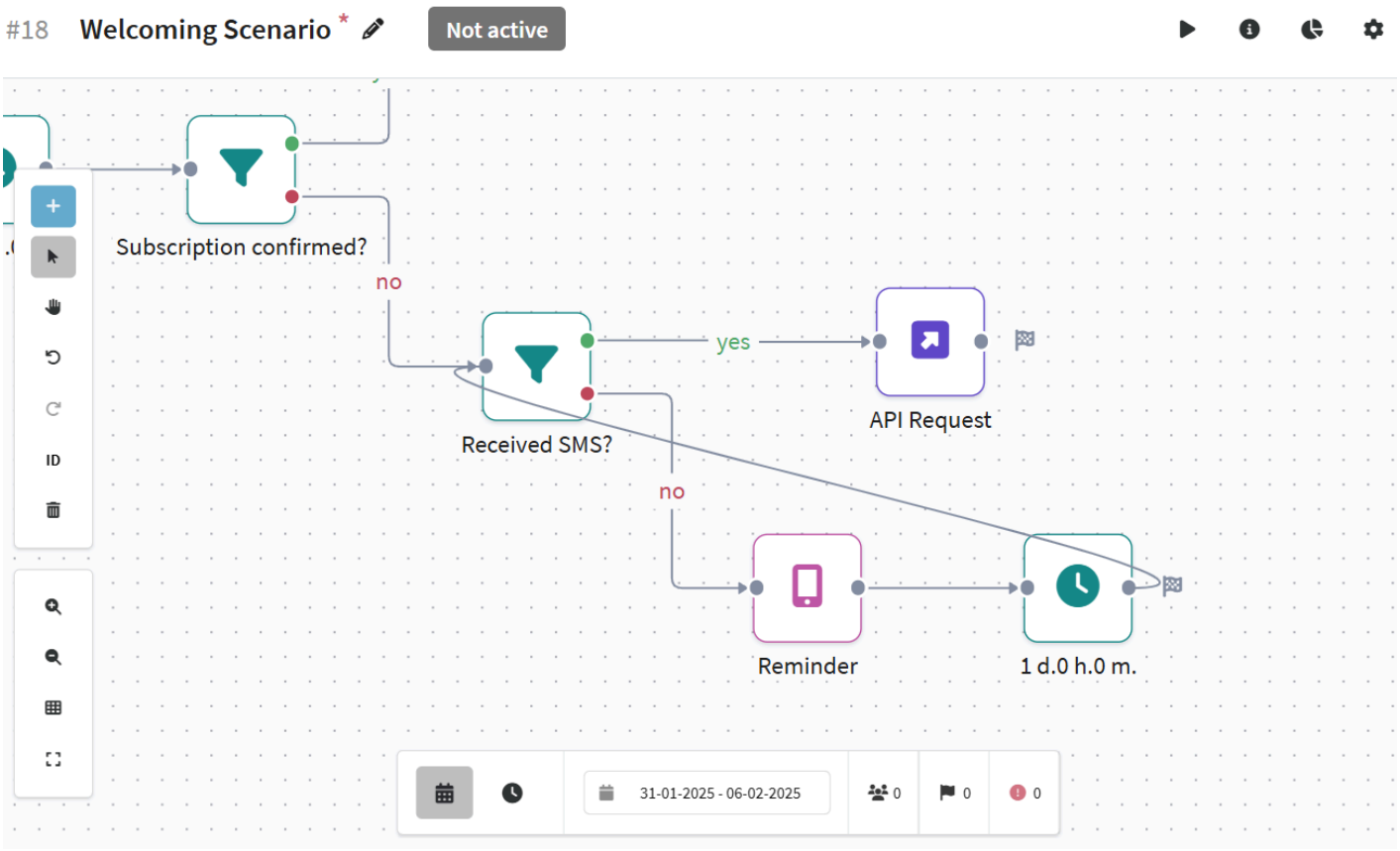


Down from the condition (along the red branch) add an SMS element where you create a new SMS campaign or import an existing one.

TIP

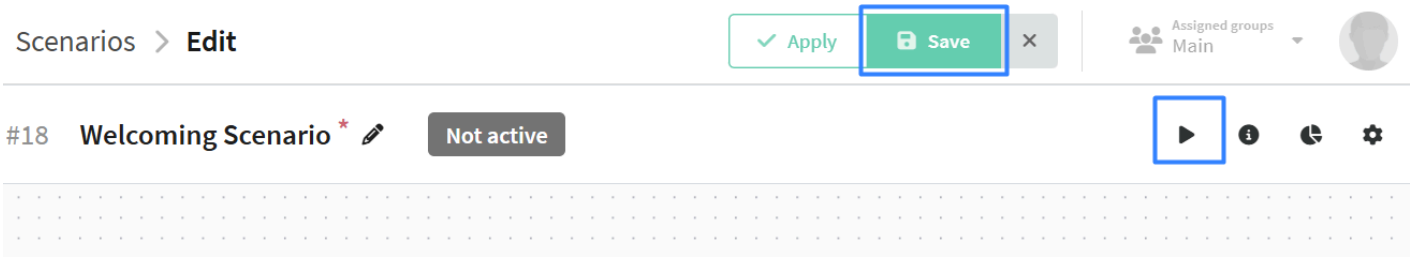
You can find a step-by-step guide on how to create an SMS newsletter right there.

After the message, add a Pause - just like you would after an Email Welcoming. When time runs out after sending the SMS, the customer should be sent back to the beginning of the script, to recheck the subscription confirmation in the Condition element. To do this, drag the cursor from the right point of the Pause element to the SMS sending condition:

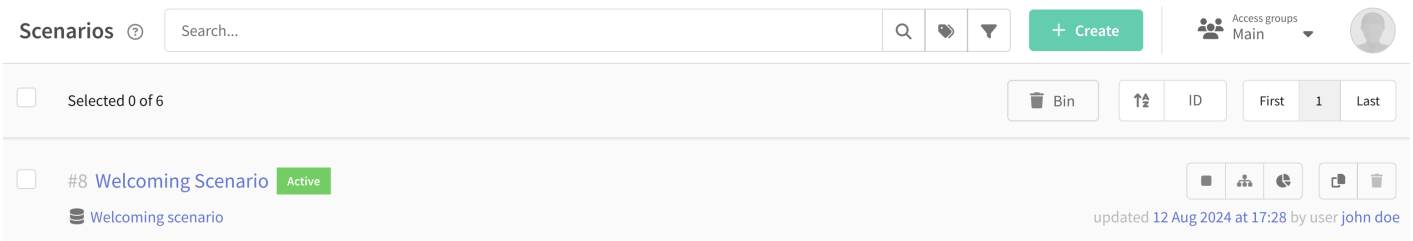


Step 5: Save and activate the scenario

Once you have made the necessary settings and configured the script steps, save and activate it by clicking on the appropriate buttons at the top of the screen:



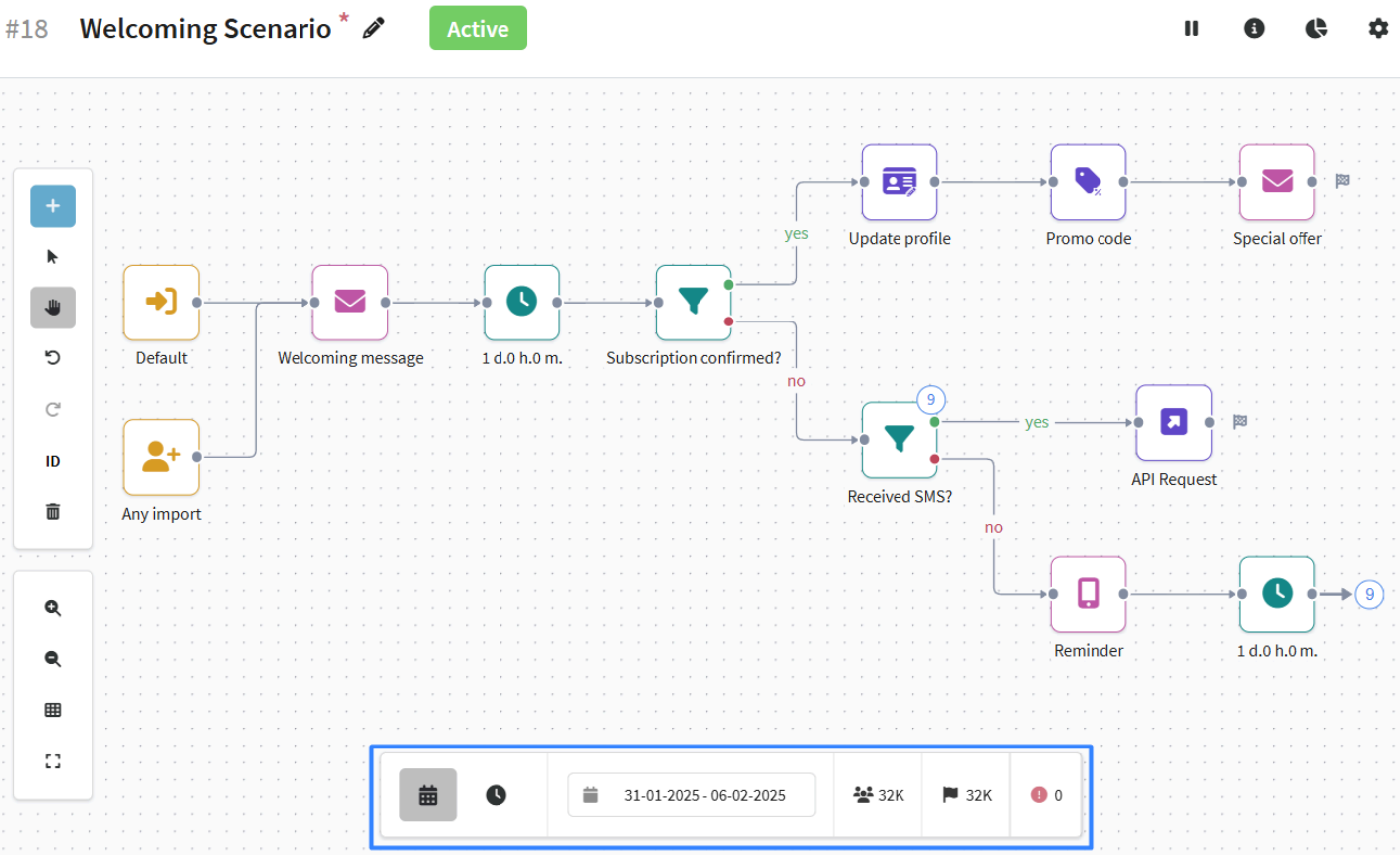
The welcome sequence will be a great start to effective long-term communication with your customers. You can open the script for viewing and editing by clicking on its title:



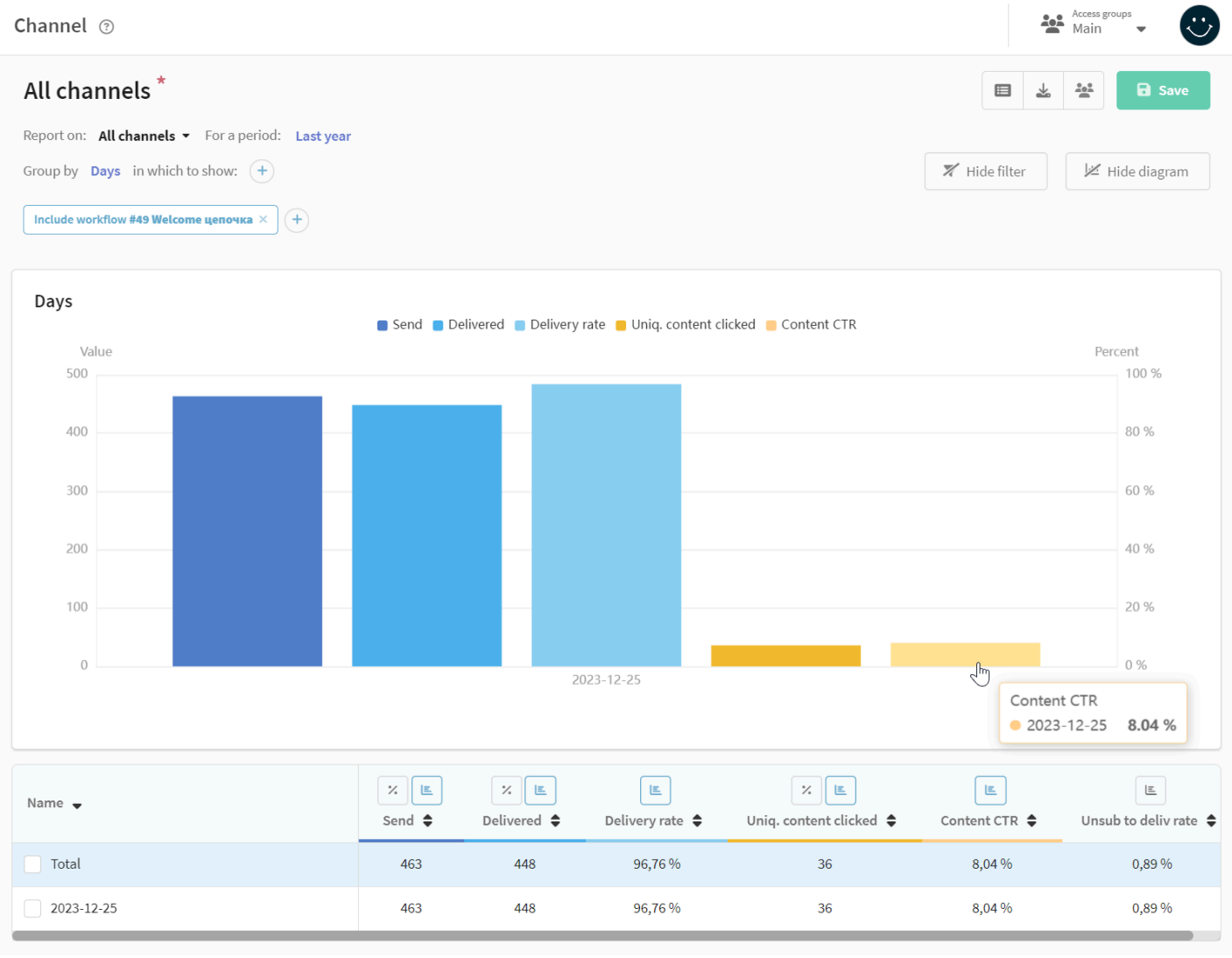
Step 6: Analyze performance

You can evaluate the effectiveness of a scenario using several analytical tools.

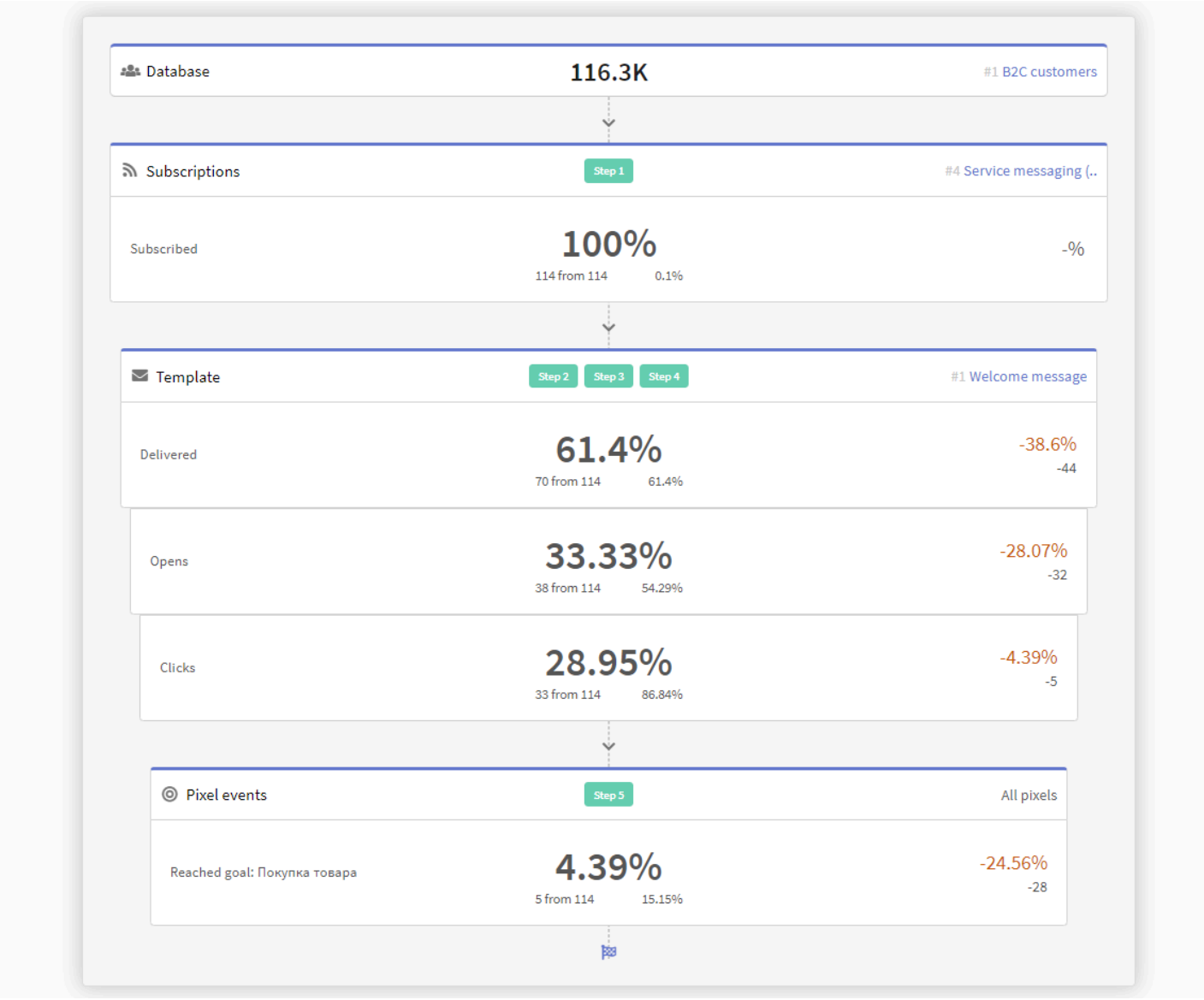
The first is statistics within the scenario. Select the required period and view the pass rates:



The second is [channel report] of the scenario. It will provide detailed information on the mailings within the scenario:



Finally, you can add campaigns and other scenario events to [funnel-report] to monitor conversion rates even more confidently. A step in the funnel can be whether a customer falls within the sample conditions or reaches a certain goal (Purchase, Contribution).



Scenario for automatic notification of the manager

Scenario for automatic notification of the manager

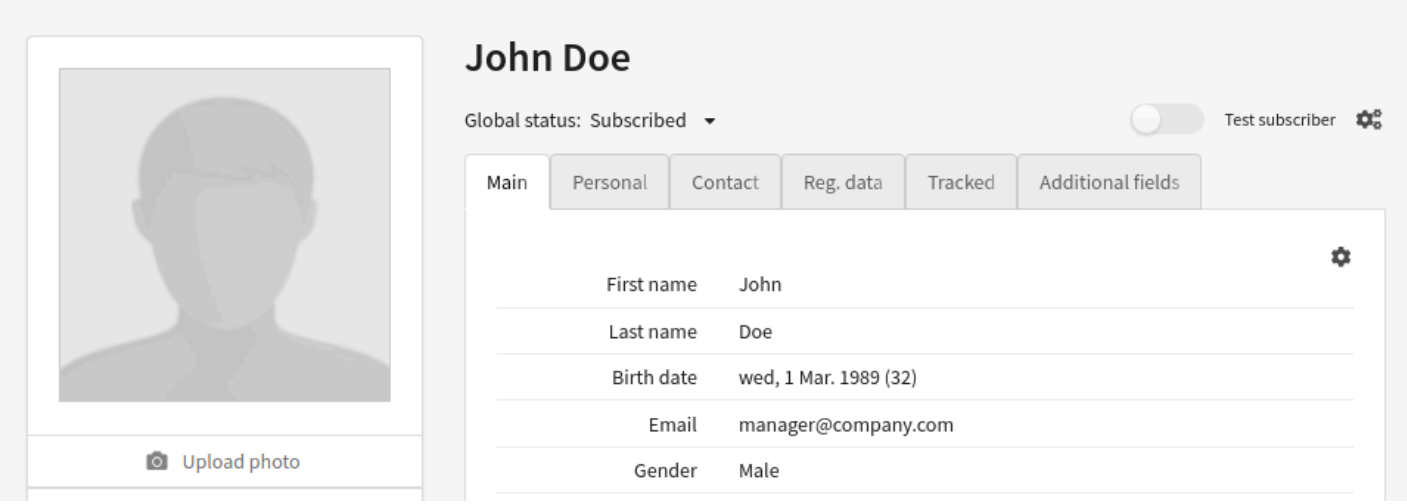
Let’s look at a typical case that can be implemented using scenarios in the Altcraft Marketing platform.

Here is the task. Every time the user performs any target action, the manager must receive a letter with information about the client.

Let’s consider the implementation of this functionality through an API call from a scenario. The lead database is supposed to be created and filled.

Step 1. Create a manager database

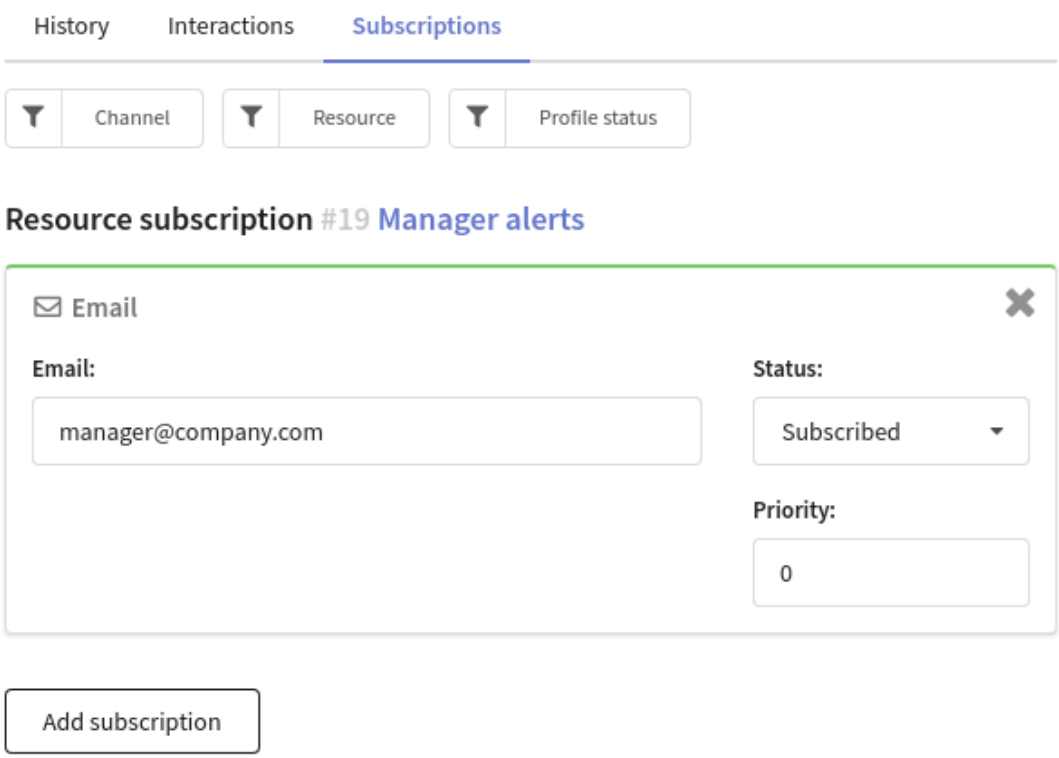
First of all, it’s necessary to create a database. Let’s call it “Managers”. You need to set up the database and specify its field structure. Then you need to create a new profile.



You can learn more about profile bases right there.

Step 2. Create a resource and a subscription

Only when the manager database is created and the profiles are added to it, it is necessary to create a resource (let’s call it “Manager alerts”). When you create a resource, specify the “Managers” database in its settings. After the resource has been created, you need to subscribe a manager profile to it. In the example, let’s add a subscription manually:



You can learn more about resources in this article.

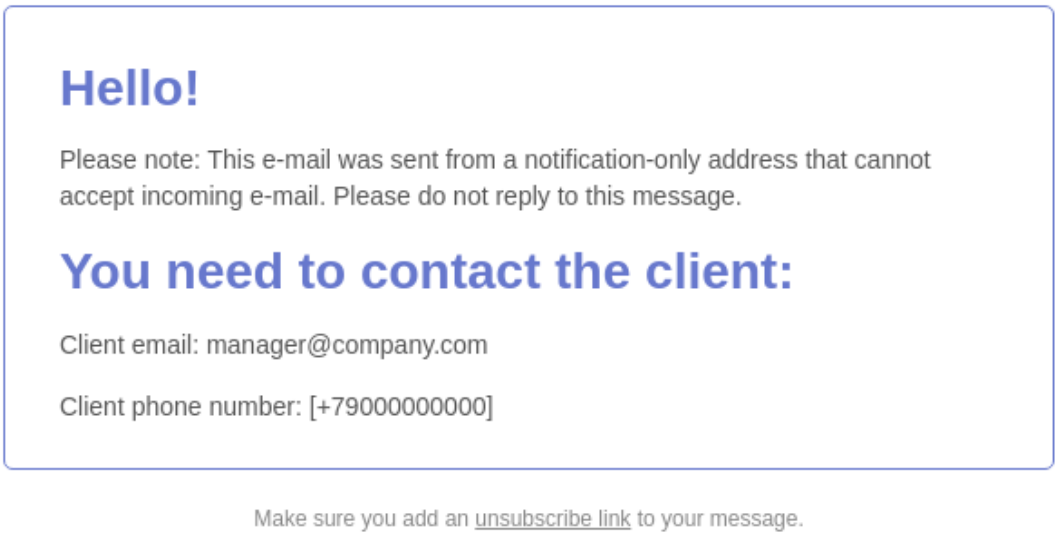
Step 3. Create a template

Now it's time to create the template of the message that will be sent to a manager. Let's call it "Alerts". We're going to use variables apicontent to personalize messages.

Client email: {apicontent.mail}

Client phone number: {apicontent.ph_number}

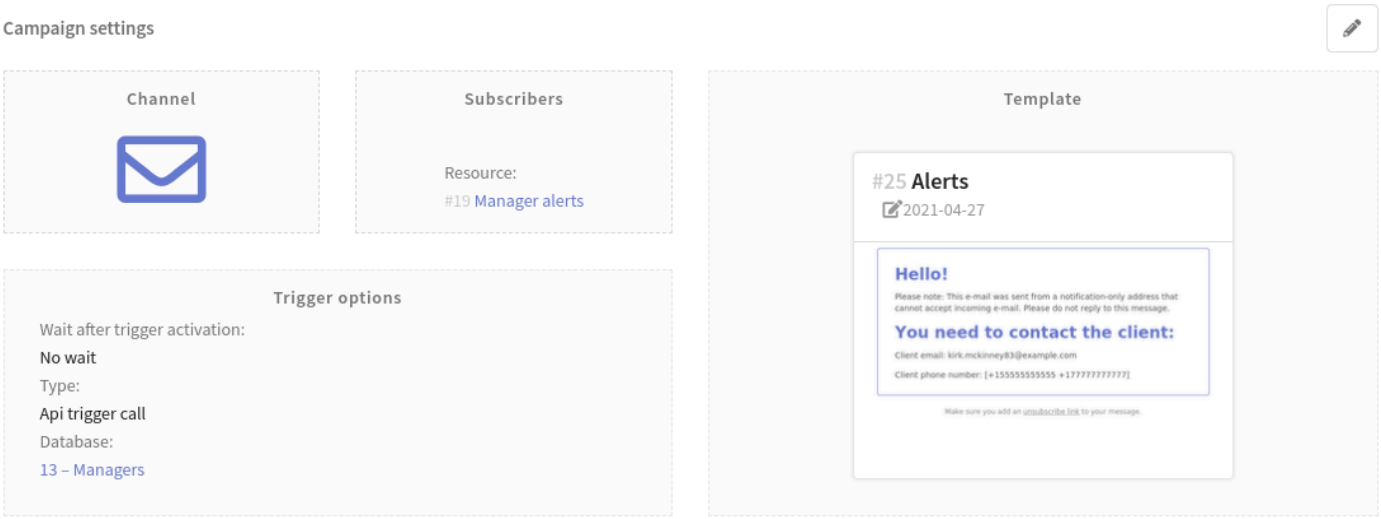
The example of the template for notification of a manager:



You can learn more about templates in this article.

Step 4. Create a trigger

We're going to use a trigger campaign as a tool of notifying a manager. When creating it, you need to select the resource "Manager alerts", the template "Alerts", the condition for triggering - "API trigger call" and the database "Managers".



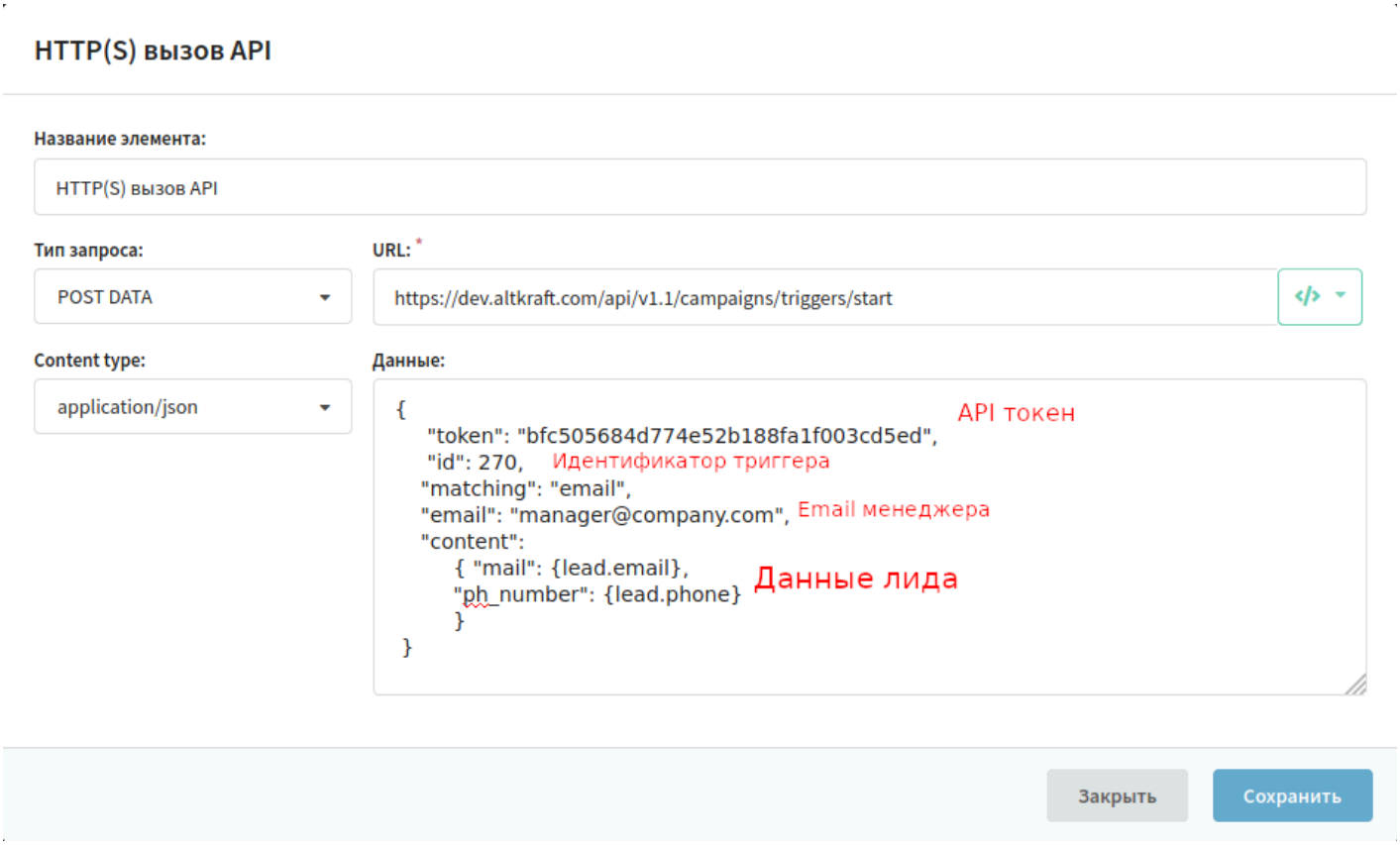
You can learn more about trigger campaigns right there.

Step 5. Create a scenario

The key element that will launch a trigger call and then send a notification to a manager is the "HTTP(S) API Call" node. Select POST DATA as the request type, Content type - JSON or XML (in our example, it's JSON). The URL contains the address at which the trigger will be called (`api/v1.1/triggers/start`). The body of the API request is placed in the Data section, according to which the "Trigger - notification" will be called (you can learn more about the API right there).

```
{
  "token": "bfc505684d774e52b188fa1f003cd5ed",
  "id": 270,
  "matching": "email",
  "email": "manager@company.com",
  "content": {
    "mail": "{lead.email}",
    "phones": "{lead.phones}"
  }
}
```

This request specifies the API token for authorization, the trigger identifier, the email of the manager, as well as the email and phone number of the lead, about which the manager will be notified.



INFO

When sending a request, an API token is required for authorization. The token must be created in the platform. More details can be found [in our article](#).

Well, you've just completed the configuration of the manager's notification automation scenario!

Abandoned cart scenario

Abandoned cart scenario

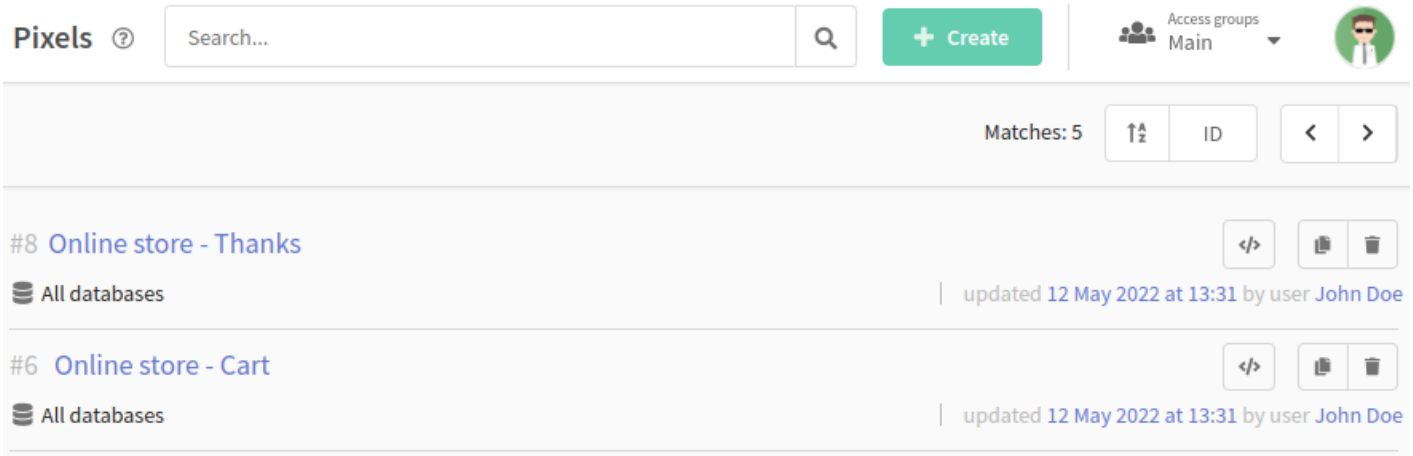
Visitors to an online store often add items to their carts but do not place an order. However, if you remind them about the abandoned items after a while, the chances of completing the purchase will increase. This guide is here to help you set up a short scenario that will automatically send reminder emails to your customers.

Step 1: Place tracking pixels on website pages

Let's say that a user adds items to the cart, goes to the cart, pays for the purchase and then is redirected to a thank-you page. A subscriber will receive a reminder about the abandoned cart if they visit the cart page, but do not get to a thank-you page afterwards, i.e. do not complete the checkout. Pixels will help you track visits to certain website pages.

In the Pixels section, create 2 pixels:

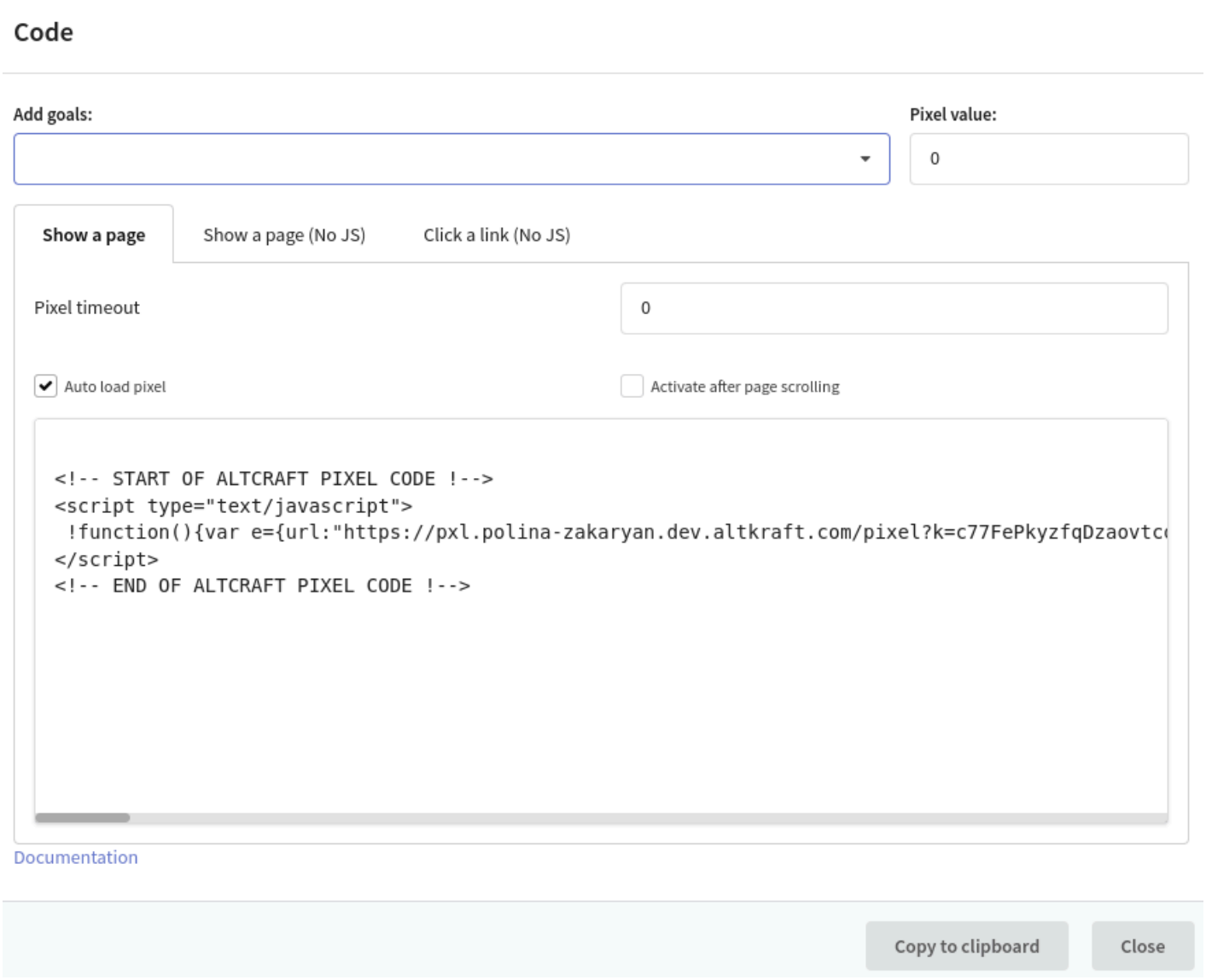
- **Online store - Cart: it tracks visits to the cart page**
- **Online store - Thanks: it tracks visits to a thank-you page**



TIP

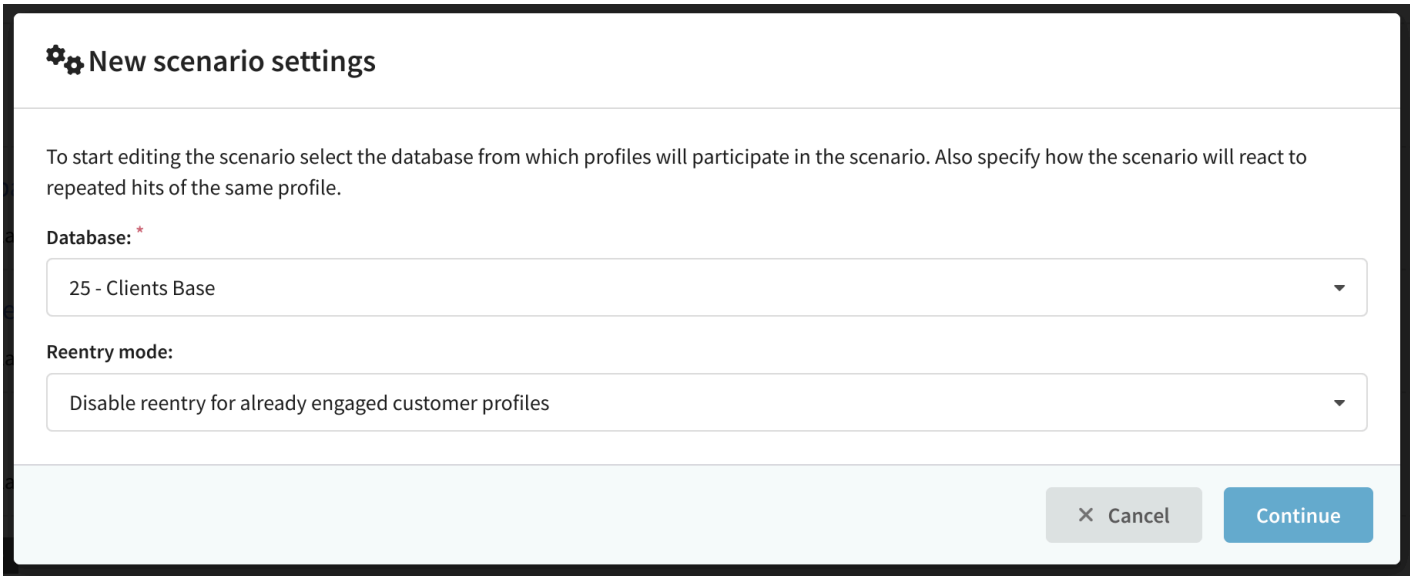
In some situations, a website visitor may open the cart several times. If you don't want to spam your client's email by sending several reminders in one day, block reactivation of the pixel for the cart for 7200 minutes (5 days).

To view the pixel code, click "Get pixel code". Copy the code from the window and place it on the website pages:

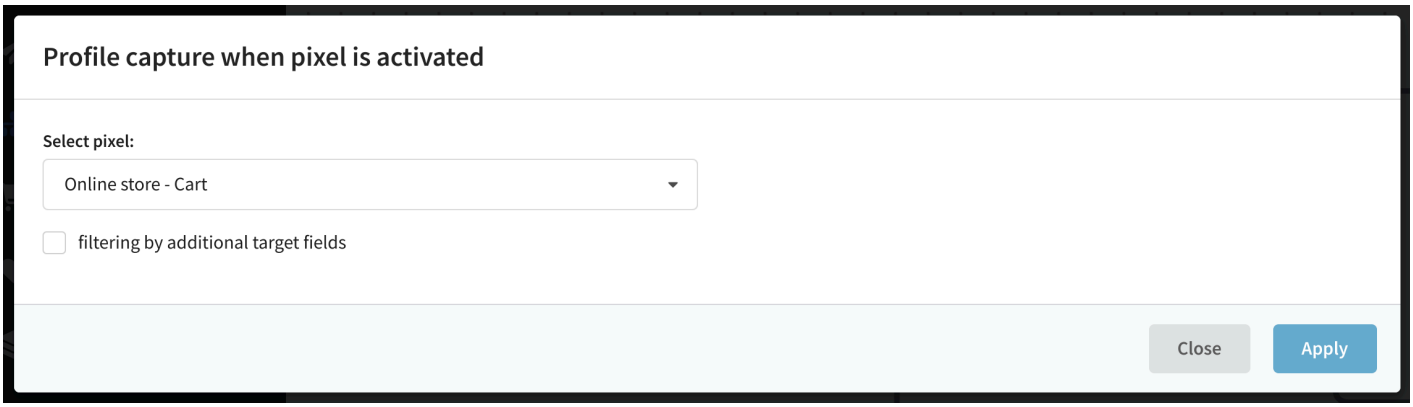


Step 2: Configure customer profile capture

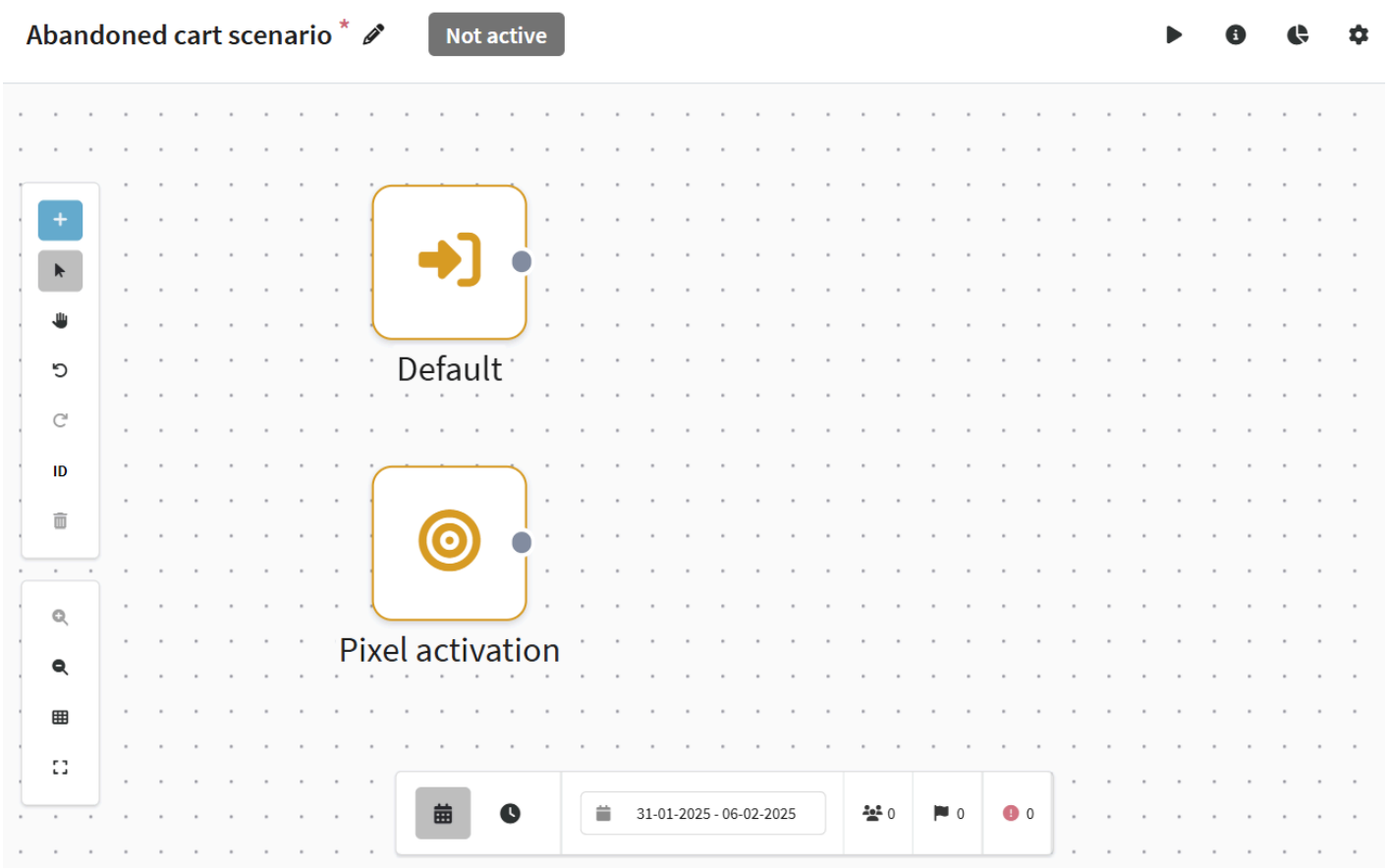
Create a new scenario. Specify the base - the profiles of these clients will be hit in the scenario if the capture condition is met. Select what to do with the profile in case of repeated hits. The option "Disable reentry for already engaged customer profiles" will work for us. This way the customer will be able to get into it again, but only when he is going to make the next purchase after some time.



To get users into the scenario, add a trigger element "When a pixel is activated”. The pixel we placed on the page with the shopping cart (Online store - Cart) should be activated.

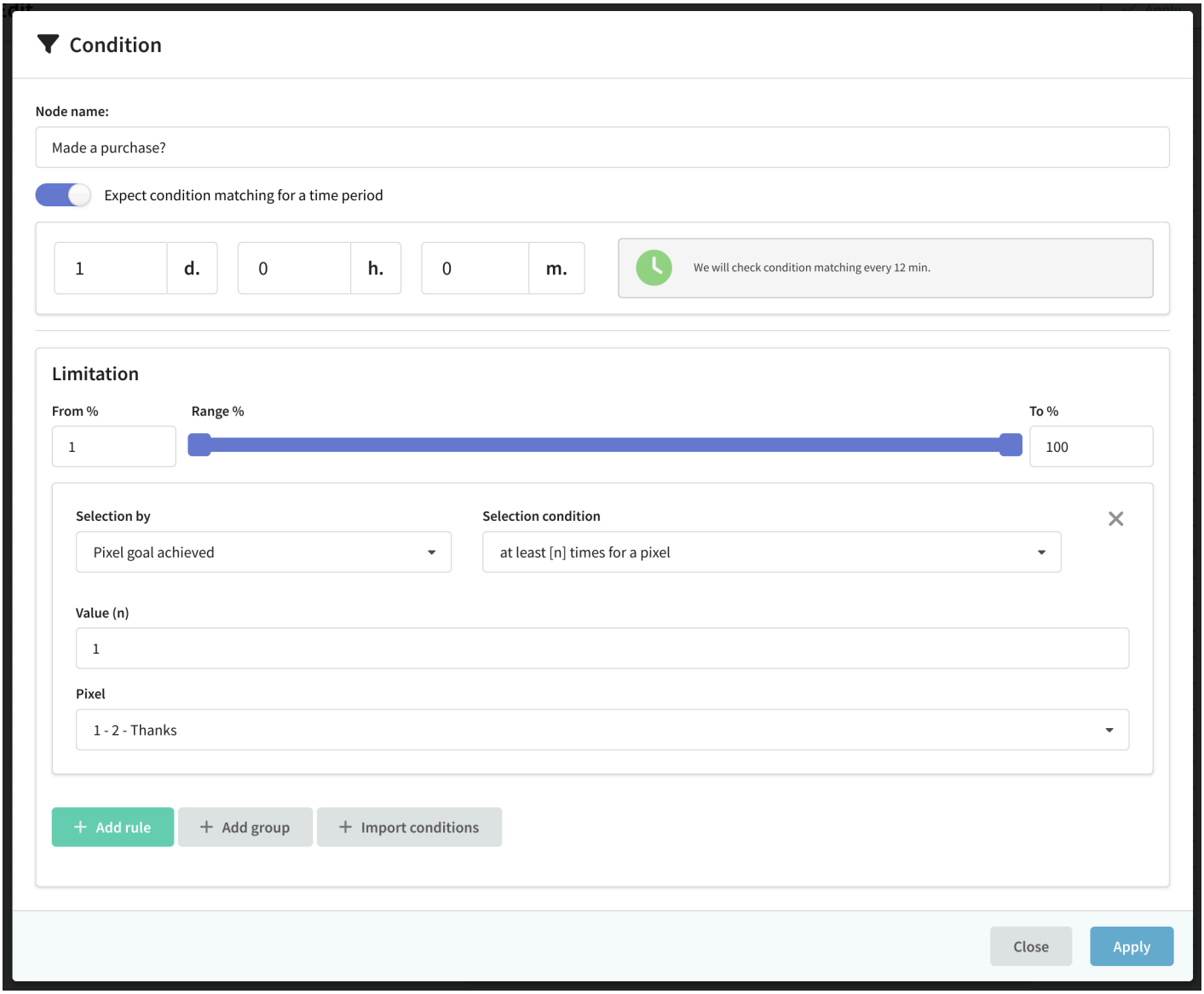


In any script, an "Default Import” element is automatically created. It is required for importing profiles manually, via API and when switching from another script. This is a system element, it is impossible to delete it:

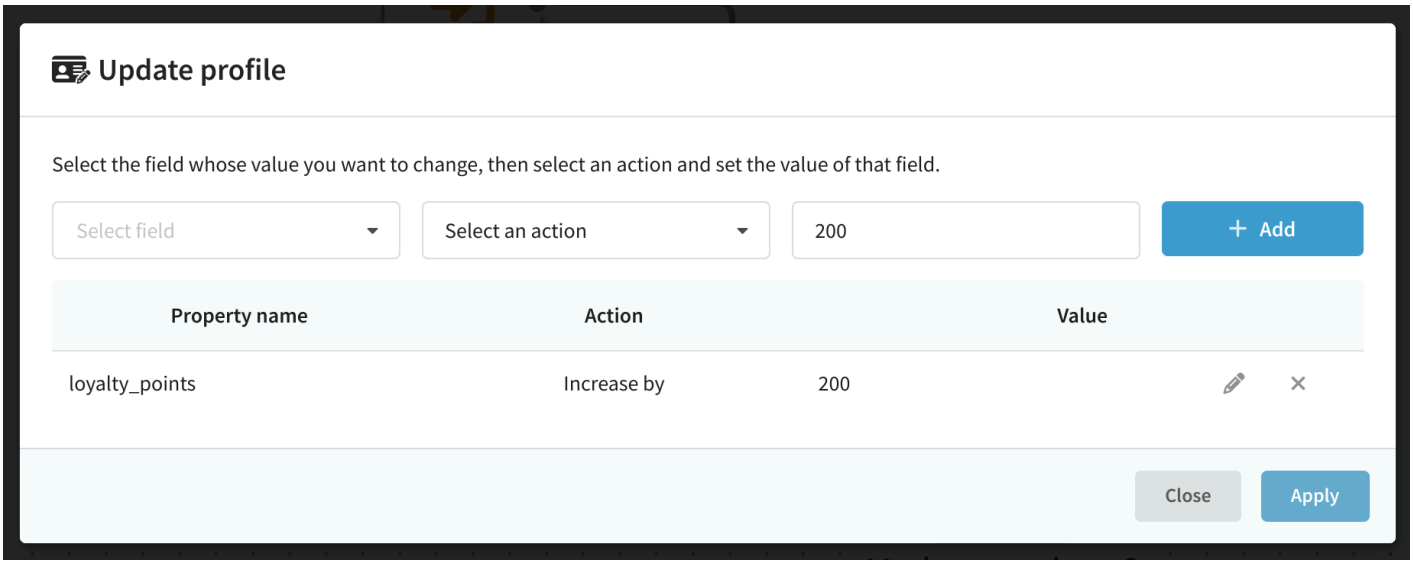


Step 3. Set up a workflow for the profiles that have completed their orders

Next, add the Condition element to check whether the user has made a purchase or not. The condition will be fulfilled if a person went to the thank you page, i.e. the “Online store - Thanks” pixel was activated. When customizing the element, toggle the slider "Wait for condition for a specified time” and specify the waiting time - 1 day. The platform will check if the customer has made a purchase during this time:



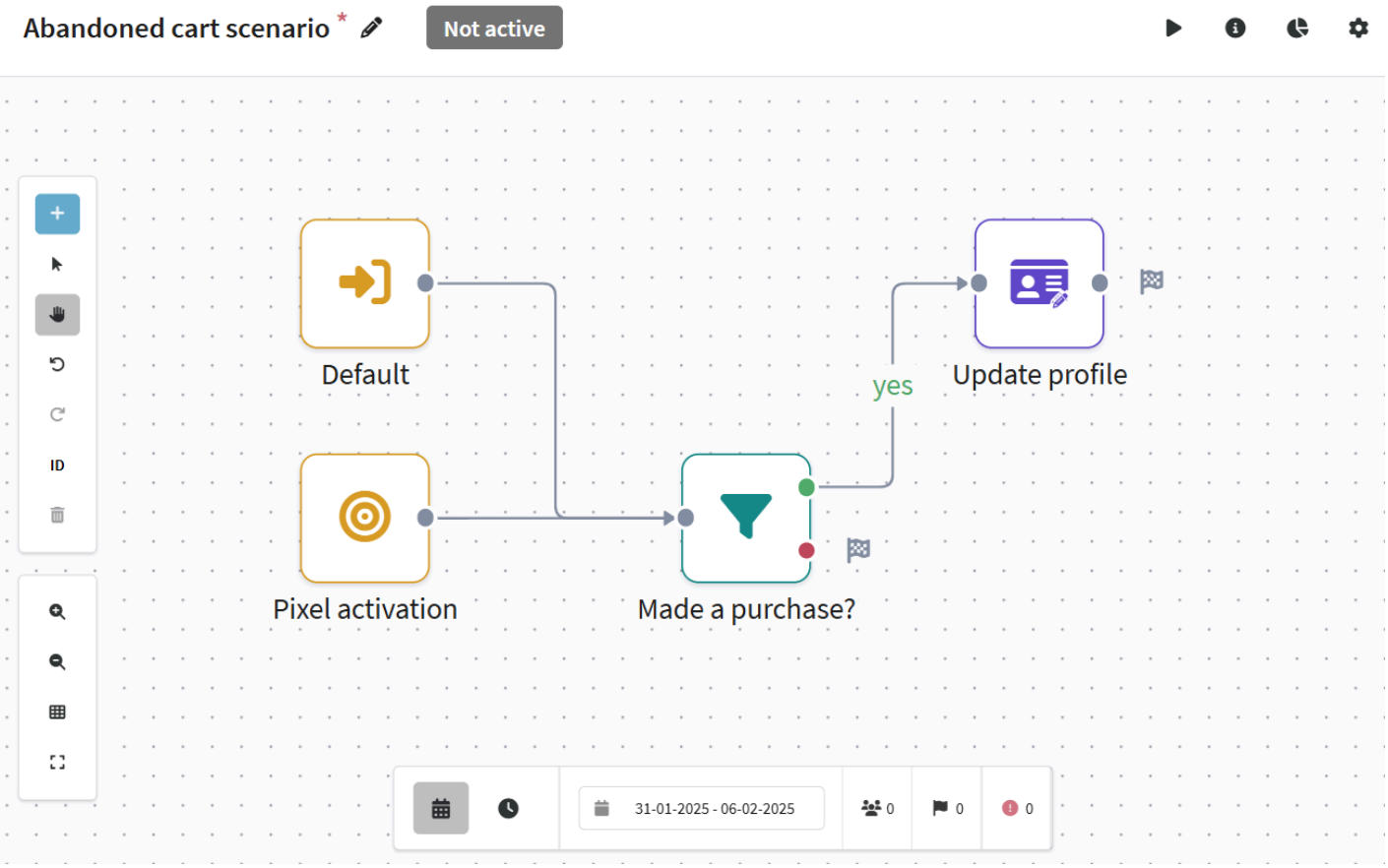
If the customer has made a purchase, award him bonus points. To do this, there should be an additional numeric field in the profile database, such as loyalty_points. Add a Update Data element to the scenario and increment the field value:



TIP

If you want to change the number of bonus points depending on the purchase amount, use the "Take value from `{apicontent}` field' action instead of "Increase by". To do this, you need to add the API Request element in the previous step and save the http response with the required data.

So, the positive branch of scenario is ready:

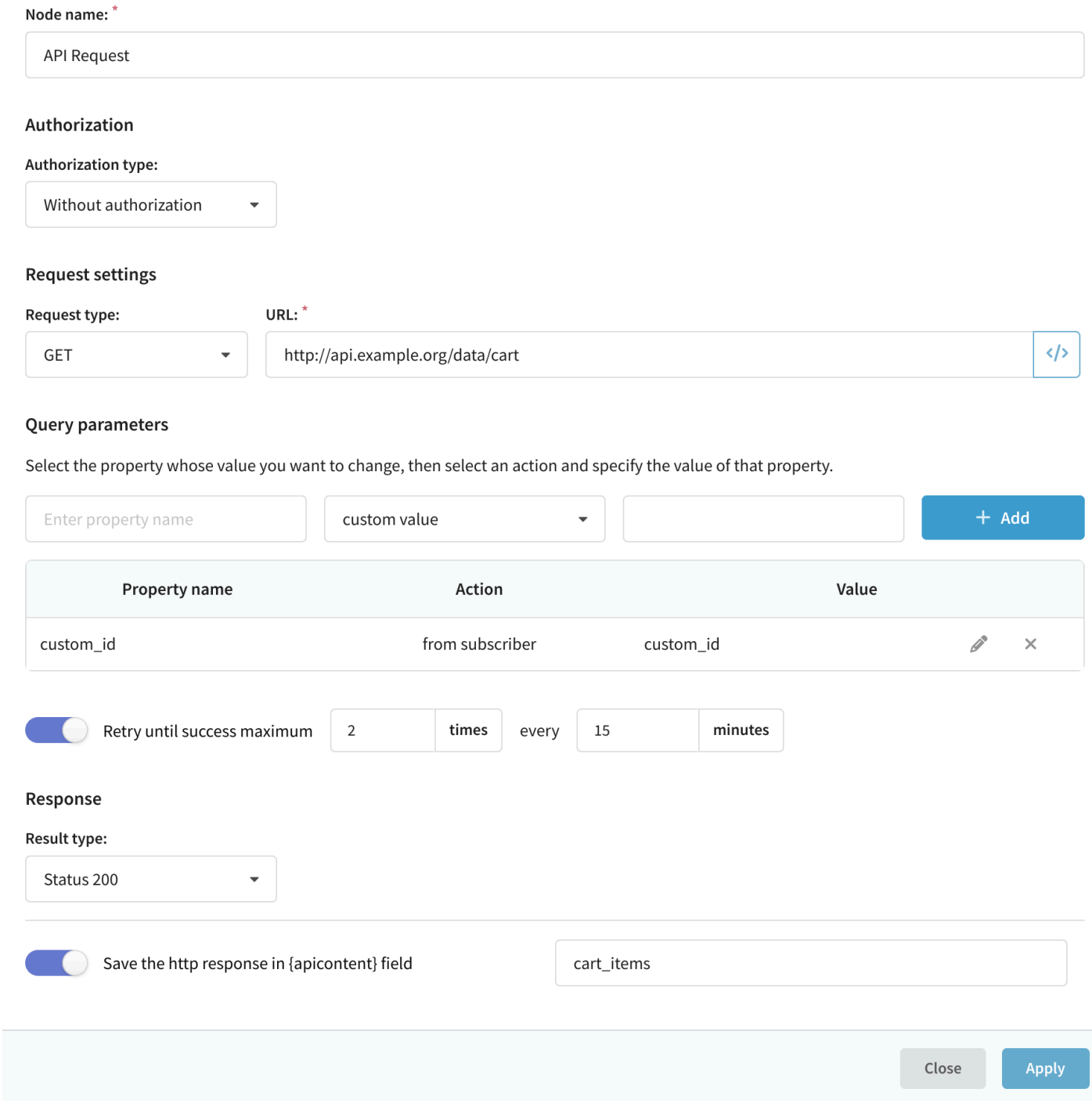


Step 4. Set up a workflow for the profiles that have left the website

Let's go back to the customers who left the site without completing the checkout. After the condition element, the scenarion will redirect them to the red branch.

Using the API call, we need to pass the data about the products abandoned in the cart to the platform, and then substitute this data into the email template. Add an API Request element. Specify the URL where the data about the items in the cart is stored. The request type is GET.

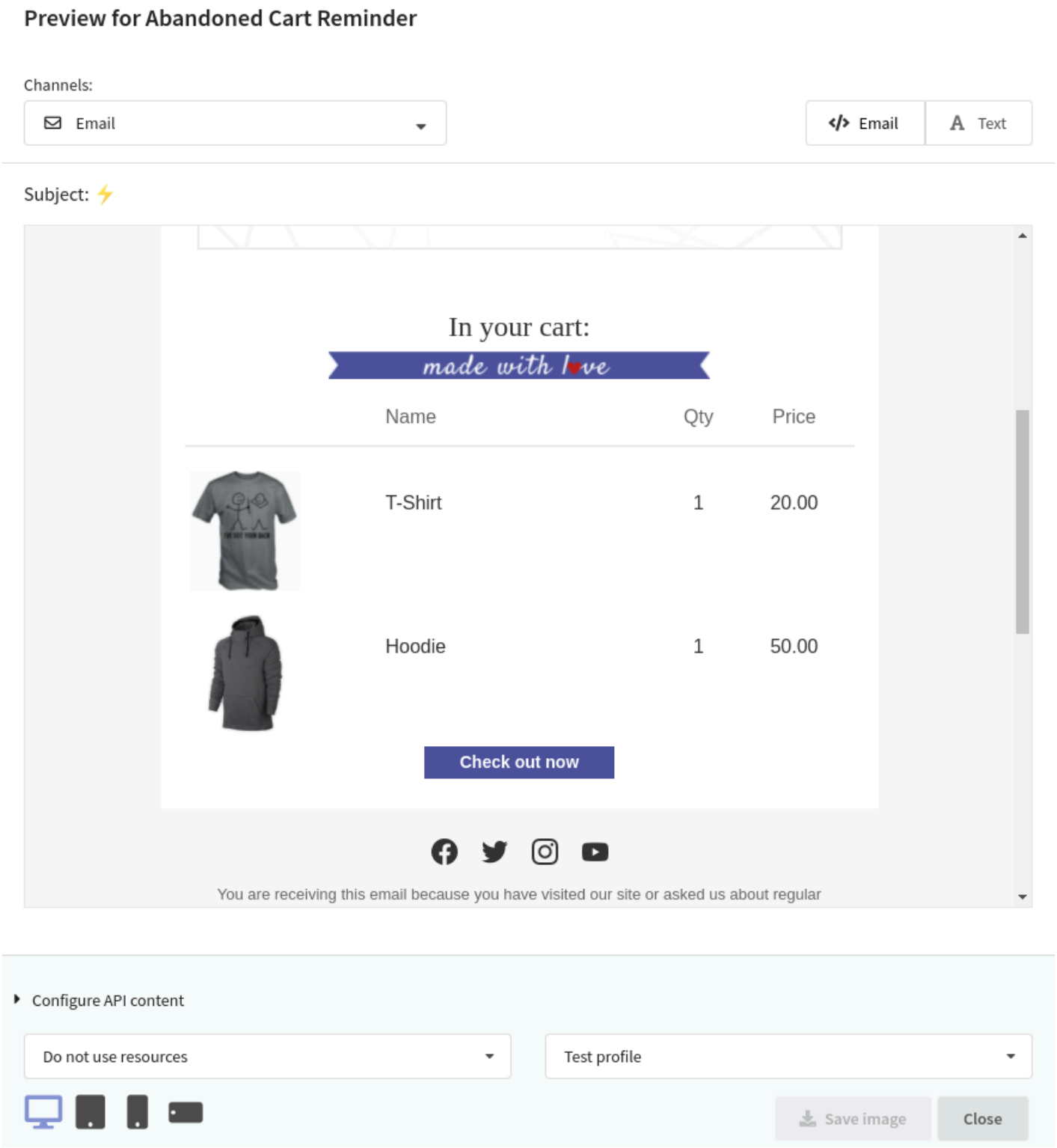
Next, activate the field "Save the http response in {apicontent} field" and specify the name of the field where the response will be saved. The name of the field can be arbitrary, for example, `cart_items`. It is this field that will later be used when substituting the variable into the template. Add the necessary query parameters, such as id or profile email, which will be used to find the desired cart:



Save the scenario at this point. All that remains is to create a message template and add the distribution element to the script.

Step 5: Create an email template

Go to the Templates section and create a new template for the email sending channel:



The content of the email should be dynamically updated depending on the recipient. The `{apicontent}` variable is used for this. It stores the data that you receive using an API call node. For example, a JSON object with data about products in the purchaser's cart.

Example of a JSON cart

```
[
  {
    "product_id": 1,
    "product_name": "T-Shirt",
    "product_price": "20.00",
    "product_quantity": 1,
    "product_image_url": "https://example.com/pic/jersey.png"
```

```
  },
  {
    "product_id": 2,
    "product_name": "Hoodie",
    "product_price": "50.00",
    "product_quantity": 1,
    "product_image_url": "https://example.com/pic/hoodie.png"
  }
]
```

Once you've saved a JSON object in the apicontent field, you'll have access to the elements of this object by key. For example, `{apicontent.cart_items.field_name1}`. To add a variable,select from the list (</>) Services → API content.

If the product data is in an array, use loops:

```
In your cart:

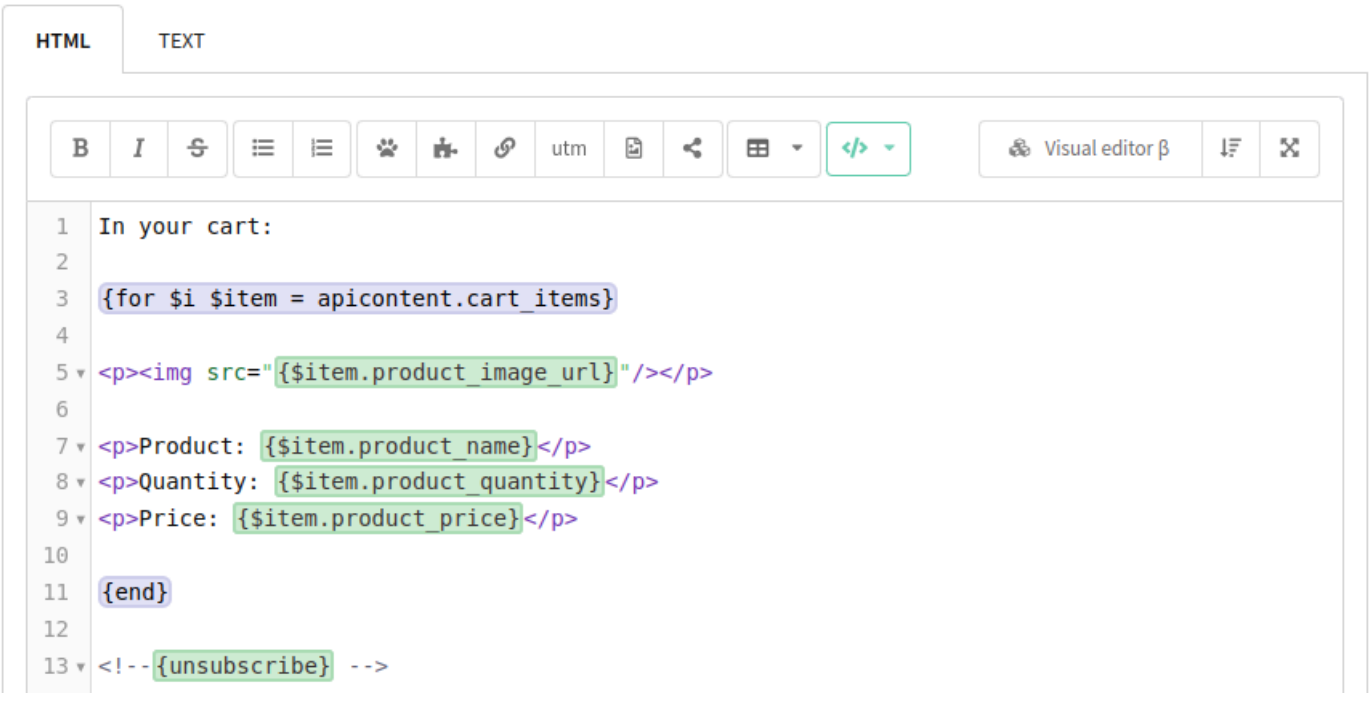
{for $i $item = apicontent.cart_items}

<p><img src="{$item.product_image_url}"/></p>

<p>Name: {$item.product_name}</p>
<p>Quantity: {$item.product_quantity}</p>
<p>Price: {$item.product_price}</p>

{end}

<!--{unsubscribe} -->
```



Step 6: Check the preview of the apicontent variable

When adding the apicontent variable, the message preview will not work because the variable doesn't contain any information. If you want to know what message will look like, set up the preview window.

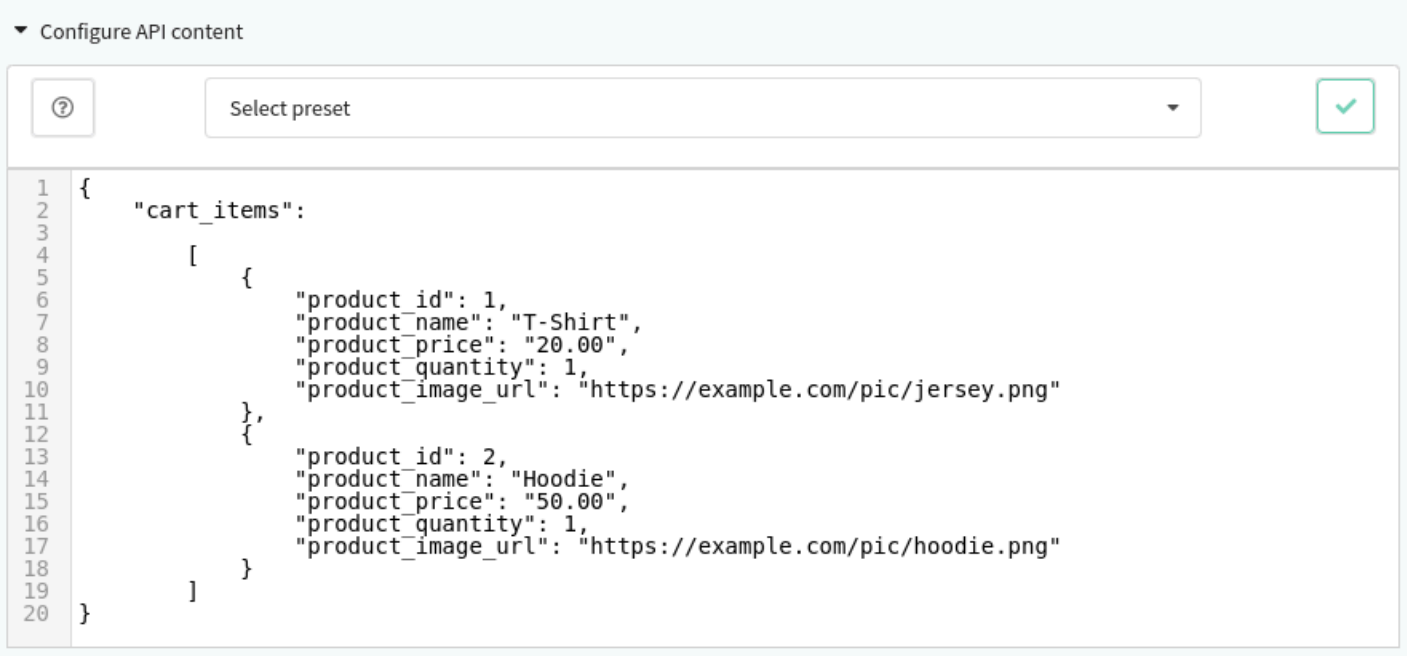
Open the preview mode



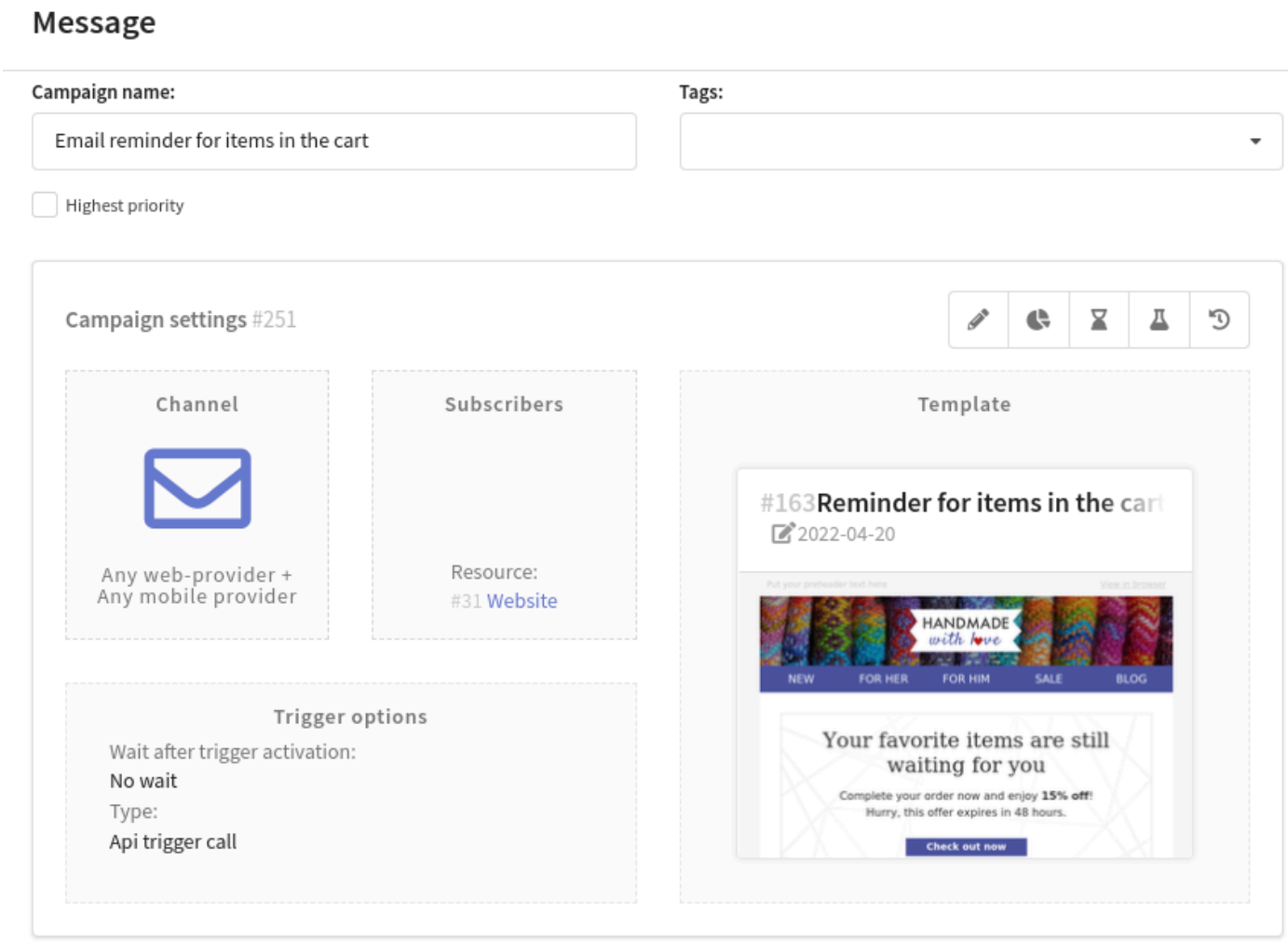
and find “Configure API content” below. Add a JSON object similar to what you’ll receive after the API request in the scenario.

Please note that the test array of products must be stored in the `cart_items` field.

Click on the check mark. The values of the field will be added to the template:



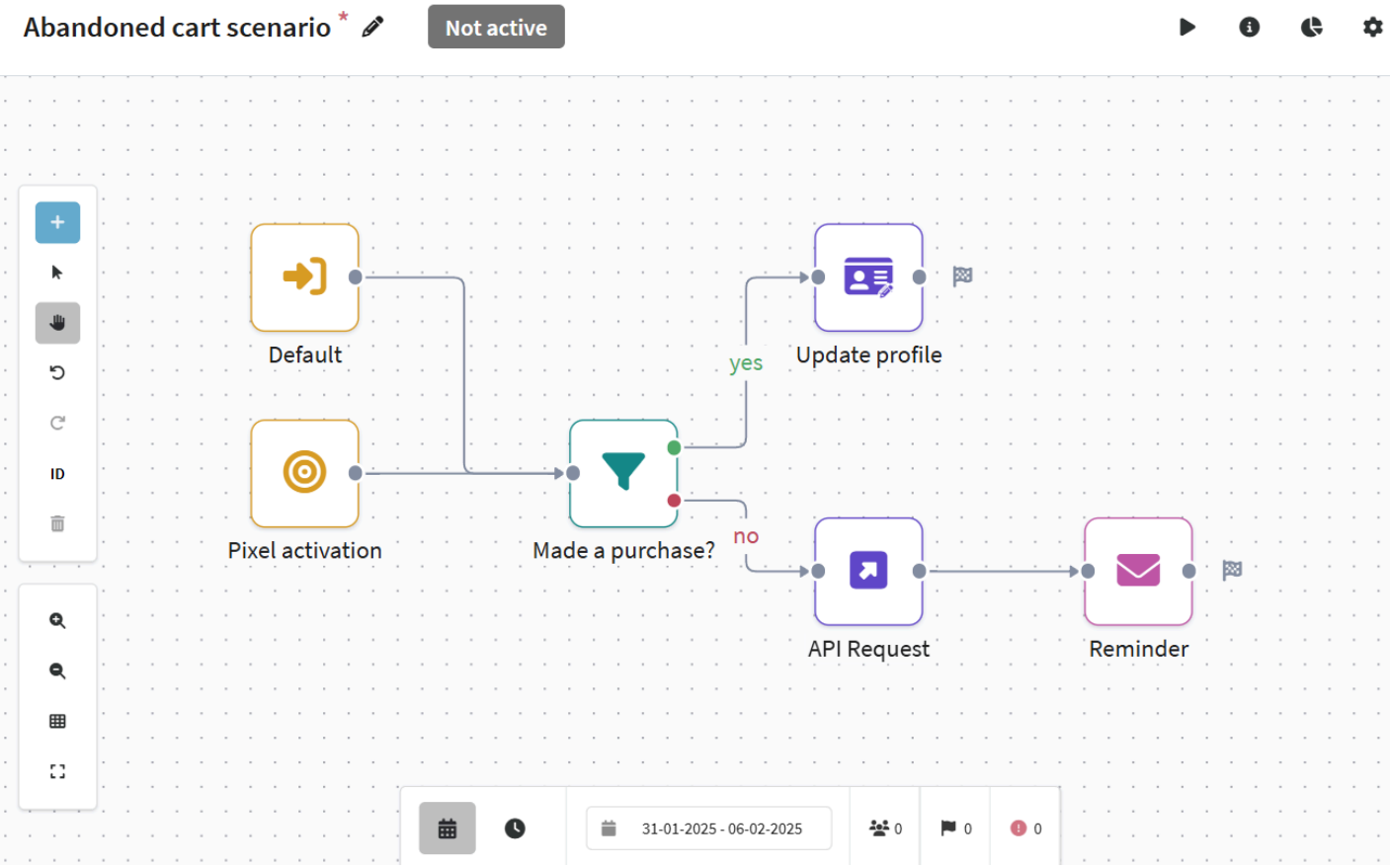
Go back to the scenario and add an Email element from “Channels” category. Select email channel, the resource of subscribers and created template in the settings:



Save the scenario by clicking the appropriate button at the top of the screen.

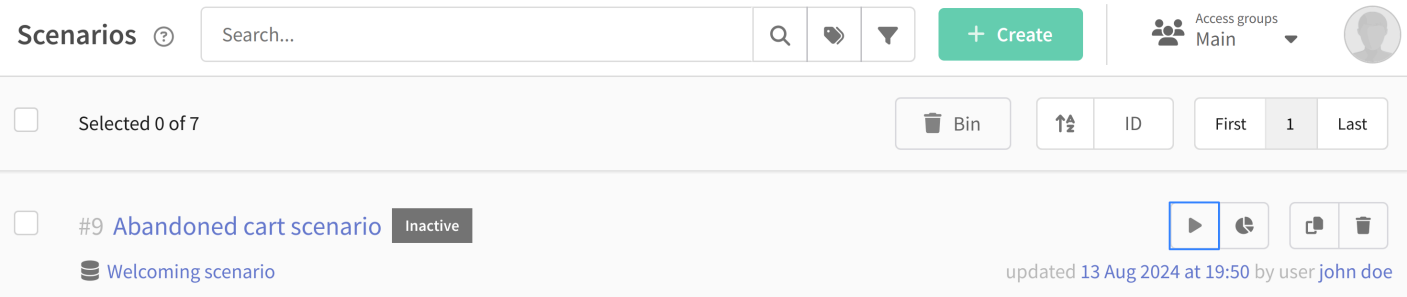
Step 7. Activate the scenario and evaluate its effectiveness

The finished scenario looks like this:



The scenario can be expanded. For example, if the subscriber has not completed the purchase, give them a promo code or send a compilation of related products.

After saving, activate the scenario in the quick actions menu:



You can evaluate the effectiveness of the scenario by clicking on the corresponding icon in the quick actions menu or in the channel report.

Market

Market

Market allows you to transfer product and order data to the platform and use it in customer communications. Data can be transferred automatically via API or a product feed, or manually by uploading a file.

The imported data can be used for the following purposes:

- **inserting order details into message templates;**
- **triggering events based on order status changes;**
- **segmenting customers based on purchase data.**

Before you get started, make sure you have the required roles enabled for the user and token:



To work with the Market module, we recommend using API requests. If you are using the platform interface, please follow the instructions below:

Market settings

Market settings

	This instruction contains information on such market entities as sales channels, custom fields, order item statuses, regions, categories and currencies. To get started, select the «Market» section, and then «Settings».

Sales channels

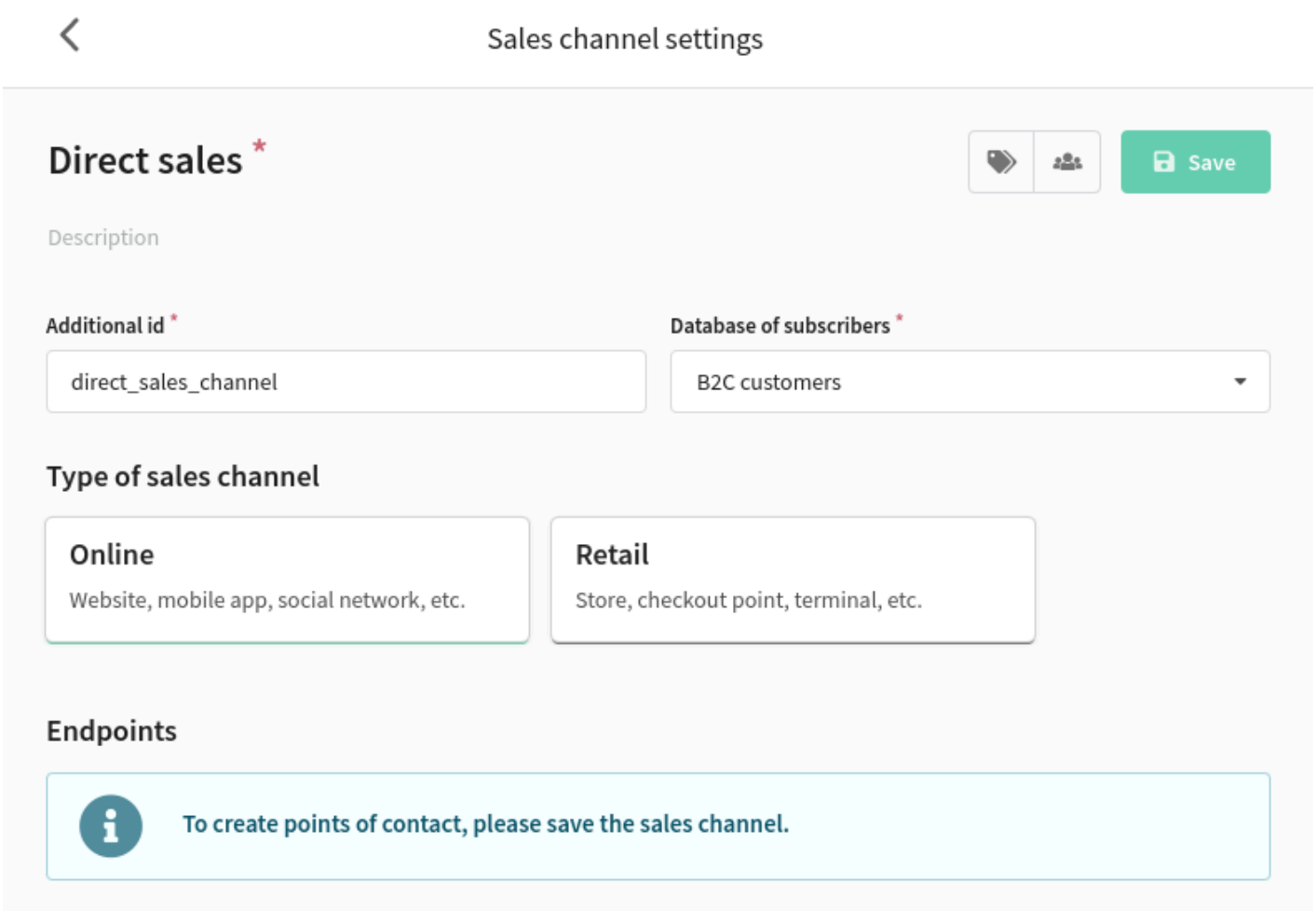
A sales channel is the way customers get to a company to order products they are interested in. It covers platforms and tools used for sale (stores, websites, terminals or cash registers where the order is placed). The key task of the channel is to determine the customer base and touchpoints.

Click «Create» to create a new sales channel. You will see a window, configure the channel in it:

- **type a name and description for the channel**
- **additional ID**
- **add tags**

  and access groups

- **specify the profile database (channel purchasers)**
- **select the type of channel (online or retail)**



CAUTION

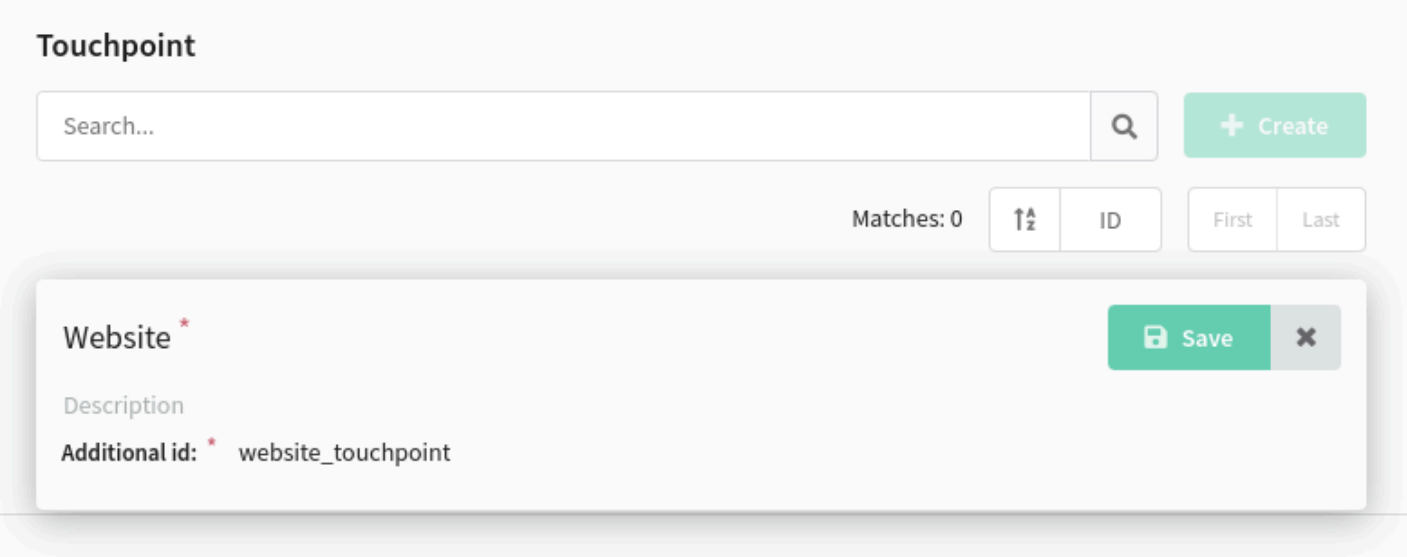
Once the channel has been created, the specified profile database cannot be changed.

Save the channel and then select it from the general list to create a touchpoint.

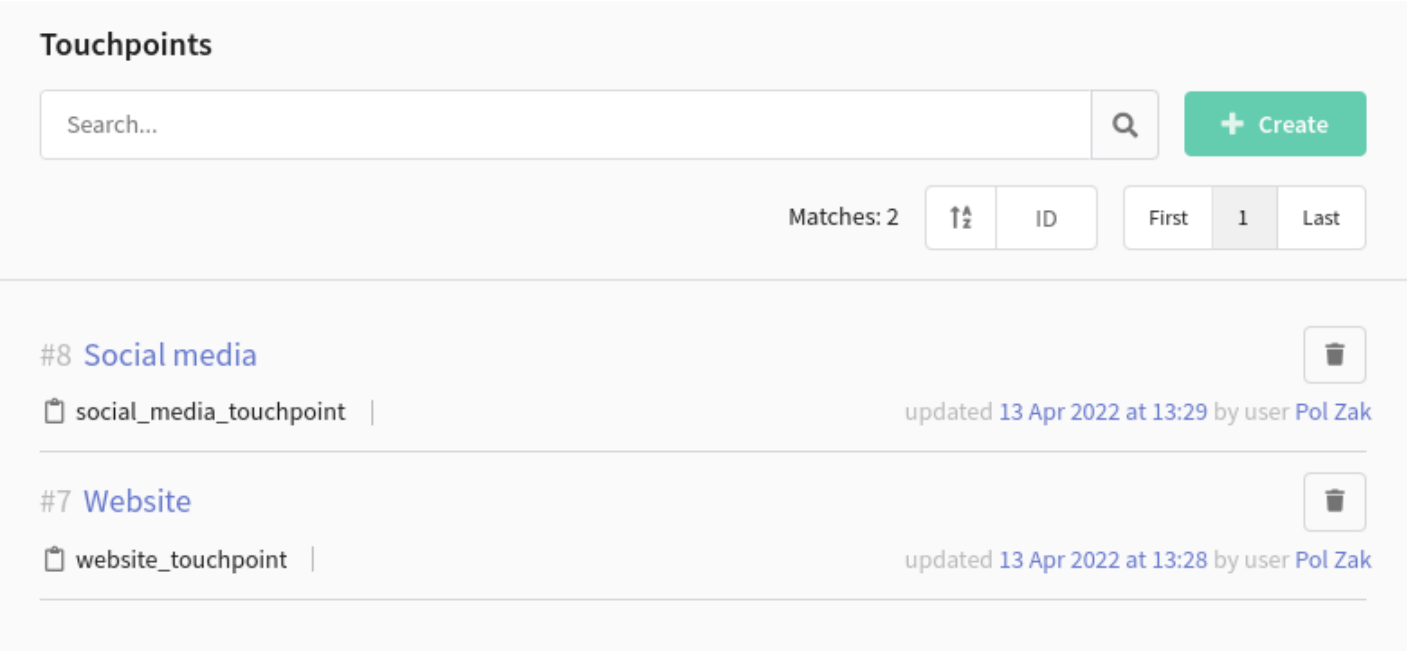
TIP

A touchpoint is a specific platform or tool by means of which you sell a product to your customer. Touchpoints connect the sales channel and the order. Some examples of touchpoints: a website, a store, a parcel terminal, a cash register where the order is placed, a social network, a call centre, etc.

Type a name, description and additional ID for the touchpoint. Then click «Save»:



Each touchpoint can be linked to only one channel. At the same time, the channel may have several touchpoints:

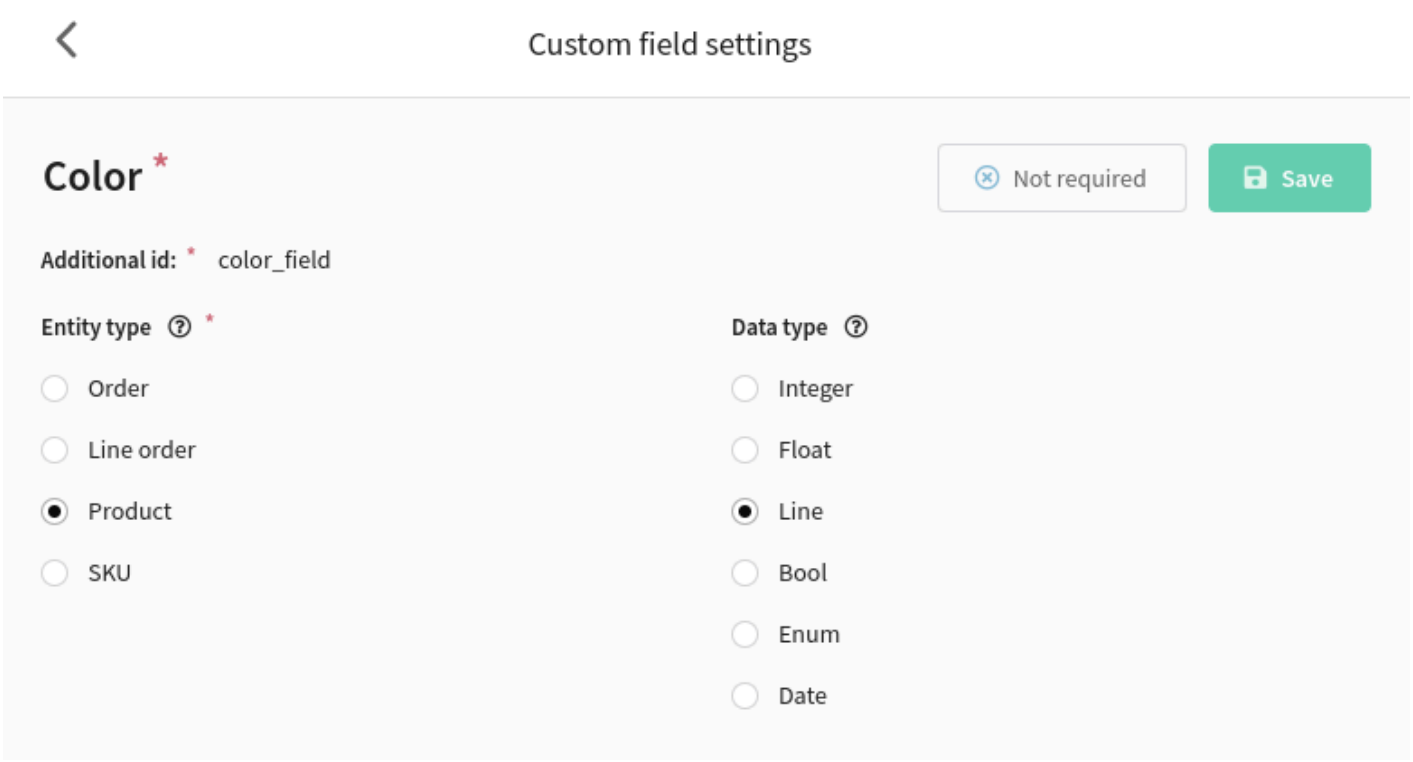


Custom fields

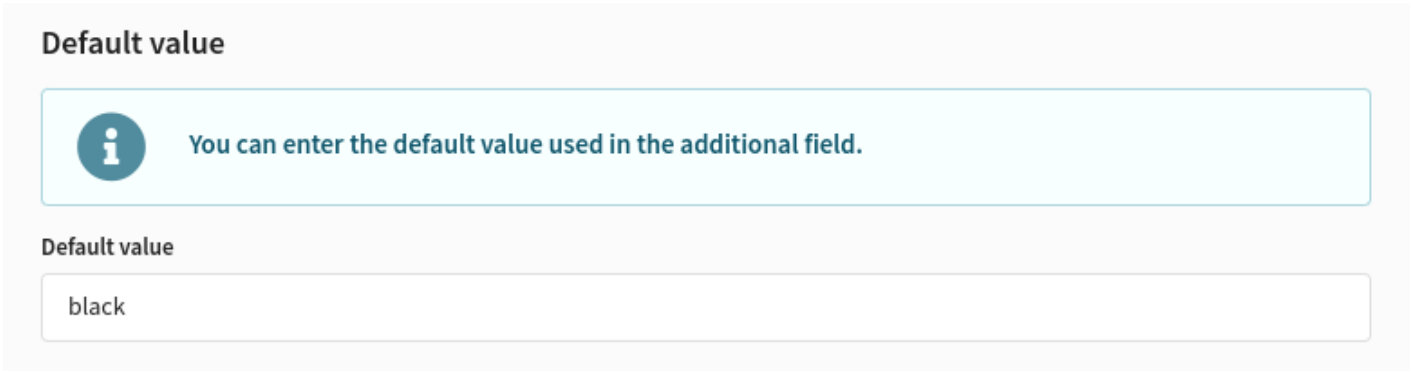
Custom fields are set for entities such as order, order item, product and SKU. There you can store information about important product features — colour, size, volume, material, model, weight, etc.

Select the type of entity and specify the type of data that will be stored in the new field:

- **whole number**
- **floating-point number**
- **line**
- **boolean**
- **list**
- **date**



It is possible to set a default data value. It means that the value will be automatically substituted in an custom field of the specified entity.



If you need to make the field required, change «Optional» to «Required»:

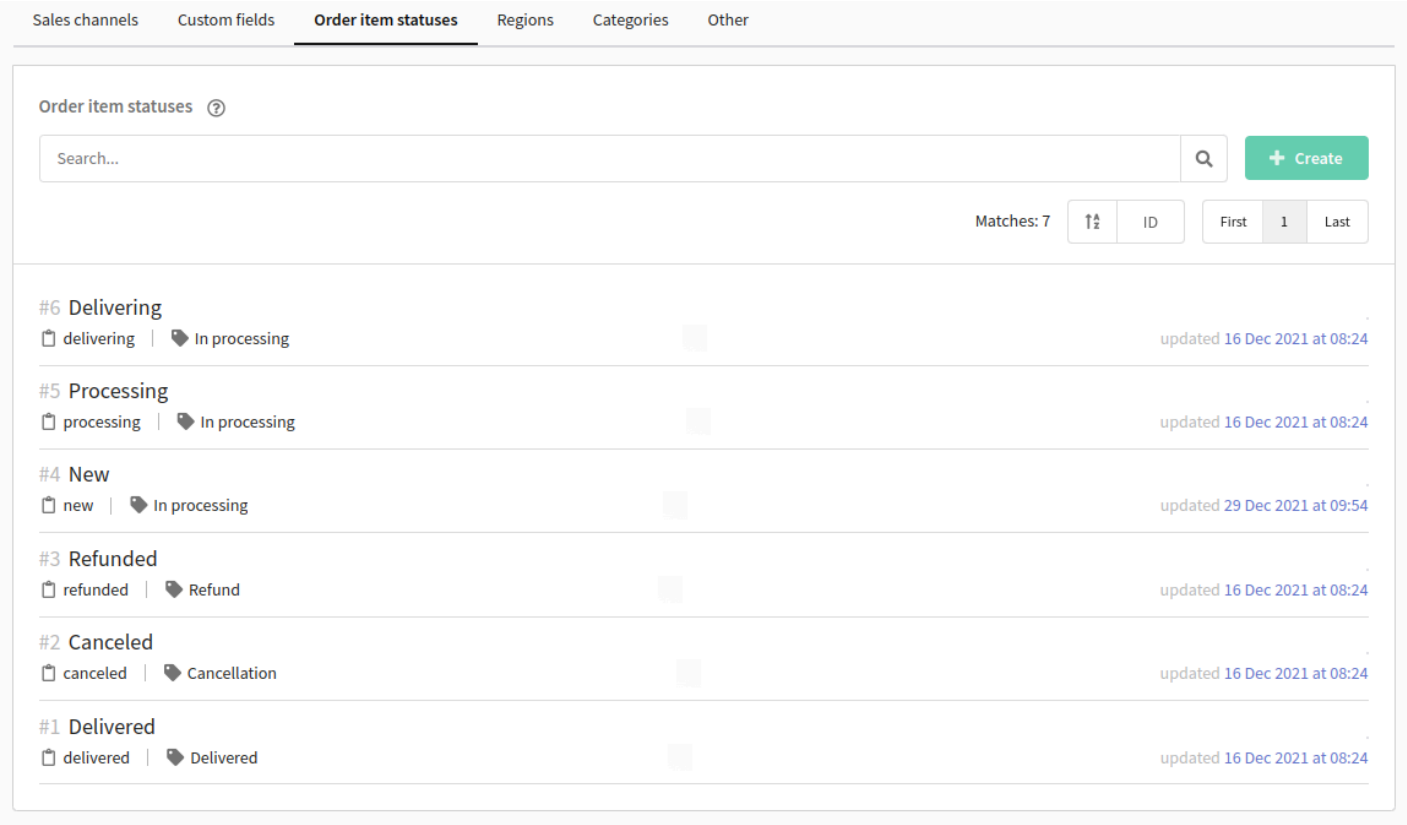


Order item statuses

Statuses are available by default:

- **delivering**
- **processing**
- **new**

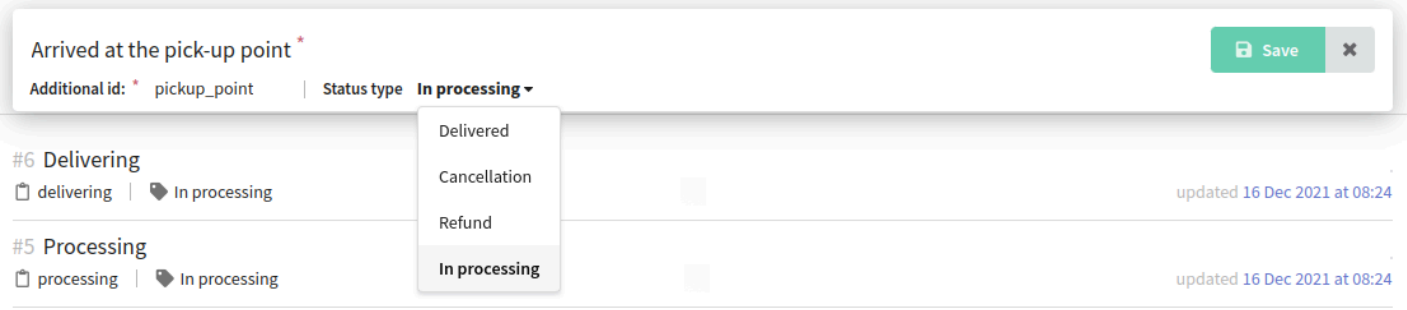
- **refunded**
- **canceled**
- **delivered**



You can also create your own statuses. For example, if you need to segment the delivery process into several stages:*"received by delivery service", "arrived at the pick-up point", "arrived at the local courier facility".*

Use the «Create» button to add a new status. Enter a name, ID and type for the status. Four types of statuses are available:

- **delivered**
- **cancellation**
- **refund**
- **in processing**

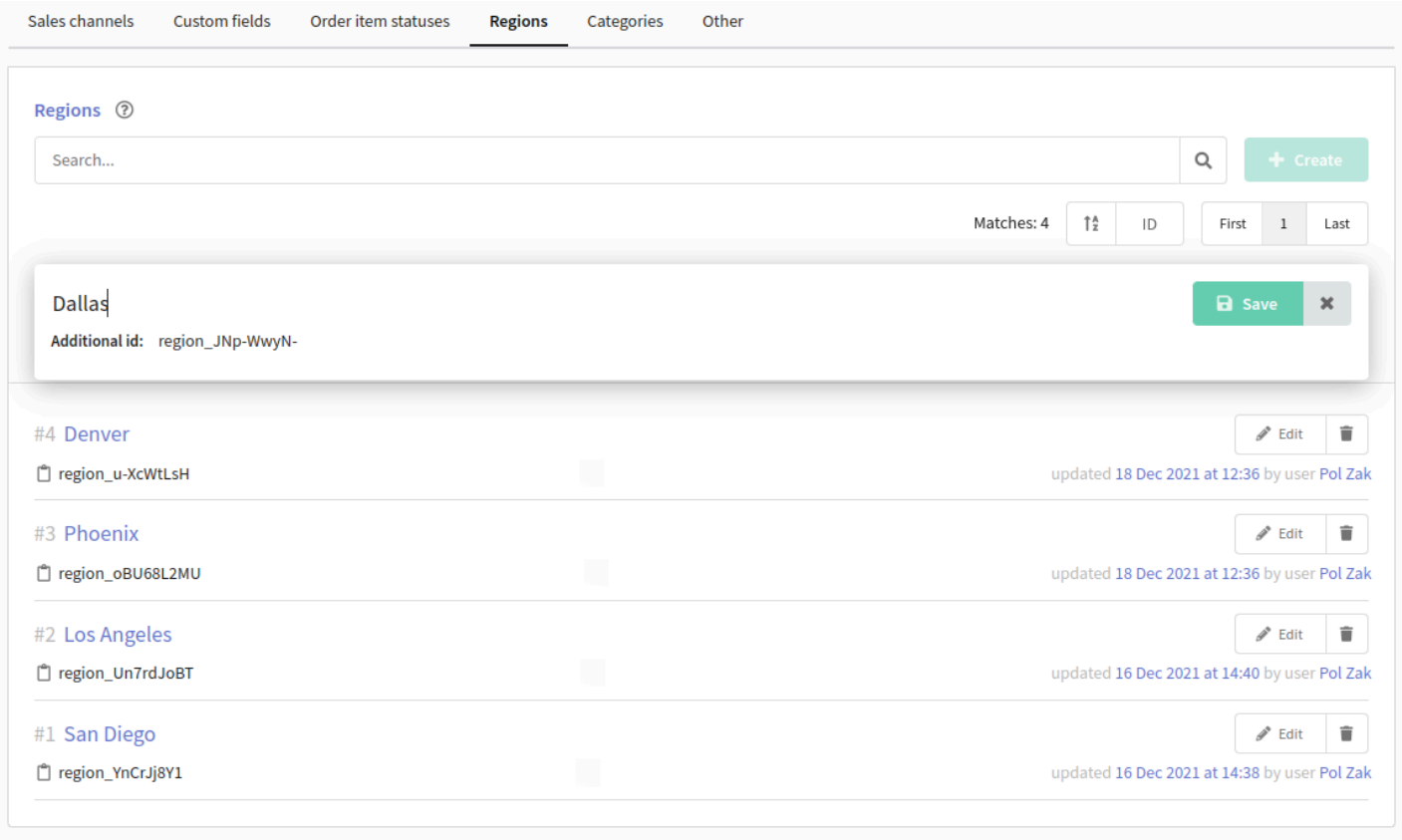


After filling in all the fields, click «Save».

Regions

Regions are specified when setting up the order. You can set regional data in products and SKUs. For example, availability, price, delivery details, etc.

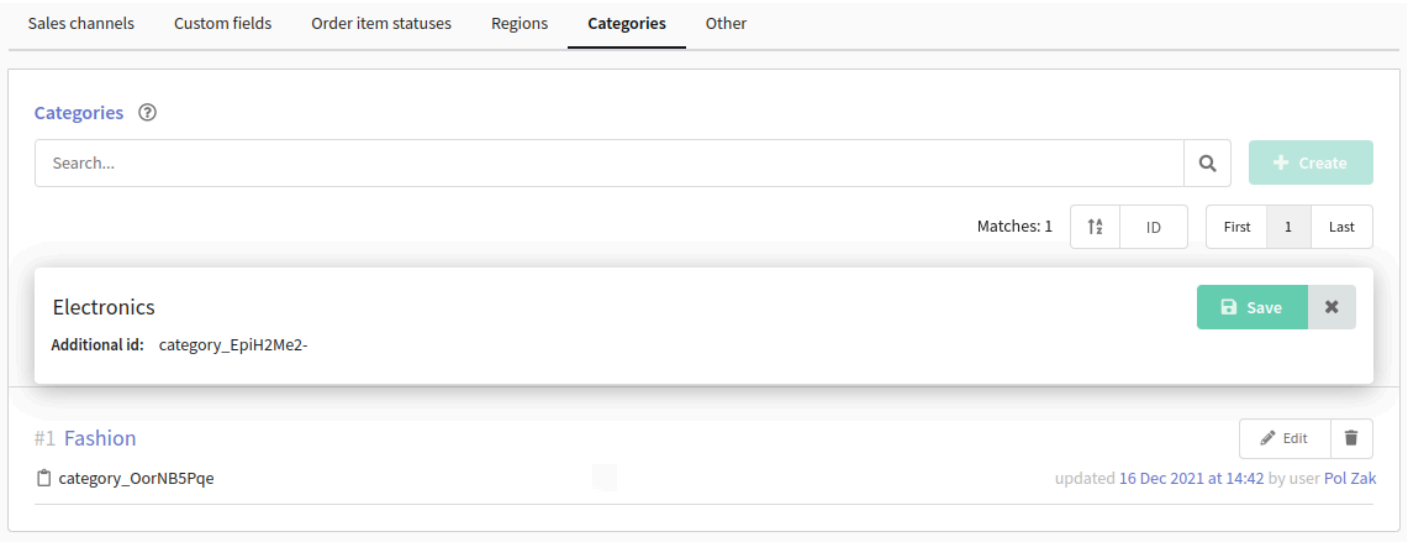
When creating a region, enter its name and edit the ID if necessary. Then click «Save»:



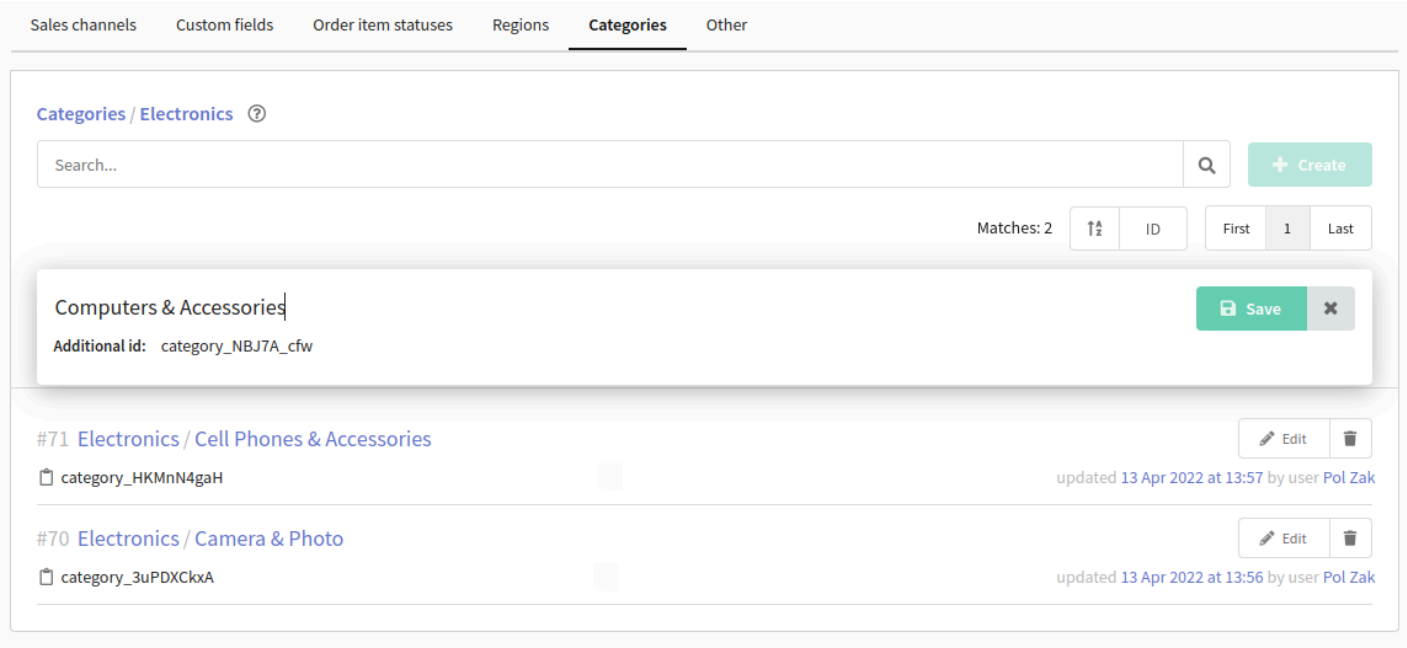
Categories

A category is a group of products that seem similar to the customer. You can combine products and SKUs in a category.

Click «Create» to create a new category. Type a name for the category and change its ID if necessary. Then save the category:



Each category may be divided into several subcategories. Click on the name of the category if you want to create a subcategory. Create and save the object:

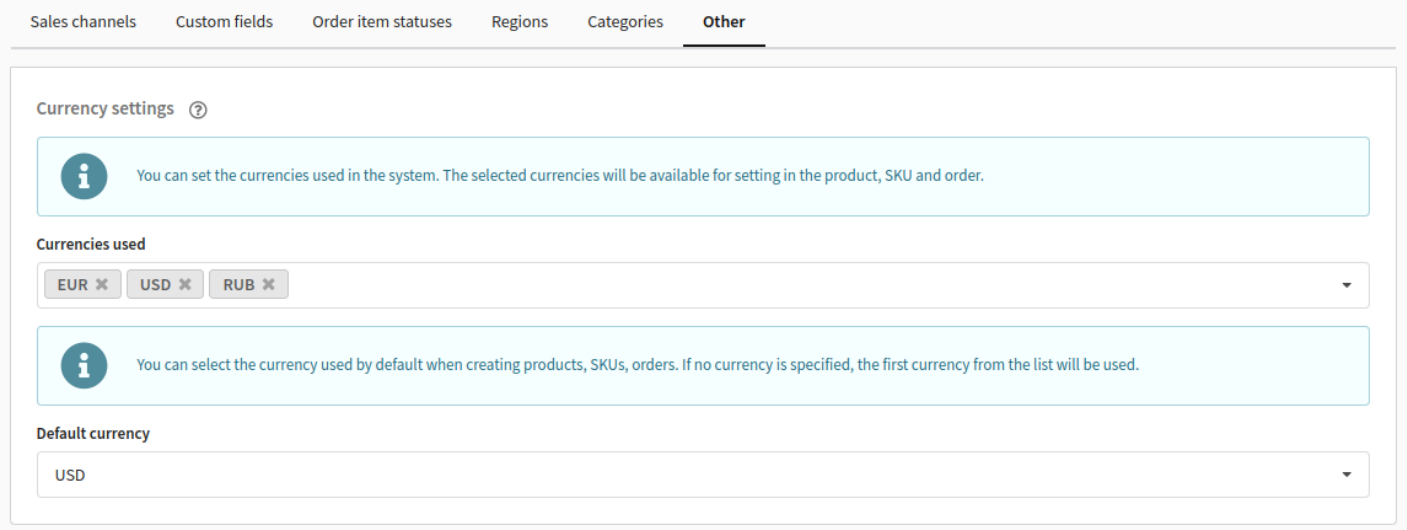


Other

Here you can set currencies used in the market. Select necessary currencies from the drop-down list.

CAUTION

Product or SKU will not be imported through API if its currency is not stated in the «Currencies» field.



You can select a default currency. It will be automatically set when creating products, SKUs and orders.

Orders

Orders

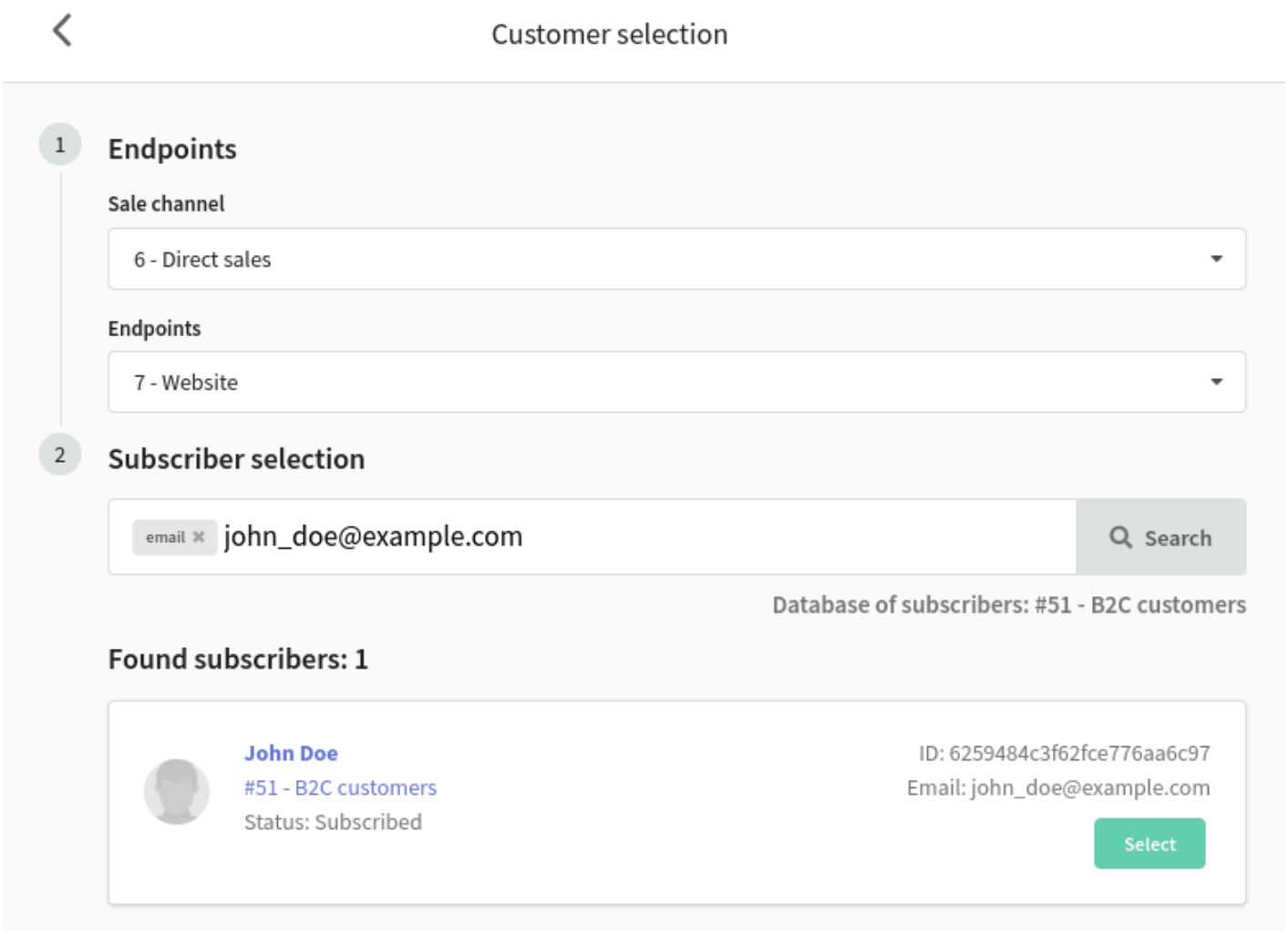
	You can create and process orders coming from various sales points in the «Orders» section. It stores information on orders that have already been placed, including their current statuses. To create a new order, select a customer and add products or SKUs to the order. You can [import orders using API](/en/developer-guide/market/orders/56249746/) or create it manually in the platform interface. To get started with orders, go to «Market» → «Orders». </td> </tr>

Selecting a customer

To create an order manually, enter its number. Then specify the buyer by clicking « Select a customer »:



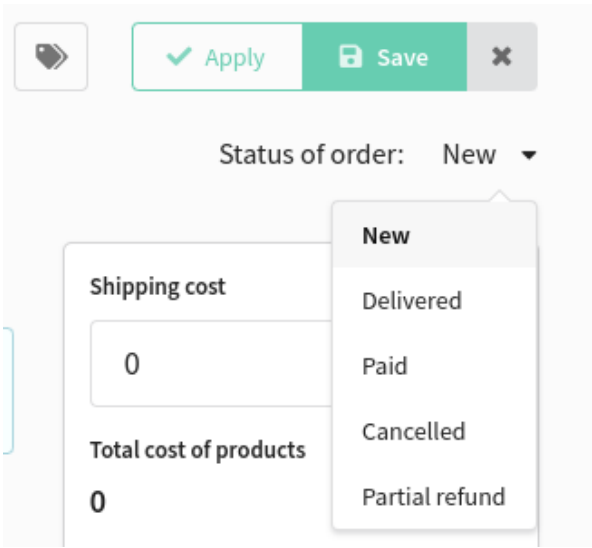
A new window will open. Select a sales channel and a touchpoint in it. Each channel has a profile database attached to it. Use the «Select customer» button to find the desired profile in the database by its email, phone number, custom field or any other available identifier. The window will automatically close when you click «Select»:



Current order status

Available order statuses:

- **new**
- **delivered**
- **paid**
- **cancelled**
- **partial refund**



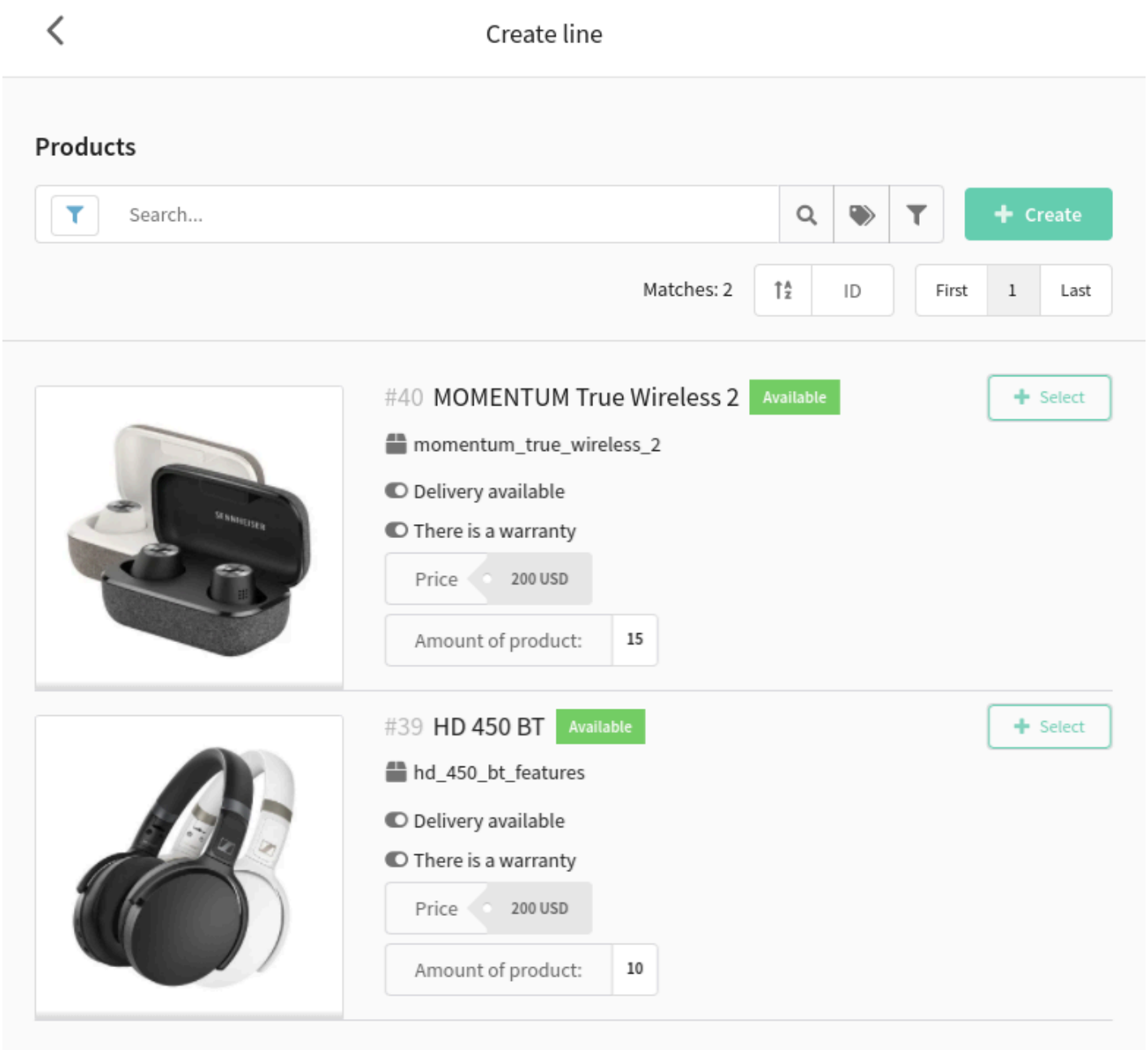
Adding an item to an order

An order comprises items. These can be products or SKUs. Several items of the same product in an order count as one item.

To add new items to an order, click «Add»:



In the new window, select the required items:

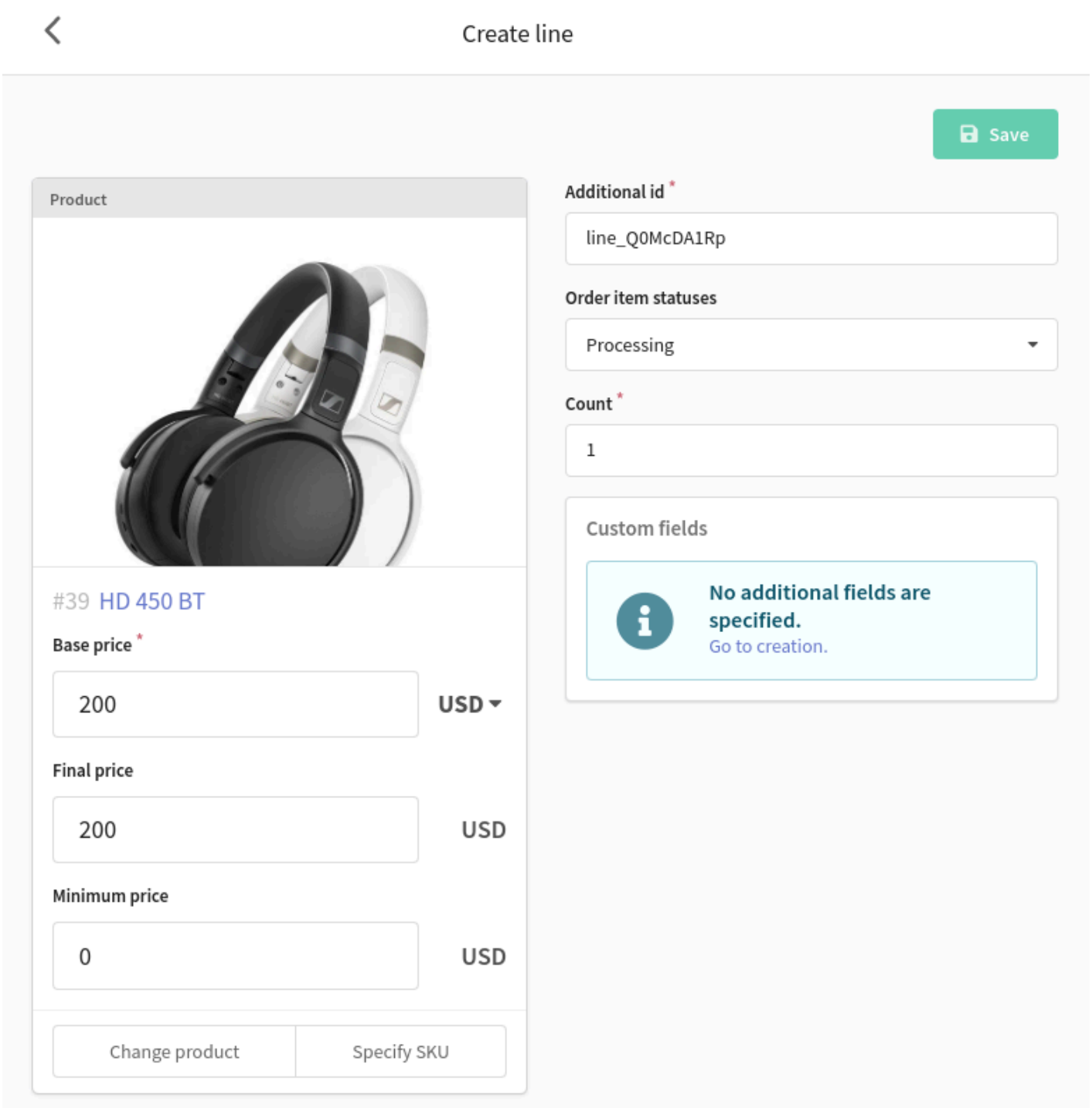


Configuring an item

You can edit each item if necessary. To do this, click on an item in the general list — a window for editing the following fields will appear on the right:

- **product price**
- **additional identifier (used in API requests);**
- **current status of the order item;**
- **number of products in the item;**
- **custom fields.**

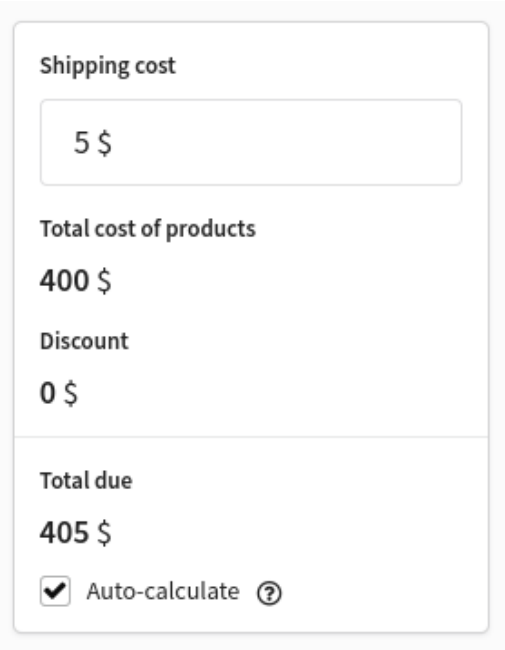
In this window, you can also change the product or specify the SKU.



Order price

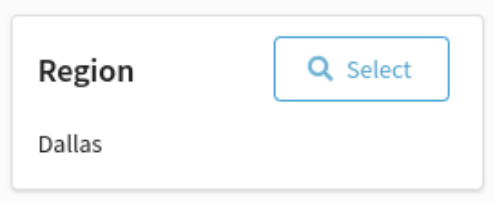
The total price of the order is shown in the right window. It comprises delivery price and the price of each item in the order.

If you need to recalculate the price manually, activate the «Auto Calculate» option.



Region

Select the region where the order was placed. Some characteristics of the order (price, values of custom fields, stock availability) may change depending on the region.



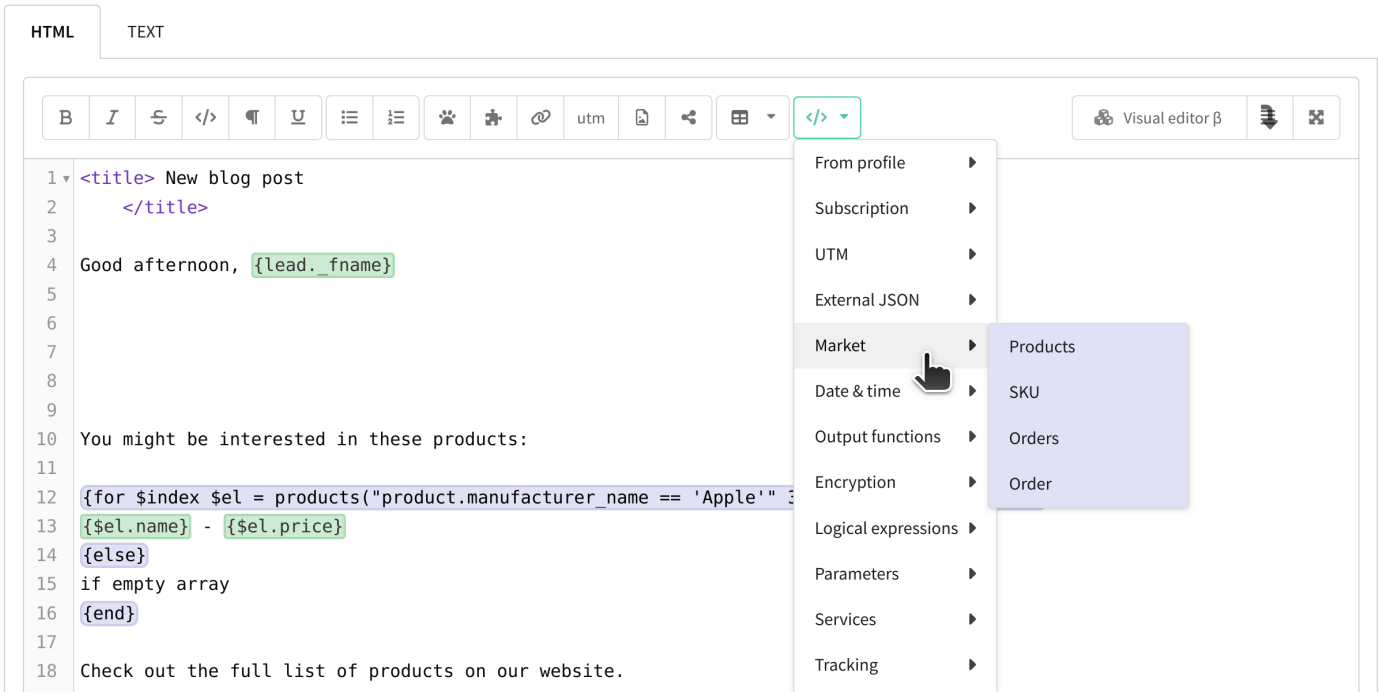
The order configuration is complete. Save it using the top bar buttons.

Market variables in message template

Market variables in message template

To use information about orders and products in your campaigns, you need to add Market variables to your message template.

Open the message template and click the </> button in the editor. In the list, select “Market” and insert one of the variables:



TIP

For more information on using marketplace variables in messages, please refer to this article.

Guide: how to send an order confirmation email

Guide: how to send an order confirmation email

Description

This guide will show you the algorithm for working in the Altcraft Platform market.

Let’s imagine that we have an online store for smartphones. A buyer visits a website, adds the product to the cart and places the order. Our task is to send them an order confirmation email with the order number and price.

The guide comprises the following steps:

1. **Creating a sales channel and touchpoins**
2. **Importing product and SKU data using a yml file**
3. **Setting up an API request to add order data to the market**
4. **Creating a template and substituting order data using variables**
5. **Setting up a trigger campaign**

Step 1. Set up a sales channel

You need a sales channel to start working in the market. This channel defines a profile database and touchpoints.

A profile database contains the contact details of customers who place orders in a certain channel. You need to import their data into a new or existing database. To do this, use import from a file or via API.

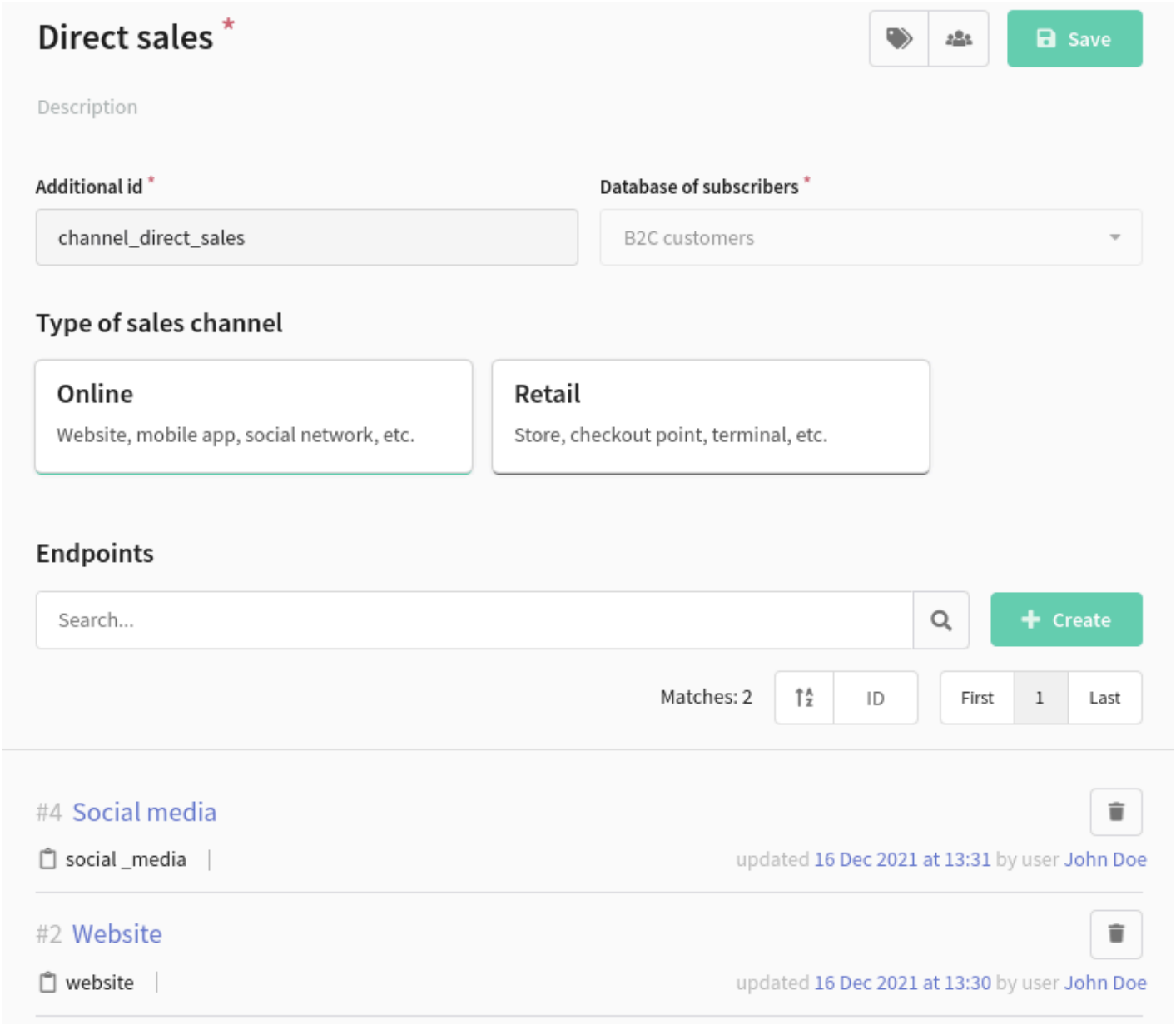
A touchpoint is a platform or a tool using which you sell products and services to your customers (a website, a store, a parcel terminal, a social network, a call center and so on). A touchpoint connects a sales channel a an order.

To create a channel, go to Market → Settings in the main menu. Create a new channel on the Sales channels tab. Specify:

- **a channel name**
- **an additional identifier**
- **a profile database**
- **a channel type: online or retail**

Next, save the channel and go back to its settings. Create touchpoints.

Please note that each touchpoint can only be linked to one channel. The touchpoint ID will be used in the API request to import the order.



Step 2. Upload product data to the platform

Products in the market are represented by two entities: products and SKU.

INFO

A product is goods or services for sale. SKU is a product modifier, it is used for variations of one product (such characteristics as colour, size, weight, model, configuration and so on can vary).

SKU is connected to a certain product and cannot exist without it. For example, `Apple iPhone 12` is a product, but `Apple iPhone 12 128GB` and `Apple iPhone 12 256GB` are its SKUs.

There are three ways to add product data to the platform:

- **manually**
- **import it from a file**
- **import it via API**

Let's import product data from a file. To do this, you need a yml file.

TIP

If you have any questions about import, read this detailed guide.

Below you can see examples of yml files:

Product

A file with such content will add two products to the market: *Apple iPhone 12* and *Xiaomi 12X.*

```
<?xml version="1.0" encoding="UTF-8"?>
<yml_catalog date="2017-02-05 17:22">
    <shop>
    <name>BestSeller</name>
    <company>Tne Best inc.</company>
    <url>http://best.seller.ru</url>
    <categories>
      <category id="10">Смартфоны</category>
      <category id="101" parentId="10">Apple</category>
      <category id="102" parentId="10">Xiaomi</category>
    </categories>
    <offers>
      <offer id="iphone12" available="true">
        <name>Apple iPhone 12</name>
        <vendor>Apple</vendor>
        <url>http://best.seller.ru/product_page.asp?pid=12348</url>
        <price>83990</price>
        <oldprice>89990</oldprice>
        <currencyId>RUB</currencyId>
        <categoryId>101</categoryId>
        <picture>https://example.com/img/apple_phone.png</picture>
        <delivery>true</delivery>
        <manufacturer_warranty>true</manufacturer_warranty>
        <barcode>0156789012</barcode>
          </offer>
      <offer id="xiaomi12" available="true">
                <name>Xiaomi 12X</name>
        <vendor>Xiaomi</vendor>
        <url>http://best.seller.ru/product_page.asp?pid=12345</url>
        <price>62990</price>
        <oldprice>69990</oldprice>
        <currencyId>RUB</currencyId>
        <categoryId>102</categoryId>
        <picture>https://example.com/img/xiaomi_phone.png</picture>
        <delivery>true</delivery>
        <manufacturer_warranty>true</manufacturer_warranty>
        <barcode>0123456789379</barcode>
          </offer>
    </offers>
  </shop>
</yml_catalog>
```

SKU

A file will add two SKUsfor *Apple iPhone 12*: *Apple iPhone 12 128GB* and* Apple iPhone 12 256GB*.

```
<?xml version="1.0" encoding="UTF-8"?>
<yml_catalog date="2017-02-05 17:22">
    <shop>
    <name>BestSeller</name>
    <company>Tne Best inc.</company>
    <url>http://best.seller.ru</url>
    <offers>
      <offer id="apple12_128gb" group_id="iphone12" available="true">
        <name>Apple iPhone 12 128GB</name>
        <vendor>Apple</vendor>
        <url>http://best.seller.ru/product_page.asp?pid=12358</url>
        <price>71990</price>
        <oldprice>72990</oldprice>
        <currencyId>RUB</currencyId>
        <categoryId>101</categoryId>
        <picture>https://example.com/img/apple_phone_128.png</picture>
        <delivery>true</delivery>
        <manufacturer_warranty>true</manufacturer_warranty>
        <barcode>0156789012</barcode>
          </offer>
      <offer id="apple12_256gb" group_id="iphone12" available="true">
                <name>Apple iPhone 12 256GB</name>
        <vendor>Apple</vendor>
        <url>http://best.seller.ru/product_page.asp?pid=12359</url>
        <price>83990</price>
        <oldprice>89990</oldprice>
        <currencyId>RUB</currencyId>
        <categoryId>102</categoryId>
        <picture>https://example.com/img/apple_phone_256.png</picture>
        <delivery>true</delivery>
        <manufacturer_warranty>true</manufacturer_warranty>
        <barcode>0156789012</barcode>
          </offer>
    </offers>
  </shop>
</yml_catalog>
```

TIP

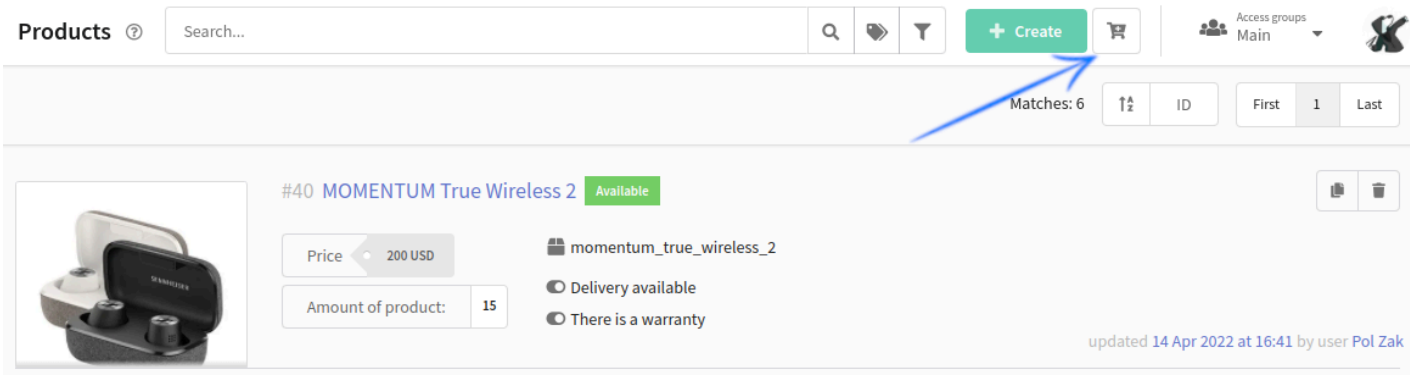
A list of all products and SKUs is stored in the `offers` element. One product or SKU is stored in a separate `offer` element.

The `id` attribute, which is unique for each product, is specified for the `offer` element.

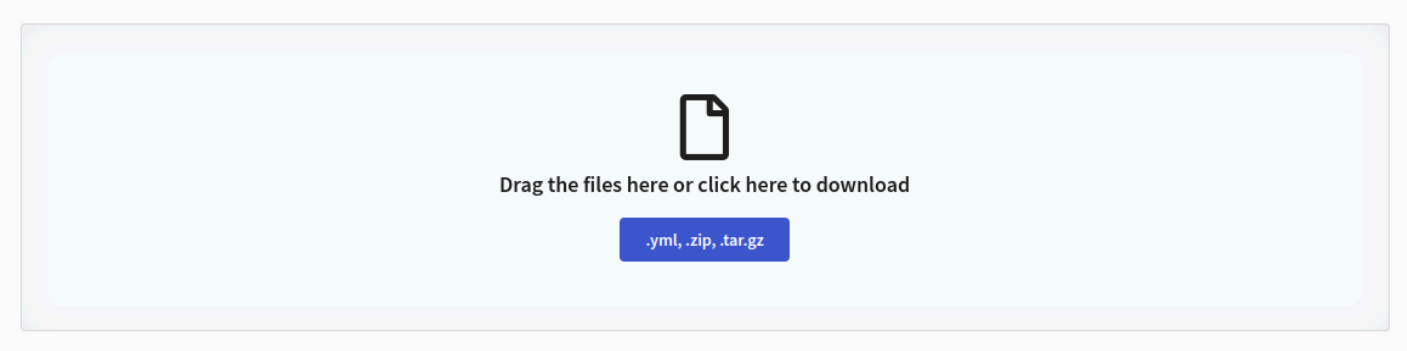
The structure of the yml file is almost the same for products and SKUs. The only difference is the following: when importing SKU for the `offer` element you need to specify not only `id`, but also `group_id` — a product identifier.

Please note that SKUs are different variations of one product, so the value of the `group_id` attribute must be the same for all SKUs of this product.

To import a file with a list of products, go to Market → Products. Click on the icon on the top toolbar, and then select what exactly you want to import — a product.



Click on the download area and select a file on your device:



Start the import process by clicking «Import» on the top toolbar.

Then import SKUs. To do this, follow all the steps described in this paragraph.

Step 3. Set up sending an API request when adding an order

When a visitor of an online store places an order, an API request with the order data must be sent to the platform.

URL

Method: POST

`https://example.com/api/v1.1/market/orders/import`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Да	API token. Make sure that roles that allow you to work with the market are available for the token.
data	array of objects	[{ … }]	Да	Order data. Learn more.
Data object				
external_id	string	“1234001”	Yes	Order ID

Parameter	Type	Example	Required	Description
matching	string	“email”		Subscriber search mode. By default — email. For each type of matching, certain fields must be passed in the request body. You can learn more about these fields[here]().
endpoint	string	“website”	Yes	Touchpoint ID
status	string	“new” “delivered” “paid” “canceled” “part_refunded”	Yes	Order status ID
total_price	string	“71990”	Yes	Total cost of the order. It consists of the price of each line in the order and the cost of delivery.
currency	string	“RUB”	Yes	Currency of the order price.
create_time	string	“2022-04-29T12:48:23Z”	No	Order creation time
update_time	string	“2022-04-29T12:48:23Z”	No	Order update time

lines	array	[
		{
		…
		}
		]
			Yes	Order lines data. At least one item.

Lines object				
external_id	string	“line_01”	Yes	Line ID
product	string	“iphone12”	Must not be present in the request if sku is specified	Product ID
sku	string	“apple12_128gb”	Must not be present in the request if `product` is specified	SKU ID
base_price_per_item	string	“71990”	Yes	Base price
min_price_per_item	string	“71990”	Yes	Minimum price
final_price_per_item	string	“71990”	Yes	Final price
count	int	1	Yes	Quantity of goods per item

Request example

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "data": [
    {
      "external_id": "1234001",
      "matching": "email",
      "email": "johndoe@example.com",
      "endpoint": "website",
      "status": "new",
      "total_price": "71990",
      "create_time": "2022-04-29T12:48:23Z",
      "update_time": "2022-04-29T12:48:23Z",
      "currency": "RUB",
      "lines": [
        {
          "external_id": "line_01",
          "product": "iphone12",
          "base_price_per_item": "71990",
          "min_price_per_item": "71990",
          "final_price_per_item": "71990",
          "count": 1
        }
      ]
    }
  ]
}
```

Response example

```
{
  "error": 0,
  "error_text": "",
  "result": [
    {
      "error": 0,
      "external_id": "1234000"
    }
  ]
}
```

Response parameters

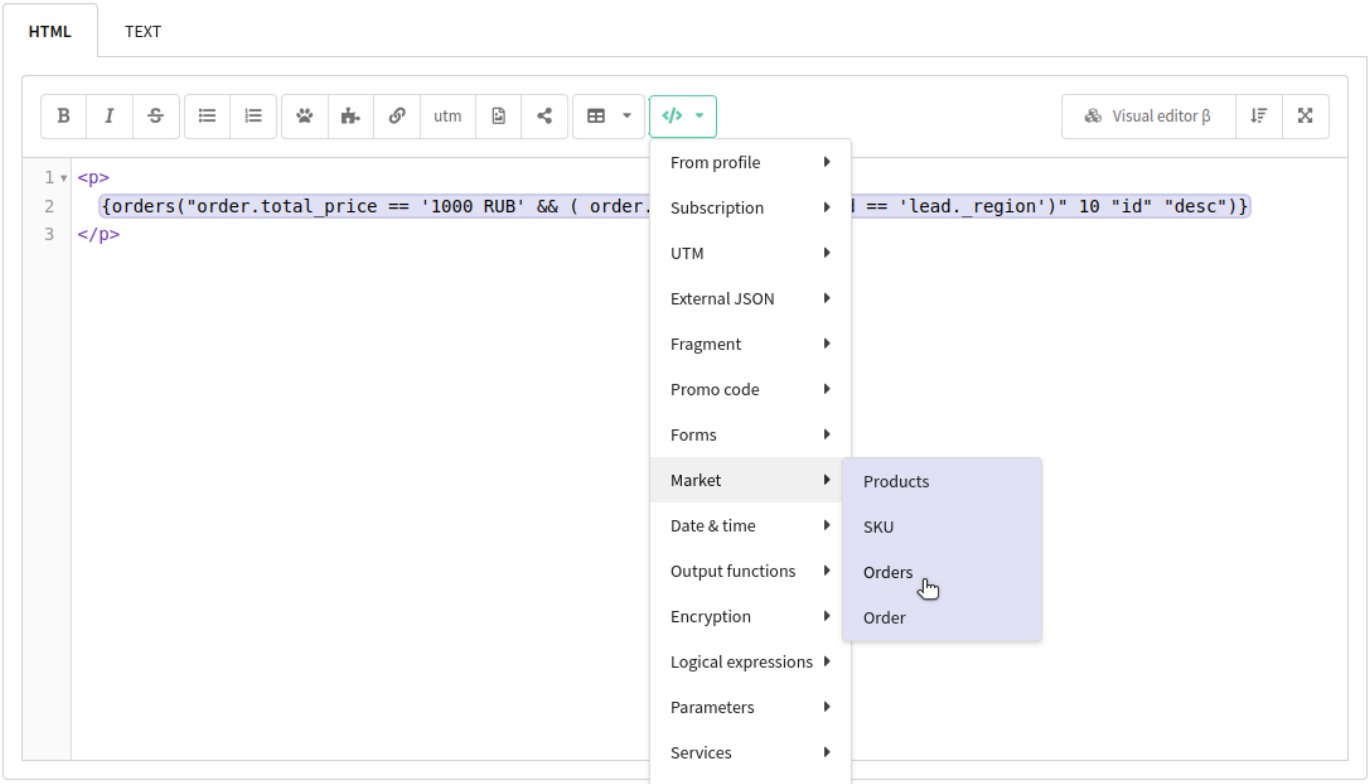
Parameter	Type	Description
error	int	Error code
error_text	string	Error text
result	array	IDs of orders that were successfully imported

Step 4. Create an email template

Go to the Templates section. Add a new template for the email channel.

Add the market variables to the email template to use the order information in your campaign. To do this, click </> in the editor. In the list, select «Market» and insert the «Orders» variable.

Theordersfunction pattern will be added to the editor. This function selects orders from the list of profile orders.



We only need to add information about the last order with the status «New» to our email. To do this, we will need to change the arguments of a function:

```
{orders("order.status == '1'" 1 "create_time" "desc")}
```

The function consists of four arguments:

Argument	Example	Description
Filter	“order.status == ‘1’”	The function will select only those orders that match the condition «order status is new».
Limit	1	The function will select only the first element in the list of orders.
Sorting field	“create_time”	Selected elements will be sorted by the “create_time” field (order creation time).
Sorting direction	“desc”	The elements will be sorted in descending order of the value in the “create_time” field.

An array of orders is the result of the orders function.In this case, it will be an array with one item. Use loop to iterate an array.

In the email template, substitute two variables:

- **`{$el.external_id}` — additional order ID.**
- **`{$el.total_price}` — total order price.**

```
{for $index $el = orders("order.status == '1'" 1 "create_time" "desc")}
Thanks! Your order no.{$el.external_id} is confirmed.
Order total: {$el.total_price}
```

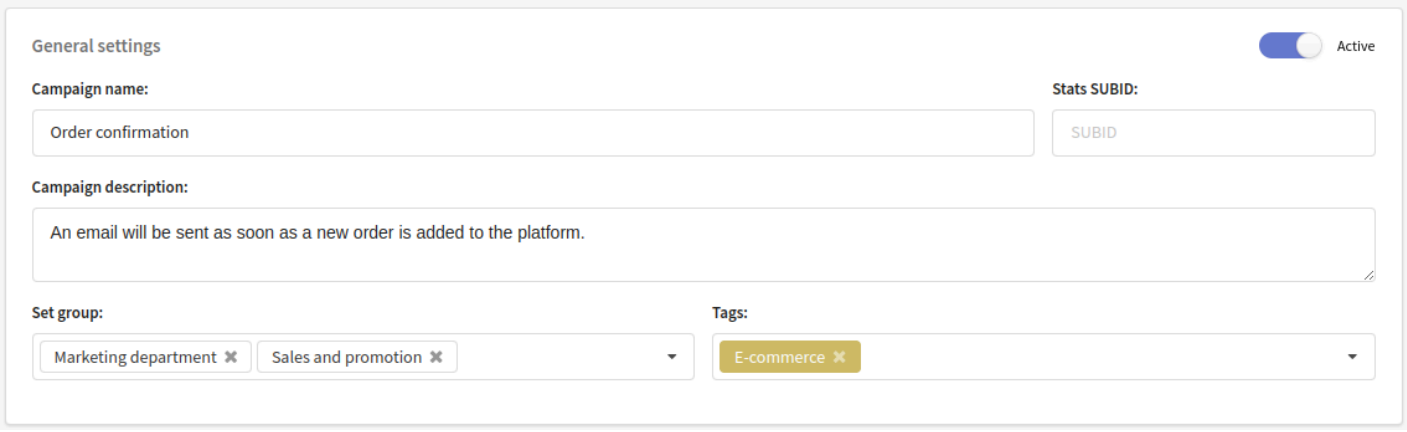
```
{else}
if empty array
{end}
```

TIP

Read more about market variables in this article. There you will find information about fields that can be used in the filter or inserted into the template.

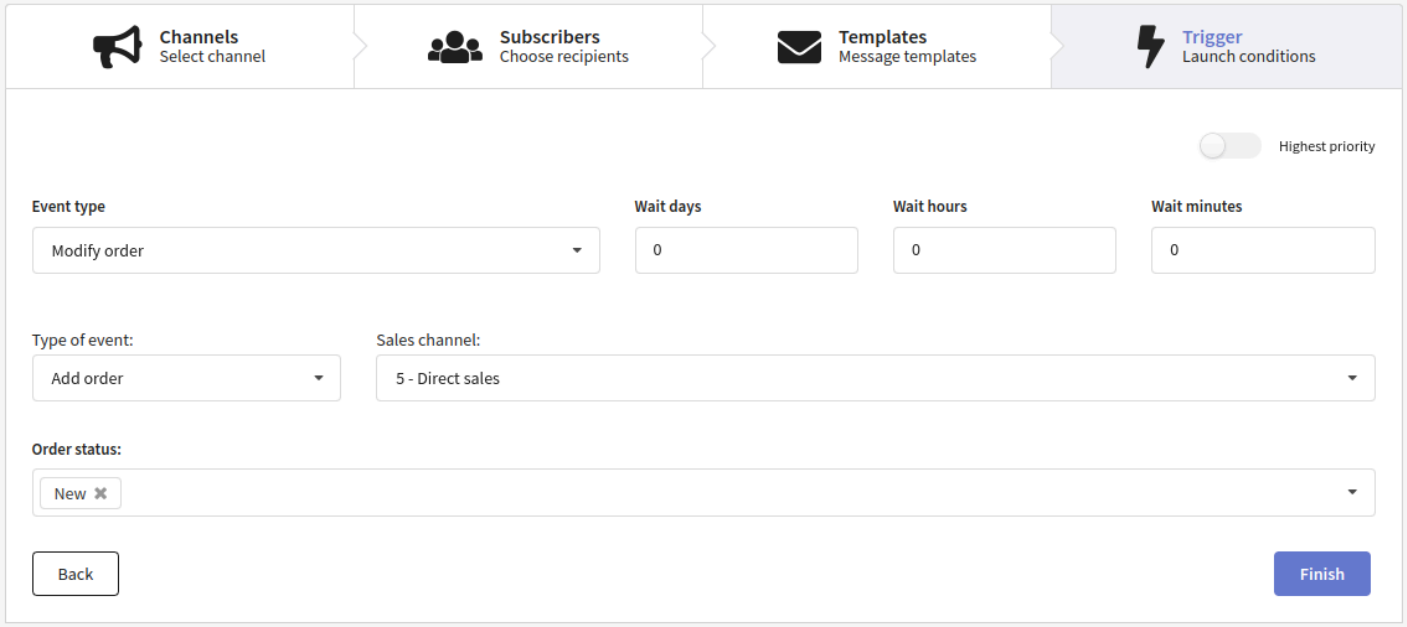
Step 5. Set up a trigger campaign

Open the Campaigns section → Triggers. Create a new campaign. Don't forget to activate it.



Select the email channel and add the desired email template. On the Trigger tab specify:

- **Event type: when changing an order → adding an order. The trigger will be activated as soon as a new order is added to the market.**
- **Sales channel: here specify the profile database with customer data of your online store.**
- **Order status: new. The trigger will be activated if an order with the status «new» will be added to the market.**



Click Finish and save the campaign.

TIP

To test how the trigger works, you can add an order manually.

Products

Products

	Products are goods or services for sale. Each product has its own card with a name, description, image, and other information. You can add multiple SKUs (product modifiers) to one product.
	`To start working with products, open the «<strong> Market</strong>» section → «<strong>Products</strong>».`
	`</td>`
	`</tr>`

There are several ways to create a product or SKU:

1. **Manually**
2. **Import a product from a file**
3. **Import via feed on schedule**
4. **Import via API**

How to create a product manually

How to create a product manually

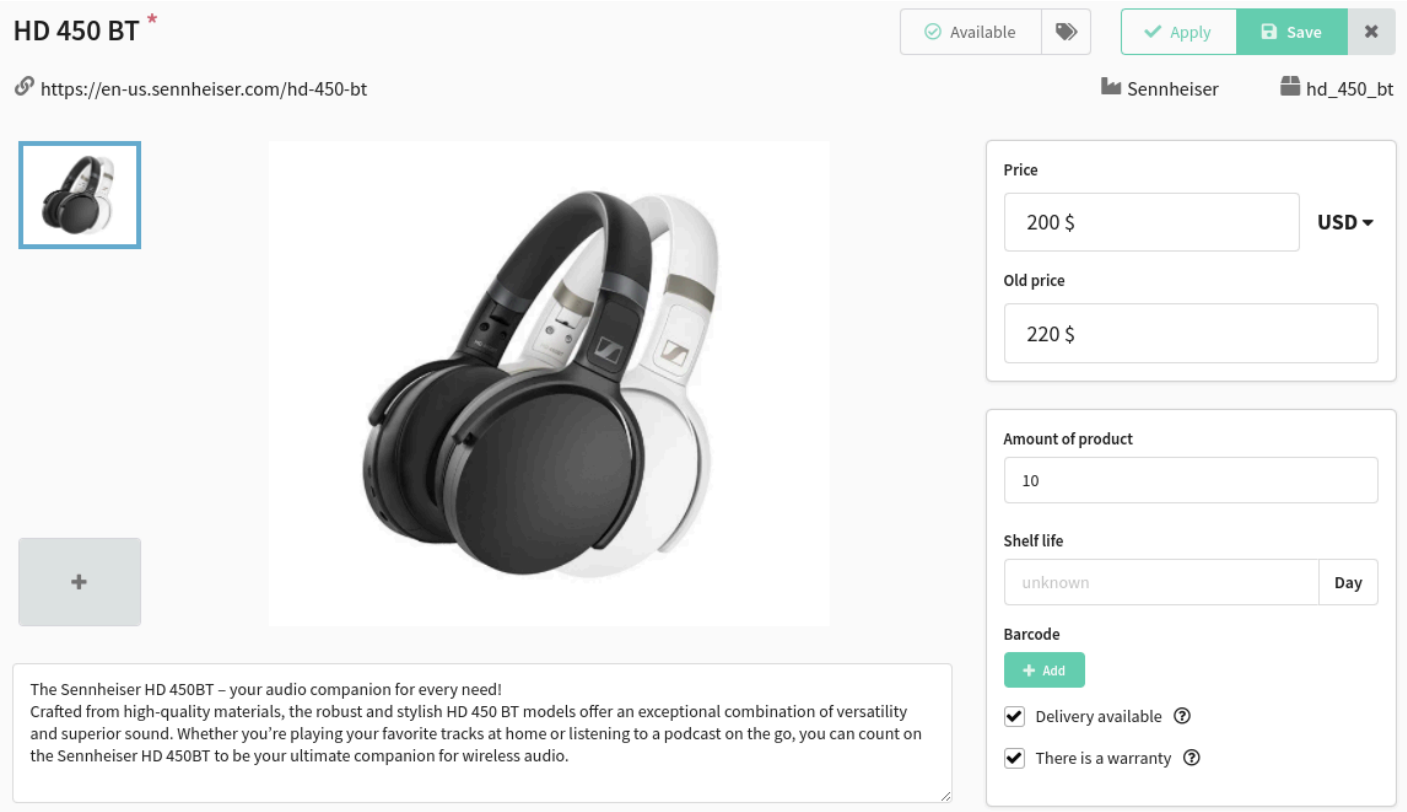
	In this guide, you will learn how to create a product or SKU manually in the Altcraft market. To get started, go to the «Products» section and click «Create» in the upper panel. </td> </tr>

Basic product information

When creating a new product you must specify its name and additional id. The latter can consist only of numbers and Latin letters. It can contain up to 20 characters.

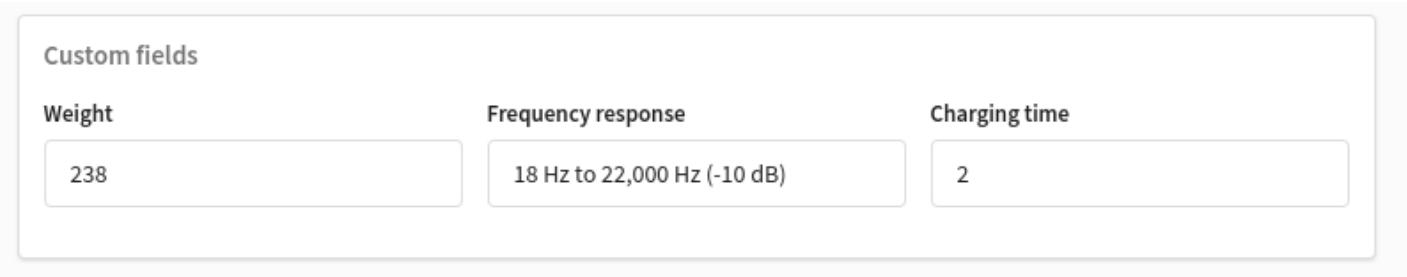
Other fields are optional:

- **product link — the URL of a product page on the store's website**
- **product images**
- **description**
- **available/unavailable — in stock or out of stock**
- **tags for quick search**
- **manufacture 's name**
- **price (select currency) — the current price of a product**
- **old price**
- **amount of product available for sale**
- **shelf life or service life (in days)**
- **barcode from the manufacturer in one of the formats (EAN-13, EAN-8, UPC-A, UPC-E), it is possible to add multiple barcodes.**
- **delivery — the possibility of courier delivery (for all regions to which the store delivers).**
- **warranty — whether or not the product has an official manufacturer's warranty**



Custom fields

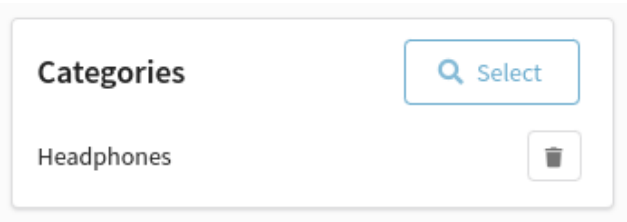
Fill in the custom product fields. For example, you can specify important characteristics of a product such as colour, size, amount, material, weight, model, etc.



You can create custom fields in «Settings».

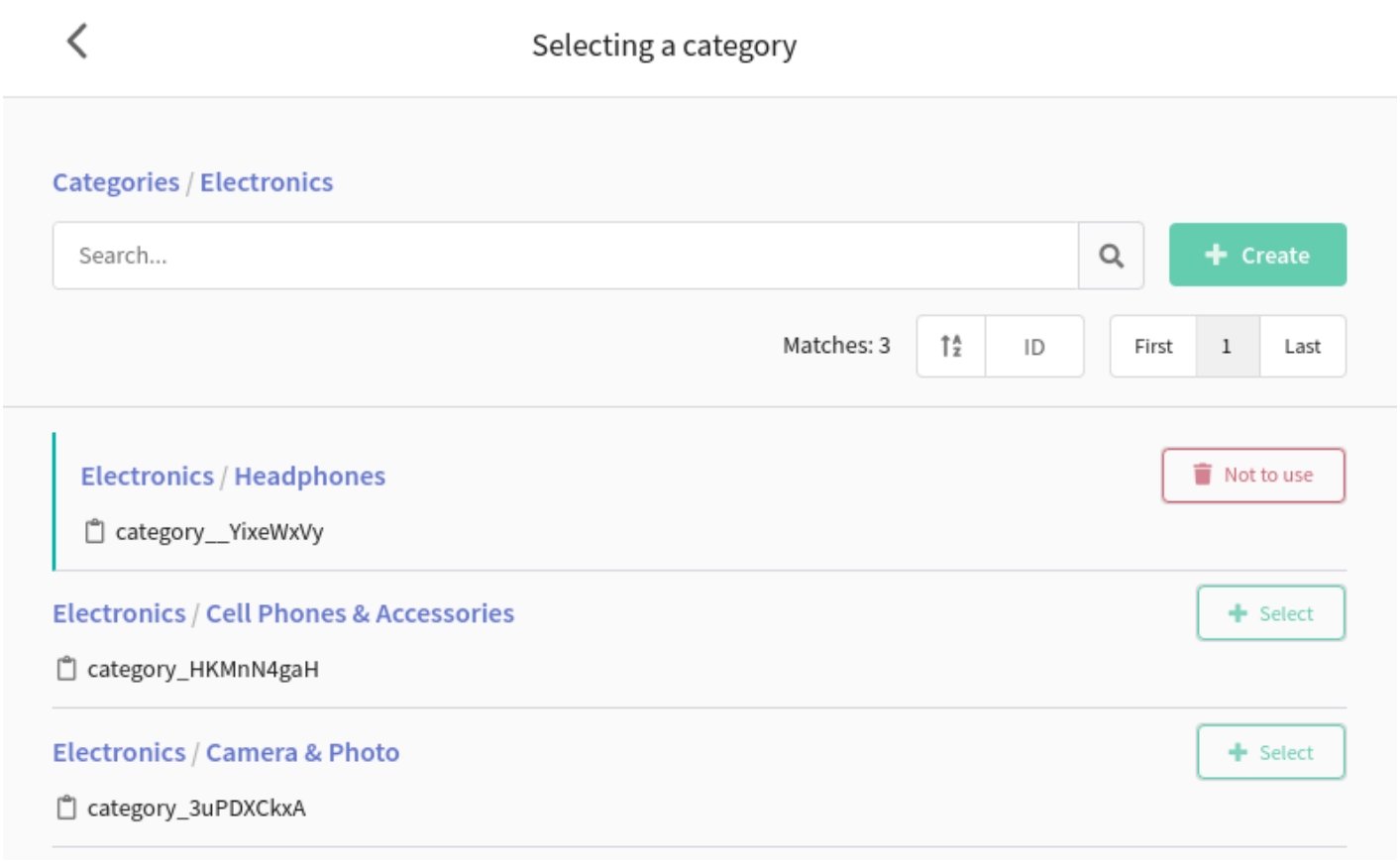
Categories

Specify categories for a product by clicking « Select»:



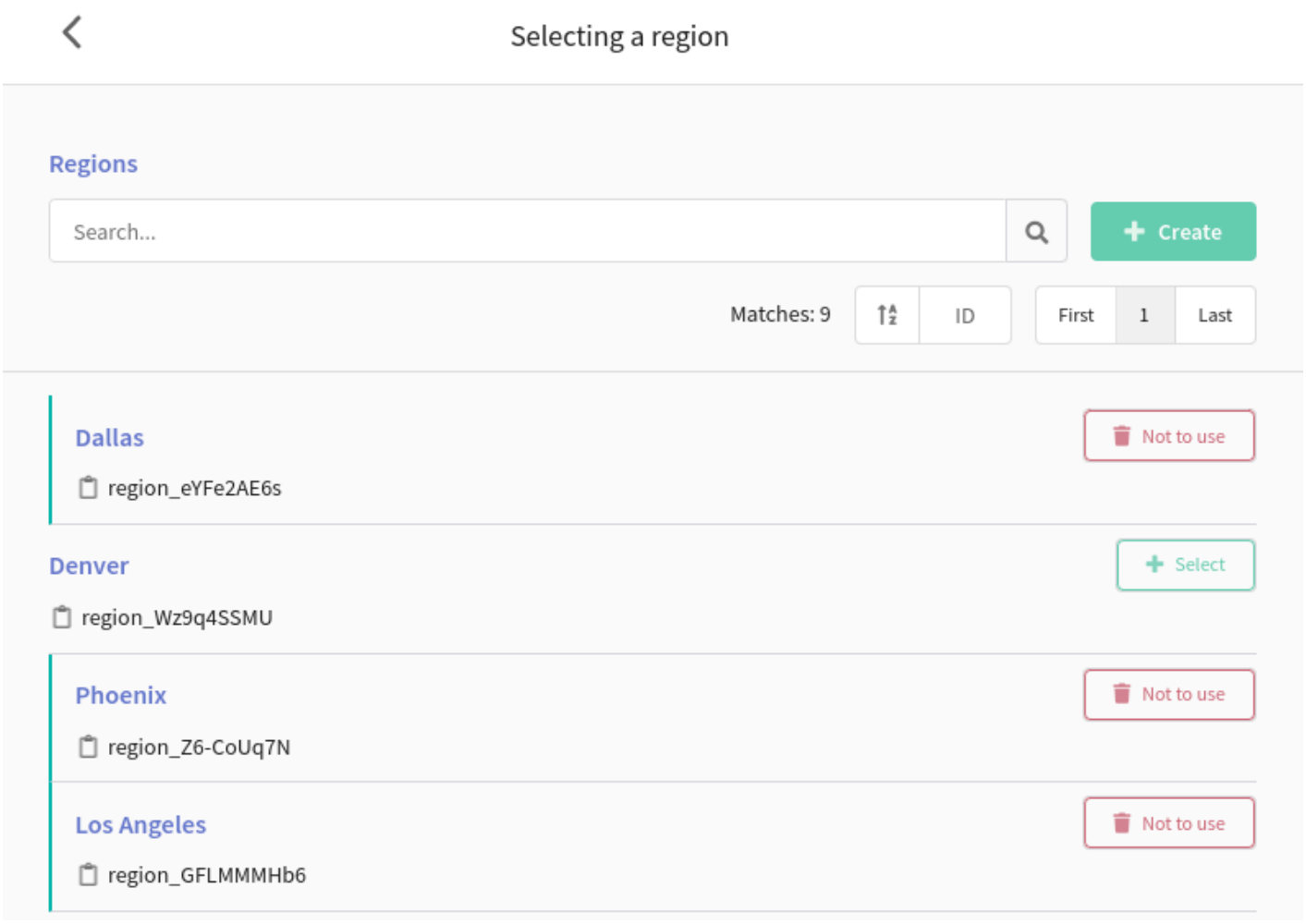
You can create categories in the market settings. Click «Create» to quickly jump to this section.

If you have already created the necessary categories, click «Select» to add a product there:



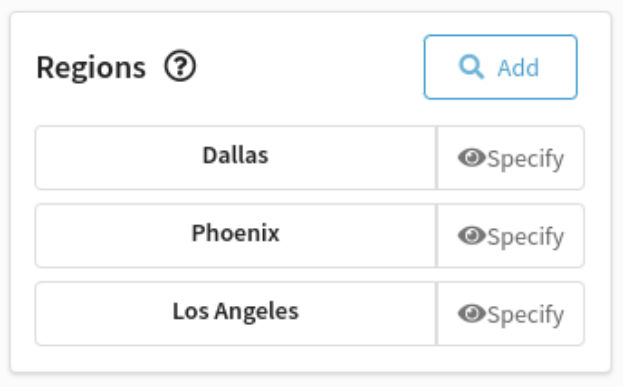
Regions

Add [regions] where your product is available:



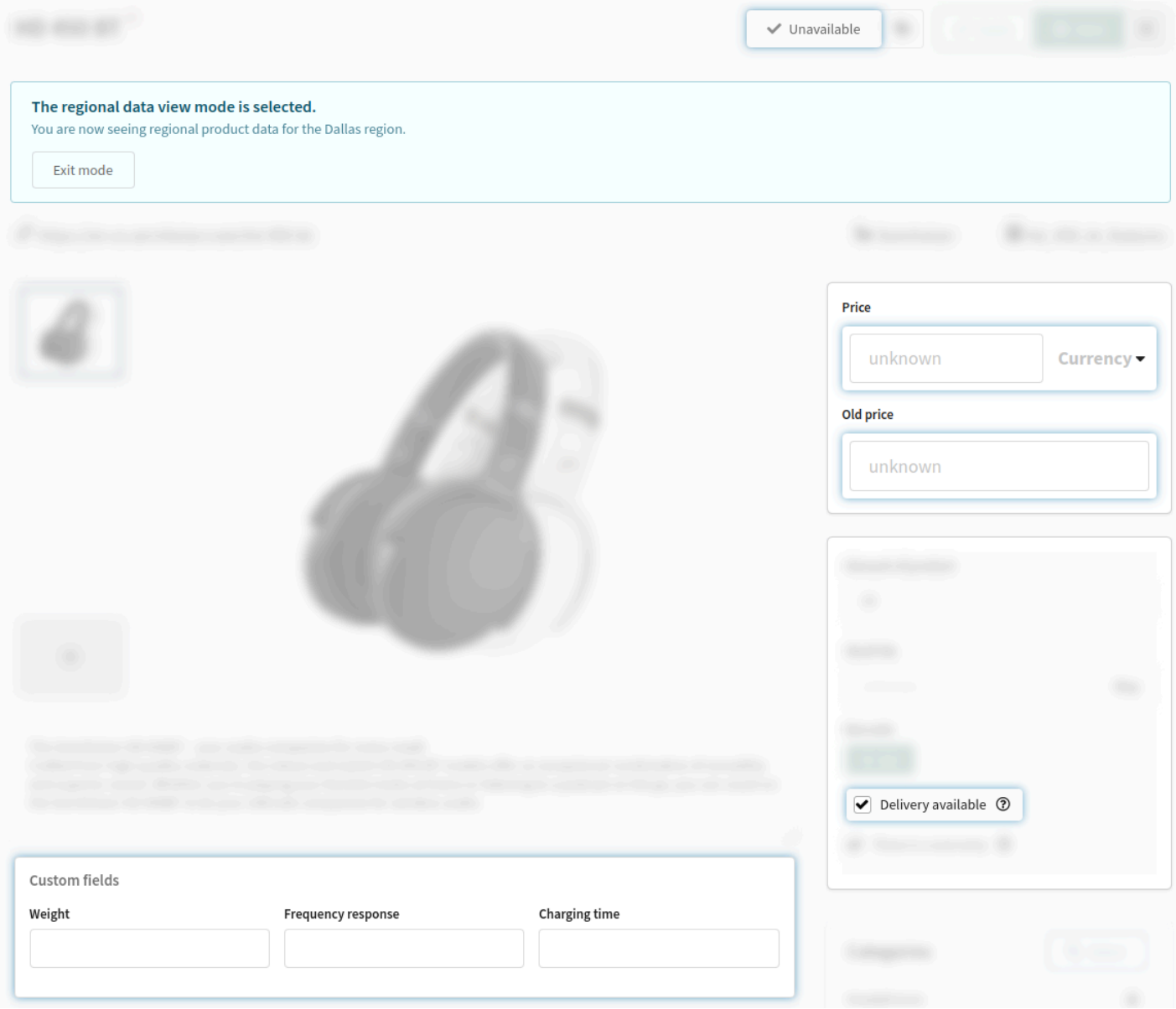
You can change product parameters depending on the region. If you do not deliver your product to some region, change the «Delivery is available» parameter for it.

Click «Specify» to edit product information for a certain region — you will switch to the regional data view mode:

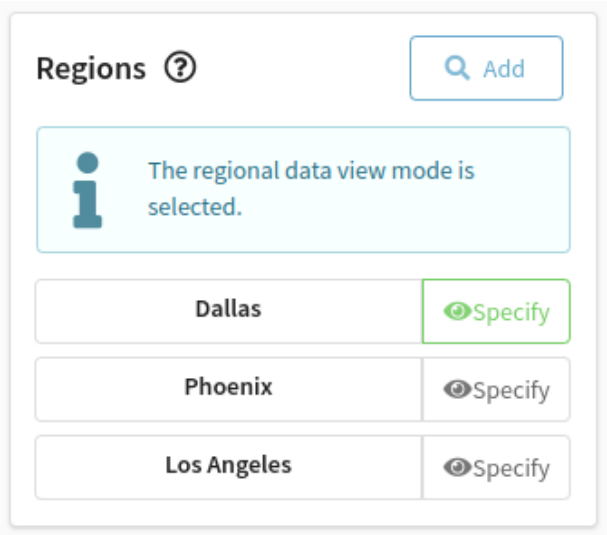


In this mode, you can change the following product information:

- **availability in the selected region;**
- **price;**
- **old price;**
- **delivery to the selected region;**
- **additional fields.**



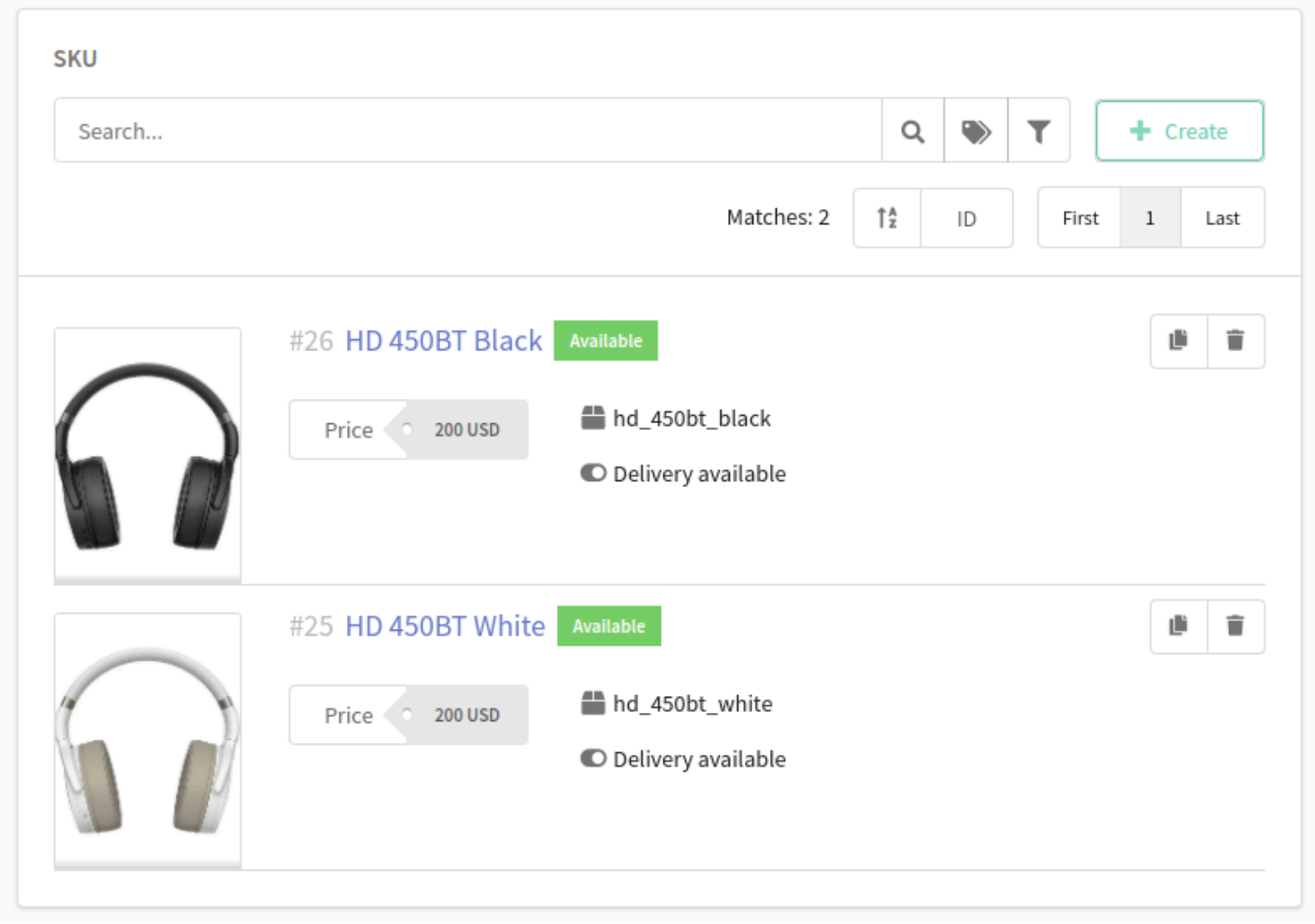
After filling in the regional data, click «Specify» next to a region to save changes:



SKU

TIP

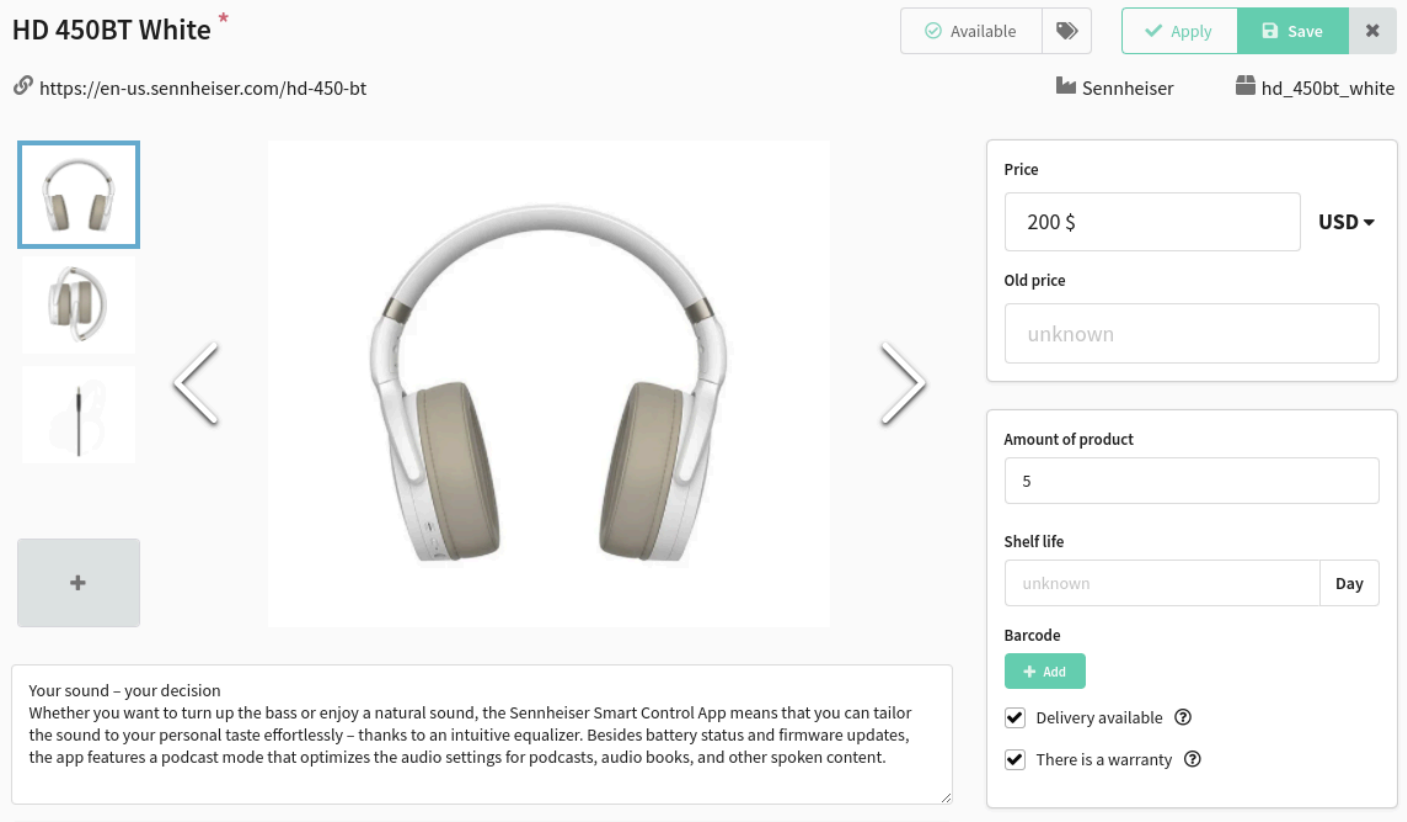
A stock keeping unit (SKU) is a product modifier that is attached to a group of products that differs from the rest by some characteristics (colour, size, weight, model, configuration, etc.). Each product has a unique SKU.



The process of creating a SKU is similar to creating a product:

- **enter a name and an additional identifier;**

- **fill in a product card (link, image, manufacturer, price, delivery, warranty, and so on);**
- **add a SKU to a specific product category;**
- **add regions and specify regional data for each of them;**
- **fill in the custom fields.**



Then save a product. Now you can use this product or its SKU when creating an order.

How to import a product from a file

How to import a product from a file

This article describes how to import product data from a file into the Altcraft platform market. Products in the Market are represented by two entities: products and SKU.

Product is a good or service for sale. SKU is a product modifier, i.e. a group of goods that stands out in one product according to certain parameters (color, size, weight, model, equipment, etc.).

A SKU is tied to a specific product and cannot exist without it. For example, Apple iPhone 12 is a product, and Apple iPhone 12 64GB and Apple iPhone 12 128GB are its SKU.

To upload product data to the platform, use a file in yml format or a .zip/.tar.gz archive containing yml files.

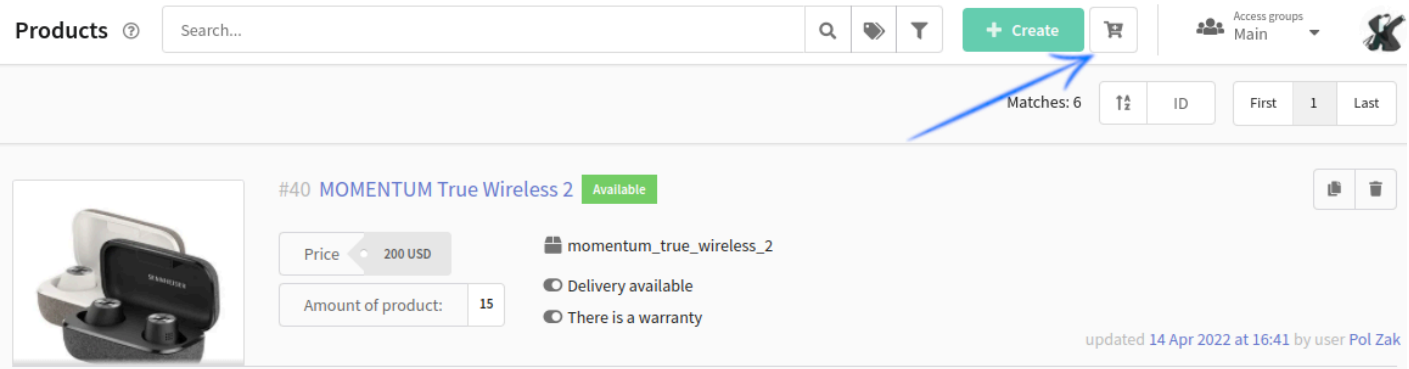
> **INFO**
>
> **The YML (Yandex Market Language) format is a data format for product platforms developed by Yandex. Detailed information about the structure of the yml file, its parameters and properties, as well as examples of ready-made yml feeds with products, can be found there.**

File uploading

Click



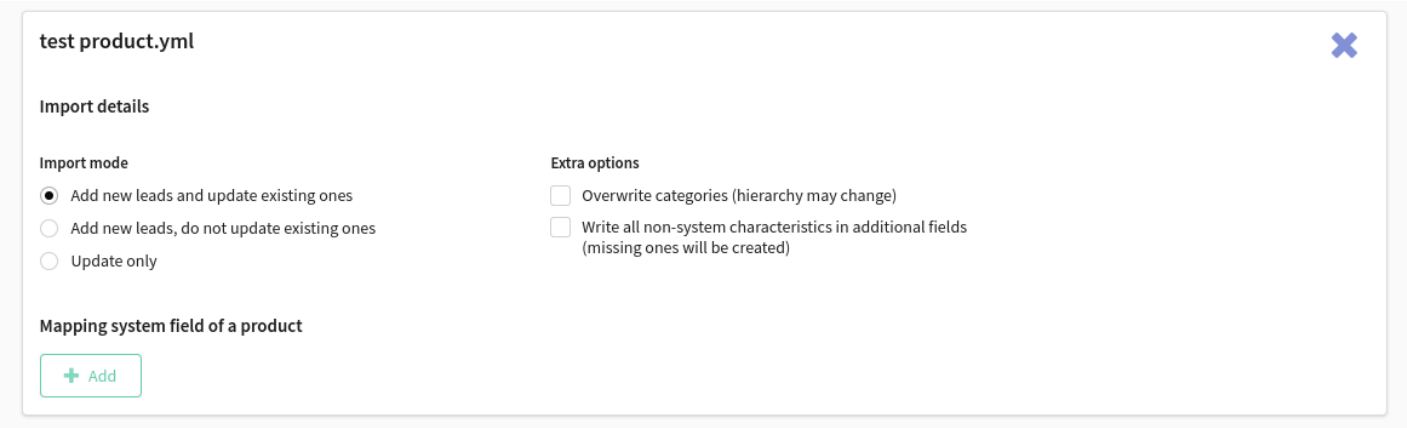
on the upper panel to import a product or SKU from a file. Select what you want to import: product or SKU.



Import details

Specify the import mode. It depends on whether you are adding data about new products or updating information on the products that are already in the market:

- **Add new products and update existing ones**
- **Add only new products and do not update existing ones**
- **Update only existing ones, do not add new ones**



Extra options are activated in the «Import details» section:

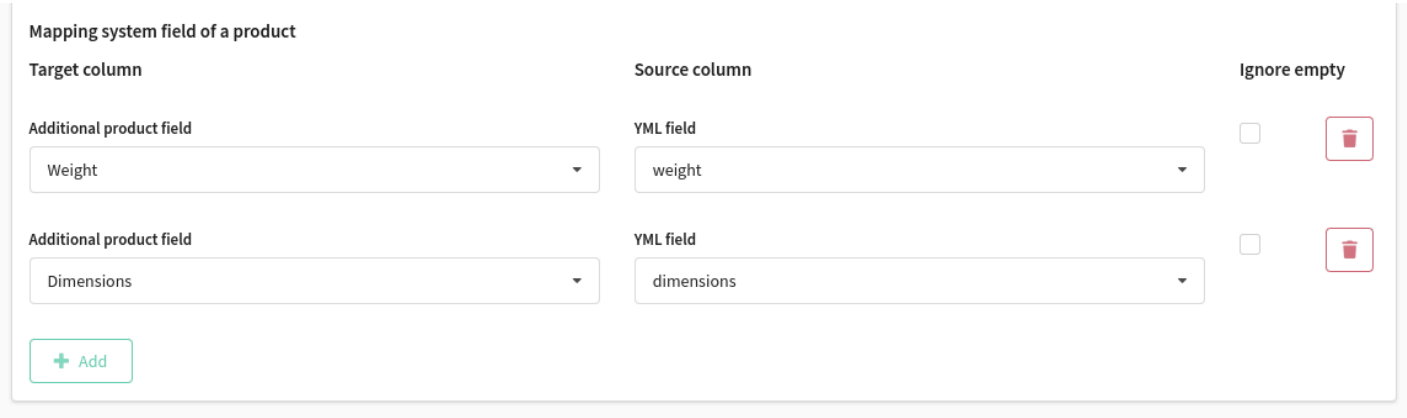
- **Overwrite categories (hierarchy may change)**
- **Write all non-system characteristics in additional fields (missing ones will be created)— the platform will generate custom fields for the param element in a yml file.**

Mapping system fields

In this block, you can configure the import of additional product information into the platform.

The target column is a custom field in the market, which is created in the "Settings" section.

The source column is a standard field in the yml file, the data from which you want to write to a custom field.



Now the import setup is complete. Start the process by clicking «Import» in the upper panel.

Scheduled product import

This article describes how to synchronize products and SKUs in Market with your product feed data. This feature allows you to avoid having to download a new yml file every time your feed is updated.

After setting up the import, new information about products will be automatically uploaded to the Market according to the specified schedule. Information will be loaded from the yml feed with products, to which you will need to provide a link.

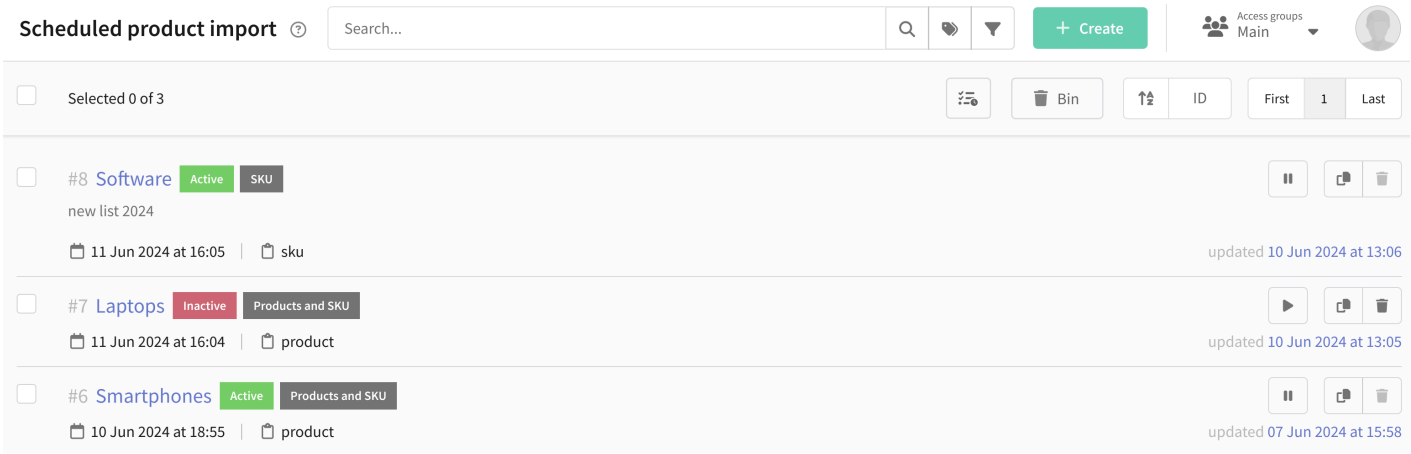
INFO

The YML (Yandex Market Language) format is a data format for product platforms developed by Yandex. Detailed information about the structure of the yml file, its parameters and properties, as well as examples of ready-made yml feeds with products, can be found here.

Step 1. Create a new import

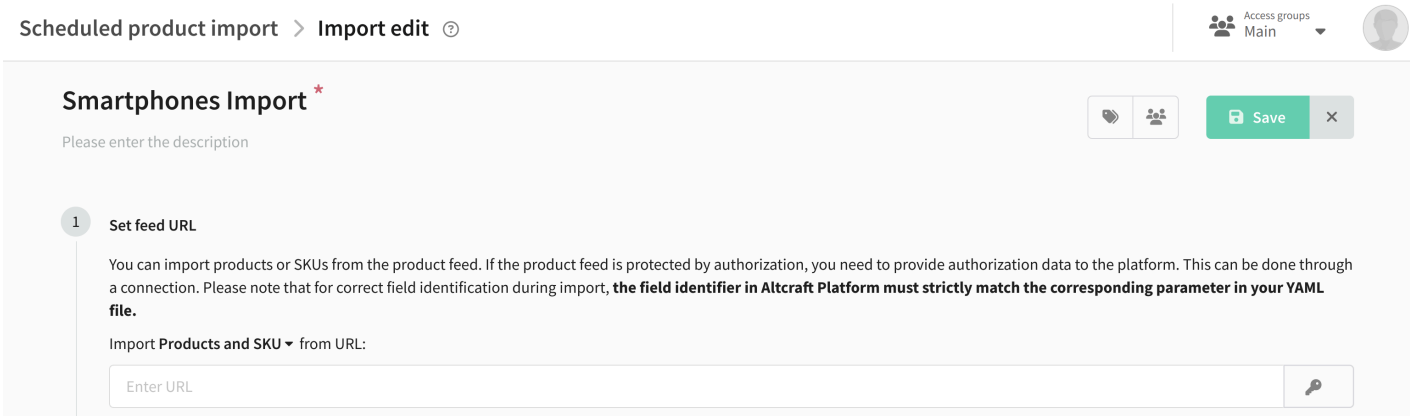
Go to the “Market” section, select “Scheduled product import”. A list of existing imports will appear in front of you with brief information about them. Here you can also start, pause, clone or delete an import.

Click the “Create” button in the upper right corner:



Step 2. Specify the feed URL

Insert the URL of your feed into the corresponding field. In the item "Import products and SKU from URL” you can choose what type of objects will be loaded from the feed - products and their SKUs or only SKUs. In the first case the platform will first import all products and then add all relevant SKUs, in the second case - new products will be completely ignored and SKUs will be loaded for existing products:

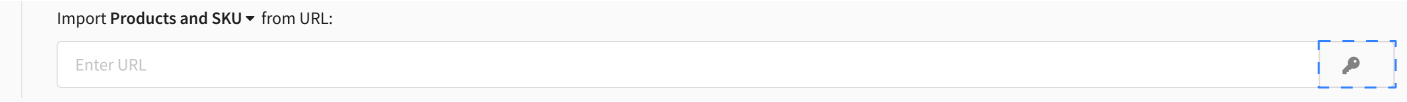


CAUTION

If your product feed has fields that are not provided by default in the Market platform, make sure you have created the appropriate additional fields in Market Settings, otherwise the import will fail.

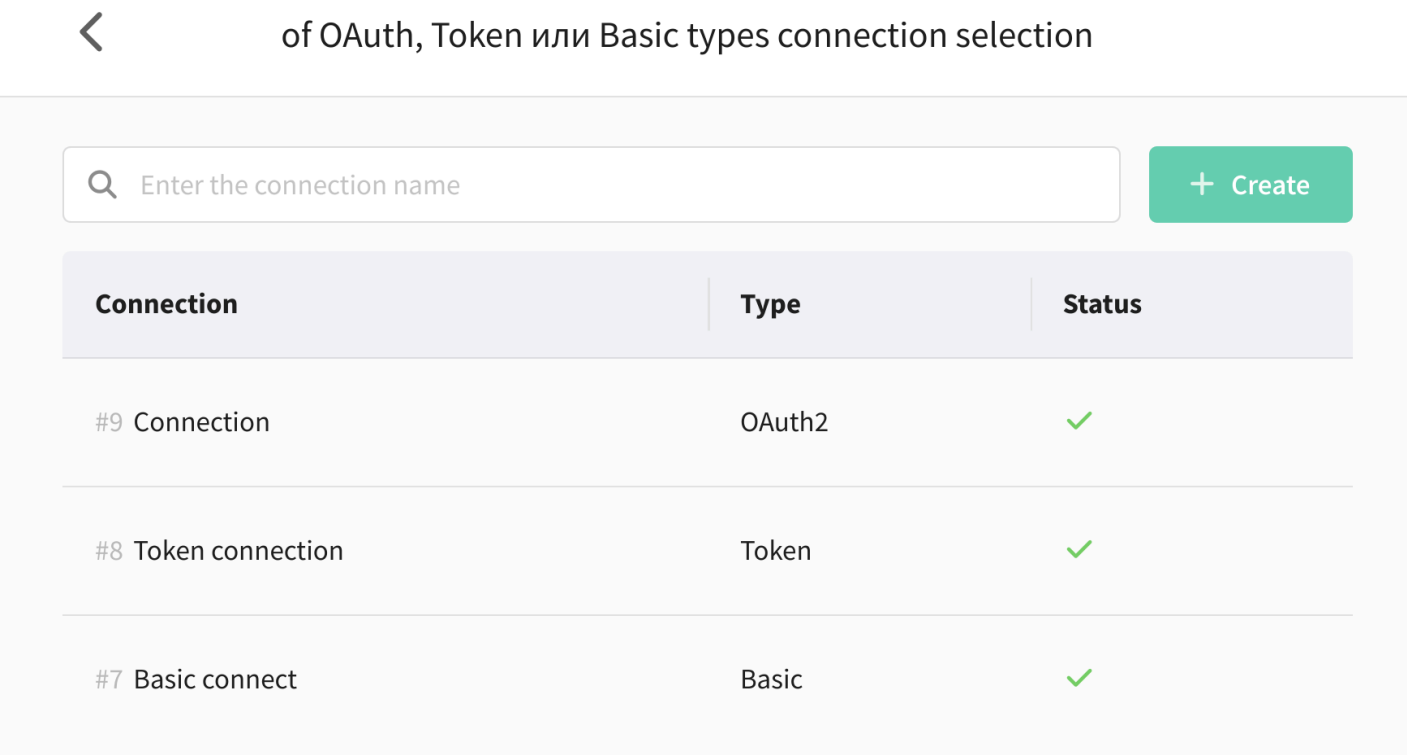
Connection selection

If your product feed is protected by authorization, you need to add connection to the import. You can do this by clicking on the button with the key icon:



A connection selection window will appear in front of you. There are three types of authorization connections on the Altcraft platform:

- **OAuth2 is an authorization protocol that allows you to grant one service (application) the rights to access user resources on another service. The user does not need to trust the application with a login and password.**
- **Basic Authentication - HTTP authentication protocol that uses login and password to gain access to protected information.**
- **Token Authentication - a protocol that uses a special token that is provided to the user after successful authentication to access protected resources.**



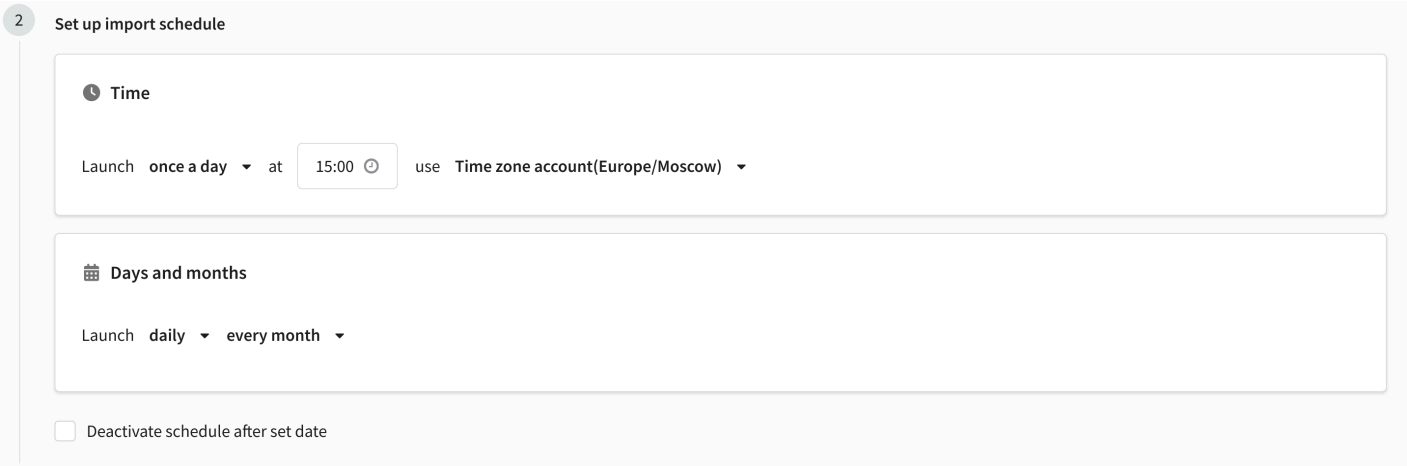
If there are no connections, you can create a new one directly in this window. To do this, click + Create and select the type of connection: OAuth2, Basic Authentication or Token Authentication. Fill in the required fields and click "Save ".

TIP

More detailed information about creating and configuring a connection is available in the "Connections" section.

Step 3. Set up the import schedule

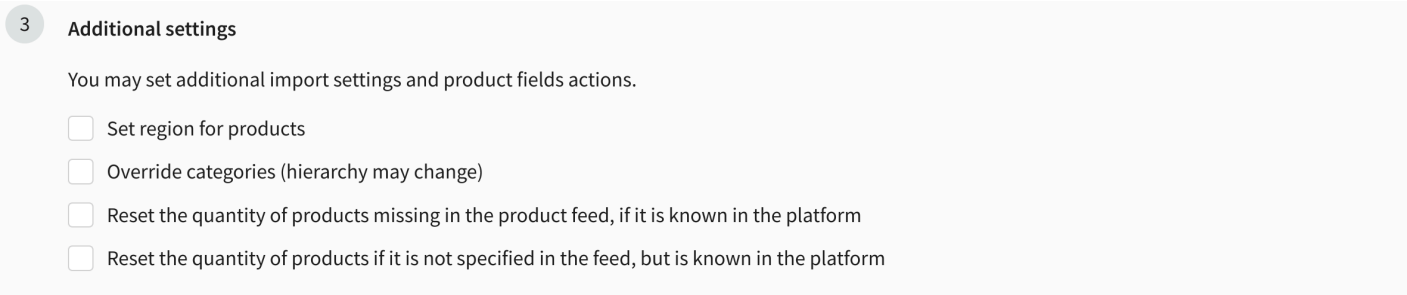
From the drop-down menu, select a schedule plan and customize depending on how often you want the product list to be updated. For each schedule plan, you can set specific time zone. You can also specify the import deactivation date:



Step 4. Specify additional settings

After setting the basic parameters, you can specify the necessary additional options:

- **Specify region for products - sets the region for imported products. The region must be created on the platform in advance.**
- **Override categories (hierarchy may change) - product categories will be overwritten in accordance with the content of the feed.**
- **Reset the quantity of products missing in the product feed, if it is known in the platform - if any product is not specified in the feed, then its quantity on the platform will become 0.**
- **Reset the quantity of products if it is not specified in the feed, but is known in the platform - if the quantity of a product is not indicated in the feed, then its quantity on the platform will become 0.**



Step. 5. Saving and starting import

To save the created import, click the “Save” button. You will see an overview of your import.



The following functions are available in the context menu:



— edit import



— launch and activate import right now

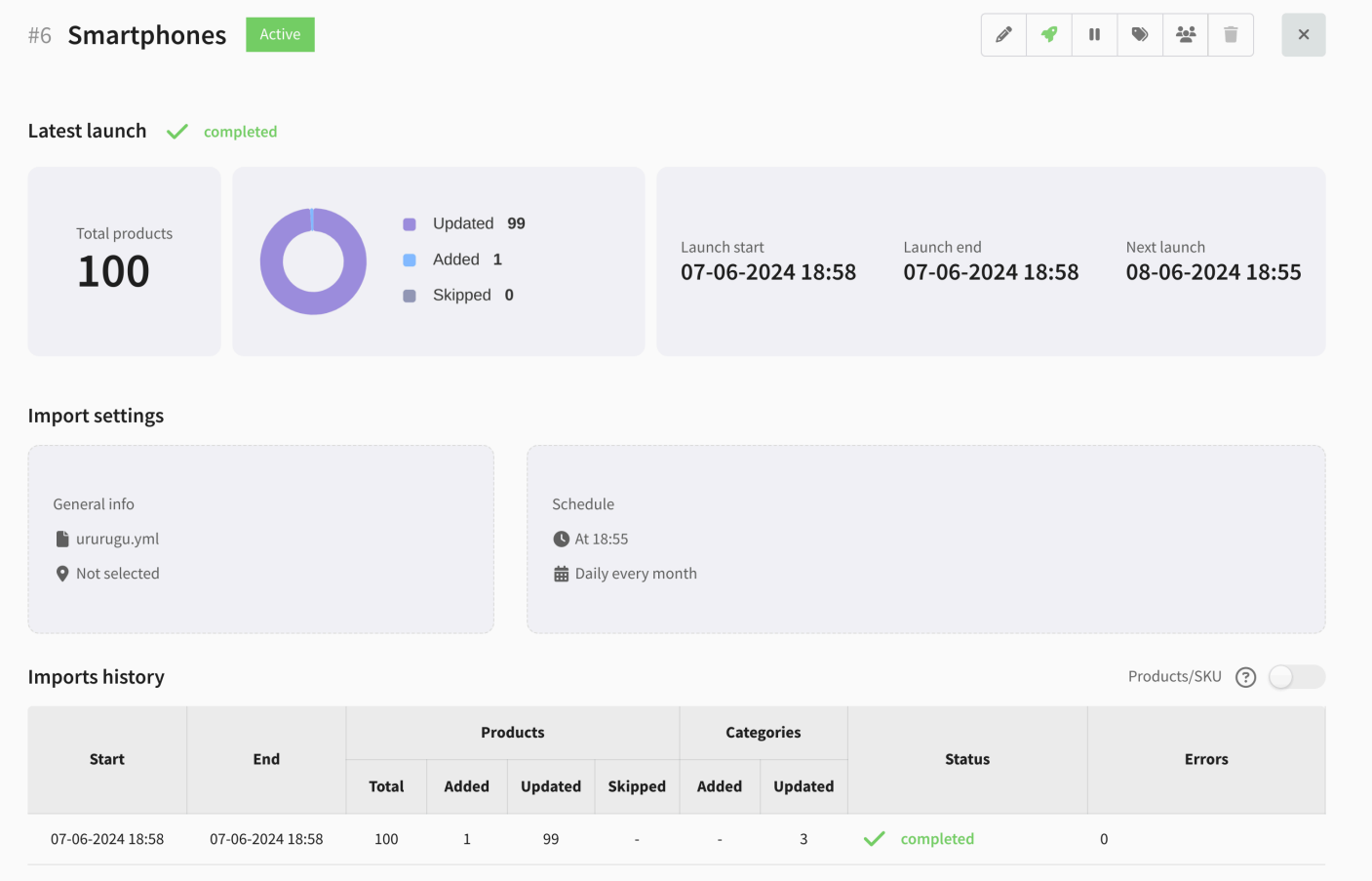
— activate/deactivate import

— assign tag

— assign access groups fot his import

— delete import

After the first launch, the imports history and information about added products will appear in the table below. There you can also see the status and number of errors that occurred during the import. To switch the type of data displayed (product data or SKU data), activate the “Products/SKU” switch:



Preparing the YML file

Products in the Market are represented by two entities: products and SKU.

A product is a good or service for sale. SKU is a product modifier, i.e. a group of goods that stands out in one product according to certain parameters (color, size, weight, model, equipment, etc.).

To upload product data to the platform, a file in yml format or a .zip/.tar.gz archive containing yml files is used. If you are setting up import on a schedule, you must provide a link to the yml file.

The YML (Yandex Market Language) format is a data format for product platforms developed by Yandex. You can view its full structure at this link.

The structure of such files looks like this:

```
<?xml version="1.0" encoding="UTF-8"?>
<yml_catalog date="2017-02-05 17:22">
  <shop>
    ...
    <offers>
      ...
    </offers>
    <gifts>
      ...
    </gifts>
    <promos>
      ...
    </promos>
  </shop>
</yml_catalog>
```

If you want to upload product data to the platform, use yml files or .zip/.tar.gz archives containing yml files.

A list of all products and SKUs to import is passed in the `offers` element. More information you will find here.

Each product and SKU is described in a separate `offer` element. In this element you need to specify an `id` attribute that is unique for each item:

```
<offer id="9012">
```

Importing a SKU is similar to importing a product. The only difference is the structure of a yml file.

When importing a SKU, you'll have to specify not only `id` , but also `group_id` (the product identifier) for the `offer` element. This is because the SKU is always tied to a specific product.

```
<offer id="1234" group_id="9012">
```

TIP

Please note that SKUs are different variations of the same product, so the value of the `group_id` attribute must be the same for all SKUs of the same product.

Examples

Product

```
<?xml version="1.0" encoding="UTF-8"?>
<yml_catalog date="2020-11-22T14:37:38+03:00">
    <shop>
        <name>BestSeller</name>
        <company>Tne Best inc.</company>
        <url>http://best.seller.ru</url>
        <currencies>
        </currencies>
        <categories>
            <category id="1">Appliances</category>
            <category id="10" parentId="1">Small kitchen appliances</category>
        </categories>
        <delivery-options>
        </delivery-options>
        <offers>
            <offer id="9012">
                <name>Cream freezer Brand 3811</name>
                <url>http://best.seller.ru/product_page.asp?pid=12345</url>
                <price>200</price>
                <currencyId>USD</currencyId>
                <categoryId>10</categoryId>
                <delivery>true</delivery>
                <delivery-options>
                </delivery-options>
                <param name="Color">white</param>
                <weight>3.6</weight>
                <dimensions>20.1/20.551/22.5</dimensions>
            </offer>
        </offers>
        <gifts>
            <!-- gifts not from the price list -->
        </gifts>
        <promos>
            <!-- promotions -->
        </promos>
    </shop>
</yml_catalog>
```

SKU

```
<?xml version="1.0" encoding="UTF-8"?>
<yml_catalog date="2020-11-22T14:37:38+03:00">
    <shop>
        <name>BestSeller</name>
        <company>Tne Best inc.</company>
        <url>http://best.seller.ru</url>
        <currencies>
        </currencies>
        <categories>
            <category id="1">Appliances</category>
            <category id="10" parentId="1">Small kitchen appliances</category>
```

```
        </categories>
        <delivery-options>
        </delivery-options>
        <offers>
            <offer id="1234" group_id="9012">
                <name>Cream freezer Brand 3811 v.2</name>
                <url>http://best.seller.ru/product_page.asp?pid=12345</url>
                <price>200</price>
                <currencyId>USD</currencyId>
                <categoryId>10</categoryId>
                <delivery>true</delivery>
                <delivery-options>
                </delivery-options>
                <param name="Color">white</param>
                <weight>3.6</weight>
                <dimensions>20.1/20.551/22.5</dimensions>
            </offer>
        </offers>
        <gifts>
            <!-- gifts not from the price list -->
        </gifts>
        <promos>
            <!-- promotions -->
        </promos>
    </shop>
</yml_catalog>
```

Loyalty programs

Loyalty programs

Description

Loyalty programs can be used in marketing to increase customer involvement in buying process and to keep the customer until next purchase.

In this section

Promotion codes

Promotion codes

Description

You can create and manage customizable promotion codes to lead efficient loyalty programs using Altcraft Loyalty tool. These promo codes can be used in variety of cases where you want to give your customers personal offers or set limited access to your services.

- **Personalpromo code can be attached to certain customer profile for personal offers.**
- **Universal promo code can be attached to several profiles, It can be used to organize massive marketing campaigns.**

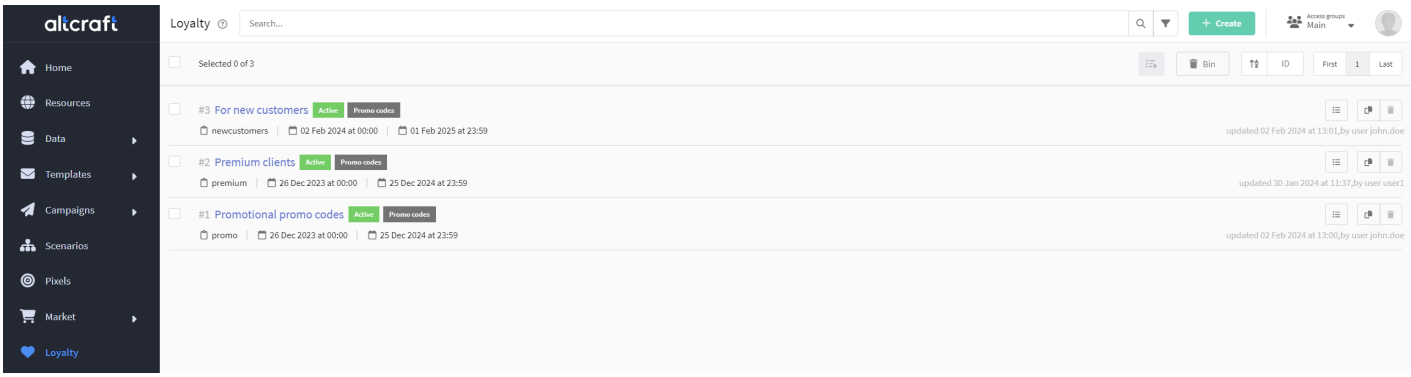
Promo codes can be attached to customers manually or automatically within campaigns and workflows. Promo codes are generated in Loyalty program interface, or they can be imported from file.

> **TIP**
>
> **You can use API for advanced promo codes configuration. For example, you can track customers who used their offer. Loyalty program API documentation is available there.**

Managing promo codes

Go to the Loyalty section in the main menu to open the list of existing loyalty programs. Using context menu, you can clone, remove, activate or deactivate, and view the list of promo codes created in a loyalty program. To edit a program, click on its title.

To create a new program, click + Create on the top panel.



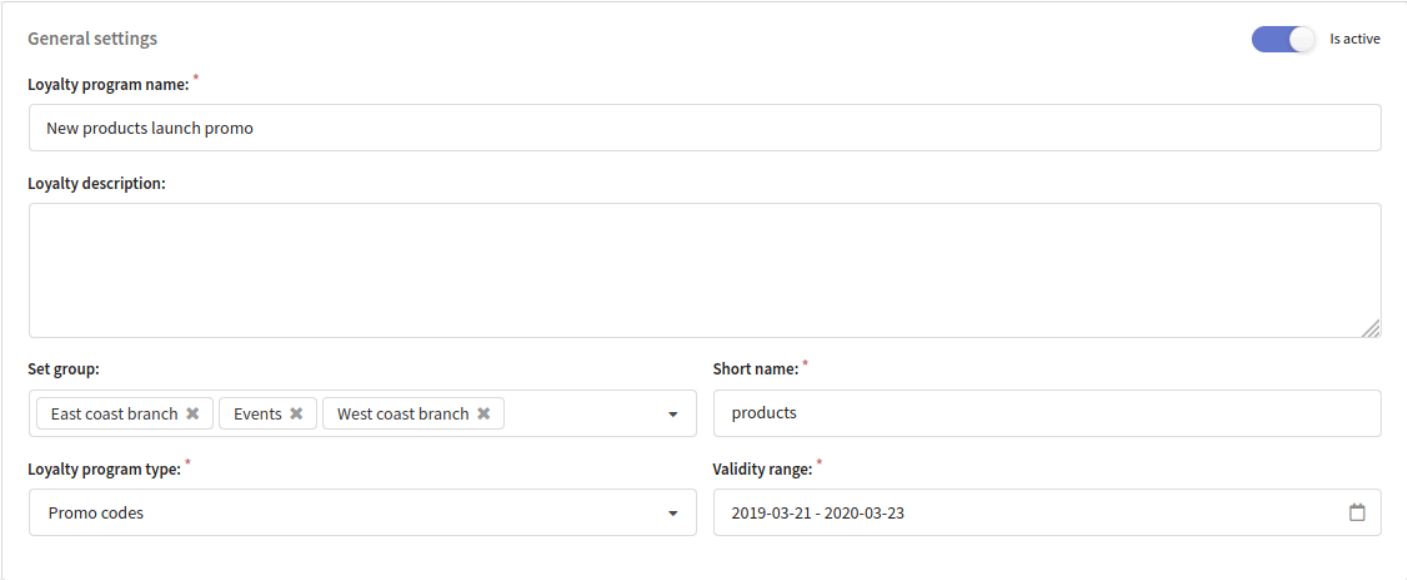
Promo code data

Each promo code contains the following information:

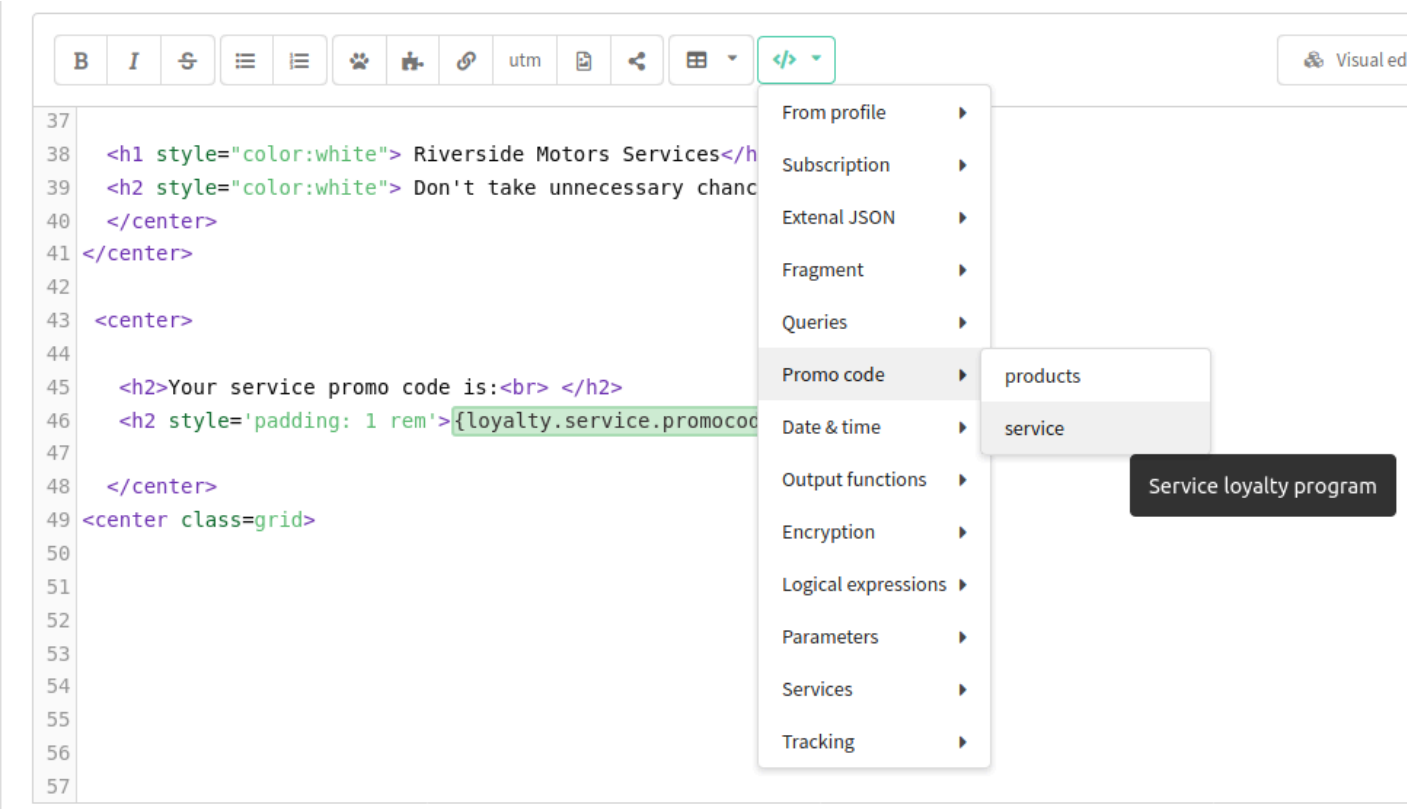
- **Promo code creation date, loyalty program ID**
- **Promo code attachment sign and date**
- **Promo code life time**
- **Promo code activation sign and date**
- **Additional data fields**

General settings

In general settings, enter loyalty program name, its short name, and set access group if necessary.



Loyalty program can be used in templates by its short name in variables menu or macro `{loyalty.name.promocode}`.



Loyalty program validity range defines time when promotion codes can be sent to your customers. If a code is outside validity range, messages containing it won't be sent to recipients. This parameter does not affect promo codes that have been already sent to the customers. Select dates range and press Apply button.

TIP

At the moment, only one loyalty program type is available - promo codes.

You can import your own custom promotion codes by pressing Import from file button or via a special API call. The other option is to generate promo codes right away in Altcraft platform.

Once imported or generated the are processed in a same manner. In case you generate promo codes - several formatting options are available.

Generating promo codes

CAUTION

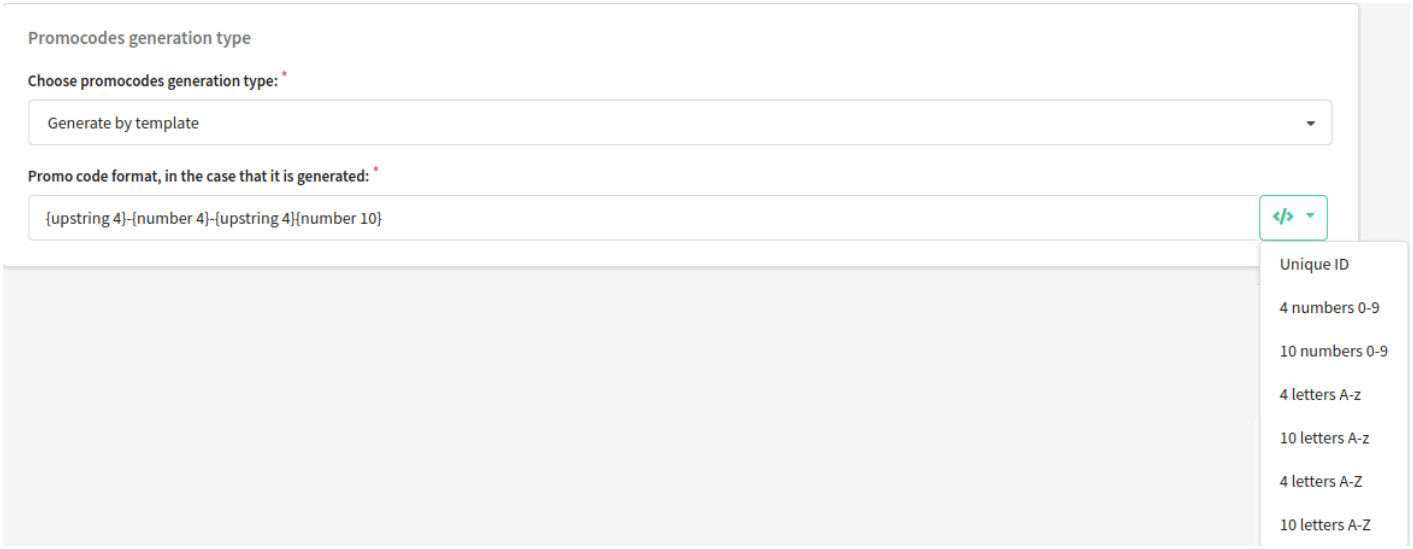
If you plan to import promo codes from file, you can skip this paragraph.

You can configure promo codes generation in Promocodes generation type section.

Generating by template

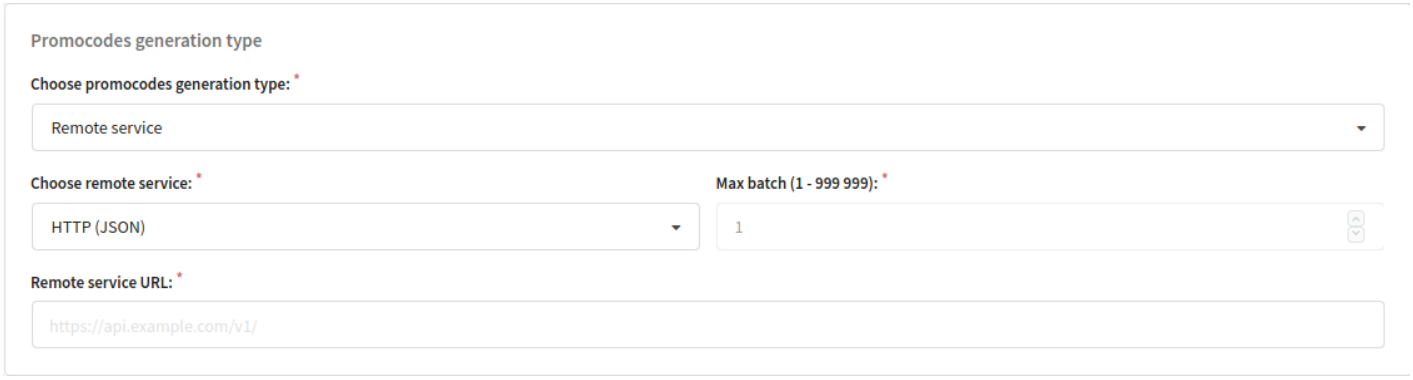
Altcraft Platform has its own tool to generate promo codes, which you can use by selecting Generate by template option. This tool can be useful if you do not have your own system for configuring promo codes, or promo codes list.

Select symbols combination you want to use from the </code> drop-down menu:



Generating by remote service

An alternate way to generate promo codes is a request to external service, which will create promo codes. To use it, select Remote service option in the drop-down menu:



Enter service URL and max promo codes batch in one query. POST query with JSON data of the following format is used:

```
{
    account_id: Number (Account identifier),
    loyalty_id: Number (Loyalty program identifier),
    loyalty_name: Line (Loyalty program name),
    loyalty_shortname: Line (Loyalty program short name),
    campaign_id: Number (Campaign identifier, if it requests promo codes),
```

```
    campaign_name: Line (Campaign name, if it requests promo codes),
    workflow_id: Number (Workflow identifier, if it requests promo codes),
    workflow_name: Line (Workflow name, if it requests promo codes),
    count: Number (Amount of promo codes to be generated),
    is_test: Boolean (Test condition),
    fields: {
        <Field name>: <Value>
    }
}
```

If promo codes are requested by campaign or workflow, their identifiers will be given in request. If `is_test` flag is true, promo code must be used only for preview. All loyalty program fields will be given with the request.

Promo codes list in JSON format will be returned:

```
{
    codes: Lines array (promo codes)
}
```

If it is necessary to return promo codes with custom fields values, promo codes must be returned as objects array:

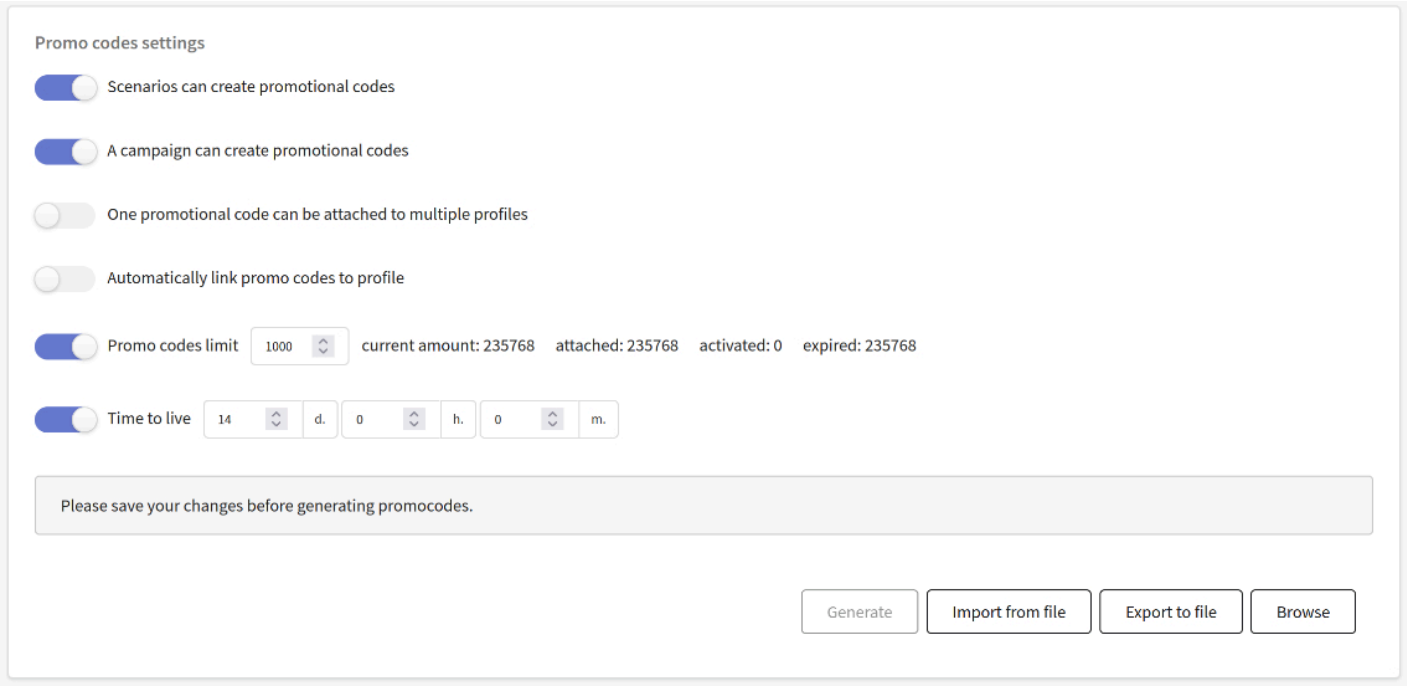
```
{
    codes: Objects array {
        code: Line (promo code),
        fields: {
            <Field name>: <Value>
        }
    }
}
```

TIP

You can use Generate button in Promo code settings block to check generating service. Here, you can also generate, import, export, and view promo codes.

Promo codes settings

You can configure the loyalty program to match your business logic in the Promo Code settings block. In addition to settings, this block provides commands for generating, importing, exporting, and viewing promo codes.



The following settings are available:

- **A workflow can create promotional codes — Workflow can create promo codes if there is not enough codes generated. Codes will be generated according to formatting scheme.**
- **A campaign can create promotional codes — Campaign can create promo codes if there is not enough codes generated. Codes will be generated according to formatting scheme.**

CAUTION

When testing a campaign, the loyalty program generates a new promo code instead of using an existing one.

- **One promotional code can be attached to multiple profiles — With this option, you can use one promo code for a group of customers. The campaign or scenario in this case will assign the first active promotional code of the loyalty program.**
- **Automatically link promo codes to profile — When generating or importing from a file, promotional codes will be assigned to certain profiles.**
- **Promo codes limit — Limit can be set for total promo code count**
- **Time to live — Time can be set for promo codes to be alive. When a specified time after generation runs away, promo codes will automatically get expired status.**

CAUTION

Promo code lifetime can be more than loyalty program validity range. If loyalty program is finished, promo codes can not be attached and sent to customers, but previously sent codes can be used by customers until their lifetime is not finished.

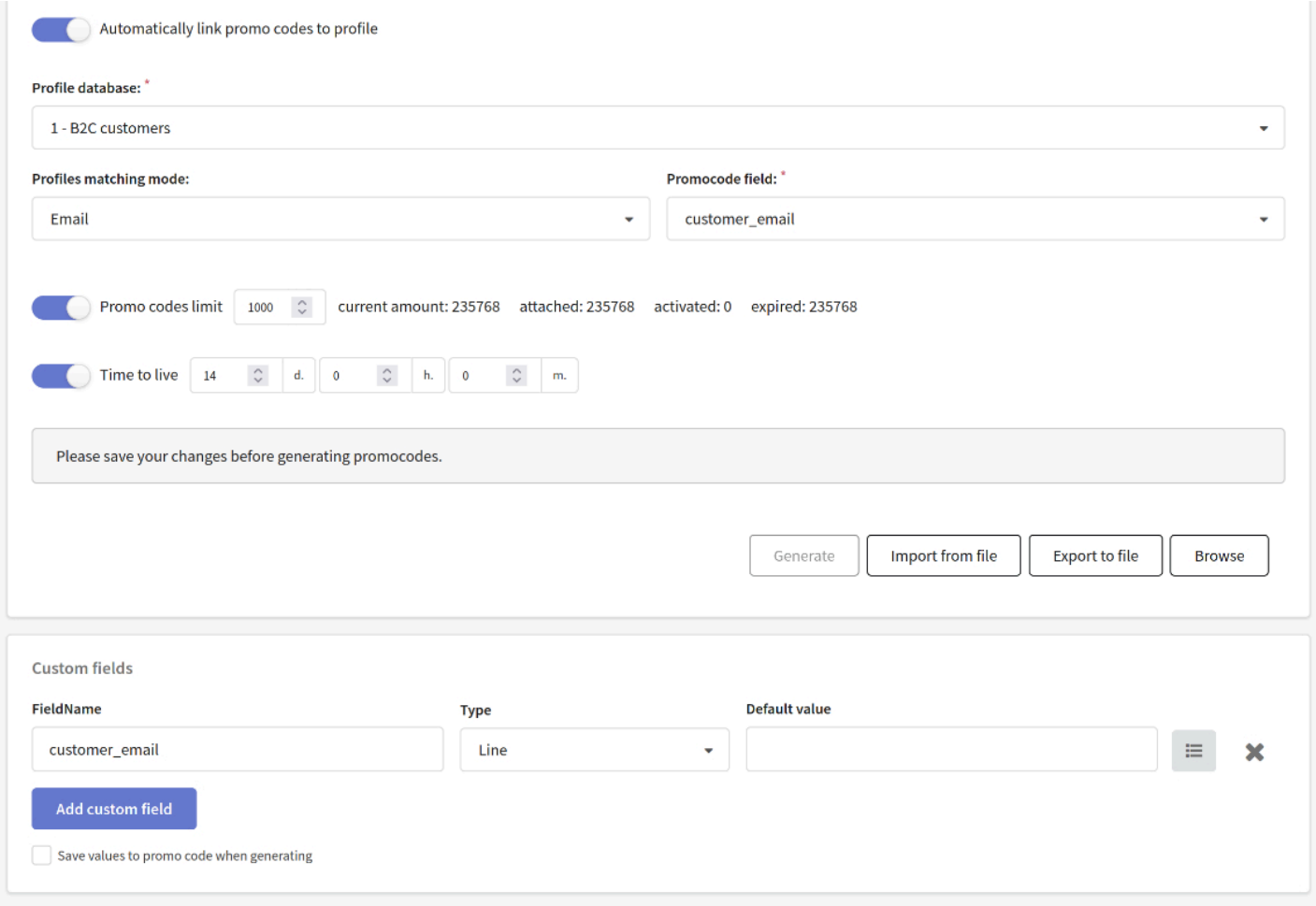
Automatically link promo codes to profile

Select the database with customers to whom you want to assign promotional codes. Next, specify the profiles matching mode and the promocode field. The matching mode determines what data the platform will use to search for profiles. The following modes are available:

- **Email**
- **Phone**
- **By custom field**

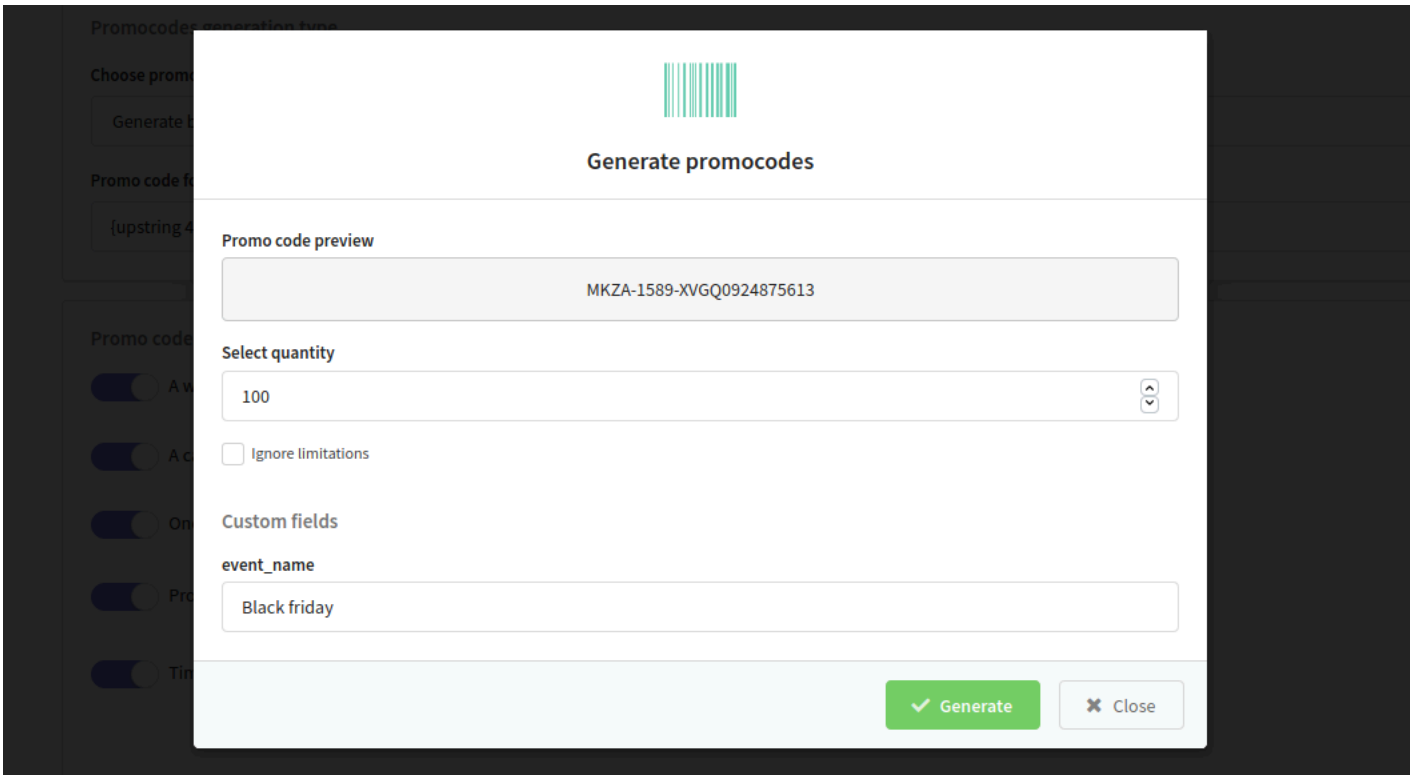
If the value in the promo code field matches the value of the field specified as the matching mode, the platform will bind the promo code to the found profile.

> **TIP**
>
> **The promotional code field is created in the Custom fields section at the bottom of the page.**



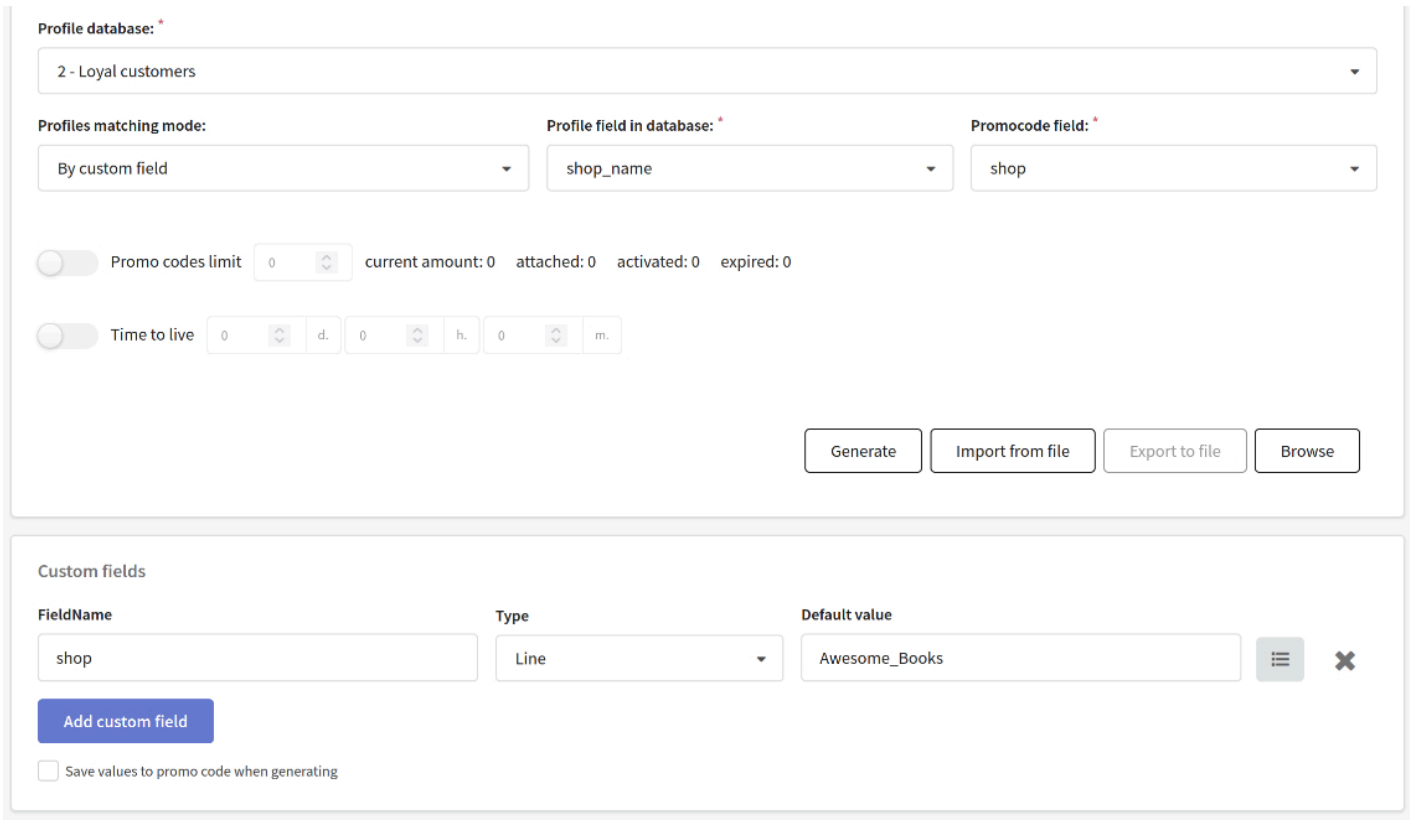
Generation from a template

After configuring generation options, press Generate button. Modal window with promo code preview will open. You can select promo codes quantity and select values for custom fields, if they are used in loyalty program. After confirming promo codes generation they will be updated in the interface at once, or a task for generating promo codes will be created.



To automatically link promo codes to profiles during generation, use the matching mode by a custom field. Create an additional promo code field and select it in the matching settings. Specify a default value. If the value of the custom field in the database matches the value of the custom field of the promo code, the promo code will be assigned to the found profile.

In the example below, promo codes will be assigned to profiles that have a custom field “`shop_name`” containing the value “`Awesome_Books`”:

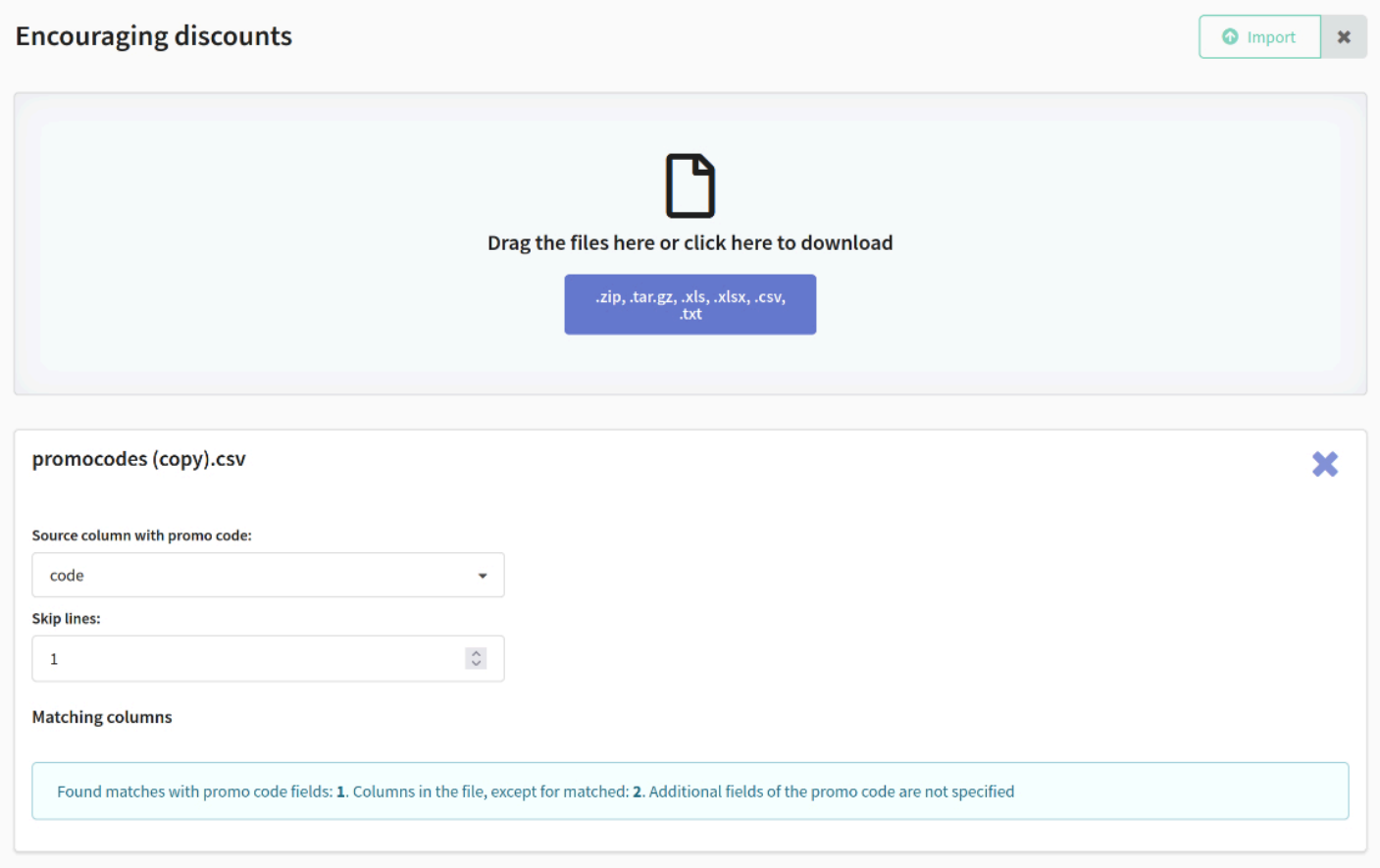


Import from file

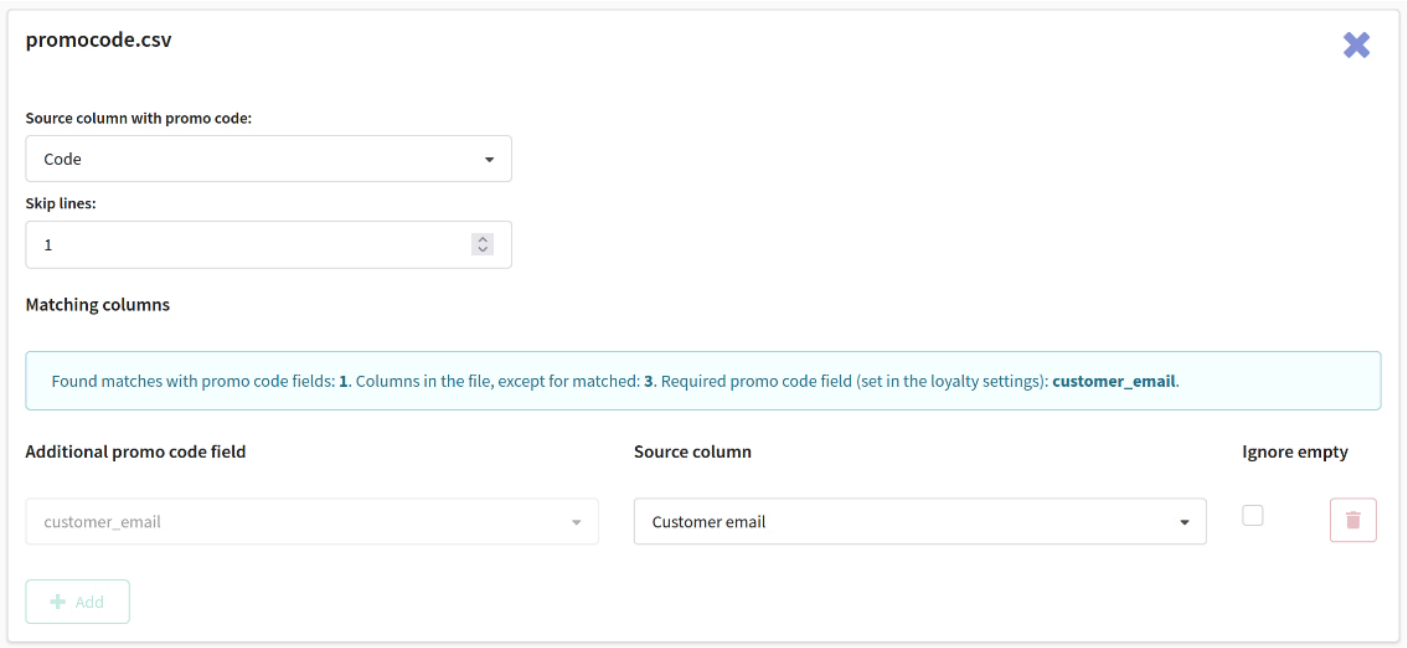
TIP

The import button will be available only after you save the loyalty program.

Press Import from file button to upload XLS or CSV file into the platform, select column with promo codes and press the button at the top part of the page to launch import:

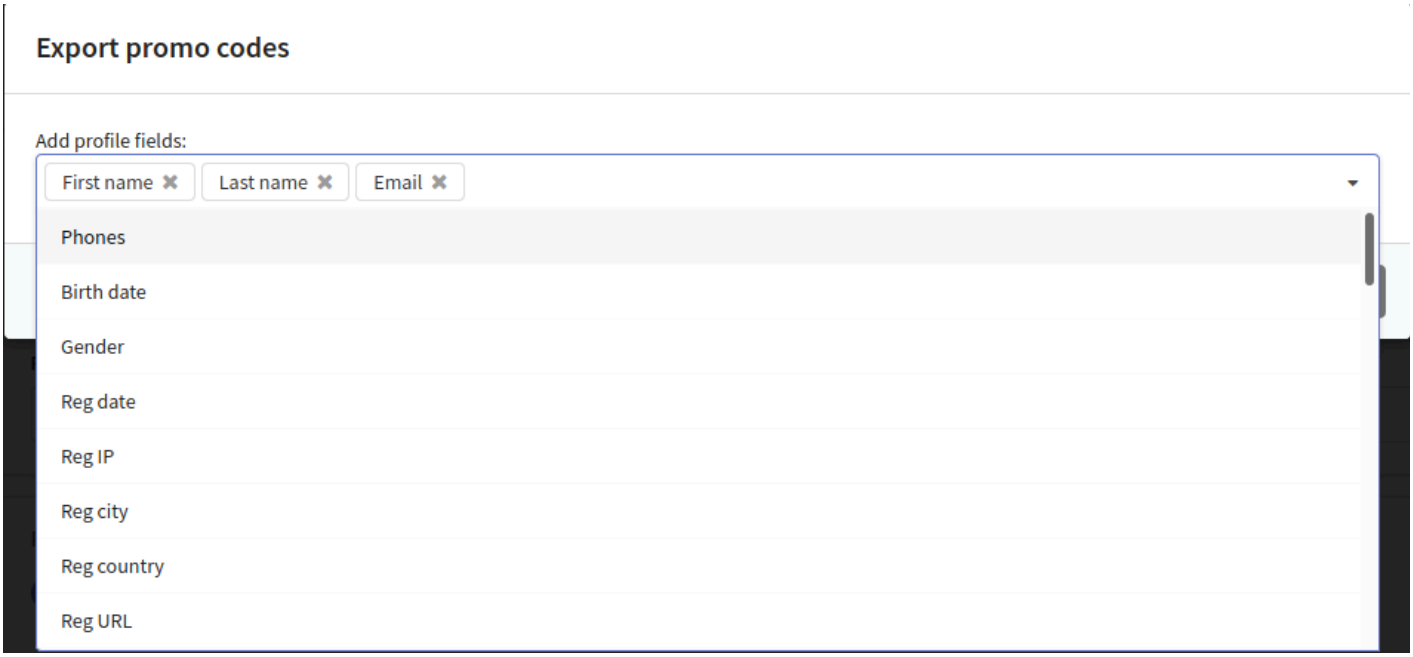


To automatically link promo codes to profiles during import from a file, set up columns matching. As the source column, select the column in the file that will be used to search for the required profile:



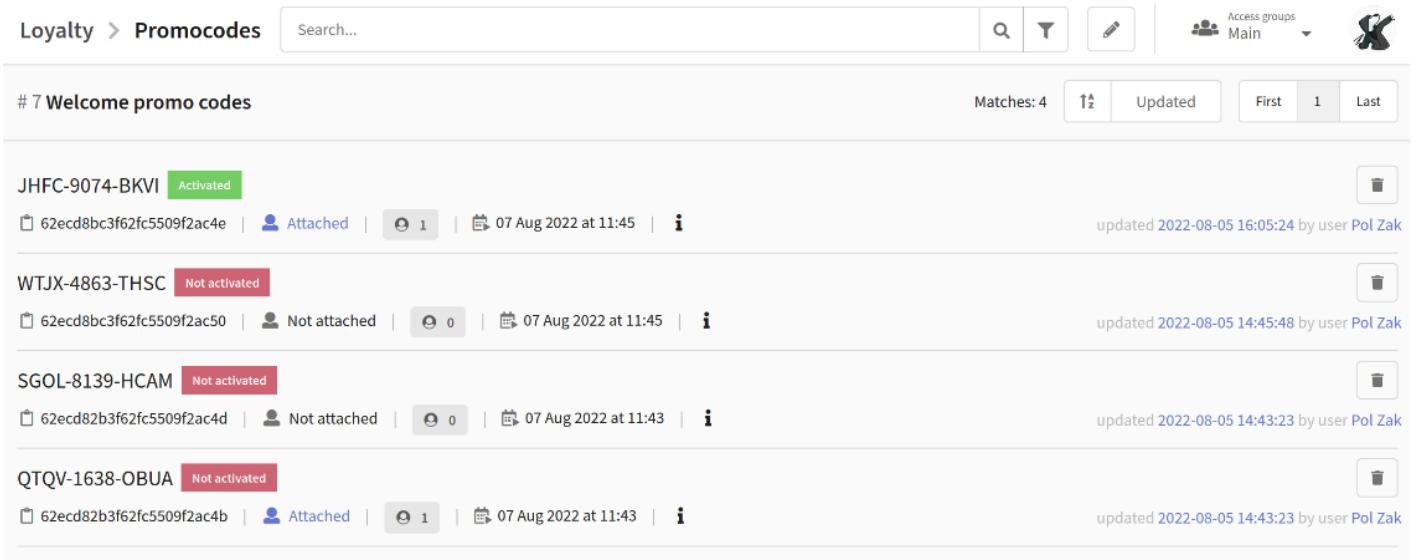
Export to file

Using Export to file, you can download promo codes and fields of profiles, which promo codes were attached to. Select profile fields in the drop-down menu and press OK button to export file in CSV format:



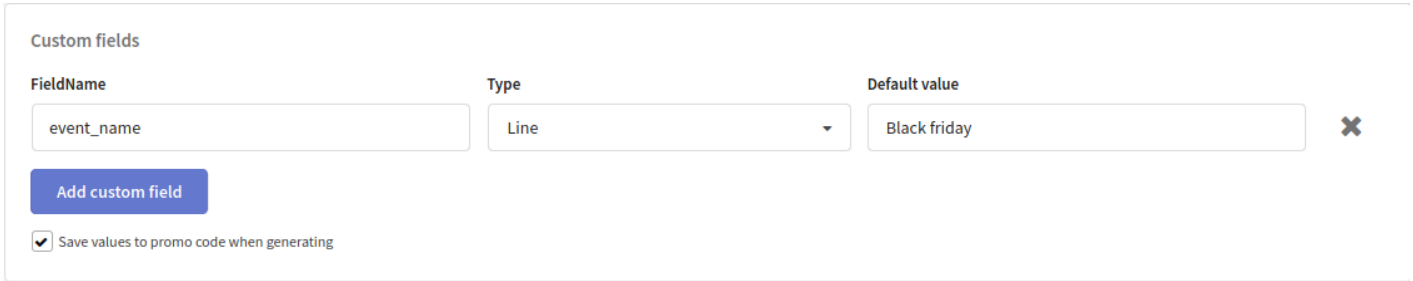
Promo codes browsing

Press Browse button to open list of promo codes created in loyalty program. Brief information will be displayed for each promo code. You can remove any promo code manually from the list:



Custom fields

Custom fields can be requested during promo codes generating and they will be sent to external service, if it is used. If necessary, these fields can be saved in the promo code. If external service returns fields with the same name, they will be also updated in promo code.



Reports and analytics

NOTE

All reports can be downloaded in CSV and XLSX formats by clicking the “Export Report” button in the action menu.

Channel report

Channel report

Description

The channel report provides data on all events that are tracked in campaigns: sends, deliveries, opens, clicks, etc. You can get information either for one channel or for all of them at once. It is possible to group data according to various attributes, drill down into the report or use filters to get only the information you need. You can also compare metrics, for example, for different time periods or for different templates.

Get started by selecting Analytics → Channels in the main menu.

> **INFO**
>
> **The Altcraft platform allows an inaccuracy of 0.02% when generating reports.**

Report settings

Channel report settings include:

- **grouping data,**
- **adding filters**
- **saving the report.**

On the right you can see the following buttons:



****List of reports** — open the list of ready reports;**



****Export report** — download the report in csv or xlsx formats;**

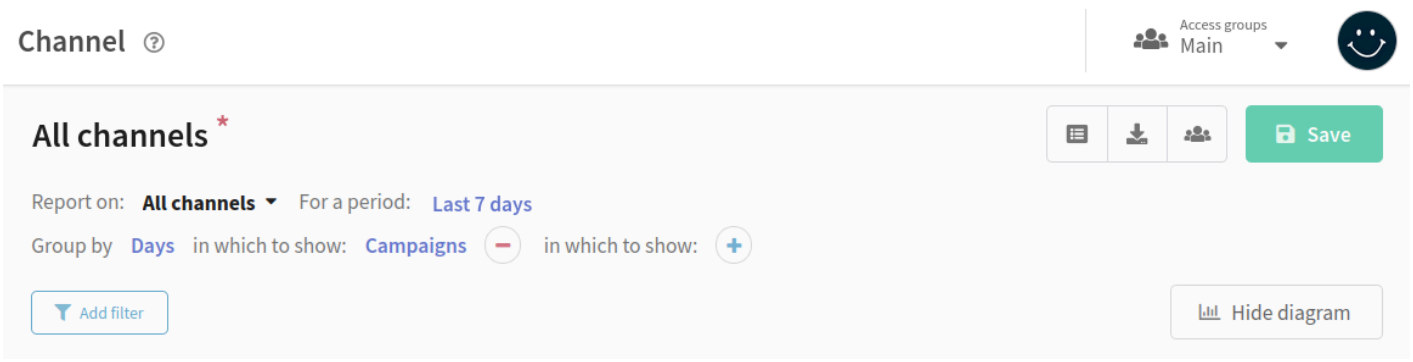


****Assigned groups** — assign access groups**

Grouping data

By default, the report is built for all channels — Email, SMS, Push, Telegram, WhatsApp*, as well as custom ones. To get data for a specific channel, select it in the “Report by” field.

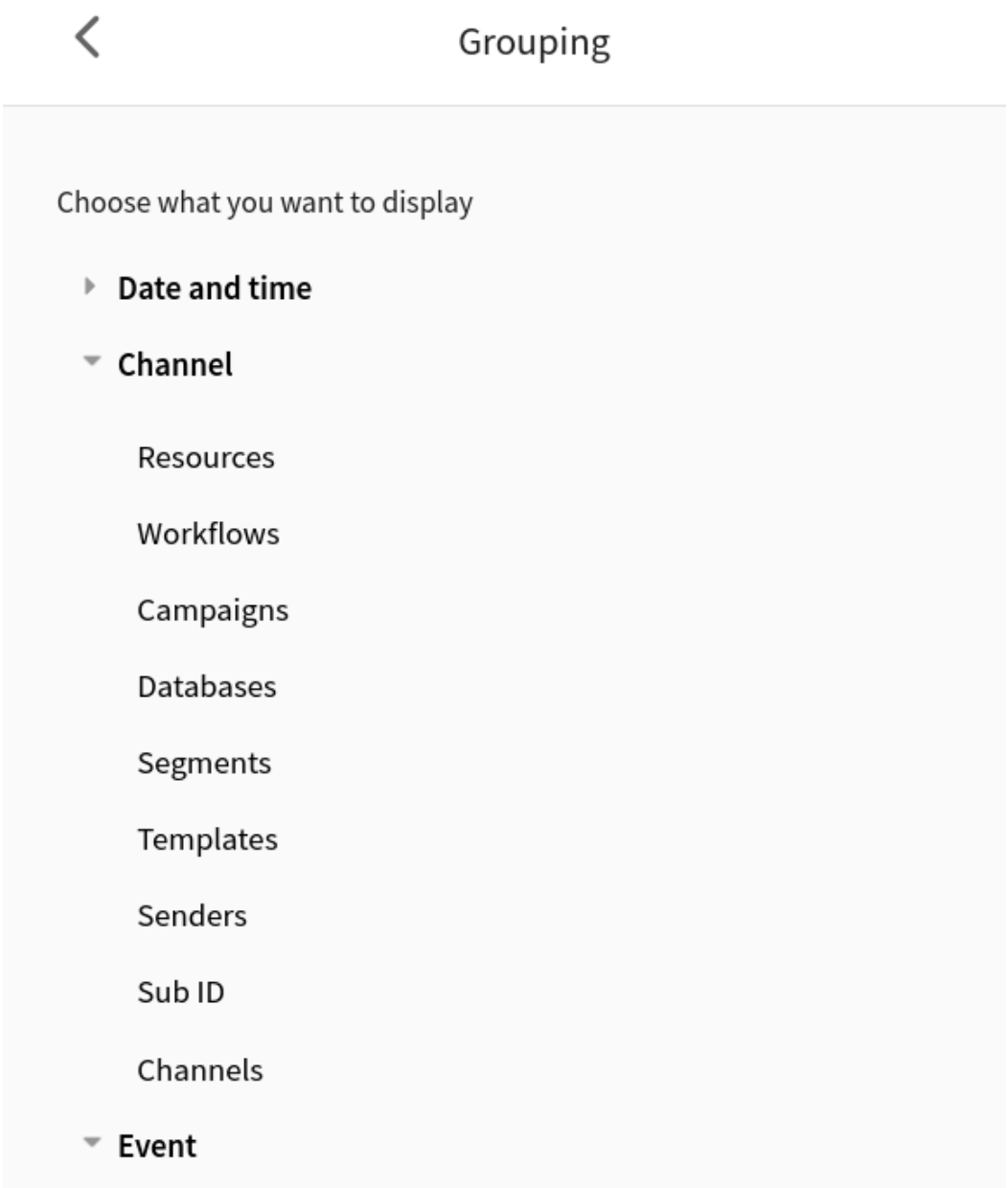
Next, set a period. You can set the date range in the calendar manually or choose one of the presets.



Select the attribute by which you want to group the data in the report. After that, you can detail the grouping by selecting the attributes one by one in the “in which to show” field. Grouping is possible up to three levels.

You will see the attributes for grouping in the window on the right. They are divided into three categories:

- **Date and time. Group data by hours, days, weeks, months, quarters and years.**
- **Channel. Group by platform objects (resources, scenarios, campaigns, segments, etc.).**
- **Event. Group by link, domain, domain group, or provider.**



Adding filters

Filters are useful when you need to view data for specific days, campaigns, templates, etc. Using filters, you can remove data from the report that does not meet certain conditions. Filter categories are the same as grouping categories:

Date and time

Available filters:

- **Hours (24)**
- **Days**
- **Weekdays**
- **Weeks**
- **Month**
- **Quarters**
- **Quarters by years**
- **Years**

> **TIP**
>
> **Use these filters to add or exclude data for a certain period of time from the report. Such filters are convenient to view statistics for certain days, or to remove statistics for holidays and weekends from the report. You can also exclude data collected during a period when there was technical work on your side and campaigns were not sent.**

Channel

Available filters:

- **Channels — the filter is used to display data for a specific channel, if the report was built for all channels.**
- **Resources — statistics on all campaigns launched within the resource.**
- **Workflows — statistics on all campaigns launched as part of an automation scenario.**
- **Campaigns — statistics for specific campaigns.**
- **Databases — statistics on campaigns whose recipients are included in the selected database.**
- **Segments — statistics on campaigns whose recipients are included in the selected segments.**
- **Templates — statistics on all campaigns that use the selected templates.**
- **Senders — virtual senders.**

> **TIP**
>
> **The campaign filter will help you get data only for a certain type of campaign. For example, if you want to analyze the performance of trigger campaigns, select the appropriate campaigns from the list. To search for the desired campaigns, you can enter their name or id in the search bar or specify tags.**
>
> **To see the metrics for campaigns with a specific tag, switch Select some to Select by tag. This option is provided for any object in the “Channel” category.**

Event

Available filters:

- **Vendors — add or exclude campaign statistics depending on the value of the Vendor field in the profile.**
- **Domain groups — data on emails sent to a certain domain group (Gmail, Hotmail, Yandex)**
- **Domains — data on emails sent to a specific domain (gmail.com, example.com, altcraft.com, etc.)**
- **Links — campaign events associated with specific links in the template. Links are selected by the `name` attribute.**

> **TIP**

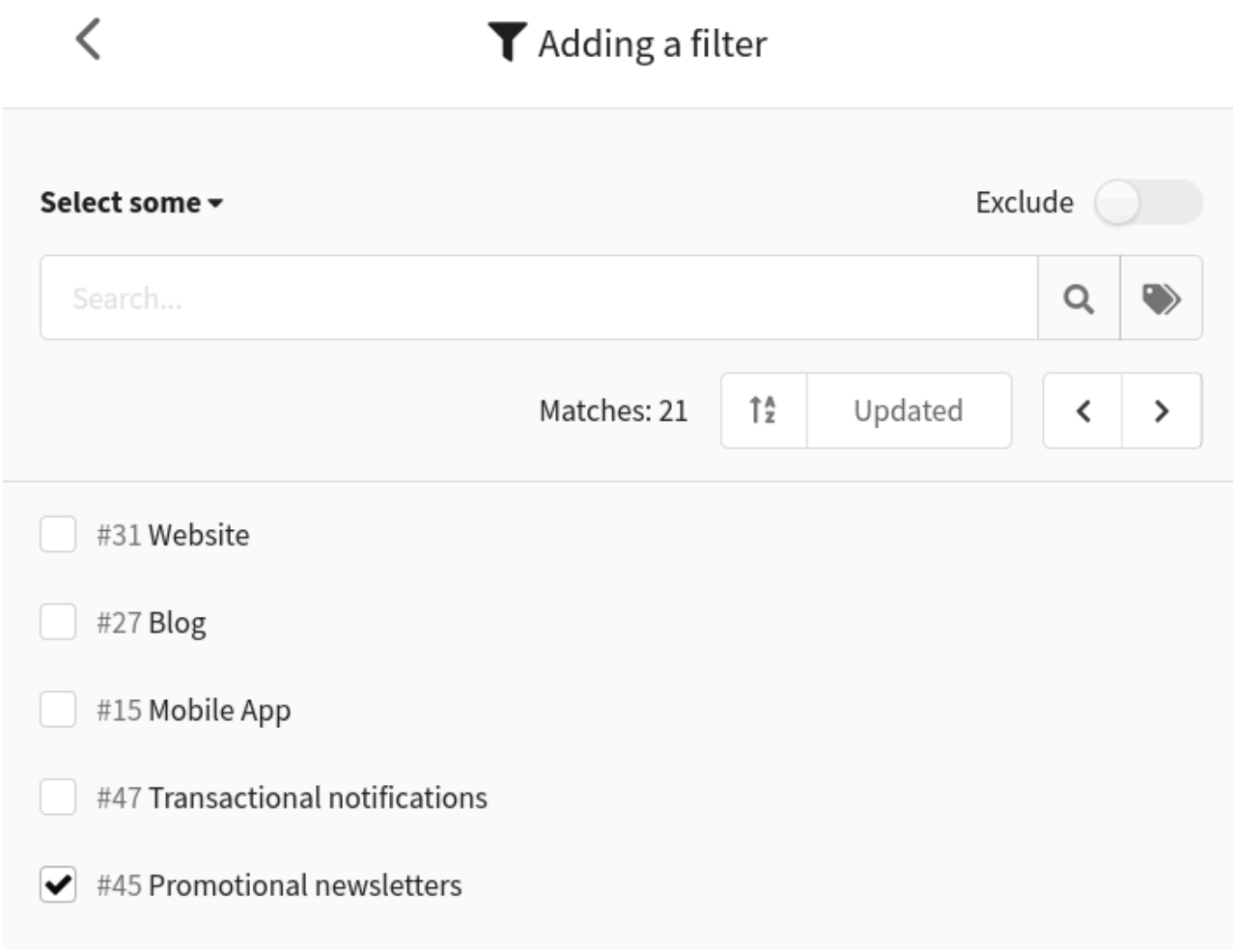
In case of deliverability issues, you can view data for each ISP by setting up a filter by domain group.

If you don’t want the report to include the data of recipients who have your corporate email, select the filter by domain, enter the corporate domain and exclude it.

Click “Add filter” to filter the data. In the window on the right, you can choose which data to include in the report.

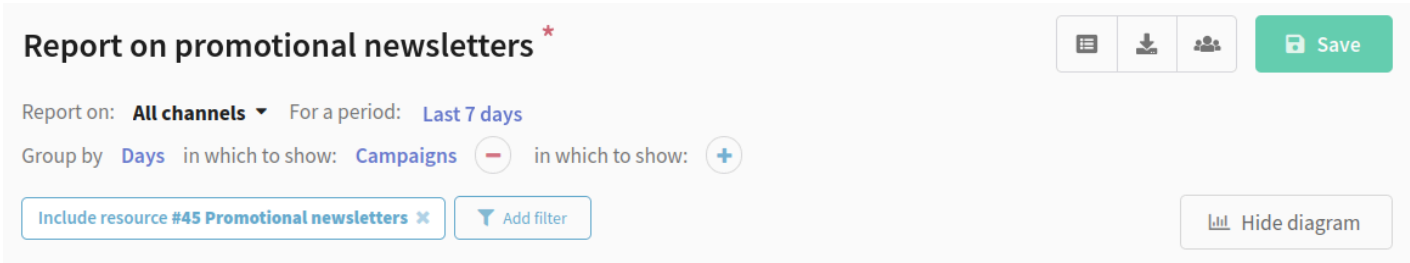
If you need to remove some data from the report, click on the “Exclude” switch in the upper right corner.

After setting the filter, click “Apply” at the bottom of the page.



The added filters will be displayed in the report. There is no limit to the number of filters you can use. Click

to remove the filter.



Saving a report

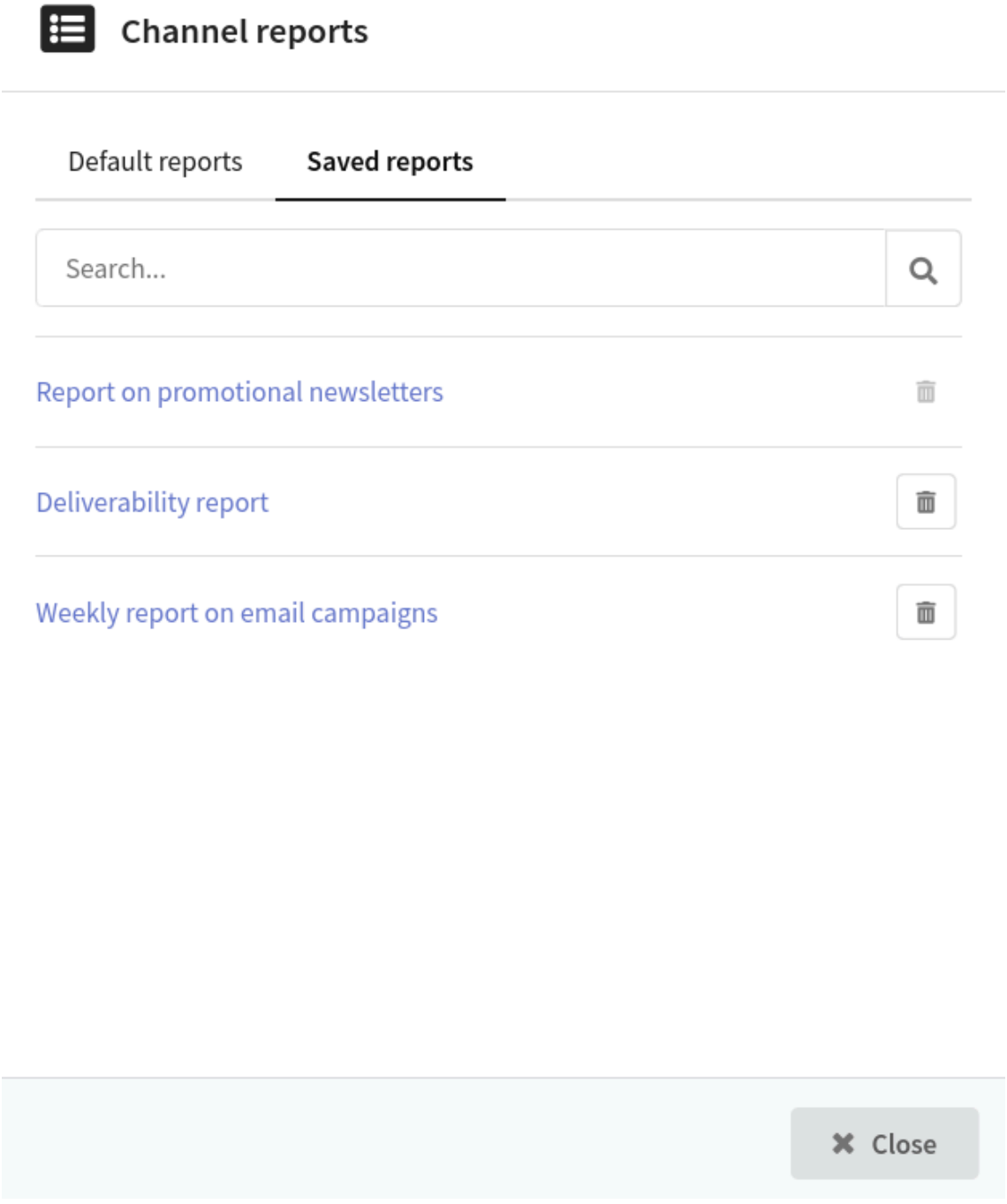
You can save the current report settings. To do this, edit the name of the report (the default is “All Channels”) and click the “Save” button. This is useful if you frequently query data using the same groupings and filters.

The saved report will be available to all users within group visibility.

Click



to open the list of reports. In a new window you will find default (system) and saved reports. Click on the name of the report to view it.



To delete a saved report, click



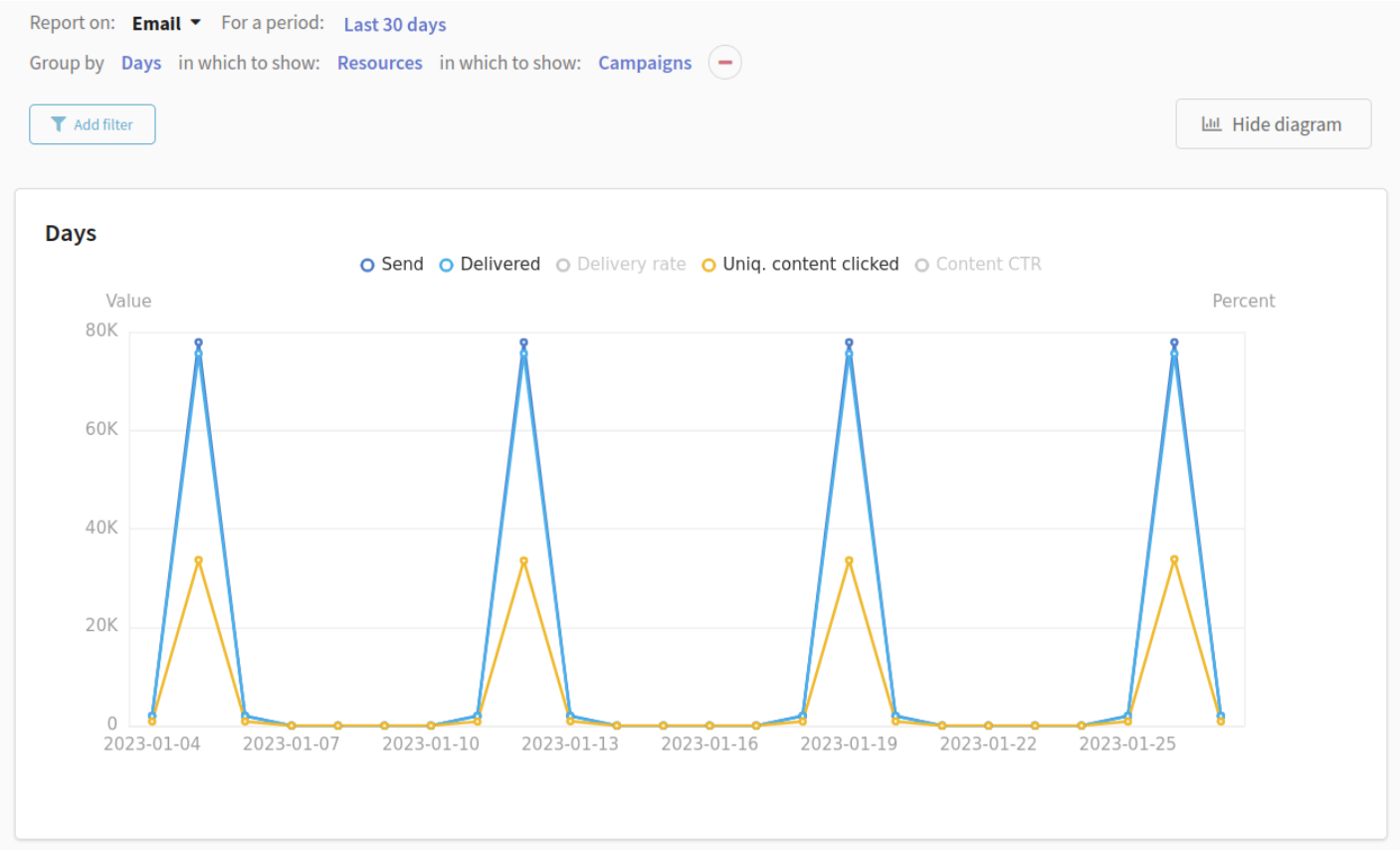
. However, you cannot delete the report that you are currently viewing.

Viewing a report

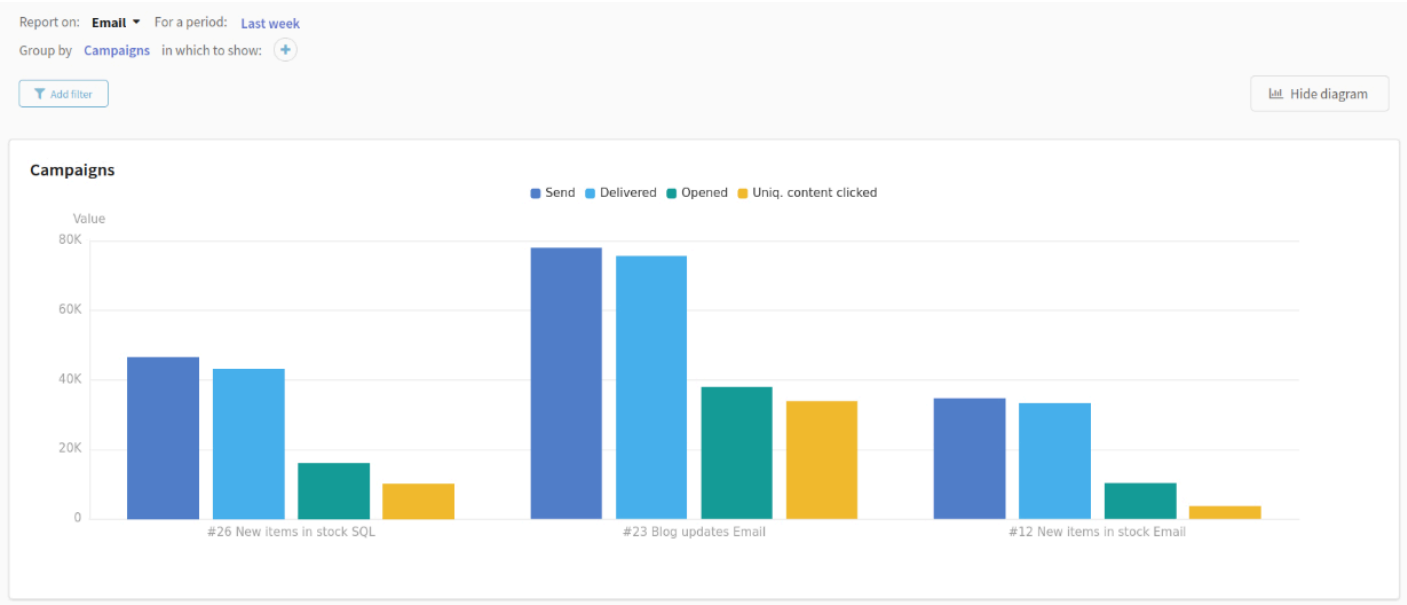
The report includes a table with data and a corresponding diagram. The chart can be collapsed by clicking on the “Hide diagram” button.

Diagram

The chart displays data based on grouping. When the report is grouped by days, weeks and quarters, the diagram shows the dynamics of changes in the metrics for the selected period:



When grouped by hour, day of the week, month, year, or channel and event, the chart shows the ratio of quantitative or percentage metrics in the selected period:



When you hover over the chart, you can see the exact figures.

The header contains the metrics displayed on the chart. Any column of the table can be displayed on the diagram, but the maximum number of indicators is 7. Click the metric to hide it.

Data table

The table contains quantitative and percentage metrics of campaigns (sends, deliveries, clicks, unsubscribes, complaints, etc.). Description of metrics can be found below.

Metrics are grouped based on the report settings. Depending on the details of the grouping, the table structure may have nested elements.

For example, if you set "`Group by days, in which to to show Resources, in which to show Campaigns`", the table will display the following data:

Name	Send	Delivered	Delivery rate	Uniq. content clicked	Content CTR
Total	8 303 211	7 287 553	87,77 %	2 150 570	29,51 %
2022-11-11	3 270	746	22,81 %	368	49,33 %
2022-11-10	74 032	71 739	96,9 %	31 980	44,58 %
#4 Service messaging (no opt-out)	863	838	97,1 %	442	52,74 %
#28 Welcome trigger	328	320	97,56 %	139	43,44 %
#6 Welcome trigger	349	337	96,56 %	144	42,73 %
#5 SMS opt-in reminder	186	181	97,31 %	159	87,85 %
#2 Blog subscription	73 169	70 901	96,9 %	31 538	44,48 %
2022-11-09	5 214	5 050	96,85 %	2 365	46,83 %
2022-11-08	1 984	1 931	97,33 %	1 275	66,03 %

To add a new metric to the table, hover over the column name and click



. Select a metric from the list. If you want to remove a column, click

.

To move a column to another part of the table, you need to hover over the column name, hold down the left mouse button and drag the column to the desired position.

Name	Send	Delivered	Delivery rate	Uniq. content clicked	Content CTR
Total	8 303 211	7 287 553	87,77 %	2 150 570	29,51 %
2022-11-11	3 270	746	22,81 %	368	49,33 %

Other options:



— switch quantitative metrics to percentages;



— display a column on a diagram.

Comparing data

The comparison mode allows you to see data on several objects at the same time. For example, you can compare the performance of two templates or evaluate the change in campaign metrics from period to period.

To switch to the comparison mode, select the objects in the table that you want to compare. Click “Compare”. It is possible to compare objects at different nesting levels.

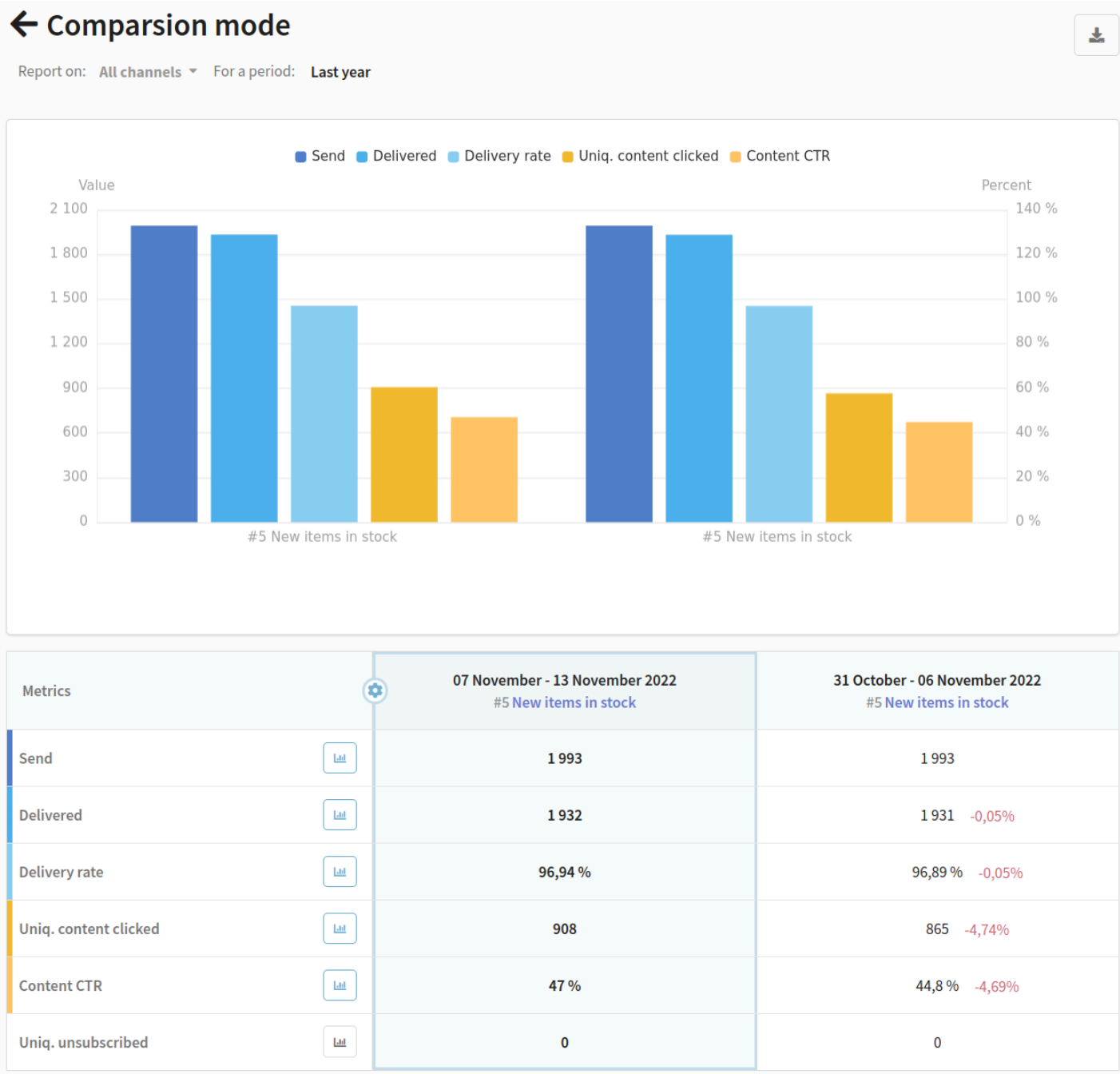
Name	Compare	Send	Delivered	Delivery rate	Uniq. content clicked	Content CTR
Total		8 303 211	7 287 553	87,77 %	2 150 570	29,51 %
07 November - 13 November 2022		90 287	80 588	89,26 %	36 583	45,4 %
#9 Happy to meet you - join in!		2 352	1 517	64,5 %	687	45,29 %
#5 New items in stock		1 993	1 932	96,94 %	908	47 %
#3 Blog digest		74 833	70 578	94,31 %	31 391	44,48 %
#2 New items in stock		7 189	4 269	59,38 %	2 230	52,24 %
#1 Welcome message		3 920	2 292	58,47 %	1 367	59,64 %
31 October - 06 November 2022		87 776	81 327	92,65 %	36 780	45,22 %
#9 Happy to meet you - join in!		1 818	1 461	80,36 %	622	42,57 %
#5 New items in stock		1 993	1 931	96,89 %	865	44,8 %
#3 Blog digest		72 417	70 269	97,03 %	31 511	44,84 %
#2 New items in stock		8 671	5 341	61,6 %	2 356	44,11 %
#1 Welcome message		2 872	2 325	80,95 %	1 426	61,33 %

The comparison mode also contains a chart and a table with metrics. In the diagram, the metrics for each object are grouped together.

The first object in the table is the comparison column. Other objects are compared with this object. The percentage increase or decrease of the metric is calculated relative to this object. To change the comparison column, click



and select a different object.



Metrics	07 November - 13 November 2022 #5 New items in stock	31 October - 06 November 2022 #5 New items in stock
Send	1 993	1 993
Delivered	1 932	1 931 -0,05%
Delivery rate	96,94 %	96,89 % -0,05%
Uniq. content clicked	908	865 -4,74%
Content CTR	47 %	44,8 % -4,69%
Uniq. unsubscribed	0	0

To go back to the general mode, click ← Comparison mode.

Report metrics

INFO: Unique event

The uniqueness of any event is limited by the time specified in the platform configuration (`UNIQUE_ACTIONS_TTL_MIN` parameter). By default it is 1440 minutes. It means that a repeated event in a day will be counted as unique again. Check with your platform administrator for the uniqueness value set.

All indicators of unique events are marked in the table.

All metrics

```
<table class="doc-table">
    <tr>
        <th>Metric</th>
```

```
        <th>Channel</th>
        <th>Description</th>
    </tr>
    <tr>
        <td>Send</td>
        <td>All</td>
        <td>The total number of messages sent through all channels.</td>
    </tr>
    <tr>
        <td>Undelivered</td>
        <td>All</td>
        <td>The total number of messages sent but not delivered through all channels. It
consists of Hardbounced and Softbounced messages and messages which are not delivered due to
undefined reason.</td>
    </tr>
    <tr>
        <td>Undelivery rate</td>
        <td>All</td>
        <td>The percentage of undelivered messages through all channels.</td>
    </tr>
    <tr>
        <td>Delivered</td>
        <td>All</td>
        <td>The total number of delivered messages through all channels.</td>
    </tr>
    <tr>
        <td>Delivery rate</td>
        <td>All</td>
        <td>The percentage of messages delivered through all channels.</td>
    </tr>
    <tr>
        <td>Opened</td>
        <td>Email<br/>Push</td>
        <td>The number of open messages.<br/><br/>If the same profile opens a message
multiple times, each open is counted.</td>
    </tr>
    <tr>
        <td>Uniq. opened</td>
        <td>Email<br/>Push</td>
        <td>The total number of unique message opens through all channels.<br/><br/>If the
same profile opens a message multiple times, only one open is counted.</td>
    </tr>
    <tr>
        <td>Open rate</td>
        <td>Email<br/>Push</td>
        <td>The percentage of profiles who opened the email or push.<br/><br/>(Uniq. opened /
Delivered
        ) * 100%</td>
    </tr>
    <tr>
        <td>Replied</td>
        <td>Email</td>
        <td>The number of replies to an email.</td>
    </tr>
```

```
    <tr>
        <td>Read</td>
        <td>Email<br/>WhatsApp*<br/>Viber</td>
        <td>The number of emails read.<br/><br/>An event is logged if the recipient opens the message and views it for at least 8 seconds.</td>
    </tr>
        <tr>
        <td>Uniq. read</td>
        <td>Email</td>
        <td>The number of unique reads of an email.</td>
    </tr>
    <tr>
        <td>Read rate</td>
        <td>Email</td>
        <td>The number of unique reads of an email.<br/><br/>(Uniq. read / Delivered) * 100% </td>
    </tr>
    <tr>
        <td>Glanced</td>
        <td>Email</td>
        <td>An event is logged if the recipient opens the email and views it for less than 4 seconds.</td>
    </tr>
    <tr>
        <td>Skimmed</td>
        <td>Email</td>
        <td>The event is logged if the recipient views the message for 4 to 8 seconds.</td>
    </tr>
    <tr>
        <td>Content clicked</td>
        <td>All</td>
        <td>The number of clicks on links. When a recipient clicks multiple times on the same link, each click event is counted. For example, if there are 3 links in a message and the recipient clicks each link twice, 6 clicks are counted.</td>
    </tr>
    <tr>
        <td>Uniq. content clicked</td>
        <td>All, but<br/>Telegram Group</td>
        <td>Number of profiles that clicked any link in the message at least once. Counts profile engagement with message links. If the same profile clicks on any part of the message multiple times, only one click on the content is counted. Used to calculate content CTOR and CTR.</td>
    </tr>
    <tr>
        <td>Uniq. link clicked</td>
        <td>Email<br/>Telegram Bot<br/>WhatsApp*<br/>Viber</td>
        <td>The total number of unique clicks on links in messages. Tracks only the first engagement per link per profile. Used to calculate link CTOR and CTR. </td>
    </tr>
    <tr>
        <td>Content CTR</td>
        <td>All<br/>but Telegram Group</td>
        <td>The percentage of users who click on at least one link within a piece of content out of the total number of users who received it.<br/><br/>(Uniq. content clicked /
```

```
Delivered) * 100%</td>
    </tr>
    <tr>
        <td>Content CTOR</td>
        <td>Email<br/>Push</td>
        <td>The percentage of users who clicked on any link within a piece of content out of
those who opened/viewed it (rather than just received it).<br/><br/>(Uniq. content clicked /
Uniq. opened) * 100%</td>
    </tr>
    <tr>
        <td>Link CTR</td>
        <td>Email<br/>Telegram Bot<br/>WhatsApp*<br/>Viber</td>
        <td>The percentage of clicks on the link within a message out of the number of
delivered messages.<br/><br/>(Uniq. link clicked / Delivered) * 100%</td>
    </tr>
    <tr>
        <td>Link CTOR</td>
        <td>Email</td>
        <td>The percentage of clicks on the link within a message out of the number of opens.
<br/><br/>(Uniq. link clicked / Uniq. opened) * 100%</td>
    </tr>
    <tr>
        <td>Camp. errors</td>
        <td>All</td>
        <td>Problems with message template generation. It occurs when a profile does not have
a subscription to the resource selected in the campaign.</td>
    </tr>
    <tr>
        <td>Deliv. errors</td>
        <td>All</td>
        <td>Problems with message template generation. It occurs when a profile does not have
a subscription to the resource selected in the campaign.</td>
        </tr>
    <tr>
        <td>Suppressed</td>
        <td>All</td>
        <td>The number of messages that were not sent because the recipient's email address
or phone number has previously been included in the <a href="/en/user-guide/profiles-and-
databases/66534">suppression list.</a></td>
    </tr>
    <tr>
        <td>Policy offenced</td>
        <td>All</td>
        <td>The number of violations of the <a href="/user-guide/settings/9405554">sending
policy.</a></td>
    </tr>
    <tr>
        <td>Softbounced</td>
        <td>Email</td>
        <td>The number of emails not delivered due to the inbox being full or the recipient's
mail server being temporarily unavailable.</td>
    </tr>
    <tr>
        <td>Softbounce rate</td>
```

```
        <td>Email</td>
        <td>The percentage of emails not delivered due to the inbox being full or the
recipient's mail server being temporarily unavailable.</td>
    </tr>
    <tr>
        <td>Hardbounced</td>
        <td>Email<br/>SMS<br/>Push</td>
        <td>The number of messages that were not delivered due to an invalid email address,
phone number, or push subscription ID.</td>
    </tr>
    <tr>
        <td>Hardbounce rate</td>
        <td>Email<br/>SMS<br/>Push</td>
        <td>The percentage of messages that were not delivered due to an invalid email
address, phone number, or push subscription ID.</td>
    </tr>
    <tr>
        <td>Complained</td>
        <td>Email<br/>SMS<br/>Push</td>
        <td>The number of messages marked as spam by recipients.</td>
    </tr>
    <tr>
        <td>Complains rate</td>
        <td>Email</td>
        <td>The percentage of messages marked as spam by profiles.<br/><br/>(Complained /
Delivered)*100</td>
    </tr>
    <tr>
        <td>Subscribed</td>
        <td>All<br/>but Telegram Group</td>
        <td>The number of subscriptions to resources in any channel.</td>
    </tr>
    <tr>
        <td>Unsubscribed</td>
        <td>Email<br/>SMS<br/>Push<br/>Viber</td>
        <td>The number of unsubscribes from resources, i.e. clicks on the unsubscribe link in
the message.</td>
    </tr>
    <tr>
        <td>Uniq. unsubscribed</td>
        <td>Email<br/>SMS<br/>Push</td>
        <td>The percentage of unique unsubscribes from resources.</td>
    </tr>
    <tr>
        <td>Unsub to deliv rate</td>
        <td>Email<br/>SMS<br/>Push</td>
        <td>(Unsubscribed / Delivered) * 100%</td>
    </tr>
    <tr>
        <td>Unsub to open rate</td>
        <td>Email<br/>Push</td>
        <td>(Unsubscribed / Opened) * 100%</td>
    </tr>
    <tr>
```

```
        <td>Undefined</td>
        <td>-</td>
        <td>Unable to determine reason for non-delivery.</td>
    </tr>
</table>
```

Email channel

Metric	Description
Send	The number of sent email messages.
Undelivered	The number of undelivered email messages. It consists of Hardbounced and Softbounced messages and messages which are not delivered due to undefined reason.
Undelivery rate	The percentage of undelivered email messages.
Delivered	The number of delivered email messages.
Delivery rate	The percentage of delivered email messages.
Opened	The number of opened email messages. If the same profile opens an email message multiple times, each open is counted.
Uniq. opened	The number of unique email message openings. If the same profile opens a message multiple times, only one open is counted.
Open rate	The percentage of recipients who opened the email. (Uniq. opened / Delivered) * 100%
Replied	The number of replies to an email.
Read	The number of emails read. An event is logged if the recipient opens the message and views it for at least 8 seconds.
Uniq. read	The number of unique reads of an email.
Read rate	The number of unique reads of an email. (Uniq. read / Delivered) * 100%
Glanced	An event is logged if the recipient opens the email and views it for less than 4 seconds.
Skimmed	The event is logged if the recipient views the message for 4 to 8 seconds.
Content clicked	The number of clicks on links. When a recipient clicks multiple times on the same link, each click event is counted. For example, if there are 3 links in a message and the recipient clicks each link twice, 6 clicks are counted.
Uniq. content clicked	Number of profiles that clicked any link in the message at least once. Counts profile engagement with message links. If the same profile clicks on any link multiple times, only one click is counted. When grouped by links, it allows tracking which links users select first when engaging with the message.
Uniq. link clicked	The total number of unique clicks on links in email messages. Tracks only the first engagement per link per profile. If the recipient clicks on two different links in the email, 2 unique clicks on the link will be counted.
Content CTR	The percentage of users who click on at least one link within a piece of content out of the total number of delivered messages. (Uniq. content clicked / Delivered) * 100%

Content CTOR	The percentage of users who clicked on any link within a piece of content out of those who opened/viewed it (rather than just received it). (Uniq. content clicked / Uniq. opened) * 100%
Link CTR	The percentage of clicks on the link within a message relative to the number of delivered messages. (Uniq. link clicked / Delivered) * 100%
Link CTOR	The percentage of clicks on the link within a message relative to the number of opens. (Uniq. link clicked / Uniq. opened) * 100%
Camp. errors	Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.
Deliv. errors	Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.
Suppressed	The number of messages that were not sent because the recipient's email address was included in the suppression list.
Policy offenced	The number of violations of the sending policy.
Softbounced	The number of emails not delivered due to the inbox being full or the recipient's mail server being temporarily unavailable.
Softbounce rate	The percentage of emails not delivered due to the inbox being full or the recipient's mail server being temporarily unavailable.
Hardbounced	The number of messages that were not delivered due to an invalid email address.
Hardbounce rate	The percentage of messages that were not delivered due to an invalid email address.
Complained	The number of messages marked as spam by recipients.
Complains rate	The percentage of messages marked as spam by recipients. (Complained / Delivered) * 100
Subscribed	The number of subscriptions to the email channel in resources.
Unsubscribed	The number of unsubscribes from resources, i.e. clicks on the unsubscribe link in the email message.
Uniq. unsubscribed	The percentage of unique unsubscribes from resources.
Unsub to deliv rate	(Unsubscribed / Delivered) * 100%
Unsub to open rate	(Unsubscribed / Opened) * 100%
Undefined	Unable to determine reason for non-delivery.

SMS channel

Metric	Description
Send	The total number of sent SMS messages.

Undelivered	The number of undelivered SMS messages.
Undelivery rate	The percentage of undelivered SMS messages.
Delivered	The total number of delivered SMS messages.
Delivery rate	The percentage of delivered SMS messages.
Content clicked	The number of clicks on links.
Uniq. content clicked	Number of profiles that clicked on any link in the message at least once. Counts profile engagement with message links. If the same profile clicks on any link multiple times, only one unique content click is counted.
Content CTR	The percentage of users who click on at least one link within the SMS message out of the total number of delivered messages. (Uniq. content clicked / Delivered) * 100%
Camp. errors	Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.
Deliv. errors	Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.
Suppressed	The number of messages that were not sent because the recipient's email address or phone number has previously been included in the suppression list.
Policy offenced	The number of violations of the sending policy.
Hardbounced	The number of messages that were not delivered due to an invalid phone number
Hardbounce rate	The percentage of messages that were not delivered due to an invalid phone number.
Complained	The number of messages marked as spam by recipients.
Subscribed	The number of subscriptions to the SMS channel in resources.
Unsubscribed	The number of unsubscribes from resources, i.e. clicks on the unsubscribe link in the SMS message.
Uniq. unsubscribed	The percentage of unique unsubscribes from resources.
Unsub to deliv rate	(Unsubscribed / Delivered) * 100%
Undefined	Unable to determine reason for non-delivery (unknown network error).

Push channel

Metric	Description
Send	The number of sent push notifications.
Undelivered	The number of undelivered push notifications.

Undelivery rate	**The percentage of undelivered push notifications.**
Delivered	**The number of delivered push notifications.**
Delivery rate	**The percentage of delivered push notifications.**
Opened	**The number of opened push notifications.** ****Web push:**** **Number of opens equals number of deliveries.** ****Mobile push:**** **Open tracking depends on client-side implementation of event handling for links. Opens are recorded by the application itself and don't depend on whether the push notification contains links.**

Uniq. opened	The number of delivered push notifications openings. If the same profile opens an notifications multiple times, only one open is counted. </td> </tr> <tr> <td>Open rate</td> <td> The percentage of recipients who opened the push. (Uniq. opened / Delivered) * 100% </td> </tr> <tr> <td>Content clicked</td> <td>The number of clicks in the push notification (inluding links and buttons). For mobile pushes, clicks are counted only if the link includes tracking. Used to track redirects to websites.</td> </tr> <tr> <td>Uniq. content clicked</td> <td> If the same profile clicks the push notification multiple times, only one unique content click is counted. </td> </tr> <tr> <td>Content CTR</td> <td> The percentage of users who click on at least one link within a piece of content out of the total number of delivered messages. (Uniq. content clicked / Delivered) * 100% </td> </tr> <tr> <td>Content CTOR</td> <td> The percentage of users who clicked on any link within a piece of content out of those who opened/viewed it (rather than just received it). (Uniq. content clicked / Uniq. opened) * 100% </td> </tr> <tr> <td>Camp. errors</td> <td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td> </tr> <tr> <td>Deliv. errors</td> <td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td> </tr> <tr> <td>Policy offenced</td> <td> The number of violations of the sending policy.

```
  </td>
</tr>
<tr>
  <td>Hardbounced</td>
  <td>
    The number of messages that were not delivered due to an invalid push subscription ID.
  </td>
</tr>
<tr>
  <td>Hardbounce rate</td>
  <td>
    The percentage of messages that were not delivered due to an invalid push subscription
ID.
  </td>
</tr>
<tr>
  <td>Complained</td>
  <td>The number of messages marked as spam by recipients.</td>
</tr>
<tr>
  <td>Subscribed</td>
  <td>The number of subscriptions to the Push channel in resources.</td>
</tr>
<tr>
  <td>Unsubscribed</td>
  <td>
    The number of unsubscribes from resources, i.e. clicks on the unsubscribe link in the
    message.
  </td>
</tr>
<tr>
  <td>Uniq. unsubscribed</td>
  <td>The percentage of unique unsubscribes from resources.</td>
</tr>
<tr>
  <td>Unsub to deliv rate</td>
  <td>(Unsubscribed / Delivered) * 100%</td>
</tr>
<tr>
  <td>Unsub to open rate</td>
  <td>(Unsubscribed / Opened) * 100%</td>
</tr>
<tr>
  <td>Undefined</td>
  <td>Unable to determine reason for non-delivery (unknown network error).</td>
</tr>
```

Telegram Bot channel

Metric	Description
Send	The number of messages sent through in the Telegram bot.
Undelivered	The number of messages sent but not delivered in the Telegram bot.
Undelivery rate	The percentage of undelivered messages in the Telegram bot.
Delivered	The number of delivered messages in the Telegram bot.

Delivery rate	**The percentage of messages delivered in the Telegram bot.**
Content clicked	**The number of clicks on links.**
Uniq. content clicked	**If the same profile clicks on any link multiple times, only one unique content click is counted.**
Uniq. link clicked	**The number of unique clicks on links in messages.**

Content CTR	**The percentage of users who click on at least one link within a piece of content out of the total number of delivered messages.**
	`(Uniq. content clicked / Delivered) * 100%`
	`</td>`
	`</tr>`
	`<tr>`
	`<td>Link CTR</td>`
	`<td>`
	`The percentage of clicks on the link within a message relative to the number of delivered`
	`messages.`
	
	`(Uniq. link clicked / Delivered) * 100%`
	`</td>`
	`</tr>`
	`<tr>`
	`<td>Camp. errors</td>`
	`<td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td>`
	`</tr>`
	`<tr>`
	`<td>Deliv. errors</td>`
	`<td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td>`
	`</tr>`
	`<tr>`
	`<td>Policy offenced</td>`
	`<td>The number of violations of the <a href="/user-guide/settings/9405554">sending policy.</a></td>`
	`</tr>`
	`<tr>`
	`<td>Subscribed</td>`
	`<td>The number of subscriptions to resources in the Telegram bot.</td>`
	`</tr>`
	`<tr>`
	`<td>Undefined</td>`
	`<td>Unable to determine reason for non-delivery (unknown network error).</td>`
	`</tr>`

Telegram Group channel

Metric	Description
Send	**The number of messages sent to the Telegram group.**
Undelivered	**The number of undelivered messages in the Telegram group.**

Undelivery rate	**Percentage of undelivered messages to the Telegram group.**
Delivered	**The number of messages delivered to the Telegram group.**
Delivery rate	**Percentage of messages delivered to the Telegram group.**
Content clicked	**The number of click on links.**
Camp. errors	**Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.**
Deliv. errors	**Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.**
Policy offenced	**The number of violations of the sending policy.**
Undefined	**Unable to determine reason for non-delivery (unknown network error).**

WhatsApp channel

Metric	Description
Send	**Number of messages sent on WhatsApp*.**
Undelivered	**Number of undelivered WhatsApp* messages.**
Undelivery rate	**Percentage of undelivered messages on WhatsApp*.**
Delivered	**Number of messages delivered on WhatsApp*.**
Delivery rate	**Percentage of messages delivered on WhatsApp*.**
Read	**The number of messages read by the user.**
Content clicked	**The number of clicks on links.**
Uniq. content clicked	**If the same profile clicks on any part of the message multiple times, only one click on the content is counted.**
Uniq. link clicked	**The total number of unique clicks on links in messages.**

Content CTR	The percentage of users who click on at least one link within a piece of content out of the total number of delivered messages. (Uniq. content clicked / Delivered) * 100% </td> </tr> <tr> <td>Link CTR</td> <td> The percentage of clicks on the link within a message out of the number of delivered messages. (Uniq. link clicked / Delivered) * 100% </td> </tr> <tr> <td>Camp. errors</td> <td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td> </tr> <tr> <td>Deliv. errors</td> <td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td> </tr> <tr> <td>Suppressed</td> <td> The number of messages that were not sent because the recipient's phone number has previously been included in the suppression list. </td> </tr> <tr> <td>Policy offenced</td> <td> The number of violations of the sending policy. </td> </tr> <tr> <td>Subscribed</td> <td>The profile subscribed to the WhatsApp* channel.</td> </tr> <tr> <td>Undefined</td> <td>Unable to determine reason for non-delivery (unknown network error).</td> </tr>

Viber channel

Metric	Description
Send	The total number of messages sent through on Viber.
Undelivered	The total number of messages sent but not delivered on Viber.

Undelivery rate	**The percentage of undelivered on Viber messages.**
Delivered	**The total number of delivered messages on Viber.**
Delivery rate	**The percentage of messages delivered on Viber.**
Read	**The number of messages read by the user.**
Content clicked	**The number of clicks on links.**
Uniq. content clicked	**If the same profile clicks on any link multiple times, only one click on the content is counted.**
Uniq. link clicked	**The number of unique clicks on links in messages.**

Content CTR	The percentage of users who click on at least one link within a piece of content out of the total number of delivered messages. (Uniq. content clicked / Delivered) * 100% </td> </tr> <tr> <td>Link CTR</td> <td> The percentage of clicks on the link within a message out of the number of delivered messages. (Uniq. link clicked / Delivered) * 100% </td> </tr> <tr> <td>Camp. errors</td> <td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td> </tr> <tr> <td>Deliv. errors</td> <td>Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.</td> </tr> <tr> <td>Suppressed</td> <td>The number of messages that were not sent because the recipient's email address or phone number has previously been included in the suppression list.</td> </tr> <tr> <td>Policy offenced</td> <td>The number of violations of the sending policy.</td> </tr> <tr> <td>Subscribed</td> <td>The number of subscriptions to resources in the channel.</td> </tr> <tr> <td>Undefined</td> <td>Unable to determine reason for non-delivery (unknown network error).</td> </tr>

Notify channel

Metric	Description
Send	The total number of messages sent through Notify.
Undelivered	The total number of messages sent but not delivered on Notify.
Undelivery rate	The percentage of undelivered on Notify messages.
Delivered	The total number of delivered messages on Notify.
Delivery rate	The percentage of messages delivered on Notify.
Read	The number of messages read by the user.

Content clicked	**The number of clicks on links.**
Uniq. content clicked	**If the same profile clicks on any part of the message multiple times, only one click on the content is counted.**
Uniq. link clicked	**The number of unique clicks on links in messages.**
Content CTR	**The percentage of users who click on at least one link within a piece of content out of the total number of delivered messages. (Uniq. content clicked / Delivered) * 100%**
Link CTR	**The percentage of clicks on the link within a message out of the number of delivered messages. (Uniq. link clicked / Delivered) * 100%**
Camp. errors	**Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.**
Deliv. errors	**Problems with message template generation. It occurs when a profile does not have a subscription to the resource selected in the campaign.**
Suppressed	**The number of messages that were not sent because the recipient's email address or phone number has previously been included in the [suppression list](/en/user-guide/profiles-and-databases/66534).**
Policy offenced	**The number of violations of the sending policy.**
Subscribed	**The number of subscriptions to resources in the channel.**
Unsubscribed	**The number of unsubscribes from resources, i.e. clicks on the unsubscribe link in the message.**
Undefined	**Unable to determine reason for non-delivery (unknown network error).**

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Traffic report

Traffic report

Description

The traffic report provides data on profile traffic from sources such as channels, web forms, pixels, and pop-ups. You can group the data according to certain attributes, drill down into the report, or use filters to exclude redundant information. It is also possible to compare the data to see how switching to a different strategy have affected your performance metrics.

The report is based on hit. It is a unit of traffic measurement. A hit is logged when a user action on a website or mobile application sends a request to the server. The action can be a goal registration or a click in a message.

Report settings

Traffic report settings include:

- **grouping data,**
- **adding filters**
- **saving the report.**

On the right you can see the following buttons:



****List of reports** — open the list of ready reports;**



****Export report** — download the report in csv or xlsx formats;**



****Assigned groups** — assign access groups**

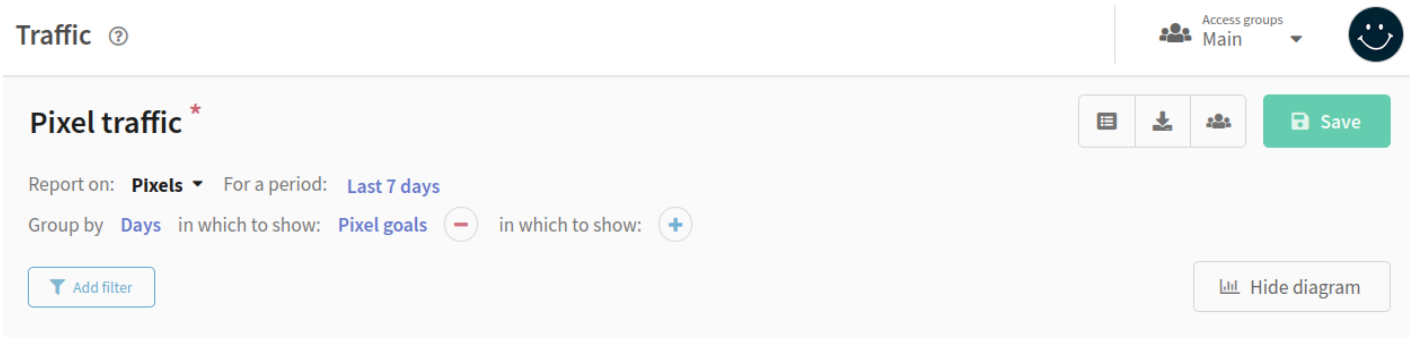
Grouping data

The report provides data on the following traffic sources:

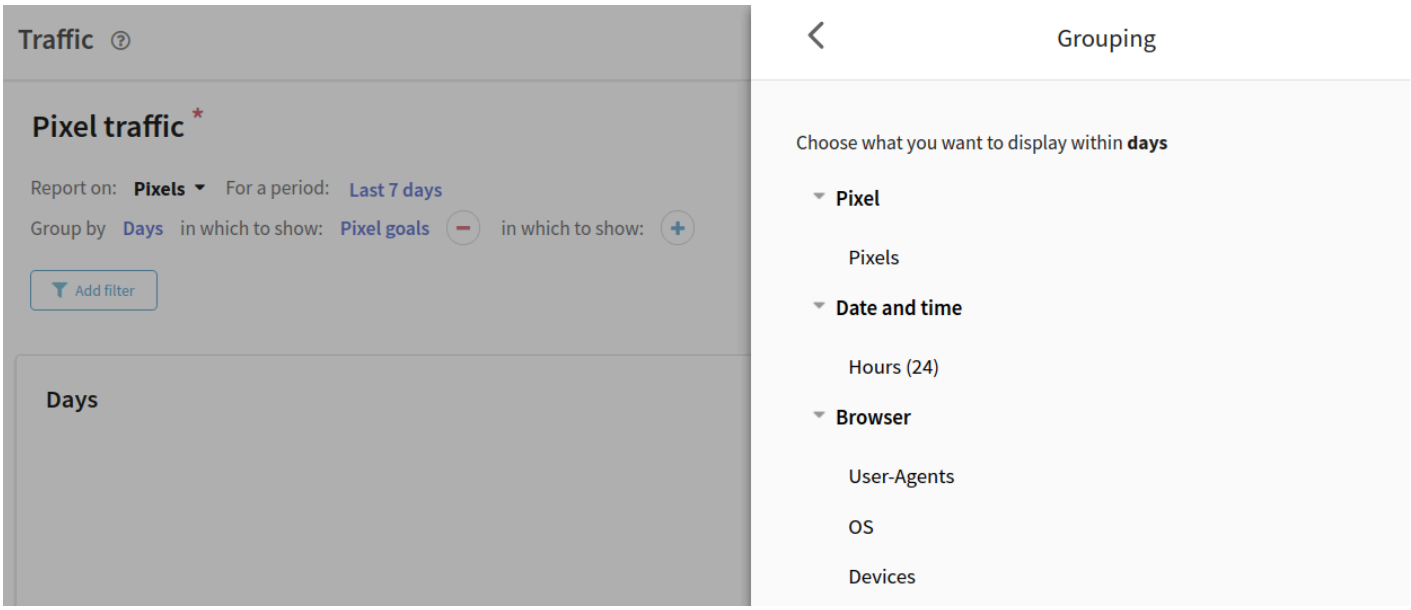
- **Channels. Statistics on subscriptions and unsubscribes, opens and clicks in messages.**
- **Pixels. Statistics on goals that are registered by pixels.**
- **Forms. Statistics onthe number of loads and submissionsof web forms.**
- **Pop-ups. Statistics on pop-ups shows and fills.**

To get data for a specific traffic source, select it in the “Report by” field.

Next, set a period. You can specify the date range in the calendar manually or choose one of the presets.



Select the attribute by which you want to group the data in the report. After that, you can detail the grouping by selecting the attributes one by one in the “in which to show” field. Grouping is possible up to three levels. You will see the grouping options in the window on the right:



TIP

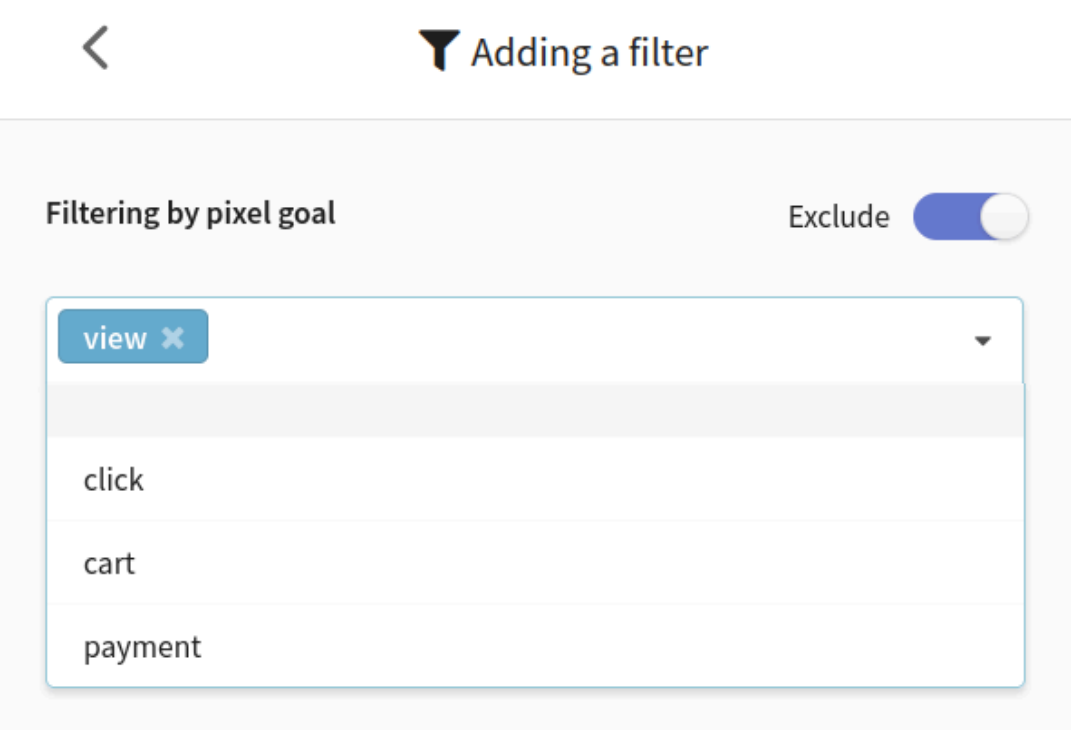
Not all browsers send responses specifying the device, browser, and operating system in the header. Groupings by “Device”, “OS” and “User Agent” contain “Other” for such cases. Also if a header was transmitted, but the system could not read it, then information about the event will be recorded in “Other”.

Adding filters

With the help of filters, you can leave only the necessary information in the report. Use filters if you want to view data by specific forms, goals, resources, etc. Filter categories are the same as grouping categories.

Click “Add filter” to filter the data. In the window on the right, you can choose which data to include in the report.

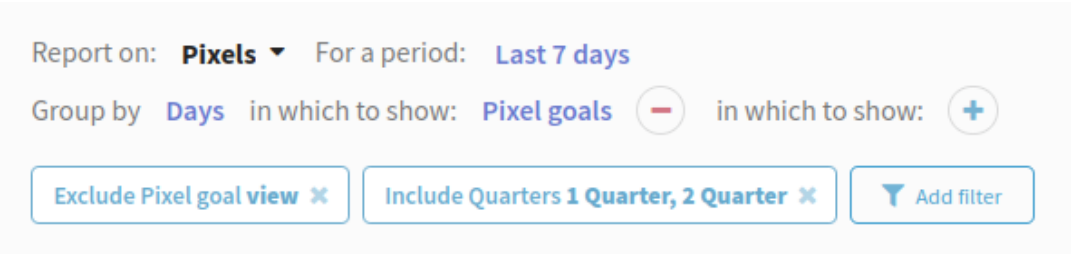
If you need to remove some data from the report, click on the “Exclude” switch in the upper right corner.



After setting the filter, click “Apply” at the bottom of the page.

The added filters will be displayed in the report. There is no limit to the number of filters you can use. Click

to remove the filter.



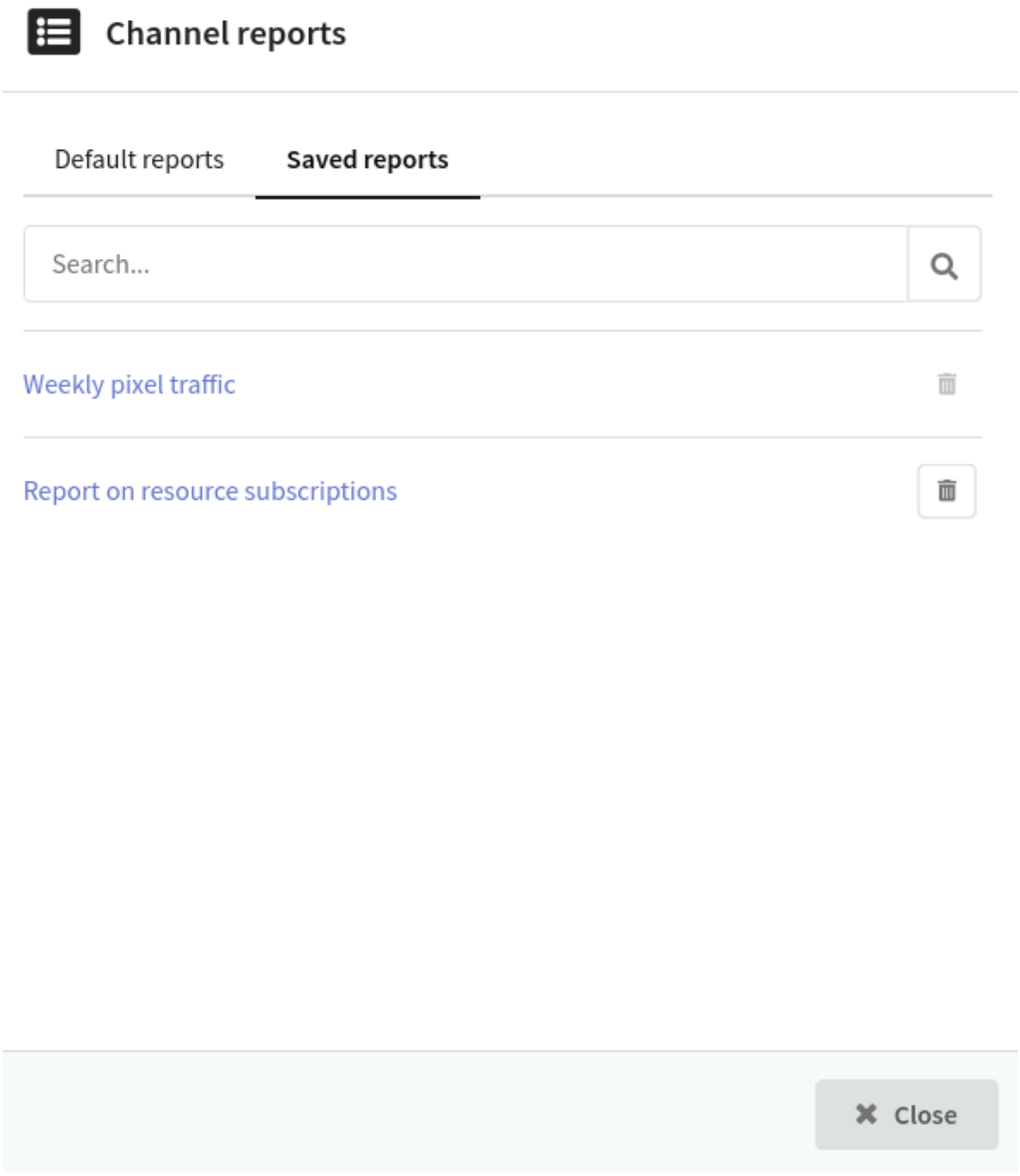
Saving a report

You can save the current report settings. To do this, edit the name of the report (the default is “All Channels”) and click the “Save” button. This is useful if you frequently query data using the same groupings and filters.

The saved report will be available to all users within group visibility.

Click

to open the list of reports. In a new window you will find default (system) and saved reports. Click on the name of the report to view it.



To delete a saved report, click



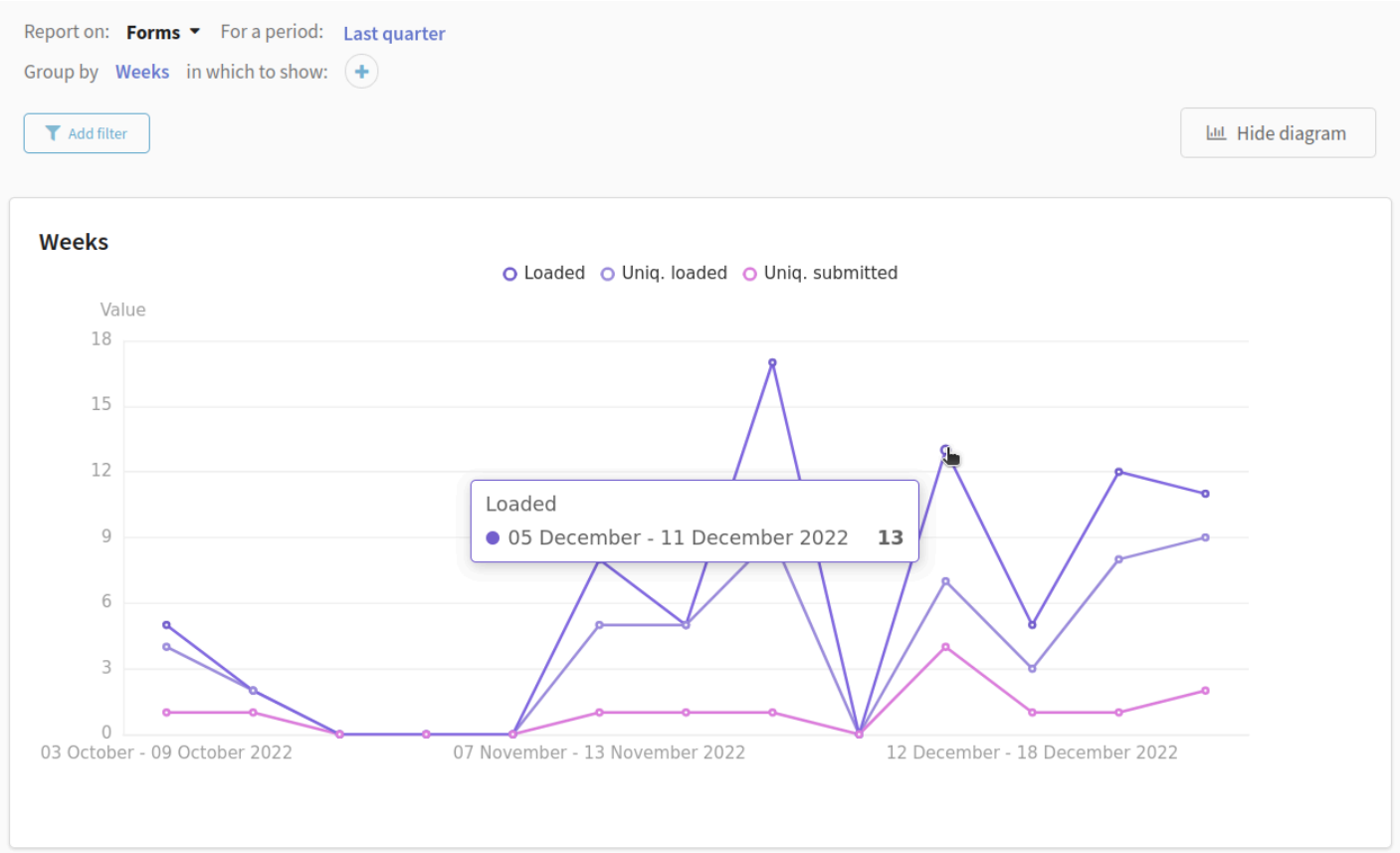
. However, you cannot delete the report that you are currently viewing.

Viewing a report

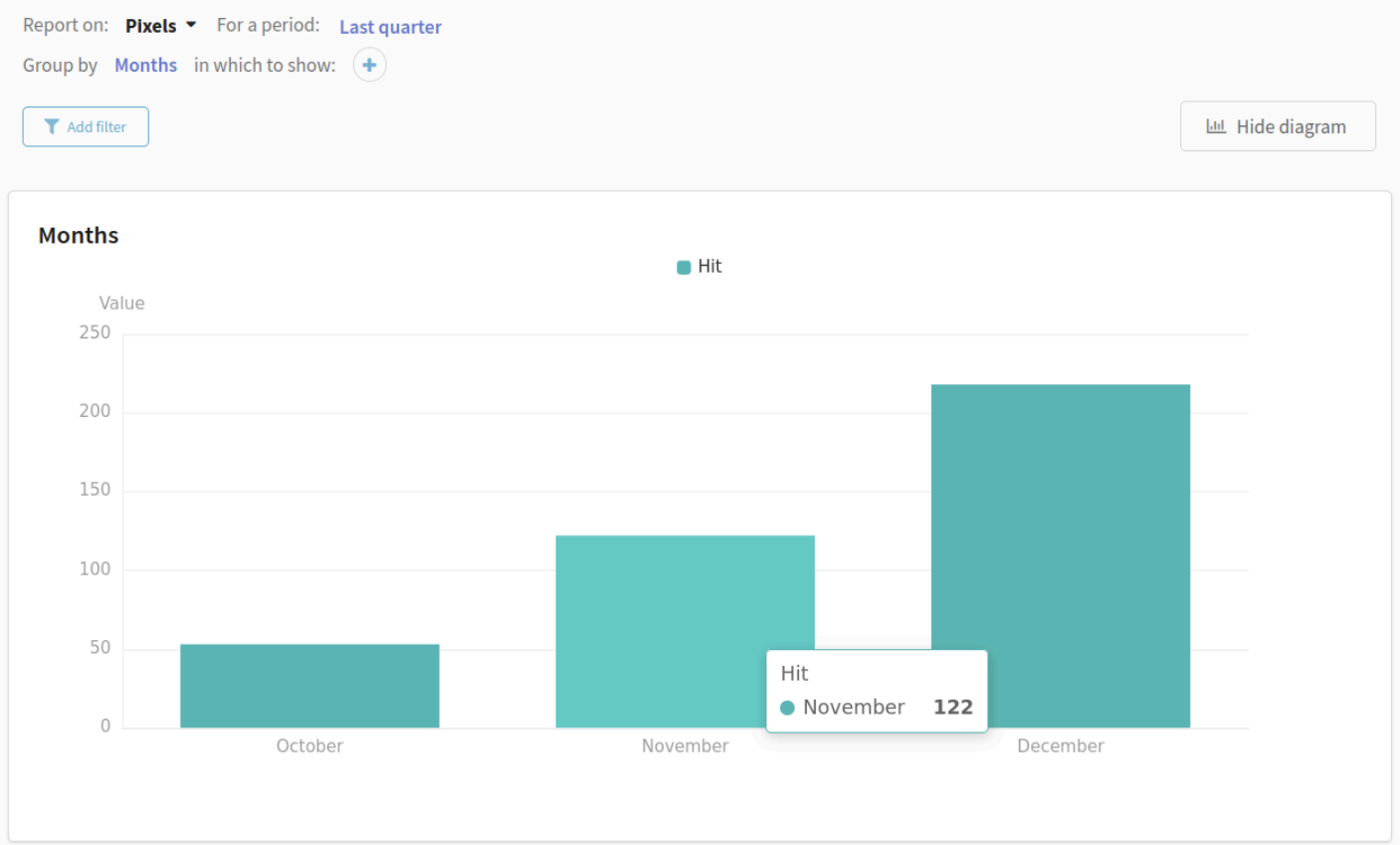
The report includes a table with data and a corresponding diagram. The chart can be collapsed by clicking on the “Hide diagram” button.

Diagram

The chart displays data based on grouping. When the report is grouped by days, weeks and quarters, the diagram shows the dynamics of changes in the metrics for the selected period:



In other cases, the diagram shows the ratio of quantitative or percentage indicators in the selected period:



When you hover over the chart, you can see the exact figures.

The header contains the metrics displayed on the chart. Any column of the table can be displayed on the diagram, but the maximum number of indicators is 7. Click the metric to hide it.

Data table

The table contains quantitative and percentage indicators by traffic sources. Description of metrics can be found below.

Metrics are grouped based on the report settings. Depending on the details of the grouping, the table structure may have nested elements.

For example, if you set "`Group by days, in which to to show Pixels, in which to show* Pixel goals`", the table will display the following data:

Name	Hit	Uniq. hit	Goal value	Value per hit
Total	16	16	2 800	1 325
2022-10-14	1	1	50	50
2022-10-11	15	15	2 750	1 275
#18 Test pixel	2	2	150	75
#17 Online store pixel	6	6	2 200	1 100
view	2	2	200	100
payment	3	3	1 500	500
card	1	1	500	500
#16 Website pixel	4	4	400	100

To add a new metric to the table, hover over the column name and click



. Select a metric from the list. If you want to remove a column, click

.

To move a column to another part of the table, you need to hover over the column name, hold down the left mouse button and drag the column to the desired position.

Name	Send	Delivered	Delivery rate	Uniq. content clicked	Content CTR
Total	8 303 211	7 287 553	87,77 %	2 150 570	29,51 %
2022-11-11	3 270	746	22,81 %	368	49,33 %

Other options:



— switch quantitative metrics to percentages;

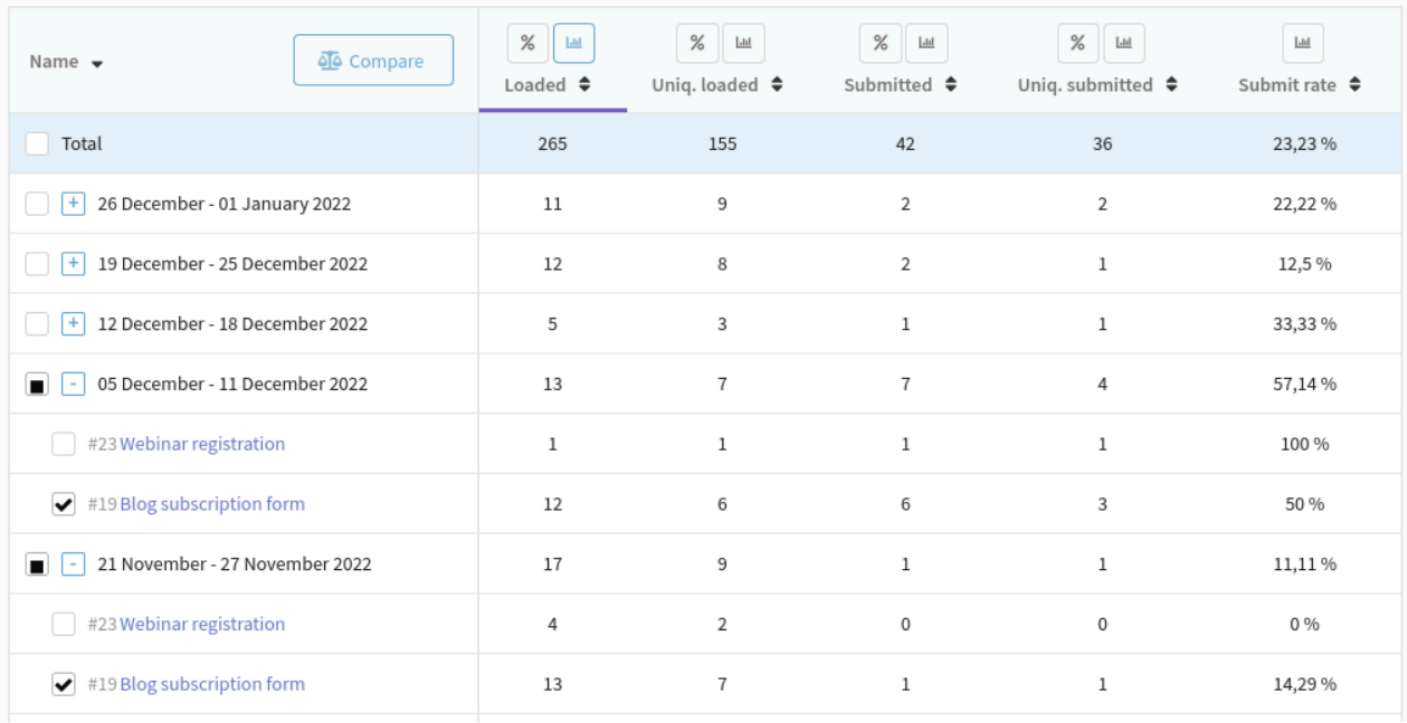


— display a column on a chart.

Comparing data

The comparison mode allows you to see data on several objects at the same time. For example, you can compare the performance of two templates or evaluate the change in campaign metrics from period to period.

To switch to the comparison mode, select the objects in the table that you want to compare. Click “Compare”. It is possible to compare objects at different nesting levels.



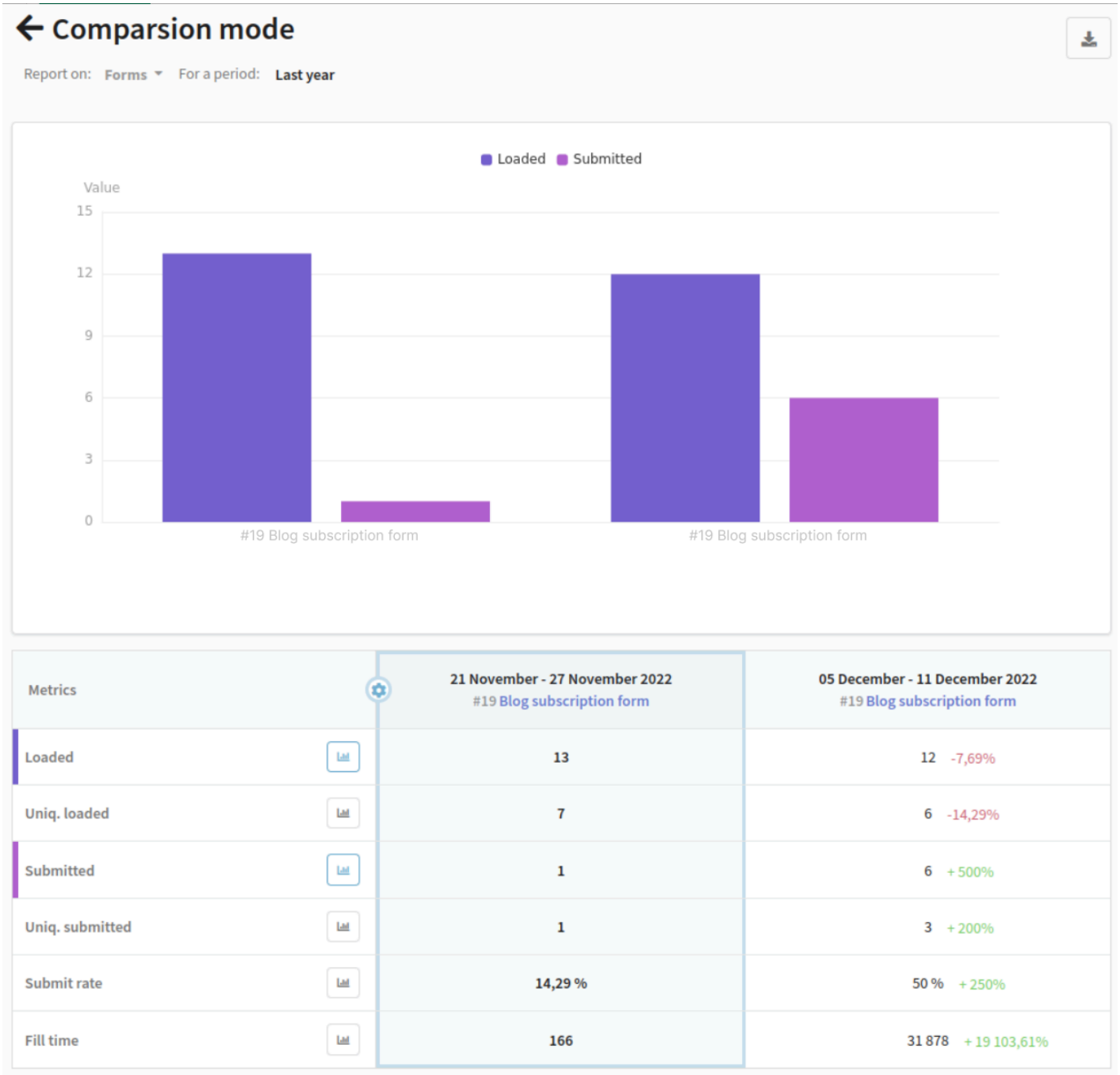
Name	Compare	Loaded	Uniq. loaded	Submitted	Uniq. submitted	Submit rate
Total		265	155	42	36	23,23 %
26 December - 01 January 2022		11	9	2	2	22,22 %
19 December - 25 December 2022		12	8	2	1	12,5 %
12 December - 18 December 2022		5	3	1	1	33,33 %
05 December - 11 December 2022		13	7	7	4	57,14 %
#23 Webinar registration		1	1	1	1	100 %
#19 Blog subscription form		12	6	6	3	50 %
21 November - 27 November 2022		17	9	1	1	11,11 %
#23 Webinar registration		4	2	0	0	0 %
#19 Blog subscription form		13	7	1	1	14,29 %

The comparison mode also contains a chart and a table with metrics. In the diagram, the metrics for each object are grouped together.

The first object in the table is the comparison column. Other objects are compared with this object. The percentage increase or decrease of the metric is calculated relative to this object. To change the comparison column, click



and select a different object.



Metrics	21 November - 27 November 2022 #19 Blog subscription form	05 December - 11 December 2022 #19 Blog subscription form
Loaded	13	12 -7,69%
Uniq. loaded	7	6 -14,29%
Submitted	1	6 + 500%
Uniq. submitted	1	3 + 200%
Submit rate	14,29 %	50 % + 250%
Fill time	166	31 878 + 19 103,61%

To go back to the general mode, click ← Comparison mode.

INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Report metrics

Report by	Metric	Description
Channels	Opened	The number of messages opened by profiles.
	Uniq. opened	The number of unique message opens. If the same profile opens a message multiple times, only one unique open is counted.
	Unsubscribed	The number of unsubscribes from resources in all channels.
	Subscribed	The number of subscriptions to resources in all channels.
	Confirmed	The number of clicks on the confirmation link (link with the `confirm-link` attribute).
	Hit	The number of clicks on a link within a message.
	Uniq. hit	The number of unique clicks on a link in messages. If the same profile opens a message multiple times, only one unique hit is counted.
Pixels	Hit	The number of goals registered by pixels.
	Uniq. hit	The number of unique goal registrations. If a target is registered multiple times for the same profile, only one unique hit is recorded.
	Goal value	The sum of the values of all goals registered by the pixels.
	Value per hit	(Goal value / Hit) * 100%
Forms	Loaded	The number of times the form page was loaded.
	Uniq. loaded	The number of times the form page was loaded by a profile. If the same profile loads the form multiple times, only one unique load is logged.
	Submitted	The number of successfully submitted forms.
	Uniq. submitted	The number of unique submissions. If one profile submits the form multiple times, one unique posting is recorded.
	Submit rate	(Uniq. submitted / Uniq. loaded) * 100%
	Fill time	Duration of interaction with forms (in seconds). The time spent by each profile filling out the form is summed up.

Report by	Metric	Description
Pop-ups	Hits to targeting	The number of times the conditions for the popup to appear, specified in the trigger, were met. However, the popup might not be shown to the user due to tag limits specified in the "Activation settings" and "Limits" blocks.
	Shows	The number of times the popup has been shown to users.
	Uniq. shows	If a popup is shown to a user multiple times within the same session, only one unique show is recorded.
	Uniq. CTA	The number of clicks as long as there are no fills, or the number of fills if there have been any.
	Closed	The number of clicks on the close button (closeButton).
	Uniq. closed	If a user closes a popup multiple times within the same session, one unique closure is recorded.

Cohorts report

Cohorts report

Description

A cohort in Altcraft analytics is a group of subscriber profiles from a specific database imported at the same time period. This type of panel data empowers you with over time customer behavior statistics. You can use it to define how different groups of subscribers - from different lead providers for instance - interact with your marketing services and thus measure the real impact of lead sources.

> **TIP**
>
> **You can predict efficiency of future or recent marketing actions comparing cohorts and actions dates.**

Subscribers are divided into groups, which behavior is analyzed, in this report.

Comparing different subscriber cohorts you can retrieve actionable data on your lead engagement campaigns to predict future impact and improve your customer engagement strategy.

Another option is to analyze activity rate of customer profiles from one database, imported at different time ranges, to get insights on how minor marketing changes affect over time profile activity - especially changes that have no instant impact but affect longitudinal statistics.

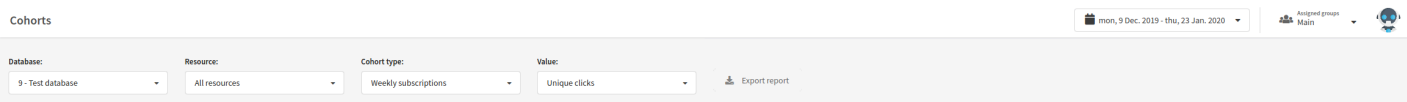
Managing cohorts

Diagram

> **TIP**
>
> **Start working with cohorts from selecting time period, database, resource, cohort type, and its value.**

Cohorts report can track changes in subscribers groups by next values:

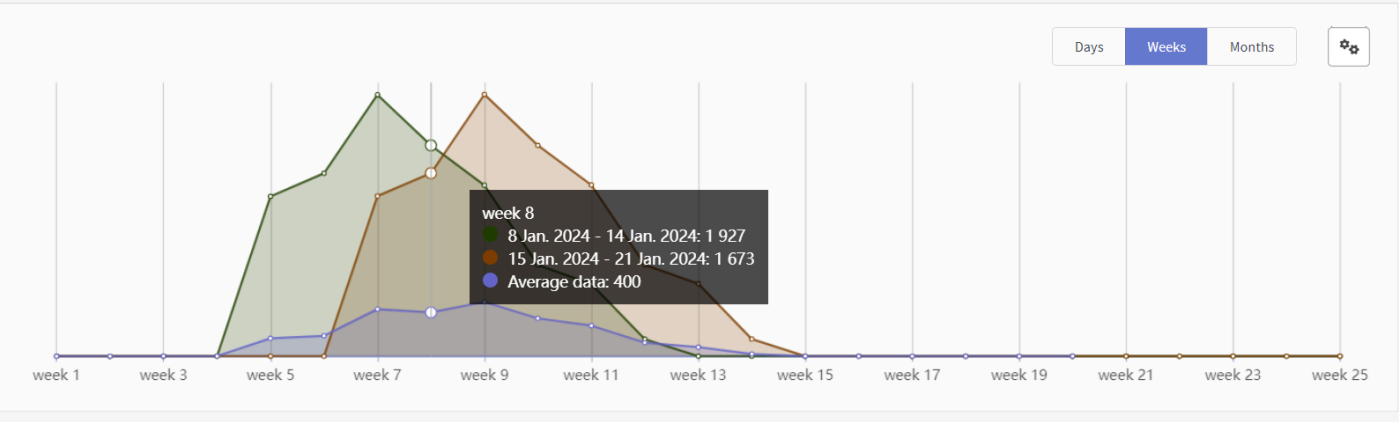
- **Unique clicks**
- **Unique opens**
- **Unique clicks to unique opens**
- **Unique opens to sends**
- **Unique clicks to sends**



Cohort consists of subscribers within certain period of time (week or month).

Cohorts in diagram can be grouped by days, weeks or months.

When you place cursor on the diagram, list of appropriate information will appear.



TIP

Cohorts report can be downloaded in XLS or CSV formats.

Table

The following information is displayed in the table: amount of actions selected in Value menu, and average result.

Cohorts / Intervals	week 5	week 6	week 7	week 8
1 Jan. 2024 - 7 Jan. 2024	0	0	0	0
8 Jan. 2024 - 14 Jan. 2024	1 461	1 672	2 390	1 927
15 Jan. 2024 - 21 Jan. 2024	0	0	1 464	1 673
22 Jan. 2024 - 28 Jan. 2024	3	1	3	0
29 Jan. 2024 - 4 Feb. 2024	0	0	0	0

INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Lifetime report

Lifetime report

Description

Customer lifetime report is an accurate tool to analyze customer cohorts lifetime. Lifetime here indicates client message activities like opens or link clicks.

Graph columns represent average subscriber activity time for the specified subscribers cohort.

- **A maximum clicks per day amount for a cohort is retrieved.**
- **Then all other days results are divided by this maximum number. Thus relative value for each day is retrieved.**
- **Then the relative results are summed to form an average customer lifetime, measured in days.**
- **If a day's result is less than 5% of a cohort maximum it will be skipped.**

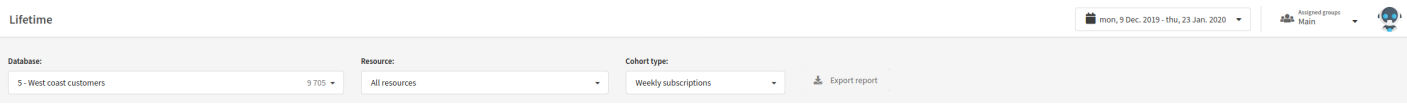
Cohort activity values in lifetime report table represent a relation between a specific time period and the period of maximum activity.

General settings

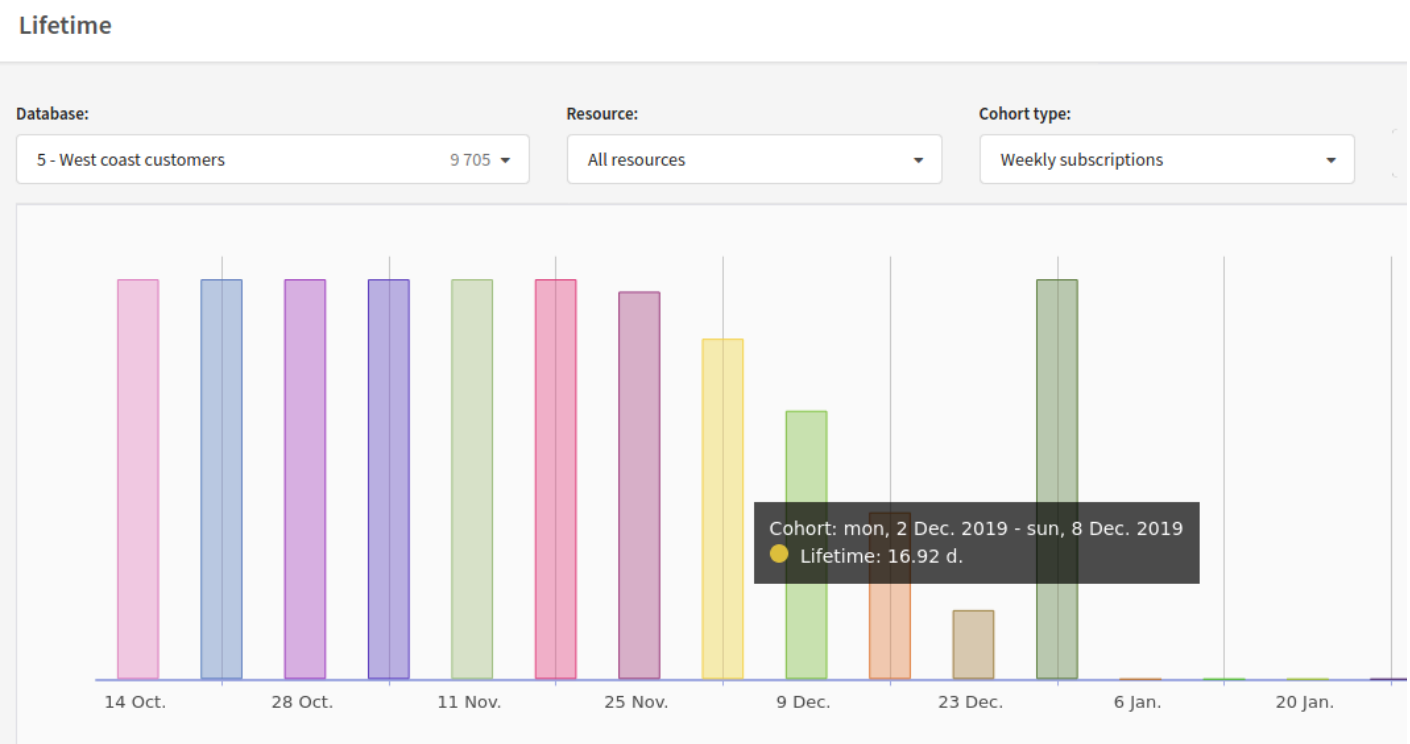
To calculate certain cohort lifetime, select database first.

After this, you can select resource. Also, you can select no resource, and lifetime report will be counted for all resources.

You can also select cohort size - monthly or weekly.



In cohorts columns, you can see sequence of decreasing clicks amount by each week and decreasing interest to sent messages.



INFO

To the right of the settings is the Export report button, with which you can download data in XLSX or CSV format.

Table

You can see ratio of clicks amount in one cohort to general amount of subscribers in cohort in the table.

Cohorts / Intervals	week 1	week 2	week 3	week 4	week 5	week 6
9 Dec. 2019 - 15 Dec. 2019	39.17%	100.00%	84.73%	0%	0%	0%
16 Dec. 2019 - 22 Dec. 2019	39.17%	100.00%	0%	0%	0%	0%
23 Dec. 2019 - 29 Dec. 2019	100.00%	0%	0%	0%	0%	0%
30 Dec. 2019 - 5 Jan. 2020	39.17%	100.00%	84.73%	36.28%	0%	0%
6 Jan. 2020 - 12 Jan. 2020	0%	0%	0%	0%	0%	0%
13 Jan. 2020 - 19 Jan. 2020	0%	0%	0%	0%	0%	0%

INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Funnels report

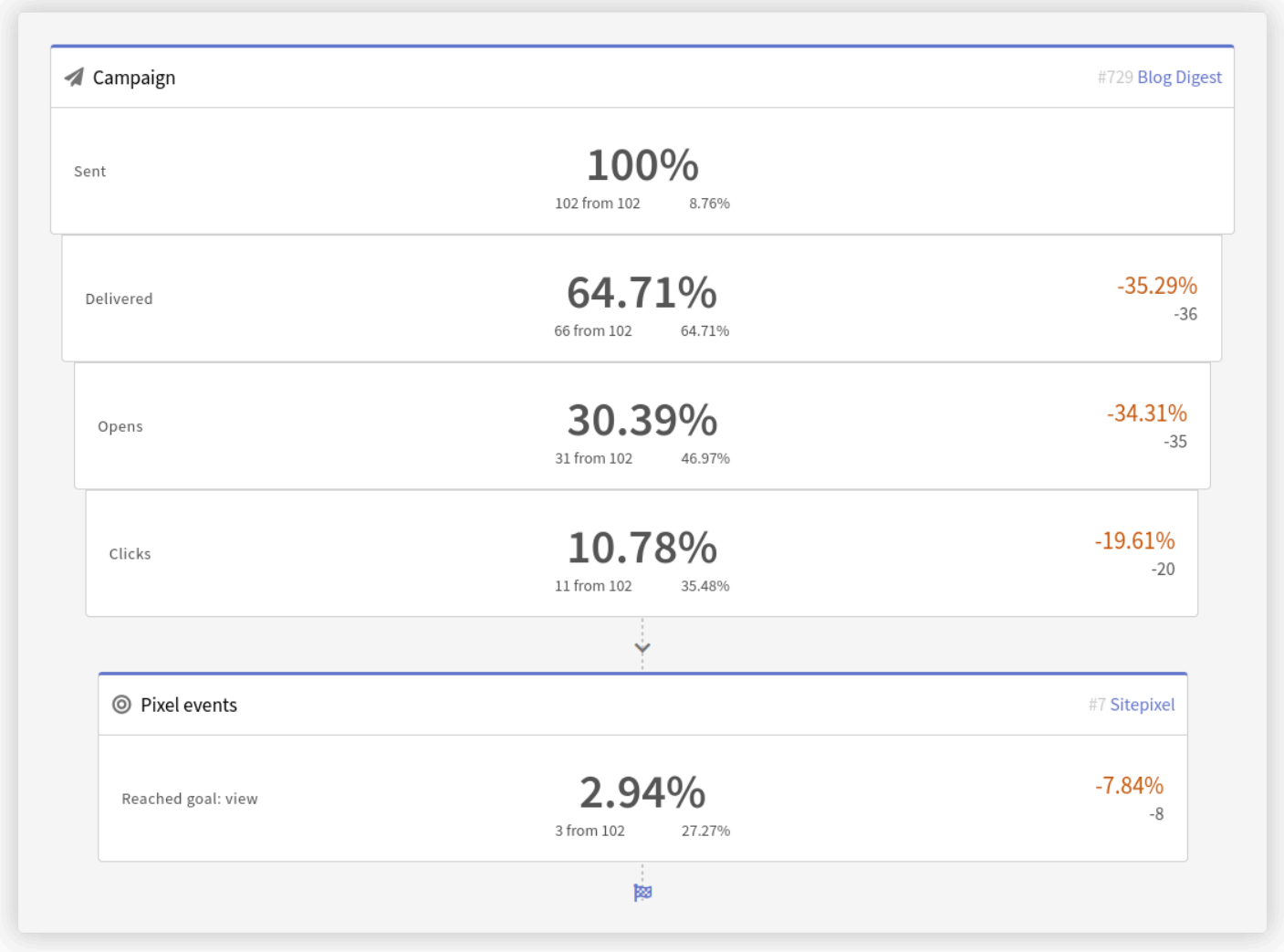
Funnels report

Description

Conversion funnel is a term that describes customers quantity changes as they go through the whole transformation process from website visitors to buyers or subscribers.

From the start number, only some part of the audience will go to registration form, and less of them will become real buyers. Graphic display of this process is similar to the funnel.

Using a variety of available conversion funnel steps you won't miss a part of your customers' journey in need of improvement. You can also detect steps where conversion rate is high and perform appropriate actions.



What can be conversion funnel used for?

Conversion funnels can become your trusted providers of actionable marketing analytics. Each funnel step shows a a number of profiles engaged in a certain activity (profile import, message reads and link clicks, web page visits or purchases) in relation to the previous step. Analyzing conversion funnel can help you to understand reasons for unsubscribing and test key elements of the previous page.Using a variety of available conversion funnel steps you won't miss a part of your customers' journey in need of improvement. You can as well detect steps where conversion rate is high and act accordingly and precisely upon this data.

Calculation of the conversion period

Since the funnel report collects data from different sources, the calculation can take a long time in some cases. To optimize the process of working with the report, the date periods for it are calculated and stored in the platform.

In the menu, select a ready-made report and the time period you are interested in. You can also add a new reportdate range or recalculate the current one.

The following buttons can be found on the right side:



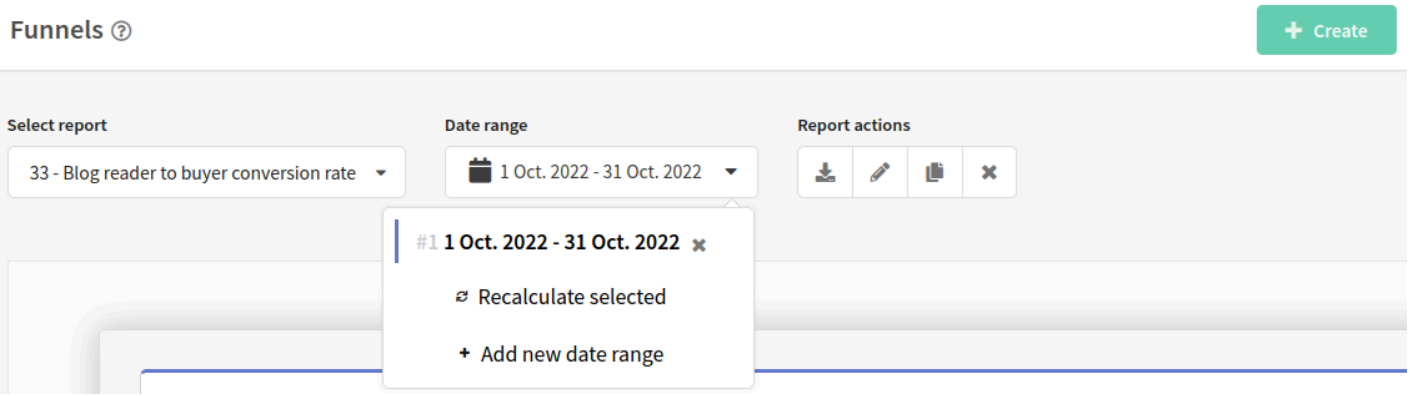
****Export report** —**



****Edit report** — modify the report;**



****Clone report** — duplicate the report**



How to create a funnel?

To add a new conversion report, click Create in the top right corner of the page.

General settings

Enter the name and description of the new funnel, and select the database that stores the data of the customer audience you are interested in.

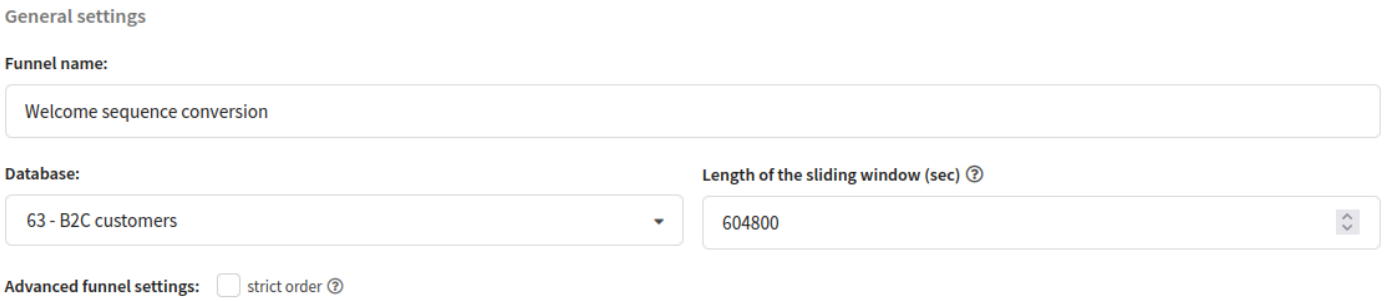
Next, specify the length of the sliding window. This is the time period between the first and last conditions in the funnel. The period is specified in seconds and defaults to 604800 seconds (7 days).

For example, you leave the default length of the sliding window (604800 seconds) and add the following steps to the funnel: *Template #1 delivered → Template #1 opened → Achievement of the "purchase" goal*. In this case, the first condition will be met when the message is delivered to the profile, and the last condition will be met when the profile activates the pixel by his actions. The profile will get to the last step of the funnel only if no more than 7 days pass from the moment the message is delivered to the moment the pixel is activated. At the same time, the order of actions specified in the funnel should be preserved.

TIP

30 days — 2592000 seconds
14 days — 1209600 seconds

1 day — 86400 seconds
1 hour — 3600 seconds



Additionally, you can enable strict order in the funnel. This setting does not allow other events to intervene in the given sequence.

For example, you are building a funnel: *Campaign #1 delivered* → *Campaign #1 opened* → *Achievement of the "purchase" goal.* If between the second and third steps the platform recorded another event in the profile history, the profile will not proceed to the third step.

Use a strict order if it is important to you that the profile perform a strict sequence of actions in a short period of time.

Building a funnel

The following blocks can be used in custom order in funnels:

- **Information by segment**
- **Information by template actions**
- **Information by campaign actions**
- **Information by goals reached**
- **Information by subscriptions**

CAUTION

The funnel counts the number of profiles, not the number of events. For example, if the platform recorded two profile clicks on a template, the funnel will only show one profile at that step.

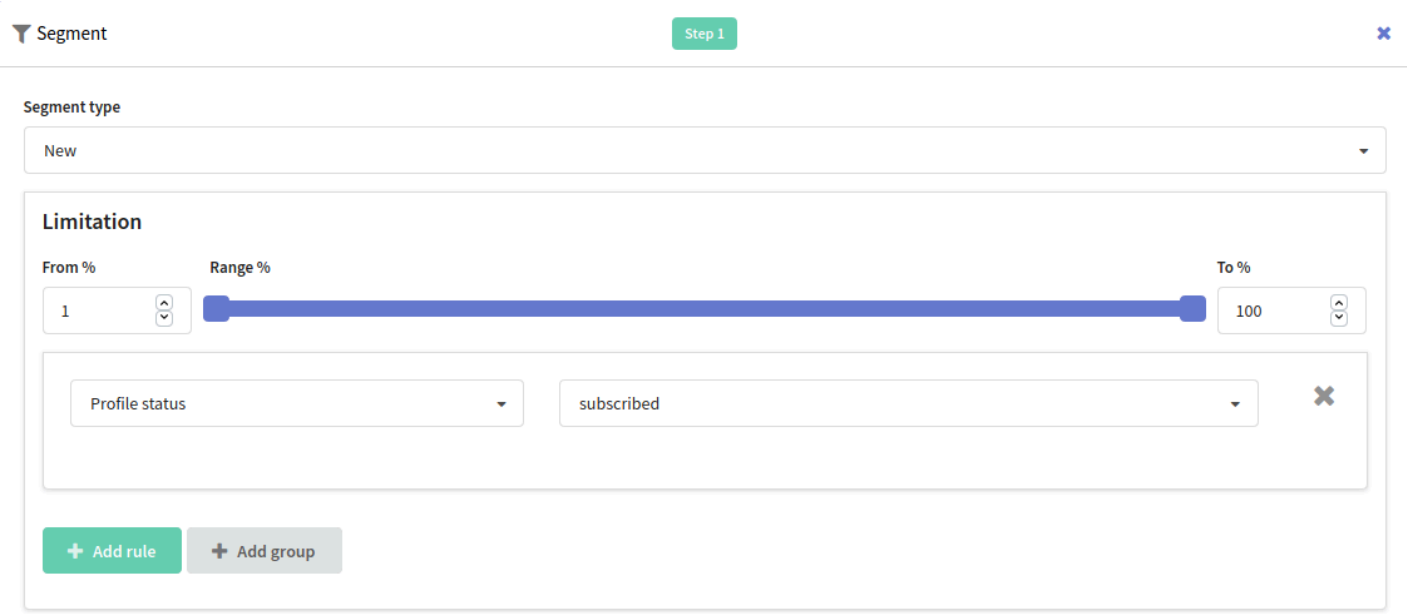
Add a step: segment

A segment as a funnel condition can only be added in the first step. This allows you to narrow the selection of profiles observed in the funnel.

To get information about segment, you need to select segment type (new or existing) → select amount of profiles in the selection, which can be fixed number or range → add rule or rules group:

- **"AND" condition — subscribers that fit all rules and rules groups in query, will be selected.**
- **"OR" condition — subscribers that fit at least one rule or rules group, will be selected.**

→ find necessary segment. After this, you can add one more rule or rules group, or go to the next step.



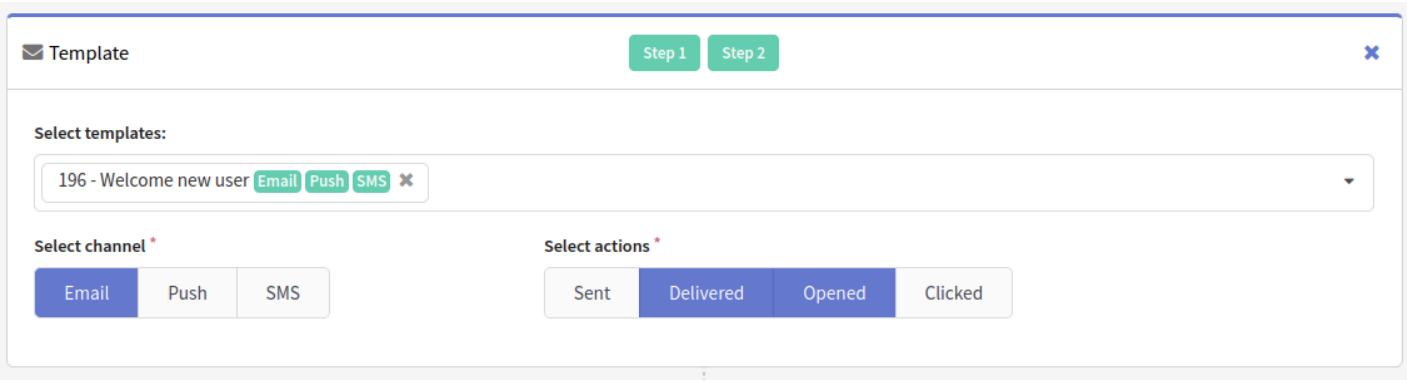
CAUTION

“Segment” step does not use selected time period for selection. It works only as filter.

Add a step: template

This block shows amount of profiles which performed selected actions in selected actions.

To get information about actions in the template, select “Add a step: template” from the options → select the template → select communication channel or channels (email; push; sms) → select action or actions in message, that you want to get information about. If you select several actions, amount of steps will be increased.



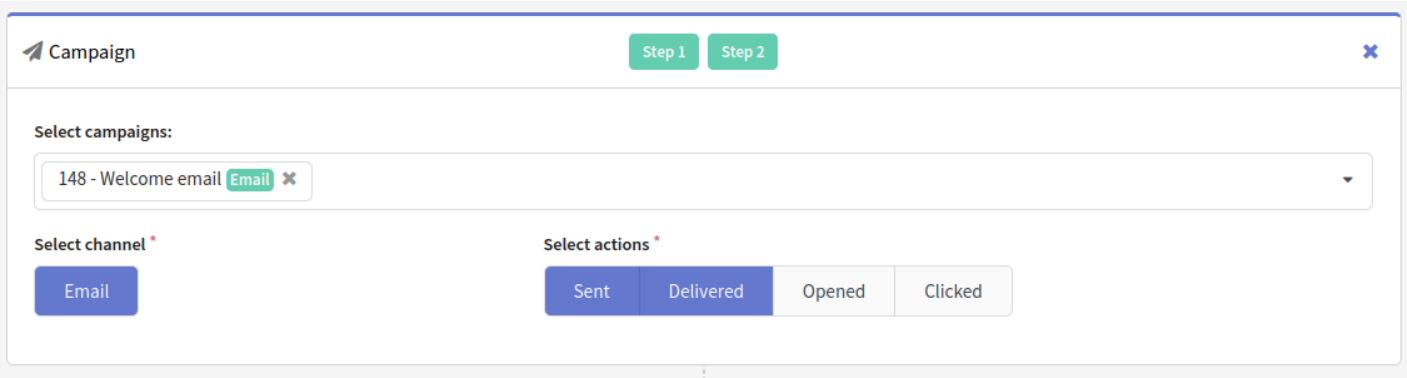
CAUTION

If a click event is registered in the SMS channel but there is no delivery event, the delivery event will be automatically generated — 100 milliseconds before the click event.

Add a step: campaigns

This blocks allows you to count profiles by amount of certain actions by selected channels in the campaign.

To get information by campaigns, select the campaign → ** select** action or actions in message,** that you want to get information about. If you select several actions, amount of steps will be increased.**



CAUTION

If a click event is registered in the SMS channel but there is no delivery event, the delivery event will be automatically generated — 100 milliseconds before the click event.

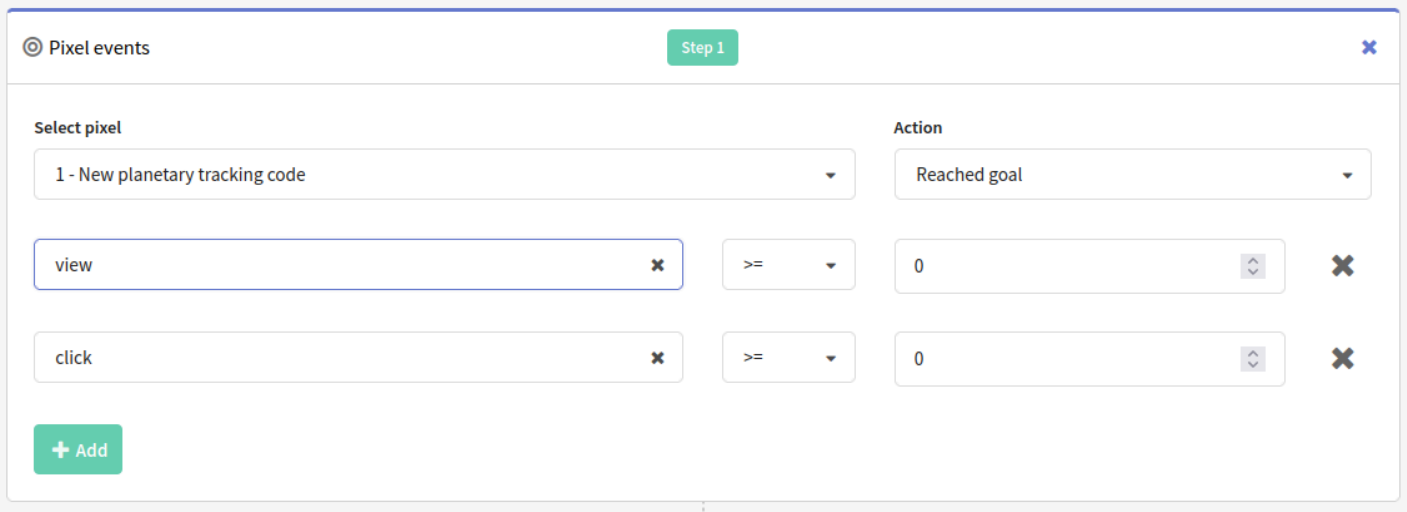
Add a step: goal reached

This block shows amount of subscribers that reached pixel goal or performed target actions. Available events:

- **pixel visit — any event of a selected pixel;**
- **reached goal — an event that a client achieves one or more goals.**

To get information about the number of subscriber who reached a certain goal, you need to select a pixel for a certain event, select a goal and its value. Next, specify the pixel value that must be fixed for the profile to get to this funnel step. The following comparison operators are available:

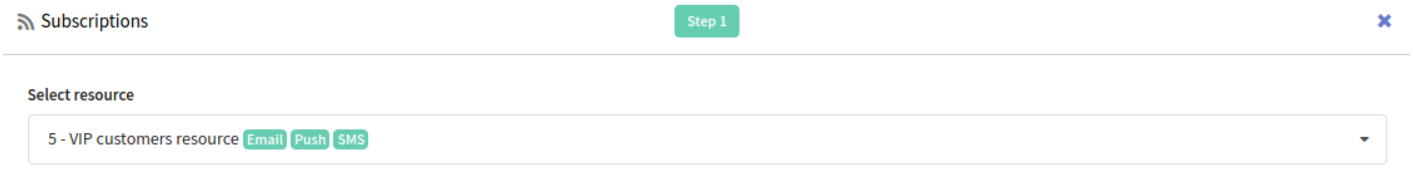
- **more or equal**
- **less or equal**
- **more**
- **less**
- **equals**



Add a step: subscriptions

This block shows information about profiles who subscribed to any channel of a certain resource. Information about subscriptions gives subscriptions quantity.

To get information about completed subscriptions amount, select the resource.



INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Goals report

Goals report

Description

Goals report are a report of how your clients have completed targeted actions and the value of taking them. In other words, goals report displays amount of pixels activated by website visitors depending on goals defined.

Goals can be attached to customer profiles using such Altcraft tools as:

- **Tracking pixel scripts hosted on site pages and other resources**
- **Node “Goal registration” in scenario workflow**
- **Goal Registration API**

> **INFO**
>
> **The report automatically adds up the value of actions with positive and negative values and displays it as a “Profit” indicator.**

Managing report

At the top of the page, select the period for generating the report.

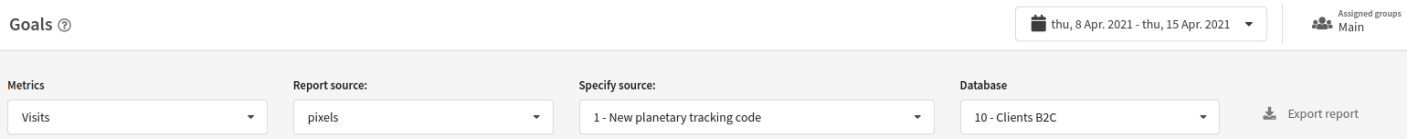
In goals report, you can select Report source and Metrics.

There are two available metrics:

- **visits — how many goal actions the user performed;**
- **profit — the sum of the action value.**

The report sources:

- **pixels — analytics for pixels for which goals are registered;**
- **goals — analytics for goals registered for different pixels.**



You can specify the source: select a pixel or goal to analyze. When choosing a specific pixel or goal, you can also specify Profiles Database — for well-known clients:

> **INFO**
>
> **You can download the resulting report in MS Excel and CSV format by clicking the Export report button.**

Profit dynamics and goals achievement

The goal report graph shows the total number of visits as well as the total profit from the actions performed.

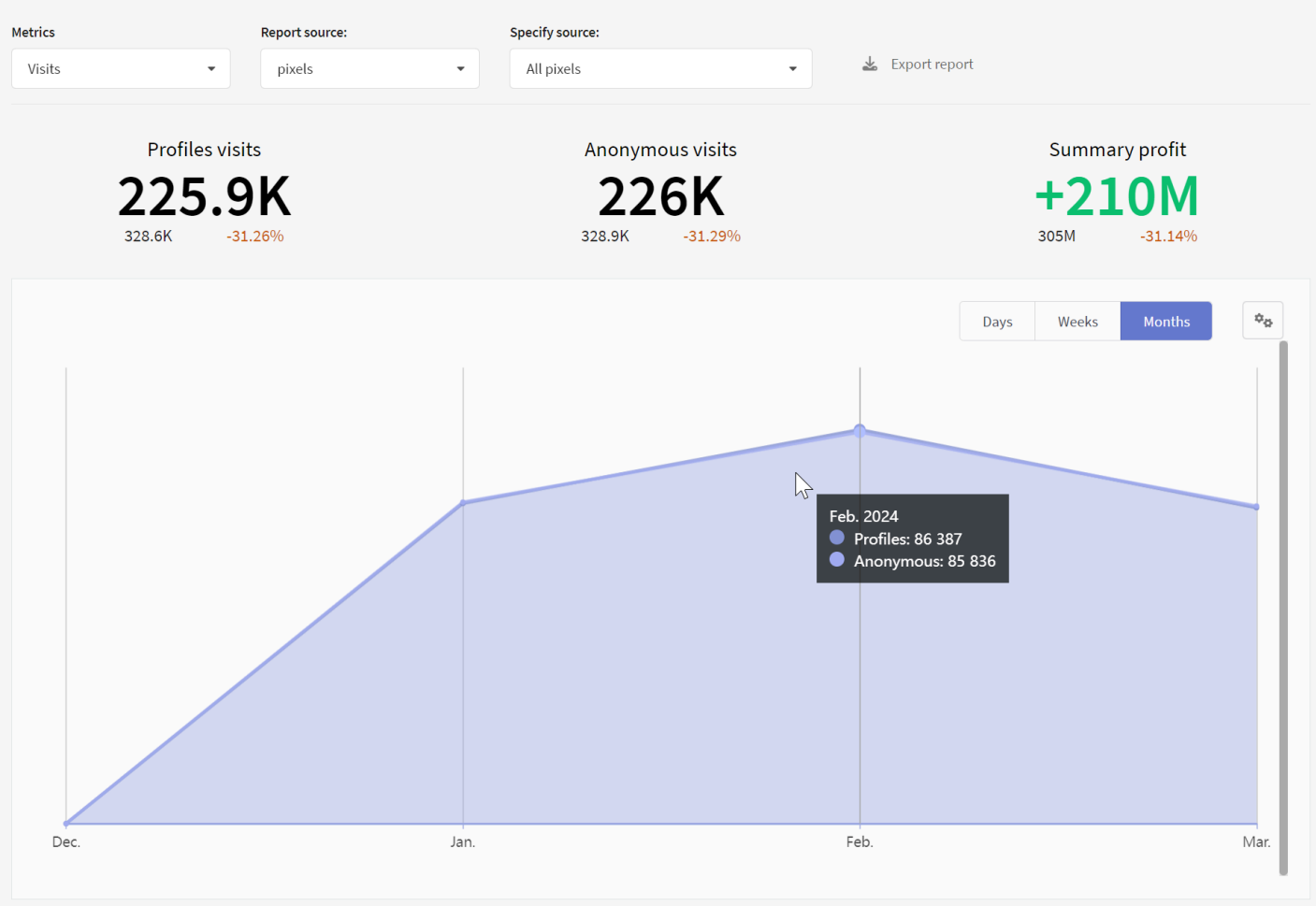
Profile visits give information about pixel activation by subscribers from databases. Anonymous visits give information about customers not from databases.

> **INFO**
>
> **Goals can be registered for clients whose contact and personal information you do not yet have. Such events are called anonymous. Altcraft distinguishes them from each other based on connection data (cookies). If a client later registers using the same browser, their data is added to the already existing profile.**

Using pixel, you can register certain income or another value at the moment of page visit or completing a goal. Summary number of anonymous and profiles visits is summary profit.

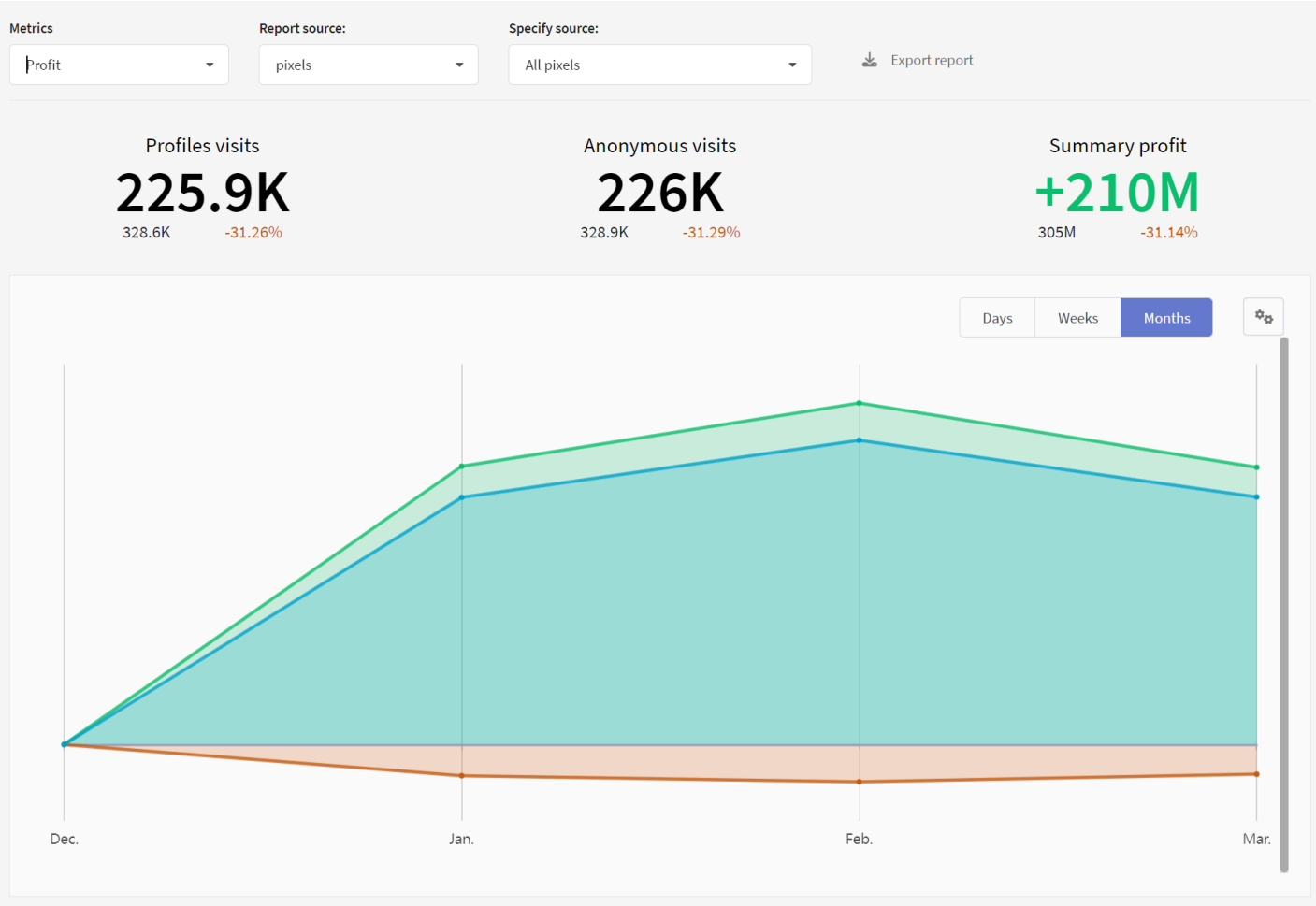
Visits metric

If you select Visits metric, on the graph you can see such information as the number of profiles visits and the number of anonymous visits.



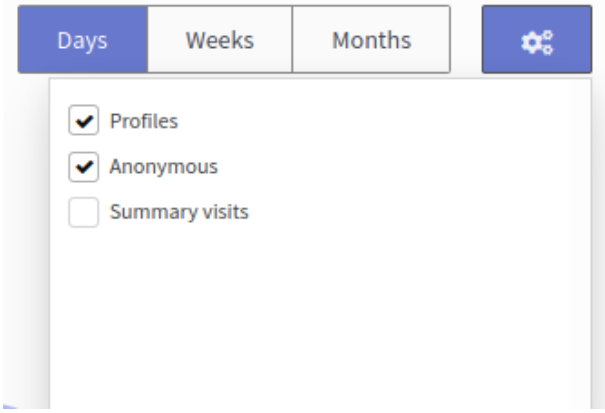
Profit Metric

If you select Profit metric, on the graph you can see such information as summary income, summary expenses and summary profit.



The graph is built by days, weeks or months of the report period. Using the button

, you can remove unnecessary indicators from the chart or, conversely, add them.

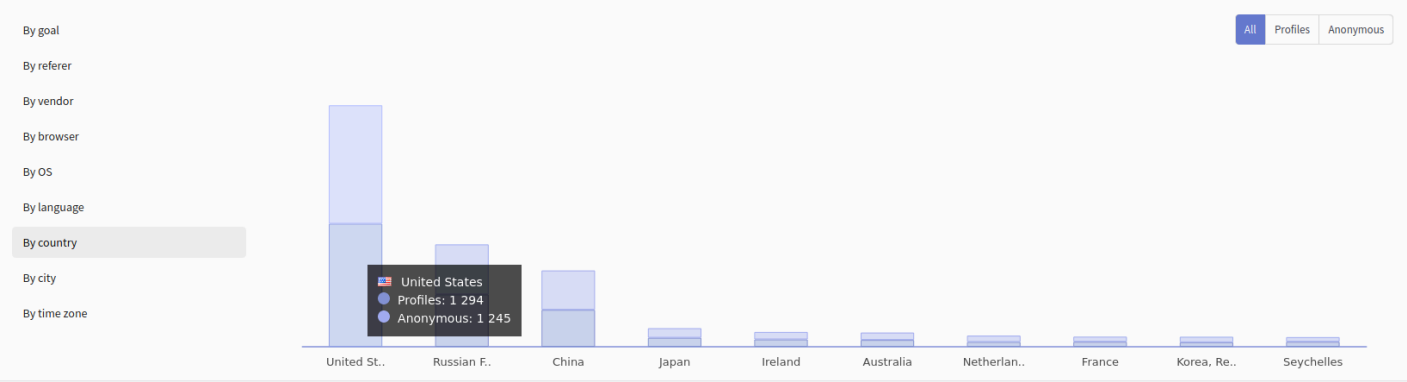


Analytical report slices

When registering a goal action, Altcraft collects information about the device used by the client, as well as about the network connection and referer. Based on this data, you can additionally group the resulting audience:

- **By goal**
- **By referer**
- **By vendor**
- **By browser**
- **By OS**
- **By language**

- **By country**
- **By city**
- **By time zone**



Report indicators

The table at the bottom of the page contains a summary of the report based on the settings, slicers, and metrics you selected. It is this data that will be uploaded during export. Click



to add columns to the table or hide unnecessary ones:

Profiles	Anonymous	Profiles income	Anonymous income	Profiles expenses	Anonymous expenses	Profiles profit	Anonymous profit	Summary income
68	74	11 411.2	13 017.5	-7 801.9	-3 447.5	3 609.3	9 570	24 428.7
26	24	4 404.2	3 604.3	-3 400.7	-1 223.5	1 003.5	2 380.8	8 008.5
21	28	3 803.4	2 605.3	-1 600.3	-2 201.1	2 203.1	404.2	6 408.7
35	27	4 003	5 206.6	-2 801.4	-1 600.3	1 201.6	3 606.3	9 209.6
27	33	2 805.4	9 005.5	-3 046.3	-1 600.8	-240.9	7 404.7	11 810.9
346	367	66 658.3	56 667.3	-26 699.4	-29 770.1	39 958.9	26 897.2	123 325.6
39	40	6 607.8	5 206.1	-2 224	-3 601.3	4 383.8	1 604.8	11 813.9
30	34	5 604.8	5 006	-1 400.7	-2 600.8	4 204.1	2 405.2	10 610.8
31	40	4 003.5	6 607.8	-2 424.1	-3 401.2	1 579.4	3 206.6	10 611.3
15	32	3 600.8	4 205.1	-1 000.5	-1 600.8	2 600.3	2 604.3	7 805.9
2 779	**2 837**	**476 868.2**	**450 325.4**	**-233 764**	**-227 302.1**	**243 104.2**	**223 023.3**	**927 193.6**

INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Audience growth report

Audience growth report

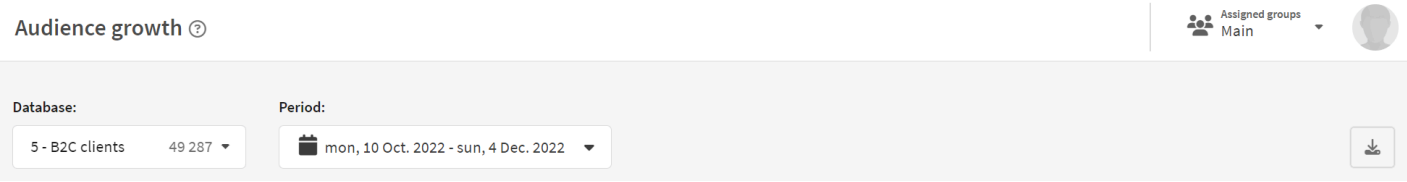
Description

The audience growth report allows you to track the increase in the number of profiles in your database. This report only records events of new subscriber profile additions and does not account for unsubscribes or deletions.

Report settings

At the top of the page, select the period for generating the report.

By default, the report is generated for all available profile databases. You can use the dropdown menu to select a specific client database:

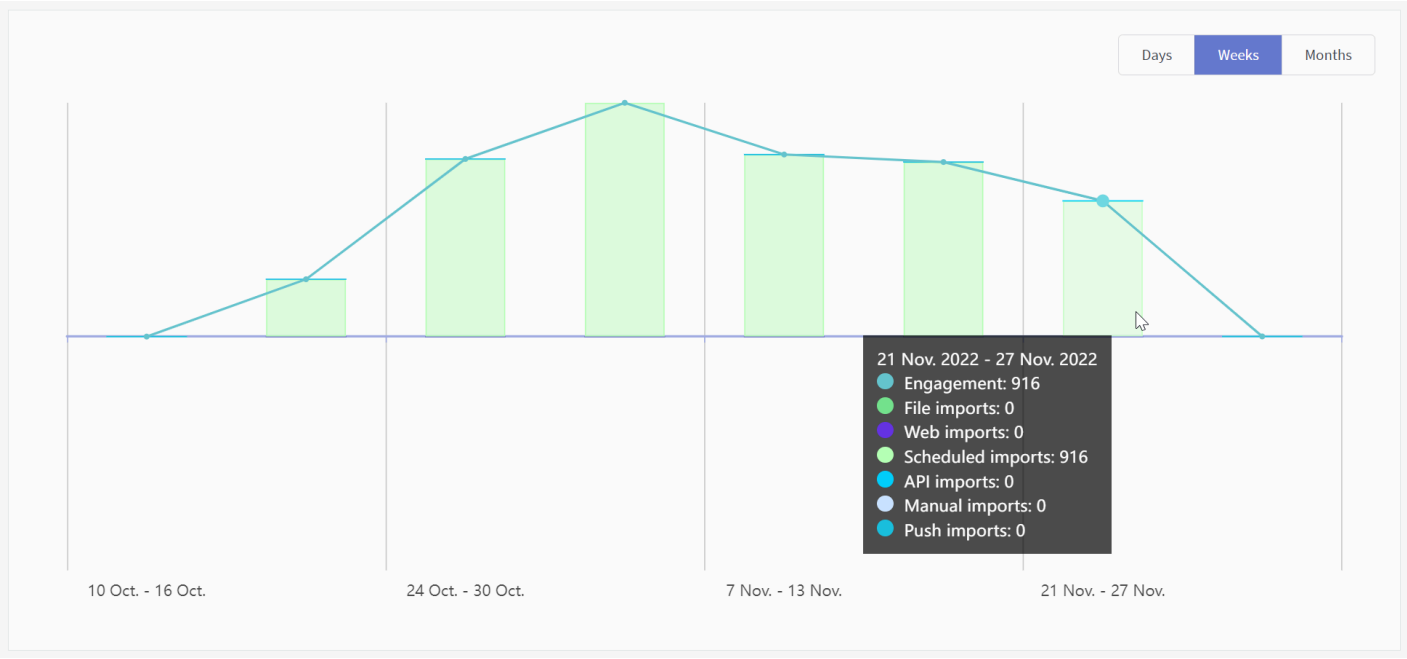


TIP

You can download report in MS Excel or CSV formats.

Growth graph

The visual part of the report displays the dynamics of audience growth. The data can be presented in the form of charts, grouped by days, weeks, or months of the selected period.



Audience dynamics metrics

Audience growth is represented by the following import metrics:

- **Engagements — net increase in the number of profiles in the database (excluding unsubscribes or other factors that reduce the number of profiles).**
- **File imports — adding multiple profiles from a table file.**
- **Web imports — creating new profiles at the moment of subscribing through the form or pop-up published on the website.**
- **Scheduled imports — creating of new profiles on a schedule from an external SQL database.**
- **API imports — creating new profiles via API.**
- **Manual import — creating profiles through the platform interface.**
- **Push imports — creating anonymous and personal profiles at the moment of subscribing to push channel.**

Date	Engagement	File imports	Web imports	Scheduled imports	API imports
28 Nov. 2022 - 4 Dec. 2022	+1	0	1	0	0
21 Nov. 2022 - 27 Nov. 2022	+916	0	0	916	0
14 Nov. 2022 - 20 Nov. 2022	+1 178	0	0	1 178	0
7 Nov. 2022 - 13 Nov. 2022	+1 229	0	0	1 229	0
31 Oct. 2022 - 6 Nov. 2022	+1 578	0	0	1 578	0
24 Oct. 2022 - 30 Oct. 2022	+1 199	0	0	1 199	0
17 Oct. 2022 - 23 Oct. 2022	+387	0	0	387	0
10 Oct. 2022 - 16 Oct. 2022	0	0	0	0	0
Totals:	6 488	**0**	1	6 487	**0**

INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

TIP

Audience growth report displays the increase in the number of profiles in the database. If you need to track changes in the number of subscriptions to a resource, use Traffic report and apply the filter.

Click map report

Click map report

Description

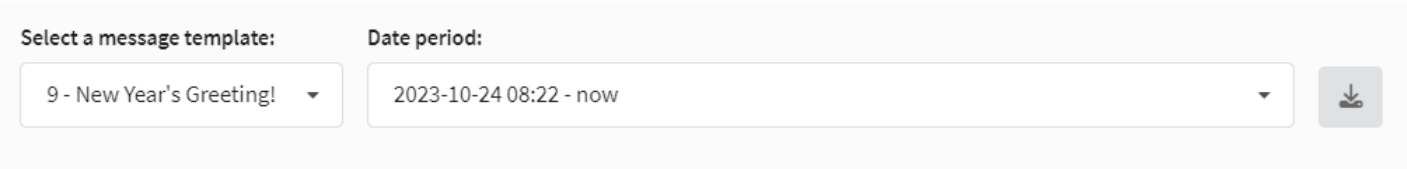
Click map is a report on your customers' clicks on links in a sent Email message. The click map displays only unique clicks on all links of an Email message, including unsubscribe links. The click map helps to determine the quality of the template content and identify the most successful location and design of links.

TIP

It should be noted that the report is based on a template, not on a campaigns. If the template was used in several companies, the data will be summarized.

Managing click map

To start working on click map report, you need to select the template that you want to analyze. If you have changed the message, for example, for different campaigns, select the required version from the drop-down menu Date period:



TIP

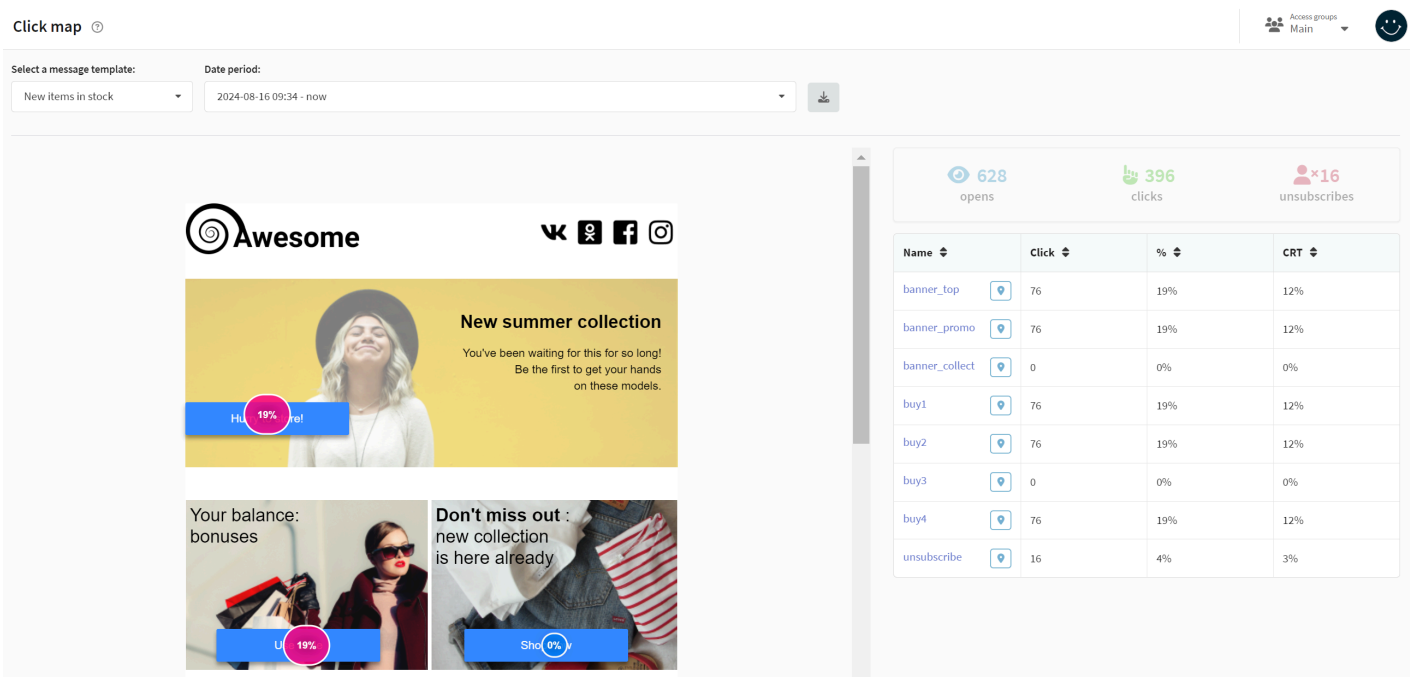
You can download the resulting report in MS Excel and CSV format by clicking the Export report button.

Click map report displays only unique clicks for all links in email message, including unsubscription links.

Additional information is displayed on the right:

- **The number of unique openings of the template**
- **The total number of unique clicks**
- **The number of unsubscribed customers**

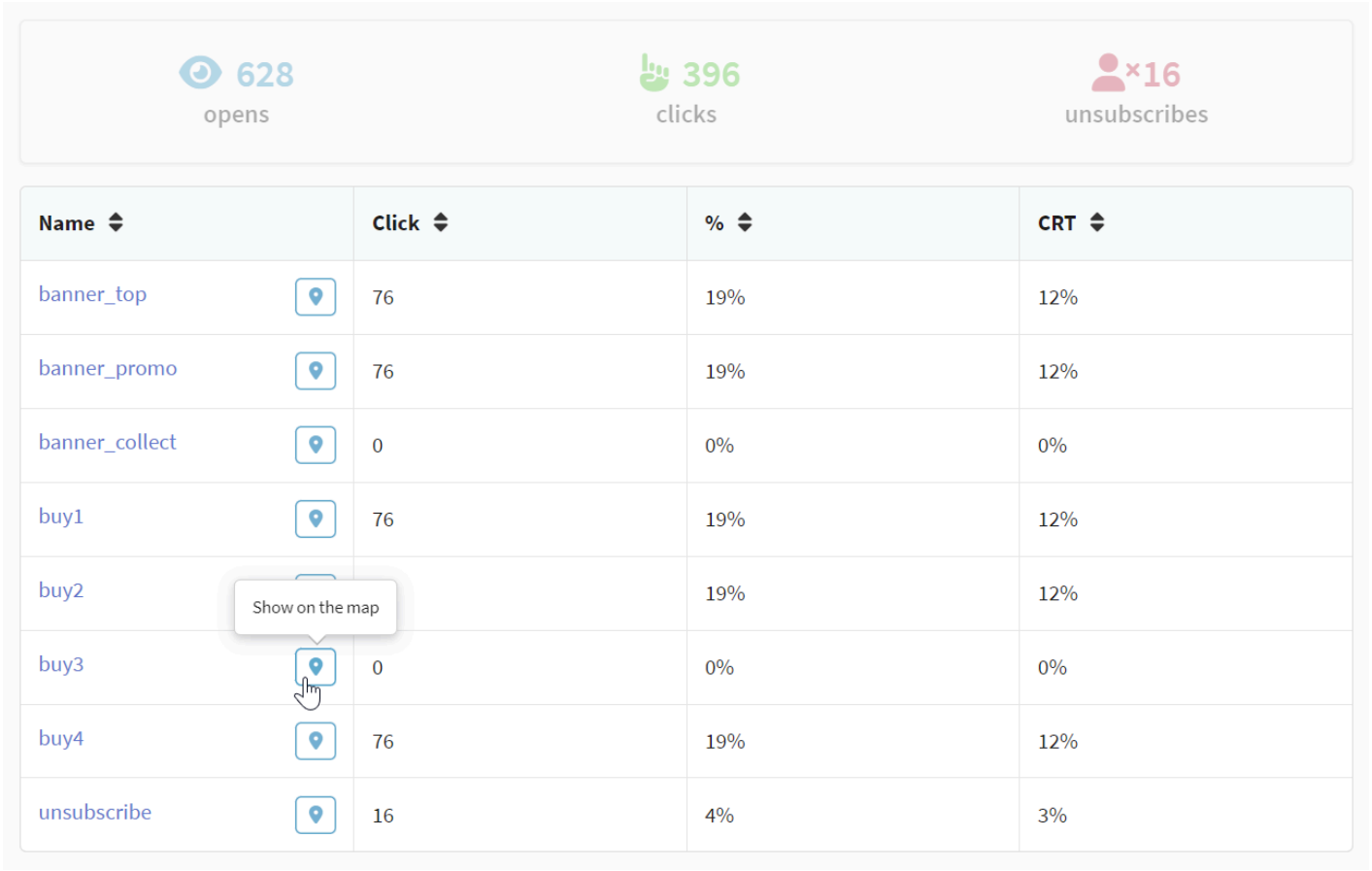
Below is a click chart and a table with the number of clicks on a particular link, percentage of total clicks and CTR for each individual link of the message:



INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

There is a geo-location button next to each link. When you click on it, you are transported to the area of the letter where the link is located.

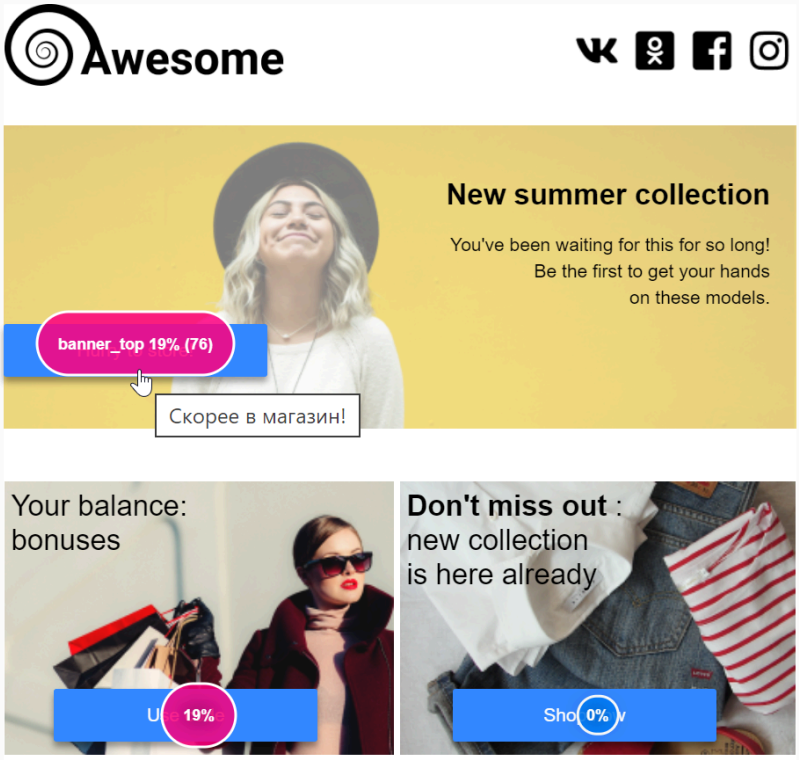


This makes the search for links more convenient, especially if there are a lot of them in the template or you are analyzing a large letter with links scattered around.

Click map

Select a message template: New items in stock

Date period: 2024-08-16 09:34 - now



INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Bounces report

Bounces report

Hard and Soft bounces

In such cases, when the message cannot be delivered to the recipient, the mail server sends back an error message. There are two types of these errors: Hard bounce and Soft bounce.

Hard bounces are server class errors (5xx). Such errors occur in cases, when sending to the mail server is impossible, for example, the email does not exist. If the server returns a Hard bounce error, the platform changes the profile status to “Hard bounced” and adds the email address to the global supression list. As long as the address is in the global supression list, you will not be able to send a message to it. You can remove an address from the global supression list only in the administration panel in the "Supression list " section .

> **CAUTION**
>
> **Email addresses with Hard bounce errors are collected in the supression list located in the administration panel. This should not be confused with the Global suppress list in the user panel.**

Soft bounces are sending client errors (4xx). Unlike Hard bounce, Soft bounce does not affect customer subscription statuses. If a Soft bounce is received, the platform tries to resend the message according to resend rules. If the message cannot be delivered, the platform will record a non-delivery event.

The reasons of Soft bounce can be:

- **Subscriber inbox is full**
- **Letter attachments are too big for subscriber mail server**
- **Email service is temporarily unavailable**

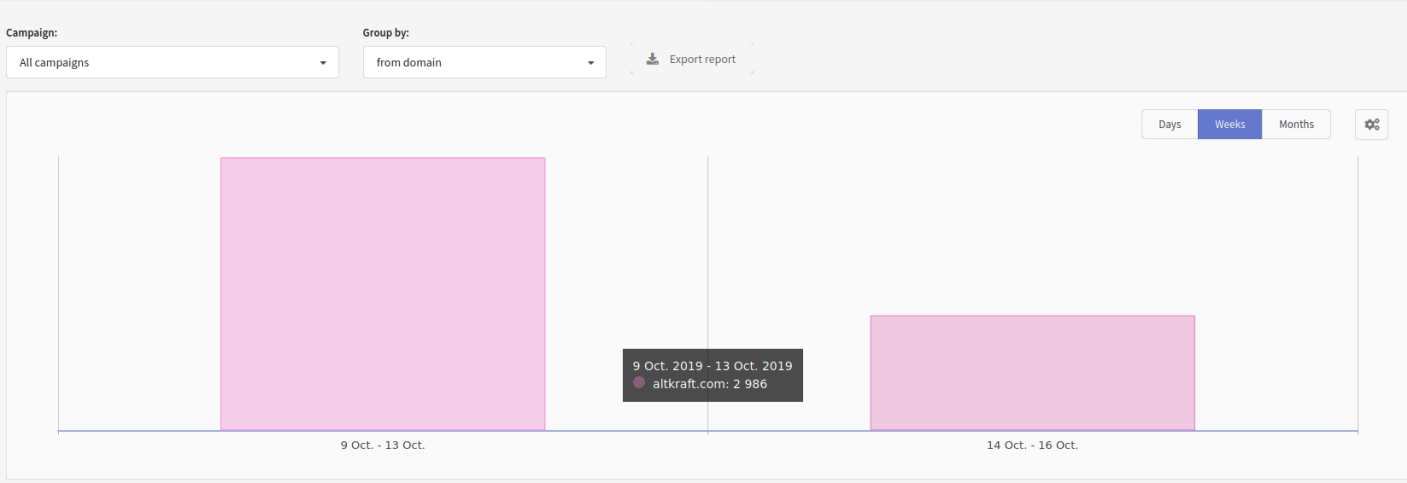
This report will allow you to track the number of Email messages that didn’t get delivered to recipients the first time. In other words, soft bounces are combined in this report.

Report settings

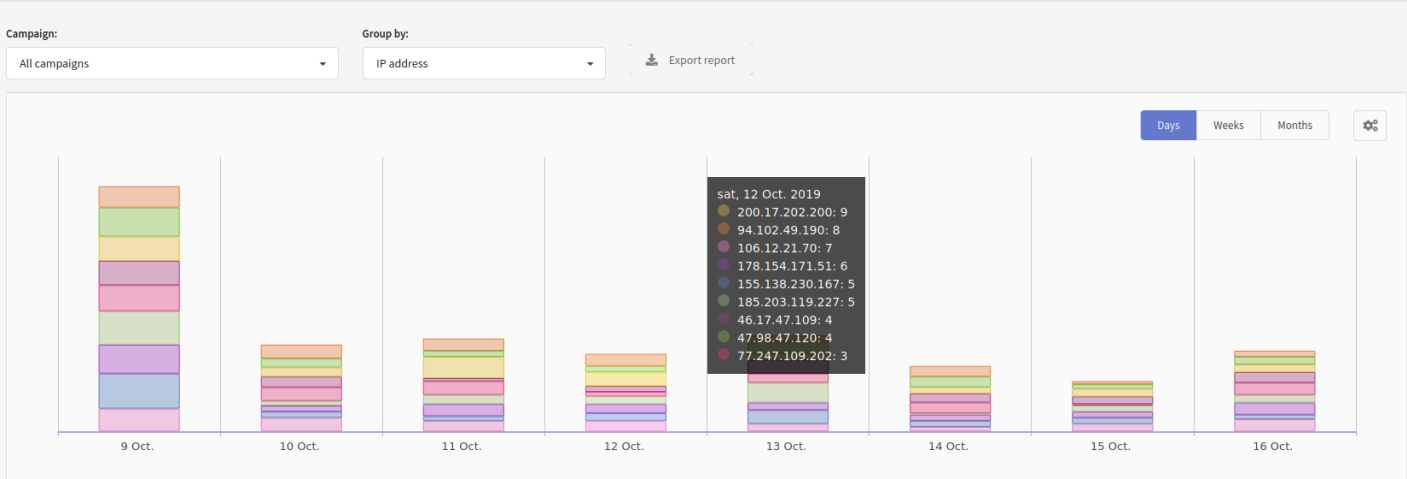
To start working on bounces report, you need to select time period and campaign (or “all campaigns”).

Also, you can use grouping by from domain or IP address that was used for mailing.

Grouping by from domain:



Grouping by IP address



INFO

You can download the resulting report in MS Excel and CSV format by clicking the Export report button.

Table

The following information is displayed in the table:

- **email domain that was used for sending campaigns;**
- **bounce text (reply from provider about customer email temporary unavailable);**
- **amount - number of message bounces if one message was sent several times.**

Group by	Bounce text	To domain	Amount
95.163.255.37	Your message was temporarily def..	wikipedia.org	4
94.102.49.190	This response is sent when the m..	ft.com	3
106.12.105.45	Your message was temporarily def..	ameblo.jp	3
172.104.108.109	Your message was temporarily def..	vk.com	3
185.234.219.238	This kind of response is sent ba..	ustream.tv	3
186.43.201.151	Your message was temporarily def..	com.com	3
134.209.163.72	Your message was not delivered b..	paginegialle.it	3
106.12.105.45	Your message was temporarily def..	vinaora.com	3
62.173.138.240	This response is sent when the m..	tamu.edu	3
200.17.202.200	This response is sent when the m..	tuttocitta.it	3
Totals:			**1 478**

To view the full error message, hover over the bounce text. A list of common soft bounce reasons and their descriptions is provided in the table below:

Bounce text	Description
`421 Message source blocked temporarily. One or more sender authentication rules matched.`	Messages from this sender are temporarily blocked due to a failure to meet email authentication rules. This can occur if the sender did not pass SPF, DKIM, or DMARC verification. The sender's From-domain authentication settings should be checked.
`421 Service Temporarily Unavailable`	The server is temporarily unavailable, potentially due to overload or technical maintenance.
`451 Please try again later`	A temporary issue on the server side, likely due to overload or maintenance.
`451 <<EMAIL>>: Recipient address rejected: Intentional policy rejection, please try again later`	The recipient's email address was rejected based on server policy. This may happen due to incorrect settings on the recipient's side or if the sender was previously marked as spam.
`450 <<EMAIL>>: Sender address rejected: Greylisted for 120 seconds! Please, see <URL>`	The sender's address is temporarily rejected due to greylisting. The server temporarily refuses messages from the sender and expects the sender to retry after the specified time. The platform will automatically retry after 120 seconds. If the issue persists after retrying, the sender's settings should be checked.

INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Undeliveries report

Undeliveries report

Description

Undeliveries report displays information about number of Email, SMS, Push, Telegram Bot, Viber, WhatsApp* messages that could not reach subscribers.

Most recent undelivery reasons are:

Channel	Reasons
Email	**Maximum number of attempts to send message has been reached** **Message has not been sent until end of its lifetime (24 hours)** **Message has been removed from messages queue by user** **Message has been sent to mailbox which does not exists**
SMS	**Study your provider's documentation**
Push	**Invalid push token in a resource subscription**
Telegram Bot	**Invalid chat_id.**
Viber	**Study your provider's documentation (the reasons may vary)**
WhatsApp*	**Study your provider's documentation (the reasons may vary)**
Notify	**Study your provider's documentation (the reasons may vary)**

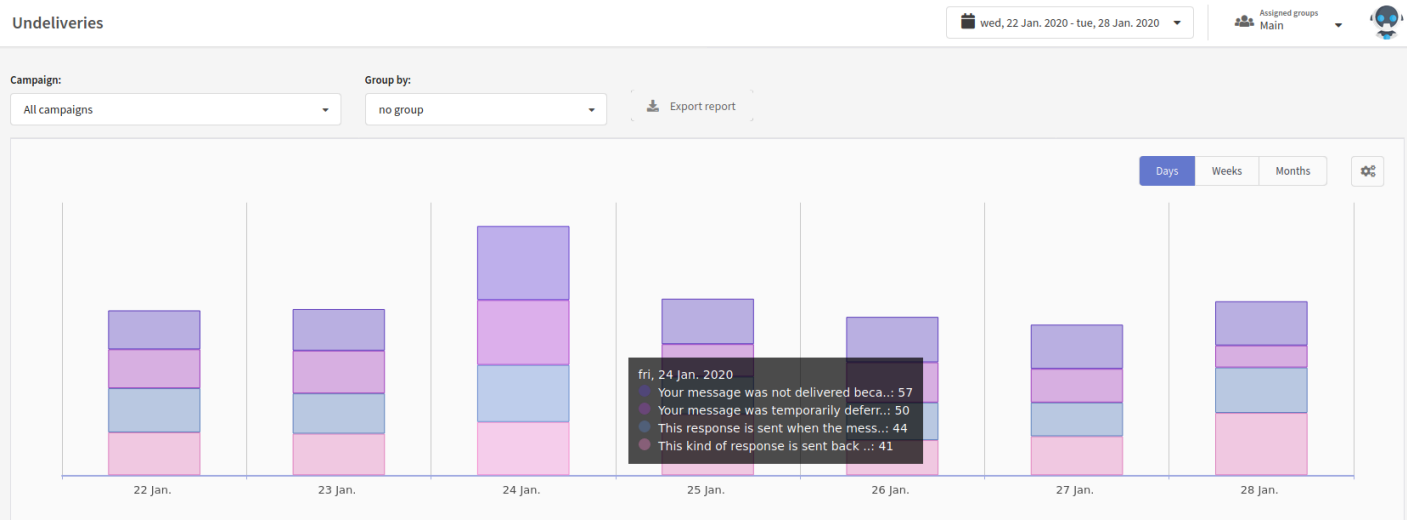
In some cases it's impossible to determine a reason of undelivery. These messages delivery error marked as "undefined".

> **INFO**
>
> **The Altcraft platform allows an inaccuracy of 0.02% when generating reports.**

Report settings

At the top of the page, select the period for the report.

You can group information by one or all campaigns, also you can use grouping by from domain or by IP address which was used for sending.



INFO

You can download the resulting report in MS Excel and CSV format by clicking the Export report button.

Table

The following information is displayed in the table:

- **Group by — selected campaign (or "all campaigns");**
- **To domain — receiving email domain;**
- **Bounce text — message from email provider about temporary unavailability of the recipient mailbox;**
- **Amount — number of replies.**

Group by	To domain	Bounce text	Amount
All campaigns	freewebs.com	Your message was not delivered b..	4
All campaigns	aol.com	Your message was not delivered b..	4
All campaigns	rambler.ru	Your message was not delivered b..	3
All campaigns	furl.net	Your message was temporarily def..	3
All campaigns	scientificamerican.com	Your message was temporarily def..	3
All campaigns	smh.com.au	This response is sent when the m..	3
All campaigns	fotki.com	This kind of response is sent ba..	3
All campaigns	nps.gov	This response is sent when the m..	3
All campaigns	odnoklassniki.ru	This kind of response is sent ba..	3
All campaigns	merriam-webster.com	This response is sent when the m..	3
Totals:			**955**

To view the full error text, hover over the bounce message. Common delivery errors and their descriptions are listed in the table below:

Bounce text	Description
`500 dial tcp <IP4:PORT>-><IP4:PORT>: i/o timeout`	Network issue, failed to connect to the receiving server.
`500 lookup <DOMAIN> on <IP4:PORT>: no such host for domain:<DOMAIN>`	The domain does not exist.
`540 <<EMAIL>>: recipient address rejected: Inactive`	The recipient address exists, but it has been deactivated (e.g., disabled or temporarily suspended). This address may be reactivated later.
`550 relay not permitted`	Incorrect forwarding configuration on the recipient's mailbox.
`550 No such user!`	The email address does not exist on the server (either the account was deleted or never existed).
`550 Unrouteable address`	Unroutable address (e.g., if the recipient's domain lacks A/PTR records).
`550 Message was not accepted -- invalid mailbox. Local mailbox <EMAIL> is unavailable: user is terminated`	The user's mailbox has been deleted.
`550 Message was not accepted -- invalid mailbox. Local mailbox <EMAIL> is unavailable: account is disabled`	The user's mailbox is disabled.
`552 5.2.2 <<EMAIL>>: user is over quota`	The recipient's mailbox is full.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Report on global control groups

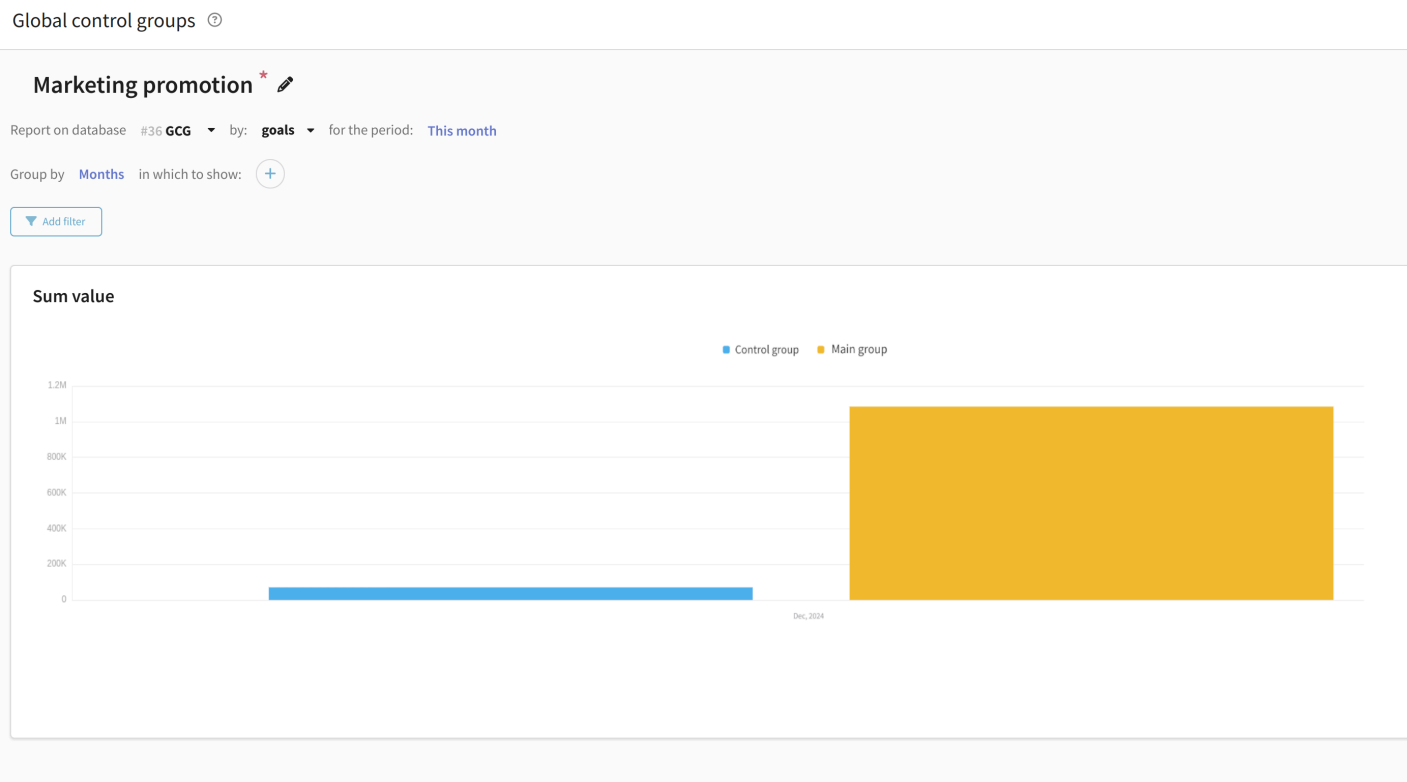
Global control groups (GCG) - a part of the customer base that temporarily does not receive marketing communications in order to analyze the effectiveness of marketing strategies. You can learn more about control groups on this page.

The Global Control Groups report is available on the corresponding tab of the Analytics section:

TIP

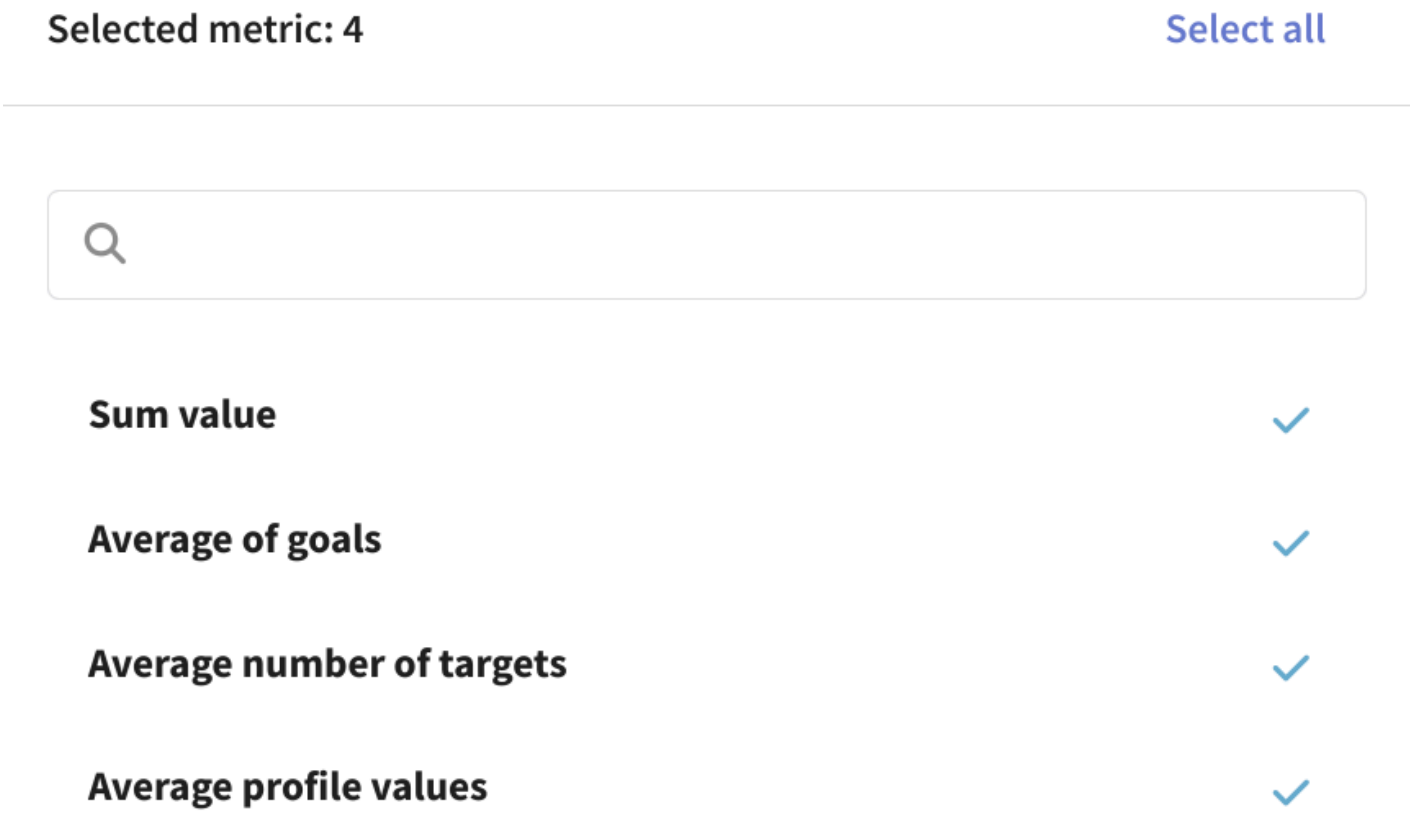
Global control group analytics are based on metrics collected from either Market data or pixel targets. This requires you to configure them in the platform beforehand. You can read more about the Market here, and this section contains information about tracking pixels.

The report presents a comparison of data for the control and main groups. Information can be retrieved by market and by targets. For market metrics, you can select sales channel, and for targets, a selection of pixels and pixel targets is available. A graph based on the specified metrics of both groups will be displayed on the screen:



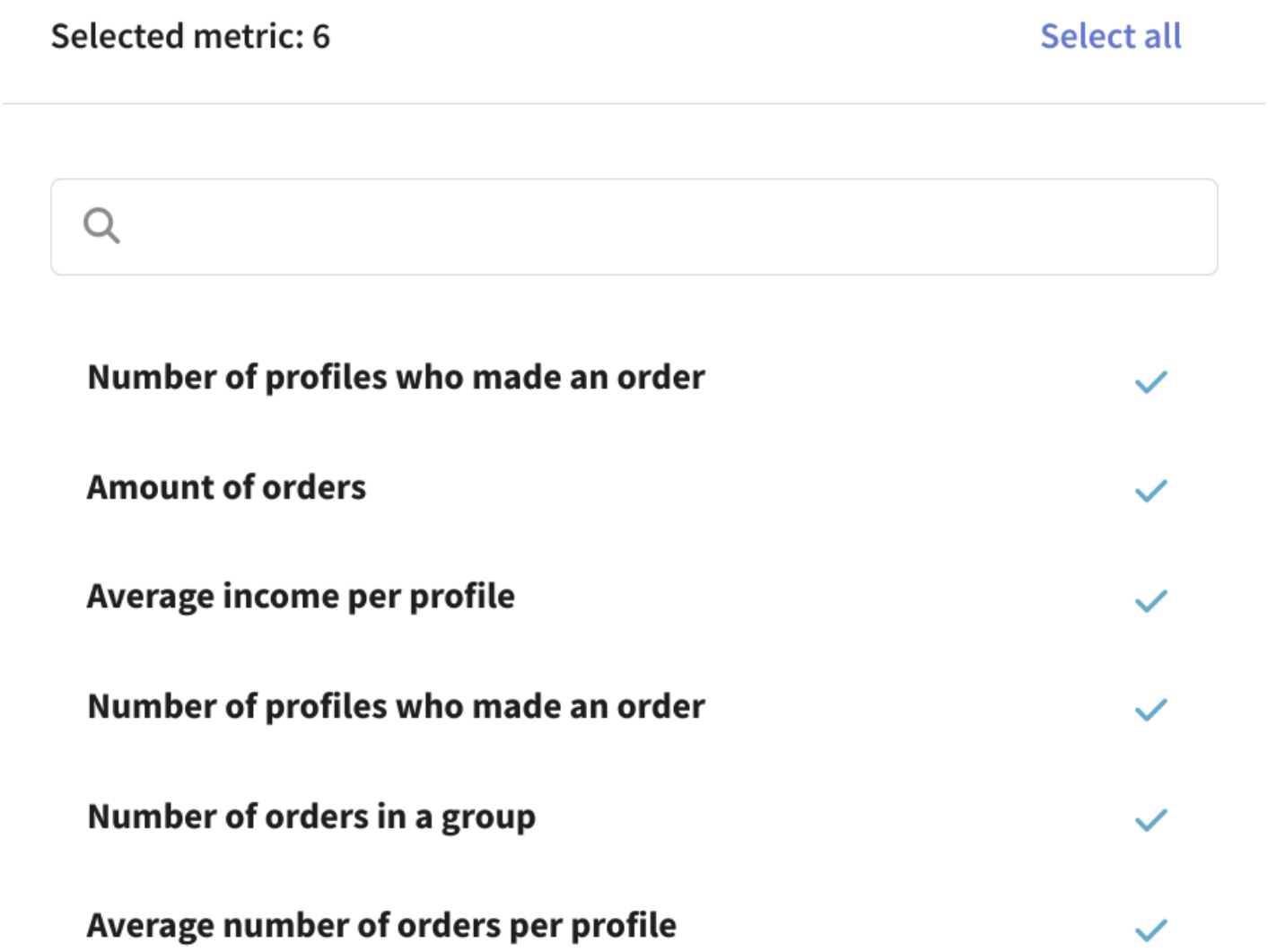
In the table below you can see the values of the metrics. The following metrics are available for targets:

- **Sum Value**
- **Average value of goals**
- **Average number of goals**
- **Average profile value**

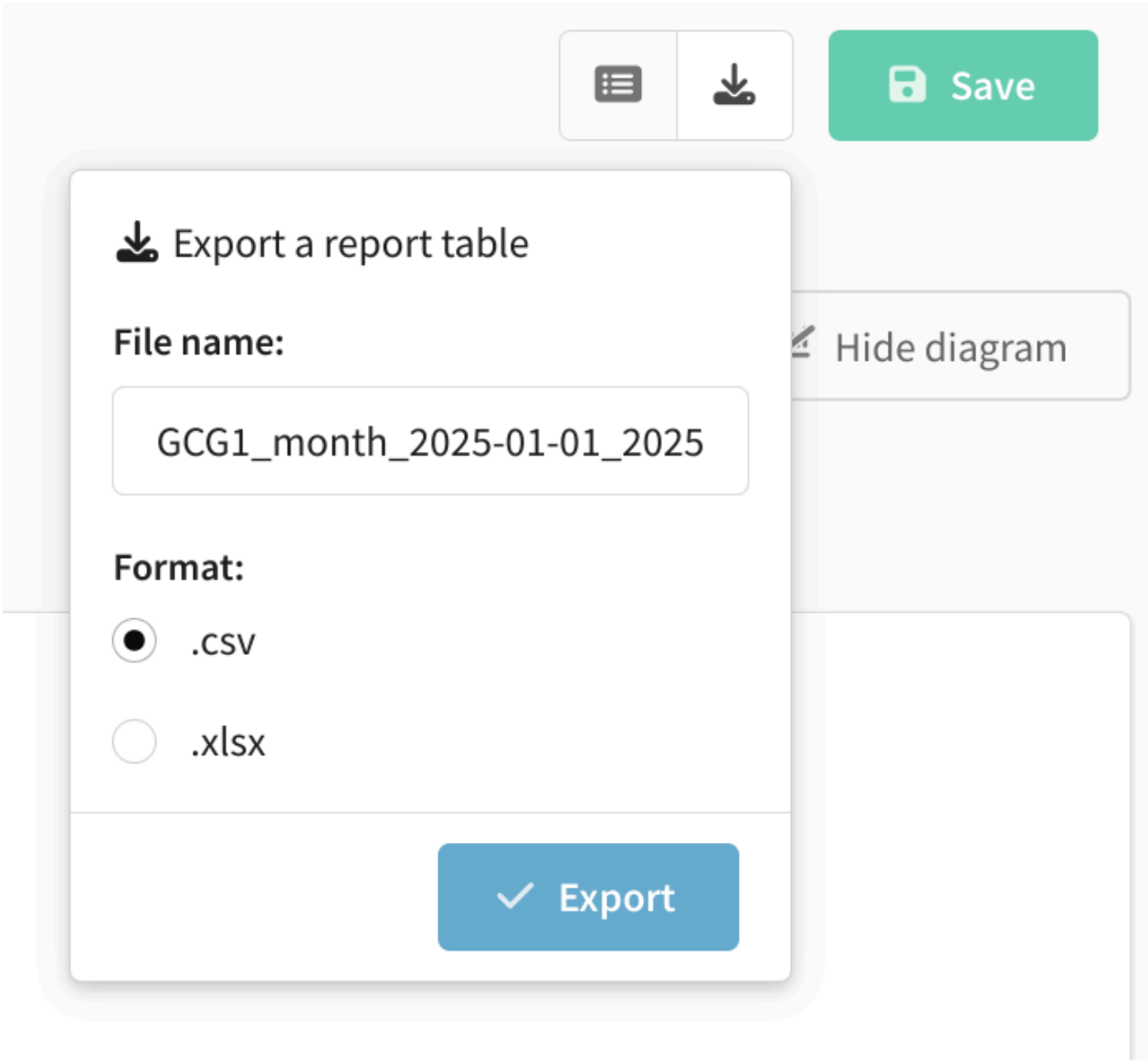


For market, metrics such as:

- **Number of profiles that have ordered**
- **Amount of orders**
- **Average revenue per profile**
- **Conversion to customers**
- **Number of orders per group**
- **Average number of orders per profile**



You can save the report or upload it in any convenient format by clicking on the corresponding button at the top of the screen:



The saved report will be available in the report list available next to the upload and save buttons:

Channel reports

Saved reports

Search...

GCG

Close

Summary report

Summary report

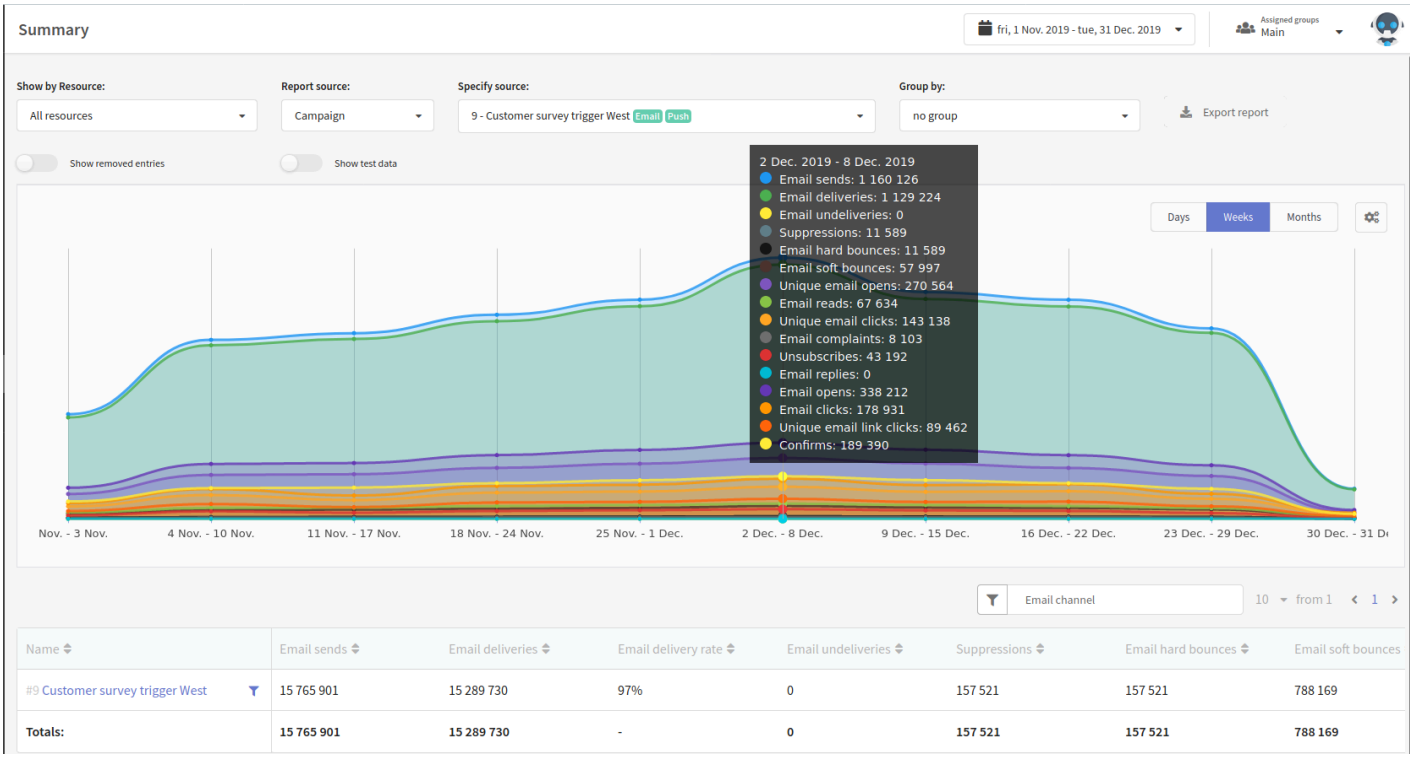
CAUTION

The summary report is no longer supported. It is not available in versions 65 and higher.

Description

A summary report is the basic tool for detailed marketing campaign analytics. It gathers campaign statistics from the moment when messages are sent, including absolute numbers of opens, reads or clicks as well as relative parameters like delivery rate, open rate or click-through rate.

Moreover the summary report then merges selected campaigns to provide you with a summary of your marketing efficiency, represented as an interactive graph, where you can see your over-time messaging dynamics and get insights on possible communication improvements.



INFO

The Altcraft platform allows an inaccuracy of 0.02% when generating reports.

Managing summary report

You can start working on summary report from resource selection in Show by Resource menu (1), or display report by all resources.



Next, you can select Report source(2). The following options are available:

- **Campaign**
- **Scenario**
- **Database**
- **Segment**
- **Message template**
- **Resource**
- **Domain group**
- **Domain**
- **Vendor**
- **Day**
- **Week**
- **Month**
- **Environment**
- **Sender**

Using Specify source menu (3), you can build diagram using information from the menu 2, except domain, day, week, month, environment:

Using next Group by menu (4), you can group report by:

- **Domain**
- **Domain group**
- **Database**
- **Segment**
- **Message**
- **Resource**
- **Push provider**
- **Vendor**
- **By day**
- **By week**
- **By month**
- **Environment**
- **Sender**

Next, you can select time period for the report.

You can download configured report in XLS or CSV formats.

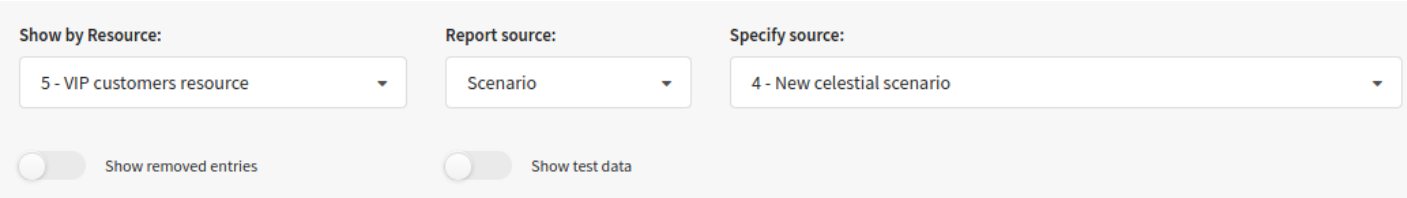
Also, there are two options — Show removed entries and Show test data.

Show removed entries — includes removed information into the report

Show test — includes test mailings into the report

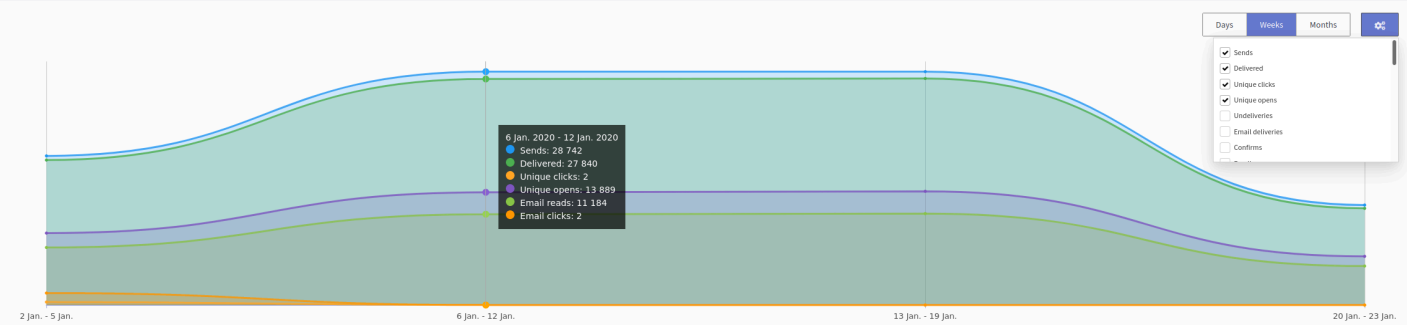
Summary report by scenarios triggers

Select report by Scenario to see detailed statistics by all campaigns within automation scenario.

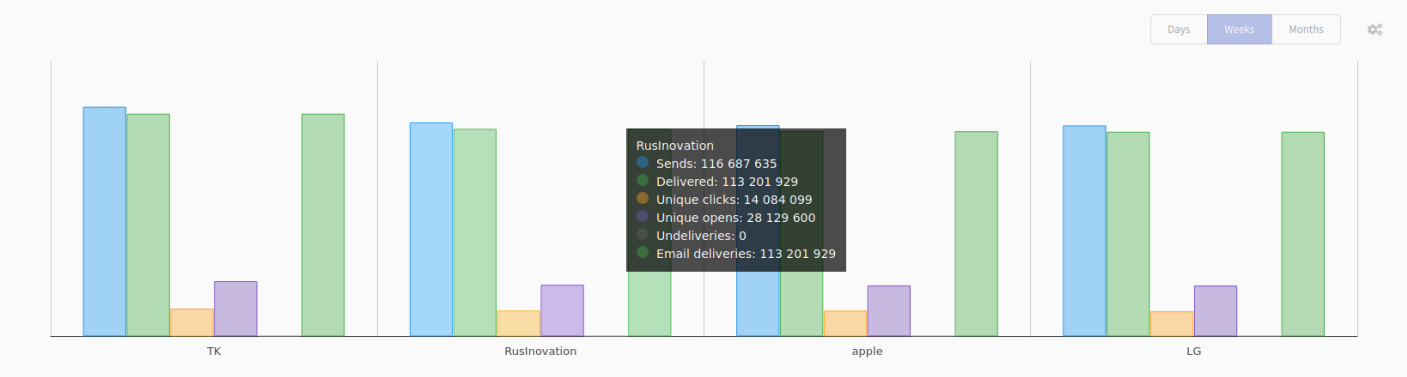


Diagram

You can select information for display in the diagram by “gear” buttons. Also, you can see diagram for day, week, or month.



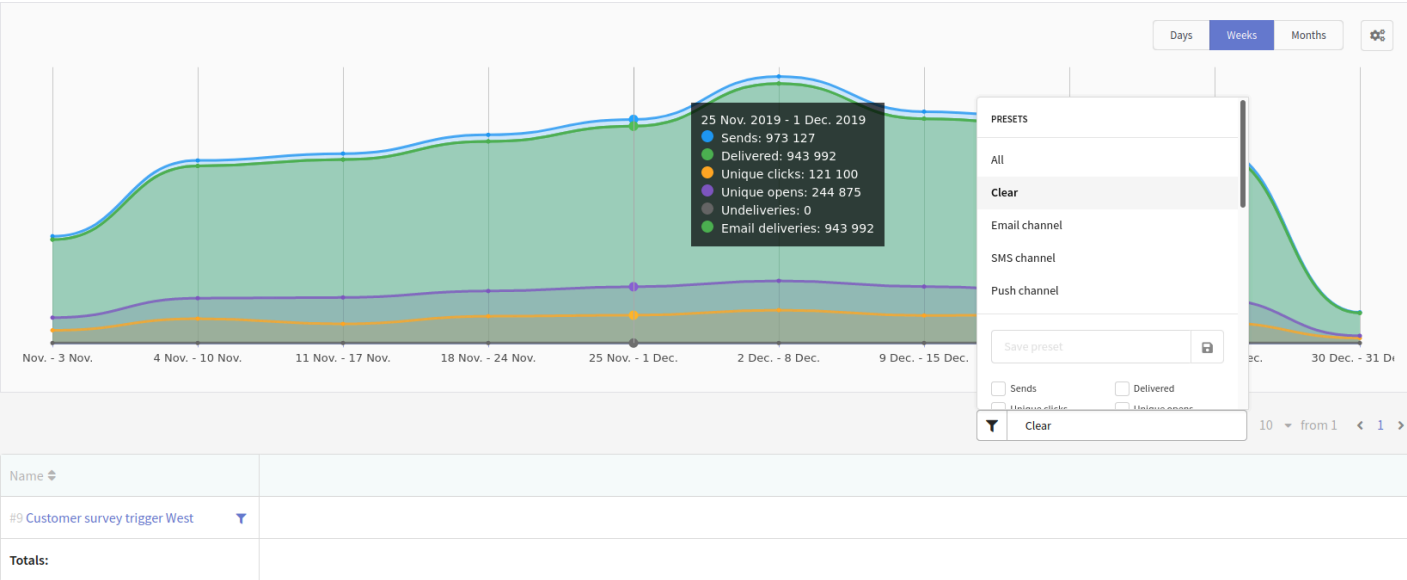
For *domain groups, domains, vendors and environment*, diagram is displayed in columns.



Performance indicators

You can select values for display in table in Select column settings menu. You can use presets or select values manually. Numbers in the table show amount of actions.

If you need more information about values of the summary report, you can read [“Summary report metrics”](#).



TIP

You can filter data in the table by tag, which allows to improve search.

Summary report metrics

Summary report metrics

Channel	Indicator	API name	Description	Formula
All	Sends	sends_total	Total number of sent messages in all the channels	sends + sends_push + sends_sms
All	Deliveries	delivs_total	Total number of delivered messages in all the channels	delivs + delivs_push + delivs_sms
All	Unique clicks	uclicks_total	Total number of unique clicks in messages in all the channels	sends + sends_push + sends_sms
All	Unique opens	uopens_total	Total number of unique opened messages in all the channels	uopens + uopens_push
All	Undeliveries	undelivs_total	Total number of unique undelivered messages in all channels	undelivs + undelivs_sms + undelivs_push
All	Offence	offence	Number of communications policy violations	—
Email	Email sends	sends	Number of sent emails	—
Email	Email deliveries	delivs	Number of delivered emails	—
Email	Email opens	opens	Number of opened emails	—
Email	Email clicks	clicks	Number of clicks in emails	—
Email	Unique email opens	uopens	Number of unique email opening	—
Email	Unique email clicks	uclicks	Number of unique clicks on any clickable item of the email	—
Email	Unique email link clicks	ulclicks	Uniqueclick on each link of each email by the same profile	—
Email	Email reads	reads	Number of read emails. Email read event is logged if the recipient has opened the message and left it open for at least 12 seconds.	—
Email	Email replies	replies	Number of emailreplies	—
Email	Email complaint	complains	Number of emails followed by spam complaints (FBL)	—
Email	Email hard bounces	hbounces	Number of emails that have failed to deliver because of recipient’sinvalid address or a sudden mistake during the process of sending	—
Email	Email soft bounces	sbounces	Number of emails that has failed to deliver because the mailbox is full or the server is temporarily down	—
Email	Confirms	confirms	Number of confirmed emails	—

Channel	Indicator	API name	Description	Formula
Email	Email unsubscribe	unsubs	Number of unsubscribers. Recipient opted out by clicking a message link (`{unsubscribe} or {globalunsubscribe}`).	—
Email	Suppression list	suppresses	Number of emails that hasn't been delivered because the recipient's address is in the suppression list	—
Email	Email undeliveries	undelivs	Number of undelivered emails. It consists of soft and hard bounces and undefined delivery errors	—
Email	% Email delivery rate	delivery_rate	The percentage of the emails that are successfullydelivered	(delivs / sends) * 100
Email	% Email open rate	u_open_rate	The percentage of the recipients who opened an email	(uopens / delivs) * 100
Email	% Email CTR	u_click_rate	The percentage of unique recipients who clicked on a link after receiving the email	(ulclicks / delivs) * 100
Email	% Email CTOR	u_open_click_rate	The percentage of unique recipients who clicked on a link after opening the email	(ulclicks / uopens) * 100
Email	% Email read rate	email_read_rate	The percentage of recipients who read the email, i.e. those who opened the email and did not close it for at least 12 seconds.	(reads / delivs) * 100
Email	% Email reply rate	email_reply_rate	The percentage of the recipients who replied to an email	(replies / delivs) * 100
Email	% Email complaint rate	complain_rate	The percentage of the emails that are followed by spamcomplaints	(complains / delivs) * 100
Email	% Email hard bounce rate	hb_rate	The percentage of emails that have failed to deliver because of recipient'sinvalid address or a sudden mistake during the process of sending	(hbounces / sends) * 100
Email	% Email soft bounce rate	sb_rate	The percentage of emails that has failed to deliver because the mailbox is full or the server is temporarily down	(sbounces / sends) * 100
Email	% Email unsubscribe rate	email_unsub_rate	The percentage of people who unsubscribed from emails	(unsubs / delivs) * 100
SMS	SMS sends	sends_sms	The number of sent SMS	—
SMS	SMS deliveries	delivs_sms	The number of delivered SMS	—
SMS	SMS clicks	clicks_sms	The number of clicks in SMS	—
SMS	Unique SMS clicks	uclicks_sms	The number of unique clicks in SMS	—
SMS	% SMS delivery rate	sms_deliv_rate	The percentage of SMS that has been successfully delivered	(delivs_sms / sends_sms) * 100
SMS	SMS undeliveries	undelivs_sms	The number of undelivered SMS	—

Channel	Indicator	API name	Description	Formula
SMS	% SMS click-though rate	sms_ctr	The percentage of unique clicks in the SMS in relation to the total number of delivered SMS	(uclicks_sms / delivs_sms) * 100
SMS	SMS unsubscribes	unsubs_sms	Number of unsubscribers. Recipient opted out by clicking a message link `{unsubscribe} or {globalunsubscribe}`.	—
Push	Push sends	sends_push	The number of sent push notifications	—
Push	Push opens	opens_push	The number of opened push notifications	—
Push	Unique push opens	uopens_push	The number of opened push notifications	—
Push	Push deliveries	delivs_push	The number of delivered push notifications	—
Push	Push undeliveries	undelivs_push	The number of undelivered push notifications	—
Push	Push clicks	clicks_push	The number of clicks on any clickable element of the push notification	—
Push	Uniquepush clicks	uclicks_push	The number of clicks on any clickable element of the push notification	—
Push	% Push open rate	push_open_rate	The percentage of opened push notifications	(uopens_push / delivs_push) * 100
Push	% Push send rate	push_deliv_rate	The percentage of push notifications that has been successfully delivered	(delivs_push / sends_push) * 100
Push	% Push click-though rate	push_ctr	The percentage of clicks in the push notification in relation to the push openings	(uclicks_push / uopens_push) * 100
WhatsApp*	Delivered	whatsapp_deliv	Number of messages delivered via WhatsApp*	—
WhatsApp*	undelivered	whatsapp_undeliv	Number of messages send via WhatsApp*	—
WhatsApp*	Send	whatsapp_send	Number of messages send via WhatsApp*	—
WhatsApp*	WhatsApp* subscription	whatsapp_subscribe	The number of new subscriptions to the WhatsApp* channel	—

INFO

Unique event

The uniqueness of any event is limited by the time specified in the platform configuration (`UNIQUE_ACTIONS_TTL_MIN` parameter). By default it is 1440 minutes. It means that a repeated event in a day will be counted as unique again. Check with your platform administrator for the uniqueness value set.

All indicators of unique events are marked in the table.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Facebook Ads Manager™

Facebook Ads Manager™

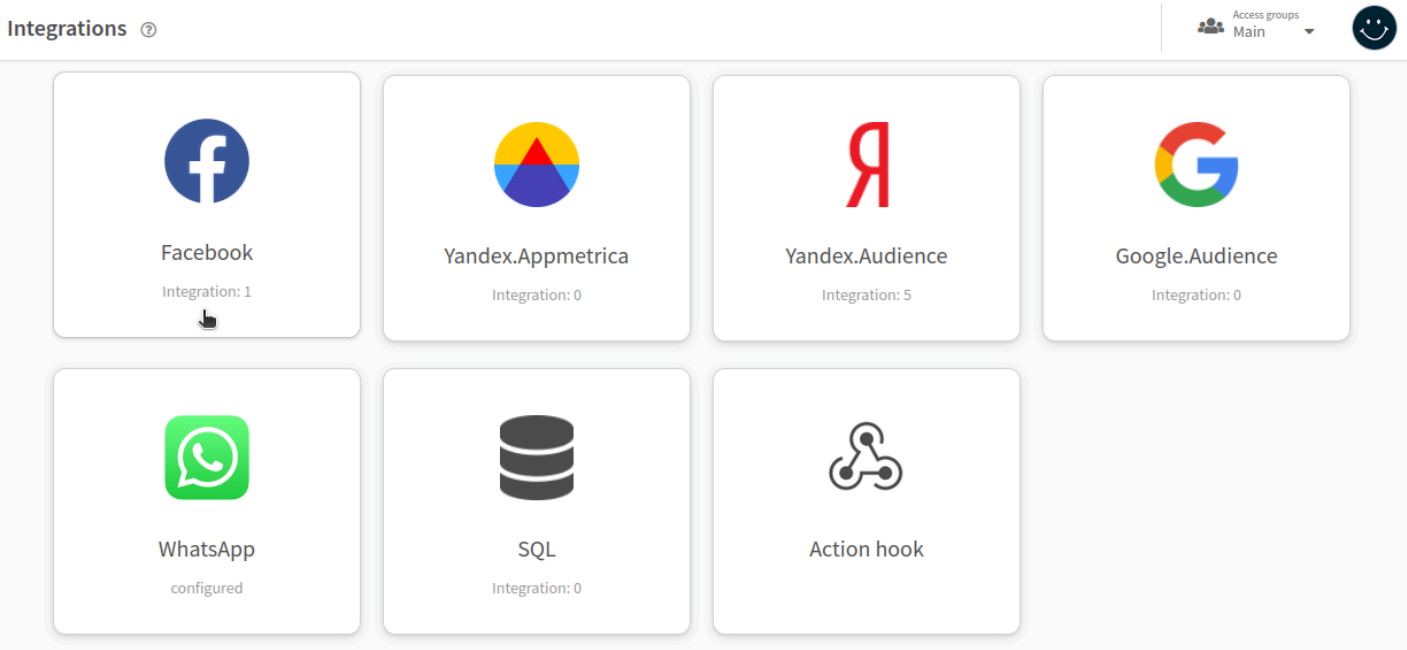
Description

Facebook* integration allows you to synchronize the data of static segments in Altcraft Marketing Platform with Facebook* custom audiences. You need to create a static segment in Altcraft MP for each Facebook* custom audience.

Click “Integrations” in the navigation menu to add a synchronization. Then click "+ Create" at the top of the page and select the integration type — Facebook*.

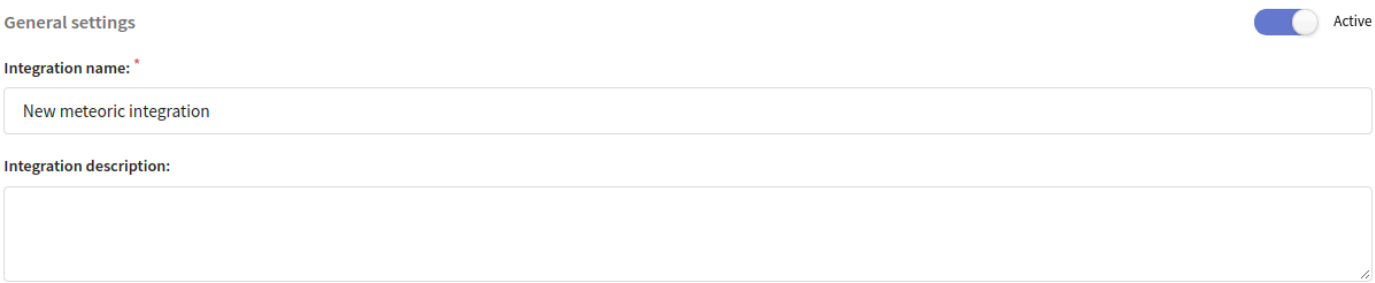
TIP

It’s necessary to set up a connection in Altcraft Platform to integrate with Facebook* Ads Manager™*. You can find detailed instructions there.

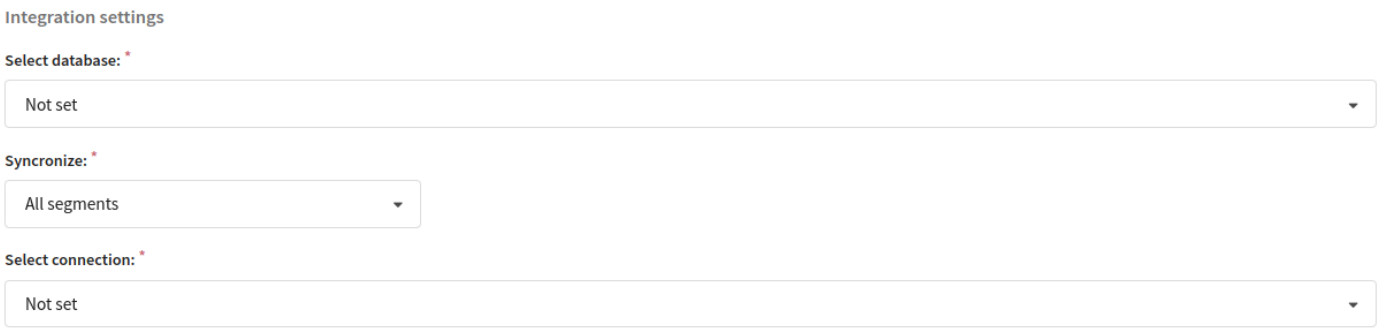


Integration settings

In the tab “General settings” enter the name and description. There is also a switch with which you can activate or stop the integration:



Set the integration scope and choosethe Facebook* connection that you configured earlier.



Type of data for profile search

Now it's time to select the type of data for profile search:



The type of data for profile search is information that Altcraft MP provides to Facebook*™. Facebook*™ will look for a match between the received data and the data of its users. Once a match is found, that user will be added to your custom audience.

Data type for search	Description
Contact data	Email and phone number (including from subscriptions)
Geo data	Country, city
Personal data	First name, last name, birth date, gender
External id	Matching on the selected profile field

By default, the search for profiles is configured by contact information.

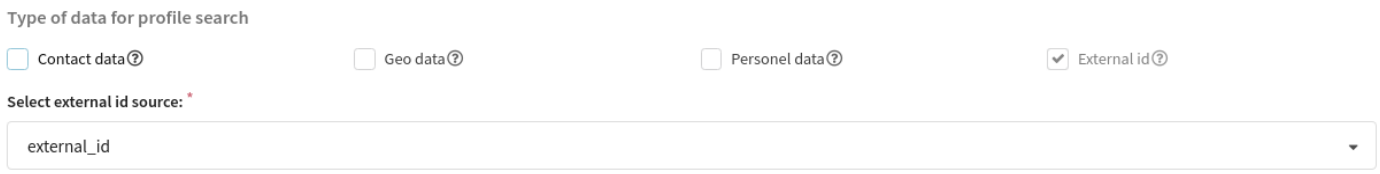
An identifier is required to find a profile. The identifier can be both contact data and an external id. That's why, you cannot select only geo data or personal data as the type of data for searching for profiles — one of two fields must be marked with them: contact data or an external id.

TIP

Sometimes, multiple profiles are created for a single subscriber imported from the Altcraft static segment in a Facebook* Custom Audience. This behaviour is caused by the fact that in Altcraft MP this profile was subscribed to several resources and each subscription was transferred to Facebook*™ separately.

External ID

If you select external id as a type of data for profile search, below you will get a new field in which you need to select the external id source.



The external id must be entered not only in Altcraft MP but also in Facebook*™.

The external id in Altcraft is a [custom field] in the profile database. Add this field to the database and then select it as the source of the external id.

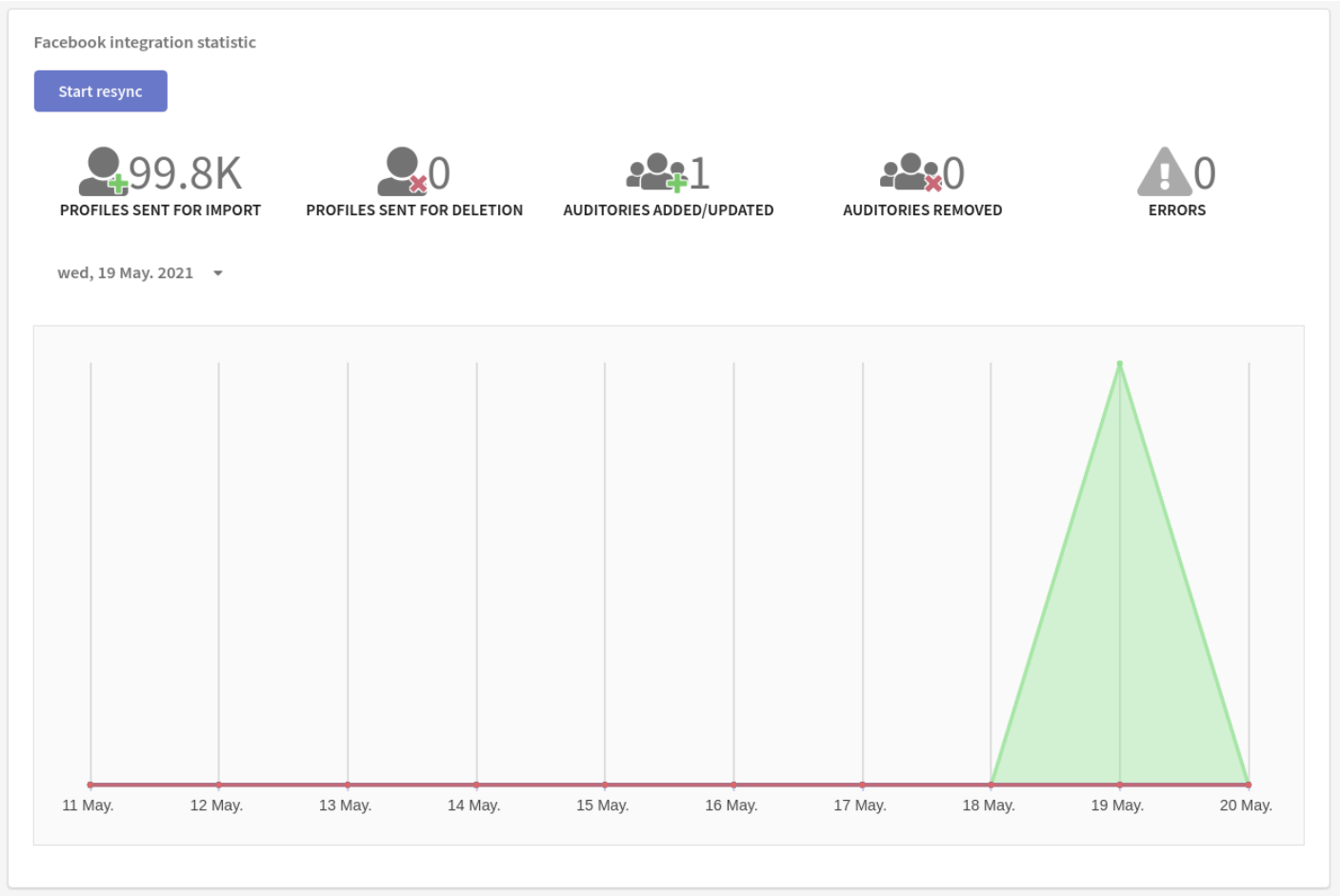
External ID on Facebook*™ is a unique string identifier that you pass to Facebook* along with other user data. After that, Facebook* finds the user and binds this id to him. Read more about External ID on Facebook*™ [here].

Facebook™ integration statistics

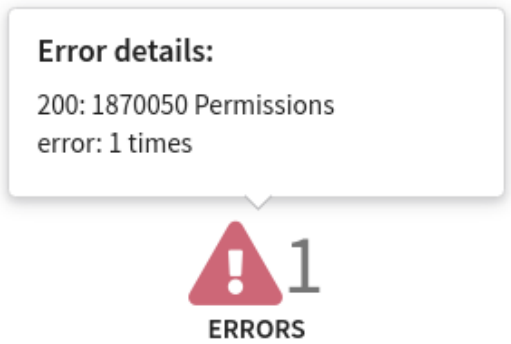
This block displays information about the number of successful operations for the specified time. You can see how many:

- **profiles sent for import**
- **profiles sent for deletion**
- **auditories added/updated**
- **auditories removed**

Use the “Start Resync” button to re-send the segment data to Facebook*™.



By the way, here you can find errors that occurred during synchronization. Click on the corresponding icon to view the error details:



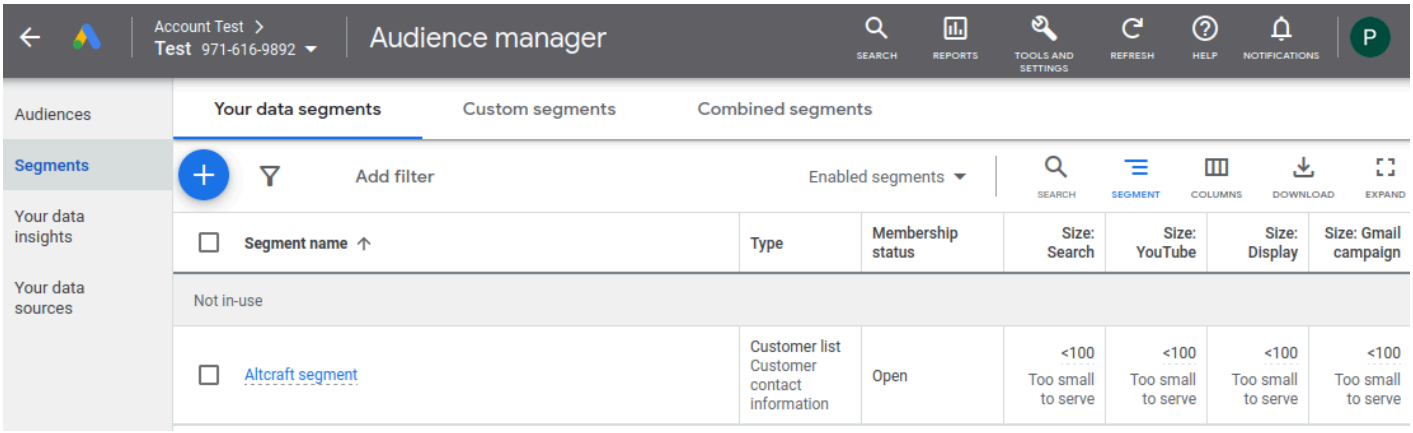
The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Google Ads Audiences

Google Ads Audiences

Description

Integration with Google Ads allows you to synchronize customer data from Altcraft Platform static segments with audiences in Google Ads. After exporting the segments to your ad account, you can use the data you receive to advertise on Google Search, Gmail, YouTube, and other platforms of its advertising network.

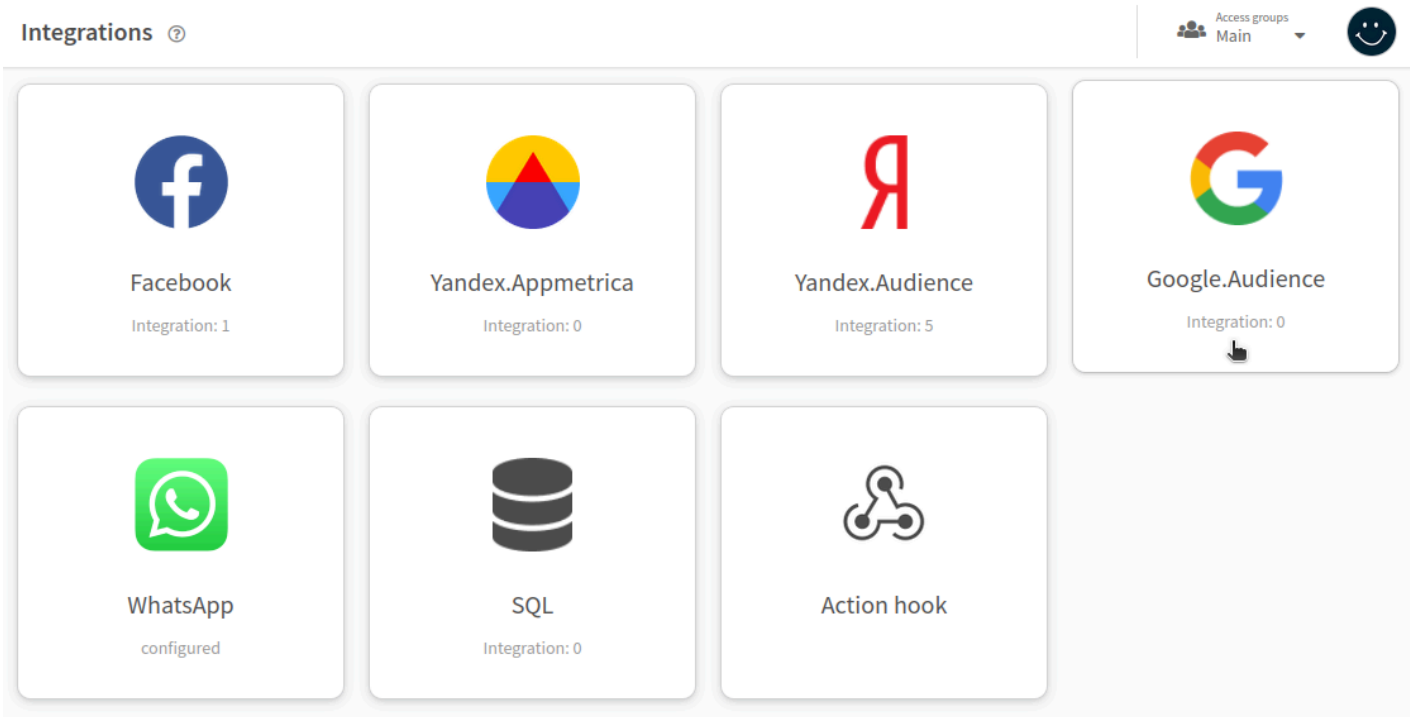


To create an integration, you need a Google Ads account and the appropriate administrator credentials.

To get started, go to the Integrations section of the main menu. Select Google.Audiences as the integration type. To add a new integration, click + Create on the top panel.

TIP

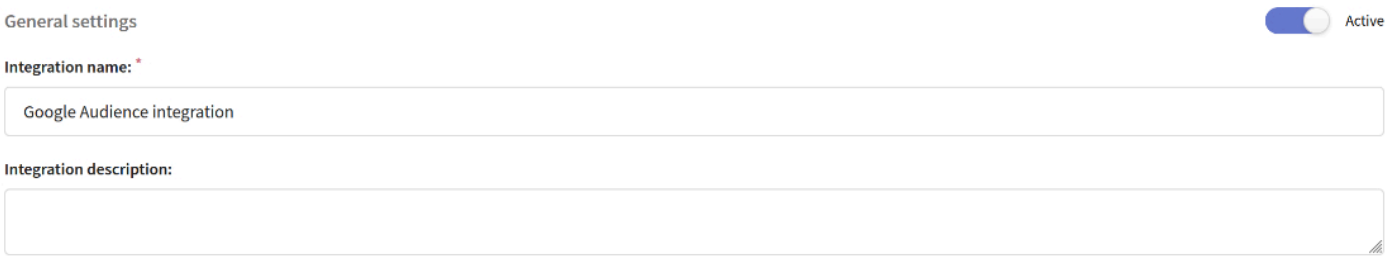
To integrate with Google Ads audiences, you need to set up a connection in Altcraft Platform. You can find detailed instructions in this article.



Settings

General settings

On the “General settings” tab, enter a name and description. There is also a toggle you can use to activate or stop the integration:

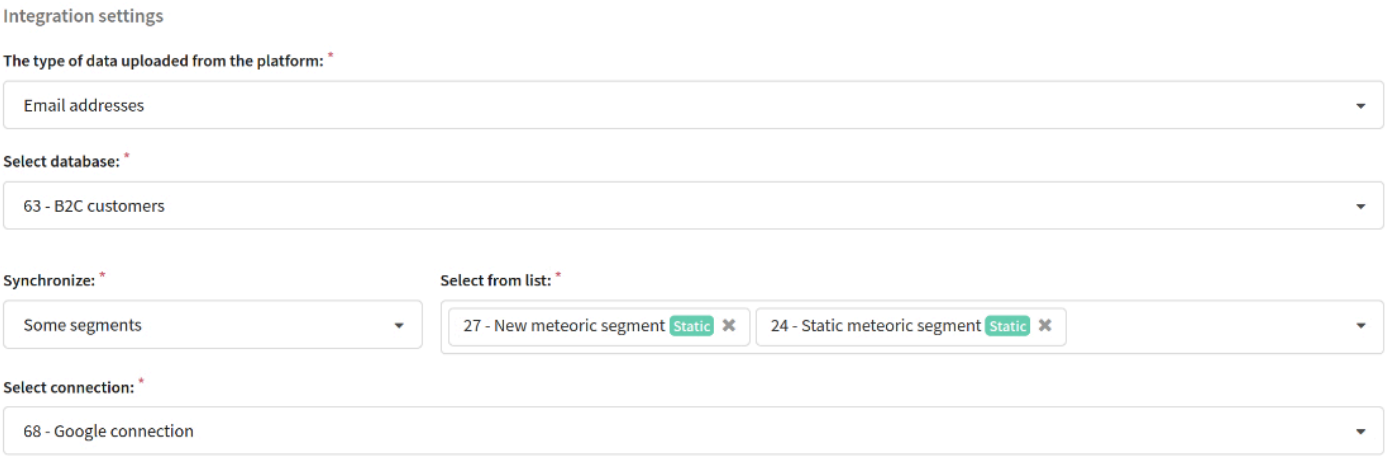


Integration settings

Below, select the type of data exported from the platform:

- **Email addresses**
- **Advertising IDs (there must be an additional field in the database that stores this ID)**
- **Phone numbers**

Set the scope of the integration. Select the connection to Google Ads you configured earlier.

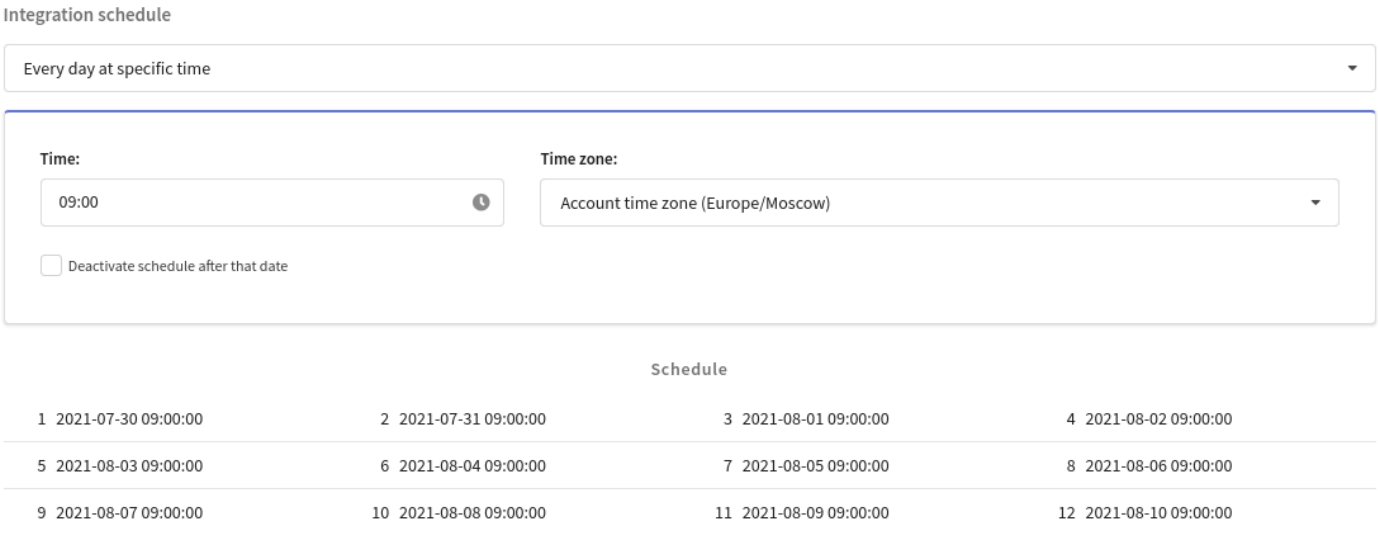


TIP

Please note that Google Ads cannot serve ads for a segment that contains less than 100 profiles.

Integration schedule

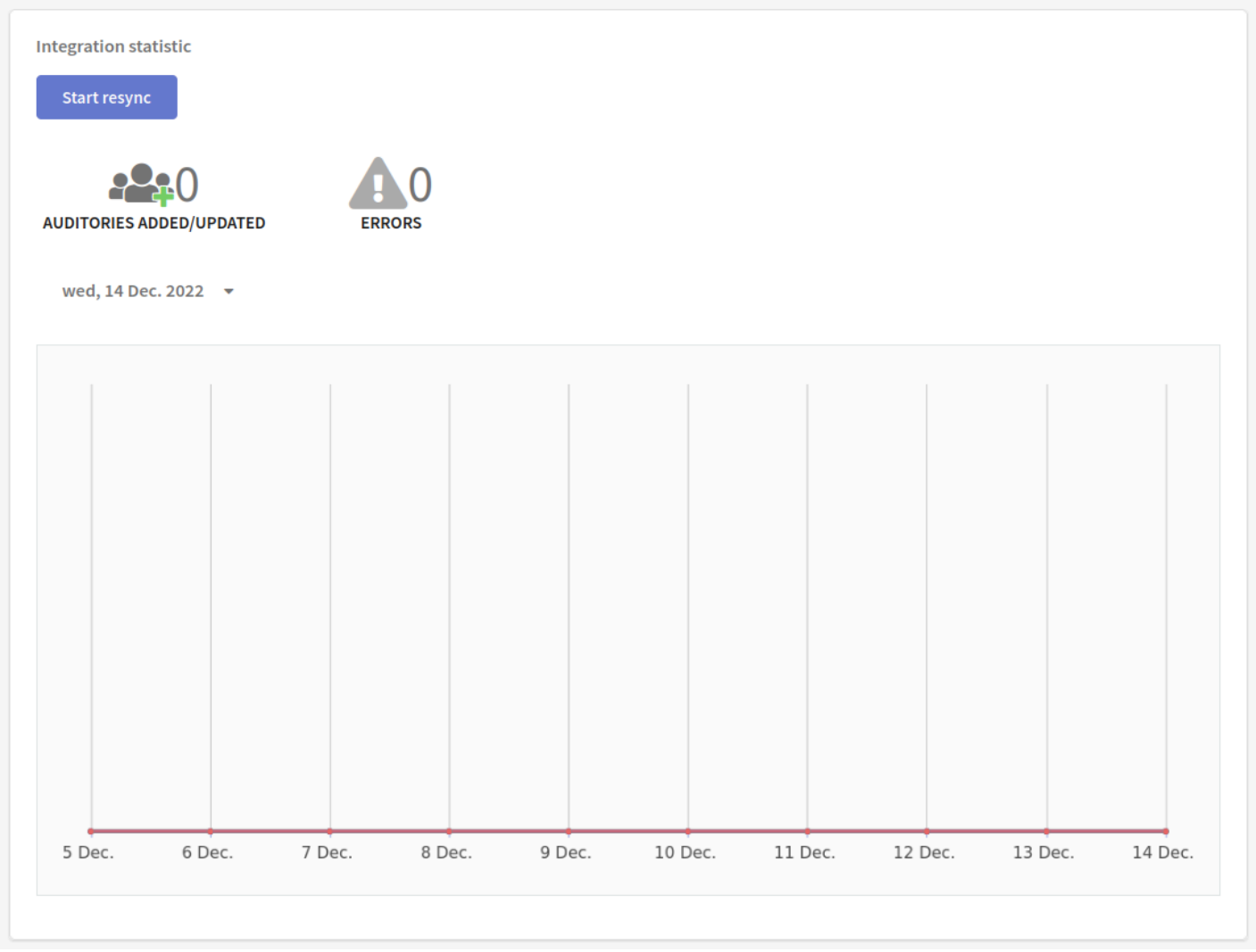
Set how often you want to update segment data. Read more about how to set up a schedule in the platform in this article.



Sync statistics

At the bottom of the page there is a statistics block. It displays information about the number of audiences that have been successfully added or updated. If errors occur during synchronization, you can view the details by clicking on the corresponding icon.

Use the "Start resync" button to send new segment data to Google Audiences.



The table at the bottom of the page shows information for each segment: the name of the Altcraft segment and the Google Ads segment it syncs with, as well as audience size and last sync status. You can view a detailed history of all

syncs by clicking on the icon



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Yandex.Audience™

Yandex.Audience™

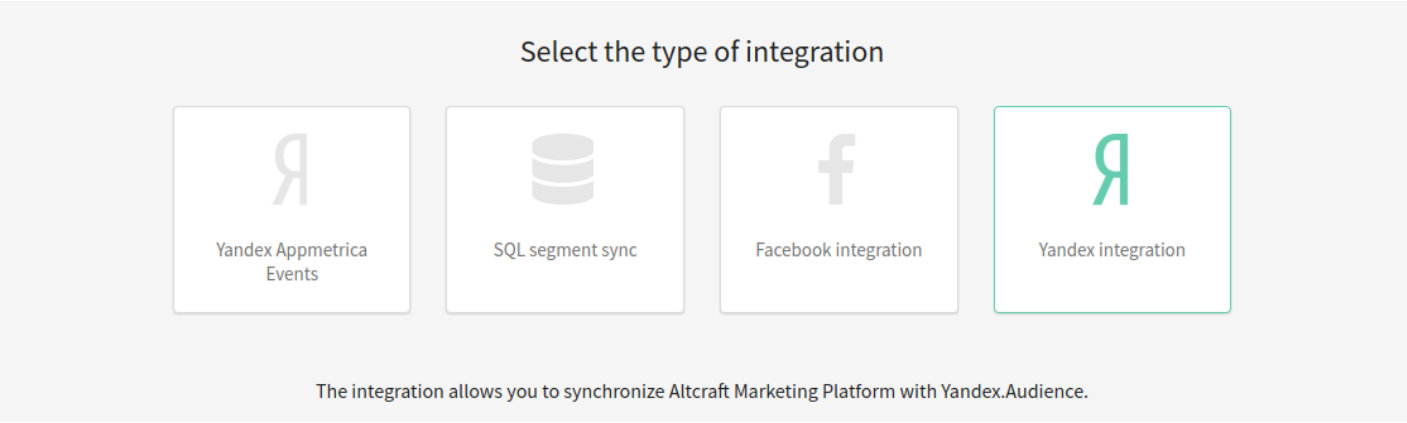
Description

Yandex.Audience™ integration allows you to synchronize the data of static segments in Altcraft Marketing Platform with segments in Yandex.Audience. In other words, you export segments from the platform to Yandex.Audience™. Then this service, using the received profile data, finds the right people and launches targeted advertising for them.

Click “Integrations” in the navigation menu to add a synchronization. Then click “+ Create” at the top of the page and select the integration type — Yandex Integration.

TIP

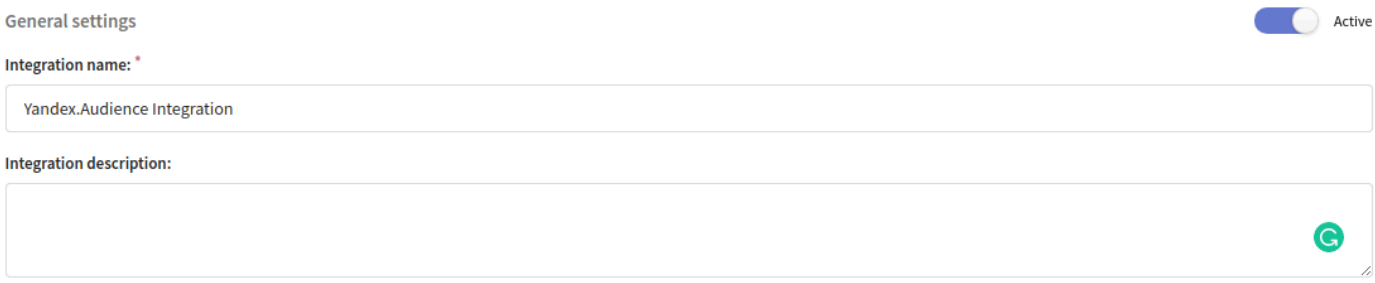
It’s necessary to set up a connection in Altcrfat MP to integrate with Yandex.Audience™. You can find detailed instructions in the article.



Integration settings

General settings

In the tab “General settings” enter the name and description of the integration. There is also a switch you can use to activate or stop the integration:



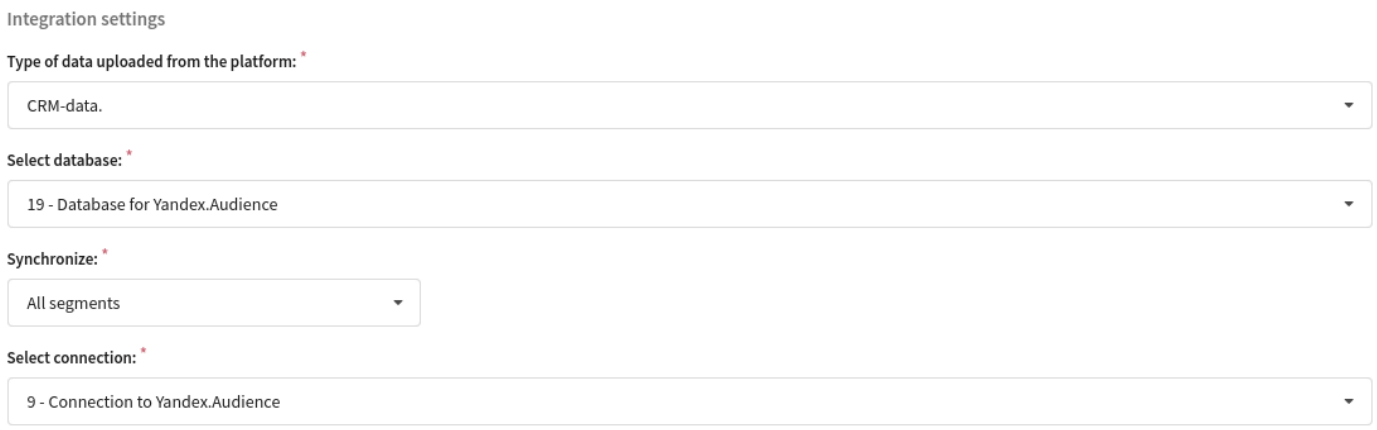
Integration settings

Choose the type of data uploaded from the platform:

- **CRM-data: email and phone number.**

- **Mobile device identifiers: data is taken from profile subscriptions. Yandex.Audience™ accepts identifier types such as AppMetrica with Google AID and AppMetrica with iOS IFA.**
- **MAC addresses: the database must have a custom field for the mac address of the profile's device.**

Set the scope of the integration. Select the connection to Yandex.Audience™ you configured earlier.

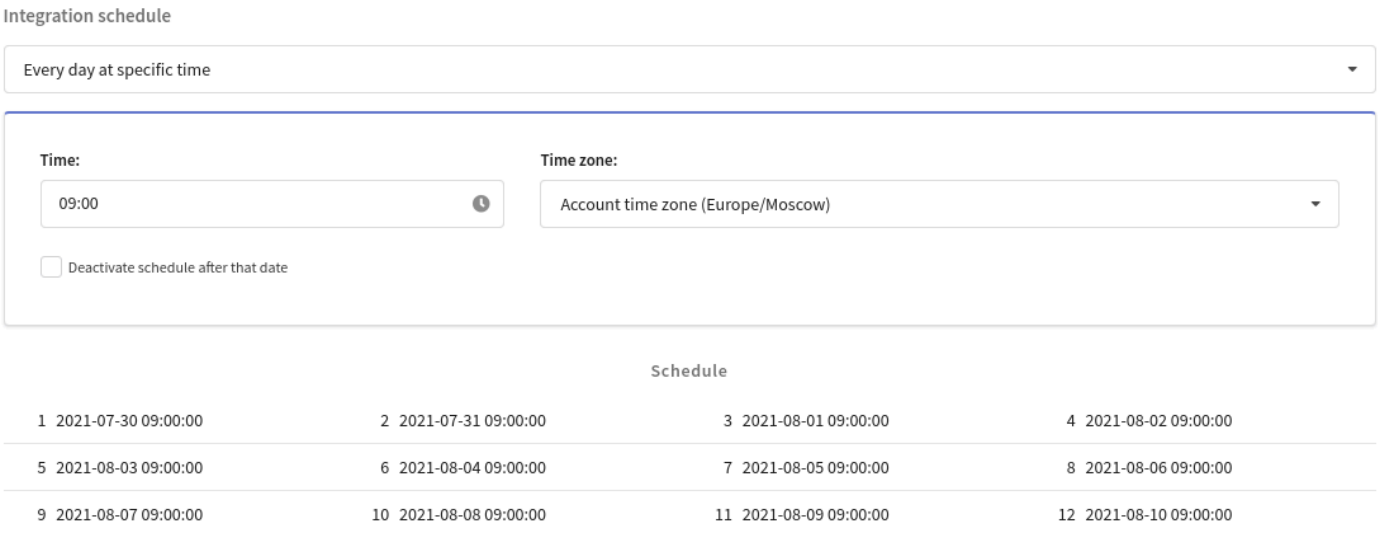


TIP

Please note that you cannot build a segment in Yandex.Audience™ that contains less than 100 profiles.

Integration schedule

Set how often you want to update segment data. For more information on how to set up a schedule in the platform, read this section.

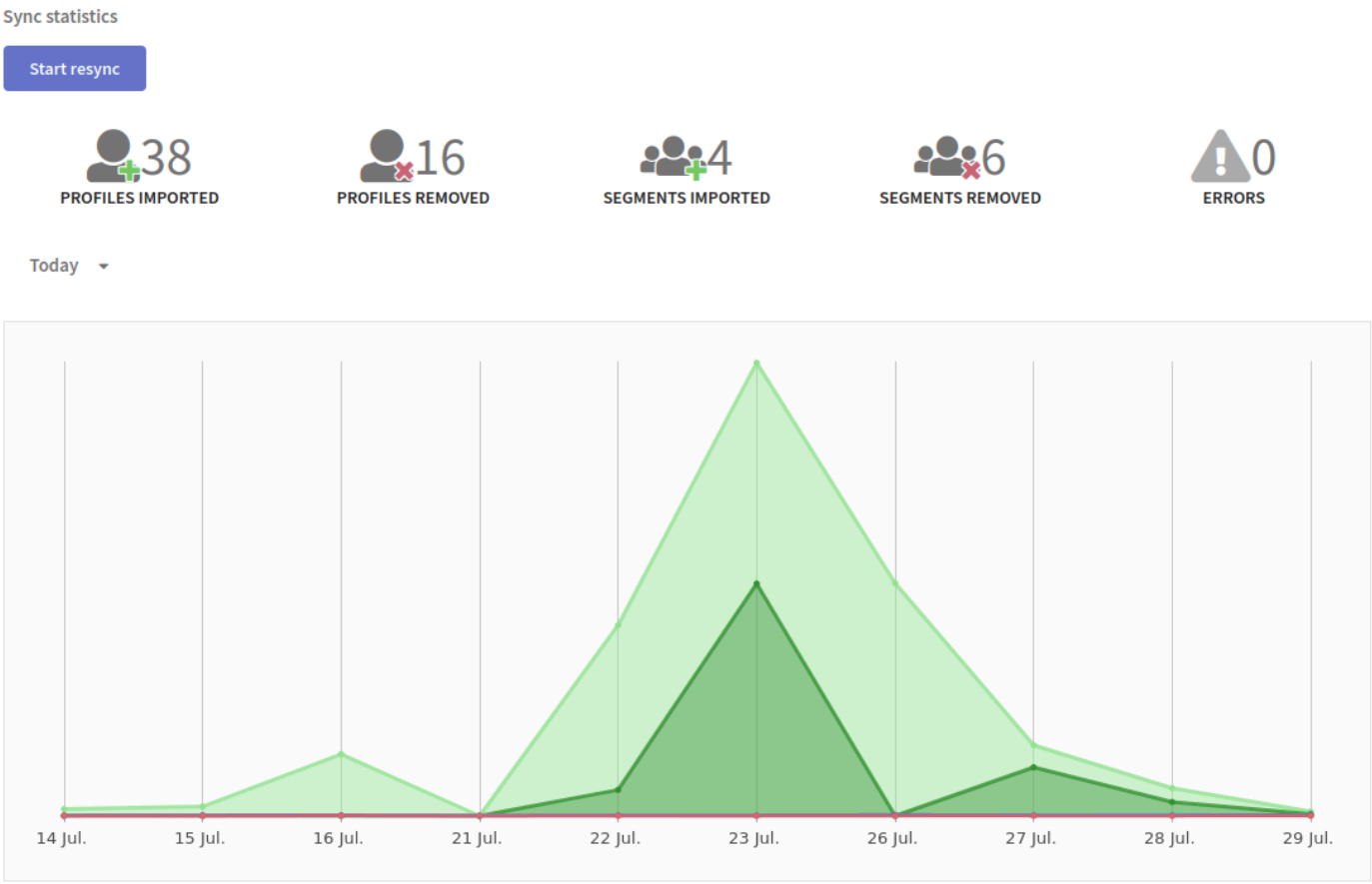


Sync statistics

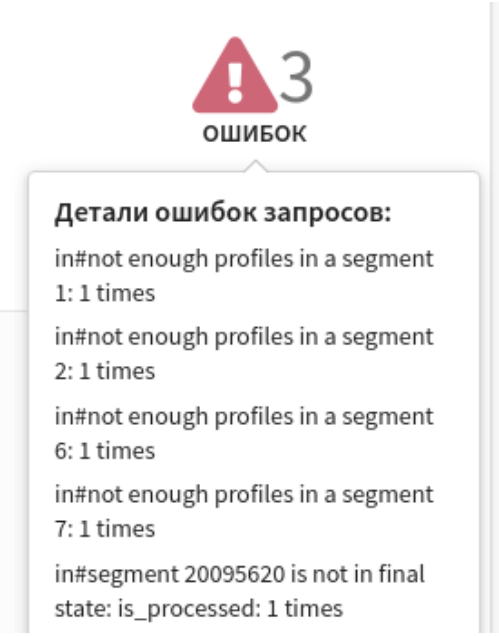
This block displays information about the number of successful operations for the specified time. You can see how many:

- **profiles imported**
- **profiles removed**
- **segments imported**
- **segments removed**

Use the “Start Resync” button to re-send the segment data to Yandex.Audience.



By the way, here you can find errors that occurred during synchronization. Click on the corresponding icon to view the error details:



The table shows the current statuses of the segments in which they are in Yandex.Audience™ at the moment:

Auditories information

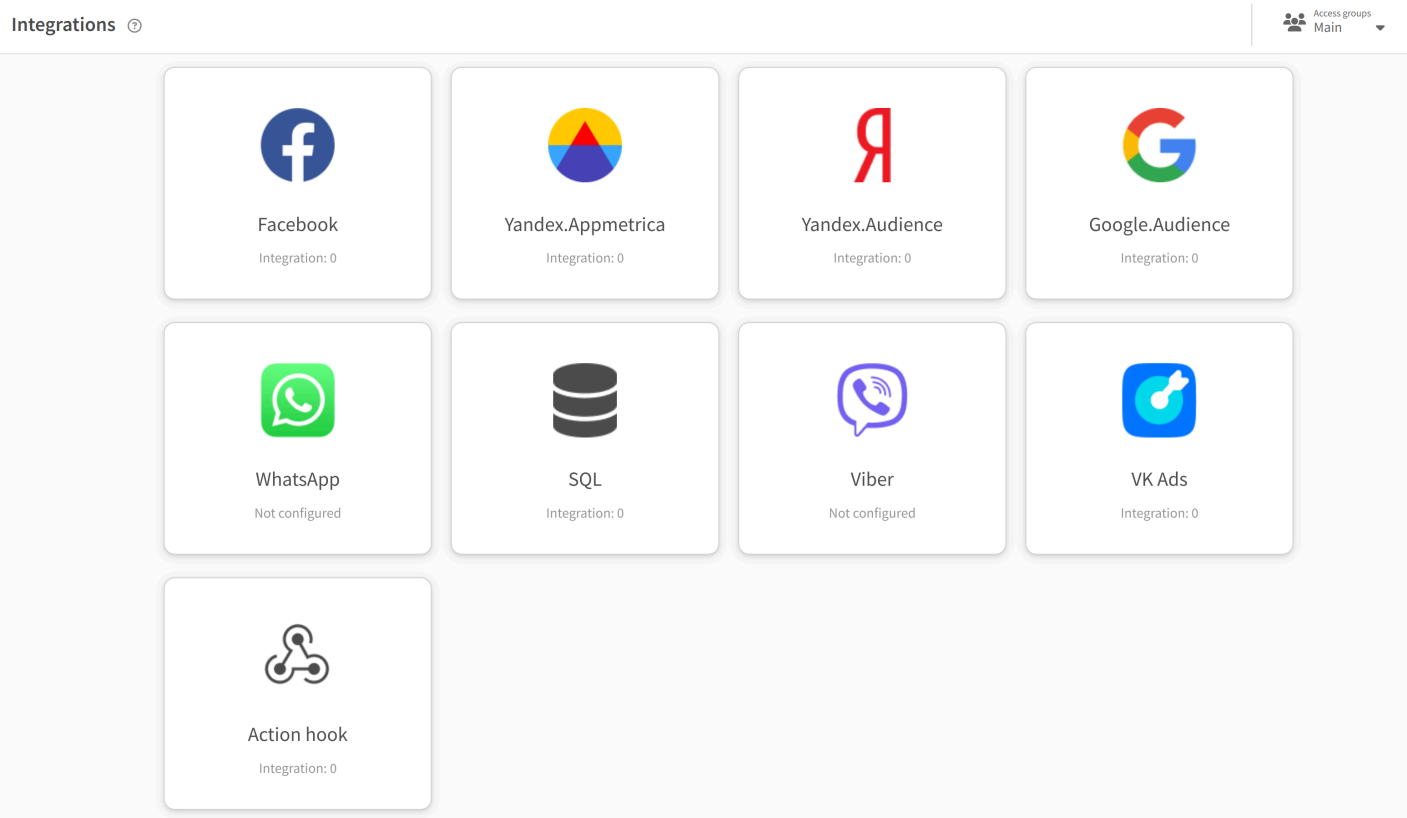
Segment	Auditory	Amount	Status	Last sync
#91 seg 1 ya.Au	seg 1 ya.Au (20054702)	772	Ready	2021-07-21 08:59:21
#92 seg 2 ya.Au	seg 2 ya.Au (20054703)	806	Ready	2021-07-21 08:59:22
#93 seg 3 ya.Au	seg 3 ya.Au (20054704)	877	Ready	2021-07-21 08:59:23

VK Ads™

Integration with VK Ads™ allows you to synchronize data from Altcraft Platform static segments with audiences in the Vkontakte advertising account. In other words, you transfer segments from the platform to VK Ads™ so that this service, using the received profile data, can then find the specific groups and launch targeted advertising for them.

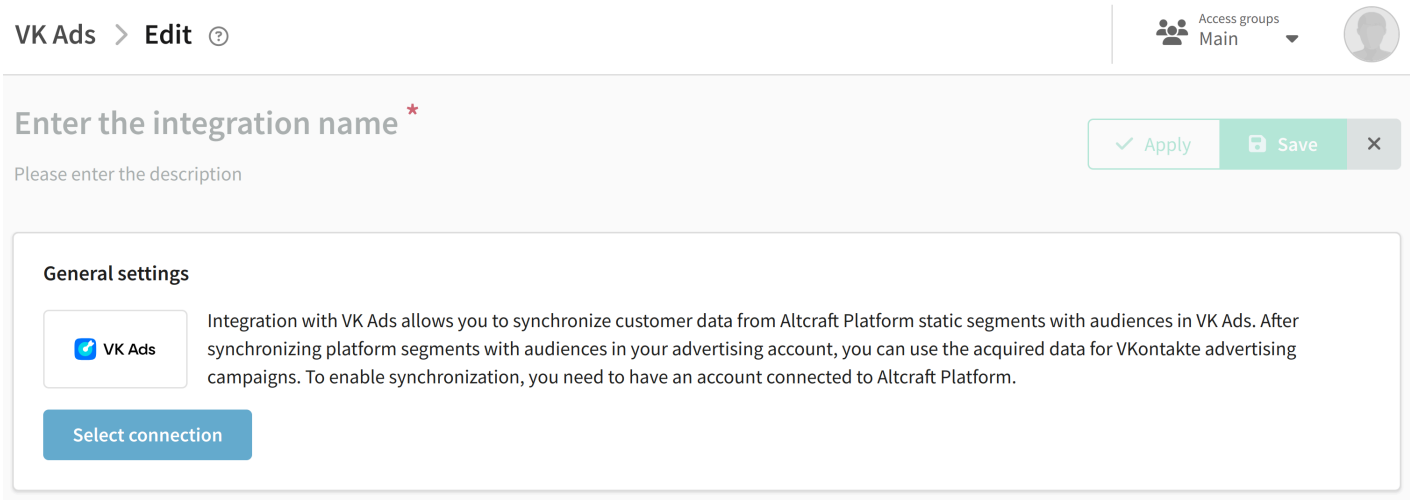
> **TIP**
>
> **To integrate with VK Ads™, you need to configure a connection in the Altcraft platform. You will find detailed instructions here.**

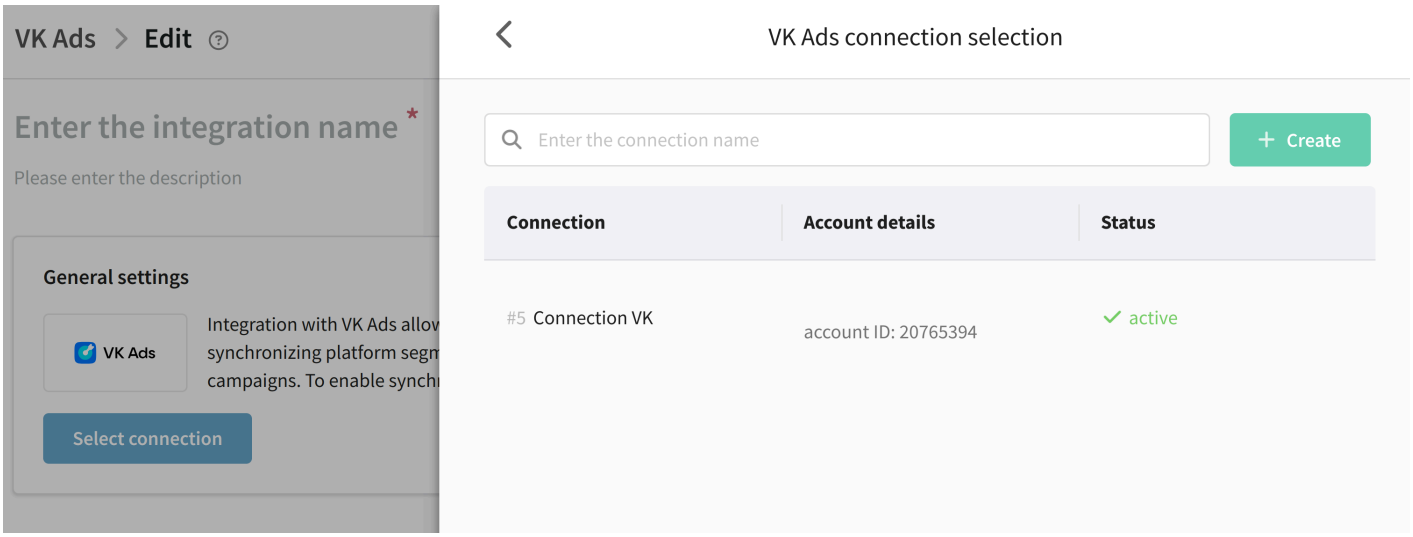
To add synchronization, click "Integrations" in the main menu. Select the type of integration — VK Ads, and then at the top of the page click the “Create” button.



Settings

The integration creation window will open. Click on the “Select connection” button to view existing connections:

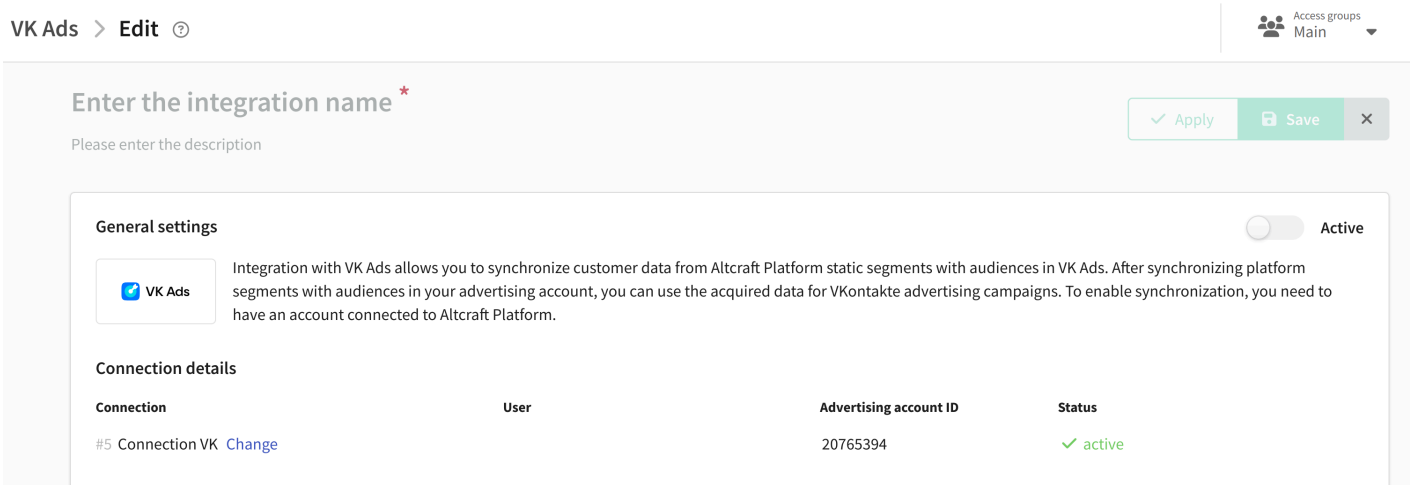




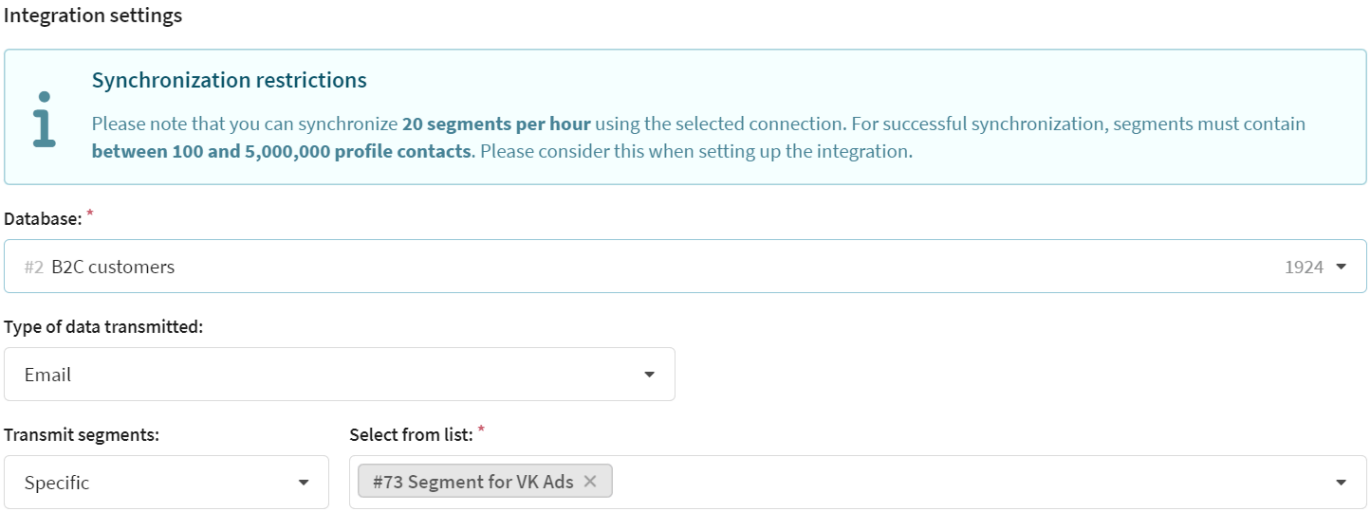
From this menu you can create a new connection. You can find detailed instructions for creating a connection in this article.

General settings

On the General settings tab, enter a Name and Description. There is also a switch here that you can use to activate or stop the integration.



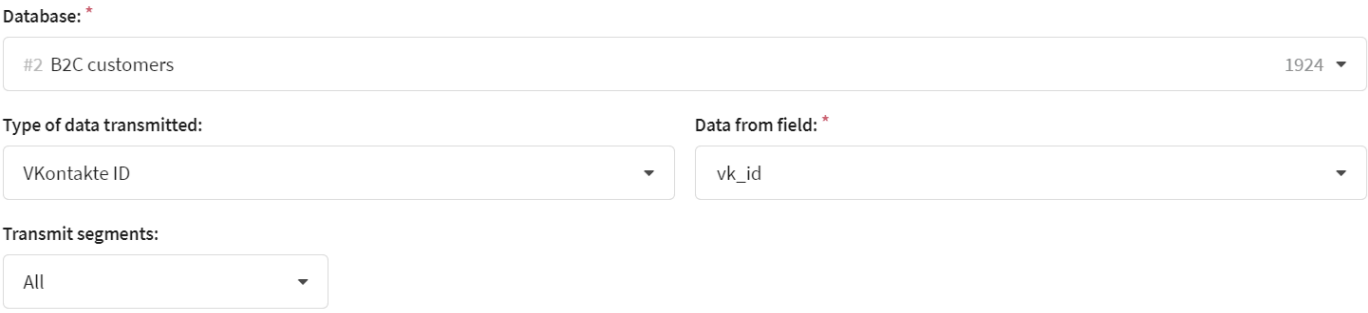
Integration settings



In this section, you can configure one Database and up to 20 Segments. It's impossible to transfer a segment which contains less than 100 profiles. Then select type of data transmitted. VK Ads™ supports the integration of the following types of data:

- **VK ID**
- **email**
- **OK ID**
- **Phone numbers**
- **Google Advertising ID**
- **Device IDFA**

For each type, except for email and phone number, you have to create additional field in database.

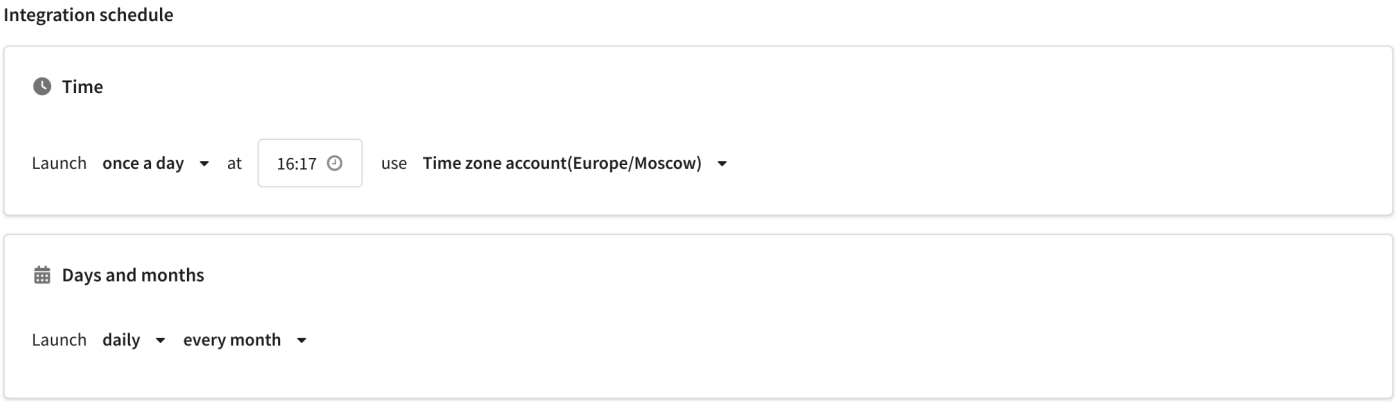


CAUTION

The integration will transfer data only from the selected database. If your segment affects several databases, then only those profiles that are included in the database you initially specified will be imported.

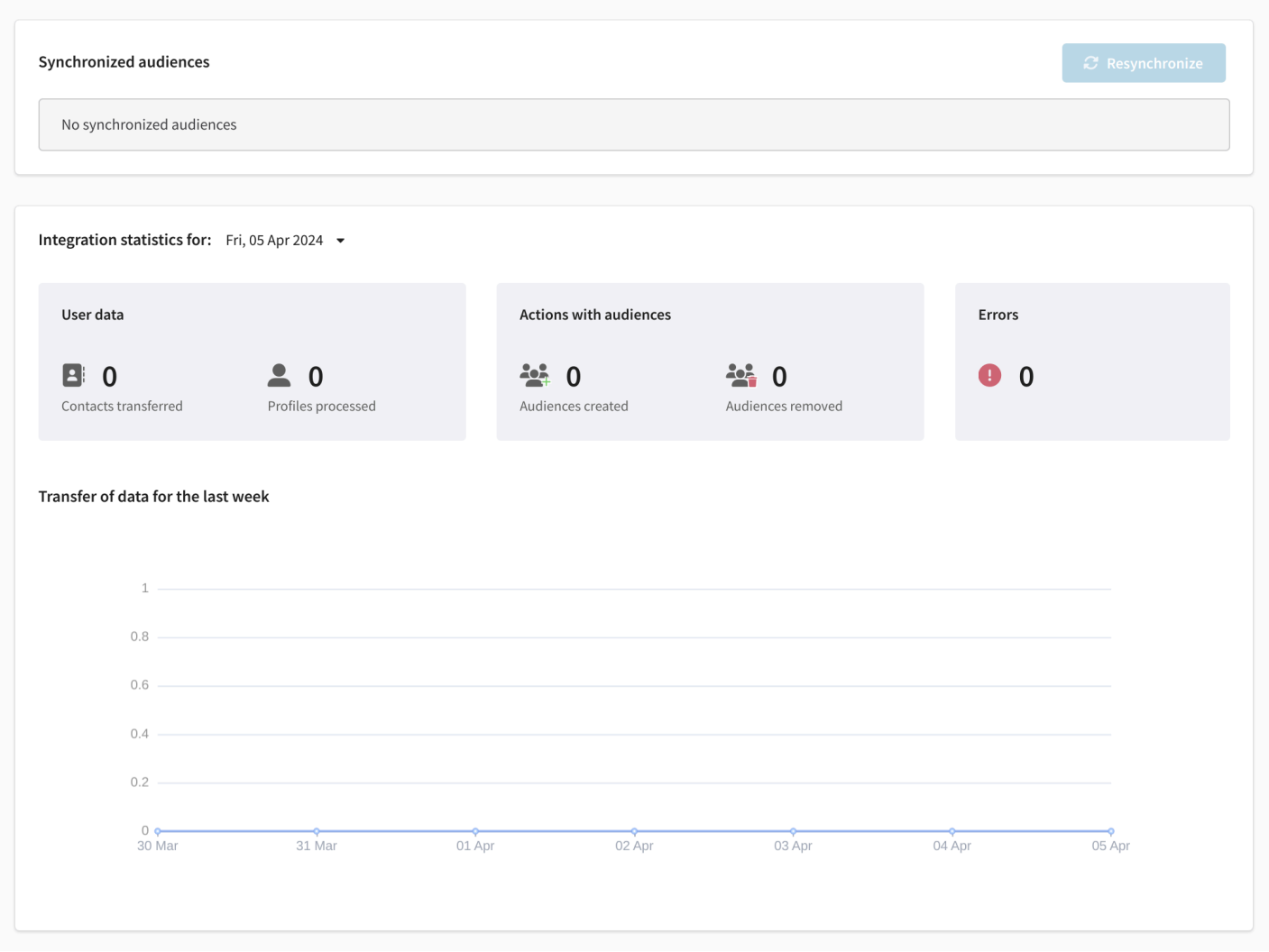
Integration schedule

Here you can configure how often the integration will occur. Read more about how to set up a schedule in Altcraft Platform in this article.

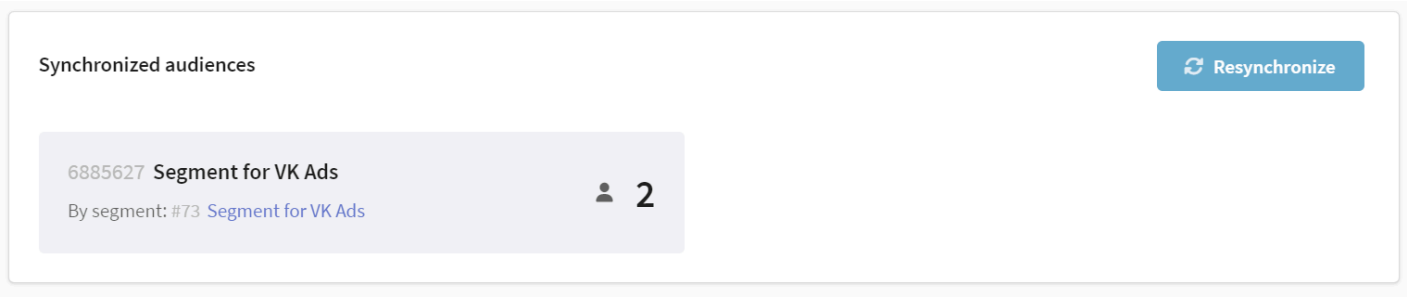


Synchronization and statistics

After you save the integration, the Synchronized audiences and Integration statistics sections will appear on the settings page:



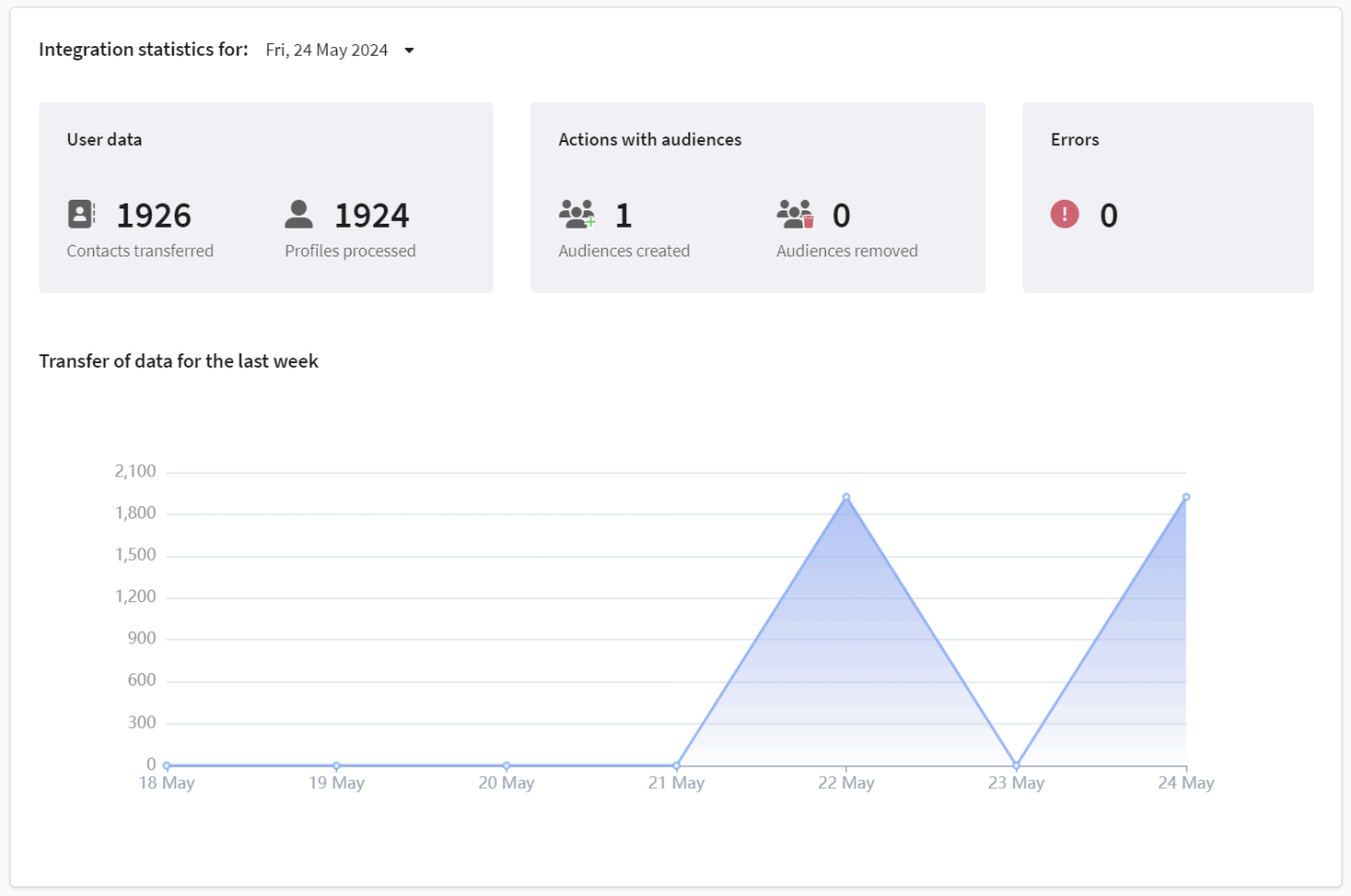
A list of audiences transferred to VK Ads™ will appear in the Synchronized audiences section. You can also synchronize audiences by clicking the “Resynchronize” button. After clicking it, all ever synchronized audiences will be deleted and all segments that were within the scope of integration will be re-uploaded.



TIP

The integration transfers only those profiles that have appeared since its launch. For the most complete transfer of audiences, we recommend running Resynchronize before starting the integration

In the Integration statistics section you can see detailed information about synchronizations over the last week, what actions were performed with them and errors that occurred during synchronization.



TIP

“Contacts transferred” tab counts every transferred communication channel of profile. For example, if a profile has a phone number, email and VK ID, then 3 contacts will be included in the statistics, not 1.

Static segment synchronization

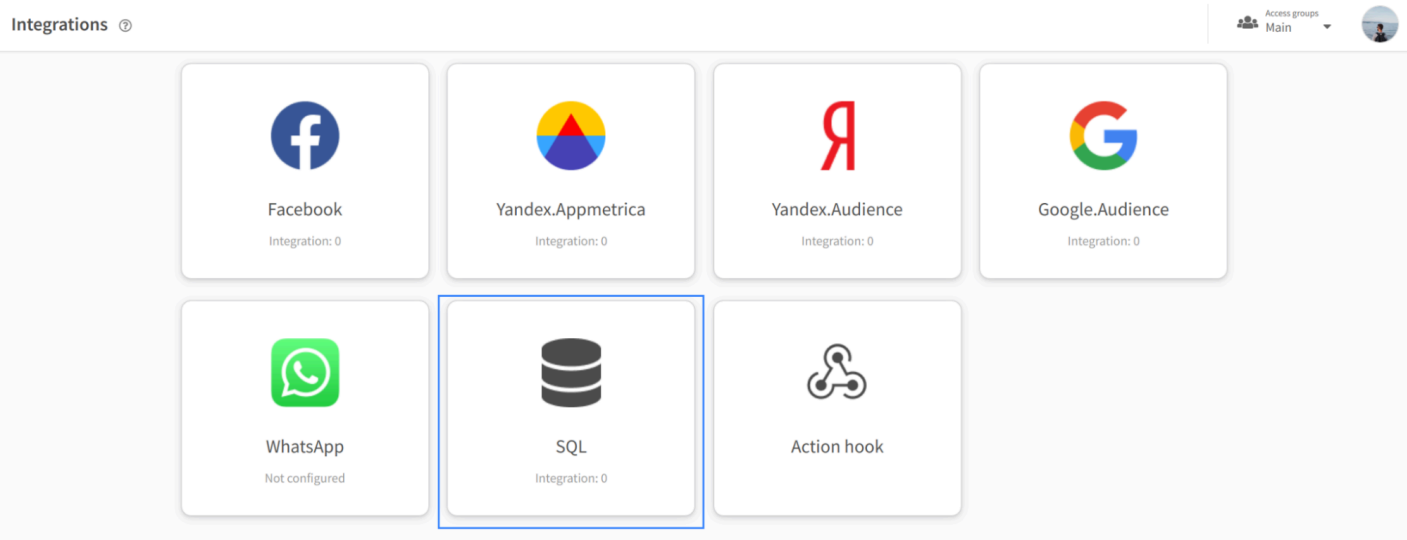
Static segment synchronization

Description

Data from static segments can be synchronized with external SQL data tables. This integration is utilized when you need to maintain up-to-date information about customer groups in external systems. Data updates in the external system occur based on specific events.

- **Adding profiles to a static segment.**
- **Removing profiles from a static segment.**
- **Clearing (removing all profiles from) a static segment.**
- **Creating or updating a static segment.**
- **Deleting a static segment.**

To add synchronization, select Integrations in the left menu. Then click on SQL.



Now click on + Create on the top of the page.

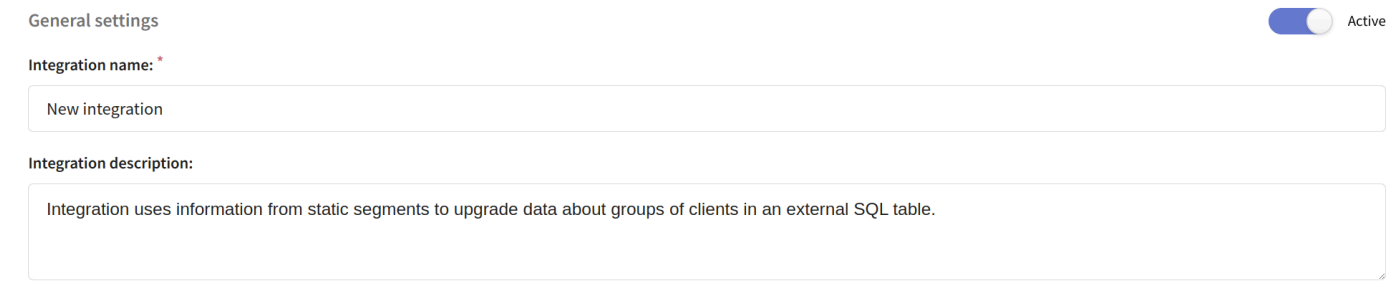


TIP

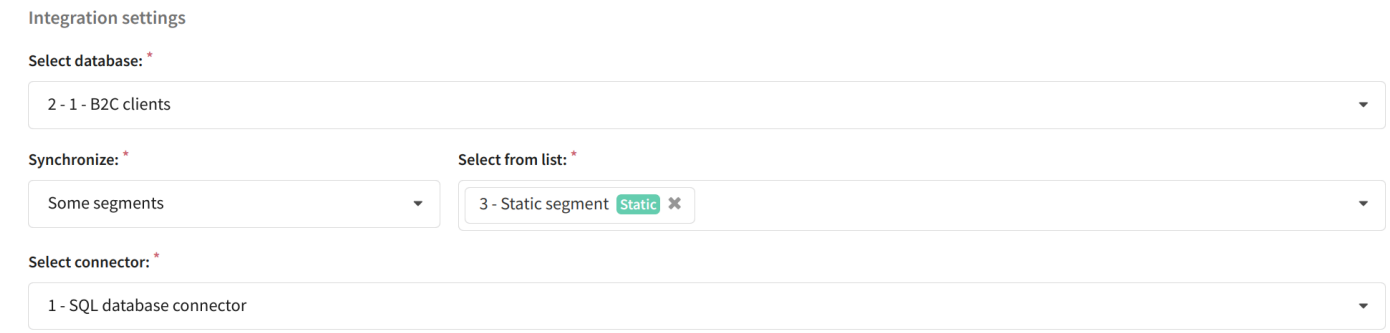
To synchronize within the Altcraft Administrative Panel, you need to create a connector to an external SQL storage. You can find instructions on adding a connector here.

Integration settings

In the main integration settings, enter the Integration name and Integration description. You'll also find a toggle switch here that allows you to activate or pause the integration.



Now set the integration scope. Below in the same section, select the SQL connector for the storage with the table where the data will be exported to.



SQL queries for event synchronization

Below, you need to configure SQL queries that will add or remove data from an external table based on events related to the selected static segments.

TIP

Queries can involve additional profile data and logical expressions. The matching of profile fields and data table columns is determined by the WHERE operator.



Adding and removing profiles, segment clearing

CAUTION

Queries for adding and removing profiles are mandatory for integration.

Events of adding or removing customer profiles from a static segment can be exported individually or in batches. When using batches, the number of added profiles (Batch Size) and a timeout (Timeout) are set. After the timeout, synchronization will be triggered even if the required number of profiles hasn't accumulated. Default timeout value — 60 seconds.

Example of data table structure

INFO

`segId` — static segment identifier

`clientId` — unique client identifier in the company's data center

`updated` — time of profile addition or removal

`mysegment`

```
+----------+--------------+------+-----+---------+-------+
| Field    | Type         | Null | Key | Default | Extra |
+----------+--------------+------+-----+---------+-------+
| segId    | int(11)      | YES  |     | NULL    |       |
| clientId | varchar(255) | YES  |     | NULL    |       |
| updated  | datetime     | YES  |     | NULL    |       |
+----------+--------------+------+-----+---------+-------+
```

Example of a batch profile addition query

INFO

`{segment_id}` — segment identifier in the platform

`{$lead.CustomID}` — custom (additional) profile field.

The batch is configured using the following cycle:

```
{for $index, $lead = $batch}
    ({segment_id}, "{$lead.CustomID}", NOW()){autocomma} // Here fields for export are
specified
  {end}
```

Altcraft variables and functions

```
INSERT INTO mysegment (segId, clientId, updated)
  VALUES
  {for $index, $lead = $batch}
```

```
    ({segment_id}, "{$lead.CustomID}", NOW()){autocomma}
  {end}
  ON DUPLICATE KEY UPDATE
    updated = NOW();
```

Example of a batch profile removal query

INFO

`{segment_id}` — segment identifier in the platform

`{$lead.CustomID}` — custom (additional) profile field.

Altcraft variables and functions.

```
DELETE FROM mysegment
WHERE segment_id = {segment_id}
AND clientId IN ({batch_in "CustomID"})
```

Example of a query to remove all profiles from a segment

INFO

`{segment_id}` — segment identifier in the platform

Altcraft variables and functions.

```
DELETE FROM mysegment
WHERE segment_id = {segment_id}
```

Segment Addition/Update and Deletion

Additionally, you can configure the export of events for adding a new segment, updating existing data, and segment deletion. Segment data is exported to a separate SQL table:

Example of data table structure

INFO

`name` — name of the static segment

`segment_id` — unique ID of the segment in Altcraft

`updated` — event date

```
segments

+-------------+--------------+------+-----+---------+-------+
| Field       | Type         | Null | Key | Default | Extra |
+-------------+--------------+------+-----+---------+-------+
```

```
| name        | varchar(255) | YES  |     | NULL    |       |
| segment_id  | int(11)      | YES  |     | NULL    |       |
| updated     | datetime     | YES  |     | NULL    |       |
+-------------+--------------+------+-----+---------+-------+
```

Example of a query for adding/updating a segment

```
INSERT INTO segments (segment_id,name,updated)
  VALUES
     ({segment_id}, "{segment_name}", NOW())
  ON DUPLICATE KEY UPDATE
    name = "{segment_name}",
    updated = NOW();
```

Example of a query for deleting a segment

INFO

`{segment_id}` — segment identifier in the platform

Altcraft variables and functions.

```
DELETE FROM segments
WHERE segment_id = {segment_id}
LIMIT 1
```

INFO

When transferring profile data to an external database using variables, single quotes `'` will be escaped. The escape symbols used depend on the type of database:

Database	Escape symbol	Example
MySQL, MSSQL, PostgreSQL, Oracle	`'` (single quote)	`value''s`
ClickHouse	`\` (backslash)	`value\'s`

Synchronization Statistics

In the Sync statistics section, information about the number of successful SQL queries within the specified time will be displayed, along with synchronization execution errors.

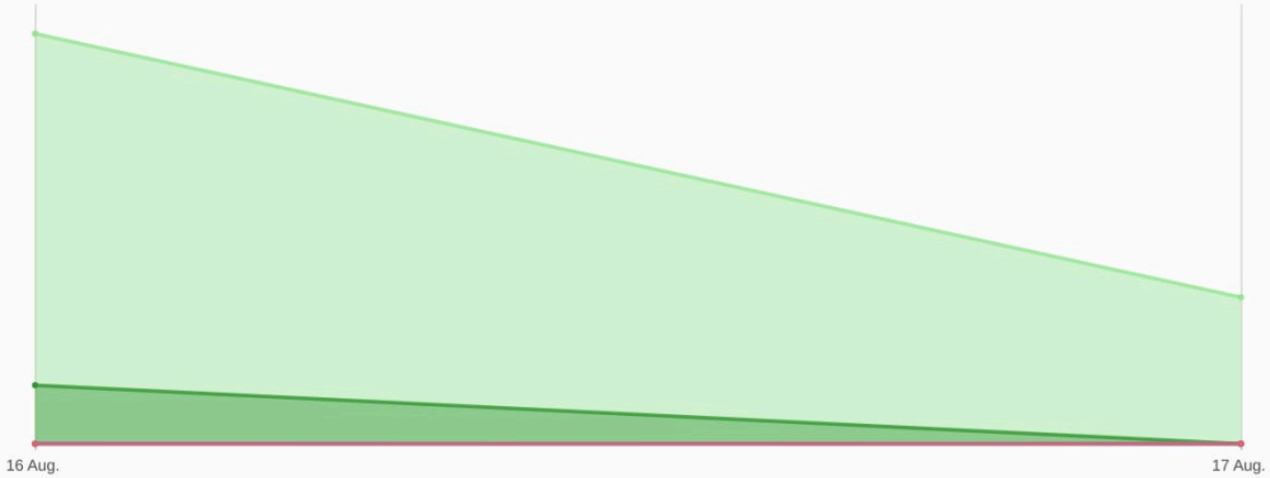
Using the Start resync button, you can recalculate segment data for export.

Sync statistics

Start resync

14K	2K	3	1	0
PROFILES IMPORTED	PROFILES REMOVED	SEGMENTS IMPORTED	SEGMENTS REMOVED	ERRORS

wed, 16 Aug. 2023



Auditories information

Segment	Auditory	Amount	Status	Last sync
#154 Segment 1	Segment 1 (31646481)	unknown	Processing	2023-08-17 10:27:12

Yandex AppMetrica™

Yandex AppMetrica™

Description

Yandex AppMetrica™ is an analytics platform for mobile applications. It also manages mobile push notifications using Google Firebase SDK.

Web-site: AppMetrica: https://appmetrica.yandex.ru

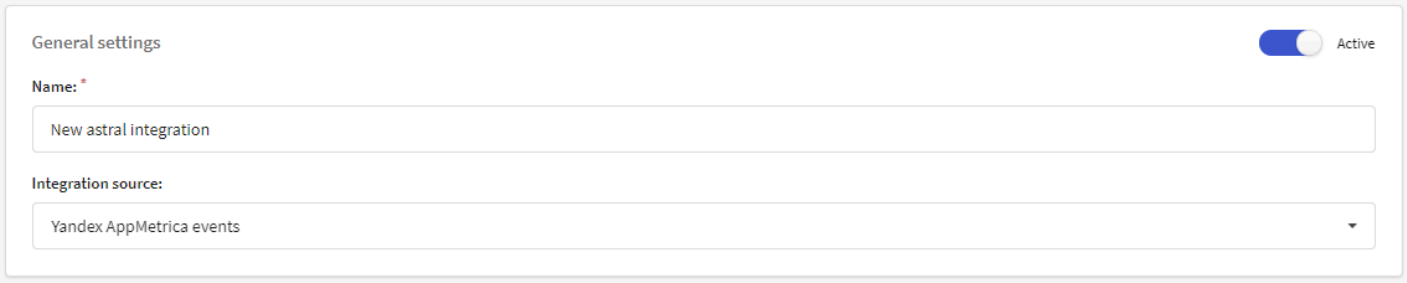
Altcraft MP captures AppMetrica™ installations and events information from Logs API, that can be used for:

- **goals and their values registration**
- **profiles import and update**

To start using AppMetrica data in Altcraft, go to Integrations in the main menu.

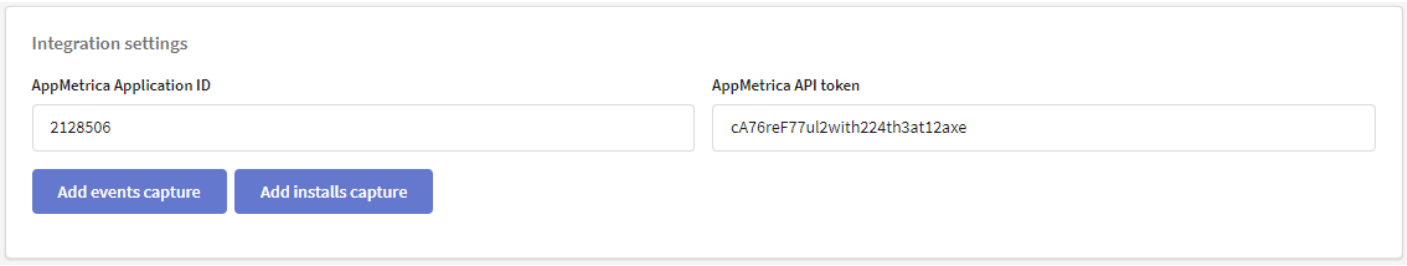
Accessing AppMetrica API

Create a new integration. In General settings give it a custom Name and select AppMetrica events from Integration source dropdown. You can activate or stop the integration by a special button in this section:



In Integration settings enter your application AppMetrica credentials:

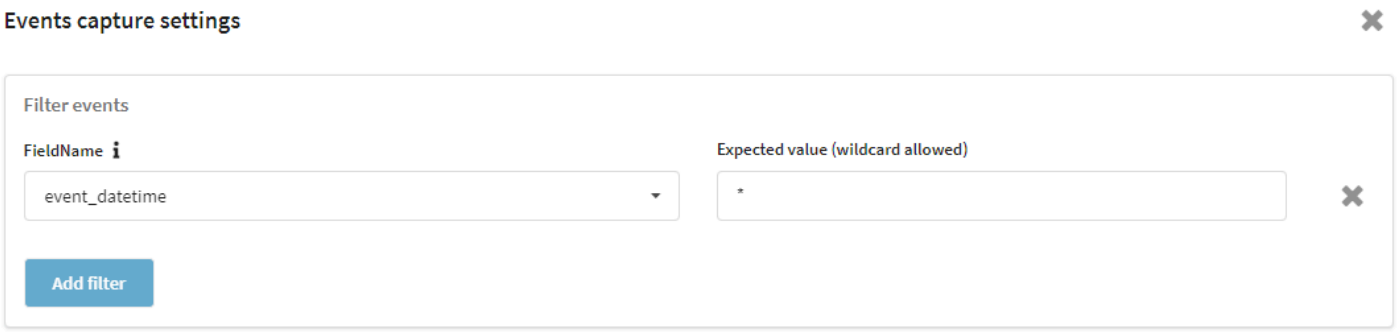
- **Application ID — unique application ID in AppMetrica.**
- **AppMetrica API token — data access token. You can retrieve it in AppMetrica application settings.**



After that you can add hooks for 2 types of AppMetrica™ events:

- **Events — captures all events in installed applications.**
- **Installations — captures new installations of your application.**

You can filter events to be captured by adding rules based on system or custom event data. In filters, you can use a search template * (wildcard). For instance, *@gmail.com will capture all profiles with a google mailbox:



Yandex AppMetrica data

Integration supports all data fields from AppMetrica Logs API. Field structure is available in AppMetrica documentation:

- **Events — https://appmetrica.yandex.ru/docs/mobile-api/logs/ref/events.html**
- **Installations — https://appmetrica.yandex.ru/docs/mobile-api/logs/ref/installations.html**

INFO

Business data can be retrieved from your Application in the `event_json` parameter in AppMetrica. To use custom data in Altcraft integration enter the FieldName manually, providing path to the data you need. For example:

- ****event_json.email** - if your customer's email is sent to AppMetrica as a root property in "event_json": ```bash "event_json" : {"email" : "example@example.com"} ```**
- **event_json.contacts.email - if the email is a part of "contacts" object: ```bash "event_json" : {"contacts": {"email" : "example@example.com", "phone" : "+12345678910"} } ```**

When using AppMetrica user interface you can configure up to 5 levels of `event_json` object nesting, when using AppMetrica API- 10. Altcraft supports the maximum value you set.

Custom event data in AppMetrica documentation: https://appmetrica.yandex.ru/docs/mobile-events/concepts/events.html

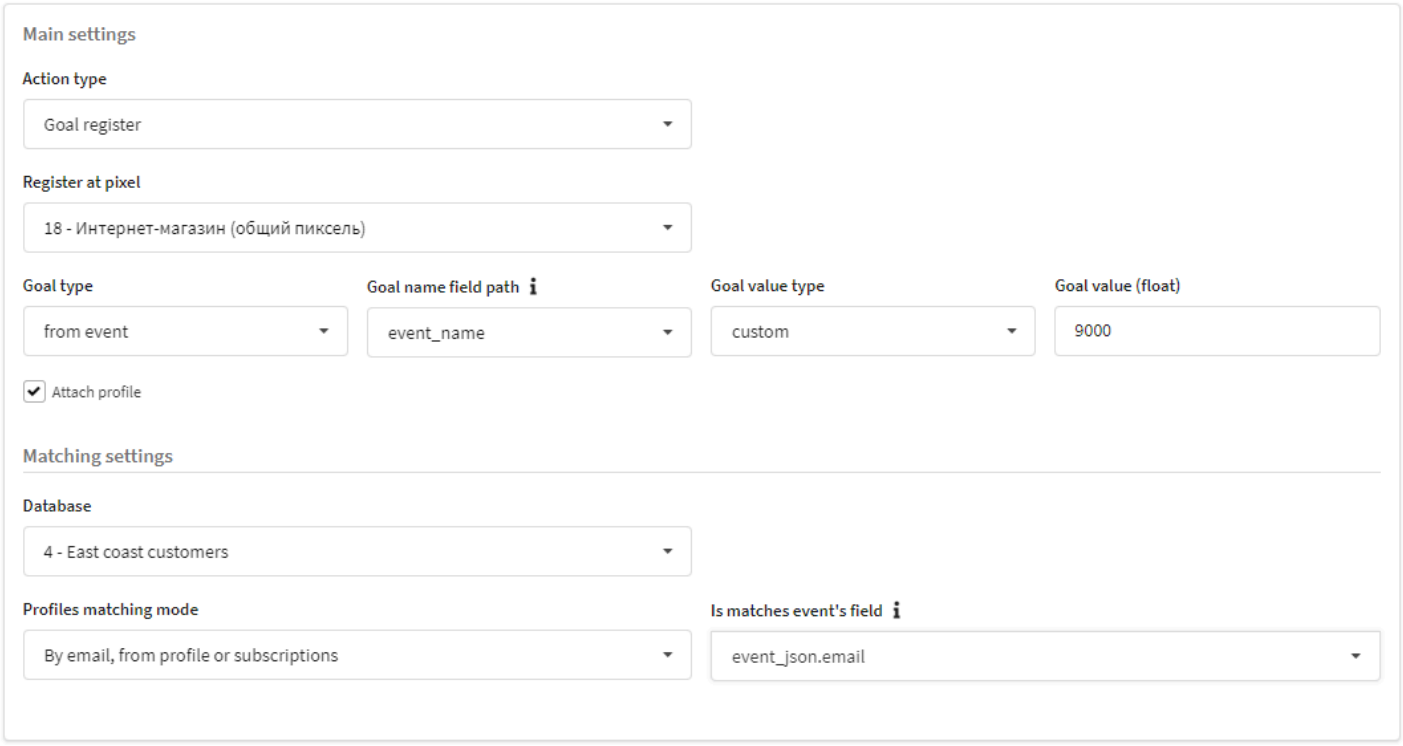
Goal registration

An event, captured by AppMetrica can record a goal and its value.

Goals are organized by Altcraft Pixels. Recording the same goals for different pixels will allow you to compare two or more UI variants or customer stories. Select the pixel you need from a dropdown.

Both goal and value data can be taken from AppMetrica data or entered manually.

- **Custom goals and values are static and recorded as is at the moment the event is captured.**
- **AppMetrica data is dynamically changed from profile to profile.**



Each goal can be recorded to a known and existing customer profile or to an anonymous profile (by Cookie data)/

- **Anonymous goals are used in goals reports to measure common effectiveness.**
- **Profile goals and values can be used in reports, for RFM and LTV segmentation and scoring. Goals reaching is recorded in profile action history.**

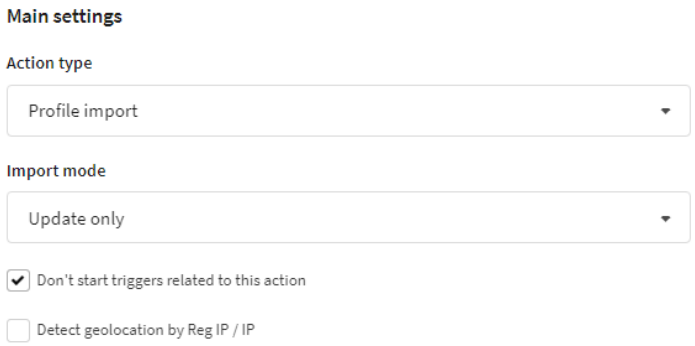
To record the goal for a specific profile, activate option Attach profile, select a database and a matching mode to search the profile:

- **By email from profile — email field from main profile data.**
- **By email, from profile or subscriptions — main profile email or any email from profile subscriptions.**
- **By AppMetrica ID — appmetrica_device_id property. When profiles are imported from AppMerica, this data is recorded automatically. For other imports — add this field manually to search profiles.**
- **By custom field — by a value of database custom field. Select the field from a dropdown and specify the corresponding property in AppMetrica data.**

Profile import

The second feature of AppMetrica integration - allows to import and update Altcraft customer profiles. Select the corresponding Action type in Main settings. There are 3 import modes:

- **Add new leads and update existing ones**
- **Add new leads, do not update existing ones**
- **Update only**

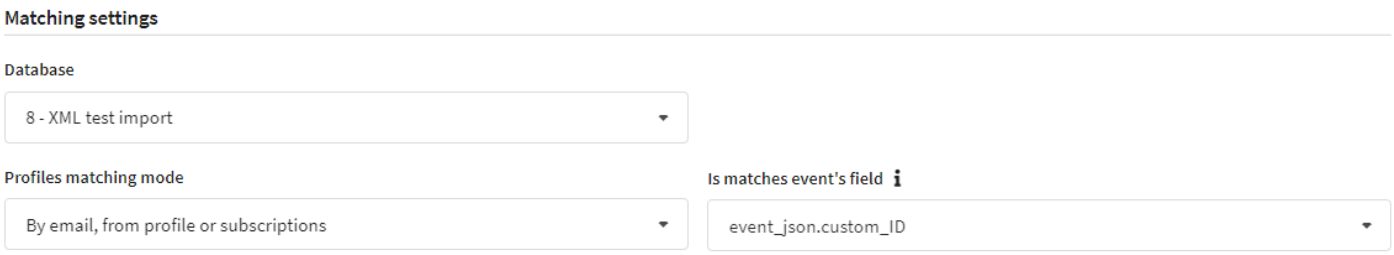


Profile matching

Select a database and a matching mode to search the profile. If a record is found - the profile will be updated, if not - a new customer record will be created.

- **By email from profile — email field from main profile data.**
- **By email, from profile or subscriptions — main profile email or any email from profile subscriptions.**
- **By AppMetrica ID — appmetrica_device_id property. When profiles are imported from AppMerica, this data is recorded automatically. For other imports - add this field manually to search profiles.**
- **By custom field — by a value of database custom field. Select the field from a dropdown and specify the corresponding property in AppMetrica data.**

> **CAUTION**
>
> **By AppMetrica ID is recommended if you have customers with multiple devices running your app. Do not use it along with email matching modes if you want no duplicated client profiles!**



Auto-subscription

While importing or updating customer profiles you can automatically subscribe them to Email, SMS or Push. Before you start make sure:

1. **You have at least one resource with a communication channel configured.**
2. **Database you selected is added to the resources you subscribe profiles to.**

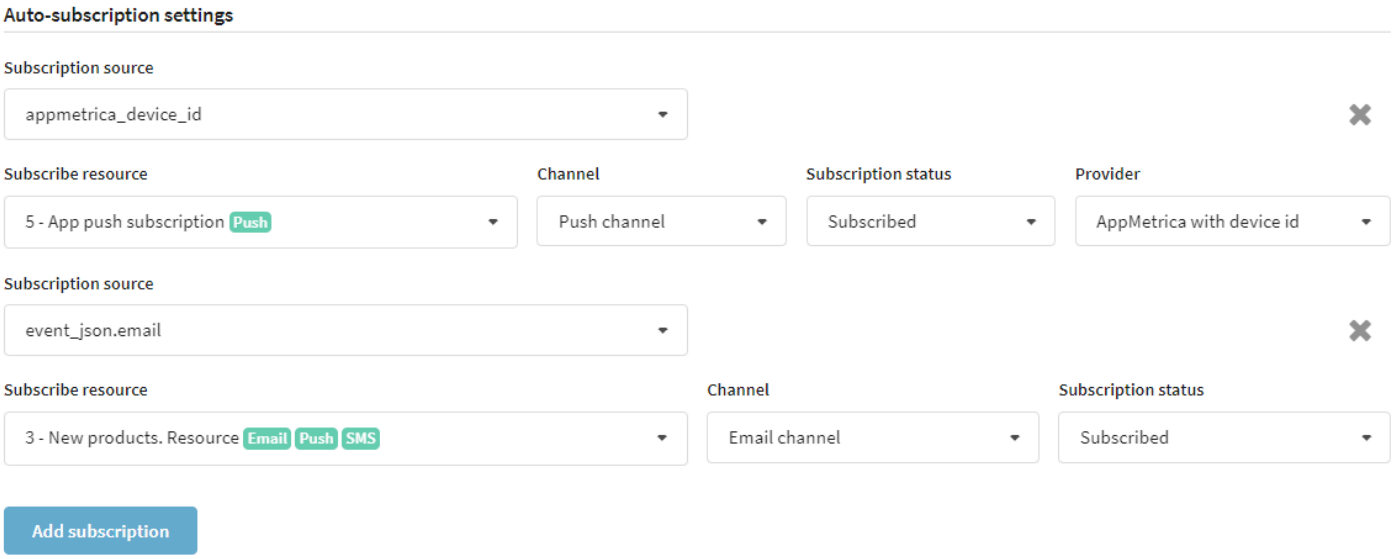
After these prerequisites are made, Add subscription button will be available in the integration form:**



For every subscription record specify subscription source — this can be any of AppMetrica data fields, most commonly data from event_json. AppMetrica Push subscriptions use standard data fields:

Push provider	Event field
Yandex AppMetrica with device id	appmetrica_device_id
Yandex AppMetrica with iOS IFA	ios_ifa
Yandex AppMetrica with Google AID	google_aid

For other communication channels, you would like to send contact data as custom information. Custom event data in AppMetrica documentation: https://appmetrica.yandex.ru/docs/mobile-events/concepts/events.html



You can also set the status for every subscription you add or modify:

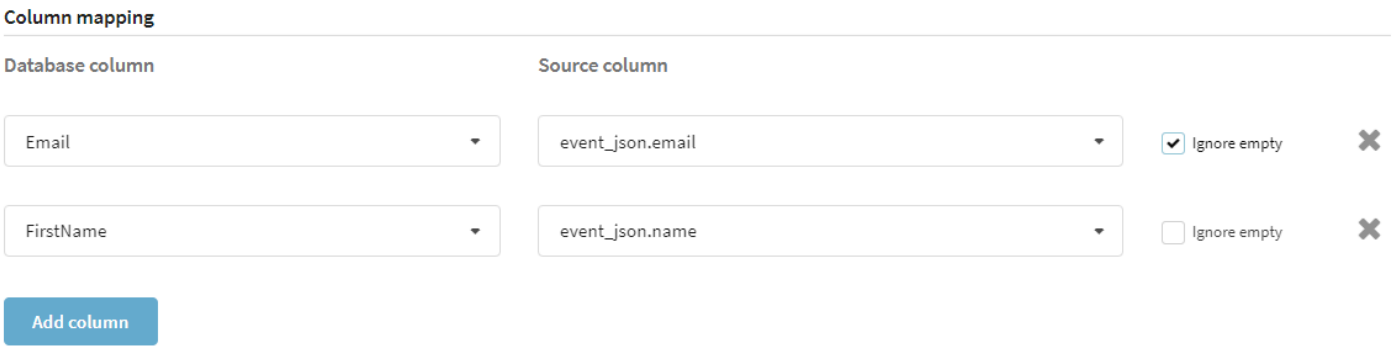
- **When importing new profiles using Double Opt-in, set status Unconfirmed**
- **When updating profile details you can change status based on customer actions. For example, if a customer wants to Suspend a subscription or Unsubscribe.**

Column mapping

For any new profile, a unique ID will be assigned. If matching is set to a custom valueand a value is not found - it will be recorded for a new profile. If email is used for matching - appmetrica_device_id will be nevertheless recorded as a system parameter.

Set column mapping for Altcraft database default and custom fields based on AppMetrica events data. Custom AppMetrica data is provided within event_json object.

> **CAUTION**
>
> **Ignore empty option will skip empty values, importing profiles with missing data. If the field is mandatory for import (email for default) and this option is not enabled - an import error will occur.**



Tilda™

Tilda™

Tilda profile import integration

In Altcraft Platform, you can transfer the data of a user who filled out a form on your website designed on Tilda. To do this, you need to use the Webhooks tool. You can read more about Tilda Webhooks in this article.

NOTE

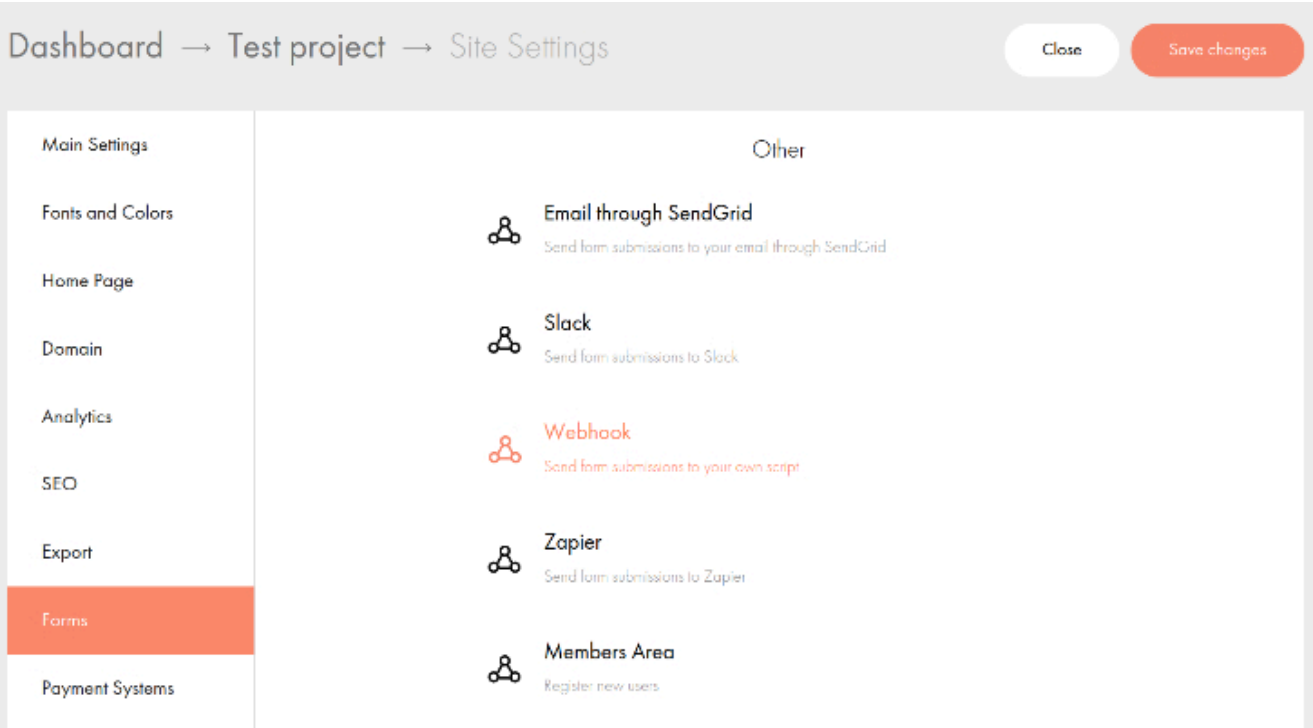
Please note that integration with Tilda allows you to integrate only user subscriptions to email and SMS resources.

For this integration you will need the following data.

- **Altcraft service instance URL. For example, `https://ru.altcraft.com`.**
- **API token: tokens are created by platform master users.**
- **Database ID and Resource ID. If there is no need to subscribe to a resource, you need only the database ID.**

Step 1: Create a Tilda webhook

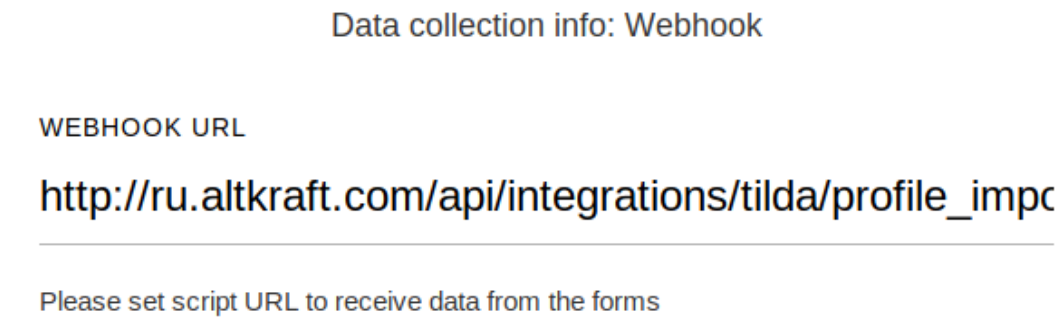
Go to the section: Dashboard → Your project → Site settings → Forms. At the very bottom you will find Other → Webhook.



Fill in the WEBHOOK URL field as follows:

```
<your.domain>/api/integrations/tilda/profile_import/?token=<api_token>
```

Here you need to replace <your.domain> with the URL of the Altcraft platform service instance and <api_token> with the token provided to you:



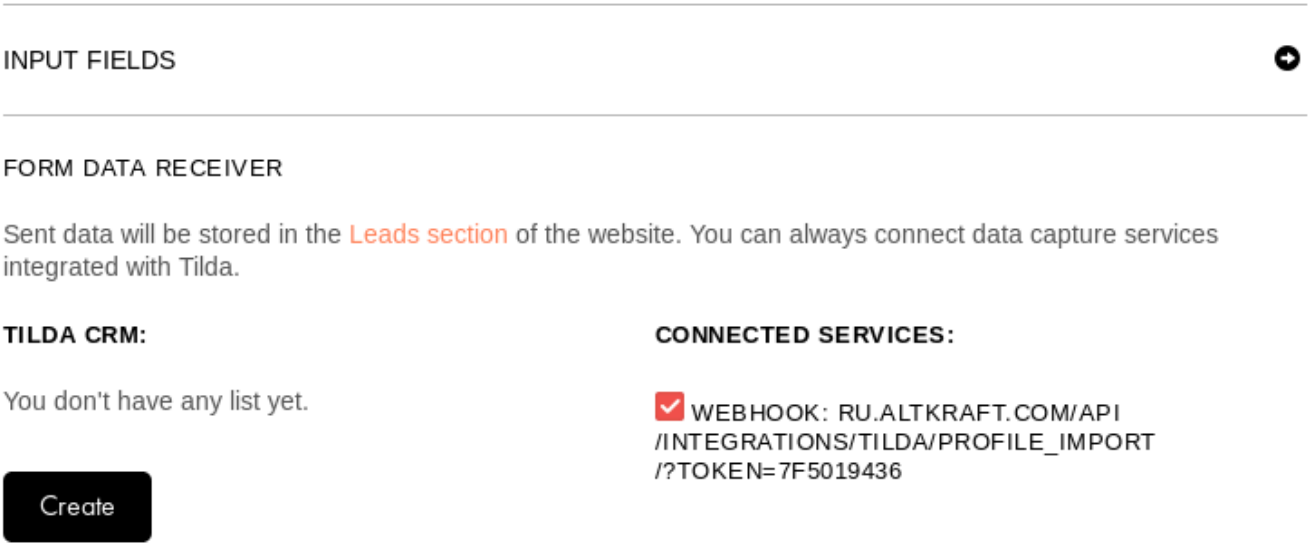
Click “Add”. After that, you will be prompted to assign this data collection service to all forms on the website. Skip this step by clicking the “Close” button. So, Webhook is created.

Step 2. Set up a Tilda form

Open the site page editing window and find the form from which you want to transfer data to Altcraft. Then open the “Content” tab:



Find the “FORM DATA RECEIVER” section and enable your Webhook:



There are two types of form in Tilda:

- **a simple form with a button,**
- **form with multiple fields.**

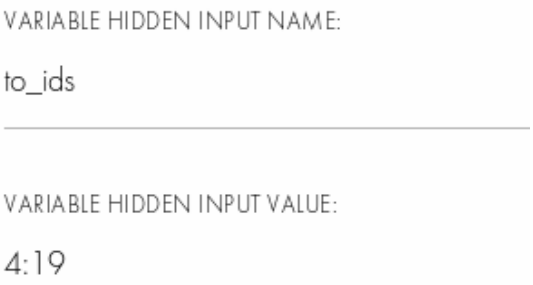
The settings for each of them are slightly different.

Forms with one input



For a single input field form you will need block “Options” to set variable names.

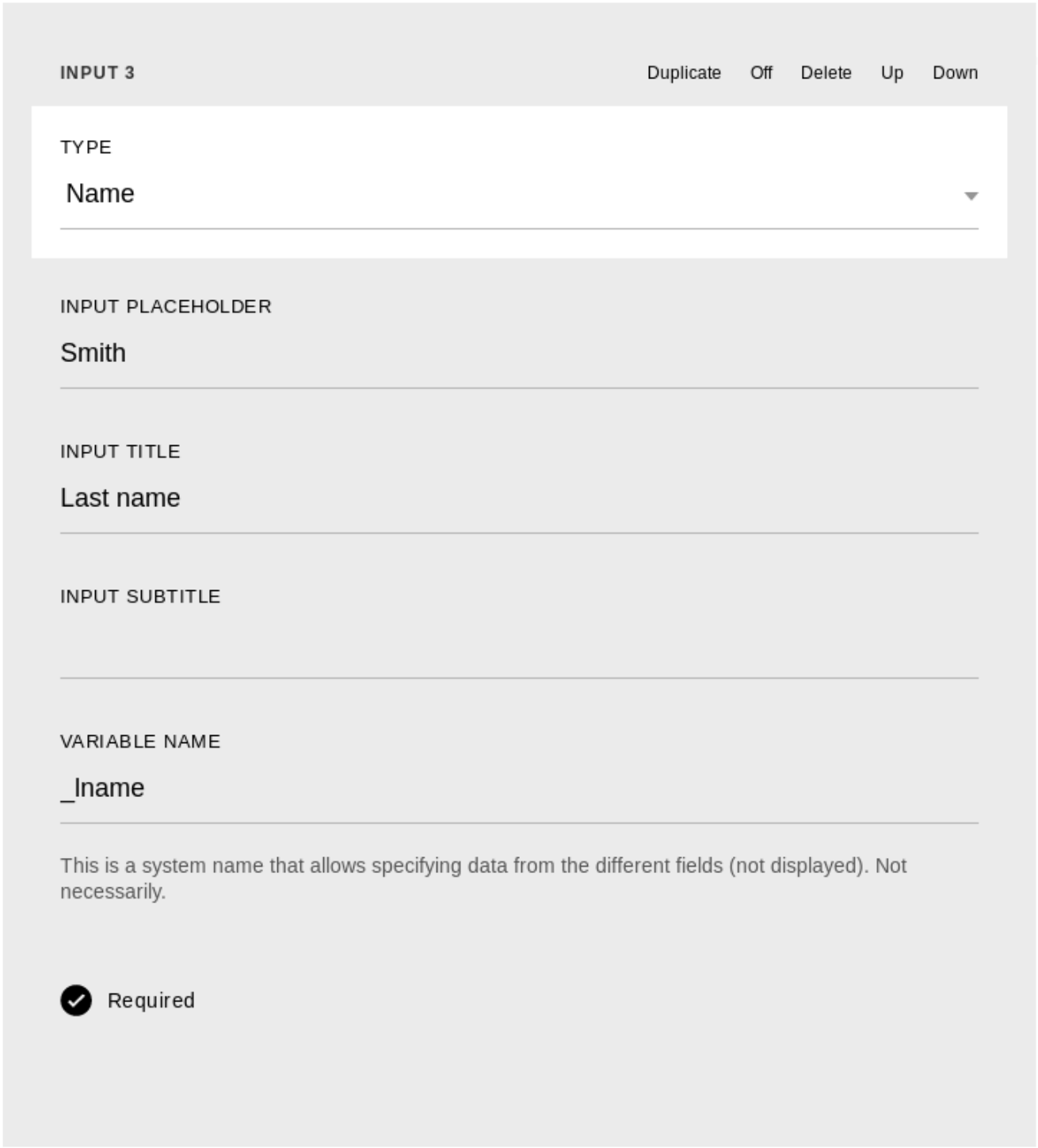
Field	Description
Variable name	**If you want this field to get into Altcraft, then its name must correspond to the same field in the database. The variable name must be email or phone.** **The name is not case sensitive, for example, if the Altcraft database has an “email” field, and Tilda’s field is called “EMAIL”, the data from the form will be submitted successfully.**
Variable name for a hidden field	**Name it `to_ids`**
Variable value for a hidden field	**Enter a colon-separated database ID and resource ID. If you do not need to subscribe to the resource, then you need only the database ID. In the screenshot below, in the example, `4` is the database ID, `19` is the resource ID.**



Form with several inputs

If you are working with a form that contains multiple fields, you need to open the “Content” tab. There, expand the “INPUT FIELDS” tab.

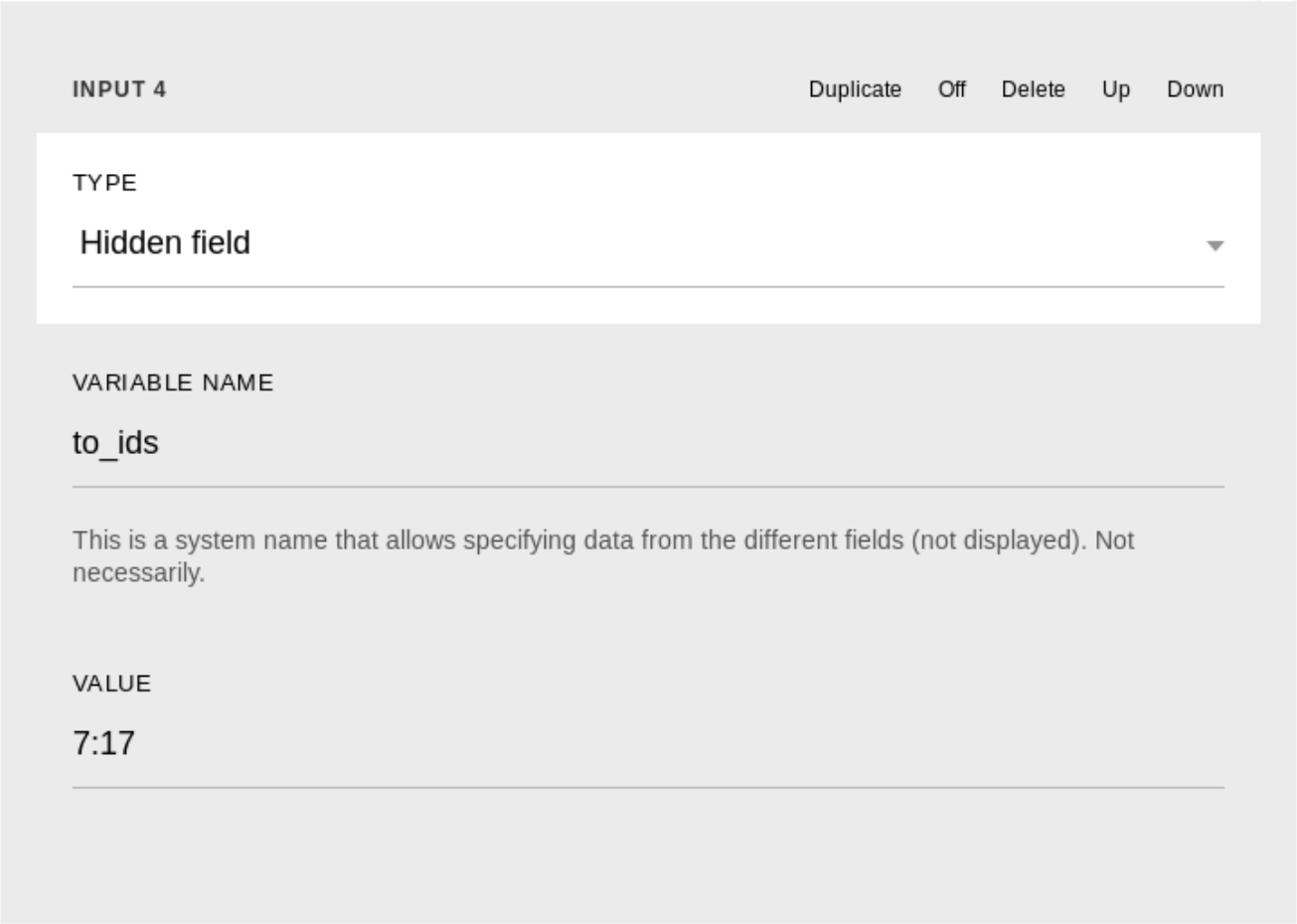
Pay attention to the names of all the variables that the form contains. If you want a field to get into Altcraft, its name must correspond to the same field in the database.



The contact data fields should be named email or phones.The variable name is case insensitive, e.g. EMAIL will also work.

After setting up the visible form fields, add another field. Type is hidden. Name it to_ids . Enter a colon-separated database ID and resource ID. If you do not want to subscribe to the resource, enter only the database ID.

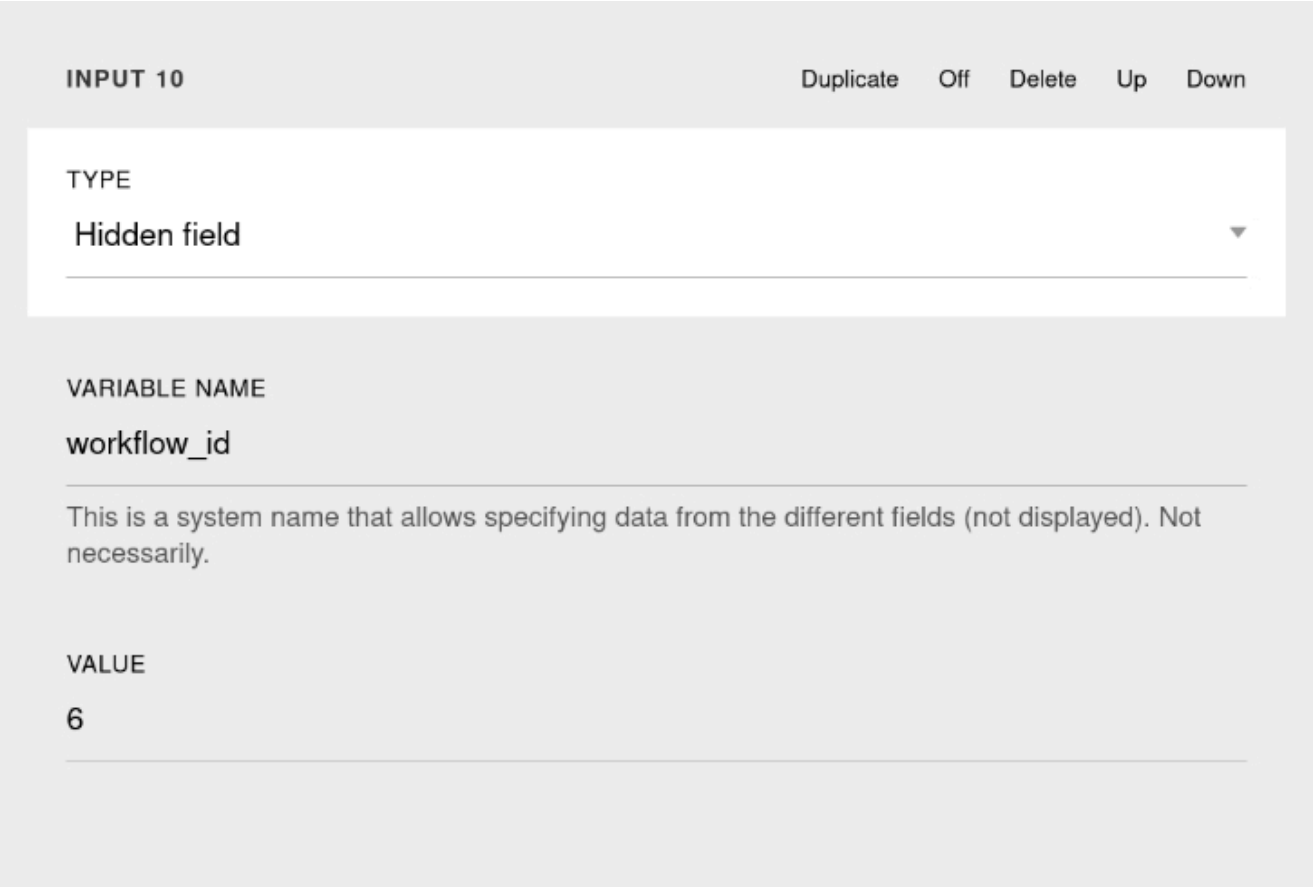
In the example in the screenshot below, 7 is the database identifier, 17 is the resource identifier.



Integration with Tilda allows not only importing new profiles into Altcraft databases, but also immediately start a trigger event. For example, you can run a trigger campaign right after importing a new profile to send them a welcome email, or add the profile to a welcome scenario.

To do this, you need to add additional hidden fields in the form:

Action after import	Variable name	Value
Launch a trigger campaign	**trigger_id**	**Trigger campaign ID**
Add a profile to a scenario	**workflow_id**	**Scenario ID**



Passing a subscription status

When you import a profile from a multi-field form, you can pass a specific subscription status to the resource. It is this status that will be displayed in the digital profile of the subscriber in Altcraft Platform.

To pass profile status, you need to add one more hidden field in your form settings. You must specify status_sub as the variable name, and choose one of the statuses reserved by Altcraft Platform as the value.

Available statuses:

Status	Status_sub value
Subscribed	**0**
Unsubscribed	**1**
Complaint	**2**
Hardbounced	**3**
Unconfirmed	**4**
Suspended	**5**
Invalid	**6**

Step 3. Test a form

After you set up the fields for the form, publish the page. Then test the page by submitting test data to the form.

TIP

Tilda won't update the form right away, so it's best to test it a couple of minutes after posting.

Next, open Your project → Leads.



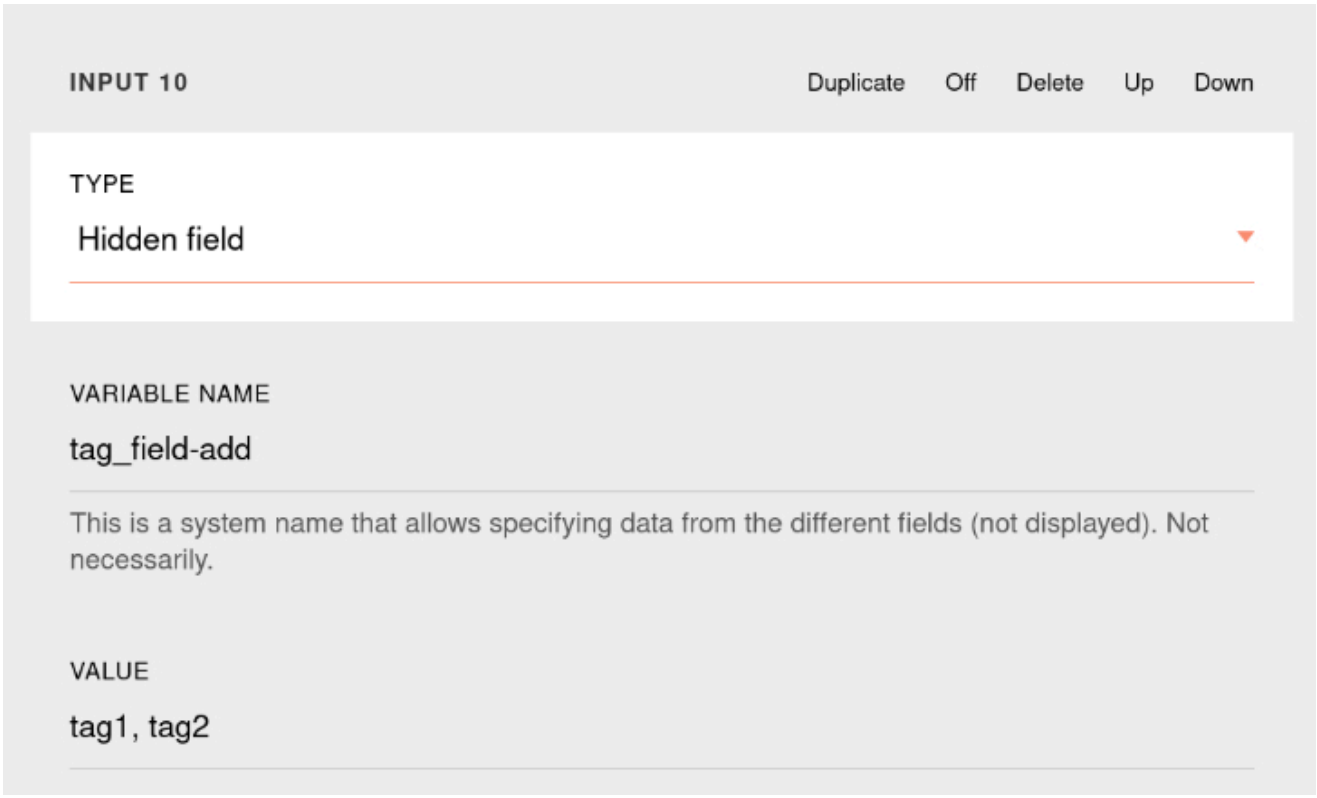
The screenshot shows an example of a successfully sent application. If you see an error, you need to check the following points:

- **The URL in the Webhook is correct and contains the correct API Key**
- **The database exists and it is selected in the resource you are using to subscribe.**
- **The form has an email or phone field**

Extra options

You can set different variable parameters as hidden form fields:

- **Profile matching mode by any of available. Default matching is Email.**
- **You can use `db_id` and `resource_id` instead of `to_ids` variable**
- **You can set a custom value for `_vendor` variable. By default it will send form ID.**
- **When updating a profile field with the "tags" type in the database, the field is completely overwritten. To add new values to existing ones, add the `-add` to the variable name when setting up a field in Tilda. For example, to update a tag_field, use the variable name `tag_field-add`.**



Lpgenerator™

Lpgenerator™

Description

Imports or updates customer profile.

At first create an input form for customer profiles data fields in the landing page editor. It can contain any database field inputs.

Request URL

Method: POST

`https://example.com/api/v1.1/integrations/lpgenerator/profile_import`

Request parameters

Lpgenerator default fields. You cannot redefine field values.

Parameter	Type	Example	Required	Description
id	string	“777777”		
meta_data	JSON object	“meta_data” : {…}	Да	Metadata like IP and browser info
utm_data	JSON object	“utm_data” : {…}	Да	Predefined utm data (can be empty)

Hidden fields

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	string	“1”	Yes	Database ID
matching	string	“phone”	No	Profiles matching mode: email/phone/custom By default – email
field_name	string	“custom_ID”	No	Sets a custom field for profile matching.
resource_id	string	“3”	No	Defines subscription resource ID

Profile fields

Parameter	Type	Example	Required	Description
lead_data	JSON object	“lead_data” : {…}		Altcraft database fields

`db_id`, `token`, `resource_id`, `matching`, `field_name` must be predefined in LPGenerator web hook settings

Use Altcraft API URL as LPGenerator web hook URL:
`<your.domain>/api/integrations/lpgenerator/profile_import`

API tokens are created by Altcraft platform master users.

Request examples

Email matching profile import:

```
{
        "id": 77777777,
        "lead_data": {
                "email": "qwerty@dron.ff",
        },
        "meta_data": {
                "HTTP_USER_AGENT": "Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36
(KHTML, like Gecko) Chrome/67.0.3396.99 Safari/537.36",
                "LANGUAGE": "en-US",
                "form_name": "form 1",
                "from": "Page 107570 (Variant 1)",
                "page_id": 1642169,
                "user_ip": "96.123.123.123",
                "variant_id": 1935651
        },
        "utm_data": {}
    "db_id": "2",
    "resource_id": "2",
    "matching": "email",
    "token": "abcdefghijklmnqrstuvwxyz"
}
```

Profile fields update with a resource subscription (custom field profile matching by `custom_ID` field):

```
{
        "id": 27773744,
        "lead_data": {
                "email": "ytrewq@dron.ff",
        "custom_ID": "Bagdasaryan"
        },
        "meta_data": {
                "HTTP_USER_AGENT": "Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36
(KHTML, like Gecko) Chrome/67.0.3396.99 Safari/537.36",
                "LANGUAGE": "en-US",
                "form_name": "form 1",
                "from": "Page 207571",
                "page_id": 1642169,
                "user_ip": "96.123.123.123",
                "variant_id": 1935651
        },
        "utm_data": {}
    "db_id": "2",
    "resource_id": "2",
    "matching": "custom",
    "field_name": "custom_ID",
    "token": "abcdefghijklmnqrstuvwxyz"
}
```

Response example

```
{
  "error": 0,
  "error_text": "Successful operation"
}
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

WhatsApp

WhatsApp

Description

Use WhatsApp* integration to automate communication with subscribers in the messaging app. By setting up this channel, you will be able to:

- **send personalized messages to subscribers in the app;**
- **segment the audience based on user behavior;**
- **use WhatsApp* channel to set up scenarios;**
- **collect statistics and analyze the received data.**

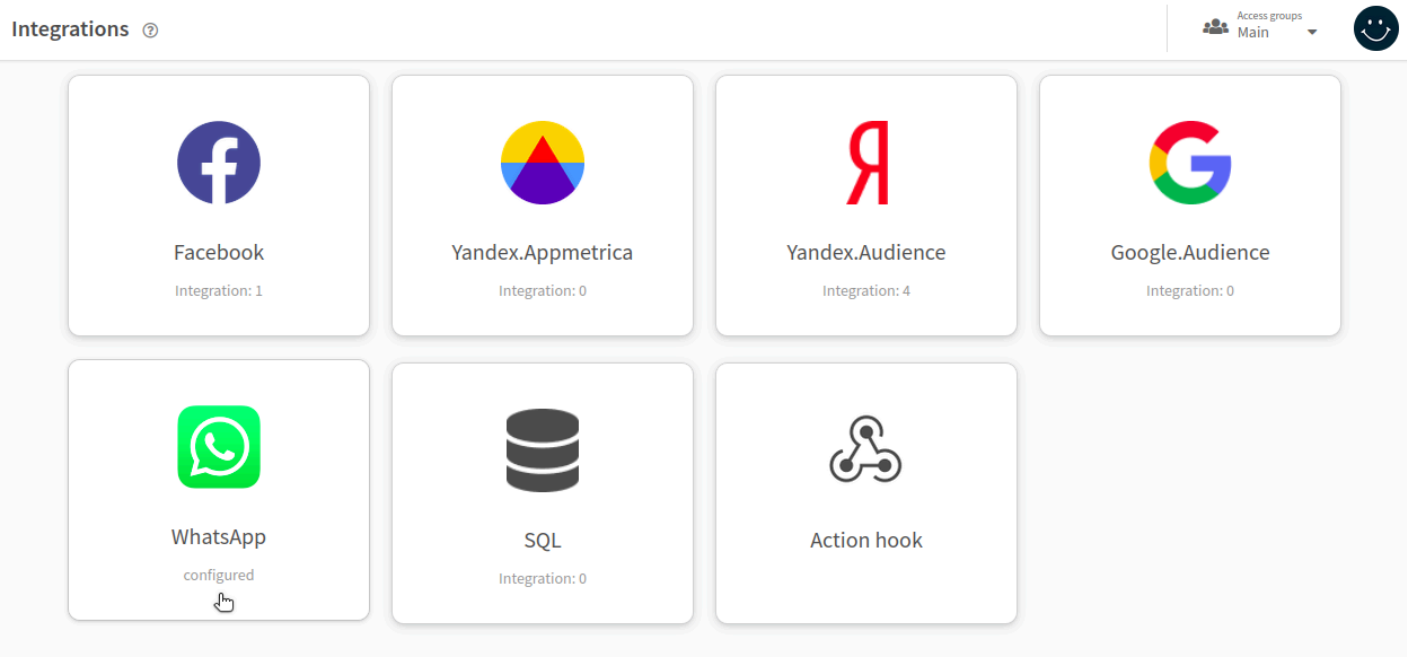
> **CAUTION**
>
> **In order to initiate a WhatsApp* message to a person, you must first receive opt-in permission confirming that they wish to receive future messages from you on WhatsApp*. Learn more.**

Businesses use the WhatsApp* Business API to communicate with customers in the app. API access is provided through official Meta providers. In Altcraft Platform, you can set up integration through such providers as Edna and 360dialog. In order to link the provider's account to Altcraft Platform, you need to create a connection through Edna or through 360dialog.

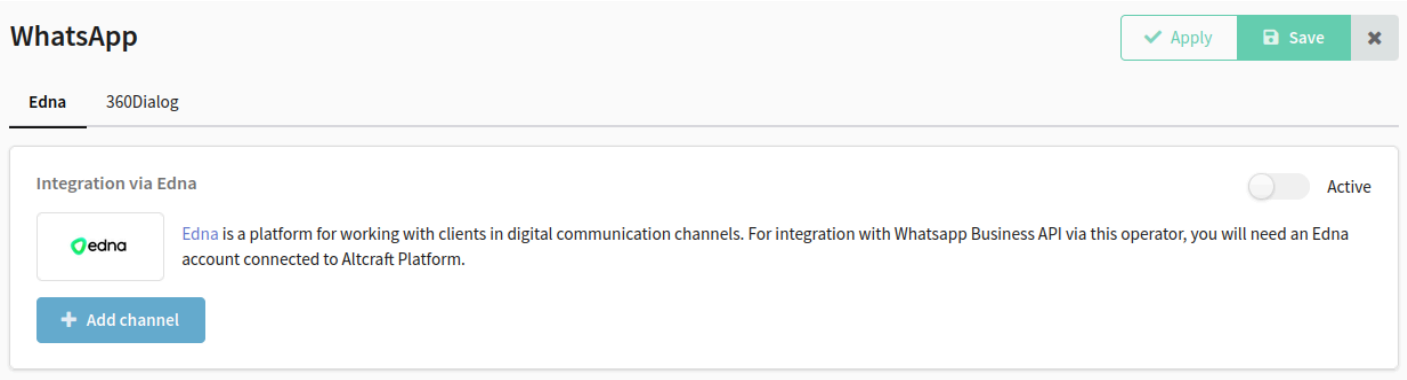
> **TIP**
>
> **In addition to the services of the provider, you also have to pay for messages sent to users. You can find out more about the cost of WhatsApp* messages here.**

Creating an integration

Go to the "Integrations" section and select the type of integration — *WhatsApp.



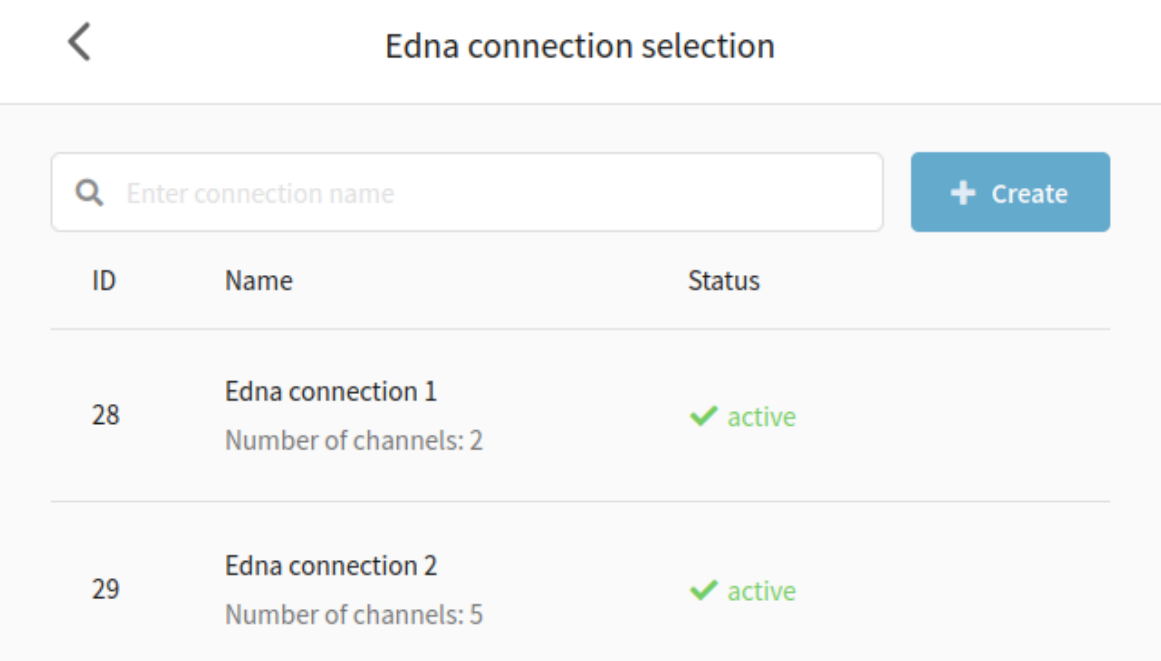
Go to your provider's tab:



Edna

Activate the integration using the toggle in the top right corner. Click "Add channel".

A window will appear on the right where you first need to select an available connection:



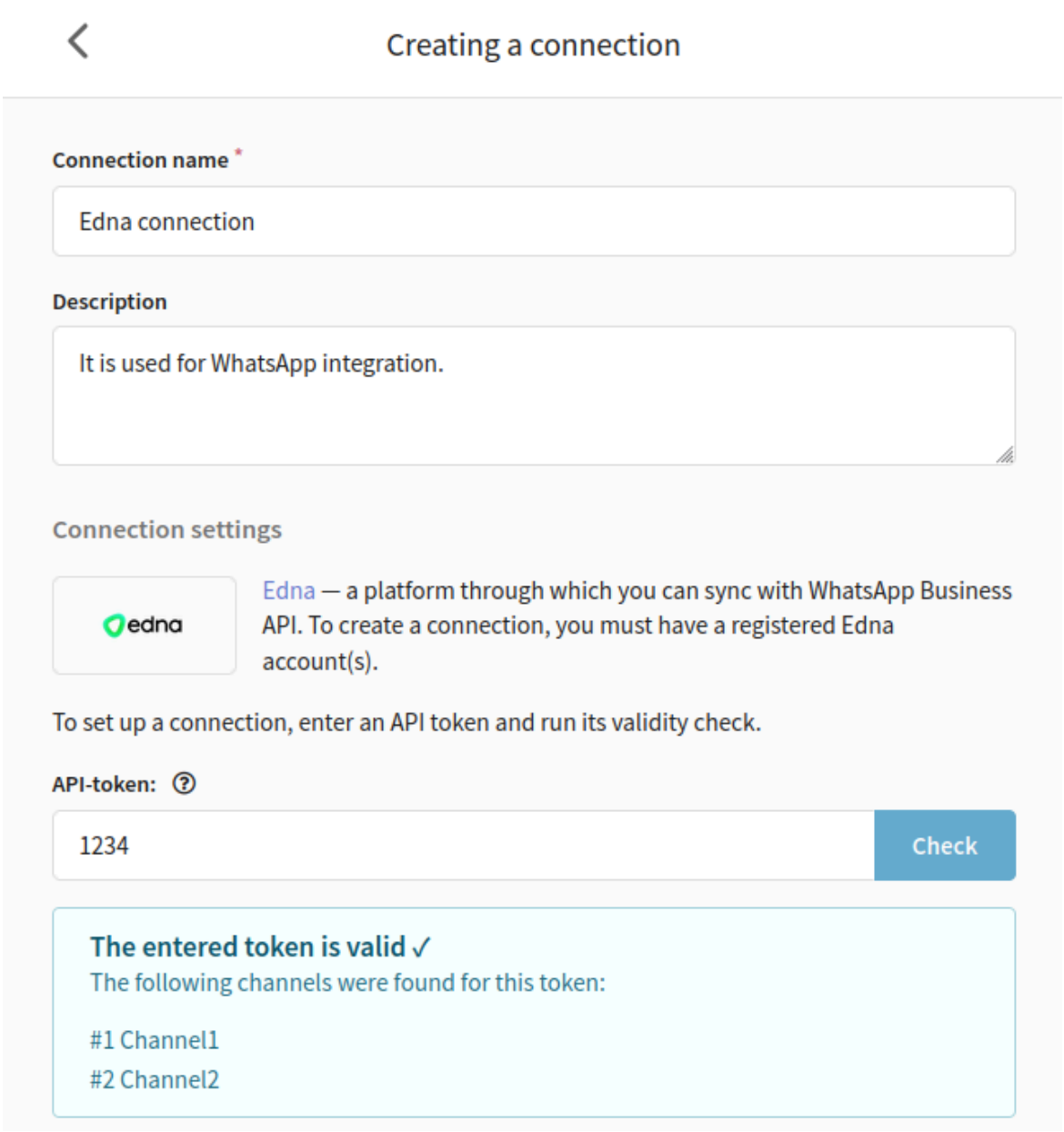
I don't have any connections available

If you haven't set up a connection to Edna yet, you can create one without leaving the current page.

Click "Create". Enter a name and description for the connection. Next, specify the API token generated in your Edna's personal account and check its validity. If the token passed the verification, click the "Create" button in the lower right corner.

TIP

You can read more about creating a connection to Edna in this guide.



Next, select an active channel. The channel should be in the "Correct" status.

After that, specify the cascade. The edna cascade is a scenario that sets an order in which the system sends the messages through several channels if the message was not delivered to the previous channel.

CAUTION

Some cascades may not be available in the list. Such cascades are configured for several channels, and the platform considers them invalid. You can only select cascades that use one channel.

If needed, you can enable event capture in Edna to send message status data to Altcraft Platform. When this option is enabled, a Callback URL will be automatically added to your Edna account after the integration is saved. This URL is used to transmit WhatsApp events to Altcraft. If the option is disabled, delivery and read analytics will not be available in the platform.

Once you've set up the channel and cascade, click "Add" in the bottom right corner.



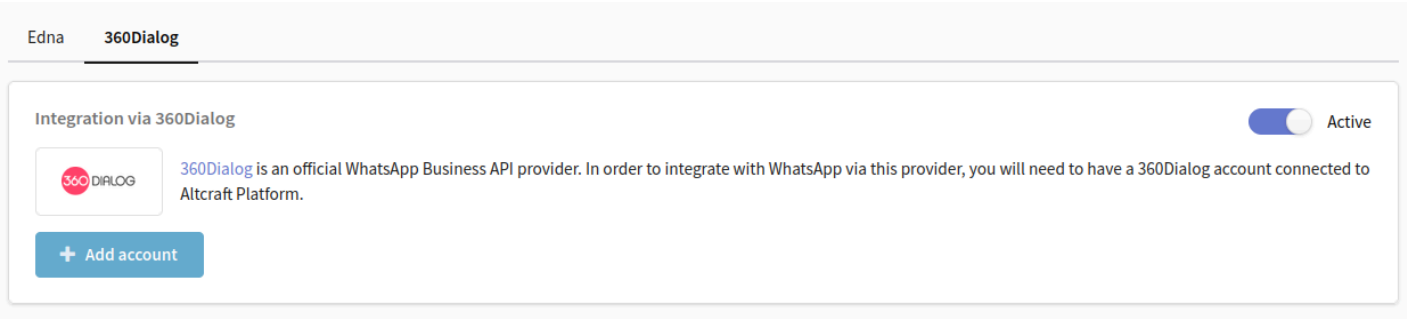
Details for the added channel will be displayed in the integration. You can add multiple channels if necessary. To remove a channel from integration, click

.

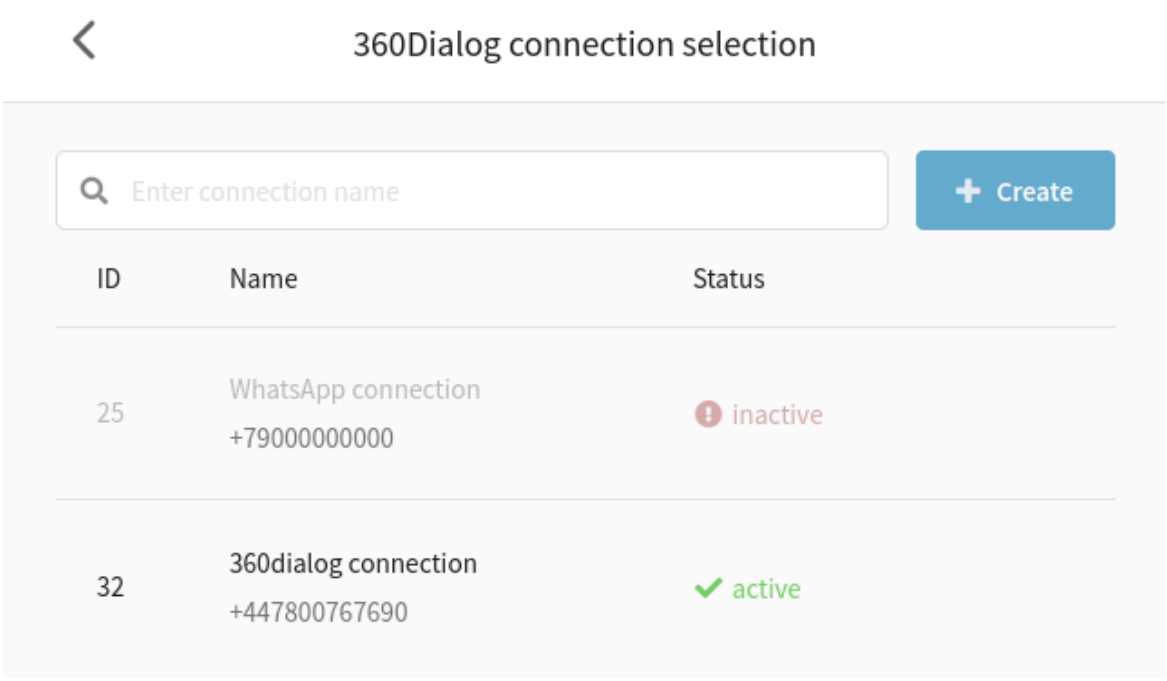


360dialog

Activate the integration using the toggle in the top right corner. Click “Add account”.



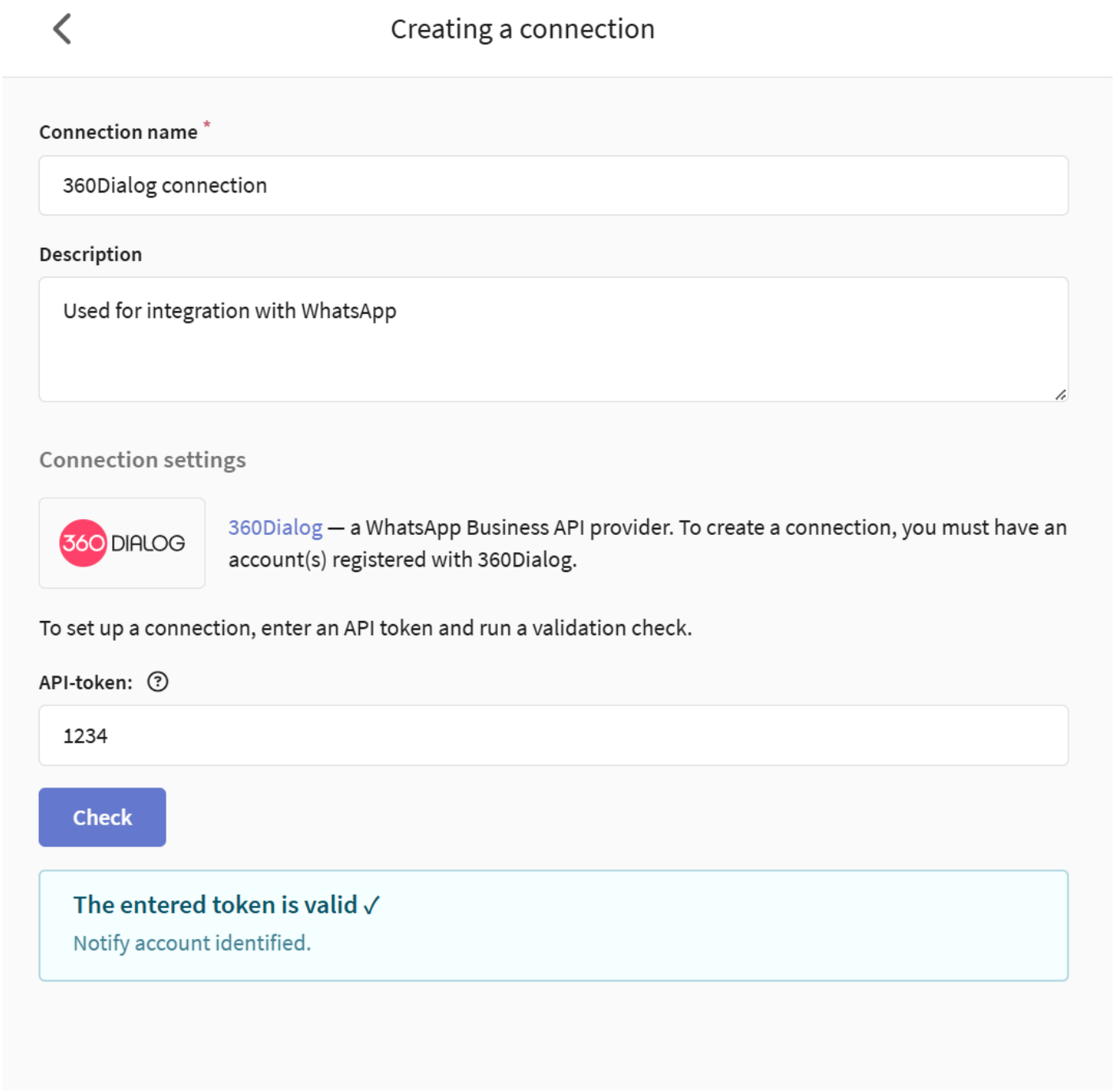
A window will appear on the right where you first need to select an available connection:



No available connections

If you have not yet configured a connection to 360dialog, you can create one directly in this window.

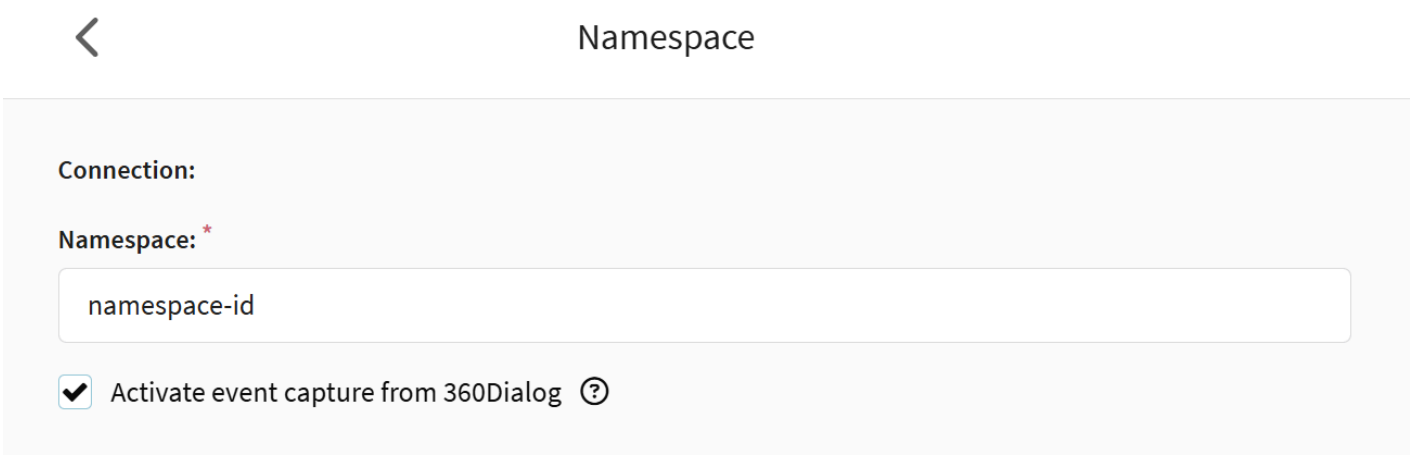
Click “Create”. Enter a name and description for the connection. Next, enter the API token generated in your 360dialog account and run a validation check. If the token passes the validation, click the “Create” button in the lower right corner.



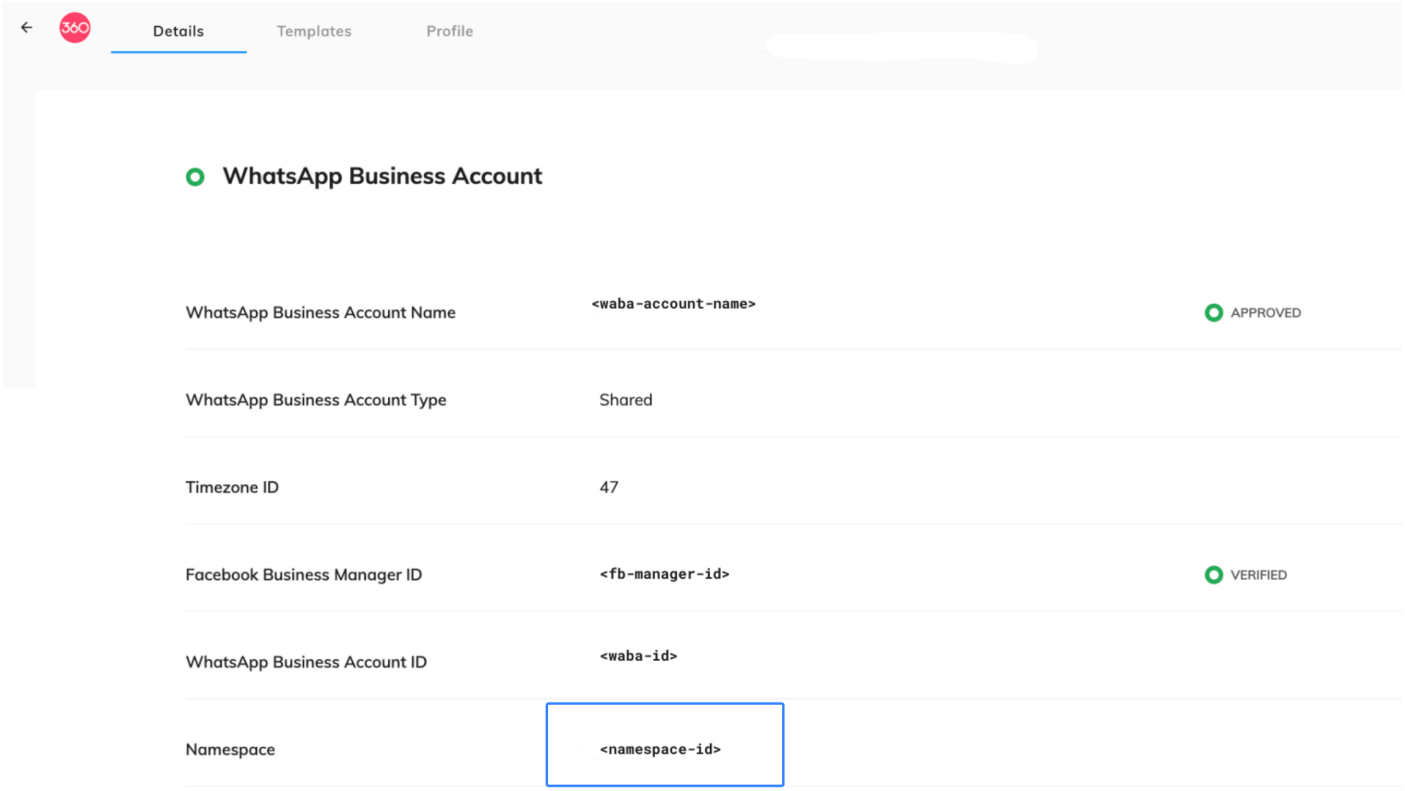
TIP

You can read more about creating a connection here.

Next, enter the namespace — a unique string used to identify all templates created within a specific WhatsApp Business Account.



You can find the Namespace in your 360dialog account:



If needed, you can enable event capture in 360dialog to send message status data to Altcraft Platform. When this option is enabled, a Callback URL will be automatically added to your 360dialog account after the integration is saved. This URL is used to transmit WhatsApp events to Altcraft. If the option is disabled, delivery and read analytics will not be available in the platform.

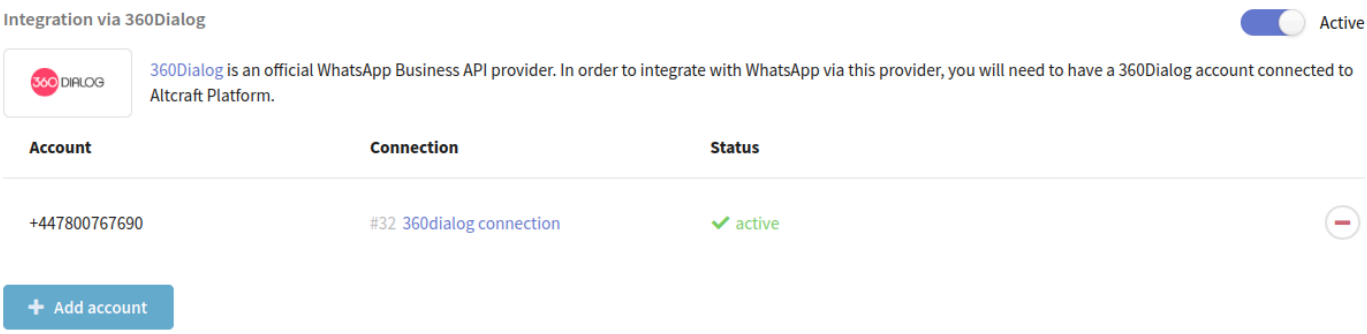
Click “Add” in the lower right corner.

TIP

You can read more about creating a connection to 360Dialog in this guide.

You will see information on the added account in the table. You can add multiple accounts if needed. To remove an account from the integration, click

.



Click the “Save” button in the upper right corner to save your integration.

Once you have successfully set up the integration, you can use it to add a WhatsApp* channel to a resource.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Viber*™ integration

Description

Use Viber*™ integration to automate communication with subscribers in the messaging app. By setting up this channel, you will be able to:

- **send personalized messages to subscribers in the app;**
- **segment the audience based on user behavior;**
- **use this channel to set up scenarios;**
- **collect statistics and analyze the received data.**

The integration can be implemented through the providers Devino Telecom, SMS Traffic, MTS OmniChannel or Rapporto. Before setting up the integration, you need to:

1. Register an account with any provider. 2. Create a connection in order to link your provider account with Altcraft Platform.

- **Instructions for Devino Telecom**
- **Instructions for SMS Traffic**
- **Instructions for MTS OmniChannel**
- **Instructions for Rapporto**

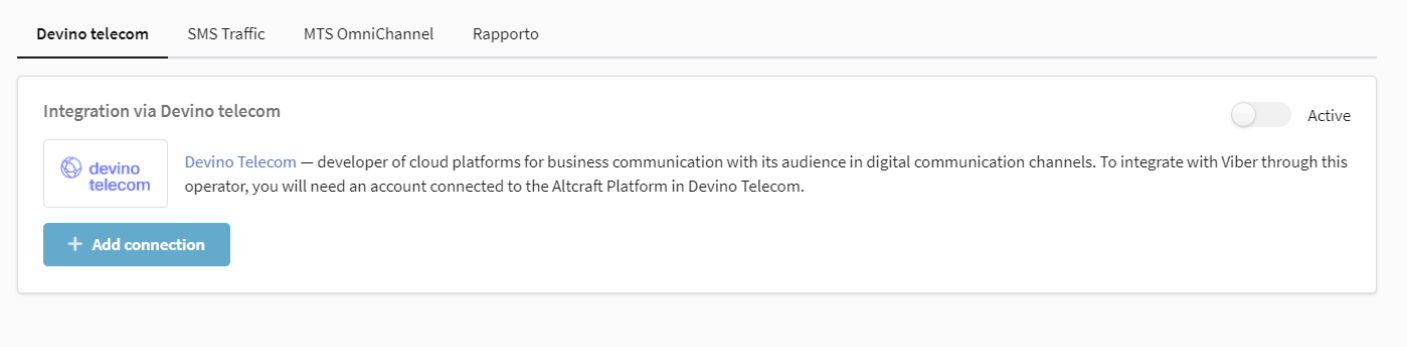
> **INFO**
>
> **The cost of messages is determined by providers. Altcraft does not charge additional fees for sending messages to this messenger*™.**

Creating an integration

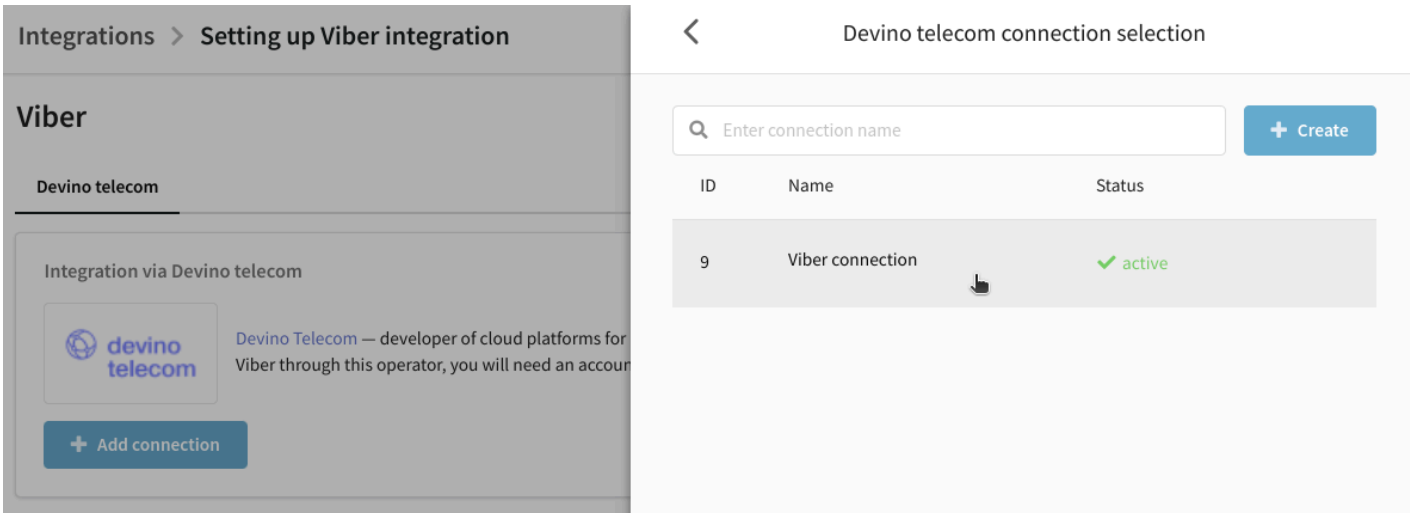
Go to the “Integrations” section and select the required type of integration.

Devino

Activate the integration using the switch in the upper right corner. Click on “Add Connection”:



A window will appear on the right where you need to select an available connection:



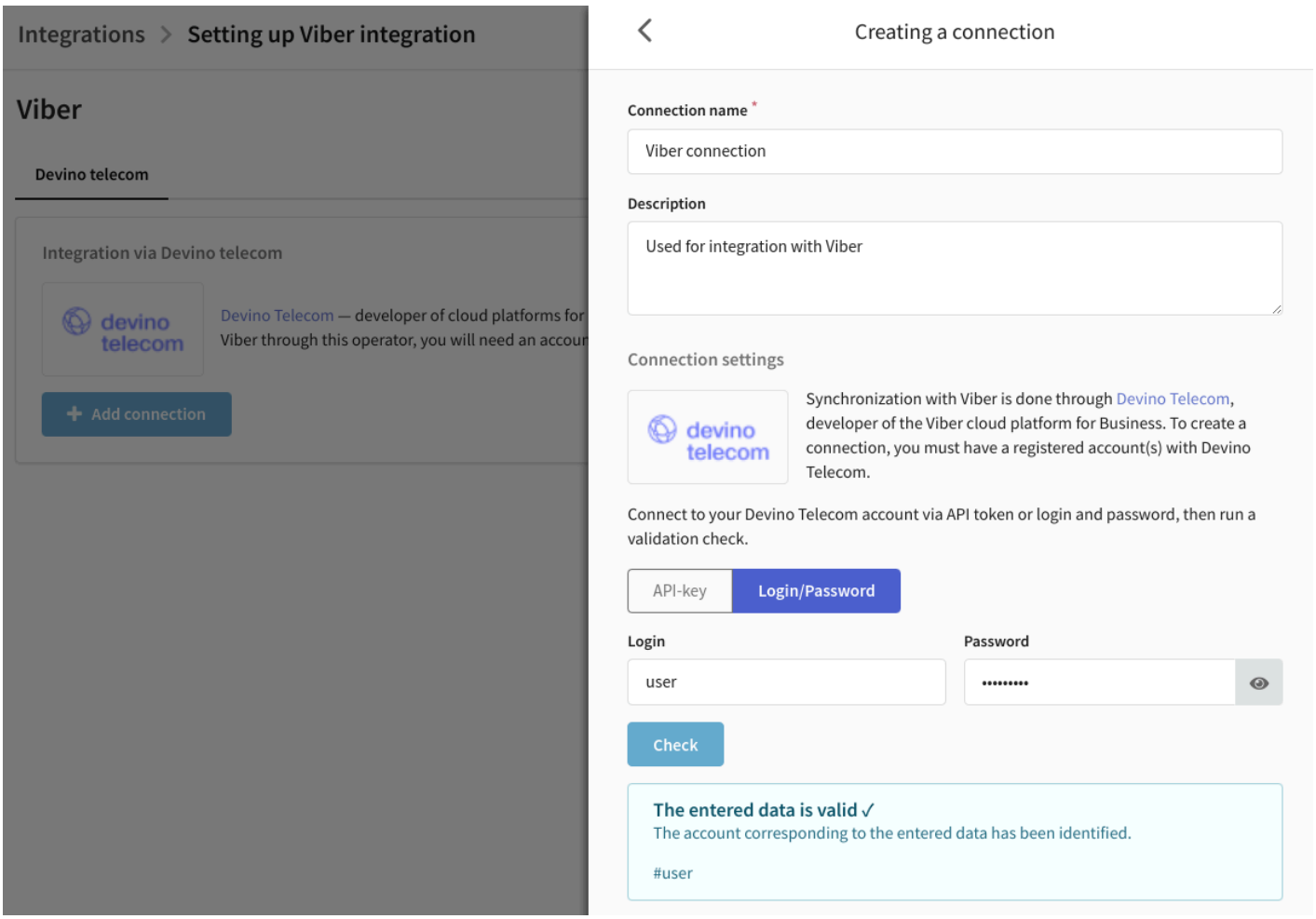
No connections available

If you have not yet set up a connection to your provider, you can create one directly in this window.

1. **Press “Create”.**
2. **Enter the name and a description of the connection.**
3. **Enter the authorization data (two authorization options are available for Devino).**
4. **Press “Check” to run a validation check on the entered data.**
5. **If the entered data has been verified, click the ** “Create”** button in the lower right corner.**

TIP

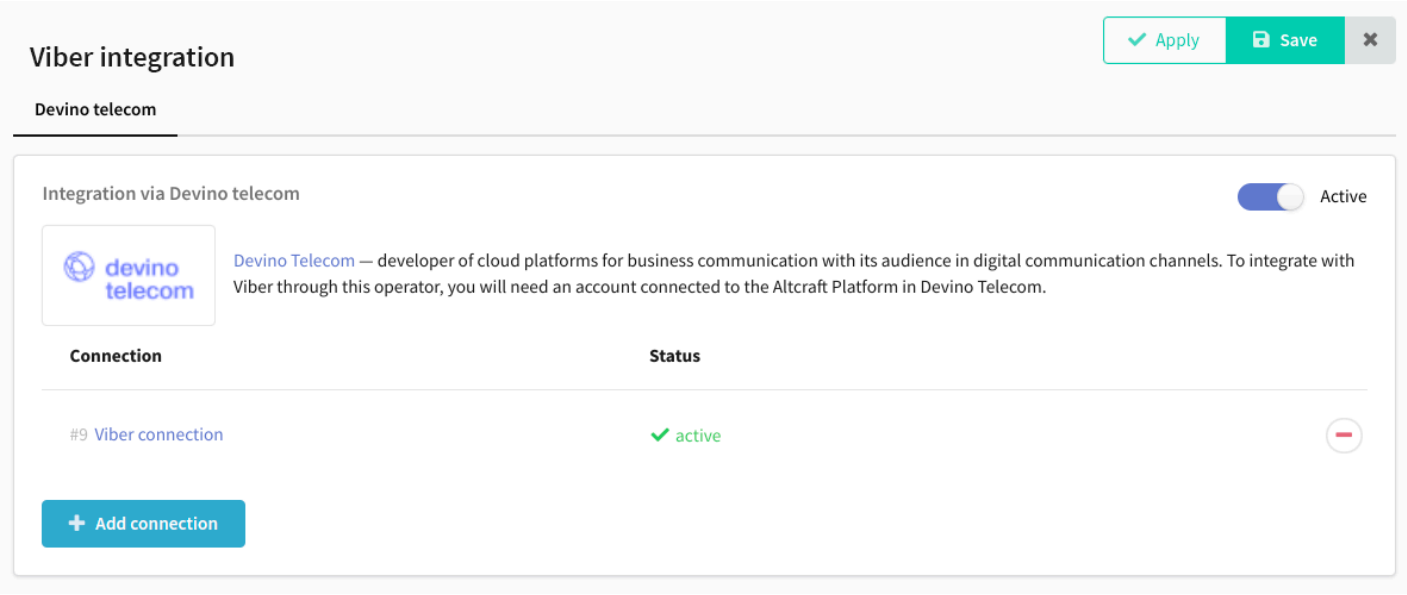
The documentation portal has published detailed instructions for creating a connection via Devino Telecom.



Information about the added connection will be displayed in the integration. Make sure that the connection status is “active”. Otherwise, check the status of your account in the provider’s personal account. Keep in mind that the account may be blocked if the subscription fee is not paid.

If necessary, you can add multiple accounts. To remove an account from integration, click

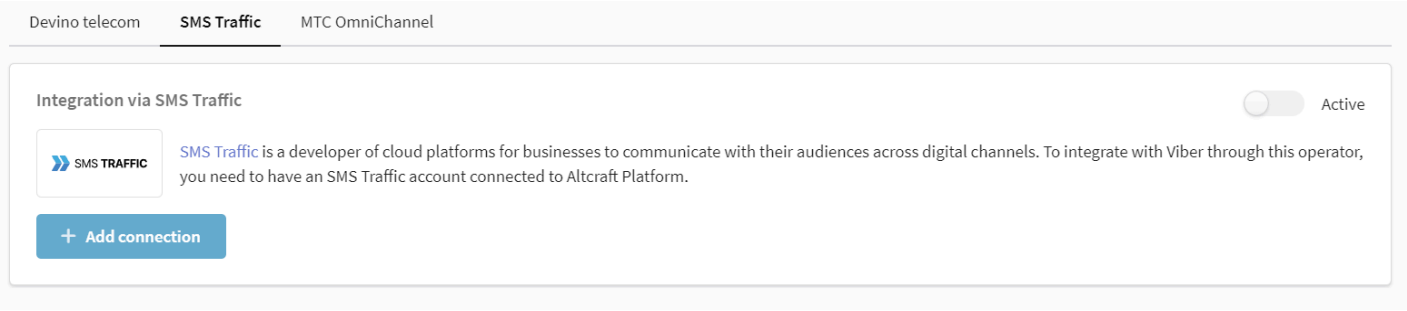
.



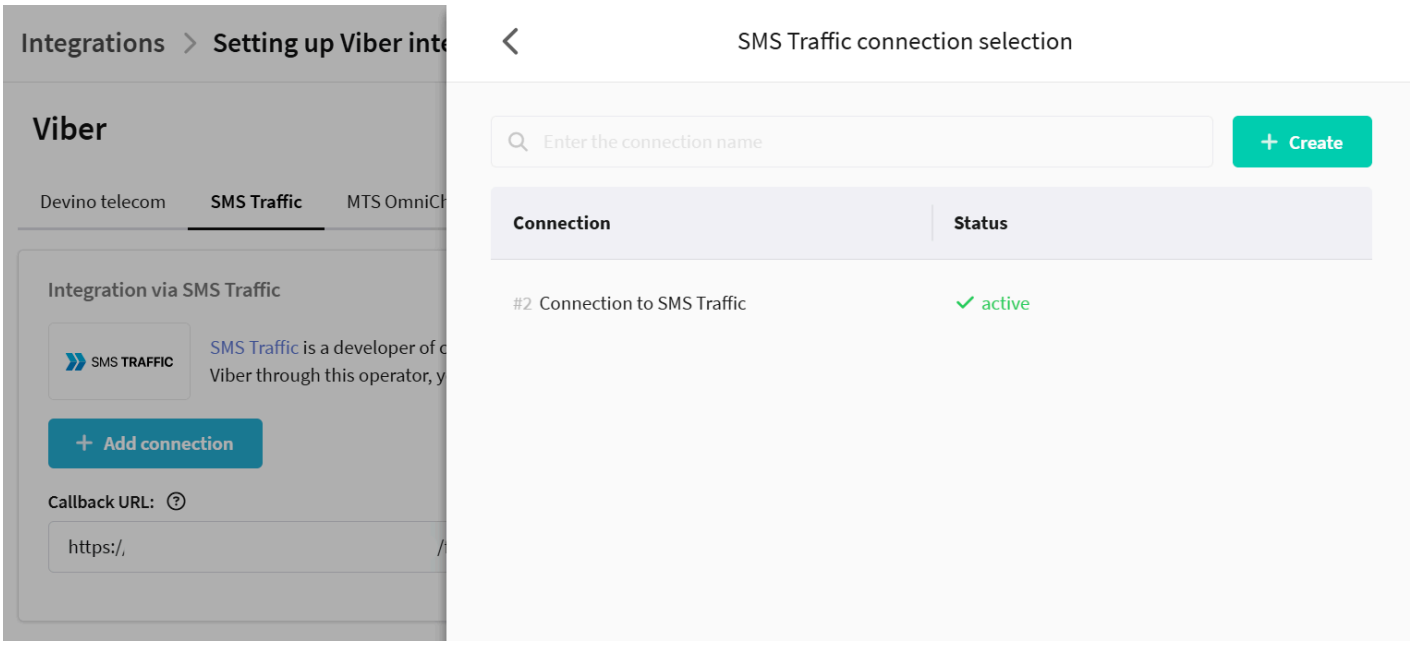
Save the integration using the buttons in the upper right corner.

SMSTraffic

Activate the integration using the switch in the upper right corner. Click on “Add Connection”:



A window will appear on the right where you need to select an available connection:



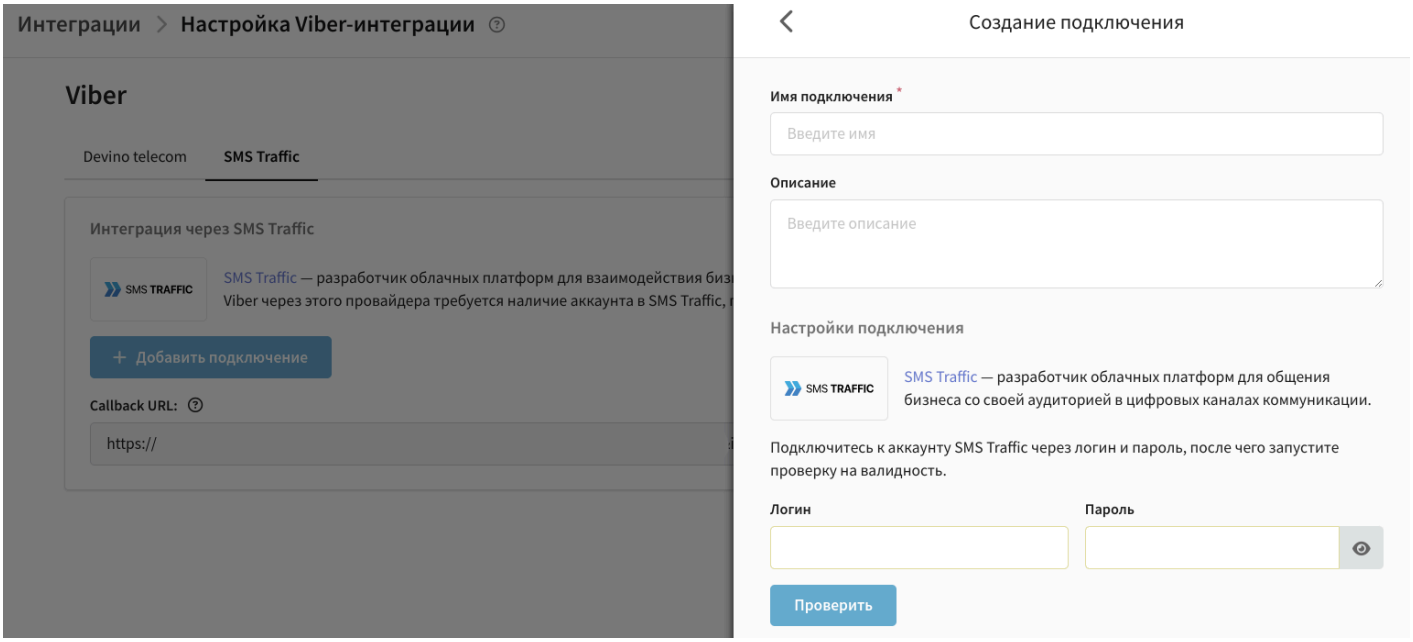
No connections available

If you have not yet set up a connection to your provider, you can create one directly in this window.

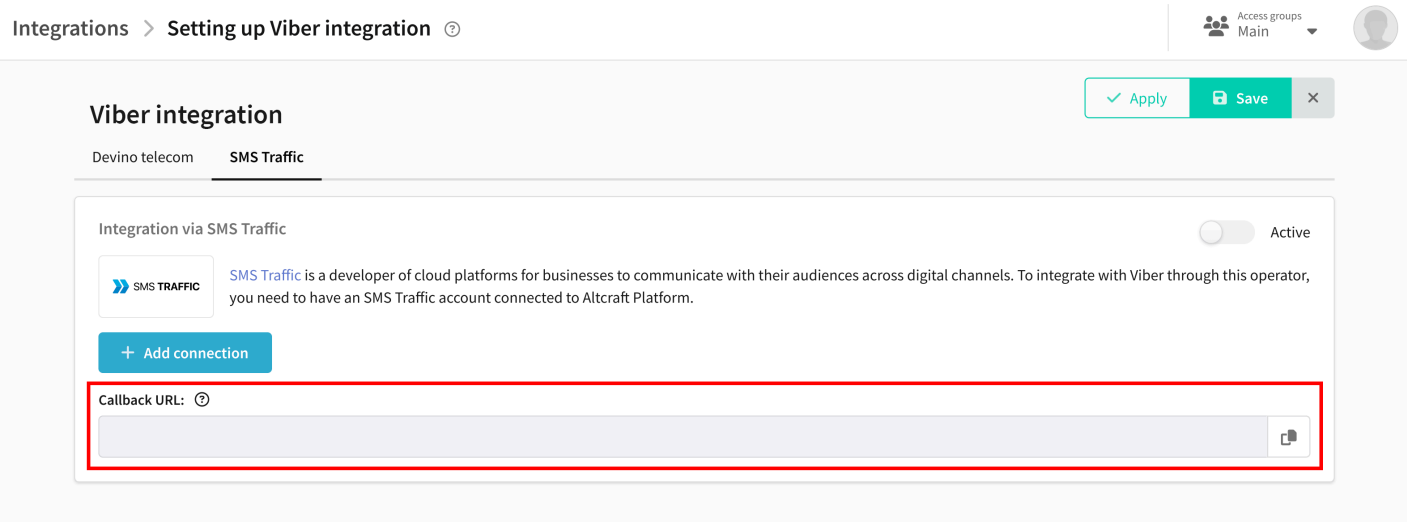
1. **Press “Create”.**
2. **Enter the name and a description of the connection.**
3. **Enter the authorization data.**
4. **Press “Check” to run a validation check on the entered data.**
5. **If the entered data has been verified, click the ** “Create”** button in the lower right corner.**

TIP

The documentation portal has published detailed instructions for creating a connection via SMSTraffic.



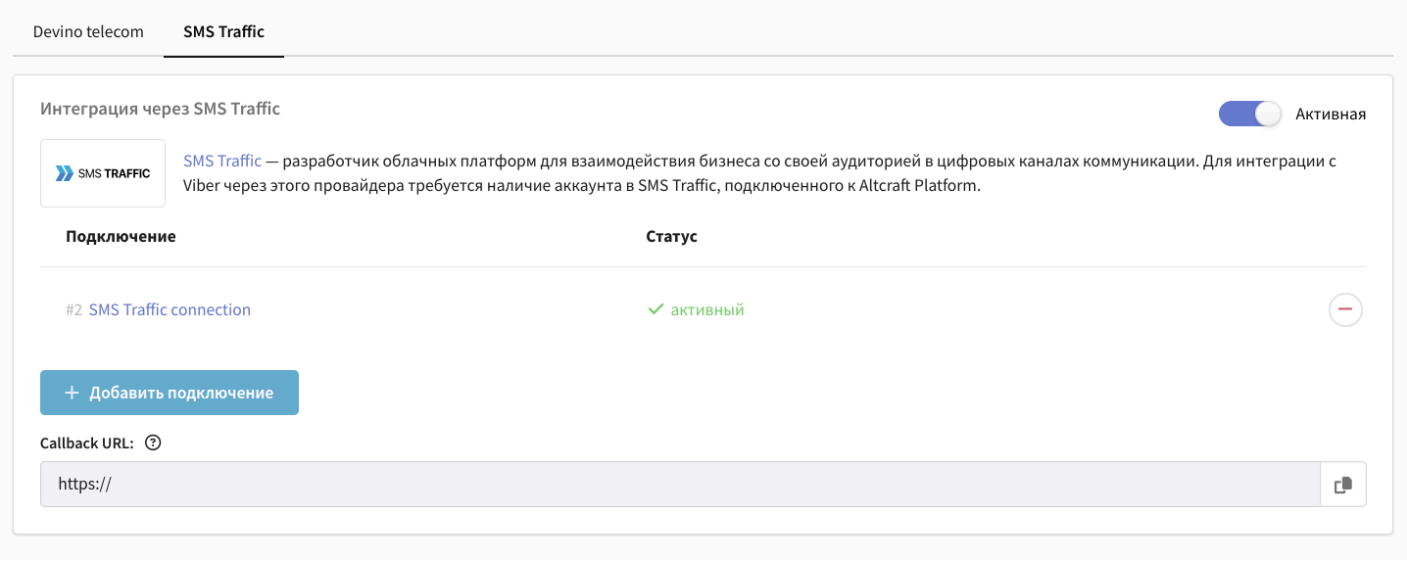
For the integration to work correctly, you also need to send to technical support your Callback URL specified in the integration.



Information about the added connection will be displayed in the integration. Make sure that the connection status is “active”. Otherwise, check the status of your account in the provider’s personal account. Keep in mind that the account may be blocked if the subscription fee is not paid.

If necessary, you can add multiple accounts. To remove an account from integration, click

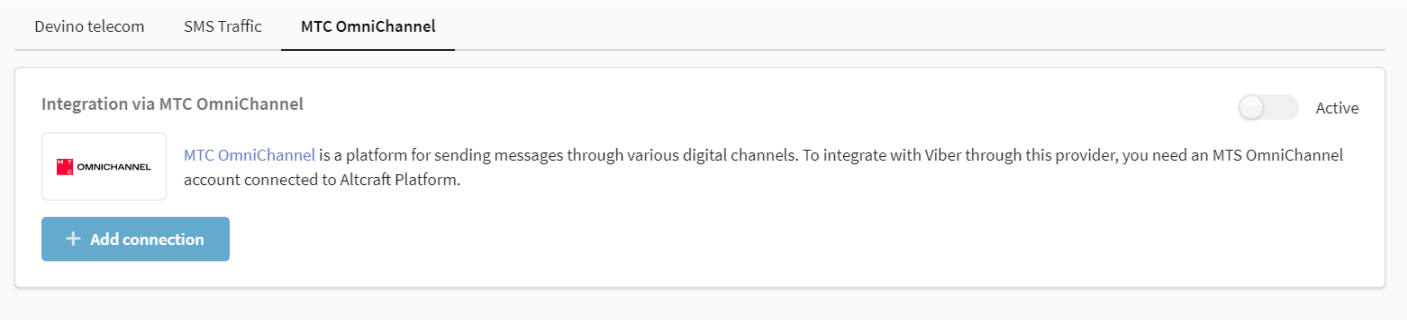
.



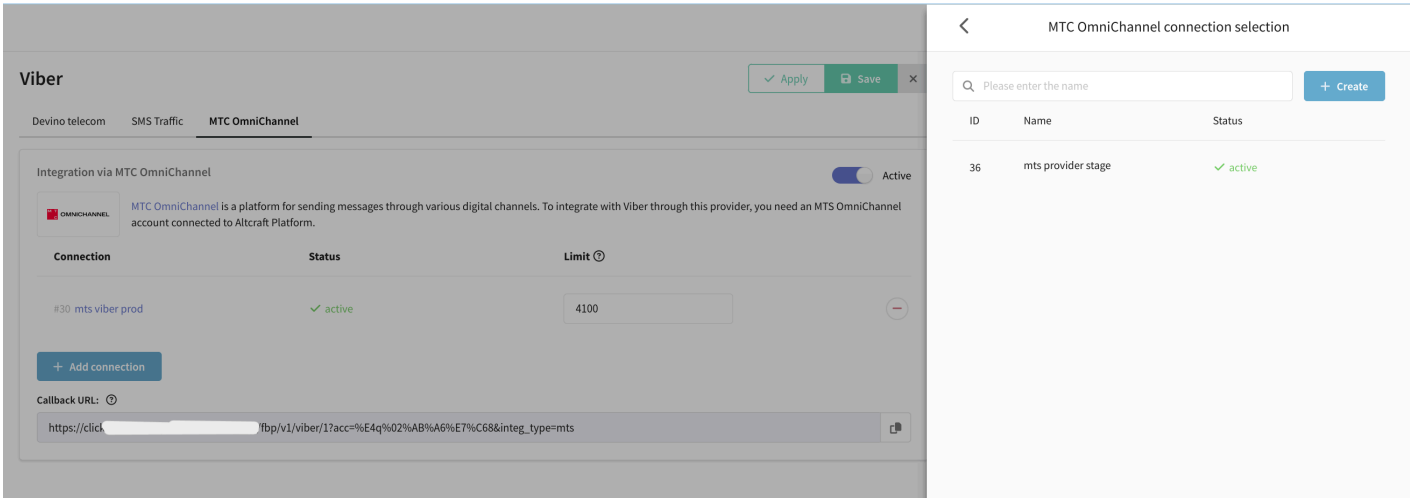
Save the integration using the buttons in the upper right corner.

MTC OmniChannel

Activate the integration using the radio button in the upper right corner. Click on “Add Connection”:



A window will appear on the right where you need to select an available connection:

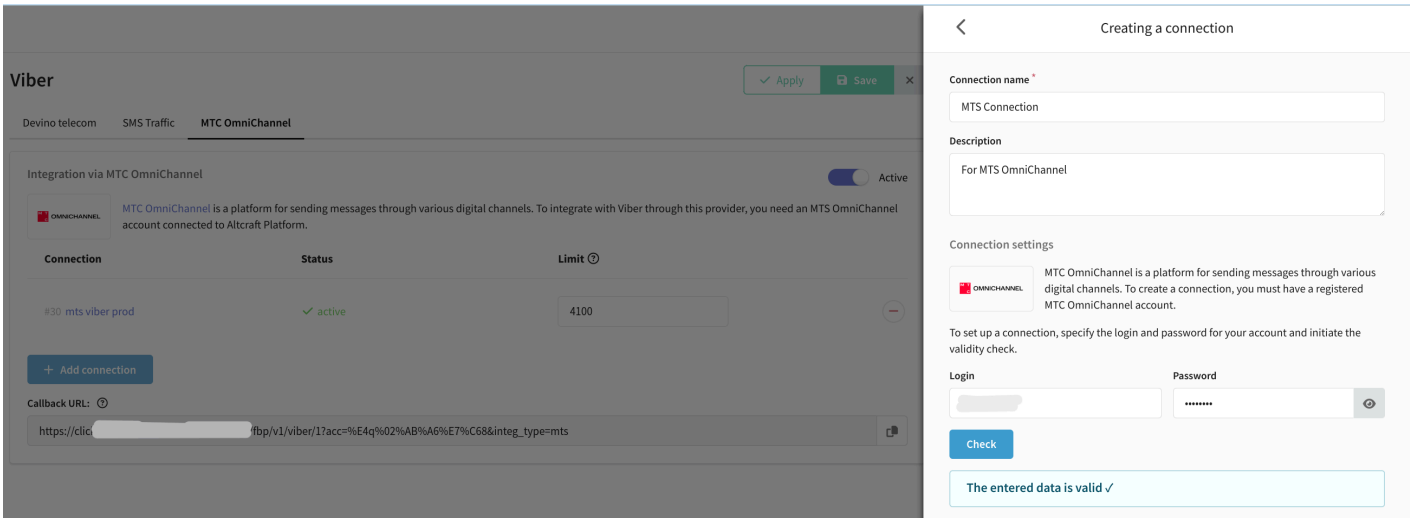


No connections available

If you have not yet set up a connection to the provider, you can create one directly in this window.

1. **Press “Create”.**
2. **Enter the name and a description of the connection.**
3. **Enter the authorization data.**
4. **Press “Check” to run a validation check on the entered data.**
5. **If the entered data has been verified, click the “Create” button in the lower right corner.**

> **TIP**
>
> **The documentation portal has published detailed instructions for creating a connection via MTS OmniChannel.**

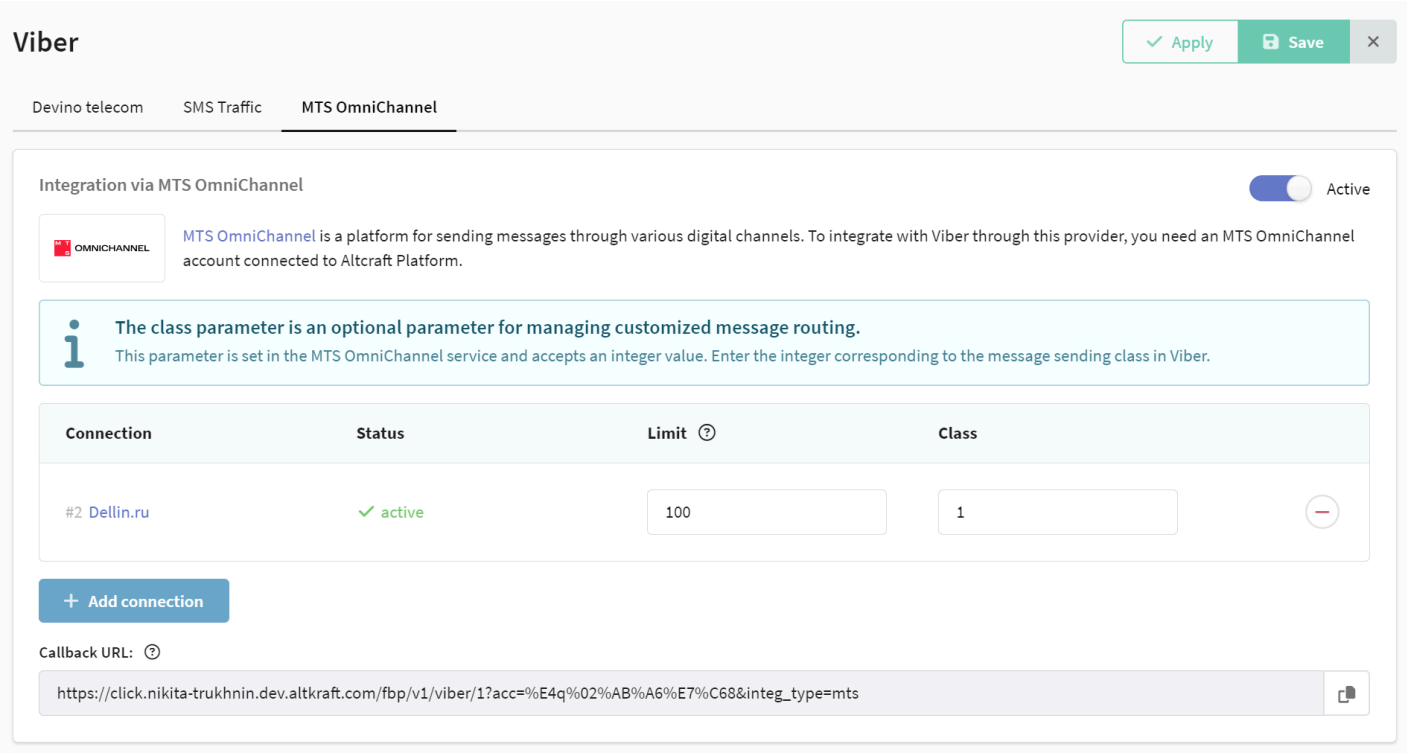


For the integration to work correctly, you will also need to report to tech support your Callback URL specified in the integration.

Information about the added connection will be displayed in the integration. Make sure that the connection status is “active”. Otherwise, check the status of your account in the provider’s personal account. Keep in mind that the account may be blocked if the subscription fee is not paid.

If necessary, you can add multiple accounts. To remove an account from integration, click

.



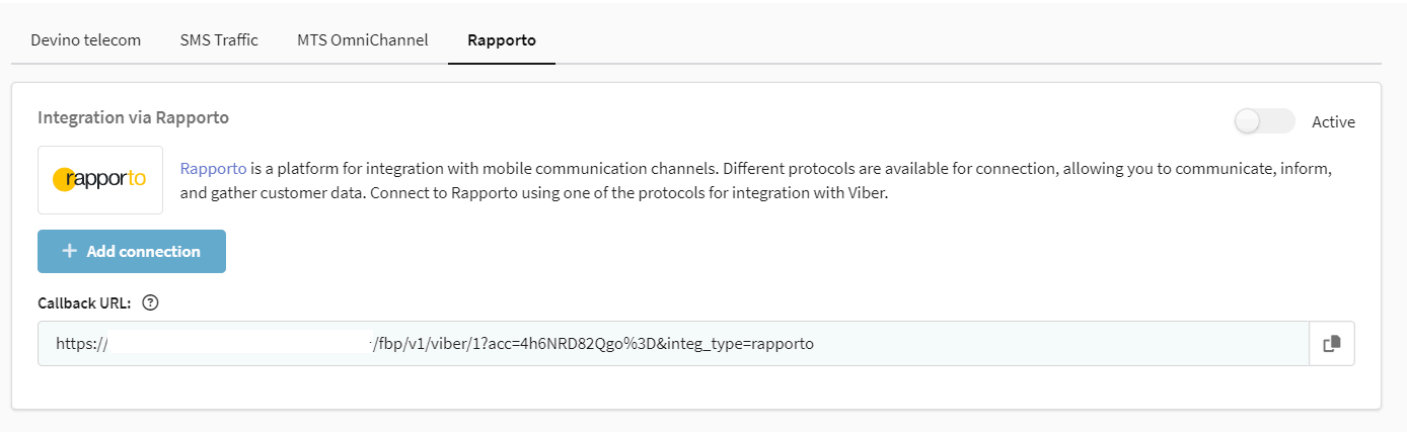
Specify the limit of messages sent per second (0 by default - no limit). Check with your MTC OmniChannel manager to find out your limit.

In the “class” field, specify the message routing parameter. This parameter is set in the MTS OmniChannel service and accepts an integer value. Enter the integer corresponding to the message sending class in Viber*™.

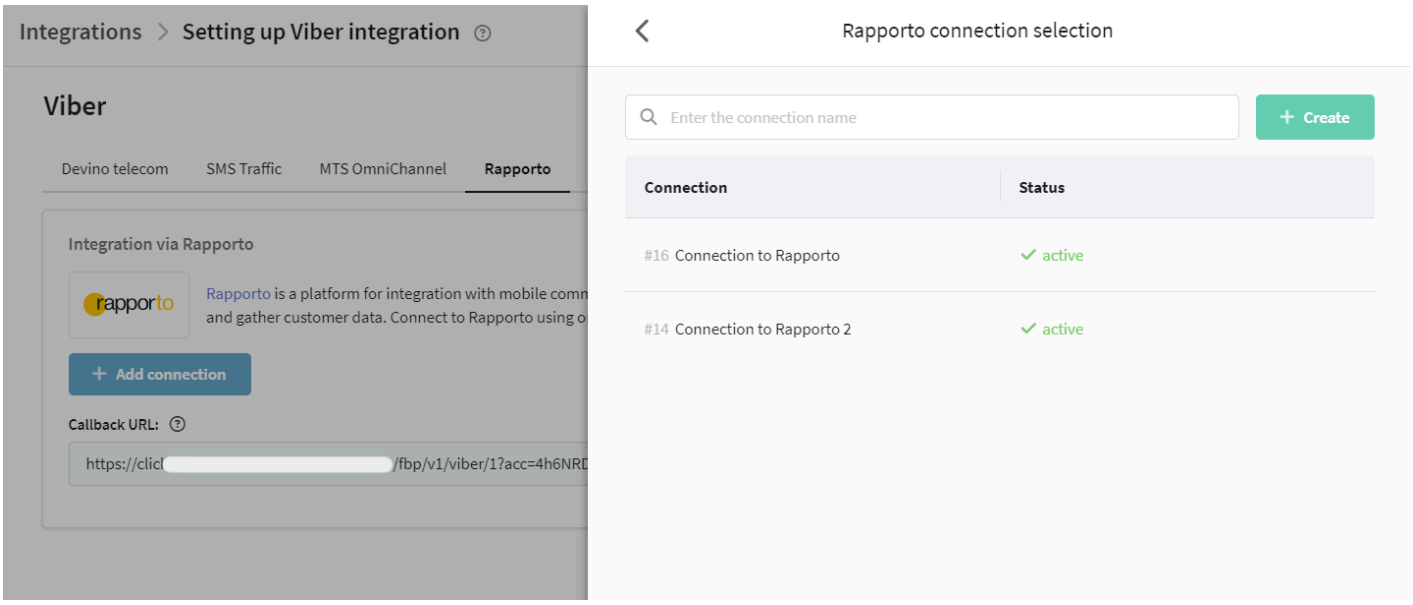
Save the integration using the buttons in the upper right corner. Save the integration using the buttons in the upper right corner.

Rapporto

Activate the integration using the button in the upper right corner. Click on “Add Connection”:



A window will appear on the right where you need to select an available connection:



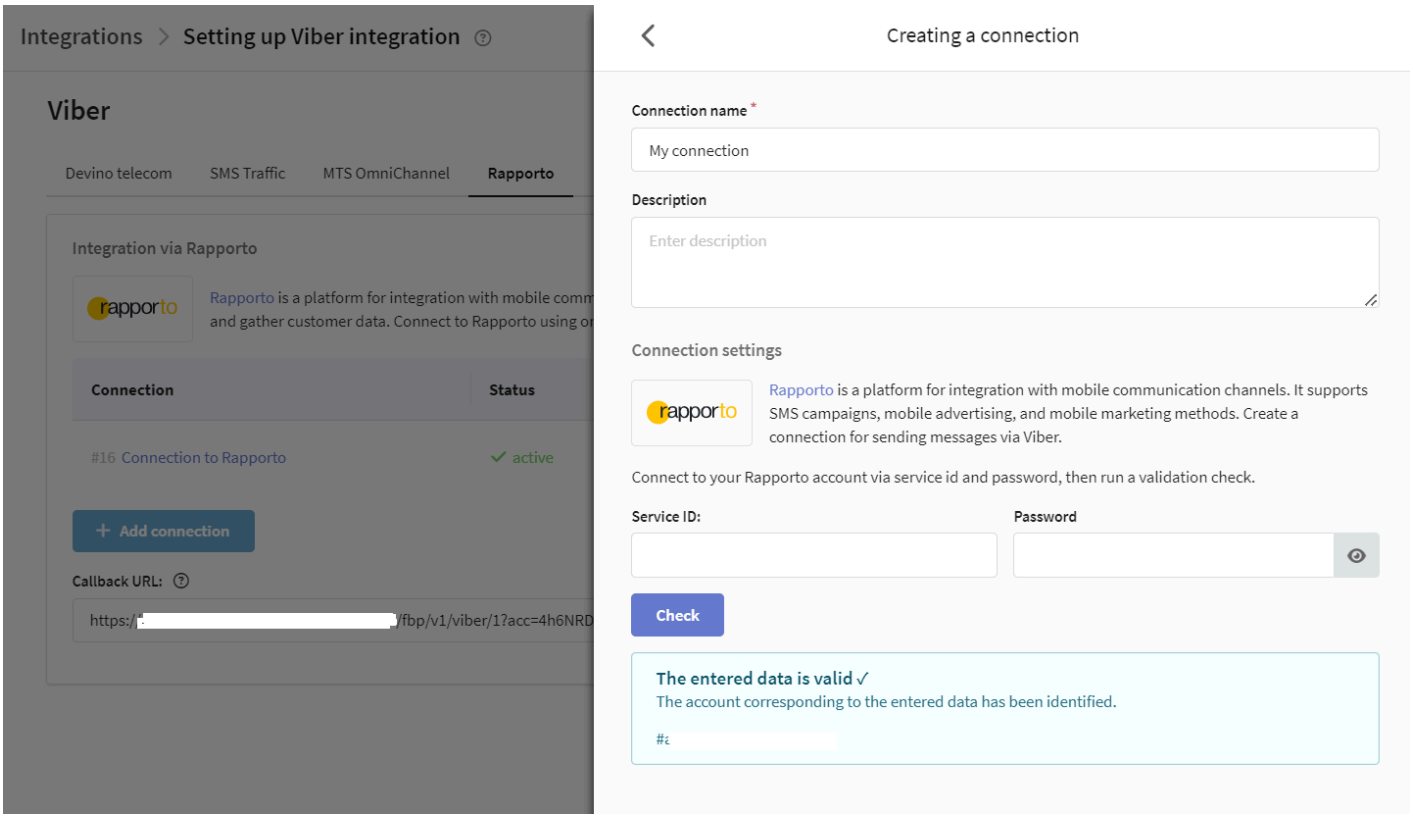
No connections available

If you have not yet set up a connection to the provider, you can create one directly in this window.

1. **Press “Create”.**
2. **Enter the name and a description of the connection.**
3. **Enter the authorization data.**
4. **Press “Check” to run a validation check on the entered data.**
5. **If the entered data has been verified, click the “Create” button in the lower right corner.**

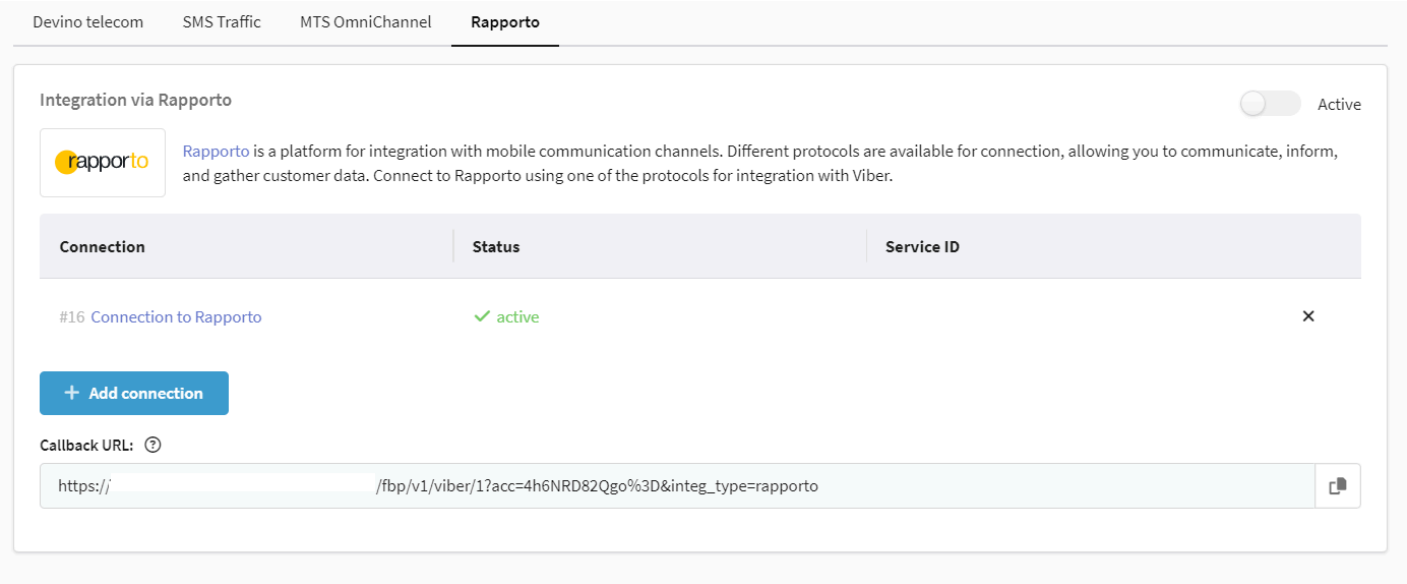
TIP

The documentation portal has published detailed instructions for creating a connection via Rapporto.



For the integration to work correctly, you will also need to report to tech support your Callback URL specified in the integration.

If needed, you can add multiple accounts. To remove an account from the integration, click on the cross.



Save the integration using the buttons in the upper right corner.

Finishing creating an intergration

Once you have successfully set up the integration, you can use it to add a new channel to your resource.

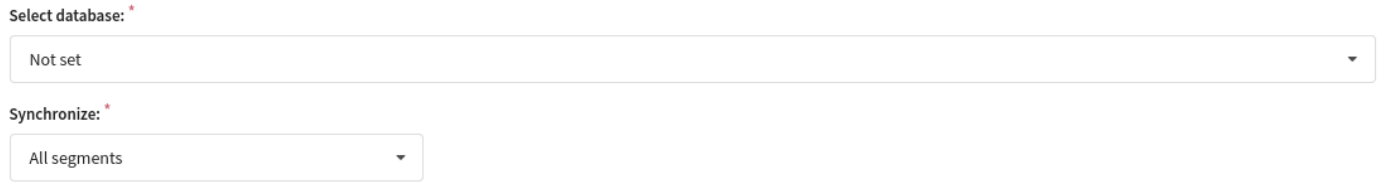
*** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.**

Integration scope

Integration scope

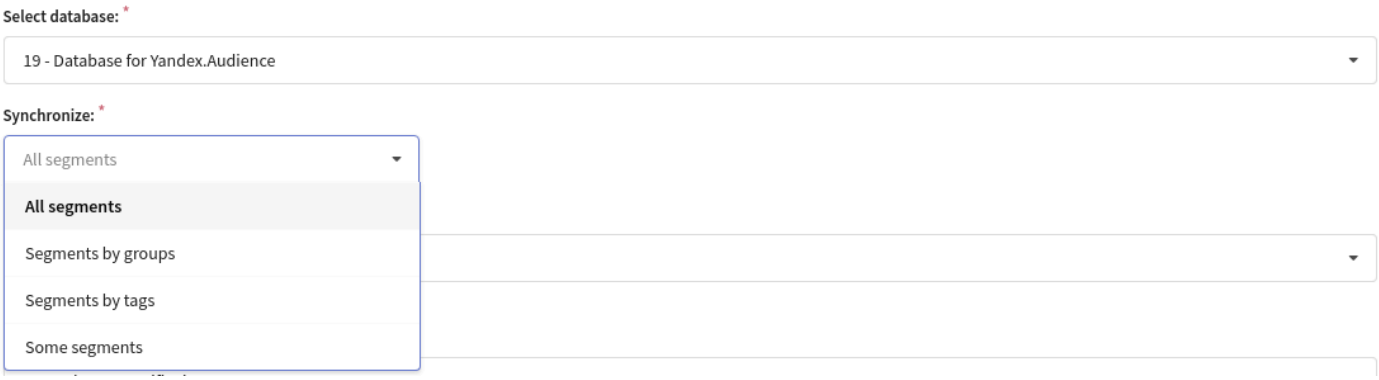
Integration scope is the scope within which the profiles whose data you want to export to external systems are located. It is limited to the database of profiles and static segments.

Setting up the scope is required for all integrations that synchronize with static segments of the Altcraft Marketing platform.



Segments can be grouped as follows:

- **All segments — the data of all static segments associated with the selected database will be exported.**
- **Segments by groups — the data of the segments for which a certain access group is set will be exported. Select the required groups from the menu on the right.**
- **Segments by tags — the data of the segments for which certain custom labels (tags) have been added will be exported. Tags can be added in the main segment settings. Select the desired labels from the menu on the right.**
- **Some segments — in the menu on the right, manually select the required segments.**

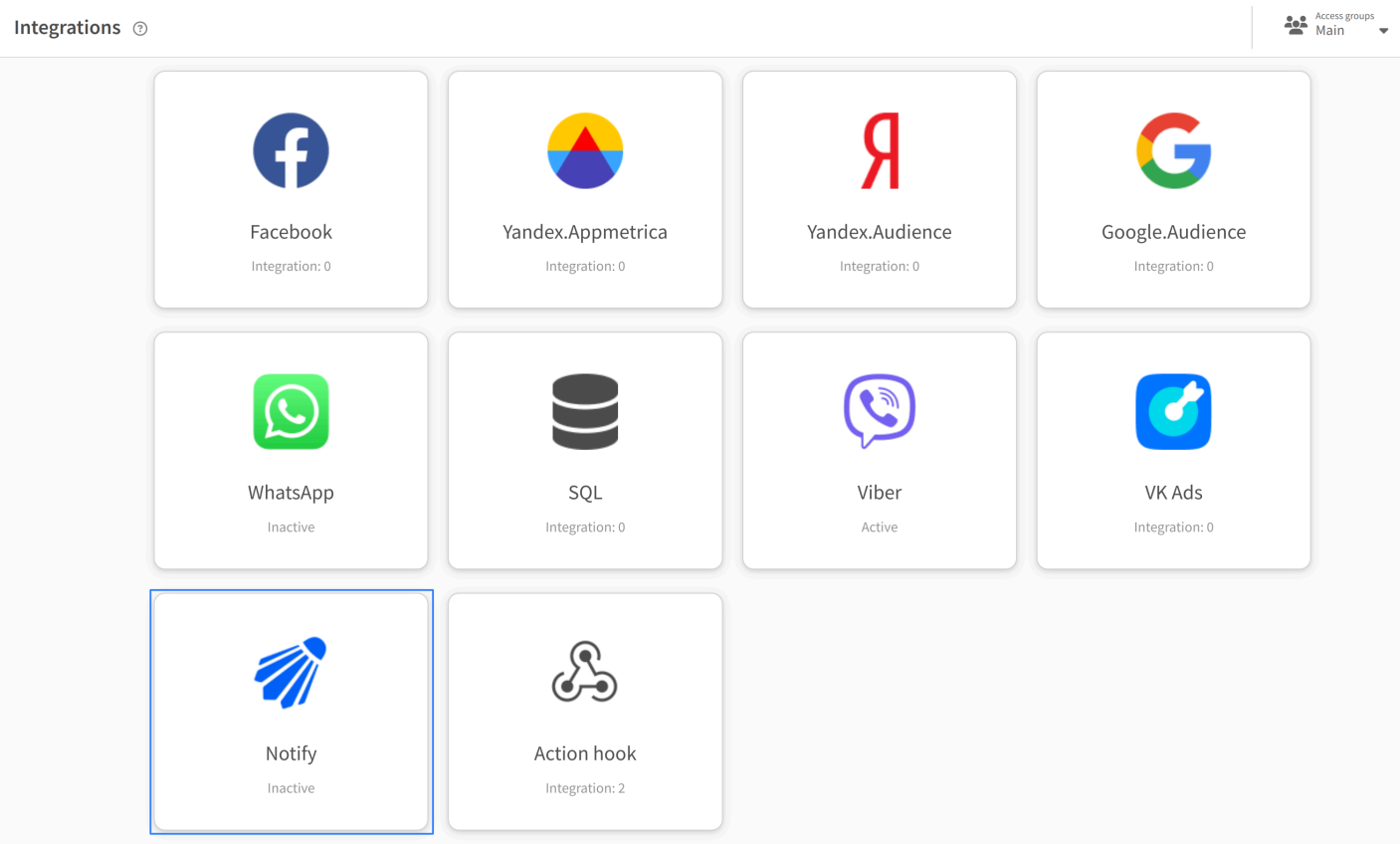


Notify

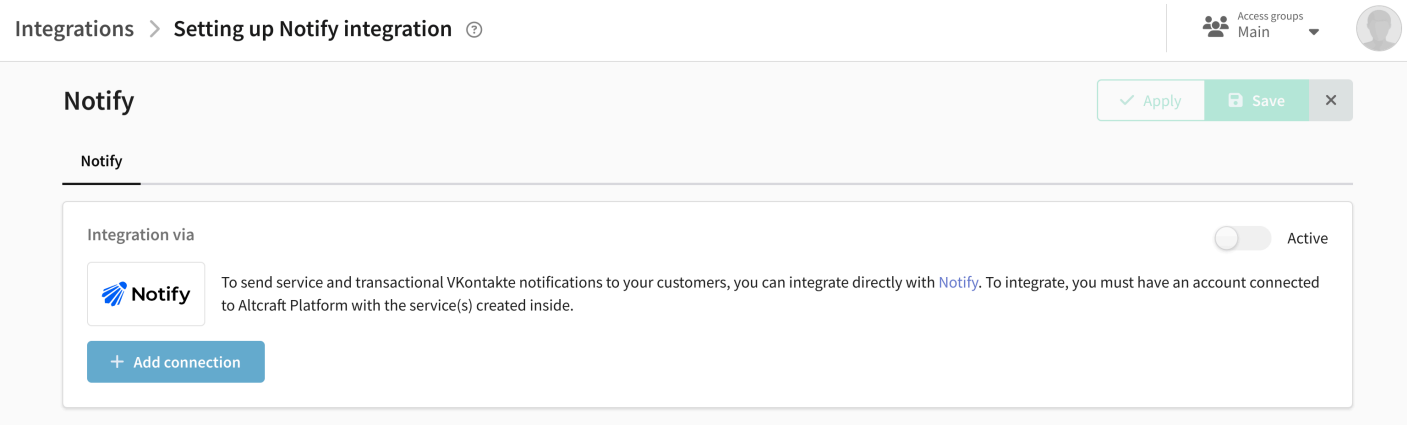
Integration with Notify will allow you to use the service as a communication channel for sending transactional and service notifications. To create an integration, you need to pre-configure a connection to the service. Instructions on how to connect to Notify are available on this page.

Integration settings

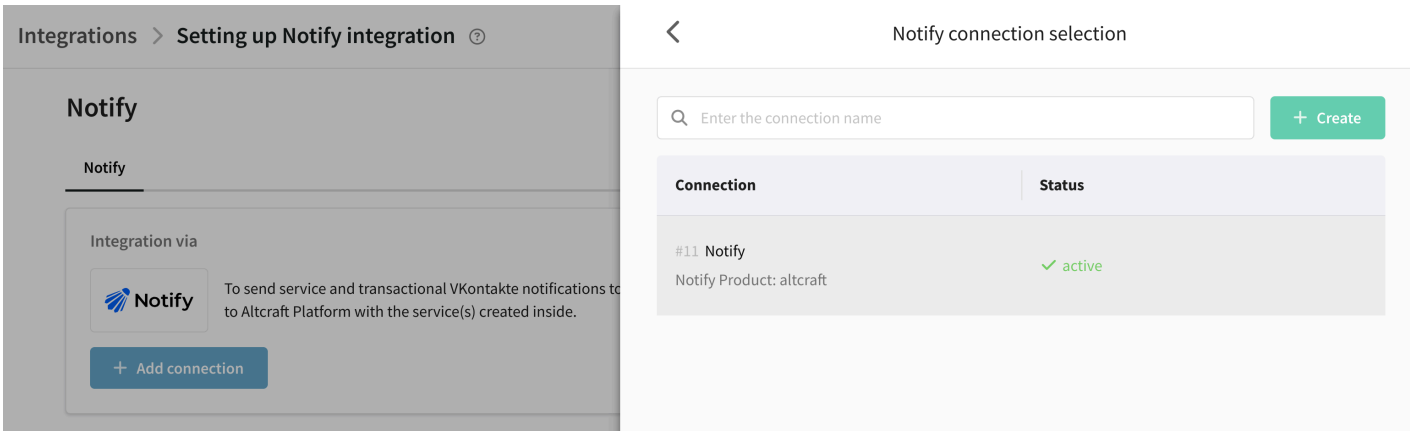
Open the “Integrations” section and select the integration type - Notify:



Click “Add Connection”:



Select an available connection to Notify:



No available connections

If you haven’t set up a connection to Notify yet, you can create one right in this window.

Click “Create”. Enter a name and description for the connection. Next, enter the Application and Signature key parameters and click “Check” to verify that your data is correct. If the data has been verified, click the “Create” button in the lower right corner:



Creating a connection

Connection name *

Enter name

Description

Enter description

Connection settings

Notify is a tool that allows you to send service notifications to customers in the social networks VKontakte and Odnoklassniki, thus establishing contact with customers, increasing their loyalty to the brand.

To set up the connection, enter the Application and Signature key, and then run the verification to identify your Notify account.

Application *

Enter the application name

Signature key *

Enter the signature key

Check

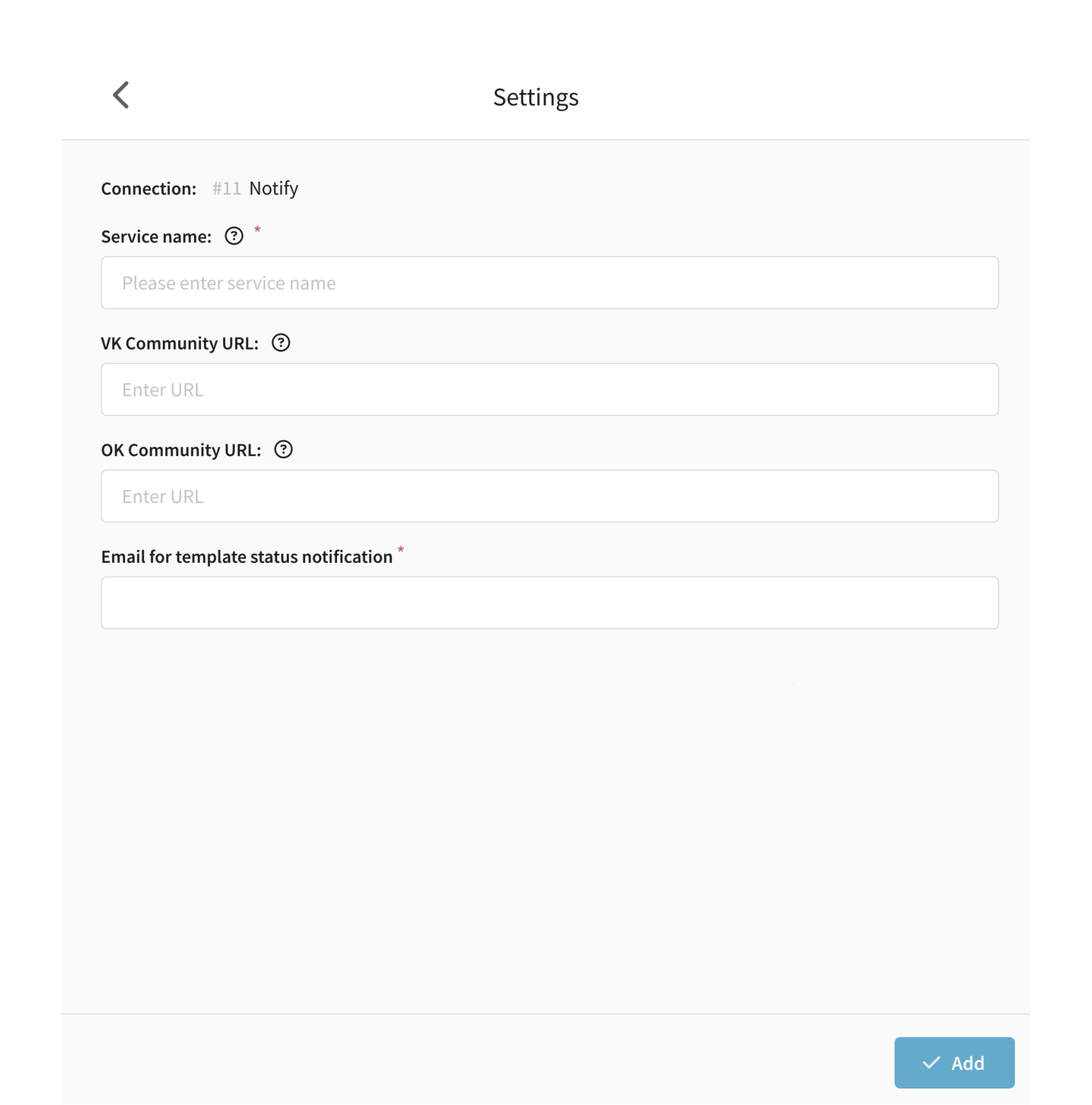
Create

TIP

You can read more about creating a connection ih this article.

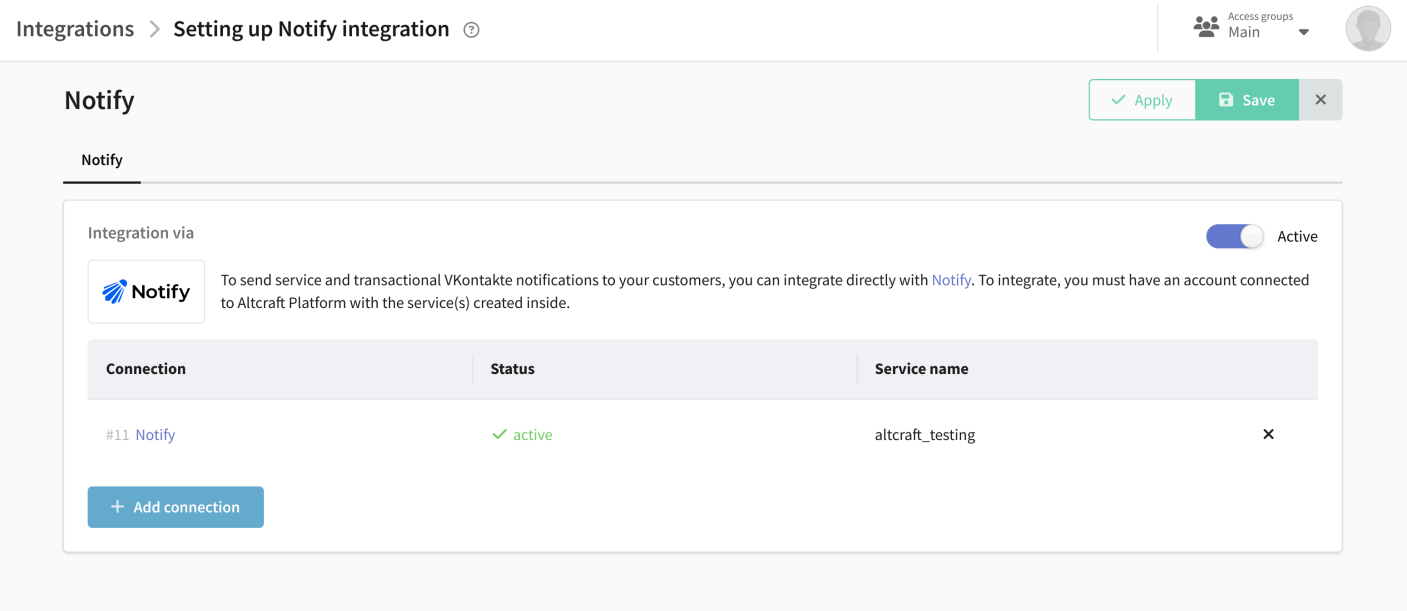
Next, specify integration parameters, for correct work they must exactly match the corresponding parameters from Notify account:

- **Service name - the name of the service for mailing, mandatory field.**
- **VK Community URL - link to the VK community on behalf of which the mailing will be made.**
- **OK Community URL - link to the community in OK on behalf of which the mailing will be sent.**
- **Email for template status notification - e-mail address where reports on template statuses will be sent. Required field.**



After filling in the fields, click the “Add” button. If the entered data is incorrect, the platform will ask you to verify its correctness. If the data is correct, the parameters will be saved.

Activate the integration using the toggle and save it.



.

After customizing the integration, you can use it to add a Notify feed to resource.

Altcraft Action Hooks

Altcraft action hooks

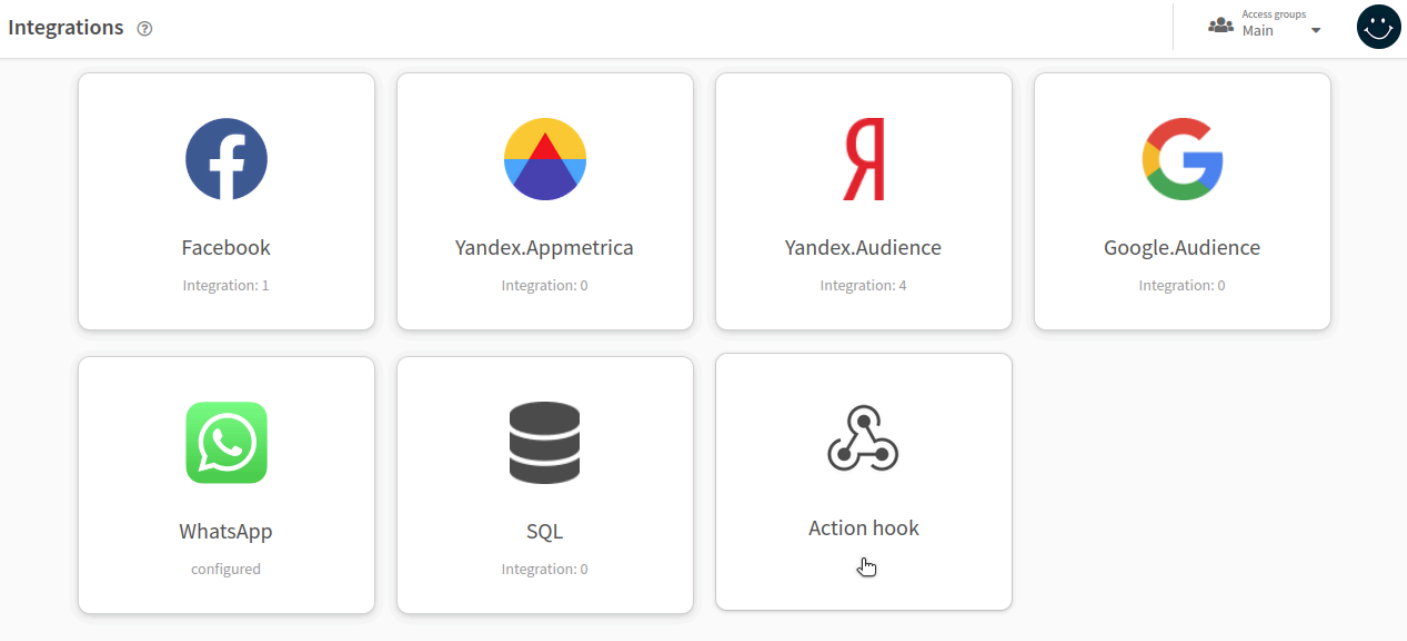
Overview

Action Hooks is a mechanism for notifying external systems of platform events. These can range from system actions related to message delivery or importing subscriber profiles, to customer actions tracked by Altcraft platform pixels on your site or application.

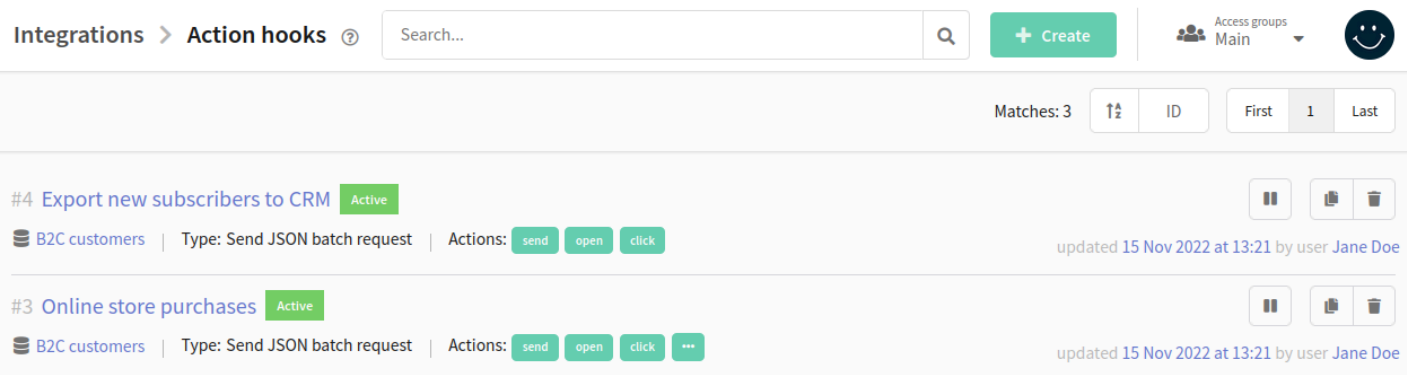
Action Hooks can work with all databases or any specific one. Captured events can be transmitted batch in JSON format over HTTP or sent to the broker queue asynchronously.

Configurable by master user user for a specific database or for all databases at once.

From the main menu, select Integrations → Event Capture to get started:

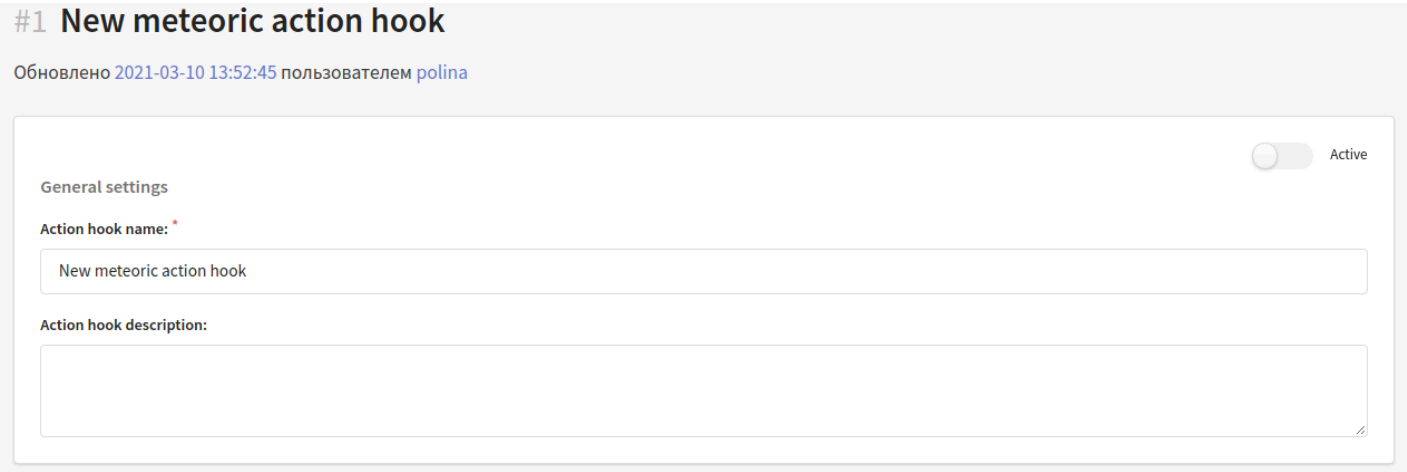


You can activate or stop existing action hooks, clone or delete them using the context menu. If you want to edit a hook, click on its title. To add a new one, click + Create at the top of the page:



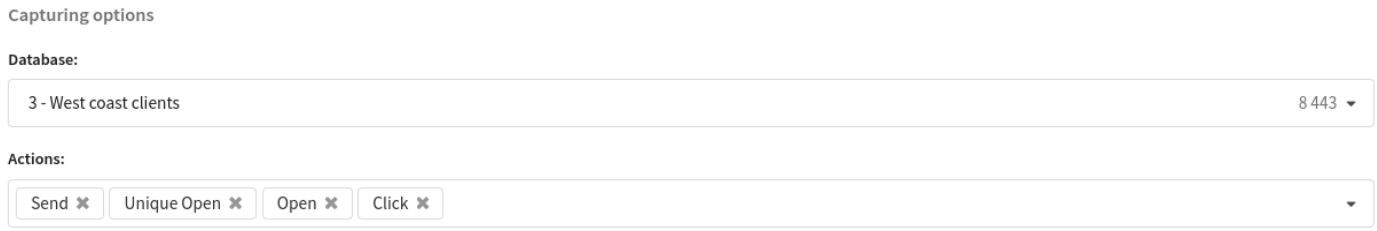
Action hook general settings

In General settings enter a name for the new hook. Here you will also find a switch to activate the event capturing process:



Capturing options

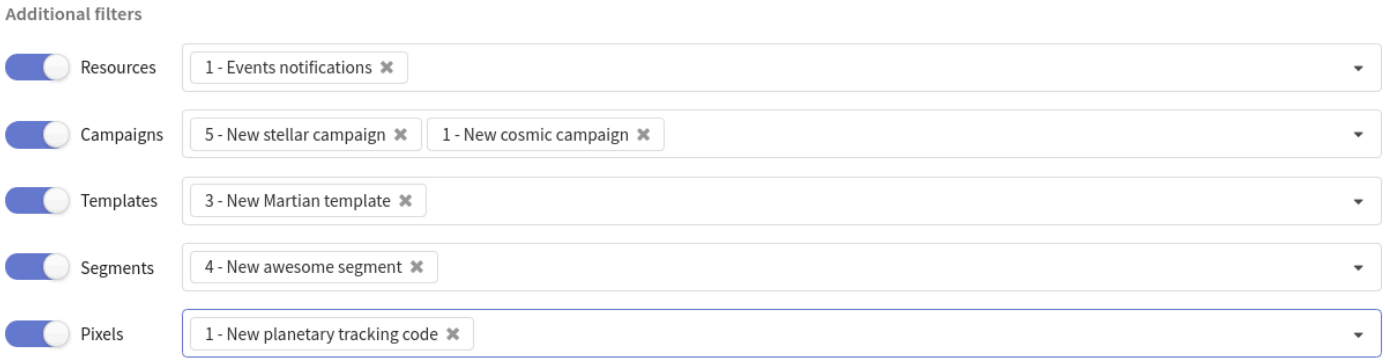
Action hook can work with all [Profile Databases] at once or with one specific one. In the Capture Settings block, select the desired option from the Database drop-down menu:



In the Actions field, select from the drop-down menu the events to be sent to external systems. Event types, their designations in the menu and in the hook request, and descriptions can be found in [this article].

By default, Action hook logs all events of the types you select. You can limit the events to get a narrower selection in the Additional Filters: block.

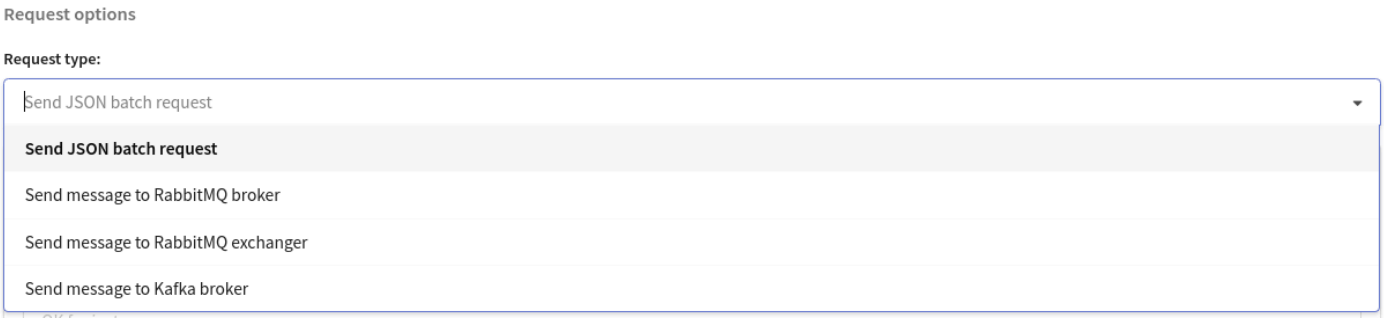
- **Resources - events related to communications within certain [resources](/en/user-guide/profiles-and-databases/66427) will be captured.**
- **Campaign - events from specific marketing [campaigns](/en/user-guide/campaigns/) will be captured.**
- **Templates - events from campaigns using specific [templates](/en/user-guide/message-templates/managing-templates/) will be captured.**
- **Segments - events related to subscribers entering certain [segments](/en/user-guide/segmentation/) will be captured.**
- **Pixels - actions of subscribers on external resources, registered by certain pixels, will be captured.**



Request options

The following request types are available:

1. **Send a JSON batche request. Read more.**
2. **Send a message to the RabbitMQ queue. Read More.**
3. **Send a message to the RabbitMQ exchange. Read More.**
4. **Send a message to Kafka broker. Read more.**



INFO

Retry

If for some reason an error occurs during sending a message (e.g. network failure), the message will be sent again after a certain period of time. The number of repeated sends and their frequency are set in the system configuration file “main.json”:

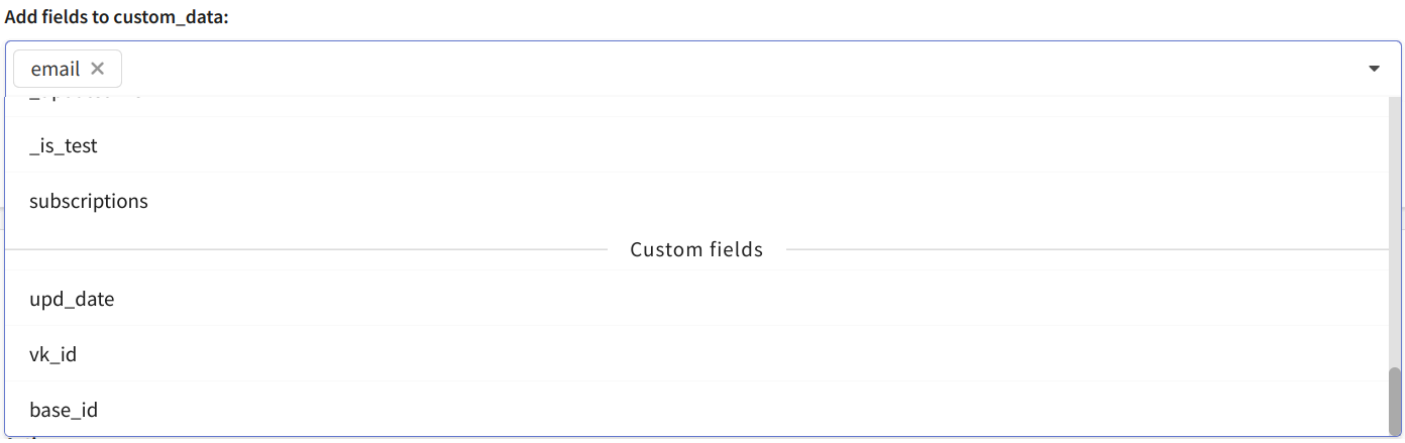
`"HOOK_RETRY_TIMES"`: set maximum number of attempts (default 4)

`"HOOK_RETRY_PERIOD_SEC"`: periods between attempts, in seconds (default 15)

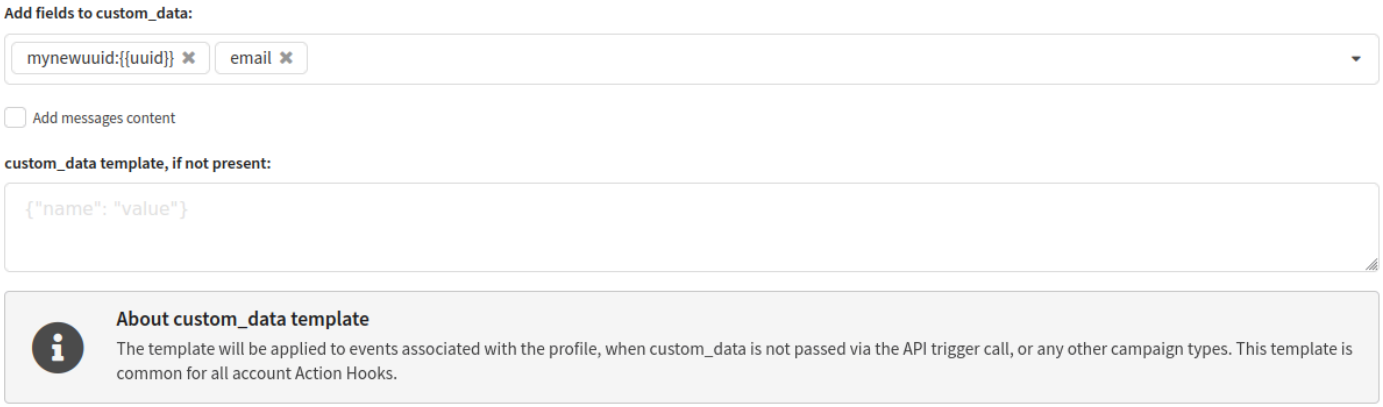
Transmit additional event data in the capture

Client profile data in capture

Along with information about the captured event, you can pass values of standard and additional profile fields. The set of available additional fields depends on the selected database. Select from the drop-down list the profile fields you want to Add fields to custom_data:



The template custom_data can be set below. The platform will use the value from this template in the capture if no data is passed in the `custom_data` field in the API request to start the trigger.



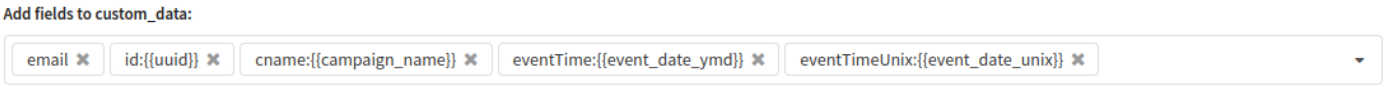
Additional data in the hook

In addition to profile data, you can transmit any data in `mykey:myvalue` format to the `custom_data` object. To do this, manually enter the key and value and then press Enter ↵.

Template options available:

Parameter	Description
`{{uuid}}`	Generates new UUIDv4
`{{event_date}}`	Event date in the format “2006-01-25T15:04:05.999999Z”
`{{event_date_ymd}}`	Event date in the format “2006-01-25”
`{{event_date_rfc3339}}`	Event date in the format RFC 3339
`{{event_date_unix}}`	Event date in unix time, in string
`{{event_date_unixnano}}`	Event date in unix time (nanoseconds), in string
`{{campaign_name}}`	Retrieves the campaign name if it is relevant to the event, otherwise empty
`{{campaign_subid}}`	Retrieves the campaign SubID if it is relevant to the event, otherwise empty
`{{database_name}}`	Retrieves the database name if it is relevant to the event, otherwise empty
`{{segment_name}}`	Retrieves the segment name if it is relevant to the event, otherwise empty
`{{message_name}}`	Retrieves the template name if it is relevant to the event, otherwise empty
`{{message_subject}}`	Retrieves the template saubject if it is relevant to the event, otherwise empty
`{{resource_name}}`	Retrieves the resource name if it is relevant to the event, otherwise empty

For example, you add fields to `custom_data`:



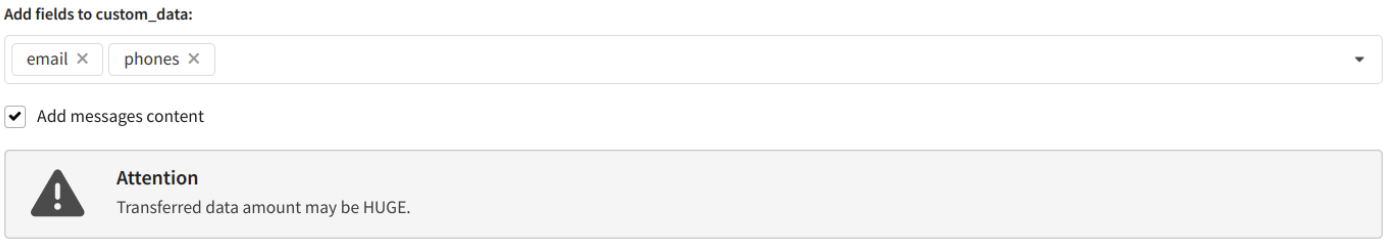
The data will be transferred in this way:

```
"custom_data": {
        "cname": "Black Friday",
        "email": "test@example.com",
        "eventTime": "2021-03-17",
        "eventTimeUnix": "1615988820",
```

```
    "id": "dc876134-87a4-4437-aabb-d2fc8a3d4213",
}
```

Message content in hook

In order to transmit the content of all messages along with events, activate the option Add messages content at the bottom of the page.



The content will be passed to the `"content"` field. The field structure for each channel is described in this article.

CAUTION

Please note that this will store all sent messages in storage for a fixed amount of time. This will require additional disk space. The default retention time is 72 hours; it is set by the global setting `HOOK_CONTENT_CLEANUP_HOURS` in the main.json file. After this time, events will be transmitted without any content associated with them.

Action hooks event types

Action hooks event types

Interface name	API name	Description
Email channel events		
Send	send	Email is sent to a recipient.
Reply	reply	Subscriber's reply to received email.
Unique Open	uopen	Unique email message opening.
Open	open	Any email opening.
Unique Click	uclick	Unique email link click. It creates open and uopen events when *open* event is not captured.
Click	click	Any email link click.
Confirm	confirm	Confirmation link click in a regular message (creates click and uclick, if it is the first click for this message).
Confirm Subscription	confirmsub	Confirmation link click in a double opt-in message.
Unsubscribe	unsub	Recipient opted out by clicking a message link `{unsubscribe}` or `{globalunsubscribe}`.
Complain	complain	A recipient complained or reported spam.
SoftBounce	sbounce	Temporary delivery problems provider message. Soft bounce.
HardBounce	hbounce	Invalid address or similar delivery problems message. Hard bounce.
Suppression	suppress	Email was not sent: recipient address is in suppression list.
Delivered	deliv	Email delivered to a recipient.
Undelivered	undeliv	Email could not be delivered.
Read Message	read	Message remained open for 8 seconds or longer.
Glanced Message	glanced	Message remained open for less than 4 seconds.
Skimmed Message	skimmed	Message remained open for 4 to 8 seconds.
Subscriber Profile Import Events		
Manual Import	import_manual	Manual profile import via platform interface.
File Import	import_file	From file profile import via platform interface.
API Import	import_api	API profile import.
SMS channel events		
Send SMS	send_sms	SMS sent to a recipient.
Click SMS	click_sms	Any SMS link click.

Unique Click SMS	**uclick_sms**	**Unique SMS link click.**
Delivered SMS	**deliv_sms**	**SMS delivered to a recipient.**
Undelivered SMS	**undeliv_sms**	**SMS could not be delivered.**
Unsubscribe SMS	**unsub_sms**	**Recipient opted out by clicking a message link `{unsubscribe}` or `{globalunsubscribe}`.**
Push channel events		
Unique Open Push	**uopen_push**	**Unique push open.**
Open Push	**open_push**	**Any push open.**
Send Push	**send_push**	**Push sent to a recipient.**
Click Push	**click_push**	**Any push link click.**
Unique Click Push	**uclick_push**	**Unique push link click.**
Delivered Push	**deliv_push**	**Push delivered to a recipient.**
Undelivered Push	**undeliv_push**	**Push could not be delivered to a recipient.**
SoftBounce Push	**sbounce_push**	**Temporary delivery failure (network issues, push service unavailability for any reason). This event means that the platform will continue attempting to deliver the message.**
Hardbounce Push	**hbounce_push**	**Permanent delivery failure (Invalid subscription id). After receiving such a response, the platform will not attempt to deliver the message again.**
Custom (API) opt out		
API unsubscribe	**unsub_api**	**API profile opt out.**
Campaign launch		
Campaign launch	**campaign_launch**	**Campaign launch. It has a custom hook message structure.**
Campaign errors		
General: Error	**camp_error**	**Errors that occurred during the campaign.**
The events that are captured by Pixels in the external resources		
Pixel Open	**pixel_open**	**Pixel script activation. You can find out more about the parameters of this request [there] (/en/developer-guide/goals/2195843).**
Promo code events		
Promocode Attach	**promocode_attach**	**The subscriber is assigned a promotional code.**
Promocode Detach	**promocode_detach**	**The promo code is unlinked from the subscriber's profile.**
Promocode Activate	**promocode_activate**	**The promo code is activated.**

Events related to the automatic creation of a static segment during import		
Static Segment Added	**segs_add**	**The profile entered the static segment.**
Static Segment Removed	**segs_remove**	**The profile exited the static segment.**
Events of merging multiple profiles or splitting one profile		
Profile merge	**profile_merge**	**Multiple profiles are merged into a new or existing profile through an API request.**
Profile split	**profile_split**	**A profile is divided into several new or existing profiles through an API request.**
Telegram Bot events		
Telegram bot send	**telegram_bot_send**	**Message has been sent for delivery to a subscriber in a chat with a Telegram bot.**
Telegram bot delivered	**telegram_bot_deliv**	**The message has been delivered to a chat with a Telegram bot.**
Telegram bot click	**telegram_bot_click**	**A non-unique click on a link in a message in a chat with a Telegram bot.**
Telegram bot unique click	**telegram_bot_uclick**	**A unique click on a link in a message.**
Telegram bot undelivered	**telegram_bot_undeliv**	**The message has not been delivered to a chat with a Telegram bot.**
Telegram bot subscription	**telegram_bot_subscribe**	**A profile has subscribed to a bot by initiating a dialogue.**
Telegram Group events		
Telegram group send	**telegram_group_send**	**Message has been sent for delivery to a subscriber in a chat with a Telegram bot.**
Telegram group delivered	**telegram_group_deliv**	**Message has been delivered in a Telegram group.**
Telegram group click	**telegram_group_click**	**Click on the link in the message in a Telegram group.**
Telegram group undelivered	**telegram_group_undeliv**	**Message has not been delivered to a Telegram group.**
WhatsApp* events		
WhatsApp* send	**whatsapp_send**	**Message has been sent for delivery to a subscriber in a WhatsApp* chat.**
WhatsApp* deliv	**whatsapp_deliv**	**Message has been delivered in a WhatsApp* chat.**
WhatsApp* click	**whatsapp_click**	**A non-unique click on a link in a message in a chat.**
WhatsApp* unique click	**whatsapp_uclick**	**A unique click on a link in a message.**
WhatsApp* undeliv	**whatsapp_undeliv**	**Message has not been delivered in a WhatsApp* chat.**

WhatsApp* read	**whatsapp_read**	**Message has been read by a user.**
WhatsApp* subscription	**whatsapp_subscribe**	**Profile has been subscribed to a WhatsApp* channel.**
WhatsApp* unsubscribe	**whatsapp_unsub**	**Profile has been unsubscribed from a WhatsApp* channel.**
Viber events		
Viber send	**viber_send**	**Message has been sent for delivery to a subscriber in a Viber chat.**
Viber deliv	**viber_deliv**	**Message has been delivered in a Viber chat.**
Viber click	**viber_click**	**Click on a link in the message. If the recipient clicks on the same link multiple times, each click event is recorded.**
Viber unique click	**viber_uclick**	**Unique click on a link in the message. If the recipient clicks on any link at least once, one unique click event is recorded.**
Viber undeliv	**viber_undeliv**	**Message was rejected by Viber or Devino.Online.**
Viber read	**viber_read**	**Message was read by the recipient.**
Viber subscription	**viber_subscribe**	**Profile subscribed to the Viber channel, i.e., agreed to receive messages from the business account.**
Viber unsubscribe	**viber_unsub**	**Profile unsubscribed from the Viber channel, i.e., blocked receiving messages from the business account.**
Pop-up events		
Popup: Post	**popup_post**	**The popup form has been completed and submitted.**
Popup: Click	**popup_click**	**Click on any popup element except the "Close" button.**
Popup: Error	**popup_error**	**Any error in the popup.**
Popup: Bounce	**popup_bounce**	**While submitting the popup form, technical problems occurred (for example, a server failure).**
Popup: Close	**popup_close**	**Click on the "Close" button in the popup.**
Popup: Open	**popup_open**	**he popup is shown to the user.**
Popup: Custom	**popup_custom**	**An event configured on the client side was registered.**

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Action Hook Message Structure

General hook message structure for all event types:

Parameter	Type	Example	Description
event_type	string	“click”	Event name from the events table
event_date	string	“2018-03-04T13:13:19.034315796Z”	Event timestamp in RFC 3339 format
profile_id	string	“abcdefgh12345678”	Profile ID of the recipient
_xxh	string	“ad1850e0d1d9481e”	Email XXHash used for profile identification in Altcraft
_md5	string	“145bb30f7ddf1184cb560bc4b7705646”	MD5 hash of the subscriber’s email
list_id	int	111	Database ID in which the event occurred
account_id	int	23	Account ID under which the event occurred
sends_trying_num	int	2	Number of message sending attempts (present only if the number of attempts is greater than 0)
is_test	bool	false	Indicates whether the event was triggered by test sending
is_static	bool	false	Whether dynamic substitutions were used in the message content
subscription_hash_id	string	“0a4b910312345”	Subscription hash
custom_data	JSON object	`{"alice@example.org"}`	Custom data set defined in the action hook settings interface
event_data	JSON object	`{"browser": "Firefox"}`	Event-specific data (can be tracking or delivery event data)

Parameter	Type	Example	Description

subscription	array	[
		  {
		  “resource_id”: 123,
		  “channel”: “email”,
		  “email”: “user@example.com”,
		  “phone”: “+79991234567”,
		  “subscription_id”: “abc123”,
		  “provider”: “androidfirebase”,
		  “priority”: 1,
		  “status”: “subscribed”,
		  “ccsub”: {
		  “custom_key”: “custom_value”
		  }
		  }
		]
			An array with subscription details including information about the resource, communication channel, recipient, and subscription status. The structure is described below.

event_data structure

Tracking events

These event types are considered tracking events:

- **uopen, open, uclick, click, confirm, confirmsub, unsub, read, glanced, skimmed,**
- **uclick_sms, click_sms, uclick_sms, unsub_sms,**
- **uopen_push, open_push, click_push, uclick_push.**

Parameter	Type	Example	Description
message_id	int	17	Message template ID in Altcraft
campaign_id	int	973	Campaign ID
segment_id	int	0	Segment ID if available
resource_id	int	3	Resource ID
ip	string	“10.9.0.14”	Subscriber’s IPv4 address
country	string	“.us” “.ru”	Country top-level domain
city	string	“New York” “Moscow”	Subscriber’s city

Parameter	Type	Example	Description
postal_code	string	“101000”	Postal code
region	string	“Ohio” “Moskovskaya oblast”	Region
tz	string	“Europe/Vaduz”	Time zone
lat	float	55.244075	Latitude
lon	float	55.244075	Longitude
user_agent	string	“Mozilla/5.0 (X11; Linux x86_64; rv:59.0) Gecko/20100101 Firefox/59.0”	User-Agent string
os	string	“Linux x86_64”	Operating system
browser	string	“Firefox”	Browser and version
device	string	“web”	Device
link_url	string	“http://www.example.com”	Redirect link
launch_id	string	“00000017000003cd5a9bf01a”	Campaign launch ID
send_message_id	string	“5a9bf01a17_3cd_11_6f_0_2.5a8c045fc1dde44cbf718f78”	SendMessageID
full_message_id	string	“fQIQs4FgAAEBIcARAxDxAQAAEJECFQADuZJygDTgWXpQ_BVrkejVzu2bsMzQ3NDkxODlKR8-gA”	Full SendMessageID
email_message_id	string	“mzi5c1~+9vqekqmy63mh8xhgt2qjwfkad6lmiafbyn-0te1_uzckfqyi4ry”	Email-safe SendMessageID (email events only)
extra_uid	string	“ew4Sgf41Qwjq8_2_2E_w_k___t.2SDvJv8bvBYQFtSDx_7bTV2f.2_2E_4Sgf41DXc7Z_D”	Extra UID (for push events only)
provider	string	“YandexAppMetricaDeviceIDAndroid”	Provider

Messaging events

For event types:

- **send, deliv, suppress, complain,**
- **send_sms, deliv_sms,**
- **send_push, deliv_push.**

Parameter	Type	Example	Description
message_id	int	17	Message template ID in Altcraft
campaign_id	int	973	Campaign ID

Parameter	Type	Example	Description
segment_id	int	0	Segment ID if available
resource_id	int	3	Resource ID in Altcraft
launch_id	string	“00000017000003cd5a9bf01a”	Launch ID
send_message_id	string	“5a9bf01a17_3cd_11_6f_0_2.5a8c045fc1dde44cbf718f78”	SendMessageID
full_message_id	string	“fQIQs4FgAAEBIcARAxDxAQAAEJECFQADuZJygDTgWXpQ_BVrkejVzu2bsMzQ3NDkxODlKR8-gA”	Full SendMessageID
email_message_id	string	“mzi5c1~+9vqekqmy63mh8xhgt2qjwfkad6lmiafbyn-0te1_uzckfqyi4ry”	Email-safe SendMessageID (email events only)
extra_uid	string	“ew4Sgf41Qwjq8_2_2E_w_k___t.2SDvJv8bvBYQFtSDx_7bTV2f.2_2E_4Sgf41DXc7Z_D”	Extra UID (for push events only)
provider	string	“YandexAppMetricaDeviceIDAndroid”	Provider

For events sbounce, hbounce, sbounce_push, hbounce_push:

Parameter	Type	Example	Description
bounce_code	int	500	Server response code
bounce_message	string	“No such email”	Server response message

For undeliv, undeliv_sms, undeliv_push events:

Parameter	Type	Example	Description
undeliv_code	int	400	Error code
undeliv_message	string	“Invalid Caller ID”	Error message

Pixel events

For pixel_open events:

Parameter	Type	Example	Description
ip	string	“10.9.0.14”	Subscriber’s IPv4 address
country	string	“.ru”	Country top-level domain
city	string	“Moscow”	City
pixel_id	int	41	Pixel ID
postal_code	string	“390000”	Postal code
region	string	“Ryazanskaya oblast”	Region
tz	string	“Europe/Vaduz”	Time zone
lat	float	55.244075	Latitude
lon	float	55.244075	Longitude

Parameter	Type	Example	Description
user_agent	string	“Mozilla/5.0 (X11; Linux x86_64; rv:59.0) Gecko/20100101 Firefox/59.0”	User-Agent string
os	string	“Linux x86_64”	Operating system
browser	string	“Firefox”	Browser and version
device	string	“web”	Device

The full list of possible parameters is available in this article.

Popup events

For the following event types: popup_post, popup_click, popup_error, popup_bounce, popup_close, popup_open:

Parameter	Type	Example	Description
popup_id	int	123	Popup ID
referer	string	“api.example.com”	HTTP Referer header
smid	string	“fGmXiWU9Y4NSIpCwI4QQQQEQEAABCRA”	Sent message identifier
utm_campaign	string	“utm_campaign”	UTM campaign tag
utm_content	string	“utm_content”	UTM content tag
utm_source	string	“utm_source”	UTM source tag

Some events include unique parameters:

Parameter	Type	Example	Description
popup_post			
post_uid	string	"7bc142b5-7f38-4272-bc7e-7539f70b25b1"	Unique form submission ID
popup_click			
name	string	"main_block"	Name of the clicked element
url	string	"example.com/page"	`href` attribute value of the clicked element
popup_error, popup_bounce			
error	string	"object_not_found"	Error text
error_category	int	404	Error code

Promocode events

For promocode_attach, promocode_detach, promocode_activate events:

Parameter	Type	Example	Description
attached	string	“2020-10-25T13:28:52Z”	Date and time the promocode was attached
detached	string	“2020-10-25T13:28:52Z”	Date and time the promocode was detached
activated	string	“2020-10-25T13:28:52Z”	Date and time the promocode was activated
code	string	“TEST-XOUH-KBJM-J5K9-24I1”	Promocode
db_id	int	123456	Profile database ID

Parameter	Type	Example	Description
loyalty_id	int	9	Loyalty program ID
profile_id	string	“000000000000000000000000”	Profile ID

All timestamps are in RFC 3339 format.

Segment events

For segs_add and segs_remove events:

Parameter	Type	Example	Description
campaign_id	int	9	Campaign ID
launch_id	string	“”	Launch ID
message_id	int	0	Message template ID
segment_id	int	80	Segment ID
send_message_id	string	“”	Sent message ID
full_message_id	string	“fQIQs4FgAAEBIcARAxDxAQAAEJECFQADuZJygDTgWXpQ_BVrkejVzu2bsMzQ3NDkxODIKR8-gA”	Full SendMessageID

Profile merge and split events

For profile_merge and profile_split events:

Parameter	Type	Example	Description

destination	array	<pre>[
		  {
		  “custom_data”: {
		  “age”: 25
		  },
		  “db_id”: 94,
		  “profile_id”: “608a8960e3224a6be26a71df”
		  }
		]</pre>
			If profile merging occurs, this contains the profile matching data resulting from the merge.
			
			If profile splitting occurs, this contains the profile matching data resulting from the split.

source	array	<pre>[
		  {
		  “custom_data”: {
		  “age”: 25
		  },
		  “db_id”: 94,
		  “profile_id”: “608a8960e3224a6be26a71df”
		  }
		]</pre>
			When profiles are merged, this contains the matching data of the profiles to be merged.
			
			When a profile is split, this contains the matching data of the profile to be split.

Channel events

Supported channels:

- **Telegram:** `telegram_bot_send`, `telegram_bot_deliv`, `telegram_bot_click`, `telegram_bot_uclick`, `telegram_bot_undeliv`, `telegram_group_send`, `telegram_group_deliv`, `telegram_group_click`, `telegram_group_undeliv`
- **WhatsApp*:** `whatsapp_deliv`, `whatsapp_undeliv`, `whatsapp_send`, `whatsapp_click`, `whatsapp_uclick`, `whatsapp_subscribe`, `whatsapp_read`, `whatsapp_unsub`
- **Viber*:** `viber_deliv`, `viber_undeliv`, `viber_send`, `viber_click`, `viber_uclick`, `viber_subscribe`, `viber_read`, `viber_unsub`, `viber_complain`
- **Notify:** `notify_deliv`, `notify_undeliv`, `notify_send`, `notify_click`, `notify_uclick`, `notify_subscribe`, `notify_read`, `notify_unsub`, `notify_complain`

Parameter	Type	Example	Description
campaign_id	int	9	Campaign ID
launch_id	string	“”	Launch ID
message_id	int	0	Message ID
resource_id	int	3	Resource ID
segment_id	int	80	Segment ID
send_message_id	string	“”	Sent message ID
full_message_id	string	“fQlQs4FgAAEBIcARAxDxAQAAEJECFQADuZJygDTgWXpQ_BVrkejVzu2bsMzQ3NDkxODlKR8-gA”	Full SendMessageID
city	string	“Moscow”	City
browser	string	“Firefox”	Browser
country	string	“.ru”	Country TLD
device	string	“web”	Device
ip	string	“10.9.0.14”	IPv4 address
lat	float	55.244075	Latitude
link_url	string	“http://www.example.com”	Redirect link
lon	float	55.244075	Longitude
os	string	“Linux x86_64”	Operating system
postal_code	string	“390000”	Postal code
region	string	“Ryazanskaya oblast”	Region

Parameter	Type	Example	Description
tz	string	“Europe/Vaduz”	Time zone
undeliv_code	int	500	Undelivery error code
undeliv_message	string	“Content is required”	Error message

Campaign error events

For camp_error events:

Parameter	Type	Example	Description
campaign_id	int	9	Campaign ID
error_code	int	500	Error code
error_text	string	“LOG_INTERNAL_ERROR”	Error message
launch_id	string	“”	Launch ID
message_id	int	0	Message template ID
resource_id	int	3	Resource ID
segment_id	int	80	Segment ID
send_message_id	string	“”	Sent message ID
full_message_id	string	“fQIQs4FgAAEBIcARAxDxAQAAEJECFQADuZJygDTgWXpQ_BVrkejVzu2bsMzQ3NDkxODlKR8-gA”	Full SendMessageID

campaign_launch structure

General campaign_launch structure:

Parameter	Type	Example	Description
event_type	string	“campaign_launch”	Event type
event_date	string	“2018-03-25T13:13:19.034315796Z”	Timestamp in RFC 3339 format
account_id	int	23	Platform account ID
is_test	bool	false	Indicates test launch
event_data	JSON object	{}	Object with campaign metadata

Campaign launch event_data structure

Parameter	Type	Example	Description
campaign_id	int	42	Campaign ID

Parameter	Type	Example	Description
campaign_type	string	“broadcast”	Campaign type
campaign_name	string	“name”	Campaign name
campaign_sub_id	string	“x11”	Campaign sub ID
data_type	string	“segment”	Audience source type
data_id	int	3	Audience source ID
launch_id	string	“00000017000003cd5a9bf01a”	Launch ID
content	JSON object	{}	Message template metadata

Campaign launch event example


```
{
  "event_type": "campaign_launch",
  "event_date": "2016-12-09T10:11:24.934079204Z",
  "is_test": false,
  "account_id": 161,
  "event_data": {
    "campaign_id": 1472,
    "campaign_type": "broadcast",
    "campaign_name": "Campaugn Launch Hook",
    "campaign_sub_id": "x11",
    "data_type": "segment",
    "data_id": 1221,
    "launch_id": "000000a1000005c0584a834c",
    "content": [
      {
        "message_name": "Hello",
        "message_id": 1412,
        "suppress_id": 271,
        "replyto_email": "",
        "replyto_name": "",
        "text": "текстовая версия письма",
        "html": "<html> html версия письма </html>",
        "from_name": "",
        "from_email": "",
        "attach_links": [],
        "subject": "Hello, {your_name}!"
      },
      {
        "message_name": "Hi",
        "message_id": 1413,
        "suppress_id": 272,
        "replyto_email": "monty@altcraft.com",
        "replyto_name": "Monty",
        "text": "текстовая версия письма",
        "html": "<html> html версия письма </html>",
        "from_name": "",
        "from_email": "",
        "attach_links": [
```

```
          {
            "name": "text_file.txt",
            "url": "http://test.altcraft.com/api/attach/link/text_file.txt?token=eyJh..."
          },
          {
            "name": "picture_file.png",
            "url": "http://test.altcraft.com/api/attach/link/picture_file.png?token=eyJh..."
          }
        ],
        "subject": "Hi, {your_name}!"
      }
    ]
  }
}
```

Subscription structure

This object contains subscription metadata for the resource used to deliver the message:

Parameter	Type	Example	Description
resource_id	int	12	Resource ID
channel	string	“email”	Communication channel
priority	int	0	Subscription priority
status	string	“subscribed”	Subscription status
email	string	“john@example.com”	Subscriber’s email (email only)
post_uid	string	“+79991112233”	Subscriber’s phone (SMS only)
provider	string	“YandexAppMetricaDeviceIDAndroid”	Push provider (push only)
subscription_id	string	“123ab667960efec47b1afe64b56bfa386a3”	Provider subscription ID (push)

Message content structure

If the “Add messages content” option is enabled in the webhook settings, the general message structure will include a `content` field.

Email

```
{
    "content": {
        "amp": "<html amp4email></html>",
        "from_email": "no-reply@altcraft.com",
        "from_name": "Altcraft",
        "html": "<html></html>",
        "replyto_email": "example@example.com",
        "replyto_name": "Altcraft",
        "subject": "Weather alert",
        "text": "Text version",
        "to_email": "profile@example.com",
        "to_name": "Fname Lname",
```

```
        "webversion_email_html": "http://click.altkraft.com/0000/path.html",
        "webversion_email_text": "http://click.altkraft.com/0000/path.txt"
    }
}
```

Parameter	Type	Example	Description
amp	string	<html amp4email></html>	AMP version of the email
from_email	string	“no-reply@altcraft.com”	Sender’s email
from_name	string	“Altcraft”	Sender’s name
html	string	<html></html>	HTML version of the email
replyto_email	string	“example@example.com”	Reply-to email address
replyto_name	string	“Altcraft”	Reply-to name
subject	string	“Weather alert”	Email subject
text	string	“Text version is important…”	Text version of the email
to_email	string	“profile@example.com”	Recipient’s email
to_name	string	“Fname Lname”	Recipient’s name
webversion_email_html	string	http://click.altkraft.com	Web version HTML link
webversion_email_text	string	http://click.altkraft.com	Web version text link

SMS

```
{
    "content": {
        "fromnamesms": "abcdefghijklmnqrstuvwxyz",
        "sms": "Hello, Aaron! See the new items for you: http://click.altkraft.com/s/path",
        "webversion_sms_text": "http://click.altkraft.com/000000/path.txt"
    }
}
```

Parameter	Type	Example	Description
fromnamesms	string	“abcdefghijklmnqrstuvwxyz”	Caller ID
sms	string	“Follow the link and claim your bonus!”	Message body
webversion_sms_text	string	http://click.altkraft.com	Web version of the message

Push

```
{
    "content": {
        "app_push_settings": {
            "background_color": "#00CED1",
            "badges": 0,
            "banner": "",
            "critical_push": false,
            "deliver_prior": 0,
```

```
            "expir_time": 604800,
            "led": "",
            "media": "",
            "silent_push": false,
            "sound": "",
            "subtitle": "",
            "vibro": false
        },
        "body": "See if our new items are fit to make you even more awesome!",
        "click_url": "https://click.altkraft.com/0000000",
        "custom_push_json": {},
        "icon": "",
        "result_content": {
            "content_available": true,
            "data": {
                "hub_link": {
                    "ack": "https://pxl.altkraft.com/crypto_post_events?/bFOoNcxW7lpDA",
                    "open": "https://pxl.altkraft.com/crypto_post_events?/LbFOoNcxW7lpDA"
                },
                "image": "",
                "launch_id": "2_3J_4Z2ZTRaQr7p",
                "mediaUrl": "",
                "message": "See if our new items are fit to make you even more awesome!",
                "uid": "fATFSGbgLjinkRE59ZXDOSd0BcAABARnhIxDBBAAAEbAQowRH"
            },
            "mutable_content": true,
            "notification": {
                "body": "See if our new items are fit to make you even more awesome!",
                "click_action":
"https://click.altkraft.com/0000000/abcdefghijklmnqrstuvwxyz",
                "color": "",
                "icon": "",
                "sound": "default"
            },
            "title": "Just look, Alex! These are awesome!",
            "priority": "normal",
            "time_to_live": 604800,
            "to": "5dbDUxVXHV"
        },
        "title": "Just look, Alex! These are awesome!",
        "webversion_push_body": "http://click.altkraft.com/000000/path.txt"
    }
}
```


Parameter	Type	Description
body	string	Push message body
click_url	string	Click-through URL
custom_push_json	JSON object	Custom JSON block for push
icon	string	Push icon path
title	string	Push title

Parameter	Type	Description
result_content	JSON object	Structure sent to the push service
webversion_push_body	string	Web version of the push message
app_push_settings	JSON object	Mobile push advanced settings
web_push_settings	JSON object	Browser push advanced settings

app_push_settings structure

Parameter	Type	Example	Description
background_color	string	#00CED1	Push background color
badges	int	0	Badge indicator
banner	string	http://example.com/path.img	Path to banner image
critical_push	bool	false	Critical mode flag
deliver_prior	int	0,1	Delivery priority
expir_time	int	604800	Push TTL in seconds
led	string	#00CED2	LED indicator color
media	string	http://example.com/path	Path to local media file
silent_push	bool	false	Silent push flag
sound	string	/sound/sound.mp3	Path to local sound file
subtitle	string	“Just for you!”	Message subtitle (iOS)
vibro	bool	true	Vibration on push
soundless	bool	true	Specifies whether the push message will be accompanied by sound (used by providers: android firebase, android huawei, android rustore)
actions	array	`[ { “label”: “Open”, “action”: “https://example.com” } ]`	Buttons in push notifications

web_push_settings structure

Parameter	Type	Example	Description
actions	JSON object	[]	Push buttons (action + label)
button_label	string	“Sure”	Button label (Safari only)
large_image	string	“https://altkraft.com/284834790/1/664c6da207767c769a/image.png”	Banner image path
expir_time	string	604800	Push TTL in seconds
large_image	string	“https://click.example.com”	Path to local banner image

INFO

The `webversion_link` field is included in the `content` object only for send events in email, SMS, and push channels. For other events and for the send event in custom channels, `webversion_link` will be an empty string:

```
"content": {
  "webversion_link": ""
}
```

**Meta Platforms Inc., the company behind Instagram, Facebook, and WhatsApp, has been designated as an extremist organization and is banned in the Russian Federation.*

***Viber is a trademark of Rakuten Group, Inc. and is blocked in the Russian Federation.*

JSON batch request (HTTP POST action hook)

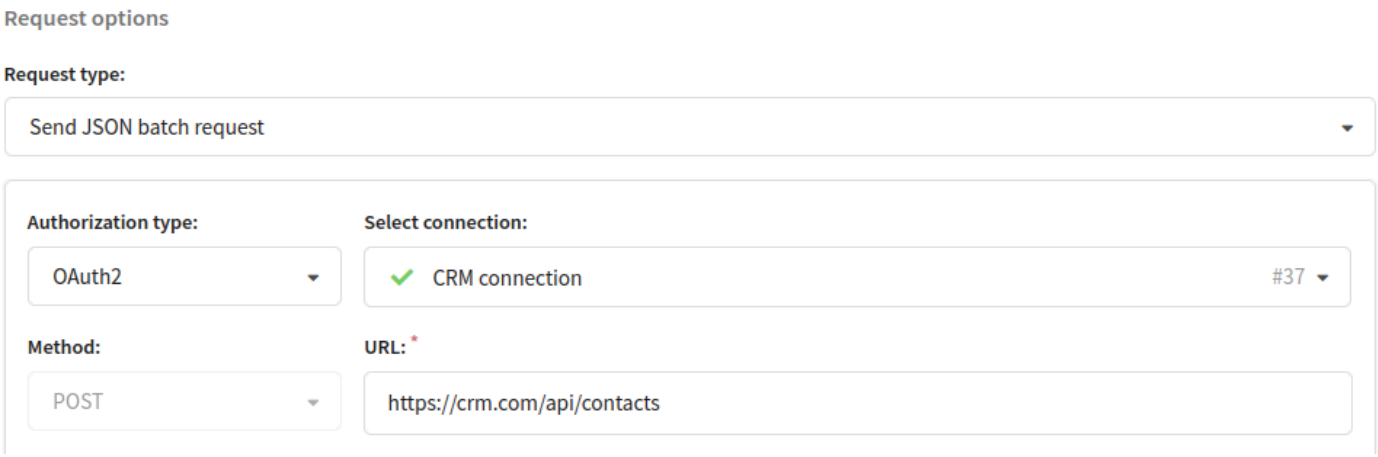
JSON batch request (HTTP POST action hook)

Batch requests allow you to combine many HTTP requests into one by specifying each request as a separate object in the body. The server returns one HTTP response that contains the responses to each submitted request.

When we choose this request type, we send the received events in JSON format in the body of the POST request to an external API. When sent, a JSON array with events will be generated.

Request settings

The standard request is sent without authorization. However, if you want to send data to an external service that uses the OAuth 2.0 framework as its authorization method, change the authorization type to OAuth2. In this case, you will need to select the connection that links Altcraft Platform and the service.



You have to specify:

- **URL of the service that receives the data**
- **Maximum batch size: limit the number of events in JSON array. POST request will be sent as soon as there are enough events.**

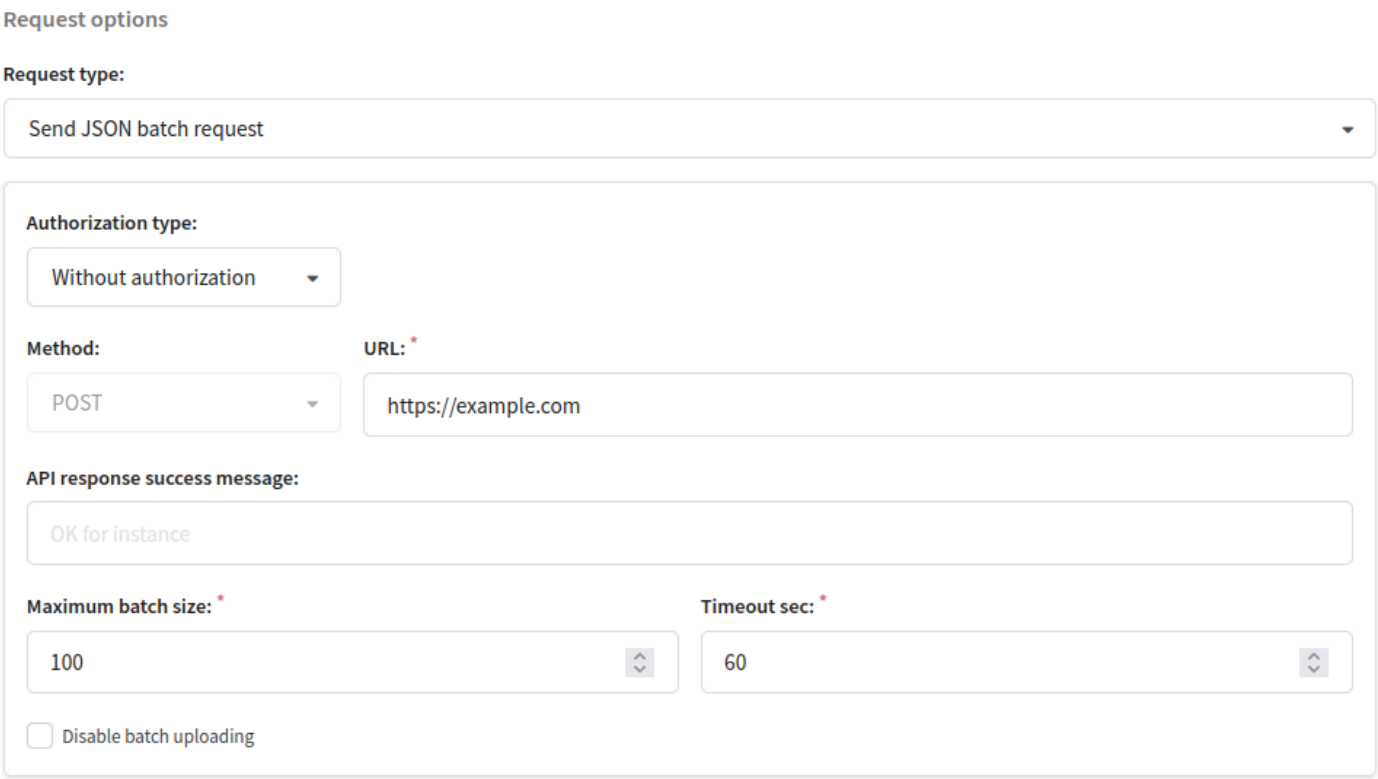
```
[{"event": "send", ... }, { }, ... ]
```

- **Timeout sec: the period of time during which events are accumulated in a batch to be sent to the server. If during this time the maximum batch size is not reached, the POST request is still sent. In this case, the JSON array contains the number of events that have accumulated by the time the timeout expires.**
- **API response success message: the response from the server must go into this Regex, only then the request to the server will be considered successful. For instance:**

`.*OK.*`

CAUTION

If you leave field API response success message empty, any response the status code of which is 200 is considered successful.



Email delivered message example

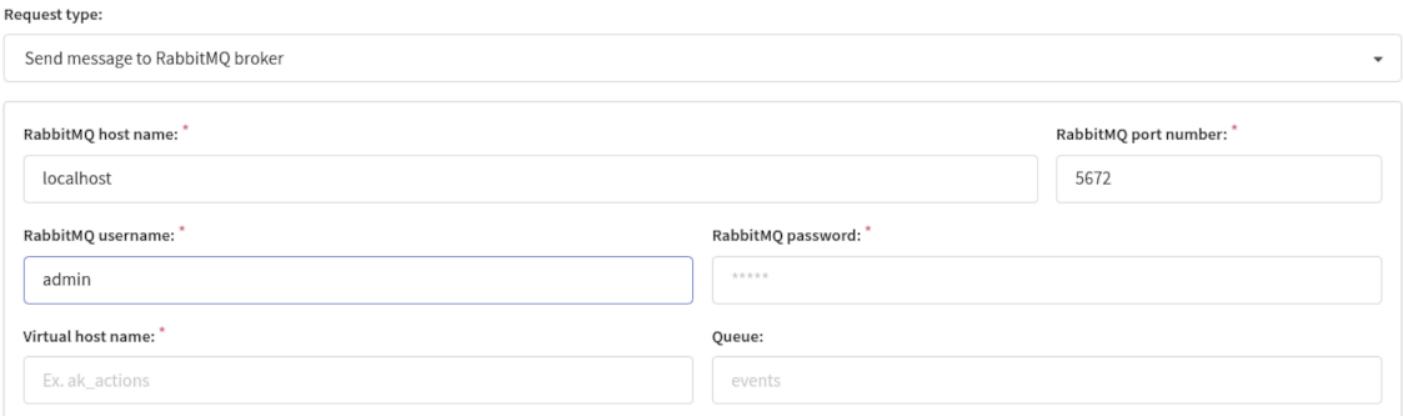

```
[
  {
    "event_type": "deliv",
    "list_id": 50,
    "account_id": 161,
    "_xxh": "5ada5e6ea3c6da5f",
    "_md5": "a5656dc1e3f603063a1918d582a10f58",
    "event_data": {
      "message_id": 5,
      "segment_id": 0,
      "campaign_id": 130
    },
    "event_date": "2016-11-15T09:12:28.514388956Z",
    "custom_data": {
      "email": "eddie@test-ukr.net",
      "_fname": "Eddie"
    },
    "is_test": false
  },
  {
    "event_type": "deliv",
    "list_id": 50,
    "account_id": 161,
    "_xxh": "bb42e541c7267fa6",
    "_md5": "593b250db256a764da8d2da4be694b31",
    "event_data": {
      "message_id": 5,
      "segment_id": 0,
      "campaign_id": 130
```

```
    },
    "event_date": "2016-11-15T09:12:28.569124547Z",
    "custom_data": {
      "email": "simon@test-gmail.com",
      "_fname": "Simon"
    },
    "is_test": false
  }
]
```

Message to RabbitMQ broker

Message to RabbitMQ broker

Each single event will be sent immediately to the message broker queue. Both a local RMQ, which is part of the platform, and a broker located on an external host can be used.



In the settings, specify the broker's parameters:

- **host name**
- **port number**
- **username**
- **password for authorization**
- **virtual host name**
- **name of the queue into which event messages will be sent.**

> **CAUTION**
>
> **RabbitMQ user must have access to the selected virtual host. Create a virtual host and give the RabbitMQ user the right to use it right in RabbitMQ.**

You are free to choose whether to set up RabbitMQ queue name: if it is not set - a queue will be named after event type.

Email link click message example.

```
{
  "event_type": "click",
  "event_date": "2018-03-04T13:13:19.034315796Z",
  "list_id": 111,
  "_xxh": "ad1850e0d1d9481e",
  "_md5": "145bb30f7ddf1184cb560bc4b7705646",
  "is_test": false,
  "event_data": {
    "browser": "Firefox",
    "campaign_id": 973,
    "city": "",
    "country": "",
    "device": "web",
    "ip": "10.9.0.14",
    "lat": 0,
```

```
    "launch_id": "00000017000003cd5a9bf01a",
    "link_url": "http://www.ford.com",
    "lon": 0,
    "message_id": 17,
    "os": "Linux x86_64",
    "postal_code": "",
    "region": "",
    "segment_id": 0,
    "send_message_id": "5a9bf01a17_3cd_11_6f_0_2.5a8c045fc1dde44cbf718f78",
    "tz": "",
    "user_agent": "Mozilla/5.0 (X11; Linux x86_64; rv:59.0) Gecko/20100101 Firefox/59.0"
  },
  "custom_data": {
    "email": "alice@example.org"
  },
  "account_id": 23
}
```

Message to RabbitMQ exchanger

Message to RabbitMQ exchanger

Exchange is a point of exchange, in other words, another player between the message sender and the queue. This exchange point distributes messages to one or more queues.

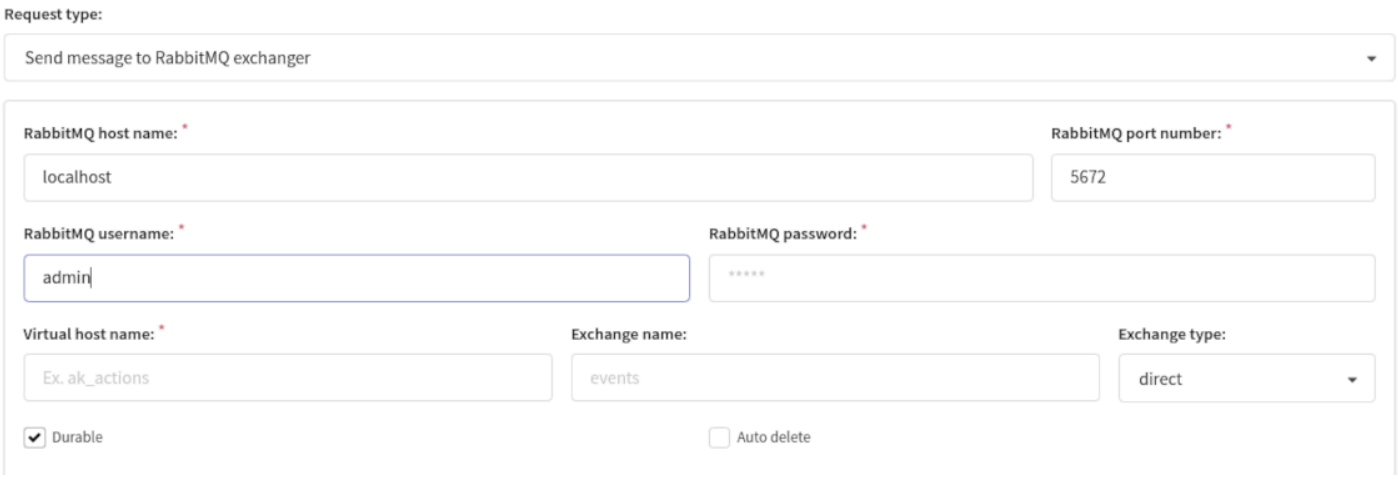
To configure sending a message to exchange RabbitMQ, specify host name, port name, username, passwordand virtual host name.

Next select an exchange type:

- **Direct type allows sending messages to only one queue subscribed to the corresponding routing key. The key is generated automatically using the pattern: `<db_id>.<event_type>`.**
- **Topic type allows sending messages to multiple queues that are subscribed to a routing key pattern.**

The durable option is enabled by default. This means that the exchange point will be permanently stored on disk and will be able to survive a server restart. If you disabled this field, the exchange will become temporary and will be deleted if the server is restarted.

Also pay attention to the Auto delete field. If you enable this field, then exchange will be deleted as soon as all associated queues are deleted.



Message to Kafka broker

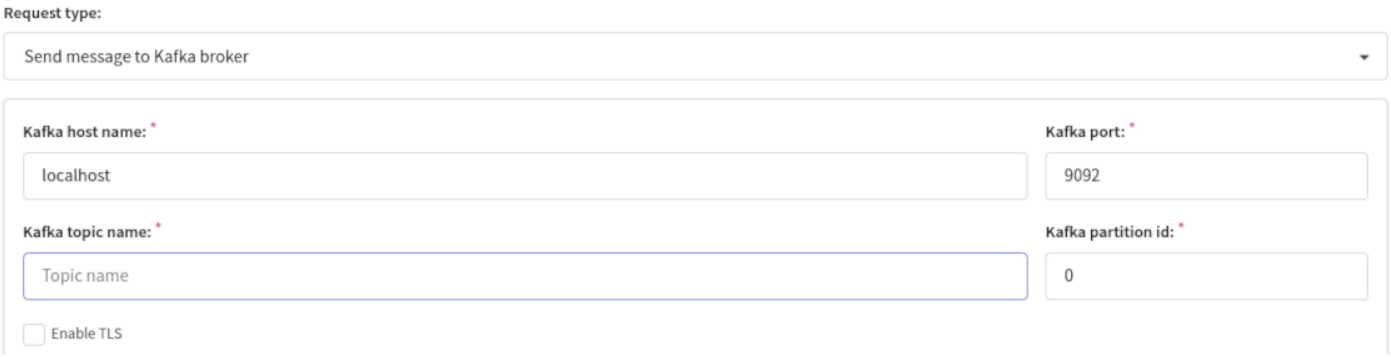
Message to Kafka broker

To configure sending events to Apache Kafka, specify the next parameters:

- **kafka host name,**
- **kafka port,**
- **kafka topic name,**
- **kafka partition id.**

Activate TLS if you need. When using a self-signed certificate, if it is not included in the trusted ones, specify the CA certificate chain in PEM format. This also takes into account the global option `ALLOW_INSECURE_REQUESTS` in the main.json configuration file, if it is set.

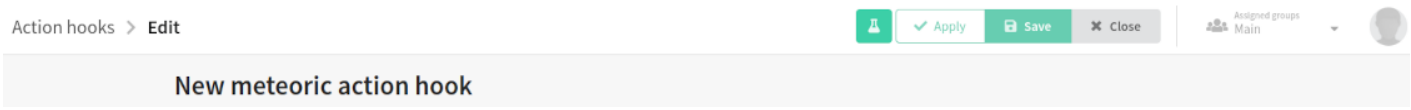
The validity of certificates is not checked. If authorization with a client certificate is used, then you must specify both the client's private key and the certificate, also in PEM format.



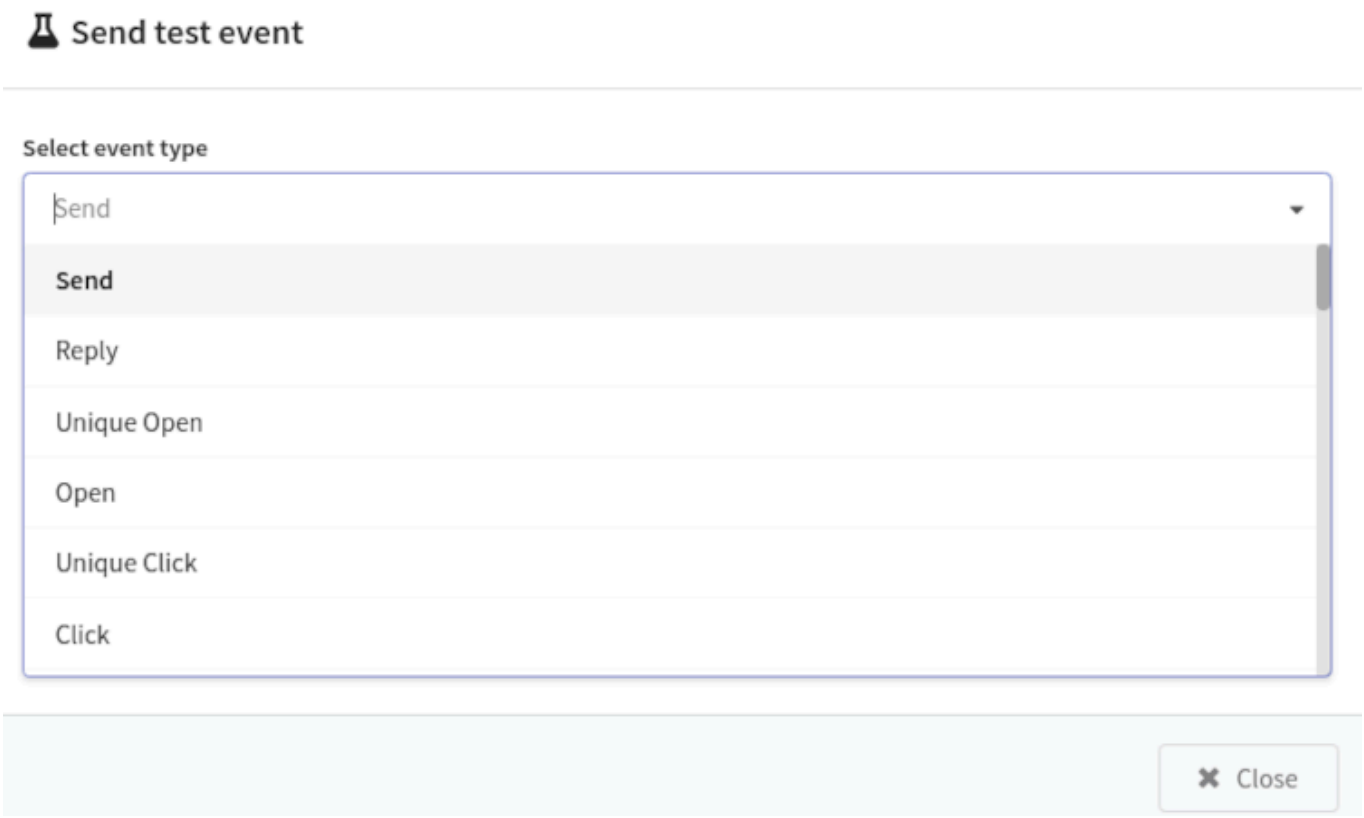
Test event

Test event

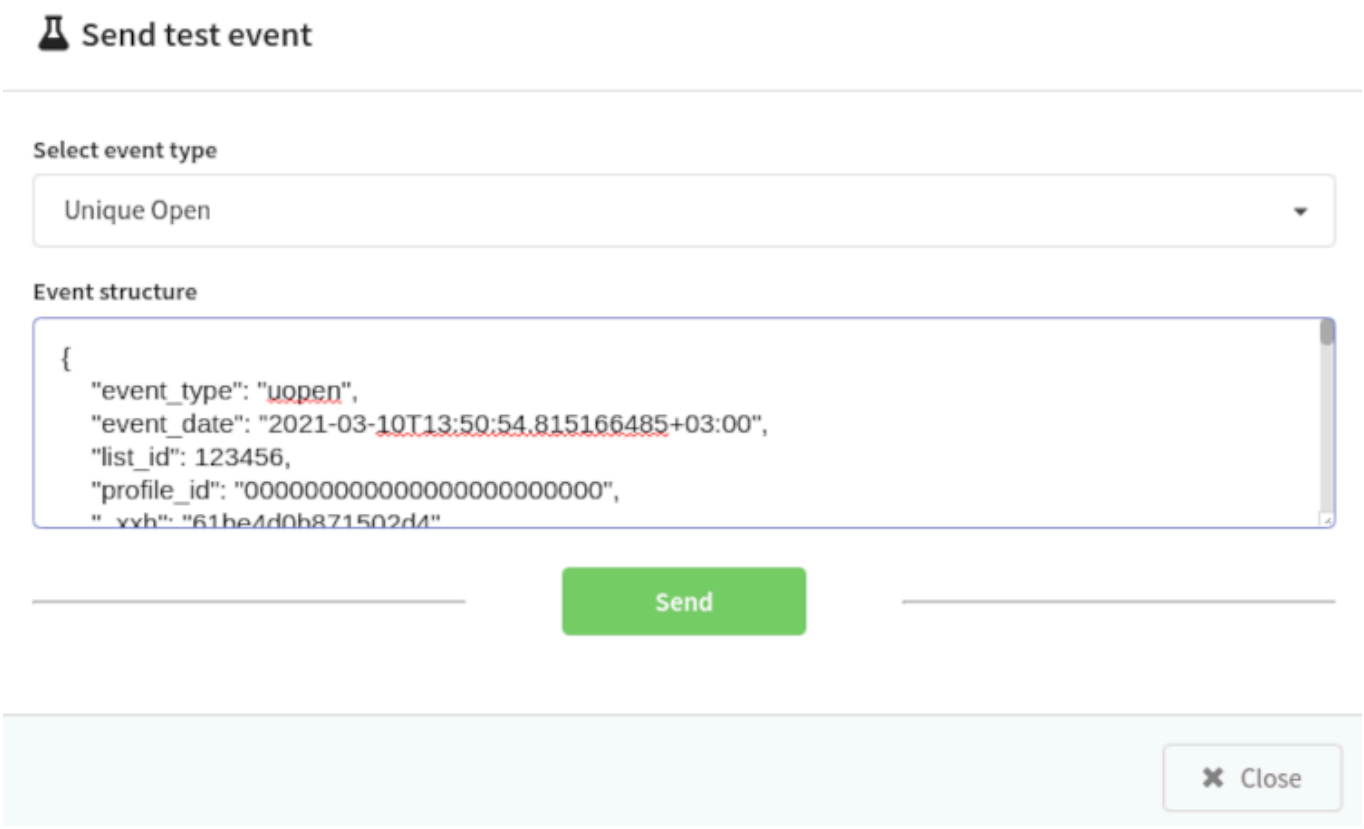
When you are working with action hooks you can test any event using Altcraft Platform interface. Click *flask icon* in the upper panel.



Select event type in new window:



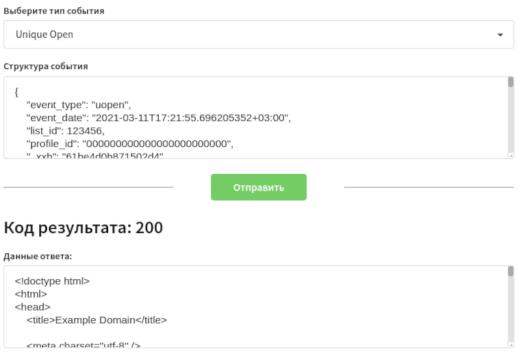
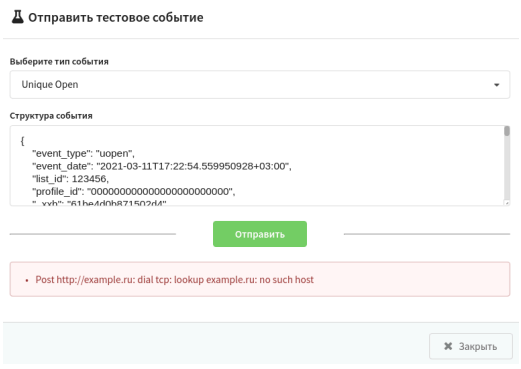
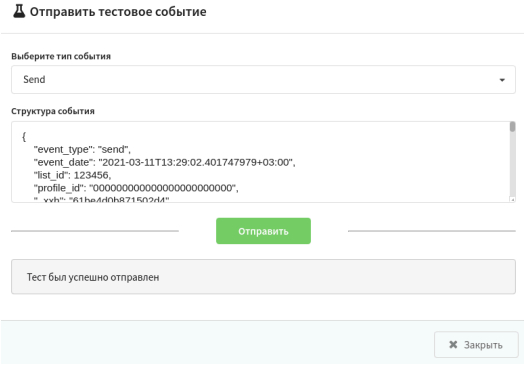
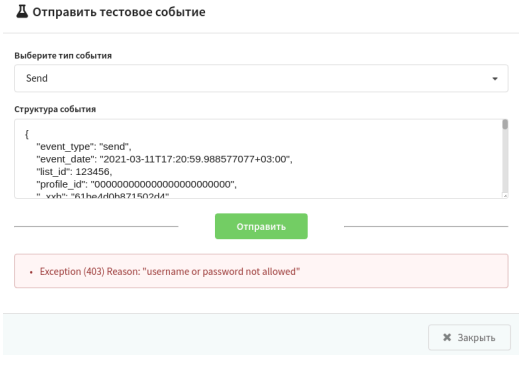
En example of the structure of selected event will be generated automatically. This structure can be corrected.

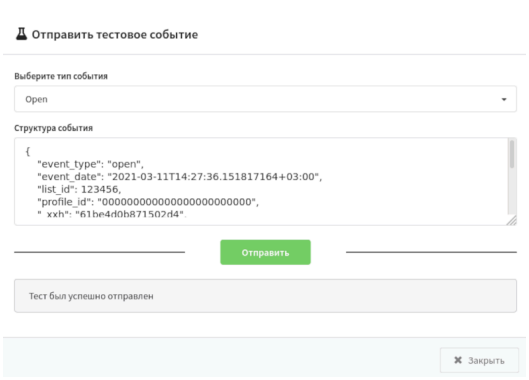
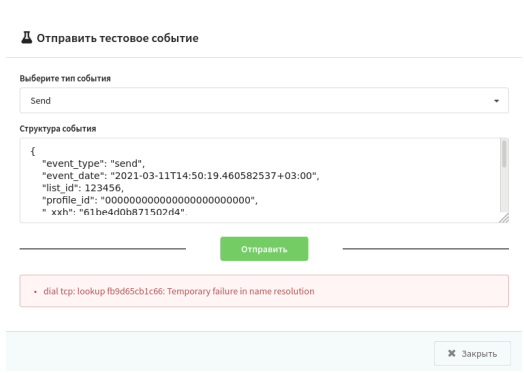


Click Send to test the event.

- **If the message was successfully sent via an HTTP request, you will get Result code: 200 and Response data.**
- **If the message was successfully sent to the queue or exchanger RabbitMQ or to Kafka broker, then you will see the text: "The test was sent successfully."**

In other case there will be red field, where you can know the error code and its reason.

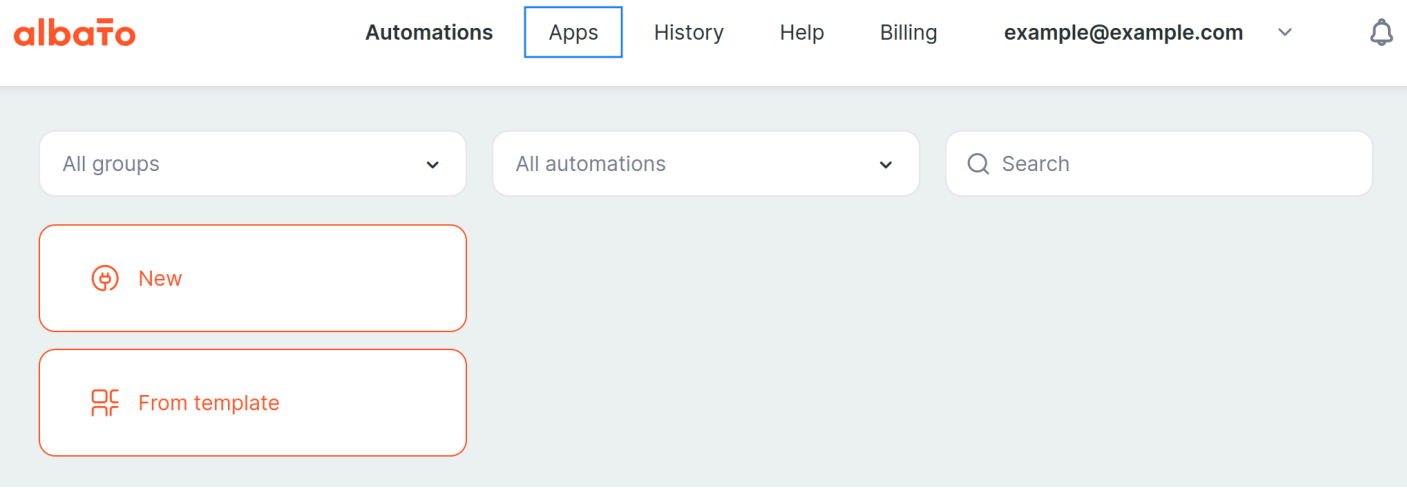
Request type	The message is successfully delivered	Error sending message
JSON batch request		
Message to RabbitMQ broker / exchanger		

Request type	The message is successfully delivered	Error sending message
Message to Kafka broker		

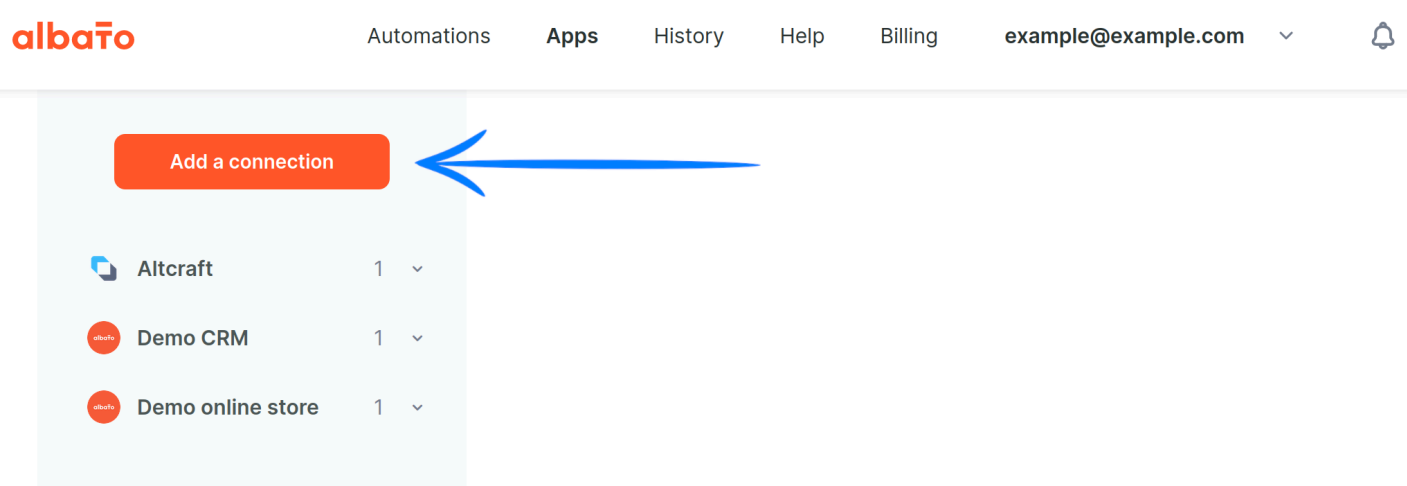
Connecting Altcraft to Albato

Connecting Altcraft to Albato

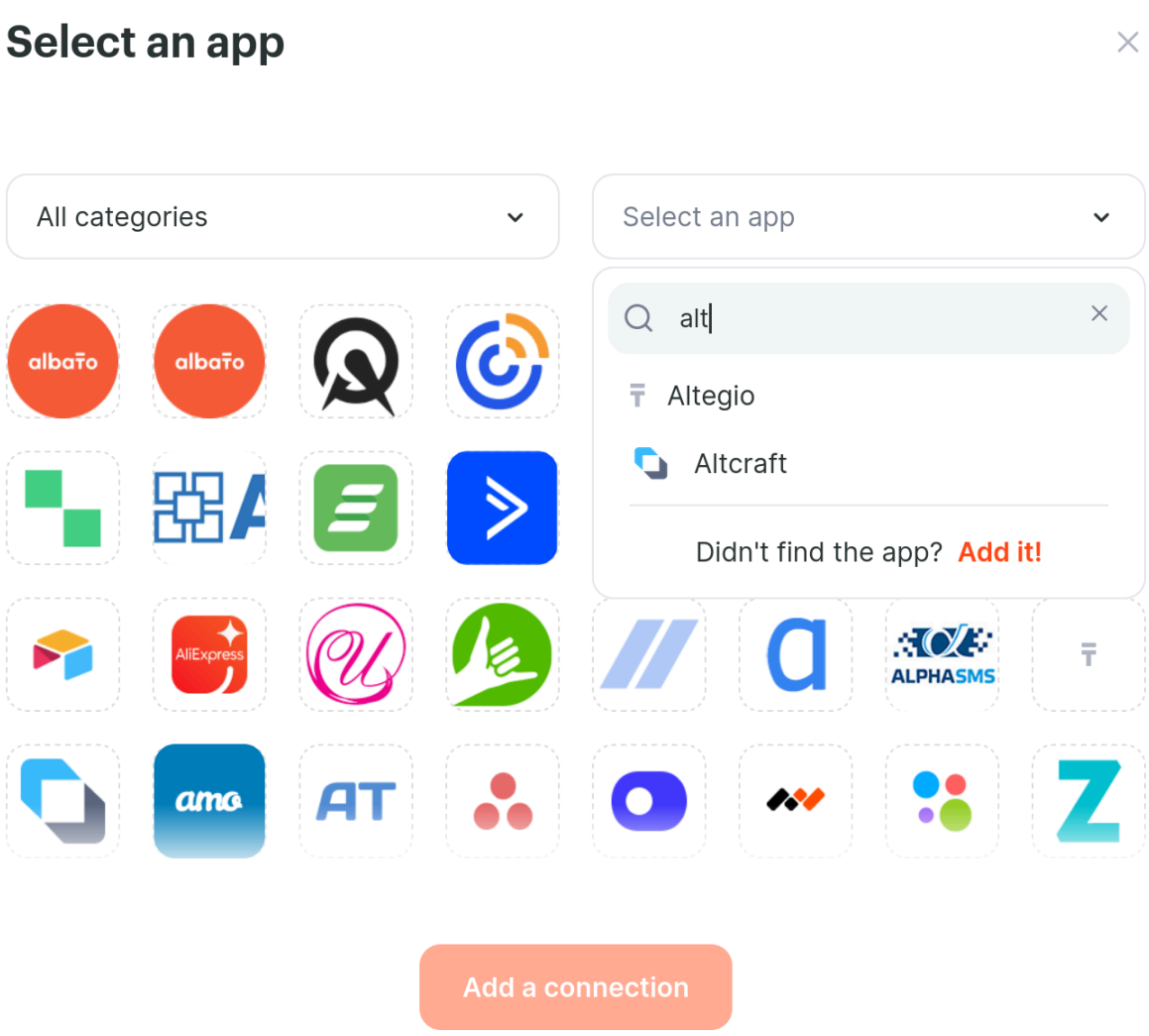
Before you can set up integration with the desired service, you need to connect Altcraft to Albato. Start by logging into your Albato account. Then select “Apps” from the top menu.



In the “Apps” section in the menu on the left, click “Add a connection”.



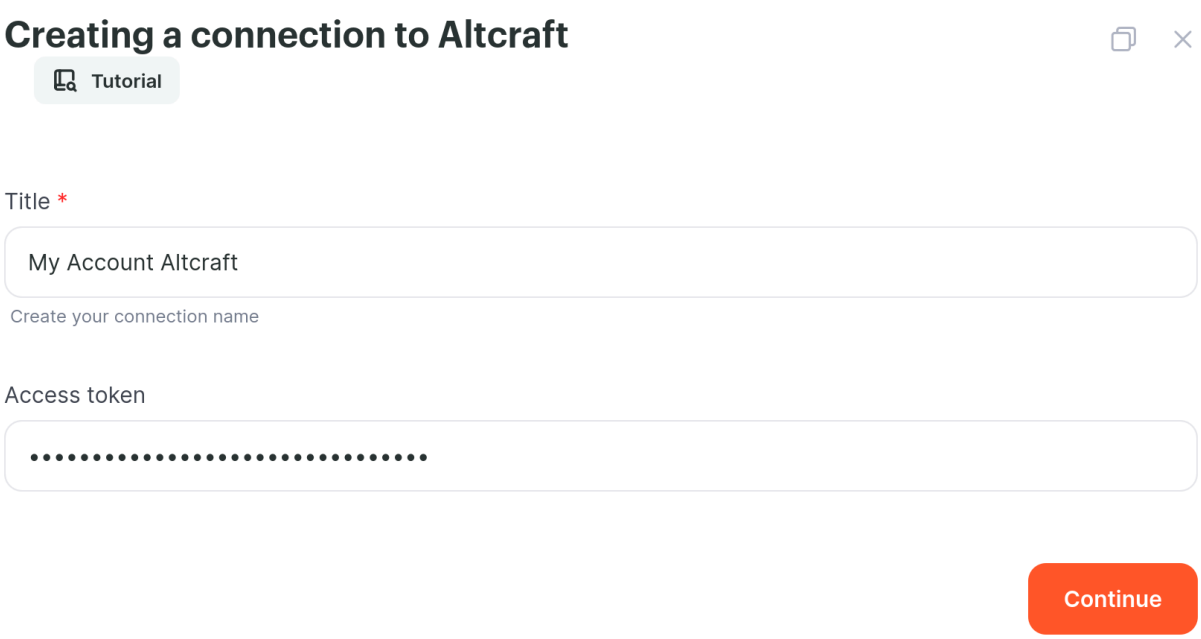
Now you need to select a service. In the “Select an app” field, specify the name of the platform — Altcraft. After you click the app, you must confirm the selected service by clicking on the “Add a connection” button.



After adding the connection, in the next window you can specify the connection title (or leave the default name) and Access token (required field).

TIP

Obtaining an Access Token in Altcraft Platform is described in the documentation.



After adding the Access token, click “Continue”. The following window will open, displaying information about the newly created connection.

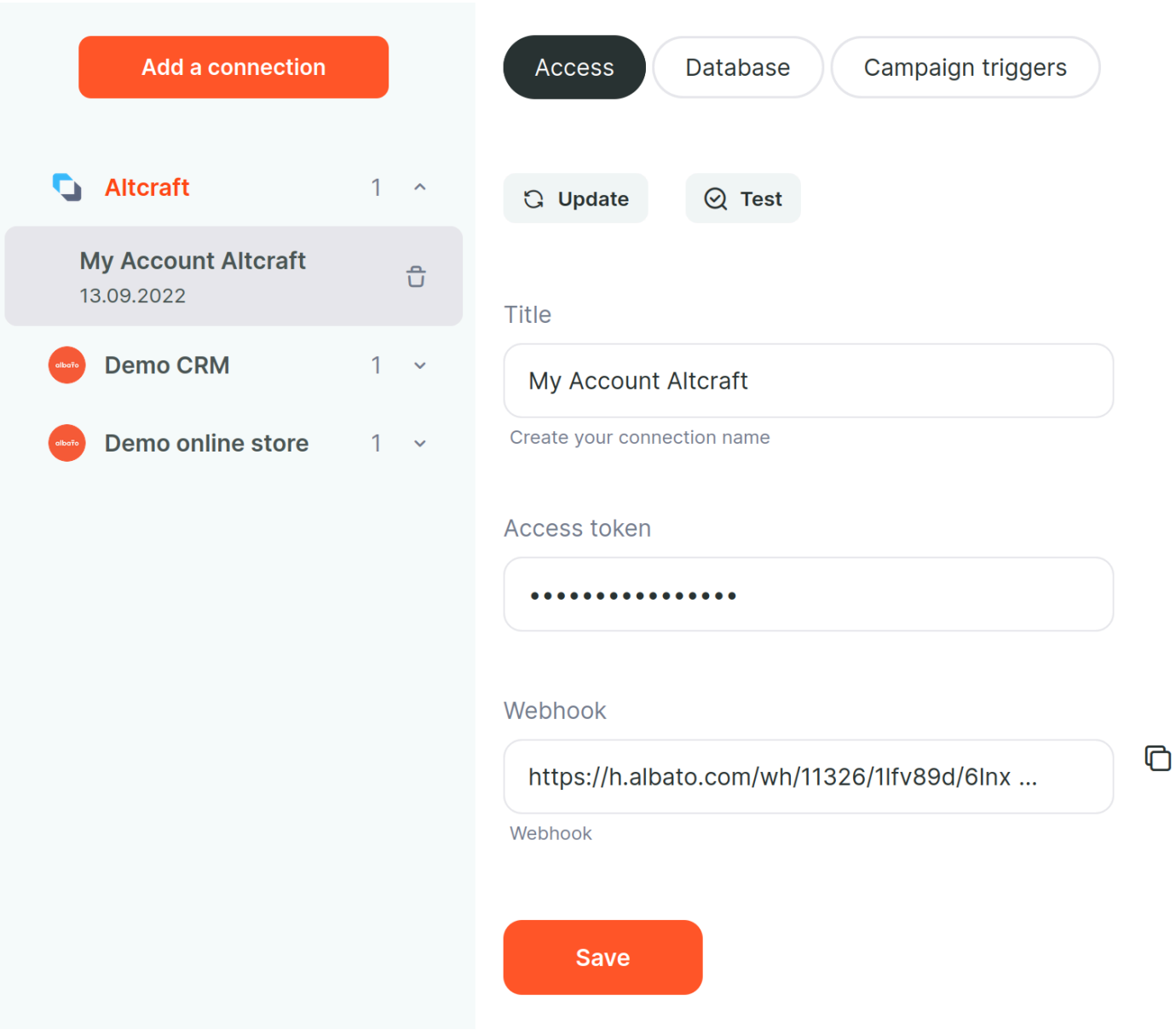
If the connection is successful, in the “Apps” section, in the left menu, Altcraft will be displayed in the list of all connections.

CAUTION

Albato can connect multiple Altcraft users with limited access. To do this, you need to generate a new Access Token, assign the necessary rights and create a new connection as described above.

It is also necessary to specify the names for each connection, so that later it will be convenient to view and test the connections.

To test the connection, you must select a connection from the list (if there are several). Next, you will see a window with connection information.



In this window, you can view the list of available databases (there may be restrictions depending on the specified Access Token role), as well as the list of available trigger campaigns. You can also test the connection.

Launching the welcome scenario using Albato

Albato allows you to configure data transfer from an external service to the Altcraft platform. Using a special API request (for more information see the developer guide section), which comes from Albato, the platform decides what to do with the client's data.

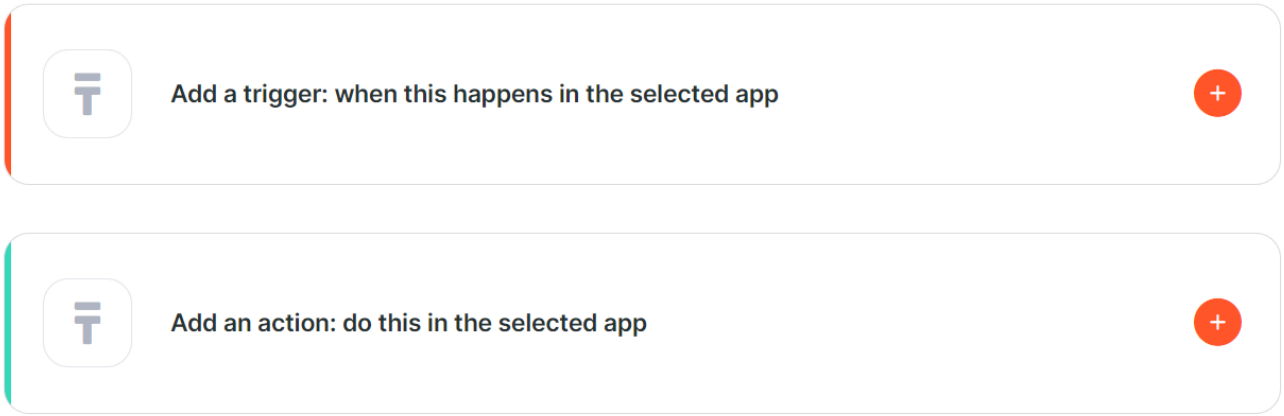
The platform can:

- **update the data in the client's profile by importing**
- **add a profile to a segment**
- **send the client to the scenario**

In this article, we will know how to use Albato to add a client profile to a private scenario.

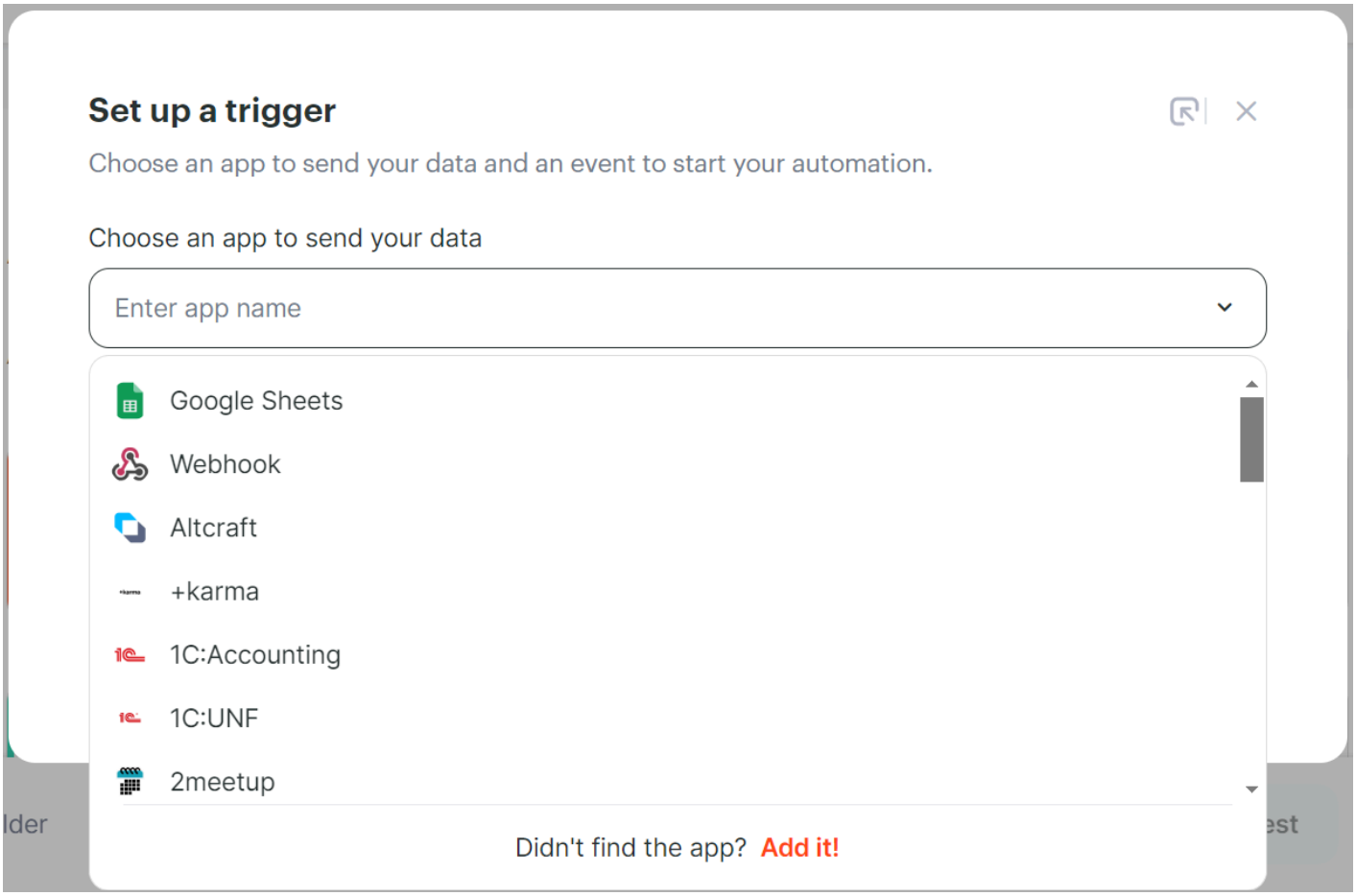
Step 1: create a new automation in Albato

A automations in Albato consists of two components: a trigger that start the transfer of data from an external service to Albato, and an action that occurs after the trigger is started.

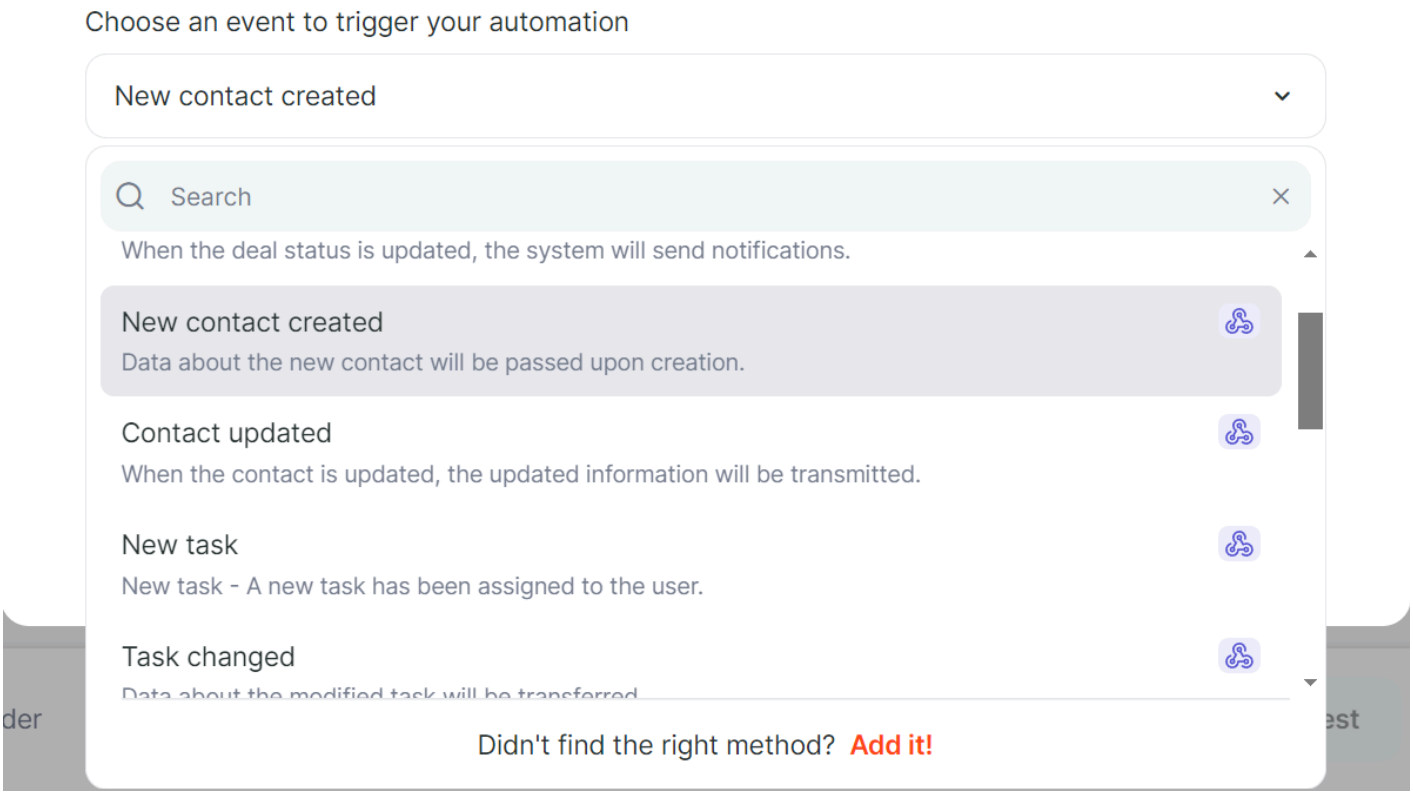


1.1. Add a trigger:

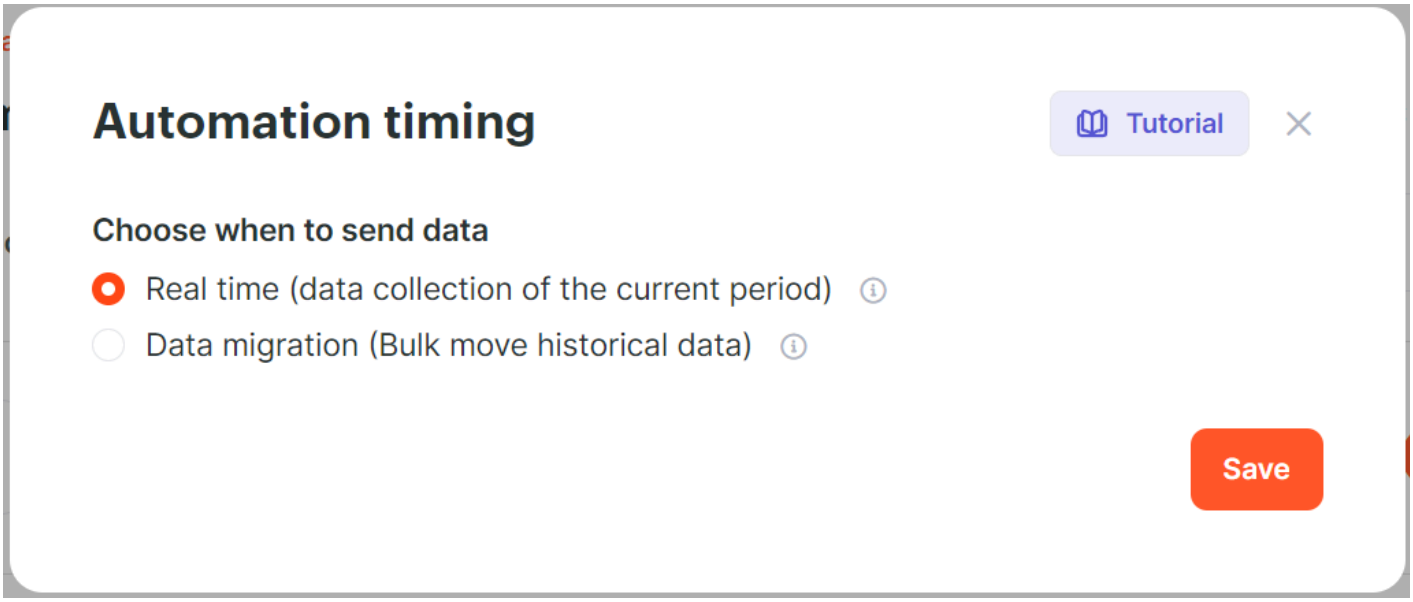
1. **Select the service from which Albato will receive data:**



2. Select the event that will trigger the data transfer. In our case, the action will be “New contact created”.

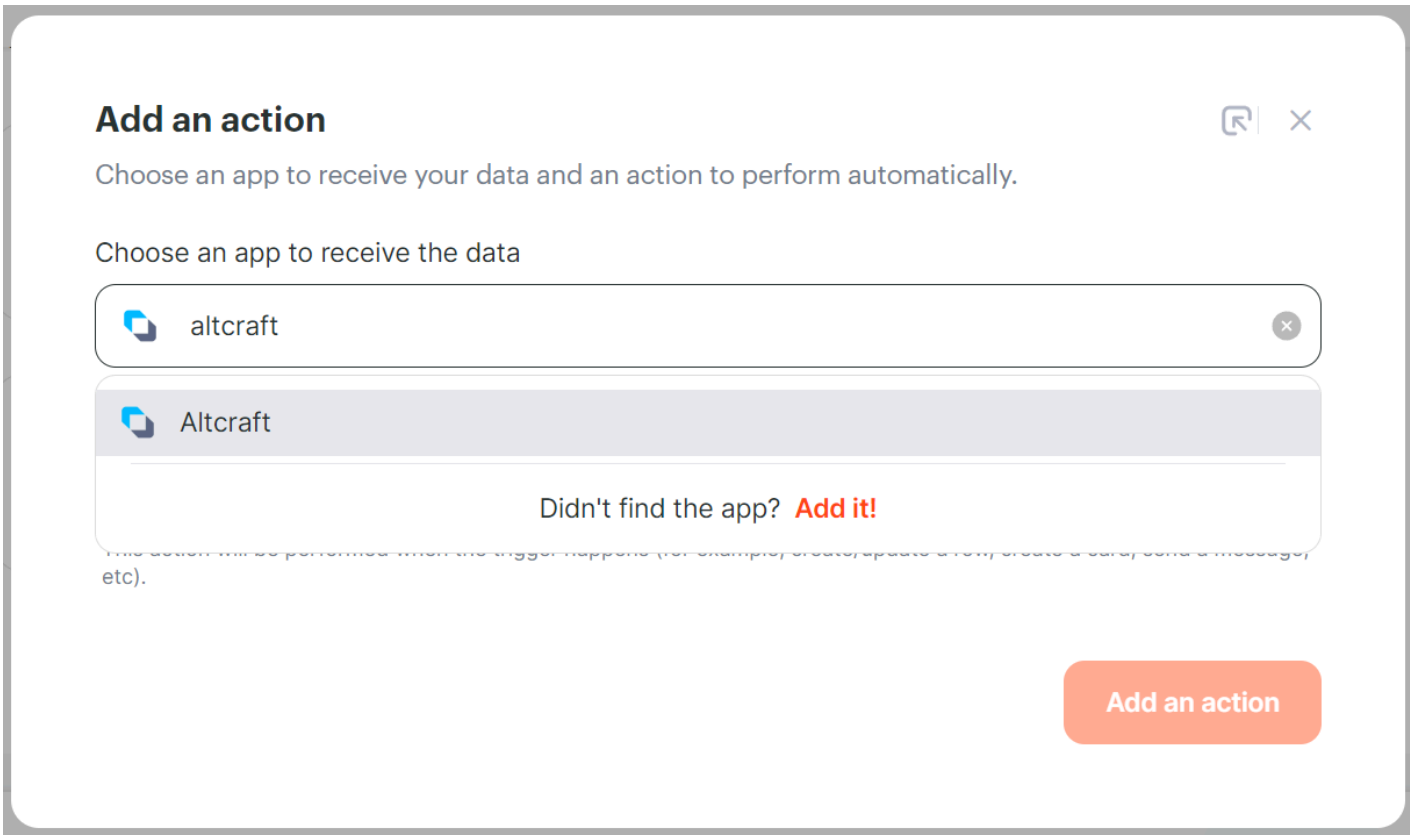


Select the mode of operation of the automations: data can be sent to Altcraft in real time or specify for which period to collect it.

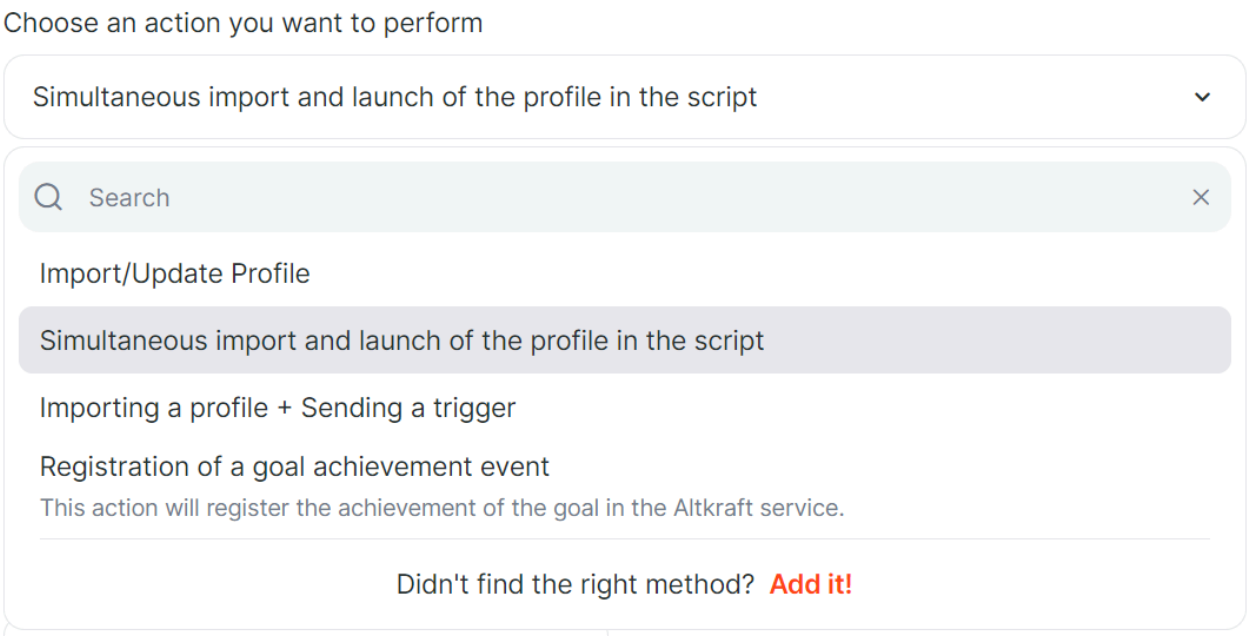


1.2. Add an action:

1. **Select the Altcraft platform as the server that will receive data from service.**



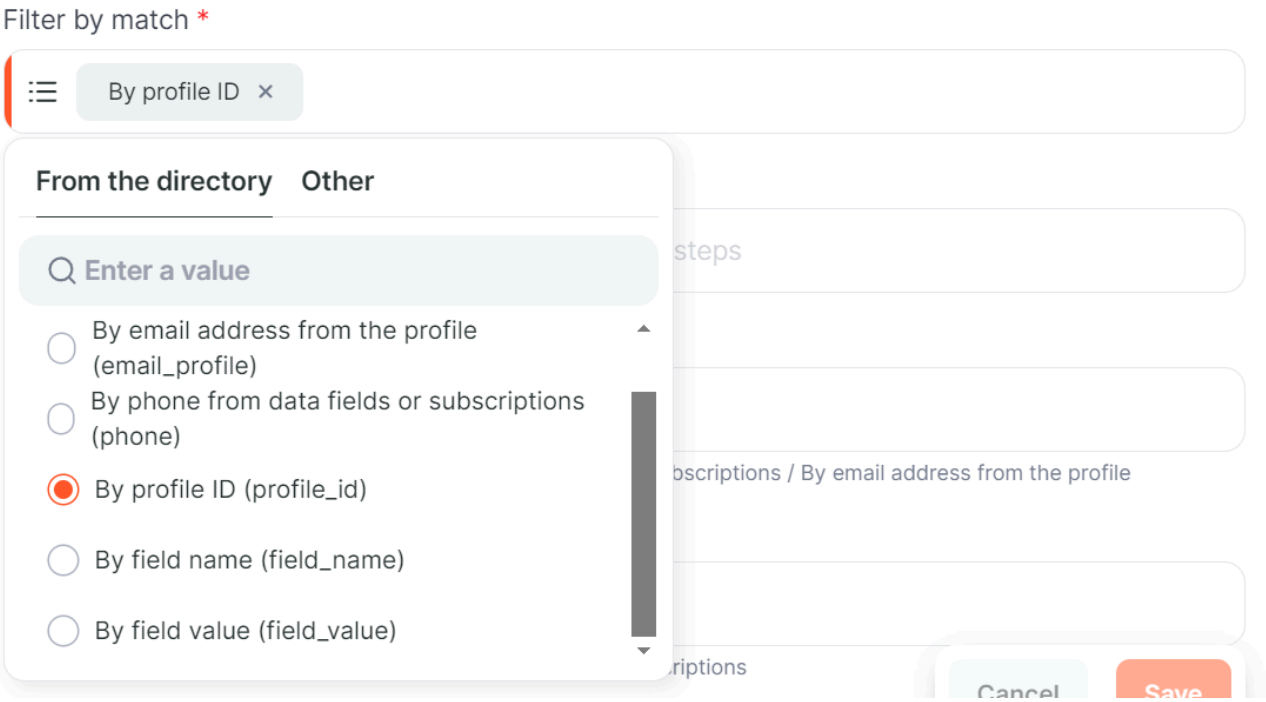
2. **To import or update client data and transfer the profile to the scenario, select “Simultaneous import and launch of the profile in the script”.**



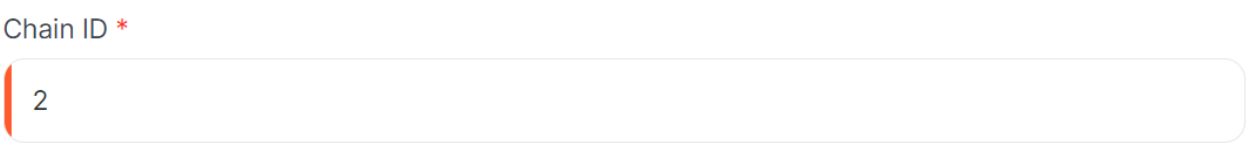
3. **[Connect an Altcraft account] and specify the database for interaction. Click “Add an action”.**

1.3. Configure the fields:

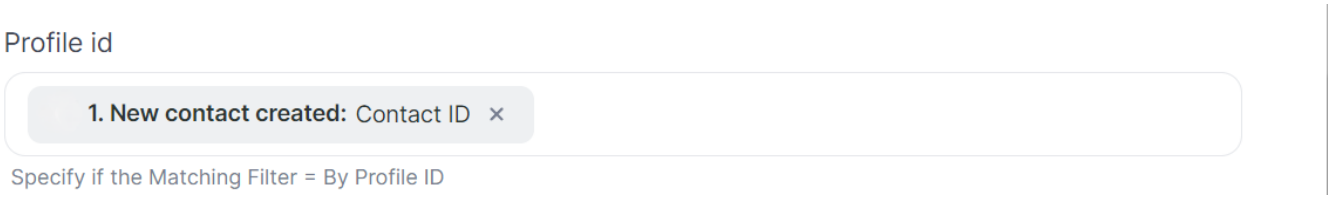
1. **Specify the filter by which the profile will be searched in the database.**



2. **Specify the ID of the scenario to which the profile will be sent.**



Depending on the selected filter for [matching], specify the field by which the search will be performed.



Optionally, specify additional fields to match.

After setting up, you can test or run the automations.

Step 2: working with the scenario on the platform

After creating a automations, customer data will be transferred via Albato to the platform when a trigger event occurs. The client's profile will be included in the previously prepared welcome scenario.

You can read more about how events are registered on the platform to return data to Albato in the next article.

Transmitting event data

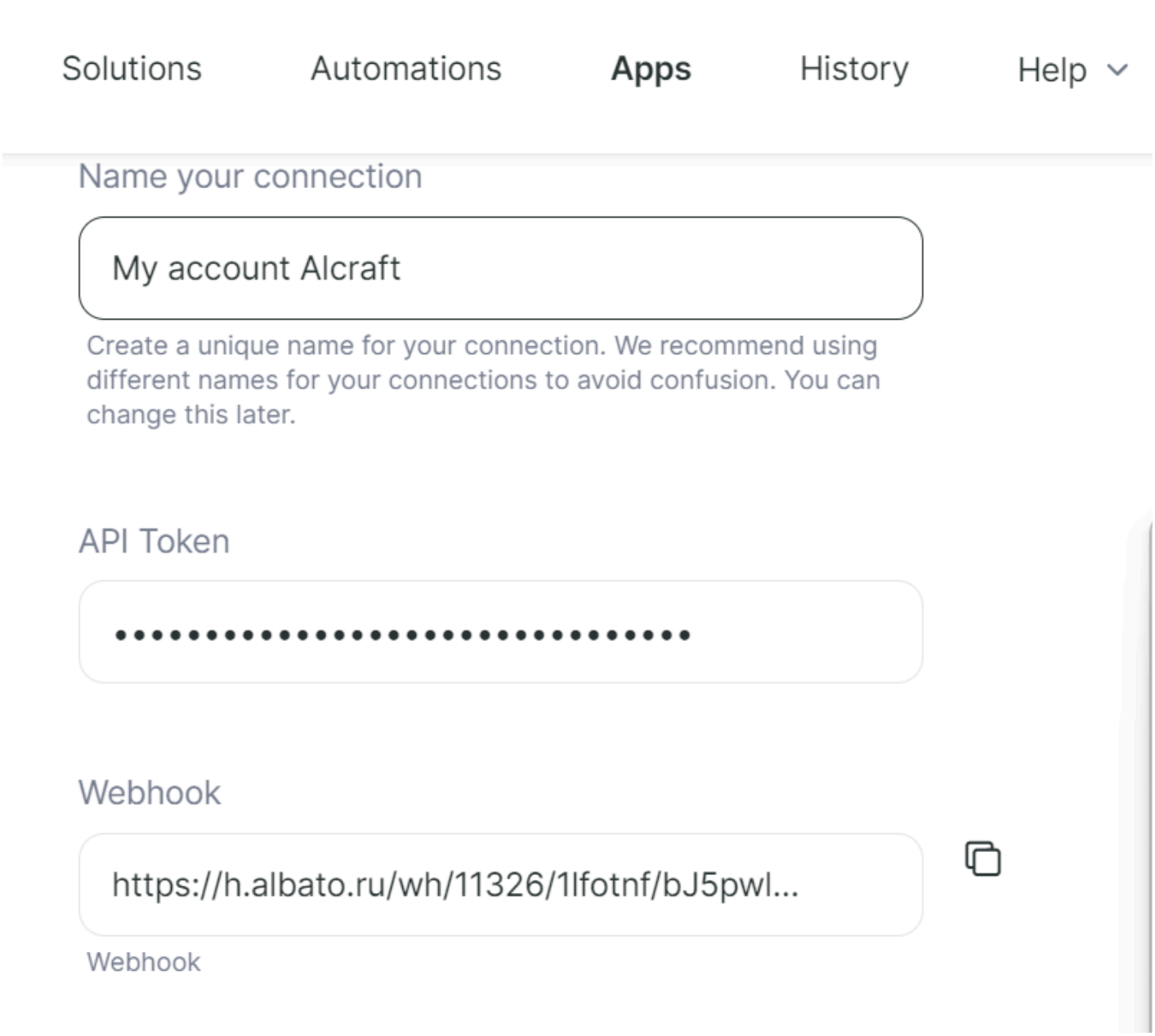
An event is an action related to the delivery of messages or the import of subscriber profiles, as well as customer actions tracked by Altcraft platform pixels on your website or on the app.

Event data can be transferred to various services using action hooks, including Albato.

Step 1: setting up action hook on the platform

The main steps for configuring action hook are described in this article. On the URL field, specify the address, the way is Albato -> Apps -> Altcraft -> My Altcraft account

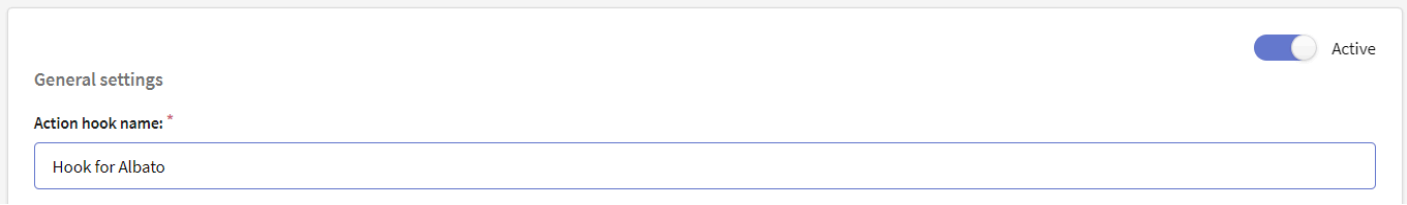
---



List of available events:

- **Campaign launched**
- **An SMS message has been sent for delivery to the subscriber.**
- **Not a unique click on a link in an Email message**
- **The SMS message has been delivered**
- **Click on the subscription confirmation link in the double opt-in message**

- **SMS message not delivered**
- **The subscriber followed the unsubscribe link in the email and was unsubscribed**
- **Push message sent for delivery to subscriber**
- **Not a unique opening of a Push message**
- **Push message delivered**
- **Not a unique click on a link in an SMS message.**
- **Not a unique click on a link in a Push message**
- **The promo code is activated**
- **Not a unique opening of an Email message**
- **Email message sent for delivery to subscriber**
- **A promo code is assigned to the subscriber**
- **The sender delivered the Email message to the subscriber**
- **AK-Pixel is open on the website**
- **The sender could not deliver the Email message to the subscriber**
- **You can activate event capture using the switch at the top of the screen:**

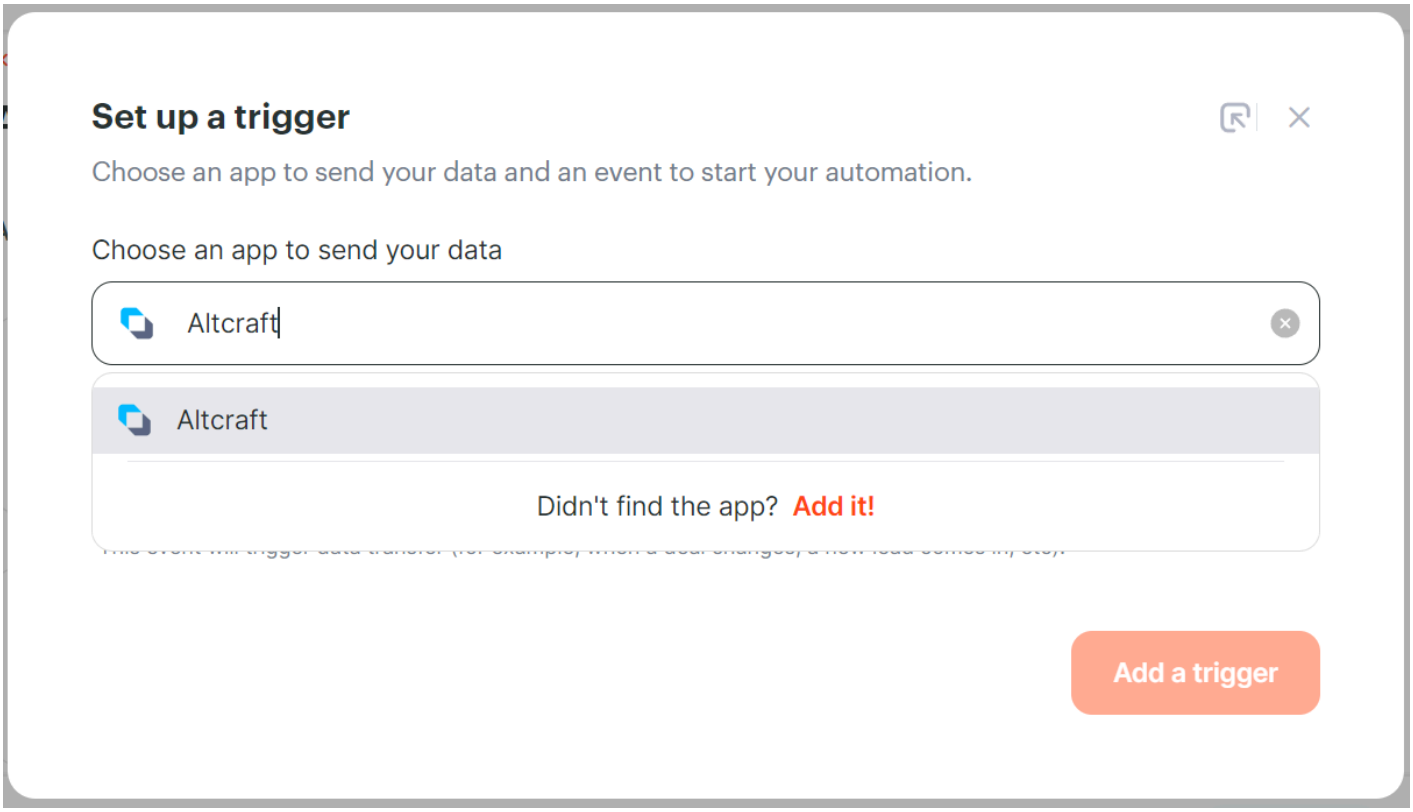


Step 2: setting up a automation in Albato

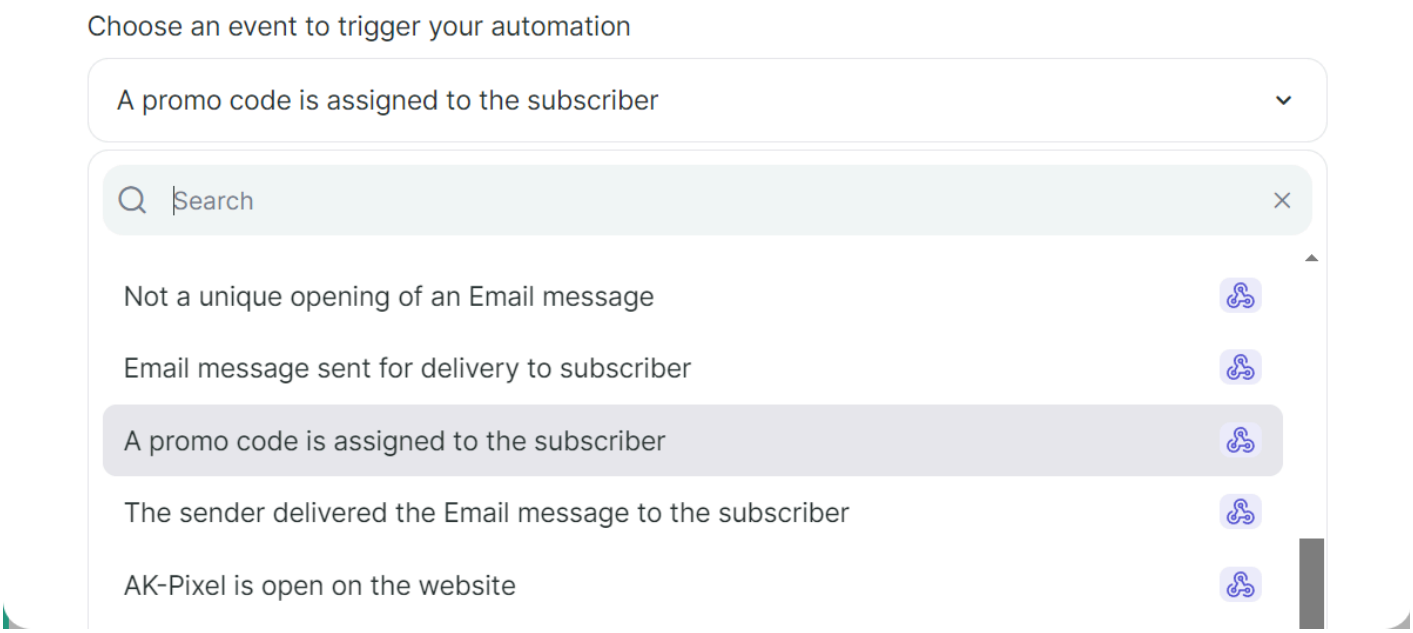
To set up a automations to transfer data from Altcraft to an external service, click “Create new automations”

2.1. Set up a trigger:

Select Altcraft as the service that will transfer data to Albato



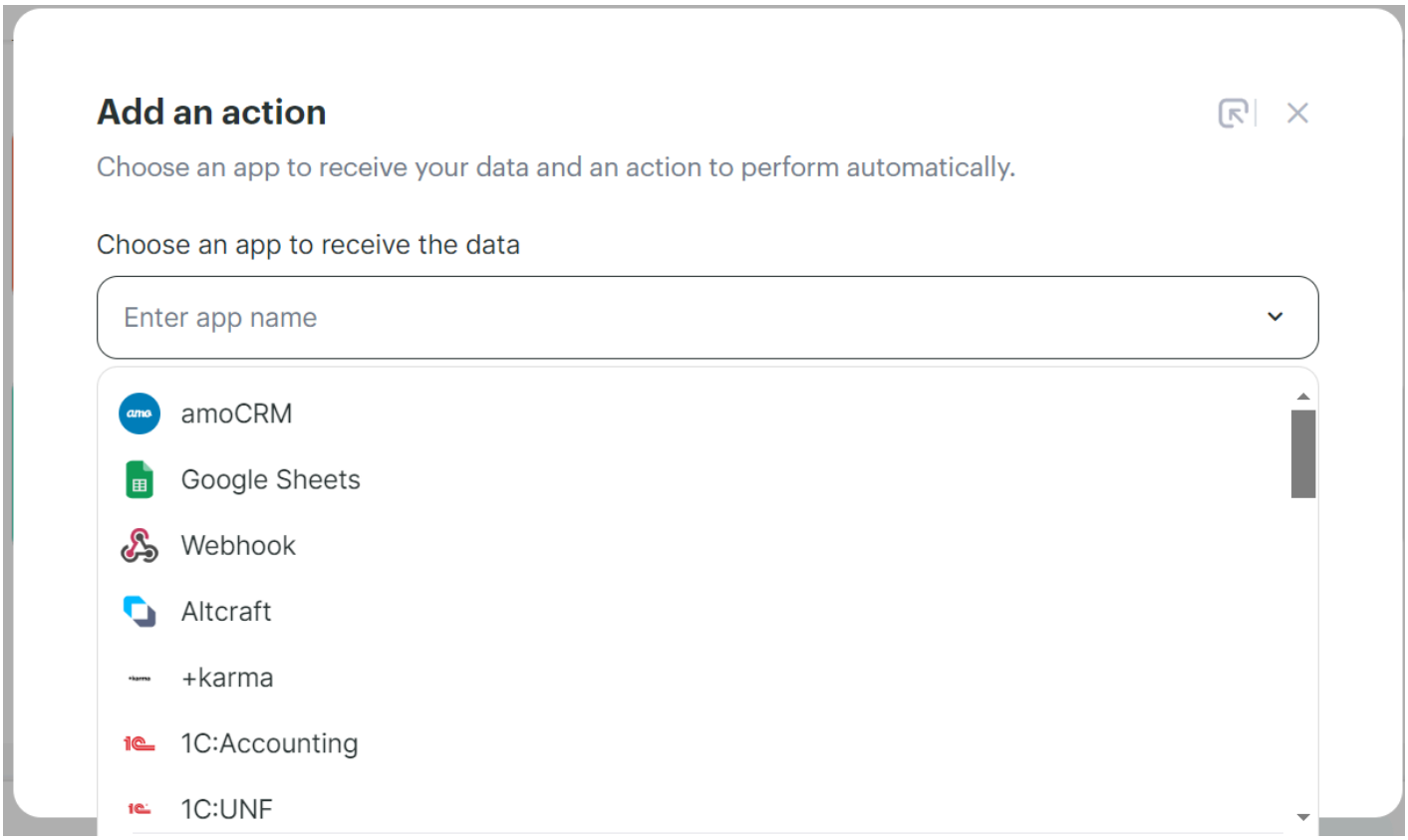
Select the event that will trigger the transfer of data to Albato:



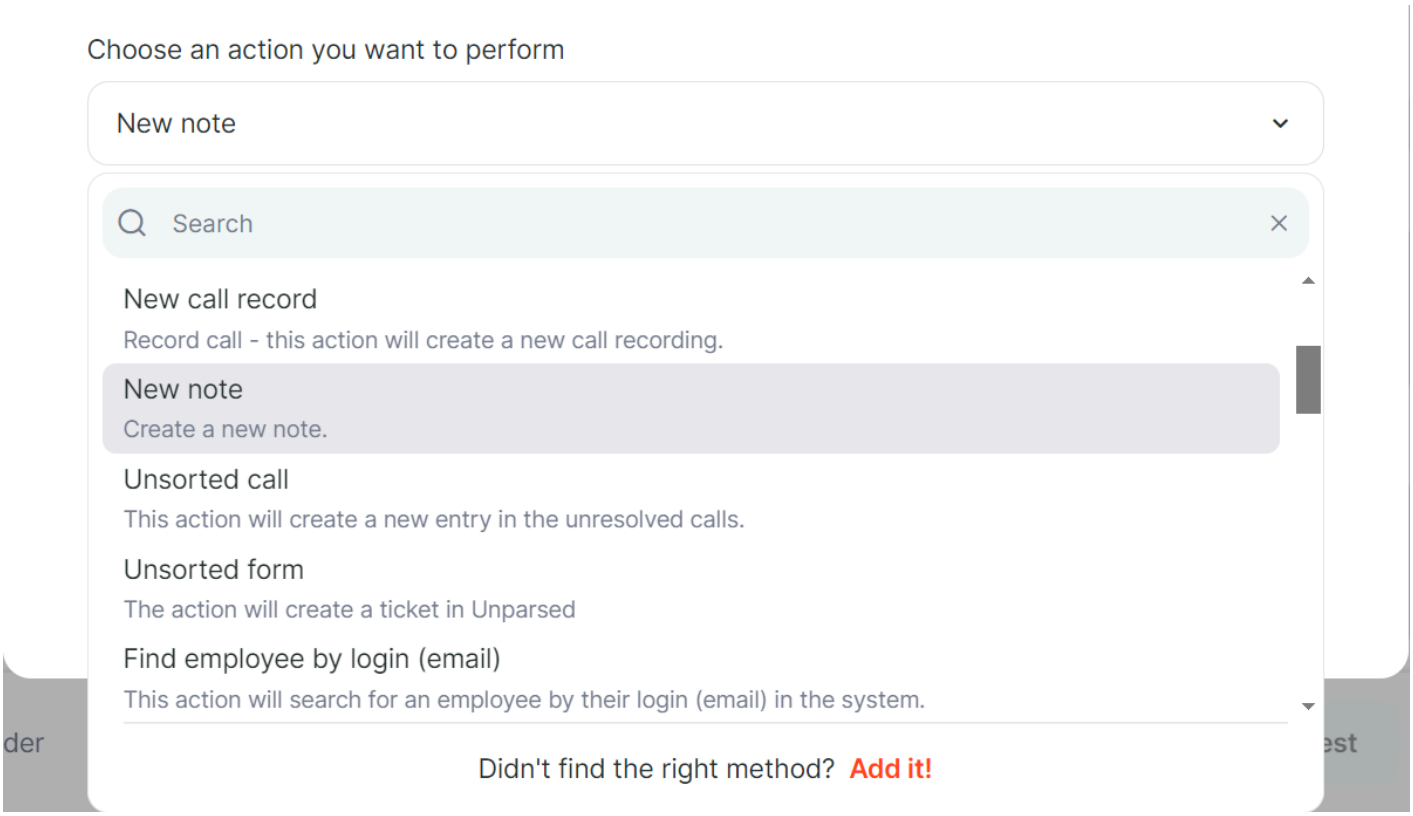
Connect your account.

2.2. Add the action that will occur after the trigger is started.

Select the service where the data will be sent:



Assign an event to be performed:



Connect your account to Albato.

Click save and then configure the fields: add a “Contact”, the text “add a promo”. You can activate the automations after adding necessary information.

Setting app a trigger campaign

Using Albato, you can create a automation that will launch a trigger campaign on the platform.

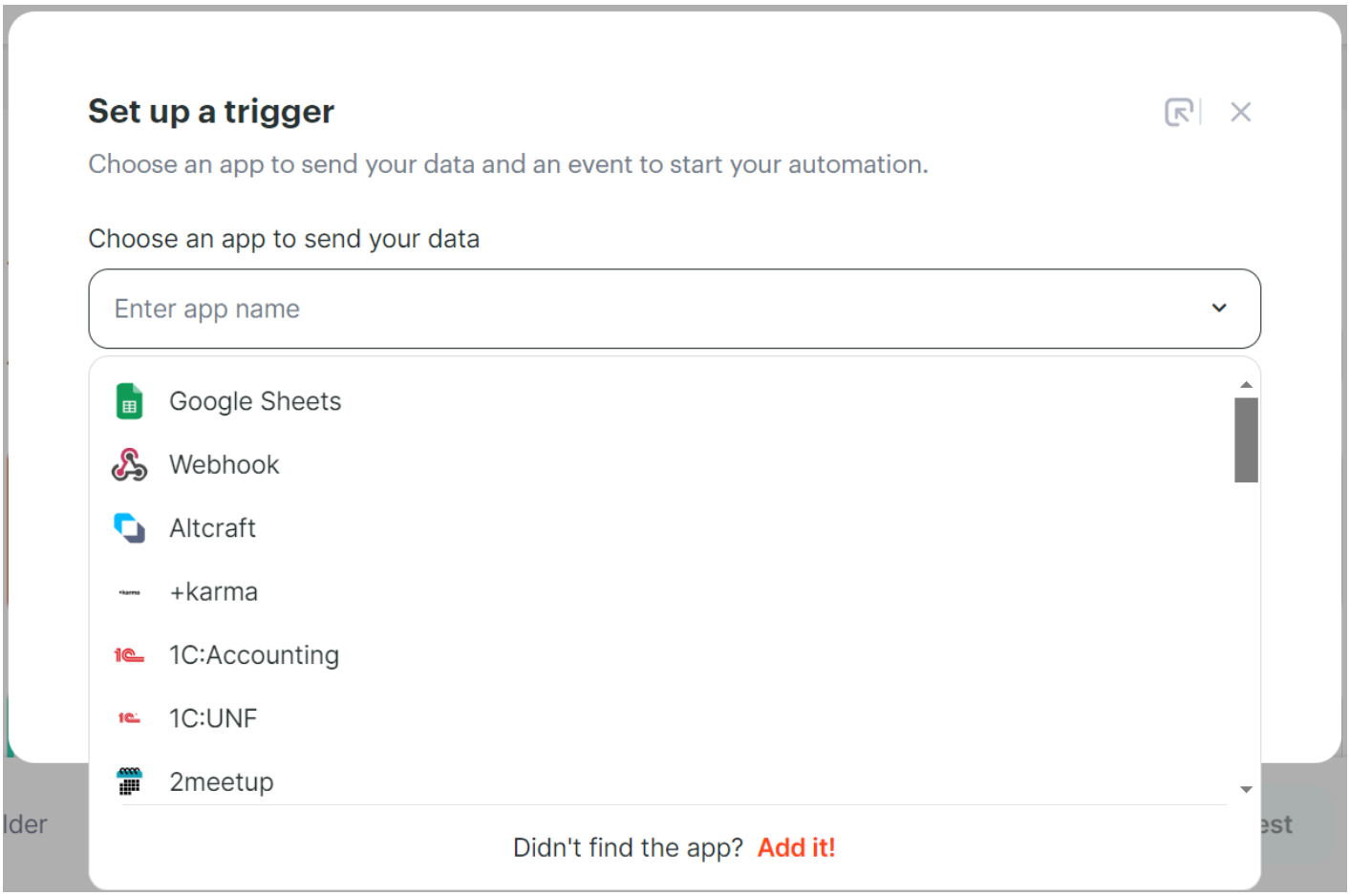
Let’s launche this type of campaign using the example of sending an invoice to a client.

Step 1: setting up automation in Albato

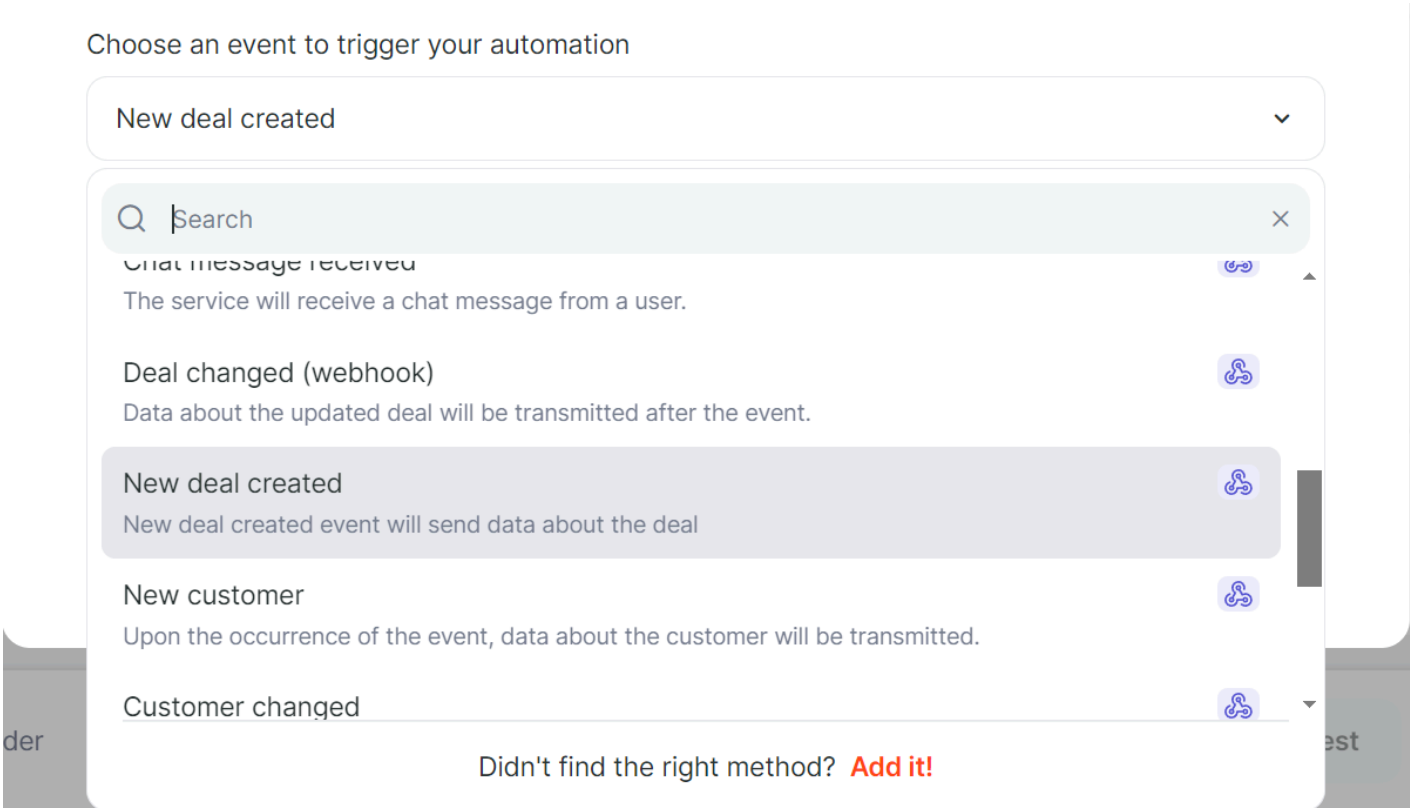
Set up a automation using this way External Service -> Albato -> Altcraft.

1.1. Add a trigger

Select the external service from which the data will be received:

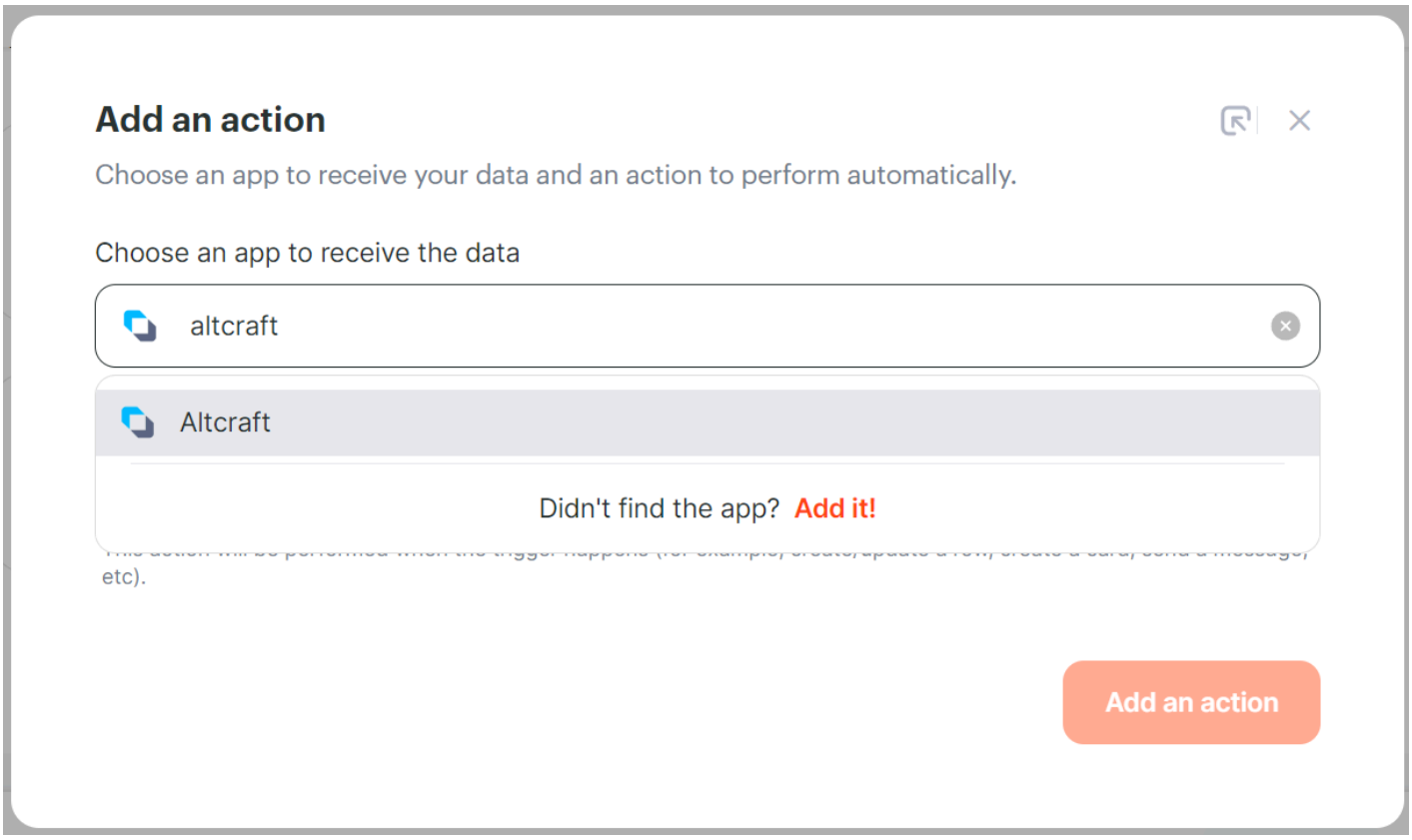


Select the event that will trigger the data transfer:

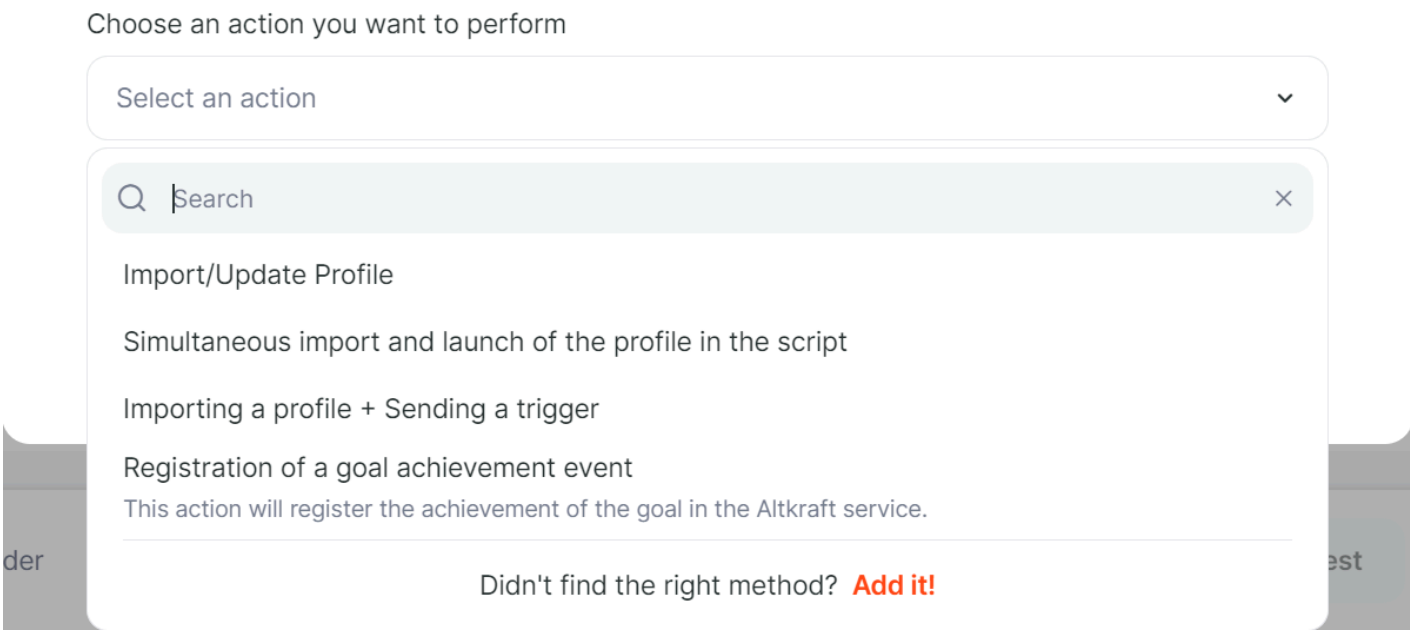


1.2. Add an action

Specify Altcraft as a service for receiving data:

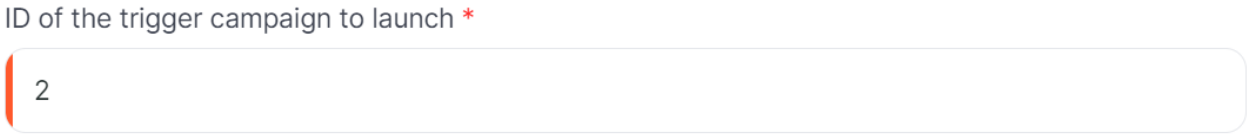


Assign an action that will take place after the event occurs. In our case, we need “Importing a profile + Sending a trigger”.

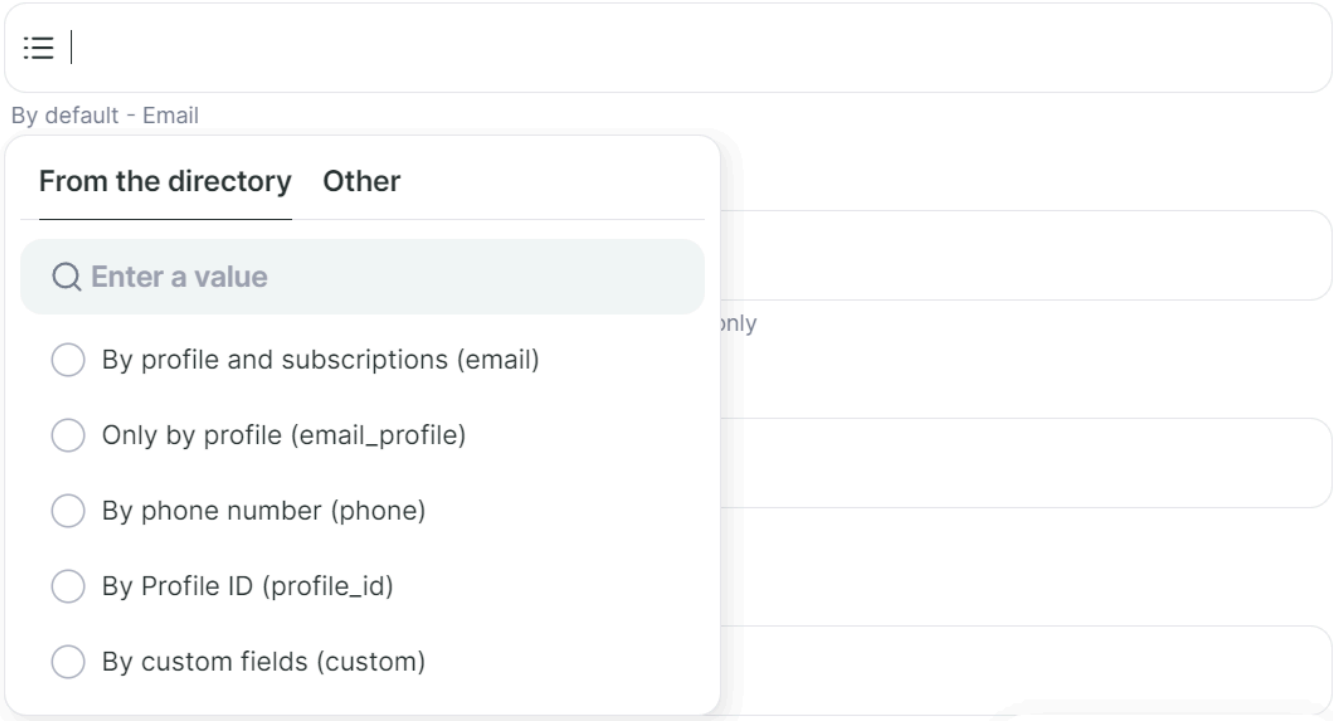


Connect your account and select the profile database.

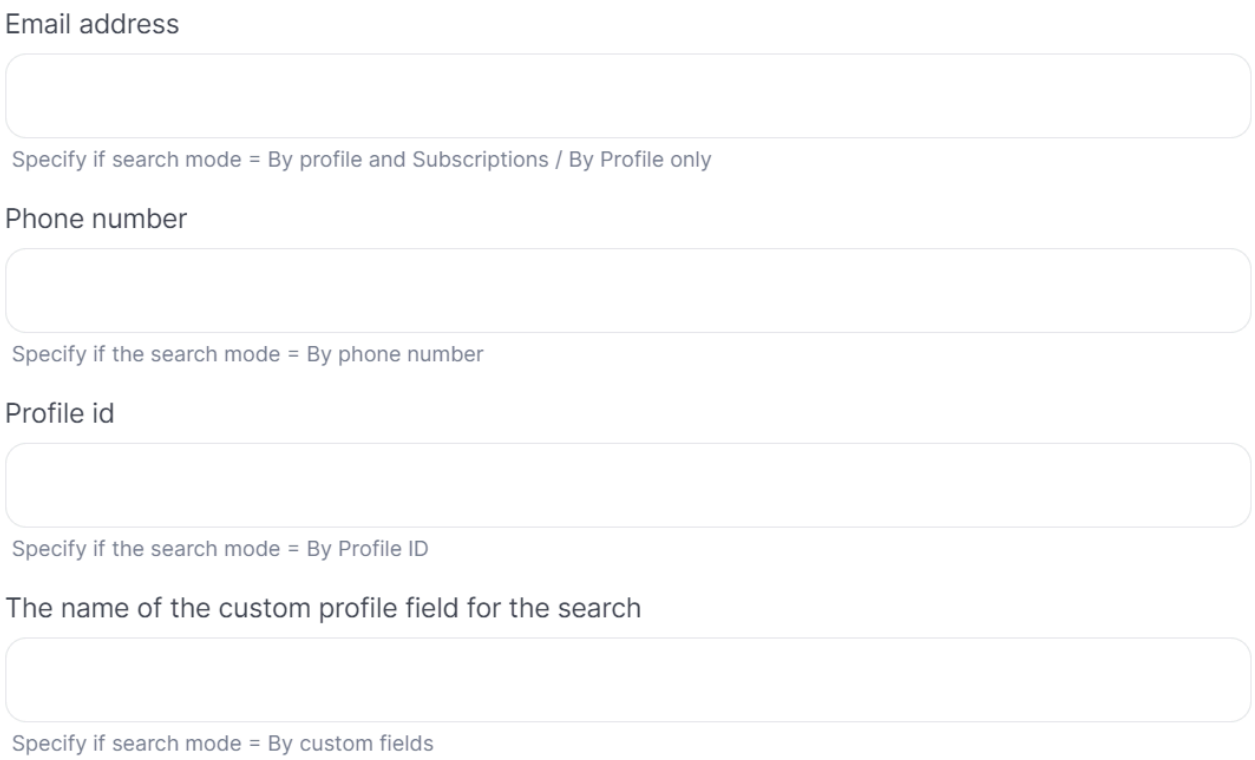
Next, specify the ID of the trigger campaign that you would like to launch:



Select the parameter by which the subscriber will be located in the database:



Depending on the selected parameter, specify the search field:

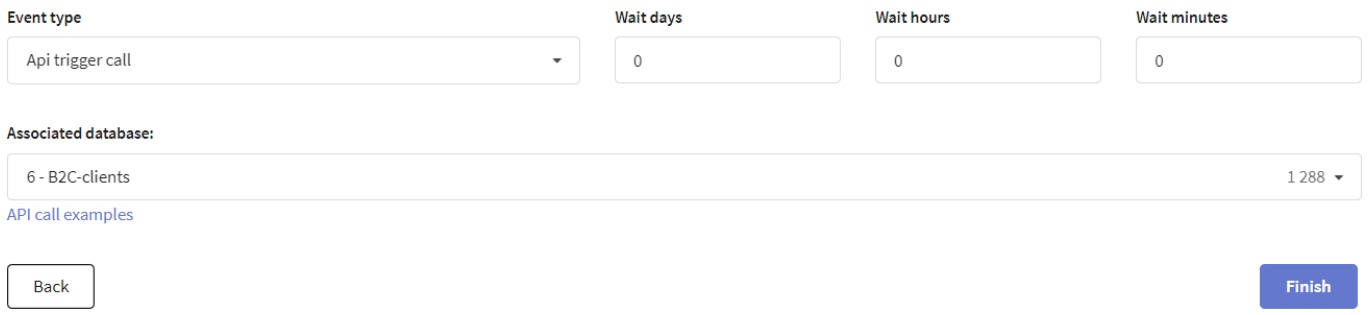


Optionally, specify the fields for matching.

Step 2: setting up a trigger campaign on the platform

First, you need to set up a [trigger campaign.]

In the Trigger section, specify Event type: API trigger call (accepts API calls from external services). We specify the database, the waiting time is optional.



Next we have to save and launch the campaign.

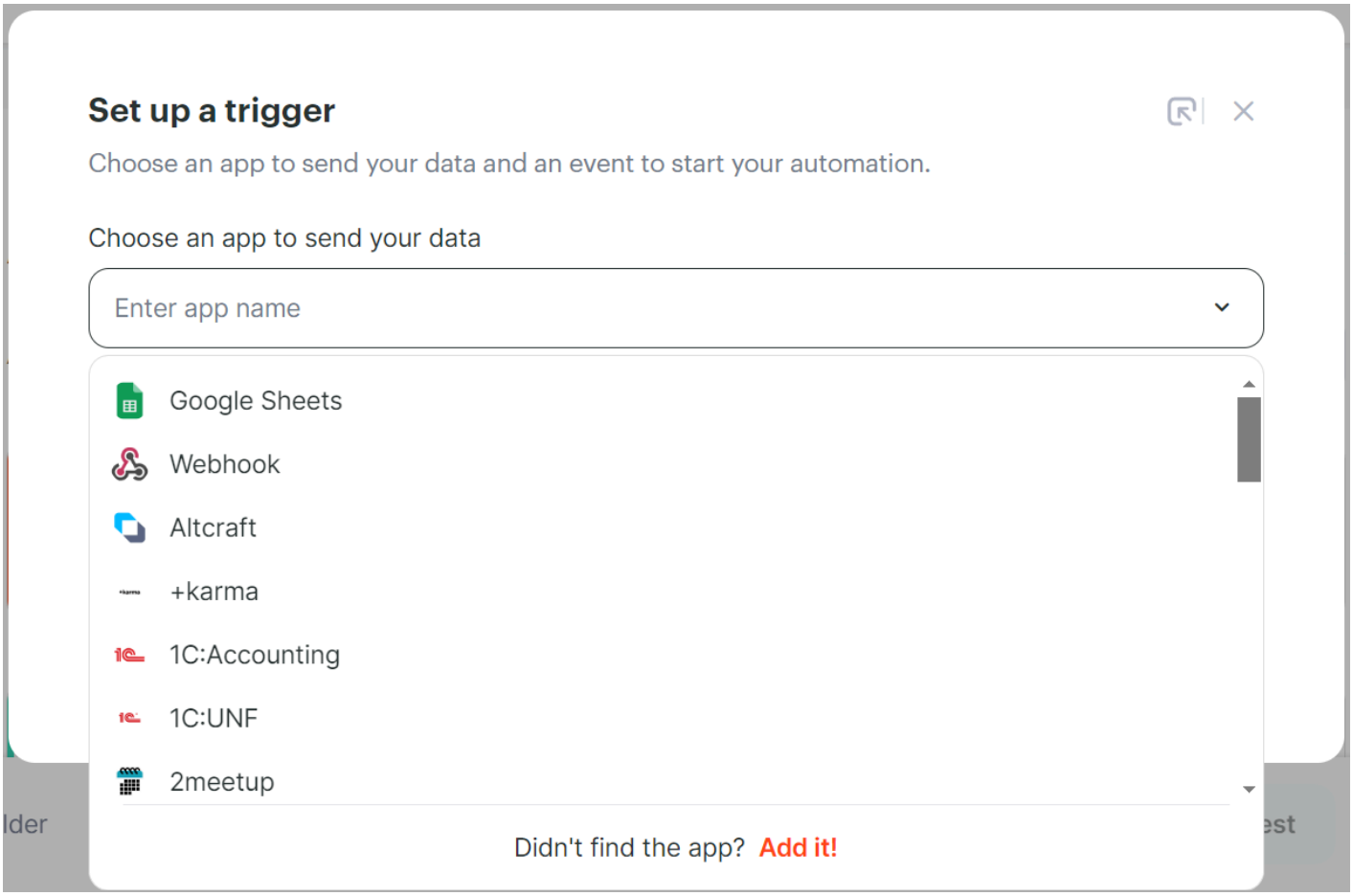
Event registration

Albato allows you to transfer customer data to [subscriber profile]() on the platform.

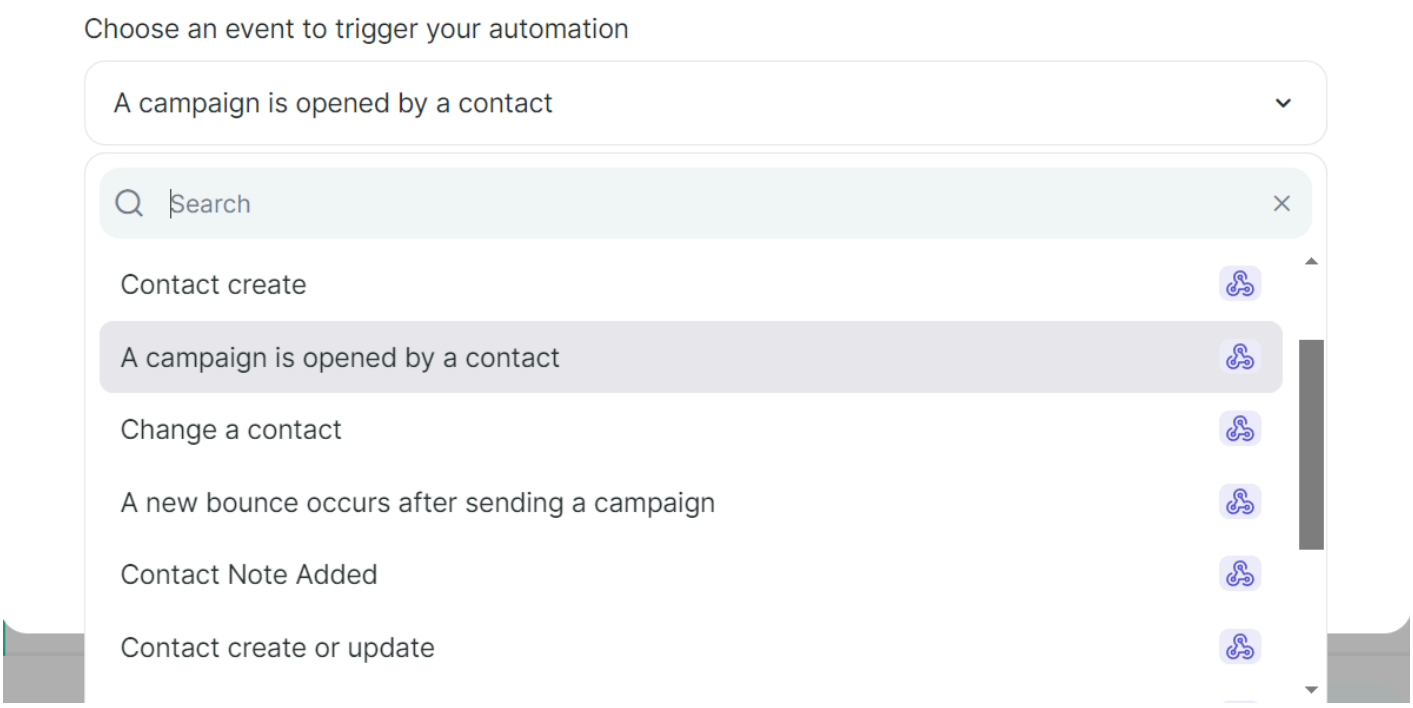
To do this, you need to set up a way External service -> Albato -> Altcraft

Step 1: set up the trigger

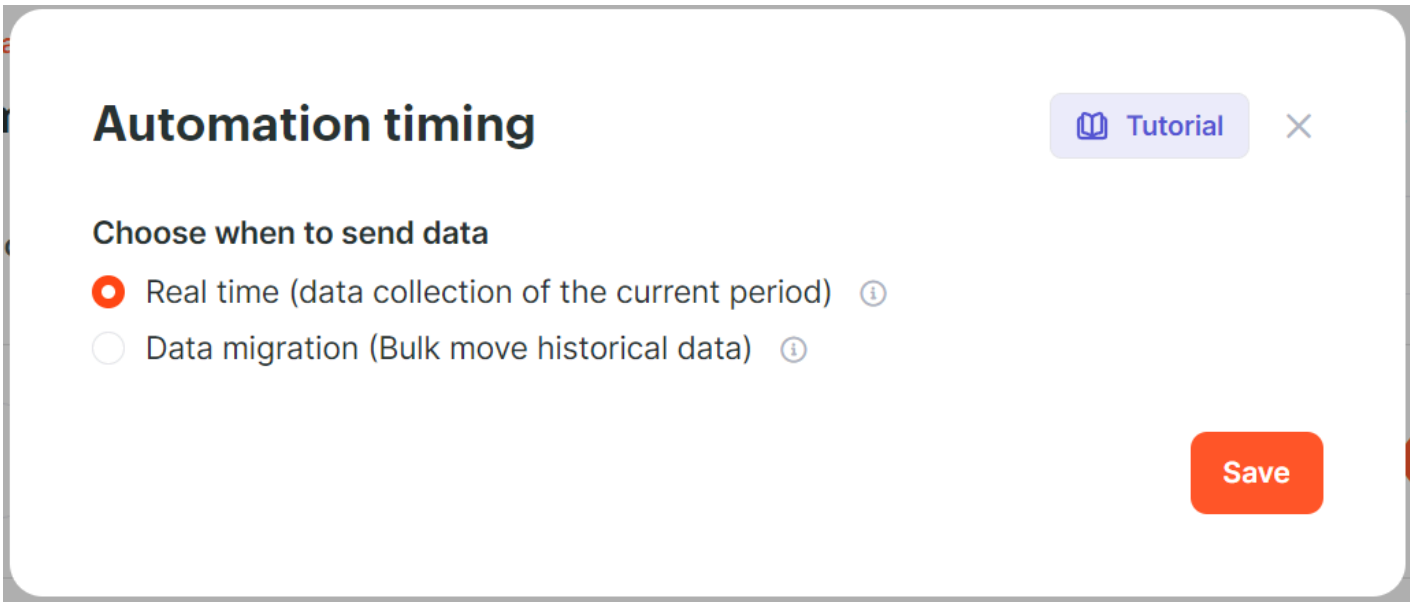
1. **Specify the external service that will transfer data to the platform:**



2. **Select the event that will trigger the data transfer:**

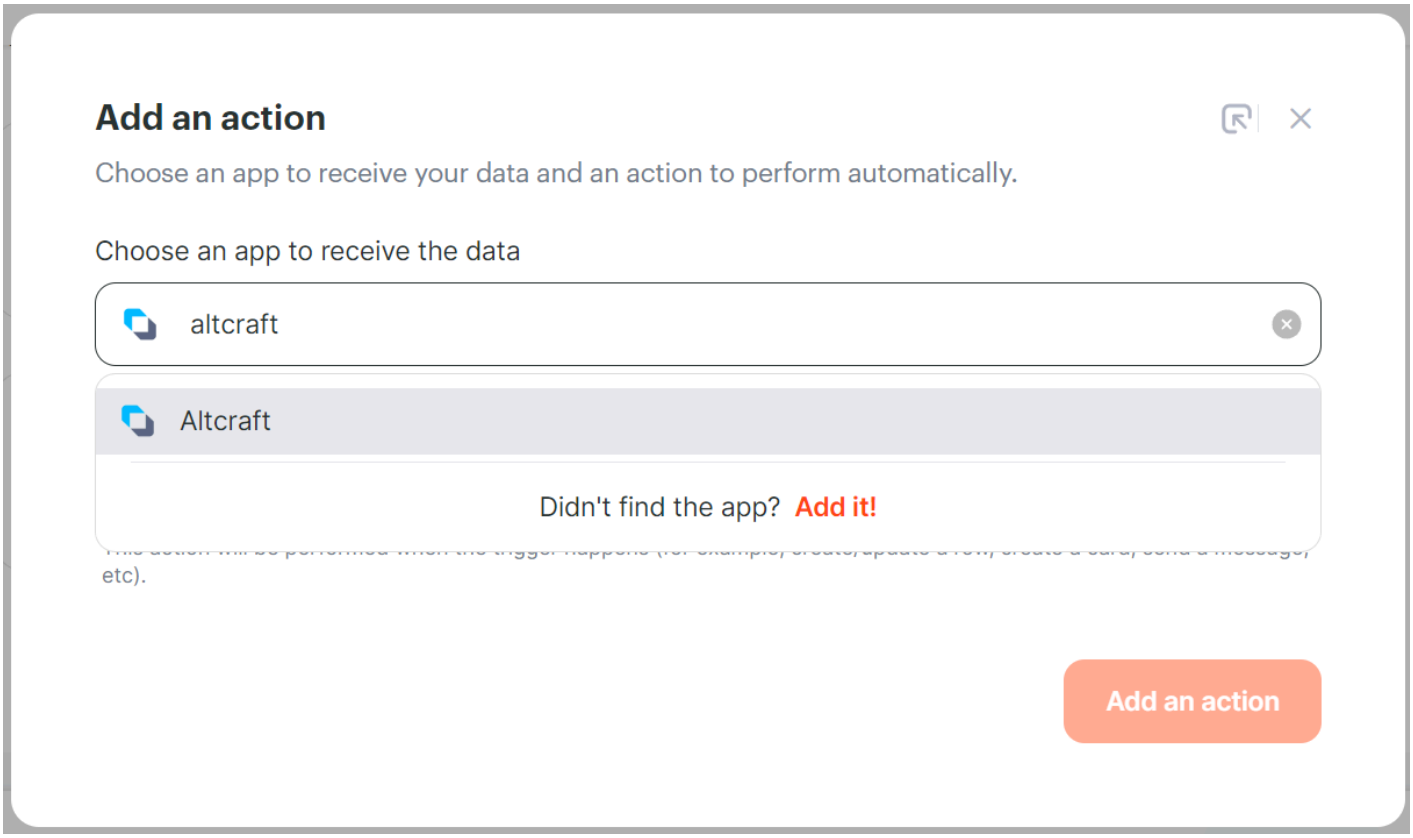


3. **Select the mode of operation of the bundle: data can be sent to Altcraft in real time or specify for which period to collect it.**

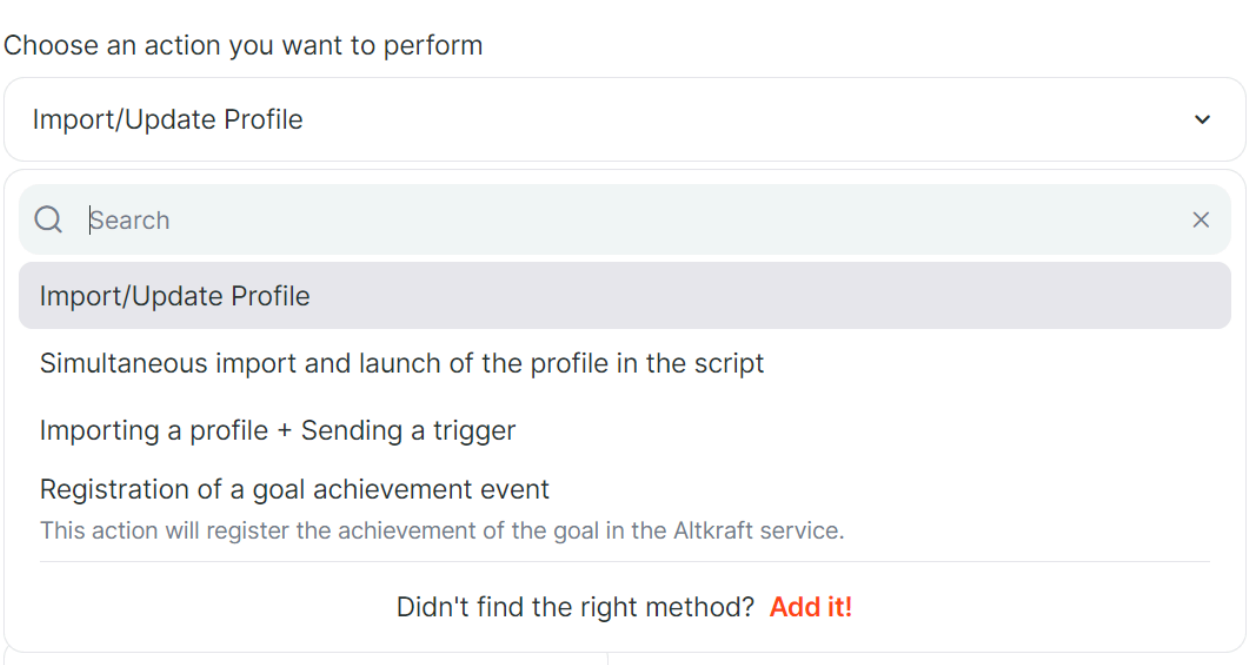


Step 2: set up the action

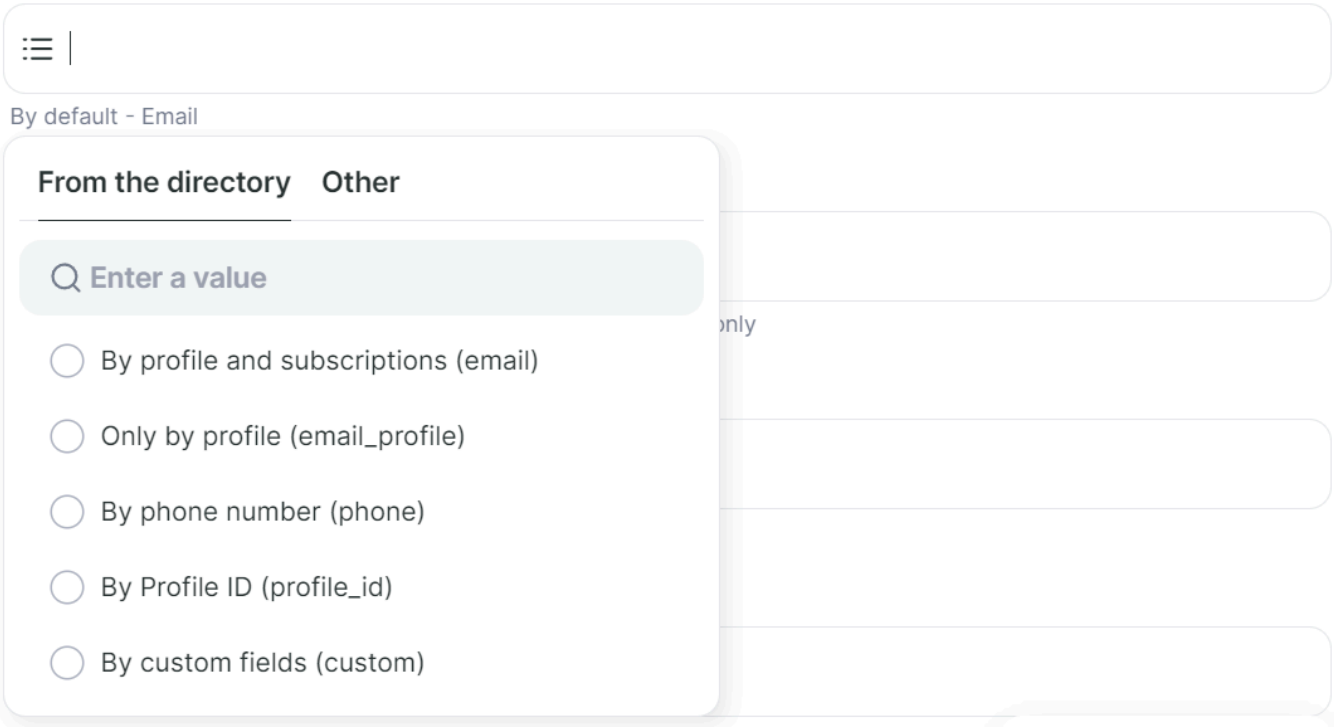
1. **Specify Altcraft as a service for receiving data:**



Assign an action that will take place after the event occurs. In order for the data to be imported into the subscriber's profile, select Import/Update profile:



Adjust the filter accordingly:



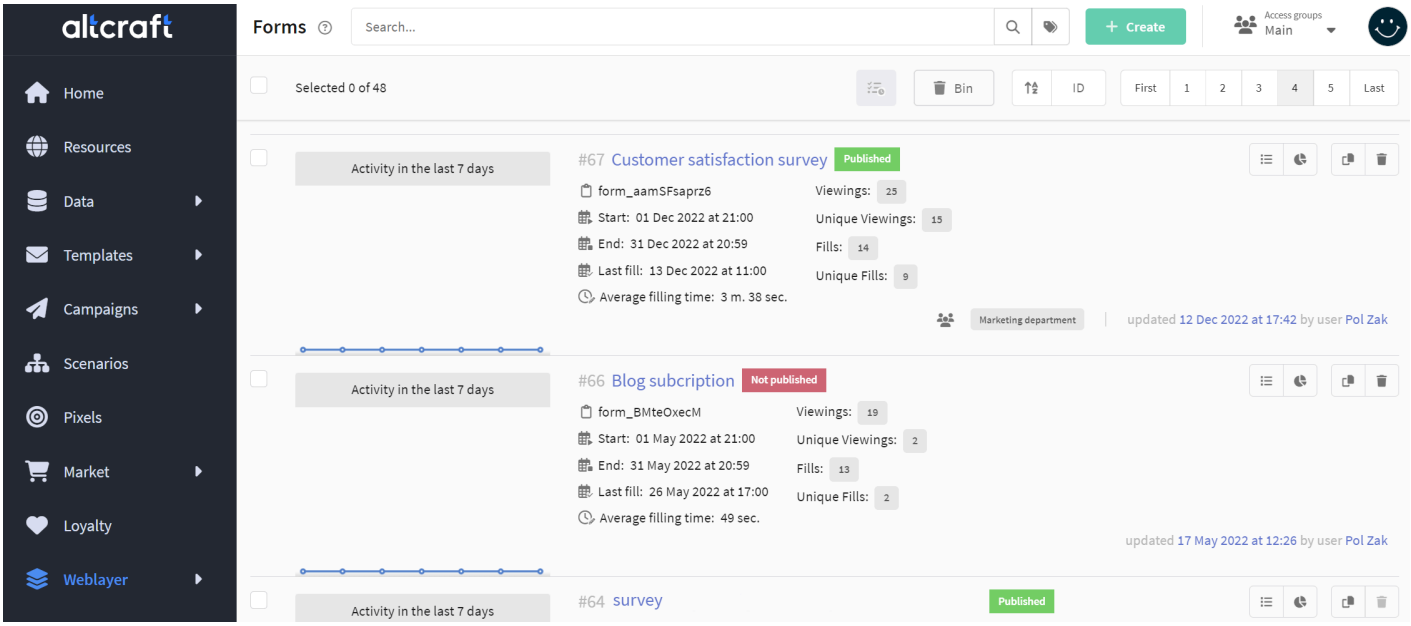
Optionally, set up additional fields.

After saving the bundle, when the trigger is started, the data will be transferred to the client’s profile card.

Create a form

Create a form

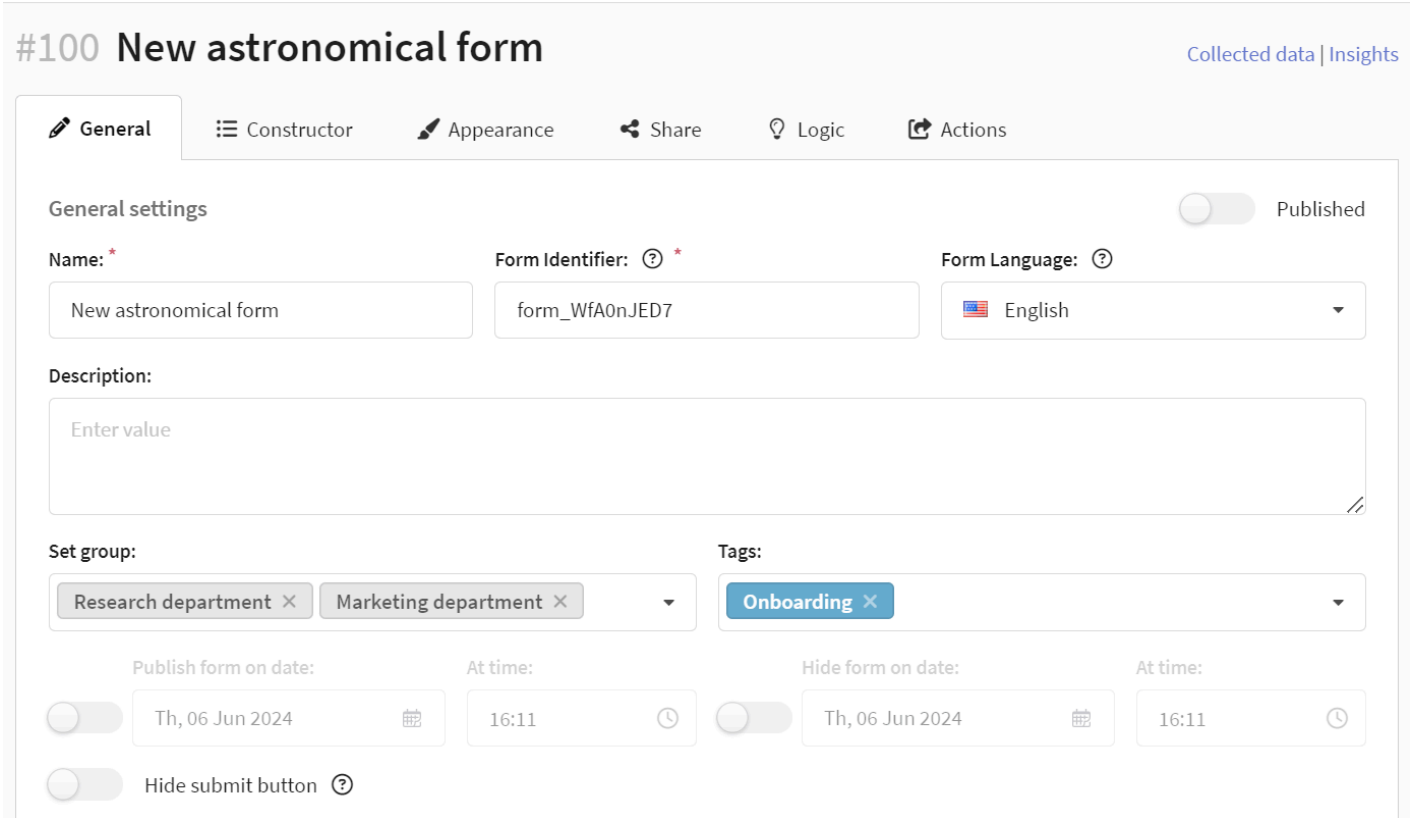
If you want to create a form, go the “Forms” section in the main menu and click on the button “Create”.



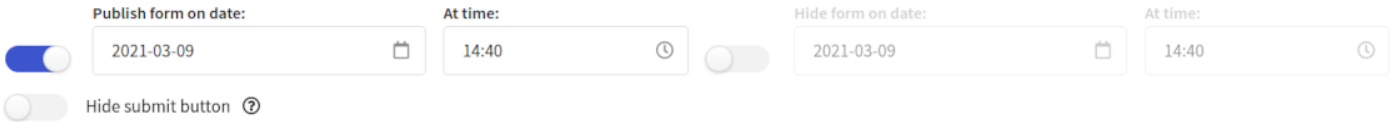
General settings

The first tab is General. The available settings are name, description, identifier, and language. You can set access groups and assign tags for the form.

To make the form accessible via URL or as an iframe element, you need to activate the “Published” switch in the upper right corner. Note that the form cannot be deleted while it is published.



On this tab, you can set the start and end date and time for publishing the form if it is temporary. The form will be available to fill out on the chosen date and time, and it will be unpublished if a hide date is set. The “Published” toggle in the upper right corner should stay inactive. It will update automatically when the set dates come.



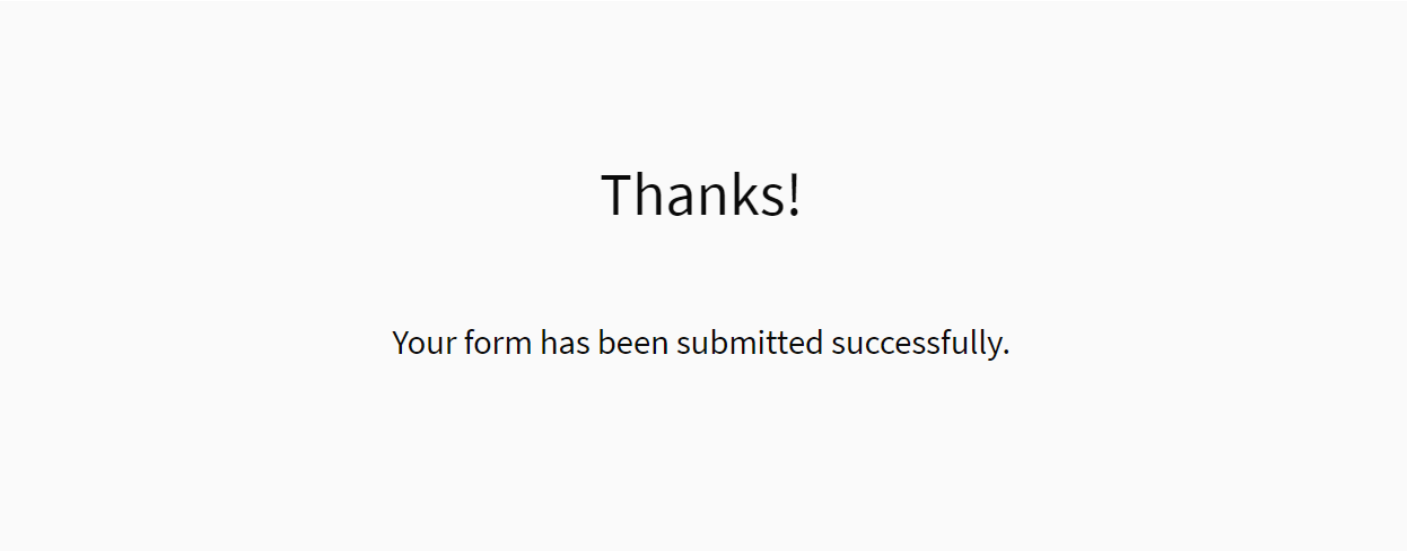
TIP

When loading the form, the system uses a cache to store it. The duration of the form’s storage in the cache is 3 minutes. This may result in a delay in the form’s publication of up to 3 minutes after the planned time. Also, the form may stay available for 3 minutes after it is unpublished.

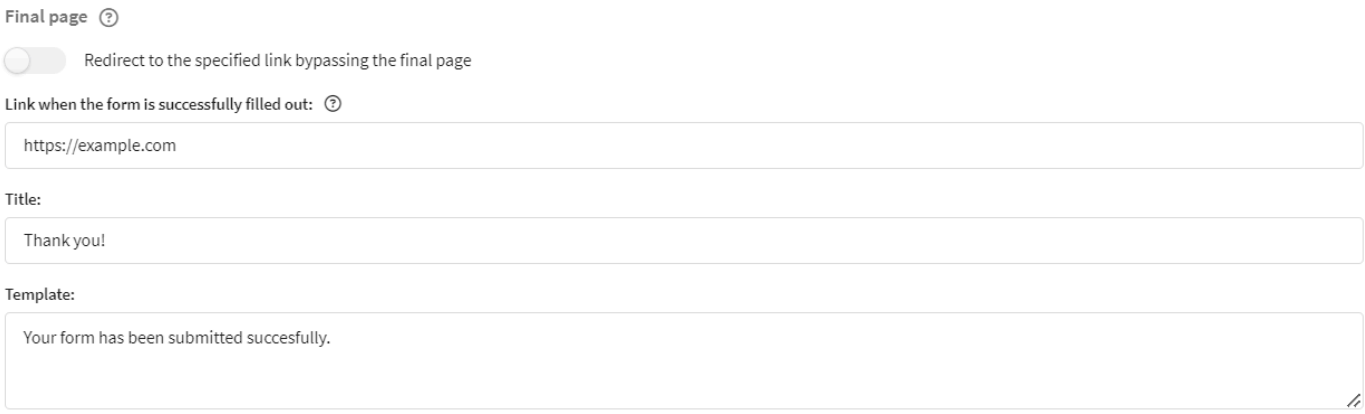
If you do not want to show the “Submit” and “Next” buttons to the user until they have filled in all the required fields on the form page, activate the “Hide submit button” option.

Final page settings

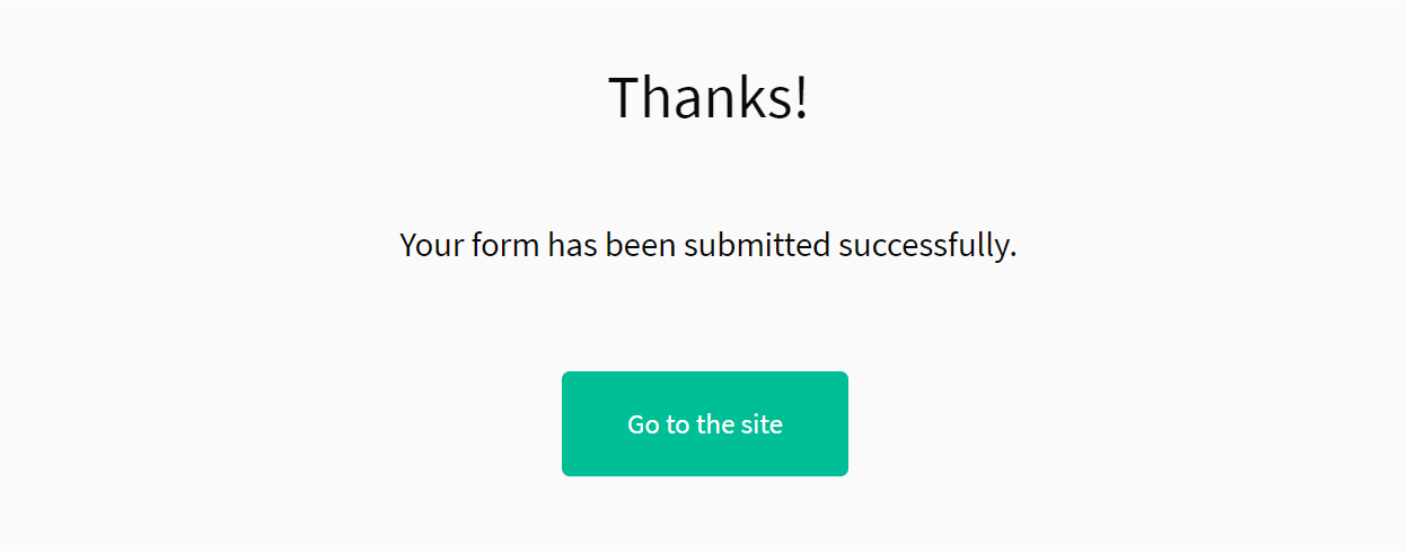
The final page is the page that the user will see after successfully submitting the completed form. By default, the page looks like this:



You can change the Title and Template on this page by filling in the appropriate fields:



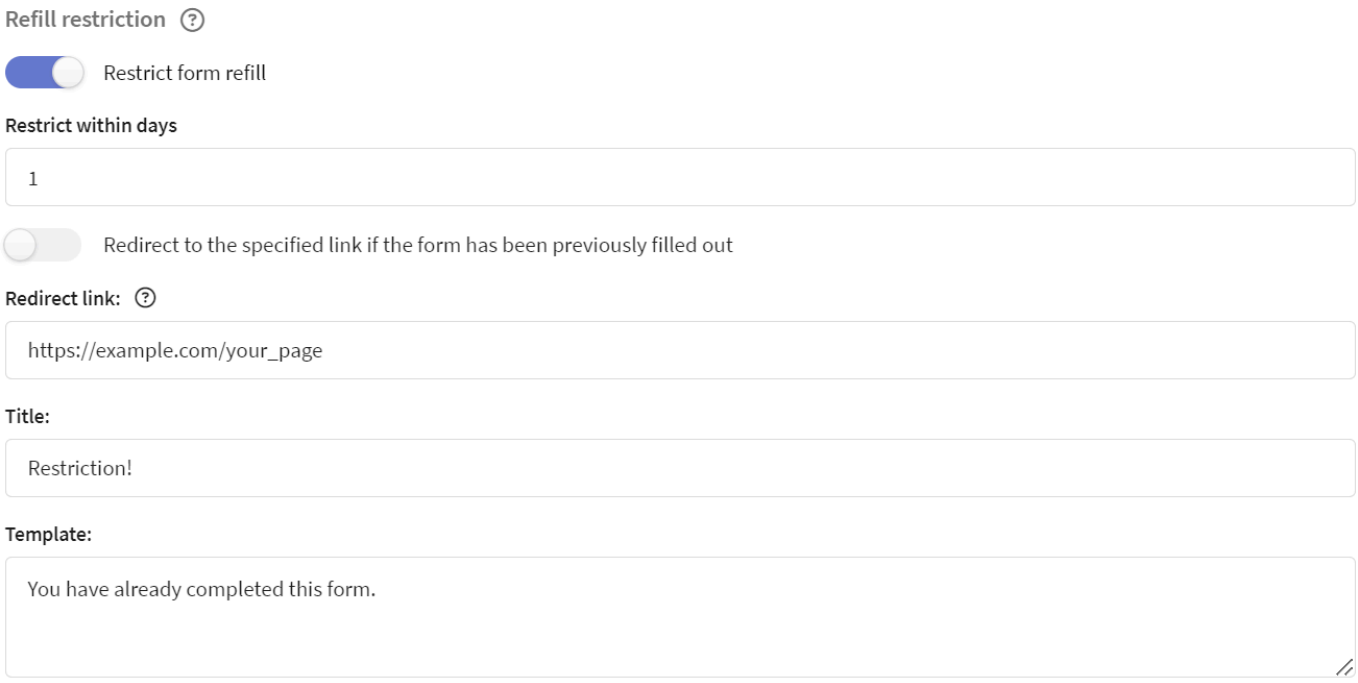
The link when the form is successfully filled out is the link that the user can follow after submitting the form. The link will be displayed as a “Go to the site” button. The button text can be changed in the “Appearance” tab.



If you toggle the “Redirect to the specified link bypassing the final message” switch, the user will be redirected to the specified link right after submitting the form.

Refill restriction

If you want to limit repeat submissions of the form by the same user, activate the switch and set the number of days during which the form submission should be restricted:



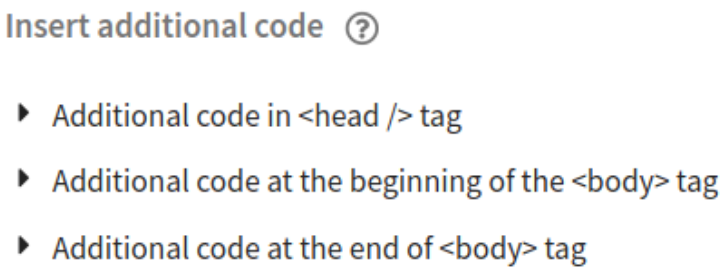
Form submission data is recorded in cookie files. When the user reopens the page with the form, the server reads the data from the cookies and displays a message instead of the form: “Restriction! You have already completed this form.” You can change the text of this message by filling in the “Title” and “Template” fields.

You can also provide the user with the option to go to a specific site when attempting to resubmit. To do this, specify a redirect link. In this case, a “Go to the site” button will appear on the warning page. The button text can be changed in the “Appearance” tab.

If you want the user to be immediately redirected to another page upon trying to open an already submitted form, toggle the “Redirect to the specified link if the form has been previously filled out” switch.

Form customization

You can insert additional code in the form: in the <head> tag, after the opening <body> tag, or before the closing </body> tag.



INFO

What can the additional code be used for?

- **to design a from page;**
- **to add scripts (for example, analytics scripts or scripts for registering a goal).**

TIP

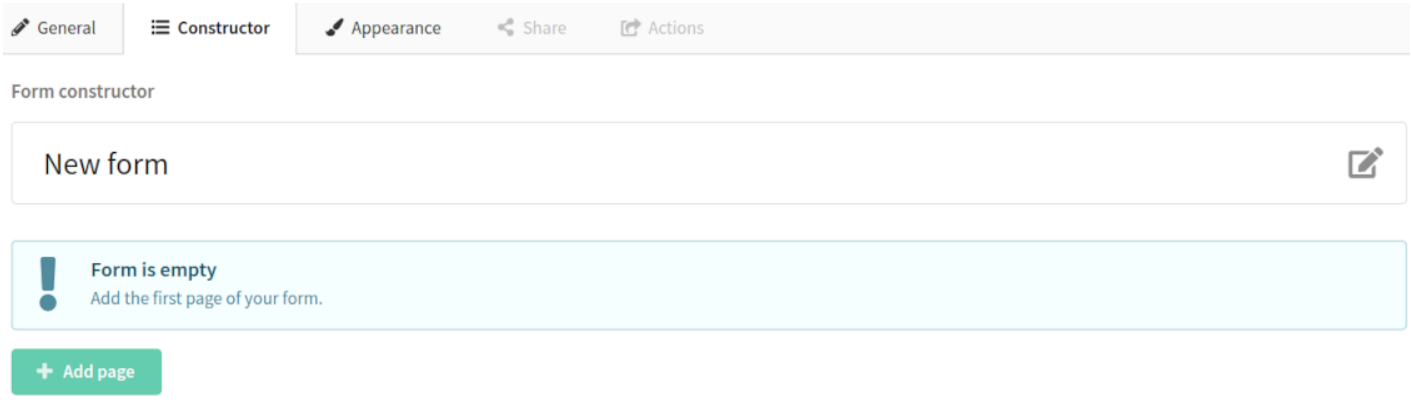
In on-premise version of the platform administrators can customize the appearance and behavior of forms (error page, inactive form page, etc.) by modifying template files. More details in admin documentation.

Form constructor

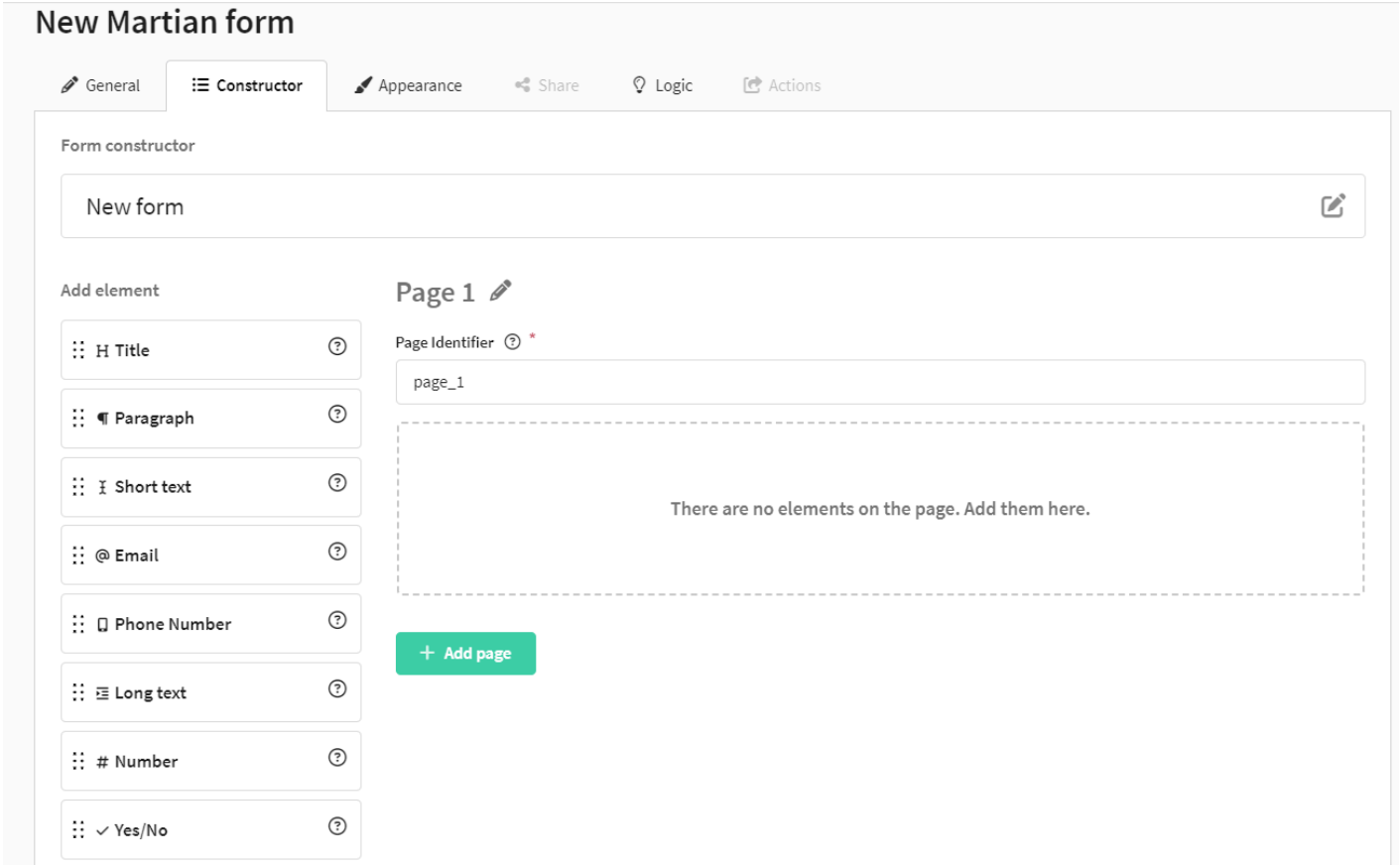
Form constructor

The second tab is “Constructor”. Here you can set up the form structure and form fields.

Now your form is empty. Click “Add page” to add the first page of your form. In the process of working with the constructor, you can add as many pages as you want.



When you create the first page you’ll have to add the necessary elements. There are 14 types of elements on the left side. All of them can be added to the form content.



TIP

We added tips for each field to make your life easier. All you have to do is to hover your cursor over *the question mark*

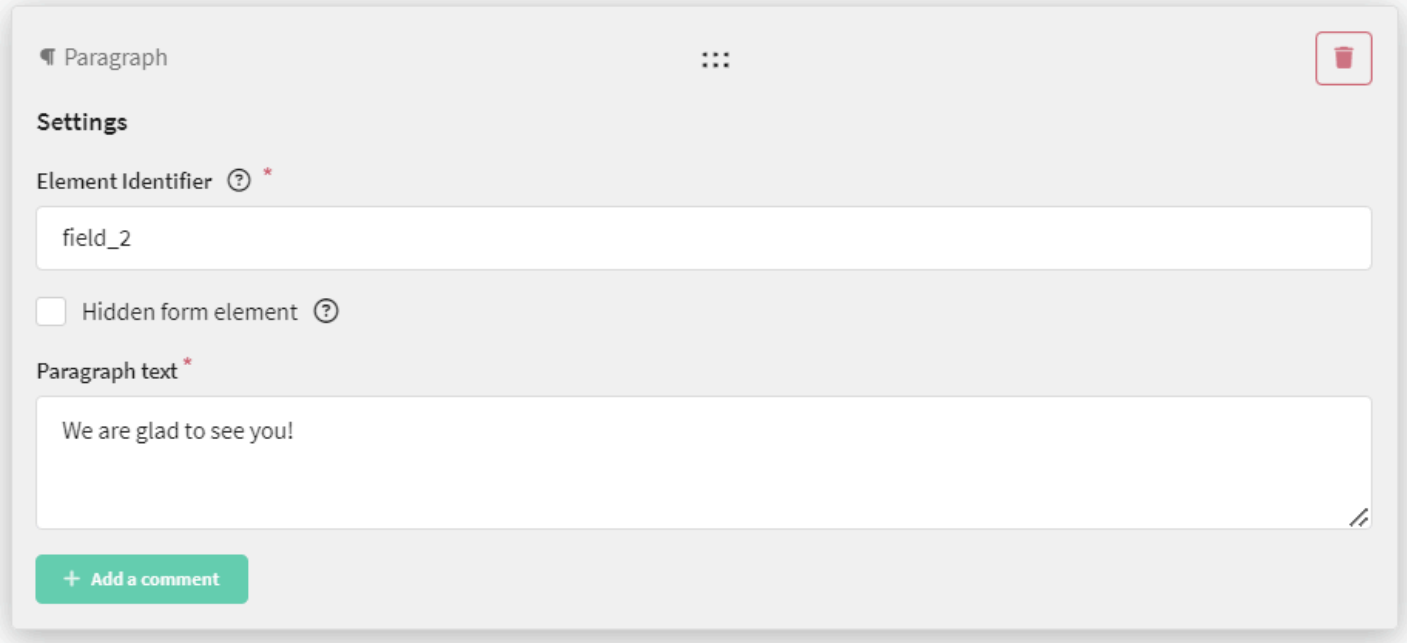
Title

Title is a header for a group of elements.



Paragraph

Paragraph is a text element. You can add any information you need in this field.



Short text

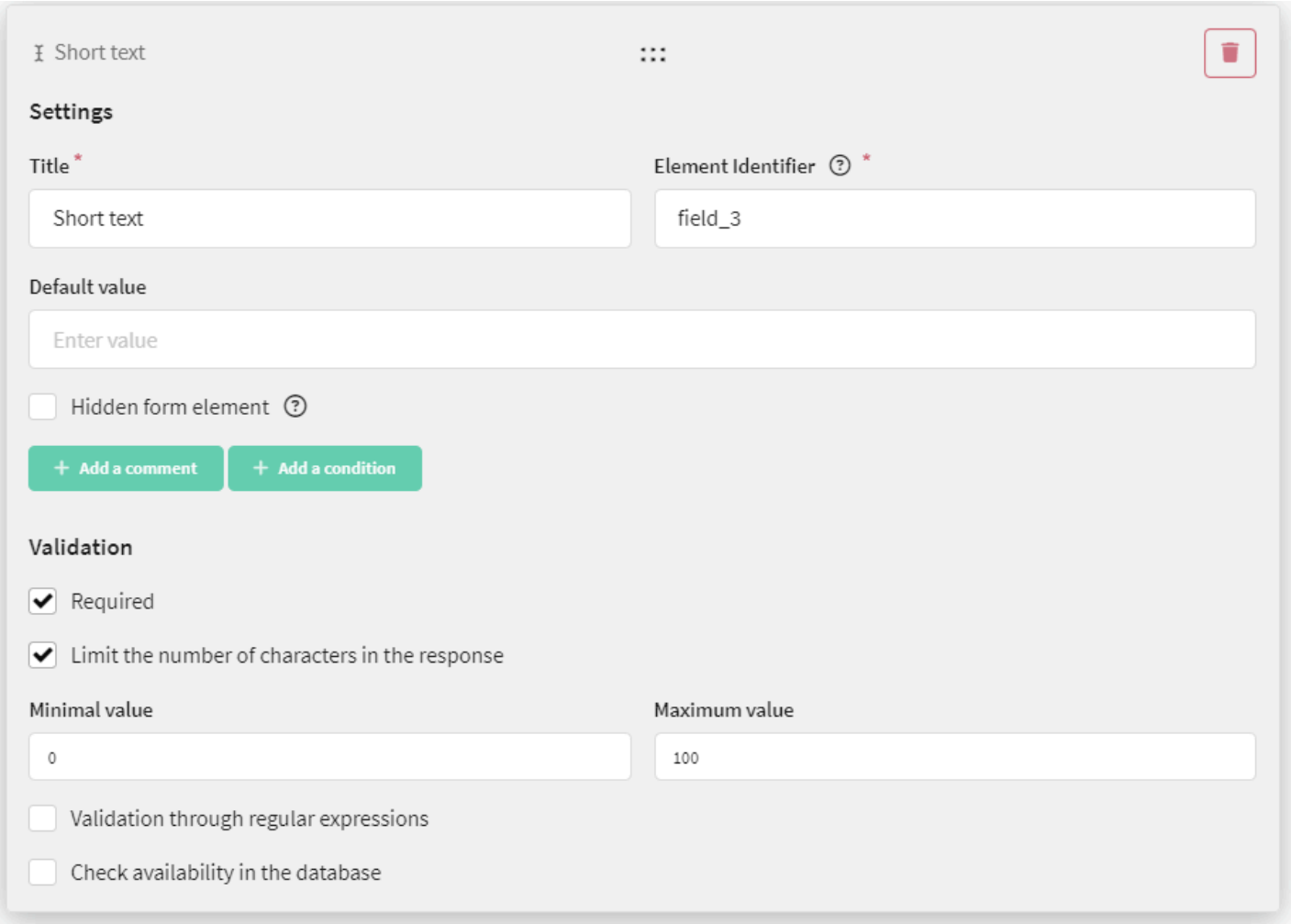
Short text is a text element, which you can use to ask a short question and then get a short answer (for instance, client's first and second names).

There are the general setting of the element:

1. **Title: required field.**
2. **Default value: a user can use this value as an example of the answer he's supposed to give.**
3. **Hidden form element: you can hide the element and the field will be filled automatically.**
4. **Validation: set up validation of the field if you need.**

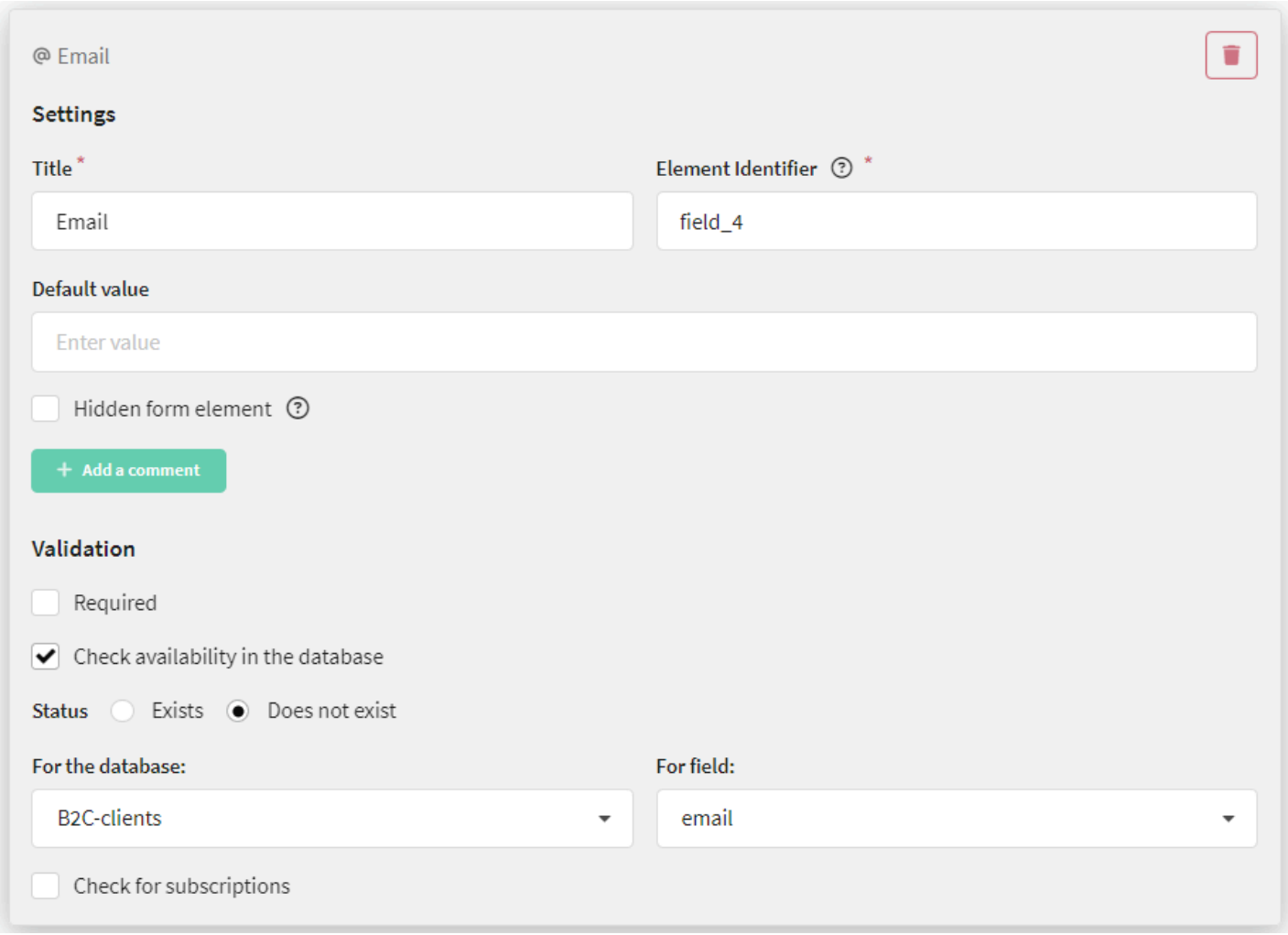
TIP

We'll see these four fields in other elements.



Email

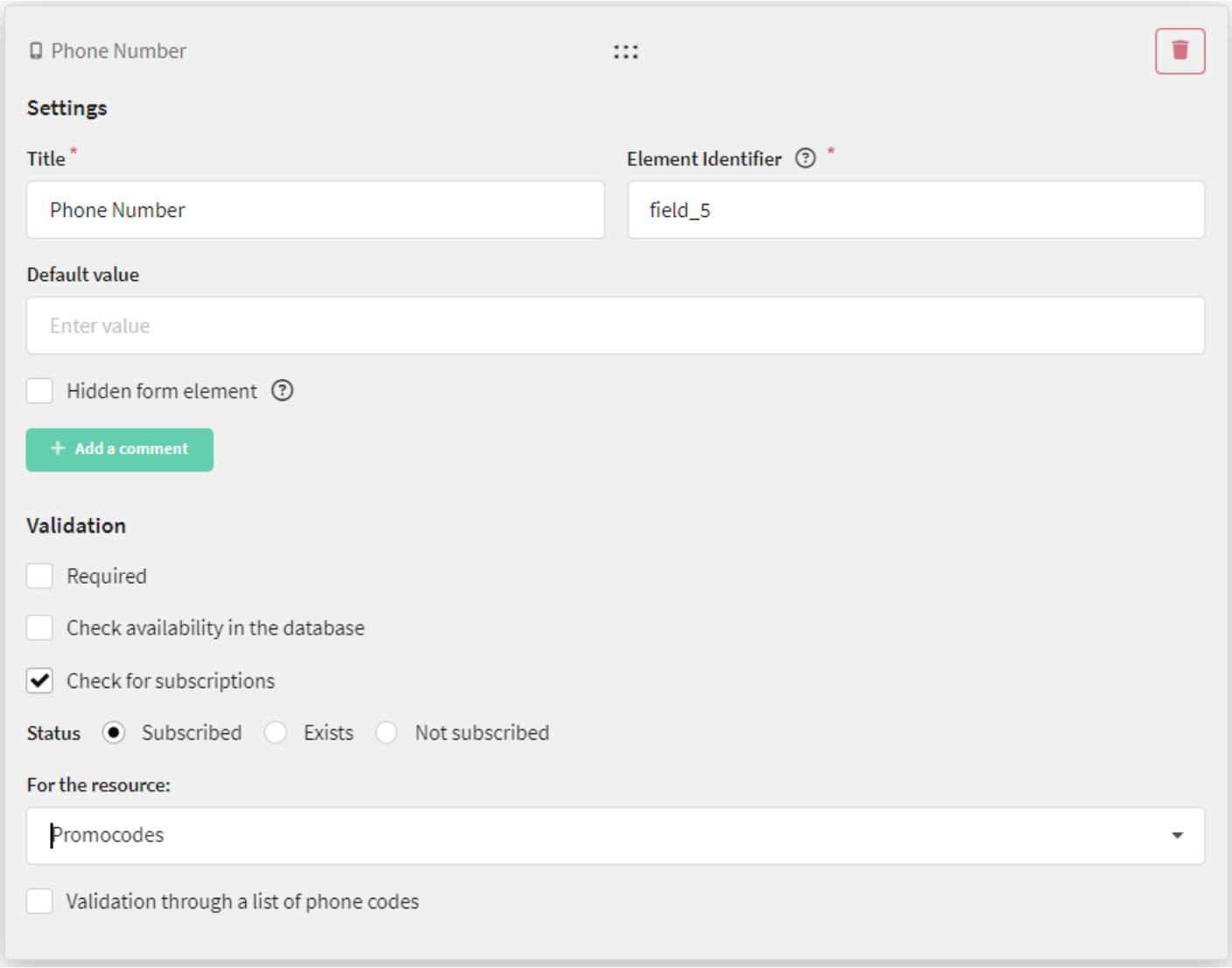
Email — ask a recipient for his current email address. For this field, a title, a default value can be set, and the visibility of the data validation element can also be configured.



Phone number

Phone number — ask a recipient for his current phone number.

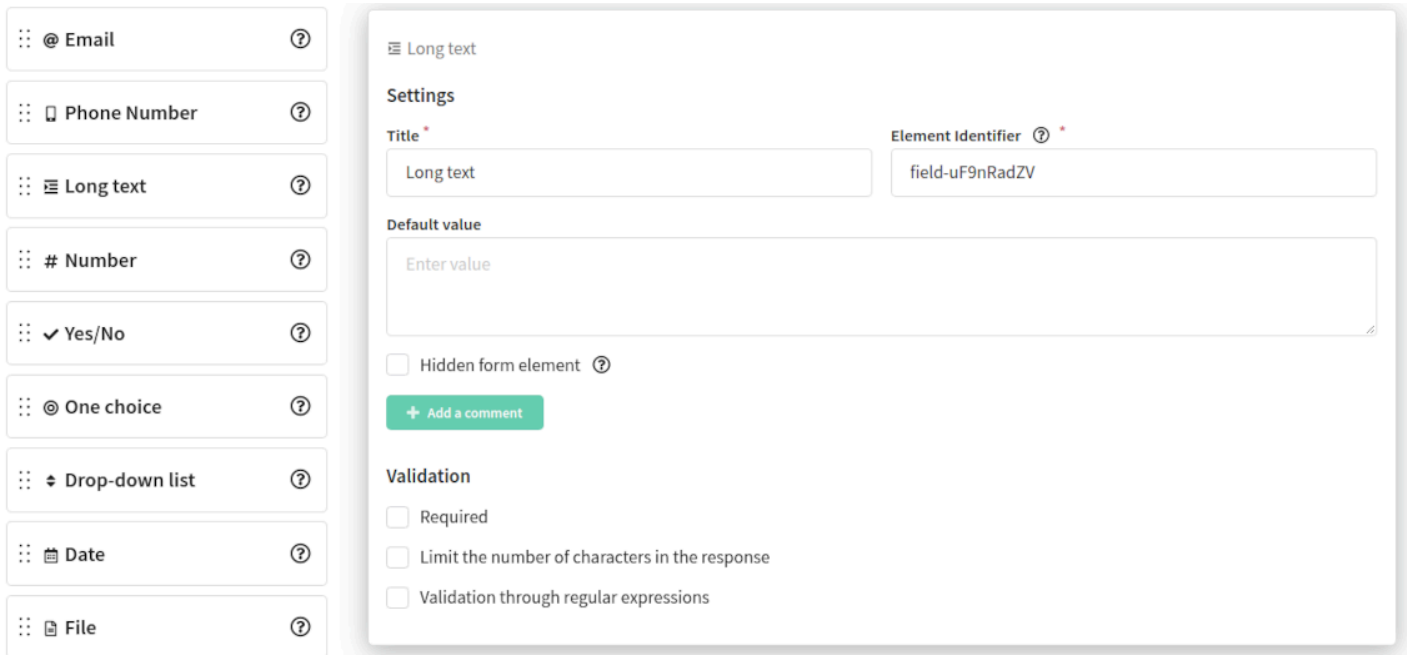
For this field, a title, a default value can be set, and the visibility of an element can also be configured.



Long text

Long text — a text element, which you can use to ask a long question and then get a long answer (for instance, client's review of the event).

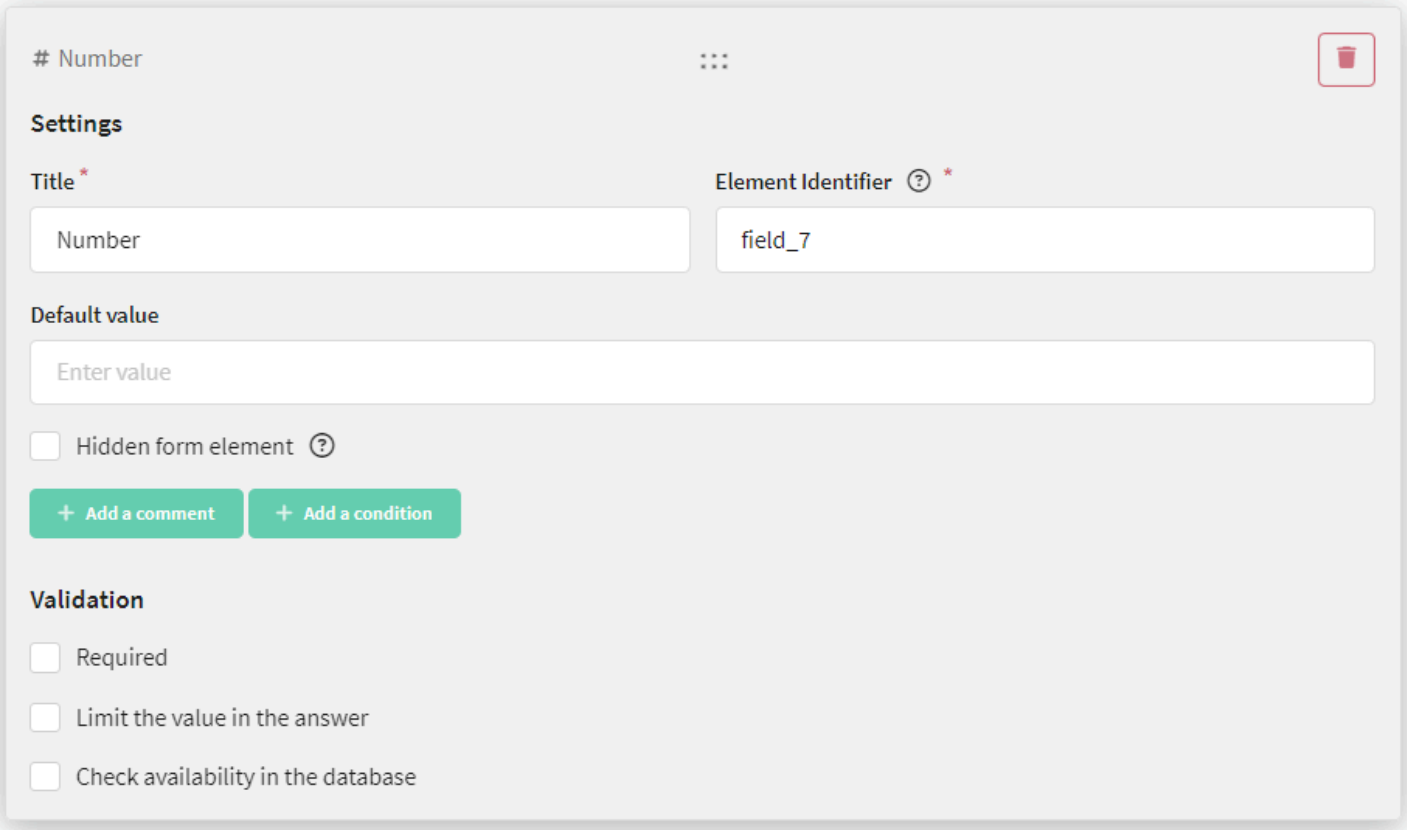
For this field, a title, a default value can be set, and the visibility of an element can also be configured.



Number

Number — ask the question, the answer to which will be an integer or a fractional number. For instance, the height in meters.

For this field, you can set a title, a default value, and you can also configure the visibility of the element and data validation.

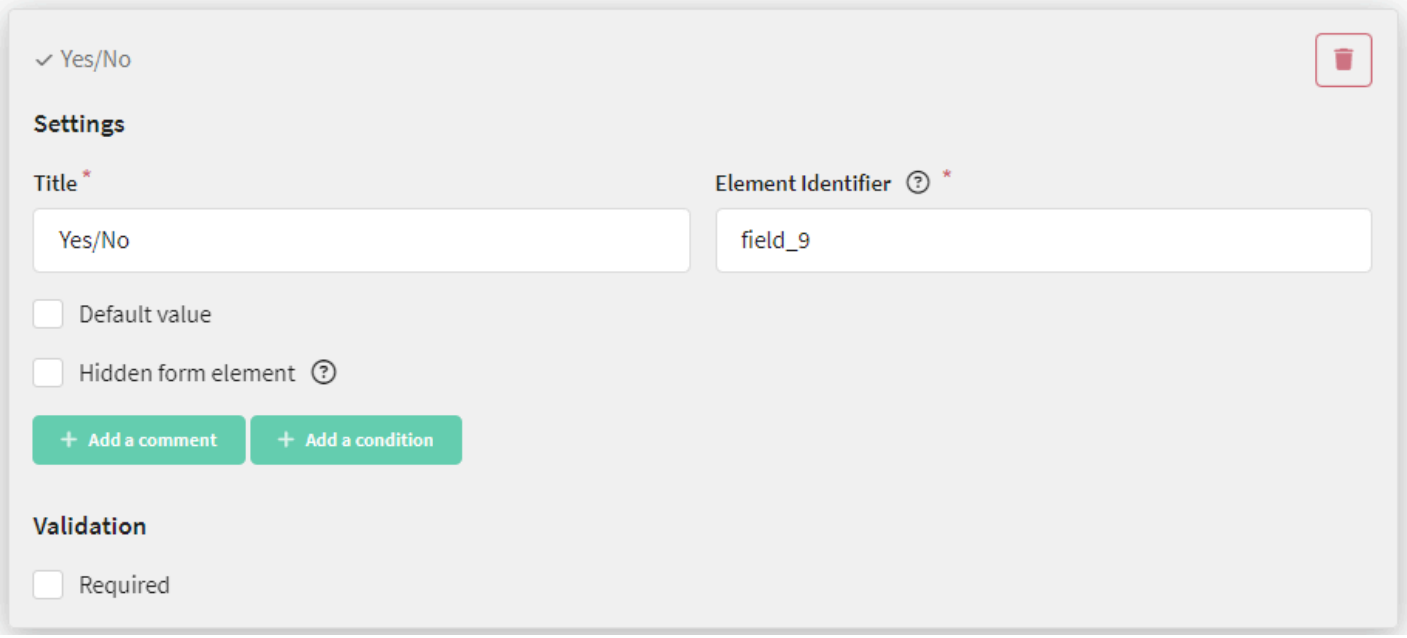


Yes/No

Yes/No — use this element to ask a recipient if he agrees to any statement or action. For instance, if he agrees to receive mail.

For this field, you can set a title, a default value, and you can also configure the visibility of the element.

If you check “Default value”, the answer “yes” will be chosen by default in the form.



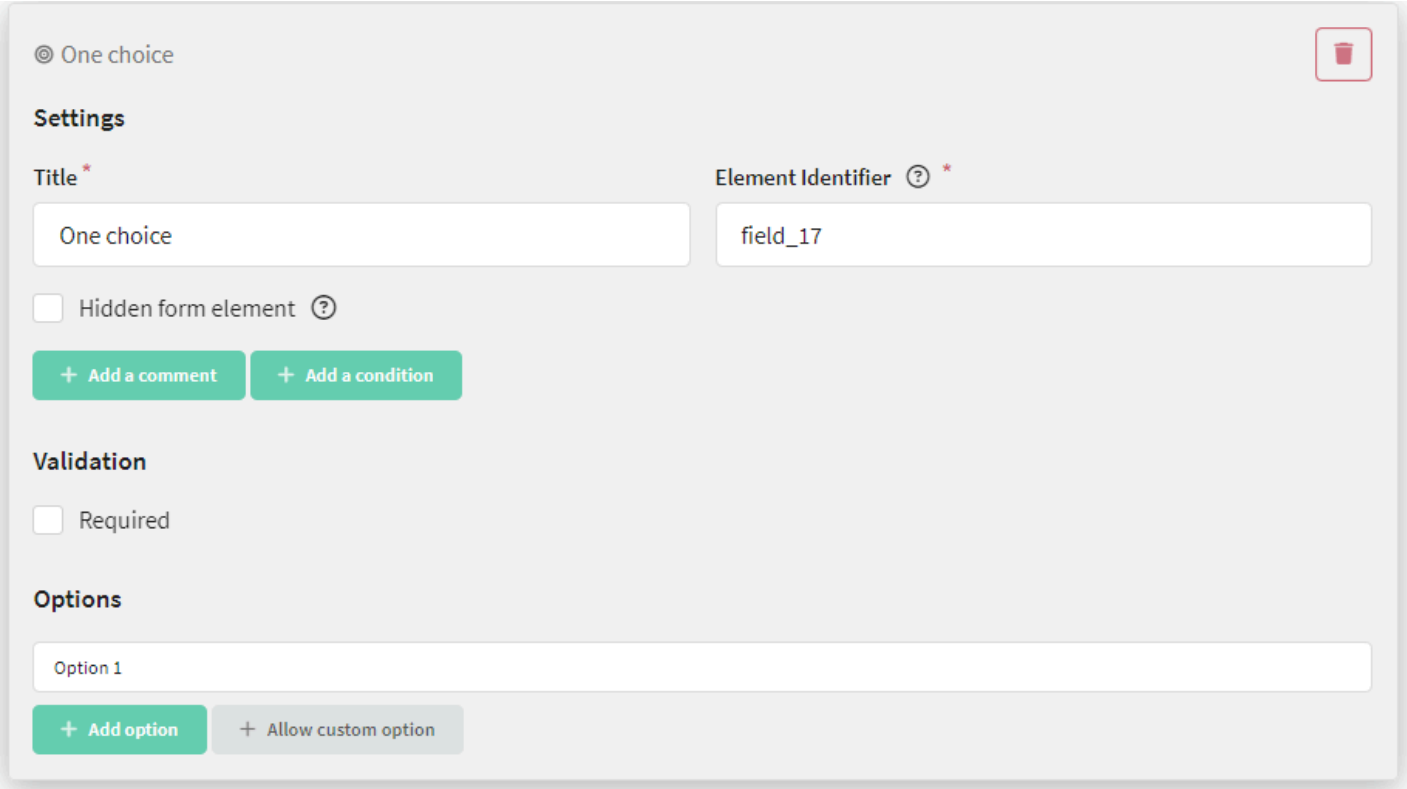
One choice

One choice — use the element to make a recipient choose one of several options. For instance, to choose the colour: blue or red.

For this field, you can set title, answer options, and you can also configure the visibility of the element and data validation.

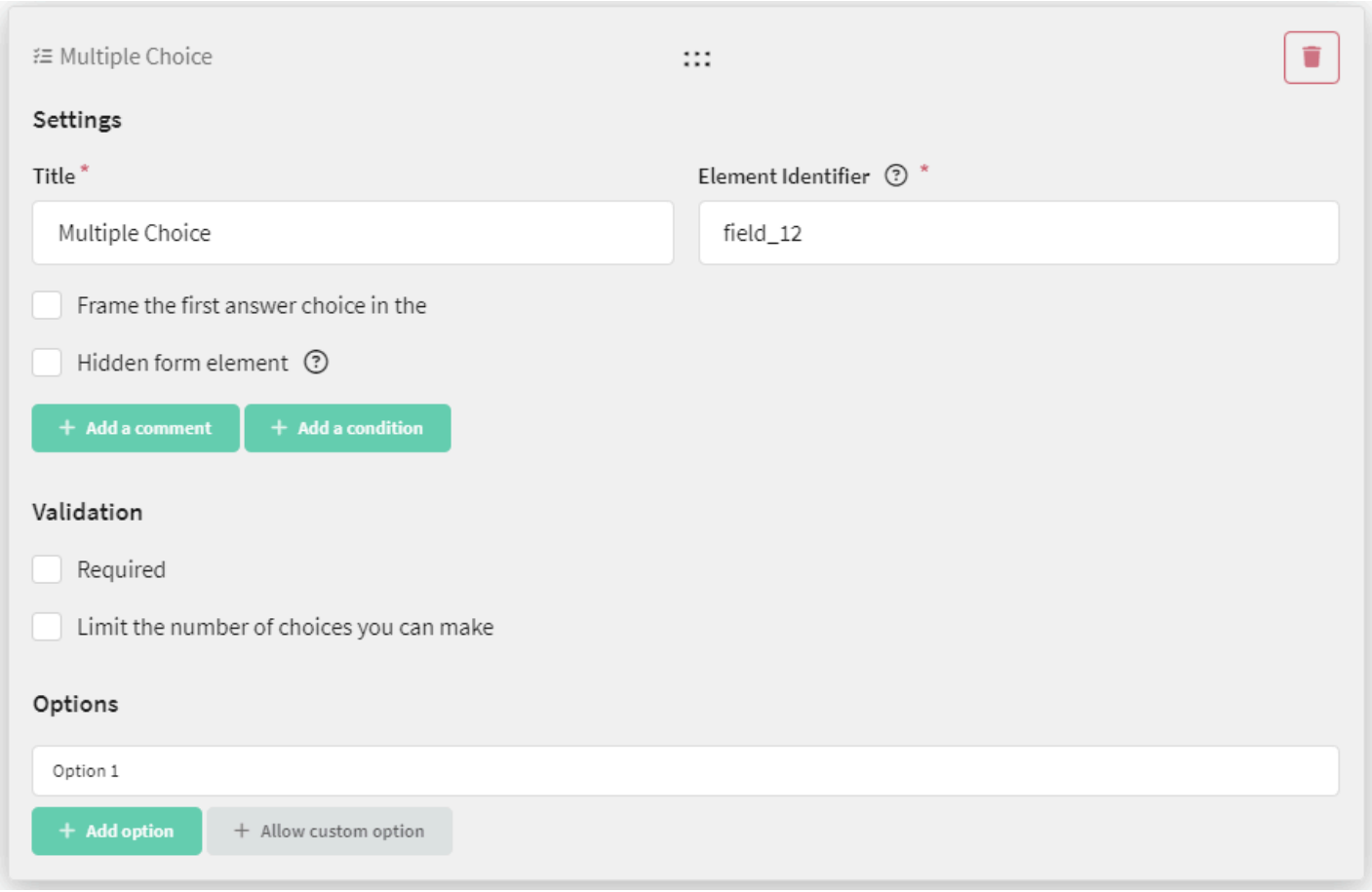
Click the “Add option” button and enter a value. The number of options is not limited.

You can allow a user to enter his own answer. Click “Allow custom option” to add such an option.

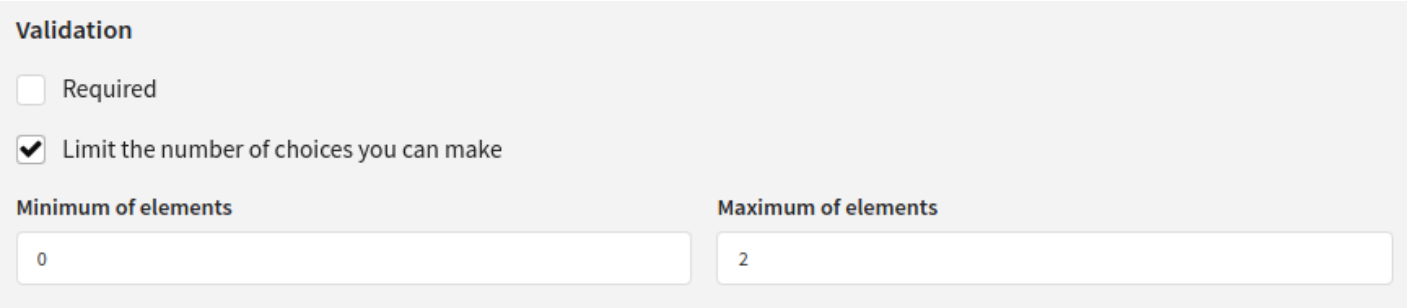


Multiple Choice

The element allows you to select several answers from the proposed ones. Use the “Add option” button to add possible answers.



You can make an element required, as well as limit the number of options to select:



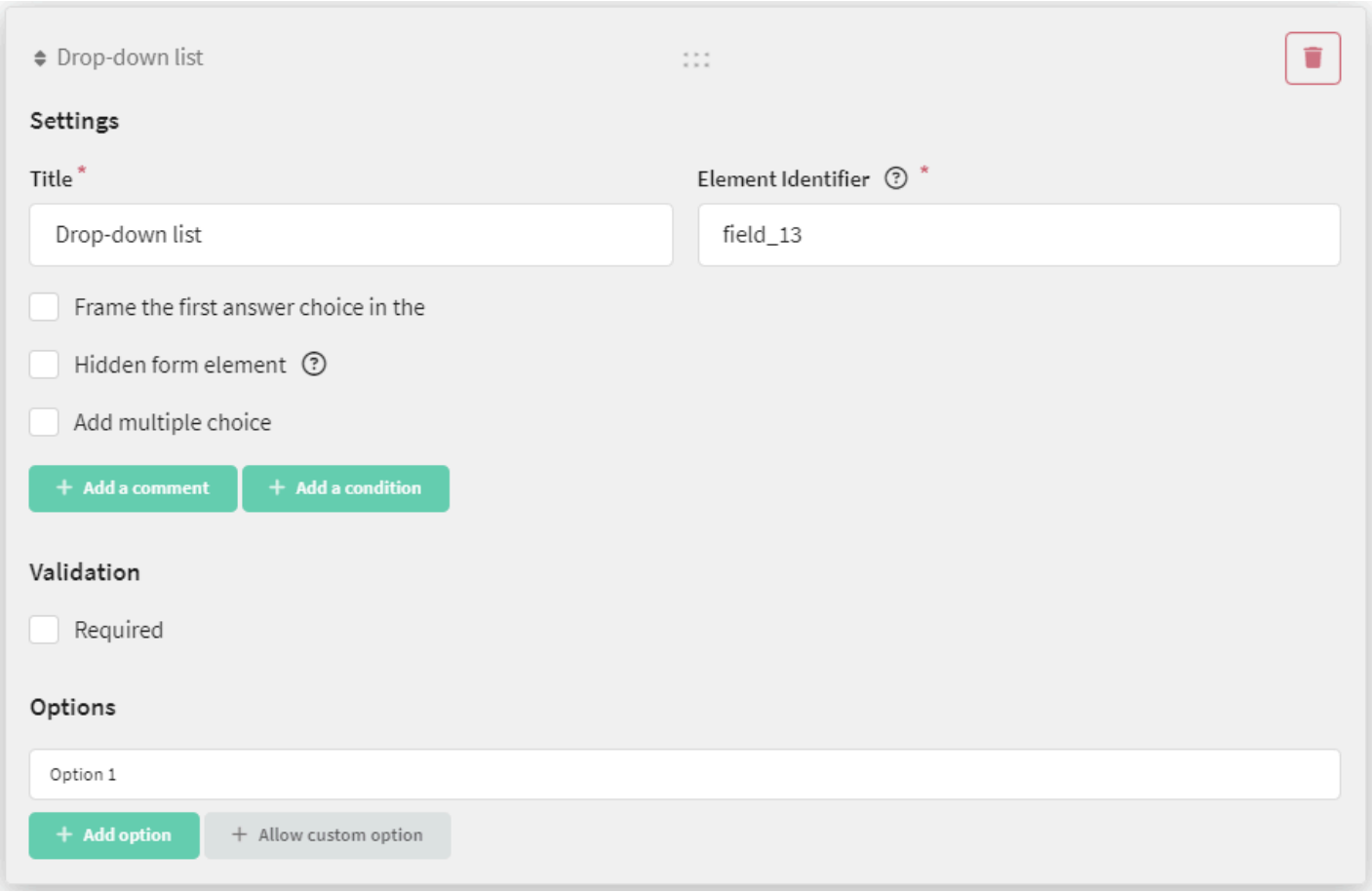
Drop-down list

Drop-down list — ask a recipient to choose one option in the list. For instance, the shoe size.

For this field, you can set a title, answer options. Click the “Add option” button and enter a value. The number of options is not limited.

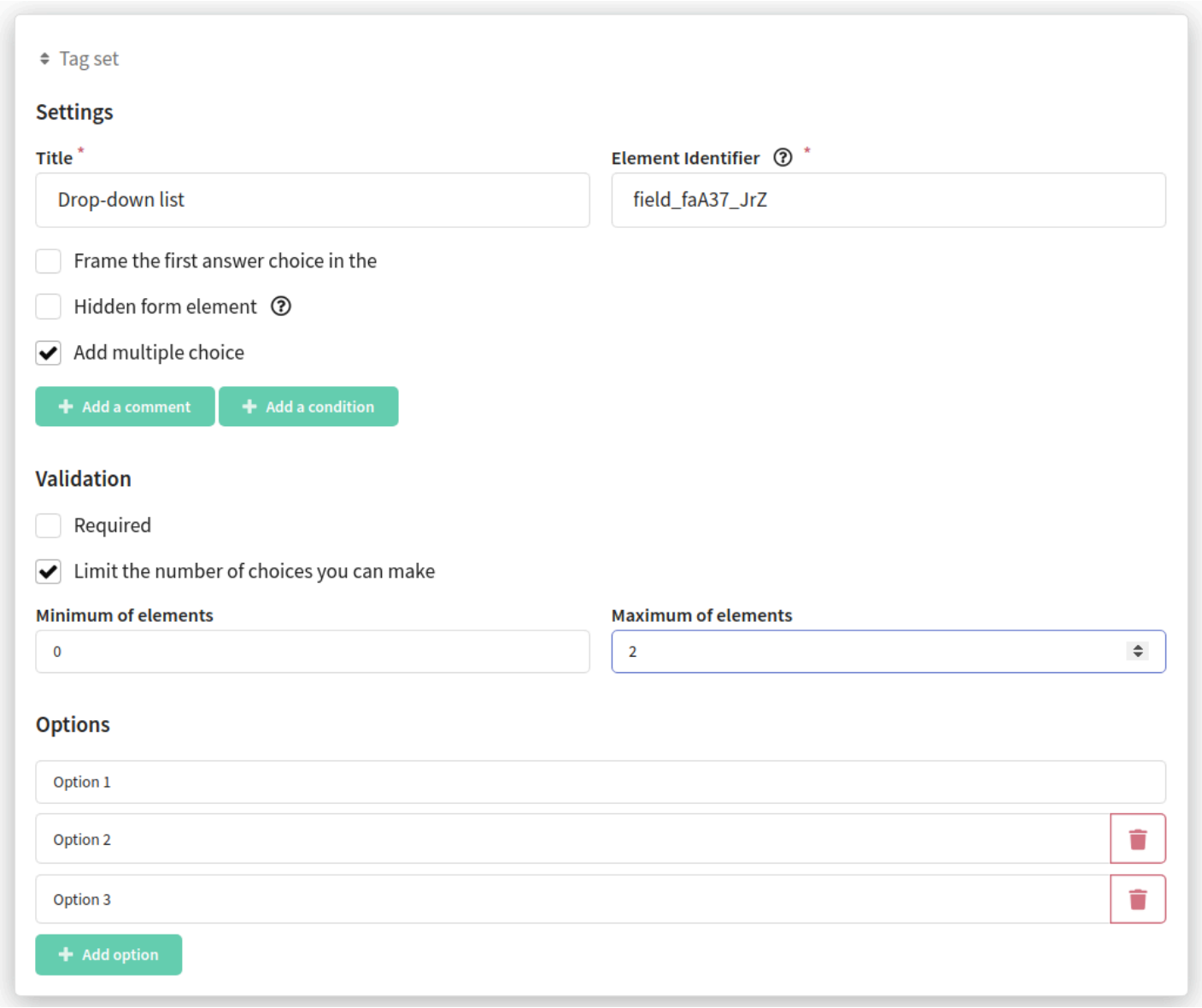
If you’re going to let a user enter his own answer, click “Allow custom option” to add such an option.

Besides, if you want to display the first option as selected in the field, click “Frame the first answer choice in the”.



If you're going to let the user select several options, click "Add multiple choice".

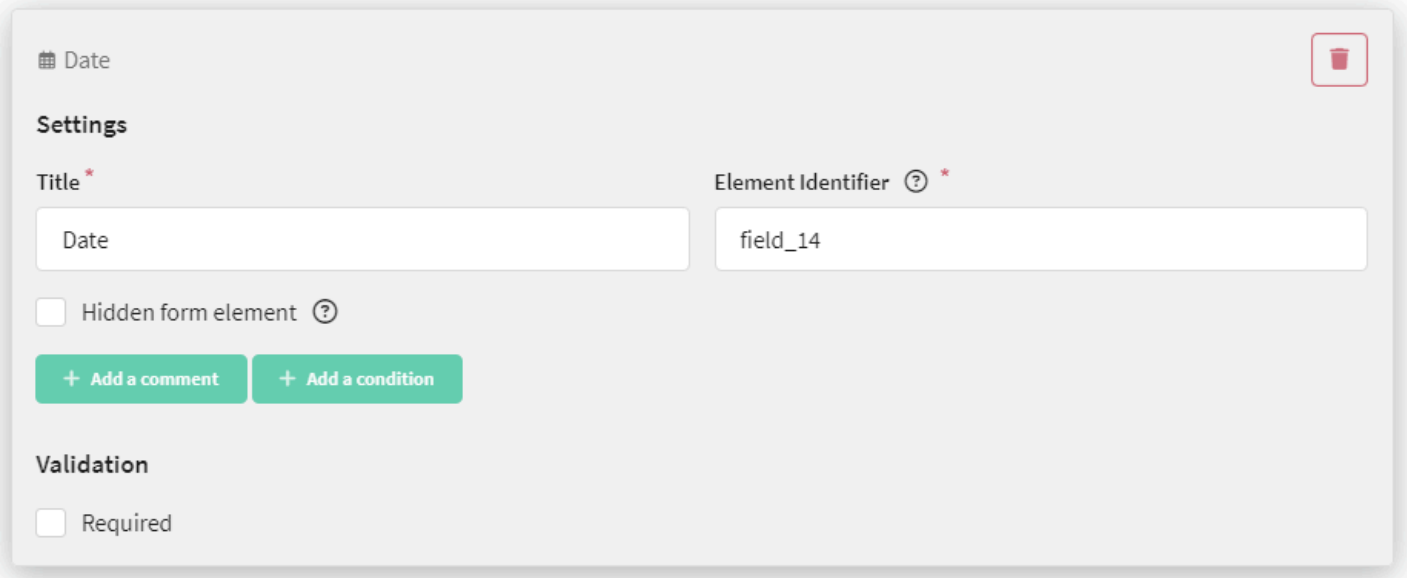
Don't skip a new type of validation — "Limit the number of choices you can make". If you check the field, then you will be asked to decide a minimum and a maximum number of options the user can select.



Date

Date — ask a recipient to select the date. For instance, date of birth.

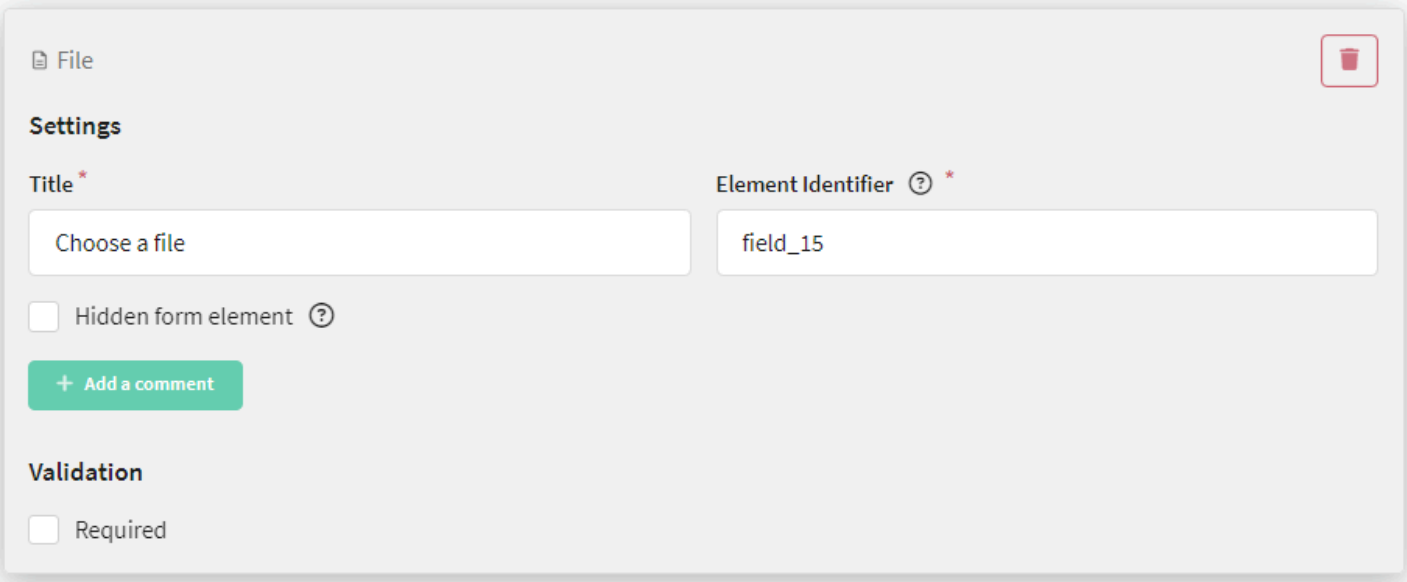
For this field, you can set title, answer options, and you can also configure the visibility of the element and data validation.



File

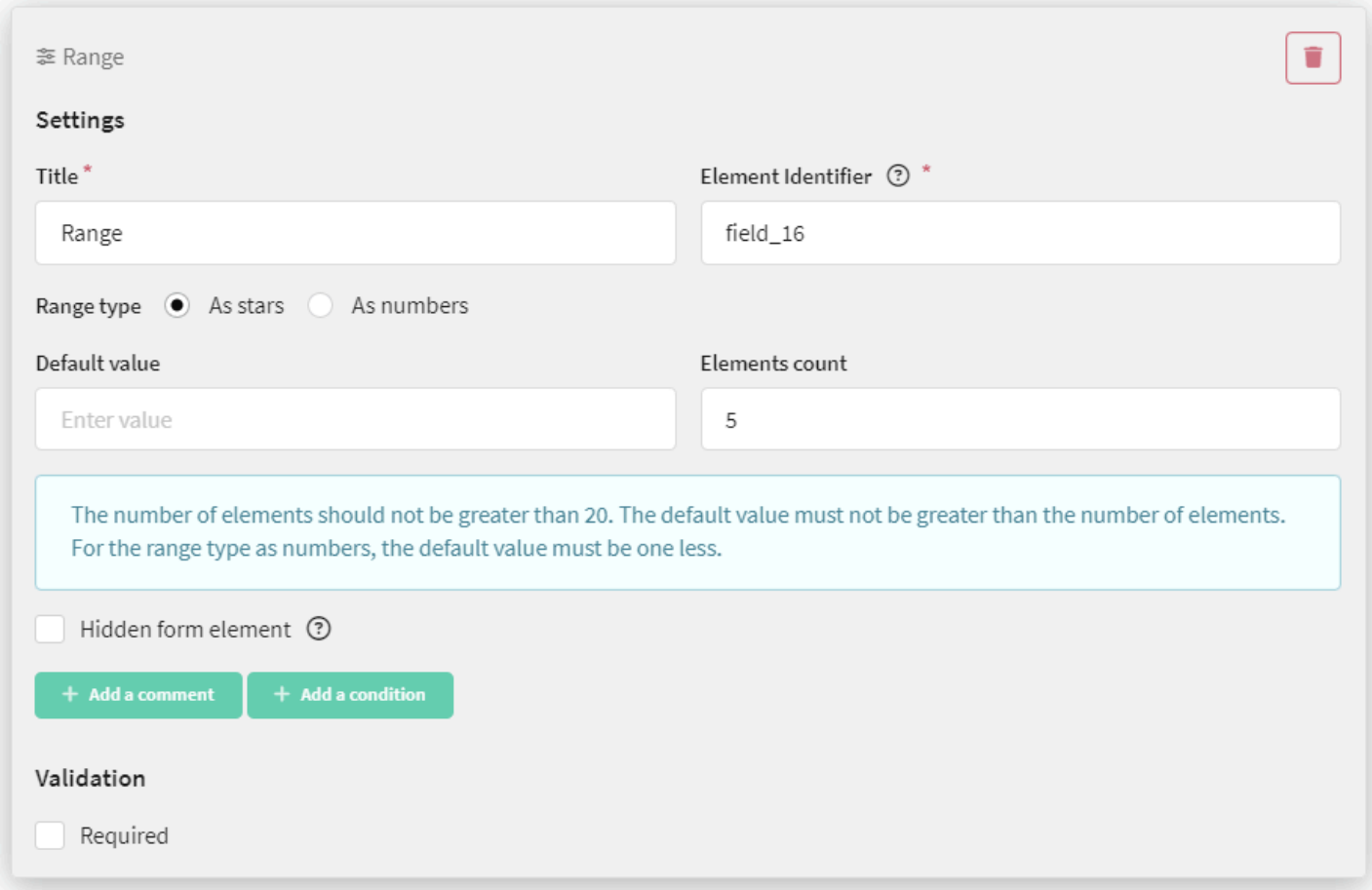
File — ask a recipient to attach a file to the form. For instance, a photo.

For this field, you can set title, answer options, and you can also configure the visibility of the element and data validation.



Range

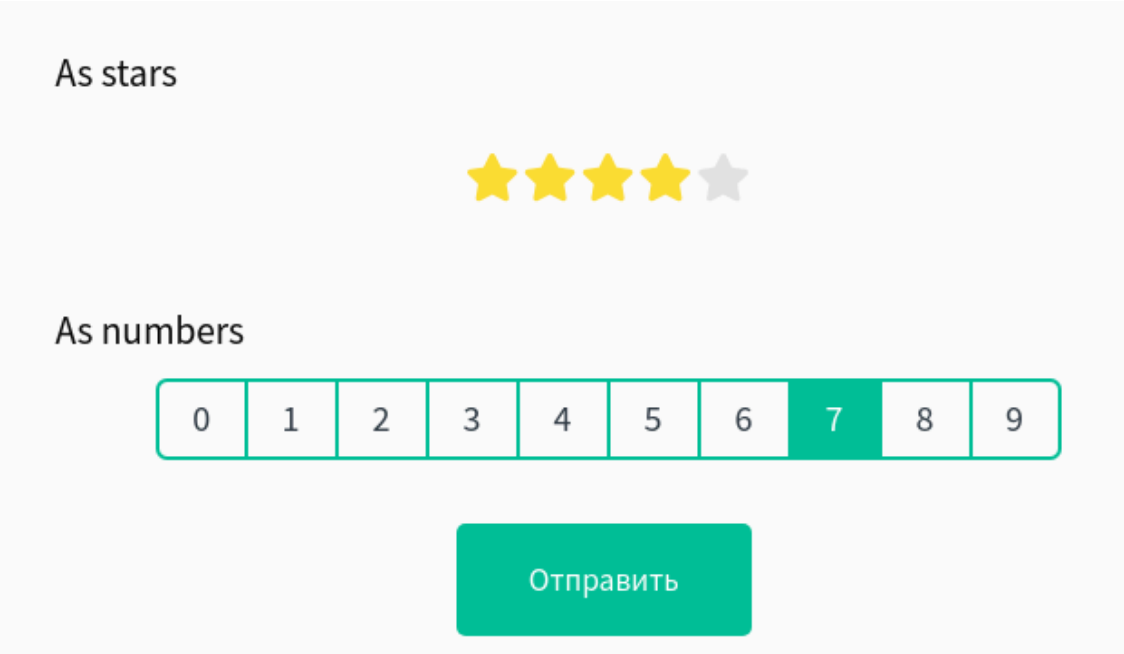
Range — offer a recipient to rate something. For instance, to rate any event or connection quality.



You can choose the range type you like: *as stars* or *as numbers*. Don't forget how many elements you need (for example, 5 stars or 10 numbers).

TIP

If you choose numbers as your range type, remember that the start point is always 0.

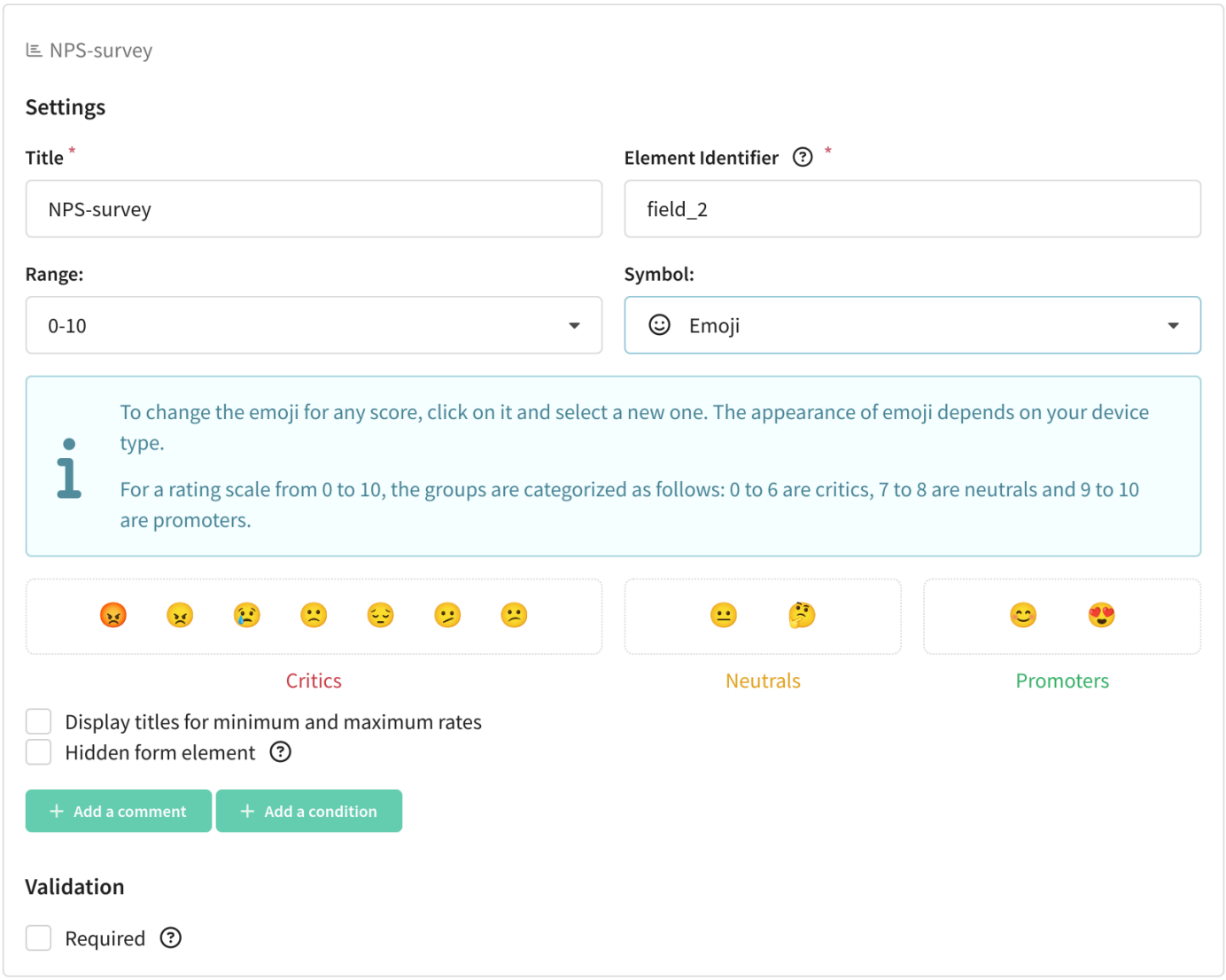


NPS Survey

NPS Survey — testing to obtain a customer loyalty index. For this field, a title can be set, item visibility and data validation can be configured, and names for maximum and minimum scores can be set.

TIP

You can learn more about what NPS testing is and how to create it in this article.

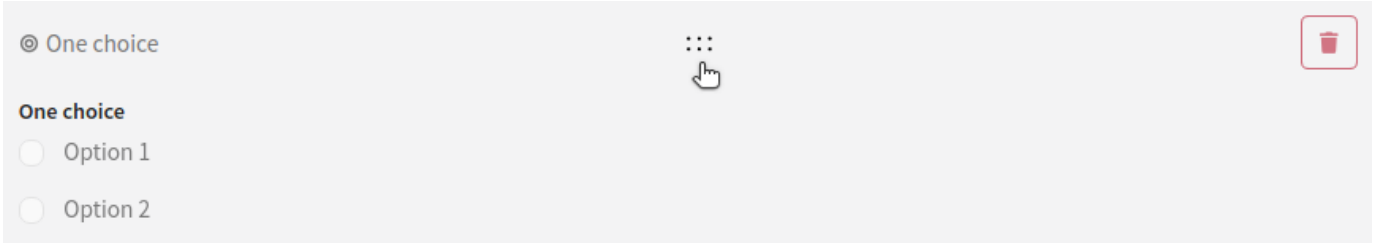


You can select the type of symbols: stars, hearts, emoji or numbers.

You can also specify the size of the scale - 0 to 5, 0 to 10, 1 to 5 and 1 to 10.

TIP

You can drag and drop form elements and arrange them in the order you want. When you hover over an element, a cluster of dots appears at the top. Just hover over it, hold down the left mouse button and drag the item wherever you wish.



Validation of form fields

Most form fields have one or more validation types.

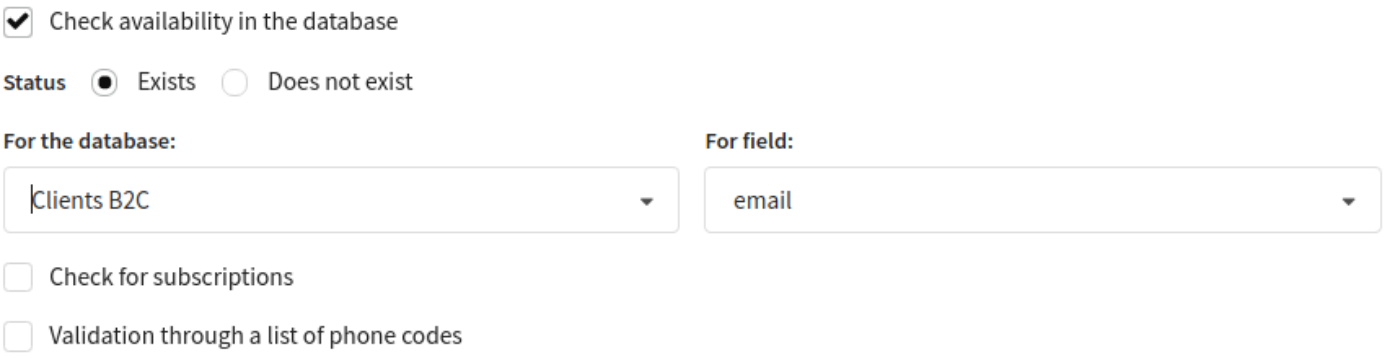
Validation	Form field
Required **(such field must be filled out by a customer or he'll not be able to submit the form or go to the next page)**	**Short text, email, phone number, long text, number, one choice, drop-down list, date, file, range**
Limit the number of characters in the response	**Short text, long text**
Validation through regular expressions.	**Short text, long text**
Check the availability in the database	**Short text, email, phone number, number**
Check for subscriptions	**Email, phone number**
Validation through a list of telephone codes **(specify telephone codes through the + symbol).**	**Phone number**
Limit the value in the answer	**Number**
Limit the number of choices you can make **(decide a minimum and a maximum number of options the user can select)**	**Drop-down list**
Validation types "Check the availability in the database" and "Check for subscriptions" allow you to restrict form submissions for certain users. For example, you can allow only registered users to submit, or prevent the same user from resubmitting a form.	

Check the availability in the database

At the moment of submitting the form, the platform will check if the profile of the person who filled out the form exists in the database. If a profile with the specified data does not exist, the user will not be able to submit the form.

When you set up the form, you need to select:

- **the status you'd like to check (exists or does not exist),**
- **database in which the platform need to look for the profile,**
- **the specified field in the database.**

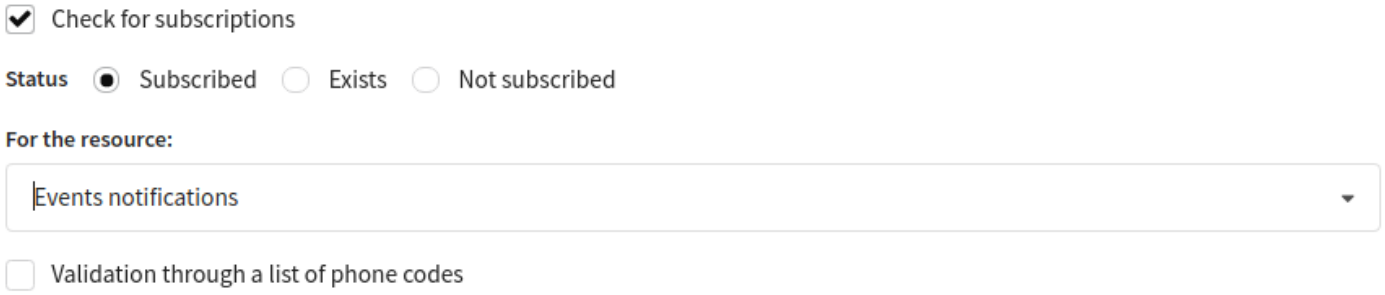


Check for subscriptions

At the moment of submitting the form, the platform will check if the profile of the person who filled in the form is subscribed to the specified resource. If a profile with the specified subscription does not exist, the user will not be able to submit the form.

When you set up the form, you need to select:

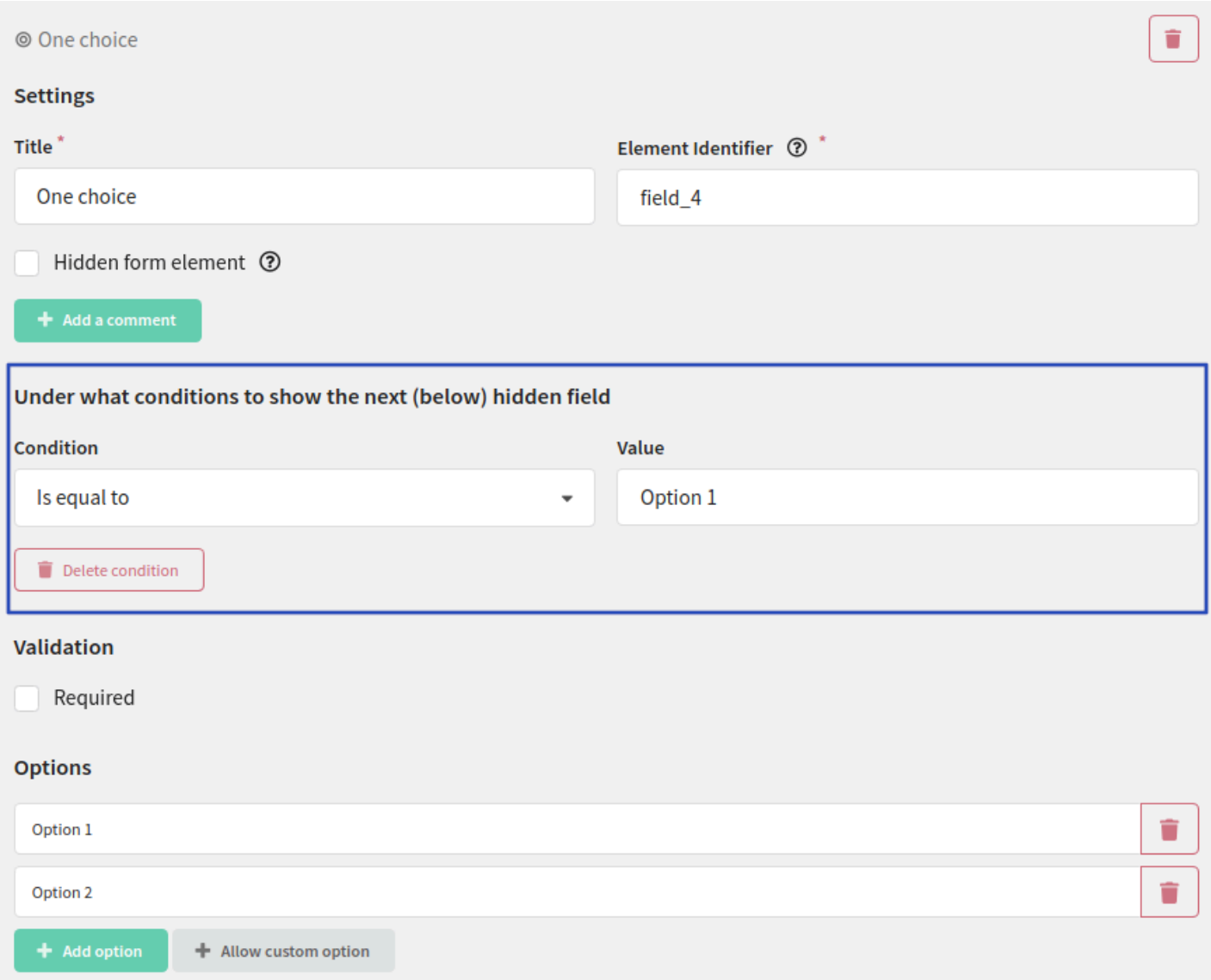
- **the status you'd like to check (subscribed, exists or not subscribed),**
- **the resource the subscription to which the platform needs to look for.**



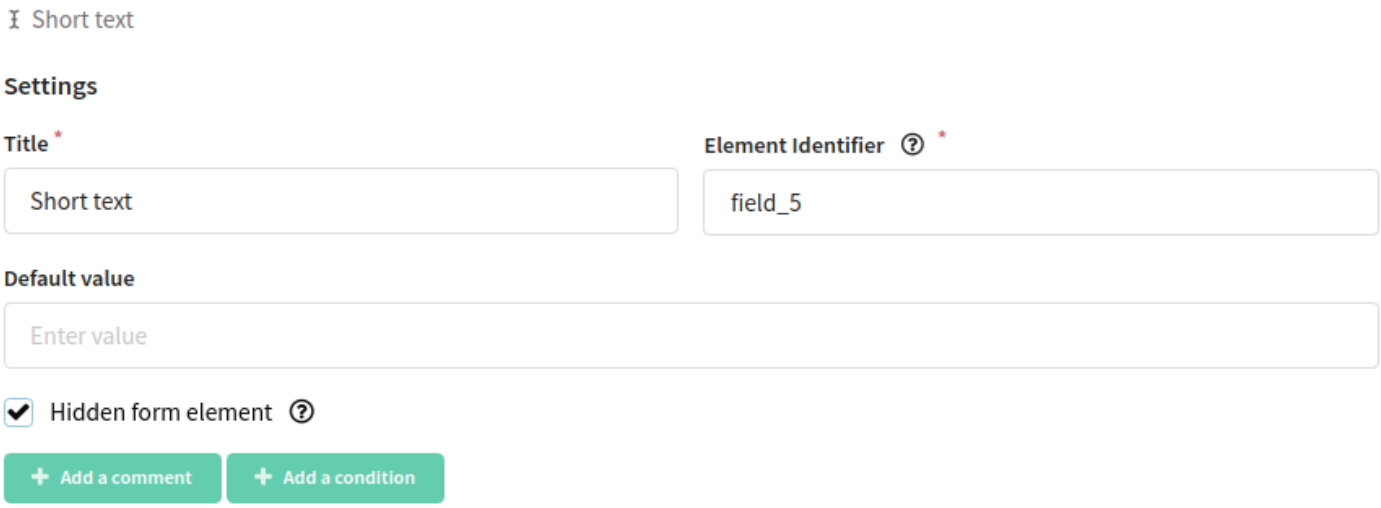
Field display condition

You can show some elements depending on how the user answers the previous question. To do this, when setting up the element, click on the "Add condition" button — additional fields will open (Under what conditions show the next hidden field).

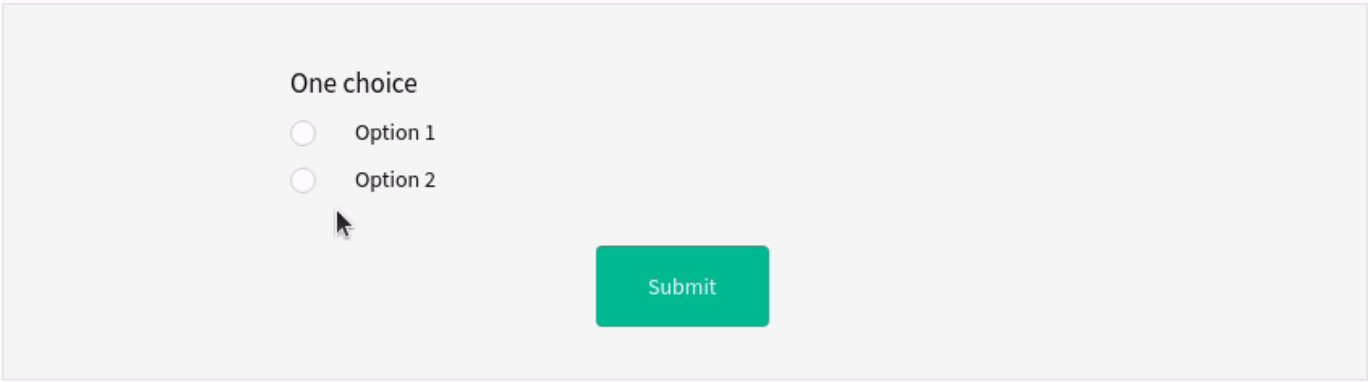
Specify the condition and value that the user should select:



Next, add the element you want to show if the user selects a certain value in the question above. Activate the "Hidden form element" option:



Now if the user has selected a certain option, the hidden element will be shown for him. Otherwise, he will skip to the next question.

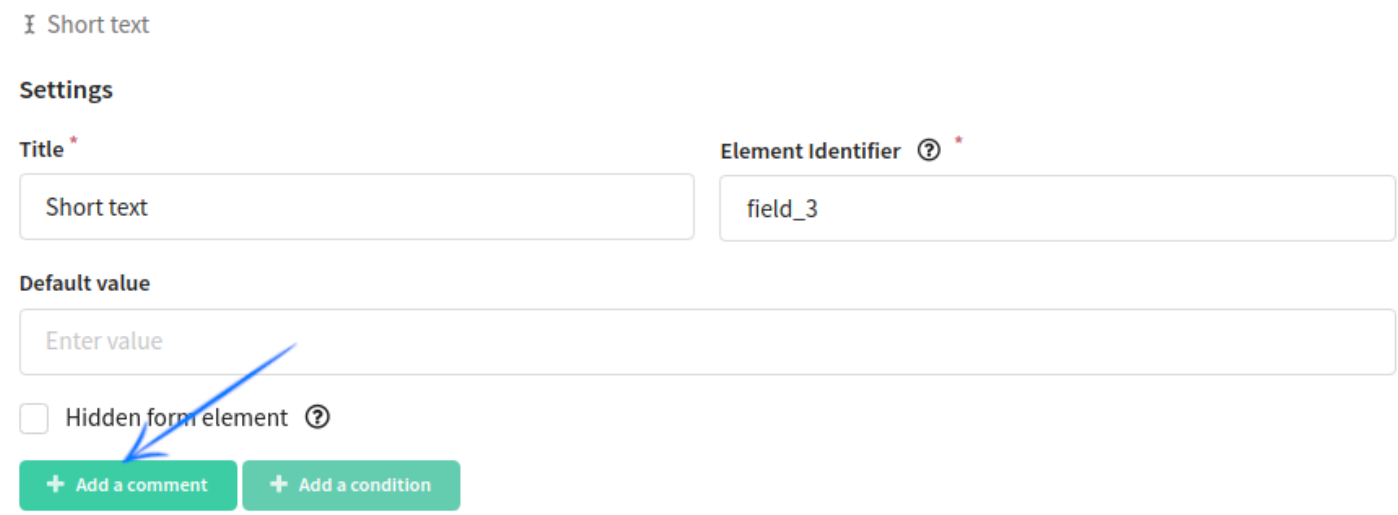


TIP

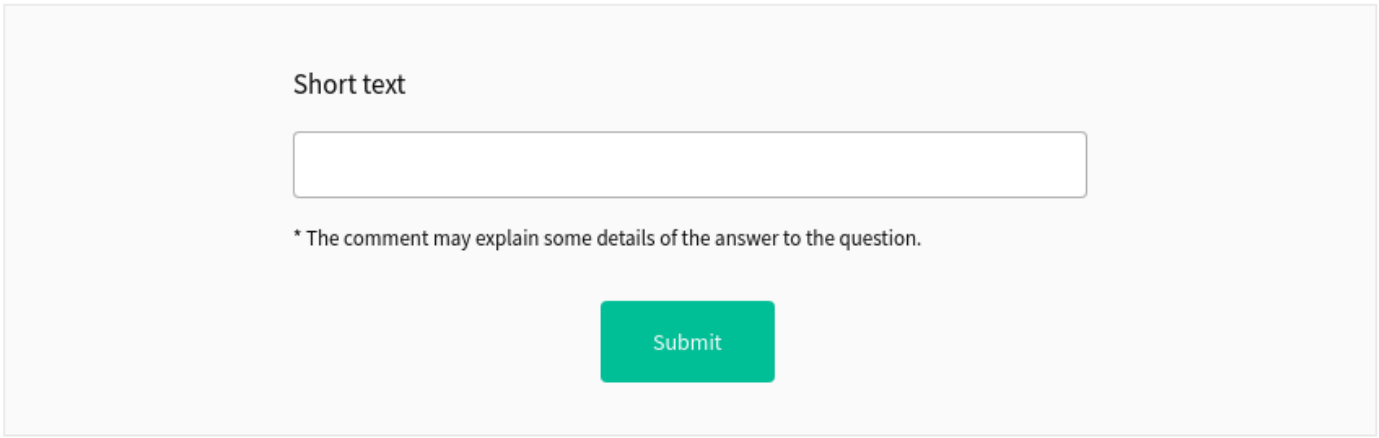
To add more complex conditions, for example, transition between pages of the form depending on the answers, set up the "Logic" block.

Comment

For each element, you can add a comment:



Your comment will be displayed below the form field:



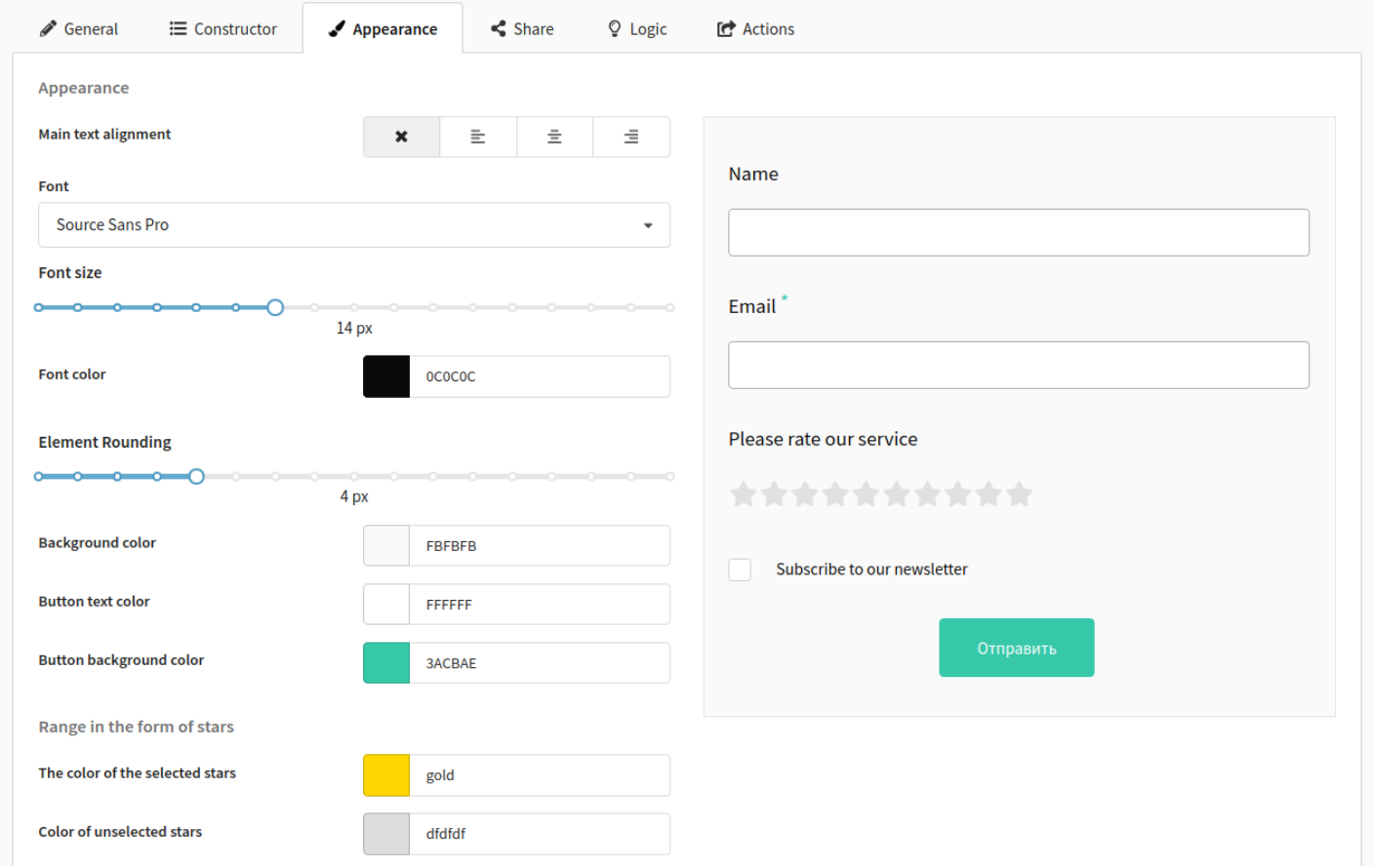
Appearance

Appearance

The next tab is Appearance. You can customize the appearance of the form here:

- **fonts (font family, size)**
- **colors (text, background, buttons)**
- **alignment (no alignment, left/right, center)**

O the left side a preview of the form is displayed in real-time.



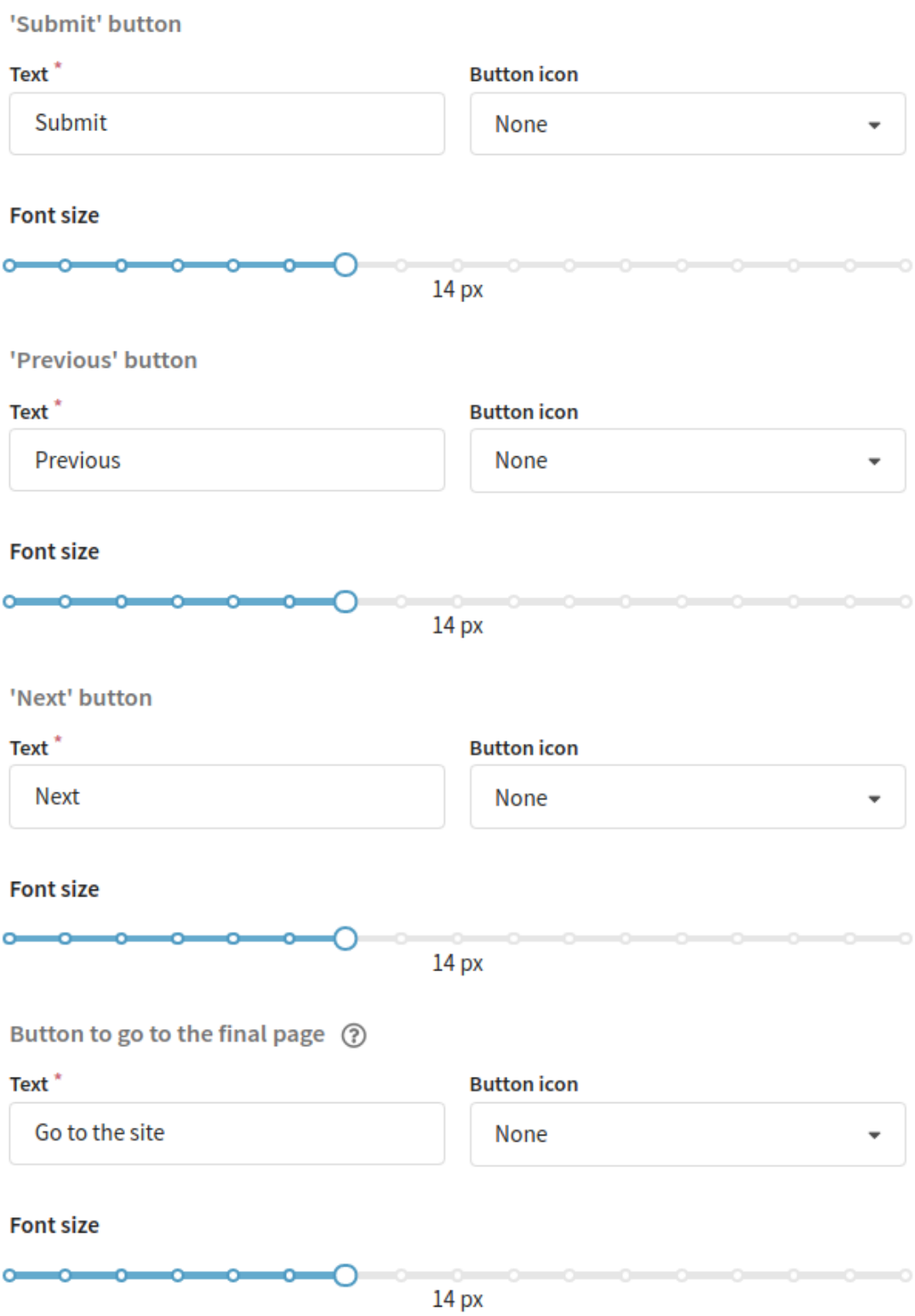
The available form buttons:

- **"Submit" (to send the form)**
- **"Previous" (to go to the next page of the form)**
- **"Forward" (to go to the previous page)**
- **Button to go to the final page**

INFO

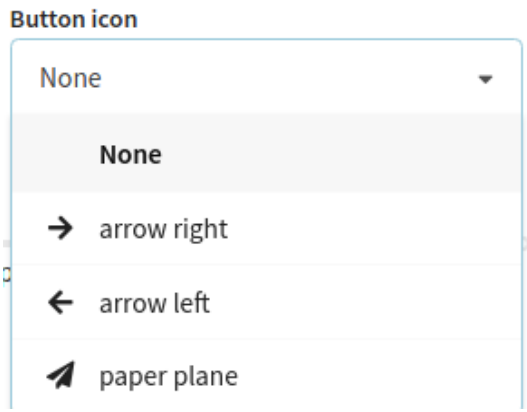
Button to go to the final page

If you leave the field with the button text empty or on the “General” tab in the settings of the final page do not specify a link to go after filling out the form, then the button will not be displayed.



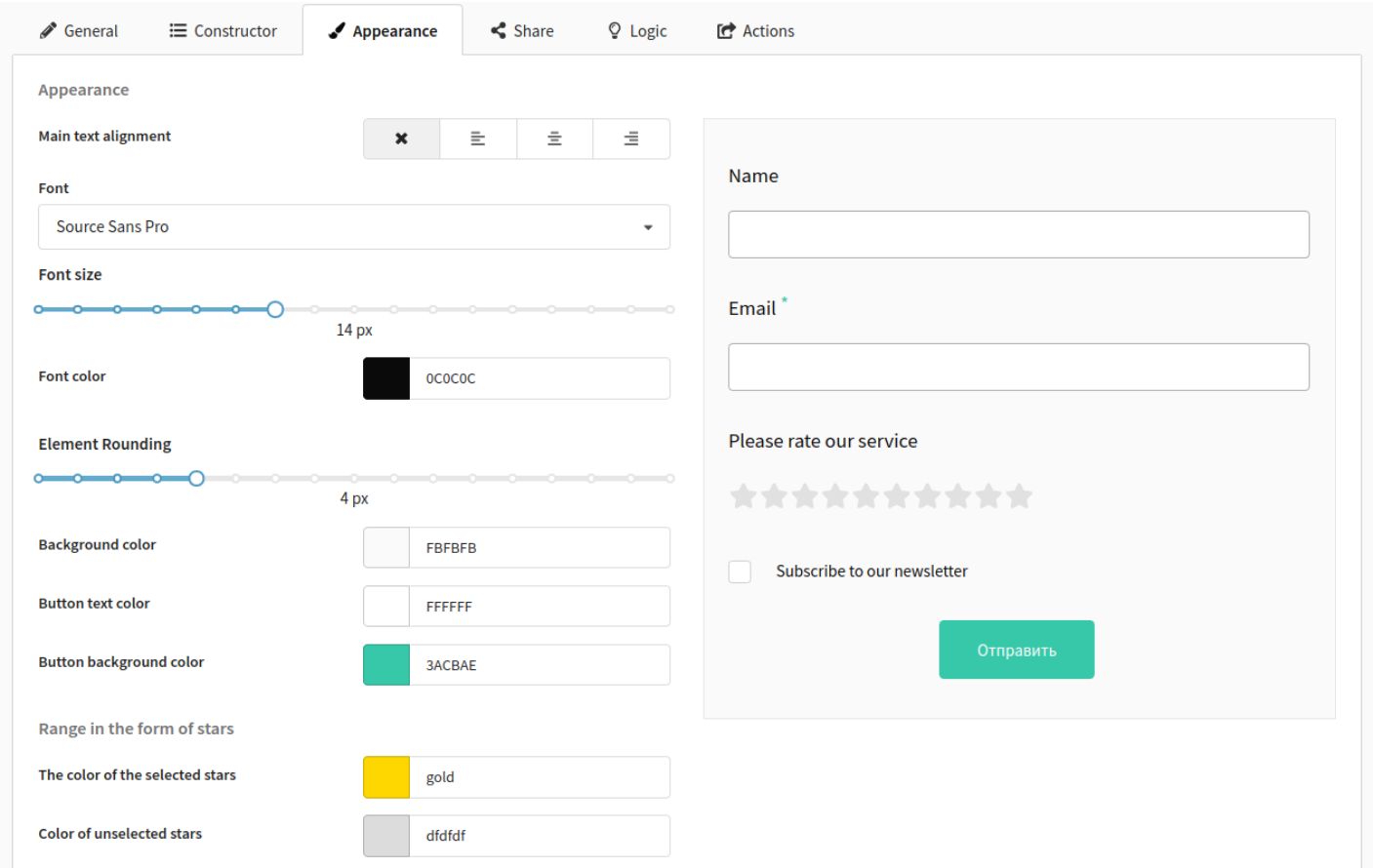
For each button, you can specify:

- **the text that will be displayed in the button**
- **font size (pixels)**
- **an icon**



So you've set up the basic settings of your form, the structure of the fields and the form appearance. Now save the form. Only then the form will be activated and you'll such options as to set up action settings and to publish the form.

The next tab is Appearance. You can customize the appearance of the form here: fonts, colors, buttons. At the same time, on the left side a preview of the form is displayed in real time.



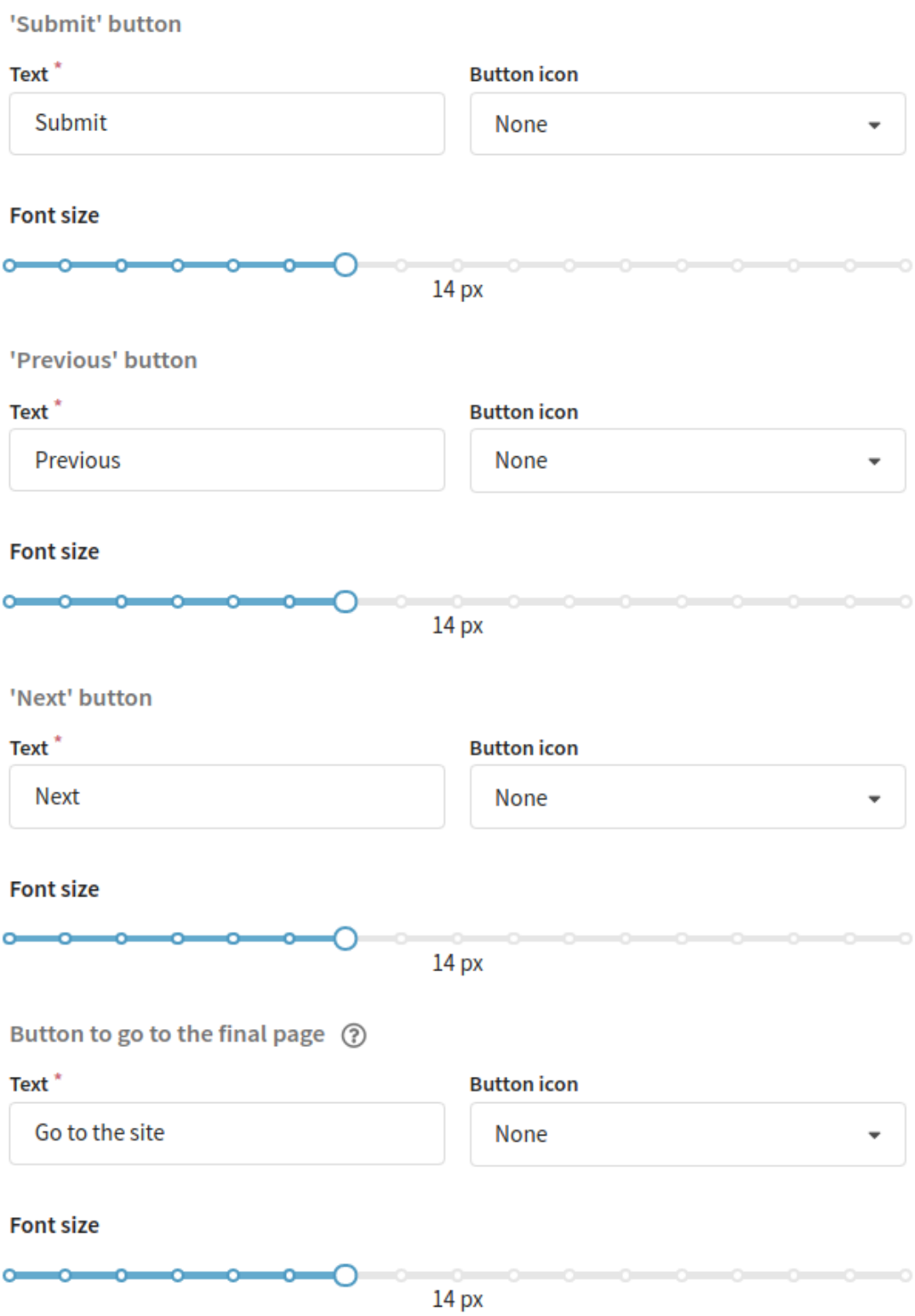
The available form buttons:

- **"Submit" (to send the form)**
- **"Previous" (to go to the next page of the form)**
- **"Forward" (to go to the previous page)**
- **Button to go to the final page**

INFO

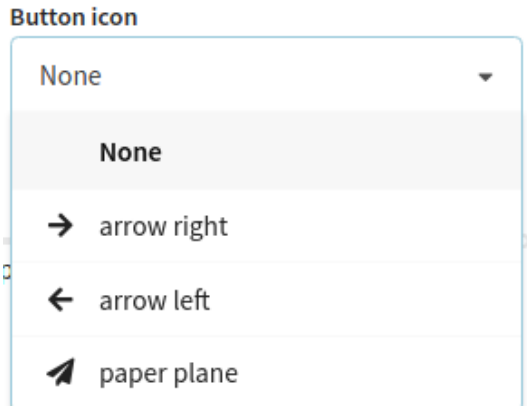
Button to go to the final page

If you leave the field with the button text empty or on the "General" tab in the settings of the final page do not specify a link to go after filling out the form, then the button will not be displayed.



For each button, you can specify:

- **the text that will be displayed in the button**
- **font size (pixels)**
- **an icon**



So you've set up the basic settings of your form, the structure of the fields and the form appearance. Now save the form. Only then the form will be activated and you'll have such options as to set up action settings and to publish the form.

Actions after form activation

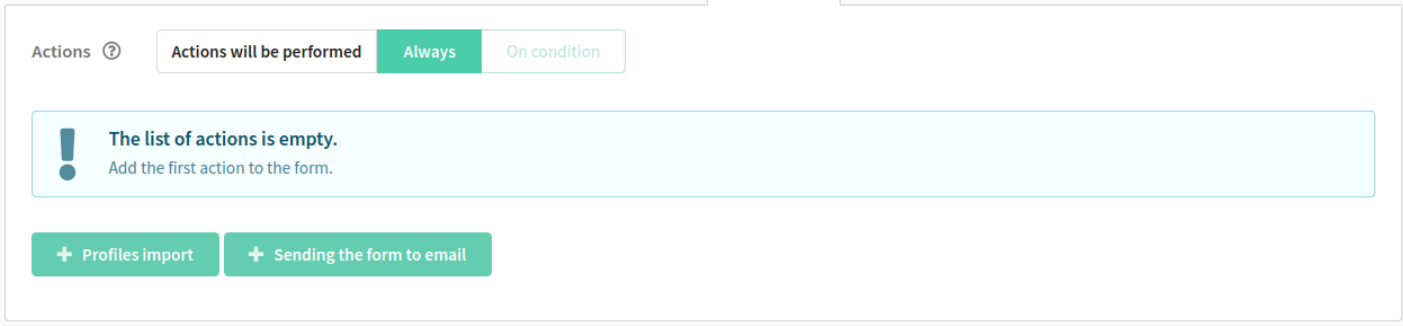
Actions after form activation

TIP

Before you start working with actions, save the form.

In the “Actions” tab, you can select the actions to be done if the user has successfully completed the form:

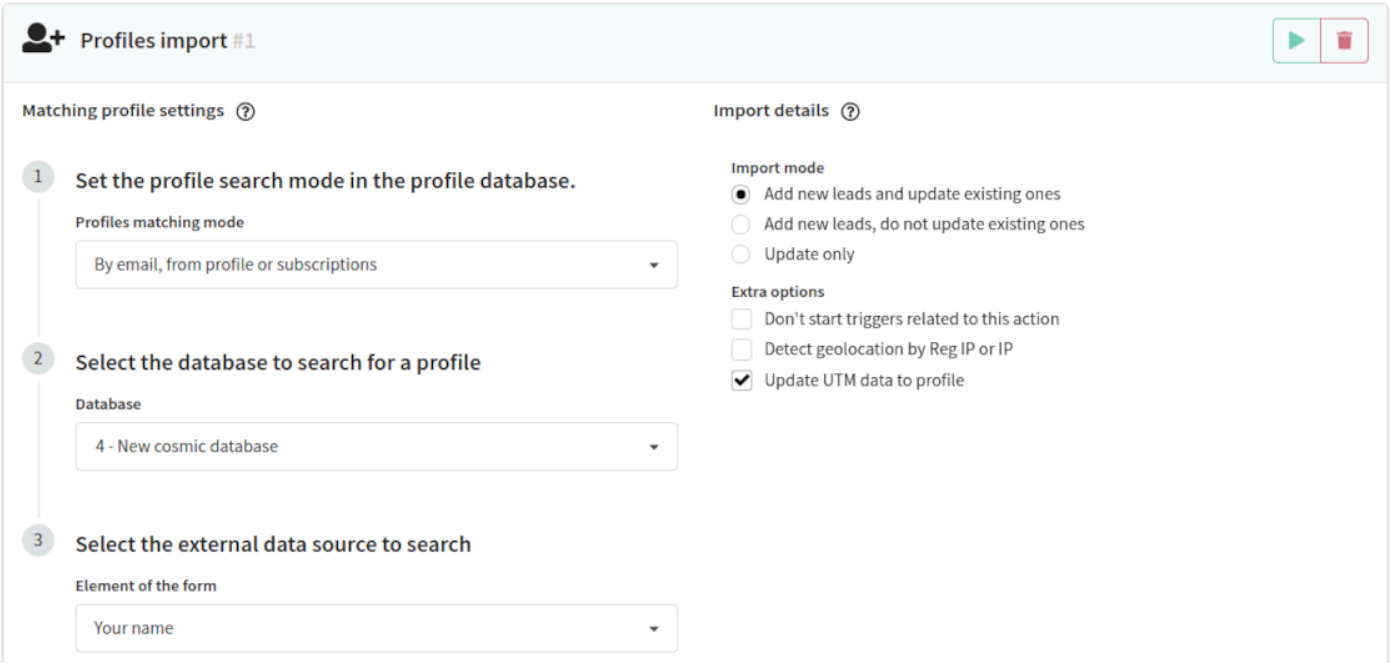
- **profiles import allows you to upload the data of the user who filled out the form into the database;**
- **sending the form to email allows you to send form completion alerts to the specified email addresses.**



Profiles import

Matching profile settings

You can import those people who have successfully completed the form into profiles databases. Select the database where you want to import a new profile. Set the profile search mode in the profile database and select the element of the form that will be the source of import.



On the right side you can specify the import method:

- **Add new leads and update existing ones;**

- **Add new leads, do not update existing ones;**
- **Update only.**

You can also add additional rules:

- **Don't start triggers related to this action: disable trigger notifications for the new profile after importing into the database;**
- **Detect geolocation by Reg IP or IP: enable automatic detection of the client's geolocation based on the data in the Reg IP (registration IP address) or IP (last known IP address) fields;**
- **Update UTM data to profile: if the form contains UTM tags, then the information about these tags is automatically updated in the profile structure after import.**

Column mapping

You can set the matching between the form elements and the fields in the profile card.

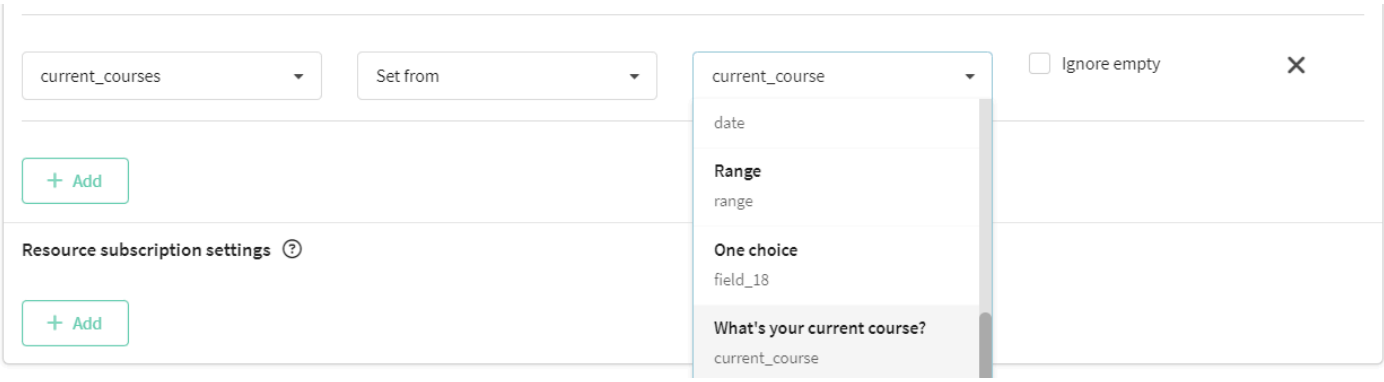
In the drop-down menu “Field in the database” fields from the database are available: system and custom. They are necessary for matching with the main fields of the form. For example, the Email field in the database corresponds to the field of the form in which you want to specify the Email.

In the menu “Action” you can choose three options: set from, set custom or remove field.

The “source column” contains fields that exist in the form. You can name them yourself for easier matching. We recommend naming them the same way as the fields, system and custom, are called in the database.

“Value handling” contains an action “Ignore empty”. If this field in the form is not filled in, then its value does not overwrite the value in the database that is set by default.

To make it right to match fields, give them the same names as the system or custom fields in the database.



Form element	Field’s type in a database
Short text	**Line**
Email	**Line**
Phone number	**Phones list / Line**
Long text	**Line**
Number	**Integer**
Yes/No	**Boolean**
One choice	**Line**
Multiple choice	**Tags**
Drop-down list	**Tags**
Date	**Date (RFC 3339 (ISO 8601))**

Form element	Field’s type in a database
File	Object
Range	Integer

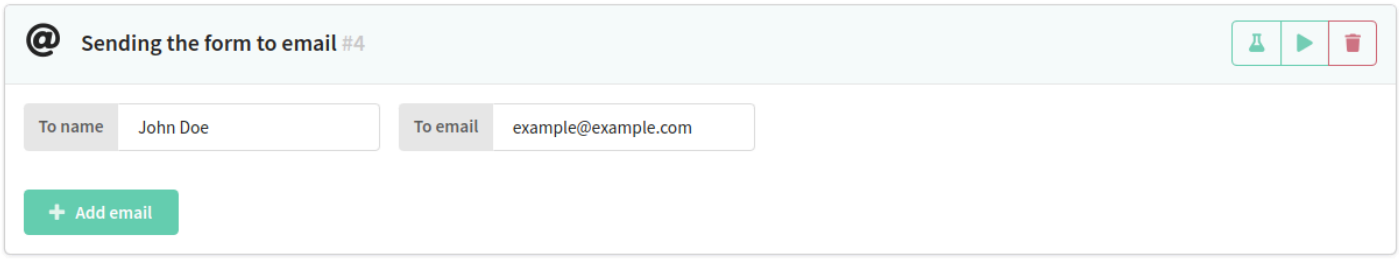
Resource subscription settings

During the process of importing profiles from forms you can add new profile’s subscription to any resource at once. You need to select:

- **nameotification about filling out the form**
- **name and ID of the form**
- **link to the form (*Go to view collected data*)**
- **amount of form fillings**
- **archive containing a csv file with data on the form and, if available, a file attached by the user**

Sending the form to email

Add this action if you want to be notified when a form is completed. Enter your name and email address. You can add multiple recipients.



Each time the user fills out the form, an email will be sent to the specified email address with the following data:

- **form name and ID**
- **date and time of completion**
- **user responses (Form data)**
- **form link (Go to view collected data)**
- **an archive containing a csv file with form data and, if available, a file attached by the user**



The form #50 - New cosmic form has been filled

The form has been filled at 2022-01-14 19:33:05

Form data:

Email:	jane@example.com
Name:	Jane Doe
One choice:	Option 3

Go to view collected data



— test action (send a test message to the specified email address to make sure that the entered data is correct)



— start action (a message will be sent to the mailbox with information about how many times the form was filled out, and an archive containing data on filling)



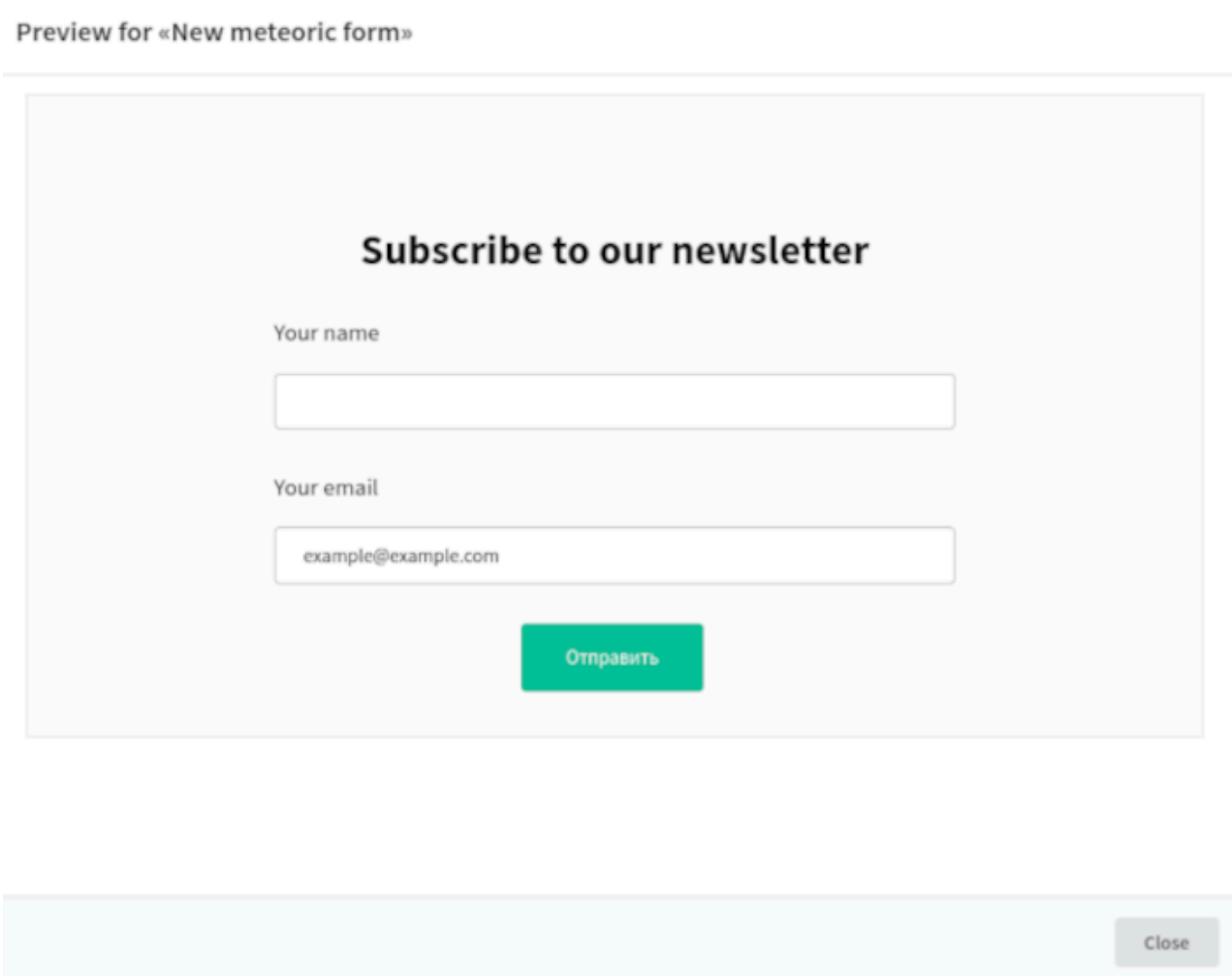
— remove action

TIP

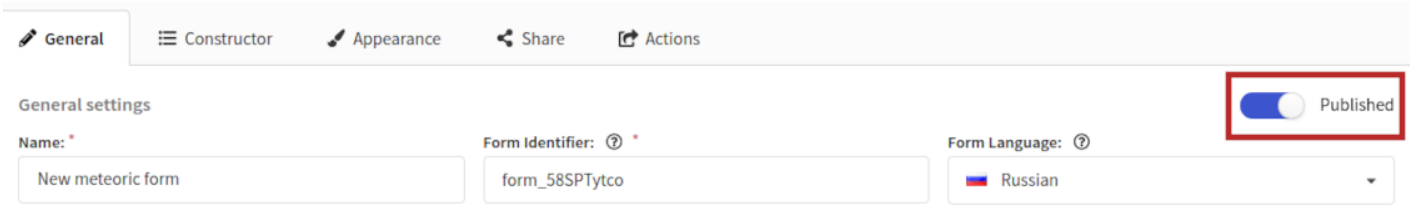
The Test action and Start action buttons work only if the form is published.

Preview and publication

If you wish you can look at your form at any moment. Just click the button of preview on the upper panel and you'll see how exactly the published form will look.



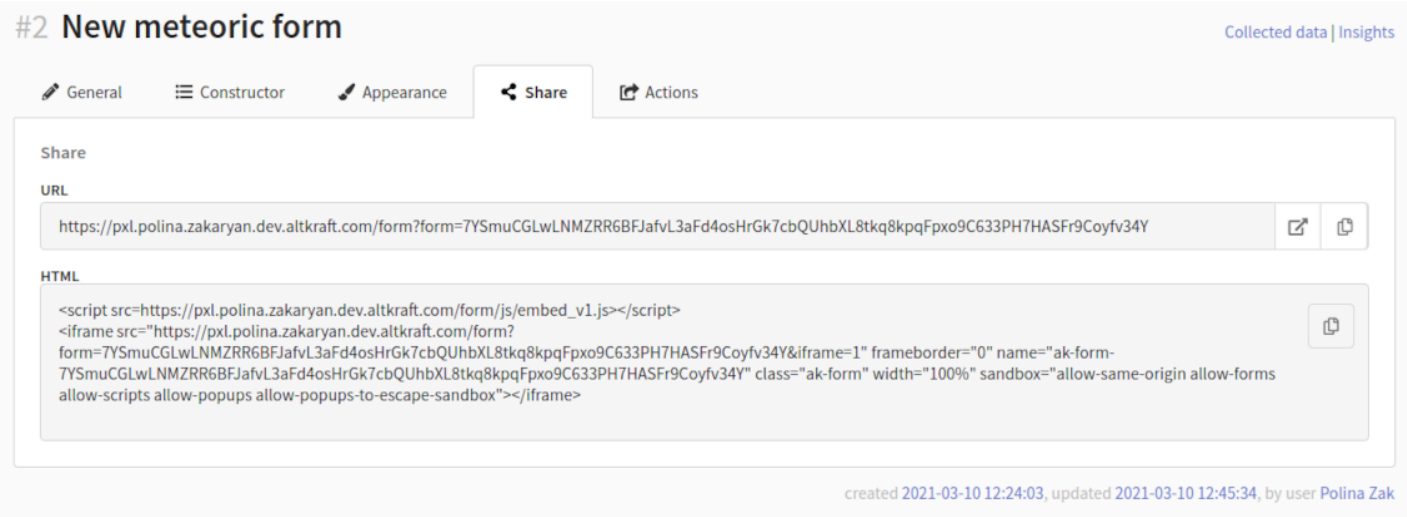
When the form is ready, you can publish it. All you need to do is to enable “Published” option on the “General” tab.



Once the form is published and saved, it can be used in two ways:

- **URL: The platform generates a URL that leads to a separate page with the form. You can send this link to subscribers through any communication channel by adding the form variable to the message template. Learn more.**
- **HTML: The platform generates HTML code that needs to be added to your website page. The form will be embedded as an iframe element.**

The URL and HTML code for the form are available on the “Share” tab:



TIP

After filling out and submitting the form, the user can be redirected to the system's final page or to any other page specified in the form settings. Please note that when embedding the HTML code of the form on the website, this page will not open inside an iframe element on the current page, but the user will be redirected to a new page.

Data analytics

Data analytics

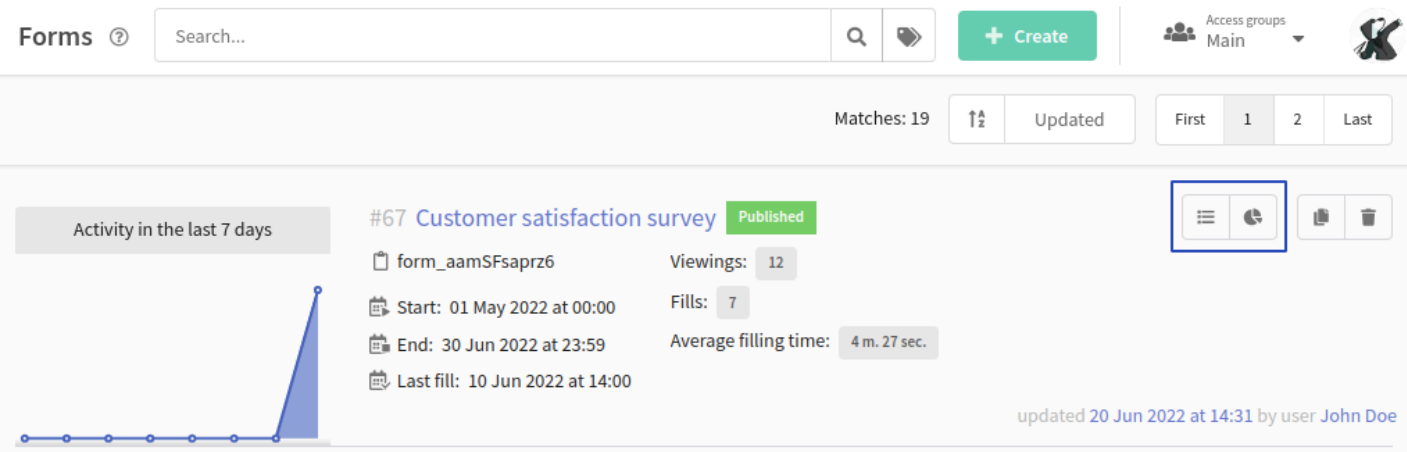
Description

You can analyze the results obtained after filling out the form in the “Collected data” section or in the “Insights” section.

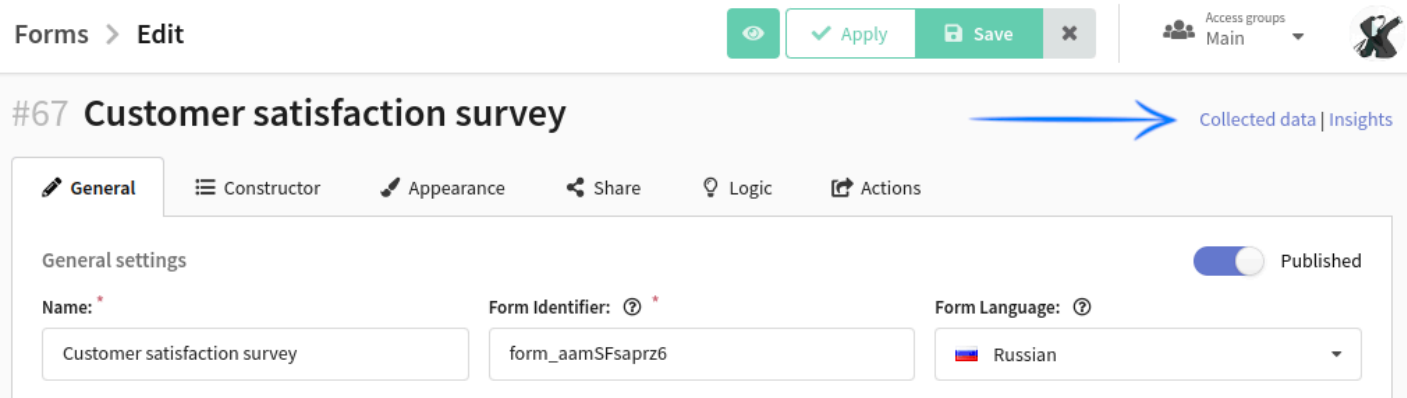
Collected data shows the responses of a specific user.

Insights provides a general summary of the form (views, completions) and statistics on a specific question.

To go to one of the sections, find the required form in the general list and click the corresponding icon on the toolbar:

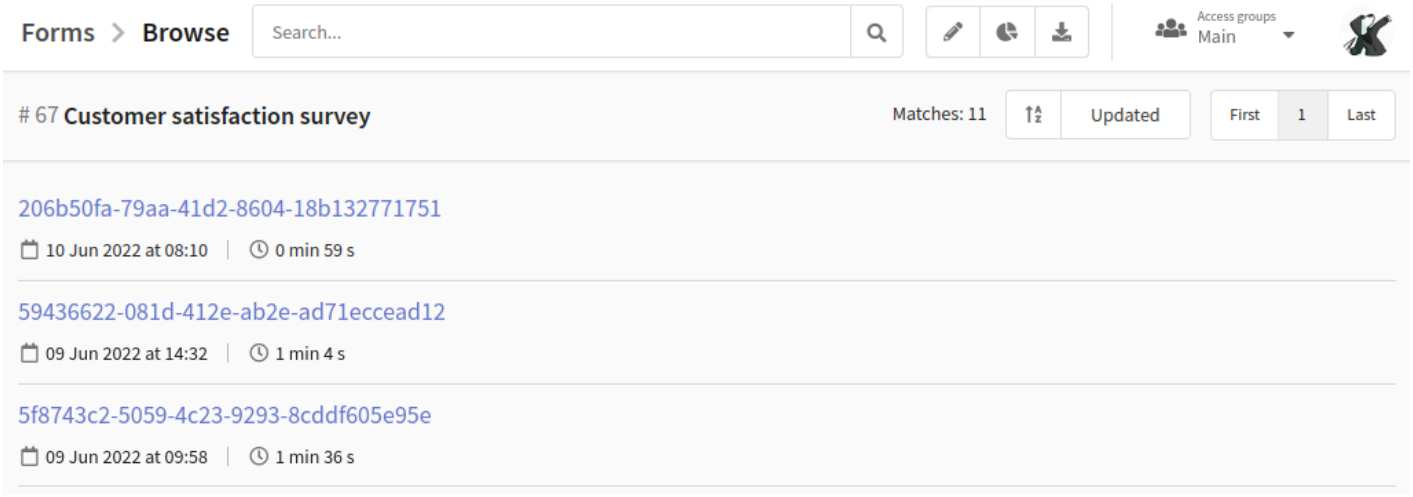


You can also go to analytics from the form editing window:



Collected data

Open the form and go to the Collected data section. Here you will see a list of IDs of all completed forms. Click on an ID to get detailed information.



INFO

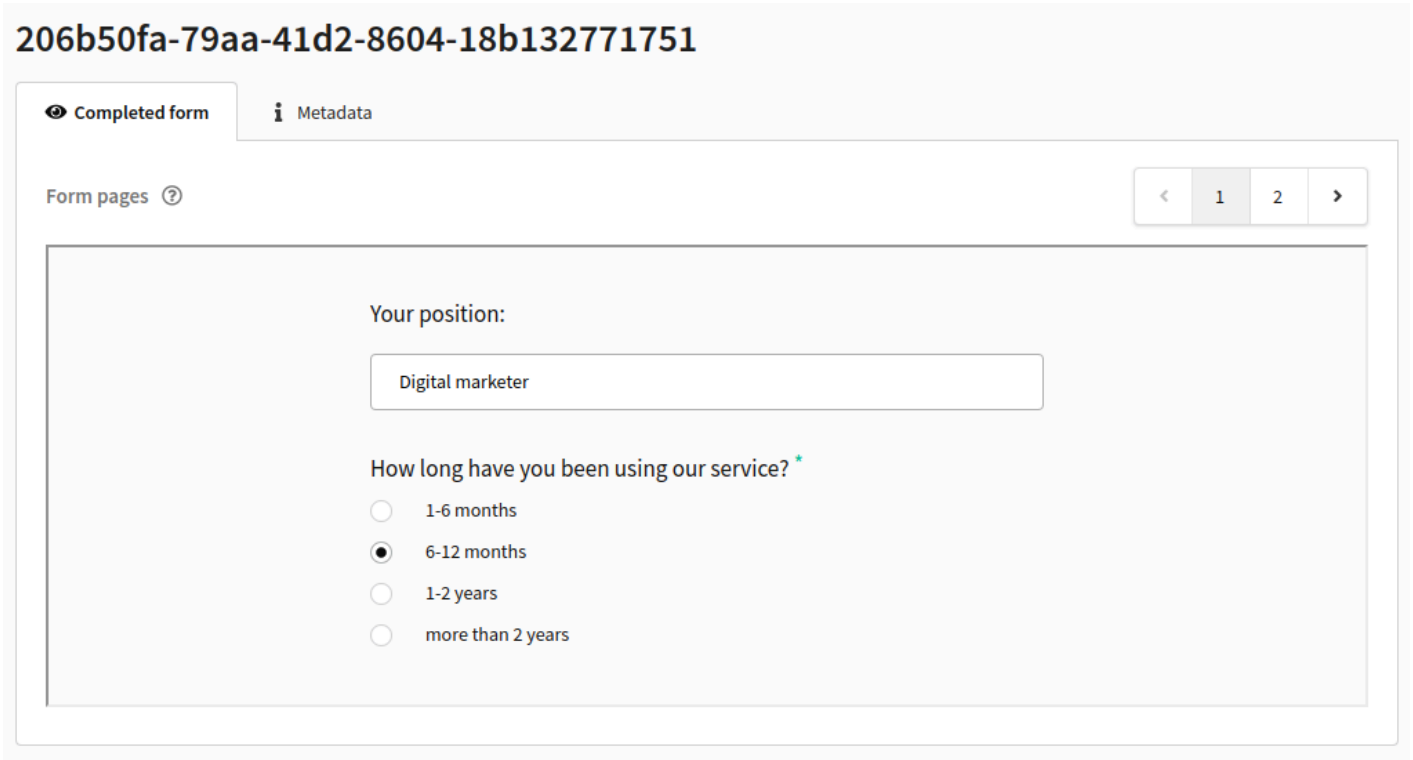
The following buttons are located in the upper right corner:

— go to the form editing window.

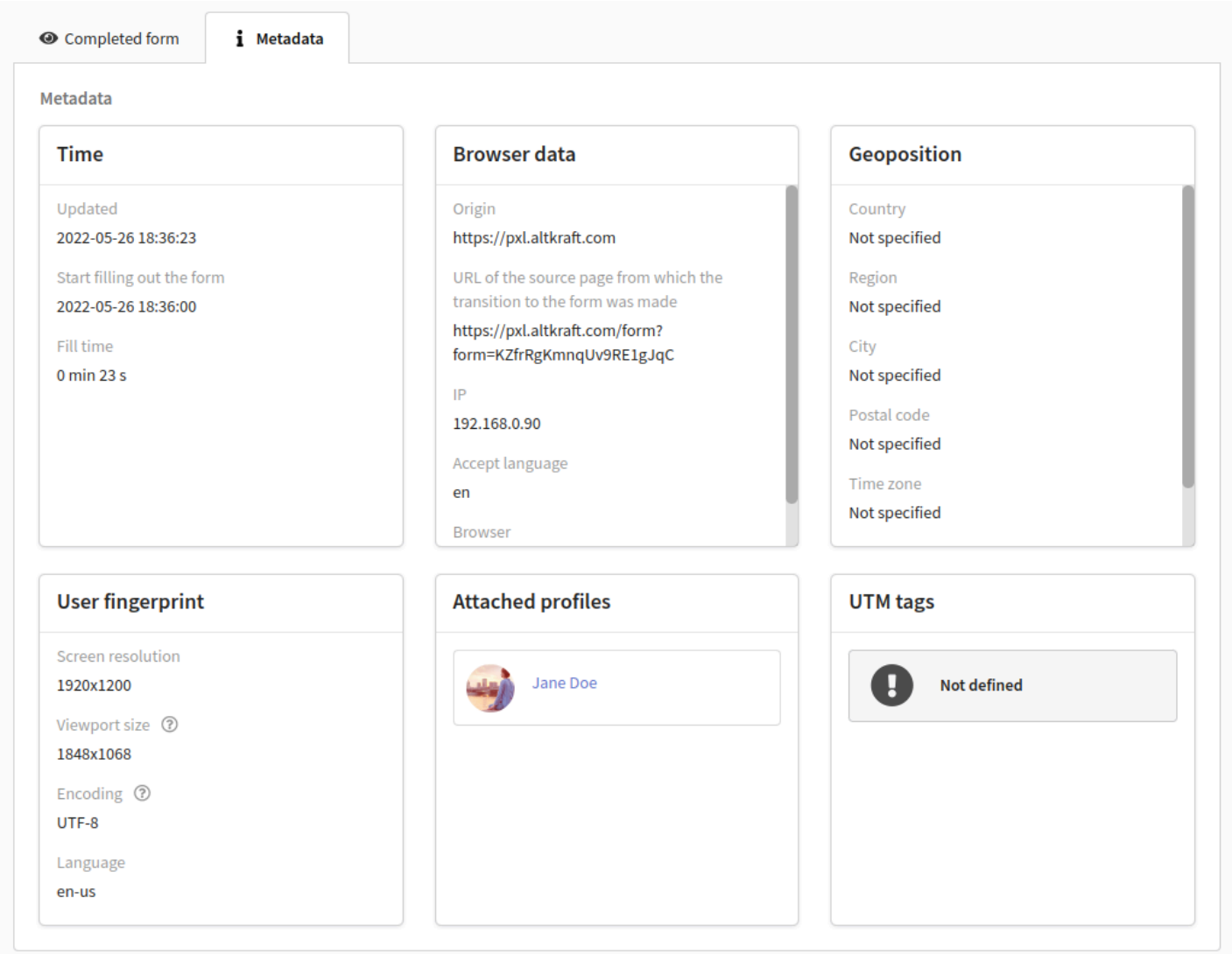
— open form insights.

— export data on form completions for a certain period.

On the “Completed form” tab, you can find out exactly how the user filled out each field:



The “Metadata” tab displays detailed information about filling out the form: time, browser data, geolocation, user fingerprint, and UTM tags.



Form insights

Open the form and go to the "Insight section. On the top panel, open the calendar and select the period for which you want to receive data.

Analytics provides the following information:

- **Views (how many times the form page was loaded).**
- **Fills (how many times the form was filled out and submitted).**
- **Average filling time .**

INFO

These metrics are not unique. If the same user has viewed or completed the form multiple times, all views and submissions will be counted.



There are two tabs available in Form insights:

- **Results analysis — statistics on a specific field in the form.**
- **Statistics of survey — a general summary of the form.**

Results analysis

This tab displays statistics on the completion of a particular field in the form. To switch between pages of the form, use the buttons in the upper right corner.

Data for each field is collected in a separate block. Here you can see the question and answers given by users. At the bottom of the block, it shows how many times the field was filled in total.

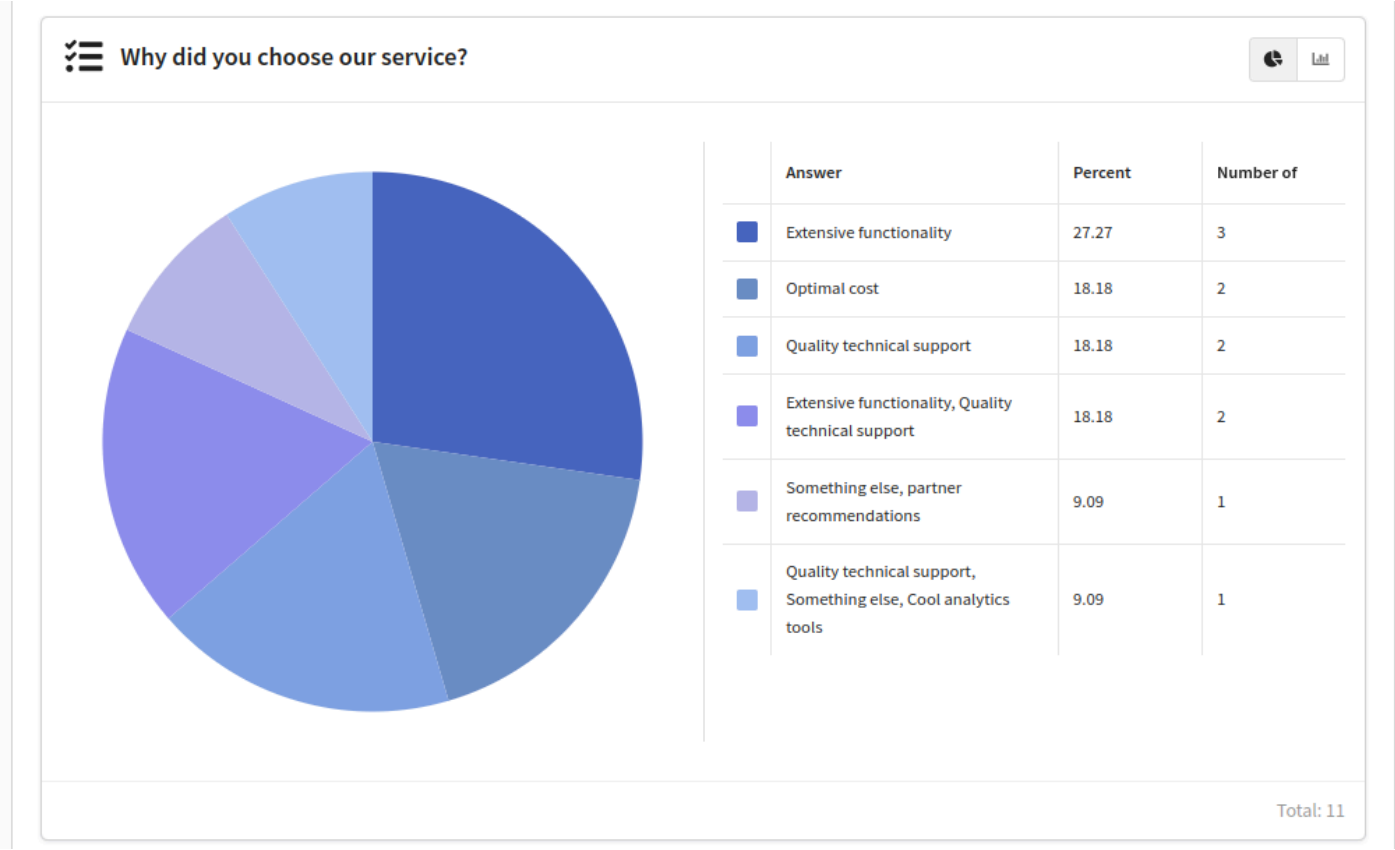
Most of the data are presented in percentage and quantitative terms. Additionally, it is possible to visualize them in the form of a bar -



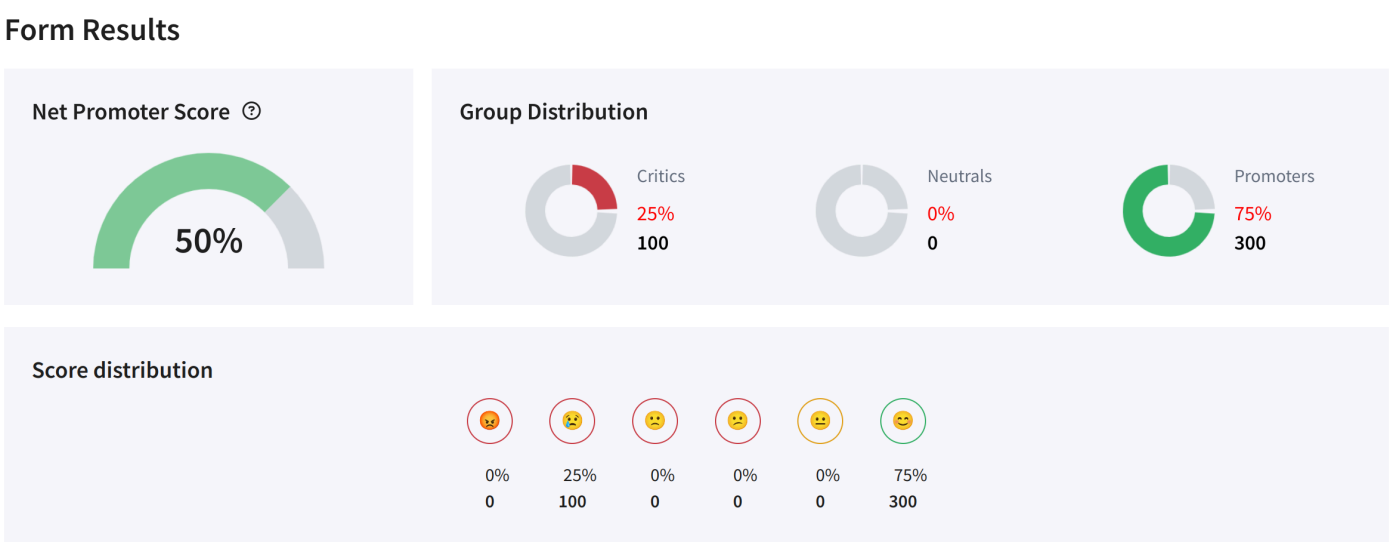
or pychart



.

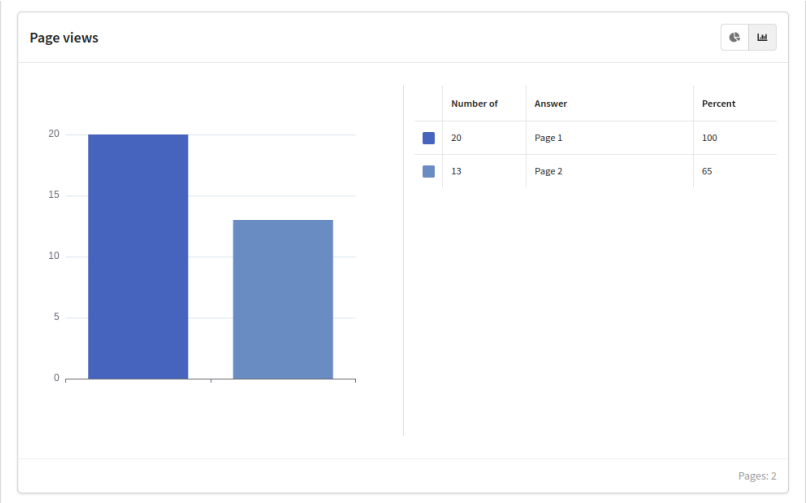
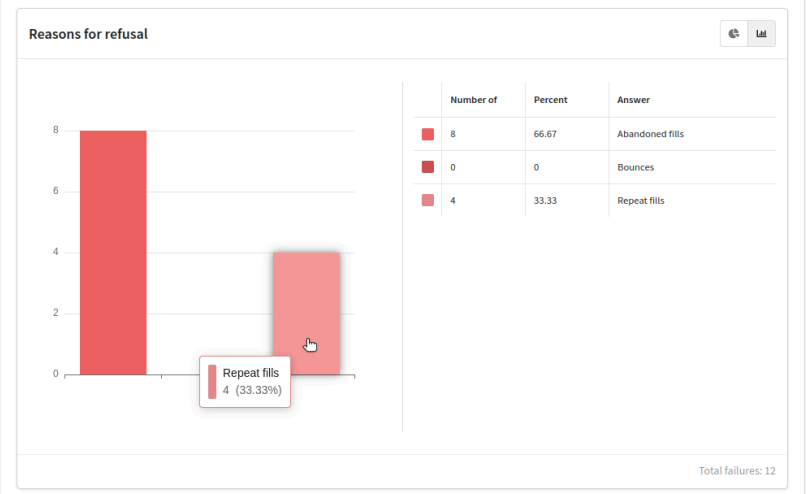


For forms containing NPS survey, the Net Promoter Score and the distribution of responses by group will be provided:



Statistics of survey

On this tab you can find the following information:

Page views **Views will show how many times each page has been loaded. With this metric, you can find out on which page users most often abandon the form, and further optimize it.**	
Reasons for refusal **1. Abandoned fills — the user partially or completely fills out the form, but does not submit it.** **2. Bounces — there were technical problems when filling out the form (for example, the server stopped).** **3. Repeat fills — the same user fills out the form several times. Although such fillings appear in the rejection reasons, they are also included in the overall summary.**	

Analytical slices of the report

Below you can group respondents by additional parameters:

- **referrer**
- **browser**
- **operation system**
- **language**
- **time zone**
- **UTMs**

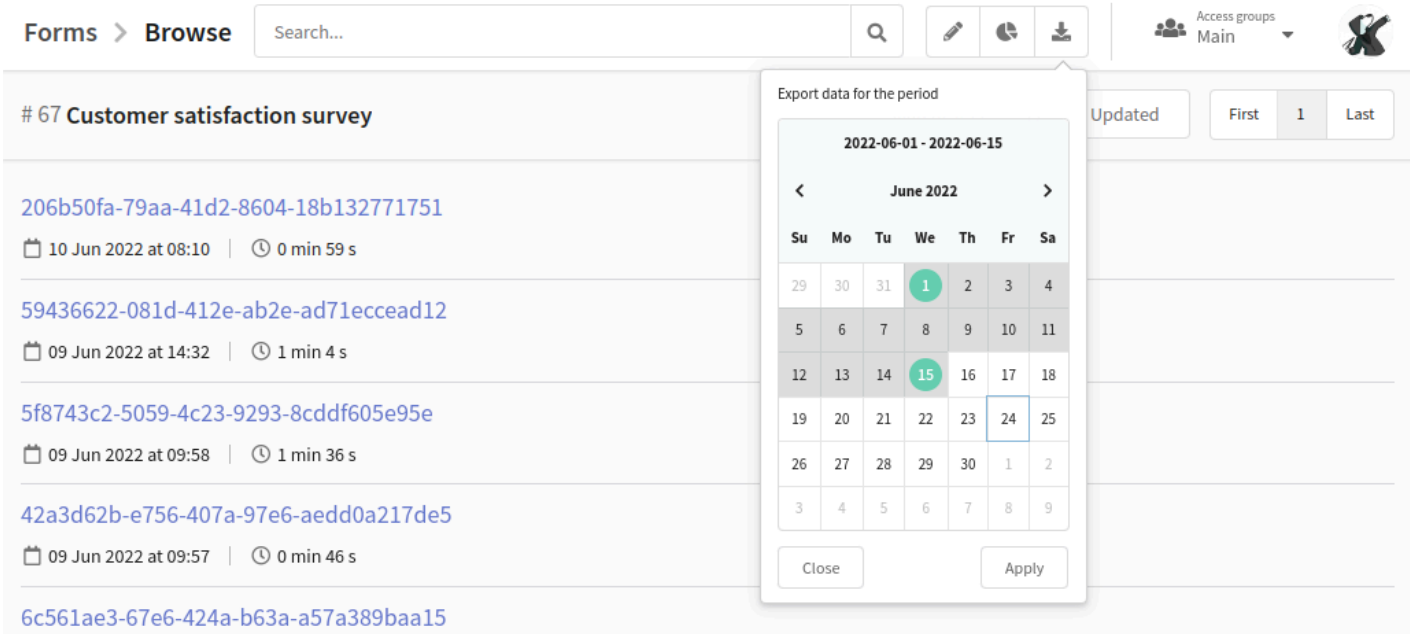
Form export

Choose a form. Go to the “Collected data” section. There is an export button



at the top of the page. Click on it.

In the calendar, specify for which period to export data. Click Apply. Go to Tasks and download the file.


Forms > Browse
Search...
Access groups
Main
67 Customer satisfaction survey
Updated
First
1
Last
206b50fa-79aa-41d2-8604-18b132771751
10 Jun 2022 at 08:10
0 min 59 s
59436622-081d-412e-ab2e-ad71eccead12
09 Jun 2022 at 14:32
1 min 4 s
5f8743c2-5059-4c23-9293-8cddf605e95e
09 Jun 2022 at 09:58
1 min 36 s
42a3d62b-e756-407a-97e6-aedd0a217de5
09 Jun 2022 at 09:57
0 min 46 s
6c561ae3-67e6-424a-b63a-a57a389baa15
Export data for the period
2022-06-01 - 2022-06-15
June 2022
Su Mo Tu We Th Fr Sa
29 30 31 1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 1 2
3 4 5 6 7 8 9
Close
Apply

Binding data channel and forms

Binding data channel and forms

Description

In most cases, the form is intended for website visitors. We create forms to invite new visitors to subscribe to our content newsletter. How does it work? The client goes to the site, sees the form and, if he has both strength and desire, fills it out. The next step is all the data the user left is sent to one of the databases on the platform and we get a new digital profile. As you may have noticed, the people who fill out the form usually don't subscribe to any of our resources yet.

But what if we'd like to get feedback from the client who is already subscribed to one of the resources? Or what if we'd like to collect additional information about the profile in order to decide whether it is worth subscribing to a new resource? In this case, we send the form to the person whose digital profile is already in our database. Will the Altcraft platform be able to recognize a familiar profile?

The answer is yes. If the profile that decided to fill out the form is already in one of your databases, the platform will identify it the moment the person opens the form.

What are the advantages? You can set up automatic prefilling of form fields with data from the profile. For example, in a form, you have fields where you ask the customer to enter his email and phone number, but you already know all this information. Why not save our client's time and just send him a link to the template, where both his email and his phone number will be filled out?

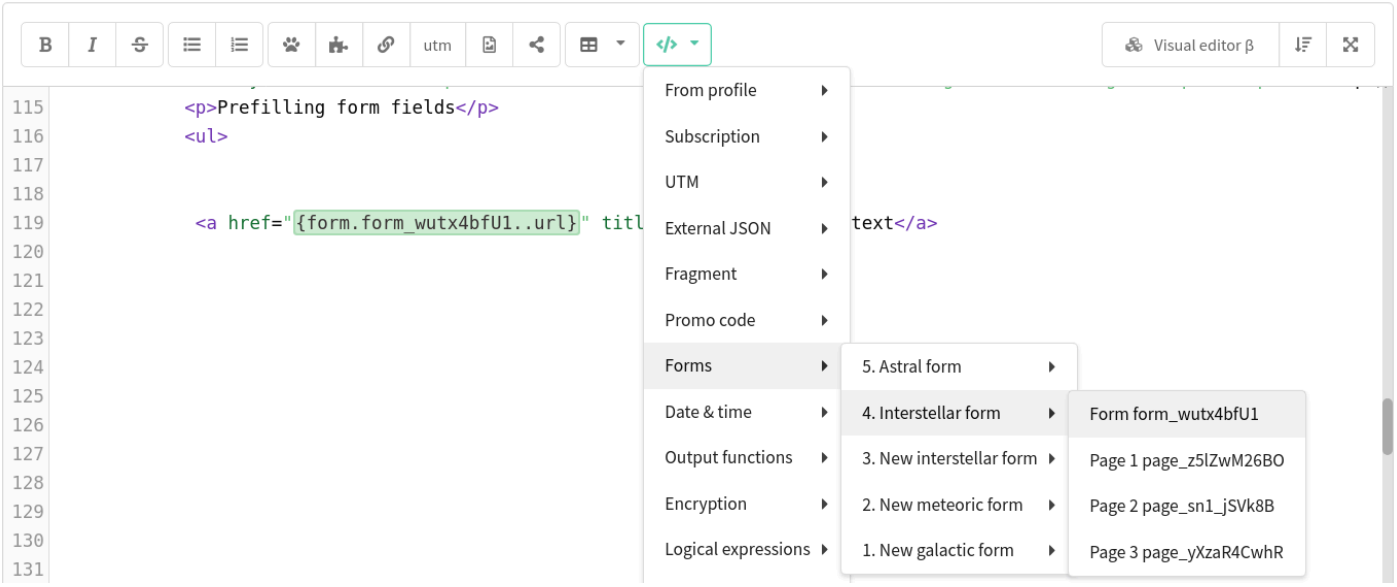
The only thing is, all this is possible only if you use one of the communication channels to send the form. If you just add HTML code of the form in the website structure, you can't prefill the form. Setting up automatic identification of a profile when filling out a form occurs at the time of creating a template for the campaign — in the HTML version of the letter.

How to add a form to a template

First of all, let's add a link to our template.



Now in the HTML version of the letter, click "</>" and select "Forms" from the drop-down list. You'll see all existing forms on the right. Choose one of them.



Then, move the form variable you've just added to the value of the href attribute.

```
<a href="{form.form_eyyVPnQTE.url}" name="link1">Link to the form "form_eyyVPnQTE"</a>
```



TIP

By the way, if there are several pages in the form, you can add a link to the page you need.

```
<a href="{form.form_eyyVPnQTE.page_eq55Lrs_J.url}" name="link2">Link to the first page of
the form "form_eyyVPnQTE"</a>
```

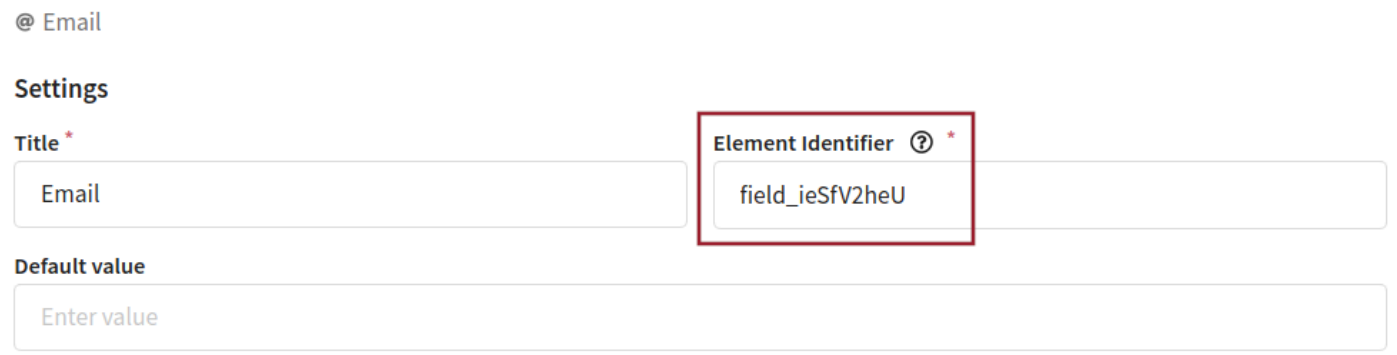


How to set up auto-complete fields

First, add a link to the form. We have described how to do this above.

After that, you need to pass the parameters and their values. Parameters are the fields of our form. For example, "name", "email". But we cannot pass such general names — it is necessary to find the identifier of each field.

Where can you find it? Go back to your form. Each element you add has its own ID.



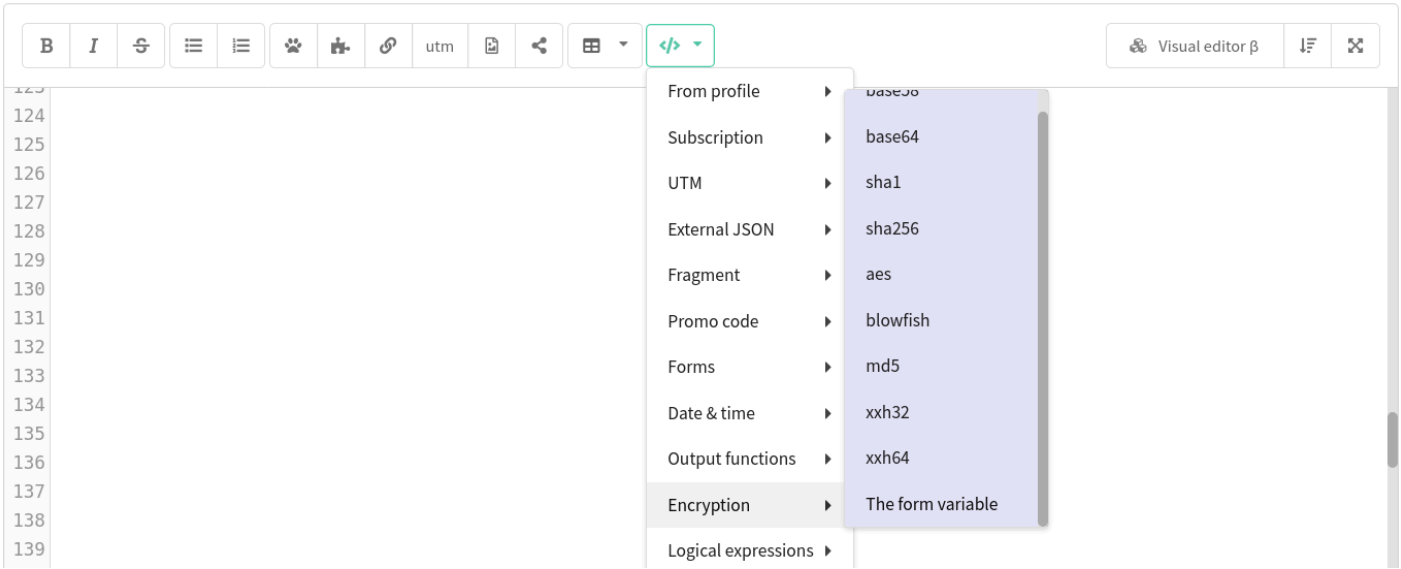
Copy it. Go back to the template and paste the parameter, separated by the ampersand &.

```
<a href="{form.form_eyyVPnQTE.url}&field_54vkfiZJC" name="link3">Link to the form with automatic prefilling of fields</a>
```

Now it''s time to figure out the values of the parameters. The simplest option is to fill them on your own. In other words, enter a text or a number that will be displayed the same for each customer.

```
<a href="{form.form_eyyVPnQTE.url}&field_54vkfiZJC={formcrypt("Свое значение")}" name="link3">Link to the form with auto-filled fields</a>
```

However, if you want to personalize your content, use variables. To do this, in the top panel, click "</>", select “Encryption” → “The form variable”.



The variable `{formcrypt(lead.email)}` will be added to the template.

`lead.email` is the email of the subscriber, who is already in the Altcraft profile database. You can change the variable. Read the article about available variables.

The variable must be added to the parameter after =.

```
field_54vkfiZJC={formcrypt(lead.email)}

field_fxljWrmV5={formcrypt("Your text")}
```

You can add as many parameters as you’d like to by listing them separated by &.




```
<a href="{form.form_eyyVPnQTE.url}&field_54vkfiZJC={formcrypt(lead.email)}&field_fxljWrmV5={formcrypt("Custom value")}" name="link3">Link to the form with automatic prefilling of fields</a>
```

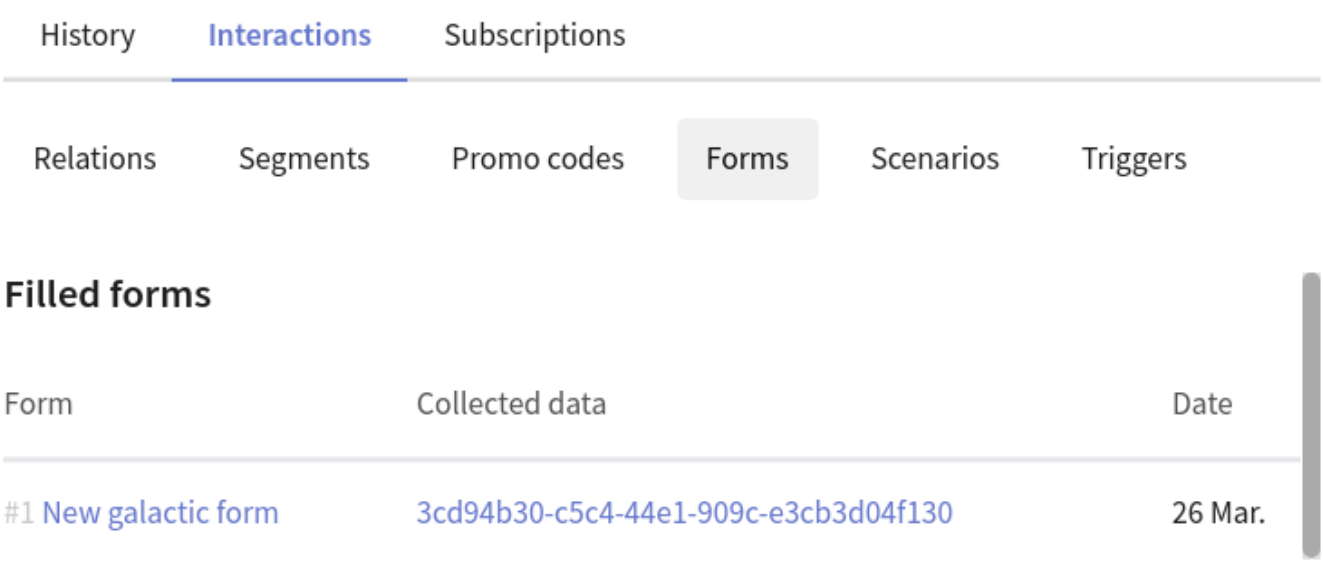
Matching by ID

When you create a form, you can use an additional matching mode in the Actions section: By message ID. To use this type of matching, you need to pass the smid parameter with the send_message_id value in the link.

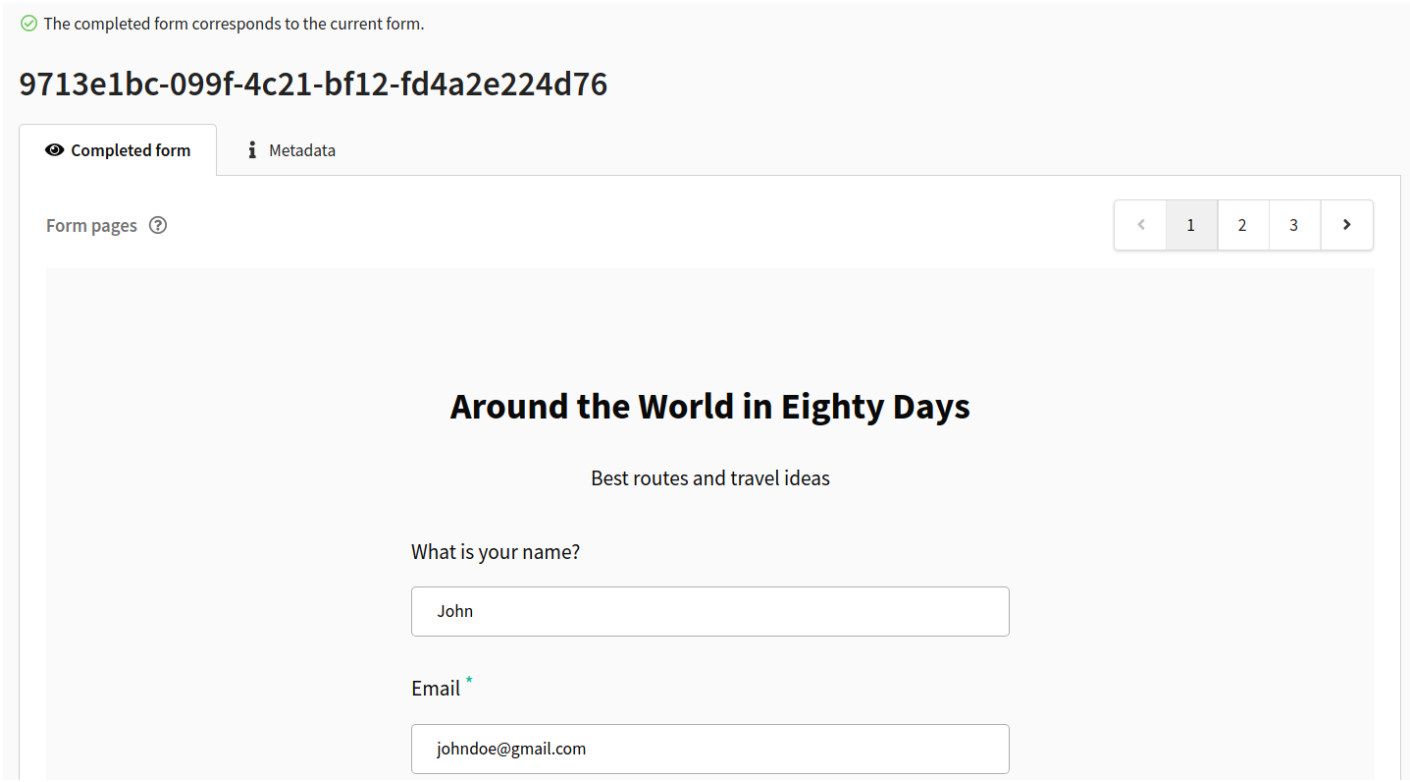
```
<a href="https://example.com/?smid={send_message_id}&field_54vkfiZJC={formcrypt(lead.email)}&field_5S0nwR_AD={formcrypt(lead.phone)}" name="link4">The link passes Message ID to the form and fills in the fields</a>
```

Collected data

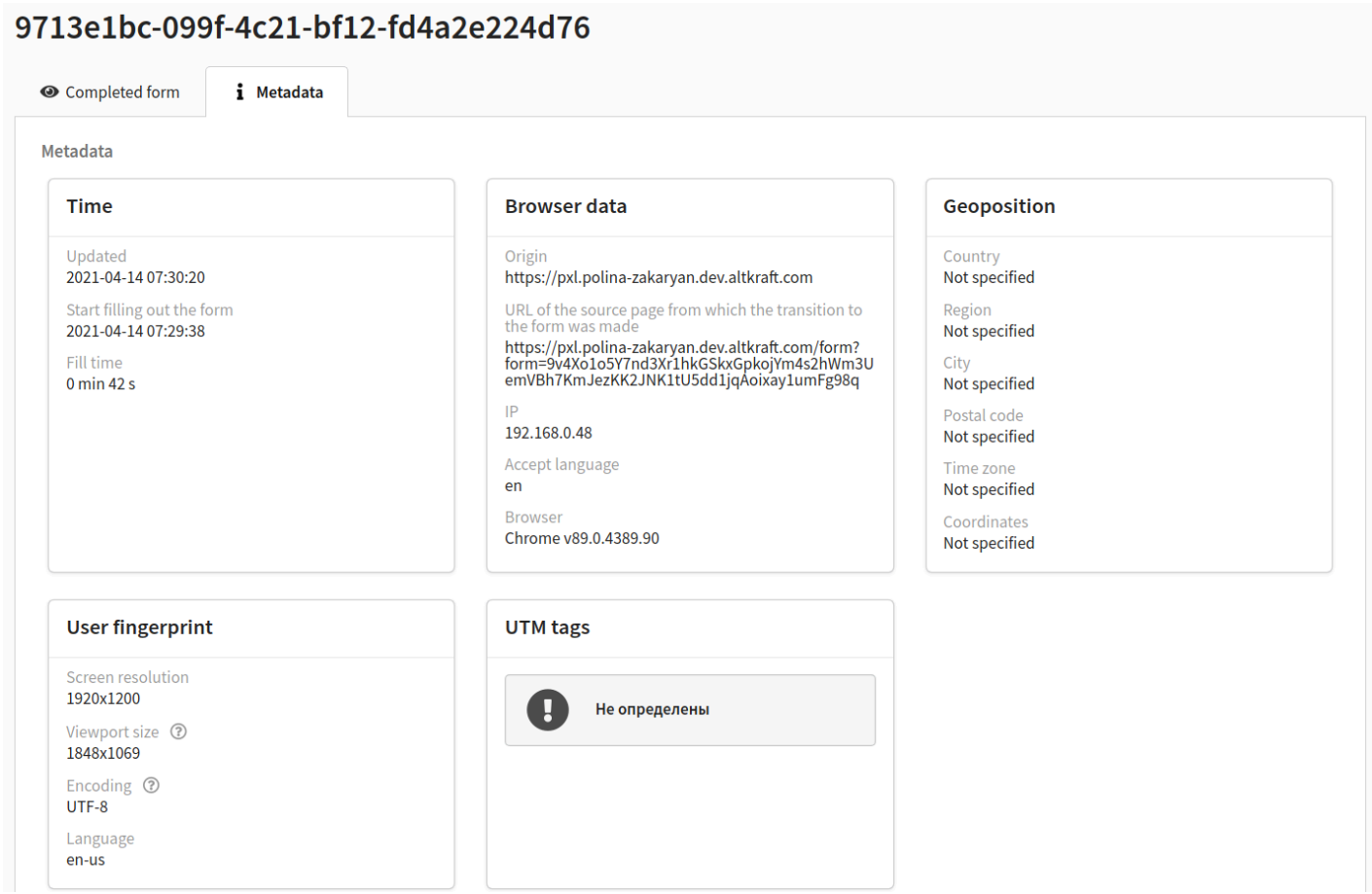
In the profile history on the “Interactions” tab, you can find information about the subscriber’s interactions with forms. For example, when and what forms he filled out.



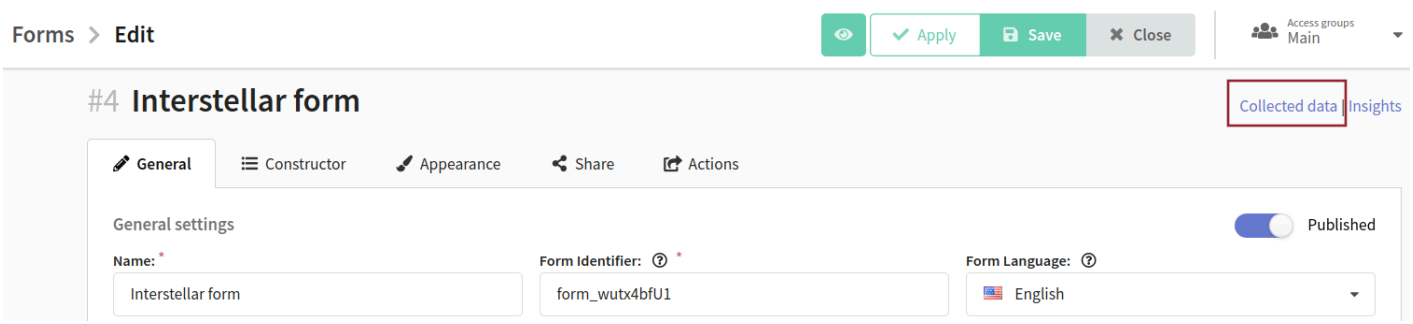
If you click on the identifier in the "Collected data" column, you will be taken to a new page, where you can get more detailed information about the interaction of the subscriber with a specific form. For example, see how exactly he filled in each field.



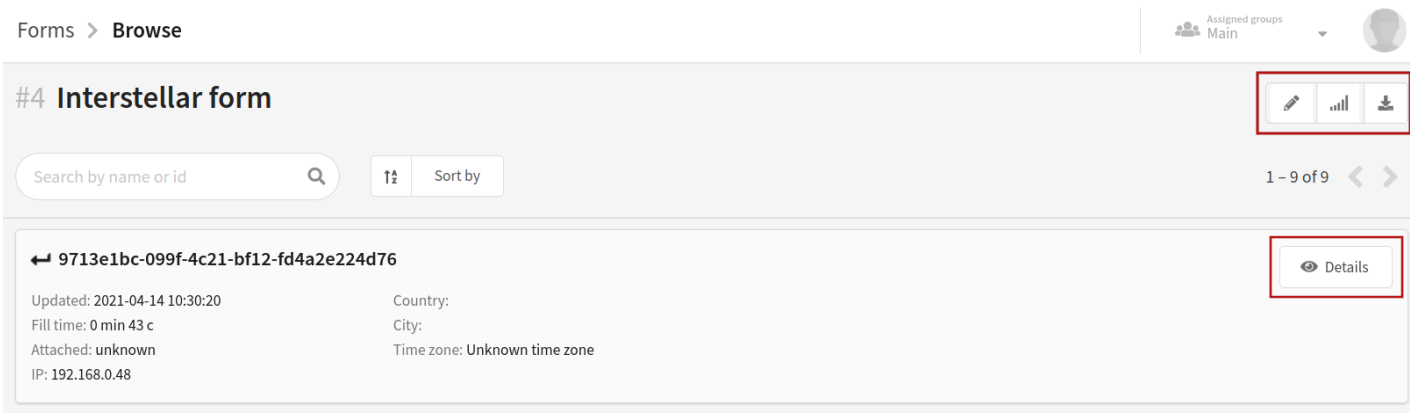
Go to the next tab - “Metadata”. Here you will find detailed information: from the time of filling and the browser that the subscriber was using at that moment to his geolocation and UTM tags.



By the way, you can go to the same panel with data for a specific subscriber directly from the form. Click “Collected Data” in the upper left corner.



Here you will see a list of the IDs of all users who filled out the form. Click “Details” to get detailed information about each of them.



Conditional logic in forms and surveys

Conditional logic in forms and surveys

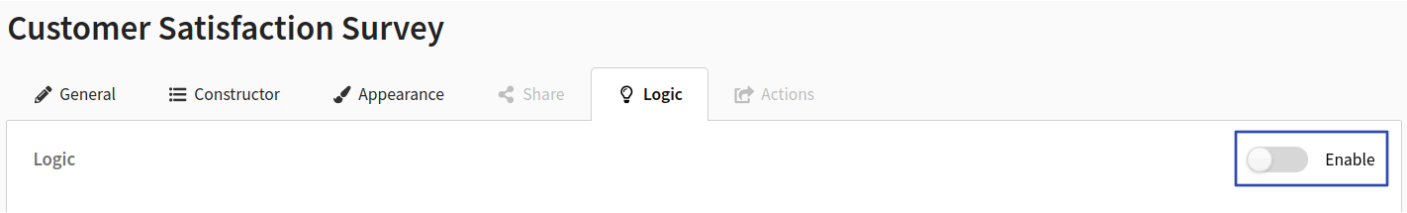
Description

Conditional paging logic allows you to customize the logic of transitions between form pages. Depending on the answers given by the user, you can change the order of displaying pages, as well as set the conditions for displaying a particular page.

How to set up logic

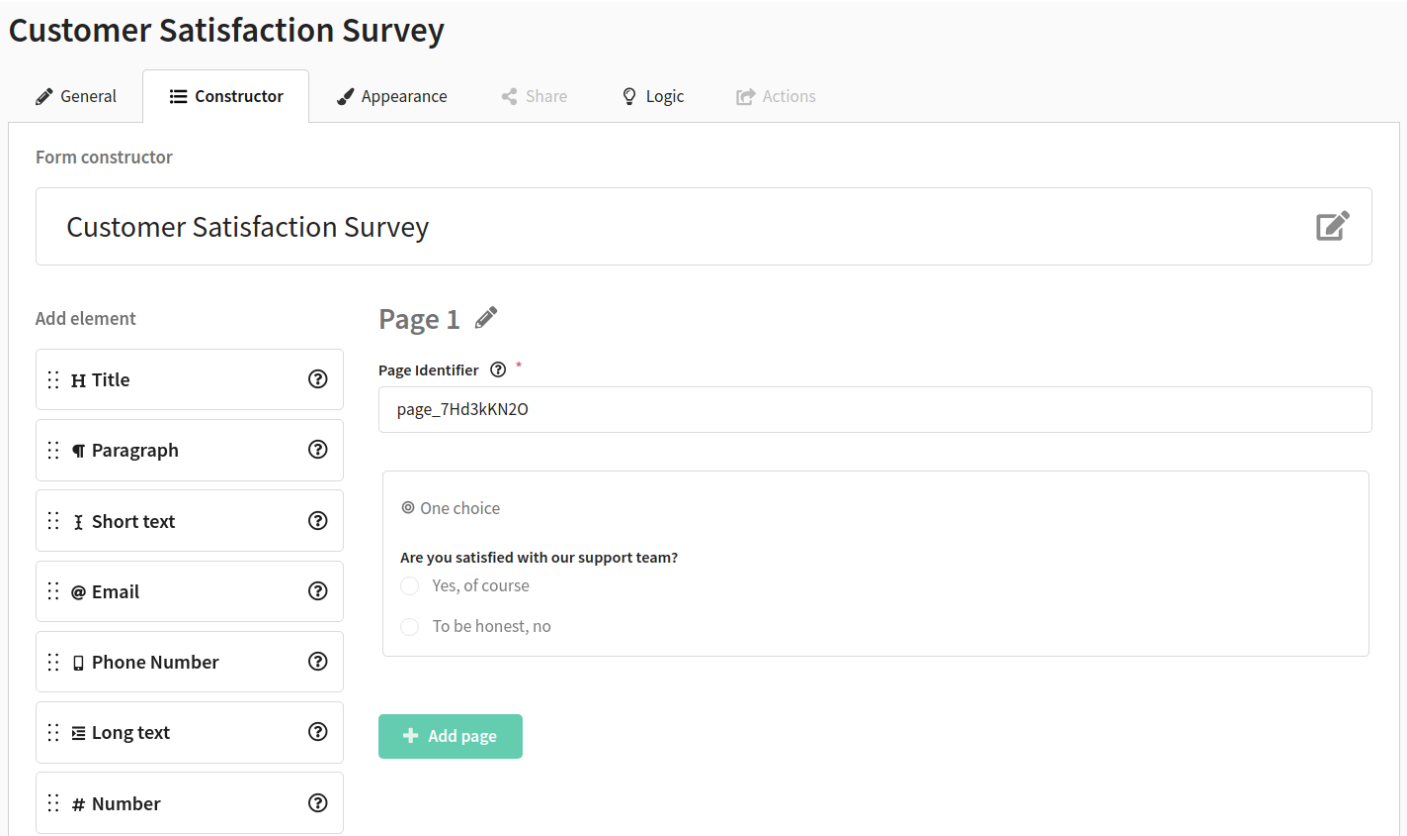
Step 1. Activate logic

Create a form and fill in the basic settings. After that, go to the “Logic” tab and activate the option by clicking on the toggler in the upper right corner.



Step 2. Add pages and elements

Go back to the “Constructor” tab. Create form pages and add the required elements to them:

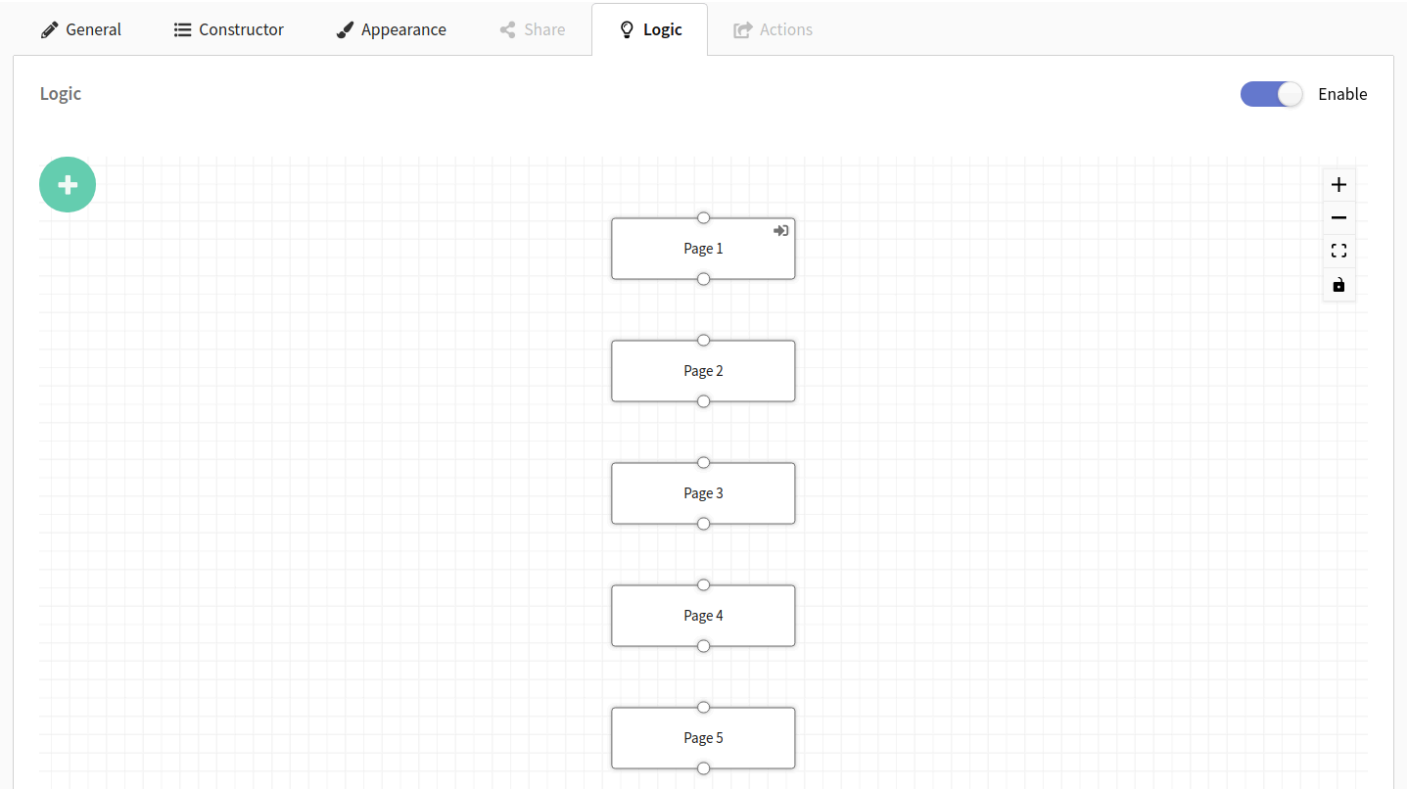


INFO

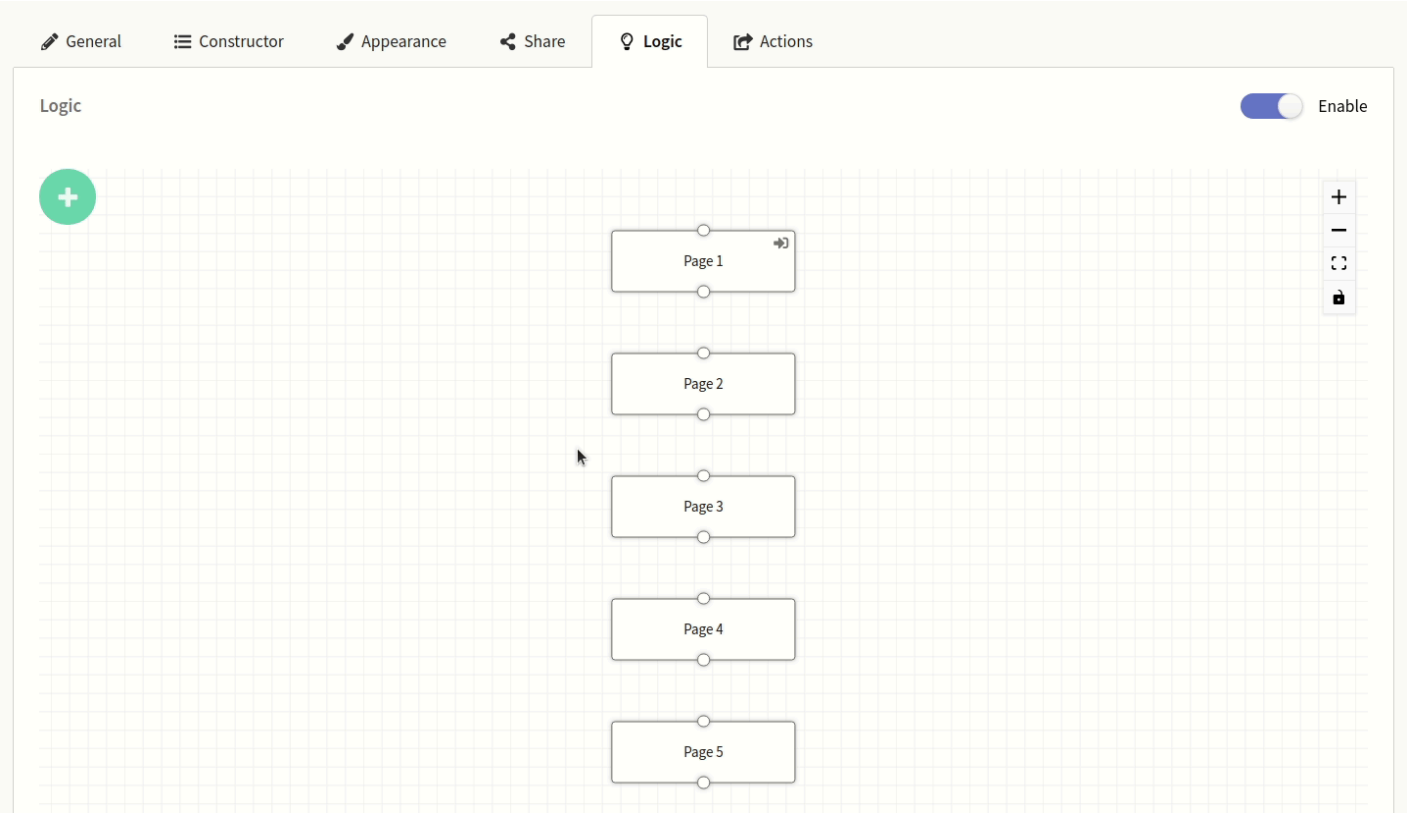
Please note that you are configuring the logic for transitions between pages. In order for the user to go to the desired page after a certain answer to a question, it is necessary to create separate pages for each question, after which the transition will occur.

Step 3. Add conditions

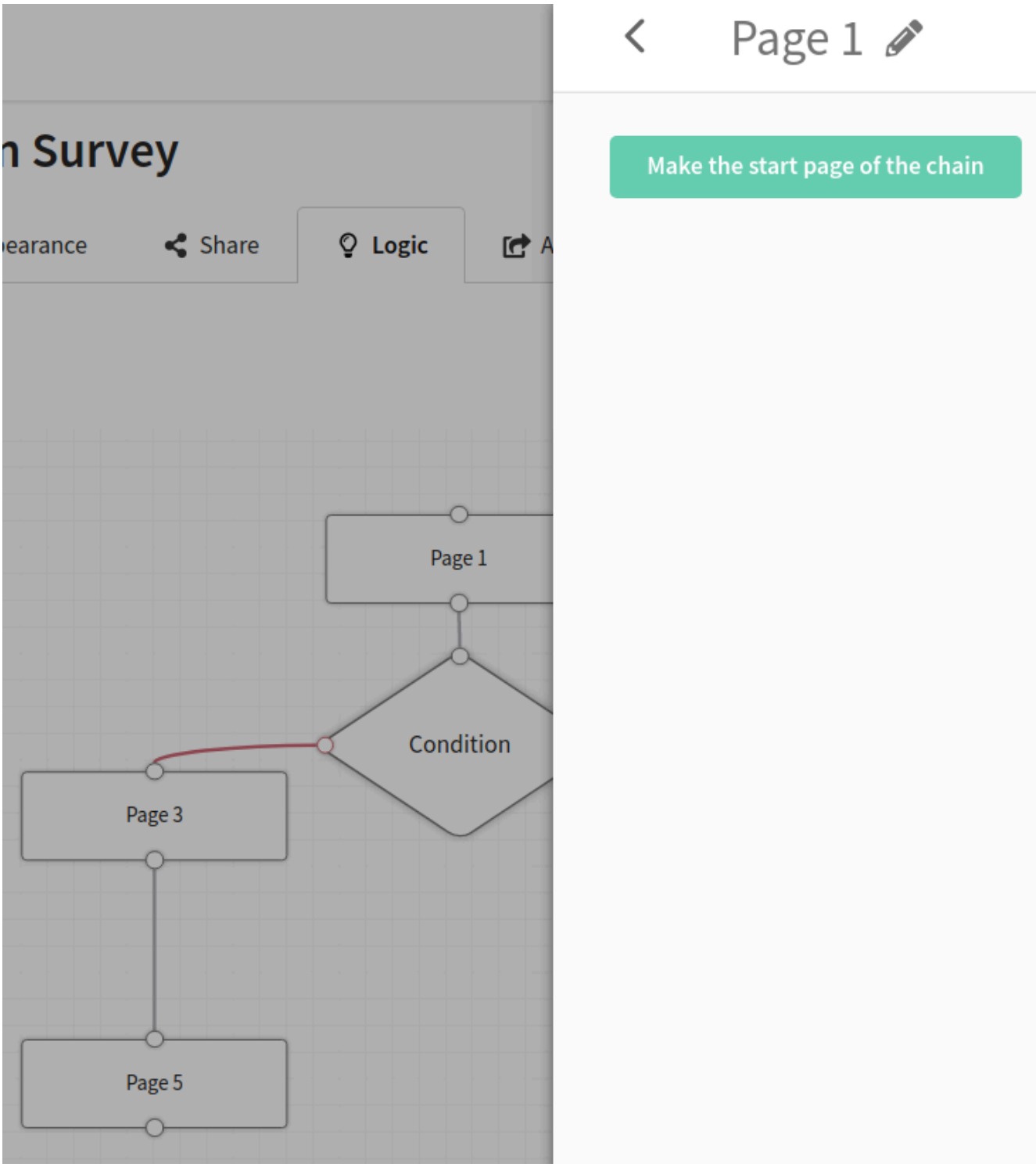
Go to the “Logic” tab again. You will see that all the created pages are lined up one under the other:



To change the order, click on the page and drag it:



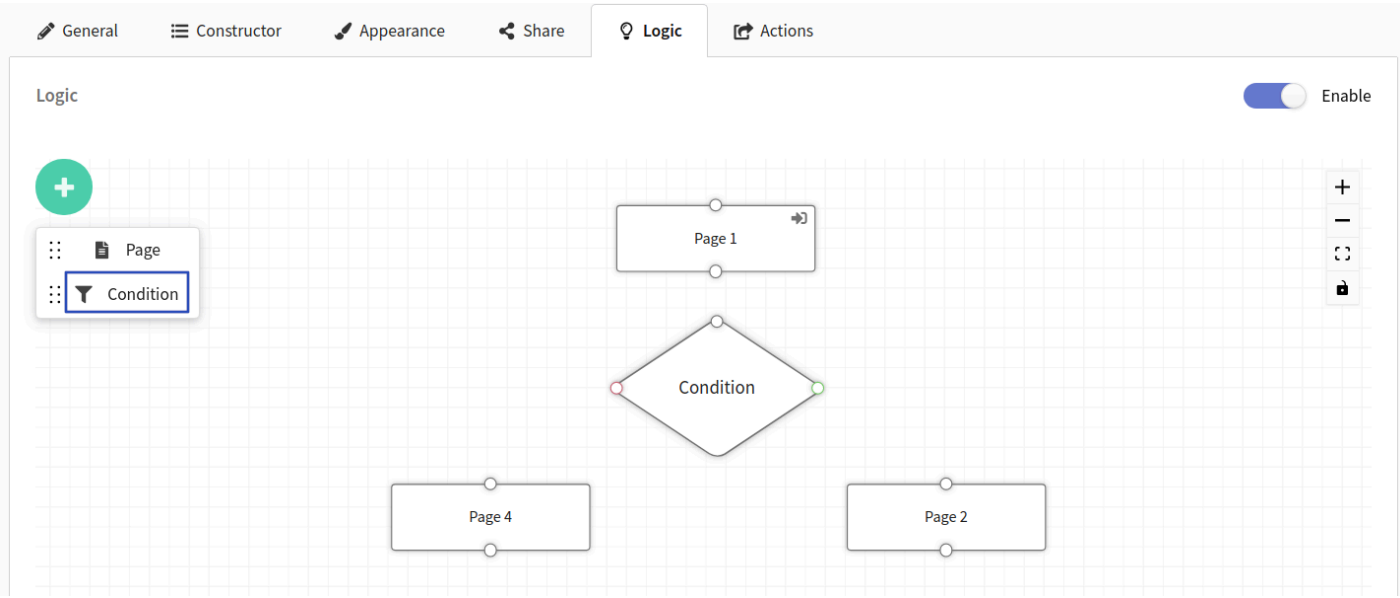
Select the page from which the user will start taking the survey. To do this, click on the page block - a window will appear on the right. Click the “Make the start page of the chain” button. The start page can be any page in the form.



Now we need to add a condition. A condition is an element on a form page that assumes a user choice (Yes/No, One Choice, Drop-down list, Range).

To add a condition object, click on the button

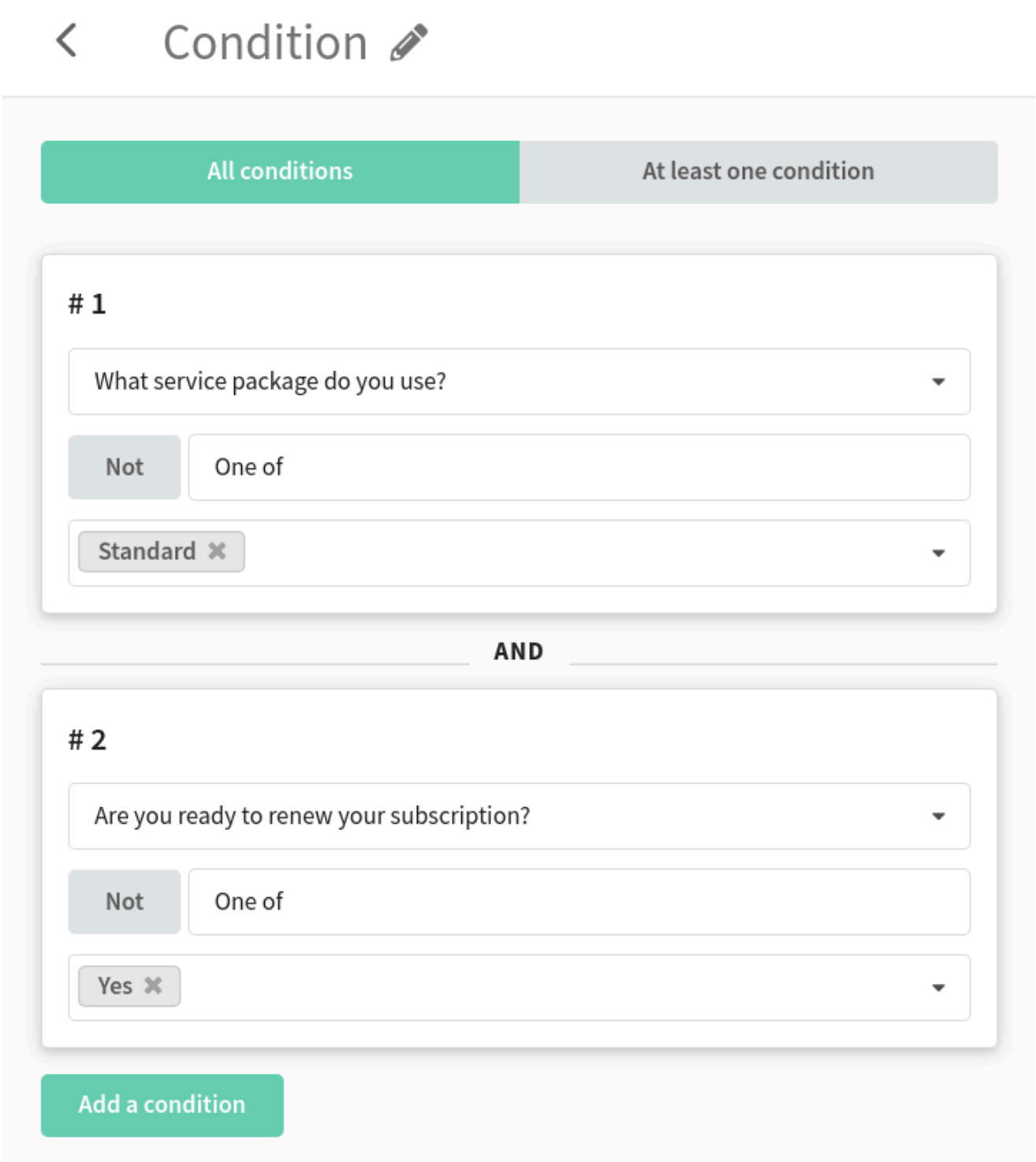
and select “Condition”:



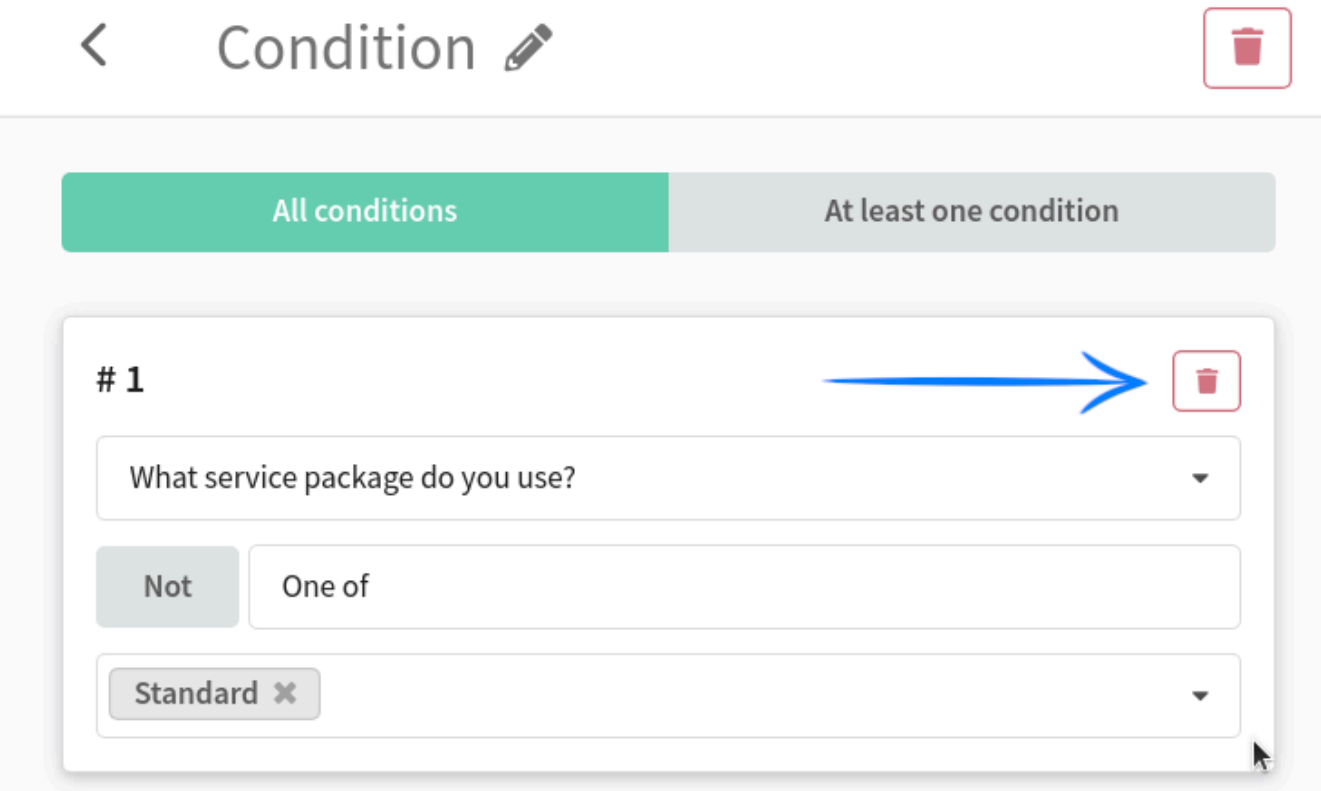
Click on the condition object. After that, a window will pop up on the right. Click on the “Add a condition” button here.



For one condition object, you can add several conditions at once. It is possible to check the user's response to meeting all conditions ("All conditions") or to at least one of them ("At least one condition").



If you want to remove a condition, click on the trash can icon:

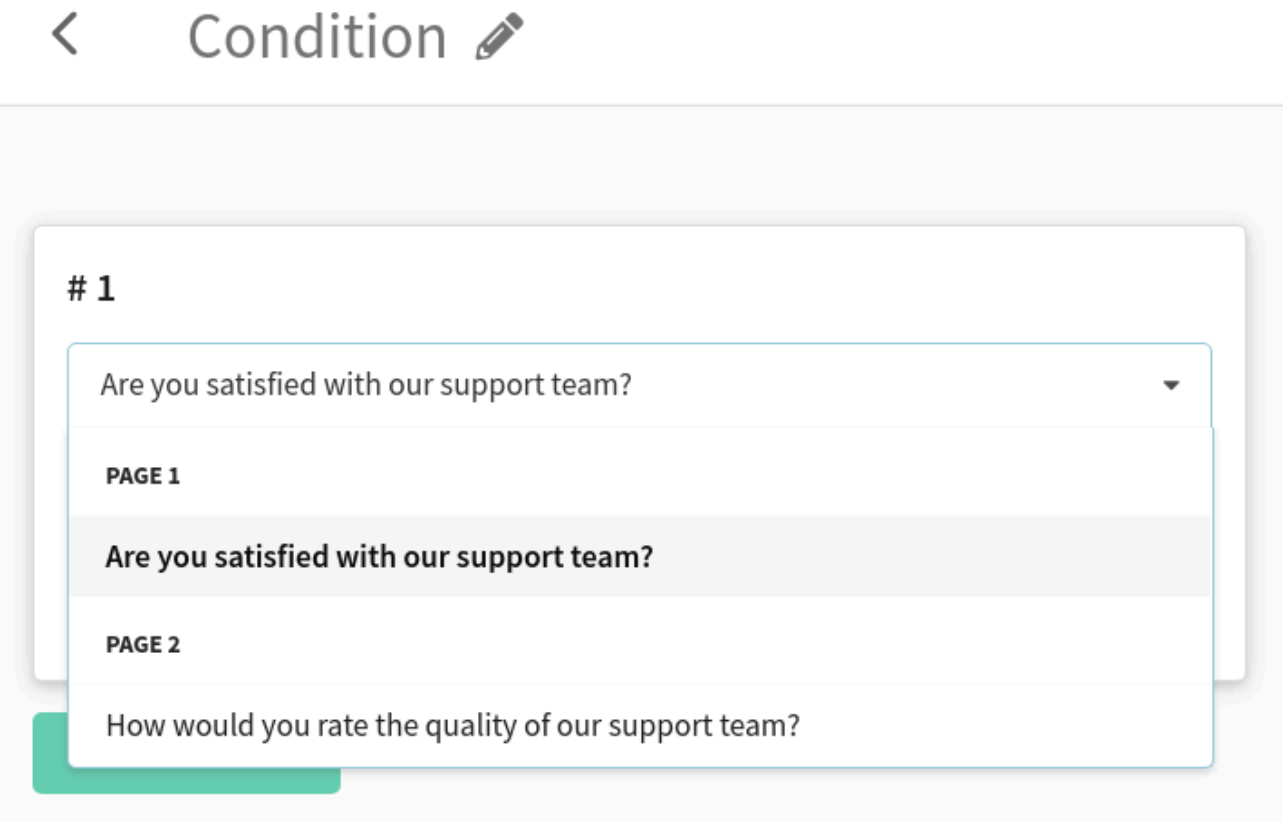


TIP

To remove the condition object from the board, use the trash can icon in the upper right corner.

Step 4. Set conditions

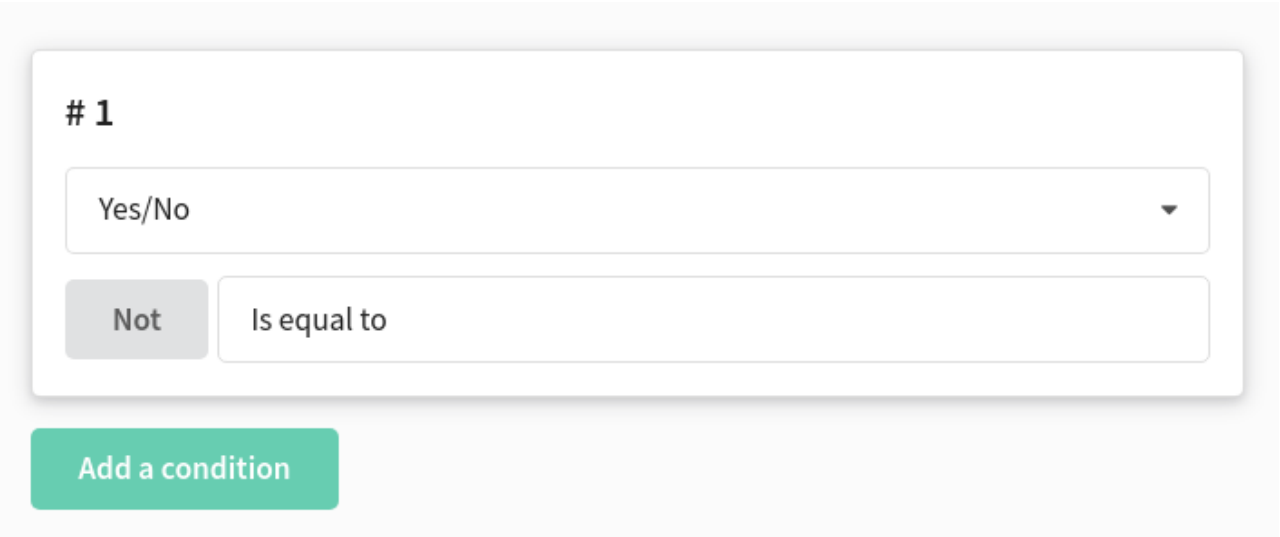
In the drop-down list, you need to select an element on the page that will be used as a condition:



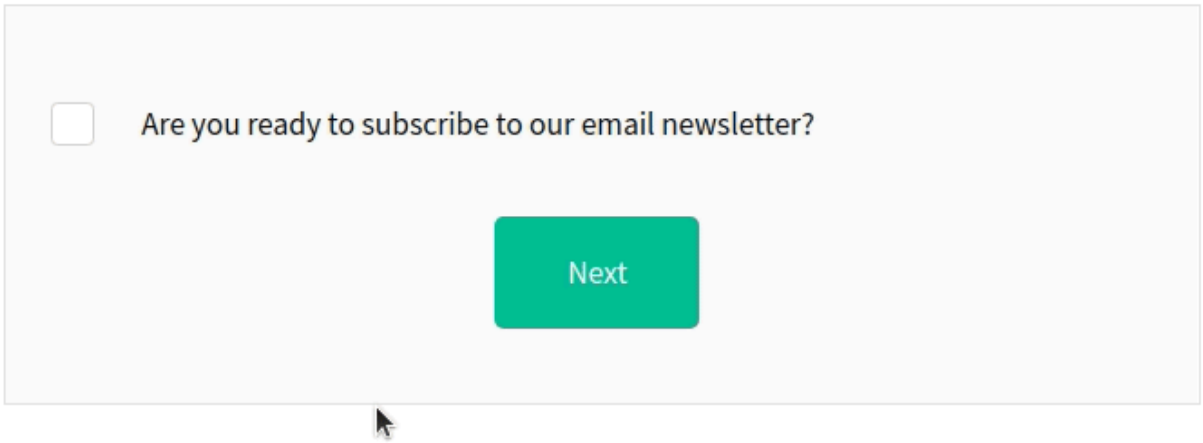
The condition can be set on the following elements:

Yes/No

Yes/No is the simplest condition. If the user gave a positive answer, he will go to one page; if negative — to the other.

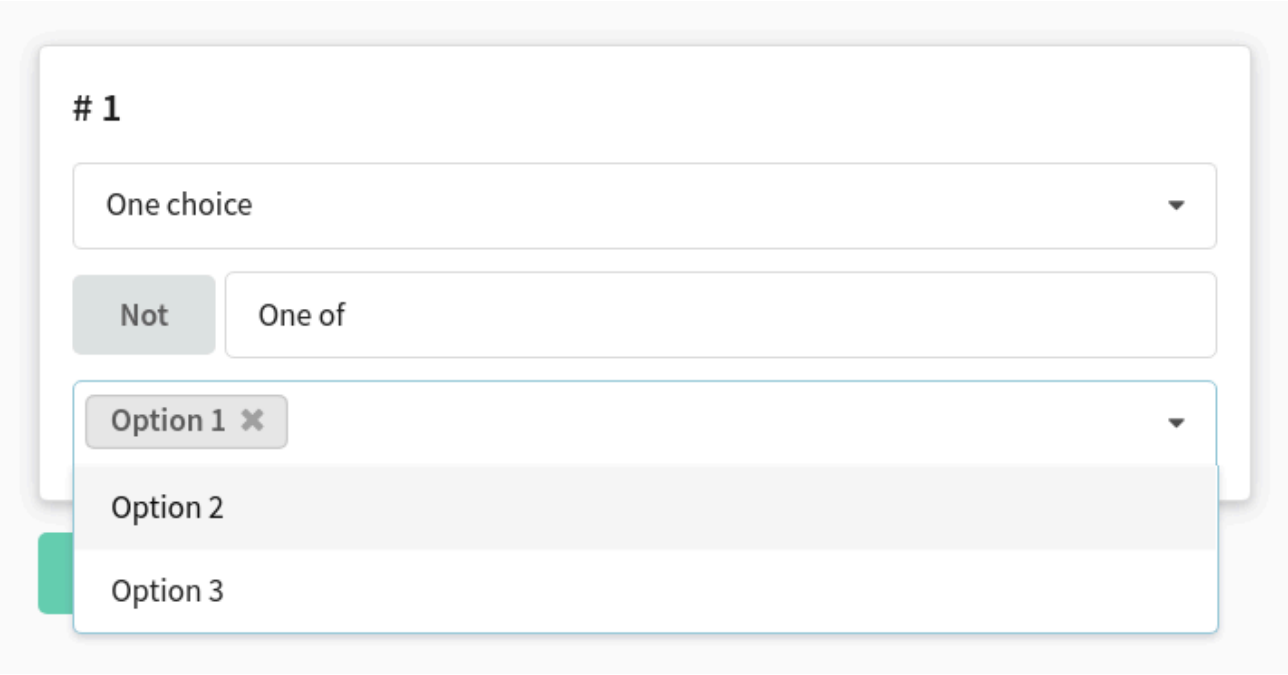


Example

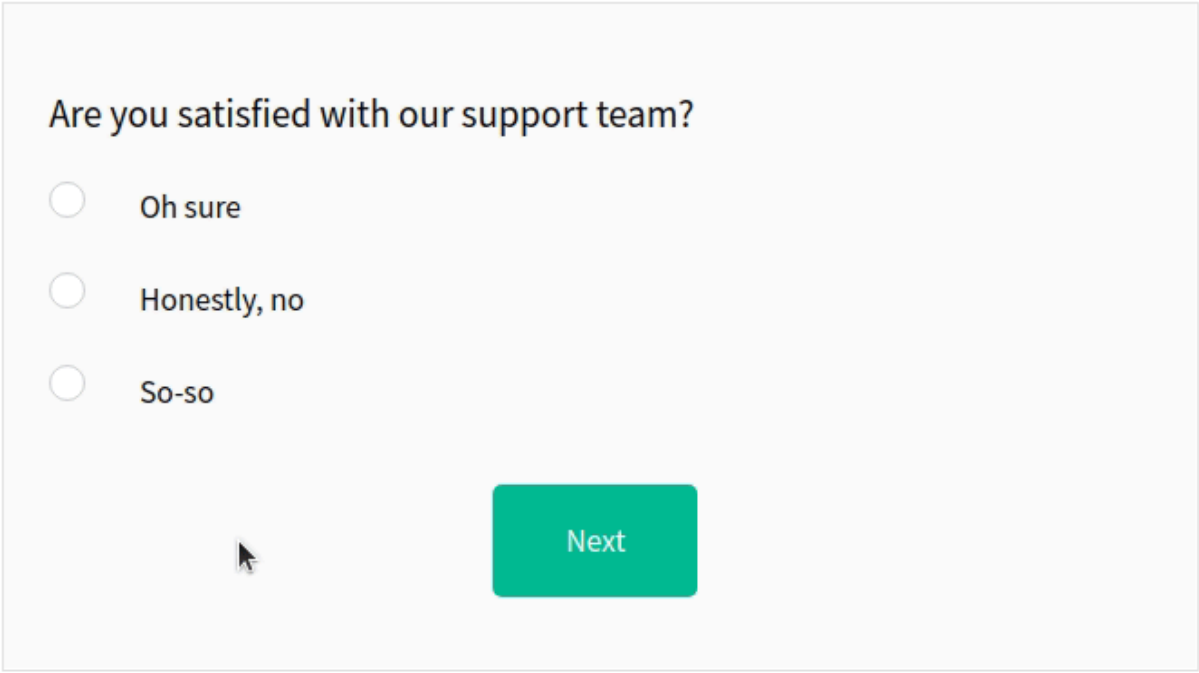


One choice

The element allows you to redirect the user to a specific page, depending on the response option he chose.



Example

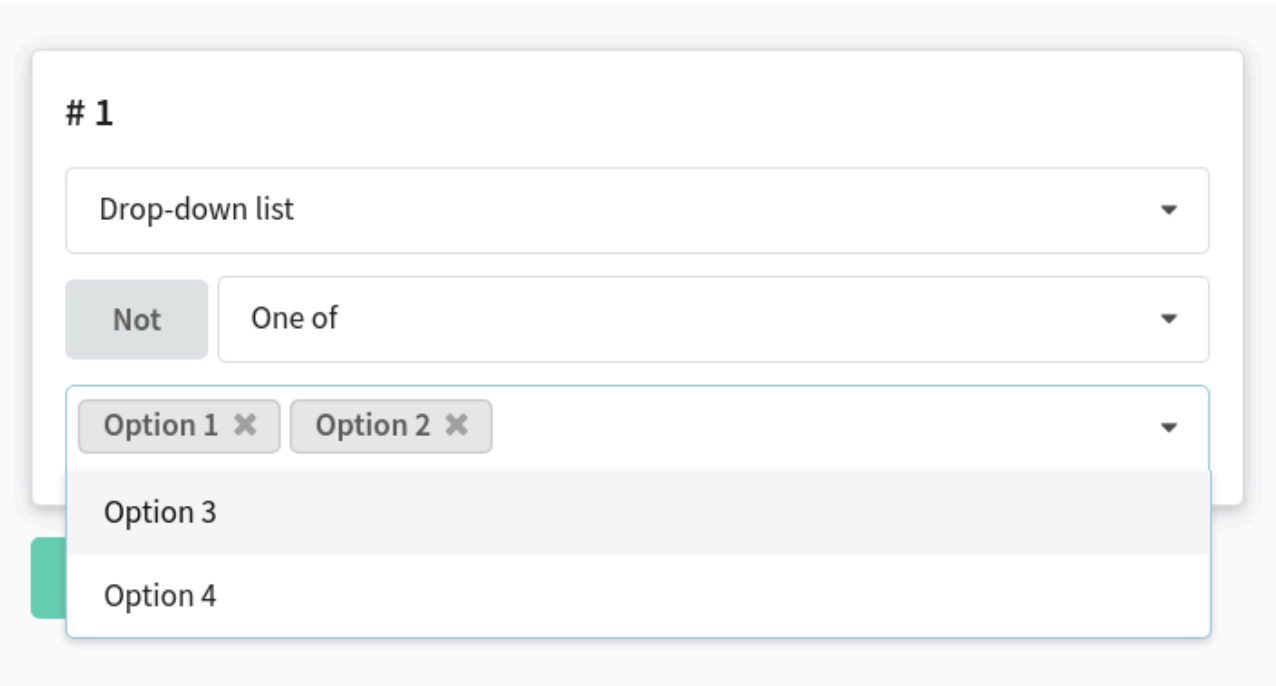


Drop-down list

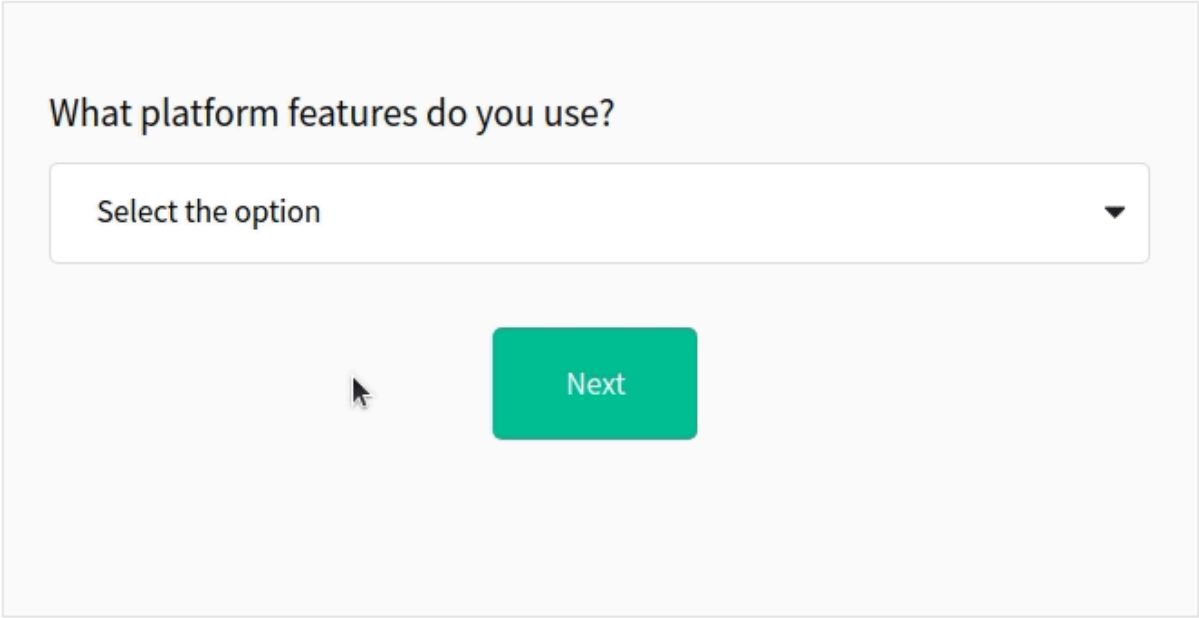
The drop-down list allows the user to select one or more answer options from the suggested ones. You can customize the logic so that when certain options are selected, the user is taken to one page of the form, and when others are selected, he is taken to another page.

The following conditions are available for a drop-down list with multiple choices:

- **One of — at least one of the answer options selected by the user matches the specified value.**
- **All — All answer options selected by the user match the specified value.**



Example

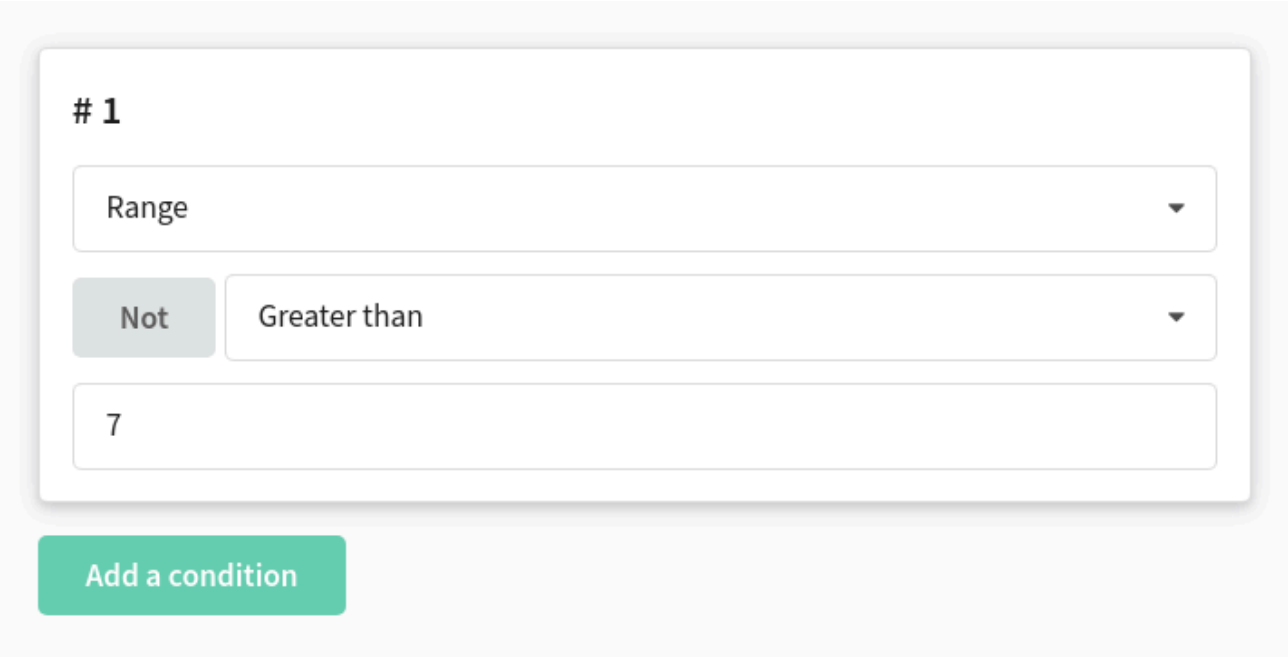


Range

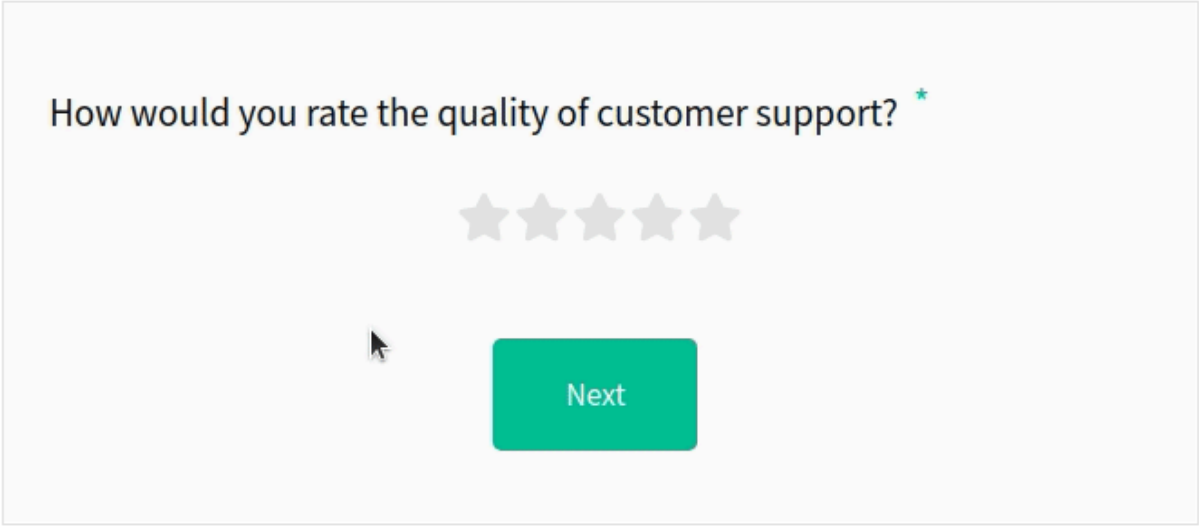
The user will go to a specific page depending on which range value he checks.

You should choose:

- **the value with which the user's response will be compared**
- **comparison operator (equal, greater than, less than)**



Example



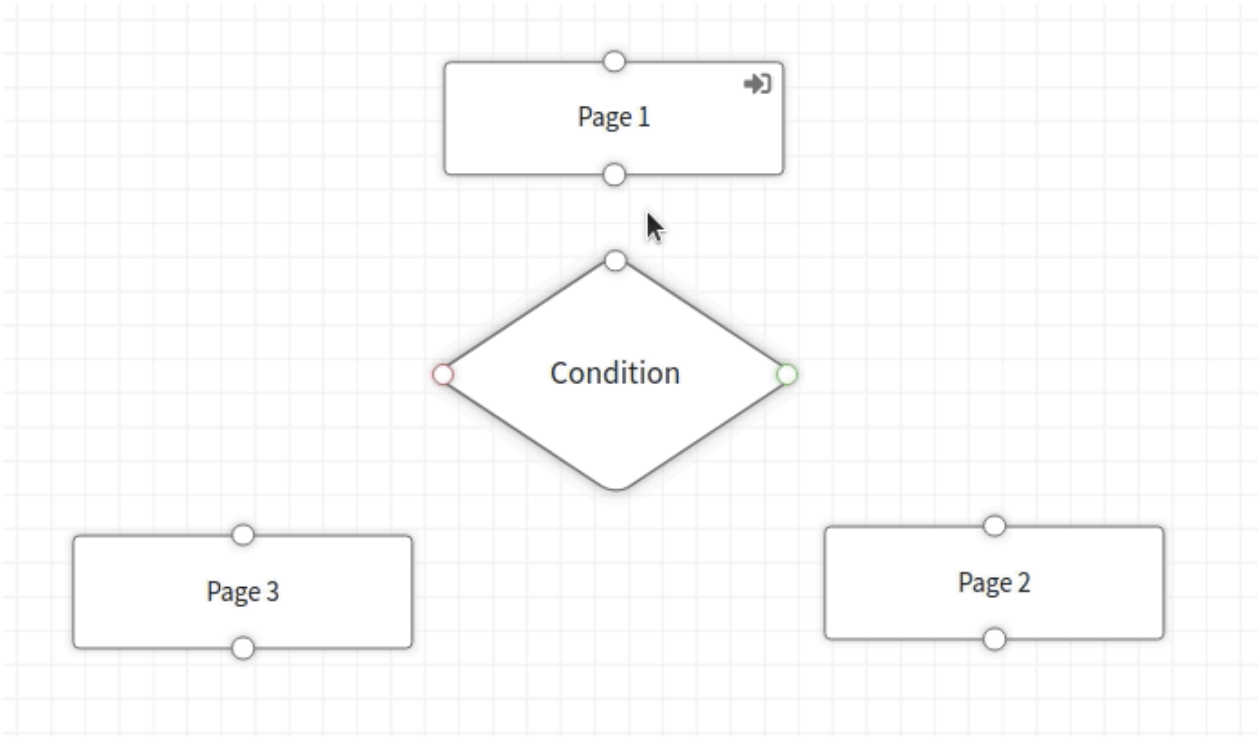
Step 5. Set up links between objects

Let’s link the pages of the form in the required sequence. To do this, click the icon



on the border of the object and drag your cursor to the page object to which the user should go.

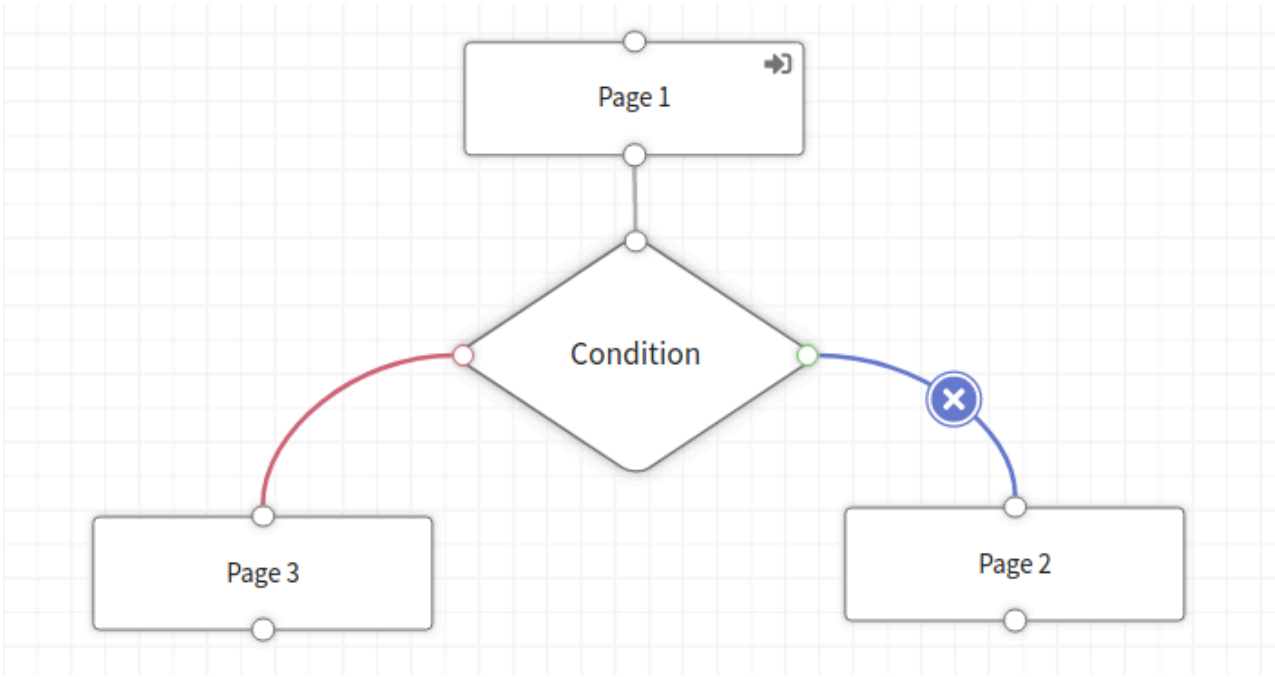
The gray line links the transition between conditional pages that don’t have conditions. The green line links the transition if the user’s answer matches the condition. Red — if the condition is not met.



To remove a link, click on the line and then on the icon

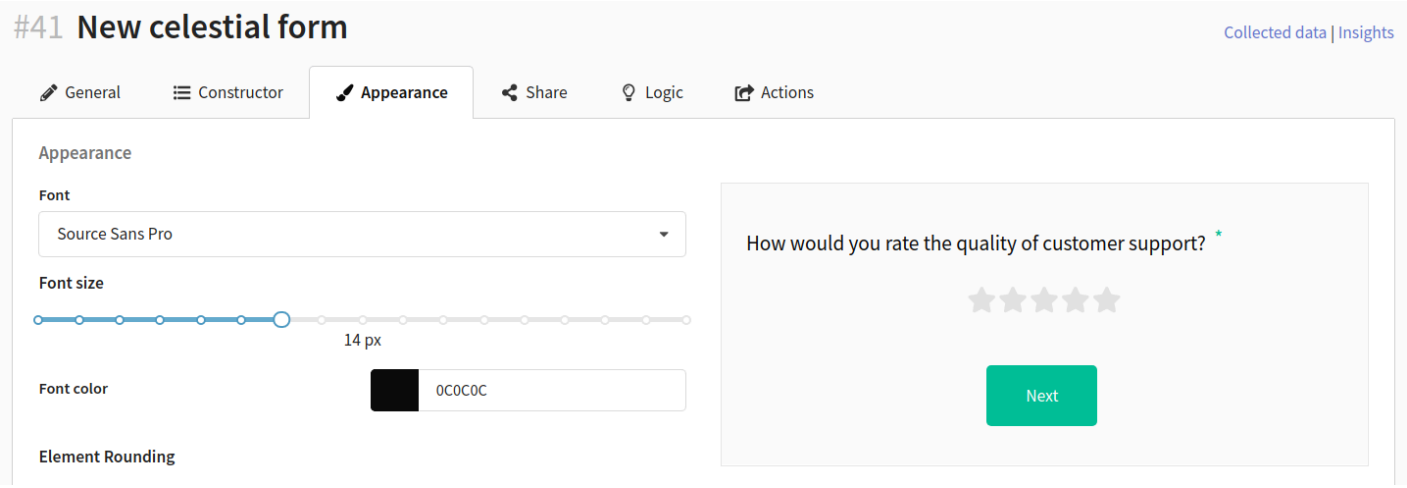


:



Step 6. Preview the form

You can check if the form logic is built correctly on the “Appearance” tab:



If everything is set up correctly, save the form. After that, you can publish it and use it on the website, or send the client a link to the form page in an email.

NPS testing

The Net Promoter Score (or NPS for short) is a metric that shows customer loyalty to a company or product. In other words, the NPS index reflects the willingness of customers to recommend your product or services. This index is one of the main indices for measuring customer loyalty. NPS allows you to analyze the strengths and weaknesses of your product and adjust your marketing strategy.

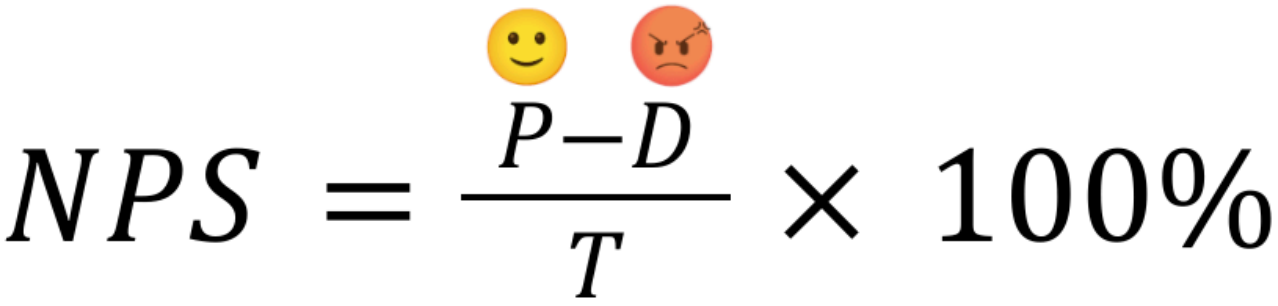
Usually NPS testing is a form with a question “How ready are you to recommend us on a scale from 1 to 10?” and answer options. Depending on the answer, several types of respondents are distinguished:

- **Promoters - loyal customers who are ready to leave positive feedback and recommend the product**
- **Neutrals - neutral customers who use your product now, but will stop if they find a better offer.**
- **Critics (or detractors) - customers who have had a negative experience with you and are now ready to leave negative feedback about your company.**

NPS values of 30% and above are considered acceptable. A value between 0% and 30% indicates that there are some problems with the product. Negative index values indicate serious problems that require immediate intervention.

NPS calculation

In mathematical terms, NPS is the difference between the percentages of promoters and critics. The expression can be visualized as follows:



$$NPS = \frac{P - D}{T} \times 100\%$$

Where P are promoters, D are critics, T is total number of respondents.

The platform can use either average or aggregated NPS index when analyzing the resulting data. Average NPS is the arithmetic mean of all NPS indices within the form. Aggregated NPS is the overall NPS index derived from the responses of all respondents in each question. These can be calculated using the formulas:

$$NPS_{avg} = \frac{NPS_1 + NPS_2 + NPS_3 + \ldots + NPS_n}{n}$$

$$NPS_{agr} = \frac{\Sigma(P_i - D_i)}{\Sigma T_i} \times 100\%$$

Let's look at an example of calculating the NPS index. Let's say we ran 3 tests with the following results:

- **Test #1 - 6 critics, 9 neutrals and 27 promoters for a total of 42 respondents**
- **Test #2 - 10 critics, 15 neutrals and 25 promoters for a total of 50 respondents.**
- **Test #3 - 21 critics, 35 neutrals and 14 promoters for a total of 70 respondents.**

The NPS calculation for these tests will look like this:

$$NPS_1 = \frac{27-6}{42} \times 100\% = 50\%$$

$$NPS_2 = \frac{25-10}{50} \times 100\% = 30\%$$

$$NPS_3 = \frac{14-21}{70} \times 100\% = -10\%$$

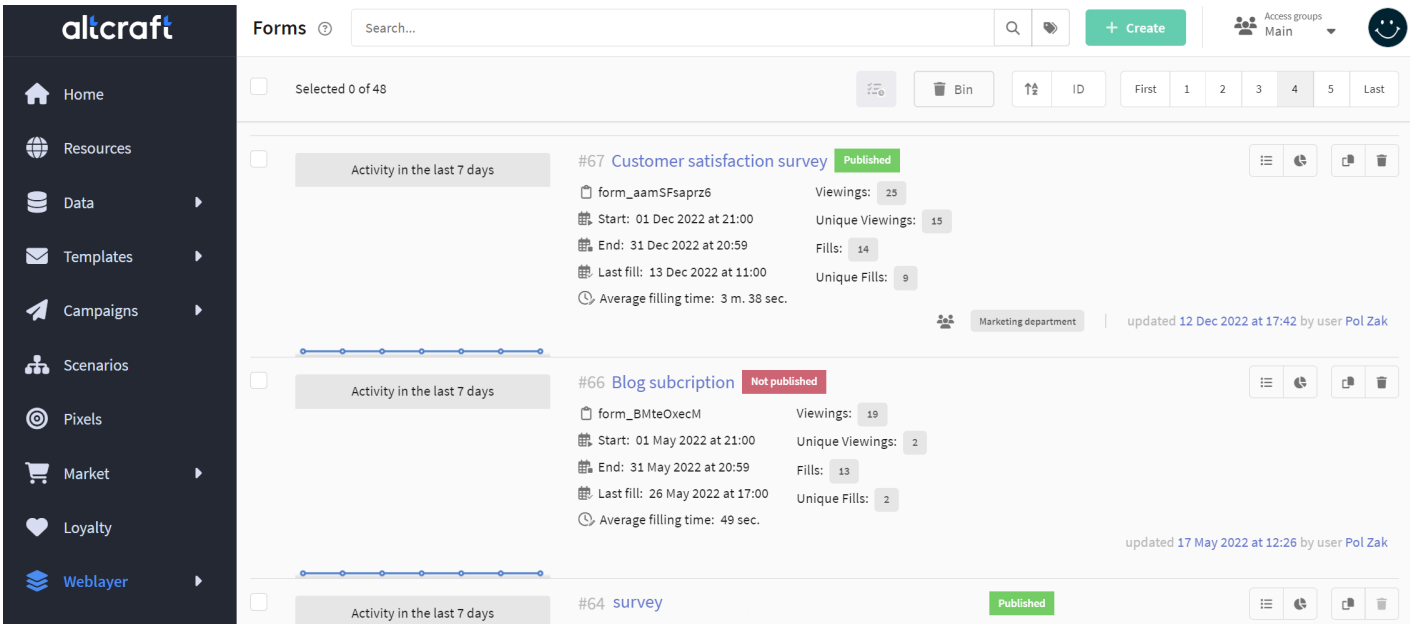
From this data, you can find the average and aggregated NPS:

$$NPS_{avg} = \frac{50\%+30\%-10\%}{3} = 23.3\%$$

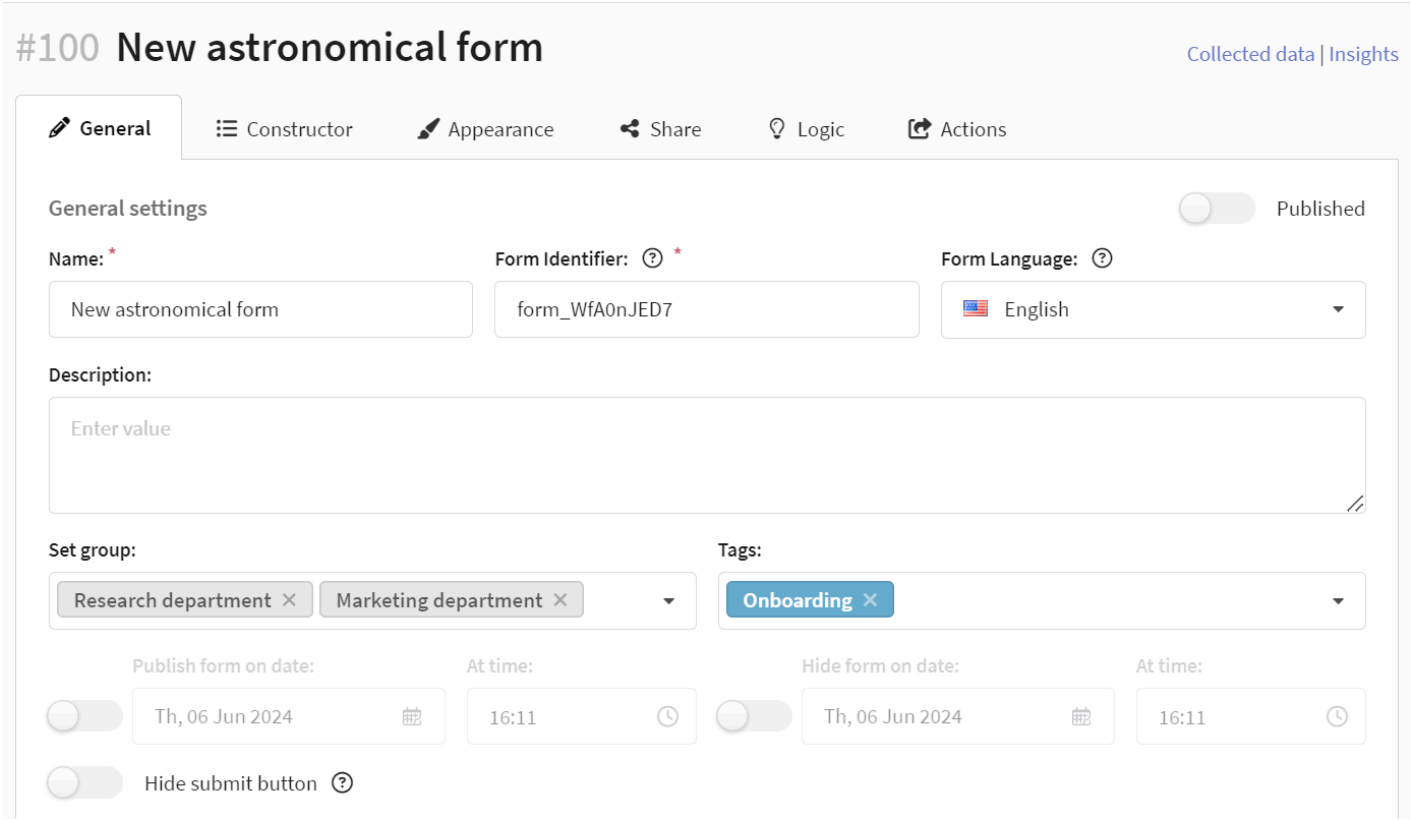
$$NPS_{agr} = \frac{(27+25+14)-(6+10+21)}{42+50+70} \times 100\% = 17.9\%$$

Creating NPS testing in the platform

NPS testing is implemented in the Altcraft platform using webforms. To create one, go to “Weblayer” – “Forms” in the main menu and click on “Create”:



On the first tab “General” the main form settings are available: name, description, identifier, language. To make the form available by URL or as an iframe element, you need to activate the “Published” switch in the upper right corner. Please note that until the form is unpublished, it cannot be deleted:



Below you can customize settings such as publishing schedule, final form page and set a refill restriction:

Publish form on date: | At time: | Hide form on date: | At time:

Mo, 11 Nov 2024 | 18:31 | Mo, 11 Nov 2024 | 18:31

Hide "Next" and "Submit" buttons

Final page

Redirect to the specified link bypassing the final page

Title:

Thanks!

Template:

Your form has been submitted successfully.

Refill restriction

Restrict form refill

Restrict within days

1

Redirect to the specified link if the form has been previously filled out

Title:

Restriction!

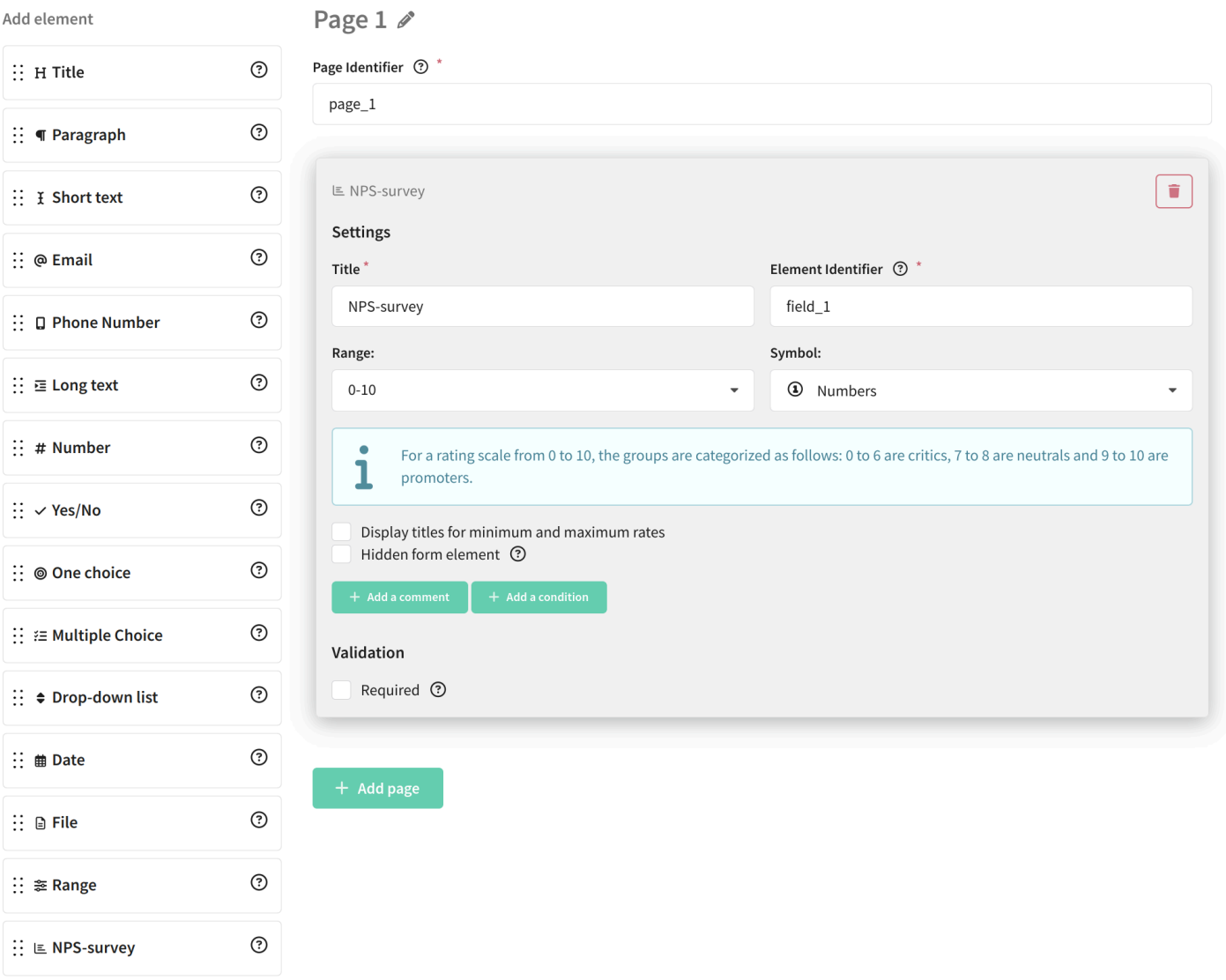
Template:

You have already completed this form.

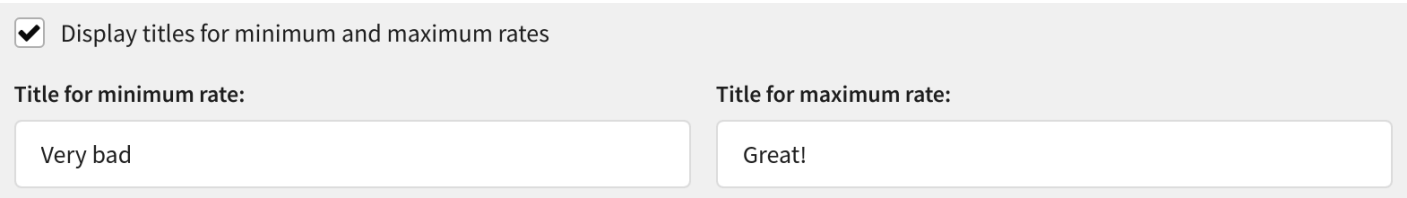
Insert additional code

- Additional code in <head /> tag
- Additional code at the beginning of the <body> tag
- Additional code at the end of <body> tag

To add an NPS survey to the form, go to the “Constructor” tab and add the NPS survey element:



Here you can change the title, scale and symbols for the scale. You can also make the item mandatory and add titles for the minimum and maximum score:



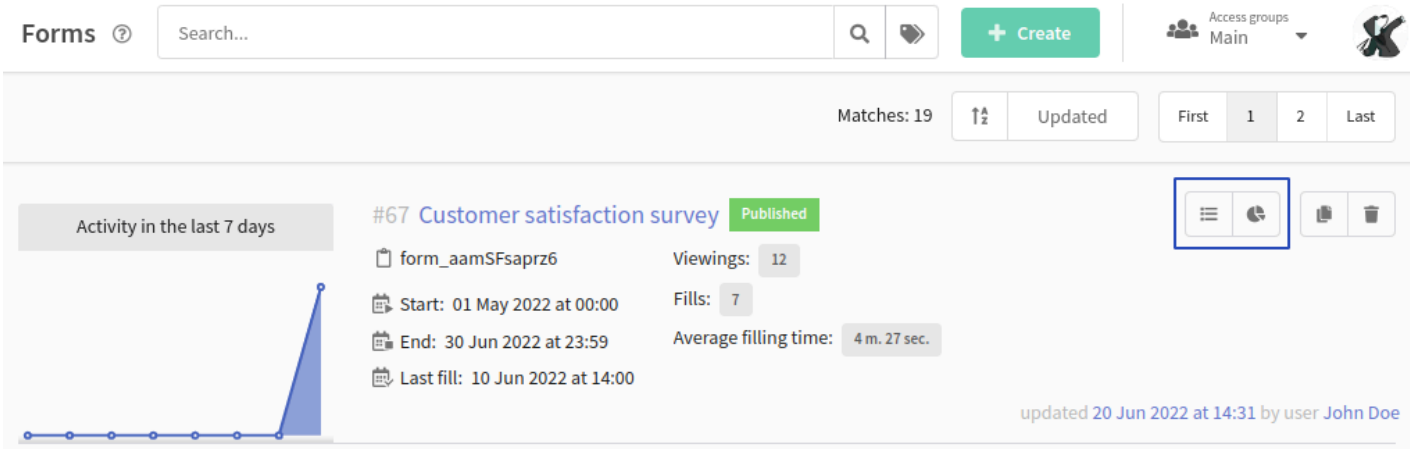
You can add other elements to the form if you wish. Once you have made your changes, save the form and toggle the "Published" option. The NPS survey is ready.

TIP

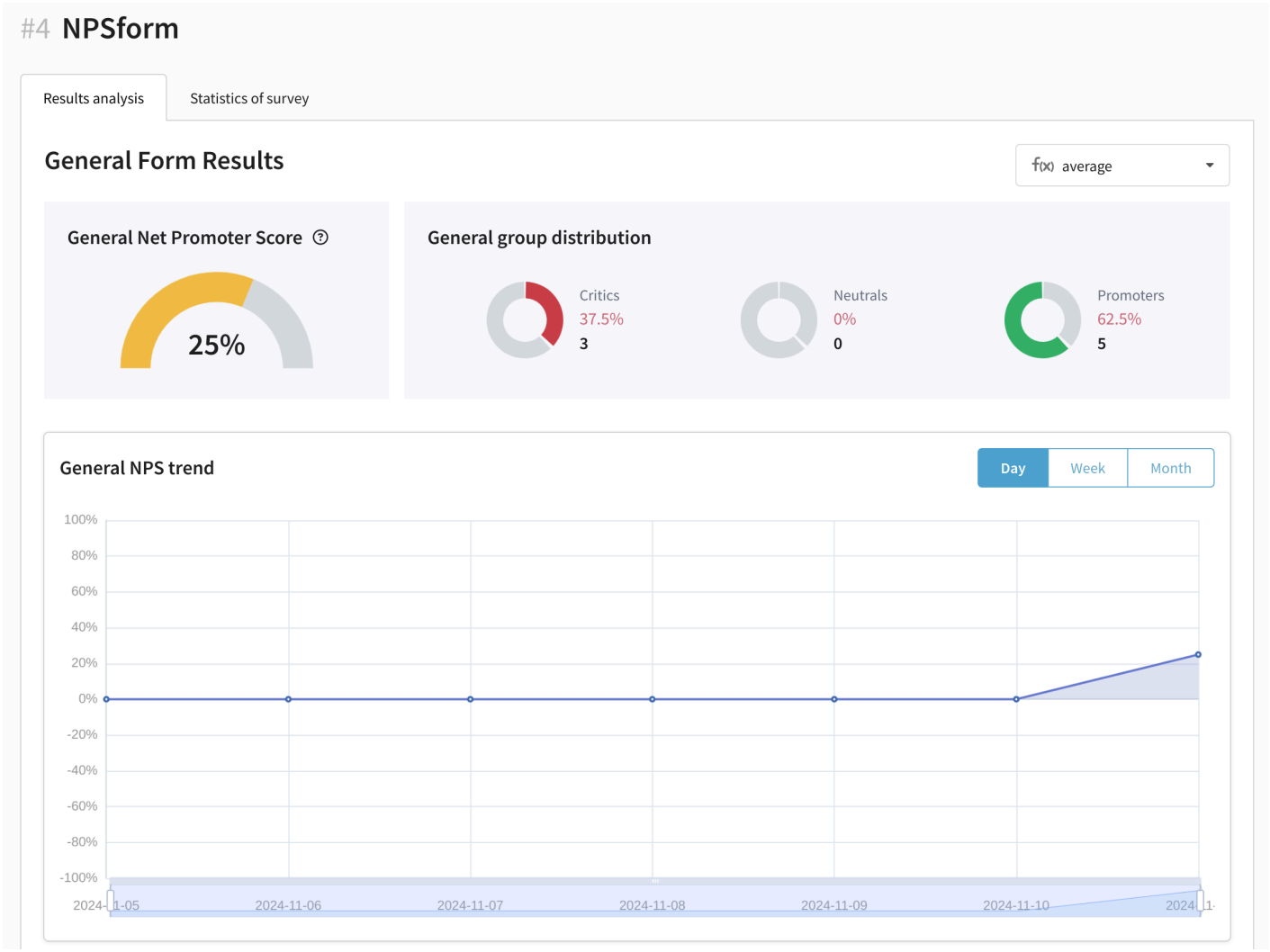
You can read more about creating and customizing a form on this page.

Testing results

You don't need to manually collect information from forms and calculate the NPS index, you can view the test results and their interpretation in statistics of form. To do this, open the "Weblayer - Forms" section, find the form you need and click on the "Insights" button in the quick actions menu:



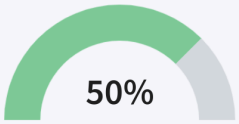
The screen will display the overall form scores - Net Promoter Score, group distribution and NPS dynamics:



You can also see information on every element on each page:

Form Results

Net Promoter Score



Group Distribution



Critics
25%
100

Neutrals
0%
0



Promoters
75%
300

Score distribution

😡	😢	😕	😕	😐	😊
0%	25%	0%	0%	0%	75%
0	100	0	0	0	300

Pixels

Pixels

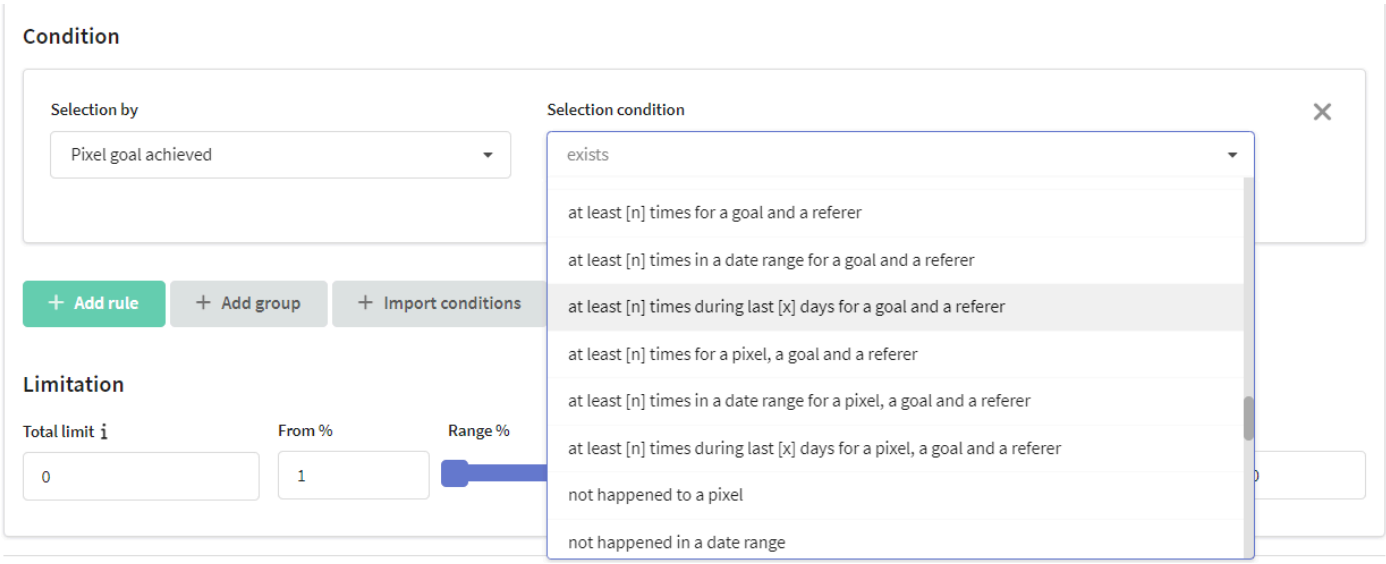
Tracking Pixels are a tool for collecting data about user actions on a website. A pixel is a small piece of code, usually a JS script or a transparent image, invisible to the visitor. It can be linked to a page load or any interactive element — a button, form, or pop-up window.

When a user triggers the pixel through their actions, a request with event information is sent to the platform's tracking server. A pixel can be used to track:

- **the geography of impressions and clicks (country, city, region) determined by IP;**
- **the browser and device platform;**
- **subscriber activity on the site before and after subscription;**
- **the URL of the page from which the user navigated;**
- **subscriber interests and preferences.**

This data is collected from request headers. Additionally, a pixel can transmit business information via goals and their values. A goal is any target action on the site (for example, a product purchase), and a value is a numeric quantity associated with that goal (for example, the purchase amount). Goals and values are defined manually according to your needs.

The collected data is stored in the user's profile in the database if the platform can identify the user. Later, this information can be used for segmentation, scenario building, and triggering automated campaigns. For example, when creating a profile segment based on events, you can use pixel goals, website addresses, time intervals, and the number of pixel activations:



Pixel technologies also take a great part in keeping your databases up to date by refreshing profile location and device information.

Pixel goal achievement can be monitored via Goals report.

More details about using pixels you can see in this article.

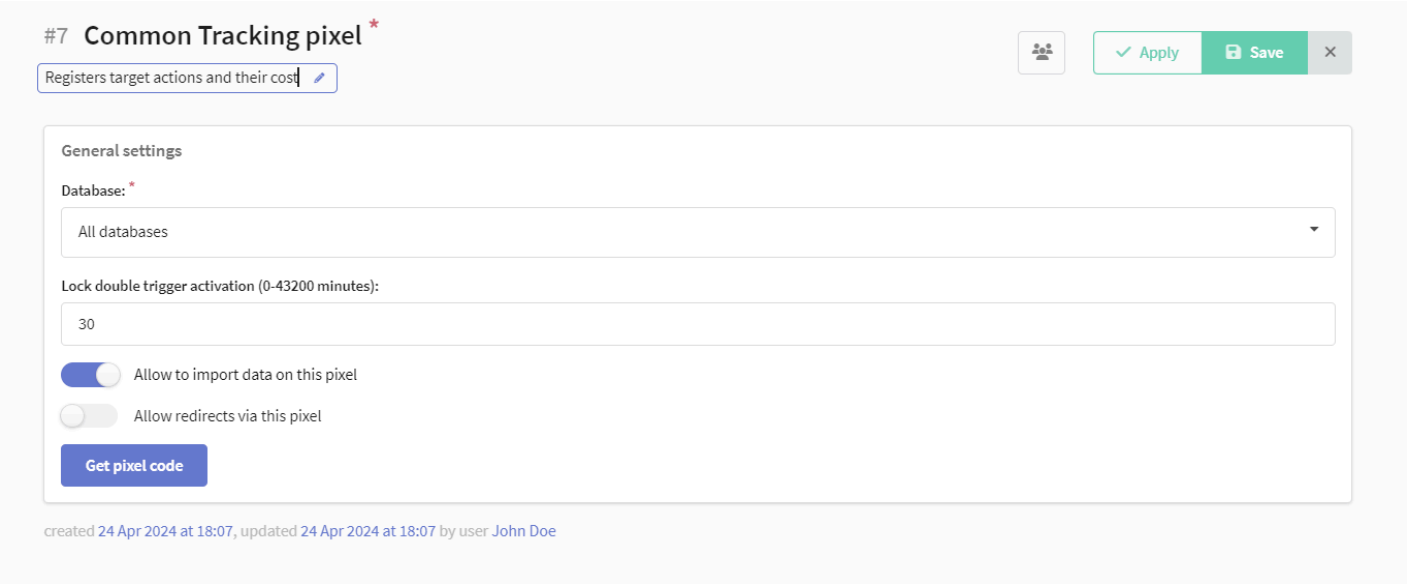
Enabling pixels

	When using Altcraft Marketing On-premise on your hardware, Pixels must be first enabled in platform administrative panel by ticking "Enable pixel" in account settings. **NOTE: To use pixels, you need to configure HTTPS protocol for both your website and the platform.** **After activation you'll see the new section "Pixels" in the platform interface.**

Creating pixels

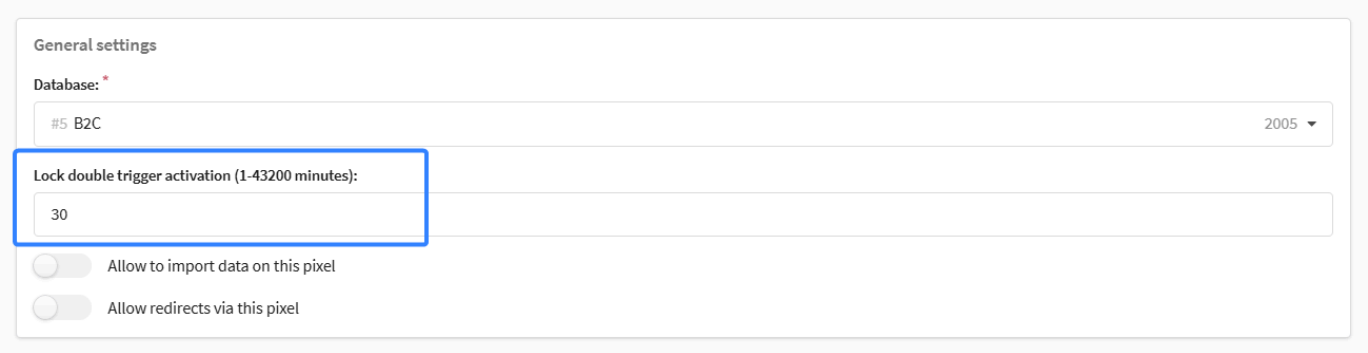
Let's create a new pixel script. First of all, you have to give it a name, write a description, set access groups and a database to process.

If you'd like to prevent unwanted pixel double activation, limit the time before another activation in the "Lock double trigger activation" field.



TIP

If the trigger does not activate in campaigns or scenarios, although the trigger conditions are met, it is recommended to check pixel trigger interval.



INFO

Allow to import data on this pixel — use this field to enable customer profile import at the moment your customer activates a tracking code.

Pixels can update your existing profiles or create the new ones, including for anonymous website visits:

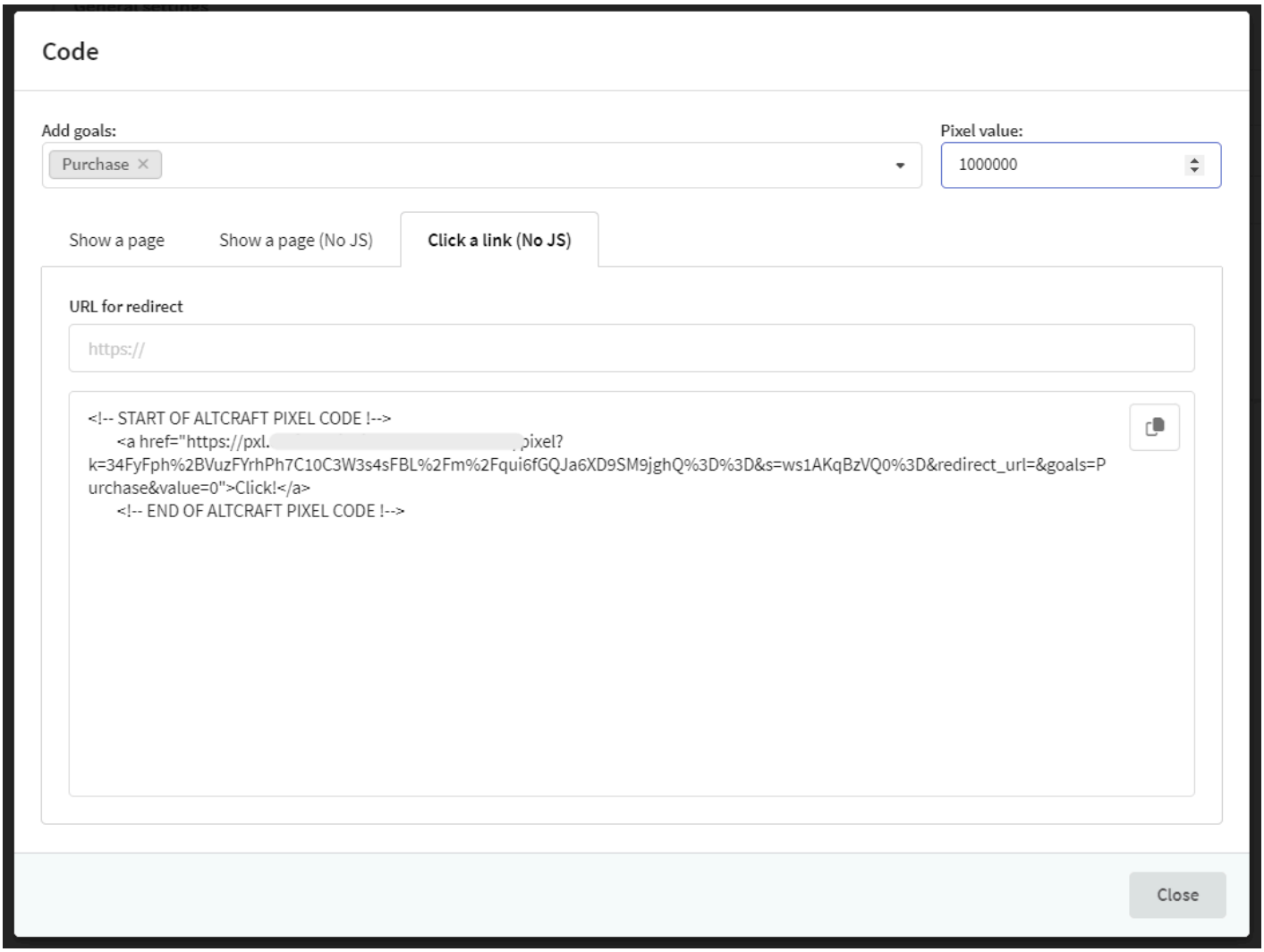
- **HTML pixels (image and URL redirect) use your customers' session data (cookie) for matching profiles. If a profile with the same cookie (e.g. pened mail from the same device) is not found - a new anonymous profile will be imported.**
- **JavaScript tracking codes can use both cookie data and customer profiles information. If a profile is found, its data will be updated; if the profile isn't found, a new profile will be created with the data you can specify.**

JS pixel import is described further on this page.

After you save a new pixel, you'll be able to open Get pixel code interface. The first thing is to decide upon tracking technology you need:

- **Show a page — a JavaScript code that can be customized to detect user actions like scrolling a page within a specific time period.**
- **Show a page (No JS)— this is a somewhat classic pixel technology, representing a transparent image wrapped in a tracking HTTP request. It can be used for both your website and messages — no JavaScript required.**
- **Click a link (No JS) — this technology is a hyperlink wrapped in a redirect tracking request. It can be used in social networks and any external resources.**

For all pixel types you can set goals and goal values:



When a pixel code is created, give it to your website developers to implement it into your web site or application code — and it will start tracking your customers' actions.

For each script, you can select several goals and a common value for them (cost).

When placed on the page, the code will register the specified goals, no additional action is required. Each code created in a pixel will associate goals with that particular pixel. This logic can be used to compare conversions across different landing pages, websites, and data collection forms.

Web page tracking

Configuring the code

The script is placed on those pages where you want to track your customers' actions. When a user visits the page, pixel will record goals you specify in pixel settings ("Add goals"). You can record one value for these initial goals.

INFO

Symbols available for use in goal names:

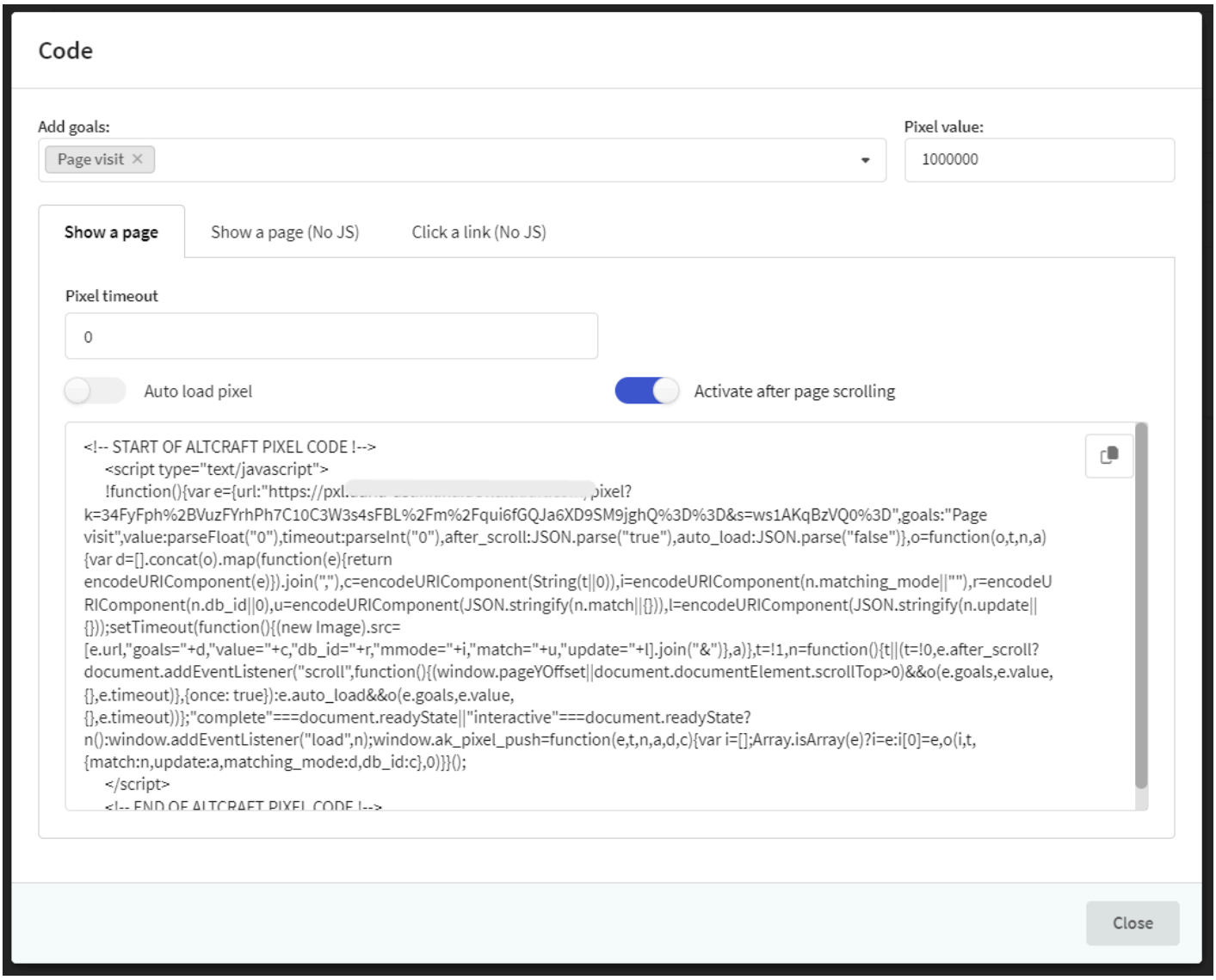
- **letters of the Latin and Russian alphabet (upper and lower case)**
- **spaces and tabs**
- **currency symbols**
- **`! # $ % & * + - . , : ; '`**
- **`= ? @ ^ _ ( ) [ ] {} / \ |`**

The maximum length is 128 characters.

Below you can set to activate pixel at once when the page is loaded, or to wait for page scrolling to exclude random website visitors from the query.

TIP

After you configure a new pixel, give its code from the "Show a page" tab to your website developers along with the information from this page.



Recording goals via API methods

On the web page with the script implemented you can track any of your customers actions based on browser events. For example, these can be a mouse focus on a specific banner — or a popup activation — or leaving a page. On these events you can record customer's target actions and their values. For commercial actions you can register both profit and fees, if any.

For the page elements and browser events use the following method - `ak_pixel_push()`:

These arguments are used to record target actions:

- **tags — goal name or names. Can contain a string value or an array of strings.**
- **value — value or price for the goals. Can contain positive and negative floating point values.**

Description	Method
Simple call	`ak_pixel_push()`
Goal registration	`ak_pixel_push("click")`
Goal and value registration	`ak_pixel_push("click", 100)`
Several goals with a negative value. One value will be recorded for all the goals	`ak_pixel_push(["click", "cars"], -100.40)`

Customer profiles import and update (JS)

If customer profiles import is enabled in pixel settings, you can add arguments for searching an existing profile to update and for adding profile data: ak_pixel_push(tags, value, match, update, matching_mode):

- **match — this one is used for profile search. It is an object with one or two properties: “search field”: “field value” и “db_id”: “profile database ID” — in case a database is not specified for the pixel.**

> **TIP**
>
> **`db_id` can be ignored when a profile database is specified in pixel settings.**

- **update — can contain any customer profile data including subscriptions.**
- **matching_mode - can contain any type of matching.**

> **TIP**
>
> **`matching_mode` can be ignored when searching by custom fields.**

Example of goal registration with profile import

Below are examples of goal registration with different type of matching:

email

```
ak_pixel_push(
  "click",
  100,
  {
    db_id: 1,
    email: "user@mail.ru"
  },
    {
        "_fname": "John",
        "_lname": "Doe",
        "subscriptions": [
            {
                "resource_id": 1,
                "channel": "email",
                "email": "john.doe@example.com"
            }
        ]
    }
);
```

email_profile

```
ak_pixel_push(
  "click",
  100,
  {
    db_id: 1,
    email: "user@mail.ru"
  },
```

```
    {
        "_fname": "John",
        "_lname": "Doe",
        "subscriptions": [
            {
                "resource_id": 1,
                "channel": "email",
                "email": "john.doe@example.com"
            }
        ]
    },
  "email_profile"
);
```

custom

```
ak_pixel_push(
    "click",
    100,
    {
      db_id: 1,
      field_name: "client_id",
      field_value: 1,
    },
    {
      _fname: "John",
      _lname: "Doe",
      subscriptions: [
        {
          resource_id: 1,
          channel: "email",
          email: "john.doe@example.com",
        },
      ],
    },
  "custom"
);
```

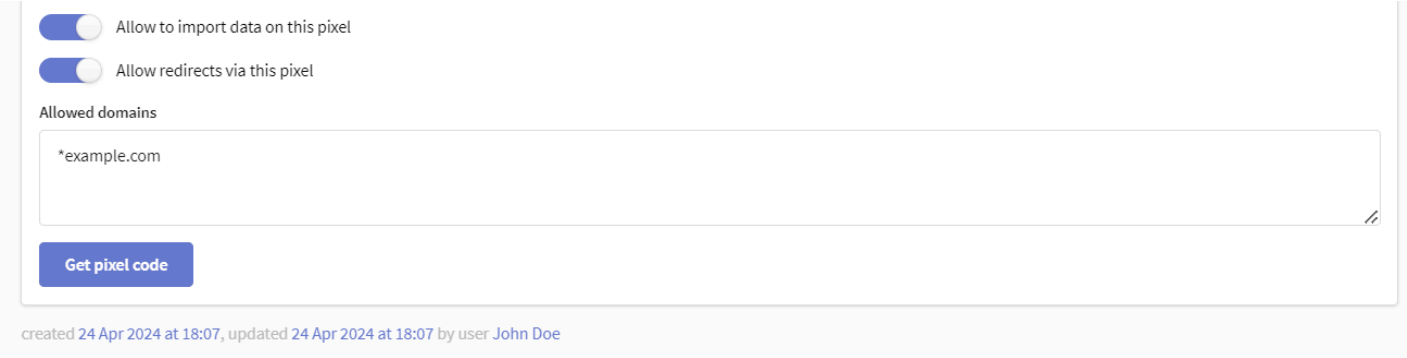
phone

```
ak_pixel_push(
    "click",
    100,
    {
      db_id: 1,
      phone: "+79000000000"
    },
      {
          "_fname": "John",
          "_lname": "Doe",
          "subscriptions": [
              {
```

```
                "resource_id": 1,
                "channel": "email",
                "email": "john.doe@example.com"
            }
        ]
    },
    "phone"
);
```

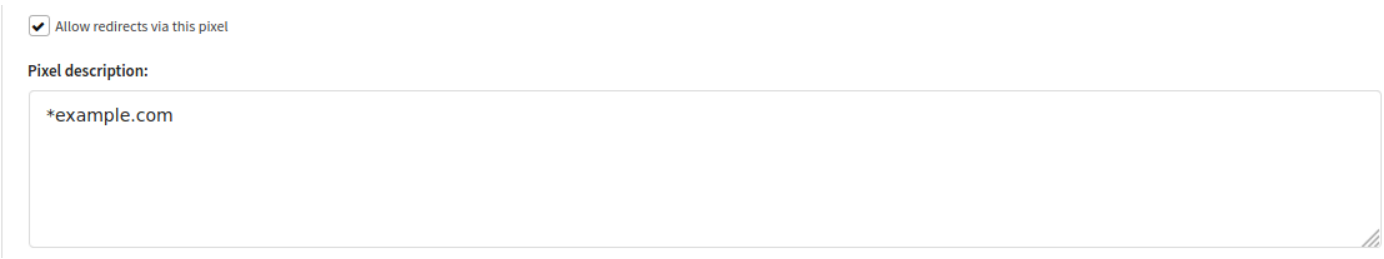
Redirects via pixel settings

If you allow redirects via the pixel, the user will be redirected to the URL you specified at the moment he hits your pixel.



Redirect links can be used for fraud by sending phishing message with redirect_url. To avoid this, pixel in Altcraft MP does not support redirect by default. To engage this option, you need to activate this flag:

When flag is activated, you can enter domains list allowed for redirect, in the field below



After these settings, redirect in messages with pixel will be available on for enlisted domains. Redirect for other domains will be restricted.

Setting up Altcraft pixel goal registration using Google Tag Manager (GTM)

For the convenience of placing the Altcraft pixel on the site pages, you can use the Google Tag Manager containers (if it’s installed on the site).

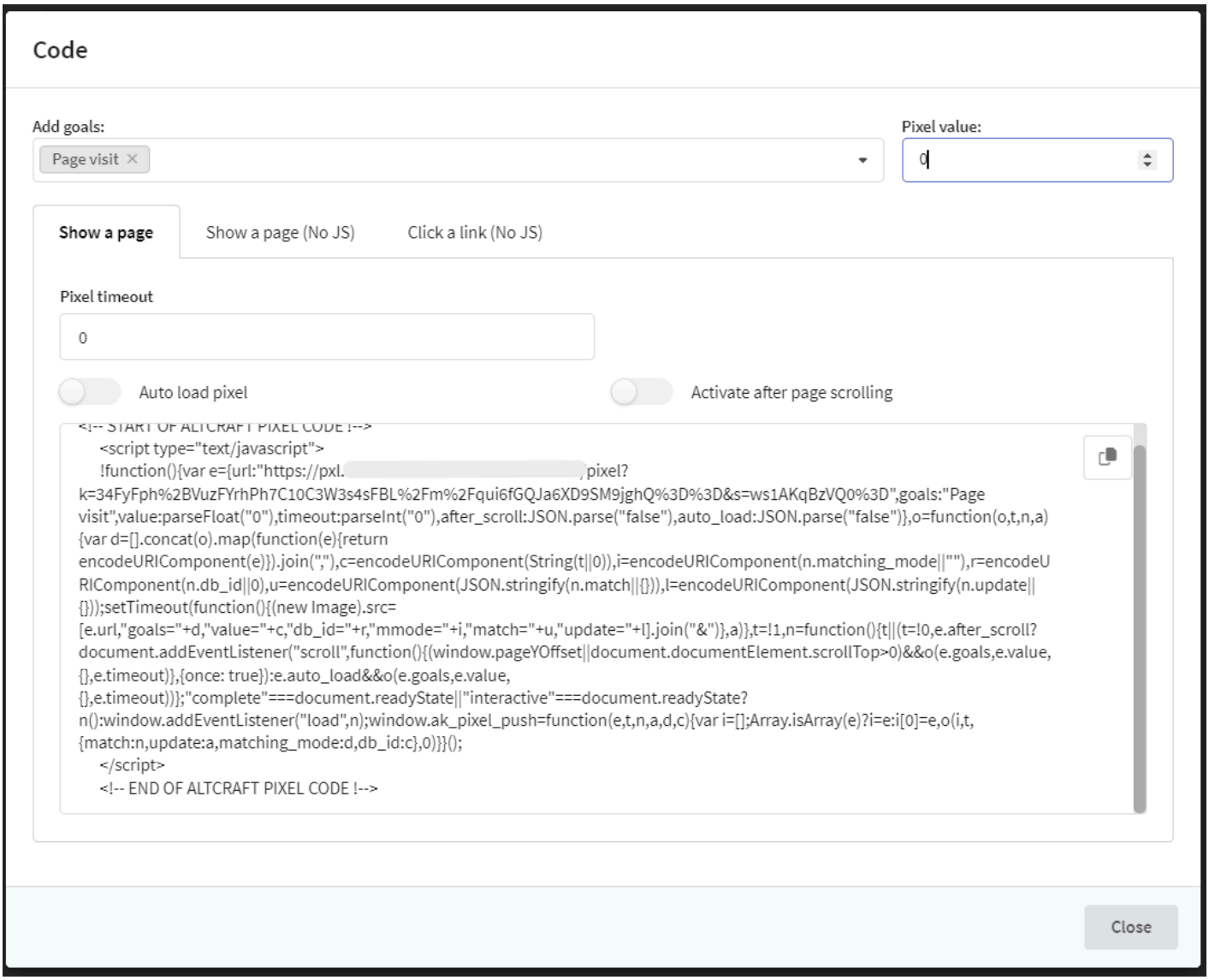
For this:

1. Create a new pixel and set basic settings: pixel name, description, access groups and associated databases.

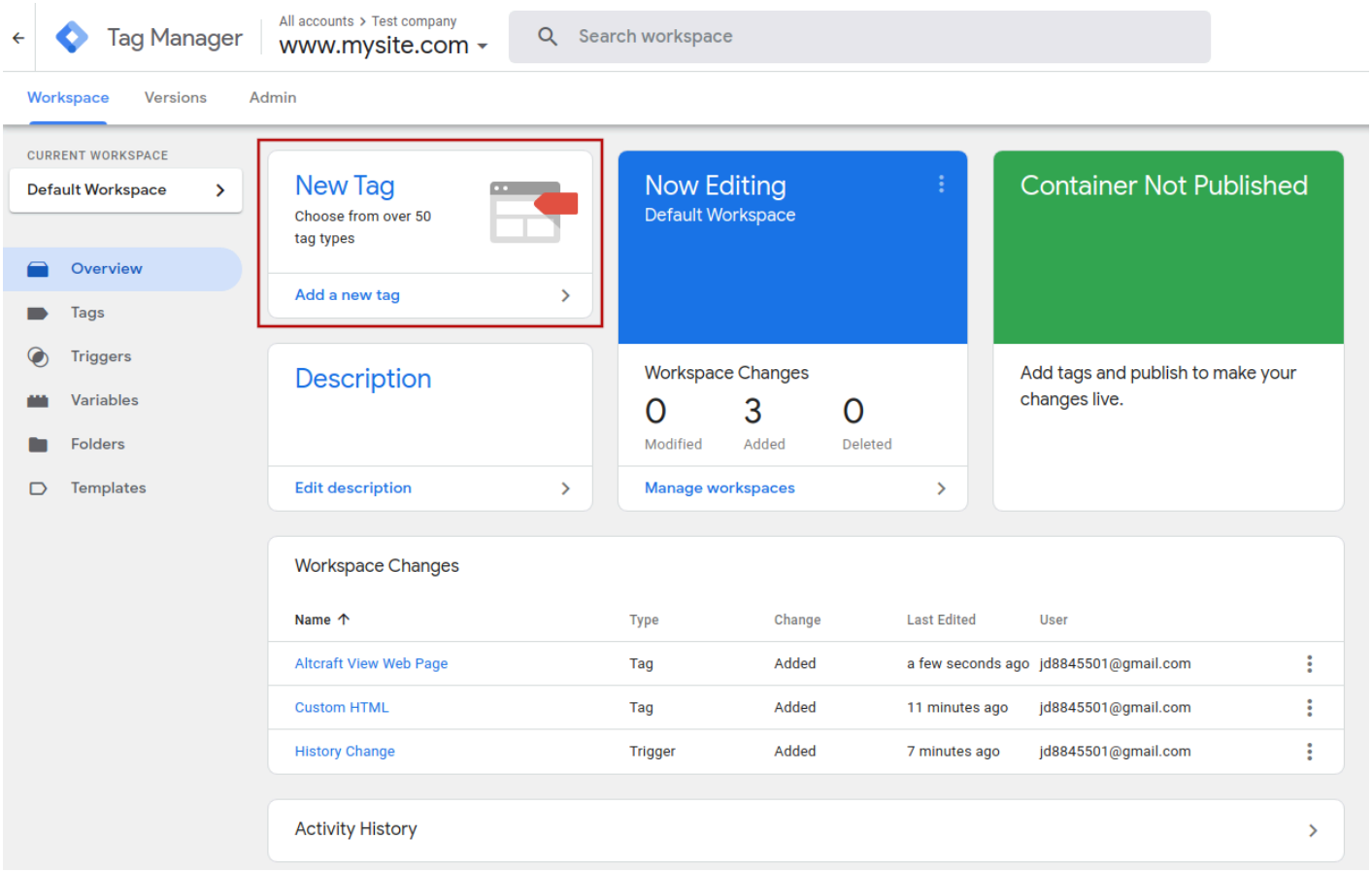
2. After saving the pixel, the tracking code configuration interface will be available. Copy the pixel code from the “Show a page” tab.

CAUTION

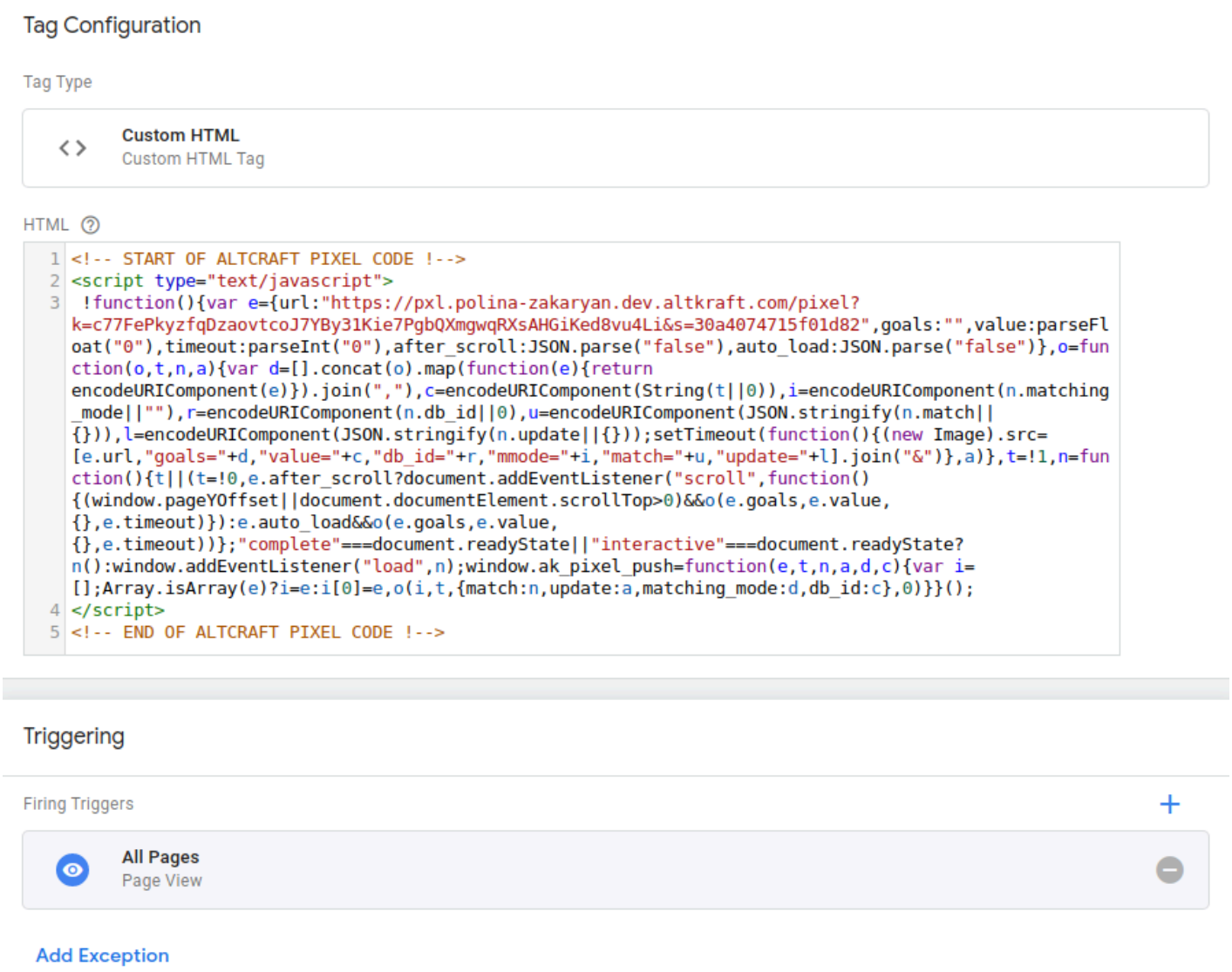
Before copying the pixel code, uncheck the “Auto load pixel” box. Only this way you can use the tracking code as a library.



3. Your next step is to go to the GTM workspace and create a new tag. Choose Custom HTML as a tag type.



4. Add the Altcraft pixel code to the “HTML” field in the “Tab Configuration” window. Choose “All pages” in the “Triggering” tab. Save it.



When you submit the changes, the container with Altcraft pixel code will be loaded on all pages of your site.

5. Now, to transfer goals and, if necessary, their values to Altcraft, add the required number of “Custom HTML” Tags configured for the Triggers you need.

```
<script>
        ak_pixel_push("PageView", 0);
</script>
```

CAUTION

Arguments are added by analogy with Recording goals via API methods.

Altcraft View Web Page

Save

Tag Configuration

Tag Type

Custom HTML
Custom HTML Tag

HTML

```
<script>
    ak_pixel_push("PageView", 0);
</script>
```

Triggering

Firing Triggers

History Change
History Change

Goal customer actions and scoring

Goal customer actions and scoring

Description

Altcraft pixels allow you to track customer actions on third-party network resources, such as:

- **Websites and landing pages, including affiliate ones.**
- **Forums, social networks, blog posts and similar services.**
- **Mobile and desktop applications.**
- **CRM and integration services of the company.**

Each registered client action contains two parameters:

- **Goal — the name of the goal action;**
- **Value — the numeric value related to the goal action.**

At the same time, the Pixel itself groups goals by type or traffic source, which can be used in various mechanics described in this article.

INFO

Symbols available for use in goal names:

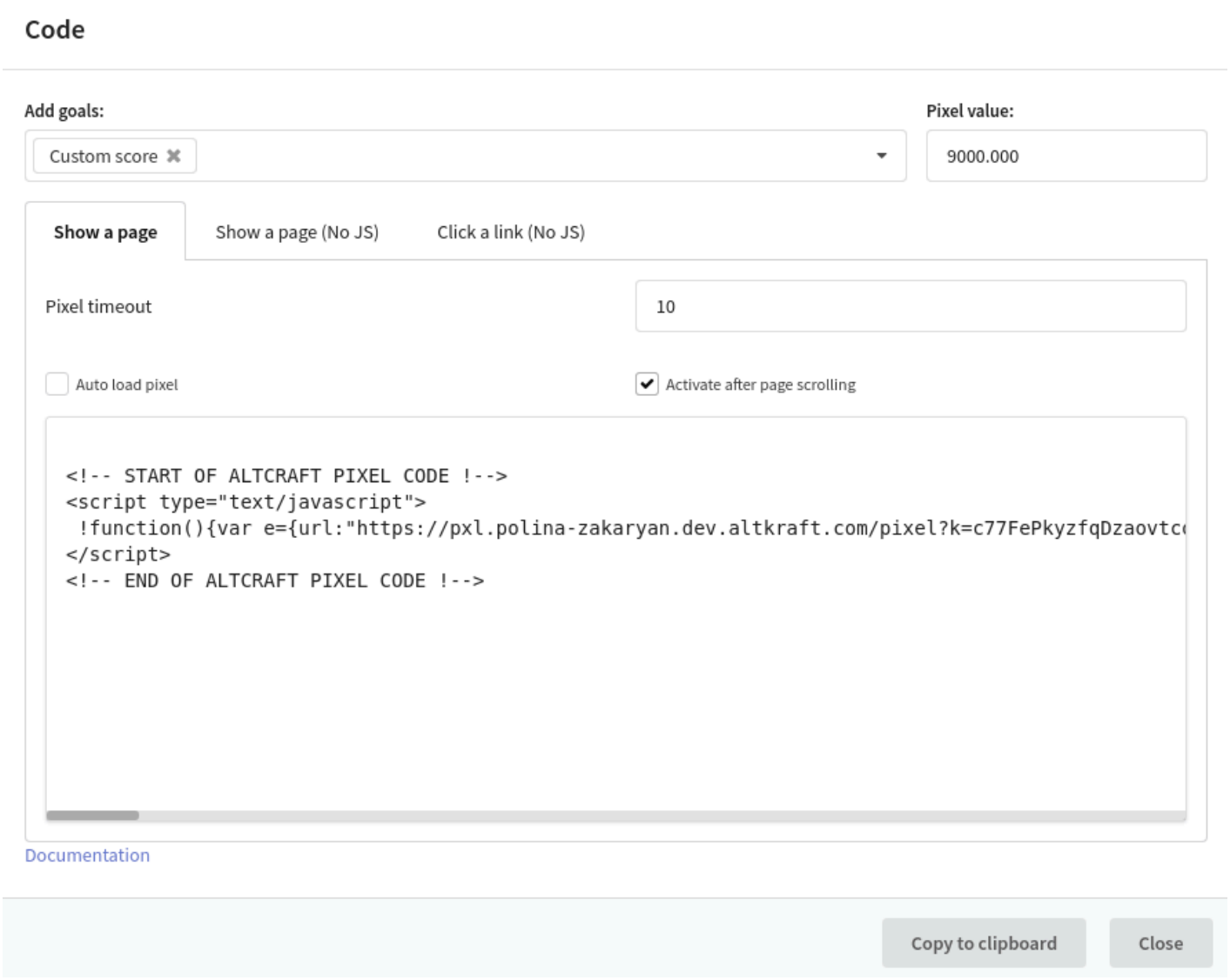
- **letters of the Latin and Russian alphabet (upper and lower case)**
- **spaces and tabs**
- **currency symbols**
- **`! # $ % & * + - . , : ; '`**
- **`= ? @ ^ _ ( ) [ ] { } / \ |`**

The maximum length is 128 characters.

Goal actions during viewing a web page

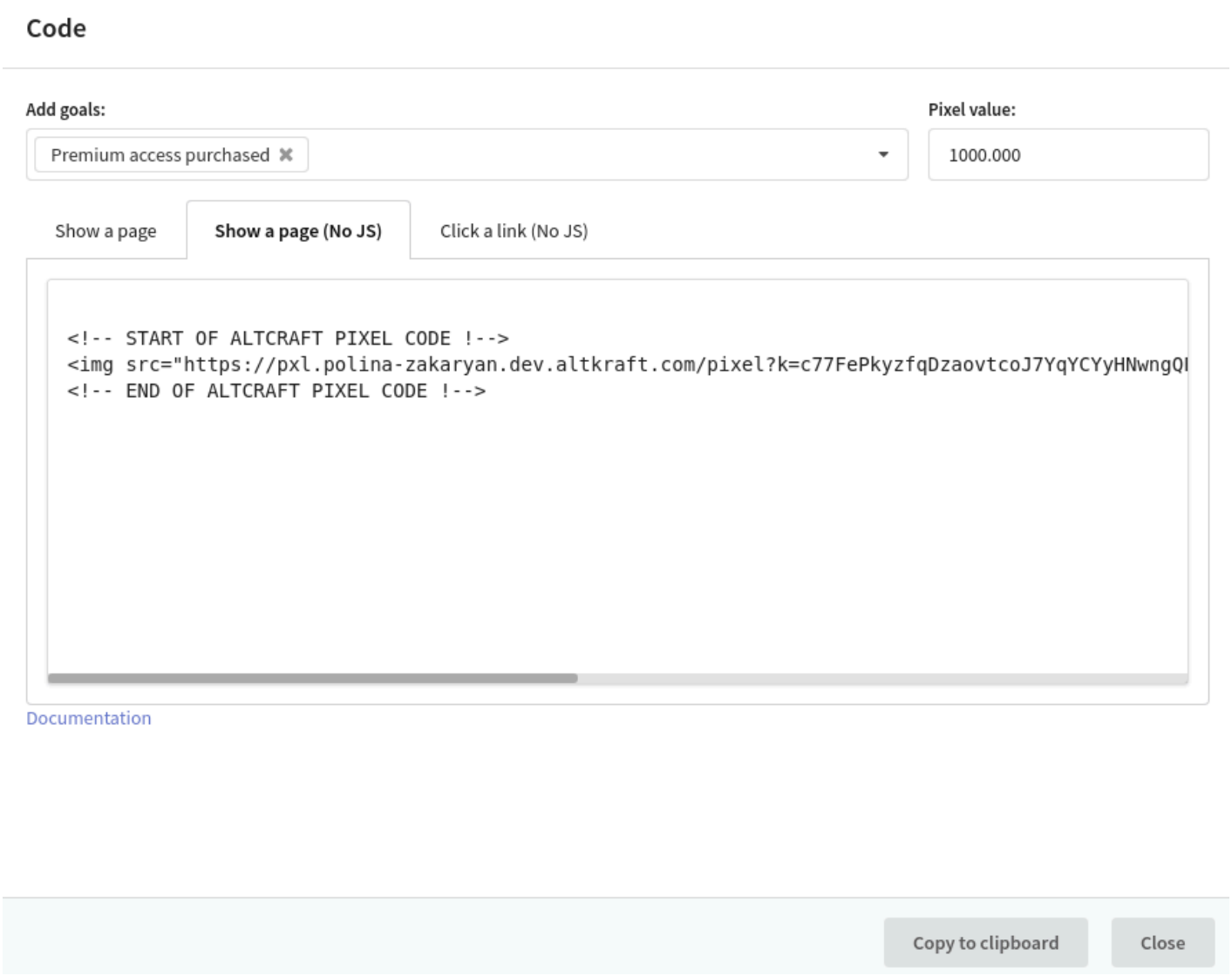
To register goal actions the visitors complete on a specific page when they view it, you can use two types of scripts:

- **Show a page — JavaScript is used for this kind of tracking. Script activation is configurable, for example, you can set it to trigger only after the user scrolls the page. Select the required pixel, click "Get pixel code" and in the appropriate tab configure the script parameters: Goals, Value, Timeout and scroll options.**



Then copy the code and give it to the developers of your website.

- **Show a page (No JS) — it is the simplest way. Here the pixel looks like a transparent image, that is stored on the platform's tracking server. You add the code to any part of the webpage. Every time the user loaded the page, the pixel registers the goal action and the value related to it.**



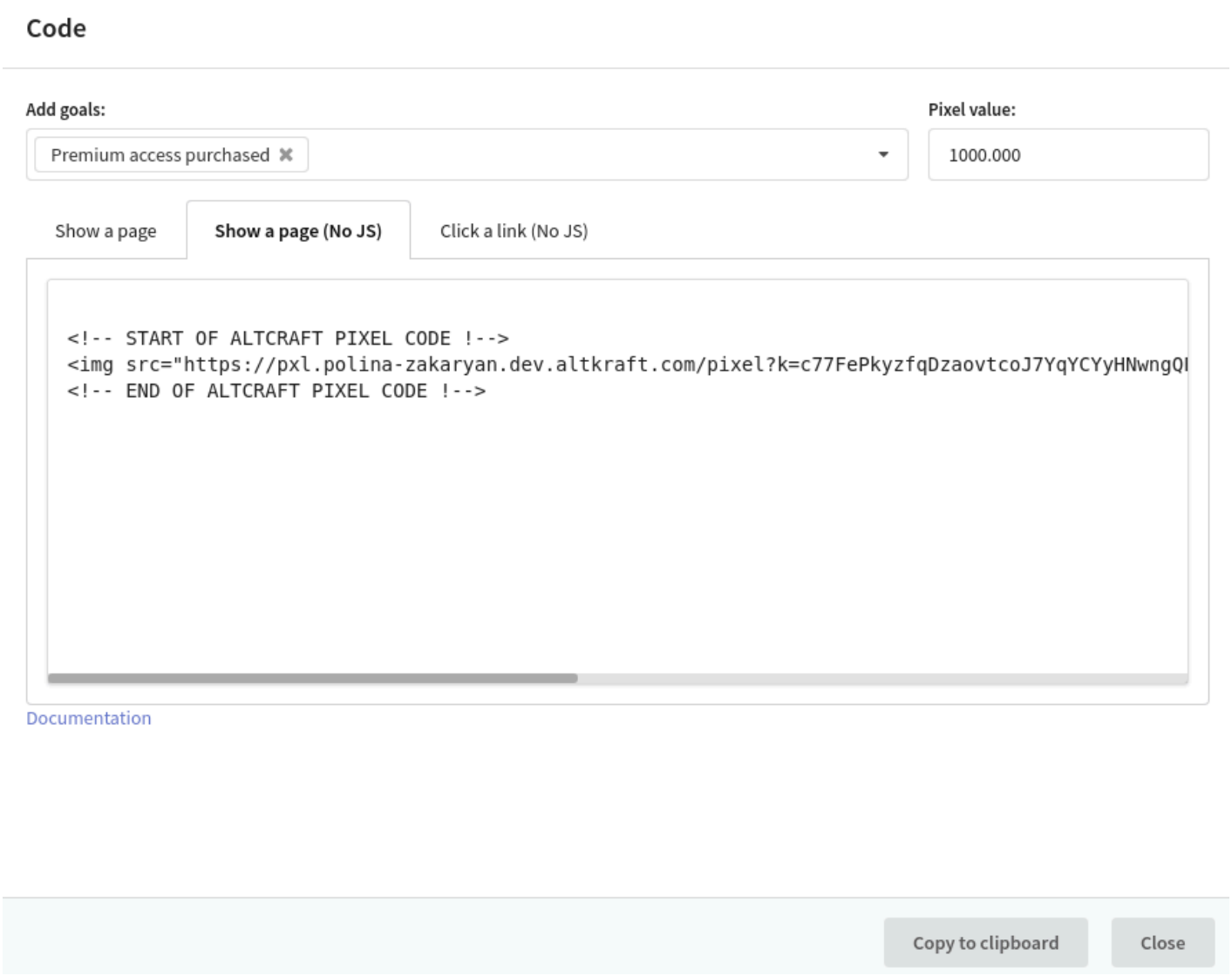
TIP

If you need to register several goals, each with its own value, or if you need a more advanced algorithm for registering goal actions, use the Goal Registration API.

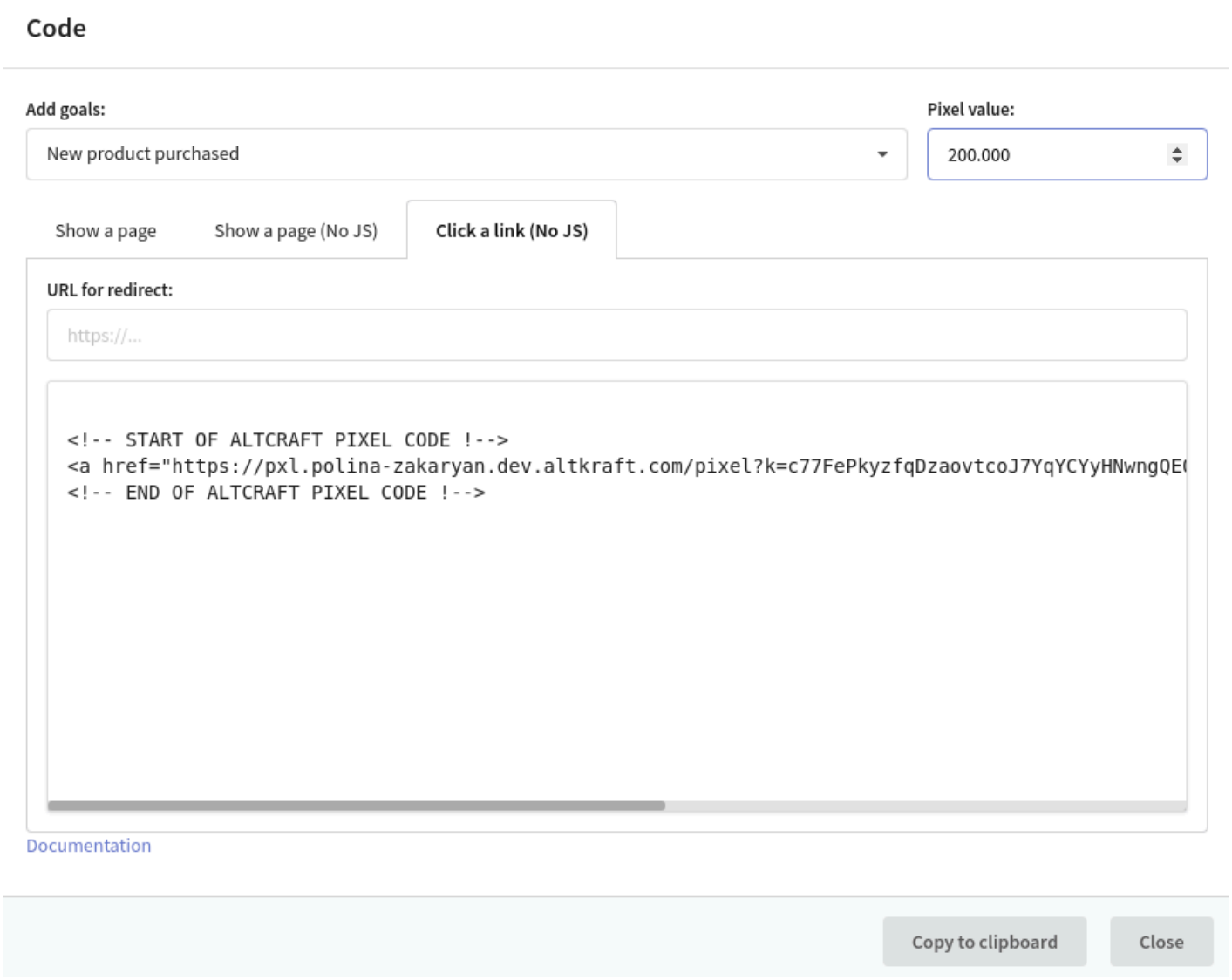
Goal actions in social networks and other public resources

You can use pixels to track the actions of customers on social networks, forums and similar web resources. There are two options:

- **Show a page (No JS) — a transparent image loaded from the platform's tracking server. It's added to a form that supports images from external sources. When the client views such a record, the goal action is registered.**



- **Click a link (No JS) — add a redirect to the platform's tracking server for any link you want to place in a publication - on a social network or on a similar resource. Clicks on such a link will register the specified goal action and its cost.**



Goal actions in desktop, mobile and web applications

In applications tracking of events is carried out by requests to the Goal and Goals Value Registration API. A distinctive feature of the API request is the grouping of goals and costs. Unlike ready-made scripts, “goal” + “value” pairs are supported in the request, so you can pass several goals, each of which will have its own value.

Pop-ups

	Pop-up is a small window that appears on top of the main content of a web page. It is used to attract user's attention to certain information or motivate them to take a targeted action. For example, using pop-ups you can offer to subscribe to a newsletter, tell about a discount or promotion, collect applications or provide technical support.

INFO

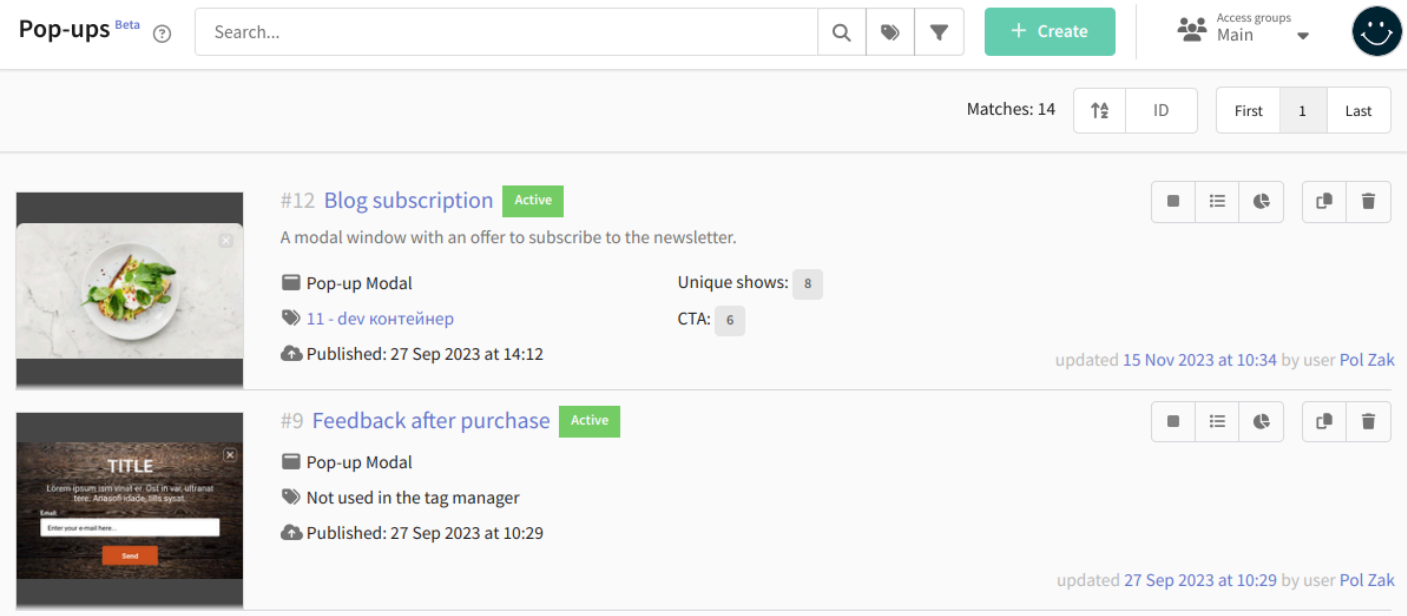
Pop-ups appear on the device screen when a certain event occurs — for example, when a page is loaded, when an element is clicked, or when the page is scrolled to a specified threshold. To set the conditions for a popup to appear, install Altcraft Tag Manager on your site.

In this section

Creating and publishing a pop-up

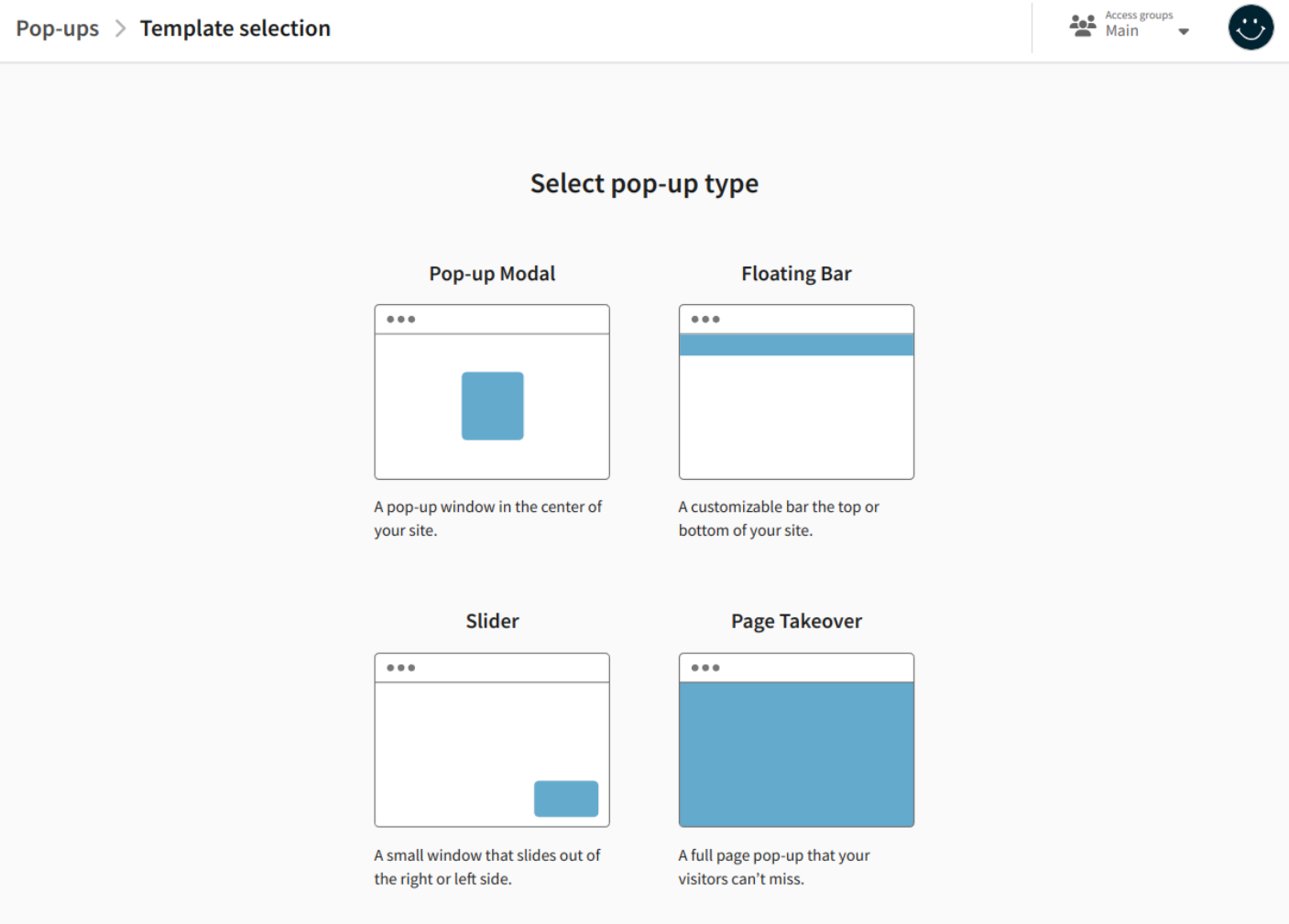
Step 1. Creating a pop-up

1. Go to “Weblayers” → “Pop-ups” and click “+ Create” at the top of the page:

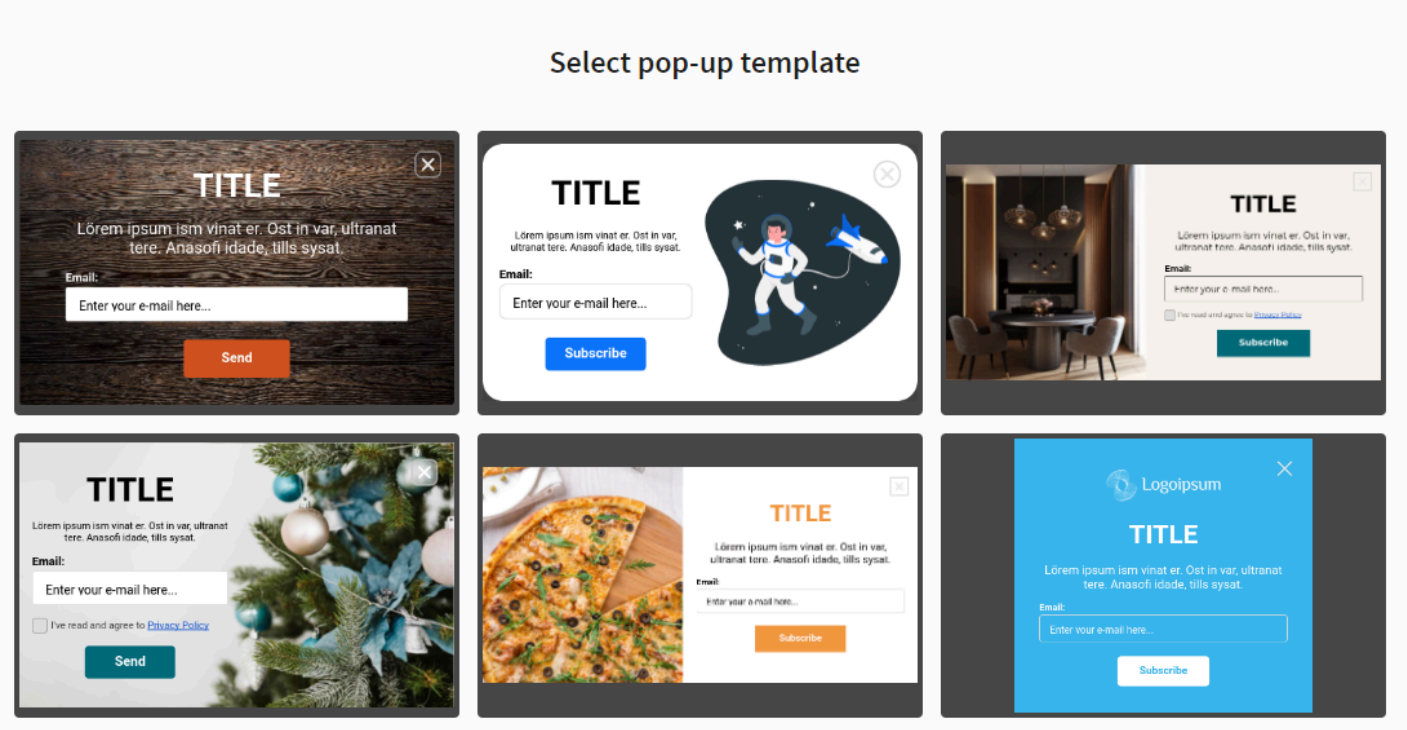


2. Select pop-up type:

- **Pop-up Modal is a pop-up window that appears in the center of the screen. It attracts the user’s attention as it darkens the background of the browser. Typically used to collect email addresses.**
- **Floating Bar is a customizable panel that is located at the top or bottom of the page. Remains visible on the screen even when scrolling the page. Suitable for informing customers about news or limited offers.**
- **Slider is a small window that appears in the lower right corner of the page. It is less intrusive and does not interfere with the visitor’s viewing of the page content. Drop-down boxes can be used to display additional information, suggestions, or feedback forms.**
- **Page Takeover is a pop-up window that takes up the entire browser screen. This ensures that visitors do not miss the information presented. However, full-screen windows should be used with caution, as they can be perceived as intrusive advertising and cause dissatisfaction among users.**



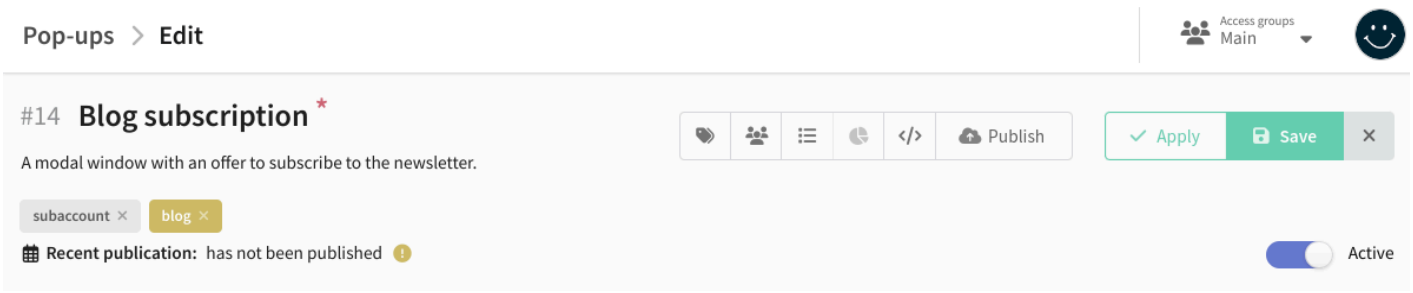
3. Select pop-up template. The platform already has several ready-made templates. Use any of them as a base. In the next step, you can completely change the template (set text, styles, customize fields, etc.) and customize it to suit your needs.



4. Set the system name of the popup and add a description if necessary. You can also set [tags for quick search]

and assign access groups

.



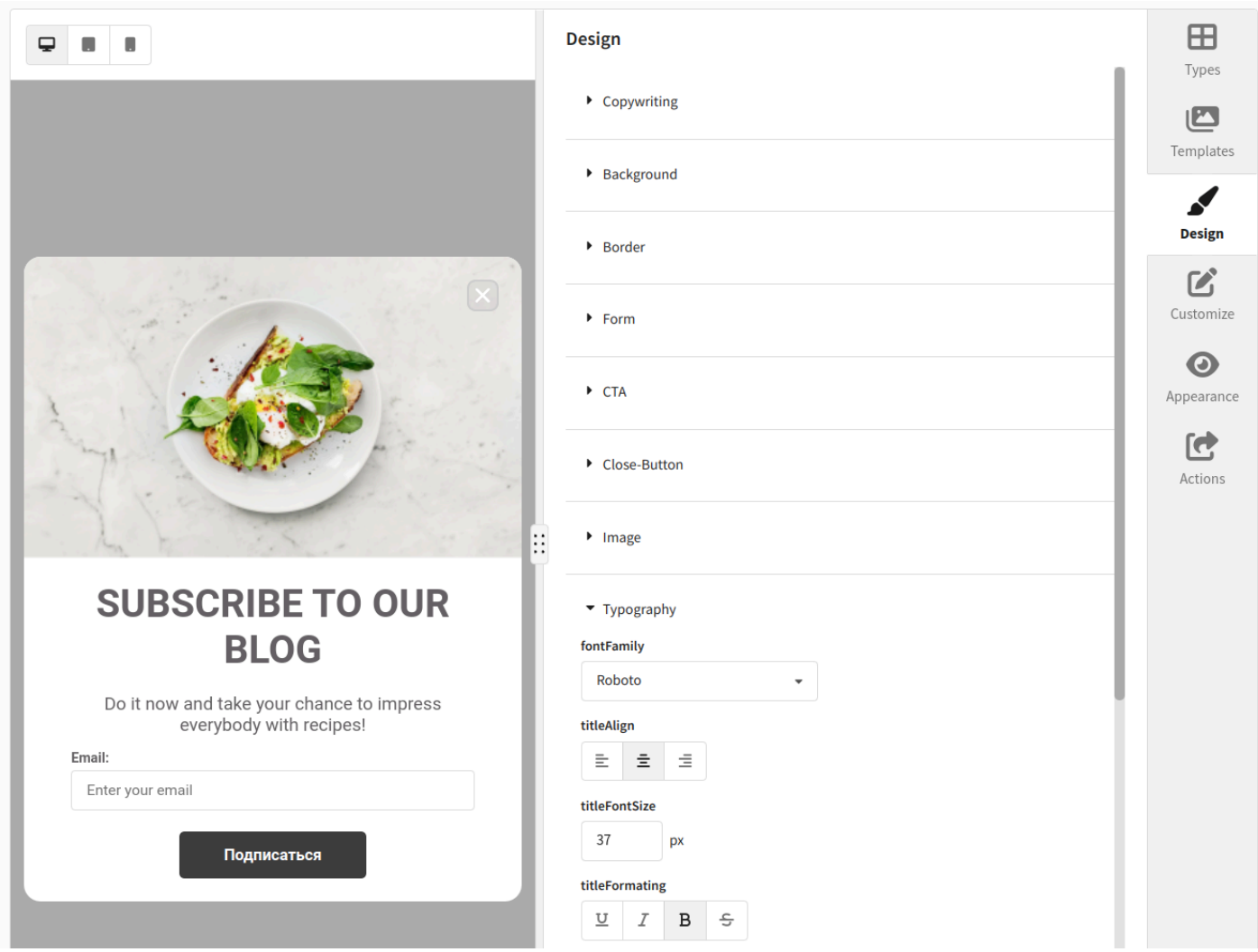
Step 2. Change text and design

The appearance of the popup is set using parameters. The options contain text, image, and CSS styles for various elements. For example, the `text` parameter contains the main text of the popup, the `backgroundColor` parameter contains its background color.

There are two tools available for working with popup content:

- Editing parameters in a visual editor. Suitable for users not familiar with the code. To change the appearance of the popup, just enter text, select images from the gallery, or use color palettes.
- Change HTML, CSS and JavaScript in the code editor. Suitable for users who want to work directly with the pop-up code.

Any changes made in the editor are displayed in the preview window in real time. To check how the popup will look on different devices, use the buttons in the upper left corner:



Visual editor

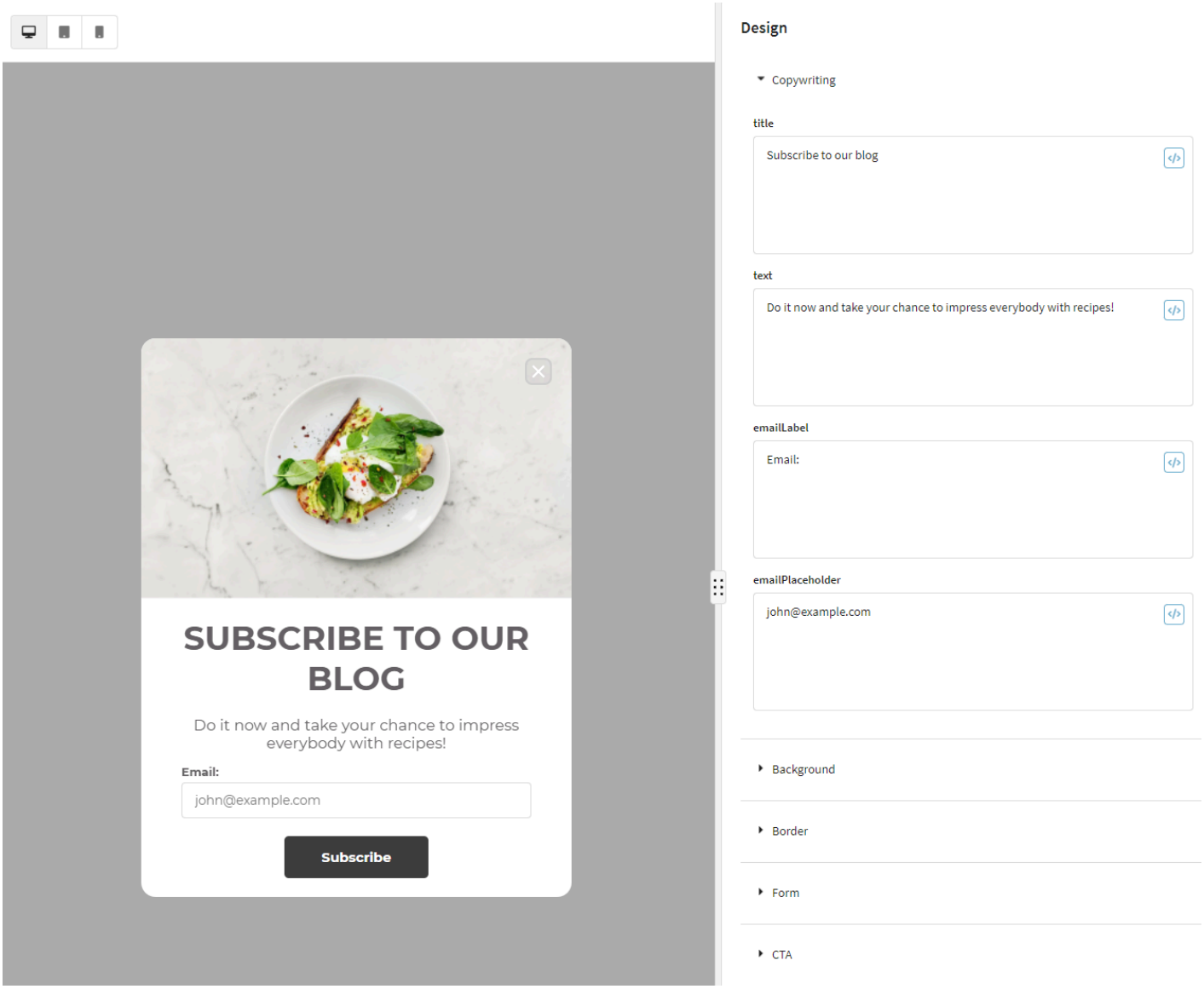
To customize the text and change the appearance of the pop-up window in the visual editor, go to the “Design” section. In this section, all parameters are divided into categories:

Copywriting

On the “Copywriting” tab you can set the text of the popup. The following options are available:

- **title — title;**
- **text — main text;**
- **<field>Label — label for form fields.**
- **<field>Placeholder — text tooltip inside the form field.**

You can add a </> variable to any text element to dynamically pull profile data into the pop-up. You will find a description of the variables in [this article](#).

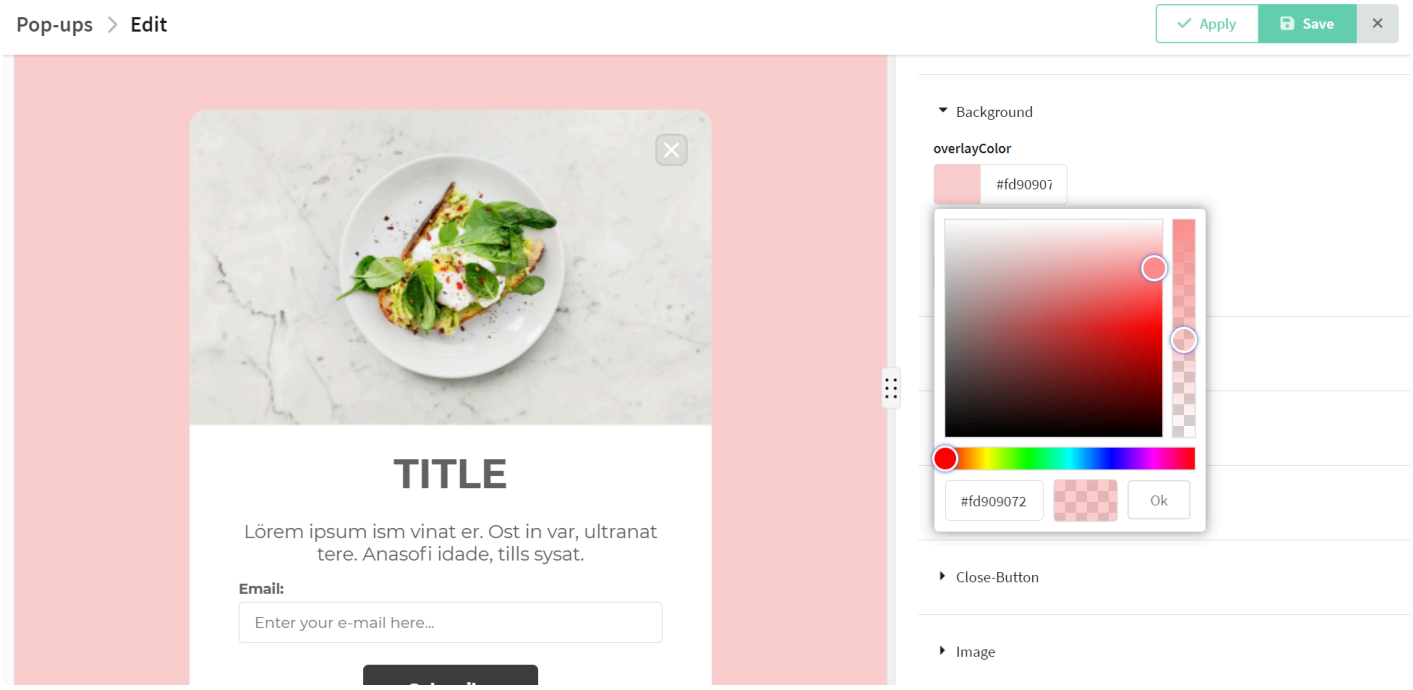


Background

The following options are available on the Background tab:

- **backgroundColor — background color of the popup.**
- **backgroundImage URL — Background image of the popup. Upload the image to [platform gallery]**

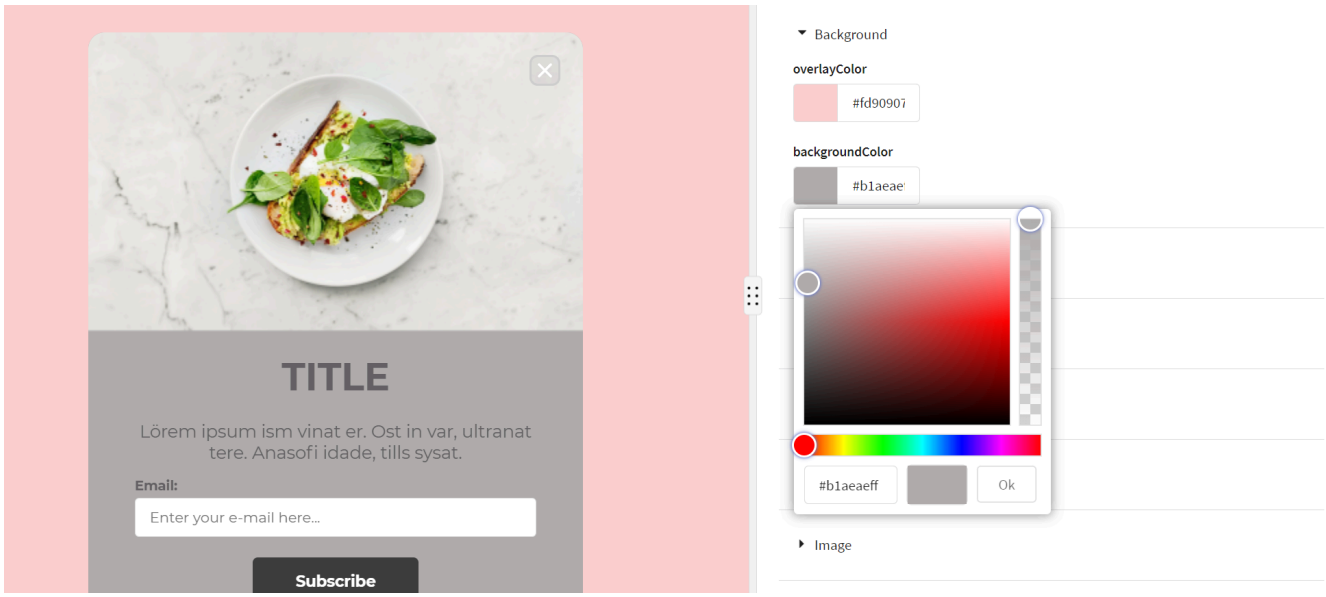
  or provide a URL.
- **overlay — background color of the browser page. When a popup appears, the background of the page is darkened, and using the palette you can change the color and transparency of the darkening.**



The following options are available on the Background tab:

- **backgroundColor — background color of the popup.**
- **backgroundImage URL — Background image of the popup. Upload the image to [platform gallery]**

  or provide a URL.

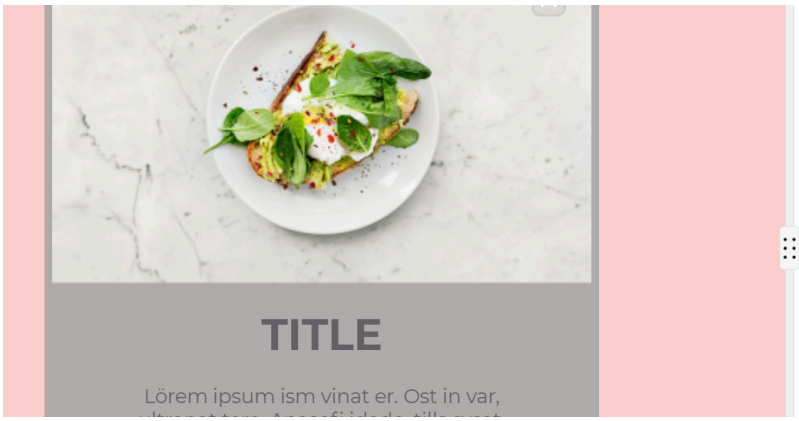
- 

Frame

On the “Border” tab, you can configure the borders of the pop-up window. The following options are available:

- **borderRadius – rounding of popup borders in pixels. You can set the rounding for each corner separately**

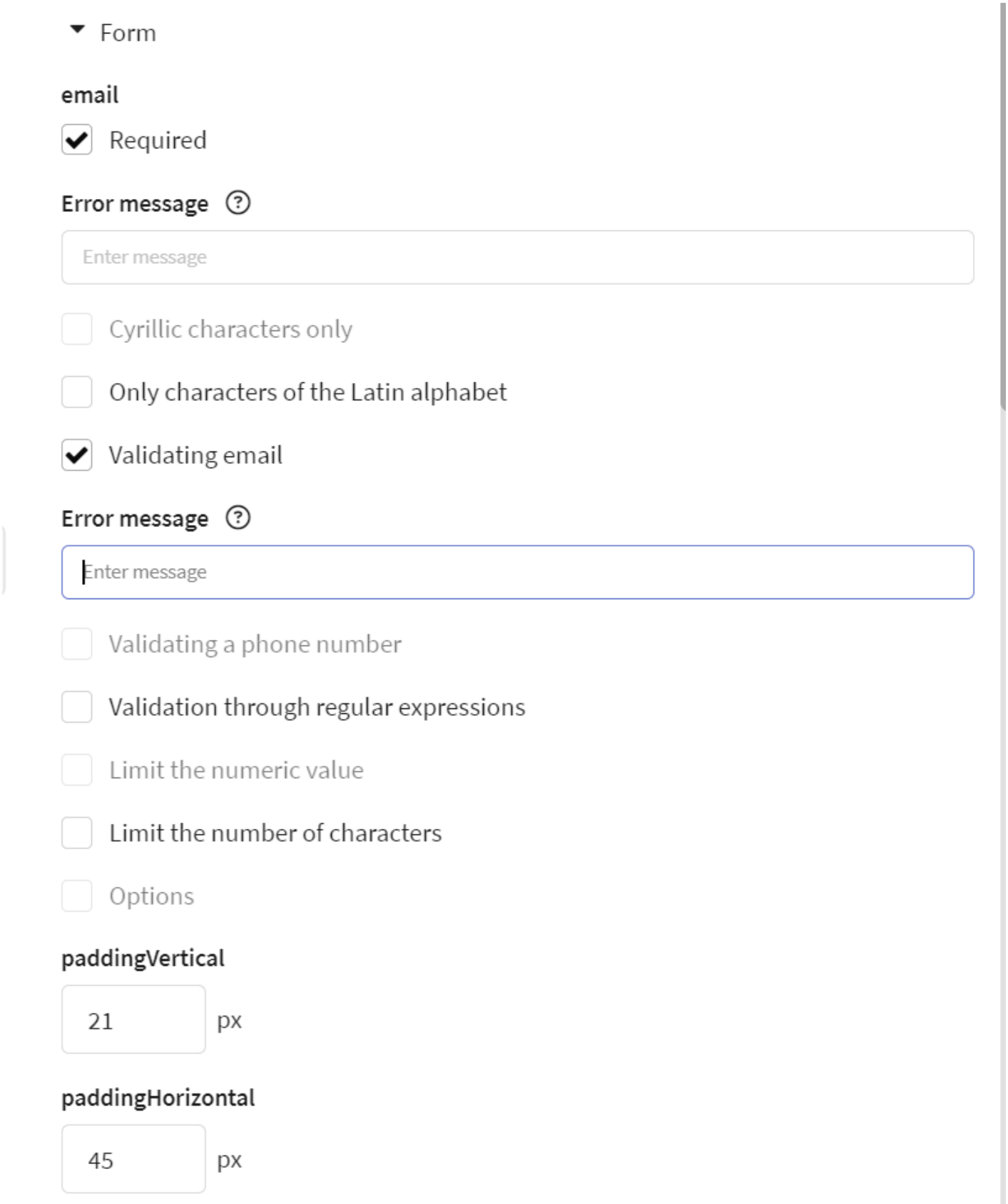
  .
- **width — border thickness.**
- **color — border color.**



Form

On the “Form” tab, fields for data entry are configured:

- **validation is set;**
- **indicates the error text that the user will see if he enters incorrect data;**
- **CSS styles of form fields are edited.**



Validation:

- **Required — The user must fill out this field before submitting the form. If the field is left empty, he will see the error message Allowed to enter only Cyrillic characters.**
- **Cyrillic characters only — only Cyrillic characters can be entered.**
- **Only symbols of the Latin alphabet — only Latin characters are allowed to be entered.**
- **Email Validation — the entered value must match the email format.**
- **Phone number validation — the entered value must match the phone number format.**

- **Validation via regular expressions — it is possible to use custom regular expressions to define your own input field validation rules.**
- **Limit Numeric Value — sets the minimum and maximum value for the numeric field.**
- **Limit the number of characters — limits the number of characters that can be entered in the field.**
- **Answer Options — used for fields with predefined answer options. You can specify valid answer options and the user must select one of them. If the user selects an invalid option, an error message will be displayed.**
- **Error message — this text will be seen by the user if he enters data that does not meet the validation conditions. The error message is specified for each field separately.**

Window styles:

- **paddingVertical — padding between the button and the bottom border of the popup.**
- **paddingHorizontal — padding between the fields and the left border of the popup.**
- **width — popup width**
- **fieldsGap — distance between form fields, incl. between field and button**
- **borderWidth — width of the border of the input fields**
- **borderColor — color of the border of the input fields**
- **borderRadius — rounding of the borders of input fields. You can set the rounding for each corner separately**

  .

Field styles with type input:

- **inputPaddingVertical — indentation of the placeholder text from the top and bottom borders of the input field**
- **inputPaddingHorizontal — indentation of the placeholder text from the left border of the input field**
- **inputFontSize — placeholder text font size**
- **inputBackgroundColor — background text of the input field**
- **inputColor - the color of the text that the user enters into the field**
- **inputHoverColor — color of the input field border when hovering the cursor**
- **inputActiveColor — color of the border of the input field when clicked with the mouse button**

Field styles with checkbox type:

- **checkboxSize — checkbox font size**
- **checkboxLabelFormatting - formatting the checkbox text**

Error message styles:

- **errorColor — error message color**
- **errorFontSize — font size in the error message**
- **inputErrorBorderColor — color of the input field border when an error message appears**
- **inputErrorBackgroundColor — background text of the input field when an error message appears**

Note that only one form can be created in the visual editor. To add more, use the code editor.

Actions

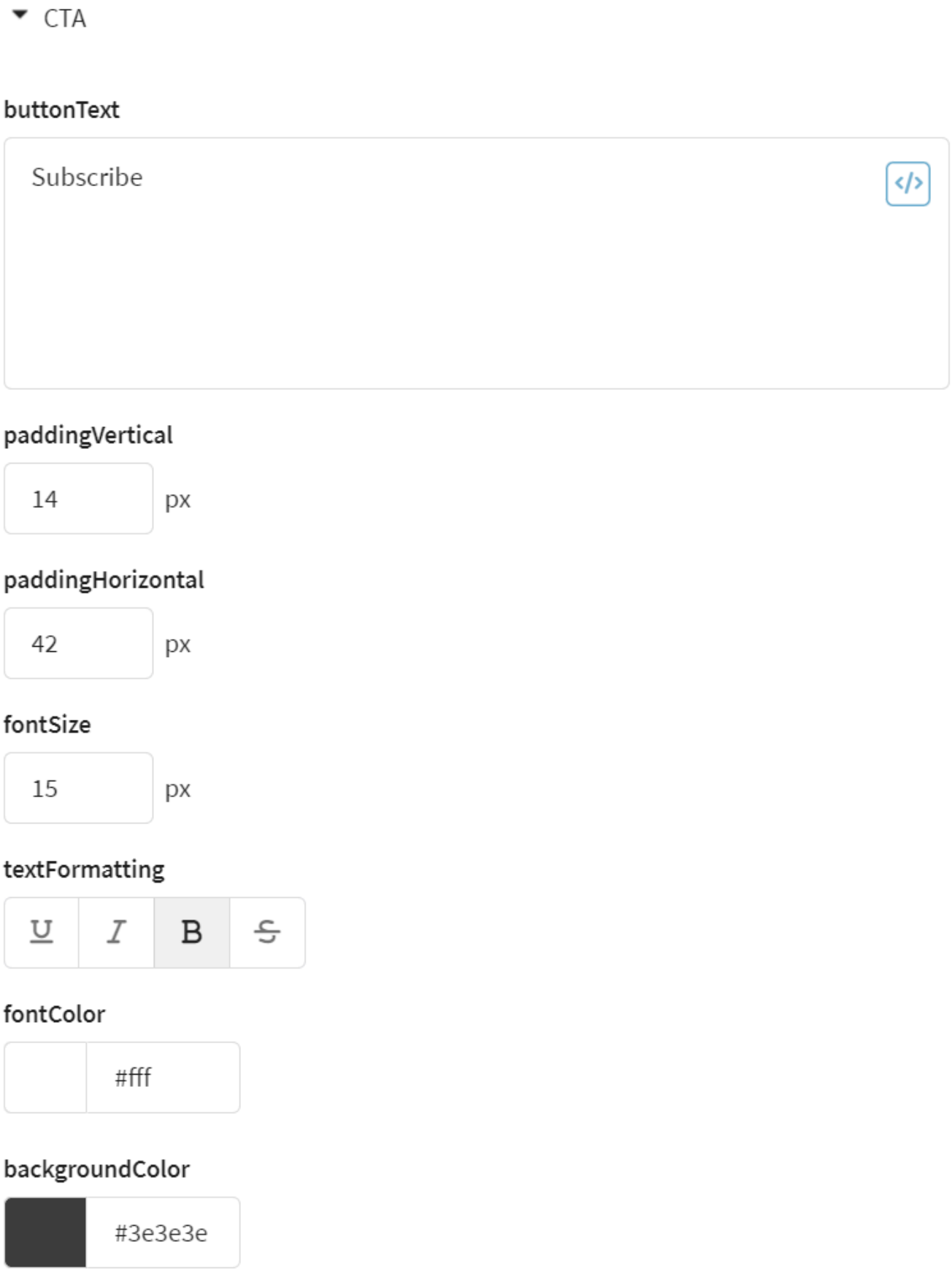
On the “CTA” tab, you can edit the text of the button and its CSS styles. The following options are available:

- **text — text of the button to submit the form.**
- **textFormatting — formatting the text in the button.**
- **borderRadius — rounding of the button borders. You can set the rounding for each corner separately**

- **backgroundColor — background color of the button.**
- **hoverBackgroundColor — background color of the button when hovered.**
- **color — text color in the button.**

- **fontSize — text size in the button.**
- **paddingVertical — padding of the button text from the top and bottom borders.**
- **paddingHorizontal — padding of the button text from the right and left borders.**



Close Button

This tab allows you to select the appearance of the button that allows the user to close the pop-up window. Parameter — closeButton.

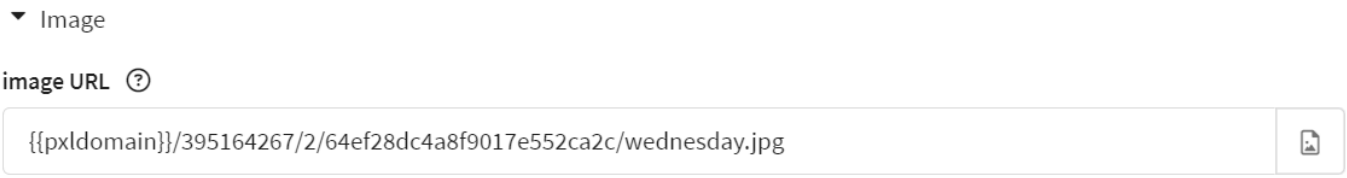


Image

On this tab, an image is added to the popup. Not all ready-made templates provide this feature.

- **image URL — URL address of the image. You can download images from [platform gallery]**

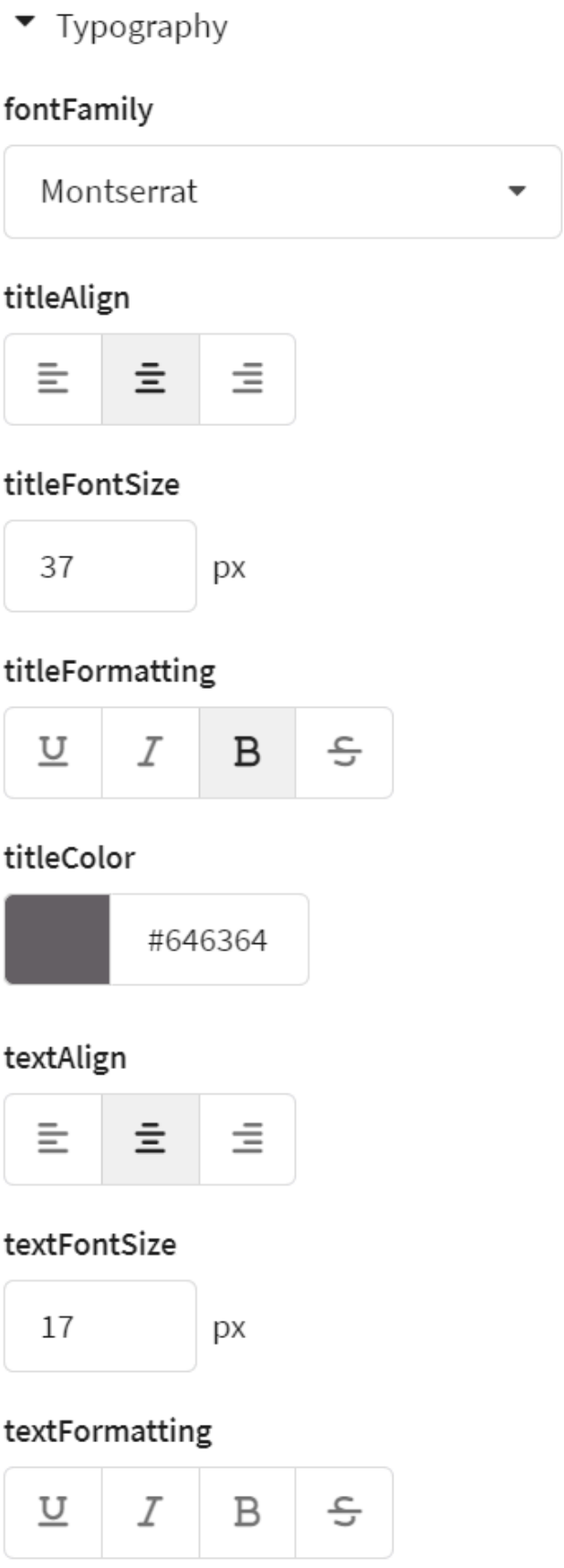
  .
- **width — image width in pixels. The height changes in proportion to the specified width.**



Typography

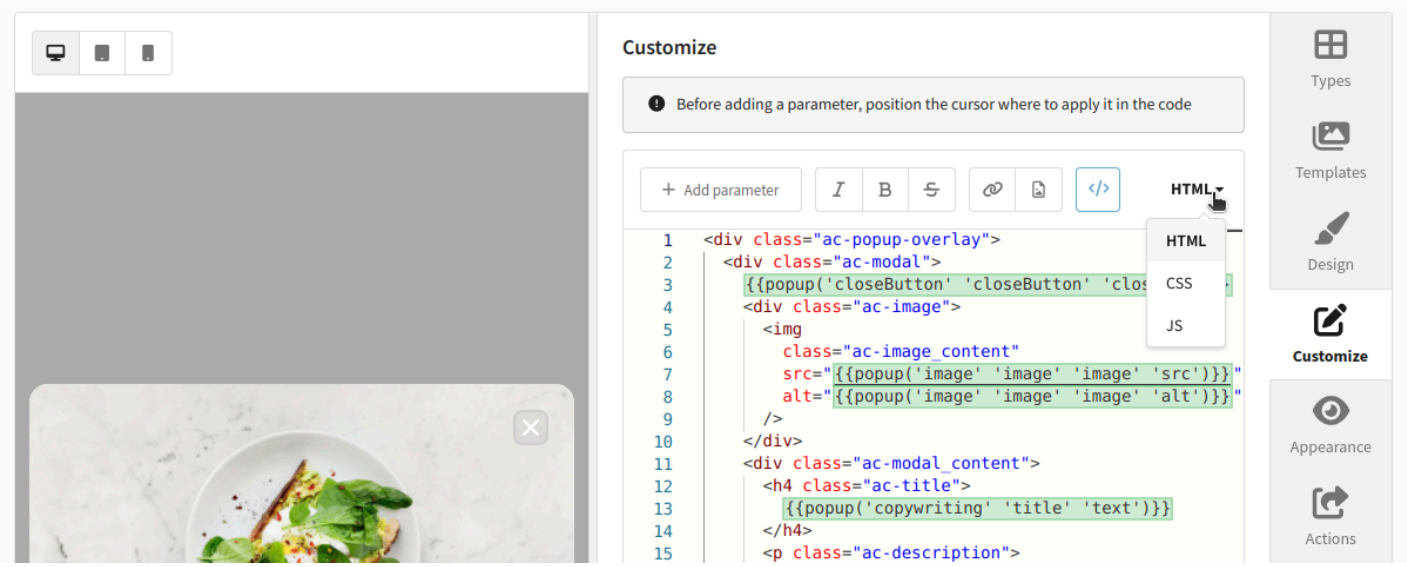
On the Typography tab you can change the CSS styles of all text elements:

Category	Parameter	Description
General font	fontFamily	The font family that is used in all text elements of the popup.
Heading	titleAlign	Title alignment (left, center, right)
	titleFontSize	Title font size
	titleFormatting	Format text in the header (underline, italic, bold, strikethrough)
	titleColor	Text color in title
Body text	textFontSize	Font size in the main text of the popup
	textAlign	Body text alignment (left, center, right)
	textFormatting	Body text formatting (underline, italic, bold, strikethrough)
	textColor	Body text color
Label	labelFontSize	Font size in field label
	labelFormatting	Format text in a label (underline, italic, bold, strikethrough)
	labelColor	Label color



Code editor

To work directly with the code, go to the “Settings” section. Recommendations for layout of a popup in the editor are collected in [this article](#).



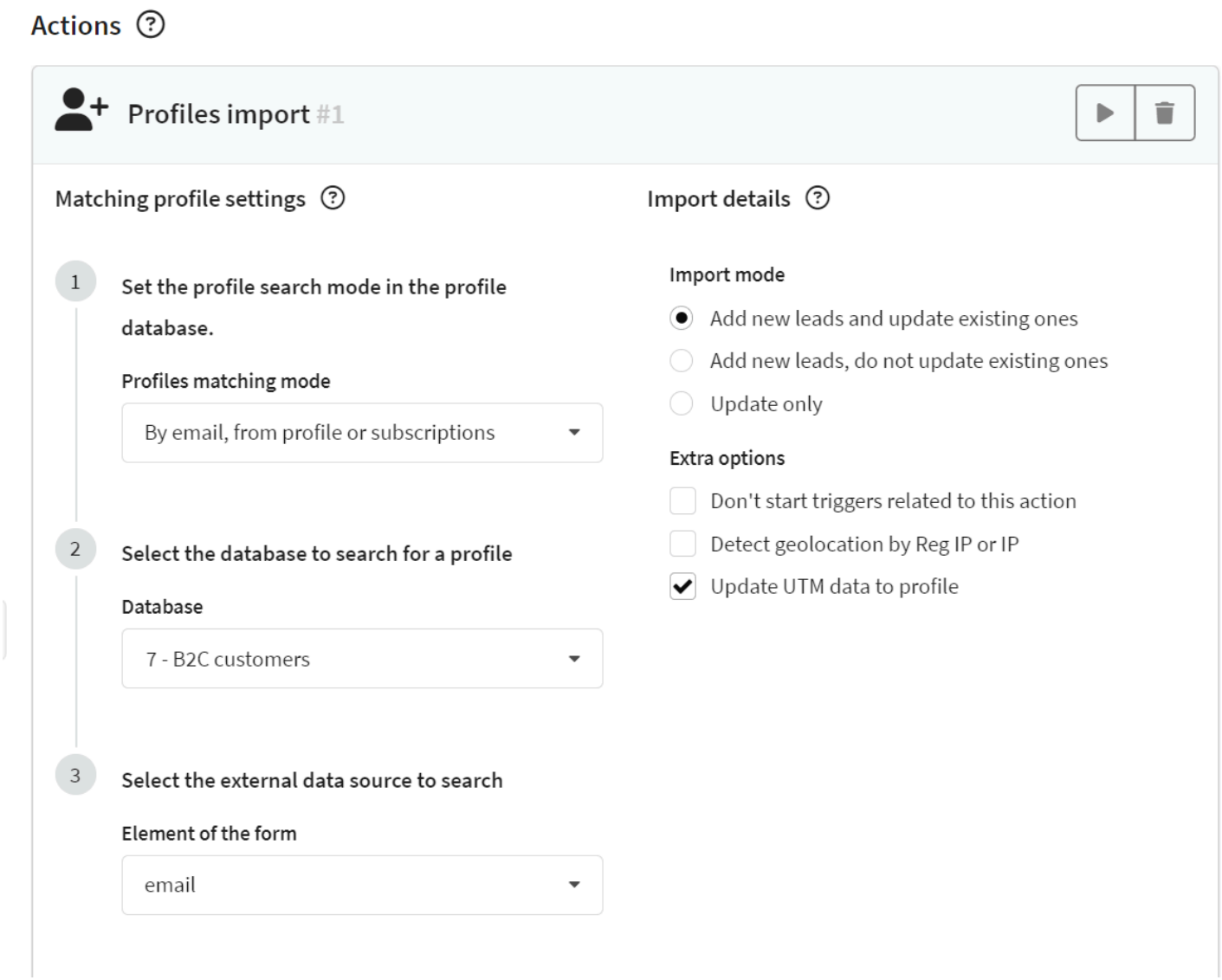
Step 3. Setting up actions after filling out the pop-up form

Go to the “Actions” section. Here you can define the actions that need to be performed after the user fills out and successfully submits the popup form:

- **Import profiles allows you to load the data of the user who filled out the form into one or more databases;**
- **Sending a form by email activates sending notifications about form completion to the specified email addresses.**

TIP

The actions after filling out the popup form are similar to the actions after filling out a standard web form. You can read more about setting up actions in this article.



Step 4. Publish a pop-up on the site

There are two mechanisms available for displaying a popup on the site:

- **Adding a script to a site page manually — this method is used for direct access to popup management. The conditions for displaying a popup must be implemented independently.**
- **Adding a script through Tag Manager is an easier way. It is enough to place the container code once on the site pages, and all further settings of the popup, including the conditions for its appearance, are set in the platform interface.**

Adding a script manually

1. Save all the specified settings and make sure that the popup status is “Active”. Then click the “Publish” button:



2. In the additional actions menu, click

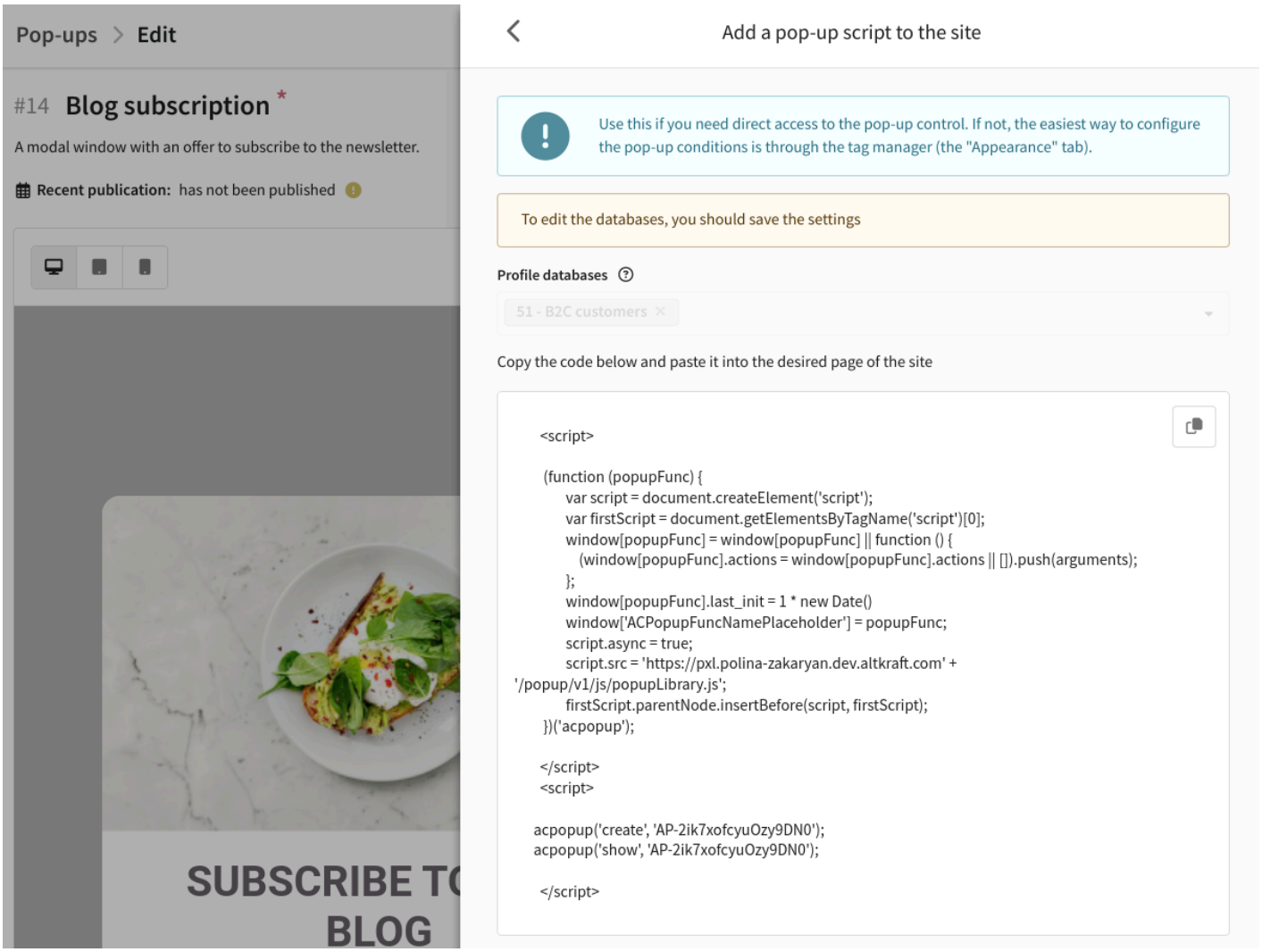
</>

. On the right, a window will appear where you need to select databases to search for profiles. Matching data can be sent along with the popup data request from the server. If a profile with such data is found in one of the selected databases, its information will be updated; otherwise, a new profile will be created in the database.

3. Click the “Show Code” button at the bottom of the page. Copy the popup code and give it to the developers so that they can add it to the required pages of the site.

CAUTION

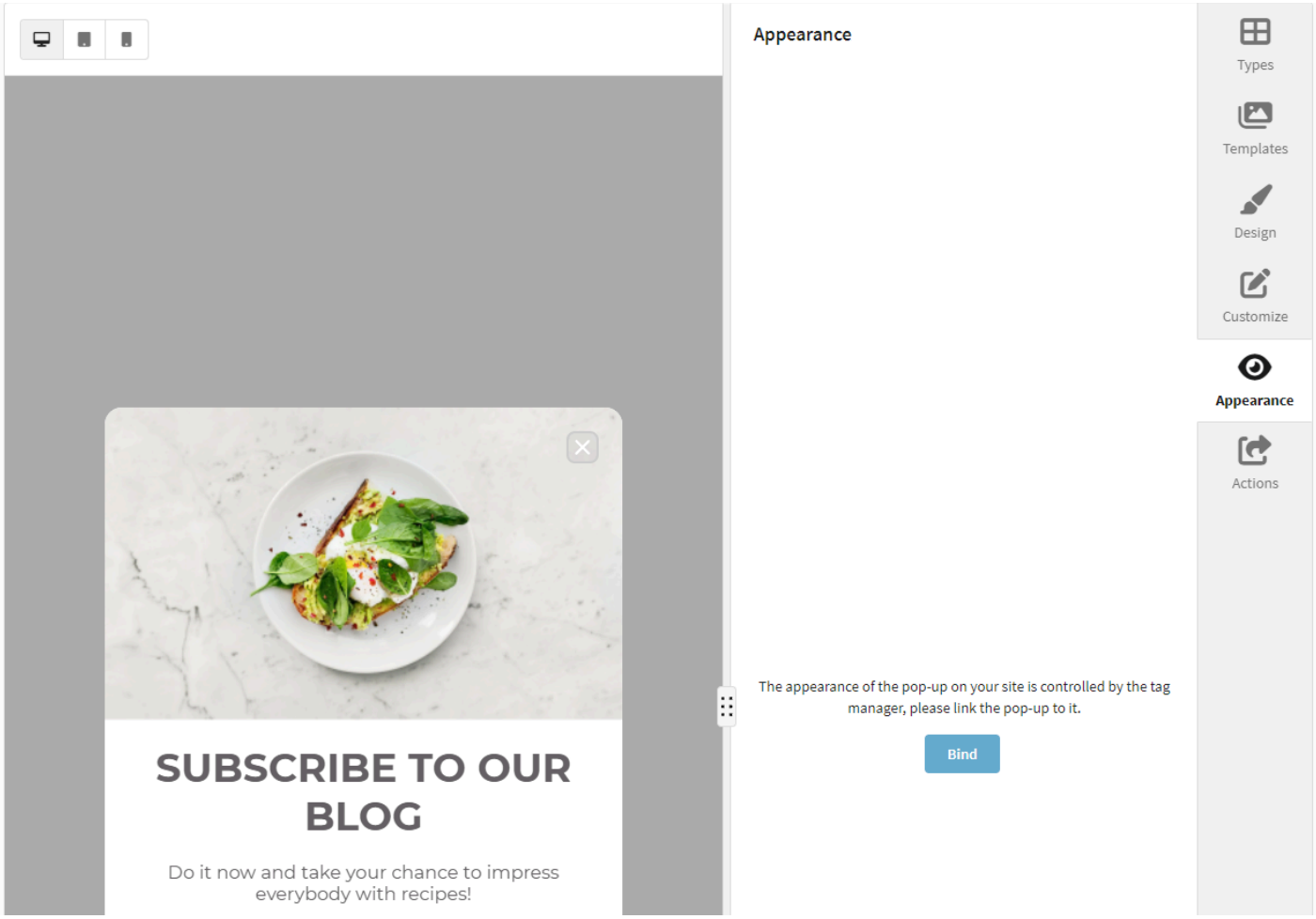
Please note that here you specify the databases for searching existing profiles. The data of users who filled out the form in the popup will be imported into the database specified in the “Actions” section.



Adding a script via Tag Manager

1. Save the popup using the button on the top panel. After this, the “Appearance” section will become active. Go to it.

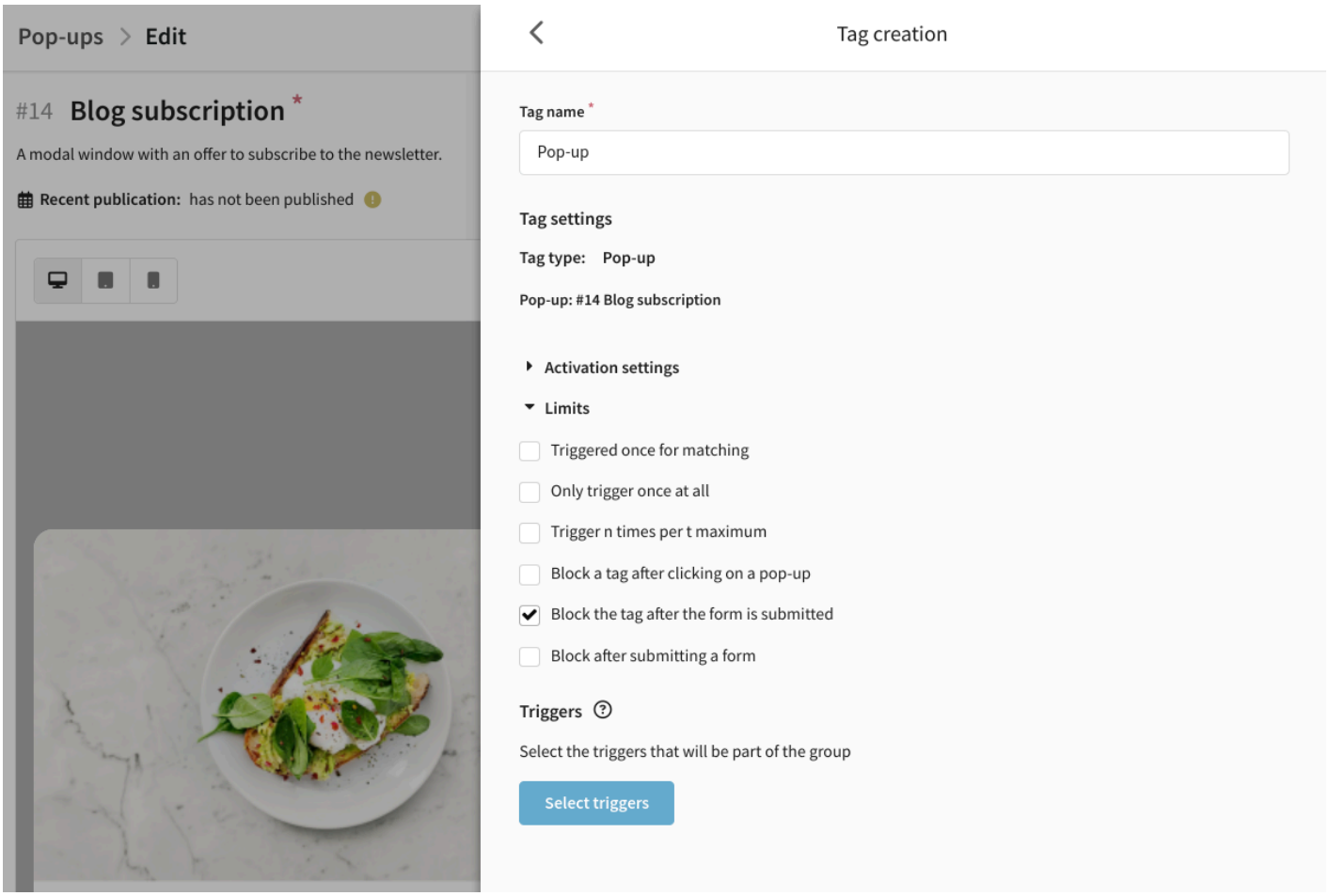
2. Click “Bind” to bind the popup to a container in Tag Manager:



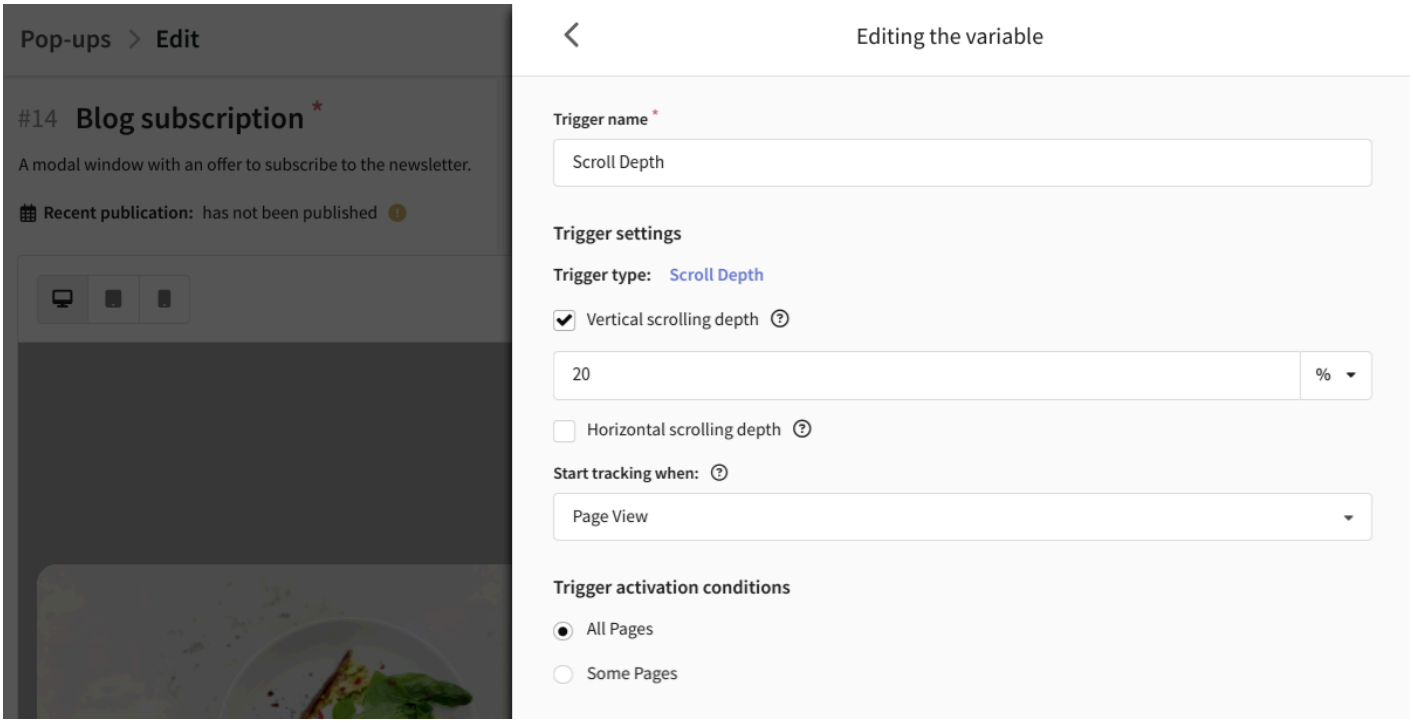
3. Select container or create a new one.

4. Enter tag name. A tag is a piece of code that is executed on a website under certain conditions. In this case, the tag is a popup display.

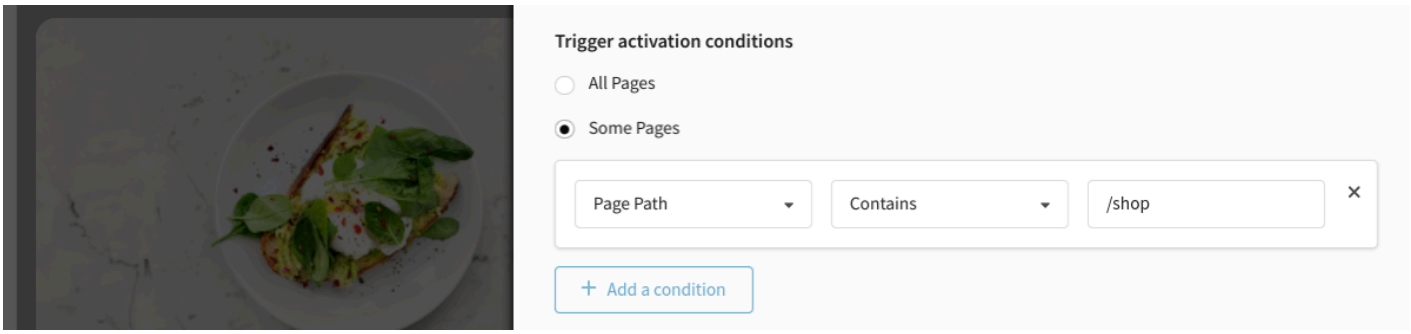
5. Set activation settings and limits for the tag to be executed.



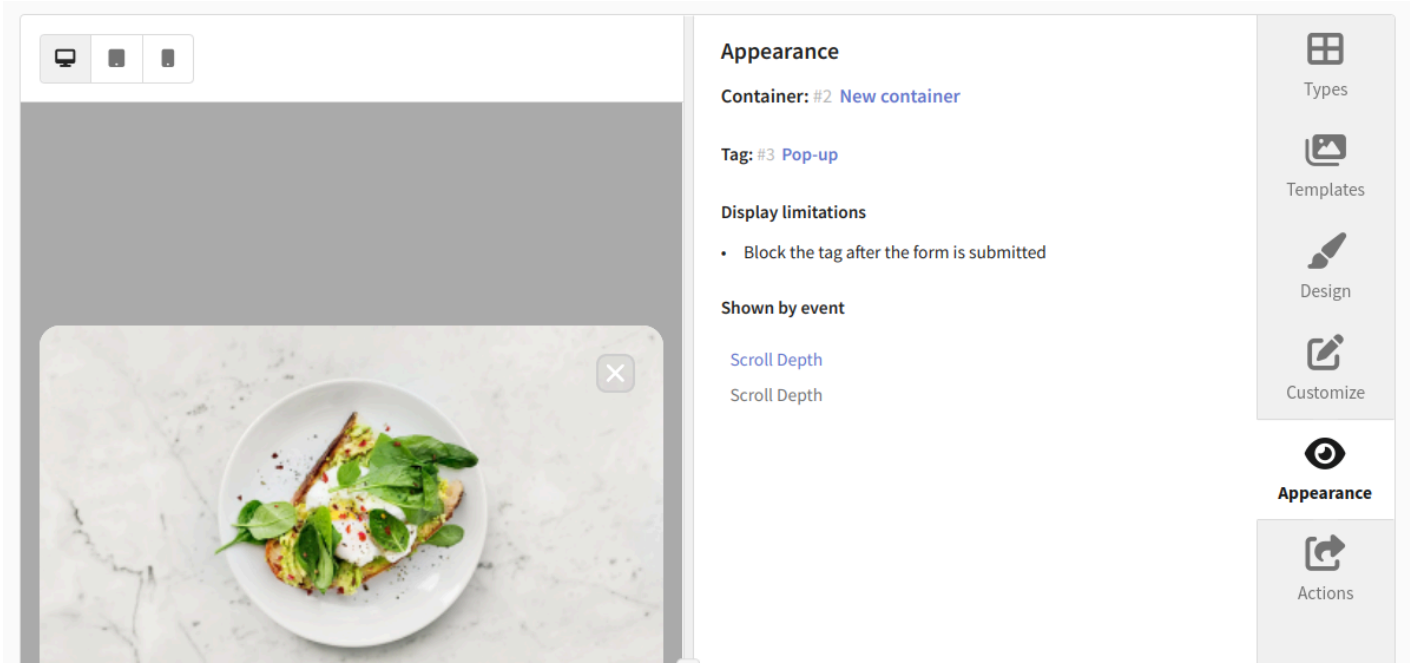
6. Select triggers or create a new one. A trigger is a condition for executing a tag. Triggers track specific events on a site (such as clicks or page loads) and fire tags in response to those events. In this case, the trigger will start displaying the popup.



7. To set more specific conditions for a popup to appear, use a filter. To do this, in the “Trigger activation conditions” block, select “Some events” and configure the filter:



8. Save the tag. The specified condition for displaying the pop-up will be displayed in the “Appearance” section:



9. Save the popup and publish.

10. Go to the linked container andpublish the new version. After this, the popup will be shown to site visitors when the event specified in the trigger occurs.

Profile matching

You can independently identify a site visitor and transfer data about him to the platform using the `acDataLayer.push()` method. If the system finds a profile in the database, it will update its data.

Example:

```
acDataLayer.push({
  matching: {
    matching_mode: "email",
    matching: { email: "test@example.com", db_ids: [1, 2] },
  },
});
```

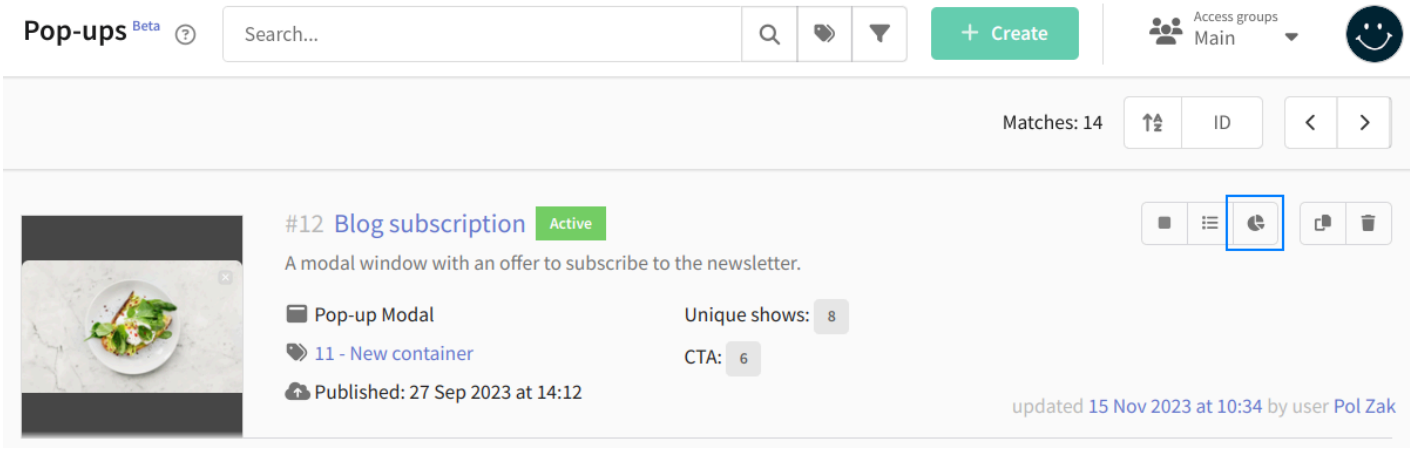
- **matching_mode — profile search mode; can take the following values: “email”, “email_profile”, “phone”, “profile_id” or “custom”.**
- **matching — an object with one or two parameters: “field to search”: “field value” and “db_id”: “Database ID” - databases in which to search for the profile.**

Step 5. Analyze the results

You can analyze pop-up statistics and view the results of filling out the form in the "Analytics" section. To do this, click on the icon

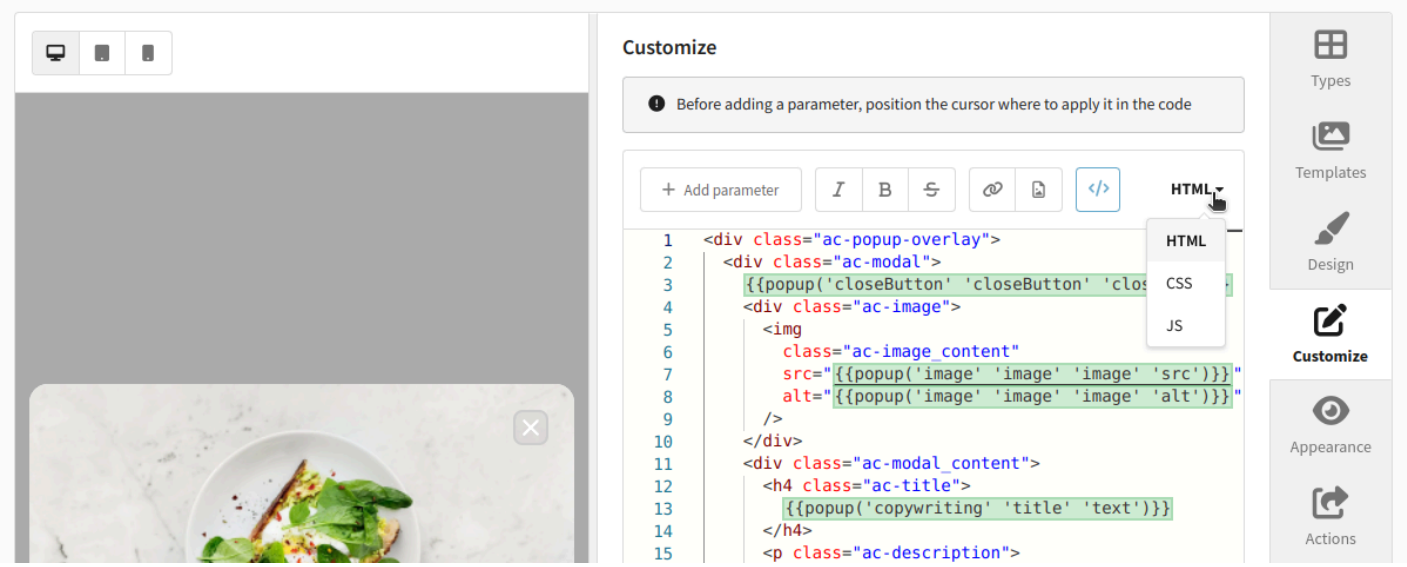


in the pop-up editing window or in the general list of popups.



Setting up a popup in the code editor

To work directly with the pop-up code, go to the “Settings” section. In the upper right corner you can switch between HTML, CSS and JavaScript code:



To make it easier to work in the editor, use the following functions in the toolbar:

B

— bold text;

I

— *italic*;

~~S~~

— ~~strikethrough text~~ ;

— adding or editing links;

— adding images from the platform gallery;

</>

— the list of [variables and functions] of the editor. Using this button you can add dynamic content to the popup.

INFO

You cannot add other HTML elements before the top-level `div` element, otherwise the template preview will become unavailable.

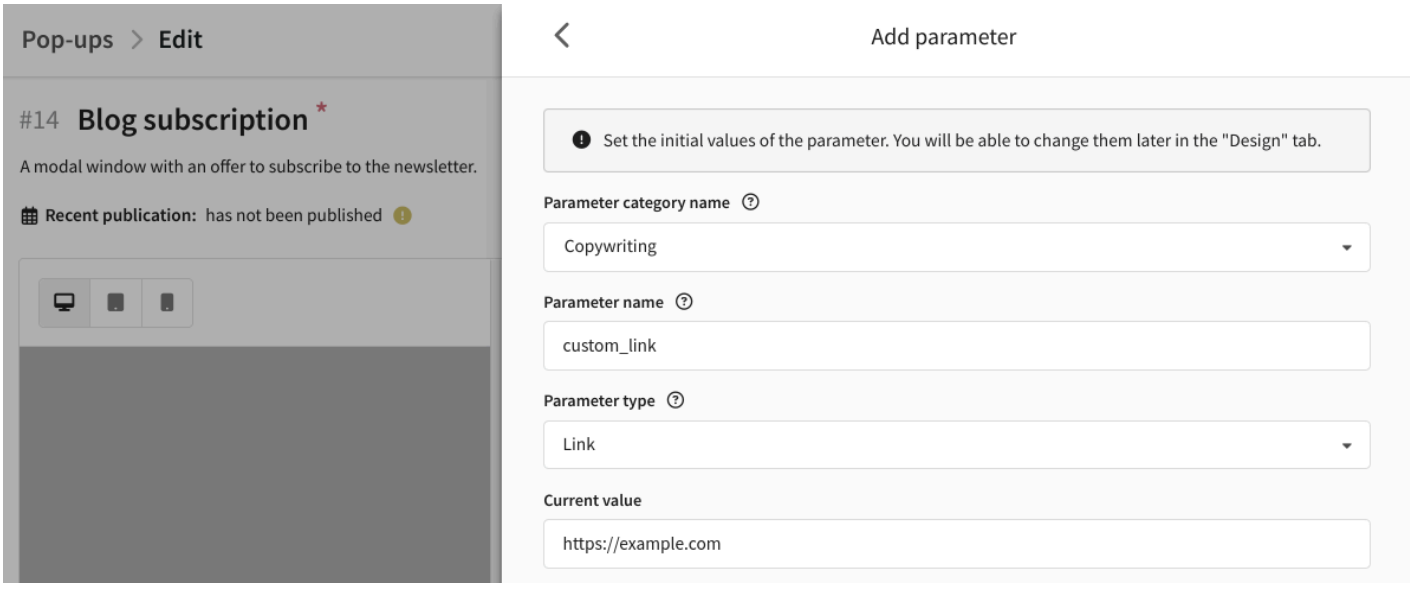
```
<em></em><div class="ac-popup-overlay">
    <div class="ac-modal">
        <div class="ac-image">
            <img
                class="ac-image_content"
                src="{{popup('image' 'image' 'image' '
                alt="{{popup('image' 'image' 'image' '
            />
        </div>
```

Creating a parameter

You can also create new settings in this section. When saved, they will appear on the “Design” tab. Thus, users who are not familiar with the code will be able to change the values of custom parameters in the visual editor.

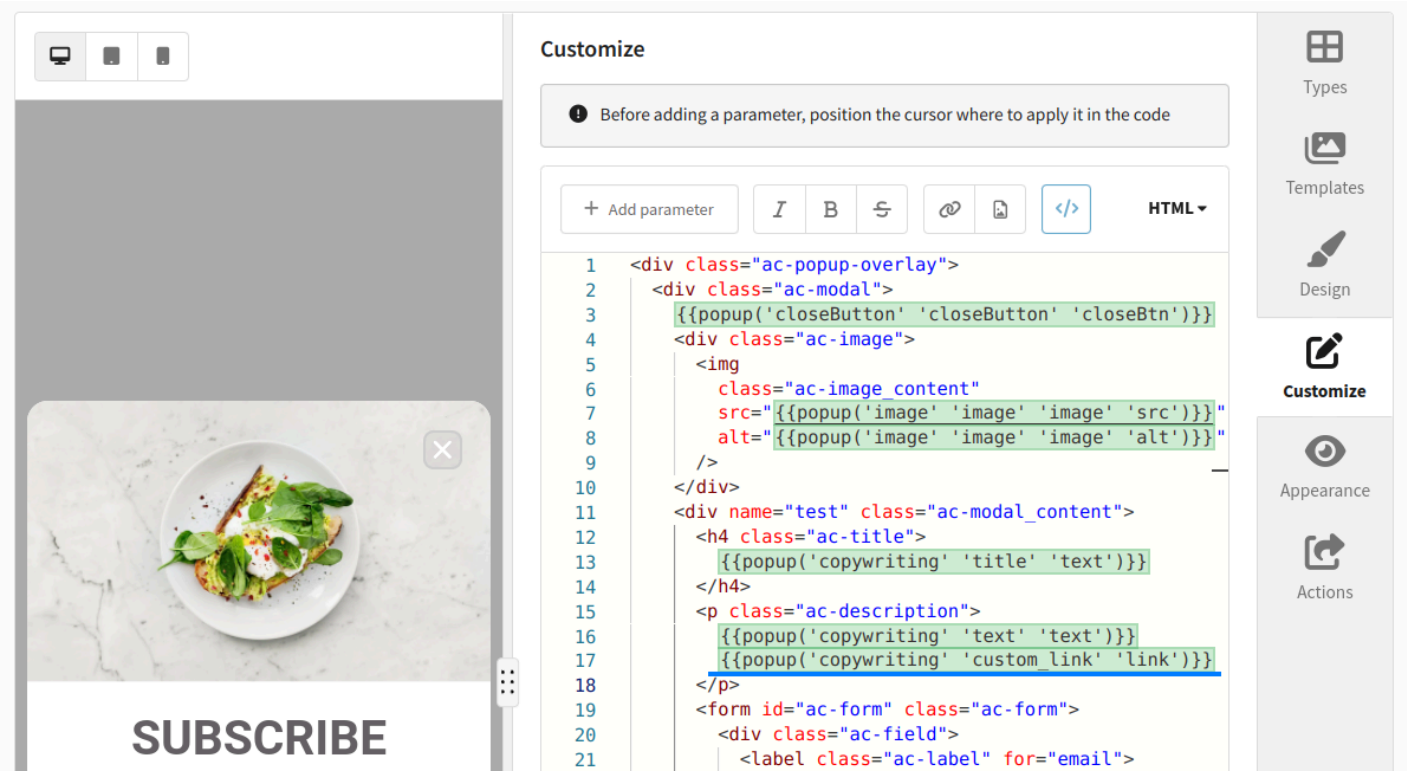
To create a new parameter, place the cursor in the editor line where you want to add the parameter. Click the “Add parameter” button in the upper left corner of the editor. In the new window select:

- **Parameter category name. Built-in parameters in the visual editor are grouped by category. You need to select one of the categories for the custom parameter. You can also create your own category. To do this, enter the category name and press Enter.**
- **Parameter name. Enter the name of the parameter to be used in the editor. The name must be unique within the category.**
- **Parameter type. Select the type of value that the parameter will contain (for example, text, numeric value, font family, input field options, etc.).**
- **Current value. Specify the default value for the parameter. This field is optional.**

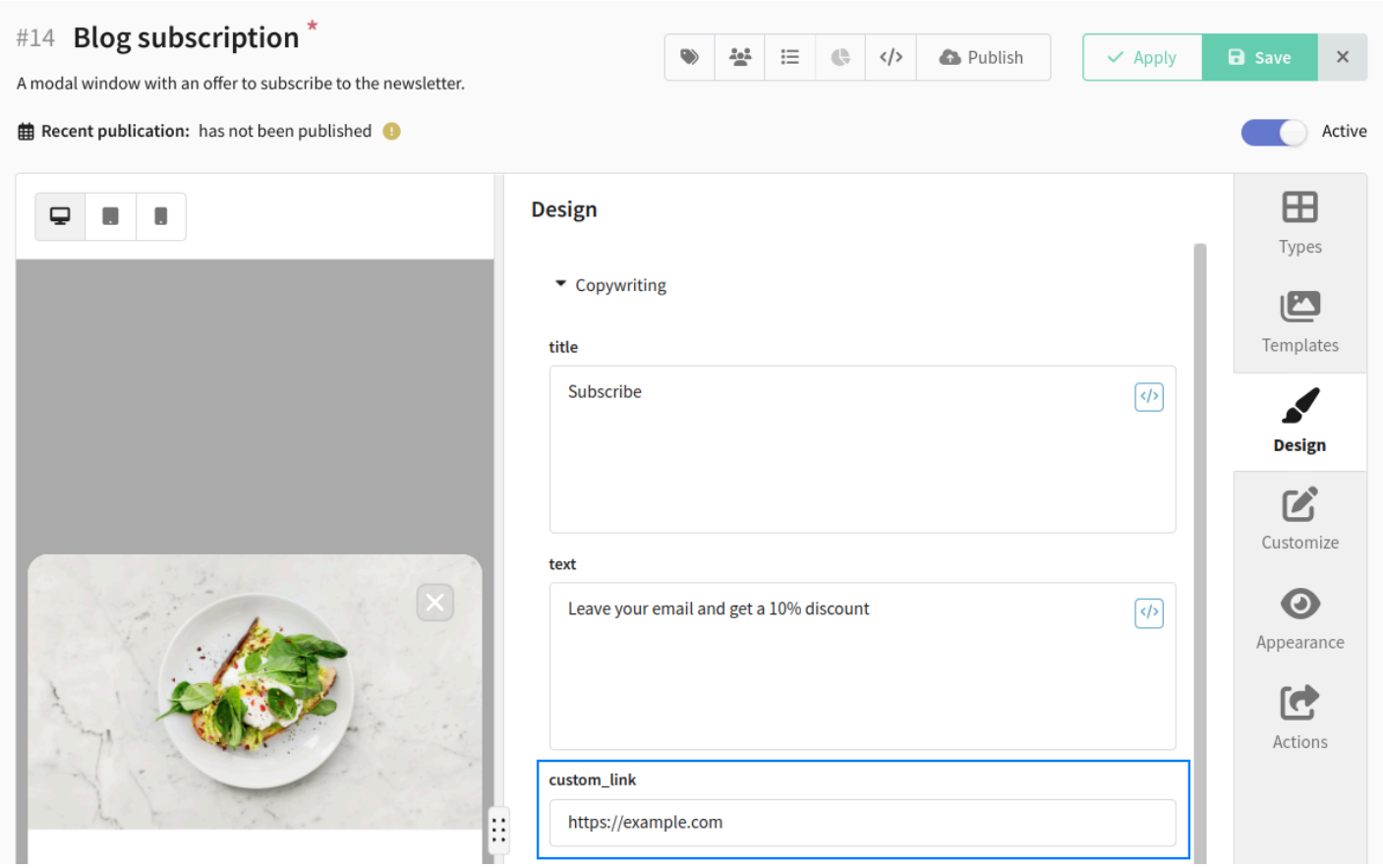


Once configured, click the “Insert” button at the bottom of the page. The parameter will be added in the following form:

```
{{popup('<category_name>' '<parameter_name>' '<parameter_type>')}}
```



The created parameter will appear in the visual editor in the selected category. After saving the popup, the value of the new parameter can be edited by other platform users:



Popup elements settings

When creating a pop-up, the platform offers many ready-made templates, but sometimes you need to make changes to an existing template. Below are recommendations on how to do this.

INFO

The field name (name attribute) before and after the expression should not contain extra characters:

Correct usage: `name="{{popup('form' 'week-field' 'fieldData')}}"` Incorrect usage: `name="{{popup('form' 'week-field' 'fieldData')}}-"`

Overlay layer

The overlay layer is designed to visually highlight the pop-up. Defined by an element with class `ac-popup-overlay`. By default, this element has a translucent background and occupies the entire available screen area.

Usage example:

```
<div class="ac-popup-overlay">
     <!--Popup contents-->
</div>
```

Text content

By default, two types of text are available: heading and paragraph.

Usage example:

```
<!-- Title -->
<h4 class="ac-title">
     {{popup('copywriting' 'title' 'text')}}
</h4>

<!-- Paragraph -->
<div class="ac-description">
     {{popup('copywriting' 'text' 'text')}}
</div>
```

Images

There are two ways to add an image to a popup:

- **as an element with the `<img>` tag**
- **using the `background-image` CSS property**

An example of adding an image using the `<img>` tag:

```
<div class="ac-image">
     <img
         class="ac-image_content"
         src="{{popup('image' 'image' 'image' 'src')}}"
         alt="{{popup('image' 'image' 'image' 'alt')}}"
     />
</div>
```

An example of adding an image using the `background-image` CSS property:

```
background-image: url("{{popup('background' 'backgroundImage' 'image' 'src')}}");
```

Form

For the popup to work correctly, all input fields and the form submit button must be placed in an element with the `<form>` tag.

Usage example:

```
<form id="ac-form" class="ac-form">
     <!-- Form content -->
</form>
```

Input fields

For correct display, each input field must be inside an element with the `ac-field` class. To add a title, it is recommended to use an element with the `ac-label` class. Be sure to specify the `name` attribute, if it is not specified, the value of the input field will not be sent to the server and will not be saved in the platform.

If you intend to use validation rules, you must add an element with the class `ac-validation-msg`.

Example of an email input field:

```
<div class="ac-field">
     <label class="ac-label" for="email">
         {{popup('copywriting' 'emailLabel' 'text')}}
     </label>
     <input
         id="email"
         type="email"
         class="ac-input"
         name="{{popup('form' 'email' 'fieldData')}}"
         placeholder="{{popup('copywriting' 'emailPlaceholder' 'text')}}"
     />
     <div class="ac-validation-msg" for="email"></div>
</div>
```

Example of a phone number input field:

```
<div class="ac-field">
    <label class="ac-label" for="phone">
        {{popup('copywriting' 'phoneLabel' 'text')}}
    </label>
    <input
        id="phone"
        type="tel"
        class="ac-input"
        name="{{popup('form' 'phone' 'fieldData')}}"
        placeholder="{{popup('copywriting' 'phonePlaceholder' 'text')}}"
    />
    <div class="ac-validation-msg" for="phone"></div>
</div>
```

CAUTION

To correctly collect statistics for input fields, you should set the `type` attribute, the value of which will correspond to the type of input data.

The following field types are available:

- **`<input type="text">` - basic text field as a string.**
- **`<input type="email">` - field for email address. Before sending, it is checked that the input value contains either an empty string or one valid e-mail address.**
- **`<input type="tel">` - input field for a phone number; line breaks are automatically removed from the input value.**
- **`<input type="number">` - input field for a float format number.**
- **`<input type="search">` - one-line text field for entering search strings.**
- **`<input type="url">` - field for URL editing. The entered value must contain either an empty string or a valid absolute URL.**
- **`<input type="color">` - a color control element.**
- **`<input type="date">` - control element for entering date (year, month and day, no time).**
- **`<input type="datetime">` - control element to enter the date and time (hour, minute, second and fraction of a second) according to the UTC time zone.**
- **`<input type="datetime-local">` - control element for entering date and time without time zone.**
- **`<input type="week">` - control element for entering the date containing the number week-year and week number without time zone.**
- **`<input type="month">` - control element for entering month and year without time zone.**

Form submit button

To create a form submit button, it is recommended to use an element with class `ac-form_submit`, which contains a button element with type submit and class `ac-button`.

Usage example:

```
<div class="ac-form_submit">
     <button type="submit" class="ac-button">
         {{popup('cta' 'text' 'text')}}
     </button>
</div>
```

Close button

To create a button to close a popup, it is recommended to use the popup function, passing the appropriate parameters to it.

Usage example:

```
{{popup('closeButton' 'closeButton' 'closeBtn')}}
```

The element has several different options, which can be viewed on the Design → “Close” button tab.

Additional event tracking

To track events, you need to add the `data-tracking-event="[event-name]"` attribute to the html element with which the event is associated. Replace `[event-name]` with the name of the event. The following events are supported:

- **`click` - click on an element**
- **`close` — closing the popup**

An example of registering clicks on a popup element:

```
<div data-tracking-event="click"></div>
```

TIP

If the popup contains an HTML form element, then when the form submit button is clicked, the action of filling out the form will be automatically registered. That is, in this case, to register an event, you do not need to add an additional attribute to the form button.

Managing pop-ups manually via script

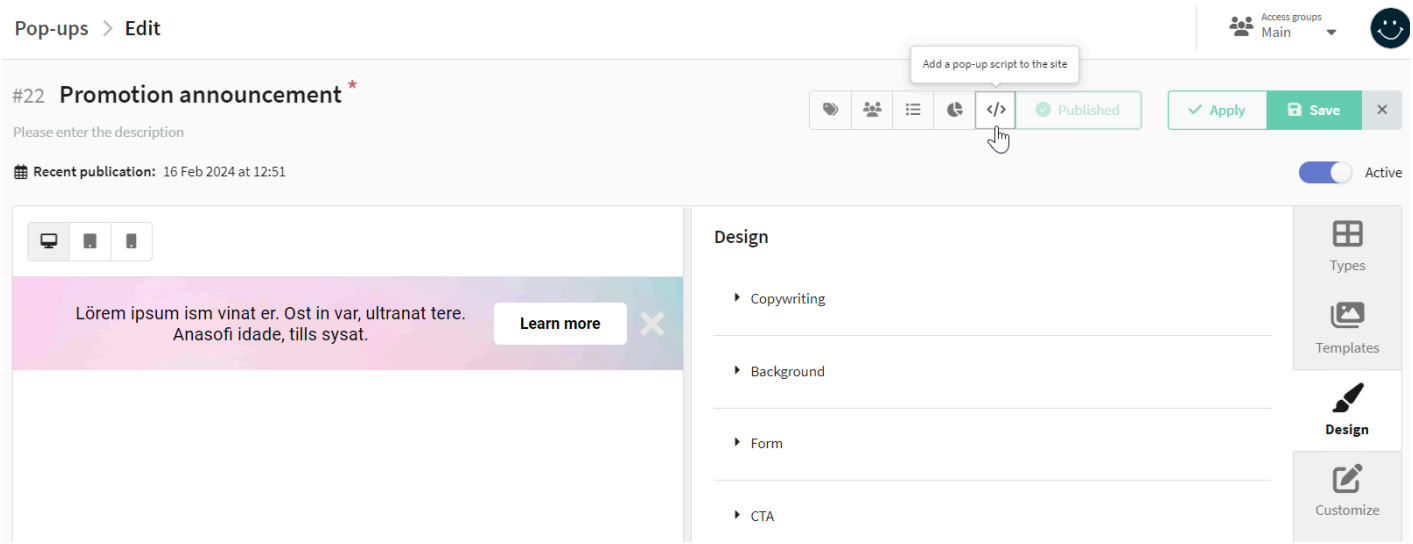
This guide is tailored for platform users who implement pop-ups on their site using scripts rather than the Altcraft Tag Manager.

Obtaining the script

To obtain the script, go to the pop-up editor and in the additional actions menu, click on the icon

</>

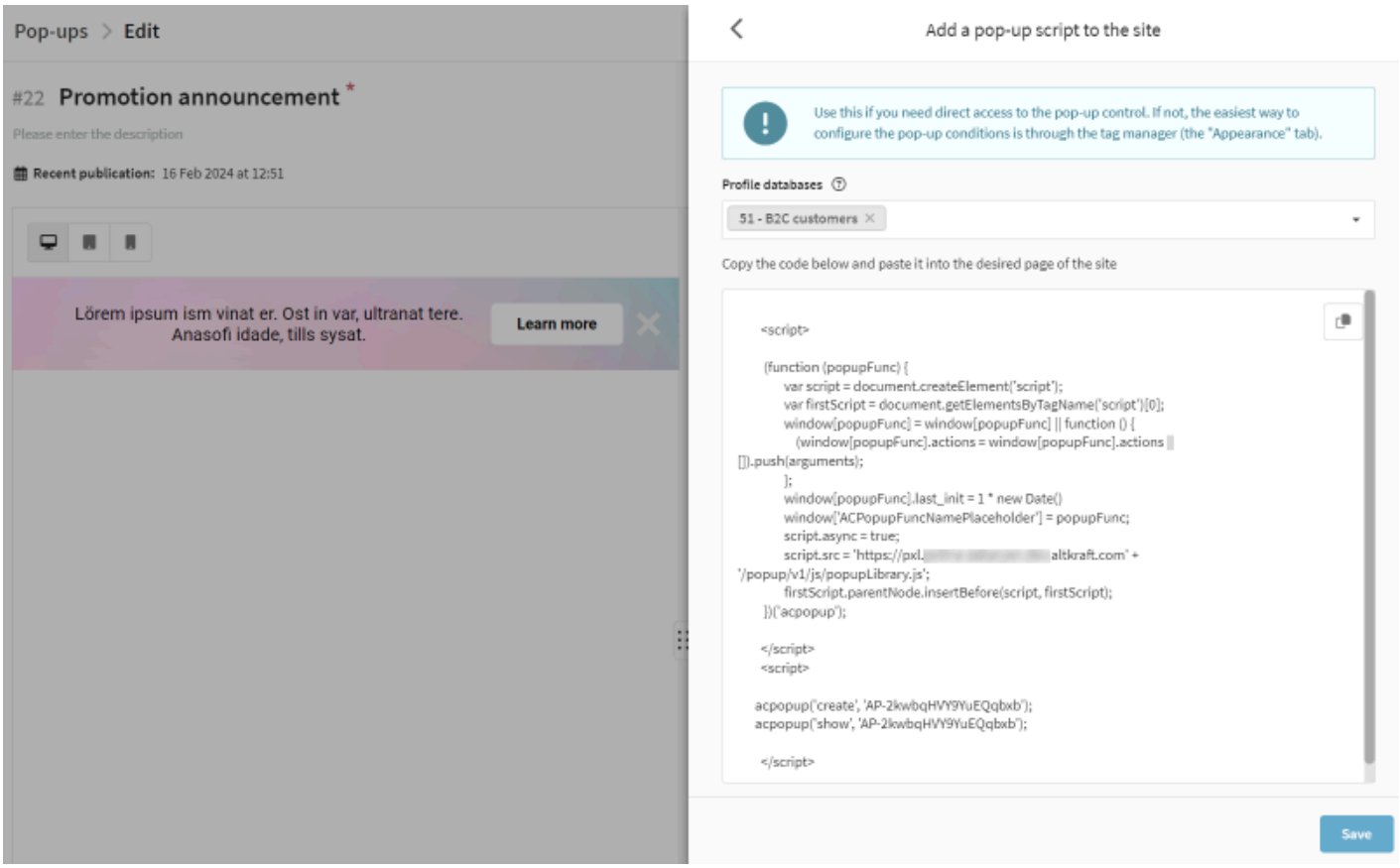
:



In the new window, select the databases for profile search. When a user fills out the pop-up form, their data is sent to the platform. Then the platform checks if there is a profile with such data in one of the selected databases. If there is, the data of the existing profile is updated; if not, a new profile is created in the database.

Note that here you are setting the databases to search for existing profiles. User data, filled out in the pop-up form, will be imported into the database specified in the “Actions” section of the pop-up editor.

Click the “Show code” button. This code needs to be placed on the pages of the site where you want to show the pop-up. Further details on configuring the pop-up appearance logic are provided below.



Managing a popup via the script

The following code is used to work with popups on the site:

```
<!-- Loading the script onto the page -->
<script>

  (function (popupFunc) {
        var script = document.createElement('script');
        var firstScript = document.getElementsByTagName('script')[0];
        window[popupFunc] = window[popupFunc] || function () {
            (window[popupFunc].actions = window[popupFunc].actions || []).push(arguments);
        };
        window[popupFunc].last_init = 1 * new Date()
        window['ACPopupFuncNamePlaceholder'] = popupFunc;
        script.async = true;
        script.src = 'https://pxl.altkraft.com' + '/popup/v1/js/popupLibrary.js';
        firstScript.parentNode.insertBefore(script, firstScript);
  })('acpopup');

</script>

<!-- Requesting pop-up data from the server + displaying the pop-up on the page -->
<script>

  acpopup('create', '<popup_id>');
  acpopup('show', '<popup_id>');

</script>
```

If you add this code to your site, the popup will be shown as soon as the page loads because of this script:

```
<script>
  acpopup('create', '<popup_id>');
  acpopup('show', '<popup_id>');
</script>
```

You'll need to set up how and when the pop-up appears.

Example 1. Pop-up appears 10 seconds after the page loads:

```
<script>
    window.onload = function() {
        setTimeout(function() {
            // Запрос данных попапа с сервера
            acpopup('create', '<popup_id>');

            // Показ попапа
            acpopup('show', '<popup_id>');
        }, 10000);
    };
</script>
```

Example 2. Pop-up appears when a button is clicked:

```
<button onclick="showPopupClick()">Show the pop-up</button>

<script>
    function showPopupClick() {
        acpopup('create', '<popup_id>');
        acpopup('show', '<popup_id>');
    }
</script>
```

To manage the pop-up, use the `acpopup` function. It has 3 modes:

- **create**
- **show**
- **sendEvent**

create — request pop-up data from the server

In the `acpopup` function you must pass the pop-up ID as the second argument. As the third argument you can pass* an object with information about matching* and *SMID*. The table describes the structure of this object:

Parameter	Type	Required	Description
`matching_mode`	string	No	Profile search mode. It can be `"email"`, `"email_profile"`, `"phone"`, `"profile_id"` or `"custom"`.

Parameter	Type	Required	Description
`matching`	JSON object	No	An object with one or two parameters: `"search field": "field value"` and `"db_id": "database ID"` — the array of the databases in which the profile should be searched. `db_id` can be omitted if the profile database is selected in the pop-up settings.
`smid`	string	No	Send message ID

Example:

```
acpopup('create', 'AP-6eVbo2dP2Nnh0wtBp', {
    matching_mode: 'email',
    matching: {
        email: 'john@example.com',
        db_ids: [1]
    },
    smid: 'send_message_id',
})
```

show — show a pop-up to users

In the `acpopup` function you must pass the pop-up ID as the second argument. The third argument can be object with `onShow` function, which will be called after the popup appears on the screen.

Example:

```
acpopup('show', 'AP-6eVbo2dP2Nnh0wtBp', {
  onShow: function () {
      console.log('Look at the screen')
  },
})
```

sendEvent — send a pop-up custom event

In the `acpopup` function you must pass the pop-up ID as the second argument. The third argument must be an object with custom event data. You can also pass matching data for a specific event and SMID to this object. The table describes the structure of the object:

Parameter	Type	Required	Description
`web_event_name`	string	Yes	Event name
`web_event_value`	int	No	Numeric value of the event
`web_event_data`	JSON object	No	Object with optional data for the event
`matching_mode`	string	No	Profile search mode. It can be `"email"`, `"email_profile"`, `"phone"`, `"profile_id"` or `"custom"`.

Parameter	Type	Required	Description
`matching`	JSON object	No	An object with one or two parameters: `"поле для поиска": "значение поля"` and `"db_id": "ID базы"` — databases in which to search for a profile. `db_id` can be omitted if the profile database is selected in the pop-up settings.
`smid`	string	No	Send message ID

Example:

```
acpopup('sendEvent', 'AP-6eVbo2dP2Nnh0wtBp', {
    web_event_name: 'new_event',
    web_event_value: 500,
    web_event_data: {
        status: 'active'
    },
    matching_mode: 'email',
    matching: {
        email: 'john@example.com',
        db_ids: [1]
    },
    smid: 'send_message_id',
})
```

TIP

If you’re adding multiple pop-ups to one page, you only need to place the coode for loading script onto the page once, and then you can manage them using the `acpopup` function.

Popup analytics

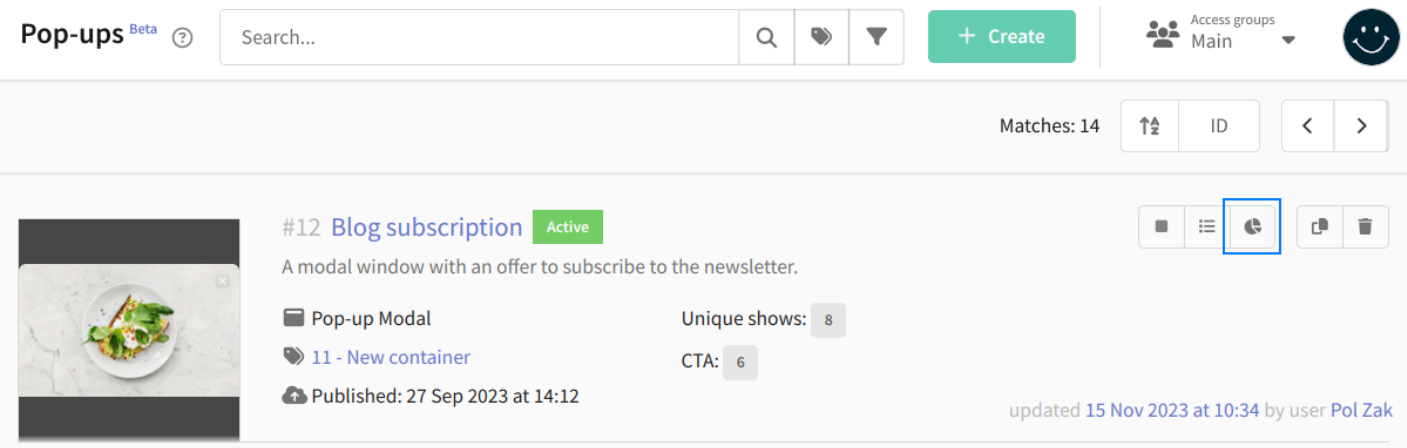
Description

Analytical tools allow you to view key popup metrics (hits to targeting, shows, form submissions), as well as user responses. The data is presented in the form of a graph and a funnel. You can group any metric based on various criteria, such as user geo-data, browser, or UTM tags.

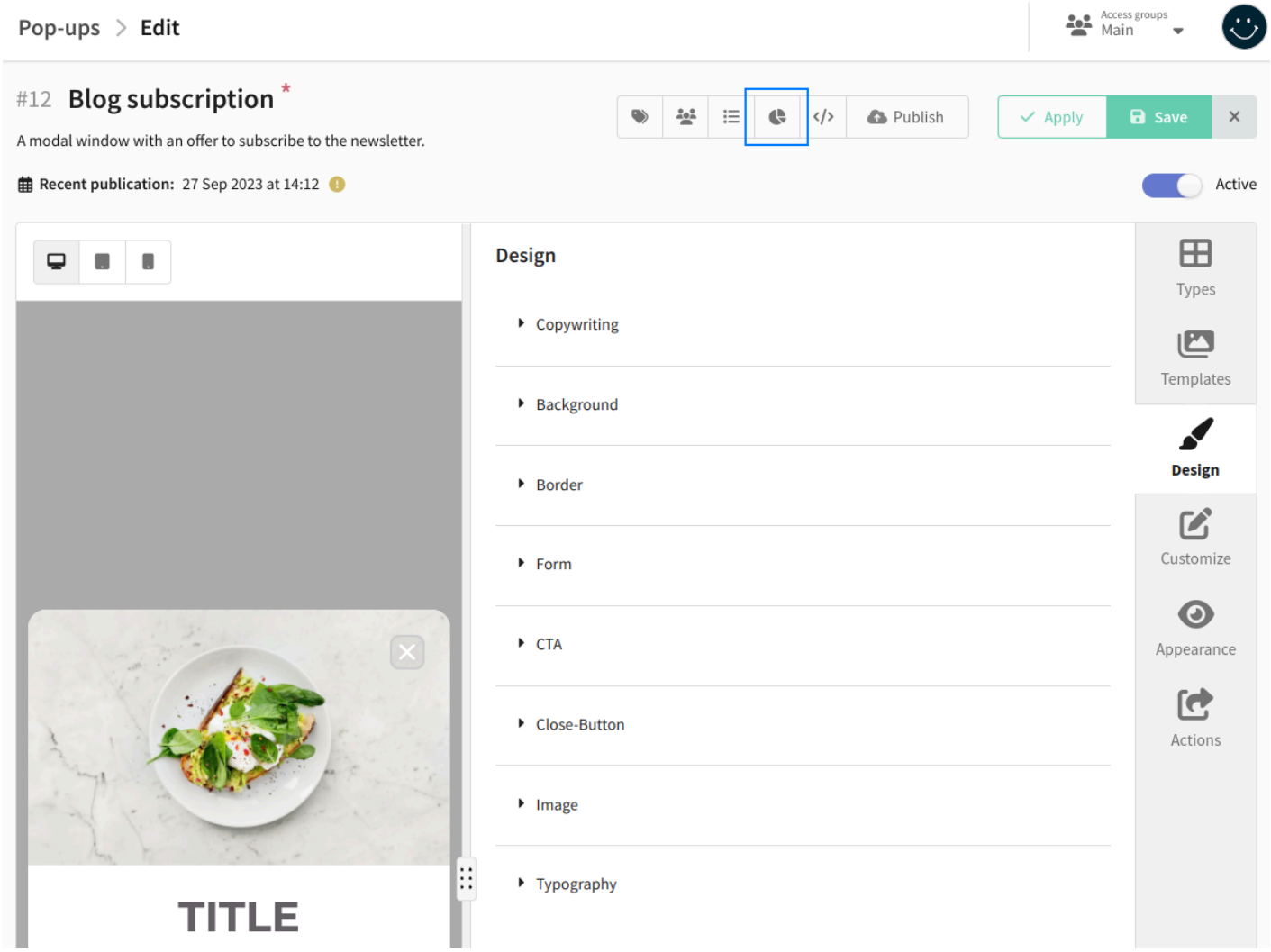
To go to Analytics, find the popup you need in the general list and click on the icon



:



You can also go to Analytics directly from the popup editing window:



There are two tabs available in analytics:

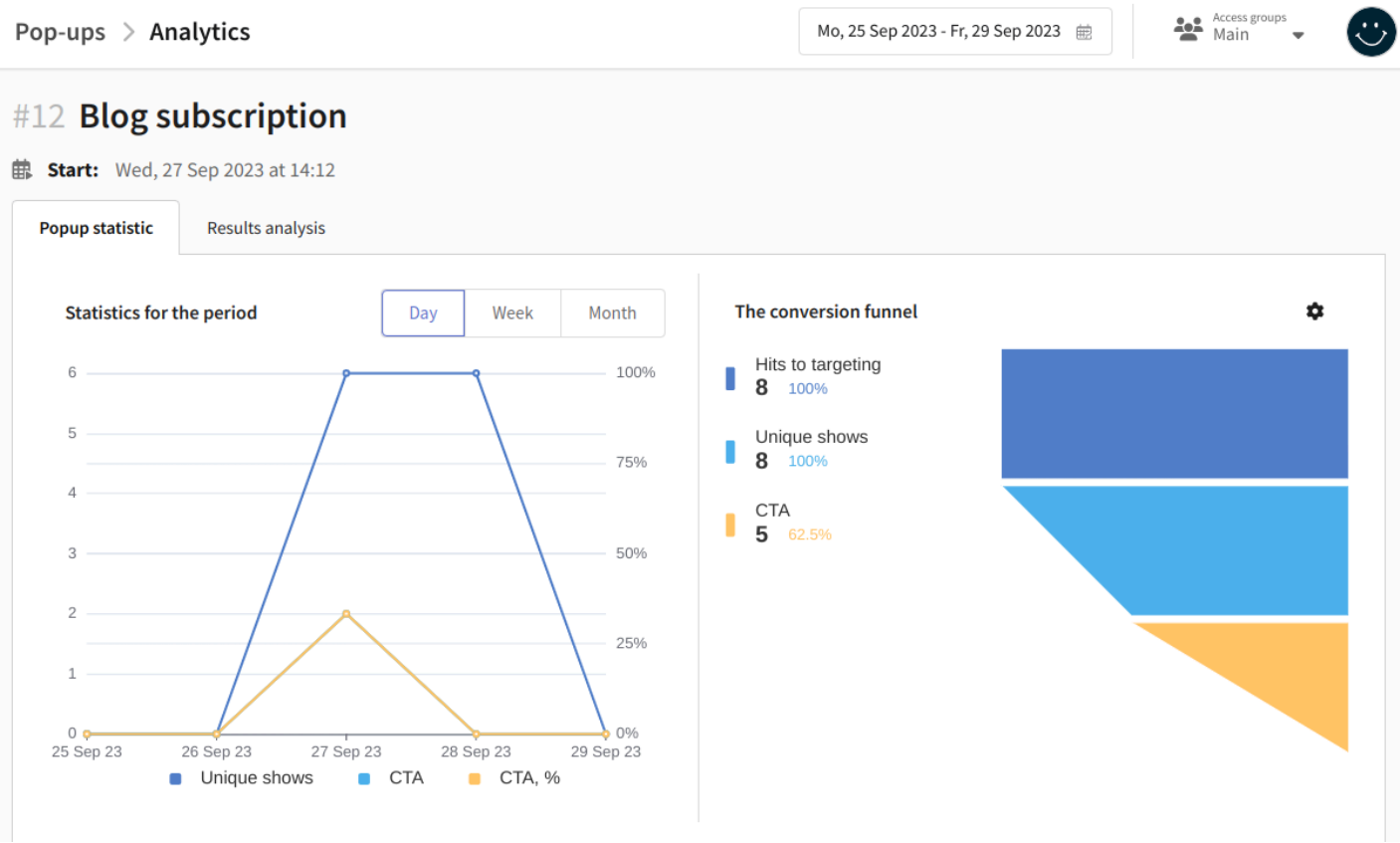
- **Popup statistics — general summary of the popup.**
- **Analysis of results — statistics on filling out fields in the form.**

Popup statistics

This tab contains information about popup impressions and form fillings. On the top panel you can specify the period for which you want to receive data.

Popup statistics are divided into three blocks:

1. **Statistics for the period**
2. **Conversion funnel**
3. **Analytical slices**



Statistics for the period

The graph displays the dynamics of performance metrics over the selected period:

- **Unique shows — the number of times the popup is displayed to users. If the popup is shown to a user multiple times within one session, only one unique show is recorded.**
- **CTA — until a form submission event is registered, this metric reflects clicks on any form element. Once the form is filled out and submitted at least once, the metric reflects the number of submissions.**
- **CTA, % — (Unique shows / CTA) * 100%.**

Data can be grouped by days, weeks, or months. If you want to hide a metric from the graph, click on its name."

Conversion funnel

The funnel is a sequence of steps through which a group of website visitors passes. This group is defined by the first step of the funnel — hit to targeting. The report then shows how many users moved to the next stage. With each step, the number of users decreases.

- **Hits to targeting — the number of times the conditions for the appearance of the popup, set in the trigger, were met. However, the popup might not have been shown to the user due to tag limits specified in the “Activation Settings” and “Limits” sections.**
- **Unique shows — the number of times the popup is displayed to users.**
- **CTA — until a form submission event is registered, this metric reflects clicks on any form element. Once the form is filled out and submitted at least once, the metric reflects the number of submissions.**

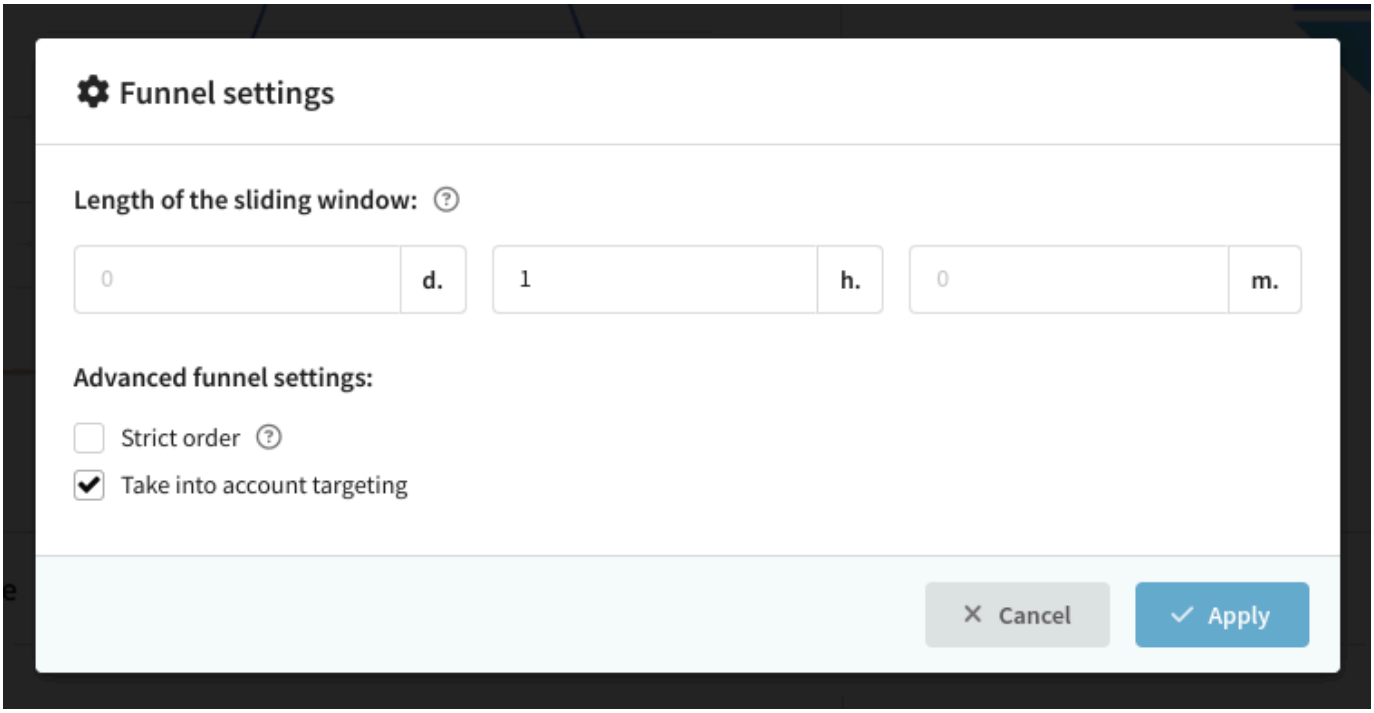
TIP

Events in the funnel are unique. For example, if a popup was shown to a user multiple times within one session, only one unique show will be counted.

Additionally, you can customize the funnel to suit your tasks. To open the settings window, click



in the top right corner.



Sliding window width is the time period between the first and last conditions in the funnel. Default is 1 hour. If more than 1 hour passes from the moment you hit the target until the CTA event is registered, then the last step of the funnel will not be counted.

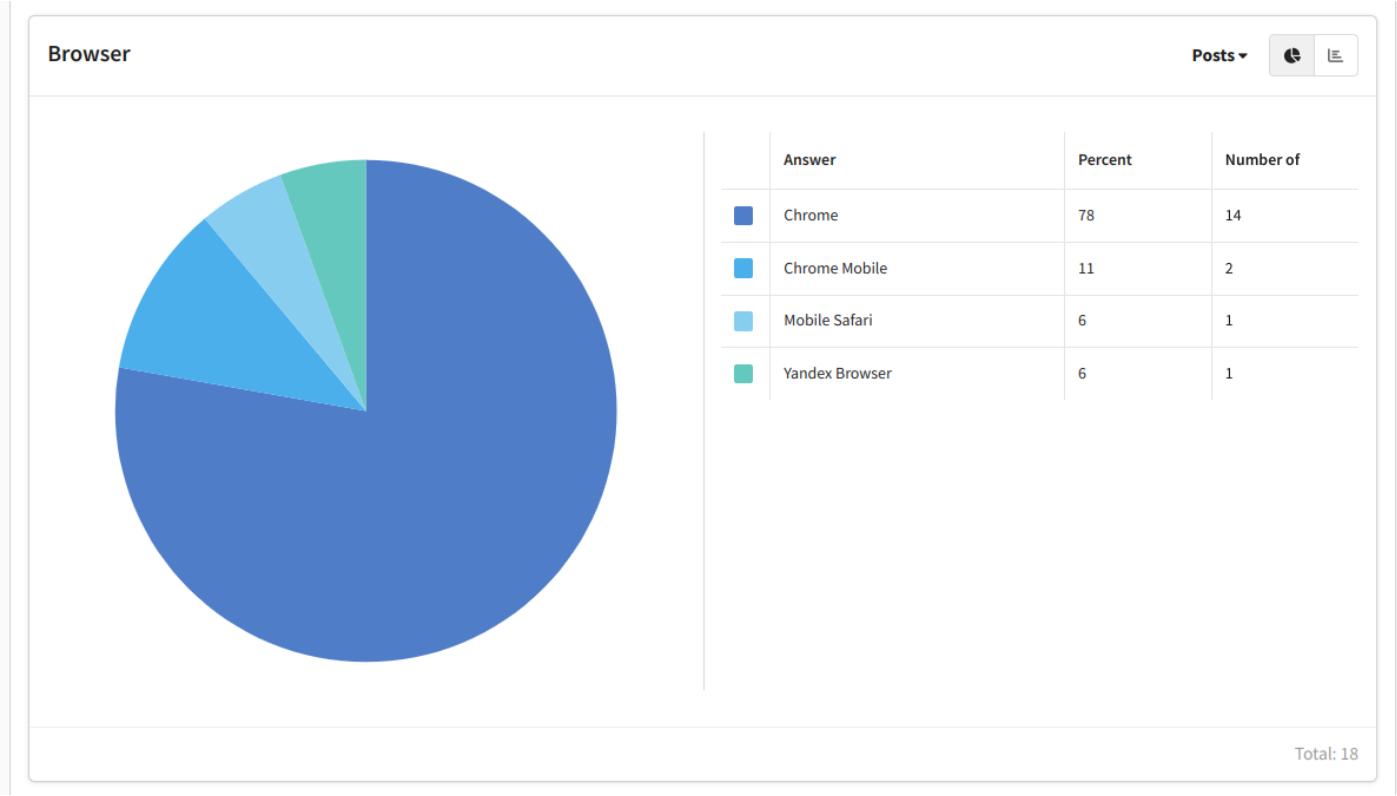
Strict order prohibits extraneous events in the desired sequence. For example, if in a funnel with the sequence *Targeting hit → Unique. display → CTA* between the first and second step one more event will be recorded, then all subsequent events will not be counted. In this case, the event that violated the order will also not be counted.

Take into account hitting the target — by unchecking the checkbox, you will remove hitting the target as a funnel step.

Analytical slices of the report

Below are pop-up indicators grouped by the following criteria:

- **By time zone**
- **By city**
- **By country**
- **By language (browser language)**
- **By OS (operating system on the user's device)**
- **By browser**
- **By referrer (URL of the page on which the popup was shown)**
- **By UTM tags (content, medium, source, campaign, term)**



For any slice, you can select a specific indicator:

- **CTA — while the form submit event is not registered, the metric displays clicks on any form element. If the form has been completed and submitted at least once, the indicator will change to “Completions”.**
- **Fillings — the user filled out and submitted the popup form.**
- **Impressions — the popup is shown to the user.**
- **Unique impressions — the popup is shown to the user. If a popup was shown to a user several times within one session, one unique impression will be counted.**
- **Close — click on the close button in the popup.**

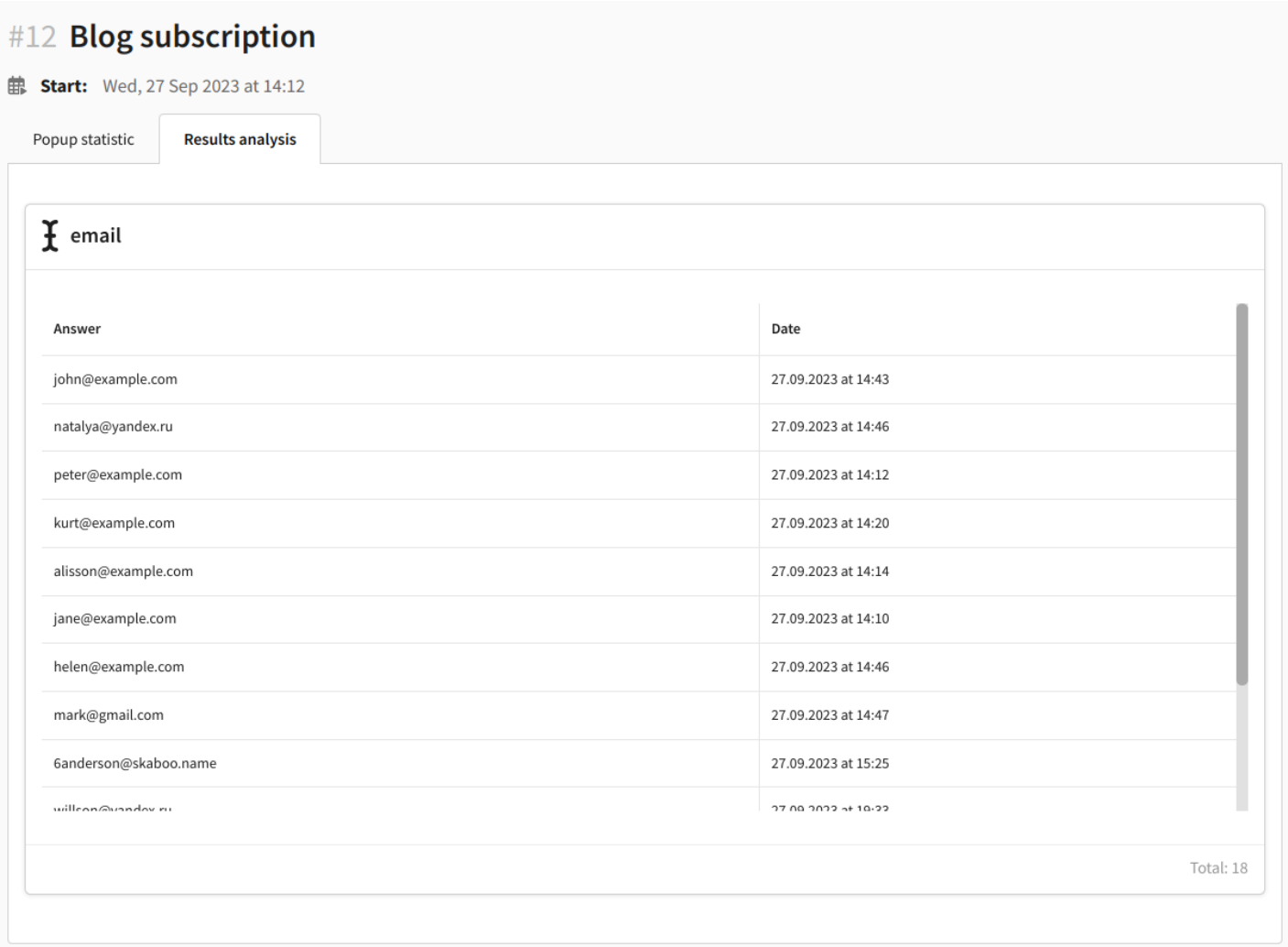
In the table on the right, the data is presented in percentage and quantity. The bottom of the block shows the total number of times the selected event was registered. Additionally, you can change the way the data is displayed:

— pie chart

— bar chart

Analysis of results

On this tab you can get information about filling out form fields in the popup:



Statistics are generated depending on the type of input field specified in the popup code: `<input type="<field_type">`. To collect statistics correctly, you should set the `type` attribute, the value of which will correspond to the type of input data. You can read more about input fields in [this article](#).

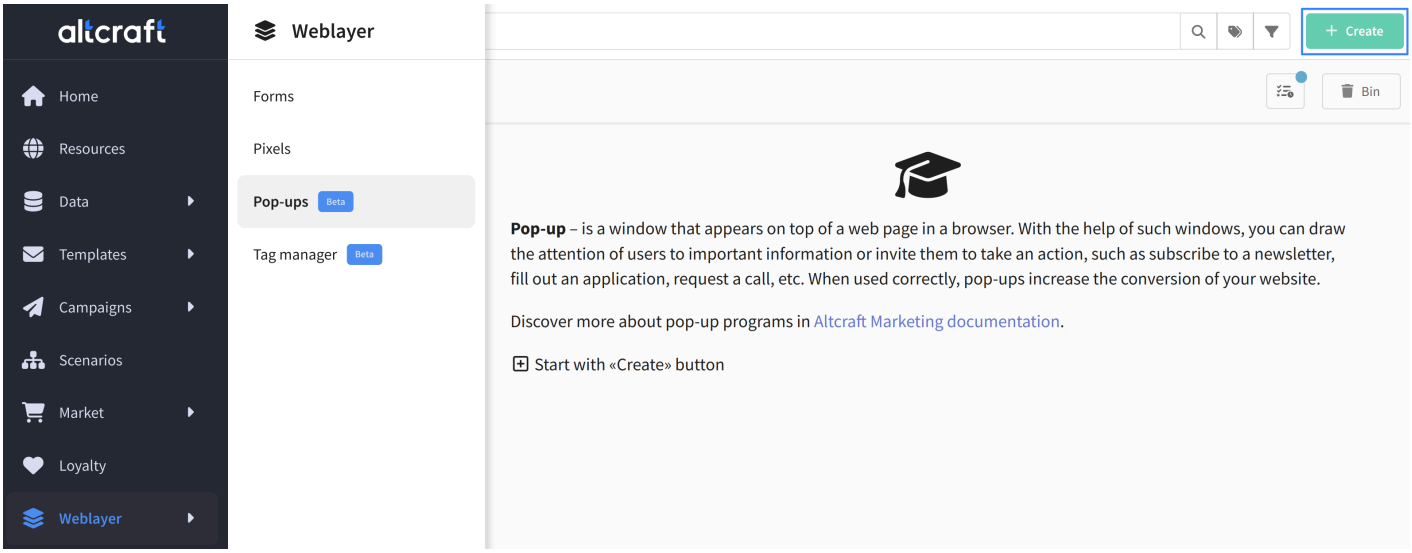
Guide: pop-up for push subscriptions

One of the most common types of pop-ups is the push notification subscription pop-up. This kind of pop-ups will help you to quickly subscribe your website visitors to the Altcraft platform resource. In this article, we will show you how to create and customize a pop-up that will appear on page load for those users who have not yet given permission to display push notifications on your site.

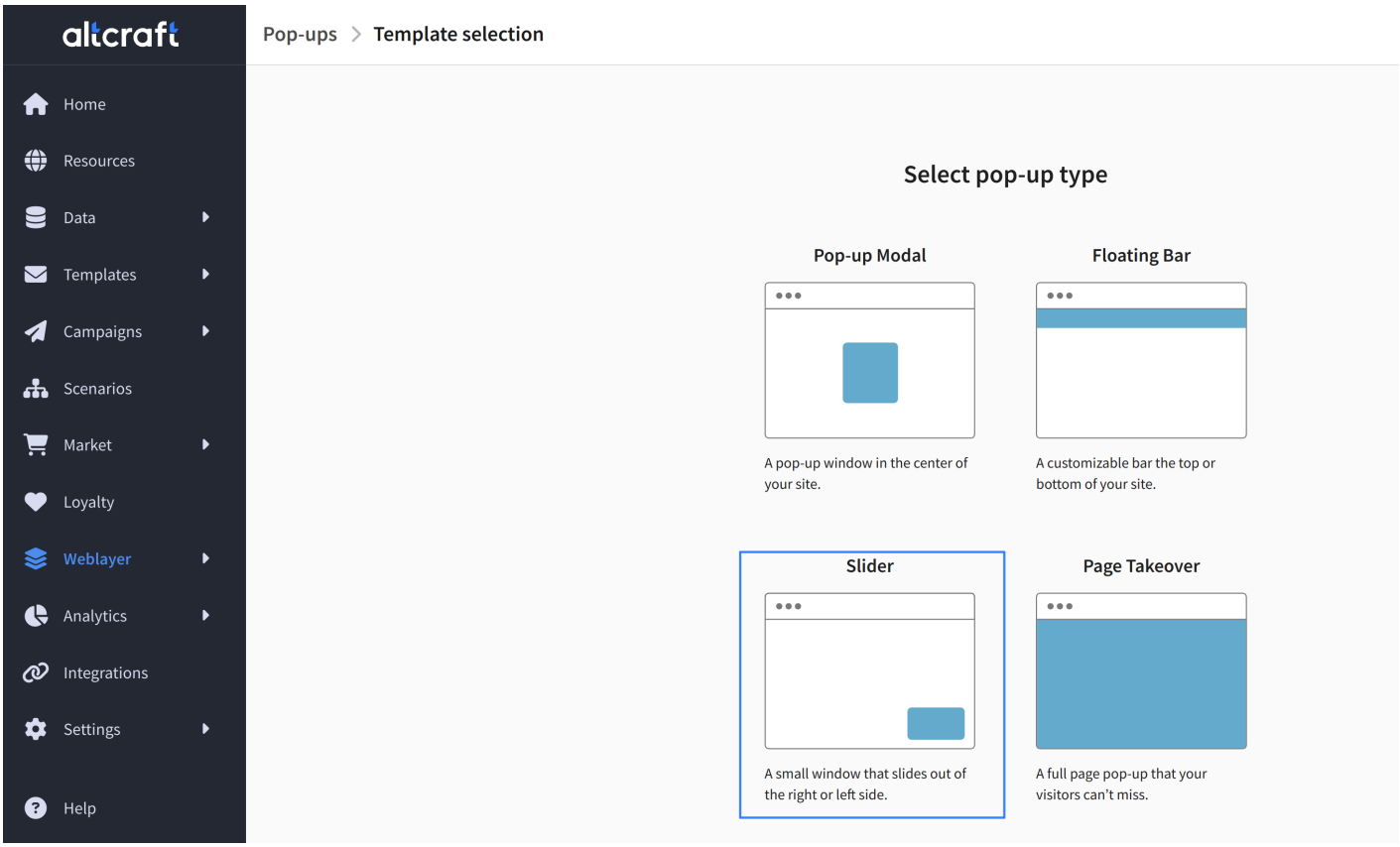
> **INFO**
>
> **For push notifications subscription to work correctly, you must first set up a resource on the platform, as well as add the corresponding script to your site. You can learn more about setting up push notifications there.**

Creating and publishing a pop-up

Go to “Weblayer” - “Pop-ups”. Create a new pop-up:



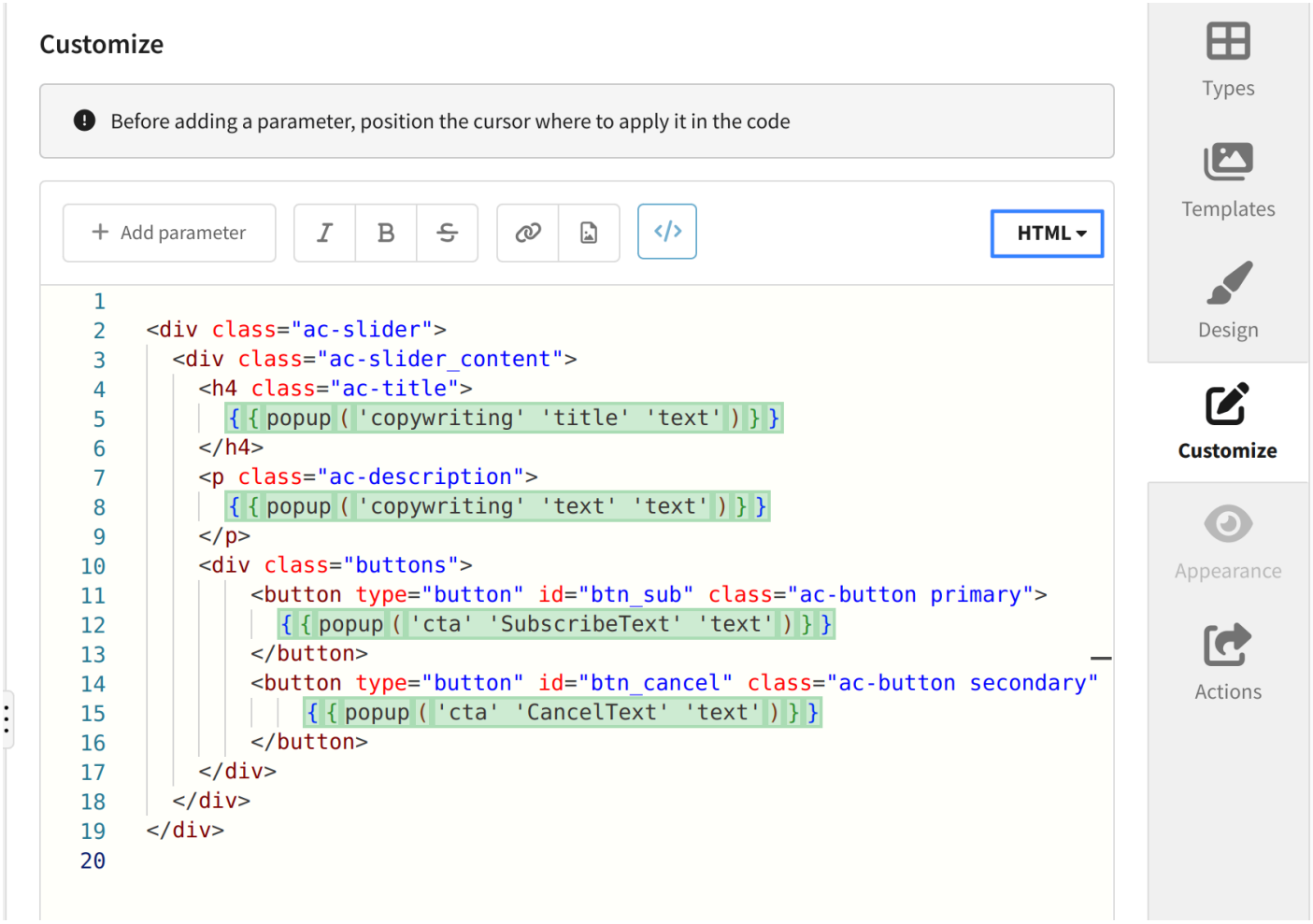
Select the “Slider” type:



Select pop-up template. Then go to the "Customize" section of the menu that opens on the right side of the screen. Paste the following HTML code there:

```
<div class="ac-slider">
  <div class="ac-slider_content">
    <h4 class="ac-title">
      {{popup('copywriting' 'title' 'text')}}
    </h4>
    <p class="ac-description">
      {{popup('copywriting' 'text' 'text')}}
    </p>
    <div class="buttons">
        <button type="button" id="btn_sub" class="ac-button primary">
          {{popup('cta' 'SubscribeText' 'text')}}
        </button>
        <button type="button" id="btn_cancel" class="ac-button secondary" data-tracking-
event="close">
            {{popup('cta' 'CancelText' 'text')}}
        </button>
    </div>
  </div>
</div>
```

As a result, the body of the pop-up should look like this:



Change the format to JS and add code that will initialize the push subscription when the subscribe button is clicked:

```
const popupContainer = document.querySelector('[data-ac-popup-container]');

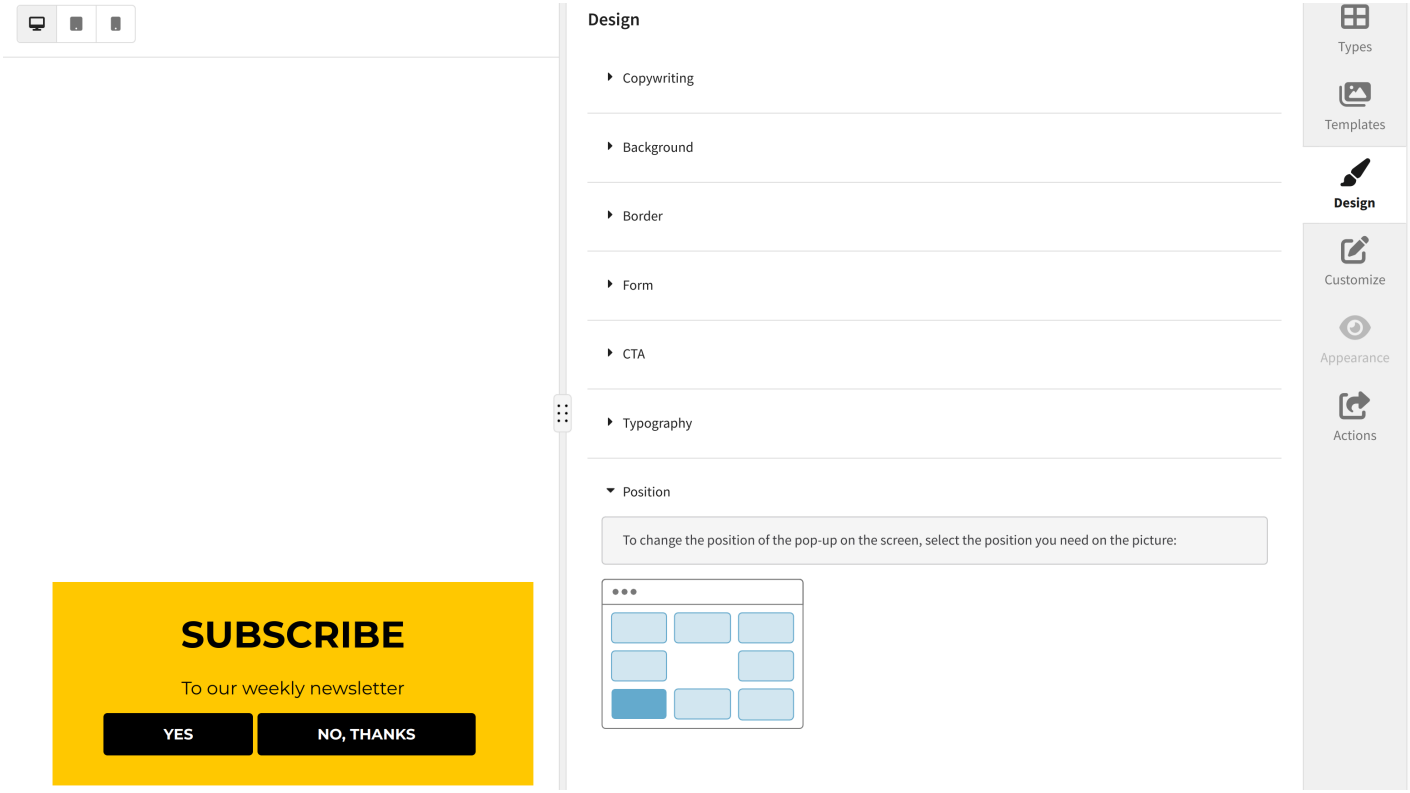
if (popupContainer) {
    const popupHost = popupContainer.shadowRoot || document;
    const subscribeBtn = popupHost.getElementById('btn_sub');

    if (subscribeBtn) {
      subscribeBtn.addEventListener('click', () => {
          // Search for a profile by email. It will also be written to the profile if no
matches are found.
          // new AKPush().initSubscription({ email: 'example@email.com' });
          new AKPush().initSubscription();
          popupContainer.style.display = 'none';
      });
    }
}
```

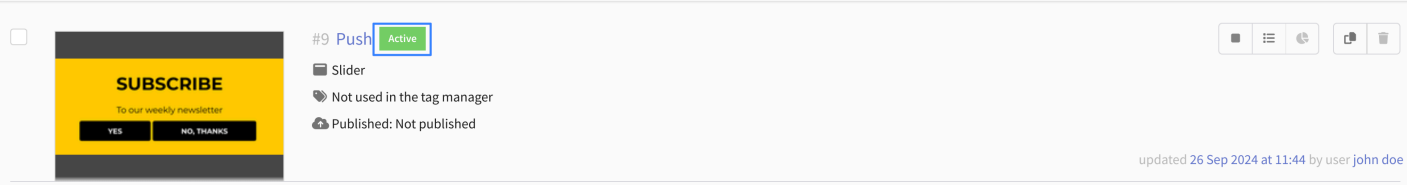
TIP

You can learn more about the layout and customization of pop-ups in the code editor in [this article](#).

In the Design section, you can adjust the display of elements, their color, the text of inscriptions, and the position of the window on the screen:



When all changes to the pop-up have been made, specify its name and then click “Apply” and “Publish”. In the list of pop-ups, check if it is active:



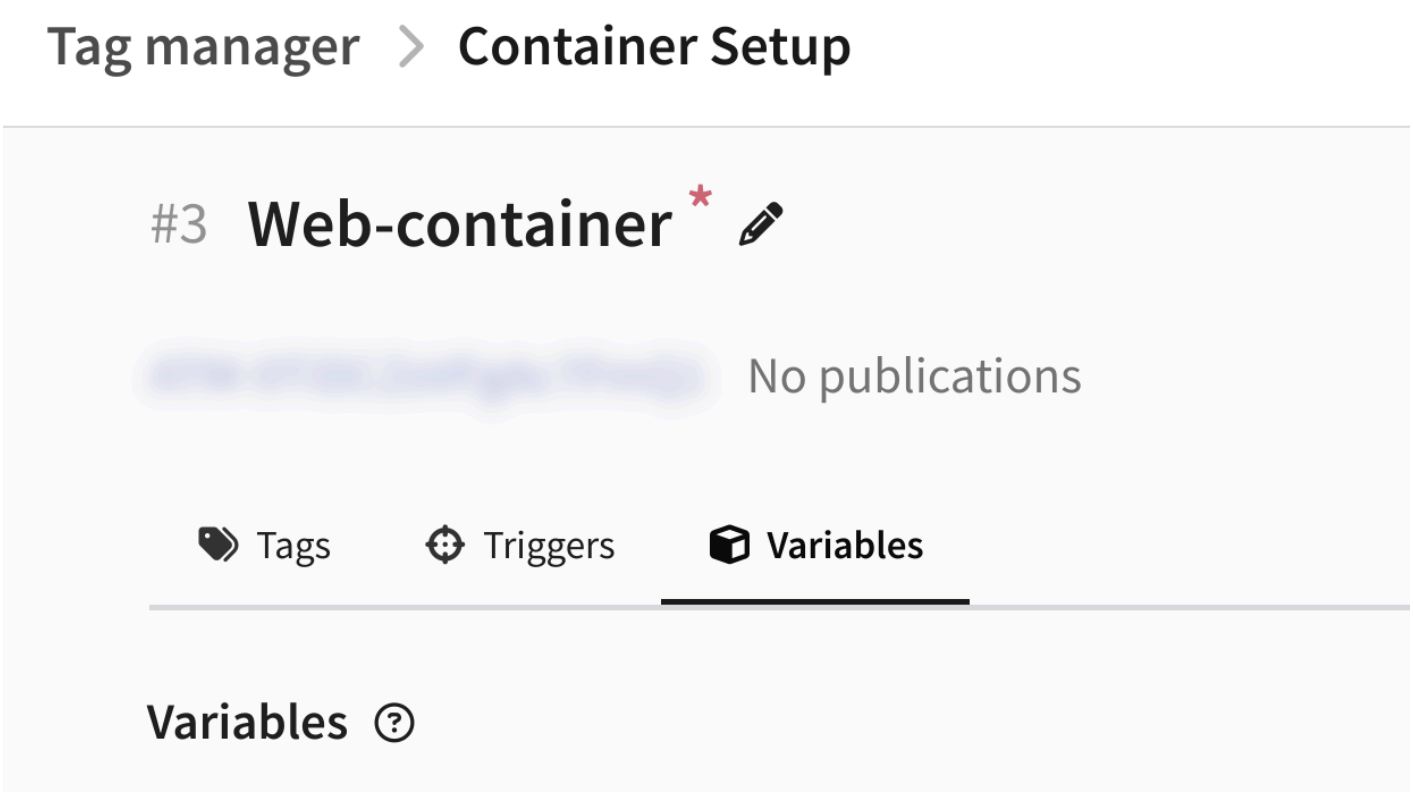
Setting up the Tag Manager

INFO

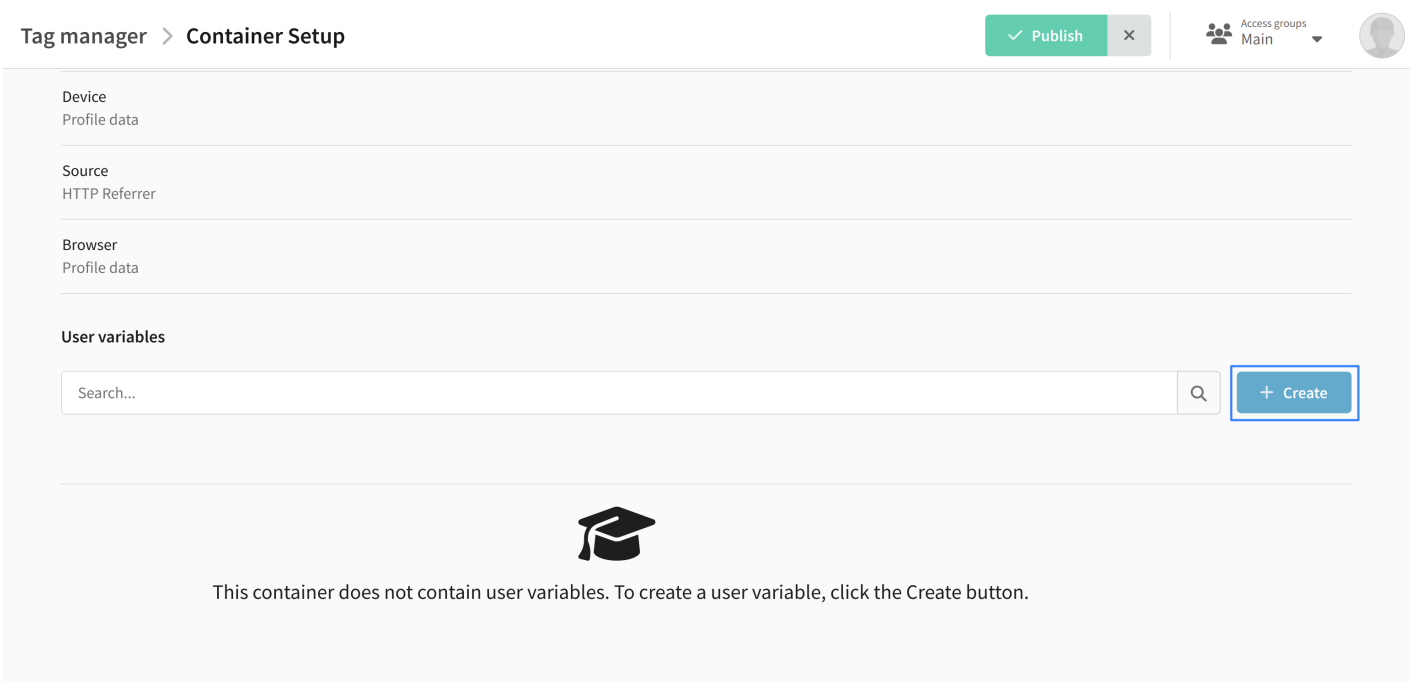
If you haven’t worked with Tag Manager or customized the container before, you can read the instructions on how to customize these elements there.

Variable creation

Go to “Weblayer” - “Tag Manager” menu. Open the container that you use for the site:



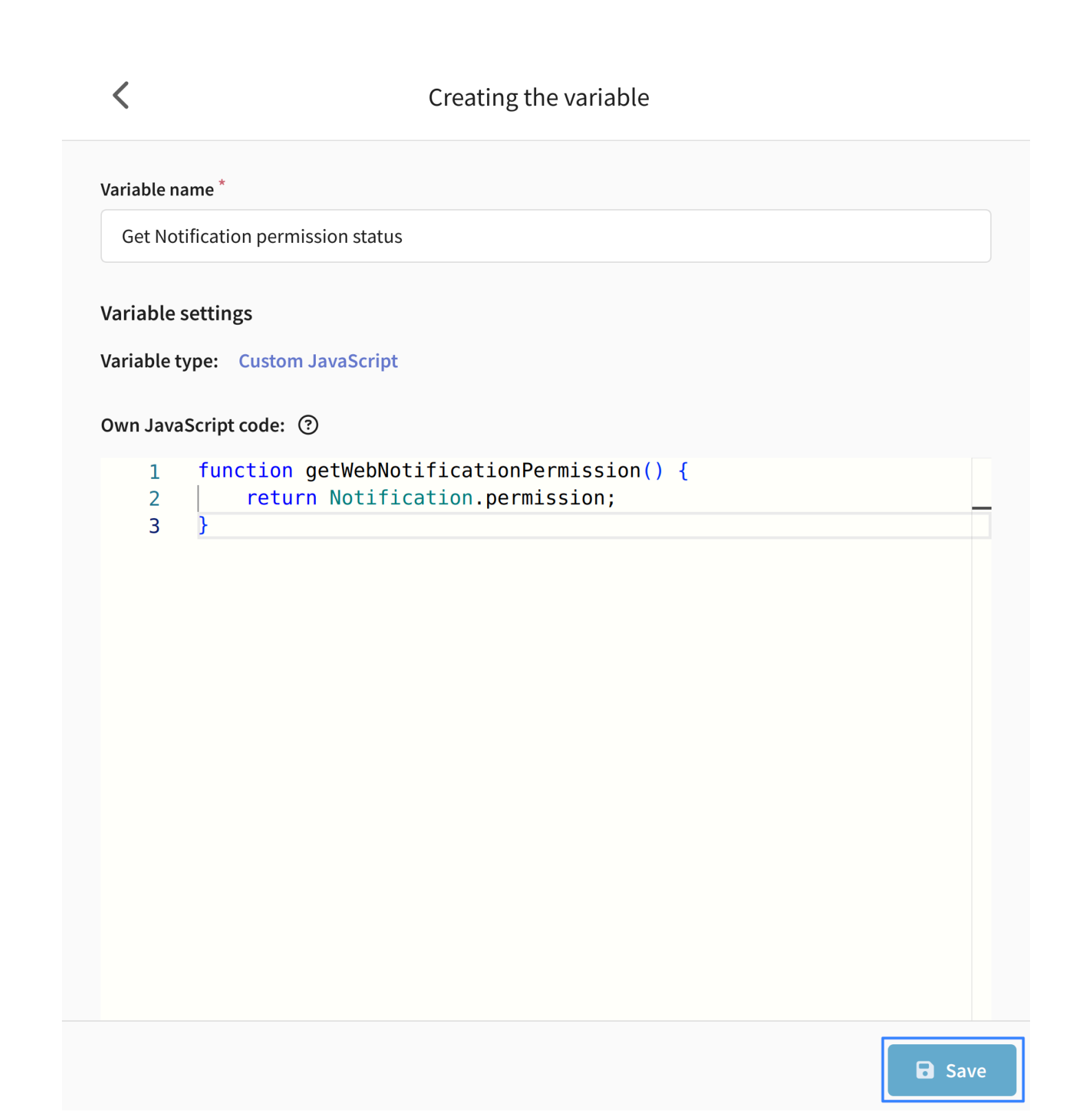
Select “Variables” and at the very bottom of the page, create a custom variable:



Specify the variable name, for example “Get Notification permission status”, then select the type Custom JavaScript. In the input field, paste the following code:

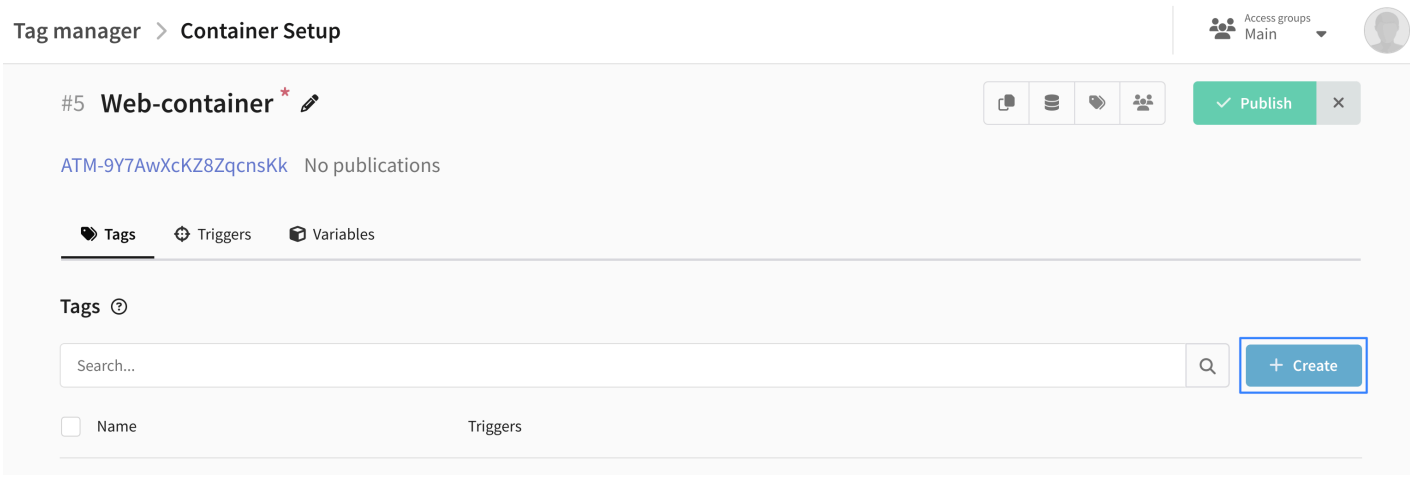
```
function getWebNotificationPermission() {
    return Notification.permission;
}
```

Save the created variable:

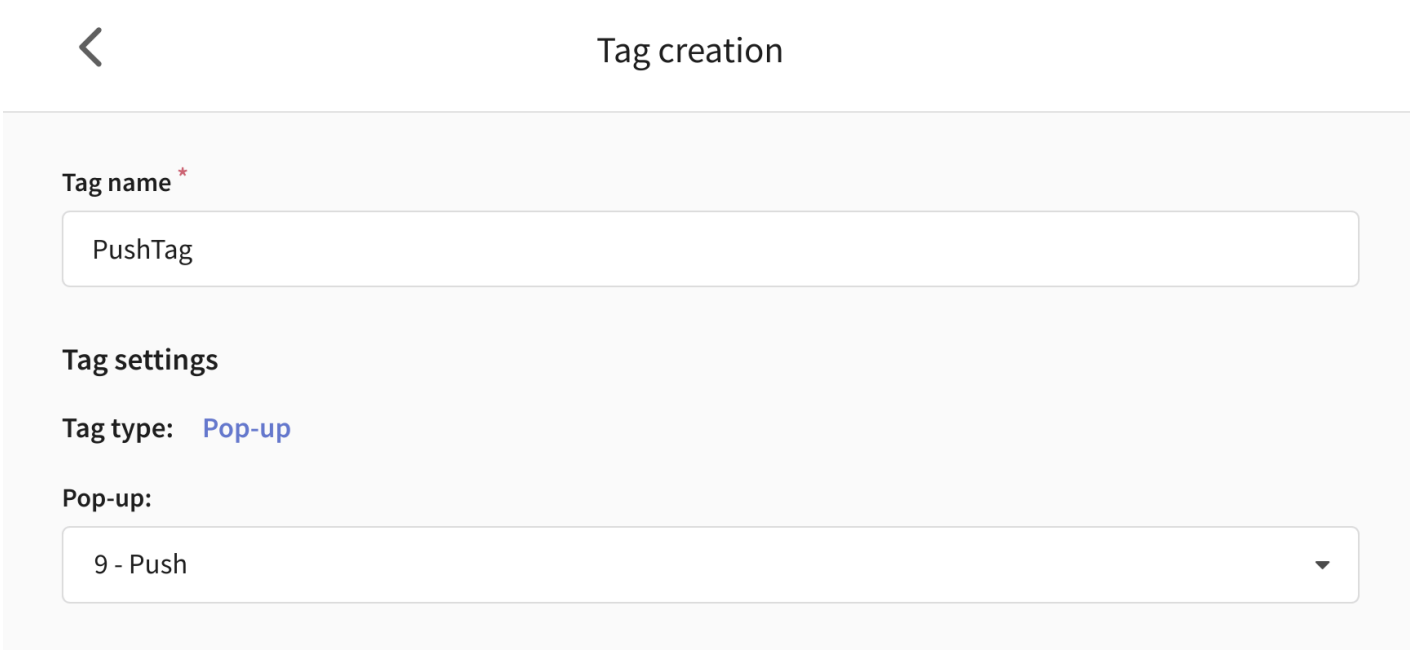


Tag creation

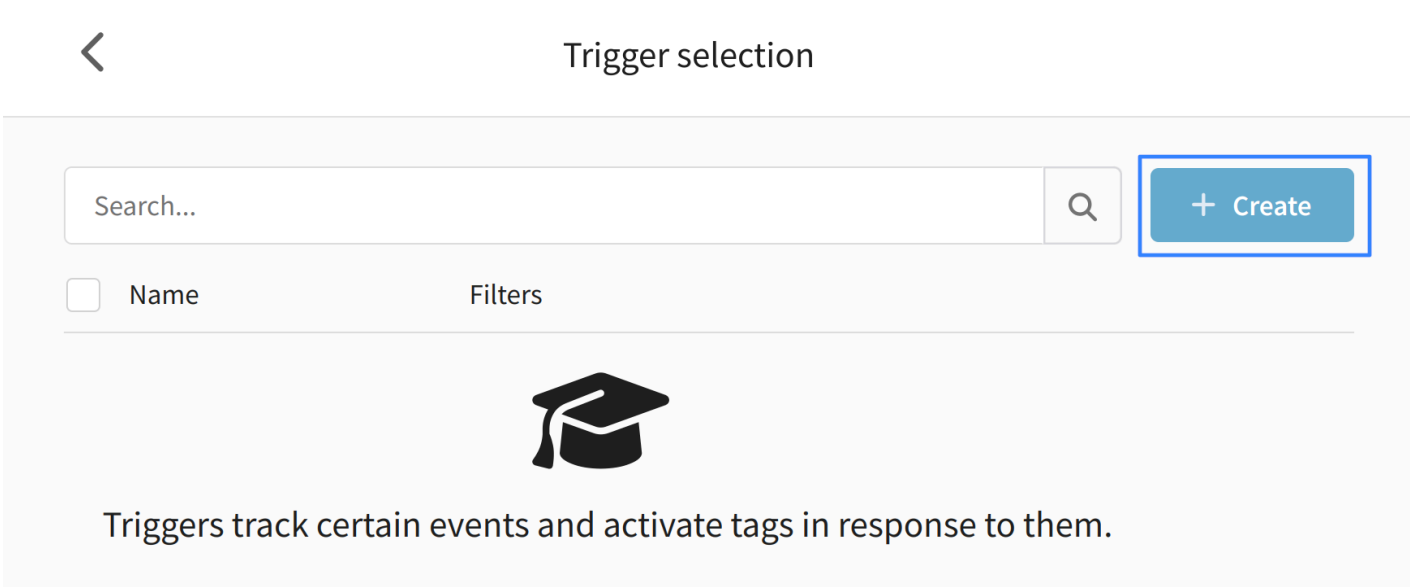
Go to “Tags” and create a new tag:



Name it, specify the type “Pop-up” and select the pop-up you created in the previous step:

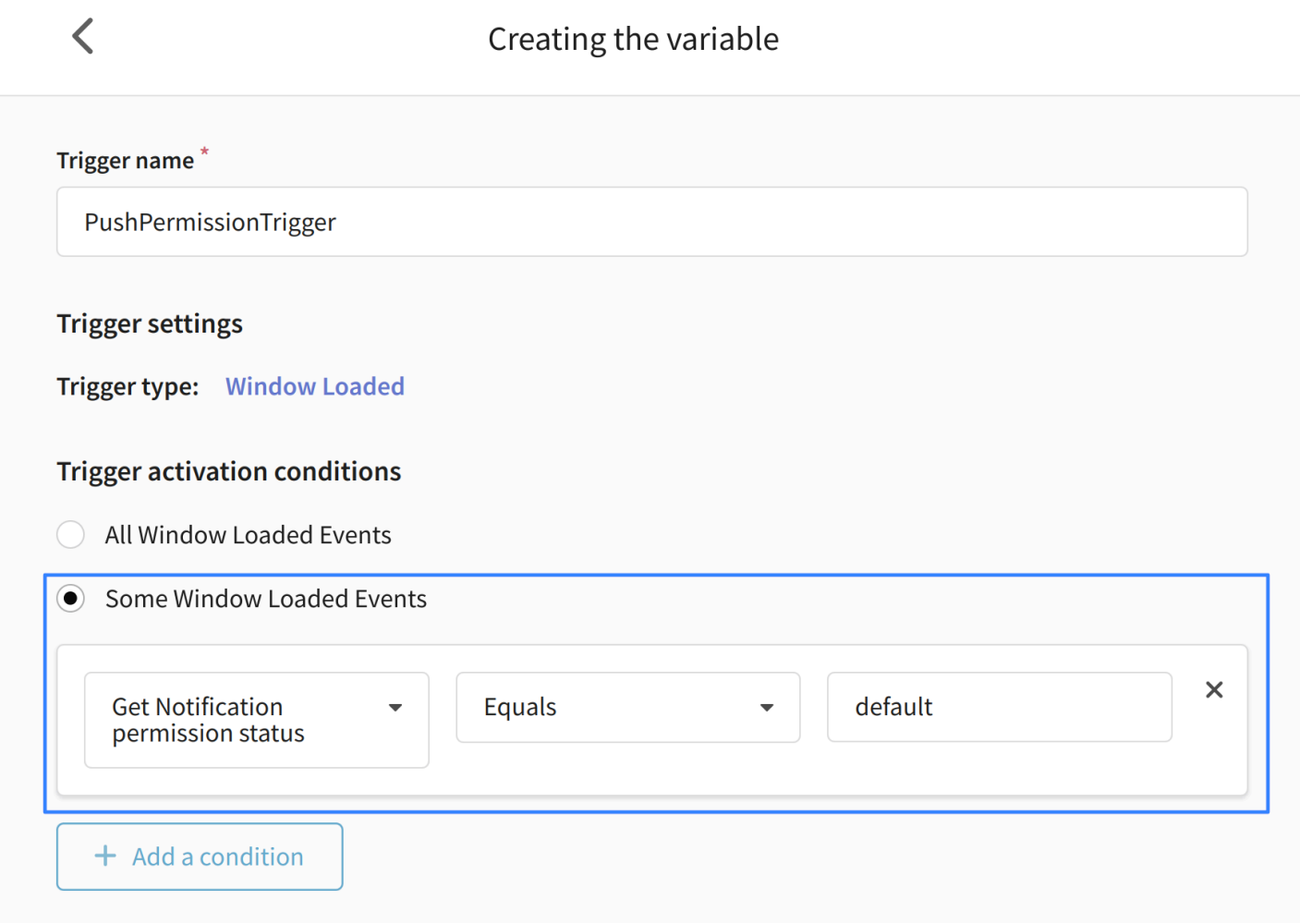


Customize the activation settings and limits if necessary. Then select triggers. If you have not already created triggers, you can create a new one directly from this window:

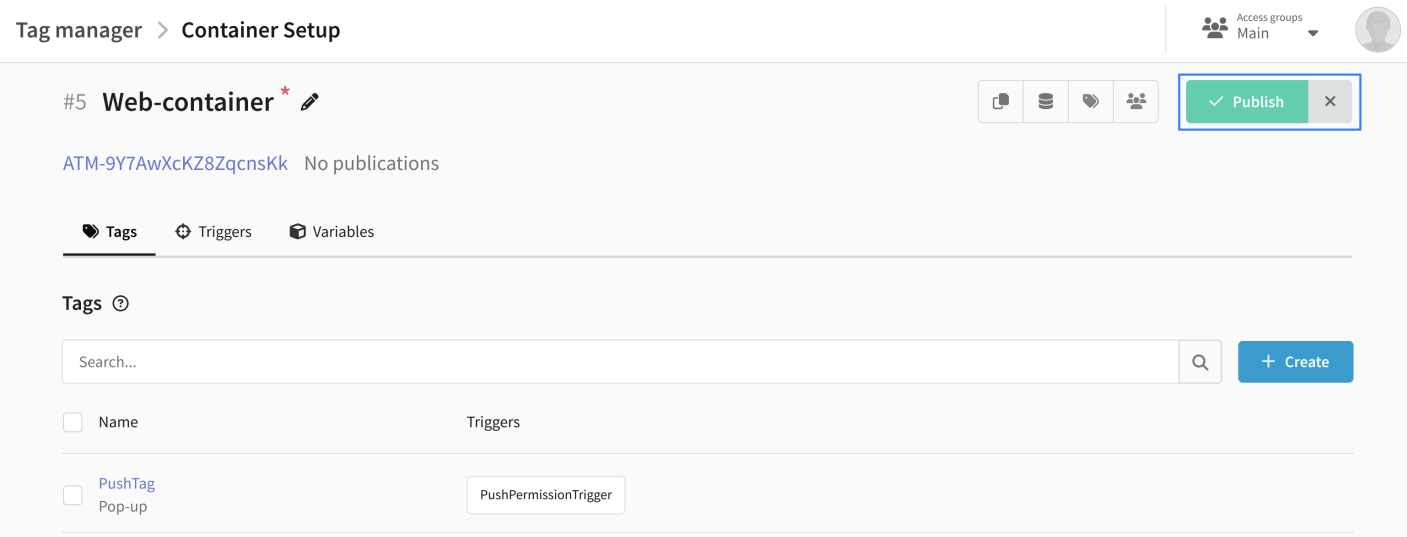


You can customize the trigger yourself for any action you need. In our example we use the “Window loaded” type.

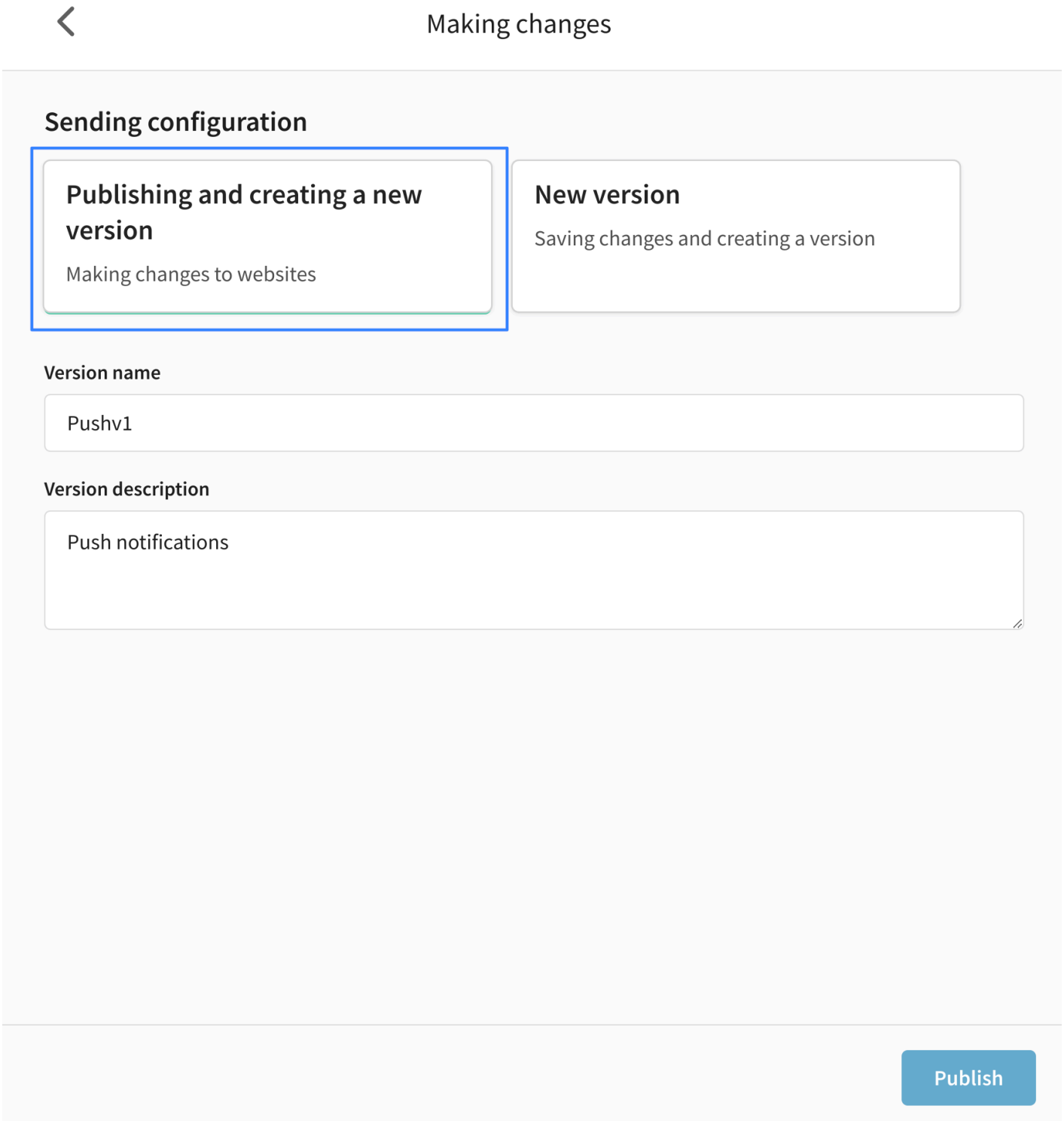
In the activation conditions specify “Some events” and the variable created earlier. It is responsible for the permission status for showing notifications. The variable will be set to `default` in cases where the browser has not yet requested permission to display notifications from the user. In such situations the pop-up will be triggered:



Come up with a name for the trigger and save it. Select it as the trigger to show your pop-up and save the tag. When the tag is saved and all changes to the container have been made, click “Publish”:



Select the “Publishing and creating a new version” option, provide a title and description for the version and publish it:



The work of the pop-up window has been set-up. Now when a user gets to the page, the window with an offer to subscribe to push notifications will be shown.

Tag Manager

	Altcraft Tag Manager is a tool that allows you to manage HTML tags and JavaScript code without any need for developers. It is opportunity for you to create, add, and update code snippets on your site to track user activity and feed data into the platform.

TIP

Altcraft Tag Manager is fully compatible with Google Tag Manager (GTM). You can use both tools on the same website without the risk of conflicts.

Basic terms

Container is a wrapper that stores tags, triggers, and variables. It provides the code that needs to be placed on the site to activate the tags.

Tag is a piece of code that performs a specific function (for example, showing a popup to site visitors).

Trigger is a condition for executing a tag. Triggers monitor certain events on a site (such as clicks or page loads) and activate tags in response to them. To fire a tag, at least one trigger must be configured.

Variable is a parameter to which certain values are passed. Variables can be used in both triggers and tags. In triggers, they are used as an activation filter, they determine when a particular tag should be fired. In tags, variables are used to obtain dynamic values.

In this section

Configuring and installing Tag manager

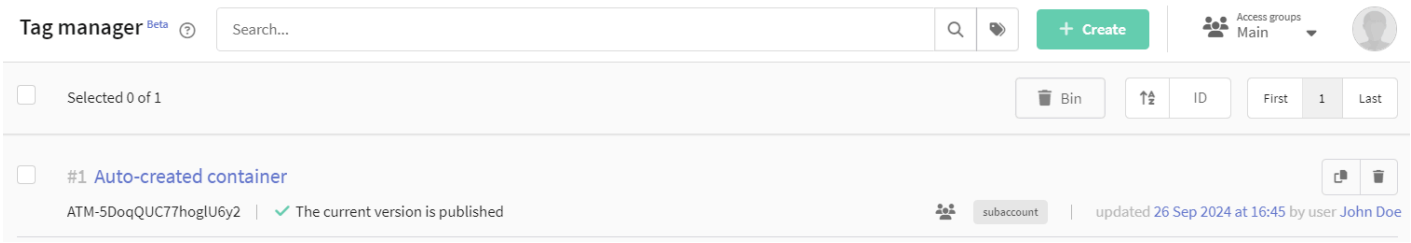
To get started with Tag manager, go to Weblayer → Tag manager.

Step 1. Creating a container and installing it on the site

TIP

Container stores tags, triggers and variables. It is a piece of code that is installed on the site. After installation, all subsequent tracking settings are carried out in the platform interface, without the need to make changes to the source code.

By default, a container is already created in your account. You can work with it or add a new one. It is recommended to configure a separate container for each website.



The following actions are available from the actions menu on the right side:



— Clones a container: a new container is created into which the settings, tags, triggers and variables of the current container are transferred (version history is not transferred).



— Deletes a container with all created tags, triggers and variables. Tags from this container will no longer be activated on the site.

Create a new container

To create a new container, follow these steps:

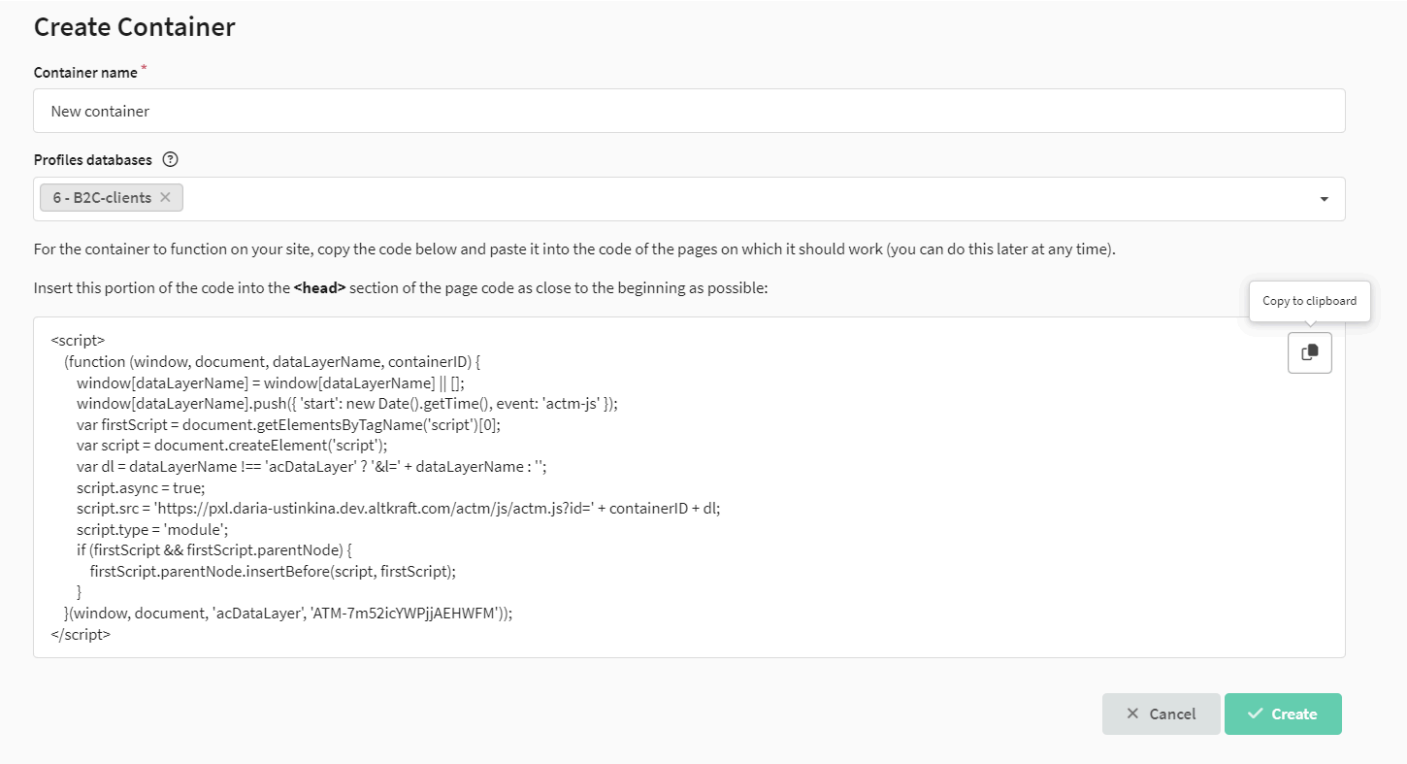
1. Click the + Create button in the upper right corner.

2. Enter a custom name of the container.

3. Select a profile databases. Tags track the behavior of site visitors and transmit data to the Altcraft system. The obtained data can be used to search for existing profiles in the database. Specify at least one search database.

4. Install the container on the site. To do this, copy the provided code and pass it to your developers. They should place the container code on every page of the site where you plan to use tracking tags. The container code should be added in the <head> section, as close to the opening tag as possible.

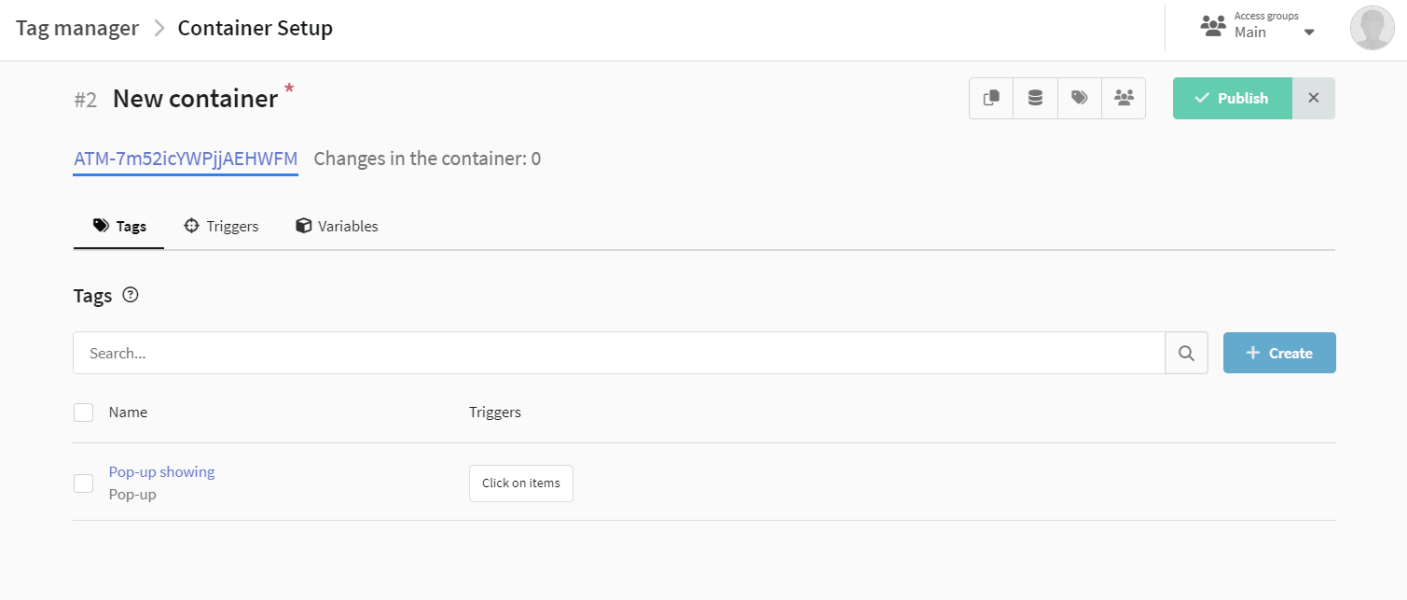
5. Click the “Create” button to save the container.



Working in a container

To edit an existing container, click on its name. When you click on the container identifier (ATM-xxxxxxx), a window with the code will open. If you haven't yet placed the container on your site, pass the code to your developers.

To the right of the ID is a counter that shows the number of unpublished changes. After the version is published, the counter is reset to zero.



For additional settings, a quick actions menu is available on the right:



— view version history;



— selection of databases for searching profiles;



— assigning tags for quick search;



— setting access groups.

> **INFO**
>
> **Any changes to the container settings (editing the name or access groups, setting tags and triggers) are automatically saved in the platform, but are not made to the site until you publish the container.**

Step 2. Adding tags and setting up triggers

> **TIP**
>
> **Tag is a piece of code that is executed on the site under a certain condition. Trigger is a condition for activating a tag.**
>
> **Triggers monitor specific events on a site (such as clicks, page loads, or form submissions) and fire tags in response to those events.**
>
> **To fire a tag, at least one trigger must be configured.**

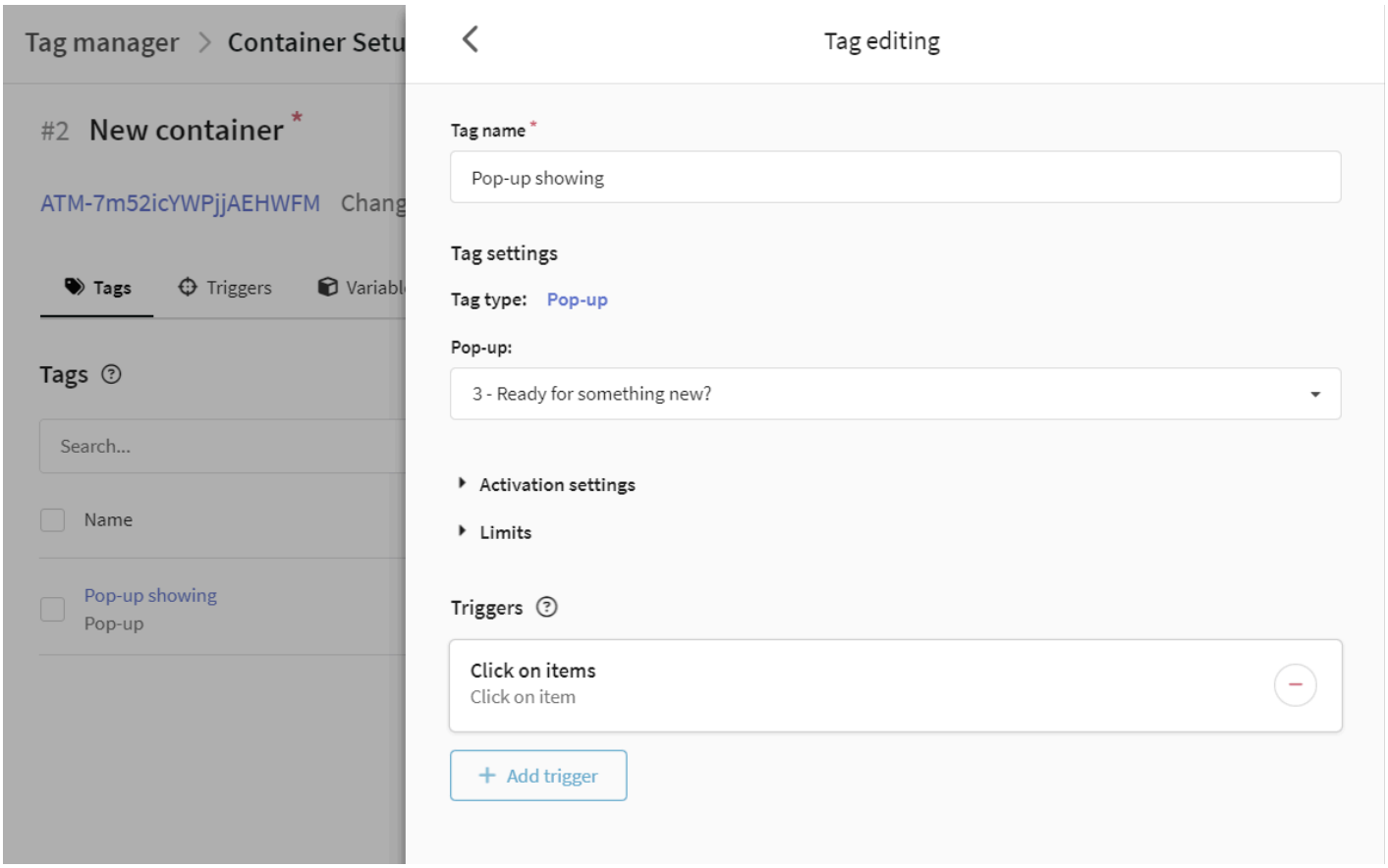
To create a tag and configure its trigger conditions, follow these steps:

1. On the Tags tab, click + Create.

2. Enter the name of the tag.

3. Select the tag type:

- **Pop-up — used to display a pop-up window to website visitors. You must first create a pop-up and then select it in the “Pop-up” field. Read more about pop-ups in this article.**
- **Custom HTML — used to create a custom tag. You need to paste your HTML code into the editor window.**

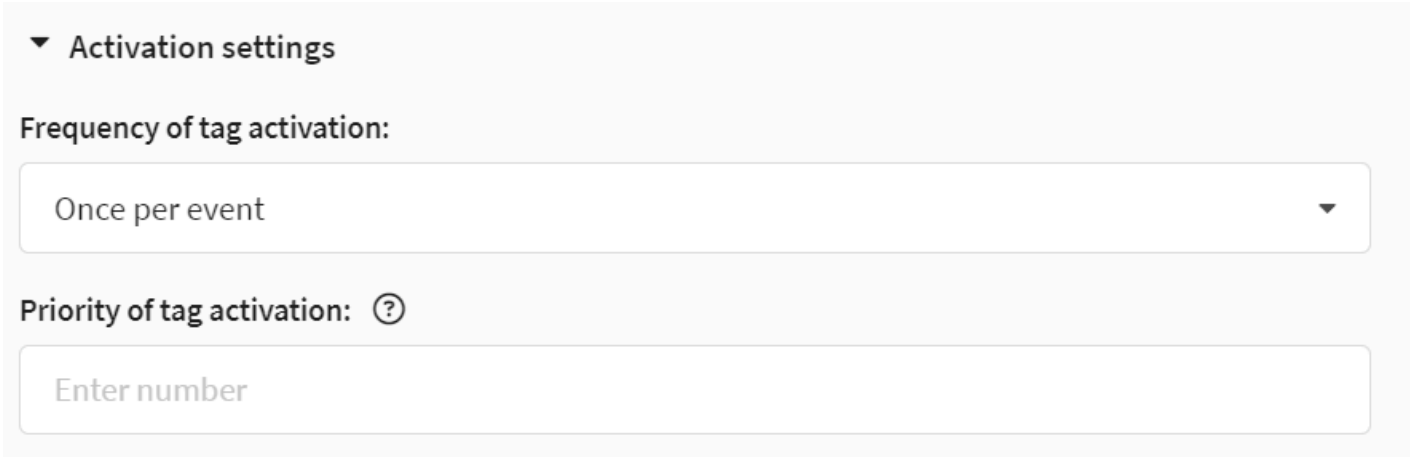


4. Set activation settings and limits.

Tag's activation settings

Frequency of tag activation:

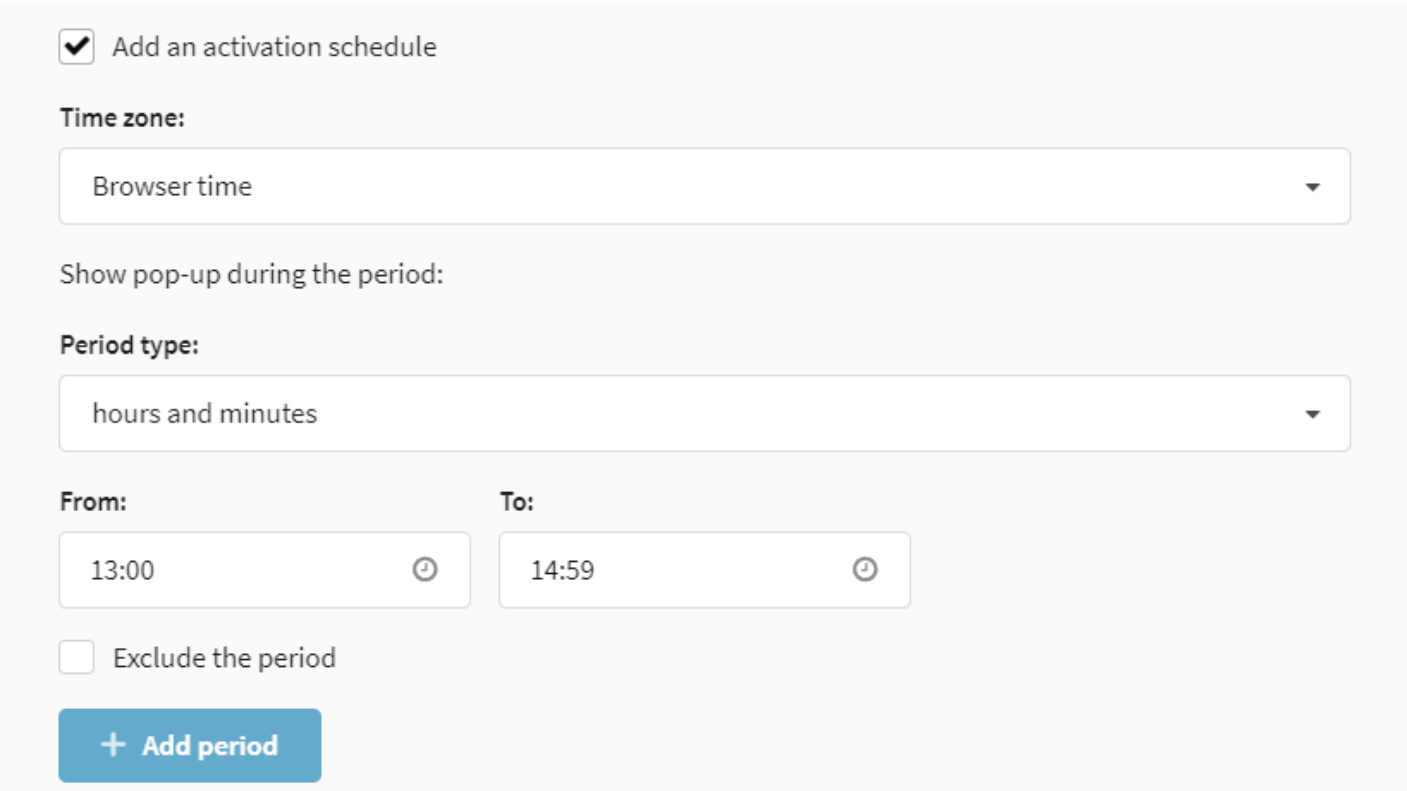
- **Once per event — the tag is activated only once when a specific event occurs.**
- **Once per page — the tag will fire only once per page, regardless of the number of events.**
- **No restrictions — the tag is activated upon the occurrence of each event specified in the trigger.**



Priority of tag activation. Sets the order in which tags are triggered. By default, the priority of a tag is 0. To change the priority, specify a positive or negative integer. For example, a tag with priority 2 will be activated before a tag with priority 1. Tags are activated asynchronously.

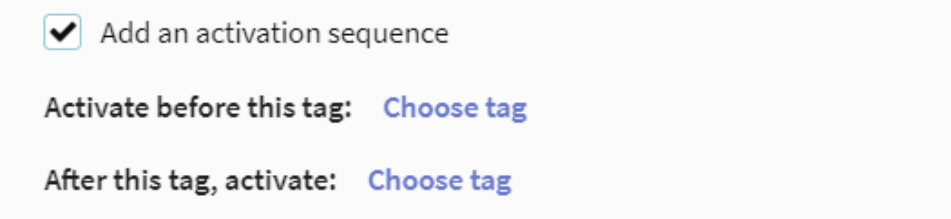
Add an activation schedule. Allows you to configure the activation of a tag during a certain period. For example, you are running a promotion that lasts only one hour. In this case, the banner with information must be shown to site visitors only for an hour.

Select period type, set from and to. If you want the tag to remain inactive for a certain period, set the flag in the “Exclude the period” field. You can also combine several time periods — click the “Add period” button.



Add an activation sequence:

- **Activate before this tag. Select a tag that will be activated before the current tag. If the selected tag is not activated, then the tag you are currently creating will not be activated.**
- **Activate this tag, activate. Select the tag that will be activated after the current tag is executed. If the tag you are currently creating is not activated, the selected tag will not be activated.**

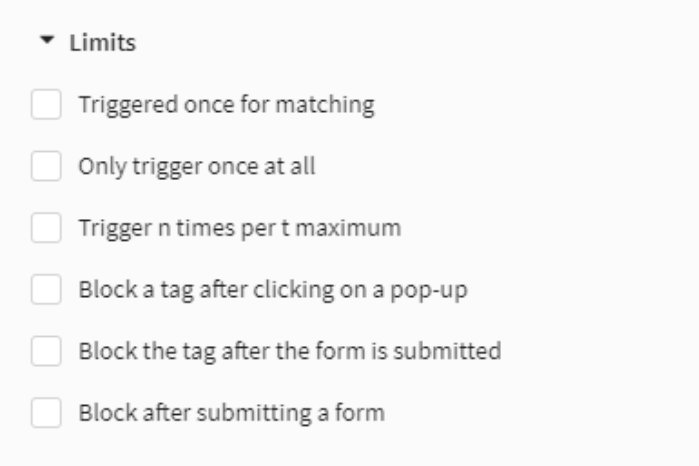


Tag’s limits

Limits

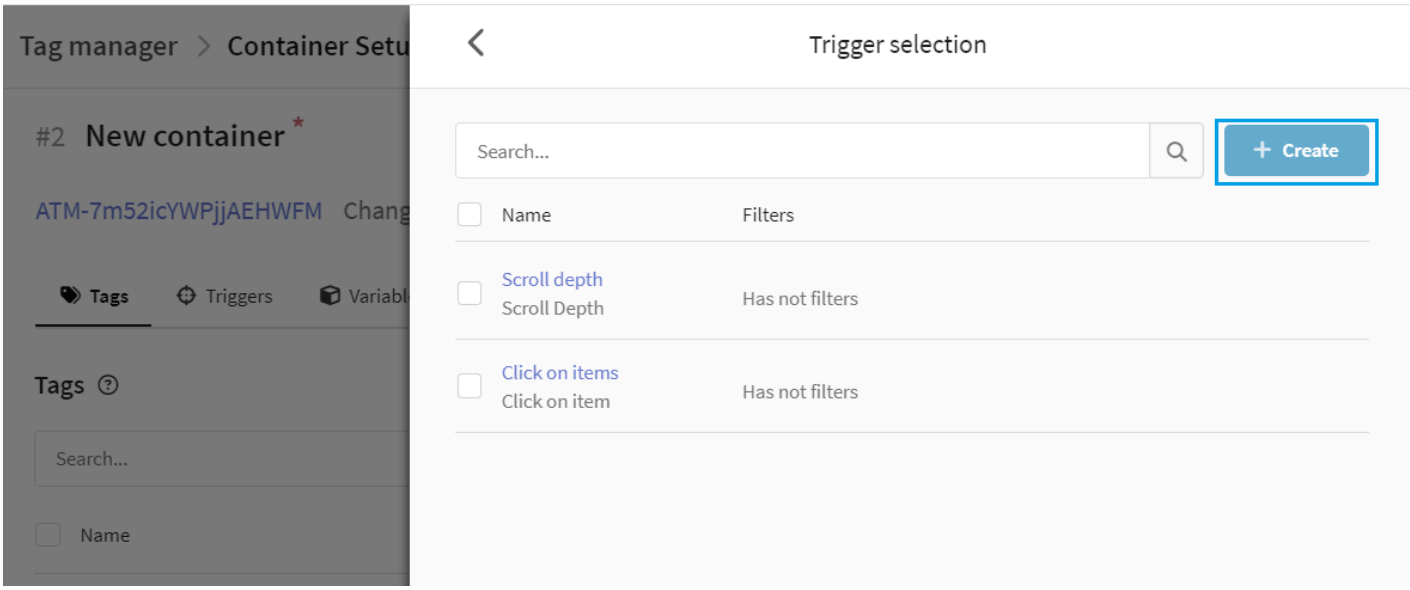
- **Triggered once for matching — the tag will be executed only once each time a condition that matches its settings is triggered. If the condition becomes true again, the tag will not be executed again. This refers to conditions associated with the match, such as the page URL, page title, and other parameters that may change while the page is being viewed.**
- **Only trigger once at all — the tag will be executed only once, regardless of what conditions are triggered. This restriction can be used to initialize scripts that must be executed only once.**
- **Trigger n times per t maximum — limits the number of times the trigger will fire in a certain period of time.**
- **Block a tag after clicking on a pop-up — after clicking on any element of the pop-up, the tag will not be activated again, even if the event to which it reacts occurs again. This prevents multiple tag activations when repeated clicks on pop-up elements occur.**

- **Block the tag after the form is submitted — after clicking the “Close” button in the pop-up, the trigger will not fire again, despite the occurrence of the event.**
- **Block after submitting a form — after submitting the form associated with the tag, the trigger will not fire again, even if the conditions for its firing are met again.**



5. Click “Select triggers”. A new window will open with all available triggers. If you have already created a trigger, you can go straight to step 9.

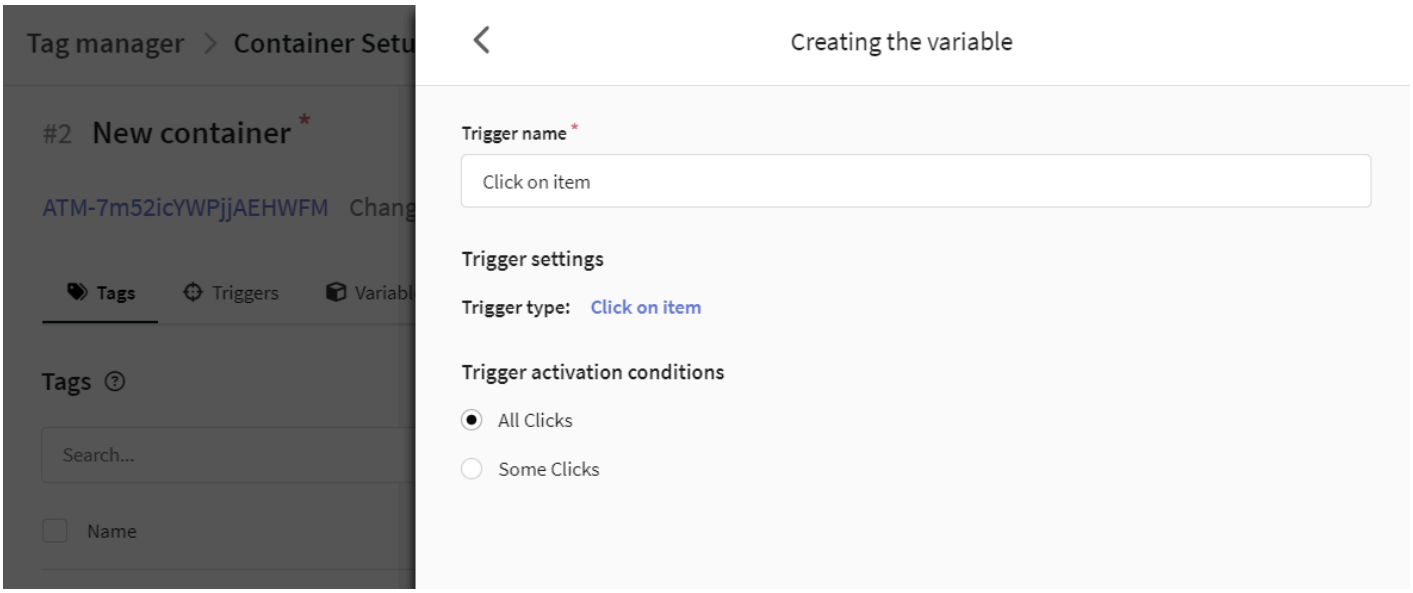
6. To set up a new trigger, click + Create:



7. Enter the name of the trigger and select its type.

TIP

Read more about trigger types in [this article](#).



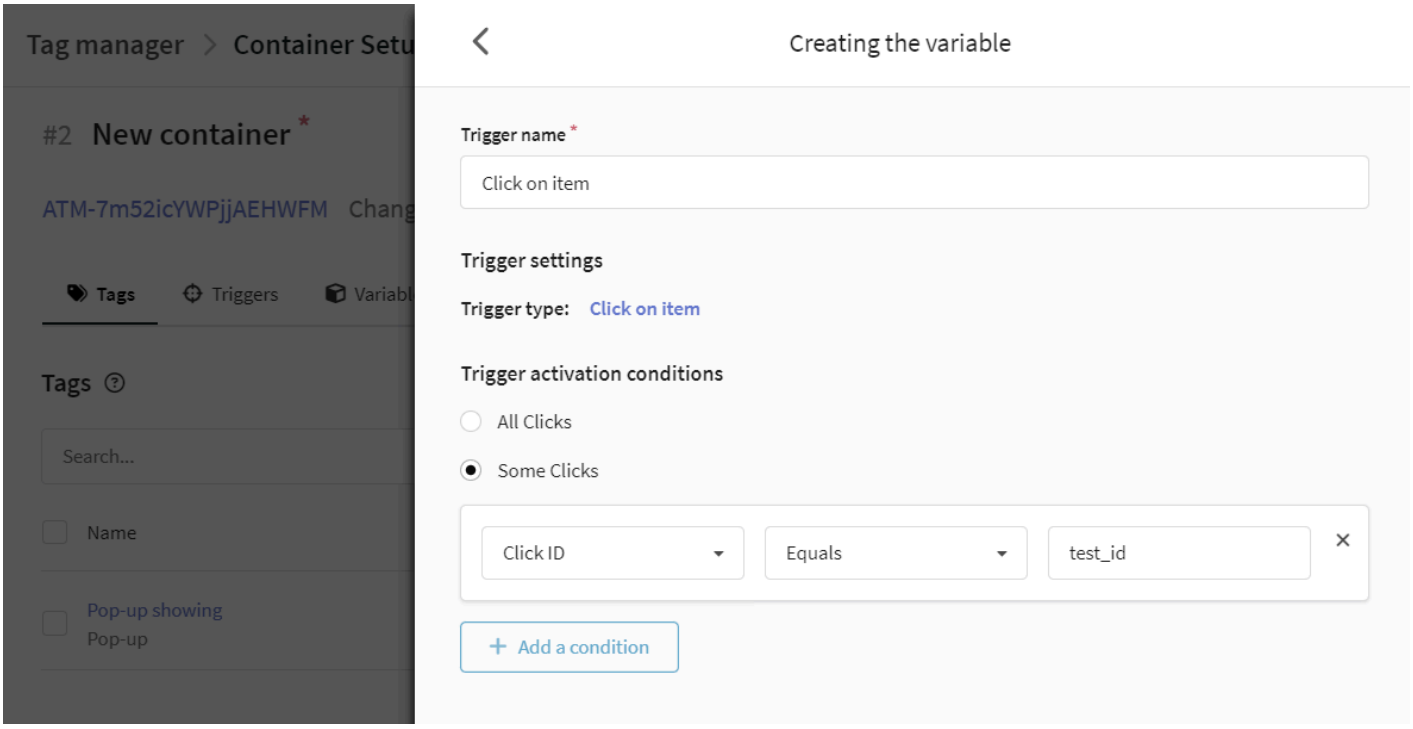
8. By default, triggers fire in response to all events of a certain type. To set additional trigger activation conditions, you can configure a filter. To do this, in the “Trigger activation conditions” block, select “Some clicks”. After setting up the filter, save the trigger using the button at the bottom of the page.

INFO

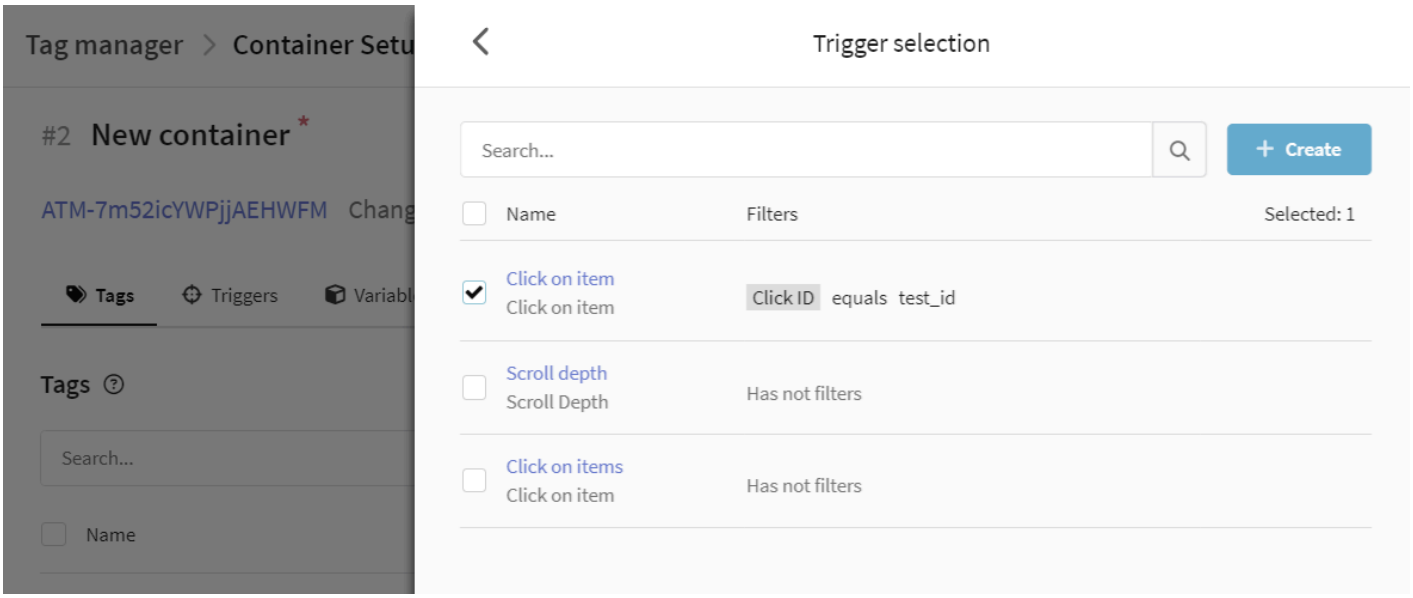
A filter consists of a variable, a operator and a value. Select variable (built-in or custom) and operator. Then select or manually enter a text value for the variable.

Each event on the site has its own variables, which contain information about this event. When an event occurs, the trigger reads a specific variable. The tag manager compares the value of this variable with the value specified in the filter. If the value of the variable matches the parameters specified in the filter, the trigger is activated and starts executing the tag.

Thus, using a filter, you can limit the audience for which the tag will be activated.



9. In the “Trigger selection” window, select one or more triggers and click the “Select” button at the bottom of the page. If you select multiple triggers, the tag will be activated when any of them is fired.



10. In the “Tag creation” window, check the specified settings and click “Save”.

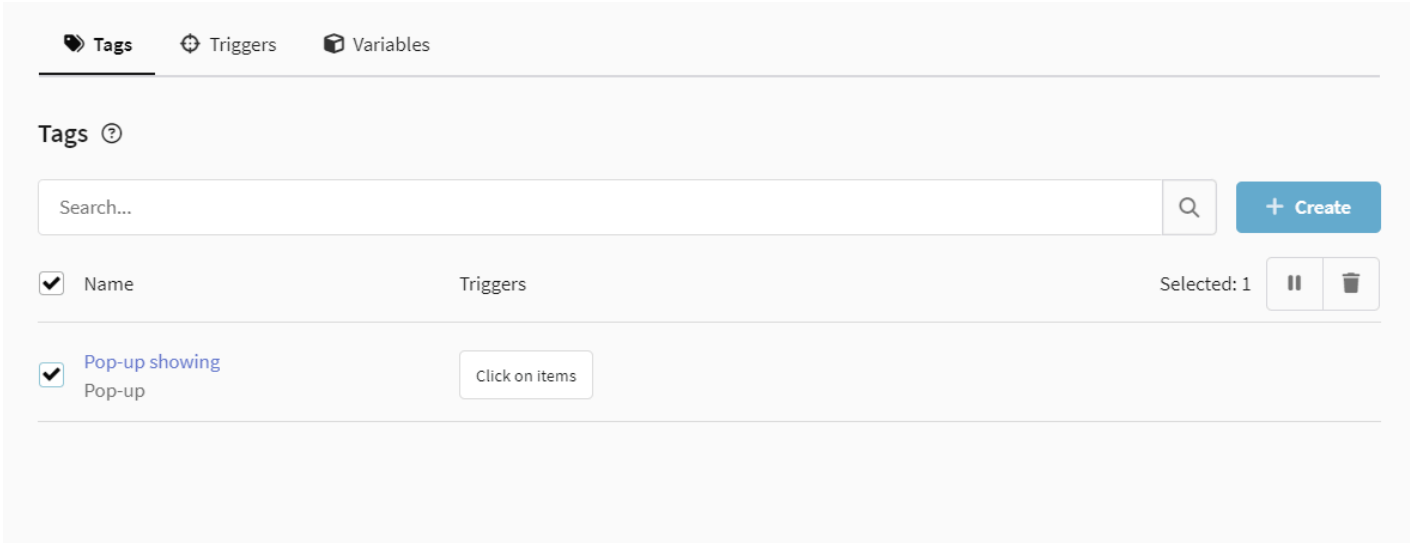
The created tag will appear on the “Tags” tab. If you need to change its settings, click on its name. To temporarily stop tags working on a site page, select the tags and click



, and then publish a new version of the container. You can also remove unnecessary tags from the



container.

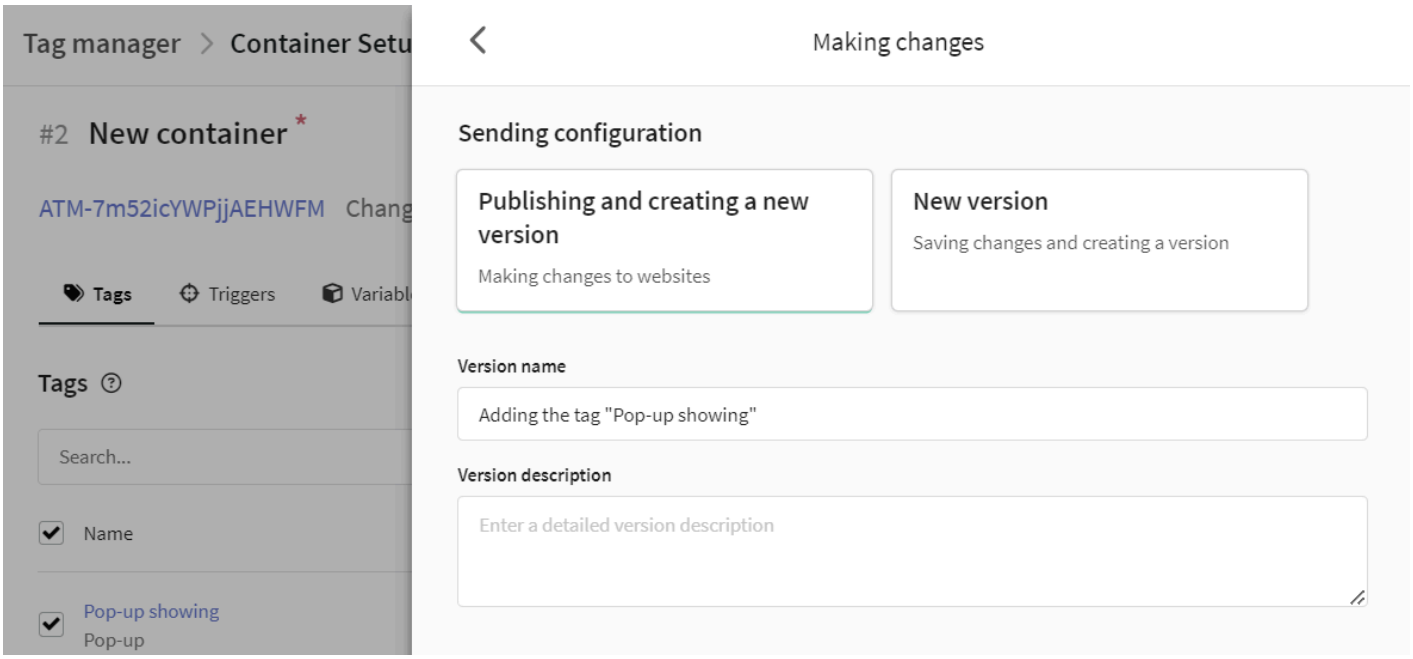


Step 3. Publishing the container version

A version is a saved copy of the container at the current time. If you made some changes to the container (added a tag, changed a trigger), you can save these changes as a version. To do this, in the “Container Setup” window, click the “Publish” button. In the page sending configuration there are available:

- **Publishing and creating a new version — a new version of the container is created, and all changes are made to the site.**
- **New version — a new version is created in which all changes are saved, but the container is not published and changes are not made to the site.**

It is recommended to indicate the name and description of the version. This way you will record exactly what changes were made. Then confirm saving using the “Publish” button at the bottom of the page.



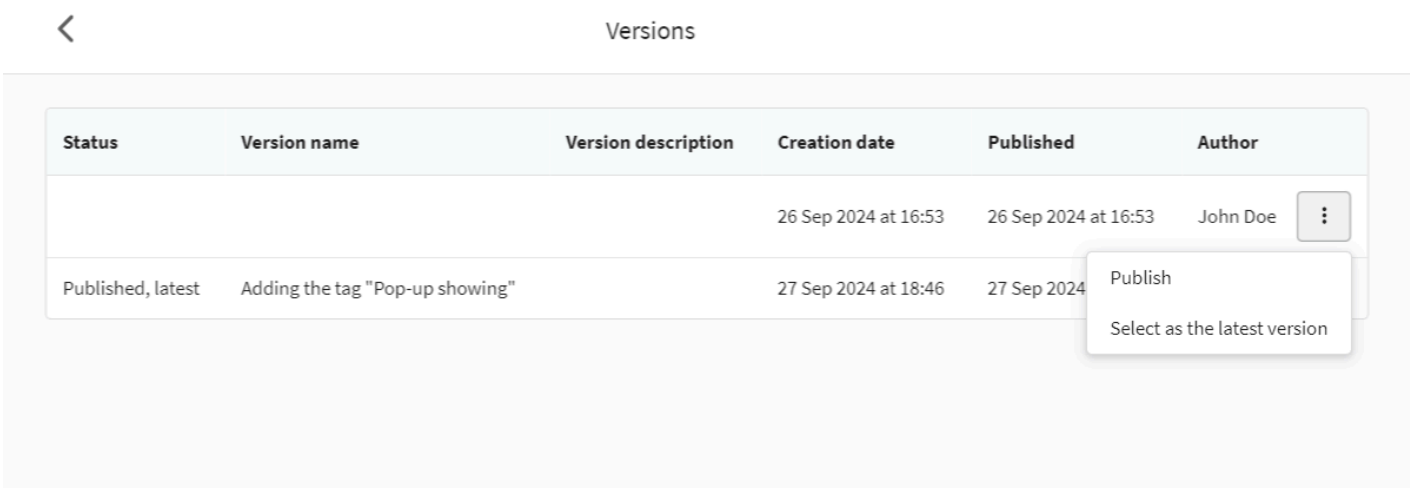
To access container versioning, use the



button in the quick actions menu. The table displays information about which user created or published a particular version and when.

You can switch to another version or publish it instead of the current one. To do this, open the additional actions menu

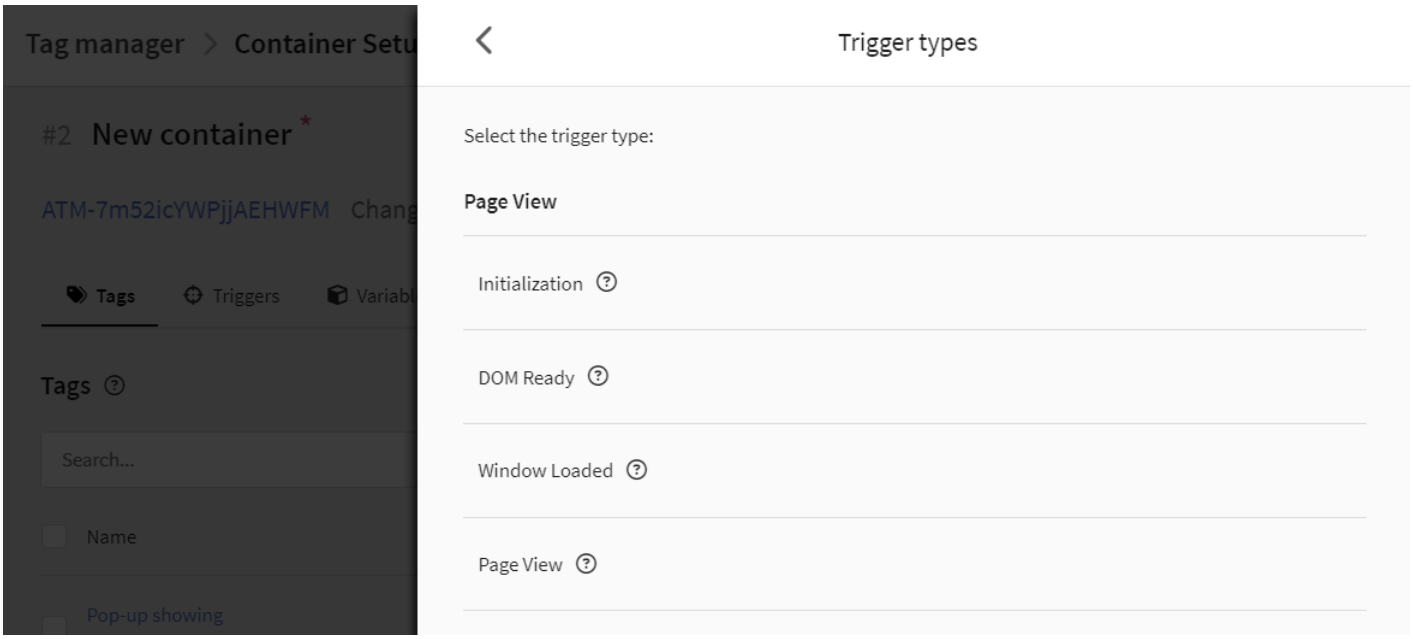
and click “Select as the latest version”:



The first version of the container has been published and Altcraft Tag manager has been installed on your site. Don’t forget to check that the tag is working correctly.

Trigger types

Page view



Initialization

The trigger fires before all other triggers fire. Use this trigger to have it fire the tags you want before other triggers.

DOM ready

The trigger fires after the browser has completed processing the HTML code of the page.

The browser has fully loaded the HTML and the DOM tree has been built, but external resources such as `<img>` images and styles may not have been loaded yet.

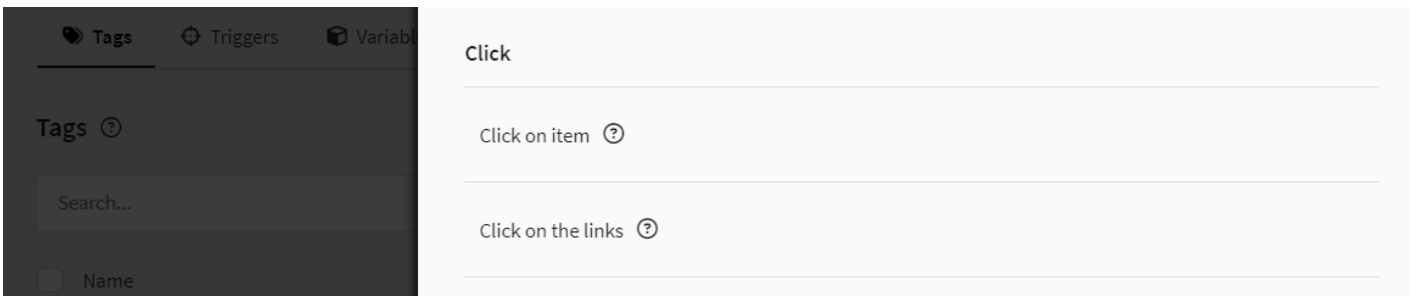
Window loaded

The trigger fires after the page has fully loaded, including images, scripts, and other embedded objects.

Page view

The trigger fires when the page begins to load. Used to obtain data only on page impressions.

Click



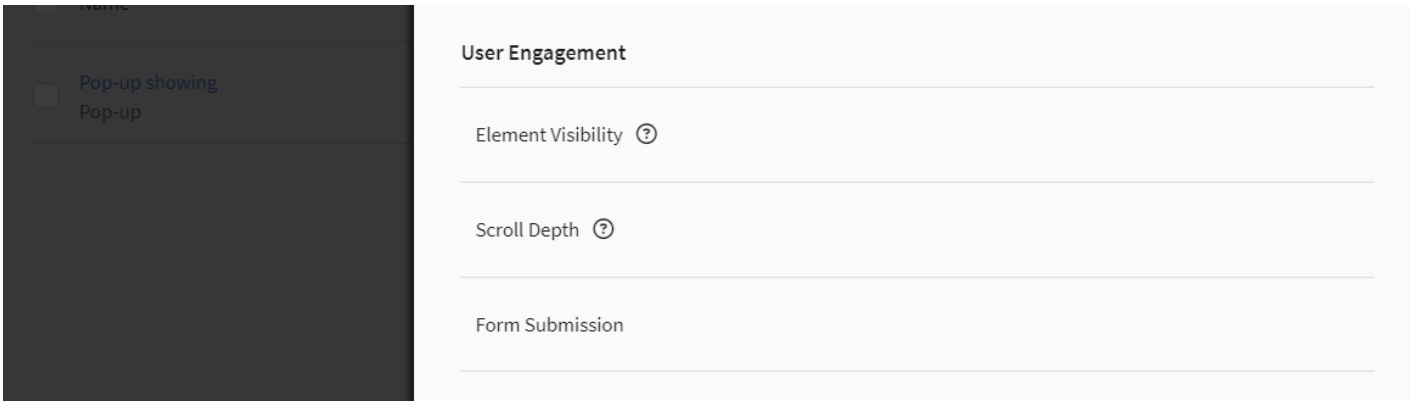
Click on item

The trigger fires when you click on any page item, including links, images, buttons, etc.

Click on the links

The trigger fires when HTML links are clicked, for example, `<a hrefs="https://example.com">Link </a>`

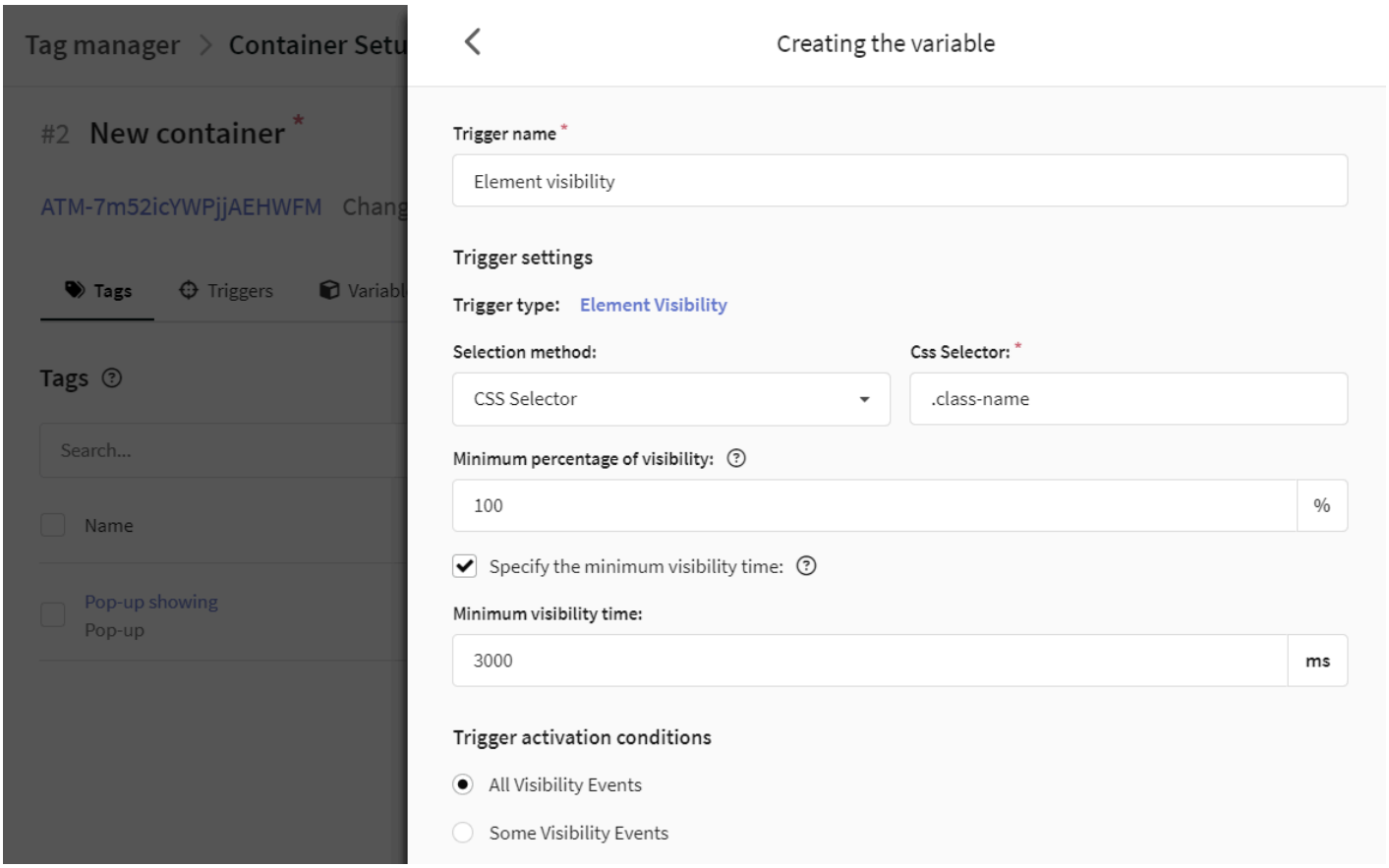
User engagement



Element visibility

The trigger fires when a specific element becomes visible in the viewport.

The visibility of an element can change as a result of various actions: loading the page, scrolling, switching to a background browser tab, changing the position of the element through code, etc.



Selection method:

- **Identifier is used to track the visibility of a single element with a specific `id` attribute value. For example, if you specify `test`, the element with `id="test"` will be selected.**
- **CSS selector is used to track the visibility of multiple elements that match a given CSS selector pattern. For example, `.class_name` will select elements on the page with `class="class_name"`.**

Minimum percentage of visibility - the percentage of the selected element that must be visible on the user's screen for the trigger to fire. The default is 100%, which means the element should be completely displayed on the screen.

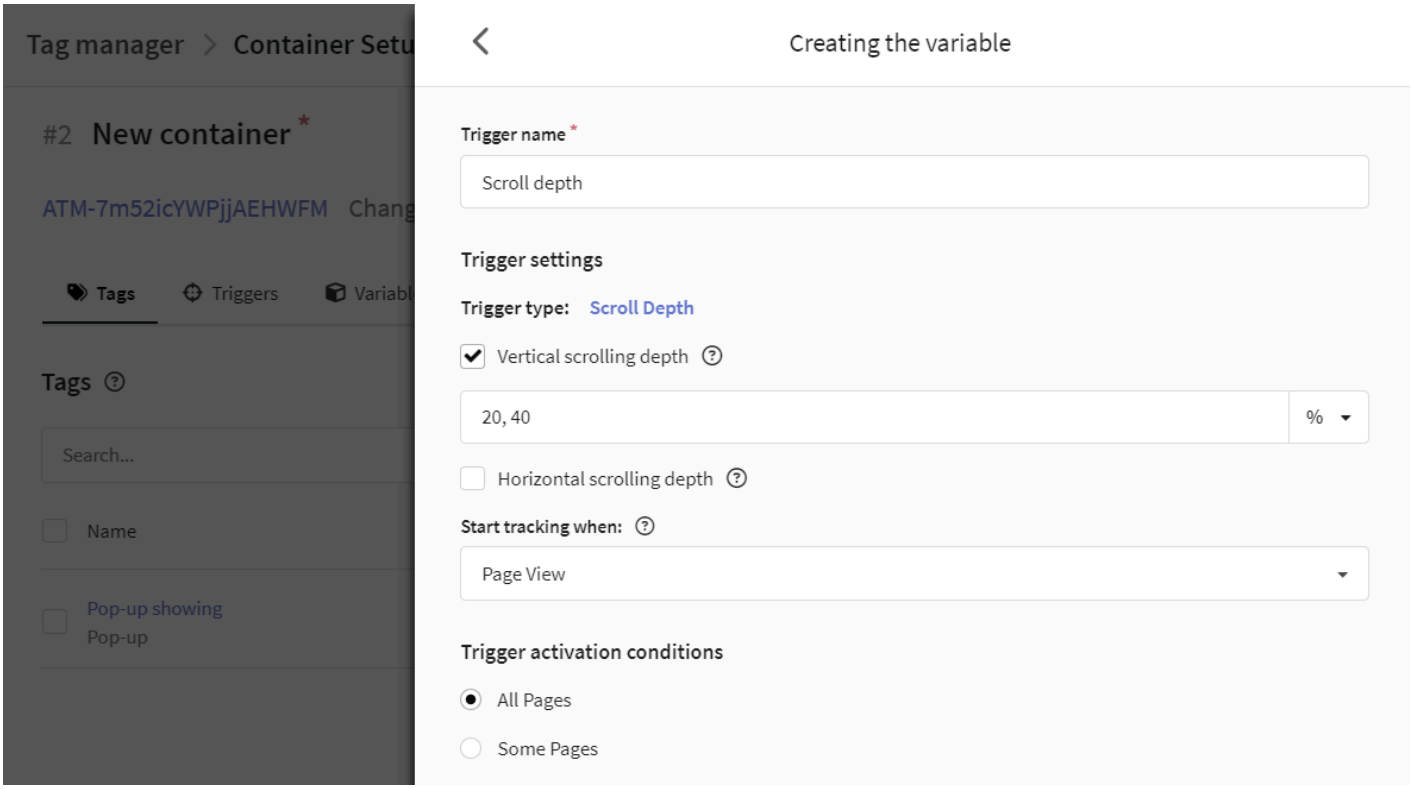
You can also specify the minimum visibility time. The minimum visibility time is the period of time an element must remain visible on the screen for the trigger to fire.

TIP

Please note that time periods are cumulative. If an element was visible for 5000 ms, then hidden and visible again for 3000 ms, then the visibility time would be 8000 ms.

Scroll depth

The trigger fires depending on how far the user scrolls the page down or to the right.



To configure the trigger, you must select at least one of the scrolling options:

- **Vertical scrolling depth — the trigger is activated based on how far the user has scrolled down the page.**
- **Horizontal scrolling depth — the trigger is activated based on data about how far the user has scrolled the page to the right.**

You can use both options at the same time. The scroll depth value is specified in pixels or as a percentage (of the page height and width). If you specify multiple values separated by commas, the trigger is activated when each of them is reached.

You can also specify at what stage of the page load you want to start tracking the event:

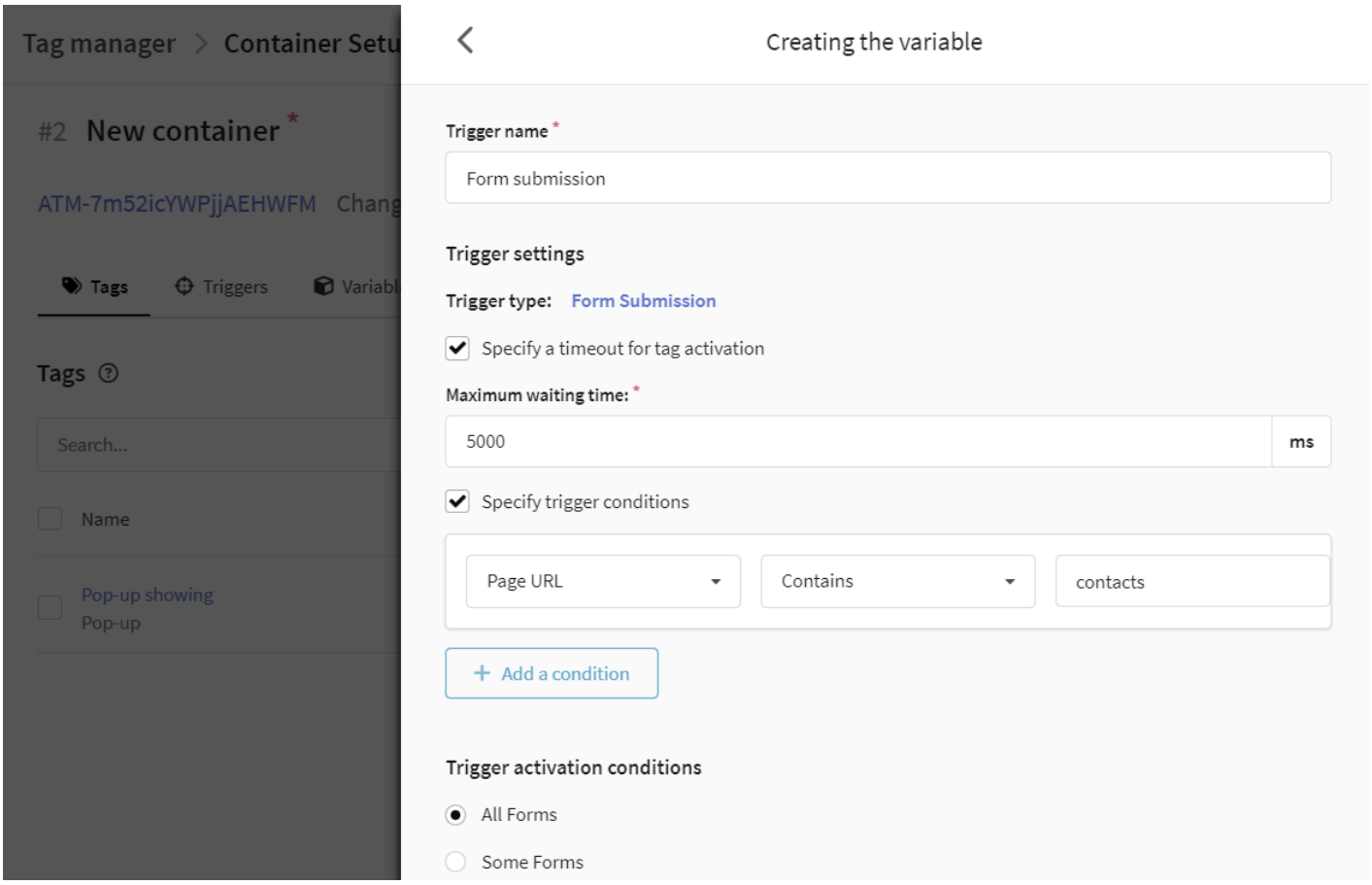
- **Window loaded;**
- **DOM model is ready;**
- **Page view.**

TIP

If the specified scroll depth enters the viewport when the page loads, the trigger fires without scrolling.

Form submission

The trigger fires every time the user tries to submit the form.



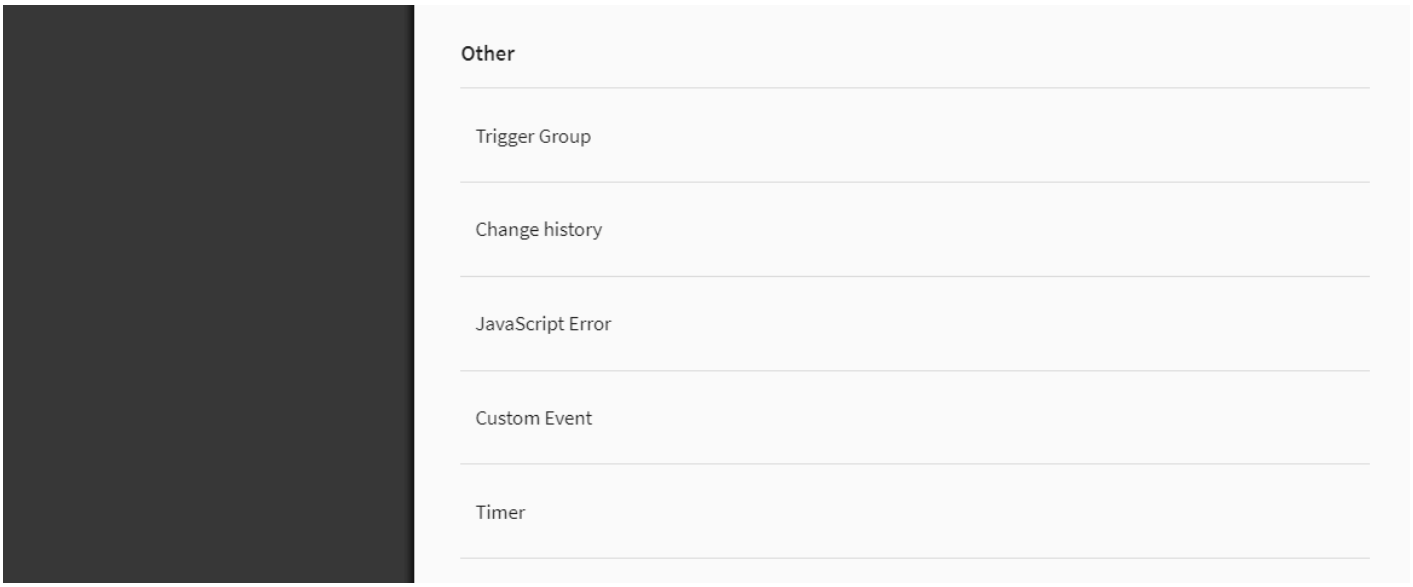
In trigger settings you can:

- **Specify a timeout for a tag activation: form submission is blocked until the specified timeout has expired or until all tags dependent on this trigger have been activated. The wait time is specified in milliseconds (5000 ms = 5 sec).**
- **Specify trigger conditions: use variables to select under what conditions the trigger should monitor events.**

TIP

It is recommended to use a filter in the trigger indicating the URL of the page on which the form is located.

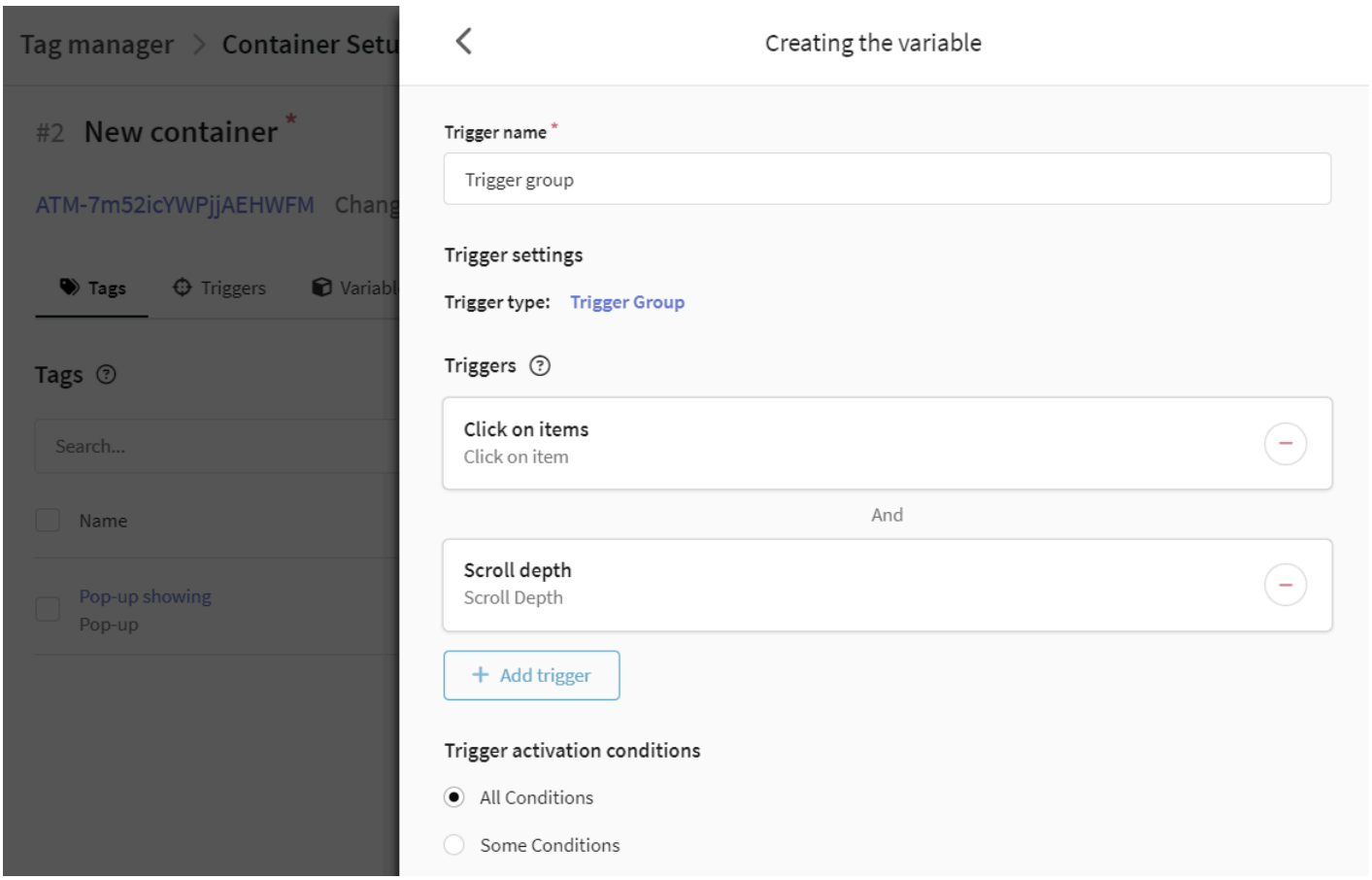
Other



Trigger group

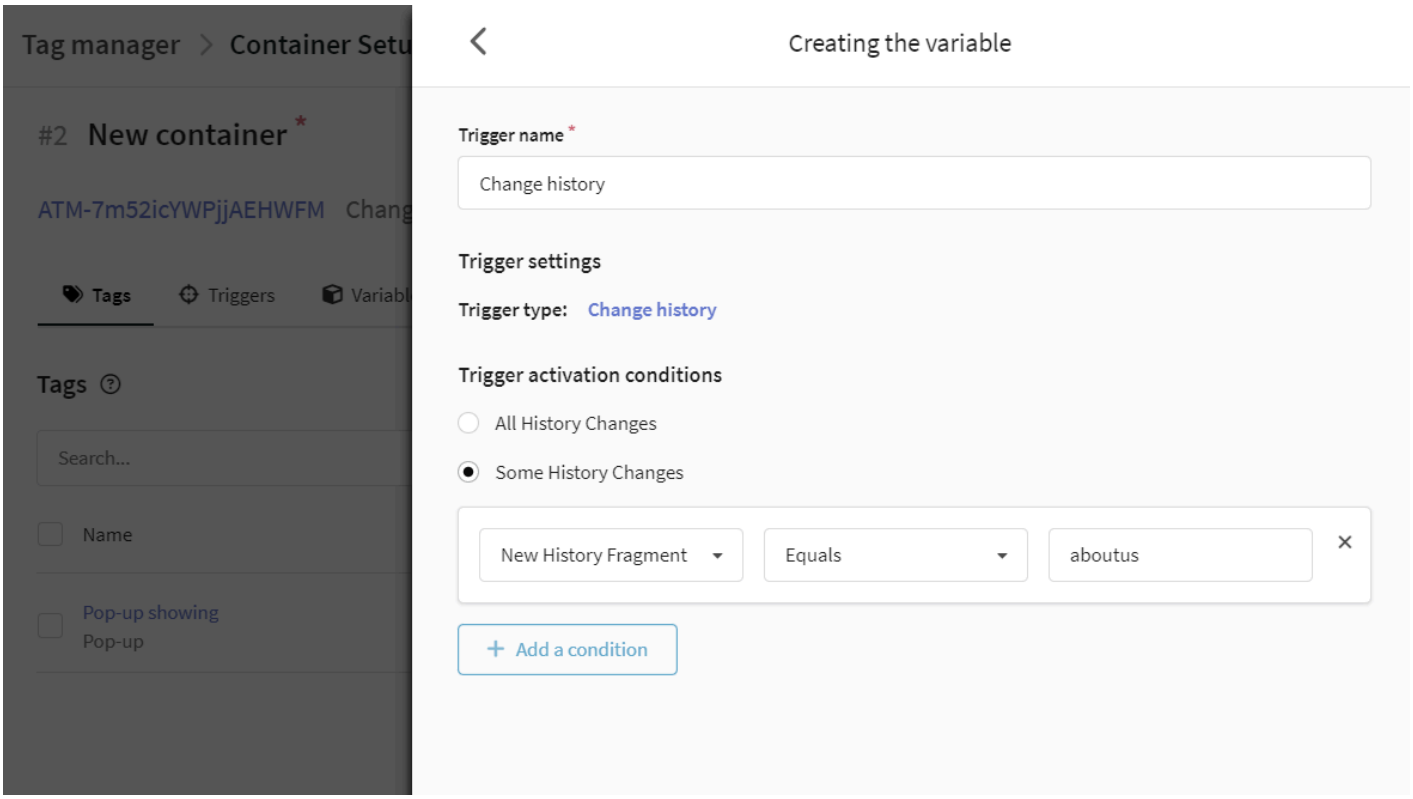
The trigger fires after all selected tags have been activated at least once.

Use the “Add Trigger” button to select the required triggers. The number of triggers in a group is not limited.



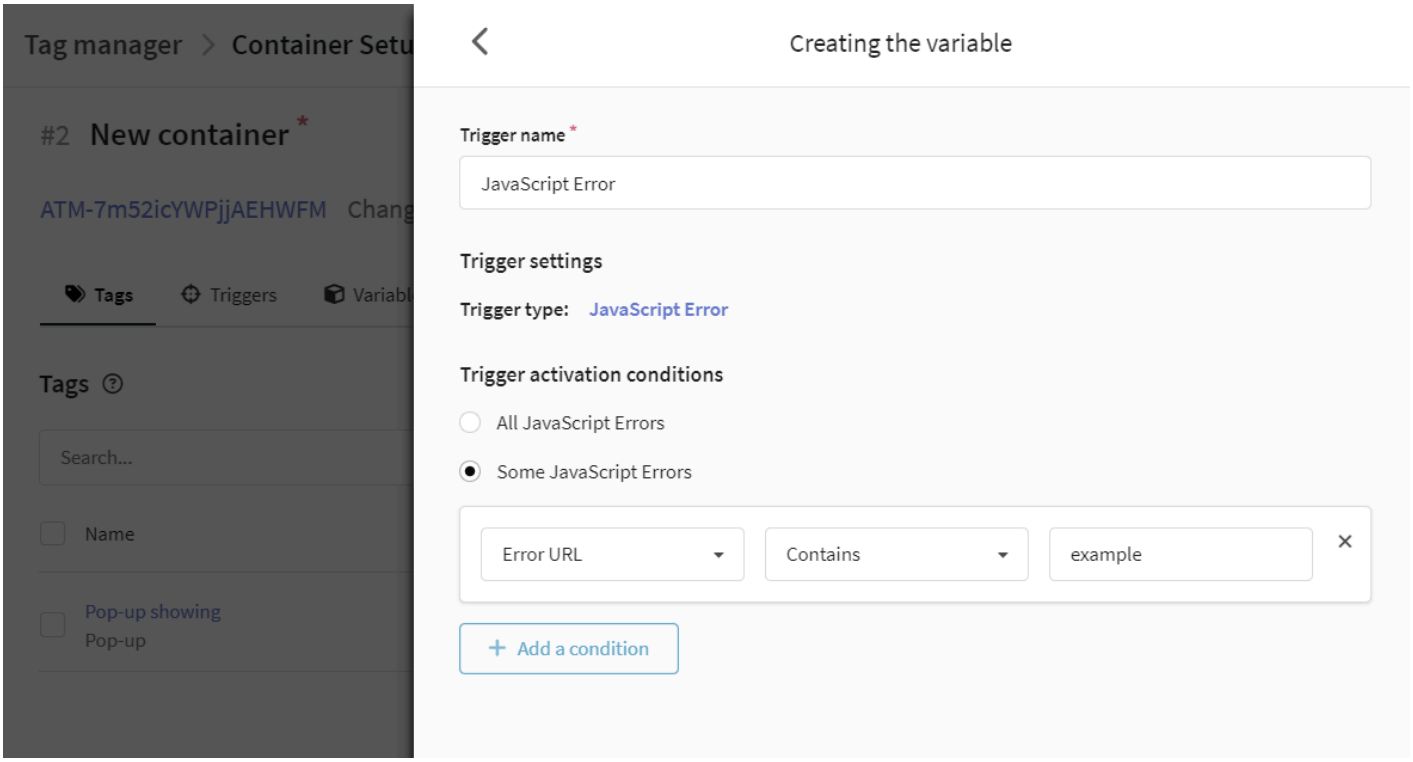
Change history

The trigger fires when there is a change in the URL fragment (hash) or when the pushState HTML5 API is used on the site.



JavaScript error

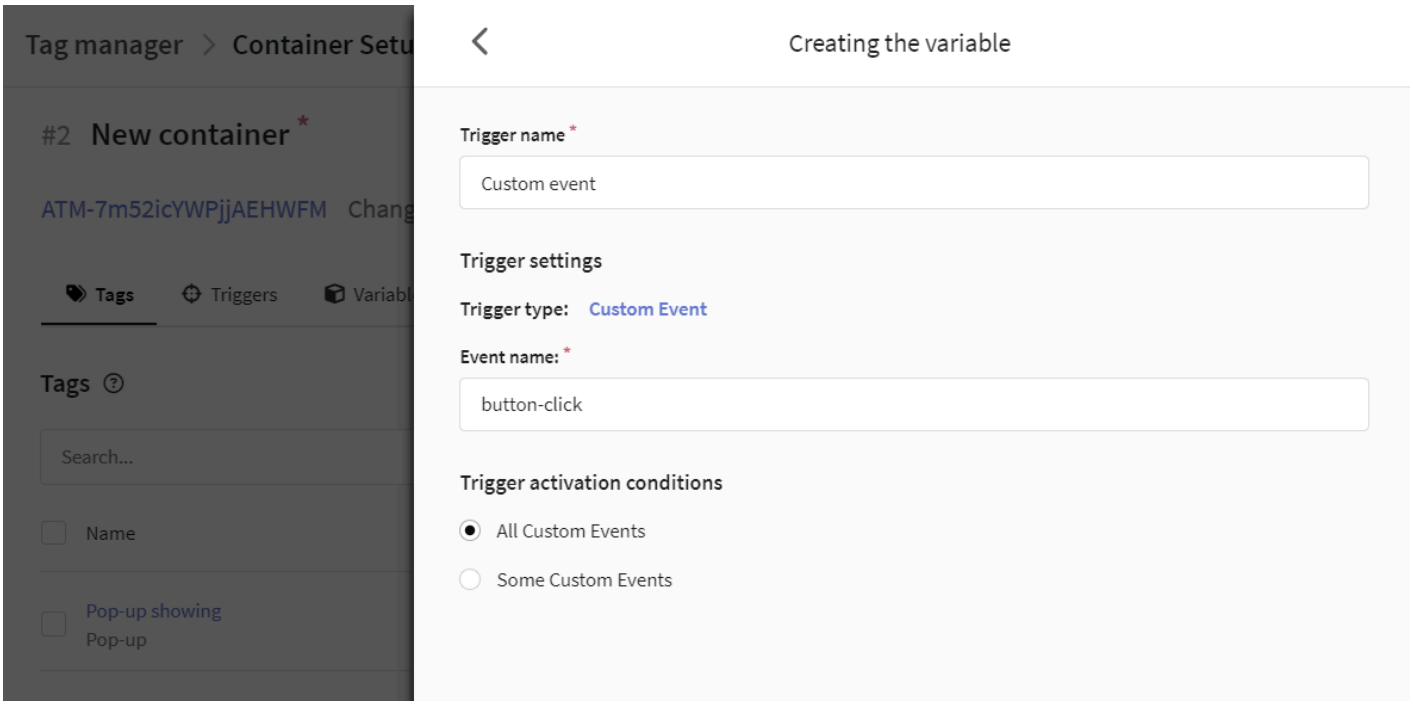
The trigger fires when a JavaScript error occurs on the site that was not caught by the window.onError event handler.



Custom event

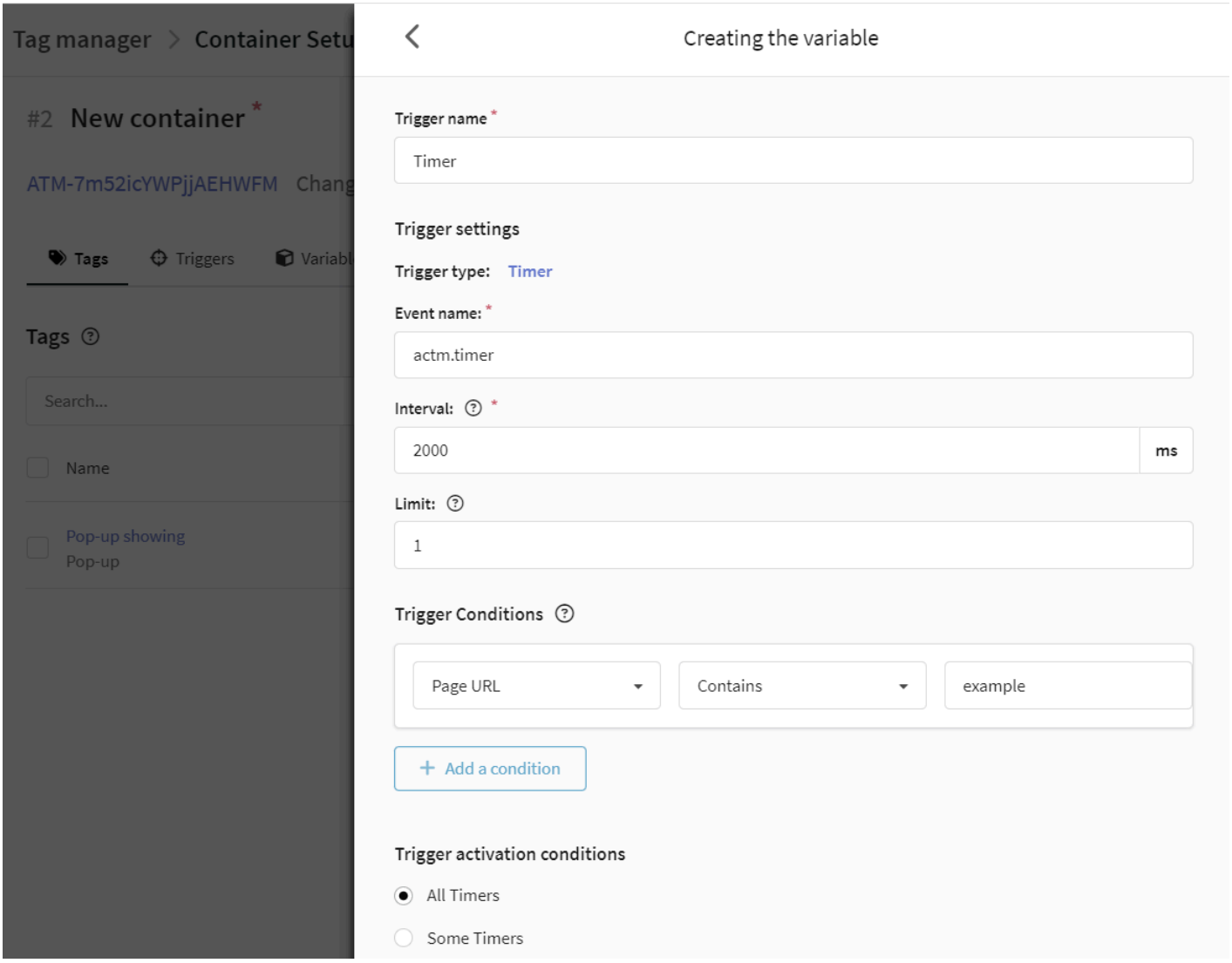
A trigger allows you to track interactions with a site or application for which standard methods are not suitable. For example, if you want to track the submission of a form for which you have overridden the behavior of the “submit” event in the browser.

To configure a trigger, you need to specify the name of the event, for example, `button-click`.



Timer

The trigger fires after a specified time interval.



Trigger settings include:

- **Event name by default — `actm.timer`. In most cases, you do not need to change the name. You can specify a different name to create a trigger based on a custom event.**
- **Interval — the time between event firings (in milliseconds). For example, if you set it to 2000, the event will trigger every 2 seconds. The first firing will also occur after the specified time.**
- **Limit — the maximum number of firings. If you leave this field empty, the trigger will fire until the user leaves the page.**

TIP

If you set the interval to 2000 ms and the limit to 1, the first and last firing will occur after 2 seconds.

Variables types

Description

A variable is an object that is given a name and can take on different values during code execution on the site (pair of “key:value”). The variable name is constant, but the value changes depending on what actions occur on the site. The variable can store data about the contents of a page. For example, the “Page URL” variable returns the URL of the current page.

Variables are used in both triggers and tags:

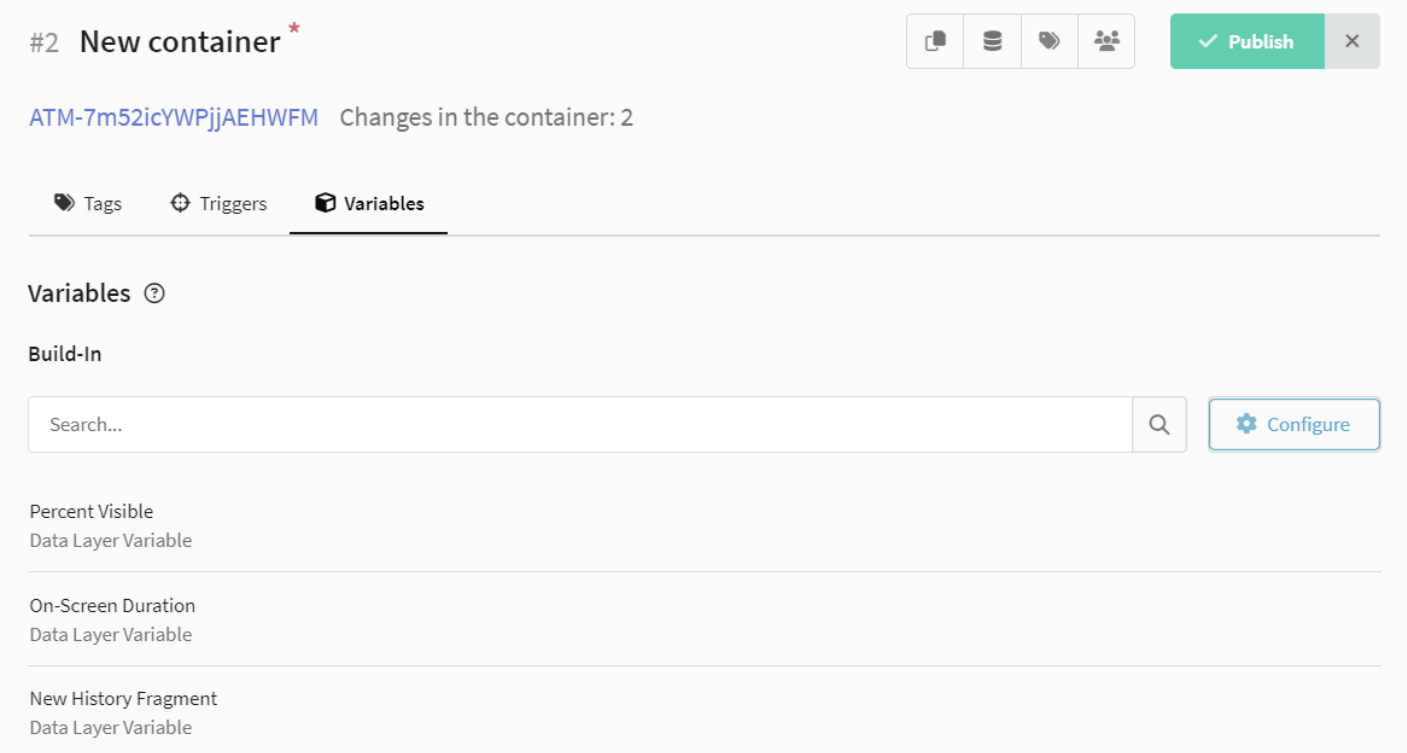
- **In triggers variables are used to set up filters that determine when certain tags will be triggered. In this case, variables serve for targeting — by setting conditions for activating a tag, they limit the audience to whom certain content on the site needs to be shown, for example, a pop-up.**
- **In tags variables are used to obtain dynamic values.**

To manage container variables, go to the “Variables” tab. Built-in and user’s variables are available in Tag manager. For most tag and trigger configurations, built-in variables are sufficient. However, you can also create your own variables to suit your needs.

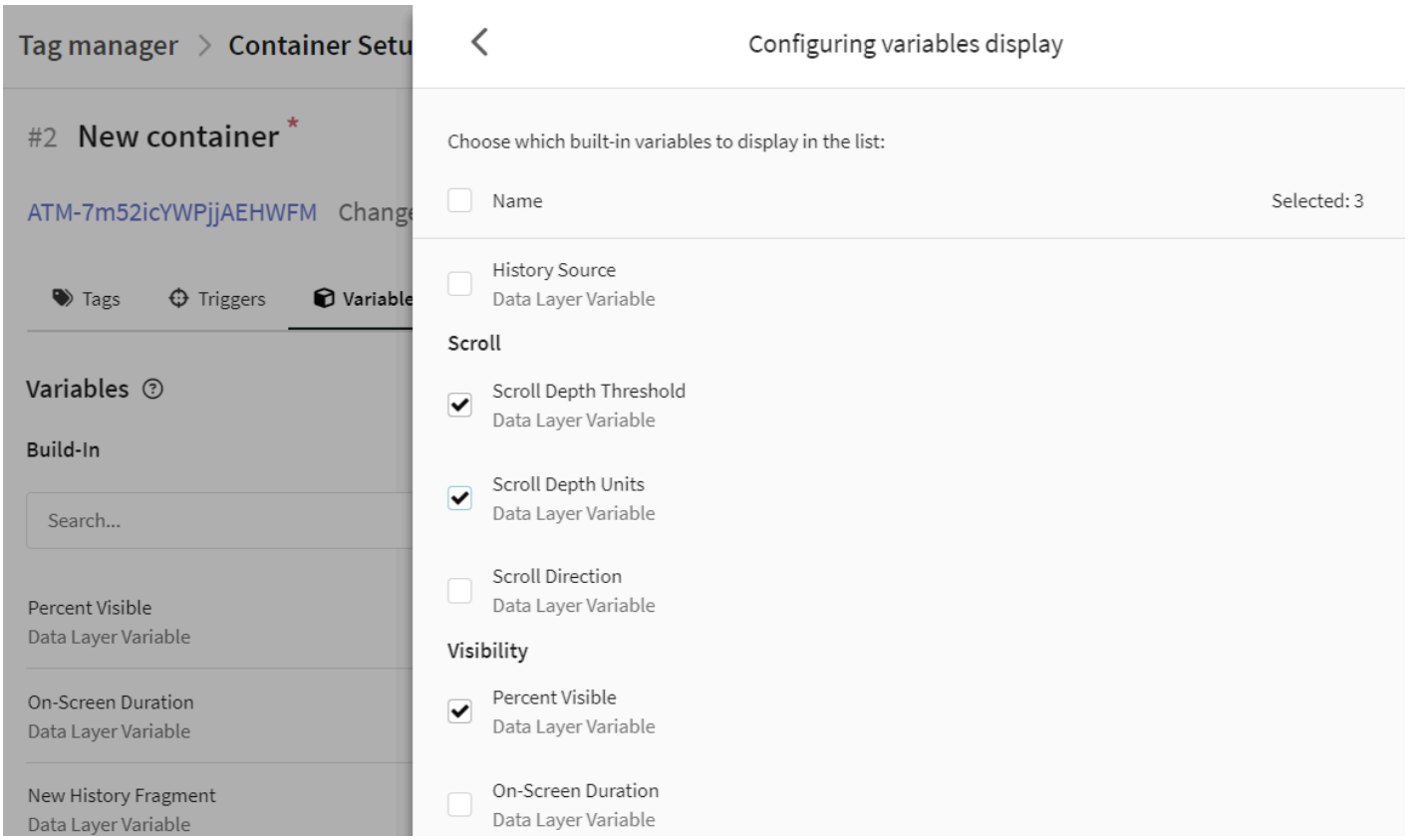
> **CAUTION**
>
> **Please note that when setting up a trigger, it is not recommended to use the same variable several times.**

Built-in variables

Built-in variables are ready-made variables that are automatically added to a new container. Such variables cannot be changed.



By default, all built-in variables in a container are active. If you do not want to display a variable in the list, click the “Configure” button and in the window that opens, uncheck the box next to its name. Then click the “Select” button at the bottom of the page.



Types of built-in variables

Pages

- **Page URL. The variable returns the full URL of the current page, but without the hash. For example, if the user loaded the page `https://example.com/test?param=value#hash`, then the variable will return the value `https://example.com/test?param=value`.**
- **Page Hostname. The variable returns the domain name in the URL of the current page. For example, if the user loaded the page `https://example.com/test?param=value`, then the variable will return the value `example.com`.**
- **Page Path. The variable returns the path to the page in the current URL without taking into account GET parameters. For example, if the user loaded the page `https://example.com/test?param=value`, then the variable will return the value `/test`.**
- **Referrer. The variable returns the full URL of the page from which the user navigated to the current page.**

Utilities

- **Container ID. The variable returns the container number in the tag manager. For example, ATM-4ynTVvH4Ga0O.**

Errors

- **Error Message. The variable returns the error message sent by the JavaScript error trigger.**
- **Error URL. The variable returns the URL of the script in which the error was detected.**
- **Error Line. The variable returns the line number of the file where the error occurred.**
- **Debug Mode. The variable returns the value “true” if debug mode is activated in the Tag Manager.**

Clicks

- **Click Element. The variable returns the value for the HTML element that was clicked by the user and was the object of the custom event action.**
- **Click Classes. The variable returns the value of the `class` attribute for the HTML element that was clicked by the user.**
- **Click ID. The variable returns the value of the `id` attribute for the HTML element that was clicked by the user.**
- **Click Target. The variable returns the value of the `target` attribute for the HTML element that was clicked by the user.**
- **Click URL. The variable returns the value of the `href` attribute for the HTML element that was clicked by the user.**
- **Click Text. The variable returns the value of the `innerText` attribute for the HTML element that was clicked by the user.**

Forms

- **Form Element. The variable returns the JavaScript object for the submitted form. For example, class, ID attributes, data about parent and child elements.**
- **Form Classes. The value of the `class` attribute for the submitted form.**
- **Form ID. The variable returns the value of the `id` attribute for the submitted form.**
- **Form Target. The variable returns the value of the `target` attribute for the submitted form.**
- **Form URL. The variable returns the value of the `action` attribute for the submit.**
- **Form Text. The variable returns a text from the form, which was sent, and from form's elements.**

History

- **New History Fragment. The variable returns a new hash value (#) of the website's URL after the user event "Change in history" is committed.**
- **Old History Fragment. The variable returns the previous value of the URL hash before the user event occurred.**
- **History Source. The variable returns a string containing the event that led to the change of the history object.**

Scroll

- **Scroll Depth Threshold. The variable returns the numeric value of the scroll threshold at which the Scroll Depth trigger was fired (in percentage or pixels).**
- **Scroll Depth Units. This variable returns the unit of measure (pixels or percentages) for the threshold value that triggered the Scroll Depth trigger.**
- **Scroll Direction. The variable returns a parameter indicating the scroll direction ("vertical" or "horizontal").**

Visibility

- **Percent Visible. The variable returns a numeric value between 0 and 100 that indicates what percentage of the selected item was visible when the Item Visibility trigger was fired.**
- **On-Screen Duration. The variable returns a numeric value that indicates how long the selected element was visible when the Element Visibility trigger was fired.**

Geo-variables

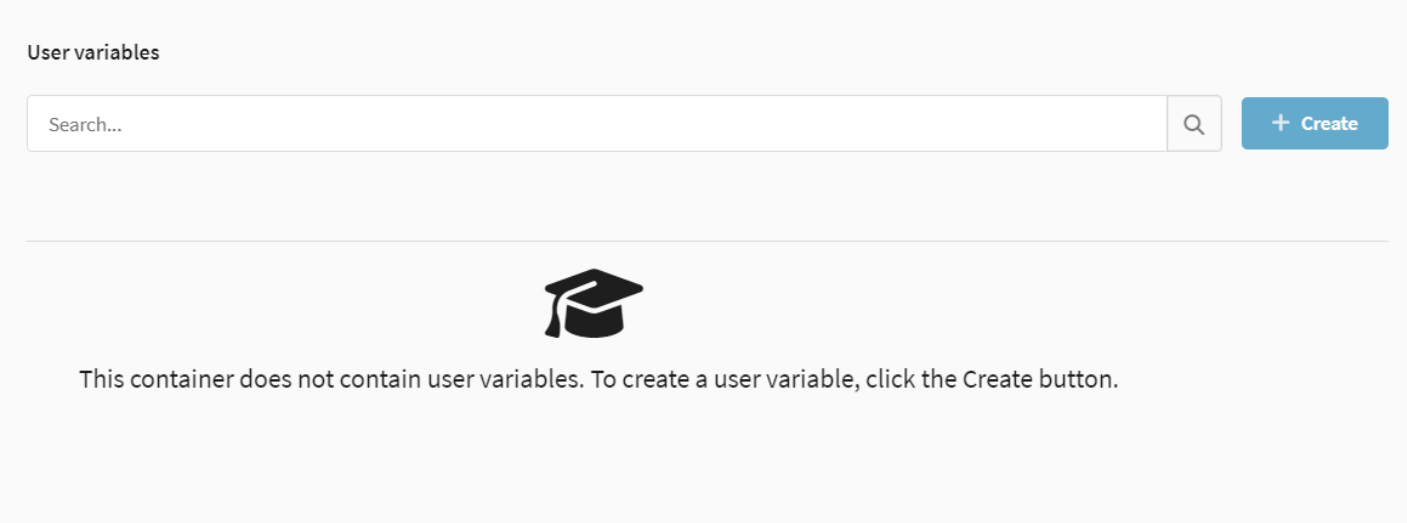
- **Country. The variable returns the country of the profile.**
- **City. The variable returns the profile city.**

Agent

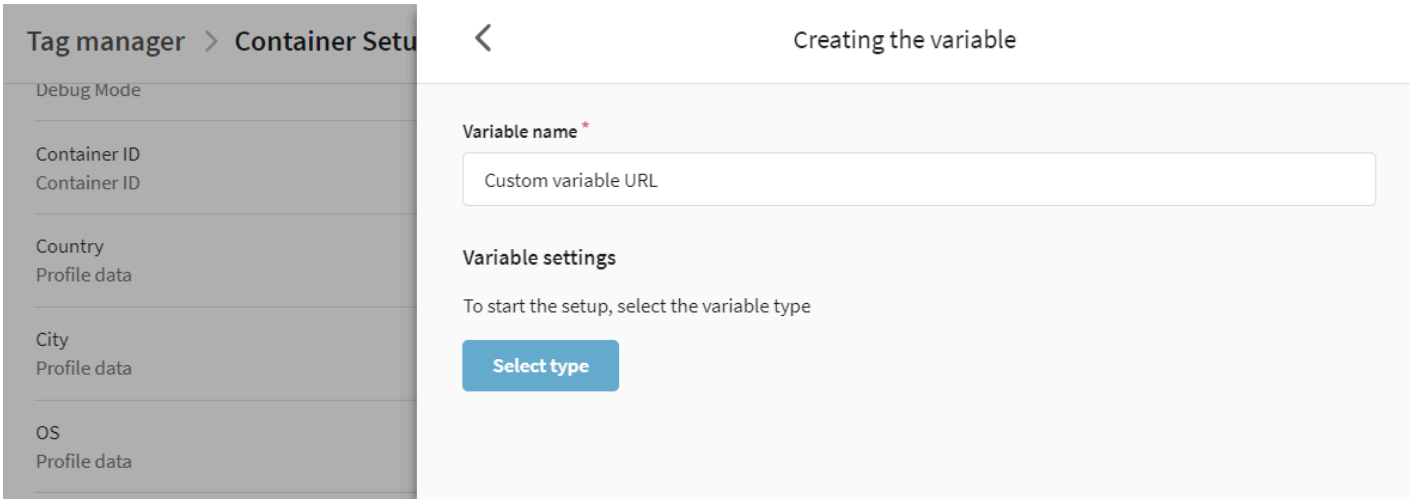
- **Device. The variable returns the profile device.**
- **Source. The variable returns the URL of the page from which the profile navigated to the current page.**
- **Browser. The variable returns the profile browser.**

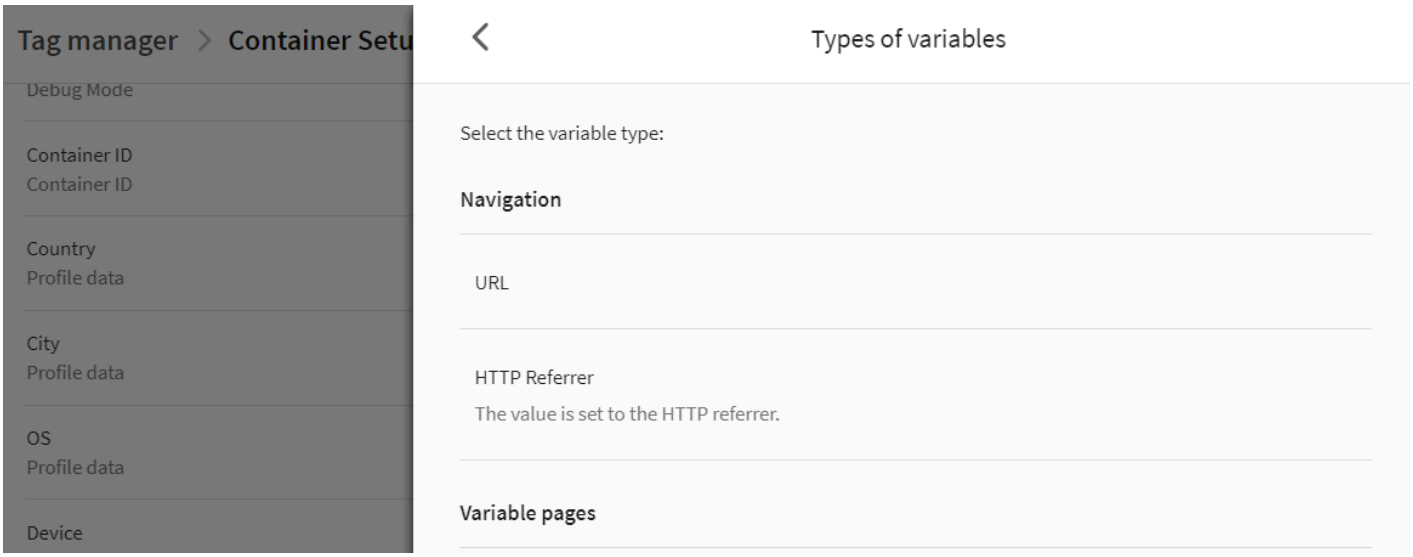
User variables

To create a new variable in the “Container Setup” window, go to the “Variables” tab. Scroll to the “User variables” block and click the + Create button:

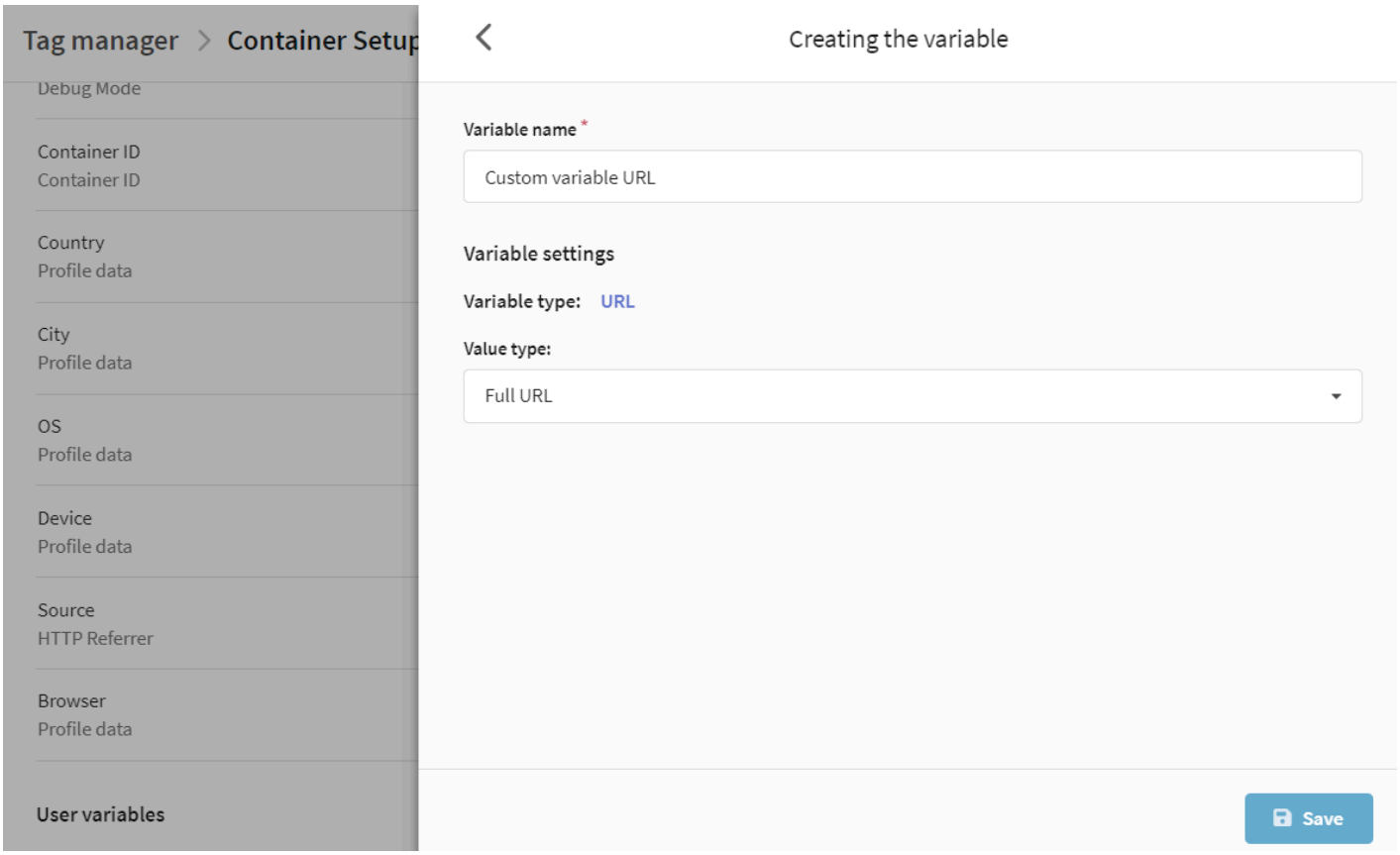


In the window that appears, specify a name for the variable and select its type:





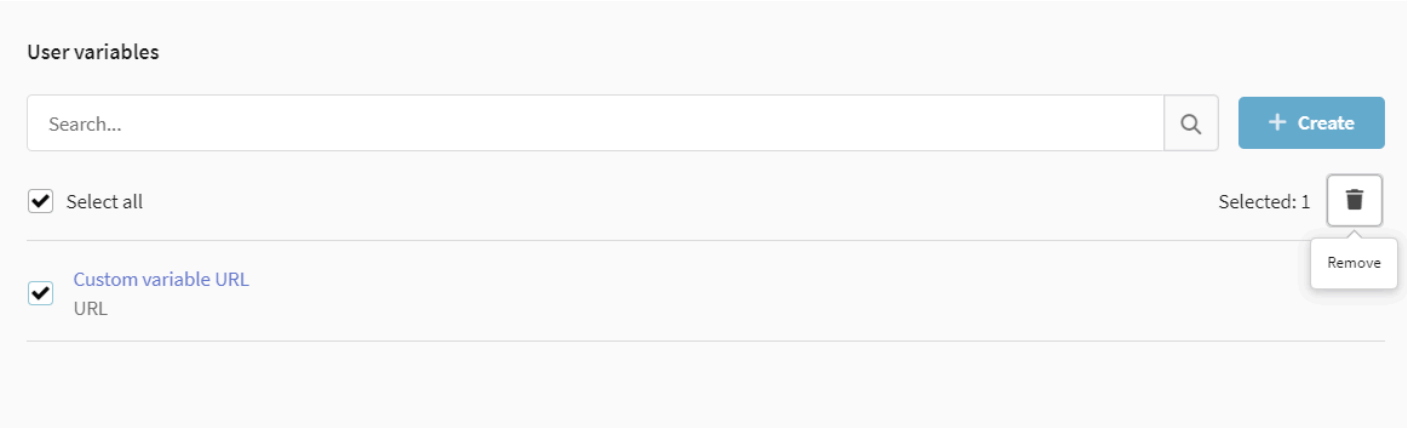
Set variable settings and save using the button at the bottom of the page.



After saving, the variable will appear in the list. To change the settings of a variable, click on its name. You can also delete unnecessary variables: select them and click



:

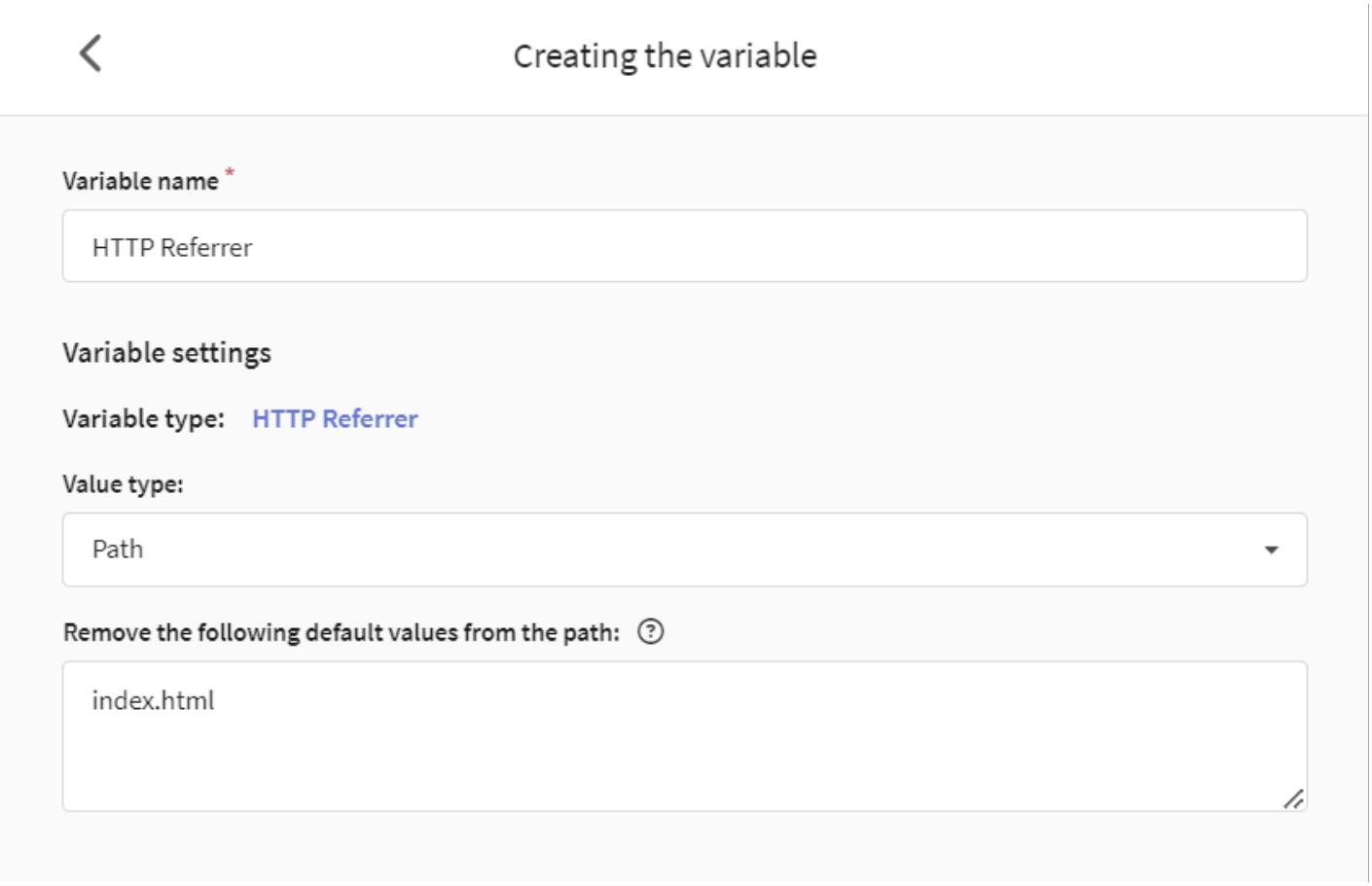


Types of user variables

Navigation

This type of variable allows you to access URL components:

- **URL — Analogue of the built-in variables Page URL, Page Hostname, Page Path. The input value for this type of variable is the URL of the page the user is on. The value is retrieved from `document.location`**
- **HTTP Referrer — Analogous to the built-in Referrer variable. The input value for this type of variable is the URL of the previous page. The value is retrieved from `document.referrer`.**



Value type (using URL example: `http://example.com:80/path/index.html?param1=value1&param2=value2#hash`):

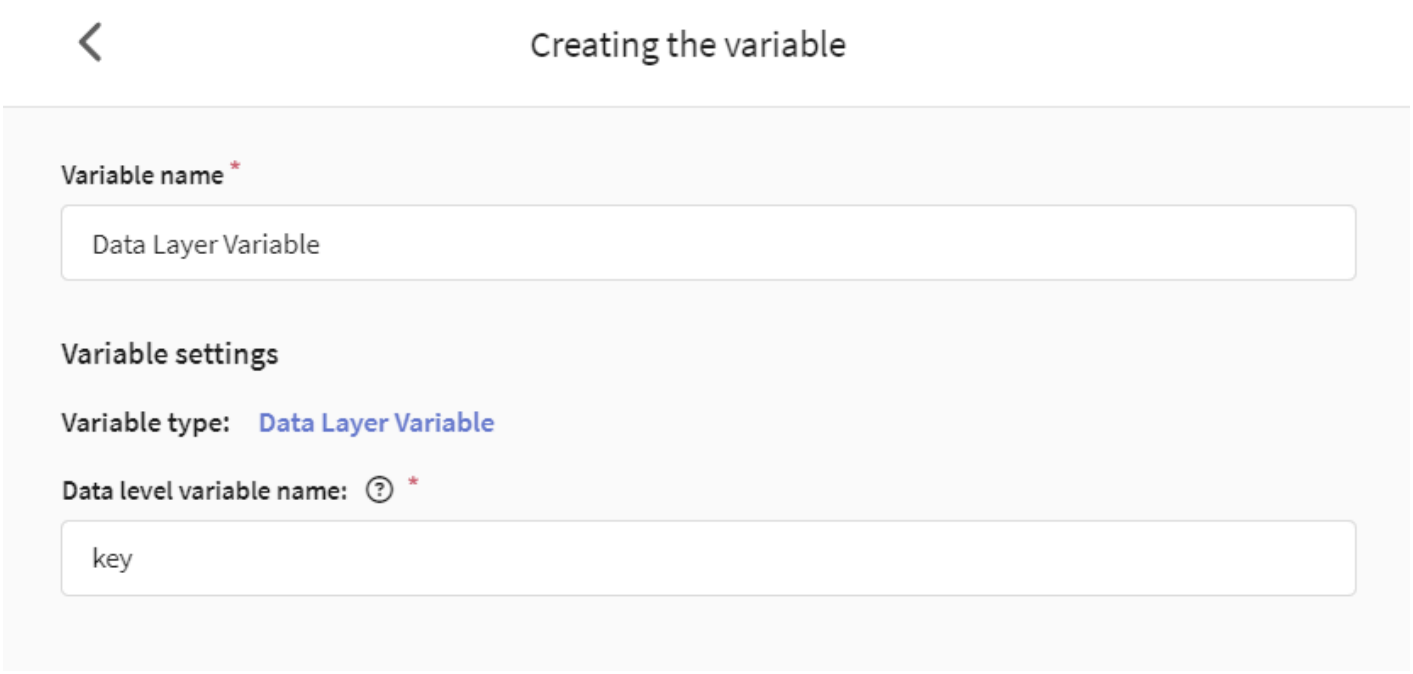
Value	Example	Description

Full URL	`http://example.com:80/path/index.html?param1=value1&param2=value2`	The variable returns the full URL without the hashing fragment.
Hostname	example.com	The variable returns the hostname of the URL without the port number. If you enable the "remove www. from hostname" field, the variable will return the same value for www.example. com and example.com. </td>
Request	param1=value1&param2=value2	The variable returns the query parameters (without the "?"). If you specify a query key, the variable will return only the value of that key. for example, for the key <code>param1</code> the variable will return the value <code>value1</code>. </td>
Path	/path/index.html	The variable returns the path in the URL. In the field "Remove the following default values from the path" you can specify the name of the index file - <code> index.html </code>. in this case, the pages <code> http://example.com/path/index.html </code> and <code>http://example.com/path/</code> will be considered as one page. You can also specify multiple default values - each value on a separate line. in this case, if the last segment of the path matches the default and is not a directory, it will be removed. </td>
Protocol	http:	The variable returns the URL protocol.
Port	80	The variable returns the port number.
File extension	html	The variable returns the file extension.
Fragment	hash	The variable returns the hash fragment (without the "#").

Variable pages

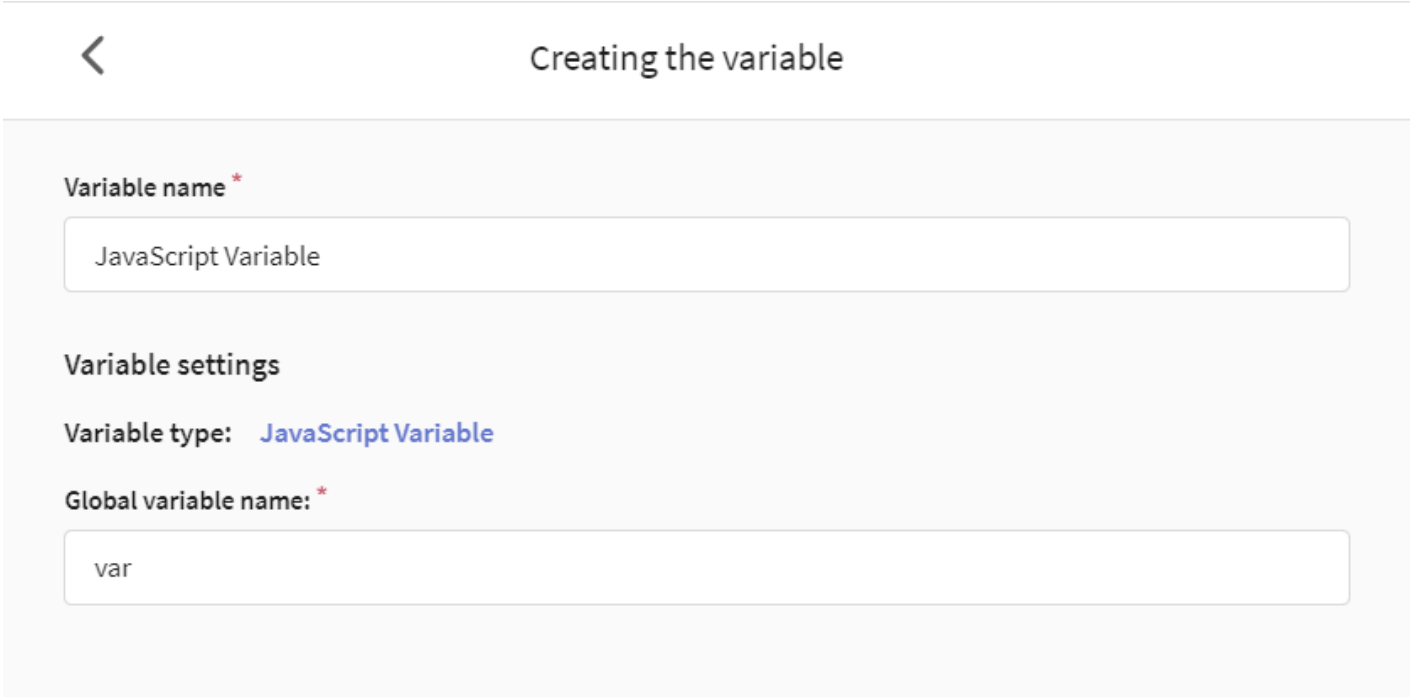
Data Layer Variable

The variable takes a value when information is passed to the data layer using the `acDataLayer.push({'var':'value'})` method. Information is transmitted in the `key:value` format, where `key` is the name of the variable, which is specified in the “Data level variable name” field, and `value` is the value being transmitted.



JavaScript Variable

The variable takes the value of a JavaScript global variable, the name of which is specified in the “Global Variable Name” field. If such a variable does not exist, the value undefined will be returned.



Custom JavaScript

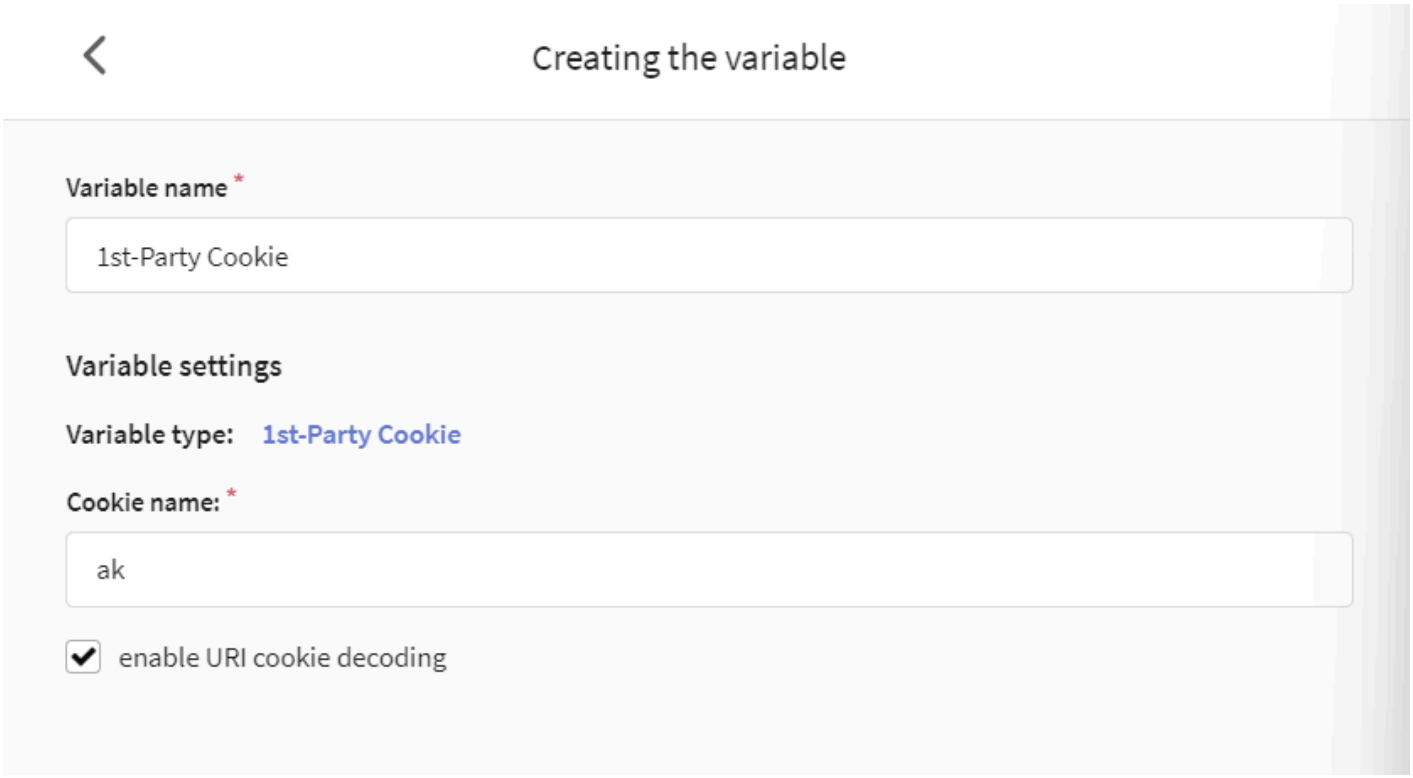
The variable takes the value that is returned by the anonymous JavaScript function.



1st-Party Cookie

The variable takes the user's cookie value available for the current site. The value is retrieved from `document.cookie`. You must specify the name of the cookie whose value you want to transfer to the variable. For example, if the website has the cookie `"ak": "cookieValue"` installed, then in the "Cookie name" field you can specify `ak`.

The cookie value is encoded - enable the "Enable URI cookie decoding" field to decode.



Page elements

Element Visibility

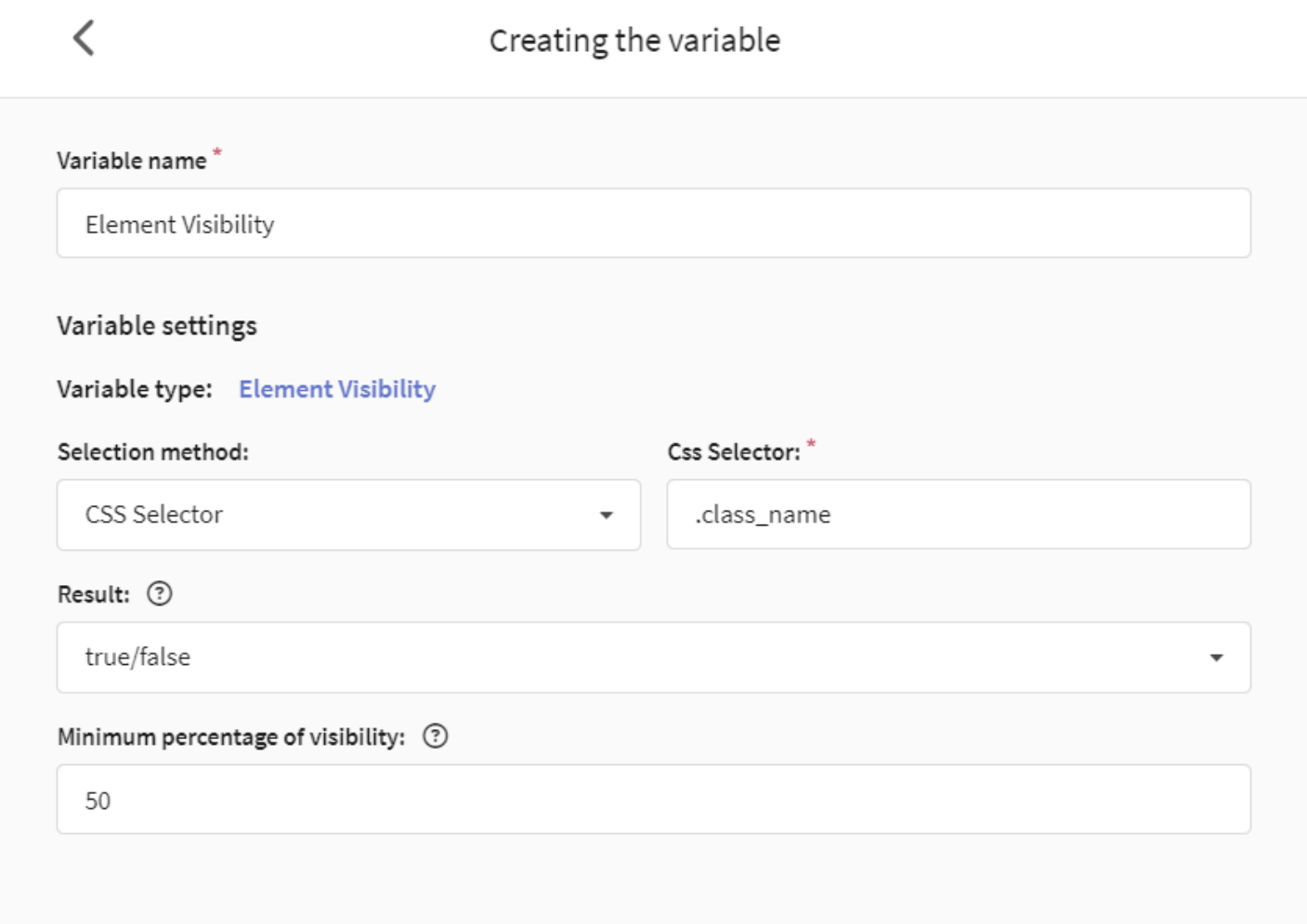
The variable allows you to determine which element was visible in the user's browser. First specify the selection method:

- **Identifier - tracks the visibility of a single element with a specific `id` attribute value. For example, if you specify `test`, the element with `id="test"` will be selected.**
- **CSS selector - tracks the visibility of multiple elements that match a given CSS selector pattern. For example, `.class_name` will select elements on the page with `class="class_name"`.**

Result defines the return value:

- **True/false - the variable will take the value true if the specified minimum element visibility percentage is reached. Otherwise - false.**
- **Visibility percentage - the variable will take a value equal to the visibility percentage.**

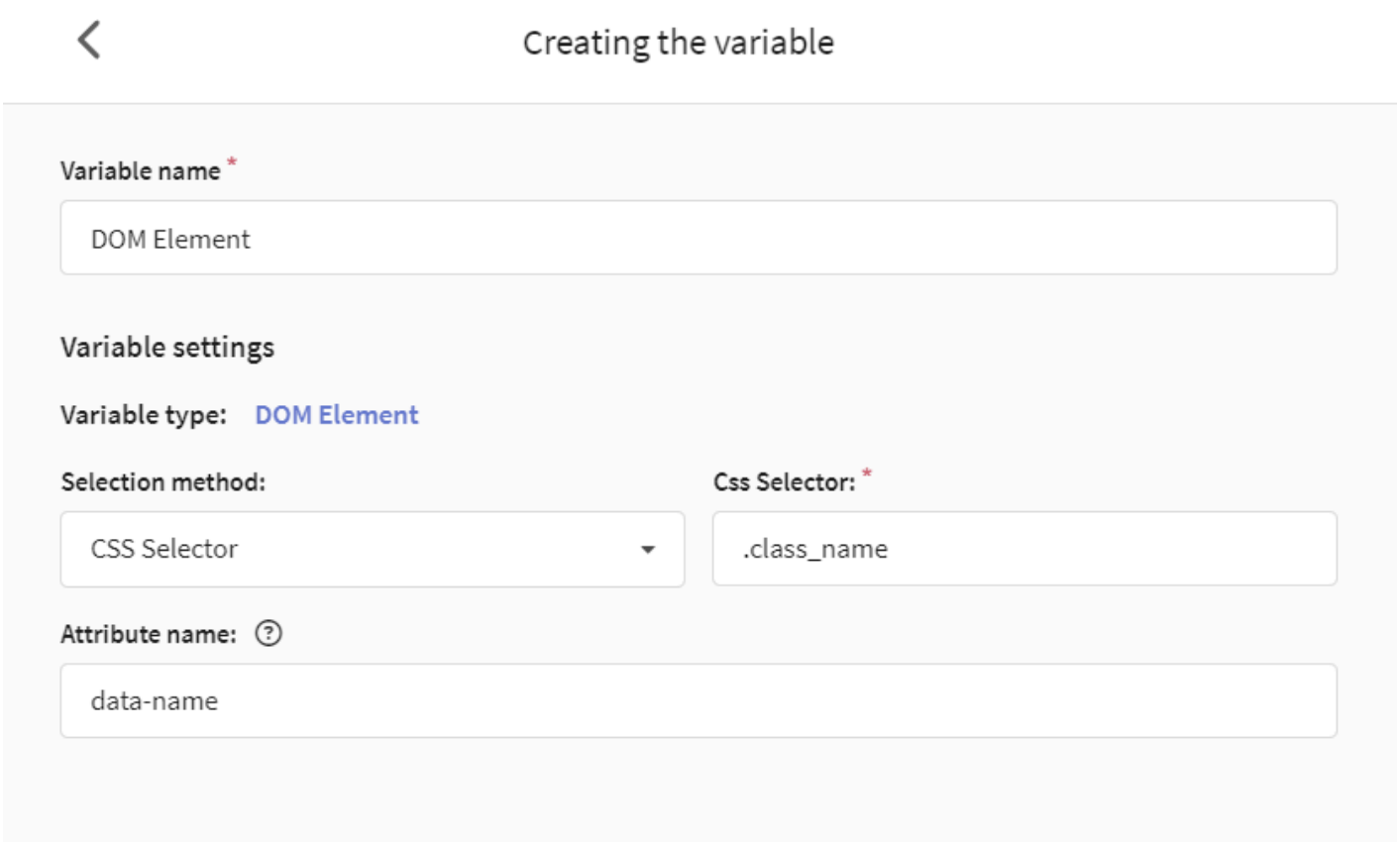
In the example below, the variable will return `true` when half of the element with class `class_name` is displayed on the user's screen:



DOM Element

The variable is used to retrieve the text content of any DOM element or to retrieve the value of any attribute of a DOM element. Determine which elements the variable should track. To do this, specify a selector method and specify an element ID or selector CSS template.

If you specify attribute name, the variable will be assigned the attribute value (for example, `data-name="value"`). If the attribute name is not specified, the variable will return the text of the DOM element.



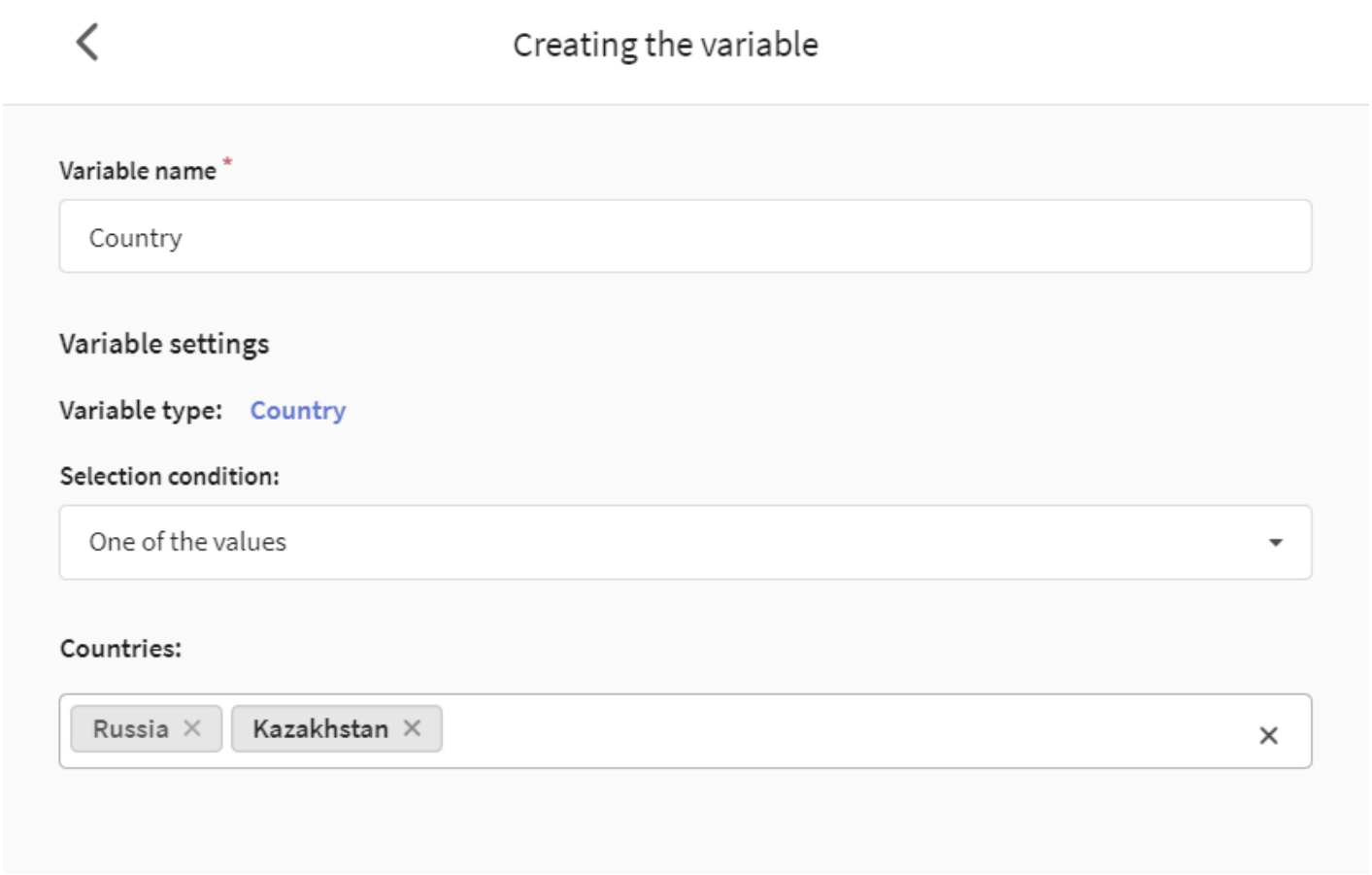
Other

Country

The variable takes the value `true` if the user's country matches the specified selection condition, and `false` if it does not.

Selection condition:

- **One of the values - the variable will return true if the user's country matches one of the selected ones.**
- **None of the values - the variable will return true if the user's country does not match any of the selected ones.**

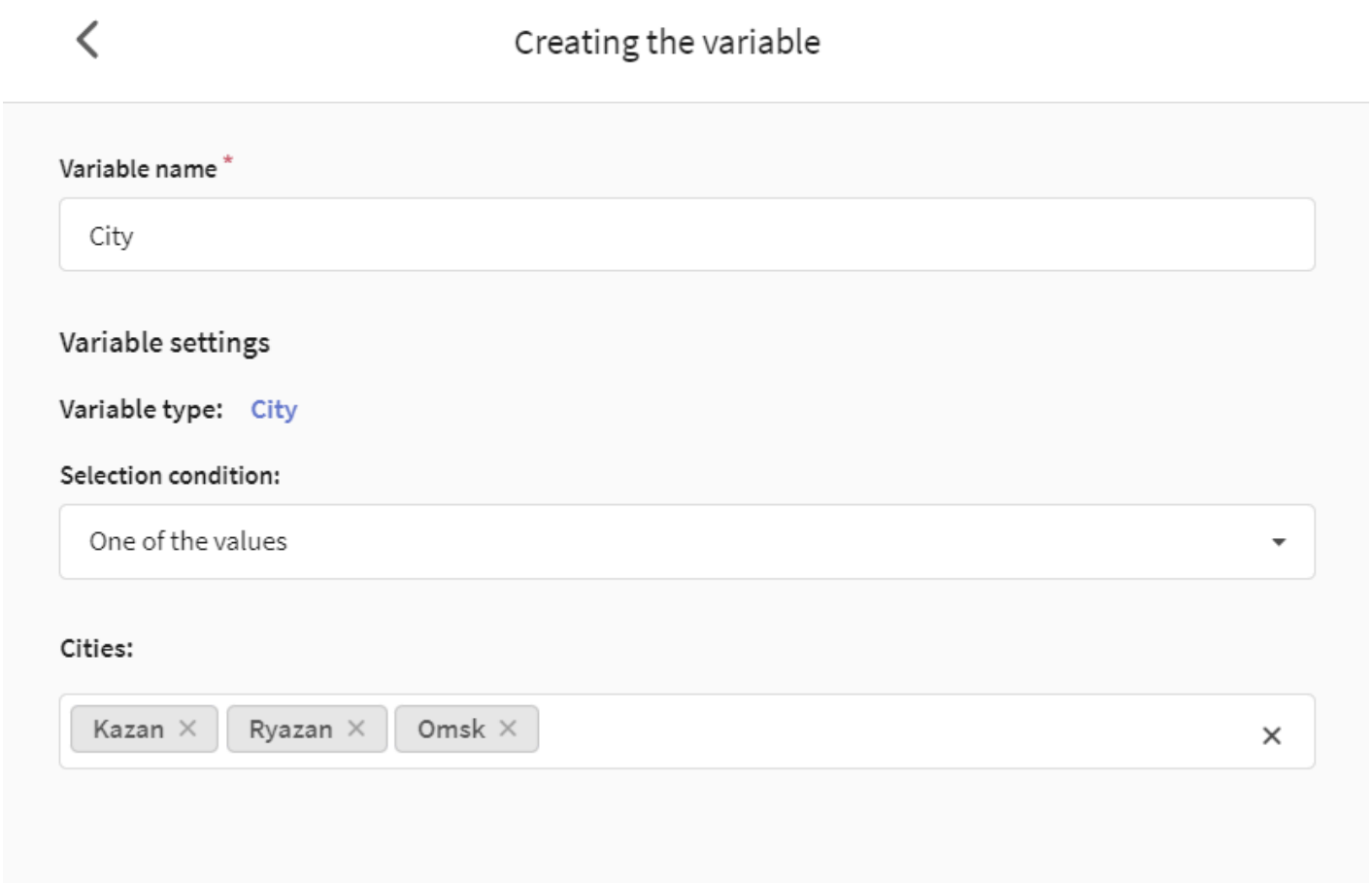


City

The variable takes the value `true` if the user's city matches the specified selection condition, and `false` if it does not.

Selection condition:

- **One of the values - the variable will return true if the user's city matches one of the selected ones.**
- **None of the values - the variable will return true if the user's city does not match any of the selected ones.**

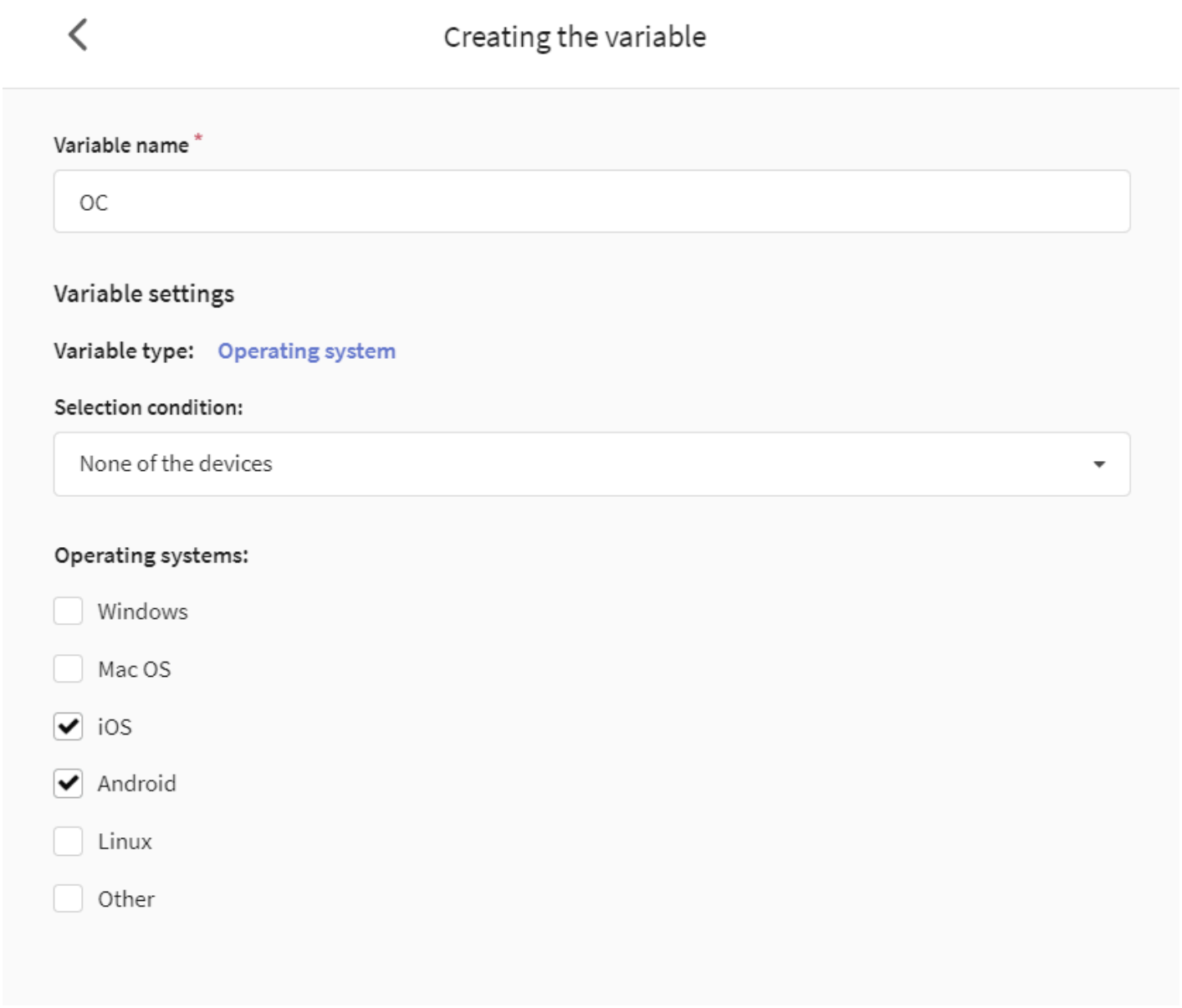


Operating system

The variable takes the value `true` if the user's OS matches the specified selection condition, and `false` if it does not.

Selection condition:

- **One of the devices - the variable will return true if the user is using one of the selected OS.**
- **None of the devices - the variable will return true if the user does not use any of the selected OS.**

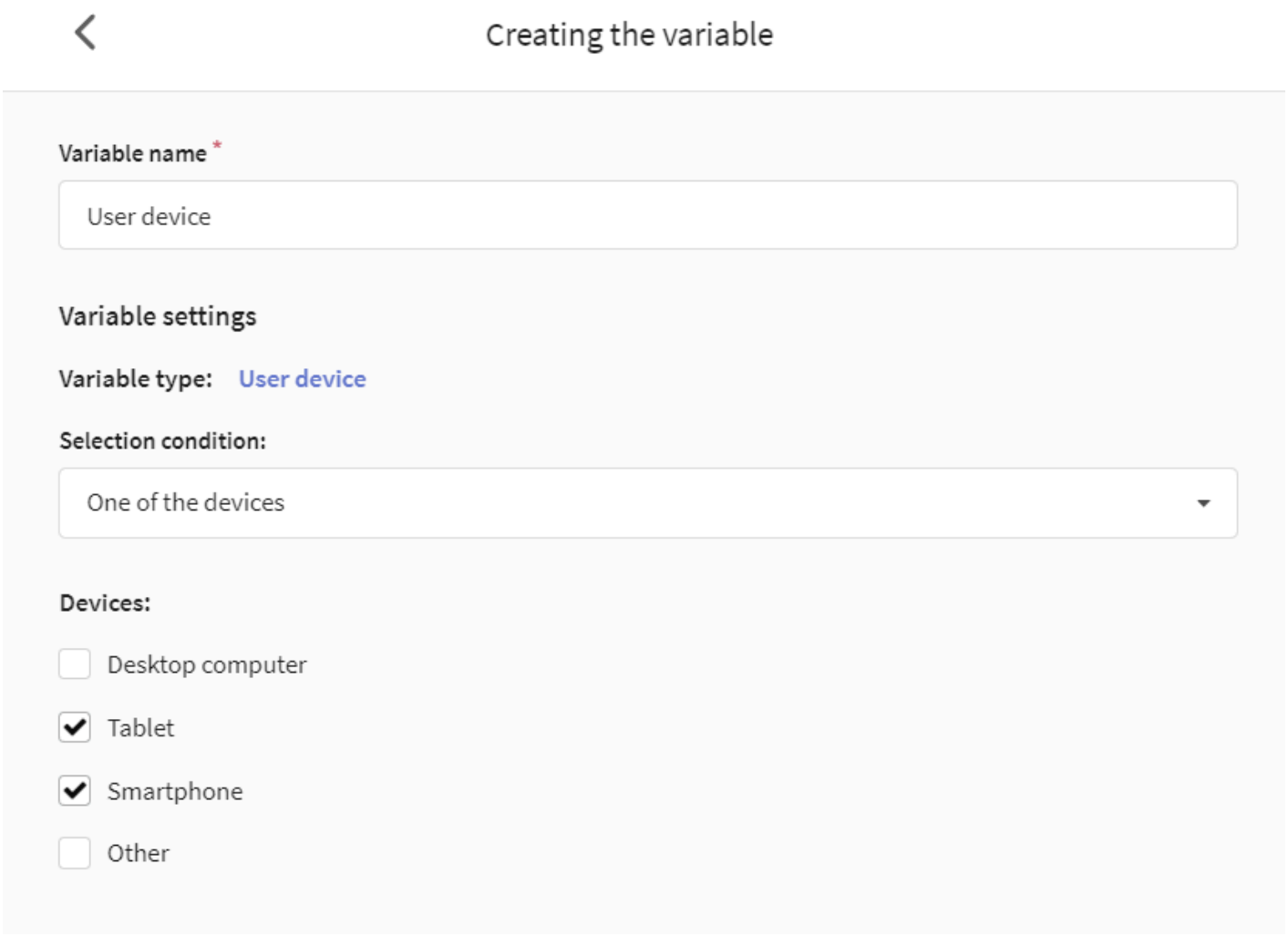


User device

The variable takes the value `true` if the user's device matches the specified selection condition, and `false` if it does not.

Selection condition:

- **One of the devices - the variable will return true if the user is using one of the selected devices.**
- **None of the devices - the variable will return true if the user does not use any of the selected devices.**

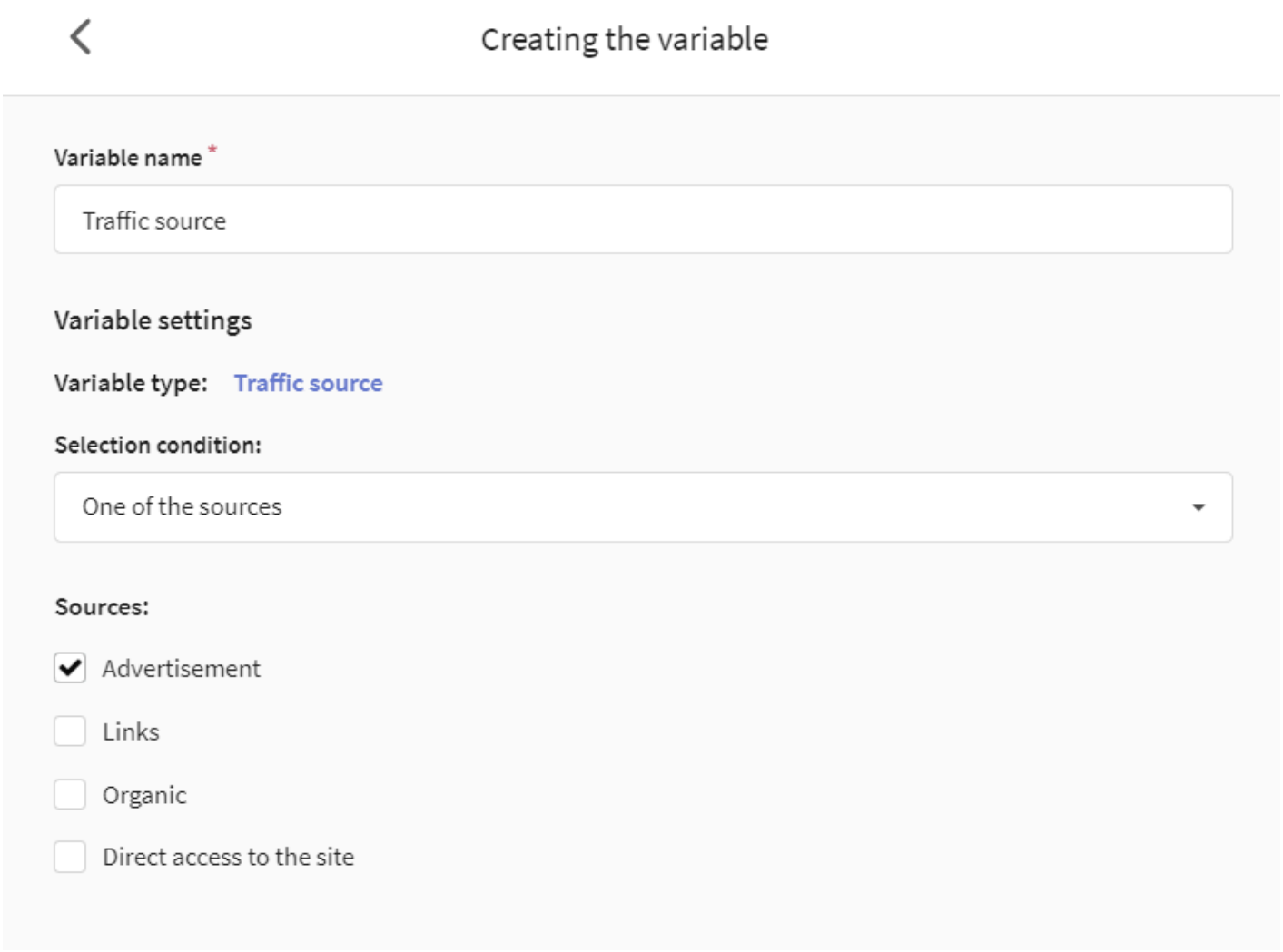


Traffic source

The variable takes the value `true` if the source of the user's transition to the site matches the specified selection condition, and `false` if it does not.

Selection condition:

- **One of the devices - the variable will return true if the traffic source matches one of the selected ones.**
- **None of the devices - the variable will return true if the traffic source does not match any of the selected ones.**



UTM parameter

The variable takes the value of the selected UTM parameter.

Creating the variable

Variable name *

UTM parameter

Variable settings

Variable type: UTM parameter

Parameter:

source

content

source

campaign

medium

term

Linking a pixel and the Tag manager

Tag manager is a convenient way to place tracking pixels on your site.

When you use pixels as a standalone tool, you have to make changes to the site's source code every time you create a new pixel. This can be avoided by using Tag manager.

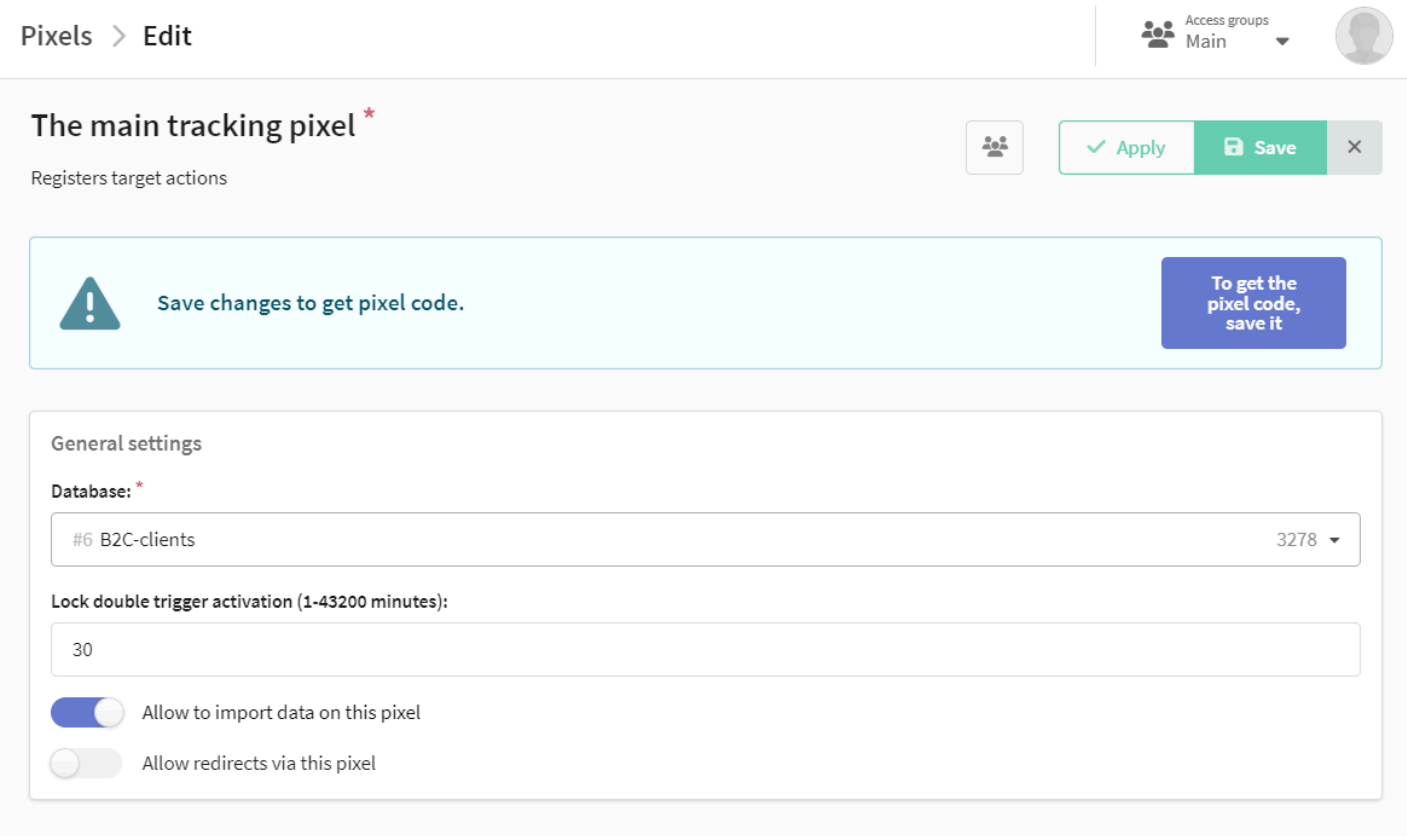
You create a container, add a tag with the HTML code of the pixel and triggers that determine the conditions for firing the pixel. Next, you place the container code on the site pages. If in the future you want to make some changes to the operation of the pixels (create a new pixel or suspend the operation of an existing one), it will be enough to edit the tag in the platform interface.

This guide will help you link Tracking Pixels and Tag manager in the Altcraft system.

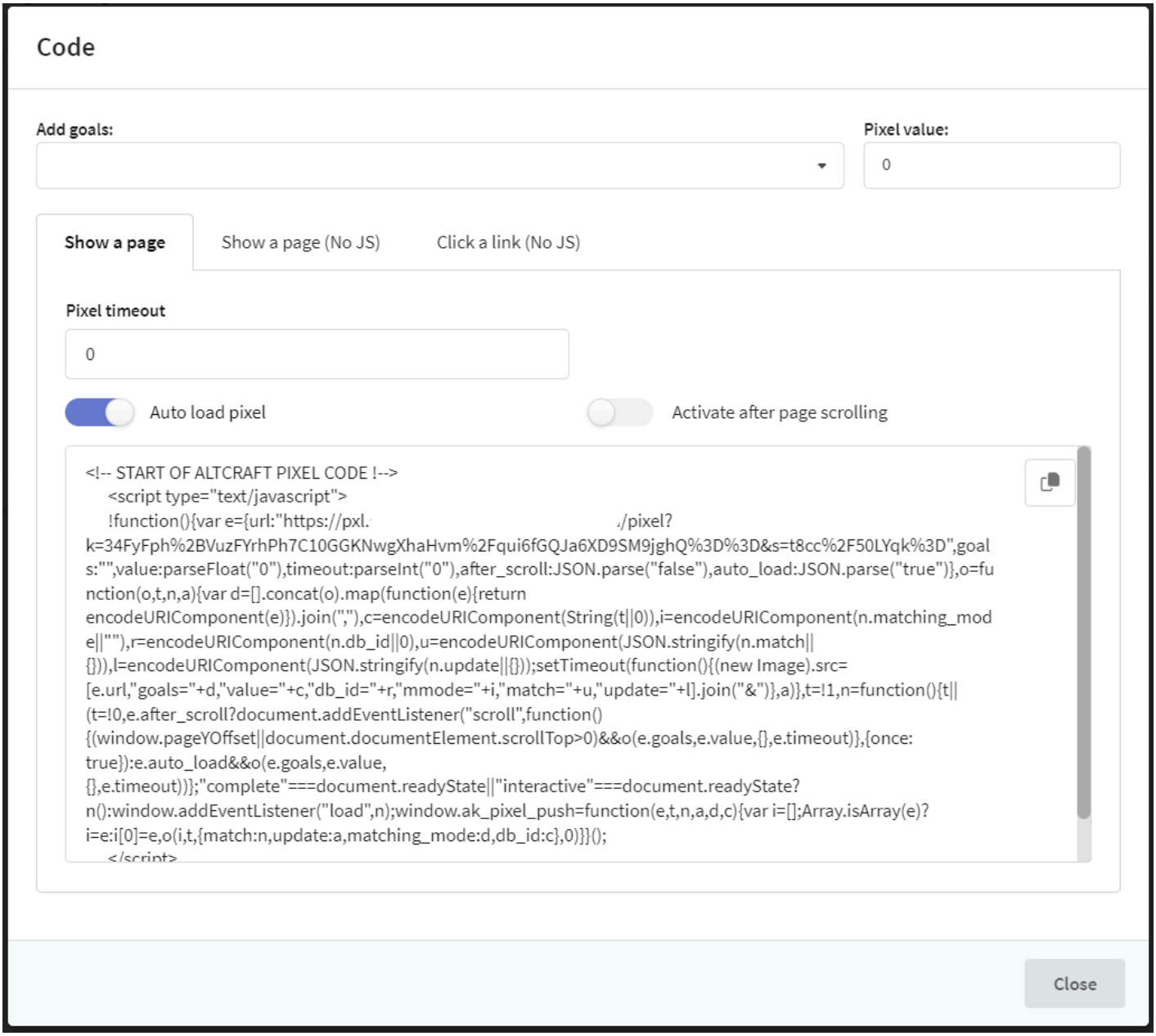
Step 1: Create a pixel

1. Go to the "Pixels" section and click "Create".

2. Set up and save the pixel.



3. Click Get pixel code, add goals and copy the code.



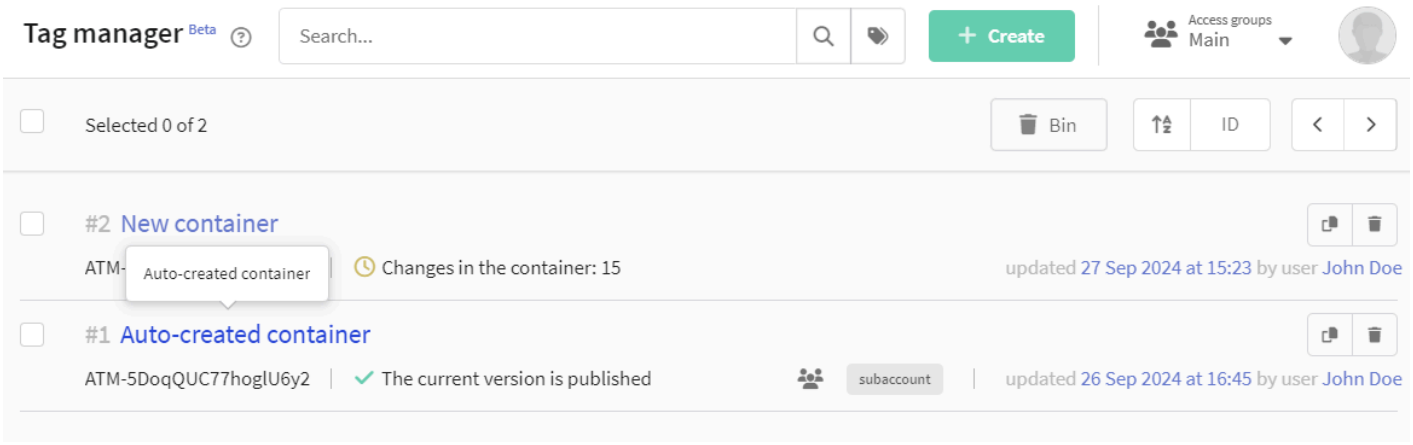
TIP

You can find more information about creating and configuring a pixel in this article.

Step 2: Create a tag in a container

1. Go to Weblayer → Tag manager.

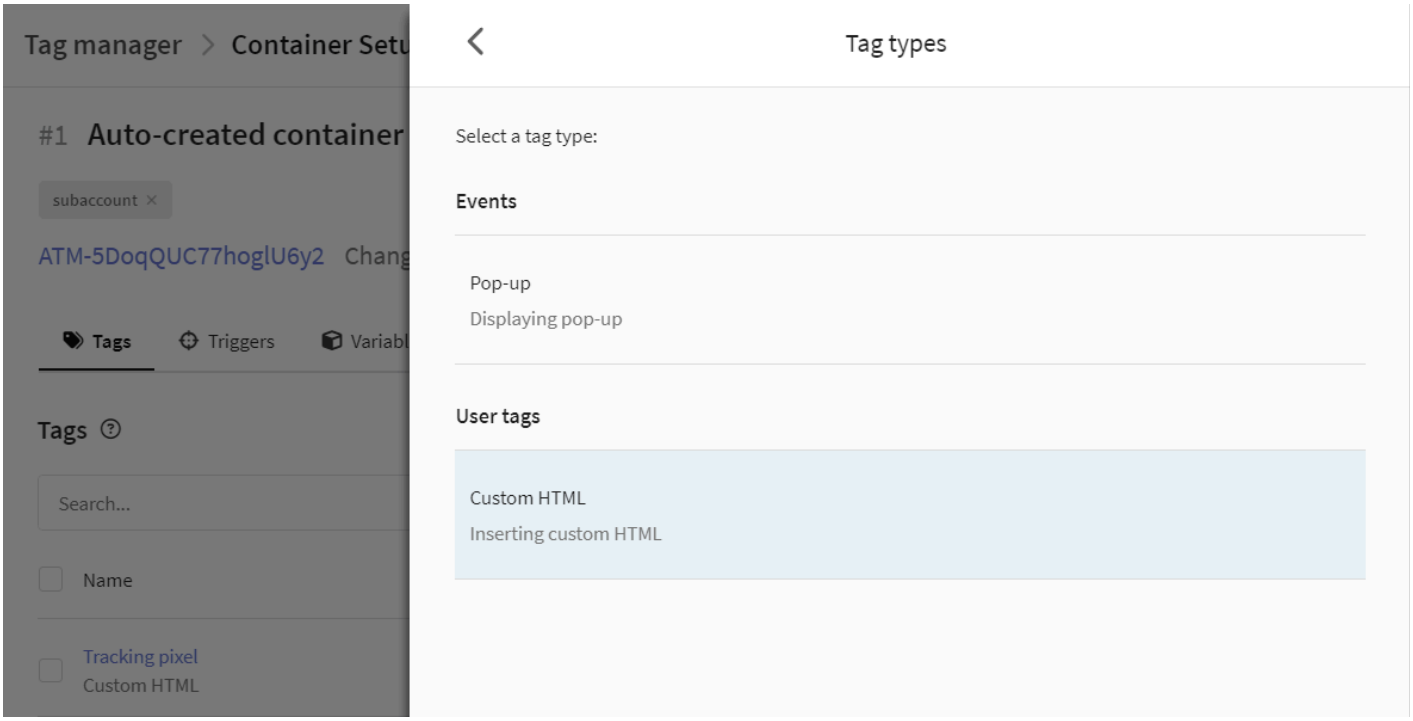
2. Open the container:



3. On the “Tags” tab, click “+ Create”.

4. Enter a name of a tag.

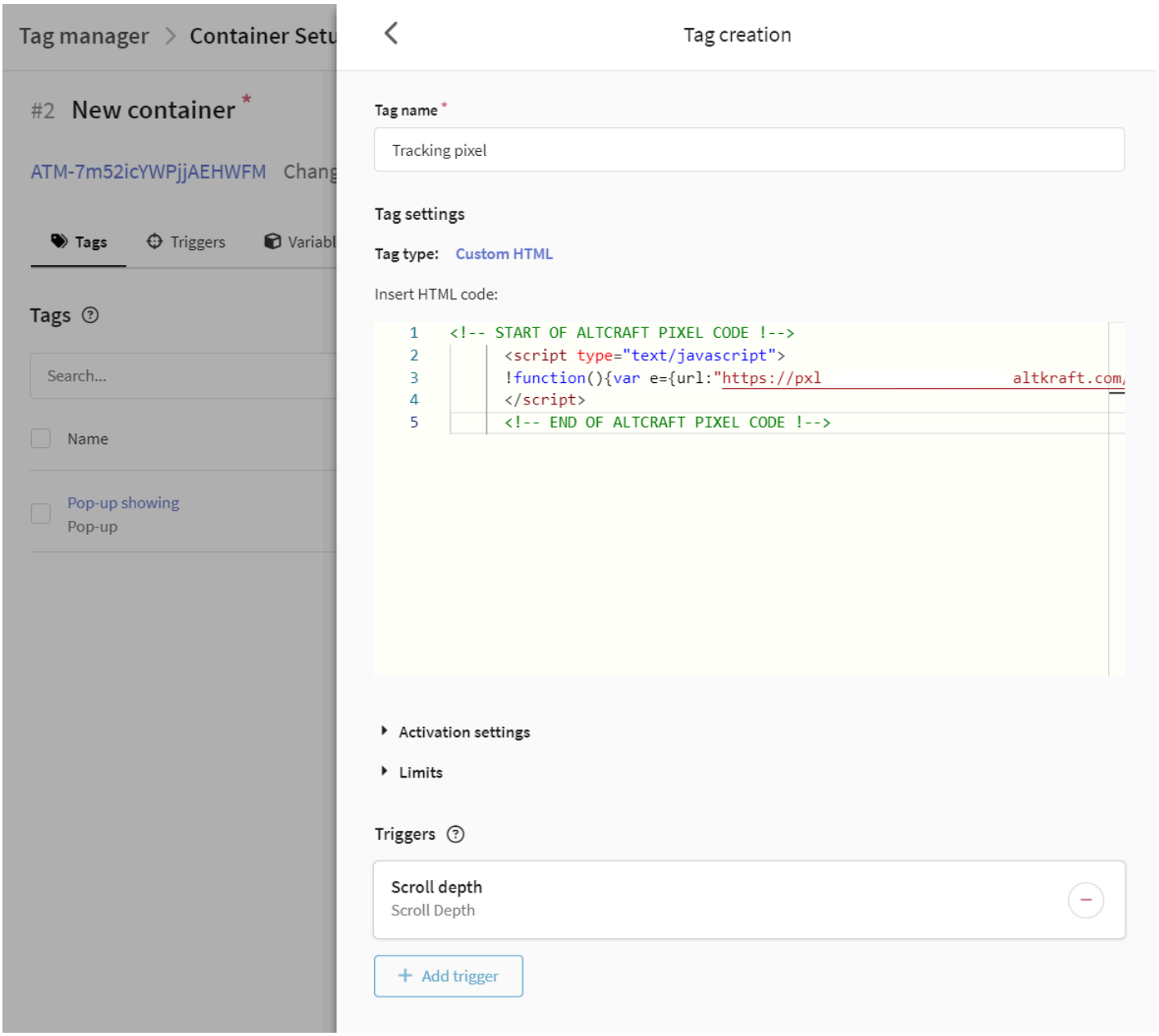
5. Select Custom HTML as the Tag Type.



6. Paste the pixel code into the editor window.

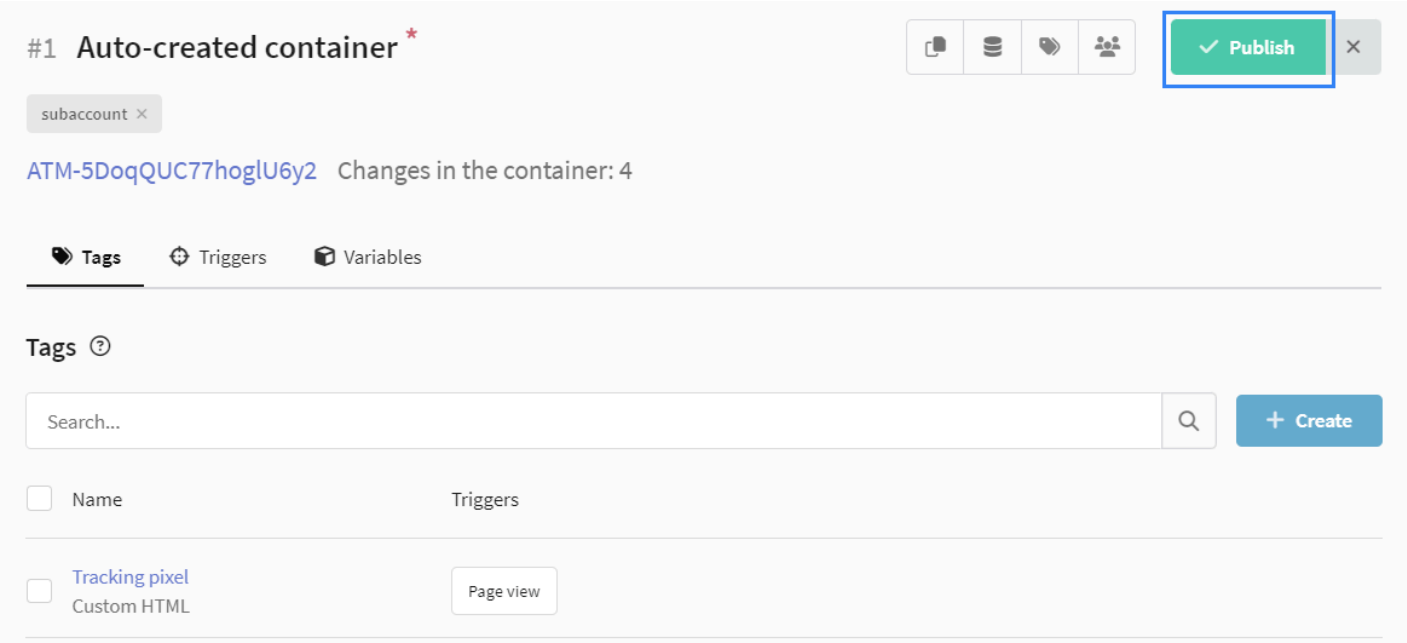
7. Set activation settings and limits for the tag.

8. Select and set up trigger. The tag will be activated when the conditions specified in the trigger occur. If you want to limit the audience of users for whom the trigger will work, additionally set up a filter.



9. Save the tag.

10. Click “Publish” → “Publishing and creating a new version”. All changes to the container will be made to the site, and the pixel will begin tracking user actions.



TIP

More information about creating a container, setting up tags and triggers can be found in this article.

Settings

Settings

Settings menu

NOTE

Altcraft MP account master-users have access to Settings section of the main menu containing the following pages:

Section contents

Account settings

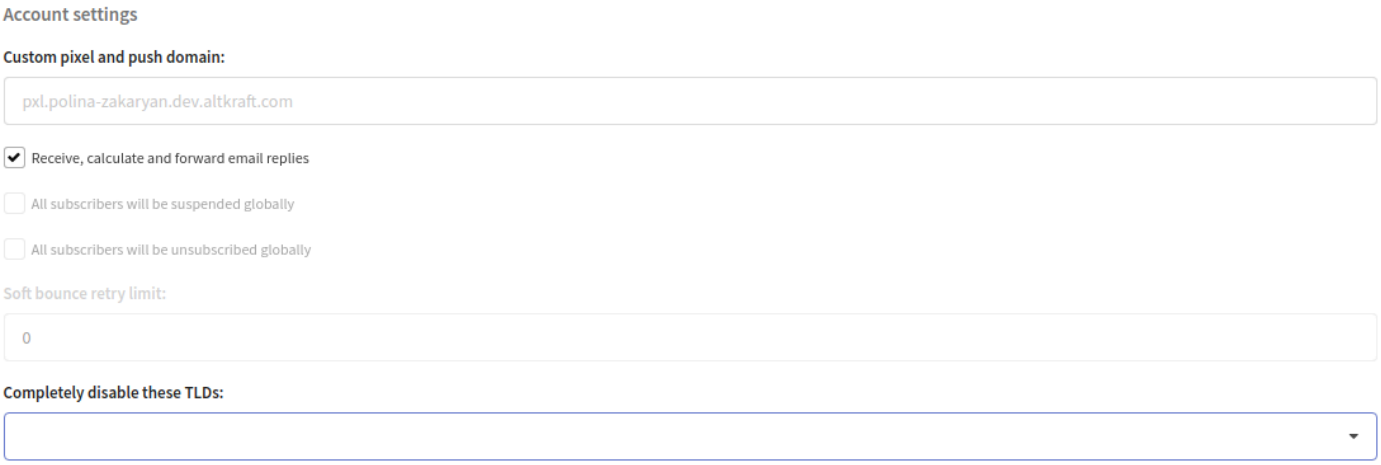
Account settings

Description

	The "Account settings" section includes configuration settings that are applied globally: to all processes and objects in the account. Settings affect different functionality.

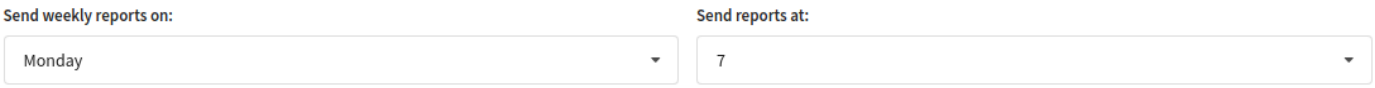
Administration

In this tab, you'll find the settings of email sending and subscriptions. You also can specify your custom pixel and push domain.



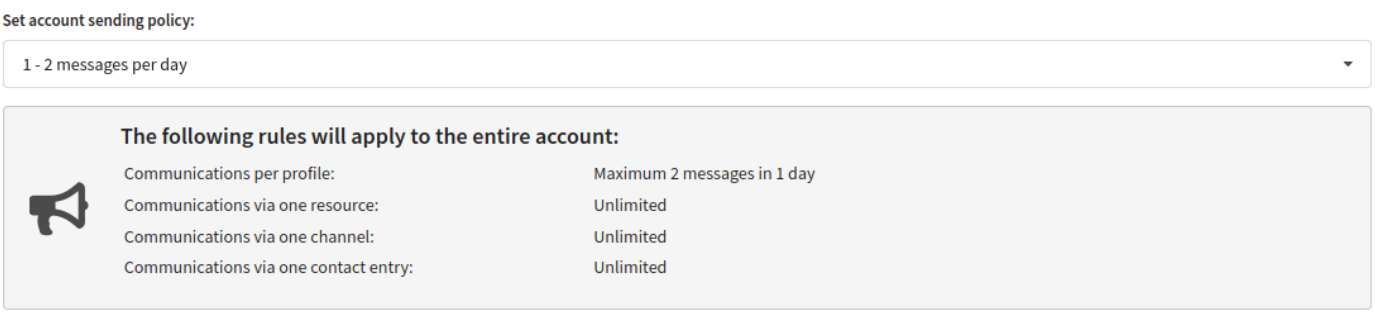
Report settings

In this tab, you can set the day of the week and hour for sending reports to email of platform users. The content of reports is configured for each user separately. Read more in this article.



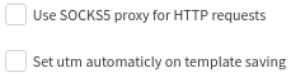
Global sending policy

In the next tab, you can set the global sending policy. It will apply to all resources and campaigns that do not have their own policy:



Additional options

At the bottom of the page there are options for proxying tracking requests and auto-setting utm tags when saving a message template:



Custom links

Custom links

Description

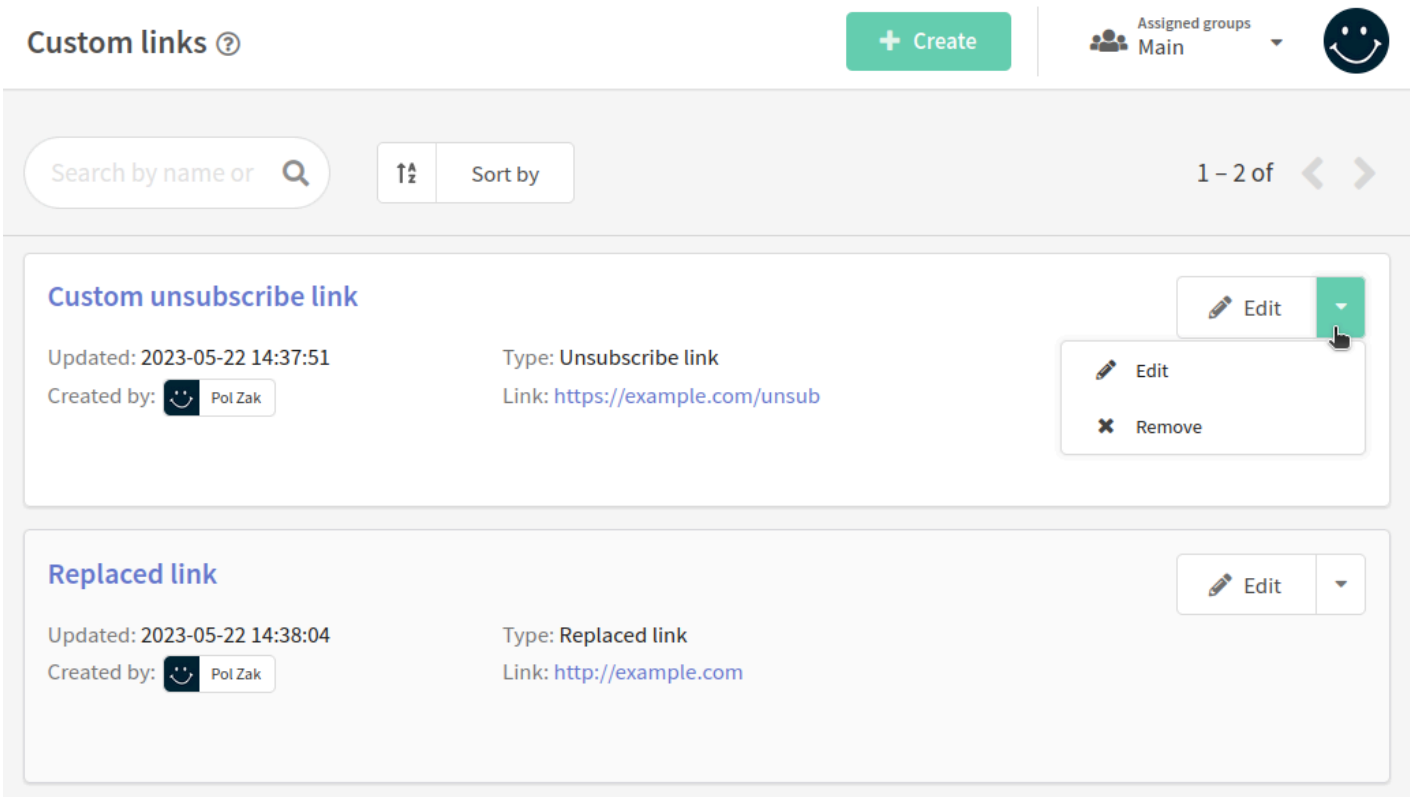
There are two types of custom links available: unsubscribe link and replaced link. With a custom unsubscribe link, you can redirect email recipients to their personal account on your site or to any web page when they click on the “Unsubscribe” button. Replaced link allows you to replace the URLs of links in messages that have already been sent.

Managing custom links

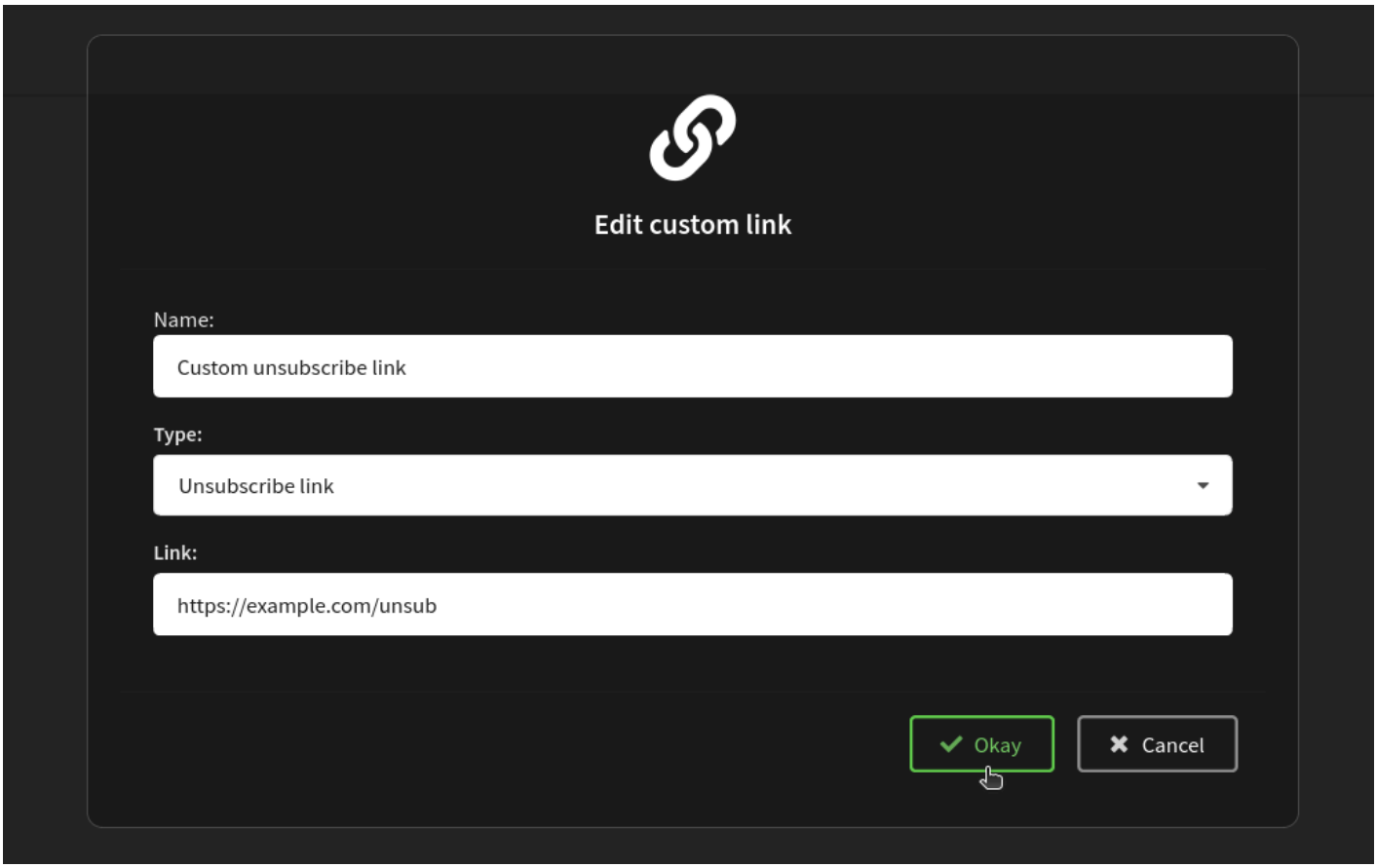
CAUTION

To create custom links you would like to have master useraccount.

In the main menu select Settings → Custom links and start with + Create button:

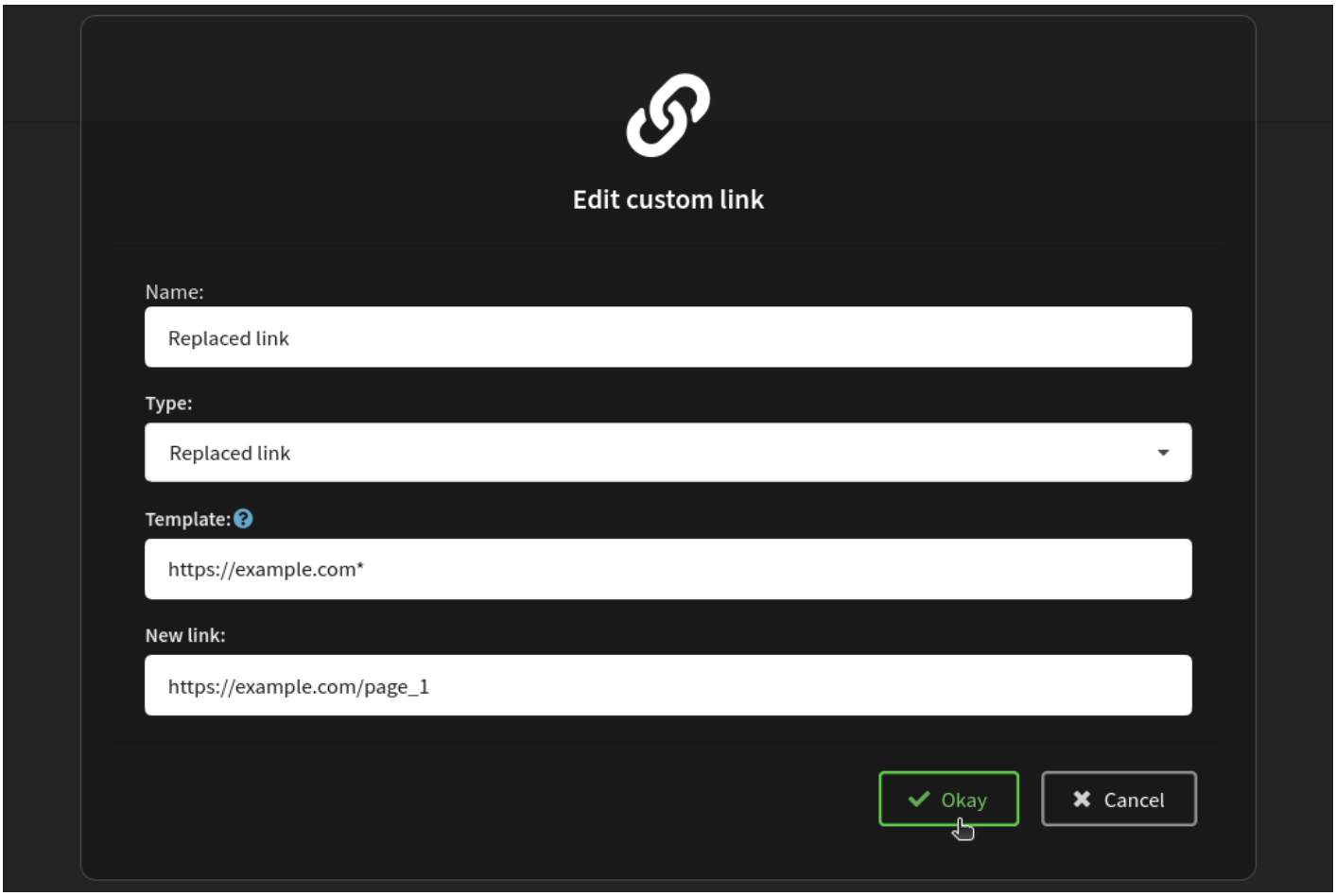


In the editing form enter the new link name, select its type (Unsubscribe or Replaced) and enter the URL for redirection.



For a replaced link specify:

- **Template — an old link or a part of a link. Wildcard (symbol *) can be used to search for multiple URLs that contain a specific string. For example, if you specify `https://example.com/*`, the platform will replace all links in message templates that start with `https://example.com`.**
- **New link — new redirect address for your link.**


Edit custom link
Name:
Replaced link
Type:
Replaced link
Template:
https://example.com*
New link:
https://example.com/page_1
Okay
Cancel

Virtual senders

Virtual senders

Overview

A virtual sender is a set of rules for real senders and a powerful tool for fine messaging tuning.

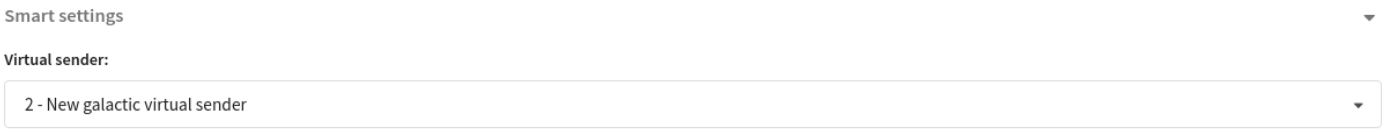
Your delivery rate can greatly depend on it — especially with large amounts of messages to be sent.

These rules specify real sender usage proportions and custom From and Reply-to email fields for messages sent.

> **NOTE**
>
> **Virtual senders can be created and managed only by a master user or an Altcraft platform administrator.**

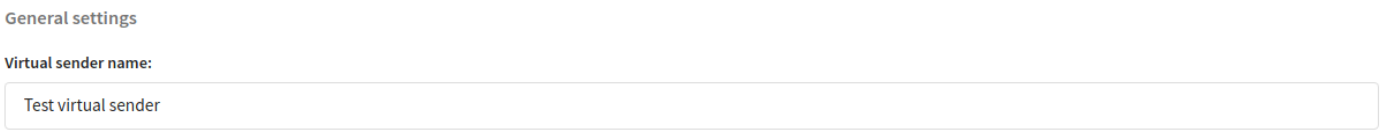
If you need to manage the virtual senders of your account, in the main menu, select Settings → Virtual senders. Click + New to add a sender.

You can enable virtual senders for campaigns if Smart settings are available for your account. If Smart settings are not available, the first valid virtual sender will be used.

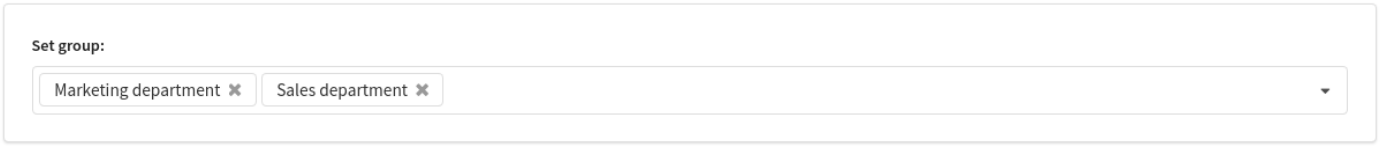


General settings

First of all, you need to enter a unique name for each sender:



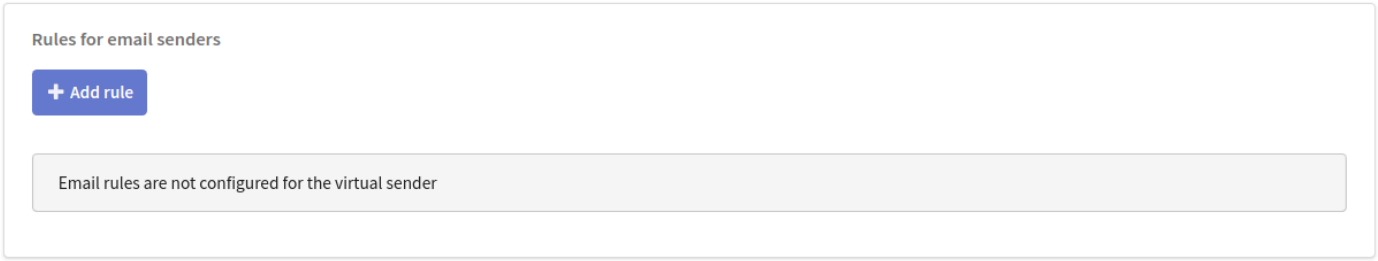
You can set groups in the bottom of the page. These groups will get access to the virtual sender.



Sending rules for different communication channels

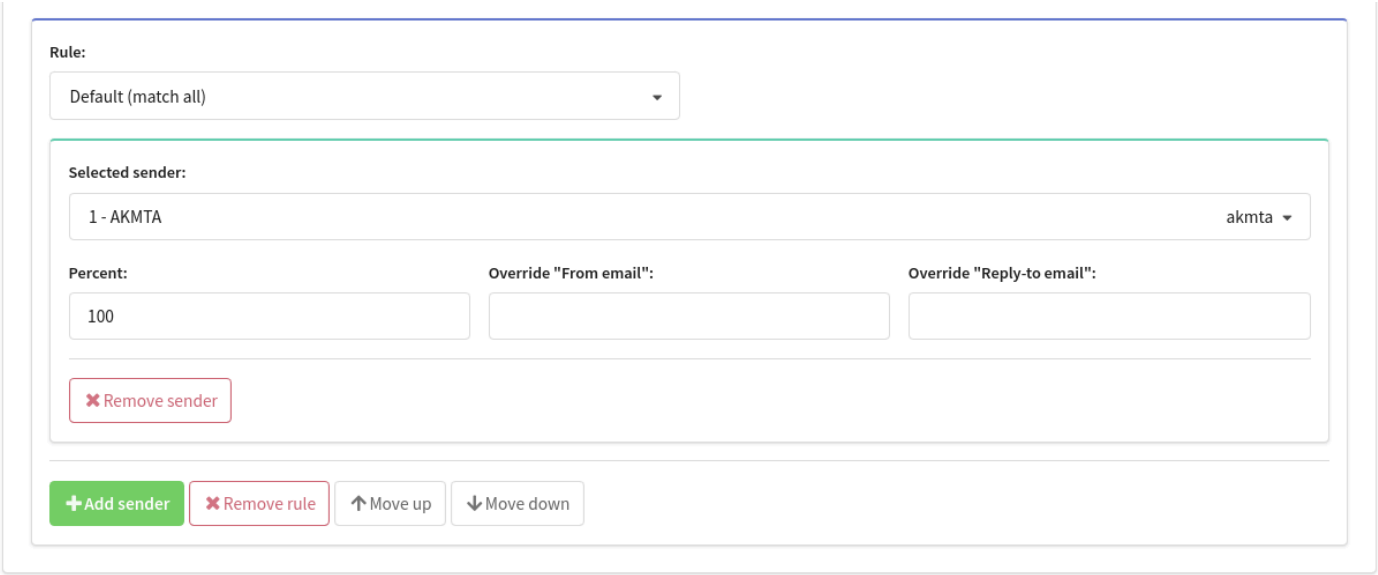
Rules for email senders

The rules for email senders determine which real senders and in what proportions will be used under certain conditions. To add a rule, click + Add Rule.



Select the appropriate condition from the drop-down menu When the rule is applied:

- **Match by group — the rule will be applied to campaigns within a group specified for matching.**
- **Match by "From domain" — the rule is applied when sending from a specific domain.**
- **Match by "To domain" — the rule is applied when sending to specific email domains.**
- **Match by "From email" — the rule is applied when sending from a specific email address.**
- **Default (match all) — no conditions are required for this rule to be activated. It will be applied by default whenever a current virtual sender is set for a campaign.**



You can create multiple rules and sender options. The priority of applying rules is set by their position on the page: from top to bottom. The Default rule (match all) must be the last one in the list. The priority of other rules is set using the Move Up and Move Down buttons.

CAUTION

The Default rule (match all) is not possible to delete or move up in priority, since it handles all cases that do not fall under the other rules.

Using the Add sender and Remove rule buttons, you can add and remove senders within the sending rule. The following fields are configured for each sender:

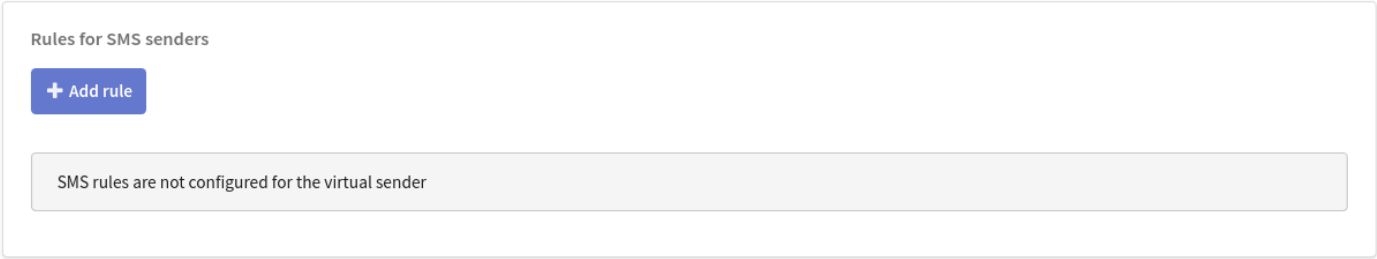
- **Selected sender — select a real sender for sending.**
- **Percent — set for the sender the percentage of messages sent within the rule.**
- **Override "From Email" — override the "From email value" for outgoing messages.**
- **Override "Reply-to Email" — override the "Reply-to email" value for outgoing messages.**

NOTE

For one rule the sum of senders usage percent must be 100.

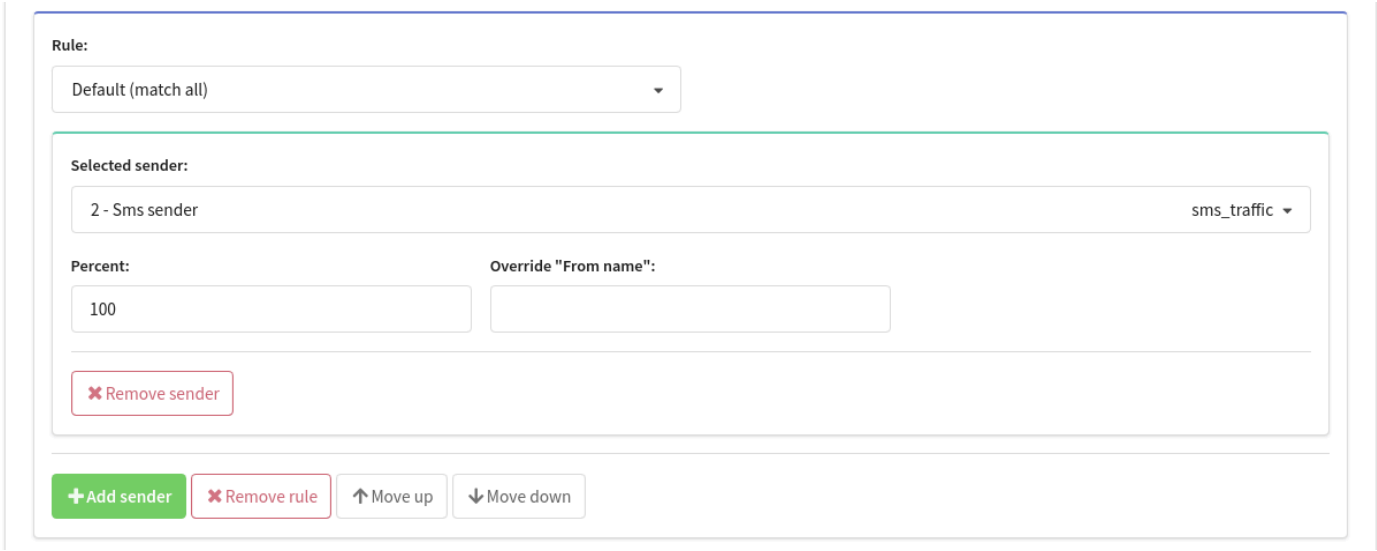
Rules for SMS senders

The rules for SMS senders determine which real senders and in what proportions will be used under certain conditions. To add a rule, click + Add Rule.



Select the appropriate condition from the dropdown menu with rules:

- **Match by group — the rule will be applied to campaigns within a group specified for matching.**
- **Default (match all) — no conditions are required for this rule to be activated. It will be applied by default whenever a current virtual sender is set for a campaign.**



You can create multiple rules and sender options. The priority of applying rules is set by their position on the page: from top to bottom. The Default rule (match all) must be the last one in the list. The priority of other rules is set using the Move Up and Move Down buttons.

> **CAUTION**
>
> **The Default rule (match all) is not possible to delete or move up in priority, since it handles all cases that do not fall under the other rules.**

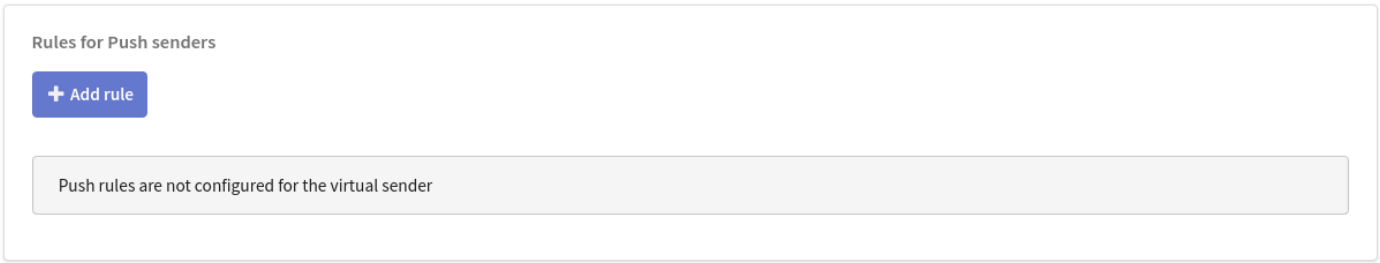
Using the Add sender and Remove rule buttons, you can add and remove senders within the sending rule. The following fields are configured for each sender:

- **Selected sender — select a real sender for sending.**
- **Percent — set for the sender the percentage of messages sent within the rule.**
- **Override "From name" — override the "Caller_ID" value for outgoing messages.**

> **NOTE**
>
> **For one rule the sum of senders usage percent must be 100.**

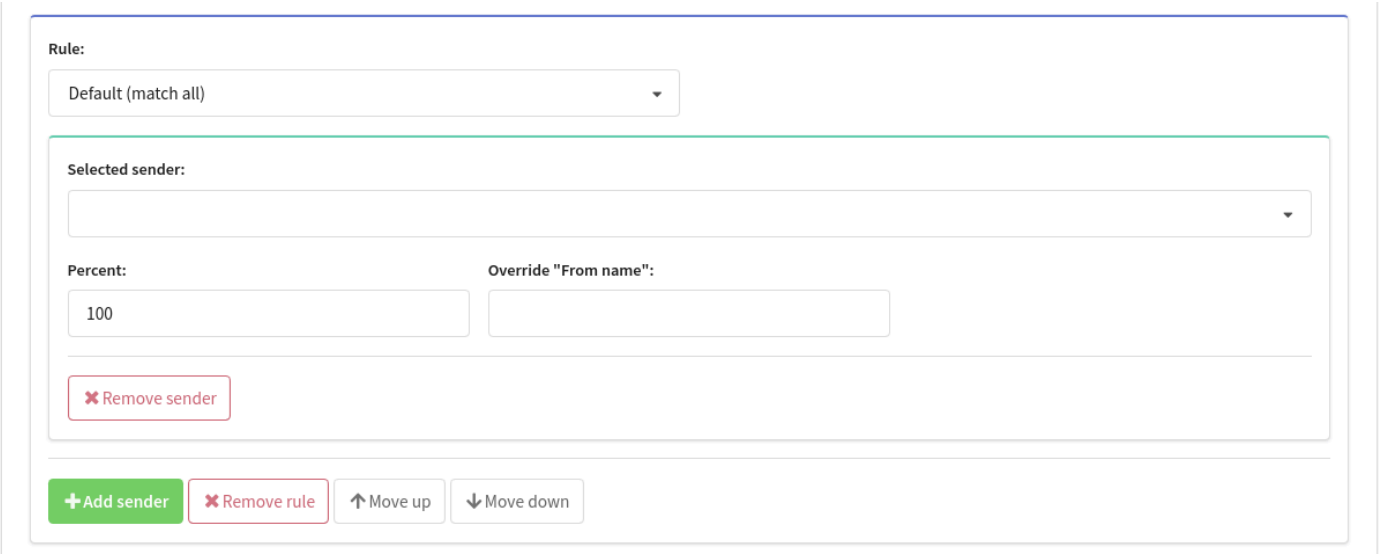
Rules for push senders

The rules for SMS senders determine which real senders and in what proportions will be used under certain conditions. To add a rule, click + Add Rule.



Select the appropriate condition from the dropdown menu with rules:

- **Match by group — the rule will be applied to campaigns within a group specified for matching.**
- **Default (match all) — no conditions are required for this rule to be activated. It will be applied by default whenever a current virtual sender is set for a campaign.**



You can create multiple rules and sender options. The priority of applying rules is set by their position on the page: from top to bottom. The Default rule (match all) must be the last one in the list. The priority of other rules is set using the Move Up and Move Down buttons.

> **CAUTION**
>
> **The Default rule (match all) is not possible to delete or move up in priority, since it handles all cases that do not fall under the other rules.**

Using the Add sender and Remove rule buttons, you can add and remove senders within the sending rule. The following fields are configured for each sender:

- **Selected sender — select a real sender for sending.**
- **Percent — set for the sender the percentage of messages sent within the rule.**
- **Override "From name" — override the "From name" value for outgoing messages.**

> **NOTE**
>
> **For one rule the sum of senders usage percent must be 100.**

Sending policies

Sending policies

Overview

Sending policies prevent from sending too much messages to a single recipient. Such policy can be applied to:

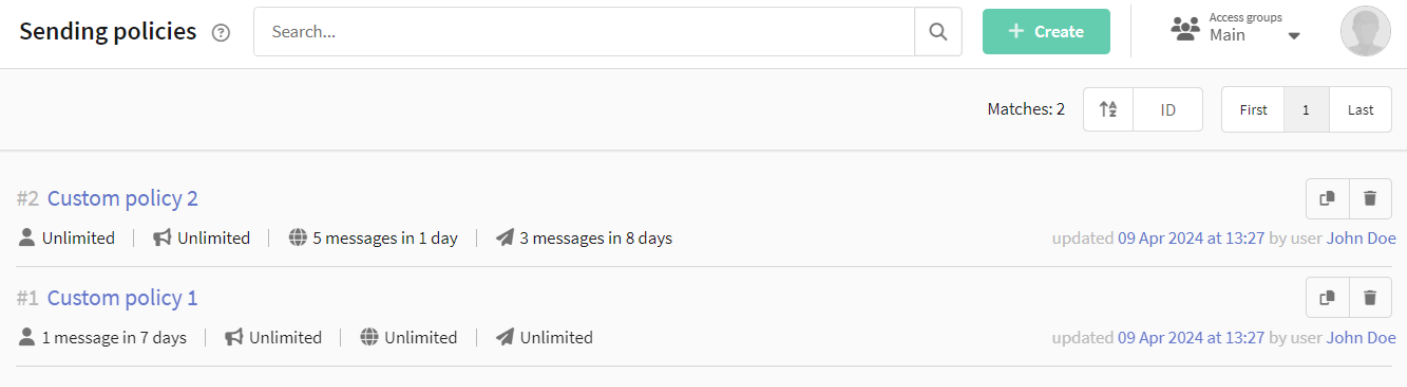
- **Account — a policy will be applied globally to all account campaigns.**
- **Resource — a policy will affect all campaigns within a Resource, overriding Account policy.**
- **Campaign — a policy will affect only the campaign it was applied to, overriding both Account and Resource policies.**

> **CAUTION**
>
> **The sending policy cannot be set for a specific profile. The policy is configured and valid for all profiles of the account/resource/company.**

Managing sending policies

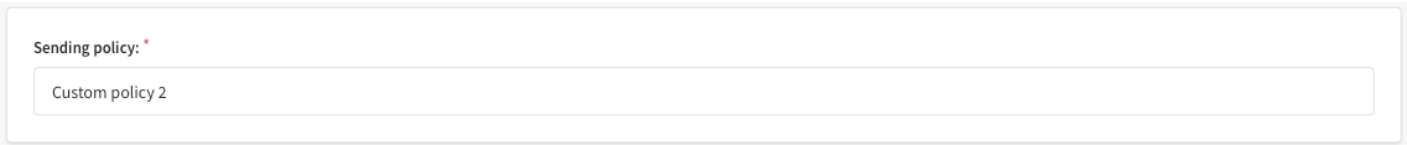
> **CAUTION**
>
> **Only master-users can create, edit or delete sending policies.**

To start managing sending policies in the main menu select Settings → Sending policies. The list you will see contains the existing sending policies:



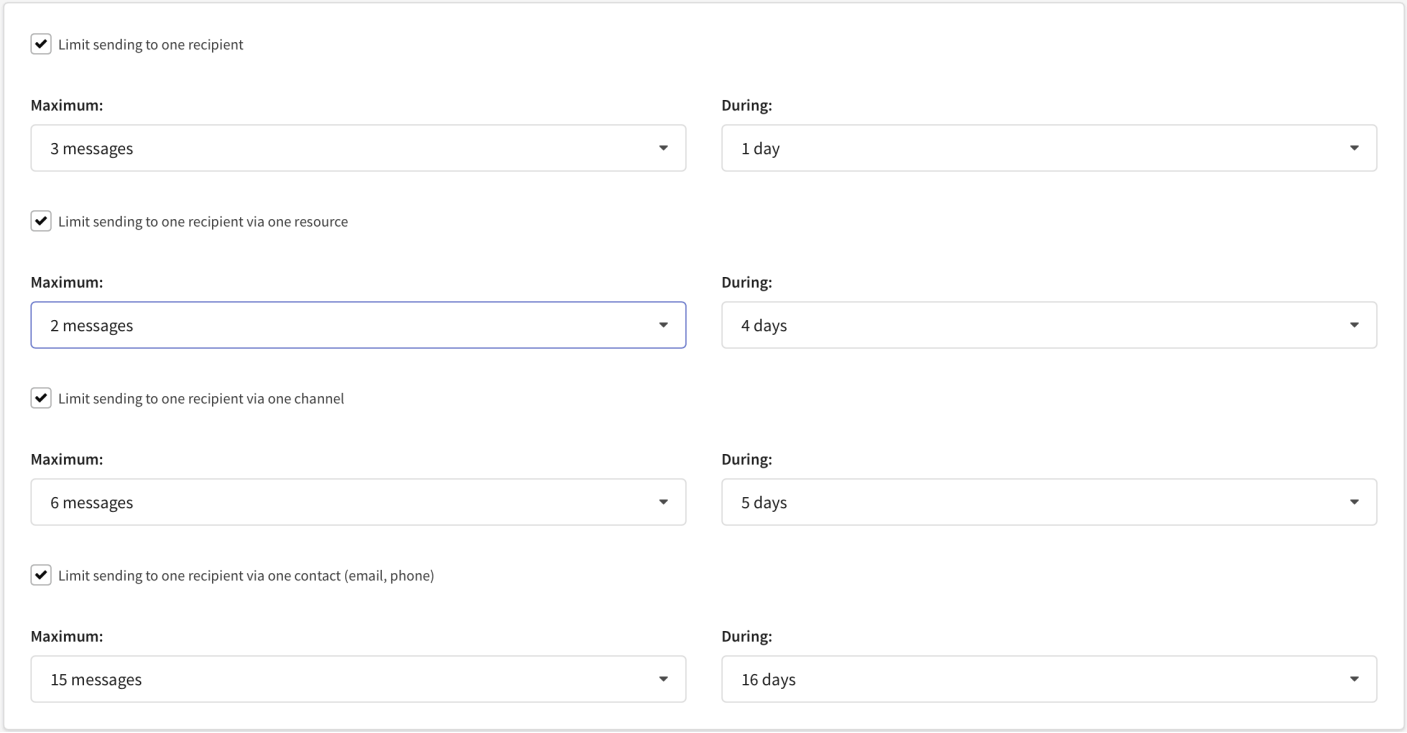
You can clone or delete a policy in a context menu on the right side of the list. To edit a policy you can as well click on its name.

To create a new policy click + Create in page header. Every policy has three sections of settings. In the first one specify policy name:



In the second section specify messaging limitations. Set maximum number of messages between 1 and 15 and time period between 1 and 16 days:

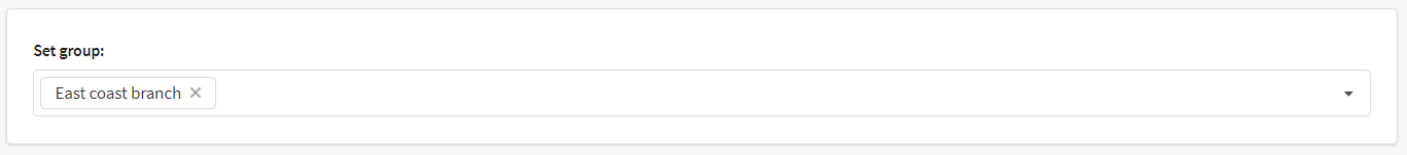
- **Limit sending to one recipient — will limit messaging from all resources and channels for one subscriber profile.**
- **Limit sending to one recipient via one resource — will limit messaging from all channels of any single resource for one subscriber profile.**
- **Limit sending to one recipient via one channel — will limit messaging via one channel (email, sms, push) from all resources for one subscriber profile.**
- **Limit sending to one recipient via one contact (email, phone) — will limit messaging for a subscription containing specific contact data. The subscription can be associated with multiple subscriber profiles.**



TIP

A sending policy with no restrictions specified is unlimited. Thus you can set restrictions for the whole account and then override them for a single campaign or a resource applying an unlimited policy.

In the third section you can optionally set access group to the sending policy. Thus it will be available only in Resources and Campaigns of the groups you specify:

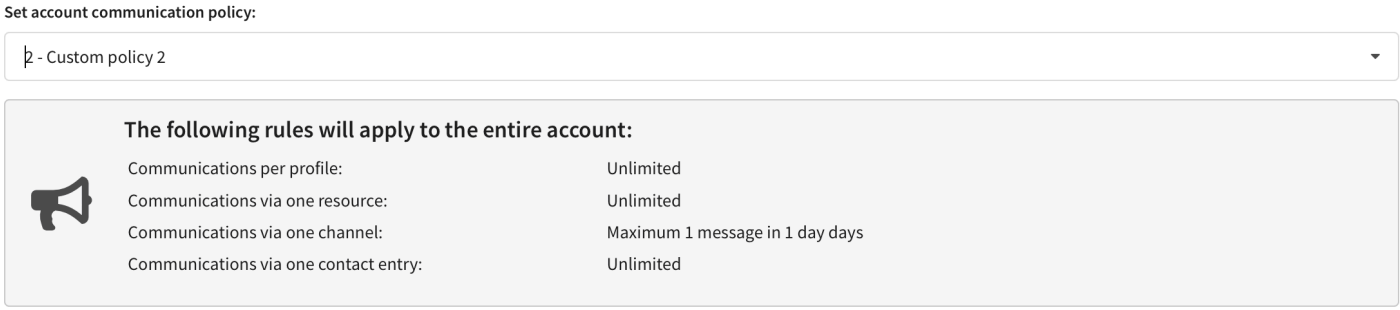


Applying sending policies

You can apply a sending policy to the whole account, to a specific resource - or to a specific campaign.

Global sending policy

To apply a global account policy open Settings → Account settings and select a sending policy in this dropdown menu:

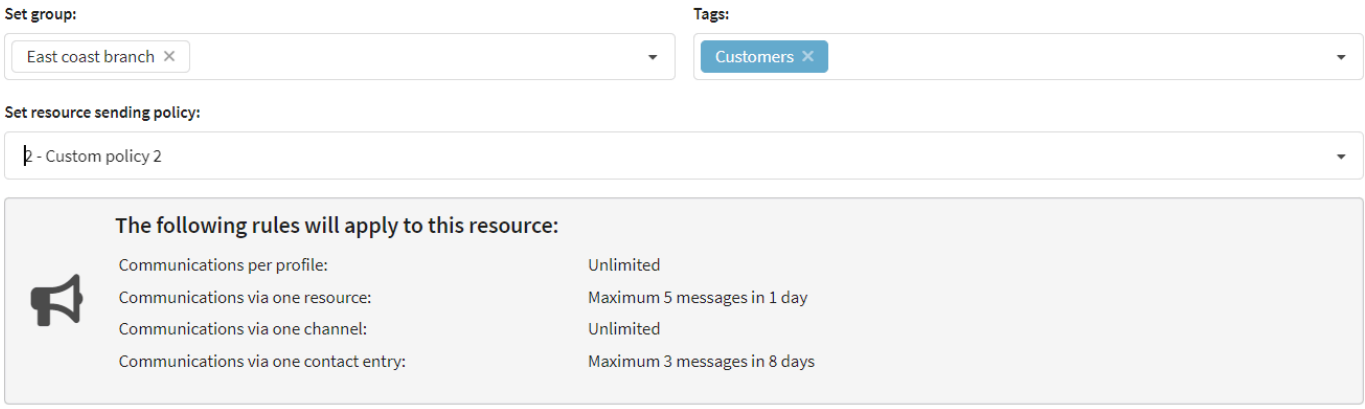


CAUTION

Only master-users have access to Account settings and thus only they can set global sending policies.

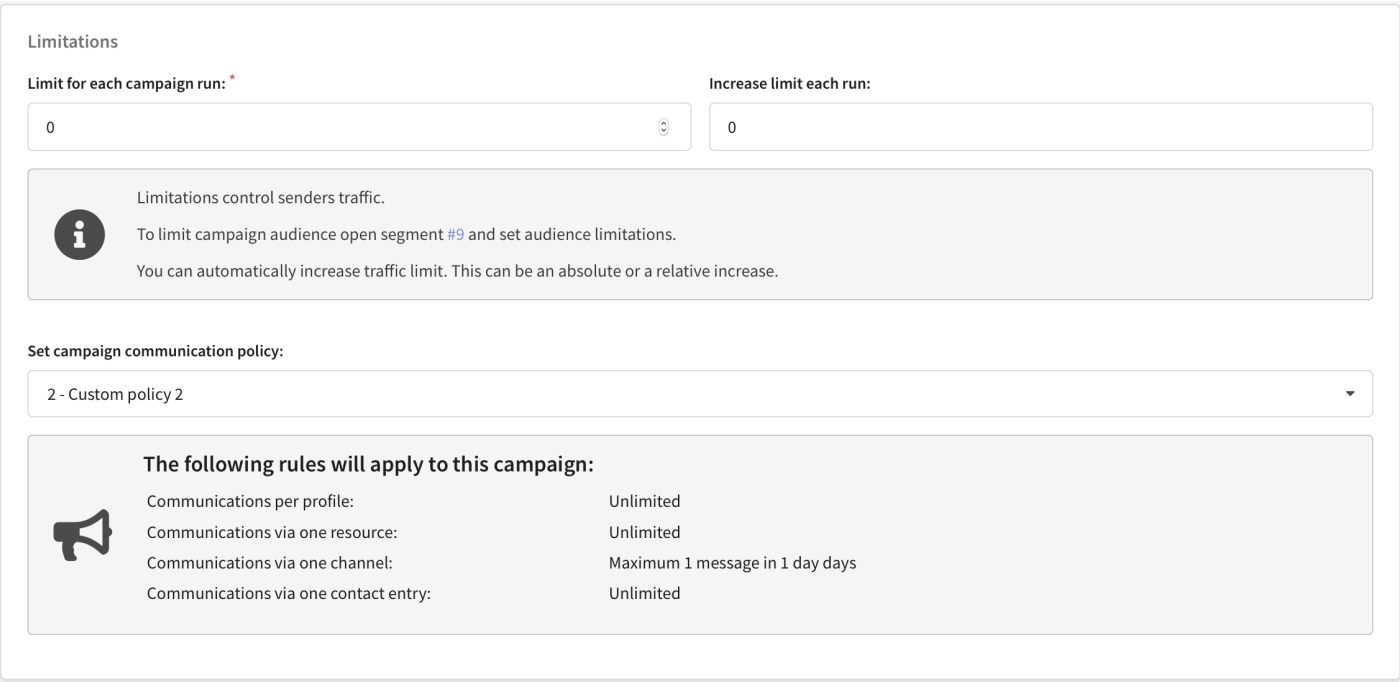
Resource sending policy

A policy applied to a Resource will override global Account settings. Open resources in the main menu and in General settings section of a resource select a sending policy:



Campaign sending policy

A policy applied to a specific campaign will override both account and resource sending policies. Open a campaign and set a sending policy in Limitations section (Set campaign communication policy).



INFO

Messages that fall under restrictions will form entries in the campaign log of the type Sending is restricted by the policy applied.

Audit journal

Audit journal

Description

User action audit is a very important security and monitoring feature, capturing Altcraft platform user actions. Only users with master privileges can access audit log by opening Settings → Audit journal.

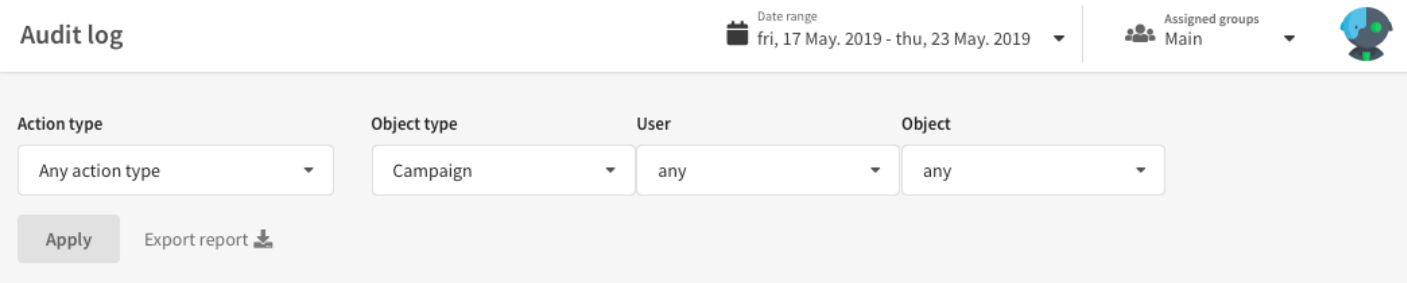
The log is kept for the last 90 days by default. to customize this interval add a record `"AUDIT_LOG_TTL" : 90` to `main.json` configuration file, changing the value as you need.

Audit query settings

You can customize audit log query to fit your current needs:

- **Date range — time period to capture events.**
- **Action type — captured event type. These can be actions like authorisation, creating, editing or activating account objects.**
- **Object type — by selecting a type you can retrieve information about specific account object groups like users, access groups and roles, databases and segments, resources and campaigns, templates and their parts — or other objects.**
- **Object — here you can select a specific account object of a selected type.**

To view the resulting audit log press Apply. You can as well download .XLS or .CSV version of audit log by pressing Export report:



Viewing audit journal

Events captured by audit query are displayed as a list of tiles, where tile headings represent action types. For every event the following information is displayed: date, user, user's IP and object in question.

Additional information contains event-specific data like campaign test emails.

You can sort audit log by date, user, IP or object.

Date

1 - 4 of 4

Test sent

Additional information

Date: 2019-05-21 11:52:36
User: astero
IP: 192.168.97.2
Object: 45 - Campaign New stellar campaign

Test sent

Additional information

Date: 2019-05-20 18:43:38
User: astero
IP: 192.168.97.2
Object: 45 - Campaign New stellar campaign

Object saved

Additional information

Date: 2019-05-20 18:43:26
User: astero
IP: 192.168.97.2
Object: 45 - Campaign New stellar campaign

Tags FAQ

Searching tags FAQ

What is a tag

A tag is a label that can be assigned to some platform objects. The main application is to quickly find objects by tag. Tags usually associate objects with something in common. For example, campaigns that are launched as part of a specific promotion, or templates that target the same audience.

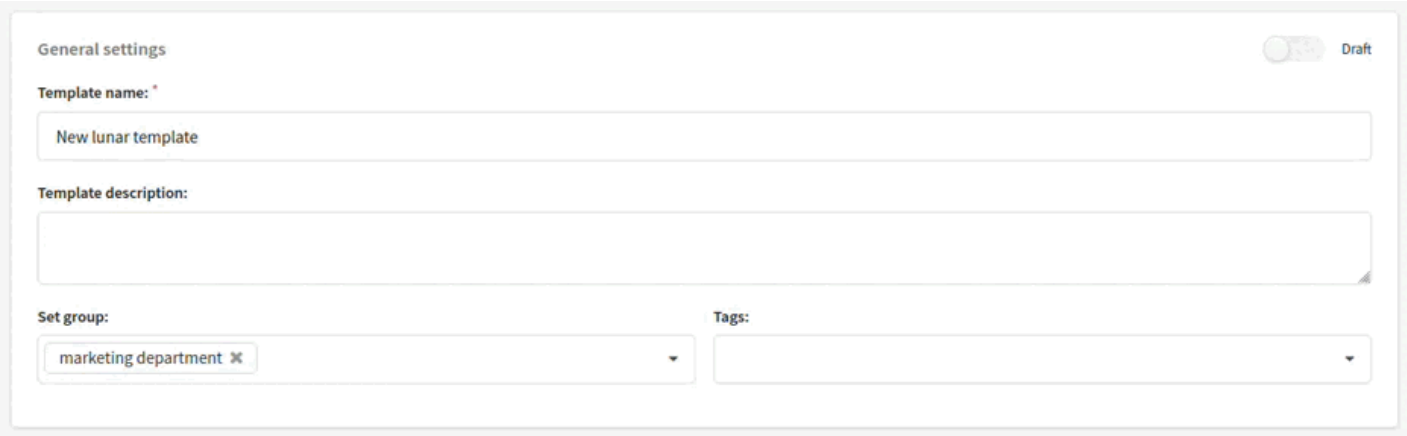
Which objects can be tagged:

- **profiles databases**
- **resources**
- **segments**
- **templates**
- **database imports**
- **suppression lists**
- **campaigns**
- **scenarios**
- **forms**
- **products and orders**

How to create a tag

Тег создается непосредственно в объекте, которому вы этот тег хотите назначить. Перейдите в окно редактирования объекта, установите курсор в поле “Теги” и введите текст, затем нажмите Add или ↵ Enter.

The tag is created directly in the object to which you want to assign this tag. Go to the object editing window, place the cursor in the “Tags” field and enter the text, then press Add or ↵ Enter.



To unpin a tag from an object, click the cross symbol.

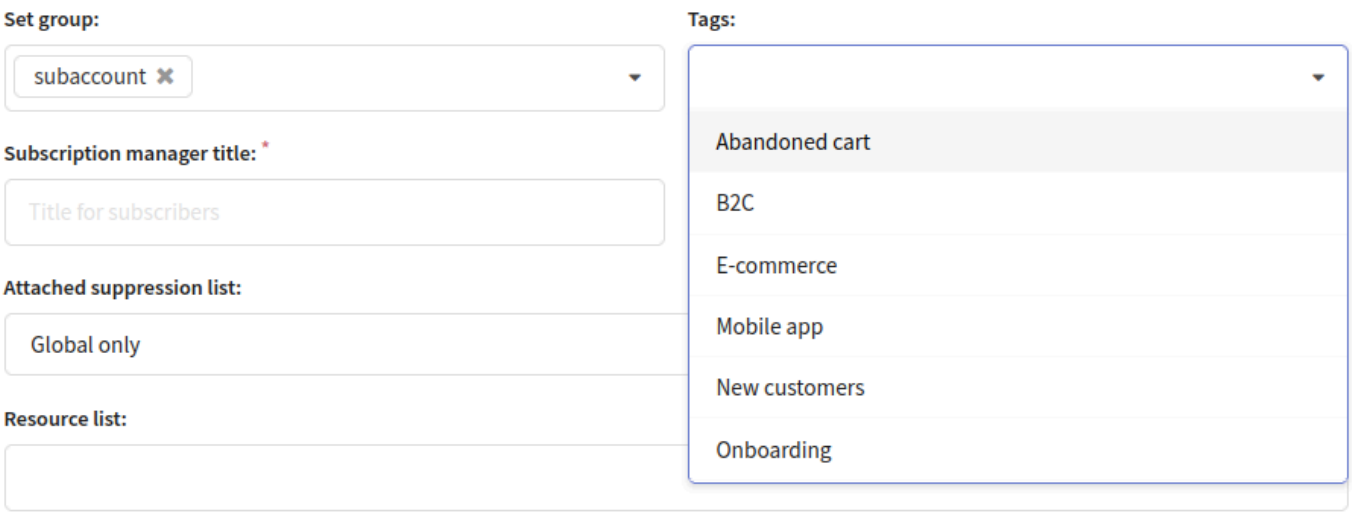
You can assign any number of tags to an object. Tag names are not limited in any way:

- **any number of characters;**
- **Cyrillic and Latin;**
- **spaces;**
- **special symbols.**

Tag examples: `new2023, брошенная корзина, abandoned_cart.`

Where I can see my tags

When you save an object with an assigned tag, the tag is also saved. There is no separate window where you can view all tags. However, when editing another object, all previously created tags will be available in the drop-down list:



While a saved tag can be detached from an object, it cannot be completely removed from the platform. All account users see all existing tags.

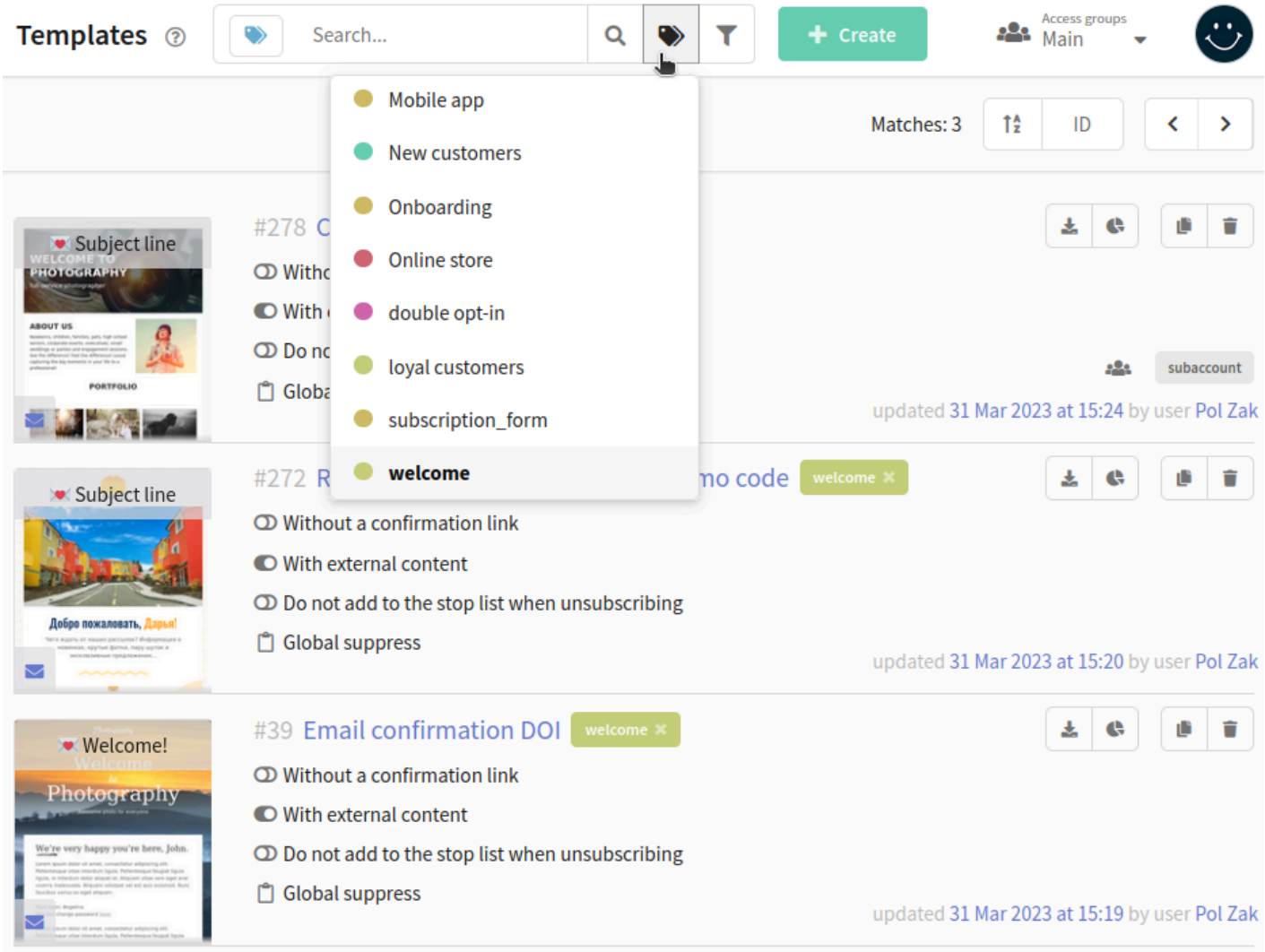
Where to use tags

1. Search for objects in the general list

Go to the desired section (for example, Templates) and click the icon



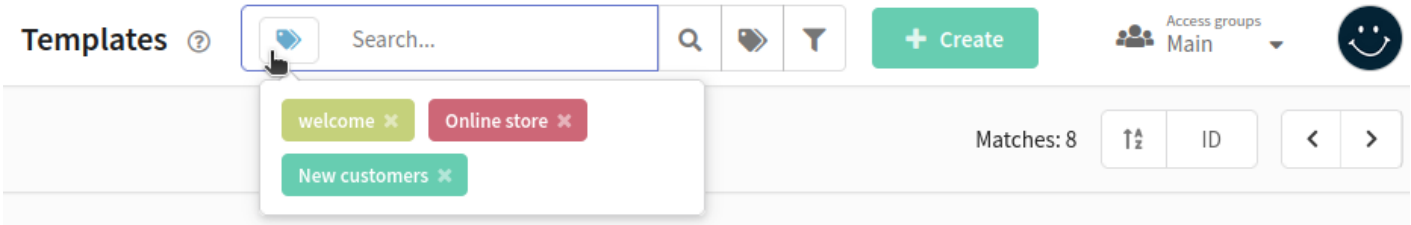
to the right of the search bar. Select one or more tags.



To see what tags have been added to the search, hover over

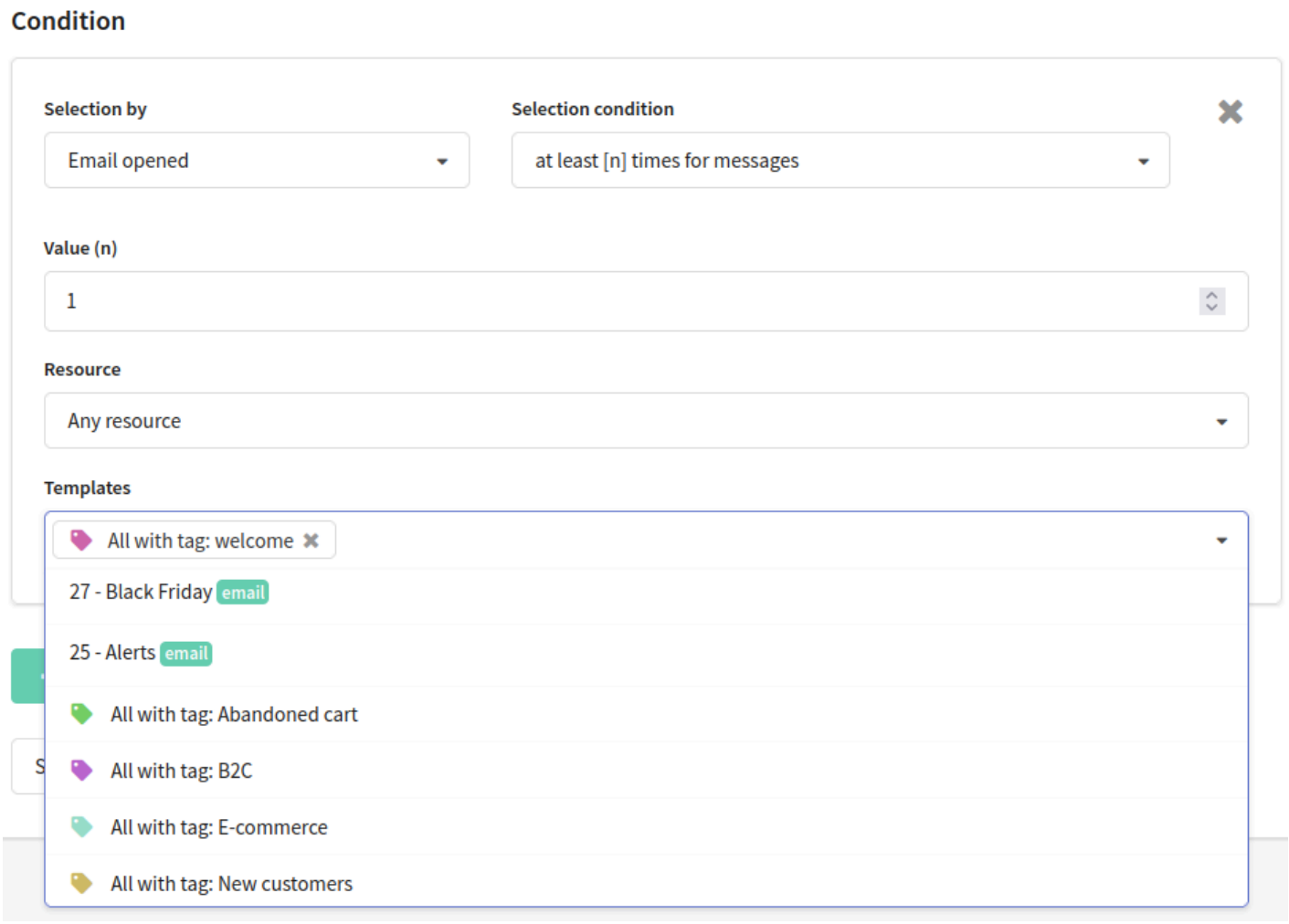


:



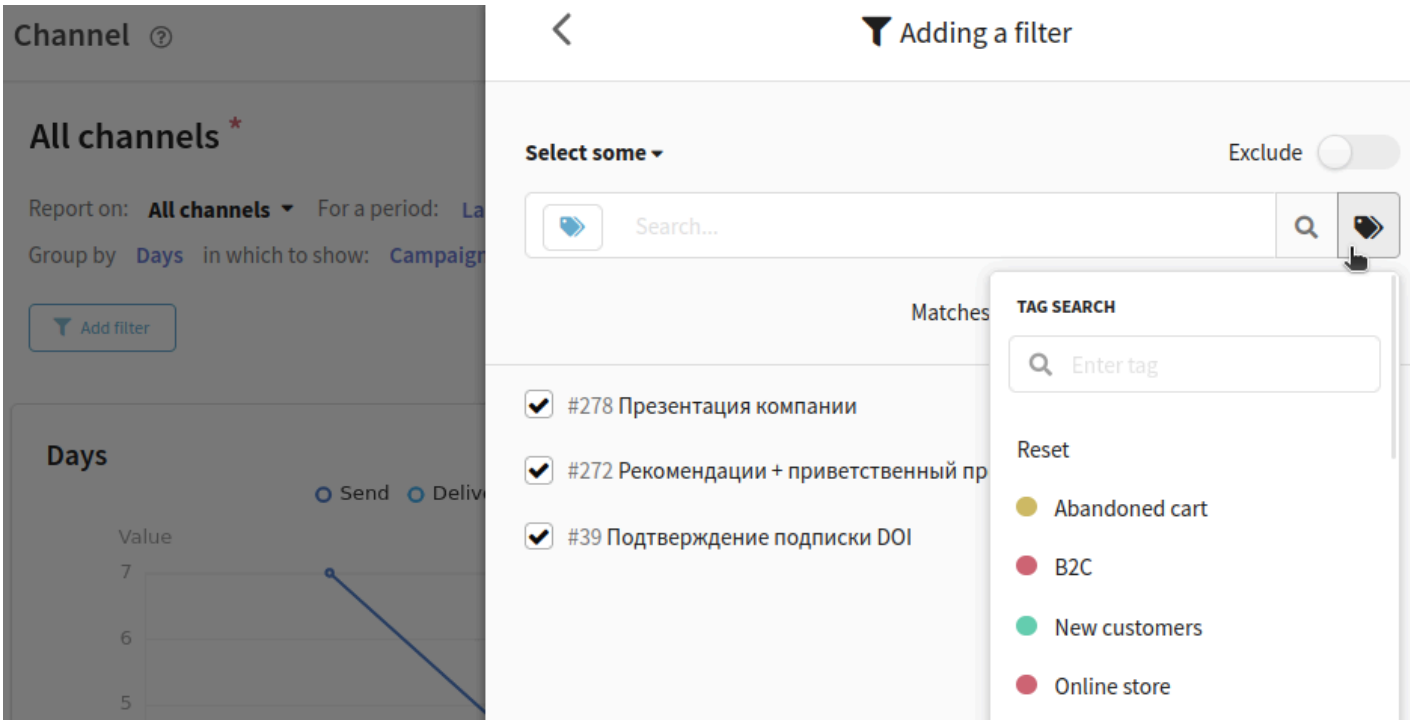
2. Segmentation of profiles by events in campaigns or templates (sends, deliveries, opens, clicks)

When you use one of these selection conditions, you can select all campaigns or all templates with a specific tag or tags:

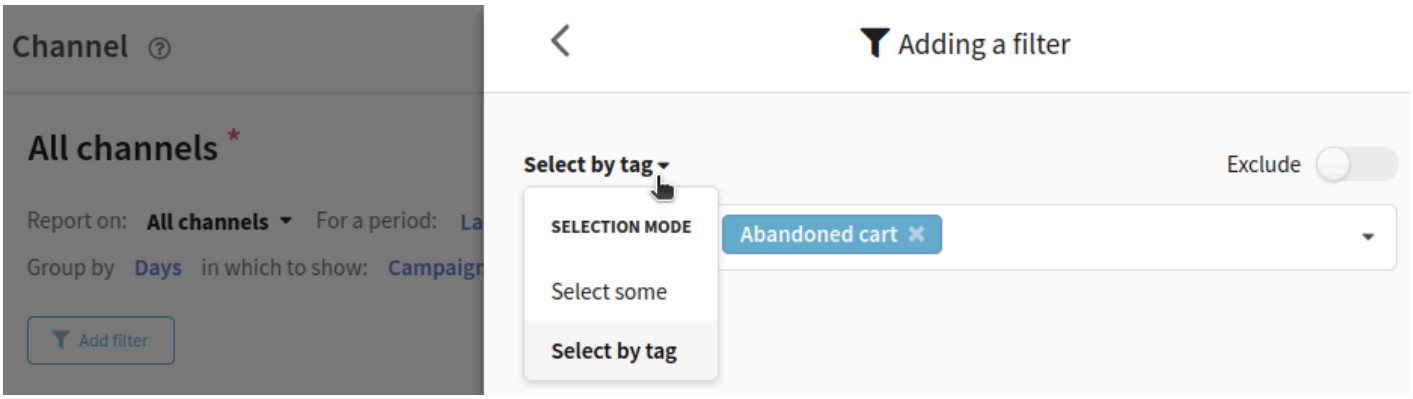


3. Analytical reports

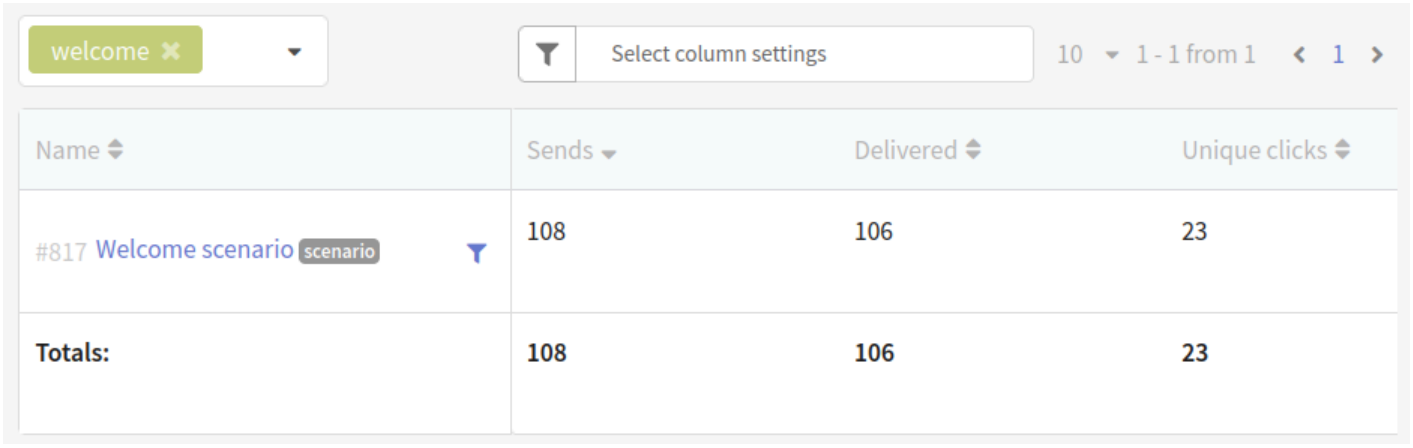
In the [channel report] and in the [traffic report], you can use tags in filters. For example, to quickly find the desired object:



You can also select all objects of the same type that have one or more tags assigned at once. To do this, switch the selection mode: Single selection of campaigns → Selection of campaigns by tag. Then select tags in the drop-down list and apply the filter:



In the [summary report], you can use tags to filter the data in the table:



Users, groups and access

Users, groups and access

Account general settings

> **CAUTION**
>
> **Managing users and access permissions is available only to master-users.**

Access groups

Access groups allow you to grant users and API tokens access to certain account objects (e.g. databases, segments, campaigns, templates) while restricting access to other objects. A group is basically a container with a set of objects. Thus a user, while working within an assigned container, cannot access objects from other containers.

Groups are when you need to organize separate workspaces for different departments of your company — within one account with shared statistics and supervisor access. Another situation is when you need a separate workspace for outsource specialists like email designers or data integrators.

> **INFO**
>
> **If you need whole separate workspaces — with no shared statistics, data and supervision access — consider creating several platform accounts within one Altcraft instance. Accounts can use shared or individual resources and components. For all instance accounts a Global suppression list is maintained as a shared resource.**

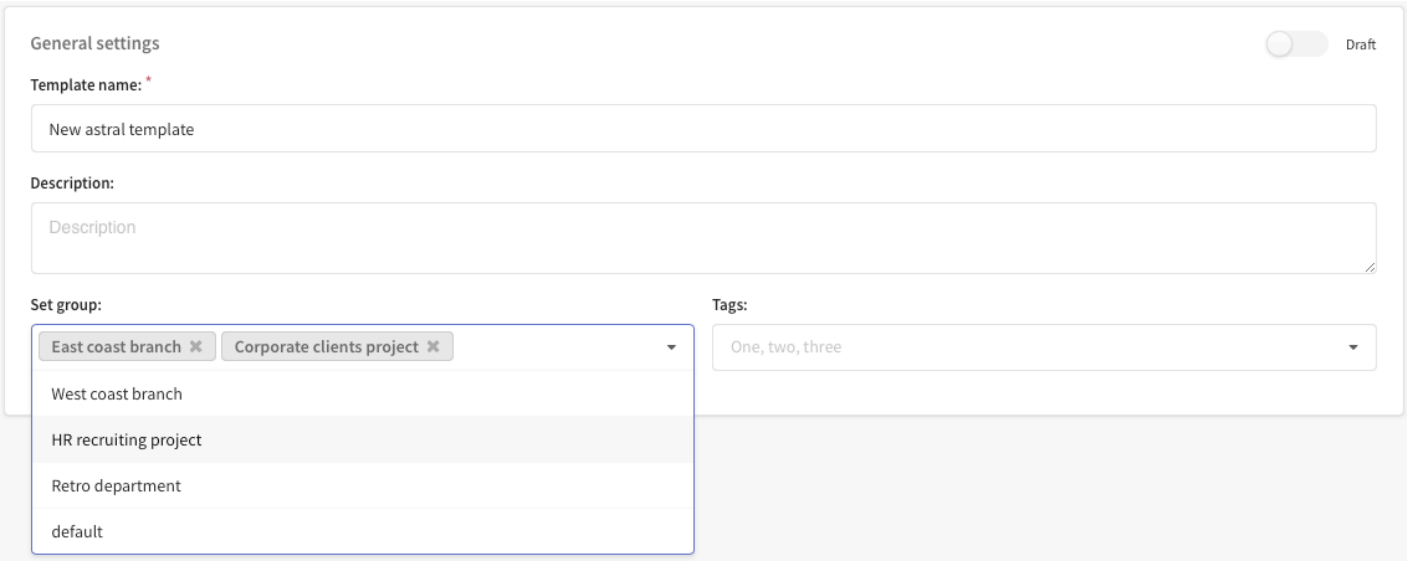
Main group

Main group is created by default — it contains all account objects, including those assigned to any other group. If you delete a custom group all its objects are not removed — but reassigned to Main group. If you don’t need to divide your workspace — feel free to use Main group for all objects you create.

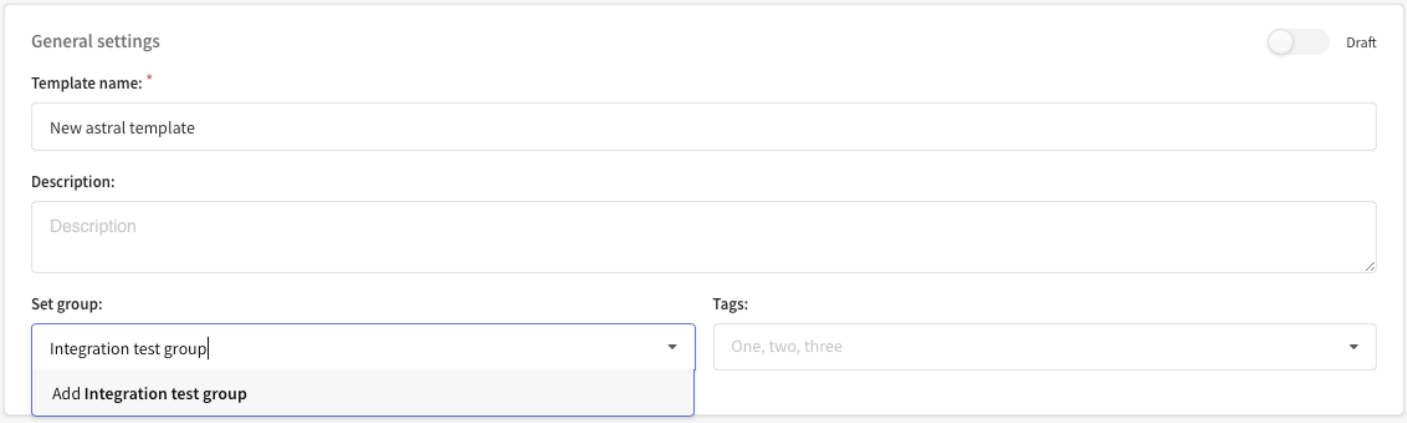
> **CAUTION**
>
> **Master-users have full access to Main group with all permissions — no matter which groups and roles are assigned to them. The only exception is access to delete profiles. The role to delete profiles is assigned separately.**

Create/assign groups

Groups are created and assigned dynamically, while editing any account object - in its General settings section. To assign an existing group, select it from the Set group dropdown. Message template is for example here:



To create a new group, simply enter its name into the same dropdown menu - and press Enter on your keyboard or Add %group_name% in the interface:

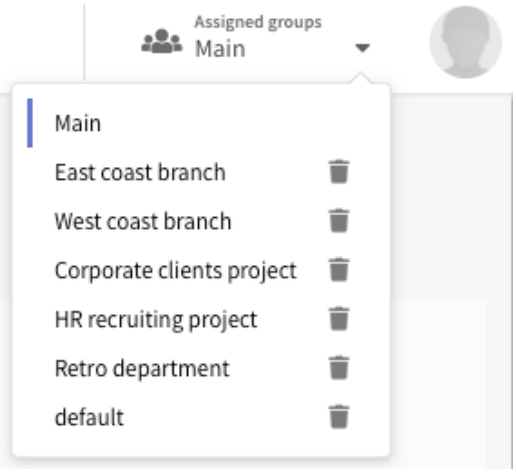


CAUTION

Any object created by a user will be assigned to the group, the user is currently working in.

Switch/delete groups

Groups, available to Altcraft users, are displayed in a dropdown menu in the top right corner of the application, next to profile avatar. A user can switch groups from any account object list.

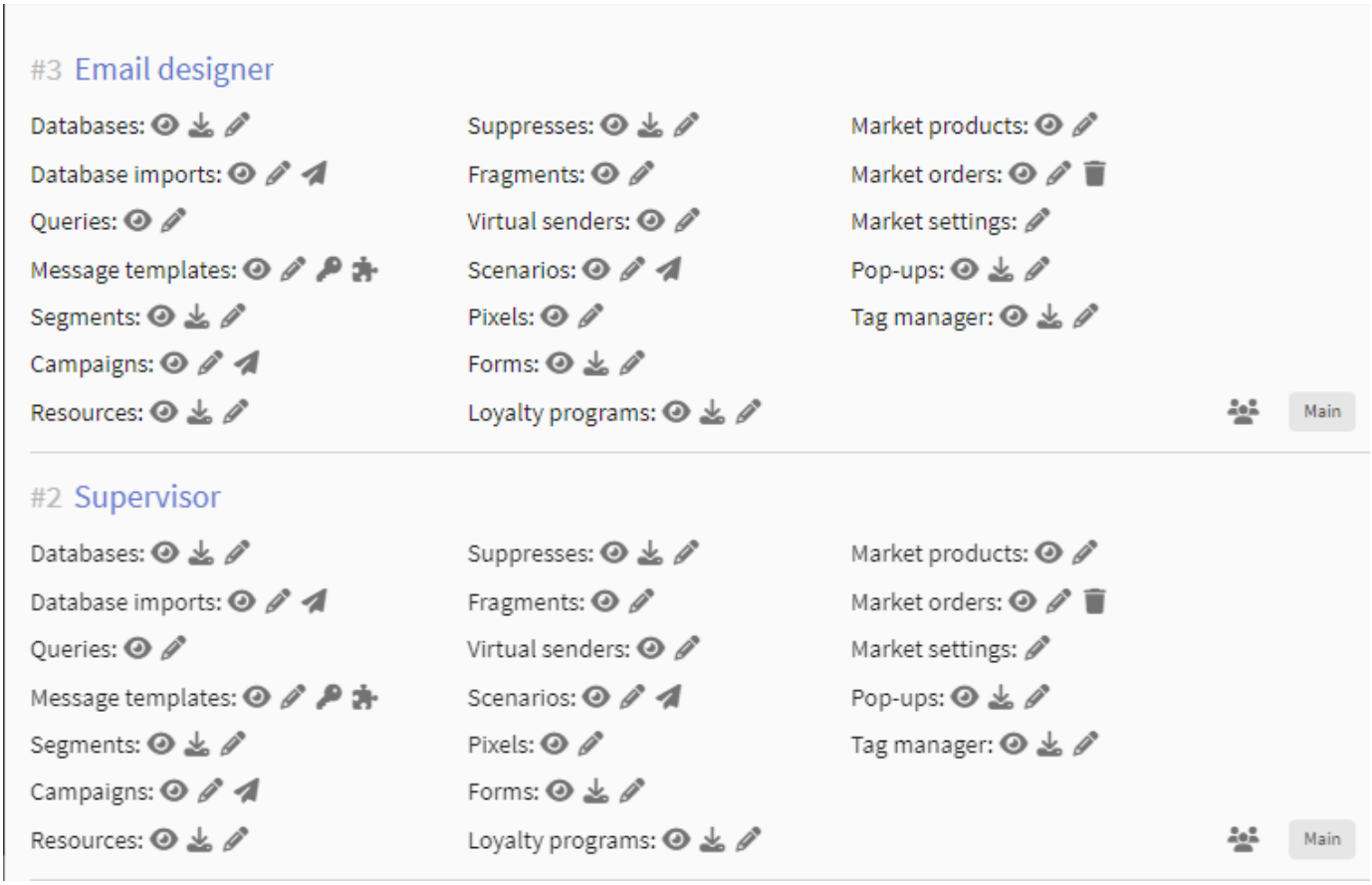


NOTE

A master-user can delete groups from the same dropdown menu.

Roles

A role defines which actions are permitted to a user or an API token within the assigned access groups. To manage roles in the main menu select Settings → Roles:



The list you will see contains the existing access roles. You can edit, clone or delete a role in a context menu on the right side of the list. To edit a role you can as well click on its name. To create a new role click + Create in page header.

Any role has 3 parameters:

- **Role name. A master user can assign roles to users by their unique names.**
- **Groups where the role permissions are applied.**
- **Permitted actions with account objects.**

CAUTION

If Main group is selected in a role, role permissions will be applied to all account objects. Master-users are not affected by group and role restrictions. The only exception is the ability to delete profiles, it must be activated independently, also for the master user.

You can set Object view and Create & edit permissions for any object of the account. For databases, segments, suppression lists and resources Read & download permissions are available - to export and download data.

NOTE

A role without Activate access in Message templates access section will allow users only to save message templates as drafts which are subject to further moderation in order to be used in campaigns. Such restrictions work well for

say outsource email template developers.

For campaigns and scenarios you can restrict Activate option — users with such roles won't be able to launch campaigns and automation workflows. Another user with moderator rights can then check and activate them.

	Object view	Create & edit	Action	Miscellaneous
Resources	☑ Object view	☑ Create & edit	☑ Read & download	
Databases	☑ Object view	☑ Create & edit	☑ Read & download	☐ Deleting profiles
Database imports	☑ Object view	☑ Create & edit	☐ Activate	
Relations	☑ Object view	☑ Create & edit	☑ Read & download	
Queries	☑ Object view	☑ Create & edit		
Message templates	☑ Object view	☑ Create & edit	☐ Activate access	☑ Parts
Fragments	☑ Object view	☑ Create & edit		
Segments	☑ Object view	☐ Create & edit	☑ Read & download	
Suppression lists	☑ Object view	☐ Create & edit	☑ Read & download	
Campaigns	☑ Object view	☑ Create & edit	☑ Activate	
Scenarios	☑ Object view	☐ Create & edit	☑ Activate	
Pixels	☑ Object view	☑ Create & edit		
Forms	☑ Object view	☑ Create & edit	☑ Read & download	
Pop-ups	☑ Object view	☑ Create & edit	☑ Read & download	
Tag manager	☑ Object view	☑ Create & edit	☑ Read & download	
Loyalty	☑ Object view	☐ Create & edit	☑ Read & download	
Virtual senders	☑ Object view	☑ Create & edit		
Market	☑ Products view	☑ Orders view	☑ Settings	
	☑ Create & edit products	☑ Create & edit orders	☑ Deleting orders	

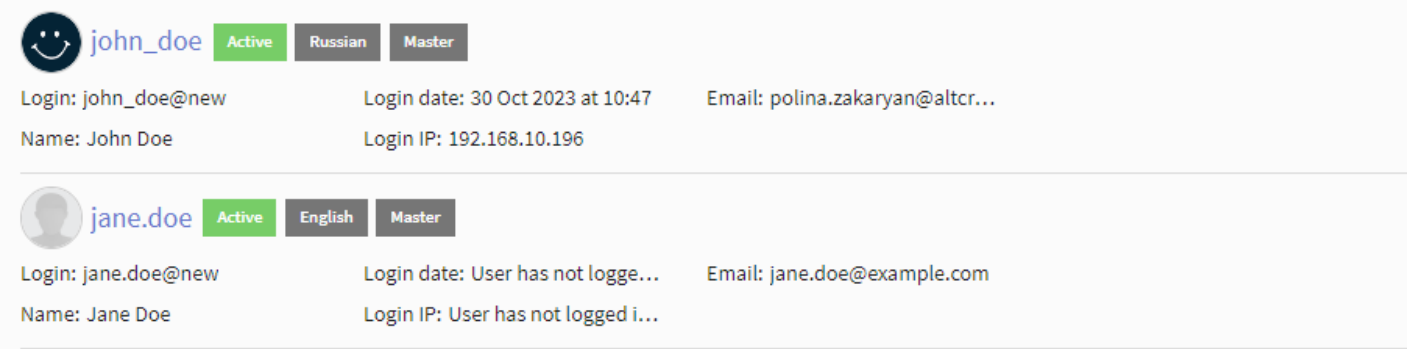
Roles can restrict user actions with the following platform objects:

- Resources is a tool for managing customer subscriptions to various content via specific communication channels.
- Databases is a database for storing customer data.
- Database imports (scheduled import) is automatic synchronization of the Altcraft profile database with an external database (for example, corporate CRM or SQL database).
- Relations are used to record interactions between your clients, or clients and company managers.
- Queries are SQL queries to external databases. The role regulates user's actions with templates queries and with segmentation queries.
- Message templates is the content that you send to subscribers as part of the campaign.
- Fragments are parts of the template that can be used in other templates.

- **Segments are part of a database that includes profiles meet certain conditions. The role regulates user's actions with static and dynamic segments.**
- **Suppression lists is a list of email addresses, domains and phone numbers excluded from the mailing list.**
- **Campaigns - broadcasts, regular and trigger campaigns, multivariate tests, placement campaigns.**
- **Scenarios is an automated chain of conditions and actions that will follow when conditions are met.**
- **Pixels is HTML or JavaScript code placed on a website or application that is designed to track user activity.**
- **Forms is an element on the page of the website through which the user input and sends you their data.**
- **Loyalty is a module that is used to generate and assign promotional codes to profiles.**
- **Virtual senders is a set of rules for real senders and a powerful tool for fine messaging tuning.**
- **Market is a module for working with data about products and orders of an online store.**

User profiles

Managing Altcraft user profiles is available both in User interface and in Administrative panel. This article contains information about the User interface procedure. To manage user accounts in the main menu select Settings → Users:

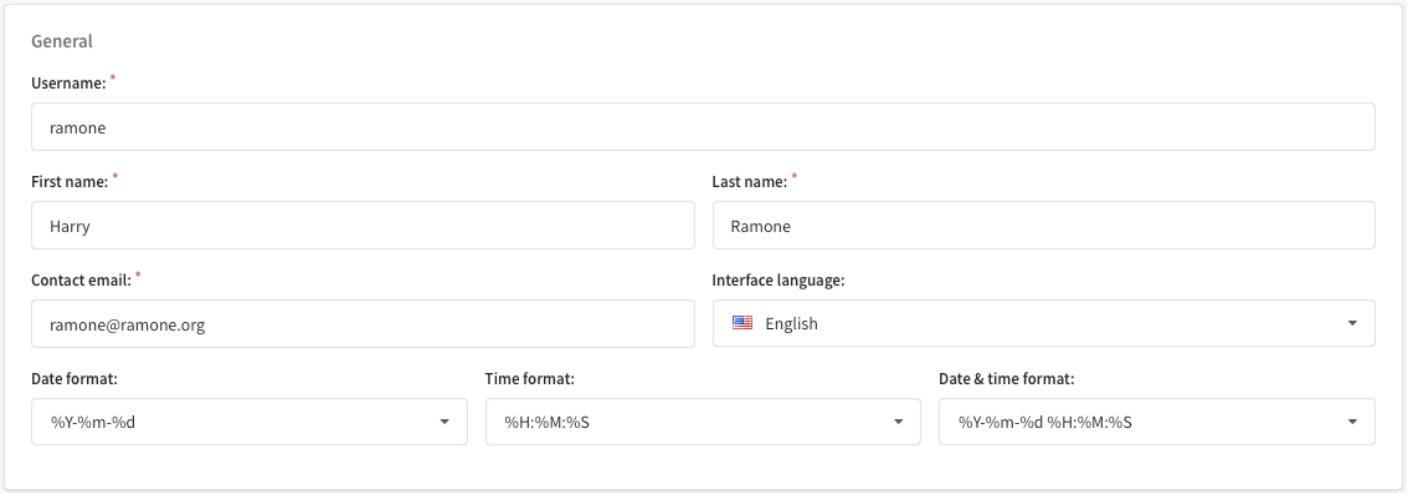


The list you will see contains the existing account users. You can edit or remove a user in a context menu on the right side of the list. To edit a user you can as well click on the record's name. To create a new user click + Create in page header.

General settings

In user General settings section specify the following data:

- **Username — a unique name to be used in login credentials (username@accountname).**
- **First name — user's first name.**
- **Last name — user's last name.**
- **Contact email — email address for login credentials.**
- **Interface language — select between English and Russian.**
- **Date and time formats — set the preferred date and time display formats.**



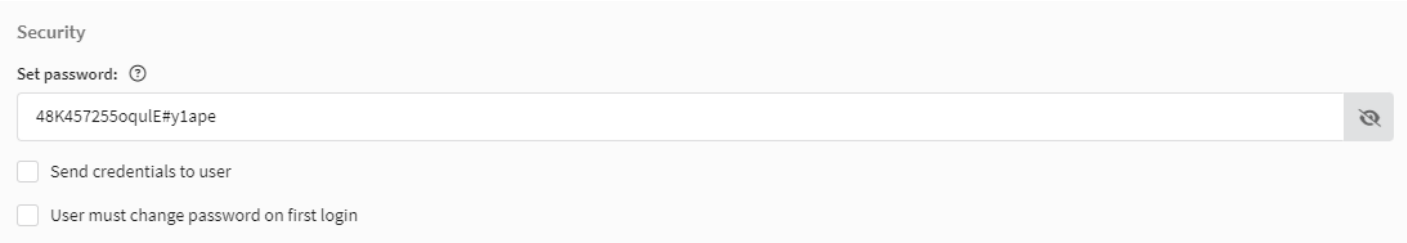
TIP

In case authorization is configured via LDAP using your company's directory service — this directory service login will be used together with Altcraft account name: user@company@account**. The password is thus set within the directory service as well.**

Password and authorization

In Security section you can set and change user's password. When you set a new password you can send new credentials to user's contact email — select Send access information to user option and save changes.

This section will also keep information about the user's latest login — time and IP address.



NOTE

In case LDAP only is specified for the account in LDAP access settings, managing passwords from User interface loses power.

Access to account objects

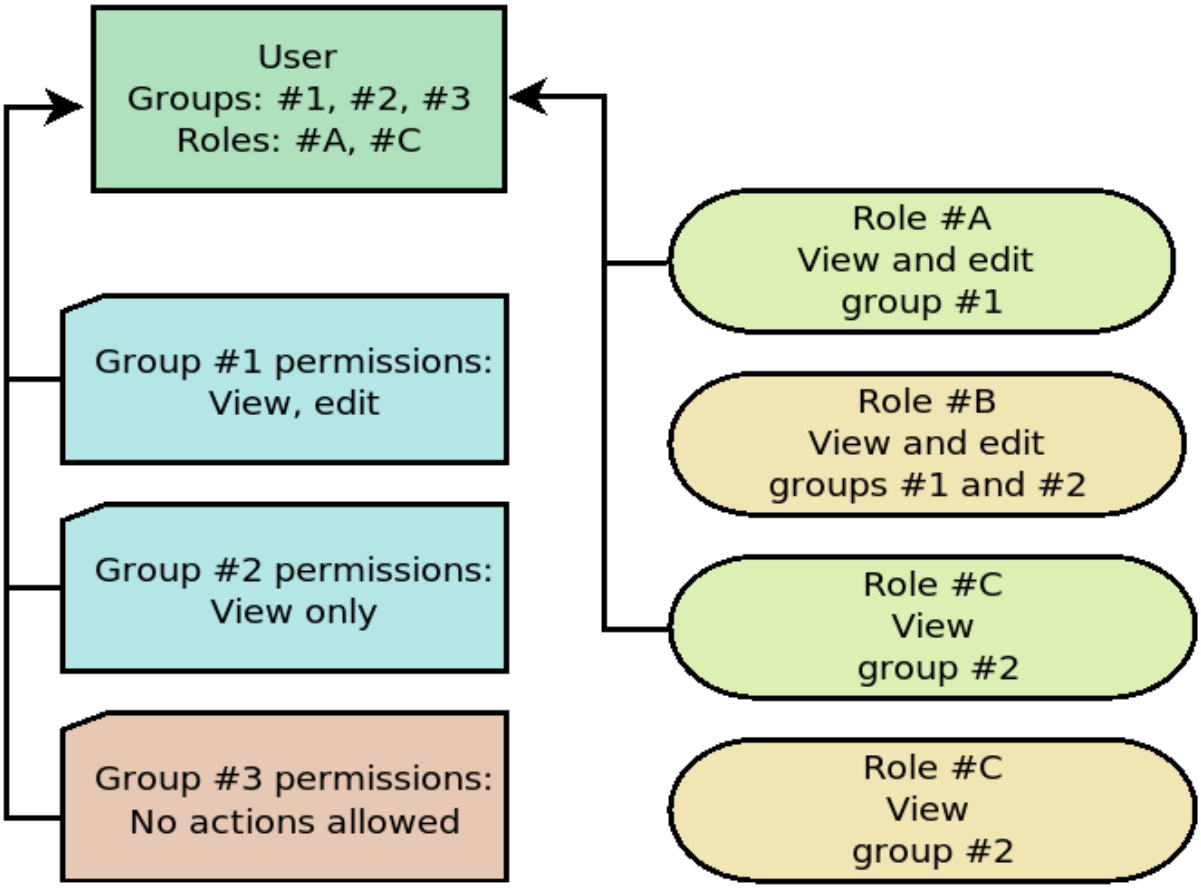
In Access section you can configure which actions in which object groups users are permitted to perform:

- **Master user — such users will have unlimited access to all account objects (Main group) with no role restrictions. Settingssection of the main menu is available for master users — they can manage other user profiles, groups and roles.**
- **Active user — this option activates the user profile.**
- **Assigned roles — access roles, defining user permissions.**
- **Assigned groups — account object groups.**



The diagram on the right displays how user groups and roles work together once assigned.

If a role does not work with a group, assigned to a user — adding this role will cause no effect, as user won't have action permissions for this group — even to view objects.

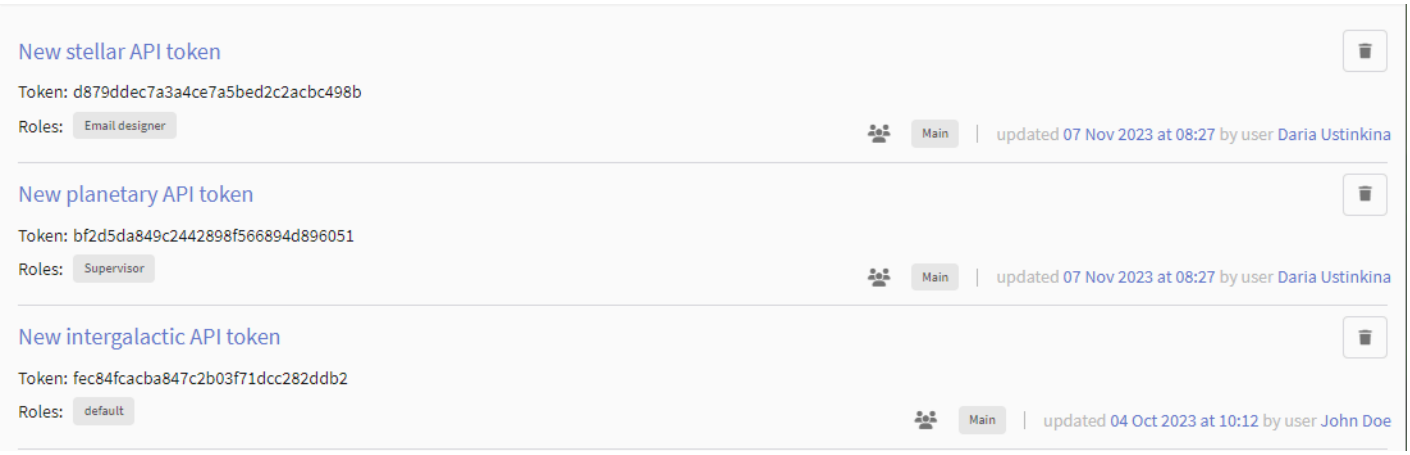


CAUTION

If a role works with a group that is unavailable for a user - it will remain unavailable.

API tokens

API tokens are used for accessing certain platform functions via API. A master user can view, create, edit or delete tokens in Settings → Tokens:

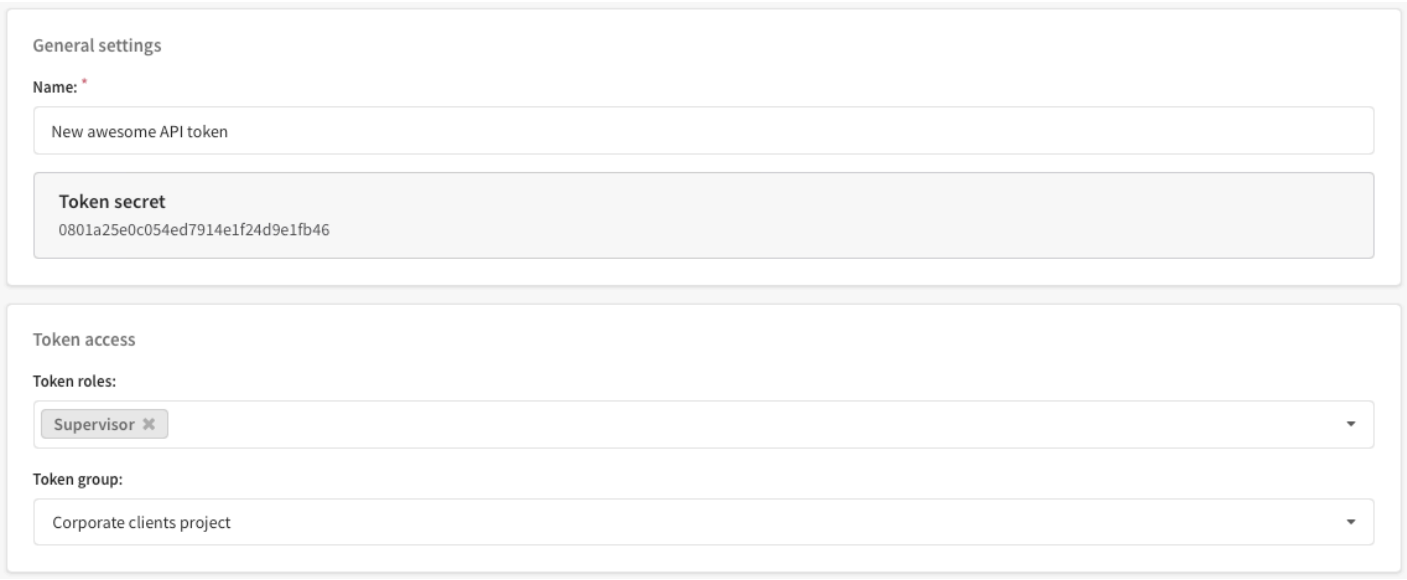


The list you will see contains the existing API tokens. You can edit or remove a token in a context menu on the right side of the list. To edit a token you can as well click on the record's name. To create a new API token click + Create in page header.

For a new token choose a unique name - or leave a system-generated name be. The token itself will get available after you save changes. Token access settings are pretty much the same as user profile settings: assign the necessary groups and roles to a token as you would to a live user.

CAUTION

A token with Main group assigned can access objects from any other group as well.



Two-Factor Authentication (2FA)

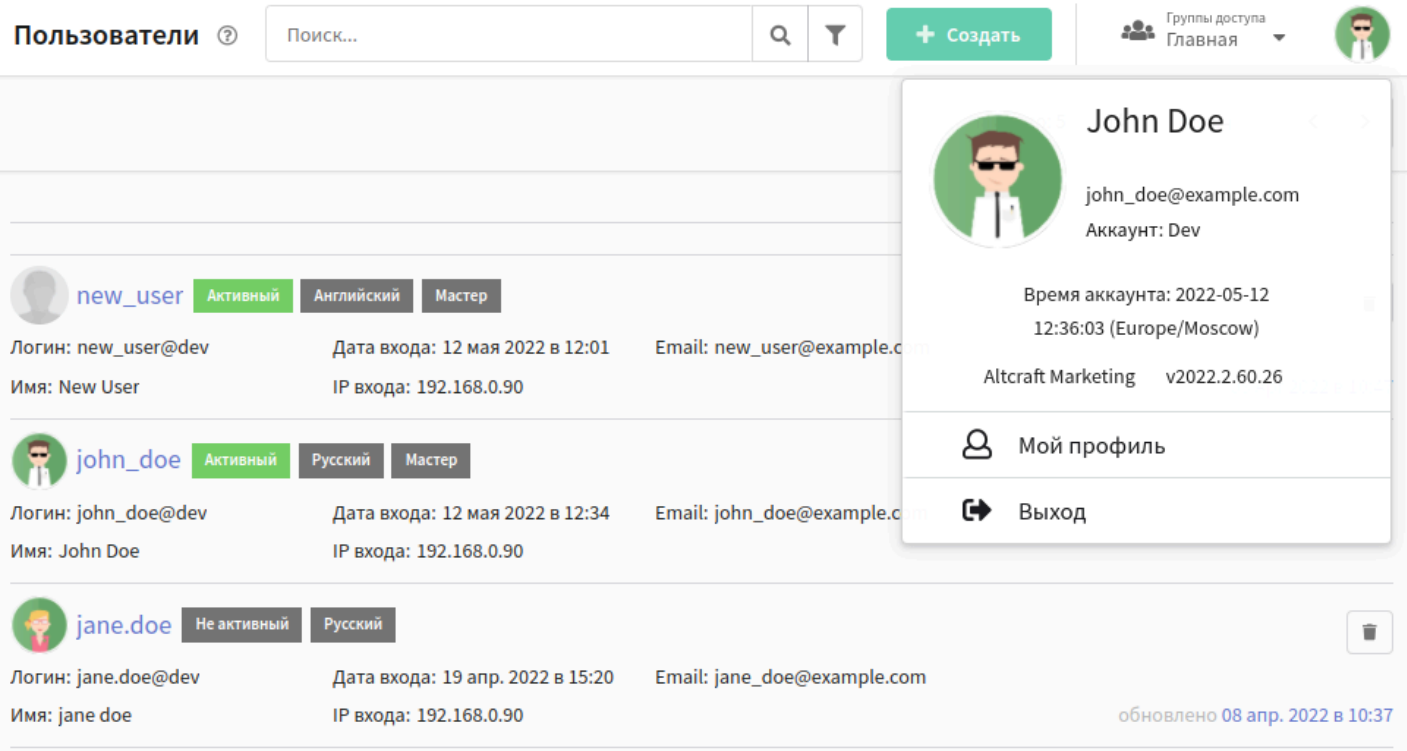
Two-Factor Authentication (2FA)

Description

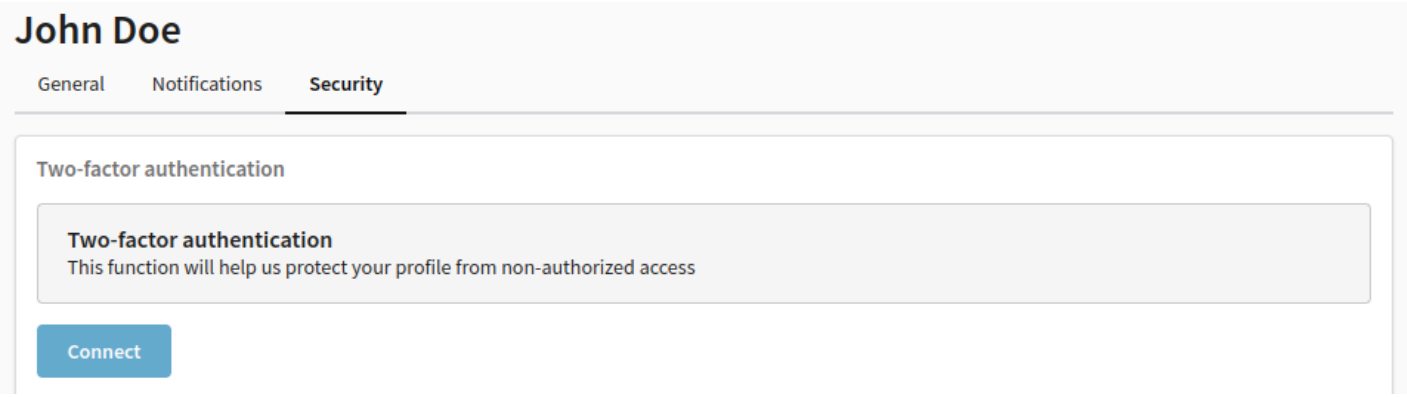
Two-factor authentication (2FA) is a security system that requires not only your username and password but also a special code sent to you. To authenticate, you will need a one-time code generator. For example, Google Authenticator. Once you've enabled 2FA, entering a six-digit code will become a mandatory step every time you log in to the platform.

How to Enable 2FA for an Individual User

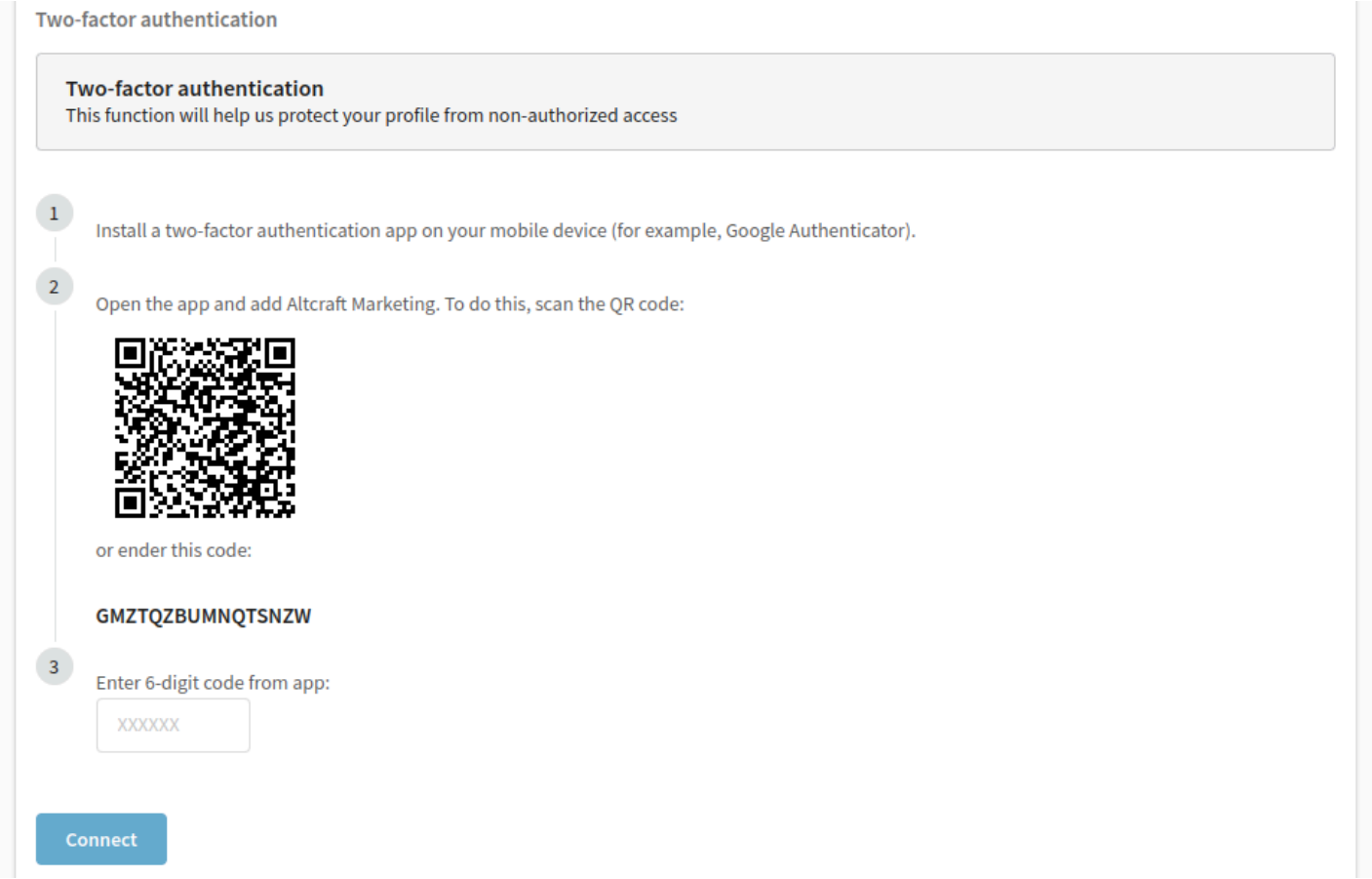
1. Go to your profile settings. To do this, click on the profile picture in the upper right corner. Next → My profile .



2. Go to Security settings. In the Two-factor authentication block, click "Connect":



3. The instruction will open. Follow the steps: download the application, add Altcraft Marketing in it and enter the six-digit code sent to you. Then click "Connect".



4. A list of recovery codes will appear on the page. Use them to restore access to your account in case of loss of the device on which the 2FA application is installed. Each recovery code can only be used once. It will be impossible to open this list again, so copy it and store it in an accessible place.

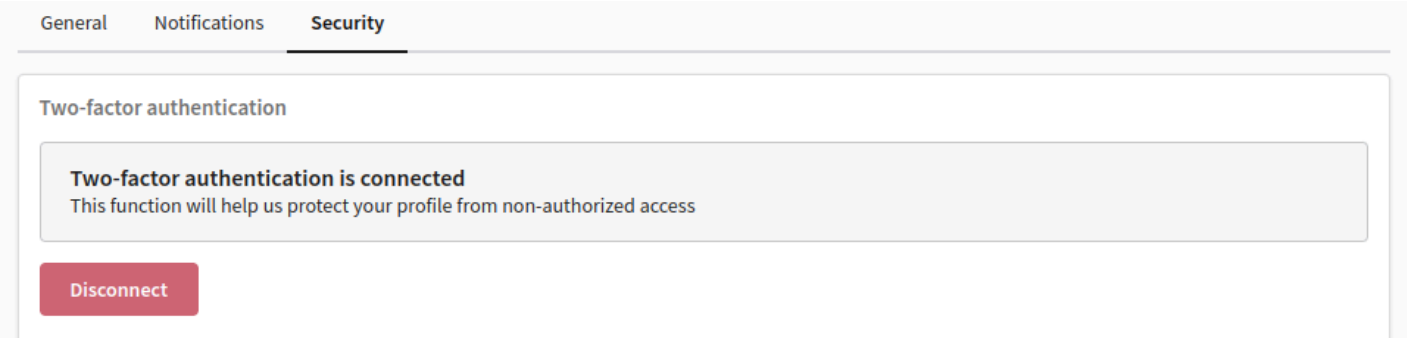
The 2FA setup is complete. Now, every time the user logs in to the platform, they will have to enter not only their username and password but also a six-digit code sent to them in the authentication application.

Information about successful and failed login attempts will be displayed in Login history:

Login history

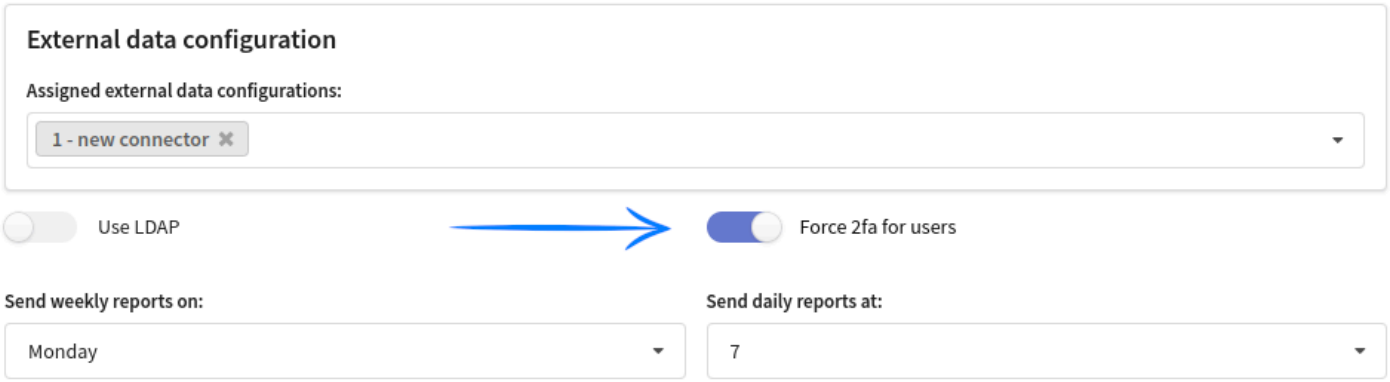
Login date	Device	Browser	Place	IP
2022-04-11 11:32:18 (successful)	web	Chrome	-	192.168.0.1
2022-04-10 10:02:09 (successful)	web	Chrome	-	192.168.0.1
2022-04-09 13:45:30 (unsuccessful)	web	Chrome	-	192.168.0.1
2022-04-09 13:45:21 (unsuccessful)	web	Chrome	-	192.168.0.1
2022-04-08 16:10:09 (successful)	web	Chrome	-	192.168.0.1

If you no longer need two-factor authentication, click on “Disconnect”:

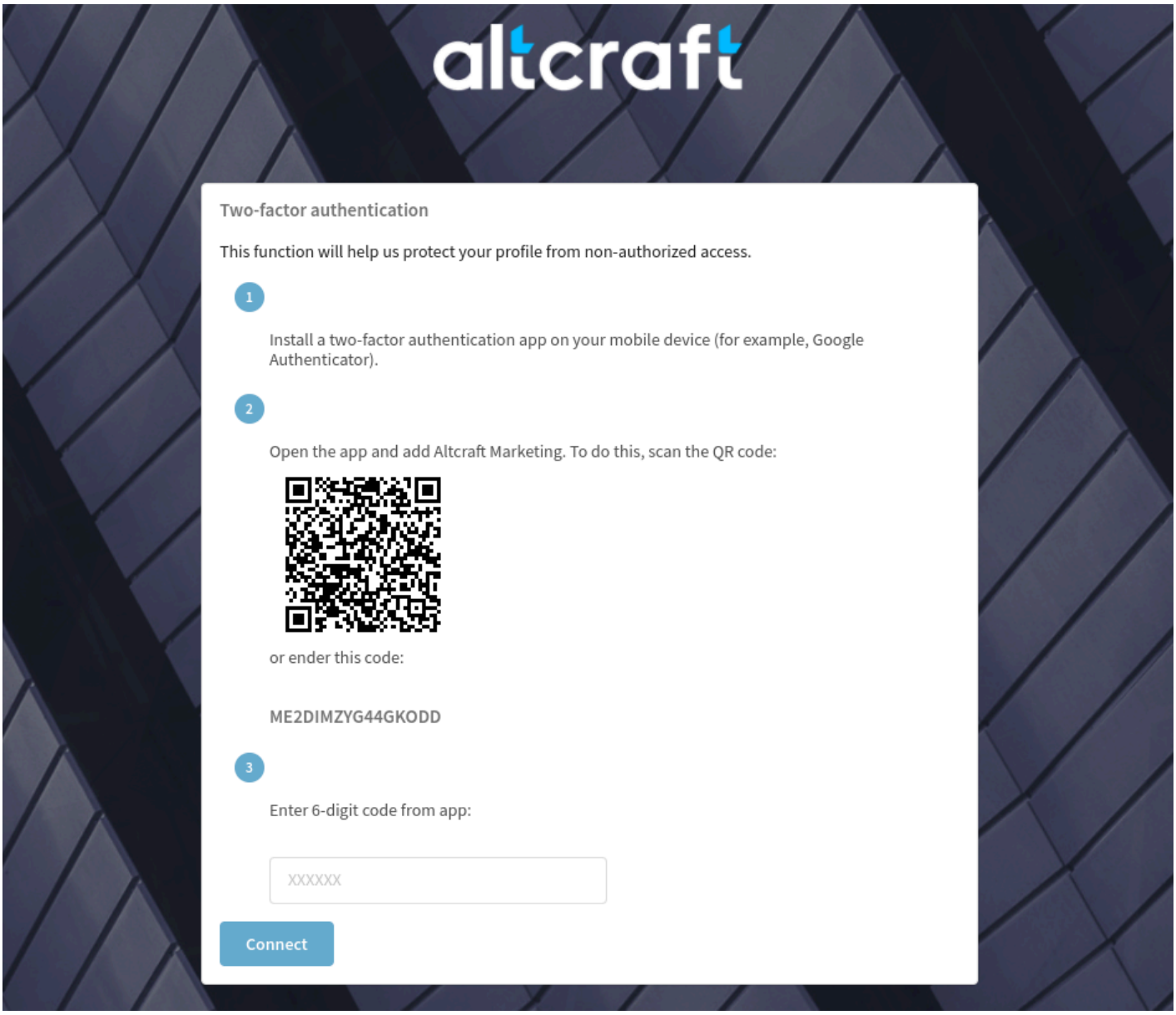


How to Enable 2FA for All Account Users

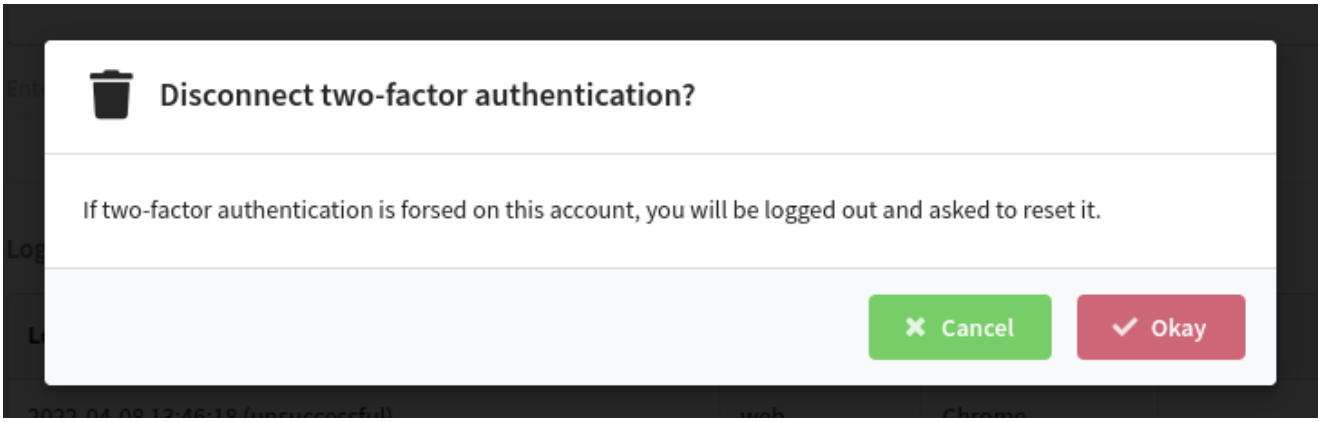
To enable mandatory two-factor authentication for all accounts, the platform administrator must activate the Force 2fa for users in account settings in the Administration Panel:



Once you've activated mandatory 2FA, any user will have to set up two-factor authentication to log in to the platform. The setup window will open when the user enters the correct username and password:



If two-factor authentication is mandatory for all accounts, the user won't be able to disable it. If they click on "Disconnect" a warning window will pop up:



If, despite the warning, the user disables 2FA, he will be logged out from the platform. To log in, he will need to reconfigure 2FA.

Connections

Connections

Description

Connections let you authorize in external systems to expand Altcraft Marketing capabilities with the functionality of these systems. You usually need an account in an external system with API access rights to create such a connection.

Connection settings

In the main menu click “Settings” → “Connections”.

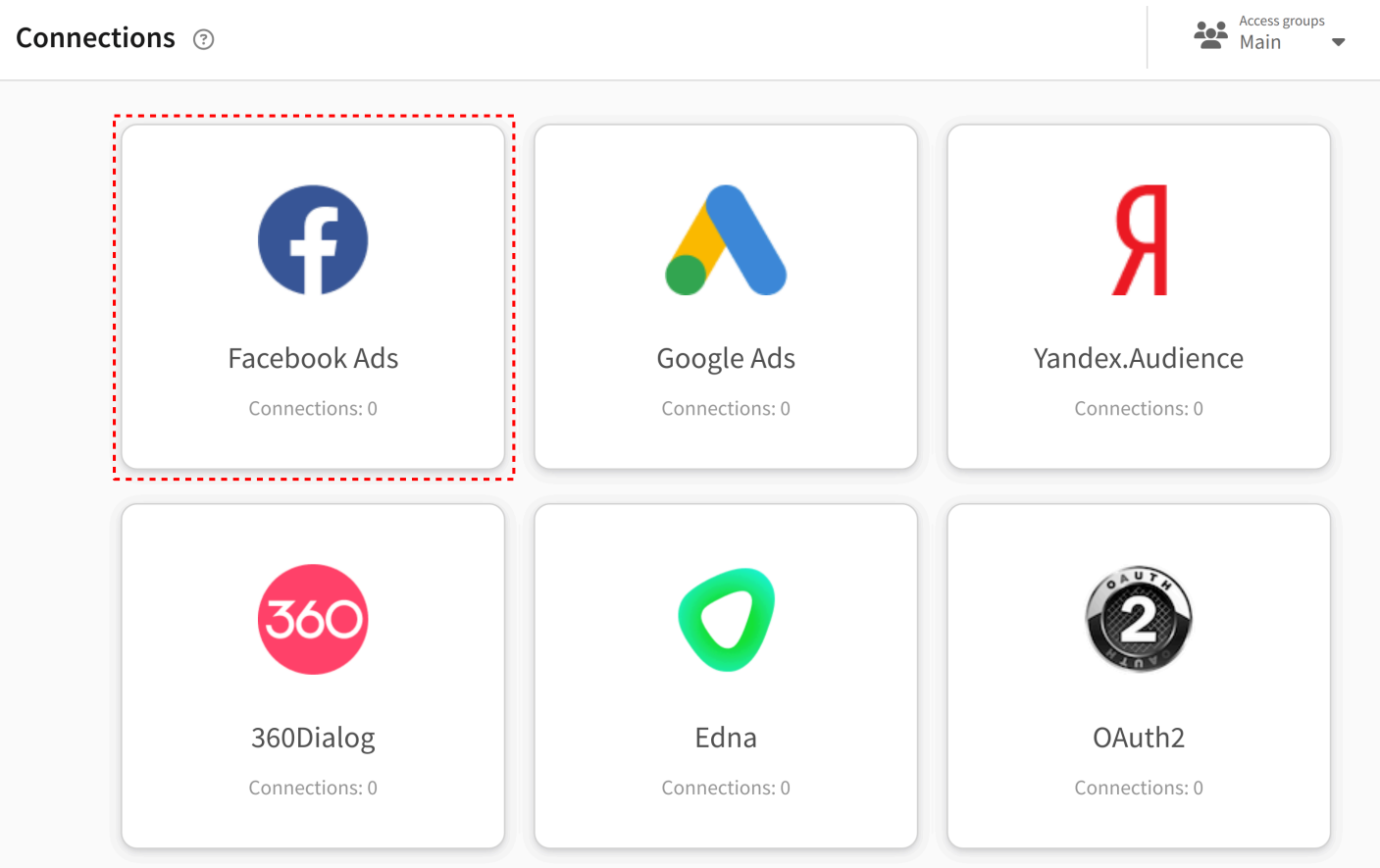


Available connections

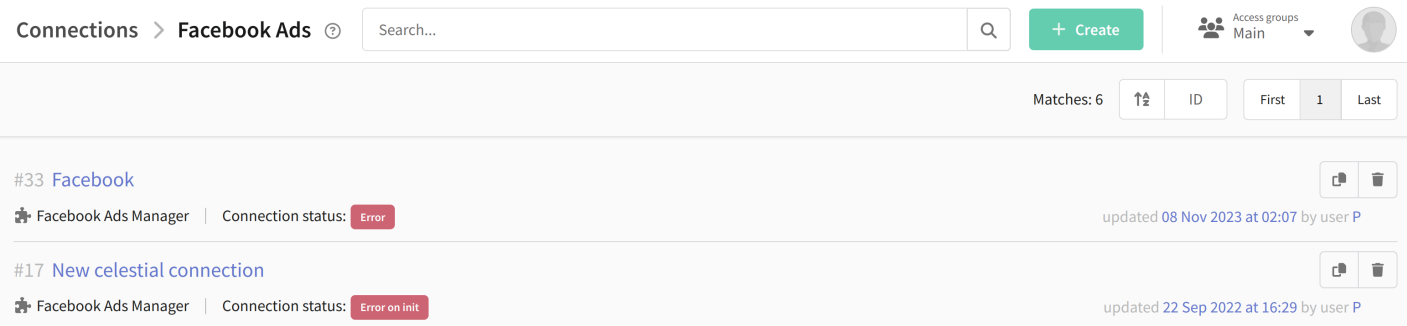
Connection to Facebook Ads Manager

Connection to Facebook Ads Manager

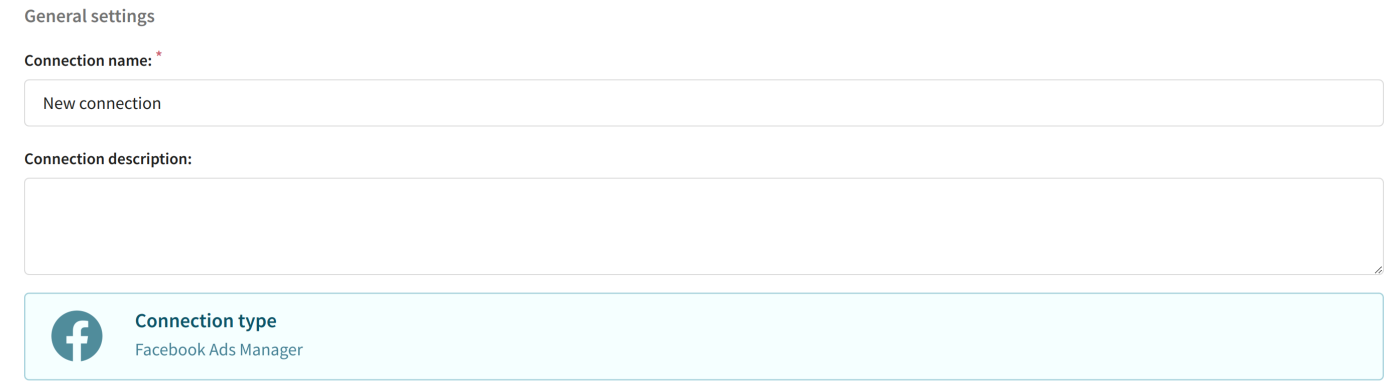
In the main menu, go to Settings → Connections. Select connection type — *Facebook Ads.**



A list of all configured Facebook* connections will be shown. To add a new one, click + Create:



In the general settings enter the name and the description of the new connection and select the connection type.



You need Facebook* application data to connect to Facebook*. The platform will interact with the Facebook* Marketing API via the Facebook* app.

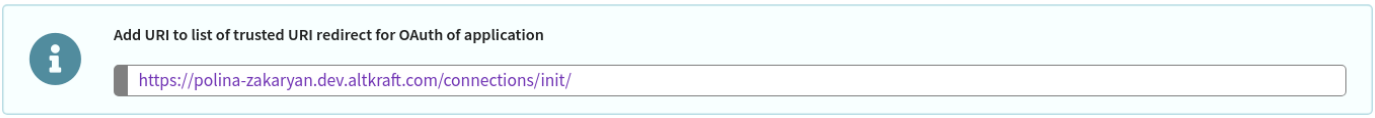
You can create this app on the page https://developers.facebook.com/apps/.

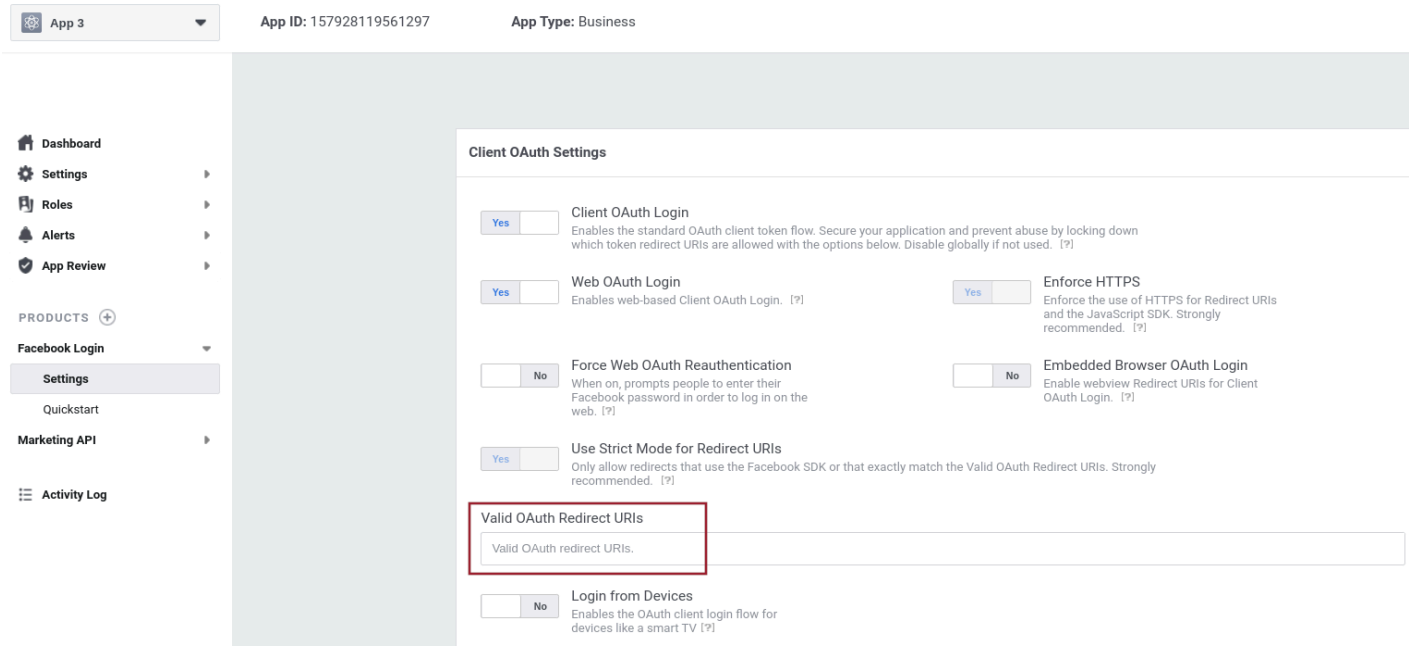
The app you need to create should have the type “Business”. You can read the documentation here: https://developers.facebook.com/docs/development/create-an-app

First of all, find [the app panel](#) and go to the “Products” section. Here you need to add:

- **API Marketing**
- **Facebook* Login**

In the settings of the *"Facebook Login" product, you need to add URI to list of trusted URI redirect for OAuth of application:**





CAUTION

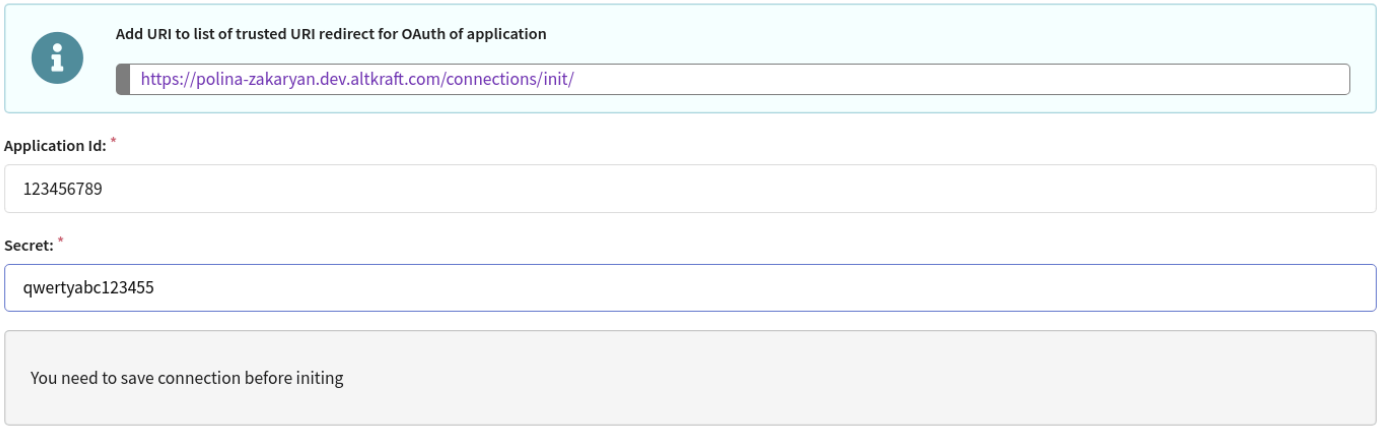
The app must have ads_management rights. In most situations, standard access will be enough (see https://developers.facebook.com/docs/marketing-api/overview/authorization/)

In the Altcraft platform, the configuration consists of the following steps:

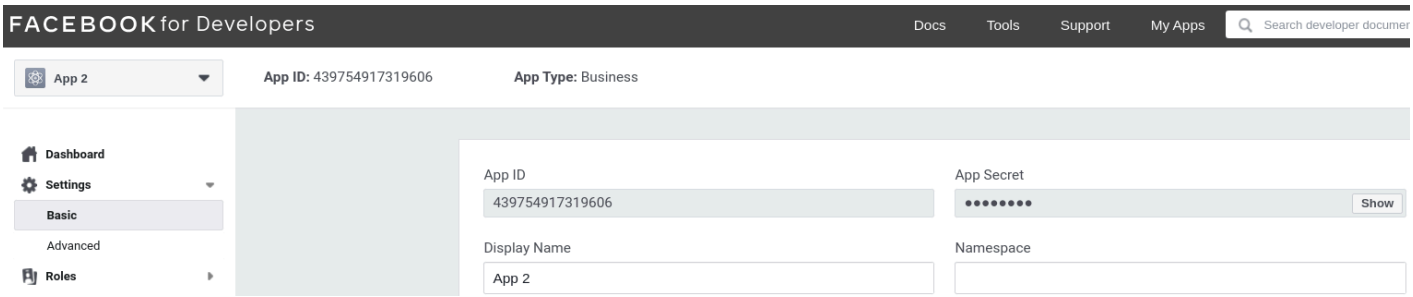
- **Pre-configure Facebook* connection**
- **Connection initialization**
- **Choose an ad account**

Pre-configure Facebook connection

Before initializing the connection, you need to fill in the fields of the following form.

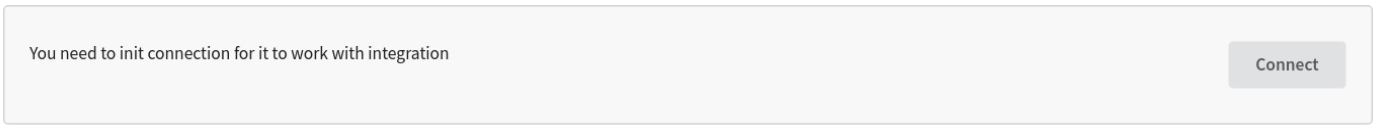


Application ID and Secret can be found on [the panel app] in the settings:



You need to save the connection and only then continue.

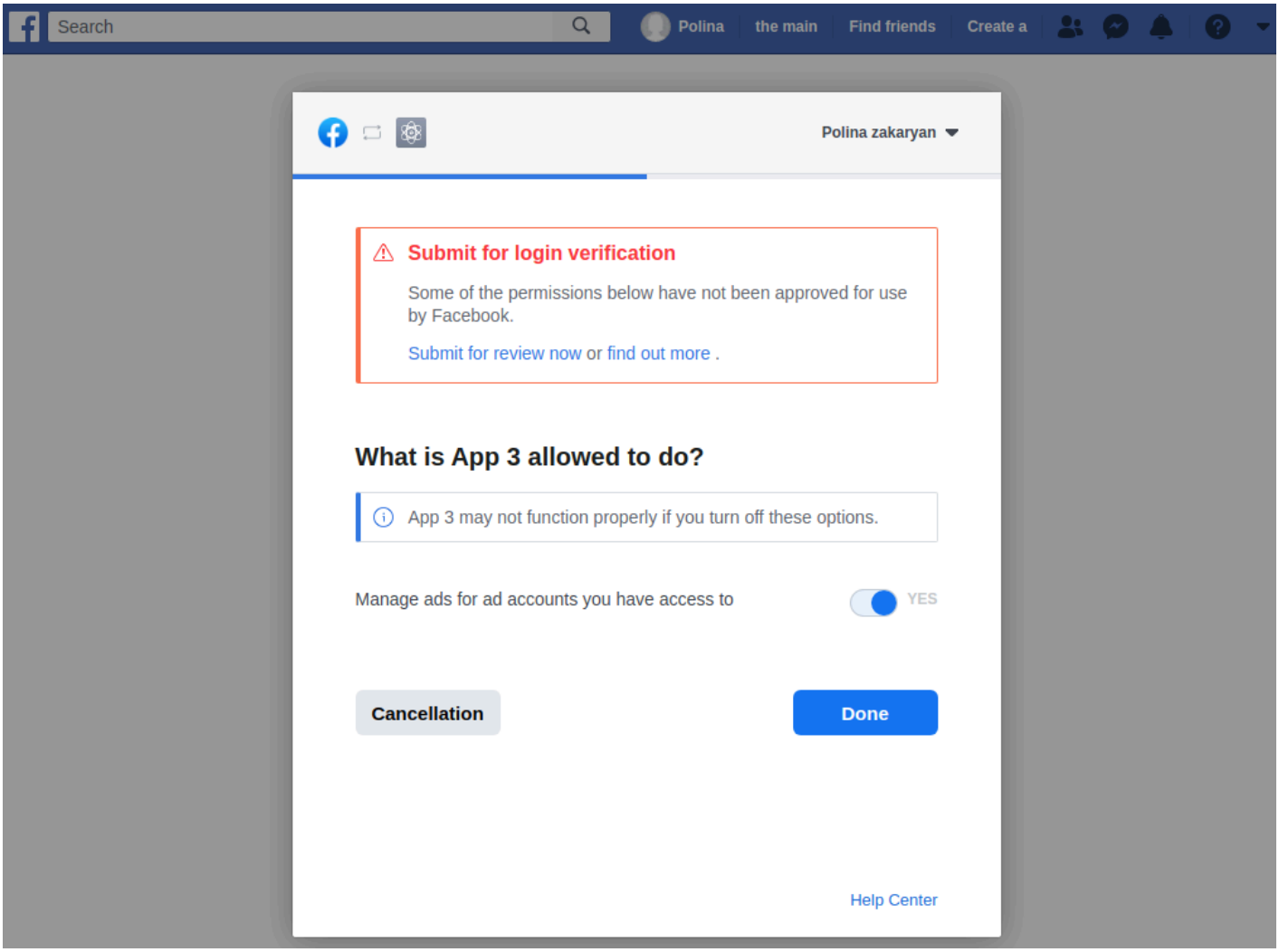
After that, you'll see the "Connect" button:



Connection initialization

When you click on the "Connect" button, you will be redirected to Facebook* and then you will get an offer to log in. You need to log in using a profile that has the rights to manage campaigns in the target ad account.

After that, the rights to manage ads for your app on behalf of the profile and with profile rights will be requested.



Choose a Facebook ad account

If you've done with the previous steps without errors, then you just have to select an advertising account that you can use to interact with this connection.



When you select an account, you can get some errors. For example, if you haven't accepted the terms of service yet. In this case, you must accept the terms of service and update your accounts.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

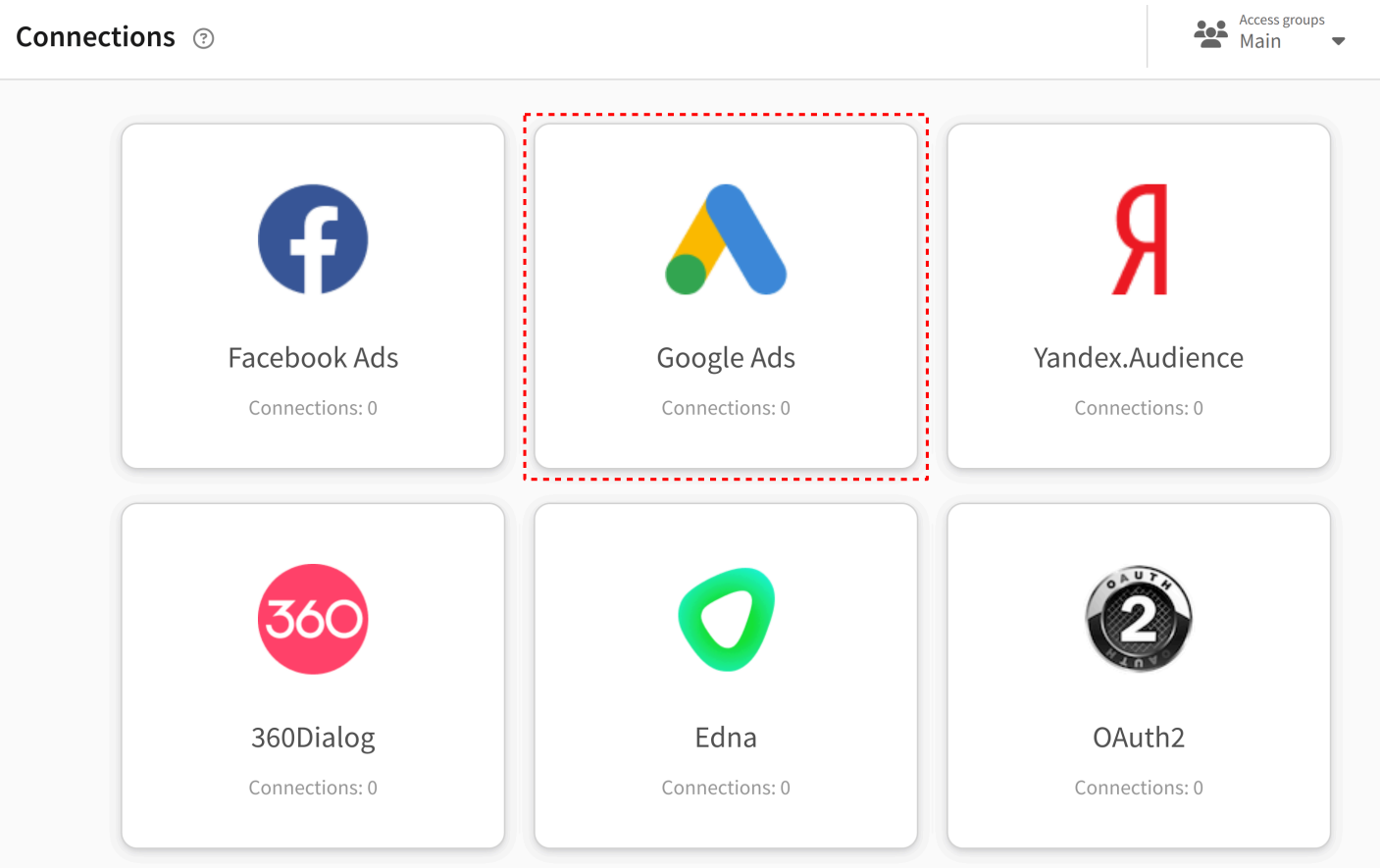
Connection to Google Ads

Connection to Google Ads

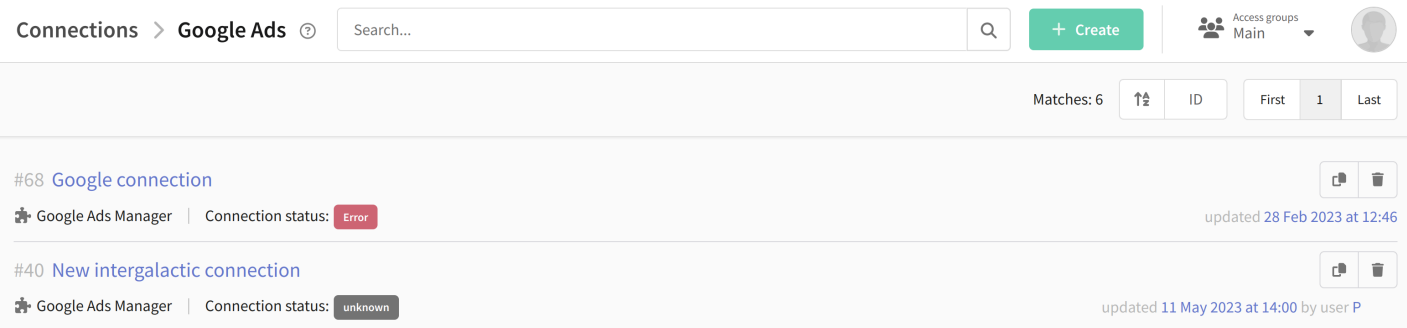
Google Ads is an advertising service by Google for businesses that want to display ads on Google search results and its advertising network (Gmail, YouTube, etc).A connection links your Google Ads account to Altcraft Platform. You can then use this connection to set up your Google Ads integration and sync your Altcraft static segments with your Google Ads audiences.

How to create a connection

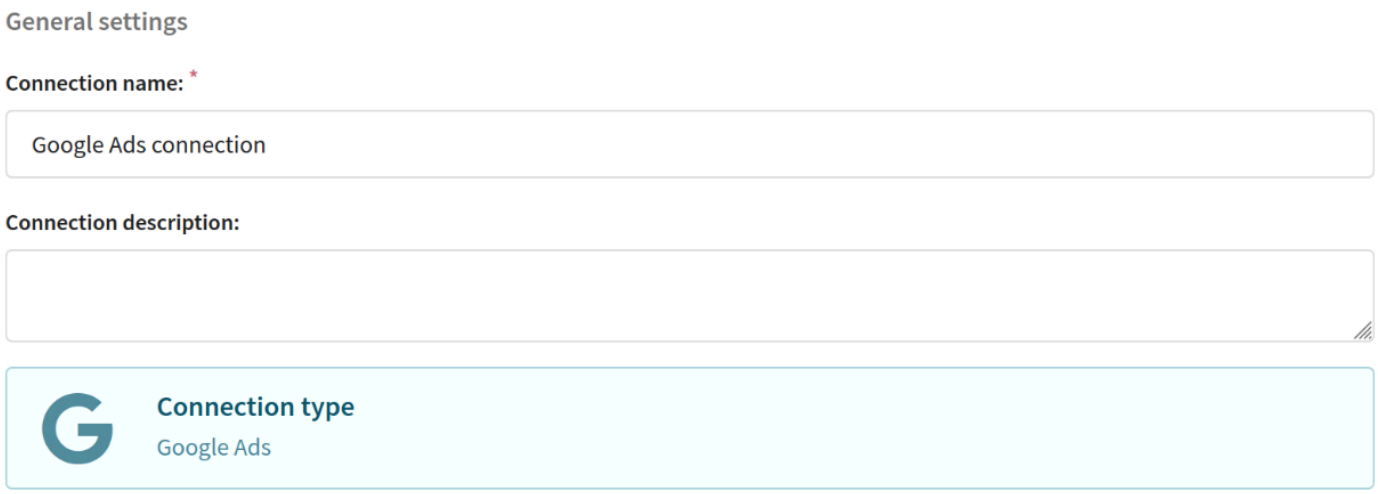
In the main menu, go to Settings → Connections. Select connection type — Google Ads:



A list of all configured Facebook* connections will be shown. To add a new one, click + Create:



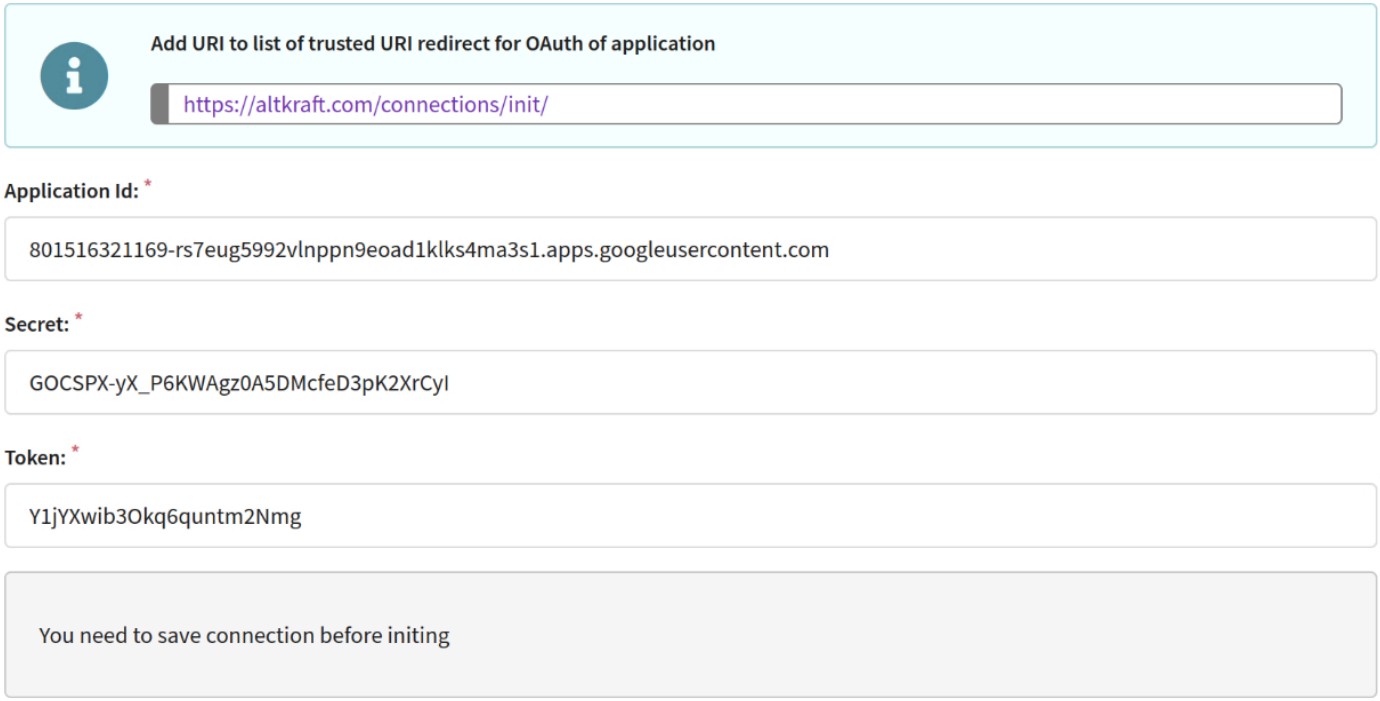
In the general settings, specify the name of the connection and, if necessary, its description:



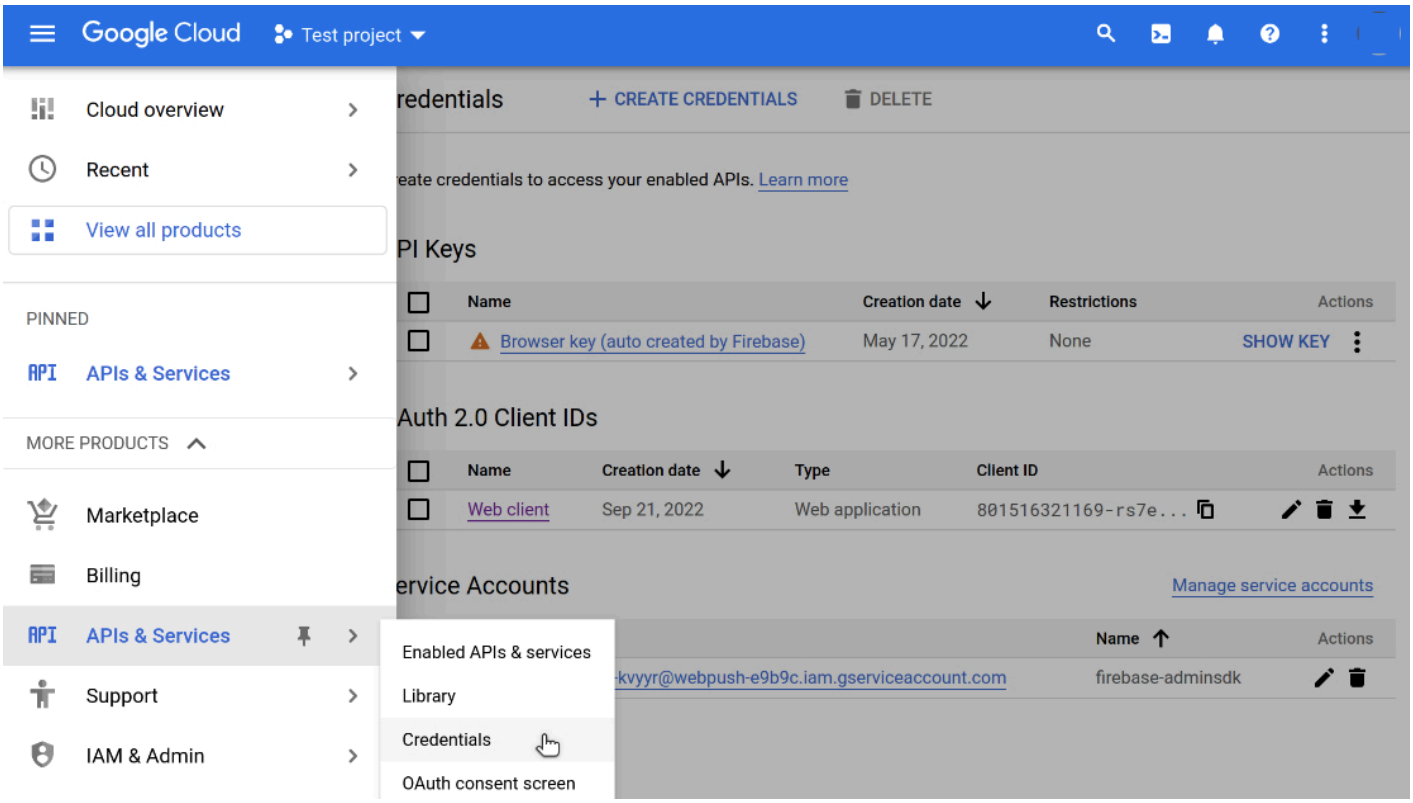
Step 1. Pre-configure Google Ads connection

Connecting to Google requires data from a Google application through which the platform will interact with Google Ads. If you don't have an app yet, create one by following the link: https://console.cloud.google.com/.

Enter application data into the platform:



You can find the App ID and Secret in Google Cloud. To do this, go to the APIs & Services → Credentials section and click on the required OAuth 2.0 Client ID to view the data:



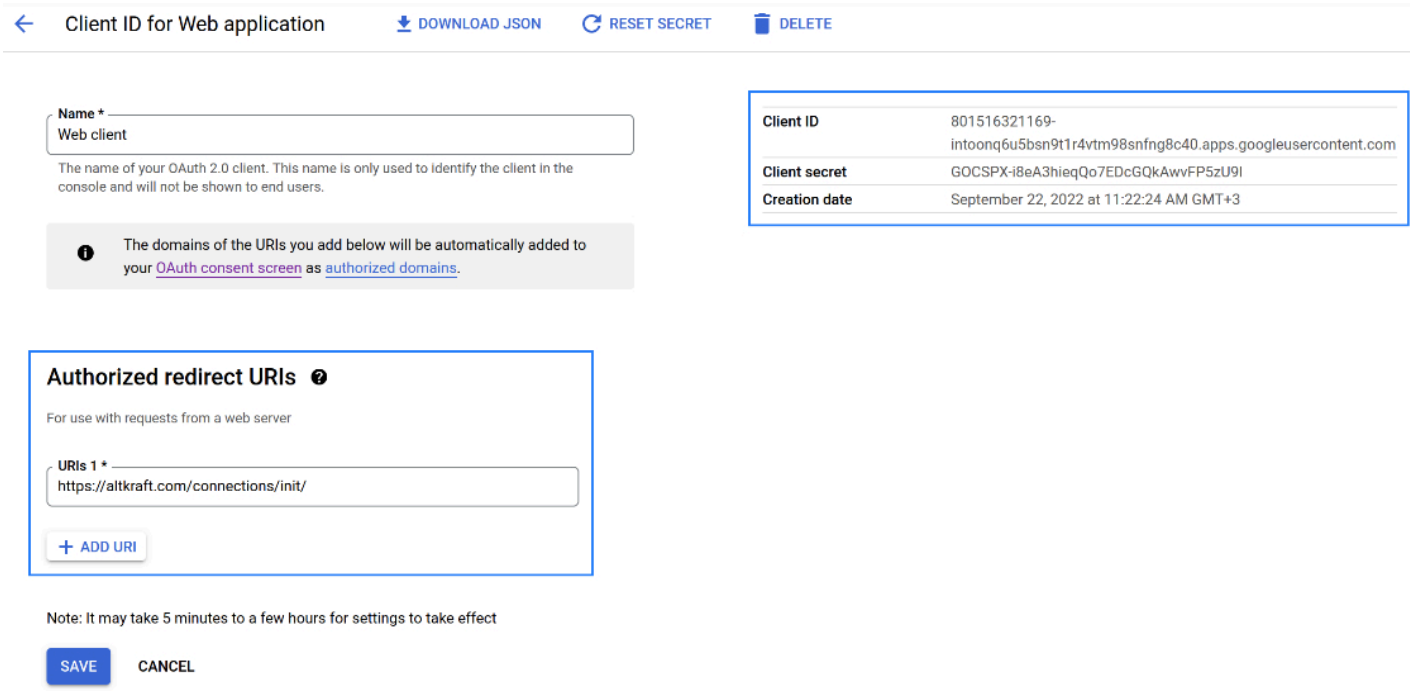
TIP

To create new OAuth 2.0 Client IDs, click the “Create credentials” button at the top of the page. Select OAuth 2.0 Client ID and select Web application as the application type.

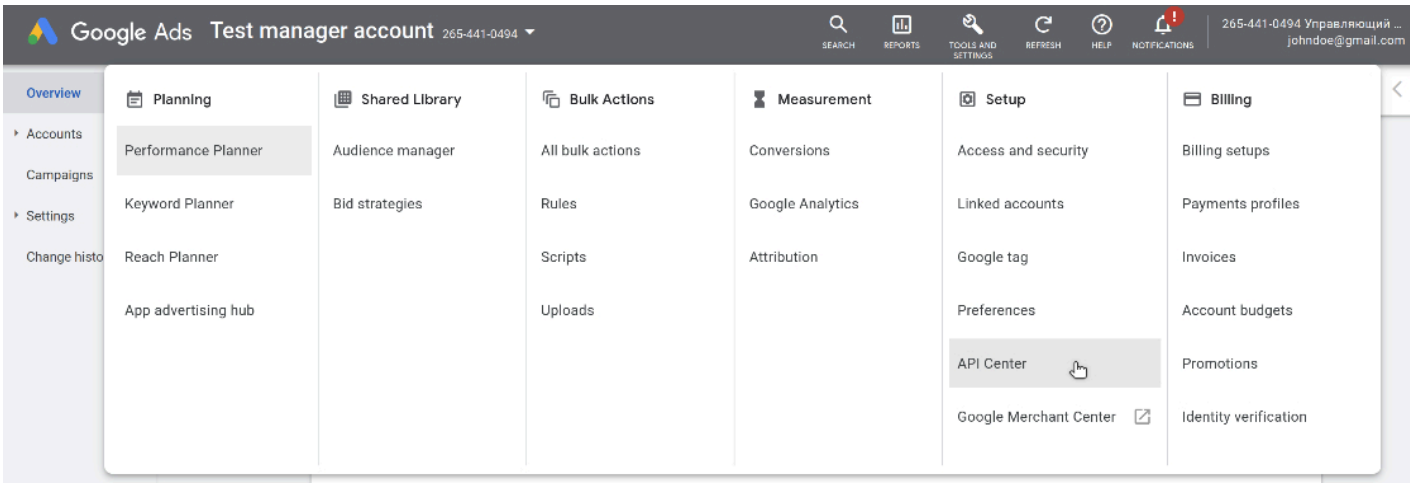
When viewing the created OAuth 2.0 Client ID, in the right block you will find:

- **Client ID — application ID,**
- **Client secret — secret.**

In the “Authorized redirect URIs” block, add the URI you received in Altcraft Platform when setting up the connection. Don’t forget to save your changes.



To get a token, sign in to your Google Ads manager account. Next, go to Tools and Settings → API Center and copy your Developer token.



TIP

Read more about obtaining a token in the documentation.

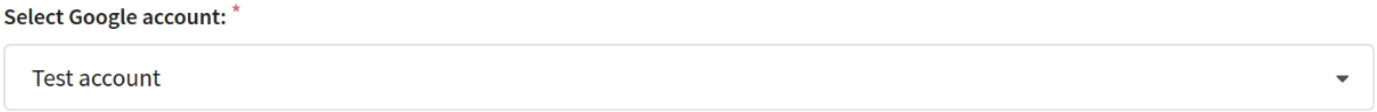
Step 2. Initialize Google connection

Once you have entered the Google App data into the platform, save the connection by clicking “Apply”. After that, the “Connect” button will appear. When you click on it, you will be redirected to Google and asked to log in. Log in to confirm access rights for Altcraft Platform.



Step 3. Choose a Google Ads account

If the previous steps completed without errors, select the ad account you want to interact with through the created connection:



Connection statuses

Status	Description
Ready to work	**The connection has been successfully configured and can be used to upload static segments to Google Ads.**
Connecting	**Connection in progress. A possible reason is that when you set up the connection, you did not log in to Google and did not grant rights.**
Connected	**The connection is not fully configured, additional steps are required. For example, you need to select a Google account.**

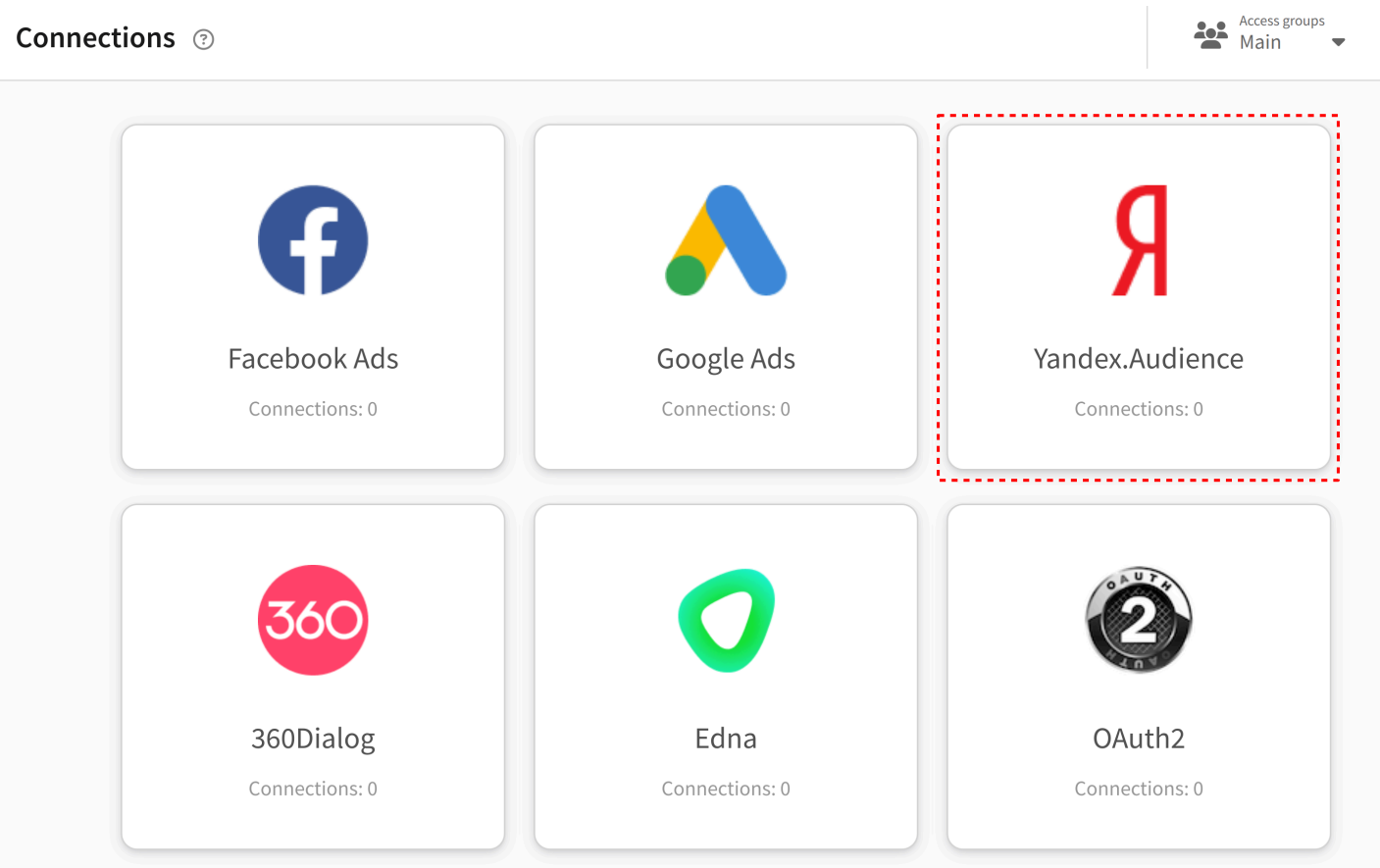
Status	Description
Error	**An error occurred while working with the API that requires reconnection. In this case, you need to make sure that the user has access rights.**
Error on init	**An attempt to set up a connection failed.**

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

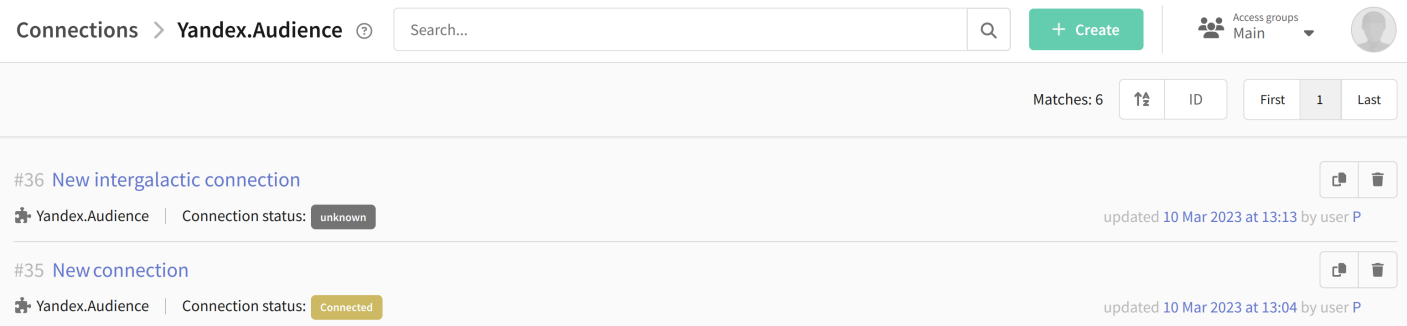
Connection to Yandex.Audience

Connection to Yandex.Audience

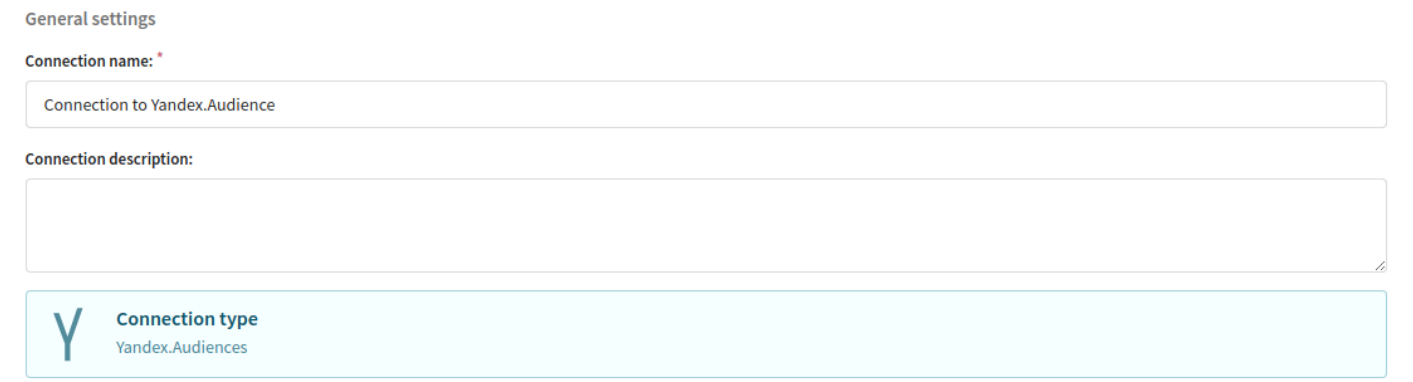
In the main menu click “Settings” → “Connections”. Choose Yandex.Audience:



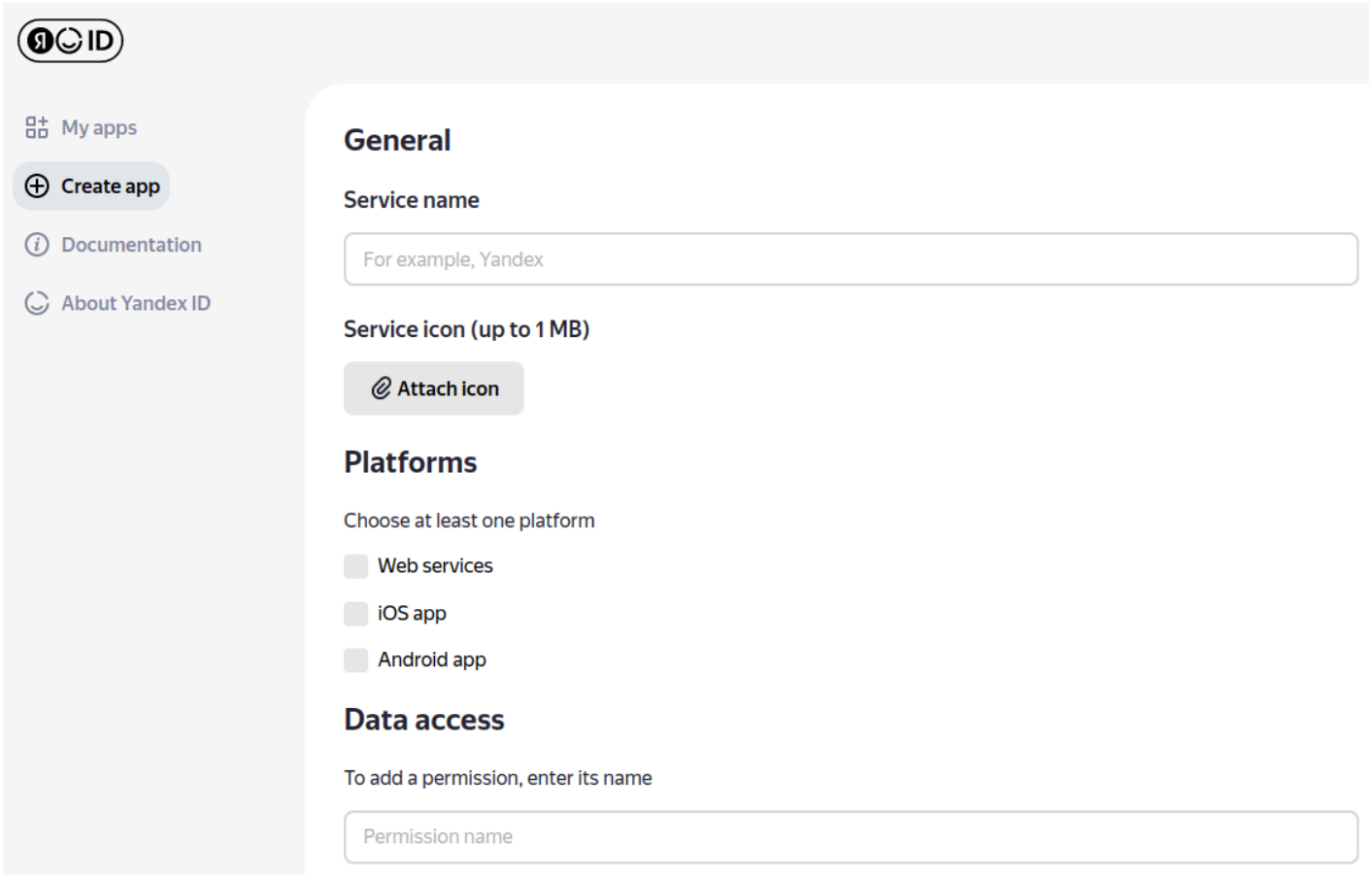
A list of all configured Facebook* connections will be shown. To add a new one, click + Create:



In the general settings enter the name and the description of the new connection:



In order to connect to Yandex.Audience, you need to register your application on the OAuth server. If you don’t have an app yet, create it here:https://oauth.yandex.com/client/new.

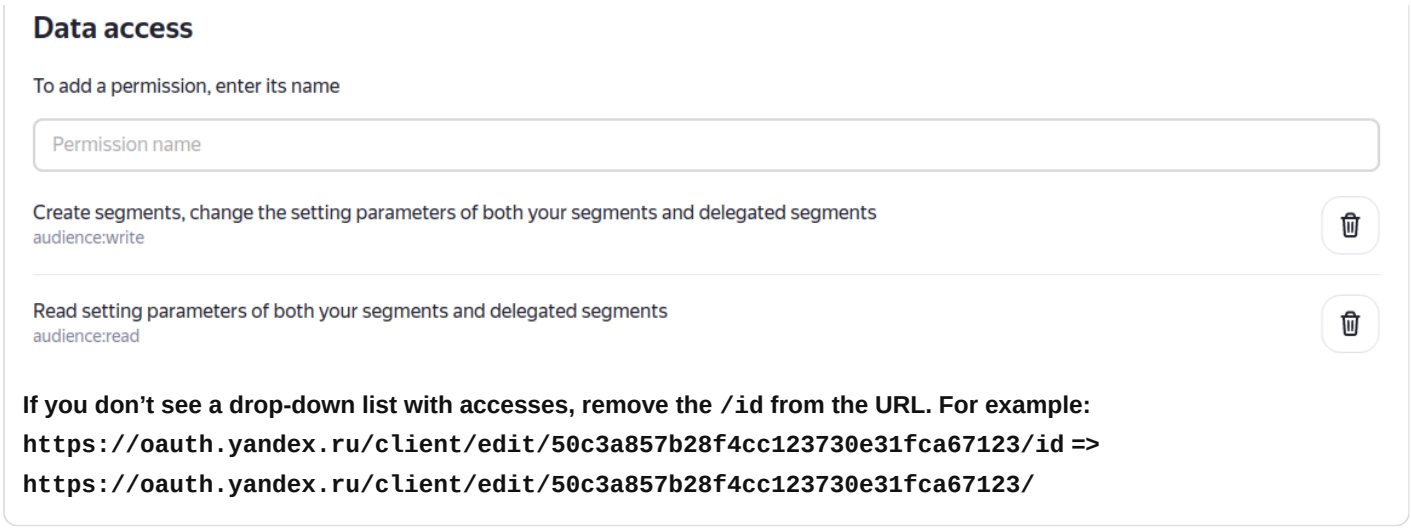


INFO

The application requires the following access:

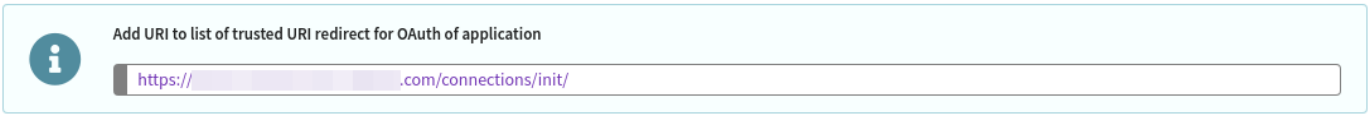
- **create segments, change the setting parameters of both your segment and delegated segments;**
- **read setting parameters of both your segment and delegated segments.**

Access can be granted both during the creation and editing of the application. To do this, go to the “Data access” section, start typing the name of the required access, and then select it from the list:

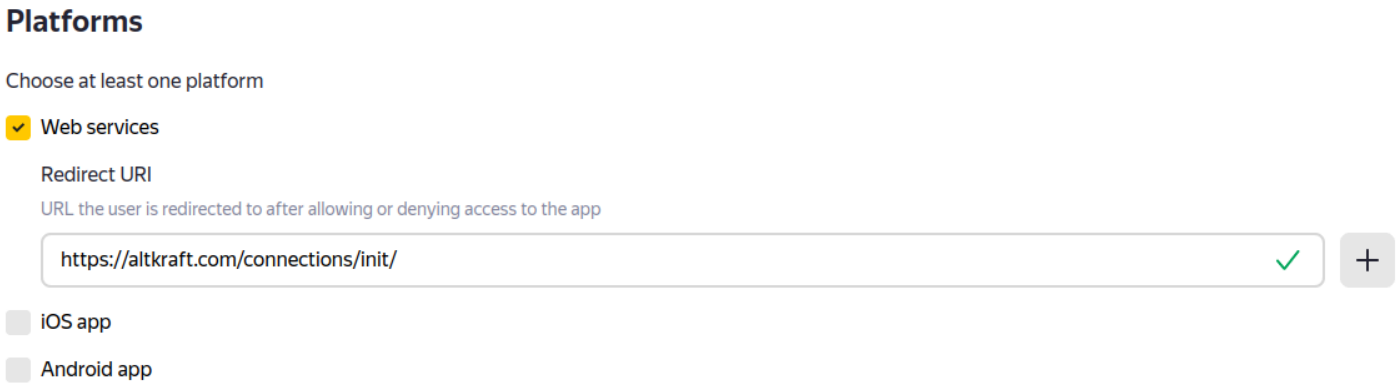


If you don't see a drop-down list with accesses, remove the `/id` from the URL. For example:
`https://oauth.yandex.ru/client/edit/50c3a857b28f4cc123730e31fca67123/id` =>
`https://oauth.yandex.ru/client/edit/50c3a857b28f4cc123730e31fca67123/`

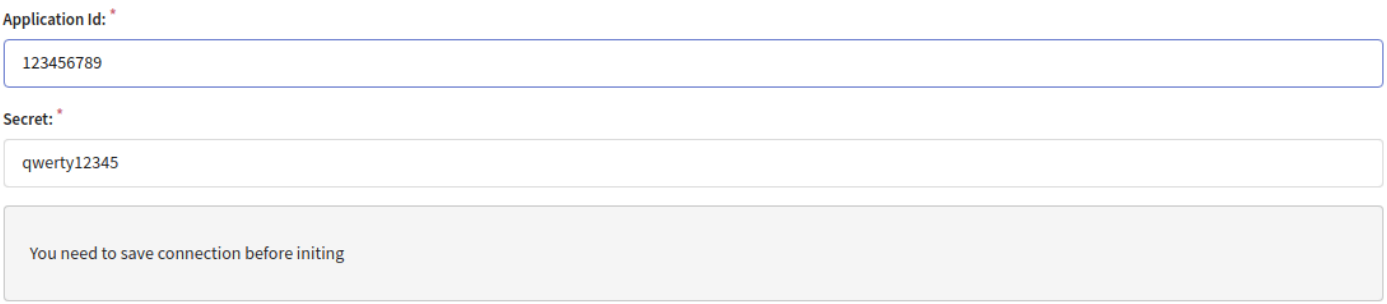
When setting up a connection in the Altcraft Marketing platform, you will get a URI. Addthis URIto the list of trusted URI redirect for OAuth of application:



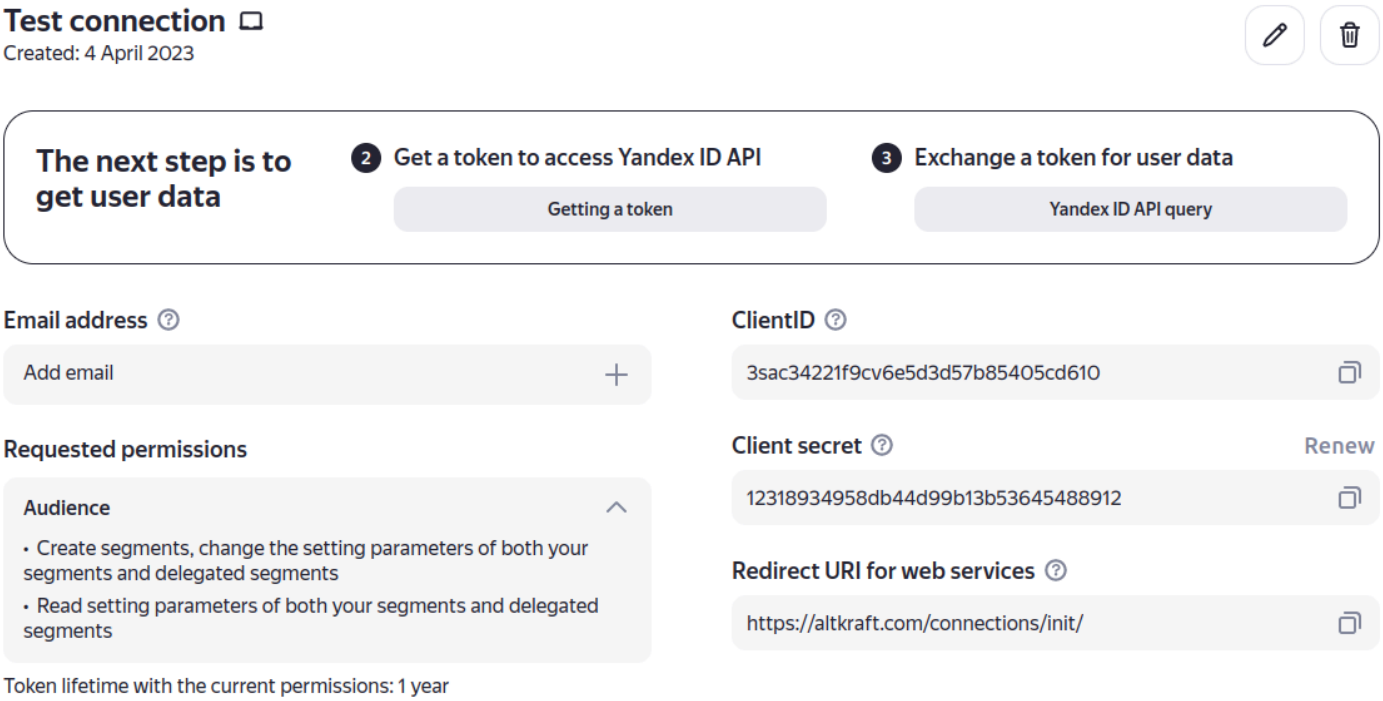
To do this, go to the "Platforms" tab when creating or editing an application. Select "Web Services" → "Redirect URI". Add your URI to the empty field and save the changes.



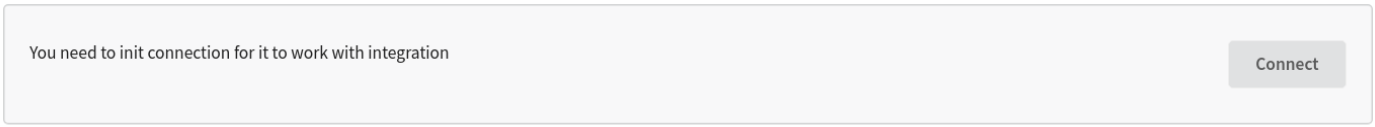
Before initializing the connection, you need to fill in the fields of the following form:



Application ID (ClientID) and Secret (Client secret) can be found in the settings section:



You need to save the connection and only then continue. After that, you'll see the "Connect" button:



When you click on the "Connect" button, you will be redirected to Yandex and then you will get an offer to log in. Once you log in, the connection is ready to go.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Connection to 360dialog

Connection to 360dialog

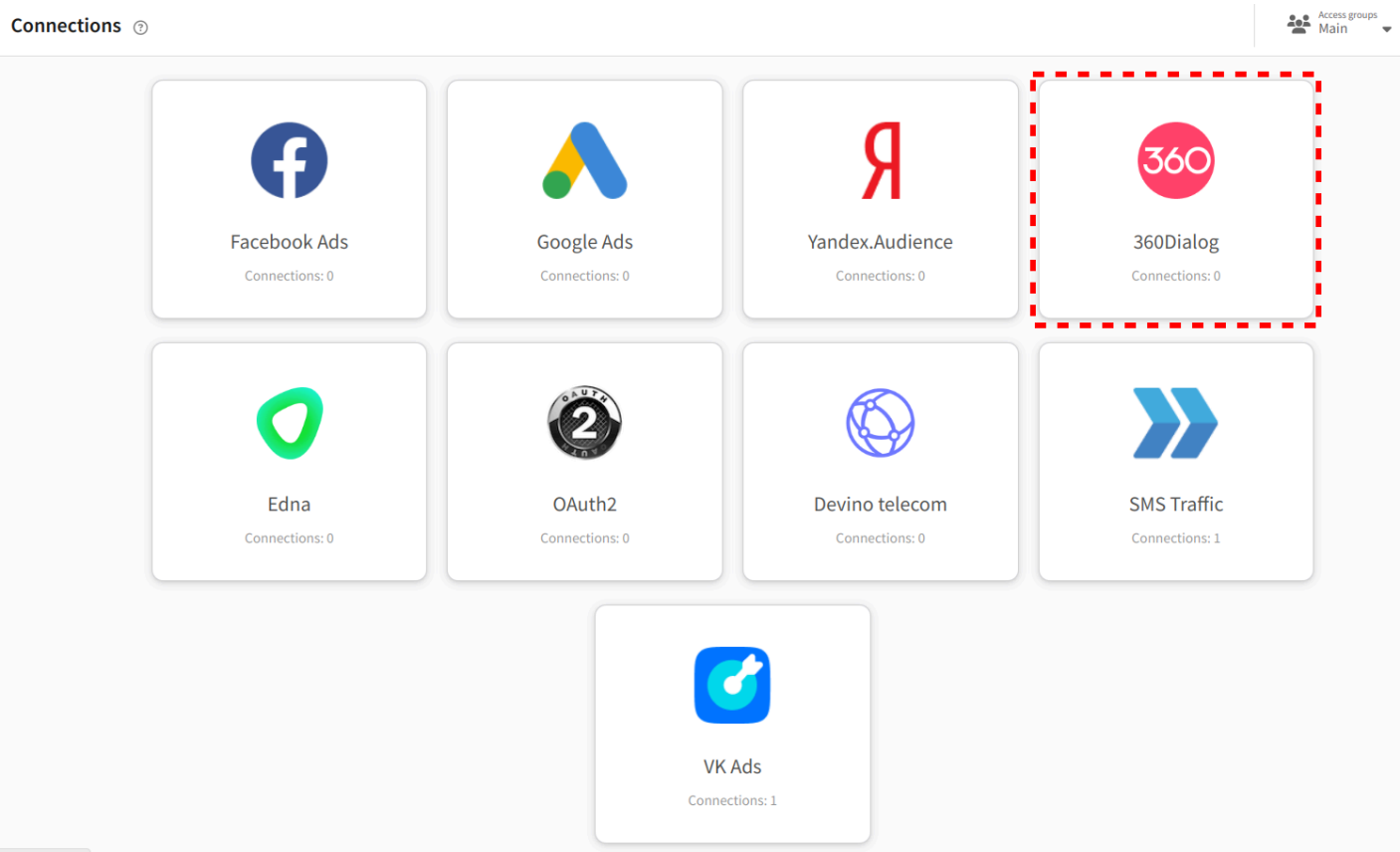
To integrate the platform with WhatsApp*, you need to configure a connection to one of the WhatsApp* Business API providers. This article explains how to set up a connection with the provider 360dialog.

TIP

First, you need to apply for an account registration with 360dialog through this form.

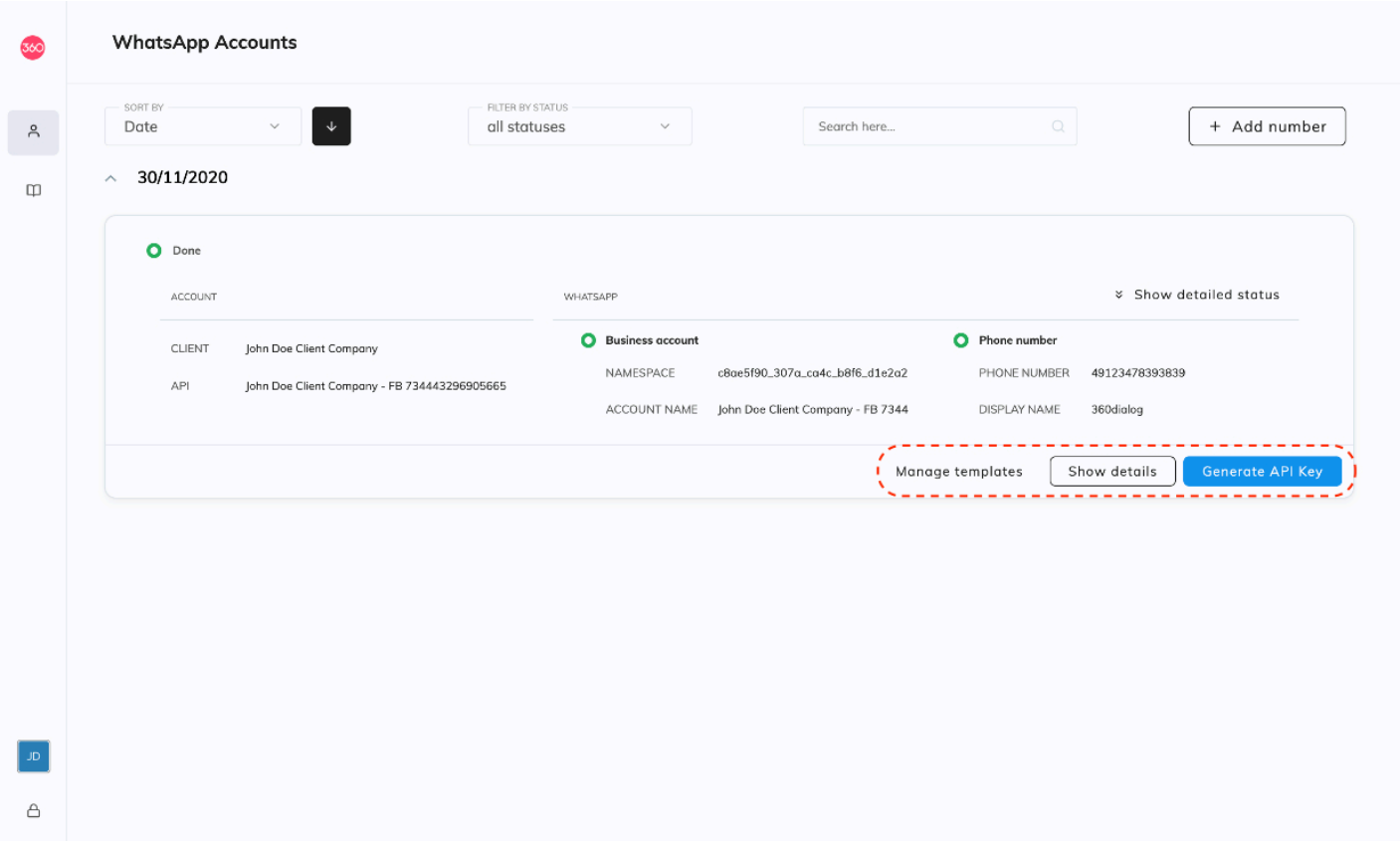
Once you have completed your registration, go to the Altcraft platform.

In the main menu, go to Settings → Connections. Select connection type — 360dialog. Click the “Create” button on the top bar.

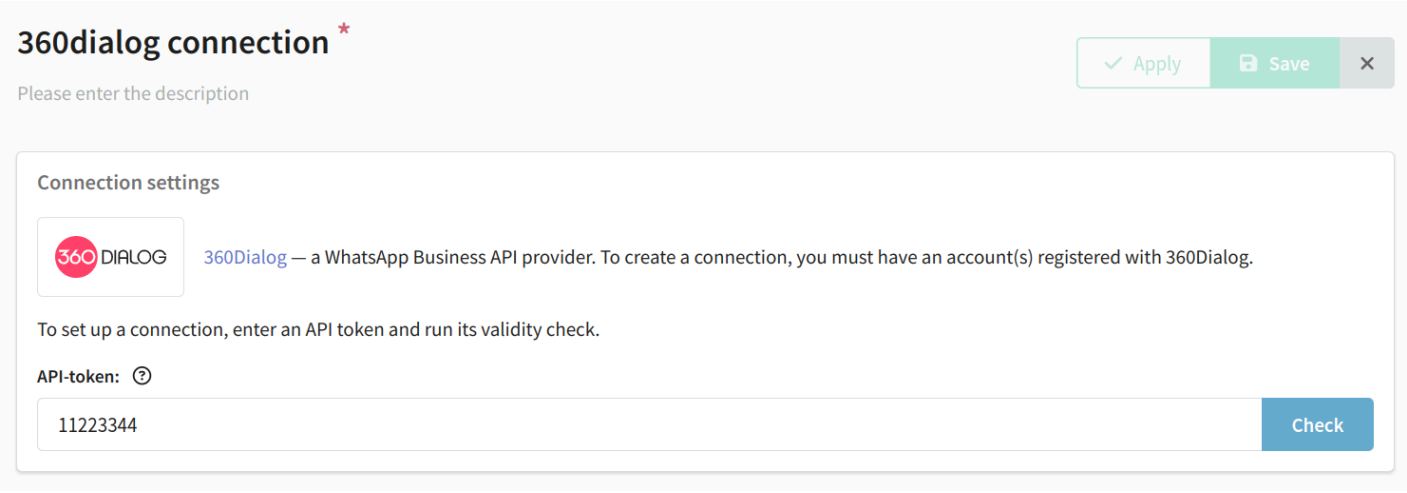


You’ll need an API token from 360dialog. After completing the registration in 360dialog, you will automatically enter the 360 Client Hub. A window will appear where you can generate your API key. The key must be saved.

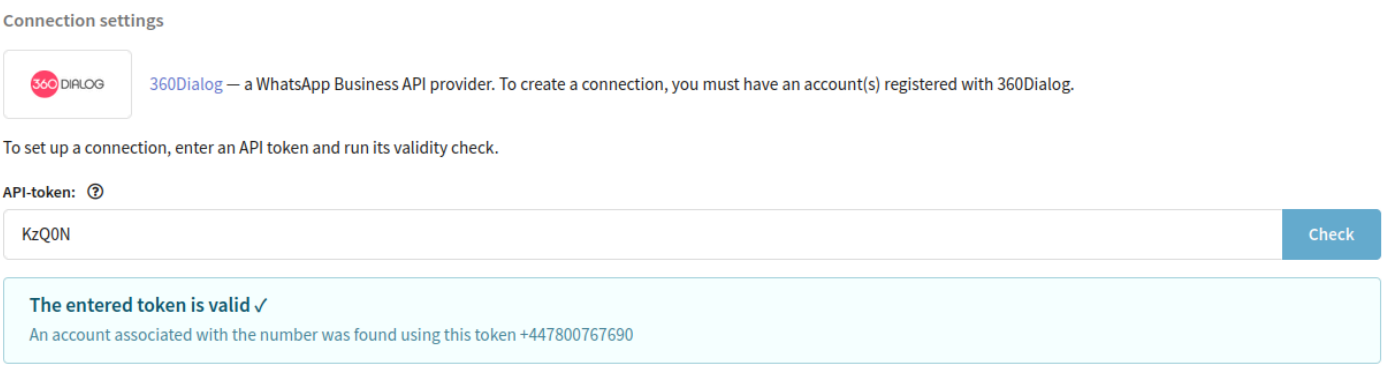
If you accidentally closed this window, you can generate a new API key. To do this, go to the *"WhatsApp Accounts" section and click on the “Generate API key” button.**



Enter the API token generated in the provider's account and click on the "Check" button to confirm its validity.



If the token has been verified, you will see which phone number the connected account is linked to:



Specify a name and description for the connection. Save the connection by clicking on the "Save" button on the top bar.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Connection to Edna

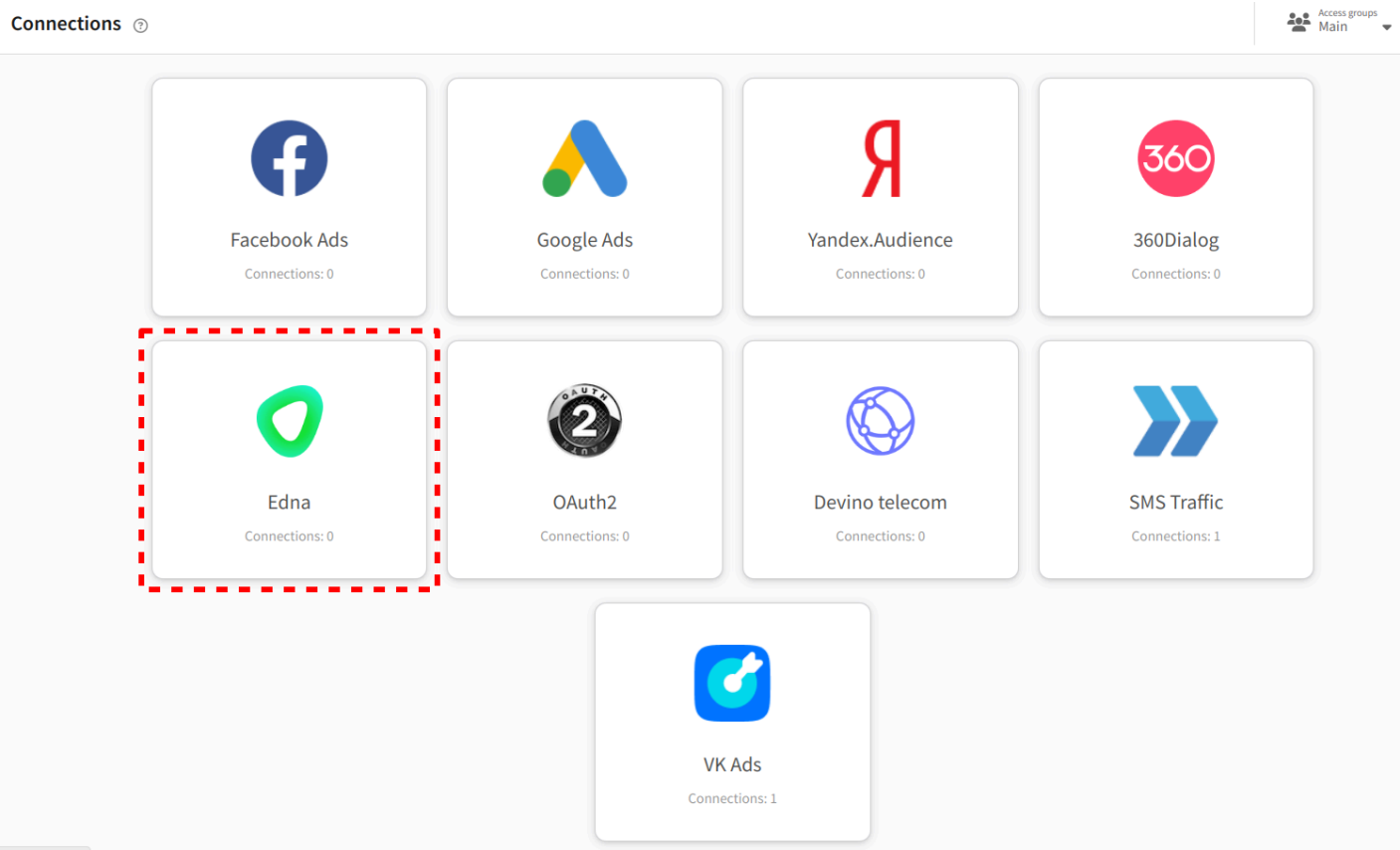
Connection to Edna

To integrate the platform with WhatsApp* Messenger, you need to configure a connection to one of the WhatsApp* Business API providers. This article explains how to set up a connection with the provider Edna.

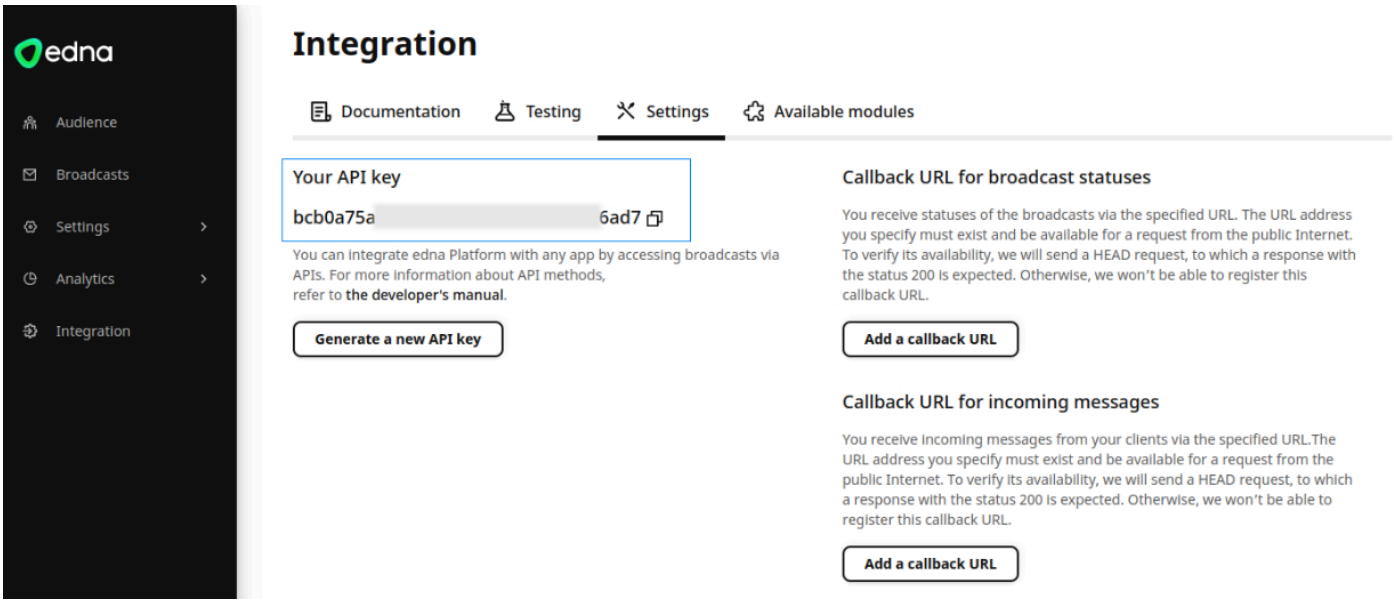
> **TIP**
>
> **First, you need to apply for an account registration with 360dialog through this form.**

Once you have completed your registration, go to the Altcraft platform.

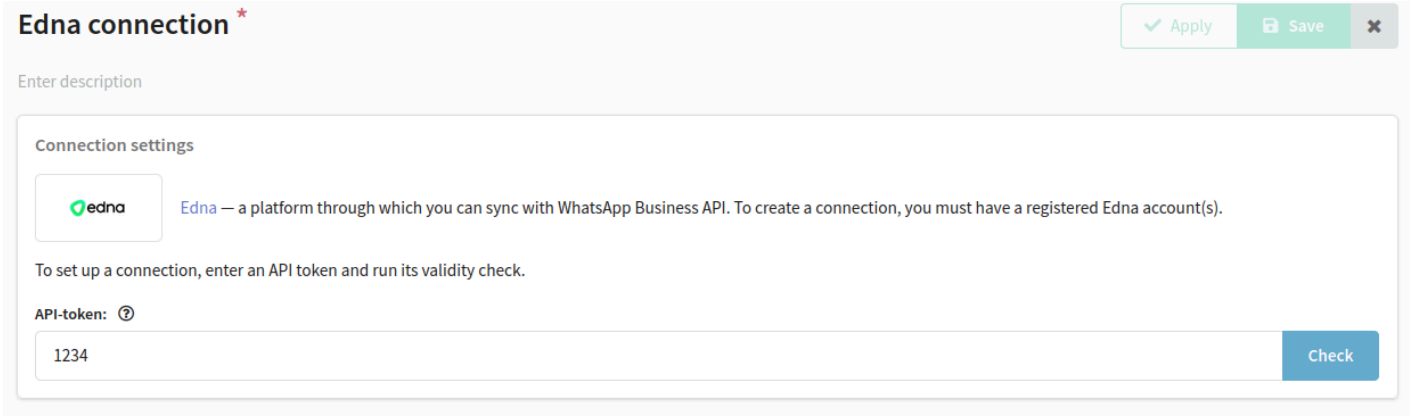
In the main menu, go to Settings → Connections. Select connection type — Edna. Click the “Create” button on the top bar.



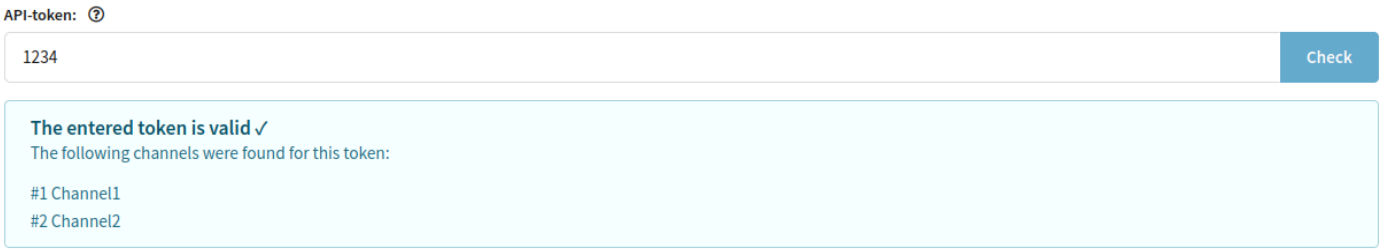
You’ll need an API token from Edna. In your account, go to Integration → Settings. Copy the API key.



Enter the API token generated in the provider's account and click on the "Check" button to confirm its validity.



If the token has been verified, you will see information about available WhatsApp* channels in your account:



Specify a name and description for the connection. Save the connection by clicking on the "Save" button on the top bar.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

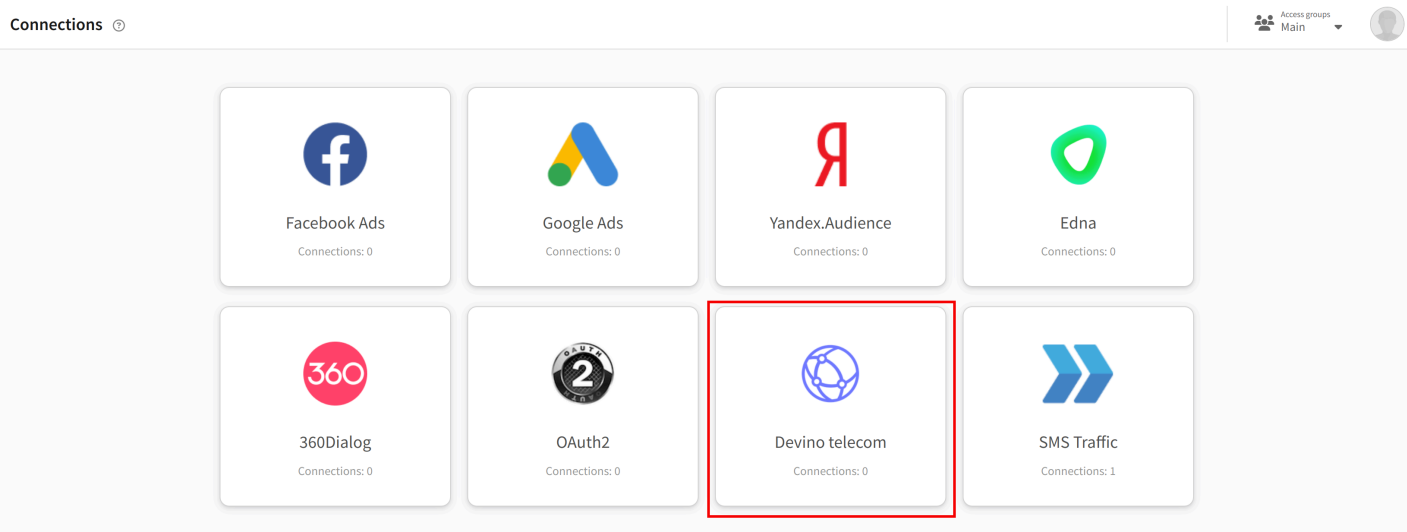
Connection to Devino Telecom

Connection to Devino Telecom

To integrate the platform with Viber*™, you need to configure a connection to one of the providers. This article explains how to set up a connection with the provider Devino Telecom.

To get started, register an account with your provider and then go to Altcraft Platform.

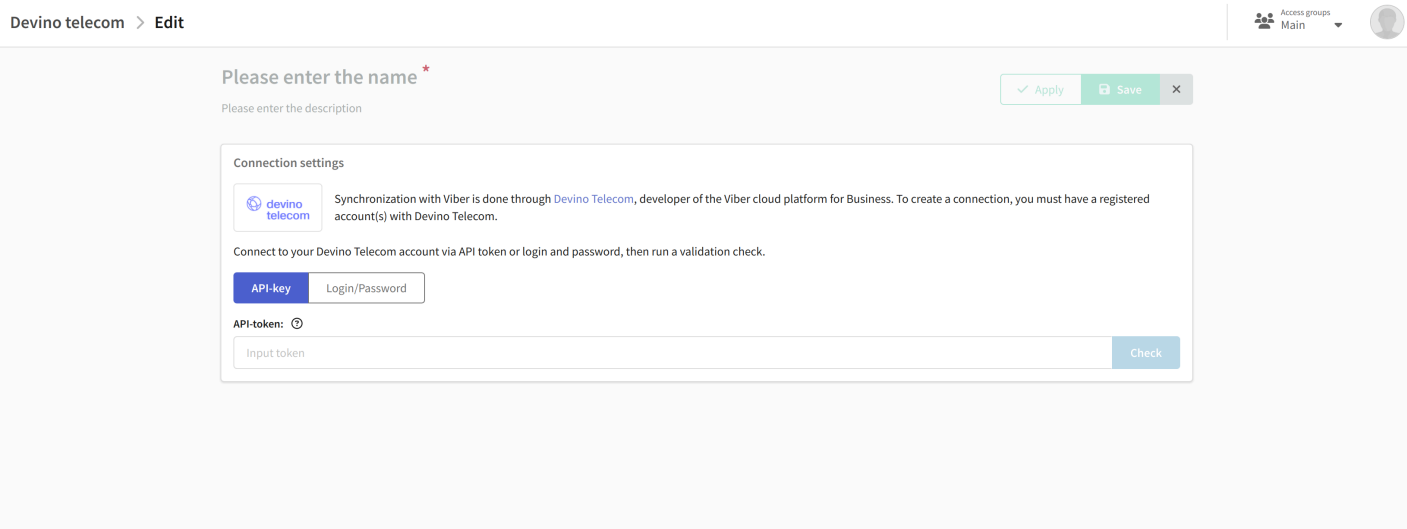
In the main menu, go to Settings → Connections. Select connection type — Devino Telecom. Click the “Create” button on the top bar.



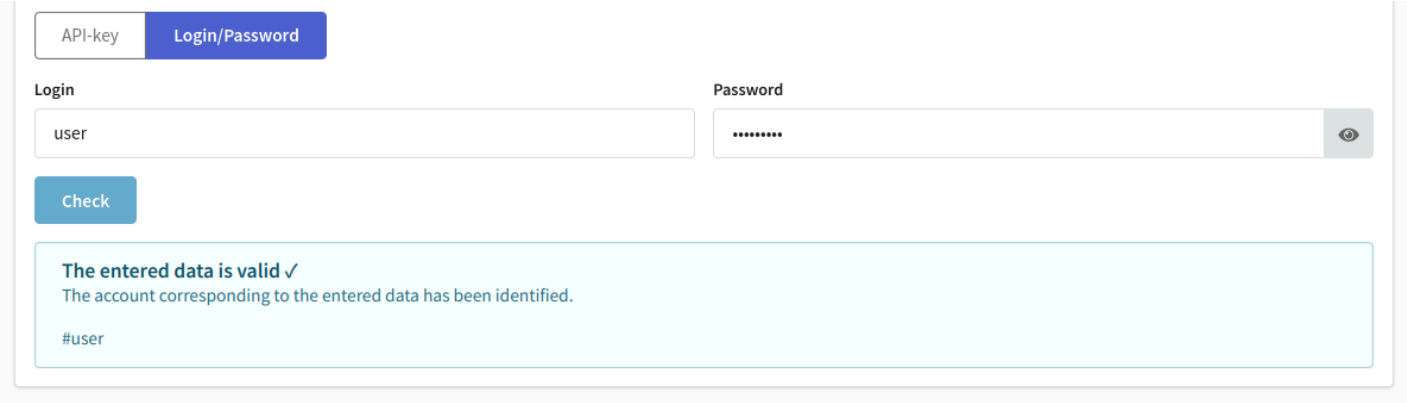
Specify a name and description for the connection. Next, choose the authorization method that suits you best for your Devino account:

- **API Key — Using a generated API key.**
- **Username and Password — A combination of your Devino.Online account’s login and password in Base64 encoding.**

> **TIP**
>
> **You will find more information about these authorization methods in the Devino documentation.**



Enter your authorization data. After that, it is necessary to validate the entered information. To initiate the validation process, click the “Check” button. If the provided data is correct, you will receive confirmation of a successfully identified account below.



Save your connection using the buttons in the upper right corner. Now you can set up the integration.

*** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.**

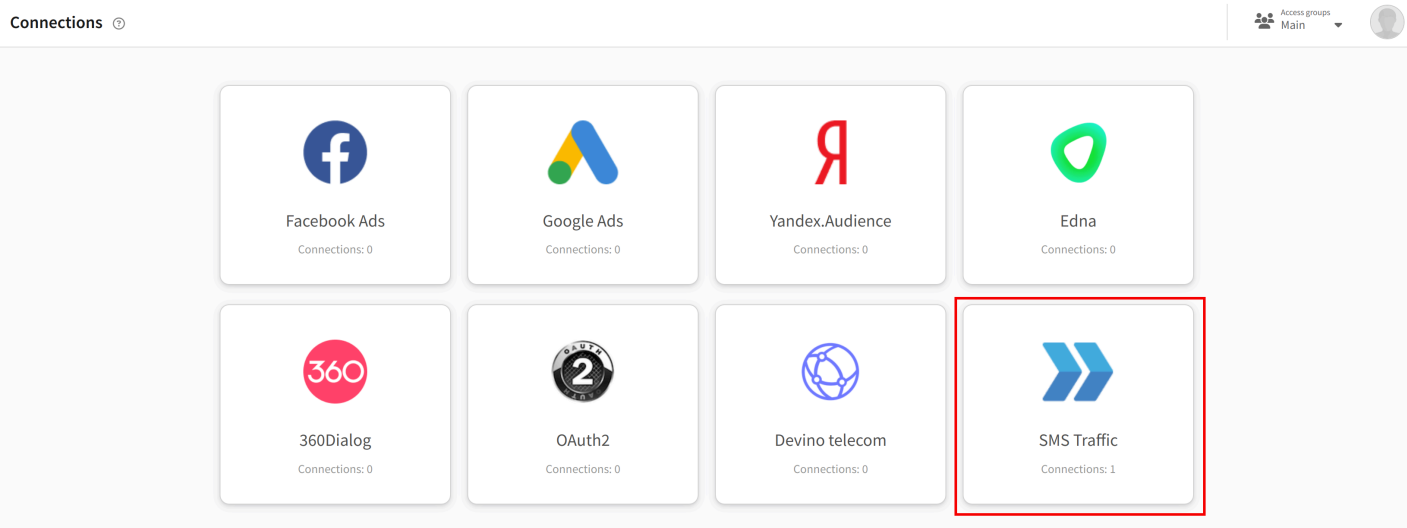
Connection to SMSTraffic

Connection to SMSTraffic

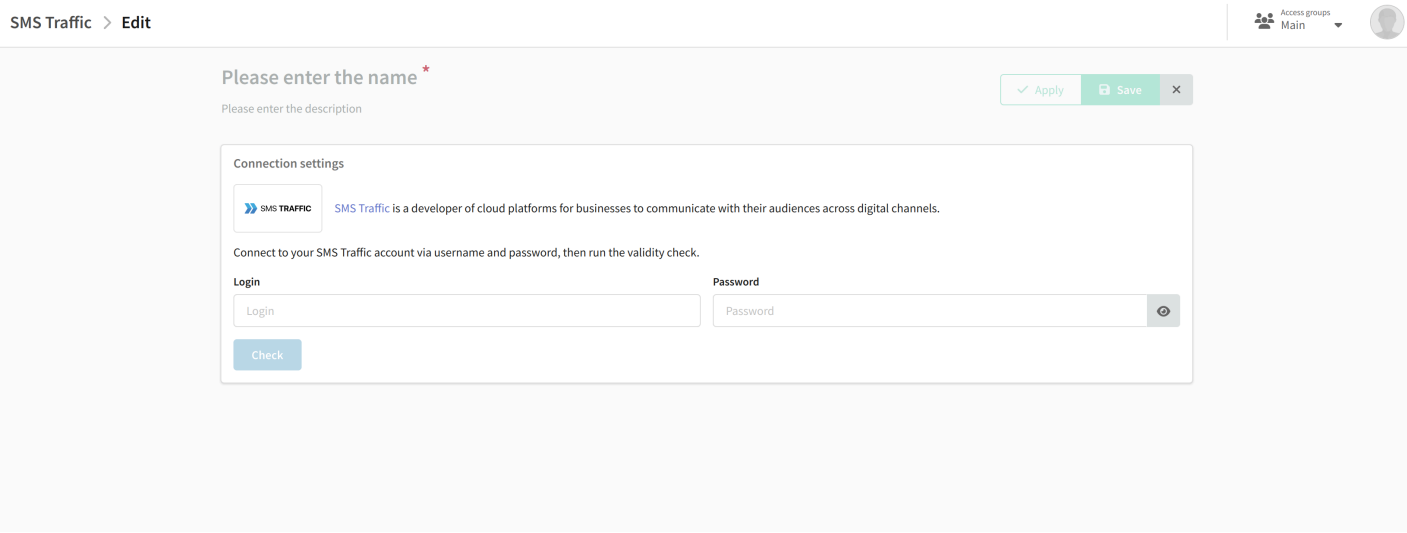
To integrate the platform with Viber*™, you need to configure a connection to one of the providers. This article explains how to set up a connection with the provider [SMS Traffic](#).

To get started, register an account with your provider and then go to Altcraft Platform.

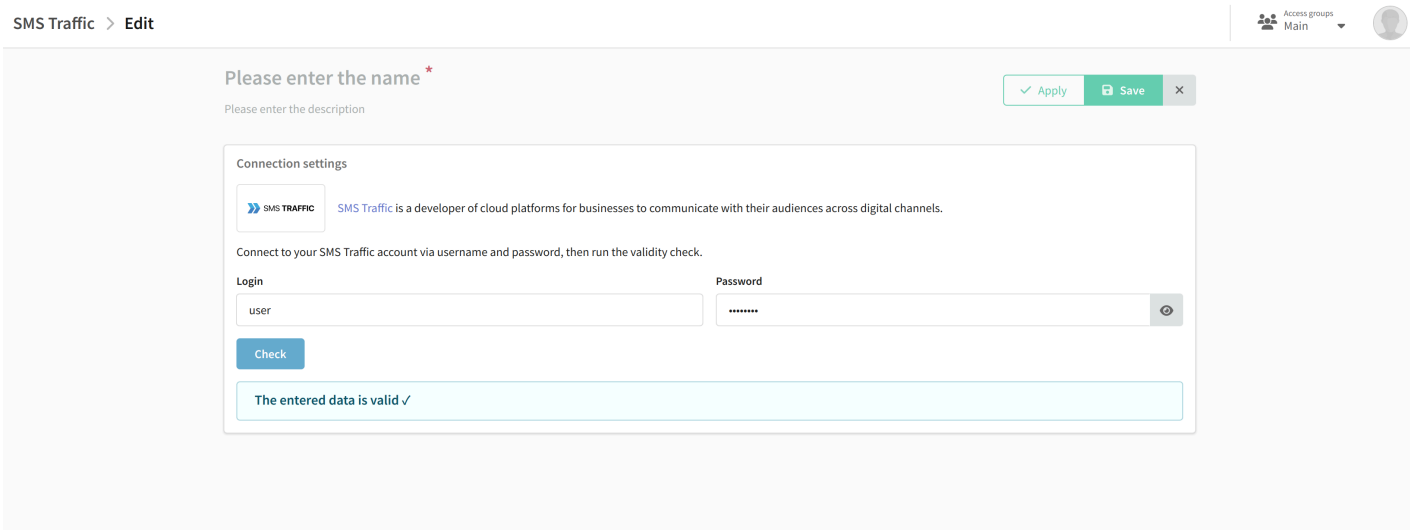
In the main menu, go to Settings → Connections. Select connection type — SMS Traffic. Click the “Create” button on the top bar.



Specify a name and description for the connection. Next, log in with your password of your SMS Traffic account:



After that, it is necessary to validate the entered information. To initiate the validation process, click the “Check” button. If the provided data is correct, you will receive confirmation of a successfully identified account below.



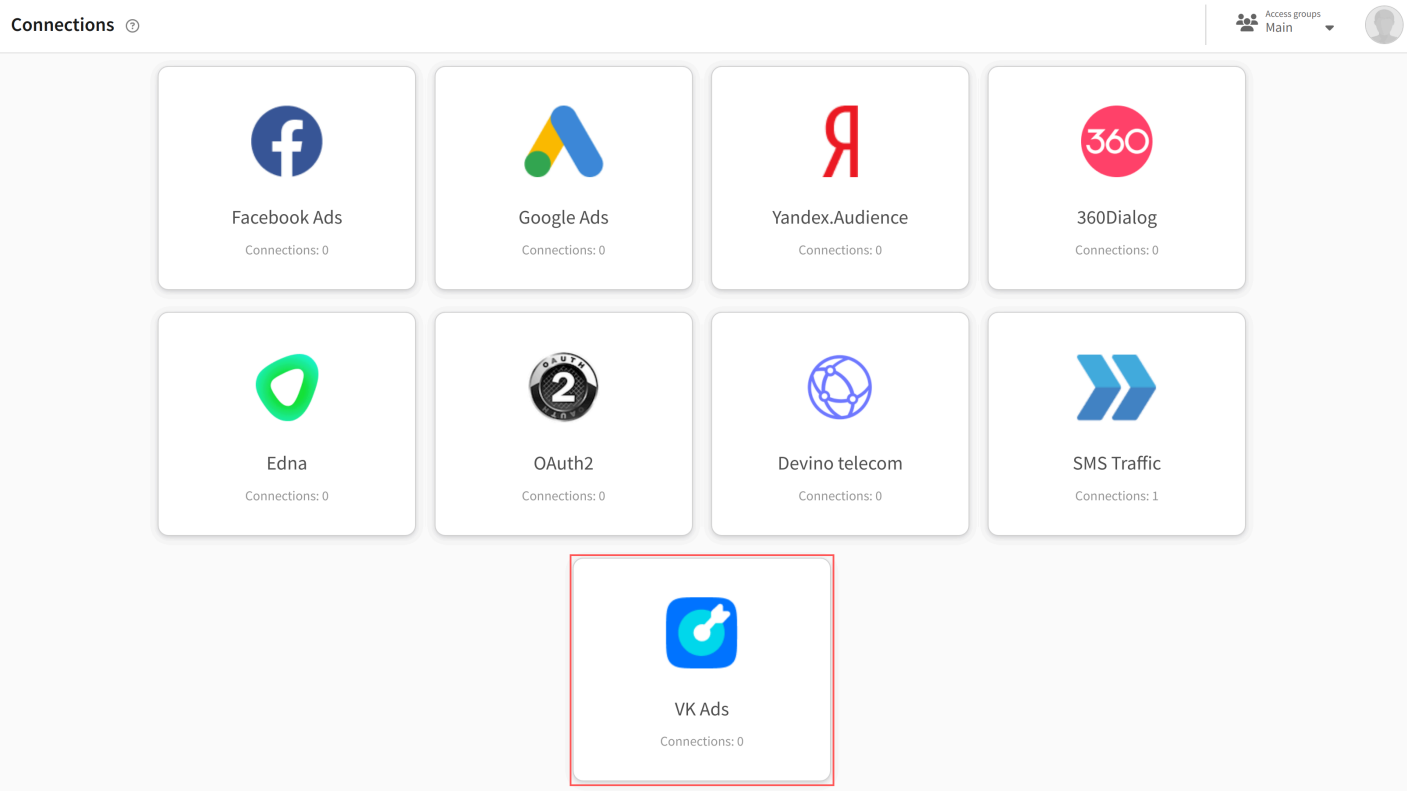
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Connection to VK Ads™

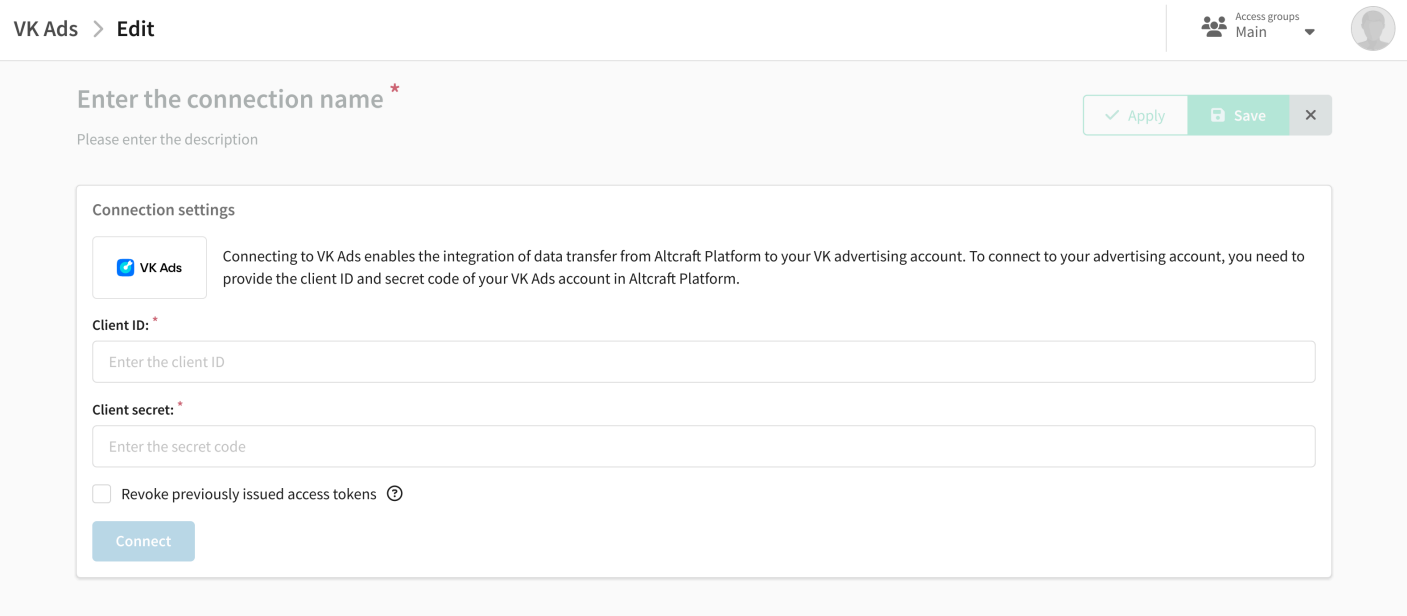
INFO

To set up the connection, you need an account in VK Ads™. If you don't have an account yet, register using this link. Full documentation to VK Ads™ is available here.

In the main menu click "Settings" → "Connections". Click "Create" to add a new connection. Choose VK Ads™:

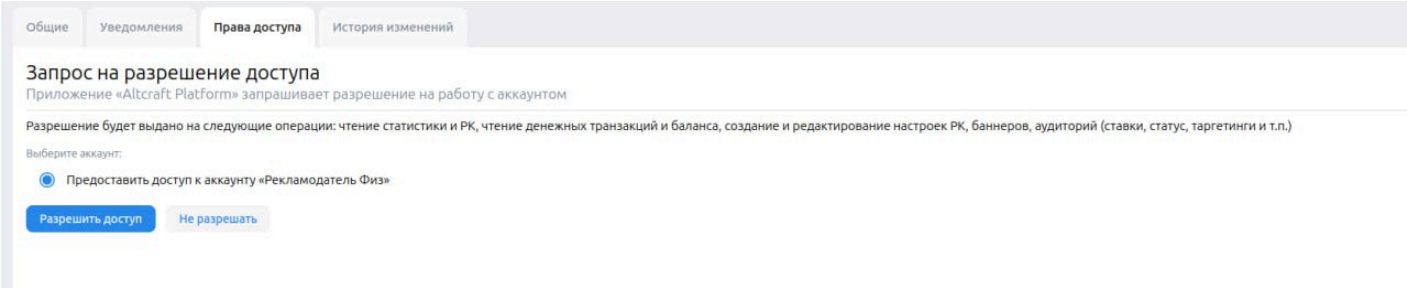


A list of all configured connections to VK will open. To add a new one, click "Create". A cretion menu will open. In the fields at the top of the screen, enter the name and description of the connection.



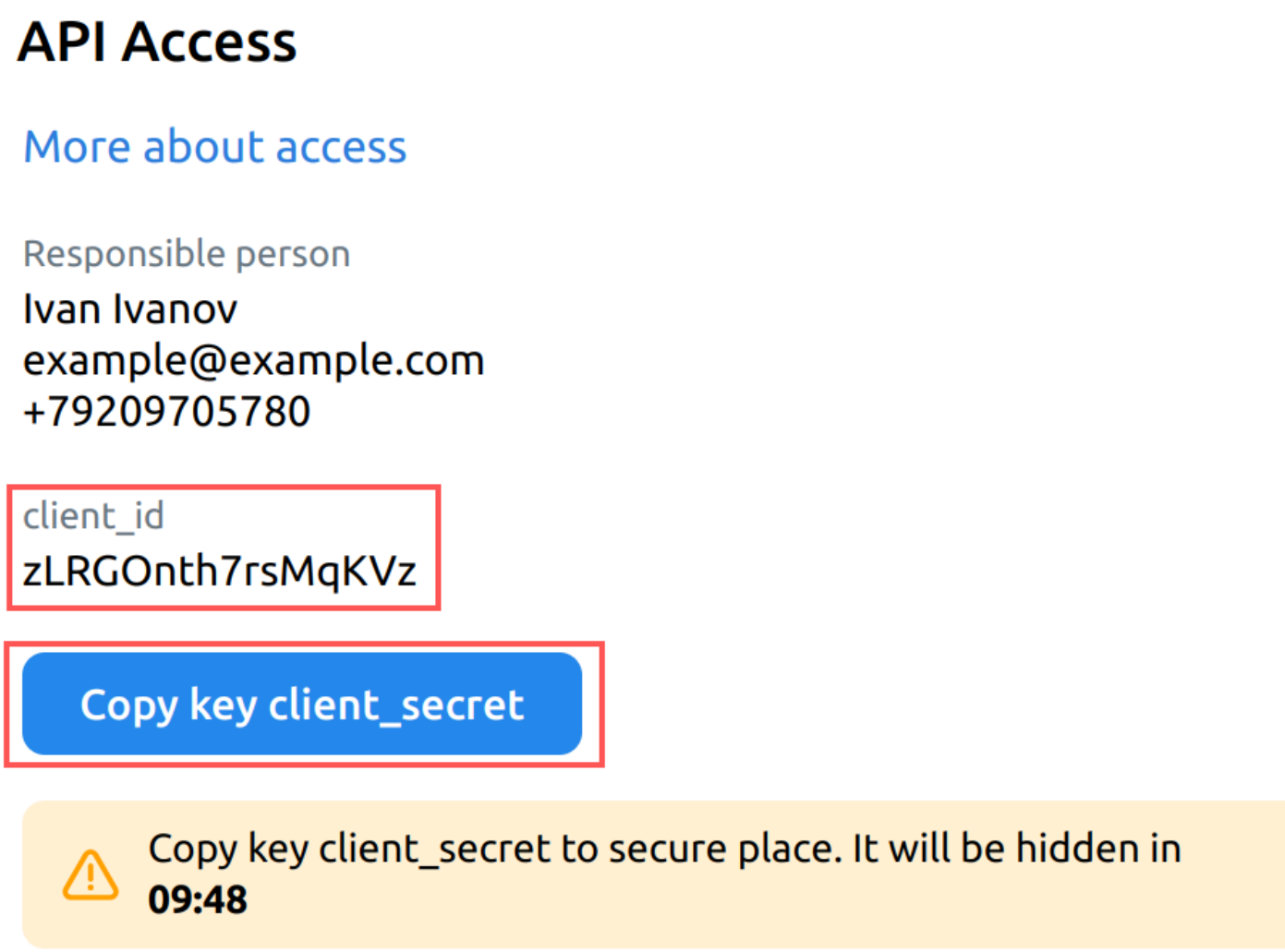
If you use the cloud version of the Altcraft platform, when you try to connect the service, the VK Ads™ settings page will open in your browser. The service will ask you for permission for the Altcraft Platform application. Click "Allow access".

Your connection will appear in the list of connections on the platform.



If you use on-premise version, you need to provide a Client ID and Client secret to connect your account. They can be found in the VK Ads™ settings on the “General” tab in the “API Access” section. To receive them, you can click on the “Request API access” button.

Once you have confirmed your contact information, you will have access to your client_id, it is used in the Altcraft platform for the Client ID field. To copy the client_secret value for the “Client secret” field, click on the button. Save it, after 10 minutes this button will disappear and you will no longer be able to see your Client secret:

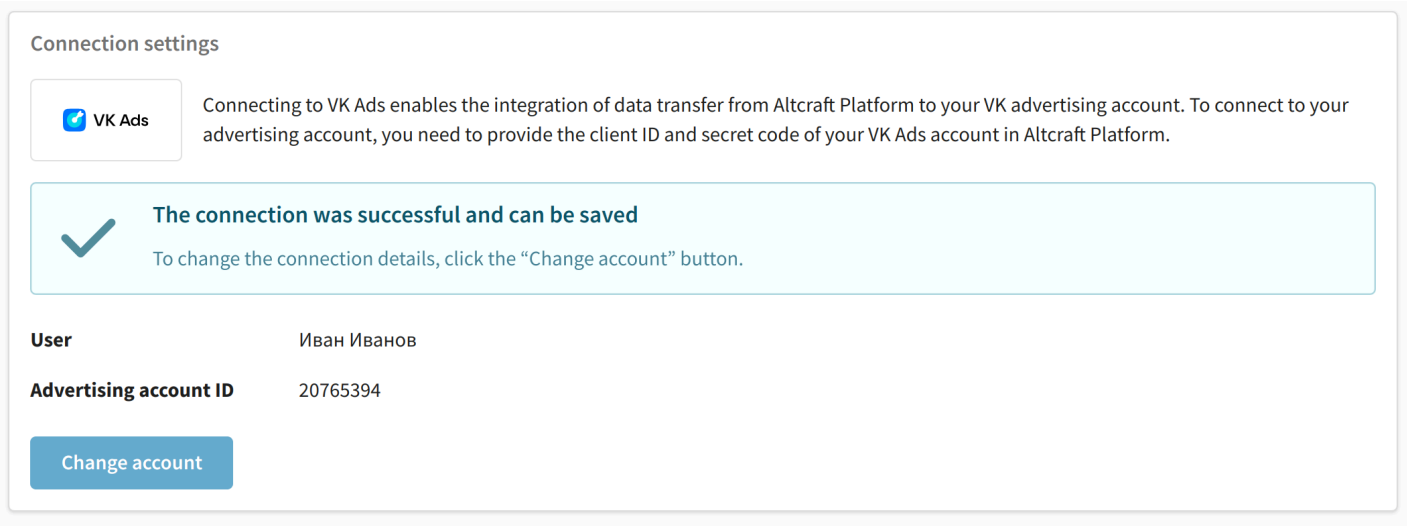


When all fields are filled in, click the “Connect” button. If successful, a confirmation will appear on the screen. If you receive an error message instead, check if the account information you entered is correct and try again.

INFO

Every time you make a successful attempt to connect to VK Advertising™, the platform creates an access token. Even if you do not save this connection, the token remains in the system. The number of tokens cannot be more than

5. If the system does not allow you to create another connection, activate the “Revoke previously issued access tokens” option when creating a connection.



If the connection has been established, click the “Save” button. After saving the connection, you can proceed to setting up the integration.

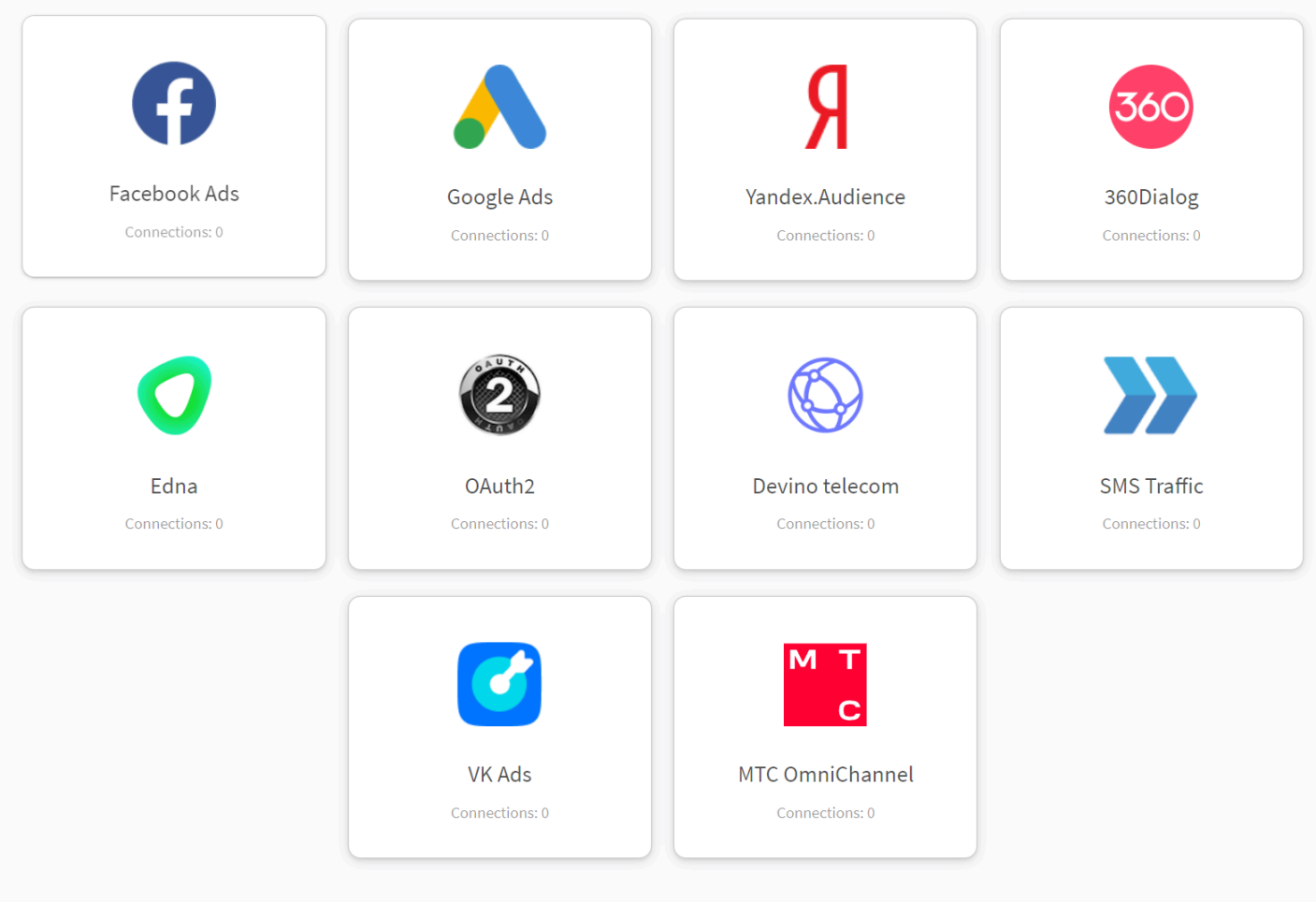
Connection to MTS OmniChannel

Connection to MTS OmniChannel

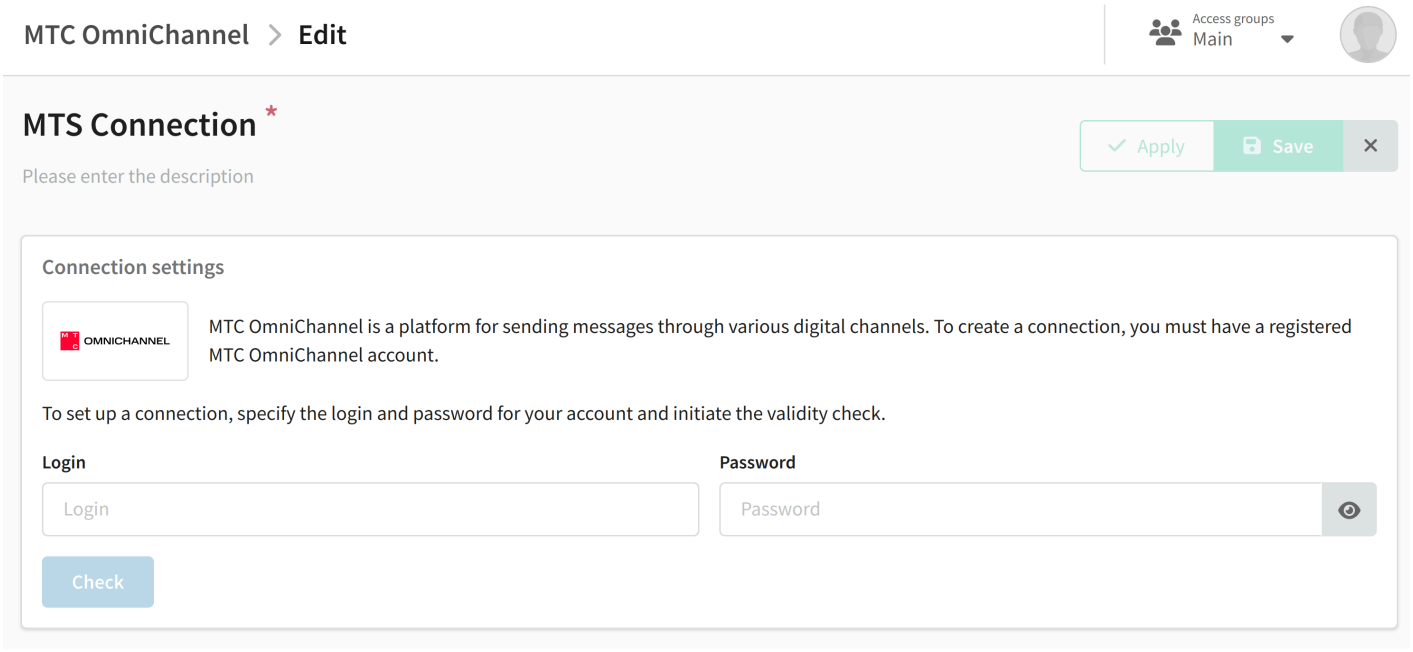
Connection to Viber™ is required to integrate the platform with the messenger. This article describes how to set up a connection to MTS Omnichannel provider.

To get started, register an account with your provider and then go to Altcraft Platform.

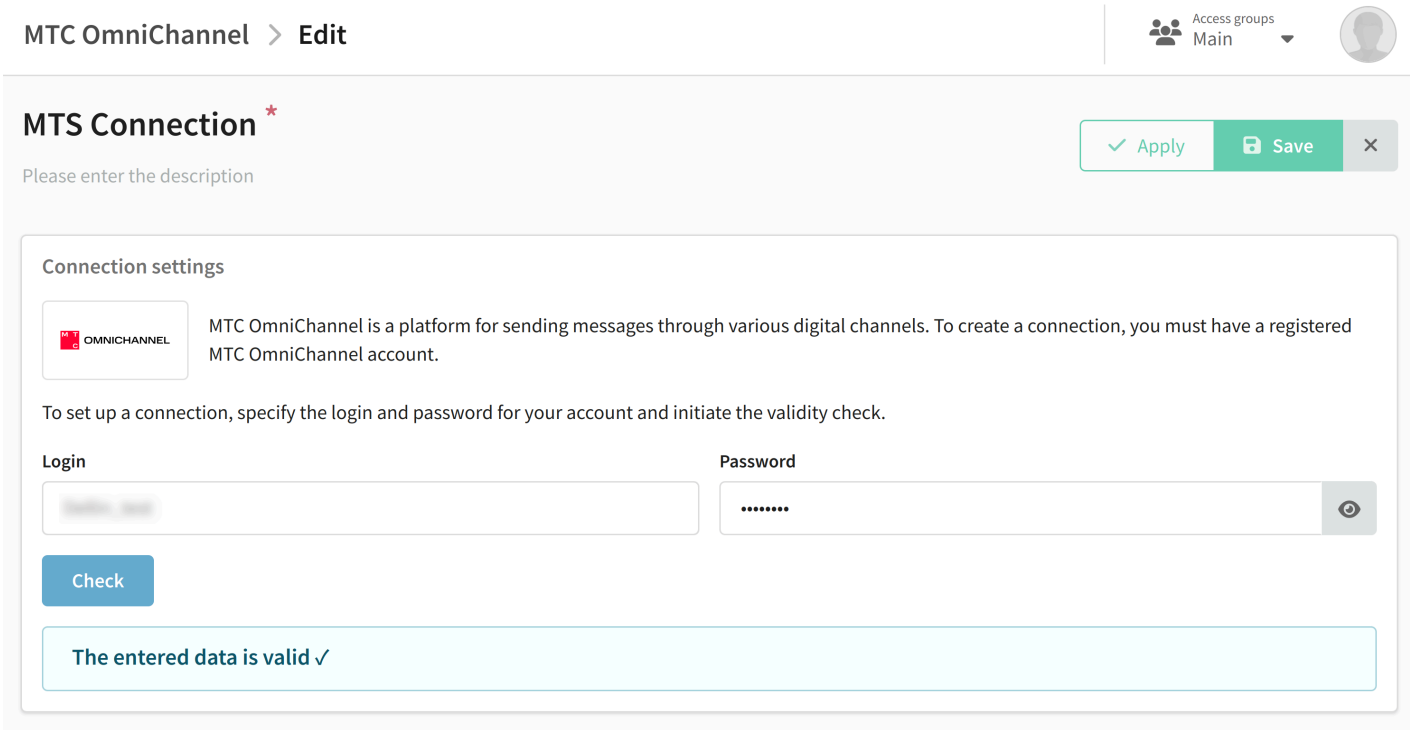
In the main menu, go to Settings → Connections. Select connection type — MTS OmniChannel. Click the “Create” button on the top bar.



Specify a name and description for the connection. Next, log in with your password of your SMS Traffic account:



After that, it is necessary to validate the entered information. To initiate the validation process, click the “Check” button. If the provided data is correct, you will receive confirmation of a successfully identified account below.



Save the connection by clicking the "Save ” button. After that you can proceed to setup a new integration.

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OAuth2 connection

OAuth2 connection

Description

OAuth 2.0 is an authorization framework that enables applications — such as Facebook*, GitHub, or a CRM system — to obtain limited access to user resources on another service without putting the credentials at risk.

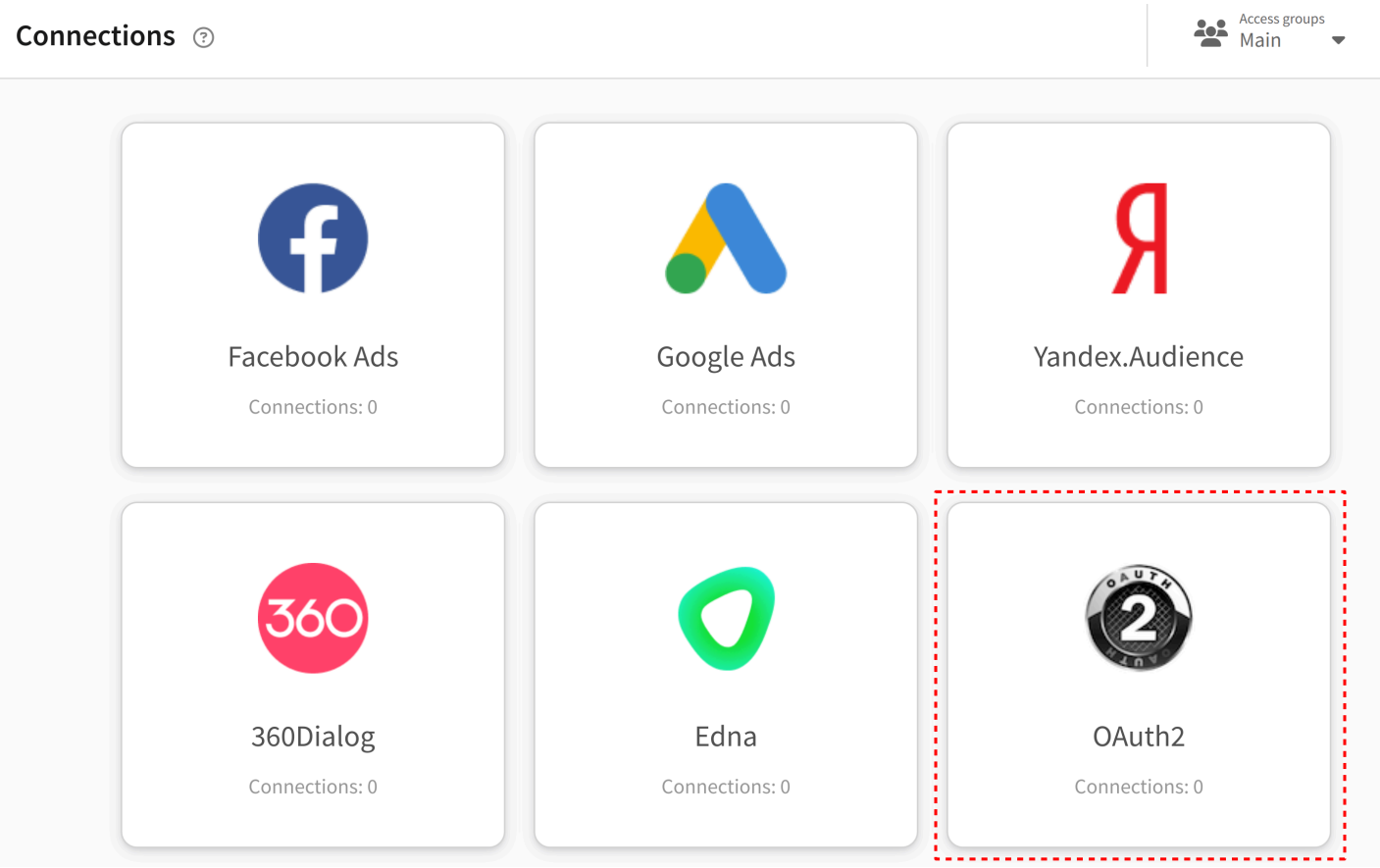
With this connection type, you can connect Altcraft Platform to any external service that uses OAuth2 as an authorization method.

Where is the connection used:

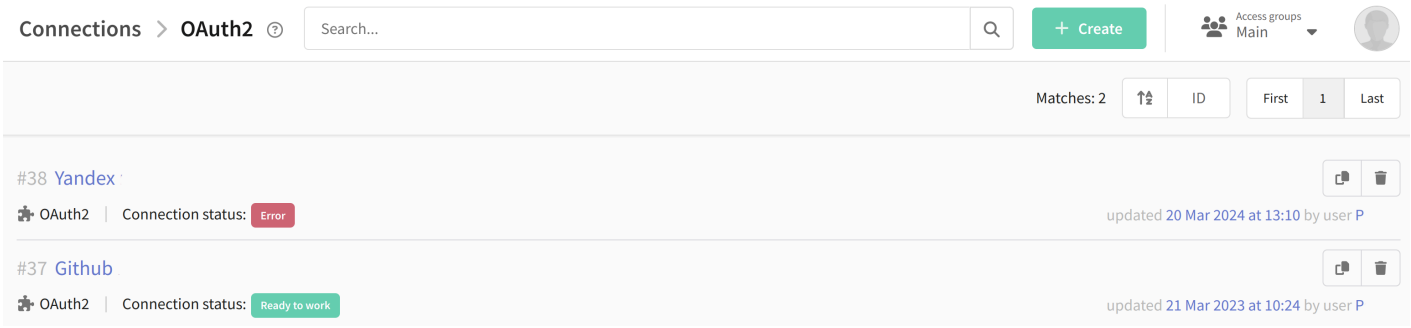
- **Node “API call”. You can transfer information from the scenario to the connected service or, on the contrary, request the API content from the service. Use this option if you need to transfer the data of the profile captured by the scenario to the CRM system.**
- **Action Hooks. The event capture mechanism will allow you to transfer data about a platform event, including data about the profile associated with that event, to an external service. For example, you can configure a hook that tracks the opening of an email message, and add the profile’s email in the `custom_data` field. In this case, when the message is opened, the profile’s data can be passed to your CRM.**
- **Import data on a schedule in the Market. To access a protected product feed, authorization via OAuth2 is available.**

How to create a connection

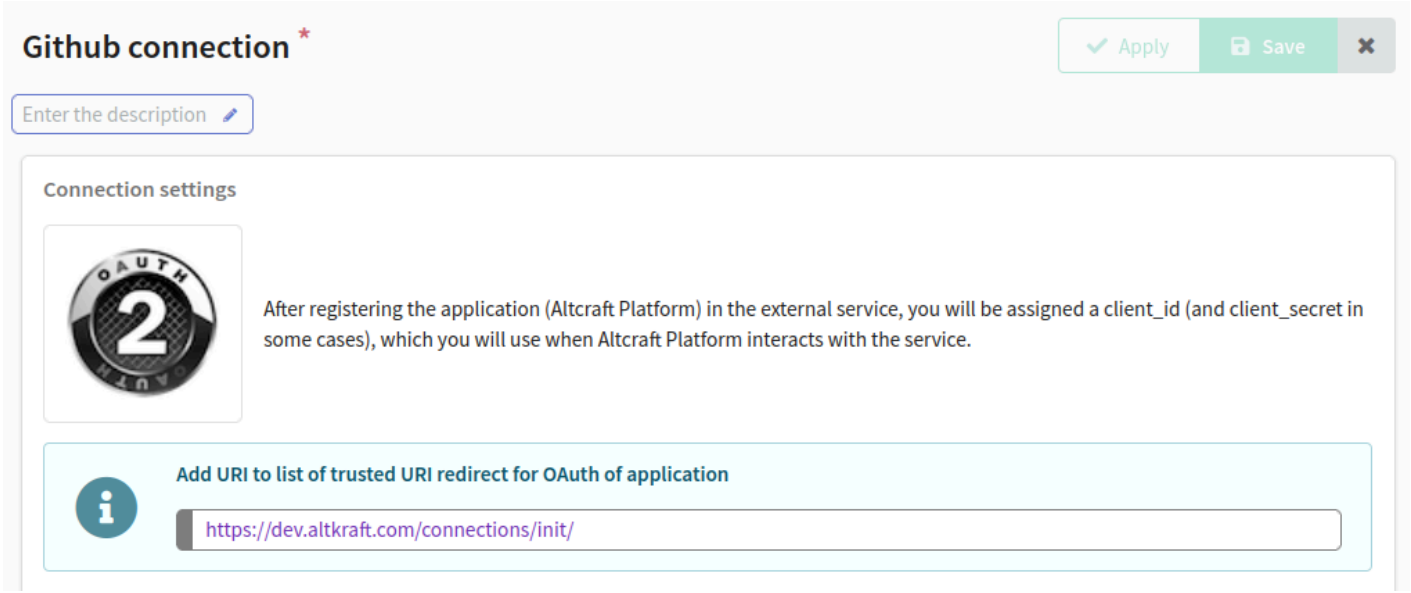
Go to “Settings” → “Connections” and select the OAuth2 connection type:



A list of all configured OAuth2 connections will be shown. To add a new one, click + Create:



Enter the name of the new connection and add a description if necessary:



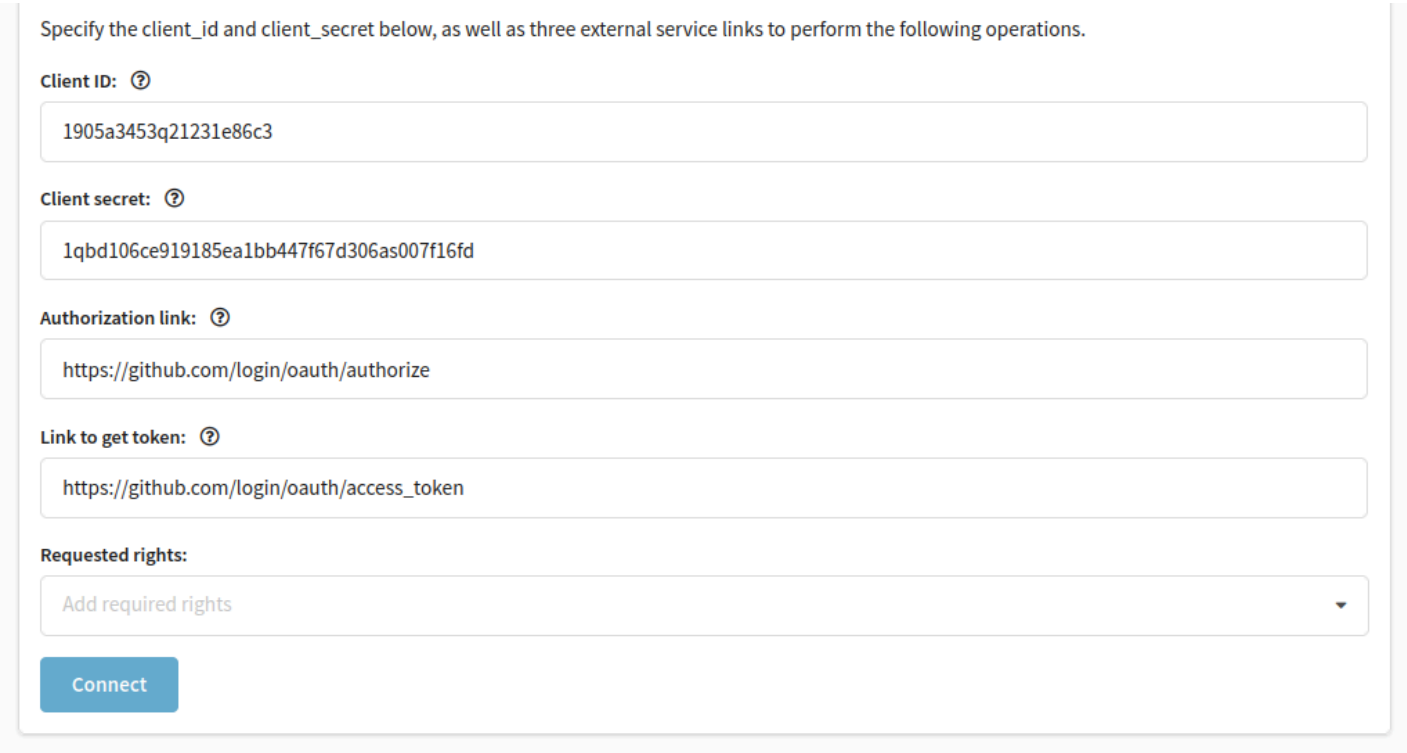
The platform provides a redirection URI — the URL to which the user will be redirected when they give Altcraft permission to access their data in the plug-in application. Copy the URI and add it to the list of trusted redirection URIs for the application.

Next, specify the details of your application that you need so that the platform can access its resources. You get this data when you register your app and you can find it in the app's settings:

- **Client ID is a public application identifier. Client ID is required for OAuth authorization.**
- **Client secret is the application password, known only to the application and the authentication server. Some services do not provide a secret code for OAuth authorization — in this case, leave this field blank.**

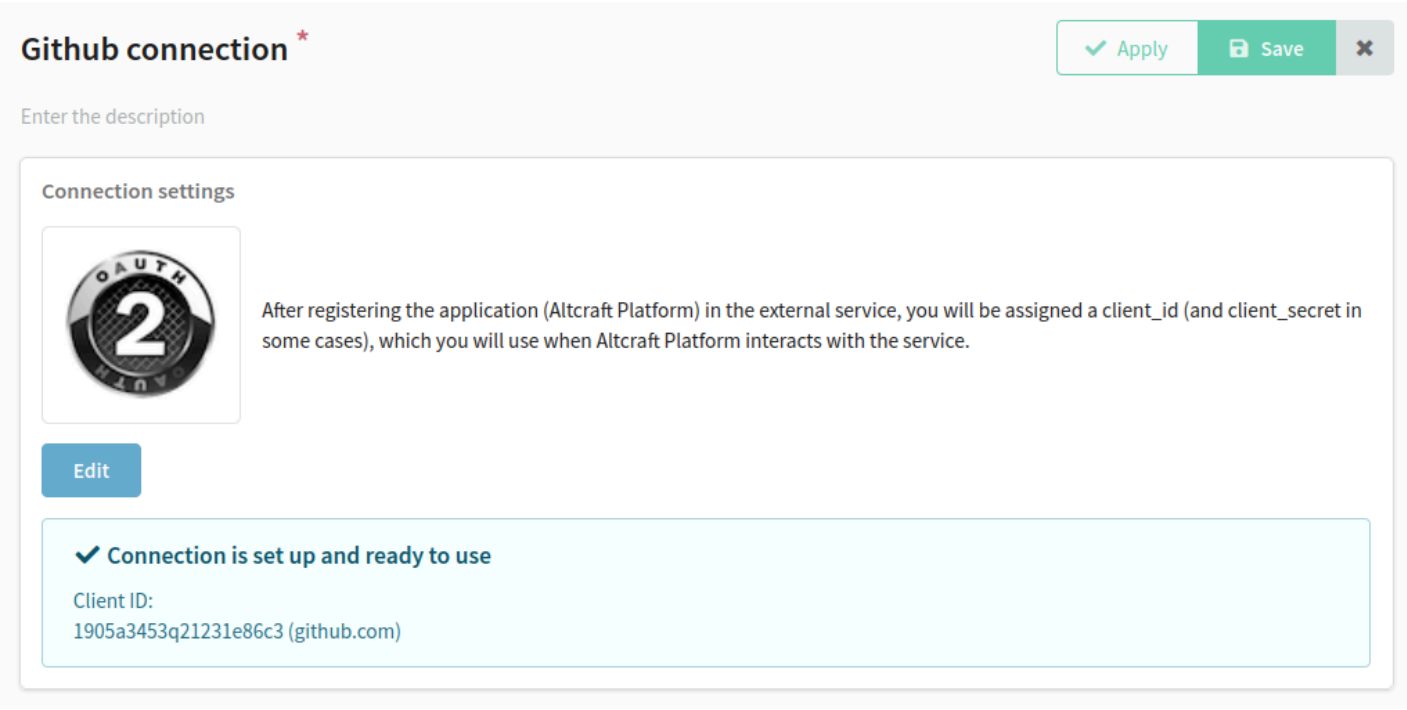
OAuth operations also require an authorization link and a link to get token. Study the documentation of the connected service to figure out which links are responsible for these operations.

If necessary, you can limit the platform's access to the data by selecting the requested rights:



Click “Connect”. You will be redirected to the connected service, where you need to log in and confirm the granting of rights to the platform.

If the connection to the service was completed successfully, save the connection using the buttons in the upper right corner.



Connection settings can be changed at any time. To do this, click “Edit”.

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Basic Authentication connection

Description

Basic Authentication is an HTTP authentication protocol that uses a login and password to gain access to protected information. This is one of the simplest and most common methods of authorization on sites and servers.

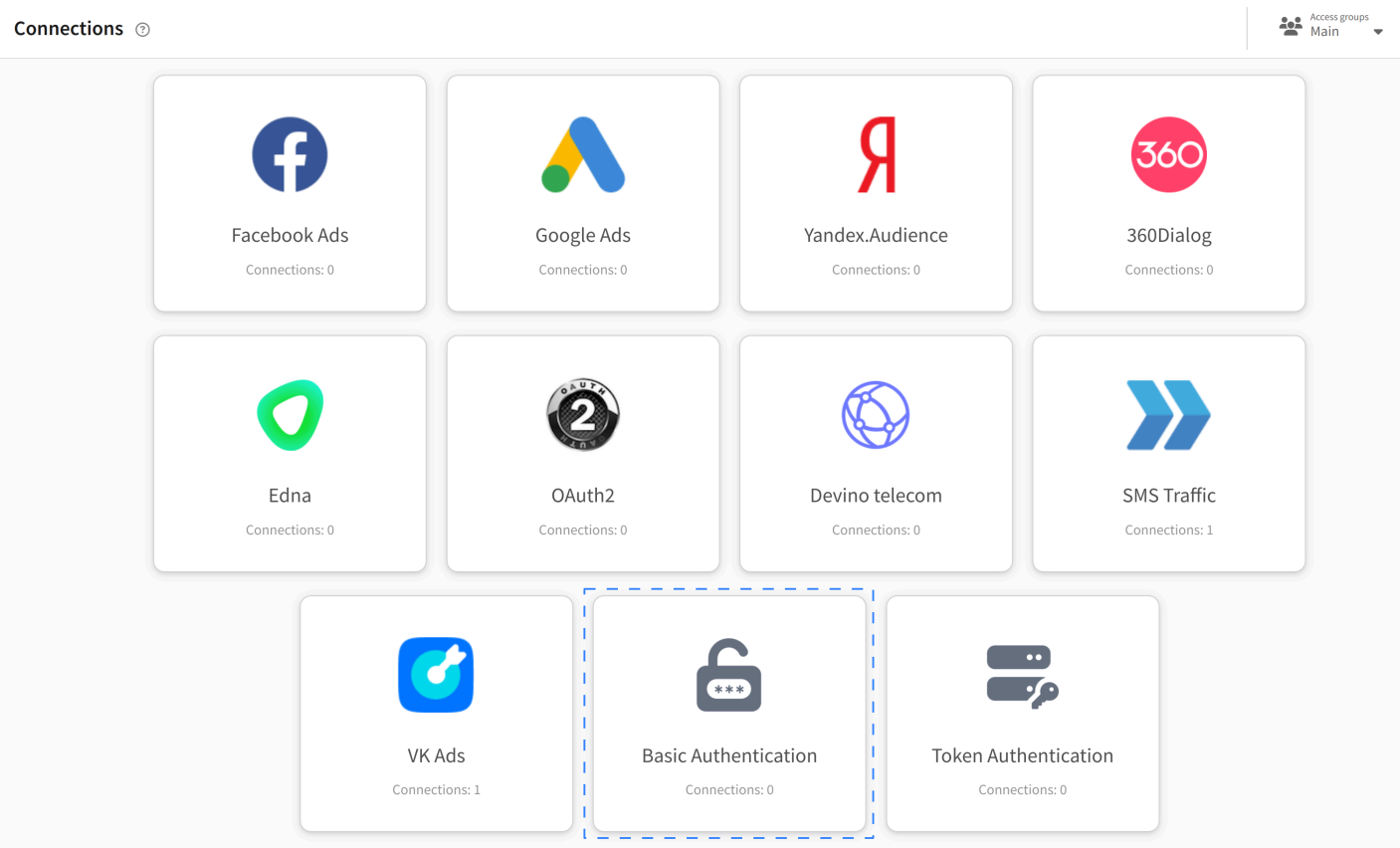
Using this connection type, you can connect the Altcraft platform with any external service that uses Basic Authentication as an authorization method.

Where is the connection used:

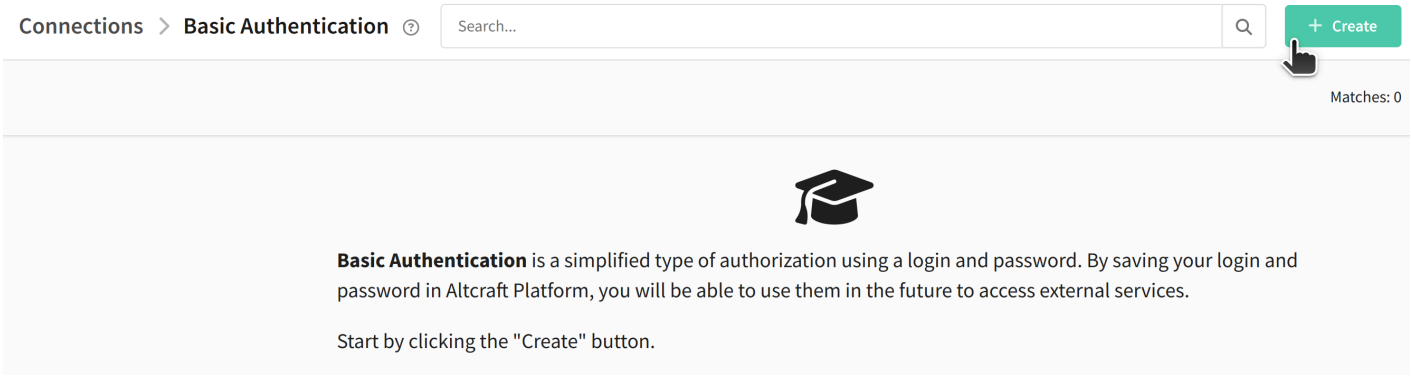
- **Node “API call”. You can transfer information from the scenario to the connected service or, on the contrary, request the API content from the service. Use this option if you need to transfer the data of the profile captured by the scenario to the CRM system.**
- **Action Hooks. The event capture mechanism will allow you to transfer data about a platform event, including data about the profile associated with that event, to an external service. For example, you can configure a hook that tracks the opening of an email message, and add the profile’s email in the `custom_data` field. In this case, when the message is opened, the profile’s data can be passed to your CRM.**
- **Import data on a schedule in the Market. To access a protected product feed, authorization via login and password is available.**

How to create a connection

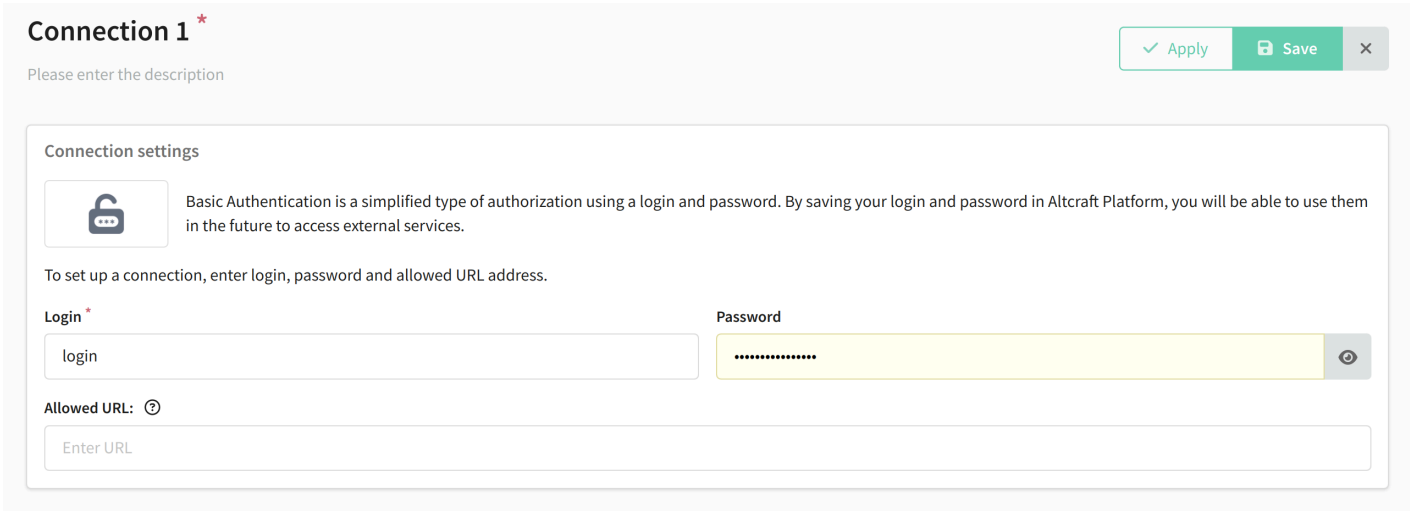
Go to “Settings” → “Connections” and select the connection type Basic Authentication:



A list of all configured Basic connections will open. To add a new one, click “+ Create”.



Enter a name for the new connection and, if necessary, add a description. Enter the username and password that the connection will use. If you want to provide access only to a specific service, specify its URL in the “Allowed URL” field:



Save your connection using the buttons in the upper right corner. Connection settings can be changed at any time. To do this, click “Edit”.

Token Authentication connection

Description

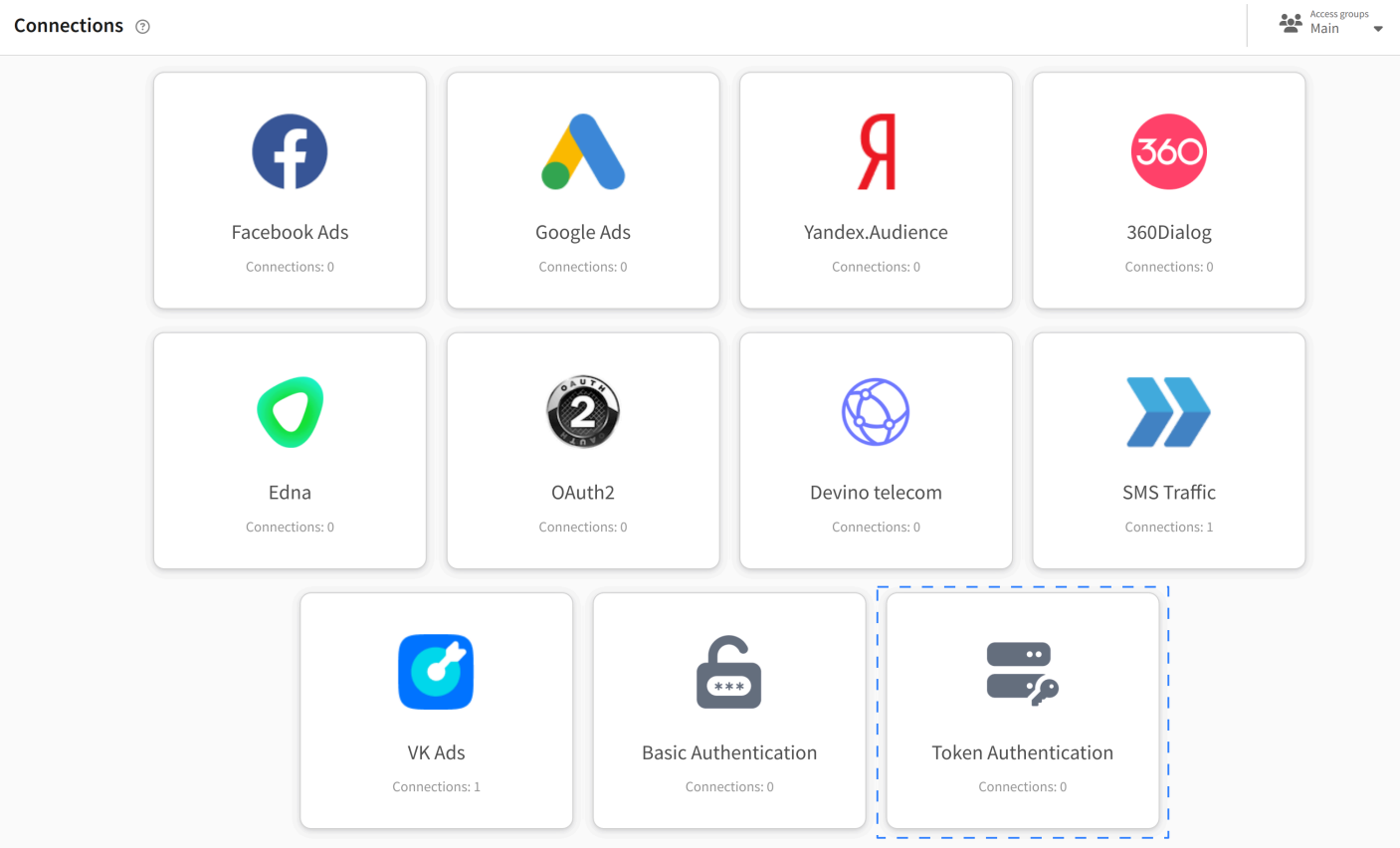
Token Authentication is an authentication protocol that uses a special Bearer token - a type of authorization token that is provided to the user after successful authentication to access protected resources. This method is more secured than authorization using a login and password.

Using this connection type, you can connect the Altcraft platform with any external service that uses Token Authentication as an authorization method.

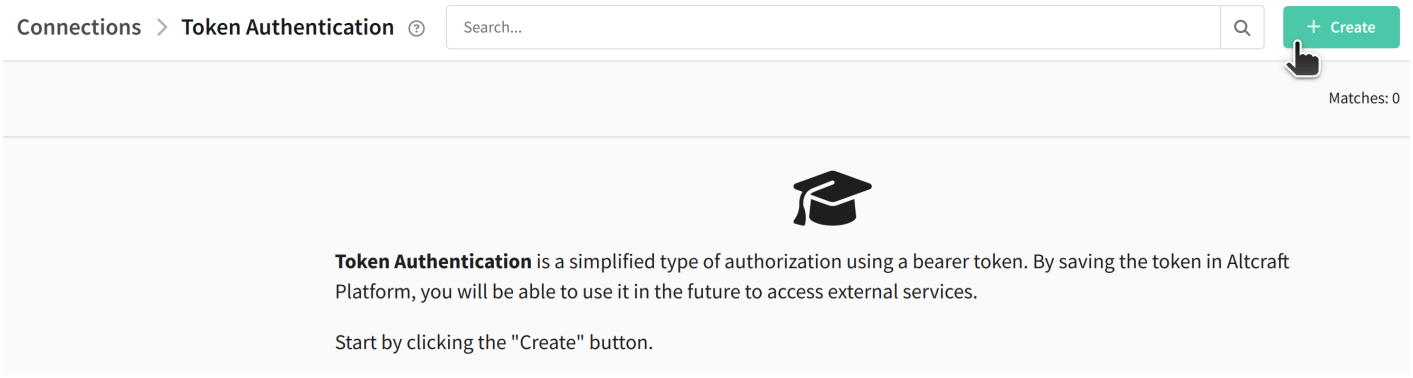
- **Node “API call”. You can transfer information from the scenario to the connected service or, on the contrary, request the API content from the service. Use this option if you need to transfer the data of the profile captured by the scenario to the CRM system.**
- **Action Hooks. The event capture mechanism will allow you to transfer data about a platform event, including data about the profile associated with that event, to an external service. For example, you can configure a hook that tracks the opening of an email message, and add the profile’s email in the `custom_data` field. In this case, when the message is opened, the profile’s data can be passed to your CRM.**
- **Import data on a schedule in the Market. To access a protected product feed, authorization using token is available.**

How to create a connection

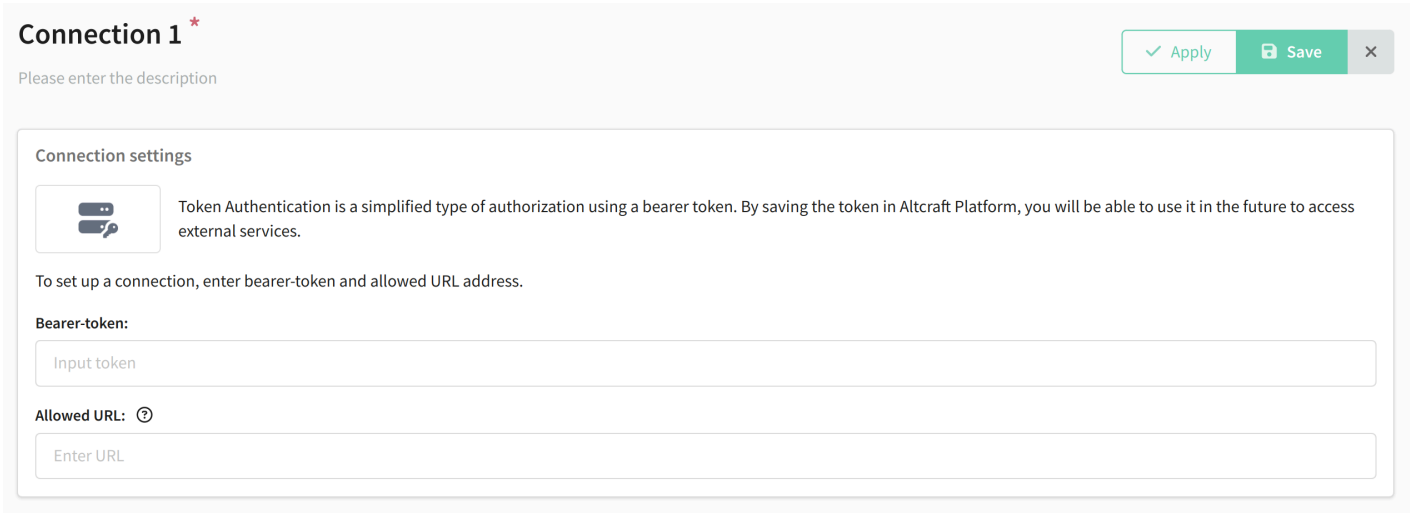
Go to “Settings” → “Connections” and select the connection type Token Authentication:



A list of all configured Token connections will open. To add a new one, click “+ Create”.



Enter a name for the new connection and, if necessary, add a description. Specify Bearer token. Ussually it is indicated in your personal account or account settings of a service. If you want to provide access only to a specific service, specify its URL in the “Allowed URL” field:



Save your connection using the buttons in the upper right corner. Connection settings can be changed at any time. To do this, click “Edit”.

Connection to Rapporto

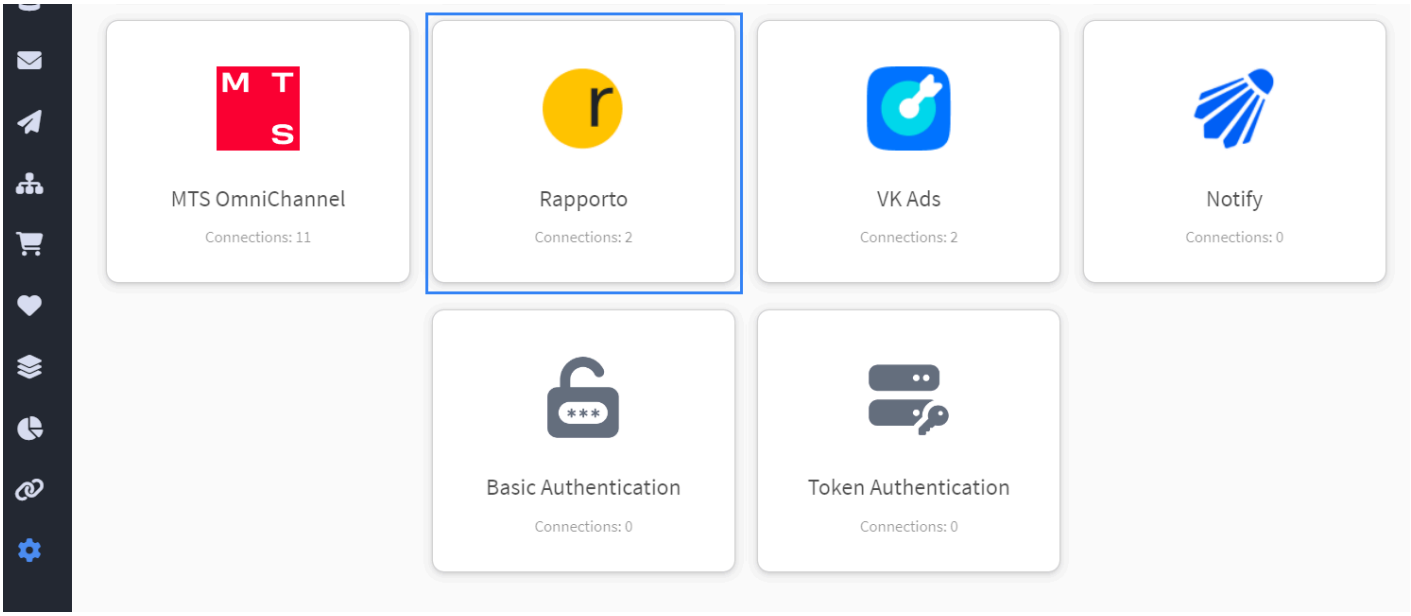
Connection to Rapporto

Connection to Viber*™ is required to integrate the platform with the messenger. This article describes how to set up a connection to Rapporto provider.

TIP

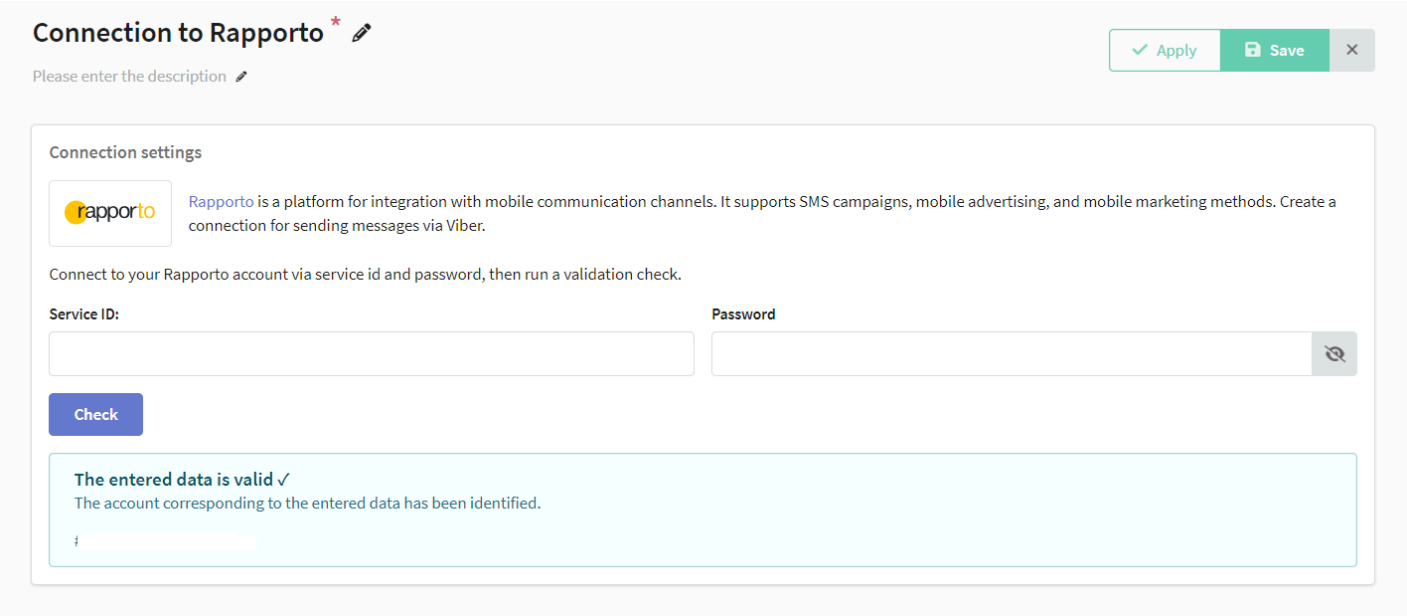
Before setting up a connection on the platform, read the Rapporto documentation in order to set up integration and request service ID and password.

In the main menu, go to Settings → Connections. Select connection type — Rapporto:



Click the “Create” button on the top bar. The connection settings window opens, then enter connection’s name, optionally add description.

Next you need to pass a validation check. Enter the service ID and password, click “Check”. Upon successful connection, the following will appear:



Click on the “Save” button to save the connection.After that you can proceed to setup a new integration.

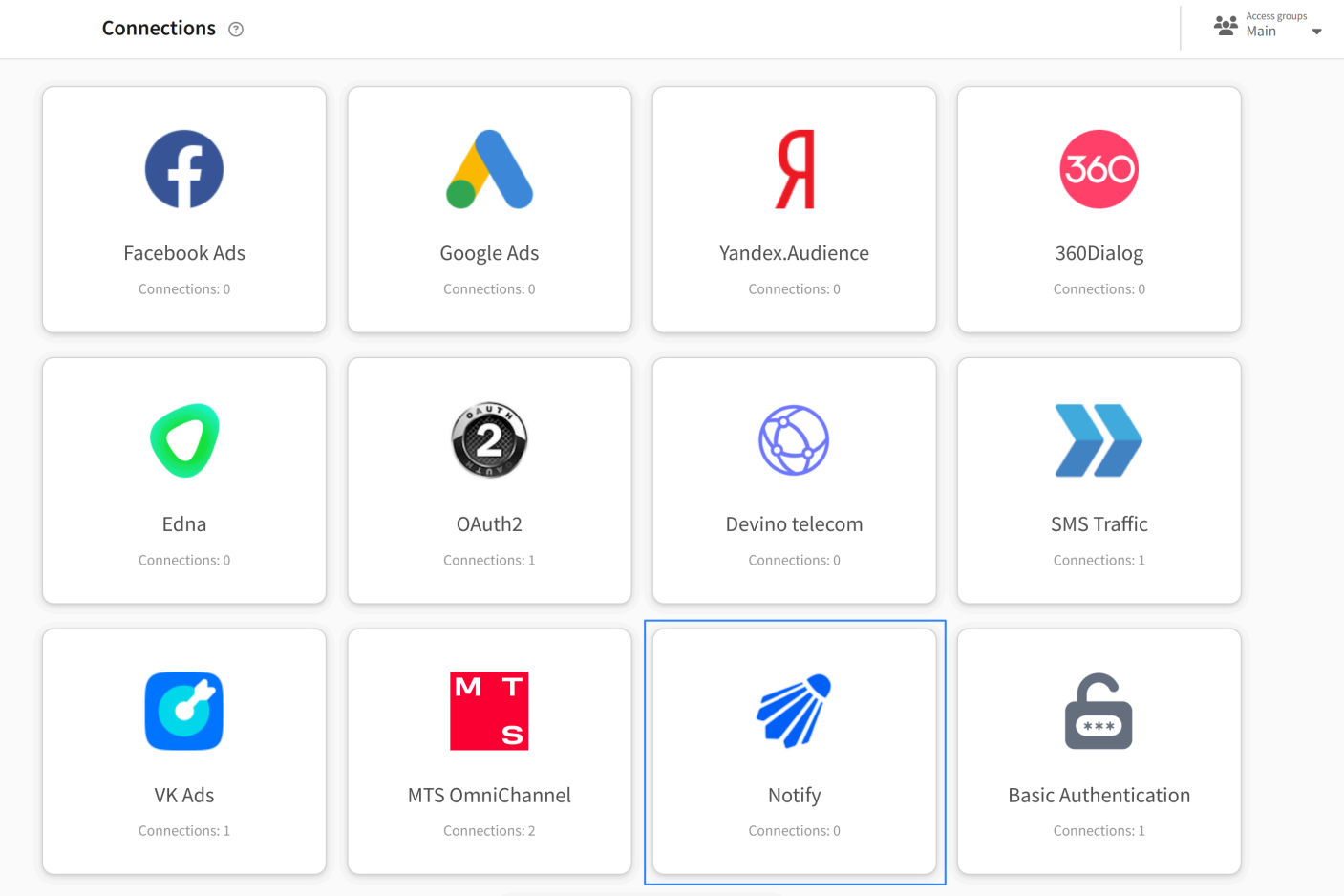
*** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.**

Connection to Notify

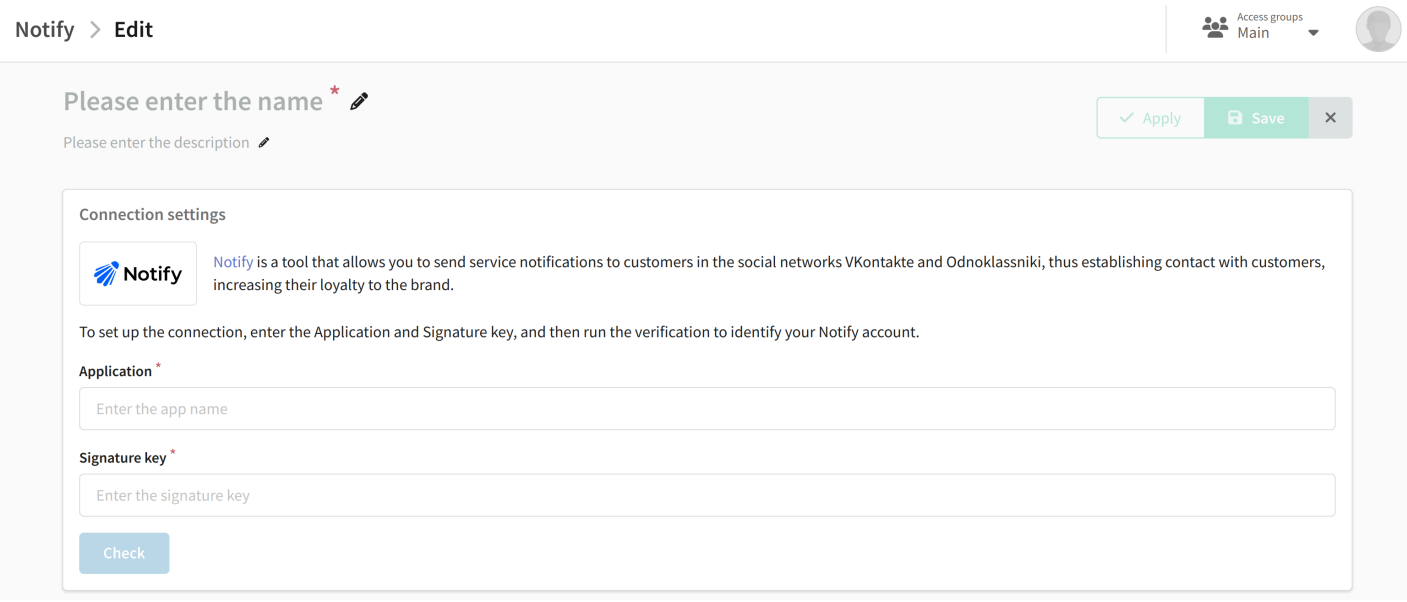
Connection to Notify is used to create an integration and further use the service as a communication channel with customers. This article describes how to create and configure such a connection.

> **TIP**
>
> **The connection is available to clients who already have direct access to the service, i.e., those who already have a Notify account. Currently, Notify does not allow the creation of new service accounts.**

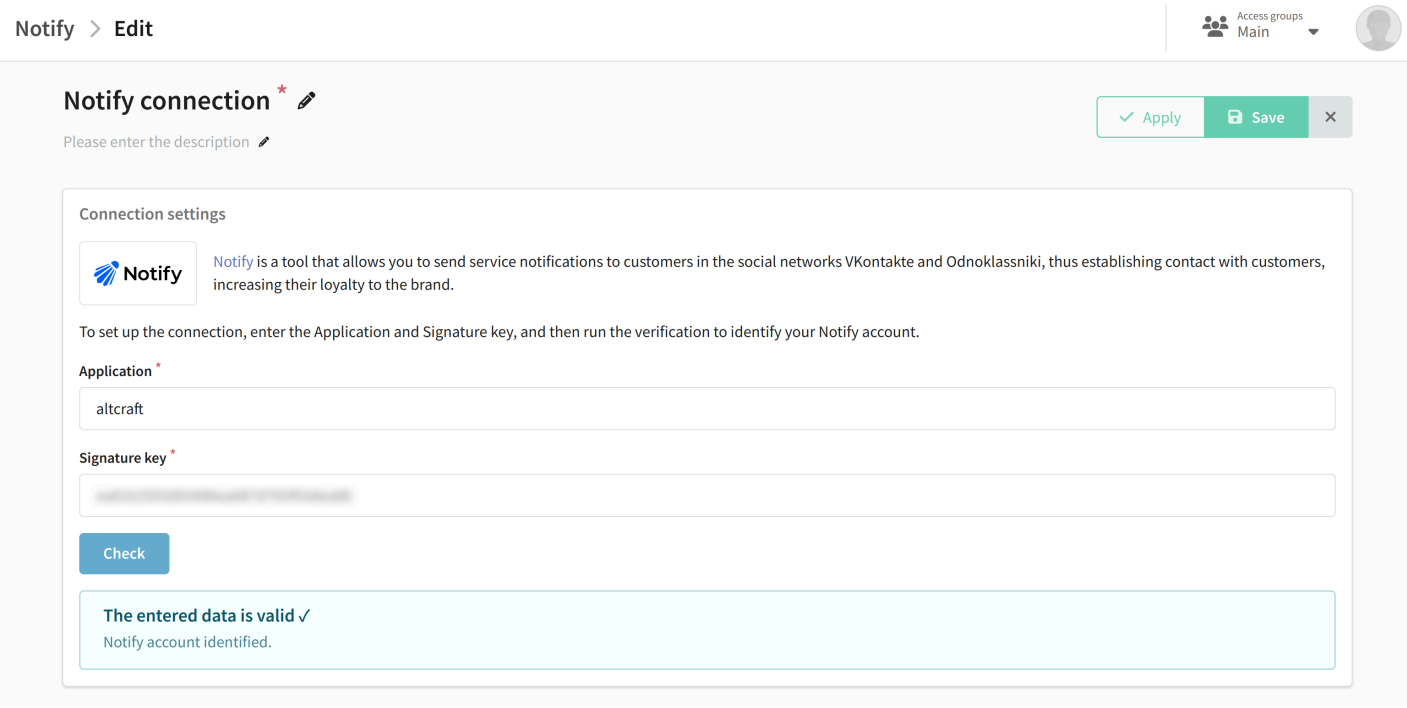
In the main menu, go to Settings → Connections. Select connection type — Notify:



Click the “Create” button on the top bar. In appearing window enter the name and description of connection:



To create a connection, you will need the Application and Signature key parameters from your Notify account. After filling in these fields, click the “Verify” button. If the entered data is valid, the platform will display the corresponding message:



Save the connection by clicking the “Save” button. You can then move on to Notify integration setup.

API requests: where to start

API-requests

Most users of the Altcraft platform interact with it through a web interface in a browser. However, you can use API for more flexible customization and automation of processes.

API (Application Programming Interface) is a set of rules that allows programs to communicate with each other. With API you can automate many tasks and integrate Altcraft platform features into your website or other systems.

As a rule, developers are in charge of writing API requests. However, understanding the principles of API operation by a marketer can greatly simplify interaction with developers: the marketer will be able to set tasks for them more clearly if he understands what tools can be used to implement it.

In this section, you will find guides on how to create basic API requests such as importing a profile, launching a trigger campaign, etc.

Basic API requests:

Import or update a profile

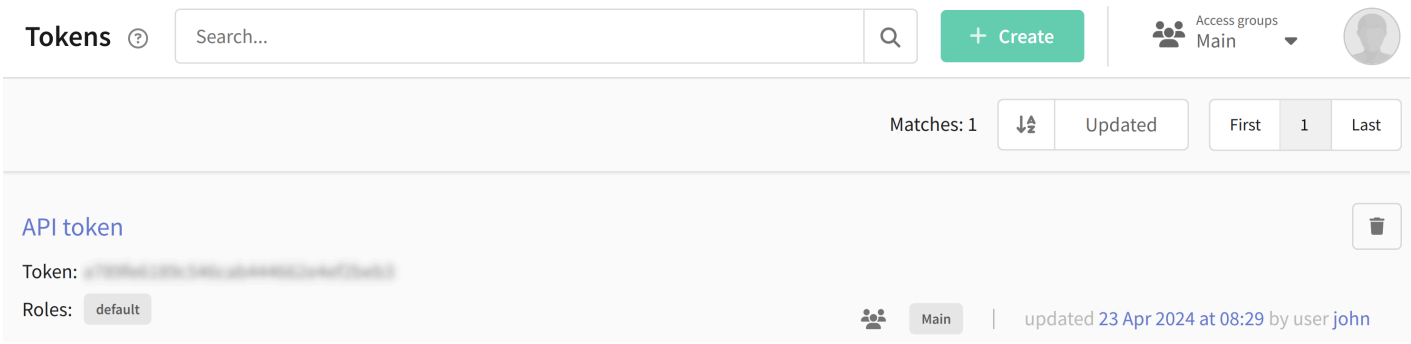
This article will show you how to write and submit API requests to perform the following tasks:

- **Adding a profile to the database**
- **Updating profile data**
- **Subscribing a profile to different channels**

Getting an API token

API token is a key to access the platform via API. It is used in any API request.

You can find the token in Altcraft platform settings, in the "Tokens" section. If you don't have a token yet, create one by clicking on the corresponding button:



CAUTION

Only master users can create an API token. If you do not have rights to create a token, contact a user with master rights.

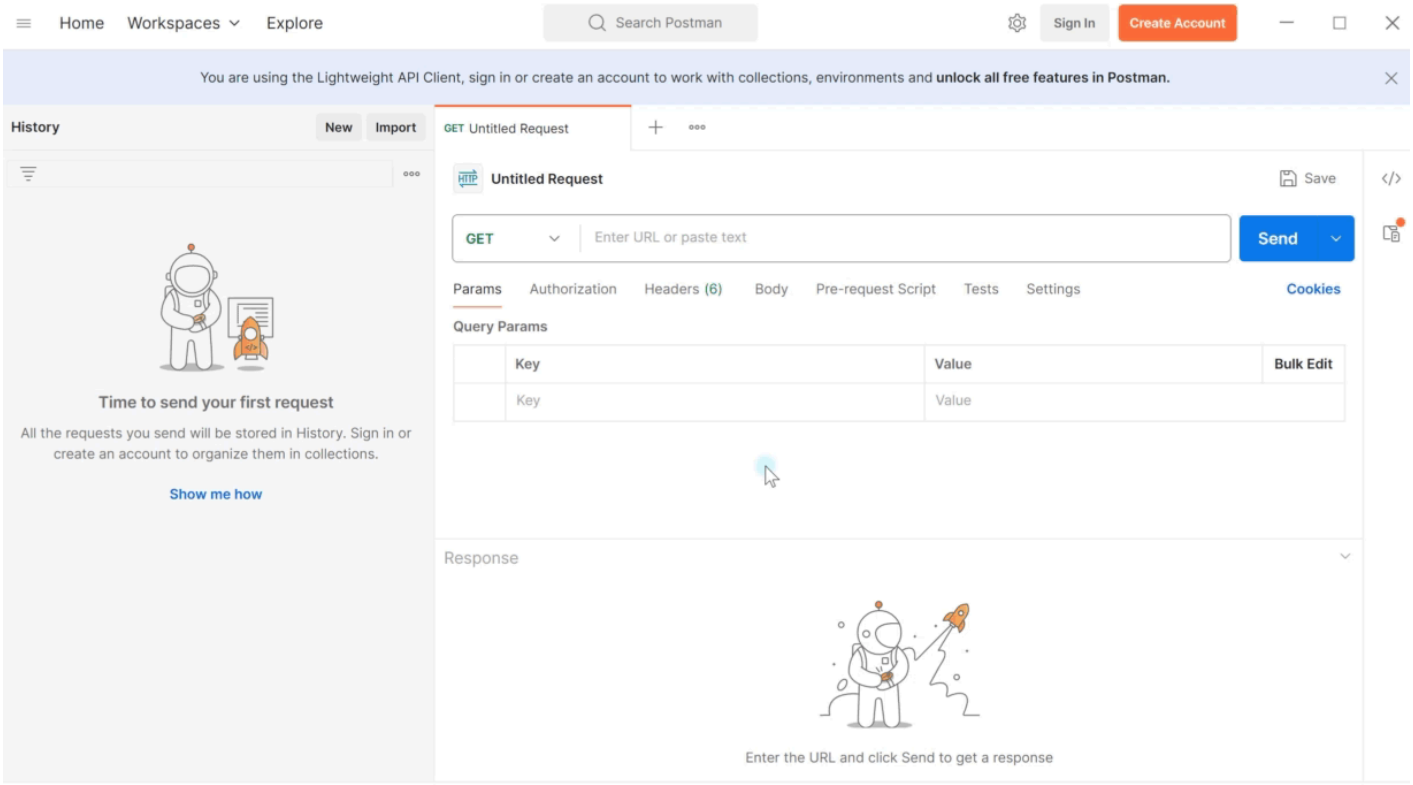
Installing and running Postman

To work with API requests, you need an application that allows you to send and receive them.

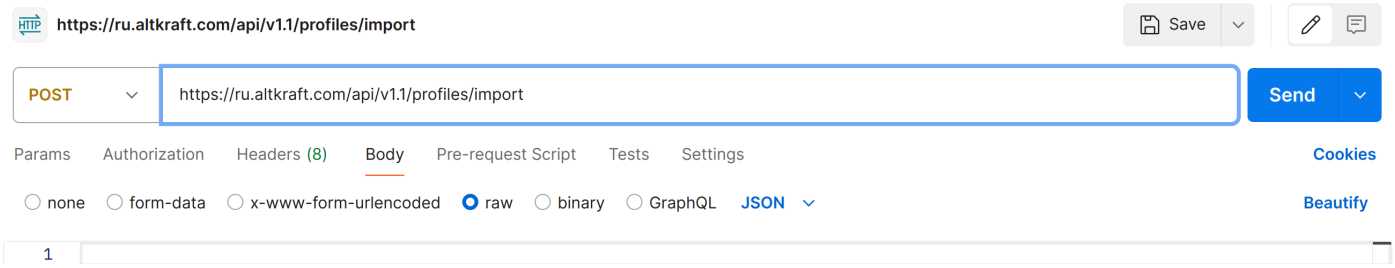
1. Download and install the Postman application or open its web version.

2. Select the POST method for your request.

3. Click the Body tab and select raw mode. Make sure the JSON format is selected.



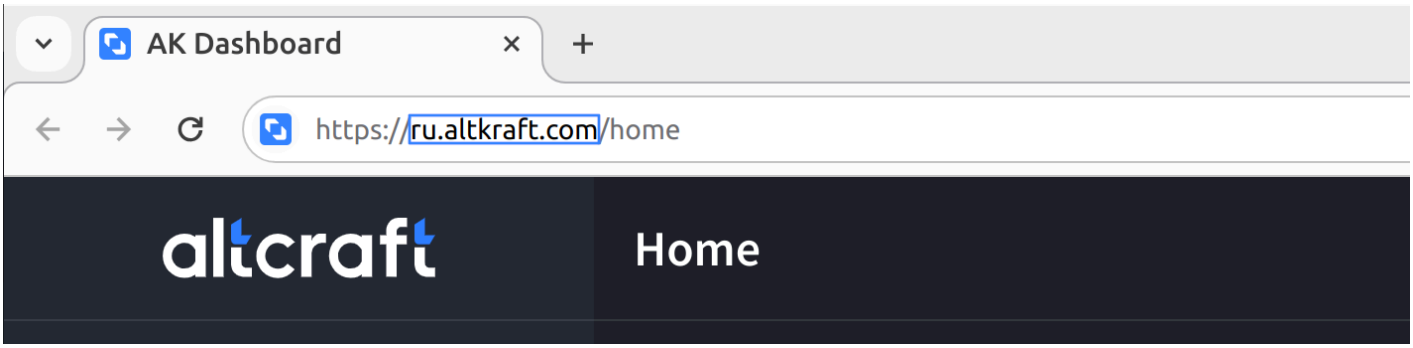
Request URL



To send a request to the server you need to enter its URL. It is individual for each request. For example, for a profile import request, the URL would be:

`https://example.com/api/v1.1/profiles/import`.

Instead of `example.com` you need to specify the address where the platform is located. You can get it directly from the address bar:



Creating a request

Adding a new profile

Let's move on to writing the query. Suppose we want to manually add a customer profile with e-mail `i.petrov@example.com` to database #5. Let's make a query:

```
{
     "token": "abcdefghklmnopqrstzxc",
     "db_id": 5,
     "matching": "email",
     "email": "i.petrov@example.com",
     "data": {
        "email": "i.petrov@example.com"
    }
}
```

- **"token " - API token. You can read more about where to find it at the beginning of the article.**
- **"db_id " - number of the database to which the profile is added. This number is indicated next to the name of the profile database to the right of the # sign.**
- **"data " - the object that contains the profile data. In the example above, we only pass the client's email address in this object.**
- **"matching " and "email " - parameters by which the query will determine whether this profile exists in the database. In this case, the email address is used to search for the profile. If the profile with this address already exists in the database, the query will update its data, if not - it will create a new profile. The "matching" parameter can take different values. However, it is not mandatory and if it is not specified, the profile will be searched by email.**

More details about the `matching` parameter

The `matching` parameter defines by which field the profile will be searched in the database. Several search modes are available in the platform, for example, the platform can search for a profile by email address, phone number, system ID or by any value you store in an additional field in the database.

The main thing is that the field by which you launch a search in the database is unique for the profile, i.e. the value of this field should not be the same for different profiles in the same database.

If you want to find a profile by its email, then `matching` will look like this:

```
{
     "matching": "email",
     "email": "example@example.com"
}
```

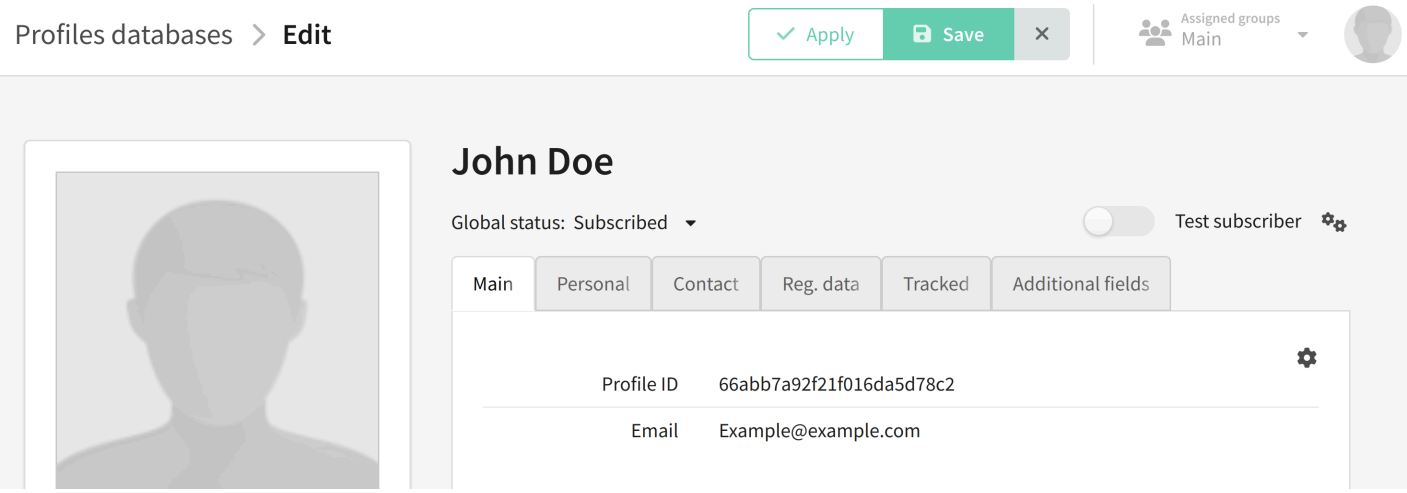
Search for a profile by phone::

```
{
     "matching": "phone",
     "phone": "+79000000000"
}
```

Search for a profile by ID (only when updating a profile):

```
{
     "matching": "profile_id",
     "profile_id": "012452gf62fcd71fjh8ec0"
}
```

The profile ID can be found here:



If you use a custom field to search for a profile, then your query will look like this:

```
{
     "matching": "custom",
     "field_name": "CRM_ID",
     "field_value": "12345"
}
```

where `CRM_ID` is the name of the field, and `12345` is the value of this field for the profile.

Updating profile data

Let's assume that we have new data about the client: his name is Ivan Petrov, born 15.01.1990, lives in Moscow, phone number - +79000000000. Now we need to update the profile and add this information. The query will look like this:

```
{
     "token": "abcdefghklmnopqrstzxc",
     "db_id": 5,
     "matching": "email",
     "email": "i.petrov@example.com",
     "data": {
        "email": "i.petrov@example.com",
        "_fname": "Ivan",
        "_lname": "Petrov",
        "_sex": "male",
        "_bdate": "1990-01-15T12:00:00Z",
        "_city": "Moscow",
        "phones": ["+79000000000"]
    }
}
```

We have extended the `"data"` parameter with the following data:

- **"_fname" - first name**
- **"_lname" - last name**
- **"_bdate" — date of birth in the format "1990-01-15T12:00:00Z"**
- **"_sex" - gender, "male" for men, "female" for women**
- **"_city" - city**
- **"phones" — phone number.**

Adding subscriptions to a profile

We have updated the profile and now we need to subscribe it to email, sms and push channels in resource #1. To do this we need to add the `subsriptions` array to `data`:

```
{
    "token": "abcdefghklmnopqrstzxc",
    "db_id": 5,
    "matching": "email",
    "email": "i.petrov@example.com",
    "data": {
      "email": "i.petrov@example.com",
      "_fname": "Ivan",
      "_lname": "Petrov",
      "_sex": "male",
      "_bdate": "1990-01-15T12:00:00Z",
      "_city": "Moscow",
      "phones": ["+79000000000"],
      "subscriptions": [
            {
                "channel": "email",
                "email": "i.petrov@example.com",
                "resource_id": 1
            },
            {
                "channel": "sms",
                "phone": "+79000000000",
                "resource_id": 1
            },
            {
                "channel": "push",
                "provider": "Firefox",
                "resource_id": 1,
                "subscription_id":"abcdefghijklmnqrstuvwxyz"
            }
        ]
    }
}
```

For each communication channel, the following parameters must be specified:

- “channel” — type of channel, for example, “email”, “sms”, “push”
- “resource_id” is the resource ID that you must configure before. Also, depending on the channel you are subscribing to, you will need to provide certain contact information. For example, for an email channel it is an email address, for an sms channel it is a phone number, and for a push channel you need to specify the provider (`provider`) and the push token (`subscription_id`).

TIP

Pay attention to the syntax of your request. Any extra character, be it a parenthesis, comma or period, can lead to errors when sending a request. Likewise, the query will not work if you do not close any quotes or parentheses.

Sending a request

To send a request, click Send in Postman. If the request is successful, the following message will appear:



If something went wrong, the error code and its description will be indicated in the reply message:



If you are unable to resolve the error yourself, please forward the error code and description to Altcraft Support team.

TIP

This article describes only some of the possible parameters for this request. The remaining parameters can be found here.

Trigger campaign launch

In this article, we will show you how to run a trigger campaign through the API. Let's consider two variants of the request:

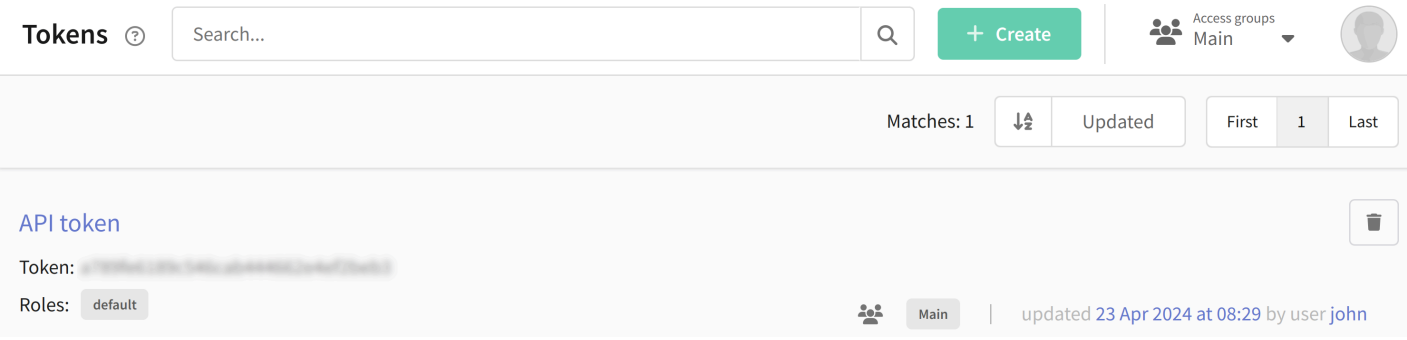
- **Sending a message to a single customer**
- **Launching a campaign for multiple subscribers**

> **TIP**
>
> **Only active trigger campaigns set to the "When using a special API call" event can be run via the API. In this article you can read about how to create a trigger campaign.**

Getting an API token

API token is a key to access the platform via API. It is used in any API request.

You can find the token in Altcraft platform settings, in the "Tokens" section. If you don't have a token yet, create one by clicking on the corresponding button:



> **CAUTION**
>
> **Only master users can create an API token. If you do not have rights to create a token, contact a user with master rights.**

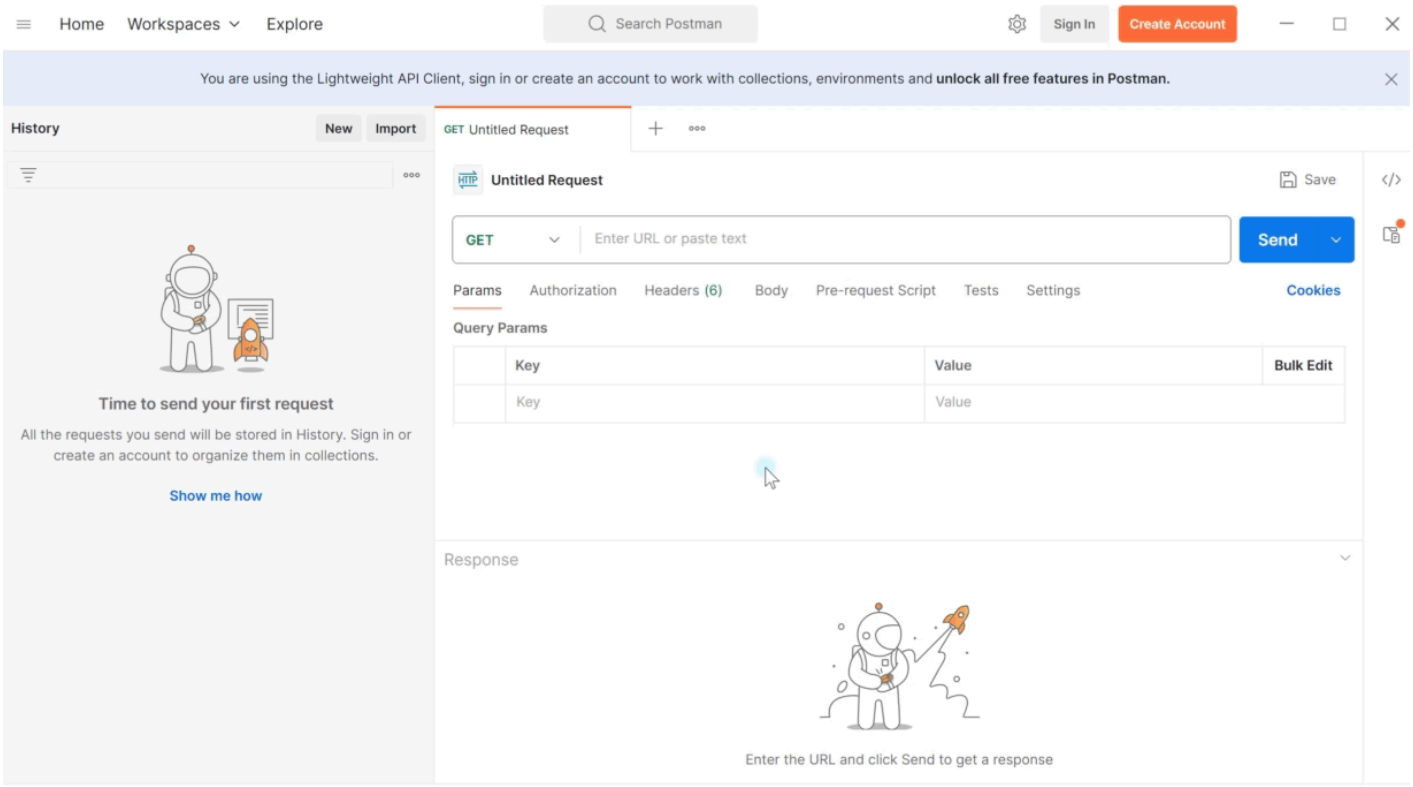
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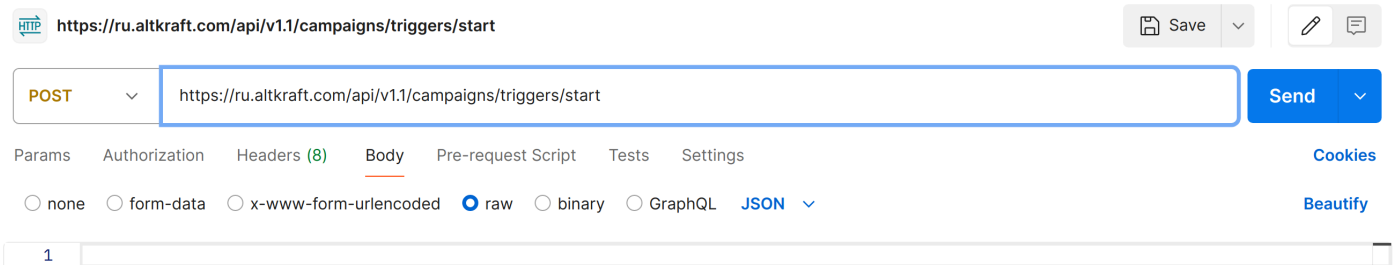
1. Download and install the Postman application or open its web version.

2. Select the POST method for your request.

3. Click the Body tab and select raw mode. Make sure the JSON format is selected.



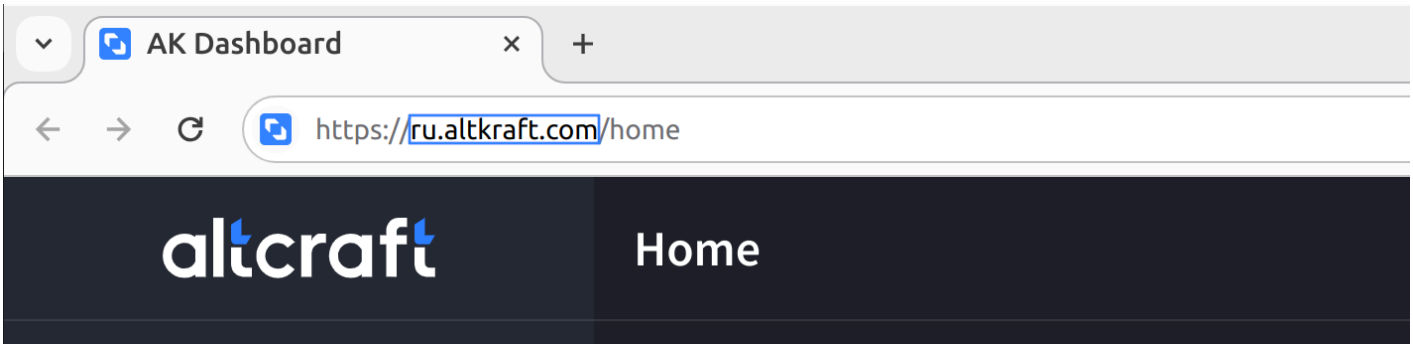
Request URL



To send a request to the server you need to enter its URL. It is individual for each request. For example, for a request to import a profile, the URL would be as follows:

`https://example.com/api/v1.1/campaigns/triggers/start`.

Instead of `example.com` you need to specify the address where the platform is located. You can get it directly from the address bar:



Creating a request

Launching a campaign for one user

Let’s move on to writing the query. Suppose there is a subscriber with the email address `zaycev@example.com` in the database. We want to send a message to his email by launching trigger campaign #1. Our query might look like this:

```
{
  "token": "abcdefghklmnopqrstzxc",
  "id": 1,
  "matching": "email",
  "email": "zaycev@example.com"
}
```

- “token” — API token. More details about where you can find it are provided at the beginning of the article.
- “id” is the number of the trigger campaign. It is shown next to the campaign name to the right of the # sign. The `id` of the trigger campaign is always a number, do not confuse it with the name.
- “matching” and “email” - parameters by which the query will find the required profile in the database. In this case the search by email address of the profile is used.

More details about the `matching` parameter

The `matching` parameter defines by which field the profile will be searched in the database. Several search modes are available in the platform, for example, the platform can search for a profile by email address, phone number, system ID or by any value you store in an additional field in the database.

The main thing is that the field by which you launch a search in the database is unique for the profile, i.e. the value of this field should not be the same for different profiles in the same database.

If you want to find a profile by its email, then `matching` will look like this:

```
{
     "matching": "email",
     "email": "example@example.com"
}
```

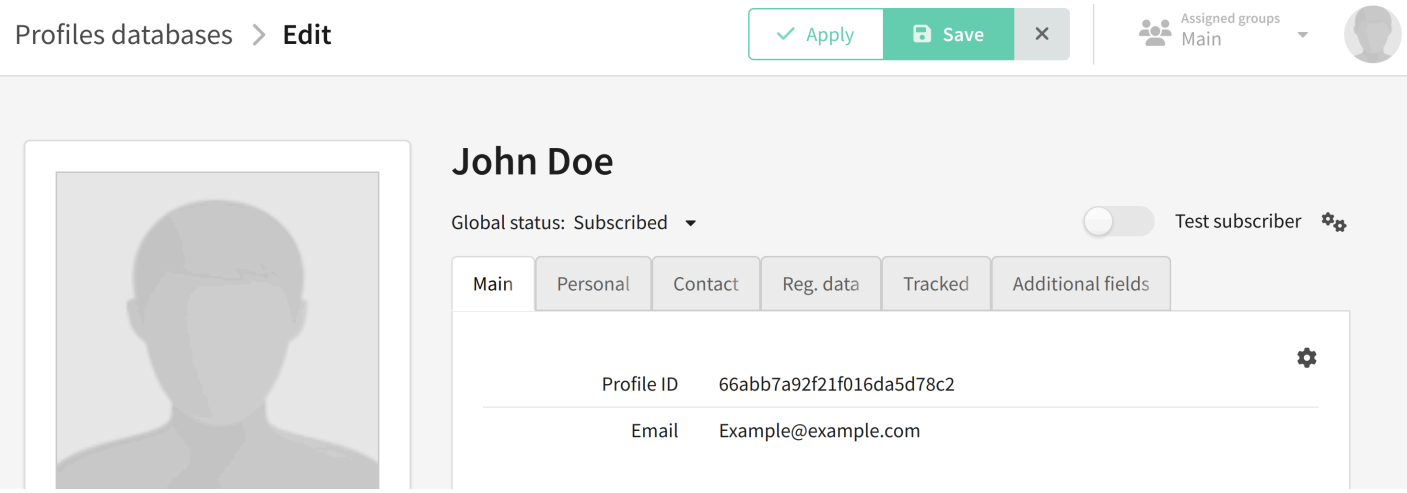
Search for a profile by phone:

```
{
     "matching": "phone",
     "phone": "+79000000000"
}
```

Search for a profile by ID (only when updating a profile):

```
{
     "matching": "profile_id",
     "profile_id": "012452gf62fcd71fjh8ec0"
}
```

The profile ID can be found here:



If you use an additional field to search for a profile in the database, your query will look like this:

```
{
     "matching": "custom",
     "field_name": "CRM_ID",
     "field_value": "12345"
}
```

where `CRM_ID` is the name of the field, and `12345` is the value of this field for the profile.

Launching a campaign for subscriber with custom field

Let's say we want to send a message with a new product catalog to the person who liked a VKontakte post. But we don't know anything about this client except its VK ID, which is recorded in our database in the corresponding field. In this case, the code will look like this:

```
{
  "token": "abcdefghklmnopqrstzxc",
  "id": 5,
  "matching": "custom",
  "field_name": "vk_id",
  "field_value": "123456"
}
```

The search for profiles will search for an additional field, since we specified `custom` in `matching`. The name of this field and its value are specified in the `field_name` and `field_value` parameters. The field value must be unique, otherwise the request will not work. We have indicated the VK ID of the client we are interested in, so the message will be sent only to him.

TIP

Pay attention to the syntax of your request. Any extra character, be it a parenthesis, comma or period, can lead to errors when sending a request. Likewise, the query will not work if you do not close any quotes or parentheses.

Sending a request

To send a request, click Send. If the request is successful, the following message will appear:



If something went wrong, the response message will indicate the code of error and its description:



If you are unable to resolve the error yourself, please forward the code of error and its description to Altcraft Support team.

TIP

This article describes only some of the possible parameters for this request. The remaining parameters can be found here.

Engage profile in scenario

In this article we will explain how to use an API request to send to the script a profile that already exists in the database.

TIP

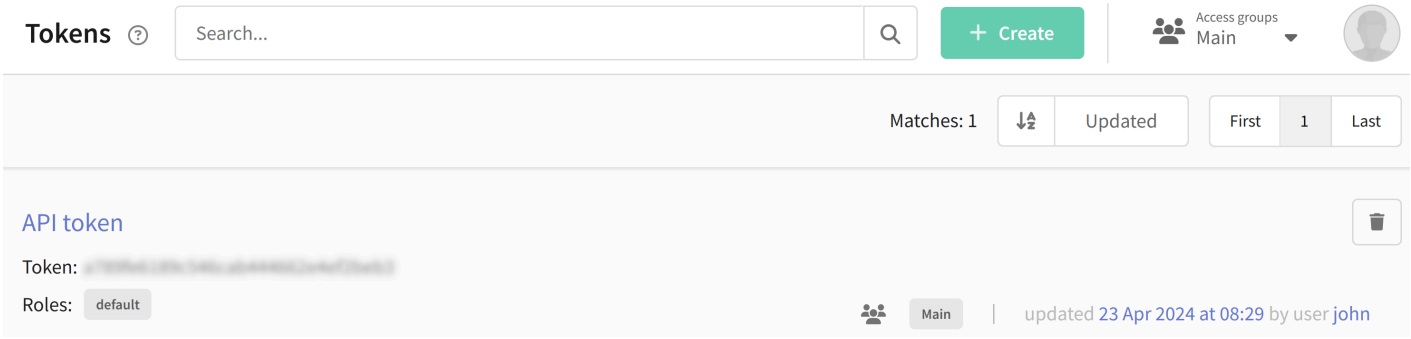
In order to run a profile in a scenario, the scenario must be created and activated. In this article you can read about how to work with automation scripts.

Note that the profiles in this run are included in the script via the Default **node.

Getting an API token

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CAUTION

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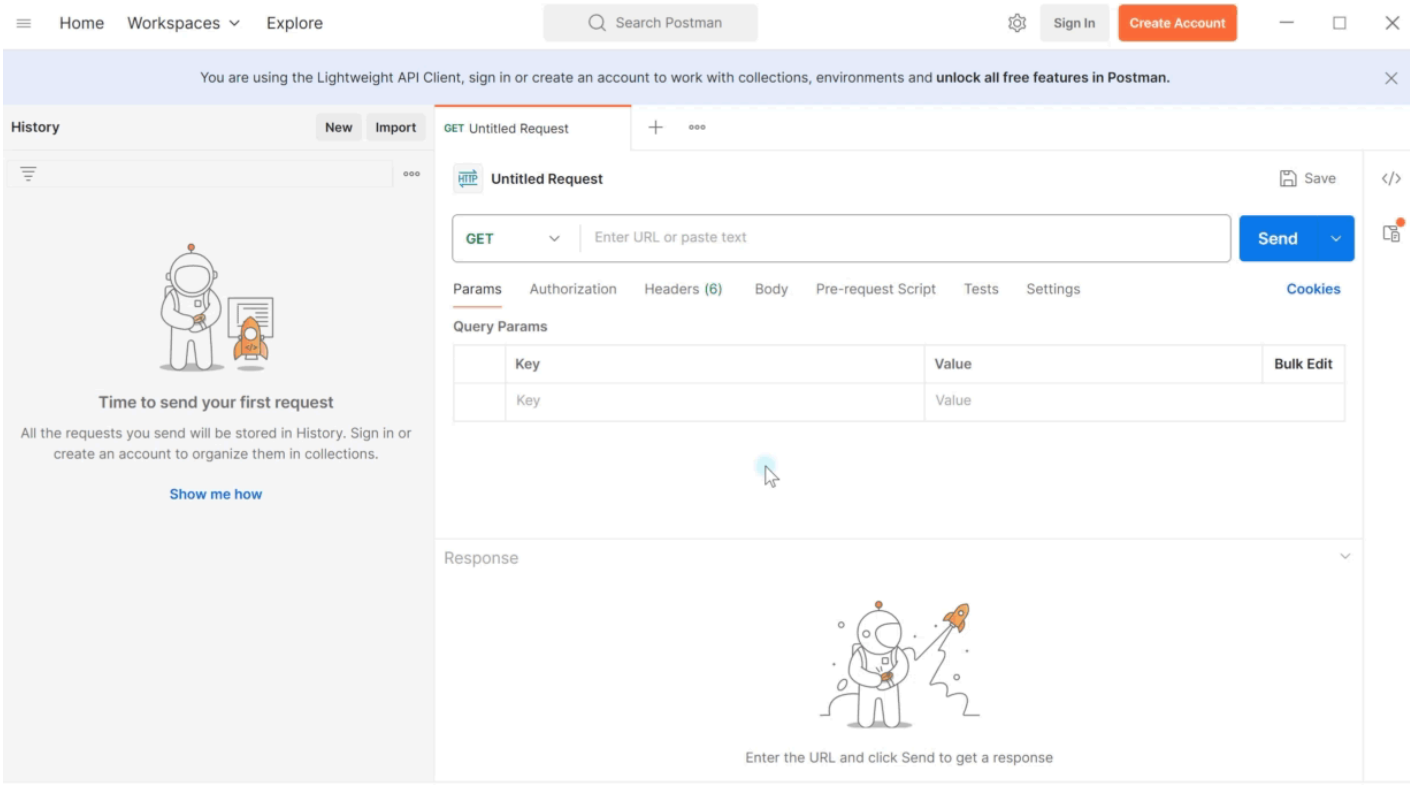
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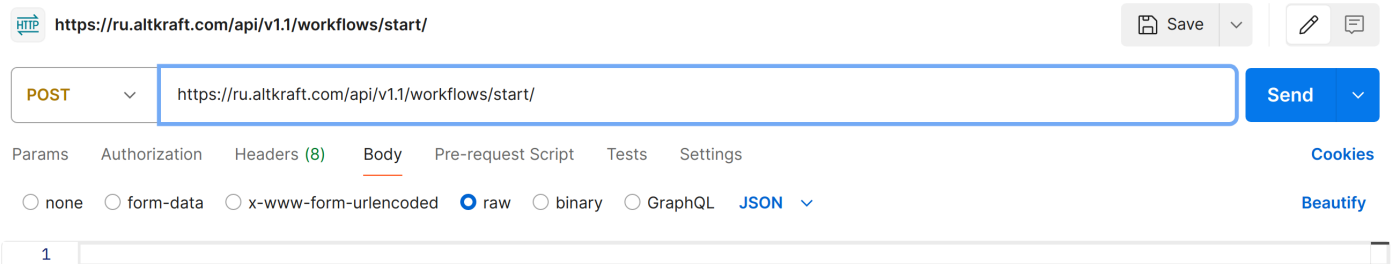
1. Download and install the Postman application or open its web version.

2. Select the POST method for your request.

3. Click the Body tab and select raw mode. Make sure the JSON format is selected.



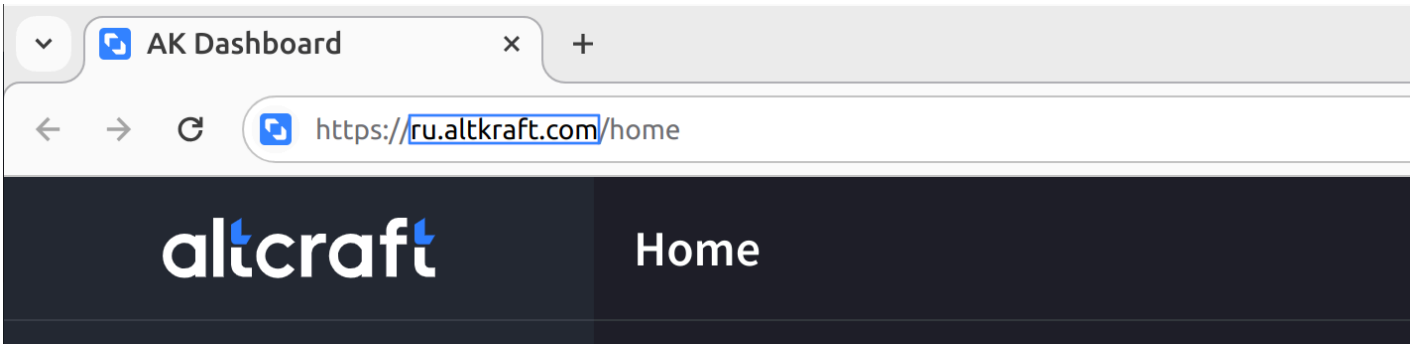
Request URL



To send a request to the server you need to enter its URL. It is individual for each request. For example, for a profile import request, the URL would be:

`https://example.com/api/v1.1/workflows/start/`.

Instead of `example.com` you need to specify the address where the platform is located. You can get it directly from the address bar:



Creating a request

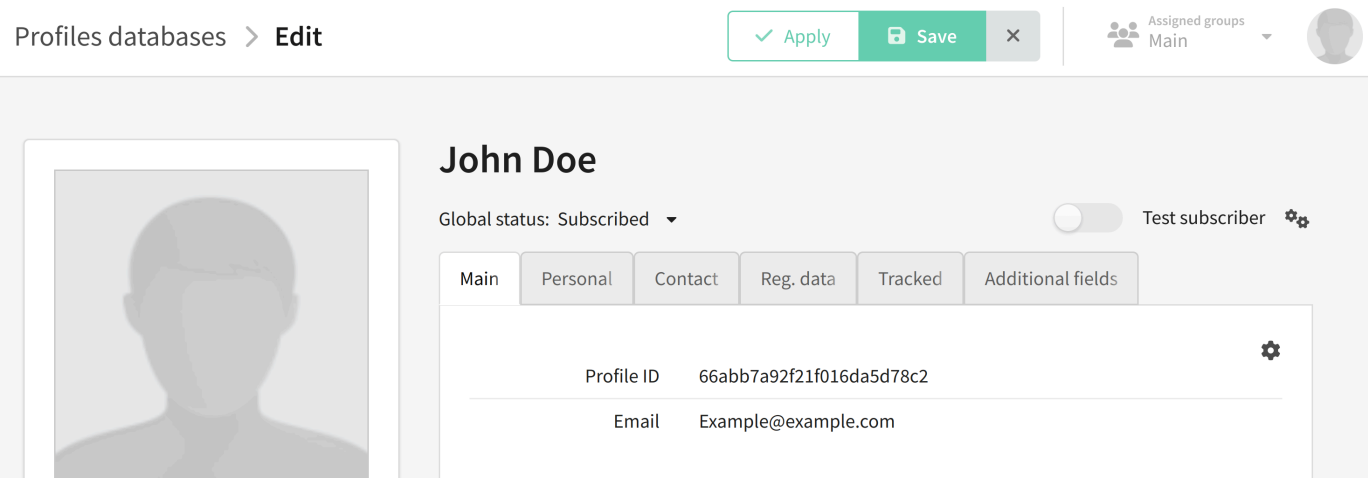
Let’s move on to writing the query. Suppose we want to send a subscriber with ID `66acb337240d5213037986d8` to scenario #3. The query might look like this:

```
{
  "token": "abcdefghklmnopqrstzxc",
  "id": 3,
  "matching": "profile_id",
  "profile_id": "66acb337240d5213037986d8"
}
```

- **“token” — API token. More details about where you can find it are provided at the beginning of the article.**
- **“id” — scenario number. It is listed with the # sign next to the scenario name. The `id` of a scenario is always a number, do not confuse it with the name.**
- **“matching” and “profile_id” - parameters by which the query will find the required profile in the database. In this case the search by profile ID is used.**

INFO

The profile ID can be found here:



More details about the `matching` parameter

The `matching` parameter defines by which field the profile will be searched in the database. Several search modes are available in the platform, for example, the platform can search for a profile by email address, phone number, system ID or by any value you store in an additional field in the database.

The main thing is that the field by which you launch a search in the database is unique for the profile, i.e. the value of this field should not be the same for different profiles in the same database.

If you want to find a profile by its email, then `matching` will look like this:

```
{
     "matching": "email",
     "email": "example@example.com"
}
```

Search for a profile by phone:

```
{
     "matching": "phone",
     "phone": "+79000000000"
}
```

Search for a profile by ID (only when updating a profile):

```
{
     "matching": "profile_id",
     "profile_id": "012452gf62fcd71fjh8ec0"
}
```

If you use an additional field to search for a profile in the database, your query will look like this:

```
{
     "matching": "custom",
     "field_name": "CRM_ID",
     "field_value": "12345"
}
```

where `CRM_ID` is the name of the field, and `12345` is the value of this field for the profile.

> **TIP**
>
> **Pay attention to the syntax of your request. Any extra character, be it a parenthesis, comma or period, can lead to errors when sending a request. Likewise, the query will not work if you do not close any quotes or parentheses.**

Sending a request

To send a request, click Send. If the request is successful, the following message will appear:



If something went wrong, the response message will indicate the number and description of the error:



If you are unable to resolve the error yourself, please forward the error number and description to Altcraft Support team.

> **TIP**
>
> **This article describes only some of the possible parameters for this request. The remaining parameters can be found here.**

Changelog

Changelog

INFO: **Platform update policy**

Updates are distributed to users based on their requests. First of all, they become available to those who requested new functionality. At this stage, the platform is evaluated and feedback is collected. After that, the update becomes available to others.

After receiving a new build, it is recommended to perform the update within 14 calendar days. Updates include not only new features, but also important security fixes and bug fixes.

Fixes and updates are only released for the current version of the platform. Outdated versions are not supported. Bugs found in versions that are more than two major releases behind are not addressed or fixed. To ensure stable and secure operation, it is important to update in time.

TIP

The platform version number indicates the release date and scope of the changes. For example, version v2024.3.69.490 means that the update was released in 3rd quarter of 2024, it is the 69th version of the platform, and it includes 490 bug fixes and improvements

v2025.2.72

v2025.2.72.0 – Redis Storage, Process Optimization

Added

Redis Storage

For the correct functioning of the platform, it is now required to use Redis-compatible storage. Such storage:

- **enables a gradual transition away from file-based persistent storage;**
- **increases the platform's fault tolerance and manageability;**
- **ensures more reliable and faster interaction between services.**

We recommend using Kvrocks. The platform installation documentation includes a guide for connecting Kvrocks.

Using Redis is allowed but only with AOF data persistence mode or RDB + AOF mode.

Support for RabbitMQ Quorum Queues and Unified Virtual Host

> **CAUTION**
>
> **Before installing the update, you need to create a new virtual host (by default, altcraft) and ensure that the current user has full permissions on it.**

> **INFO**
>
> **If there are messages left in old virtual hosts, you can use the Shovel plugin to transfer them. Below is an example of moving messages from the `trk_read` queue in the `/` virtual host to the `altcraft` virtual host:**
>
> ```
> rabbitmqctl set_parameter shovel trk_read '{
>   "src-protocol": "amqp091",
>   "src-uri": "amqp://altcraft:abcdefghijklmnopqrstuvwxyzABCDEF@localhost:5672",
>   "src-queue": "trk_read",
>   "dest-protocol": "amqp091",
>   "dest-uri": "amqp://altcraft:abcdefghijklmnopqrstuvwxyzABCDEF@localhost:5672/altcraft",
>   "dest-queue": "trk_read"
> }'
> ```

Other Changes

- **Users can now create a new report based on an existing one.**
- **Added support for configuring a handler pool for the RMQ Event Sender.**
- **The user session duration is now configured via the `PROCAUTH_SESSION_TIME_SEC` parameter, and the ability to continue the session when the IP address changes is controlled by `PROCAUTH_SESSION_ALLOW_CHNET`.**

Improved

- **Platform performance has been improved.**
- **Stability of the `procintegras` process has been improved.**
- **Task processing in the `proctask` process has been optimized.**

Other

- **Platform performance improved.**
- **Fixed several UI/UX issues.**
- **Increased stability of the `procintegras` process.**
- **Fixed authorization-related errors.**
- **Optimized task processing logic in `proctask`.**
- **Fixed incorrect display of analytics metrics.**
- **Confirmation link validation in templates works properly again.**
- **Automation Scenario elements now operate more reliably — previously occurring errors have been resolved.**

References

v2025.2.72.0: PL-18318 PL-18343 PL-18519 PL-18367 PL-18349 PL-18323 PL-18192 PL-18321 PL-18322 PL-18262 PL-18316 PL-18483 PL-18445 PL-18482 PL-18276 PL-18458 PL-18427 PL-18389 PL-18372 PL-18347 PL-18319 PL-18332 PL-18403 PL-18396 PL-18359 PL-18375 PL-18379 PL-18302 PL-18307 PL-18295 PL-18255 PL-17490 PL-17886 PL-18134 PL-17904 PL-16949 PL-16946 PL-17729 PL-17590 PL-16965 PL-17223 PL-15798 PL-17545 PL-17068 PL-17474 PL-17453 PL-17131 PL-17451 PL-17442 PL-17399 PL-16918 PL-17328 PL-17302 PL-16782 PL-17192 PL-17243 PL-17023 PL-16948 PL-17101 PL-17087 PL-17091 PL-11284 PL-16885 PL-17030 PL-17029 PL-16969 PL-17013 PL-6658 PL-16541 PL-16356 PL-16702 PL-3437 PL-16530

---

v2025.2.72.707 – Custom channel improvements, link shorter optimization

DANGER

Pay attention to the important changes in the link shortener behavior:

- **The content of the web version of the message is now transmitted without modifications. This means that actions with it will appear in the profile card as content actions. Links to web versions are still transmitted with the `dummy=1` parameter;**
- **The link format has changed from `^(/s/[A-Za-z0-9_-]{5,20})$` to `^(/s[A-Za-z0-9_\-!~\.]{10,12})$`.**

Added

- **Added dynamic display of process status when starting and stopping the platform using `akd`.**
- **The number of profiles entered and exited is now displayed above scenario elements.**
- **The variable insertion menu now includes scenario name and scenario ID, as well as element ID and element type.**
- **Users can now override form templates using `custom` files.**
- **Added a launch log for the trigger scenario element “Scheduled Capture”.**
- **The profile card now displays information about scenario errors if the profile was in the GKG.**
- **API requests for the scenario list and template info now support `updated_user` and `update_time` parameters.**

Improved

Custom Channel Pipeline Improvements

The operation of custom channel pipelines has been significantly improved. The following changes were made:

- **Fixed errors occurring during pipeline execution.**
- **Added access to object names.**
- **Pipelines can now accept event dates in the EventObject.**
- **Added a unique message identifier in the pipeline, matching the ID in ClickHouse.**

Other Improvements

- It is now possible to override the Firebase URL for each platform account in the configuration file.
- The search and filtering interface across the platform has been updated.
- Refactored link shortener operation. Duplicate link IDs were eliminated, and the maximum link length was reduced to 14 characters.
- The `maxAmountOfChanges` constant was moved from `segstat_recalc` to a separate configuration parameter — `SEGSTATIC_PROFILE_CHANGES_BATCH_SIZE`.
- Optimized the Best Send Time ML service. Related configuration parameters were also updated.
- Improved platform performance.
- Improved stability of `procworkflow`, `webcontrol`, and `proctask` processes.

Other

- Static segments created via API are now recalculated correctly.
- Fixed incorrect calculation of segments with identical file names.
- The last update date is now correctly displayed in profile databases.
- The subscription capture trigger in scenarios now considers the selected channel and resource.
- Fixed a JavaScript error on the campaign type selection page when creating a campaign from the calendar.
- The session in the web interface no longer expires too quickly.
- The `adddate` function now works correctly in the “API Call” scenario element.
- The JSON filter now supports fields with underscores in their names.
- Push templates imported via API can now be opened in the beta editor.
- The `not_strict` and `subscription_filter` parameters in scenarios now work correctly.
- AKMTA now correctly processes DSN when using the `From` field address in `MAIL FROM`.
- Fixed 500 error when requesting the web version via API for profiles in the stop list.
- Fixed an error that occurred when placing a pixel via the Tag Manager.
- Fixed parsing of status responses from the SMSTraffic sender.
- Phone numbers in .xls files are now parsed correctly.
- The `send_message_id` value in custom JSON for Push now matches the `send_message_id` from the event capture hook.

References

v2025.2.72.707: PL-18764 PL-18548 PL-18710 PL-18763 PL-18671 PL-18659 PL-17043 PL-16495 PL-17891 PL-18293 PL-18486 PL-18752 PL-18674 PL-18761 PL-18095 PL-18634 PL-18661 PL-18548 PL-18531 PL-17937 PL-18383 PL-18264 PL-18449 PL-17595 PL-17827 PL-18750 PL-13124 PL-18737 PL-18070 PL-17894 PL-17772 PL-18132 PL-18672 PL-18703 PL-18712 PL-18669 PL-18619 PL-18613 PL-18648 PL-18546 PL-13124 PL-18573 PL-15659 PL-18734 PL-18705 PL-18693 PL-18668 PL-17784 PL-18662 PL-18608 PL-17418 PL-16610 PL-18697 PL-18043 PL-18685 PL-18683 PL-18676 PL-18656 PL-18605 PL-18524 PL-18660 PL-18658 PL-18447 PL-18494 PL-18632 PL-15330 PL-18592 PL-17661 PL-17120 PL-18534 PL-18446 PL-18304 PL-18261 PL-17705 PL-18417 PL-15337 PL-18164

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v2025.2.72.1475 – password recovery and billing info

CAUTION

As part of this update, the structure of stored data has been changed, so for the platform to work correctly you must perform a migration. To do this, stop the platform and run the following command:

```
./aktool migrate add-updatefeed --config=/opt/MarketingPlatform/config/main.json
```

Do not run the migration multiple times! The migration is performed only once. If any errors occur, please contact technical support.

Added

- **Metrics of profile processing time have been added for each campaign stage.**
- **A numeric postfix has been added to the log file upon rotation.**
- **For content, variables `{segid}` and `{segname}` have been added — ID and name of the segment.**
- **New parameter `PROCAUTH_WELCOME_LINK_TTL_SEC` added — lifetime of the registration completion and password setup link.**
- **Additional logs have been added to the Reply processing in AKMTA.**
- **New indexes have been added in MongoDB for the most frequent queries to improve platform stability.**
- **Integration with SMS provider 7tech has been added.**
- **Logs for Notify requests have been added to obtain integration status.**

Improved

- **Profile sorting removed when filling a static segment.**
- **Extended information in the freeze and account deactivation notification.**
- **Password change page updated, along with the success notification email.**
- **Improved stability of the `proctask` process.**
- **Additional Market product fields are now imported with correct data types.**

Other

- **Fixed several UI/UX issues in the interface.**
- **The `--faster` flag of the `./akd restart` command works correctly again.**
- **Fixed a bug where conditions with array references were not displayed in the “JSON filter” element.**
- **Images in Viber templates are once again correctly inserted through the gallery.**
- **Eliminated false triggers related to profile relations.**
- **Campaign schedule start time is now calculated correctly, even when using a time zone different from the account’s.**
- **Fixed errors occurring when recalculating profile segments.**
- **Scenarios are now saved correctly when using the “Capture profiles on subscription add/change” node with custom channel filters.**
- **Fixed JS error when opening the “Segment by schedule” node.**
- **AKMTA now saves emails received from the postmaster mailbox.**
- **Added `X-Letter-Id` header for Sendsay sender.**
- **Profile card now displays unsubscribe events for the Viber™ channel again.**
- **The `uppercasefirst` function now works correctly with profile fields.**
- **Fixed errors related to sending emails after form submissions.**
- **Telegram template preview works correctly again.**
- **Fixed a bug where incorrect data was displayed in GCG.**
- **Fixed issues related to user roles and access rights.**

References

v2025.2.72.1475: PL-18764 PL-18548 PL-18710 PL-18763 PL-18671 PL-18659 PL-17043 PL-16495 PL-17891 PL-18293 PL-18486 PL-18752 PL-18674 PL-18761 PL-18095 PL-18634 PL-18661 PL-18548 PL-18531 PL-17937 PL-18383 PL-18264 PL-18449 PL-17595 PL-17827 PL-18750 PL-13124 PL-18737 PL-18070 PL-17894 PL-17772 PL-18132 PL-18672 PL-18703 PL-18712 PL-18669 PL-18619 PL-18613 PL-18648 PL-18546 PL-13124 PL-18573 PL-15659 PL-18734 PL-18705 PL-18693 PL-18668 PL-17784 PL-18662 PL-18608 PL-17418 PL-16610 PL-18697 PL-18043 PL-18685 PL-18683 PL-18676 PL-18656 PL-18605 PL-18524 PL-18660 PL-18658 PL-18447 PL-18494 PL-18632 PL-15330 PL-18592 PL-17661 PL-17120 PL-18534 PL-18446 PL-18304 PL-18261 PL-17705 PL-18417 PL-15337 PL-18164

Meta Platforms Inc., the company behind Instagram, Facebook, and WhatsApp, has been designated as an extremist organization and is banned in the Russian Federation.
****Viber is a trademark of Rakuten Group, Inc. and is blocked in the Russian Federation.***

v2025.1.71

v2025.1.71.0 - Global control groups, administrative panel rework, NPS testing

CAUTION

For the platform to work correctly after the upgrade you need to perform a migration, to do this:

1. Before running `procevent`, perform the data migration for ClickHouse:

```
/opt/MarketingPlatform/ak/bin/aktool profile_history add_gcg_id_column --config
/opt/MarketingPlatform/config/main.json
/opt/MarketingPlatform/ak/bin/aktool history_storage add_gcg_id_column --config
/opt/MarketingPlatform/config/main.json
/opt/MarketingPlatform/ak/bin/aktool history_storage add_profile_marks --config
/opt/MarketingPlatform/config/main.json
```

The platform can only be started after the ClickHouse migrations are completed.

2. After completing the ClickHouse migrations, run `aktool` from the new build to migrate MongoDB:

```
./aktool --config config/main.json profiles migrate-gcg-flags
```

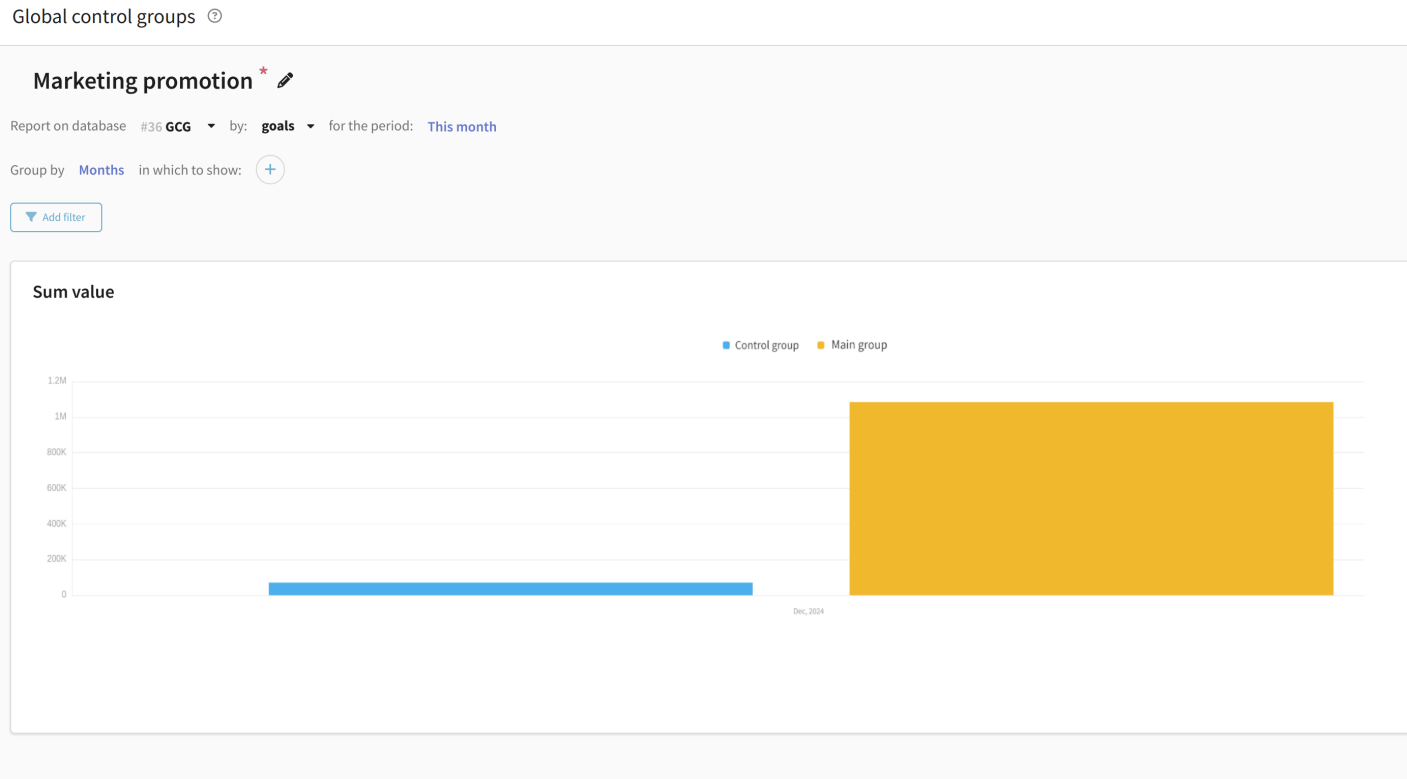
Note that the MongoDB migration may take from one to several hours. The global control groups feature will be available only after the MongoDB migration is completed.

3. Start `procevent`.

Major changes

Global control groups

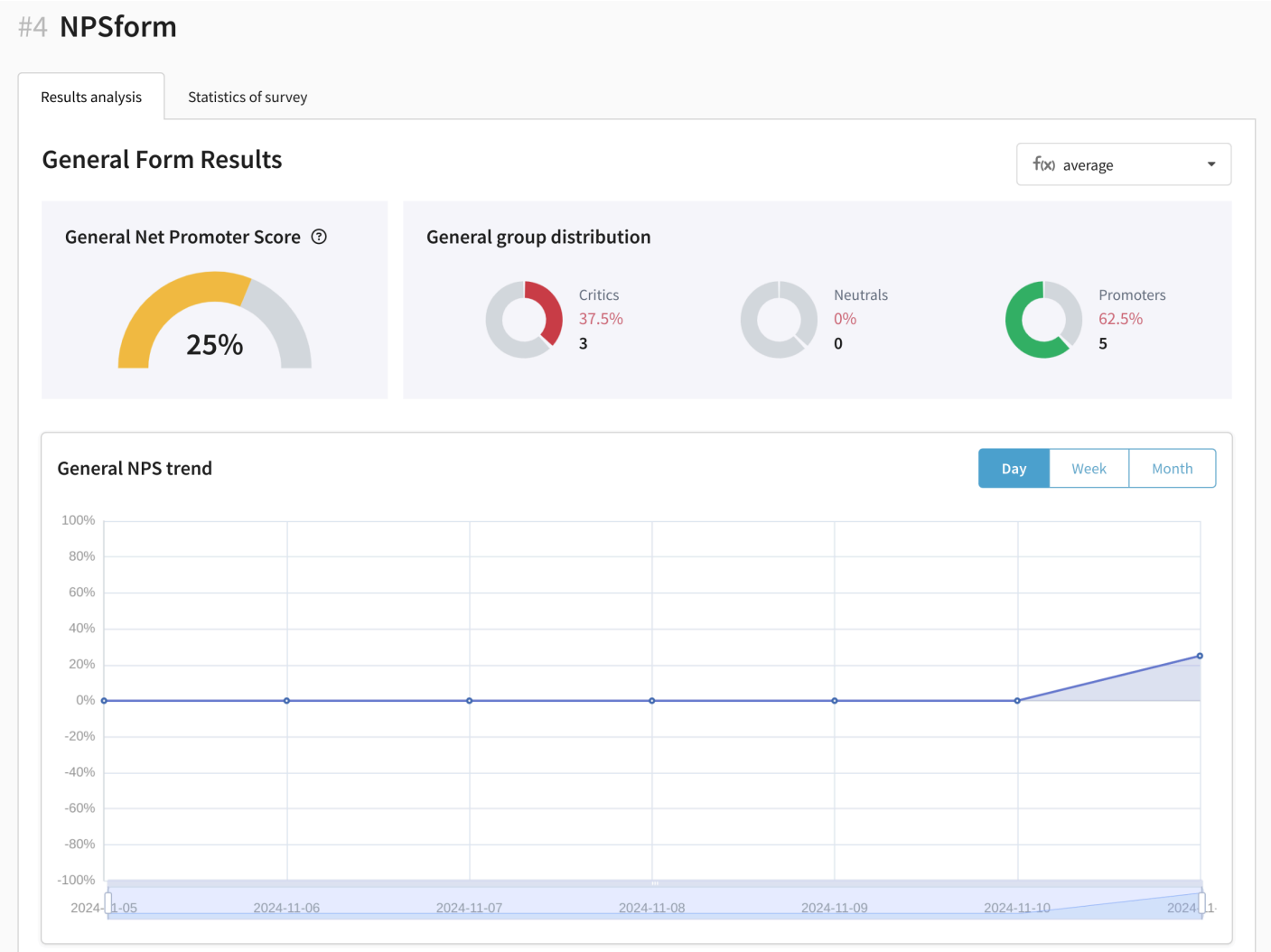
The platform now includes a feature to select global control groups. Global control groups are parts of the customer base that temporarily does not receive marketing communications in order to analyze the effectiveness of marketing strategies. After some time, the user can compare key metrics of the main part of the clients and the control group. In case the groups' metrics differ insignificantly, the marketer can conclude that his campaigns are ineffective:



You can read more about global control groups here.

NPS testing in Forms

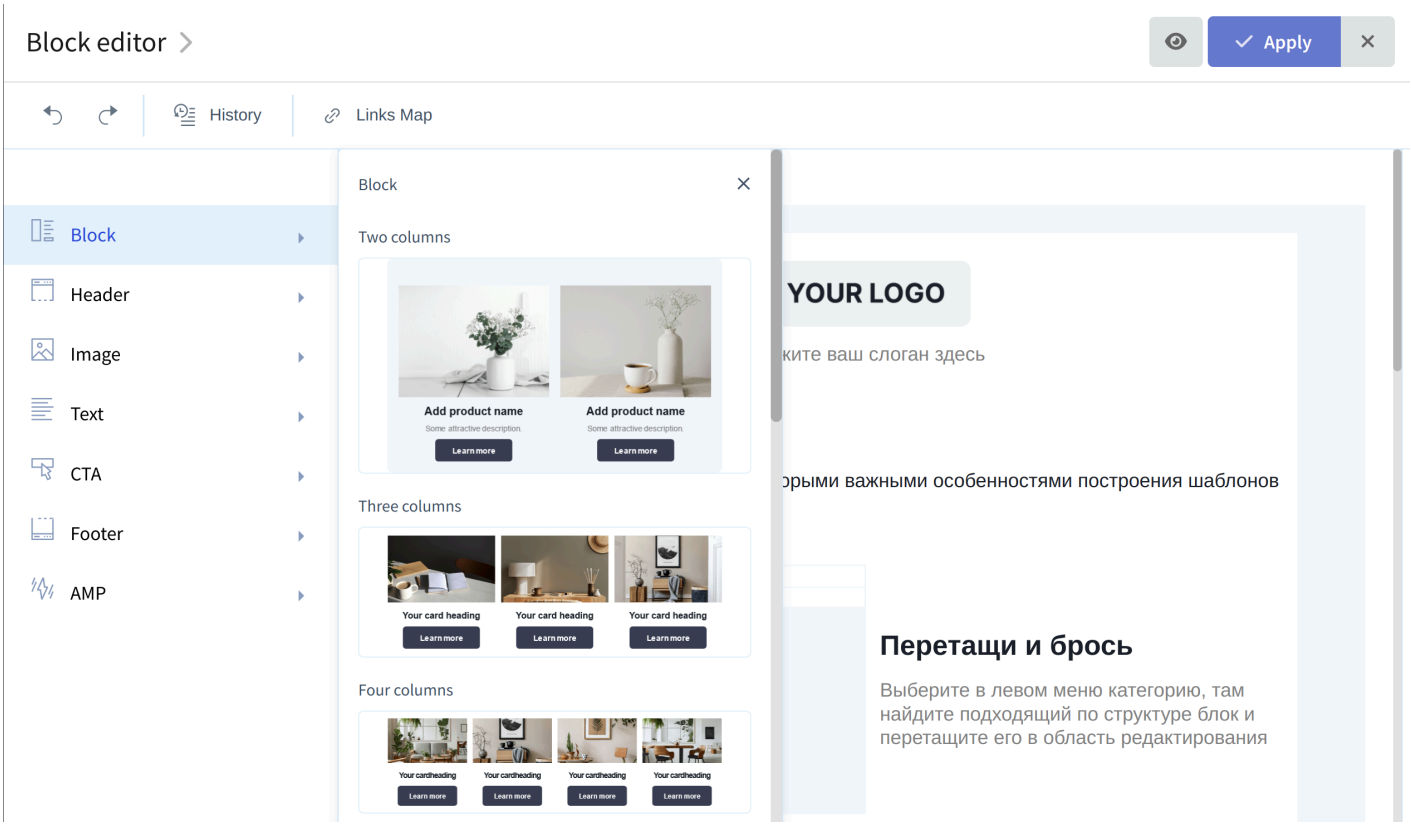
You can now add a NPS survey to web forms created in the Altcraft platform. These surveys help you calculate the Net Promoter Score (customer loyalty index), a metric that shows customer commitment to a company or product. This index is one of the main indices for measuring customer loyalty. NPS allows you to analyze the strengths and weaknesses of a product and adjust your marketing strategy:



To learn how to set up NPS surveys in the platform, read the [article] or use this [video guide].

Block email editor

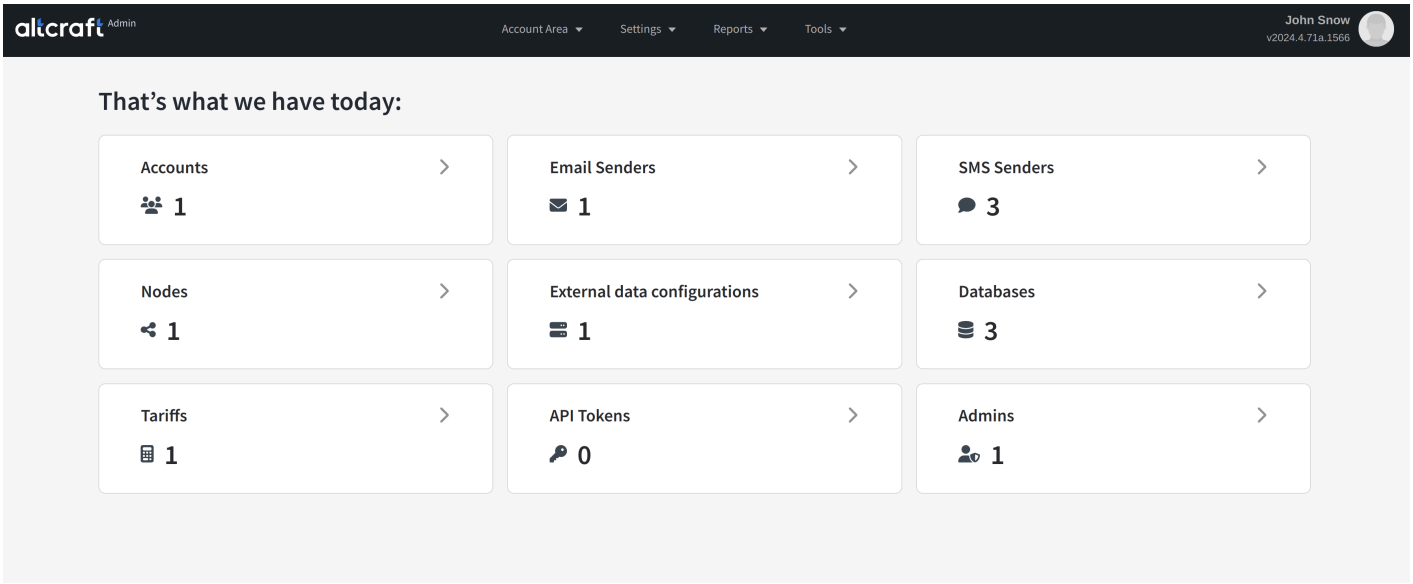
The block editor Pixcraft has been added to the email template editor. It allows you to quickly and easily create an email template that will display correctly on all types of devices. The editor also supports AMP content for your emails:



You can read more about block editor here.

Redesigned administrative panel

The administrative panel has been significantly redesigned: the interface has been changed, new functionality has been added, and the panel engine has been completely updated:



WARNING

Starting with version 72, the platform will require the use of Redis-compatible storage, we suggest using Kvrocks. Kvrocks documentation is available here.

Integration with the SMS provider Stream Telecom

Added an integration with the Stream Telecom SMS provider. To set up the integration, configure the corresponding sender type in the Administrative Panel.

Minor changes

- **Mass operations in the platform (activation, deactivation and deletion) for such elements as scripts, templates, users, etc. have been improved.**
- **Added support for Request-ID and Token header passing for API 1.1. requests, also improved request deduplication operation.**
- **The connection interface has been updated.**
- **Added a warning when attempting to delete profiles that have recently participated in campaigns.**
- **Updated the scheduling settings interface for some platform sections.**
- **Clicking the “Save” button no longer closes the editor or redirects the user to the section menu.**

Fixes

- **Fixed a bug where the status of machine learning settings was not saved in the platform.**
- **Now the user cannot delete entities from the cart if the account is frozen.**
- **Fixed a bug that caused clicks in SMS and push messages to register unnecessary delivery events.**
- **Fixed errors in Tag Manager variables.**
- **Scenarios configured to capture when a pixel is activated now work correctly.**
- **Made some changes to the Rich Push editor.**
- **Fixed a bug where while importing products with custom fields, an attempt was made to re-create the field.**
- **Screening a link with parameters inside a pixel now works correctly.**
- **Improved stability of the `procworkflow`, `procintegras`, `proctask`, `proctrigger`, `procevent` and `akmtad` processes.**
- **Fixed an issue where a Viber campaign with SMS Traffic sent a message to only one subscriber.**
- **Information about a profile’s participation in a scenario is now updated correctly.**
- **Resolved an issue where login credentials were not displayed in the welcome email.**
- **Messages in RabbitMQ queues are now processed correctly again.**
- **Added validation for file extensions when creating a segment based on the “In file column” condition.**
- **Special characters in file names no longer cause errors when querying the data table.**
- **The SMS template is now can be saved even if the “SMS Limit” field is empty.**
- **Resolved issues with test sending for Telegram channels.**
- **Form data is no longer duplicated when transferred to the platform.**
- **Fixed an issue where clicking links in push notifications did not work in Mozilla Firefox.**
- **Telegram campaigns now use less memory when launched.**
- **Improved stability of the Analytics module: fixed various issues related to report generation and data collection.**
- **The `$dateNowFunc` function in JSON requests now works correctly again.**
- **Fixed an issue where tags were not added to multiple objects.**
- **Template preview images are now exported correctly.**
- **Fixed errors in the `market/sku/import` and `profiles/segstatic/list` API requests.**
- **Added validation for deleting external databases.**
- **Deep Links no longer disappear when saving a template in the push message editor.**
- **Tags in scenarios are now displayed correctly.**
- **Fixed an issue where a campaign would not open when navigating from a report or profile history.**
- **Profiles frozen in a scenario are no longer deleted when the scenario is modified.**
- **Fixed a bug where AKMTA was sending empty messages.**
- **Day of the week waiting condition works correctly in scripts again.**
- **Improved validation of email addresses in the list of recipients of a hidden copy of an email.**
- **Push message receive and open events are logged correctly.**
- **Optimized the process of generating and sending Push messages.**
- **Improved logging for certain processes.**
- **Interface improvements: fixed display issues for some elements and resolved errors and typos in platform texts.**

References

v2025.1.71.0: PL-17608 PL-17599 PL-17574 PL-17572 PL-17570 PL-17564 PL-17558 PL-17556 PL-17549 PL-17526 PL-17524 PL-17519 PL-17518 PL-17516 PL-17508 PL-17497 PL-17494 PL-17487 PL-17486 PL-17470 PL-17459 PL-17455 PL-17448 PL-17429 PL-17426 PL-17424 PL-17410 PL-17402 PL-17398 PL-17374 PL-17373 PL-17372 PL-17369 PL-17327 PL-17322 PL-17305 PL-17303 PL-17287 PL-17285 PL-17283 PL-17282 PL-17278 PL-17277 PL-17259 PL-17258 PL-17247 PL-17240 PL-17220 PL-17208 PL-17187 PL-17170 PL-17132 PL-17126 PL-17114 PL-17084 PL-17078 PL-17074 PL-16987 PL-16979 PL-16954 PL-16953 PL-16930 PL-16907 PL-16854 PL-16701 PL-16700 PL-16679 PL-16641 PL-16640 PL-16607 PL-16600 PL-16579 PL-16558 PL-16542 PL-16539 PL-16537 PL-16523 PL-16515 PL-16513 PL-16498 PL-16493 PL-16479 PL-16477 PL-16468 PL-16460 PL-16430 PL-16414 PL-16410 PL-16406 PL-16404 PL-16403 PL-16386 PL-16358 PL-16350 PL-16348 PL-16344 PL-16328 PL-16296 PL-16247 PL-16201 PL-16144 PL-16069 PL-16024 PL-16003 PL-15998 PL-15997 PL-15994 PL-15980 PL-15944 PL-15852 PL-15829 PL-15825 PL-15777 PL-15647 PL-15639 PL-15557 PL-15498 PL-15404 PL-15379 PL-15378 PL-15370 PL-15327 PL-15245 PL-15021 PL-14968 PL-14230 PL-13369 PL-12949 PL-12732 PL-12297 PL-17562 PL-17634 PL-17579 PL-17613 PL-17036 PL-17576 PL-13434 PL-17358 PL-17135 PL-16695

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v2025.1.71.255 - Mandatory use of the resource in campaigns

CAUTION

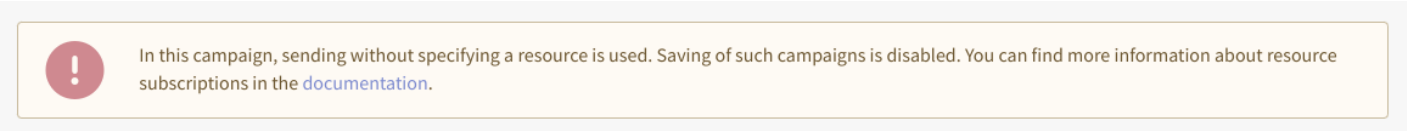
Starting with the next update, sending campaigns without an assigned resource will not be possible!

If you have been using campaigns without a resource, please assign a resource to them.

Major changes

Mandatory use of the resource in campaigns

From the next update, all campaigns in the platform will use a resource. Therefore, it is now impossible to save campaigns without specifying a resource:



Minor changes

- **Improved logging of Reply processing in AKMTA.**
- **Added configuration parameter responsible for the maximum size of unloaded data from a SQL table column.**

Fixes

- **Fixed display problems with some interface elements.**
- **Improved operation of scenario elements “Capture profiles on pixel activation” and “Profile update”, as well as campaigns launched from the scenarios.**
- **Fixed errors occurring when registering Viber events in SMS Traffic integration.**
- **Viber integration with Rapporto now works correctly on all accounts.**
- **Optimized `procevent` queue parsing process.**
- **Fixed a bug where deleting profiles was available to users without proper permissions.**
- **Profile counter in a segment now works correctly when sending via Telegram bot.**
- **Fixed an issue where data received from push messages was not fully transferred to the platform.**
- **Improved stability of `procworkflow` and `proctask` processes.**

References

v2025.1.71.255: PL-17644 PL-17561 PL-17618 PL-17648 PL-17643 PL-17640 PL-16953 PL-17552 PL-17557 PL-17508 PL-17481 PL-17467 PL-17270 PL-17039 PL-17031 PL-16369 PL-15722 PL-17164 PL-17650 PL-17597 PL-17360 PL-17680 PL-15760 PL-17505 PL-16454

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v2025.1.71.507 - Restructuring the policy counter repository

CAUTION

You will need to migrate for the platform to work correctly after the upgrade. Before launching the new version, do the following:

1. **Stop the required platform services:**

```
./akd stop {proctrigger,procworkflow,proctask}
```

2. **Run `aktool` from a new build with the command:**

```
./aktool migrate policystore --config /opt/MarketingPlatform/config/main.json
```

3. **Restart the platform services:**

```
./akd restart
```

Help for the migrator:

```
Migrate policystore db to accounts dbs collections policy_contact, policy_profile

Usage:
  aktool migrate policystore [flags]
  aktool migrate policystore [command]

Available Commands:
  ensure_policystore_indexes Ensures policystore migrate indexes created

Flags:
      --account int          account id
      --batch_interval int   batch interval in seconds (default 1)
      --batch_size int       batch size (default 10000)
      --batch_workers int    number of batch workers (default 8)
  -h, --help                 help for policystore
      --workers int          number of workers for accounts (default 8)

Global Flags:
      --clickhouse_database_name string   usage database for clickhouse
      --config string                     config path (default
"/opt/akd/config/main.json")
  -o, --output string                     file path to output in the result of the command
(default "stdout")
      --truncate                          whether to truncate the file specified by --
output
```

```
Use "aktool migrate policystore [command] --help" for more information about a command.
```

Changes

- **Optimization of the repository structure of sending policy counters has been performed.**
- **Metrics on API calls to the scenarios are now available in analytics.**
- **Special characters can now be used in entity names.**
- **Fixed some bugs in the functionality and interface of the Administrative Panel.**
- **Logging of some platform processes has been improved.**

Fixes

- **Fixed an error where push campaigns generated a large number of non-existent undeliveries.**
- **Statuses in SMS integration with Devino Telecom are now processed correctly.**
- **Fixed errors occurring when testing custom channel campaigns.**
- **Entity analytics with HTML tag in the name works correctly again.**
- **Fixed errors occurring when registering events in Viber integration with SMS Traffic.**
- **Improved stability of Web Push SDK methods.**
- **Fixed some interface bugs.**
- **Improved stability of `proctask` process.**

References

v2025.1.71.507: PL-17756 PL-17753 PL-17446 PL-17727 PL-17731 PL-17728 PL-17715 PL-17720 PL-17586 PL-17718 PL-17711 PL-17706 PL-17704 PL-17648 PL-17698 PL-17677 PL-17670 PL-17656 PL-17642 PL-17626 PL-17641 PL-17249 PL-17272 PL-17631 PL-17619 PL-17507 PL-17211 PL-17111 PL-16993 PL-16354

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v2025.1.71.627 - RMQ buffer base mode

Changes

- **Added buffer base mode for RMQ in `prochook`.**
- **Metrics on API calls to the scenarios are now available in analytics.**
- **Special characters can now be used in entity names.**
- **Added the option to configure `global qos` for RMQ.**
- **Fixed some bugs in the functionality and interface of the Administrative Panel.**
- **Logging of some platform processes has been improved.**

Fixes

- **Fixed an error where push campaigns generated a large number of non-existent undeliveries.**
- **Statuses in SMS integration with Devino Telecom are now processed correctly.**
- **Fixed errors occurring when testing custom channel campaigns.**
- **Fixed a bug related to incorrect display of inactive campaign status.**
- **Entity analytics with HTML tag in the name works correctly again.**
- **Fixed errors occurring when registering events in Viber integration with SMS Traffic.**
- **Improved stability of Web Push SDK methods.**
- **Fixed some interface bugs.**
- **Improved stability of `proctask` process.**

References

v2025.1.71.627: PL-17756 PL-17753 PL-17446 PL-17727 PL-17731 PL-17728 PL-17715 PL-17720 PL-17586 PL-17718 PL-17711 PL-17706 PL-17704 PL-17648 PL-17698 PL-17677 PL-17670 PL-17656 PL-17642 PL-17626 PL-17641 PL-17249 PL-17272 PL-17631 PL-17619 PL-17507 PL-17211 PL-17111 PL-16993 PL-16354

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v2025.1.71.873 - SSL support for CH

Major changes

SSL support for ClickHouse

Added support for SSL-secured connections to ClickHouse DB. To enable this, activate the corresponding option in the Admin Panel.

Minor changes

- **The global control group now retains groups assigned to the original profile database.**

Fixes

- **Custom channel events are now displayed correctly in profile history.**
- **Improved message sending via Telegram bots in scenarios.**
- **Campaign testing within scenarios is functioning correctly again.**
- **Fixed an issue where subscription fields for user channels were not saved.**
- **Relations now work correctly in message templates.**
- **Fixed an issue causing the `send_message_id` parameter to take different values for the same message in action hooks.**
- **Phone number filtering in scenarios is functioning correctly again.**
- **Fixed an issue causing sending policy parameters to change randomly.**
- **Several improvements and fixes in the Admin Panel.**
- **Fixed issues related to formatting floating-point numbers.**
- **Improved profile history and certain logs.**
- **Fixed an unintended subscription priority change when modified via API.**

References

v2025.1.71.873: PL-17067 PL-17351 PL-17361 PL-17888 PL-17876 PL-17814 PL-17801 PL-17536 PL-17748 PL-17532 PL-17798 PL-17723 PL-17433 PL-17824 PL-17719 PL-17846 PL-17555 PL-17810 PL-17774 PL-17757 PL-17755 PL-17587 PL-17447 PL-7853 PL-17795 PL-17801 PL-17627 PL-17703 PL-17796 PL-17707 PL-17729 PL-17472 PL-17708

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v2025.1.71.1059 - Scenario API improvements

Major changes

Scenario-related API improvements

- **Added activation and deactivation requests for a scenario: `/workflows/activate` and `/workflows/deactivate`.**
- **Scenario API responses now include campaign and template identifiers, as well as information about transitions to another scenario.**

Minor changes

- **The maximum length of scenario titles has been increased to 156 characters.**
- **Improved logging of certain platform processes.**

Fixes

- **Improved layout for several UI elements.**
- **Fixed an issue where test launches of campaigns using a dynamic segment as a subscriber source were not possible.**
- **LDAP authentication now works correctly again.**
- **The campaign filter now finds campaigns that were created within a scenario.**
- **Fixed errors occurring during Yandex.Audience segment resynchronization attempts.**
- **Fixed an issue where form publish and hide times were incorrectly set in the settings.**
- **Tracking services again correctly listen to the address and port passed through parameters.**

References

v2025.1.71.1059: PL-17896 PL-17938 PL-16077 PL-17925 PL-17832 PL-17831 PL-17823 PL-16045 PL-16896 PL-17773 PL-17765 PL-9599 PL-17930 PL-17482 PL-17899 PL-17538 PL-17291 PL-17762 PL-17668 PL-17664 PL-17636 PL-17928 PL-17881 PL-17868 PL-17834

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v2025.1.71.1487 - API calls optimization, improved logging

Changes

- **Extended data type support in ClickHouse table integrations.**
- **Added the option to specify the launch time of global control groups in the platform configuration file.**
- **The platform now logs the processing time for each profile at every campaign stage.**
- **Added a button to stop segment recounting.**

Fixes

- **Fixed an issue where data from a deleted profile field was still returned via the API.**
- **Duplicate relations no longer appear when created via API.**
- **Optimized the `/profiles/import_batch` API method.**
- **The formatted date variable in the “API call” scenario element works correctly again.**
- **Fixed font rendering issues in popups.**
- **Links to the web versions of emails now work correctly in test sends.**
- **Fixed several UI-related bugs.**
- **Render errors are now properly displayed in the campaign log.**
- **Fixed an issue where templates and campaigns were not moved to the trash.**
- **The “Profile update” scenario element can now set a null value.**
- **The `blockquote` tag renders correctly in Telegram templates.**
- **Fixed several bugs related to custom channel.**

References

v2025.1.71.1487: PL-17984 PL-18003 PL-17901 PL-17947 PL-15365 PL-13140 PL-17926 PL-17900 PL-17945 PL-17568 PL-17684 PL-17709 PL-17052 PL-17356 PL-15570 PL-17949 PL-17254 PL-17786 PL-17663 PL-17701 PL-17553 PL-18018 PL-17953 PL-17996 PL-17970 PL-16377 PL-17931 PL-17525 PL-17968 PL-17938 PL-16892 PL-17965 PL-17097 PL-17280 PL-17808 PL-17841 PL-17767 PL-17825 PL-17766 PL-17785 PL-11838 PL-17241 PL-17074 PL-17738 PL-17689 PL-17603 PL-15518 PL-8650 PL-16616

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v2025.1.71.2447 - SberMobile and Intellin integrations

Major changes

New integrations: SberMobile and Intellin

The following integrations have been added:

- **integration with the Intellin SMS provider;**
- **integration with the SberMobile SMS gateway.**

Improved data logging for sends and scenarios

- **Logs for Notify requests have been added to retrieve integration statuses. These logs help you understand why your integration may have become inactive.**
- **The USMID has been added to AKMTA headers. USMID is a unique message identifier that contains detailed information about the send. Knowing it can help you analyze possible delivery issues more easily.**

Multiple links in “Link click” condition

You can now list multiple URLs in the segmentation condition “Link click”.

Minor changes

> **CAUTION**
>
> **If you specified an address in the RPC_HOST_CLI parameter, all clients (even from other hosts) will connect via this address. Before installing the update, be sure to set a public or “gray” address for this parameter.**

- **The `procworkflow` RPC client now connects using the address set in the dedicated configuration parameter.**
- **Added the ability to batch-send web versions of messages to S3 storage.**

Fixes

- **Fixed issues related to two-factor authentication in the Admin Panel.**
- **Improved the stability of the Tilda integration.**
- **Fixed a bug where scheduled segments were not recalculated when a scenario was launched.**
- **Revised the logic for sending form submission reports, improving data accuracy.**
- **The `format` function now works correctly in loops and when used with `apicontent`.**
- **Improved click registration in Telegram bots.**
- **Delivery statuses and duplicate messages are now correctly registered for SMS campaigns.**
- **Resolved issues where users without appropriate roles could access platform entities.**
- **Test campaigns with dynamic subscriber segments now launch correctly.**
- **Fixed several UI/UX issues in the interface.**
- **Resolved errors related to using conditions in segments and scenarios.**
- **Custom bounce rules for AKMTA now function correctly again.**
- **Improved stability of the following processes: `webcontrol`, `procintegras`, `proctask`, `prochook`, and `procworkflow`.**

References

v2025.1.71.2447: PL-18148 PL-18022 PL-18189 PL-18131 PL-18102 PL-17352 PL-17981 PL-17931 PL-17397 PL-17357 PL-15357 PL-15143 PL-18194 PL-17998 PL-18130 PL-15386 PL-18079 PL-18077 PL-18178 PL-18165 PL-18123 PL-18105 PL-18112 PL-17821 PL-17615 PL-18054 PL-17695 PL-18048 PL-18047 PL-15625 PL-17771 PL-17735 PL-17770 PL-17689 PL-17653 PL-15344 PL-14393 PL-12555 PL-18122 PL-18127 PL-18098 PL-17804 PL-18060 PL-18084 PL-17799 PL-18050 PL-17976 PL-17983 PL-17721 PL-17395 PL-16585 PL-15340 PL-18090 PL-17957 PL-17275 PL-17803 PL-18097 PL-17463 PL-18074 PL-17179 PL-15009 PL-17861 PL-17977 PL-17874 PL-17400 PL-17003 PL-16578 PL-16589 PL-16022 PL-17105 PL-17489 PL-17972 PL-17294 PL-17942 PL-17836 PL-17488 PL-17747 PL-17943 PL-17967 PL-18031 PL-17550 PL-17279 PL-17815 PL-17950 PL-15815 PL-17286 PL-17896 PL-17887 PL-8823 PL-16693

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v2025.1.71.2873 - Hive connector support

CAUTION

You will need to migrate for the platform to work correctly after the upgrade. Before launching the new version, do the following:

1. **Stop the required platform services:**

```
./akd stop {proctrigger,procworkflow,proctask}
```

2. **Run `aktool` from a new build with the command:**

```
./aktool migrate policystore --config /opt/MarketingPlatform/config/main.json
```

3. **Restart the platform services:**

```
./akd restart
```

Help for the migrator:

```
Migrate policystore db to accounts dbs collections policy_contact, policy_profile

Usage:
  aktool migrate policystore [flags]
  aktool migrate policystore [command]

Available Commands:
  ensure_policystore_indexes Ensures policystore migrate indexes created

Flags:
      --account int          account id
      --batch_interval int   batch interval in seconds (default 1)
      --batch_size int       batch size (default 10000)
      --batch_workers int    number of batch workers (default 8)
  -h, --help                 help for policystore
      --workers int          number of workers for accounts (default 8)

Global Flags:
      --clickhouse_database_name string   usage database for clickhouse
      --config string                     config path (default
"/opt/akd/config/main.json")
  -o, --output string                     file path to output in the result of the command
(default "stdout")
      --truncate                          whether to truncate the file specified by --
output

Use "aktool migrate policystore [command] --help" for more information about a command.
```

Major changes

SQL Connector Hive

Added support for the SQL Hive/Hadoop connector as an external database. Learn more about configuring the connector here.

Minor changes

- **Updated APIs for the new versions of Google Ads and Facebook™* Ads Manager.**
- **Added support for Rabbit version 4+.**
- **The Altcraft platform has been certified for compatibility and proper operation with the domestic operating system "RED OS 8".**
- **The `MTA_DEFAULT_TTL` parameter, which defines the delivery waiting time for SMS and Email, now defaults to 3 days (259200 seconds).**
- **The `"not\\savailable"` blocking rule has been removed from the MTA sender rules because it caused errors in email campaign operation.**

Fixes

- **Enhanced platform security mechanisms.**
- **Fixed various UI/UX issues.**
- **Improved stability of `akd`, `akmta`, `aktool`, `procpiper`, `proctrigger`, `procintegras`, `proctask`, and `procworkflow` processes.**
- **Optimized `oxy_triggers` queue parsing.**
- **Custom bounce rules in AKMTA now work correctly.**
- **Optimized log rotation mechanism.**
- **Web versions of emails sent through the platform are now saved in the correct format.**
- **Improved 2FA stability.**
- **Fixed issues related to editing message templates within the platform.**
- **JSON filter now works correctly for nested objects.**
- **Fixed an issue where form data was mistakenly submitted twice.**
- **Added validation for certain fields in the Admin Panel.**
- **Fixed some issues related to access roles.**
- **Additional profile fields are now exported correctly in personal data exports.**
- **Fixed an issue where `apicontent` was incorrectly handled during bulk profile imports into a Scenario.**

References

v2025.1.71.2873: PL-17550 PL-18489 PL-18393 PL-18384 PL-18106 PL-18136 PL-15177 PL-18457 PL-18247 PL-18386 PL-18382 PL-18215 PL-18104 PL-15824 PL-18424 PL-18401 PL-18312 PL-18238 PL-18244 PL-18139 PL-18415 PL-18238 PL-18350 PL-18402 PL-18145 PL-18177 PL-18331 PL-18339 PL-18287 PL-15410 PL-18294 PL-18289 PL-18135 PL-18235 PL-18314 PL-18290 PL-18198 PL-18145 PL-18175 PL-18013 PL-18281 PL-18154 PL-18229 PL-18150 PL-17878 PL-17807 PL-18283 PL-18268 PL-17604 PL-18038 PL-18169 PL-18073 PL-18168 PL-18263 PL-18265 PL-18255 PL-17816 PL-18053 PL-18161 PL-17546 PL-18196

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v2025.1.71.3092 - Event backward compatibility

Changes

- **Added backward compatibility for events from custom channels of legacy platform versions.**
- **Security mechanisms optimized.**

Fixes

- **Test sends to Telegram now work correctly.**
- **The value `0` in the "in data table" condition is now displayed when passed via query parameters.**

- **Fixed an issue in the form editor where incorrect access rules were applied.**
- **Added a timeout for hanging queries in PostgreSQL.**
- **The ability to specify a custom configuration file path for platform services now works properly.**
- **Improved readability of API logs.**
- **Tags and additional fields are now correctly processed when creating objects via API.**
- **The visual editor now correctly updates custom block settings.**
- **Fields of type “Integer” now work properly when forming a control group from a file.**
- **Reduced memory consumption by the `campaign` process when sending Telegram messages with attachments.**
- **Confirmation link check now works correctly in templates.**
- **Fixed the “Prioritize new subscriptions” option in resource settings.**
- **AKMTA now correctly switches to backup MX records when the primary is unavailable.**
- **The profile date is now correctly inserted in templates when using the `formatdate` function.**
- **Fixed issues related to handling events from Amazon SNS sender.**

References

v2025.1.71.3092: PL-10119 PL-18521 PL-18315 PL-17401 PL-18125 PL-18000 PL-17857 PL-17818 PL-18266 PL-18426 PL-18544 PL-17224 PL-18478 PL-18269 PL-18193 PL-18384 PL-18323 PL-17622 PL-18527 PL-17548 PL-18041 PL-18425 PL-18368 PL-18237 PL-18151

Meta Platforms Inc., the company behind Instagram, Facebook, and WhatsApp, has been designated as an extremist organization and is banned in the Russian Federation.
****Viber is a trademark of Rakuten Group, Inc. and is blocked in the Russian Federation.***

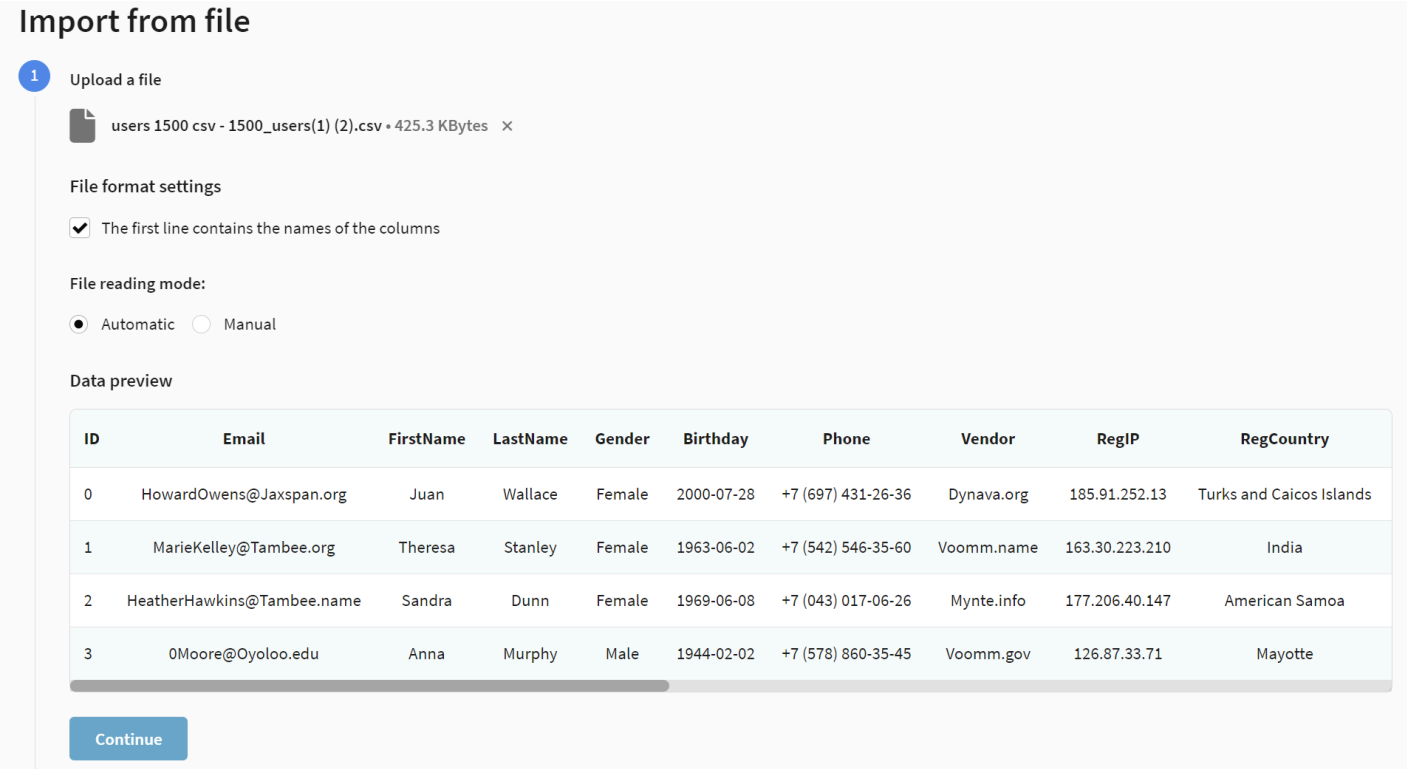
v2024.4.70

v2024.4.70.0 - New import menu, Rapporto integration, License info

Major changes

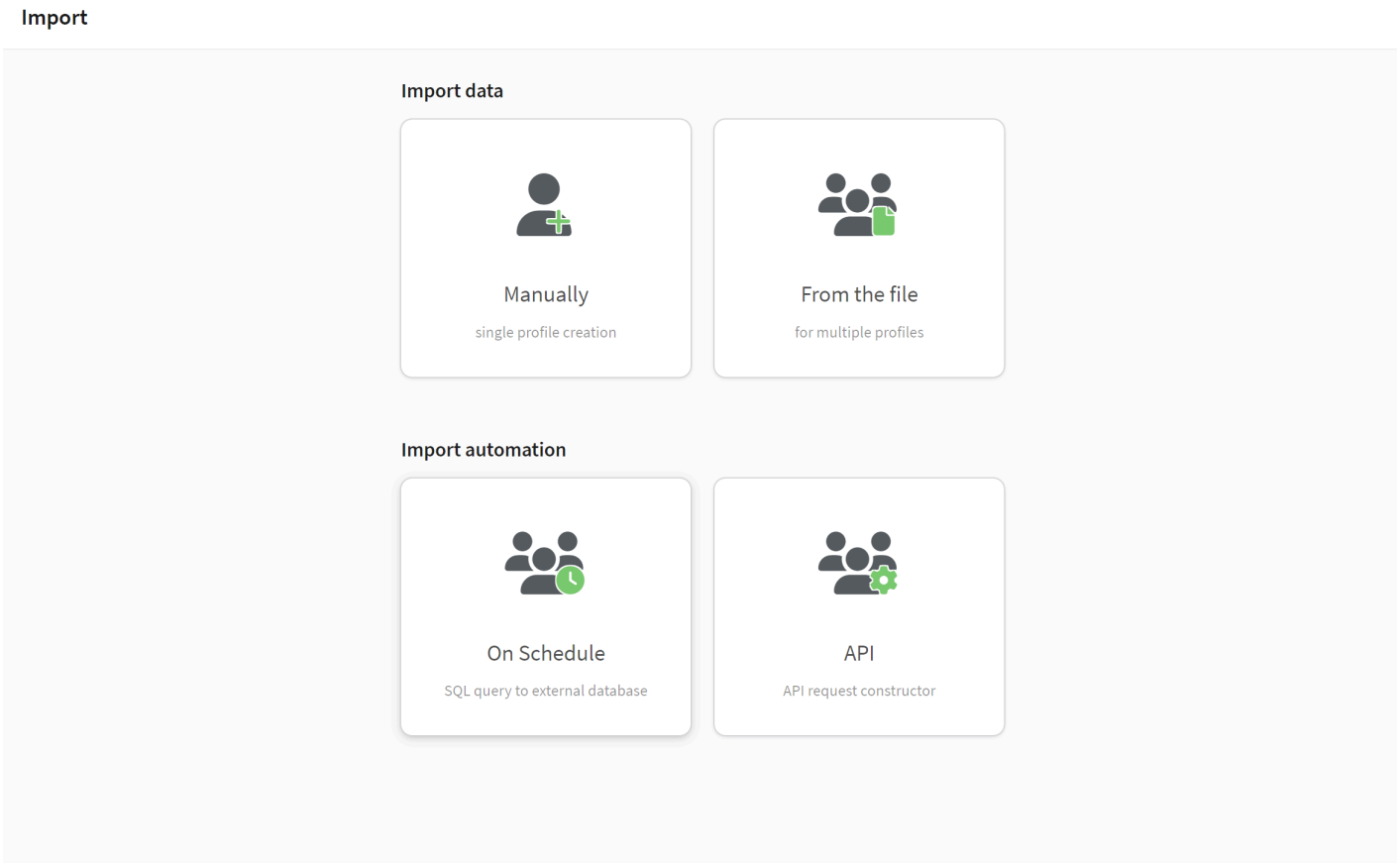
Improved import of profiles

Completely redesigned importing profiles from a file. Now when you select this item, a detailed step-by-step guide with detailed description of all import steps and settings will appear in front of you:



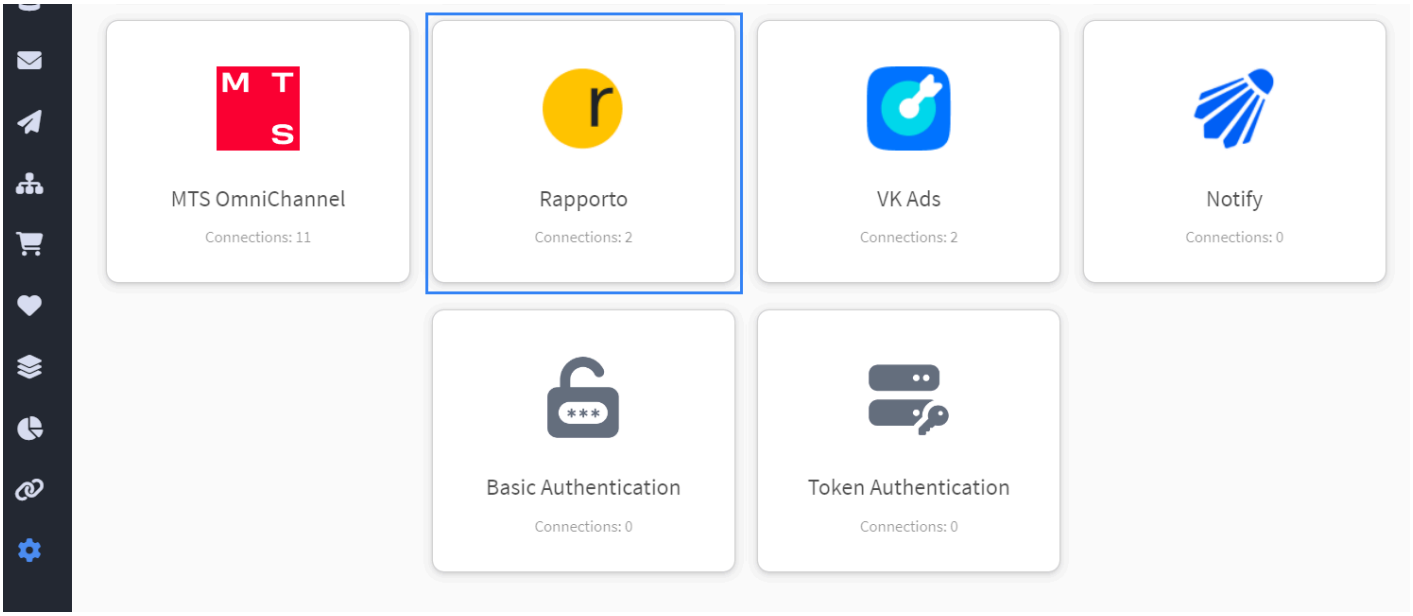
You now have the possibility to select file encoding, delimiter, select date format and edit the format of phone numbers during the import.

Also the import menu to the profile database has been updated:



Rapporto integration

Added support for integration with Rapporto. Now you can use this platform as a gateway to send messages to Viber:



Before setting up the integration, you need to connect your Rapporto account with Altcraft Platform via connection. You can read more about setting up the integration here.

License information

Added License item in the Tools section of the Administrative Panel. In this item you can see detailed information about the platform version, license and its validity period.

In the Notify about license changes to field, you can specify the email address to which you want to receive notifications about license status changes or expiration. Notifications will be sent 2 weeks before the license expires and when the

license status changes.

Minor changes

- **New operators have been added to the "JSON filter" scenario element: `contains`, `in`, `notin` and `!~=`. Read more about their usage here.**
- **It is now possible to add custom headers to the "API request" scenario element.**
- **You can now send emails without the text version of the message.**
- **The `genders` directory has been updated.**

> **INFO**
>
> **If you need to keep the old `genders` directory configuration or make some changes to it, create a new file, name it "custom.genders.json" and make the necessary edits there. You can read more about it here.**

- **Optimized operation of the "Segment" scenario element.**
- **The mechanism of interrupting cycles in scenarios has been redesigned, now it works correctly in complex scenario chains.**

Fixes

- **Fixed a bug where the exported template did not contain all source data.**
- **Fixed errors occurring during resynchronization with VK Ads service.**
- **Conditions of waiting for a certain day of the week now work correctly in scenarios.**
- **Fixed an issue where some channels could not be selected in trigger campaigns.**
- **Fixed an issue when exporting profiles with subscriptions.**
- **Fixed an issue where segmentation with negative conditions on Push deliveries was incorrectly selecting profiles.**
- **Segmentation condition "Found in list" now correctly selects values containing a slash.**
- **Elements in scenarios now connect graphically to each other correctly.**
- **Fixed a bug where the delivery event for web push in Safari was logged before the actual delivery.**
- **Fixed false triggers of the "Timer" trigger in the Tag Manager.**
- **Fixed errors occurring when setting up connection to Facebook Ads.**
- **Improved analytics on test sends.**
- **Campaign filter now correctly detects campaigns created from scenario.**
- **Fixed a bug where moving campaings and templates to trash did not work correctly.**
- **Improved stability of `akmtad`, `procworkflow`, `proctrigger` processes.**

References

PL-16980 PL-17004 PL-16990 PL-16934 PL-15925 PL-16939 PL-16170 PL-16565 PL-16649 PL-16306 PL-16100 PL-16450 PL-16458 PL-16457 PL-16459 PL-16180 PL-16357 PL-15777 PL-16326 PL-16323 PL-16312 PL-16317 PL-16226 PL-16023 PL-15844 PL-13617 PL-15843 PL-13634 PL-12949 PL-16857 PL-17055 PL-17050 PL-17041 PL-17036 PL-17022 PL-17001 PL-16978 PL-16983 PL-16890 PL-16891 PL-16866 PL-16945 PL-16875 PL-16856 PL-16790 PL-16545 PL-16707 PL-16299 PL-16310 PL-16244 PL-16045 PL-15518 PL-17000 PL-16754

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v2024.4.70.963 - Action Hook SMID, push suspend method

Major changes

Changes in the identifiers of the action hook messages

The structure of the event capture message has been changed. Now such messages contain fields:

- **`send_message_id` - unique identifier (USMID);**

- **`full_message_id` - FSMID for the event (if any);**
- **`email_message_id` - ESMID for an email channel.**

Introduction of new identifiers allows you to find necessary events and thus avoid difficulties in error analysis. `send_message_id` is still a unique message ID, but now it looks much shorter.

New method to suspend push subscription

Implemented a new method to suspend push subscription of users to a resource via web push SDK. You can learn more about SDK and its configuration here.

Minor changes

- **Added “Text + Image” combination for Viber templates.**
- **Added support for selecting authentication fields for MFMS EDNA SMS gateway.**
- **Expired web version collections are now deleted along with their contents.**
- **Added custom header editor for “API request” scenario element.**

Fixes

- **The counter of imported profiles in the Administrative panel is now automatically recalculated when the profile database is deleted.**
- **Attaching a file in the Segment section now works correctly.**
- **Fixed a bug where the platform was mistakenly registering more send and open events for some channels and gateways.**
- **Images are now loaded correctly when importing an HTML template.**
- **Improved stability of the Analytics section, fixed some server errors related to analytics.**
- **Winner selection by clicks in multivariant tests now works correctly.**
- **Fixed a bug causing duplicate subscriptions for a profile when clicking the save button.**
- **Statuses on sends via WhatsApp* channel now arrive correctly.**
- **Improved validation when filling out fields in some sections of the platform.**
- **Import via file works correctly again for clients of the cloud version of the platform.**
- **Fixed an error occurring when connecting PostgreSQL connector to database on Yandex Cloud.**
- **Import via zip archive works correctly again.**
- **Fixed bug related to reaching the maximum limit of active sessions in MongoDB.**
- **Profiles caught in a scenarios are now parsed evenly by handlers without creating delays.**
- **Fixed a bug where a part of a message was cut off when previewing an SMS template.**
- **The Segment Participation condition now does not display the last created segment if the segment in use has been deleted.**
- **Improved full screen mode of template editor on Safari.**
- **Email events in Sendsay integration are now logged correctly.**
- **Fractional number selection is now available again in the segment by numeric target data.**
- **Removed PostgreSQL queries to Market in scenarios where they don’t need to be initiated.**
- **Template with custom structure is now correctly imported into the platform.**
- **Fixed a bug where the platform would not start when one node in a ClickHouse cluster was unavailable.**
- **Day of week wait condition now works correctly in scenarios again.**
- **Push notifications with special Unicode character sequences are now sent correctly on Firebase iOs provider.**
- **Fixed auto-alignment algorithm in scenarios.**
- **When sending an empty SMS template, an error entry now appears in the campaign log.**
- **Event type in Notify is now correctly displayed when exporting profile history.**
- **Fixed a bug where it was possible to create a product without filling in mandatory fields.**
- **Fixed errors related to saving or deleting a subscription to a user channel resource.**
- **Disabling notifications in Safari browser now works correctly.**
- **Supported file formats are now listed for importing from a file in Market.**

- **Fixed an issue where when copying a segment, the segment structure would retain incorrect conditions for channels.**
- **The irrelevant error “Config server db posgres is missing for account” has been removed from the campaign log.**
- **Fixed errors related to saving Telegram templates.**
- **Improved stability of `procworkflow`, `webcontrol` processes.**
- **Fixed some bugs in the platform interface.**

References

PL-17403 PL-17338 PL-17301 PL-16970 PL-17313 PL-17190 PL-17167 PL-17116 PL-13523 PL-17152 PL-12931 PL-17113 PL-16889 PL-13032 PL-17069 PL-16689 PL-16988 PL-16645 PL-16785 PL-16811 PL-16729 PL-17290 PL-16126 PL-17333 PL-16090 PL-17325 PL-17314 PL-17289 PL-17261 PL-17129 PL-17202 PL-17238 PL-17226 PL-16615 PL-17217 PL-16840 PL-17148 PL-17201 PL-17207 PL-17199 PL-15413 PL-10841 PL-17171 PL-15854 PL-17151 PL-16967 PL-17117 PL-17124 PL-17130 PL-17142 PL-15860 PL-17093 PL-16528 PL-14496 PL-16082 PL-17036 PL-16803 PL-16802 PL-17034 PL-15434 PL-16789 PL-16440 PL-16821 PL-16819 PL-17196 PL-17081 PL-17129 PL-17058 PL-17112 PL-16830 PL-13026 PL-16823 PL-17185 PL-17086 PL-14429 PL-16866 PL-16887 PL-17073 PL-15837 PL-17007 PL-16816 PL-17044 PL-16825 PL-17035 PL-17019 PL-16859 PL-16941 PL-16992 PL-17012 PL-17011 PL-16202 PL-15451 PL-15679 PL-16627 PL-16966 PL-16732 PL-16867 PL-16844 PL-16753 PL-2915 PL-5732 PL-11319 PL-16381 PL-16313 PL-16237 PL-17053 PL-16847 PL-17020 PL-16521 PL-16527 PL-17063

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v2024.4.70.1088 - Web services handlers, stability improvements

Major changes

API requests to web services handlers

Correct balancing of web services requires from the user a constant and accurate transfer of their status. To fulfill this condition, special API requests to process status handlers have been implemented. Requests to the handlers of the following processes have been added: `webcontrol`, `webadmin`, `webapi`, `trkaction`, `trkwebctrl`, `cookiesaver`.

You can learn more about these API requests at link.

Minor changes

- **Added validation when uploading a video file in Telegram template.**
- **Profile history is now updated faster, ensuring correct operation of scenarios with complex logic.**

Fixes

- **Temporary platform files are now correctly cleared after the expiration of the lifespan period.**
- **Fixed incorrect display of growth report indicators.**
- **Fixed issues with the display of some elements in the interface.**
- **Fixed errors that caused the log of actions in the Administrative panel to record not all events.**
- **Improved stability of `procworkflow` and `proctask` processes.**

References

PL-17467 PL-17445 PL-17127 PL-17267 PL-17182 PL-17090 PL-16638 PL-16931 PL-17183 PL-17016 PL-16286 PL-10929 PL-17014 PL-16911

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v2024.3.69

v2024.3.69.0 - Altcraft mSDK, Notify

Major changes

Mobile push SDK

Altcraft mSDK is a mobile programming interface (SDK) for integrating push notifications into mobile apps. It helps developers to easily connect Altcraft's notification system to their Android and iOS apps via Firebase and APNs platforms.

Altcraft mSDK allows you to:

- Automatically subscribe users to push notifications.
- Support sending notifications with text, images and action buttons.
- Update and refresh device tokens on the server for seamless notification delivery.
- Track notification delivery and user interaction with notifications.
- Automatically retry failed requests and work in the background.

> **TIP**
>
> Currently, the Altcraft mSDK is available upon request in the form of an archive.

Migration of mobile push templates

The structure of mobile push templates has been updated in the following files:

- `json_consts/templates/AndroidFirebase.json`
- `json_consts/templates/IOSAPNS.json`
- `json_consts/templates/IOSFirebase.json`

If you are sending mobile push notifications through these providers and haven't replaced these files with custom. files before, you need to** move the content of the original files before updating.**

To do this, copy the contents of each original file into the corresponding `custom.` prefixed files:

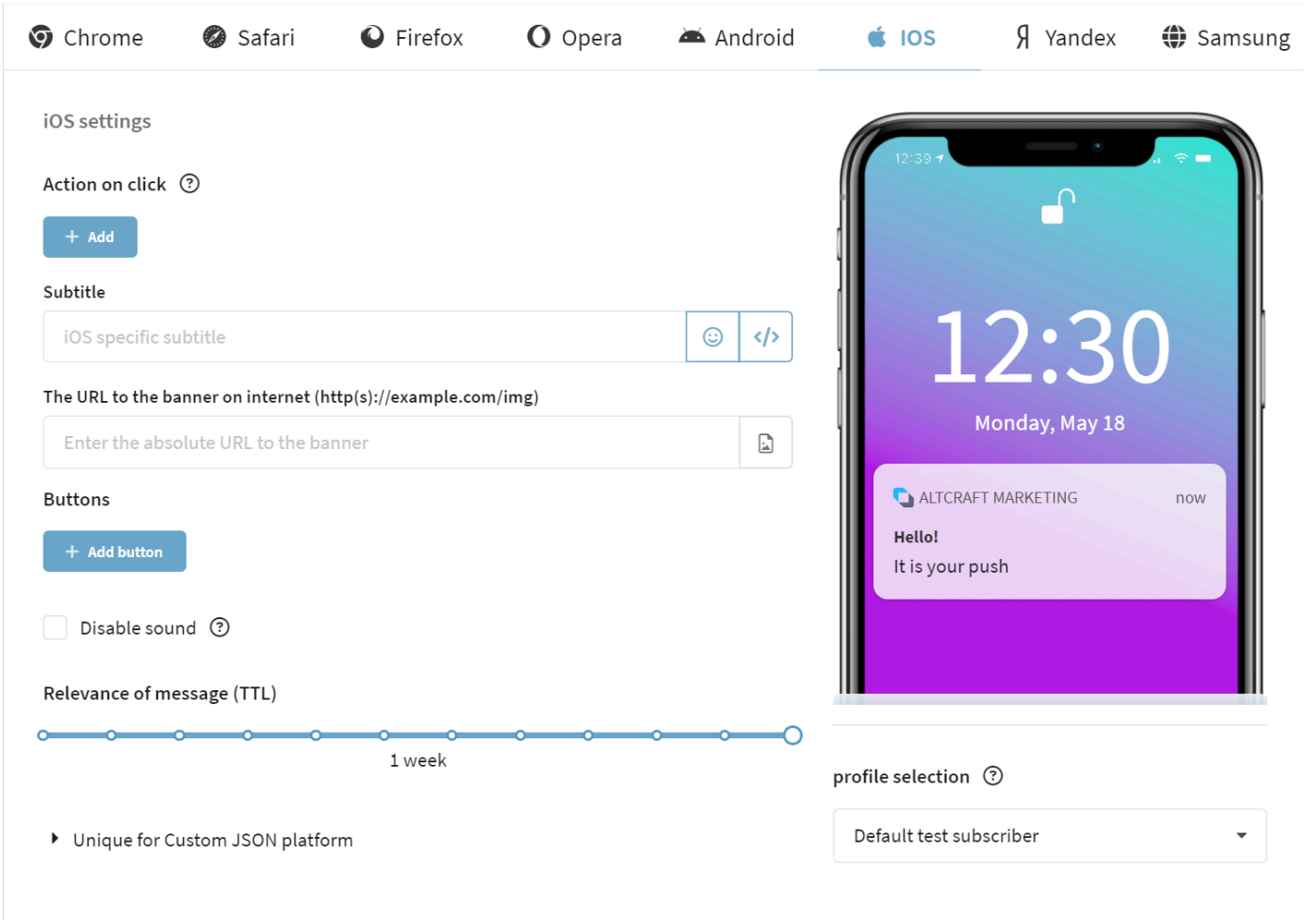
- `json_consts/templates/custom.AndroidFirebase.json`
- `json_consts/templates/custom.IOSAPNS.json`
- `json_consts/templates/custom.IOSFirebase.json`

Or copy them into files linked to your account:

- `json_consts/templates/custom.<account_number>.AndroidFirebase.json`
- `json_consts/templates/custom.<account_number>.IOSAPNS.json`
- `json_consts/templates/custom.<account_number>.IOSFirebase.json`

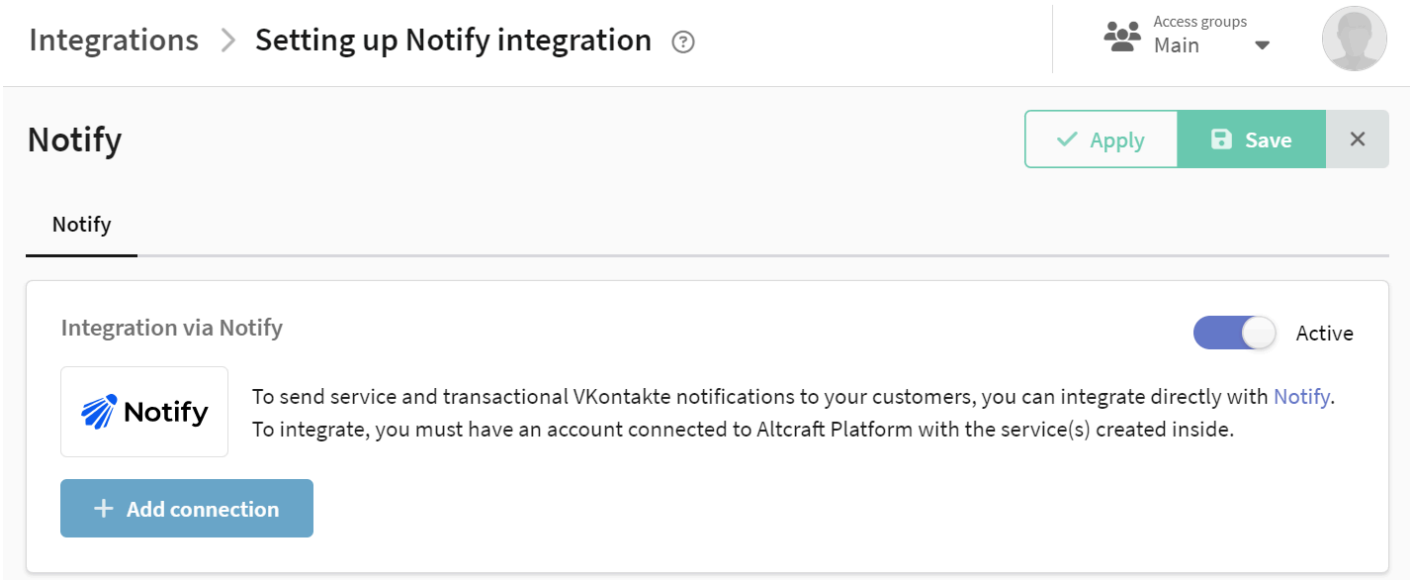
Mobile Push Editor update

Mobile Push Editor has been updated (editor β). Removed redundant customization fields, added new buttons with the ability to select an action, implemented banner loading from the platform gallery, added the ability to mute. The "Critical PUSH notification" field has also been removed for iOS.



Notify integration

The platform now features a direct integration with Notify, allowing you to send transactional and service messages via VK, Odnoklassniki, and SMS. Implemented the ability to configure the resource channeland create custom templates.



Minor changes

- **Added correct XML support to API 1.1 version of the platform. Learn more.**
- **Improved scenarios. Added possibility of scaling on the touchpad. Changed the system of setting links between scenario elements.**
- **Template previews have been improved.**

Bug fixes

- **Fixed an issue causing campaigns to hang during the RMQ reconnection stage due to high memory consumption.**
- **Export of profile history now executes faster.**
- **Changing the API token in the settings of the web push channel for Safari is now successfully saved.**
- **The analytics for undeliverables now correctly displays statistics for web push notifications.**
- **In the profile field of type array of objects, it is now possible to manually save an empty array by specifying the value `[]`, or through the API by passing `"[]"` or `""` to the field. A warning has been added when selecting an expired launch date in the campaign schedule.**
- **A warning has been added when saving a scenario if no conditions are selected for the “Scheduled segment” node or if an empty segment is chosen, to prevent accidentally running it on the entire database.**
- **The HTTP(S) protocol is now displayed in the image URLs in the gallery.**
- **TypeScript has been updated for improved support and compatibility.**
- **The stability of the proctask and webcontrol processes has been improved.**
- **Minor interface issues in the platform have been fixed.**

References

PL-16878, PL-16717, PL-16767, PL-16799, PL-16860, PL-16798, PL-16843, PL-16020, PL-16831, PL-16814, PL-16764, PL-16806, PL-16813, PL-16800, PL-16822, PL-16796, PL-16758, PL-16832, PL-16815, PL-16768, PL-16769, PL-16757, PL-16766, PL-16746, PL-16735, PL-16760, PL-16751, PL-16235, PL-16251, PL-16726, PL-15887, PL-15878, PL-15677, PL-16568, PL-16658, PL-16644, PL-15124, PL-16143, PL-12781, PL-16292, PL-16223, PL-6765, PL-15227, PL-16554, PL-16391, PL-16544, PL-16431, PL-16419, PL-14376, PL-16062, PL-16229, PL-16070, PL-15875, PL-15840, PL-15830, PL-14796, PL-8846, PL-15522, PL-13267, PL-15429, PL-15372, PL-15367, PL-15377, PL-15374, PL-14911

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v2024.3.69.490 - Batch import API improvment

Major changes

Improved mass import of profiles via API

Optimized API method for mass import of profiles into the database (`/v1.1/profiles/import_batch`). It now takes much less time to execute than before.

Minor changes

- **Updated integration with Google Ads due to the release of a new version of Google Ads API.**
- **Added validation for the “Limit” field in the Relations section.**
- **Added validation for the extension of the uploaded file in Telegram templates.**

Interface improvements

- **Fixed display of quotes in tags and groups.**
- **Corrected texts of many errors in platform logs.**
- **Fixed display of elements on the mobile version.**
- **Improved display of dropdown lists.**
- **Added a tooltip in the interface for the “Copy profiles from database” option.**
- **Improved layout in trigger activation conditions.**
- **Fixed a bug where the “Apply” and “Save” buttons were incorrectly displayed in different sections of the platform.**

Fixes

- **Fixed a bug where some web push notifications were not sent to users.**
- **Request to Close method of MongoDB driver now work correctly.**
- **Fixed an error occurring when navigating between pages in profile activity history.**

- **Profile import requests now display the correct error code.**
- **Fixed a bug where it was not possible to use cyclic enumeration for Market entities and fields.**
- **SASL authorization mode in the Action Hooks setting now works correctly.**
- **Fixed a bug where it was impossible to save a resource for mobile push without an `appId` field.**
- **The sending mode selection for push notifications now displays correctly for all campaigns.**
- **Fixed a bug where some processes would not work when running the platform with SOCKETS enabled.**
- **Scenarios that have a Firebase API Legacy resource specified in the campaign are now saved correctly again.**
- **Fixed errors occurring when saving funnels with tag filtering.**
- **Queues on the Sender are now removed correctly.**
- **Fixed an issue where part was missing in the html version while saving a template.**
- **Profiles participating in a static segment are now correctly included in a quick segment.**
- **Fixed a bug where the trigger for importing a profile via push did not work.**
- **Fixed an error when the “JSON-filter” scenario element did not work correctly.**
- **Improved stability of the “API Call” element in scripts.**
- **PostgreSQL connector now correctly connects to the database in Yandex Cloud.**
- **Fixed a bug where the “Email subscription: domain (not) in list” condition operator in scenarios searched for profiles by full address instead of by domain.**
- **Quick Segment now correctly searches for profiles by specified conditions.**
- **Fixed a bug where a new item was created in an order instead of changing the data of the old one.**
- **Clearing temporary files in `data/segment` now works correctly.**
- **Fixed bugs related to WhatsApp integration.**
- **Fixed memory overload when a database query was added to the template.**
- **Template body is now not imaged when sending push notifications via IOS ANPs.**
- **Fixed errors occurring when sending push notifications with old structure.**
- **The option to send a push notification to multiple identical subscriptions now works correctly.**
- **Profiles with an incorrect phone number are now displayed correctly on export.**
- **Stability of the `akmtad` process has been improved.**

References

PL-16976 PL-16955 PL-16940 PL-16928 PL-16752 PL-16886 PL-16877 PL-15784 PL-15086 PL-16194 PL-16624 PL-16605 PL-16936 PL-16914 PL-16929 PL-15817 PL-16922 PL-16897 PL-16905 PL-16910 PL-16196 PL-16881 PL-16840 PL-16876 PL-16741 PL-15717 PL-16177 PL-16761 PL-14418 PL-8897 PL-16275 PL-6070 PL-15583 PL-15438 PL-16925 PL-16916 PL-16919 PL-16909 PL-16207 PL-16747 PL-16784 PL-16809 PL-16865 PL-15765 PL-16810 PL-16181 PL-16728 PL-16839 PL-16750 PL-16711 PL-16475 PL-14771 PL-11860 PL-13762 PL-4626 PL-16099

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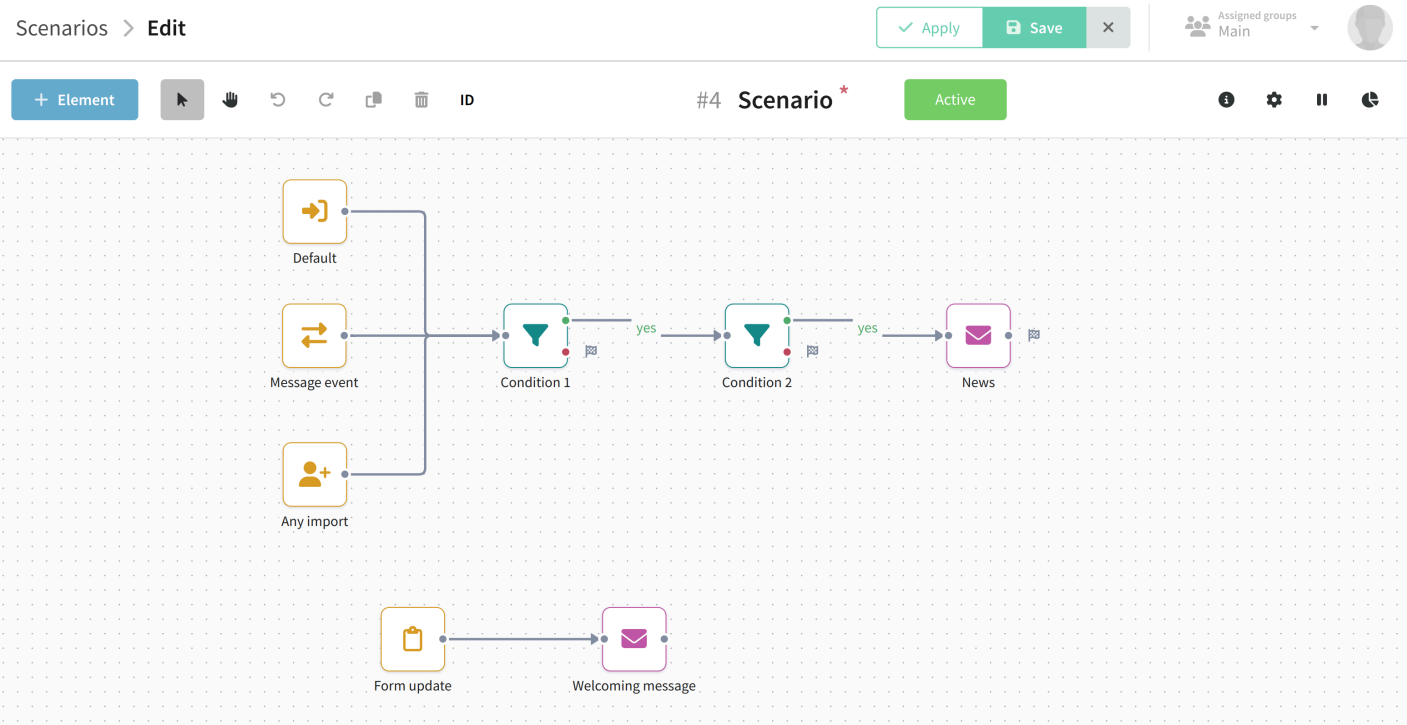
v2024.2.68.2

v2024.2.68.2.287 - Multi-capture scenario, Product feed, Pixel trigger improvements

Major changes

Combined profile capture into a scenario

Added the ability to configure capture profiles with multiple conditions within a single scenario. This capture allows the user to consider different entry options without creating multiple new scenarios. Up to 10 such conditions can be added per scenario.



Also statistics on captured profiles is available, including for each condition separately. This feature allows you to analyze capture data from different business points. You can learn more about customizing the scenario elements right there.

Importing a product feed by link in the Market

CAUTION

After adding a product feed, you need to migrate for the Market module to work correctly. To do this, do the following before launching the new version:

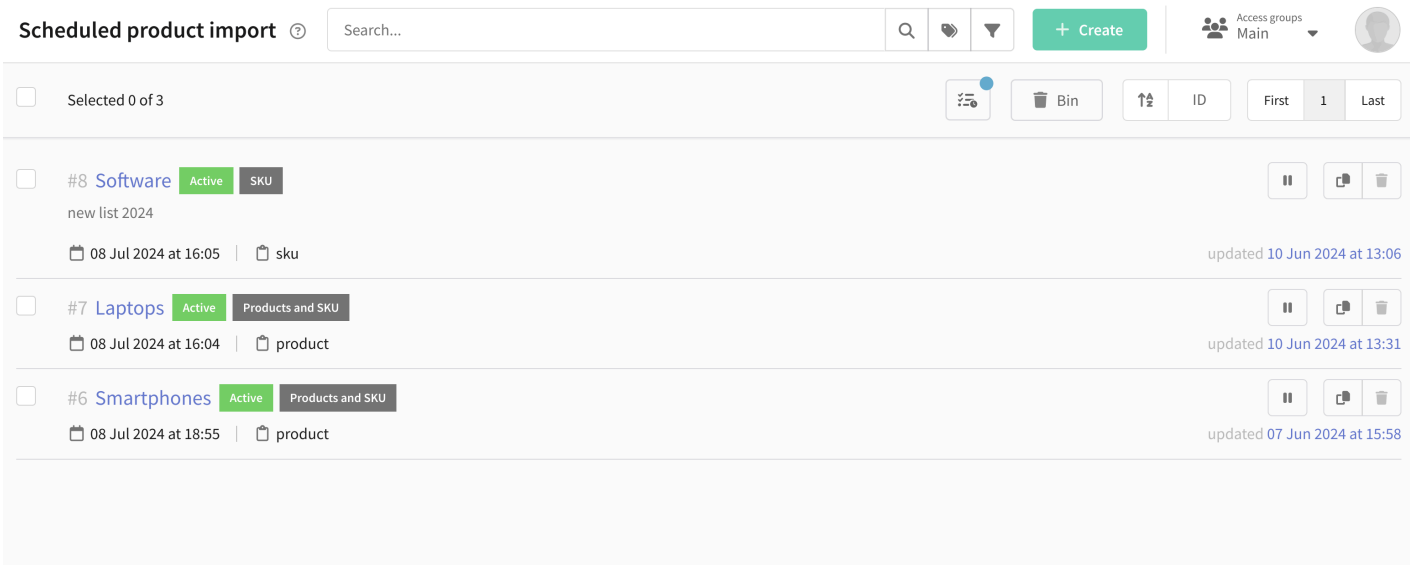
1. **Stop the `webcontrol` service.**
2. **Start `aktool` from new build with the command:**

```
./aktool migrate importfeed --config /opt/akd/config/main.json
```

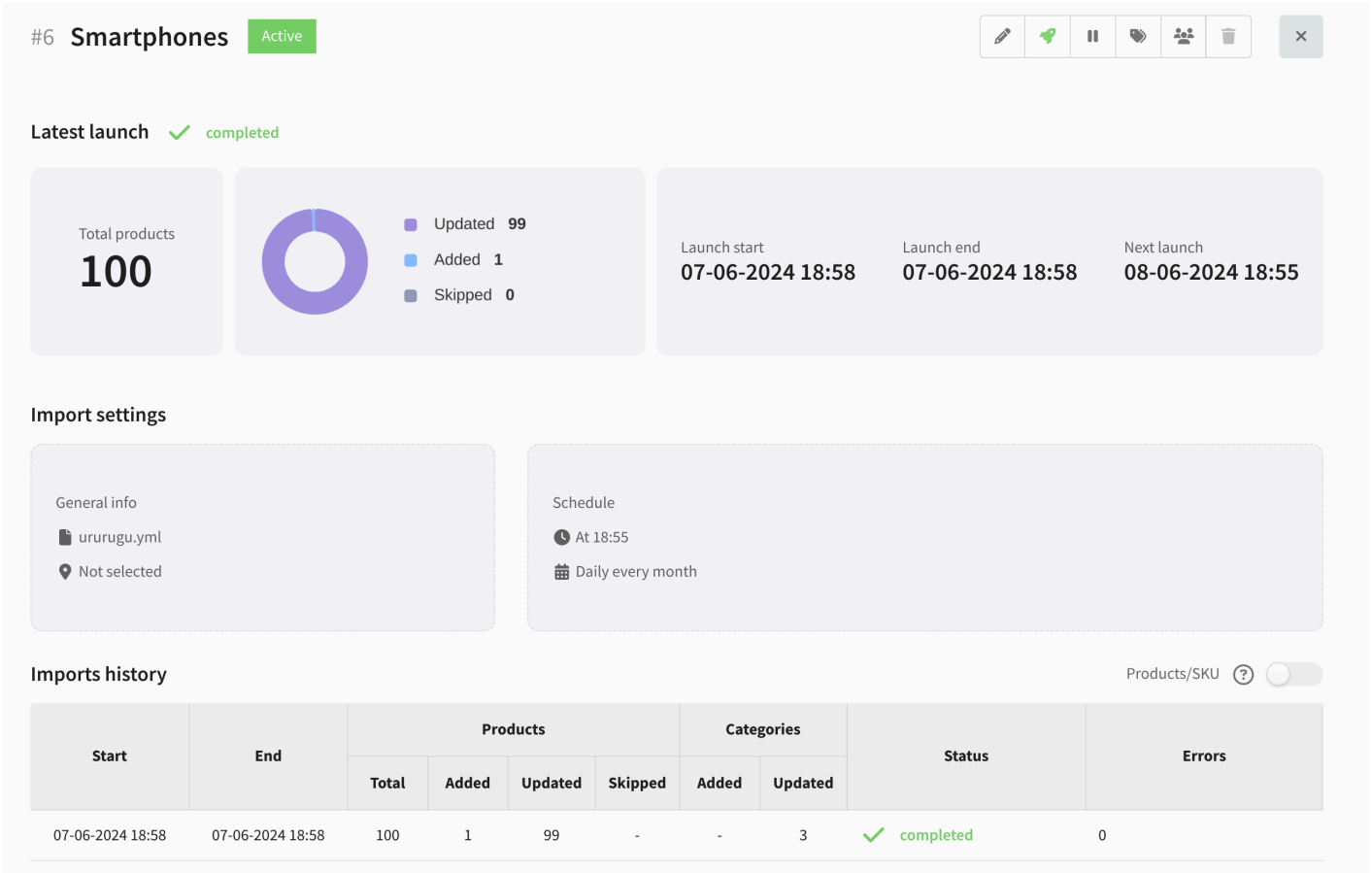
3. **Start the `webcontrol` service.**

Now you can set up synchronization of products and SKUs in the Market with your product feed data. The “Import products on schedule” feature allows you to specify a link to the feed file and the time at which the import will take

place. You can learn more about setting up synchronization with product feed [in this article](#).



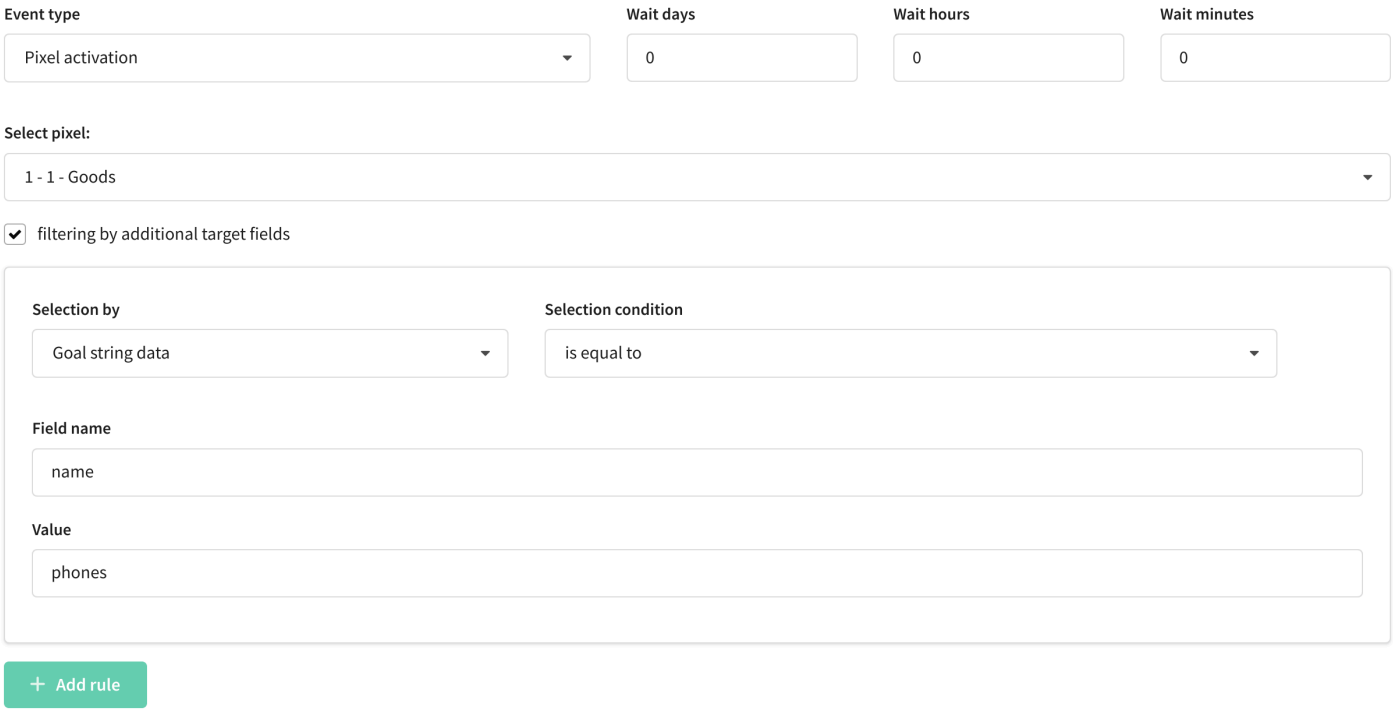
Detailed import statistics are available for each synchronization:



Start	End	Products				Categories		Status	Errors
		Total	Added	Updated	Skipped	Added	Updated		
07-06-2024 18:58	07-06-2024 18:58	100	1	99	-	-	3	completed	0

Filtering by additional fields for pixel activation trigger

Added the ability to specify selection rules for additional fields when setting up a trigger by activating a pixel. This allows you to more precisely customize the campaign for a certain group of clients or specific products:



Minor changes

- New connection types have been added: Basic Authentication and Token Authentication.
- ClickHouse system driver package and connector have been updated.

Interface improvements and fixes

- Fixed a bug in the tooltip in the profile list.
- Scenario exit item ID is now displayed in the profile card.
- Fixed role management for master users.
- Pixel reference is now correctly displayed in the profile history.
- Market when importing products now displays the correct number of products.
- Forms now work correctly in preview mode.
- The image insertion panel in the template editor now displays the correct URL.
- Information about the creator and the date of the last change in integrations and connections is displayed correctly.
- Outdated Firebase API has been removed from the resource settings for push notifications.
- List by metrics in popup analytics is now displayed correctly.
- Improved display of some data in the Analytics section.
- Improved localization.
- Fixed typos and incorrect links.

Performance improvements

- Fixed some issues in AKMTA.
- Redesigned mechanism of getting the name of global function `acpopup`.
- Fixed high memory consumption in `akmtad` and `procworkflow` processes.
- Fixed hang when sending email messages with some sending policies.

Fixes

- Fixed bug where the “Import via popup” trigger condition could not be selected.
- Profiles are now correctly included in the statistical segment by complex condition again.
- Fixed the error “Not calculating statistics with errors” when receiving a report in the Administrator Panel.

- **Traffic analytics with the “By popups” filter is now displayed correctly.**
- **Sorting by age in Databases now works correctly.**
- **Fixed a bug that occurred when adding 18 or more characters to an additional field with the data type “Integer” or “Number with dot” in Market entities.**
- **Tracking now does not pause when the encryption key is too long.**
- **Link addition events are now correctly displayed in the profile history.**
- **Additional parameters are now correctly added to `custom_data` in Action hooks.**
- **Various segmentation issues have been fixed.**
- **Statistics in scenarios now work correctly.**
- **Added handling of query parameters when loading a script to control popups.**
- **Fixed an issue where editing campaigns with send policies was only available to master users.**
- **Added validation to save templates for sending via WhatsApp*.**
- **Exporting profile history by pooches now works correctly.**
- **Fixed bugs in the Market module.**
- **Added validation for deleting external databases.**
- **Fixed a bug where it was impossible to create a segment via API.**
- **Sending policies in the trigger campaign work correctly again.**
- **Improved the operation of Observer Databases when sending a campaign.**
- **Fixed a bug that occurs when copying a deleted order or creating an order with the same name as a deleted order.**
- **Added ttl for links in SMS messages.**
- **Fixed bug where LDAP users change authorization type after saving.**
- **2FA connection for LDAP-user works correctly again.**
- **An empty string can now be added as a delimiter in the `format` function in templates.**
- **Save and Apply buttons are no longer available for frozen accounts.**
- **Fixed a bug where tab settings were reset while changing mandatory fields in profiles.**
- **Connection to Devino Telecom using login and password works correctly.**
- **Fixed some product search errors.**
- **Pictures with names less than 12 characters are now loaded correctly when importing HTML template.**
- **Fixed errors occurring when updating a trigger campaign.**
- **Stop list now skips domains that contain more than 6 characters after a period.**
- **Fixed panic when trying to save a deleted object in segments.**
- **Fixed panic when adding a template using API.**
- **Fixed panics in `cookie_saver`, `procintegras`, `xls.go`, `proctask` and `tariffcontroller`.**

References

PL-16064 PL-16026 PL-15957 PL-15900 PL-15899 PL-15850 PL-15809 PL-15421 PL-15414 PL-15402 PL-15326 PL-15325 PL-15324 PL-15323 PL-15322 PL-14665 PL-13927 PL-13297 PL-13196

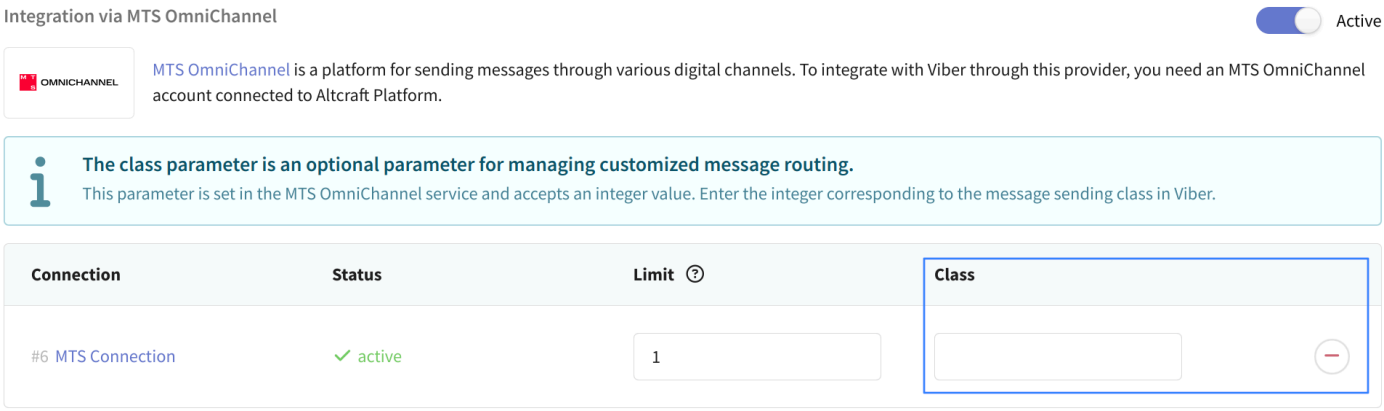
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v2024.2.68.2.749 - Viber integration updates

Major changes

Improvement of Viber channel integration through MTS OmniChannel

In the channel integration settings using MTS OmniChannel gateway, the `class` parameter has been added, which controls message routing in the service:



Fixes

- **Adjusted texts and links in the platform interface, including in the mobile version.**
- **Improved html parsing when importing a message template.**
- **Fixed an error when it was impossible to delete email from a profile.**
- **Improved platform stability.**
- **Fixed Java Script errors in the “Segments” and “Integrations” sections.**
- **Fixed an error that occurred when opening the default template preview.**
- **Test form submission now correctly saves the result of filling out the form.**
- **Fixed a bug where MongoDB was generating multiple queries when saving scenarios.**
- **Deleting profiles by segment is now faster.**
- **Fixed errors that occurred when creating a resource.**
- **Filter by connection status in the connection list now works correctly.**
- **Fixed status of new connections to Yandex.Audience.**
- **AKPush now does not create duplicate profiles when clearing storage and cookies.**
- **Fixed errors when adding groups to the Database in bulk.**
- **Template search in the “Click Map” report now works correctly.**
- **Custom unsubscribe link is now displayed in the “Click Map” report.**
- **Fixed an issue where it was not possible to remove region and category in the Products section.**
- **AKMTA queues in RabbitMQ are now cleared after deleting a Sender in the Administrative panel.**
- **The message counter in the AKTMA queue now displays the correct values.**
- **Fixed some sending errors in AKMTA.**
- **Regular expressions in profile structure segmentation queries now work correctly.**
- **MongoDB driver has been updated to the current version.**
- **API query summary report now returns actual parameters.**
- **Improved control of privileges and user rights for some actions (e.g. exporting tasks).**
- **Fixed errors with HTTPS api in some libraries.**
- **Channel unsubscription is now correctly displayed in the profile’s action history when it enters the stop list.**
- **Fixed a bug where a goal not registered before could not be specified in trigger campaigns.**
- **Forms now correctly save data after forced emailing.**
- **Fixed panics in akmtad.**

References

PL-15737 PL-16402 PL-16405 PL-16407 PL-16174 PL-8775 PL-16439 PL-16467 PL-16461 PL-16058 PL-15091 PL-14838 PL-16151 PL-16059 PL-16021 PL-16445 PL-16394 PL-16420 PL-16423 PL-5732 PL-16401 PL-16121 PL-16175 PL-16278 PL-15695 PL-13728 PL-15668 PL-16101 PL-13916 PL-7600 PL-15192 PL-15466 PL-16395 PL-16187 PL-16409 PL-14836 PL-13393 PL-16269 PL-16220 PL-16208 PL-16110 PL-3435

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v2024.2.68.2.950 - Improved bot filtering mechanism

Major changes

Bot filtration improvment

The mechanism for filtering bot actions in the platform has been improved. The filtering settings are contained in two config files: `bots_ip.json` and `bots_ua.json`. With their help you can set actions that will be applied to detected bot actions. You can learn more about how these files work in the article.

Minor changes

- It is now possible to customize in the platoform configuration the timeout for connecting to the database with history of events.
- Improved performance of some platform processes.

Fixes

- Fixed an issue where the “API Request” node passed incorrect request parameter data to the platform.

CAUTION

To fix this error, the user needs to migrate. To do this, do the following before launching the new version:

1. Stop `webcontrol` and `procworkflow` services
2. Start `aktool` from new build with the command:

```
./aktool workflow api_nodes_convert --config /root/MarketingPlatform/config/main.json
```

3. Start `webcontrol` and `procworkflow` services

Help for the migrator:

```
Usage:
  aktool workflow api_nodes_convert --accs=1,2... --wfs=1,2... [flags]

Examples:
./aktool workflow api_nodes_convert --accs=1,2 --wfs=1,2

Flags:
  -a, --accs ints   Account IDs (comma-separated list, empty means all)
  -h, --help        help for api_nodes_convert
  -w, --wfs ints    Workflow IDs (comma-separated list, empty means all)

Global Flags:
      --config string                    config path (default
"/opt/akd/config/main.json")
  -o, --output string                    file path to output in the result of the command
(default "stdout")
```

- Fixed a bug where a space character was incorrectly encoded by the platform in the “API Request node”.
- AMP-version of the email template is now formed correctly.
- Fixed a bug where the scenario would not include profiles by activating pixels.
- Fixed a bug where the `procpush` and `tariffcontroller` processes would not terminate without a forced stop.
- Now data about previous popup form fills is not deleted after renaming fields of this form.

- **Fixed errors related to incorrect deletion of entities from profiles.**
- **External variables of email templates are now correctly converted in the platform when importing templates via code insertion.**
- **Fixed a bug where location detection when importing profiles did not work correctly in some cases.**
- **Improved display of some interface elements in the mobile version.**
- **Corrected description of some parameters in the platform.**
- **Fixed some bugs in the platform interface.**
- **Fixed panic in `tzdata`.**

References

PL-16513 PL-16476 PL-16441 PL-15870 PL-16283 PL-16134 PL-16351 PL-16499 PL-16490 PL-15447 PL-15328 PL-16238 PL-15859 PL-16469 PL-15646 PL-14839 PL-16186 PL-16133 PL-16198 PL-16243 PL-16160 PL-16028

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v2024.2.68.2.1131 - SSL support for MongoDB

Minor changes

- **Added SSL support for connecting to MongoDB.**
- **Added “Domain not listed” segmentation condition for the “Email subscription” field.**

Interface improvements and fixes

- **Profile card now shows the id of the element from which the profile has exited the scenario.**
- **Improved design of the form editor interface in the platform.**
- **Fixed errors in the text of some tooltips.**

Fixes

- **Fixed a bug where profiles were not included in scenarios with a scheduled segment under the “Dynamic segment engagement” condition.**
- **Information about occurring errors is now correctly displayed above scenario elements.**
- **Fixed a bug where profiles were not captured in scenarios configured to capture when a pixel is activated.**
- **Fixed a bug in the `products` query that occurred when passing an identifier containing single quotes.**
- **It is now possible to pass an api variable for a field with type “Number” in the “Update Profile” script element.**
- **Fixed “invalid syntax” error in GET-request to get action history of several profiles.**
- **Fixed some vulnerabilities in the interface**
- **Now when saving a profile with invalid data in one of the fields, the platform will display an error and will not save the profile.**
- **Fixed a bug where a tag with a comma in its name was defined as two different tags.**
- **Updated some libraries to avoid potential vulnerabilities.**
- **Fixed panics in `proctask`, `webcontrol` and `procworkflow`.**

References

PL-16567 PL-16563 PL-16513 PL-16557 PL-16276 PL-14369 PL-16535 PL-16526 PL-16105 PL-16544 PL-16536 PL-15864 PL-16517 PL-16532 PL-16496 PL-16103 PL-16373 PL-15154 PL-16471 PL-16449 PL-16307 PL-16236 PL-16137 PL-16487 PL-16422 PL-16210 PL-16082

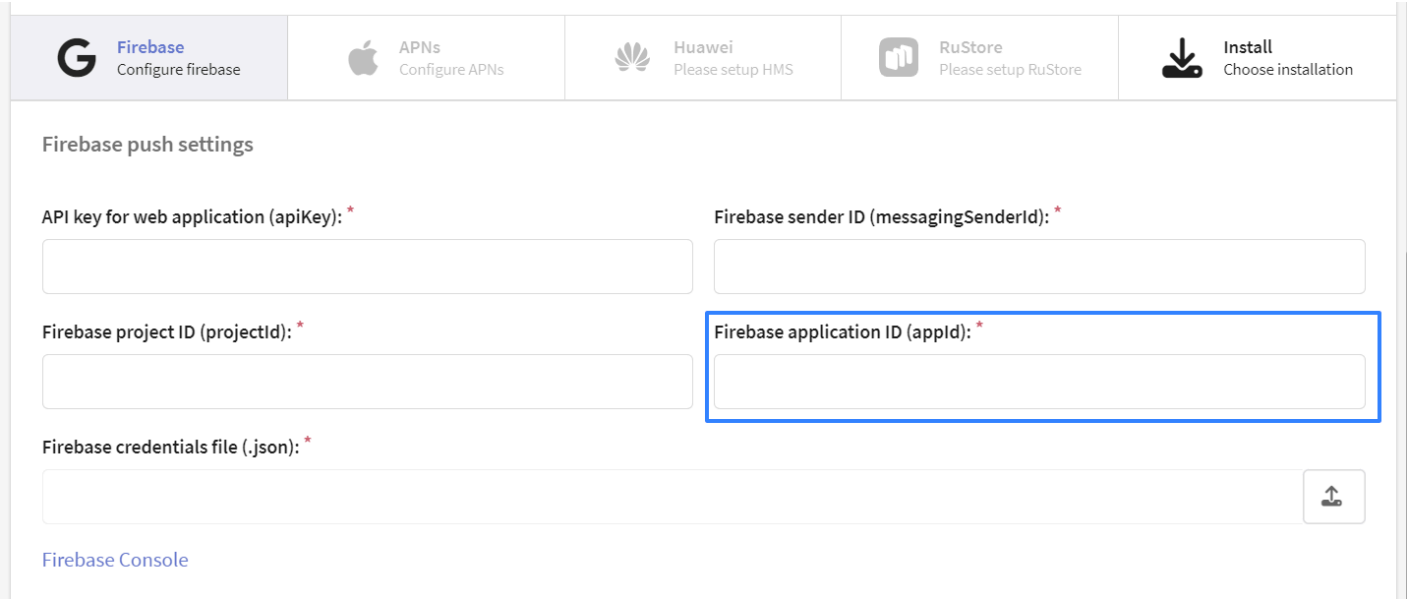
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v2024.2.68.2.1378 - Firebase API updates

Restore the work of web push-notifications

Google Firebase service has changed some API handlers, in this connection for normal work of web push-notifications it is required to carry out migration:

- **In all resources, scripts of which are hosted on sites, it is necessary to fill in the Application ID field in Firebase settings:**



The Application ID value can be found in the project settings in the Firebase console.

- **If static ak-push.js and service-worker.js are placed on the sites, then after editing and saving the resource you should re-upload these scripts to the site.**

Minor changes

- **Images in the template editor are now inserted with `https` at the beginning of the link, rather than `http` as was previously the case.**
- **Links between a sceanario start element and other elements are now added correctly.**
- **Fixed a bug where it was not possible to generate a Promo Code without a quantity limit.**
- **The maximum number of characters for a first-level domain in the platform has been increased to 128.**
- **Fixed errors that occurred when interacting with an empty profile database.**
- **Fixed an error when data was not sent to email after a user fills out a form.**
- **It is now possible to specify a tracking domain with a single-letter subdomain in the resource settings.**
- **Fixed a bug where scripts with scheduled segment did not work correctly after the first run.**
- **Faster page loading in the user interface when using LDAP authorization.**
- **Fixed a bug where changes made to the Funnel were not saved in the platform.**
- **Improved parameter validation in some API requests.**
- **Drop-down lists work correctly in the latest versions of Google Chrome.**
- **Traffic analytics report is now uploaded correctly.**
- **Fixed interface errors in some sections of the platform.**
- **The descriptions of some errors in the platform have been corrected.**

References

PL-16623 PL-16613 PL-16148 PL-16599 PL-16604 PL-7192 PL-16555 PL-16571 PL-16334 PL-16511 PL-16149 PL-16117 PL-16573 PL-16569 PL-10157 PL-11465 PL-16556 PL-16447 PL-15479 PL-16513 PL-16499 PL-15655 PL-13207 PL-16165 PL-10477 PL-16152 PL-16311

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v2024.2.68.2.1509 - Firebase push fixes

Major changes

- Fixed errors occurring when sending push notifications using Google Firebase.

Minor changes

- Added option to disable deleting link data from ClickHouse.
- Now the value of “Lock double trigger activation” in pixel settings cannot be lower than one.

Interface improvements

- Fixed display of filters on mobile version.
- Improved appearance of “Upload Photo” button in profiles.
- Improved appearance of the line break button in the template editor.
- Fixed layout errors in some Market elements.

Fixes

- Fixed a bug where links in push notifications did not work.
- Database IDs are now displayed correctly when launching test campaigns.
- Fixed some vulnerabilities in the platform.
- The “Capture profiles when changing an order” scenario element now works correctly.
- Fixed a bug where uploading 0-day history would result in uploading 1-day history.
- Market variables now work correctly in the push and Viber template editor.
- Fixed an error occurring when trying to send rich push notifications to profiles that don’t have fields used in these notifications.
- The `campaigns/triggers/import_and_start/` method now works with the unconditional send flag.
- Fixed panic in webcontrol.

References

PL-16637 PL-16634 PL-15610 PL-16179 PL-16146 PL-16625 PL-16620 PL-16150 PL-16619 PL-14996 PL-16469 PL-16611 PL-16598 PL-14729 PL-16586 PL-16135 PL-16483 PL-16473 PL-16030 PL-14749

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v2024.2.68.2.1788 - Order status API

Major changes

- Added API method to check order status in the Market. Read more.

Minor changes

Interface improvements

- Fixed layout errors in “Forms” section on mobile devices.
- Drop-down lists in scenario modal windows close correctly when focus is reset.
- Fixed scroll sliders not working on some platform pages.

Fixes

- Fixed errors related to reaching the maximum limit of active sessions in MongoDB.
- Profile exit record from a scenario is no longer overwritten when it is cleared of all profiles.
- Fixed errors occurring when running dynamic segment with selection condition on a custom field.
- Fixed duplication of web push notifications in browsers.
- Relations are now correctly overwritten when editing from profile.

- **Fixed bug where user creation time was reset when updating its data.**
- **Now when cloning a scenario, error messages are not copied with it.**
- **Fixed a bug where an unavailable resource was displayed in the list without being labeled accordingly.**
- **Custom `custom_json` in push notification templates now works correctly.**
- **Fixed a bug where the last user who edited a script was incorrectly displayed.**
- **Unsubscription event when notifications are forbidden via Safari is now correctly logged by the platform.**
- **Fixed a bug where a remote ISP was available to a node in the Administrative Panel.**
- **Improved stability in `webcontrol`, `akmta` processes.**

References

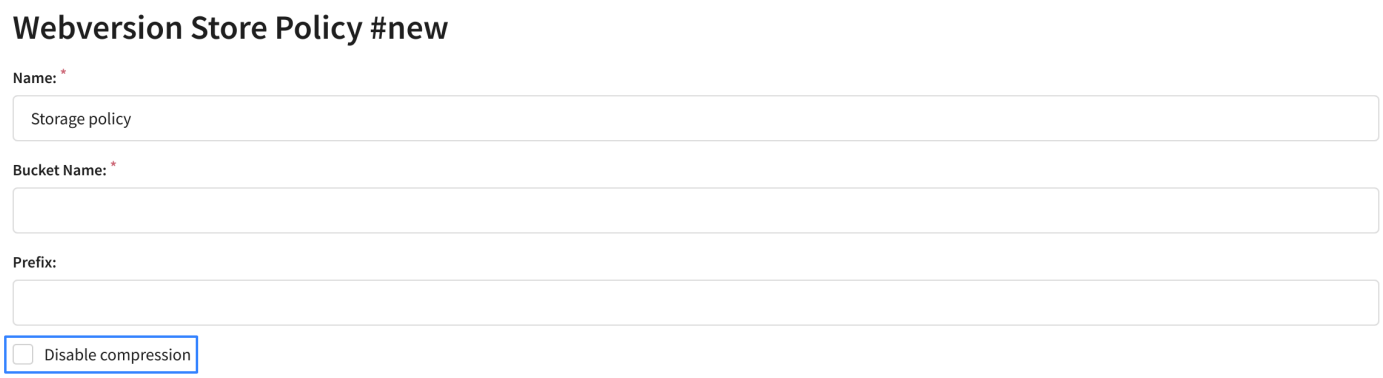
PL-16629 PL-16658 PL-16650 PL-16646 PL-16593 PL-16425 PL-16446 PL-16566 PL-15758 PL-16056 PL-14880 PL-16651 PL-16630 PL-16472 PL-16639 PL-16266 PL-16615 PL-16428 PL-16596 PL-16257 PL-16470

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v2024.2.68.2.1957 - Web version compression mode

Major changes

- **Added option to disable compression when creating a web version storage policy in the Administrative panel:**



- **Campaign log now shows the time a segment was received.**

Minor changes

Interface improvments

- **Added display of the time of the next launch of the Multivariate testing campaign.**
- **Fixed a bug where tooltip pop-ups did not disappear after some time.**

Fixes

- **Fixed a bug where the platform did not display the campaign queue on senders.**
- **Fixed a bug where the platform did not take summer and winter time into account for time zones in some regions.**
- **The campaign log works correctly again when opened from the campaign editor.**
- **Fixed various bugs related to updating a profile in the platform.**
- **Profiles with Apple Safari Native push notification subscriptions are now saved correctly.**
- **Fixed a bug where you could create a campaign with a draft template.**
- **Web versions of emails are correctly compressed before saving.**
- **Importing to Market using a file now works correctly.**
- **Fixed a bug where the result cache in the preview of template/segmentation SQL queries was not being reset.**

References

PL-16095 PL-16671 PL-16655 PL-16281 PL-10310 PL-16553 PL-16609 PL-11837 PL-16132 PL-15971 PL-15761 PL-16666 PL-16661 PL-16480 PL-16617 PL-16633 PL-8356 PL-16274 PL-16292 PL-16221 PL-13312

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v2024.2.68.2.2206 - Sendsay, Fixes

Major changes

Sendsay integration

We've added the ability to send emails through the Sendsay SMTP relay. The platform administrator needs to set up the relay in the AKMTA sender. Delivery statuses are tracked using webhooks. Learn more.

Minor changes

- Expanded API requests for retrieving profile history: `/api/v1.1/subscribers/history_get` and `/api/v1.1/subscribers/history_get_all`. The response now includes additional fields that help identify unique events and obtain more detailed information
- Removed the `tariffcontroller` and `procnotify` processes; their functionality was migrated to `proctask`.
- Improved import of email templates uploaded from third-party services into the platform. Images can now be stored at the same level as the HTML file or in a folder with one of the following names: `images`, `image`, `img`, `imgs`, `pictures`, `pics`. An archive containing such an email template should not include the files `text.txt`, `subject.txt`, and `template.json`, as their presence may cause import errors. At the same time, the previous structure of the archive with the template continues to work unchanged.
- The "Web imports" metric in the Audience growth report now includes the total number of profiles added to the database through both forms and pop-ups on the website.

CAUTION

Previously, the "Web imports" metric only included data from form imports. To update the metric to include profile growth from pop-ups, you'll need to perform a migration.

Migration is performed after the platform is updated to the new version and does not require stopping any processes in advance.

1. Drop the `engagement_report` view and table:

```
./aktool stats delete engagement --config=/opt/akd/config/main.json
```

2. Initialize the table in the new format:

```
./aktool stats init engagement --config=/opt/akd/config/main.json
```

3. Recalculate the records in the table:

```
./aktool stats fill engagement --config=/opt/akd/config/main.json
```

If successful, the console will show how long it took to fill the table. Example: `complete fill stats table for 183.707488ms`.

Bug fixes

- **Fixed the issue with sending web push notifications to the Safari browser via APNS.**
- **Restored the ability to select a pool in sender settings.**
- **Fixed a problem with adding extra parameters to `custom_data` in hooks.**
- **Resolved the issue that caused hooks to not retry when the `_createtime` field was added to `custom_data`.**
- **Segment filtering by “List” type fields using the “Equals” condition now works correctly**
- **The counter above the SMS campaign node in the scenario now correctly displays the number of profiles.**
- **Resolved the issue of duplicated weekly and daily reports for platform users.**
- **The campaign log now displays the correct time for receiving a segment during regular campaign testing.**
- **A trigger campaign set up for a custom popup event can now be successfully saved.**
- **The next_from_id parameter in the `/api/v1.1/subscribers/history_get_all` response works correctly.**
- **Missing categories field in the /api/v1.1/market/sku/import request no longer causes errors.**
- **The `ampcarousel` component is now connected in the demo AMP template version.**
- **Improved validation in scenarios and subscriptions for Viber and WhatsApp* channels.**
- **Stability improvements for the `procactions` process.**
- **Minor UI fixes in the platform.**

References

PL-15845 PL-16842 PL-15693 PL-16694 PL-16796 PL-16763 PL-16805 PL-15149 PL-16743 PL-16737 PL-16314 PL-15822 PL-16712 PL-16654 PL-16685 PL-16704 PL-11654 PL-15426 PL-16122 PL-16599 PL-16663 PL-16069 PL-16631 PL-16656 PL-16093 PL-13768 PL-16636 PL-16714 PL-16709 PL-16614 PL-16116 PL-16533 PL-16644 PL-16676 PL-14390 PL-16476 PL-16259 PL-16608 PL-15941

Meta Platforms Inc., the company behind Instagram, Facebook, and WhatsApp, has been designated as an extremist organization and is banned in the Russian Federation.
****Viber is a trademark of Rakuten Group, Inc. and is blocked in the Russian Federation.***

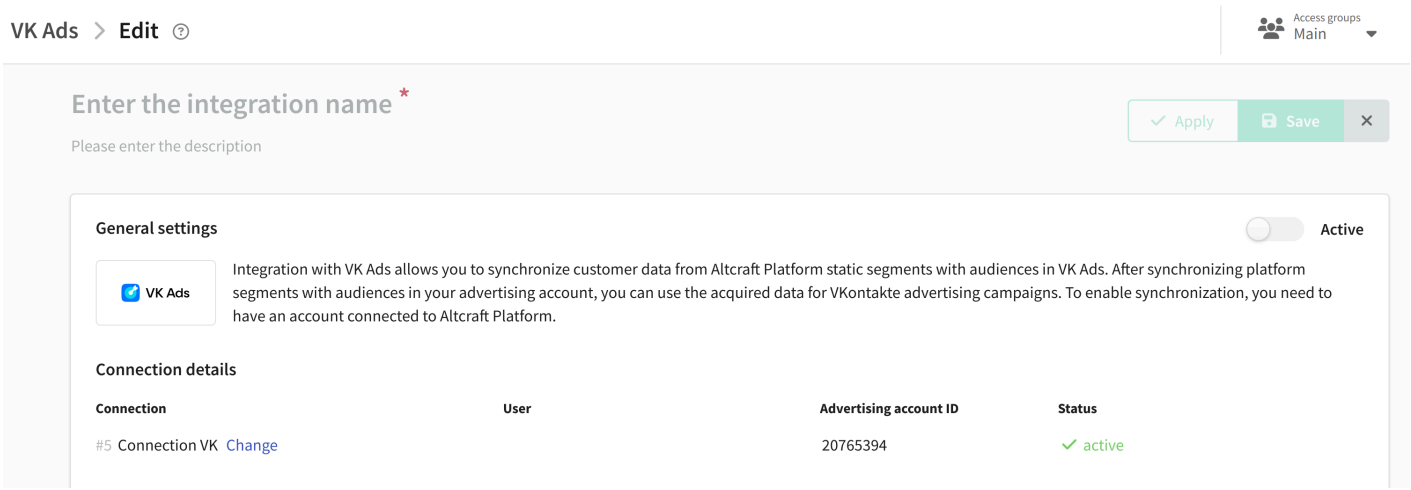
v2024.1.68

v2024.1.68.0 - VK Ads™, new AKMTA sender settings

Major changes

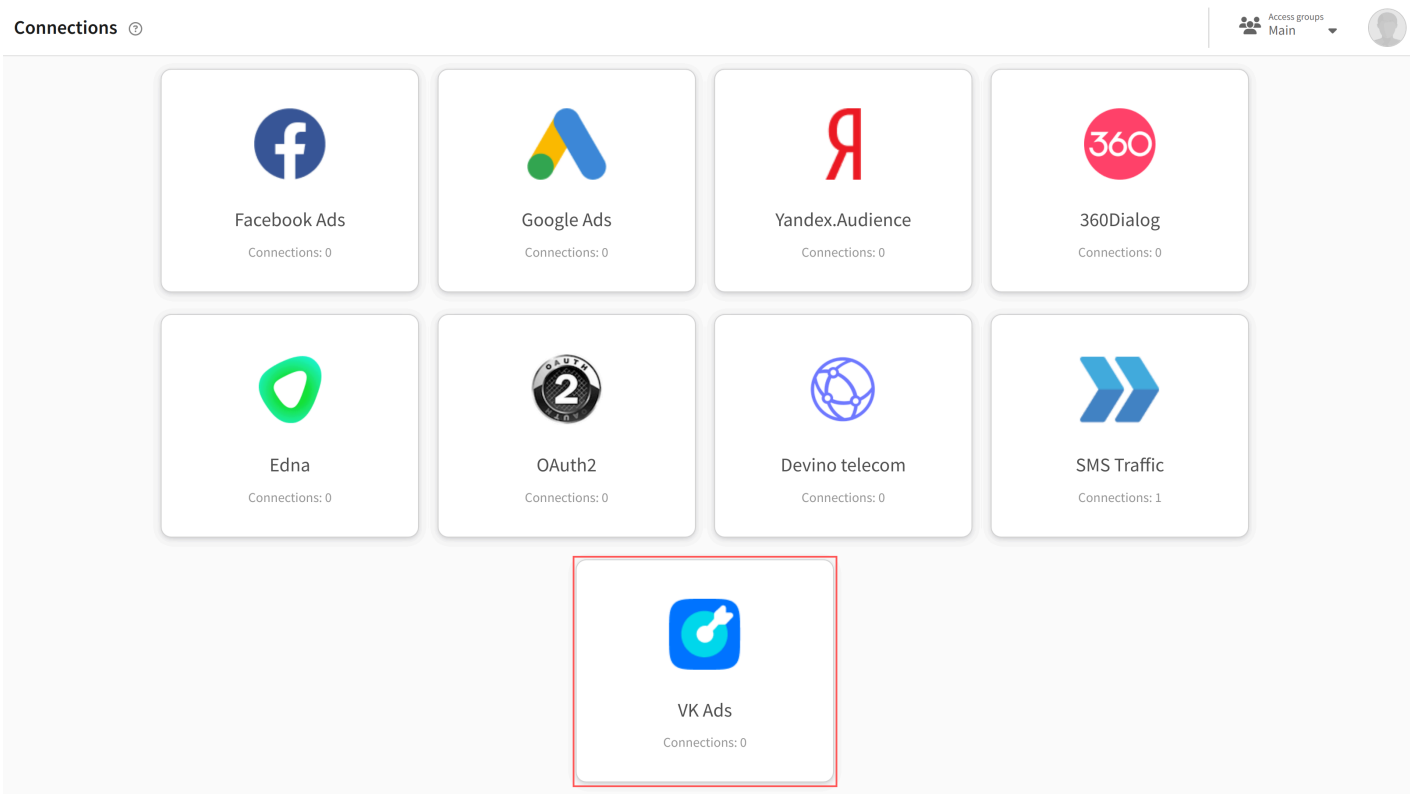
VK Ads™

	Added integration with **VK Ads™. The new feature allows you to transfer data segments from the Altcraft Platform to audiences in VK Ads™. Articles about [creating a connection] (/en/user-guide/settings/connections/vk-connection/) and [configuring integrations](/en/user-guide/integrations/vk/) are available on the documentation portal.**



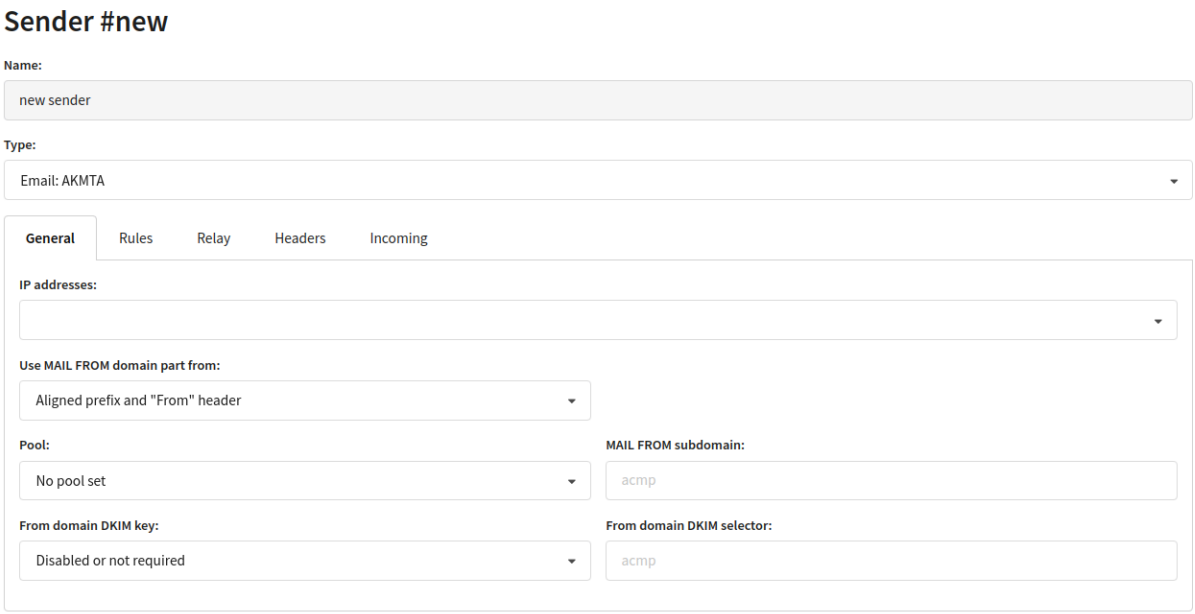
Updated connections menu in the dashboard

Removed Viber and WhatsApp* menu items, added separate buttons for creating connections using edna, 360dialog, Devino and SMSTraffic.



Updates of the administrative panel

- **When creating an AKMTA sender, a new type was added for the MAIL FROM domain part - Aligned prefix and “From” header. This setting allows you to simultaneously track statistics and perform SPF alignment. To use it, you need to create and configure a pool.**
- **Added pools. A pool is a set of resources needed to send emails from a specific domain. Detailed instructions for creating and setting it up can be read here.**
- **AKMTA settings in the “Senders Management” section are divided into General, Rules, Relay, Headers and Incoming tabs.**



Minor changes

- **Improved search in the user list: added search by email and phone number, fixed various errors associated with searching.**
- **The user’s last name is no longer visible to support specialists in Jivo.**
- **Removed the limit on the number of displayed columns in data tables.**
- **The ability to view and copy a column value has been added in cases where it does not fit completely into the field of data tables.**

Performance improvements

- **Optimized API request for bulk import and launch of profiles into the script**
- **Fixed extremely high memory consumption for akmtad**
- **Fixed freezes in the visual editor when clicking on elements**

Interface updates and fixes

- **Fixed display of unavailable actions for frozen accounts.**
- **Updated interface in the “Pixels” and “Click map” modules.**
- **The “% Opens” column is now available again in channel reports.**
- **Fixed errors with displaying the menu of additional fields.**
- **Now the connection creation/update time is displayed correctly.**
- **The scrollbar in pop-up menus is now displayed correctly.**
- **The audit log report is now uploaded correctly.**
- **Some names and translations have been corrected.**

Corrections

- **The non-delivery report now correctly displays the reason of failure.**
- **Fixed a bug where variables were not inserted into the pop-up editor field.**
- **When mass profiles updating, push subscriptions are added only to the specified provider.**
- **Fixed various errors in the “Loyalty” section.**
- **Fixed a situation where it was impossible to add text to an empty “Text” element in the visual editor.**
- **Fixed errors that occurred when deleting a database and associated segments.**
- **Improved logging.**
- **Saving a target in trigger campaigns now works correctly.**
- **Special characters are now correctly escaped in LDAP.**
- **Fixed a bug where sending more than 10 SMS on the MTS gateway did not work.**
- **Errors related to incorrect filling of date and time in various elements have been fixed.**
- **Fixed errors related to analytics, such as false clicks from bots, counting hardbounce responses, and others.**
- **An error message about the number of characters in the SMS has been exceeded has been added to the campaign log.**
- **Now you can select the status “Unconfirmed” in trigger campaigns with the event type “When adding/changing a subscription”.**
- **Fixed repeated “context canceled” errors in procworkflow logs.**
- **Entity deletion is now correctly recorded as an update.**
- **Fixed panics in procintegras, webcontrol, proctask and regen_preview_msgs.**
- **Fixed panics when publishing a pop-up and when setting up 360dialog.**

References

PL-15764 PL-15754 PL-15741 PL-15735 PL-15731 PL-15730 PL-15727 PL-15725 PL-15711 PL-15703 PL-15699 PL-15688 PL-15675 PL-15654 PL-15650 PL-15644 PL-15634 PL-15633 PL-15630 PL-15612 PL-15608 PL-15604 PL-15601 PL-15596 PL-15588 PL-15579 PL-15574 PL-15567 PL-15553 PL-15509 PL-15333 PL-15286 PL-15016 PL-14793 PL-14439 PL-14291 PL-13485 PL-11892 PL-15573 PL-15572 PL-15463 PL-15387 PL-15056 PL-1500 PL-14992 PL-14950 PL-14900 PL-14718 PL-14547 PL-13257 PL-13012 PL-12585 PL-12582 PL-12500 PL-12499 PL-15754 PL-15633 PL-15630 PL-15612 PL-15604 PL-15574 PL-15509 PL-11972

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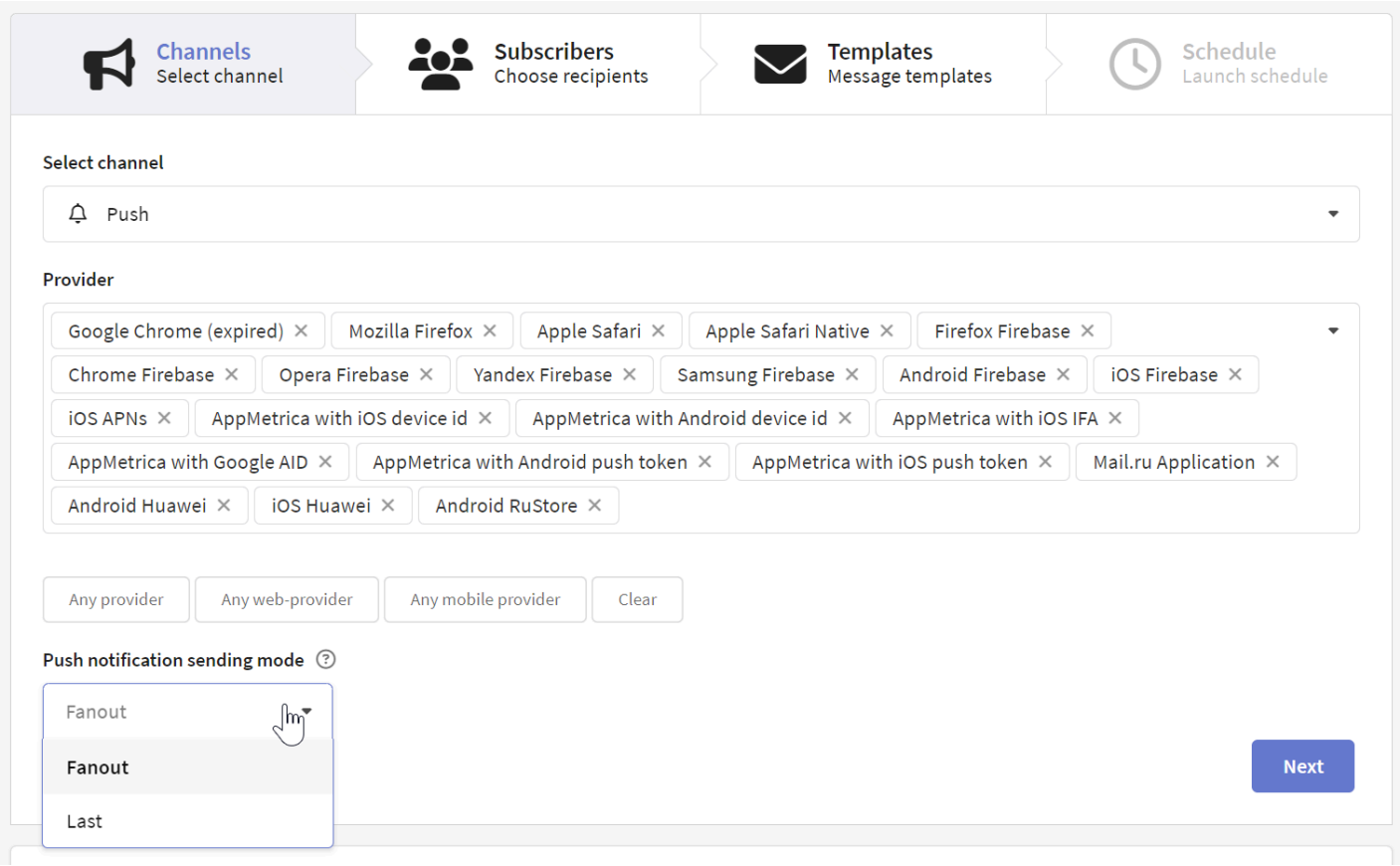
v2024.1.68.626 - New push sending mode, Fixes

Major changes

New mode for sending push notifications

When setting up campaigns using the push channel, you can now choose the sending mode for push messages:

- **fanout (default) — osends messages to all subscriptions of profiles that match the campaign’s filters.**
- **last — sends the message to the subscription with the most recent creation date.**



Changes in the statistics table

Since the summary report was returning an incorrect number of events, the structure of the `channel_report` table has been changed. You must recreate the table when updating:

```
./aktool stats delete channel_report
./aktool stats init channel_report
./aktool stats fill channel_report
```

CAUTION

You must stop the `procevent` service before starting the migration.

Minor changes

- **Improved validation of links in push templates. An error “Number of invalid links in the message” is now logged.**
- **In the campaign log, the entry “Number of processed subscribers” has been renamed to “Number of found subscribers.”**
- **Added the ability to save master users without specifying roles.**
- **Logging for relay sending has been added to syslog.**
- **Improved validation of fields in the Telegram Bot channel template.**
- **Updated the logic of the `./aktool stats` command, used for working with the report storage. Here’s how you can fill in the table: `./aktool stats fill table_name`. Additionally, `channel_report` and `traffic_report` can now be deleted separately.**

Bug fixes

- **Fixed the operation of the segment by goals with a complex condition.**
- **In the scenarios, JSON filter now supports the OR operator and arithmetic operations.**

- In the campaign settings, when deleting a segment used for sending, the correct segment is now displayed.
- Fixed bugs in searching in resources, roles, and the market.
- In test SMS messages, the date is inserted in the specified format.
- In the quick segment, when selecting profiles by phone number, spaces between digits do not affect the result.
- Images are now correctly displayed in both desktop and mobile versions in the visual image editor.
- The footer of the email with the unsubscribe link is displayed in the visual editor.
- Links in push templates after adding UTM tags redirect the user to the right page.
- It is now impossible to save an email template with an attachment larger than 12 MB.
- In forms, the option “Hide submit button” now works correctly and does not prevent form submission if not all options are selected in the mandatory “One option” element.
- Export of the profile history of a static segment created during import now exports data without errors.
- In scenarios, the “Condition” element with the “Wait for condition for a specified time” option enabled has been fixed.
- For one push message, the same `send_message_id` is now returned for all event types in event capture.
- Fixed an error when deleting a profile via the API.
- Fixed a situation where a push subscription could be created via API without specifying `subscription_id`.
- Fixed the 2FA mechanism for administrators.
- Exporting audit logs in the admin panel no longer causes errors.
- Changes in sender settings with the type Rapporto SMS are now successfully saved.
- Fixed a situation where AKMTA logs contained duplicate rejection responses.
- Performance of some platform processes has been optimized.
- Some interface flaws have been fixed.

References

PL-15986 PL-15983 PL-15964 PL-15959 PL-15952 PL-15886 PL-15876 PL-15849 PL-15828 PL-15823 PL-15820 PL-15802 PL-15759 PL-15743 PL-15739 PL-15719 PL-15715 PL-15684 PL-15658 PL-15649 PL-15609 PL-15577 PL-15486 PL-15432 PL-14887 PL-14795 PL-14446 PL-14072 PL-10471 PL-10464 PL-10450 PL-10097 PL-9688 PL-7740 PL-15918 PL-15917 PL-15914 PL-15912 PL-15911 PL-15905 PL-15903 PL-15898 PL-15891 PL-15885 PL-15882 PL-15881 PL-15871 PL-15863 PL-15862 PL-15858 PL-15839 PL-15816 PL-15804 PL-15803 PL-15797 PL-15796 PL-15786 PL-15785 PL-15781 PL-15778 PL-15770 PL-15746 PL-15745 PL-15744 PL-15740 PL-15738 PL-15732 PL-15697 PL-15689 PL-15676 PL-15669 PL-15642 PL-15632 PL-15622 PL-15606 PL-15594 PL-15592 PL-15551 PL-15460 PL-15098 PL-15062 PL-15037 PL-14748 PL-14603 PL-13304 PL-13120 PL-12999 PL-11158 PL-10533

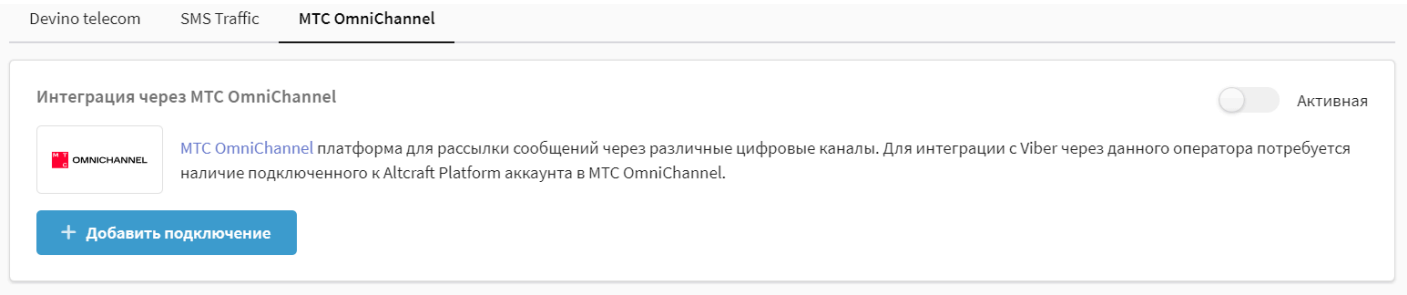
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v2024.1.68.1354 - MTS OmniChannel integration, bug fixes

Major changes

Integration with MTS OmniChannel

Added support for integration with MTS OmniChannel. Now you can use this platform as a gateway to send messages to Viber.



Before setting up the integration, you need to connect your MTS OmniChannel account with Altcraft Platform via connections. You can read more about setting up the integration here.

Other changes

- **The “Pixels” section has been moved to the “Web Layer” menu item.**
- **Updated geoip data for April 2024.**
- **Improved platform performance.**
- **Added option to remove validation for hidden fields in forms.**

Fixes

- **Fixed a bug related to duplicate tracking links.**
- **Scenario items with a condition are now saved with the correct id.**
- **Frozen accounts now have view permission restriction again.**
- **Fixed an issue where form validation errors were displayed in error level logs.**
- **Checking allowed domains for redirects when opening a pixel now works correctly.**
- **Improved traffic report performance when using grouping by pixel targets.**
- **Fixed incorrect platform behavior during deleting profile databases when the user role does not have deletion permissions.**
- **Improved operation of critical push mode with APNS.**
- **Validation when using segments with link data collection and manual profile creation now works correctly.**
- **Platform login history now displays correct data.**
- **Fixed errors in logs.**
- **Popups work better on mobile display.**
- **Integrations in the platform are now correctly saved.**
- **Fixed a bug related to creating Facebook* connections.**
- **Fixed some analytics and reporting bugs.**
- **Correct mx is now used for sending to Yahoo mailboxes.**
- **Fixed bugs in Yandex.Appmetrica integration.**
- **Form opening and filling events in profile history are now displayed correctly.**
- **Fixed validation of fields in forms.**
- **Fixed errors when previewing multi-page forms.**
- **`click_url` in the web version of trigger push emails is now saved correctly.**
- **Fixed `runtime error` panic when sending a campaign with hidden copy.**
- **Fixed `form_tst.go` panic.**

References

PL-15888 PL-12880 PL-15993 PL-15991 PL-15865 PL-14353 PL-15869 PL-15926 PL-15840 PL-15979 PL-10455 PL-15813 PL-15970 PL-14286 PL-13837 PL-15334 PL-16037 PL-15779 PL- 15939 PL-15662 PL-16032 PL-13906 PL-15800 PL-16112 PL-16001 PL-16048 PL-10320 PL-14477 PL-15907 PL-14312 PL-16013 PL-14015 PL-15104 PL-15989 PL-15712 PL-15693 PL-15700

Meta Platforms Inc., the company behind Instagram, Facebook, and WhatsApp, has been designated as an extremist organization and is banned in the Russian Federation.
****Viber is a trademark of Rakuten Group, Inc. and is blocked in the Russian Federation.***

API / Developer Guide: Contents

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User API documentation

User API documentation

This documentation contains information on ALTCRAFT Marketing Platform application programming interface.

NOTE

Note that most of Altcraft API requests use POST method with application/JSON data format to provide extra token security. To know more about token management see Users, groups and access.

TIP

You can download the Altcraft API collection for Postman using this link.

API interaction

API interaction

TIP

You can download the Altcraft API collection for Postman using this link.

Requests format

Requests are sent by POST method using HTTP/1.1 protocol. The method is also mentioned on each request description page.

Request parameters are placed in the sent structure. Some parameters can be sent in URL (API key, format).

The input data format must be indicated in the Content-Type HTTP header.

Possible header values:

- **application/json — JSON format**

Symbols must have UTF-8 coding.

```
POST https://example.com/api/v1.1/<method name>
```

If you use an Altcraft Platform Cloud account, send API requests to the URL `ru.altkraft.com`. In the case of deploying the platform on your hardware (On-Premises), use your own URL.

A description of the JSON format can be found in RFC 7159: http://tools.ietf.org/html/rfc7159.

Don't forget to encode characters that cannot be directly written in JSON.

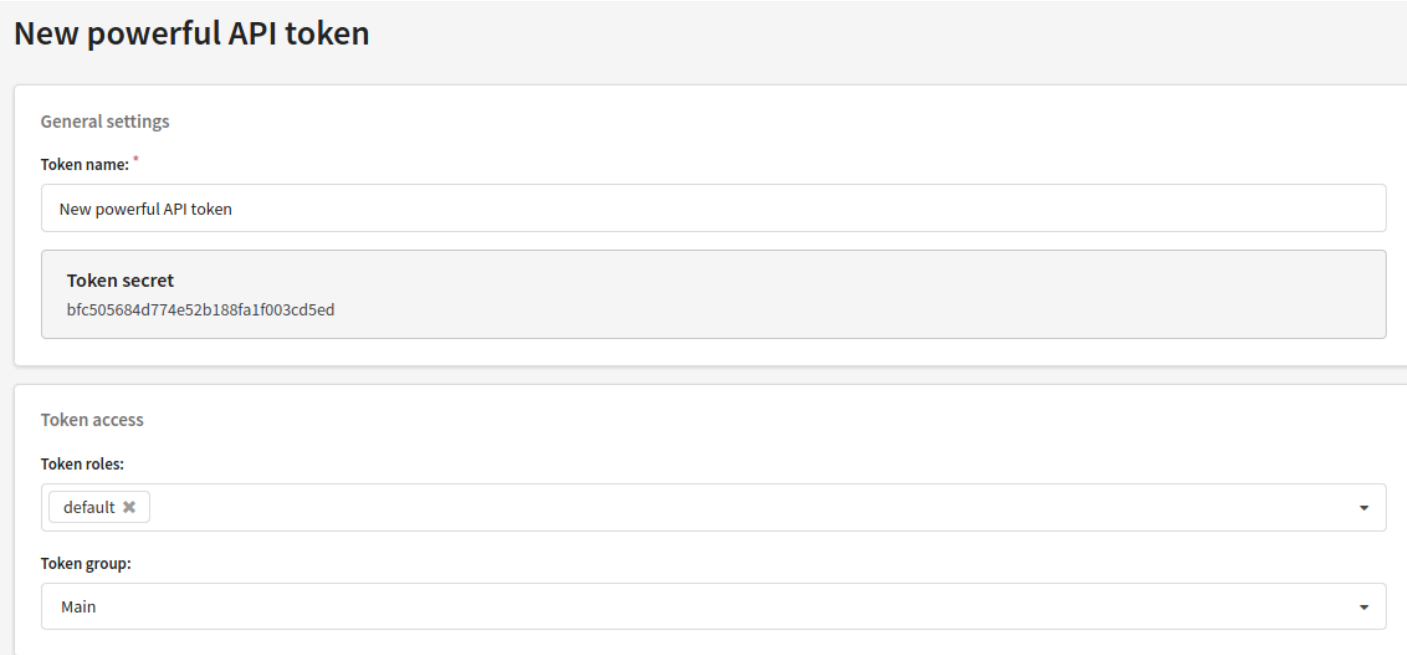
Authorization

For authorization when sending a request, you need to pass a token to the platform. There are several ways to do this, for example, by specifying it in the body of the request:

```
{
        "token": "bfc505684d774e52b188fa1f003cd5ed",
        "db_id": 1,
        "resource_id": 1,
        "matching": "email",
        "email": "example@example.com",
        "data": {
                "_status": 0,
                "_fname": "Jim",
                "_lname": "Jones",
                "email": "example@example.com",
                "phones": ["+79000000000"]
        }
}
```

You can also pass the token in one of the request headers. To do this, create a header with the Authorization key, and in its value specify `Bearer <token>`, where instead of `<token>` insert your token.

API token can be created in the user panel, in section “Settings” — “Tokens”. Master user rights are necessary to create a token:



API token is automatically generated after saving. You can also select a token name and configure access rights (in roles) and groups of objects available for this token.

CAUTION

We do not recommend passing a token in the URL of your request. This method is insecure and will not be supported by the platform in the future.

Response format

The response format can be selected in the request header or parameters.

Response example (Successful operation):

```
{
        "error": 0,
        "error_text": "Successful operation",
        "profile_id": "5f4fa1a5ce9448665fef548e"
}
```

The following parameters are given in responses:

- `error` — error code;
- `error_text` — error description;
- `profile_id` — profile identifier (for successful operation).

INFO

Code 200 is the success status code in HTTP transport. However, if there is information about an error within the HTTP transport, additional details about the error are provided in a JSON object in the `error` field with explanations

in `error_text`.

Response codes

Code	Description
0	Operation is successful
400	Incorrect request
401	API token required
402	Tariff limit reached
403	No rights for this action
404	The object is not found in the token vision zone
409	Another record with the same unique attributes already exists
413	The database is not available in the selected resource
415	Requested Content-Type is not supported
429	The number of requests set in the configuration file has been exceeded (`API_MAX_REQUESTS_COUNT`)
435	Ambiguous search, there are several objects with given attributes
441	The object belongs to another group
450	Request validation error
500	Internal service error
501	The method does not exist

XML tags attributes

XML queries are built on top of JSON queries, so in some situations it is necessary to write additional attributes inside tags:

- `array='true'` - an attribute indicating that the tag is an array. Used when there is either 1 element inside the array or no elements at all.
- `string='true'` - attribute is used to indicate that the value used has a string data type. Required when the string contains a number or the word “true”/“false”.
- `json='true'` - attribute needed when we need to pass json request inside xml request (for example, selection parameters when requesting data on several profiles).

Request deduplication

If the connection fails at the moment of receiving the data, a second request may be sent. The platform will not accept a repeated request if it modifies the data in order to avoid duplicate events. Read more about repeated requests in this article.

Matching

Matching

The `matching` field specifies the search mode for the profile to update. The default value is `email`.

When you update data, you should follow a general matching approach.

Search mode	matching	Required fields	Type	Example	Description
By email, from profile or subscription	"email"	email	string	"john@example.com"	Email address
By email from profile	"email_profile"	email	string	"john@example.com"	Email addressc
By email from subscriptions	"email_sub"	email	string	"john@example.com"	Email address
By phone, from profile or subscription	"phone"	phone	string	"+79000000000"	Phone number
By phone from subscriptions	"phone_sub"	phone	string	"+79000000000"	Phone number
By profile ID (only on update!)	"profile_id"	profile_id	string	"abcdefghijklmnqrstuvwxyz"	Profile ID
By push subscription	"push_sub"	provider	string	"android-firebase"	Provider
		subscription_id	string	"1234"	Push subscription ID
By custom field	"custom"	field_name	string	"CRM_ID"	The name of the custom profile field for search.
		field_value	int/string	"example123"	The value of the custom search field. Search by combination of field values with the "tags" type is available. Tags are passed in a line separated by commas: "tag_1, tag_2".
Search for a profile by subscription to the custom channel	"custom_sub"	field_name	string	"CRM_ID"	The name of the custom profile field for search.
		field_value	int/string	"example123"	The value of the custom search field. Search by combination of field values with the "tags" type is available. Tags are passed in a line separated by commas: "tag_1, tag_2".
By email or phone, from profile	"email_phone"	email / phone	string	"john@example.com" / "+79000000000"	Email address / Phone number

By email or phone, from subscriptions	"email_phone_sub"	email / phone	string	"john@example.com" / "+79000000000"	Email address / Phone number

INFO

Unclear matching

If the field you are passing in the request body is not unique, i.e. the value of this field is the same for several profiles, then the query will return you the error: “Unclear matching”.

INFO

Duplicate unique data

The “Duplicate unique data” error occurs if you use a custom unique field for matching when importing a profile, but violate the uniqueness of the system field.

For example, a unique custom field `client_id` is used for matching. The database has a profile with fields:

- **`email: test@example.com`,**
- **`client_id: 100`.**

You import another profile with fields:

- **`email: test@example.com`,**
- **`client_id: 101`.**

The request will return a “Duplicate unique data” error, because the uniqueness of the `email` system field is violated.

In such cases, it is recommended to pass the `email` field in the `subscription` object:

```
{
    "token": "m1883gf9cacngh18c912016r7c7995a",
    "db_id": 1,
    "matching": "custom",
    "field_name": "client_id",
    "field_value": "100",
    "data": {
            "_fname": "John",
            "_lname": "Doe",
            "subscriptions": [
                {
                    "channel": "email",
                    "email": "test@example.com",
                    "resource_id": 1
                }
            ]
        }
}
```

Examples of importing/updating a subscription with certain matching

email, email_profile, email_sub, email_phone, email_phone_sub

```
{
     "token": "m1883gf9cacngh18c912016r7c7995a",
     "db_id": 1,
     "matching": "email",
     "email": "example@example.com",
     "data": {
        "subscriptions": [
            {
                "channel": "email",
                "email": "example@example.com",
                "resource_id": 1
            }
        ]
     }
}
```

phone, phone_sub, email_phone, email_phone_sub

```
{
     "token": "m1883gf9cacngh18c912016r7c7995a",
     "db_id": 1,
     "matching": "phone",
     "phone": "+790000000000",
     "data": {
        "subscriptions": [
                        {
                "channel": "sms",
                "phone": "+790000000000",
                "resource_id": 1
            }
        ]
     }
}
```

profile_id

```
{
     "token": "91f1dfa81c264a938b475677c60ce967",
     "db_id": 1,
     "matching": "profile_id",
     "profile_id": "012452gf62fcd71fjh8ec0",
     "data": {
        "subscriptions": [
            {
                "channel": "email",
                "email": "example@example.com",
                "resource_id": 1
            }
        ]
```

```
    }
}
```

push_sub

```
{
     "token": "91f1dfa81c264a938b475677c60ce967",
     "db_id": 1,
     "matching": "push_sub",
     "provider": "android-firebase",
     "subscription_id": "<token>",
     "data": {
        "subscriptions": [
            {
                "channel": "push",
                "subscription_id": "<token>",
                "provider": "android-firebase",
                "resource_id": 1
            }
        ]
    }
}
```

custom, custom_sub

```
{
     "token": "91f1dfa81c264a938b475677c60ce967",
     "db_id": 1,
         "matching": "custom",
     "field_name": "CRM_id",
     "field_value": "12345",
     "data": {
        "subscriptions": [
            {
                "channel": "email",
                "email": "example@example.com",
                "resource_id": 1
            }
        ]
    }
}
```

TIP

The `subscription` object contains data about the profile's subscriptions to the resource. Learn more.

Importing the API collection in Postman

This guide will help you import and configure the API methods collection to work with Altcraft Platform via Postman. By following the steps below, you can quickly add API methods in Postman, configure environment variables, and start sending test requests to interact with the platform.

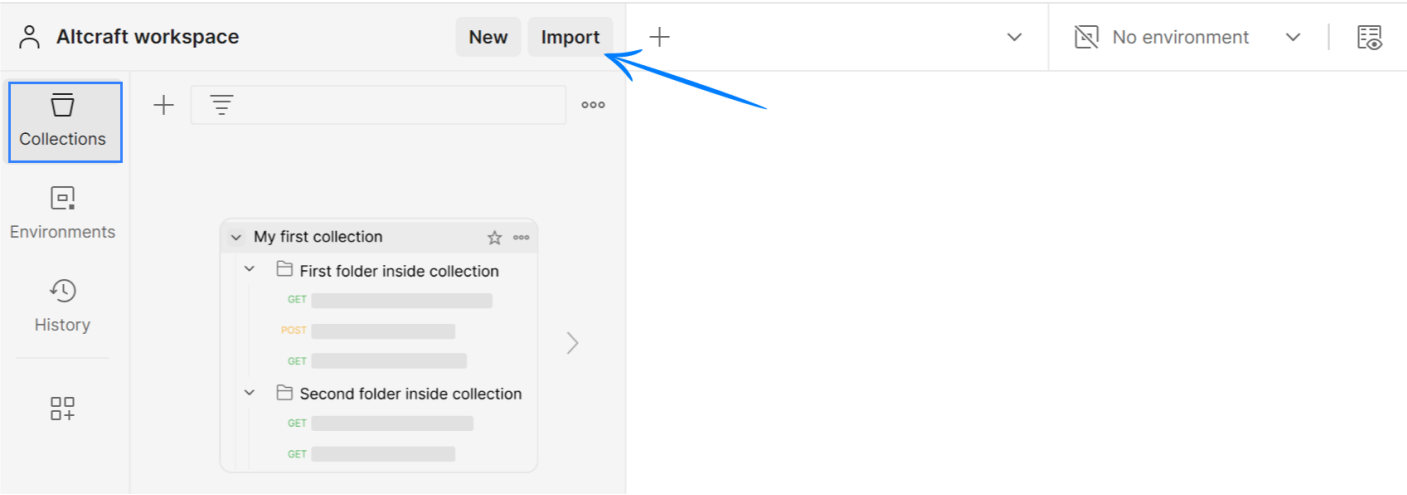
Importing the collection

1. First, make sure you have Postman installed. You can download it from the official website.

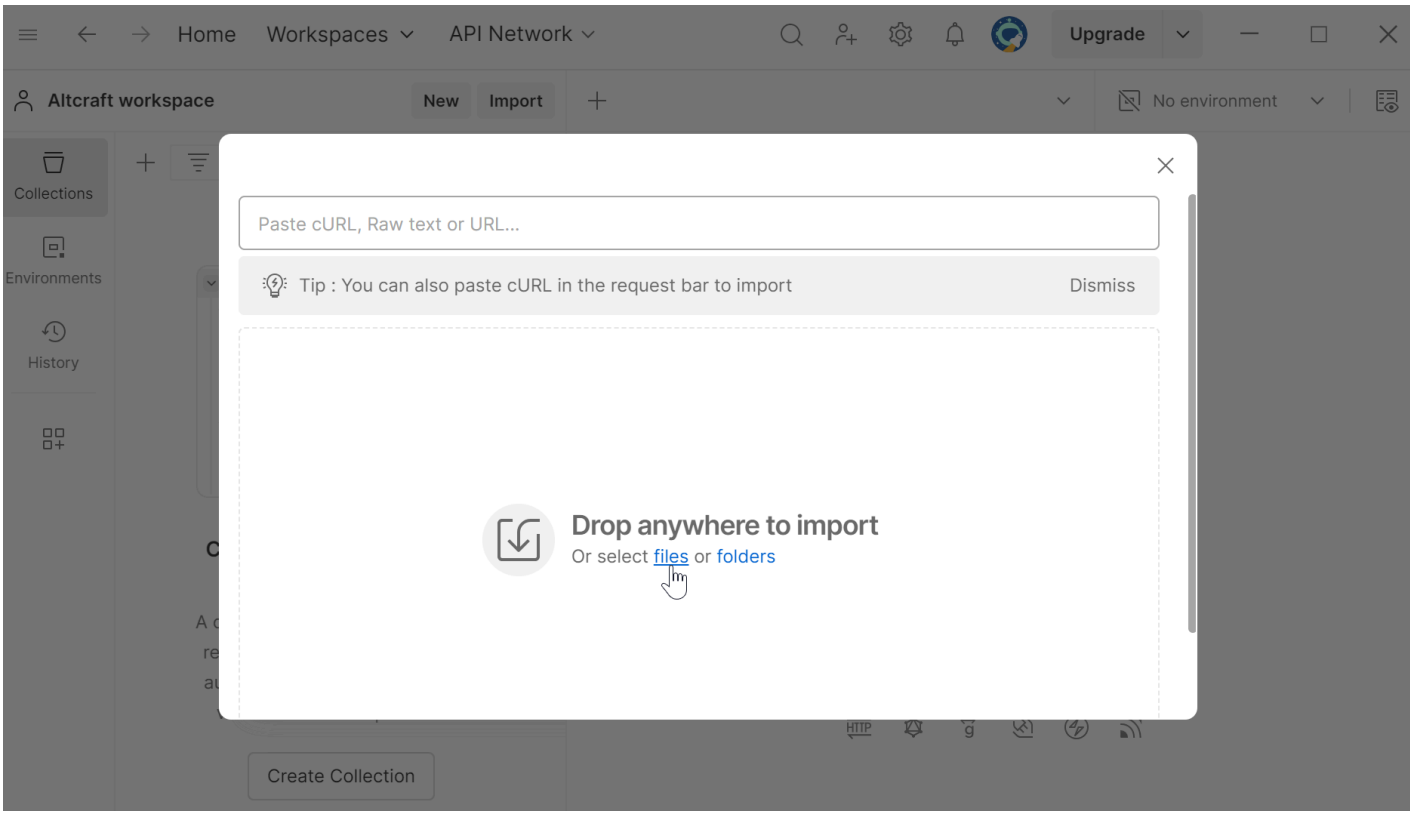
2. Download the API methods collection to your device.

> **TIP**
>
> **If the file doesn't start downloading, right-click the link and choose "Save link as".**

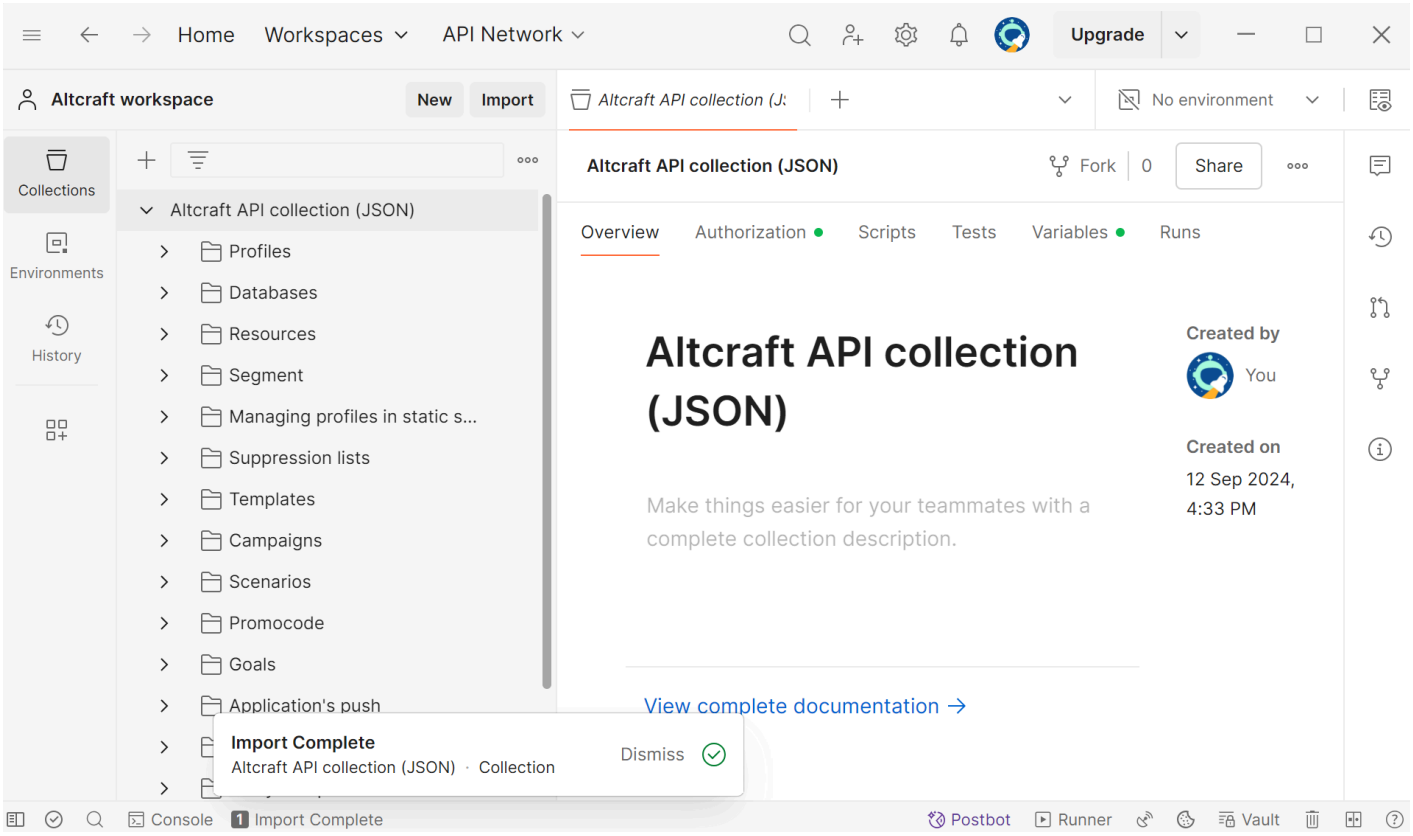
3. In Postman, go to the "Collections" section and click the "Import" button:



4. Import the collection file via the upload window:

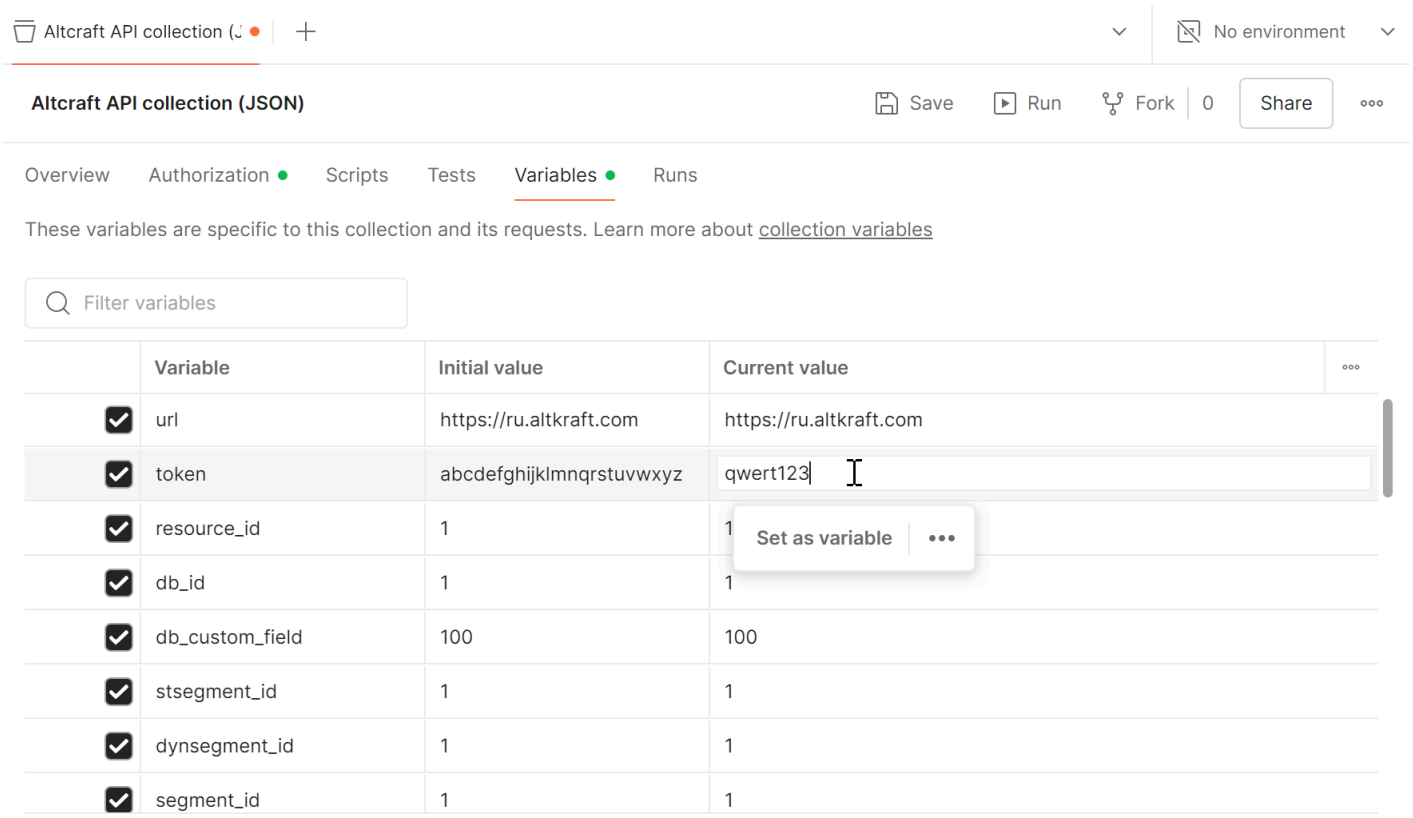


After the import is complete, all API methods will appear in the sidebar:



5. The collection includes Postman environment variables. Go to the “Variables” section to view the list of variables.

6. The “Initial value” column contains default values for each variable. These act as examples. Replace them with actual values for your account in the “Current value” column.



7. Save the changes by clicking the “Save” button or using Ctrl + S.

CAUTION

Make sure to save any changes to the variable list after editing.

Collection Variables List

Postman Variable	Description
url	**The URL address of the platform's control panel** **If you are using a cloud account for Altcraft Platform, use `ru.altkraft.com`. For on-premise installations, use your own URL.**
token	**The platform token** **(created in the "Settings" section => "Tokens")**
Core Platform Objects	
resource_id	**Resource ID**
db_id	**Profile database ID**
db_custom_field	**Name of the custom field in the profile database** **Note that all collection requests use a custom field of type "Integer". If you are working with other field types, make sure to insert values in the correct format.**
stsegment_id	**Static segment ID**

Postman Variable	Description
dynsegment_id	Dynamic segment ID
segment_id	Static or dynamic segment ID
suplist_id	Suppression list ID
template_id	Message template ID
campaign_id	Campaign ID
workflow_id	Workflow ID
pixel_id	Pixel ID
loyalty_id	Loyalty program ID
vsender_id	Virtual sender ID
System Parameters	
profile_id	Profile ID
smid	Message send ID (can be found in the email header `X-AKMTA-FSMID`)
subscription_id	Profile push subscription ID (push token)
rtoken	Resource token (can be found in the resource editing window on the "Details" tab — button i in the top right corner)
launch_id	Internal send ID, unique within the mailing
Market	
product_id	Additional product identifier
sku_id	Additional SKU identifier
order_external_id	Additional order identifier (string)
order_internal_id	Order ID (integer)
line_id	Additional order line item ID
market_endpoint	Additional endpoint identifier
market_region	Additional region identifier
market_category	Additional product or SKU category identifier
market_currency	Currency identifier

List of API endpoints

Profiles

Import or update profile	
Import profile	/api/v1.1/profiles/import
Import multiple profiles	/api/v1.1/profiles/import_batch
Add profile to database	/api/v1.1/profiles/add
Add multiple profiles	/api/v1.1/profiles/add_batch
Quick profile import	/api/integrations/any/profile_import
Update profile	/api/v1.1/profiles/update
Update multiple profiles	/api/v1.1/profiles/update_batch
Get profile data	/api/v1.1/profiles/get/
Get data for multiple profiles	/api/v1.1/profiles/list
Uploading profiles to a file	/api/v1.1/profiles/get_all
Delete profile	/api/v1.1/profiles/delete
Merging multiple profiles	/api/v1.1/profiles/merge
Profile splitting	/api/v1.1/profiles/split
Unsubscribe profile from resource	/api/v1.1/profiles/message_unsub
Suspend all database profiles	/api/v1.0/lists/{list_id}/suspend_all?token={token}
Unsuspend all profiles in a database	/api/v1.0/lists/{list_id}/unsuspend_all?token={token}
Action history	
Get profile action history	/api/v1.1/subscribers/history_get
Get multiple profiles action history	/api/v1.1/subscribers/history_get_all
Profile relations	
Attach relation	/api/v1.1/relations/attach
Detach relation	/api/v1.1/relations/detach
Modify relation properties	/api/v1.1/relations/strengthen
Overwrite relation properties	m/api/v1.1/relations/edit
Get profile relations info	/api/v1.1/relations/get_counter
Subscriptions	
Add or edit subscription	/api/v1.1/subscriptions/set
Get all profile subscriptions	/api/v1.1/subscriptions/list
Get all subscriptions from multiple profiles	/api/v1.1/subscriptions/list_all
Get profile subscription	/api/v1.1/subscriptions/get
Delete profile subscription	/api/v1.1/subscriptions/delete

Restore deleted subscription	/api/v1.1/subscriptions/undelete
Suspend all subscriptions	/api/v1.1/subscriptions/suspend_all
Unsuspend all suspended subscriptions	/api/v1.1/subscriptions/unsuspend_all

Databases

Get database list	/api/v1.1/databases/list
Get database information	/api/v1.1/databases/get
Get database fields	/api/v1.1/databases/fields_get
Database wipe	/api/v1.1/databases/wipe

Resources

Get resources list	/api/v1.1/resources/list
Get resource information	/api/v1.1/resources/get
Get resource subscription fields	/api/v1.1/resources/fields_get

Segments

Managing segments	
Create segment	/api/v1.1/segments/add
Update segment	/api/v1.1/segments/update
Get segment information	/api/v1.1/segments/get
Get segments list	/api/v1.1/segments/list
Delete segment	/api/v1.1/segments/delete
Managing profiles in a static segment	
Add profile	/api/v1.1/profiles/segstatic/add
Remove profile	/api/v1.1/profiles/segstatic/remove
Get profile data in a static segment	/api/v1.1/profiles/segstatic/list

Suppression lists

Managing suppression lists	
Create suppression list	/api/v1.1/suppresses/add
Update suppression list	/api/v1.1/suppresses/update
Get suppression list info	/api/v1.1/suppresses/get
Get the list of suppression lists	/api/v1.1/suppresses/list
Delete suppression list	/api/v1.1/suppresses/delete
Upload suppression list data to file	/api/v1.1/suppresses/export
Adding, checking and deleting an email address	
Check if email is suppressed	/api/v1.1/suppresses/email_check

Add email to suppression list	/api/v1.1/suppresses/email_add
Add multiple emails to suppression list	/api/v1.1/suppresses/emails_add
Remove email from suppression list	/api/v1.1/suppresses/email_remove
Remove all emails from suppression list	/api/v1.1/suppresses/emails_remove
Adding, checking and deleting an email domain	
Check if domain is suppressed	/api/v1.1/suppresses/domain_check
Add domain to suppression list	/api/v1.1/suppresses/domain_add
Add multiple domains to suppression list	/api/v1.1/suppresses/domains_add
Remove domain from suppression list	/api/v1.1/suppresses/domain_remove
Remove all domains from suppression list	/api/v1.1/suppresses/domains_remove
Adding, checking and deleting a phone number	
Check if phone number is suppressed	/api/v1.1/suppresses/phone_check
Add phone number to suppression list	/api/v1.1/suppresses/phone_add
Add multiple phones to suppression list	/api/v1.1/suppresses/phones_add
Remove phone number from suppression list	/api/v1.1/suppresses/phone_remove
Remove all phone numbers from suppression list	/api/v1.1/suppresses/phones_remove

Templates

Add template	/api/v1.1/templates/add
Update template	/api/v1.1/templates/update
Get template info	/api/v1.1/templates/get
Get templates list	/api/v1.1/templates/list
Delete template	/api/v1.1/templates/delete

Campaign

Managing campaigns	
Activate campaign	/api/v1.1/campaigns/activate
Deactivate campaign	/api/v1.1/campaigns/deactivate
Get campaign information	/api/v1.1/campaigns/get
Get campaign status	/api/v1.1/campaigns/get_status
Get campaign log	/api/v1.1/campaigns/log_v2
Get campaign list	/api/v1.1/campaigns/list
Clone campaign	/api/v1.1/campaigns/clone
Delete campaign	/api/v1.1/campaigns/delete
Broadcast campaigns	
Create broadcast campaign	/api/v1.1/campaigns/broadcasts/add

Update broadcast campaign	/api/v1.1/campaigns/broadcasts/update
Launch a broadcast campaign	/api/v1.1/campaigns/broadcasts/start
Get broadcast information	/api/v1.1/campaigns/broadcasts/get
Get broadcasts list	/api/v1.1/campaigns/broadcasts/list
Regular campaigns	
Create regular campaign	/api/v1.1/campaigns/regulars/add
Update regular campaign	/api/v1.1/campaigns/regulars/update
Launch a regular campaign	/api/v1.1/campaigns/regulars/start
Get regular campaign information	/api/v1.1/campaigns/regulars/get
Get regular campaigns list	/api/v1.1/campaigns/regulars/list
Trigger campaigns	
Create trigger campaign	/api/v1.1/campaigns/triggers/add
Update trigger campaign	/api/v1.1/campaigns/triggers/update
Clone a trigger campaign	/api/v1.1/campaigns/triggers/clone
Trigger launch (API call)	/api/v1.1/campaigns/triggers/start
Bulk trigger launch	/api/v1.1/campaigns/triggers/start_batch
Task for bulk trigger launch	/api/v1.1/campaigns/triggers/start_batch_task
Profile import + trigger campaign launch	/api/v1.1/campaigns/triggers/import_and_start
Bulk profiles import + trigger campaign launch	/api/v1.1/campaigns/triggers/import_and_start_batch
Task for bulk profiles import + trigger launch	/api/v1.1/campaigns/triggers/import_and_start_batch_task
Get trigger campaign information	/api/v1.1/campaigns/triggers/get
Get trigger campaigns list	/api/v1.1/campaigns/triggers/list

Automation scenarios

Engage profile in scenario	/api/v1.1/workflows/start
Import and engage profile in scenario	/api/v1.1/workflows/import_and_start
Batch import and engage profiles in a scenario	/api/v1.1/workflows/import_and_start_batch
Task for batch import and engaging profiles in the scenarioй	/api/v1.1/workflows/import_and_start_batch_task
Get scenarios list	/api/v1.1/workflows/list

Promo codes

Import promo codes	/api/v1.1/promocodes/import
Get promo code information	/api/v1.1/promocodes/get
Activate promo code	/api/v1.1/promocodes/activate
Update promo code	api/v1.1/promocodes/update
Attach promo code	/api/v1.1/promocodes/attach

Detach promo code	/api/v1.1/promocodes/detach
Detach promo code	/api/v1.1/promocodes/export_all

Goals

Goals and goal values registration	/api/v1.1/goals/register

Application push notifications

Add app push events	/api/v1.1/pushes/post_events

Market

Orders	
Import order and item statuses	/api/v1.1/market/orders/import
Get orders list	/api/v1.1/market/orders/list
Delete order	/api/v1.1/market/orders/delete
Update order line status	/api/v1.1/market/orders/update_order_line_status
Products and SKU	
Import products, SKUs and categories	/api/v1.1/market/products/import
Import SKUs and categories	/api/v1.1/market/sku/import
Get products list	/api/v1.1/market/products/list
Get SKUs list	/api/v1.1/market/sku/list

Analytic reports

Get summary report	/api/v1.1/reports/summary
Get soft bounces report	/api/v1.1/reports/bounces
Get undeliveries report	/api/v1.1/reports/undelivered

Senders

Senders list	
Get senders list	/api/v1.1/senders/list
Virtual senders	
Create virtual sender	/api/v1.1/vsenders/add
Update virtual sender	/api/v1.1/vsenders/update
Get virtual sender information	/api/v1.1/vsenders/get
Get virtual senders list	/api/v1.1/vsenders/list
Clone virtual sender	/api/v1.1/vsenders/clone
Delete virtual sender	/api/v1.1/vsenders/delete

External datatables queries

Segmentation queries	
Add segmentation query	/api/v1.1/datatables/query_segments/add
Update segmentation query	/api/v1.1/datatables/query_segments/update
Delete segmentation query	/api/v1.1/datatables/query_segments/delete
Get segmentation queries list	/api/v1.1/datatables/query_segments/list
Get segmentation query info	/api/v1.1/datatables/query_segments/get
Templates queries	
Add templates query	/api/v1.1/datatables/query_templates/add
Update templates query	/api/v1.1/datatables/query_templates/update
Delete templates query	/api/v1.1/datatables/query_templates/delete
Get templates queries list	/api/v1.1/datatables/query_templates/list
Get templates query info	/api/v1.1/datatables/query_templates/get

Miscellaneous

Upload file	/api/v1.1/file_upload
Get message web version	/api/v1.1/webver/get

Import profile

Import profile

Description

Imports a customer profile. It also can be used to update an existing profile.

Can delete custom fields, add or delete tags, increase or decrease field values. See update functions for reference.

> **TIP**
>
> **To launch a trigger campaign right after the import you can use Import + trigger request.**

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/import`

Request parameters

> **CAUTION**
>
> - **For JSON body use the following header: Content-Type: application/json.**
> - **For XML body use the following header: Content-Type: application/xml.**

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	int	1	Yes	Database ID
matching	string	“email” “email_profile” “email_sub” “phone” “phone_sub” “profile_id” “push_sub” “custom” “custom_sub” “email_phone” “email_phone_sub”	No, if matched by email	Profile matching mode By default — email For each type of matching, certain fields must be passed in the request body. Learn more about these fields here.
skip_triggers	bool	true	No	Skip trigger events. By default – false
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions By default – false

Parameter	Type	Example	Required	Description
detect_geo	bool	true	No	Detect location by _regip or _ip from data object
add_to_segments	array	`[1, 2]`	No	Add a profile to a segment
remove_from_segments	array	`[1, 2]`	No	Remove a profile from a segment
data	JSON object	`{ “_fname”: “John”, “_lname”: “Doe” }`	Yes	Profile fields data, including resource subscription data (`subscriptions`)

Subscriptions array

The `subscriptions` array stores data about the profile’s subscriptions to resources. One object is one subscription.

Parameter	Type	Example	Description
resource_id	int	1	Resource ID
status	string	"subscribed"	Subscription status It is recommended to pass the parameter in the request only in cases where it is necessary to update the subscription status.
priority	int	1	Subscription priority If the subscription priority is passed in the request, the "Increase priority for new subscriptions" option in the [resource](/user-guide/profiles-and-databases) does not work.
custom_fields	object	`{ "_browser_name": "Chrome", "_device_type": "web" }`	System and custom subscription fields. You can get information about available subscription fields in a resource using the /v1.1/resources/fields_get method
cats	array	`[ "category_1", "category_2" ]`	Resource categories to which to subscribe the profile.
Email channel			
channel	string	"email"	Channel type
email	string	"john@example.com"	Email
SMS channel			

Parameter	Type	Example	Description
channel	string	"sms"	Channel type
phone	string	"+79000000000"	Phone number
Push channel			
channel	string	"push"	Channel type
provider	string	"Firefox"	Provider type
subscription_id	string	"abcdefghijklmnqrstuvwxyz"	Subscription ID
Telegram Bot channel			
channel	string	"telegram_bot"	Channel type
cc_data	object	{ "id": 1 }	Telegram Bot chat ID
WhatsApp* channel			
channel	string	"whatsapp"	Channel type
cc_data	object	{ "phone": "+79000000000" }	Profile phone number on WhatsApp*
Viber channel			
channel	string	"viber"	Channel type
cc_data	object	{ "phone": "+79000000000" }	Profile phone number on Viber

Request example

Importing a profile and adding an email channel subscription

JSON

```
{
      "token": "abcdefghijklmnqrstuvwxyz",
      "db_id": 1,
      "matching": "email",
      "email": "example@example.com",
      "detect_geo": true,
```

```
     "data": {
        "_fname": "Olly",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": ["+79000000000"],
        "subscriptions": [
            {
                "resource_id": 1,
                "channel": "email",
                "email": "example@example.com"
            }
        ]
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <email>example@example.com</email>
    <matching>email</matching>
    <detect_geo>true</detect_geo>
    <data>
        <_fname>Olly</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <phones>+79511059000</phones>
        <subscriptions array='true'>
            <resource_id>1</resource_id>
            <channel>email</channel>
            <email>example@example.com</email>
        </subscriptions>
    </data>
</xml>
```

Importing a profile with extended data

JSON

```
{
     "token": "abcdefghijklmnqrstuvwxyz",
     "db_id": 1,
     "matching": "email",
     "email": "example@example.com",
     "detect_geo": true,
     "data": {
        "_fname": "Olly",
        "_lname": "Lambert",

        "email": "example@example.com",
        "phones": ["+79000000000"],
```

```
        "_bdate": "1990-02-22T21:00:00Z",
        "_sex": 0,

        "_regdate": "2019-03-14T22:00:00Z",
        "_regip": "94.231.119.122",
        "_ip": "94.231.119.122",

        "_tz": "Europe/Moscow",
        "_postal_code": "390000",

        "_os": "Windows 10",
        "_browser": "Firefox",

        "_vendor": "form_#31",

        "custom_field": "custom_value",

        "subscriptions": [
            {
                "resource_id": 1,
                "channel": "email",
                "email": "example@example.com"
            }
        ]
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <detect_geo>true</detect_geo>
    <email>example@example.com</email>
    <matching>email</matching>
    <data>
        <_fname>Olly</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <phones>+79511059000</phones>
        <_bdate>1990-07-06</_bdate>
        <_sex>0</_sex>
        <_regdate>2023-07-06</_regdate>
        <_regip>192.168.0.179</_regip>
        <_ip>192.168.0.179</_ip>
        <_tz>Europe/Moscow</_tz>
        <_postal_code>390000</_postal_code>
        <_os>Windows 10</_os>
        <_browser>Firefox</_browser>
        <_vendor>form_#31</_vendor>
        <custom_field>custom_value</custom_field>
        <subscriptions array='true'>
            <resource_id>1</resource_id>
```

```
            <channel>email</channel>
            <email>example@example.com</email>
        </subscriptions>
    </data>
</xml>
```

Importing a profile and adding subscriptions to multiple channels

JSON

```
{
     "token": "abcdefghijklmnqrstuvwxyz",
     "db_id": 1,
     "matching": "email",
     "email": "example@example.com",
     "detect_geo": true,
     "data": {
        "_fname": "Olly",
        "_lname": "Lambert",
        "email": "example@example.com",
        "subscriptions": [
            {
                "resource_id": 1,
                "channel": "email",
                "email": "example@example.com"
            },
            {
                "resource_id": 2,
                "channel": "sms",
                "phone": "+79000000000"
            },
            {
                "resource_id": 1,
                "channel": "push",
                "subscription_id": "a81c264a938b475",
                "provider": "android-firebase",
                "custom_fields": {
                    "_browser_name": "Firefox",
                    "_device_type": "web",
                    "custom_field_1": "test value"
                },
                "cats": [
                    "category_1",
                    "category_2"
                ]
            },
            {
                "resource_id": 1,
                "channel": "whatsapp",
                "cc_data": {
                    "phone": "+79000000000"
                }
            },
```

```
            {
                "resource_id": 1,
                "channel": "viber",
                "cc_data": {
                    "phone": "+79000000000"
                }
            },
            {
                "resource_id": 1,
                "channel": "telegram_bot",
                "cc_data": {
                    "id": 12345
                }
            },
            {
                "resource_id": 1,
                "channel": "notify",
                "cc_data": {
                    "phone": "+79000000000"
                }
            }
        ]
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <detect_geo>true</detect_geo>
    <email>example@example.com</email>
    <matching>email</matching>
    <data>
        <_fname>Olly</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>email</channel>
            <email>example@example.com</email>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>sms</channel>
            <phone>+79000000000</phone>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>push</channel>
            <subscription_id>a81c264a938b475</subscription_id>
            <provider>android-firebase</provider>
        </subscriptions>
```

```
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>whatsapp</channel>
            <cc_data>
              <phone>+79000000000</phone>
            </cc_data>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>viber</channel>
            <cc_data>
              <phone>+79000000000</phone>
            </cc_data>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>telegram_bot</channel>
            <cc_data>
              <id>12345</id>
            </cc_data>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>notify</channel>
            <cc_data>
              <phone>+79000000000</phone>
            </cc_data>
        </subscriptions>
    </data>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
  "profile_id": "54759eb3c090d83494e2d804"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>c1are24fu213lwith21that2axe9<profile_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	**int**	**Error code**
error_text	**string**	**Error text**
profile_id	**string**	**Profile ID**

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Update profile

Update profile

Description

Updates a customer profile.

Can delete custom fields, add or delete tags, increase or decrease field values. See update functions for reference.

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/update`

Request parameters

CAUTION

- **For JSON body use the following header: Content-Type: application/json.**
- **For XML body use the following header: Content-Type: application/xml.**

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	int	1	Yes	Database ID
matching	string	“email” “email_profile” “email_sub” “phone” “phone_sub” “profile_id” “push_sub” “custom” “custom_sub” “email_phone” “email_phone_sub”	No, if matched by email	Profile matching mode By default — email For each type of matching, certain fields must be passed in the request body. Learn more about these fields here.
skip_triggers	bool	true	No	Skip trigger events. By default – false
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions By default – false
detect_geo	bool	true	No	Detect location by _regip or _ip from data object
add_to_segments	array	`[1, 2]`	No	Add a profile to a segment

Parameter	Type	Example	Required	Description
remove_from_segments	array	`[1, 2]`	No	Remove a profile from a segment
data	JSON object	`{ "_fname": "John", "_lname": "Doe" }`	Yes	Profile fields data, including resource subscription data (`subscriptions`)

Subscriptions array

The `subscriptions` array stores data about the profile's subscriptions to resources. One object is one subscription.

Parameter	Type	Example	Description
resource_id	int	1	Resource ID
status	string	"subscribed"	Subscription status It is recommended to pass the parameter in the request only in cases where it is necessary to update the subscription status.
priority	int	1	Subscription priority If the subscription priority is passed in the request, the "Increase priority for new subscriptions" option in the [resource](/user-guide/profiles-and-databases) does not work.
custom_fields	object	`{ "_browser_name": "Chrome", "_device_type": "web" }`	System and custom subscription fields. You can get information about available subscription fields in a resource using the /v1.1/resources/fields_get method
cats	array	`[ "category_1", "category_2" ]`	Resource categories to which to subscribe the profile.
Email channel			
channel	string	"email"	Channel type
email	string	"john@example.com"	Email
SMS channel			
channel	string	"sms"	Channel type
phone	string	"+79000000000"	Phone number

Parameter	Type	Example	Description
Push channel			
channel	string	"push"	Channel type
provider	string	"Firefox"	Provider type
subscription_id	string	"abcdefghijklmnqrstuvwxyz"	Subscription ID
Telegram Bot channel			
channel	string	"telegram_bot"	Channel type
cc_data	object	{ "id": 1 }	Telegram Bot chat ID
WhatsApp* channel			
channel	string	"whatsapp"	Channel type
cc_data	object	{ "phone": "+79000000000" }	Profile phone number on WhatsApp*
Viber channel			
channel	string	"viber"	Channel type
cc_data	object	{ "phone": "+79000000000" }	Profile phone number on Viber

Request example

Updating basic profile data and adding an email channel subscription

JSON

```
{
     "token": "abcdefghijklmnqrstuvwxyz",
     "db_id": 1,
     "matching": "email",
     "email": "example@example.com",
     "detect_geo": true,
     "data": {
        "_fname": "Olly",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": ["+79000000000"],
```

```
        "subscriptions": [
            {
                "resource_id": 1,
                "channel": "email",
                "email": "example@example.com"
            }
        ]
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <email>example@example.com</email>
    <matching>email</matching>
    <detect_geo>true</detect_geo>
    <data>
        <_fname>Olly</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <phones>+79511059000</phones>
        <subscriptions array='true'>
            <resource_id>1</resource_id>
            <channel>email</channel>
            <email>example@example.com</email>
        </subscriptions>
    </data>
</xml>
```

Updating additional profile data

JSON

```
{
     "token": "abcdefghijklmnqrstuvwxyz",
     "db_id": 1,
     "matching": "email",
     "email": "example@example.com",
     "detect_geo": true,
     "data": {
        "_fname": "Olly",
        "_lname": "Lambert",

        "email": "example@example.com",
        "phones": ["+79000000000"],

        "_bdate": "1990-02-22T21:00:00Z",
        "_sex": 0,

        "_regdate": "2019-03-14T22:00:00Z",
        "_regip": "94.231.119.122",
```

```
        "_ip": "94.231.119.122",

        "_tz": "Europe/Moscow",
        "_postal_code": "390000",

        "_os": "Windows 10",
        "_browser": "Firefox",

        "_vendor": "form_#31",

        "custom_field": "custom_value"
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <detect_geo>true</detect_geo>
    <email>example@example.com</email>
    <matching>email</matching>
    <data>
        <_fname>Olly</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <phones>+79511059000</phones>
        <_bdate>1990-07-06</_bdate>
        <_sex>0</_sex>
        <_regdate>2023-07-06</_regdate>
        <_regip>192.168.0.179</_regip>
        <_ip>192.168.0.179</_ip>
        <_tz>Europe/Moscow</_tz>
        <_postal_code>390000</_postal_code>
        <_os>Windows 10</_os>
        <_browser>Firefox</_browser>
        <_vendor>form_#31</_vendor>
        <custom_field>custom_value</custom_field>
    </data>
</xml>
```

Adding subscriptions to multiple channels to a profile

JSON

```
{
     "token": "abcdefghijklmnqrstuvwxyz",
     "db_id": 1,
     "matching": "email",
     "email": "example@example.com",
     "detect_geo": true,
     "data": {
        "_fname": "Olly",
```

```
"_lname": "Lambert",
"email": "example@example.com",
"subscriptions": [
    {
        "resource_id": 1,
        "channel": "email",
        "email": "example@example.com"
    },
    {
        "resource_id": 2,
        "channel": "sms",
        "phone": "+79000000000"
    },
    {
        "resource_id": 1,
        "channel": "push",
        "subscription_id": "a81c264a938b475",
        "provider": "android-firebase",
        "custom_fields": {
            "_browser_name": "Firefox",
            "_device_type": "web",
            "custom_field_1": "test value"
        },
        "cats": [
            "category_1",
            "category_2"
        ]
    },
    {
        "resource_id": 1,
        "channel": "whatsapp",
        "cc_data": {
            "phone": "+79000000000"
        }
    },
    {
        "resource_id": 1,
        "channel": "viber",
        "cc_data": {
            "phone": "+79000000000"
        }
    },
    {
        "resource_id": 1,
        "channel": "telegram_bot",
        "cc_data": {
            "id": 12345
        }
    },
    {
        "resource_id": 1,
        "channel": "notify",
        "cc_data": {
            "phone": "+79000000000"
```

```
                }
            }
        ]
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <detect_geo>true</detect_geo>
    <email>example@example.com</email>
    <matching>email</matching>
    <data>
        <_fname>Olly</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>email</channel>
            <email>example@example.com</email>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>sms</channel>
            <phone>+79000000000</phone>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>push</channel>
            <subscription_id>a81c264a938b475</subscription_id>
            <provider>android-firebase</provider>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>whatsapp</channel>
            <cc_data>
              <phone>+79000000000</phone>
            </cc_data>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>viber</channel>
            <cc_data>
              <phone>+79000000000</phone>
            </cc_data>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>telegram_bot</channel>
            <cc_data>
              <id>12345</id>
```

```
            </cc_data>
        </subscriptions>
        <subscriptions>
            <resource_id>1</resource_id>
            <channel>notify</channel>
            <cc_data>
              <phone>+79000000000</phone>
            </cc_data>
        </subscriptions>
    </data>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
  "profile_id": "54759eb3c090d83494e2d804"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>c1are24fu213lwith21that2axe9<profile_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
profile_id	string	Profile ID

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Import multiple profiles

Import multiple profiles

Description

Adds or updates multiple profiles to or in a database.

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/import_batch`

Request parameters

CAUTION

- **For JSON body use the following header: Content-Type: application/json.**
- **For XML body use the following header: Content-Type: application/xml.**

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token

Parameter	Type	Example	Required	Description

data	JSON array	[
		{
		"_fname": "John",
		"_lname": "Doe",
		"custom_id": "abcdefghijklmnqrstuvwxyz",
		"email": "john@example.com",
		"subscriptions": [
		{
		"channel": "email",
		"email_data": {
		"email": "john@example.com"
		},
		"resource_id": 1
		}
		]
		}
		]
			Yes	Profile fields data

db_id	int	1	Yes	Database ID
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions. By default – false
skip_triggers	bool	true	No	Skip trigger events. By default – false
detect_geo	bool	true	No	Detect location by `_regip` or `_ip` from data object
Profile matching mode				
matching	string	"email" "email_profile" "email_sub" "phone" "phone_sub" "profile_id" "push_sub" "custom" "custom_sub" "email_phone" "email_phone_sub"	No, if matched by email	Profile matching mode By default - email For each type of matching, certain fields must be passed in the request body. Learn more about these fields here.

Parameter	Type	Example	Required	Description
email	string	"john@example.com"	"matching":"email"	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile field name
field_value	int/string	"123420"	"matching":"custom"	Custom field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Subscriptions array

The `subscriptions` array stores data about the profile's subscriptions to resources. One object is one subscription.

Parameter	Type	Example	Description
resource_id	int	1	Resource ID
status	string	"subscribed"	Subscription status It is recommended to pass the parameter in the request only in cases where it is necessary to update the subscription status.
priority	int	1	Subscription priority
custom_fields	object	`{ "_browser_name": "Chrome", "_device_type": "web" }`	System and custom subscription fields. You can get information about available subscription fields in a resource using the /v1.1/resources/fields_get method
cats	array	`[ "category_1", "category_2" ]`	Resource categories to which to subscribe the profile.
Email channel			

Parameter	Type	Example	Description
channel	string	"email"	Channel type
email	string	"john@example.com"	Email
SMS channel			
channel	string	"sms"	Channel type
phone	string	"+79000000000"	Phone number
Push channel			
channel	string	"push"	Channel type
provider	string	"Firefox"	Provider type
subscription_id	string	"abcdefghijklmnqrstuvwxyz"	Subscription ID
Telegram Bot channel			
channel	string	"telegram_bot"	Channel type
cc_data	object	{ "id": 1 }	Telegram Bot chat ID
WhatsApp* channel			
channel	string	"whatsapp"	Channel type
cc_data	object	{ "phone": "+79000000000" }	Profile phone number on WhatsApp*
Viber channel			
channel	string	"viber"	Channel type
cc_data	object	{ "phone": "+79000000000" }	Profile phone number on Viber

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "matching": "custom",
    "field_name": "Custom_ID",
    "skip_triggers": true,
    "data": [
        {
            "_fname": "Lala",
            "_lname": "Doe",
            "Custom_ID": 77,
            "email": "example@example.com",
            "subscriptions": [
                {
                    "channel": "email",
                    "email_data": {
                        "email": "example@example.com"
                    },
                    "resource_id": 28,
                    "custom_fields": {
                        "custom_field": "test value"
                    },
                    "cats": [
                        "category_1",
                        "category_2"
                    ]
                }
            ]
        },
        {
            "_fname": "Victor",
            "Custom_ID": 88,
            "email": "example@example.com"
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <matching>custom</matching>
    <field_name>Custom_ID</field_name>
    <skip_triggers>true</skip_triggers>
    <data>
        <_fname>Lala</_fname>
        <_lname>Doe</_lname>
        <Custom_ID>77</Custom_ID>
        <email>example@example.com</email>
        <subscriptions array='true'>
            <channel>email</channel>
            <email_data>
```

```
                <email>example@example.com</email>
            </email_data>
            <resource_id>28</resource_id>
            <custom_fields>
                <custom_field>test value</custom_field>
            </custom_fields>
            <cats>category_1</cats>
            <cats>category_2</cats>
        </subscriptions>
    </data>
    <data>
        <_fname>Alex</_fname>
        <Custom_ID>345</Custom_ID>
        <email>example@example.com</email>
    </data>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
  "result": [
    {
      "error": 0,
      "error_text": "Successful operation",
      "profile_id": "abcdefghijklmnqrstuvwxyz"
    }
  ]
}
```

XML

```
<xml>
 <error>0</error>
  <error_text>Successful operation</error_text>
  <result>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
  </result>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Parameter	Type	Description
result	array of object	Update results by profiles The order of the objects in the returned `result` array repeats the order of the objects in the input `data` array.
result.error	int	Error code, for profile
result.error_text	string	Error text, for profile
result.profile_id	string	Profile ID

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Update multiple profiles

Update multiple profiles

Description

Updates (only) multiple profiles to or in a database.

INFO

If you pass the `status` and `priority` parameters of the `subscriptions` object with a value of `0`, then the value is taken into account.

In order not to change or update the values of these parameters, do not pass them, or set the values to `-1`.

CAUTION

In one request it is not recommended:

- **transfer more than 10,000 profiles;**
- **transfer more than 10 MB of data. It is possible totransfer more data using multiple streams.**

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/update_batch`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token

Parameter	Type	Example	Required	Description

data	JSON array	<pre>[
		{
		"_fname": "John",
		"_lname": "Doe",
		"custom_id": "abcdefghijklmnqrstuvwxyz",
		"email": "john@example.com",
		"subscriptions": [
		{
		"channel": "email",
		"email_data": {
		"email": "john@example.com"
		},
		"resource_id": 1
		}
		]
		}
		]</pre>
			Yes	Profile fields data

db_id	int	1	Yes	Database ID
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions. By default – false
Profile matching mode				
matching	string	"email" "email_profile" "email_sub" "phone" "phone_sub" "profile_id" "push_sub" "custom" "custom_sub" "email_phone" "email_phone_sub"	No, if matched by email	Profile matching mode By default - email For each type of matching, certain fields must be passed in the request body. Learn more about these fields here.
email	string	"john@example.com"	"matching":"email"	Email address

Parameter	Type	Example	Required	Description
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Subscriptions array

The `subscriptions` array stores data about the profile's subscriptions to resources. One object is one subscription.

Parameter	Type	Example	Description
resource_id	int	1	Resource ID

Parameter	Type	Example	Description

status	string	"subscribed"	[Subscription status](#)
			It is recommended to pass the parameter in the request only in cases where it is necessary to update the subscription status.
			</td>
			</tr>
			<tr>
			<td>priority</td>
			<td>int</td>
			<td>1</td>
			<td>Subscription priority</td>
			</tr>
			<tr>
			<td>custom_fields</td>
			<td>object</td>
			<td><pre>{
			   "_browser_name": "Chrome",
			   "_device_type": "web"
			}</pre></td>
			<td>System and custom subscription fields.
			
			You can get information about available subscription fields in a resource using the /v1.1/resources/fields_get method</td>
			</tr>
			<tr>
			<td>cats</td>
			<td>array</td>
			<td><pre>[
			   "category_1",
			   "category_2"
			]</pre></td>
			<td>Resource categories to which to subscribe the profile.</td>
			</tr>
			<tr>
			<td colspan="4">Email channel</td>
			</tr>
			<tr>
			<td>channel</td>
			<td>string</td>
			<td>"email"</td>
			<td>Channel type</td>
			</tr>
			<tr>
			<td>email</td>
			<td>string</td>
			<td>"john@example.com"</td>
			<td>Email</td>
			</tr>
			<tr>
			<td colspan="4">SMS channel</td>
			</tr>
			<tr>
			<td>channel</td>
			<td>string</td>
			<td>"sms"</td>
			<td>Channel type</td>
			</tr>
			<tr>
			<td>phone</td>
			<td>string</td>

Parameter	Type	Example	Description

			<td>"+79000000000"</td>
			<td>Phone number</td>
			</tr>
			<tr>
			<td colspan="4">Push channel</td>
			</tr>
			<tr>
			<td>channel</td>
			<td>string</td>
			<td>"push"</td>
			<td>Channel type</td>
			</tr>
			<tr>
			<td>
			provider
			</td>
			<td>string</td>
			<td>"Firefox"</td>
			<td>Provider type</td>
			</tr>
			<tr>
			<td>subscription_id</td>
			<td>string</td>
			<td>"abcdefghijklmnqrstuvwxyz"</td>
			<td>Subscription ID</td>
			</tr>
			<tr>
			<td colspan="4">Telegram Bot channel</td>
			</tr>
			<tr>
			<td>channel</td>
			<td>string</td>
			<td>"telegram_bot"</td>
			<td>Channel type</td>
			</tr>
			<tr>
			<td>cc_data</td>
			<td>object</td>
			<td><pre>{
			   "id": 1
			}</pre></td>
			<td>Telegram Bot chat ID</td>
			</tr>
			<tr>
			<td colspan="4">WhatsApp* channel</td>
			</tr>
			<tr>
			<td>channel</td>
			<td>string</td>
			<td>"whatsapp"</td>
			<td>Channel type</td>
			</tr>
			<tr>
			<td>cc_data</td>
			<td>object</td>
			<td><pre>{
			   "phone": "+79000000000"
			}</pre>
			</td>

Parameter	Type	Example	Description

			<td>Profile phone number on WhatsApp*</td>
			</tr>
			<tr>
			<td colspan="4">Viber channel</td>
			</tr>
			<tr>
			<td>channel</td>
			<td>string</td>
			<td>"viber"</td>
			<td>Channel type</td>
			</tr>
			<tr>
			<td>cc_data</td>
			<td>object</td>
			<td><pre>{
			   "phone": "+79000000000"
			}</pre>
			</td>
			<td>Profile phone number on Viber</td>
			</tr>

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "matching": "custom",
    "field_name": "Custom_ID",
    "skip_triggers": true,
    "data": [
        {
            "_fname": "Lala",
            "_lname": "Doe",
            "Custom_ID": 77,
            "email": "example@example.com",
            "subscriptions": [
                {
                    "channel": "email",
                    "email_data": {
                        "email": "example@example.com"
                    },
                    "resource_id": 28,
                    "custom_fields": {
                        "custom_field": "test value"
                    },
                    "cats": [
                        "category_1",
                        "category_2"
                    ]
                }
            ]
```

```
        },
        {
            "_fname": "Victor",
            "Custom_ID": 88,
            "email": "example@example.com"
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <matching>custom</matching>
    <field_name>Custom_ID</field_name>
    <skip_triggers>true</skip_triggers>
    <data>
        <_fname>Lala</_fname>
        <_lname>Doe</_lname>
        <Custom_ID>77</Custom_ID>
        <email>example@example.com</email>
        <subscriptions array='true'>
            <channel>email</channel>
            <email_data>
                <email>example@example.com</email>
            </email_data>
            <resource_id>28</resource_id>
            <custom_fields>
                <custom_field>test value</custom_field>
            </custom_fields>
            <cats>category_1</cats>
            <cats>category_2</cats>
        </subscriptions>
    </data>
    <data>
        <_fname>Alex</_fname>
        <Custom_ID>345</Custom_ID>
        <email>example@example.com</email>
    </data>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "result": [
        {
            "error": 0,
```

```
            "error_text": "Successful operation",
            "profile_id": "abcdefghijklmnqrstuvwxyz"
        },
        {
            "error": 0,
            "error_text": "Successful operation",
            "profile_id": "abcdefghijklmnqrstuvwzzz"
        }
    ]
}
```

XML

```
<xml>
<error>0</error>
  <error_text>Successful operation</error_text>
  <result>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
  </result>
  <result>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>abcdefghijklmnqrstuvwzzz</profile_id>
  </result>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
profile_id	string	Profile ID

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Add multiple profiles

Add multiple profiles

Description

Adds multiple new profiles to a database.

Profiles list is contained in `"data"` parameter as a JSON array. Server response will contain `"result"` parameter with occurring errors and profile IDs.

CAUTION

In one request it is not recommended:

- **transfer more than 10,000 profiles;**
- **transfer more than 10 MB of data. It is possible totransfer more data using multiple streams.**

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/add_batch/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token

data	JSON object	[
		{
		"_fname": "John",
		"_lname": "Doe",
		"subscriptions": [
		{
		"channel": "email",
		"email_data": {
		"email": "john@example.com"
		},
		"resource_id": 1
		}
		]
		}
		]
			Yes	Profiles fields data

db_id	int	1	Yes	Database ID
skip_triggers	bool	true	No	Skip trigger events. By default – false

Parameter	Type	Example	Required	Description
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions. By default – false

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "skip_triggers": true,
    "data": [
        {
            "_fname": "John",
            "_lname": "Doe",
            "subscriptions": [
                {
                    "channel": "email",
                    "email_data": {
                        "email": "example@example.com"
                    },
                    "resource_id": 27
                }
            ]
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <skip_triggers>true</skip_triggers>
    <data array='true'>
        <_fname>Fillipp</_fname>
        <_lname>Doe</_lname>
        <subscriptions array='true'>
            <channel>email</channel>
            <email_data>
                <email>example@example.com</email>
            </email_data>
            <resource_id>1</resource_id>
        </subscriptions>
    </data>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
  "result": [
    {
      "error": 0,
      "error_text": "Successful operation",
      "profile_id": "663a138cee44bb50a67115cd"
    }
  ]
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>663a138cee44bb50a67115cd</profile_id>
  </xml>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
profile_id	string	Profile ID

Add profile to database

Add profile to database

> **TIP**
>
> **The request does not look for existing records and adds any data other than those that duplicate the profile's unique field (email). We recommend using the Import profile request in most cases.**

Description

Adds a new customer profile to a database.

> **CAUTION**
>
> **If no data is specified — an empty profile will be created.**

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
db_id	int	1	Yes	Database ID
data	JSON object	{ "_fname": "John", "_lname": "Doe" }	Yes	Profile fields data
skip_triggers	bool	true	No	Skip import trigger events. By default – false
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions. By default – false

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "data": {
```

```
        "_fname": "Fillipp",
        "_lname": "Doe"
    },
    "skip_triggers": true
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <skip_triggers>true</skip_triggers>
    <data>
        <_fname>Fillipp</_fname>
        <_lname>Doe</_lname>
    </data>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "",
  "profile_id": "6638e1e8ee44bb50a67115c4"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>6638e1e8ee44bb50a67115c4</profile_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Quick profile import

Quick profile import

Description

Imports a profile to a database in a quick way. The request has a linear structure and fits simple integrations.

To have access to extended import options please use /api/v1.1/profiles/import.

The request imports or updates the profile;if you pass the resource ID and contact details, it adds subscriptions.

Request URL

Method: POST. Data can be passed both in URL parameters and in the body of the request.

`https://example.com/api/integrations/any/profile_import`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	int	1	Yes	Database ID
matching	string	“email”	No	Profiles matching mode: • email • email_profile • phone • *field_name* By default – email
resource_id	int	1	No	Subscribe to a resource using request contact data
email	string	“example@example.com”	No	Email address
phone	string	“+75551111444”	No	Phone number
_regip	string	“172.16.0.1”	No	Registration IPv4 or IPv6. For IPv4 geodata will be retrieved
_regurl	string	“https://example.com/?”	No	Registration URL or HTTP head “referer” value.
*			Yes	Specify at least one database field. To retrieve field information use /api/v1.1/databases/fields_get

Parameter	Type	Example	Required	Description
trigger_id	int	13	No	The ID of the trigger campaign. If the `trigger_id` is set, the profile will be imported and the trigger campaign will be start at the same time; if not — the profile will be imported in the usual way.
workflow_id	int	1	No	Scenario ID. If `workflow_id` is set, there will be a simultaneous import of the profile and adding the profile to the scenario; if not — the profile will be imported in the usual way.

Response parameters

Quick import returns HTTP code and response description.

HTTP code	Description
200	Import successful
400	Bad request, please verify request parameters
402	Tariff account limit reached
403	Invalid API key
404	No database or subscription resource found
402	Account exceeds tariff limits
409	More than one profiles matches, inaccurate matching
435	Unable to keep field unique - this can be email while matching by other parameters
500	Internal server error

Request example

```
curl "https://example.com/api/integrations/any/profile_import" \
    -d token="abcdefghijklmnqrstuvwxyz" \
    -d db_id=1 \
    -d resource_id=1 \
    -d email="example@example.com" \
    -d _fname="John" \
    -d _lname="Doe"
```

Response example

```
Successfully added 5beeea0ad861602a078a6f34
```

Import profile to RabbitMQ

Import profile to RabbitMQ

Description

Imports or updates customer profiles via RabbitMQ message broker queue. Useful for extensive data transfers.

You will need a queue named “`database_import`”. Therefore it must be available in the same message broker instance as the rest of the system.

Import results are processed in another queue – “`database_import_result`”. The default queue time-to-live is 24 hours. Although you can reconfigure TTL in `main.json` configuration file:

```
RABBITMQ_X_MESSAGE_TTL : "%seconds%"
```

Use one of these parameters to identify and match profiles:

- **email**
- **field_name, field_value**
- **phone**
- **profile_id**

To identify your requests you can use an extra field – “`feedback_id`”. It will appear in server response and in case mistakes occur – they will be logged in “`job_server.log`”.

Message parameters

Parameter	Type	Example	Required	Description
account_id	int	1	Yes	Account ID
data	JSON object	`{ "_fname": "John", "_lname": "Doe" }`	Yes	Profile fields data
db_id	int	1	Yes	Database ID
feedback_id	string	"abcdefghijklmnqrstuvwxyz"	No	Request ID
skip_triggers	bool	true	No	Skip trigger events. By default – false
update_only	bool	true	No	Only update. By default – false
Profile matching mode				

Parameter	Type	Example	Required	Description
matching	string	"email" "phone" "profile_id" "custom"	No, if matched by email	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email"	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Message example

```
{
    "account_id": 1,
    "data": {
        "_fname": "John",
        "_lname": "Doe"
    },
    "db_id": 1,
    "email": "example@example.com",
    "feedback_id": "abcdefghijklmnqrstuvwxyz",
    "update_only": true
}
```

Response example

```
{
    "error": 0,
    "error_text": "",
    "feedback_id": "abcdefghijklmnqrstuvwxyz",
    "matching_field": "email",
```

```
    "profile_id": "abcdefghijklmnqrstuvwxyz"
}
```

Response parameters

Parameter	Type	Description
error	**int**	**Error code**
error_text	**string**	**Error text**
feedback_id	**string**	**Request ID**
matching_field	**string**	**Profile matching**
profile_id	**string**	**Profile ID**

Get profile data

Get profile data

Description

Retrieves customer profile data, including database fields and subscriptions.

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/get/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
db_id	int	1	Yes	Database ID
Profile matching mode				
matching	string	"email" "email_profile" "email_sub" "phone" "phone_sub" "profile_id" "push_sub" "custom" "custom_sub" "email_phone" "email_phone_sub"	No, if matched by email	Profile matching mode By default - email
email	string	"example@example.com"	"matching":"email"	Email address
phone	string	"+7900000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name

field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "email": "example@example.com"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <email>example@example.com</email>
</xml>
```

Response example

JSON

```
{
    "data": {
        "LOYALTY_SCORE": 500,
        "New_field_7": "00016",
        "_acid": "FBFLR5Z8BxgvNPxBJZgL",
        "_bdate": "1990-07-06T11:15:25.526Z",
        "_browser": "Chrome",
        "_city": "Beijing",
        "_click_exist": false,
        "_click_push_exist": false,
        "_click_sms_exist": false,
        "_confirm_exist": false,
        "_country": "CN",
        "_createtime": "2024-04-08T10:48:05.418Z",
        "_deliv_date": "2024-04-18T10:18:29.809Z",
        "_deliv_exist": true,
        "_deliv_push_exist": false,
```

```
"_deliv_sms_date": "2024-05-06T10:00:05.548Z",
"_deliv_sms_exist": true,
"_domaingroup": "other",
"_emaildomain": "example.com",
"_fname": "Christopher",
"_ip": "106.12.21.70",
"_is_desktop": true,
"_is_test": true,
"_lat": 34.7732,
"_lname": "Lambert",
"_lon": 113.722,
"_md5": "1118e73b34d3f9a9030b9e4da6dcfb29",
"_open_date": "2024-04-18T10:18:29.727Z",
"_open_exist": true,
"_open_push_exist": false,
"_os": "Windows 10",
"_pixel_open_exist": false,
"_platform": "Other",
"_postal_code": "17",
"_ps_wf": [
    12,
    11,
    10
],
"_ps_wfs": [
    {
        "di": "2024-04-08T10:48:07.093Z",
        "do": "2024-04-13T10:48:22.359Z",
        "et": "",
        "ln": 8,
        "s": 1,
        "wId": 12
    },
    {
        "di": "2024-04-08T19:35:04.15Z",
        "do": "2024-04-12T19:37:19.821Z",
        "et": "",
        "ln": 8,
        "s": 1,
        "wId": 11
    },
    {
        "di": "2024-04-16T14:42:49.063Z",
        "do": "2024-04-17T14:42:52.438Z",
        "et": "",
        "ln": 8,
        "s": 1,
        "wId": 10
    }
],
"_read_date": "2024-04-18T10:18:29.727Z",
"_read_exist": true,
"_regdate": "2024-04-08T10:48:05.418Z",
"_region": "Beijing",
```

```
"_reply_exist": false,
"_send_date": "2024-04-10T09:32:06.275960407Z",
"_send_exist": true,
"_send_push_exist": false,
"_send_sms_date": "2024-04-12T12:17:05.995339508Z",
"_send_sms_exist": true,
"_sex": 1,
"_status": 0,
"_subscribetime": "2024-04-08T10:48:05.418Z",
"_tz": "Asia/Shanghai",
"_undeliv_date": "2024-04-17T11:49:42.098Z",
"_undeliv_exist": true,
"_updatetime": "2024-04-19T14:25:22.185Z",
"_xxh": "5ce324d8407a8e2b",
"_xxm": 8507,
"db_id": 1,
"email": "example@example.com",
"id": "6613cb65dc4594c2934db63f",
"phones": [
    "+79568150396"
],
"subscriptions": [
    {
        "resource_id": 24,
        "channel": "email",
        "email_data": {
            "email": "example@example.com",
            "domain": "example.com",
            "domain_group": "other",
            "md5": "1118e73b34d3f9a9030b9e4da6dcfb29"
        },
        "priority": 0,
        "status": "unsubscribed",
        "reg_info": {
            "date": "2024-04-10T09:28:55.743Z"
        },
        "hash_id": "4a3c5813",
        "is_delete": false
    },
    {
        "resource_id": 25,
        "channel": "sms",
        "phone_data": {
            "phone": "+79568150396",
            "md5": "06ec7f059dae6f002d06a2f62a4320d8"
        },
        "priority": 0,
        "status": "subscribed",
        "reg_info": {
            "date": "2024-04-12T12:16:44.086Z"
        },
        "hash_id": "f67a97c1",
        "is_delete": false
    }
```

```
        ],
        "unsub": {
            "c": 115,
            "dt": "2024-04-18T10:18:29.727Z",
            "m": 15
        }
    },
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
        <CRM_ID>66</CRM_ID>
        <LOYALTY_SCORE>500</LOYALTY_SCORE>
        <_acid>HWbGhUN1jKAdY8iNjdYf</_acid>
        <_browser>Chrome</_browser>
        <_city>St Petersburg</_city>
        <_click_exist>false</_click_exist>
        <_click_push_exist>false</_click_push_exist>
        <_click_sms_exist>false</_click_sms_exist>
        <_confirm_exist>false</_confirm_exist>
        <_country>RU</_country>
        <_createtime>2024-04-08T10:24:09.087Z</_createtime>
        <_deliv_date>2024-05-06T10:00:06.623Z</_deliv_date>
        <_deliv_exist>true</_deliv_exist>
        <_deliv_push_exist>false</_deliv_push_exist>
        <_deliv_sms_date>2024-05-06T10:00:05.274Z</_deliv_sms_date>
        <_deliv_sms_exist>true</_deliv_sms_exist>
        <_domaingroup>other</_domaingroup>
        <_emaildomain>example.com</_emaildomain>
        <_fname>Alina</_fname>
        <_ip>92.53.90.8</_ip>
        <_is_desktop>true</_is_desktop>
        <_is_mobile>true</_is_mobile>
        <_is_test>true</_is_test>
        <_lat>59.939095</_lat>
        <_lname>Lambert</_lname>
        <_lon>30.315868</_lon>
        <_md5>c5278382ce8972b4cd23b447c0e58989</_md5>
        <_open_date>2024-05-06T10:00:06.481Z</_open_date>
        <_open_exist>true</_open_exist>
        <_open_push_exist>false</_open_push_exist>
        <_os>Windows 10</_os>
        <_pixel_open_exist>false</_pixel_open_exist>
        <_platform>Other</_platform>
        <_postal_code>1042</_postal_code>
        <_ps_wf>12</_ps_wf>
        <_ps_wf>11</_ps_wf>
        <_ps_wfs>
            <di>2024-04-08T10:24:10.069Z</di>
```

```
    <do>2024-04-19T10:24:43.381Z</do>
    <ln>8</ln>
    <s>1</s>
    <wId>12</wId>
</_ps_wfs>
<_ps_wfs>
    <di>2024-04-08T19:35:04.091Z</di>
    <do>2024-04-18T19:37:37.428Z</do>
    <ln>8</ln>
    <s>1</s>
    <wId>11</wId>
</_ps_wfs>
<_read_date>2024-05-06T10:00:06.481Z</_read_date>
<_read_exist>true</_read_exist>
<_regdate>2024-04-08T10:24:09.087Z</_regdate>
<_region>Saint Petersburg</_region>
<_reply_exist>false</_reply_exist>
<_sbounce_date>2024-04-28T10:00:03.452Z</_sbounce_date>
<_sbounce_exist>true</_sbounce_exist>
<_send_date>2024-04-10T09:32:05.531223661Z</_send_date>
<_send_exist>true</_send_exist>
<_send_push_exist>false</_send_push_exist>
<_send_sms_date>2024-04-18T11:14:02.172438444Z</_send_sms_date>
<_send_sms_exist>true</_send_sms_exist>
<_status>0</_status>
<_subscribetime>2024-04-08T10:24:09.087Z</_subscribetime>
<_tz>Europe/Moscow</_tz>
<_undeliv_date>2024-04-17T11:49:39.091Z</_undeliv_date>
<_undeliv_exist>true</_undeliv_exist>
<_undeliv_sms_date>2024-04-22T10:00:02.62Z</_undeliv_sms_date>
<_undeliv_sms_exist>true</_undeliv_sms_exist>
<_updatetime>2024-04-18T12:36:31.7Z</_updatetime>
<_xxh>507a01069df7046e</_xxh>
<_xxm>7902</_xxm>
<db_id>1</db_id>
<email>example@example.com</email>
<id>6613c5c94a5d12bd6cc09171</id>
<phones>+79006574081</phones>
<subscriptions>
    <channel>email</channel>
    <email_data>
        <domain>example.com</domain>
        <domain_group>other</domain_group>
        <email>example@example.com</email>
        <md5>c5278382ce8972b4cd23b447c0e58989</md5>
    </email_data>
    <hash_id>fcc69fe5</hash_id>
    <is_delete>false</is_delete>
    <priority>0</priority>
    <reg_info>
        <date>2024-04-10T09:28:55.706Z</date>
    </reg_info>
    <resource_id>24</resource_id>
    <status>subscribed</status>
```

```
        </subscriptions>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	JSON object	Profile data
error	int	Error code
error_text	string	Error text

Uploading profiles to a file

Uploading profiles to a file

Description

Retrieves information about all database or segment profiles.

Contains 3 requests.

Step 1. Creating profiles export task

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/get_all`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	APItoken
source_type	string	“database” “segment”	Yes	Data source type
source_id	int	1	Yes	Data source ID
file_format	string	“csv”	No	Export file format. By default - csv
custom_request	JSON object	`{“occupation”:“doctor”}`	No	Profile fields for search filtering

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "source_type": "database",
    "source_id": 1,
    "file_format": "csv"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <source_type>database</source_type>
  <source_id>1</source_id>
```

```
  <file_format>csv</file_format>
</xml>
```

Response example

JSON

```
{
    "data": {
        "task_id": "task_b2f9fd6a-2499-4a63-b592-f15d4e3b69c5"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <task_id>task_b2f9fd6a-2499-4a63-b592-f15d4e3b69c5</task_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
task_id	string	Export task ID
error	int	Error code
error_text	string	Error text

Step 2. Task status check

Request URL

Method: POST

`https://example.com/api/v1.1/tasks/status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
task_id	string	“task_b2f9fk6a-2479-4a63-b592-f15d4e3b69c5”	Yes	Export task ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "task_id": "ecd371a8-2229-48bb-bc3e-de7d39cd3051"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <task_id>ecd371a8-2229-48bb-bc3e-de7d39cd3051</task_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "status": "completed",
        "progress": 100,
        "result": {
            "errors": [],
            "source_id": 1,
            "total": 1343,
            "type": "database",
            "urls": [
                "/api/download/data/4cf435e8-9921-4666-a39e-
03ecbf57527e/1_database_export.csv"
            ]
        }
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <progress>100</progress>
        <result>
            <source_id>1</source_id>
            <total>1343</total>
            <type>database</type>
            <urls>/api/download/data/4cf435e8-9921-4666-a39e-
03ecbf57527e/1_database_export.csv</urls>
        </result>
        <status>completed</status>
    </data>
    <error>0</error>
```

```
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
status	string	Task status
progress	int	Task progress
total	int	Number of profiles
urls	array	Export file link
error	int	Error code
error_text	string	Error text

Step 3. Downloading result file

The link to download the file looks like following:

`https://example.com/api/download/6b248de2-33b9-4715-9720-5f7e23f4a296/1_database_export.csv?token=abcdefghijklmnqrstuvwxyz`, where:

- **`https://example.com` - link to the platform panel**
- **`api/download/6b248de2-33b9-4715-9720-5f7e23f4a296/1_database_export.csv` - link from the `urls` parameter of the past request**
- **`?token=abcdefghijklmnqrstuvwxyz` - user's API token (after the equal sign).**

To download a file with profiles you should either open this link in your browser or send an empty GET request specifying this link in the URL.

Suspend all database profiles

Suspend all database profiles

NOTE

This API is deprecated. It is described here for information only. Please do not set up new integrations for this method.

Description

Changes the global subscription status from `"subscribed"` to `"suspended"` for all database profiles.

Request URL

Method: POST.

`https://example.com/api/v1.0/lists/{list_id}/suspend_all?token={token}`

Note that this is API 1.0 request. For better security use replacement API 1.1 request.

Request parameters

`list_id` – database ID

`token` — API token

Unsuspend all profiles in a database

Unsuspend all profiles in a database

NOTE

This API is deprecated. It is described here for information only. Please do not set up new integrations for this method.

Description

Changes global subscription status from “suspended” to “subscribed” for all profiles in a database.

Request URL

Method: POST

`https://example.com/api/v1.0/lists/{list_id}/unsuspend_all?token={token}`

Note that this is API 1.0 request. For better security use replacement API 1.1 request.

Request parameters

`list_id` – database ID

`token` — API token

Delete profile

Delete profile

Description

This request deletes customer profile data, including its events history and relations.

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
db_id	int	1	Yes	Database ID
Profile matching mode				
matching	string	"email" "phone" "profile_id" "custom"	No, if matched by email	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email"	Email address
phone	string	"+7900000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

CAUTION

Special permission is necessary for deleting profiles. It can be configured in user role, and this role can be selected for the token. You can read more about roles in this article.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "matching": "email",
    "email": "example@example.com"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
  <matching>email</matching>
  <email>example@example.com</email>
</xml>
```

Response example

JSON

```
{
    "data": {
        "profile_id": "5f33d33ece94481aa9382110"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <profile_id>5f33d33ece94481aa9382110</profile_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	**JSON object**	**Profile data**
error	**int**	**Error code**
error_text	**string**	**Error text**
profile_id	**string**	**Profile identifier**

Subscription fields functional update

When you use requests to update profile's subscription fields, you can include functions in field values.

A function here is a set of an operator and a value:

```
{
    "action": "set",
    "value": "x",
}
```

`action` operator can be:

action	Usage	Field type	value
set	Set is a default operator for request parameters	All types: string, int, float, boolean	Any field value
delete	Deletes a field from a profile. For custom fields only.	All types: string, int, float, boolean	No value
incr	Increases field value. Integer type fields only	int, float	Integer number

TIP

You can find a description of the resource subscription fields at this link.

Example request /v1.1/subscriptions/set to update subscription system fields

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "channel": "email",
    "db_id": 1,
    "email": "example@example.com",
    "profile_id": "6527e4e2097c54377ee0e41d",
    "resource_id": 1,
    "status": "subscribe",
     "cats": [
        "category_1",
        "category_2"
    ],
    "custom_fields": {
        "_ad_id": {
            "action":"set",
            "value":"qwerty123"
        },
        "_ad_track":{
            "action":"set",
            "value":true
        },
        "_app_id": {
            "action":"delete"
        },
```

```
        "_app_iid": {
            "action":"set",
            "value":"example iid"
        },
        "_app_ver": {
            "action":"set",
            "value": "v1.2.3.4"
        },
        "_browser_name":{
            "action":"set",
            "value":"Chrome"
        },
        "_browser_ver": {
            "action":"set",
            "value":"4.5.6.7.8"
        },
        "_device_model": {
            "action":"set",
            "value":"Device model"
        },
        "_device_name":{
            "action":"set",
            "value":"Device name"
        },
        "_device_type": {
            "action":"set",
            "value":"Mobile"
        },
        "_os": {
            "action":"set",
            "value":"Android"
        },
        "_os_language": {
            "action":"set",
            "value":"ru"
        },
        "_os_tz": {
            "action":"set",
            "value":"Europe/Moscow"
        },
        "_os_ver": {
            "action":"set",
            "value": "v1.2.3.4"
        }
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <channel>email</channel>
    <db_id>1</db_id>
```

```
<email>example@example.com</email>
<profile_id>66102b984a5d12bd6cc09132</profile_id>
<resource_id>29</resource_id>
<status>subscribe</status>
<cats>category_1</cats>
<cats>category_2</cats>
<custom_fields>
    <_ad_id>
        <action>set</action>
        <value>qwerty123</value>
    </_ad_id>
    <_ad_track>
        <action>set</action>
        <value>true</value>
    </_ad_track>
    <_app_id>
        <action>delete</action>
    </_app_id>
    <_app_iid>
        <action>set</action>
        <value>example iid</value>
    </_app_iid>
    <_app_ver>
        <action>set</action>
        <value>v1.2.3.4</value>
    </_app_ver>
    <_browser_name>
        <action>set</action>
        <value>Chrome</value>
    </_browser_name>
    <_browser_ver>
        <action>set</action>
        <value>4.5.6.7.8</value>
    </_browser_ver>
    <_device_model>
        <action>set</action>
        <value>Device model</value>
    </_device_model>
    <_device_name>
        <action>set</action>
        <value>Device name</value>
    </_device_name>
    <_device_type>
        <action>set</action>
        <value>Mobile</value>
    </_device_type>
    <_os>
        <action>set</action>
        <value>Android</value>
    </_os>
    <_os_language>
        <action>set</action>
        <value>ru</value>
    </_os_language>
```

```
        <_os_tz>
            <action>set</action>
            <value>Europe/Moscow</value>
        </_os_tz>
        <_os_ver>
            <action>set</action>
            <value>v1.2.3.4</value>
        </_os_ver>
    </custom_fields>
</xml>
```

Example request /v1.1/subscriptions/set to update custom subscription fields

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "channel": "email",
    "db_id": 1,
    "email": "example@example.com",
    "profile_id": "6527e4e2097c54377ee0e41d",
    "resource_id": 1,
    "status": "subscribe",
    "cats": [
        "category_1",
        "category_2"
    ],
    "custom_fields": {
        "custom_str_field": {
            "action": "set",
            "value": "example value"
        },
        "custom_int_field_1": {
            "action": "incr",
            "value": 1000
        },
        "custom_int_field_2": {
            "action": "incr",
            "value": -1000
        },
        "custom_bool_field": {
            "action": "delete"
        }
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <channel>email</channel>
    <db_id>1</db_id>
```

```
    <email>example@example.com</email>
    <profile_id>6613c4bf4a5d12bd6cc0916b</profile_id>
    <resource_id>29</resource_id>
    <status>subscribe</status>
    <cats>category_1</cats>
    <cats>category_2</cats>
    <custom_fields>
        <custom_str_field>
            <action>set</action>
            <value>example value</value>
        </custom_str_field>
        <custom_int_field_1>
            <action>incr</action>
            <value>1000</value>
        </custom_int_field_1>
        <custom_int_field_2>
            <action>incr</action>
            <value>-1000</value>
        </custom_int_field_2>
        <custom_bool_field>
            <action>delete</action>
        </custom_bool_field>
    </custom_fields>
</xml>
```

Example request /v1.1/profiles/import to update subscription system fields

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "matching": "email",
    "email": "example@example.com",
    "data": {
        "_fname": "John",
        "_lname": "Doe",
        "email": "example@example.com",
        "subscriptions": [
            {
                "channel": "push",
                "subscription_id": "9f135a38-aa7e-4bf3-8d75-de971d597cf0",
                "provider": "MR",
                "resource_id": 1,
                "custom_fields": {
                    "_ad_id": {
                        "action": "set",
                        "value": "qwerty123"
                    },
                    "_ad_track": {
                        "action": "set",
                        "value": true
```

```
            },
            "_app_id": {
                "action": "set",
                "value": "123"
            },
            "_app_iid": {
                "action": "set",
                "value": "123"
            },
            "_app_ver": {
                "action": "set",
                "value": "v1.2.3.4"
            },
            "_browser_name": {
                "action": "set",
                "value": "Chrome"
            },
            "_browser_ver": {
                "action": "set",
                "value": "4.5.6.7.8"
            },
            "_device_model": {
                "action": "set",
                "value": "Device model"
            },
            "_device_name": {
                "action": "set",
                "value": "Device name"
            },
            "_device_type": {
                "action": "set",
                "value": "Mobile"
            },
            "_os": {
                "action": "set",
                "value": "Android"
            },
            "_os_language": {
                "action": "set",
                "value": "ru"
            },
            "_os_tz": {
                "action": "set",
                "value": "Europe/Moscow"
            },
            "_os_ver": {
                "action": "set",
                "value": "v1.2.3.4"
            }
        }
    }
]
```

```
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <matching>email</matching>
    <email>example@example.com</email>
    <data>
        <_fname>Fillippina</_fname>
        <_lname>Doe</_lname>
        <email>example@example.com</email>
        <subscriptions array='true'>
            <channel>push</channel>
            <subscription_id>9f135a38-aa7e-4bf3-8d75-de971d597cf0</subscription_id>
            <provider>MR</provider>
            <resource_id>26</resource_id>
            <custom_fields>
                <_ad_id>
                    <action>set</action>
                    <value>qwerty123</value>
                </_ad_id>
                <_ad_track>
                    <action>set</action>
                    <value>true</value>
                </_ad_track>
                <_app_id>
                    <action>delete</action>
                </_app_id>
                <_app_iid>
                    <action>set</action>
                    <value>example iid</value>
                </_app_iid>
                <_app_ver>
                    <action>set</action>
                    <value>v1.2.3.4</value>
                </_app_ver>
                <_browser_name>
                    <action>set</action>
                    <value>Chrome</value>
                </_browser_name>
                <_browser_ver>
                    <action>set</action>
                    <value>4.5.6.7.8</value>
                </_browser_ver>
                <_device_model>
                    <action>set</action>
                    <value>Device model</value>
                </_device_model>
                <_device_name>
                    <action>set</action>
```

```
                    <value>Device name</value>
                </_device_name>
                <_device_type>
                    <action>set</action>
                    <value>Mobile</value>
                </_device_type>
                <_os>
                    <action>set</action>
                    <value>Android</value>
                </_os>
                <_os_language>
                    <action>set</action>
                    <value>ru</value>
                </_os_language>
                <_os_tz>
                    <action>set</action>
                    <value>Europe/Moscow</value>
                </_os_tz>
                <_os_ver>
                    <action>set</action>
                    <value>v1.2.3.4</value>
                </_os_ver>
            </custom_fields>
        </subscriptions>
    </data>
</xml>
```

Example request /v1.1/profiles/import to update custom subscription fields

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "matching": "email",
    "email": "example@example.com",
    "data": {
        "_fname": "John",
        "_lname": "Doe",
        "email": "example@example.com",
        "subscriptions": [
            {
                "channel": "email",
                "channel_sid": "email",
                "email": "example@example.com",
                "resource_id": 1
            },
            {
                "channel": "sms",
                "phone": "+79203214111",
                "resource_id": 1
            },
            {
```

```
                "channel": "push",
                "subscription_id": "9f135a38-aa7e-4bf3-8d75-de971d597cf0",
                "provider": "MR",
                "resource_id": 1,
                "custom_fields": {
                    "custom_str_field": {
                        "action": "set",
                        "value": "example value"
                    },
                    "custom_int_field": {
                        "action": "incr",
                        "value": 1000
                    },
                    "custom_bool_field": {
                        "action": "delete"
                    }
                }
            }
        ]
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <matching>email</matching>
    <email>example@example.com</email>
    <data>
        <_fname>Fillippina</_fname>
        <_lname>Doe</_lname>
        <email>example@example.com</email>
        <subscriptions>
            <channel>email</channel>
            <channel_sid>email</channel_sid>
            <email>example@example.com</email>
            <resource_id>1</resource_id>
        </subscriptions>
        <subscriptions>
            <channel>sms</channel>
            <phone>+79203214111</phone>
            <resource_id>1</resource_id>
        </subscriptions>
        <subscriptions>
            <channel>push</channel>
            <subscription_id>9f135a38-aa7e-4bf3-8d75-de971d597cf0</subscription_id>
            <provider>MR</provider>
            <resource_id>1</resource_id>
            <custom_fields>
                <custom_str_field>
                    <action>set</action>
                    <value>example value</value>
```

```
                </custom_str_field>
                <custom_int_field>
                    <action>incr</action>
                    <value>1000</value>
                </custom_int_field>
                <custom_bool_field>
                    <action>delete</action>
                </custom_bool_field>
            </custom_fields>
        </subscriptions>
    </data>
</xml>
```

Database fields functional update

Database fields functional update

When you use requests to update profile fields, you can include functions in field values.

A function here is a set of an operator and a value:

```
{
    "action": "set",
    "value": "x",
}
```

Action operator can be:

action	Usage	Field type	value
set	Set is a default operator for request parameters	*	Any field value
unset	Deletes a field from a profile (for all fields except `email`)	*	No value
incr	Increases field value. Integer type fields only	int, float	Integer number
add	Adds tags to a profile field	tags, arr_object	Array of strings
delete	Deletes tags from a profile field	tags, arr_object	Array of strings
upsert	Sets the value from the *value* field to the property specified in the *submatch* field	object	Depends on the field type

INFO

For `object` and `arr_object` data types, you must pass the `value` and `submatch` fields.

`submatch` is the path to the property whose value needs to be updated.

Request examples

profiles/update increases one value and decreases the other. The same operator with different value sign is used:

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 24,
    "profile_id": "5a5b64a969d4265b958b9ac3",
    "data": {
        "checks": {
            "action": "incr",
            "value": 1000
```

```
        },
        "returns": {
            "action": "incr",
            "value": -1000
        }
    }
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
  <profile_id>6613c4754a5d12bd6cc0915f</profile_id>
  <data>
    <checks>
      <action>incr</action>
      <value>1000</value>
    </checks>
    <returns>
      <action>incr</action>
      <value>-1000</value>
    </returns>
  </data>
</xml>
```

profiles/update adds tags to profile “category” field:

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "profile_id": "5a5b64a969d4265b958b9ac3",
    "data": {
        "category": {
            "action": "add",
            "value": [
                "cars",
                "cats"
            ]
        }
    }
}
```

XML

```
<xml>
 <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
  <profile_id>6613c4bf4a5d12bd6cc0916b</profile_id>
  <data>
```

```
    <category>
      <action>add</action>
      <value array='true'>cars</value>
      <value>cats</value>
    </category>
  </data>
</xml>
```

An example of a profiles/update request that will update the “x” field in an object:

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "db_id": 1,
  "profile_id": "6613c4bf4a5d12bd6cc0916b",
  "data": {
    "myObject": {
       "action": "upsert",
       "value": "y",
       "submatch": "x"
    }
  }
}
```

XML

```
<xml>
    <token>2fefb577533d4cae919350c450755239</token>
    <db_id>1</db_id>
    <profile_id>66102b984a5d12bd6cc0912f</profile_id>
    <data>
        <myObject>
            <action>upsert</action>
            <value>y</value>
            <submatch>x</submatch>
        </myObject>
    </data>
</xml>
```

profiles/update sets a new value for all elements of the object that contain the specified property (submatch):

Request

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "profile_id": "66102b984a5d12bd6cc0912f",
    "data": {
        "myObject": {
```

```
            "action": "upsert",
            "value": {
                "x": "y",
                "z": 1
            },
            "submatch": "x"
        }
    }
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
  <profile_id>66102b984a5d12bd6cc09132</profile_id>
  <data>
    <myObject>
      <action>upsert</action>
      <value>
        <x>y</x>
        <z>1</z>
      </value>
      <submatch>x</submatch>
    </myObject>
  </data>
</xml>
```

Object

JSON

```
{
    {
       "A": 1,
       "x": false,
    },
    {
       "B": "test"
    },
    {
       "x": "test",
       "C": true
    }
 }
```

XML

```
<xml>
    <value>
        <A>1</A>
        <x>false</x>
```

```
    </value>
    <value>
        <B>test</a>
    </value>
    <value>
        <x>test</x>
        <c>true</c>
    </value>
</xml>
```

Updated object

JSON

```
{
    {
       "A": 1,
       "x": {"x": "y", "z": 1},
    },
    {
       "B": "test"
    },
    {
       "x": {"x": "y", "z": 1},
       "C": true
    }
}
```

XML

```
<xml>
    <value>
        <A>1</A>
        <x>
            <m>y</m>
            <z>1</z>
        </x>
    </value>
    <value>
        <B>test</B>
    </value>
    <value>
        <x>
            <m>y</m>
            <z>1</z>
        </x>
        <c>true</c>
    </value>
</xml>
```

INFO

If fields with type `object` and `object_arr` do not have a property that you want to change, this property is created automatically.

Merging multiple profiles

Merging multiple profiles

Description

Combining multiple profiles into a new profile or existing one.

CAUTION

- **The profiles generated by merging are not imports. Import trigger does not work on them.**
- **Email: localhost - as an absent field, it is created if necessary and is not copied to another profile.**
- **Not localhost email is copied like any other field, but in order to avoid any conflicts, it disappears from the source profile, changes to empty (that is, localhost).**

URL

Method: POST

`https://example.com/api/v1.1/profiles/merge`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
data	JSON object	`“data”:{ “_fname”: “John”, “_lname”: “Doe” }`	No	Profile data that will change after merging
db_id	int	1	Yes	Database ID
skip_triggers	bool	true	No	Skip trigger events By default – false

Parameter	Type	Example	Required	Description

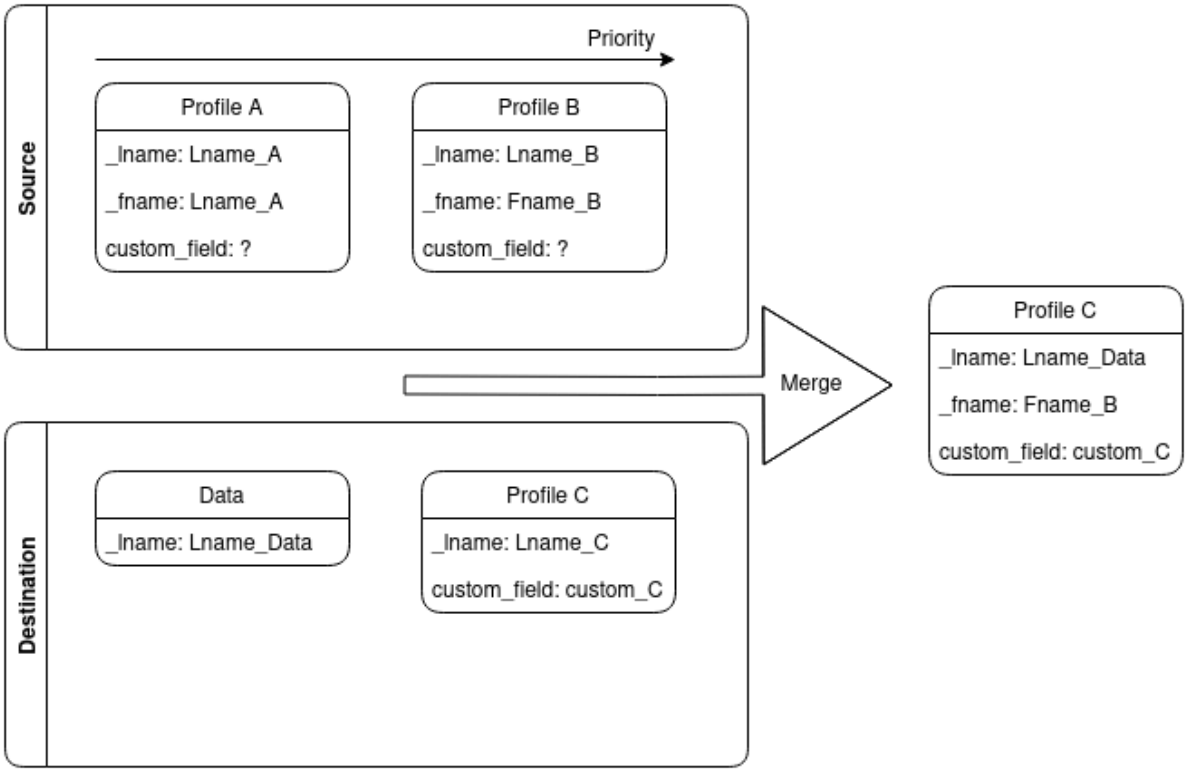
source	array	“source”: [
		{
		“db_id”: 1,
		“email”: “test1@mail.ru”
		},
		{
		“db_id”: 2,
		“email”: “test2@mail.ru”
		}
		]
			Yes	Contains matching data about the profiles to be merged

destination	JSON object	“destination”: {
		“db_id”: 3,
		“email”: “test3@mail.ru”
		}
			Yes	Contains the matching data of the profile resulting from the merge

matching	string	“email” “email_profile” “email_sub” “phone” “phone_sub” “profile_id” “push_sub” “custom” “custom_sub” “email_phone” “email_phone_sub”	No, if matched by email from the profile or subscriptions	Profile matching mode By default - email For each type of matching, certain fields must be passed in the request body. Learn more about these fields here.
field_name	string	custom_ID	Yes, if “matching”: “custom”	Name of custom database field if matching : custom . In the data collection form, a field with the same name is required for search.
field_value	int/string	custom_string	Yes, if “matching”: “custom”	Value of custom database field if matching : custom .
subscriptions	bool	true	No	Copy and merge subscriptions. Subscriptions to resource categories and data from subscription fields will also be copied. By default – true
history	bool	true	No	Copy history and activity flags By default – true

Parameter	Type	Example	Required	Description
static_segments	bool	true	No	Whether to make changes to static segments or not (source-profiles will leave the segments, and destination-profile will enter) By default – true
overwrite	bool	true	No	Whether to copy the fields of source profiles or not. If the destination profile has empty fields, in any case, these fields will be filled with the profile fields the priority of which is the highest.
delete	bool	true	No	Whether to remove source profiles after merging or not

Copying profile fields



Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "matching": "custom",
    "field_name": "field_1",
    "source": [
        {
            "db_id": 1,
            "field_value": "1",
            "data": {
```

```
                "_fname": "Profile1",
                "_lname": "LnameProfile1"
            }
        },
        {
            "db_id": 1,
            "matching": "email",
            "email": "test2@mail.ru",
            "data": {
                "_fname": "Profile2",
                "_lname": "LnameProfile2"
            }
        }
    ],
    "destination": {
        "db_id": 2,
        "matching": "email",
        "email": "test3@mail.ru",
        "data": {
            "_fname": "Profile3",
            "_lname": "LnameProfile3"
        }
    },
    "subscriptions": true,
    "static_segments": true,
    "history": false
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <matching>custom</matching>
    <field_name>field_1</field_name>
    <source>
        <db_id>1</db_id>
        <field_value>1</field_value>
        <data>
            <_fname>Profile1</_fname>
            <_lname>LnameProfile1</_lname>
        </data>
    </source>
    <source>
        <db_id>1</db_id>
        <matching>email</matching>
        <email>test2@mail.ru</email>
        <data>
            <_fname>Profile2</_fname>
            <_lname>LnameProfile2</_lname>
        </data>
    </source>
    <destination>
        <db_id>2</db_id>
```

```
        <matching>email</matching>
        <email>test3@mail.ru</email>
        <data>
            <_fname>Profile2</_fname>
            <_lname>LnameProfile2</_lname>
        </data>
    </destination>
    <subscriptions>true</subscriptions>
    <static_segments>true</static_segments>
    <history>false</history>
</xml>
```

Response example

JSON

```
{
    "destination_id": {
        "db_id": 1,
        "profile_id": "6613cb65dc4594c2934db63b"
    },
    "error": 0,
    "error_text": "",
    "source_ids": [
        {
            "db_id": 1,
            "profile_id": "6613cb65dc4594c2934db63f"
        },
        {
            "db_id": 1,
            "profile_id": "6613cb65dc4594c2934db63b"
        }
    ]
}
```

XML

```
<xml>
    <destination_id>
        <db_id>2</db_id>
        <profile_id>60a7855930b8bc8535b2acfb</profile_id>
    </destination_id>
    <error>0</error>
    <error_text></error_text>
    <source_ids>
        <db_id>1</db_id>
        <profile_id>60a7839330b8bc86a5bc5f62</profile_id>
    </source_ids>
    <source_ids>
        <db_id>1</db_id>
        <profile_id>60a7845230b8bc8535b2acf7</profile_id>
```

```
    </source_ids>
</xml>
```

Response parameters

Parameter	Type	Description
destination_id	JSON object	Contains data about the profile resulting from the merge: `db_id` - database ID `profile_id` - profile ID
source_ids	JSON object	Contains data about merged profiles as a list: `db_id` - database ID `profile_id` - profile ID
error	int	Error code
error_text	string	Error text

Unsubscribe profile from resource

Unsubscribe profile from resource

Description

Sends the information of the profile unsubscribtion to the platform. The subscription status changes to “Unsubscribed”. Also this method allows to unsubscribe a profile from certain categories of resource.

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/message_unsub`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
rtoken	string	“abcdefghijklmnqrstuvwxyz”	Yes	Resource token
smid	string	“abcdefghijklmnqrstuvwxyz”	Yes	ID of the sent message
categories	array	[“cat_to_unsub”]	No	Resource category

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "rtoken":"2fHLS9YR9daS-a90b371eecc2952f",
  "smid": "fGmXiWU9Y4NSIpCwl4QG6QXAAAQEQsQQQEQEAABCRA",
  "categories": ["cat_to_unsub"]
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <rtoken>2fHLS9YR9daS-a90b371eecc2952f</rtoken>
  <smid>fGmXiWU9Y4NSIpCwl4QG6QXAAAQEQsQQQEQEAABCRA</smid>
  <categories>cat_to_unsub</categories>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "profile_id": "658997338e8f4032d92fd56d"
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <profile_id>658997338e8f4032d92fd56d</profile_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
profile_id	string	Profile ID

Profile splitting

Profile splitting

Description

Splitting a profile into multiple new or existing profiles.

> **CAUTION**
>
> **The profiles generated by splitting are not imports. Import trigger does not work on them.**

URL

Method: POST

`https://example.com/api/v1.1/profiles/split`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
data	JSON object	“data”:{ “_fname”: “John”, “_lname”: “Doe” }	No	Profile data that will change after merging
skip_triggers	bool	true	No	Skip trigger events By default – false
source	JSON object	“source”:{ “db_id”: 1, “email”: “test1@mail.ru” }	Yes	Contains matching data about the profiles to be split
destination	array	“destination”: [{ “db_id”: 3, “email”: “test3@mail.ru” }]	Yes	Contains the matching data of the profile resulting from the splitting

Parameter	Type	Example	Required	Description
matching	string	“email” “email_profile” “email_sub” “phone” “phone_sub” “profile_id” “push_sub” “custom” “custom_sub” “email_phone” “email_phone_sub”	No, if matched by email from the profile or subscriptions	Profile matching mode By default - email For each type of matching, certain fields must be passed in the request body. Learn more about these fields here.
field_name	string	custom_ID	Yes, if “matching”: “custom”	Name of custom database field if matching : custom . In the data collection form, a field with the same name is required for search.
field_value	int/string	custom_string	Yes, if “matching”: “custom”	Value of custom database field if matching : custom .
subscriptions	bool	true	No	Copy and split subscriptions. Subscriptions to resource categories and data from subscription fields will also be copied. By default – true
history	bool	true	No	Copy history and activity flags By default – true
static_segments	bool	true	No	Whether to make changes to static segments or not (source-profiles will leave the segments, and destination-profile will enter) By default – false

subscription_filters	JSON object	“subscription_filters”: [
		{
		“resource_id”: 1,
		“channel”: “push”,
		“provider”: “Safari”
		}
		]
			No	Filter to copy specific subscriptions.
				If not specified, all subscriptions are copied.

overwrite	bool	true	No	Whether to copy the fields of source profiles or not. If the destination profiles have empty fields, these fields will be filled with the fields of the source profile in any case.
delete	bool	true	No	Whether to delete source profiles after splitting or not

Request example

JSON

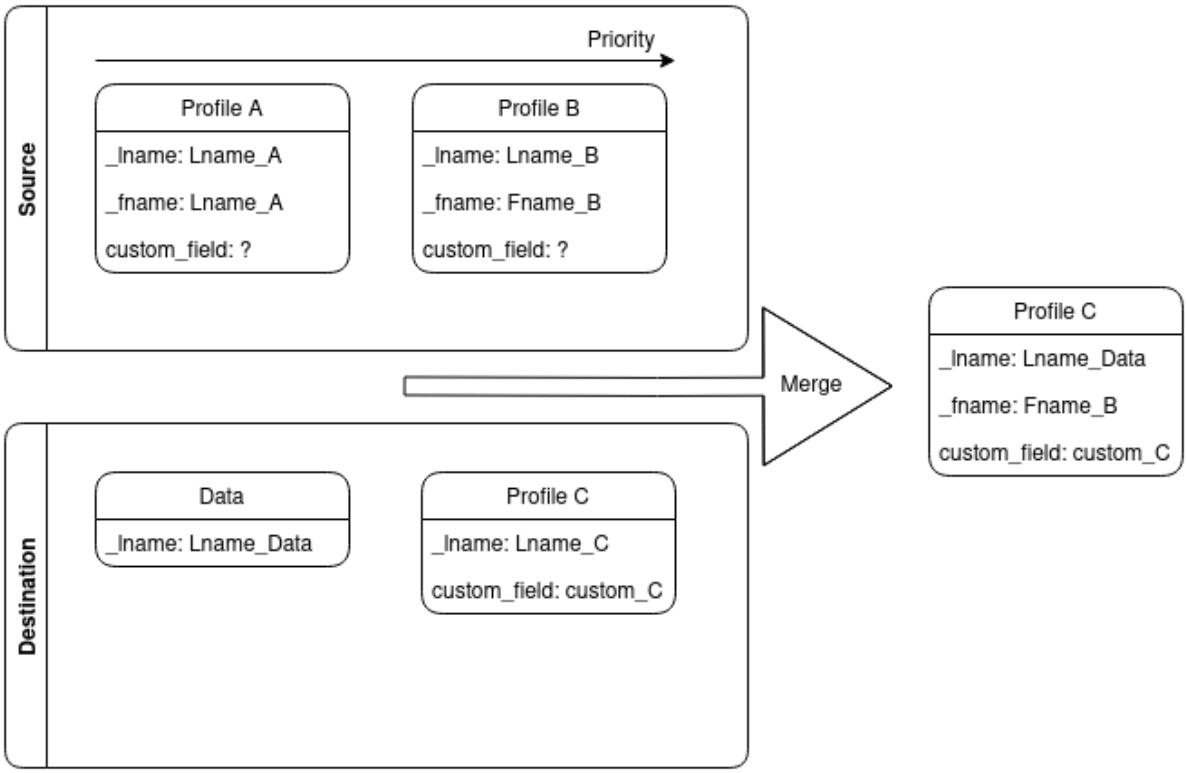
```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "matching": "custom",
    "field_name": "field_1",
    "source": {
        "db_id": 1,
        "field_value": 1,
        "data": {
            "_fname": "Profile1",
            "_lname": "LnameProfile1"
        }
    },
    "destination": [
        {
            "db_id": 2,
            "matching": "email",
            "email": "test2@mail.ru",
            "data": {
                "_fname": "Profile2",
                "_lname": "LnameProfile2"
            }
        },
        {
            "db_id": 2,
            "field_value": 3,
            "data": {
                "_fname": "Profile3",
                "_lname": "Lname3"
            },
            "subscription_filters": [
                {
                    "resource_id": 1,
                    "channel": "push",
                    "provider": "Safari"
                },
                {
                    "resource_id": 2,
                    "channel": "email"
                }
            ]
        }
    ],
    "subscriptions": true,
    "static_segments": true,
    "history": false
}
```

XML

```
<xml>
 <token>abcdefghijklmnqrstuvwxyz</token>
    <matching>custom</matching>
    <field_name>field_1</field_name>
```

```
    <delete>true</delete>
    <source>
        <db_id>1</db_id>
        <field_value>1</field_value>
        <data>
            <_fname>Profile1</_fname>
            <_lname>LnameProfile1</_lname>
        </data>
    </source>
    <destination>
        <db_id>2</db_id>
        <matching>email</matching>
        <email>test2@mail.ru</email>
        <data>
            <_fname>Profile2</_fname>
            <_lname>LnameProfile2</_lname>
        </data>
    </destination>
    <destination>
        <db_id>2</db_id>
        <field_value>3</field_value>
        <data>
            <_fname>Profile3</_fname>
            <_lname>LnameProfile3</_lname>
        </data>
        <subscription_filters>
            <resource_id>1</resource_id>
            <channel>push</channel>
            <provider>Safari</provider>
        </subscription_filters>
        <subscription_filters>
            <resource_id>2</resource_id>
            <channel>email</channel>
        </subscription_filters>
    </destination>
    <subscriptions>true</subscriptions>
    <static_segments>true</static_segments>
    <history>false</history>
</xml>
```

Copying profile fields



Response example

JSON


```
{
    "destination_ids": [
        {
            "db_id": 2,
            "profile_id": "60a7b150fa3adb6f1179fe7f"
        },
        {
            "db_id": 2,
            "profile_id": "60a7b150fa3adb6f1179fe80"
        }
    ],
    "error": 0,
    "error_text": "",
    "source_id": {
        "db_id": 1,
        "profile_id": "60a7a45bfa3adb7132dcceaa"
    }
}
```


XML


```
<xml>
    <destination_ids>
        <db_id>1</db_id>
        <profile_id>66432f6cee44bb50a6711634</profile_id>
```

```
    </destination_ids>
    <destination_ids>
        <db_id>1</db_id>
        <profile_id>6613cb65dc4594c2934db63f</profile_id>
    </destination_ids>
    <error>0</error>
    <source_id>
        <db_id>1</db_id>
        <profile_id>6643405b41c3a674897dd9cc</profile_id>
    </source_id>
</xml>
```

Response parameters

Parameter	Type	Description
destination_ids	JSON object	Contains data about the profile resulting from the split: db_id - database ID profile_id - profile ID
source_id	JSON object	Contains data about split profiles as a list: db_id - database ID profile_id - profile ID
error	int	Error code
error_text	string	Error text

Get data for multiple profiles

Description

Gets data for multiple profiles in the database.

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
db_id	int	20	Yes	Database ID
from_id	string	“0014a2feb331ace2.20200124134127”	No	The pointer to the next page, taken from the previous request, or passed empty for the first one.
limit	int	3	No	Limit on the number of entries. Default - 1000

query	JSON обект	“query”:{
		“$or”:[
		{
		“_lname”: “Black”
		},
		{
		“_city”: “Bay City”
		}
		]
		}
			No	Refinement of the search for profiles by parameters in the form of a query to the database in JSON format. The request is formed according to the MongoDB documentation.
				
				To get a list of fields in the database, use the “Get database fields” request.

fields	Array of string	“fields”: [“_id”, “_lname”, “_fname”, “_city”, “subscriptions”],	No	Contains fields for filtering the displayed profile data.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "from_id": "65117f62736a0e15d273fae9",
    "limit": 1,
    "query": {
        "$or": [
            {
                "_lname": "Doe"
            },
            {
                "_city": "Moscow"
            }
        ]
    },
    "fields": [
        "_id",
        "_lname",
        "_fname",
        "_city",
        "subscriptions"
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <from_id>65117f62736a0e15d273fae9</from_id>>
    <limit>1</limit>
    <fields>_id</fields>
    <fields>_lname</fields>
    <fields>_fname</fields>
    <fields>_city</fields>
    <fields>subscriptions</fields>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "_city": "Moscow",
            "_fname": "Anna",
            "_lname": "Murphy",
            "id": "65117f62736a0e15d273faee",
            "subscriptions": [
```

```
                {
                    "resource_id": 5,
                    "channel": "email",
                    "email_data": {
                        "email": "example@example.edu",
                        "domain": "example.edu",
                        "domain_group": "other",
                        "md5": "7dbeb0466131e377e58988a97196d18e"
                    },
                    "priority": 0,
                    "status": "unsubscribed",
                    "reg_info": {
                        "date": "2024-01-09T12:12:18.172Z"
                    },
                    "hash_id": "e70dbabe",
                    "is_delete": false
                },
                {
                    "resource_id": 26,
                    "channel": "push",
                    "push_data": {
                        "subscription_id": "abcdefghijklmnqrstuvwxyz",
                        "provider": "Firefox"
                    },
                    "priority": 0,
                    "status": "subscribed",
                    "reg_info": {
                        "date": "2024-04-18T12:30:44.592Z"
                    },
                    "hash_id": "e70dbabe",
                    "is_delete": false
                }
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "next_from_id": "65117f62736a0e15d273faf4"
}
```


XML


```
<xml>
    <data>
        <_city>Toronto</_city>
        <_fname>Juan</_fname>
        <_lname>Wallace</_lname>
        <id>65117f62736a0e15d273fae9</id>
        <subscriptions>
            <channel>email</channel>
            <email_data>
                <domain>example.com</domain>
                <domain_group>other</domain_group>
```

```
                <email>example@example.com</email>
                <md5>18450b1edfef75279fc4f4f60c78d97e</md5>
            </email_data>
            <hash_id>a0cc2672</hash_id>
            <is_delete>false</is_delete>
            <priority>0</priority>
            <reg_info>
                <date>2024-01-09T12:12:18.172Z</date>
            </reg_info>
            <resource_id>5</resource_id>
            <status>hardbounced</status>
        </subscriptions>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <next_from_id>65117f62736a0e15d273faea</next_from_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	string	The value must be passed in the next request to get another piece of data until the result output contains 0 history lines.
data	Array of objects	Array of received data on profiles

Add or edit subscription

Add or edit subscription

Description

Adds or edits profile subscriptions. Changes subscription status.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/set`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"json"	No	Response data format. By default – json.
db_id	int	1	Yes	Database ID
profile_id	string	"abcdefghijklmnqrstuvwxyz"	Yes	Profile ID
resource_id	int	1	Yes	Resource ID
status	string	"subscribed"	No	Subscription status. We recommend that you pass the parameter only when you need to update the subscription status.
priority	int		No	Subscription priority
custom_fields	object	`{ "_browser_name": "Chrome", "_device_type": "web" }`	No	System and custom subscription fields. You can get information about available subscription fields in a resource using the /v1.1/resources/fields_get method
cats	array	`[ "category_1", "category_2" ]`	No	Resource categories to which you need to subscribe a profile
date	string	2018-08-22T00:00:00.000Z	No	Registration date in RFC 3339 format
ip	string	10.250.13.5	No	Registration IP

url	string	https://example.com/	No	Registration URL
skip_triggers	bool	true	No	Skip trigger events. By default – false.

Additionally for the Email channel:

Parameters	Type	Example	Description
channel	string	“email”	Channel type
email	string	“john@example.com”	Email address

Additionally for the Push channel:

Parameters	Type	Example	Description
channel	string	“push”	Channel type
provider	string	“Firefox”	Push provider
subscription_id	string	“abcdefghijklmnqrstuvwxyz”	Subscription ID

Additionally for the SMS channel:

Parameters	Type	Example	Description
channel	string	“sms”	Channel type
phone	string	“+79000000000”	Phone number

Additionally for the Telegram channel:

Parameters	Type	Example	Description
channel	string	“telegram_bot”	Channel type
cc_data	object	{ “id”: 1 }	Chat ID between Telegram bot and user

Additionally for the WhatsApp* channel:

Parameters	Type	Example	Description
channel	string	“whatsapp”	Channel type
cc_data	object	{ “phone”: “+79000000000” }	WhatsApp* user’s phone number

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "db_id": 1,
```

```
  "resource_id": 1,
  "channel": "email",
  "email": "example@example.com",
  "priority": 10,
  "profile_id": "abcdefghijklmnqrstuvwxyz",
  "status": "suspended"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
  <resource_id>29</resource_id>
  <channel>email</channel>
  <email>example@example.com</email>
  <priority>10</priority>
  <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
  <status>suspended</status>
</xml>
```

Response example

JSON

```
{
  "data": {
    "action": "subscribed",
    "is_new_channel": false,
    "is_new_contact": false,
    "is_new_subscription": true,
    "is_restored": false,
    "is_safe": true
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <action>subscribed</action>
    <is_new_channel>false</is_new_channel>
    <is_new_contact>false</is_new_contact>
    <is_new_subscription>true</is_new_subscription>
    <is_restored>false</is_restored>
    <is_safe>true</is_safe>
  </data>
  <error>0</error>
```

```
  <error_text>Successful operation</error_text>
</xml>
```

CAUTION

Please note that the “Increase priority for new subscriptions” option in the resource works only if a priority is not explicitly specified when adding a new subscription. If the priority for the new subscription is passed in the API request, then the priorities of existing subscriptions for the profile will not change.

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
action	string	Subscription update result
is_safe	bool	Safe and successful operation (no hard bounces etc)
is_new_subscription	bool	New for this resource
is_new_channel	bool	New for this channel of an existing resource
is_new_contact	bool	New subscription for an existing channel
is_restored	bool	A previously deleted subscription restored

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Get all profile subscriptions

Get all profile subscriptions

Description

Retrieves all subscriptions of a single profile.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	int	1	Yes	Database ID
format	string	“json”	No	response data format. By default – json.
profile_id	string	“abcdefghijklmnqrstuvwxyz”	Yes	Profile ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "profile_id": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "resource_id": 29,
            "channel": "email",
            "email": "example@example.com",
            "priority": 10,
            "status": "suspended",
            "custom_fields": {
                "custom_int_field_2": 20000
            }
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <channel>email</channel>
        <custom_fields>
            <custom_int_field_2>20000</custom_int_field_2>
        </custom_fields>
        <email>example@example.com</email>
        <priority>10</priority>
        <resource_id>29</resource_id>
        <status>suspended</status>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	type	Description
error	int	Error code
error_text	string	Error text
channel	string	Channel type (email, push or sms)
priority	int	Subscription priority (0 for the highest priority)
resource_id	int	Subscription resource ID
status	string	Subscription status
custom_fields	object	System and custom subscription fields. You can get information about subscription fields in a resource using the /v1.1/resources/fields_get method

Parameter	type	Description
cats	array	The resource categories to which the profile is subscribed.

Additionally for the Email channel:

Parameter	Type	Description
email	string	Email address

Additionally for the Push channel:

Parameter	Type	Description
provider	string	Provider type
subscription_id	string	Subscription ID

Additionally for the SMS channel:

Parameter	Type	Description
phone	string	Phone number

Additionally for the Telegram channel:

Parameter	Type	Description
cc_data	object	Chat ID between Telegram bot and user

Additionally for the WhatsApp* channel:

Parameter	Type	Description
cc_data	object	WhatsApp* user’s phone number

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Get all subscriptions from multiple profiles

Get all subscriptions from multiple profiles

Description

Retrieves all subscription entries from several customer profiles.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/list_all`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json.
resource_id	int	1	Yes	Resource ID
db_id	int	1	No	Database ID
channel	string	“email”	No	Channel type
status	string	“subscribed”	No	Subscription status
from_id	string	“abcdefghijklmnqrstuvwxyz”	No	First subscription in the list ID
limit	int	1	No	Response data limit

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "resource_id": 29,
    "from_id": "abcdefghijklmnqrstuvwxyz",
    "limit": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
  <resource_id>1</resource_id>
```

```
  <from_id>abcdefghijklmnqrstuvwxyz</from_id>
  <limit>1</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "db_id": 1,
            "profile_id": "6643052fee44bb50a671161d",
            "_xxh": "026e82a364dd17e6",
            "hash_id": "fcf06ea1",
            "resource_id": 29,
            "channel": "email",
            "email": "zanitrevitteu-5912@1xp.fr",
            "priority": 0,
            "status": "subscribed",
            "custom_fields": {
                "custom_int_field_2": 20000
            }
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "next_from_id": "cPydNpzRRGLhjKziMHRQ3awnGtyo8hjzn7Jar5mhd"
}
```

XML

```
<xml>
    <data>
        <_xxh>026e82a364dd17e6</_xxh>
        <channel>email</channel>
        <custom_fields>
            <custom_int_field_2>20000</custom_int_field_2>
        </custom_fields>
        <db_id>1</db_id>
        <email>zanitrevitteu-5912@1xp.fr</email>
        <hash_id>fcf06ea1</hash_id>
        <priority>0</priority>
        <profile_id>6643052fee44bb50a671161d</profile_id>
        <resource_id>29</resource_id>
        <status>subscribed</status>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <next_from_id>cPydNpzRRGLhjKziMHRQ3awnGtyo8hjzn7Jar5mhdm</next_from_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	string	The index must be passed in the next request to receive another piece of data, until the result output contains 0 history lines
resource_id	int	Subscription resource ID
channel	string	channel type
custom_fields	object	System and custom subscription fields. You can get information about subscription fields in a resource using the /v1.1/resources/fields_get method
cats	array	The resource categories to which the profile is subscribed.

Additionally for the Email channel:

Parameter	Type	Description
email	string	Email address

Additionally for the Push channel:

Parameter	Type	Description
provider	string	Provider type
subscription_id	string	Subscription ID

Additionally for the SMS channel:

Parameters	Type	Description
phone	string	Phone number

Additionally for the Telegram channel:

Parameter	Type	Description
cc_data	object	Chat ID between Telegram bot and user

Additionally for the WhatsApp* channel:

Parameter	Type	Description
cc_data	object	WhatsApp* user's phone number

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Get profile subscription

Get profile subscription

Description

Retrieves detailed information about one profile subscription.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	int	1	Yes	Database ID
format	string	“json”		Response data format. By default – json.
profile_id	string	“abcdefghijklmnqrstuvwxyz”	Yes	Profile ID
resource_id	int	1	Yes	Resource ID

Additionally for the Email channel:

Parameter	Type	Example	Description
channel	string	“email”	Channel type
email	string	“john@example.com”	Email address

Additionally for the Push channel:

Parameters	Type	Example	Description
channel	string	“push”	Channel type
provider	string	“Firefox”	Provider type
subscription_id	string	“abcdefghijklmnqrstuvwxyz”	Subscription ID

Additionally for the SMS channel:

Parameters	Type	Example	Description
channel	string	“sms”	Channel type
phone	string	“+79000000000”	Phone number

Additionally for the Telegram channel:

Parameters	Type	Example	Description
channel	string	“telegram_bot”	Channel type
cc_data	object	{ “id”: 1 }	Chat ID between Telegram bot and user

Additionally for the WhatsApp* channel:

Parameters	Type	Example	Description
channel	string	“telegram_bot”	Channel type
cc_data	object	{ “phone”: “+79000000000” }	WhatsApp* user’s phone number

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "resource_id": 26,
    "channel": "push",
    "subscription_id": "abcdefghijklmnqrstuvwxyz",
    "profile_id": "abcdefghijklmnqrstuvwxyz",
    "provider": "Firefox"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
  <resource_id>26</resource_id>
  <channel>push</channel>
  <subscription_id>abcdefghijklmnqrstuvwxyz</subscription_id>
  <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
  <provider>Firefox</provider>
</xml>
```

Response example

JSON

```
{
  "data": {
    "channel": "push",
    "priority": 10,
    "provider": "Firefox",
```

```
    "resource_id": 1,
    "status": "subscribed",
    "subscription_id": "abcdefghijklmnqrstuvwxyz",
    "custom_fields": {
      "_device_type": "mob",
      "_os": "Android",
      "custom_field_1": "test value"
    },
    "cats": ["news_category", "transaction_category"]
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <channel>push</channel>
        <priority>0</priority>
        <provider>Firefox</provider>
        <resource_id>26</resource_id>
        <status>subscribed</status>
        <subscription_id>abcdefghijklmnqrstuvwxyz</subscription_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
channel	string	Channel type (email, push or sms)
priority	int	Subscription priority (0 is the highest priority)
resource_id	int	Subscription resource ID
status	string	Subscription status
custom_fields	object	System and custom subscription fields. You can get information about subscription fields in a resource using the /v1.1/resources/fields_get method
cats	array	The resource categories to which the profile is subscribed.

Additionally for the Email channel:

Parameter	Type	Description
email	string	Email address

Additionally for the Push channel:

Parameter	Type	Description
provider	string	Provider type
subscription_id	string	Subscription ID

Additionally for the SMS channel:

Parameter	Type	Description
phone	string	Phone number

Additionally for the Telegram channel:

Parameter	Type	Description
cc_data	object	Chat ID between Telegram bot and user

Additionally for the WhatsApp* channel:

Parameter	Type	Description
cc_data	object	WhatsApp* user’s phone number

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Delete profile subscription

Delete profile subscription

Description

Deletes profile subscription.

Subscription remains but gets `"is_delete : true"` property.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API-токен
format	string	“json”	No	Response data format. By default – json.
profile_id	string	“abcdefghijklmnqrstuvwxyz”	Yes	Profile ID
resource_id	int	1	Yes	Resource ID
db_id	int	1	Yes	Database ID

Additionally for the Email channel:

Parameters	Type	Example	Description
channel	string	“email”	Channel type
email	string	“john@example.com”	Email address

Additionally for the Push channel:

Parameters	Type	Example	Description
channel	string	“push”	Channel type
provider	string	“Firefox”	Provider type
subscription_id	string	“abcdefghijklmnqrstuvwxyz”	Subscription ID

Additionally for the SMS channel:

Parameters	Type	Example	Description
channel	string	“sms”	Channel type
phone	string	“+79000000000”	Phone number

Additionally for the Telegram channel:

Parameters	Type	Example	Description
channel	string	“telegram_bot”	Channel type
cc_data	object	{ “id”: 1 }	Chat ID between Telegram bot and user

Additionally for the WhatsApp* channel:

Parameters	Type	Example	Description
channel	string	“whatsapp”	Channel type
cc_data	object	{ “phone”: “+79000000000” }	WhatsApp* user’s phone number

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "resource_id": 26,
    "channel": "push",
    "subscription_id": "abcdefghijklmnqrstuvwxyz",
    "profile_id": "abcdefghijklmnqrstuvwxyz",
    "provider": "Firefox"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <resource_id>26</resource_id>
    <channel>push</channel>
    <subscription_id>abcdefghijklmnqrstuvwxyz</subscription_id>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
    <provider>Firefox</provider>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
```

```
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Restore deleted subscription

Restore deleted subscription

Description

Restores deleted subscription.

Changes `"is_delete"` parameter from `"false"` to `"true"`.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/undelete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json.
profile_id	string	“abcdefghijklmnqrstuvwxyz”	Yes	Profile ID
resource_id	int	1	Yes	Resource ID
db_id	int	1	Yes	Database ID

Additionally for the Email channel:

Parameters	Type	Example	Description
channel	string	“email”	Channel type
email	string	“john@example.com”	Email address

Additionally for the Push channel:

Parameters	Type	Example	Description
channel	string	“push”	Channel type
provider	string	“Firefox”	Provider type
subscription_id	string	“abcdefghijklmnqrstuvwxyz”	Subscription ID

Additionally for the SMS channel:

Parameters	Type	Example	Description
channel	string	“sms”	Channel type
phone	string	“+79000000000”	Phone number

Additionally for the Telegram channel:

Parameters	Type	Example	Description
channel	string	“telegram_bot”	Channel type
cc_data	object	{ “id”: 1 }	Chat ID between Telegram bot and user

Additionally for the WhatsApp* channel:

Parameters	Type	Example	Description
channel	string	“whatsapp”	Channel type
cc_data	object	{ “phone”: “+79000000000” }	WhatsApp* user’s phone number

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "resource_id": 26,
    "channel": "push",
    "subscription_id": "abcdefghijklmnqrstuvwxyz",
    "profile_id": "abcdefghijklmnqrstuvwxyz",
    "provider": "Firefox"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <resource_id>26</resource_id>
    <channel>push</channel>
    <subscription_id>abcdefghijklmnqrstuvwxyz</subscription_id>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
    <provider>Firefox</provider>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
```

```
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.

Suspend all subscriptions

Suspend all subscriptions

Description

Changes profile subscription status from `"subscribed"` to `"suspended"`.

Does not affect any other subscription status.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/suspend_all`

Request example

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json.
db_id	int	1	Yes	Database ID
channel	int	“email”	No	Channel type
resource_id	int	1	No	Resource ID

If `"channel"` parameter is specified, all channel subscriptions for a database will be suspended.

If `"resource_id"` parameter is specified, all resource subscriptions for a database will be suspended.

If both parameters are specified - resource and channel subscriptions will be suspended.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "channel": "email"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <db_id>1</db_id>
```

```
  <channel>email</channel>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "updated": 4080
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <updated>1344</updated>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
updated	int	Number of subscriptions suspended

Unsuspend all suspended subscriptions

Unsuspend all suspended subscriptions

Description

Changes profile subscription status from `"suspended"` to `"subscribed"`.

Does not affect any other subscription status.

Request URL

Method: POST

`https://example.com/api/v1.1/subscriptions/unsuspend_all`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
db_id	int	1	Yes	Database ID
channel	int	“email”	No	Channel type
resource_id	int	1	No	Resource ID

If `"channel"` parameter is specified, all channel subscriptions for a database will be unsuspended.

If `"resource_id"` parameter is specified, all resource subscriptions for a database will be unsuspended.

If both parameters are specified — resource and channel subscriptions will be unsuspended.

If none of these parameters are specified — all database subscriptions will be unsuspended.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
```

```
  <db_id>1</db_id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "updated": 5428
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <updated>5428</updated>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
updated	int	Number of subscriptions unsuspended

Get profile action history

Get profile action history

Description

Retrieves a single profile action history.

Request URL

Method: POST

`https://example.com/api/v1.1/subscribers/history_get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
list_id	Int	20	Yes	Database ID
xxh	string	“0eb51aefd919f90a”	No, of you use `matching` for search	xx hash profile ID
matching	string	“email” “email_profile” “email_sub” “phone” “phone_sub” “profile_id” “push_sub” “custom” “custom_sub” “email_phone” “email_phone_sub”	No, of you use xxh for search	Profile matching mode By default — email For each type of matching, certain fields must be passed in the request body. Learn more about these fields here.
date_from	string	“2016-11-25”	No	Time period start YYYY-MM-DD
date_to	string	“2016-11-29”	No	Time period end YYYY-MM-DD

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
```

```
  "list_id": 20,
  "xxh": "0eb51aefd919f90a"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <list_id>20</list_id>
  <xxh>0eb51aefd919f90a</xxh>
</xml>
```

Response example

JSON

```
{
  "data": [
    {
      "xxh": "9202595093f237d4",
            "profile_id": "66f66973096b3b454bbbccec",
            "email": "example@example.com",
            "list_id": 66,
            "action": "send",
            "count": 1,
            "datetime": "2024-09-27T15:52:57.004Z",
            "message_id": 5,
            "campaign_id": 137,
            "event_id": "66f6aaa9da00a9db1c0b2683",
            "smid": "uBAhiRBRQhARg7y489hr5F2b2aXMJaztFS7vM7DE1NGJhZWM5",
            "campaign_name": "New astral campaign",
            "message_name": "testing",
            "subscription": {
                "resource_id": 5,
                "resource_name": "res1",
                "channel": "email",
                "email": "sub1@yandex.ru",
                "priority": 0,
                "status": "subscribed",
                "custom_fields": {
                    "_device_type": "other"
                },
                "cats": []
            },
            "channel": "email",
            "subscriptions": [
                {
                    "resource_id": 5,
                    "resource_name": "res1",
                    "channel": "email",
                    "email": "sub1@yandex.ru",
                    "priority": 0,
```

```
                    "status": "subscribed",
                    "custom_fields": {
                        "_device_type": "other"
                    },
                    "cats": []
                },
                {
                    "resource_id": 5,
                    "resource_name": "res1",
                    "channel": "email",
                    "email": "sub2@yandex.ru",
                    "priority": 0,
                    "status": "subscribed",
                    "custom_fields": {
                        "_device_type": "mob"
                    },
                    "cats": []
                }
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
  <data>
        <item>
            <xxh>9202595093f237d4</xxh>
            <profile_id>66f66973096b3b454bbbccec</profile_id>
            <email>example@example.ru</email>
            <list_id>66</list_id>
            <action>send</action>
            <count>1</count>
            <datetime>2024-09-27T15:52:57.004Z</datetime>
            <message_id>5</message_id>
            <campaign_id>137</campaign_id>
            <event_id>66f6aaa9da00a9db1c0b2683</event_id>
            <smid>uBAhiRBRQhARg7y489hr5F2b2aXMJaztFS7vM7DE1NGJhZWM5</smid>
            <campaign_name>New astral campaign</campaign_name>
            <message_name>testing</message_name>
            <subscription>
                <resource_id>5</resource_id>
                <resource_name>res1</resource_name>
                <channel>email</channel>
                <email>sub1@yandex.ru</email>
                <priority>0</priority>
                <status>subscribed</status>
                <custom_fields>
                    <_device_type>other</_device_type>
                </custom_fields>
```

```
            </subscription>
            <channel>email</channel>
            <subscriptions>
                <subscription>
                    <resource_id>5</resource_id>
                    <resource_name>res1</resource_name>
                    <channel>email</channel>
                    <email>sub1@yandex.ru</email>
                    <priority>0</priority>
                    <status>subscribed</status>
                    <custom_fields>
                        <_device_type>other</_device_type>
                    </custom_fields>
                </subscription>
                <subscription>
                    <resource_id>5</resource_id>
                    <resource_name>res1</resource_name>
                    <channel>email</channel>
                    <email>sub2@yandex.ru</email>
                    <priority>0</priority>
                    <status>subscribed</status>
                    <custom_fields>
                        <_device_type>mob</_device_type>
                    </custom_fields>
                </subscription>
            </subscriptions>
        </item>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	string	An array of received data regarding events in the profile history
data.xxh	string	Profile xxhash ID
data.profile_id	string	Profile ID
data.email	string	Profile email
data.list_id (db_id)	int	Database ID
data.action	string	Profile action (More details)
data.count	int	Number of actions taken in this second
data.datetime	string	Date and time of the action in RFC 3339 (ISO 8601) format
data.message_id	int	Message template ID Returns 0 if the action does not involve using a template.

Parameter	Type	Description
data.campaign_id	int	Campaign ID Returns 0 if the action does not involve using a campaign.
data.event_id	string	Event ID
data.smid	string	Unique identifier of the send within the campaign Returns an empty string if the action does not involve sending a message.
data.campaign_name	string	Name of the campaign Returns an empty string if the action does not involve using a campaign.
data.message_name	string	Name of the message template Returns an empty string if the action does not involve using a template.
data.subscription	string	Object containing information about the subscription under which the sending was performed
data.channel	string	Communication channel in which the event was recorded. Returns an empty string if the channel is not involved.
data.subscriptions	array of objects	All subscriptions of the profile. For CSV format, it will be represented as a JSON string.
error	int	Error code
error_text	string	Error message

Profile history events (action)

Email channel events	
send	Email sent
deliv	Email delivered
undeliv	Email not delivered
open	Email opened
read	Email read. The message was opened by the user for 8 seconds or more
click	Email clicked. Registered when the user clicks a link in the email. Each link click is registered as a separate click event, so if a profile clicks on two different links in the same email, two click events will be recorded.
confirm	Click on the subscription confirmation link in the email (confirm-link)
subscribe_email	Subscribed to the Email channel of the resource
unsubscribe_email	Unsubscribed from the Email channel of the resource
reply	Received a reply to the Email
complain	Received a Complain status
hbounce	Received a Hard Bounce status

SMS channel events	
send_sms	**SMS message sent to the gateway for subscriber delivery**
deliv_sms	**SMS message delivered**
undeliv_sms	**SMS message not delivered**
click_sms	**Non-unique click on the link in the SMS message**
subscribe_sms	**Subscribed to the SMS channel of the resource**
unsubscribe_sms	**Unsubscribed from the SMS channel of the resource**
Push channel events	
send_push	**Push sent**
deliv_push	**Push delivered**
open_push	**Non-unique opening of the push message**
click_push	**Click on the Push message**
undeliv_push	**Push message not delivered**
subscribe_push	**Subscribed to the Push channel of the resource**
unsubscribe_push	**Unsubscribed from the Push channel of the resource**
Telegram Bot Channel Events	
telegram_bot_send	**Telegram bot event: Telegram bot sent**
telegram_bot_deliv	**Telegram bot event: Telegram bot delivered**
telegram_bot_undeliv	**Telegram bot event: Telegram bot not delivered**
telegram_bot_click	**Telegram bot event: Telegram bot click**
telegram_bot_subscribe	**Telegram bot event: Telegram bot subscription**
WhatsApp* channel events	
whatsapp_send	**Message sent for delivery to the WhatsApp* chat**
whatsapp_deliv	**Message delivered to the WhatsApp* chat**
whatsapp_undeliv	**Message not delivered to the WhatsApp* chat**
whatsapp_click	**Non-unique click on the link in the WhatsApp* chat message**

whatsapp_read	**Message read by the user**
whatsapp_subscribe	**WhatsApp* channel event: WhatsApp* subscription**
Viber channel events	
viber_send	**Message sent for delivery to the Viber chat**
viber_deliv	**Message delivered to the recipient**
viber_undeliv	**Message not delivered, rejected by Viber or Devino.Online**
viber_click	**Click on the link in the message. If the recipient clicks on the same link several times, each click event is recorded.**
viber_read	**Message read by the user**
viber_subscribe	**Viber channel event: Viber subscription**
Events for all channels	
offence	**Message not sent due to sending policy restrictions**
suppress	**Message not sent by the campaign because the profile is on the stop list**
Subscriber Profile Import Events	
import_manual	**Profile created manually**
import_api	**Profile created by API import**
import_file	**Profile created by import from a file**
import_form	**Profile created by import from a form**
import_push	**Profile created as a result of push import**
import_popup	**Profile created by import via popup**
Unsubscribe Events	
unsub_api	**Subscriber unsubscribed from emails via API**
unsub_manual	**Unsubscribed manually (global profile status changed to "Unsubscribed")**
Pixel events	
pixel_open	**Goal achieved**
Promo codes events	
promocode_attach	**Promo code attached**
promocode_detach	**Promo code detached**
promocode_activate	**Promo code activated**
Segment events	

segs_add	**Entered a static segment**
segs_remove	**Exited a static segment**
Profile Relationship Events	
rel_attach	**Profile receives a connection with another profile**
rel_detach	**Profile loses a connection with another profile**
rel_strengthen	**Weight of the connection between profiles increases**
Form Events	
form_load	**Form loaded**
form_page_show	**Form page loaded**
form_post	**Form filled and submitted**
form_abandon	**Form abandoned. The profile loads the form page and does not close it for an hour, without submitting the form.**
form_bounce	**Error in filling out the form (attempted re-filling, technical issues, etc.)**

****The Meta organization, which owns Instagram, Facebook and WhatsApp products, has been declared as extremist and banned in Russia.***

Get multiple profiles action history

Get multiple profiles action history

Description

Retrieves multiple profiles action history.

Request URL

Method: POST

`https://example.com/api/v1.1/subscribers/history_get_all`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
list_id	int	20	Yes	Database ID
from_id	string	“005a06ded879ecd7.20170406”	No	The first profile in response (xxhash)
limit	int	300	No	Response profiles array limit By default - 1000
date_from	string	“2016-11-25”	Yes	Time period start YYYY-MM-DD
date_to	string	“2016-11-29”	Yes	Time period end YYYY-MM-DD
fields	string array	[“CustomID”]	No	Returns a field (`fields`) with profile data from the listed fields in the response. For CSV format, it will be represented as a JSON string.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "list_id": 4,
    "limit": 3,
    "date_from": "2024-07-15",
    "date_to": "2024-10-09",
    "format": "json",
    "from_id": "",
    "fields": [
```

```
        "CustomNumber",
        "CustomEnum"
    ]
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <list_id>4</list_id>
  <limit>3</limit>
  <date_from>2024-07-15</date_from>
  <date_to>2024-10-09</date_to>
  <format>xml</format>
  <from_id></from_id>
  <fields>CustomNumber</fields>
  <fields>CustomEnum</fields>
</xml>
```

Response example

JSON

```
{
"data": [
    {
        "xxh": "9202595093f237d4",
        "profile_id": "66f66973096b3b454bbbccec",
        "email": "example@example.com",
        "list_id": 66,
        "action": "send",
        "count": 1,
        "datetime": "2024-09-27T15:52:57.004Z",
        "message_id": 5,
        "campaign_id": 137,
        "event_id": "66f6aaa9da00a9db1c0b2683",
        "smid": "uBAhiRBRQhARg7y489hr5F2b2aXMJaztFS7vM7DE1NGJhZWM5",
        "campaign_name": "New astral campaign",
        "message_name": "testing",
        "subscription": {
            "resource_id": 5,
            "resource_name": "res1",
            "channel": "email",
            "email": "sub1@yandex.ru",
            "priority": 0,
            "status": "subscribed",
            "custom_fields": {
                "_device_type": "other"
            },
            "cats": []
        },
        "channel": "email",
```

```
        "subscriptions": [
            {
                "resource_id": 5,
                "resource_name": "res1",
                "channel": "email",
                "email": "sub1@yandex.ru",
                "priority": 0,
                "status": "subscribed",
                "custom_fields": {
                    "_device_type": "other"
                },
                "cats": []
            },
            {
                "resource_id": 5,
                "resource_name": "res1",
                "channel": "email",
                "email": "sub2@yandex.ru",
                "priority": 0,
                "status": "subscribed",
                "custom_fields": {
                    "_device_type": "mob"
                },
                "cats": []
            }
        ]
    }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
  <data>
        <item>
            <xxh>9202595093f237d4</xxh>
            <profile_id>66f66973096b3b454bbbccec</profile_id>
            <email>example@example.ru</email>
            <list_id>66</list_id>
            <action>send</action>
            <count>1</count>
            <datetime>2024-09-27T15:52:57.004Z</datetime>
            <message_id>5</message_id>
            <campaign_id>137</campaign_id>
            <event_id>66f6aaa9da00a9db1c0b2683</event_id>
            <smid>uBAhiRBRQhARg7y489hr5F2b2aXMJaztFS7vM7DE1NGJhZWM5</smid>
            <campaign_name>New astral campaign</campaign_name>
            <message_name>testing</message_name>
            <subscription>
                <resource_id>5</resource_id>
                <resource_name>res1</resource_name>
```

```
                <channel>email</channel>
                <email>sub1@yandex.ru</email>
                <priority>0</priority>
                <status>subscribed</status>
                <custom_fields>
                    <_device_type>other</_device_type>
                </custom_fields>
            </subscription>
            <channel>email</channel>
            <subscriptions>
                <subscription>
                    <resource_id>5</resource_id>
                    <resource_name>res1</resource_name>
                    <channel>email</channel>
                    <email>sub1@yandex.ru</email>
                    <priority>0</priority>
                    <status>subscribed</status>
                    <custom_fields>
                        <_device_type>other</_device_type>
                    </custom_fields>
                </subscription>
                <subscription>
                    <resource_id>5</resource_id>
                    <resource_name>res1</resource_name>
                    <channel>email</channel>
                    <email>sub2@yandex.ru</email>
                    <priority>0</priority>
                    <status>subscribed</status>
                    <custom_fields>
                        <_device_type>mob</_device_type>
                    </custom_fields>
                </subscription>
            </subscriptions>
        </item>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	string	An array of received data regarding events in the history of profiles
data.xxh	string	Profile xxhash ID
data.profile_id	string	Profile ID
data.email	string	Profile email
data.list_id (db_id)	int	Database ID
data.action	string	Profile action (More details)

Parameter	Type	Description
data.count	int	Number of actions taken in this second
data.datetime	string	Date and time of the action in RFC 3339 (ISO 8601) format
data.message_id	int	Message template ID Returns 0 if the action does not involve using a template.
data.campaign_id	int	Campaign ID Returns 0 if the action does not involve using a campaign.
data.event_id	string	Event ID
data.smid	string	Unique identifier of the send within the campaign Returns an empty string if the action does not involve sending a message.
data.campaign_name	string	Name of the campaign Returns an empty string if the action does not involve using a campaign.
data.message_name	string	Name of the message template Returns an empty string if the action does not involve using a template.
data.subscription	string	Object containing information about the subscription under which the sending was performed
data.channel	string	Communication channel in which the event was recorded. Returns an empty string if the channel is not involved.
data.subscriptions	array of objects	All subscriptions of the profile. For CSV format, it will be represented as a JSON string.
data.fields	object	Additional profile fields specified in the fields parameter of the request. For the CSV format, it will be presented as a JSON string.
next_from_id	string	The first profile in the next batch of the databas
error	int	Error code
error_text	string	Error message

Profile relations

Profile relations

TIP

Profile relations are used to describe interactions between your customers, or between customers and employees/products or points of sale. You can find more information in this User documentation article.

Attach relation

Attach relation

Description

Creates a relation between two profiles. In case a relation already exists an error will be returned.

URL

Method: POST

`https://example.com/api/v1.1/relations/attach`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
rel_id	int	3	Yes	Relation ID
profile_a	object	`{"profile_id": "c1wefohoi1312"}`	Yes	Database A profile - relation recipient (object).
profile_b	object	`{"profile_id": "c1wefohoi13123"}`	Yes	Database B profile - relation initiator (subject).
weights	object	`{"user_like": 2, "donate": 343, "is_online": true}`	Yes	Relation properties
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID

Parameter	Type	Example	Required	Description
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "rel_id": 3,
    "profile_a": {
        "profile_id": "5d63dbdb439e7306b596c5d0"
    },
    "profile_b": {
        "profile_id": "5d441038439e7363f3c26539"
    },
    "weights": {
        "user_like": 2,
        "donate": 343,
        "is_online": true
    }
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <rel_id>3</rel_id>
    <profile_a>
        <profile_id>5d63dbdb439e7306b596c5d0</profile_id>
    </profile_a>
    <profile_b>
        <profile_id>5d441038439e7363f3c26539</profile_id>
    </profile_b>
    <weights>
```

```
        <user_like>2</user_like>
        <donate>343</donate>
        <is_online>true</is_online>
    </weights>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "profile_a": "5c910f6bc484d023b1309bee",
    "profile_b": "5c910938c484d023b1309bac",
    "relation_id": 1
}
```

XML

```
<xml>
  <error>0</error>
  <error_text></error_text>
  <profile_a>5c910f6bc484d023b1309bee</profile_a>
  <profile_b>5c910938c484d023b1309bac</profile_b>
  <relation_id>1</relation_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error description
profile_a	string	Database A profile
profile_b	string	Database B profile
relation_id	int	Relation ID

Detach relation

Detach relation

Description

Removes a relation between two profiles.

URL

Method: POST

`https://example.com/api/v1.1/relations/detach`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
rel_id	int	3	Yes	Relation ID
profile_a	object	`{"profile_id": "c1wefohoi1312"}`	Yes	Database A profile - relation recipient (object).
profile_b	object	`{"profile_id": "c1wefohoi13123"}`	Yes	Database B profile - relation initiator (subject).
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID

Parameter	Type	Example	Required	Description
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "rel_id": 3,
    "profile_a": {
        "profile_id": "5d63dbdb439e7306b596c5d0"
    },
    "profile_b": {
        "profile_id": "5d441038439e7363f3c26539"
    }
}
```

XML

```
<xml>
<token>abcdefghijklmnqrstuvwxyz</token>
  <rel_id>3</rel_id>
  <profile_a>
    <profile_id>5d63dbdb439e7306b596c5d0</profile_id>
  </profile_a>
  <profile_b>
    <profile_id>5d441038439e7363f3c26539</profile_id>
  </profile_b>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "profile_a": "5c910f6bc484d023b1309bee",
    "profile_b": "5c910938c484d023b1309bac",
    "relation_id": 1
}
```

XML

```
<xml>
    <error>0</error>
    <error_text></error_text>
    <profile_a>5c910f6bc484d023b1309bee</profile_a>
    <profile_b>5c910938c484d023b1309bac</profile_b>
    <relation_id>1</relation_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error description
profile_a	string	Database A profile
profile_b	string	Database B profile
relation_id	int	Relation ID

Modify relation properties

Modify relation properties

Description

Modifies (increases or decreases) relation properties' values by those you send in `weights` parameter of the request. You can use both positive and negative values.

> **NOTE**
>
> **If no relation is found between the two profiles, a new relation will be created.**

> **TIP**
>
> **If you need to replace properties' values instead of increasing/decreasing, use Overwrite relation properties endpoint.**

URL

Method: POST.

`https://example.com/api/v1.1/relations/strengthen`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
rel_id	int	3	Yes	Relation ID
profile_a	object	`{"profile_id": "c1wefohoi1312"}`	Yes	Database A profile - relation recipient (object).
profile_b	object	`{"profile_id": "c1wefohoi13123"}`	Yes	Database B profile - relation initiator (subject).
weights	object	`{"user_like": 2, "donate": 343, "is_online": true}`	Yes	Relation properties. If you need to weaken the property, pass a negative value: -2 or -343
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email

Parameter	Type	Example	Required	Description
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "rel_id": 3,
    "profile_a": {
        "profile_id": "5d63dbdb439e7306b596c5d0"
    },
    "profile_b": {
        "profile_id": "5d441038439e7363f3c26539"
    },
    "weights": {
        "user_like": 2,
        "donate": 343,
        "is_online": true
    }
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <rel_id>3</rel_id>
  <profile_a>
    <profile_id>5d63dbdb439e7306b596c5d0</profile_id>
  </profile_a>
  <profile_b>
    <profile_id>5d441038439e7363f3c26539</profile_id>
  </profile_b>
  <weights>
    <user_like>2</user_like>
    <donate>343</donate>
    <is_online>true</is_online>
  </weights>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "profile_a": "5c910f6bc484d023b1309bee",
    "profile_b": "5c910938c484d023b1309bac",
    "relation_id": 1
}
```

XML

```
<xml>
  <error>0</error>
  <error_text></error_text>
  <profile_a>5c910f6bc484d023b1309bee</profile_a>
  <profile_b>5c910938c484d023b1309bac</profile_b>
  <relation_id>1</relation_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error description
profile_a	string	Database A profile
profile_b	string	Database B profile
relation_id	int	Relation ID

Overwrite relation properties

Overwrite relation properties

Description

Replaces relation properties' values with the ones you send with this request.

> **NOTE**
>
> **In case no relation between the specified profiles exists — a new relation will be created.**

> **TIP**
>
> **If you need to increase or decrease relation properties, use Modify relation properties endpoint.**

URL

Method: POST.

`https://example.com/api/v1.1/relations/edit`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
rel_id	int	3	Yes	Relation ID
profile_a	object	`{"profile_id": "c1wefohoi1312"}`	Yes	Database A profile - relation recipient (object).
profile_b	object	`{"profile_id": "c1wefohoi13123"}`	Yes	Database B profile - relation initiator (subject).
weights	object	`{"user_like": 2, "donate": 343, "is_online": true}`	Yes	Relation properties
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email

Parameter	Type	Example	Required	Description
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "rel_id": 3,
    "profile_a": {
        "profile_id": "5d63dbdb439e7306b596c5d0"
    },
    "profile_b": {
        "profile_id": "5d441038439e7363f3c26539"
    },
    "weights": {
        "user_like": 2,
        "donate": 343,
        "is_online": true
    }
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <rel_id>3</rel_id>
  <profile_a>
    <profile_id>5d63dbdb439e7306b596c5d0</profile_id>
  </profile_a>
  <profile_b>
```

```
    <profile_id>5d441038439e7363f3c26539</profile_id>
  </profile_b>
  <weights>
    <user_like>2</user_like>
    <donate>343</donate>
    <is_online>true</is_online>
  </weights>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "profile_a": "5c910f6bc484d023b1309bee",
    "profile_b": "5c910938c484d023b1309bac",
    "relation_id": 1
}
```

XML

```
<xml>
<error>0</error>
  <error_text></error_text>
  <profile_a>5c910f6bc484d023b1309bee</profile_a>
  <profile_b>5c910938c484d023b1309bac</profile_b>
  <relation_id>1</relation_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error description
profile_a	string	Database A profile
profile_b	string	Database B profile
relation_id	int	Relation ID

Get profile relations info

Get profile relations info

Description

Get information about a Database A profile's relations (initiated by Database B profiles) and their properties.

URL

Method: POST.

`https://example.com/api/v1.1/relations/get_counter`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
rel_id	int	3	Yes	Relation ID
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "rel_id": 3,
    "profile_id": "5d63dbdb439e7306b596c5d0"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <rel_id>3</rel_id>
  <profile_id>5d63dbdb439e7306b596c5d0</profile_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "profile_id": "669e6968ebf4ac52b623a997",
        "profile_xxh": "5af1023c84f66195",
        "props": {}
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <profile_id>669e6968ebf4ac52b623a997</profile_id>
        <profile_xxh>5af1023c84f66195</profile_xxh>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
data	object	Profile relations info

Parameter	Type	Description
data.profile_id	string	Profile identifier
data.profile_xxh	string	Hashed profile ID
data.props	object	Relation properties

Relation properties: numeric

Parameter	Type	Description
top	object	Property top records
sum	int/float	Sum total of property values

Get profile relations info

Description

The request brings a list of all existing links for the specified profile from the database A, including identifiers of linked profiles, types of links and their characteristics.

URL

Method: POST.

`https://example.com/api/v1.1/relations/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
rel_id	int	3	Yes	Relation ID
profile_id	string	"669e6968ebf4ac52b623a997"	Yes, if no other search type is specified	Profile identifier from database A for the search
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching

Request example

JSON

```
{
    "token": "8a28168486844c8bae2673a51d4433ff",
    "rel_id": 2,
    "profile_id": "669e6968ebf4ac52b623a997"
}
```

XML

```
<xml>
  <token>8a28168486844c8bae2673a51d4433ff</token>
  <rel_id>2</rel_id>
  <profile_id>669e6968ebf4ac52b623a997</profile_id>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "profile_id_a": "669e6968ebf4ac52b623a997",
            "xxh_a": "5af1023c84f66195",
            "profile_id_b": "6751b8f1c5e3db9bcb75befa",
            "xxh_b": "879cebbb0e6b6723",
            "db_b": 9,
            "props": {
                "exr": {
                    "value": 11323123
                }
            }
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 1
}
```

XML

```
<xml>
    <data>
        <profile_id_a>669e6968ebf4ac52b623a997</profile_id_a>
            <xxh_a>5af1023c84f66195</xxh_a>
            <profile_id_b>6751b8f1c5e3db9bcb75befa</profile_id_b>
            <xxh_b>879cebbb0e6b6723</xxh_b>
            <db_b>9</db_b>
            <props>
                <exr>
```

```
                    <value>11323123</value>
                </exr>
            </props>
        </relation>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>1</total_count>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error message
data	object	Information about profile relations
data.profile_id_a	string	ID of profile A (the profile to which the relation is directed)
data.xxh_a	string	Hashed ID of profile A
data.profile_id_b	string	ID of profile B (the profile initiating the relation)
data.xxh_b	string	Hashed ID of profile B
data.db_b	int	ID of the database containing profile B
data.props	object	Connection properties
data.total_count	int	Number of relations with other profiles

Get database statistics

Description

Get the statistics of subscriptions to a specific resource within the base.

URL

Method: POST

`https://example.com/api/v1.1/databases/get_counters`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Database ID
resource_id	int	1	Yes	Resource ID
format	int	“json”	No	Response data format By default – json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 5,
    "resource_id": 24,
    "format": "json"
}
```

XML

```
 <xml>
     <token>abcdefghijklmnqrstuvwxyz</token>
     <id>5</id>
     <resource_id>24</resource_id>
     <format>json</format>
 </xml>
```

Response example

JSON

```
{
    "data": [
```

```
        {
            "channel": "email",
            "status": {
                "all": 1336,
                "subscribed": 925,
                "unsubscribed": 0,
                "complained": 0,
                "hardbounced": 411,
                "unconfirmed": 0,
                "suspended": 0,
                "invalid": 0,
                "subscribed_sendable": 925,
                "unconfirmed_sendable": 0
            }
        },
        {
            "channel": "sms",
            "status": {
                "all": 1336,
                "subscribed": 0,
                "unsubscribed": 0,
                "complained": 0,
                "hardbounced": 0,
                "unconfirmed": 0,
                "suspended": 0,
                "invalid": 0,
                "subscribed_sendable": 0,
                "unconfirmed_sendable": 0
            }
        },
        {
            "channel": "push",
            "status": {
                "all": 1336,
                "subscribed": 0,
                "unsubscribed": 0,
                "complained": 0,
                "hardbounced": 0,
                "unconfirmed": 0,
                "suspended": 0,
                "invalid": 0,
                "subscribed_sendable": 0,
                "unconfirmed_sendable": 0
            }
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```


XML

```
<xml>
    <data>
        <channel>email</channel>
        <status>
            <all>1336</all>
            <subscribed>925</subscribed>
            <unsubscribed>0</unsubscribed>
            <complained>0</complained>
            <hardbounced>411</hardbounced>
            <unconfirmed>0</unconfirmed>
            <suspended>0</suspended>
            <invalid>0</invalid>
            <subscribed_sendable>925</subscribed_sendable>
            <unconfirmed_sendable>0</unconfirmed_sendable>
        </status>
    </data>
    <data>
        <channel>sms</channel>
        <status>
            <all>1336</all>
            <subscribed>0</subscribed>
            <unsubscribed>0</unsubscribed>
            <complained>0</complained>
            <hardbounced>0</hardbounced>
            <unconfirmed>0</unconfirmed>
            <suspended>0</suspended>
            <invalid>0</invalid>
            <subscribed_sendable>0</subscribed_sendable>
            <unconfirmed_sendable>0</unconfirmed_sendable>
        </status>
    </data>
    <data>
        <channel>push</channel>
        <status>
            <all>1336</all>
            <subscribed>0</subscribed>
            <unsubscribed>0</unsubscribed>
            <complained>0</complained>
            <hardbounced>0</hardbounced>
            <unconfirmed>0</unconfirmed>
            <suspended>0</suspended>
            <invalid>0</invalid>
            <subscribed_sendable>0</subscribed_sendable>
            <unconfirmed_sendable>0</unconfirmed_sendable>
        </status>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	array of objects	Array of received resource channel data
error	int	Error code
error_text	string	Error text

Update statistics on database

Description

Update subscription statistics of profiles in the database.

Returns a response with task ID without waiting for execution.

URL

Method: POST

`https://example.com/api/v1.1/databases/refresh_counters`

Request parameters

```
    <tr>
        <td>format</td>
        <td>JSON object </td>
        <td>"json"</td>
        <td>No</td>
        <td> Response data format<br/>By default – json </td>
    </tr>
    <tr>
        <td>feedback</td>
        <td>JSON object </td>
        <td>
```

```
"feedback": {
    "type": "JSON",
    "url": "http://example.com/receiver"
}
```

```
            </td>
        <td>No</td>
        <td>Parameter defining the method of sending data about statistics update. <br/>
Parameter "type" - the format or method used to send the data.<br/> "url" - the URL to which
the statistics data will be sent.<br/></td>
    </tr>
</tbody>
```

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
id	int	1	Yes	Database ID
resource_id	int	1	Yes	Resource ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 5,
    "resource_id": 24,
    "format": "json",
    "feedback": {
        "type": "JSON",
        "url": "http://example.com/receiver"
    }
}
```

XML

```
<xml>
     <token>abcdefghijklmnqrstuvwxyz</token>
     <id>5</id>
     <resource_id>24</resource_id>
     <format>json</format>
     <feedback>
         <type>JSON</type>
         <url>http://example.com/receiver</url>
     </feedback>
 </xml>
```

Response example

JSON

```
{
    "data": {
        "task_id": "6908adeb-346e-4f5e-9f68-df062bf795cf"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
     <data>
         <task_id>6908adeb-346e-4f5e-9f68-df062bf795cf</task_id>
     </data>
     <error>0</error>
     <error_text>Successful operation</error_text>
 </xml>
```

Response parameters

Parameter	Type	Description
data	JSON objects	Contains the task identifier - task_id
error	int	Error code
error_text	string	Error text

Checking the task status

URL

Method: POST

`https://example.com/api/v1.1/tasks/status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
task_id	string	“518f4997-ec43-4df5-bfd0-093aaacf679f”	Yes	Task ID

Request example

JSON

```
{
    "task_id": "930bfdb0-a5a8-4207-a77d-6b989bdea326",
    "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
     <task_id>930bfdb0-a5a8-4207-a77d-6b989bdea326</task_id>
     <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
    "data": {
        "status": "completed",
        "progress": 100,
        "result": [
            {
                "channels": [
                    {
                        "channel": "email",
                        "status": {
```

```
                        "all": 1336,
                        "complained": 0,
                        "hardbounced": 411,
                        "invalid": 0,
                        "subscribed": 925,
                        "subscribed_sendable": 925,
                        "suspended": 0,
                        "unconfirmed": 0,
                        "unconfirmed_sendable": 0,
                        "unsubscribed": 0
                    }
                },
                {
                    "channel": "push",
                    "status": {
                        "all": 1336,
                        "complained": 0,
                        "hardbounced": 0,
                        "invalid": 0,
                        "subscribed": 0,
                        "subscribed_sendable": 0,
                        "suspended": 0,
                        "unconfirmed": 0,
                        "unconfirmed_sendable": 0,
                        "unsubscribed": 0
                    }
                },
                {
                    "channel": "sms",
                    "status": {
                        "all": 1336,
                        "complained": 0,
                        "hardbounced": 0,
                        "invalid": 0,
                        "subscribed": 0,
                        "subscribed_sendable": 0,
                        "suspended": 0,
                        "unconfirmed": 0,
                        "unconfirmed_sendable": 0,
                        "unsubscribed": 0
                    }
                }
            ],
            "in_progress": false,
            "last_count_time": "counted at 2024-04-17T21:36:01Z in 82.746959ms",
            "refresh_task_id": "",
            "resource_id": 24,
            "total_count": 1336,
            "updated": "2024-04-17T21:36:01.449Z"
        }
    ]
},
"error": 0,
```

```
    "error_text": "Successful operation"
}
```


XML


```
<xml>
     <data>
         <status>completed</status>
         <progress>100</progress>
         <result>
             <channels>
                 <channel>email</channel>
                 <status>
                     <all>1336</all>
                     <complained>0</complained>
                     <hardbounced>411</hardbounced>
                     <invalid>0</invalid>
                     <subscribed>925</subscribed>
                     <subscribed_sendable>925</subscribed_sendable>
                     <suspended>0</suspended>
                     <unconfirmed>0</unconfirmed>
                     <unconfirmed_sendable>0</unconfirmed_sendable>
                     <unsubscribed>0</unsubscribed>
                 </status>
             </channels>
             <channels>
                 <channel>push</channel>
                 <status>
                     <all>1336</all>
                     <complained>0</complained>
                     <hardbounced>0</hardbounced>
                     <invalid>0</invalid>
                     <subscribed>0</subscribed>
                     <subscribed_sendable>0</subscribed_sendable>
                     <suspended>0</suspended>
                     <unconfirmed>0</unconfirmed>
                     <unconfirmed_sendable>0</unconfirmed_sendable>
                     <unsubscribed>0</unsubscribed>
                 </status>
             </channels>
             <channels>
                 <channel>sms</channel>
                 <status>
                     <all>1336</all>
                     <complained>0</complained>
                     <hardbounced>0</hardbounced>
                     <invalid>0</invalid>
                     <subscribed>0</subscribed>
                     <subscribed_sendable>0</subscribed_sendable>
                     <suspended>0</suspended>
                     <unconfirmed>0</unconfirmed>
                     <unconfirmed_sendable>0</unconfirmed_sendable>
                     <unsubscribed>0</unsubscribed>
```

```
                </status>
            </channels>
            <in_progress>false</in_progress>
            <last_count_time>counted at 2024-04-17T21:36:01Z in
82.746959ms</last_count_time>
            <refresh_task_id></refresh_task_id>
            <resource_id>24</resource_id>
            <total_count>1336</total_count>
            <updated>2024-04-17T21:36:01.449Z</updated>
        </result>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Get database list

Get database list

Description

Retrieves a list of databases.

Request URL

Method: POST

`https://example.com/api/v1.1/databases/list/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	int	“json”	No	Response data format By default – json
from_id	int	1	No	First database in the list ID By default – 1
limit	int	1	No	Limit for response entries By default – 1000
ui_tags	[]String	[“tag1”, “tag2”]	No	List of tags for search
groups	[]String	[“group1”, “group2”]	No	List of access groups
groups_id	[]int	[0, 1]	No	List of access groups

Request example

JSON

```
{
  "limit": 2,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <limit>2</limit>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON


```
{
  "data": [
    {
      "id": 1,
      "name": "Database #1",
      "ui_tags": [],
      "Groups": [
        {
          "Id": 0,
          "Name": "main"
        }
      ]
    },
    {
      "id": 2,
      "name": "Database #2",
      "ui_tags": ["tag1", "tag2"],
      "Groups": [
        {
          "Id": 1,
          "Name": "subaccount"
        }
      ]
    }
  ],
  "error": 0,
  "error_text": "Successful operation",
  "next_from_id": 6,
  "total_count": 4
}
```


XML


```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <data>
    <id>1</id>
    <name>Database #1</name>
    <Groups>
      <Id>0</Id>
      <Name>main</Name>
    </Groups>
  </data>
  <data>
    <id>2</id>
    <name>Database #2</name>
    <ui_tags>tag1</ui_tags>
    <ui_tags>tag2</ui_tags>
    <Groups>
```

```
      <Id>1</Id>
      <Name>subaccount</Name>
    </Groups>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <next_from_id>6</next_from_id>
  <total_count>4</total_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	int	The index must be passed in the next request to receive another piece of data, until the result output contains 0 history lines
total_count	int	Total database count
id	int	Database ID
name	string	Database name
ui_tags	[]String	List of tags
groups	[]String	List of groups

Get database information

Get database information

Description

Retrieves a database information.

Request URL

Method: POST

`https://example.com/api/v1.1/databases/get/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Database ID
format	int	“json”	No	Response data format By default – json

Request example

JSON

```
{
  "id": 1,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <id>1</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": {
    "id": 1,
    "name": "B2C customers",
```

```
    "suppress_id": 1,
    "description": "May contain info"
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <data>
    <id>1</id>
    <name>B2C customers</name>
    <suppress_id>1</suppress_id>
    <description>May contain info</description>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Database ID
name	string	Database name
suppress_id	int	Associated suppression list ID
description	string	Database description

Get database fields

Get database fields

Description

Retrieves database fields information. The types of fields and allowed values are described in [this article](#).

Request URL

Method: POST

`https://example.com/api/v1.1/databases/fields_get/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Database ID
format	int	“json”	No	Response data format By default – json

Request example

JSON

```
{
  "id": 1,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <id>1</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": [
    {
      "category": "system",
```

```
    "title": "Id",
    "name": "_id",
    "required": true,
    "submanager": false,
    "type": "unicode",
    "enum_values": null
  },
  {
    "category": "default",
    "title": "FirstName",
    "name": "_fname",
    "required": false,
    "submanager": false,
    "type": "unicode",
    "enum_values": null
  },
  {
    "category": "custom",
    "title": "Custom_String",
    "name": "Custom_String",
    "required": false,
    "submanager": false,
    "type": "unicode",
    "enum_values": null
  },
  {
    "category": "custom",
    "title": "Custom_Int",
    "name": "Custom_Int",
    "required": false,
    "submanager": false,
    "type": "int",
    "enum_values": null
  },
  {
    "category": "custom",
    "title": "Custom_Bool",
    "name": "Custom_Bool",
    "required": false,
    "submanager": false,
    "type": "bool",
    "enum_values": null
  },
  {
    "category": "custom",
    "title": "Custom_Date",
    "name": "Custom_Date",
    "required": false,
    "submanager": false,
    "type": "date",
    "enum_values": null
  },
  {
    "category": "custom",
```

```
      "title": "Custom_Tags",
      "name": "Custom_Tags",
      "required": false,
      "submanager": false,
      "type": "tags",
      "enum_values": null
    },
    {
      "category": "custom",
      "title": "Custom_Enum",
      "name": "Custom_Enum",
      "required": false,
      "submanager": false,
      "type": "enum",
      "enum_values": [
        {
          "name": "GMail",
          "value": 2
        },
        {
          "name": "HotMail",
          "value": 3
        },
        {
          "name": "Yahoo!",
          "value": 1
        }
      ]
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```


XML


```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <data>
    <category>system</category>
    <title>Id</title>
    <name>_id</name>
    <required>true</required>
    <submanager>false</submanager>
    <type>unicode</type>
  </data>
  <data>
    <category>default</category>
    <title>FirstName</title>
    <name>_fname</name>
    <required>false</required>
    <submanager>false</submanager>
    <type>unicode</type>
```

```
</data>
<data>
  <category>custom</category>
  <title>Custom_String</title>
  <name>Custom_String</name>
  <required>false</required>
  <submanager>false</submanager>
  <type>unicode</type>
</data>
<data>
  <category>custom</category>
  <title>Custom_Int</title>
  <name>Custom_Int</name>
  <required>false</required>
  <submanager>false</submanager>
  <type>int</type>
</data>
<data>
  <category>custom</category>
  <title>Custom_Bool</title>
  <name>Custom_Bool</name>
  <required>false</required>
  <submanager>false</submanager>
  <type>bool</type>
</data>
<data>
  <category>custom</category>
  <title>Custom_Date</title>
  <name>Custom_Date</name>
  <required>false</required>
  <submanager>false</submanager>
  <type>date</type>
</data>
<data>
  <category>custom</category>
  <title>Custom_Tags</title>
  <name>Custom_Tags</name>
  <required>false</required>
  <submanager>false</submanager>
  <type>tags</type>
</data>
<data>
  <category>custom</category>
  <title>Custom_Enum</title>
  <name>Custom_Enum</name>
  <required>false</required>
  <submanager>false</submanager>
  <type>enum</type>
  <enum_values>
    <name>GMail</name>
    <value>2</value>
  </enum_values>
  <enum_values>
    <name>HotMail</name>
```

```
      <value>3</value>
    </enum_values>
    <enum_values>
      <name>Yahoo!</name>
      <value>1</value>
    </enum_values>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
category	string	Field category
title	string	Field title
name	string	Field name
required	bool	Required flag
submanager	bool	Subscription manager access
type	string	Field type
enum_values		Enum list values

Database wipe

Database wipe

Description

Wipes all data from a database:

1. **All customer or seed profiles.**
2. **All associated data except statistics.**

To use this request you need to reconfigure `main.json` file in `config` directory:

```
{
    "ALLOW_DATA_WIPE": true
}
```

Request URL

Method: POST

`https://example.com/api/v1.1/databases/wipe`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	database ID
format	int	“json”	No	Response data format By default – json

Request example

JSON

```
{
  "id": 1,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <id>1</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": {
    "count_action": 0,
    "count_profile": 0
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <data>
    <count_action>0</count_action>
    <count_profile>0</count_profile>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	JSON object	Data object
data.count_action	int	Profile actions wiped
data.count_profile	int	Profiles wiped
error	int	Error code
error_text	string	Error text

Get resource statistics

Description

Get the statistics of subscriptions on resource.

URL

Method: POST

`https://example.com/api/v1.1/resources/get_counters`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
list_id	int	1	Yes	Database ID
id	int	1	Yes	Resource ID
format	JSON object	“json”	No	Response data format By default – json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "list_id": 24,
    "id": 5,
    "format": "json"
}
```

XML

```
 <xml>
     <token>abcdefghijklmnqrstuvwxyz</token>
     <list_id>24</list_id>
     <id>5</id>
     <format>json</format>
 </xml>
```

Response example

JSON

```
{
    "data": [
```

```
        {
            "channel": "email",
            "status": {
                "all": 1336,
                "subscribed": 925,
                "unsubscribed": 0,
                "complained": 0,
                "hardbounced": 411,
                "unconfirmed": 0,
                "suspended": 0,
                "invalid": 0,
                "subscribed_sendable": 925,
                "unconfirmed_sendable": 0
            }
        },
        {
            "channel": "sms",
            "status": {
                "all": 1336,
                "subscribed": 0,
                "unsubscribed": 0,
                "complained": 0,
                "hardbounced": 0,
                "unconfirmed": 0,
                "suspended": 0,
                "invalid": 0,
                "subscribed_sendable": 0,
                "unconfirmed_sendable": 0
            }
        },
        {
            "channel": "push",
            "status": {
                "all": 1336,
                "subscribed": 0,
                "unsubscribed": 0,
                "complained": 0,
                "hardbounced": 0,
                "unconfirmed": 0,
                "suspended": 0,
                "invalid": 0,
                "subscribed_sendable": 0,
                "unconfirmed_sendable": 0
            }
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```


XML

```
<xml>
     <data>
         <channel>email</channel>
         <status>
             <all>1336</all>
             <subscribed>925</subscribed>
             <unsubscribed>0</unsubscribed>
             <complained>0</complained>
             <hardbounced>411</hardbounced>
             <unconfirmed>0</unconfirmed>
             <suspended>0</suspended>
             <invalid>0</invalid>
             <subscribed_sendable>925</subscribed_sendable>
             <unconfirmed_sendable>0</unconfirmed_sendable>
         </status>
     </data>
     <data>
         <channel>sms</channel>
         <status>
             <all>1336</all>
             <subscribed>0</subscribed>
             <unsubscribed>0</unsubscribed>
             <complained>0</complained>
             <hardbounced>0</hardbounced>
             <unconfirmed>0</unconfirmed>
             <suspended>0</suspended>
             <invalid>0</invalid>
             <subscribed_sendable>0</subscribed_sendable>
             <unconfirmed_sendable>0</unconfirmed_sendable>
         </status>
     </data>
     <data>
         <channel>push</channel>
         <status>
             <all>1336</all>
             <subscribed>0</subscribed>
             <unsubscribed>0</unsubscribed>
             <complained>0</complained>
             <hardbounced>0</hardbounced>
             <unconfirmed>0</unconfirmed>
             <suspended>0</suspended>
             <invalid>0</invalid>
             <subscribed_sendable>0</subscribed_sendable>
             <unconfirmed_sendable>0</unconfirmed_sendable>
         </status>
     </data>
     <error>0</error>
     <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	array of objects	Array of received resource channel data
error	int	Error code
error_text	string	Error text

Update statistics on resource

Description

Update subscription statistics of resource.

Returns a response with task ID without waiting for execution.

URL

Method: POST

`https://example.com/api/v1.1/resources/refresh_counters`

Request

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
id	int	1	Yes	Resource ID
list_id	int	1	Yes	Database ID
format	JSON object	"json"	No	Response data format By default – json
feedback	JSON object	```json "feedback": { "type": "JSON", "url": "http://example.com/receiver" } ```	No	Parameter defining the method of sending data about statistics update. Parameter "type" - the format or method used to send the data. "url" - the URL to which the statistics data will be sent.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 24,
    "list_id": 1,
    "format": "json",
    "feedback": {
        "type": "JSON",
        "url": "http://example.com/receiver"
    }
}
```

XML

```
<xml>
     <token>abcdefghijklmnqrstuvwxyz</token>
```

```
     <id>24</id>
     <list_id>1</list_id>
     <format>json</format>
     <feedback>
         <type>JSON</type>
         <url>http://example.com/receiver</url>
     </feedback>
</xml>
```

Response example

JSON

```
{
    "data": {
        "task_id": "c9c3ec48-1bef-4969-9c1a-df39f0c179bb"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
     <data>
         <task_id>c9c3ec48-1bef-4969-9c1a-df39f0c179bb</task_id>
     </data>
     <error>0</error>
     <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	JSON objects	Contains the task identifier - task_id
error	int	Error code
error_text	string	Error text

Checking the task status

URL

Method: POST

`https://example.com/api/v1.1/tasks/status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
task_id	string	“518f4997-ec43-4df5-bfd0-093aaacf679f”	Yes	Task ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "task_id": "c9c3ec48-1bef-4969-9c1a-df39f0c179bb"
}
```

XML

```
<xml>
     <token>abcdefghijklmnqrstuvwxyz</token>
     <task_id>c9c3ec48-1bef-4969-9c1a-df39f0c179bb</task_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "status": "completed",
        "progress": 100,
        "result": [
            {
                "channels": [
                    {
                        "channel": "sms",
                        "status": {
                            "all": 1336,
                            "complained": 0,
                            "hardbounced": 0,
                            "invalid": 0,
                            "subscribed": 0,
                            "subscribed_sendable": 0,
                            "suspended": 0,
                            "unconfirmed": 0,
                            "unconfirmed_sendable": 0,
                            "unsubscribed": 0
                        }
                    },
                    {
                        "channel": "push",
                        "status": {
                            "all": 1336,
                            "complained": 0,
```

```
                            "hardbounced": 0,
                            "invalid": 0,
                            "subscribed": 0,
                            "subscribed_sendable": 0,
                            "suspended": 0,
                            "unconfirmed": 0,
                            "unconfirmed_sendable": 0,
                            "unsubscribed": 0
                        }
                    },
                    {
                        "channel": "email",
                        "status": {
                            "all": 1336,
                            "complained": 0,
                            "hardbounced": 434,
                            "invalid": 0,
                            "subscribed": 842,
                            "subscribed_sendable": 842,
                            "suspended": 0,
                            "unconfirmed": 0,
                            "unconfirmed_sendable": 0,
                            "unsubscribed": 60
                        }
                    }
                ],
                "in_progress": false,
                "last_count_time": "counted at 2024-04-19T13:31:08Z in 231.374251ms",
                "list_id": 1,
                "refresh_task_id": "",
                "updated": "2024-04-19T13:31:08.927Z"
            }
        ]
    },
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
        <status>completed</status>
        <progress>100</progress>
        <result>
            <channels>
                <channel>sms</channel>
                <status>
                    <all>1336</all>
                    <complained>0</complained>
                    <hardbounced>0</hardbounced>
                    <invalid>0</invalid>
                    <subscribed>0</subscribed>
```

```
                    <subscribed_sendable>0</subscribed_sendable>
                    <suspended>0</suspended>
                    <unconfirmed>0</unconfirmed>
                    <unconfirmed_sendable>0</unconfirmed_sendable>
                    <unsubscribed>0</unsubscribed>
                </status>
            </channels>
            <channels>
                <channel>push</channel>
                <status>
                    <all>1336</all>
                    <complained>0</complained>
                    <hardbounced>0</hardbounced>
                    <invalid>0</invalid>
                    <subscribed>0</subscribed>
                    <subscribed_sendable>0</subscribed_sendable>
                    <suspended>0</suspended>
                    <unconfirmed>0</unconfirmed>
                    <unconfirmed_sendable>0</unconfirmed_sendable>
                    <unsubscribed>0</unsubscribed>
                </status>
            </channels>
            <channels>
                <channel>email</channel>
                <status>
                    <all>1336</all>
                    <complained>0</complained>
                    <hardbounced>434</hardbounced>
                    <invalid>0</invalid>
                    <subscribed>842</subscribed>
                    <subscribed_sendable>842</subscribed_sendable>
                    <suspended>0</suspended>
                    <unconfirmed>0</unconfirmed>
                    <unconfirmed_sendable>0</unconfirmed_sendable>
                    <unsubscribed>60</unsubscribed>
                </status>
            </channels>
            <in_progress>false</in_progress>
            <last_count_time>counted at 2024-04-19T13:31:08Z in
231.374251ms</last_count_time>
            <list_id>1</list_id>
            <refresh_task_id></refresh_task_id>
            <updated>2024-04-19T13:31:08.927Z</updated>
        </result>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Get resources list

Get resources list

Description

Retrieves all created resources list.

Request URL

Method: POST

`https://example.com/api/v1.1/resources/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
from_id	int	1	No	The first ID in the response. By default – 1
limit	int	1	No	Resources list limit. By default – 1000
groups	[]String	`[ “group1”, “group2” ]`	No	List of access groups
groups_id	[]int	`[ 0, 1 ]`	No	List of access groups IDs

Request example

JSON

```
{
  "from_id": 1,
  "limit": 1,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <from_id>1</from_id>
  <limit>1</limit>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": [
    {
      "id": 1,
      "name": "Resource",
      "groups": [
        {
          "id": 1,
          "name": "subaccount"
        }
      ]
    }
  ],
  "error": 0,
  "error_text": "Successful operation",
  "next_from_id": 4,
  "total_count": 1
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <data>
    <id>1</id>
    <name>Resource</name>
    <groups>
      <id>1</id>
      <name>subaccount</name>
    </groups>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <next_from_id>4</next_from_id>
  <total_count>1</total_count>
</xml>
```

Response parameters

Parameter	Type	description
error	int	Error code
error_text	string	Error text
next_from_id	int	The index must be passed in the next request to receive another piece of data, until the result output contains 0 history lines
id	int	Resource ID

Parameter	Type	description
name	**string**	**Resource name**
total_count	**int**	**Total resources count**
groups	**[]String**	**List of groups**

Get resource information

Get resource information

Description

Retrieves detailed information about a single resource, including channels and associated databases.

Request URL

Method: POST

`https://example.com/api/v1.1/resources/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Resource ID

Request example

JSON

```
{
  "id": 1,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <id>1</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": {
    "channels": ["email", "push"],
    "dbs_ids": [1],
```

```
    "id": 1,
    "name": "Resource",
    "trk_domain": "tracking.example.com",
    "url": "https://blog.example:8080"
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <data>
    <channels>email</channels>
    <channels>push</channels>
    <dbs_ids>1</dbs_ids>
    <id>1</id>
    <name>Resource</name>
    <trk_domain>tracking.example.com</trk_domain>
    <url>https://blog.example:8080</url>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
channel	JSON array	Enabled channels
dbs_ids	JSON array	Associated databases
id	int	Resource ID
name	string	Resource name
trk_domain	string	Subscribers actions tracking domain
url	string	Resource URL

Get resource subscription fields

Description

Get information about system and additional subscription fields.

Request URL

Method: POST

`https://example.com/api/v1.1/resources/fields_get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Resource ID
channel	string	“email” “sms” “push” “telegram_bot” “whatsapp”	Yes	Resource subscription channel

Request example

JSON

```
{
  "id": 1,
  "channel": "email",
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <id>1</id>
  <channel>email</channel>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": [
```

```
{
  "category": "custom",
  "title": "New_field_1",
  "name": "api_new_field_1",
  "required": false,
  "type": "int"
},
{
  "category": "system",
  "title": "Device type",
  "name": "_device_type",
  "required": false,
  "type": "unicode",
  "dictionary": "devices"
},
{
  "category": "system",
  "title": "Device model",
  "name": "_device_model",
  "required": false,
  "type": "unicode"
},
{
  "category": "system",
  "title": "Device name",
  "name": "_device_name",
  "required": false,
  "type": "unicode"
},
{
  "category": "system",
  "title": "Platform",
  "name": "_os",
  "required": false,
  "type": "unicode",
  "dictionary": "oses"
},
{
  "category": "system",
  "title": "Platform version",
  "name": "_os_ver",
  "required": false,
  "type": "version"
},
{
  "category": "system",
  "title": "Platform time zone",
  "name": "_os_tz",
  "required": false,
  "type": "unicode",
  "dictionary": "tz"
},
{
  "category": "system",
```

```
    "title": "Platform language",
    "name": "_os_language",
    "required": false,
    "type": "unicode",
    "dictionary": "languages"
  },
  {
    "category": "system",
    "title": "Ad tracking allowed",
    "name": "_ad_track",
    "required": false,
    "type": "bool"
  },
  {
    "category": "system",
    "title": "Ad identifier",
    "name": "_ad_id",
    "required": false,
    "type": "unicode"
  },
  {
    "category": "system",
    "title": "Application ID",
    "name": "_app_id",
    "required": false,
    "type": "unicode"
  },
  {
    "category": "system",
    "title": "Application installation ID",
    "name": "_app_iid",
    "required": false,
    "type": "unicode"
  },
  {
    "category": "system",
    "title": "Application version",
    "name": "_app_ver",
    "required": false,
    "type": "version"
  },
  {
    "category": "system",
    "title": "Browser",
    "name": "_browser_name",
    "required": false,
    "type": "unicode",
    "dictionary": "browsers"
  },
  {
    "category": "system",
    "title": "Browser version",
    "name": "_browser_ver",
    "required": false,
```

```
      "type": "version"
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <data>
    <category>custom</category>
    <title>New_field_1</title>
    <name>api_new_field_1</name>
    <required>false</required>
    <type>int</type>
  </data>
  <data>
    <category>system</category>
    <title>Device type</title>
    <name>_device_type</name>
    <required>false</required>
    <type>unicode</type>
    <dictionary>devices</dictionary>
  </data>
  <data>
    <category>system</category>
    <title>Device model</title>
    <name>_device_model</name>
    <required>false</required>
    <type>unicode</type>
  </data>
  <data>
    <category>system</category>
    <title>Device name</title>
    <name>_device_name</name>
    <required>false</required>
    <type>unicode</type>
  </data>
  <data>
    <category>system</category>
    <title>Platform</title>
    <name>_os</name>
    <required>false</required>
    <type>unicode</type>
    <dictionary>oses</dictionary>
  </data>
  <data>
    <category>system</category>
    <title>Platform version</title>
    <name>_os_ver</name>
    <required>false</required>
```

```
  <type>version</type>
</data>
<data>
  <category>system</category>
  <title>Platform time zone</title>
  <name>_os_tz</name>
  <required>false</required>
  <type>unicode</type>
  <dictionary>tz</dictionary>
</data>
<data>
  <category>system</category>
  <title>Platform language</title>
  <name>_os_language</name>
  <required>false</required>
  <type>unicode</type>
  <dictionary>languages</dictionary>
</data>
<data>
  <category>system</category>
  <title>Ad tracking allowed</title>
  <name>_ad_track</name>
  <required>false</required>
  <type>bool</type>
</data>
<data>
  <category>system</category>
  <title>Ad identifier</title>
  <name>_ad_id</name>
  <required>false</required>
  <type>unicode</type>
</data>
<data>
  <category>system</category>
  <title>Application ID</title>
  <name>_app_id</name>
  <required>false</required>
  <type>unicode</type>
</data>
<data>
  <category>system</category>
  <title>Application installation ID</title>
  <name>_app_iid</name>
  <required>false</required>
  <type>unicode</type>
</data>
<data>
  <category>system</category>
  <title>Application version</title>
  <name>_app_ver</name>
  <required>false</required>
  <type>version</type>
</data>
<data>
```

```
    <category>system</category>
    <title>Browser</title>
    <name>_browser_name</name>
    <required>false</required>
    <type>unicode</type>
    <dictionary>browsers</dictionary>
  </data>
  <data>
    <category>system</category>
    <title>Browser version</title>
    <name>_browser_ver</name>
    <required>false</required>
    <type>version</type>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
category	string	Subscription field category `"system","custom"`
title	string	UI field name
name	string	API field name
required	bool	Required flag (true)
type	string	Field type
default_value	*	Field default value if it exists

dictionary	string	Field name used in the request /v1.1/dictionary (a request to obtain the values of system fields that are displayed in the interface as a drop-down list)
		
		`"browsers"`
		`"devices"`
		`"tz"`
		`"oses"`
		`"languages"`

Subscription system fields

Parameter	Type	Example	Description
_device_type	string	“mob”	Device type. Recommended to pass specific values. Get the list of valid values through the request `/v1.1/dictionary ("devices")`.
_device_model	string	“MHA-L29”	Device model.
_device_name	string	“HUAWEI Mate 9”	Device name.
_os	string	“Android”	Platform’s operating system. Recommended to pass specific values. Get the list of valid values through the request `/v1.1/dictionary ("oses")`.
_os_ver	string	“v11.0”	OS version.
_os_tz	string	“+0300”	Platform time zone. Recommended to pass specific values. Get the list of valid values through the request `/v1.1/dictionary ("tz")`.
_os_language	string	“ru”	Platform language. Recommended to pass specific values. Get the list of valid values through the request `/v1.1/dictionary ("languages")`.
_ad_track	bool	true	Ad tracking allowed.
_ad_id	string	“ad 123”	Ad identifier.
_app_id	string	“app 123”	Application ID.
_app_iid	string	“example iid”	Installation identifier of the application.
_app_ver	string	“v1.2.3.4”	Application version.
_browser_name	string	“Chrome”	Browser. Recommended to pass specific values. Get the list of valid values through the request `/v1.1/dictionary ("browsers")`.
_browser_ver	string	“4.5.6.7.8”	Browser version.

Get statistics on resource

Description

Get statistics on profile subscriptions in segment.

URL

Method: POST

`https://example.com/api/v1.1/segments/get_counters`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	int	3	Yes, for dynamic segment	Database ID
resource_id	int	2	Yes	Resource ID
id	int	1	Yes	Segment ID
format	int	“json”	No	Response data format By default – json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "resource_id": 24,
    "id": 7,
    "format": "json"
}
```

XML

```
<xml>
     <token>abcdefghijklmnqrstuvwxyz</token>
     <db_id>1</db_id>
     <resource_id>24</resource_id>
     <id>7</id>
     <format>json</format>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "channel": "email",
            "status": {
                "subscribed_sendable": 209,
                "unconfirmed_sendable": 0
            }
        },
        {
            "channel": "push",
            "status": {
                "subscribed_sendable": 0,
                "unconfirmed_sendable": 0
            }
        },
        {
            "channel": "sms",
            "status": {
                "subscribed_sendable": 108,
                "unconfirmed_sendable": 0
            }
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
     <data>
         <channel>email</channel>
         <status>
             <subscribed_sendable>209</subscribed_sendable>
             <unconfirmed_sendable>0</unconfirmed_sendable>
         </status>
     </data>
     <data>
         <channel>push</channel>
         <status>
             <subscribed_sendable>0</subscribed_sendable>
             <unconfirmed_sendable>0</unconfirmed_sendable>
         </status>
     </data>
     <data>
         <channel>sms</channel>
         <status>
             <subscribed_sendable>108</subscribed_sendable>
             <unconfirmed_sendable>0</unconfirmed_sendable>
         </status>
     </data>
     <error>0</error>
```

```
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	array of objects	Array of received resource channel data
error	int	Error code
error_text	string	Error text

Update statistics on segment

Description

Update the subscription statistics of the profiles in the segment.

Returns a response with task ID without waiting for execution.

URL

Method: POST

`https://example.com/api/v1.1/segments/refresh_counters`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
db_id	int	3	Yes, for dynamic request	Database ID
resource_id	int	2	Yes	Resource ID
id	int	1	Yes	Segment ID
format	int	“json”	No	Response data format By default – json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "resource_id": 24,
    "id": 7,
    "format": "json"
}
```

XML

```
<xml>
     <token>abcdefghijklmnqrstuvwxyz</token>
     <db_id>1</db_id>
     <resource_id>24</resource_id>
     <id>7</id>
     <format>json</format>
</xml>
```

Response example

JSON

```
{
    "data": {
        "task_id": "55a345c8-3d79-47ef-b03e-b84ce8e0c126"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
     <data>
         <task_id>55a345c8-3d79-47ef-b03e-b84ce8e0c126</task_id>
     </data>
     <error>0</error>
     <error_text>Successful operation</error_text>
</xml>
```

Parameter	Type	Description
data	JSON objects	Contains the task identifier – task_id
error	int	Error code
error_text	string	Error text

Checking the task status

URL

Method: POST

`https://example.com/api/v1.1/tasks/status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
task_id	string	“518f4997-ec43-4df5-bfd0-093aaacf679f”	Yes	Task ID

Request example

JSON

```
{
    "task_id": "930bfdb0-a5a8-4207-a77d-6b989bdea326",
    "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
     <task_id>930bfdb0-a5a8-4207-a77d-6b989bdea326</task_id>
     <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON


```
{
    "data": {
        "status": "completed",
        "progress": 100,
        "result": [
            {
                "channels": [
                    {
                        "channel": "email",
                        "status": {
                            "subscribed_sendable": 209,
                            "unconfirmed_sendable": 0
                        }
                    },
                    {
                        "channel": "push",
                        "status": {
                            "subscribed_sendable": 0,
                            "unconfirmed_sendable": 0
                        }
                    },
                    {
                        "channel": "sms",
                        "status": {
                            "subscribed_sendable": 0,
                            "unconfirmed_sendable": 0
                        }
                    }
                ],
                "in_progress": false,
                "list_id": 1,
                "refresh_task_id": "",
                "resource_id": 27,
                "updated": "2024-04-20T09:30:01.583Z"
            }
        ]
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
     <data>
         <status>completed</status>
         <progress>100</progress>
         <result>
             <channels>
                 <channel>email</channel>
                 <status>
                     <subscribed_sendable>209</subscribed_sendable>
                     <unconfirmed_sendable>0</unconfirmed_sendable>
                 </status>
             </channels>
             <channels>
                 <channel>push</channel>
                 <status>
                     <subscribed_sendable>0</subscribed_sendable>
                     <unconfirmed_sendable>0</unconfirmed_sendable>
                 </status>
             </channels>
             <channels>
                 <channel>sms</channel>
                 <status>
                     <subscribed_sendable>0</subscribed_sendable>
                     <unconfirmed_sendable>0</unconfirmed_sendable>
                 </status>
             </channels>
             <in_progress>false</in_progress>
             <list_id>1</list_id>
             <refresh_task_id></refresh_task_id>
             <resource_id>27</resource_id>
             <updated>2024-04-20T09:30:01.583Z</updated>
         </result>
     </data>
     <error>0</error>
     <error_text>Successful operation</error_text>
</xml>
```

Create segment

Create segment

Description

Creates a new segment.

Request URL

Method: POST

`https://example.com/api/v1.1/segments/add/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
name	string	“New segment”	Yes	New segment name
segment	JSON array		Yes	

Request example

For static segments

When creating a static segment with the `is_refresh_daily` flag set to `true`, the presence of segmentation rules in the `segment` field is required.

JSON

```
{
  "name": "Segment 2",
  "is_static": true,
  "is_refresh_daily": true,
  "segment": [
      {
          "condition": "and",
          "limit": 0,
          "list_id": 1,
          "percent_from": 1,
          "percent_to": 99,
          "queries": [
              {
                  "compo": "domaingroup",
                  "name": "email",
                  "operator": "equal",
                  "type": "email",
```

```
                "value": [
                    {
                        "name": "domaingroup",
                        "value": "Yahoo! (US)"
                    }
                ]
            }
        ]
    }
  ],
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <id>2</id>
  <name>New segment 2</name>
  <is_static>true</is_static>
  <is_refresh_daily>true</is_refresh_daily>
  <segment>
    <condition>and</condition>
    <limit>0</limit>
    <list_id>1</list_id>
    <percent_from>0</percent_from>
    <percent_to>99</percent_to>
    <queries>
      <compo>domaingroup</compo>
      <name>email</name>
      <operator>equal</operator>
      <type>email</type>
      <value>
        <name>domaingroup</name>
        <value>Yahoo! (US)</value>
      </value>
    </queries>
  </segment>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

For dynamic segments

When creating a dynamic segment, the presence of segmentation rules in the `segment` field is required.

JSON

```
{
  "name": "Dynamic segment",
  "segment": [
    {
      "condition": "and",
      "limit": 0,
```

```
      "list_id": 1,
      "percent_from": 0,
      "percent_to": 99,
      "queries": [
        {
          "compo": "default",
          "name": "statseg",
          "operator": "once",
          "type": "statseg",
          "value": [
            {
                "name": "segment_id",
                "value": 1
            }
          ]
        },
        {
          "compo": "default",
          "name": "statseg",
          "operator": "once",
          "type": "statseg",
          "value": [
            {
                "name": "segment_id",
                "value": 2
            }
          ]
        }
      ]
    }
  ],
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <name>New segment</name>
  <segment>
    <condition>or</condition>
    <limit>0</limit>
    <list_id>1</list_id>
    <percent_from>0</percent_from>
    <percent_to>99</percent_to>
    <queries>
      <compo>dataurl</compo>
      <condition>
      </condition>
      <name>subscription_email</name>
      <operator>in_data</operator>
      <type>subscription_email</type>
      <value>
```

```
        <name>field</name>
        <value>subscriptions</value>
      </value>
      <value>
        <name>resource_id</name>
        <value>1</value>
      </value>
      <value>
        <name>url</name>
        <value>http://127.0.0.1:8080/json.email.subscriptions</value>
      </value>
    </queries>
  </segment>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": {
    "saved_id": 1
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>14</saved_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Код ошибки
error_text	string	Текст ошибки
saved_id	int	New segment ID

Update segment

Update segment

Description

Updates segment building rules.

Request URL

Method: POST

`https://example.com/api/v1.1/segments/update/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	Yes	Response data format. By default – json
id	int	1	Yes	Segment ID
name	string	“New segment”	Yes	Segment name
segment	JSON array		Yes	Queries to update

Request example

For static segments

When updating a static segment with the `is_refresh_daily` flag set to `true`, the presence of segmentation rules in the `segment` field is required.

JSON

```
{
    "id": 2,
    "name": "Static segment 2",
    "is_refresh_daily": true,
    "segment": [
        {
            "condition": "and",
            "limit": 0,
            "list_id": 1,
            "percent_from": 1,
            "percent_to": 99,
            "queries": [
                {
                    "compo": "domaingroup",
                    "name": "email",
```

```
                    "operator": "equal",
                    "type": "email",
                    "value": [
                        {
                            "name": "domaingroup",
                            "value": "Yahoo! (US)"
                        }
                    ]
                }
            ]
        }
    ],
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <id>2</id>
  <name>New segment 2</name>
  <is_refresh_daily>true</is_refresh_daily>
  <segment>
    <condition>and</condition>
    <limit>0</limit>
    <list_id>1</list_id>
    <percent_from>0</percent_from>
    <percent_to>99</percent_to>
    <queries>
      <compo>domaingroup</compo>
      <name>email</name>
      <operator>equal</operator>
      <type>email</type>
      <value>
        <name>domaingroup</name>
        <value>Yahoo! (US)</value>
      </value>
    </queries>
  </segment>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

For dynamic segments

When updating a dynamic segment, the presence of segmentation rules in the `segment` field is required.

JSON

```
{
  "id": 3,
  "name": "Dynamic segment",
  "segment": [
    {
```

```
      "condition": "and",
      "limit": 0,
      "list_id": 1,
      "percent_from": 0,
      "percent_to": 99,
      "queries": [
        {
          "compo": "default",
          "name": "statseg",
          "operator": "once",
          "type": "statseg",
          "value": [
            {
                "name": "segment_id",
                "value": 1
            }
          ]
        },
        {
          "compo": "default",
          "name": "statseg",
          "operator": "once",
          "type": "statseg",
          "value": [
            {
                "name": "segment_id",
                "value": 2
            }
          ]
        }
      ]
    }
  ],
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xml>
  <id>3</id>
  <name>Dynamic segment</name>
  <segment>
    <condition>and</condition>
    <limit>0</limit>
    <list_id>1</list_id>
    <percent_from>0</percent_from>
    <percent_to>99</percent_to>
    <queries>
      <query>
        <compo>default</compo>
                <name>statseg</name>
                <operator>once</operator>
```

```
                <type>statseg</type>
                <value>
                  <name>segment_id</name>
                  <value>1</value>
        </value>
      </query>
      <query>
        <compo>default</compo>
                <name>statseg</name>
                <operator>once</operator>
                <type>statseg</type>
                <value>
                  <name>segment_id</name>
                  <value>2</value>
        </value>
      </query>
    </queries>
  </segment>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": {
    "saved_id": 1
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>14</saved_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Segment ID

Get segment information

Get segment information

Description

Retrieves a segment detailed information.

Request URL

Method: POST

`https://example.com/api/v1.1/segments/get/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	response data format By default – json
id	int	1	No	Segment ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>10</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "count": 100,
        "id": 1,
        "name": "Segment A",
```

```
        "segment": [
            {
                "condition": "or",
                "limit": 0,
                "list_id": 1,
                "percent_from": 0,
                "percent_to": 99,
                "queries": [
                    {
                        "child": [],
                        "compo": "domaingroup",
                        "condition": "",
                        "name": "email",
                        "operator": "equal",
                        "type": "email",
                        "value": [
                            {
                                "name": "domaingroup",
                                "value": "Yahoo! (US)"
                            }
                        ]
                    }
                ]
            }
        ]
      },
  "error": 0,
  "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
        <count>0</count>
        <description>""</description>
        <id>14</id>
        <name>"Test segment1"</name>
        <segment>
            <condition>"or"</condition>
            <limit>0</limit>
            <list_id>1</list_id>
            <percent_from>0</percent_from>
            <percent_to>99</percent_to>
            <queries>
                <compo>"default"</compo>
                <condition>""</condition>
                <name>"custom_tags"</name>
                <object_path>""</object_path>
                <object_type>""</object_type>
                <operator>"in_data"</operator>
                <type>"subscription_email"</type>
                <value>
```

```
                    <name>"url"</name>
                    <value>"http:127.0.0.1:8080/json.email.subscriptions"</value>
                </value>
                <value>
                    <name>"field"</name>
                    <value>"subscriptions"</value>
                </value>
                <value>
                    <name>"resource_id"</name>
                    <value>"1"</value>
                </value>
            </queries>
        </segment>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
count	int	Profiles in the segment
id	int	Segment ID
name	string	Segment name
segment	JSON array	segment details

Get segments list

Get segments list

Description

Retrieves all segments list.

Request URL

Method: POST

`https://example.com/api/v1.1/segments/list/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
from_id	int	1	No	The first ID in the list By default – 1
limit	int	1	No	Segments list limit. By default – 1000
ui_tags	[string]	`[ “tag1”, “tag2” ]`	No	List of tags for search
groups	[string]	`[ “group1”, “group2” ]`	No	List of access groups
groups_id	[int]	`[ 0, 1 ]`	No	List of access groups IDs

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "limit": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
   <limit>1</limit>
</xml>
```

Response example

JSON


```
{
  "data": [
    {
      "id": 1,
      "name": "Segment A",
      "ui_tags": ["tag1", "tag2"],
      "Groups": [
        {
          "Id": 1,
          "Name": "subaccount"
        }
      ]
    },
    {
      "id": 2,
      "name": "Segment B",
      "ui_tags": [],
      "Groups": [
        {
          "Id": 0,
          "Name": "main"
        }
      ]
    }
  ],
  "error": 0,
  "error_text": "Successful operation",
  "next_from_id": 2,
  "total_count": 2
}
```


XML


```
<xml>
    <data>
        <groups>
            <id>1</id>
            <name>"subaccount"</name>
        </groups>
        <id>2</id>
        <name>"Women age 35-60"</name>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <next_from_id>5</next_from_id>
    <total_count>9</total_count>
</xml>
```


Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	int	The index must be passed in the next request to receive another piece of data, until the result output contains 0 history lines
total_count	int	Total segments count
id	int	Segment ID
name	string	Segment name
ui_tags	[string]	List of tags
groups	[string]	List of groups

Delete segment

Delete segment

Description

Deletes a segment.

Request URL

Method: POST

`https://example.com/api/v1.1/segments/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Segment ID

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>10</id>
</xml>
```

Response parameters

JSON

```
{
  "data": null,
  "error": 0,
```

```
  "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Add or remove profile

Add or remove profile

Description

Adds a profile to a static segment or removes a profile by ID (`profile_id`).

Request URL

Method: POST

Add a profile to a segment:`https://example.com/api/v1.1/profiles/segstatic/add`

Remove a profile from a segment:`https://example.com/api/v1.1/profiles/segstatic/remove`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
segment_id	int	1	Yes	Static segment ID
db_id	int	1	Yes	Profiles database ID
profile_id	String	“abcdefghijklmnqrstuvwxyz”	Yes	Profile ID in the datebase
skip_triggers	bool	true	No	Disables triggers and scenarios configured for events. By default – false.

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "segment_id": 2,
  "db_id": 8,
  "profile_id": "abcdefghijklmnqrstuvwxyz",
  "skip_triggers": true
}
```

XML

```
<xml>
  <token>0</token>
  <segment_id>2</segment_id>
  <db_id>8</db_id>
  <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
```

```
  <skip_triggers>true</skip_triggers>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get profile data in a static segment

Get profile data in a static segment

Description

Get the data of profiles that are in a static segment, page by page.

Request URL

Method: POST

`https://example.com/api/v1.1/profiles/segstatic/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Static segment ID
from_id	string	“abcdefghijklmnqrstuvwxyz”	No	ID of the first profile to upload
from_db	int	1	Yes for from_id	ID of the database of the first profile
count	int	20	No	Number of records per page
fields	[string]	`[“custom_field_1”]`	No	List of fields to extract from the profile. If empty — no fields are retrieved.

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "id": 13,
   "from_id": "abcdefghijklmnqrstuvwxyz",
   "from_db": 3,
   "count": 25,
   "fields": [email]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>33</id>
    <from_id>abcdefghijklmnqrstuvwxyz</from_id>
```

```
    <from_db>75</from_db>
    <count>25</count>
    <fields array="true">email</fields>
</xml>
```

Response example

JSON

```
{
   "next_id": 26,
   "data": [  {
       "profile_id": "abcdefghijklmnqrstuvwxyz",
       "db_id": 3,
       "xxh": "abcdefghijklmxyz",
       "captured": "ISODateString",
       "profile": {profile Object}
   }
]}
```

XML

```
<xml>
  <next_id>26</next_id>
  <data>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
    <db_id>3</db_id>
    <xxh>abcdefghijklmxyz</xxh>
    <captured>ISODateString</captured>
    <profile></profile>
  </data>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_id	int	Next profile in the request
data	JSON object	Customer profile fields

Create suppression list

Create suppression list

Description

Creates a new suppression list.

Request URL

Method POST

`https://example.com/api/v1.1/suppresses/add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
name	string	“New suppression list”	Yes	New suppression list name

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "name": "New suppression list"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <name>New suppression list</name>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 1
    },
    "error": 0,
```

```
    "error_text": "Successful operation"
}
```

XML

```
<result>
  <data>
    <saved_id>1</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</result>
```

Response parameters

Parameter	Type	Decription
error	int	Error code
error_text	string	Error text
saved_id	int	ID of a new suppression list

Update suppression list

Update suppression list

Description

Renames a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Да	API token
format	string	“json”	Нет	Response data format By default – json
id	int	1	Да	Suppression list ID
name	string	“Suppression list v.2”	Да	Suppression list new name

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 2,
    "name": "New suppression list"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>2</id>
  <name>Suppression list v.2</name>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 2
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>2</saved_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get suppression list info

Get suppression list info

Description

Retrieves suppression list details.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 2
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
</xml>
```

JSON

```
{
    "data": {
        "id": 3,
        "name": "New suppression list",
        "is_global": false,
        "description": ""
    },
```

```
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <description>""</description>
        <id>1</id>
        <is_global>true</is_global>
        <name>"Global suppress list"</name>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Suppression list ID
name	string	Suppression list name
is_global	bool	Global suppression list flag

Get the list of suppression lists

Get the list of suppression lists

Description

Retrieves multiple suppression lists information.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – `json`
from_id	int	1	No	The first ID in the resulting list. By default – `1`
limit	int	5	No	Suppression lists limit By default – `1000`
ui_tags	[]String	`[ "tag1", "tag2" ]`	No	List of tags for search By default – `[]`
groups	[]String	`[ "group1", "group2" ]`	No	List of access groups By default – `[]`
groups_id	[]int	`[ 0, 1 ]`	No	List of access groups IDs By default – `[]`

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "from_id": 1,
    "limit":2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <from_id>1</from_id>
```

```
    <limit>2</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "id": 1,
            "name": "Global suppress list",
            "ui_tags": [],
            "groups": [
                {
                    "id": 0,
                    "name": "main"
                }
            ]
        },
        {
            "id": 3,
            "name": "New suppression list",
            "ui_tags": [],
            "groups": [
                {
                    "id": 0,
                    "name": "main"
                }
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 5
}
```

XML

```
<xml>
    <data>
        <groups>
            <id>0</id>
            <name>"main"</name>
        </groups>
        <id>1</id>
        <name>"Global suppress list"</name>
    </data>
    <data>
        <groups>
            <id>0</id>
```

```
            <name>"main"</name>
        </groups>
        <id>3</id>
        <name>"New suppression list"</name>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>5</total_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Suppression list ID
name	string	Suppression list name
total_count	int	Total suppression lists count
ui_tags	[]String	List of tags
groups	[]String	List of groups

Delete suppression list

Delete suppression list

Description

Deletes a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 2
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>4</id>
</xml>
```

JSON

```
{
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
```

```
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	**int**	**Error code**
error_text	**string**	**Error text**

Upload suppression list data to file

Upload suppression list data to file

Description

Uploads a csv file containing md5 data from a suppression list.

Includes 3 requests.

Step 1 - creating profiles export task

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/export`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Suppression list ID
type	string	“emails” “phones” “domains” “all”	No	Type of contact data to export. By default — all.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1,
    "type": "emails"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>3</id>
  <type>emails</type>
</xml>
```

Response example

JSON

```
{
    "data": {
        "task_id": "c110f0-06d0-4695-9aee-a9bab742d"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <task_id>c110f0-06d0-4695-9aee-a9bab742d</task_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
task_id	string	Export task ID
error	int	Error code
error_text	string	Error text

Step 2 - checking export status and getting link

Request URL

Method: POST

`https://example.com/api/v1.1/tasks/status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
task_id	string	“c110f0-06d0-4695-9aee-a9bab742d”	Yes	Export task ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "task_id": "c110f0-06d0-4695-9aee-a9bab742d"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <task_id>c110f0-06d0-4695-9aee-a9bab742d</task_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "status": "completed",
        "progress": 100,
        "result": {
            "hashed_file": "suppress/b5bb73d7-530d-4a64-89d4-
8ad22bad73/suppress_list_name.md5.zip",
            "is_api": true,
            "regular_file": "",
            "suppress_id": 1,
            "total": 32
        }
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <status>completed</status>
    <progress>100</progress>
    <xml>
      <hashed_file>suppress/b5bb73d7-530d-4a64-89d4-
8ad22bad73/suppress_list_name.md5.zip</hashed_file>
      <is_api>true</is_api>
      <regular_file></regular_file>
      <suppress_id>1</suppress_id>
      <total>32</total>
    </xml>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
status	string	Task status
progress	int	Task progress

Parameter	Type	Description
hashed_file	array	Link to download the file with data in md5 format
is_api	bool	Export via API
suppress_id	int	Suppression list ID
total	int	Number of lines (email addresses and domains, phones) in the suppression list
error	int	Error code
error_text	string	Error text

Step 3 - downloading result file

The link to download the file looks like following:

`https://example.com/api/download/suppress/b5bb73d7-530d-4a64-89d4-8ad22bad73/suppress_list_name.md5.zip?token=abcdefghijklmnqrstuvwxyz` , where:

- **`https://example.com` - link to the platform panel**
- **`api/download/suppress/b5bb73d7-530d-4a64-89d4-8ad22bad73/suppress_list_name.md5.zip` - link from the `urls` parameter of the past request**
- **`?token=abcdefghijklmnqrstuvwxyz` - user's API token (after the equal sign).**

To download a file with profiles you should either open this link in your browser or send an empty GET request specifying this link in the URL.

Suppression list actions

Suppression list actions

Email address

- Check if email is suppressed
- Add email to suppression list
- Add multiple emails to suppression list
- Remove email from suppression list
- Remove all emails from suppression list

Email domain

- Check if domain is suppressed
- Add domain to suppression list
- Add multiple domains to suppression list
- Remove domain from suppression list
- Remove all domains from suppression list

Phone number

- Check if phone number is suppressed
- Add phone number to suppression list
- Add multiple phones to suppression list
- Remove phone number from suppression list
- Remove all phone numbers from suppression list

Check if email is suppressed

Check if email is suppressed

Description

Checks if an email address is in a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/email_check`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
email	string	“john@example.com”	Yes	Email address to check
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "email": "john@example.com",
    "id": 1
}
```

XML

```
<xml>
  <email>john@example.com</email>
  <id>1</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

JSON

```
{
    "domain_matched": false,
```

```
    "email_matched": true,
    "error": 0,
    "error_text": "Successful operation",
    "matched": true,
    "phone_matched": false
}
```

XML

```
<xml>
    <domain_matched>false</domain_matched>
    <email_matched>true</email_matched>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <matched>true</matched>
    <phone_matched>false</phone_matched>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	error text
domain_matched	bool	true, if email domain is on the suppressed domains list
email_matched	bool	true, if email domain is on the suppressed emails list
matched	bool	true, if email address is on the suppressed emails or domains list

Add email to suppression list

Add email to suppression list

Description

Adds an email address to a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/email_add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
email	string	“john@example.com”	Yes	Email address
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "email": "john@example.com",
    "id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <email>john@example.com</email>
    <id>1</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "john@example.com": true
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <john@example.com>false</john@example.com>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Add multiple emails to suppression list

Add multiple emails to suppression list

Description

Adds single or multiple email addresses to a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/emails_add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
emails	JSON array	`["john@example.com"]`	Yes	Email addresses list
format	string	“json”	No	Response data format. By default –json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "emails": [
        "example@example.com",
        "example1@example.com",
        "example2@example.com"
    ],
    "id": 3
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <emails>example@example.com</emails>
  <emails>example1@example.com</emails>
  <emails>example2@example.com</emails>
  <id>3</id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 3,
    "total_duplicated": 0,
    "total_imported": 3,
    "total_invalid": 0
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>3</total_count>
    <total_duplicated>0</total_duplicated>
    <total_imported>3</total_imported>
    <total_invalid>0</total_invalid>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
total_count	int	Total number of emails
total_duplicated	int	Emails previously added to the stop list
total_imported	int	Emails added
total_updated	int	Emails updated (if matched)

Remove email from suppression list

Remove email from suppression list

Description

Removes an email address from a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/email_remove`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default– json
id	int	12	Yes	Suppression list ID
email	string	“example@example.com”	Yes	Email address

CAUTION

You can use MD5 hash for an email address.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "email": "john@example.com",
    "id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <email>john@example.com</email>
    <id>1</id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Remove all emails from suppression list

Remove all emails from suppression list

Description

Removes all email addresses from a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/emails_remove`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
```

```
    "removed_count": 1000
}
```

XML

```
<result>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <removed_count>1000</removed_count>
</result>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
remove_count	int	Number of removed email addresses

Check if domain is suppressed

Check if domain is suppressed

Description

Check if an email domain is in a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/domain_check`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Suppression list ID
domain	string	“example.com”	Yes	Email domain

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "domain": "example.com",
    "id": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <domain>example.com</domain>
  <id>1</id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "matched": true
}
```

XML

```
<xml>
    <domain_matched>true</domain_matched>
    <email_matched>false</email_matched>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <matched>true</matched>
    <phone_matched>false</phone_matched>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
matched	bool	true, if domain is on the suppression list

Add domain to suppression list

Add domain to suppression list

Description

Adds an email domain to a specified suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/domain_add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
domain	string	“example.com”	Yes	Email domain
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "domain": "example.com",
    "id": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <domain>example.com</domain>
  <id>1</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "example.com": true
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <example.com>false</example.com>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Add multiple domains to suppression list

Add multiple domains to suppression list

Description

Adds one or multiple email domains to a specified suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/domains_add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
domains	JSON array	[“example.com”]	Yes	Email domains list
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "domains": [
        "example.com",
        "example1.com"
    ],
    "id": 3
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <domains>example1.com</domains>
  <domains>example2.com</domains>
  <domains>example3.com</domains>
  <id>3</id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 3,
    "total_duplicated": 0,
    "total_imported": 3,
    "total_invalid": 0
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>3</total_count>
    <total_duplicated>0</total_duplicated>
    <total_imported>3</total_imported>
    <total_invalid>0</total_invalid>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
total_count	int	Total number of domains
total_duplicated	int	Domains previously added to the stop list
total_imported	int	Domains added
total_updated	int	Domains updated (if matched)

Remove domain from suppression list

Remove domain from suppression list

Description

Removes an email domain from a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/domain_remove`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Suppression list ID
domain	string	“example.com”	Yes	Email domain

CAUTION

You can use domain MD5-hash sum.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "domain": "example.com",
    "id": 3
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <domain>test.com</domain>
  <id>3</id>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Remove all domains from suppression list

Remove all domains from suppression list

Description

Removes all email domains from a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/domains_remove`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 3
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>3</id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
```

```
    "removed_count": 100
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <removed_count>100</removed_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
removed_count	int	Number of domains removed

Check if phone number is suppressed

Check if phone number is suppressed

Description

Checks if a phone number is in a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/phone_check`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
value	string	“+79000000001”	Yes	Phone number to check
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token":"abcdefghijklmnqrstuvwxyz",
    "id":1,
    "value":"+79000000001"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
  <value>+79000000001</value>
</xml>
```

Response example

JSON

```
{
    "domain_matched": false,
    "email_matched": false,
    "error": 0,
    "error_text": "Successful operation",
    "matched": true,
    "phone_matched": true
}
```

XML

```
<xml>
  <domain_matched>false</domain_matched>
  <email_matched>false</email_matched>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <matched>true</matched>
  <phone_matched>true</phone_matched>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
domain_matched	bool	true, if value is in the suppressed domains list
email_matched	bool	true, if value is in the suppressed emails list
phone_matched	bool	true, if value is in the list of suppressed phone numbers
matched	bool	true, if value is in the suppressed emails, domains or phones list

Add phone number to suppression list

Add phone number to suppression list

Description

Adds a phone number to a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/phone_add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
value	string	“+79000000001”	Yes	Phone number
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	suppression list ID

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 1,
  "value":"+79000000001"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>1</id>
    <value>+79000000001</value>
</xml>
```

Response example

JSON

```
{
    "data": {
        "+79000000991": true
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data><+79000000001>false</+79000000001>
</data>
<error>0</error>
<error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
data	obj	Phone number added to the suppression list

Add multiple phones to suppression list

Add multiple phones to suppression list

Description

Adds single or multiple phone numbers to a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/phones_add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
values	JSON array	[“+79009009001”, “+79009009002”]	Yes	List of phone numbers
format	string	“json”	No	Response data format. By default –json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1,
    "values": [
        "+79009009001",
        "+79009009002"
    ]
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
  <values>+79009009001</values>
  <values>+79009009002</values>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 2,
    "total_duplicated": 0,
    "total_imported": 2,
    "total_invalid": 0
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <total_count>2</total_count>
  <total_duplicated>0</total_duplicated>
  <total_imported>2</total_imported>
  <total_invalid>0</total_invalid>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
total_count	int	Total number of phone numbers
total_duplicated	int	Phone numbers previously added to the stop list
total_imported	int	Phone numbers added
total_invalid	int	Number of invalid phone numbers

Remove phone number from suppression list

Remove phone number from suppression list

Description

Removes a phone number from a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/phone_remove`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default– json
id	int	12	Yes	Suppression list ID
value	string	“+79009009001”	Yes	Phone number

Request example

JSON

```
{
    "token":"62c1336c402e429ab2e59d84d089b1cc",
    "id":1,
    "value":"+79009009001"
}
```

XML

```
<xml>
  <token>62c1336c402e429ab2e59d84d089b1cc</token>
  <id>1</id>
  <value>+79009009001</value>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Remove all phone numbers from suppression list

Remove all phone numbers from suppression list

Description

Removes all phone numbers from a suppression list.

Request URL

Method: POST

`https://example.com/api/v1.1/suppresses/phones_remove`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Suppression list ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>1</id>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
```

```
  "removed_count": 500
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <removed_count>4</removed_count>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
  "removed_count": 500
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <removed_count>500</removed_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
remove_count	int	Number of removed phones

Get templates list

Get templates list

Description

Retrieves a list of message templates.

Request URL

Method: POST

`https://example.com/api/v1.1/templates/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default– json
from_id	int	1	No	The first template ID in the list. By default – 1
limit	int	100	No	Message list limit. By default – 1000
channel	string	“email” “sms” “push” “telegram_bot” “telegram_group” “custom_channel”	No	The channel that uses the template By default – all channels
ui_tags	[string]	`[ "tag1", "tag2" ]`	No	List of tags to search By default – `[]`
groups	[string]	`[ "group1", "group2" ]`	No	List of groups By default – `[]`
groups_id	[int]	`[ 0, 1 ]`	No	List of group IDs By default – `[]`

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
          "limit": 2
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <limit>2</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "id": 1,
            "updated_user": "ivan_ivanov",
            "update_time": "2025-05-21T09:17:53.362Z",
            "name": "Message A",
                        "channels": [
                "email"
            ]
                },
        {
            "id": 2,
            "name": "Message B",
                        "channels": [
                "push"
            ]
                }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 10
}
```

XML

```
<xml>
  <data>
    <id>1</id>
    <updated_user>ivan_ivanov</updated_user>
    <update_time>2025-05-21T09:17:53.362Z</update_time>
    <name>Message A</name>
    <channels>email</channels>
  </data>
  <data>
    <id>2</id>
    <name>Message B</name>
    <channels>push</channels>
  </data>
```

```
  <error>0</error>
  <error_text>Successful operation</error_text>
  <total_count>10</total_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
total_count	int	Total number of templates
id	int	Message template ID
name	string	Template name
channels	array	Channels for which the template is configured
is_draft	bool	If this is a draft, the template cannot be sent.
is_confirm	bool	Is there a confirmation link in the body of the email or not.
ui_tags	[]String	List of tags
groups	array of objects	List of groups (group ID + group name)
updated_user	string	By whom the scenario was updated
update_time	string	When the scenario was updated

Get template info

Get template info

Description

Retrieves a single message template information.

Request URL

Method: POST

`https://example.com/api/v1.1/templates/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Template ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
        "id": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "id": 1,
        "updated_user": "ivan_ivanov",
        "update_time": "2025-05-21T09:17:53.362Z",
```

```
"name": "Title",
"description": "Description",
"channels": [
    {
        "id": 1,
        "sid": "email",
        "fields": {
            "text": "Text version of message",
            "html": "<html>Hello, world!</html>",
            "subject": "Theme",
            "from_email": "",
            "from_name": "",
            "replyto_email": "",
            "replyto_name": "",
            "is_not_inline": true,
            "attach": []
        },
        "presets": null
    },
    {
        "id": 2,
        "sid": "sms",
        "fields": {
            "sms": "Hello, world!",
            "sms_max_count": 0,
            "add_sms_url_scheme": false
        },
        "presets": null
    },
    {
        "id": 4,
        "sid": "push",
        "fields": {
            "title": "Header",
            "body": "Hello, world!",
            "icon": "",
            "click_url": "ttps://example.com",
            "click_url_new": {
                "uniq": false
            },
            "custom_push_json_raw": "{}"
        },
        "presets": null
    }
],
"json_url": "https://example.com/examples/message.json",
        "is_draft": true,
"is_confirm": true,
"ui_tags": [
    "E-commerce",
    "B2C"
],
"groups": [
    {
```

```
                "id": 2,
                "name": "Sales"
            },
            {
                "id": 3,
                "name": "Marketing"
            }
        ],
        "suppress_id": 1
    },
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
  <data>
    <id>1</id>
    <updated_user>ivan_ivanov</updated_user>
    <update_time>2025-05-21T09:17:53.362Z</update_time>
    <name>Title</name>
    <description>Description</description>
    <channels>
      <id>1</id>
      <sid>email</sid>
      <fields>
        <text>Text version of message</text>
        <html>&lt;html&gt;Hello, world!&lt;/html&gt;</html>
        <subject>Theme</subject>
        <from_email>noreply@example.com</from_email>
        <from_name>Awesome Books</from_name>
        <replyto_email></replyto_email>
        <replyto_name></replyto_name>
        <is_not_inline>true</is_not_inline>
        <attach array='true'></attach>
      </fields>
      <presets></presets>
    </channels>
    <channels>
      <id>2</id>
      <sid>sms</sid>
      <fields>
        <sms>Hello, world!</sms>
        <sms_max_count>0</sms_max_count>
        <add_sms_url_scheme>false</add_sms_url_scheme>
      </fields>
    </channels>
    <channels>
      <id>4</id>
      <sid>push</sid>
      <fields>
        <title>Header</title>
```

```
        <body>Hello, world!</body>
        <icon></icon>
        <click_url>https://example.com</click_url>
        <click_url_new>
          <uniq>false</uniq>
        </click_url_new>
        <custom_push_json_raw>{}</custom_push_json_raw>
      </fields>
    </channels>
    <json_url>https://example.com/examples/message.json</json_url>
    <is_draft>true</is_draft>
    <is_confirm>true</is_confirm>
    <ui_tags>E-commerce</ui_tags>
    <ui_tags>B2C</ui_tags>
    <groups>
      <id>2</id>
      <name>Sales</name>
    </groups>
    <groups>
      <id>3</id>
      <name>Marketing</name>
    </groups>
    <suppress_id>1</suppress_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Template ID
name	string	Template name
description	string	Template description
channels	array of objects	Tempalte settings data for each channel
json_url	string	Dynamic JSON URL
is_draft	bool	Draft template flag. If this is a draft, the template cannot be sent.
is_confirm	bool	Confirm subscription link flag. Is there a confirmation link in the body of the email or not.
ui_tags	[]String	List of tags to search
groups	array of objects	List of groups
suppress_id	int	Suppression list ID
updated_user	string	By whom the scenario was updated

Parameter	Type	Description
update_time	string	When the scenario was updated

Delete template

Delete template

Description

Deletes a message template.

Request URL

Method: POST

`https://example.com/api/v1.1/templates/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Template ID
format	string	“json”	No	Response data format By default– json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
        "id": 1
}
```

XML

```
<xml>
  <token>97</token>
  <id>1</id>
</xml>
```

Response example

JSON

```
{
    "data": 97,
    "error": 0,
```

```
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>97</data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	int	Deleted template ID
error	int	Error code
error_text	string	Error text

Add template

Add template

Description

Adds a new message template.

Request URL

Method: POST

`https://example.com/api/v1.1/templates/add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	`"abcdefghijklmnqrstuvwxyz"`	Yes	API token
format	string	`"json"`	No	Response data format By default– json
name	string	`"Subscription confirmation template"`	Yes	Template name
descr	string	`"Template used in Double Opt-In scenario"`	No	Template description
channels	[]channels	`“channels”: [ { “sid”: “email”, “fields”:{ “text”: “Hello, world!”, “html”: “Hello, world!”, “subject”: “Subject line”, “from_email”: “”, “from_name”: “”, “replyto_email”: “”, “replyto_name”: “” } } ]`	Yes	Template settings for a certain channel. Learn more
json_url	string	`"https://altcraft.com/public/assets/example/test.json"`	No	Link to dynamic JSON content
ui_tags	[string]	`["tag_1","tag_2"]`	No	List of tags
groups	[int]	`[1,2]`	No	List of group IDs
is_draft	bool	`false`	No	Draft template flag. If this is a draft, the template cannot be sent.

Parameter	Type	Example	Required	Description
is_confirm	bool	`true`	No	Confirm subscription link flag. Is there a confirmation link in the body of the email or not.
suppress_id	int	2	No	Suppression list ID

Request example

INFO

Every template should contain unsubscribe link.

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "name": "Subscription confirmation template",
    "descr":"Template used in Double Opt-In scenario",
    "channels": [
        {
            "sid": "email",
            "fields": {
                "text": "Hello, world!",
                "html": "<html>Hello, world!</html>",
                "subject": "Тема письма",
                "from_email": "",
                "from_name": "",
                "replyto_email": "",
                "replyto_name": "",
                "is_not_inline": true
            }
        }
    ]
    "json_url": "https://altcraft.com/example/message.json",
    "ui_tags": ["tag_1","tag_2"],
    "groups": [1,2],
        "is_draft": false,
    "is_confirm": false,
    "suppress_id": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <name>Template</name>
```

```
    <descr>Template description</descr>
    <channels array = 'true'>
        <fields>
            <body>Hello, world!</body>
            <click_url>https://example.com</click_url>
            <icon>https://example.com/images/picture.jpg</icon>
            <title>Welcome</title>
        </fields>
        <sid>push</sid>
    </channels>
    <is_confirm>false</is_confirm>
    <is_draft>false</is_draft>
    <json_url>https://altcraft.com/example/message.json</json_url>
    <suppress_id>2</suppress_id>
    <groups>1</groups>
    <groups>2</groups>
    <ui_tags>tag_1</ui_tags>
    <ui_tags>tag_2</ui_tags>
</xml>
```

Response example

JSON

```
{
  "data": {
    "saved_id": 10
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <saved_id>10</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	string	Created template ID

Update template

Update template

Description

Add a new message template.

Request URL

Method: POST

`https://example.com/api/v1.1/templates/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	`"abcdefghijklmnqrstuvwxyz"`	Yes	API token
format	string	`"json"`	No	Response data format By default– json
id	int	`1`	Yes	Template ID
name	string	`"Subscription confirmation template"`	Yes	Template name
descr	string	`"Template used in Double Opt-In scenario"`	No	Template description
channels	[]channels	`“channels”: [ { “sid”: “email”, “fields”:{ “text”: “Hello, world!”, “html”: “Hello, world!”, “subject”: “Subject line”, “from_email”: “”, “from_name”: “”, “replyto_email”: “”, “replyto_name”: “” } } ]`	Yes	Template settings for a certain channel. Learn more
json_url	string	`"https://altcraft.com/public/assets/example/test.json"`	No	Link to dynamic JSON content
ui_tags	[string]	`["tag_1","tag_2"]`	No	List of tags
groups	[int]	`[1,2]`	No	List of group IDs
is_draft	bool	`false`	No	Draft template flag. If this is a draft, the template cannot be sent.

Parameter	Type	Example	Required	Description
is_confirm	bool	true	No	Confirm subscription link flag. Is there a confirmation link in the body of the email or not.
suppress_id	int	2	No	Suppression list ID

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 10,
  "name": "Название шаблона",
  "descr": "Описание шаблона",
  "channels": [
    {
      "sid": "email",
      "fields": {
        "text": "Текстовая версия письма",
        "html": "<html>Hello, world!</html>",
        "subject": "Шаблон сообщения",
        "from_email": "",
        "from_name": "",
        "replyto_email": "",
        "replyto_name": "",
        "is_not_inline": true
      }
    }
  ],
  "json_url": "https://altcraft.com/public/assets/example/test.json",
  "ui_tags": ["tag_1", "tag_2"],
  "groups": [],
  "is_draft": false,
  "is_confirm": false,
  "suppress_id": 4
}
```

XML

```
<xml>
  <channels array = 'true'>
    <fields>
      <body>Hello, world!</body>
      <click_url>https://example.com</click_url>
      <icon>https://example.com/images/picture.jpg</icon>
      <title>Welcome</title>
```

```
    </fields>
    <sid>push</sid>
  </channels>
  <descr>Template description</descr>
  <groups>1</groups>
  <groups>2</groups>
  <is_confirm>false</is_confirm>
  <is_draft>false</is_draft>
  <json_url>https://altcraft.com/example/message.json</json_url>
  <id>10</id>
  <name>Template</name>
  <suppress_id>2</suppress_id>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <ui_tags>tag_1</ui_tags>
  <ui_tags>tag_2</ui_tags>
</xml>
```

Response example

JSON

```
{
  "data": {
    "saved_id": 10
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <saved_id>10</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	string	Updated template ID

Channel object

Used in API requests related to adding and updating message templates.

JSON

```
{
        "sid": "email",
        "fields": {
                "text": "Hello, world!",
                "html": "<html>Hello, world!</html>",
                "subject": "Welcome"
        }
},
{
        "sid": "sms",
        "fields": {
                "sms": "Hello, world!"
        }
},
{
        "sid": "push",
        "fields": {
                "title": "Welcome",
                "body": "Hello, world!",
                "icon": "https://example.com/images/picture.jpg",
                "click_url": "https://example.com"
        }
}
```

Description

Parameter	Type	Example	Description
sid	string	“email” “sms” “push” “telegram_bot” “telegram_group” “custom_channel”	Channel name

fields	object	“fields”:{
		“text”: “Hello, world”,
		“html”: “Hello, world!”,
		“subject”: “Welcome”
		}
			Template settings for a certain channel

Fields object

Each `channel` object contains a `fields` object:

Email fields

JSON

```
{
        "sid": "email",
        "fields": {
                "text": "Hello, world!",
                "html": "<html>Hello, world!</html>",
                "subject": "Subject line",
                "from_email": "test@example.com",
                "from_name": "Jenny's List",
                "replyto_email": "test_reply@example.com",
                "replyto_name": "Jenny",
                "is_not_inline": true
        }
}
```

Description

Parameter	Type	Example	Description
text	string	`"Hello, world!"`	Text version of the message
html	string	`"<html>Hello, world!</html>"`	HTML version of the message
is_amp	bool	`false`	Is there an amp version in the template or not
amp	string	`"<html>Hello, world!</html>"`	AMP HTML version of the message
subject	string	`"Weather alert"`	Subject line
from_email	string	`"test@example.com"`	Override “from-email”
from_name	string	`"Jenny's List"`	Override “from-name”
replyto_email	string	`"test_reply@example.com"`	Override “replyto_email”
replyto_name	string	`"Jenny"`	Override “replyto_name”
is_not_inline	bool	`true`	Do not convert CSS to inline

SMS fields

JSON

```
{
        "sid": "sms",
        "fields": {
                "sms": "Hello, world!",
                "sms_max_count": 0,
                "add_sms_url_scheme": true
        }
}
```

Description

Parameter	Type	Example	Description
sms	string	`"Hello, world!"`	Message text
sms_max_count	int	`0`	SMS limit
add_sms_url_scheme	bool	`true`	Add “http://” to links

Push fields

JSON

```
{
        "sid": "push",
        "fields": {
                "title": "Welcome",
                "body": "Hello, world!",
                "icon": "https://example.com/images/icon.jpg",
                "click_url": "https://example.com",
                "custom_push_json_raw": "{}"
        }
}
```

Description

Parameter	Type	Example	Description
title	string	`"Welcome"`	Notification title
body	string	`"Hello, world!"`	Notification text
icon	string	`"https://example.com/images/test.jpg"`	URL where the notification icon is located
click_url	string	`"https://example.com"`	Click-to-go link
custom_push_json_raw	string	`"{}"`	Custom JSON to send to mobile push

Notify fields

JSON

```
{
  "sid": "notify",
  "fields": {
    "template": {
      "id": 1,
      "name": "message_after_purchase",
      "type": "NOTIFY",
      "status": "NOT_SENT",
      "is_draft": true,
      "edna_account_id": "",
      "notify_service_name": "altcraft_testing",
      "vk_data": {
        "body": "Notify message content",
        "buttons": [],
```

```
        "attachments": [],
        "enabled": true,
        "inline_keyboard": false,
        "hide_keyboard": false,
        "reply_enabled": false
      },
      "ok_data": {
        "enabled": true,
        "body": "Notify message content"
      },
      "sms_data": {
        "enabled": true,
        "body": "Notify message content",
        "type": "advert"
      },
      "routes": [
        {
          "route": "vk",
          "deliv_timeout": 86400,
          "read_timeout": 86400
        },
        {
          "route": "ok",
          "deliv_timeout": 86400,
          "read_timeout": 86400
        },
        {
          "route": "sms"
        }
      ]
    },
    "info": {
      "is_obsolete": false,
      "not_found": false
    },
    "params": {
      "name": "{{$.Lead._fname}}",
      "order_number": "{{$.Lead.order_number}}"
    }
  }
}
```

XML

```
<xml>
  <sid>notify</sid>
  <fields>
                <info>
                    <is_obsolete>false</is_obsolete>
                    <not_found>false</not_found>
                </info>
                <params>
                    <name>{{$.Lead._fname}}</name>
```

```
                <order_number>{{$.Lead.order_number}}</order_number>
            </params>
            <template>
                <id>1</id>
                <is_draft>true</is_draft>
                <name>message_after_purchase</name>
                <notify_service_name>altcraft_testing</notify_service_name>
                <ok_data>
                    <body>Notify message content</body>
                    <enabled>true</enabled>
                </ok_data>
                <routes>
                    <deliv_timeout>86400</deliv_timeout>
                    <read_timeout>86400</read_timeout>
                    <route>vk</route>
                </routes>
                <routes>
                    <deliv_timeout>86400</deliv_timeout>
                    <read_timeout>86400</read_timeout>
                    <route>ok</route>
                </routes>
                <routes>
                    <route>sms</route>
                </routes>
                <sms_data>
                    <body>Notify message content</body>
                    <enabled>true</enabled>
                    <type>advert</type>
                </sms_data>
                <status>NOT_SENT</status>
                <type>NOTIFY</type>
                <vk_data>
                    <body>Notify message content</body>
                    <enabled>true</enabled>
                    <hide_keyboard>false</hide_keyboard>
                    <inline_keyboard>false</inline_keyboard>
                    <reply_enabled>false</reply_enabled>
                </vk_data>
            </template>
        </fields>
</xml>
```

Description

Parameter	Type	Example	Description
name	string	“message_after_purchase”	Template name
type	string	“NOTIFY”	Template type
status	string	“NOT_SENT”	Sending status of the template
is_draft	boolean	true	Indicates if the template is a draft
edna_account_id	string	“123456”	Edna account ID

Parameter	Type	Example	Description
notify_service_name	string	“altcraft_testing”	Name of the notification service
body	string	“Notify message content”	VK message body
buttons	array	[]	VK message buttons
attachments	array	[]	VK message attachments
enabled	boolean	true	Whether VK message is enabled
inline_keyboard	boolean	false	Whether VK inline keyboard is used
hide_keyboard	boolean	false	Whether VK keyboard should be hidden
reply_enabled	boolean	false	Whether replies to VK message are allowed
enabled	boolean	true	Whether OK message is enabled
body	string	“Notify message content”	OK message body
enabled	boolean	true	Whether SMS message is enabled
body	string	“Notify message content”	SMS message body
type	string	“advert”	SMS message type
route	string	“vk”	Delivery channel
deliv_timeout	integer	86400	Delivery timeout (in seconds)
read_timeout	integer	86400	Read timeout (in seconds)
route	string	“ok”	Second delivery channel
route	string	“sms”	Third delivery channel
is_obsolete	boolean	false	Whether the template is obsolete
not_found	boolean	false	Whether the template was found

Telegram fields

JSON


```
{
  "sid": "telegram_bot",
  "fields": {
    "image": {
      "attach": [
        {
          "content": "/9j/bcvb4234hgdffsd45",
          "filekey": "678636591824633380762bee",
          "name": "example.jpg",
          "size": 65101,
          "type": "image_path"
        }
      ]
    },
    "image_caption": "Telegram bot message description",
    "markup_style": "HTML"
```

```
  }
}
```

XML

```
<xml>
  <sid>telegram_bot</sid>
  <fields>
    <image>
      <attach>
          <content>/9j/bcvb4234hgdffsd45</content>
          <filekey>67863659182463338076 2bee</filekey>
          <name>example.jpg</name>
          <size>65101</size>
          <type>image_path</type>
      </attach>
    </image>
    <image_caption>Telegram bot message description</image_caption>
    <markup_style>HTML</markup_style>
  </fields>
</xml>
```

Description

Parameter	Type	Example	Description
legacy_button_link	string	“https://example.com”	Link attached to the button
legacy_button_name	string	“button1”	Button label
markdown_type	string	“HTML”	Text formatting type (HTML/Markdown)
text	string	“example”	Main message text
content	string	“/9j/bcvb4234hgdffsd45”	File content in binary (base64)
filekey	string	“67863659182463338076 2bee”	Unique file identifier
name	string	“example.jpg”	Name of the attached file
size	integer	65101	File size in bytes
type	string	“image_path”	Attachment type (e.g., path to file)
image_caption	string	“Image description”	Caption for the image
audio_caption	string	“Audio file description”	Caption for the audio file
video_caption	string	“Video file description”	Caption for the video file
markup_style	string	“HTML”	Markup style for Telegram (HTML/Markdown)

Whatsapp fields

JSON

```
{
  "id": 9,
```

```
  "sid": "whatsapp",
  "fields": {
    "type": "TEMPLATE",
    "template": {
      "type": "360DIALOG",
      "name": "initiate_message_en",
      "hsm_external_id": "c466caf6_c340_4d85_8659_6c9685618a9f_en_initiate_message_en",
      "language": "en",
      "wa_account_id": "+79999999999",
      "hsm_hash_sum": "0b7ac0a91b0ba52e961b87c2297d2bd06a3f5bc1",
      "is_invalid": false,
      "hsm_not_found": false,
      "account_not_found": false
    },
    "raw_hsm": {
      "dialog_template": {
        "components": [
          {
            "type": "BODY",
            "text": "Hello! Thank you for waiting. I needed some time to clarify the
information regarding your request. Could you please let me know when it's convenient for you
to discuss the details? 😃"
          }
        ],
        "name": "initiate_message_en",
        "namespace": "c466caf6_c340_4d85_8659_6c9685618a9f",
        "category": "ISSUE_RESOLUTION",
        "language": "en",
        "rejected_reason": "NONE",
        "status": "approved"
      },
      "edna_template": null
    }
  }
}
```


XML


```
<xml>
  <id>9</id>
  <sid>whatsapp</sid>
  <fields>
    <type>TEMPLATE</type>
    <template>
      <type>360DIALOG</type>
      <name>initiate_message_en</name>

<hsm_external_id>c466caf6_c340_4d85_8659_6c9685618a9f_en_initiate_message_en</hsm_external_id
>
      <language>en</language>
      <wa_account_id>+79999999999</wa_account_id>
      <hsm_hash_sum>0b7ac0a91b0ba52e961b87c2297d2bd06a3f5bc1</hsm_hash_sum>
```

```
      <is_invalid>false</is_invalid>
      <hsm_not_found>false</hsm_not_found>
      <account_not_found>false</account_not_found>
    </template>
    <raw_hsm>
      <dialog_template>
        <components>
          <component>
            <type>BODY</type>
            <text>Hello! Thank you for waiting. I needed some time to clarify the information regarding your request. Could you please let me know when it's convenient for you to discuss the details? 😃</text>
          </component>
        </components>
        <name>initiate_message_en</name>
        <namespace>c466caf6_c340_4d85_8659_6c9685618a9f</namespace>
        <category>ISSUE_RESOLUTION</category>
        <language>en</language>
        <rejected_reason>NONE</rejected_reason>
        <status>approved</status>
      </dialog_template>
    </raw_hsm>
  </fields>
</xml>
```

Description

Parameter	Type	Example	Description
type	string	“360DIALOG”	WhatsApp template type
name	string	“initiate_message_en”	Template name
hsm_external_id	string	“c466caf6_c340_4d85_8659_6c9685618a9f_en_initiate_message_en”	External template ID
language	string	“en”	Template language
wa_account_id	string	“+79999999999”	WhatsApp account ID
hsm_hash_sum	string	“0b7ac0a91b0ba52e961b87c2297d2bd06a3f5bc1”	Template hash
is_invalid	boolean	false	Whether the template is invalid
hsm_not_found	boolean	false	Whether the HSM template was found
account_not_found	boolean	false	Whether the account was found
name (in raw_hsm)	string	“initiate_message_en”	Template name in `raw_hsm`
namespace	string	“c466caf6_c340_4d85_8659_6c9685618a9f”	Template namespace
category	string	“ISSUE_RESOLUTION”	Template category
status	string	“approved”	Template status (e.g., approved, rejected)

Parameter	Type	Example	Description
rejected_reason	string	“NONE”	Reason for template rejection (if any)
components.type	string	“BODY”	Component type
components.text	string	“Hello! Thank you for waiting…”	Message body text
edna_template	string	“null”	Edna template, if present (in this case — not present)

Viber™ fields

JSON

```
"id": 10,
{
  "sid": "viber",
  "fields": {
    "series": [
      {
        "type": "TEXT",
        "text": "message text"
      },
      {
        "type": "IMAGE",
        "image": "/849074172/3/example.jpg"
      },
      {
        "type": "VIDEO",
        "thumbnail": "/848985842/3/6786323458246333807 62bee/example.jpg",
        "duration": 6,
        "file_size": 2,
        "action": "https://example.com/lib/preview/mp4/example.mp4"
      },
      {
        "type": "TEXT_BUTTON",
        "text": "Sample text",
        "caption": "button text",
        "action": "https://example.com"
      },
      {
        "type": "FILE",
        "file_type": "pdf",
        "file_name": "example.pdf",
        "action": "https://www.example.org/testfiles/resources/pdf/example.pdf"
      }
    ]
  }
}
```

XML

```
<xml>
    <id>10</id>
    <sid>viber</sid>
    <fields>
      <series>
        <element>
          <type>TEXT</type>
          <text>message text</text>
        </element>
        <element>
          <type>IMAGE</type>
          <image>/849074172/3/example.jpg</image>
        </element>
        <element>
          <type>VIDEO</type>
          <thumbnail>/848985842/3/67863234582463338076 2bee/example.jpg</thumbnail>
          <duration>6</duration>
          <file_size>2</file_size>
          <action>https://example.com/lib/preview/mp4/example.mp4</action>
        </element>
        <element>
          <type>TEXT_BUTTON</type>
          <text>Sample text</text>
          <caption>button text</caption>
          <action>https://example.com</action>
        </element>
        <element>
          <type>FILE</type>
          <file_type>pdf</file_type>
          <file_name>example.pdf</file_name>
          <action>https://www.example.org/testfiles/resources/pdf/example.pdf</action>
        </element>
      </series>
    </fields>
</xml>
```

Description

Parameter	Type	Example	Description
type	string	“TEXT”	Type of message element
text	string	“message text”	Text content of the message
image	string	“/849074172/3/example.jpg”	Path to the image
thumbnail	string	“/848985842/3/67863234582463338076 2bee/example.jpg”	Preview image for the video
duration	integer	6	Video duration in seconds
file_size	integer	2	File size in megabytes
action	string	“https://example.com/lib/preview/mp4/example.mp4”	Action URL (used for video, button, or file)
caption	string	“button text”	Caption for the button
file_type	string	“pdf”	Type of the file (e.g., PDF)

Parameter	Type	Example	Description
file_name	string	“example.pdf”	Name of the attached file

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Activate campaign

Activate campaign

Description

Activates a campaign.

Can be used to activate and launch a campaign instantly.
Also you can override campaign audience source for a different database or segment.

If `run_now` = `true`, the specified campaign launches instantly.

`override_source_type` and `override_source_id` are valid only if `run_now` = `true`.

`override_limit` parameter sets sending limitations for the current run.

If no override options are set - campaigns will use their default audience sources and sending limitations.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/activate/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	12	Yes	Campaign ID
run_now	bool	true	No	Launch campaign instantly
override_source_type	enum	“list” or “segment”	No	Override audience source
override_source_id	int	5	No	New audience source ID
override_limit	int	300	No	Override campaign limitations
content	JSON object	`{"field":"value"}`	No	Additional content for API content filter node and template apicontent variables
attach	JSON array	`[]`	No	Attach file(s) to campaign messages

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 82,
  "override_source_id": 1,
  "override_source_type": "list",
  "run_now": true
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>82</id>
    <override_source_id>1</override_source_id>
    <override_source_type>list</override_source_type>
    <run_now>true</run_now>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Deactivate campaign

Deactivate campaign

Description

Deactivates a campaign.

Can also abort message sending, if a campaign is active:

`abort_if_running` = `true` property immediately aborts all messages in sending queue. If the value is `false` the campaign will be deactivated, though its already scheduled messages will be sent.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/deactivate`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
abort_if_running	bool	true	No	Abort campaign sending By default – false
id	int	12	Yes	Campaign ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": "15",
    "abort_if_running": "true"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>15</id>
    <abort_if_running>true</abort_if_running>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get campaign list

Get campaign list

Description

Retrieves campaign list.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	`"abcdefghijklmnqrstuvwxyz"`	Yes	API token
format	string	`"json"`	No	Response data format. By default – json
from_id	int	`1`	No	First campaign in the list ID. By default – 1
limit	int	`2`	No	Response campaigns limit. By default – 1000
type	string	`"trigger"`	No	Campaign type
is_active	bool	`true`	No	Campaign active flag
ui_tags	[]String	`[ "tag1", "tag2" ]`	No	List of tags for search
groups	[]String	`[ "group1", "group2" ]`	No	List of access groups
groups_id	[]int	`[ 0, 1 ]`	No	List of access groups IDs
attributes	object	`{"season": {"options": ["spring_2024", "summer_2024"]}}`	No	Attributes and their values for search

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "limit": 2
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <limit>2</limit>
</xml>
```

Response example

JSON


```
{
    "data": [
        {
            "id": 5,
            "name": "New meteoric campaign",
            "type": "broadcast",
            "is_active": false,
            "subid": "",
            "for_confirm": false,
            "ui_tags": [],
            "groups": [
                {
                    "id": 0,
                    "name": "main"
                }
            ]
        },
        {
            "id": 7,
            "name": "Copy of New meteoric campaign",
            "type": "broadcast",
            "is_active": false,
            "subid": "",
            "for_confirm": false,
            "ui_tags": [],
            "groups": [
                {
                    "id": 0,
                    "name": "main"
                }
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "next_from_id": 8,
    "total_count": 134
}
```


XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <data>
        <id>5</id>
        <name>New meteoric campaign</name>
        <type>broadcast</type>
        <is_active>false</is_active>
        <subid></subid>
        <for_confirm>false</for_confirm>
        <groups>
            <id>0</id>
            <name>main</name>
        </groups>
    </data>
    <data>
        <id>7</id>
        <name>Copy of New meteoric campaign</name>
        <type>broadcast</type>
        <is_active>false</is_active>
        <subid></subid>
        <for_confirm>false</for_confirm>
        <groups>
            <id>0</id>
            <name>main</name>
        </groups>
    </data>
    <next_from_id>8</next_from_id>
    <total_count>134</total_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	int	The index must be passed in the next request to receive another piece of data, until the result output contains 0 history lines
id	int	Campaign ID
is_active	bool	Campaign active flag
name	string	Campaign name
type	string	Campaign type
total_count	int	Total campaign count
for_confirm	bool	Messages with opt-in link flag
ui_tags	[]String	List of tags

Parameter	Type	Description
groups	[]String	List of access groups
attributes	object	Attributes assigned to the campaign and their values

Get campaign information

Get campaign information

Description

Retrieves detailed campaign information.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Campaign ID

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 2
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>2</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "id": 118,
        "name": "Daily weather notification",
        "description": "",
```

```
        "type": "regular",
        "updated_user": "roman",
        "update_time": "2024-05-20T09:17:53.362Z",
        "is_active": false,
        "is_completed": false,
        "data_id": 1,
        "data_type": "list",
        "content": [
            {
                "subject": "",
                "from_email": "",
                "from_name": "",
                "replyto_email": "",
                "replyto_name": "",
                "message_id": 21
            }
        ],
        "status": "Inactive",
        "subid": "",
        "virtual_sender_id": 2,
        "providers": [
            "google",
            "mozilla",
            "safari",
            "safari-native",
            "firefox-firebase",
            "chrome-firebase",
            "opera-firebase",
            "yandex-firebase",
            "samsung-firebase",
            "android-firebase",
            "ios-firebase",
            "ios-apns",
            "yandex-Appmetrica-device-id-ios",
            "yandex-Appmetrica-device-id-android",
            "yandex-Appmetrica-ios-ifa",
            "yandex-Appmetrica-google-aid",
            "yandex-Appmetrica-android-token",
            "yandex-Appmetrica-ios-token",
            "android-huawei",
            "ios-huawei",
            "android-rustore"
        ],
        "push_sending_mode": "fanout",
        "resource_id": 26,
        "channel": "push",
        "for_confirm": false
    },
    "error": 0,
    "error_text": "Successful operation"
}
```


XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <data>
        <id>118</id>
        <name>Daily weather notification</name>
        <description></description>
        <type>regular</type>
        <updated_user>roman</updated_user>
        <update_time>2024-05-20T09:17:53.362Z</update_time>
        <is_active>false</is_active>
        <is_completed>false</is_completed>
        <data_id>1</data_id>
        <data_type>list</data_type>
        <content>
            <subject></subject>
            <from_email></from_email>
            <from_name></from_name>
            <replyto_email></replyto_email>
            <replyto_name></replyto_name>
            <message_id>21</message_id>
        </content>
        <status>Inactive</status>
        <subid></subid>
        <virtual_sender_id>2</virtual_sender_id>
        <providers>google</providers>
        <providers>mozilla</providers>
        <providers>safari</providers>
        <providers>safari-native</providers>
        <providers>firefox-firebase</providers>
        <providers>chrome-firebase</providers>
        <providers>opera-firebase</providers>
        <providers>yandex-firebase</providers>
        <providers>samsung-firebase</providers>
        <providers>android-firebase</providers>
        <providers>ios-firebase</providers>
        <providers>ios-apns</providers>
        <providers>yandex-Appmetrica-device-id-ios</providers>
        <providers>yandex-Appmetrica-device-id-android</providers>
        <providers>yandex-Appmetrica-ios-ifa</providers>
        <providers>yandex-Appmetrica-google-aid</providers>
        <providers>yandex-Appmetrica-android-token</providers>
        <providers>yandex-Appmetrica-ios-token</providers>
        <providers>android-huawei</providers>
        <providers>ios-huawei</providers>
        <providers>android-rustore</providers>
        <push_sending_mode>fanout</push_sending_mode>
        <resource_id>26</resource_id>
        <channel>push</channel>
        <for_confirm>false</for_confirm>
    </data>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameters	Type	Description
error	int	Error code
error_text	string	Error text
content	JSON array	Message templates list
data_id	int	Audience source ID
data_type	string	Audience source type
id	int	Campaign ID
update_time	string	Date the campaign was last edited
updated_user	string	Name of the user who edited the campaign
is_active	bool	Campaign active flag
is_completed	bool	Campaign finished flag
name	string	Campaign name
resource_id	int	Resource ID
send_email_content	bool	Email channel active
send_push_content	bool	Push channel active
send_sms_content	bool	SMS channel active
push_sending_mode	string	Push notification sending mode (push channels only)
for_confirm	bool	Messages with opt-in link flag
status	string	Campaign status
subid	string	Campaign SubID
type	string	Campaign type
virtual_sender_id	int	Virtual sender ID
descr	string	Campaign description
attributes	object	Attributes assigned to the campaign and their values

Get campaign log

Get campaign log

Description

Retrieves campaign logs.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/log_v2`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
from_time	string	“2018-08-10T00:00:00.000Z”	No	Logs starting time
id	int	1	Yes	Campaign ID
limit	int	2	No	Log entries limit By default – 1000

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1,
    "limit": 2
}
```

XML

```
<xml>
   <token>abcdefghijklmnqrstuvwxyz</token>
   <id>1</id>
   <limit>2</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "level": "INFO",
            "message": "Campaign finished",
            "time": "2024-04-02T17:57:01.504Z",
            "state": "end",
            "value": ""
        },
        {
            "level": "INFO",
            "message": "Total time spent",
            "time": "2024-04-02T17:57:01.505Z",
            "state": "",
            "value": "138.351985ms"
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 140
}
```


XML


```
<xml>
    <data>
        <level>"INFO"</level>
        <message>"Campaign finished"</message>
        <state>"end"</state>
        <time>"2024-05-28T16:40:59.207Z"</time>
        <value>""</value>
    </data>
    <data>
        <level>"INFO"</level>
        <message>"Total time spent"</message>
        <state>""</state>
        <time>"2024-05-28T16:40:59.208Z"</time>
        <value>"351.155547ms"</value>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>9</total_count>
</xml>
```


Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
level	string	Logging level

Parameter	Type	Description
message	string	Log entry
state	string	Entry status
time	date	Entry registration date
value	string	Event associated value

Logging levels:

- `DEBUG`
- `INFO`
- `WARNING`
- `ERROR`

Event entry status:

- `start` – campaign start
- end – campaign finish

Clone campaign

Clone campaign

Description

Clones campaign content and settings to a newly created campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/clone`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Campaign ID
name	string	“Clone”	No	New campaign name By default – “Clone of …”

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1,
    "name": "Clone"
}
```

XML

```
<xml>
   <token>abcdefghijklmnqrstuvwxyz</token>
   <id>1</id>
   <name>Clone</name>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 87
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>88</saved_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	New campaign ID

Delete campaign

Delete campaign

Description

Deletes a campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Campaign ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>1</id>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
```

```
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get campaign status

Get campaign status

Description

Retrieves a campaign status — whether it is active or inactive.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/get_status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	12	Yes	Campaign ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 82
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>82</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "is_active": false,
        "is_completed": false,
        "status": "Inactive"
    },
    "error": 0,
```

```
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <is_active>false</is_active>
        <is_completed>false</is_completed>
        <status>"Inactive"</status>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
is_active	bool	Campaign active flag
is_completed	bool	Campaign finished flag
status	string	Current campaign status

Get broadcasts list

Get broadcasts list

Description

Retrieves broadcast campaigns list.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/broadcasts/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
from_id	int	2	No	First in the list broadcast ID By default – 1
limit	int	10	No	Response broadcast list limit By default – 1000
format	string	“json”	No	Response data format By default – json
type	string	“broadcast”	Yes	Campaign type
is_active	bool	true	No	Retrieve active campaigns only
ui_tags	[]String	`[ "tag1", "tag2" ]`	No	List of tags for search By default – [ ]
groups	[]String	`[ "group1", "group2" ]`	No	List of access groups By default – [ ]
groups_id	[]int	`[ 0, 1 ]`	No	List of groups IDs By default – [ ]
attributes	object	`{"season": {"options": ["spring_2024", "summer_2024"]}}`	No	Attributes and their values for search

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "limit": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <limit>2</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "id": 3,
            "name": "New campaign 1",
            "type": "broadcast",
            "is_active": false,
            "for_confirm": false,
            "ui_tags": [],
            "groups": [
                {
                    "id": 0,
                    "name": "main"
                }
            ]
        },
        {
            "id": 5,
            "name": "New campaign 2",
            "type": "broadcast",
            "is_active": false,
            "for_confirm": false,
            "ui_tags": [],
            "groups": [
                {
                    "id": 0,
                    "name": "main"
                }
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 17
}
```

XML

```
<xml>
    <data>
        <for_confirm>false</for_confirm>
```

```
        <groups>
            <id>0</id>
            <name>main</name>
        </groups>
        <id>3</id>
        <is_active>false</is_active>
        <name>New campaign 1</name>
        <type>broadcast</type>
    </data>
    <data>
        <for_confirm>false</for_confirm>
        <groups>
            <id>0</id>
            <name>main</name>
        </groups>
        <id>5</id>
        <is_active>false</is_active>
        <name>New campaign 2</name>
        <type>broadcast</type>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>17</total_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Campaign ID
name	string	Campaign name
type	string	Campaign type
is_active	bool	Campaign active flag
for_confirm	bool	Messages with opt-in link flag
total_count	int	Total campaigns count
ui_tags	[]String	List of tags
groups	[]String	List of groups

Get broadcast information

Get broadcast information

Description

Retrieves detailed information about a broadcast campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/broadcasts/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	11768	Yes	Campaign ID
format	string	“json”	No	Response data format. By default – json

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": "87"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>87</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "name": "sms ",
        "is_active": false,
        "data_id": 13,
```

```
    "data_type": "segment",
    "content": [
        {
            "subject": "",
            "from_email": "",
            "from_name": "",
            "replyto_email": "",
            "replyto_name": "",
            "message_id": 27
        }
    ],
    "send_channel": "sms",
    "channel": "sms",
    "push_sending_mode": "fanout",
    "resource_id": 36,
    "subid": "",
    "limit": 0,
    "aglimit_count": 0,
    "aglimit_percent": 0,
    "start_schedule": {
        "start_mins": [
            38
        ],
        "start_hours": [
            16
        ],
        "start_mdays": [],
        "start_wdays": [],
        "start_months": [],
        "start_years": [],
        "tz": "",
        "profile": false,
        "losers": false
    },
    "for_confirm": false,
    "policy_id": 0,
    "description": "",
    "virtual_sender_id": 0,
    "is_random_tracking_prefix": false,
    "custom_tracking_domains": [],
    "watcher_list_id": 0,
    "watcher_limit": 0,
    "blind_carbon_copy": [],
    "unconditional_sending": false,
    "skip_unique_checking": false,
    "sub_cats_filter": null,
    "sub_fields_filter": null,
    "id": 179,
    "updated_user": "roman",
    "update_time": "2024-05-28T13:40:57.3Z"
},
"error": 0,
```

```
    "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
        <aglimit_count>0</aglimit_count>
        <aglimit_percent>0</aglimit_percent>
        <channel>"sms"</channel>
        <content>
            <from_email>""</from_email>
            <from_name>""</from_name>
            <message_id>27</message_id>
            <replyto_email>""</replyto_email>
            <replyto_name>""</replyto_name>
            <subject>""</subject>
        </content>
        <data_id>13</data_id>
        <data_type>"segment"</data_type>
        <description>""</description>
        <for_confirm>false</for_confirm>
        <id>179</id>
        <is_active>false</is_active>
        <is_random_tracking_prefix>false</is_random_tracking_prefix>
        <limit>0</limit>
        <name>"sms "</name>
        <policy_id>0</policy_id>
        <push_sending_mode>"fanout"</push_sending_mode>
        <resource_id>36</resource_id>
        <send_channel>"sms"</send_channel>
        <skip_unique_checking>false</skip_unique_checking>
        <start_schedule>
            <losers>false</losers>
            <profile>false</profile>
            <start_hours>16</start_hours>
            <start_mins>38</start_mins>
            <tz>""</tz>
        </start_schedule>
        <subid>""</subid>
        <unconditional_sending>false</unconditional_sending>
        <update_time>"2024-05-28T13:40:57.3Z"</update_time>
        <updated_user>"roman"</updated_user>
        <virtual_sender_id>0</virtual_sender_id>
        <watcher_limit>0</watcher_limit>
        <watcher_list_id>0</watcher_list_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```


Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Campaign ID
name	string	Campaign name
is_active	bool	Campaign active flag
resource_id	int	Resource ID
data_id	int	Audience source ID
data_type	string	Audience source type
content	JSON array	Message template object
send_channel	string	Sending channel
channel	string	Channel
for_confirm	bool	Messages with opt-in link flag
subid	string	Campaign SubID
start_schedule	JSON object	Start schedule object
limit	int	Campaign cycle limitation
aglimit_count	int	Increase limit each cycle - number
agllimit_percent	float	Increase limit each cycle - percent
policy_id	int	Sending policy ID
push_sending_mode	string	Push notification sending mode (push channels only)
descr	string	Campaign description
attributes	object	Assigned attributes and their values
Smart settings		
virtual_sender_id	int	Virtual sender ID (Smart accounts)
is_random_tracking_prefix	bool	Random tracking domain prefix (Smart accounts)
custom_tracking_domains	JSON array	Tracking domains list (Smart accounts)
blind_carbon_copy	JSON array	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	Send messages regardless of subscription status (Smart accounts)
watcher_list_id	int	Campaign watchers database ID (Smart accounts)
watcher_limit	int	Watchers limit (Smart accounts)

Create broadcast campaign

Create broadcast campaign

Description

Creates a new broadcast campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/broadcasts/add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"json"	No	Response data format. By default – json
name	string	"Broadcast campaign name"	Yes	Campaign name
is_active	bool	true	No	Activate campaign on creation
data_type	string	"list"	Yes	Audience source type
data_id	int	12	Yes	Audience source ID
resource_id	int	24	No	Resource ID
content	JSON array		Yes	Message template object
send_channel	string	"email" "sms" "push"	Yes	Sending channel
content_type	string	"email"	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
send_email_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
send_push_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.

Parameter	Type	Example	Required	Description
send_sms_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
subid	string	"Adv_1"	No	Campaign SubID
start_schedule	JSON object		No	Start schedule object
limit	int	0	No	Campaign cycle limitation
aglimit_count	int	0	No	Increase limit each cycle — number
agllimit_percent	float	99.0	No	Increase limit each cycle — percent
policy_id	int	1	No	Sending policy ID
push_sending_mode	string	"fanout" (default) "last"	No	Push notification sending mode (push channels only)
attributes	object	"season":"summer_2024"	No	Assigned attributes and their values
Smart settings				
virtual_sender_id	int	12	No	Virtual sender ID (Smart accounts)
is_random_tracking_prefix	bool	false	No	Random tracking domain prefix (Smart accounts)
custom_tracking_domains	JSON array	["trk.example.com", "trk2.example.com"]	No	Tracking domain list (Smart accounts)
blind_carbon_copy	JSON array	["john@example.com", "george@example.com"]	No	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	true	No	Send messages regardless of subscription status (Smart accounts)
watched_list_id	int	12	No	Campaign watchers database ID (Smart accounts)
watcher_limit	int	100	No	Watchers limit (Smart accounts)

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
```

```
    "virtual_sender_id": 5,
    "content": [
        {
            "from_email": "example@example.com",
            "from_name": "Victor",
            "message_id": 15,
            "replyto_email": "example@example.com",
            "replyto_name": "Victoria",
            "subject": "Hello"
        }
    ],
    "custom_tracking_domains": [
        "trk.example.com",
        "trk.example.org"
    ],
    "data_id": 1,
    "data_type": "list",
    "is_active": true,
    "limit": 1,
    "name": "New broadcast",
    "resource_id": 21,
    "send_channel": "email",
    "start_schedule": {
        "start_hours": [
            1,
            2,
            3,
            4
        ],
        "start_mins": [
            1,
            2,
            3,
            4
        ],
        "start_mdays": [
            1
        ],
        "start_months": [
            12
        ],
        "start_wdays": [],
        "start_years": [
            2024
        ]
    }
}
```

XML

```
<xml>
    <token>{{token}}</token>
    <virtual_sender_id>5</virtual_sender_id>
```

```
    <content array='true'>
        <from_email>example@example.com</from_email>
        <from_name></from_name>
        <message_id>14</message_id>
        <replyto_email>example@example.com</replyto_email>
        <replyto_name></replyto_name>
        <subject>Hello!</subject>
    </content>
    <custom_tracking_domains>trk.example.com</custom_tracking_domains>
    <custom_tracking_domains>trk.example.org</custom_tracking_domains>
    <data_id>1</data_id>
    <data_type>list</data_type>
    <is_active>true</is_active>
    <limit>1</limit>
    <name>Broadcast</name>
    <resource_id>21</resource_id>
    <send_channel>email</send_channel>
    <start_schedule>
        <start_hours>1</start_hours>
        <start_hours>2</start_hours>
        <start_hours>3</start_hours>
        <start_hours>4</start_hours>
        <start_mins>1</start_mins>
        <start_mins>2</start_mins>
        <start_mins>3</start_mins>
        <start_mins>4</start_mins>
        <start_mdays array='true'>1</start_mdays>
        <start_months array='true'>12</start_months>
        <start_wdays array='true'></start_wdays>
        <start_years array='true'>2024</start_years>
    </start_schedule>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 90
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>90</saved_id>
    </data>
    <error>0</error>
```

```
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	**int**	**Error code**
error_text	**string**	**Error text**
saved_id	**int**	**New campaign ID**

Update broadcast campaign

Update broadcast campaign

Description

Updates campaign details, changes an existing campaign settings.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/broadcasts/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
id	int	1	Yes	Campaign ID
format	string	"json"	No	Response data format. By default – json
name	string	"Broadcast campaign name"	Yes	Campaign name
is_active	bool	true	No	Activate or deactivate campaign
data_type	string	"list"	Yes	Audience source type
data_id	int	12	Yes	Audience source ID
resource_id	int	24	No	Resource ID
content	JSON array		Yes	Message template object
subid	string	"Adv_1"	No	Campaign SubID
start_schedule	JSON object		No	Start schedule object
limit	int	0	No	Campaign cycle limitation
aglimit_count	int	0	No	Increase limit each cycle — number
agllimit_percent	float	99.0	No	Increase limit each cycle — percent
policy_id	int	1	No	Sending policy ID
push_sending_mode	string	"fanout" (default) "last"	No	Push notification sending mode (push channels only)
attributes	object	"season":"summer_2024"	No	Assigned attributes and their values
Smart settings				

Parameter	Type	Example	Required	Description
virtual_sender_id	int	12	No	Virtual sender ID (Smart accounts)
is_random_tracking_prefix	bool	false	No	Random tracking domain prefix (Smart accounts)
custom_tracking_domains	JSON array	["trk.example.com", "trk2.example.com"]	No	Tracking domains list (Smart accounts)
blind_carbon_copy	JSON array	["john@example.com", "george@example.com"]	No	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	true	No	Send messages regardless of subscription status (Smart accounts)
watched_list_id	int	12	No	Campaign watchers database ID (Smart accounts)
watcher_limit	int	100	No	Watchers limit (Smart accounts)

INFO

You cannot change the channel in a saved campaign. When passing such parameters as send_channel, content_type, send_email_content, send_sms_content, send_push_content, the request will not return an error, but it will not update the sending channel either.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "virtual_sender_id": 5,
    "content": [
        {
            "from_email": "example@example.com",
            "from_name": "Alexandra",
            "message_id": 14,
            "replyto_email": "example@example.com",
            "replyto_name": "Victoria",
            "subject": "Hi!"
        }
    ],
    "custom_tracking_domains": [
        "trk.example.com",
        "trk.example.org"
    ],
    "data_id": 1,
    "data_type": "list",
    "id": 90,
    "is_active": true,
```

```
    "limit": 10,
    "name": "Broadcast",
    "resource_id": 20,
    "start_schedule": {
        "start_hours": [
            1,
            2,
            3,
            4
        ],
        "start_mdays": [
            1
        ],
        "start_mins": [
            1,
            2,
            3,
            4
        ],
        "start_months": [
            12
        ],
        "start_wdays": [],
        "start_years": [
            2024
        ]
    }
}
```


XML


```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <virtual_sender_id>5</virtual_sender_id>
    <content array='true'>
        <from_email>broadcast1@altcraft.com</from_email>
        <from_name>Margorita</from_name>
        <message_id>14</message_id>
        <replyto_email>example@example.com</replyto_email>
        <replyto_name>Victoria</replyto_name>
        <subject>Good morning!</subject>
    </content>
    <custom_tracking_domains>trk.example.com</custom_tracking_domains>
    <custom_tracking_domains>trk.example.org</custom_tracking_domains>
    <data_id>1</data_id>
    <data_type>list</data_type>
    <id>89</id>
    <is_active>true</is_active>
    <limit>10</limit>
    <name>Broadcast</name>
    <resource_id>20</resource_id>
    <start_schedule>
        <start_hours>1</start_hours>
```

```
        <start_hours>2</start_hours>
        <start_hours>3</start_hours>
        <start_hours>4</start_hours>
        <start_mins>1</start_mins>
        <start_mins>2</start_mins>
        <start_mins>3</start_mins>
        <start_mins>4</start_mins>
        <start_mdays array='true'>1</start_mdays>
        <start_months array='true'>12</start_months>
        <start_wdays array='true'></start_wdays>
        <start_years array='true'>2024</start_years>
    </start_schedule>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 90
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>90</saved_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Campaign ID

Launch a broadcast campaign

Launch a broadcast campaign

Description

Launches a broadcast campaign instantly. A campaign must be active.

`override_source_type` and `override_source_id` parameters override campaign audience for the run.

`override_limit` parameter sets sending limitations for the current run.

If no override options are set — campaigns will use their default audience sources and sending limitations.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/broadcasts/start`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	12	Yes	Campaign ID
override_source_type	enum	“list” *или* “segment”	No	Override audience source
override_source_id	int	5	No	New audience source ID
override_limit	int	300	No	Override campaign limitations
content	JSON object	`{"field":"value"}`	No	Additional content for API content filter node and template apicontent variables
attach	JSON array	[]	No	Attach file(s) to campaign messages

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 90,
    "override_source_id": 1,
    "override_source_type": "list"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>90</id>
  <override_source_id>1</override_source_id>
  <override_source_type>list</override_source_type>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get regular campaigns list

Get regular campaigns list

Description

Retrieves regular campaigns list.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/regulars/list/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
from_id	int	11768	No	The first campaign in the list ID. By default –1
limit	int	10	No	Campaigns list limit. By default – 1000
format	string	“json”	No	Response data format. By default – json
is_active	bool	true	No	Retrieve active campaigns only
ui_tags	[]String	`[ "tag1", "tag2" ]`	No	List of tags for search By default – [ ]
groups	[]String	`[ "group1", "group2" ]`	No	List of access groups By default – [ ]
groups_id	[]int	`[ 0, 1 ]`	No	List of group IDs By default – [ ]
attributes	object	`{"season": {"options": ["spring_2024", "summer_2024"]}}`	No	Attributes and their values for search

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "limit": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <limit>2</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "id": 15,
            "name": "Regular campaign 1",
            "type": "regular",
            "is_active": true,
            "for_confirm": false,
            "ui_tags": [
                "B2C"
            ],
            "groups": [
                {
                    "id": 1,
                    "name": "subaccount"
                }
            ]
        },
        {
            "id": 78,
            "name": "Regular campaign 2",
            "type": "regular",
            "is_active": false,
            "for_confirm": false,
            "ui_tags": [
                "B2C"
            ],
            "groups": [
                {
                    "id": 1,
                    "name": "subaccount"
                }
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 3
}
```

XML

```
<xml>
    <data>
        <for_confirm>false</for_confirm>
        <groups>
            <id>1</id>
            <name>subaccount</name>
        </groups>
        <id>15</id>
        <is_active>true</is_active>
        <name>Regular campaign 1</name>
        <type>regular</type>
        <ui_tags>B2C</ui_tags>
    </data>
    <data>
        <for_confirm>false</for_confirm>
        <groups>
            <id>1</id>
            <name>subaccount</name>
        </groups>
        <id>78</id>
        <is_active>false</is_active>
        <name>Regular campaign 2</name>
        <type>regular</type>
        <ui_tags>B2C</ui_tags>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>3</total_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Campaign ID
name	string	Campaign name
type	string	Campaign type
is_active	bool	Campaign active flag
for_confirm	bool	Messages with opt-in link flag
total_count	int	Total campaign count
ui_tags	[]String	Tag list
groups	[]String	Group list

Get regular campaign information

Get regular campaign information

Description

Retrieves a regular campaign detailed information.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/regulars/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	11768	Yes	Campaign ID
format	string	“json”	No	Response data format. By default – json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 15
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>15</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "name": "Regular campaign name",
        "is_active": true,
        "data_id": 2,
```

```
    "data_type": "segment",
    "content": [
        {
            "subject": "Hi!",
            "from_email": "broadcast@altcraft.com",
            "from_name": "",
            "replyto_email": "broadcast@altcraft.com",
            "replyto_name": "",
            "message_id": 15
        }
    ],
    "send_channel": "email",
    "channel": "email",
    "resource_id": 20,
    "subid": "",
    "limit": 10,
    "aglimit_count": 0,
    "aglimit_percent": 0,
    "start_schedule": {
        "start_mins": [
            10
        ],
        "start_hours": [
            12
        ],
        "start_mdays": [],
        "start_wdays": [],
        "start_months": [],
        "start_years": [],
        "tz": "",
        "profile": false,
        "losers": false
    },
    "for_confirm": false,
    "policy_id": 0,
    "description": "",
    "virtual_sender_id": 1,
    "is_random_tracking_prefix": false,
    "custom_tracking_domains": [
        "trk.example.com",
        "trk.example.org"
    ],
    "watcher_list_id": 0,
    "watcher_limit": 0,
    "blind_carbon_copy": [],
    "unconditional_sending": false,
    "skip_unique_checking": false,
    "sub_cats_filter": [],
    "sub_fields_filter": null,
    "id": 15,
    "updated_user": "roman",
    "update_time": "2024-04-03T15:35:54.024Z"
},
"error": 0,
```

```
    "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
        <aglimit_count>0</aglimit_count>
        <aglimit_percent>0</aglimit_percent>
        <channel>"email"</channel>
        <content>
            <from_email>"broadcast@altcraft.com"</from_email>
            <from_name>""</from_name>
            <message_id>15</message_id>
            <replyto_email>"broadcast@altcraft.com"</replyto_email>
            <replyto_name>""</replyto_name>
            <subject>"Hi!"</subject>
        </content>
        <custom_tracking_domains>"trk.example.com"</custom_tracking_domains>
        <custom_tracking_domains>"trk.example.org"</custom_tracking_domains>
        <data_id>2</data_id>
        <data_type>"segment"</data_type>
        <description>""</description>
        <for_confirm>false</for_confirm>
        <id>15</id>
        <is_active>false</is_active>
        <is_random_tracking_prefix>false</is_random_tracking_prefix>
        <limit>10</limit>
        <name>"Regular campaign name"</name>
        <policy_id>0</policy_id>
        <push_sending_mode>"fanout"</push_sending_mode>
        <resource_id>20</resource_id>
        <send_channel>"email"</send_channel>
        <skip_unique_checking>false</skip_unique_checking>
        <start_schedule>
            <losers>false</losers>
            <profile>false</profile>
            <start_hours>12</start_hours>
            <start_mins>10</start_mins>
            <tz>""</tz>
        </start_schedule>
        <subid>""</subid>
        <unconditional_sending>false</unconditional_sending>
        <update_time>"2024-05-20T09:17:53.326Z"</update_time>
        <updated_user>"roman"</updated_user>
        <virtual_sender_id>1</virtual_sender_id>
        <watcher_limit>0</watcher_limit>
        <watcher_list_id>0</watcher_list_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Campaign ID
name	string	Campaign name
is_active	bool	Campaign active flag
resource_id	int	Resource ID
data_id	int	Audience source ID
data_type	string	Audience source type
content	JSON array	Message template object
send_channel	string	Sending channel
channel	string	Channel
for_confirm	bool	Messages with opt-in link flag
subid	string	Campaign SubID
start_schedule	JSON object	Start schedule object
limit	int	Campaign cycle limitation
aglimit_count	int	Increase limit each cycle - number
agllimit_percent	float	Increase limit each cycle - percent
policy_id	int	Sending policy ID
push_sending_mode	string	Push notification sending mode (push channels only)
descr	string	Campaign description
Smart settings		
virtual_sender_id	int	Virtual sender ID (Smart accounts)
is_random_tracking_prefix	bool	Random tracking domain prefix (Smart accounts)
custom_tracking_domains	JSON array	Tracking domains list (Smart accounts)
blind_carbon_copy	JSON array	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	Send messages regardless of subscription status (Smart accounts)
watcher_list_id	int	Campaign watchers database ID (Smart accounts)
watcher_limit	int	Watchers limit (Smart accounts)

Parameter	Type	Description
attributes	**object**	**Assigned attributes and their values**

Create regular campaign

Create regular campaign

Description

Creates a new regular campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/regulars/add/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"json"	No	Response data format. By default – json
name	string	"Broadcast campaign name"	Yes	Campaign name
is_active	bool	true	No	Activate campaign on creation
data_type	string	"list"	Yes	Audience source type
data_id	int	12	Yes	Audience source ID
resource_id	int	24	No	Resource ID
content	JSON array		Yes	Message template object
send_channel	string	"email" "sms" "push"	Yes	Sending channel
content_type	string	"email"	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
send_email_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
send_push_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.

Parameter	Type	Example	Required	Description
send_sms_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
subid	string	"Adv_1"	No	Campaign SubID
start_schedule	JSON object		No	Start schedule object
limit	int	0	No	Campaign cycle limitation
aglimit_count	int	0	No	Increase limit each cycle — number
agllimit_percent	float	99.0	No	Increase limit each cycle — percent
policy_id	int	1	No	Sending policy ID
push_sending_mode	string	"fanout" (default) "last"	No	Push notification sending mode (push channels only)
attributes	object	"season":"summer_2024"	No	Assigned attributes and their values
Smart settings				
virtual_sender_id	int	12	No	Virtual sender ID (Smart accounts)
is_random_tracking_prefix	bool	false	No	Random tracking domain prefix (Smart accounts)
custom_tracking_domains	JSON array	["trk.example.com", "trk2.example.com"]	No	Tracking domain list (Smart accounts)
blind_carbon_copy	JSON array	["john@example.com", "george@example.com"]	No	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	true	No	Send messages regardless of subscription status (Smart accounts)
watched_list_id	int	12	No	Campaign watchers database ID (Smart accounts)
watcher_limit	int	100	No	Watchers limit (Smart accounts)

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
```

```
    "virtual_sender_id": 5,
    "content": [
        {
            "from_email": "regular@altcraft.com",
            "from_name": "Paul",
            "message_id": 15,
            "replyto_email": "regular@altcraft.com",
            "replyto_name": "Roman",
            "subject": "Hello"
        }
    ],
    "custom_tracking_domains": [
        "trk.example.com",
        "trk.example.org"
    ],
    "data_id": 1,
    "data_type": "list",
    "is_active": true,
    "limit": 1,
    "name": "Regular campaign #1",
    "resource_id": 20,
    "send_channel": "email",
    "start_schedule": {
         "start_hours": [
            1,
            2,
            3,
            4
        ],
        "start_mins": [
            1,
            2,
            3,
            4
        ],
        "start_mdays": [
            1
        ],
        "start_months": [
            12
        ],
        "start_wdays": [],
        "start_years": [
            2024
        ]
    }
}
```


XML


```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <virtual_sender_id>5</virtual_sender_id>
```

```
    <content array='true'>
        <from_email>example@example.com</from_email>
        <from_name>Paul</from_name>
        <message_id>15</message_id>
        <replyto_email>example@example.com</replyto_email>
        <replyto_name>Roman</replyto_name>
        <subject>Hello</subject>
    </content>
    <custom_tracking_domains>trk.example.com</custom_tracking_domains>
    <custom_tracking_domains>trk.example.org</custom_tracking_domains>
    <data_id>1</data_id>
    <data_type>list</data_type>
    <is_active>true</is_active>
    <limit>1</limit>
    <name>Regular campaign #2</name>
    <resource_id>20</resource_id>
    <send_channel>email</send_channel>
    <start_schedule>
        <start_hours>1</start_hours>
        <start_hours>2</start_hours>
        <start_hours>3</start_hours>
        <start_hours>4</start_hours>
        <start_mins>1</start_mins>
        <start_mins>2</start_mins>
        <start_mins>3</start_mins>
        <start_mins>4</start_mins>
        <start_mdays array='true'>1</start_mdays>
        <start_months array='true'>12</start_months>
        <start_wdays array='true'></start_wdays>
        <start_years array='true'>2024</start_years>
    </start_schedule>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 92
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>93</saved_id>
    </data>
    <error>0</error>
```

```
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	description
error	int	Error code
error_text	string	Error text
saved_id	int	New campaign ID

Update regular campaign

Update regular campaign

Description

Updates a regular campaign. Changes campaign settings.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/regulars/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
id	int	1	Yes	Campaign ID
format	string	"json"	No	Response data format. By default – json
name	string	"Broadcast campaign name"	Yes	Campaign name
is_active	bool	true	No	Activate or deactivate campaign
data_type	string	"list"	Yes	Audience source type
data_id	int	12	Yes	Audience source ID
resource_id	int	24	No	Resource ID
content	JSON array		Yes	Message template object
subid	string	"Adv_1"	No	Campaign SubID
start_schedule	JSON object		No	Start schedule object
limit	int	0	No	Campaign cycle limitation
aglimit_count	int	0	No	Increase limit each cycle — number
agllimit_percent	float	99.0	No	Increase limit each cycle — percent
policy_id	int	1	No	Sending policy ID
push_sending_mode	string	"fanout" (default) "last"	No	Push notification sending mode (push channels only)
attributes	object	"season":"summer_2024"	No	Assigned attributes and their values
Smart settings				

Parameter	Type	Example	Required	Description
virtual_sender_id	int	12	No	Virtual sender ID (Smart accounts)
is_random_tracking_prefix	bool	false	No	Random tracking domain prefix (Smart accounts)
custom_tracking_domains	JSON array	["trk.example.com", "trk2.example.com"]	No	Tracking domains list (Smart accounts)
blind_carbon_copy	JSON array	["john@example.com", "george@example.com"]	No	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	true	No	Send messages regardless of subscription status (Smart accounts)
watched_list_id	int	12	No	Campaign watchers database ID (Smart accounts)
watcher_limit	int	100	No	Watchers limit (Smart accounts)

INFO

You cannot change the channel in a saved campaign. When passing such parameters as send_channel, content_type, send_email_content, send_sms_content, send_push_content, the request will not return an error, but it will not update the sending channel either.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "virtual_sender_id": 5,
    "content": [
        {
            "from_email": "regular@altcraft.com",
            "from_name": "Roman",
            "message_id": 14,
            "replyto_email": "regular@altcraft.com",
            "replyto_name": "Romana",
            "subject": "Hi!"
        }
    ],
    "custom_tracking_domains": [
        "trk.example.com",
        "trk.example.org"
    ],
    "data_id": {{db_id}},
    "data_type": "list",
    "id": 93,
    "is_active": true,
```

```
    "limit": 1,
    "name": "Regular campaign 1",
    "resource_id": 20,
    "start_schedule": {
        "start_hours": [
            1,
            2,
            3,
            4
        ],
        "start_mins": [
            1,
            2,
            3,
            4
        ],
        "start_mdays": [
            1
        ],
        "start_months": [
            12
        ],
        "start_wdays": [],
        "start_years": [
            2024
        ]
    }
}
```


XML


```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <virtual_sender_id>5</virtual_sender_id>
    <content array='true'>
        <from_email>example@example.com</from_email>
        <from_name>Roman</from_name>
        <message_id>14</message_id>
        <replyto_email>example@example.com</replyto_email>
        <replyto_name>Romana</replyto_name>
        <subject>Hi!</subject>
    </content>
    <custom_tracking_domains>trk.example.com</custom_tracking_domains>
    <custom_tracking_domains>trk.example.org</custom_tracking_domains>
    <data_id>1</data_id>
    <data_type>list</data_type>
    <id>93</id>
    <is_active>true</is_active>
    <limit>1</limit>
    <name>Regular campaign 1</name>
    <resource_id>20</resource_id>
    <start_schedule>
        <start_hours>1</start_hours>
```

```
        <start_hours>2</start_hours>
        <start_hours>3</start_hours>
        <start_mins>1</start_mins>
        <start_mins>2</start_mins>
        <start_mins>3</start_mins>
        <start_mins>4</start_mins>
        <start_mdays array='true'>1</start_mdays>
        <start_months array='true'>12</start_months>
        <start_wdays array='true'></start_wdays>
        <start_years array='true'>2024</start_years>
    </start_schedule>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 93
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>93</saved_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Campaign ID

Launch a regular campaign

Launch a regular campaign

Description

Instantly starts a regular campaign if it is active. There is a one-time send.

`override_source_type` and `override_source_id` parameters override campaign audience for the run.

`override_limit` parameter sets sending limitations for the current run.

If no override options are set, campaigns will use their default audience sources and sending limitations.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/regulars/start`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	12	Yes	Campaign ID
override_source_type	enum	“list” *или* “segment”	No	Override audience source
override_source_id	int	5	No	New audience source ID
override_limit	int	300	No	Override campaign limitations
content	JSON object	`{"field":"value"}`	No	Additional content for API content filter node and template apicontent variables
attach	JSON array	[]	No	Attach file(s) to campaign messages

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 94,
    "override_source_id": 1,
    "override_source_type": "list"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>93</id>
    <override_source_id>1</override_source_id>
    <override_source_type>list</override_source_type>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get trigger campaigns list

Get trigger campaigns list

Description

Retrieves trigger campaigns list.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/triggers/list/`

Request parameters

Parameter	Type	Example	Required	description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
from_id	int	11768	No	The first campaign in response ID. By default – 1
limit	int	10	No	Trigger campaigns list limit. By default – 1000
format	string	“json”	No	Response data format. By default – json
is_active	bool	true	No	Retrieve only active campaigns
ui_tags	[]String	`[ "tag1", "tag2" ]`	No	List of tags for search
groups	[]String	`[ "group1", "group2" ]`	No	List of access groups
groups_id	[]int	`[ 0, 1 ]`	No	List of group IDs
attributes	object	`{"season": {"options": ["spring_2024", "summer_2024"]}}`	No	Attributes and their values for search

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "limit": 2
}
```

XML

```
<xml>
   <token>abcdefghijklmnqrstuvwxyz</token>
   <limit>2</limit>
</xml>
```

Response example

JSON


```
{
    "data": [
        {
            "id": 12,
            "name": "New trigger campaign 3",
            "type": "api_call",
            "is_active": true,
            "for_confirm": false,
            "ui_tags": [],
            "groups": [
                {
                    "id": 0,
                    "name": "main"
                }
            ]
        },
        {
            "id": 14,
            "name": "New planetary campaign",
            "type": "api_call",
            "is_active": true,
            "for_confirm": false,
            "ui_tags": [],
            "groups": [
                {
                    "id": 1,
                    "name": "subaccount"
                }
            ],
            "providers": [
                "google",
                "mozilla",
                "safari",
                "safari-native",
                "firefox-firebase",
                "chrome-firebase",
                "opera-firebase",
                "yandex-firebase",
                "samsung-firebase",
                "android-firebase",
                "ios-firebase",
                "ios-apns",
                "yandex-Appmetrica-device-id-ios",
```

```
                "yandex-Appmetrica-device-id-android",
                "yandex-Appmetrica-ios-ifa",
                "yandex-Appmetrica-google-aid",
                "yandex-Appmetrica-android-token",
                "yandex-Appmetrica-ios-token",
                "mr",
                "android-huawei",
                "ios-huawei",
                "android-rustore"
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 41
}
```


XML


```
<xml>
    <data>
        <for_confirm>false</for_confirm>
        <groups>
            <id>0</id>
            <name>main</name>
        </groups>
        <id>12</id>
        <is_active>true</is_active>
        <name>New trigger campaign 3</name>
        <type>api_call</type>
    </data>
    <data>
        <for_confirm>false</for_confirm>
        <groups>
            <id>1</id>
            <name>subaccount</name>
        </groups>
        <id>14</id>
        <is_active>true</is_active>
        <name>New planetary campaign</name>
        <providers>google</providers>
        <providers>mozilla</providers>
        <providers>safari</providers>
        <providers>safari-native</providers>
        <providers>firefox-firebase</providers>
        <providers>chrome-firebase</providers>
        <providers>opera-firebase</providers>
        <providers>yandex-firebase</providers>
        <providers>samsung-firebase</providers>
        <providers>android-firebase</providers>
        <providers>ios-firebase</providers>
        <providers>ios-apns</providers>
        <providers>yandex-Appmetrica-device-id-ios</providers>
```

```
        <providers>yandex-Appmetrica-device-id-android</providers>
        <providers>yandex-Appmetrica-ios-ifa</providers>
        <providers>yandex-Appmetrica-google-aid</providers>
        <providers>yandex-Appmetrica-android-token</providers>
        <providers>yandex-Appmetrica-ios-token</providers>
        <providers>mr</providers>
        <providers>android-huawei</providers>
        <providers>ios-huawei</providers>
        <providers>android-rustore</providers>
        <type>api_call</type>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <total_count>41</total_count>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Trigger campaign ID
name	string	Campaign name
type	string	Trigger type
for_confirm	bool	Messages with opt-in links flag
is_active	bool	Campaign active flag
ui_tags	[]String	Tag list
groups	[]String	Group list

Get trigger campaign information

Get trigger campaign information

Description

Retrieves detailed information about a trigger campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/triggers/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Trigger campaign ID
format	string	“json”	No	Response data format. By default – json

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 12
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>12</id>
</xml>
```

Response example

JSON

```
{
  "data": {
    "call_url":
"trk.test.test.altcraft.com/trg/465ea6fedf0a75fafe1a413943aae3696d95939038311994/<email|md5|x
xh>",
```

```
    "content": [
      {
        "from_email": "",
        "from_name": "",
        "message_id": 41,
        "replyto_email": "",
        "replyto_name": "",
        "subject": ""
      }
    ],
    "send_channel": "email",
    "custom_tracking_domains": [],
    "id": 7,
    "is_active": true,
    "is_random_tracking_prefix": false,
    "list_id": 20,
    "name": "API call trigger",
    "resource_id": 44,
    "skip_minutes": 0,
    "subid": "API",
    "trigger_type": "api_call",
    "virtual_sender_id": 98
  },
  "error": 0,
  "error_text": "Successful operation"
}
```


XML


```
<xml>
  <data>

<call_url>http://trk.test.test.altcraft.com:8095/trg/65512f8ec196edd63e50585b4bfd377365512f8e
c196edd62f3de6b87e2969e3/
      <email|md5|xxh>
        </call_url>
          <channel>0</channel>
          <content>
              <message_id>8</message_id>
          </content>
          <for_confirm>false</for_confirm>
          <id>12</id>
          <is_active>true</is_active>
          <is_new_ch>false</is_new_ch>
          <is_new_contact>false</is_new_contact>
          <is_new_sub>false</is_new_sub>
          <is_random_tracking_prefix>false</is_random_tracking_prefix>
          <is_status_changed>false</is_status_changed>
          <list_id>1</list_id>
          <name>New trigger campaign 3</name>
          <policy_id>0</policy_id>
          <resource_id>4</resource_id>
          <send_channel>email</send_channel>
```

```
            <skip_minutes>0</skip_minutes>
            <skip_unique_checking>false</skip_unique_checking>
            <start_schedule>
                <losers>false</losers>
                <profile>false</profile>
            </start_schedule>
            <subscribe_resource_id>0</subscribe_resource_id>
            <trigger_type>api_call</trigger_type>
            <unconditional_sending>false</unconditional_sending>
            <update_time>2024-02-15T20:45:00.705Z</update_time>
            <updated_user>roman</updated_user>
            <virtual_sender_id>0</virtual_sender_id>
    </data>
      <error>0</error>
      <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Trigger campaign ID
name	string	Campaign name
is_active	bool	Campaign active flag
content	JSON array	Message template object
trigger_type	string	Trigger type. See below
skip_minutes	int	Waits for X minutes before campaign launch
resource_id	int	Resource ID
send_channel	string	Sending channel
for_confirm	bool	Messages with opt-in link flag
policy_id	int	Sending policy ID
descr	string	Campaign description
push_sending_mode	string	Push notification sending mode (push channels only)
attributes	object	Attributes assigned to campaign
Smart settings		
virtual_sender_id	string	Virtual sender ID (Smart accounts)
is_random_tracking_prefix	bool	Random tracking domain prefix (Smart accounts)
custom_tracking_domains	JSON array	Tracking domains list (Smart accounts)

Parameter	Type	Description
blind_carbon_copy	JSON array	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	Send messages regardless of subscription status (Smart accounts)

Trigger type parameters

These parameters depend on trigger type specified for a campaign (`trigger_type`)

Parameter	Type	Description	api_call	api_import	action	update	pixel	subscribe
action	string	Action based trigger type	No	No	Yes	No	No	No
update_query	JSON array		No	No	No	Yes	No	No
link_name	string	Message link name	No	No	Yes	No	No	No
message_id	int	Template ID	No	No	Yes	No	No	No
list_id	int	Database ID	Yes	Yes	No	Yes	No	No
subscribe_resource_id	int	Resource ID	No	No	No	No	No	Yes
channel	string	Trigger channel	No	No	No	No	No	Yes
is_new_sub	bool	New resource trigger	No	No	No	No	No	Yes
is_new_ch	bool	New channel trigger	No	No	No	No	No	Yes
is_new_contact	bool	New contact trigger	No	No	No	No	No	Yes
is_status_changed	bool	Subscription status change trigger	No	No	No	No	No	Yes
trigger_statuses	array(int)	Subscription status change options	No	No	No	No	No	Yes
pixel_id	int	Pixel ID	No	No	No	No	Yes	No
pixel_target	string	Pixel goal	No	No	No	No	Yes	No

trigger_type: action

Represents message action based trigger.

It has 3 additional parameters.

Two of them are: `"action": "<action name>"` and `"message_id": 123`. They specify associated message and a message action.

`"link_name": "String"` property cpecifies link name when `"action": "click_sms"` or `"action": "clicklink_sms"`.

- **`"action": "open"` — email opened.**
- **`"action": "read"` — email read**
- **`"action": "click"` — any link clicked in email message**

- `"action": "confirm"` — opt-in link clicked
- `"action": "click_sms"` — any click in SMS message
- `"action": "clicklink"` — a specific email link clicked, `"link_name": "String"`
- `"action": "clicklink_sms"` — a specific SMS link clicked, `"link_name": "String"`

trigger_type: api_import

Represents API profile import trigger.

Retrieves import database ID `"list_id": 32`.

trigger_type: pixel

Represents pixel activation trigger type.

Has two additional parameters:

- `"pixel_id": 64` — Altcraft pixel unique ID.
- `"pixel_target": "Target-name"` — Pixel goal name.

trigger_type: update

Represents profile fields update trigger.

Has two additional parameters:

- `"list_id": 32` — profile database ID.
- `"update_query": {"fieldname": "_postal_code", "fieldtype": "unicode", "operator": "equal", "value": "800028"}` — trigger conditions.

Update query

- `"fieldname": "_postal_code"` — field name. Custom fields are used by their custom names. System and default fields have preset names.
- `"fieldtype": "unicode"` — data type for custom and default database fields.
- `"operator": "equal"` — logical operator.
- `"value": "800028"` — value expected by trigger.
- `"submatch": "object_key"` — property path. When the value of this property changes, the trigger will fire. Only used with the object and arr_object field types.

Field types

field types can be the following:

- `unicode` — a string of characters or numbers, `"a1b2c"`
- `int` — an integer number, `-1234`
- `bool` — Boolean, `true or false`
- `date` — date in string format, `"2000-10-24T00:00:00.000Z"`
- `tags` — tags, an array of strings, `["T1", "Tag2"]`
- `enum` — a map composed of key-value pairs `{"item_one": 1, "item_two": 2}`
- `object` — object, `{"A": "B", "C": "D"};`
- `arr_object` — array of objects, `[{"A": 1},{"B": 2}]`

Query logical operators

Operator	description	Line	Number	IP	Enum	Date	Boolean	Tags	Object	Arr_object
“equal”	value gets equal	+	+	+	+	+	+	-	-	-
“not_equal”	value gets not equal	+	+	+	+	+	+	-	-	-
“not_exists_or_empty”	value unset or field removed	+	+	+	+	+	+	-	+	+
“not_empty_or_exists”	value set or field added	+	+	+	+	+	+	-	+	+
“tag_added_any”	any tag added	-	-	-	-	-	-	+	-	-
“tag_removed_any”	any tag removed	-	-	-	-	-	-	+	-	-
“equal_property”	if the value of the specified property becomes equal to	-	-	-	-	-	-	-	+	+
“not_equal_property”	if the value of the specified property becomes not equal to	-	-	-	-	-	-	-	+	+
“added_element”	if a new element is added to the array	-	-	-	-	-	-	-	-	+
“deleted_element”	if one of the elements is removed from the array	-	-	-	-	-	-	-	-	+

Create trigger campaign

Create trigger campaign

Description

Creates a new trigger campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/triggers/add/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"csv"	No	Response data format. By default – json
name	string	"New Awesome Campaign"	Yes	New campaign name
is_active	bool	true	No	Activates campaign instantly
content	JSON array	`[ { "from_email": "", "from_name": "", "message_id": 12, "replyto_email": "", "replyto_name": "", "subject": "Weather alert" } ]`	Yes	Message template object
subid	string	"Adv_1"	No	Campaign SubID
trigger_type	string	"api_call"	Yes	Trigger type
skip_minutes	int	0	No	Wait for X minutes before sending

Parameter	Type	Example	Required	Description
resource_id	int	24	No	resource ID
send_channel	string	"email" "sms" "push"	Yes	Sending channel
content_type	string	"email"	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
send_email_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
send_sms_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
send_push_content	bool	true	No	Deprecated. If you pass this parameter, the campaign will use the email channel for sending, no matter what value you specify. It is recommended to use `send_channel`.
policy_id	int	1	No	Sending policy ID
attributes	object	"season":"summer_2024"	No	Assigned attributes and their values
push_sending_mode	string	"fanout" (default) "last"	No	Push notification sending mode (push channels only)
Smart settings				
virtual_sender_id	int	12	No	Virtual sender ID (Smart accounts)
is_random_trk_prefix	bool	false	No	Tracking domain random prefix. (Smart accounts)
custom_trk_domain	JSON array	`["trk.example.com", "trk2.example.com"]`	No	Tracking domains list (Smart accounts)
blind_carbon_copy	JSON array	`["john@example.com", "george@example.com"]`	No	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	true	No	Send messages ignoring subscription status (Smart accounts)

INFO

Unconditional sending is available only for On-premise and Off-premise licensed instances. To activate it add `"unc_campaign"` to EXTRAS object of `main.json` configuration file.

Trigger type parameters

Parameter	Type	Description	api_call	api_import	action	update	pixel	subscribe
action	string	Action based trigger	No	No	Yes	No	No	No
update_query	JSON array	`{ “fieldname”: “custom_ID”, “fieldtype”: “int”, “operator”: “equal”, “value”: “2000” }`	No	No	No	Yes	No	No
link_name	string	Message link name	No	No	Yes	No	No	No
message_id	int	Template ID	No	No	Yes	No	No	No
list_id	int	Database ID	Yes	Yes	No	Yes	No	No
subscribe_resource_id	int	Resource ID	No	No	No	No	No	Yes
channel	string	Subscription channel	No	No	No	No	No	Yes
is_new_sub	bool	New resource trigger	No	No	No	No	No	Yes
is_new_ch	bool	New channel trigger	No	No	No	No	No	Yes
is_new_contact	bool	New contact trigger	No	No	No	No	No	Yes
is_status_changed	bool	Subscription status change trigger	No	No	No	No	No	Yes
trigger_statuses	array(int)	Subscription status change options	No	No	No	No	No	Yes
pixel_id	int	Pixel ID	No	No	No	No	Yes	No

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "name": "New trigger campaign №1",
  "content": [
    {
      "subject": "Maybe very important message",
      "from_email": "",
      "from_name": "James",
      "replyto_email": "",
      "replyto_name": "",
      "message_id": 14
    }
```

```
  ],
  "trigger_type": "api_call",
  "send_channel": "email",
  "list_id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <name>New trigger campaign №1</name>
    <content array='true'>
        <from_name>James</from_name>
        <message_id>15</message_id>
        <subject>Maybe very important message</subject>
    </content>
    <trigger_type>api_call</trigger_type>
    <send_channel>email</send_channel>
    <list_id>1</list_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 95,
        "trigger_link":
"http://trk.test.test.altcraft.com:8095/trg/65512f8ec196edd6ac71fa5d068d355f65512f8ec196edd62
f3de6b87e2969e3/<email|md5|xxh>"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>96</saved_id>

<trigger_link>http://trk.test.test.altcraft.com:8095/trg/65512f8ec196edd6fc63524eba02bff06551
2f8ec196edd62f3de6b87e2969e3/
            <email|md5|xxh>
            </trigger_link>
        </data>
        <error>0</error>
        <error_text>Successful operation</error_text>
    </xml>
```

Response parameters

Parameter	Type	Description
error	**int**	**Error code**
error_text	**string**	**Error text**
saved_id	**int**	**New trigger campaign ID**
trigger_link	**string**	**trigger link. Only for trigger_type = “api_call”**

Update trigger campaign

Update trigger campaign

Description

Updates a trigger campaign. Changes campaign settings.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/triggers/update/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"csv"	No	Response data format. By default – json
id	int	1	Yes	Trigger campaign ID
name	string	"New Awesome Campaign"	Yes	New campaign name
is_active	bool	true	No	Activates campaign instantly
content	JSON array	`[ { "from_email": "", "from_name": "", "message_id": 12, "replyto_email": "", "replyto_name": "", "subject": "Weather alert" } ]`	Yes	Message template object
subid	string	"Adv_1"	No	Campaign SubID
trigger_type	string	"api_call"	Yes	Trigger type
skip_minutes	int	0	No	Wait for X minutes before sending
resource_id	int	24	No	resource ID
policy_id	int	1	No	Sending policy ID
push_sending_mode	string	"fanout" (default) "last"	No	Push notification sending mode (push channels only)
attributes	object	"season":"summer_2024"	No	Assigned attributes and their values
Smart settings				

Parameter	Type	Example	Required	Description
virtual_sender_id	int	12	No	Virtual sender ID (Smart accounts)
is_random_trk_prefix	bool	false	No	Tracking domain random prefix. (Smart accounts)
custom_trk_domain	JSON array	`["trk.example.com", "trk2.example.com"]`	No	Tracking domains list (Smart accounts)
blind_carbon_copy	JSON array	`["john@example.com", "george@example.com"]`	No	Hidden copy email addresses (Smart accounts)
unconditional_sending	bool	true	No	Send messages ignoring subscription status (Smart accounts)

NOTE

You cannot change the channel in a saved campaign. When passing such parameters as send_channel, content_type, send_email_content, send_sms_content, send_push_content, the request will not return an error, but it will not update the sending channel either.

Trigger type parameters

Parameter	Type	Description	api_call	api_import	action	update	pixel	subscribe
action	string	Action based trigger type	No	No	Yes	No	No	No
update_query	JSON array	`{ “fieldname”: “custom_ID”, “fieldtype”: “int”, “operator”: “equal”, “value”: “2000” }`	No	No	No	Yes	No	No
link_name	string	Message link name	No	No	Yes	No	No	No
message_id	int	Template ID	No	No	Yes	No	No	No
list_id	int	Database ID	Yes	Yes	No	Yes	No	No
subscribe_resource_id	int	Subscription trigger ID	No	No	No	No	No	Yes
channel	string	Subscription channel	No	No	No	No	No	Yes
is_new_sub	bool	New resource trigger	No	No	No	No	No	Yes
is_new_ch	bool	New channel trigger	No	No	No	No	No	Yes
is_new_contact	bool	New contact trigger	No	No	No	No	No	Yes
is_status_changed	bool	Subscription status change trigger	No	No	No	No	No	Yes
trigger_statuses	array(int)	Subscription status change options	No	No	No	No	No	Yes

Parameter	Type	Description	api_call	api_import	action	update	pixel	subscribe
pixel_id	int	Pixel ID	No	No	No	No	Yes	No

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 42,
  "name": "New trigger campaign update",
  "content": [
    {
      "subject": "Maybe not very important message",
      "from_email": "",
      "from_name": "Alex",
      "replyto_email": "",
      "replyto_name": "",
      "message_id": 8
    }
  ],
  "trigger_type": "api_call",
  "list_id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>42</id>
    <name>New trigger campaign 3</name>
    <content array='true'>
        <from_name>James</from_name>
        <message_id>15</message_id>
        <subject>Maybe very important message</subject>
    </content>
    <trigger_type>api_call</trigger_type>
    <list_id>1</list_id>
</xml>
```

Response example

JSON

```
{
  "data": {
    "saved_id": 42,
    "trigger_link":
"http://trk.example.com:8095/trg/3a345a07f01657e7966566e657a34d023a345a07f01802e7/<email|md5|
```

```
xxh>"
  },
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <data>
        <saved_id>42</saved_id>

<trigger_link>http://trk.example.com:8095/trg/3a345a07f01657e7966566e657a34d023a345a07f01802e
7/&lt;email|md5|xxh&gt;</trigger_link>
    </data>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Trigger campaign ID
trigger_link	string	Trigger campaign link. Only for trigger_type = “api_call”

Trigger launch (API call)

Trigger launch (API call)

Top priority instantly launched trigger campaigns.

> **TIP**
>
> **To launch a trigger at the precise time of a new profile import you can use Import + trigger request.**

Version 1.1

Description

It has several advantages compared with API V. 1.0:

- **Requests can change campaign content for each launch.**
- **Sends messages to an audience instead of single profiles.**
- **Advanced audience matching — profile ID, custom fields, external database queries.**
- **API token in message body for advanced security.**

Static request URL `/api/v1.1/campaigns/triggers/start/` as compared to a dynamically generated link bound to a certain profile database.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/triggers/start/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
id	string	5511	Yes	Trigger campaign ID
content	JSON object	`{ "field": "value" }`	No	Additional content for API content filter node and template apicontent variables
attach	JSON array	`[]`	No	Attach file(s) to campaign messages
custom_data	JSON object	`{ "x": "y"}`	No	Data used for integration action hooks

Parameter	Type	Example	Required	Description
Profile matching mode				
matching	string	"email" "phone" "profile_id" "custom"	No, if matched by email	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email"	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching
custom_request	JSON object	`{ "email": { "$in": [ "asd@dsfsd.com", "zxcv@sdfsd.com" ] } }`	When no matching specified	Custom MongoDB database query

Parameter	Type	Example	Required	Description

subscription_filter	JSON object	Push example:
		`"subscription_filter": {`
		`"subscription_id": "CAREFULWITHTHATAXE",`
		`"provider": "Chrome",`
		`"not_strict": true`
		`}`
		Email example:
		`"subscription_filter": {`
		`"email": "example@example.com",`
		`"not_strict": true`
		`}`
		SMS example:
		`"subscription_filter": {`
		`"phone": "+79106135133",`
		`"not_strict": false`
		`}`
			No	Selects a profile's subscription to send message
				
				Not used if custom_request is set.
				
				`not_strict` determines what to do when a certain subscription is not found. If "true" — another fitting subscription will be used instead.

Request example

This example triggers a campaign for a single subscriber:

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 84,
  "matching": "profile_id",
  "profile_id": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>84</id>
  <matching>profile_id</matching>
  <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
</xml>
```

Send messages to subscribers with `Custom_IDs` from a list `["IpHicQquekzYkufl", "xzFKLXeaJkCYHuMb", "SRNOwHVZiWFItJhr"]`.

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 84,
  "custom_request":{"Custom_ID": {"$in": ["IpHicQquekzYkufl", "xzFKLXeaJkCYHuMb",
"SRNOwHVZiWFItJhr"]}}
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>84</id>
    <custom_request>{"Custom_ID": {"$in": ["IpHicQquekzYkufl", "xzFKLXeaJkCYHuMb",
"SRNOwHVZiWFItJhr"]}}</custom_request>
</xml>
```

Insert text `"New videos on your favorite channels"` to replace `{apicontent.email_title}` message content variable.

Attach files “日本.txt” and US.txt".

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 96,
    "matching": "profile_id",
    "profile_id": "6606e08f10bcdd88297057a7",
    "attach": [
        {
            "data": "data:text/csv; base64,5LuK5pel44GvCg==",
            "name": "日本.txt"
        },
        {
            "data": "data:text/csv; base64,SEVMTE8K",
            "name": "US.txt"
        }
    ],
    "content": {
        "data_lines": [
            "Channel A",
            "Channel B"
        ],
        "email_title": "New videos on your favorite channels"
    }
}
```

XML

```
<xml>
<token>abcdefghijklmnqrstuvwxyz</token>
  <id>96</id>
  <matching>profile_id</matching>
  <profile_id>6606e08f10bcdd88297057a7</profile_id>
  <attach>
    <data>data:text/csv; base64,5LuK5pel44GvCg==</data>
    <name>日本.txt</name>
  </attach>
  <attach>
    <data>data:text/csv; base64,SEVMTE8K</data>
    <name>US.txt</name>
  </attach>
  <content>
    <data_lines>Channel A</data_lines>
    <data_lines>Channel B</data_lines>
    <email_title>New videos on your favorite channels</email_title>
  </content>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Version 1.0

Description

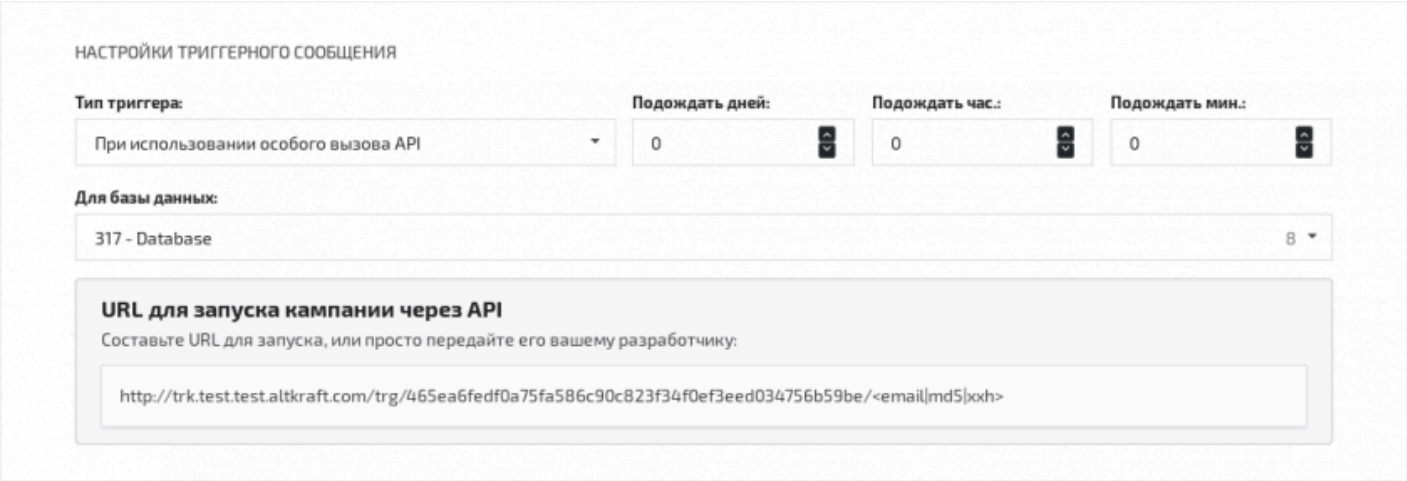
Methods: GET, POST

In this version, each API trigger has a unique link that is displayed after it is created.

`http://<your.tracking.domain>/trg/<base16_value_d1d93d9cca76a7c1742a2f23fbacd>/<email|md5|xxh>`

The link will change if you change the trigger database.

Using link 1.0 allows you to send a trigger to only one profile per request.



`"email"` is a deprecated parameter.

GET request

Sends a message with no optional parameters.

Matches profiles by email, md5 hash or XX hash. XX hash profile matching example:

`http://trk.example.org/trg/465ea6fedf0a75fa9ee0b5fb8f9d5fe89af34054909af8bb/dd78094ad0e36ca3`

POST JSON request

The same link is used as in the GET request.

`http://trk.example.org/trg/465ea6fedf0a75fa9ee0b5fb8f9d5fe89af34054909af8bb/dd78094ad0e36ca3`

With POST method you have an option to attach JSON data to message body.

You can override database field values for a campaign message or even update database fields.

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 96,
    "matching": "profile_id",
    "profile_id": "6606e08f10bcdd88297057a7",
    "fields": [
        {
            "name": "FirstName",
            "value": "Jason",
            "option": 0
        },
        {
            "name": "Order",
            "value": "123abc456-78",
            "option": 1
        }
    ]
}
```

XML

```
<xml>
  <token>2fefb577533d4cae919350c450755239</token>
  <id>96</id>
  <matching>profile_id</matching>
  <profile_id>6606e08f10bcdd88297057a4</profile_id>
  <fields>
    <name>FirstName</name>
    <value>Jason</value>
    <option>0</option>
  </fields>
  <fields>
    <name>Order</name>
    <value>123abc456-78</value>
    <option>1</option>
  </fields>
</xml>
```

- **`"name"` — profile database field name. If no field matches this name — it won't be used.**
- **`"value"` — profile database field value. Must match field data type.**
- **`"option"` — (`0` | `1` | `2`) determines data usage options.**
- **`"option": 0` — if a database field is not empty — request data will be ignored.**
- **`"option": 1` — request field value will be used in the message, but will not rewrite database value.**
- **`"option": 2` — request field value will be used in the message and will rewrite database value.**

Profile import + trigger campaign launch

Profile import + trigger campaign launch

Description

A new customer profile import followed by a trigger campaign launch.

URL

Method: POST

`https://example.com/api/v1.1/campaigns/triggers/import_and_start`

Request parameters

Parameters	Type	Example	Required	Description
Profile import				
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
data	JSON object	`{ "_fname": "John", "_lname": "Doe" }`	Yes	Profile fields data
skip_triggers	bool	true	No	Skip trigger events. By default – false
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions By default – false
detect_geo	bool	true	No	Detect location by _regip or _ip from data object
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address

Parameters	Type	Example	Required	Description
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching
Trigger launch				
trigger_id	int	13	Yes	Trigger campaign ID
timeout	JSON object	`{ "days": 0, "hours": 0, "minutes": 5 }`	No	Trigger start timeout. Specify the days, hours, and minutes to set the timeout period.
custom_data	JSON object	`{ "sending_time": "12:31:12" }`	No	Data used for integration Action hooks
content	JSON object	`{ "page": "registration_form" }`	No	Data you can use in a message template using {apicontent.fieldname} variable
attach	JSON objects array	`{ "data": "data:text/csv; base64,SEVMTE8K", "name": "Attach.txt" }`	No	A file you can attach to an Email message

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "matching": "email",
   "email": "example@example.com",
   "detect_geo": true,
   "data": {
      "_fname": "Olly",
      "_lname": "Lambert",
      "email": "example@example.com",
      "phones": [
         "+79000000000"
      ],
      "_bdate": "1990-02-22T21:00:00Z",
      "custom_field": "custom_value",
      "subscriptions": [
         {
            "channel": "email",
            "email": "example@example.com",
            "resource_id": 21
         },
         {
            "channel": "phone",
            "phone": "+79000000000",
            "resource_id": 21
         }
      ]
   },
   "trigger_id": 96,
   "timeout": {
         "days": 0,
         "hours": 0,
         "minutes": 5
   },
   "custom_data": {
      "sending_time": "12:31:12"
   },
     "attach": [
      {
         "data": "data:text/csv; base64,5LuK5pel44GvCg==",
         "name": "Attach.txt"
      }
   ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <matching>email</matching>
    <email>example@example.com</email>
    <detect_geo>true</detect_geo>
    <data>
```

```
        <_fname>Garry</_fname>
        <_lname>Sallivan</_lname>
        <_bdate>1990-02-22T21:00:00Z</_bdate>
        <email>example@example.com</email>
        <phones array='true'>+79000000027</phones>
        <custom_field>custom_value</custom_field>
        <subscriptions>
            <channel>email</channel>
            <email>testtriggers90@example.com</email>
            <resource_id>21</resource_id>
        </subscriptions>
        <subscriptions>
            <channel>phone</channel>
            <phone>+79000000780</phone>
            <resource_id>21</resource_id>
        </subscriptions>
    </data>
    <trigger_id>96</trigger_id>
    <timeout>
        <days>0</days>
        <hours>0</hours>
        <minutes>5</minutes>
    </timeout>
    <custom_data>
        <sending_time>12:31:12</sending_time>
    </custom_data>
    <attach array='true'>
        <data>data:text/csv; base64,5LuK5pel44GvCg==</data>
        <name>Attach.txt</name>
    </attach>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "profile_id": "54759eb3c090d83494e2d804"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>660feee02984cf021df478f3</profile_id>
</xml>
```

CAUTION

Subscription to the Resource that is used by the trigger campaign has to be sent within profile data object. If not — the following mistake will be sent back:

```
{
    "error": 400,
    "error_text": "No active subscriptions passed for trigger resource"
}
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error description
profile_id	string	Imported profile ID

Task for bulk trigger launch

Task for bulk trigger launch

Description

Launches a trigger campaign for multiple profiles.

This request is a batch version of the Trigger Launch (API call) request.

Returns a response with the task id, without waiting for completion.

> **NOTE**
>
> **The request body size is limited by default to 10 Mb, exception for files — 100 Mb.**

URL request

Method: POST

`http://example.com/api/v1.1/campaigns/triggers/start_batch_task`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"json"	No	Response data format By default – "json"
id	int	1	Yes	Trigger campaign ID
attach	JSON array of File object	`[]`	No	File object
content	JSON object	`{ "H1": "Weather alert", "H2": "Welcome" }`	No	Data you can use in a message template using {apicontent.fieldname} variable
custom_data	JSON object	`{ "field": "value" }`	No	Data used for integration Action hooks

Parameter	Type	Example	Required	Description
data	array	`{ "_fname": "John", "_lname": "Doe" }`	Yes	A field in the database and its value, which will be used to search for the desired profile.
Profile matching mode				
matching	string	"email" "email_profile" "email_sub" "phone" "phone_sub" "profile_id" "push_sub" "custom" "custom_sub" "email_phone" "email_phone_sub"	No, if matched by email from profile or subscriptions	Profile matching mode. By default - email Learn more.
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only "matching":"email_sub" - subscription data only	Email address
phone	string	"+79000000000"	"matching":"phone" - by phone number from profile or subscriptions "matching":"phone_sub" - by phone number from subscriptions	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string		"matching":"custom"	Name of the custom profile data field
field_value			"matching":"custom"	Value of the custom profile data field

Parameter	Type	Example	Required	Description
custom_request	JSON object	{ "email": { "$in": ["asd@dsfsd.com", "zxcv@sdfsd.com"] } }	When no matching specified	Custom MongoDB database query

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
task_id	string	Task ID

Request example (matching by email)

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 96,
    "format": "json",
    "matching": "email",
    "data": [
        {
            "email": "example1@example.com"
        },
        {
            "email": "example2@example.com"
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>96</id>
    <format>xml</format>
    <matching>email</matching>
    <data>
```

```
        <email>example1@example.com</email>
    </data>
    <data>
        <email>example2@altcraft.com</email>
    </data>
</xml>
```

Request example (matching by custom field)

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 96,
    "format": "json",
    "skip_triggers": false,
    "matching": "custom",
    "field_name": "Custom_ID",
    "data": [
        {
            "field_value": "001"
        },
        {
            "field_value": "002"
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>96</id>
    <format>xml</format>
    <skip_triggers>false</skip_triggers>
    <matching>custom</matching>
    <field_name>Custom_ID</field_name>
    <data>
        <field_value>001</field_value>
    </data>
    <data>
        <field_value>002</field_value>
    </data>
</xml>
```

Response example

JSON

```
{
        "error": 0,
```

```
        "error_text": "Successful operation",
        "task_id": "30421978-7f6d-4f39-913f-fb6cad8e2477"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <task_id>392b7e46-e4d9-4a07-959a-1e541138b684</task_id>
</xml>
```

Response example when a request constraint is triggered

JSON

```
{
    "error": 400,
    "error_debug": "http: request body too large",
    "error_text": "Invalid request"
}
```

XML

```
<xml>
  <error>400</error>
  <error_debug>http: request body too large</error_debug>
  <error_text>"Invalid request"</error_text>
</xml>
```

Task for bulk profiles import + trigger launch

Task for bulk profiles import + trigger launch

Description

Add or update multiple profiles and then send a trigger campaign.

This request is a batch version of the Profile import + trigger campaign launch request.

Returns a response with the task id, without waiting for completion.

> **NOTE**
>
> **The request body size is limited by default to 10 Mb, exception for files — 100 Mb.**

Request URL

Метод: POST

`http://example.com/api/v1.1/campaigns/triggers/import_and_start_batch_task`

Request parameters

Parameters	Type	Example	Required	Description
Profile import				
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token

Parameters	Type	Example	Required	Description

data	JSON object	[
		{
		"data": {
		"_fname": "John",
		"_lname": "Lambert",
		"email": "profile4@example.com",
		"phones": "+790000000000"
		}
		},
		{
		"data": {
		"_fname": "Tom",
		"_lname": "Hard",
		"email": "profile3@example.com",
		"phones": "+790000000001"
		}
		}
		]
			Yes	Profile fields data

skip_triggers	bool	true	No	Skip trigger events. By default – false
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions By default – false
detect_geo	bool	true	No	Detect location by _regip or _ip from data object
Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email

Parameters	Type	Example	Required	Description
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching
Trigger launch				
trigger_id	int	13	Yes	Trigger campaign ID
custom_data	JSON object	`{ "sending_time": "12:31:12" }`	No	Data used for integration Action hooks
content	JSON object	`{ "page": "registration_form" }`	No	Data you can use in a message template using {apicontent.fieldname} variable
attach	JSON objects array	`{ "data": "data:text/csv; base64,SEVMTE8K", "name": "Attach.txt" }`	No	A file you can attach to an Email message

Response parameters

Параметр	Тип	Описание
error_text	string	Текст ошибки
error	int	Код ошибки
task_id	string	Идентификатор задачи

Request example (matching by email)

JSON


```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "matching": "email",
    "data": [
        {
            "data": {
                "_fname": "Victoria",
                "_lname": " Beckham",
                "email": "example1@example.com",
                "phones": "+79000000000",
                "subscriptions": [
                    {
                        "channel": "email",
                        "email": "example2@example.com",
                        "resource_id": 21
                    },
                    {
                        "channel": "phone",
                        "phone": "+79000005478",
                        "resource_id": 20
                    }
                ]
            }
        },
        {
            "data": {
                "_fname": "David",
                "_lname": " Beckham",
                "email": "example3@example.com",
                "phones": "+79000000001",
                "subscriptions": [
                    {
                        "channel": "email",
                        "email": "example14@example.com",
                        "resource_id": 21
                    },
                    {
                        "channel": "phone",
                        "phone": "+79000000000",
                        "resource_id": 20
                    }
                ]
```

```
            }
        }
    ],
    "trigger_id": 96,
    "timeout": {
        "days": 0,
        "hours": 0,
        "minutes": 5
    },
    "content": {
        "page": "registration_form"
    },
    "attach": [
        {
            "data": "data:text/csv; base64,5LuK5pel44GvCg==",
            "name": "Attach.txt"
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <matching>email</matching>
    <data>
        <_fname>Brooklyn</_fname>
        <_lname>Beckham</_lname>
        <email>example3@example.com</email>
        <phones>+79000849376</phones>
        <subscriptions>
            <channel>email</channel>
            <email>example9@example.com</email>
            <resource_id>21</resource_id>
        </subscriptions>
        <subscriptions>
            <channel>phone</channel>
            <phone>+79000005475</phone>
            <resource_id>20</resource_id>
        </subscriptions>
    </data>
    <data>
        <_fname>Romeo</_fname>
        <_lname>Beckham</_lname>
        <email>example32@example.com</email>
        <phones>+79000000651</phones>
        <subscriptions>
            <channel>email</channel>
            <email>@example.com</email>
            <resource_id>21</resource_id>
        </subscriptions>
        <subscriptions>
```

```
            <channel>phone</channel>
            <phone>+79000880000</phone>
            <resource_id>20</resource_id>
        </subscriptions>
    </data>
    <trigger_id>96</trigger_id>
    <timeout>
        <days>0</days>
        <hours>0</hours>
        <minutes>5</minutes>
    </timeout>
    <content>
        <page>registration_form</page>
    </content>
    <attach array='true'>
        <data>data:text/csv; base64,5LuK5pel44GvCg==</data>
        <name>Attach.txt</name>
    </attach>
</xml>
```

Request example (matching by custom field)

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "trigger_id": 96,
    "format": "json",
    "skip_triggers": false,
    "detect_geo": true,
    "matching": "custom",
    "field_name": "Custom_id",
    "data": [
        {
            "data": {
                "_fname": "Tom",
                "_lname": "Cruise",
                "email": "example@example.com",
                "phones": "+79000000000",
                "Custom_id": "0002"
            }
        },
        {
            "data": {
                "_fname": "Lili",
                "_lname": "Hard",
                "email": "example@example.com",
                "phones": "+79000000001",
                "Custom_id": "0001"
            }
        }
```

```
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <trigger_id>96</trigger_id>
    <format>xml</format>
    <skip_triggers>false</skip_triggers>
    <detect_geo>true</detect_geo>
    <matching>custom</matching>
    <field_name>Custom_ID</field_name>
    <data>
        <_fname>Viola</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <phones>+79000000000</phones>
        <Custom_ID>0002</Custom_ID>
    </data>
    <data>
        <_fname>Will</_fname>
        <_lname>Hard</_lname>
        <email>example@example.com</email>
        <phones>+79000000001</phones>
        <Custom_ID>0001</Custom_ID>
    </data>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "task_id": "1c1a5861-6d4c-4d6f-bd6a-3ca4f46b217d"
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <task_id>30421978-7f6d-4f39-913f-fb6cad8e2477</task_id>
</xml>
```

Response example when a request constraint is triggered

JSON

```
{
        "error":400,
        "error_debug":"http: request body too large",
        "error_text":"Invalid request"
}
```

XML

```
<xml>
    <error>400</error>
    <error_text>Invalid request</error_text>
</xml>
```

Checking task status

Request URL

Method: POST

`https://example.com/api/v1.1/tasks/status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Да	API token
task_id	string	“task_b2f9fk6a-2479-4a63-b592-f15d4e3b69c5”	Да	Task ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "task_id": "task_b2f9fk6a-2479-4a63-b592-f15d4e3b69c5"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <task_id>d521abe0-1abf-4e1d-b247-a790be66a424</task_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "status": "completed",
```

```
        "progress": 100,
        "result": {
            "error": 0,
            "error_text": "",
            "result": [
                {
                    "profile_id": "61e947333f62fc26d384452c"
                },
                {
                    "profile_id": "61e947333f62fc26d384452e"
                }
            ]
        }
    },
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
        <progress>100</progress>
        <result>
            <captured>0</captured>
            <status>ok</status>
        </result>
        <status>completed</status>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Bulk trigger launch

Bulk trigger launch

Description

Launches a trigger campaign for multiple profiles.

This request is a batch version of the Trigger Launch (API call) request.

> **NOTE**
>
> **The request body size is limited by default to 10 Mb, exception for files — 100 Mb.**

URL request

Method: POST

`http://example.com/api/v1.1/campaigns/triggers/start_batch`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"json"	No	Response data format. By default – json
trigger_id	int	1	Yes	Trigger campaign ID
attach	JSON array of File object	`[]`	No	File object
content	JSON object	`{ "H1": "Weather alert", "H2": "Welcome" }`	No	Data you can use in a message template using {apicontent.fieldname} variable
custom_data	JSON object	`{ "field": "value" }`	No	Data used for integration Action hooks

Parameter	Type	Example	Required	Description
data	array	[{"email": "profile1@example.com"}, {"email": "profile2@example.com"}]	Yes	A field in the database and its value, which will be used to search for the desired profile.
Profile matching mode				
matching	string	"email" "email_profile" "email_sub" "phone" "phone_sub" "profile_id" "push_sub" "custom" "custom_sub" "email_phone" "email_phone_sub"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email Learn more.

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
result	array	Profile IDs to which the campaign was sent

Request example (matching by email)

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "trigger_id": 8,
    "format": "json",
    "matching": "email",
    "data": [
        {
            "email": "example1@example.com"
        },
        {
            "email": "example2@example.com"
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <trigger_id>85</trigger_id>
    <format>xml</format>
    <matching>email</matching>
    <data>
        <email>example1@example.com</email>
    </data>
    <data>
        <email>example2@example.com</email>
    </data>
</xml>
```

Request example (matching by custom field)

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "trigger_id": 96,
    "format": "json",
    "skip_triggers": false,
    "matching": "custom",
    "field_name": "Custom_ID",
    "data": [
        {
            "field_value": "003"
        },
        {
            "field_value": "002"
        }
    ]
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <trigger_id>85</trigger_id>
  <format>xml</format>
  <skip_triggers>false</skip_triggers>
  <matching>custom</matching>
  <field_name>Custom_ID</field_name>
  <data>
    <field_value>YY</field_value>
  </data>
    <data>
    <field_value>AA</field_value>
```

```
  </data>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "result": [
        {
            "profile_id": "6606e08f10bcdd88297057a7"
        },
        {
            "profile_id": "66101437dc4594c2934da6da"
        }
    ]
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <result>
        <profile_id>66101437dc4594c2934da6da</profile_id>
    </result>
    <result>
        <profile_id>6606e08f10bcdd88297057a7</profile_id>
    </result>
</xml>
```

Response example when a request constraint is triggered

JSON

```
{
        "error":400,
        "error_debug":"http: request body too large",
        "error_text":"Invalid request"
}
```

XML

```
<xml>
   <error>400</error>
   <error_debug>http: request body too large</error_debug>
```

```
   <error_text>"Invalid request"</error_text>
</xml>
```

Bulk profiles import + trigger campaign launch

Bulk profiles import + trigger campaign launch

Description

Add or update multiple profiles and then send a trigger campaign.

This request is a batch version of the Profile import + trigger campaign launch request.

> **NOTE**
>
> **The request body size is limited by default to 10 Mb, exception for files — 100 Mb.**

Request URL

Method: POST

`http://example.com/api/v1.1/campaigns/triggers/import_and_start_batch`

Request parameters

Parameters	Type	Example	Required	Description
Profile import				
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token

Parameters	Type	Example	Required	Description

data	JSON object	[
		{
		"data": {
		"_fname": "John",
		"_lname": "Lambert",
		"email": "profile4@example.com",
		"phones": "+790000000000"
		}
		},
		{
		"data": {
		"_fname": "Tom",
		"_lname": "Hard",
		"email": "profile3@example.com",
		"phones": "+790000000001"
		}
		}
		]
			Yes	Profile fields data

skip_triggers	bool	true	No	Skip trigger events. By default – false
skip_invalid_subscriptions	bool	true	No	Skip invalid subscriptions By default – false
detect_geo	bool	true	No	Detect location by _regip or _ip from data object

Parameters	Type	Example	Required	Description

subscription_filter	JSON object	Push example:
		`"subscription_filter": {`
		`"subscription_id": "CAREFULWITHTHATAXE",`
		`"provider": "Chrome",`
		`"not_strict": true`
		`}`
		Email example:
		`"subscription_filter": {`
		`"email": "example@example.com",`
		`"not_strict": true`
		`}`
		SMS example:
		`"subscription_filter": {`
		`"phone": "+79106135133",`
		`"not_strict": false`
		`}`
			No	Selects a profile's subscription to send message
				
				Not used if custom_request is set.
				
				`not_strict` determines what to do when a certain subscription is not found. If "true" — another fitting subscription will be used instead.

Profile matching mode				
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email from profile or subscriptions	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email" - both profile data and subscriptions "matching":"email_profile" - profile data only	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name

Parameters	Type	Example	Required	Description
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching
Trigger launch				
trigger_id	int	13	Yes	Trigger campaign ID
timeout	JSON object	`{ "days": 0, "hours": 0, "minutes": 5 }`	No	Trigger start timeout. Specify the days, hours, and minutes to set the timeout period.
custom_data	JSON object	`{ "sending_time": "12:31:12" }`	No	Data used for integration Action hooks
content	JSON object	`{ "page": "registration_form" }`	No	Data you can use in a message template using {apicontent.fieldname} variable
attach	JSON objects array	`{ "data": "data:text/csv; base64,SEVMTE8K", "name": "Attach.txt" }`	No	A file you can attach to an Email message

Response parameters

Parameter	Type	Description
error_text	string	Error text
error	int	Error code
result	array	IDs of successfully imported profiles

Request example (matching by email)

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "trigger_id": 96,
    "format": "json",
    "skip_triggers": false,
    "detect_geo": true,
    "matching": "email",
    "data": [
        {
            "data": {
                "_fname": "Lili",
                "_lname": "Collins",
                "email": "example@example.com",
                "phones": "+79000000000",
                "subscriptions": [
                    {
                        "channel": "email",
                        "email": "example@example.com",
                        "priority": 0,
                        "resource_id": 21,
                        "status": 0
                    }
                ]
            }
        },
        {
            "data": {
                "_fname": "Eva",
                "_lname": "Collins",
                "email": "example@example.com",
                "phones": "+79000000001",
                "subscriptions": [
                    {
                        "channel": "email",
                        "email": "example@example.com",
                        "priority": 0,
                        "resource_id": 21,
                        "status": 0
                    }
                ]
            }
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <trigger_id>96</trigger_id>
    <format>xml</format>
```

```
    <skip_triggers>false</skip_triggers>
    <detect_geo>true</detect_geo>
    <matching>email</matching>
<data>
    <_fname>Lili</_fname>
    <_lname>Collins</_lname>
    <email>example@example.com</email>
    <phones>+79000000000</phones>
        <subscriptions>
            <channel>email</channel>
            <email>example@example.com</email>
            <priority>0</priority>
            <resource_id>21</resource_id>
            <status>0</status>
        </subscriptions>
</data>
<data>
    <_fname>Eva</_fname>
    <_lname>Collins</_lname>
    <email>example@example.com</email>
    <phones>+79000000001</phones>
    <subscriptions>
        <channel>email</channel>
        <email>example@example.com</email>
        <priority>0</priority>
        <resource_id>21</resource_id>
        <status>0</status>
    </subscriptions>
</data>
</xml>
```

Request example (matching by custom field)

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "trigger_id": 85,
    "format": "json",
    "skip_triggers": false,
    "detect_geo": true,
    "matching": "custom",
    "field_name": "Custom_ID",
    "data": [
        {
            "data": {
                "_fname": "Adama",
                "_lname": "Fuller",
                "email": "example@example.com,
                "phones": "+79000000000",
                "Custom_ID": "345",
                "subscriptions": [
                    {
```

```
                        "channel": "email",
                        "email": "example@example.com",
                        "priority": 0,
                        "resource_id": 21,
                        "status": 0
                    }
                ]
            }
        },
        {
            "data": {
                "_fname": "Eva",
                "_lname": "Fuller",
                "email": "example@example.com",
                "phones": "+79000000001",
                "Custom_ID": "567",
                "subscriptions": [
                    {
                        "channel": "email",
                        "email": "example@example.com",
                        "priority": 0,
                        "resource_id": 21,
                        "status": 0
                    }
                ]
            }
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <trigger_id>85</trigger_id>
    <format>xml</format>
    <skip_triggers>false</skip_triggers>
    <detect_geo>true</detect_geo>
    <matching>custom</matching>
    <field_name>custom_field</field_name>
    <data>
        <_fname>Irina</_fname>
        <_lname>Depp</_lname>
        <email>example@example.com</email>
        <phones>+79000000000</phones>
        <custom_field>343</custom_field>
        <subscriptions array='true'>
            <channel>email</channel>
            <email>example@example.com</email>
            <priority>0</priority>
            <resource_id>21</resource_id>
            <status>0</status>
        </subscriptions>
```

```
    </data>
    <data>
        <_fname>Will</_fname>
        <_lname>Depp</_lname>
        <email>example@example.com</email>
        <phones>+79000000001</phones>
        <custom_field>560</custom_field>
        <subscriptions array='true'>
            <channel>email</channel>
            <email>example@example.com</email>
            <priority>0</priority>
            <resource_id>21</resource_id>
            <status>0</status>
        </subscriptions>
    </data>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "result": [
        {
            "profile_id": "602103d65ae47a3bc65d5d83"
        },
        {
            "profile_id": "601ec71c5ae47a15d1c9b472"
        }
    ]
}
```

XML

```
<xml>
   <error>0</error>
   <error_text>Successful operation</error_text>
   <result>
      <element>
         <profile_id>602103d65ae47a3bc65d5d83</profile_id>
      </element>
      <element>
         <profile_id>601ec71c5ae47a15d1c9b472</profile_id>
      </element>
   </result>
</xml>
```

Response example when a request constraint is triggered

JSON

```
{
    "error": 400,
    "error_debug": "http: request body too large",
    "error_text": "Invalid request"
}
```

XML

```
<xml>
   <error>400</error>
   <error_debug>http: request body too large</error_debug>
   <error_text>"Invalid request"</error_text>
</xml>
```

Clone a trigger campaign

Clone a trigger campaign

Description

Clones content and settings of a trigger campaign to a newly created campaign.

Request URL

Method: POST

`https://example.com/api/v1.1/campaigns/triggers/clone`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
id	int	1	Yes	Campaign ID
name	string	“Clone”	No	New campaign name By default – “Clone of …”
is_active	bool	false	No	Campaign status

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 96,
    "name": "Clone trigger campaign #1",
    "is_active": false
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <name>Clone trigger campaign #2</name>
    <id>95</id>
    <is_active>true</is_active>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 97
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <saved_id>96</saved_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	New campaign ID

Data array

Data array

Description

The `data` array is used in the following queries:

- **Task for bulk trigger launch**
- **Task for bulk profiles import + trigger launch**
- **Bulk trigger launch**
- **Bulk profiles import + trigger campaign launch**

The array consists of objects, each of which contains information about a separate profile. As the key and value of the object, you must specify the data by which the profile will be searched in the database.

Parameters

Parameter	Type	Example	Required	Description	
email	string	"john@example.com"	"matching":"email" - by profile and subscriptions "matching":"email_profile" - only by profile "matching":"email_sub" - only for subscriptions	Email address	
phone	string	"+79000000000"	"matching":"phone" - by phone number from profile and subscriptions "matching":"phone_sub" - by phone number from subscriptions	Phone number	
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID	
field_value	int/string	"12345"	"matching":"custom"	Field value for search	
custom_request	JSON object	`{ "email": { "$in": [ "asd@dsfsd.com", "zxcv@sdfsd.com" ] } }`	When no matching specified	Custom MongoDB database query	

Examples

email

JSON

```
 "data": [
                {"email": "profile1@example.com"},
                {"email": "profile2@example.com"}
        ]
```

XML

```
<data>
    <email>profile1@example.com</email>
</data>
<data>
    <email>profile2@example.com</email>
</data>
```

phone

JSON

```
 "data": [
                {"phone": "+79000000000"},
                {"phone": "+79000000001"}
        ]
```

XML

```
<data>
    <phone>+79000000000</phone>
</data>
<data>
    <phone>+79000000001</phone>
</data>
```

profile_id

JSON

```
 "data": [
                {"profile_id": "60ae529b3f62fcdebdb159bb"},
                {"profile_id": "843vfdkisfh934hfe834rhkk"}
        ]
```

XML

```
<data>
    <profile_id>+79000000000</profile_id>
</data>
<data>
```

```
    <profile_id>+79000000001</profile_id>
</data>
```

custom

JSON

```
"data": [
        {"field_value": "001"},
        {"field_value": "002"}
        ]
```

XML

```
<data>
    <field_value>001</field_value>
</data>
<data>
    <field_value>002</field_value>
</data>
```

Engage profile in scenario

Engage profile in scenario

Description

Engages a customer profile in scenario.

> **TIP**
>
> **When you launch the scenario using the API, the profiles will enter the “Default” start node.**

Request URL

Method: POST

`https://example.com/api/v1.1/workflows/start`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
format	string	"csv"	No	Response data format. By default – json
id	int	12	Yes	Workflow ID
content	JSON-object	{}	No	Additional data to be used in the message template as {apicontent.fieldname} variable. The variable can be used in the "API call" and "API content filter" nodes
attach	JSON-массив	[]	No	Attaches file(s) to the request
Profile matching mode				
matching	string	"email" "phone" "profile_id" "custom"	No, if matched by email	Profile matching mode By default - email
email	string	"john@example.com"	"matching":"email"	Email address
phone	string	"+79000000000"	"matching":"phone"	Phone number

Parameter	Type	Example	Required	Description
profile_id	string	"abcdefghijklmnqrstuvwxyz"	"matching":"profile_id"	Profile ID
field_name	string	"CRM_ID"	"matching":"custom"	Custom profile data field name
field_value	int/string	"123420"	"matching":"custom"	Custom profile data field value. **TIP** Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".
resource_id	int	24	No	Resource ID for email and phone matching
custom_request	JSON object	{}	When no matching specified	Custom MongoDB database query

subscription_filter	JSON object	Push example:
		`"subscription_filter": {`
		`"subscription_id": "CAREFULWITHTHATAXE",`
		`"provider": "Chrome",`
		`"not_strict": true`
		`}`
		Email example:
		`"subscription_filter": {`
		`"email": "example@example.com",`
		`"not_strict": true`
		`}`
		SMS example:
		`"subscription_filter": {`
		`"phone": "+79106135133",`
		`"not_strict": false`
		`}`
			No	Selects a profile's subscription to send message
				
				Not used if custom_request is set.
				
				`not_strict` determines what to do when a certain subscription is not found. If "true" — another fitting subscription will be used instead.

Request example 1

Engages a single profile matched by Profile ID.

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "id": 11,
  "matching": "profile_id",
  "profile_id": "5a74876369d42613b31947b8"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>11</id>
  <matching>profile_id</matching>
  <profile_id>5a74876369d42613b31947b8</profile_id>
</xml>
```

Request example 2

Overwrites message subject by placing “New videos on your favorite channels” for “{apicontent.email_title}” message variable value, if it is used in campaign node templates.

Attaches “日本.txt” and “US.txt” files and a content object to be used in API content filter query.

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 12,
    "matching": "profile_id",
    "profile_id": "66102b984a5d12bd6cc0912f",
    "attach": [
        {
            "data": "data:text/csv; base64,5LuK5pel44GvCg==",
            "name": "日本.txt"
        },
        {
            "data": "data:text/csv; base64,SEVMTE8K",
            "name": "US.txt"
        }
    ],
    "content": {
        "data_lines": [
            "Channel A",
            "Channel B"
        ],
        "email_title": "New videos on your favorite channels"
    }
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>12</id>
  <matching>profile_id</matching>
  <profile_id>661027b04a5d12bd6cc09125</profile_id>
  <attach>
    <data>data:text/csv; base64,5LuK5pel44GvCg==</data>
    <name>日本.txt</name>
  </attach>
  <attach>
    <data>data:text/csv; base64,SEVMTE8K</data>
    <name>US.txt</name>
  </attach>
  <content>
    <data_lines>Channel A</data_lines>
    <data_lines>Channel B</data_lines>
    <email_title>New videos on your favorite channels</email_title>
  </content>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Import and engage profile in scenario

Import and engage profile in scenario

Description

Use this request to import customer profile and engage it in scenario.

Request URL

Method: POST

`https://example.com/api/v1.1/workflows/import_and_start`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Data format (by default - “json”)
content	JSON-object	{}	No	Additional content for API content filter node and template apicontent variables
workflow_id	Int	1	Yes	Worklow identifier
matching	String	“email”	Yes	Profile matching mode
profile_id	String	“5f19953a03e4227216278ba4”	*	Import: matching fields
email	String	“importStart9219@example.com”	*	Import: matching fields
phone	String	“+79001234567”	*	Import: matching fields
field_name	String	“CRM_ID”	*	Import: matching fields
field_value	Any	“12345”	*	Import: matching fields
data	Object	{ “_fname”: “John”, “_lname”: “Doe” }	No	Import: Profile fields data
skip_triggers	Bool	true	No	Import options: skip triggers and workflows activated by import and update actions
skip_invalid_subscriptions	Bool	true	No	Import options: skip invalid subscriptions
detect_geo	Bool	true	No	Import options: detect geolocation by IP

Parameter	Type	Example	Required	Description
content	Object	“content”:{ “one”: “My email = importStart9219@example.com”, “two”: “Timestamp: 1595512477”, “three”: “Three” }	No	Additional data to be used in the message template as {apicontent.fieldname} variable. The variable can be used in the “API call” and “API content filter” nodes
attach	array of{name, flie_key, data, mimetype}		No	Trigger options: attach files to message

Request example

Import one customer profile and engage it in scenario.

JSON

```
{
  "token": "abcdefghkijlmnopqrstuv0123456789",
  "data": {
    "subscriptions": [
      {
        "email": "example001@example.com",
        "resource_id": 7
      }
    ]
  },
  "matching": "email",
  "email": "example001@example.com",
  "content": {
    "one": "My email = example001@example.com",
    "two": "Timestamp: 1595512477",
    "three": "Three"
  },
  "workflow_id": 12
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <data>
    <subscriptions array='true'>
      <email>example001@example.com</email>
      <resource_id>7</resource_id>
    </subscriptions>
```

```
  </data>
  <matching>email</matching>
  <email>example001@example.com</email>
  <content>
    <one>My email = example001@example.com</one>
    <two>Timestamp: 1595512477</two>
    <three>Three</three>
  </content>
  <workflow_id>12</workflow_id>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
  "profile_id": "5eeb54a2ce9448518e85fdad"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <profile_id>6613c13a4a5d12bd6cc09156</profile_id>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
profile_id	string	Profile identifier

Service responses

Code	Description
0	Operation is successful
400,450	Incorrect request
401	API token required
402	Tariff limit reached
403	No rights for this action
404	Object is not found in token vision zone

Code	Description
409	**Other record with same unique attributes already exists**
413	**Database is not available in selected resource**
415	**Requested Content-Type is not supported**
435	**Ambiguous search, there are several objects with given attributes**
441	**Object belongs to another group**
500	**Internal service error**
501	**Method does not exist**

Batch import and engage profiles in a scenario

Batch import and engage profiles in a scenario

Description

The request allows you to import multiple profiles and immediately send them to a scenario. It is a batch version of the request Import and engage profile in scenario.

NOTE

The request body is limited by default to 10MB, exception: files – 100MB
It is not recommended to transfer more than 10,000 profiles in one request.

URL

Method: POST

`https://example.com/api/v1.1/workflows/import_and_start_batch`

Request parameters

Parameter	Type	Example	Required	Description	
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token	
format	string	"json"	No	Data format (by default - "json")	
workflow_id	Int	1	Yes	Workflow identifier	
matching	String	"email"	Yes	Profile matching mode. By default – email.	
profile_id	String	"5f19953a03e4227216278ba4"	"matching":"profile_id"	Profile identifier	
email	String	"importStart9219@example.com"	"matching":"email" - from profile or subscriptions "matching":"email_profile" - only from profile	Email	
phone	String	"+79001234567"	"matching":"phone"	Phone number	
field_name	String	"CRM_ID"	"matching":"custom"	The name of the custom profile field for search.	

field_value	Any	"12345"	"matching":"custom"	The value of the custom profile field for search. Search by combination of tags is available. Values are recorded as a string: "tag-1, tag-2".	
data	Object	\{ "_fname": "John", "_lname": "Doe" }	No	Profile data, including subscriptions	
skip_triggers	Bool	true	No	Skip triggers and workflows activated by import and update actions By default – false	
skip_invalid_subscriptions	Bool	true	No	Skip invalid subscriptions By default – false	
detect_geo	Bool	true	No	Detect geolocation by IP (it is detected by data from the fields `_regip` or `_ip`)	
content	Object	"content":\{ "one": "My email = importStart9219@example.com", "two": "Timestamp: 1595512477", "three": "Three" }	No	Additional data to be used in the message template as `{apicontent.fieldname}` variable. The variable can be used in the "API call" and "API content filter" nodes	
attach	array of \{name, flie_key, data, mimetype}		No	File to attach to an Email message (only for Email triggers)	

custom_request	JSON object	{
		"email": {
		"$in": [
		
		"asd@dsfsd.com",
		
		"zxcv@sdfsd.com"
		]
		}
		}
			When no matching specified	Custom MongoDB database query	

Response parameters

Parameter	Type	Description
error_text	string	Error text
error	int	Error code
task_id	string	Task identifier

Request example – “matching”:“email”

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "workflow_id": 12,
  "matching": "email",
  "data": [
    {
      "data": {
        "_fname": "Alisa",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": "+79000000000"
      }
    },
    {
      "data": {
        "_fname": "Alex",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": "+79000000000"
      }
    }
  ]
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <workflow_id>10</workflow_id>
  <matching>email</matching>
  <data>
    <_fname>John</_fname>
    <_lname>Lambert</_lname>
    <email>example@example.com</email>
  </data>
  <data>
    <_fname>Bert</_fname>
    <_lname>Lambert</_lname>
    <email>example@example.com</email>
  </data>
</xml>
```

Request example – “matching”:“custom”

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "workflow_id": 12,
  "matching": "custom",
  "field_name": "CRM_ID",
  "data": [
    {
      "data": {
        "_fname": "Alina",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": "+79006574081",
        "CRM_ID": "00066"
      }
    },
    {
      "data": {
        "_fname": "Victor",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": "+79000005422",
        "CRM_ID": "00076"
      }
    }
  ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <workflow_id>12</workflow_id>
    <matching>custom</matching>
    <field_name>New_field_7</field_name>
    <data>
        <_fname>Polina</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <phones>+79006574082</phones>
        <New_field_7 string = "true" >00067</New_field_7>
    </data>
    <data>
        <_fname>Dariya</_fname>
        <_lname>Lambert</_lname>
        <email>example@example.com</email>
        <phones>+79000005423</phones>
        <New_field_7 string = "true">00077</New_field_7>
    </data>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation",
    "result": [
        {
            "profile_id": "6613c4754a5d12bd6cc0915f"
        },
        {
            "profile_id": "6613c4754a5d12bd6cc09163"
        }
    ]
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <result>
        <profile_id>6613c4bf4a5d12bd6cc09167</profile_id>
    </result>
    <result>
        <profile_id>6613c4bf4a5d12bd6cc0916b</profile_id>
    </result>
</xml>
```

Response example when a request limitation is triggered

JSON

```
{
  "error": 400,
  "error_debug": "http: request body too large",
  "error_text": "Invalid request"
}
```

XML

```
<xml>
   <error>400</error>
   <error_debug>http: request body too large</error_debug>
   <error_text>Invalid request</error_text>
</xml>
```

Task for batch import and engaging profiles in the scenario

Description

Adding or updating multiple profiles and then sending them to the scenario. Returns a response with the task id without waiting for execution.

> **NOTE**
>
> **The request body is limited by default to 10mb, exception: files are 100mb.**
>
> **It is not recommended to transmit more than 10,000 profiles per request.**

URL

Method: POST

`https://example.com/api/v1.1/workflows/import_and_start_batch_task`

Request parameters

Parameter	Type	Example	Required	Description	
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token	
format	string	"json"	No	Data format (by default - "json")	
workflow_id	Int	1	Yes	Workflow identifier	
matching	String	"email"	Yes	Profile matching mode. By default – email.	
profile_id	String	"5f19953a03e4227216278ba4"	"matching":"profile_id"	Profile identifier	
email	String	"importStart9219@example.com"	"matching":"email" - from profile or subscriptions "matching":"email_profile" - only from profile	Email	
phone	String	"+79001234567"	"matching":"phone"	Phone number	
field_name	String	"CRM_ID"	"matching":"custom"	The name of the custom profile field for search.	

field_value	Any	"12345"	"matching":"custom"	The value of the custom profile field for search. Search by combination of tags is available. Values are recorded as a string: "tag-1, tag-2".	
data	Object	\{ "_fname": "John", "_lname": "Doe" }	No	Profile data, including subscriptions	
skip_triggers	Bool	true	No	Skip triggers and workflows activated by import and update actions By default – false	
skip_invalid_subscriptions	Bool	true	No	Skip invalid subscriptions By default – false	
detect_geo	Bool	true	No	Detect geolocation by IP (it is detected by data from the fields `_regip` or `_ip`)	
content	Object	"content":\{ "one": "My email = importStart9219@example.com", "two": "Timestamp: 1595512477", "three": "Three" }	No	Additional data to be used in the message template as `{apicontent.fieldname}` variable. The variable can be used in the "API call" and "API content filter" nodes	

custom_data	JSON object	"custom_data": \
		{
		"field": "value",
		}
			No	Add some data to be used in [Action hooks](/user-guide/integrations/action-hooks/37849833/). The parameter can be passed either at the root of the request or separately in each `data` object.	

attach	array of \{name, flie_key, data, mimetype}		No	File to attach to an Email message (only for Email triggers)	

custom_request	JSON object	{
		"email": {
		"$in": [
		
		"asd@dsfsd.com",
		
		"zxcv@sdfsd.com"
		]
		}
		}
			When no matching specified	Custom MongoDB database query	

Returned parameters

Parameter	Type	Description
error_text	string	Error text
error	int	Error code
task_id	string	Task identifier

Request example – “matching”:“email”

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "workflow_id": 12,
  "matching": "email",
  "data": [
    {
      "data": {
        "_fname": "Herbert",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": "+79862014852"
      }
    },
    {
      "data": {
        "_fname": "Bert",
        "_lname": "Lambert",
        "email": "example@example.com",
        "phones": "+79862014853"
      }
    }
  ]
}
```

XML

```
<xml>
<token>abcdefghijklmnqrstuvwxyz</token>
  <workflow_id>12</workflow_id>
  <matching>email</matching>
  <data>
      <_fname>Herb</_fname>
      <_lname>Limbert</_lname>
      <email>example@example.com</email>
      <phones>+79847076617</phones>
  </data>
  <data>
      <_fname>Bert</_fname>
      <_lname>Limbert</_lname>
      <email>example@example.com</email>
      <phones>+79817076617</phones>
```

```
  </data>
</xml>
```

Request example – “matching”:“custom”

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "workflow_id": 12,
    "matching": "custom",
    "field_name": "New_field_7",
    "data": [
        {
            "data": {
                "_fname": "Kristina",
                "_lname": "Lambert",
                "email": "example@example.com",
                "phones": "+79568150395",
                "New_field_7": "00015"
            }
        },
        {
            "data": {
                "_fname": "Christopher",
                "_lname": "Lambert",
                "email": "example@example.com",
                "phones": "+79568150396",
                "New_field_7": "00016"
            }
        }
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <workflow_id>12</workflow_id>
    <matching>custom</matching>
    <field_name>CRM_ID</field_name>
    <data>
        <_fname>Naomy</_fname>
        <_lname>Depp</_lname>
        <email>example@example.com</email>
        <phones>+798144890880</phones>
        <CRM_ID>7830</CRM_ID>
    </data>
    <data>
        <_fname>Nataly</_fname>
        <_lname>Depp</_lname>
        <email>example@example.com</email>
```

```
        <phones>+73755334351</phones>
        <CRM_ID>0934</CRM_ID>
    </data>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation",
  "task_id": "30421978-7f6d-4f39-913f-fb6cad8e2477"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <task_id>675231ce-63b4-4bca-a153-10d87b938d26</task_id>
</xml>
```

Example of a response when a request restriction is triggered

JSON

```
{
  "error": 400,
  "error_debug": "http: request body too large",
  "error_text": "Invalid request"
}
```

XML

```
<xml>
  <error>400</error>
  <error_debug>http: request body too large</error_debug>
  <error_text>Invalid request</error_text>
</xml>
```

Checking the status of the task

URL

Method: POST

https://example.com/api/v1.1/tasks/status

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnopqrstuvwxyz”	Yes	API token
task_id	string	“task_b2f9fk6a-2479-4a63-b592-f15d4e3b69c5”	Yes	Task ID

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "task_id": "task_b2f9fk6a-2479-4a63-b592-f15d4e3b69c5"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <task_id>task_b2f9fk6a-2479-4a63-b592-f15d4e3b69c5</task_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "status": "completed",
        "progress": 100,
        "result": {
            "error": 0,
            "error_text": "",
            "result": [
                {
                    "profile_id": "61e947333f62fc26d384452c"
                },
                {
                    "profile_id": "61e947333f62fc26d384452e"
                }
            ]
        }
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <status>completed</status>
```

```
        <progress>100</progress>
        <result>
            <error>0</error>
            <error_text></error_text>
            <result>
                <profile_id>61e947333f62fc26d384452c</profile_id>
            </result>
            <result>
                <profile_id>61e947333f62fc26d384452e</profile_id>
            </result>
        </result>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Get scenarios list

Get scenarios list

Description

Retrieves all created scenarios list.

Request URL

Method: POST

`https://example.com/api/v1.1/workflows/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	`"abcdefghijklmnqrstuvwxyz"`	Yes	API token
format	string	`"json"`	No	Response data format By default – `json`
from_id	int	`1`	No	The first ID in the response By default – `1`
limit	int	`1`	No	Resources list limit By default – `1000`
groups	[]string	`[ "group1", "group2" ]`	No	List of access groups By default – `[]`
groups_id	[]int	`[ 0, 1 ]`	No	List of access groups IDs By default – `[]`
ui_tags	[]string	`["tag1", "tag2"]`	No	List of tags By default – `[]`
attributes	object	`{"season": {"options": ["spring_2024", "summer_2024"]}}`	No	Attributes assigned to the campaign and their values

Request example

JSON

```
{
    "token": "2fefb577533d4cae919350c450755239",
    "from_id": 10,
    "limit": 1,
    "ui_tags": [
        "B2C"
    ]
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <from_id>10</from_id>
    <limit>1</limit>
    <ui_tags array='true'>B2C</ui_tags>
</xml>
```

Response example

JSON


```
{
    "data": [
        {
            "id": 10,
            "updated_user": "ivan_ivanov",
            "update_time": "2025-05-21T09:17:53.362Z",
            "name": "Government tip",
            "list_id": 1,
            "is_active": true,
            "ui_tags": [
                "B2C"
            ],
            "mode": "skip",
            "groups": [
                {
                    "ID": 2,
                    "title": "Sales and promotion"
                }
            ],
            "nodes": [
                {
                    "name": "DEFAULT_START_NODE_TITLE",
                    "type": "start",
                    "node_id": 0
                },
                {
                    "name": "ANY_IMPORT_START_NODE_TITLE",
                    "type": "start",
                    "node_id": 2
                },
                {
                    "templates": [
                        1
                    ],
                    "name": "Welcome letter",
                    "type": "campaign",
                    "node_id": 3,
                    "campaign_id": 17
                },
```

```
{
    "name": "1 d.0 h.0 m.",
    "type": "delay",
    "node_id": 4
},
{
    "name": "Is the subscription confirmed?",
    "type": "condition",
    "node_id": 5
},
{
    "name": "Got the SMS reminder?",
    "type": "condition",
    "node_id": 6
},
{
    "templates": [
        5
    ],
    "name": "SMS message",
    "type": "campaign",
    "node_id": 7,
    "campaign_id": 30
},
{
    "name": "1 d.0 h.0 m.",
    "type": "delay",
    "node_id": 8
},
{
    "name": "Application to a call center or other product",
    "type": "feedback",
    "node_id": 9
},
{
    "title": "Guidelines",
    "type": "feedback",
    "node_id": 10
},
{
    "name": "Specify code",
    "type": "promo_attach",
    "node_id": 11
},
{
    "templates": [
        22
    ],
    "name": "Offer",
    "type": "campaign",
    "node_id": 12
    "campaign_id": 39
}
{
```

```
                    "name": "Go to scenario #29",
                    "type": "workflow_jump",
                    "node_id": 13,
                    "next_workflow_id": 29,
                    "next_node_id": 0
                }
            ]
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "next_from_id": 11,
    "total_count": 20
}
```


XML


```
<xml>
    <data>
        <groups>
            <id>2</id>
            <updated_user>ivan_ivanov</updated_user>
            <update_time>2025-05-21T09:17:53.362Z</update_time>
            <name>Sales and promotion</name>
        </groups>
        <id>10</id>
        <is_active>true</is_active>
        <list_id>1</list_id>
        <mode>skip</mode>
        <name>Administrative chain</name>
        <nodes>
            <name>DEFAULT_START_NODE_TITLE</name>
            <node_id>0</node_id>
            <type>start</type>
        </nodes>
        <nodes>
            <name>ANY_IMPORT_START_NODE_TITLE</name>
            <node_id>2</node_id>
            <type>start</type>
        </nodes>
        <nodes>
            <campaign_id>17</campaign_id>
            <name>Welcome letter</name>
            <node_id>3</node_id>
            <templates>1</templates>
            <type>campaign</type>
        </nodes>
        <nodes>
            <name>1 д.0 ч.0 м.</name>
            <node_id>4</node_id>
            <type>delay</type>
        </nodes>
        <nodes>
```

```
            <name>Is the subscription confirmed?</name>
            <node_id>5</node_id>
            <type>condition</type>
        </nodes>
        <nodes>
            <name>Got the SMS reminder?</name>
            <node_id>6</node_id>
            <type>condition</type>
        </nodes>
        <nodes>
            <campaign_id>30</campaign_id>
            <name>SMS message</name>
            <node_id>7</node_id>
            <templates>5</templates>
            <type>campaign</type>
        </nodes>
        <nodes>
            <name>1 д.0 ч.0 м.</name>
            <node_id>8</node_id>
            <type>delay</type>
        </nodes>
        <nodes>
            <name>Application to a call center
            or other product</name>
            <node_id>9</node_id>
            <type>feedback</type>
        </nodes>
        <nodes>
            <name>Guidelines</name>
            <node_id>10</node_id>
            <type>feedback</type>
        </nodes>
        <nodes>
            <name>Specify code</name>
            <node_id>11</node_id>
            <type>promocode_attach</type>
        </nodes>
        <nodes>
            <campaign_id>39</campaign_id>
            <name>Offer</name>
            <node_id>12</node_id>
            <templates>22</templates>
            <type>campaign</type>
        </nodes>
        <nodes>
            <name>Go to scenario #29</name>
            <next_node_id>0</next_node_id>
            <next_workflow_id>29</next_workflow_id>
            <node_id>13</node_id>
            <type>workflow_jump</type>
        </nodes>
        <ui_tags>B2C</ui_tags>
    </data>
    <error>0</error>
```

```
    <error_text>Successful operation</error_text>
    <next_from_id>11</next_from_id>
    <total_count>20</total_count>
</xml>
```

Response parameters

Parameter	Type	description
error	int	Error code
error_text	string	Error text
id	int	Resource ID
name	string	Resource name
list_id	int	Database ID
is_active	bool	Active or inactive scenario
mode	string	Mode if the profile is recaptured by the scenario
ui_tags	array	List of tags
groups	array of objects	List of groups
nodes	array of objects	List of nodes
total_count	int	Total resources count
next_from_id	int	Identifier of the following scenario
node_id	int	Node Identifier
campaign_id	int	Campaign Identifier (for node “Channels”)
templates	int	Template Identifier (for node “Channels”)
next_workflow_id	int	Identifier of the next scenario (for the scenario transition node)
next_node_id	int	Identifier of the next node (for the scenario transition element)
updated_user	string	By whom the scenario was updated
update_time	string	When the scenario was updated
attributes	object	Attributes assigned to the campaign and their values

Activate scenario

Description

The request is used to activate a scenario.

URL

Method: POST

`https://example.com/api/v1.1/workflows/activate`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Scenario ID
skip_profiles	bool	true	No	Clear the scenario before reactivating

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1,
    "skip_profiles": true
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>1</id>
    <skip_profiles>true</skip_profiles>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Deactivate scenario

Description

The request is used to deactivate a scenario.

URL

Method: POST

`https://example.com/api/v1.1/workflows/deactivate`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Scenario ID
skip_profiles	bool	true	No	Clear the scenario before reactivating

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1,
    "skip_profiles": true
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>1</id>
    <skip_profiles>true</skip_profiles>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Import promo codes

Import promo codes

Description

Imports one or multiple promo codes into a loyalty program.

Request URL

Method: POST

`https://example.com/api/v1.1/promocodes/import`

Request example

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
codes	JSON array	`[“CODE-1”, “CODE-2”]`	Yes	Promo codes list
loyalty_id	int	1	Yes	Loyalty program ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "codes": [
        "CODE-1",
        "CODE-2"
    ],
    "loyalty_id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <codes>CODE-1</codes>
    <codes>CODE-2</codes>
    <loyalty_id>6</loyalty_id>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "code": "CODE-1",
            "error": 0,
            "error_text": ""
        },
        {
            "code": "CODE-2",
            "error": 0,
            "error_text": ""
        }
    ],
    "discarded_by_limit": 0,
    "duplicated": 0,
    "error": 0,
    "error_text": "Successful operation",
    "inserted": 2
}
```

XML

```
<xml>
    <data>
        <code>CODE-1</code>
        <error>0</error>
    </data>
    <data>
        <code>CODE-2</code>
        <error>0</error>
    </data>
    <discarded_by_limit>0</discarded_by_limit>
    <duplicated>0</duplicated>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <inserted>2</inserted>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
code	string	Promo code
discarded_by_limit	int	Import error due to loyalty program limitations
duplicated	int	Import error due to duplication

Parameter	Type	Description
inserted	**int**	**Number of successfully imported promo codes**

Get promo code information

Get promo code information

Description

Retrieves a loyalty program promotional code information.

Request URL

Method: POST

`https://example.com/api/v1.1/promocodes/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	int	“json”	No	Response data format By default – json
code	string	“CODE-12345”	Yes	Promo code
loyalty_id	int	“1”	Yes	Loyalty program ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "code": "CODE-1",
    "loyalty_id": 5
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <code>CODE-1</code>
    <loyalty_id>5</loyalty_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "created": "2024-04-01T12:39:34Z",
        "is_attached": false,
        "is_activated": false,
        "is_expired": false,
        "attached": "",
        "activated": "",
        "expired": "",
        "expire_date": "",
        "loyalty_id": 5,
        "code": "CODE-1"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
        <code>CODE-1</code>
        <created>2024-04-01T12:39:34Z</created>
        <is_activated>false</is_activated>
        <is_attached>false</is_attached>
        <is_expired>false</is_expired>
        <loyalty_id>5</loyalty_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```


Response parameters

Параметр	Тип	Описание
error	int	Error code
error_text	string	Error text
activated	datetime	Promo code activation time
attached	datetime	Promo code attach time
code	string	Promo code
created	datetime	Promo code creation time
expire_date	datetime	Promo code expire date
expired	datetime	Promo code expire date
is_activated	bool	Activation flag
is_attached	bool	Attached to a profile flag
is_expired	bool	Expired flag

Параметр	Тип	Описание
loyalty_id	**int**	**Loyalty program ID**
database_id	**int**	**Database ID, if promocode attached to profile**
profile_id	**string**	**Profile ID, if promocode attached to profile**

Activate promo code

Activate promo code

Description

Activates a promo code.

> **CAUTION**
>
> **You can only activate a promotional code when it is attached to a profile.**

Request URL

Method: POST

`https://example.com/api/v1.1/promocodes/activate`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
code	string	“CODE-12345”	Yes	Promo code
format	int	“json”	No	Response data format. By default– json
loyalty_id	int	“1”	Yes	Loyalty program ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "code": "Code-1",
    "loyalty_id": 5
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <code>Code-1</code>
    <loyalty_id>5</loyalty_id>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Update promo code

Update promo code

Description

Updates promo code expiry date, activates or deactivates a promo code.

Request URL

Method: POST

`https://example.com/api/v1.1/promocodes/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	int	“json”	No	Response data format. By default – json
activated	bool	true	No	Promo code activation or deactivation
code	string	“CODE-12345”	Yes	Promotional code
expire_date	string	“2018-08-25T08:00:00Z”	No	Promo code expire date in RFC 3339 format
loyalty_id	int	1	Yes	Loyalty program ID

CAUTION

At least one of request options is expected for a successful operation, expiry date change or activation/deactivation.

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "activated": true,
    "code": "CODE-12345",
    "expire_date": "2018-08-25T08:00:00Z",
    "loyalty_id": 1,
    "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
```

```
    <activated>true</activated>
    <code>Code-1</code>
    <expire_date>2024-08-10T08:00:00Z</expire_date>
    <loyalty_id>6</loyalty_id>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data></data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Attach promo code

Attach promo code

Description

Attaches a promotion code to a profile.

If a `"code"` parameter is specified, it will be used for promo code matching.

- **If the code is already attached and its multiple usage is restricted, an error will occur.**
- **If a code is found unattached — it will be attached.**
- **If a code is not found — it will be imported and attached.**

With no `"code"` parameter loyalty program ID will be used for matching.

- **If there are promo codes available in a loyalty program — one will be attached.**

Request URL

Method: POST

`https://example.com/api/v1.1/promocodes/attach`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
code	string	“CODE-12345”	No	Promo code
db_id	int	1	Yes	Database ID
email	string	“john@example.com”	No	Email address
format	string	“json”	No	Response data format. By default – json
field_name	string		No	Custom database field for profile matching
field_value	string		No	Custom field value
matching	string	“profile_id” “email” “phone” “custom”	No	Profiles matching mode
loyalty_id	int	1	Yes	Loyalty program ID
phone	string	“+79000000000”	No	Phone number
profile_id	string	“abcdefghijklmnqrstuvwxyz”	No	Profile ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "matching": "profile_id",
    "profile_id": "abcdefghijklmnqrstuvwxyz",
    "loyalty_id": 5,
    "code": "CODE-1"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>1</db_id>
    <matching>profile_id</matching>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
    <loyalty_id>5</loyalty_id>
    <code>CODE-1</code>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data></data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Detach promo code

Detach promo code

Description

Detaches a promotion code from a profile.

Use one of these parameters for profile matching:

- `email`
- `field_name`, `field_value`
- `phone`
- `profile_id`

If no `"code"` parameter is specified or if a specified code is attached to multiple profiles — an error will be returned.

Request URL

method: POST

`https://example.com/api/v1.1/promocodes/detach`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
code	string	“CODE-12345”	No	Promotion code
db_id	int	1	Yes	Database ID
email	string	“john@example.com”	No	Email address
format	string	“json”	No	Response data format. By default – json
field_name	string		No	Custom profile matching field
field_value	string		No	Custom field value
matching	string	“profile_id” “email” “phone” “custom”	No	Profiles matching mode
loyalty_id	int	1	Yes	Loyalty program ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "code": "Code-1",
```

```
    "db_id": 1,
    "loyalty_id": 4,
    "matching": "profile_id",
    "profile_id": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <code>Code-1</code>
    <db_id>1</db_id>
    <loyalty_id>4</loyalty_id>
    <matching>profile_id</matching>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
</xml>
```

Response example

JSON

```
{
    "data": null,
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data></data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get all promo codes

Get all promo codes

Description

Retrieves all promo codes from a loyalty program.

URL

Method: POST

`https://example.com/api/v1.1/promocodes/export_all`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	int	“json”	No	Response data format. By default – json.
loyalty_id	int	1	Yes	Loyalty program ID

Request example

JSON

```
{
    "loyalty_id": 6,
    "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
    <loyalty_id>6</loyalty_id>
    <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "code": "Code-1"
        },
```

```
        {
            "code": "Code-2",
            "attached": "2024-04-01T14:02:05Z",
            "activated": "2024-04-01T14:04:12Z"
        },
        {
            "code": "Code-3"
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <code>Code-1</code>
    </data>
    <data>
        <activated>2024-04-01T14:04:12Z</activated>
        <attached>2024-04-01T14:02:05Z</attached>
        <code>Code-2</code>
    </data>
    <data>
        <code>Code-3</code>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
data	Array	Promo codes list
code	string	Promo code
attached	string	Attachment date. No property if not attached
activated	string	Activation date. No property if not activated
expire_date	string	Promo code expiry date. Optional parameter
expired	string	Expiry date in case a promo code is expired
error	int	Error code
error_text	string	Error text

Goals and goal values registration

Goals and goal values registration

Description

Records a goal achievement and optionally value for a customer profile. As part of event registration, you can also transmit additional profile information.

Request URL

Method: POST

`https://example.com/api/v1.1/goals/register`

Request parameters

Main parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
db_id	int	1	Yes	Database ID
pixel_id	int	1	Yes	Pixel ID
goal	string	"card"	No	Goal name
goals	JSON array	`[{"goal": "card", "value": 10.0}]`	No	Goals list
value	float	-25.5	No	Goal value
date	string	"2006-01-25T15:04:05+07:00"	No	Event date in RFC 3339 format

Matching parameters

These parameters are used to search for a profile in the database. Read more.

Parameter	Type	Example	Required	Description
matching	string	"email" "email_profile" "phone" "profile_id" "custom"	No, if matched by email	Profile matching mode By default - email
email	string	"john@example.com"	matching:"email"	Email address
phone	string	"+79000000000"	matching:"phone"	Phone number
profile_id	string	"abcdefghijklmnqrstuvwxyz"	matching:"profile_id"	Profile ID

Parameter	Type	Example	Required	Description
field_name	string	"CRM_ID"	matching:"custom"	Custom profile data field name
field_value	int/string	"123420"	matching:"custom"	Custom profile data field value. Searching by combination of tags is available for tag type profile fields. Values are recorded as a string: "tag-1, tag-2".

Advanced parameters

Parameter	Type	Example	Required	Description
pixel_data	JSON object	`{ "key":"value", "array":[1,2,3] }`	No	A JSON object containing additional target event data. The object must not contain nested objects or arrays. The object size is no larger than 1 KB.
skip_triggers	bool	false	No	Disables triggers and scenarios set up for an event. By default — false.
enrich_profile	bool	true	No	The event updates profile data. By default — true.
is_test	bool	false	No	Test event flag. By default — false.
vendor	string	"altcraft"	No	Profile field `_vendor` at the time of the event
external_type	string	"event_pixel_test"	No	External identifier type
external_event_id	string	"qwerty123"	No	External identifier
altcraft_client_id	string	"9f11d32d-2935-43d0-b8df-f4c3568095b2"	No	Altcraft unique end-to-end identifier

HTTP-parameters

Parameter	Type	Example	Required	Description
referer	string	"api.example.com"	No	Original request referer
user_agent	string	"Mozilla/5.0 (Linux; Android 6.0.1; SM-G935S Build/MMB29K; wv)"	No	Original request browser
accept_language	string	"fr-CH, fr;q=0.9, en;q=0.8, de;q=0.7, *;q=0.5"	No	Original request language
client_ip	string	"10.0.0.0"	No	Original request IP address

Parameter	Type	Example	Required	Description
client_ip_v4	string	"198.16.74.224"	No	Client IPv4 address
client_ip_v6	string	"fe80::5215:5556:d75f:806b"	No	Client IPv6 address
browser	string	"Chrome"	No	Client browser You can obtain a list of valid values through the request [`/v1.1/dictionary ("browsers")`](/developer-guide/miscellaneous/dictionary)
os	string	"Ubuntu"	No	Client operating system You can obtain a list of valid values through the request [`/v1.1/dictionary ("oses")`](/developer-guide/miscellaneous/dictionary)
device	string	"Desktop"	No	Client device type You can obtain a list of valid values through the request [`/v1.1/dictionary ("devices")`](/developer-guide/miscellaneous/dictionary)

TIP

The browser, os and device fields are automatically populated by the platform based on the contents of the user_agent field.

If you pass both user_agent and separate values for browser, os and device in the same request, the data from user_agent takes precedence and overwrites the specified values.

If you pass browser, os and device fields without user_agent, you must specify `"enrich_profile": true` to update the profile, otherwise the platform will not update the profile.

Geolocation parameters

The platform will automatically determine the values if `client_ip` is passed.

Parameter	Type	Example	Required	Description
lat	float	55.244075	Yes, if lon is passed	Client latitude
lon	float	55.244075	Yes, if lat is passed	Client longitude
country	string	"RU"	No	Client country (ISO code or full name)
region	string	"Ryazan"	No	Client region
city	string	"Ryazan"	No	Client city
address	string	"Pochtovaya street"	No	Client address
zip	string	"390000"	No	Client zip code
time_zone	string	"Europe/Moscow"	No	Client timezone

TIP

The platform automatically determines the values of the country, region, city, zip, and time_zone fields based on the IP address passed in the client_ip, client_ip_v4, or client_ip_v6 parameters. If both the IP address and individual values for these fields are specified in the request, the IP-defined data will take precedence and overwrite the manually passed values.

To update a profile using values from the country, region, city, zip and time_zone fields, the `"enrich_profile": true` parameter must be set.

UTM-parameters

Parameter	Type	Example	Required	Description
utm_content	string	"utm_content"	No	UTM params
utm_medium	string	"utm_medium"	No	
utm_source	string	"utm_source"	No	
utm_campaign	string	"utm_campaign"	No	
utm_term	string	"utm_term"	No	

Network parameters

Parameter	Type	Example	Required	Description
net_ssid	string	"10.200.0.0"	No	Client network name
net_mac_addr	string	"28:87:ba:c1:0d:5e"	No	Client MAC address
net_gateway_ipv4	string	"10.200.0.1"	No	Client gateway IPv4 address
net_gateway_ipv6	string	"::ff"	No	Client gateway IPv6 address

Campaign parameters

Parameter	Type	Example	Required	Description
send_message_id	string	"w4Wq877djSG1_2_a1_6t_2p_U_2_g.2UCSmxz7zFnuCfCMK_5KmKH9"	No	ID of the sent message in the platform. Use the parameter to allow you to associate a pixel event with a specific campaign.

Loyalty programs parameters

Parameter	Type	Example	Required	Description
loyalty_id	int	5	No	Loyalty program ID
promo_id	string	"6285183c3f62fcd4ac5ed36d"	No	Attached promo code ID

Market parameters

Parameter	Type	Example	Required	Description
endpoint_eid	string	"example_endpoint"	No	External contact point identifier. If a specific profile base is selected for a pixel, then this base must match the sales channel base.
order_eid	string	"12345"	No	External order ID
product_eid	string	"example_product"	Yes, if sku_eid is passed	External product ID
sku_eid	string	"example_sku"	No	External SKU ID. When this parameter is used, product_eid must also be passed in the request.
region_eid	string	"region_eYFe2AE6s"	No	External region ID
count_items	int	1	No	Quantity of items in the order item
categories	array	["category_1", "category_2"]	No	Product categories or SKUs

INFO

The maximum length of any string field is 128 characters.

Request examples

1 goal, no original request header data used:

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 1,
    "goal": "card",
    "pixel_id": 1,
    "referer": "api.example.com",
    "value": -25.5,
    "matching": "profile_id",
    "profile_id": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
    <token>2fefb577533d4cae919350c450755239</token>
```

```
    <db_id>1</db_id>
    <goal>card</goal>
    <pixel_id>1</pixel_id>
    <referer>api.example.com</referer>
    <value>-25.5</value>
    <matching>profile_id</matching>
    <profile_id>65d49bc74a6f1407ac656547</profile_id>
</xml>
```

2 goals, IP and referer from the original request head are used:

JSON

```
{
    "token": "91f1dfa81c264a938b475677c60ce967",
    "client_ip": "10.20.30.40",
    "db_id": 24,
    "goals": [
        {
            "goal": "cart",
            "value": 10.99
        },
        {
            "goal": "two",
            "value": -12.34
        }
    ],
    "pixel_id": 7,
    "matching": "profile_id",
    "profile_id": "abcdefghijklmnqrstuvwxyz",
    "referer": "api.req.from.my.site"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <client_ip>10.20.30.40</client_ip>
    <db_id>24</db_id>
    <goals>
        <goal>cart</goal>
        <value>10.99</value>
    </goals>
    <goals>
        <goal>two</goal>
        <value>-12.34</value>
    </goals>
    <pixel_id>7</pixel_id>
    <matching>profile_id</matching>
    <profile_id>abcdefghijklmnqrstuvwxyz</profile_id>
    <referer>api.req.from.my.site</referer>
</xml>
```

Example of a request to send additional information about an event:

JSON


```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "db_id": 24,
    "goals": [
        {
            "goal": "cart",
            "value": 10.99
        },
        {
            "goal": "two",
            "value": -12.34
        }
    ],
    "client_ip": "192.168.0.0",
    "pixel_id": 7,
    "referer": "api.req.from.my.site",
    "accept_language": "fr-CH, fr;q=0.9, en;q=0.8, de;q=0.7, *;q=0.5",
    "user_agent": "Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36 (KHTML, like Gecko)
Chrome/51.0.2704.103 Safari/537.36",
    "matching": "profile_id",
    "profile_id": "651516181a5c52f94532fb1d",
    "pixel_data": {
        "hello": "hi",
        "arr": [
            1,
            2,
            3
        ],
        "int_val": 56893,
        "bool_val": true,
        "date_val": "2023-08-12"
    },
    "skip_triggers": false,
    "enrich_profile": true,
    "is_test": true,
    "vendor": "altcraft",
    "external_type": "event_pixel_test",
    "external_event_id": "qwerty123",
    "altcraft_client_id": "9f11d32d-2935-43d0-b8df-f4c3568095b2",
    "browser": "Chrome",
    "os": "Ubuntu",
    "device": "Desktop",
    "utm_content": "utm_content",
    "utm_medium": "utm_medium",
    "utm_source": "utm_source",
    "utm_campaign": "utm_campaign",
    "utm_term": "utm_term",
    "client_ip_v4": "198.16.74.224",
    "client_ip_v6": "fe80::5215:5556:d75f:806b",
    "net_ssid": "10.200.0.0",
```

```
    "net_mac_addr": "28:87:ba:c1:0d:5e",
    "net_gateway_ipv4": "10.200.0.1",
    "net_gateway_ipv6": "::ff",
    "loyalty_id": 5,
    "promo_id": "6285183c3f62fcd4ac5ed36d",
    "endpoint_eid": "online_store",
    "order_eid": "12345",
    "product_eid": "hd_450_bt_earphones",
    "sku_eid": "hd_450bt_earphones_black",
    "region_eid": "region_eYFe2AE6s",
    "count_items": 1,
    "categories": [
        "category_KBZ1qurFP"
    ],
    "lat": 55.244075,
    "lon": 19.379932,
    "country": "RU",
    "region": "Ryazan",
    "city": "Ryazan",
    "address": "Pochtovaya street",
    "zip": "390000",
    "time_zone": "Europe/Moscow",
    "send_message_id": "w4Wq877djSG1_2_a1_6t_2p_U_2_g.2UCSmxz7zFnuCfCMK_5KmKH9"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <db_id>24</db_id>
    <goals>
        <goal>cart</goal>
        <value>10.99</value>
    </goals>
    <goals>
        <goal>two</goal>
        <value>-12.34</value>
    </goals>
    <client_ip>192.168.0.0</client_ip>
    <pixel_id>7</pixel_id>
    <referer>api.req.from.my.site</referer>
    <accept_language>fr-CH, fr;q=0.9, en;q=0.8, de;q=0.7, *;q=0.5</accept_language>
    <user_agent>Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36 (KHTML, like Gecko)
Chrome/51.0.2704.103 Safari/537.36</user_agent>
    <matching>profile_id</matching>
    <profile_id>651516181a5c52f94532fb1d</profile_id>
    <pixel_data>
        <hello>hi</hello>
        <arr>1</arr>
        <arr>2</arr>
        <arr>3</arr>
        <int_val>56893</int_val>
        <bool_val>true</bool_val>
```

```
        <date_val>2023-08-12</date_val>
    </pixel_data>
    <skip_triggers>false</skip_triggers>
    <enrich_profile>true</enrich_profile>
    <is_test>true</is_test>
    <vendor>altcraft</vendor>
    <external_type>event_pixel_test</external_type>
    <external_event_id>qwerty123</external_event_id>
    <altcraft_client_id>9f11d32d-2935-43d0-b8df-f4c3568095b2</altcraft_client_id>
    <browser>Chrome</browser>
    <os>Ubuntu</os>
    <device>Desktop</device>
    <utm_content>utm_content</utm_content>
    <utm_medium>utm_medium</utm_medium>
    <utm_source>utm_source</utm_source>
    <utm_campaign>utm_campaign</utm_campaign>
    <utm_term>utm_term</utm_term>
    <client_ip_v4>198.16.74.224</client_ip_v4>
    <client_ip_v6>fe80::5215:5556:d75f:806b</client_ip_v6>
    <net_ssid>10.200.0.0</net_ssid>
    <net_mac_addr>28:87:ba:c1:0d:5e</net_mac_addr>
    <net_gateway_ipv4>10.200.0.1</net_gateway_ipv4>
    <net_gateway_ipv6>::ff</net_gateway_ipv6>
    <loyalty_id>5</loyalty_id>
    <promo_id>6285183c3f62fcd4ac5ed36d</promo_id>
    <endpoint_eid>online_store</endpoint_eid>
    <order_eid>12345</order_eid>
    <product_eid>hd_450_bt_earphones</product_eid>
    <sku_eid>hd_450bt_earphones_black</sku_eid>
    <region_eid>region_eYFe2AE6s</region_eid>
    <count_items>1</count_items>
    <categories>category_KBZ1qurFP</categories>
    <lat>55.244075</lat>
    <lon>19.379932</lon>
    <country>RU</country>
    <region>Ryazan</region>
    <city>Ryazan</city>
    <address>Pochtovaya street</address>
    <zip>390000</zip>
    <time_zone>Europe/Moscow</time_zone>
    <send_message_id>w4Wq877djSG1_2_a1_6t_2p_U_2_g.2UCSmxz7zFnuCfCMK_5KmKH9</send_message_id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Processing and adding a subscription

Processing and adding a subscription

The API request is used to transfer the push token from the mobile application to the Altcraft Platform for creating a subscription.

With this request, you can:

- **Add new subscriptions.**
- **Change the status of existing subscriptions.**

The profile search mode can be set using the `matching` field in the request (see specification below). If the profile is not found, a new one will be created.

Moreover, if several databases are specified in the resource, then all of them will be processed separately. A request to such a resource will create and update profiles in several databases at once. An example of such a case can be seen below.
If there are no databases in the resource, then an error will be returned.

Request URL

Method: POST

`https://<cookiesaver_host>/push_subscribe`

Request parameters

Parameter	Type	Example	Required	Description
id	string	“abcdefghijklmnqrstuvwxyz”	No	Profile ID
resource_token	string	“abcdefghijklmnqrstuvwxyz”	Yes	Unique resource ID.
db_ids	[ ] int	[2,3]	No	Resource database filter.
matching	string	“custom”	No	Profile search mode. If the parameter is not passed or is empty, profile search by ID will be used. If ID is also not passed, search by push subscriptions will be used. For the `push_subscribe` method, this parameter can only accept the following values: • custom • profile_id

Parameter	Type	Example	Required	Description
subscriptions	JSON array SubscriptionObject	`[{ “provider” : “android-firebase”, “subscription_id” : “%subscriptionid%” }]`	Yes	Push subscriptions that should be added to profile or should be updated. “subscription_id” is unique for each device, Firebase provides it.

SubscriptionObject

Parameter	Type	Example	Required	Description
provider	string	“android-firebase”	Yes	Altcraft MP Provider ID. The available values: • android-firebase • ios-firebase • ios-apns • yandex-Appmetrica-device-id-ios • yandex-Appmetrica-device-id-android • yandex-Appmetrica-ios-ifa • yandex-Appmetrica-google-aid • yandex-Appmetrica-android-token • yandex-Appmetrica-ios-token • android_huawei • ios_huawei >Each token type in AppMetrica has its own provider ID.
subscription_id	string	“abcdef-ghijklmn-qrstuvwxyz”	Yes	Subscription push token
unsubscribe	bool	false	No	Unsubscribe flag. Dismiss subscription if its value — true.

Response parameters

Parameter	Type	Description
data	JSON array DataObject	Information about the created subscriptions. The array can contain several objects in the following cases: • Several SubscriptionObject were passed in the request. • ID field was not used in the request, and the Altcraft MP resource uses several databases. In this case, a new profile with subscriptions will be added for each database from the resource.
error	int	Error code
error_text	string	Error text

DataObject

Parameter	Type	Example	Description
subscription_id	string	“abcdef-ghijklmn-qrstuvwxyz”	Subscription push token
unsubscribe	bool	false	Flag whether the subscription was added or canceled
profile_id	string	“5fb62e815ae47a4aa04dfadd”	ID of the profile (transferred or newly created) for which the subscription was added.
provider	string	“android-firebase”	Altcraft MP Provider ID. The available values: • android-firebase • ios-firebase • ios-apns • yandex-Appmetrica-device-id-ios • yandex-Appmetrica-device-id-android • yandex-Appmetrica-ios-ifa • yandex-Appmetrica-google-aid • yandex-Appmetrica-android-token • yandex-Appmetrica-ios-token • android_huawei • ios_huawei Each token type in AppMetrica has its own provider ID.
db_id	int	2	Altcraft MP Database ID. The profile is stored in this database.
resource_id	int	1	Altcraft MP resource ID.
subscription_hash_id	string	“92807e89”	Subscription hash
status	string	“error”	Operation status • ok • error
description	string	“Duplicate push subscription”	Error description

Examples

Request with matching by system profile ID

Request

```
{
  "id": "59db33d269d426509e9c4bf9",
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
```

```
  ]
}
```

Response

```
{
  "data": [
    {
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false,
      "profile_id": "59db33d269d426509e9c4bf9",
      "provider": "android-firebase",
      "db_id": 17,
      "resource_id": 5,
      "subscription_hash_id": "adsfdfdfffdf",
      "status": "ok",
      "description": ""
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```

Request with matching by a custom profile field

Request

```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 123,
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```

Response

```
{
  "data": [
    {
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false,
      "profile_id": "59db33d269d426509e9c4bfc",
      "provider": "android-firebase",
      "db_id": 17,
      "resource_id": 5,
      "subscription_hash_id": "adsfdfdfffdf",
```

```
      "status": "ok",
      "description": ""
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```


Request with matching by push subscriptions

Request


```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```


Response


```
{
  "data": [
    {
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false,
      "profile_id": "59db33d269d426509e9c4bfa",
      "provider": "android-firebase",
      "db_id": 17,
      "resource_id": 5,
      "subscription_hash_id": "adsfdfdffdf",
      "status": "ok",
      "description": ""
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```


Request to a resource with several databases

Request


```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 12345,
  "subscriptions": [
```

```
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```

Response

```
{
  "error": 200,
  "error_text": "Successful operation",
  "data": [
    {
      "db_id": 34,
      "description": "",
      "profile_id": "6156ed18eb7fec10a206e916",
      "provider": "android-firebase",
      "resource_id": 22,
      "status": "ok",
      "subscription_hash_id": "340ca49c",
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false
    },
    {
      "db_id": 2,
      "description": "matching error: unknown field",
      "resource_id": 22,
      "status": "error"
    }
  ]
}
```

Request with matching by a custom profile field in a certain database

Request

```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "db_ids": [1],
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 123,
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```

Response

```
{
  "error": 0,
  "error_text": "Successful operation",
  "data": [
    {
      "db_id": 1,
      "description": "",
      "profile_id": "637f1a284fda7c5c08be62f",
      "provider": "android-firebase",
      "resource_id": 31,
      "status": "ok",
      "subscription_hash_id": "f8af057de",
      "subscription_id": "%subscriptionid%",
      "unsubscribe": false
    }
  ]
}
```


Request did not update or add any profile subscriptions

Request


```
{
  "resource_token": "3LXP2FRcRxJ-7b14db88ec937f14",
  "matching": "custom",
  "field_name": "CustomNumber1",
  "field_value": 12345,
  "subscriptions": [
    {
      "provider": "android-firebase",
      "subscription_id": "%subscriptionid%"
    }
  ]
}
```


Response


```
{
  "error": 200,
  "error_text": "Successful operation",
  "data": [
    {
      "db_id": 34,
      "description": "",
      "profile_id": "6156ed18eb7fec10a206e916",
      "resource_id": 22,
      "status": "ok"
    }
  ]
}
```

Add app push events

Add app push events

Description

Adds application push events.

Request URL

Method: POST

`https://example.com/api/v1.1/pushes/post_events`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
events	int	1 - delivered 2 - opened 3 - delivered and opened	Yes	Events
launch_id	int	1	Yes	Is sent alongside push from Altcraft to Data payload.
provider	string	“android-firebase”	Yes	Push provider
subscription_id	string	“subscriptionid”	Yes	subscription ID
uid	string	“uid”	Yes	Is sent alongside push from Altcraft to Data payload.

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "events": 1,
  "launch_id": "launch_id",
  "provider": "android-firebase",
  "subscription_id": "subscriptionid",
  "uid": "uid"
}
```

XML

```
<xml>
 <token>abcdefghijklmnqrstuvwxyz</token>
  <events>1</events>
  <launch_id>launch_id</launch_id>
  <provider>android-firebase</provider>
```

```
  <subscription_id>subscriptionid</subscription_id>
  <uid>uid</uid>
</xml>
```

Request example with uid in special format

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "events": 1,
  "uid": "e|2_4S_4HFn8RDhhmA|w4HFn8RPDFUi_2_4S_S_3___6.2NvyN8Hb67wmzJshM_6BuFTt|ios-apns"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <events>1</events>
    <uid>e|2_4S_4HFn8RDhhmA|w4HFn8RPDFUi_2_4S_S_3___6.2NvyN8Hb67wmzJshM_6BuFTt|ios-apns</uid>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Order data object

Order data object

Description

Order data object is used in order import requests.

Parameter	Type	Example	Required	Description
external_id	string	“123456”	Yes	Order additional ID
matching	string	“email”	No	Subscriber search mode. By default – email For each type of matching, certain fields must be passed in the request body. You can learn more about these fields here.
endpoint	string	“website”	Yes	Touchpoint ID
tags	array	[“one”, “two”]	No	List of tags
status	string	“new” “delivered” “paid” “canceled” “part_refunded”	Yes	Order status ID
delivery_cost	string	“200”	No	Cost of delivery
total_price	string	“3000”	Yes	Total cost of the order. It consists of the cost of each item in the order and the cost of delivery.
currency	string	“USD”	Yes	The currency that is used to indicate the cost of the order. Currencies are configured in the platform interface: Market → Settings → Other. If the request passes a currency that is not set in the platform, an error will occur.
create_time	string	“2006-01-25” “2006-01-25 15:04:05”	No	Order creation date (RFC 3339 format)
update_time	string	“2006-01-25” “2006-01-25 15:04:05”	No	Order update date (RFC 3339 format)

Parameter	Type	Example	Required	Description
custom_fields	object	{ “order_field_id_1”: “data”, “order_field_id_2”: 123 }	No	Custom order fields "[field ID]": "[field value]"
region	string	“region_external_id”	No	Region additional ID. You can create a region and get its identifier in the platform interface: Market → Settings.
lines	array	[{ “external_id”: “7777”, “product”: “product_external_id”, “base_price_per_item”: “600”, “min_price_per_item”: “300”, “final_price_per_item”: “500”, “count”: 5 }]	Yes	Order item data. At least one position. See below.

Object structure

JSON

```
[
  {
    "external_id": "123456",
    "matching": "email",
    "email": "johndoe@example.com",
    "endpoint": "endpoint_external_id",
    "tags": [
      "one",
      "two"
    ],
    "status": "new",
    "delivery_cost": "100",
    "total_price": "1000",
    "currency": "USD",
    "custom_fields": {
      "order_field_id_1": "data",
```

```
      "order_field_id_2": 123
    },
    "region": "region_external_id",
    "lines": [
      {
        "external_id": "1234000",
        "status": "new",
        "sku": "sku_external_id",
        "base_price_per_item": "900",
        "min_price_per_item": "900",
        "final_price_per_item": "900",
        "count": 5,
        "custom_fields": {
          "line_field_id_2": "data",
          "line_field_id_1": 123
        }
      }
    ]
  }
]
```

XML

```
<xml>
    <row>
        <external_id>123456</external_id>
        <matching>email</matching>
        <email>johndoe@example.com</email>
        <endpoint>endpoint_external_id</endpoint>
        <tags>one</tags>
        <tags>two</tags>
        <status>new</status>
        <delivery_cost>100</delivery_cost>
        <total_price>1000</total_price>
        <currency>USD</currency>
        <custom_fields>
            <order_field_id_1>data</order_field_id_1>
            <order_field_id_2>123</order_field_id_2>
        </custom_fields>
        <region>region_external_id</region>
        <lines>
            <external_id>1234000</external_id>
            <status>0001</status>
            <sku>sku_external_id</sku>
            <base_price_per_item>900</base_price_per_item>
            <min_price_per_item>900</min_price_per_item>
            <final_price_per_item>900</final_price_per_item>
            <count>5</count>
            <custom_fields>
                <line_field_id_2>data</line_field_id_2>
                <line_field_id_1>123</line_field_id_1>
            </custom_fields>
        </lines>
```

```
    </row>
</xml>
```

Lines object

Description

`lines` is the array of objects. It contains objects with data about order items. One object stores one order item.

Parameter	Type	Example	Required	Description
external_id	string	“1235678”	Yes	Item additional ID
status	string	“new”	No	Order item status ID: • `delivering` • `processing` • `new` • `refunded` • `canceled` • `delivered` • or custom status id
sku	string	IPhone_Red_128Gb	Do not pass it in the request if you pass the `product` parameter	SKU additional ID. If the product is represented as a product - specify the product ID, if the product is represented as its variety - specify only the SKU ID.
product	string	MP3_player_BassPro	Do not pass it in the request if you pass the `sku` parameter	Product additional ID
base_price_per_item	string	“600”	Yes	Base price
min_price_per_item	string	“300”	Yes	Minimum price
final_price_per_item	string	“500”	Yes	Final price
count	int	5	Yes	Quantity of products or SKUs in the order item

custom_fields	object	`{`
		`“line_field_id_2”: 123,`
		`“line_field_id_2”: “data”`
		`}`
			No	Value of custom fields for the order item

Object stucture

JSON

```
[
  {
    "external_id": "12345",
    "status": "new",
    "product": "MP3_player_BassPro",
    "base_price_per_item": "600",
    "min_price_per_item": "300",
    "final_price_per_item": "500",
    "count": 5,
    "custom_fields": {
      "lot_number": 123,
      "imported": true
    }
  }
]
```

Example of SKU:

```
[
  {
    "external_id": "76543",
    "status": "processing",
    "sku": "IPhone_Red_128Gb",
    "base_price_per_item": "1000",
    "min_price_per_item": "700",
    "final_price_per_item": "850",
    "count": 13,
    "custom_fields": {
      "lot_number": 93,
      "localization": "RU"
    }
  }
]
```

XML

```
<xml>
<external_id>1235678</external_id>
  <status>0001</status>
  <sku>sku_external_id</sku>
  <base_price_per_item>600</base_price_per_item>
  <min_price_per_item>300</min_price_per_item>
  <final_price_per_item>500</final_price_per_item>
  <count>5</count>
  <custom_fields>
    <line_field_id_2>data</line_field_id_2>
  </custom_fields>
</xml>
```

Product data object

Product data object

Description

Product data object used in product import requests.

Parameter	Type	Example	Required	Description
name	string	“Canon EOS Digital Camera”	Yes	Product’s name.
external_id	string	“12345”	Yes	Product ID that is used when adding an item to an order.
price	string	“490”	No	Current price of the product.
old_price	string	“520”	No	Old price of the product.
currency	string	“USD”	No	The currency that is used when specifying the product price. Currencies are configured in the platform interface: Market → Settings → Other. If the request passes a currency that is not set in the platform, an error will occur.
tags	array	[“camera”, “Canon”]	No	List of tags.
manufacturer_name	string	“Canon”	No	Manufacturer’s name.
description	string	“Test description”	No	Product description. The length of the text is no more than 1000 characters.
url	string	“https://example.com”	No	URL of the product page on the store site.
pictures	array	[“https://example_1.com”, “https://example_2.com”]	No	List of URL links to the product images.
count	int	60	No	The number of products available for sale.
expiration_time	string	“730”	No	Shelf life or service life (in days).

Parameter	Type	Example	Required	Description
is_available	bool	true	No	Whether the product is in stock or not.
delivery	bool	true	No	Possibility of courier delivery (for all regions to which the store delivers).
barcode	array	[5235235, 347347, 335578769]	No	List of product barcodes from the manufacturer.
manufacturer_warranty	bool	true	No	Manufacturer's official warranty.

custom_fields	object	{
		"color": "black",
		"weight": 701,
		"dimensions": "105*141*77"
		}
			No	Custom product fields.
				Learn more

regional_data	array	[
		{
		"external_id": "region_YnCrJj8Y1",
		"price": "36000",
		"old_price": "38500",
		"currency": "RUB",
		"custom_fields": {
		"color": "black",
		"weight": 701
		},
		"count": 30,
		"is_available": true,
		"delivery": true
		}
		]
			No	Product data that varies by region.
				
				external_id is the region ID. You can create a region and get its ID in the platform interface: Market → Settings.

categories	array	["category_1", "category_2"]	No	Product category ID. Learn more

Parameter	Type	Example	Required	Description
sku	array	[{ “name”: “Canon EOS 90D Body”, “external_id”: “12345678”, }]	No	SKU data for this product. Learn more

JSON

JSON

```
[
    {
        "name": "iPhone",
        "external_id": "123456",
        "price": "500",
        "old_price": "400",
        "currency": "USD",
        "tags": [
            "one",
            "two"
        ],
        "manufacturer_name": "Apple",
        "description": "Test description",
        "url": "https://example.com",
        "pictures": [
            "https://example.com",
            "https://example.com"
        ],
        "count": 60,
        "expiration_time": "730",
        "is_available": true,
        "delivery": true,
        "barcode": [
            5235235,
            347347,
            335578769
        ],
        "manufacturer_warranty": false,
        "custom_fields": {
            "product_field_id_1": 123,
            "product_field_id_2": "data"
        },
        "regional_data": [
            {
                "external_id": "region_YnCrJj8Y1",
                "price": "864825",
                "old_price": "400",
```

```
                "currency": "USD",
                "custom_fields": {
                    "product_field_id_1": 123,
                    "product_field_id_2": "data"
                },
                "count": 30,
                "is_available": true,
                "delivery": true
            }
        ],
        "categories": [
            "category_1",
            "category_2"
        ],
        "sku": [
            {
                "name": "iPhone",
                "external_id": "12345678",
            }
        ]
    }
]
```

XML

```
<xml>
  <row>
    <name>iPhone</name>
    <external_id>123456</external_id>
    <price>500</price>
    <old_price>400</old_price>
    <currency>USD</currency>
    <tags>one</tags>
    <tags>two</tags>
    <manufacturer_name>Apple</manufacturer_name>
    <description>Test description</description>
    <url>https://example.com</url>
    <pictures>https://example.com</pictures>
    <pictures>https://example.com</pictures>
    <count>60</count>
    <expiration_time>730</expiration_time>
    <is_available>true</is_available>
    <delivery>true</delivery>
    <barcode>5235235</barcode>
    <barcode>347347</barcode>
    <barcode>335578769</barcode>
    <manufacturer_warranty>false</manufacturer_warranty>
    <custom_fields>
      <product_field_id_1>123</product_field_id_1>
      <product_field_id_2>data</product_field_id_2>
    </custom_fields>
    <regional_data>
      <external_id>region_YnCrJj8Y1</external_id>
```

```
      <price>864825</price>
      <old_price>400</old_price>
      <currency>USD</currency>
      <custom_fields>
        <product_field_id_1>123</product_field_id_1>
        <product_field_id_2>data</product_field_id_2>
      </custom_fields>
      <count>30</count>
      <is_available>true</is_available>
      <delivery>true</delivery>
    </regional_data>
    <categories>category_1</categories>
    <categories>category_2</categories>
    <sku>
      <name>iPhone</name>
      <external_id>12345678</external_id>
    </sku>
  </row>
</xml>
```

SKU data object

SKU data object

Description

SKU data object used in SKU import requests.

Parameter	Type	Example	Required	Description
name	string	“Canon EOS 90D Body”	Yes	SKU’s name.
external_id	string	“12345678”	Yes	SKU ID that is used when adding an item to an order.
price	string	“510”	No	Current price of the SKU.
old_price	string	“600”	No	Old price of the SKU.
currency	string	“USD”	No	The currency that is used when specifying the SKU price. Currencies are configured in the platform interface: Market → Settings → Other. If the request passes a currency that is not set in the platform, an error will occur.
tags	array	[“camera”, “Canon”]	No	List of tags.
manufacturer_name	string	“Canon”	No	Manufacturer’s name.
description	string	“test description”	No	SKU description. The length of the text is no more than 1000 characters.
product_external_id	string	“12345”	Yes	The ID of the product to which the SKU is linked. Must be the same for all SKUs of the same product.
url	string	“https://example.com”	No	URL of the SKU page on the store site.
pictures	array	[“https://example_1.com”, “https://example_2.com”]	No	List of URL links to the SKU images.
count	int	10	No	The number of SKU available for sale.

Parameter	Type	Example	Required	Description
expiration_time	string	“730”	No	Shelf life or service life (in days).
is_available	bool	true	No	Whether the SKU is in stock or not.
delivery	bool	false	No	Possibility of courier delivery (for all regions to which the store delivers).
barcode	array	[5235235, 347347, 335578769]	No	List of SKU barcodes from the manufacturer.
manufacturer_warranty	bool	true	No	Manufacturer’s official warranty.

custom_fields	object	{
		“color”: “black”,
		“weight”: 730,
		“dimensions”: “105*139*79”
		}
			No	Custom SKU fields.
				Learn more

regional_data	array	[
		{
		“external_id”: “region_YnCrJj8Y1”,
		“price”: “36000”,
		“old_price”: “38500”,
		“currency”: “RUB”,
		“custom_fields”:{
		“color”: “black”,
		“weight”: 701
		},
		“count”: 10,
		“is_available”: true,
		“delivery”: true
		}
		]
			No	SKU data that varies by region.
				
				`external_id`is the region ID. You can create a region and get its ID in the platform interface: Market → Settings.

categories	array	[“category_1”, “category_2”]	No	SKU category ID. Learn more

JSON

JSON

```
[
  {
    "name": "iPhone",
```

```
    "external_id": "12345",
    "price": "235",
    "old_price": "400",
    "currency": "USD",
    "description": "",
    "product_external_id": "12345678",
    "categories": ["1234", "12345"],
    "tags": ["one", "two"],
    "manufacturer_name": "Apple",
    "url": "https://example.com",
    "pictures": ["https://example.com", "https://example.com"],
    "count": 50,
    "expiration_time": "730",
    "is_available": true,
    "delivery": true,
    "barcode": [23346346, 23546362, 76834566],
    "manufacturer_warranty": true,
    "custom_fields": {
      "sku_custom_field_1": 123,
      "sku_custom_field_2": "data"
    },
    "regional_data": [
      {
        "external_id": "region_YnCrJj8Y1",
        "price": "864825",
        "old_price": "400",
        "currency": "USD",
        "custom_fields": {
          "sku_custom_field_1": 123,
          "sku_custom_field_2": "data"
        },
        "count": 30,
        "is_available": true,
        "delivery": true
      }
    ]
  }
]
```

XML

```
<xml>
  <row>
    <name>iPhone</name>
    <external_id>12345</external_id>
    <price>235</price>
    <old_price>400</old_price>
    <currency>USD</currency>
    <description></description>
    <product_external_id>12345678</product_external_id>
    <categories>1234</categories>
    <categories>12345</categories>
    <tags>one</tags>
```

```
    <tags>two</tags>
    <manufacturer_name>Apple</manufacturer_name>
    <url>https://example.com</url>
    <pictures>https://example.com</pictures>
    <pictures>https://example.com</pictures>
    <count>50</count>
    <expiration_time>730</expiration_time>
    <is_available>true</is_available>
    <delivery>true</delivery>
    <barcode>23346346</barcode>
    <barcode>23546362</barcode>
    <barcode>76834566</barcode>
    <manufacturer_warranty>true</manufacturer_warranty>
    <custom_fields>
      <sku_custom_field_1>123</sku_custom_field_1>
      <sku_custom_field_2>data</sku_custom_field_2>
    </custom_fields>
    <regional_data>
      <external_id>region_YnCrJj8Y1</external_id>
      <price>864825</price>
      <old_price>400</old_price>
      <currency>USD</currency>
      <custom_fields>
        <sku_custom_field_1>123</sku_custom_field_1>
        <sku_custom_field_2>data</sku_custom_field_2>
      </custom_fields>
      <count>30</count>
      <is_available>true</is_available>
      <delivery>true</delivery>
    </regional_data>
  </row>
</xml>
```

Categories array

The `categories` array is used to create categories and subcategories in the market. Each object creates one category. Passed in the following requests:

- **Import products, SKUs and categories**
- **Import SKUs and categories**

Request parameters

Parameter	Type	Example	Required	Description
external_id	string	“1234”	Yes	Category ID
name	string	“Cell phones and accessories”	Yes	Field name
parent_external_id	string	“123”	No	Main category ID. Passed if you create a subcategory.

JSON

JSON

```
[
  {
        "external_id": "123",
        "name": "Test category",
  },
  {
        "external_id": "12345",
        "name": "Test subcategory",
        "parent_external_id": "123"
  }
]
```

XML

```
<xml>
<external_id>123</external_id>
    <name>Test category</name>
  </row>
  <row>
    <external_id>12345</external_id>
    <name>Test subcategory</name>
    <parent_external_id>123</parent_external_id>
</xml>
```

Custom fields array

Custom fields array

The `custom_fields` array is used to create custom fields for various market entities (order, order item, product, SKU). Contains objects, each of which creates one custom field.

The array is passed in the following API requests:

- **Import products, SKUs and categories**
- **Import SKUs and categories**
- **Import order and item statuses**

Request parameters

Parameter	Type	Example	Required	Description
external_id	string	“1234”	Yes	Custom field ID
name	string	“color”	Yes	Custom field name
entity_type	string	“product” “sku” “order” “line_order”	Yes	Entity type
required	bool	false	Yes	Whether the field is required or not
value_type	string	“unicode” “int” “float” “bool” “enum” “date”	Yes	The type of data in the field
default_value	string	“black”	Yes	Default value of the custom field
enum_values	object	`{"one": 1, "two": 2}`	Yes, if value_type == enum	The value of each property in a custom field with type “enum”

JSON

JSON

```
[
  {
        "external_id": "12",
        "name": "product_custom_field",
        "entity_type": "product",
        "required": true,
        "value_type": "unicode",
```

```
        "default_value": "data"
  },
  {
        "external_id": "123",
        "name": "sku_custom_field",
        "entity_type": "sku",
        "required": false,
        "value_type": "int",
        "default_value": 100
   },
   {
        "external_id": "1234",
        "name": "order_custom_field",
        "entity_type": "order",
        "required": false,
        "value_type": "enum",
        "default_value": {"one": 1, "two": 2}
   },
   {
        "external_id": "1234",
        "name": "order_custom_field",
        "entity_type": "line_order",
        "required": false,
        "value_type": "bool",
        "default_value": false
   }
]
```

XML

```
<xml>
  <row>
    <external_id>12</external_id>
    <name>product_custom_field</name>
    <entity_type>product</entity_type>
    <required>true</required>
    <value_type>unicode</value_type>
    <default_value>data</default_value>
  </row>
  <row>
    <external_id>123</external_id>
    <name>sku_custom_field</name>
    <entity_type>sku</entity_type>
    <required>false</required>
    <value_type>int</value_type>
    <default_value>100</default_value>
  </row>
  <row>
    <external_id>1234</external_id>
    <name>order_custom_field</name>
    <entity_type>order</entity_type>
    <required>false</required>
    <value_type>enum</value_type>
```

```
    <default_value>
      <one>1</one>
      <two>2</two>
    </default_value>
  </row>
  <row>
    <external_id>1234</external_id>
    <name>order_custom_field</name>
    <entity_type>line_order</entity_type>
    <required>false</required>
    <value_type>bool</value_type>
    <default_value>false</default_value>
  </row>
</xml>
```

Import order and item statuses

Import order and item statuses

Description

Imports an order, payment method and statuses of order items into the market.

Request URL

Method: POST

`https://example.com/api/v1.1/market/orders/import`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token. Make sure that market roles are available for the token.
custom_fields	array of objects	[{ “external_id”: “1234”, “name”: “1234”, “entity_type”: “line_order”, “required”: false, “value_type”: “unicode”, “default_value”: “data” }]	No	Create custom fields for the following entities: • product • SKU • order • order item Learn more
custom_line_statuses	array of objects	[{ “external_id”: “1234”, “name”: “Arrived at the pickup point”, “type”: “in_process” }]	No	Custom status of the order item. It is necessary to pass the status id (`external_id`), its name (`name`) and type (`type`). Possible values of the `type` field: • `delivered` • `canceled` • `refunded` • `in_process` Fields must be created before they can be used in an order.
skip_triggers	bool	true	No	Skip trigger events. By default – false

Parameter	Type	Example	Required	Description
data	array of objects	[{ “external_id”: “123456”, “matching”:“email”, “email":"example@example.com” “endpoint”: “endpoint_external_id”, “status”: “new”, “total_price”: “3000”, “currency”: “USD”, “create_time”: “2022-01-02T15:04:05.141Z”, “lines”: [{ “external_id”: “7777”, “status”: “new”, “product”: “product_external_id”, “base_price_per_item”: “600”, “min_price_per_item”: “300”, “final_price_per_item”: “500”, “count”: 5 }] }]	Yes	Order data. In this block, you can specify values for previously created `custom_fields`

TIP

If you need to set a value for an existing additional field, pass an object in `custom_fields` where the key is the `external_id` of that field, and the value is the required data

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "custom_fields": [
{
"external_id": "order_field_id_123",
```

```
"name": "Additional order field",
"entity_type": "order",
"required": false,
      "value_type": "unicode",
      "default_value": "value of the test field"
    },
    {
"external_id": "line_field_id_123",
"name": "Additional field of the order item",
"entity_type": "line_order",
"required": false,
      "value_type": "unicode",
      "default_value": "value of the test field"
    }
  ],
  "custom_line_statuses": [
{
"external_id": "status_id_123",
"name": "Delivered to pick-up point",
"type": "in_process"
    }
  ],
  "skip_triggers": true,
  "data": [
    {
      "external_id": "1234000",
      "matching": "email",
      "email": "johndoe@example.com",
      "endpoint": "website",
      "tags": ["one", "two"],
      "status": "delivered",
      "delivery_cost": "100",
      "total_price": "1000",
      "currency": "USD",
      "create_time": "2022-01-02T15:04:05.141Z",
      "custom_fields": {
        "order_field_id_123": "data"
      },
      "region": "region_YnCrJj8Y1",
      "lines": [
        {
          "external_id": "line_01",
          "status": "status_id_123",
          "product": "iphone_test_1",
          "base_price_per_item": "900",
          "min_price_per_item": "900",
          "final_price_per_item": "900",
          "count": 1,
          "custom_fields": {
            "line_field_id_123": "data"
          }
        }
      ]
    }
```

```
  ]
}
```

XML

```
<xml>
<token>abcdefghijklmnqrstuvwxyz</token>
  <custom_fields>
    <external_id>order_field_id_123</external_id>
    <name>Additional order field</name>
    <entity_type>order</entity_type>
    <required>false</required>
    <value_type>unicode</value_type>
    <default_value>value of the test field</default_value>
  </custom_fields>
  <custom_fields>
    <external_id>line_field_id_123</external_id>
    <name>Additional field of the order item</name>
    <entity_type>line_order</entity_type>
    <required>false</required>
    <value_type>unicode</value_type>
    <default_value>value of the test field</default_value>
  </custom_fields>
  <custom_line_statuses>
    <external_id>status_id_123</external_id>
    <name>Delivered to the pick-up point</name>
    <type>in_process</type>
  </custom_line_statuses>
  <skip_triggers>true</skip_triggers>
  <data>
    <external_id>1234000</external_id>
    <matching>email</matching>
    <email>johndoe@example.com</email>
    <endpoint>website</endpoint>
    <tags>one</tags>
    <tags>two</tags>
    <status>delivered</status>
    <delivery_cost>100</delivery_cost>
    <total_price>1000</total_price>
    <currency>USD</currency>
    <create_time>2022-01-02T15:04:05.141Z</create_time>
    <custom_fields>
      <order_field_id_123>data</order_field_id_123>
    </custom_fields>
    <region>region_YnCrJj8Y1</region>
    <lines>
      <external_id>line_01</external_id>
      <status>status_id_123</status>
      <product>iphone_test_1</product>
      <base_price_per_item>900</base_price_per_item>
      <min_price_per_item>900</min_price_per_item>
      <final_price_per_item>900</final_price_per_item>
```

```
      <count>1</count>
      <custom_fields>
        <line_field_id_123>data</line_field_id_123>
      </custom_fields>
    </lines>
  </data>
</xml>
```

INFO

`custom_fields` at the root of the request creates new fields (an array), while in `data` it fills them with values (an object in the format `"field_id": "value"`)

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
result	array	Product IDs that were successfully imported

Response example

JSON

```
{
  "error": 0,
  "error_text": "",
  "result": [
    {
      "error": 0,
      "external_id": "1234000"
    }
  ]
}
```

XML

```
<xml>
    <error>0</error>
    <error_text></error_text>
    <result>
        <error>0</error>
        <external_id>1234000</external_id>
    </result>
</xml>
```

Get orders list

Get orders list

Description

Retrieves a list of all orders in an account or orders for a specific touchpoint.

Request URL

Method: POST

`https://example.com/api/v1.1/market/orders/list`

Request parameters

Parameter	Type	Example	Required	Descrption
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
from_id	string	“2oDantiaiPtY-b7b41276360564d4”	No	The pointer to the next page. It is taken from the previous request, or passed empty for the first one.
limit	int	3	No	Order list limit
endpoint	string	“website”	No	Touchpoint. Passed if it is necessary to get a list of orders for a specific touchpoint.

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "from_id": "",
  "limit": 1,
  "endpoint": "qwerty"
}
```

XML

```
<xml>
 <token>abcdefghijklmnqrstuvwxyz</token>
  <from_id></from_id>
  <limit>1</limit>
  <endpoint>qwerty</endpoint>
</xml>
```

Response example

JSON


```
{
    "error": 0,
    "error_text": "",
    "next_from_id": "2p2FXnb7zzoh-26167c2af5162ca4",
    "result": [
        {
            "profile": {
                "profile_id": "61addfc13f62fc8440i8b013",
                "xxh": "636gcaf5614536asf"
            },
            "external_id": "12345678-0001",
            "endpoint": "website",
            "status": "new",
            "delivery_cost": "50000",
            "total_price": "4549000",
            "currency": "RUB",
            "custom_fields": {},
            "lines": [
                {
                    "external_id": "line_DwWuNkAYV",
                    "product": "xiaomi_11T",
                    "base_price_per_item": "4499000",
                    "min_price_per_item": "0",
                    "final_price_per_item": "4499000",
                    "count": 1,
                    "custom_fields": {},
                    "currency": "RUB"
                }
            ],
            "create_time": "2021-12-27T09:38:39Z",
            "update_time": "2021-12-27T09:38:39Z"

        }
    ]
}
```


XML


```
<xml>
    <next_from_id>2p2FXnb7zzoh-26167c2af5162ca4</next_from_id>
    <result>
        <profile>
            <profile_id>61addfc13f62fc8440i8b013</profile_id>
            <xxh>636gcaf5614536asf</xxh>
        </profile>
        <external_id>12345678-0001</external_id>
        <endpoint>website</endpoint>
        <status>new</status>
        <delivery_cost>50000</delivery_cost>
        <total_price>4549000</total_price>
        <currency>RUB</currency>
```

```
        <lines>
            <external_id>line_DwWuNkAYV</external_id>
            <product>xiaomi_11T</product>
            <base_price_per_item>4499000</base_price_per_item>
            <min_price_per_item>0</min_price_per_item>
            <final_price_per_item>4499000</final_price_per_item>
            <count>1</count>
            <currency>RUB</currency>
        </lines>
        <create_time>2021-12-27T09:38:39Z</create_time>
        <update_time>2021-12-27T09:38:39Z</update_time>
    </result>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Descrption
error	int	Error code
error_text	string	Error text
next_from_id	string	The pointer must be passed in the next request to get another piece of data until the output of the result contains 0 lines of history.
result	array	Array of received data on orders

Delete order

Delete order

Description

Delete an order in the market, including from the profile history (the request completely deletes the order data from the database).

In the request, you need to use a token that is assigned a role with the appropriate access rules.

URL

Method: POST

`https://example.com/api/v1.1/market/orders/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Not if external_id is passed	Internal order ID
external_id	string	“A598t32D”	Not if id is passed	External order ID

Request example

JSON

```
{
        "token": "abcdefghijklmnqrstuvwxyz",
        "id": 1
}

{
        "token": "abcdefghijklmnqrstuvwxyz",
        "external_id": "A598t32D"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
</xml>

<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
```

```
  <external_id>"A598t32D"</external_id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": ""
}
```

XML

```
<xml>
   <error>0</error>
   <error_text></error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Get order status

Description

Get information of order status.

In the request, you need to use a token that is assigned a role with the appropriate access rules.

URL

Method: POST

`https://example.com/api/v1.1/market/orders/get_status`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Not if external_id is passed	Internal order ID
external_id	string	“A598t32D”	Not if id is passed	External order ID

Request example JSON

JSON

```
{
        "token": "abcdefghijklmnqrstuvwxyz",
        "id": 1
}

{
        "token": "abcdefghijklmnqrstuvwxyz",
        "external_id": "A598t32D"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
</xml>

<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <external_id>"A598t32D"</external_id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "result": {
        "endpoint": "marketplace",
        "status": "delivered"
    }
}
```

XML

```
<xml>
   <error>0</error>
   <error_text></error_text>
   <result>
      <endpoint>"marketplace"</endpoint>
      <status>"delivered"</status>
   </result>
</xml>
```

Response parameters

Parameter	Type	Description
result	array	Array of received data on orders
error	int	Error code
error_text	string	Error text

Update order line status

Update order line status

Description

The request updates the status of an order line in the Market.

Request URL

Method: POST

`https://example.com/api/v1.1/market/orders/update_order_line_status`

Request parameters

Parameter	Type	Example	Required	Descrption
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format (by default – json)
order_external_id	string	“order_1”	Yes	Order external ID
order_line_external_id	string	“line_DBSrmlVYD”	Yes	Order item external ID
status_external_id	string	• `delivering` • `processing` • `new` • `refunded` • `canceled` • `delivered` • `<custom_status_id>`	Yes	Order item status ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "format":"json",
    "order_external_id":"order_1",
    "order_line_external_id":"line_DBSrmlVYD",
    "status_external_id":"delivered"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
```

```
  <format>json</format>
  <order_external_id>order_1</order_external_id>
  <order_line_external_id>line_DBSrmlVYD</order_line_external_id>
  <status_external_id>delivered</status_external_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "order_external_id": "order_1",
        "order_line_external_id": "line_DBSrmlVYD",
        "status_external_id": "delivered"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <data>
        <order_external_id>order_1</order_external_id>
        <order_line_external_id>line_DBSrmlVYD</order_line_external_id>
        <status_external_id>delivered</status_external_id>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Descrption
error	int	Error code
error_text	string	Error text
data	object	Updated order item data

Import products, SKUs and categories

Import products, SKUs and categories

Description

Allows you to import 3 types of entities at the same time: products, SKUs and categories.

Request URL

Method: POST

`https://example.com/api/v1.1/market/products/import`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token Make sure that market roles are available for the token.

custom_fields	array of objects	[
		{
		“external_id”: “1234”,
		“name”: “product_custom_field”,
		“entity_type”: “product”,
		“required”: false,
		“value_type”: “unicode”,
		“default_value”: “data”
		}
		]
			No	Creating custom fields for the following entities:
				
				• product
				• SKU
				• order
				• order item
				
				Learn more

categories	array of objects	[
		{
		“external_id”: “1234”,
		“name”: “Camera & Photo”,
		“parent_external_id”: “123”
		}
		]
			No	Creating categories and subcategories
				Learn more

data	array of objects	[
		{
		“name”: “iPhone”,
		“product_external_id”: “12345678”,
		“external_id”: “123456”
		}
		]
			Yes	Data about products and their SKUs

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "custom_fields": [
{
"external_id": "test_field_string",
"name": "String field",
"entity_type": "sku",
"required": false,
      "value_type": "unicode",
      "default_value": "Default value of the sku test field"
    }
  ],
  "categories": [
{
"external_id": "test_category_2",
"name": "Test category 2"
}
],
  "data": [
    {
      "name": "Apple iPhone 13 256GB",
      "external_id": "sku_test_1",
      "price": "1000",
      "old_price": "1100",
      "currency": "USD",
"description": "SKU description",
"product_external_id": "iphone_test_1",
"categories": ["test_category_2"],
      "tags": ["phone", "Apple"],
      "manufacturer_name": "Apple",
      "url": "https://example.com",
      "pictures": ["https://example.com", "https://example.com"],
      "count": 10,
      "expiration_time": "730",
      "is_available": true,
      "delivery": true,
      "barcode": [23346346, 23546362, 76834566],
      "manufacturer_warranty": true,
      "custom_fields": {
"test_field_string": "Test field"
      },
      "regional_data": [
{
"external_id": "region_YnCrJj8Y1",
"price": "75000",
"old_price": "80000",
"currency": "RUB",
"custom_fields": {
"test_field_string": "Test field"
```

```
          },
          "count": 8,
          "is_available": true,
          "delivery": true
        }
      ]
    }
  ]
}
```

XML

```
<xml>
<token>abcdefghijklmnqrstuvwxyz</token>
  <custom_fields>
    <external_id>test_field_string</external_id>
    <name>String field</name>
    <entity_type>sku</entity_type>
    <required>false</required>
    <value_type>unicode</value_type>
    <default_value>Default value of the sku test field</default_value>
  </custom_fields>
  <categories>
    <external_id>test_category_2</external_id>
    <name>Test category 2</name>
  </categories>
  <data>
    <name>Apple iPhone 13 256GB</name>
    <external_id>sku_test_1</external_id>
    <price>1000</price>
    <old_price>1100</old_price>
    <currency>USD</currency>
    <description>SKU description</description>
    <product_external_id>iphone_test_1</product_external_id>
    <categories>test_category_2</categories>
    <tags>phone</tags>
    <tags>Apple</tags>
    <manufacturer_name>Apple</manufacturer_name>
    <url>https://example.com</url>
    <pictures>https://example.com</pictures>
    <pictures>https://example.com</pictures>
    <count>10</count>
    <expiration_time>730</expiration_time>
    <is_available>true</is_available>
    <delivery>true</delivery>
    <barcode>23346346</barcode>
    <barcode>23546362</barcode>
    <barcode>76834566</barcode>
    <manufacturer_warranty>true</manufacturer_warranty>
    <custom_fields>
      <test_field_string>Test field</test_field_string>
    </custom_fields>
    <regional_data>
```

```
      <external_id>region_YnCrJj8Y1</external_id>
      <price>75000</price>
      <old_price>80000</old_price>
      <currency>RUB</currency>
      <custom_fields>
        <test_field_string>Test field</test_field_string>
      </custom_fields>
      <count>8</count>
      <is_available>true</is_available>
      <delivery>true</delivery>
    </regional_data>
  </data>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "result": [
        {
            "error": 0,
            "external_id": "sku_test_1"
        }
    ]
}
```

XML

```
<xml>
    <error>0</error>
    <error_text></error_text>
    <result>
        <error>0</error>
        <external_id>sku_test_1</external_id>
    </result>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
result	array	Product IDs that were successfully imported

Import SKUs and categories

Import SKUs and categories

Description

Imports 2 types of entities at the same time: SKUs and categories.

Request URL

Method: POST

`https://example.com/api/v1.1/market/sku/import`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token Make sure that market roles are available for the token.

custom_fields	array of objects	[
		{
		“external_id”: “1234”,
		“name”: “1234”,
		“entity_type”: “sku”,
		“required”: false,
		“value_type”: “unicode”,
		“default_value”: “data”
		}
		]
			No	Creating custom fields for the following entities:
				• product
				• SKU
				• order
				• order item
				
				Learn more

categories	array of objects	[
		{
		“external_id”: “1234”,
		“name”: “Camera & Photo”,
		“parent_external_id”: “123”
		}
		]
			No	Creating categories and subcategories
				Learn more

data	array of objects	[
		{
		“name”: “iPhone”,
		“external_id”: “123456”
		}
		]
			Yes	SKU data
				Learn more

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "custom_fields": [
        {
          "external_id": "test_field_string",
          "name": "Custom field for SKU",
          "entity_type": "sku",
          "required": false,
          "value_type": "unicode",
          "default_value": "Default value of the SKU custom field"
        }
      ],
      "categories": [
        {
          "external_id": "test_category_2",
          "name": "Electronics"
        }
      ],
    "data": [
      {
        "name": "Apple iPhone 13 256GB",
        "external_id": "sku_test_1",
        "price": "1000",
        "old_price": "1100",
        "currency": "USD",
        "description":"SKU description",
        "product_external_id": "iphone_test_1",
        "categories": [
          "test_category_2"
        ],
        "tags": [
          "phone",
          "Apple"
        ],
        "manufacturer_name": "Apple",
        "url": "https://example.com",
        "pictures": [
          "https://example.com",
          "https://example.com"
        ],
        "count": 10,
        "expiration_time": "730",
        "is_available": true,
        "delivery": true,
        "barcode": [
          23346346,
          23546362,
          76834566
        ],
```

```
        "manufacturer_warranty": true,
        "custom_fields": {
          "test_field_string": "Test field value",
        },
        "regional_data": [
          {
            "external_id": "region_YnCrJj8Y1",
            "price": "75000",
            "old_price": "80000",
            "currency": "RUB",
            "custom_fields": {
                "test_field_string": "Test field value for this region",
            },
            "count": 8,
            "is_available": true,
            "delivery": true
          }
        ]
      }
    ]
  }
```

XML

```
<xml>
<token>abcdefghijklmnqrstuvwxyz</token>
  <custom_fields>
    <external_id>test_field_string</external_id>
    <name>Custom field for SKU</name>
    <entity_type>sku</entity_type>
    <required>false</required>
    <value_type>unicode</value_type>
    <default_value>Default value of the SKU custom field</default_value>
  </custom_fields>
  <categories>
    <external_id>test_category_2</external_id>
    <name>Electronics</name>
  </categories>
  <data>
    <name>Apple iPhone 13 256GB</name>
    <external_id>sku_test_1</external_id>
    <price>1000</price>
    <old_price>1100</old_price>
    <currency>USD</currency>
    <description>SKU description</description>
    <product_external_id>iphone_test_1</product_external_id>
    <categories>test_category_2</categories>
    <tags>phone</tags>
    <tags>Apple</tags>
    <manufacturer_name>Apple</manufacturer_name>
    <url>https://example.com</url>
    <pictures>https://example.com</pictures>
    <pictures>https://example.com</pictures>
```

```
    <count>10</count>
    <expiration_time>730</expiration_time>
    <is_available>true</is_available>
    <delivery>true</delivery>
    <barcode>23346346</barcode>
    <barcode>23546362</barcode>
    <barcode>76834566</barcode>
    <manufacturer_warranty>true</manufacturer_warranty>
    <custom_fields>
      <test_field_string>Test field value</test_field_string>
    </custom_fields>
    <regional_data>
      <external_id>region_YnCrJj8Y1</external_id>
      <price>75000</price>
      <old_price>80000</old_price>
      <currency>RUB</currency>
      <custom_fields>
        <test_field_string>Test field value for this region</test_field_string>
      </custom_fields>
      <count>8</count>
      <is_available>true</is_available>
      <delivery>true</delivery>
    </regional_data>
  </data>
</xml>
```

Response example

JSON

```
{
  "error": 0,
  "error_text": "",
  "result": [
        {
          "error": 0,
          "external_id": "sku_test_1"
        }
  ]
}
```

XML

```
<xml>
    <error>0</error>
    <error_text></error_text>
    <result>
        <error>0</error>
        <external_id>sku_test_1</external_id>
    </result>
</xml>
```

Response parameters

Parameter	Type	Description
error	**int**	**Error code**
error_text	**string**	**Error text**
result	**array**	**IDs of SKUs that were successfully imported**

Get products list

Get products list

Description

Retrieves a list of products.

Request URL

Method: POST

`https://example.com/api/v1.1/market/products/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
from_id	string	“2oDantiaiPtY-b7b41276360564d4”	No	The pointer to the next page. It is taken from the previous request, or passed empty for the first one.
limit	int	3	No	Product list limit

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "from_id": "0014a2feb331ace2.20200124134127",
  "limit": 3
}
```

XML

```
<xml>
 <token>abcdefghijklmnqrstuvwxyz</token>
  <from_id>0014a2feb331ace2.20200124134127</from_id>
  <limit>3</limit>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "result": [
        {
            "name": "Xiaomi 11T",
            "external_id": "xiaomi_11T",
            "sku": [
                {
                    "name": "Xiaomi 11T 256ГБ",
                    "external_id": "xiaomi_11t_256gb",
                },
                {
                    "name": "Xiaomi 11T 128 ГБ",
                    "external_id": "xiaomi_11t_128gb",
                }
            ]
        },
        {
            "name": "Apple iPhone 13",
            "external_id": "iphone_13",
            "sku": [
                {
                    "name": "Apple iPhone 13 256GB",
                    "external_id": "iphone_13_256gb",
                },
                {
                    "name": "Apple iPhone 13 128GB",
                    "external_id": "iphone_13_128gb",
                }
            ]
        },
                {
            "name": "Wireless headphones Xiaomi Mi True Pro",
            "external_id": "xiaomi_mi_true_pro",
        }
    ]
}
```


XML


```
<xml>
    <error>0</error>
    <error_text></error_text>
    <result>
        <name>Xiaomi 11T</name>
        <external_id>xiaomi_11T</external_id>
        <sku>
            <name>Xiaomi 11T 256ГБ</name>
            <external_id>xiaomi_11t_256gb</external_id>
        </sku>
        <sku>
            <name>Xiaomi 11T 128 ГБ</name>
```

```
            <external_id>xiaomi_11t_128gb</external_id>
        </sku>
    </result>
    <result>
        <name>Apple iPhone 13</name>
        <external_id>iphone_13</external_id>
        <sku>
            <name>Apple iPhone 13 256GB</name>
            <external_id>iphone_13_256gb</external_id>
        </sku>
        <sku>
            <name>Apple iPhone 13 128GB</name>
            <external_id>iphone_13_128gb</external_id>
        </sku>
    </result>
    <result>
        <name>Wireless headphones Xiaomi Mi True Pro</name>
        <external_id>xiaomi_mi_true_pro</external_id>
    </result>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	string	The pointer must be passed in the next request to get another piece of data until the output of the result contains 0 lines of history.
result	array	Array of received data on products and their SKUs

Get SKUs list

Get SKUs list

Description

Retrieves a list of SKUs.

Request URL

Method: POST

`https://example.com/api/v1.1/market/sku/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
from_id	string	“2oDantiaiPtY-b7b41276360564d4”	No	The pointer to the next page. It is taken from the previous request, or passed empty for the first one.
limit	int	3	No	SKU list limit

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz",
  "from_id": "",
  "limit": 3
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <from_id></from_id>
    <limit>3</limit>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "",
    "next_from_id": "L8PSdcsMmLq-6021b5621680598b",
    "result": [
        {
            "name": "Xiaomi 11T 256GB",
            "external_id": "xiaomi_11t_256gb"
        },
        {
            "name": "Xiaomi 11T 128GB",
            "external_id": "xiaomi_11t_128gb"
        },
        {
            "name": "Apple iPhone 13 256GB",
            "external_id": "iphone_13_256gb"
        }
    ]
}
```


XML


```
<xml>
    <error>0</error>
    <error_text></error_text>
    <next_from_id>L8PSdcsMmLq-6021b5621680598b</next_from_id>
    <result>
        <name>Xiaomi 11T 256GB</name>
        <external_id>xiaomi_11t_256gb</external_id>
    </result>
    <result>
        <name>Xiaomi 11T 128 GB</name>
        <external_id>xiaomi_11t_128gb</external_id>
    </result>
    <result>
        <name>Apple iPhone 13 256GB</name>
        <external_id>iphone_13_256gb</external_id>
    </result>
</xml>
```


Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	string	The pointer must be passed in the next request to get another piece of data until the output of the result contains 0 lines of history.
result	array	An array of received data on SKUs

Get summary report

Get summary report

Description

Retrieves a summary report.

Request URL

Method: POST

`https://example.com/api/v1.1/reports/summary`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
resource_id	int	1	No	resource ID
date_from	string	“2018-08-10”	Yes	Time period start date
date_to	string	“2018-08-15”	Yes	Time period end date
data_type	string	“segment”	Yes	Audience source type
data_id	*	1	No	Audience source ID
data_group	string	“campaign”	No	Data grouping parameter (“day” , “week” or “month”)
show_deleted	bool	false	No	Show deleted entries data
is_test_data	bool	false	No	Show test and watchers data

Report sources:

`data_type`	Description	`data_id` parameter available	data type of `data_id` parameter
campaign	Campaign	Yes	int
list	Database	Yes	int
segment	Segment	Yes	int
message	Message template	Yes	int
sender	Sender	Yes	int
domaingroup	Email domain group	Yes	string
domain	Email domain	No	-
vendor	Vendor	No	-
day	Daily report	No	-

data_type	Description	data_id parameter available	data type of data_id parameter
week	Weekly report	No	-
month	Monthly report	No	-
environment	Mobile or desktop traffic	No	-

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "data_group": "vendor",
    "data_id": 7,
    "data_type": "list",
    "date_from": "2024-04-04",
    "date_to": "2024-05-05",
    "format": "json"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <data_group>vendor</data_group>
  <data_id>7</data_id>
  <data_type>list</data_type>
  <date_from>2024-04-04</date_from>
  <date_to>2024-05-05</date_to>
  <format>xml</format>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "clicks": 22,
            "complains": 2,
            "confirms": 7,
            "delivs": 22,
            "hbounces": 3,
            "id": "Vendor #2",
            "opens": 44,
            "reads": 2,
            "sbounces": 15,
            "sends": 41,
            "suppresses": 1,
```

```
            "uclicks": 15,
            "unsubs": 3,
            "uopens": 22
        },
        {
            "clicks": 34,
            "complains": 4,
            "confirms": 13,
            "delivs": 24,
            "hbounces": 7,
            "id": "Vendor #1",
            "opens": 48,
            "reads": 3,
            "sbounces": 21,
            "sends": 31,
            "suppresses": 3,
            "uclicks": 21,
            "unsubs": 6,
            "uopens": 24
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
  <data>
    <clicks>22</clicks>
    <complains>2</complains>
    <confirms>7</confirms>
    <confirmsubs>0</confirmsubs>
    <delivs>22</delivs>
    <hbounces>3</hbounces>
    <id>Vendor #2</id>
    <opens>44</opens>
    <reads>2</reads>
    <sbounces>15</sbounces>
    <sends>41</sends>
    <suppresses>1</suppresses>
    <uclicks>15</uclicks>
    <unsubs>3</unsubs>
    <uopens>22</uopens>
  </data>
  <data>
    <clicks>34</clicks>
    <complains>4</complains>
    <confirms>13</confirms>
    <confirmsubs>0</confirmsubs>
    <delivs>24</delivs>
    <hbounces>7</hbounces>
    <id>Vendor #1</id>
```

```
    <opens>48</opens>
    <reads>3</reads>
    <sbounces>21</sbounces>
    <sends>31</sends>
    <suppresses>3</suppresses>
    <uclicks>21</uclicks>
    <unsubs>6</unsubs>
    <uopens>24</uopens>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	string	Report data source ID
clicks	int	Email clicks
complains	int	FBL complaints
opens	int	Opened emails
reads	int	Emails read
replies	int	Email replies
sends	int	Email sends
confirms	int	Confirmed emails
delivs	int	Email deliveries
undelivs	int	Undelivered emails
unsubs	int	Opt-outs
uopens	int	Email unique opens
ureads	int	Email unique reads
offence	int	Communication policy offences
glanceds	int	Messages glanced
hbounces	int	Email hard bounces
sbounces	int	Email soft bounces
suppresses	int	Suppressed messages
uclicks	int	Email unique clicks
ulclicks	int	Unique email opt-out clicks
sends_push	int	Push sends
clicks_push	int	Push clicks

Parameter	Type	Description
uclicks_push	int	Push unique clicks
delivs_push	int	Push deliveries
ureads_push	int	Push unique reads
opens_push	int	Push opens
uopens_push	int	Push unique opens
push_ctr	int	Push CTR
sbounce_push	int	Soft bounce push
hbounce_push	int	Hard bounce push
sends_sms	int	SMS sends
clicks_sms	int	SMS clicks
uclicks_sms	int	SMS unique clicks
delivs_sms	int	SMS deliveries
undelivs_sms	int	Undelivered SMS
sms_ctr	int	SMS CTR
unsubs_sms	int	SMS opt-out rate
open_rate	int	Opens rate
push_deliv_rate	int	Push deliveries rate
u_read_rate	int	Unique read rate
u_open_click_rate	int	Unique opens and clicks rate
sb_rate	int	Soft bounce rate
email_read_rate	int	Emails read rate
delivery_rate	int	Deliveries rate
email_unsub_rate	int	Email opt-out rate
email_u_read_rate	int	Email unique rate
open_click_rate	int	CTOR
suppresses_rate	int	Suppressed messages rate
unsub_rate	int	Opt-out rate
u_click_rate	int	Unique clicks rate
click_rate	int	Clicks rate
sms_deliv_rate	int	SMS deliveries rate
hb_rate	int	Hard bounce rate
push_open_rate	int	Push open rate
undelivs_push	int	Undelivered push messages
complain_rate	int	FBL complains rate

Parameter	Type	Description
u_open_rate	**int**	**Unique opens rate**
email_reply_rate	**int**	**Reply rate im emails**
sends_total	**int**	**Total sends**
delivs_total	**int**	**Total delivered**
undelivs_total	**int**	**Total undelivered**
reads_total	**int**	**Total reads**
clicks_total	**int**	**Total clicks**
uclicks_total	**int**	**Total unique clicks**
opens_total	**int**	**Total unique opens**
ureads_total	**int**	**Total unique reads**
uopens_total	**int**	**Total unique opens**

Get soft bounces report

Get soft bounces report

Description

Retrieves email soft bounces report.

Email providers return error codes from 400 to 499. This marks a soft bounce: a message cannot be temporarily delivered.

Request URL

Method: POST

`https://example.com/api/v1.1/reports/bounces`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
date_from	string	“2018-08-10”	Yes	Report start date
date_to	string	“2018-08-15”	Yes	Report end date
campaign_id	int	1	No	Campaign ID
group_by	string	“from_domain”	No	Group results by …
top	int	2	No	Top X soft bounces

`group_by` parameter possible values:

- **`ip` - group by sender IP address**
- **`from_domain` – group by from domain**

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "campaign_id": 116,
    "date_from": "2024-04-26",
    "date_to": "2024-05-01",
    "format": "json",
    "top": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <campaign_id>116</campaign_id>
    <date_from>2024-04-26</date_from>
    <date_to>2024-05-01</date_to>
    <format>xml</format>
    <top>2</top>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "data_id": "",
            "count": 3,
            "bounce_text": "Your message was not delivered because the other user mailbox was
not available",
            "to_domain": "example.com"
        },
        {
            "data_id": "",
            "count": 3,
            "bounce_text": "This response is sent when the message simply failed. Often times
this is not caused by you, but rather because of a far-end server problem",
            "to_domain": "jetwire.name"
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <data>
        <data_id></data_id>
        <count>3</count>
        <bounce_text>Your message was not delivered because the other user mailbox was not
available</bounce_text>
        <to_domain>example.com</to_domain>
    </data>
    <data>
        <data_id></data_id>
        <count>3</count>
        <bounce_text>This response is sent when the message simply failed. Often times this
```

```
is not caused by you, but rather because of a far-end server problem</bounce_text>
        <to_domain>jetwire.name</to_domain>
    </data>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
bounce_text	string	Email provider response
count	int	Email provider response count
data_id	string	Data source ID
to_domain	string	Domain

Get undeliveries report

Get undeliveries report

Description

Retrieves undelivered messages report.

Request URL

Method: POST

`https://example.com/api/v1.1/reports/undelivered`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
date_from	string	“2018-08-10”	Yes	Report start date
date_to	string	“2018-08-15”	Yes	Report end date
campaign_id	int	1	No	Campaign ID
group_by	string	“from_domain”	No	Group data by …
top	int	2	No	Top X undeliveries

`group_by` possible values:

- **`ip` – group by sender IP address**
- **`from_domain` – group by from domain**

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "campaign_id": 116,
    "date_from": "2024-04-26",
    "date_to": "2024-05-01",
    "format": "json",
    "top": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <campaign_id>116</campaign_id>
    <date_from>2024-04-26</date_from>
    <date_to>2024-05-01</date_to>
    <format>json</format>
    <top>2</top>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "data_id": "",
            "count": 3,
            "bounce_text": "This response is sent when the message simply failed. Often times
this is not caused by you, but rather because of a far-end server problem",
            "to_domain": "example.com"
        },
        {
            "data_id": "",
            "count": 3,
            "bounce_text": "This response is sent when the message simply failed. Often times
this is not caused by you, but rather because of a far-end server problem",
            "to_domain": "jetwire.name"
        }
    ],
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <data>
        <data_id></data_id>
        <count>3</count>
        <bounce_text>This response is sent when the message simply failed. Often times this
is not caused by you, but rather because of a far-end server problem</bounce_text>
        <to_domain>example.com</to_domain>
    </data>
    <data>
        <data_id></data_id>
        <count>3</count>
        <bounce_text>This response is sent when the message simply failed. Often times this
is not caused by you, but rather because of a far-end server problem</bounce_text>
```

```
        <to_domain>jetwire.name</to_domain>
    </data>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
bounce_text	string	Email provider response
count	int	Email provider response count
data_id	string	Data source ID
to_domain	string	Domain

Get senders list

Get senders list

Description

Retrieves a list of senders available for the current account.

Request URL

Method: POST

`https://example.com/api/v1.1/senders/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
from_id	int	2	No	The first sender on the list ID. By default – 1
limit	int	10	No	Senders list limit. By default – 1000
format	string	“json”	No	Response data format. By default – json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "limit": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <limit>2</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "channel": "email",
            "id": 1,
            "name": "AKMTA sender",
            "type": "akmta"
        },
        {
            "channel": "sms",
            "id": 2,
            "name": "Bulk SMS sender",
            "type": "bulksms_com"
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "next_from_id": 3,
    "total_count": 2
}
```


XML


```
<xml>
    <data>
        <channel>email</channel>
        <id>3</id>
        <name>Email sender</name>
        <type>akmta</type>
    </data>
    <data>
        <channel>sms</channel>
        <id>2</id>
        <name>Bulk SMS sender</name>
        <type>bulksms_com</type>
    </data>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <next_from_id>5</next_from_id>
    <total_count>5</total_count>
</xml>
```


Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
next_from_id	int	The index must be passed in the next request to receive another piece of data, until the result output contains 0 history lines

Parameter	Type	Description
id	int	Sender ID
name	string	Sender name
type	string	Sender type
channel	string	Communication channel

Get virtual senders list

Get virtual senders list

Description

Retrieves a list of virtual senders.

Request URL

Method: POST

`https://example.com/api/v1.1/vsenders/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
from_id	int	1	No	The first virtual sender on the list ID. By default – 1
limit	int	2	No	Virtual senders list limit. By default – 1000

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "limit": 2
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <limit>2</limit>
</xml>
```

Response example

JSON

```
{
    "data": [
        {
            "email_channel": true,
            "id": 1,
            "name": "AKMTA virtual sender",
            "sms_channel": false
        },
        {
            "email_channel": false,
            "id": 2,
            "name": "Bulk SMS virtual sender",
            "sms_channel": true
        }
    ],
    "error": 0,
    "error_text": "Successful operation",
    "total_count": 2
}
```


XML


```
<xml>
<data>
    <email_channel>true</email_channel>
    <id>1</id>
    <name>AKMTA virtual sender</name>
    <sms_channel>false</sms_channel>
  </data>
  <data>
    <email_channel>false</email_channel>
    <id>2</id>
    <name>Bulk SMS virtual sender</name>
    <sms_channel>true</sms_channel>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
  <total_count>2</total_count>
</xml>
```


Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
name	string	Virtual sender name
sms_channel	bool	true, if SMS channel is active
email_channel	bool	true, if email channel is active

Get virtual sender information

Get virtual sender information

Description

Retrieves a virtual sender detailed information.

Request URL

Method: POST

`https://example.com/api/v1.1/vsenders/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Virtual sender ID
format	string	“json”	No	Response data format. By default – json

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 1
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <id>2</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "id": 1,
        "name": "Virtual sender",
        "email_rules": [
```

```
            {
                "type": "default",
                "value": "",
                "senders": [
                    {
                        "from_email": "",
                        "replyto_email": "",
                        "from_name": "",
                        "sender_id": 3,
                        "percent": 100
                    }
                ]
            }
        ],
        "sms_rules": [],
        "custom_channels": {}
    },
    "error": 0,
    "error_text": "Successful operation"
}
```


XML


```
<xml>
    <data>
    <id>1</id>
    <name>Virtual sender</name>
    <email_rules>
      <type>default</type>
      <value></value>
      <senders>
        <from_email></from_email>
        <replyto_email></replyto_email>
        <from_name></from_name>
        <sender_id>3</sender_id>
        <percent>100</percent>
      </senders>
    </email_rules>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```


Response parameters

Parameter	Type	Description
error	int	Error type
error_text	string	Error text
id	int	Virtual sender ID
name	string	Virtual sender name

Parameter	Type	Description
email_rules	JSON array	Rules for email senders
sms_rules	JSON array	Rules for SMS senders

Clone virtual sender

Clone virtual sender

Description

Creates a copy of an existing virtual sender.

Request URL

Method: POST

`https://example.com/api/v1.1/vsenders/clone`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default– json
id	int	1	Yes	Existing virtual sender ID
name	string	“Clone of …”	No	New virtual sender name. By default – “Clone of …”

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "name": "Copy of virtual sender #99",
    "id": 3
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <name>Copy of virtual sender #99</name>
  <id>3</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 6
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <data>
        <saved_id>7</saved_id>
    </data>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	New virtual sender ID

Create virtual sender

Create virtual sender

Description

Creates a new virtual sender.

Request URL

Method: POST

`https://example.com/api/v1.1/vsenders/add`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
name	string	“New virtual sender”	Yes	New virtual sender name
email_rules	JSON array		Yes	Rules for email senders
sms_rules	JSON array		Yes	Rules for SMS senders

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "name": "New virtual sender",
    "email_rules": [
        {
            "senders": [
                {
                    "from_email": "",
                    "from_name": "",
                    "percent": 100,
                    "replyto_email": "",
                    "sender_id": 3
                }
            ],
            "type": "default",
            "value": ""
        }
    ],
```

```
    "sms_rules": []
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <name>New virtual sender</name>
    <email_rules array ='true'>
        <senders array = 'true'>
            <percent>100</percent>
            <sender_id>3</sender_id>
        </senders>
        <type>default</type>
    </email_rules>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 8
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
    <error>0</error>
    <error_text>Successful operation</error_text>
    <data>
        <saved_id>9</saved_id>
    </data>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	New virtual sender ID

Update virtual sender

Update virtual sender

Description

Updates a virtual sender, changes settings.

Request URL

Method: POST

`https://example.com/api/v1.1/vsenders/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	Virtual sender ID
name	string	“New virtual sender”	Yes	Virtual sender name
email_rules	JSON array		Yes	Rules for email senders
sms_rules	JSON array		Yes	Rules for SMS senders

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "name": "Virtual sender",
    "email_rules": [
        {
            "senders": [
                {
                    "from_email": "",
                    "from_name": "",
                    "percent": 100,
                    "replyto_email": "",
                    "sender_id": 3
                }
            ],
            "type": "default",
            "value": ""
        }
    ],
```

```
    "id": 9,
    "sms_rules": []
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <name>Virtual sender</name>
  <email_rules array='true'>
    <senders array='true'>
      <from_email></from_email>
      <from_name></from_name>
      <percent>100</percent>
      <replyto_email></replyto_email>
      <sender_id>3</sender_id>
    </senders>
    <type>default</type>
    <value></value>
  </email_rules>
  <id>9</id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "saved_id": 9
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <saved_id>1</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code

Parameter	Type	Description
error_text	**string**	**Error text**
saved_id	**int**	**Virtual sender ID**

Delete virtual sender

Delete virtual sender

Description

Deletes a virtual sender entry.

Request URL

Method: POST

`https://example.com/api/v1.1/vsenders/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default – json
id	int	1	Yes	virtual sender ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "id": 12
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>11</id>
</xml>
```

Response example

JSON

```
{
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Add segmentation query

Description

Add segmentation query to external datatables.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_segments/add/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
name	string	"Main query"	Yes	Query name
shortname	string	"query1"	Yes	Query shortname
description	string	"query to the DB"	No	Query description
connector_id	int	2	Yes	External DB ID
column	string	"author"	Yes	Column used to search for profiles
sql	string	"SELECT * FROM table"	No	SQL query
cache_time_min	int	35	No	Result caching time
groups_id	\[\]int	\[0, 1 \]	No	List of group IDs to search for default – \[\]
parameters	object	{ "name": "CITY", "type": "string", "title": "head", "options_type": "query" }	No	Parameters of user variables used in SQL queries

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "name": "Main Query",
   "shortname": "query1",
   "sql": "SELECT * FROM table",
   "connector_id": 1,
   "column": "price"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <name>Main Query</name>
  <shortname>query1uery</shortname>
  <sql>SELECT * FROM table</sql>
  <connector_id>1</connector_id>
  <column>price</column>
</xml>
```

Response example

JSON

```
{
    "data": {
          "saved_id": 1
     },
     "error": 0,
     "error_text": "Successful operation",
}
```

XML

```
<xml>
  <data>
    <saved_id>1</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>t>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Created query ID

Update segmentation query

Description

Update segmentation query.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_segments/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	"abcdefghijklmnqrstuvwxyz"	Yes	API token
id	int	1	Yes	Query ID
name	string	"Main query"	Yes	Query name
shortname	string	"query1"	Yes	Query shortname
description	string	"query to the DB"	No	Query description
connector_id	int	2	Yes	External DB ID
column	string	"author"	Yes	Column used to search for profiles
sql	string	"SELECT * FROM table"	No	SQL query
cache_time_min	int	35	No	Result caching time
groups_id	\[\]int	\[0, 1 \]	No	List of group IDs to search for default – \[\]
parameters	object	{ "name": "CITY", "type": "string", "title": "head", "options_type": "query" }	No	Parameters of user variables used in SQL queries

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "id": 1,
   "name": "Main Query",
   "shortname": "query1",
   "sql": "SELECT * FROM table",
   "connector_id": 1,
   "column": "price"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
  <name>Main Query</name>
  <shortname>query1uery</shortname>
  <sql>SELECT * FROM table</sql>
  <connector_id>1</connector_id>
  <column>price</column>
</xml>
```

Response example

JSON

```
{
    "data": {
          "saved_id": 1
     },
     "error": 0,
     "error_text": "Successful operation",
}
```

XML

```
<xml>
  <data>
    <saved_id>1</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>t>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Updated query ID

Get segmentation query information

Description

Retrieves detailed segmentation query information.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_segments/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes, if `shortname` is not specified	Query ID
shortname	string	“query1”	Yes, if `id` is not specified`	Query shortname

Request example

JSON

```
{
  "id": 2,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <id>2</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
    "data": {
        "id": 2,
        "name": "QueryforextDB",
        "shortname": "query",
        "description": "External DB segment",
        "sql": "SELECT * FROM table",
        "connector_id": 1,
        "parametrs": {
```

```
            "name": "variable1",
            "title": "var",
            "default_value": "low"
         },
         "cache_time_min": 35
      },
      "error": 0,
      "error_text": "Successful operation",
}
```

XML

```
<xml>
   <data>
      <cache_time_min>35</cache_time_min>
      <connector_id>1</connector_id>
      <description>External DB segment</description>
      <id>2</id>
      <name>QueryforextDB</name>
      <parametrs>
         <default_value>low</default_value>
         <name>variable1</name>
         <title>var</title>
      </parametrs>
      <shortname>query</shortname>
      <sql>SELECT * FROM table</sql>
   </data>
   <error>0</error>
   <error_text>Successful operation</error_text>
</xml>
```

Response example

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Query ID
name	string	Query name
shortname	string	Query shortname
description	string	Query description
connector_id	int	External DB ID
column	string	Column used to search for profiles
sql	string	SQL query
cache_time_min	int	35
groups_id	[]int	List of group IDs to search for default – []

Parameter	Type	Description
parameters	**object**	**Parameters of user variables used in SQL queries**

Get segmentation queries list

Description

Retrieves segmentation queries list.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_segments/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	`"abcdefghijklmnqrstuvwxyz"`	Yes	API token
format	string	`"json"`	No	Response data format. By default – json
from_id	int	`1`	No	First campaign in the list ID. By default – 1
groups	[]String	`[ "group1", "group2" ]`	No	List of access groups
groups_id	[]int	`[ 0, 1 ]`	No	List of access groups IDs

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
    "data": {
        "id": 2,
        "name": "QueryforextDB",
        "shortname": "query",
        "description": "External DB segment",
```

```
        "sql": "SELECT * FROM table",
        "connector_id": 1,
        "parametrs": {
           "name": "variable1",
           "title": "var",
           "default_value": "low"
        },
        "cache_time_min": 35
     },
     "error": 0,
     "error_text": "Successful operation",
}
```

XML

```
<xml>
   <data>
      <cache_time_min>35</cache_time_min>
      <connector_id>1</connector_id>
      <description>External DB segment</description>
      <id>2</id>
      <name>QueryforextDB</name>
      <parametrs>
         <default_value>low</default_value>
         <name>variable1</name>
         <title>var</title>
      </parametrs>
      <shortname>query</shortname>
      <sql>SELECT * FROM table</sql>
   </data>
   <error>0</error>
   <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Query ID
name	string	Query name
shortname	string	Query shortname
description	string	Query description
connector_id	int	External DB ID
column	string	Column used to search for profiles
sql	string	SQL query
cache_time_min	int	35

Parameter	Type	Description
groups_id	**[]int**	**List of group IDs to search for** **default – []**
parameters	**object**	**Parameters of user variables used in SQL queries**

Delete segmentation query

Description

Delete segmentation query.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_segments/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Query ID

Request example

JSON

```
{
  "id": 2,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <id>2</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": null,
  "error": 0,
  "error_text": "Successful operation",
}
```

XML

```
<xml>
  </data>
```

```
  <error>0</error>
  <error_text>Successful operation</error_text>t>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

Add template query

Description

Add template query to external datatables.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_templates/add/`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
name	string	“Main query”	Yes	Query name
shortname	string	“query1”	Yes	Query shortname
description	string	“query to the DB”	No	Query description
connector_id	int	2	Yes	External DB ID
sql	string	“SELECT * FROM table”	No	SQL query
groups_id	[]int	[0, 1]	No	List of group IDs to search for default – []

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "name": "Main Query",
   "shortname": "query1",
   "sql": "SELECT * FROM table",
   "connector_id": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <name>Main Query</name>
  <shortname>query1uery</shortname>
  <sql>SELECT * FROM table</sql>
  <connector_id>1</connector_id>
</xml>
```

Response example

JSON

```
{
    "data": {
          "saved_id": 1
     },
     "error": 0,
     "error_text": "Successful operation",
}
```

XML

```
<xml>
  <data>
    <saved_id>1</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>t>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Created query ID

Update template query

Description

Update template query.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_templates/update`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Query ID
name	string	“Main query”	Yes	Query name
shortname	string	“query1”	Yes	Query shortname
description	string	“query to the DB”	No	Query description
connector_id	int	2	Yes	External DB ID
sql	string	“SELECT * FROM table”	No	SQL query
groups_id	[]int	[0, 1]	No	List of group IDs to search for default – []

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "id": 1,
   "name": "Main Query",
   "shortname": "query1",
   "sql": "SELECT * FROM table",
   "connector_id": 1
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
  <id>1</id>
  <name>Main Query</name>
  <shortname>query1uery</shortname>
  <sql>SELECT * FROM table</sql>
```

```
  <connector_id>1</connector_id>
</xml>
```

Response example

JSON

```
{
    "data": {
          "saved_id": 1
     },
     "error": 0,
     "error_text": "Successful operation",
}
```

XML

```
<xml>
  <data>
    <saved_id>1</saved_id>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>t>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
saved_id	int	Updated query ID

Get template query information

Description

Retrieves detailed template query information.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_templates/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes, if `shortname` is not specified	Query ID
shortname	string	“query1”	Yes, if `id` is not specified`	Query shortname

Request example

JSON

```
{
  "id": 2,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <id>2</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
    "data": {
        "id": 2,
        "name": "QueryforextDB",
        "shortname": "query",
        "description": "External DB segment",
        "sql": "SELECT * FROM table",
        "connector_id": 1
```

```
    },
    "error": 0,
    "error_text": "Successful operation",
}
```

XML

```
<xml>
   <data>
      <connector_id>1</connector_id>
      <description>External DB segment</description>
      <id>2</id>
      <name>QueryforextDB</name>
      <shortname>query</shortname>
      <sql>SELECT * FROM table</sql>
   </data>
   <error>0</error>
   <error_text>Successful operation</error_text>
</xml>
```

Response example

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Query ID
name	string	Query name
shortname	string	Query shortname
description	string	Query description
connector_id	int	External DB ID
sql	string	SQL query
groups_id	[]int	List of group IDs to search for default – []

Get template queries list

Description

Retrieves template queries list.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_templates/list`

Request parameters

Parameter	Type	Example	Required	Description
token	string	`"abcdefghijklmnqrstuvwxyz"`	Yes	API token
format	string	`"json"`	No	Response data format. By default – json
from_id	int	`1`	No	First campaign in the list ID. By default – 1
groups	[]String	`[ "group1", "group2" ]`	No	List of access groups
groups_id	[]int	`[ 0, 1 ]`	No	List of access groups IDs

Request example

JSON

```
{
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
    "data": {
        "id": 2,
        "name": "QueryforextDB",
        "shortname": "query",
        "description": "External DB segment",
```

```
        "sql": "SELECT * FROM table",
        "connector_id": 1
     },
     "error": 0,
     "error_text": "Successful operation",
}
```

XML

```
<xml>
   <data>
      <connector_id>1</connector_id>
      <description>External DB segment</description>
      <id>2</id>
      <name>QueryforextDB</name>
      <shortname>query</shortname>
      <sql>SELECT * FROM table</sql>
   </data>
   <error>0</error>
   <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
id	int	Query ID
name	string	Query name
shortname	string	Query shortname
description	string	Query description
connector_id	int	External DB ID
sql	string	SQL query
groups_id	[]int	List of group IDs to search for default – []

Delete template query

Description

Delete template query.

Request URL

Method: POST

`https://example.com/api/v1.1/datatables/query_templates/delete`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
id	int	1	Yes	Query ID

Request example

JSON

```
{
  "id": 2,
  "token": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
  <id>2</id>
  <token>abcdefghijklmnqrstuvwxyz</token>
</xml>
```

Response example

JSON

```
{
  "data": null,
  "error": 0,
  "error_text": "Successful operation",
}
```

XML

```
<xml>
  </data>
```

```
  <error>0</error>
  <error_text>Successful operation</error_text>t>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text

AKMTA object

AKMTA object

JSON

JSON

```
{
    "dkim_id": 4,
    "dkim_selector": "dkim_selector",
    "ips": [
        {
            "ip": "24.24.24.34",
            "node": 10
        }
    ],
    "lock_rules_obj": {
        "common_rules": [],
        "isp_rules": [
            {
                "isps": [
                    6
                ],
                "rules": [
                    {
                        "patterns": [
                            1004,
                            1005,
                            497
                        ],
                        "rule": 1001
                    }
                ]
            }
        ]
    },
    "redirect_email": "user@example.com",
    "retry_rules_obj": {
        "common_rules": [
            {
                "patterns": [
                    1003
                ],
                "rule": 1002
            }
        ],
        "isp_rules": [
            {
                "isps": [
                    1007,
```

```
                1008,
                1009,
                1010,
                1011,
                1012
            ],
            "rules": [
                {
                    "patterns": [
                        1003
                    ],
                    "rule": 1002
                }
            ]
        }
    ]
},
"sender_dkim_id": 8,
"sender_dkim_selector": "sender_dkim_selector",
"sending_rules_obj": {
    "common_rules": [
        {
            "isps": [
                0
            ],
            "strategy": 1001
        }
    ],
    "ip_rules": [
        {
            "ips": [
                "24.24.24.34"
            ],
            "rules": [
                {
                    "isps": [
                        1007,
                        1009
                    ],
                    "strategy": 1002
                },
                {
                    "isps": [
                        1008,
                        1010
                    ],
                    "strategy": 1003
                }
            ]
        }
    ]
},
"users": [
    {
```

```
            "domain": "mx.localtest.ak",
            "pop3_pass": "nnr614g5",
            "redirect_email": "user1@example.com"
        },
        {
            "domain": "mx.localtest.ak",
            "pop3_pass": "nnr614g5",
            "redirect_email": "user2@example.com"
        }
    ]
}
```

XML

```
<xml>
    <dkim_id>4</dkim_id>
    <dkim_selector>dkim_selector</dkim_selector>
    <ips array='true'>
        <ip>24.24.24.34</ip>
        <node>10</node>
    </ips>
    <lock_rules_obj>
        <common_rules array='true'></common_rules>
        <isp_rules array='true'>
            <isps array='true'>6</isps>
            <rules array='true'>
                <patterns>1004</patterns>
                <patterns>1005</patterns>
                <patterns>497</patterns>
                <rule>1001</rule>
            </rules>
        </isp_rules>
    </lock_rules_obj>
    <redirect_email>user@example.com</redirect_email>
    <retry_rules_obj>
        <common_rules array='true'>
            <patterns array='true'>1003</patterns>
            <rule array='true'>1002</rule>
        </common_rules>
        <isp_rules array='true'>
            <isps>1007</isps>
            <isps>1008</isps>
            <isps>1009</isps>
            <isps>1010</isps>
            <isps>1011</isps>
            <isps>1012</isps>
            <rules array='true'>
                <patterns array='true'>1003</patterns>
                <rule>1002</rule>
            </rules>
        </isp_rules>
    </retry_rules_obj>
    <sender_dkim_id>8</sender_dkim_id>
```

```
    <sender_dkim_selector>sender_dkim_selector</sender_dkim_selector>
    <sending_rules_obj>
        <common_rules array='true'>
            <isps>0</isps>
            <strategy>1001</strategy>
        </common_rules>
        <ip_rules array='true'>
            <ips array='true'>24.24.24.34</ips>
            <rules array='true'>
                <isps>1007</isps>
                <isps>1009</isps>
                <strategy>1002</strategy>
            </rules>
            <rules array='true'>
                <isps>1008</isps>
                <isps>1010</isps>
                <strategy>1003</strategy>
            </rules>
        </ip_rules>
    </sending_rules_obj>
    <users>
        <domain>mx.localtest.ak</domain>
        <pop3_pass>nnr614g5</pop3_pass>
        <redirect_email>user1@example.com</redirect_email>
    </users>
    <users>
        <domain>mx.localtest.ak</domain>
        <pop3_pass>nnr614g5</pop3_pass>
        <redirect_email>user2@example.com</redirect_email>
    </users>
</xml>
```

Description

Field	Type
ips	JSON array
dkim_id	int
dkim_selector	string
sender_dkim_id	int
sender_dkim_selector	string
redirect_email	string
sending_rules_obj	JSON Object
retry_rules_obj	JSON Object
lock_rules_obj	JSON Object
users	JSON array

Content object

Content object

Content objects are used in campaign and scenarios queries.

JSON

JSON

```
{
  "subject": "Maybe very important message",
  "from_email": "",
  "from_name": "James",
  "replyto_email": "",
  "replyto_name": "",
  "message_id": 45
}
```

XML

```
<xml>
  <subject>Maybe very important message</subject>
  <from_email></from_email>
  <from_name>James</from_name>
  <replyto_email></replyto_email>
  <replyto_name></replyto_name>
  <message_id>45</message_id>
</xml>
```

Object parameters

Parameters	Type	Example	Description
message_id	int	12	Message ID
from_email	string	“test@example.com”	Override from email
from_name	string	“Jenny’s List”	Override from name
replyto_email	string	“test@example.com”	Override reply to email
replyto_name	string	“Jenny”	Override reply to name
subject	string	“Weather alert”	Override message subject

Email rule object

Email rule object

JSON

JSON

```
{
  "type": "from_domain",
  "value": "altcraft.com",
  "senders": [
    {
      "sender_id": 287,
      "percent": 100,
      "from_email": "no-reply@altcraft.com",
      "replyto_email": "no-reply@altcraft.com",
      "from_name": ""
    }
  ]
}
```

XML

```
<xml>
  <type>from_domain</type>
  <value>altcraft.com</value>
  <senders array='true'>
    <sender_id>287</sender_id>
    <percent>100</percent>
    <from_email>no-reply@altcraft.com</from_email>
    <replyto_email>no-reply@altcraft.com</replyto_email>
    <from_name></from_name>
  </senders>
</xml>
```

Object parameters

Parameter	Type	Example	Description
type	string	“default”	Email sender rule type
value	string/int	“”	depending on rule type
senders	JSON array	[]	Senders list

Rule types

Type	Value type	Example	Description
default	string	“”	Always enabled
group_id	int	12	If group ID equals…
from_domain	string	“altcraft.com”	If From domain equals…
to_domain	string	“gmail.com”	If To domain equals…

File object

File object

JSON

JSON

```
{
    "data": "data:text/csv; base64,SEVMTE8K",
    "name": "US.txt"
}
```

XML

```
<xml>
    <data>data:text/csv; base64,SEVMTE8K</data>
    <name>US.txt</name>
</xml>
```

Object parameters

Parameter	Type	Description
name	string	File name
data	string	base64 encoded file
file_key	string	Previously uploaded file ID
mimetype	string	MIME information (optional)

Profile data object

Profile data object

Profile data object is used in most profile import requests. It contains profile database field values and subscriptions to different resources.

You can retrieve database fields information by making request to `api/v1.1/databases/fields_get/`.

You can also see information about databases and profile fields in User documentation.

JSON

JSON

```
{
    "data": {
        "_regcountry": "US",
        "_regcity": "New York",
        "_regip": "94.231.119.122",
        "_regurl": "www.example.com",
        "_regdate": "2019-03-14T22:00:00Z",
        "_bdate": "1990-02-22T21:00:00Z",
        "_browser": "Thunderbird",
        "_city": "Ryazan",
        "_country": "RU",
        "_fname": "Olly",
        "_ip": "94.231.119.122",
        "_lname": "Lambert",
        "_postal_code": "390000",
        "_region": "Ryazan Oblast",
        "_vendor": "form_#31",
        "_sex": 0,
        "_status": 0,
        "_tz": "Europe/Moscow",
        "email": "example@altcraft.com",
        "phones": [
            "+79000000000"
        ],
        "custom_field": "custom_value",
        "subscriptions": [
            {
                "channel": "email",
                "email": "boris.yudaev@altcraft.com",
                "priority": 0,
                "resource_id": 1,
                "status": 0
            }
        ]
    }
}
```

XML

```
<xml>
    <data>
        <regcountry>US</regcountry>
        <regcity>New York</regcity>
        <regip>94.231.119.122</regip>
        <regurl>www.example.com</regurl>
        <regdate>2019-03-14T22:00:00Z</regdate>
        <bdate>1990-02-22T21:00:00Z</bdate>
        <browser>Thunderbird</browser>
        <city>Ryazan</city>
        <country>RU</country>
        <fname>Olly</fname>
        <ip>94.231.119.122</ip>
        <lname>Lambert</lname>
        <postal_code>390000</postal_code>
        <region>Ryazan Oblast</region>
        <vendor>form_#31</vendor>
        <sex>0</sex>
        <status>0</status>
        <tz>Europe/Moscow</tz>
        <email>example@altcraft.com</email>
        <phones array='true'>+79000000000</phones>
        <custom_field>custom_value</custom_field>
        <subscriptions array='true'>
            <channel>email</channel>
            <email>boris.yudaev@altcraft.com</email>
            <priority>0</priority>
            <resource_id>1</resource_id>
            <status>0</status>
        </subscriptions>
    </data>
</xml>
```

Description

Parameter	Type	Example	Description
_bdate	string	1990-02-22T21:00:00Z	Birth date in RFC 3339 format
_browser	string	Firefox	Web browser
_city	string	Ryazan	City
_country	string	RU	Country in TLD format
_fname	string	Olly	First name
_ip	string	94.231.119.122	IP address *
_lname	string	Lambert	Last name
_postal_code	int	390000	Postal code (ZIP)

Parameter	Type	Example	Description
_region	string	Ryazan Oblast	Region
_status	int	0	Global subscription status
_tz	string	Europe/Moscow	Time zone
email	string	example@altcraft.com	Email address
phones	JSON array	[“+790000000000”]	Phone numbers
subscriptions	JSON array	["",""]	Profile subscriptions
_regcountry	string	US	Registration country in TLD
_regcity	string	New York	Registration city
_regip	string	94.231.119.122	Registration IP address
_regurl	string	www.example.org	RegistrationURL
_regdate	string	2018-02-22T21:00:00Z	Registration date in RFC 3339 format
_sex	int	0	Gender
_vendor	string	form#33	Website form or other lead source

custom_field	*	custom_value	Custom database fields.
			
			Field functional update is possible. To do this, you must specify the *action* and *value*.
			
			An example of a request to increase the value of a field:
			“custom_field”:{
			“action”: “incr”,
			“value”: 1000
			}

INFO

*** If you send "_ip" parameter containing IPv4 value, Altcraft will automatically detect subscriber’s location and record values for the following system fields:**

JSON

```
{
        "_ip": "94.231.119.122", // (records IP as well)
        "_lat": 54.6197, // (lattitude)
        "_lon": 39.74, // (longitude)
        "_postal_code": "390000",
        "_region": "Ryazanskaya Oblast'",
        "_country": "RU",
        "_city": "Ryazan",
        "_tz": "Europe/Moscow"
}
```

XML

```
<xml>
    <ip>94.231.119.122</ip>// уже добавляется само по себе
    <lat>54.6197</lat>// географическая широта
    <lon>39.74</lon>// географическая долгота
    <postal_code>390000</postal_code>
    <region>Ryazanskaya Oblast</region>
    <country>RU</country>
    <city>Ryazan</city>
    <tz>Europe/Moscow</tz>
</xml>
```

Sender object

Sender object

JSON

JSON

```
{
  "sender_id": 287,
  "percent": 100,
  "from_email": "no-reply@altcraft.com",
  "replyto_email": "no-reply@altcraft.com",
  "from_name": "James",
}
```

XML

```
<xml>
  <sender_id>287</sender_id>
  <percent>100</percent>
  <from_email>no-reply@altcraft.com</from_email>
  <replyto_email>no-reply@altcraft.com</replyto_email>
  <from_name>James</from_name>
</xml>
```

Object parameters

Parameter	Type	Example	Description	SMS	Email
sender_id	int	`123`	Sender ID	+	+
percent	int	`100`	Message allocation rate	+	+
from_email	string	`"no-reply@altcraft.com"`	Override from email	-	+
replyto_email	string	`"no-reply@altcraft.com"`	Override reply to email	-	+
from_name	string	`"Altcraft"`	Override from name	+	+

Sender types

Sender types

Senders are created in Altcraft administrative panel to send emails and SMS.

Type	Channel	Description
“akmta”	email	Altcraft Mail Transfer Agent
“dmta”	email	Legacy sender
“eshark”	email	EmailShark sender (legacy)
“webzo”	email	WebZo.net sender Legacy
“mandrill”	email	API MailChimp Mandrill integration
“emaildirect”	email	EmailDirect integration Legacy
“amazon_ses”	email	Amazon SES integtation
“smsc_ru”	sms	SMSc.ru API integration
“bulksms_com”	sms	BulkSMS.com API integration

SMS rule object

SMS rule object

JSON

JSON

```
{
    "senders": [
        {
            "from_email": "",
            "from_name": "Example",
            "percent": 100,
            "replyto_email": "",
            "sender_id": 798
        }
    ],
    "type": "default",
    "value": ""
}
```

XML

```
<xml>
  <senders array='true'>
    <from_email></from_email>
    <from_name>Example</from_name>
    <percent>100</percent>
    <replyto_email></replyto_email>
    <sender_id>798</sender_id>
  </senders>
  <type>default</type>
  <value></value>
</xml>
```

Object parameters

Parameter	Type	Example	Description
type	string	`"default"`	SMS rule type
value	string/int	`""`	Depending on type
senders	JSON array	`[]`	Senders list

Rule types

Rule type	Value type	Example	Description
default	string	`""`	Always enabled
group_id	int	`12`	If group ID equals…
from_domain	string	`"altcraft.com"`	If from domain equals…

Start schedule object

Start schedule object

JSON

JSON

```
{
    "start_hours": [
        2,
        4
    ],
    "start_mdays": [
        1
    ],
    "start_mins": [
        0,
        10,
        20,
        30,
        40,
        50
    ],
    "start_months": [
        12
    ],
    "start_wdays": [],
    "start_years": [
        2016
    ]
}
```

XML

```
<xml>
<xml>
    <start_hours>2</start_hours>
    <start_hours>4</start_hours>
    <start_mdays array='true'>1</start_mdays>
    <start_mins>0</start_mins>
    <start_mins>10</start_mins>
    <start_mins>20</start_mins>
    <start_mins>30</start_mins>
    <start_mins>40</start_mins>
    <start_mins>50</start_mins>
    <start_months array='true'>12</start_months>
    <start_wdays></start_wdays>
    <start_years array='true'>2024</start_years>
</xml>
```

Object parameters

Parameter	Type	Example	Description
start_mins	JSON array	[1, 31]	Minute launches, 0-59
start_hours	JSON array	[22]	Hours launches, 0-23
start_mdays	JSON array	[]	Month day launches, 1-31
start_wdays	JSON array	[]	Week day launches, Su-Sat
start_months	JSON array	[]	Months launches, 1-12
start_years	JSON array	[]	Years launches
tz	string	Europe/Moscow	Campaign time zone
profile	bool	true	Use profiles’ time zones
losers	bool	true	Send instantly if past profiles’ local time

Subscription object

Subscription object

Description

The `subscription` object contains data about a profile's subscription to communication channels. The structure of the object varies depending on the channel type and API context

Basic Structure

Parameters	Type	Example	Description
"channel"	string	"email"	Channel type ("email" / "sms" / "push" / "notify" / "viber" / "whatsapp" / "telegram_bot")
"db_id"	int	1	Database identifier
"email"	string	"john@example.com"	Email address
"phone"	string	"+79000000000"	Phone number **(For SMS subscriptions)**
"provider"	string	"Firefox"	Provider type **(For Push subscriptions)**
"subscription_id"	string	"abcdefghijklmnqrstuvwxyz"	Subscription identifier **(For Push subscriptions)**
"cc_data"	object	`\{ "id": 1 \}`	Chat ID **in Telegram bot**
		`\{ "phone": "+79000000000" \}`	Profile phone in **WhatsApp*/ Viber™ / Notify**
"priority"	int	1	Subscription priority (optional field). If the subscription priority is passed in the request, the "Increase priority for new subscriptions" option in [the resource](/en/user-guide/profiles-and-databases/) will not work.
"profile_id"	string	"54759eb3c090d83494e2d804"	Profile identifier
"resource_id"	int	1	Resource identifier
"custom_fields"	object	"subscribed"	Standard and additional subscription fields (optional field). You can get information about available subscription fields in the resource via the /v1.1/resources/fields_get method
"status"	string	"subscribed"	Subscription status [Learn more](/en/developer-guide/objects/Subscription-status_2195807#Subscriptionstatus-Objectvalues)

Parameters	Type	Example	Description
"cats"	array	["category_1", "category_2"]	Resource categories to which the profile is subscribed (optional field).

Extended structure when querying the profile through the handler `/api/v1.1/profiles/get/`

When querying the profile through the `/api/v1.1/profiles/get/` handler, the `subscription` object contains additional metadata:

- **Channel data is stored in separate objects:**
  - **`"email_data"` - for Email subscriptions**
  - **`"phone_data"` - for SMS/Viber/WhatsApp**
  - **`"cc_data"` - for Telegram**
- **Technical fields**
  - **`"hash_id"` - unique subscription hash**
  - **`"is_delete"` - delete flag (soft delete)**
- **History:**
  - **`"reg_info"` - subscription registration date**

Example structure

JSON

```
{
  "resource_id": 4,
  "channel": "email",
  "email_data": {
        "email": "user@example.com",
        "domain": "example.com",
        "md5": "d922b1da12193df553aad2bee61da46b"
  },
  "status": "subscribed",
  "reg_info": {
    "date": "2025-07-23T11:27:05.487Z"
  },
  "hash_id": "7641c5c5",
  "is_delete": false
}
```

XML

```
<xml>
<subscription>
    <resource_id>4</resource_id>
    <channel>email</channel>
    <email_data>
```

```
        <email>user@example.com</email>
        <domain>example.com</domain>
        <md5>d922b1da12193df553aad2bee61da46b</md5>
    </email_data>
    <status>subscribed</status>
    <reg_info>
        <date>2025-07-23T11:27:05.487Z</date>
    </reg_info>
    <hash_id>7641c5c5</hash_id>
    <is_delete>false</is_delete>
</subscription>
</xml>
```

Object example

JSON

```
{
  "subscriptions": [
    {
      "resource_id": 1,
      "channel": "email",
      "email": "example@example.com"
    },
    {
      "resource_id": 2,
      "channel": "sms",
      "phone": "+79000000000"
    },
    {
      "resource_id": 1,
      "channel": "push",
      "subscription_id": "a81c264a938b475",
      "provider": "android-firebase",
      "custom_fields": {
        "_browser_name": "Firefox",
        "_device_type": "web",
        "custom_field_1": "test value"
      },
      "cats": [
        "category_1",
        "category_2"
      ]
    },
    {
      "resource_id": 1,
      "channel": "whatsapp",
      "cc_data": {
        "phone": "+79000000000"
      }
    },
    {
      "resource_id": 1,
```

```
      "channel": "viber",
      "cc_data": {
        "phone": "+79000000000"
      }
    },
    {
      "resource_id": 1,
      "channel": "telegram_bot",
      "cc_data": {
        "id": 12345
      }
    },
    {
      "resource_id": 1,
      "channel": "notify",
      "cc_data": {
        "phone": "+79000000000"
      }
    }
  ]
}
```

XML

```
<xml>
<subscriptions>
  <subscription>
    <resource_id>1</resource_id>
    <channel>email</channel>
    <email>example@example.com</email>
  </subscription>

  <subscription>
    <resource_id>2</resource_id>
    <channel>sms</channel>
    <phone>+79000000000</phone>
  </subscription>

  <subscription>
    <resource_id>1</resource_id>
    <channel>push</channel>
    <subscription_id>a81c264a938b475</subscription_id>
    <provider>android-firebase</provider>
    <custom_fields>
      <_browser_name>Firefox</_browser_name>
      <_device_type>web</_device_type>
      <custom_field_1>test value</custom_field_1>
    </custom_fields>
    <cats>
      <category>category_1</category>
      <category>category_2</category>
    </cats>
  </subscription>
```

```
  <subscription>
    <resource_id>1</resource_id>
    <channel>whatsapp</channel>
    <cc_data>
      <phone>+79000000000</phone>
    </cc_data>
  </subscription>

  <subscription>
    <resource_id>1</resource_id>
    <channel>viber</channel>
    <cc_data>
      <phone>+79000000000</phone>
    </cc_data>
  </subscription>

  <subscription>
    <resource_id>1</resource_id>
    <channel>telegram_bot</channel>
    <cc_data>
      <id>12345</id>
    </cc_data>
  </subscription>

  <subscription>
    <resource_id>1</resource_id>
    <channel>notify</channel>
    <cc_data>
      <phone>+79000000000</phone>
    </cc_data>
  </subscription>
</subscriptions>
```

Subscription status

Description

The status parameter in the subscription object overwrites the subscription status. It is recommended to pass it only when there is a need to update the status.

Both string and numeric status representations can be used.

Word value	Description	Number value
subscribed	Ready for messaging	0
unsubscribed	Unsubscribed	1
complained	Reported spam	2
hardbounced	Hard bounce, email probably invalid	3
unconfirmed	Subscription unconfirmed	4
suspended	Temporarily unsubscribed	5

Word value	Description	Number value
invalid	**Invalid for a variety of reasons**	**6**

Meta organization, which owns Instagram, Facebook, and WhatsApp products, is recognized as extremist and is banned in the Russian Federation.

***** Viber™ is a trademark of Rakuten Group, Inc. Blocked in the Russian Federation.***

Trigger types

Trigger types

For more details see the corresponding User documentation article.

Type	Description
api_call	**API call only**
api_import	**API profile import**
action	**Subscribers message actions**
update	**Profile fields update**
pixel	**Pixel activation**

Upload file

Upload file

Description

Uploads a file.

Request URL

Method: POST

`https://example.com/api/v1.1/file_upload`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format. By default– json
header	string	“emails.csv”	Yes	File name
data	string	“data:text/csv; base64,YQpi…”	Yes	base64 encoded file

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "data": "data:text/csv; base64,SEVMTE8K",
    "header": "US.csv"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <data>data:text/csv; base64,SEVMTE8K</data>
    <header>US.csv</header>
</xml>
```

Response example

JSON

```
{
    "data": {
        "file": "fd7006e5-5c42-4eba-aa6a-f6cb7f5cb6f2"
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <file>fd7006e5-5c42-4eba-aa6a-f6cb7f5cb6f2</file>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	Error text
file	string	Unique file ID

Get message web version

Get message web version

Description

Retrieves an email message web version.

Request URL

Method: POST

`https://example.com/api/v1.1/webver/get`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
format	string	“json”	No	Response data format By default – json
send_message_id	string	“abcdefghijklmnqrstuvwxyz”	Yes	Web version ID

Request example

JSON

```
{
    "token": "abcdefghijklmnqrstuvwxyz",
    "send_message_id": "abcdefghijklmnqrstuvwxyz"
}
```

XML

```
<xml>
    <token>abcdefghijklmnqrstuvwxyz</token>
    <send_message_id>abcdefghijklmnqrstuvwxyz</send_message_id>
</xml>
```

Response example

JSON

```
{
    "data": {
        "createtime": "2018-08-24T09:26:23.292Z",
        "email": {
            "from_email": "example@example.com",
```

```
            "from_name": "example.com",
            "html": "HTML content ...",
            "replyto_email": "example@example.com",
            "replyto_name": "example.com",
            "subject": "Welcome to Altcraft",
            "text": "Text version also important\n\n--\nUnsubscribe:
http://trk.gmail.com/37cfe6oTGQF4LYqk6oMi8eCtZ?dummy=1"
        }
    },
    "error": 0,
    "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <createtime>2018-08-24T09:26:23.292Z</createtime>
    <email>
      <from_email>example@example.com</from_email>
      <from_name>example.com</from_name>
      <html>HTML content ...</html>
      <replyto_email>example@example.com</replyto_email>
      <replyto_name>example.com</replyto_name>
      <subject>Welcome to Altcraft</subject>
      <text>Text version also important --
Unsubscribe: http://trk.gmail.com/37cfe6oTGQF4LYqk6oMi8eCtZ?dummy=1</text>
    </email>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Response parameters

Parameter	Type	Description
error	int	Error code
error_text	string	error text
createtime	date	Template creation time
email	JSON object	Message object

Push providers

Push providers

Push provider	Web / App	Provider name in API request	
		ID 1	ID 2
Google Chrome (deprecated)	Web	"google"	"Chrome"
Mozilla Firefox	Web	"mozilla"	"Firefox"
Safari	Web	"safari"	"Safari"
Android Firebase	App	"android-firebase"	"AndroidFirebase"
IOS Firebase	App	"ios-firebase"	"IOSFirebase"
Firefox Firebase	Web	"firefox-firebase"	"FirefoxFirebase"
Chrome Firebase	Web	"chrome-firebase"	"ChromeFirebase"
Opera Firebase	Web	"opera-firebase"	"OperaFirebase"
Yandex Firebase	Web	"yandex-firebase"	"YandexBrowserFirebase"
Samsung Firebase	Web	"samsung-firebase"	"SamsungInternetforAndroidFirebase"
IOS APNs	App	"ios-apns"	"IOSAPNs"
AppMetrica with iOS device id	App	"yandex-Appmetrica-device-id-ios"	"YandexAppMetricaDeviceIDiOS"
AppMetrica with Android device id	App	"yandex-Appmetrica-device-id-android"	"YandexAppMetricaDeviceIDAndroid"
AppMetrica with iOS IFA	App	"yandex-Appmetrica-ios-ifa"	"YandexAppMetricaIOSIFA"
AppMetrica with Google AID	App	"yandex-Appmetrica-google-aid"	"YandexAppMetricaGoogleAID"
AppMetrica with Android push token	App	"yandex-Appmetrica-android-token"	"YandexAppMetricaAndroidToken"
AppMetrica with iOS push token	App	"yandex-Appmetrica-ios-token"	"YandexAppMetricaIOSToken"
MailRu (устаревший)	App	"mr"	"MR"
Android Huawei Mobile Services	App	"android-huawei"	"AndroidHuawei"
IOS Huawei Mobile Services	Web	"ios-huawei"	"IOSHuawei"
Android RuStore	App	"android-rustore"	"AndroidRuStore"

Deduplication of requests

Deduplication of requests

Description

Repeat requests are API requests that contain the same headers and the same data as the original request. A repeated request can be sent if the connection failed at the moment of receiving the data.

The platform will not accept a repeated request if it changes the data in order to avoid duplicate events. This scheme works by default and does not require additional configuration. By default, the platform deduplicates within 1 day from the first request.

The platform performs deduplication according to the following algorithm:

- **Checking for the presence of Request-ID header**
- **If Request-ID is not specified, the checksum of request body and headers is checked**

It should be noted that not all requests support deduplication with checksum, and if no Request-ID is specified in such requests, then no duplication check will be performed. You can find a list of such requests in the table below.

> **INFO**
>
> **Different request sending clients may add their own system headers or other information to the request. This may cause failure of deduplication.**

How do you know if the request was taken as a duplicate one?

The response to the repeated request will be the same as the response to the original one. However, the repeated request will contain additional headers:

```
Duplicate-Key: NeOScRqBgsqj67CR5dYcqvcmPZA=
Duplicate-Request: true
```

The Duplicate-Key header consists of the Request-ID of the request and the sender token. If Request-ID is not passed, the header will store the hashed request data.

How to send a request so that it is not taken as a duplicate one?

It is recommended to mark each request with a unique identifier. In this way when you change the identifier, you will be able to execute requests, even if they contain the same data.

There are 2 ways to do it:

- **Change the data in the request body or URL, for example, &request_id=12345**
- **Add the Request-ID header, for example Request-ID: a0fe37f2-b4e0-4e28-a328-4ec7461604fc**

API requests that have deduplication

All requests that modify data or activation / launch of entities are checked for repetitions:

Category	Request
Profiles (deprecated methods)	**/v1.0/lists/:list_id/lead/unconfirm** **/v1.0/lists/:list_id/lead/unsubscribe** **/v1.0/lists/:list_id/lead/tags_add** **/v1.0/lists/:list_id/lead/tags_remove** **/v1.0/lists/:list_id/lead/subscribe** **/v1.0/lists/:list_id/lead/complain** **/v1.0/lists/:list_id/suspend_all** **/v1.0/lists/:list_id/unsuspend_all** **/v1.0/lists/:list_id/import**
Integrations	**/integrations/lpgenerator/profile_import** **/integrations/tilda/profile_import** **/integrations/any/profile_import**
Suppression lists	**/v1.1/suppresses/add** **/v1.1/suppresses/update** **/v1.1/suppresses/domain_add** **/v1.1/suppresses/domains_add** **/v1.1/suppresses/domain_remove** **/v1.1/suppresses/domains_remove** **/v1.1/suppresses/email_add** **/v1.1/suppresses/emails_add** **/v1.1/suppresses/email_remove** **/v1.1/suppresses/emails_remove** **/v1.1/suppresses/phone_add** **/v1.1/suppresses/phones_add** **/v1.1/suppresses/phone_remove** **/v1.1/suppresses/phones_remove**
Subscriptions	**/v1.1/subscriptions/set** **/v1.1/subscriptions/suspend_all** **/v1.1/subscriptions/unsuspend_all** **/v1.1/subscribers/import** **/v1.1/subscribers/update**
Segments	**/v1.1/segments/add** **/v1.1/segments/update** **/v1.1/segments/refresh_counters**
Campaigns	**/v1.1/campaigns/deactivate** **/v1.1/campaigns/activate** **/v1.1/campaigns/clone**
Trigger campaigns	**/v1.1/campaigns/triggers/add** **/v1.1/campaigns/triggers/update** **/v1.1/campaigns/triggers/start** **/v1.1/campaigns/triggers/import_and_start** **/v1.1/campaigns/triggers/clone** **/v1.1/triggers/start_batch (only Request-ID method)** **/v1.1/triggers/start_batch_task (only Request-ID method)** **/v1.1/triggers/import_and_start_batch (only Request-ID method)** **/v1.1/triggers/import_and_start_batch_task (only Request-ID method)**
Broadcasts	**/v1.1/campaigns/broadcasts/add** **/v1.1/campaigns/broadcasts/update** **/v1.1/campaigns/broadcasts/start**

Category	Request
Regular campaigns	**/v1.1/campaigns/regulars/add** **/v1.1/campaigns/regulars/update** **/v1.1/campaigns/regulars/start**
Senders	**/v1.1/admin/senders/queue/hold** **/v1.1/admin/senders/queue/unhold** **/v1.1/admin/senders/queue/purge** **/v1.1/admin/senders/update** **/v1.1/admin/senders/add_to_account** **/v1.1/admin/senders/add** **/v1.1/admin/vsenders/add** **/v1.1/admin/vsenders/update** **/v1.1/admin/vsenders/clone**
Nodes	**/v1.1/admin/nodes/mta/start** **/v1.1/admin/nodes/mta/stop**
Static segments	**/v1.1/profiles/segstatic/add** **/v1.1/profiles/segstatic/remove**
Profiles	**/v1.1/profiles/add** **/v1.1/profiles/update** **/v1.1/profiles/import** **/v1.1/profiles/add_batch** **/v1.1/profiles/update_batch** **/v1.1/profiles/import_batch**
Promocodes	**/v1.1/promocodes/attach** **/v1.1/promocodes/activate** **/v1.1/promocodes/import** **/v1.1/promocodes/detach** **/v1.1/promocodes/update**
Relations	**/v1.1/relations/attach** **/v1.1/relations/detach** **/v1.1/relations/edit** **/v1.1/relations/strengthen**
Profiles databases	**/v1.1/databases/wipe** **/v1.1/databases/refresh_counters**
Virtual senders	**/v1.1/vsenders/add** **/v1.1/vsenders/update** **/v1.1/vsenders/clone**
Scenarios	**/v1.1/workflows/start** **/v1.1/workflows/import_and_start** **/v1.1/workflows/import_and_start_batch (only Request-ID method)** **/v1.1/workflows/import_and_start_batch_task (only Request-ID method)**
Push event registration	**/v1.1/pushes/post_events** **/v1.1/pushes/crypto_post_events**
Message templates	**/v1.1/templates/add** **/v1.1/templates/update** **/v1.1/templates/delete**
Resources	**/v1.1/resources/push_subscribe** **/v1.1/resources/refresh_counters**

Category	Request
Data tables	**/v1.1/datatables/query_templates/update** **/v1.1/datatables/query_templates/delete** **/v1.1/datatables/query_templates/add** **/v1.1/datatables/query_segments/update** **/v1.1/datatables/query_segments/delete** **/v1.1/datatables/query_segments/add**

How to send API request with RabbitMQ

How to send API request with RabbitMQ

Description

In this article, you will learn how to send API requests using RabbitMQ.

> **INFO**
>
> **A unique parameter `request_id` is sent to identify requests.**

Queues

When working with API in RabbitMQ, two queues are used:

1. **api_req — queue for incoming requests;**
2. **api_resp — the queue that receives responses to requests (only if request_id is specified).**

Structure of the sent JSON message

Parameter	Type	Example	Required	Required
request_id	string	“abcd1234”	Yes, if the response to the request is necessary	Request ID
request	string	api/v1.1/campaigns/triggers/import_and_start_batch	Yes	API request path

body	JSON object	“body”:{
		“data”:
		{
		“_fname”: “Fname1”,
		“_lname”: “Lname1”,
		“email”:
		“profile1@example.com”
		},
		“email”:
		“profile1@example.com”,
		“db_id”: 1,
		“detect_geo”: true,
		“token”:
		“abcdefghijklmnopqrstuvwxyzABCD”
		}
			Yes	API request body

Structure of the received JSON message

Parameter	Type	Example	Required

body	JSON обьект	“body”:
		{
		“error”:0,
		“error_text”:“Successful operation”,
		“profile_id”:“60f039e830b8bcb28392f8eb”
		}
			Request response body

request_id	string	“abcd1234”	Request ID

How to send API requests in Go

You can send an API request using a script that calls RabbitMQ:

- **Write and execute a script**

Example

```
package main

        "encoding/json"
        "log"

        "github.com/streadway/amqp"
)

const accID = 1
const resourceID = 3
const dbID = 23
const msgID = 17
const segmentID = 85
const amountOfPushMsgs = 1
const emailDomain = "example.com"

const req = `{
        "account_id": 1,
        "request_id": "db1894e4-1a2c-4021-8233-9cca0b96b79e",
        "request": "api/v1.1/campaigns/triggers/import_and_start_batch",
    "body": {
                "token": "abcdefghijklmnopqrstuvwxyzABC"
                "format": "json",
                "trigger_id": 240,
                "skip_triggers": false,
                "detect_geo": true,
                "matching": "custom",
                "field_name":"CustomF",

                "custom_data":{
                        "some":"some0"
                },
                "content":{
                        "someCont":"someCont0"
                },
                "data": [
```

```
                        {
                                "data":{
                                        "_fname":"NUMBER13",
                                        "_lname":"Lambert",
                                        "phones":"790000000013",
                                        "email": "profile1@example.com",
                                        "CustomF":18
                                },
                                "custom_data":{
                                        "some":"some1"
                                },
                                "content":{
                                        "someCont":"someCont1"
                                }
                        },
                        {
                                "data":{
                                        "_fname":"NUMBER14",
                                        "_lname":"Hard",
                                        "phones":"790000000014",
                                        "email": "profile2@example.com",
                                        "CustomF":14
                                }
                        }
                ]
        }
}`

func failOnError(err error, msg string) {
        if err != nil {
                log.Fatalf("%s: %s", msg, err)
        }
}

func main() {
        var err error

        var conn *amqp.Connection
        conn, err = amqp.Dial("amqp://example:abcdefghijklmnopqrstuvwxyz127.0.0.1:5672/")
        failOnError(err, "Failed to connect to RabbitMQ")
        defer conn.Close()

        var ch *amqp.Channel
        ch, err = conn.Channel()
        failOnError(err, "Failed to open RabbitMQ channel")
        defer ch.Close()

        qUeueImport, err := ch.QueueDeclare(
                "api_req", // name
                true,      // durable
                false,     // delete when unused
                false,     // exclusive
                false,     // no-wait
                nil,       // arguments
```

```
        )
        failOnError(err, "Failed to declare RabbitMQ queue")

        for i := 0; i < amountOfPushMsgs; i++ {
                var bodyMap = make(map[string]interface{})
                err = json.Unmarshal([]byte(req), &bodyMap)
                failOnError(err, "Failed json.Unmarshal to bodyMap")

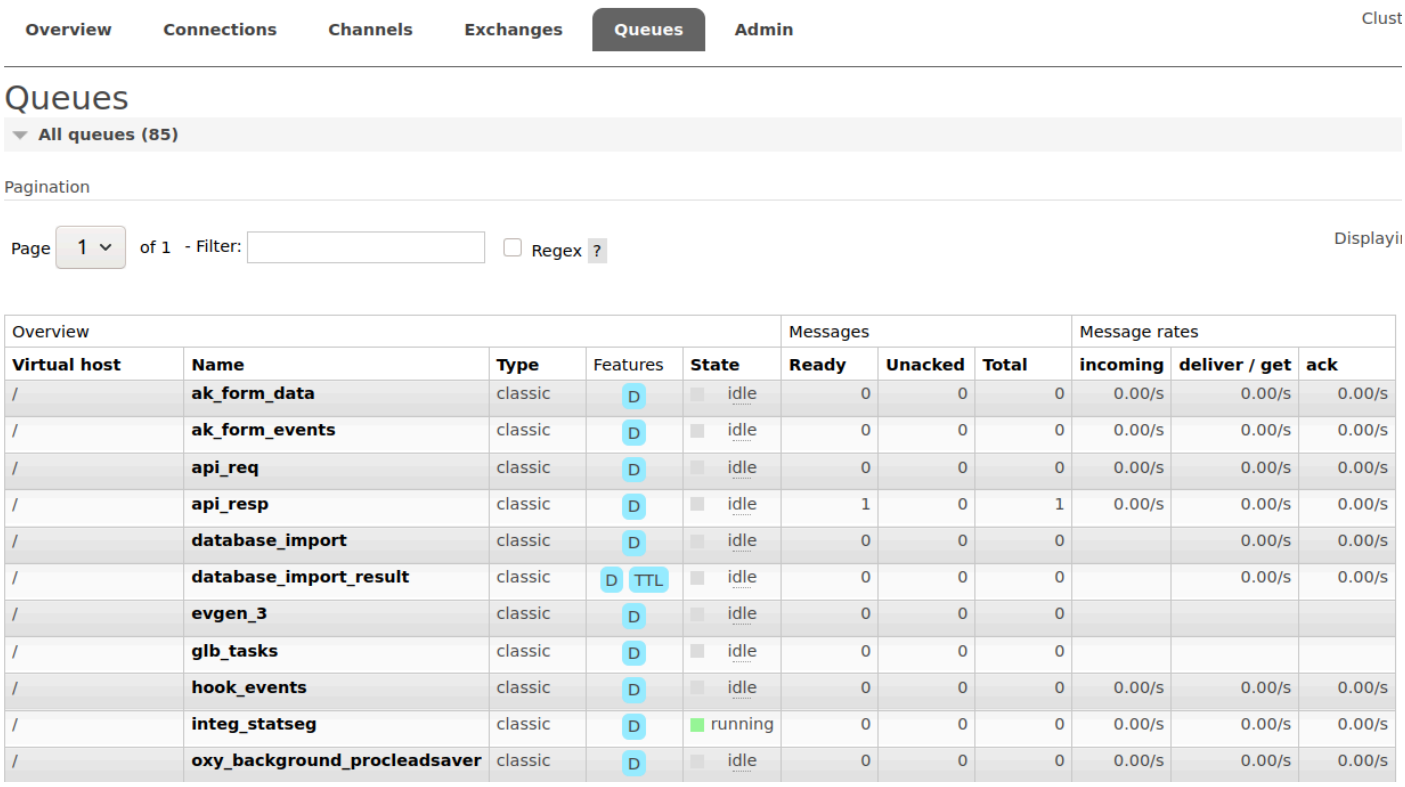
                for k, v := range bodyMap {
                        log.Println(k, v)
                }

                body, err := json.Marshal(bodyMap)
                failOnError(err, "Failed to json.Marshal bodyMap")

                err = ch.Publish(
                        "",               // exchange
                        qUeueImport.Name, // routing key
                        false,            // mandatory
                        false,            // immediate
                        amqp.Publishing{
                                ContentType: "text/plain",
                                Body:        []byte(body),
                        })
                failOnError(err, "Failed to publish a message")
        }

        log.Printf("[v] Sended %d requests to %s", amountOfPushMsgs, qUeueImport.Name)
}
```

- After executing the script, go to RabbitMQ → Queues



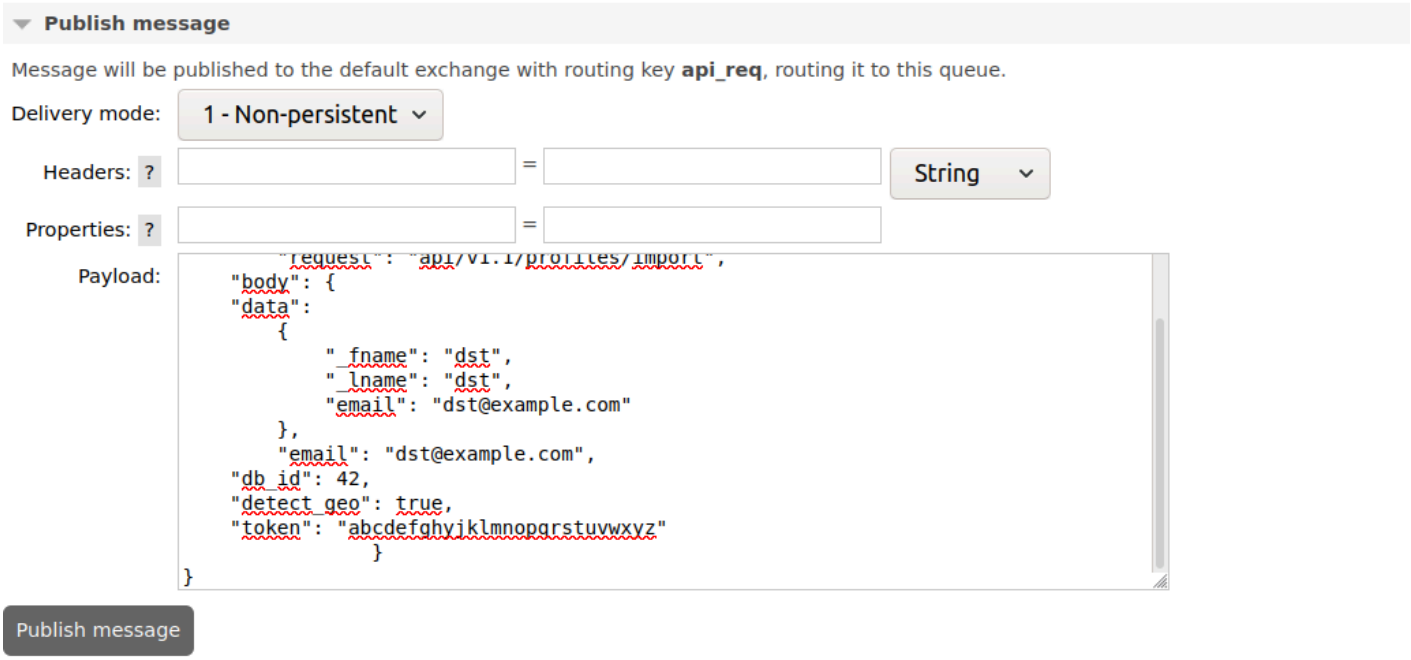
- Choose api_resp and get a response to the API request



How to send API requests via RabbitMQ Management Plugin

You can send an API request directly to RabbitMQ via api_req:

- **Go to RabbitMQ → the Queues tab. Then select api_req and Publish message.**



- **After the request is sent, you can see its result in the same way as in the first method.**

List of gender identifications

List of gender identifications

In API requests, various reports and system parameters, gender can be displayed in different ways.

Male gender can be indicated on the platform by one of the parameters of the object below:

```
{
        "id": 1,
        "title": "Male",
        "values": ["male", "1", "Male", "MASCULINE",
            "M",
            "MAN",
            "♂",
            "М",
            "МУЖ",
            "МУЖСК",
            "МУЖСКОЙ",
            "МУЖЧИНА"
        ]
}
```

Any of the following code parameters is responsible for female gender:

```
{
        "id": 2,
        "title": "Female",
        "values": ["female", "2", "Female", "FEM",
            "FEMININE",
            "F",
            "WOMAN",
            "W",
            "♀",
            "Ж",
            "ЖЕН",
            "ЖЕНСК",
            "ЖЕНСКИЙ",
            "ЖЕНЩИНА"
        ]
}
```

TIP

If you need to add other designations, you can do so by adding the required values to the gender identifier directory. You can learn more about this in this article.

Obtain valid values for fields: browsers, devices, tz, oses, languages

Description

The API method allows you to retrieve valid values for the following fields:

- `browser`
- `device`
- `tz`
- `os`
- `language`

These fields are used in the following requests:

- `/v1.1/resources/fields_get` (obtaining resource subscription fields)
- `/api/v1.1/goals/register` (goals and goal values registration)

URL

Method: POST

Request URL: `https://example.com/api/v1.1/dictionary`

Request parameters

Parameter	Type	Example	Required	Description
token	string	“abcdefghijklmnqrstuvwxyz”	Yes	API token
name	string	“browsers” “devices” “tz” “oses” “languages”	Yes	Specify the name of the system field to retrieve the corresponding list of valid values.

Request example

JSON

```
{
   "token": "abcdefghijklmnqrstuvwxyz",
   "name": "devices"
}
```

XML

```
<xml>
  <token>1</token>
```

```
  <name>devices</name>
</xml>
```

Response example

JSON

```
{
  "data": [
    {
      "title": "Desktop",
      "value": "web"
    },
    {
      "title": "Other",
      "value": "other"
    },
    {
      "title": "Mobile",
      "value": "mob"
    }
  ],
  "error": 0,
  "error_text": "Successful operation"
}
```

XML

```
<xml>
  <data>
    <value>web</value>
    <title>Desktop</title>
  </data>
  <data>
    <value>other</value>
    <title>Other</title>
  </data>
  <data>
    <value>mob</value>
    <title>Mobile</title>
  </data>
  <error>0</error>
  <error_text>Successful operation</error_text>
</xml>
```

Altcraft mSDK features

The mobile SDK v.1 is implemented on Firebase for the Android platform and on Firebase and APNs for the iOS platform. Below you can familiarize yourself with the features the SDK has to date.

INFO

It is the responsibility of the developer to use the provided mobile SDK in the target application. We do not make any guarantees about the successful implementation of the SDK into your technological scheme. However, if you have any questions about its configuration please contact the platform's technical support. Also note the following restrictions::

***The SDK currently supports working with only one resource in the platform. Use scenarios if you need to subscribe to other resources.**

- **Profiles imported into the platform via push notifications will be added to all databases related to that resource.**
- **Access to matching when importing profiles is limited, only search mode by push subscription ID is available. You can read more about matching modes here.**
- **There is no option to change the push message format when using the SDK, to use the full push functionality you will need to use the Silent Push format supported by the platform for notifications.**

Translated with DeepL.com (free version)

Android SDK (Firebase)

- ****Subscribe the user to Altcraft push notifications.**When the SDK is integrated and initialized, the Firebase Cloud Messaging device token will be transferred to the platform server and a subscriber profile will be created for further push notifications.**
- **Support for text, images and buttons in notifications. Push notifications support text, images and buttons, for which you can set a push action (follow a URL link, deepLink or open an app).**
- **Actualization of tokens on the device. SDK queries the current token from Firebase Cloud Messaging during app launch, push notification receipt, and checks it every 2 weeks via a periodic background task. This avoids Firebase token obsolescence (as recommended by Google).**
- **Update tokens on Altcraft server. In case of FCM token changes, SDK performs token update on the platform server. This ensures that the token is up to date.**
- **Registration of events. Events of notification receipt on the device and click on it (hubLink events) are registered by SDK, and their data are transmitted to the server and form statistics of push notification delivery and opening.**
- **Repeat requests. SDK automatically repeats failed subscription requests, token updates, and hubLink events. In the case of an unsuccessful request, the data to fulfill the request is stored in the database and the request is repeated. The execution is repeated as follows:**
    - **Immediately after a failure, several repeated requests are executed at increasing time intervals using the system function of the ListenableWorker class (this class is used to execute subscription, update, and hubLink requests). If the system withdraws the internet connection from the application, e.g. after a shutdown, the request will be executed again as soon as the connection is granted.**
    - **Repeat using periodic tasks of the WorkManager class with a minimum interval of 3 hours between checks for failed requests (assuming internet connection is available).**
    - **Repeat while receiving a push notification with high priority. Even if the application is unloaded from memory, receiving a push notification will "wake up" the application and provide internet access to perform**

a retry of failed requests.
    - Rerun during application startup. Each time the application is launched, a check is performed to see if there are any failed queries in the database.

- Working in background. If permission is granted to use front-end services, a subscription or token update request will continue to be executed even after exiting the application or going to background. These requests will take 1 minute to complete. This significantly increases the probability of successful request execution in case the user exits the application before its completion. However, it should be taken into account that, according to Android system requirements, while the foreground services are running, a message will be displayed in the notification panel that the application is still running.
- Notification processing. SDK provides the ability to process the message and read push notification data in the app.
- API events. The platform provides an API to receive SDK events in the application.

IOS SDK (APNs)

- Subscribe the user to Altcraft push notifications. Once the SDK is integrated and initialized, the APNs device token will be transferred to the platform server and a subscriber profile will be created to further send push notifications.
- Support for text, images and buttons in notifications. Push notifications support text, images and buttons, for which you can set a push action (follow a URL link, deepLink or open an app).
- Update tokens on Altcraft server. SDK performs automatic control of changing APNs-token of the device. If it changes, SDK will update the token on the platform server. This ensures that the token is up to date.
- Registration of events. Events of notification receipt on the device and click on it (hubLink events) are registered by SDK, and their data are transmitted to the server and form statistics of push notifications delivery and opening.
- Repeat Requests. SDK automatically repeats failed subscription requests, token updates, and hubLink events. In the case of an unsuccessful request, the data to fulfill the request is stored in the database and the request is repeated. The execution is repeated as follows:
    - Immediately after a failure, several repeated requests are executed at increasing time intervals using the functions of the SDK.
    - Repeat with tasks logged using the system framework BGTask, with a minimum interval of 3 hours between checks for failed requests (if the application is minimized).
    - Repeat at the time of receiving a push notification. Even if the application is unloaded from memory, receiving a push notification will “wake up” the application and provide access to the internet to perform a retry of failed requests.
    - Rerun during application launch. Each time the application is launched, a check is performed to see if there are any failed queries in the database.
- Working in background. SDK supports the ability to terminate subscription and token update requests after transitioning to background (minimized state) for 29 seconds. This significantly increases the probability of successful execution of requests if the user exits the application before the request is completed.
- Notification processing. SDK provides the ability to process the message and read push notification data in the application.
- API events. The platform provides an API to receive SDK events in the application.

IOS SDK (Firebase)

- Subscribe user to Altcraft push notifications. After SDK integration and initialization, the Firebase Cloud Messaging device token will be transferred to the platform server and a subscriber profile will be created to further send push notifications.

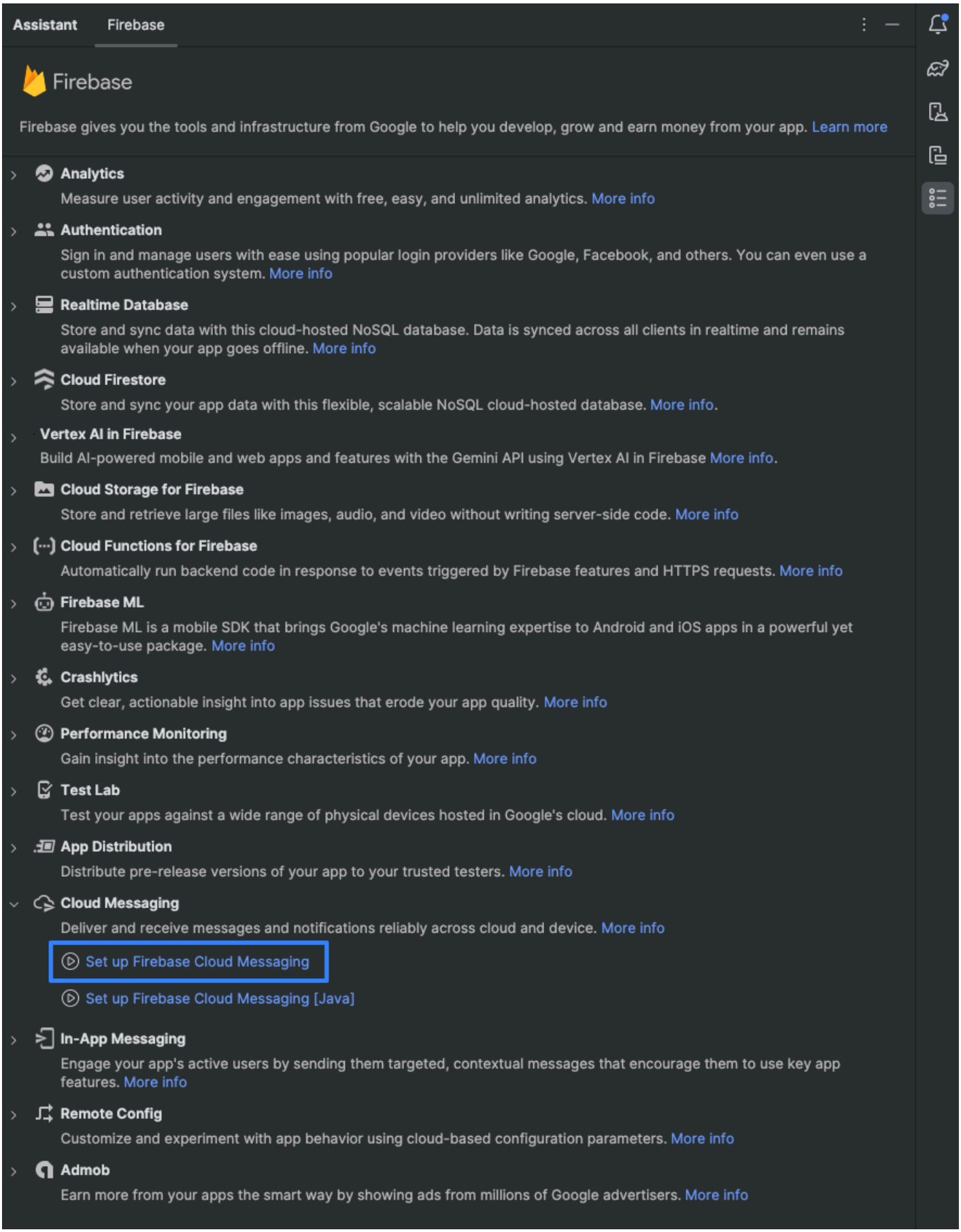
- **Support for text, images and buttons in notifications. Push notifications support text, images and buttons, for which you can set a push action (follow a URL link, deepLink or open an app).**
- **Actualization of tokens on the device. SDK queries the current token from Firebase Cloud Messaging when the app is launched and a push notification is received. This avoids Firebase token obsolescence (as recommended by Google).**
- **Update tokens on Altcraft server. In case of FCM token changes, SDK performs token update on the platform server. This ensures that the token is up to date.**
- **Registration of events. Events of notification receipt on the device and click on it (hubLink events) are registered by SDK, and their data are transmitted to the server and form statistics of push notification delivery and opening.**
- **Repeat Requests. SDK automatically repeats failed subscription requests, token updates, and hubLink events. In the case of an unsuccessful request, the data to fulfill the request is stored in the database and the request is repeated. The execution is repeated as follows:**
    - **Immediately after a failure, several repeated requests are executed at increasing time intervals using the functions of the SDK.**
    - **Repeat with tasks logged using the system framework BGTask, with a minimum interval of 3 hours between checks for failed requests (if the application is minimized).**
    - **Repeat at the time of receiving a push notification. Even if the application is unloaded from memory, receiving a push notification will “wake up” the application and provide access to the internet to perform a retry of failed requests.**
    - **Rerun during application launch. Each time the application is launched, a check is performed to see if there are any failed queries in the database.**
- **Working in background. SDK supports the ability to terminate subscription and token update requests after transitioning to background (minimized state) for 29 seconds. This significantly increases the probability of successful execution of requests if the user exits the application before the request is completed.**
- **Notification processing. SDK provides the ability to process the message and read push notification data in the application.**
- **API events. The platform provides an API to receive SDK events in the application.**

Configuring mSDK for Android via Firebase

Preparing of the application

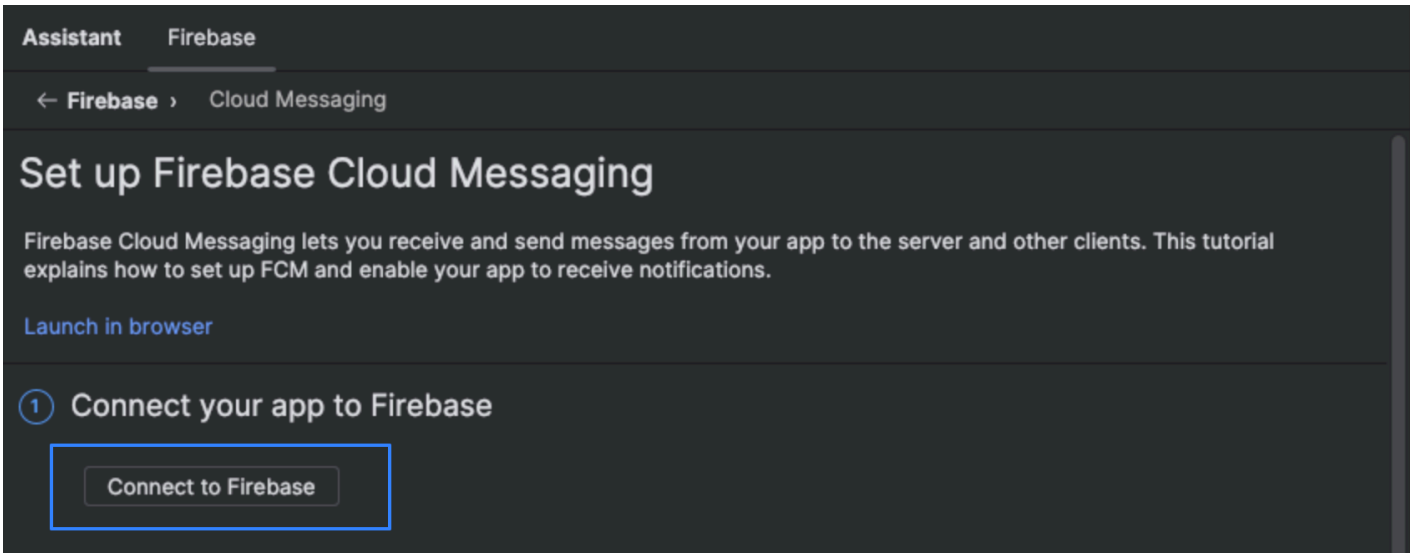
Setting up the Firebase Cloud Messaging connection

If you don’t already have a project created in Firebase, create one. Next, from the Android Studio main menu, select Tools - Firebase from the panel at the top of the screen. In the side menu that opens, select Cloud Messaging - Set up Firebase Cloud Messaging:



.

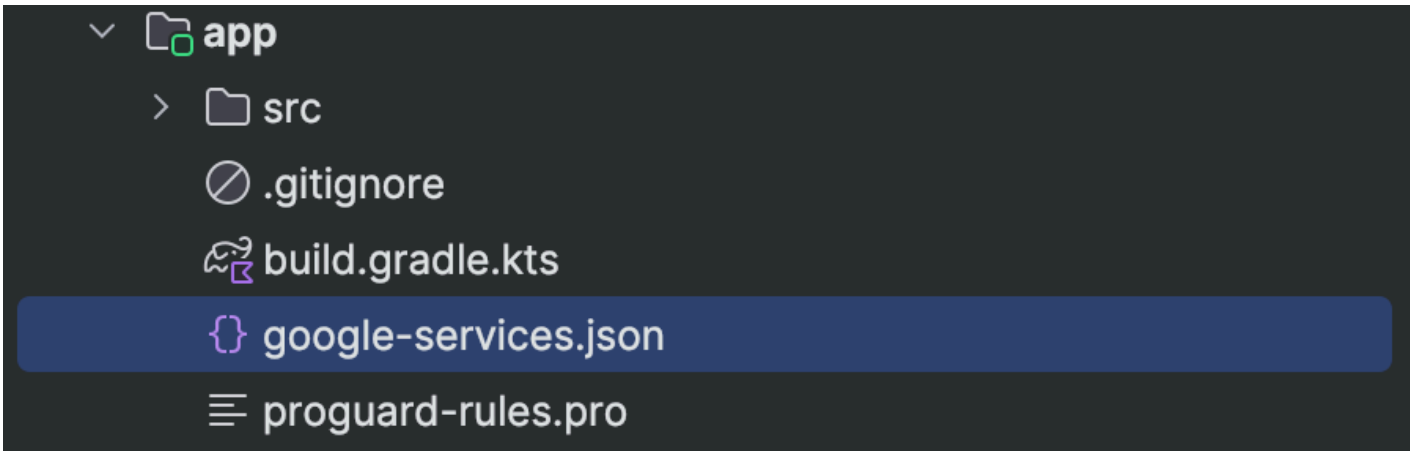
Click Connect to Firebase:



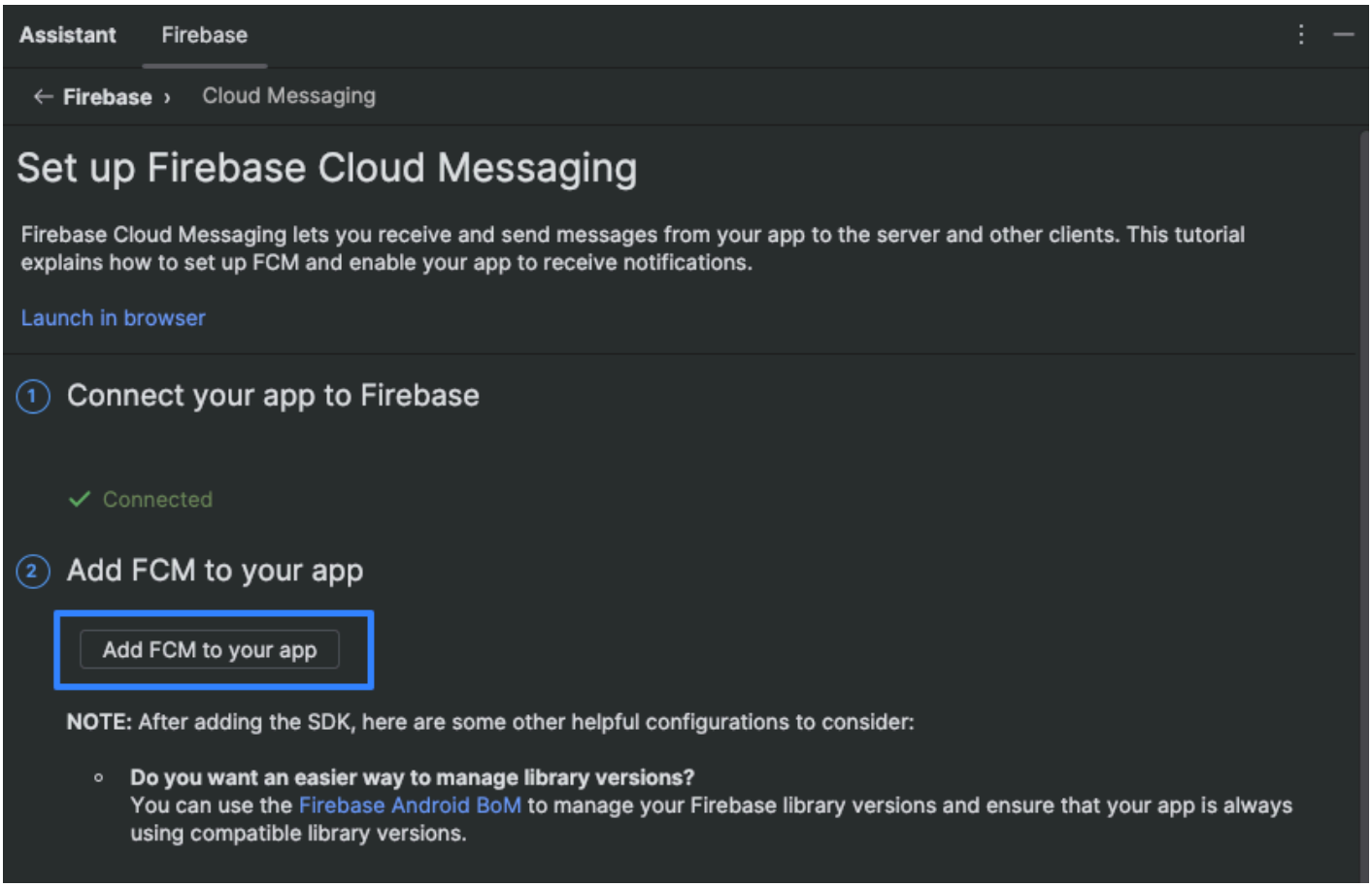
Once clicked, you will be redirected to the Google account selection page, and then to the Firebase project page. On this page, you will see Connect. Click on this button:



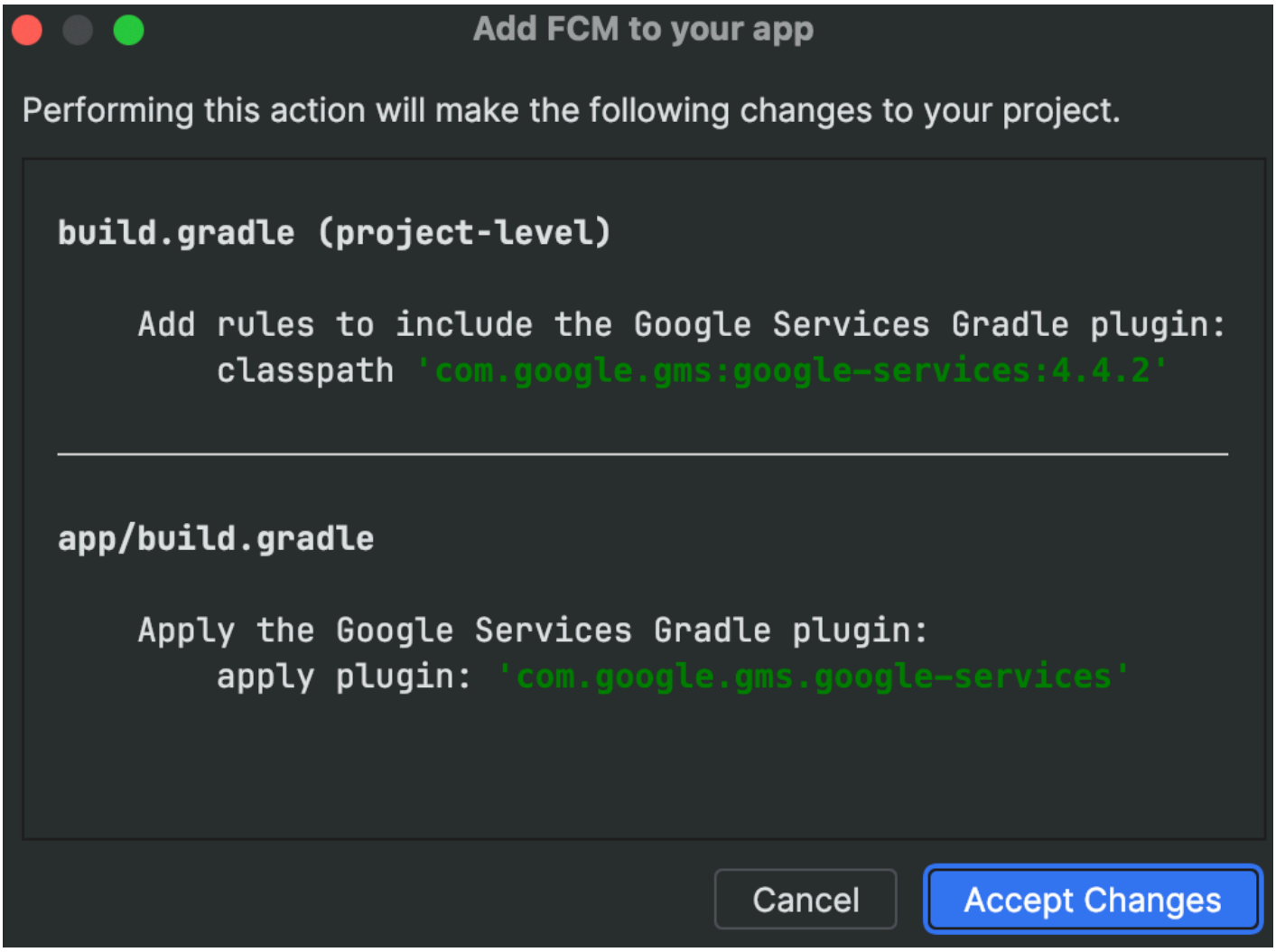
Uploading google-service.json to the “app” project folder should happen automatically. If it didn’t - do the google-service.json download yourself from the Firebase website and add the file to the folder:



In Android Studio, in the Firebase panel, select Add FCM to your app:



After clicking this button, a confirmation window will open to confirm the download of the Firebase Cloud Messaging dependencies. Confirm the download:



Check that FCM dependencies and plugins have been added correctly

- **The project level build.gradle must contain the google.services dependency:**

```
buildscript {
dependencies {
classpath(libs.google.services)
}
}
```

- **The build.gradle file of the application layer must contain the com.google.gms.google-services plugin:**

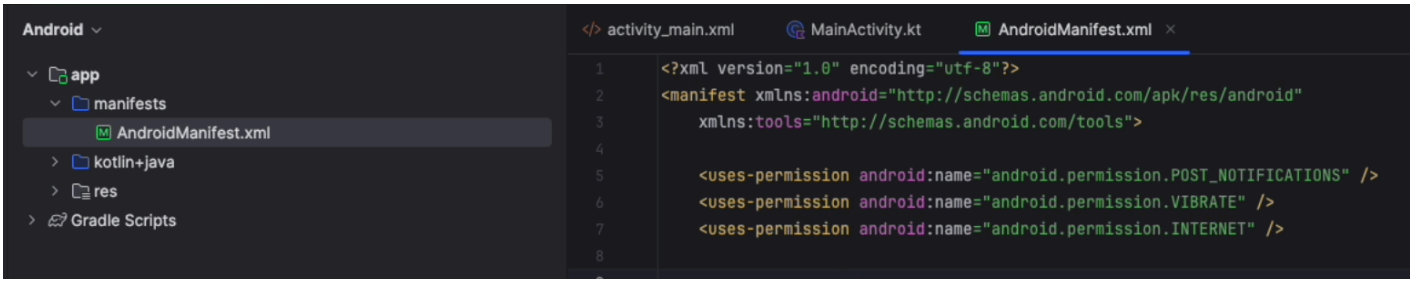
```
plugins {
id(“com.google.gms.google-services”)
}
```

- **also the build.gradle application level must contain the firebase.messaging dependency in the dependencies block:**

```
dependencies {
implementation(libs.firebase.messaging)
}
```

Add permissions to the AndroidManifest app

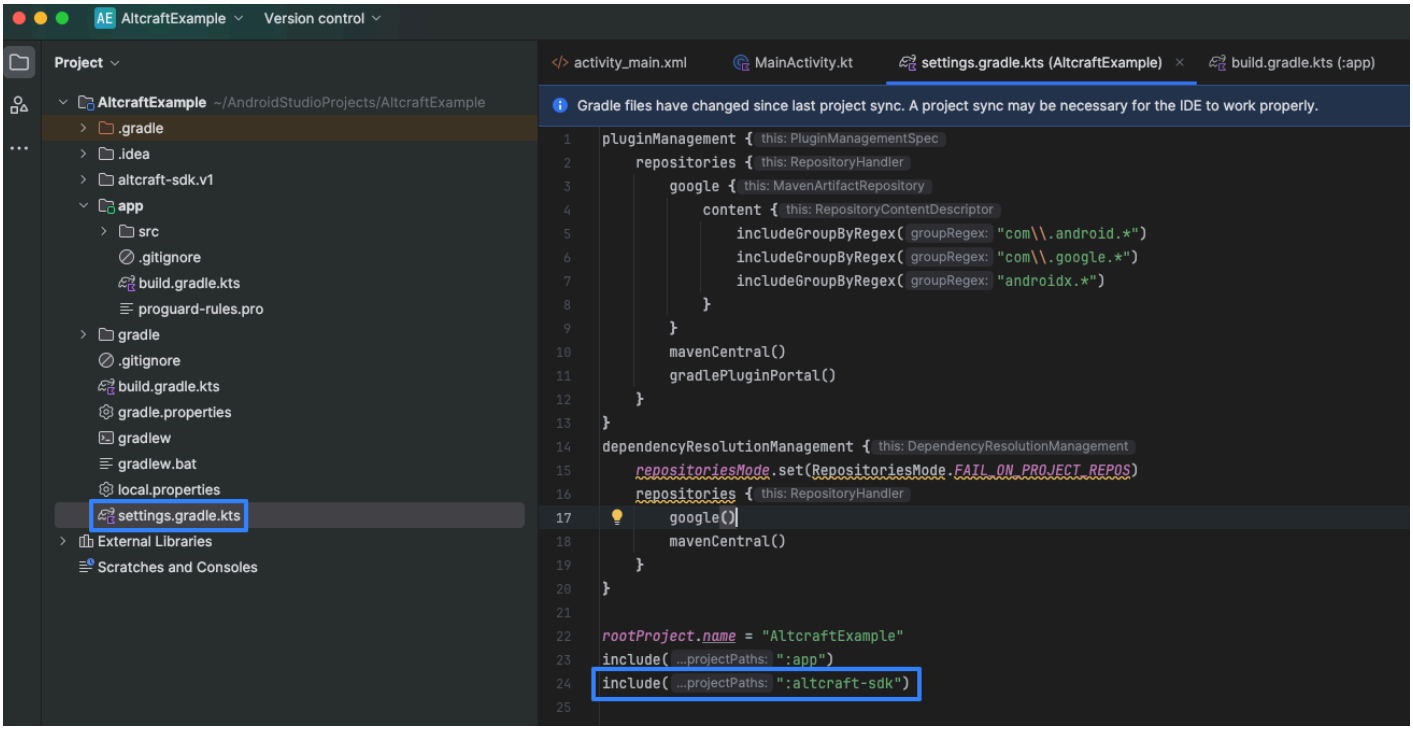
To add permissions to the application, paste the following code into the AndroidManifest file:



SDK Integration

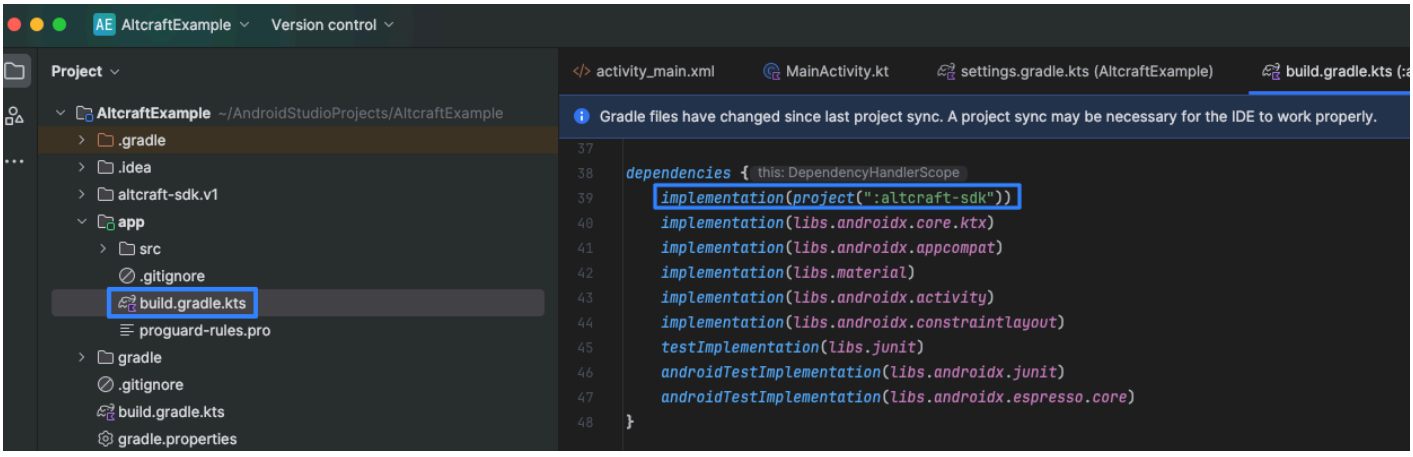
Add the altcraft-sdk library folder to the project folder in Android Studio at project level. In the setting.gradle.kts file, add the library module using the command:

```
include(":altcraft-sdk")
```

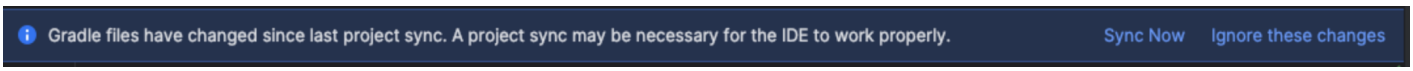


In the build.gradle.kts file of the app module (in the dependencies block), add the library dependency using the command:

```
implementation(project(":altcraft-sdk"))
```



Then do sync by clicking the appropriate button at the top of the screen:



SDK Initialization

Creation of a configuration variable

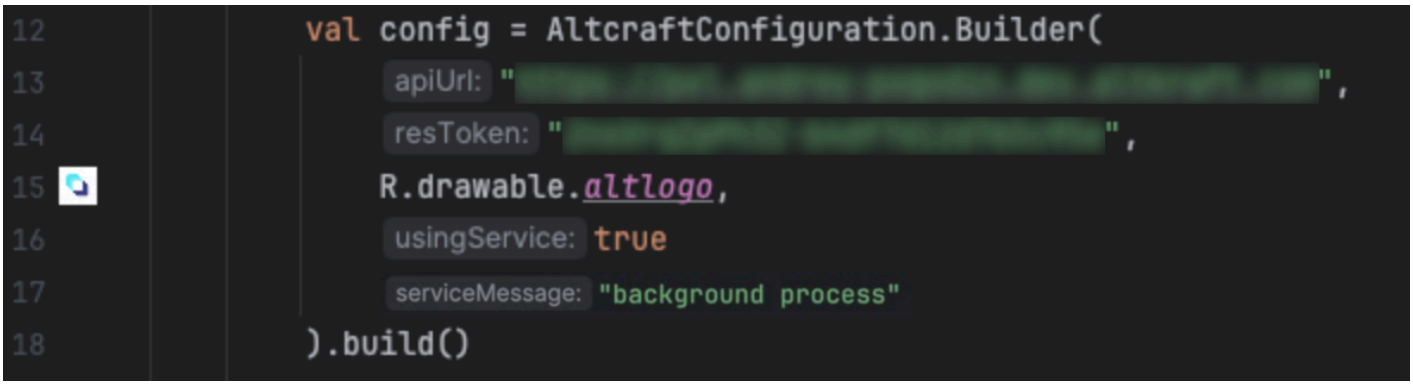
Add the following variable:

```
val config = AltcraftConfiguration.Builder(
            apiUrl: String,
            resToken: String,
            icon: Int,
            usingService: Boolean

        ).build()
```

In this variable, specify the following parameters:

- **apiUrl - URL address of platform pixel domain**
- **resToken - Altcraft resource token**
- **icon - identifier of the Drawable image resource to be used as a notification icon**
- **usingService - boolean value for the parameter that allows or disallows the use of foreground services during the execution of push notification subscription and subscription token update. The use of foreground services ensures that functions are completed in situations where the user has closed or minimized the application before the subscription or update process is complete. The operation of the foreground services is accompanied by the display of a notification to inform users that the program is running in the background.**
- **serviceMessage - string value used to specify the message text that will be displayed in the notification when frontend services are enabled. The default value is “null”. If the use of front-end services is enabled and the serviceMessage value is “null”, the service notification will indicate “background process”.**



Execution of the SDK initialization function

Execute the following function:

`AltcraftSDK.init(context: applicationContext, configuration: config)` with the following parameters:

- **context - application context**
- **configuration - configuration variable.**

Adding configuration and SDK initialization is recommended to be done in the class extending Application() or in the main Application Activity.

```
20          AltcraftSDK.init(applicationContext, config)
```

Subscription to Altcraft push notifications

Starting with API 33, user permission is required to show notifications. Prior to API 33, adding permission to the manifest file automatically authorizes the display. The Altcraft notification subscription function will only be executed if permission to show notifications has been granted, there is a saved SDK configuration, and the initialization process is complete.

Once permission to show notifications has been granted and the SDK has been initialized, execute:

`AltcraftSDK.pushModule.subscribe(context: Context)`, where context is the context of the application.

Processing and receiving notifications in an application

To process and retrieve notification data values in an application, you must override the PushService class of the library that extends FirebaseMessagingService(). To do this:

1. **In the application, create a class that extends PushService():**

```
class AppPushService : PushService() {
    override fun onNewToken(token: String) {
        super.onNewToken(token)
    }
    override fun onMessageReceived(message: RemoteMessage) {
        super.onMessageReceived(message)
    }
}
```

2. **Add the service code to the application's AndroidManifest file in the application section:**

```
        <service
            android:name="service class name"
            android:directBootAware="false"
            android:enabled="true"
            android:exported="false"
            android:usesCleartextTraffic="true">
            <intent-filter>
            </intent-filter>
        </service>
```

Once the notification is received, the onMessageReceived function will access the message object of the RemoteMessage class, from which the values of `message.data["key"]` can be retrieved, where "key" is the required key.

The call `super.onMessageReceived(message)` inside the onMessageReceived (message: RemoteMessage) function allows displaying a push notification using the SDK builder method. Excluding the call to `super.onMessageReceived(message)` cancels the display of the push notification using the library's builder method, delegating this function to the application developers.

Receive SDK events in the application

SDK events are string objects containing event code. Events are added to a list of events to be listened to. Use the following code to access the list of events in the application:

```
 AltcraftSDK.eventsList.addListener { eventsList ->
     // events List - list containing SDK events.
}
```

When the list is changed, the `addListener` function closure will be triggered and the `eventsList` will be updated.

> **TIP**
>
> The decoding of the codes is provided in a separate file. (it is good to give a link to the file or its name)

SDK data cleanup

SDK data cleaning includes:

- Cleaning up SDK database objects
- Cleaning up `SharedPreferences` SDK data
- Terminating existing `WorkManager` SDK tasks.

To clear SDK data, execute the `clearCache` function of the Altcraft object:

`AltcraftSDK.clearCache(context: applicationContext) {}`, where context is the application context.

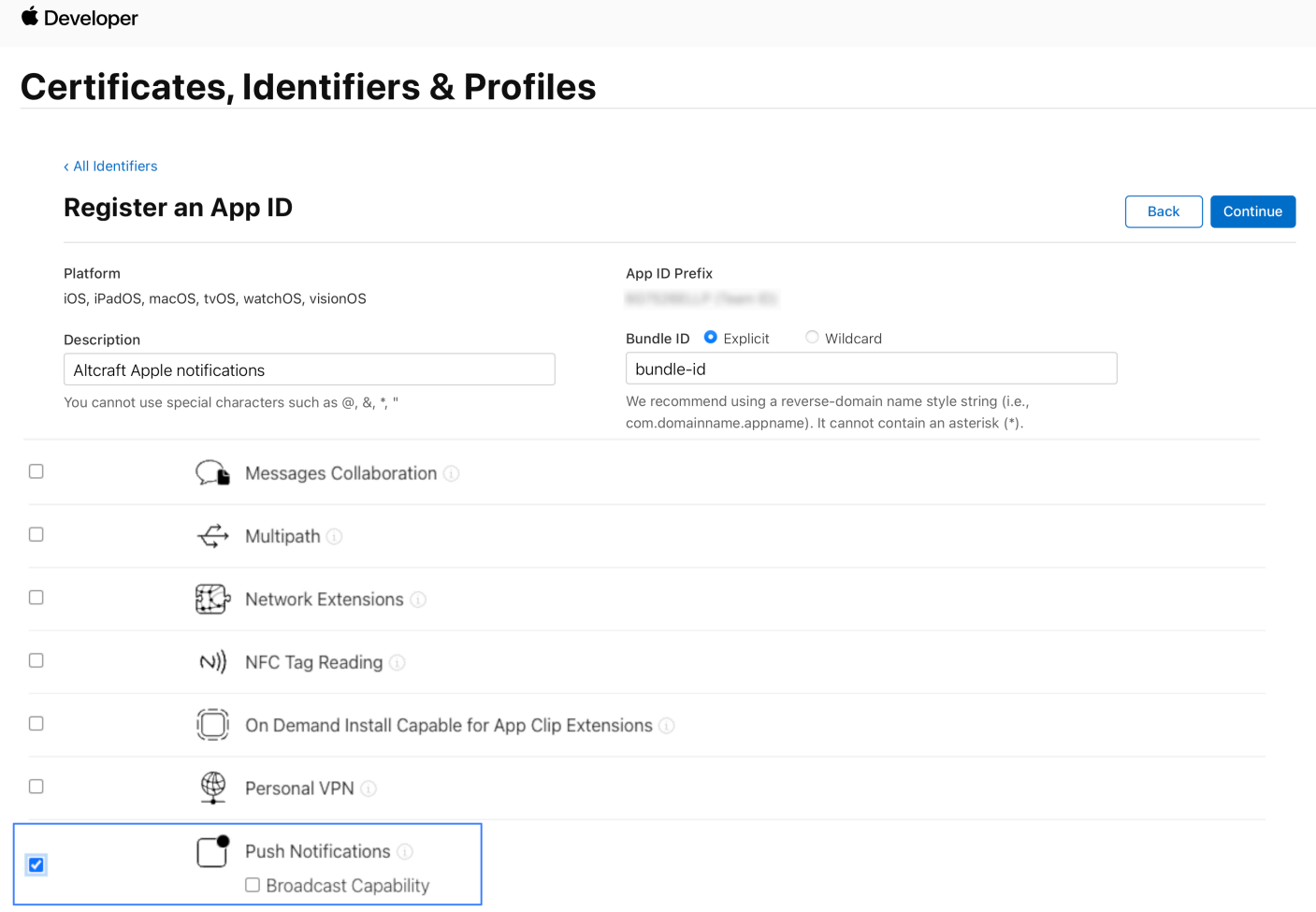
The `clearCache` closure is triggered after executing the function.

> **INFO**
>
> Data clearing is required to subscribe to push notifications after changing configuration data if there are existing subscriptions.

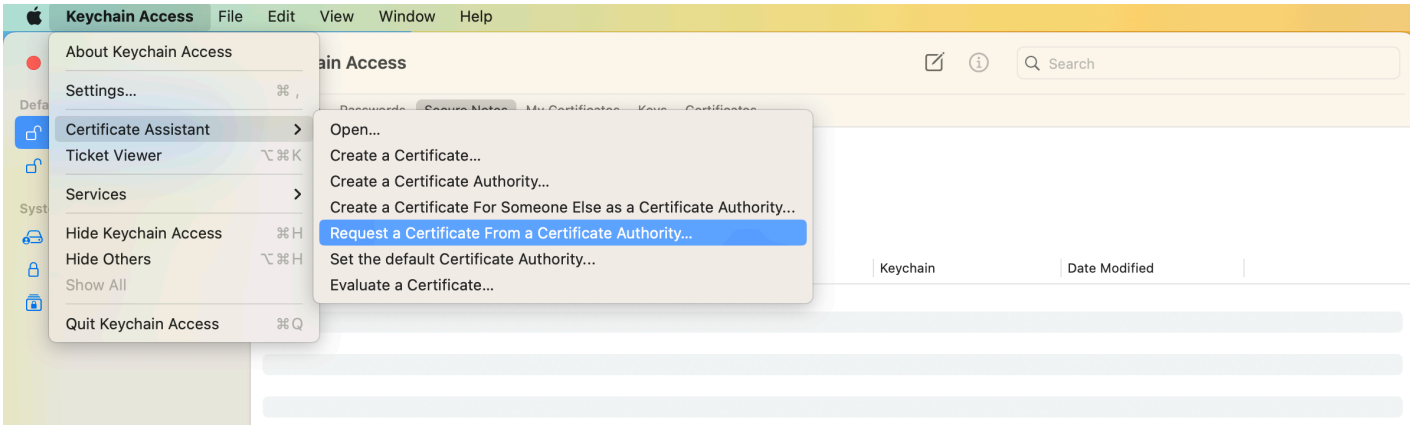
Configuring mSDK for iOS via APNs

Connect the project to APNs

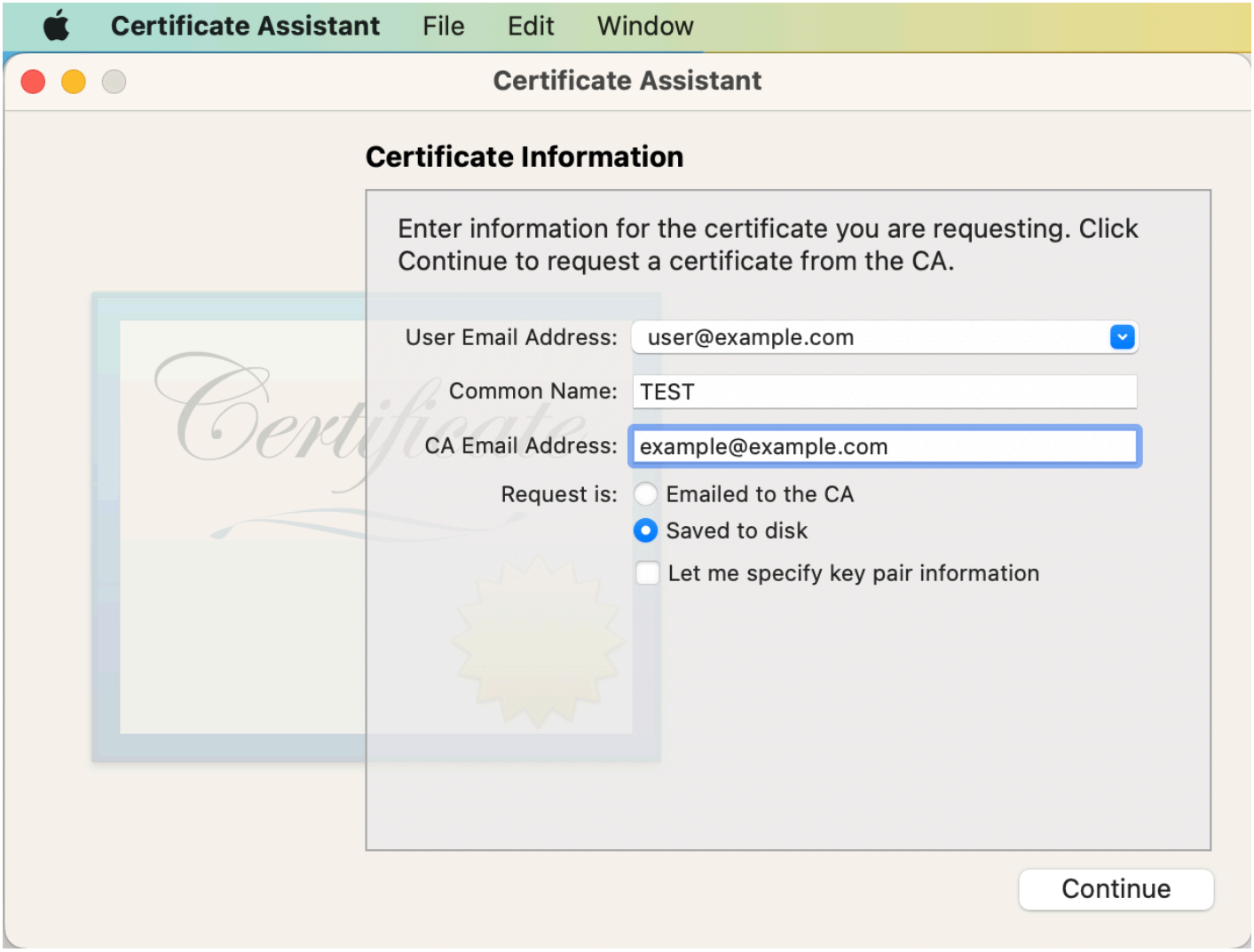
Go [to the Apple Developer website](#) to "Account " — “Certificates, Identifiers & Profiles” — “Identifiers”. Create a new identifier. Select the App IDs option, then App. Enter a title in the Description field, specify the Bundle ID of the application in the appropriate field, select the Explicit option, then select Push Notifications from the list below and register the ID:



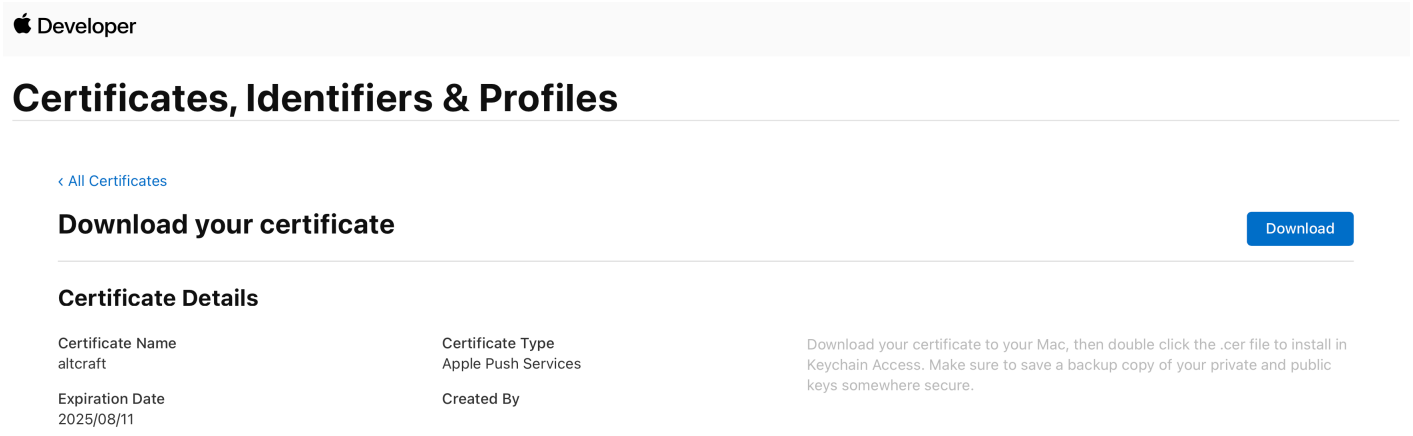
Open the “Keychain” application on your device. Go to “Default Keychains” — “Login”, select "Certificate Assistant " — “Request a Certificate From a Certificate Authority” from the menu:



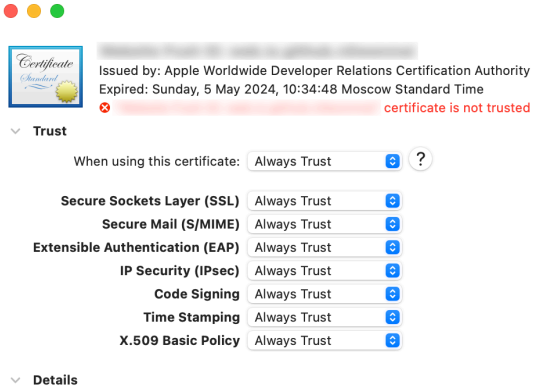
In the window that opens, fill in the required fields and select “Saved to disk”. Save the certificate on the device:



Go back to "Certificates, Identifiers & Profiles " — "Certificates " on the website. Create a new certificate. In the Services list, select Apple Push Notification service SSL (Sandbox & Production). In the next item, find your application in the AppID drop-down list. Upload the certificate you created earlier into the appropriate field. Save the resulting Apple certificate to your device:



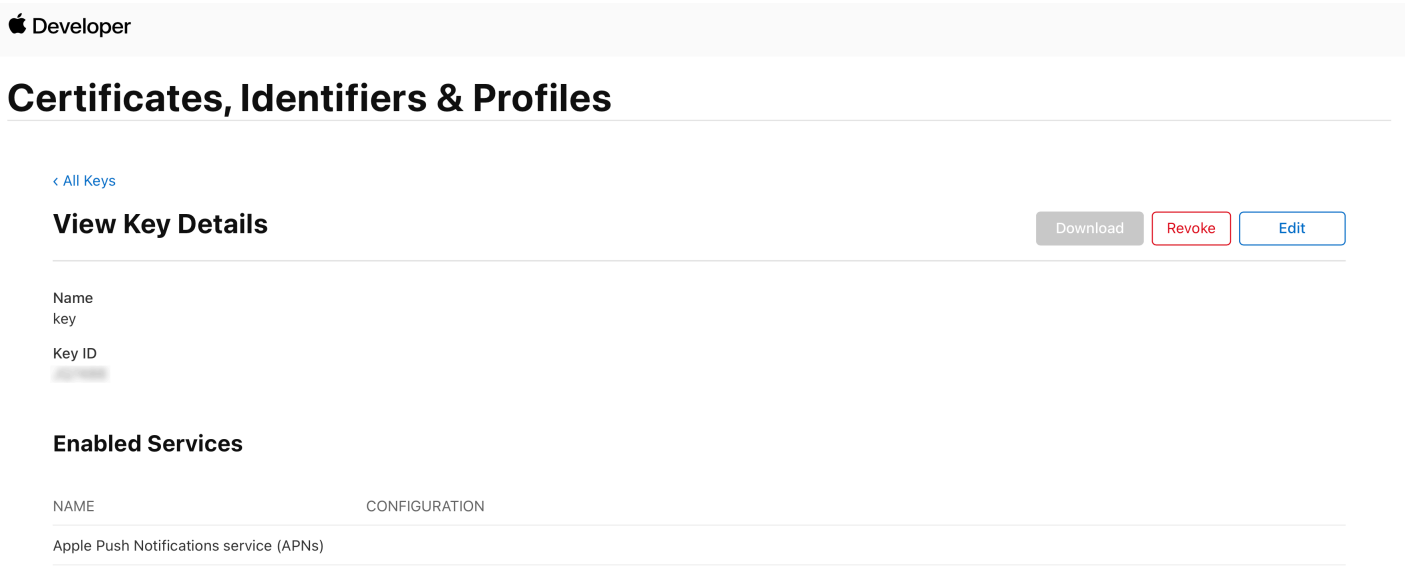
Double-click it to make it appear in the Keychain application. Open it and select “Always Trust” in the certificate usage options:



The next steps depend on whether you want to use token or certificate authentication.

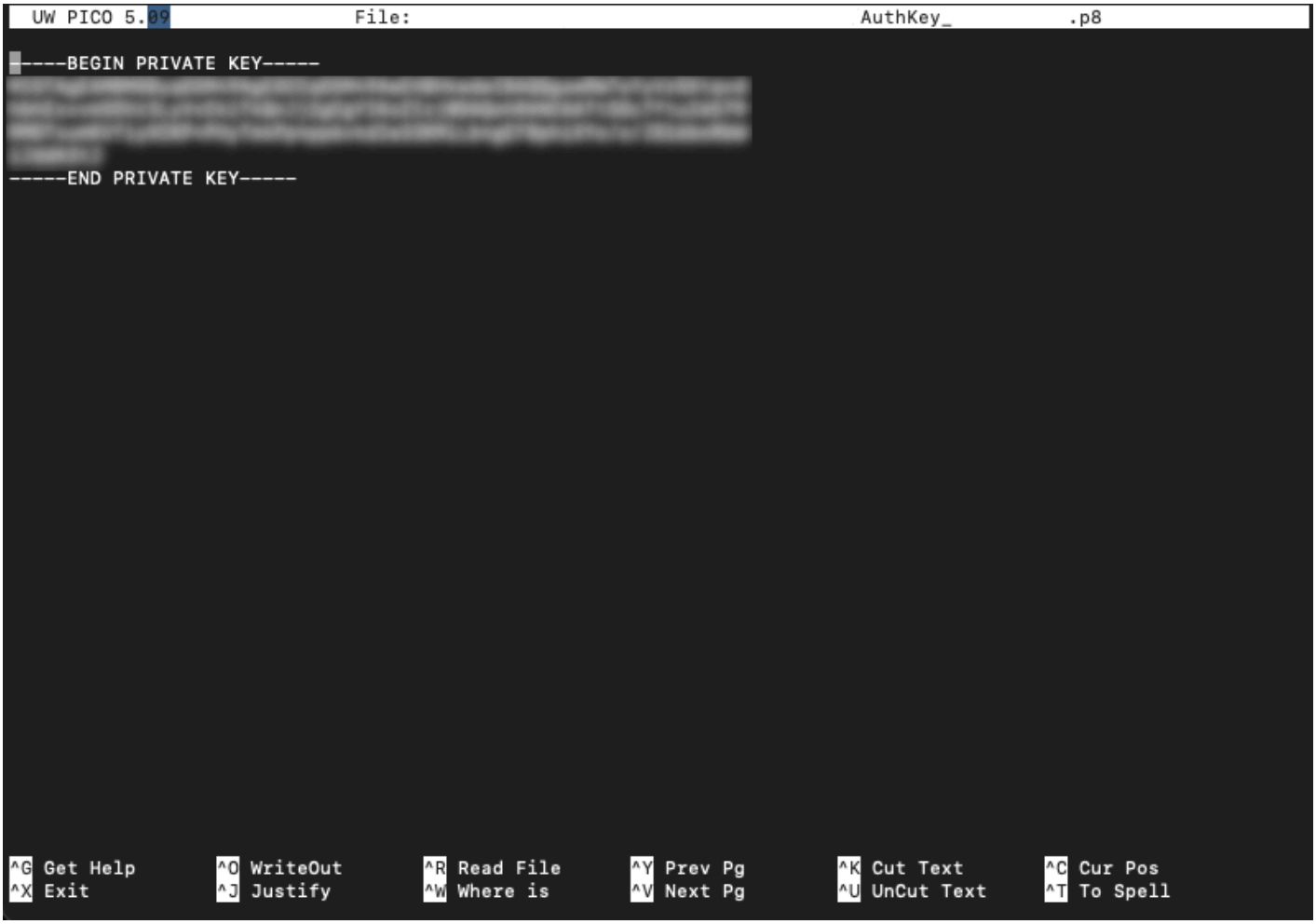
Token authentication

On the Apple Developer site, go to “Certificates, Identifiers & Profiles” — “Keys”. Create a new key. Specify the name of the key and its type — APNs, click “Continue”, then “Register”. Make a note of Key ID, it will be required to configure the resource on the platform:

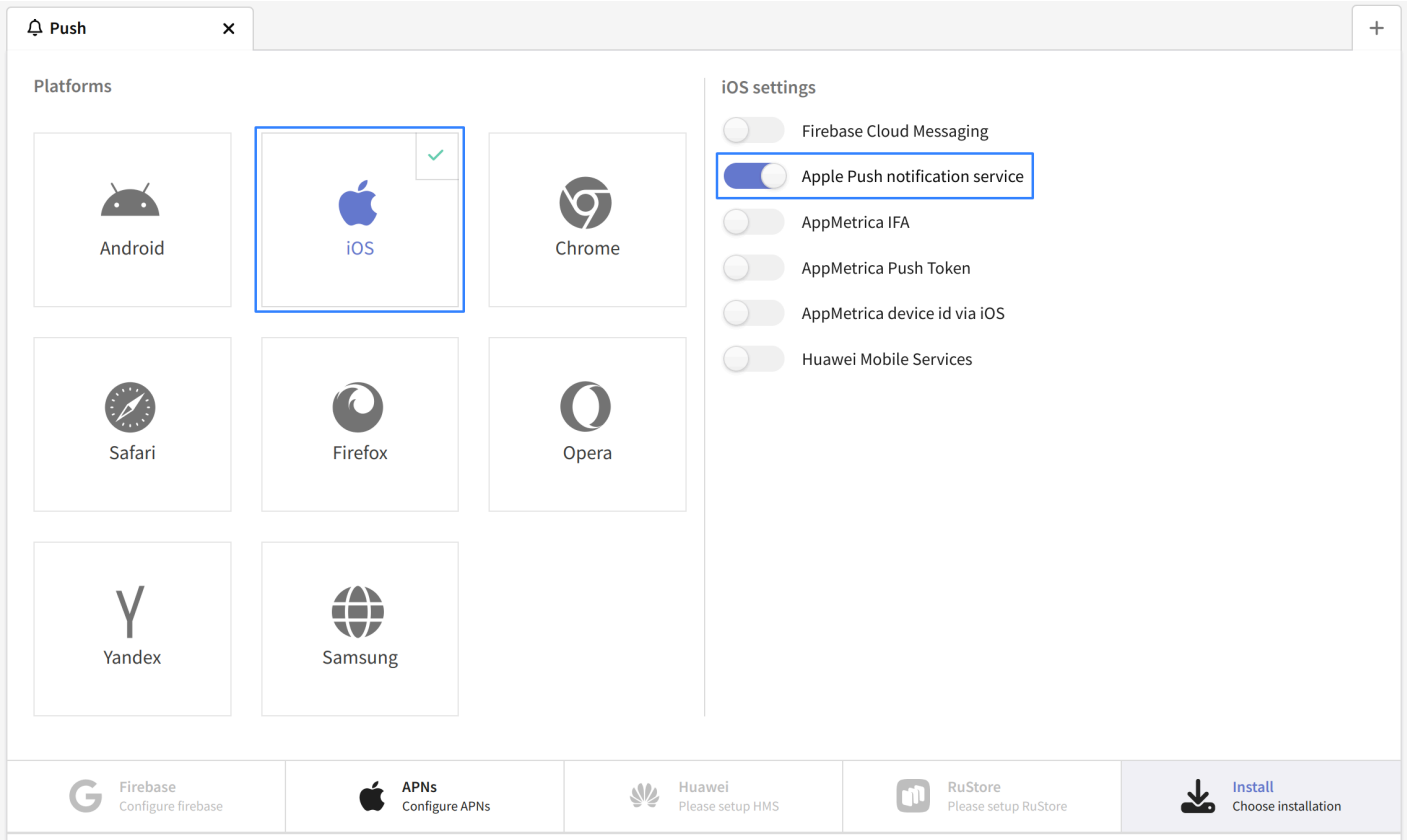


Download the key to your device. You need to open it with any text editor. The signature key is contained inside. You will need to specify it in the appropriate field when configuring the resource.

> **CAUTION**
>
> **The key can only be downloaded one time. If you can’t download it now, click “Done” and come back when you can.**

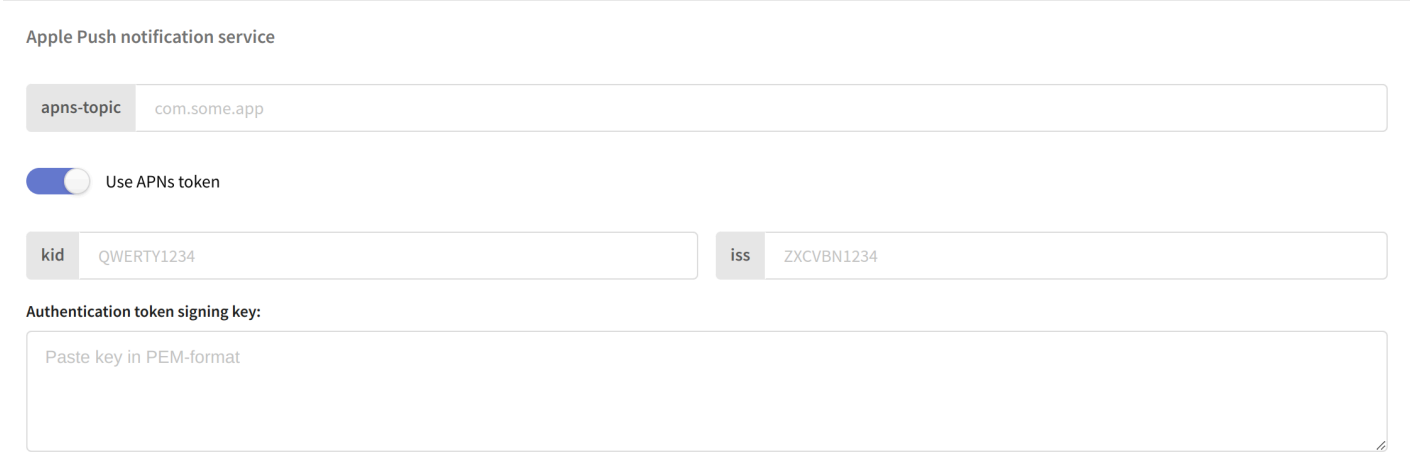


On the Altcraft platform, create a resource for the push channel, select the iOS platform and enable the Apple Push Notification service switch:



Activate the “Use APNs token” switch in the settings below. Fill in the following fields:

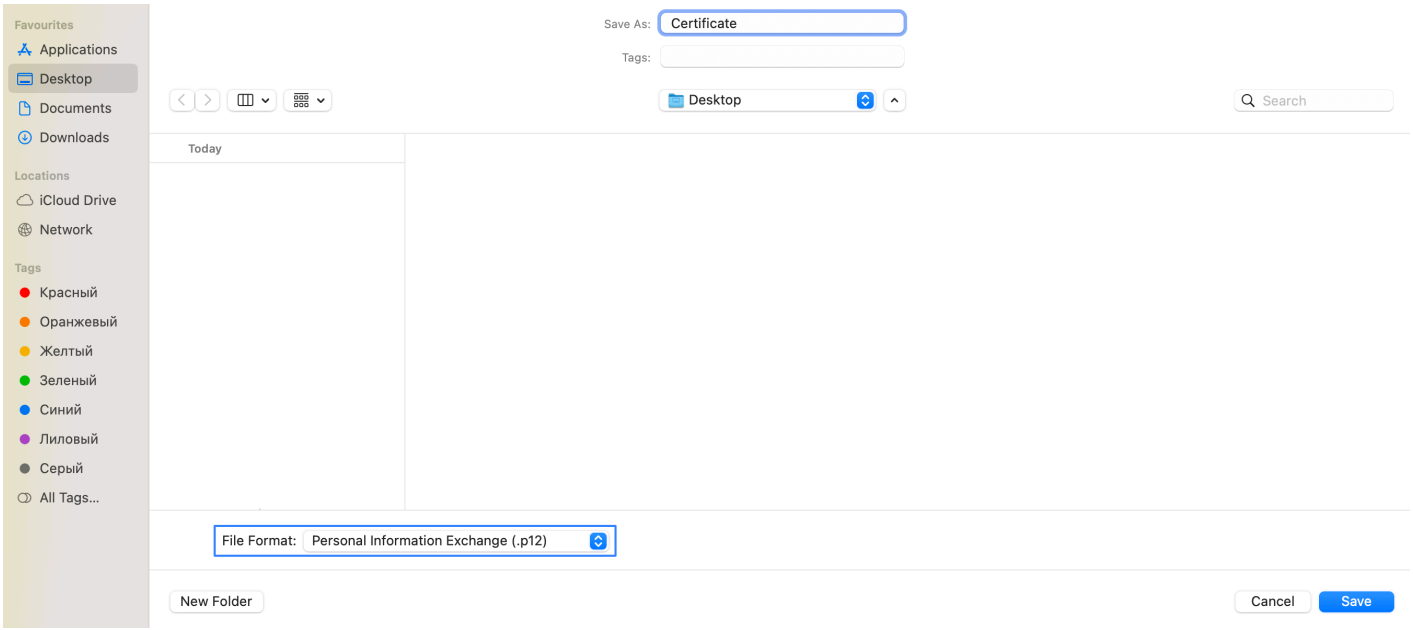
- **apns-topic — Bundle ID of the application.**
- **kid — KeyID value of the key.**
- **iss — Team ID, usually found in the developer account on the Apple Developer site.**
- **Signature Key — The contents of the key file downloaded earlier.**



Save the configured resource using the buttons at the top of the page. The platform is ready to send notifications using APNs.

Certificate authentication

In the Keychain application, right-click the created certificate and export it. Select the .p12 format. If necessary, set a password for the certificate:



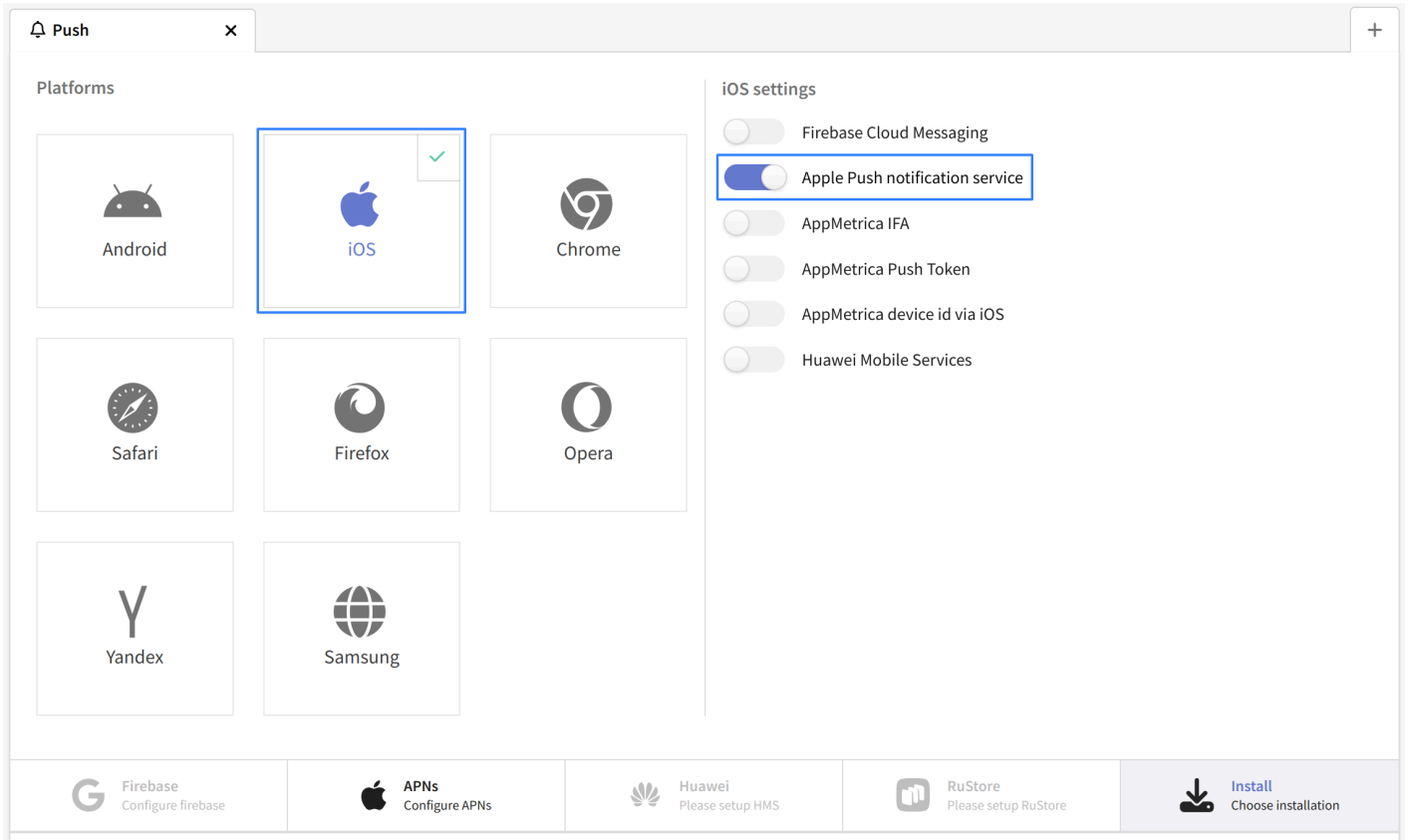
Using terminal navigate to the folder where you exported the certificate. Create a pem key using the command `openssl pkcs12 -in filename.p12 -out filename.key.pem -nocerts -nodes`, where `filename.p12` is the name of the exported file and `filename.key.pem` is the name of the key pem file to be created.

Without closing the terminal or navigating to other folders, create a pem certificate using the `openssl pkcs12 -in filename.p12 -out filename.crt.pem -clcerts -nokeys` command similar to the command above (`filename.p12` is the source file, `filename.crt.pem` is the destination file).

Open these files with the nano editor and copy the key and certificate value:



On the Altcraft platform, create a resource for the push channel, select the iOS platform and enable the Apple Push Notification service switch:



Activate the "Use APNs certificate " switch in the settings below. Fill in the following fields:

- **Certificate — the value of the pem certificate you created.**
- **Private Key — the value of the pem key you created.**

Use APNs certificate

Certificate: *

Paste cert in PEM-format

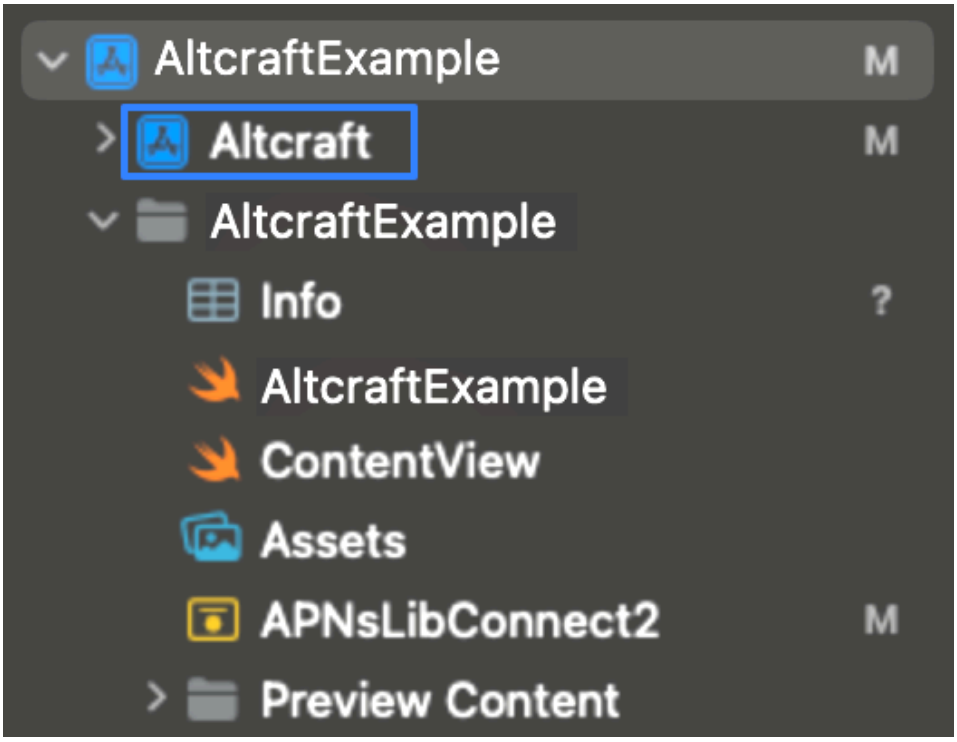
Private key: *

Paste private key in PEM-format

Save the configured resource using the buttons at the top of the page. The platform is ready to send notifications using APNs.

Prepare the application

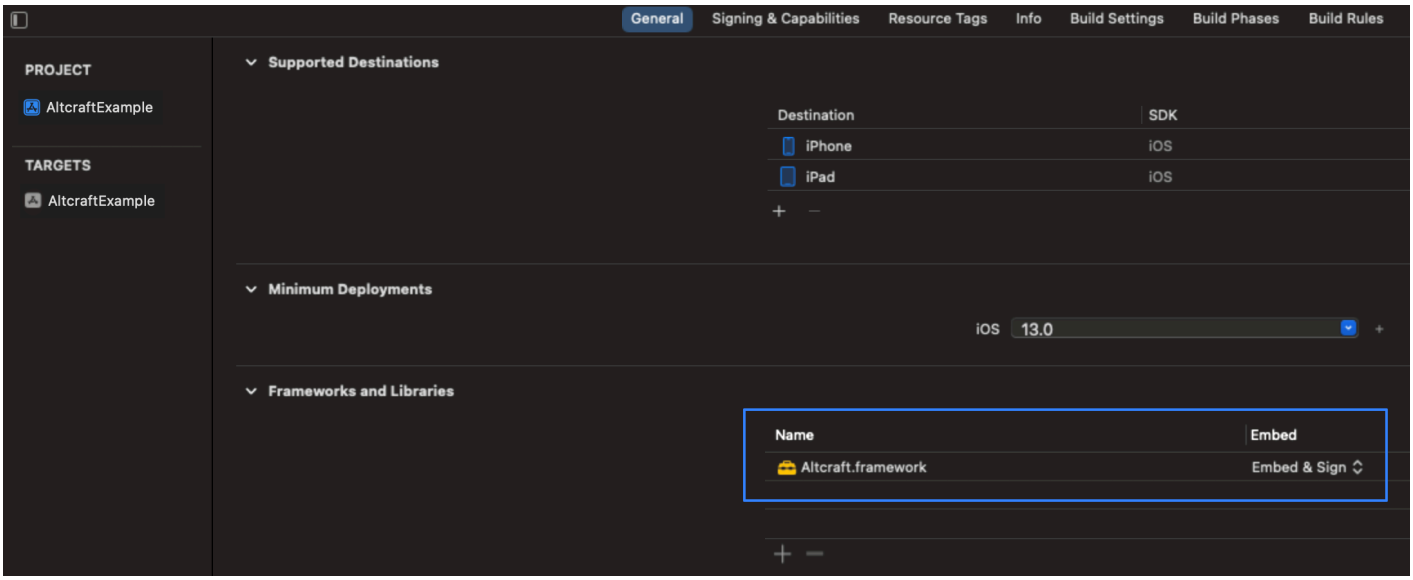
1. Place the Altcraft.xcodeproj file flush with the application folder in the project:



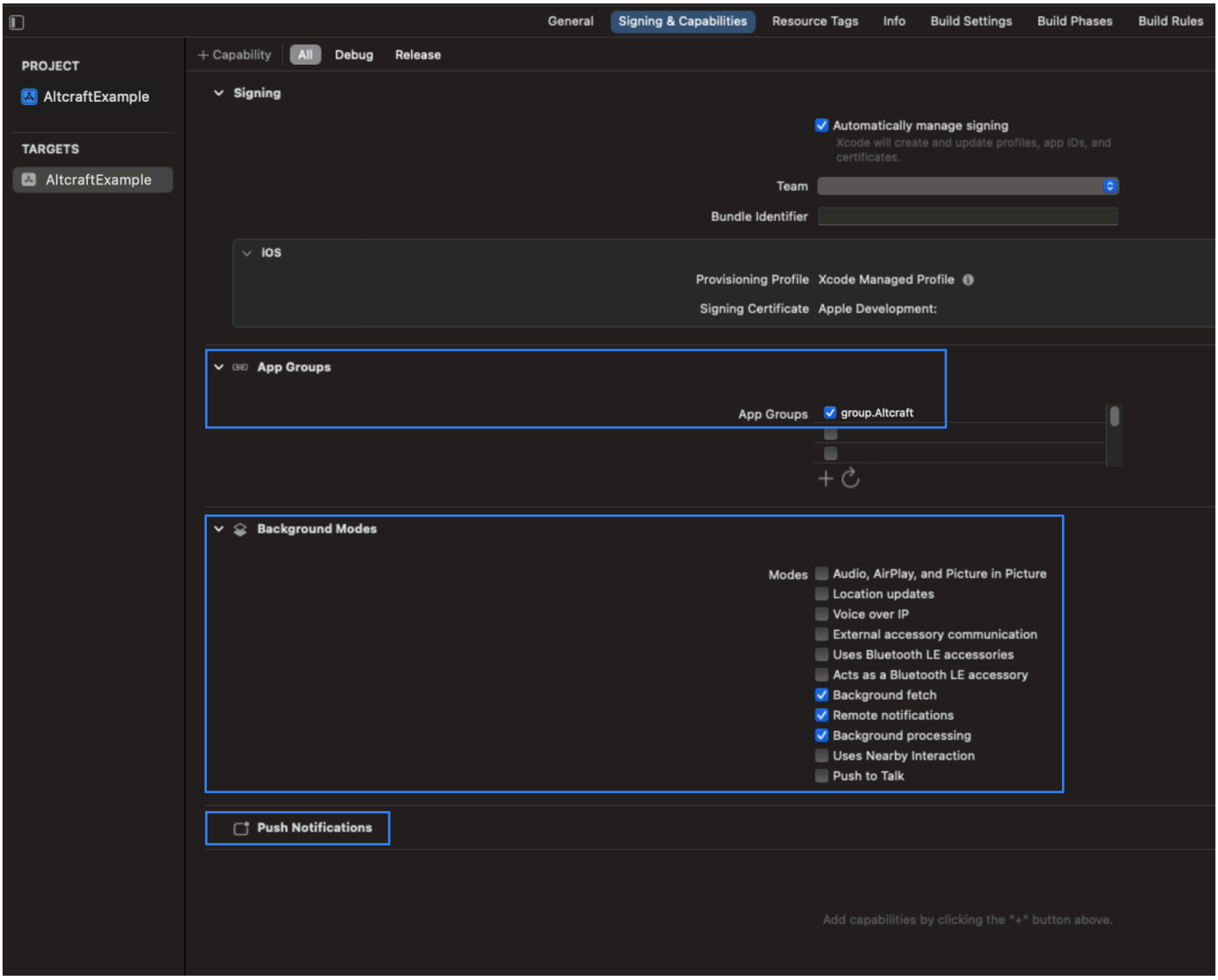
2. Make the target settings for the application:

- **General section:**

  Add the Altcraft framework under "Frameworks, Libraries and Embedded Content ".

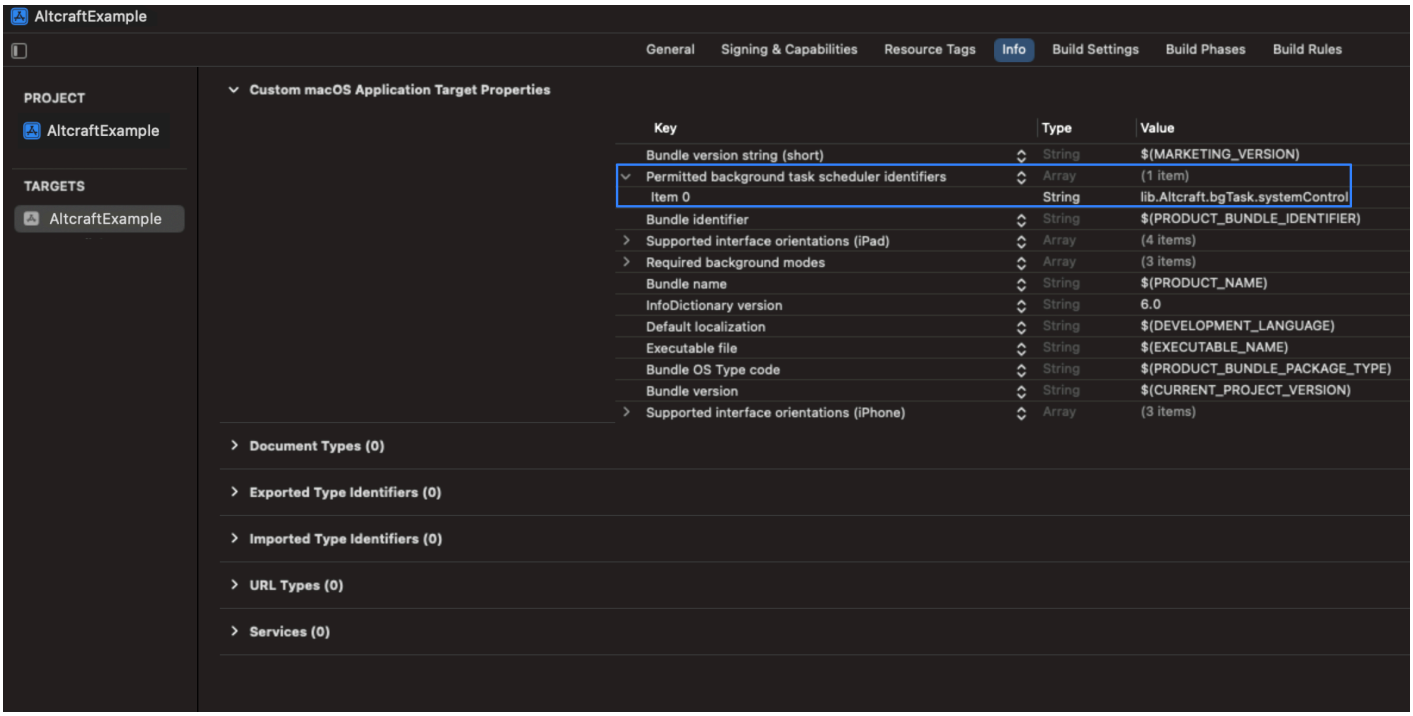


- **Under Signing & Capabilities, add the following Capabilities:**
    - **PushNotifications;**
    - **AppGroups - In this parameter, specify a name for the group to be used later. Adding AppGroups is necessary to pass information to the Notification Service Extension;**
    - **Background Modes - select Background fetch, Remoute notification, Background processing.**



- **Info section:**

Add a key “Permitted background task scheduler identifiers” and a value “lib.Altcraft.bgTask.systemControl” for it. This is necessary to register a bgTask that will perform a replay of failed requests to the server in Background mode;



Preparing AppDelegate

1. Import the Altcraft SDK dependency Altcraft SDK to the Swift file containing the AppDelegate class:

```
import Altcraft
```

2. Add the necessary functions to the AppDelegate class. It should contain the following functions and variables:

```
class AppDelegate: NSObject, UIApplicationDelegate {

    /// groupName: This is the identifier that is used in App Groups
    private let groupsName = "group.you_name"

    /// apiUrl:  The URL to the Altcraft API endpoint.
    private let apiUrl = "apiUrl"

    /// resToken: The unique identifier of the Altcraft resource.
    private let resToken = "resToken"

    func application(_ application: UIApplication, didFinishLaunchingWithOptions
launchOptions: [UIApplication.LaunchOptionsKey: Any]?) -> Bool {

        /// - important! The call to setGroupsName() must be made before initializing all
other sdk objects in the didFinishLaunchingWithOptions method.
        StoredVariablesManager.shared.setGroupsName(value:groupsName)

        let config = AltcraftConfiguration.Builder()
            .setProvider(Constants.ProviderName.apns)
            .setApiUrl(apiUrl)
            .setResToken(resToken)
            .build()
```

```
        AltcraftSDK.shared.initialization(configuration: config)
        AltcraftSDK.shared.periodicBackgroundTasks.registerBgTaskForSystemFunctionControl()

AltcraftSDK.shared.notificationServiceFunction.registerForPushNotificationsWichSubscription(f
or: application)
        return true
    }
    func application(_ application: UIApplication,
didRegisterForRemoteNotificationsWithDeviceToken deviceToken: Data) {
        AltcraftSDK.shared.pushModule.pushModuleControl(deviceToken: deviceToken)
    }
}
```

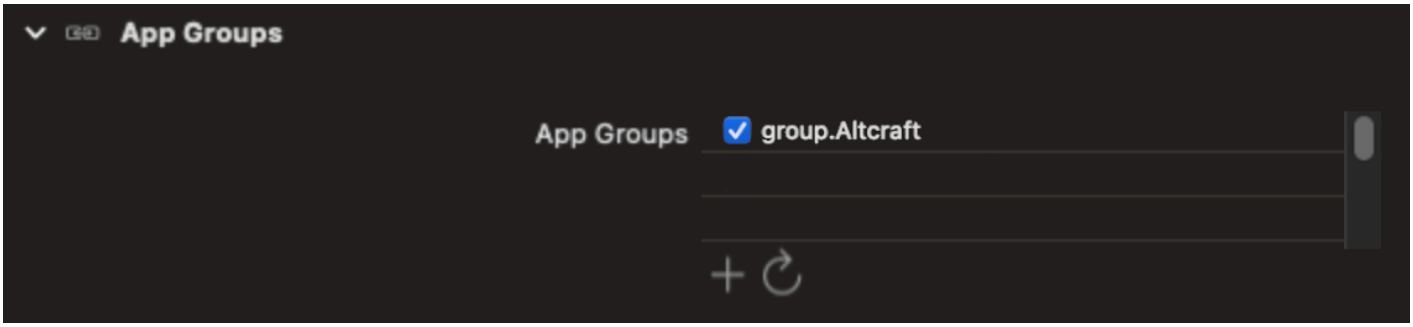
To connect AppDelegate in SwiftUI, use adaptor:

`@UIApplicationDelegateAdaptor(AppDelegate.self) var delegate`

Key AppDelegate Properties

1. Be sure to specify a proprietary AppGroupsName:

`private var appGroupsName = "group.you_name"`, **where “group.you_name” is the name of the group you created. It must match the name specified in Signing & Capabilities:**



2. Perform a appGroupsName save before initializing any other Altcraft objects:

`StoredVariablesManager.shared.setGroupsName(value: appGroupsName)`

3. Create a configuration variable:

```
    let config = AltcraftConfiguration.Builder()
            .setProvider(Constants.ProviderName.apns)
            .setApiUrl(apiUrl)
            .setResToken(resToken)
            .build()
```

- **Constants.ProviderName.apns is a constant containing the name of the service for sending `ios-apns` messages**
- **apiUrl - URL address of platform pixel domain**
- **resToken - Altcraft resource token.**

```
let config = AltcraftConfiguration.Builder()
    .setProvider(Constants.ProviderName.firebase)
    .setApiUrl(apiUrl)
    .setResToken(resToken)
    .build()
```

4. Execute the initialization function of the AltcraftSDK class:

`AltcraftSDK.shared.initialization(configuration: config)`, where configuration is the configuration variable.

5. Register a task of class BGTask, a task executed in the background:

`AltcraftSDK.shared.periodicBackgroundTasks.registerBgTaskForSystemFunctionControl()`

6. Execute a request for permission to show notifications from the user. If so, an automatic subscription to Altcraft push notifications will be performed:

`AltcraftSDK.shared.notificationServiceFunction.registerForPushNotificationsWichSubscription(for: application)`

If you want to trigger a request for permission to show without subscribing to Altcraft push notifications, use the registerForPushNotifications(for: application) function:

`AltcraftSDK.shared.notificationServiceFunction.registerForPushNotifications(for: application)`

7. To make a separate function call that adds a subscription to Altcraft push notifications, use the following code:

`AltcraftSDK.shared.pushModule.subscribeToAltcraftPush()`

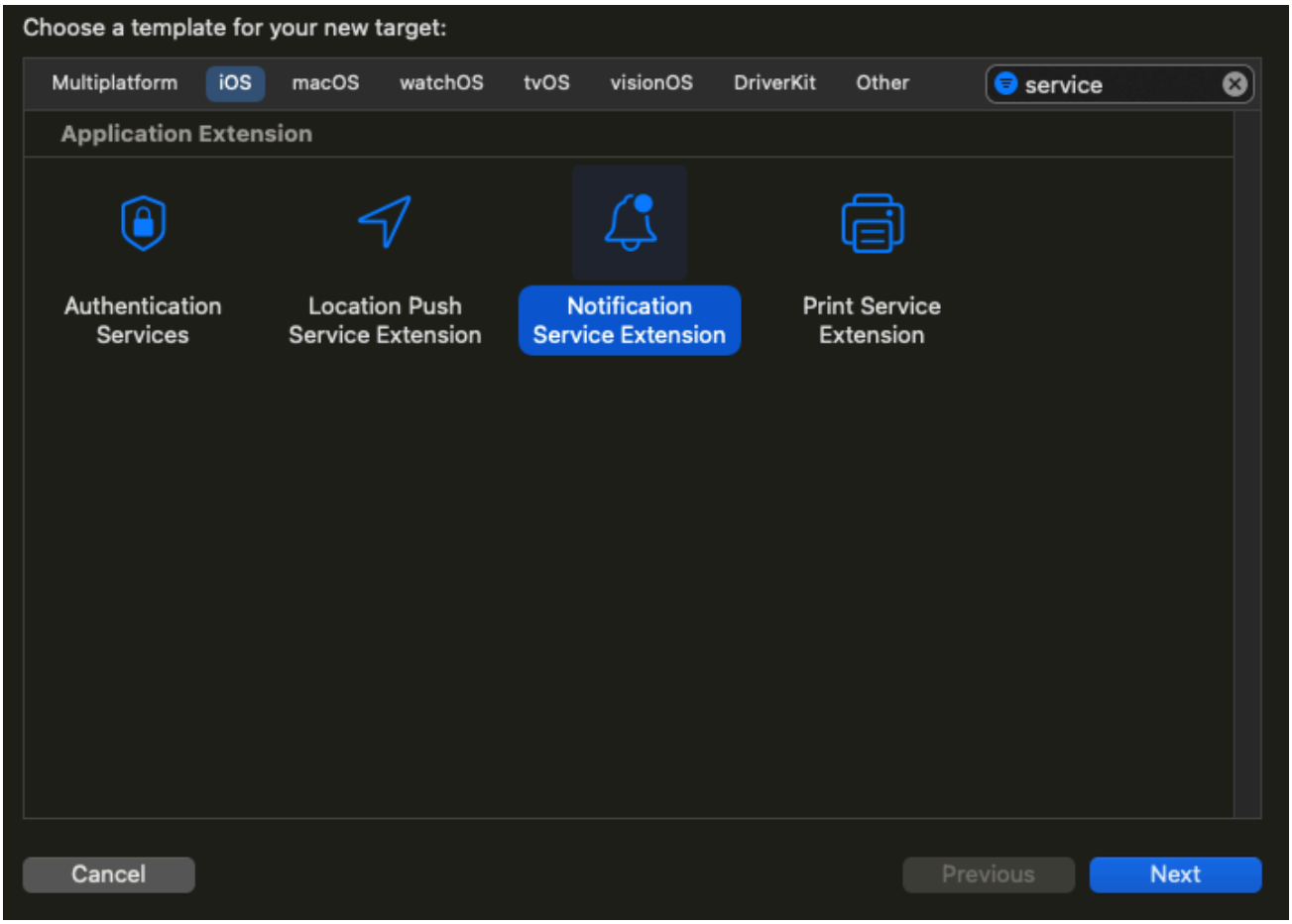
This function will perform the subscription if:

```
- permission to show push notifications is granted
- SDK is initialized
- device token is available and received
```

Prepare Notification Service Extension

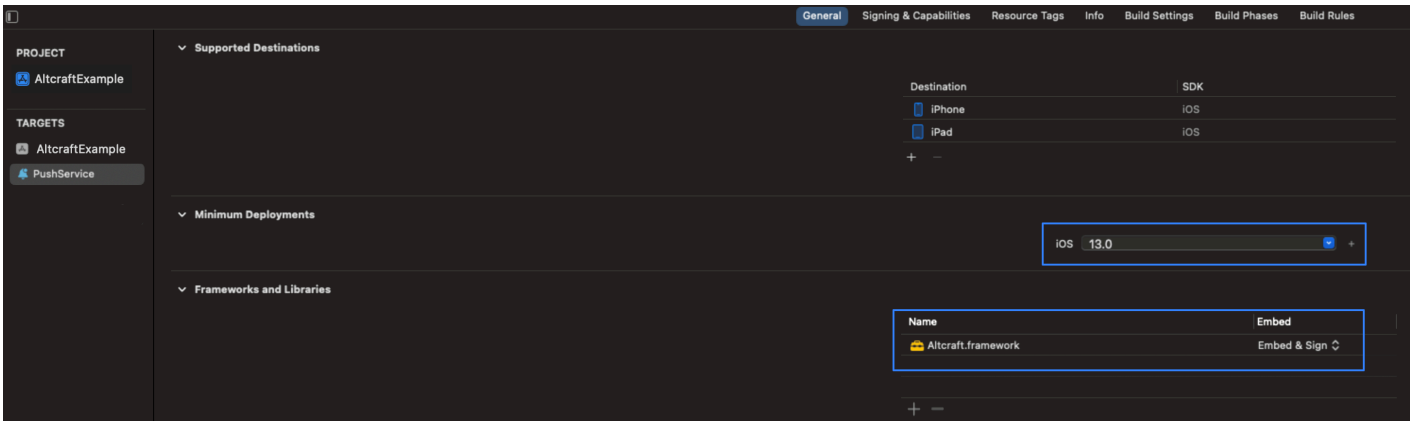
1. Create a new Notification Service Extension target:

```
- Click **File - New - Target - Notification Service Extension**
- Select a Product Name for the target.
- Activate it
```

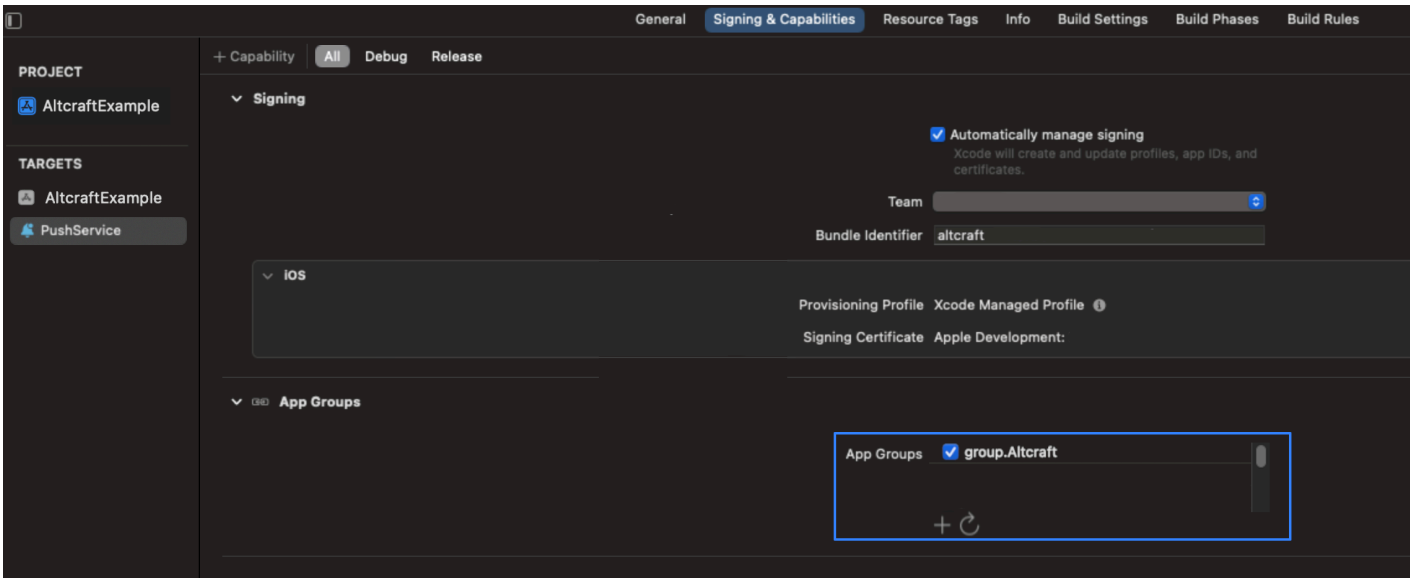


2. Configure the Notification Service Extension application targeting:

- **Under General:**
  - **Specify Minimum Deployments;**
  - **Add the Altcraft framework under “Frameworks, Libraries and Embedded Content”.**



- **Under Signing & Capabilities:**
  - **Under Capabilities, add AppGroups. Specify the same name for it as in the application’s target.**



3. Replace all automatically generated class code with the following:

```
class NotificationService: UNNotificationServiceExtension {

    /// - important! Set app groups name.
    var appGroupsName = "group.you_name"

    var service = AltcraftNotificationService()

    override func didReceive(_ request: UNNotificationRequest, withContentHandler
contentHandler: @escaping (UNNotificationContent) -> Void) {

        if isAltcraftPush(request) {
            StoredVariablesManager.shared.setGroupsName(value: appGroupsName)
            _ = AltcraftSDK.shared.coreDataManager
            self.service.didReceive(request, withContentHandler: contentHandler)
        } else {
            contentHandler(request.content)
        }
    }

    override func serviceExtensionTimeWillExpire() {
      service.serviceExtensionTimeWillExpire()
    }
}
```

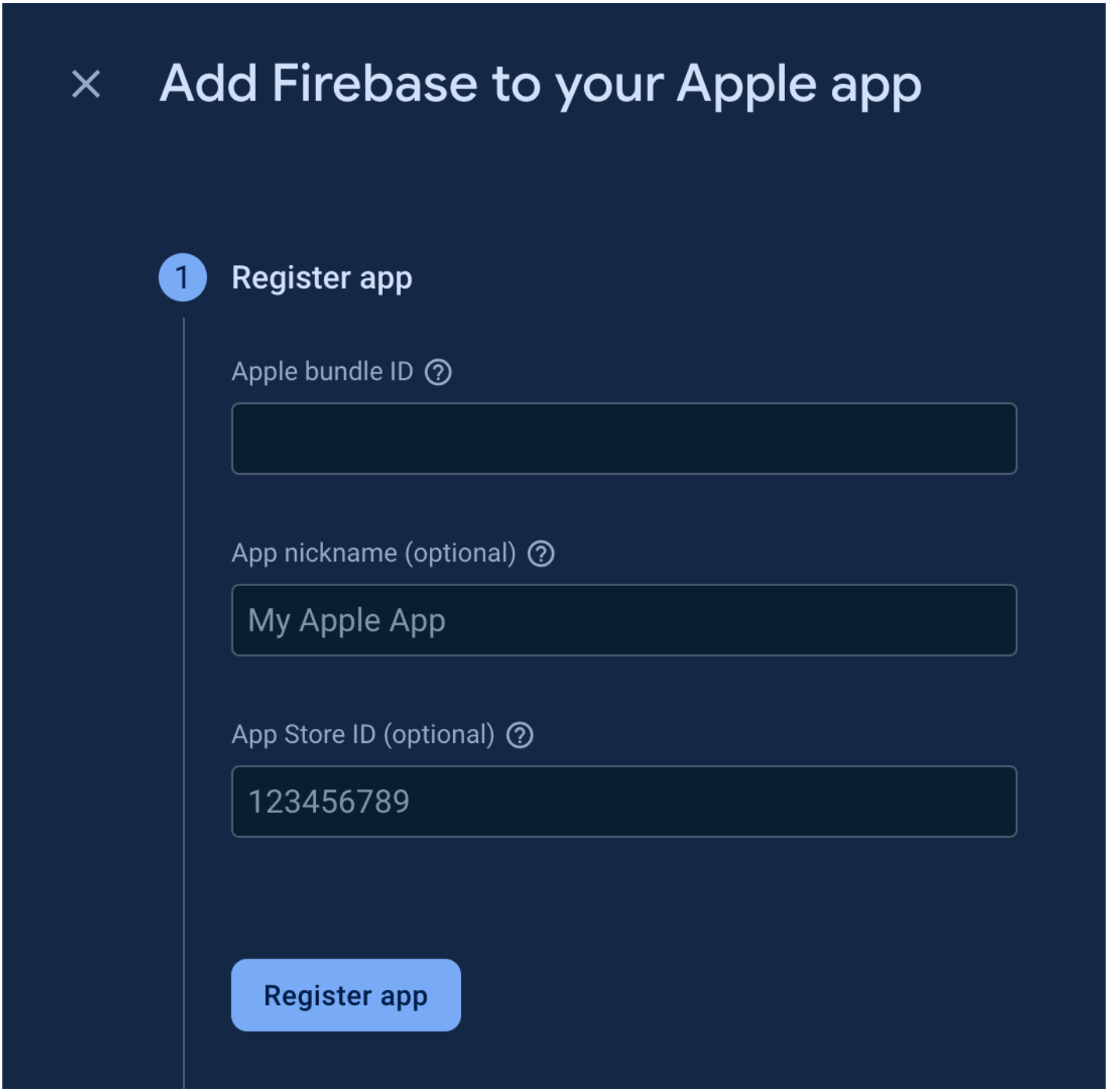
Be sure to include your AppGroupsName:

`private var appGroupsName = "group.you_name"`, where you must specify the AppGroups name from Signing & Capabilities instead of “group.you_name”.

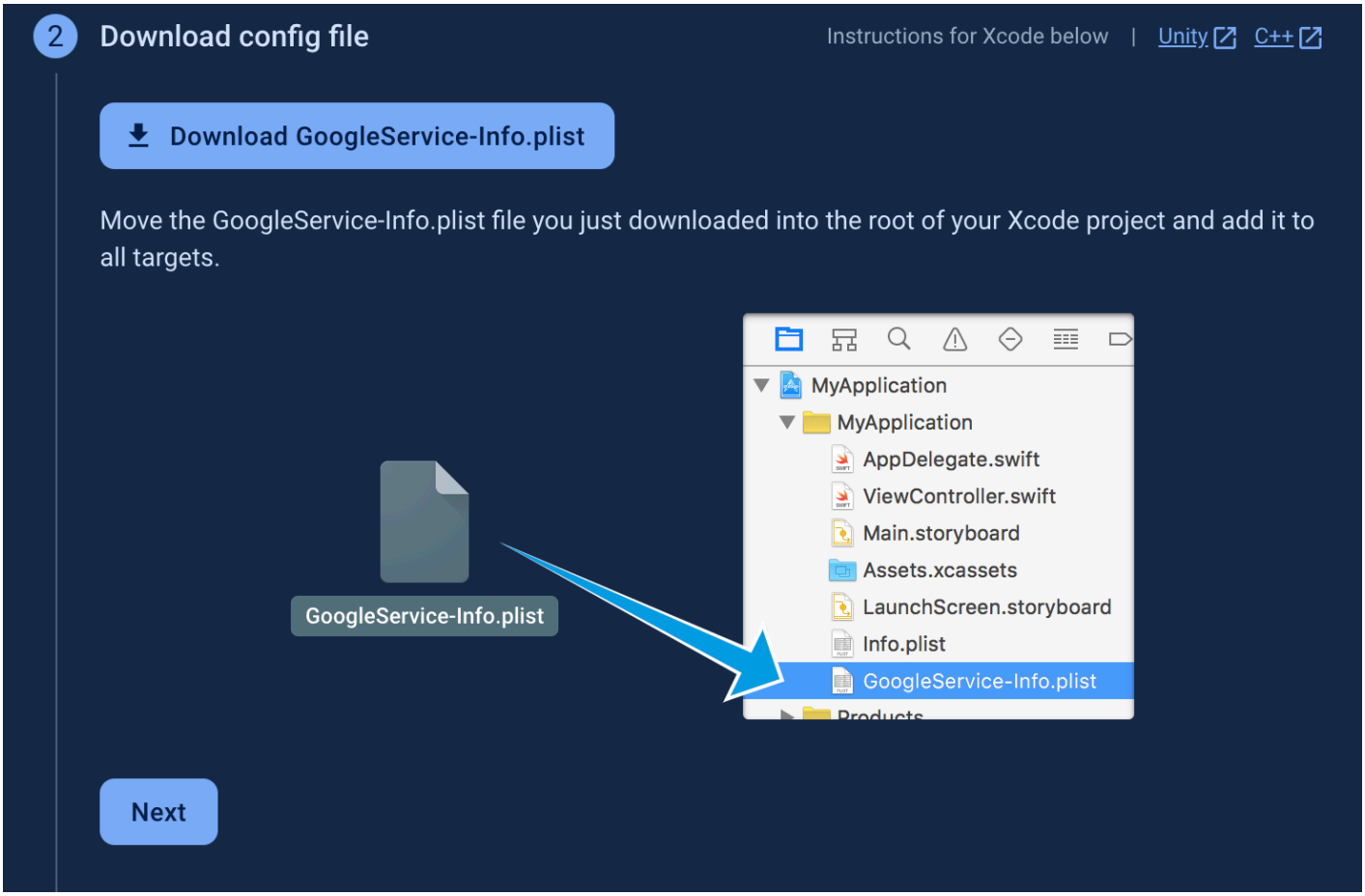
Configuring mSDK for iOS via Firebase

Connect the project to Firebase Cloud Messaging

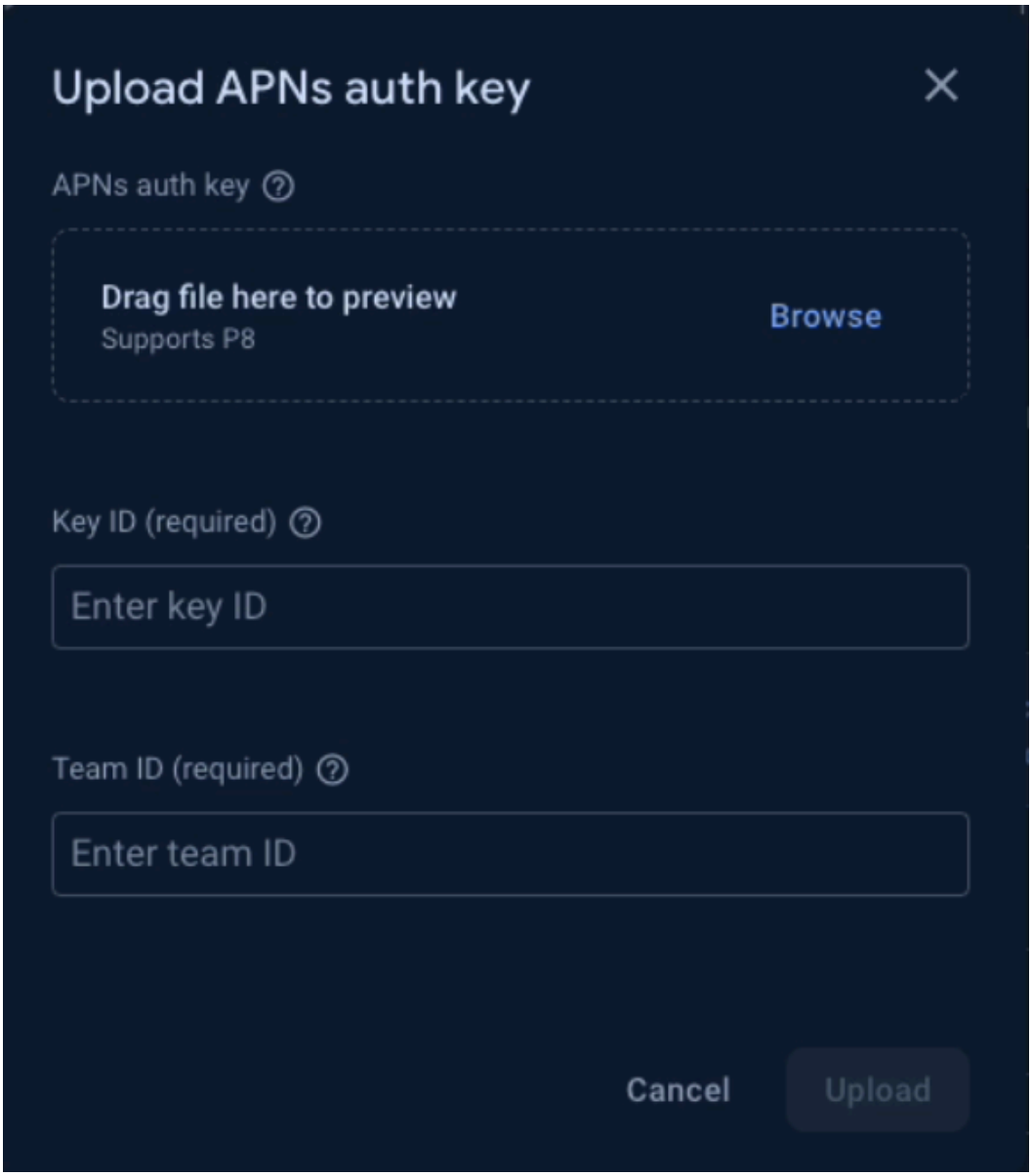
1. Perform application registration [on the Firebase Cloud Messaging project website](). To register you will need bundleID:



2. Perform a download of the “GoogleService-Info” json file:

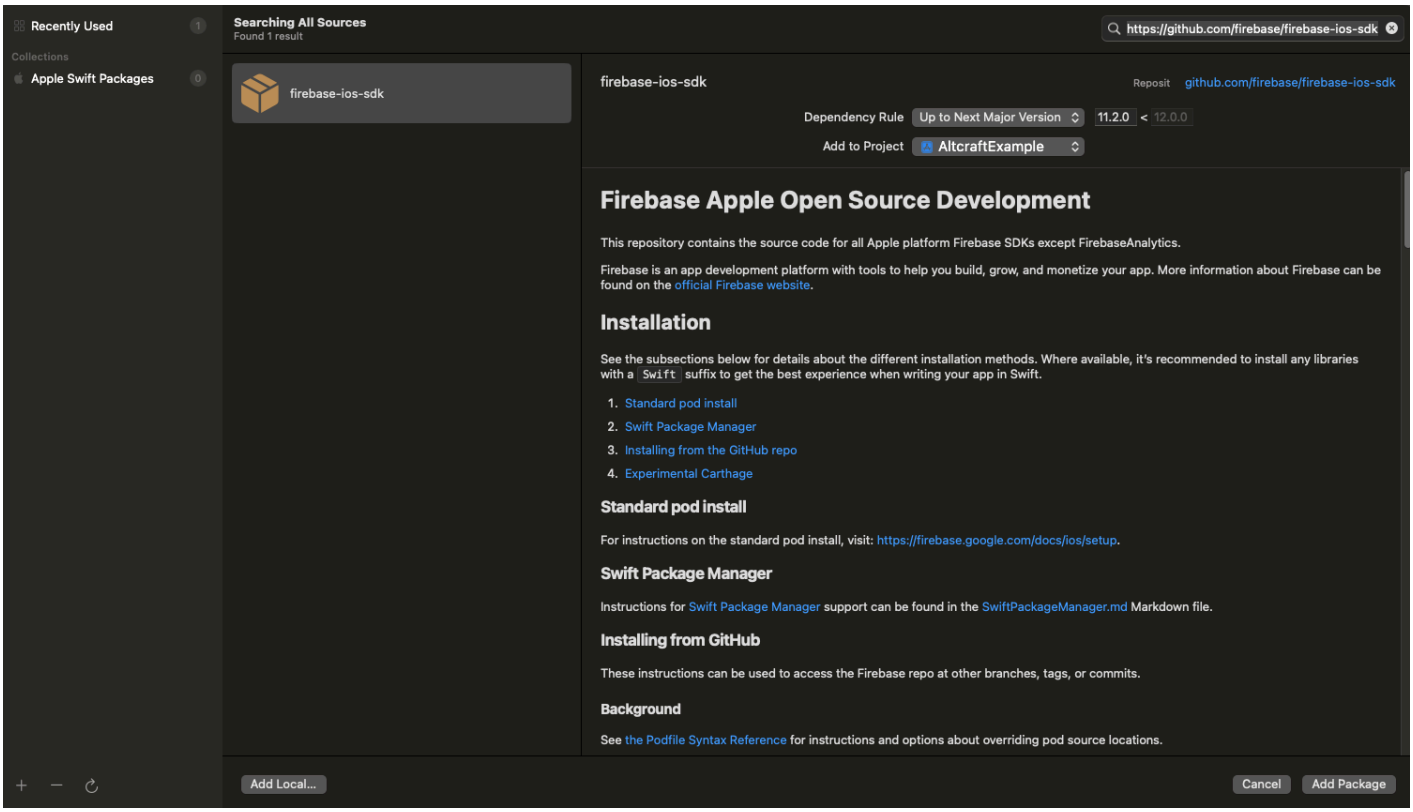


3. On the project settings on the Firebase website, specify keyId, teamId, and upload a keyfile in .p8 format:

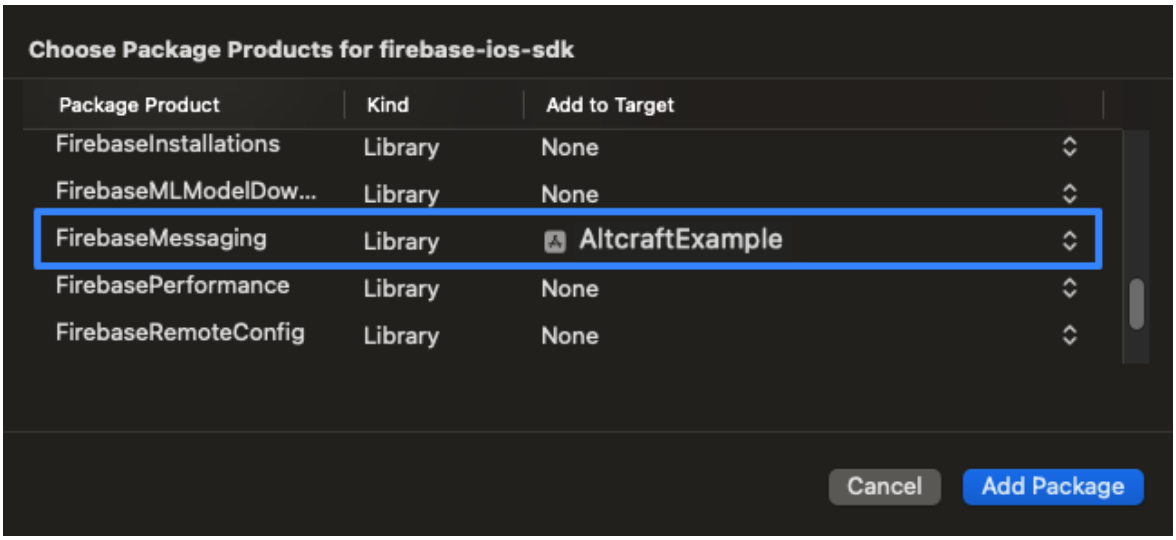


Prepare the application

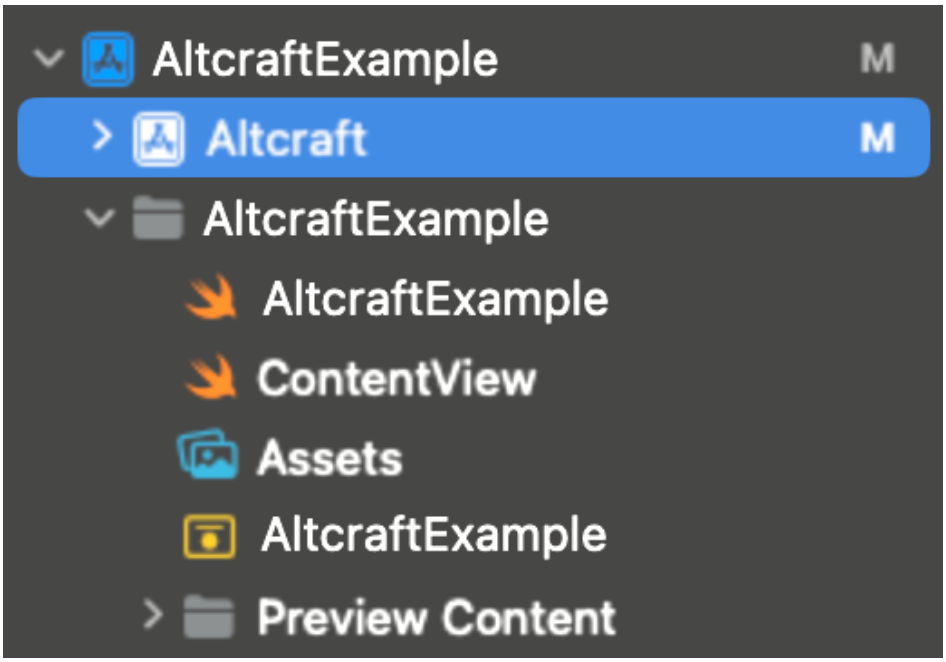
1. Perform the loading of the Firebase package into the project. To do this, select File - Add Package Dependencies, then enter the package URL in the search bar - `https://github.com/firebase/firebase-ios-sdk`



2. After downloading the package, install the FirebaseMessaging framework for the application target:

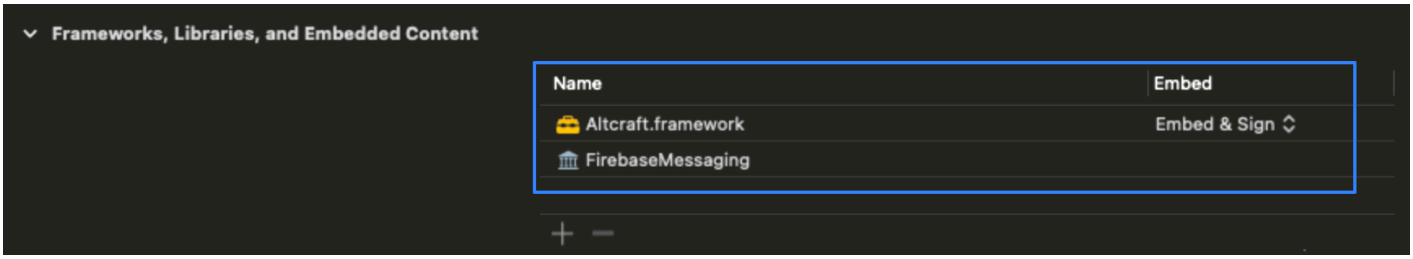


3. Place the Altcraft.xcodeproj file flush with the application folder in the project:

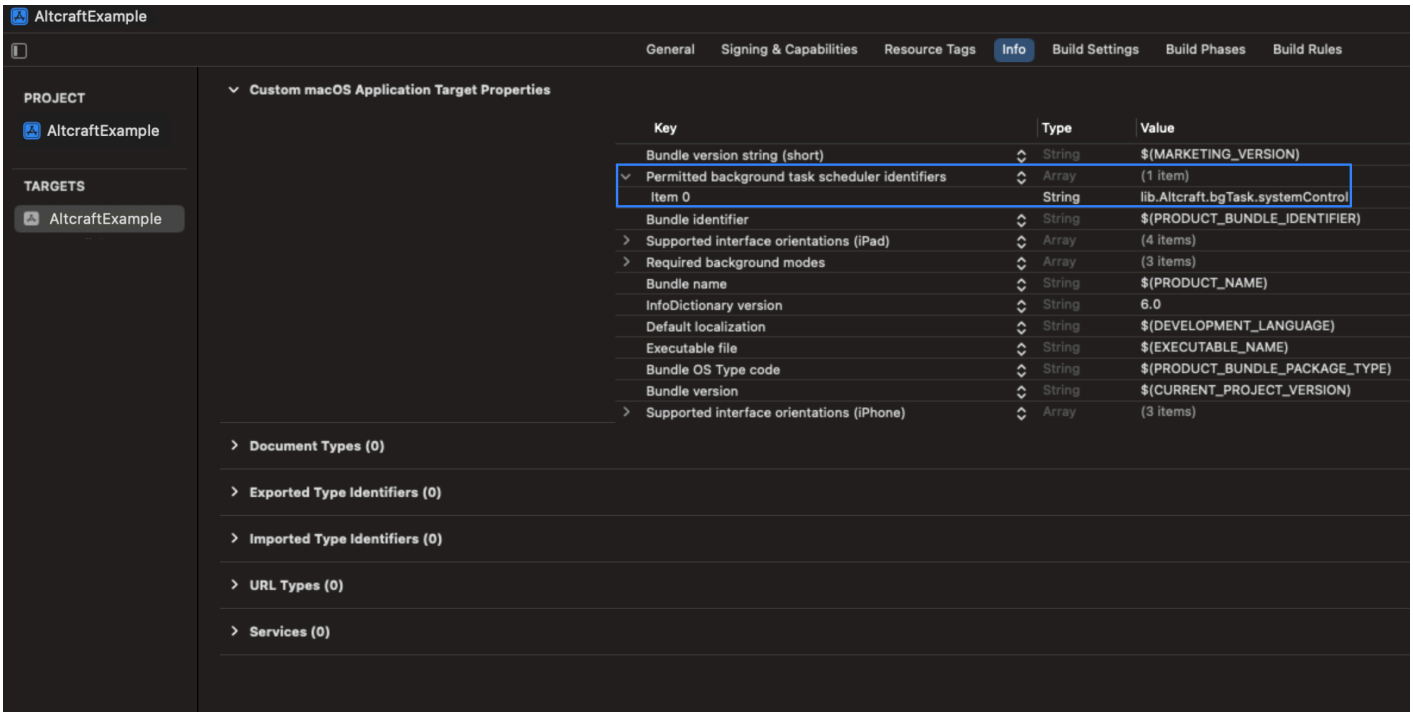


4. Configure application target settings:

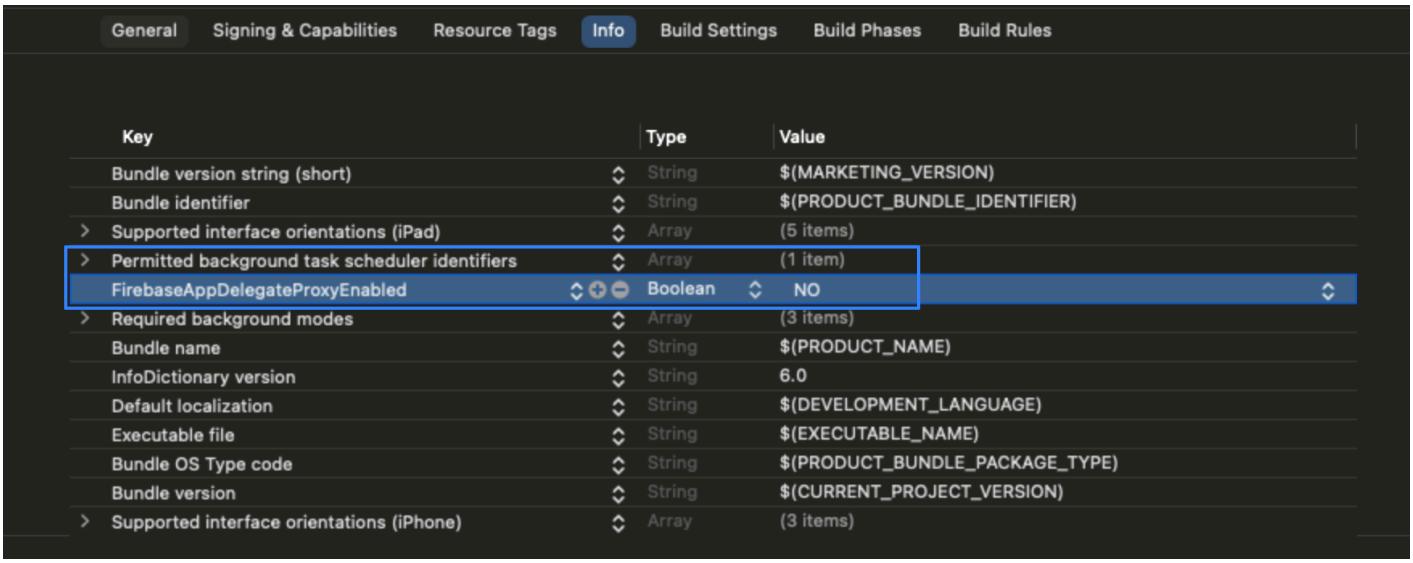
- **Section General:**
  - **Add Altcraft framework under “Frameworks, Libraries and Embedded Content”;**
  - **Check if the FirebaseMessaging framework is plugged in under “Frameworks, Libraries and Embedded Content”.**



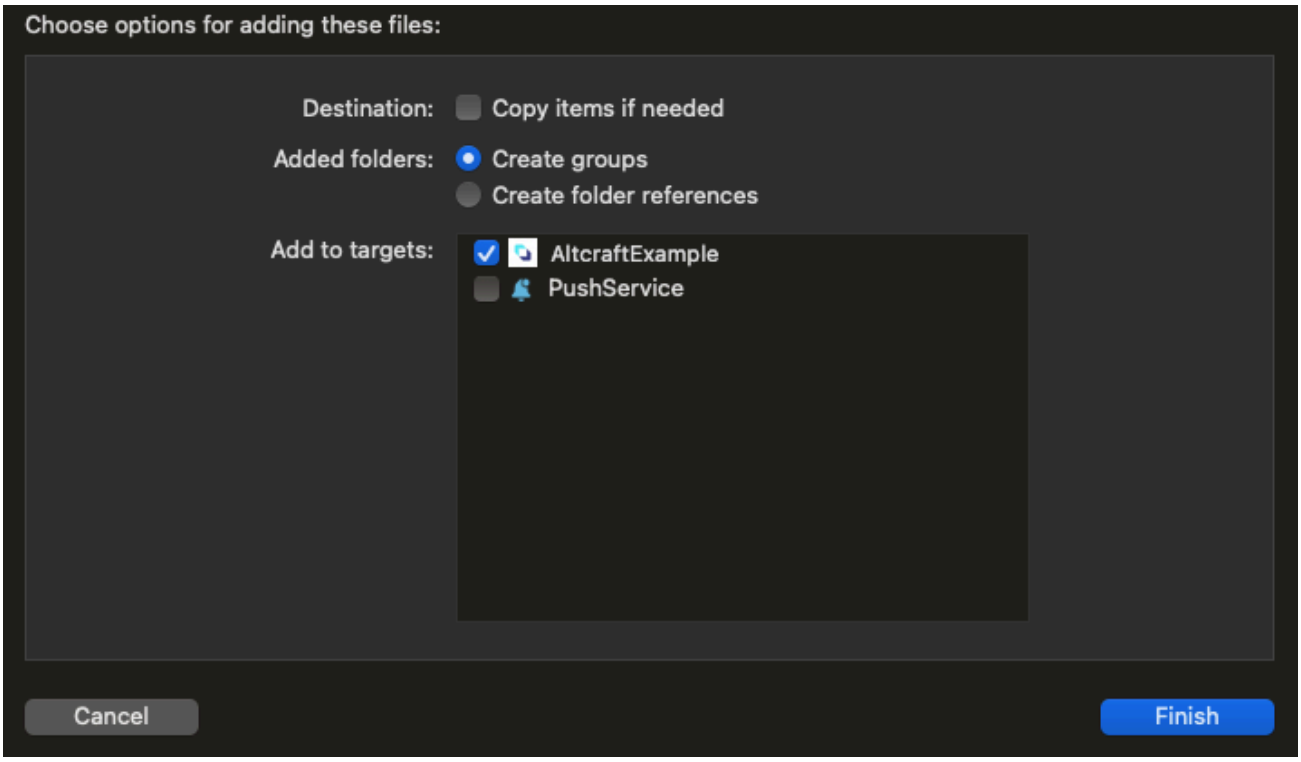
- **Under Signing & Capabilities, add the following Capabilities:**
  - **PushNotifications;**
  - **AppGroups - In this parameter, specify a name for the group to be used later. Adding AppGroups is necessary to pass information to the Notification Service Extension;**
  - **Background Modes - select Background fetch, Remoute notification, Background processing.**



- **Info section:**
    - **Add a key “Permitted background task scheduler identifiers” and a value “lib.Altcraft.bgTask.systemControl” for it. This is necessary to register a bgTask that will perform a replay of failed requests to the server in Background mode;**
    - **Add the "FirebaseAppDelegateProxyEnabled " key and specify the value NO.**



5. Add the previously downloaded GoogleService-Info file to the application folder in the XCODE project. In the window that appears after the migration, select Create group and target to which you want to add the file:



Preparing AppDelegate

1. Import the following dependencies into the Swift file containing the AppDelegate class:

2. Add the necessary functions to the AppDelegate class. It should contain the following functions, variables and extensions:

```
class AppDelegate: UIResponder, UIApplicationDelegate, MessagingDelegate {

    /// groupsName: This is the identifier that is used in App Groups
    var appGroupsName = "group.you_name"
    /// apiUrl:  The URL to the Altcraft API endpoint.
    let apiUrl = ""
    /// resToken: The unique identifier of the Altcraft resource.
    let resToken = ""

    private var isAPNSTokenSet = false
    private var isFCMTokenProcessed = false

    func application(_ application: UIApplication, didFinishLaunchingWithOptions
launchOptions: [UIApplication.LaunchOptionsKey: Any]?) -> Bool {

        FirebaseApp.configure()
        Messaging.messaging().delegate = self

        /// - important! The call to setGroupsName() must be made before initializing all
other sdk objects in the didFinishLaunchingWithOptions method.
        StoredVariablesManager.shared.setGroupsName(value: appGroupsName)

        let config = AltcraftConfiguration.Builder()
            .setProvider(Constants.ProviderName.firebase)
```

```
            .setApiUrl(apiUrl)
            .setResToken(resToken)
            .build()

        AltcraftSDK.shared.initialization(configuration: config)
        AltcraftSDK.shared.periodicBackgroundTasks.registerBgTaskForSystemFunctionControl()

AltcraftSDK.shared.notificationServiceFunction.registerForPushNotificationsWichSubscription(f
or: application)

        return true
    }

    func application(_ application: UIApplication,
didRegisterForRemoteNotificationsWithDeviceToken apnsToken: Data) {
        Messaging.messaging().apnsToken = apnsToken

AltcraftSDK.shared.storedVariablesManager.setAPNsTokenForNotificationServiceExtension(
            deviceToken: apnsToken,
            suiteName: appGroupsName)
        isAPNSTokenSet = true
        getFcmToken()
    }

    func messaging(_ messaging: Messaging, didReceiveRegistrationToken fcmToken: String?) {
        guard isAPNSTokenSet, fcmToken != nil, !isFCMTokenProcessed else { return }
        isFCMTokenProcessed = true
    }

    private func getFcmToken() {
        guard isAPNSTokenSet && !isFCMTokenProcessed else { return }
        Messaging.messaging().token { [weak self] token, error in
            guard let self = self else { return }
            if let error = error {
                print("Error receiving FCM token: \(error.localizedDescription)")
            } else if let token = token {
                self.isFCMTokenProcessed = true
                AltcraftSDK.shared.pushModule.pushModuleControl(deviceToken: token)
            }
        }
    }
}
```

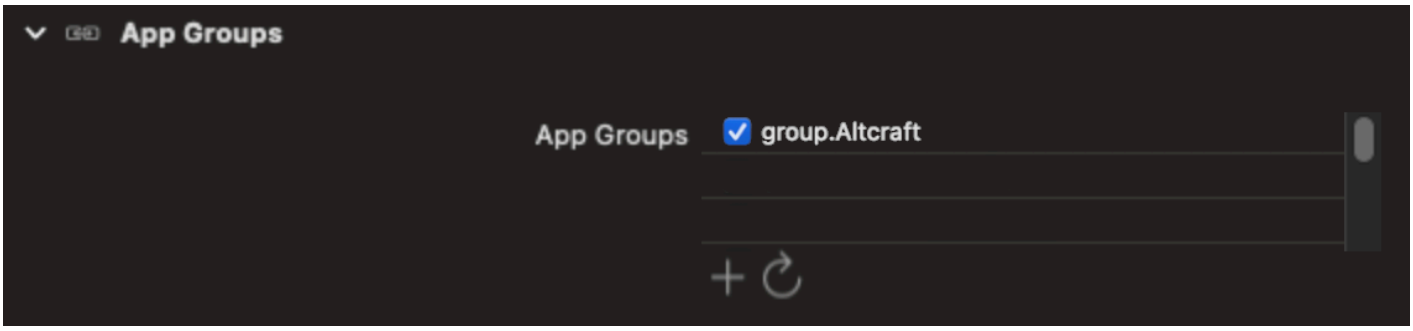
To connect AppDelegate in SwiftUI, use an adaptor:

`@UIApplicationDelegateAdaptor(AppDelegate.self) var delegate`

Key AppDelegate Properties

1. Be sure to specify a proprietary AppGroupsName:

`private var appGroupsName = "group.you_name"`**, where “group.you_name” is the name of the group you created. It must match the name specified in Signing & Capabilities:**



2. Perform a appGroupsName save before initializing any other Altcraft objects:

`StoredVariablesManager.shared.setGroupsName(value: appGroupsName)`

3. Create a configuration variable:

```
let config = AltcraftConfiguration.Builder()
        .setProvider(Constants.ProviderName.firebase)
        .setApiUrl(apiUrl)
        .setResToken(resToken)
        .build()
```

- **Constants.ProviderName.firebase is a constant containing the name of the service for sending `ios-apns` messages**
- **apiUrl - URL address of platform pixel domain**
- **resToken - Altcraft resource token.**



4. Execute the initialization function of the AltcraftSDK class:

`AltcraftSDK.shared.initialization(configuration: config)`**, where configuration is the configuration variable.**

5. Register a task of class BGTask, a task executed in the background:

`AltcraftSDK.shared.periodicBackgroundTasks.registerBgTaskForSystemFunctionControl()`

6. Execute a request for permission to show notifications from the user. If so, an automatic subscription to Altcraft push notifications will be performed:

`AltcraftSDK.shared.notificationServiceFunction.registerForPushNotificationsWichSubscription(for: application)`

If you want to trigger a request for permission to show without subscribing to Altcraft push notifications, use the registerForPushNotifications(for: application) function:

`AltcraftSDK.shared.notificationServiceFunction.registerForPushNotifications(for: application)`

7. To make a separate function call that adds a subscription to Altcraft push notifications, use the following code:

```
AltcraftSDK.shared.pushModule.subscribeToAltcraftPush()
```

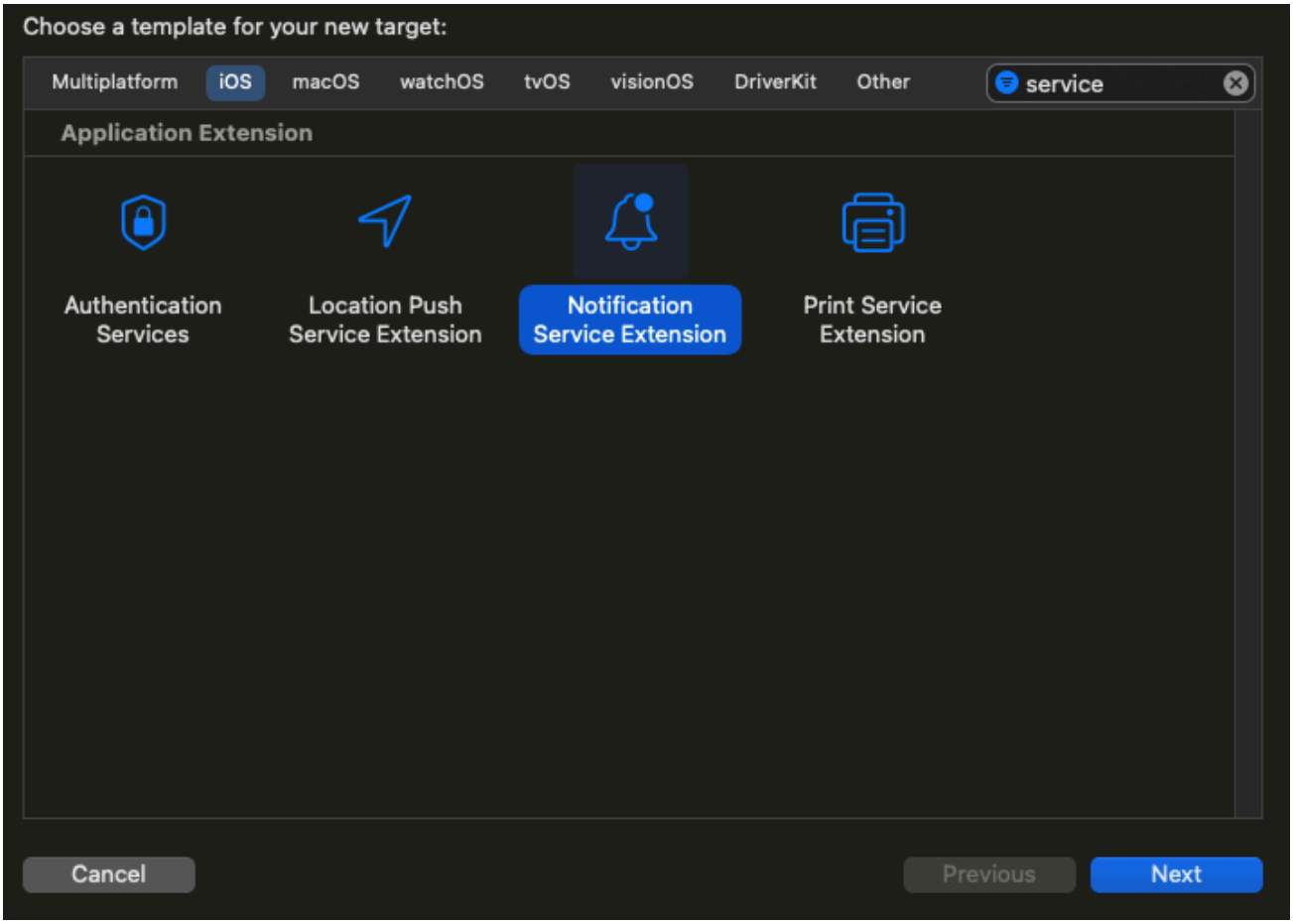
This function will perform the subscription if:

```
- permission to show push notifications is granted
- SDK is initialized
- device token is available and received
```

Prepare Notification Service Extension

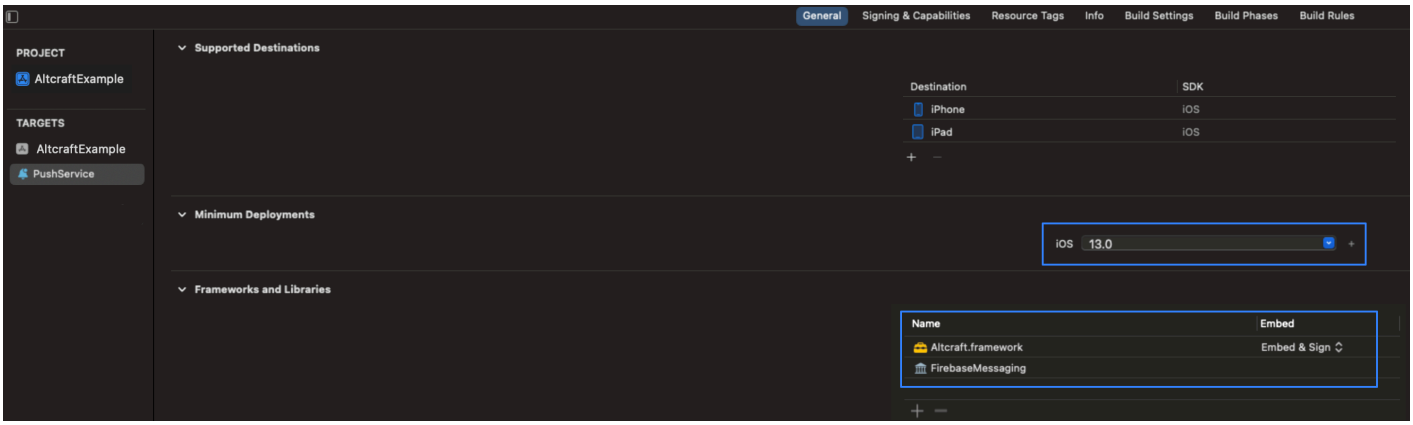
1. Create a new Notification Service Extension target:

```
- Click **File - New - Target - Notification Service Extension**
- Select a Product Name for the target.
- Activate it
```

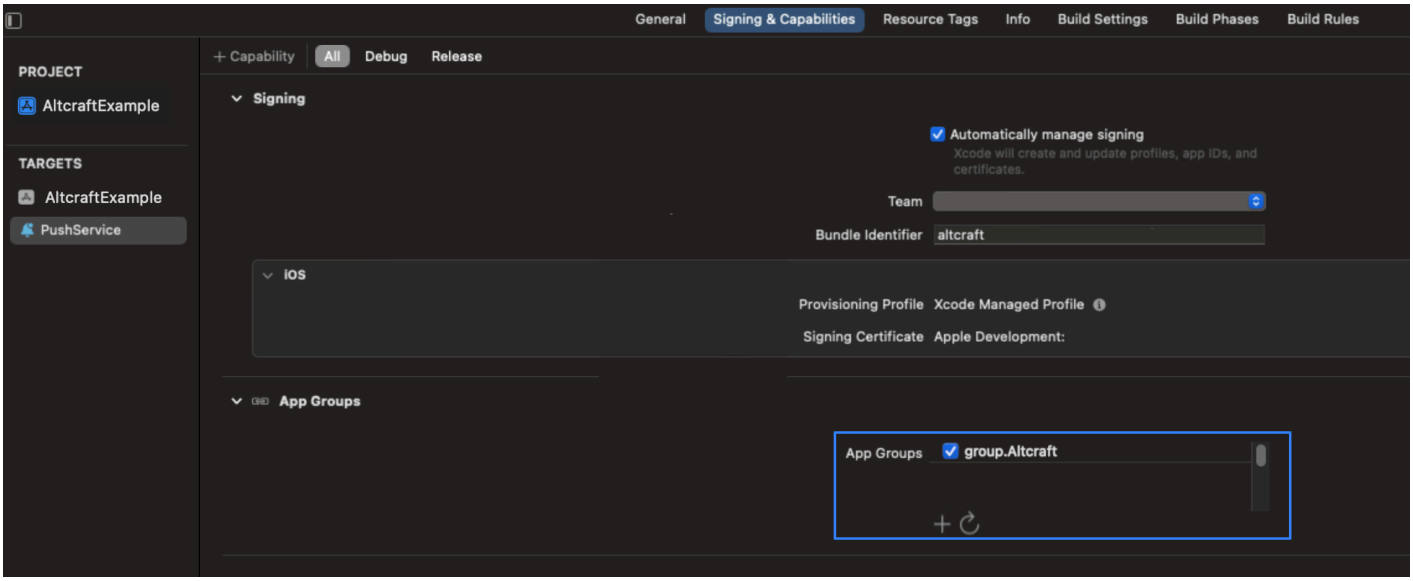


2. Configure the Notification Service Extension application target:

- **Under General:**
  - **Specify Minimum Deployments;**
  - **Add the Altcraft and FirebaseMessaging frameworks under "Frameworks, Libraries and Embedded Content ".**



- **Under Signing & Capabilities:**
    - **Under Capabilities, add AppGroups. Specify the same name for it as in the application's target.**



3. Replace all automatically generated code with the following:

```
class NotificationService: UNNotificationServiceExtension {

    /// - important! Set app groups name.
    var appGroupsName = "group.you_name"

    lazy var service = AltcraftNotificationService()

    override func didReceive(_ request: UNNotificationRequest, withContentHandler
contentHandler: @escaping (UNNotificationContent) -> Void) {

        if isAltcraftPush(request) {
            StoredVariablesManager.shared.setGroupsName(value: appGroupsName)
            _ = AltcraftSDK.shared.coreDataManager
            self.service.didReceive(request, withContentHandler: contentHandler)
        } else {
            contentHandler(request.content)
        }

        if FirebaseApp.app() == nil {
            FirebaseApp.configure()
```

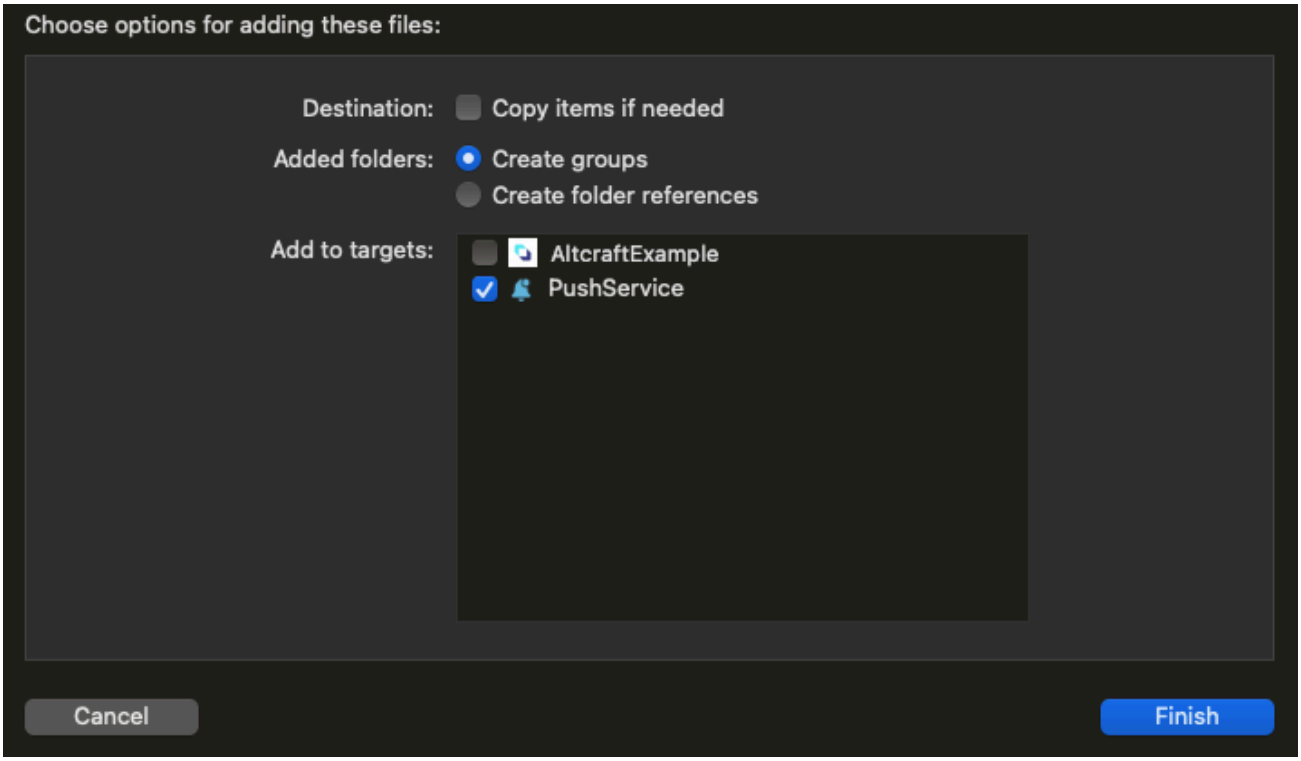
```
        }

        if let apnsToken = UserDefaults(suiteName: appGroupsName)?.data(forKey:
Constants.apnsTokenKey) {
            Messaging.messaging().apnsToken = apnsToken
            Messaging.messaging().token {token, _ in}
        }
    }
}
```

Be sure to specify your AppGroupsName:

`private var appGroupsName = "group.you_name"` where you must specify the AppGroups name from Signing & Capabilities instead of “group.you_name”.

5. Add the previously downloaded GoogleService-Info file to the Notification Service Extension folder in the XCODE project. In the window that appears after the migration, select Create group and target to which you want to add the file:



Receive SDK events in the application

SDK events are string objects containing the event code. Decoding of codes is presented in a separate file. To access the list of events in an application, use the following code:

```
AltcraftSDK.shared.eventShared.subscribe { eventCode, message in
    //eventCode - String code of the event that occurred in the SDK
    //message - detailed information about the sdk event
}
```

Each time a new event is generated, a closure will be triggered containing the eventCode (eventCode) and the message (message), if any.

Clearing the SDK cache

Cleaning SDK data includes:

- **Clearing the SDK database objects;**
- **Clearing the UserDefaults SDK data.**

To clear the SDK cache, execute the function:

```
clearCache{
//the code in this closure will be executed after the SDK data is completely deleted
}
```

The closure will be triggered after the function is completed.