

Marketingship REST API

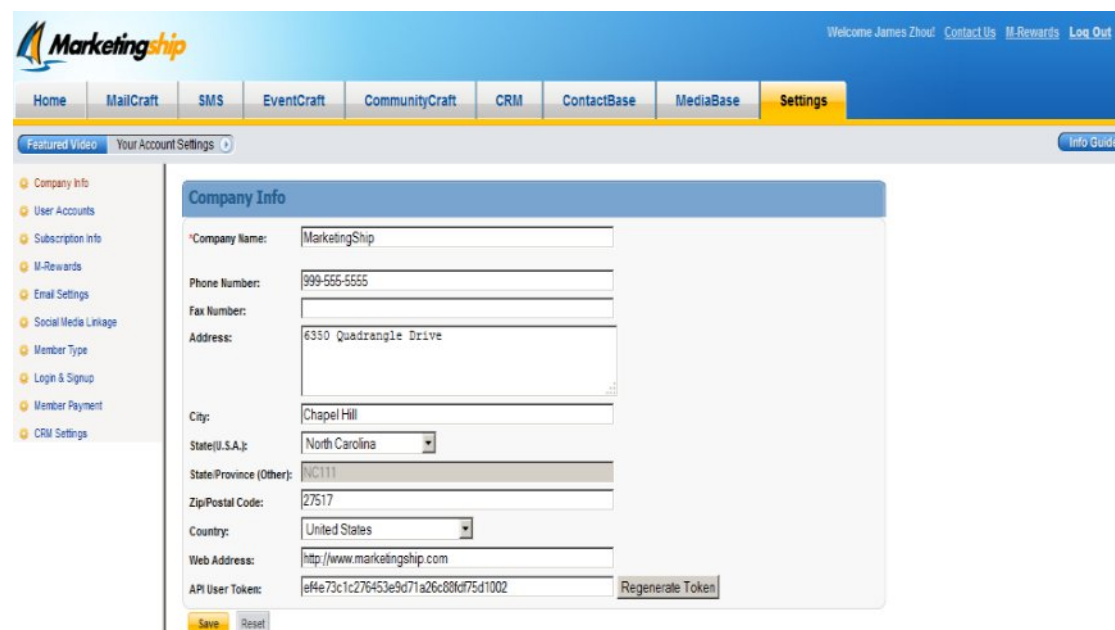
The Marketingship REST API exists to allow you to interface your existing or in house customer management system with your Marketingship account, letting you update your account via any compatible third party application, importing and exporting contact data into and out of your Marketingship account and into your own external contact database.

In order to use the API, however, first you must ensure that your tool is configured correctly. That is what this document is for.

1 Get API Token

To generate your API token, navigate to the Company Info page under the Settings tab

Your User Token will be available here under the API user token field. Clicking regenerate will provide a new user token, but will void any existing user token, and your user token must match the one currently on display in this field for any API functions to work.



The screenshot shows the Marketingship web application interface. At the top, there is a navigation bar with the Marketingship logo and a welcome message for James Zhou. Below the navigation bar, there is a menu with tabs for Home, MailCraft, SMS, EventCraft, CommunityCraft, CRM, ContactBase, MediaBase, and Settings. The Settings tab is currently selected. On the left side, there is a sidebar menu with various settings categories, including Company Info, User Accounts, Subscription info, M-Rewards, Email Settings, Social Media Linkage, Member Type, Login & Signup, Member Payment, and CRM Settings. The main content area displays the 'Company Info' form, which contains the following fields and values:

*Company Name:	MarketingShip
Phone Number:	999-555-5555
Fax Number:	
Address:	6350 Quadrangle Drive
City:	Chapel Hill
State(U.S.A.):	North Carolina
State/Province (Other):	NC111
Zip/Postal Code:	27517
Country:	United States
Web Address:	http://www.marketingship.com
API User Token:	e44e73c1c276453e9d71a26c88fd75d1002

At the bottom of the form, there are buttons for 'Save', 'Reset', and 'Regenerate Token'.

2. API summary

In addition to your API token, your platform will need to use the correct calls to properly interface with Marketingship. Provided below are all the function calls you will need to get your API communicating with Marketingship

[1\) Add New Contact](#)

[2\) Move Contact To List](#)

[3\) Remove Contact From List](#)

[4\) Unsubscribe Contact](#)

[5\) Add a new List](#)

[6\) Get Contacts from Special List\(unsubscribe/hardbounce/softbounce/unlist\)](#)

[7\) Get Contacts from a List](#)

1) /rest/contact/AddContact

These requests let you add contacts and their relevant information, including email address, first and last name, the list they are being added to, and whether or not the self subscribed to your list.

The format of the request is as follows:

```
/rest/contact/AddContact?UserName=jzhou&UserToken=ef4e73c1c276453e9d71a26c88fdf75  
d1002&ContactFirstName=t061&ContactLastName=1061&ContactEmail=t061@gmail.com  
&ListName=tech&SelfSubscribe=1
```

Below is an explanation of the request query parameters for this request

Parameter		Value	Description
UserName	required	string	a String containing the UserName
UserToken	required	string	UserToken
ContactFirstName	required	string	Contact First Name
ContactLastName	required	string	Contact Last Name
ContactEmail	required	string	Contact Email
ListName	<i>optional</i>	string	List Name
SelfSubscribe	<i>optional</i>	<i>int</i>	If self subscribe, default 1

2) /rest/contact/MoveContactToList

These requests allow you to move contacts between your existing Marketingship contact lists.

Importing contacts via these requests can trigger the sending of your Marketingship autoresponder emails, and the SelfSubscribe request can be used to inform the system whether an imported customer is a self subscriber, to ensure each autoresponder is properly triggered.

The format of this request is as follows:

```
/rest/contact/contact/MoveContactToList?UserName=jzhou&UserToken=ef4e73c1c276453e9d71a26c88fdf75d1002&ContactEmail=t061@gmail.com&ListName=tech&SelfSubscribe=1
```

The request query parameters for this function are below

Parameter		Value	Description
UserName	required	string	a String containing the UserName
UserToken	required	string	UserToken
ContactEmail	required	string	Contact Email
ListName	required	string	List Name
SelfSubscribe	optional	int	If self subscribe, default 1

3) /rest/contact/RemoveContactFromList

Similarly, these requests are for removing contacts from contact lists for whatever reason.

The format of this request is as follows:

```
/rest/contact/RemoveContactFromList?UserName=jzhou&UserToken=ef4e73c1c276453e9d71a26c88fdf75d1002&ContactEmail=t061@gmail.com&ListName=tech
```

The request query parameters for this function are below

Parameter		Value	Description
UserName	required	string	a String containing the UserName
UserToken	required	string	UserToken
ContactEmail	required	string	Contact Email
ListName	required	string	List Name

4) /rest/contact/UnsubscribeContact

These requests serve one purpose, and that is to move a contact into the unsubscribed contact list, where they will remain permanently unless they re-subscribe to one of your lists, so please be careful with this function.

The format of this request is as follows:

```
/rest/contact/UnsubscribeContact?UserName=jzhou&UserToken=ef4e73c1c276453e9d71a26c88fdf75d1002&ContactEmail=t061@gmail.com
```

The request query parameters for this function are below

Parameter		Value	Description
UserName	required	string	a String containing the UserName
UserToken	required	string	UserToken
ContactEmail	required	string	Contact Email

5) /rest/list/AddList

This set of requests lets you add additional Contact Lists to your marketingship account through your API.

The format of this request is as follows:

```
/rest/list/AddList?UserName=jzhou&UserToken=ef4e73c1c276453e9d71a26c88fdf75d1002&ListName=tech&CanSubscribe=1
```

The request query parameters for this function are below

Parameter		Value	Description
UserName	required	string	a String containing the UserName
UserToken	required	string	UserToken
ListName	required	string	List Name
CanSubscribe	<i>optional</i>	<i>int</i>	If user can subscribe, default 1

6) /rest/list/GetSpecialList

These requests perform the function of gathering data from special purpose lists, such as the hard bounced and soft bounced contact lists, the unsubscribed contact list, and the unlisted contact list, and exporting their contents for external use.

The format of this request is as follows:

/rest/list/GetSpecialList?UserName=jzhou&UserToken=ef4e73c1c276453e9d71a26c88fdf75d1002&ListType=unsubscribe&PageSize=1000&PageNo=0

This request returns a JSON object array [{firstname,lastname,email}].

The request query parameters for this function are below

Parameter		Value	Description
UserName	required	string	a String containing the UserName
UserToken	required	string	UserToken
ListType	required	string	ListType (unsubscribe/hardbounce/softbounce/unlist)
PageSize	<i>optional</i>	string	PageSize, default 1000
PageNo	<i>optional</i>	string	Current Page Number, default 0

7) /rest/list/ GetContactList

These requests are for calling, examining and exporting any user made contact list, along with the details of any contact in those lists.

The format of this request is as follows:

/rest/list/GetContactList?UserName=jzhou&UserToken=ef4e73c1c276453e9d71a26c88fdf75d1002&ListName=tech&PageSize=1000&PageNo=0

This request returns a JSON object array [{firstname,lastname,email}].

The request query parameters for this function are below

Parameter		Value	Description
UserName	required	<u>string</u>	a String containing the UserName
UserToken	required	<u>string</u>	UserToken
ListName	required	<u>string</u>	List Name
PageSize	<i>optional</i>	<u>string</u>	PageSize, default 1000
PageNo	<i>optional</i>	<u>string</u>	Current Page Number, default 0

With your custom generated API token and these comprehensive function calls, you can integrate Marketingship communication into any customer management software you possess or build.