Add Event

POST   https://api.mailmodo.com/api/v1/**addEvent**

The add event API provides you the ability to add custom events of a contact using email as an identifier

Adding events requires a POST request with a JSON payload specifying the email and the event information.

Please note that we only accept event names with type as string and event properties with types as either string, number, or boolean

One event can be sent per API call.

> ℹ You can send us old events using the optional **ts** attribute which accepts the time of the occurence of the event as a UNIX timestamp. **Ex:** 1653304684

Request

> ❯ Security: API Key

Headers

Content-Type string   required
application/json
Default: application/json

mmApiKey string   required
Please input your API key available at
https://manage.mailmodo.com/app/settings/apikey

Body   application/json ⌄

    email string   required
    Email address of the contact

⌄ Auth

mmApiKey : 123

⌄ Parameters

Content-Type* : application/

⌄ Body

```
1  {
2    "email": "string",
3    "event_name": "stri
   ng",
4    "ts": 0,
5    "event_properties":
   {
6      "testStringProper
   ty1": "string",
7      "testIntegerPrope
```

Send API Request

Request Sample: Shell / cURL ⌄

```
curl --request POST \
  --url https://api.mailmo
do.com/api/v1/addEvent \
  --header 'Accept: applic
ation/json' \
  --header 'Content-Type:
application/json' \
  --header 'mmApiKey: ' \
  --data '{
  "email": "string",
  "event_name": "string",
  "ts": 0,
  "event_properties": {
    "testStringProperty1":
"string",
    "testIntegerProperty
1": 0,
    "testBooleanProperty
1": true
    }
}'
```

Response Example

```
1  {
2    "success": true,
3    "ref": "string"
4  }
```

---

ts number
Timestamp of the occurrence of the event formatted as UNIX epoch in seconds. Ex: 1653303900. It'll default to the current timestamp if not sent.
Default: 0

⌄ **event_properties** object
Properties if any associated with the event. Passed as key : value pairs

    testStringProperty1 string
    >= 1 characters

    testIntegerProperty1 number

    testBooleanProperty1 boolean

Responses   200

Body   application/json ⌄

responses / 200

    success boolean   required
    Status of the event addition

    ref string   required
    Reference ID for the event added
    >= 1 characters

Registered Address (US)

Mailmodo Technologies Inc.
16192, Coastal Highway
Lewes, Delaware, 19958
United States

Registered Address (India)

Mailmodo Technologies Pvt Ltd
Hanto Rebel Building, 3rd Floor
2751/492, 2nd Sector
HSR Layout Bangalore
Karnataka, India - 560102

enquiries@mailmodo.com

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GetResponse vs Mailmodo

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Campaign Monitor vs Mailmodo

Mailgun vs Mailmodo

ConvertKit vs Mailmodoo

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Add contact to a list

POST https://api.mailmodo.com/api/v1/**addToList**

Add contacts to a list without sending an email. The list will be available at Mailmodo portal so that you can send them ad-hoc emails.

Numbers, Booleans, Strings and Dates (in UNIX or ISO 8601) are supported inside the data object

Request

Headers

Content-Type string required

application/json

mmApiKey string required

Please input your API key available at https://manage.mailmodo.com/app/settings/apikey

Body application/json ⌄

Post the necessary fields for the API to create a new user.

— **email** string required
Email Address of the user

⌄ **data** object

— **first_name** string
First name of the user

— **last_name** string
Last name of the user

— **name** string
Full name of the user

— **gender** string
Gender of the user

— **age** integer
Age of the user in numbers

— **birthday**
Birthdate of the user in ISO format (Can also sent as UNIX timestamp)

— **phone** string
Primary phone number of the user

— **address1** string
Line 1 of the address of the user

— **address2** string

▾ Parameters

Content-Type* : string

mmApiKey* : string

▾ Body

```
1  {
2    "email": "string",
3    "data": {
4      "first_name": "st
ring",
5      "last_name": "str
ing",
6      "name": "string",
7      "gender": "strin
g",
```

Send API Request

Request Sample: Shell / cURL ⌄

```
curl --request POST \
  --url https://api.mailmo
do.com/api/v1/addToList \
  --header 'Accept: applic
ation/json, application/xm
l' \
  --header 'Content-Type:
application/json' \
  --header 'mmApiKey: ' \
  --data '{
  "email": "string",
  "data": {
    "first_name": "strin
g",
    "last_name": "string",
    "name": "string",
    "gender": "string",
    "age": 0,
    "birthday": null,
    "phone": "string",
    "address1": "string",
    "address2": "string",
    "city": "string",
```

Response Example

```
1  {
2    "success": true,
3    "message": "string"
4  }
```

Line 2 of the address of the user

city string

Name of the city (or district, village or town) of the user

state string

State, region or province of the user

country string

Country of the user

postal_code string

PIN/ZIP Code of the user

designation string

Designation of the user, usually related to their position at a specific company. Example: "VP of Engineering"

company string

Company of the user

industry string

Industry of the user

description string

Description of the user

anniversary_date

Anniversary date of the user in ISO format (Can also sent as UNIX timestamp)

created_at

The date and time, the user was originally created in ISO 8601 or UNIX format

last_click

The date and time of the user's last mail open in ISO 8601 or UNIX format

last_open

The date and time of the user's last mail click in ISO 8601 or UNIX format

listName string   required

Name of the list to which the user should be added

timezone string

Timezone of the user in region format

Responses   200

OK

Body   application/json ⌄

responses / 200

success boolean   required

message string   required

>= 1 characters

Send campaign email

POST …/api.mailmodo.com/api/v1/**triggerCampaign/{campaign-id}**

The send campaign API allows the user to trigger campaigns with personalization parameter added to the email template. To call this API, you will need the campaign id.

Request

> Security: API Key

Path Parameters

campaign-id string   required

Headers

Content-Type string   required
application/json

mmApiKey string   required
Please input your API key available at
https://manage.mailmodo.com/app/settings/apikey

Body   application/json ⌄

The send campaign API provides two data blocks for sending personalization parameters. These blocks are data and campaign data. Given below is the difference between the two.

├─ **email** string   required
│ Provide email address of the contact to whom you want to send email

├─ **subject** string
│ Send this value if you want to override the default subject line provided at the time of creating the campaign.

├─ **replyTo** string
│ Send this value if you want to override the default replyTo provided at the time of creating the campaign.

⌄ Auth

mmApiKey : 123

⌄ Parameters

campaign-id* : string

Content-Type* : string

⌄ Body

```
1  {
2    "email": "string",
3    "subject": "strin
     g",
4    "replyTo": "strin
     g",
5    "fromName": "strin
     g",
6    "data": {
7      "first_name": "st
```

Send API Request

Request Sample: Shell / cURL ⌄

```
curl --request POST \
  --url https://api.mailmo
do.com/api/v1/triggerCampa
ign/campaign-id \
  --header 'Accept: applic
ation/json' \
  --header 'Content-Type:
application/json' \
  --header 'mmApiKey: ' \
  --data '{
  "email": "string",
  "subject": "string",
  "replyTo": "string",
  "fromName": "string",
  "data": {
    "first_name": "string"
  },
  "campaign_data": {
    "transient_variable":
"string"
  },
  "addToList": "string"
}'
```

Response Example
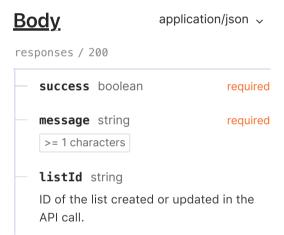
```
1  {
2    "success": true,
3    "message": "Email sc
     heduled successfully",
4    "ref": "be2bab1a-e0a
     6-419c-8fe0-1d3557c2af
     63"
5  }
```

fromName string

Send this value if you want to override
the default fromName provided at the
time of creating the campaign.

⌄ **data** object

Personalization parameters sent inside
the "data" block will be added / update
as user attributed against the contact
profile.

    first_name string

⌄ **campaign_data** object

Personalization parameters sent inside
the "campaign data" block will not be
added / update against the contact
profile i.e. they works as transient
variables.

    transient_variable string

addToList string

Responses   200

OK

Body   application/json ⌄

responses / 200

success boolean   required

message string   required
`>= 1 characters`

listId string
ID of the list created or updated in the
API call.

mailmodo

Registered Address (US)

Mailmodo Technologies Inc.
16192, Coastal Highway
Lewes, Delaware, 19958
United States

Registered Address (India)

Mailmodo Technologies Pvt Ltd
Hanto Rebel Building, 3rd Floor
2751/492, 2nd Sector
HSR Layout Bangalore
Karnataka, India - 560102

enquiries@mailmodo.com