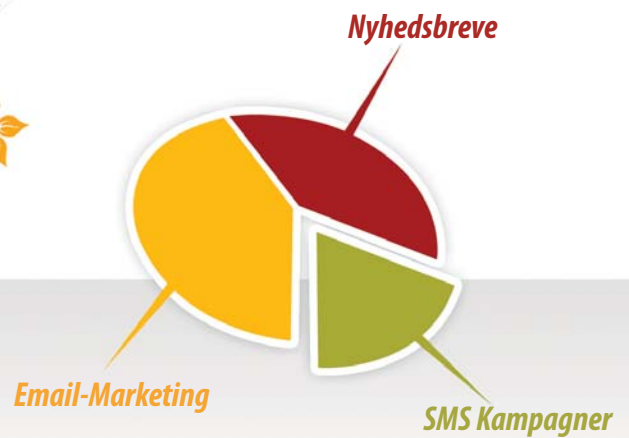


MailTool -Version 2.5

API for e-mail collection!



*Få success med elektronisk markedsføring
Professionel email og sms udsendelse*



MailTool – version 2.5

API for e-mail collection!

Several API's exist for MailTool as listed below:

Adding a user.

Overview:

You get the email from the user and send it backend to MailTool. It will immediately send back a status-code and a status-message which can then be displayed to the user.

How to implement:

First you need to decide certain factors. Do you want to add to an existing group or do you want to create a new group? If it's a new mailing list then the obvious will be to create a new group. You can however choose not to specify a group and the email wont be associated with any groups.

When having decided this you need to decide if it should be "double opt-in". Double opt-in means that once the user has submitted their email address they will get an email from MailTool asking them to confirm that they really want to be signed up. In certain countries the law states that you must use double opt-in, others are optional. In either case it can be a good idea to avoid spam accusations later on. (Refer to "How to set up double opt-in" further down)

The last thing to do before implementing the code is to write down certain ID's. If you have choosen to add the emails to a group you will need the group ID. This can be found in the listing under "Groups" in MailTool. You will also need the company ID which can be found under "Settings" in MailTool.

Nw you're ready to implement it on your site.

First you must have a page with a form to get the email, it can be something like:

```
<form method="post" action="submit.asp"
name="myform"> Email: <input type="Text"
name="email"> <br><input type="Submit"
name="submit" value="Send Email"></form>
```

On submit.asp (the page that is posted to) you need to do:

Post to a url (port 80, normal http) on the MailTool server with a number of parameters. You will in return get a result.

The result will be in the format CODENUMBER***CODEDESCRIPTION

E.g. something like: 0***Email were successfully added

You can then separate the result and either based on the error code show a custom error message or use the message MailTool supplies.

If you can't, wont or something else keeps you from posting to our server, then you can also use a get method instead, and simply calling a url like this:

```
http://www.Mail2L.com/user/addemail.
cfm?companyid=XXXXXXXX-XXXX-XXXX-XXXXXXXXXXXXXXXXXX
&email=#email#&groups=#groups#&lang=1&ip=XXX.XXX.
XXX.XXX
```

ad it will generate the exact same result.

The url for the template that processes the request is: <http://www.MailTool.com/user/addemail.cfm>

It takes the following parameters:

CompanyID	The unique ID of the company account on MailTool
Email	The email to add to the database
Groups	A comma (,) delimited list of the groups you wish this email should be in
Lang	What language you want return descriptions in, can be 1 for english and 2 for Danish
IP	This is the IP of the user that submitted the email. This is required due to current legislation.

Error codes:

This is a list of all the error codes that can get send back:

- 0 - Email was successfully added
- 1 - No email is specified
- 2 - Email is not valid
- 3 - No company ID is specified
- 4 - Company ID is not valid
- 5 - Email already exists in the group(s)
- 6 - No valid groups are specified
- 7 - Groups not belonging to this company is specified
- 15 - Email is listed in anti-spam database and cannot be added
- 20 - IP is not specified or invalid

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Using double opt-in:

Overview:

Double opt-in ensures that noone gets added to a group they didn't intent to. Double opt-in is furthermore required by law in some countries. It will also help your reputation stay clean by not sending emails to people that never asked to receives them.

Double opt-in is disabled by default and is groupbased meaning that every group you create have their own opt-in rules and possibly messages.

How it works:

When a new email is added to MailTool through our API's it will check if the groups selected has double opt-in enabled. If so the email will be put on a pending list and an email will be sent to the email. This email will contain your custom text and will provide a link to a page on the MailTool domain where they can verify that they really want to receive your emails. Once they have clicked on this link they will be moved from the pending list to the real list and you can now send emails to them.

How to enable double opt-in:

Go to "Groups" in MailTool. In the listing of the groups the first column is called "Opt (In/Out)" and show whether you have double opt-in enabled. It also shows if double opt-out is enabled. To shortly cover double opt-out then it's the same as double opt-in, just for when a person wants to leave a mailing list. Click on the link in the "opt" column for the group you wish to change opt status for. On the next screen you will opt-in and opt-out information. A checkbox indicates whether double opt-in/out is enabled. Under each checkbox there is a textfield for subject and a textarea for a message. The subject is used in the email the recipient will receive, and could be something like "You are trying to sign up...". The textarea has a number of attributes that can be used.

Currently supported is:

<code>%url%</code>	the url that will contain the link for verification
<code>%email%</code>	the email that is trying to subscribe
<code>%groupname%</code>	the name of the group they are trying to sign up to

You can freely use these in the message body, altho the %url% attribute is required. If omitted people wont receive a link to verify against.

An example of an email body can be:

```
Dear %email%

We have received you request to be added to
%groupname%. To do this please click on this link:
%url%
```

Once satisfied with your choices you click "submit" and the changes are made.

Deleting a user.

Overview:

You get the email from the user and send it backend to MailTool. It will immediately send back a status-code and a status-message which can then be displayed to the user.

How to implement:

You need to decide if it should be "double opt-out". Double opt-out means that once the user has submitted their email address they will get an email from MailTool asking them to confirm that they really want to be deleted. In certain countries the law states that you must use double opt-out, others are optional. In either case it can be a good idea to avoid that users gets removed, without wanting this. (Refer to "How to set up opt-out" further down).

You also need to decide if you want to add people to your "anti-spam" list. It's a internal list of people that has requested no to receive any kind of email from you again. (Refer to "How to use anti-spam" further down).

The last thing to do before implementing the code is to write down certain ID's. If you have choosen to only delete emails from certain groups need the group ID's otherwise you can specify "ALL" to have it completely removed no matter how many groups it is in. This can be found in the listing under "Groups" in MailTool. You will also need the company ID which can be found under "Settings" in MailTool.

Now you're ready to implement it on your site.

First you must have a page with a form to get the email, it can be something like:

```
<form method="post" action="submit.
asp" name="myform">Email: <input
type="Text" name="email"><br><input
type="Submit" name="submit" value="Send
Email"></form>
```

On submit.asp (the page that is posted to) you can do:

Post to a url (port 80, normal http) on the MailTool server with a number of parameters. You will in return get a result. The result will be in the format CODENUMBER***CODEDESCRIPTION E.g. something like: 0***Email were successfully deleted

You can then separate the result and either based on the errorcode show a custom error message or use the message MailTool supplies.

If you can't, wont or something else keeps you from posting to our server, then you can also use a get method instead, and simply calling a url like this:

```
http://www.Mail2L.com/user/deleteemail.
cfm?companyid=XXXXXXXX-XXXX-XXXX-XXXXXXXXXXXXXXXXX&em
ail=#email#&groups=#groups#&lang=1
```

and it will generate the exact same result.

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The url for the template that processes the request is: <http://www.Mail2L.com/user/deleteemail.cfm>

It takes the following parameters:

CompanyID	The unique ID of the company account on MailTool Kontakt Info-Connect Tlf: 70 20 92 50
Email	The email to add to the database
Groups	A comma (,) delimited list of the groups you wish this email should be in, optionally you can specify "ALL" if you want it removed from all groups
Lang	What language you want return descriptions in, can be 1 for english and 2 for danish

Error codes:

This is a list of all the error codes that can get send back:

- 0 - Email was successfully deleted
- 1 - No email is specified
- 2 - Email is not valid
- 3 - No company ID is specified
- 4 - Company ID is not valid
- 5 - Email already exists in the group(s)
- 6 - No valid groups are specified
- 7 - Groups not belonging to this company is specified
- 9 - Email was not found in your database
- 10 - The Email is part of one or more groups and no groups has been specified to be deleted from

Using double opt-out:

Overview:

Double opt-out ensures that noone gets deleted from a group they didn't intent to. Double opt-out is furthermore required by law in some countries.

Double opt-out is disabled by default and is groupbased meaning that every group you create have their own opt-out rules and possibly messages.

How it works:

When an email is deleted from MailTool through our API's it will check if the groups selected has double opt-out enabled. If so the email will be put on a pending list and an email will be sent to the email (if you have selected to delete from "ALL" then each group the email is in will be checked for double opt-out). This email will contain your custom text and will provide a link to a page on the MailTool domain where they can verify that they really want leave your group. Once they have clicked on this link they will be deleted from MailTool and you will no longer be able to send them emails.

How to enable double opt-out:

Go to "Groups" in MailTool. In the listing of the groups the first column is called "Opt (In/Out)" and show whether you have double opt-in enabled. It also shows if double opt-out is enabled. To shortly cover double opt-in then it's the same as opt-out, just for when a person wants to leave a mailing list. Click on the link in the "opt" column for the group you wish to change opt status for. On the next screen you will opt-in and opt-out information. A checkbox indicates whether double opt-in/out is enabled. Under each checkbox there is a textfield for subject and a textarea for a message. The subject is used in the email the receipient will receive, and could be something like "You are trying to sign up...". The textarea has a number of attributes that can be used.

Currently supported is:

%url%	the url that will contain the link for verification
%email%	the email that is trying to subscribe
%groupname%	the name of the group they are trying to sign up to

You can freely use these in the message body, altho the %url% attribute is required. If omitted people wont receive a link to verify against.

An example of an email body can be:

```
Dear %email%

We have received you request to be deleted from
%groupname%. To do this please click on this link:
%url%
```

Once satisfied with your choices you click "submit" and the changes are made.

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How to use filter:

Overview:

Filter is a database of people that specifically requested not to receive emails from you in the future. It's kept in the "Anti-Spam" section in MailTool. The database is fully available for you. You can see what emails are listed and you can remove any listed email. It's in your own interest that you only remove those people that has specifically requested to be removed otherwise you can cause yourself legal problems.

How it works:

You can add emails to this database either manually, by uploading files, selecting emails from your normal database and transfer them to anti-spam or by using the API. When you are sending out a new posting MailTool will make sure anyone listed in filter database wont receive any mails. This also includes external databases.

How to use it through API:

Post to a url (port 80, normal http) on the MailTool server with a number of parameters. You will in return get a result.

The result will be in the format CODENUMBER***CODEDESCRIPTION
E.g. something like: 0***Email were successfully added

You can then separate the result and either based on the errorcode show a custom error message or use the message MailTool supplies.

If you can't, wont or something else keeps you from posting to our server, then you can also use a get method instead, and simply calling a url like this:

```
http://www.Mail2L.com/user/addemail.cfm?companyid=XXXXXXXX-XXXX-XXXX-XXXXXXXXXXXXXXXXX&email=#email#&groups=#groups#&lang=1
```

and it will generate the exact same result.

The template processing the request: <http://www.MailTool.com/user/addantisipam.cfm>

It takes the following parameters:

CompanyID	The unique ID of the company account on MailTool
Email	The email to add to the database
Lang	What language you want return descriptions in, can be 1 for english and 2 for danish

Error codes:

This is a list of all the error codes that can get send back:

- 0 - Email was successfully added
- 1 - No email is specified
- 2 - Email is not valid
- 3 - No company ID is specified
- 4 - Company ID is not valid
- 5 - Email already exists in the filter database