

API Notifications

This document is intended for technical personnel who wish to directly access SignUp.to's API Functionality over HTTP. Note that in order to directly utilise this functionality, it is essential that you have a Sign-Up.to account.

Set-up

Sign-Up.to can notify clients of all actions performed by subscribers. Sign-Up.to requires clients supply us with a URL to which all notifications shall be sent. All clients who have access to the main web interface (<http://secure.sign-up.to/>) can find their API access details under the 'Accounts' tab. The hash and cid are listed, and the IP addresses of any servers accessing the event retrieval mechanism can be added there.

Features

Sign-Up.to will pass clients the following notifications:

- Subscriber Email Address Suspended
- Subscriber Email Address Un-suspended
- Unsubscriptions
- Subscriber Email Reads
- Subscriber Email Link Clicks
- Subscriber Email Forward To Friend Actions
- Subscriber Email Web Views

Each notification will be defined by the GET parameter 'mode'. Clients should note that in the future more 'modes' may be added, and as such should ensure their systems discard any requests containing unknown or unwanted 'modes'. Clients may request notification messages be re-sent.

Subscriber Email Address Suspended

Sign-Up.to will call your script with the following GET parameters:

mode	-	'suspend'
log	-	Incrementing counter; a unique value is assigned for every communication we send, across all 'modes'
time	-	Date and time in the format 'YYYY-MM-DD hh:mm:ss' (UTC)
email	-	Subscriber's email address

Subscriber Email Address Un-suspended

Sign-Up.to will call your script with the following GET parameters:

mode	-	'unsuspend'
log	-	Incrementing counter; a unique value is assigned for every communication we send, across all 'modes'
time	-	Date and time in the format 'YYYY-MM-DD hh:mm:ss' (UTC)
email	-	Subscriber's email address

Unsubscriptions

Sign-Up.to will call your script with the following GET parameters:

mode	-	'unsubscribe'
log	-	Incrementing counter; a unique value is assigned for every communication we send, across all 'modes'
time	-	Date and time in the format 'YYYY-MM-DD hh:mm:ss' (UTC)
email	-	Subscriber's email address
list	-	If the subscriber has elected to unsubscribe from one or more lists, this value will contain a comma separated string of list IDs. If this has a value of 0 (zero), the subscriber has requested permanent removal from all lists

Subscriber Email Reads

Sign-Up.to will call your script with the following GET parameters:

mode	-	'email_read'
log	-	Incrementing counter; a unique value is assigned for every communication we send, across all 'modes'
time	-	Date and time in the format 'YYYY-MM-DD hh:mm:ss' (UTC)
email	-	Subscriber's email address
campaign	-	The ID of the campaign read by the subscriber

Subscriber Email Link Clicks

Sign-Up.to will call your script with the following GET parameters:

mode	-	'email_link'
log	-	Incrementing counter; a unique value is assigned for every communication we send, across all 'modes'
time	-	Date and time in the format 'YYYY-MM-DD hh:mm:ss' (UTC)
email	-	Subscriber's email address
campaign	-	The ID of the campaign containing the link clicked by the subscriber link - Target URL of the clicked link

Subscriber Email Forward

Sign-Up.to will call your script with the following GET parameters:

mode	-	'email_forward'
log	-	Incrementing counter; a unique value is assigned for every communication we send, across all 'modes'
time	-	Date and time in the format 'YYYY-MM-DD hh:mm:ss' (UTC)
email	-	Subscriber's email address
campaign	-	The ID of the campaign forwarded by the subscriber

Subscriber Email Web View

Sign-Up.to will call your script with the following GET parameters:

mode	-	'email_webview'
log	-	Incrementing counter; a unique value is assigned for every communication we send, across all 'modes'
time	-	Date and time in the format 'YYYY-MM-DD hh:mm:ss' (UTC)
email	-	Subscriber's email address
campaign	-	The ID of the campaign viewed by the subscriber on the web

Note: All values will be url encoded. Sign-Up.to will continue to notify the actions taken by an unsubscribed recipient. In these instances, the email parameter will have the value 'unsubscribed recipient'.

Notification Retrieval

In every notification sent, Sign-Up.to will include a log ID value. In the event that a client receives a notification where the log value is more than one greater than the log value of their previous notifications, it would suggest that due to network issues one or more messages have been missed. In order to allow clients' systems to fill in any such missing data, Sign-Up.to provides notification retrieval functionality. Clients should take care that they note any notification log ID before discarding any requests containing unknown or unwanted 'modes'.

The notification retrieval system operates in a similar manner to functionality in the Subscription Manager API. The URL you will need to call to have old notifications resent is:

<http://api.sign-up.to/feedback.php>

For the script to work correctly it requires the following three GET parameters:

cid (required)	-	Account identifier
hash (required)	-	Encrypted access hash
log (required)	-	Notification log ID

When called successfully, this script will return a value of 1, and re-send the notification represented by the passed log ID to the client's specified URL. Unsuccessful requested will return no value.

Security

In order to ensure that there's no chance of rogue calls being made to clients' URLs, Sign-Up.to advise that clients configure their systems to only allow access from the IP range 81.89.143.64/27

Contact Details

For technical help and support please contact:

support@sign-up.to

020 3355 2630 (9.00am - 6.00pm UK working days)