



MAILEON
EMAIL MARKETING

Manual

Zapier Integration

v1.0

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Documentation for the XQueue system

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Content and Goal	This document demonstrates how to connect Maileon to Zapier as information sink using "Webhooks".
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Zapier

What is Zapier

Zapier¹ is a middleware that allows quickly connecting Maileon to a huge amount of systems. It provides 1.500+ apps for connecting to different shops, CRMs or other lead generating types of software, e.g. Facebook. It differentiates between lead sources, that is software that generates leads, and lead sinks, which describes software that will receive leads for further processing.

With the current solution, Maileon is a pure lead sink, i.e. data is submitted to Maileon but Maileon does not submit any data to Zapier.

To connect Maileon, it is possible to configure a sink using Webhooks, as Maileon provides a webhook API². Please note, that the Zapier Webhook-Feature is a “Premium-Feature”, so make sure to use a premium account.

¹ <https://zapier.com>

² <http://dev.maileon.com/api/webhooks-maileon/>

How to Configure Zapier

After logging in into your Zapier account, click on “Dashboard” on the top navigation panel. Start by selecting the data source APP, e.g. Magento, underneath “Create your own workflow”. Then select “Webhooks By Zapier” as data sink. Finally define when the webhook should fire, the rule differs for each source APP. In this example, we want to create a call, if a new customer is registered. Select POST for the webhook action. Finally click on “Use Zap”, see Figure 1.

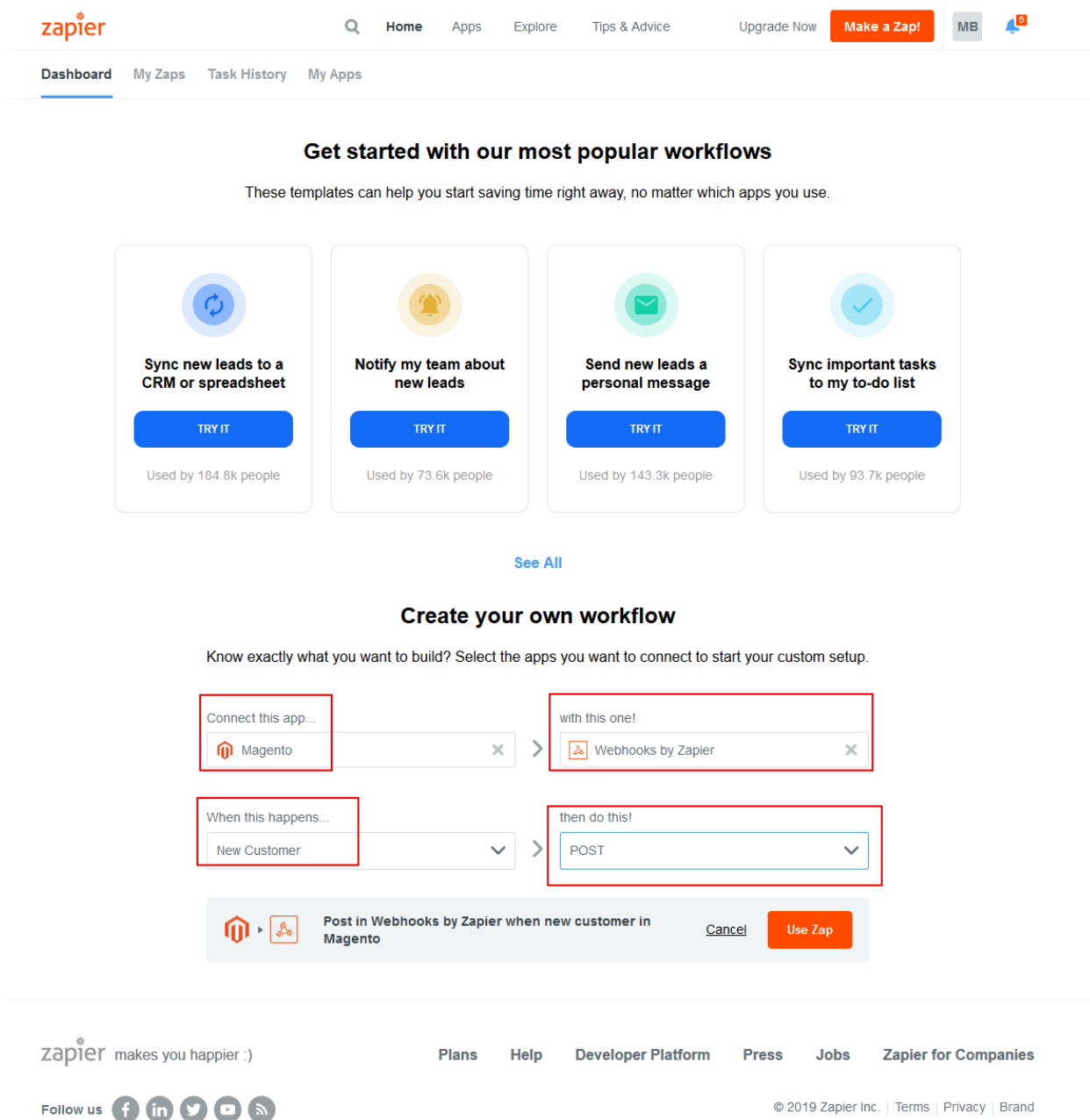


Figure 1: Creating a new Zap

Later, a name for the Zap can be selected freely but for now, the data source needs to be connected with Zapier. In the case of Magento, the shop URL, an API user and a password needs

to be provided. See the help for the app required, if questions arise. Figure 2 shows the example of Magento.

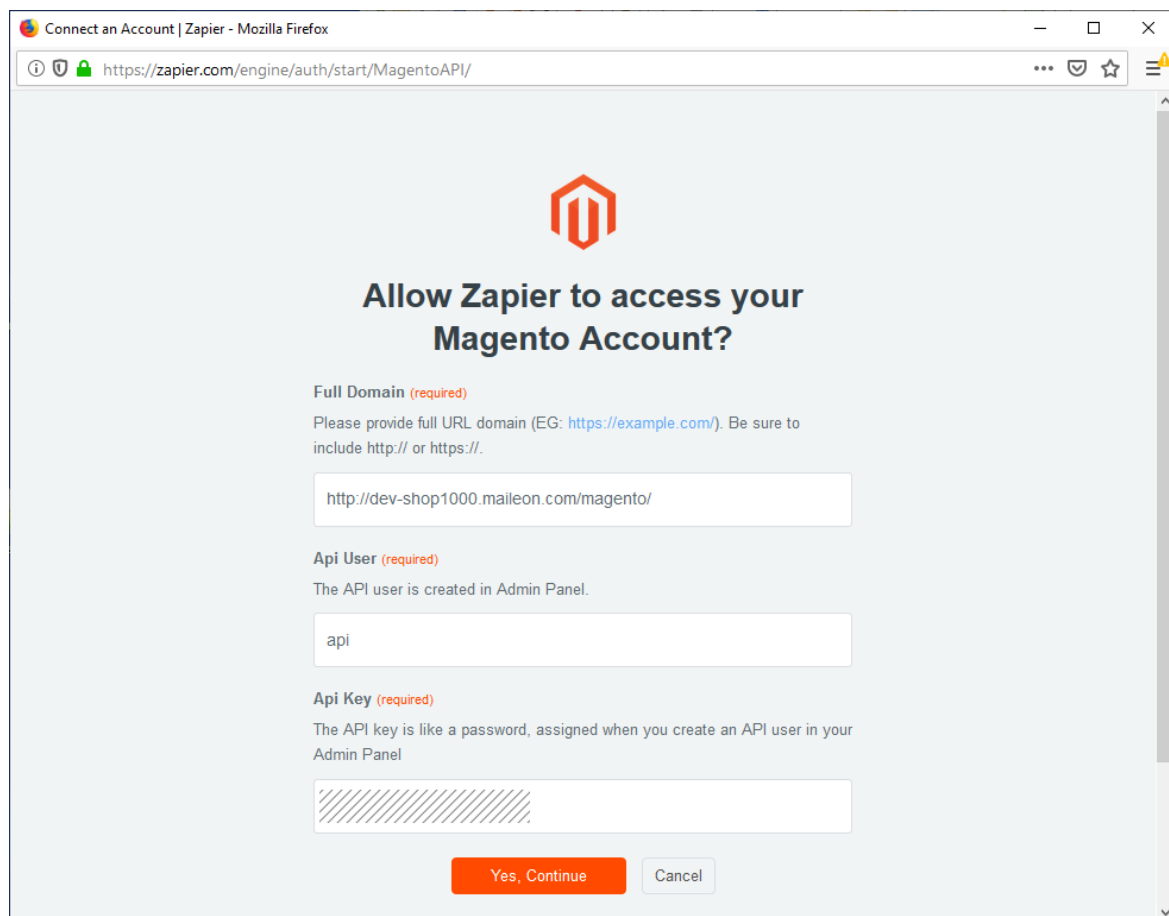


Figure 2: Settings for Magento App

After selecting the source continue to the “Do this” section which defines the POST request that is sent to Maileon. Here the data specified in the documentation³ needs to be set up. The URL of the webhook API is: <https://api.maileon.com/webhooks/contacts/email>. Now, contact data and control attributes can be added, see Figure 3.

The most commonly used attributes are:

Fieldname	Explanation
<i>email</i>	The field for email address
<i>external_id</i>	The external ID, not required for LeadAds
<i>key</i>	The Maileon API-Key
<i>standard_FIRSTNAME</i>	Standard field “first name”
<i>standard_LASTNAME</i>	Standard field “last name”
<i>doi</i>	Should a DOI be sent by Maileon?
<i>doi_plus</i>	Should Maileon use DOI+ as permission?
<i>sync_mode</i>	1: The contact is updated is existing, 2: The contact is ignored when already existing
<i>doimailing</i>	The key of the DOI mailing in Maileon

³ <https://dev.maileon.com/api/webhooks-maileon/>

The fields email and key are mandatory, external_id, doi, doiplus, sync_mode. doimailing and all standard and custom fields are optional. For configuring the action that is performed, when a contact is submitted by Zapier, the complete list of parameters is specified here: <http://dev.maileon.com/api/rest-api-1-0/contacts/create-contact/>. In the example we use **doi** to signal, that Maileon should start a DOI process. Also other attributes from the documentation above can be added, e.g. we also used **sync_mode**.

For **standard fields** use the attribute prefix "standard", as seen in the example above, for **custom fields** use "custom". The keys for standard fields can be found here: <http://dev.maileon.com/api/rest-api-1-0/contacts/standard-contact-fields>. Be careful to use correct capitalization, also for the custom fields.

Once the webhook configuration is done, a test option will be available, see Figure 4. If the test call is done, a contact called “jane@zapier.ninja” should be created in the Maileon account as shown in the email field of Figure 3. Now it must be ensured, that the contact is created and received a DOI mailing. If it does not work there is usually a problem with the DOI mail: if a DOI mail was added to Maileon but was not specified as default mailing in the settings, Maileon does not know how to send a DOI mail to the customer and refuses to accept the contact, signaling that there is something wrong. In case the DOI mail is marked with some special key and Zapier should trigger that special DOI mail, the key needs to be added as parameter **doimailing** to the webhook configuration and it should be ensured, that the DOI key is either never changed, i.e. if the DOI mail is replaced by a new one, make sure to use the same DOI key, or if it is changed inside Maileon, it must be updated in Zapier, otherwise no contacts will be registered.

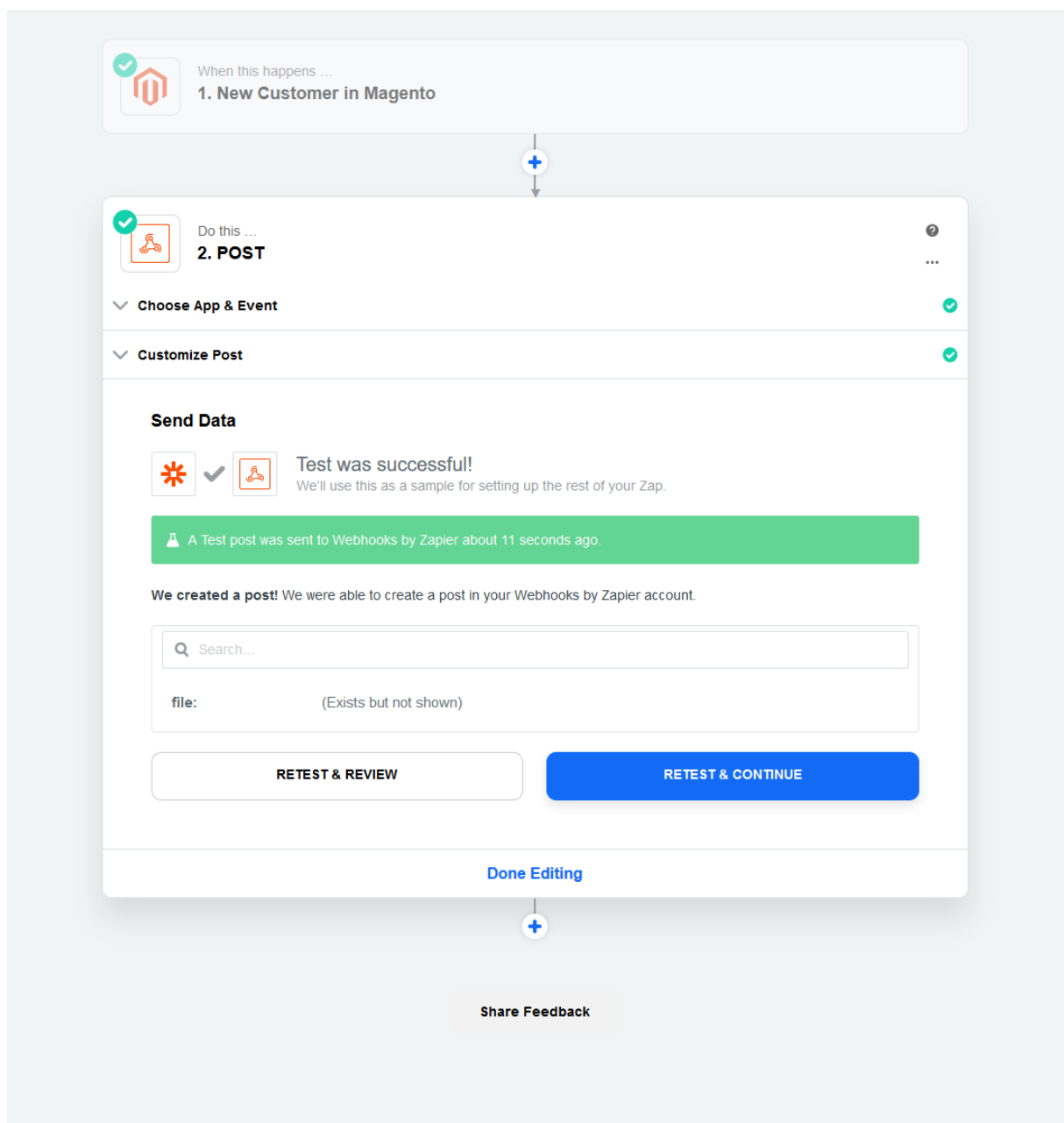


Figure 4: Testing the Zap

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