

# HTTP API Specifications

The following are get/post request that you can make to the MailUp system. On the page the word "recipient" is used to identify your customers/users/subscribers.

| Subscribe.aspx                                                                                                                                                                                                                                                                                                               | Xmlsubscribe.aspx                                                                                                                                                                                                                                                      | Xmlchksubscriber.aspx                                      | Xmlunsubscribe.aspx                | XmlUpdSubscriber.aspx                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|------------------------------------|-----------------------------------------------------------------------------|
| <p>To subscribe recipients from a form. It supports:</p> <ul style="list-style-type: none"> <li>Multiple lists</li> <li>Multiple groups</li> </ul> <p>No response is returned.</p> <p>The new subscriber is redirected to the <a href="#">subscription confirmation page</a> (or redirected to a page of your choosing).</p> | <p>To subscribe recipients with an XML request that returns a XML response. It supports:</p> <ul style="list-style-type: none"> <li>Multiple lists</li> <li>Multiple groups</li> </ul> <p>Unlike with <a href="#">subscribe.aspx</a>, an XML response is returned.</p> | <p>To check a recipient's current subscription status.</p> | <p>To unsubscribe a recipient.</p> | <p>To update a subscriber's profile (<a href="#">recipient fields</a>).</p> |

## GET or POST?

In addition to HTTP POST, methods whose name starts with "Xml" can also be called using HTTP GET method. In this case, input parameters are expected via querystring and they must be properly encoded.

## Subscribe.aspx

You can use [subscribe.aspx](#) as the form handler from a form hosted on your Web site. It allows you to offer your Web site visitors a way to sign up for your newsletter(s), while giving you full control on the look & feel of the signup form. By default the signup process uses the double opt-in method (confirmed opt-in), although this can be turned off as discussed below (not recommended!).

The signup form must be structured as described below:

- the field "name" attribute for each field must match the corresponding code that can be located under **Settings > Codes Table and List GUID** in your MailUp admin console.
- the field "type" is entirely up to you

## Subscription form action

The URL to put in the action of the form tag depends on your MailUp account's unique URL. If your MailUp admin console address is [xyzw.espsrv.com](#), the correct action URL for the form (the URL of the form handler) will be <http://xyzw.espsrv.com/frontend/subscribe.aspx>.

```
<form method="post" action="http://xyzw.espsrv.com/frontend/subscribe.aspx">
```

The parameters for calling [subscribe.aspx](#) are described below.

## Email field

| On this page...                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>GET or POST?</li> <li>Subscribe.aspx <ul style="list-style-type: none"> <li>Subscription form action</li> <li>Email field</li> <li>List fields</li> <li>Single vs. double opt-in</li> <li>Mobile phone number</li> <li>Groups</li> <li>Other personal data fields</li> <li>Modifying the sender email and name</li> <li>Throttling limitations</li> </ul> </li> <li>Xmlsubscribe.aspx <ul style="list-style-type: none"> <li>URL</li> <li>REQUEST PARAMETERS</li> <li>RESPONSE VALUES <ul style="list-style-type: none"> <li>Code Examples</li> </ul> </li> </ul> </li> <li>Xmlchksubscriber.aspx <ul style="list-style-type: none"> <li>URL</li> <li>REQUEST PARAMETERS</li> <li>RESPONSE VALUES <ul style="list-style-type: none"> <li>Code Examples</li> </ul> </li> </ul> </li> <li>Xmlunsubscribe.aspx <ul style="list-style-type: none"> <li>URL</li> <li>REQUEST PARAMETERS</li> <li>RESPONSE VALUES <ul style="list-style-type: none"> <li>Code Examples</li> </ul> </li> </ul> </li> <li>XmlUpdSubscriber.aspx <ul style="list-style-type: none"> <li>URL</li> <li>REQUEST PARAMETERS</li> <li>RESPONSE VALUES <ul style="list-style-type: none"> <li>Code Examples</li> </ul> </li> </ul> </li> </ul> |

#### REQUIRED

The form must contain a field named "email". The forms that you can create in your MailUp admin console under **Settings > Signup Form** contain some basic JavaScript validation to validate that a correct email address has been provided. Feel free to use that JavaScript code.

```
<input name="email" type="text" size="60" maxlength="100">
```

## List fields

#### REQUIRED

You must specify which list(s) the subscriber is being subscribed to. You can include more than one list, but at least one must be specified. If it's only one list, you can include it as a hidden field.

```
<input type="hidden" name="list" value="1">
```

If you wish to let the recipient choose more than one list (e.g. "New product announcements" and "Special offers"), you can do so by presenting them using check boxes. For example, assuming that...

- "New product announcement" is List #2 in your MailUp account
- "Special offers" is List #3 in your MailUp account

... you would have:

```
<input name="list" type="checkbox" value="2">New product  
announcements<br>  
<input name="list" type="checkbox" value="3">Special offers<br>
```

If you wish to subscribe a recipient to more than a list, without letting them pick, you can use the following format:

```
<input type="hidden" name="list" value="1,2,3">
```

The "value" field must contain the ID of the list the recipient will be subscribed to. You can see that numeric value shown in the MailUp admin console under [Codes Table](#).

Note that even if you subscribe the new recipient to multiple lists, only one **subscription confirmation request message** will be sent.

- The email sent is the subscription confirmation request message of the first List included in your submission
- The recipient will be "pending" in all lists until subscription has been confirmed.
- After clicking on the link in the email, the "pending" status is converted to "subscribed" in each list that was submitted in the form action

## Single vs. double opt-in

#### OPTIONAL

By default MailUp always uses a double opt-in - also called confirmed opt-in (COI) - subscription process: the new subscriber must confirm their intend to subscribe. This is an email marketing best practice and the only sure way to avoid spamtraps and other potentially damaging email addresses to end up into your list(s).

We understand that there can be rare cases in which single opt-in might be preferable. Before you do so, however:

- Understand the risks involved: your sender reputation could be very negatively impacted by the presence of "bad" emails in your list
- Understand that your MailUp account could be terminated if you send a mailing to a list of recipients that contains spamtraps

To turn off COI (*not recommended*) and switch to a single opt-in signup process, include the following in the form code:

```
<input type="hidden" name="confirm" value="off" />
```

## Mobile phone number

OPTIONAL

You can use the mobile number field to record the customer's mobile number in the database and be able to send text messages to them.

```
<input id="prefix" value="001" type="text" name="prefix" />
<input id="sms" type="text" name="number" />
```

Please note that the field “**prefix**” (international prefix) needs not be entered as a separate field, it can also be inserted in the field “number”. We recommend passing it as a separate field for clarity's sake.

## Groups

OPTIONAL

You can optionally present the recipient with a choice of one or more groups.

```
<input name="group" type="checkbox" value="1"> First group <br>
<input name="group" type="checkbox" value="2"> Second group <br>
```

If you want the recipient to be subscribed to one or more groups, without presenting a choice, simply set the type as “hidden”, as in the example below:

```
<input name="group" type="hidden" value="2,8,10">
```

In the example above, the recipient is automatically subscribed to groups 2, 8 and 10. The Group IDs are listed in your MailUp admin console under **Settings > Codes table**.

## Other personal data fields

OPTIONAL

You can ask your recipients to provide any other piece of information that will be saved in the Personal Data Fields that have been setup under **Manage > Personal Data Fields**.

```
<input name="campo1" type="text" size="60" maxlength="100"> First Name
<input name="campo2" type="text" size="60" maxlength="100"> Last Name
```

The field type is entirely up to you. The field name is based on the field ID located in the [Codes Table and List GUID](#).

## Modifying the sender email and name

You can choose to submit as part of the customer registration the following values to override the default ones for the List.

```
<input type="hidden" name="dynsndmail" value="email@example.com" >
<input type="hidden" name="dynsndname" value="Name Surname">
```

This allows to send a subscription confirmation message with a personalized sender. When both have been specified, they will be set as the values in the "From" field, while the default name and email address for the MailUp list will be used for the "Sender" field. So, on many clients this message will be viewed as "sent by *Sender* on behalf of *From*". A confirmation email like this contains a link to the newsletter management system to complete the subscription, while, if the recipient replies to the email message ("Reply to"), the reply will be sent to the address indicated in the "From" field. This practice is very useful when a confirmation email is sent to an acquaintance: the invitation is much more effective if the person who invites is among the senders of the email (in the "From" field).

## Throttling limitations

Here below the throttling limitations:

|                             | Day   | Hour | Minute |
|-----------------------------|-------|------|--------|
| /frontend/xmlsubscribe.aspx | 20000 | 5000 | 300    |
| /frontend/subscribe.aspx    | 20000 | 5000 | 300    |

## Xmlsubscribe.aspx

### Usage: subscription

This call is similar to the previous one: the main differences is in the format with which the parameters are defined, and in the fact that "xmlSubscribe" returns an output code with information about the outcome of the operation, when instructed to do so.

## URL

The URL to use depends on your MailUp account's unique URL. If your MailUp admin console address is *xyzw.espsrv.com*, the correct action URL for the form (the URL of the form handler) will be <http://xyzw.espsrv.com/frontend/xmlSubscribe.aspx>

## REQUEST PARAMETERS

| N<br>a<br>m<br>e      | M<br>a<br>x<br>i<br>m<br>u<br>m<br>v<br>a<br>l<br>u<br>e | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| E<br>m<br>a<br>i<br>l | N<br>(1)                                                 | Recipient's email address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| S<br>m<br>s           | N<br>(1)                                                 | Recipient's mobile number, including the country code / international prefix <sup>(2)</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| L<br>i<br>s<br>t      | Y                                                        | List IDs: you can specify more than one list using comma as separator. In case of multiple lists and Confirm=1 (true), it is strongly recommended to provide a valid value for the ConfirmListID <sup>(4)</sup> parameter. This practice allows you to handle a multi list subscription using a single confirmation request message.<br><br>If the ConfirmListId argument is not valued, an individual confirmation request message will be sent for each specified list. Please note that sending multiple confirmation messages, e.g. more than 10, may result into longer execution times. |

|                                                                      |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| G<br>r<br>o<br>u<br>p                                                | N | Groups to which to subscribe the recipient (comma separated)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| C<br>o<br>n<br>f<br>i<br>r<br>m                                      | N | Parameter to enable ("1" or "true") or disable ("0" or "false") the confirmation request email. Default value: 1 (i.e. double opt-in enabled by default).<br><br>The notes in the "subscribe.aspx" section above under "Single vs. double opt-in (optional)" apply here as well. Turning off confirmed opt-in is very risky.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| c<br>s<br>v<br>F<br>l<br>d<br>N<br>a<br>m<br>e<br>s                  | N | Personal data codes (separated by the ";" character)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| c<br>s<br>v<br>F<br>l<br>d<br>V<br>a<br>l<br>u<br>e<br>s             | N | Values related to personal data codes (separated by the ";" character)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| r<br>e<br>t<br>C<br>o<br>d<br>e                                      | N | Set it to 1 to receive a response code instead of a text string. It defaults to 0.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| D<br>y<br>n<br>a<br>m<br>i<br>c<br>m<br>a<br>i<br>l<br>(3)           | N | "dynamic sender e-mail address" Sender address in the confirmation request email (If blank, default value for the list will be used)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| d<br>y<br>n<br>a<br>m<br>i<br>c<br>n<br>a<br>m<br>e<br>(3)           | N | "dynamic sender name" Sender name in the confirmation request email (If blank, default value for the list will be used)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| C<br>o<br>n<br>f<br>i<br>r<br>m<br>L<br>i<br>s<br>t<br>I<br>D<br>(4) | N | To be used when subscribing the recipient to multiple lists (more than one list IDs are specified in "List" parameter) if you want the recipient to receive only one request for subscription confirmation (e.g. they sign up for "Specials", "Promotions" and "New arrivals", but only receive one subscription confirmation request email). <ul style="list-style-type: none"> <li>• <i>ConfirmListID</i> is the ID of the list that contains the subscription confirmation request message that you wish to send to pending subscribers.</li> <li>• A click in the link contained in the confirmation request message will confirm subscription in all lists submitted with the form.</li> <li>• Confirmation request is sent if recipient is pending in at least one of the specified lists.</li> </ul> |

|        |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| source | N | <p>Optional field that can be used to inform MailUp platform that a call to xmlsubscribe.aspx is coming from a specific application/website. When developing an integration, please make sure this type of tracking is compatible with the guidelines of the application you are connecting to MailUp (e.g. in some cases you cannot transfer source details without user's informed consent).</p> <p>Example: some plugins are using source=generic by default and source=application-name or source=host-name only when plugin admin user accepts to provide source data</p> |
|--------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

- (1) at least one between email or sms parameters must be specified
- (2) if the prefix not specified, default settings for the list will be used
- (3) for further details on how to use these fields, please see the section about the "subscribe.aspx" API (top of this page)
- (4) ConfirmListID parameter is available on MailUp 8.3.1 or more recent versions

## RESPONSE VALUES

Make sure that the **retCode** parameter is set to **1** to receive a response code. Otherwise a text string is returned.

| CODE  | DESCRIPTION                                                                               |
|-------|-------------------------------------------------------------------------------------------|
| 0     | Operation completed successfully / Either email address or mobile number has been changed |
| 1     | Generic error                                                                             |
| 2     | Invalid email address or mobile number                                                    |
| 3     | Recipient already subscribed                                                              |
| -1011 | IP not registered                                                                         |

### Code Examples

```

Ruby

# Refer to https://mailup.atlassian.net/wiki/display/mailupapi
# /MailUp+RubyGem for gem information.
require 'mailup'
m = MailUp::API.new('console_url')
m.xml_subscribe(:email => 'sample@email.com', :list => 1)
# => 0

```

```

HTTP GET (multi list and multi group)

GET https://consolehostname.org/frontend/xmlsubscribe.aspx?
email=name.surname@example.com&List=1,2&Group=6,24

```

```

HTTP GET (with two fields user)

Get https://consolehostname.com/frontend/xmlSubscribe.aspx?
list=1&Group=10&email=sample.mail@gmail.com&csvFldNames=campol;
campo2&csvFldValues=John;Doe&confirm=0&retCode=0

```

## Xmlchksubscriber.aspx

### Usage: subscription status check

This function performs a check on a recipient's subscription status

## URL

The URL to use depends on your MailUp account's unique URL. If your MailUp admin console address is *xyzw.espsrv.com*, the correct action URL for the form (the URL of the form handler) will be <http://xyzw.espsrv.com/frontend/Xmlchksubscriber.aspx>

## REQUEST PARAMETERS

| Name     | Mandatory? | Description                                                                  |
|----------|------------|------------------------------------------------------------------------------|
| ListGuid | Y          | Alphanumeric code associated to a distribution list                          |
| List     | Y          | List ID                                                                      |
| Email    | N (1)      | The recipient's email address                                                |
| Sms      | N (1)      | Recipient's mobile number, including country code / international prefix (2) |

(1) At least one of the email or sms parameters must be specified

(2) if the country code (international prefix) is not specified, the default settings for the list will be used

## RESPONSE VALUES

| CODE | DESCRIPTION                                        |
|------|----------------------------------------------------|
| 1    | Generic error / recipient does not exist           |
| 2    | Recipient subscribed (OPT-IN)                      |
| 3    | Recipient unsubscribed (OPT-OUT)                   |
| 4    | Recipient's subscription to be confirmed (PENDING) |

Important notes



- Code 1 is given as output value both in case of error (e.g. when ListGuid code does not match ListID) and when the recipient does not exist in that List.
- Code 4 applies when a double opt-in subscription method is used (or Confirmed Opt-in, COI), and the recipient has not yet confirmed their subscription. COI is the default subscription method in MailUp.

## Code Examples

```
Ruby

# Refer to https://mailup.atlassian.net/wiki/display/mailupapi
# /MailUp+RubyGem for gem information.
require 'mailup'
m = MailUp::API.new('console_url')
m.xml_chk_subscribe(:listGuid => 'abc123', :list => 1, :email =>
'sample@email.com')
# => 2
```

## Xmlunsubscribe.aspx

### Usage: unsubscription

This function forces the unsubscription of a subscriber from a list.

## URL

The URL to use depends on your MailUp account's unique URL. If your MailUp admin console address is *xyzw.espsrv.com*, the correct action URL for the form (the URL of the form handler) will be <http://xyzw.espsrv.com/frontend/Xmlunsubscribe.aspx>

## REQUEST PARAMETERS

| Name     | Mandatory? | Description                                                                  |
|----------|------------|------------------------------------------------------------------------------|
| ListGuid | Y          | Alphanumeric code associated to a distribution list                          |
| List     | Y          | List ID                                                                      |
| Email    | N (1)      | Recipient's email address                                                    |
| Sms      | N (1)      | Recipient's mobile number, including country code / international prefix (2) |

(1) at least one between email or sms parameters must be specified

(2) if the prefix is not specified, default settings for the list will be used

## RESPONSE VALUES

| CODE | DESCRIPTION                              |
|------|------------------------------------------|
| 0    | Recipient unsubscribed successfully      |
| 1    | Generic error                            |
| 3    | Recipient unknown / already unsubscribed |

NOTE: If successfully unsubscribed, the recipient will be moved to unsubscribers and will receive an unsubscription confirmation email, if this option has been selected (NOT an email marketing best practice).

## Code Examples

| Ruby                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <pre># Refer to https://mailup.atlassian.net/wiki/display/mailupapi /MailUp+RubyGem for gem information. require 'mailup' m = MailUp::API.new('console_url') m.xml_unsubscribe(:listGuid =&gt; 'abc123', :list =&gt; 1, :email =&gt; 'sample@email.com') # =&gt; 0</pre> |

## XmlUpdSubscriber.aspx

### Usage: recipient profile update

This function allows to update a recipient's profile.

## URL

The URL to use depends on your MailUp account's unique URL. If your MailUp admin console address is *xyzw.espsrv.com*, the correct action URL for the form (the URL of the form handler) will be <http://xyzw.espsrv.com/frontend/xmlUpdSubscriber.aspx>

## REQUEST PARAMETERS

| Name     | Mandatory? | Description                                         |
|----------|------------|-----------------------------------------------------|
| ListGuid | Y          | Alphanumeric code associated to a distribution list |
| List     | Y          | List ID                                             |
| Email    | N (1)      | Recipient's email address                           |

|              |                  |                                                                                                                                      |
|--------------|------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Sms          | N <sup>(1)</sup> | Recipient's mobile number, including country code / international prefix <sup>(2)</sup>                                              |
| Replace      | N                | Parameter to enable or disable group replacement for the specified recipient. Accepted values: 0/1/false/true – Default value: false |
| Group        | N                | Groups to which to subscribe the recipient (separated by the ";" character)                                                          |
| csvFldNames  | N                | <a href="#">Recipient field</a> codes (separated by the ";" character)                                                               |
| csvFldValues | N                | <a href="#">Recipient field</a> values (separated by the ";" character)                                                              |

<sup>(1)</sup> At least one parameter between email and sms must be specified

<sup>(2)</sup> if the country code / international prefix is not specified, the default setting for the list will be used

## RESPONSE VALUES

| CODE | DESCRIPTION               |
|------|---------------------------|
| 0    | Data updated successfully |
| 1    | Generic error             |

xmlUpdSubscriber.aspx returns **error code = 1** ("generic error") in the following cases:



1. List ID parameter cannot be converted into a number
2. GUID parameter has not a valid format
3. Specified email address does not exist in subscribers list (we recommend use of [xmlChkSubscriber.aspx](#) to check presence of email address before updating)
4. Field csvFldValues contains a semicolon (;) character in this case we have a different number of fields in csvFldNames and csvFldNames parameters
5. Field csvFldValues contains a '-' (two hyphen-minus characters)
6. A temporary internal error occurred (retry later or [contact us](#) if this problem persists)
7. Personal data of a specific subscriber is corrupted and the problem occurs only with that recipient (please [contact us](#))

## Code Examples

```

Ruby

# Refer to https://mailup.atlassian.net/wiki/display/mailupapi
# /MailUp+RubyGem for gem information.
require 'mailup'
m = MailUp::API.new('console_url')
m.upd_subscriber(:listGuid => 'abc123', :list => 1, :email =>
'sample@email.com')
# => 0

```