

# Best practices

## I. Plan your integration

Start choosing the use cases that better fit your needs and then select a technical solution that covers your requirements. You can use a mix of different solutions.

For each use case listed on [Use Cases and recommended methods](#), there may be more than one technical solution available: each one is slightly different from the others in terms of features, scalability, or something else.

A broad [comparison matrix](#) for available technical solutions is available [here](#).

## II. Check requirements

In some cases, the chosen solution may require access to features or a level of access that your account may not have at the moment. For example, your account may be restricted due to a free trial status, or you may need the setup of a batch process (e.g. [FTP based integrations](#) require a specific setup by our support department). Please contact us if you get stuck or need a special configuration.

## III. Use sample code

Some API pages provide code snippets or examples of input/output parameters. It is recommended that you check them out to get familiar with available API methods. For example:

- REST API: [Samples and Wrappers](#)
- SOAP API: [Code Samples](#)

## IV. Build your application

Time to get started!

- Familiarize with [MailUp terminology](#)
- [Get the API keys](#)
- [Ready to go in 15 minutes](#)