

Compare API solutions

Available solutions

You can develop your integration with MailUp by mixing the available solutions and taking advantage of the various features they provide. Each listed item is a link to the correspondent documentation.

Recommended solutions

- [REST API](#)
- [SMTP+ \(SMTP Relay\)](#)
- [HTTP GET/POST](#) ([Subscription forms](#) use the same methods)
- [FTP](#)

Other existing solutions (no longer extended, they may be deprecated in a near future)

- [SOAP API](#)
- [List+](#)
- [Frontend reporting pages](#)

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Comparison matrix

Use the tables below to compare these available solutions.

✓ = available | ⚠ = available with restrictions (see specific notes for each case)

Manage lists and groups

	HTTP, Forms	SOAP	REST	SMTP+	FTP	List+	Frontend
Create/Delete/Update lists		✓	✓				
Create/Delete/Update groups		✓	✓				
Read lists and groups		✓	✓				

Manage recipients

	HTTP, Forms	SOAP	REST	SMTP+	FTP	List+	Frontend
Import recipient (single)	✓	✓	✓	⚠ ¹	⚠ ²		
Import recipients (bulk)		✓ Bulk import limit: <ul style="list-style-type: none"> • MailUpImport: Multiple import by splitting in blocks, up to 1,5 MB per block • SendMessageNL: as FTP case 	✓ Bulk import limit: <ul style="list-style-type: none"> • Multiple import by splitting in blocks, up to 7 MB per block • using fileName querystring parameter: as FTP case 		✓ Bulk import limit: <ul style="list-style-type: none"> • N/A, but successfully tested either with 50 MB or with a single import file containing 4 million email addresses 	⚠ ³	Bulk import limit: 10 MB
Force optin of unsubscribed recipient (single)	✓	⚠ ²	⚠ (only with double optin)		⚠ ²		
Unsubscribe recipient (single)	✓	✓	✓		⚠ ²		
Unsubscribe recipient (bulk)		✓	✓		✓		
Subscribe with confirmed optin (COI)	✓	⚠ ¹⁰	✓				
Read personal data fields settings		✓	✓				

Update recipients' personal data fields	✓	✓	✓	✓			
Check recipient's subscription status	✓		✓	✓			
Add to group (single)	✓	✓	✓	✓	⚠ ²		
Add to group (bulk)		✓	✓	✓	✓		
Remove from group (single)			✓	✓			
Remove from group (bulk)					⚠ ⁴		

Email

	HTTP, Forms	SOAP	REST	SMTP+	FTP	List+	Frontend
Create email message		✓	✓	✓		✓	
Read email messages		✓	✓				
Manage tags			✓				
Manage attachments		✓	✓	✓		✓	
Manage both embedded and not embedded images in the same message				✓			
Manage dynamic fields		✓	✓			✓	
Manage dynamic content		✓	✓			✓	
Manage image upload (i.e. make them hosted by MailUp)			✓	✓		✓	
Manage attachments		✓	✓	✓		✓	
Full content customization for each recipient				✓			
Allow mixing embedded and not embedded images in one email message				✓			
Transactional emails (account credentials after signup, password reminders...)		⚠ ⁵	✓	✓			
Transactional emails (newsletters, customized messages)		✓ ⁵	✓	✓			
Promotional emails		✓	✓				
Send to a single recipient		✓	✓	✓		⚠ ^{2,3}	
Send to a group		✓	✓			✓	
Send to all list subscribers		✓	✓			✓	
Scheduled sending		✓	✓				
Manage queue of messages to be sent		✓	✓				
Get email statistics in real time		✓	✓				✓
Get email statistics (with scheduled process)					✓		

SMS

	HTTP, Forms	SOAP	REST	SMTP+	FTP	List+	Frontend
Create SMS (with dynamic fields)		✓	✓		⚠ ⁶		
Manage dynamic fields		✓	✓				
Send SMS to a recipient		✓	✓		⚠ ⁶		
Send SMS to a group/list (immediate & scheduled)		✓	✓		⚠ ⁶		
Get SMS statistics in real time			✓				
Get SMS statistics (with scheduled process)					✓		

Account provisioning

	HTTP, Forms	SOAP	REST	SMTP+	FTP	List+	Frontend
New trial account activation			✓				

Other features

	HTTP, Forms	SOAP	REST	SMTP+	FTP	List+	Frontend
Security	HTTP with encrypted querystring parameters and IP restrictions ⁹ available for several pages ⁷	HTTP, user authentication, and IP restriction ⁹ for MailUpImport web service HTTPS and user authentication for other SOAP web services	HTTPS only OAuth2 with refresh token	STARTTLS Encryption is supported	sFTP (port 22) is supported	Authorization workflow at application level (sender and mailing shall be approved before sending)	HTTP with encrypted querystring parameters in most of the pages ⁸

- (1) New recipients are added to list when a message is sent to them
- (2) This feature is designed for bulk operations, its massive use on single recipients may affect system performances
- (3) New recipients are added when listed in enclosed "one2many.import" file
- (4) Requires a customization fee
- (5) SendSingleNewsletter method can be used for confirmation requests, not for massive use (see this [Rate Limiting](#) about this method)
- (6) With the "[SMS sending from .CSV file](#)" feature
- (7) where these features are not available, the actions require a click on a confirmation email before proceeding
- (8) please note that the purpose of frontend web pages is to be freely available by specifying an URL, without any console authentication
- (9) Restrictions on caller IP cannot be used and shall be disabled in case of cloud hosting (in this case it is not possible to get all possible IPs to be authorized)
- (10) Strong limitations apply. Check out [this page](#) for details and workaround