Email Marketing API
Open application program interface (API)

AT A GLANCE

Our Open Application Program Interface (API) is fully customizable and allows developers to easily integrate Net Atlantic's email marketing platform into other systems, including CRM, CMS, blog or ecommerce shopping cart. With our API, users can integrate online campaigns, automate message delivery, and generate and send emails from any source.

BENEFITS

Synchronize data across platforms to get a comprehensive view of customer data and customize your email marketing account to accomplish nearly any of your objectives.

- **Improve Efficiency**
  Automate the flow of data from your CRM or in-house database for superior efficiency.

- **Reduce Internal Cost**
  Reduce internal cost by freeing up your valuable time and that of your programmers.

- **Synchronize Customer Data**
  Synchronize customer data from your CRM account and into your email marketing system.

- **Enhance User Experience**
  Create enhanced user experience by triggering personalized messages based on activity originating from your web site or CRM.

- **Manage Contacts**
  Easily and seamlessly add contact list management and email reporting functionality and check statistics on opens, bounces and clickthrough rates.

Easily Communicate Between Applications

The API allows administrators to access and manipulate the database tables using Simple Object Access Protocol (SOAP). SOAP provides a way to easily communicate between applications running on different operating systems, with different technologies and programming languages. SOAP provides a higher-level interface to database information so that no knowledge of database query protocols is required.

Automate Tasks and Processes

Open API allows you to customize your email marketing account to accomplish nearly any of your objectives: lists can be uploaded, campaigns created and set, reports generated; all that and a host of other features that enable you to:

- Automate and execute your day-to-day email marketing tasks like the scheduling and sending of mailings

- Send targeted campaigns based on purchase-related data

- Download statistics on open, click-through and bounce rates for any campaigns during a given stretch of time

- Segment and subscribe users to lists when particular marketing actions occur in your application

- Keep your contact database updated and in sync with external sources

- Identify subscribers who clicked on a link in a campaign and schedule a follow up campaign

Optimize your email marketing with Net Atlantic's Open API, available with Lyris ListManager Enterprise Level, or use StrongMail On-Demand's powerful API to integrate with many top CRM applications, including MS Dynamics CRM, SageCRM, Sage SalesLogix, salesforce.com Connector, and SAP CRM.

For more information on advanced email marketing features contact a Net Atlantic Account Executive at (877) 263-8285.

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