

Webhooks Integration Guide

Version 1.0

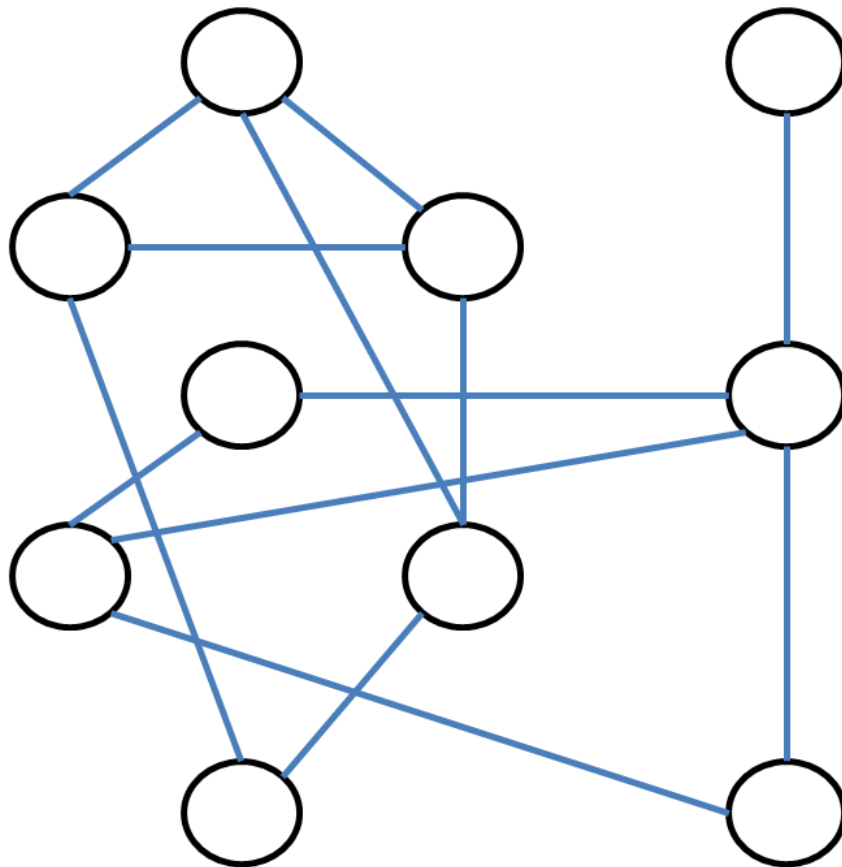


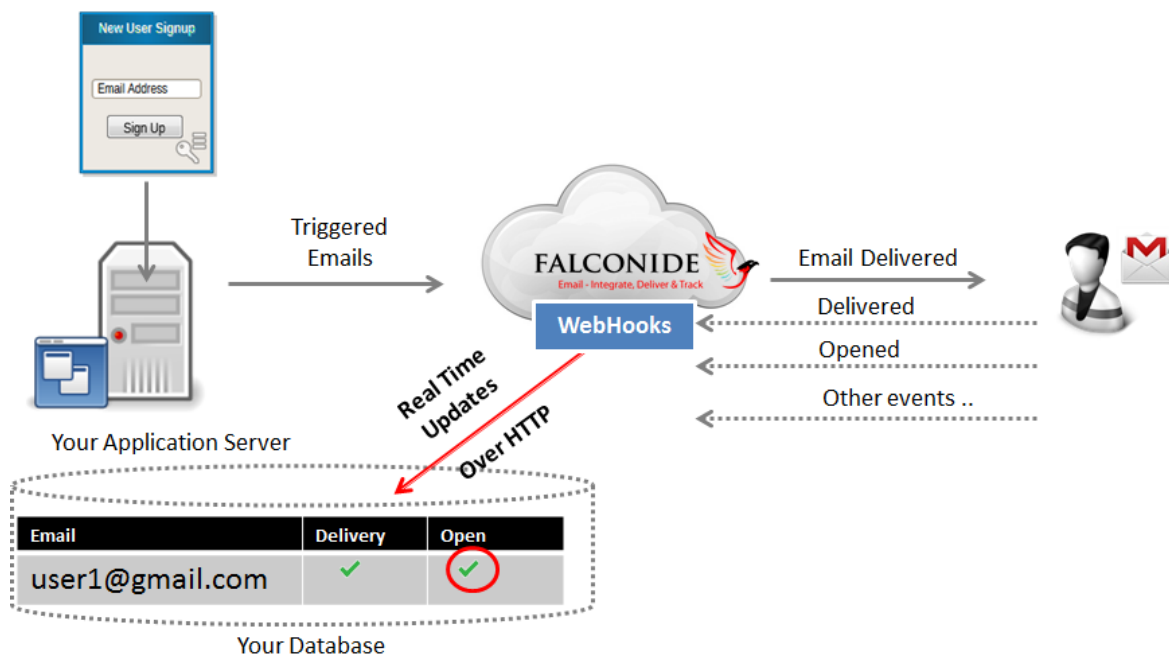
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Introduction

Webhooks are pretty amazing, it helps in keeping subscriber’s activity data in sync with your system. Instead of having to poll our API constantly to check for updates, we’ll let you know the instant an event occurs or a response is received from the recipient. This might be someone unsubscribing, opening/clicking on email, bounce and even more.

In short, Webhooks allow you to collect information about events as they happen in real-time. Provide a Call Back URL to receive data about events happening on your email campaigns, and we'll send it to you as the events take place.



A Sample Use Case:

“XYZ” company wants to send some investment related schemes to their new prospects. Once a prospect opens or clicks on any link inside the email, then their internal CRM/Call Center Software should get updated, so that their sales executive can immediately call and acquire the new prospect.

Now, how is this possible when you are using a third party vendor to send your emails? Using Falconide Webhooks, this is absolutely possible. It gives you an immense flexibility to gather real time data directly on to your system. Just specify a Callback URL on Falconide and as soon as a prospect clicks on link an event will be triggered that will POST the information to your specified URL.

Supported Events

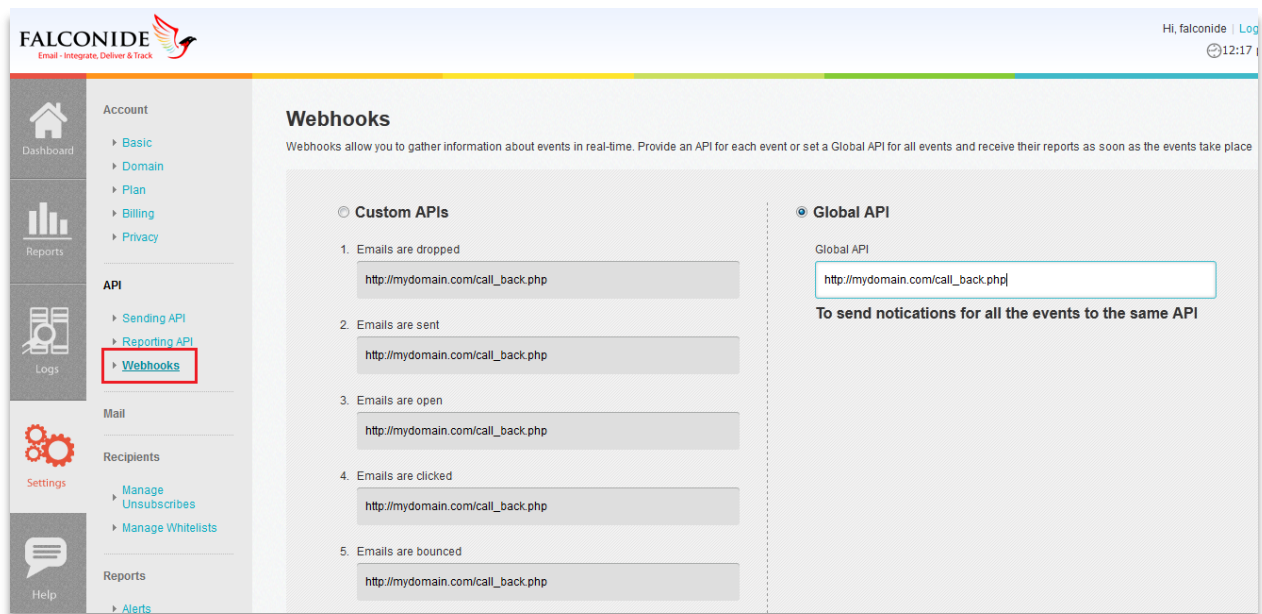
We currently support Webhook on a number of events, which are detailed below:

- Delivered
- Dropped
- Invalid
- Bounced
- Opened
- Clicked
- Unsubscribed
- Spam

Configuring Webhooks

You can configure Webhooks from your Falconide account. Here are the basic steps:

1. Login to your Falconide account
2. Navigate to Settings → API
3. Click the **API** menu option in the side bar sub menu
4. Click **Webhooks** under API



5. Enter a valid Callback URL where Falconide can POST the event data. As per your business requirement, you can configure Webhooks for all or selected categories of events (Refer the previous section on the list of supported events)

Security

Data Encryption

You may use a HTTP or a HTTPS URL for Webhooks. In most cases HTTP is sufficient, but HTTPS can be useful if your data is sensitive or if you wish to protect against replay attacks for example.

What needs to be done at my end?

1. If your systems are behind a firewall that blocks access to all traffic except for certain domains then your network has to grant access to Falconide.com, in order for the webhooks to function correctly, the administrators of your network will have to allow all the following range of IPs on your network:
 - **202.162.224.0/19**
2. Your Webhooks URLs should be set up to accept the POST requests coming from our Falconide server. When you provide the URL where you want Falconide to POST the data for events, we'll do a quick check that the URL exists by using a HEAD request (not POST).

If the URL doesn't exist or returns something other than a 200 HTTP response to the HEAD request, Falconide will fallback and attempt a POST request. The POST will be the same type of POST as a Falconide Webhook, except that the parameter will be an empty array.

How does Data Transmission happens?

When an event occurs that you have specified a callback URL for, Webhooks will send a HTTP POST request to the URL you've specified and it will do its best to deliver the events to your endpoint. But, if that URL is unavailable (does not return 200 HTTP response code) or takes too long to respond (more than 60 seconds), we'll cancel the request and the dispatcher will attempt several retries (with increasing interval) until the maximum retry limit of 5 is reached.

Retry increments

1. 15 minutes after the most recent failure
2. 45 minutes after the most recent failure
3. 90 minutes after the most recent failure
4. 1 hour after the most recent failure
5. 75 minutes after the most recent failure

Once the maximum retry limit is reached for a specific event, your hook call will be treated as failed and no further retries are allowed.

Data shared over HTTP POST to your pre-configured Webhooks URL.

Event Data

Below is the sample data for each event which will show you the actual fields which were returned in the HTTP POST:

Glossary:

Parameters Used	Supported by Events	Description
TRANSID	All	Falconide assigns a Unique Transaction ID for each and every emails which were sent
EMAIL	All	Recipient's Email ID
EVENT	All	Type of Event: delivered/ dropped/ invalid/ bounced/ opened/ clicked/ unsubscribed/ spam
RESPONSE	delivered/ dropped/ invalid/ bounce	Response received from the end server like Delivery Logs, Bounce reason, reason for drop (blacklisted user / already unsubscribed)
X-APIHEADER	All	Information passed by you in the X-APIHEADER, during the time of email sent
TIMESTAMP	All	Unix Timestamp of the occurrence of the event
USERAGENT	opened/ clicked/ unsubscribed/ spam	User agent contains the detailed information about the browser from where a specific event in initiated.
IPADDRESS	opened/ clicked/ unsubscribed/ spam	IP address of the device from where the recipient has responded.

1. Delivered

Email has been successfully delivered to the receiving server

TRANSID	EMAIL	EVENT	RESPONSE	X-APIHEADER	TIMESTAMP
198987967526	test@gmail.com	delivered	175.158.64.39-> 250 2.0.0 OK k2si444142...	ACC12312	1358402419

2. Dropped

Users who have already unsubscribed in past or blacklisted because of hard bounce/Spam complaints will be treated as dropped. And, no further email communication is allowed on these types of ids.

TRANSID	EMAIL	EVENT	RESPONSE	X-APIHEADER	TIMESTAMP
198987967526	test@gmail.com	Dropped	Blacklisted user / Already unsubscribed	ACC12312	1358402419

3. Invalid

All API requests with syntactically incorrect email ids will be treated as Invalid and no further processing will be done on such ids. You can capture all such invalid events in real time and try correcting them offline.

TRANSID	EMAIL	EVENT	RESPONSE	X-APIHEADER	TIMESTAMP
198987967526	test@gmail.com	Invalid	Invalid Email Address	ACC12312	1358402419

4. Bounced

Receiving server could not or would not accept message because of multiple reasons like receiving server is not reachable, email id doesn't exist etc. All such reasons are a part of Hard Bounce which will lead to the blacklisting of that email id in Falconide system.

TRANSID	EMAIL	EVENT	RESPONSE	X-APIHEADER	TIMESTAMP
198987967556	test@gmail.com	Bounced	550 5.1.1 The email account does not exist	ACC12311	1358402419

5. Opened

Recipient has opened the email

TRANSID	EMAIL	EVENT	X-APIHEADER	TIMESTAMP	USERAGENT	IPADDRESS
1989867556	test@gmail.com	opened	ACC12311	1358402419	Mozilla/5.0 (Macintosh; Intel AppleWebKit/537.36	209.167.18.19

6. Clicked

Recipient has clicked on a link within the message

TRANSID	EMAIL	EVENT	URL	X-APIHEADER	TIMESTAMP	USERAGENT	IPADDRESS
1982796	test@gmail.com	clicked	http://www.wearewater.org/index.php	BC12311	1358402419	Mozilla/5.0 (Macintosh; AppleWebKit/537.36	209.167.18.19

7. Unsubscribed

Recipient clicked on the unsubscribe management link

TRANSID	EMAIL	EVENT	X-APIHEADER	TIMESTAMP	USERAGENT	IPADDRESS
1987556	test@gmail.com	Unsubscribed	AC12311	1358402419	Mozilla/5.0 (Macintosh; Intel AppleWebKit/ 537.36	209.167.18.19

8. Spam

Recipient who marked the email as Spam

TRANSID	EMAIL	EVENT	X-APIHEADER	TIMESTAMP
198987967556	test@gmail.com	Spam	ACC12311	1358402419

Sample PHP scripts for your reference

Below is a sample script which needs to be written at your end for collecting the event data posted by Webhooks. This is language as well as platform independent. You can write script in any programming language and collect the data.

```
<?php
$fp =fopen('/tmp/weblog.txt','a');
foreach($_POST as $key=>$val) {
    fwrite($fp,"$key=>$val");
}
fwrite($fp,"\n");
fclose($fp);
?>
```

Sample Function to convert Timestamp into Date:

```
echo date('m/d/Y', 1299446702);
```

How can I track my Webhooks?

All the Webhook calls are logged in real time and live status for the same will be available under the Reports → Webhooks.

Hi, falconide | Logout 02:43 pm

Webhooks Report- All Today | Date Wise

Report for "last 10 days"

Start Date: 2013-10-29 End Date: 2013-11-08 Search

Total no. of API calls: 12

Succeeded 12(100%) Failed 0(0%)

View Statistics: All | Success | Failure

Webhooks Id	Date	Email ID	Event	Status	No. Of Retries	Details
12	Nov 06 2013 04:24 pm	1234567890@comail.com	Invalid	Success	-	👁
11	Nov 06 2013 04:23 pm	9876543210@comail.com	Invalid	Success	-	👁
10	Nov 06 2013 04:21 pm	fedcba9876@comail.com	Invalid	Success	-	👁

Our Support Team

The support team is available to answer your questions or handle critical incidents. As delivery specialists, we can solve issues quickly – oftentimes before you even tell us. We provide live support over phone or chat during weekdays from 9am to 7pm (IST).

If you have a question, call **+91-(22)-66628081**

You can also drop a mail to **support@falconide.com**