



USING AN API TO INTEGRATE WITH WIRED MARKETING

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Integrating Wired Marketing

The Wired API version 2.0 is a web service available in both REST and SOAP. Please use www.apiconnector.com to see the available calls that can be used as part of your custom API.

What is the API?

The API will allow you to interact with the Wired system programmatically, automating many everyday tasks you might otherwise have to carry out. This is useful if you wish to increase your productivity within the Wired system.

Why you might use the API

You can use the API to connect almost any system to Wired. Provided your CRM, website or any back office system also has an API, then it can be quickly connected, allowing you to keep your data easily in sync. Data can be imported and exported on a schedule, and most common tasks available in Wired can be automated via the API.

Setting up your API user

To get started using our API, you will need to create an API user. These API user credentials (username/password) are required to authenticate each operation/method call you make and to make sure you are connected to the correct account. Setting one up is easy and can be done using the steps below:

- Login to Wired
- Mouse over the person-and-cog icon in the top right corner to produce the settings menu and select **Users**
- Click the **API users** tab
- Select **New user**
- The username (email address) is automatically generated for you and must not be edited

- You can add a description to differentiate between API users, which is useful if you have multiple ones
- Enter a password and confirm it
- Check the 'Enabled' box is ticked
- Click **Save**

You will only be able to access the API using the API user credentials, although you can have more than one API user per Wired account.

If you cannot complete this process or some of the options don't appear for you, please contact your main account holder who will be able to follow these steps to create the API user for you. Please remember that not all Wired licences have the API available, please contact your Account Manager to learn more about this.

Make sure you're using the correct API endpoint for your region

Wired accounts belong to different regions, depending upon where they are based in the world. We require you to use the correct API endpoint for your region.

This is important as you will not be able to use an API endpoint belonging to a different region. If you don't know your account's correct API endpoint, then you can find this out in a couple of ways:

- Via the app: Mouse over the person-and-cog icon in the top right corner of the application to produce the settings menu, select Users and then click on the API users tab. Here you'll find your API endpoint.
- Via the API: Call Get account information/ GetCurrentAccountInfo using r1-api.Wired.com as the endpoint (regardless of what region you're in), and this will return your account's correct endpoint.

Input and output

REST and SOAP are both standardised technologies that take in XML or JSON requests, and return XML or JSON requests.

When providing input you must ensure that the request is well-formed, paying attention to make sure that the XML or JSON request definition adheres to the required case sensitivity which can be different depending on the method or operation you are calling. Please make sure to check, where provided, the sample request and response for each method or operation that you are going to call. When possible, we always recommend using an existing REST or SOAP wrapper/library which can take care of any complications for you.

When you are using date/time values in your operation or method calls please be aware that our API runs on UTC (Coordinated Universal Time) and will return all date/times in UTC. To make sure that you are using the correct time you can use the `GetServerTime` operation/method to get the current time of the server our API runs on. This ensures that any time-dependent routines will run at the expected time.

Restrictions

We have a limit of 2000 API calls per hour for an account (making a total of 48,000 calls over a 24 hour period). When this limit is reached we will prevent further API requests to that Wired account. Under normal usage conditions, you should not reach this limit.

`GetServerTime` requests, however, are not counted towards the calls you have made.

We do reserve the right to slow down the amount of calls made to the API if we detect unusual usage patterns.

We do not, by default, store the actual API calls made to the account, only the amount of calls made. However, you can turn on API usage logging for 60 minutes if you wish.

To see how many calls you have made in the last hour period:

- Login to Wired

- Mouse over the person-and-cog icon in the top right corner to produce the settings menu and select **Account**

Under 'API usage' you can see the total calls out of 2000 made in the last hour.

API usage logging

Click on **[find out more]** alongside 'API usage' to access the 'API usage logging' page.

Click **Begin logging API requests** if you wish to turn on logging for 60 minutes. This will record all authenticated API calls that API users make in this account. API calls that fail to log in, or contain invalid XML or JSON, will not be logged.

Secure access

All your API requests can be made via HTTP or HTTPS. We recommend that you use HTTPS for all requests. Our SSL uses an AES-128 bit certificate.

Testing

You can test our API's REST/SOAP operations/methods by using tools such as Chrome's Postman extension or SoapUI, amongst other possible options.

Warning

Testing these operations/methods out will of course have the effect of posting, updating and deleting data within your live account.

Before testing, be sure this is something you're happy with.

With the above warning in mind, it's a good idea to sign up and use a free trial account for testing. Alternatively, make sure you have a specially created testing address book and test campaigns, etc., that you don't mind being directly affected by test API calls.

Whilst you are developing and testing your integration with our API, we would certainly recommend making use of a free trial account. This will ensure that all of your tests will not affect your live data. The trial account can then be extended by your account manager for any required additional time.