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Author: mission<one>	Version 4 - December 2016

# Description

## **CustomerContentInterface – API for Newsletters & Contents**

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## 1. Introduction

CustomerContentService is a Webservice which provides functionality to create Newsletters and Contents and send Newsletters.

The URL is:

<http://appserver.permission-one.de/SubscribersService/CustomerContentInterface.aspx>

The authentication works in same way as with the Subscriber-CustomerInterface.

One of the main requirements was to create a newsletter from third-parties like Content-Management-Systems. One can now

- Create empty or already filled Newsletters
- Add Contentblocks to a Newsletter
- Publish the Newsletter to test it
- Set Newsletter "Ready for Dispatch" to send normal dispatch
- Send Test-Newsletter to Test-persongroups
- Send Newsletter to Persongroups, Targetgroups or all subscribers

## 2. Explanation of Templates, Newsletters, Contentblocks, Editors

It is important to understand the Structure of mission<control>-Templates:

These are the terms used:

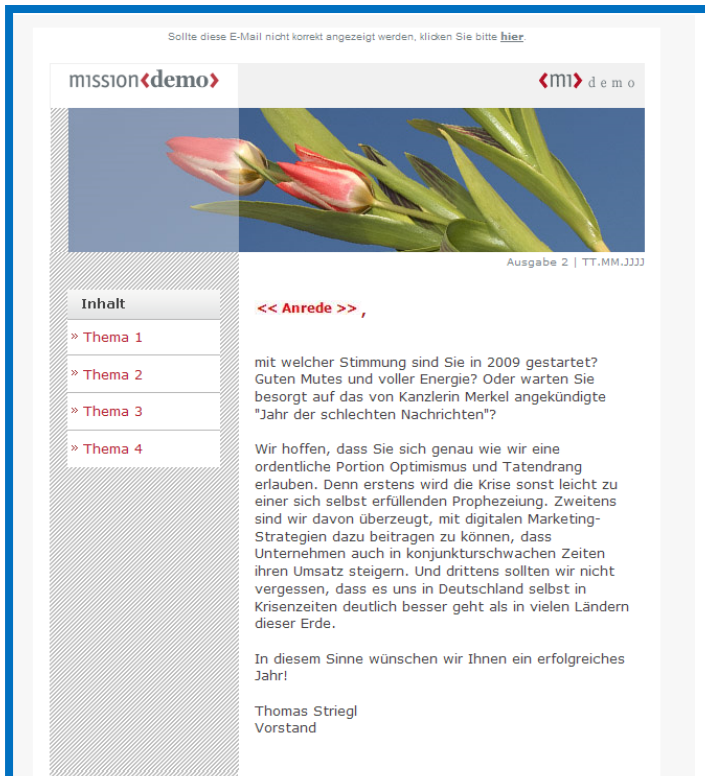
- Template-Set
- Newsletter-Template, also called Layout-Template
- Contentblock-Template
- Contentblockplaceholders
- Editors

### a. Structure of a Newsletter:

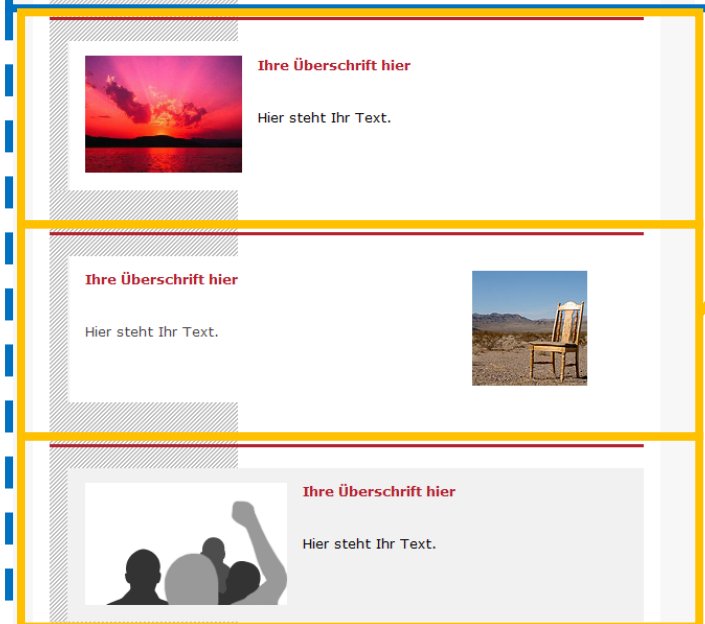
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Newsletter-Template  
=Layouttemplate



Contentblocks (created from a Contentblock - Template)



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### b. Structure of a Newsletter-Template (=Layout-Template)

Should this E-Mail not be displayed correctly, please click [here](#).

mission<demo> <M1> demo

Ausgabe 2 | TT.MM.JJJJ

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**<< Anrede >> ,**

mit welcher Stimmung sind Sie in 2009 gestartet? Guten Mutes und voller Energie? Oder warten Sie besorgt auf das von Kanzlerin Merkel angekündigte "Jahr der schlechten Nachrichten"?

Wir hoffen, dass Sie sich genau wie wir eine ordentliche Portion Optimismus und Tatendrang erlauben. Denn erstens wird die Krise sonst leicht zu einer sich selbst erfüllenden Prophezeiung. Zweitens sind wir davon überzeugt, mit digitalen Marketing-Strategien dazu beitragen zu können, dass Unternehmen auch in konjunkturschwachen Zeiten ihren Umsatz steigern. Und drittens sollten wir nicht vergessen, dass es uns in Deutschland selbst in Krisenzeiten deutlich besser geht als in vielen Ländern dieser Erde.

In diesem Sinne wünschen wir Ihnen ein erfolgreiches Jahr!

Thomas Striegl  
Vorstand

**Archiv**

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Newsletter-template

Editors within Newslettertemplate (editable areas)

Placeholder for contentblocks (aka contentblockplaceholder)

# mission-one GmbH

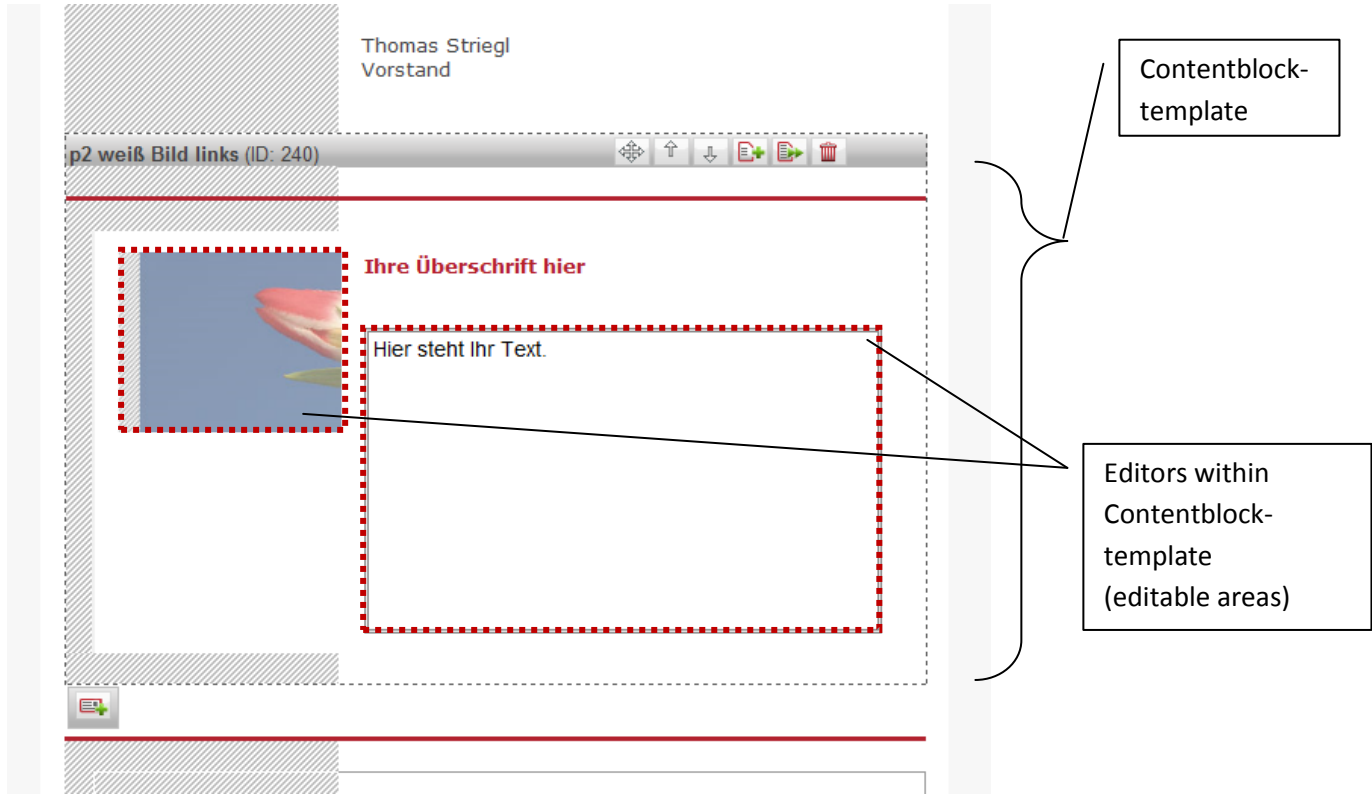
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The Code of a Newsletter-Template/Layout-Template looks like this (only part of the shown template is in code):

```
<html><head>
<title>m1-demo</title>
</head>
<body>
<table width="568" border="0" align="center" cellpadding="0" cellspacing="0"
bgcolor="#FFFFFF">
  <tr>
    <td height="43" width="180" bgcolor="#F1F1F1">
      <a href="http://www.mission-one.de" target="_blank">
        
      </a>
    </td>
    <td width="388">[...]</td>
  </tr>
  <tr>
    <td height="81" align="right">
      <ml:editor name="emopic-left-header" type="picture" width="185"
height="140">
        
      </ml:editor>
    </td>
    <td>
      <ml:editor name="emopic-right-header" type="picture" width="390"
height="140">
        
      </ml:editor>
    </td>
  </tr>
  <tr>
    <td colspan="2">
      <!-- Main-Content -->
      <tr>
        <td colspan="2">
          <ml:contentblockplaceholder id="Main-Content" name="Main-Content"
type="MAIN" width="549">
          </ml:contentblockplaceholder>
        </td>
      </tr>
      <!-- End:Main-Content -->
      [...Footer...]
    </td>
  </tr>
</table>
</body>
</html>
```

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### c. Structure of a Contentblocktemplate



Code of a Contentblock-Template looks like this (only part is shown)

```
<table width="519" align="center" bgcolor="#f1f1f1" border="0" cellpadding="0" cellspacing="0">
  <tr>
    <td valign="top">
      <font size="2" color="#444444" face="Verdana, Arial, Helvetica, sans-serif">
        <ml:editor name="content-picture-b" width="160" height="115" type="picture" id="content-picture-b" >
          
        </ml:editor>
        <ml:editor name="content-headline-b" width="539" height="22" type="headline" id="content-headline-b" >Ihre Überschrift hier</ml:editor>
      </font><br>
      <br>
      <ml:editor name="editorial-text-b" width="539" height="200" type="text" id="editorial-text-b" >
        Hier steht Ihr Text.
      </ml:editor>
    </td>
    <td align="right" background="http://news.mission-one.de/web/ml/img_nl/080522_bg_grau.gif" height="20"></td>
  </tr>
</tbody></table>
```

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## d. Template-Set

Newslettertemplates and Contentblocktemplates are connected to Template-Sets.

Usually a templateset consists of:

- One HTML-Newslettertemplate
- One Plain-Text-Newslettertemplate
- Several HTML-Contentblock-Templates
- Several Plain-Text-Contentblocktemplates

The Editors in those templates are the editable areas. They have a name and the contents of editors are saved as contents.

## e. Simple Template-Sets, to create a newsletter from existing HTML Code

This Newsletter-Template just has one Editor, which can be filled with existing HTML (no contentblocks!):

```
<html><body>
<m1:editor name="template-editor" width="600" height="50" type="text" id="template-
editor" ></m1:editor>
</body></html>
```

This is for HTML, same can be done for Plaintext or just a standard text for Plaintext-Newsletter-Template.

When creating a Template-Set via mission<control> you have to add some dummy Contentblock-Templates to make the Set complete.

---

Following an example of a simple Template-Set with contentblocks:

Newsletter-Template:

```
<html><body>
<m1:contentblockplaceholder id="standardblock-html" name="standardblock-html"
type="MAIN" width="600">
</m1:contentblockplaceholder>
</body></html>
```

Contentblock-Template

```
<table width="600">
  <tr><td><m1:editor name="template-editor" width="600" height="50" type="text"
id="contentblock-editor" ></m1:editor></td></tr>
</table>
```

This is for HTML, same can be done for Plaintext or just a standard text for Plaintext-Newsletter-Template.

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### 3. Webservice-Methods

Now the actual existing Webservice-Methods are explained with examples.

#### a. NewsletterInsert

Creates a new Newsletter, which appears in mission<control> like every other newsletter. One can either create an empty Newsletter with all standard-settings from project, or one can adapt some setting and provide content.

The client has to know all the Template-IDs and Editor-names. Those can be retrieved from within the mission<control>. In one of the upcoming Releases there will be a webservice-method to retrieve all relevant Template-Set information.

---

Simplest call of method mit minimum settings "ProjectID" and "TemplateSetID"

```
<mis:NewsletterInsert>
  <mis:newsletter>
    <mis:ProjectId>1</mis:ProjectId>
    <mis:NewsletterTemplateSetId>1</mis:NewsletterTemplateSetId>
  </mis:newsletter>
</mis:NewsletterInsert>
```

An empty newsletter with default-setting from project is created. Now contentblocks could be added, see [Method ContentBlockInsert](#).

---

To create a newsletter from existing HTML, one can use a template(set) with only one editor (see [above in examples of templates](#))

The call of the method looks like this

```
<mis:NewsletterInsert>
  <mis:newsletter>
    <mis:ProjectId>1</mis:ProjectId>
    <mis:NewsletterTemplateSetId>1</mis:NewsletterTemplateSetId>
    <mis:Subject>my API 3 Subject</mis:Subject>
    <mis:Editors>
      <mis:Editor>
        <mis:Name>template-editor</mis:Name>
        <mis:Content>&lt;html&gt;test &lt;a href=&quot;http://www.mission-one.de&quot;
m1type=&quot;2&quot;&gt;mylink&lt;/a&gt;&lt;br
/&gt;&lt;strong&gt;STRong&lt;/strong&gt;&lt;/html&gt;</mis:Content>
      </mis:Editor>
    </mis:Editors>
  </mis:newsletter>
</mis:NewsletterInsert>
```



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Hint: If the call is transferred via XML, the HTML-Content must be HTML-encoded. No need for that when transferred in an object (Framework does the encoding).

---

This is an example for a complex call, with filling editors and adding contentblocks:

```
<mis:NewsletterInsert>
  <mis:newsletter>
    <mis:NewsletterName>my API NL-Name</mis:NewsletterName>
    <mis:Description>my API Description</mis:Description>
    <mis:ProjectId>1</mis:ProjectId>
    <mis:NewsletterTemplateSetId>1</mis:NewsletterTemplateSetId>

    <mis:FromEmailFriendlyName>my API sender</mis:FromEmailFriendlyName>
    <mis:ReplyToEmail>API_reply@mission-one.de</mis:ReplyToEmail>
    <mis:SubjectPartForInternalTest>* API intern *
      </mis:SubjectPartForInternalTest>
    <mis:SubjectPartForExternalTest>* API extern *
      </mis:SubjectPartForExternalTest>
    <mis:Subject>API Subject</mis:Subject>

    <mis:NewsletterType>HTML</mis:NewsletterType>
    <mis:NewsletterClassId>Standard</mis:NewsletterClassId>

<!-- Editors within the Newsletter-Template(=Layout-Template) -->
  <mis:Editors>
    <!--Zero or more repetitions:-->
    <mis:Editor>
      <mis:Name>template-editor</mis:Name>
      <mis:Content>API Content 1</mis:Content>
    </mis:Editor>
  </mis:Editors>

<!-- directly add contentblocks -->
  <mis:ContentBlocks>

    <!-- first HTML contentblock -->
    <mis:ContentBlock>
<!-- the placeholderId of the ml:contentblockplaceholders from Newsletter/Layout-
Template, to which the contentblk will be added -->
      <mis:PlaceholderId>standardblock-html</mis:PlaceholderId>
      <mis:ContentBlockTemplateId>1</mis:ContentBlockTemplateId>
      <mis:ContentBlockName>my API HTML Block 1</mis:ContentBlockName>
      <mis:ContentBlockPosition>1</mis:ContentBlockPosition>
      <!--Optional:-->
      <mis:Interests>
        <!--Zero or more repetitions:-->
        <mis:int>1</mis:int>
      </mis:Interests>

    <!-- Editors within the Contentlock-Template -->
    <mis:ContentBlockEditors>
      <!--Zero or more repetitions:-->
      <mis:Editor>
        <mis:Name>content-html</mis:Name>
        <mis:Content>my API Content 2</mis:Content>
```

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```
        </mis:Editor>
      </mis:ContentBlockEditors>
    </mis:ContentBlock>

<!-- second HTML contentblock -->
<mis:ContentBlock>
  <!--<mis:NewsletterId?></mis:NewsletterId-->
  <mis:PlaceholderId>standardblock-html</mis:PlaceholderId>
  <mis:ContentBlockTemplateId>3</mis:ContentBlockTemplateId>
  <mis:ContentBlockName>my API HTML Block 2</mis:ContentBlockName>
  <mis:ContentBlockPosition>2</mis:ContentBlockPosition>
  <mis:ContentBlockEditors>
    <!--Zero or more repetitions:-->
    <mis:Editor>
      <mis:Name>content-headline</mis:Name>
      <mis:Content>my API Content 3</mis:Content>
    </mis:Editor>
    <mis:Editor>
      <mis:Name>content-text</mis:Name>
      <mis:Content>my API Content 4</mis:Content>
    </mis:Editor>
  </mis:ContentBlockEditors>
</mis:ContentBlock>

<!--one Plaintext contentblock -->
<mis:ContentBlock>
  <!--<mis:NewsletterId?></mis:NewsletterId-->
  <mis:PlaceholderId>standardblock-html</mis:PlaceholderId>
  <mis:ContentBlockTemplateId>2</mis:ContentBlockTemplateId>
  <mis:ContentBlockName>my API Text Block</mis:ContentBlockName>
  <mis:ContentBlockPosition>2</mis:ContentBlockPosition>
  <mis:ContentBlockEditors>
    <!--Zero or more repetitions:-->
    <mis:Editor>
      <mis:Name>content-plaintext</mis:Name>
      <mis:Content>my API Content 5</mis:Content>
    </mis:Editor>
  </mis:ContentBlockEditors>
</mis:ContentBlock>

  </mis:ContentBlocks>
</mis:newsletter>
</mis:NewsletterInsert>
```

This call creates a Newsletter with given settings, adds 2 HTML-Contentblocks, one Plaintext-Contentblock, and fills the Editors.

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## b. ContentBlockInsert

This method adds a contentblock to an existing Newsletter. The Newsletter must be created from a Newsletter-Template with at least one m1:contentblockplaceholder.

```
<mis:ContentBlockInsert>
  <mis:contentBlock>
    <mis:NewsletterId>26</mis:NewsletterId>
    <mis:ContentBlockTemplateId>1</mis:ContentBlockTemplateId>
    <!--Optional:-->
    <mis:ContentBlockName>my API Contentbklock</mis:ContentBlockName>
    <mis:ContentBlockPosition>5</mis:ContentBlockPosition>

    <mis:PlaceholderId>standardblock-html</mis:PlaceholderId>
    <mis:ContentBlockEditors>
      <!--Zero or more repetitions:-->
      <mis:Editor>
        <!--Optional:-->
        <mis:Name>content-html</mis:Name>
        <!--Optional:-->
        <mis:Content>my HTML content</mis:Content>
      </mis:Editor>
    </mis:ContentBlockEditors>
  </mis:contentBlock>
</mis:ContentBlockInsert>
```

## c. NewsletterPublish

A Newsletter must be published to be used for Test-Dispatches. It must be set "Ready for Dispatch" to make a normal Dispatch. While publishing e.g. the links in the Newsletter are made trackable.

This method provides corresponding functionality:

```
<mis:NewsletterPublish>
  <mis:newsletterId>6</mis:newsletterId>
  <mis:setReadyForDispatch>>false</mis:setReadyForDispatch>
</mis:NewsletterPublish>

<mis:NewsletterPublish>
  <mis:newsletterId>6</mis:newsletterId>
  <mis:setReadyForDispatch>>true</mis:setReadyForDispatch>
</mis:NewsletterPublish>
```

## d. NewsletterSend / DispatchStart

NewsletterSend is deprecated. Use DispatchStart instead:

This method allows sending internal Test-, external Test- and normal Dispatches:

Send internal Test-dispatch:

```
<mis:DispatchStart>
  <mis:newsletterId>84</mis:newsletterId>
  <mis:dispatchType>TEST_INTERNAL</mis:dispatchType>
  <mis:recipients>PersonGroup</mis:recipients>
```

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```
<!--Persongroup must be of type "internal" -->
<mis:personGroupId>1</mis:personGroupId>
<!--<mis:targetGroupId>10</mis:targetGroupId-->
</mis:DispatchStart>
```

## Send external Test-dispatch:

```
<mis:DispatchStart>
  <mis:newsletterId>84</mis:newsletterId>
  <mis:dispatchType>TEST_EXTERNAL</mis:dispatchType>
  <mis:recipients>PersonGroup</mis:recipients>
  <!--Persongroup must be of type "external" __>
  <mis:personGroupId>2</mis:personGroupId>
  <!--<mis:targetGroupId>10</mis:targetGroupId-->
</mis:DispatchStart>
```

## Send Normal Dispatch

```
<mis:DispatchStart>
  <mis:newsletterId>84</mis:newsletterId>
  <mis:dispatchType>NORMAL</mis:dispatchType>
  <mis:recipients>All</mis:recipients>
  <!--<mis:personGroupId>2</mis:personGroupId-->
  <!--<mis:targetGroupId>10</mis:targetGroupId-->
</mis:DispatchStart>
```

recipients can be set to: All or PersonGroup or TargetGroup.

## e. NewsletterGet

This method returns Newsletter-array with all setting and contents. Method receives array of NlrCondition objects which describe desired search condition. Conditions are connected with AND.

### Input Parameters:

- NlrCondition[] – array of NlrCondition objects. This object consists of:
  - NewsletterSearchCondition SearchCondition – enumeration with possible values: Equals, LowerThan, GreaterThan.
  - NlrSearchField SearchField – enumeration by which this search is performed. Possible values are: None, NewsletterId, CreateDate, LastChangeDate, State.
  - string ConditionValue – value to be searched by.

### Output parameters:

- string ErrorMessage – this parameter contains error message if an error occurred during method invoke.

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Additional Note: When using this method if you provide empty array as input parameter it will return all newsletters.

Response: returns array of Newsletter objects.

Common error: If Parameter State has value that is bigger than 100 or lower than 0 this method will return error. If you don't provide SearchField or chose SearchField value None, this method will return error message.

Example request:

```
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:mis="http://mission-one.de/">
  <soapenv:Header>
    <mis:CustomerInterfaceAuthentication>
      <mis:CustomerID>xx</mis:CustomerID>
      <mis:APIKey>xx</mis:APIKey>
    </mis:CustomerInterfaceAuthentication>
  </soapenv:Header>
  <soapenv:Body>
    <mis:NewsletterGet>
      <!--Optional:-->
      <mis:SearchConditions>
        <!--Zero or more repetitions:-->
        <mis:NlrCondition>
          <mis:SearchCondition>GreaterThan</mis:SearchCondition>
          <mis:SearchField>CreateDate</mis:SearchField>
          <mis:ConditionValue>01.01.2011</mis:ConditionValue>
        </mis:NlrCondition>
        <mis:NlrCondition>
          <mis:SearchCondition>GreaterThan</mis:SearchCondition>
          <mis:SearchField>LowerThan</mis:SearchField>
          <mis:ConditionValue>01.08.2011</mis:ConditionValue>
        </mis:NlrCondition>
      </mis:SearchConditions>
    </mis:NewsletterGet>
  </soapenv:Body>
</soapenv:Envelope>
```