

AlphaTalks API

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1. General information

The AlphaTalks service allows third-party applications to send emails using a robust infrastructure and receive basic information regarding email triggered events, such as bounce and spam reports. The integration process can be done one way, using only the sending infrastructure, or both ways, also using the information regarding the events generated by the emails sent.

The emails sent can be separated in different streams based on their purpose (confirmation emails, alerts, personalised emails etc.), for obtaining information regarding each of them.

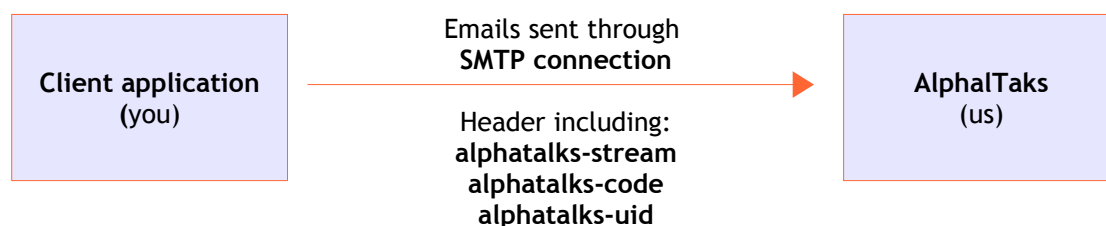
2. Sending emails through AlphaTalks

AlphaTalks can be easily integrated with your application just by following the next steps:

Step 1: Send your emails to the AlphaTalks servers, using the IP and port provided by the AlphaTalks team.

Step 2: Add to the emails you sent the following field in the email header: *alphataalks-stream* and *alphataalks-code*, which are used for identifying and validating them.

Step 3: If necessary, add a unique identifier to each email sent using the *alphataalks-uid* header information. The identifier will be stored and will be used when communicating information to your application.



All these information will be provided during the integration process by the AlphaTalks team.

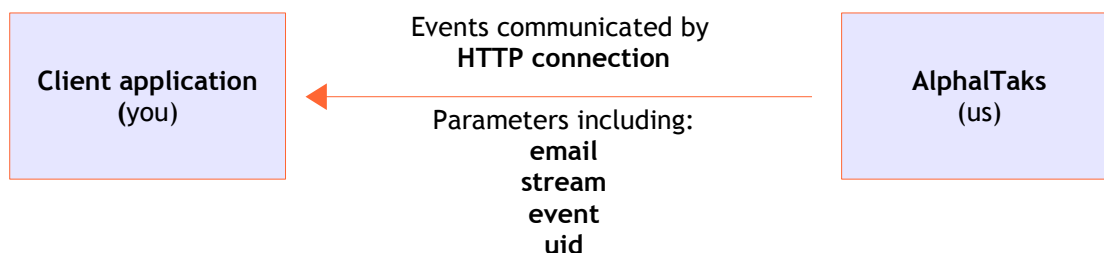
3. Getting information on emails

AlphaTalks will communicate information to your application regarding the status of the emails sent. The information will be communicated by HTTP request, using URL addresses (event hooks) provided by you.

On each request, AlphaTalks will pass to the event hook information regarding the email event, including the email address, the stream identifier and the event type. For each stream users will be allowed to define a different set of event hooks.

The information communicated by AlphaTalks will be the following:

Action	Event hook	Event description	Parameters
Soft bounce	Bounce hook	Called when a email returns due to a temporary error (e.g.: Mailbox full).	email - Email address stream - Stream identifier uid - Unique identifier event=soft bounce
Hard bounce	Bounce hook	Called when an email returns due to a permanent error (e.g.: Invalid address).	email - Email address stream - Stream identifier uid - Unique identifier event=hard bounce
Spam report	Spam report hook	Called when an email is reported as spam on a CFL-compliant web mail system (such as Yahoo or Hotmail).	email - Email address stream - Stream identifier uid - Unique identifier event=spam report



The streams list and the URL addresses of the event hooks will be communicated to the AlphaTalks teams during the integration process.