Email Object

Use email resources to send emails to prospects, and to learn how prospects responded to the emails. Learn more about email in Salesforce Help.

Include the authentication header with every request. For information on how to authenticate, see Authentication.

Resource Name	Operation	Description
Email List Send	`POST`	Send an email to all prospects in the specified list.
Email One-to-One Send	`POST`	Send an email to a single prospect.
Email Read	`GET`	Request information for an email, such as the email name and subject.
Email Statistics	`GET`	Request statistics for a list email, such as the number of clicks, opens, and opt-outs.

Send an email to every prospect on the specified list.

You can satisfy the required fields to create a list email send request in the following ways:

Specify `list_ids[]`, `campaign_id`, and `email_template_id`.

Specify `list_ids[]`, `campaign_id`, `text_content`, `name`, `subject`, `from_email`, and `from_name`.

Specify `list_ids[]`, `campaign_id` `text_content`, `name`, `subject`, and `from_user_id`.

The following parameters can be used in a list email send request.

Parameter	Type	Description
`campaign_id`	integer	The Account Engagement ID of the campaign to which the email send is assigned.
`from_name`	string	The name of the user sending the email.
`from_email`	string	The email address of user sending the email.
`from_user_id`	string	The Account Engagement ID of the user sending the email.
`from_assigned_user`	boolean	If the prospect has an assigned user, send the email from that user.
`from_account_owner`	boolean	If the prospect has an account owner, send the email from that user.
`replyto_email`	string	The email address to use for the reply emails.
`list_ids[]`	array	The Account Engagement ID of the email lists. The email is sent to all users on the specified lists. You can post multiple list IDs for multiple lists.
`suppression_list_ids[]`	integer	The Account Engagement ID of the suppression list. The email isn't sent to any user on the suppression lists. You can post multiple suppression list IDs for multiple lists.
`tags[]`	string	The name of the tags to create or associate with the email. You can post multiple tags.
`operational_email`	boolean	When `true`, the email is sent to the prospect regardless of opt-out status. Your account must have this feature enabled to use this setting.
`name`	string	The email record's name.
`subject`	string	The email's subject.
`text_content`	string	The email's text body. Must contain either `%%unsubscribe%%` or `%%email_preference_center%%`.
`html_content`	string	The email's html body. Must contain either `%%unsubscribe%%` or `%%email_preference_center%%`.
`email_template_id`	integer	The Account Engagement ID of the email template.
`scheduled_time`	ISO8601 string	The ISO8601 date and time to send the email.
`format`	(xml or json)	The format in which the response is sent. The default is `xml`.

Schedule an email for October 31 at 5pm GMT-4. Use a template with ID 6789. Send the email to four prospect lists and specify two suppression lists. The email is sent from the assigned user (if one is assigned). Three tags are assigned to the email. This example uses cURL.

Tag	Description
`<email>`	Parent tag. Contains information about the email. For more information about email fields, see Email.

Send an email to a single prospect. You can specify the prospect by Account Engagement ID or email address.

Replace `<ID>` with the Account Engagement ID of the email.

Replace `<prospect_email>` with the prospect's email address.

You can satisfy the required fields to send an email in the following ways:

Specify `campaign_id` and `email_template_id`.

Specify `campaign_id`, `text_content`, `name`, `subject`, `from_email` and `from_name`.

Specify `campaign_id` `text_content`, `name`, `subject`, and `from_user_id`.

The following parameters can be used in a one-to-one email send request.

Parameter	Type	Description
campaign_id	integer	The ID of the Account Engagement campaign to associate the email with.
prospect_id	integer	The Account Engagement ID of the prospect you're sending the email to.
prospect_email	string	The email address of the prospect you're sending the email to.
from_name	string	The name of the user sending the email.
from_email	string	The email address of user sending the email.
from_user_id	string	The Account Engagement ID of the user sending the email.
replyto_email	string	The email address to use for the reply emails.
tags[]	string	The name of the tags to create or associate with the email. You can post multiple tags.
operational_email	boolean	When `true`, the email is sent to the prospect regardless of opt-out status. Your account must have this feature enabled to use this setting.
name	string	The email record's name.
subject	string	The email's subject.
text_content	string	The email's text body. Must contain either `%%unsubscribe%%` or `%%email_preference_center%%`.
html_content	string	The email's html body. Must contain either `%%unsubscribe%%` or `%%email_preference_center%%`.
email_template_id	integer	The Account Engagement ID of the email template.
format	xml or json	The format in which the response is sent. The default is `xml`.

Send an email to the prospect with Account Engagement ID 1234.

When an email send is successful, the response contains a copy of the email.

Tag	Description
`<email>`	Parent tag. Contains information about the email. For more information about email fields, see Email.

Request information for an email, such as the Account Engagement ID, Account Engagement name, and message body. For information about fields in an email record, see Email.

Replace `<ID>` with the Account Engagement ID of the email.

The request can include this parameter.

Parameter	Type	Description
include_message	boolean	If `false`, the response doesn't include the html or text body of the email message. Default value is `true`.

Request information for the email with ID 12345.

Request statistical information for a list email, such as the number of clicks, opens, and opt-outs.

Replace `<ID>` with the Account Engagement ID of the email.

Request statistics for the email with ID 12345.

Tag	Description
`<stats>`	The statistics for a single list email.
`<sent>`	The number of emails sent.
`<delivered>`	The number of emails delivered.
`<total_clicks>`	The total number of clicks for the email.
`<unique_clicks>`	The number of unique clicks for the email.
`<soft_bounced>`	The number of soft bounces for the email.
`<hard_bounced>`	The number of hard bounces for the email.
`<opt_outs>`	The number of opt outs for the email
`<spam_complaints>`	The number of spam complaints for the email.
`<opens>`	The number of opens for the email.
`<unique_opens>`	The number of unique opens for the email.
`<delivery_rate>`	The delivery rate based on the number of emails sent.
`<opens_rate>`	The open rate based on the number of emails delivered.
`<click_through_rate>`	The click-through rate based on the number of emails delivered.
`<unique_click_through_rate>`	The unique click-through rate based on the number of emails delivered.
`<click_open_ratio>`	The ratio between email clicks and opens.
`<opt_out_rate>`	The opt-out rate based on the number of emails delivered.
`<spam_complaint_rate>`	The spam complaint rate based on the number of emails delivered.