

Full API Documentation

Smartlead's full API documentation for automation

Introduction

Welcome to Smartlead's Developer documentation. You're here because you want to automate the day lights out of your outbound.

Smartlead's API is very powerful and gives you flexibility to do almost everything you can do using the interface. You'll find all that power on this page.

So lets goooo!

Getting Started & Authentication

Step 1

Head to your [settings section](#). Click on the “Activate API button”

Step 2

If your plan has API access, your API key will be provided to you here. Do not share this with anyone. This is the key that acts as an identity to your account, think of it as your username & password combined.

Step 3

All our API's point to our dedicated domain <https://>

`server.smartlead.ai/api/v1`

Using the API key in [step 2](#) you can make requests to our system.

You will need to attach the API key as a query string to all the requests listed below under the query parameter `?`

`api_key=yourApiKey`

Rate limits

Your API key is rate limited to 10 requests every 2 seconds

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns?  
api_key=API_KEY>
```

References

Campaign

A campaign refers to an outreach sequence you want to run to a list of leads with certain conditions.

Lead

A lead in the API is the same as the lead in your app. They are the recipient of your email / the person you're trying to contact. Aka the people you provide value to with the awesome products/services you have to sell to them

Update

Whenever you need to update a campaign or a lead

Unsubscribe

When someone no longer wants to hear from you, they unsubscribe, aka the no more touchy zone.

Lead Status

STARTED: The lead is scheduled to start and is yet to receive the 1st email in the sequence.

COMPLETED: The lead has received all the emails in the campaign.

BLOCKED: A lead is blocked when the email sent is bounced or if added in the global block list

INPROGRESS: The lead has last received atleast one email in the sequence.

Campaigns

Get Campaign By Id

This endpoint fetches a campaign based on its id.

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns/{campaign_id}>?api key={API KEY}>
```

The above request yields the below JSON response

Response - JSON of campaign

```
{
    "id": 372,
    "user_id": 124,
    "created_at": "2022-05-26T03:47:31.448094+00:00",
    "updated_at": "2022-05-26T03:47:31.448094+00:00",
    "status": "ACTIVE" // ENUM (DRAFTED/ACTIVE/
```

```
COMPLETED/STOPPED/PAUSED)
    "name": "My Epic Campaign"
    "track_settings": "DONT_REPLY_TO_AN_EMAIL" // ENUM
(DONT_EMAIL_OPEN/DONT_LINK_CLICK/
DONT_REPLY_TO_AN_EMAIL)
    "scheduler_cron_value": "{ tz: 'Australia/Sydney',
days: [ 1, 2, 3, 4, 5 ], endHour: '23:00', startHour:
'10:00' }"
    "min_time_btwn_emails": 10 // minutes
    "max_leads_per_day": 10
    "stop_lead_settings": "REPLY_TO_AN_EMAIL" // ENUM
(REPLY_TO_AN_EMAIL/CLICK_ON_A_LINK/OPEN_AN_EMAIL)
    "unsubscribe_text": "Don't Contact Me",
    "client_id": 23 // null if the campaign is not
attached to a client,
    "enable_ai_esp_matching": true, // leads will be
matched with similar ESP mailboxes IF they exist, else
normal sending occurs
    "send_as_plain_text": true, // emails for this
campaign are sent as plain text (parsing out any html)
    "follow_up_percentage": 40% // the follow up
percentage allocated - it is assumed 60% is new leads
}
```

URL Parameters

Parameter Description campaign_id The ID of the campaign you want to fetch

Create Campaign

This endpoint creates a campaign

API Reference  POST

```
curl <https://server.smarterlead.ai/api/v1/campaigns/
create?api_key=${API_KEY}>
```

```
--data { "name": "Test email campaign", "client_id":  
22 // leave null if no client }
```

The above request yields the below JSON response

Response - JSON of campaign

```
{  
    ok: true,  
    id: 3023,  
    name: "Test email campaign",  
    created_at: 2022-11-07T16:23:24.025929+00:00  
}
```

Update Campaign Schedule

This endpoint updates a campaign's schedule.

API Reference  POST

```
curl <https://server.smartelead.ai/api/v1/campaigns/  
><campaign-id>/schedule?api_key=${API_KEY}  
--data {  
    "timezone": "America/Los_Angeles",  
    "days_of_the_week": [1], // [0,1,2,3,4,5,6]  
    "start_hour": "01:11", // "09:00"  
    "end_hour": "02:22", // "18:00"  
    "min_time_btwn_emails": 10, // time in minutes between  
    emails  
    "max_new_leads_per_day": 20 // max new leads per day  
    "schedule_start_time":  
    "2023-04-25T07:29:25.978Z" // Standard ISO format  
    accepted  
}
```

Please use the Timezones available here:

[Timezones](#)

The above request yields the below JSON response

Response - JSON of campaign

```
{  
    ok: true,  
}  
Error400 - BED REQUEST
```

```
{"error": "Invalid timezone - {timezone}"}
```

```
{"error": "Invalid start_hour - {startHour}"}
```

```
{"error": "Invalid end_hour - {endHour}"}
```

```
{"error": "startHour cannot be greater than endHour"}
```

Update Campaign General Settings

This endpoint updates a campaign's general settings

API Reference  POST

```
curl <https://server.smartelead.ai/api/v1/campaigns/><campaign-id>/settings?api_key=${API_KEY}  
--data {  
    "track_settings": ["DONT_TRACK_EMAIL_OPEN"], //  
    allowed values are -> DONT_TRACK_EMAIL_OPEN |  
    DONT_TRACK_LINK_CLICK | DONT_TRACK_REPLY_TO_AN_EMAIL  
    "stop_lead_settings": "REPLY_TO_AN_EMAIL", // allowed  
    values are -> CLICK_ON_A_LINK | OPEN_AN_EMAIL  
    "unsubscribe_text": "",  
    "send_as_plain_text": false,  
    "follow_up_percentage": 100, // max allowed 100 min  
    allowed 0  
    "client_id": 33 // leave as null if not needed,  
    "enable_ai_esp_matching": true // by default is  
    false  
}
```

The above request yields the below JSON response

Response - JSON of campaign

```
{  
    ok: true,  
}  
Error400 - BED REQUEST
```

```
Invalid track_settings value - {trackSettings}
```

```
{"error": "Invalid stop_lead_settings value -  
{stopLeadSettings}"}
```

Fetch Campaign Sequence By Campaign ID

This endpoint fetches a campaign's sequence data

API Reference  GET

```
curl <https://server.smarterlead.ai/api/v1/campaigns/  
><campaign-id>/sequences?api key=${API KEY}
```

The above request yields the below JSON response

Response - JSON of <campaign_sequence>

```
{  
    "id": 8494,  
    "created_at": "2022-11-08T07:06:35.990Z",  
    "updated_at": "2022-11-08T07:34:03.667Z",  
    "email_campaign_id": 3070,  
    "seq_number": 1,  
    "subject": "",  
    "email_body": "",  
    "sequence_variants": [  
        {  
            "id": 2535,  
            "order": 1,  
            "content": "

Test Email Content

"  
        }  
    ]  
}
```

```
"created_at": "2022-11-08T07:06:36.002558+00:00",
[REDACTED]
"updated_at": "2022-11-08T07:34:04.026626+00:00",
    "is_deleted": false,
    "subject": "Subject",
    "email_body": "<p>Hi<br><br>How are you?
```

Save Campaign Sequence

This endpoint saves a sequence within a campaign

API Reference POST

```
curl <https://server.smartelead.ai/api/v1/campaigns/><campaign-id>/sequences?api_key=${API_KEY}
--data [
  "sequences": [
    {
      "id": 8494,
      "seq_number": 1,
      "seq_delay_details": {
        "delay_in_days": 1
      },
      "seq_variants": [
        {
          "subject": "Subject",
          "email_body": "<p>Hi<br><br>How are you?
```

```
        ],
    },
{
    "id": 8495,
    "seq_number": 2,
    "seq_delay_details": {
        "delay_in_days": 1
    },
    "subject": "", // blank makes the follow up in
the same thread
    "email_body": "<p>Bump up right!</p>"
}
]
}
```

The above request yields the below JSON response

Response - JSON of success message

```
{
"ok": true,
"data": "success"
}
```

Error404 - NOT FOUND

```
{"error": "Campaign not found - Invalid campaign_id."}
```

List all Campaigns

This endpoint fetches all the campaigns in your account

API Reference  GET

```
curl <https://server.smartelead.ai/api/v1/campaigns?>
api key={API KEY}>
```

The above request yields an array of JSONs like below

Response - List of <email_campaign> schema

```
[
  ...,
  {
    "id": 372,
    "user_id": 124,
    "created_at": "2022-05-26T03:47:31.448094+00:00",
    "updated_at": "2022-05-26T03:47:31.448094+00:00",
    "status": "ACTIVE", // ENUM (DRAFTED/ACTIVE/
COMPLETED/STOPPED/PAUSED)
    "name": "My Epic Campaign",
    "track_settings": "DONT_REPLY_TO_AN_EMAIL", // ENUM
(DONT_EMAIL_OPEN/DONT_LINK_CLICK/
DONT_REPLY_TO_AN_EMAIL)
    "scheduler_cron_value": "{ tz: 'Australia/Sydney',
days: [ 1, 2, 3, 4, 5 ], endHour: '23:00', startHour:
'10:00' },
    "min_time_btwn_emails": 10, // minutes
    "max_leads_per_day": 10,
    "stop_lead_settings": "REPLY_TO_AN_EMAIL", // ENUM
(REPLY_TO_AN_EMAIL/CLICK_ON_A_LINK/OPEN_AN_EMAIL)
    "unsubscribe_text": "Don't Contact Me",
    "client_id": 22 // null if not attached to a client
  }
, ...]
```

Delete Campaign

This endpoint deletes the campaigns in your account

API Reference  [DELETE](#)

```
curl <https://server.smartelead.ai/api/v1/campaigns/
{campaign id}?api key={API KEY}>
```

The above request yields an array of JSONs like below

Response - Success Response

```
{
```

```
"ok": true  
}
```

List all email accounts per campaign

This endpoint fetches all the email accounts used for sending emails to leads in the campaign

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns/  
{campaign_id}/email-accounts?api_key={API_KEY}>
```

The above request yields an array of JSONs like below

Response - List of <email_account> schema

```
[  
...,  
{  
    "id": 24,  
    "created_at": "2022-05-26T03:47:31.448094+00:00",  
    "updated_at": "2022-05-26T03:47:31.448094+00:00",  
    "user_id": 123,  
    "from_name": "Cristiano Rolando",  
    "from_email": "cristiano@mufc.com",  
    "username": "cristiano@mufc.com",  
    "smtp_host": "smtp.gmail.com",  
    "smtp_port": 993,  
    "smtp_port_type": "SSL",  
    "message_per_day": 100,  
    "different_reply_to_address": "",  
    "is_different_imap_account": false,  
    "imap_username": "cristiano@mufc.com",  
    "imap_host": "imap.gmail.com",  
    "imap_port": 495,  
    "imap_port_type": "SSL",  
    "signature": ""  
}
```

```
        "custom_tracking_domain": "<http://  
emailtracking.goldenboot.com>"  
        "bcc_email": ""  
        "is_smtp_success": true  
        "is_imap_success": true  
        "smtp_failure_error": ""  
        "imap_failure_error": ""  
        "type": "GMAIL" // ENUM (SMTP / GMAIL / ZOHO /  
OUTLOOK)  
        "daily_sent_count": 48  
    }  
, . . . ]
```

Add Email Account To A Campaign

This endpoint lets you add an email account to a campaign

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/campaigns/  
><campaign-id>/email-accounts?api_key=${API_KEY}  
-- data {"email account ids": [2907]}
```

The above request yields success/failure response

Response - List of <results> schema

```
{  
    "ok": true,  
    "result": [  
        {  
            "id": 46417,  
            "email_campaign_id": 1353,  
            "email_account_id": 2907,  
            "updated_at": "2022-11-07T15:28:18.171Z"  
        },  
        ...  
    ]  
}
```

Error400 - **BED REQUEST**

```
{"error": "Email account id - 297 not allowed.  
Permission Error."}  
Error404 - NOT FOUND
```

```
{"error": "Campaign not found - Invalid campaign_id."}
```

Remove Email Account From A Campaign

This endpoint lets you delete an email account from a campaign

API Reference  **DELETE**

```
curl <https://server.smartlead.ai/api/v1/campaigns/  
><campaign-id>/email-accounts?api_key=${API_KEY}  
-- data {"email account ids": [2907]}
```

The above request yields success/failure response

Response - List of <results> schema

```
{  
  "ok": true,  
  "result": 1  
}
```

Error400 - **BED REQUEST**

```
{"error": "Email account id - 297 not allowed.  
Permission Error."}  
Error404 - NOT FOUND
```

```
{"error": "Campaign not found - Invalid campaign_id."}
```

Fetch all Campaigns using Lead ID

This endpoint lets you fetch all the campaigns a Lead

belongs to using the Lead ID

API Reference GET

```
curl <https://server.smartlead.ai/api/v1/leads/><lead id>/campaigns?api_key=${API_KEY}
```

The above request yields the results schema below

Response - List of <results> schema

```
[  
  {  
    "id": 2911,  
    "status": "COMPLETED",  
    "name": "SL - High Intent Leads guide"  
  },  
  {  
    "id": 5055,  
    "status": "DRAFTED",  
    "name": ""  
  }]  
]
```

Fetch all email accounts associated to a user

This endpoint fetches all the email accounts used for sending emails to leads in the campaign

API Reference GET

```
curl <https://server.smartlead.ai/api/v1/email-accounts/?api_key=><API_KEY>&offset=0&limit=10
```

```
// default value  
// offset = 0, limit = 100  
  
// min value
```

```
// offset = 0
```

```
// max value  
// limit = 100
```

The above request yields an array of JSONs like below

Response - List of <email_account> schema

```
[  
...,  
{  
    "id": 24,  
    "created_at": "2022-05-26T03:47:31.448094+00:00",  
    "updated_at": "2022-05-26T03:47:31.448094+00:00",  
    "user_id": 123,  
    "from_name": "Cristiano Rolando",  
    "from_email": "cristiano@mufc.com",  
    "username": "cristiano@mufc.com",  
    "password": "potato",  
    "imap_password": "gogopotato",  
    "smtp_host": "smtp.gmail.com",  
    "smtp_port": 993,  
    "smtp_port_type": "SSL",  
    "message_per_day": 100,  
    "different_reply_to_address": "",  
    "is_different_imap_account": false,  
    "imap_username": "cristiano@mufc.com",  
    "imap_host": "imap.gmail.com",  
    "imap_port": 495,  
    "imap_port_type": "SSL",  
    "signature": "",  
    "custom_tracking_domain": "<http://  
emailtracking.goldenboot.com>",  
    "bcc_email": "",  
    "is_smtp_success": true,  
    "is_imap_success": true,  
    "smtp_failure_error": "",  
    "imap_failure_error": "",  
    "type": "GMAIL" // ENUM (SMTP / GMAIL / ZOHO /
```

```
OUTLOOK)
    "daily_sent_count": 48,
    "client_id": 33 // null if it is not attached to a
client
    "warmup_details": {
        "id": 99200,
        "status": "INACTIVE",
        "total_sent_count": 7,
        "total_spam_count": 0,
        "warmup_reputation": "100%"
    }
}
[...]
```

Create an Email Account

This endpoint updates a specific email account based on the id provided in the JSON body

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/email-
accounts/save?api_key=${API_KEY}>
--data {
    "id": 2849, // set null to create new email account
    "from_name": "Ramesh",
    "from_email": "ramesh@five2one.com.au",
    "user_name": "ramesh@five2one.com.au",
    "password": "gjfsvtyrqpemuqzf",
    "smtp_host": "smtp.gmail.com",
    "smtp_port": 465,
    "imap_host": "imap.gmail.com",
    "imap_port": 993,
    "max_email_per_day": 100,
    "custom_tracking_url": "",
    "bcc": "",
    "signature": "",
```

```
"warmup_enabled": false, // set true to enable warmup
"total_warmup_per_day": null,
"daily_rampup": null, // set value to enable ramup
"reply_rate_percentage": null,
"client_id": null, // set value to assign to client
id
}
```

The above request yields a JSON like below

Response Success 200 OK

```
{
"ok":true,
"message":"Email account added/updated successfully!",
"emailAccountId":2849,
"warmupKey": "apple-keyes"
}
```

Response Failure Bad Request 400

Error 400 BAD_REQUEST - ACCOUNT_ALREADY_EXIST

```
{
  ok: false,
  message: 'Email account already added by other user.',
  errorCode: 'ACCOUNT_ALREADY_EXIST',
  emailAccountId: null
}
{
  ok: false,
  message: 'Email account already exist. Please pass id to update it',
  errorCode: 'ACCOUNT_ALREADY_EXIST',
  emailAccountId: ${existingAccountId}
}
```

Error 404 NOT_FOUND - ACCOUNT_NOT_FOUND

```
{
  ok: false,
  message: 'Email account not found!',
```

```

        errorCode: 'ACCOUNT_NOT_FOUND',
        emailAccountId: emailAccountData.id
    }
Error - ACCOUNT_VERIFICATION_FAILED

{
  ok: false,
  message: 'Email account verification failed. Please
verify account details.',
  errorCode: 'ACCOUNT_VERIFICATION_FAILED',
  emailAccountId: emailAccountData.id,
  error: e.message
}

```

Update Email Account

This endpoint updates an email account

API Reference  POST

```

curl <https://server.smartlead.ai/api/v1/email-
accounts/><email_account_id>?api_key=<api_key>
--data {
  "max_email_per_day": 100,
  "custom_tracking_url": "",
  "bcc": "ramesh@five2one.com.au",
  "signature": "Thanks,</br>Ramesh Kumar M",
  "client_id": 22 // leave as null if this is not
needed
  "time_to_wait_in_mins": 3 // minimum integer time
(in minutes) to wait before sending next email using
this email account (leave null if not needed)
}

```

The above request yields a success response

Response

```
{"ok":true,"message":"Email account details updated"}
```

```
successfully! ", "emailAccountId": 10607}
```

Fetch Email Account By ID

This endpoint gets all email details by Account ID

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/email-accounts/><account_id>/?api_key=<API_KEY>
```

The above request yields success/failure response

Response

```
{  
    "id": 106466,  
    "created_at": "2023-04-18T09:02:46.060Z",  
    "updated_at": "2023-05-30T06:06:20.587Z",  
    "user_id": 2,  
    "from_name": "Vaibhav",  
    "from_email": "vaibhav@five2one.engineering",  
    "username": "vaibhav@five2one.engineering",  
    "password": "xuF_aj4u",  
    "smtp_host": "smtp.zoho.com.au",  
    "smtp_port": 465,  
    "smtp_port_type": "SSL",  
    "message_per_day": 200,  
    "different_reply_to_address": "",  
    "is_different_imap_account": false,  
    "imap_username": "",  
    "imap_password": "",  
    "imap_host": "imap.zoho.com.au",  
    "imap_port": 993,  
    "imap_port_type": "SSL",  
    "signature": null,  
    "custom_tracking_domain": "",  
    "bcc_email": null,  
    "is_smtp_success": true,
```

```
"is_imap_success": true,
"smtp_failure_error": null,
"imap_failure_error": null,
"type": "SMTP",
"daily_sent_count": 0,
"client_id": null,
"warmup_details": {
  "id": 99200,
  "status": "INACTIVE",
  "created_at": "2023-04-18T09:02:54.822507+00:00",
  "reply_rate": 20,
  "warmup_key_id": "brass-sleep",
  "blocked_reason": null,
  "total_sent_count": 7,
  "total_spam_count": 0,
  "warmup_max_count": 40,
  "warmup_min_count": 3,
  "is_warmup_blocked": false,
  "max_email_per_day": 40,
  "warmup_reputation": "100%"
}
}
```

Add/Update Warmup To Email Account

This endpoint lets you add / update the warmup settings to an email account

API Reference  POST

```
curl <https://server.smartelead.ai/api/v1/email-
accounts/><email_account_id>/warmup?api_key=<api_key>
--data{
  "warmup_enabled": true, // set false to disable
  "warmup{
    "total_warmup_per_day": 35,
    "daily_rampup": 2, // set this value to have daily
  }
}
```

```
    "ramup_increase_in_warmup_emails":  
        "reply_rate_percentage": 38,  
        "warmup_key_id": "apple-juice" //string value if  
    passed will update the custom warmup-key identifier  
}
```

The above request yields success/failure response

Response

```
{"ok":true,"message":"Email warmup details updated  
successfully!","emailAccountId":10607,"warmupKey":  
"banan-apple"}
```

Fetch Warmup Stats By Email Account ID

This endpoint fetches stats for the last 7 days by the email account id

API Reference GET

```
curl <https://server.smartlead.ai/api/v1/email-  
accounts/><email_account_id>/warmup-stats?  
api_key=<api key>
```

The above request yields success/failure response

Response

```
{  
    "id": 106466,  
    "sent_count": "0",  
    "spam_count": "0",  
    "inbox_count": "0",  
    "warmup_email_received_count": "0",  
    "stats_by_date": [  
        {  
            "id": 1,  
            "date": "2023-05-23",  
            "sent_count": 0,
```

```
        "reply_count": 0,
        "save_from_spam_count": 0
    },
    {
        "id": 2,
        "date": "2023-05-24",
        "sent_count": 0,
        "reply_count": 0,
        "save_from_spam_count": 0
    },
    {
        "id": 3,
        "date": "2023-05-25",
        "sent_count": 0,
        "reply_count": 0,
        "save_from_spam_count": 0
    },
    {
        "id": 4,
        "date": "2023-05-26",
        "sent_count": 0,
        "reply_count": 0,
        "save_from_spam_count": 0
    },
    {
        "id": 5,
        "date": "2023-05-27",
        "sent_count": 0,
        "reply_count": 0,
        "save_from_spam_count": 0
    },
    {
        "id": 6,
        "date": "2023-05-28",
        "sent_count": 0,
        "reply_count": 0,
        "save_from_spam_count": 0
    },

```

```
{  
    "id": 7,  
    "date": "2023-05-29",  
    "sent_count": 0,  
    "reply_count": 0,  
    "save_from_spam_count": 0  
,  
    {  
        "id": 8,  
        "date": "2023-05-30",  
        "sent_count": 0,  
        "reply_count": 0,  
        "save_from_spam_count": 0  
    }  
}  
}
```

List all leads by campaign id

This endpoint fetches all the leads in a campaign using the campaign's ID

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns/  
{campaign_id}/leads?api_key={API_KEY}&offset={number}  
&limit={number}>
```

The above request yields an array of JSONs like below

Response - List of <lead_result_data> schema

```
{  
    "total_leads": 823,  
    "offset": 10,  
    "limit": 100  
    "data": [  
        {
```

```
        "campaign_lead_map_id": 23
        "status": "SENT"
        "created_at":
"2022-05-26T03:47:31.448094+00:00"
        "lead": {
            "id": 423
            "first_name": "Cristiano"
            "last_name": "Ronaldo"
            "email": "cristiano@mufc.com"
            "phone_number": 0239392029
            "company_name": "Manchester United"
            "website": "mufc.com"
            "location": "London"
            "custom_fields": {"Title": "Regional
Manager", "First_Line": "Loved your recent post about
remote work on Linkedin" }
            "linkedin_profile": "<http://
www.linkedin.com/in/cristianoronaldo>"
            "company_url": "mufc.com"
            "is_unsubscribed": false
        }
    }
]
}
```

Fetch lead categories

This endpoint fetches all your categories

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/leads/fetch-
categories?api_key=${API_KEY}>
```

The above request yields an array of JSONs like below

Response - List of <category_result_data> schema

```
[
```

```
{
  "id": 1,
  "created_at": "2022-08-30T12:32:48.645Z",
  "name": "Interested"
},
{
  "id": 2,
  "created_at": "2022-08-30T12:32:55.159Z",
  "name": "Meeting Request"
},
{
  "id": 3,
  "created_at": "2022-08-30T12:33:02.286Z",
  "name": "Not Interested"
},
{
  "id": 4,
  "created_at": "2022-08-30T12:33:09.895Z",
  "name": "Do Not Contact"
},
{
  "id": 5,
  "created_at": "2022-08-30T12:33:16.204Z",
  "name": "Information Request"
},
{
  "id": 6,
  "created_at": "2022-08-30T12:33:22.323Z",
  "name": "Out Of Office"
},
{
  "id": 7,
  "created_at": "2022-08-30T12:33:28.519Z",
  "name": "Wrong Person"
}
]
```

Fetch lead by email address

This endpoint fetches a lead's data using the email address

API Reference  GET

```
curl <https://server.smartelead.ai/api/v1/leads/?  
api_key=${API_KEY}&email=${email}>
```

The above request yields a JSON

Response - <lead> schema

```
{  
  "id": "627657",  
  "first_name": "Ramesh",  
  "last_name": "Madanlal",  
  "email": "m.rameshkumarjain@gmail.com",  
  "created_at": "2022-08-29T06:15:31.513Z",  
  "phone_number": "9042859097",  
  "company_name": "Five2One",  
  "website": "www.five2one.com.au",  
  "location": "India",  
  "custom_fields": {},  
  "linkedin_profile": "",  
  "company_url": "",  
  "is_unsubscribed": false  
}
```

Export data from a campaign

This endpoint returns a CSV file of all leads from a campaign using the campaign's ID

API Reference  GET

```
curl <https://server.smartelead.ai/api/v1/campaigns/  
{campaign_id}/leads-export?api_key={API_KEY}>
```

The above request yields the csv format below

Response <csv with columns>

```
id - integer
campaign_lead_map_id - integer
status - text
created_at - timestamp with time zone
first_name - text
last_name - text
email - text
phone_number - text
company_name - text
website - text
location - text
custom_fields - jsonb
linkedin_profile - text
company_url - text
is_unsubscribed - boolean
last_email_sequence_sent - integer
is_interested - boolean
open_count - integer
click_count - integer
reply_count - integer
```

Fetch Lead Message History Based On Campaign

This endpoint returns an array containing the entire message history of a lead specific to a campaign (Same data as in the master inbox)

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns/
{campaign_id}/leads/{lead_id}/message-history?
api key={API KEY}>
```

The above request yields the csv format below

Response JSON Array

```
"history": [
    {
        "type": "SENT",
        "message_id": <sw-uibo3i2hoi-
ced32-23iuboufde-23oub@outlook.com>
        "stats_id": "iuh2o3iuh3o2ih2-
iuho3-edwhi92-oiho3-3223oihoi9uf
        "time": "2023-03-13T07:44:12.978Z",
        "email_body": "<div>Hi Christiano, lets do
the SIIUUUU</div>",
        "subject": "Quick question for you,
Ronaldo"
    },
    {
        "type": "SENT",
        "message_id": <sw-uibo3i2hoi-
ced32-23iuboufde-23oub@outlook.com>
        "stats_id": "iuh2o3iuh3o2ih2-
iuho3-edwhi92-oiho3-3223oihoi9uf
        "time": "2023-03-15T07:50:56.673Z",
        "email_body": "<div>Hi Christiano, it's
okay if Messi was offered more money</div>",
        "subject": "RE: Quick question for you,
Ronaldo"
    },
    {
        "type": "REPLY",
        "message_id": <sw-uibo3i2hoi-
ced32-23iuboufde-23oub@outlook.com>
        "stats_id": "iuh2o3iuh3o2ih2-
iuho3-edwhi92-oiho3-3223oihoi9uf
        "time": "2023-03-15T09:13:29.000Z",
        "email_body": "<p>Yes, I was upset but I am
fine, I have bugatti</p>"
    }
],
"from": "j_s@smartlead-outbound.com",
"to": "ronaldo.christiano@siu.io"
```

Reply To Lead From Master Inbox via API

This endpoint allows you to reply to a lead using the Master Inbox API

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/campaigns/$
{campaign_id}/reply-email-thread?api_key={API_KEY}>
--body

{
// email_stats_id unique id per lead per email sequence
per campaign (Can be fetched via email campaigns ->
lead -> [message-history API](<https://
help.smartlead.ai/API-Documentation-
a0d223bdd3154a77b3735497aad9419f?pvs=21>))
"email_stats_id": "a739fed0-
c965-47e3-8f36-3e6d2805acec",

//reply message email body
"email_body": "Hey just testing reply from master
inbox!",

// message_id to which email will sent reply (Can be
fetched via email campaigns -> lead -> [message-history
API](<https://help.smartlead.ai/API-Documentation-
a0d223bdd3154a77b3735497aad9419f?pvs=21>))
"reply_message_id": 
"<CAAfSCXmLWEUF1rc4Hc4D5d1m4+j0RS+Sg-
pCV2ErfGju+mUO0w@mail.gmail.com>",

// the time of the message to which the reply message
is sent (Can be fetched via email campaigns -> lead ->
[message-history API](<https://help.smartlead.ai/API-
Documentation-a0d223bdd3154a77b3735497aad9419f?
```

```
pvs=21>))
"reply_email_time": "2023-06-19T08:10:35.000Z",

// the message to which the reply message is sent (Can
be fetched via email campaigns -> lead -> [message-
history API](<https://help.smartlead.ai/API-
Documentation-a0d223bdd3154a77b3735497aad9419f?
pvs=21>))
"reply_email_body": "<html><head>\r\n<meta http-
equiv=\"Content-Type\" content=\"text/html;
charset=utf-8\"></head><body><div dir=\"ltr\"><div
dir=\"ltr\">Interested</div><br><div class=\"
\"gmail_quote\"><div dir=\"ltr\" class=\"
\"gmail_attr\">On Mon, Jun 19, 2023 at 1:23 PM Ramesh
Kumar &lt;<a href=\"
\"<mailto:m.rameshkumarjain@outlook.com>\"
\">m.rameshkumarjain@outlook.com</a>&gt; wrote:<br></
div><blockquote class=\"gmail_quote\" style=\"
margin:0px 0px 0px 0.8ex; border-left:1px solid
rgb(204,204,204); padding-left:1ex\"><u></
u><div><div>I'm testing webhook. Please click below
- </div><div><br></div><div><a href=\"<https://
click.sleadtrack.com/link? messageId=%3Csw-a739fed0-
c965-47e3-8f36-3e6d2805acec%40outlook.com%3E&url=ht
tps%3A%2F%2Fwww.google.com%2F\>\" target=\"_blank\"
\"><https://www.google.com/></a></div><div><br></
div><div>Thanks,</div><div>Ramesh</div><p></p><p
style=\"font-size:12px\"><a href=\"<https://
open.sleadtrack.com/unsubscribe? messageId=%3Csw-
a739fed0-c965-47e3-8f36-3e6d2805acec@outlook.com%3E\>\"
target=\"_blank\">unsubscribe here </a></p><img src=\"
\"<https://open.sleadtrack.com/image? messageId=%3Csw-
a739fed0-c965-47e3-8f36-3e6d2805acec@outlook.com%3E\>\"
alt=\"\" title=\"\" width=\"1\" height=\"1\" style=\"display:none\">
</div></blockquote></div><br
clear=\"all\"><div><br></div><span class=\"
\"gmail_signature_prefix\">-- </span><br><div dir=\"
\"ltr\" class=\"\"><div dir=\"ltr\">
```

```
\">><div><div dir=\"ltr\"><div>Thanks &amp; Regards,</div><div>Dinesh Kumar M.</div></div></div></body></html>",
"cc": "m.rameshkumarjain@gmail.com",
"bcc": "ramesh@five2one.com.au",
"add_signature": true
}
```

The above request yields a response code

Response Status Code Array

```
200 OK: Email added to the queue, will be sent out
soon!
```

Fetch Campaign Statistics By Campaign Id

This endpoint fetches campaign statistics using the campaign's ID

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns/
{campaign_id}/statistics?api_key={API_KEY}
&offset={number}&limit={number}>

// OPTIONAL QUERY PARAMS
email_sequence_number={number} // 1,2,3,4
email_status={string} // possible values -> 'opened' or
'clicked' or 'replied' or 'unsubscribed' or 'bounced'
```

The above request yields an array of JSONs like below

Response - List of <stats_result_data> schema

```
{
  "total_stats": "419",
  "data": [
    {
      "lead_name": "Charles Newson",
```

```

    "lead_email": "charles@newson.io",
    "lead_category": null,
    "sequence_number": 1,
    "email_campaign_seq_id": 1178,
    "seq_variant_id": 129,
    "email_subject": "Smartlead - Charles",
    "email_message": "<p>Hey Charles!</p>",
    "sent_time": "2022-08-02T12:49:11.747Z",
    "open_time": null,
    "click_time": null,
    "reply_time": null,
    "open_count": 0,
    "click_count": 0,
    "is_unsubscribed": false,
    "is_bounced": false
  }
],
"offset": 0,
"limit": 1
}

```

Fetch Campaign Statistics By Campaign Id And Date Range

This endpoint fetches campaign statistics using the campaign's ID

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns/
3745/analytics-by-date?api_key={API_KEY}>
&start_date=2022-12-16&end_date=2022-12-23>
```

The above request yields an array of JSONs like below

Response - List of <stats_result_data> schema

```
{
```

```
"id": 3745,  
"user_id": 2,  
"created_at": "2022-11-21T15:21:58.042Z",  
"status": "ACTIVE",  
"name": "Sai | General",  
"start_date": "2022-12-16",  
"end_date": "2022-12-23",  
"sent_count": "4375",  
"open_count": "745",  
"click_count": "2",  
"reply_count": "11",  
"block_count": "0",  
"total_count": "84777",  
"drafted_count": "62392",  
"bounce_count": "289",  
"unsubscribed_count": "0"  
}  
Error response: (400 Bad Request)
```

```
{  
"error": "Invalid start_date & end_date range. Date  
difference should be max of 30days."  
}  
{  
"error": "Invalid campaign id'"  
}
```

Fetch campaign top level analytics

This endpoint returns a campaigns top level analytics

API Reference  GET

```
curl <https://server.smartlead.ai/api/v1/campaigns/  
{campaign id}/analytics?api key=${API KEY}>
```

The above request yields a JSON with the below format

Response <campaign_analytics> schema

```
{  
  "id": 979,  
  "user_id": 288,  
  "created_at": "2022-08-29T06:15:31.458Z",  
  "status": "COMPLETED",  
  "name": "",  
  
  // email stats  
  "sent_count": "14",  
  "open_count": "14",  
  "click_count": "0",  
  "reply_count": "4",  
  "block_count": "0",  
  "total_count": "14",  
  "drafted_count": "0",  
  "bounce_count": "0",  
  "unsubscribed_count": "0",  
  
  // total no of sequences  
  "sequence_count": "2",  
  
  // tags  
  "tags": [  
    {  
      "id": 44,  
      "name": "ramesh",  
      "color": "#FCB1D0"  
    }  
  ],  
  
  // total unique lead open count  
  "unique_open_count": "7",  
  // total unique clicks  
  "unique_click_count": "8",  
  // total leads reached at this point  
  "unique_sent_count": "10",  
  // client id
```

```

"client_id": 6,
"client_name": "Alex James",
"client_email": "alex@carrot.com"

// parent campaign id (if request campaign-id is sub-
sequence)
"parent_campaign_id": null,

// campaign lead stats
"campaign_lead_stats": {
"total": 8,
"blocked": 0,
"stopped": 0,
"completed": 8,
"inprogress": 0,
"notStarted": 0
}
}

```

Add leads to a campaign by ID

This endpoint adds leads to a campaign using the campaign's ID

API Reference  POST

```

curl <https://server.smartelead.ai/api/v1/campaigns/
{campaign_id}/leads?api_key={API_KEY}>
--data '{"lead_list": List<lead_input> *(max 100
leads)}'

```

In the above `List<lead_input>` is an array of JSON objects that look like this:

```

{
  lead_list: [
    {
      "first_name": "Cristiano"
    }
  ]
}

```

```

        "last_name": "Ronaldo",
        "email": "cristiano@mufc.com",
        "phone_number": 0239392029,
        "company_name": "Manchester United",
        "website": "mufc.com",
        "location": "London",
        "custom_fields": {"Title": "Regional Manager", "First_Line": "Loved your recent post about remote work on Linkedin" } // max 20 fields
        "linkedin_profile": "<http://www.linkedin.com/in/cristianoronaldo>",
        "company_url": "mufc.com"
    },
],
"settings": {
    "ignore_global_block_list": true, // true ignores leads uploaded in the lead list that are part of your global/client level block list
    "ignore_unsubscribe_list": true, // true ignores leads uploaded in the lead list that have unsubscribed previously
    "ignore_duplicate_leads_in_other_campaign": false // false allows leads to be added to this campaign even if they exist in another campaign
}
}

```

The above request yields the below JSON

Response - <add_leads_response> schema

```
{
    "ok": true,
    "upload_count": 240,
    "total_leads": 400,
    "already_added_to_campaign": 200,
    "duplicate_count": 150 // duplicate emails,
    "invalid_email_count": 40 // invalid formatted emails,
    "unsubscribed_leads": 10 // leads that previously unsubscribed from your outreach
}
```

}

Resume Lead By Campaign ID

This endpoint resumes a lead from a campaign based on the lead and campaign ID

API Reference  POST

```
curl <https://server.smartelead.ai/api/v1/campaigns/
{campaign_id}/leads/{lead_id}/resume?api_key={API_KEY}>
--body {"resume_lead_with_delay_days": 10} //
resume_lead_with_delay_days can be null and defaults to
0
```

The above request yields a success/failure JSON

Response - <resume_lead_response> schema

```
{"ok":true,"data":"success"}
```

Pause Lead By Campaign ID

This endpoint pauses a lead from a campaign based on the lead and campaign ID

API Reference  POST

```
curl <https://server.smartelead.ai/api/v1/campaigns/
{campaign_id}/leads/{lead_id}/pause?api_key={API_KEY}>
```

The above request yields a success/failure JSON

Response - <pause_lead_response> schema

```
{"ok":true,"data":"success"}
```

Delete Lead By Campaign ID

This endpoint deletes a lead from a campaign based on the lead and campaign ID

API Reference  DELETE

```
curl <https://server.smartelead.ai/api/v1/campaigns/
{campaign_id}/leads/{lead_id}?api key={API KEY}>
```

The above request yields a success/failure JSON

Response - <delete_lead_response> schema

```
{  
    "ok": true  
}
```

Unsubscribe/Pause Lead From Campaign

This endpoint unsubscribe a lead from a campaign based on the lead and campaign ID. Think of this as a “pause”

API Reference  POST

```
curl <https://server.smartelead.ai/api/v1/campaigns/
{campaign_id}/leads/${lead_id}/unsubscribe?
api key={API KEY}>
```

The above request yields a success/failure JSON

Response - <unsubscribe_lead_repsonse> schema

```
{  
    "ok": true  
}
```

Unsubscribe Lead From All Campaigns

This endpoint unsubscribe a lead from all campaigns the lead belongs to and prevents it from being added to any future campaigns

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/leads/${lead_id}/unsubscribe?api_key=${API_KEY}>
```

The above request yields a success/failure JSON

Response - <unsubscribe_lead_global_repsonse> schema

```
200 OK {"ok":true}
```

```
404 NOT FOUND {"error": "Lead not found - Invalid lead_id."}
```

Add Lead/Domain to Global Block List

This endpoint adds a lead/domain to the global block list

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/leads/add-domain-block-list?api_key=API_KEY>
--data {
    "domain_block_list": [
        "ramesh+1001@five2one.com.au", "apple.com",
        "client_id": null // add client_id number if the domains/emails being added is client specific
    ]
```

The above request yields a success/failure JSON

Response - <unsubscribe_lead_repsonse> schema

```
{"uploadCount":1,"totalDomainAdded":1}
```

Update lead using the Lead ID

This endpoint lets you update a lead using the lead ID

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/campaigns/{campaign_id}/leads/{lead_id}?api_key={API_KEY}>
--data <lead_input>
```

In the above `<lead_input>` is a JSON object that look like this:

```
{
    "first_name": "Cristiano"
    "last_name": "Ronaldo"
    "email": "cristiano@mufc.com"
    "phone_number": 0239392029
    "company_name": "Manchester United"
    "website": "mufc.com"
    "location": "London"
    "custom_fields": {"Title": "Regional Manager",
"First_Line": "Loved your recent post about remote work
on Linkedin" } // max 20 fields
    "linkedin_profile": "<http://www.linkedin.com/
in/cristianoronaldo>"
    "company_url": "mufc.com"
}
```

The above request yields a JSON like below

Response - `<update_lead_repsonse>` schema

```
{
    "ok": true
}
```

Update a lead's category based on their campaign

This endpoint lets you update your leads category based on the campaign they belong to

API Reference  POST

```
curl <https://server.smarterlead.ai/api/v1/campaigns/${campaign_id}/leads/${lead_id}/category?api_key=${API_KEY}>
--data {
    "category_id": 143,
    "pause_lead": true // pause_lead would default to
false if not added
}
```

The above request yields a JSON like below

Response - <update_category_repsonse> schema

```
{ "ok": true }
```

Patch campaign status

This endpoint changes the status of a campaign

API Reference  POST

```
curl <https://server.smarterlead.ai/api/v1/campaigns/${<campaign_id>}/status?api_key={API_KEY}>
--data '{"status": "PAUSED"}' // ENUM (PAUSED /
STOPPED / START)
```

The above request yields a success/failure JSON

Response - <update_campaign_status_repsonse> schema

```
{ "ok": true }
```

```
}
```

Fetch Webhooks By Campaign ID

This endpoint lets fetch all the webhooks associated to a campaign using the campaign ID

API Reference  GET

```
curl <https://server.smartelead.ai/api/v1/campaigns/><campaign-id>/webhooks?api key=${API KEY}
```

The above request yields success/failure response

Response - List of <campaign_webhook>

```
{
    "id": 44,
    "name": "Dinesh Testing lead category webhook",
    "created_at": "2022-09-14T05:08:55.018Z",
    "updated_at": "2022-10-31T11:44:35.812Z",
    "webhook_url": "<https://webhook.site/8222f684-0cf6-43ac-9360-28227fc36d32>",
    "email_campaign_id": 2180,
    "event_types": [
        "LEAD_CATEGORY_UPDATED"
    ],
    "categories": [
        "Interested"
    ]
}
```

Possible webhook event types

```
WEBHOOK_EVENT_TYPE: {
    EMAIL_SENT: 'EMAIL_SENT',
    EMAIL_OPEN: 'EMAIL_OPEN',
    EMAIL_LINK_CLICK: 'EMAIL_LINK_CLICK',
    EMAIL_REPLY: 'EMAIL_REPLY',
```

```
    LEAD_UNSUBSCRIBED: 'LEAD_UNSUBSCRIBED',
    LEAD_CATEGORY_UPDATED: 'LEAD_CATEGORY_UPDATED'
}
Error404 - NOT FOUND

{"error": "Campaign not found - Invalid campaign_id."}
```

Add / Update Campaign Webhook

This endpoint add's a webhook to a campaign or alternatively lets you update a webhook

To **add** a webhook please leave the “id” empty, or as null

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/campaigns/><campaign-id>/webhooks?api_key=${API_KEY}
--data {
    "id": 217, // set id to null to create a new
webhook
    "name": "Ramesh testing 1",
    "webhook_url": "<https://webhook.site/8222f684-0cf6-43ac-9360-28227fc36d32>",
    "event_types": [
        "LEAD_CATEGORY_UPDATED"
    ],
    "categories": [
        "Interested"
    ],
}
```

The above request yields success/failure response

Response - <campaign_webhook>

```
{
    "ok": true,
    "name": "Dinesh Testing lead category webhook",
```

```
    "webhook_url": "<https://webhook.site/8222f684-0cf6-43ac-9360-28227fc36d32>",
    "email_campaign_id": 2180,
    "event_types": [
        "LEAD_CATEGORY_UPDATED"
    ],
    "categories": [
        "Interested"
    ],
}
```

Error400 - **BAD REQUEST**

```
{"error":"Invalid webhook_url - {webhookUrl}"}
```

```
{"error":"Invalid event_types - {eachEventType}"}
```

```
{"error":"Invalid category - {eachCategory}"}
```

Delete Campaign Webhook

This endpoint deletes a webhook from a campaign

API Reference  **DELETE**

```
curl <https://server.smartlead.ai/api/v1/campaigns/><campaign-id>/webhooks?api_key=${API_KEY}
--data {
    "id": 217 //webhook ID
}
```

The above request yields success/failure response

Response - <campaign_webhook>

```
{
"ok": true
}
```

Add Client To System (Whitelabel or not)

This endpoint lets you add new clients to your system

API Reference  POST

```
curl <https://server.smartelead.ai/api/v1/client/save?
api_key={API_KEY}>
--data {
    "name": "Ramesh Kumar",
    "email": "ramesh+15@five2one.com.au",
    "permission": [
        "reply_master_inbox"
    ],
    "logo": "SmartGen Outreach",
    "logo_url": null,
    "password": "Test1234!"
}
```

Note**to provide full access permission set →

```
"permission": [ "full access" ]
```

The above request yields success/failure response

Response

```
{
    "ok": true,
    "clientId": 299,
    "name": "Ramesh Kumar",
    "email": "ramesh+15@five2one.com.au",
    "password": "Test1234!"}
```

Fetch all clients

This endpoint lets you fetch all clients attached to your account

API Reference GET

```
GET <https://server.smartlead.ai/api/v1/client/?  
api key={API KEY}>
```

The above request yields success/failure response

Response

```
[{  
  "id": 6,  
  "name": "Ramesh Cleint",  
  "email": "ramesh+client@five2one.com.au",  
  "uuid": "1e19fcb7-6651-444a-8495-e1a4bda16611",  
  "created_at": "2022-08-25T04:24:04.656Z",  
  "user_id": 288,  
  "logo": null,  
  "logo_url": null,  
  "client_permission": {  
    "permission": [  
      "reply_master_inbox"  
    ],  
    "restricted_category": [],  
  },  
},  
,  
{  
  "id": 298,  
  "name": "Ramesh Kumar",  
  "email": "ramesh+14@five2one.com.au",  
  "uuid": "d86864b6-c6aa-4ca8-970c-01be63494322",  
  "created_at": "2022-11-25T14:29:04.742Z",  
  "user_id": 288,  
  "logo": "SmartGen Outreach",  
  "logo_url": "",  
  "client_permission": {  
    "permission": [  
      "reply_master_inbox"  
    ],  
    "restricted_category": [],  
  },  
},  
]
```

```
}
```

```
}]
```

Reconnect failed email accounts

This endpoint lets you bulk reconnect disconnected email accounts.

```
Rate limited to 3 times in a 24 hour period
```

API Reference  POST

```
curl <https://server.smartlead.ai/api/v1/email-accounts/reconnect-failed-email-accounts?api_key={API_KEY}>
--data{}
```

The above request yields success/failure response

Response

```
{ ok: true, message: 'Email account(s) added to the queue to reconnect. We will send you an email once completed.' }
```

```
Error - NOT_ACCEPTABLE
```

```
{ ok: true, message: 'Bulk reconnect API cannot be consumed more than 3 times a day' }
```

```
Error - Not Found
```

```
{ ok: true, message: 'No failed email account found!' }
```