CakeMail API

by Vincent Lamanna
Director Products

cake

What is CakeMail?

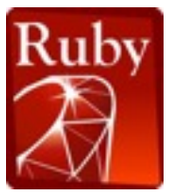
- White-label email marketing platform
- Active and growing developer community
- PROFIT HOT 50 in 2010
- We like startups

planbox

Tungle.me

CakeMail API

- Email marketing in your application
- Analytics
- Deliverability
- Webservice that works in any language



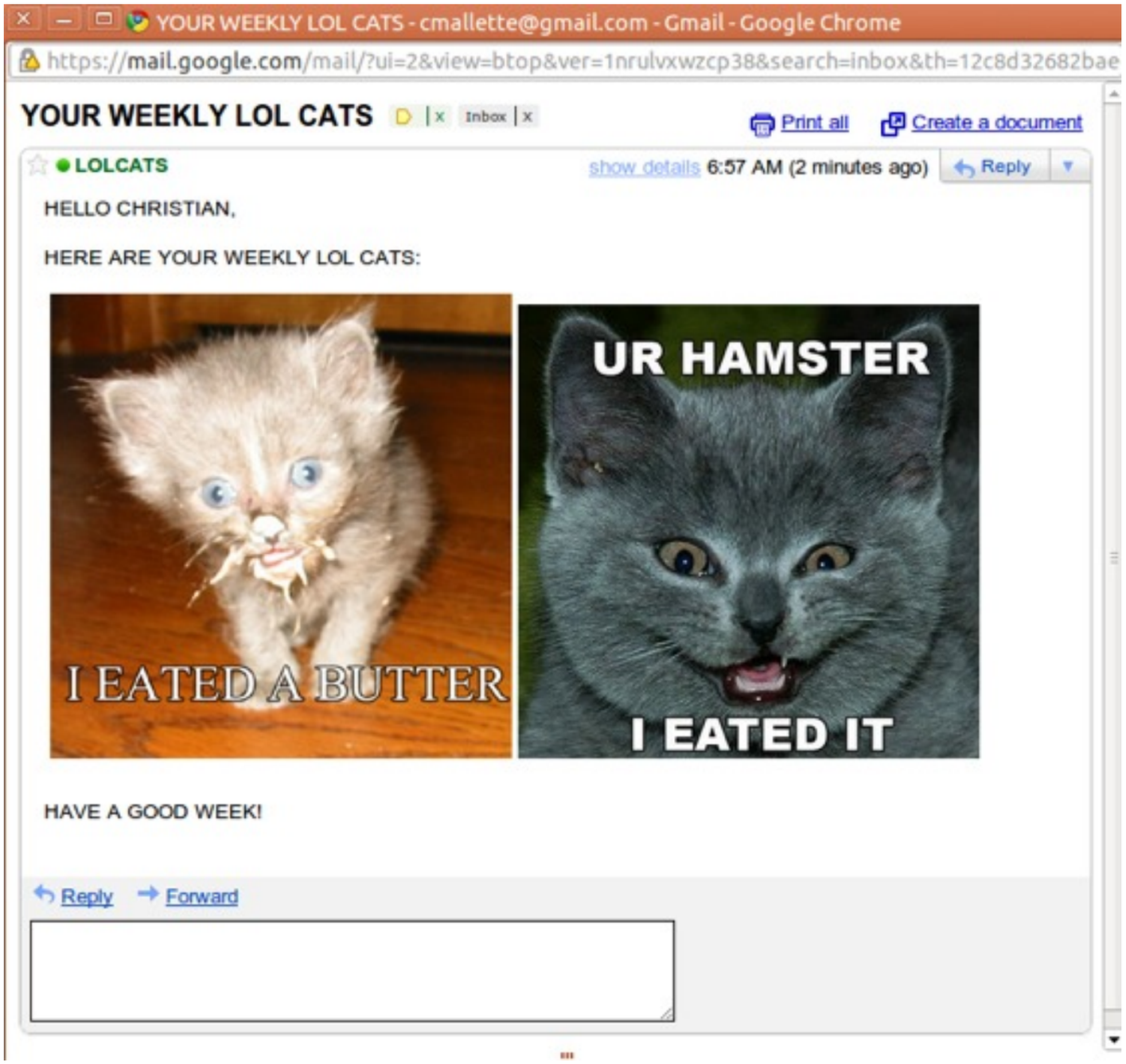
and many more...

Class List

- List.Create
- List.SetInfo
- List.EditStructure
- List.SubscribeEmail
- List.Show

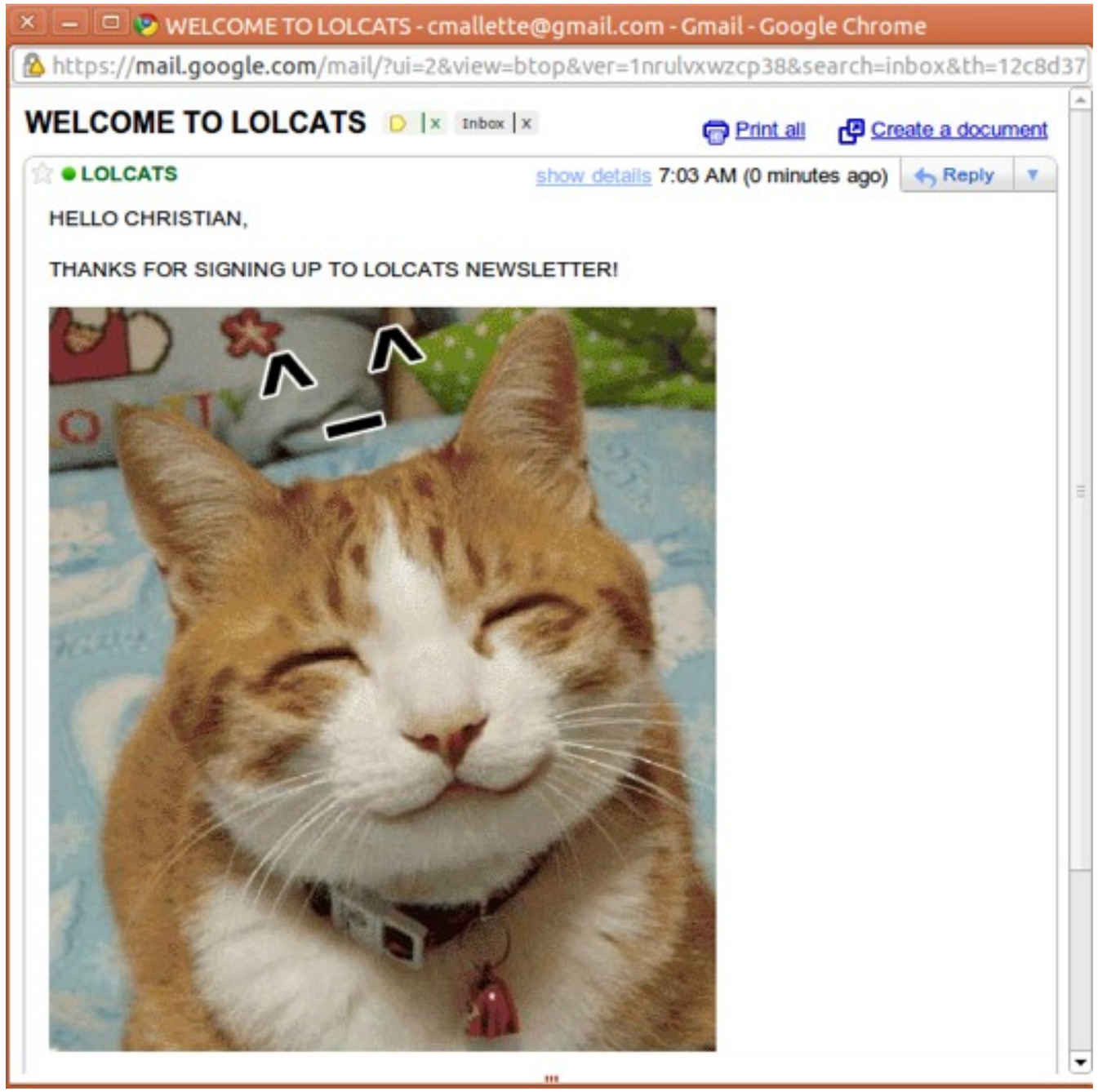
Class Mailing

- Mailing.Create
- Mailing.SetInfo
- Mailing.Schedule
- Mailing.GetStats



Class Trigger

- Trigger.Create
- Trigger.SetInfo
- Trigger.Unleash



Class Relay

- Relay.Send
- Relay.GetLogs

Anti-Spam Policy

- Acceptable Use
  - Explicitly opted in with you online.
  - Explicitly opted in with you offline.
  - Gave you their business card at an event.
  - Explicitly opted in for the subject you are contacting them about.

- Unacceptable Use
  - Email address copied from the Internet or other source.
  - No email sent to recipient’s address in over 2 years.
  - Email address obtained from a third party.
  - Recipient is a customer but hasn’t opted in.
  - Email address is generic and used by several people.
  - Email address is a distribution list or mailing list.

Anti-Spam Policy

- tl;dr Just don’t spam...

Thank you!

Vincent Lamanna, Director Products
v@cakemail.com
@vincentlamanna

Sample code: github.com/vlamanna
API key: dev.cakemail.com