

A decorative graphic on the left side of the slide consists of three overlapping, rounded rectangular shapes representing cake layers. The top layer is yellow, the middle layer is light brown, and the bottom layer is dark brown. The dark brown layer is the largest and has the letters 'ke' written on it in a white, rounded, sans-serif font.

CakeMail API

by Vincent Lamanna
Director Products



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



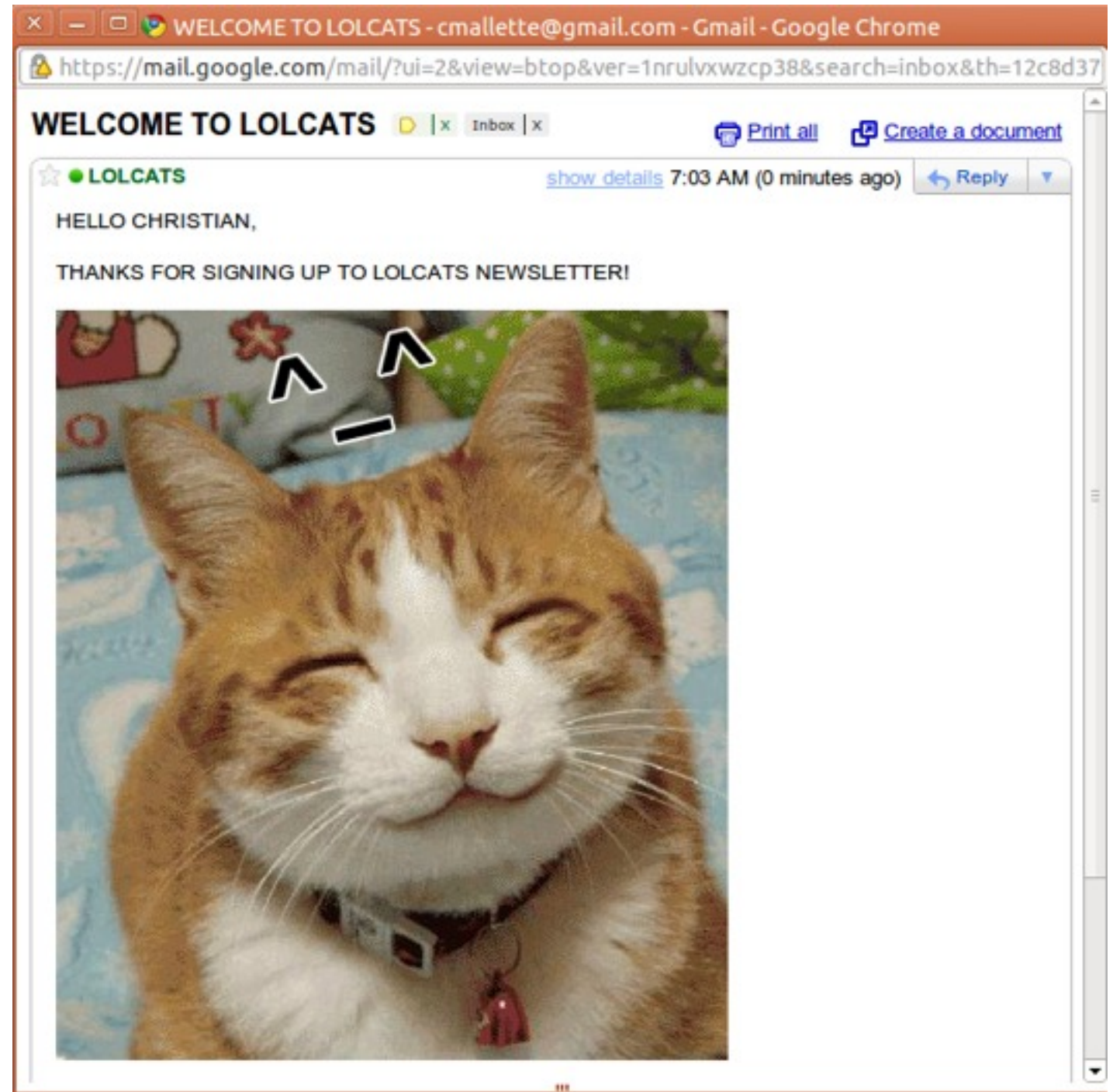
Class Mailing

- 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](#)

