# **Analysis of the Smartlead.ai API Documentation**

**1. Introduction to the Smartlead.ai API:**

Smartlead.ai offers a platform designed for the automation of outbound marketing activities. The core functionality of this platform is accessible programmatically through its Application Programming Interface (API), enabling users to integrate Smartlead.ai's capabilities with other systems and automate various outbound processes 1. This report provides a comprehensive analysis of the Smartlead.ai API documentation, as found on the welcome page of its reference materials at <https://api.smartlead.ai/reference/welcome>. The objective is to offer a detailed understanding of the available API endpoints, their functions, usage, and how they relate to each other within the Smartlead.ai ecosystem.

**2. General API Information:**

The foundation for interacting with the Smartlead.ai API lies in its consistent structure and operational principles. All API requests are directed to the base URL: https://server.smartlead.ai/api/v1 2. This uniform structure indicates a well-organized and versioned API, a common practice that ensures stability and allows for future updates without disrupting existing integrations. The use of versioning (v1) permits the introduction of new features and modifications in subsequent versions while maintaining backward compatibility.

Access to the Smartlead.ai API is secured through authentication. The primary method for authentication involves the use of an API key, which must be included as a query parameter named api\_key in every API request 2. This mechanism ensures that only authorized users and applications can interact with the API. Detailed instructions on how to obtain and utilize the API key are provided in the dedicated "Authentication" section of the documentation 2.

To maintain the stability and reliability of the API, requests are subject to rate limiting. A general rate limit of 60 requests per 60 seconds is enforced for each API key 7. This measure prevents abuse and ensures fair access to the API resources for all users. Additionally, specific endpoints might have their own rate limits. For instance, the "Reconnect failed email accounts" endpoint is limited to 3 attempts within a 24-hour period 8. Understanding these limits is crucial for developers to design their integrations effectively and avoid being temporarily blocked due to exceeding the allowed request frequency. The API provides response headers such as x-ratelimit-limit, x-ratelimit-remaining, and x-ratelimit-reset to inform users about their current rate limit status 7.

Data exchange with the Smartlead.ai API predominantly utilizes the JSON format. While the welcome page does not explicitly state this, the request examples for various endpoints specify the Content-Type header as application/json 2, indicating that request bodies should be formatted in JSON. Similarly, responses from the API are generally expected to be in JSON format, providing structured data that can be easily parsed and processed. An exception to this is the "Export data from a campaign" endpoint, which returns data in CSV format 17.

**Table 1: General API Information Summary**

| **Category** | **Information** |
| --- | --- |
| Base URL | https://server.smartlead.ai/api/v1 |
| Authentication Method | API key as a query parameter (api\_key) |
| General Rate Limit | 60 requests per 60 seconds per API key |
| Request Body Format | Primarily JSON (application/json) |
| Response Body Format | Primarily JSON; CSV for data export |

**3. Detailed API Endpoint Analysis:**

* **Campaign Management Endpoints:**
  + **Create Campaign (POST** [**https://server.smartlead.ai/api/v1/campaigns/create**](https://server.smartlead.ai/api/v1/campaigns/create)**):** This endpoint facilitates the creation of a new campaign within the Smartlead.ai platform 1. To invoke this call, a POST request should be made to the specified URL, including the api\_key as a query parameter for authentication 2. The request body is expected to be in JSON format and should contain the necessary details for the new campaign, such as its name. Optionally, a client\_id can also be provided 2. A successful campaign creation returns a JSON response with ok: true, along with the newly created campaign's id, name, and created\_at timestamp 2. Error responses, such as a 400 Bad Request, might occur due to issues like an invalid value for track\_settings 18. This endpoint serves as the initial step in managing campaigns and is logically connected to subsequent operations like updating, retrieving, or deleting campaigns, as well as managing associated email accounts and leads.
  + **Update Campaign Schedule (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/schedule):** This endpoint allows for modifying the schedule of an existing campaign 1. A POST request to this URL, with the specific campaign\_id in the path and the api\_key for authentication 3, is required. The precise structure of the JSON request body needed to update the campaign schedule is not detailed within the provided snippets. This functionality is likely to be used after a campaign has been created and might interact with the Get Campaign By Id endpoint to retrieve the current schedule before making updates.
  + **Update Campaign General Settings (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/settings):** This endpoint enables the modification of general settings for a campaign 1. A POST request is sent to the specified URL, including the campaign\_id in the path and authentication credentials in the headers 19. The exact format and parameters of the JSON request body for updating these general settings are not specified in the available snippets. This operation is typically performed on campaigns that have already been created and could be used in conjunction with the Get Campaign By Id endpoint to view the current settings.
  + **Get Campaign By Id (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}):** This endpoint retrieves the details of a specific campaign 1. A GET request to this URL, with the desired campaign\_id in the path and the api\_key as a query parameter for authentication 4, is necessary. A successful response (HTTP status code 200) returns a JSON object containing comprehensive information about the campaign, including its id, user\_id, creation and update timestamps, status (such as ACTIVE or PAUSED) 18, name, and track\_settings 18. This endpoint is fundamental for accessing detailed information about any campaign and is often used before performing other actions like updating or analyzing a campaign.
  + **Save Campaign Sequence (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/sequences):** This endpoint is used to define and save the sequence of steps within a campaign 1. A POST request is made to this URL, with the campaign\_id in the path and proper authentication. The request body must be in JSON format and should contain an array named sequences. Each element in this array defines a step in the campaign, including its seq\_number, seq\_delay\_details, and an array of seq\_variants which specify the subject and body of the email for that step 9. The request body can also include configurations for A/B testing 9. This endpoint is crucial for setting up the automated flow of communication within a campaign and is related to the Create Campaign endpoint, as a campaign must exist before a sequence can be saved, and to the Fetch Campaign Sequence By Campaign ID endpoint, which allows retrieval of the saved sequence.
  + **List all Campaigns (GET** [**https://server.smartlead.ai/api/v1/campaigns**](https://server.smartlead.ai/api/v1/campaigns)**):** This endpoint retrieves a list of all campaigns associated with the authenticated user's account 1. A GET request to this URL, with the api\_key as a query parameter for authentication 20, is required. The response is an array of JSON objects, where each object represents a campaign and includes its basic details 18. This endpoint provides a high-level overview of all campaigns and their respective IDs, which can then be used with other endpoints like Get Campaign By Id for more detailed information.
  + **Patch campaign status (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/status):** This endpoint allows for updating the operational status of a campaign 1. A POST request is sent to this URL, with the campaign\_id in the path and authentication credentials. The request body is likely in JSON format and should contain the desired new status for the campaign (e.g., "active", "paused") 21. This endpoint is used to programmatically control the state of a campaign and is often used in conjunction with Get Campaign By Id to verify the status update.
  + **Fetch Campaign Sequence By Campaign ID (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/sequences):** This endpoint retrieves the sequence of actions defined for a specific campaign 1. A GET request to this URL, with the campaign-id in the path and the api\_key for authentication 18, is required. The response is a JSON object containing the details of the campaign's sequence, including its id, the associated email\_campaign\_id, the sequence number (seq\_number), the subject and body of the email (subject, email\_body), and an array of sequence variants (sequence\_variants) 18. This endpoint is the counterpart to the Save Campaign Sequence endpoint, allowing users to retrieve the defined automation flow for a campaign.
  + **Fetch all Campaigns Using Lead ID (GET** [**https://server.smartlead.ai/api/v1/leads/**](https://server.smartlead.ai/api/v1/leads/)**{lead\_id}/campaigns):** This endpoint lists all campaigns that a particular lead is associated with 1. A GET request to this URL, with the lead\_id in the path and authentication credentials, is needed. The response is likely a JSON array of campaign objects 22. This endpoint provides a way to view a specific lead's engagement across different campaigns within the Smartlead.ai platform.
  + **Export data from a campaign (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/export):** This endpoint allows users to export all lead data from a specified campaign 1. A GET request to this URL, with the campaign\_id in the path and authentication, is required. The response format for this endpoint is a CSV file containing the lead data 17. This functionality is useful for users who need to analyze campaign lead data offline or integrate it with other reporting tools.
  + **Delete Campaign (DELETE** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}):** This endpoint is used to delete a specific campaign from the user's account 1. A DELETE request to this URL, with the campaign\_id in the path and authentication, is necessary. A successful deletion returns a JSON response with ok: true 15. This endpoint provides the functionality to remove campaigns that are no longer needed.
  + **Fetch Campaign Analytics by Date range (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/analytics-by-date):** This endpoint retrieves campaign statistics within a specified date range 1. A GET request to this URL, with the campaign\_id in the path and api\_key, start\_date, and end\_date as query parameters (in YYYY-MM-DD format) 24, is required for authentication and specifying the campaign and date range. The response is a JSON object containing various campaign performance metrics 24.
  + **Get Campaign Sequence Analytics (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/sequence-analytics):** This endpoint retrieves analytics specific to the sequence of a campaign 1. A GET request to this URL, with the campaign\_id in the path and api\_key as a query parameter 4, is needed. The JSON response includes metrics such as open count, click count, reply count, and the number of sequences 26.
* **Email Account Management Endpoints:**
  + **List all email accounts per campaign (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/email-accounts):** This endpoint retrieves all email accounts associated with a specific campaign 1. A GET request to this URL, with the campaign\_id in the path and the api\_key as a query parameter 5, is required. The response is likely a JSON array containing details of the email accounts linked to the campaign.
  + **Add Email Account to a Campaign (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/email-accounts):** This endpoint associates an existing email account with a specified campaign 1. A POST request to this URL, with the campaign\_id in the path and authentication, is needed. The request body likely contains the identifier of the email account to be added.
  + **Remove Email Account from a Campaign (DELETE** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/email-accounts/{email\_account\_id}):** This endpoint disassociates an email account from a campaign 1. A DELETE request to this URL, with both the campaign\_id and email\_account\_id in the path and authentication, is required.
  + **Fetch all email accounts associated to a user (GET** [**https://server.smartlead.ai/api/v1/email-accounts**](https://server.smartlead.ai/api/v1/email-accounts)**):** This endpoint retrieves a list of all email accounts associated with the authenticated user 1. A GET request to this URL, with the api\_key as a query parameter 29, is necessary. It supports pagination using offset and limit 29.
  + **Create an Email Account (POST** [**https://server.smartlead.ai/api/v1/email-accounts/save**](https://server.smartlead.ai/api/v1/email-accounts/save)**):** This endpoint creates a new email account 1. A POST request to this URL, with the api\_key as a query parameter 11, and a JSON request body containing the email account details (e.g., from\_name, from\_email, user\_name, password, SMTP and IMAP settings, max\_email\_per\_day) 11, is required.
  + **Update Email Account (POST** [**https://server.smartlead.ai/api/v1/email-accounts/**](https://server.smartlead.ai/api/v1/email-accounts/)**{email\_account\_id}):** This endpoint modifies the settings of an existing email account 1. A POST request to this URL, with the email\_account\_id in the path and api\_key 10, and a JSON request body containing the updated settings (e.g., max\_email\_per\_day, custom\_tracking\_url, signature) 10, is needed.
  + **Fetch Email Account By ID (GET** [**https://server.smartlead.ai/api/v1/email-accounts/**](https://server.smartlead.ai/api/v1/email-accounts/)**{account\_id}):** This endpoint retrieves the details of a specific email account using its ID 1. A GET request to this URL, with the account\_id in the path and api\_key 30, is required. The response is a JSON object containing the email account's configuration details 30.
  + **Add/Update Warmup To Email Account (POST** [**https://server.smartlead.ai/api/v1/email-accounts/**](https://server.smartlead.ai/api/v1/email-accounts/)**{email\_account\_id}/warmup):** This endpoint adds or updates the warmup settings for an email account 1. A POST request to this URL, with the email\_account\_id in the path and api\_key 13, and a JSON request body specifying the warmup parameters (e.g., warmup\_enabled, total\_warmup\_per\_day, daily\_rampup) 13, is needed.
  + **Reconnect failed email accounts (POST** [**https://server.smartlead.ai/api/v1/email-accounts/reconnect**](https://server.smartlead.ai/api/v1/email-accounts/reconnect)**):** This endpoint attempts to reconnect email accounts that have previously failed 1. A POST request to this URL with authentication is required. It has a rate limit of 3 times within 24 hours 8.
  + **Update Email Account Tag (POST** [**https://server.smartlead.ai/api/v1/email-accounts/**](https://server.smartlead.ai/api/v1/email-accounts/)**{email\_account\_id}/tags):** This endpoint updates the tag associated with an email account 1. A POST request to this URL, with the email\_account\_id in the path and authentication, is required.
* **Lead Management Endpoints:**
  + **List all leads by Campaign ID (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads):** Retrieves all leads for a campaign 1. Requires campaign\_id and api\_key 32. Supports filtering and pagination 32.
  + **Fetch Lead Categories (GET** [**https://server.smartlead.ai/api/v1/leads/categories**](https://server.smartlead.ai/api/v1/leads/categories)**):** Retrieves available lead categories 1. Requires authentication.
  + **Fetch Lead by email address (GET** [**https://server.smartlead.ai/api/v1/leads/email/**](https://server.smartlead.ai/api/v1/leads/email/)**{email\_address}):** Retrieves a lead by email 1. Requires email\_address and authentication.
  + **Add leads to a campaign by ID (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads):** Adds leads to a campaign 1. Requires campaign\_id, api\_key, and a JSON request body with lead details 14.
  + **Resume Lead By Campaign ID (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads/resume):** Resumes a lead in a campaign 1. Requires campaign\_id, lead\_id, and authentication.
  + **Pause Lead By Campaign ID (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads/pause):** Pauses a lead in a campaign 1. Requires campaign\_id, lead\_id, and authentication 6.
  + **Delete Lead By Campaign ID (DELETE** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads/{lead\_id}):** Deletes a lead from a campaign 1. Requires campaign\_id, lead\_id, and api\_key 36.
  + **Unsubscribe/Pause Lead From Campaign (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads/{lead\_id}/unsubscribe):** Unsubscribes or pauses a lead 1. Requires campaign\_id, lead\_id, and authentication.
  + **Unsubscribe Lead From All Campaigns (POST):** 1 (URL inaccessible).
  + **Add Lead/Domain to Global Block List (POST** [**https://server.smartlead.ai/api/v1/leads/block**](https://www.google.com/search?q=https://server.smartlead.ai/api/v1/leads/block)**):** Adds a lead or domain to the global block list 1. Requires authentication and a JSON request body with the value (email or domain).
  + **Fetch All Leads From Entire Account (GET** [**https://server.smartlead.ai/api/v1/leads/global-leads**](https://server.smartlead.ai/api/v1/leads/global-leads)**):** Retrieves all leads from the account 1. Requires authentication and supports pagination and filtering 42.
  + **Fetch Leads From Global Block List (GET** [**https://server.smartlead.ai/api/v1/leads/get-domain-block-list**](https://server.smartlead.ai/api/v1/leads/get-domain-block-list)**):** Retrieves leads from the global block list 1. Requires authentication and supports filtering and pagination 43.
  + **Update lead using the Lead ID (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads/{lead\_id}):** Updates lead information 1. Requires campaign\_id, lead\_id, api\_key, and a JSON request body with lead details 44.
  + **Update a lead’s category based on their campaign (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads/{lead\_id}/category):** Updates a lead's category 1. Requires campaign\_id, lead\_id, and authentication.
  + **Fetch Lead Message History Based on Campaign (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/leads/{lead\_id}/message-history):** Retrieves message history for a lead 1. Requires campaign\_id, lead\_id, api\_key, and optional event\_time\_gt 46.
  + **Reply To Lead From Master Inbox via API (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/reply-email-thread):** Sends a reply to a lead 1. Requires campaign\_id, api\_key, and a JSON request body with reply content and other details 47.
  + **Forward a Reply (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/reply-email-thread):** Forwards a reply 1. Requires authentication and request body details.
* **Campaign Statistics Endpoints:**
  + **Fetch Campaign Statistics By Campaign ID (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/statistics):** Retrieves statistics for a campaign 1. Requires campaign\_id and authentication 50. Supports optional parameters for filtering 52.
  + **Fetch Campaign Statistics By Campaign Id And Date Range (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/analytics-by-date):** Retrieves campaign statistics by date range 1. Requires campaign\_id, api\_key, start\_date, and end\_date 24.
  + **Fetch Warmup Stats By Email Account ID (GET):** 1 (URL inaccessible).
  + **Fetch campaign top level analytics (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/analytics):** Retrieves top-level analytics for a campaign 1. Requires campaign\_id and api\_key 51.
  + **Fetch Campaign Top Level Analytics By Date Range (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/top-level-analytics-by-date):** Retrieves top-level analytics by date range 1. Requires campaign\_id, api\_key, start\_date, and end\_date 48.
  + **Fetch Campaign Lead Statistics (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/lead-statistics):** Retrieves lead-specific statistics 1. Requires campaign\_id, api\_key, and supports filtering and pagination 50.
  + **Fetch Campaign Mailbox Statistics (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**{campaign\_id}/mailbox-statistics):** Retrieves mailbox-specific statistics 1. Requires campaign\_id, api\_key, and supports filtering by client and date range 71.
* **Smart Delivery Endpoints:**
  + **Region wise Provider IDs (GET):** 1 (URL inaccessible).
  + **Create a Manual Placement Test (POST):** 1 (URL inaccessible).
  + **Create an Automated Placement Test (POST):** 1 (URL inaccessible).
  + **Spam Test Details (GET** [**https://smartdelivery.smartlead.ai/api/v1/spam-test/**](https://smartdelivery.smartlead.ai/api/v1/spam-test/)**{testId}):** Retrieves details of a spam test 1. Requires testId and api\_key.
  + **Delete Smart Delivery Tests in Bulk (POST):** 1 (URL inaccessible).
  + **Stop an Automated Smart Delivery Test (PUT):** 1 (URL inaccessible).
  + **List all Tests (POST):** 1 (URL inaccessible).
  + **Provider wise report (POST):** 1 (URL inaccessible).
  + **Geo wise report (POST):** 1 (URL inaccessible).
  + **Sender Account wise report (GET):** 1 (URL inaccessible).
  + **Spam filter report (GET):** 1 (URL inaccessible).
  + **DKIM Details (GET):** 1 (URL inaccessible).
  + **SPF Details (GET):** 1 (URL inaccessible).
  + **rDNS report (GET):** 1 (URL inaccessible).
  + **Sender Account List (GET):** 1 (URL inaccessible).
  + **Blacklists (GET):** 1 (URL inaccessible).
  + **Spam Test Email Content (GET):** 1 (URL inaccessible).
  + **Spam test IP Blacklist Count (GET):** 1 (URL inaccessible).
  + **Email reply headers (GET):** 1 (URL inaccessible).
  + **Schedule history for Automated Tests (GET):** 1 (URL inaccessible).
  + **IP details (GET):** 1 (URL inaccessible).
  + **Mailbox Summary (GET):** 1 (URL inaccessible).
  + **Mailbox Count API (GET):** 1 (URL inaccessible).
  + **Get All Folders (GET):** 1 (URL inaccessible).
  + **Create Folders (POST):** 1 (URL inaccessible).
  + **Get folder by ID (GET [https://smartdelivery.smartlead.ai/api/v1/spam-test/folder/(folderId](https://smartdelivery.smartlead.ai/api/v1/spam−test/folder/(folderId))):** Retrieves a folder by ID 1. Requires folderId and api\_key.
  + **Delete folder (DELETE):** 1 (URL inaccessible).
* **Webhooks Endpoints:**
  + **Fetch Webhooks By Campaign ID (GET** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**<campaign-id>/webhooks):** Retrieves webhooks for a campaign 1. Requires <campaign-id> and authentication 53.
  + **Add / Update Campaign Webhook (POST** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**<campaign-id>/webhooks):** Adds or updates a webhook 1. Requires <campaign-id>, api\_key, and a JSON request body with webhook details 12.
  + **Delete Campaign Webhook (DELETE** [**https://server.smartlead.ai/api/v1/campaigns/**](https://server.smartlead.ai/api/v1/campaigns/)**<campaign-id>/webhooks):** Deletes a webhook from a campaign 1. Requires <campaign-id>, api\_key, and the webhook ID in the request body 75.
* **Client Management Endpoints:**
  + **Add Client To System (Whitelabel or not) (POST** [**https://server.smartlead.ai/api/v1/client/save**](https://server.smartlead.ai/api/v1/client/save)**):** Adds a client to the system 1. Requires api\_key and a JSON request body with client details 16.
  + **Fetch all clients (GET** [**https://server.smartlead.ai/api/v1/client/**](https://server.smartlead.ai/api/v1/client/)**):** Retrieves a list of all clients 1. Requires api\_key 77.
* **Smart Senders Endpoints:**
  + **Get Vendors (GET):** 1 (URL inaccessible).
  + **Search Domain (GET):** 1 (URL inaccessible).
  + **Auto-generate-mailboxes (POST):** 1 (URL inaccessible).
  + **Place order for mailboxes (POST):** 1 (URL inaccessible).
  + **Get Domain List (GET):** 1 (URL inaccessible).

**4. API Workflow Examples:**

* **Creating a Campaign and Adding Leads:**
  1. A new campaign is initiated by sending a POST request to /api/v1/campaigns/create with the campaign name in the JSON body, along with the api\_key as a query parameter 2.
  2. The sequence of emails and delays for the campaign is defined using a POST request to /api/v1/campaigns/{campaign\_id}/sequences, including the campaign\_id in the path and the sequence details in the JSON body 9.
  3. Leads are added to the campaign by making a POST request to /api/v1/campaigns/{campaign\_id}/leads, with the campaign\_id in the path and an array of lead objects in the JSON body 14.
* **Fetching Campaign Statistics:**
  1. To retrieve analytics for a campaign, the campaign\_id is first obtained, possibly by listing all campaigns using GET /api/v1/campaigns 20.
  2. Top-level analytics for a specific campaign are then fetched using a GET request to /api/v1/campaigns/{campaign\_id}/analytics, including the campaign\_id in the path and the api\_key 51.
  3. For analytics within a specific timeframe, a GET request is sent to /api/v1/campaigns/{campaign\_id}/analytics-by-date, with the campaign\_id in the path and the start\_date, end\_date, and api\_key as query parameters 23.

**5. Conclusion:**

The Smartlead.ai API presents a comprehensive suite of tools for managing outbound marketing campaigns. The API allows for programmatic control over various aspects, including campaign creation and management, email account configuration, lead management, and performance analytics. The reliance on API key-based authentication and the presence of rate limits are standard security and operational considerations. The consistent use of JSON for data exchange facilitates integration with a wide range of applications and development environments. While the welcome page provides a good overview of the available API sections, detailed information regarding the specific request body structures and response formats for each endpoint often requires navigating to the individual endpoint documentation pages. Overall, the API offers a robust platform for automating and extending the functionalities of Smartlead.ai.

#### Works cited

1. Smartlead's API, accessed March 21, 2025, <https://api.smartlead.ai/reference/welcome>
2. Create Campaign - Smartlead's API, accessed March 21, 2025, <https://api.smartlead.ai/reference/create-campaign>
3. Update Campaign Schedule - Smartlead's API, accessed March 21, 2025, <https://api.smartlead.ai/reference/update-campaign-schedule>
4. Get Campaign By Id - Smartlead's API, accessed March 21, 2025, <https://api.smartlead.ai/reference/get-campaign-by-id>
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7. Rate Limits - Smartlead's API, accessed March 21, 2025, <https://api.smartlead.ai/reference/rate-limits>
8. Reconnect failed email accounts - Smartlead's API, accessed March 21, 2025, <https://api.smartlead.ai/reference/reconnect-failed-email-accounts>
9. Save Campaign Sequence - Smartlead's API, accessed March 21, 2025, <https://api.smartlead.ai/reference/save-campaign-sequence>
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