

Maileon transactions

What are Maileon transactions?

The Maileon API can also be used to record third party user events; Maileon calls these transactions. Any relevant user event can be considered a transaction. Transactions are stored in the Maileon database and can be used for segmentation and email automation. For this reason the Transaction API also makes it possible to create actual transactional emails (like password recovery or shopping cart abandonment emails).

Transaction types

A transaction type is the template that determines the attributes that a certain kind of transaction can have. A transaction type can also have automated emails associated with it.

Transaction type sample:

```
<transaction_type>
  <name>Order</name>
  <attributes>
    <attribute>
      <name>customer.firstname</name>
      <type>string</type>
      <required>true</required>
    </attribute>
    <attribute>
      <name>customer.lastname</name>
      <type>string</type>
      <required>true</required>
    </attribute>
    <attribute>
      <name>total</name>
      <type>double</type>
      <required>true</required>
    </attribute>
    <attribute>
      <name>order_content</name>
      <type>json</type>
      <required>true</required>
    </attribute>
  </attributes>
</transaction_type>
```

Implementing a transactional email with Maileon: Cart abandonment

Maileon sends transactional emails as soon as the transaction gets created in the Maileon database. For this reason in case of cart abandonment the site using this feature should implement the waiting period.

Initial setup: the transaction type

The first step of implementing any transactional email using Maileon is creating the transaction type. As the transaction type determines the range of acceptable (and required) attributes for the transaction it should cover all use cases for that given type.

In case of cart abandonment the attributes that could be included:

- the list of items in the cart
- the total value of the cart
- the creation date of the cart
- a coupon code for completing the cart
- a link to the cart

Creating Maileon transaction

After the initial setup you are ready to send transaction data to Maileon. A Maileon transaction must contain the following:

- a reference to its transaction type for validation purposes
- a reference to the recipient of the transaction
- the data of the transaction

The transaction type reference must be valid, the recipient must be a registered Maileon contact and the data must conform the given type definition.

In case of systems where the recipient of the transaction is not necessarily a registered contact in Maileon, the user must be registered before they can receive any transaction data.

See: ***Subscription/unsubscription/synchronization*** in ***maileon_integration_overview.pdf***

Information about the methods involved in creating transactions is available at <http://dev.maileon.com/api/rest-api-1-0/?lang=en#Transactions>.