* New features in AWS-SES service to add Contacts, Contactlists and Subscriptions is accessible only programmatically via cli or sdk and these features don’t have the console support.
* A contact list is a list that allows you to store all of your contacts that have subscribed to a particular topic or topics.
  + Only one contact list is allowed per AWS account.
  + A list can have a maximum of 20 topics.
  + You can use the [CreateContactList](https://docs.aws.amazon.com/ses/latest/APIReference-V2/API_CreateContactList.html) operation in the Amazon SES API v2 to create a contact list.
  + A topic is an interest group, theme, or label within a list. Lists can have multiple topics.
  + A simple request to createContactList API accepts the below patameters.

ContactListName**=**'string',  
 Topics**=**[  
 {  
 'TopicName': 'string',  
 'DisplayName': 'string',  
 'Description': 'string',  
 'DefaultSubscriptionStatus': 'OPT\_IN'**|**'OPT\_OUT'  
 },  
 ],  
 Description**=**'string'A single contact list can be added with a list of topics(up to 20) which can be further tagged with the contacts based on the subscription requirement.

* A contact is an end-user who is receiving your emails. Creates a contact, and adds them to a contact list.
  + A simple request to create a contact

create\_contact(  
 ContactListName**=**'string',  
 EmailAddress**=**'string',  
 TopicPreferences**=**[  
 {  
 'TopicName': 'string',  
 'SubscriptionStatus': 'OPT\_IN'**|**'OPT\_OUT'  
 },  
 ],  
 UnsubscribeAll**=True|False**,  
 AttributesData**=**'string'  
)

* Above api creates a contact and adds it to the ContactListName specified.
* TopicPreferences section is where we specify if the contact is opted-in to or opted-out of topics.

* SendEmail
  + API call to list the user emails tagged to a specific topic and then use the list in toAddresses section to send emails to the users subscribed to the topic.
  + Following is a simple API to send an email to a user or list of users in the contactlist.

client**.**send\_email(  
 FromEmailAddress**=**'string',  
 Destination**=**{  
 'ToAddresses': [  
 'string',  
 ],  
 'CcAddresses': [  
 'string',  
 ],  
 'BccAddresses': [  
 'string',  
 ]  
 },  
 ReplyToAddresses**=**[  
 'string',  
 ],  
 Content**=**{  
 'Simple': {  
 'Subject': {  
 'Data': 'string',  
 'Charset': 'string'  
 },  
 'Body': {  
 'Text': {  
 'Data': 'string',  
 'Charset': 'string'  
 } }  
 } }  
 ListManagementOptions**=**{  
 'ContactListName': 'string',  
 'TopicName': 'string'  
 })

**Highlevel Diagram**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  | Ink Drawings Topic A Topic B Topic C Topic D  Contact-1 Contact-2 Contact-3 Contact-4 Ink Drawings Ink Drawings Ink Drawings Ink Drawings Ink Drawings Ink Drawings ContactList Ink Drawings Ink Drawings |  |  |
|  |  |  |
|  |  |  |

<https://docs.aws.amazon.com/ses/latest/DeveloperGuide/sending-email-subscription-management.html>