

Email Personalisation made easy using API Integrations



6 examples
inside

What you will learn in this guide

For a lot of marketers API's sound complicated and not something they can practically take advantage of without IT support.

This guide aims to show you how that isn't the case, and how they can make a significant enhancement to your email personalisation.

We will cover:

- What exactly is an API?
- What are the advantages of API's for email marketing?
- Example use cases for APIs in email marketing
- How to implement API's for email marketing

About Reignite

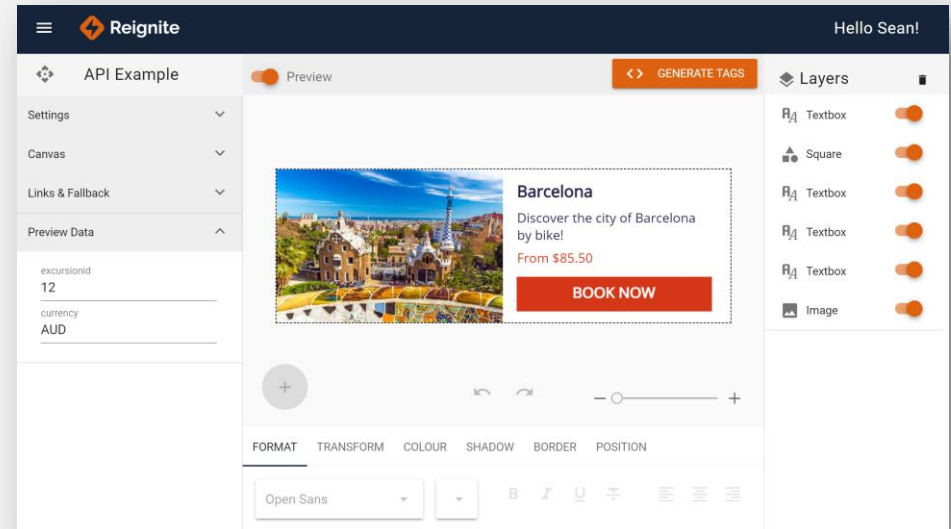
Reignite is a 'Strategic Email Personalisation' platform that helps marketers add sophisticated personalisation to their email marketing campaigns.

Key benefits include:

- Create new revenue opportunities through personalisation
- Slash email production time
- Works with EVERY email marketing platform

A core capability of Reignite is to integrate with API's to inject personalised content into emails at the moment of open.

www.reignitehq.com



Works with EVERY email sending platform



What is an API?

If you are struggling with adding more sophisticated personalisation to your email marketing then using API's can help.

API stands for 'Application Programming Interface'. In plain English this boils down to two different software applications talking to each other, and exchanging data or performing actions.

In the context we are talking about today it tends to be requesting data from another platform - whether that is your website which is likely powered by a number of APIs, customer data platform or product catalogue.

There are also thousands of API's that allow you to do everything from get the weather in a location through to stock prices, currency rates or the latest sports scores.

These APIs offer marketers the ability to connect them to their email campaigns and use the data returned to personalise the email content.

What specific advantages do API's provide?

FAST TO MARKET

You already have access to many API's so its a quick way to get going, you don't need custom development.

REAL-TIME CONTENT

Using a platform like Reignite to integrate an API with your email campaign allows the content to be refreshed at the moment of open, not when it's sent. That opens up live pricing, product availability and much more.

NEW EMAIL FUNCTIONALITY

APIs give marketers new types of content that wasn't possible before, from showing the live package delivery status in the email through to live appointment availability.

AGILE

Getting this type of content into your ESP can be challenging, with Reignite it doesn't matter which ESP you use as it works out of the box with every email sending platform by adding our tags to your HTML email template.



Real-life use cases of API's in email marketing

Practical examples of using API's to increase revenue, save time
& create memorable experiences in the inbox.

Recommended tours for your trip aboard the Britannia

Our experts view on tours you simply can't miss out on for your trip.

- Ponta Delgada**
Twin Lakes Small Group Tour
From £52.00pp
[View information](#)
- Castries**
Castries Walk
From £37.00pp
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St Kitts Shopping, Sightseeing and Beach
From £68.00pp
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Panoramic St Johns Tour
From £53.00pp
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OUR HOLIDAYS | EVENTS | REQUESTS | CONTACT US

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EDITOR'S SPECIALS

- Top Seller - new date now available**
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2 nights £299.00
Departs 22nd Aug 2016 from Stoke On Trent
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MORE HOLIDAYS DEPARTING SOON FROM STOKE ON TRENT

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ALL HOLIDAY PRICES

YOU'VE GOT MAIL

EXCLUSIVE INTRO OFFER
SAVE UP TO 25%

ANY 2 YOGA CLASSES FOR £20

Hurry Offer Ends Soon!
0:00 : 00 : 00
(DAYS : HOURS : MINUTES : SECONDS)
[BUY NOW](#)

Yoga Classes at Frame

Rocket Yoga

- Flexibility
- High intensity
- Low impact
- For the mind
- Not suitable for beginners
- Sweaty
- Needs trainers

Rocket gets you moving, sweating, breathing and FLOWING like a traditionalist yogi who likes to break a few rules. Think 'Yoga in church'. If you want to get stretchier, fitter, calmer, longer, hotter and happier get on The Rocket.

Price: £16.00 Duration: 90 minutes

3 available class times in Shoreditch

- Sat 10.45AM
- Mon 05.15PM
- Thu 07.15PM

JewelleryMaker
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Leath | Gems & Beads | Essencials | Tools | Watch Live

Today's Schedule

Ways to Watch
Sky 674 | Virgin 756 | Freesat 807 | Freeview 74

Seed Bead Frames

Seed Bead Frame Launch with Monika Saltzer

easyfundraising
that good shopping

Months you've raised for
1st Diss Scouts

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan

Your activity:
£0.00 Raised this month

Your cause activity:
£3.09 Raised in total

£0.15 Raised this month
£57.73 Raised in total

Thank you!

Win £500 in our Travel Giveaway!

In partnership with **TUI** | ends 17th January

Our Travel Giveaway* has started, Cheryl!

You have the chance to WIN £500 for 1st Diss Scouts. To enter, just visit the competition page and click any of the listed retailers - ends 17th January.

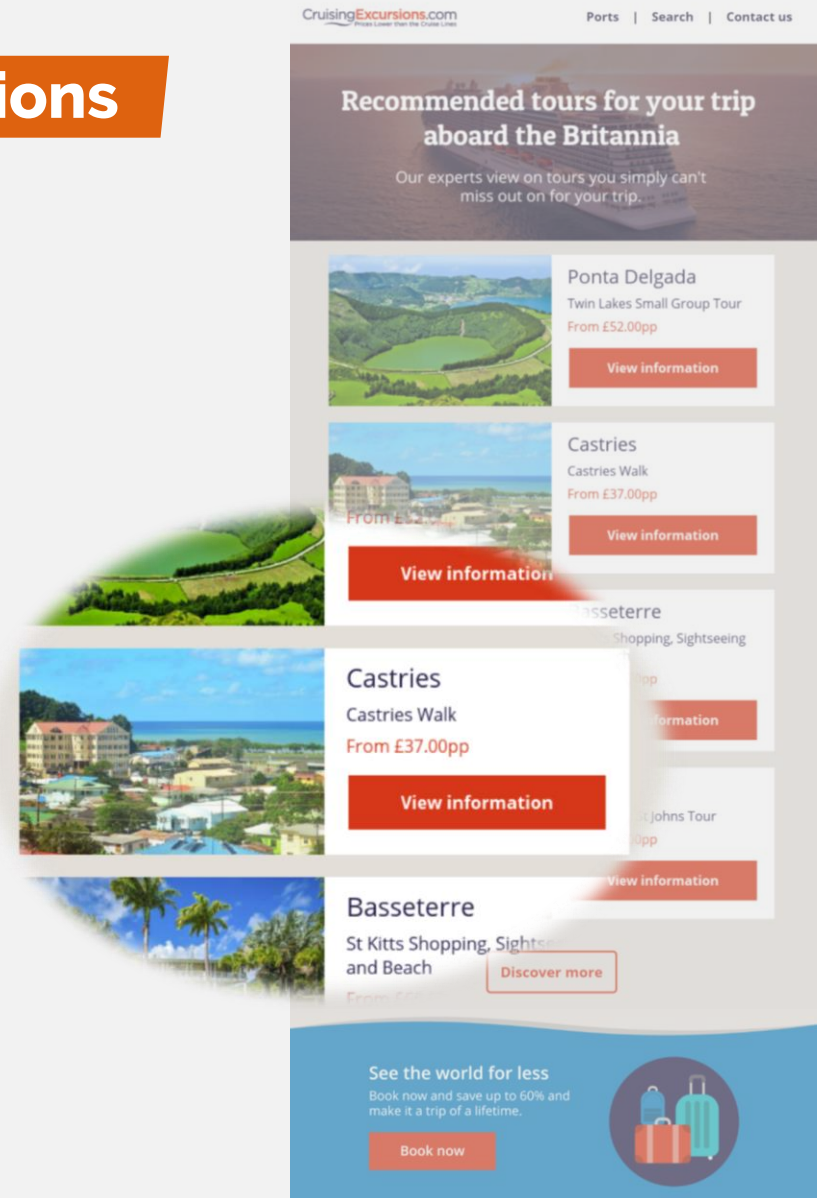
Share your message below to get as many people as possible to enter and increase your chances of starting 2021 with a BIG WIN for your cause!

[Enter now](#)

Product Feeds & Recommendations

A common use of API's is to pull in live product details directly in the email, including via a recommendation model like this example with Cruising Excursions.

Using an API allows them to send one email with unique tours for each customer based upon the ports they will be visiting on their cruise, but also display the pricing in the customers home currency.



unique tours shown per customer
with pricing in local currency

Live Availability

Perhaps you have limited availability for products so you don't want customers to have the experience of seeing something that has sold out since you sent the email.

Diamond Holidays achieved this with their late availability email, only showing deals still available with pickup points in the customers local area that were still available at the point of open.

The screenshot shows the Diamond Holidays website with a focus on 'LATE AVAILABILITY' deals. The header includes the Diamond Holidays logo, the tagline 'GREAT BRITISH BREAKS BY COACH', and a phone number 'CALL 0330 1344 005'. Navigation links for 'OUR HOLIDAYS', 'EVENTS', 'BROCHURES', and 'CONTACT US' are present. The main banner features a large image of a historic building with the text 'LATE AVAILABILITY' and 'SPECIAL SAVINGS ON HOLIDAYS DEPARTING FROM STOKE ON TRENT SOON'. Below this, the 'EDITOR'S SPECIALS' section highlights two deals: 'Top Seller - new date now available' for 'THE ROYAL EDINBURGH MILITARY TATTOO' and 'Best Seller - seats still available' for 'BUCKINGHAM PALACE & THE HOUSES OF PARLIAMENT'. A grey bar at the bottom of this section says 'TO BOOK CALL 0330 1344 005 AND QUOTE 'LATES''. The 'MORE HOLIDAYS DEPARTING SOON FROM STOKE ON TRENT' section displays a grid of six holiday packages, each with a thumbnail image, title, duration, price, departure date, and a 'FIND OUT MORE' button. The packages include 'BRITISH AIRWAYS 1360 BRIGHTON', 'KENTS CASTLES AND GARDENS', 'GREAT GARDENS OF SUSSEX & KENT', 'ROYAL WINDSOR', 'DOVER CASTLE & THE SECRET WAR TUNNELS', and 'BUCKINGHAM PALACE & THE HOUSES OF PARLIAMENT'. At the bottom, there is a link for 'ALL HOLIDAY OFFERS'.

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GREAT BRITISH BREAKS BY COACH
CALL 0330 1344 005

OUR HOLIDAYS | EVENTS | BROCHURES | CONTACT US

LATE AVAILABILITY
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3 nights £289.00
Departs 2nd Sep 2016 from Stoke On Trent
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TO BOOK CALL 0330 1344 005 AND QUOTE 'LATES'

MORE HOLIDAYS DEPARTING SOON FROM STOKE ON TRENT

BRITISH AIRWAYS 1360 BRIGHTON
1 nights from £119.00
Departs 20th Aug 2016 from Stoke On Trent
[FIND OUT MORE](#)

KENTS CASTLES AND GARDENS
3 nights from £279.00
Departs 26th Aug 2016 from Stoke On Trent
[FIND OUT MORE](#)

GREAT GARDENS OF SUSSEX & KENT
3 nights from £299.00
Departs 26th Aug 2016 from Stoke On Trent
[FIND OUT MORE](#)

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DOVER CASTLE & THE SECRET WAR TUNNELS
3 nights from £299.00
Departs 26th Aug 2016 from Stoke On Trent
[FIND OUT MORE](#)

BUCKINGHAM PALACE & THE HOUSES OF PARLIAMENT
1 nights from £149.00
Departs 27th Aug 2016 from Stoke On Trent
[FIND OUT MORE](#)

[ALL HOLIDAY OFFERS](#)

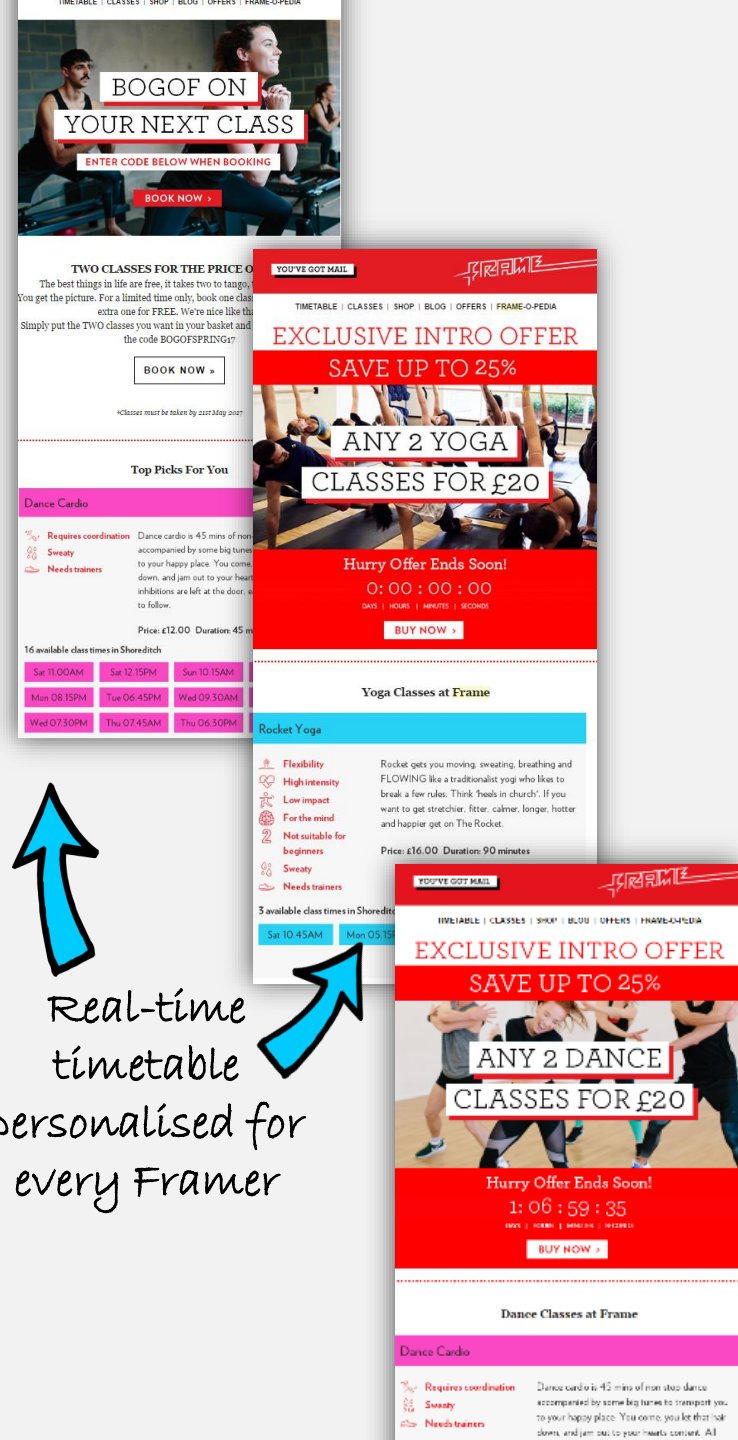
Late deals pulled in live from reservations platform

Appointments & Timetables

Rather than get customers to visit your website to see availability for appointments or bookings show them in the email.

Fitness studio Frame did this by showing a personalised class timetable with the latest slots in their favourite studio and genres.

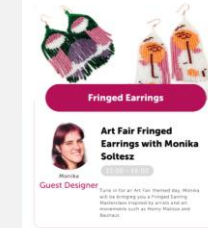
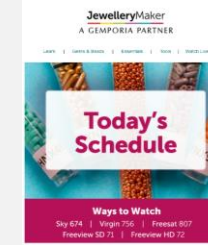
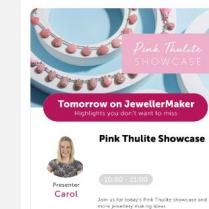
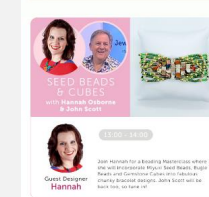
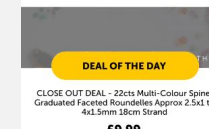
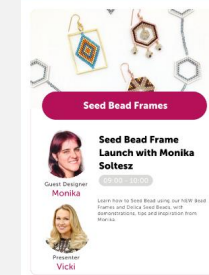
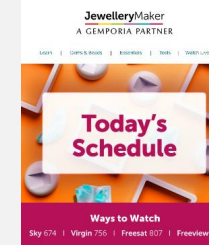
Real-time
timetable
personalised for
every Framer



What's on?

Maybe you have a list of events you want to publicise? Rather than maintain this content manually you can connect to an API automate this.

TV shopping channel Jewellery Maker use this technique to automate content in their newsletters by pulling it from their TV Guide API

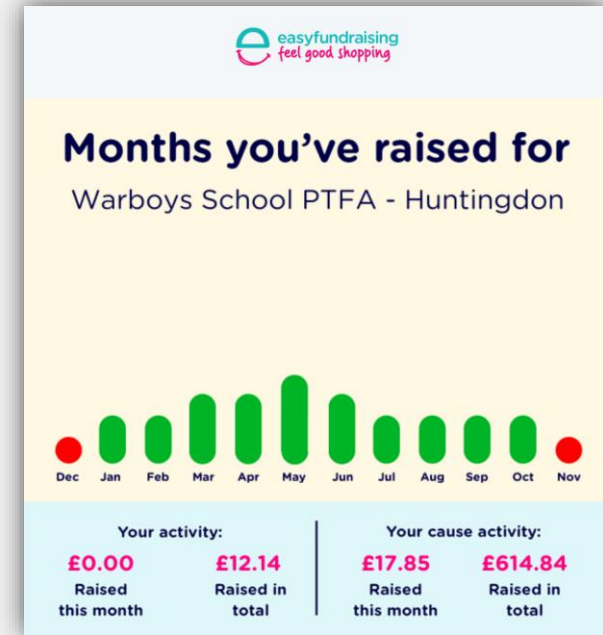


Content automatically created from API & Spreadsheet

Customer loyalty data

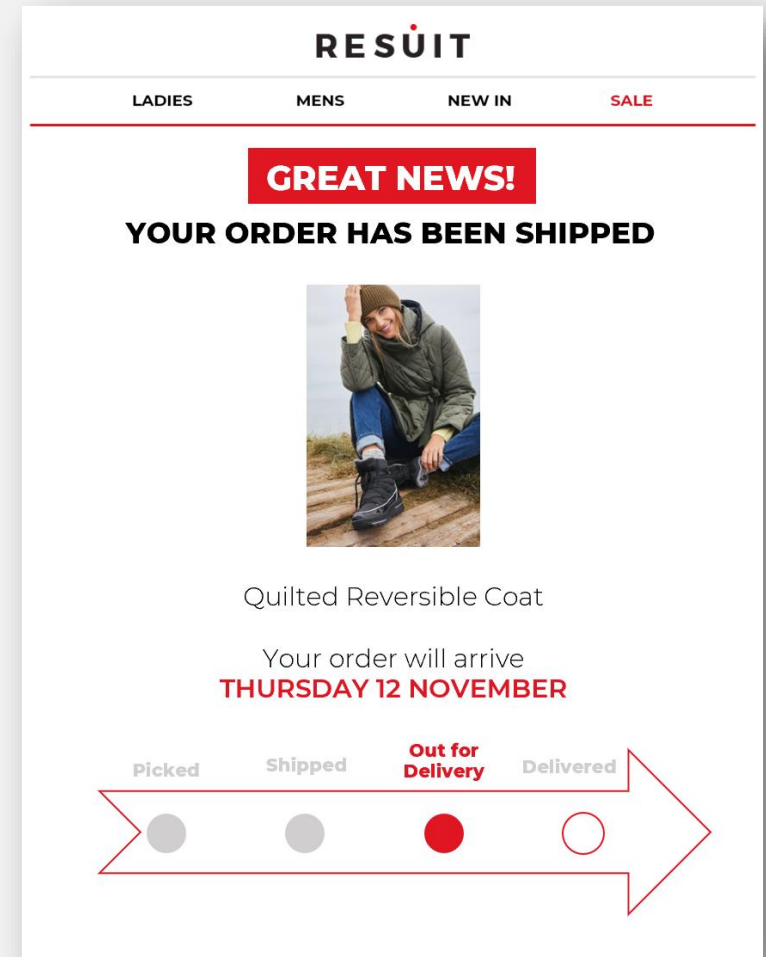
Another use is to connect with customer data - whether that is in a 3rd party loyalty platform, CDP or even a Google Sheet to personalise the imagery shown based upon loyalty points or shopping history.

Here is an example where easyfundraising took customer data and used it to create an graph showing when they have shopped via their platform, along with a version showing the percentage of shops per category.



Package Delivery Status

If you connect your delivery partners API with your transactional email you can show the live shipping status every time they open the email, with no need to login to the website or send additional emails.



update delivery status
on every open



How to setup API's in your email campaigns

Reignite offers a range of pre-configured APIs for data sources such as location, weather & social feeds.

However, you can also add any other API in just a few minutes – no complex integrations required.

Let's quickly set up a simple example using a stock prices API.

STEP 1: Add your API

Add the API URL in Reignite, and use `{{brackets}}` to add any dynamic placeholders.

Here we are going to merge in the recipients favourite stock so we can show them the current price.

Reignite supports different types of authentication and custom headers to cater for a huge range of types of API.

dee69&symbols={{symbol}}

1 API Data Source Setup

Feed Name
Stock Prices API

Feed URL
http://api.marketstack.com/v1/intraday?access_key=882948e728c7102fb46b58418f3dee69&symbols={{symbol}}
Add placeholders for parameters in the URL by using double curly braces E.G. {{yourParameter}}

Username (optional) Password (optional)

Results Type
☒ Single - the API returns a single record
☐ Multiple - the API returns multiple records

Custom Headers

Field Name	value
<div>+</div>	

CANCEL NEXT

2 Preview
Enter example parameters below & click preview to test that your API settings return the results you were expecting.

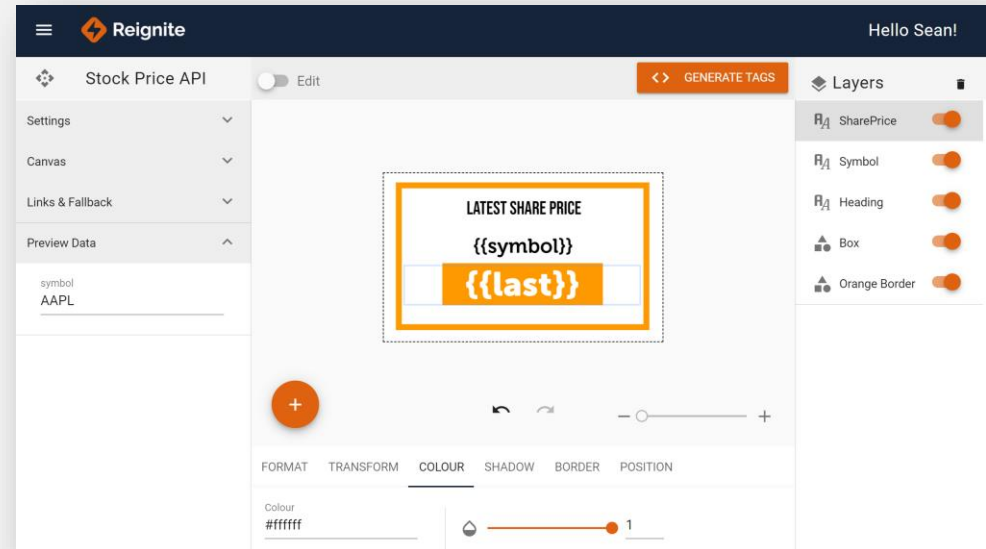
3 Select first record
Choose which JSON object contains all the fields you wish to merge into your live image

STEP 2: Create your image

The Reignite editor allows non-technical users to easily build professional results.

It's got many features of Photoshop but is as easy as Powerpoint.

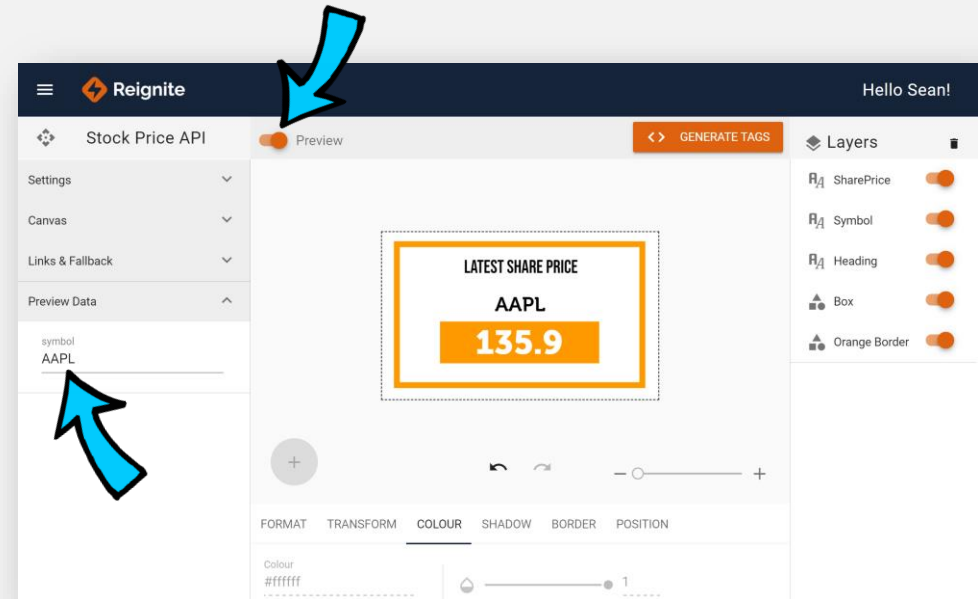
Simply drop in the merge tags for any personalised data or images.



STEP 3: Preview

Flip into preview mode to see what your image looks like with live data.

Change the preview values to see different results.

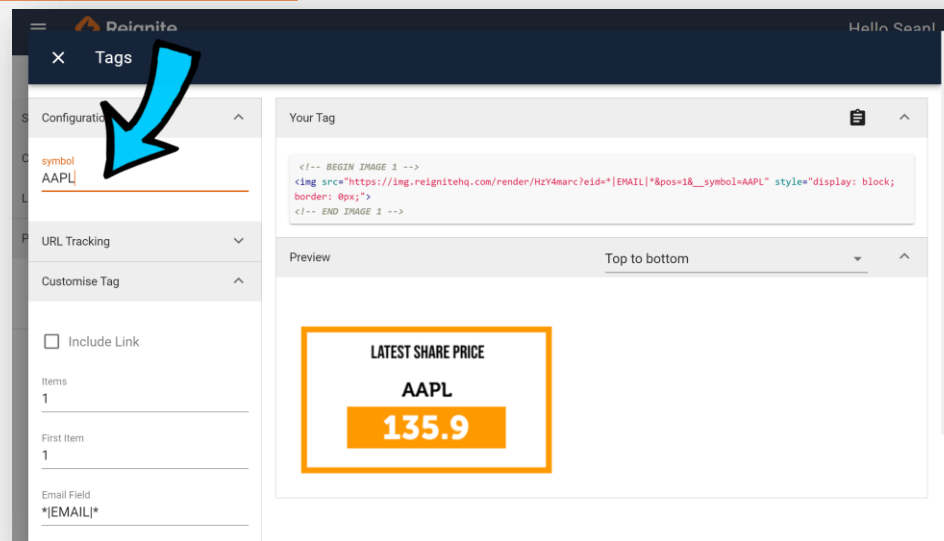


Here we are previewing using the stock symbol for Apple

STEP 4: Add your tags to your template

To add your live images to your email simply copy and paste the HTML tags provided by Reignite.

Change any values in the URL with merge tags from your ESP to ensure each recipient receives an image with their personalised values.



Change any values in the Reignite image URL to merge tags from your ESP to personalise to each recipient



Interested to learn more about
how the Reignite platform can
help your email marketing?

📞 +44(0)116 3260 360

✉️ hello@reignitehq.com

www.reignitehq.com



*Sean Duffy
Founder & CEO*

Works with EVERY email sending platform

