# SALESmanago
marketing automation

# CALLBACKS
## integration guide

Updated: 04-04-2022

# INTRODUCTION

The following document contains detailed guidelines for newsletter status and contact deletion callbacks

**You will learn:**

- What callbacks are used for
- How to create a callbacks controller
- How to fix issues with Content Delivery Network (CDN)

**You will not learn:**

- How to use SALESmanago main application
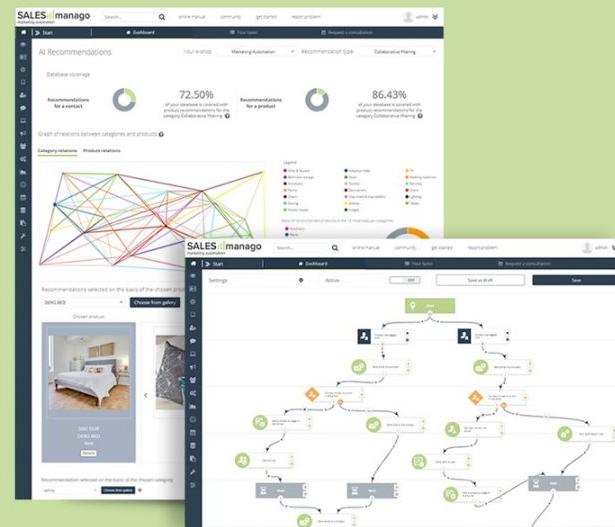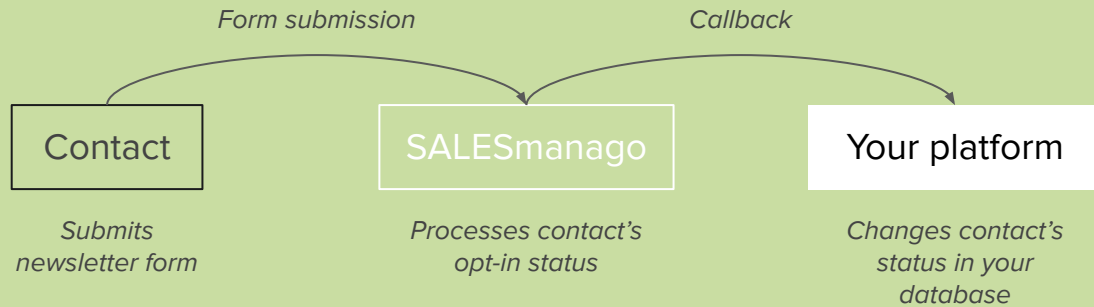- How to transfer data to SALESmanago

# TABLE OF CONTENTS

SALES**manago**
marketing automation

WWW.SALESMANAGO.COM

# What are callbacks used for?

- SALESmanago offers callbacks to let your platform know **whenever the contact's opt-in status changes** in SALESmanago.

- Status can change when contact **subscribes** to newsletter using our Lead Generation widgets or when contact **unsubscribes** through the link in the email footer.

- You can also define a callback URL for the **request of deletion** of contact's data.

*Form submission*　　　　　　　　*Callback*

| Contact | SALESmanago | Your platform |
|---|---|---|

*Submits newsletter form*　　　*Processes contact's opt-in status*　　　*Changes contact's status in your database*

SALES‖manago
marketing automation

# Which actions trigger callbacks?

Opt-in/out callbacks are triggered:

- When the status is changed manually

- When the status is changed using our Lead Generation forms

- When the status is changed via API using Contact Upsert

- When the status changes via the link in the email (both opt-in and opt-out)

The contact deletion callback is triggered:

- When contact is deleted manually

- When contact is deleted via API

# Basic callback controller

Let's have a look at a sample Opt-in callback URL. This example contains two parameters: `action` and `email` (with a placeholder filled by SALESmanago):

```
https://example.com/controller/newsletter.php?action=optin&email=$email$
```

Here is a simplified PHP code that could be used as a callback controller:

```php
if ($_GET['action'] === 'optin' && !empty($_GET['email'])) {
    changeNewsletterStatus(1, $_GET['email']);
}
```

In this example we simply change the contact's opt-in status when we receive a callback.

**NOTE:** Someone having a malicious intent could send such a request. In this simplified example we have not verified the authenticity of the callback.

SALES manago
marketing automation

# Secure callback controller

In this example we will take a look at a callback secured with SHA function.

`https://example.com/controller/newsletter.php?action=optin&email=$email$&sha=sha1($email$abc123def456ghi)`

Here is a simplified PHP code that could be used as a callback controller. The string `abc123def456ghi` is a secret parameter.

```php
if ($_GET['action'] === 'optin'
    && !empty($_GET['email'])
    && verifySha($_GET['email'], $_GET['sha'])) {
    changeNewsletterStatus(1, $_GET['email']);
}

function verifySha($email, $sha)
{
    return $sha === sha1($email.' abc123def456ghi');
}
```

**NOTE:** We use SHA1 function. This is not to be confused with SHA256.

# Available placeholders

As shown in the examples we support different data types that can be used to relay information to your website. Supported data types (placeholders):

- Email – $email$

- Phone – $phone$

- Contact ID – $contactId$

- Contact name – $name$

As well as a cryptographic function:

- sha1 – sha1($placeholder$text)

**Note:** If your implementation requires placeholders other than those listed, contact our Customer Success. We are open to your feedback.

# Resolving common issues

The most common issue is related to the use of CDN (such as Cloudflare) because, in some cases, it acts as a firewall blocking off the connection from SALESmanago to your website. To resolve this issue you should whitelist our outgoing IP address.

- As of making this guide, the IP address of SALESmanago is `89.25.223.94`. This, however, is subject to change without a prior notice.

- For whitelisting instructions contact your CDN provider, our Customer Success, or try searching for "(provider name) how to whitelist IP address".

SALES‖manago
marketing automation

# SALES manago
marketing automation

# WE ARE HERE TO HELP YOU

If you find any trouble integrating with SALESmanago, please contact our **Customer Success** at success@salesmanago.com.

We will be glad to **guide you directly** through the integration process!