



Automated Direct Mail Integration Guide

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Document Version 9

Version History

1. Initial revision by –1/24/2012
2. Changed default system behavior so that address elements that are too long cause the record to be rejected rather than truncated to fit, but by passing truncate=y on the CSV submission query string, you can emulate the old behavior. Added another parameter 'failonefailall=y' to reject an entire submission if any records are bad. Minor text corrections. -2/8/2012
3. Documented usage of new cancellation API. -2/28/2012
4. Corrected successful status code for large image transfers (from 235 to 230). – 6/21/2012
5. Added explanation of new submission methods and USPS tracking. – 11/15/2014
6. Added information about mixed text formatting. –12/2/2014
7. Added information about API keys, PDF proofs and Simple POST integration method – 5/19/2015
8. Added clarifications around HTML text formatting and updated list of available fonts – 4/15/2016
9. Status checks and deletions may now be done with the same API key as submissions – 7/21/2016



Introduction

Amazingmail's Automated Direct Mail (ADM) system is a unique direct mail automation platform that removes many of the barriers of tradition commercial printing systems:

- Fully automated, removing the overhead of managing individual print jobs
- Variable data and images, allowing you to personalize your message
- No minimum orders
- Next business day print and mail
- Job Status API keeps you informed of the status of each order

This document explains how to interact with our system from a technical perspective. First, though, there are also a few general pieces of information to keep in mind.

Important Note on Features and Options

The integration methods and options related in this document convey how Amazingmail supports a majority of clients. There are many hidden features or customizations that we're able to apply to your project, if needed. Please discuss your needs with our team.

Also note that this document deals only with print job fulfillment and activities directly related to fulfillment. Amazingmail has other capabilities such as design tool integration and our card gallery web service that might be relevant to your project. We're happy to discuss those capabilities with you.

Implementation Process

The process starts with a discussion about your needs and goals. We'll need an idea of the content you wish to show on your mail piece. A "back of the napkin" sketch is enough to give us an idea of what data you'll need to generate.

Once the business terms are finalized and a contract signed, we'll assign a project manager, who will be your primary point of contact during and after implementation. We'll also create an account for you so you can begin testing and developing. Setup on our side involves creating your account and setting up and testing your pieces. We'll provide a sample data file for your development team to review.

Once your development is to the point where you're ready to test submissions, you'll connect to our system and submit digital proofs. We'll review the results and let you know if any adjustments are required.



As testing progresses, we'll have you try live print jobs. When all is ready, you can go live! We'll assist by monitoring your initial orders.

Order Timing

Our commitment is to print and mail the next business day. We do not mail on Saturdays, Sundays or national holidays, meaning that if you submit an order to us on Friday, it will mail on Monday. The cutoff time is midnight Arizona time, which is the same as US Pacific time in summer and US Mountain time in winter.

Once we have delivered your piece to the United States Postal Service (USPS), the delivery time is out of our hands and is dependent on a host of factors. For pieces destined somewhere within the United States, we estimate the pieces will arrive in 3-5 business days for First Class Mail. For international orders, delivery time fluctuates a great deal based on the recipient's country. Average delivery time is approximately 10 to 15 business days.

Problems with Orders

Once we've confirmed that your submission is valid, it is our responsibility to print and mail your pieces. If something happens in production, such as a lamination problem, we'll reprint the affected pieces. You won't need to do anything. There are rare cases where problems can't be detected until the pieces are at the press, such as the lack of a required font in a PDF. In those cases, we'll contact you and ask that you correct and resubmit the job.

When your end customers report missing mail pieces to you, first check to see that our system verified the successful receipt of the order. Also, please check to see that enough time has passed for delivery. Asking the customer to wait another day or two will often resolve the issue. It is true that the USPS loses mail, but that's relatively rare. It's more common that the recipients themselves to accidentally throw the piece away when it's placed inside a pile of "junk mail".

Cancelling an Order

Most cancellations can be handled automatically using our cancellation web service, described in this document, but those cancellation requests must be submitted before your order becomes part of a print batch. How quickly that happens depends on the number of similar orders at that time, but you'll typically have 30 minutes or more. If our system tells you that it is too late for automated cancellation and the need is urgent, contact your Amazingmail service representative. Removing your pieces is a difficult and error-prone



process once the print batch has been created. We cannot assure that the order will be caught, but we are often able to find and remove the requested pieces.

Payment

Automated mailings use card credits that use can purchase in your online Amazingmail account, or through your sales representative. On approved credit, we can also configure your account to allow any mailings, which we track over the course of the calendar month, and send you an invoice or bill your credit card at the end of the month. If you are selling the mail pieces as part of your offering, your customers will transact with you directly.



The Submission Process

Overview

1. Generate the JPG or PDF images needed for your piece and save them in a web accessible directory. If Amazingmail already stores all of the images your pieces need, this step may be bypassed.
2. Submit your data
 - a. For CSVs, generate the CSV and save it on a web accessible directory. Call Amazingmail to retrieve your CSV.
 - b. For XML, POST your data to Amazingmail.
 - c. For Simple POST, post your name/value pairs to Amazingmail.
3. Check the return XML for success and store the ID for the job.
4. Using the ID, request the status of the submission to update your system and/or alert your users to its status.

Each step is discussed in detail in the following sections.

Image Preparation

When your mail pieces reuse artwork, Amazingmail can store some or all of the images your pieces need. A member of the service team can help you load images into your account and show you how to refer to those images in your data file, or can configure your card with default images.

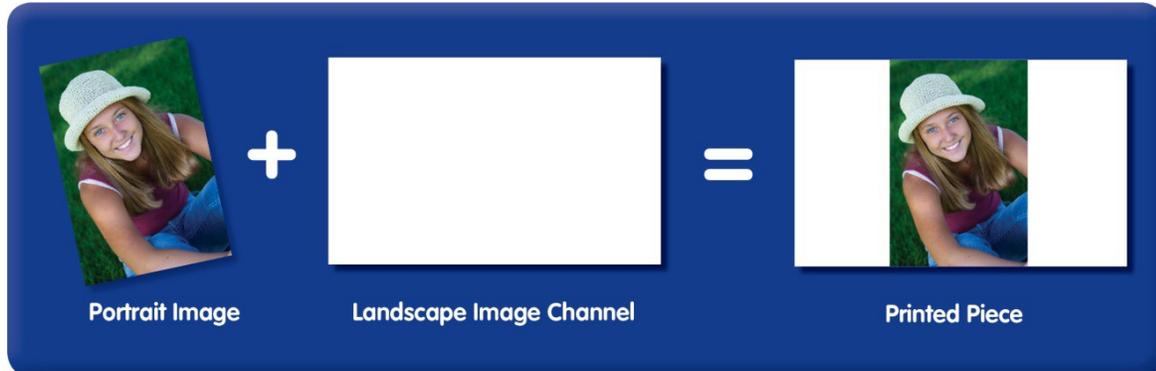
However, there are scenarios where you need to pass unique images with each submission, such as pieces containing customer photos. In these cases, you'll need to prepare the images and place them in a location where Amazingmail's system can retrieve them.

The dimensions of your image depend on the design of your piece. If you're using a standard, basic Amazingmail template, you can use the image specifications at http://www.amazingmail.com/templates_specs. The documents you see there will help you understand the requirements for dimensions, bleed area, "safe zone", etc. For custom templates, an Amazingmail service representative will provide the dimensions your image should be.



A few basic rules about your images:

- We currently only accept JPG or PDF files, with EPS support in beta testing. JPGs may be either RGB or CMYK. The HP rendering engine we use at the print center converts all images to CMYK before printing, so submitting CMYK JPGs offers the best possible color reproduction. However, the majority of what we print comes to us in RGB form.
- Ideally, each image should have a 300 DPI resolution. We realize that this isn't always possible. Depending on the type of image and its use on the printed piece, a lower resolution can still look good. This should be confirmed with testing prior to launch.
- Each file should have a unique name. If we receive a second copy of an image with the same filename on the same day, the newer image will print on all pieces that refer to that image. While it's possible to distinguish files of the same name via folder name on our system, unique file names are much better for avoiding confusion.
- File names cannot contain spaces or special characters other than hyphen (-) or underscore (_).
- Our software does not alter your image. We cannot rotate it for you or change its aspect ratio. You might need to perform these functions to ensure that the images appear correctly. So, for example, you'll need to rotate a portrait image before placing it on the front of a postcard. However, our rendering engine will scale the image to fit the image space, depending on how the card is configured.



Special Notes on PDFs

PDFs cannot be scaled by our rendering engine and must match the dimensions of the image space they occupy. Unless your PDF only uses very common fonts such as arial, times new roman, etc, you should embed your fonts. If your system generates multi-page PDFs, you can leave them intact and then ask our system to split them and then submit them separately. A member of the service team can step you through that process.



Dynamic Image Generation

Amazingmail only supports remote image URLs that end in the proper file extension for that image type.

Image Storage

The location of your image files is up to you, but they must be accessible to the web so our server can retrieve them. Amazon's S3 and similar cloud-based services are becoming an increasingly popular way to host the image files to simplify storage and bandwidth management. We do experience some intermittent problems with responses from S3 (e.g. receiving a 500 class error on a call that works flawlessly 30 seconds later), making it important to check our system's responses and retry, if necessary. If you host your images on a file sharing service, it's important that the location you pass us is the direct download and not an HTML page offering a download.



Data Preparation

Your data file contains the data our APM system needs to create a print job.

Orders for the same piece/design with the same shipping method can all be included in one file. However, many of our partners choose to pass us orders as soon as the triggering event occurs, such as a customer order. We generally recommend that you pass your orders to us as you get them so we can inform you of any issues sooner and corrections can be made without delays in processing. Additionally, cancellations are done on a submission basis, so keeping your orders separate gives you more fine-grained processing control.

It's important to reiterate that individual submissions can only contain records calling for the same piece and the same shipping method. In other words, you will need to separate your US mail records from your international mail records.

Selecting a Submission Method

Amazingmail currently supports both CSVs and XML. We also now support the ability to submit via a Simple POST for one card at a time. The option you use will largely depend on the preference of your developers. The Simple POST method is easy to use and works best when you're only sending one card at a time. If you anticipate creating orders of 200 cards or more at once, we suggest you use CSV. XML has many virtues but it is a verbose format. With a CSV, the field names are represented only once so the file is much more compact for large lists.

Some of the following sections relate only to one submission method or the other.

CSV Naming Conventions

1. It is important that your CSV file name is unique to avoid overwriting or confusion. If you submit a reprint, you may use the same name as the original file, but a suffix is preferred, such as `_reprint`.
2. We recommend starting the file name with an abbreviated version of your company name or campaign, followed by a sequential order number. For example: `acme_001405.csv`.
3. Do not include spaces or special characters (other than - or _) in the file name.



CSV Content

Within the CSV, there is a header row and a row for each piece that you wish to have printed. Columns will vary depending on the variable data required by your design. The following table illustrates some of the commonly used columns.

	Column Name	Char. Limit*	Notes
All Submissions	DMID	10	Unique identifier for your piece, provided by Amazingmail. Must be the same for all records in the CSV.
	RECORDID	50	A unique identifier for the record that you generate. Must be unique within the file but preferably unique across all submissions. This ID will be passed back to you in any record-level error messages.
Mailed Submissions	First	50	First name, last name and company. One of these three elements must be present, as the USPS does not accept mail without some form of addressee name. If you store first name and last name in one field, you may pass them in TOFIRST.
	Last	50	
	Company	50	
	Address1	50	Address line 1 – always required.
	Address2	50	Address line 2 – optional.
	City	50	City and State or ZIP code is required for US addresses. Only city is required for international, but provide city and postal code if possible for improved deliverability.
	State	50	
	Postalcode	25	
Country	50	Required only for international. The USPS requires this to be the English name of the country. We also accept the ISO 3166 (alpha 2) name.	
Commonly Used in Mail Pieces	Sender	2,000	Sender or return address, including newlines between each line (see Text Formatting section). This field is optional. Many partners show no return address or place it in art. Complete non-US addresses are not permitted, as return service cannot be offered, but you can show sender name and country if desired.
	FrontImage	100	Reference to the JPG or PDF file used for the front of the card.
	BackText	2,000	Live text to be printed on the back of the card. Your piece might have additional text placeholders.
	AccentImage	100	Reference to the JPG that goes between the sender and recipient addresses.
	BackImage	100	Reference to the JPG or PDF file placed on the address side of the card. Can fall in the designated location on the left of the card, or can be the entire back, with the understanding that Amazingmail will add the recipient address, barcode and indicia on top.

* If you exceed the character limit, our system will reject the record unless explicitly given permission to truncate the text.



XML Content

```
<?xml version="1.0" encoding="windows-1250"?>
<PrintRequest>
  <Authentication>
    <AuthKey>dfg8G41</AuthKey>
  </Authentication>
  <Options>
    <DesignId>2983546</DesignId>
    <Coating>Matte Laminate</Coating>
  </Options>
  <Pieces>
    <Piece record_id="abc1234">
      <First>Danielle</First>
      <Last>Stiehl</Last>
      <Company>Amazingmail</Company>
      <Address1>8300 E Raintree Dr</Address1>
      <Address2>Suite 201</Address2>
      <City>Scottsdale</City>
      <State>AZ</State>
      <PostalCode>85260</PostalCode>
      <Text string="Mixmaster 3000" usefor="ProductName"/>
      <Text string="XY12" usefor="PromoCode"/>
      <Image location="http://www.acme.com/products/mm3k.jpg" usefor="ProductImage"/>
    </Piece>
  </Pieces>
</PrintRequest>
```

A few things to note:

- The same field size restrictions seen in the CSV table apply here.
- Each card within the submission is represented by a Piece node.
- Standard address fields have named nodes (city, state, etc), while custom fields are placed in the Text nodes.
- Image nodes are structured similarly to Text nodes. The location can be an absolute URL or a relative path if the image has already been loaded into your Amazingmail account.
- If you wish to receive a PDF proof instead of creating a live mailing, Add <JobType>PDF</JobType> inside of the Options node.
- The Options node can be used several optional mailing settings. See a list of mailing options on page 17 for details.



Special Characters

Please note that we only reliably support standard ASCII 256 characters. Some text editors automatically insert stylized curly quotes, commas, ellipses and dashes such as these: “” . Depending on the fonts used, these typically will not be rendered correctly on the printed piece. We strongly recommend using straight, basic versions of these characters.

Our software supports Latin-based foreign languages containing tildes, accents, etc in live text fields. If you intend to use these, you will want to verify that the fonts you've selected support these characters. If you wish to support Unicode languages (kanji, Russian, Korean), you'll need to render the text areas into an image or PDF.

Image References

If your printed piece always uses the same image files, Amazingmail will set up the card with those images as defaults. In that case, your data won't refer to any image files.

More commonly, however, you'll want to tell us which images to place on the piece. Your data will tell us which image to place. The image reference can either be by an absolute URL or a relative path to images previously submitted to Amazingmail.

An example of a relative image reference might be “thankyou/flowers1.jpg”. When flowers1.jpg was submitted to Amazingmail, an optional parameter was used to tell our system to store it in a folder named “thankyou”. The reference in the data to that image must match both the folder and image names exactly for the system to find the image in your account. If the system cannot find a requested image, it will reject the affected record and tell you it can't find the requested image.

While it's possible to do everything in the root directory of your account, in which case you would refer to the file name by itself, creating folders helps us manage your account. Each order need not have its own folder – creating folders by program/brand has proven to be an effective way of organizing your images.



CSV Text Formatting

Amazingmail follows the CSV conventions of Microsoft Excel. It's good idea to surround any field that might contain double quotes or commas, including address fields, in double quotes. To escape double quotes within a text field, double them. For example:

```
I just wanted to say ""hi"" today.
```

In a text field will be rendered as

```
I just wanted to say "hi" today.
```

Newlines are another area where Amazingmail follows MS Excel conventions. To create a newline in a text block such as a message area or return address, insert a line feed without a carriage return. You'll know you've done this correctly when you open your CSV in Excel and see that the content wraps within a cell rather than starting a new row in the spreadsheet. For convenience, we also support the HTML `
` tag for wrapping lines.

CSV Storage and Security

Your CSV must be placed in a web accessible location before Amazingmail can retrieve it. We recommend placing all of your CSVs in a single directory for simplicity. Like images, some partners elect to host their CSVs on cloud-based storage sites.

If you are concerned with the security of your data, there are three measures you might consider:

1. Ensure that your web server does not allow users to browse the contents of your folders.
2. Only allow access to files in that directory from Amazingmail's IP address, which we can provide, and to any others needed for monitoring and testing.
3. Minimize the time your CSVs spend exposed to the web by copying them to the folder just before calling Amazingmail and removing them as soon as success is confirmed.



Mixed Text Formatting

Amazingmail has recently added the capability to control the appearance of text you submit to our system. Using this feature, you can modify specific words within a text frame so they display in the **Size**, **color**, **style** and font you prefer.

Before using this feature, it is important to understand the relationship between the font options built into your card and those submitted with your mailing data. When a card is set up in our system, the designer specifies font properties for each text frame. Those properties dictate how all of the text in that frame will display (size, color, font, etc) unless they are specifically overridden by the data you submit with the mailing. For example:

Card Setup	Submitted Data	Resulting Formatting
Font: Arial Narrow		Font: Arial Narrow
Size: 16pts		Size: 16pts
Color: #000000	Color: #cc0000	Color: #cc0000
Style: Regular	Style: Bold	Style: Bold

Based on client feedback, we've implemented the markup based on old-school HTML syntax, with the following tags supported:

- **font**, using these properties:
 - **face** – specifying one of the fonts available, which are listed in the next section
 - **size** – whole number point size. **Please note that print point sizes are very different from traditional HTML font size values.**
 - **color** – RGB hex color value
- **b** - bold
- **u** - underline
- **i** - italic
- **br** – line break

The markup is validated for matching start and end tags. Records with invalid markup will be rejected by our system. It is possible to nest tags, such as:

```
<font size="16">This word is <b>bold</b>.</font>
```



Important Note on Color

While it's possible to specify any color in the RGB gamut, please keep in mind that we must translate your value into CMYK for printing, where some bright colors might be darkened. If you have the need for bright text colors, we recommend working with Amazingmail to test those colors to make sure their appearance is acceptable.

Font Selection

The table below displays all of the currently supported fonts and their variants. We've selected these particular fonts to cover a range of styles from conservative to highly stylized. If you have a need for additional fonts, we're happy to discuss. As you can see, not all fonts have all variants available. For example, the Badaboom BB font is not available in italic, so if you were to submit data such as this:

```
<font face="badaboom bb">This word is <i>special</i>.</font>
```

You would receive an error message telling you that the record is invalid because you've requested a variant that isn't available. Underline is available on all fonts and variants.

Available Fonts and Variants

Name	Face= Value	Bold	Italic	Bold Italic
Adams Hand	adams hand			
Arial	arial	X	X	X
Arial Black	arial black			
Army Thin	army thin			
BADABOOM BB	badaboom bb			
Broadway	broadway			
Brody	brody			
Comic Sans	comic sans ms	X		
Courier New	courier new	X	X	X
Flora	flora			
	futura	X		
Garamond	garamond premier pro	X	X	X
Hand of Sean	hand of sean			



Name	Face= Value	Bold	Italic	Bold Italic
Impact	impact			
<i>Journal</i>	journal			
Kids	kids			
Memorandum	memorandum	X		
Minion Pro	minion pro	X	X	X
Myriad Pro	myriad pro	X	X	X
<i>Rage Italic</i>	rage italic			
<i>Shimmer</i>	shimmer			
Shimmer Bold	shimmer bold			
Times New Roman	times new roman	X	X	X
TRAJAN PRO	trajan pro	X		
Verdana	verdana	X	X	X

Escaping HTML tags in XML Submissions

To avoid disrupting the schema of the XML document, HTML markup inside of an XML submission should use < instead of < and > instead of >.



CSV Submission

Submitting a CSV involves generating a GET:

```
https://c3.Amazingmail.com/submitfile.aspx?AuthKey=KEY&filetype=data&filepath=http://myserver.com/path/order1234.csv
```

Where:

AuthKey	The API access key provided by Amazingmail
filetype	Either 'image' or 'data'
filepath	The complete URL to your file. Assuming a normal path, it is not necessary to encode the special characters (e.g. covert / to %2F). The filepath should end in .csv.

Optional Parameters

prooftype	A declaration of prooftype=PDF instructs our system to make a digital proof rather than a printed piece (and therefore a charge to your account). This declaration is particularly helpful in testing new accounts or pieces.
failonefailall	Sometimes is a preferable that you keep your entire order together. A declaration of failonefailall=y tells the system to fail the entire job if one or more records is bad. In this case, the system returns a 107.
truncate	If you prefer that we simply truncate any field values that are too long rather than reject the record, set truncate=y.
accountid	Some of our partners service multiple customers (agency model) and have a need to separate their orders into groups for billing purposes. In that case, this declaration assigns the submitted order to the correct account. Without this parameter, the user's account is used. The accounts require previous setup by Amazingmail personnel.
specialinstructions	If your pieces have special handling needs, you may use this field to communicate those. This field has implications for print job management at our print center, so please only use this field when instructed to do so by your Amazingmail Project Manager.
coating	You may specify the coating your mailpiece(s) should have. Possible values are gloss+laminate, matte+laminate and gloss+uv. Gloss laminate is the default value for all self mailer products.

As with any of our services, please wait until the successful completion of this call to make another one. If your project has a requirement for concurrency, we can likely accommodate you but please contact us to discuss first.



XML Submission

POST your XML content to <https://c3.amazingmail.com/submit>.

Simple POST

The Simple POST requires no separate document construction process, but can only be used for one record at a time. To use this method, POST your name/value pairs to:

<http://c3.amazingmail.com/v3/printRequests/submitSimple>

Parameter Name	Value
AuthKey	Either the live or the test key we'll provide to you.
ProofType	Use "PDF" to see a test rather than have a live job submitted. Otherwise, specify "none" or omit this parameter.
DesignId	The ID of your card(s). We'll provide this value once your card is configured.
RecordId	A unique identifier for the recipient, assigned by you. Optional.
Sender	Complete, multiline address of the sender
First	Recipient first name
Last	Recipient last name
Company	Recipient company
Address1	Recipient address line 1
Address2	Recipient address line 2
City	Recipient city
StateProvince	Recipient state or province
PostalCode	Recipient ZIP code
FrontImage, BackImage	(Merely examples – the actual name on your card might be different.) This field will contain the URL of your images.

If you need to specify the Content-Type header for your POST, use:
"application/x-www-form-urlencoded".

Response

When you submit an order, our system will return an XML response regardless of your submission method. We strongly recommend that you capture and store the raw XML



response for troubleshooting purposes. Your records are validated immediately and you will be alerted to any issues. Due to this extra processing, however, submissions with many records can take several seconds or even minutes to complete. If your submission includes a lot of remote images, you might need to extend your timeout period even further. We're happy to discuss the best approach for submitting your records for your application.

The following is a response for a partially successful submission:

```
<?xml version="1.0" encoding="utf-8"?>
<AMI:PrintResponseImport xmlns:AMI="https://c3.amazingmail.com">
<Code>110</Code>
<Message> Request processed with errors.</Message>
<Filename>partial.csv</Filename>
<ValidCount>9</ValidCount>
<InvalidCount>1</InvalidCount>
<ImportId>2100</ImportId>
<Piece>My 4x6 Postcard</Piece>
<ProofType>Digital</ProofType>
<MailingSpecialOptions>
  <MailingId>1234</MailingId>
  <AdditionalInstructions></AdditionalInstructions>
</MailingSpecialOptions>
<FailedImports>
  <Record id="1234" line="1">
    <Error code="56" message="Cannot locate image: test/brand01.jpg"
field="BRANDIMG" submitted_data="test/brand01.jpg"/>
  </Record>
</FailedImports>
</AMI:PrintResponseImport>
```



The most critical item in the reply is the response code.

100	All records imported successfully.
110	The records were imported but at least one record failed for the reasons stated in the FailedImports block.
107	The general submission went well (authentication, access to your files, etc) but there was a specific problem with each of the records in your request and no records were processed by Amazingmail. In this case, the issues are spelled out in the FailedImports node.
99	General failure that will likely require your intervention. In this case, a SubmitErrors node will appear spelling out the errors. A complete list of error status codes can be found in Appendix A.

By default, if some of your records are invalidated (code 110) the valid records will still be processed and print. You can change this behavior using the “failonefailall” option. You’ll want to examine the invalid records and possibly fix and resubmit them. If you get a 100 or 110, you’ll want to capture the ImportID to allow you to check on the status of that job. See the next section of this document for information about our status web service.

If there is an issue with one or more records (codes 107 or 110), the FailedImports block appears, listing errors so you can correct them. Note that there are two types of record errors – field-specific and general. The field-specific errors, such as a missing image, will carry a field parameter in the error tag. General errors, such as a record with an international address falling into a domestic order, will have an empty value in the field parameter:

```
<Error code="56" message="International addresses cannot be included in a domestic order" field="" submitted_data="" />
```

Since the majority of record validation issues require human intervention, we recommend storing the message for your service team to address the issue.

Job Status Web Service

Amazingmail offers a web service that allows you to check on the status of your submissions. The web service allows you to make queries about submissions with at least one successful record.

To access information about your data submission, POST the following XML to <http://c3.amazingmail.com/jobstatus/Services.ashx> in the parameter C3QueryWebSvcRequest:

```
<?xml version="1.0" encoding="UTF-8"?>  
<AMI:QueryJobStatus_v2 xmlns:AMI="https://c3.amazingmail.com">  
<Authentication>
```



```
<AuthKey>12345ABCD</AuthKey>
</Authentication>
<Version>2</Version>
<ImportId>12345</ImportId>
<ImportId>12346</ImportId>
</AMI:QueryJobStatus_v2>
```

You can include multiple IDs on your request. We recommend submitting a single query for all open orders (ones that have neither failed nor mailed) every 12 hours to keep your system updated.

The following sample response illustrates what you might see for a single order that has been printed and mailed:

```
<?xml version="1.0" encoding="utf-8"?>
<AMI:QueryJobStatusResponse xmlns:AMI="https://c3.integrato.com/jobstatus">
  <Status>
    <StatusCode>100</StatusCode>
    <StatusMessage>Success</StatusMessage>
  </Status>
  <JobList>
    <Import Type="data" ID="12345">
      <FileName>acme_888888.csv</FileName>
      <DMID>345</DMID>
      <StatusCode>230</StatusCode>
      <StatusText>Import complete</StatusText>
      <PieceName>ACME 4x6 Postcard</PieceName>
      <Product>4.25 x 6</Product>
      <JobType>None</JobType>
      <SpecialInstructions />
      <SubmittedBy>ACCOUNTEMAIL</SubmittedBy>
      <Account>ACCOUNTPASSWORD</Account>
      <ScheduledMailDate>1/18/2012</ScheduledMailDate>
      <ValidCount>11</ValidCount>
      <InvalidCount>1</InvalidCount>
      <SubmitDate>1/17/2012 9:47:31 PM</SubmitDate>
      <ValidateDate>1/17/2012 9:47:31 PM</ValidateDate>
      <BatchList>
        <Batch ID="28606">
          <ShippingMethod>First Class Mail</ShippingMethod>
          <ExportCount>11</ExportCount>
          <ExportDate>1/18/2012 2:20:24 AM</ExportDate>
          <PrintedDate>1/18/2012 10:58:00 AM</PrintedDate>
          <MailedDate>1/18/2012 2:57:00 PM</MailedDate>
          <ConfirmedDate />
        </Batch>
      </BatchList>
      <ErrorMessage />
    </Import>
  </JobList>
</AMI:QueryJobStatusResponse>
```



The initial StatusCode relates to the success or failure of the inquiry itself, not the submission(s) that you are checking on.

Tracking Your Job

To explain the meaning of the import-specific data, it's important to understand the different stages that a submission passes through. Information about stages marked with an asterisk (*) are available through the status API.

1. Submission.* Initial receipt of your data by Amazingmail.
2. Validation.* This takes place within seconds of submission.
3. Import. Your records are loaded into our database.
4. Address Correction. Recipient addresses are standardized and corrected using the USPS programs CASS, DPV, LACS and NCOA.
5. Batching. Based on various rules, submissions are assigned to a print batch.
6. Export.* The records related to your pieces are made into a collection of files required for a print batch and staged for FTP. Please note that this is the last stage of information available for digital proofs (AKA RIP proofs).
7. FTP. Transfer of the print batches to our print center.
8. RIP. Conversion of the data files and images into the native document format of the HP Indigo presses.
9. Printing.*
10. Finishing. Lamination/coating, cutting, folding, etc.
11. Sorting/Mailing.* Passing through a sorting machine to be binned, and then loaded into our truck.
12. Delivery to the USPS.*

Status codes per data import:

230	All records imported successfully.
229	Some records imported successfully.
250	A general error. The reason for the error was returned to you upon submission and is not repeated here in the current version of this service. This is a likely future enhancement.



You can assess the progress of your submission by checking the following values:

- The ScheduledMailDate is a useful date to show your users, communicating when we expect the contents of the order to mail.
- ValidCount and InvalidCount tell you how many pieces you can expect to be printed. If your records were flagged as invalid, you received the feedback as far as the reason upon submission. That data isn't repeated here, but will be in a future version. In the very rare case that a record was invalidated further into process, such as in address correction, you will be contacted by Amazingmail support.
- The BatchList contains one or more IDs. Your submissions have a many-to-many relationship with print batches. Typically, many submissions can be placed in one print batch, but large submissions with thousands of pieces will be broken into multiple batches. It's important to keep this in mind, as the subsequent data all pertains to the print batches.
- ExportCount tells you how many of your records fell into that particular print batch.
- PrintedDate and MailedDate communicate when the control cards were scanned immediately after printing or immediately prior to the batch entering the sorting machine, respectively.

The BatchList block is empty until the job has batched. The nodes for each of the stages are shown but empty until the job reaches that stage of processing.

To help your administrative users, you might want to raise an alert if a print job's MailedDate remains empty or has a later date than the ExpectedMailDate.



USPS Tracking Data

It is now possible to get summary USPS tracking data for your mailing. This is accomplished by adding

```
<EnableMailTracking>Y</EnableMailTracking>
```

after the authentication node in your request. This option only works for live print jobs and not proofs of any kind. In addition to the current data, you will also see the following summary data:

```
<MailTracking>
  <Trackable>1000</Trackable>
  <USPSReceived>1000</USPSReceived>
  <EnRoute>997</EnRoute>
  <NearDestination>655</NearDestination>
  <BeingDelivered>591</BeingDelivered>
  <USPSCancelled>0</USPSCancelled>
  <MarkedForReturn>2</MarkedForReturn>
  <USPSFileDate>12/3/2014 4:43 AM</USPSFileDate>
</MailTracking>
```

Some important things to note about this data:

- What often happens is that a piece of mail gets bundled with other pieces going to a similar destination during our presort process. The USPS in Phoenix does not scan the individual cards, but keeps them together in a bundle and puts it on a plane. There might not be any scans of the piece until it arrives at the destination post office. While it's actually moving more quickly through the postal system that way, there's no visible activity. Please keep that in mind as you review results. Some pieces simply don't show up until the day they're about to be delivered. For this reason, we do not recommend sharing this raw data with your customers.
- These numbers are an aggregate count for the entire submission.
- The Being Delivered stage means there was a scan at the final destination post office meaning it was sorted for a carrier route or a post office box. There is no scan when the piece is actually delivered.
- The USPS only provides tracking data to Amazingmail once a day at 4 am our time. In other words, pulling this data more than once a day does not offer any advantages. The USPSFileDate tells you when the file was received. Assuming that they take an hour or two to compile the data, what we have is a snapshot of the status as of 2 am that morning. If you query on a job the same day it mails, there won't be any information there. If you query on it the day after, chances are slim that data will be available for the cards. It's really the third day business after your submission that you would expect to see some data there.
- The USPS doesn't have the same reliable processes that commercial carriers have. Once in a while, we'll see a block of cards pass through a destination post office and know



they're delivered, but haven't received a single scan on the cards because a specific piece of equipment was malfunctioning and they bypassed it. That is fairly rare, but such things do happen.

Cancellation Web Service

Amazingmail offers a cancellation web service that allows you to cancel print requests. It only works for data submissions, and not image submissions. You can cancel a submission up until the point that the submission is assigned to a print batch, which typically happens daily in the middle of the night.

Usage is very similar to the status web service. You'll post XML with the following pattern to <http://c3.integrato.com/jobstatus/Services.ashx> in the parameter C3QueryWebSvcRequest:

```
<?xml version="1.0" encoding="UTF-8"?>
<AMI:PRSCancelRequest xmlns:AMI="https://c3.integrato.com">
  <Authentication>
    <AuthKey>12345ABCD</AuthKey>
  </Authentication>

  <ImportId reason="Customer request">12345</ImportId>
  <ImportId reason="Payment cancelled">12346</ImportId>
</AMI:PRSCancelRequest>
```

Requests can refer to more than one ImportId. The optional "reason" parameter becomes part of the cancellation record that Amazingmail stores.

The following illustrates a sample response:

```
<?xml version="1.0" encoding="utf-8"?>
<AMI:PRSCancelResponse xmlns:AMI="https://c3.integrato.com">
  <Status>
    <StatusCode>110</StatusCode>
    <StatusMessage>Unable to cancel some jobs.</StatusMessage>
  </Status>
  <CancelRequestList>
    <Import id="12345" code="6" message="Order was either previously
cancelled or failed at submission. " />
    <Import id="12346" code="100" message="Order successfully cancelled. "
/>
  </CancelRequestList>
</AMI:PRSCancelResponse>
```



The StatusCode is the first piece of data to examine.

100	All cancellations were successful.
110	At least one cancellation was successful and at least one was unsuccessful for the reasons stated in the CancelRequestList node.
107	The general request went well (authentication, etc), but all cancellation requests failed. See the CancelRequestList block for the reasons.
99	General failure explained in more detail in the StatusMessage.

The CancelRequestList node shows a list of Import IDs referenced in your cancellation request, with a result for each. A 100 code on the Import node means the request was successful. Any other code should be stored for examination, along with its message.

Other Functional Areas to Consider

We've covered the core submission process. As you plan your development tasks, there are other items to factor into your schedule, some of which might not apply to your situation:

- **Retries.** Due to hardware failure, connectivity issues or any of the many things that can go wrong in an HTTP transaction, you should plan to automatically retry submissions if you are unable to reach our system or we're unable to retrieve your files.
- **Resubmissions.** If Amazingmail invalidates ones of your records, you will need to create mechanisms to show the error to a user, allow them to edit the data, and resubmit the affected records. This is also an important tool for you to have in case a user reports that mail wasn't received.
- **Content Review.** If you have user-generated content, you might wish to insert a review step prior to submitting your order to Amazingmail. This can also be useful as a matter of quality control if your content is generated via complex business rules.
- **User-Facing Reporting and Alerts.** Using the data provided via the XML response or the job status web service, you'll be able to show your users the status of each individual order. You also have the potential of sending an email when the job reaches a designated status, such as Mailed.
- **Logging.** For troubleshooting, it's helpful to keep a record of your submissions and Amazingmail's responses.



Appendix A: Submission Return Codes

Image and Data Submissions – Main Code

This is the primary code returned for each submission of either images or data.

Code	Meaning	Images	Data
99	Request not processed due to a general failure.	X	X
100	Request processed successfully.	X	X
102	Queued for offline processing.	X	
107	All records/images had errors, or at least one record/image had an error and failonefailall was set.	X	X
110	Import completed with some failed records/images.	X	X

Image and Data Submissions - SubmitError Codes

If you receive a main code 99, you can examine the list of errors in the SubmitErrors block for the following issues:

Code	Meaning	Images	Data
10	A required parameter is missing.	X	X
11	UserId must be an email address.	X	X
12	User does not have permission to access the content.	X	X
14	UserId was not found.	X	X
16	Authentication error.	X	X
21	Invalid file type.	X	X
22	Invalid URL.	X	X
51	Data field name contains invalid characters.		X
52	Required column is missing from CSV.		X
201	DMID is not a valid integer.		X
202	Given DMID does not exist in the system.		X
203	Your file is 0 bytes or contains no data.	X	X
204	Your file could not be reached.	X	X
207	General processing error requiring Amazingmail review.	X	X
209	Incorrect file extension.	X	X
212	The DMIDs do not match on every row.		X



Image and Data Submissions – Image or Record-Specific Errors

If some of your records or images are invalidated and you receive a 107 or 110 code, these errors appear in the FailedImports block:

Code	Value	Images	Data
54	Required field has no data.		X
56	General record error. See message for details.		X
57	Data is longer than the allowed character count.		X
58	Mixed international and domestic mailing.		X
59	Cannot locate the requested image.		X
60	Address failed validation.		X
61	Field contains invalid characters.		X
206	There was an issue with splitting the PDF file.	X	
207	General processing error requiring Amazingmail review.	X	X
208	File extension and contents do not match.	X	X
209	File extension (within a zip file) not supported.	X	
210	File (within a zip file) is empty.	X	
211	Spaces are not allowed in file name.	X	
214	PDF splitting was enabled, but the input file was not a PDF file.	X	