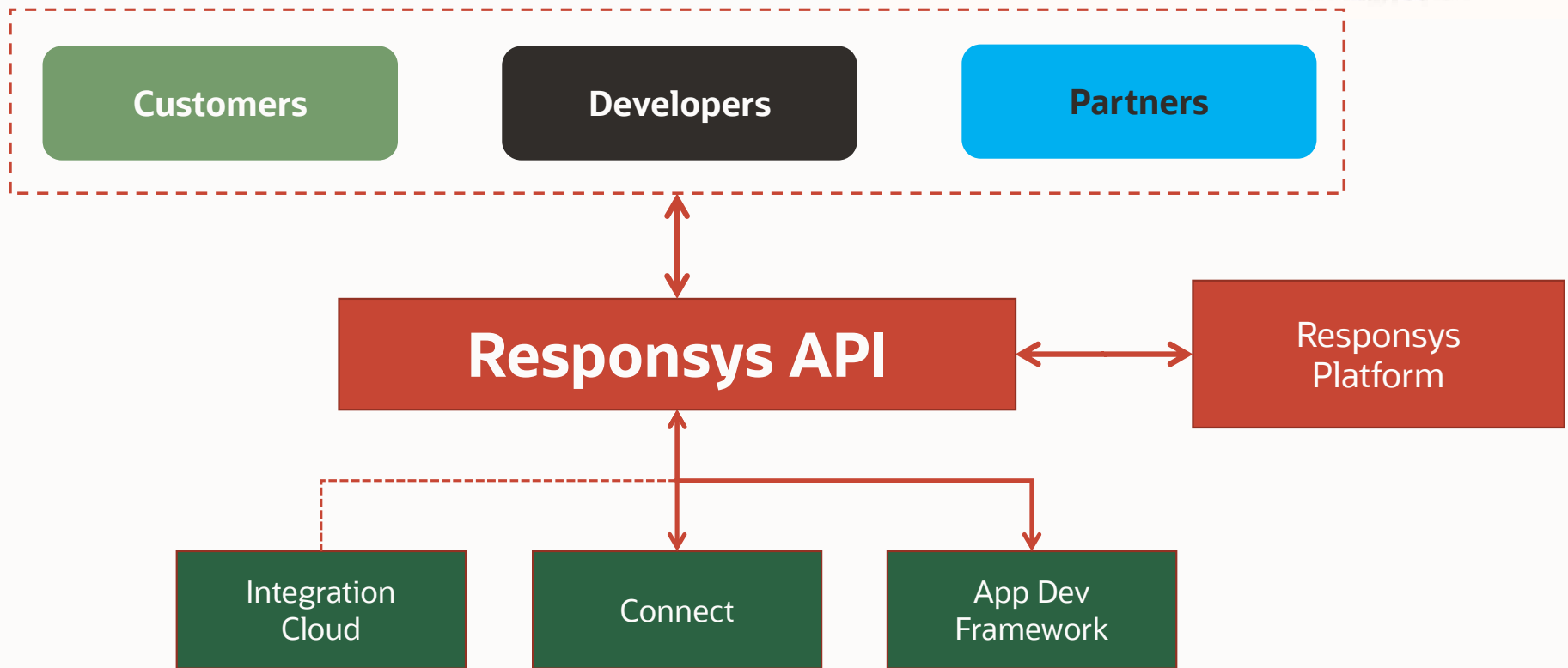ORACLE

Responsys APIs

Your API Hub for Marketing

For Customers, Partners & General Public
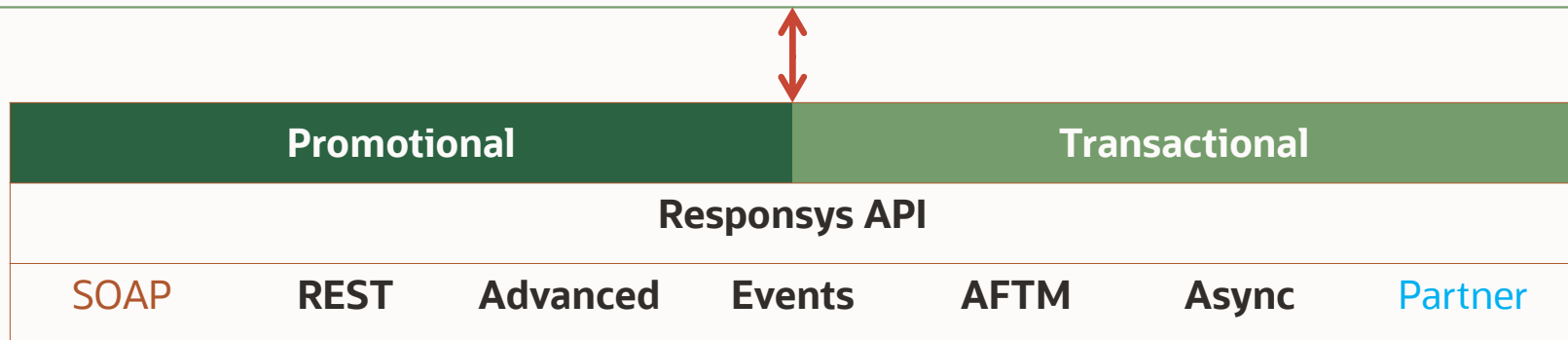
Responsys API

Our Customers ♡ Responsys APIs

> **Industry leaders, B2C Companies, D2C Companies, B2B2C Companies, Category creators, Enterprises & Startups**

Promotional				Transactional		
Responsys API						
SOAP	REST	Advanced	Events	AFTM	Async	Partner

Responsys API Benefits

For the Marketer

- **Programmatically manage** campaigns, data and programs, full flexibility across All Responsys Features
- **Giga-scale infrastructure** for Bulk Launches and Single Sends
- **Real-time Events** Availability to manage dynamic campaigns and experiences

For the Developer

- **Open API** 2.0 Based APIs
- **Consistent API** Behavior across all APIs
- **Versioning** and Rollback Support for APIs
- **Detailed Documentation** with API Recipes, Examples and SDKs
- Support for **Advanced APIs** like Events and Subscriptions
- **Generous Limits** for all APIs

For Oracle

- Extends our Platform capabilities Easily on API
- Allows us to stay as an API-First Product
- Generic & Modular APIs reduces customization efforts
- Drives more customer engagement and adoption
- Helps us to deliver new features faster on API

API Offerings

API Type	API Availability	API Access	API Lifecycle
REST API	General Availability	Complimentary	Active
Advanced REST API	General Availability	Complimentary	Active
Asynchronous API	General Availability	Complimentary	Active
Asynchronous Reporting API	General Availability	Complimentary	Active
Events API	Controlled Availability	Additional SKU	Active
AFTM API	Controlled Availability	Additional SKU	Active
SOAP API	Controlled Availability	Complimentary	Existing Customers Only

Responsys REST API

Customer API Calls

Responsys REST API

Accounts	Filters
Attachments	Folders
Campaigns, Attributes & Schedules	Data Objects (Lists, PET, Supplemental Table)
Content Library	Programs
Events	Triggering (SMS, Push, Events & SMS)

88 APIs
25 API Categories
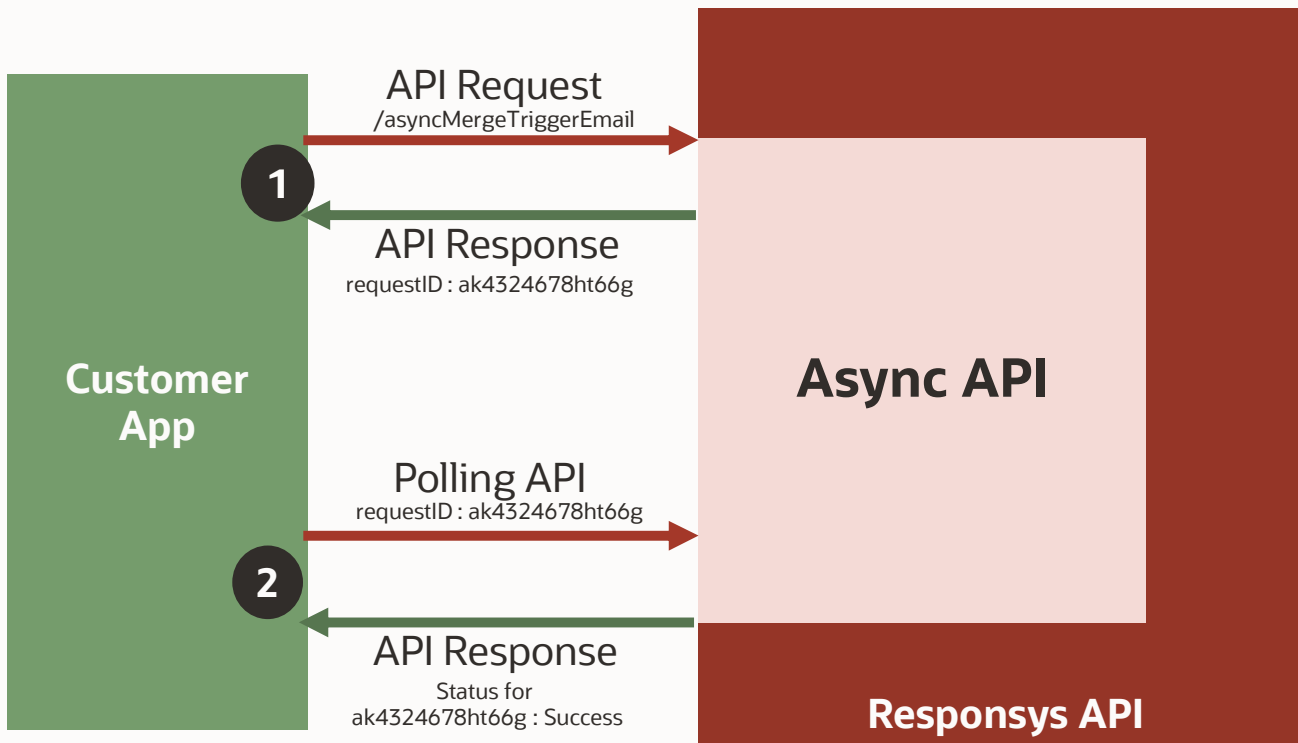
General Availability

Complimentary

Documentation :

https://docs.oracle.com/en/cloud/saas/marketing/responsys-rest-api/index.html

Recommended for Low to Medium Volume Use Cases

Wide range of APIs for most of Platform Features.

Responsys Asynchronous API

12 APIs

Customer App

API Request
/asyncMergeTriggerEmail

1

API Response
requestID : ak4324678ht66g

Async API

Polling API
requestID : ak4324678ht66g

2

API Response
Status for
ak4324678ht66g : Success

Responsys API
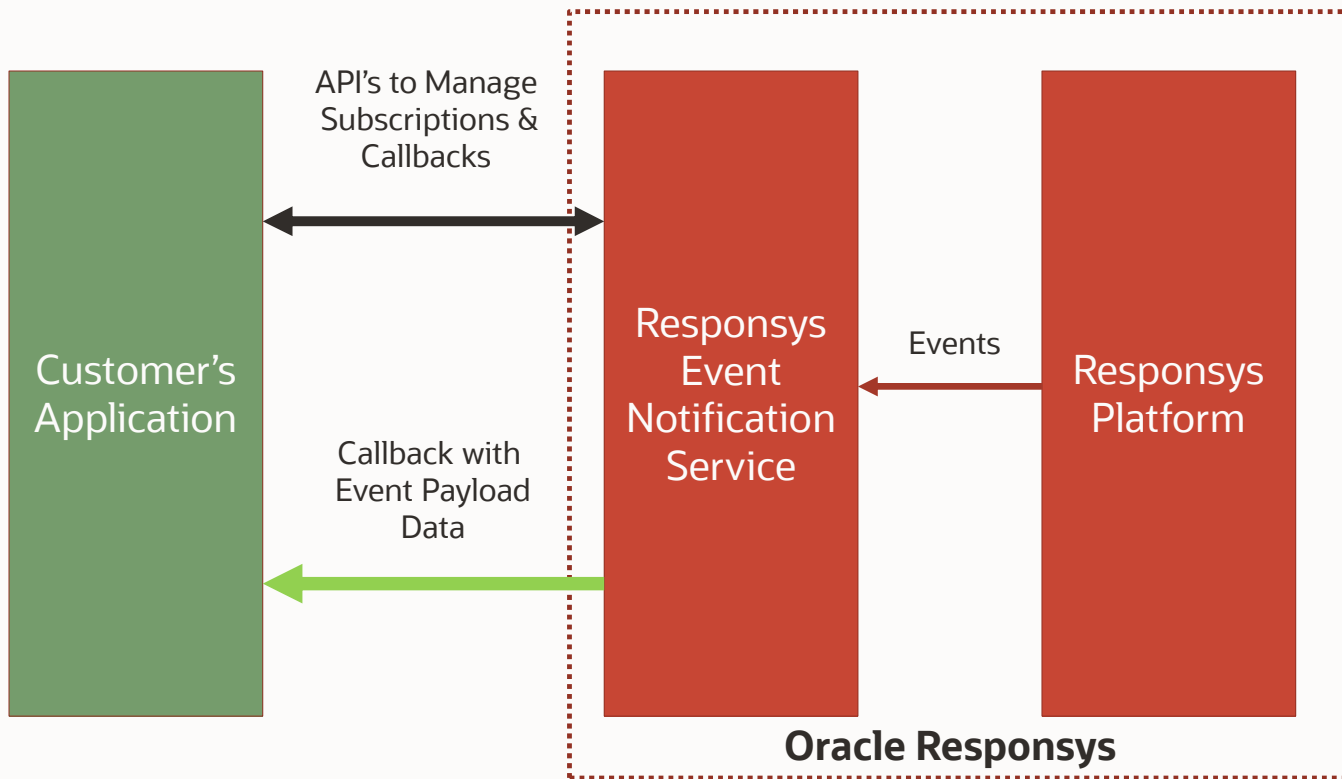
General Availability

Complimentary

Documentation :

https://docs.oracle.com/en
/cloud/saas/marketing/re
sponsys-
develop/API/REST/Async/r
est-async.htm

Recommended for High Volume & Spike Use Cases

Supports up to 1.6 Million Emails/SMS per Minute*

*Please raise an SR for Highest Limits

Responsys Events API

Customer's Application

API's to Manage Subscriptions & Callbacks

Callback with Event Payload Data

Responsys Event Notification Service

Events

Responsys Platform

Oracle Responsys

11 APIs
27 Events

Controlled Availability
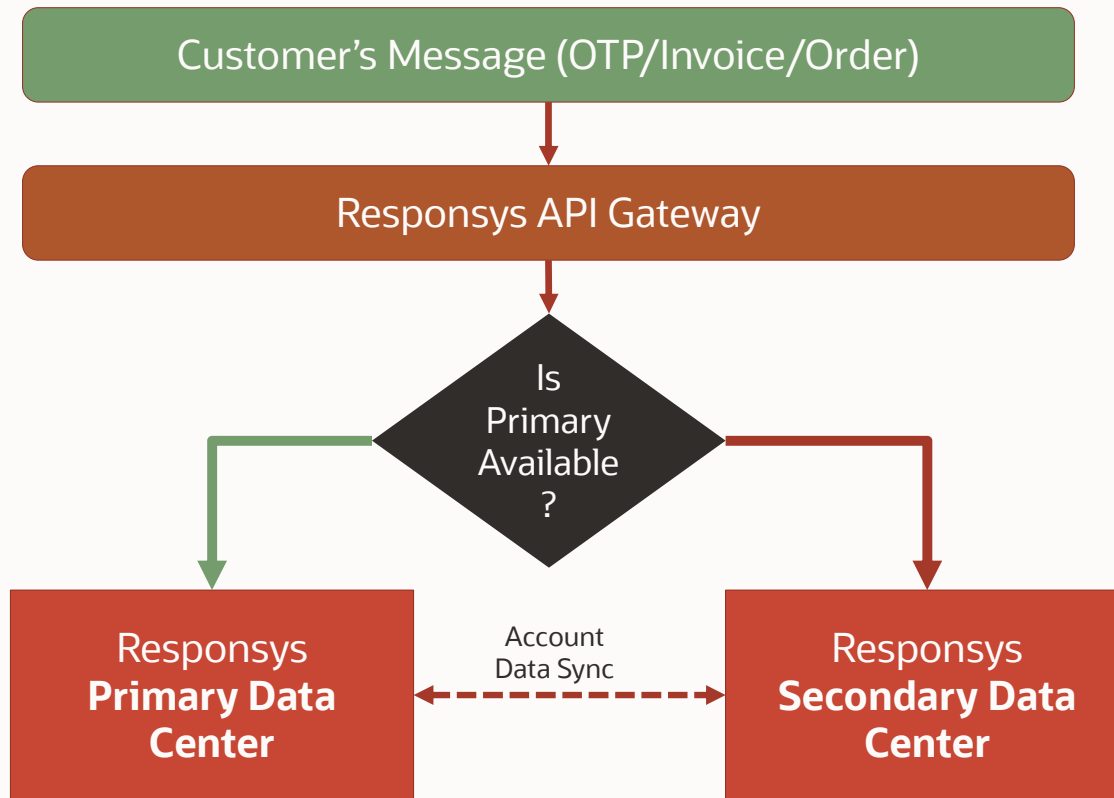
Additional SKU

Documentation :

https://docs.oracle.com/en/cloud/saas/marketing/responsys-develop/API/REST/EventNotification/rest-event-notifications.htm

Recommended for Real-time Event Management in an External App

*Please raise an SR for Highest Limits

Responsys AFTM API

```
┌─────────────────────────────────────────────────────────┐
│         Customer's Message (OTP/Invoice/Order)          │
└─────────────────────────────────────────────────────────┘
                           │
                           ▼
┌─────────────────────────────────────────────────────────┐
│                  Responsys API Gateway                  │
└─────────────────────────────────────────────────────────┘
                           │
                           ▼
                    ◇ Is Primary Available ? ◇
             ┌─────────────┴─────────────┐
             ▼                           ▼
┌──────────────────────┐      ┌──────────────────────┐
│      Responsys       │      │      Responsys       │
│   Primary Data       │◀----▶│   Secondary Data     │
│      Center          │ Account  Center              │
└──────────────────────┘ Data Sync └──────────────────┘
```

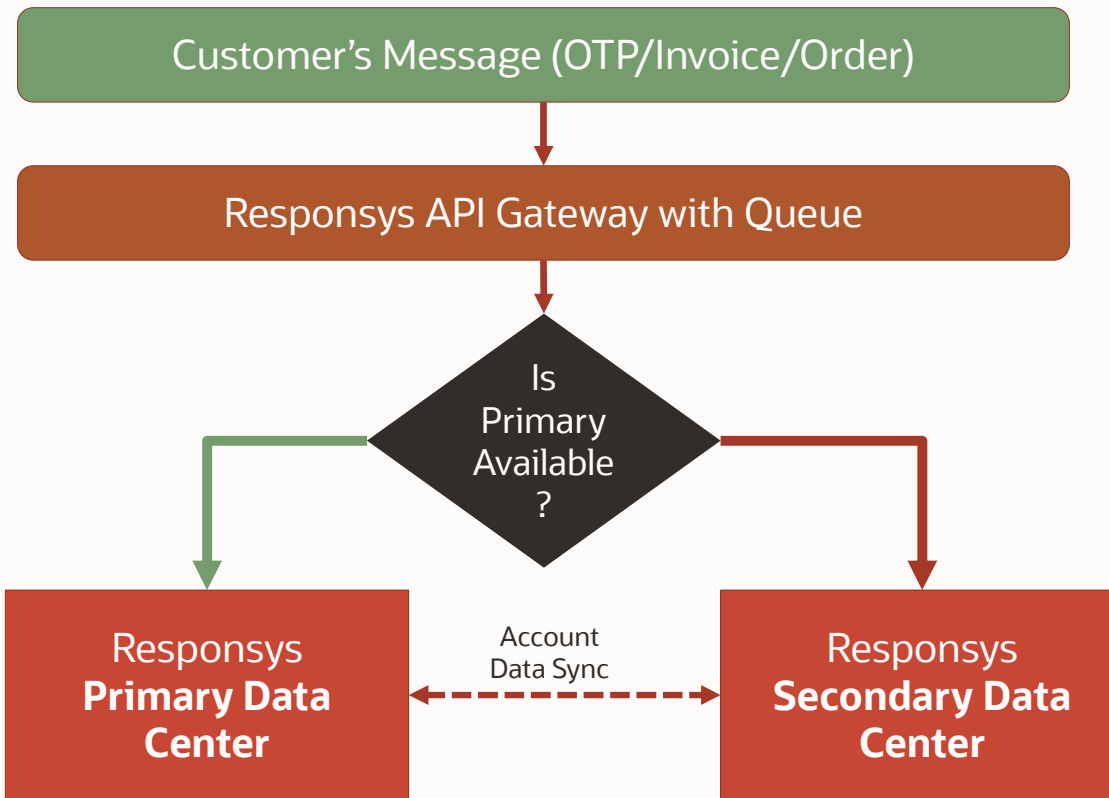# 6 APIs

Controlled Availability

Additional SKU

Documentation :

https://docs.oracle.com/en/cloud/saas/marketing/responsys-develop/API/REST/AFTM/rest-aftm.htm

Recommended for Mission-Critical Messages which need Failover Support

*Please raise an SR for Activation

Responsys AFTM Asynchronous API

4 APIs

Customer's Message (OTP/Invoice/Order)

↓

Responsys API Gateway with Queue

↓

Is Primary Available ?

Responsys **Primary Data Center** ← Account Data Sync → Responsys **Secondary Data Center**

Controlled Availability

Additional SKU

Documentation :

https://docs.oracle.com/en/cloud/saas/marketing/responsys-develop/API/REST/AFTM/concepts/aftm-async-tasks.htm

Recommended for Mission-Critical Messages which need Failover Support, Queueing & Tracking

*Please raise an SR for Activation

Responsys Advanced API

Customer API Calls

↓

Responsys Advanced API

Email Campaigns	Campaign Approvals
SMS Campaigns	Message Center
Push Campaigns	Link Tables
All Campaigns	Profile Lists
Connect Jobs	Profile Extension Tables
Supplemental Tables	

34 APIs
12 API Categories

General Availability

Complimentary

Documentation :

https://docs.oracle.com/en/cloud/saas/marketing/responsys-develop/API/REST/AdvancedAPI/rest-advanced-api.htm

**Recommended for
API based Campaign Creation
Use Cases (Email/SMS)**

*Please raise an SR for Activation

Responsys Asynchronous Reporting API

4 APIs

- APIs for
  - Email campaign performance metrics
  - SMS campaign performance metrics
  - Mobile App campaign performance metrics

General Availability

Complimentary

Documentation :

https://docs.oracle.com/en
/cloud/saas/marketing/re
sponsys-
develop/API/REST/Async/c
oncepts/async-reporting-
api.htm

**Recommended for
API based Campaign Reports**

*Please raise an SR for Activation

Responsys SOAP APIs

- APIs on SOAP
  - Authentication
  - List Management
  - Table Management
  - Content Management
  - Campaign Management
- APIs on Advanced SOAP
  - Folder Management
  - Advanced Campaign Management
  - Advanced Content Management
  - Advanced Table Management

49 Functions
5 Categories

Restricted Availability*

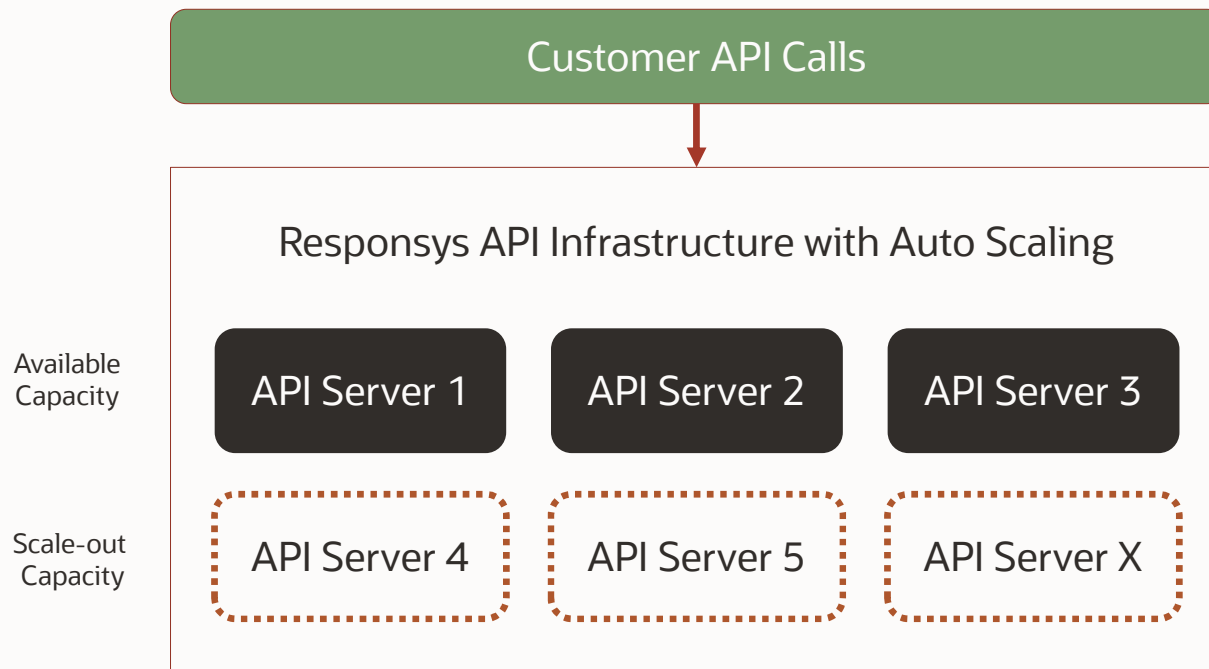Requires Executive Approval

Documentation :
https://docs.oracle.com/en/cloud/saas/marketing/responsys-develop/API/SOAP/soap-api.htm

Not recommended for any integrations. Use REST APIs.

Not Actively Developed or Enhanced. Limited Support.

*Requires Responsys Executive Approval via SR

Giga Scale Infrastructure

Customer API Calls

Responsys API Infrastructure with Auto Scaling

Available Capacity

API Server 1	API Server 2	API Server 3

Scale-out Capacity

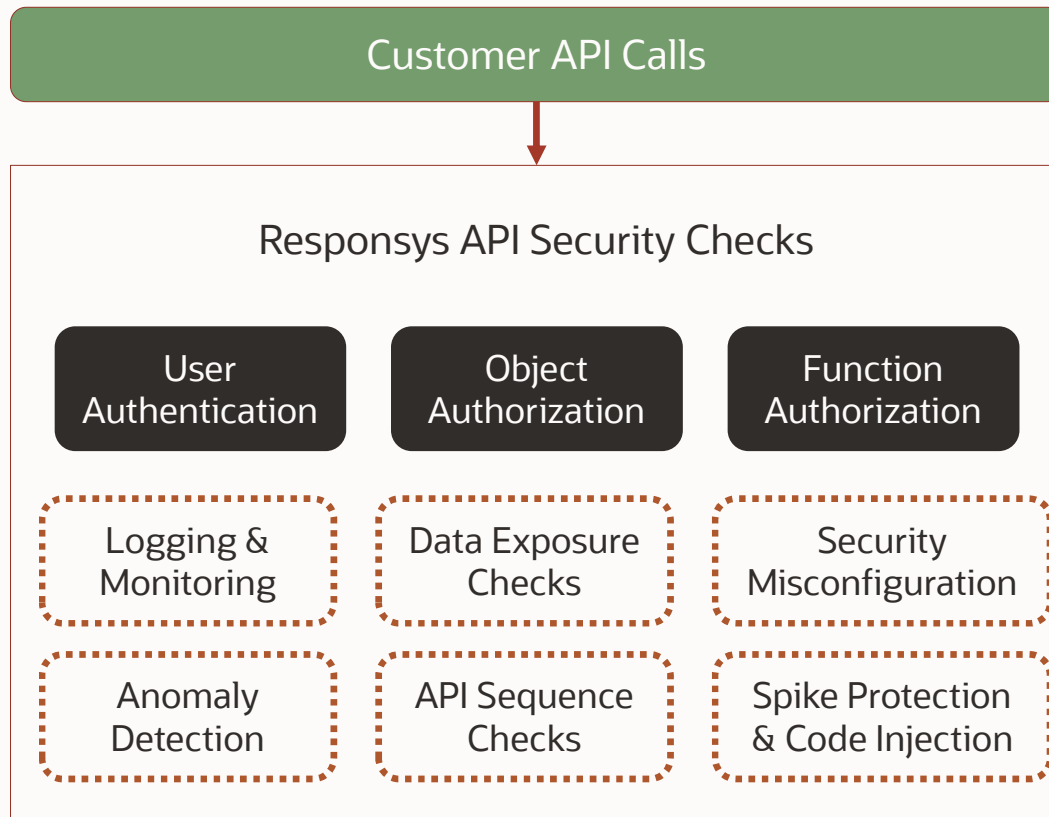| API Server 4	API Server 5	API Server X

Built-in Auto Scaling

Internal Feature

Built-in

We have an API Infrastructure with Native Auto Scaling Support.

All API Calls are load balanced, managed intelligently and scaled automatically

We provide best-in-class API Health Performance (99.9%)

API Security

Enterprise-Grade API Security

Internal Feature

Built-in

We take best measures to make our API Infrastructure is always secured.

All API calls use SSL (HTTPS) and TLS 1.2.

We have automated systems to flag for patterns/anomalies and do regular API Inventorying.

API Documentation

- Our approach to API Documentation
  - **Crisp & clear explanation** of what the method/resource does
  - Call-outs that share important information with developers, including **warnings and errors**
  - **A sample request** with the correlating media type body
  - **A sample response**, including media type body
  - **Code examples** for multiple languages including all necessary code
  - Simple **graphical illustrations** for faster understanding

- Information on New Releases
  - Detailed Release Notes
  - Videos & Blog Posts on API Releases
  - Engage on Topliners Community

Detailed with Live Examples

General Availability

Complimentary

All API Documentation :
https://docs.oracle.com/en/cloud/saas/marketing/responsys-develop/API/api.htm

Responsys Topliners Community :
https://community.oracle.com/topliners/group/1711-responsys-insiders