

PoliteMail API Entity Directory

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PoliteMail API Entity Directory



The API Directory is in the process of being updated; some endpoints listed may have changed or have been deprecated in version 5.0, and so you may encounter 404 or 500 errors. In the interim, please contact Customer Support if you need additional assistance.

Entity	Description
Business	Business can be used to define a Business Unit in an organization. The Business entity can be populated with departments, divisions, or business units in an organization (e.g. Human Resources, Marketing department, Automotive division, Maintenance division, etc...).
Campaign	Campaign is a group of similar email messages that have been sent with the ability to measure the cumulative performance of all the emails sent over time (e.g. Monthly Newsletters, Weekly sales emails, Marketing questionnaires, etc...) Email messages can be added to a Campaign either after being sent out or before distribution.
Category	Contacts can be organized outside of mailing lists using category. Categories are assigned manually to individual contacts, or when selecting or importing a list or group of contacts.
Click	Click refers to the Click Through Rate (CTR) metric, which is the percentage of individual recipients who have clicked (at least one link) to the content of an email was delivered to. (e.g. how many emails were distributed divided by the number of recipients that opened the email). With PoliteMail's Click Through Rate metric, each recipient's email address is only counted once, no matter how many times they have clicked.
Contact	An email address that is created by a user will automatically be entered into PoliteMail as a Contact. A Contact's information can be added to PoliteMail manually, edited for content, added to a mailing list, or deleted from PoliteMail.
ContactClick	An email that is created and sent utilizing PoliteMail, will be measured for the time the email was opened and read, the name of the recipient, the number of URL link clicks a recipient makes in an email, the web Address, etc...
ContactRead	An email that is created and sent utilizing PoliteMail, will be measured for the time the email was opened and read, the name of the recipient, if the email is active, and was it shared with someone else.
Custom Field	Custom Field allows a user to further customize the custom fields in the PoliteMail Personalization feature (e.g. salutation, birthdate, department, etc...). Custom Field may also be used for Personalization merge fields within the New PoliteMail Message editor.

	PoliteMail places a cookie on the recipient's device that is used to open a tracked email. For example, if the Device that was used to open a tracked email was an iPad, a cookie is placed on the iPad enabling PoliteMail to track the number of devices per recipient. In other words, the number of iPads that were used to open the email.
DeviceCount	PoliteMail places a DeviceCount cookie on the recipient's device that is used to open a tracked email. For example, PoliteMail counts the number of devices that was used to open a tracked email (e.g. iPad, desktop, mobile device, etc.) In other words, the total number of iPads, mobile devices, and desktops that were used to open the email.
	All PoliteMail that is distributed is measured and a record of interactions with the recipients and the Email is stored and the metadata parsed to capture the metrics for future analysis.
Event	All PoliteMail that is distributed is measured and a record of interactions (e.g. Open and Click counts) with the recipients and the Email is stored and the metadata is parsed to capture the metrics for future analysis.
	The GroupLabel entity allows for editing of Group labels.
Image	Image allows a user to add an image to the PoliteMail repository to be referenced in the email, downloaded, and then embedded image in the email. The image is hosted on the PoliteMail server, which enables the PoliteMail server to process emails faster than Outlook. The image is hosted on the PoliteMail server, which enables the PoliteMail server to process emails faster than Outlook.
	Link allows a user to measure a hyper-link, or measure linked text in a PoliteMail measured email message. Measured links in an email will be saved to a Links repository in PoliteMail for future use. Links in the repository can be edited. By changing the actual URL associated with a link, it will redirect any future clicks from emails previously sent containing that measured link.
List	List is a repository for user contacts from an imported list, or a list of contacts from a local email client.
	Location is an entity used by PoliteMail to measure a recipient's geolocation. The results will be displayed in the Metrics section of PoliteMail.
Message	PoliteMail messages distributed are measured as groups of emails (e.g. distribution lists, newsletters, etc.) and a record of interactions with the recipients and the Email is stored and the metadata parsed to capture the metrics for future analysis.
	PoliteMail OptIn enables a user to add subscribers and capture email addresses and contact data via an Opt-in form. These forms are accessible via a link to the account area on the PoliteMail Server, or you may put the form code on your website. Once the OptIn form is submitted, the data (e.g. name and email address) is automatically loaded into the PoliteMail mailing list.
Optout	To be CAN-SPAM compliant with any commercial email message, OptOut can add an automated opt-out compliance footer to the PoliteMail email message or template. The OptOut footer is optional when sending email via a local email server, or when PoliteMail is used for internal corporate communications.
	Paragraph can be used to save text (e.g. a single word, a sentence, a paragraph) in an email message and can be reused in future email messages. Paragraph can save text, hyper-links, and images for future use. Paragraph is a repository for repetitive use of text, links, or images.

Read	Read is an entity if the PoliteMail Measurement feature. Read measures the open rate, recipient, Browser, device used, device manufacturer, along with the Time Read (how long a recipient has the email open to read the information).
Region	Region works in conjunction with Business to identify and group PoliteMail Users by location (e.g. territories, State, East Coast, West Coast, North America, South America, etc....).
Report	The Report entity compiles and displays aggregate information from a tracked email in the metrics section of PoliteMail. Compiled metrics such as unique mobile click-through rates, Unique URLs, multiple opens, time to read, etc.
ScheduledSend	ScheduledSend functions as a delay mechanism for email messages that will be sent at a specified date and time.
SentMessage	SentMessage captures the metric information on the message sent to the email recipients and displays the metrics in the PoliteMail Metrics Reports section.
SmartAttachment	PoliteMail's SmartAttachment enables email attachments to be measured to know who is opening the email messages. SmartAttachment is inserted into the email as a link and the file is uploaded to the Content Library.
SocialMediaClick	SocialMediaClick generates a measured link that is used in Social Media to track results (e.g. Twitter, Facebook, etc....).
SocialMediaLink	SocialMediaLink is a measured link that can be used in Social Media to track results (e.g. Twitter, Facebook, Google+, etc....).
Stage	Stage is defined as an email's current status and information in the PoliteMail database. Stage includes other information such as Opt-Out information.
Survey	Survey is a Q&A control that allows for Surveys such as 5 star ratings, mood type, yes or no, and multiple choice selections. The results for the Survey are found on the bottom of the metrics report section.
SurveyAllowedAnswer	SurveyAllowedAnswer is the email recipient/survey respondent to view the results of the survey and submit the vote or selection.
SurveyAnswer	SurveyAnswer results will be found on the bottom of the metrics reports page. Multiple survey answers will appear on the same metrics page.
SurveyQuestion	SurveyQuestion is a preformatted entity that can be inserted into an email message to allow a response to a question from a recipient (e.g. Yes or No, Like or Dislike, Select 1-5, etc....). Results will be found on the bottom of the metrics reports page. Multiple survey answers will appear on the same metrics page.
Template	Template entity provides users the capability to design professional looking templates that can be used and modified for totally customizable email messages. The templates are saved and can be reused in other mailings.
TemplateTheme	TemplateTheme allows the customer to use their brand themes with PoliteMail templates and fully customize the look and feel of the template with color pallets, font selection, header and footer selection, body style, and much more.
User	User is the information about the User that is used in PoliteMail for sending email and Metric information. PoliteMail also defines the User a Role in the system and level of access and sharing the user has within the system. There are three User types: Administrator, Manager, and User.

UserProfile	UserProfile is the profile information about the User that is used in PoliteMail for sending tracked email and Metric information. PoliteMail also defines the User a Role in the system and level of access and sharing the user has within the system (e.g. Last Login, UserType, Business unit, etc...). There are three User types: Administration, Manager, and User.
	UserType is the profile information about the User that is used in PoliteMail for sending measured email and Metric information.

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