API Entity Directory

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 track the cumulative results of all the emails sent over time. (e.g. Monthly Newsletters, Weekly sales incentives, Marketing questionnaires, etc...) Email messages can be added to a Campaign at any time 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	The Click is tracked in PoliteMail with the Click Thru Rate (CTR) metric which is the total number of unique individual recipients who have clicked (at least one link), to the total recipients the email was delivered to. (e.g. how many emails were distributed compared to the number of recipients that opened the email). With PoliteMail's Click tracking, 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 Contacts 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 tracked 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 tracked 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.
[Device](#)	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.
[Email](#)	All PoliteMail that is distributed is tracked 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 tracked and a record of interactions (e.g. Open and Click counts) with the recipients and the Email is stored and the metadata parsed to capture the metrics for future analysis.
[GroupLabel](#)	The GroupLabel entity allows for editing of Group labels.
[Image](#)	Image allows a user to add an Image to the PoliteMail images repository to be referenced in the email, downloaded, and displayed as an embedded image in the email. The image is hosted on the PoliteMail server which enables the PoliteMail server to process email sends faster than using the Copy/Paste routine in Outlook.
[Link](#)	Link allows a user to track a hyper-link or track linked text in a PoliteMail tracked email message. Tracked 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 tracked link.

List	The List entity is a user created list containing user contacts from, an imported list, or from within the Inbox and Sent Items folders.
Location	Location is an entity used by PoliteMail to track a recipient's geolocation. The results will be displayed in the Metrics section of PoliteMail.
Message	All PoliteMail Messages distributed are tracked as groups of emails (e.g. distribution list or Templates) and a record of interactions with the recipients and the Email is stored and the metadata parsed to capture the metrics for future analysis.
OptIn	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	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 Tracking feature. Read tracks 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 that was sent to recipients and displays the metrics in the PoliteMail -> Results -> Messagessection.
SmartAttachment	PoliteMail's SmartAttachment enables email attachments to be tracked 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 tracked link that can be used in Social Media to track results (e.g. Twitter, Facebook, Google+, etc...).
SocialMediaLink	SocialMediaLink is a tracked link that can be used in Social Media to track results (e.g. Twitter, Facebook, Google+, etc...).
Stage	Stage is defined as an area for individual contact information in the PoliteMail database. Stage includes other entities as Opt-In and 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 allows the email recipient/survey respondent to view the results of the survey upon submitting 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 solicit a response to a question from a recipient (e.g. Yes or No, Like or Dislike, Select 1-2 or 3, 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](#)	UserType is the profile information about the User that is used in PoliteMail for sending tracked email and Metric information.