

# REST API

## Getting started

1. Read our [best practices](#) to understand what you can do and learn the recommended approaches.
2. [Download Demo Client](#) and choose among several available programming languages.
3. Test [Resource Access](#) with your MailUp account. Don't have one? [Request a developer account](#).
4. After getting acquainted with the API, [get your API keys](#) & build your own application.

## Integrating your application

A few things to keep in mind:

- The MailUp REST API uses **Oauth2** and requires a token refresh. You can use the [available samples](#) to see how to refresh the authorization token
- By properly setting the request header you can set the response format as JSON or XML
- Each application is tied to a set of application keys, which are used to authorize the application ([get yours](#)).
- Users of the application will be authenticated using their own MailUp account credentials.
- The application keys used in the [sample code](#) shall not be used in a production environment.



### Getting stuck while developing your application?

Take another look at the "Getting Started" section: the [demo client](#) can help a lot. Also, before [contacting us](#), please consider that most of the questions that we receive are about...

- Authorization (application keys) vs. authentication (MailUp account credentials): see [Authenticating with OAuth v2](#).
- Expired tokens: the token has to be refreshed, please use the [available samples](#) as guidelines.
- Wrong credentials (e.g. trying to access to your production account with the credentials of your developer account, or viceversa).
- Unexpected behavior of an API call due to unchecked error codes that were returned by previous API calls.
- Developers that are unfamiliar with MailUp terminology ([Resource Access](#) section and related links should be helpful).

## A complete email messaging API

When to use the MailUp REST APIThe MailUp REST API gives you access to a variety of methods to manage email campaigns, subscribe and unsubscribe recipients, and retrieving statistics, bounces, etc.

Recipient management	Message management	Campaign management	Statistics retrieval	Account provisioning
Import recipients, get import status	Create, modify, delete a message	Send a message to a List	Retrieve details on sent messages	Request new free trial account
Retrieve lists, groups, email messages, etc.	Create a message from a template	Send a message to a Group	Retrieve opens, clicks, bounces, unsubscribes	Obtain request status
Subscribe, unsubscribe, update recipients	Retrieve a list of messages	Send a message to a Recipient	Retrieve stats for the last N hours	...See <a href="#">Accounts</a>
Create and modify groups	Add and remove images	... See <a href="#">Send Email Messages</a>	Retrieve stats for a specific period	
...See <a href="#">Manage Lists and Groups</a> and <a href="#">Recipients</a>	...See <a href="#">Email messages</a>	and also <a href="#">Transactional Emails</a>	...See <a href="#">Email Statistics</a>	



Before choosing the REST API as the technical solution for integrating your application, ensure that you have read our [best practices](#).