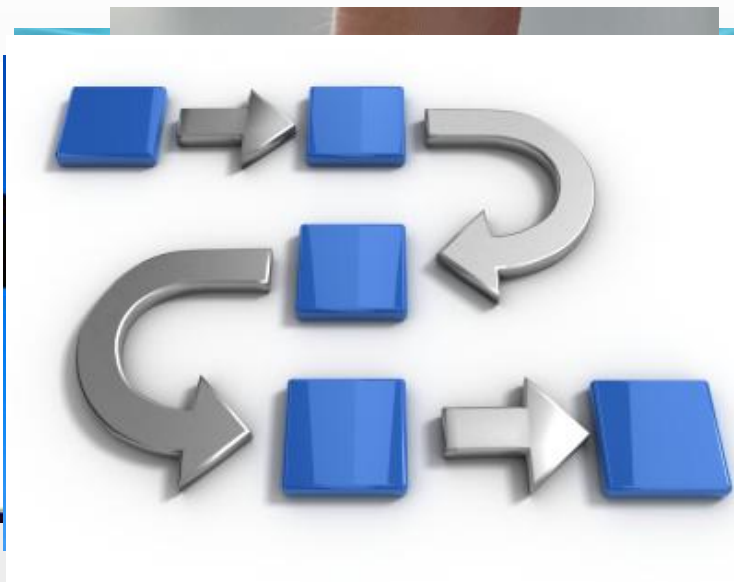


# The API: Integrating With Infusionsoft

Presented By: Tyler Garns, VP of Marketing

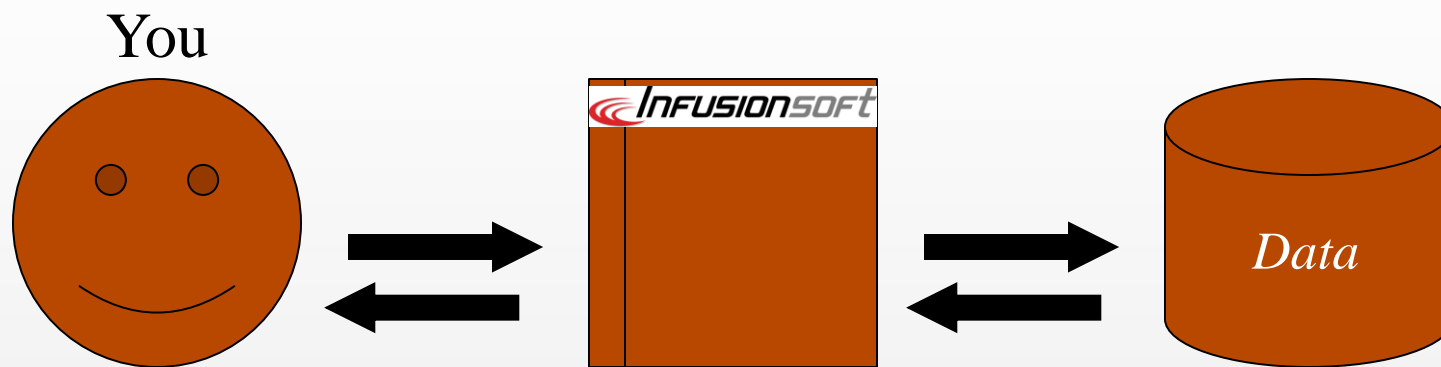
## What's the API?

- American Petroleum Institute
- Academic Performance Index
- Aerospace Products International
- Aquarium Pharmaceuticals Incorporated
- Attachment Parenting International
- Application Programming Interface



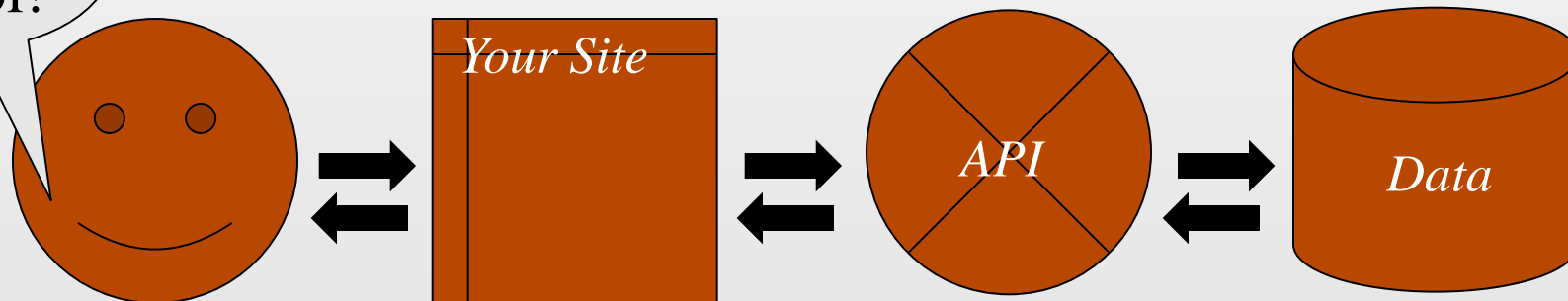
From Wikipedia: An application programming interface (API) is an interface implemented by a software program to enable interaction with other software, much in the same way that a user interface facilitates interaction between humans and computers. APIs are implemented by applications, libraries and operating systems to determine the vocabulary and calling conventions the programmer should employ to use their services. It may include specifications for routines, data structures, object classes and protocols used to communicate between the consumer and implementer of the API.

## The Infusionsoft API



Super  
Cool!

Visitors





## What can you do with the API?

- Read info
- Add info
- Edit/Update info
- Not all tables/fields are available through the API
- Not all fields have the same access
- Official API site: <http://developers.infusionsoft.com/>
- Field acces: <http://bit.ly/apifields>

# First things first: The Rules

<http://www.youtube.com/watch?v=X1cYS6aGstU>

## Nomenclature Rules

- You're likely to get a bit confused if you don't know the history of the field names
- Tags used to be called Groups
- Follow-up Sequences used to be called Campaigns
- Action Sets used to be called Action Sequences
- Cprogram means Continuity Program, or Subscription
- Job really means Order, makes sense, right?
- On every other Thursday Invoice & Order might be the same thing ;)

## Other Stuff

- Emails are delayed to protect your application from infinite loops
- PHP SDK

## Services

- **ContactService**
  - access the contact table, manage follow-up sequences, manage tags, run action sets
- **DataService**
  - access any available table, run queries, manage custom fields, authenticate users, etc.
- **InvoiceService**
  - access the invoice table, charge invoices, manage subscriptions, manage payments & shipping options
- **APIEmailService**
  - create templates, send emails, manage opt-in status
- **APIAffiliateService**
  - get affiliate commission info. To manage affiliates, use the DataService.
- **FileService**
  - upload & access files



## Cool things you can do – custom reports

<b>Last 7 Days</b>	<b>Last 30 Days</b>
19,704 Visits Previous: 21,831 (+14.49%)	103,994 Visits Previous: 116,779 (+16.94%)
2.13 Pages/Visit Previous: 2.09 (+1.94%)	2.11 Pages/Visit Previous: 2.18 (+2.46%)
73.26% New Visits Previous: 73.80% (+0.73%)	72.78% New Visits Previous: 73.02% (+0.49%)
59.73% Bounce Rate Previous: 59.81% (+0.08%)	59.46% Bounce Rate Previous: 59.95% (+0.49%)
00:02:24 Avg. Time on Site Previous: 00:02:12 (+5.79%)	00:02:17 Avg. Time on Site Previous: 00:02:28 (+4.79%)
1,550 Organic Search Traff. Previous: 1,583 (+4.63%)	8,899 Organic Search Traff. Previous: 10,684 (+16.71%)
1,330 Brand Searches Previous: 1,555 (+16.47%)	7,729 Brand Searches Previous: 8,370 (+7.43%)

Source	Medium	Visits	Pages/Visit	Bounce Rate	Time OnSite
direct	direct	48,368	2.09	59.47%	00:02:14
google	organic	8,196	3.07	43.94%	00:04:47
mail.google.com	referral	4,374	1.91	55.88%	00:01:51
ad.doubleclick.net	referral	3,379	1.44	72.37%	00:00:36
cash-money.com	referral	2,816	1.43	79.38%	00:01:02
facebook.com	referral	2,474	1.54	75.36%	00:01:01
google	direct	2,450	2.87	31.36%	00:01:20
free-biznet.com	referral	1,435	2.11	60.96%	00:02:15
apple.facebook.com	referral	1,187	1.26	86.47%	00:00:39
yahoo	direct	1,152	1.43	81.37%	00:00:55
email.com	referral	1,072	3.49	36.10%	00:01:02
freemove.com	referral	1,083	1.14	90.59%	00:00:18
inc.com	referral	809	1.93	60.57%	00:02:00
smallbusinessassistant.com	referral	752	1.93	71.36%	00:01:36
ipowerit.com	referral	658	1.97	59.37%	00:01:29
viewpoint.yahoo.com	referral	623	1.85	80.19%	00:02:03

Keyword	Medium	Visits	Pages/Visit	Bounce Rate	Time OnSite
infusionsoft	organic	4,203	3.05	41.67%	00:03:30
infusion soft	organic	764	3.39	39.22%	00:04:43
infusionsoft.com	organic	490	3.16	42.40%	00:04:06
infusion software	organic	278	3.70	37.77%	00:05:11
infusion	organic	207	2.64	56.52%	00:02:06
mail program	direct	134	1.00	100.00%	00:00:00
autoreponder	direct	130	1.31	63.85%	00:00:52
infusionsoft.com	organic	112	2.69	62.50%	00:03:14
www.infusionsoft.com	organic	65	3.34	38.62%	00:05:16
email marketing software	direct	80	1.35	92.50%	00:00:46
infusion	direct	73	1.78	88.49%	00:00:51
infusionsoft	direct	67	3.62	23.88%	00:04:06
infusionsoft best the recession kit	organic	60	14.78	20.00%	02:57:42
email lister program	direct	58	1.03	86.55%	00:00:14
infusion update	direct	48	1.31	89.58%	00:00:18
contact management software	direct	47	1.57	87.23%	00:00:32

### MTD Sales Funnel

31st of 31 days  
December  
100.0% of total (100.00)

Site Visitors  
106,929  
80.1% of goal: 133,500

(17.1%)

Suspects  
18,291  
61.7% of goal: 29,636

(16.5%)

Prospects  
3,015  
57.4% of goal: 5,250

(15.5%)

New Units  
469  
104.2% of goal: 450

Free Trials  
332  
65.4% of goal: 505

Total Prospects  
4,817  
All prospects created this month including intermediates, test contact info, and abandoned

Demos  
2,998  
75.0% of goal: 4,000

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65.4% of goal: 505

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Vendor	LastSource	Medium	Message	Amount	CPL
AdSense	Purchased Lead: AdSense Marketing			\$910	\$75.00
	Purchased Leads: Typist			\$80	\$80.00
	Purchased Lead: Typist HQL			\$300	\$80.00
inc.com	Purchased Lead: Typist HQL Lead			\$80	\$80.00
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$5,250	\$6.18
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$1	\$0.00
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$3,750	\$5.91
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$2,812	\$14.29
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$8,300	\$17.92
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$2,800	\$11.21
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$1,200	\$5.92
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$350	\$10.94
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$3,000	\$11.72
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$4,800	\$56.25
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$2,900	\$6.87
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$7,000	\$13.94
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$1,520	\$18.77
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$2,812	\$48.33
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$5,300	\$6.91
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$1,200	\$10.71
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$6,800	\$27.84
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$4,800	\$18.00
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$3,000	\$2.01
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$12,000	\$22.94
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$3,000	\$40.14
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$1,200	\$7.49
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$3,000	\$7.15
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$1,520	\$40.00
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$4,800	\$24.44
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$4,800	\$55.22
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$5,000	\$10.84
inc.com	Free Trial: 1000	Dedicated Email	Edge9 Proven Techniques to Double Your Sales	\$2,200	\$8.54
inc.com	Free Trial: 1000	interstitial	Edge9 Proven Techniques to Double Your Sales	\$2,000	\$16.78
Totals From Advertising				\$109,365	\$12.91
Overall Totals				\$109,365	\$5.99



## More stuff

- Packing Slips
- Refer-a-friend scripts
- Advanced email tracking – actions on opens
- 1-click upsells
- Membership site integrations
- And more

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### Receive Texts

*Automatically tag people, start follow-up sequences, and other actions when someone texts*

### Text your Follow Ups

*Send a text message broadcast to any segment of your list in the same way you send an email broadcast*

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## Announcing: TweetFusion

- <http://www.tweetfusion.com>
- Allows you to collect Twitter handles and send DMs & @replies in action sets or as part of follow-up sequences

## Questions?