Firehose Integration

iPost's Firehose pushes event related data to your endpoint in near real time. Once the Firehose is enabled and configured in your account, you will begin to receive a steady stream of data resulting from your email marketing sends.

To enable iPost's Firehose, please contact our [Support Team](#).

Firehouse Configuration

The Firehose sends raw JSON data to a PHP end point URL.   You can determine what data sets are sent when configuring the Firehose.

To configure the Firehose, follow these steps.

1. Go to *Settings*
2. Select *iPost Confluxery*
3. Select *Firehose Integration*
4. Enter your endpoint in the *End Point URL*
5. In the credentials in *User Name* and *Password* if required
6. Check the event data that will be sent in the Firehose

Once configured, you will begin to receive data at your end point.

> 💡 If an error for the End Point URL is returned when saving the configuration, check that the URL has the capability to accept the JSON data. We recommend using something like $request_body = file_get_contents("[php://input](#)"); for receiving the data.

Sample Data

Click

```
{
  "event_name":"click",
  "event_time":"hyperlink_resolve_time",
  "event_properties":{
    "mailing_id":000001,
    "campaign_name":"Offer Email",
    "click_link_name":"Offer",
```

```
    "click_link_content":"link url",
    "device":"desktop",
    "operating_system":"windows",
    "browser":"Safari",
    "email_client":"Chrome"
  },
  "contact":{
    "email": "test@example.com",
    "mobile": "555-555-1212",
    "contact_id": "1234"
  }
}
```

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Open

```
{
  "event_name":"open",
  "event_time":"view_time",
  "event_properties":{
    "mailing_id":000001,
    "device":"desktop",
    "operating_system":"windows",
    "browser":"Safari",
    "email_client":"Chrome"
  },
  "contact":{
    "email": "test@example.com",
    "mobile": "555-555-1212",
    "contact_id": "1234"
  }
}
```

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Complaint

```
{
  "event_name":"complaint",
  "event_time":"opt_out_time",
  "event_properties":{
    "mailing_id":000001,
    "campaign_name":"Offer Email"
```

```
  },
  "contact":{
    "email": "test@example.com",
    "mobile": "555-555-1212",
    "contact_id": "1234"
  }
}
```

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Sends

```
{
  "event_name":"send",
  "event_time":"send_time",
  "event_properties":{
    "mailing_id":000001,
    "campaign_name":"Offer Email",
    "send_type":"Commercial",
    "description":"Offer Email",
    "email_name":"Offer Email",
    "from_email":"marketing@e.fourpointsoutfitters.com",
    "subject":"50% Off",
    "automation_name":"Offer Email",
    "automation_type":"process",
    "automation_id":"000003",
    "preheader":"offer"
  },
  "contact":{
    "email": "test@example.com",
    "mobile": "555-555-1212",
    "contact_id": "1234"
  }
}
```

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Bounces

```
{
  "event_name":"bounce",
  "event_time":"bounce_handled_time",
  "event_properties":{
    "mailing_id":000001,
```

```
    "campaign_name":"Offer Email",
    "bounce_type":"hard"
  },
  "contact":{
    "email": "test@example.com",
    "mobile": "555-555-1212",
    "contact_id": "1234"
  }
}
```

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Unsubscribe

```
{
  "event_name":"optout",
  "event_time":"opt_out_time",
  "event_properties":{
    "mailing_id":000001,
    "campaign_name":"Offer Email",
        "opt_out_reason":"uploaded"
  },
  "contact":{
    "email": "test@example.com",
    "mobile": "555-555-1212",
    "contact_id": "1234"
  }
}
```

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Conversion Reporting

```
{
  "event_name":"conversion",
  "event_time":"order_date",
  "event_properties":{
    "mailing_id":000001,
    "campaign_name":"Offer Email",
        "conversion_type":"order",
        "order_id":"ABC123",
        "order_grand_total":"123.45"
  },
  "contact":{
```

```
    "email": "test@example.com",
    "mobile": "555-555-1212",
    "contact_id": "1234"
  }
}
```

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