

# Create a transactional API email campaign

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Transactional API email campaigns are automated, personalized campaigns that usually follow customer interaction with your company or website.

To learn how to create a transactional SMS/MMS campaign, see [Create a transactional API SMS/MMS campaign](#).

For information on transactional campaigns and recommendations, see [Understand transactional API campaigns](#).

User Role	View	Edit
Client Admin	Yes	Yes
Communicate Campaign Author	Yes	Yes
Viewer	Yes	No

## Before you begin

- A technical resource at your company must be available to integrate with the API.
- Review [how to prepare for transactional campaigns](#) and send that information to the technical team who will set up the API.
- Decide if the campaigns will use the co-recommendations product block. This will determine if the technical team should send a Product ID via API.
- A [Transactional integration](#) must be set up.

## Create a transactional email campaign

1. Navigate to the **Campaigns > Automated Campaigns**.
2. Click **New > Campaign**.
3. Click the **Automated Campaigns Email > Next**.
4. Click **Transactional > Next**.
5. Click **API** and click **Next**.
6. Click the transaction type and click **Create**. The Settings screen appears.

 Your technical team will need the campaign ID, which is located in the campaign's URL. The campaign ID is the number located after your Namespace.

## Message

Attributes can be used in the email header and email body.

To add attributes to your template, you must reference the exact name of the transactional attribute that your technical team sends via API and wrap it in curly brackets.

For example, if your technical team is sending customers' first names as `first_name`, you can reference this in your email campaign's text component as `{{first_name}}`.

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## Testing transactional email campaigns

The best way to test transactional email campaigns, especially if they contain product blocks, is to submit an email via API with the following information:

- A test email address in which you have access to its inbox and is opted in.
  - If you have a test email and you're not sure if it's opted in, search for the email address in Customer360 to see its eligibility status.
    - If the email is not opted in, you can opt that email into marketing communication on your brand's website.
- A real Product ID from your catalog, if using a co-recommendations product block.

After submitting a successful test via API, check the test email's inbox and review the email.

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