

# Integrate with SendGrid

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If you don't already have an email service provider (ESP), you can use Bluecore's built-in integration with SendGrid to send email campaigns.

## Install the Bluecore SendGrid integration

To install the Bluecore integration on your Namespace, complete the following:

1. In your Bluecore Namespace, navigate to  **Data > Integrations**. The Integration page displays.
2. Click **New Integration**. The New Integration dialog box displays.
3. Click **Marketplace**. The Marketplace list displays.
4. Search for Bluecore and select the option that displays with Email.

5. Click **Install**.
6. On the Authentication tab, add the Username, Password, and API Key.
7. Click **Connect**. The integration is now ready to use.

## Campaign message configurations

You can configure the integration on the Campaign tab. Bluecore recommends the following configuration settings:

- Global Configurations tab
  - Use in-house tracking set to false
  - Rate limit is -1
  - Excluded domains for both triggered and promotional/batch campaigns
  - Should suppress duplicate welcome emails set to true
- For both the Marketing Email Header and the Transactional Email Header tabs
  - From Name
    - The sender's name that displays in the email header
  - From email
    - Enter the sender's email address, which is associated with the **from name**.
    - The **from email** can differ from the **reply to email**.
  - Reply to email
    - Enter the email address to which replies should be sent. When a customer replies to the email, this email address is automatically used.
    - The **reply to email** can differ from the **from email**.

## SendGrid webhook

If you are using your own SendGrid account, you can set up a webhook in SendGrid to send Bluecore email

events:

1. In SendGrid, navigate to **Mail Settings > Event Notifications**.
  2. Turn on **Event Notifications**.
  3. Enter the Post URL: `https://api.bluecore.com/api/sendgrid/webhook`
  4. Select the following actions:
    - a. Bounced
    - b. Clicked
    - c. Deferred
    - d. Delivered
    - e. Dropped,
    - f. Opened
    - g. Mark as Spam
    - h. Unsubscribed From
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