

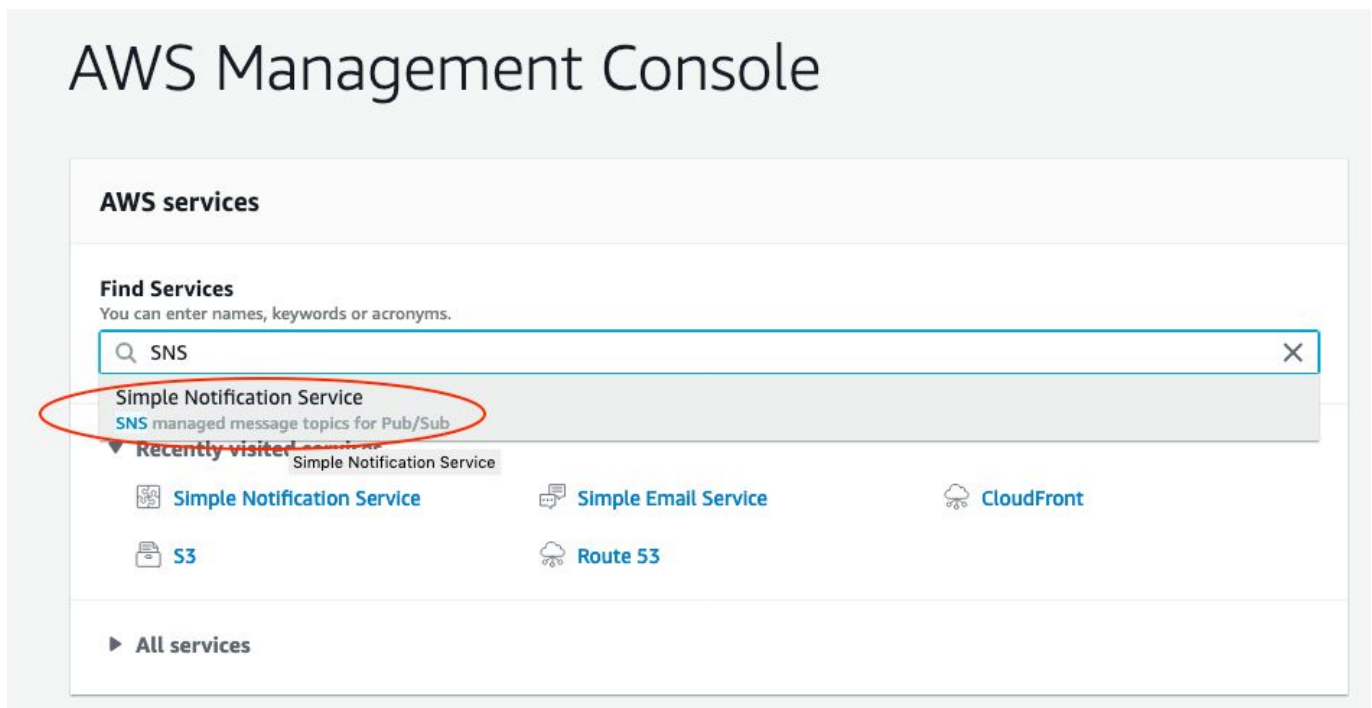
Integrating Amazon SES with 250ok Analytics

NOTE: The following documentation assumes you have Amazon SES set up and sending emails.

This documentation will review how to set up Amazon SNS to collect data for the following event types - **send, reject, delivery, bounce, complaint, click, open and rendering failures** - and send them to your 250ok Analytics webhook endpoint.

Step 1 - Create a topic in SNS

1a.

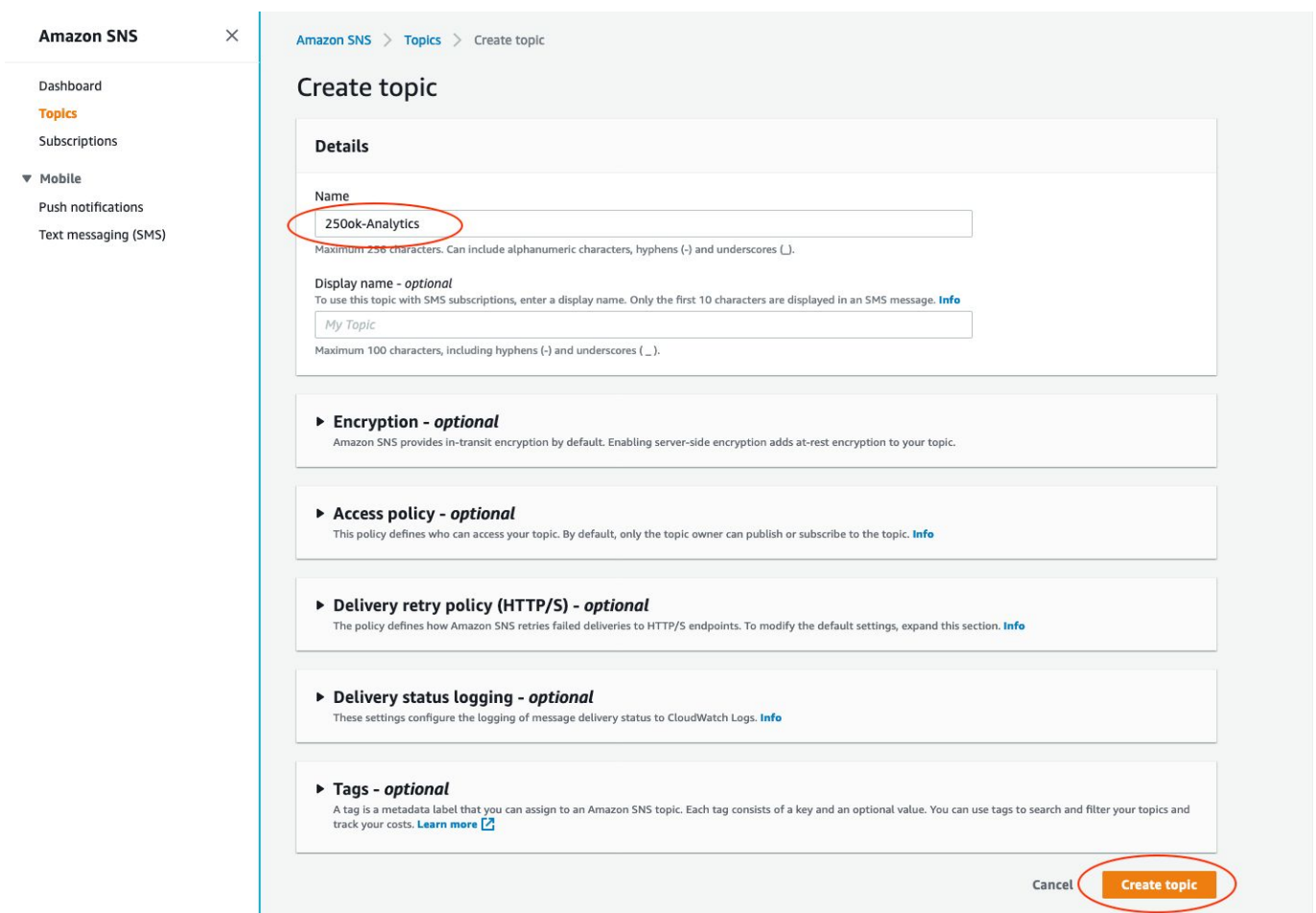


1b.



1c.

For the purposes of this documentation, all of the **Topic Creation** options have been left as their defaults. Your needs may vary.



Step 2 - Create a subscription

2a.

The screenshot shows the Amazon SNS console interface. On the left is a navigation sidebar with 'Amazon SNS' at the top, followed by 'Dashboard', 'Topics', 'Subscriptions', and 'Mobile' (expanded to show 'Push notifications' and 'Text messaging (SMS)'). The main content area has a green notification bar at the top stating 'Topic 250ok-Analytics created successfully. You can create subscriptions and send messages to them from this topic.' Below this is a breadcrumb trail 'Amazon SNS > Topics > 250ok-Analytics' and the topic name '250ok-Analytics' with 'Edit', 'Delete', and 'Publish message' buttons. A 'Details' section shows the topic's Name, ARN, Display name, and Topic owner. Below this are tabs for 'Subscriptions', 'Access policy', 'Delivery retry policy (HTTP/S)', 'Delivery status logging', 'Encryption', and 'Tags'. The 'Subscriptions' tab is active, showing 'Subscriptions (0)' with 'Edit', 'Delete', 'Request confirmation', 'Confirm subscription', and a highlighted 'Create subscription' button. A search bar and pagination controls are also visible. At the bottom, a message states 'No subscriptions found. You don't have any subscriptions to this topic.' with a 'Create subscription' button.

2b.

The **protocol** will need to be set to **HTTPS** and the endpoint will be the one provided to you from the 250ok Integrations Setup instructions: **The webhook url can be found on the Apps & Integrations screen in 250ok and is in the format : `https://analytics.250ok.com/webhooks/{unique identifier}`**

Amazon SNS > Subscriptions > Create subscription

Create subscription

Details

Topic ARN
arn:aws:sns:us-east-1:076921442345:250ok X

Protocol ¹
The type of endpoint to subscribe
HTTPS ▼

Endpoint ²
A web server that can receive notifications from Amazon SNS.
https://analytics.250ok.com/webhooks/\${integrati

Enable raw message delivery

ⓘ After your subscription is created, you must confirm it. [Info](#)

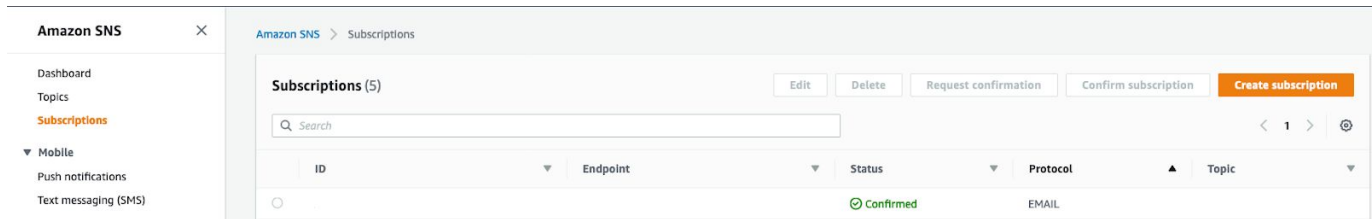
▶ **Subscription filter policy - optional**
This policy filters the messages that a subscriber receives. [Info](#)

▶ **Delivery retry policy (HTTP/S) - optional**
The policy defines how Amazon SNS retries failed deliveries to HTTP/S endpoints. To modify the default settings, expand this section. [Info](#)

Cancel **Create subscription** ³

2c.

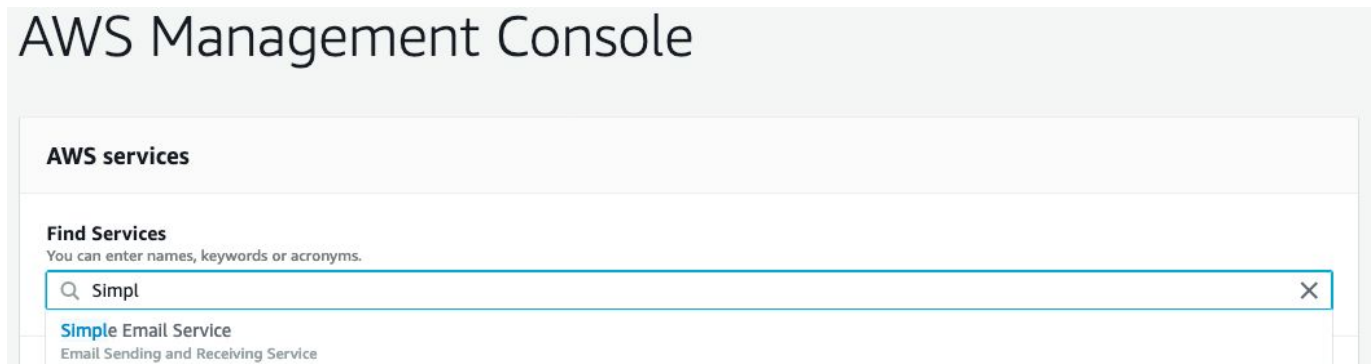
Verifying the subscription information will be done automatically, but double-check that the **status** is *confirmed* on the SNS subscriptions dashboard.



Step 3 - Create a Configuration Set

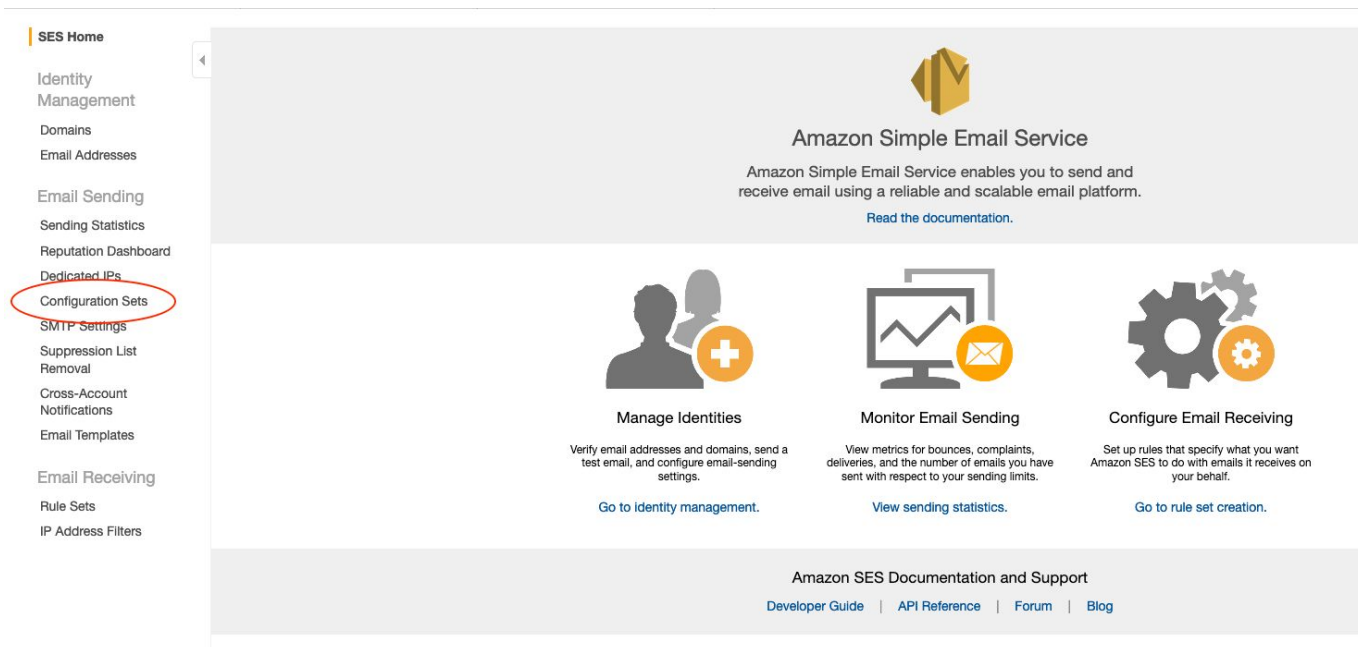
3a.

Visit the Simple Email Service Dashboard



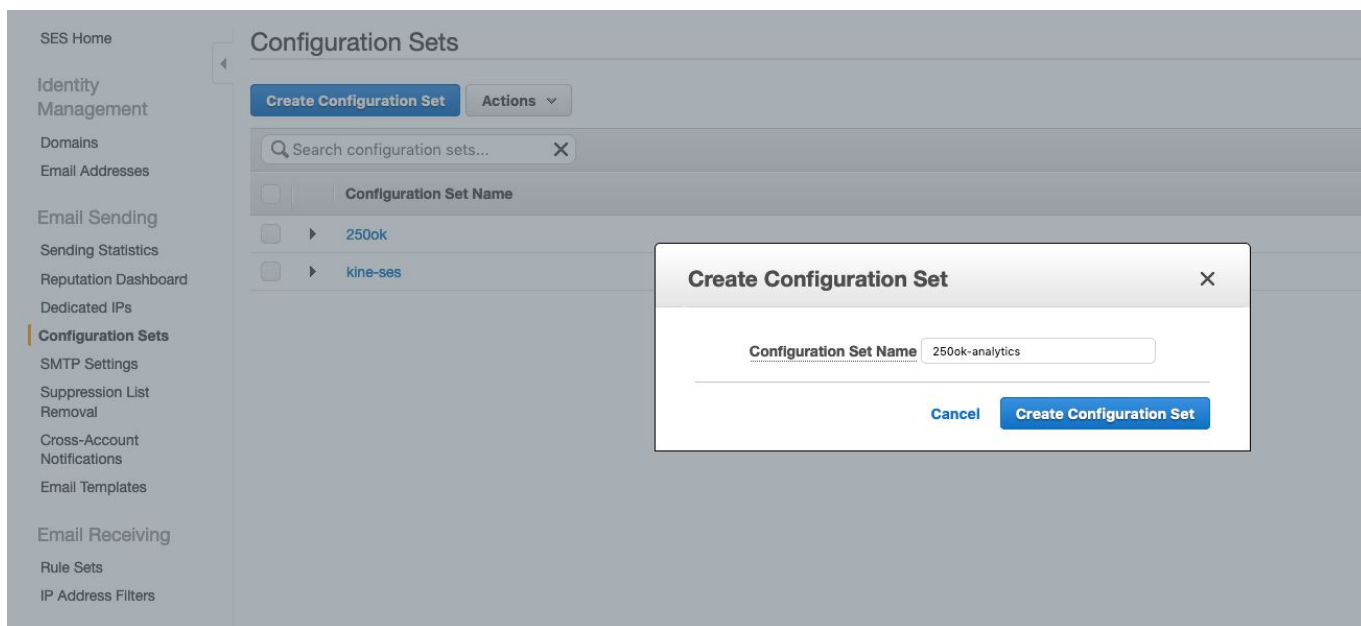
3b.

Click Configuration Sets



3c.

Name the Configuration Set



3d.

Click into the newly created configuration set and from the **<Select a destination type>** dropdown pick SNS

The screenshot shows the AWS SES Configuration Sets console. On the left is a navigation menu with categories: Identity Management (Domains, Email Addresses), Email Sending (Sending Statistics, Reputation Dashboard, Dedicated IPs, Configuration Sets), and Email Receiving (Rule Sets, IP Address Filters). The 'Configuration Sets' page is active, displaying a table with one configuration set named '250ok-analytics'. Below this, the 'Edit Configuration Set' page for '250ok-analytics' is shown, with the 'Event Destinations' tab selected. The page instructs the user to specify the destination for Amazon SES email sending events. Under the 'Destination' section, the 'Add Destination' button is visible, and its dropdown menu is open, showing options: '<Select a destination type>', 'CloudWatch', 'Firehose', and 'SNS'. The 'SNS' option is circled in red.

3e.

Match the configuration settings below and be sure to select the topic we created earlier from the drop-down list.

SNS Destination ✕

Enabled ?

Name * ?

Event types * ? Send Reject Delivery Bounce Complaint
 Click Open Rendering Failure

Domain ? **Which domain do you want to use for open and click tracking?**
 Use Amazon SES default domain
 Use your own subdomain

Important! You can specify one custom domain per configuration set. If a configuration set contains more than one event destination, and you modify the custom domain for one of those event destinations, then all of the other event destinations in the configuration set will also be modified.

Topic * ? ↻

*** Required**

Cancel Save

3f.

Your **Configuration Sets** dashboard should look like this:

The screenshot shows the AWS SES Configuration Sets dashboard. The left sidebar contains navigation links for Identity Management, Domains, Email Sending, Configuration Sets, and Email Receiving. The main content area is titled 'Edit Configuration Set' and shows the configuration for '250ok-analytics'. The 'Event Destinations' tab is active, displaying a table with one destination: 'SNS'. The destination details include Name: 250ok-analytics, Event types: Send, Reject, Delivery, Open, Click, Bounce, Complaint, Rendering Failure, Domain for Click/Open tracking: Amazon SES Default Domain, Enabled: True, and Topic: 250ok-Analytics. There is an 'Add Destination' button with a dropdown menu set to '<Select a destination type>'. A 'Sending IP pool' tab is also visible.

3g.

[Add the Configuration Set x-header to your emails:](#)

You need to add a header to outbound messages you wish to use the newly created configuration set and route smtp events via SNS to 250ok. The header name and value are highlighted below assuming you used the names in this document.

X-SES-CONFIGURATION-SET: 250ok-analytics

```
X-SES-MESSAGE-TAGS: tagName1=tagValue1, tagName2=tagValue2
X-SES-CONFIGURATION-SET: myConfigurationSet
From: sender@example.com
To: recipient@example.com
Subject: Subject
Content-Type: multipart/alternative;
    boundary="-----=_boundary"

-----=_boundary
Content-Type: text/plain; charset=UTF-8
Content-Transfer-Encoding: 7bit

body
-----=_boundary
Content-Type: text/html; charset=UTF-8
Content-Transfer-Encoding: 7bit

body
-----=_boundary--
```

[Click here for Examples of Amazon SES Event Data Published to Amazon SNS.](#)