

Event Name	Data Posted
Email Opened – when Email sent via Email Campaign	<pre>[{ "ProspectActivityId": "01171e9b-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d0ec-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "0", "ActivityEventName": "Email Opened", "ActivityType": "0", "Score": 1, "CreatedOn": "2014-10-09 13:56:01", "Data": { "CampaignActivityId": "f24d2d97-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": "Campaign Name", "EmailType": "Email Campaign", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Email Subject>" } }]</pre>
Email Opened – when Email Sent via Quick Email	<pre>[{ "ProspectActivityId": "463ed8dc-4fbb-11e4-9802-22000aa50847", "RelatedProspectId": "5902c78f-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "0", "ActivityEventName": "Email Opened", "ActivityType": "0", "Score": 1, "CreatedOn": "2014-10-09 13:50:48", "Data": { "CampaignActivityId": "37ee60ac-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": "123", "EmailType": "One to One Email", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Email Subject>" } }]</pre>

	<pre> } }] </pre>
<p>Email Opened – when Email Sent via Landing Page Autoresponse</p>	<pre> [{ "ProspectActivityId": "47ca0b2f-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "4f6d8f33-fb3f-4d6e-aade-f44f47b2f799", "ActivityEvent": "0", "ActivityEventName": "Email Opened", "ActivityType": "0", "Score": 1, "CreatedOn": "2014-10-09 13:58:00", "Data": { "CampaignActivityId": "334372d2-4fbc-11e4-9802-22000aa50847", "EmailCampaignName": "<Subject of the Autoresponse Email>", "EmailType": "Landing Page Autoresponder", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Subject of the Autoresponse Email>" } }] </pre>
<p>Email Opened – when Email Sent via Autoresponder</p>	<pre> [{ "ProspectActivityId": "64b35774-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d6b3-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "0", "ActivityEventName": "Email Opened", "ActivityType": "0", "Score": 1, "CreatedOn": "2014-10-09 13:58:48", "Data": { "CampaignActivityId": "50a7aac0-4fbc-11e4-9802-22000aa50847", "EmailCampaignName": "<Campaign Name>", "EmailType": "Autoresponder", </pre>

	<pre> "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Subject of the Email>" } }] </pre>
Email Link Clicked – when Email Sent via Email Campaign	<pre> [{ "ProspectActivityId": "01a44bec-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d0ec-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "1", "ActivityEventName": "Email Link Clicked", "ActivityType": "0", "Score": 2, "CreatedOn": "2014-10-09 13:56:02", "Data": { "CampaignActivityId": "f24d2d97-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": "<Campaign Name>", "EmailType": "Email Campaign", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Email Subject>", "LinkClicked": "URL of the link clicked" } }] </pre>
Email Link Clicked – when Email Sent via Quick Email	<pre> [{ "ProspectActivityId": "475a3aeb-4fbb-11e4-9802-22000aa50847", "RelatedProspectId": "5902c78f-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "1", "ActivityEventName": "Email Link Clicked", "ActivityType": "0", "Score": 2, "CreatedOn": "2014-10-09 13:50:50", "Data": { </pre>

	<pre> "CampaignActivityId": "37ee60ac-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": "<Name of the Email Campaign>", "EmailType": "One to One Email", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Email Subject>", "LinkClicked": "<URL of the link clicked>" } }] </pre>
Email Link Clicked – when Email Sent via Landing Page Autoresponse	<pre> [{ "ProspectActivityId": "49047d4a-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "4f6d8f33-fb3f-4d6e-aade-f44f47b2f799", "ActivityEvent": "1", "ActivityEventName": "Email Link Clicked", "ActivityType": "0", "Score": 2, "CreatedOn": "2014-10-09 13:58:02", "Data": { "CampaignActivityId": "334372d2-4fbc-11e4-9802-22000aa50847", "EmailCampaignName": "<Email Campaign Name>", "EmailType": "Landing Page Autoresponder", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Subject of the email>", "LinkClicked": "<URL of Link Clicked>" } }] </pre>
Email Link Clicked – when Email Sent via Autoresponder	<pre> [{ "ProspectActivityId": "6598e45d-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d6b3-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "1", "ActivityEventName": "Email Link Clicked", </pre>

	<pre> "ActivityType": "0", "Score": 2, "CreatedOn": "2014-10-09 13:58:50", "Data": { "CampaignActivityId": "50a7aac0-4fbc-11e4-9802-22000aa50847", "EmailCampaignName": "<Name of Email Campaign>", "EmailType": "Autoresponder", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Email Subject>", "LinkClicked": "http://google.com" } }] </pre>
View in browser link Clicked – when Email Sent via Email Campaign	<pre> [{ "ProspectActivityId": "050f72cd-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d0ec-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "11", "ActivityEventName": "View in browser link Clicked", "ActivityType": "0", "Score": 1, "CreatedOn": "2014-10-09 13:56:08", "Data": { "CampaignActivityId": "f24d2d97-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": "<Email Campaign Name>", "EmailType": "Email Campaign", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": "<Email Subject>" } }] </pre>
View in browser link Clicked – when Email Sent via Quick Email	<pre> [{ "ProspectActivityId": "4a0db25a-4fbb-11e4-9802-22000aa50847", </pre>

	<pre> "RelatedProspectId": "5902c78f-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "11", "ActivityEventName": "View in browser link Clicked", "ActivityType": "0", "Score": 1, "CreatedOn": "2014-10-09 13:50:54", "Data": { "CampaignActivityId": "37ee60ac-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": ""<Email Campaign Name>", "EmailType": "One to One Email", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": ""<Email Subject>" } }] </pre>
View in browser link Clicked – when Email Sent via Autoresponder	<pre> [{ "ProspectActivityId": "672d2aec-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d6b3-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "11", "ActivityEventName": "View in browser link Clicked", "ActivityType": "0", "Score": 1, "CreatedOn": "2014-10-09 13:58:53", "Data": { "CampaignActivityId": "50a7aac0-4fbc-11e4-9802-22000aa50847", "EmailCampaignName": ""<Email Campaign Name>", "EmailType": "Autoresponder", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": ""<Email Subject>" } }] </pre>
Unsubscribed Email – when Email Sent	[

via Email Campaign	<pre> { "ProspectActivityId": "073a1126-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d0ec-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "5", "ActivityEventName": "Unsubscribed", "ActivityType": "0", "Score": -50, "CreatedOn": "2014-10-09 13:56:12", "Data": { "CampaignActivityId": "f24d2d97-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": ""<Email Campaign Name>", "EmailType": "Email Campaign", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": ""<Email Subject>" } }] </pre>
Unsubscribed Email – when Email Sent via Quick Email	<pre> [{ "ProspectActivityId": "4c2dfd5c-4fbb-11e4-9802-22000aa50847", "RelatedProspectId": "5902c78f-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "5", "ActivityEventName": "Unsubscribed", "ActivityType": "0", "Score": -50, "CreatedOn": "2014-10-09 13:50:58", "Data": { "CampaignActivityId": "37ee60ac-4fbb-11e4-9802-22000aa50847", "EmailCampaignName": ""<Email Campaign Name>", "EmailType": "One to One Email", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": ""<Email Subject>" } }] </pre>

<p>Unsubscribed Email – when Email Sent via Autoresponder</p>	<pre>] [{ "ProspectActivityId": "68c3a021-4fbc-11e4-9802-22000aa50847", "RelatedProspectId": "5902d6b3-4fb7-11e4-9802-22000aa50847", "ActivityEvent": "5", "ActivityEventName": "Unsubscribed", "ActivityType": "0", "Score": -50, "CreatedOn": "2014-10-09 13:58:55", "Data": { "CampaignActivityId": "50a7aac0-4fbc-11e4-9802-22000aa50847", "EmailCampaignName": ""<Email Campaign Name>", "EmailType": "Autoresponder", "FromUser": "f3304df4-4fb6-11e4-9802-22000aa50847", "Subject": ""<Email Subject>" } }] </pre>
<p>Sales Activity</p>	<pre> [{ "ProspectActivityId": "6ff4f2c6-4fbf-11e4-9802-22000aa50847", "RelatedProspectId": "4f6d8f33-fb3f-4d6e-aade-f44f47b2f799", "ActivityEvent": "30", "ActivityEventName": "Sales Activity", "ActivityType": "4", "CreatedBy": "f3304df4-4fb6-11e4-9802-22000aa50847", "CreatedOn": "2014-10-09 14:19:43", "Data": { "SalesProperties": "{keyvalueinfo}{Revenue{=}1254{next}Currency{=}\${next}Product{=}PROD#01 - Prod 01{next}Order Value{=}1254.00{next}Sales Date{=}2014-10-09 14:19:43(UTC){next}Sales Owner{=}SalesOwner Name{next}Custom 1{=}Value of custom field 1{next}Custom 3{=}Value of custom field 2{next}}" } }] </pre>

	<pre> }] </pre>
Inbound Phone Call Activity – Missed Call	<pre> [{ "ProspectActivityId": "00eca7a8-489a-11e4-b390-22000b500d7b", "RelatedProspectId": "00ecc933-489a-11e4-b390-22000b500d7b", "ActivityEvent": "21", "ActivityType": "3", "CreatedOn": "9/30/2014 12:04:43 PM", "Data": { "Note": "Reciever{=}+91- 9590020610{next}UserId{=}{next}Duration{=}14{next}Status{=}Incomplete{next}CallNotes{=}{next}ResourceURL{=}{next}StartTime{=}9/30/2014 12:04:43 PM{next}" } }] </pre>
Inbound Phone Call Activity – Complete Call	<pre> [{ "ProspectActivityId": "d2e110ab-4899-11e4-b390-22000b500d7b", "RelatedProspectId": "16dd9f39-4897-11e4-b390-22000b500d7b", "ActivityEvent": "21", "ActivityType": "3", "CreatedOn": "9/30/2014 12:03:25 PM", "Data": { "Note": "Reciever{=}Kiranmayi{next}UserId{=}41e75d71-4889-11e4-b390- 22000b500d7b{next}Duration{=}23{next}Status{=}Complete{next}CallNotes{=}{next}ResourceURL{=}Call Recording URL {next}StartTime{=}9/30/2014 12:03:25 PM{next}" } }] </pre>
Inbound Phone Call Activity – Voice Mail Call	<pre> [{ "ProspectActivityId": "37682678-489d-11e4-b390-22000b500d7b", "RelatedProspectId": "16dd9f39-4897-11e4-b390-22000b500d7b", </pre>

	<pre> "ActivityEvent": "21", "ActivityType": "3", "CreatedOn": "9/30/2014 12:27:30 PM", "Data": { "Note": "Reciever{=}+91- 9590020610{next}UserId{=}{next}Duration{=}34{next}Status{=}Incomplete{next}CallNotes{=}Voice Mail{next}ResourceURL{=}Call Recording URL{next}StartTime{=}9/30/2014 12:27:30 PM{next}" } }] </pre>
Outbound Phone Call Activity	<pre> [{ "ProspectActivityId": "aa150004-489e-11e4-b390-22000b500d7b", "RelatedProspectId": "16dd9f39-4897-11e4-b390-22000b500d7b", "ActivityEvent": "22", "ActivityType": "3", "CreatedOn": "9/30/2014 12:38:01 PM", "Data": { "Note": "Caller{=}Kiranmayi{next}UserId{=}41e75d71-4889-11e4-b390- 22000b500d7b{next}Duration{=}21{next}Status{=}Complete{next}CallNotes{=}{next}ResourceURL{=}Ca ll Recording URL{next}StartTime{=}9/30/2014 12:38:01 PM{next}" } }] </pre>
Form Submitted on Website	<pre> [{ "ProspectActivityId": "6bb438bd-4fc0-11e4-9802-22000aa50847", "RelatedProspectId": "59c5ca56-f06f-4c5b-baf8-17a1a1bc26db", "ActivityEvent": "3", "ActivityEventName": "Form Submitted on Website", "ActivityType": "1", "Score": 5, "CreatedOn": "2014-10-09 14:27:38", "Data": { </pre>

	<pre> "LandingPageId": "6b72ee59-4fb7-11e4-9802-22000aa50847", "LandingPageName": "<Landing Page Name>", "Web_PageName": "<Page name>", "Web_PageTitle": "<Page Title>", "Web_PageURL": "<Page URL>", "Web_Referrer": "<Referrer>", "Web_RefKeyword": "<keyword>", "FormData": "LandingPageId{=}6b72ee59-4fb7-11e4-9802-22000aa50847{next}FormData{=}First Name{=}Webhook{next}LastName{=}Email{=}webhook@yopmail.com{next}Date Time Field{=}2014-10-07 18:30:00{next}MXHOrgCode{=}2362{next}MXHLandingPageId{=}6b72ee59-4fb7-11e4-9802-22000aa50847{next}MXHFormBehaviour{=}0{next}MXHFormDataTransfer{=}0{next}MXHRedirectUrl{=}/{next}MXHAsc{=}5{next}MXHPageTitle{=}First LP{next}MXHOutputMessagePosition{=}0{next}MXHClientProspectId{=}{next}{next}" } }] </pre>
Conversion Button Clicked	<pre> [{ "ProspectActivityId": "73036b98-4fc0-11e4-9802-22000aa50847", "RelatedProspectId": "59c5ca56-f06f-4c5b-baf8-17a1a1bc26db", "ActivityEvent": "20", "ActivityEventName": "Conversion Button Clicked", "ActivityType": "1", "CreatedOn": "2014-10-09 14:27:50", "Data": { "LandingPageId": "6b72ee59-4fb7-11e4-9802-22000aa50847", "LandingPageName": "<Landing Page Name>", "Web_PageName": "<Page name>", "Web_PageTitle": "<Page Title>", "Web_PageURL": "<Page URL>", "Web_Referrer": "<Referrer>", "Web_RefKeyword": "<keyword>", "CTAAAction": "LandingPageId{=}6b72ee59-4fb7-11e4-9802- </pre>

	<pre>22000aa50847{next}CTAButtonName{=}Your CTA Button{next}" } }]</pre>
Page Visited on Website	<pre>[{ "ProspectActivityId": "6fd53b31-4fc0-11e4-9802-22000aa50847", "RelatedProspectId": "59c5ca56-f06f-4c5b-baf8-17a1a1bc26db", "ActivityEvent": "2", "ActivityEventName": "Page Visited on Website", "ActivityType": "1", "Score": 1, "CreatedOn": "2014-10-09 14:27:45", "Data": { "IsLandingPage": "1", "LandingPageId": "6b72ee59-4fb7-11e4-9802-22000aa50847", "LandingPageName": "<Landing Page Name>", "Web_PageName": "<Page name>", "Web_PageTitle": "<Page Title>", "Web_PageURL": "<Page URL>", "Web_Referrer": "<Referrer>", "Web_RefKeyword": "<keyword>", "SessionTrafficSource": "Source of the session in which this page visit happened" } }]</pre>
Custom Activity	<pre>[{ "ProspectActivityId": "f6a95d20-4fbf-11e4-9802-22000aa50847", "RelatedProspectId": "4f6d8f33-fb3f-4d6e-aade-f44f47b2f799", "ActivityEvent": "200", "ActivityEventName": "<Name of custom event>", "ActivityType": "<Internal code/ID of the event>", "CreatedBy": "f3304df4-4fb6-11e4-9802-22000aa50847", </pre>

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"CreatedOn": "2014-10-09 13:22:00",  
"Data": {  
  "Note": "<Notes entered by user>"  
}  
}
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]
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