

Campaign Sequence - HTTP Post

This article applies to:

[Max](#)

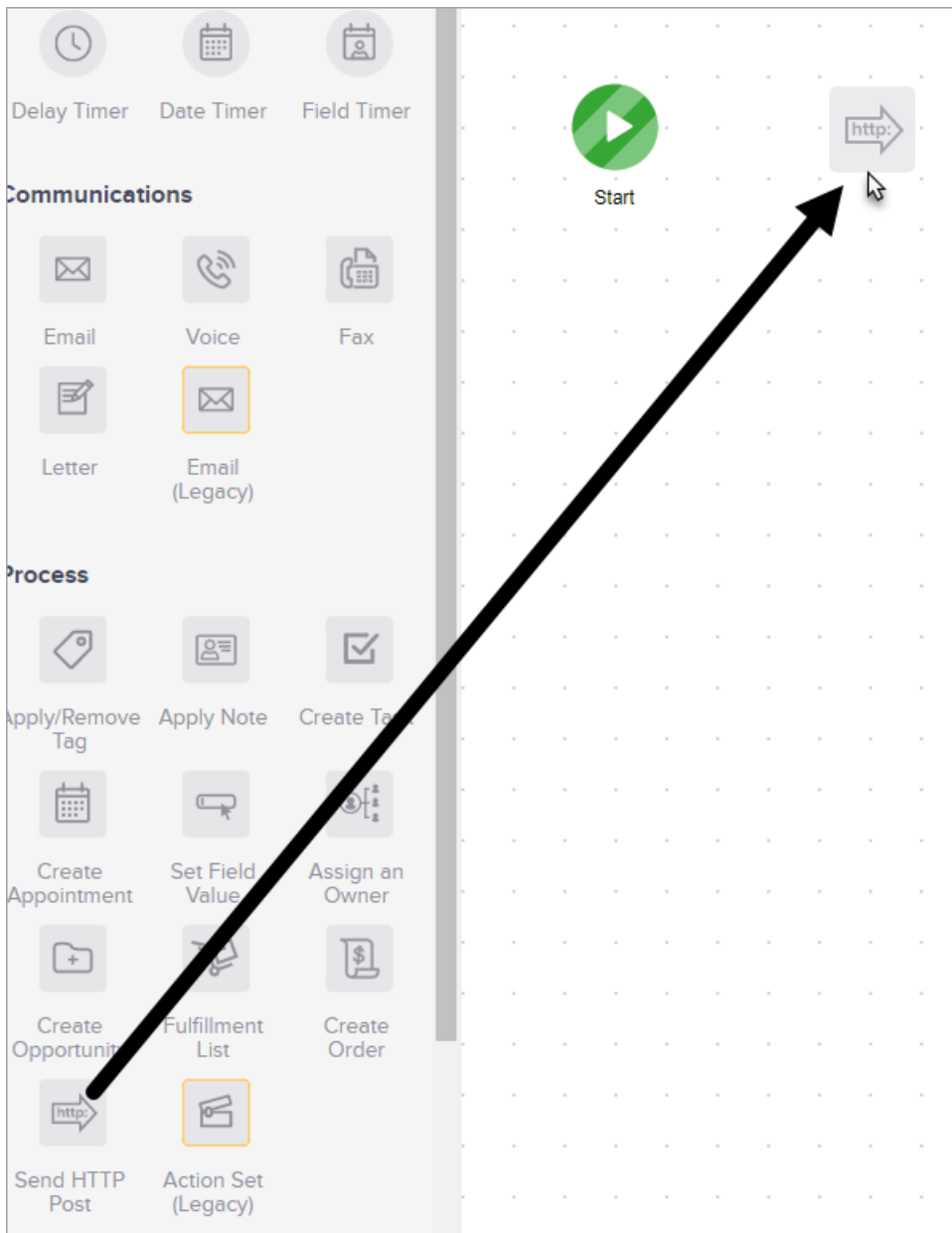
[Max Classic](#)

An HTTP Post is used to send information from Max Classic to a web page that runs a script (e.g., ASP, PHP, Javascript.) which extracts data from the URL and processes it on your web server.

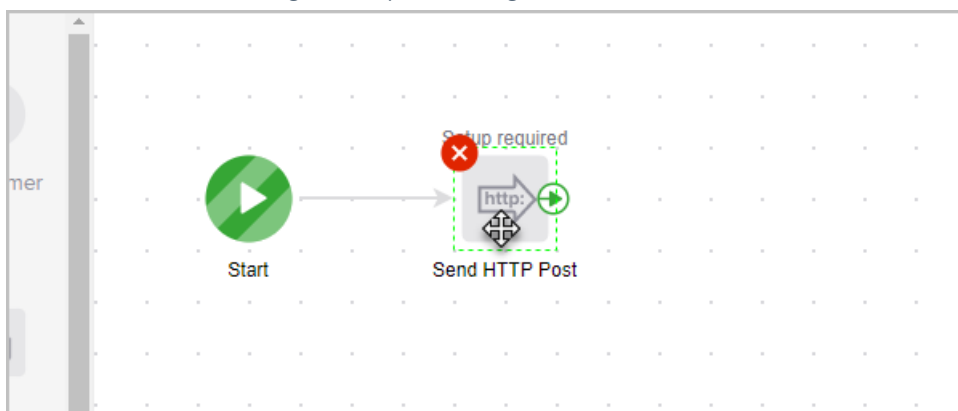
Please Note! Only standard port numbers are supported. Supported ports are: **80** and **443**.

Each HTTP post object must be configured individually. They cannot be re-used in multiple sequences or at more than one point in the same sequence. HTTP post objects are not archived. If you delete an HTTP Post object from a sequence, it can only be restored if you restore a previous version of the entire campaign.

1. Double-click on the campaign sequence you wish to edit or create a new campaign sequence.
2. Drag and drop a **Send HTTP Post** object onto the canvas.



3. Double-click on it to configure the post settings.



4. Enter the post URL. This is where the external web server script is hosted.

POST URL

https://www.mywebsite.com

Name / Value Pairs

memberFname = ^Contact.FirstName^

=

5. Click **Merge** to access the fields you can post.

Each line item of the HTTP Post will send 2 pieces of information to the URL: a field *name* and a field *value*.

- Name: The field name can be defined by you. This flexibility allows you to use existing scripts and / or comply with external API standards. If there is no need to comply with external standards, you may use the default Max Classic field names for standard or custom fields.
- Value: The value is the content of the field. For example, the standard field named "Email" might have the value "myemail@email.com." You must use a Max Classic merge field to designate the value to be pulled.

6. You can add multiple lines of Name / Value pairs.

Merge

^Contact.FirstName^

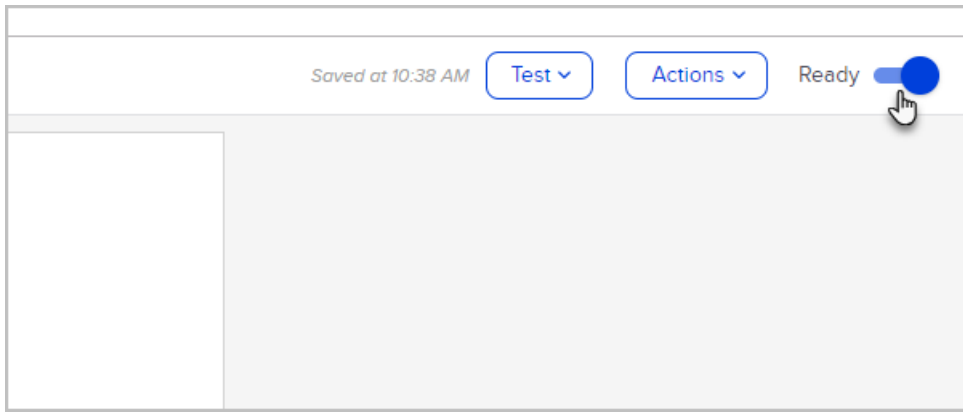
+ -

- Click the "plus" icon to add another pair
- Click the "minus" icon to remove a pair

7. *Note: You cannot reorder the lines after they've been added. You can only delete and recreate them. Click on to remove a Name / Value line item.*

8. When you've finished adding Name / Value lines, click on the **Test** button to verify the post is working as expected. A "200" response code validates the post is working properly. [Other response codes](#) may require troubleshooting.

9. Set it **Ready**



10. You are ready to publish your changes.
