



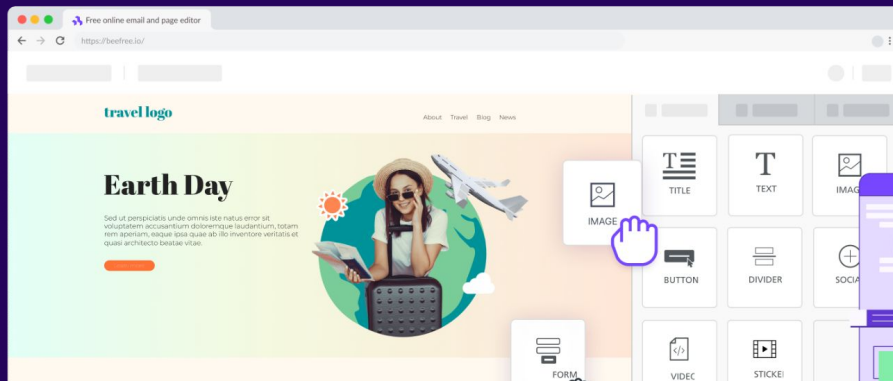
HTML Importer API

Beefree SDK Spotlight and Q&A Session

*with Luca Filice (Senior Full Stack Developer)
and Lawrence Lockhart (Senior Developer Advocate)*



Product Manager



Developer



Agenda

- 01** What is the HTML Importer API and why does it matter?
- 02** Live demo: Embed the HTML Importer API into your app
- 03** Live demo part 2: HTML Importer API and the Brand Style Management endpoint
- 04** Open Q&A

What is the HTML Importer API and why does it matter?

HTML Importer API

Available for all plan levels.

The HTML Importer API is a new API which allows you to import existing HTML **email** templates into Beefree's proprietary JSON for use within your own SDK application.

HTML Importer API

Some sample use cases for you and your end users.



For new customers: easily import their existing templates, **making the switch to your product easier and more intuitive** while reducing potential objections.



For current customers: they **can import their old templates for use in your application.**

HTML Importer API

Billing information

The HTML Importer API is billed at a rate of \$2 per successful API call, charged at the end of your monthly usage. Re-importing an HTML email will not change the output.

We know from our own experience and user feedback that re-creating an email template in the SDK by a designer costs \$50-\$100 to do, and hours of work, making the **\$2 per import in just seconds** a much more cost effective solution.

**Live demo: HTML Importer API
in your host application**

Live demo: HTML Importer API plus Brand Style Management endpoint

Q&A

Thank you!
For any additional
questions, please email
sdksupport@beefree.io
or your CSM.