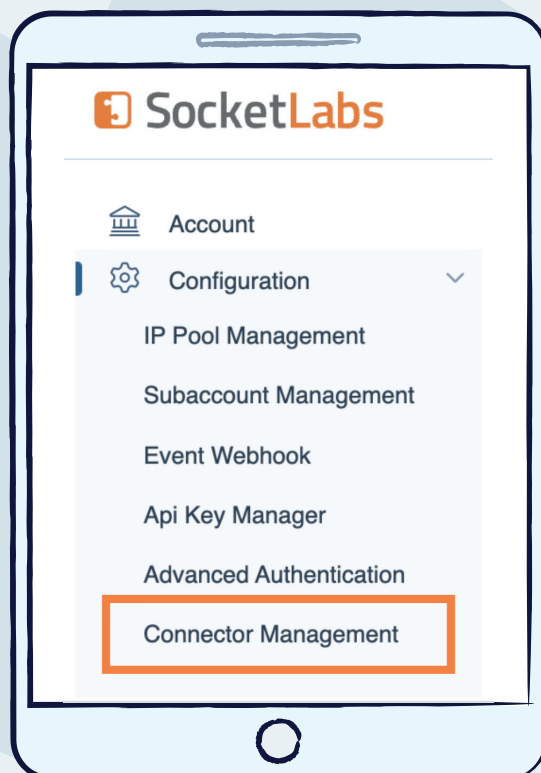# SocketLabs

SocketLabs Spotlight:
Get Started Guide

Welcome to **SocketLabs Spotlight email analytics**!
We're happy you're here.

Let's get your Sendgrid data connected to our platform so you can get started.
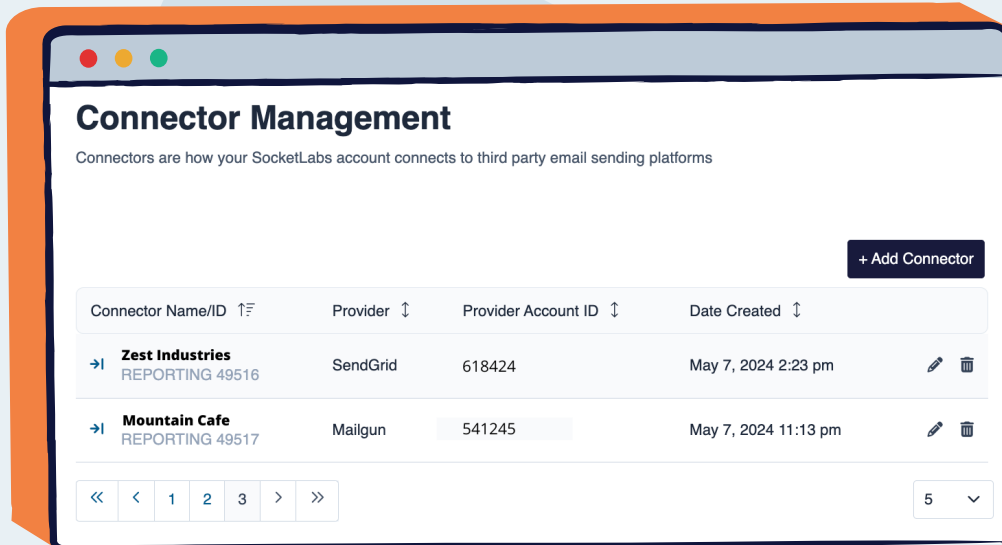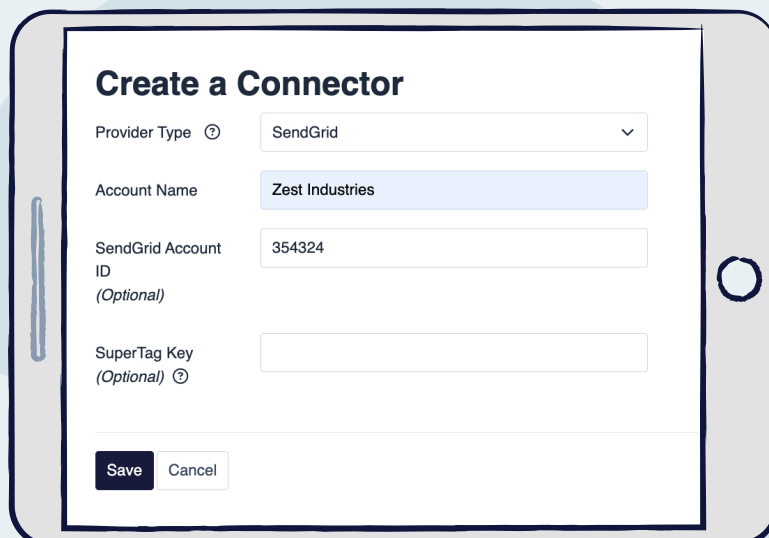
Please complete the following steps:

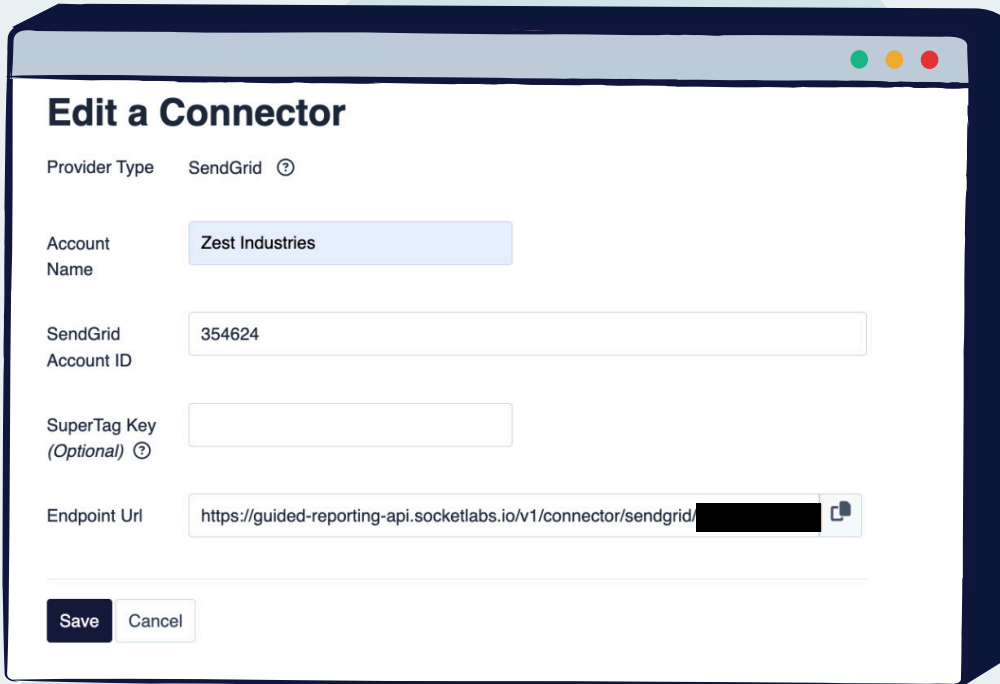**01** First, click Configuration from the left-hand menu and select Connector Management.

SocketLabs

02 Click Add Connector.

Connector Management

Connectors are how your SocketLabs account connects to third party email sending platforms

+ Add Connector

Connector Name/ID	Provider	Provider Account ID	Date Created		
Zest Industries REPORTING 49516	SendGrid	618424	May 7, 2024 2:23 pm	✏️	🗑️
Mountain Cafe REPORTING 49517	Mailgun	541245	May 7, 2024 11:13 pm	✏️	🗑️

« ‹ 1 2 3 › »   5 ⌄

03 Add Account Name & SendGrid
Account ID (Optional) and click Save:

Create a Connector

Provider Type ⑦   SendGrid ⌄

Account Name   Zest Industries

SendGrid Account
ID
(Optional)   354324

SuperTag Key
(Optional) ⑦

Save Cancel

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04 Copy the Endpoint URL so you can add it to your SendGrid Account/Subuser and click Save.

Edit a Connector

Provider Type	SendGrid ⑦
Account Name	Zest Industries
SendGrid Account ID	354624
SuperTag Key (Optional) ⑦	
Endpoint Url	https://guided-reporting-api.socketlabs.io/v1/connector/sendgrid/ ▮▮▮▮ 🗐

Save Cancel

Now, we'll show you how to add your new Endpoint URL to your SendGrid account.
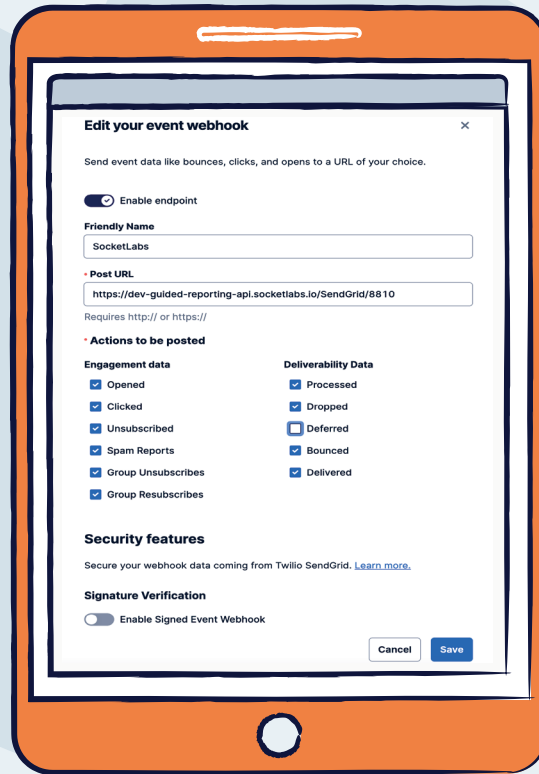
Adding an
Event Webhook
in SendGrid

To get started using the **SocketLabs Spotlight**, you first need to create a webhook within your SendGrid account.

To do so, you'll need to complete the following steps:

01 Log in to your SendGrid account and navigate to Settings > Mail Settings > Event Webhooks > Create New Webhook

02 When creating a new webhook, you'll see the following settings:

a. **Enabled:** A toggle to determine if the Webhook is active. **Ensure this is turned on** to begin sending email events to your SocketLabs Spotlight Dashboard.

b. **Friendly Name:** An optional name to help you differentiate among your webhooks.

c. **Post URL:** The URL of the SocketLabs Spotlight. Paste in the URL generated during the first steps of this guide.

d. **Actions to be posted:** These are the event types you would like to be logged and tracked in SocketLabs Spotlight. SocketLabs will consume all events EXCEPT for deferred events. **Please check all events but "Deferred" on this page.**

e. **Security features:** **Please ensure no security features are enabled for this tool.**
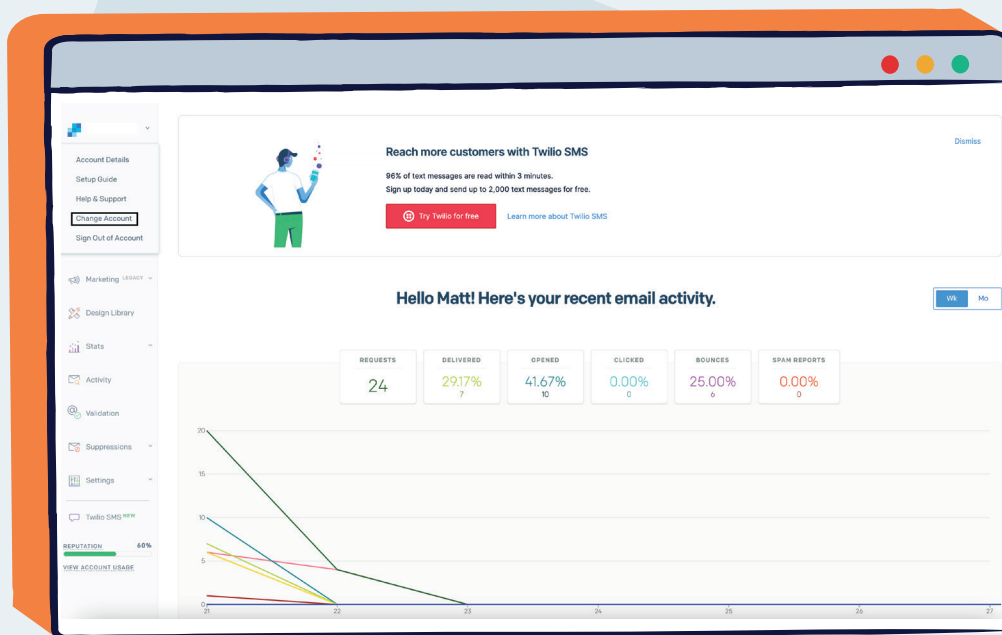
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03 Once your settings are chosen, please hit save.

Edit your event webhook ×

Send event data like bounces, clicks, and opens to a URL of your choice.

Enable endpoint

Friendly Name

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• Post URL

https://dev-guided-reporting-api.socketlabs.io/SendGrid/8810

Requires http:// or https://

• Actions to be posted

Engagement data	Deliverability Data
☑ Opened	☑ Processed
☑ Clicked	☑ Dropped
☑ Unsubscribed	☐ Deferred
☑ Spam Reports	☑ Bounced
☑ Group Unsubscribes	☑ Delivered
☑ Group Resubscribes	

Security features

Secure your webhook data coming from Twilio SendGrid. Learn more.

Signature Verification

Enable Signed Event Webhook

Cancel   Save

IMPORTANT NOTE

At this time, the SendGrid Event Webhook does not allow account-wide settings, meaning the webhook you enabled will only capture events for the account for which it is enabled.

If you'd like to receive Webhooks across multiple SendGrid Subuser accounts, you'll need to make sure this webhook setting is enabled for each Subuser account. You can navigate to your SendGrid Subusers by clicking the drop-down menu next to the name in the top left corner of the page and selecting "Change Account" as shown here:

Now that the Event Webhook setting is enabled in your SendGrid account/Subusers, any future email events will be posted to the SocketLabs reporting URL. To ensure that you're receiving all of the necessary and actionable meta data, you'll need to leverage the SendGrid "custom_args" parameter in the SendGrid API. The following custom arguments needed for tracking purposes are:

- **Subject - The Subject of the message**
- **FromAddress - The From Address of the message**
- **MessageSize (optional)– The size of the message you're sending**

To format this data, please add the following custom arguments to your API payload:

```
"custom_args": {
"Subject": "<The Subject line of the message sent>",
"FromAddress": "from_address@example.com ",
"MessageSize": "<The size of the message you're sending>"
}
```