# 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:



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

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IP Pool Management	
Subaccount Management	
Event Webhook	
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Click Add Connector.



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

	Provider Type ?	SendGrid	~	
	Account Name	Zest Industries		
	SendGrid Account	354324		
	ID (Optional)			IC
	(			
3	SuperTag Key			
	(Optional) 🕚			



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

Provider Type	SendGrid ③	
Account Name	Zest Industries	
SendGrid Account ID	354624	
SuperTag Key Optional) ③		
Endpoint Url	https://guided-reporting-api.socketlabs.io/v1/connector/sendgrid/	C

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:



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



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.
- C. 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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Once your settings are chosen, please hit save.

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#### **\*\*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:

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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>"
}
```