

Stripo Email Generation API Integration Guide

Master the powerful Stripo Email Generation API to create dynamic, personalized email campaigns at scale. This comprehensive guide walks you through every aspect of integration, from authentication to advanced template customization, helping developers and marketers build seamless email workflows with leading ESPs like HubSpot.



stripo.com

Understanding the Stripo API Architecture

REST API Foundation

Stripo provides a standard REST API with CRUD operations for managing email templates and generation. Every request uses JSON format and requires proper authentication headers. The API follows industry standards for predictable, reliable integration.

Key architectural elements include templates with generation areas, reusable modules from your library, and data sources that power dynamic content insertion.

Request Requirements

All API calls must include:

- **Content-Type:** application/json header
- **Stripo-API-Auth:** JWT token header
- Valid JSON request body
- Proper endpoint URL structure

JWT tokens are project-specific and generated through your Stripo dashboard settings.

Authentication & Security Setup

01

Generate JWT Token

Navigate to your Stripo project settings and create a new API token. Each project has unique credentials that authenticate your requests.

02

Secure Token Storage

Store tokens in environment variables or secure credential management systems. Never commit tokens to version control or expose them client-side.

03

Include in Headers

Add the Stripo-API-Auth header to every API request with your JWT token as the value for proper authentication.

04

Token Rotation

Implement regular token rotation policies and monitor for unauthorized access attempts to maintain security best practices.

Templates: Your Email Foundation

Templates serve as the structural foundation for your generated emails, combining fixed elements like headers and footers with dynamic generation areas where content gets inserted programmatically.



Custom Templates Only

API generation requires your own custom templates, not Stripo's basic or public templates. Build templates specifically designed for your brand and use cases.



Fixed Elements

Headers, footers, and consistent branding elements remain static across all generated emails, ensuring brand consistency.



Generation Areas

Define dynamic zones where modules get inserted by adding the `esd-email-gen-area` attribute to table cell elements in your HTML.

Defining Generation Areas

HTML Configuration

Generation areas are defined by adding a special attribute to the table cell wrapping a stripe in your template HTML. This tells Stripo where to inject dynamic modules during generation.

The attribute follows this pattern:

```
<td class="esd-stripe"  
  align="center"  
  esd-email-gen-area="products-area">
```

Each area needs a unique identifier name that you'll reference in API payloads.



Modules: Reusable Content Blocks

Modules are the building blocks of your emails—reusable content units saved in your Module Library. They range from simple static blocks to sophisticated dynamic components powered by smart properties.



Static Modules

Inserted exactly as designed and saved. Perfect for consistent promotional banners, social media footers, or standardized CTAs that don't require customization.



Dynamic Modules

Contain smart properties (variables) that map to data keys. One module template generates countless variations by injecting different data values for each email recipient.

The form is divided into several sections:

- Top Section:** Fields for MARQUE, VARIÉTÉ, PRIX / GRAMME, DISPONIBILITÉ, FORMAT - PACKAGING, and TRACABILITÉ.
- Left Section:** Fields for INCENTRÉ (wax, cristaux), CELLULES, and COSMÉTIQUES.
- Right Section:** MÉTHODE DU TEST with checkboxes for COMBUSTION, VAPORISATION, DAB, APPLICATION CUTANÉE, and INGESTION. An AUTRE field is also present.
- Bottom Left Section:** Checkboxes for INDICA and HYBRIDE, followed by fields for CBD%, CBDA, CBDV, CBG, and AUTRE.
- Bottom Right Section:** A circular diagram with segments labeled CITRON, FRUITE, TERREUX, and SOUPE. Below it are checkboxes for STIMULANT, FOCUS, CREATIVITÉ, INTROSPECTION, REFLEXION, SOCIAL, RELAXANT, ANTI DOULEUR, ANTI NAUSEE, AIDE AU SOMMEIL, and DONNE FAIM.
- Bottom Section:** Fields for ANXIÉTÉ and BOUCHE SÈCHE.
- Footer Section:** A section labeled CONCLUSION / ANALYSES with a field for LIMONENE, PINENE, BISABOLOL, and TERPINOLENE. A small logo and the text "NO" are at the bottom.

Smart Properties Configuration

Smart properties are the secret sauce for dynamic email generation. Each property represents a variable placeholder within your module that gets replaced with actual data during generation.



Define Variables

Create properties like `p_name`, `p_image`, `p_price`, or `custom_url` within your module configuration.



Map to HTML

Configure where each variable's value should be inserted—text content, image sources, link URLs, or attribute values.



Pass Data Values

Supply actual values in your API payload, and Stripo automatically replaces placeholders with real content.

API Endpoint: Generate Email

Core Endpoint

The primary generation endpoint accepts POST requests with comprehensive configuration:

POST

<https://my.stripo.email/emailgeneration/v1/email>

Required Headers

- Content-Type: application/json
- Stripo-API-Auth: <YOUR_JWT_TOKEN>

```
{
  "dataSources": [
    {
      "name": "API_canonical",
      "type": "RAW",
      "value": []
    }
  ],
  "transformers": [],
  "composers": [],
  "templateId": 12345678,
  "emailId": 0,
  "emailName": "Campaign_Name",
  "title": "Email Subject",
  "preheader": "Preview text"
}
```


Data Sources Explained

Data sources represent the content used to build your emails. They're the foundation of dynamic generation, supplying all the variable data that populates your smart properties and modules.

RAW Type

Inline data passed directly in the API request. The value array contains your data objects with keys matching your smart property names. Best for real-time, programmatically generated content.

LINK Type

Fetches data from an external URL endpoint. Stripo retrieves the JSON data from your specified URL, enabling integration with your existing data systems and APIs.

Building Your First Request

Let's construct a complete email generation request using cURL. This example demonstrates the essential structure and all required components for successful generation.

```
curl -X POST https://my.striipo.email/emailgeneration/v1/email \
-H "Content-Type: application/json" \
-H "Stripo-API-AUTH: YOUR_JWT_TOKEN" \
-d '{
  "dataSources": [{
    "name": "products_data",
    "type": "RAW",
    "value": [
      {
        "product_name": "Premium Widget",
        "product_image": "https://cdn.example.com/widget.jpg",
        "product_price": "$99.99",
        "product_url": "https://shop.example.com/widget"
      }
    ]
  }],
  "transformers": [],
  "composers": [],
  "templateId": 12345678,
  "emailId": 0,
  "emailName": "Product_Launch_Campaign",
  "title": "Introducing Premium Widget",
  "preheader": "Your solution awaits"
}'
```

JavaScript Implementation

Modern Fetch API

Implement email generation using native JavaScript fetch for browser or Node.js environments. This approach works seamlessly in serverless functions, Express apps, or Next.js API routes.

The fetch API provides clean promise-based syntax with excellent error handling capabilities, making it ideal for modern web applications.

```
const response = await fetch(
  'https://my.striipo.email/emailgeneration/v1/email',
  {
    method: 'POST',
    headers: {
      'Content-Type': 'application/json',
      'Stripo-API-Auth': process.env.STRIPO_TOKEN
    },
    body: JSON.stringify({
      dataSources: [{
        name: 'campaign_data',
        type: 'RAW',
        value: emailData
      }],
      templateId: 12345678,
      emailName: 'Newsletter_2024',
      title: 'Monthly Update',
      preheader: 'Latest news'
    })
  }
);

const result = await response.json();
```

Python Integration Example

Python developers can leverage the requests library for straightforward Stripo API integration. This example demonstrates a production-ready implementation with proper error handling.

```
import requests
import os

def generate_email(template_id, email_data):
    url = 'https://my.stripo.email/emailgeneration/v1/email'

    headers = {
        'Content-Type': 'application/json',
        'Stripo-API-Auth': os.environ['STRIPO_JWT_TOKEN']
    }

    payload = {
        'dataSources': [{
            'name': 'API_canonical',
            'type': 'RAW',
            'value': email_data
        }],
        'transformers': [],
        'composers': [],
        'templateId': template_id,
        'emailId': 0,
        'emailName': 'Automated_Campaign',
        'title': 'Your Subject Line',
        'preheader': 'Preview text here'
    }

    response = requests.post(url, json=payload, headers=headers)
    return response.json()
```

Transformers & Composers

Transformers

Process and modify your data before it reaches the email template. Apply filters, formatting, calculations, or business logic to raw data.

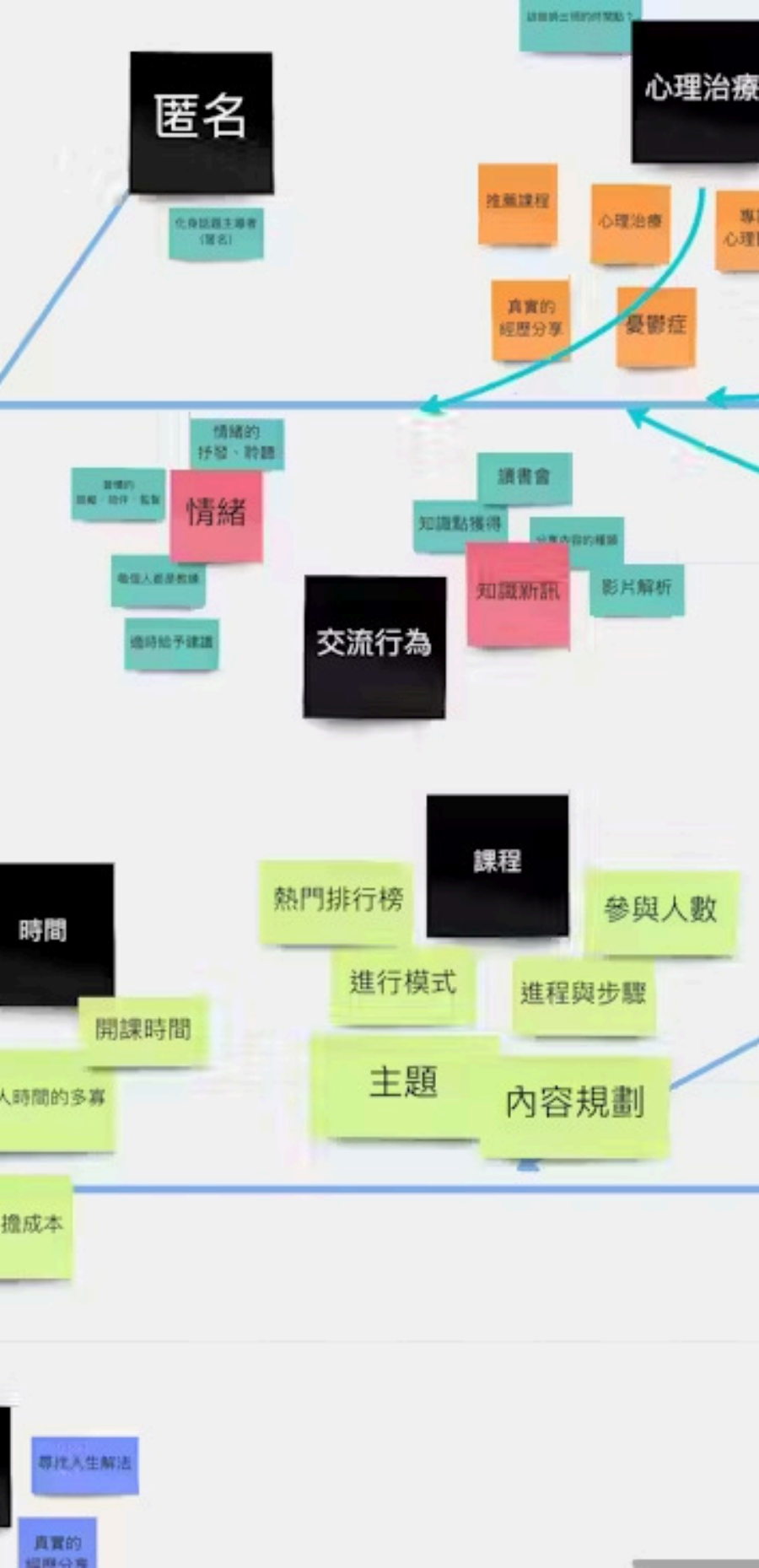
Transform dates, currency formats, or aggregate values dynamically.

Transformers enable data manipulation without changing your source systems, providing a flexible middleware layer for content customization.

Composers

Control how modules are assembled within generation areas. Define the sequence, repetition, and conditional insertion of modules based on your data.

Composers orchestrate the final email structure, determining which modules appear where and how many times they repeat based on your data array length.



ESP Integration: HubSpot Example

Once Stripo generates your HTML email, you'll need to pass it to your Email Service Provider. HubSpot integration is straightforward using their marketing email API.



Generate with Stripo

Call Stripo API to generate your personalized HTML email content with all dynamic data populated.



Extract HTML

Parse the Stripo API response to extract the complete HTML email string from the response body.



Create HubSpot Email

Use HubSpot's API to create a new marketing email, passing the Stripo HTML as the email body content.



Send or Schedule

Utilize HubSpot's sending infrastructure to distribute your email to contacts, lists, or workflows.

Email Deliverability Best Practices



Technical Foundation

- Configure SPF, DKIM, and DMARC records
- Use authenticated sending domains
- Maintain clean HTML without excessive inline styles
- Test across email clients

Content Quality

- Balance text-to-image ratio
- Avoid spam trigger words
- Include plain text versions
- Optimize subject lines

List Management

- Honor unsubscribe requests immediately
- Segment and target appropriately
- Remove hard bounces quickly
- Monitor engagement metrics

Advanced Module Configurations

Take your email generation to the next level by mastering advanced module patterns that enable sophisticated personalization and conditional content.

Repeating Product Modules

Use data arrays to automatically repeat product modules for each item. Perfect for e-commerce recommendations, order confirmations, or catalog displays with dynamic quantities.

Conditional Content Blocks

Show or hide entire modules based on data conditions. Display VIP offers only to premium customers or region-specific content based on user location.

Multi-Language Support

Create modules with language-specific smart properties that automatically render content in the recipient's preferred language from your data source.

Error Handling & Debugging

Authentication Errors

Check JWT token validity, expiration, and header formatting. Ensure you're using the correct project credentials.

Template ID Issues

Verify the template exists, belongs to your account, and has properly configured generation areas.

Data Format Problems

Validate JSON structure, ensure data keys match smart property names, and check value types.

Module Not Found

Confirm module IDs are correct and modules exist in your library with required smart properties configured.



Pro Tip: Enable detailed logging in your integration code to capture full request/response cycles. This makes troubleshooting significantly faster when issues arise.

Performance Optimization Strategies

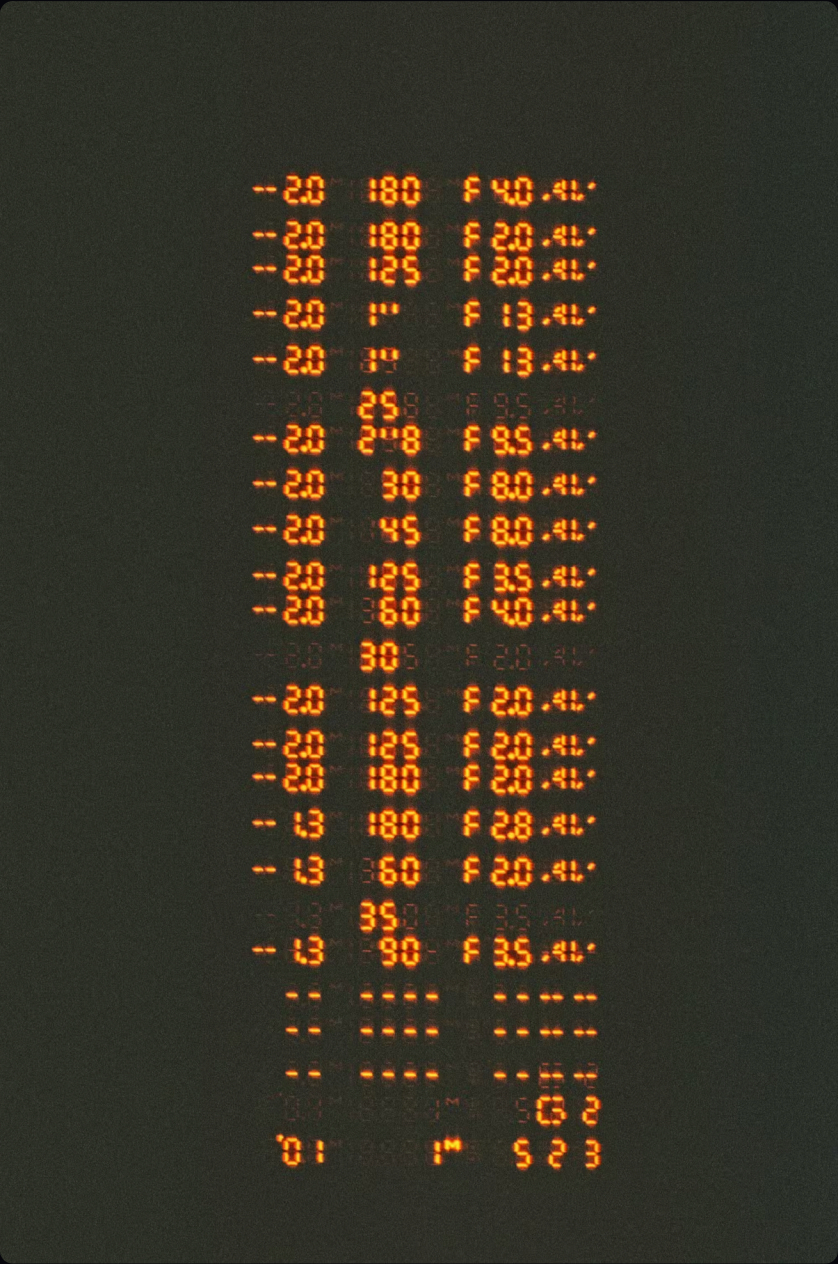
Caching & Reuse

Cache generated HTML for identical data combinations to reduce API calls. Store frequently used module configurations and template structures locally to minimize generation time.

Implement smart cache invalidation strategies that refresh content when data changes while serving cached versions when data remains static.

Batch Processing

When generating emails for multiple recipients, batch your requests intelligently. Process in parallel where possible but respect rate limits to maintain system stability.



200ms

Avg Generation

Typical response time

1000

Hourly Limit

API rate ceiling

Testing & Quality Assurance

Unit Testing

Test API payload construction, data transformation logic, and error handling with mock data and responses.

Rendering Tests

Use tools like Litmus or Email on Acid to test HTML output across 50+ email clients and devices.

1

2

3

4

Integration Testing

Verify end-to-end flows from data source through Stripo generation to ESP delivery with staging environments.

A/B Testing

Generate variant templates to test subject lines, content arrangements, and CTAs for optimization.

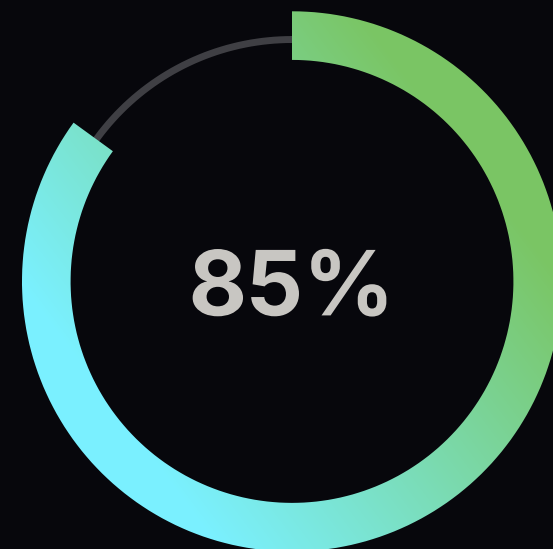
Ready to Build Exceptional Email Campaigns

Your Integration Roadmap

You now have comprehensive knowledge of the Stripo Email Generation API—from authentication and template design to advanced module configurations and ESP integration.

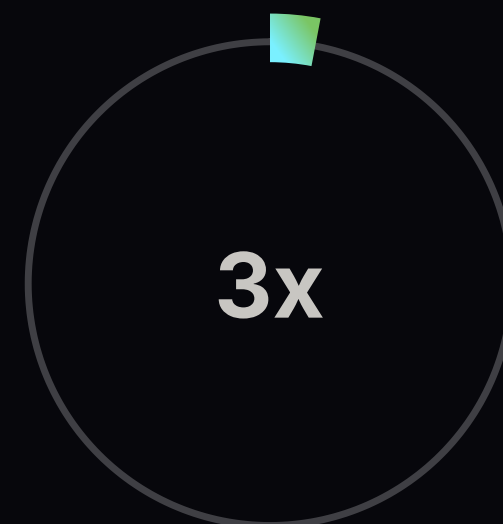
Start by creating your first custom template with generation areas, configure smart properties in reusable modules, and implement the API calls in your preferred language. Test thoroughly, monitor deliverability, and iterate based on performance metrics.

The combination of Stripo's powerful generation engine with your ESP's delivery infrastructure creates a scalable, personalized email marketing system that grows with your business.



Time Saved

Automation efficiency



Faster Deployment

Campaign velocity

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[Start Building](#)