

Apteco Technical Guide

ELAINE
SIX

Apteco Integrations Elaine Setup Guide

Helping you to get the most out of the Apteco Marketing Suite

A bit about the broadcaster



Elaine was formerly called Artegitic

Before You Begin

CAUTION

This guide details the steps required to integrate Apteco with a Broadcaster using an API; the configuration is in two parts:

1. Configuration in your broadcaster, this document.
2. The configuration of the Apteco Marketing Suite, which is covered in the online help



You need to configure Elaine before you perform the integration in Apteco, this document is an overview of the broadcaster setup process, it is not intended to be an in-depth broadcaster setup document, please see the documentation provided by Elaine

Note:

We take care to keep the information up to date. There may be changes to the broadcaster's API not reflected here. If in doubt, contact your support department or the broadcaster for more information.

Useful to have before you start:

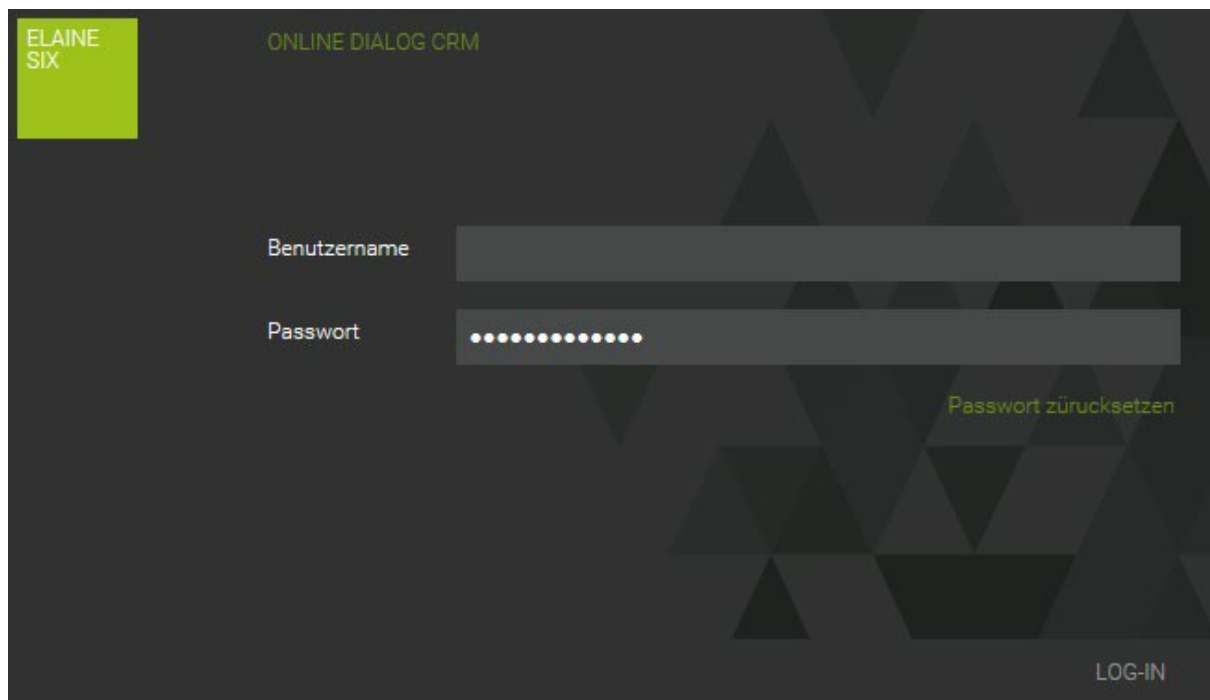
- The Variables or Virtual Variables in FastStats to map to broadcast fields
- The Elaine UI URL **Username**, **Password** and **PIN** to log in to your broadcaster
- The Elaine Message name (available from the Elaine UI)
- The Elaine API Username and Password

Elaine Configuration

Elaine® works on the principle of having a database of subscribers, which you can segment into lists. FastStats or PeopleStage will upload a list of subscribers and insert them into the Elaine® database.

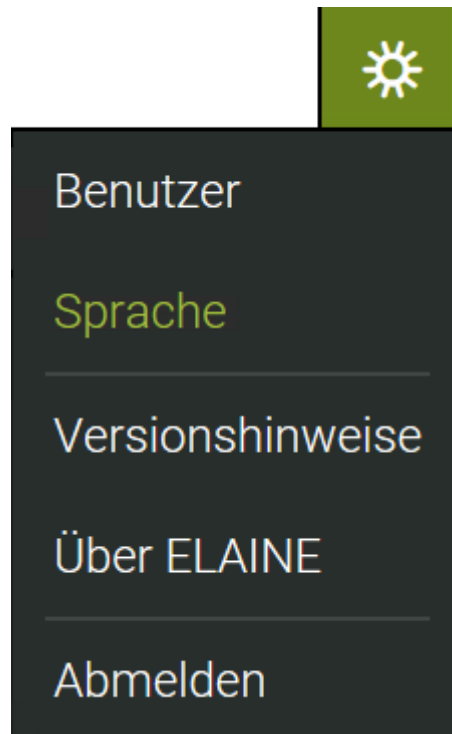
If you wish to automatically broadcast the list to a message either from the Email Broadcast wizard or PeopleStage, you need to create a message within Elaine®.

1. Login to your Elaine® account to access the web-based control panel



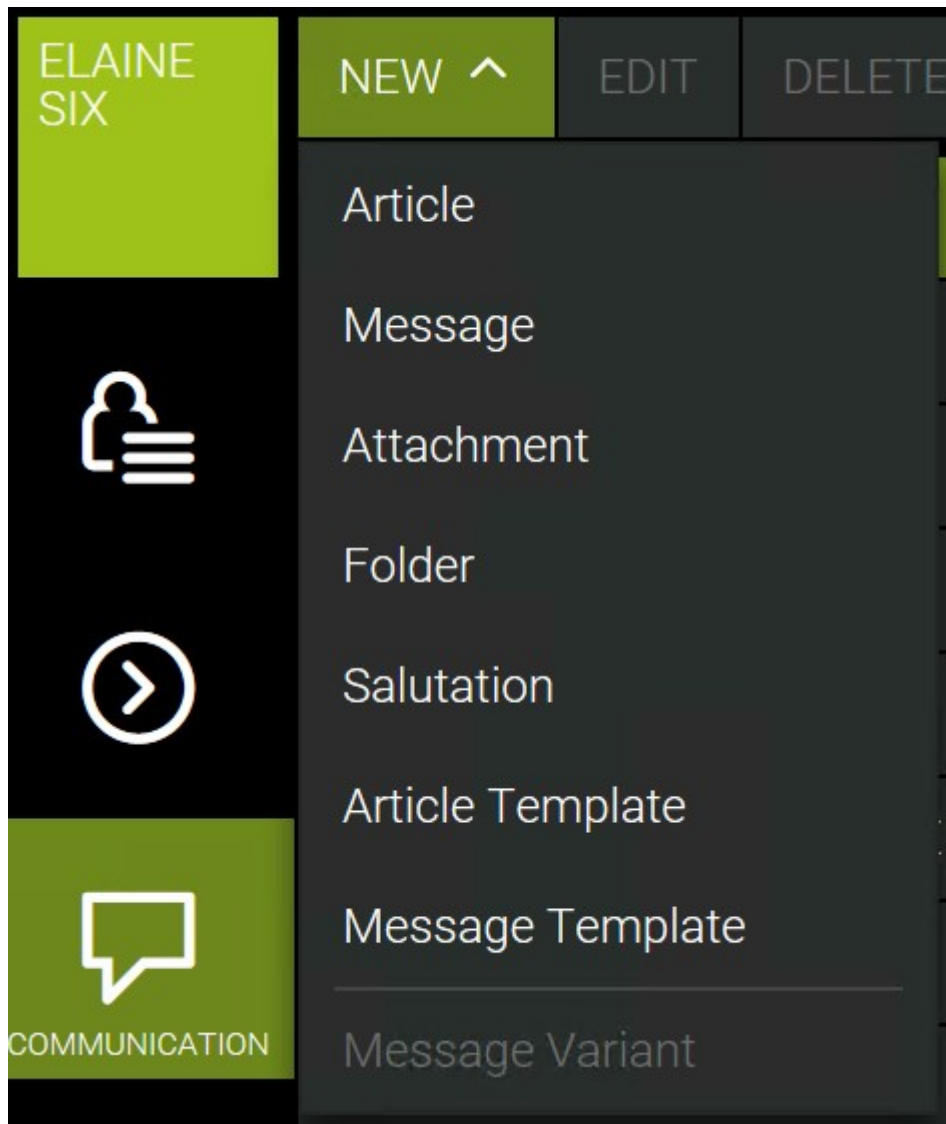
Note:

You can change the interface language from the settings menu, top right.



Creating a new Message in Elaine®

- From: **Communications** go to *New > Message*



The Create Message dialogue opens

- Enter a **Name** for the message and select from the options:
 - Create the New Message using a template
 - Import Message – To import a message

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CREATE MESSAGE

Name > New Message

Folder Messages

☒ Create a New Message

Template Apteco HTML Vorlage

Apteco HTML Vorlage

Empty Message

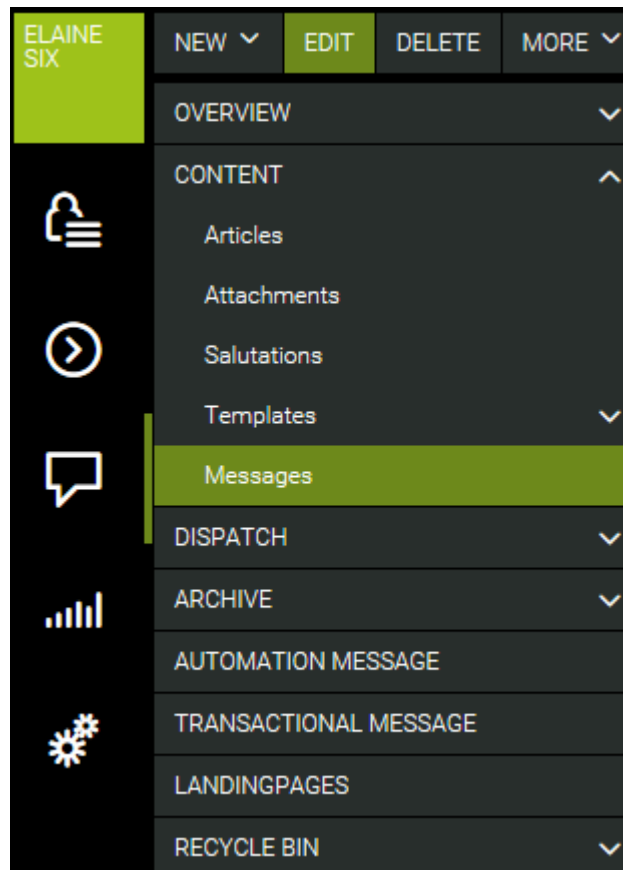
☐ Import Message

Message >

OK AND OPEN CREATE CANCEL

Add any relevant offers that you want in the message, these can be picked up by PeopleStage when clicked by the recipient.

- You can edit the Subject and the email content by selecting the message from the list in **Communications** and clicking **Edit**



- To further Add/Edit HTML or text content use the **Source** tab

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HTML

TEXT

ATTACHMENTS

SOURCE CODE

PREVIEW

Save code changes

```

i 1 [part mime(subject)]Amazing Offer[/part]
x 2 <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
i 3 <html>
x 4 <head>
5 <meta http-equiv="Content-Type" content="text/html; charset=[charset]">
6 <title>Leerer Betreff</title>
x 7 </head>
x 8 <body>
9 <style type="text/css">
10 body { margin:0; padding:0; background-color:#ffffff; color: #000; width: 800px; }
11 </style>
12
13 <table width="100%" border="0" cellspacing="0" cellpadding="0" bgcolor="dddddd">
14 <tr>
15 <td align="center">
16 [composing mime(html) mime(html) name(Box)][part mime(html) title
(02_banner_frankfurt) id(3283)]<!--#Loopitem name="Banner Img"#--><a name="cra
-47210931172" id="cra-47210931172" data-title="" data-visible="true"></a>
17 <table width="630" class="w320" style="padding: 0px; border-collapse: collapse; border
-spacing: 0px; background-color: rgb(255, 255, 255);" bgcolor="#ffffff" border="0"
cellspacing="0" cellpadding="0">
18 <tbody>
19 <tr>
20 <td align="left" valign="top" style="vertical-align: top;">
21 <table width="630" class="w320" style="padding: 0px; border-collapse: collapse; border
-spacing: 0px; background-color: rgb(255, 255, 255);" bgcolor="#ffffff" border="0"
cellspacing="0" cellpadding="0">
22 <tbody>
23 <tr>
24 <td width="9" align="left" valign="top" style="vertical-align: top;"></td>
25 <td align="center" class="w302"><a title="Apteco" href="http://www.apteco.com" target
="_blank" rel="noopener" data-elaine-id="6585">Click Me</a></td>
26 <td width="9" align="left" valign="top" style="vertical-align: top;"></td>
27 </tr>

```

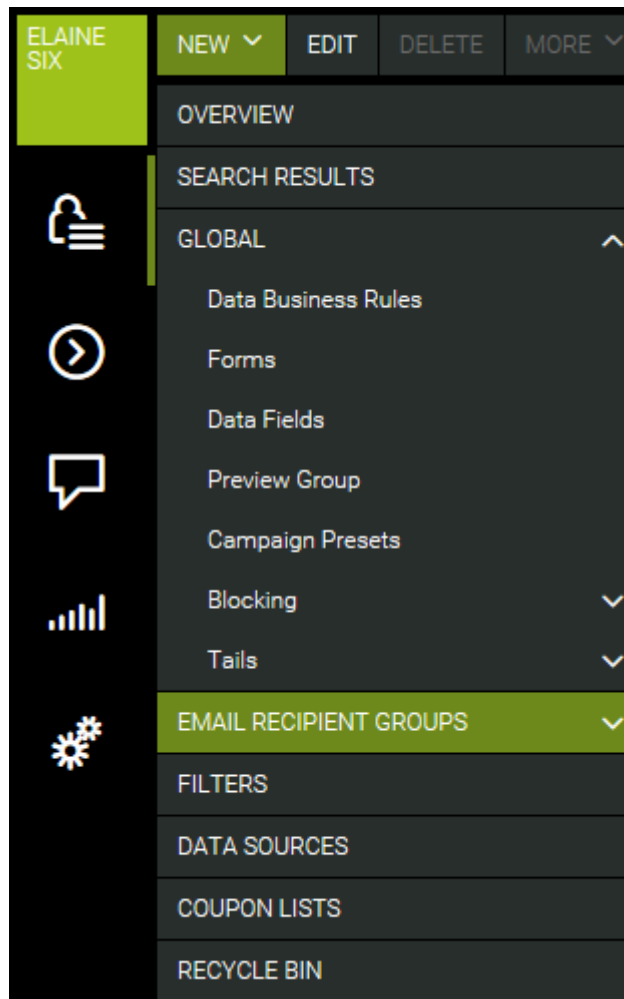
- Once complete, click Save code changes

Note:

You should test your message to ensure there are no problems with the email message.

You can either create a List to use with FastStats or PeopleStage, these are called Recipient Groups in Elaine®, or you can enter a name in the Email Broadcasting Wizard which will create a list.

- From: **Data** > *EMAIL RECIPIENT GROUPS* > select **New**



The Create Recipient Group window opens

The **Name** of the recipient group corresponds to the **List Name**

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CREATE RECIPIENT GROUP

×

General

Sender Parameters

Interaction

User Access Rights

Channel

E-Mail

▼

Name

>

Summer List

Folder

>

Email recipient groups

▼

Website

https://

Description

Expiration interval in days

0

^

▼

OK

CANCEL