

Apteco Technical Guide



Apteco Integrations MailingWork Setup Guide

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

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 MailingWork 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 MailingWork

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:

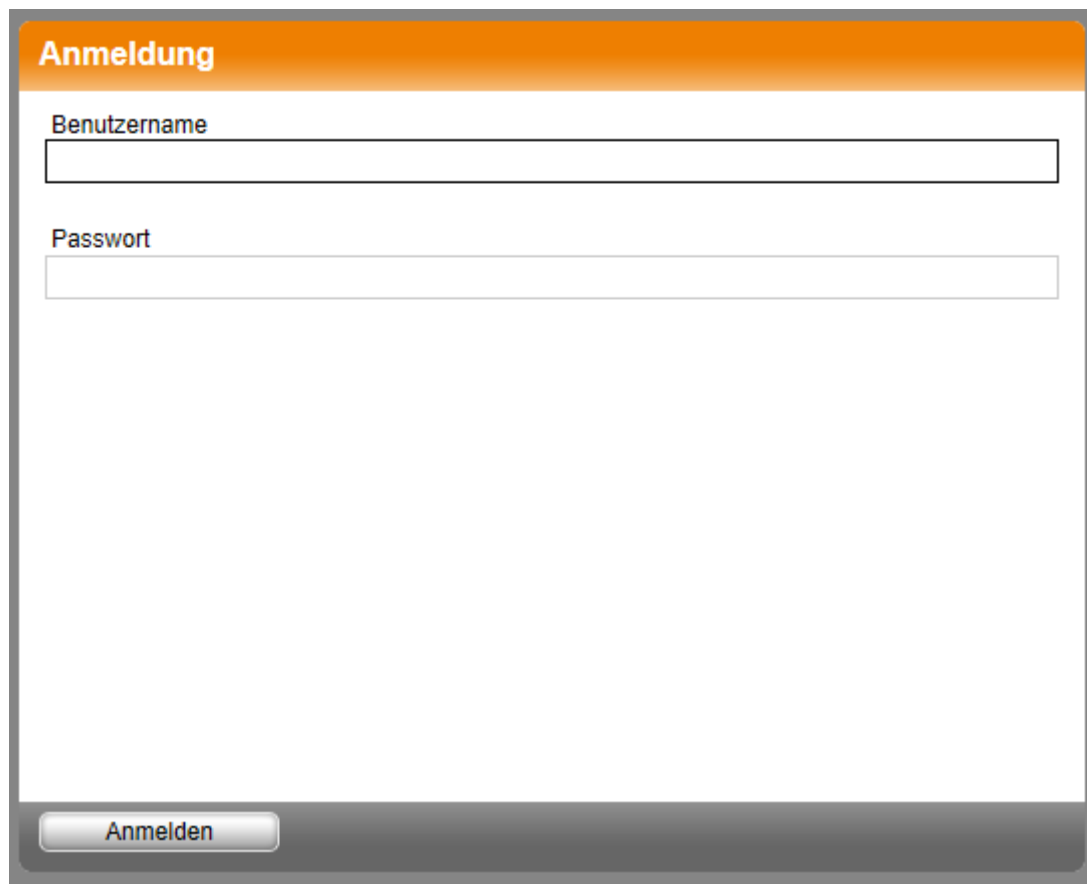
- The Variables or Virtual Variables in FastStats to map to broadcast fields
- The MailingWork UI URL **Username** and **Password** to log in to your broadcaster
- The MailingWork Message name and List name (available from the MailingWork UI)
- The MailingWork API Username and Password

MailingWork Configuration

MailingWork works on the principle of having a database of subscribers, which you can segment into lists. Apteco will upload a list of subscribers and insert them into the MailingWork database.

If you wish to automatically broadcast the list to a message either from Apteco, you need to create a message within MailingWork.

- Login to your MailingWork account to access the web-based control panel



The image shows a login window titled "Anmeldung" (Login) with an orange header bar. Below the header, there are two input fields: "Benutzername" (Username) and "Passwort" (Password). At the bottom of the window, there is a grey button labeled "Anmelden" (Login).

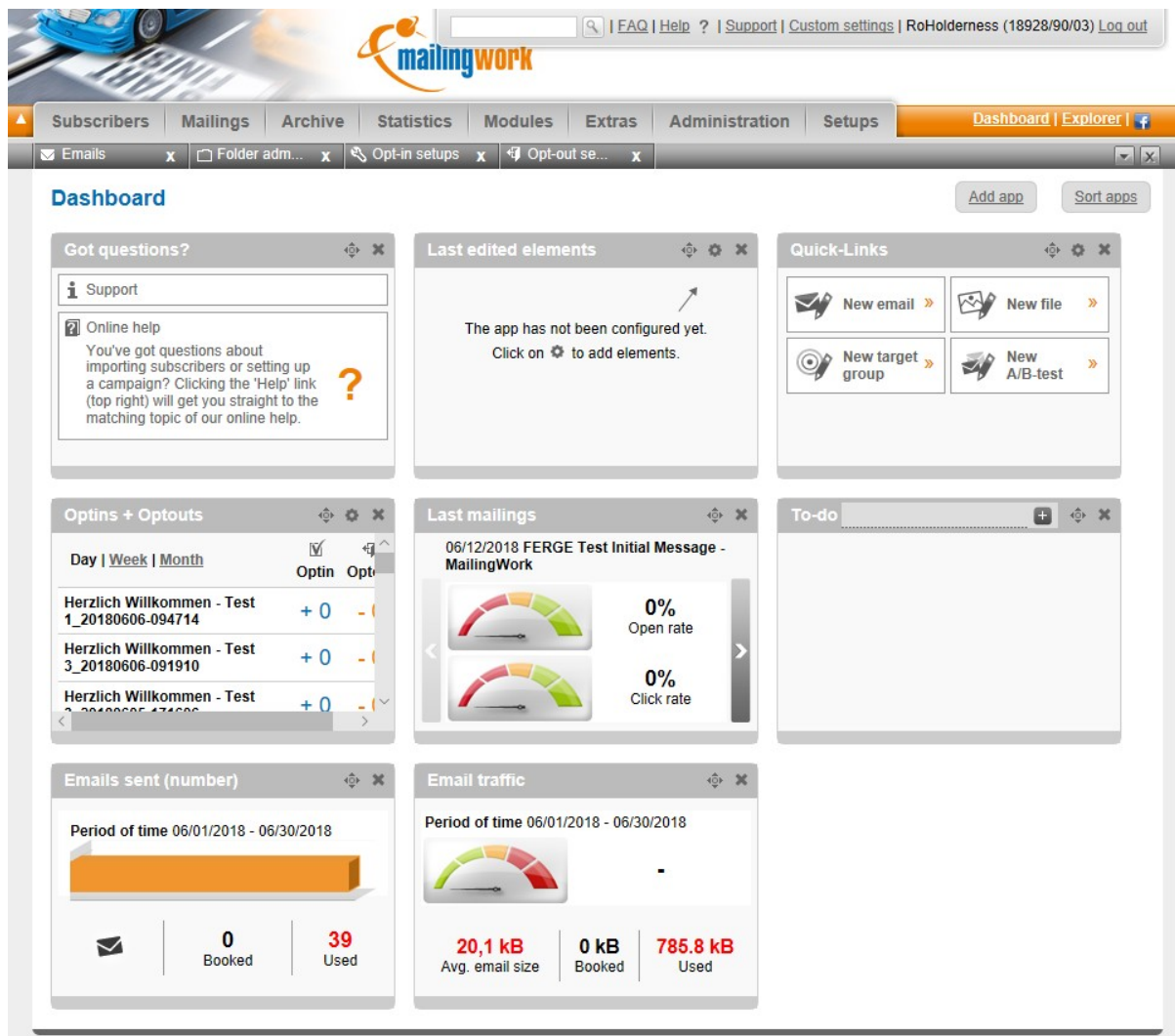
Anmeldung

Benutzername

Passwort

Anmelden

The MailingWork Dashboard opens



Note:

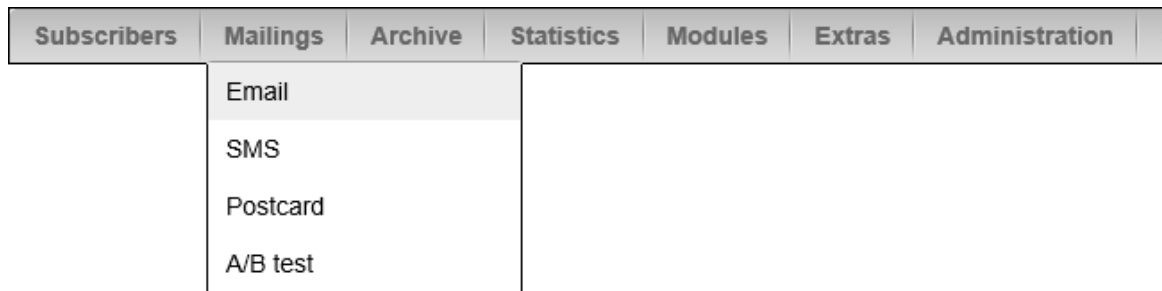
This section is not intended to give detailed help on the areas that need to be set up in MailingWork, your setup will likely be different, please contact MailingWork support or the MailingWork help for additional information.

Creating a new Message in MailingWork

Modules

Templates

Email



Mailings

Email

For example to create a new template, Select to Create a new template or use the copy icon on an existing template

The **Email Settings & Content** dialogue opens

- Enter a **Name** for the message and complete the rest of the settings as appropriate:
 - Dynamic content can be used e.g. "Welcome to Summer [First_Name/]"

Email template FERGE Test Initial Message

Note:

You need to configure Subscriber Lists to use as the Apteco List Name

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

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

