

Apteco Technical Guide



Apteco Integrations Dotdigital Setup Guide

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

A bit about the broadcaster



Dotdigital was formerly called **Dotmailer**

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 Dotdigital 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 setup document.

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 Dotdigital UI URL **Username** and **Password** to log in to your broadcaster
- The Dotdigital Campaign and Address Book name (available from the Dotdigital UI)
- The Dotdigital API Username and Password

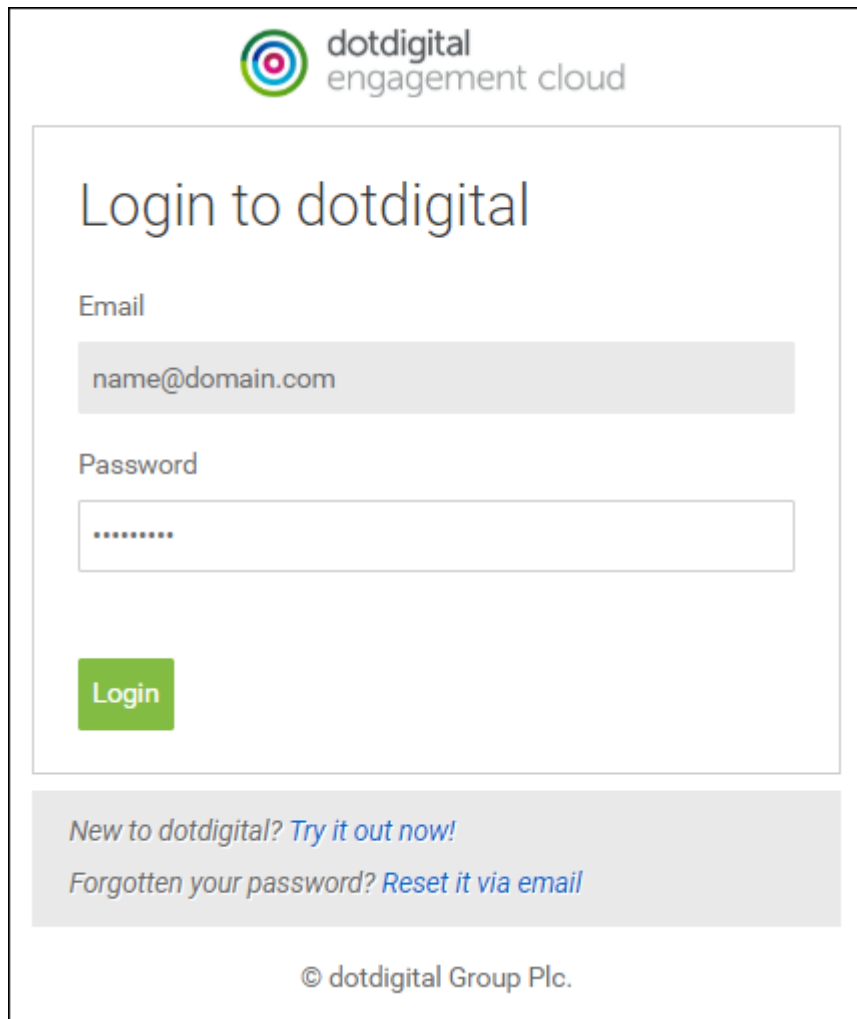
Dotdigital Configuration

Dotdigital stores all your contacts in a database and segments them using the lists you upload into Address Books. Custom data fields can be created to hold specific transactional data, contact your Dotdigital Account Manager or the Dotdigital support desk for help setting up these fields.

Important:

You must be a user (a member in the Dotdigital team) to use Dotdigital

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



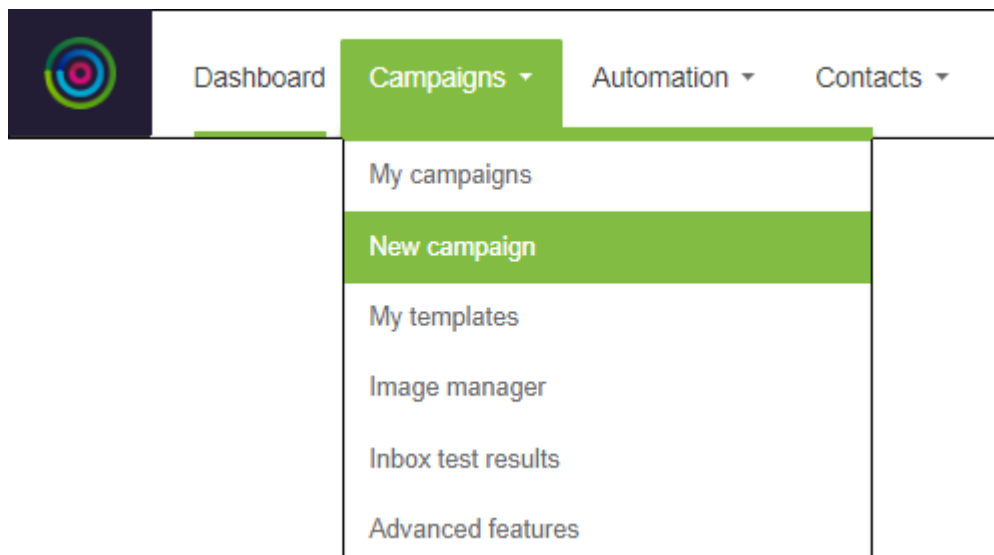
The screenshot shows the login interface for dotdigital engagement cloud. At the top left is the dotdigital logo, a stylized 'd' with a multi-colored circular graphic. To its right is the text 'dotdigital engagement cloud'. Below this is a large white box with a thin border containing the title 'Login to dotdigital'. Inside this box are two input fields: 'Email' with a placeholder 'name@domain.com' and 'Password' with a masked password '.....'. A green 'Login' button is positioned below the password field. Below the white box is a grey box containing two links: 'New to dotdigital? Try it out now!' and 'Forgotten your password? Reset it via email'. At the bottom center of the page is the copyright notice '© dotdigital Group Plc.'

Note:

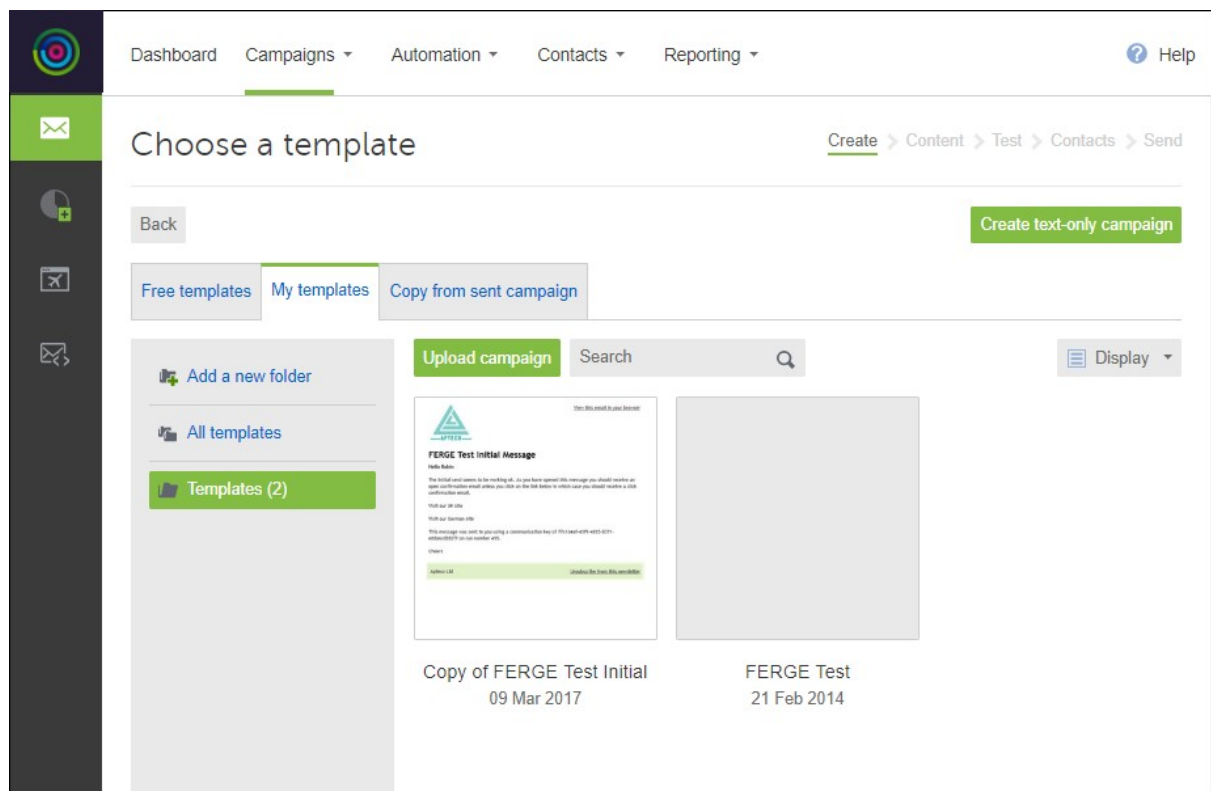
This section uses a specific example to show the areas that need to be set up in Dotdigital, your setup will likely be different, please contact Dotdigital support or Dotdigital help for additional information.

Setting up a Campaign in Dotdigital

- From the navigation menu select *Campaigns > New campaign*



- Select a template



- Enter a **Name** for the Campaign using the options and click Continue

Give this campaign a name ✕

Campaign name

Campaign location

Campaigns

▼

You can change this later

Continue

Cancel

- Enter a **Subject Line**, **Friendly from name**, and choose a **From address**, then click **Save & Continue**

Provide a few campaign setup details

Create > Content > Test > Contacts > Send

TechDocs [\[Rename\]](#)

Back

Split test settings

Campaign settings ▼

Save & continue

Save

Campaign details

Subject line * ?

Summer Saver Promotion

😊 📧

Friendly from name * ?

Apteco

📧

From address * ?

Apteco@cmp.dotmailer.co.uk ▼

Forwarding address ?

tony.dzumaga@apteco.com

Campaign tags ?

Preview

- Edit your Campaign then click **Save & Continue**

Edit your campaign content

Create > Content > Test > Contacts > Send

TechDocs [\[Rename\]](#)

Back



Preview

Test send

Utilities

Save & continue

Save

Build

Styles



Building blocks

Content

Text

Image

Image & text

Text & image

Button

PayPal

Video

Layout

Columns

Spacer

Tools

RSS feed

My building blocks

Images



[View this email in your browser](#)

FERGE Test Initial Message

Hello @FIRSTNAME@

The initial send seems to be working ok. As you have opened this message you should receive an open confirmation email unless you click on the link below in which case you should receive a click confirmation email.

Visit our UK site

Visit our German site

This message was sent to you using a communication key of @COMMUNICATION_KEY@ on run number @RUN@.

Cheers

Apteco Ltd

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