Apteco Integrations Emarsys 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 Emarsys 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 Emarsys

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:

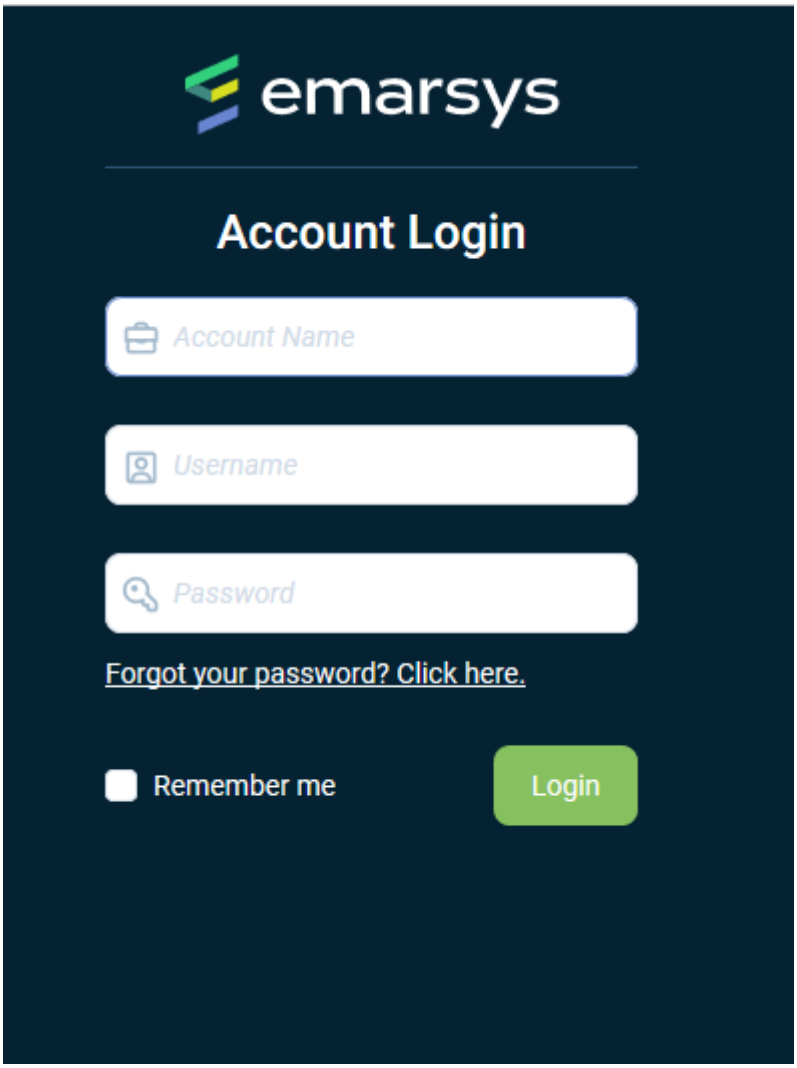
- The Variables or Virtual Variables in FastStats to map to broadcast fields
- The Emarsys UI URL **Account**, **Username** and **Password** to log in to your broadcaster
- The Emarsys Message (Campaign) and List name (That you create in the Emarsys UI)
- The Emarsys API Username and Password
- The Emarsys API Key and Secret (available from the Emarsys UI)
- The FTP Username and Password (available from the Emarsys UI)

Emarsys Configuration

Apteco uploads a list of subscribers and inserts them into the Emarsys List

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

- Login to your Emarsys account to access the web-based control panel using the account-specific URL provided by Emarsys



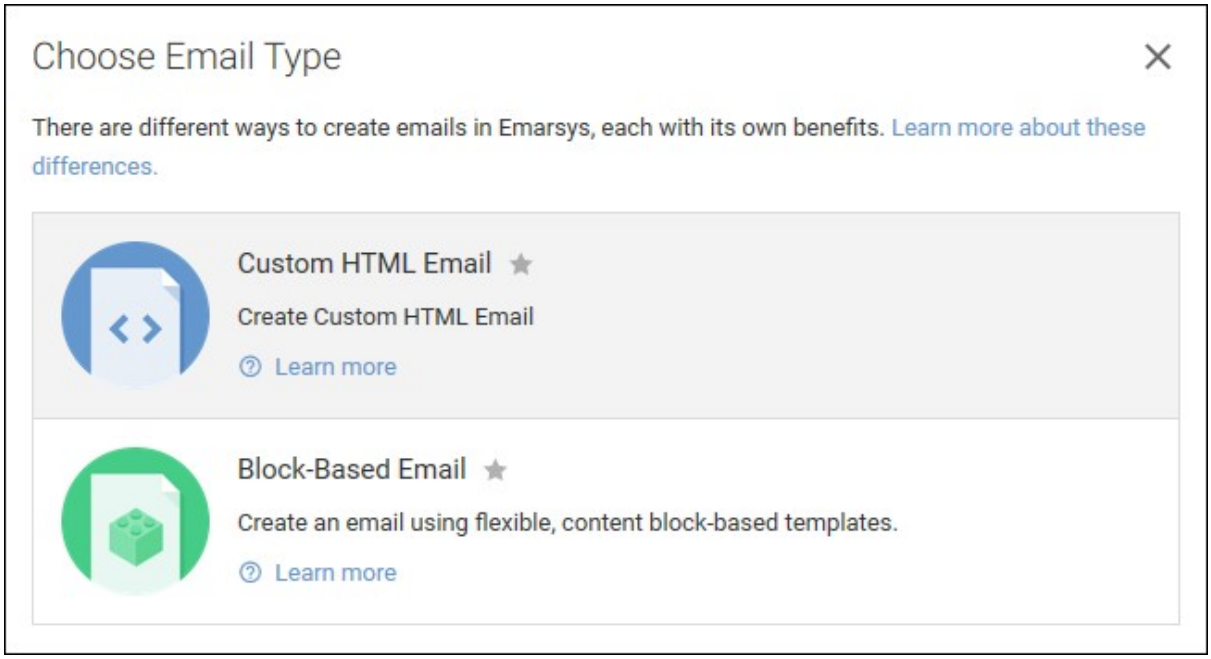
The Emarsys dashboard opens

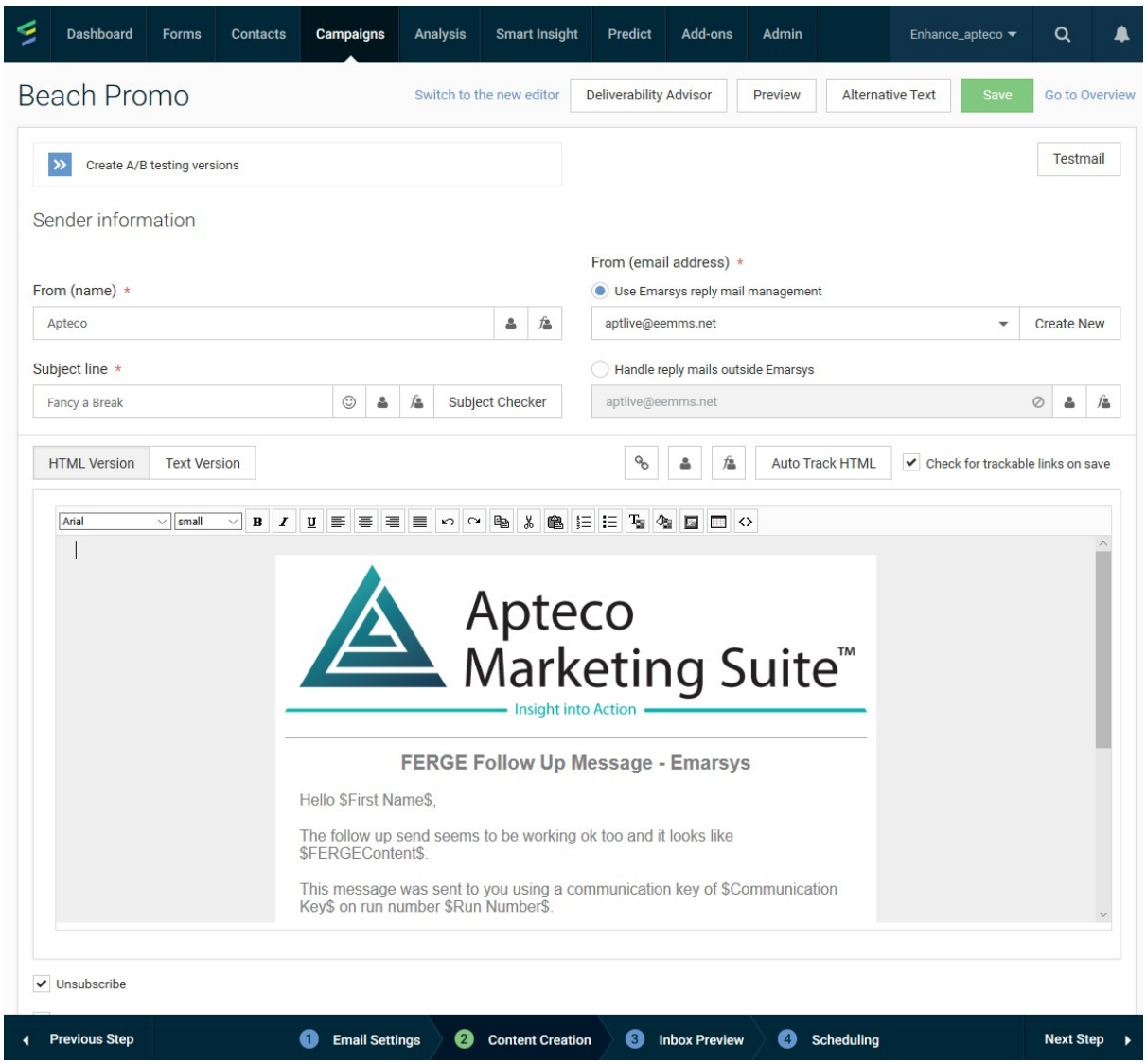
Creating a new Message in Emarsys

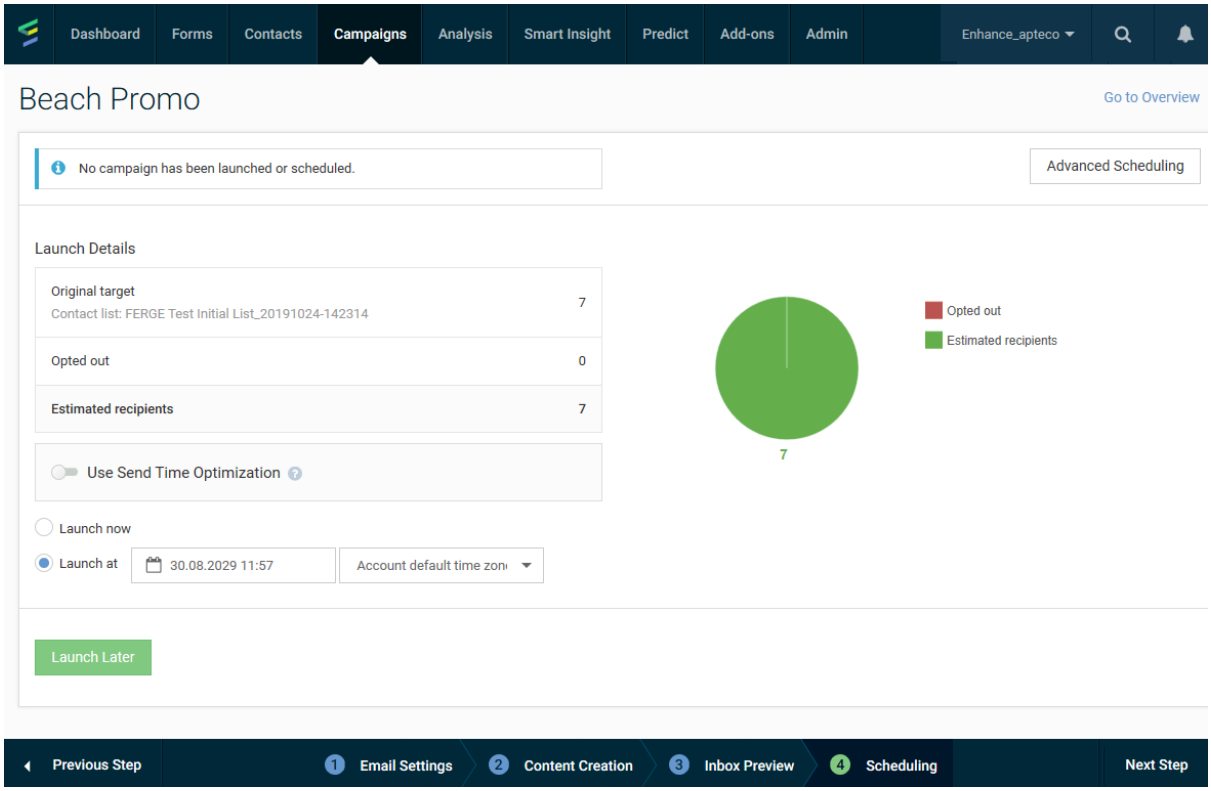
- From Contacts > Contact Lists either click **Create Contact List** you do not need to add subscribers as Apteco uploads a list of subscribers.

You need to create a Campaign Email (Message) to use in Apteco.

- From Campaigns > Email Campaigns click **Create Email** step through the wizard to create a basic email and assign it to a Contact List


Choose Email Type
There are different ways to create emails in Emarsys, each with its own benefits. Learn more about these differences.
Custom HTML Email
Create Custom HTML Email
Learn more
Block-Based Email
Create an email using flexible, content block-based templates.
Learn more


Dashboard
Forms
Contacts
Campaigns
Analysis
Smart Insight
Predict
Add-ons
Admin
Enhance_apteco
Beach Promo
Switch to the new editor
Deliverability Advisor
Preview
Alternative Text
Save
Go to Overview
Create A/B testing versions
Testmail
Sender information
From (name) *
Apteco
From (email address) *
Use Emarsys reply mail management
aptlive@eemms.net
Create New
Subject line *
Fancy a Break
Subject Checker
Handle reply mails outside Emarsys
aptlive@eemms.net
HTML Version
Text Version
Auto Track HTML
Check for trackable links on save
Arial
small
Apteco Marketing Suite™
Insight into Action
FERGE Follow Up Message - Emarsys
Hello $First Name$,
The follow up send seems to be working ok too and it looks like $FERGEContent$.
This message was sent to you using a communication key of $Communication Key$ on run number $Run Number$.
Unsubscribe
Previous Step
1 Email Settings
2 Content Creation
3 Inbox Preview
4 Scheduling
Next Step


Dashboard
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Beach Promo
Go to Overview
No campaign has been launched or scheduled.
Advanced Scheduling
Launch Details
Original target
Contact list: FERGE Test Initial List_20191024-142314
7
Opted out
0
Estimated recipients
7
Use Send Time Optimization
Launch now
Launch at
30.08.2029 11:57
Account default time zon
Launch Later
Opted out
Estimated recipients
7
Previous Step
1 Email Settings
2 Content Creation
3 Inbox Preview
4 Scheduling
Next Step