

Apteco Technical Guide



Apteco Integrations SAILTHRU 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 SailThru 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 SailThru

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 SailThru UI URL **Username**, **Password** and **PIN** to log in to your broadcaster
- The SailThru Message and List name (available from the SailThru UI)
- The SailThru API Username and Password
- The SailThru API Key and Secret (available from the SailThru UI)

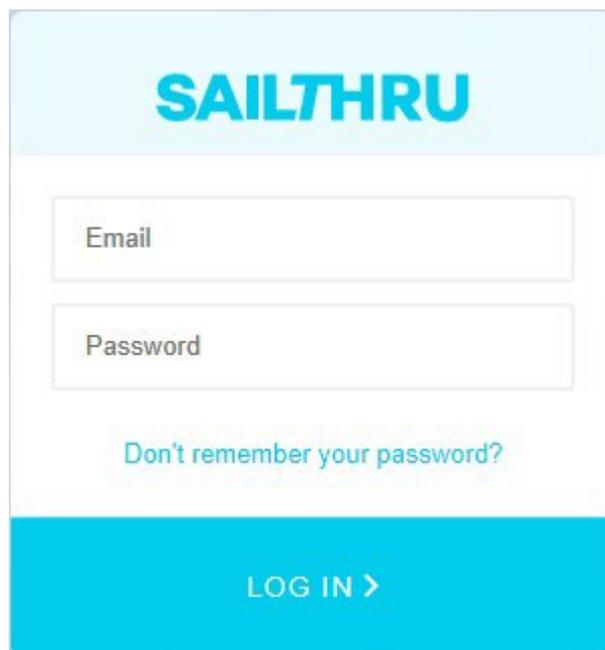
SailThru Configuration

Note:

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

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

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



The image shows a login interface for SailThru. At the top, the word "SAILTHRU" is displayed in a bold, blue, sans-serif font. Below this, there are two white input fields with light gray borders. The first field is labeled "Email" and the second is labeled "Password". Underneath the "Password" field, there is a blue link that reads "Don't remember your password?". At the bottom of the form, there is a solid blue rectangular button with the white text "LOG IN >" centered on it.

- The SailThru dashboard opens

Date	Name	Sent	Open	Click	
8/12	FERGE Test Follow Up	4	25.0%	0.0%	
8/12	FERGE Test Initial	6	100.0%	66.7%	
8/9	FERGE Test Follow Up	4	0.0%	0.0%	
8/9	FERGE Test Initial	6	66.7%	66.7%	
8/8	FERGE Test Follow Up	4	0.0%	0.0%	
8/8	FERGE Test Initial	6	66.7%	66.7%	
8/7	FERGE Test Follow Up	4	0.0%	0.0%	
8/7	FERGE Test Initial	6	66.7%	66.7%	

Creating a new Message in SailThru

If this is the first using SailThru, you must create a List and an Email (Message),

- From Users either use, an existing List modifies it or click **Create New List** you do not need to add subscribers as Apteco uploads a list of subscribers.



You need to create a Message to use in Apteco

- From Messaging > templates step through the wizard to create a basic email and assign it to a List