

Apteco Technical Guide



Apteco Integrations Mapp Setup Guide

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

A bit about the broadcaster



Mapp was formerly called Teradata

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 Mapp 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 Mapp

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 Mapp UI URL **Username** and **Password** to log in to your broadcaster
- The Mapp **Message** and **List** (Group) name (available from the Mapp UI)
- The Mapp API Username and Password
- The Import **Automatic ID** (Id from your *Process Control XML Automation)
- Your own **FTP folder** with username and password
- Create a directory in the root of your ftp site called **XmlJob** for the Apteco Marketing Suite upload the Mapp Package files that control the audience

Mapp Configuration

MAPP stores all your contacts using the lists you upload into Groups. Custom data fields can be created to hold specific transactional data, contact your MAPP Account Manager or the MAPP support desk for help setting up these fields.

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

The endpoint for the Mapp Digital api can be unique per client, the login will be unique also and provided by MAPP in the form

<https://sslh.domainname.com/accountname/>



Mapp Engage

User Name

username@apteco.com

Password

●●●●●●●●

LOGIN

[Forgot Your Password?](#)

[About](#) | [Our Services](#) | [Our Story](#) | [Support](#) | [Privacy Notice](#)

© 2000 - 2019 Mapp Digital

Setting up an FTP location

- From the *Administration* area > *Permissions* > *Credentials* section - Click

Create to create permission entry:

- Name = domain e.g. ftp.apteco.com
- Description = enter a description (optional)
- Type = FTP Account

Create an Overall Groups Configuration Template

- From the *Groups* area > *Configuration Template* - Click **Create** to create the overall configuration template

Configuration Template

Group Configuration Template

[CREATE](#) [REMOVE FILTER](#)

Actions	ID ↑	Name ↑	Owner ↑	Last Update ↓
FILTER				
✎ ⋮	11002	AptLIVE	Holderness, S.	05/07/19 16:59

10 Visible Rows 1 - 1 of 1 [Select All](#) [DELETE](#)

Details [ID 11002]

Name AptLIVE

Description:

Domain:

Sendout Speed Maximum sendout speed

- Enter a **Name** and **Owner**, the name is used to associate subsequent settings

General Settings Reply Handling Deactivated Notifications Tracking & Links

Sendout Options

Name * AptLIVE

Description:

[CANCEL](#) [SAVE](#)

- Setup the **Reply Handling** page

General Settings Reply Handling Deactivated Notifications Tracking & Links

Sendout Options

Email Reply Handling: Send to Address and Store in IMAP (Exclude Auto-Responses) ▼

Name Social Apteco

Email* aptecossocial@apteco.com

From Address:

Name Social Apteco

Email* aptLIVE @apteco-demo.cust-mta.com

▼ SMS

[CANCEL](#) [SAVE](#)

- Use the defaults for the Deactivated and Notifications pages and select the appropriate **Tracking & Links** settings

General Settings Reply Handling Deactivated Notifications **Tracking & Links**

Sendout Options

Track Email Opens ☒ Track HTML Opens with Invisible Tracking Pixel

Add Tracking Pixel ☐ Beginning of the Message ☒ End of the Message

Track Link Clicks ☒ Track Text Message Links ☒ Track HTML Message Links ☒ Track Personalised Links ☒ Track System Links

▼ Automatic Link Redirection

▼ Link Parameters

CANCEL SAVE

- Use the defaults for the **Sendout Options** settings except for setting

Transactional Messages to On

General Settings Reply Handling Deactivated Notifications Tracking & Links

Sendout Options

▼ Sendout Options

▼ Mandatory Fields for Sendout

▼ List-Unsubscribe Header

▼ List-ID Header

▼ Customised Email Headers

▼ Preferred Sendout Channel

▲ Transactional Messages

Transactional Message Mode: Off **On** Optional

▼ Leading Content and Closing Content for Email

▼ Leading Content For Forwarded Messages

CANCEL SAVE

- Click **Save**

Additional Group Settings

- Create a **New Group**

The screenshot displays the 'Sendout Options' configuration page in the Mapp Engage interface. The page is divided into several sections, each with expandable/collapsible headers. The 'Transactional Messages' section is highlighted with a red box, showing the 'Transactional Message Mode' set to 'On'. Below this, a text field contains a TMID pattern: '<%(user.MemberAttribute[SendId])%>|<%(user.MemberAttribute[Communi]'. The page also includes a sidebar with navigation icons and a top bar with various application links.

- Set the **Transactional Messages** value to **On** in **Sendout Options**

When integrating with PeopleStage, an ExternalTransactionId needs to be set up on your account that includes the SendId field and the Communication Key field separated by a pipe (|) character. This is then returned as part of your response notifications and allows FastStats to cross-reference the broadcast with the response.

Note:

- Set the **Pattern for the TMID** to “SendId|CommunicationId”

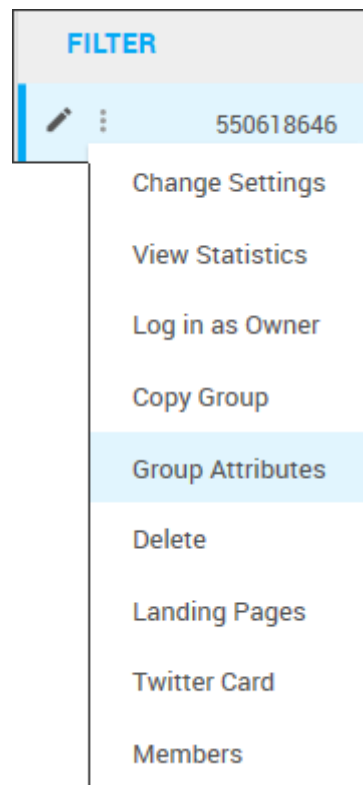
```
<%${user.MemberAttribute['SendId']}%>|<%${user.MemberAttribute['CommunicationKey']}%>
```

Note:

New Groups (Lists) can be created from a default template. This template is identified by using an attribute called AptecoControlAttribute which has a default value of ListTemplate.

- Once complete click on the three dots to the right of the Edit icon and select

Group Attributes



- Click **New Group Attribute**

Group Attributes for "TechDocs"

[NEW GROUP ATTRIBUTE](#)
[IMPORT GROUP ATTRIBUTES](#)

Actions	Name	Value
<div>Select All <input type="checkbox"/></div> <div> CANCEL EXPORT DELETE </div>		

- Set the **Name** to "AptecoControlAttribute" and **Value** to "ListTemplate"

Group Attribute Name: *

AptecoControlAttribute


Group Attribute Value: *

ListTemplate

[CANCEL](#)
[SAVE](#)

Group Attributes for "TechDocs"

[NEW GROUP ATTRIBUTE](#)
[IMPORT GROUP ATTRIBUTES](#)

Actions	Name	Value
	AptecoControlAttribute	ListTemplate
<div>Select All <input type="checkbox"/></div> <div> CANCEL EXPORT DELETE </div>		

Defining Exports

You need to define an export to send the FTP location

- From the *Administration* area > *Exports* section - Click **CREATE**
- Set the **Type** to **Raw Data Export** and Enter a **Name** to use

1 Type

Type and Name

Type:* Raw Data Export

Name:* AptLIVE FERGE

Description:

CANCEL NEXT >

Note:

Time Frame:*

☒ Relative ☐ Absolute ☐ Maximum (365 days)

Time Zone: Europe/London

Include: Current Calendar Month(s)

Time Frame for Export: [01-Jul-2019 00:00:00] to [01-Aug-2019 00:00:00]

CANCEL < BACK NEXT >

- Set the **Parameters** page

Export Messages: ☐ Export Specific Messages ☒ Export All Messages

CANCEL SHOW MESSAGES < BACK NEXT >

- Select the **Parameters** to include. You can add more information if required, and record these in the ResponseDetails, the image below shows the minimum recommended fields

✓ Type

✓ Time Frame

✓ Parameters

4 Event Data

5 Other Data

6 Export Configuration

7 Summary

^ Events

☒ Sent to MTA

☒ Timestamp
☐ Transactional Message ID
☐ Sendout Channel

☐ Skips

☐ Timestamp
☐ Category
☐ Transactional Message ID

☒ Bounces

☒ Time Stamp
☐ Category
☐ Text

☐ Feedback

☐ Timestamp
☐ Category

☒ Renders

☒ Timestamp
☐ Country
☐ Region
☐ City
☐ Latitude
☐ Longitude
☐ Platform
☐ Operating System Name
☐ Operating System Version
☐ Email Client Name
☐ Email Client Version
☐ User-Agent-String

☒ Clicks

☒ Timestamp
☐ Link ID
☐ Link Category ID
☐ Link Category Name
☒ URL
☐ System Link Type
☐ Link Type
☐ Country
☐ Region
☐ City
☐ Latitude
☐ Longitude
☐ Platform
☐ Operating System
☐ Operating System Version
☐ Email Client Name
☐ Email Client Version
☐ User Agent String

☒ Unsubscribes

☒ Timestamp

☐ Forwards

☐ Timestamp

☐ Conversions

☐ Timestamp
☐ ID
☐ Name
☐ Order ID
☐ Item Count
☐ Amount
☐ Parameters

CANCEL

SHOW COLUMN NAMES

< BACK

NEXT >

- Select the **Event Data** fields, ensure you select:
 - Email
 - Mobile Number
 - Identifier
 - Message Name
 - Timestamp
 - Event Type

- Transaction Message ID

✓ Type

✓ Time Frame

✓ Parameters

✓ Event Data

5 Other Data

6 Export Configuration

7 Summary

^ Identifiers

☐ Identifier

☐ User ID
 ☒ Email
 ☒ Mobile Number
 ☐ App Alias

☒ Identifier

^ Group and Message Data

☐ Group

☐ ID
 ☐ Name
 ☒ Email
 ☐ Category ID

☐ Category Name

☐ Message

☐ ID
 ☒ Message Name
 ☐ Category ID
 ☐ Category Name

☐ Subject (Not Personalised)
 ☐ External Message ID
 ☐ Type
 ☐ Variation ID

☐ Selection

☐ ID
 ☐ Name

^ General Information

☐ General Information

☒ Event Timestamp
 ☒ Event Type
 ☒ Timestamp
 ☐ Transactional Message ID

☐ Sendout Type
 ☐ Addressee Role
 ☐ Contact Information

^ Attributes

- Set the **Export Configurations** page, using your FTP Location

✓ Type

✓ Time Frame

✓ Parameters

✓ Event Data

✓ Other Data

6 Export Configuration

7 Summary

Export Configuration

Format:*

CSV

Encoding:

UTF-8

Export File Even if Empty:

☐ No

☒ Yes

Split Files:

☐ No

☒ Yes

Maximum File Size (MB):

1000

Compression:

☐ GZIP

☒ ZIP

☐ No Compression

File Name:

export-\${exportDef.exportType}-\${exportDef.PK}-\${ecx:fmtDate(export.creationDate, 'yyyy_MM_dd_HH_mm_ss', 'UTC', 'de_DE')}

File Location:*

ftp.apteco.com

TEST CONNECTION

CSV Output File Configuration

Structure:

Separator: ;

Delimiter: "

Line Separator: Windows

Position	Data	Column Header
✓	Sent to MTA Timestamp	sentToMTA.Timestamp
^ ✓	Sent to MTA Transactional Message ID	sentToMTA.ExternalTransactionId
^ ✓	Sent to MTA Sendout Channel	sentToMTA.SendoutChannel
^ ✓	Skips Timestamp	skip.Timestamp
^ ✓	Skips Category	skip.Category
^ ✓	Skips Transactional Message ID	skip.ExternalTransactionId
^ ✓	Bounces Time Stamp	bounce.Timestamp
^ ✓	Bounces Category	bounce.Category
^ ✓	Bounces Text	bounce.Text
^ ✓	Feedback Timestamp	feedback.Timestamp
^ ✓	Feedback Category	feedback.Category
^ ✓	Renders Timestamp	render.Timestamp

Create Two Automations

Process Control XML

In order to automatically import contacts into your groups via the integration, a **Process Control XML** Trigger Automation needs to be set up that points to your sftp location. The Id of this automation should then be used as the value of the **ImportAutomationId** parameter.

- From the *Automations* area > *Time-based* - Click **Create**

The screenshot shows the 'Automation' configuration page. It has a sidebar with navigation icons and a main content area. The main area has two tabs: '1 Edit Job' (active) and '2 Schedule Automation'. The 'Basic Settings' section includes fields for 'Name*' (AptLIVE import), 'Description:', 'Job:*' (Process Control XML), and a 'Test your Control XML' button. The 'Define Job' section includes fields for 'System Name:*' (apteco-demo), 'File Location:*' (ftp.apteco.com), 'Source File:*' (*.zip), 'Encoding:*' (ISO-8859-1), 'File is Zipped:*' (Yes), and 'Backup File Location:' (Placeholder: \${account-short-name.name}). There are 'TEST CONNECTION' buttons for File Location and Backup File Location. An 'Advanced Options' section is collapsed. A 'SHOW SCHEDULE >' button is at the bottom right.

- Enter a **Name** for the automation select Process Control XML from the **Job** type drop-down
- Enter the information for the required fields
 - System Name =
 - File Location = Your FTP domain
 - Source File = *.zip
 - Encoding = UTF-8
 - File is Zipped = Yes
 - Backup File Location =
- Set the *Schedule Automations* settings then click **SAVE & CLOSE**

+

Home

Calendar

Tasks

Reports

Users

Automation

Settings

Help

Automation

✓ Edit Job

2 Schedule Automation

General

Name

AptLIVE import

Description:

Job:

Process Control XML

Schedule

Time Zone:

Europe/London

Start Date:*

2019-07-05 16:40:11

Repetition:

☒ Yes ☐ No

Period:

Days

Value:

1

End Date:*

2024-07-05 16:40:11

Delete after Last Execution:

☐ Yes ☒ No

Advanced Options

Notification

Remind Before Deactivation:

☐ Yes ☒ No

< SHOW JOB

BACK

Generate Export

- From the *Automations* area > *Time-based* - Click **Create**

mapp Engage

Search

18

?

GB

29:50

Profile

Automation

1 Edit Job

2 Schedule Automation

Basic Settings

Name*

AptLIVE Responses

Description:

Job: *

Generate Export

?

Define Job

Export: *

AptLIVE FERGE (ID: 11668)

SCHEDULE >

- Enter a **Name** for the automation select Generate Export from the **Job** type drop-down, select the previously configured **Export** from the Export drop-down
- Set the *Schedule Automations* settings then click **SAVE & CLOSE**

Automation

2 Schedule Automation

General

Name: AptLIVE Responses

Description:

Job: Generate Export

Schedule

Time Zone: Europe/London

Start Date*: 2019-07-15 10:50:52

Repetition: ☒ Yes ☐ No

Period: Hour(s)

Value: 2

End Date*: 2024-07-15 10:50:52

Delete after Last Execution: ☐ Yes ☒ No

Advanced Options

Notification

Remind Before: ☐ Yes ☒ No

Deactivation:

[< EDIT JOB](#) [SAVE & CLOSE >](#)

Setting up a Message in MAPP

1. From the navigation menu select *Messages > Draft Messages*
2. Click **Create**
3. Enter a **Message Name** and complete the form. click **Create>**
4. Enter an **Email Subject Line** and add your personalisation then click **Prepare Sendout**
5. On the Configuration page Select the Group (List) to associate with, Message Transport “immediately” to allow FastStats or PeopleStage to control the Schedule then click **Check Message**

Parameters can be added in the HTML Code section

```
<%${user['FirstName']}%>
```

<%\${user.CustomAttribute['Communication Key']}%>

<%\${user.CustomAttribute['Run Number']}%>

Server Considerations

The endpoint for the Mapp Digital API can be unique per client. The standard URI takes the format <https://sslh.domainname.com/<accountname>/api/soap/v7/>.

Outbound access for the FastStats service and/or the Email Response Gatherer will be required to this destination.